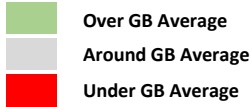


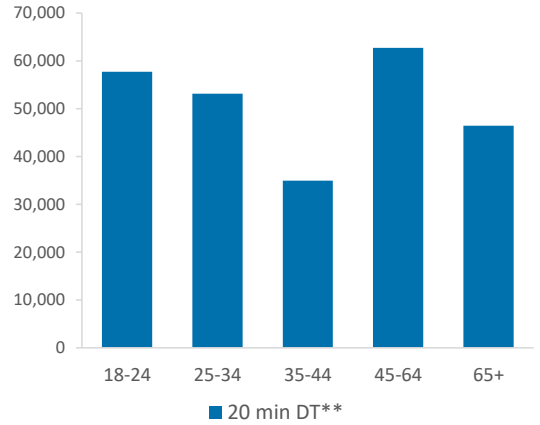
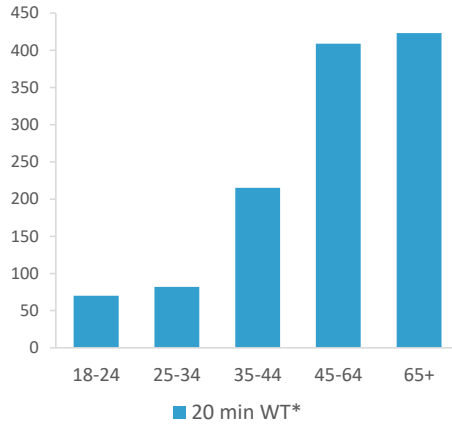
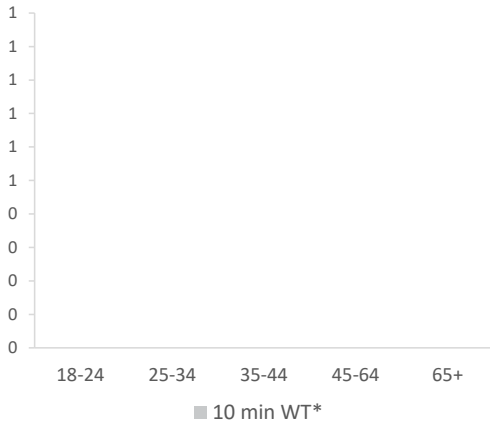
Catchment Summary - Three Merry Lads Sheffield

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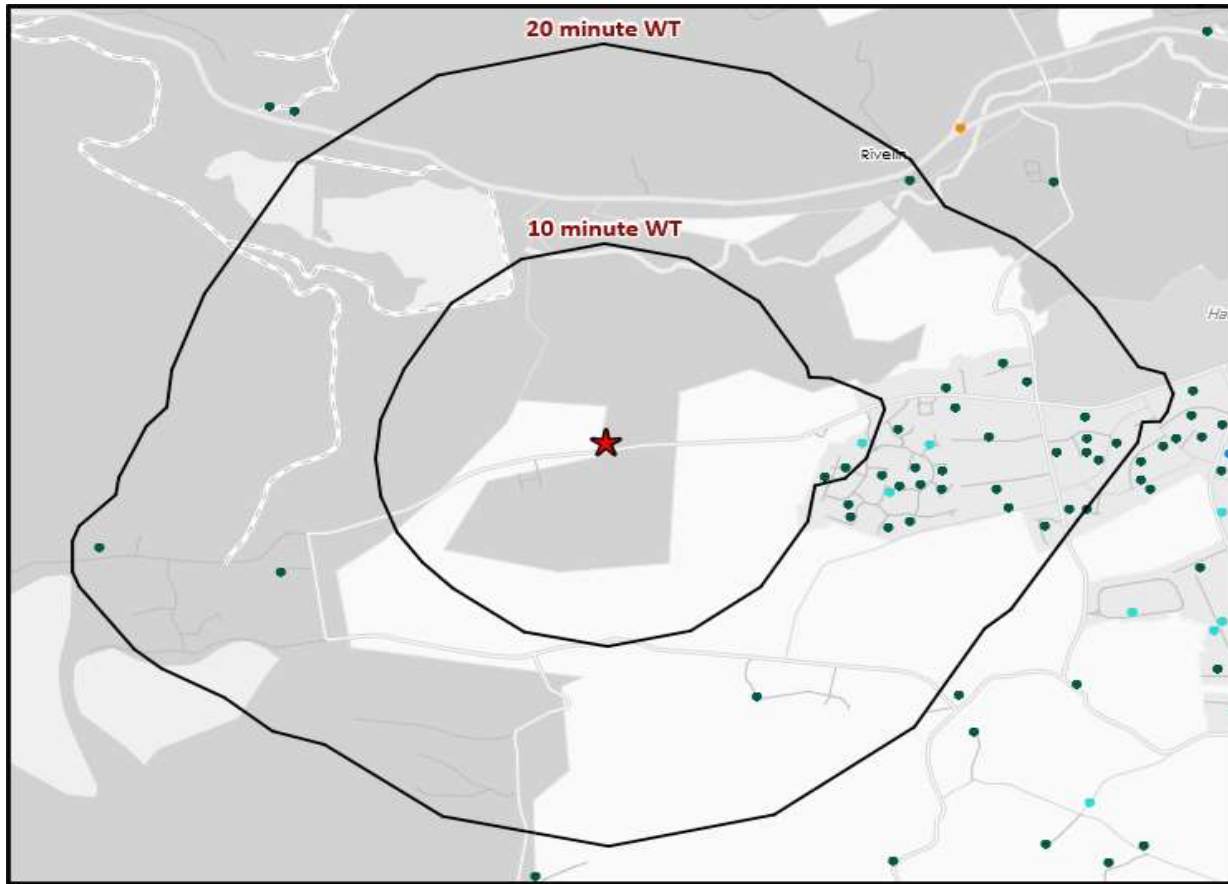
*WT= Walktime, **DT= Drivetime

		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		0	1,499	308,242	0	10	81
Population & Adults 18+ index is based on all pubs							
Adults 18+		0	1,199	254,938	0	7	85
Competition Pubs		0	0	338	0	0	93
Adults 18+ per Competition Pub		0	0	754	0	0	91
% Adults Likely to Drink		0.0%	87.1%	82.4%	0	106	100
Affluence	Low	0.0%	6.9%	38.5%	0	27	150
	Medium	0.0%	4.0%	25.2%	0	10	64
	High	0.0%	89.1%	34.3%	0	266	102
*Affluence does not include Not Private Households							
Age Profile	18-24	0	70	57,704	0	58	231
	25-34	0	82	53,142	0	41	130
	35-44	0	215	34,936	0	111	88
	45-64	0	409	62,736	0	107	80
	65+	0	423	46,420	0	148	79



		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	0 (0%)	749 (50%)	156,922 (51%)	0	101	103
	Female	0 (0%)	750 (50%)	151,320 (49%)	0	99	97
Economic Status (16-74)	Employed: Full-time	0 (0%)	434 (44%)	82,571 (35%)	0	107	84
	Employed: Part-time	0 (0%)	129 (13%)	26,527 (11%)	0	102	86
	Self employed	0 (0%)	103 (11%)	18,328 (8%)	0	110	81
	Unemployed	0 (0%)	5 (1%)	5,004 (2%)	0	22	89
	Retired	0 (0%)	179 (18%)	25,966 (11%)	0	133	79
	Other	0 (0%)	128 (13%)	79,305 (33%)	0	66	169
Total Worker Count		0	171	129,856			

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	89,957	0	0	395
Young Adult - Showing I'm Cool	0	0	13,145	0	0	56
Midlife - Young Kids	0	0	45,544	0	0	57
Midlife - Carefree	0	57	41,263	0	23	77
Mature	0	1,142	59,767	0	340	84
Not Private Households	0	0	5,262	0	0	144
Total	0	1,199	254,938			

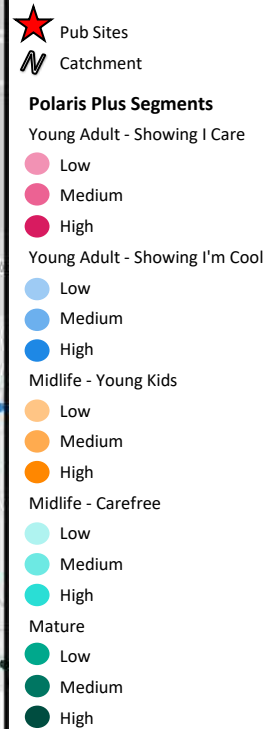
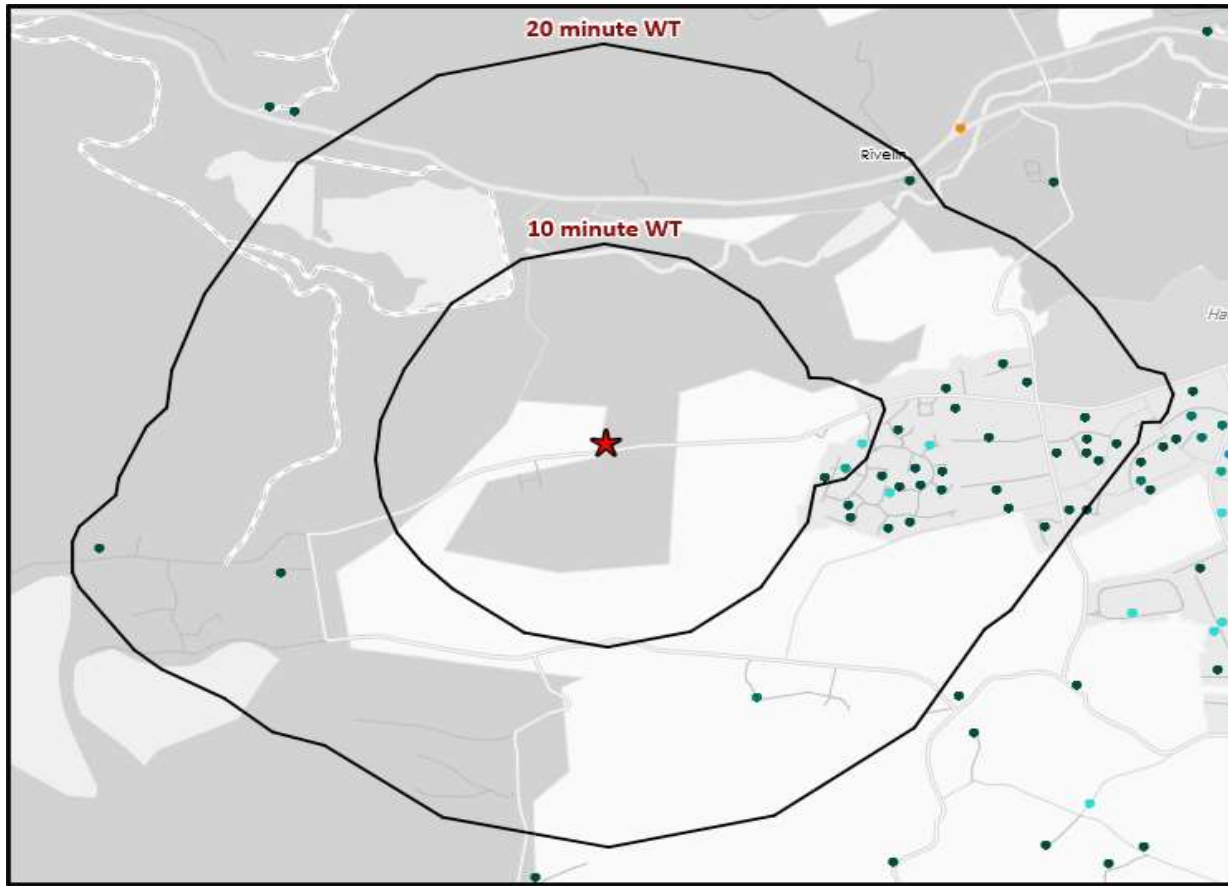
Polaris Summary - Three Merry Lads Sheffield



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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	48,525	0	0	454
Medium	0	0	14,714	0	0	423
High	0	0	26,718	0	0	311
Young Adult - Showing I'm Cool						
Low	0	0	481	0	0	18
Medium	0	0	2,691	0	0	29
High	0	0	9,973	0	0	87
Midlife - Young Kids						
Low	0	0	27,247	0	0	96
Medium	0	0	14,536	0	0	38
High	0	0	3,761	0	0	27
Midlife - Carefree						
Low	0	0	10,146	0	0	117
Medium	0	0	7,625	0	0	45
High	0	57	23,492	0	44	84
Mature						
Low	0	83	11,723	0	117	77
Medium	0	48	24,667	0	32	76
High	0	1,011	23,377	0	899	98
Not Private Households	0	0	5,262	0	0	144

Polaris Summary - Three Merry Lads Sheffield



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Total

0

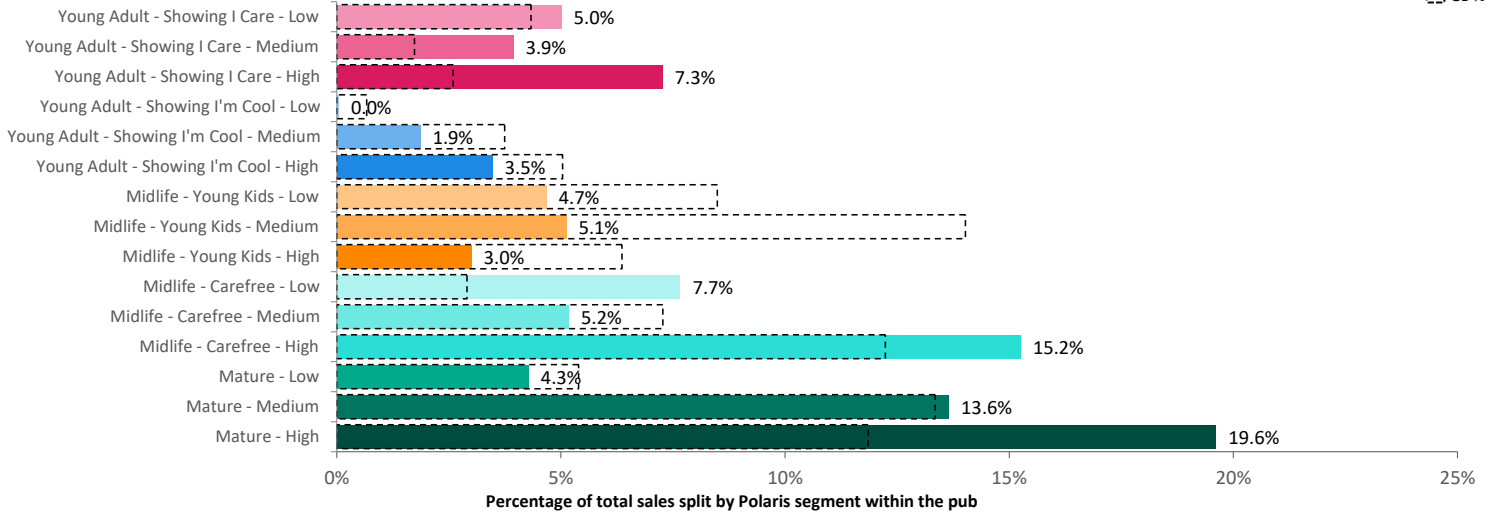
1,199

254,938

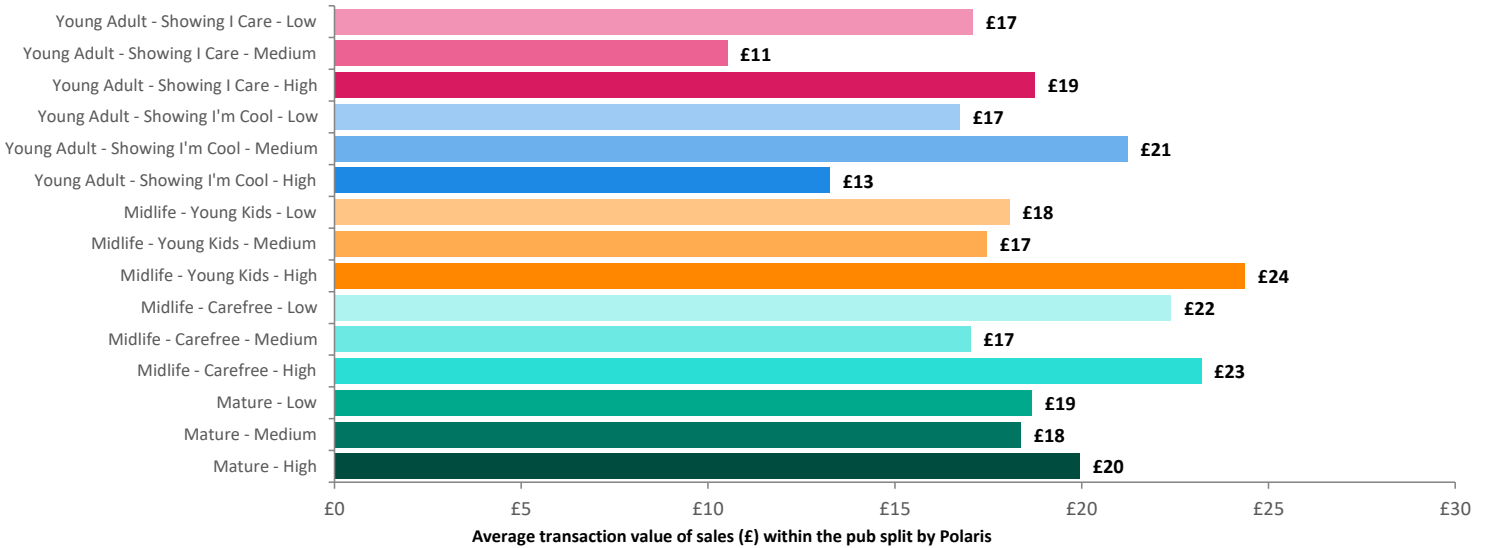
★ Pub Sites

Spend by Polaris

GB %

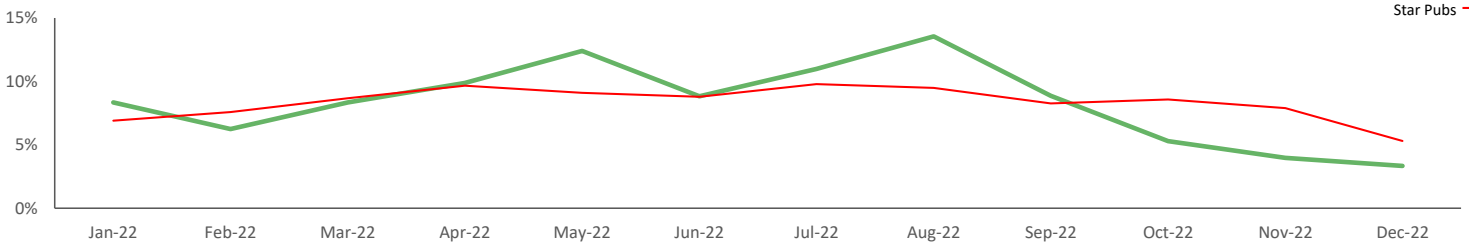


Average Transaction Values (£) by Polaris

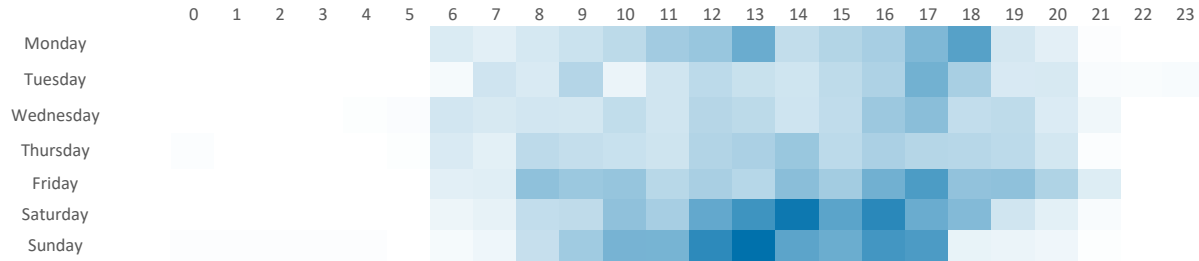


Spend by Month

Three Merry Lads Sheffield
Star Pubs

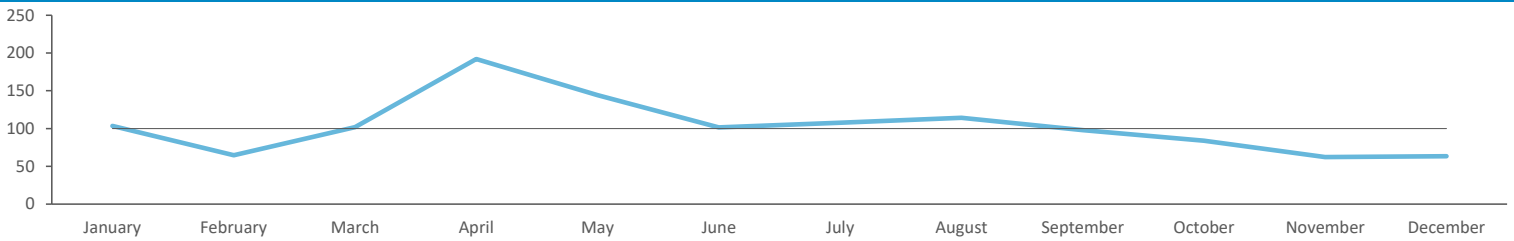


Time of Day/Day of Week



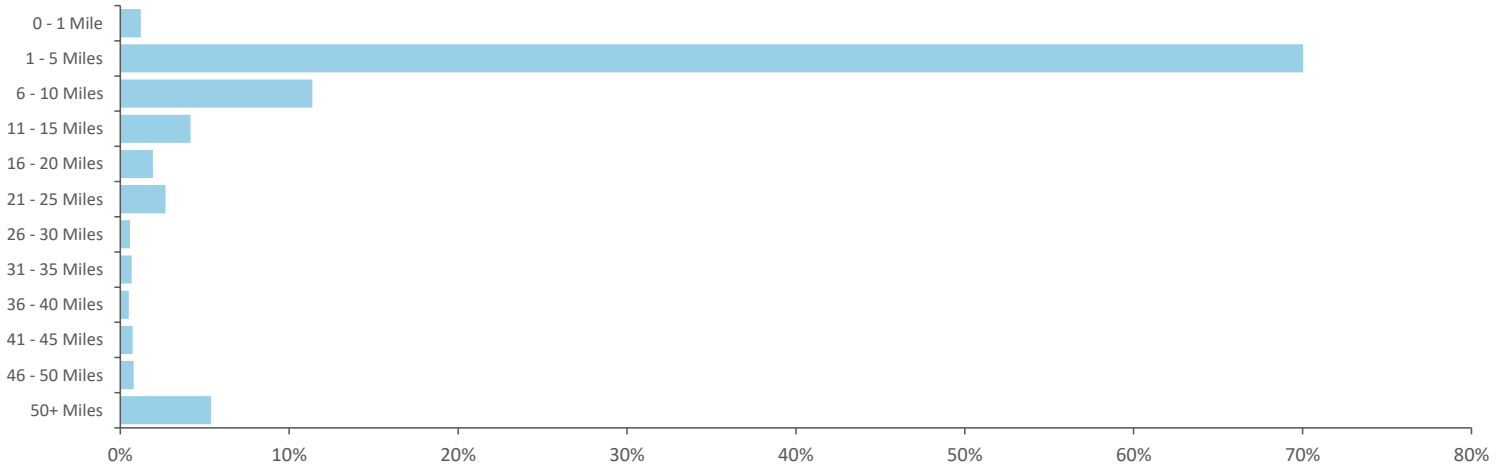
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



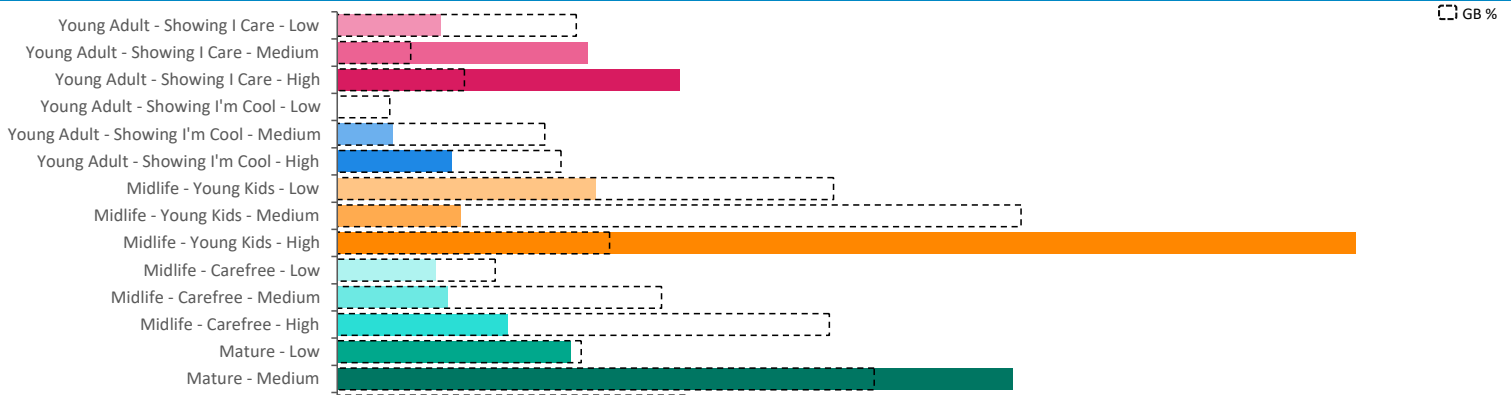
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Three Merry Lads Sheffield



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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
- N 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	Sportsman	S 10 4LJ	Stonegate Pub Company	Family Pub Dining	0.0
1	Three Merry Lads	S 10 4LJ	Star Pubs & Bars	GPGF	0.0
3	Shiny Sheff	S 10 4EP	Marston's	Family Pub Dining	1.1