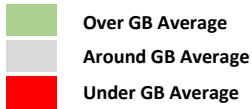


Catchment Summary - Doctors Orders Sheffield

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*WT= Walktime, **DT= Drivetime

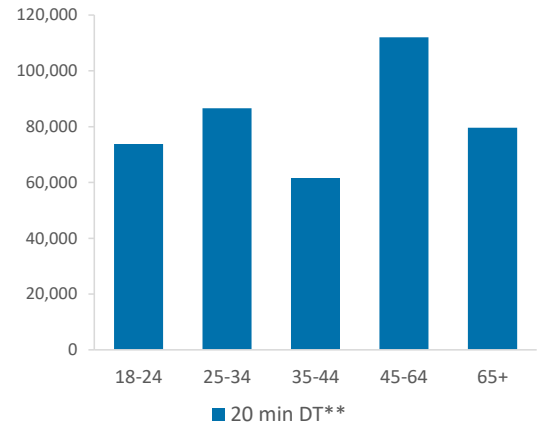
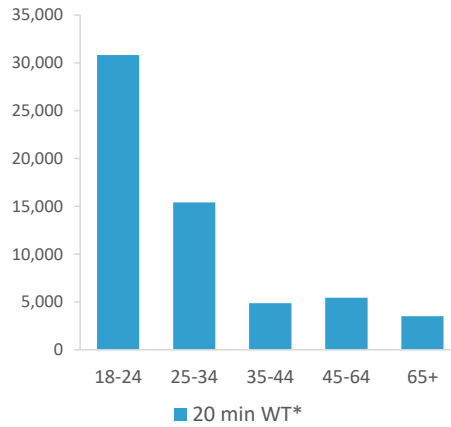
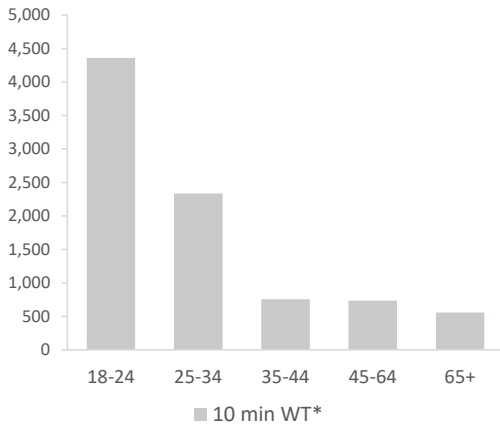
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	9,651	65,961	518,420	182	453	137
Adults 18+	8,742	60,067	413,609	201	336	138
Competition Pubs	20	106	448	133	331	124
Adults 18+ per Competition Pub	437	567	923	53	69	112
% Adults Likely to Drink	80.6%	81.0%	81.3%	98	98	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	77.8%	66.1%	41.1%	303	258	160
	Medium	16.3%	19.7%	30.7%	41	50	78
	High	3.6%	8.2%	26.6%	11	25	79

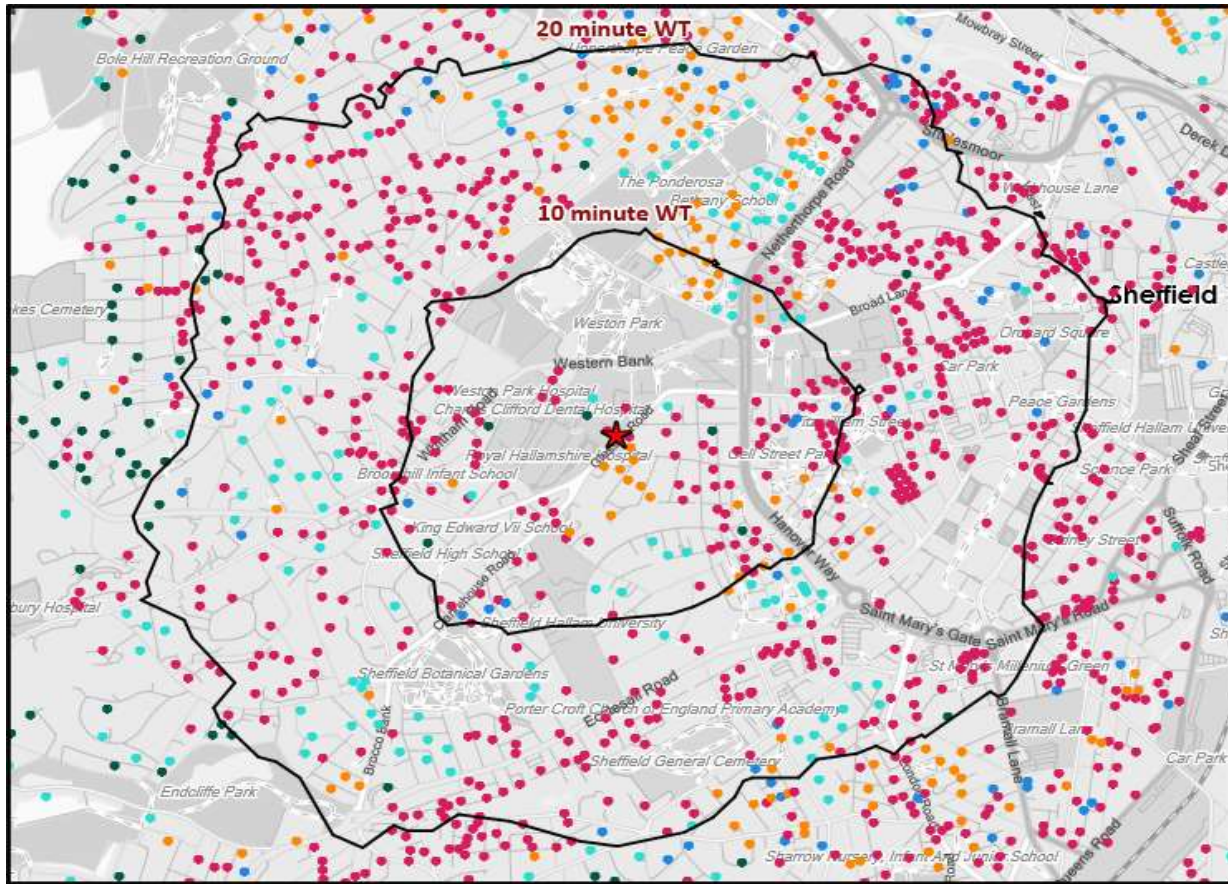
*Affluence does not include Not Private Households

Age Profile	18-24	4,360	30,812	73,774	557	576	175
	25-34	2,334	15,410	86,622	182	176	126
	35-44	757	4,880	61,571	61	57	92
	45-64	733	5,441	112,026	30	32	85
	65+	558	3,524	79,616	30	28	80



	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	5,510 (57%)	36,085 (55%)	259,740 (50%)	115	111	101
	Female	4,141 (43%)	29,876 (45%)	258,680 (50%)	85	90	99
Economic Status (16-74)	Employed: Full-time	1,865 (22%)	12,858 (22%)	137,007 (36%)	52	52	86
	Employed: Part-time	384 (4%)	2,787 (5%)	48,430 (13%)	34	36	97
	Self employed	416 (5%)	2,582 (4%)	28,173 (7%)	51	46	77
	Unemployed	156 (2%)	984 (2%)	10,384 (3%)	76	70	114
	Retired	323 (4%)	1,963 (3%)	46,343 (12%)	27	24	87
	Other	5,474 (64%)	37,888 (64%)	114,934 (30%)	322	325	151
Total Worker Count		17,407	34,472	216,841			

See the Glossary page for further information on the above variables



- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	6,318	44,103	103,419	810	823	280
Young Adult - Showing I'm Cool	248	1,194	25,316	31	22	67
Midlife - Young Kids	1,157	5,266	113,171	42	28	87
Midlife - Carefree	709	5,594	89,137	39	44	102
Mature	103	370	76,042	4	2	66
Not Private Households	207	3,540	6,524	165	410	110
Total	8,742	60,067	413,609			

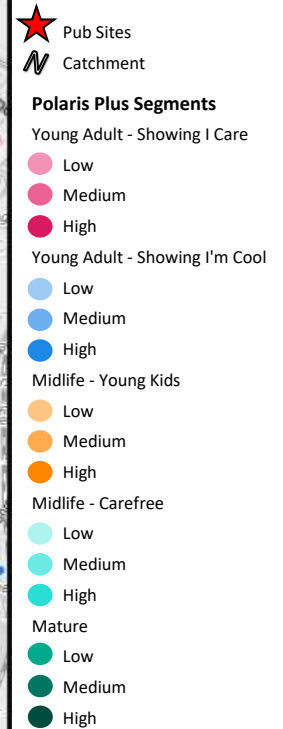
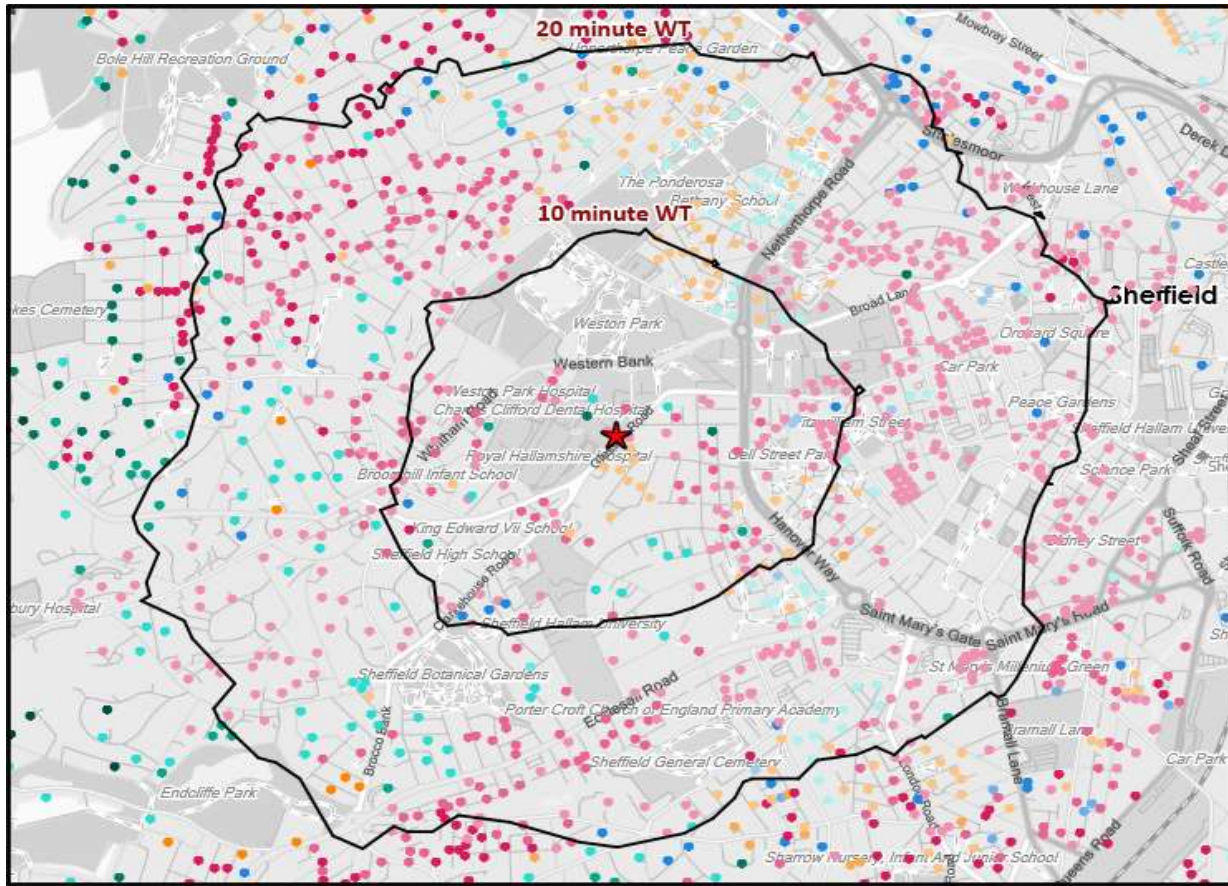
Polaris Summary - Doctors Orders Sheffield



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★ Pub Sites



Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	4,928	30,902	49,559	1,345	1,227	286
Medium	1,390	11,433	14,714	1,166	1,396	261
High	0	1,768	39,146	0	87	281
Young Adult - Showing I'm Cool						
Low	131	411	481	146	67	11
Medium	0	0	9,695	0	0	63
High	117	783	15,140	30	29	82
Midlife - Young Kids						
Low	1,148	4,666	71,901	118	70	156
Medium	9	317	35,005	1	4	57
High	0	283	6,265	0	9	28
Midlife - Carefree						
Low	515	3,433	27,252	173	168	194
Medium	0	47	34,299	0	1	123
High	194	2,114	27,586	20	32	61
Mature						
Low	75	315	20,741	14	9	84
Medium	28	55	33,299	3	1	64
High	0	0	22,002	0	0	57
Not Private Households	207	3,540	6,524	165	410	110

Polaris Summary - Doctors Orders Sheffield



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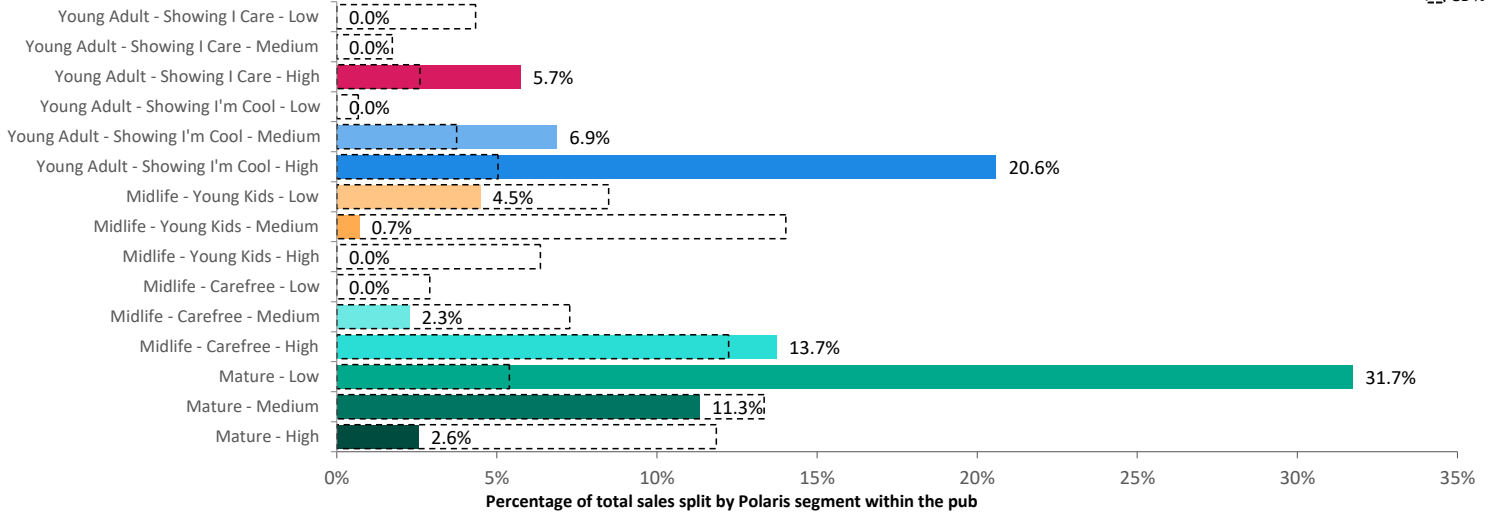


★ Pub Sites

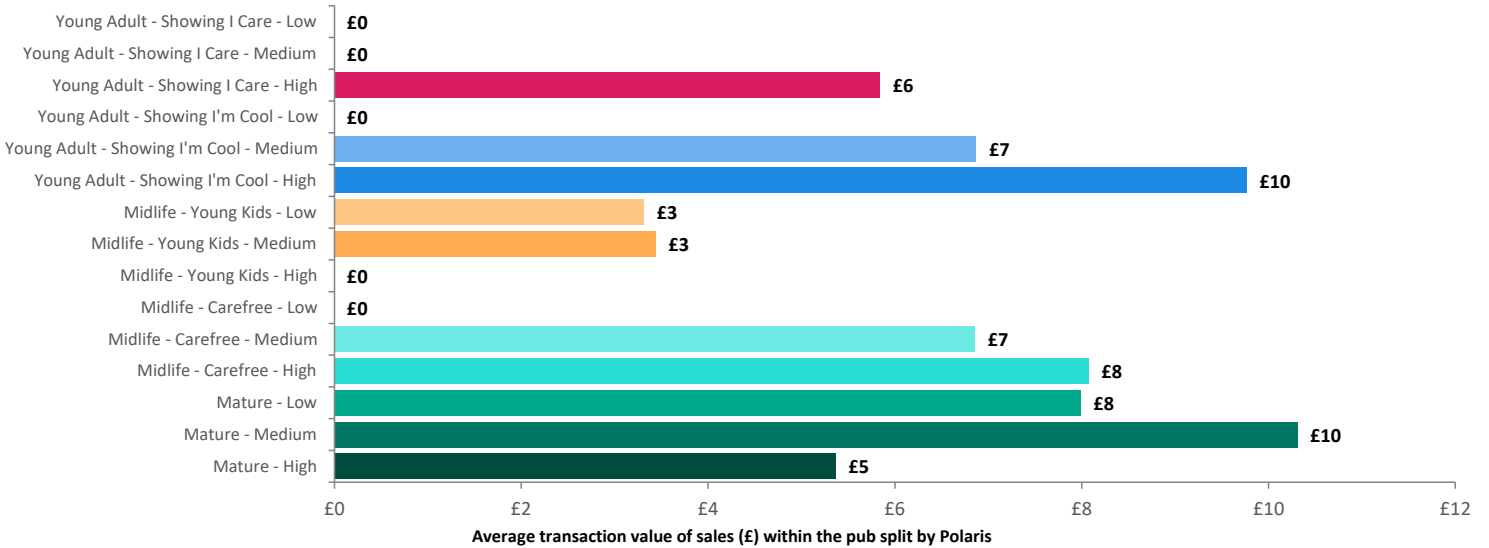
Total 8,742 60,067 413,609

Spend by Polaris

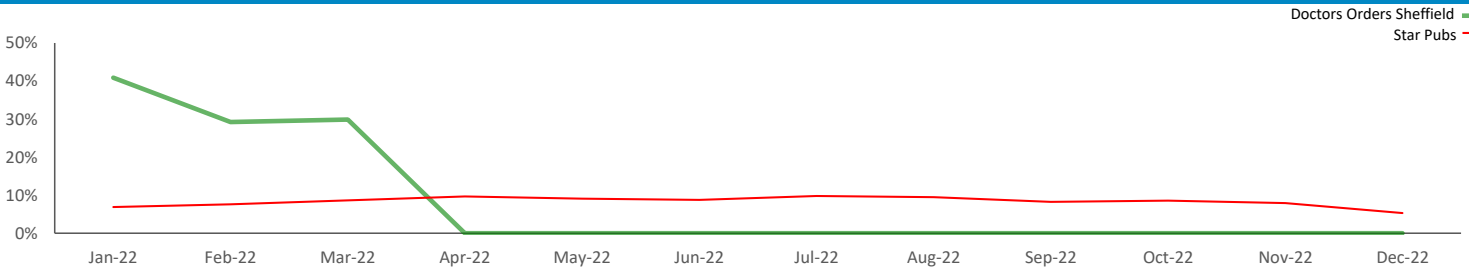
GB %



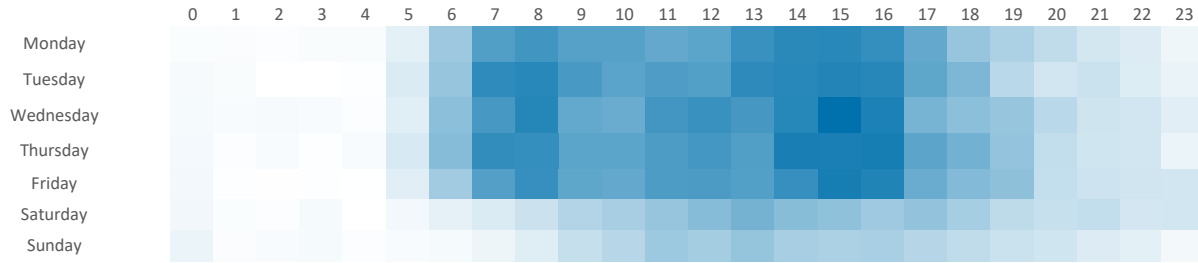
Average Transaction Values (£) by Polaris



Spend by Month

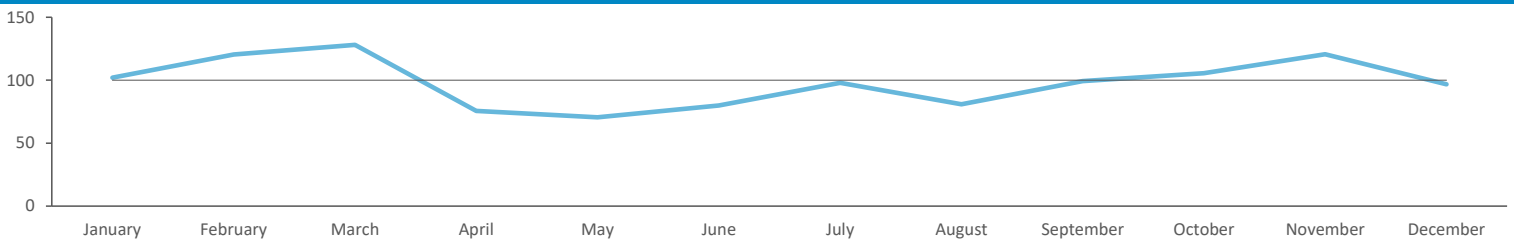


Time of Day/Day of Week



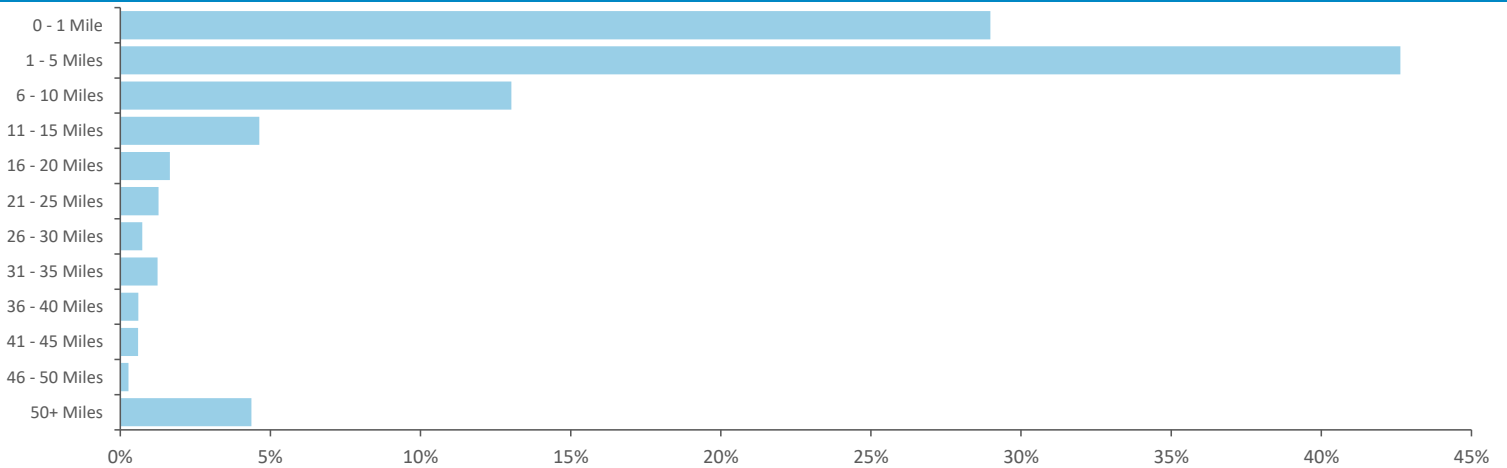
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



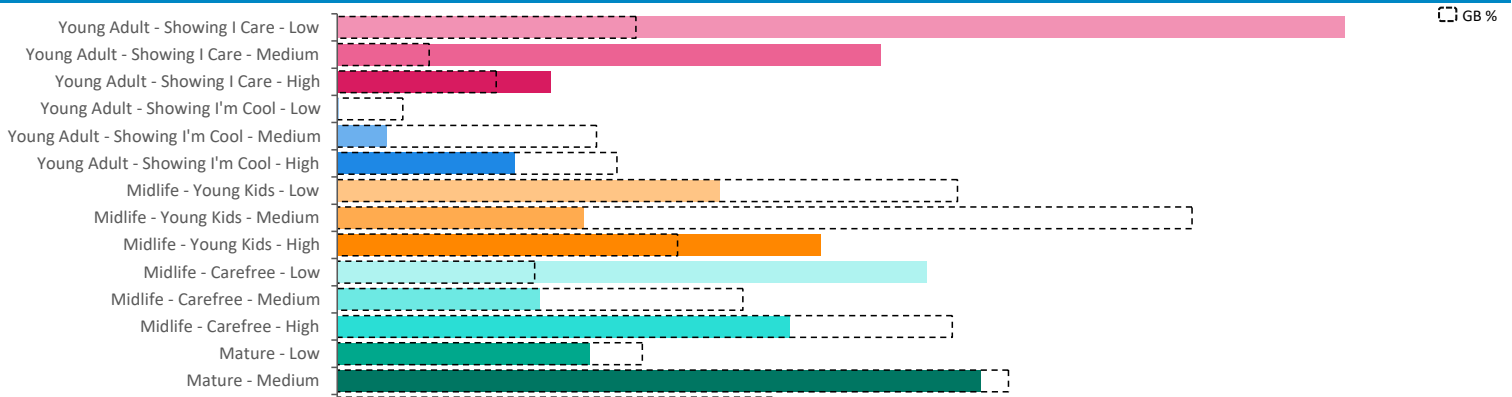
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile

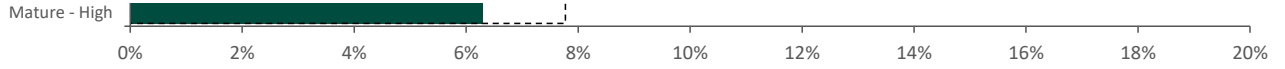


Mobile Data Summary - Doctors Orders Sheffield

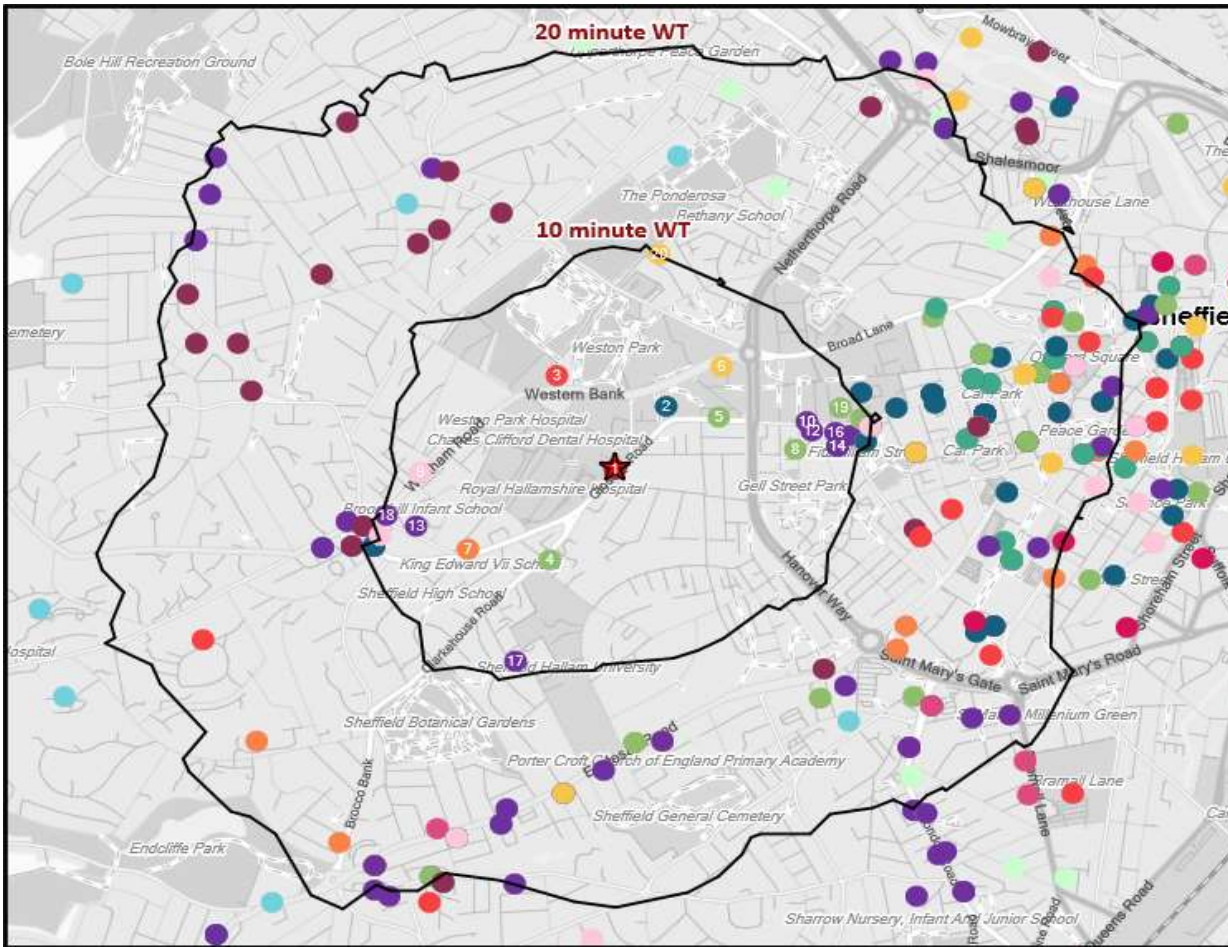


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Time of Day/Day of Week



Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door



★ Pub Sites
 N Catchment

CGA Licensed Premises

- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Doctors Orders	S 10 2JD	Star Pubs & Bars	Premium Local	0.0
2	University Of Sheffield	S 10 2TG	Independent Free	ABOS	0.2
3	Weston Park Museum	S 10 2TP	Independent Free	Large Venue	0.2
4	Francis Newton	S 10 2LA	Wetherspoons GB	Circuit Bar	0.2
5	Harley	S 10 2HW	Mitchells & Butlers	Circuit Bar	0.2
6	University Arms	S 3 7HG	Independent Free	High Street Pub	0.3
7	Rutland Hotel	S 10 2PY	Independent Free	Hotel	0.3
8	Bath Hotel	S 3 7QL	Independent Free	Circuit Bar	0.3
9	Nottingham House	S 10 2SR	Trust Inns Limited	GPGF	0.3
10	K Pasa	S 10 2HS	Independent Free	High Street Pub	0.4
10	Quetal Restaurant	S 10 2HS	Independent Free	Restaurants	0.4
12	Beju	S 10 2GW	Independent Free	Restaurants	0.4
13	Buon Cibo	S 10 2PL	Independent Free	Restaurants	0.4
14	Revolution	S 1 4JB	Revolution Bars Group	ABOS	0.4
14	Ginseng	S 1 4JB	Independent Free	Restaurants	0.4
16	Piccolos Restaurant	S 3 7RX	Independent Free	Restaurants	0.4
17	Curators House	S 10 2LR	Independent Free	Restaurants	0.4
18	Butcher & Catch	S 10 2SP	Independent Free	Restaurants	0.4
19	Red Deer	S 1 4DD	Star Pubs & Bars	Circuit Bar	0.4
20	Dam House Bar & Restaurant	S 3 7NZ	Independent Free	High Street Pub	0.4