

Catchment Summary - Park Gate Inn Cannock Wood

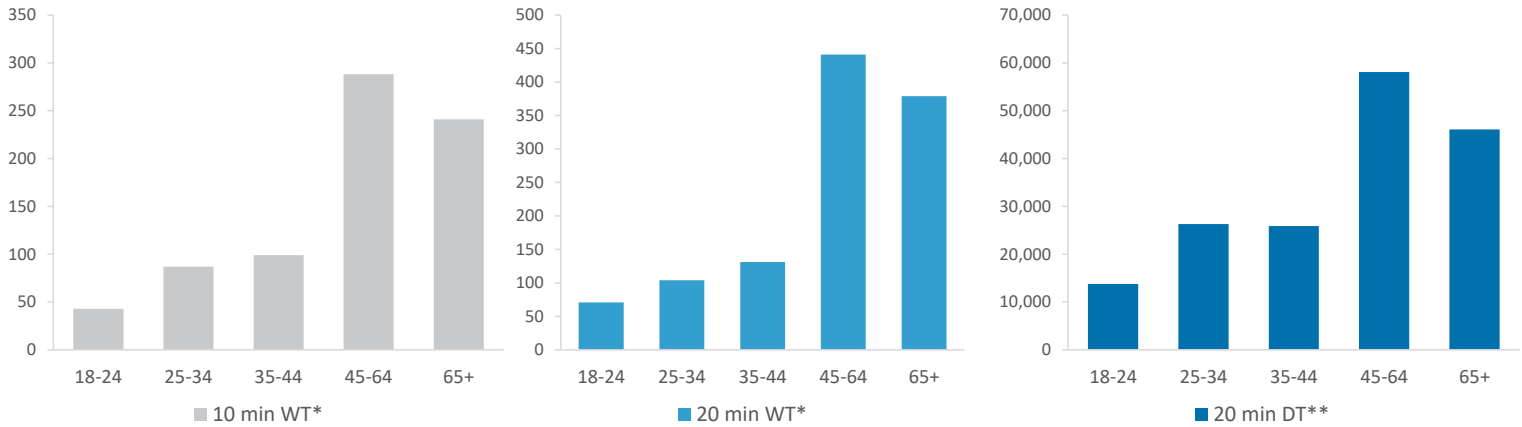
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- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime, **DT= Drivetime

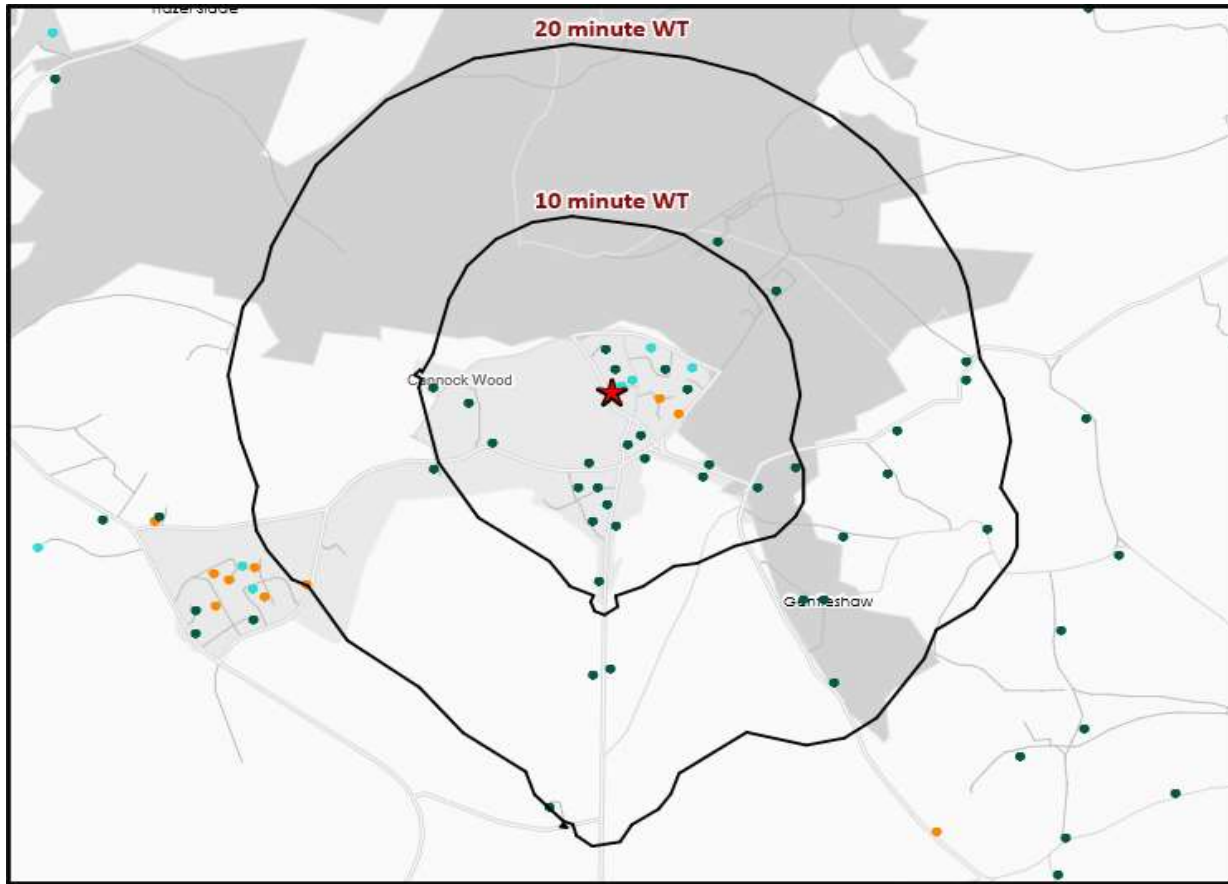
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		902	1,326	212,112	17	9	56
Adults 18+		758	1,126	170,163	17	6	57
Competition Pubs		1	3	217	7	9	60
Adults 18+ per Competition Pub		758	375	784	92	45	95
% Adults Likely to Drink		84.5%	85.6%	83.0%	103	104	101
Affluence	Low	0.0%	0.0%	21.5%	0	0	84
	Medium	15.7%	12.6%	47.7%	40	32	121
	High	84.3%	87.4%	29.7%	251	261	89
*Affluence does not include Not Private Households							
Age Profile	18-24	43	71	13,802	59	66	80
	25-34	87	104	26,293	73	59	93
	35-44	99	131	25,891	85	77	95
	45-64	288	441	58,103	125	130	107
	65+	241	379	46,074	140	150	114

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	431 (48%)	633 (48%)	104,492 (49%)	97	97	100
	Female	471 (52%)	693 (52%)	107,620 (51%)	103	103	100
Economic Status (16-74)	Employed: Full-time	254 (39%)	367 (38%)	64,954 (43%)	94	91	103
	Employed: Part-time	95 (15%)	134 (14%)	21,859 (14%)	113	106	111
	Self employed	83 (13%)	128 (13%)	13,295 (9%)	134	138	92
	Unemployed	15 (2%)	16 (2%)	3,606 (2%)	97	69	100
	Retired	136 (21%)	214 (22%)	25,188 (17%)	152	160	120
	Other	67 (10%)	113 (12%)	23,180 (15%)	52	59	77
Total Worker Count		247	364	94,812			

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	670	0	0	4
Young Adult - Showing I'm Cool	0	0	5,814	0	0	37
Midlife - Young Kids	104	118	57,014	44	33	107
Midlife - Carefree	144	144	47,466	90	61	133
Mature	510	864	57,249	240	274	120
Not Private Households	0	0	1,950	0	0	80
Total	758	1,126	170,163			

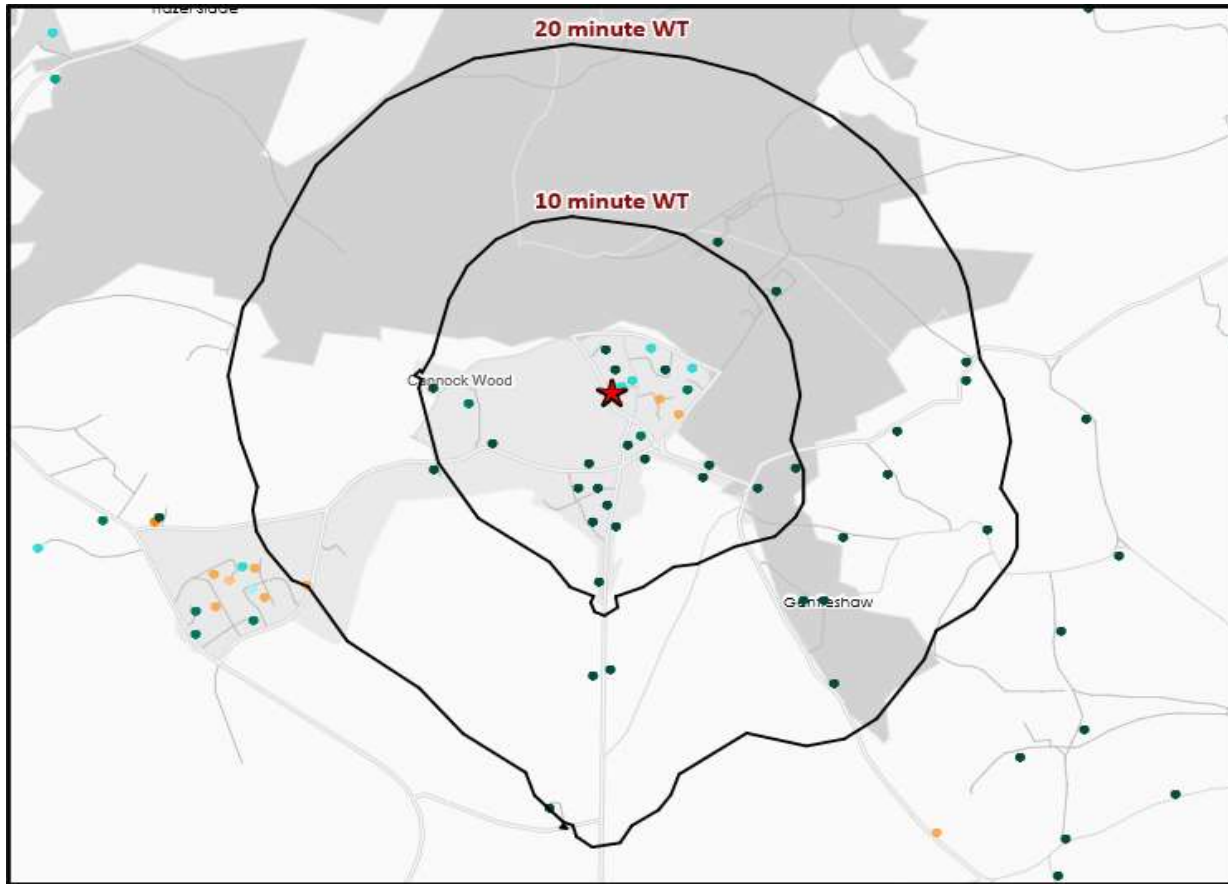
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★ Pub Sites



- ★ 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

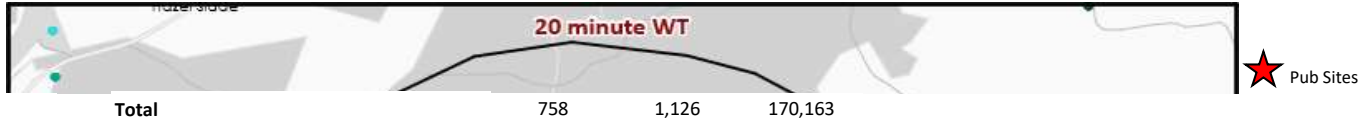
*WT= Walktime, **DT= Drivetime

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**
Young Adult - Showing I Care						
Low	0	0	23	0	0	0
Medium	0	0	0	0	0	0
High	0	0	647	0	0	11
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	1,941	0	0	31
High	0	0	3,873	0	0	51
Midlife - Young Kids						
Low	0	0	13,411	0	0	71
Medium	104	118	28,596	92	70	113
High	0	0	15,007	0	0	164
Midlife - Carefree						
Low	0	0	9,803	0	0	169
Medium	0	0	21,054	0	0	184
High	144	144	16,609	174	117	89
Mature						
Low	0	0	13,329	0	0	132
Medium	15	24	29,523	16	17	137
High	495	840	14,397	696	795	90
Not Private Households	0	0	1,950	0	0	80

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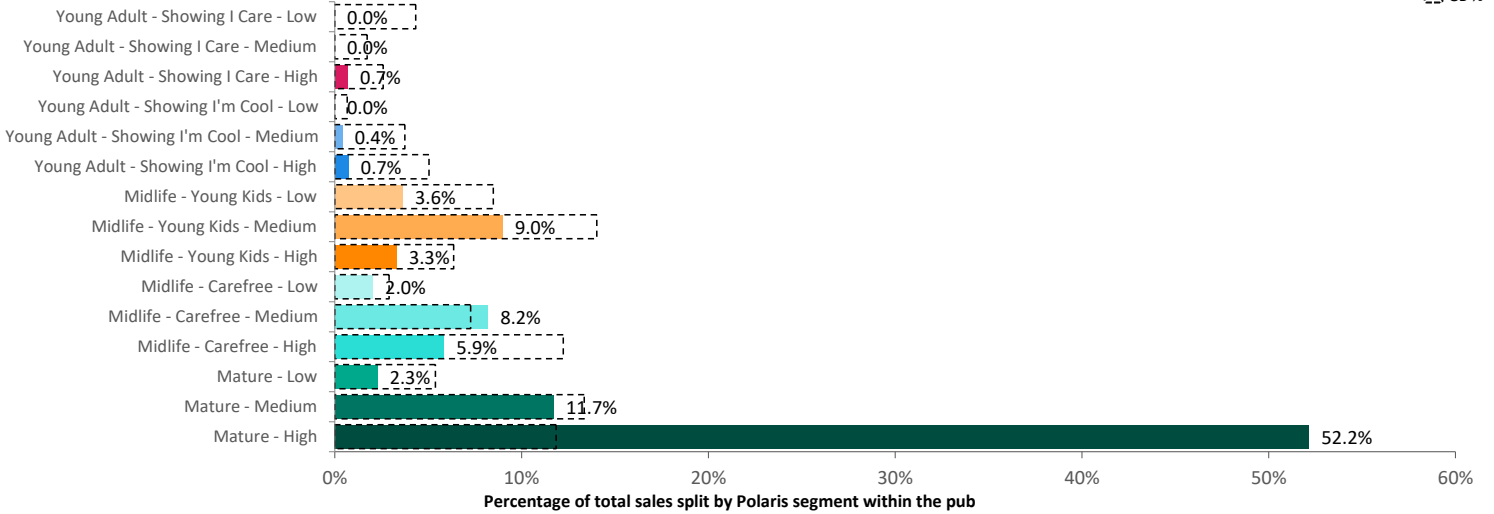


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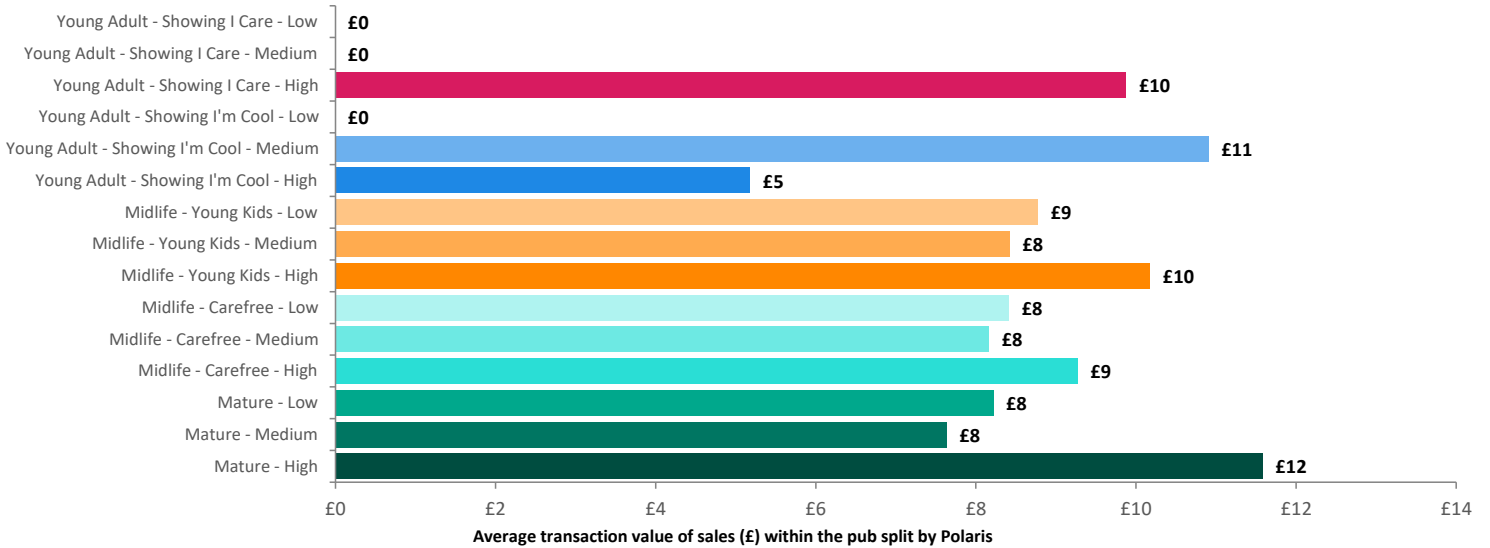


Spend by Polaris

GB %

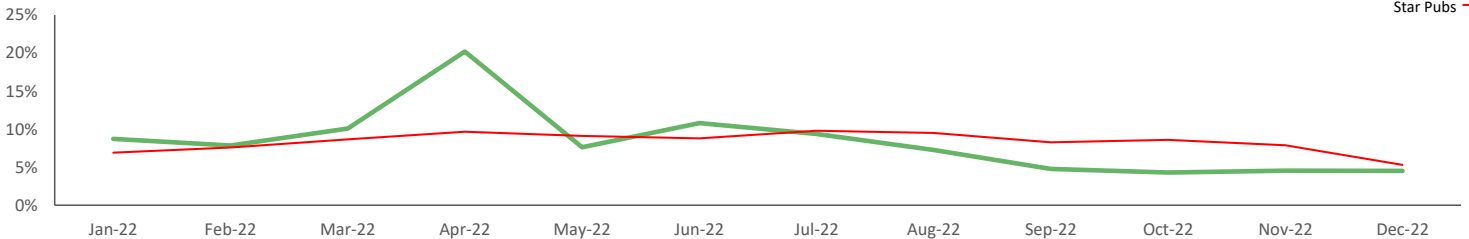


Average Transaction Values (£) by Polaris

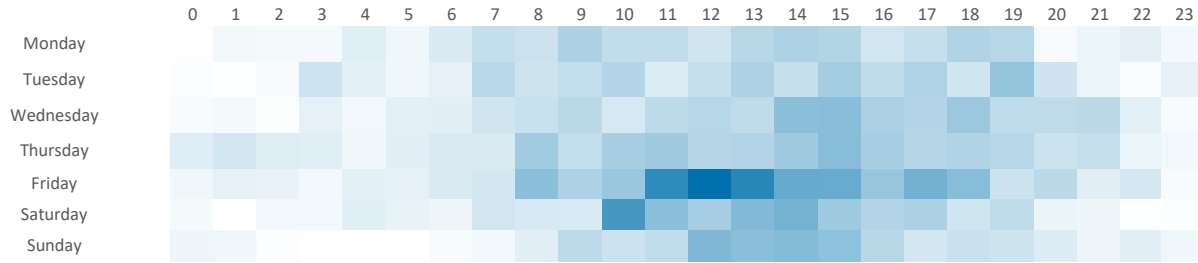


Spend by Month

Park Gate Inn Cannock Wood
Star Pubs

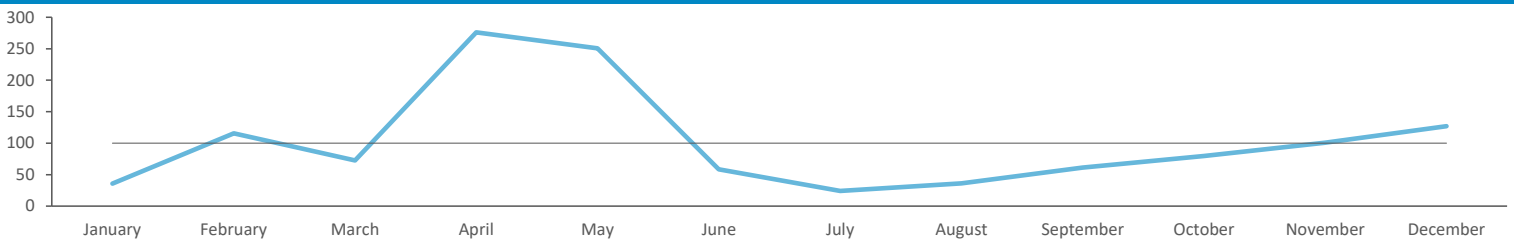


Time of Day/Day of Week



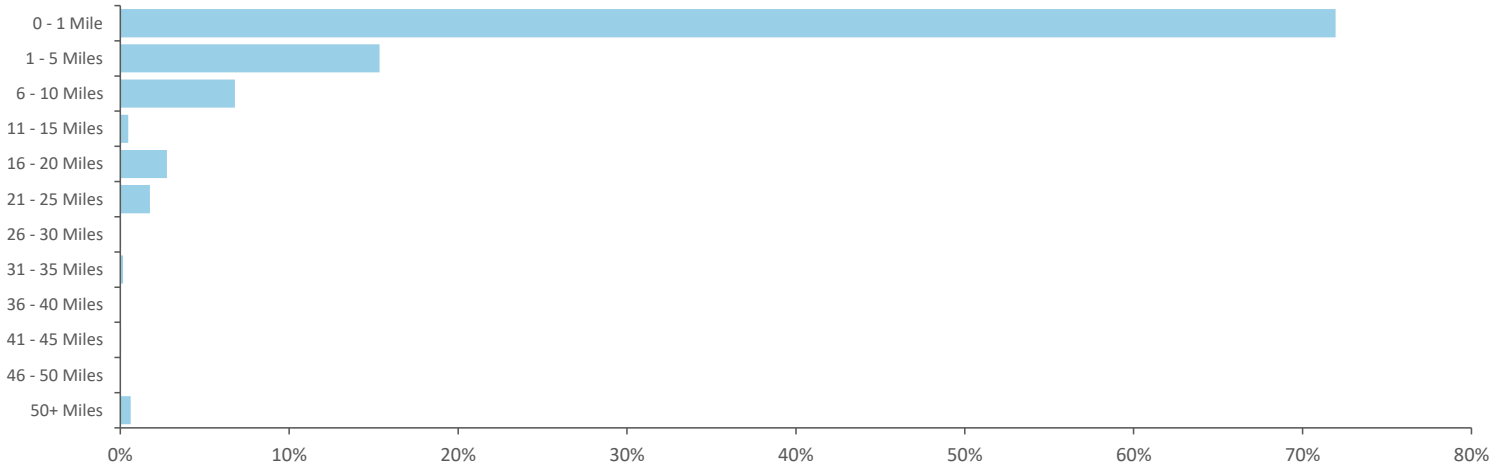
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

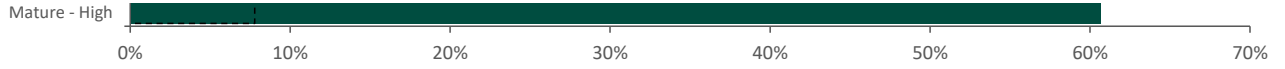


Mobile Data Summary - Park Gate Inn Cannock Wood



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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	Park Gate Hotel	WS15 4RN	Star Pubs & Bars	Premium Local	0.0
2	Cannock Wood And Gentleshaw Road Village Hall	WS15 4NB	Independent Free	Large Venue	0.3
3	Ye Olde Windmill	WS15 4NF	Independent Free	Community Pub	0.6
4	Redmore Inn	WS15 4RU	Punch Pub Company	Premium Local	0.6
5	Rag	WS12 0QD	Independent Free	Premium Local	0.7