

Catchment Summary - Victoria Gardens Sunderland

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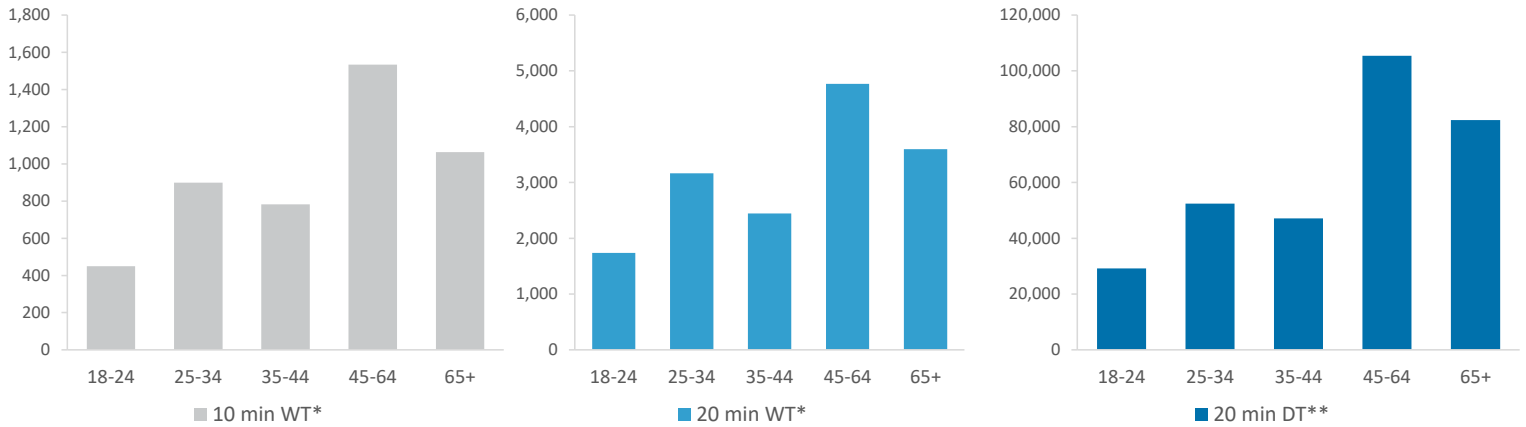
- Over GB Average
- Around GB Average
- Under GB Average

*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		5,915	19,307	396,062	112	133	104
Adults 18+		4,728	15,707	316,461	109	88	106
Competition Pubs		2	25	383	13	78	106
Adults 18+ per Competition Pub		2,364	628	826	286	76	100
% Adults Likely to Drink		81.3%	81.1%	80.9%	99	98	98
Affluence	Low	25.0%	31.0%	47.4%	97	121	185
	Medium	55.5%	41.4%	35.5%	141	105	90
	High	15.8%	24.8%	16.0%	47	74	48
Age Profile	18-24	450	1,738	29,183	94	111	91
	25-34	899	3,164	52,439	114	123	100
	35-44	782	2,443	47,096	103	98	92
	45-64	1,534	4,767	105,390	101	97	104
	65+	1,063	3,595	82,353	94	97	109

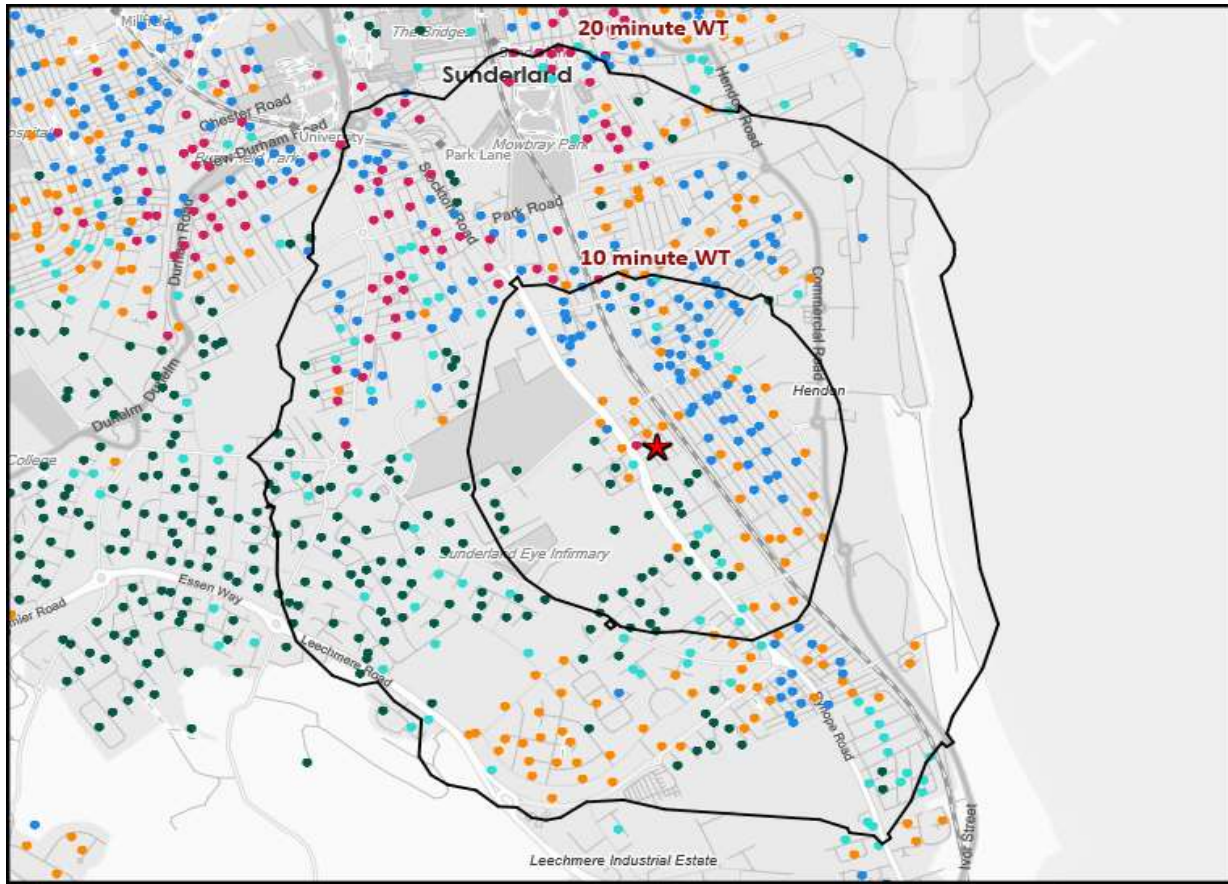
Population & Adults 18+ index is based on all pubs

*Affluence does not include Not Private Households



		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	3,004 (51%)	9,909 (51%)	192,469 (49%)	103	104	98
	Female	2,911 (49%)	9,398 (49%)	203,593 (51%)	97	96	102
Economic Status (16-74)	Employed: Full-time	1,535 (35%)	5,170 (36%)	110,039 (38%)	84	86	92
	Employed: Part-time	584 (13%)	1,835 (13%)	39,108 (14%)	102	98	105
	Self employed	259 (6%)	954 (7%)	14,774 (5%)	61	69	54
	Unemployed	204 (5%)	620 (4%)	10,342 (4%)	195	181	152
	Retired	603 (14%)	1,953 (14%)	47,318 (16%)	99	98	119
	Other	1,233 (28%)	3,886 (27%)	65,912 (23%)	142	137	116
Total Worker Count		2,781	9,633	190,345			

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	111	1,759	7,918	26	125	28
Young Adult - Showing I'm Cool	1,836	4,567	24,610	422	316	85
Midlife - Young Kids	1,445	3,693	152,785	97	75	154
Midlife - Carefree	432	1,822	61,116	43	55	92
Mature	729	3,425	66,361	55	78	75
Not Private Households	175	441	3,671	257	195	81
Total	4,728	15,707	316,461			

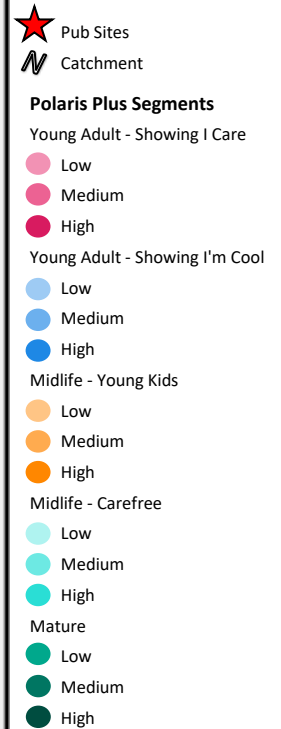
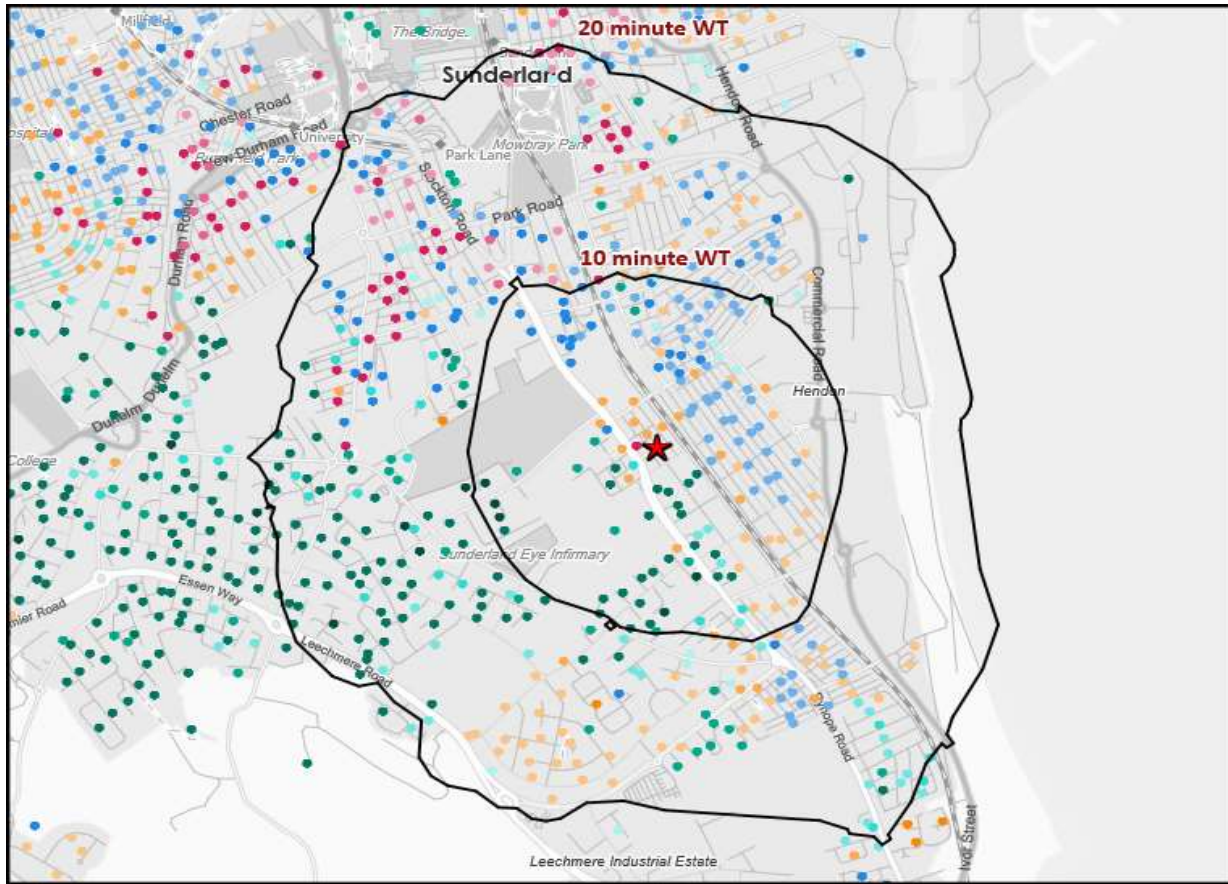
Polaris Summary - Victoria Gardens Sunderland



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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	6	738	3,028	3	112	23
Medium	0	79	612	0	37	14
High	105	942	4,278	66	178	40
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	1,445	2,686	16,832	826	462	144
High	391	1,881	7,778	185	268	55
Midlife - Young Kids						
Low	919	2,715	100,574	175	156	286
Medium	526	856	39,144	75	37	83
High	0	122	13,067	0	14	77
Midlife - Carefree						
Low	150	539	22,561	93	101	210
Medium	109	641	22,254	34	61	105
High	173	642	16,301	34	37	47
Mature						
Low	105	874	23,734	37	94	126
Medium	545	2,236	33,553	91	112	84
High	79	315	9,074	18	21	31
Not Private Households	175	441	3,671	257	195	81

Polaris Summary - Victoria Gardens Sunderland



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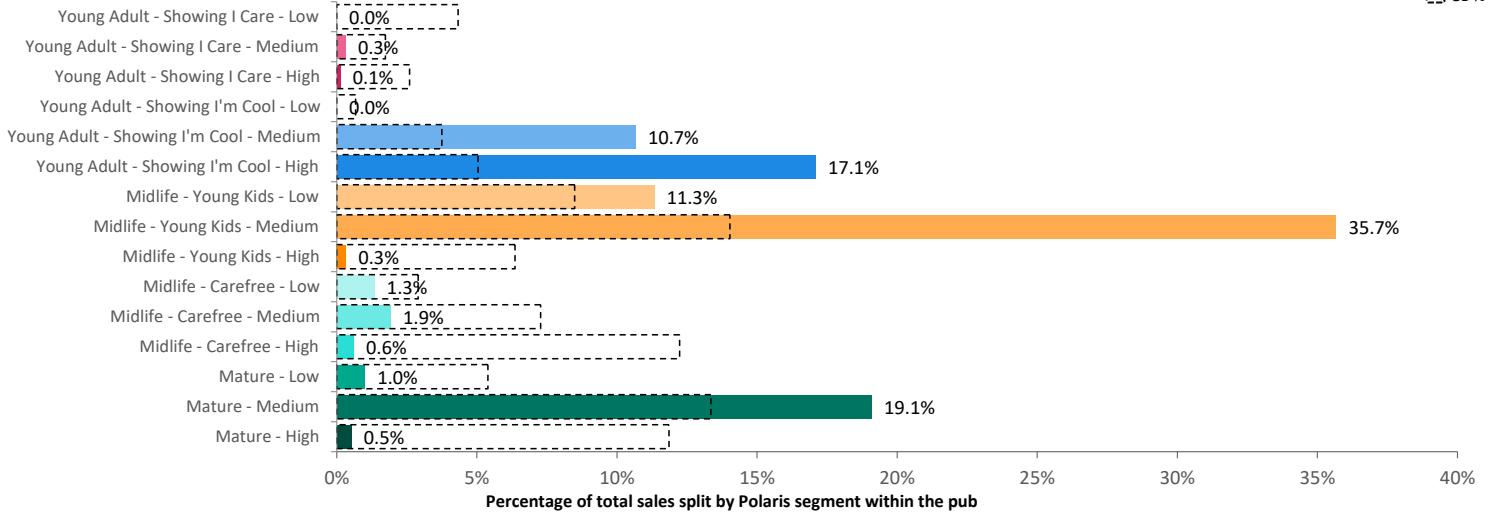


★ Pub Sites

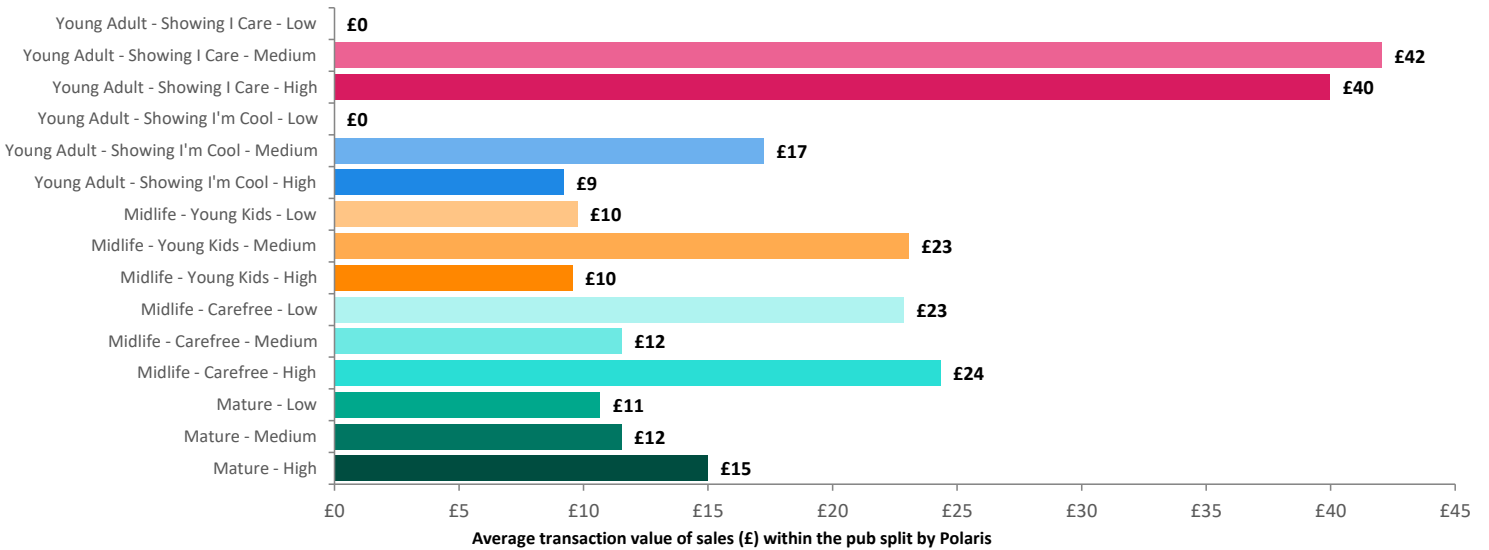
Total	4,728	15,707	316,461
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Spend by Polaris

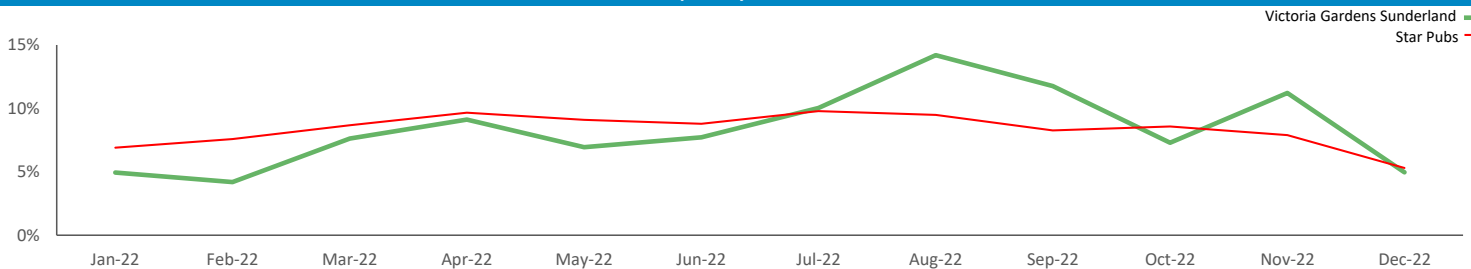
GB %



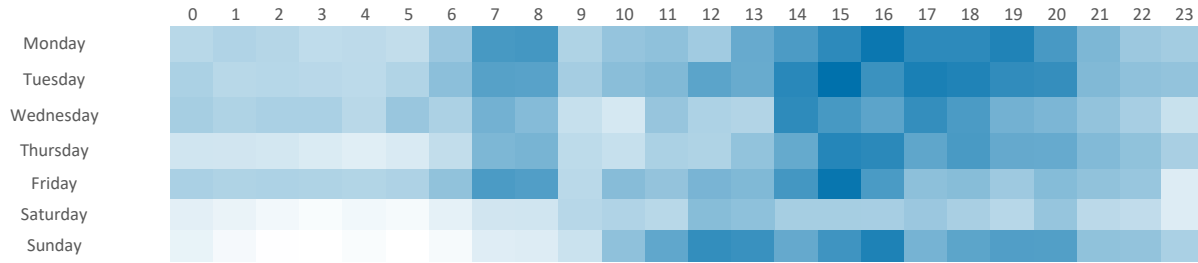
Average Transaction Values (£) by Polaris



Spend by Month

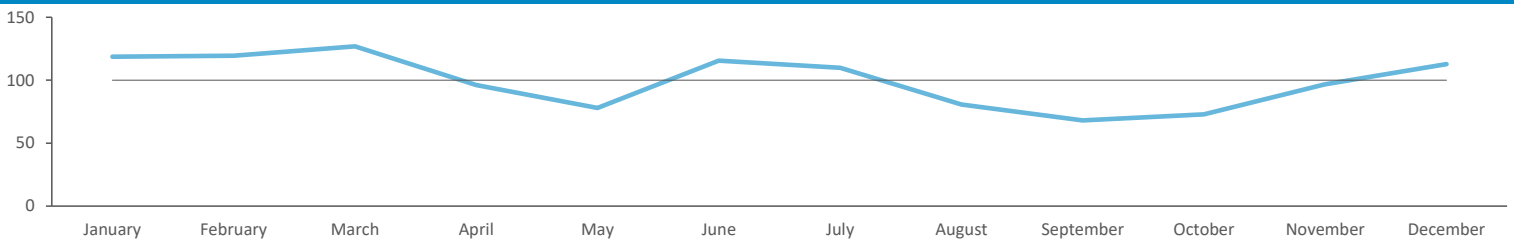


Time of Day/Day of Week



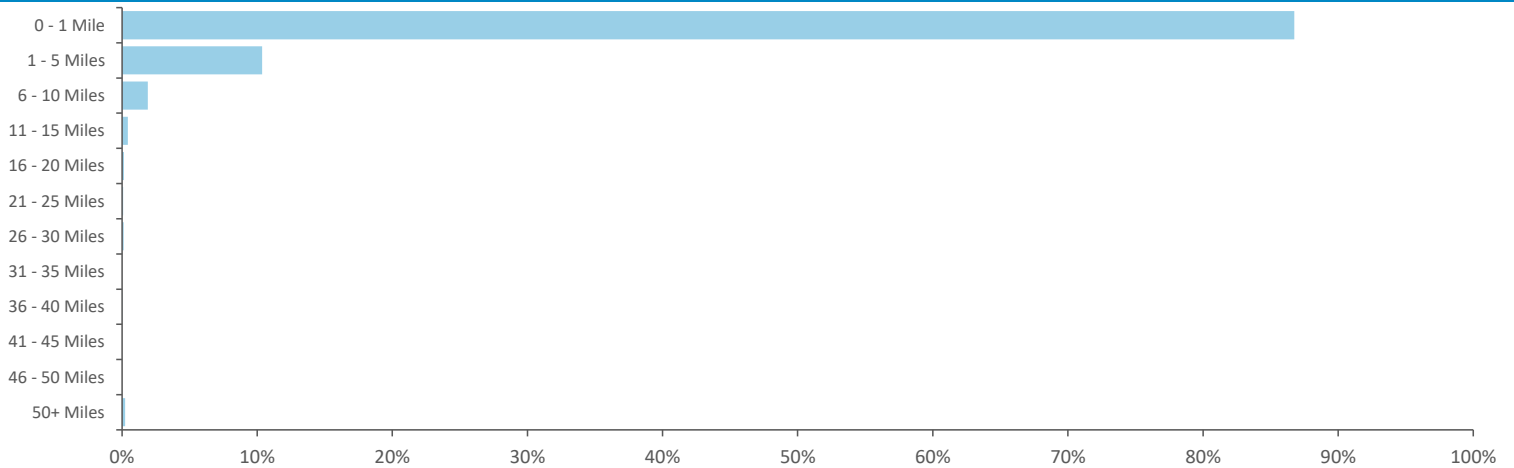
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



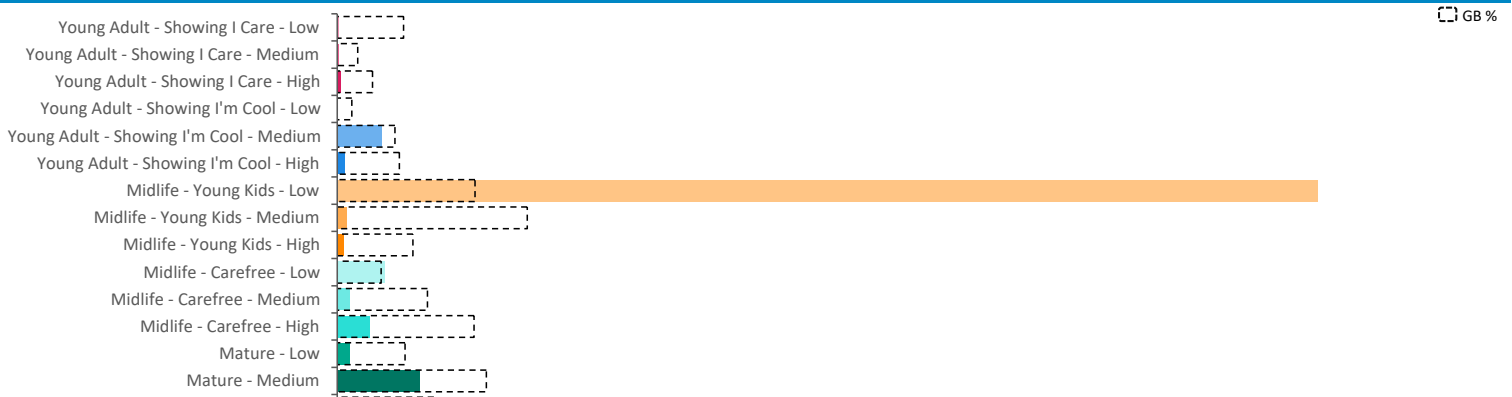
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

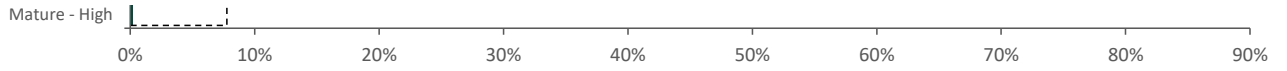


Mobile Data Summary - Victoria Gardens Sunderland

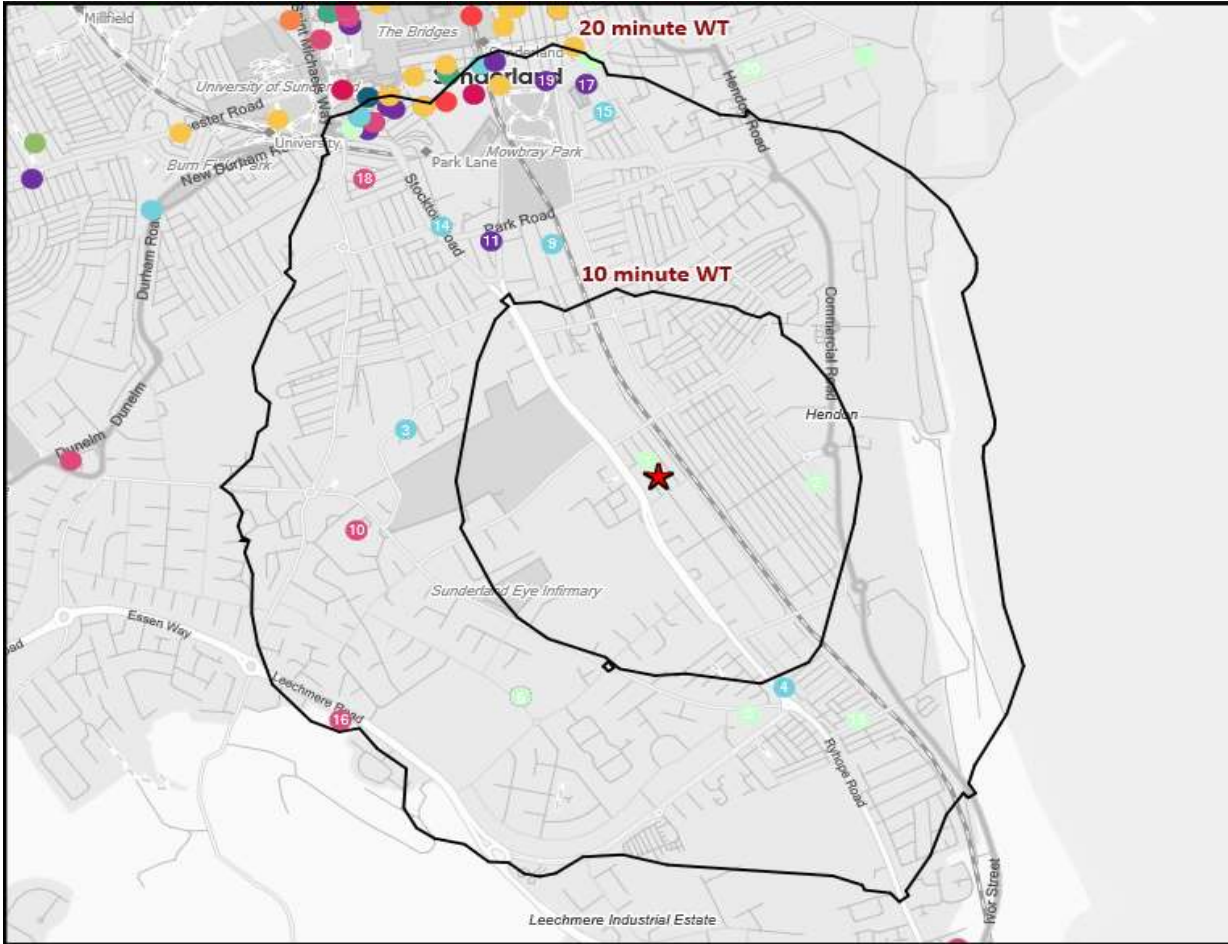


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Time of Day/Day of Week



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	Victoria Gardens	SR 2 8RT	Star Pubs & Bars	Community Pub	0.0
2	Blue House	SR 2 8PF	Independent Free	Community Pub	0.3
3	Ashbrooke Sports Club	SR 2 7HH	Independent Free	Clubland	0.5
4	Grangetown Working Mens Club	SR 2 9QF	Independent Free	Clubland	0.5
5	Alexandra	SR 2 9PF	Independent Free	Community Pub	0.5
6	Mamma Italia	SR 2 9JT	Independent Free	Restaurants	0.5
6	Grill N Chill	SR 2 9JT	Independent Free	Restaurants	0.5
6	Ashbrooke	SR 2 9JT	Star Pubs & Bars	Community Pub	0.5
9	Wearside Bridge Club	SR 2 8HT	Independent Free	Clubland	0.5
10	Rosedene	SR 2 9BT	Greene King	Family Pub Dining	0.6
11	Wearside Masonic Temple	SR 2 7DX	Independent Free	Clubland	0.6
11	Mumbai Silk	SR 2 7DX	Independent Free	Restaurants	0.6
13	Hendon Grange Hotel	SR 2 9QU	Independent Free	Community Pub	0.6
14	Royal British Legion Club	SR 2 7BN	Independent Free	Clubland	0.7
15	Hells Angel Motor Cycle Club	SR 1 2QY	Independent Free	Clubland	0.8
16	Hollymere	SR 2 9DL	Mitchells & Butlers	Family Pub Dining	0.8
17	Chilli Mangoes	SR 1 1PB	Independent Free	Restaurants	0.8
18	Ivy House	SR 2 7AW	Independent Free	Family Pub Dining	0.8
19	My Delhi	SR 1 1PS	Independent Free	Restaurants	0.8
20	Charltons	SR 1 2JD	Independent Free	Community Pub	0.8