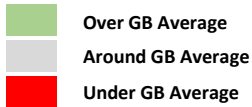


Catchment Summary - Malt Shovel Inn Bradford

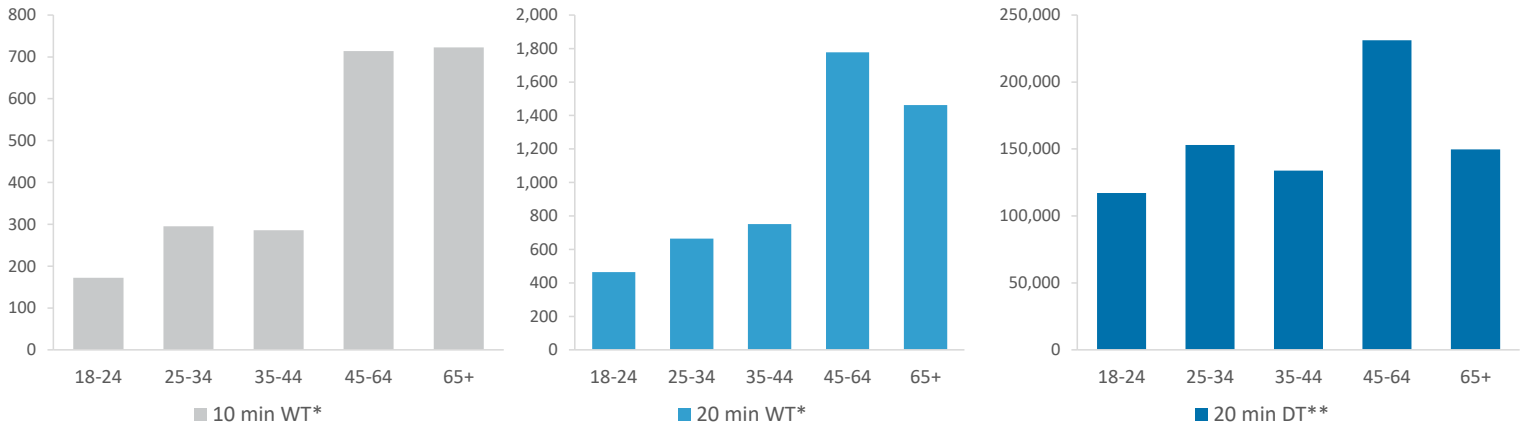
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*WT= Walktime, **DT= Drivetime

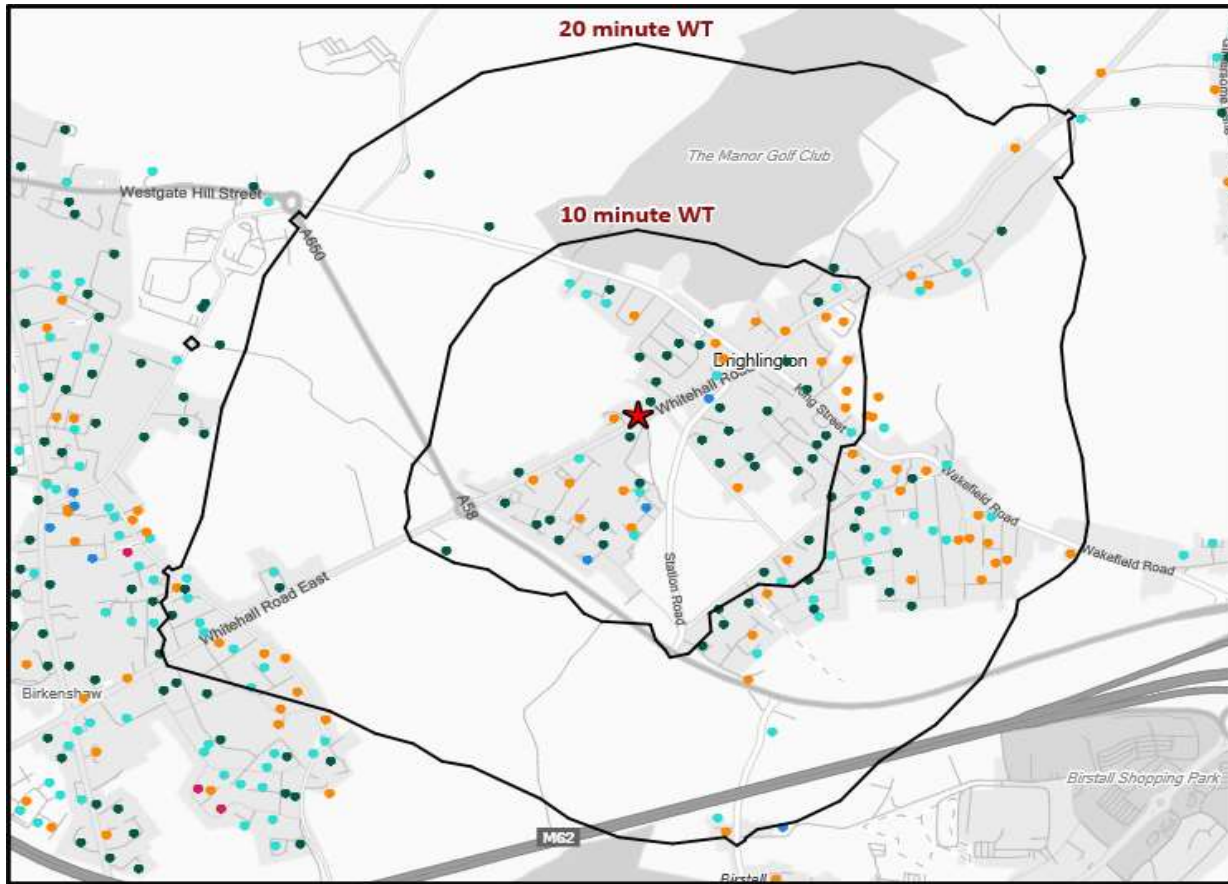
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		2,643	6,410	1,023,306	50	44	270
Adults 18+		2,190	5,120	784,842	50	29	263
Competition Pubs		5	10	1,071	33	31	296
Adults 18+ per Competition Pub		438	512	733	53	62	89
% Adults Likely to Drink		82.6%	82.7%	79.6%	100	100	97
Affluence	Low	36.0%	27.8%	30.2%	140	108	118
	Medium	36.4%	41.3%	41.5%	93	105	106
	High	27.6%	29.6%	26.9%	82	88	80
*Affluence does not include Not Private Households							
Age Profile	18-24	172	465	117,183	80	89	141
	25-34	295	664	153,021	84	78	113
	35-44	286	751	133,787	84	91	102
	45-64	714	1,778	231,153	106	109	88
	65+	723	1,462	149,698	143	119	77

Population & Adults 18+ index is based on all pubs



		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	1,315 (50%)	3,138 (49%)	506,841 (50%)	101	99	100
	Female	1,328 (50%)	3,272 (51%)	516,465 (50%)	99	101	100
Economic Status (16-74)	Employed: Full-time	855 (45%)	1,984 (43%)	292,275 (39%)	108	104	95
	Employed: Part-time	245 (13%)	640 (14%)	96,763 (13%)	99	108	101
	Self employed	188 (10%)	430 (9%)	54,389 (7%)	104	98	77
	Unemployed	35 (2%)	96 (2%)	22,537 (3%)	78	88	128
	Retired	369 (19%)	838 (18%)	88,046 (12%)	141	133	86
	Other	207 (11%)	586 (13%)	186,210 (25%)	55	65	128
Total Worker Count		672	1,496	496,173			

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

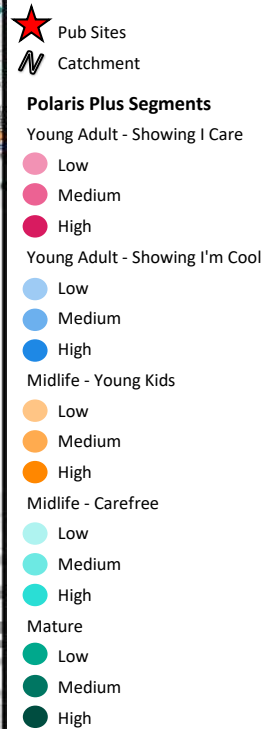
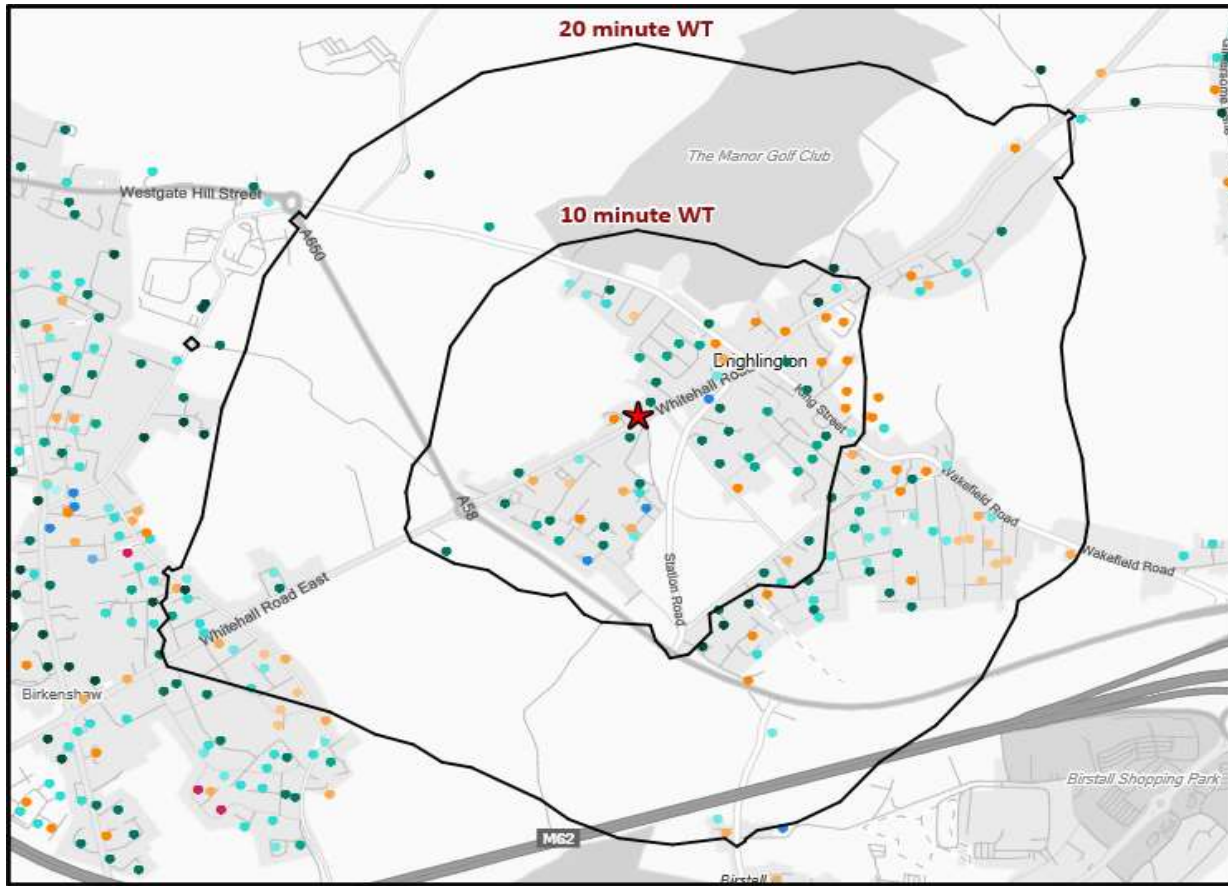
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	143,534	0	0	205
Young Adult - Showing I'm Cool	102	102	89,824	51	22	124
Midlife - Young Kids	691	1,663	252,240	100	103	102
Midlife - Carefree	226	1,354	164,109	49	126	99
Mature	1,171	1,930	124,279	191	135	57
Not Private Households	0	71	10,856	0	96	96
Total	2,190	5,120	784,842			

Polaris Summary - Malt Shovel Inn Bradford



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Polaris Plus Profile by Catchment

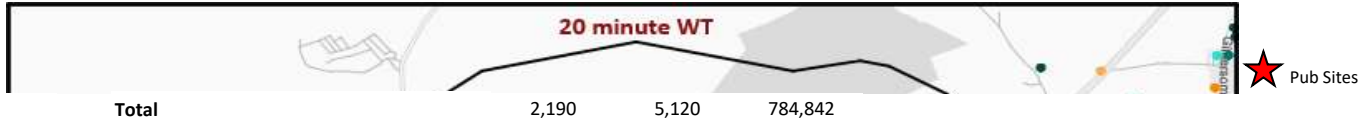
*WT= Walktime, **DT= Drivetime

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	0	0	45,203	0	0	137
Medium	0	0	16,067	0	0	150
High	0	0	82,264	0	0	311
Young Adult - Showing I'm Cool						
Low	0	0	99	0	0	1
Medium	0	0	54,942	0	0	189
High	102	102	34,783	104	45	99
Midlife - Young Kids						
Low	167	617	112,892	69	108	129
Medium	176	395	107,541	54	52	92
High	348	651	31,807	295	236	75
Midlife - Carefree						
Low	0	0	38,197	0	0	143
Medium	143	719	81,394	97	209	154
High	83	635	44,518	35	114	52
Mature						
Low	621	804	40,718	478	265	87
Medium	479	1,001	66,041	173	154	66
High	71	125	17,520	35	26	24
Not Private Households	0	71	10,856	0	96	96

Polaris Summary - Malt Shovel Inn Bradford

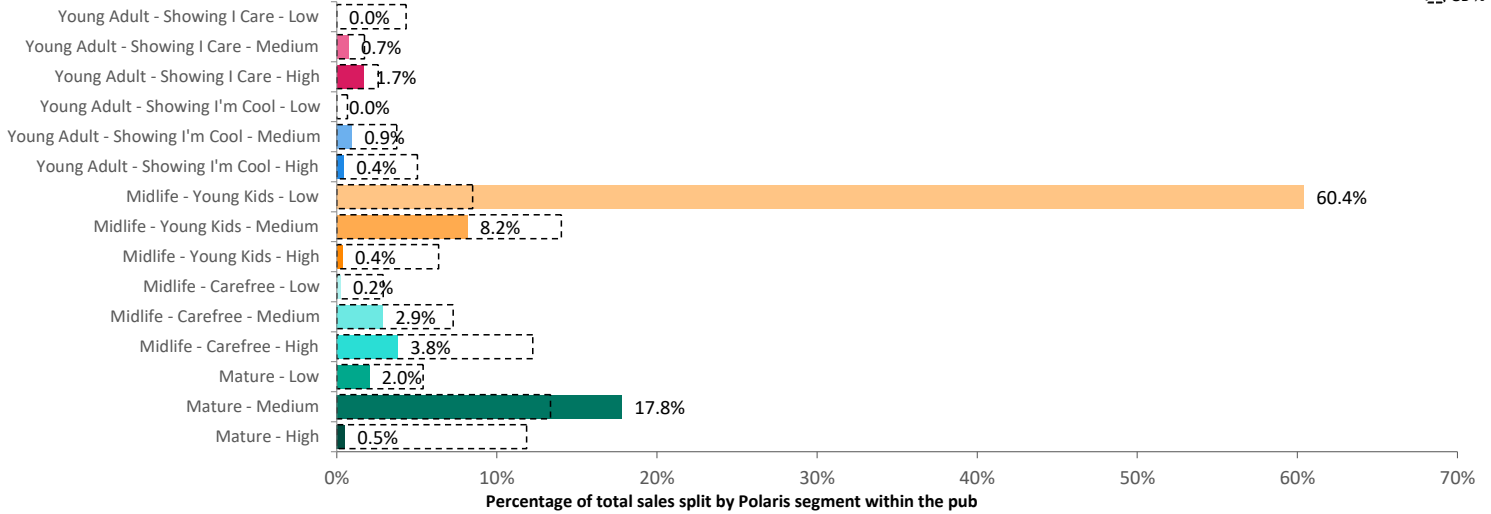


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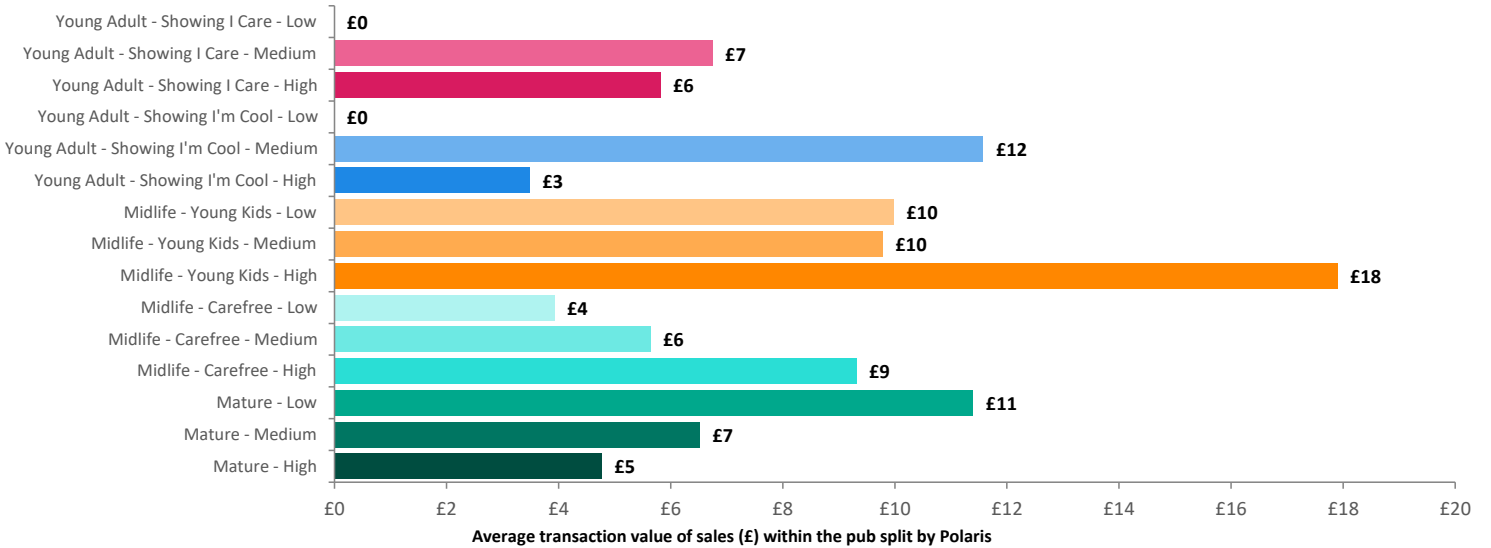


Spend by Polaris

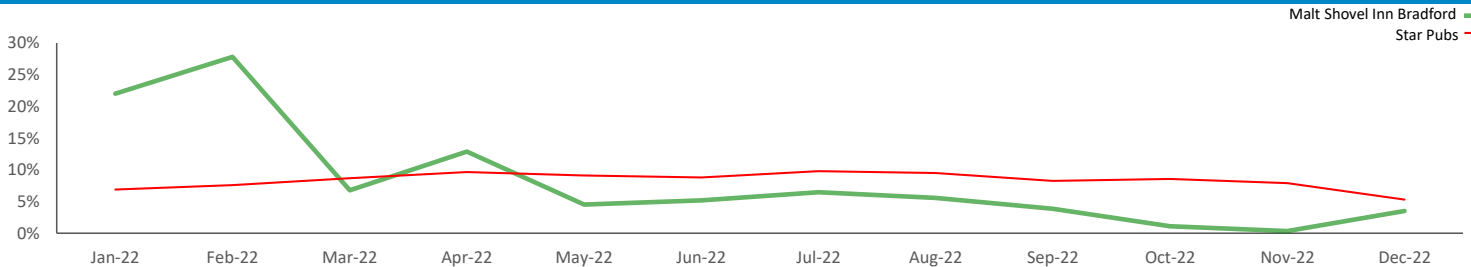
GB %



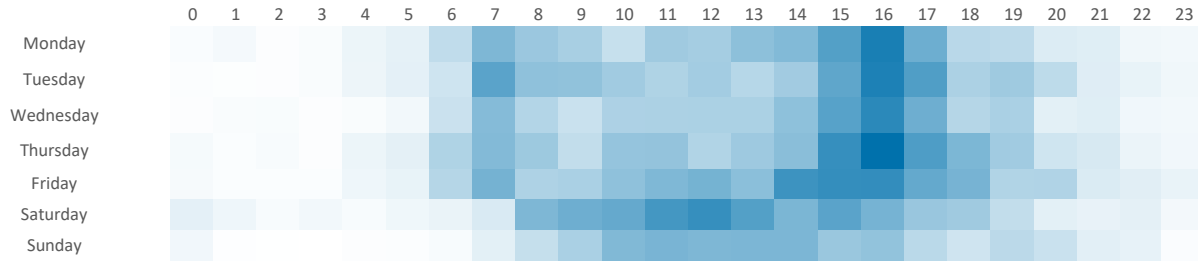
Average Transaction Values (£) by Polaris



Spend by Month

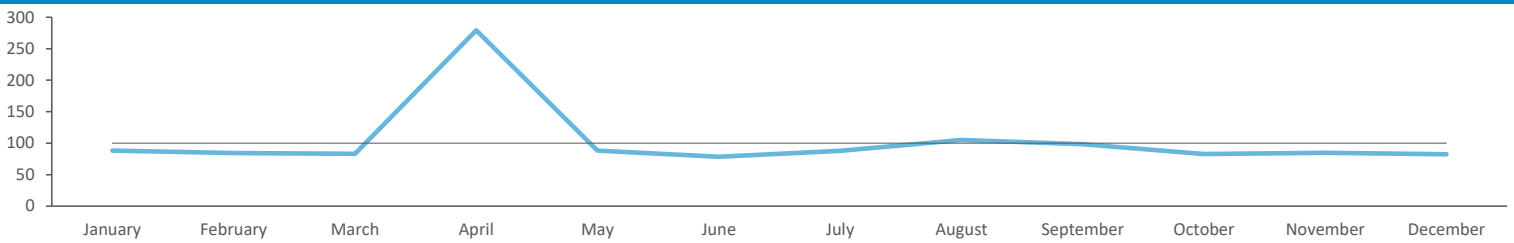


Time of Day/Day of Week



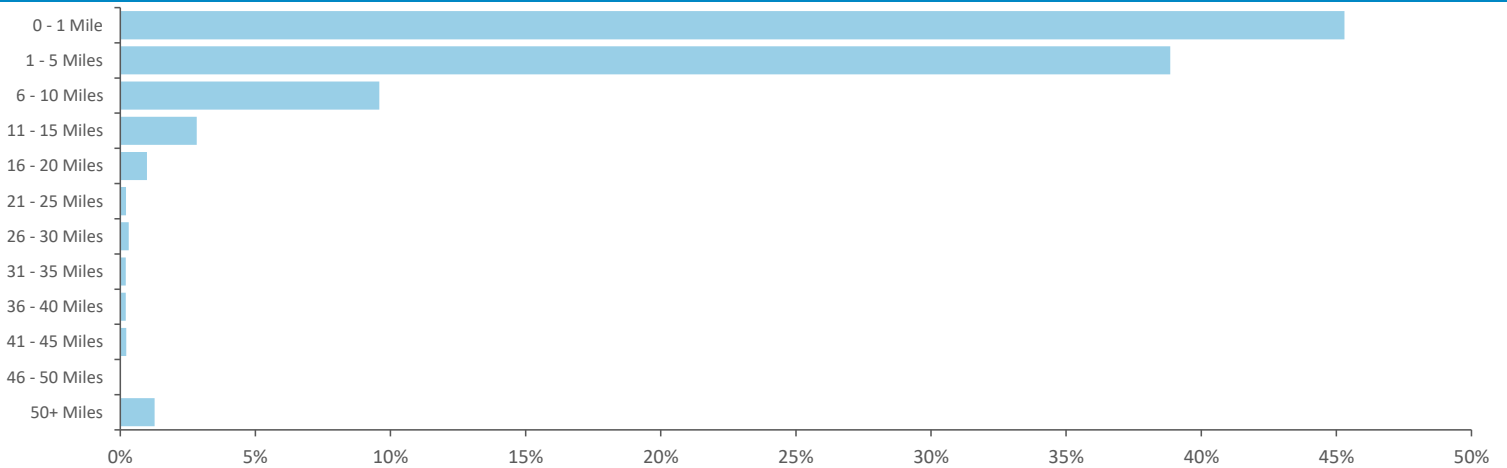
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



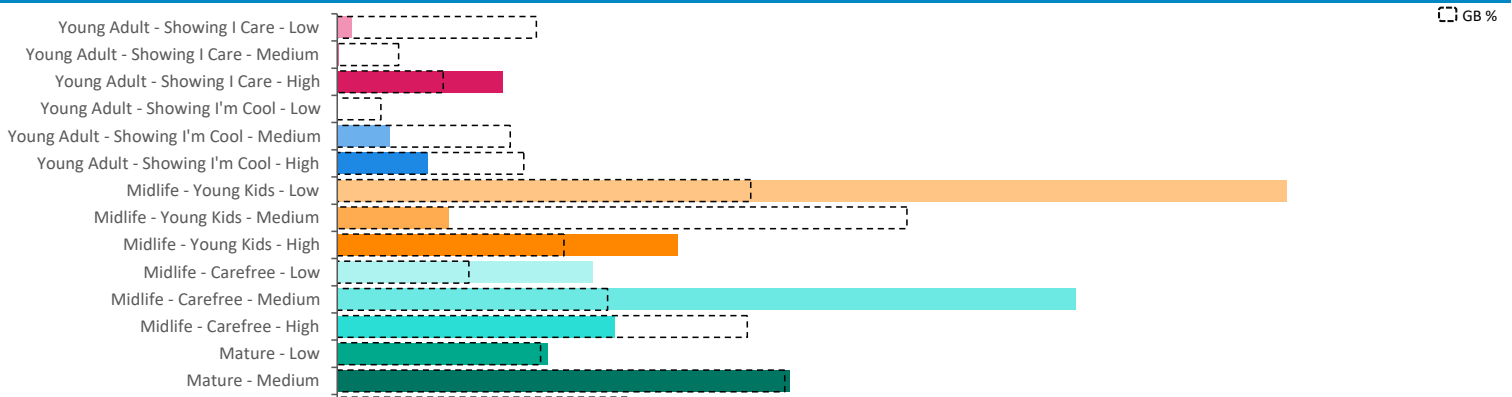
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

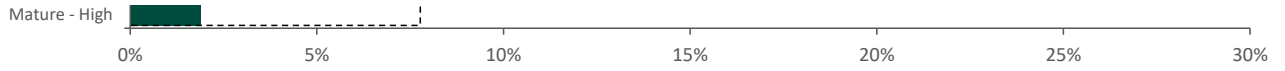


Mobile Data Summary - Malt Shovel Inn Bradford

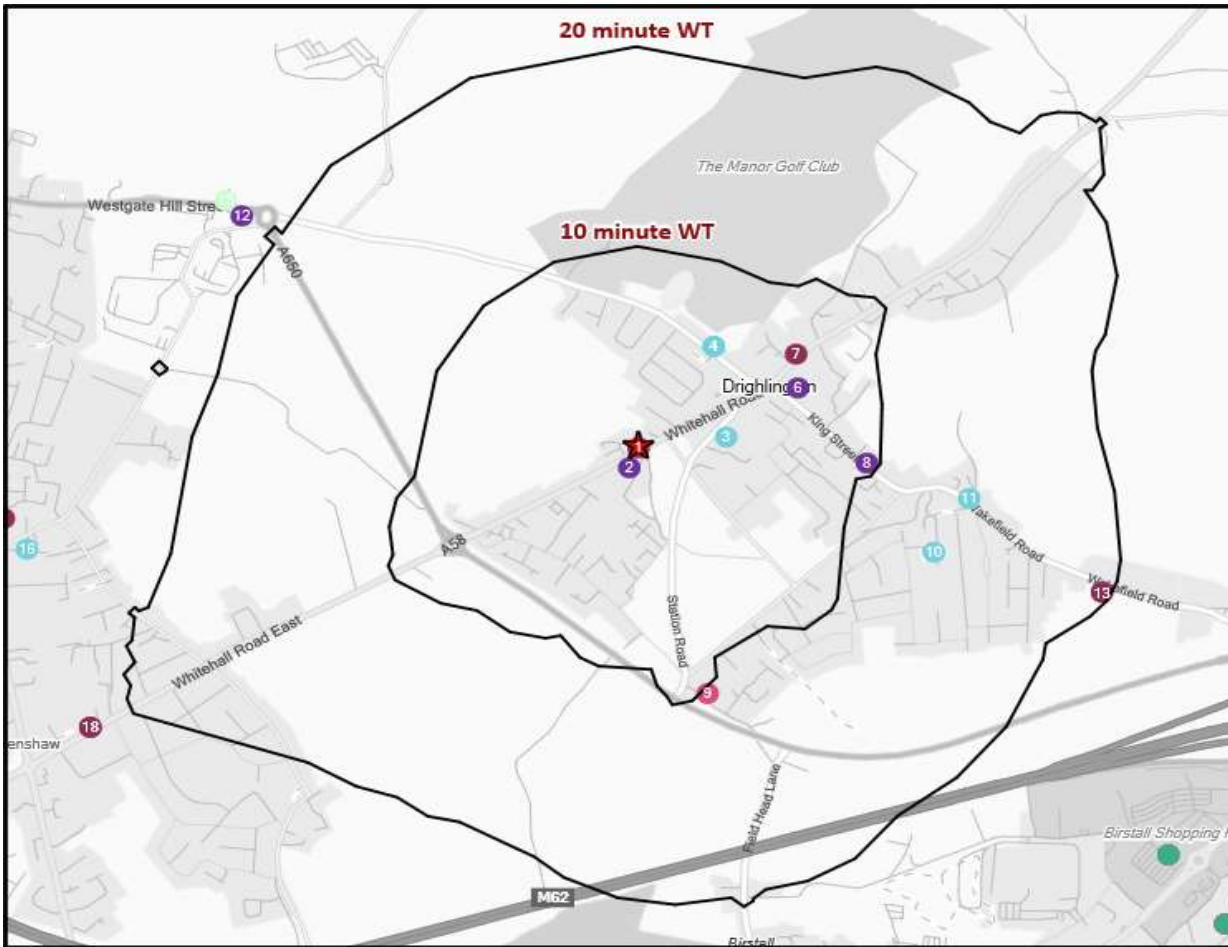


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Time of Day/Day of Week



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



- Pub Sites
- 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	Malt Shovel Inn	BD11 1BB	Star Pubs & Bars	Premium Local	0.0
2	Prashad	BD11 1AT	Independent Free	Restaurants	0.0
3	Drighlington Cricket Club	BD11 1JU	Independent Free	Clubland	0.2
4	Drighlington Tempest Constitutional Club	BD11 1AB	Independent Free	Clubland	0.2
4	Manor Golf Club	BD11 1AB	Independent Free	Clubland	0.2
6	Kings Cantonese Restaurant	BD11 1LW	Independent Free	Restaurants	0.3
7	Spotted Cow	BD11 1LJ	Stonegate Pub Company	Premium Local	0.3
8	Romanos	BD11 1EJ	*Other Small Retail Groups	Restaurants	0.4
9	Railway	BD11 1JJ	Star Pubs & Bars	Family Pub Dining	0.5
10	Adwalton Cricket Club	BD11 1HG	Independent Free	Clubland	0.5
11	Drighlington Amateur Rugby Club	BD11 1DH	Independent Free	Clubland	0.6
12	Nabwaab	BD 4 0SB	Independent Free	Restaurants	0.8
13	Old Brickworks	BD11 1EA	Whitbread	Family Pub Dining	0.8
13	New Inn	BD11 1EA	Independent Free	Premium Local	0.8
15	Six Acres	BD 4 0SF	Independent Free	Community Pub	0.9
16	Birkenshaw Liberal Club	BD11 2HT	Independent Free	Clubland	1.1
17	Greyhound	BD 4 0RR	Greene King	Family Pub Dining	1.1
18	Halfway House Inn	BD11 2EQ	Star Pubs & Bars	Premium Local	1.1
18	Golden Fleece	BD11 2EQ	*Other Small Retail Groups	Premium Local	1.1
20	Holiday Inn	BD 4 0RP	InterContinental Hotels Group	Hotel	1.1