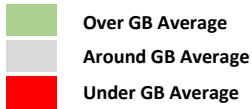


Catchment Summary - Wheatsheaf Garstang

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*WT= Walktime, **DT= Drivetime

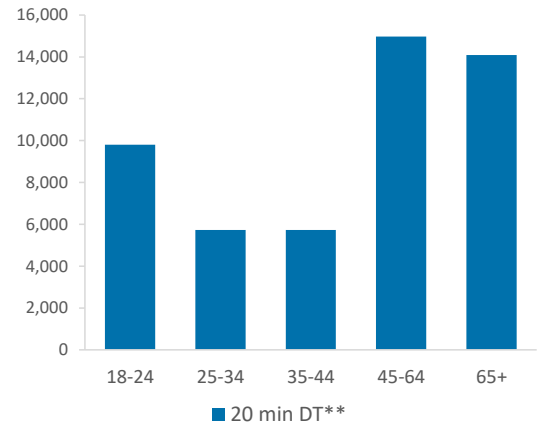
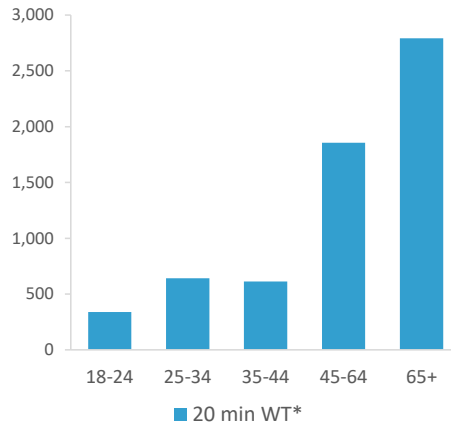
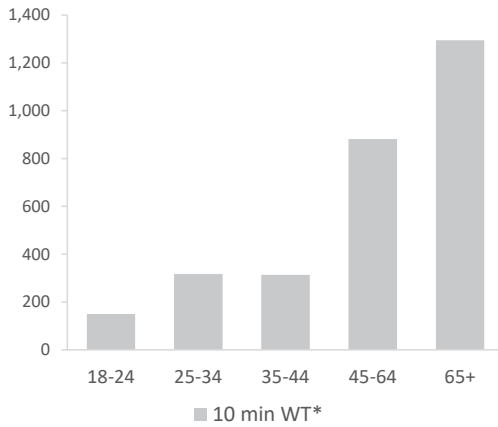
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,452	7,254	60,750	65	50	16
Adults 18+	2,957	6,241	50,318	68	35	17
Competition Pubs	14	15	73	93	47	20
Adults 18+ per Competition Pub	211	416	689	26	50	83
% Adults Likely to Drink	83.3%	83.8%	83.7%	101	102	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	36.1%	32.8%	21.7%	140	128	84
	Medium	46.2%	39.9%	37.0%	117	101	94
	High	14.8%	25.9%	40.2%	44	77	120

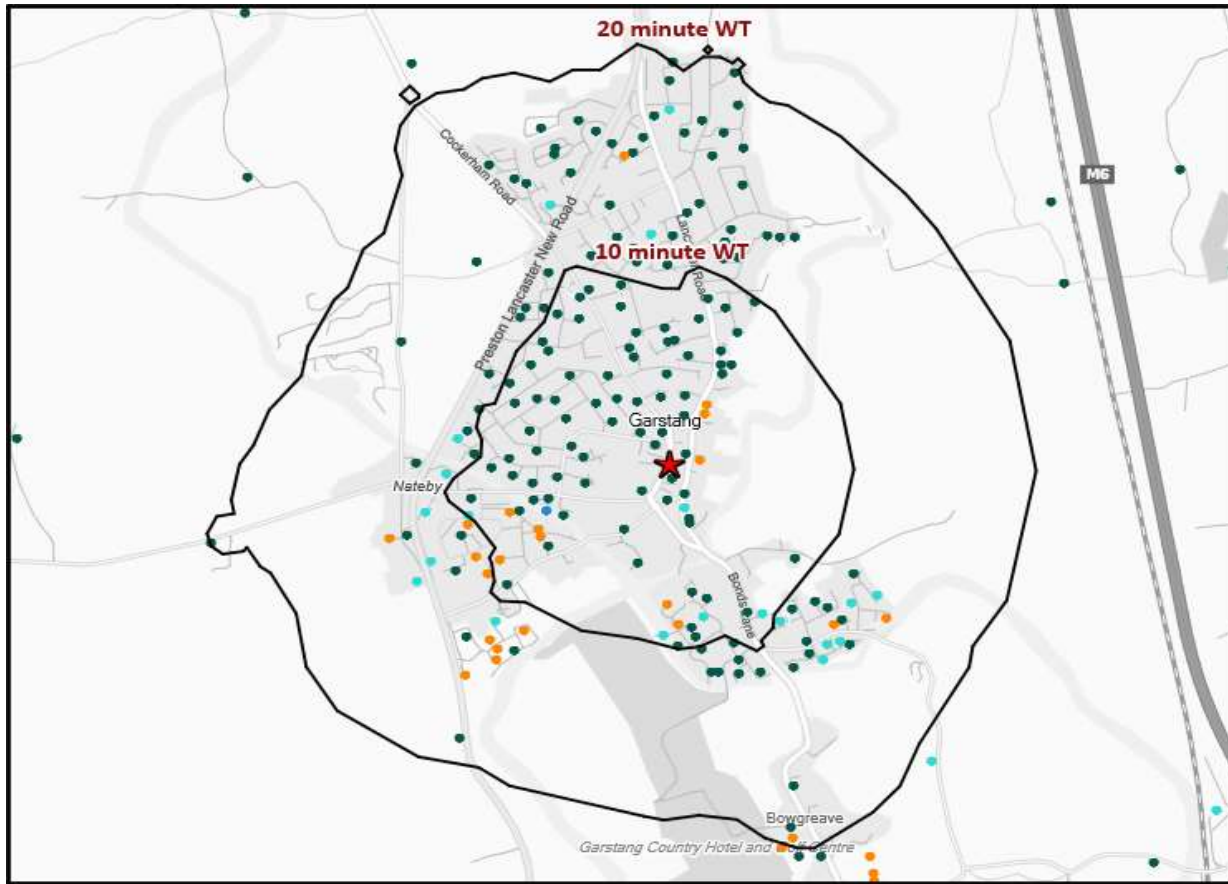
*Affluence does not include Not Private Households

Age Profile	18-24	150	339	9,804	54	58	199
	25-34	317	642	5,730	69	67	71
	35-44	314	613	5,724	71	66	73
	45-64	881	1,856	14,972	100	100	96
	65+	1,295	2,791	14,088	196	201	121



	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	1,685 (49%)	3,490 (48%)	29,866 (49%)	99	97	99
	Female	1,767 (51%)	3,764 (52%)	30,884 (51%)	101	103	101
Economic Status (16-74)							
	Employed: Full-time	887 (38%)	1,774 (37%)	15,698 (35%)	92	88	85
	Employed: Part-time	353 (15%)	674 (14%)	5,261 (12%)	117	107	91
	Self employed	207 (9%)	442 (9%)	4,600 (10%)	93	95	108
	Unemployed	25 (1%)	47 (1%)	368 (1%)	45	41	35
	Retired	567 (24%)	1,323 (27%)	6,987 (16%)	177	198	114
	Other	283 (12%)	588 (12%)	11,735 (26%)	62	62	133
Total Worker Count		1,525	2,389	31,338			

See the Glossary page for further information on the above variables



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	7,715	0	0	172
Young Adult - Showing I'm Cool	11	11	793	4	2	17
Midlife - Young Kids	352	621	5,346	38	32	34
Midlife - Carefree	241	703	7,663	39	54	72
Mature	2,268	4,821	28,224	274	276	200
Not Private Households	85	85	577	200	95	80
Total	2,957	6,241	50,318			

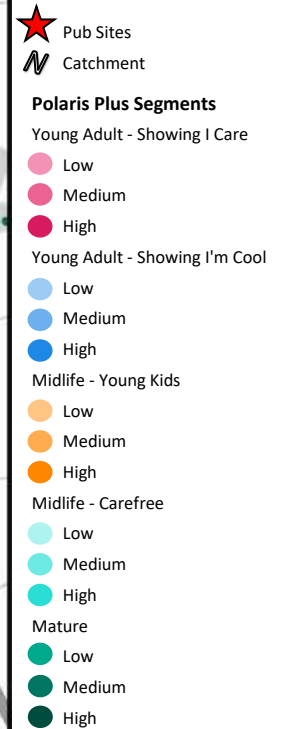
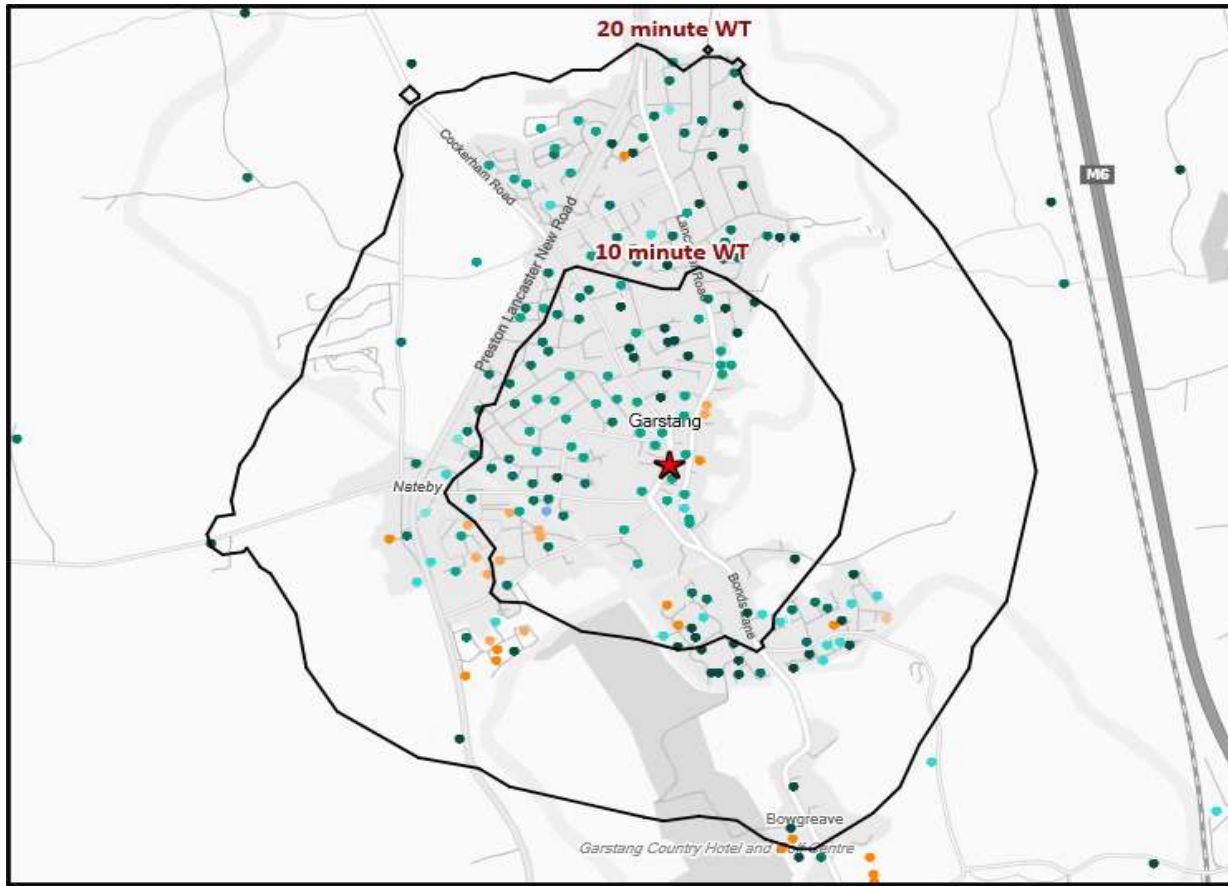
Polaris Summary - Wheatsheaf Garstang



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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	0	0	6,295	0	0	298
Medium	0	0	0	0	0	0
High	0	0	1,420	0	0	84
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	11	11	315	10	5	17
High	0	0	478	0	0	21
Midlife - Young Kids						
Low	0	48	511	0	7	9
Medium	250	374	2,605	57	40	35
High	102	199	2,230	64	59	82
Midlife - Carefree						
Low	103	103	370	102	49	22
Medium	64	135	1,837	32	32	54
High	74	465	5,456	23	68	99
Mature						
Low	963	1,898	3,722	549	512	125
Medium	1,042	1,973	13,873	278	250	218
High	263	950	10,629	95	162	225
Not Private Households	85	85	577	200	95	80

Polaris Summary - Wheatsheaf Garstang

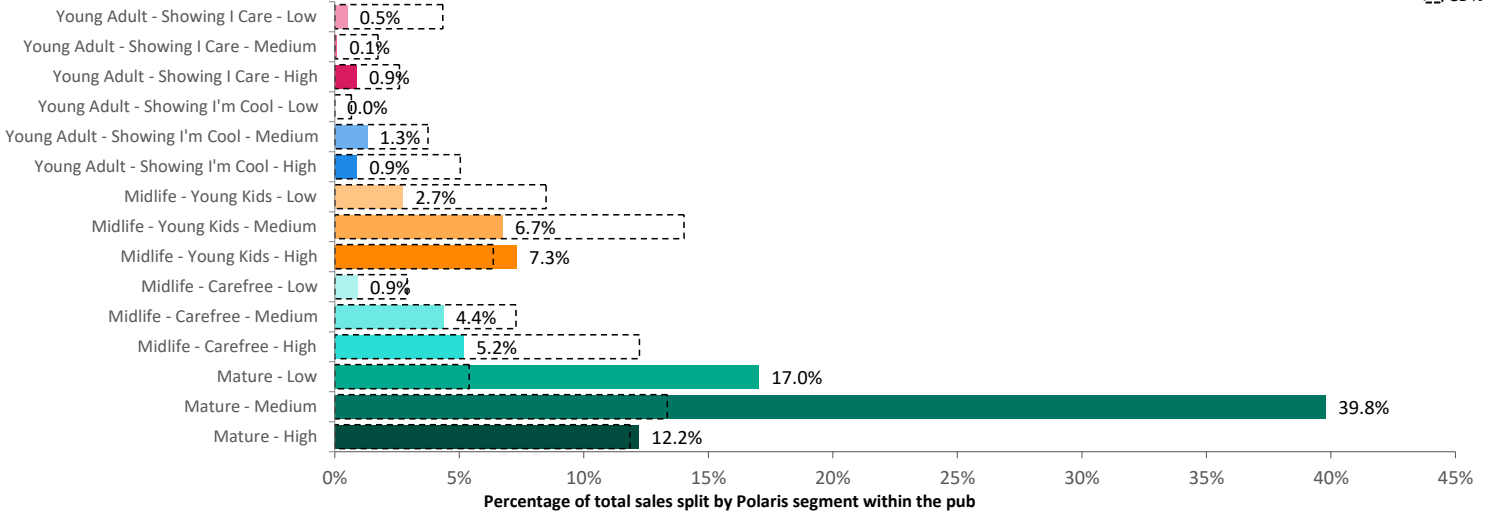


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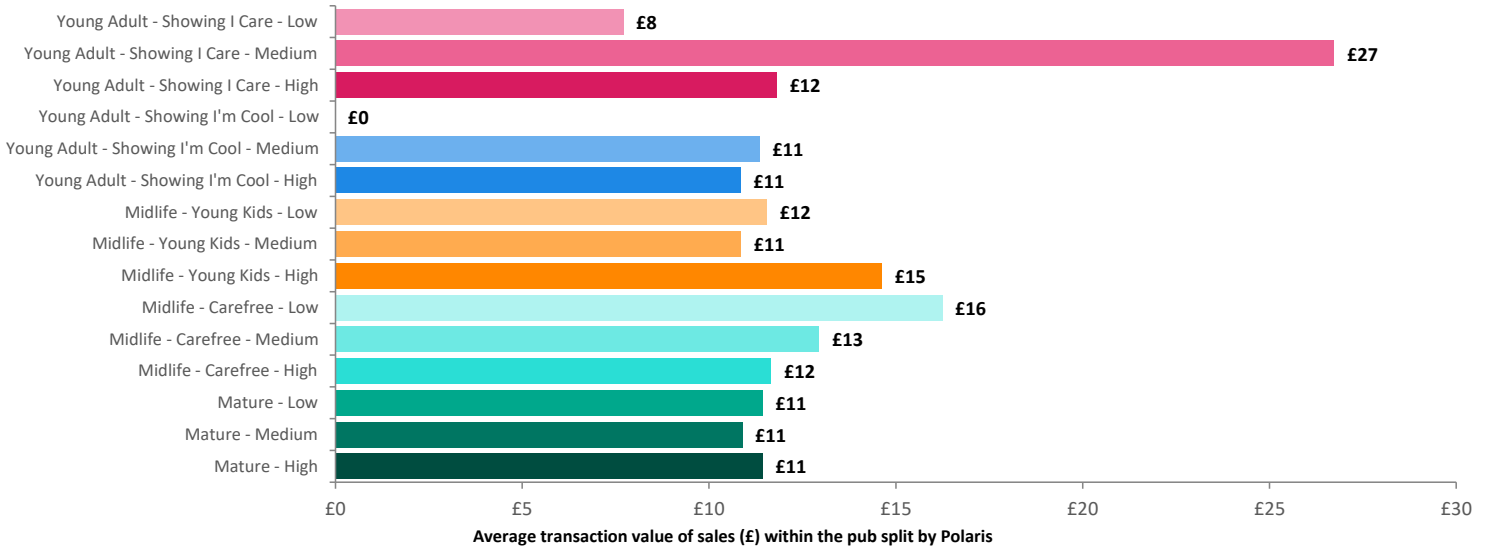


Spend by Polaris

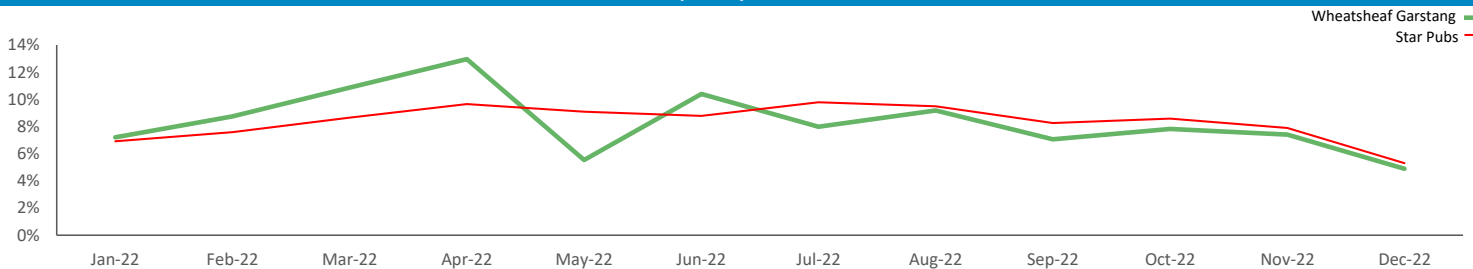
GB %



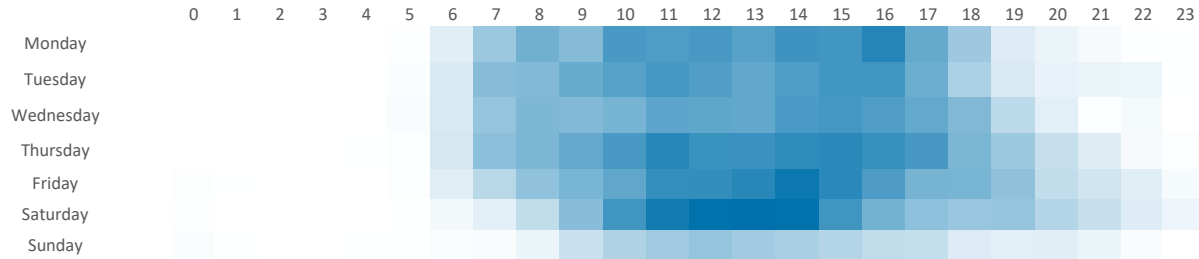
Average Transaction Values (£) by Polaris



Spend by Month

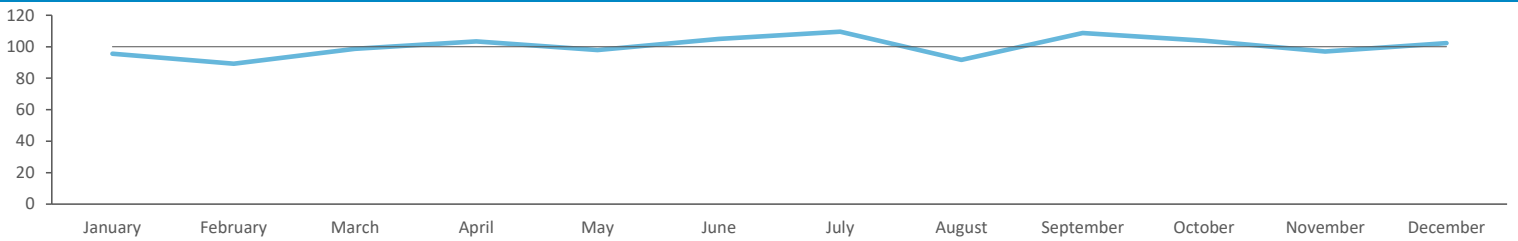


Time of Day/Day of Week



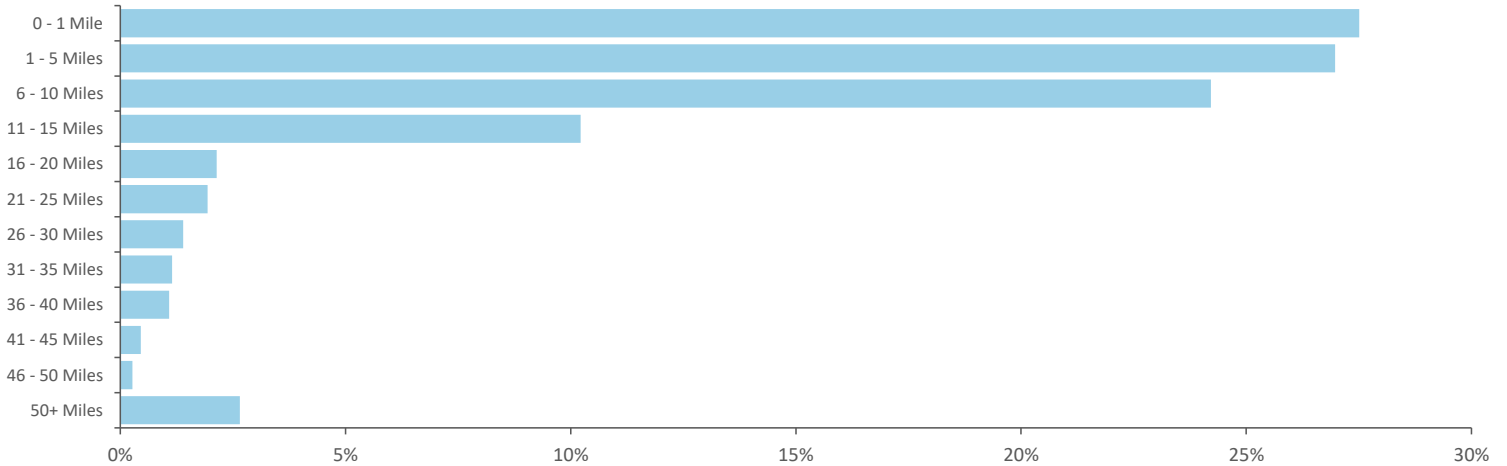
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



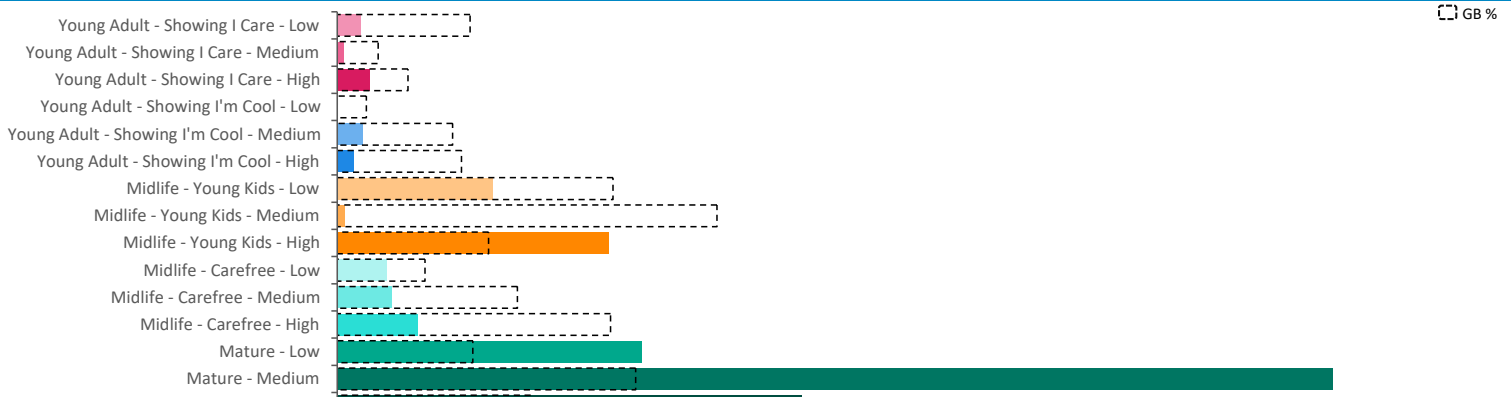
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

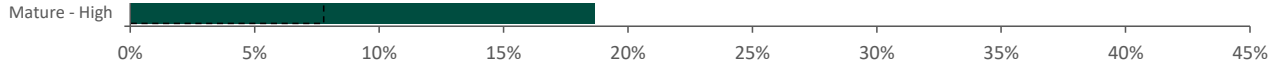


Mobile Data Summary - Wheatsheaf Garstang

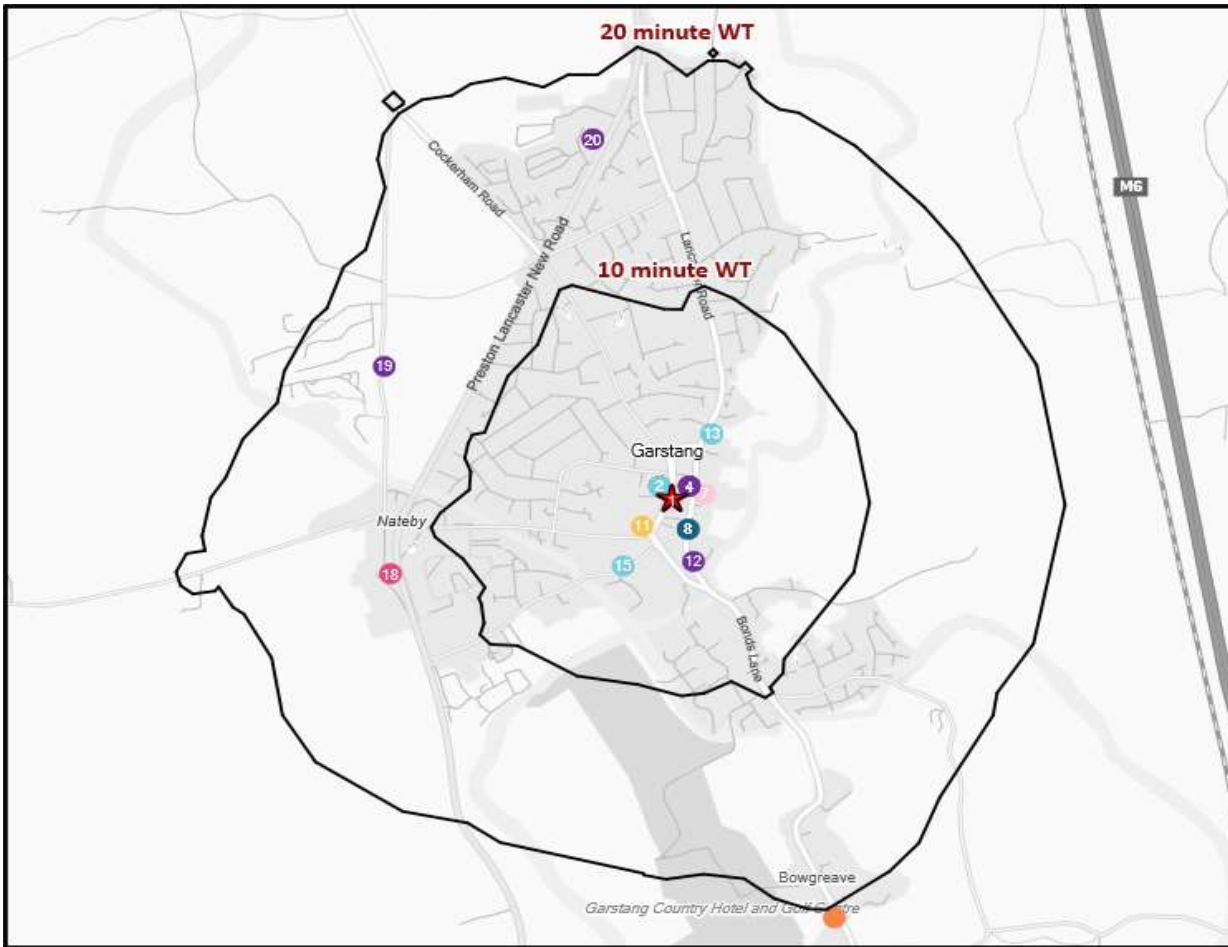


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Time of Day/Day of Week



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	Wheatsheaf Hotel	PR 3 1EL	Star Pubs & Bars	GPGF	0.0
2	Wyre Bank	PR 3 1NS	Independent Free	Large Venue	0.0
2	Garstang Masonic Hall	PR 3 1NS	Independent Free	Clubland	0.0
4	Eagle & Child	PR 3 1EA	Star Pubs & Bars	Premium Local	0.0
4	Kings Arms Hotel	PR 3 1EA	Stonegate Pub Company	Premium Local	0.0
4	Piper	PR 3 1EA	Independent Free	Restaurants	0.0
7	Crown Hotel	PR 3 1FA	Daniel Thwaites plc	GPGF	0.1
8	Royal Oak Hotel	PR 3 1ZA	Robinsons	Premium Local	0.1
8	Royal British Legion Club	PR 3 1ZA	Independent Free	Clubland	0.1
8	Cobblers Cafe Bar	PR 3 1ZA	Independent Free	ABOS	0.1
11	V12 Bistro	PR 3 1HF	Independent Free	High Street Pub	0.1
12	Kenma Chinese Rest	PR 3 1YB	Independent Free	Restaurants	0.1
13	Garstang Rugby Club	PR 3 1EB	Independent Free	Clubland	0.2
13	Garstang Football Club	PR 3 1EB	Independent Free	Clubland	0.2
15	Bell & Bottle	PR 3 1PA	*Other Small Retail Groups	Community Pub	0.2
15	Owd Tithe Barn	PR 3 1PA	Punch Pub Company	GPGF	0.2
15	Wyrebank	PR 3 1PA	Independent Free	Clubland	0.2
18	Bellflower	PR 3 0JA	Marston's	Family Pub Dining	0.6
19	Bridge 64 Cafe Bar	PR 3 0JJ	Independent Free	Restaurants	0.6
20	Crofters Hotel	PR 3 1PH	Independent Free	Hotel	0.8