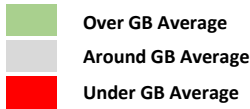


# Catchment Summary - Cross Keys Old Snyderdale

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\*WT= Walktime, \*\*DT= Drivetime

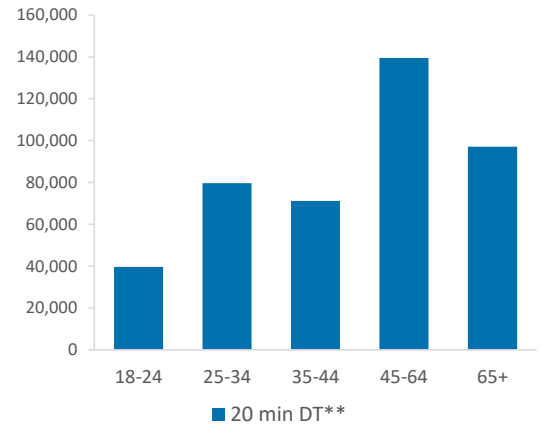
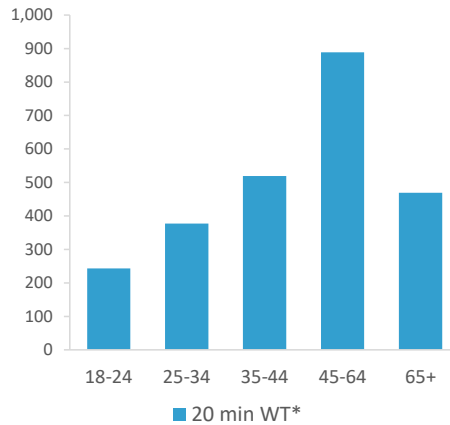
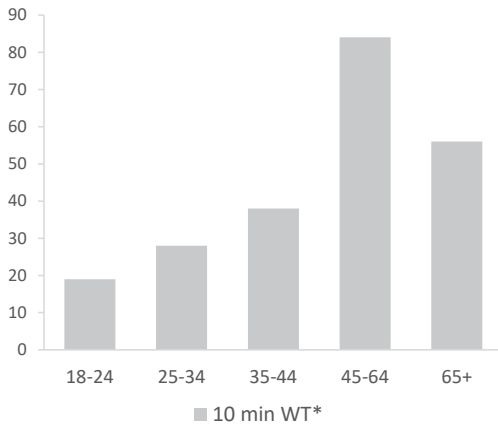
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	282	3,367	547,551	5	23	144
Adults 18+	225	2,497	426,948	5	14	143
Competition Pubs	1	1	581	7	3	160
Adults 18+ per Competition Pub	225	2,497	735	27	302	89
% Adults Likely to Drink	80.9%	84.1%	81.9%	98	102	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	45.8%	10.5%	31.1%	178	41	121
	Medium	54.2%	26.9%	44.3%	138	68	113
	High	0.0%	57.0%	23.5%	0	170	70

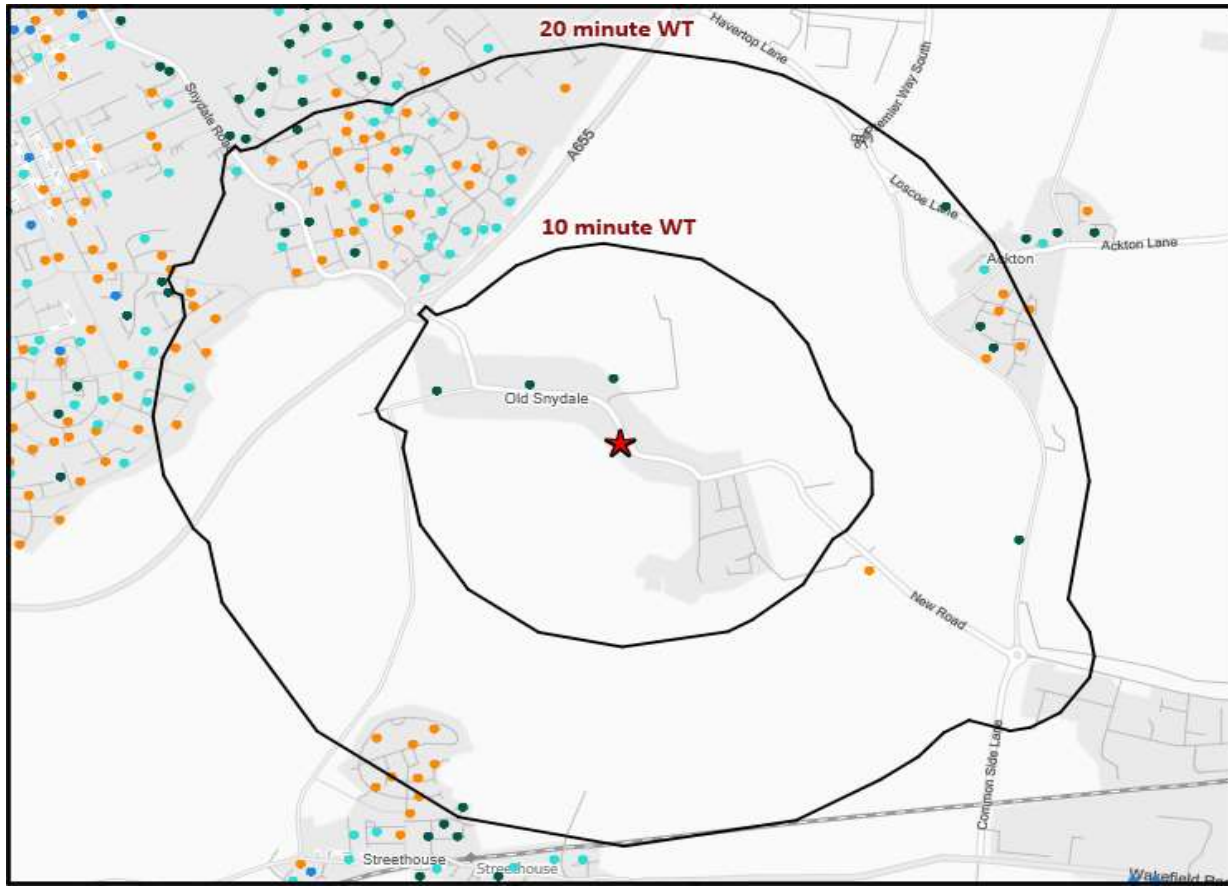
\*Affluence does not include Not Private Households

Age Profile	18-24	19	243	39,638	83	89	89
	25-34	28	377	79,695	75	84	110
	35-44	38	519	71,124	105	120	101
	45-64	84	889	139,455	117	103	100
	65+	56	469	97,036	104	73	93



	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	138 (49%)	1,680 (50%)	270,169 (49%)	99	101	100
	Female	144 (51%)	1,687 (50%)	277,382 (51%)	101	99	100
Economic Status (16-74)	Employed: Full-time	64 (32%)	1,147 (48%)	173,575 (44%)	76	115	106
	Employed: Part-time	22 (11%)	347 (14%)	54,574 (14%)	83	111	107
	Self employed	25 (12%)	196 (8%)	27,970 (7%)	129	86	74
	Unemployed	6 (3%)	58 (2%)	10,668 (3%)	125	102	114
	Retired	50 (25%)	269 (11%)	57,957 (15%)	179	81	107
	Other	36 (18%)	379 (16%)	68,821 (17%)	90	80	89
Total Worker Count		48	455	288,350			

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

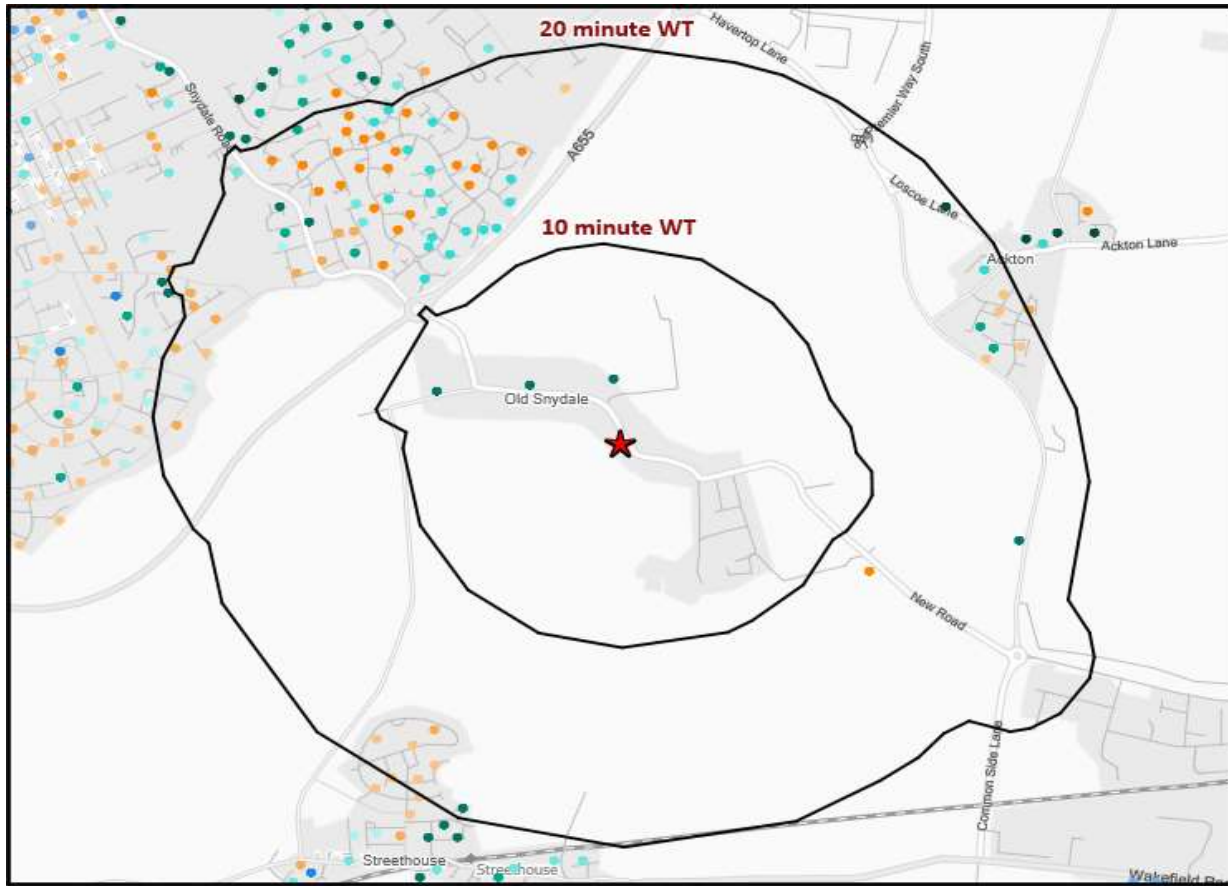
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	14,338	0	0	38
Young Adult - Showing I'm Cool	0	0	42,155	0	0	107
Midlife - Young Kids	39	1,417	156,875	55	181	117
Midlife - Carefree	0	675	103,501	0	128	115
Mature	186	265	105,349	295	38	88
<b>Not Private Households</b>	0	140	4,730	0	390	77
<b>Total</b>	225	2,497	426,948			

# Polaris Summary - Cross Keys Old Snyderale



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

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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	5,553	0	0	31
Medium	0	0	65	0	0	1
High	0	0	8,720	0	0	61
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	24,909	0	0	158
High	0	0	17,246	0	0	90
<b>Midlife - Young Kids</b>						
Low	39	150	62,912	156	54	133
Medium	0	433	65,721	0	116	103
High	0	834	28,242	0	620	123
<b>Midlife - Carefree</b>						
Low	0	15	31,873	0	18	220
Medium	0	70	44,274	0	42	154
High	0	590	27,354	0	216	59
<b>Mature</b>						
Low	64	97	32,321	479	65	128
Medium	122	168	54,118	428	53	100
High	0	0	18,910	0	0	47
<b>Not Private Households</b>	0	140	4,730	0	390	77

# Polaris Summary - Cross Keys Old Snyderale

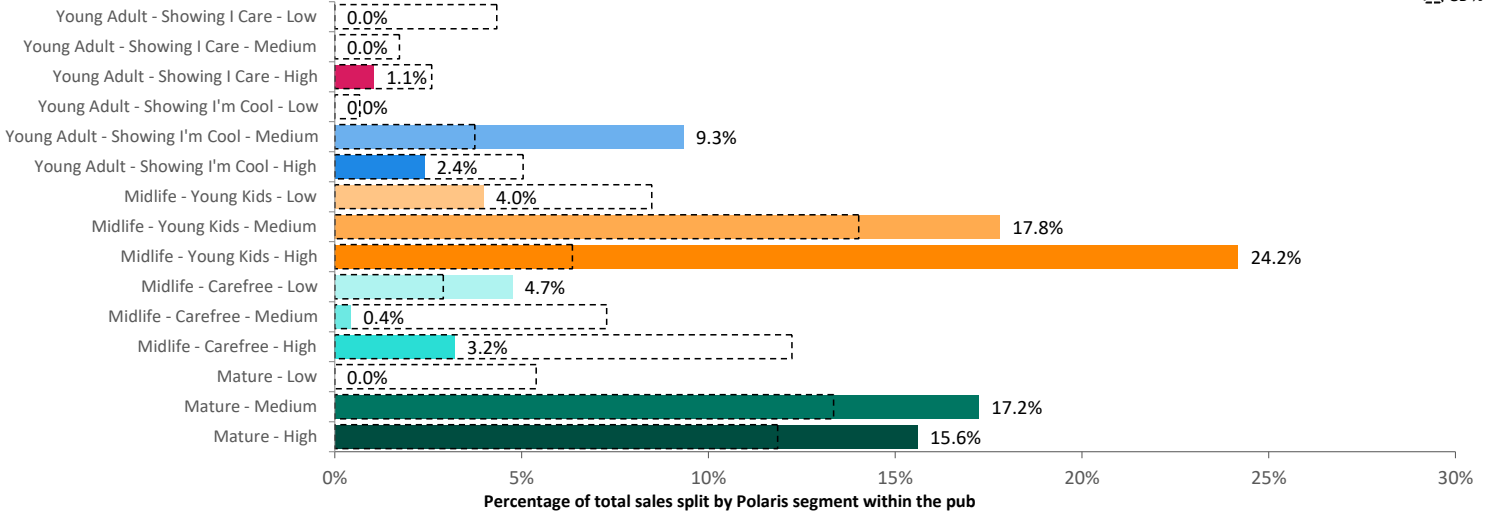


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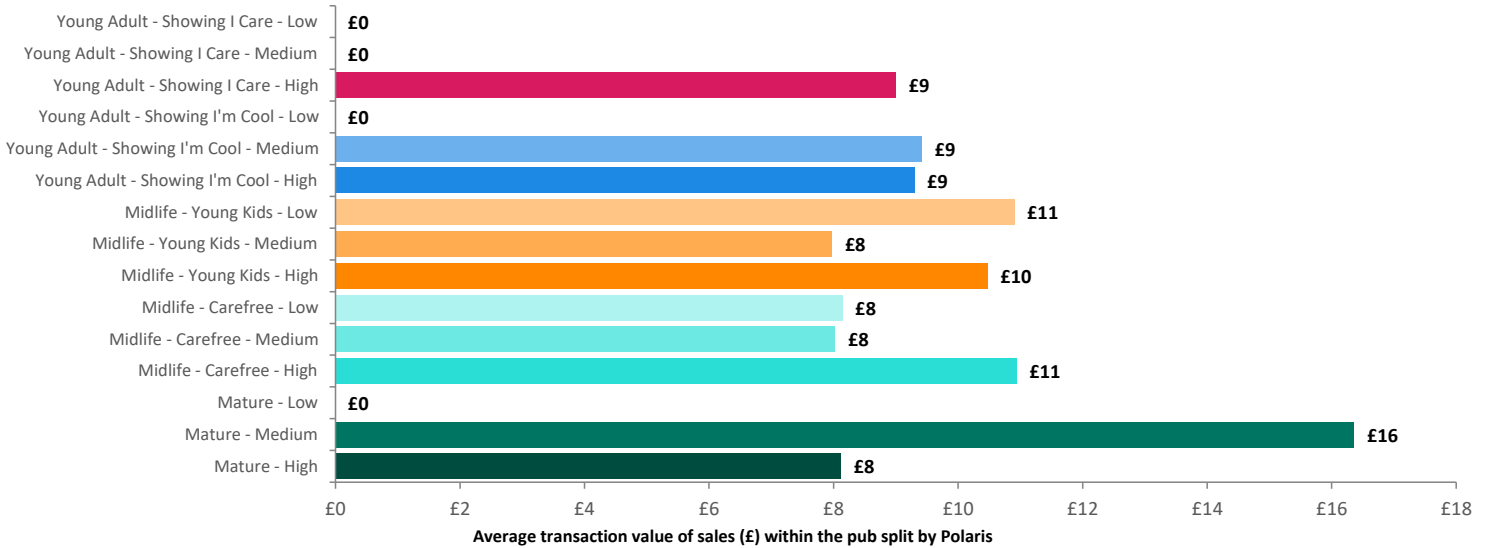


Spend by Polaris

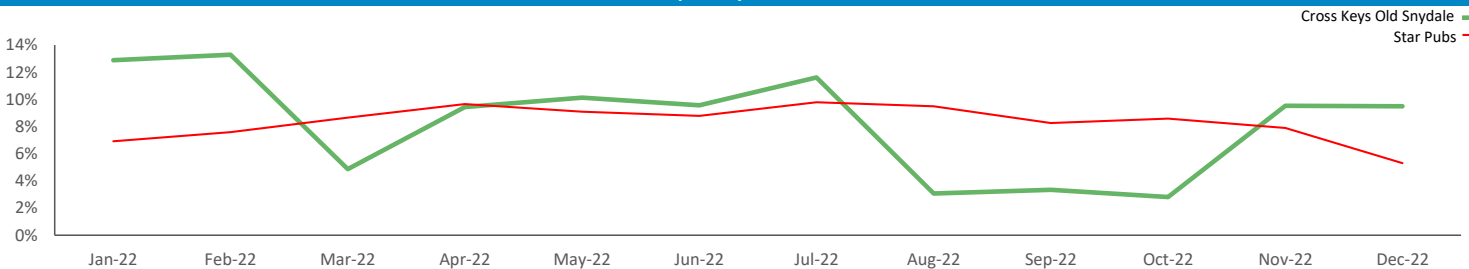
GB %



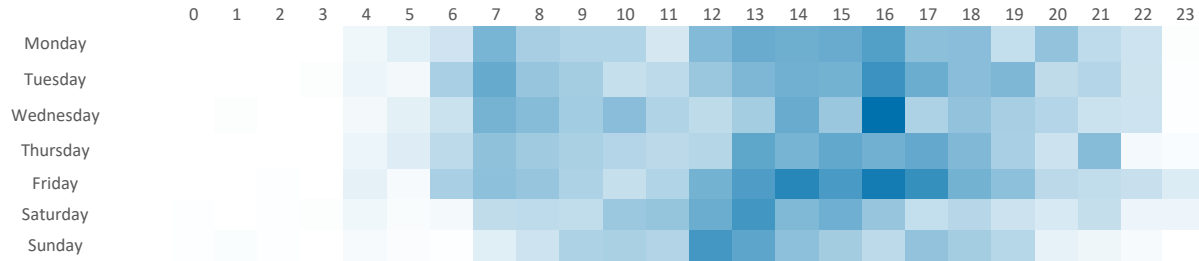
Average Transaction Values (£) by Polaris



Spend by Month

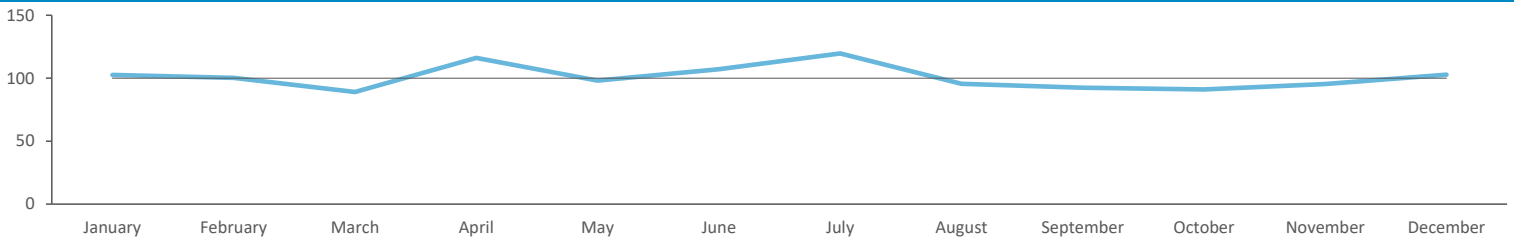


## Time of Day/Day of Week



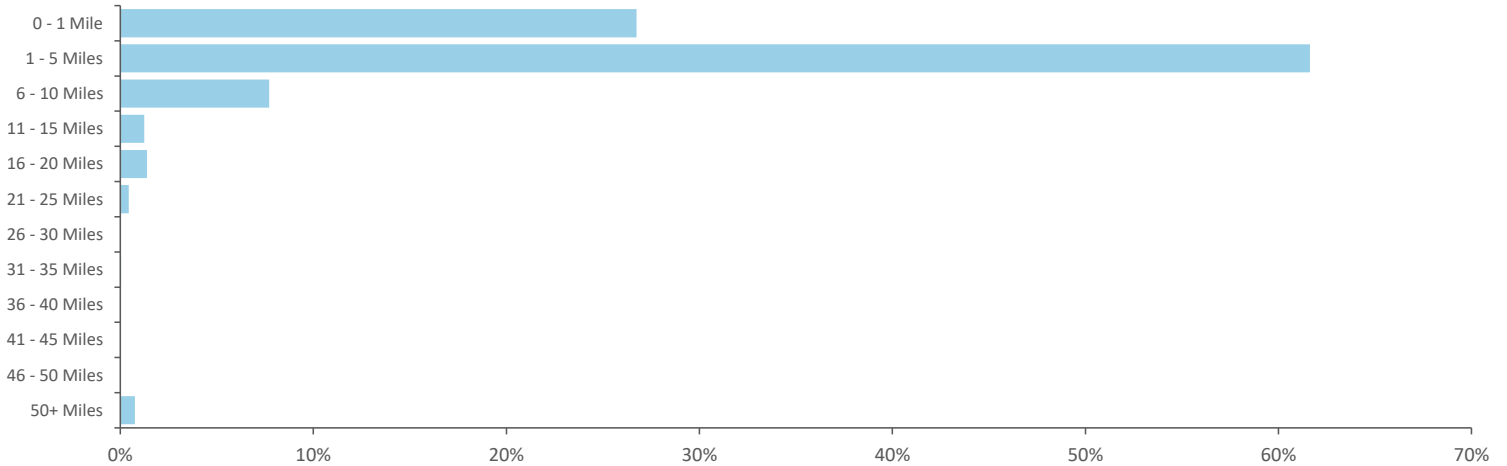
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



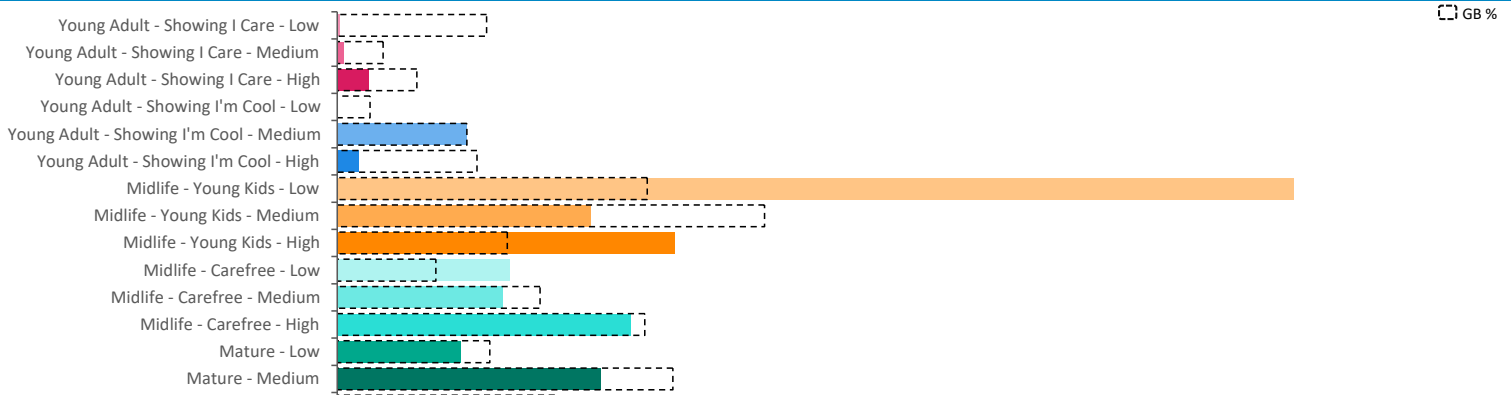
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## 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

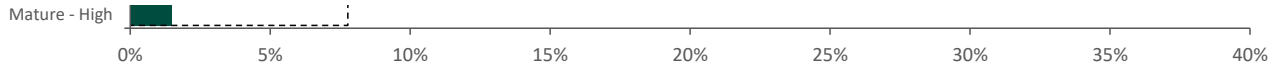


# Mobile Data Summary - Cross Keys Old Snydale



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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	Cross Keys	WF 7 6HB	Star Pubs & Bars	Community Pub	0.0
2	Streethouse Cricket Club	WF 7 6BY	Independent Free	Clubland	0.8
3	New Carlton Social Club	WF 6 2EH	Independent Free	Clubland	1.2
4	Hopetown Wmc	WF 6 2ET	Independent Free	Clubland	1.2
5	Featherstone Lions	WF 7 5HL	Independent Free	Clubland	1.2
6	Normanton Rugby Club	WF 6 1DT	Independent Free	Clubland	1.2
6	St Johns Working Mens Club	WF 6 1DT	Independent Free	Clubland	1.2