

Catchment Summary - Butchers Arms Uttoxeter

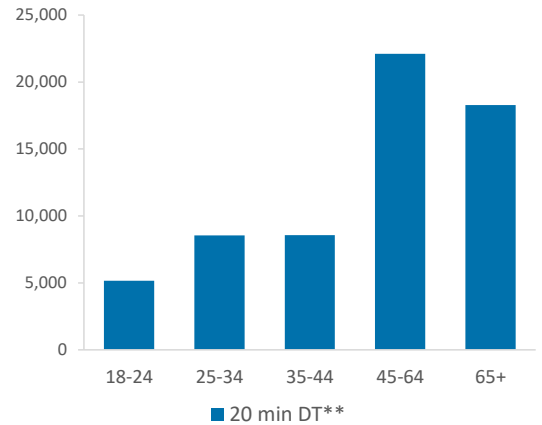
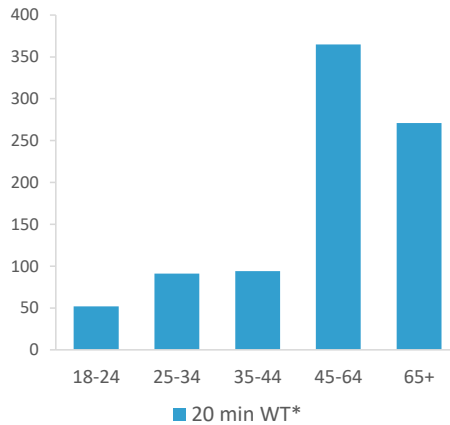
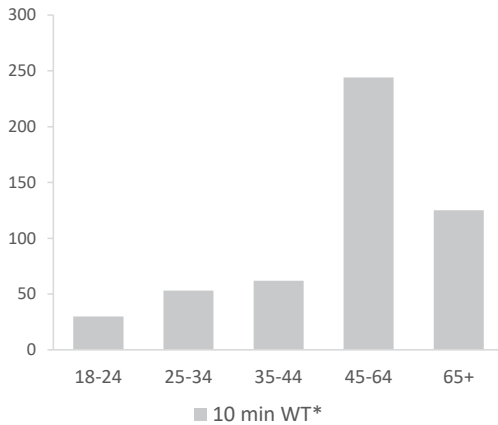


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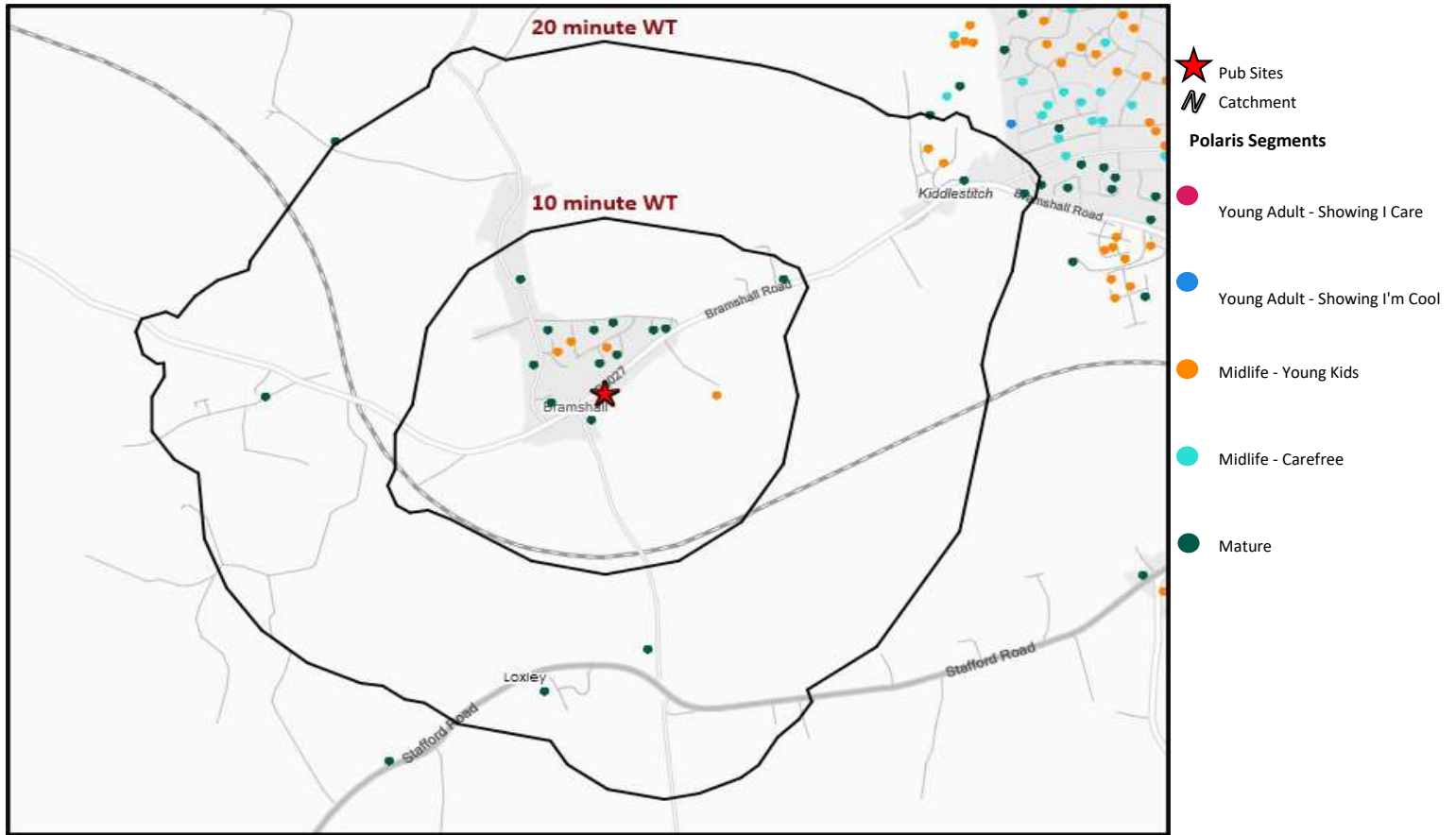
*WT= Walktime, **DT= Drivetime

	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	648	1,066	76,797	12	7	20	
<small>Population & Adults 18+ index is based on all pubs</small>							
Adults 18+	514	873	62,670	12	5	21	
Competition Pubs	1	1	96	7	3	27	
Adults 18+ per Competition Pub	514	873	653	62	106	79	
% Adults Likely to Drink	85.9%	86.1%	84.0%	104	104	102	
Affluence	Low	0.0%	0.0%	9.9%	0	0	39
	Medium	47.3%	46.2%	42.3%	120	117	107
	High	47.3%	48.7%	43.2%	141	145	129
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	30	52	5,157	57	60	83
	25-34	53	91	8,553	62	64	84
	35-44	62	94	8,572	74	69	87
	45-64	244	365	22,110	147	134	113
	65+	125	271	18,278	101	133	125



	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	334 (52%)	538 (50%)	38,848 (51%)	104	102	102	
Female	314 (48%)	528 (50%)	37,949 (49%)	96	98	98	
Economic Status (16-74)	Employed: Full-time	195 (40%)	311 (40%)	23,692 (43%)	97	97	102
	Employed: Part-time	77 (16%)	115 (15%)	7,748 (14%)	123	115	107
	Self employed	88 (18%)	142 (18%)	5,821 (10%)	191	192	110
	Unemployed	1 (0%)	3 (0%)	667 (1%)	9	16	51
	Retired	72 (15%)	129 (17%)	9,046 (16%)	108	121	118
	Other	50 (10%)	73 (9%)	8,664 (16%)	52	48	79
Total Worker Count	307	1,628	49,834				

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

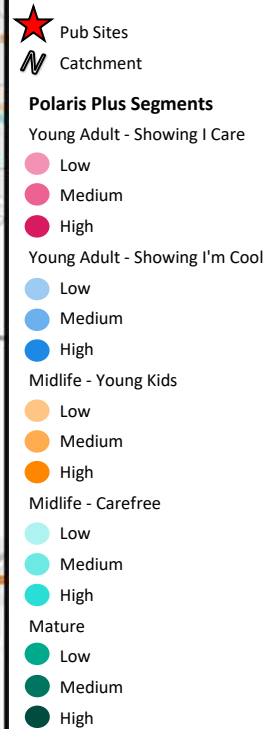
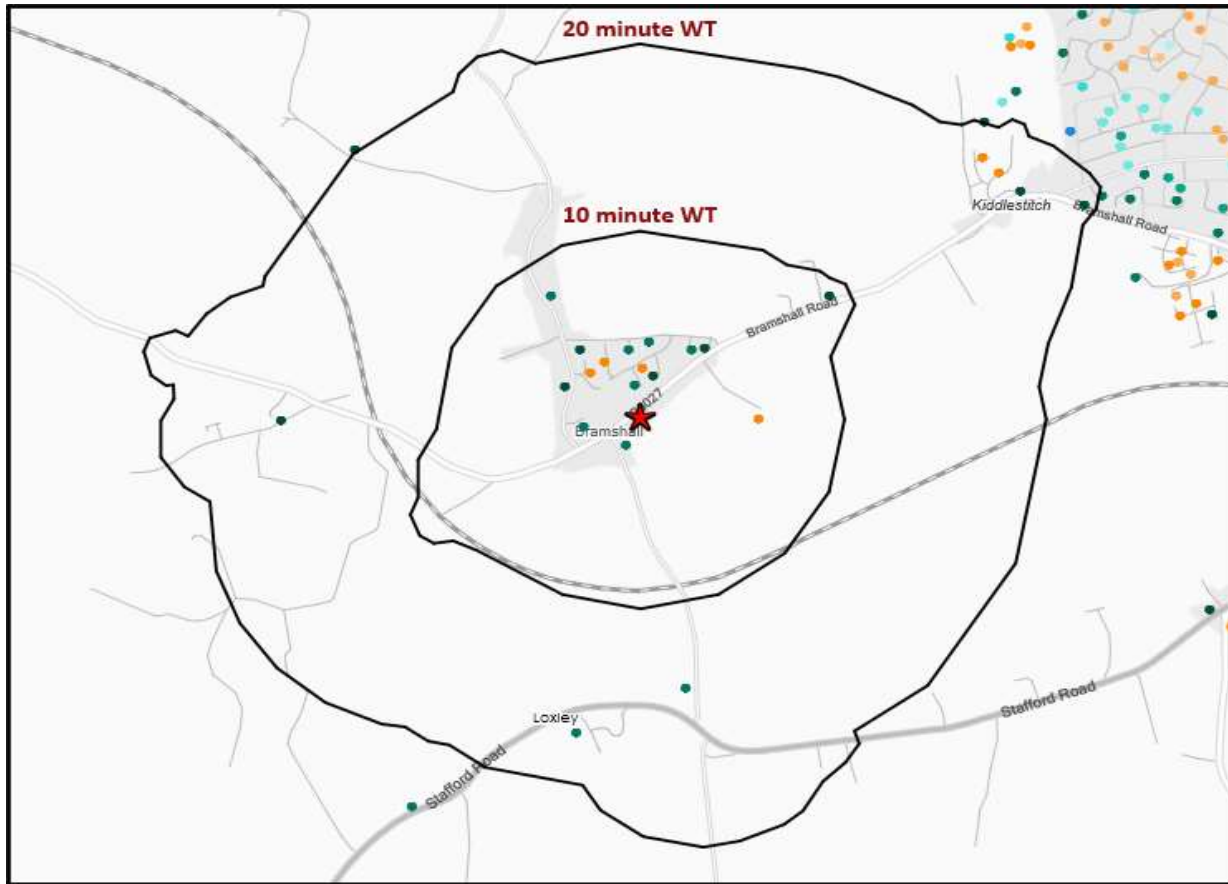
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	546	0	0	10
Young Adult - Showing I'm Cool	0	0	1,334	0	0	23
Midlife - Young Kids	130	130	11,032	80	47	56
Midlife - Carefree	20	60	13,455	18	33	102
Mature	336	638	33,414	234	261	191
Not Private Households	28	45	2,889	379	358	321
Total	514	873	62,670			

Polaris Summary - Butchers Arms Uttoxeter



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Polaris Plus Profile by Catchment

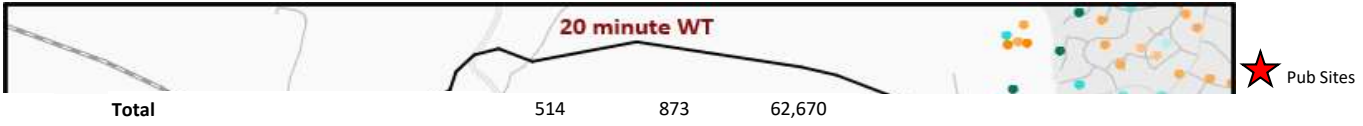
*WT= Walktime, **DT= Drivetime

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	498	0	0	19
Medium	0	0	0	0	0	0
High	0	0	48	0	0	2
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	568	0	0	25
High	0	0	766	0	0	27
Midlife - Young Kids						
Low	0	0	1,166	0	0	17
Medium	0	0	5,174	0	0	55
High	130	130	4,692	469	276	139
Midlife - Carefree						
Low	0	0	1,457	0	0	68
Medium	0	0	3,733	0	0	89
High	20	60	8,265	36	63	121
Mature						
Low	0	0	3,076	0	0	83
Medium	243	403	17,039	373	365	215
High	93	235	13,299	193	287	226
Not Private Households	28	45	2,889	379	358	321

Polaris Summary - Butchers Arms Uttoxeter

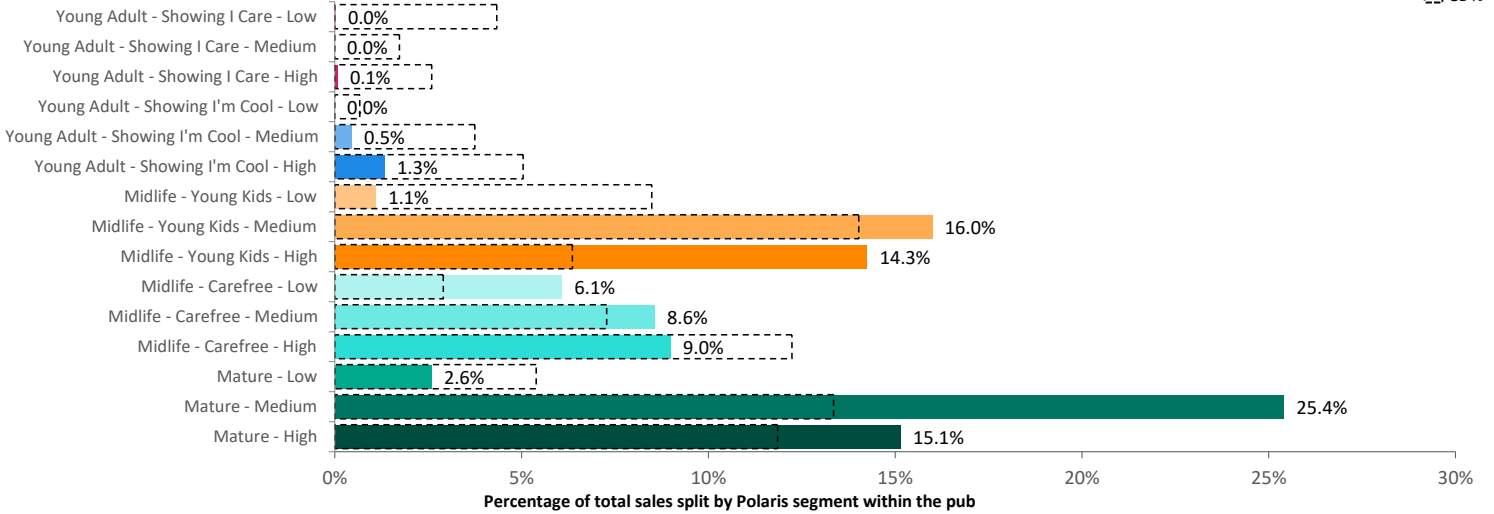


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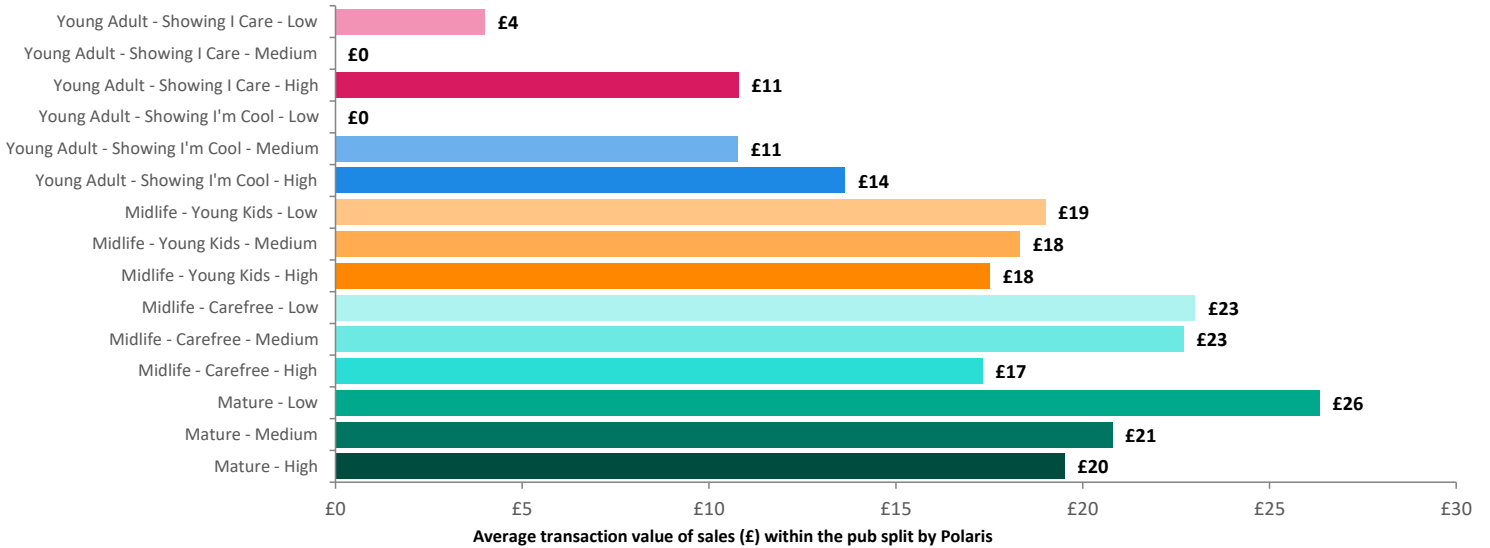


Spend by Polaris

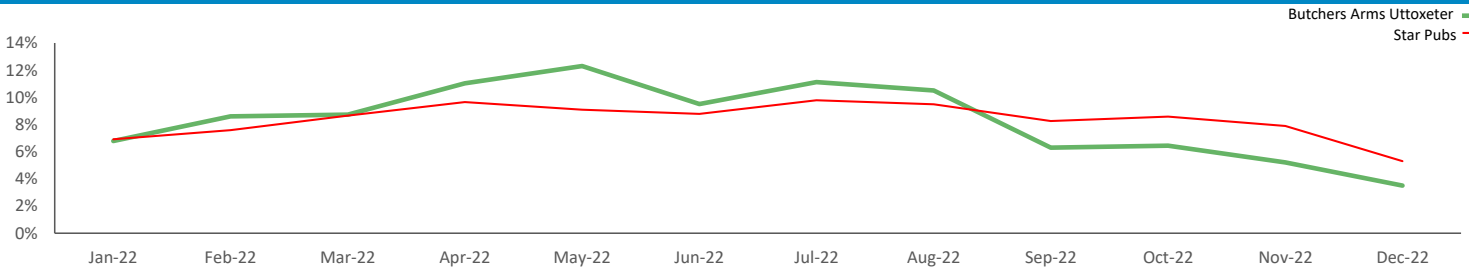
GB %



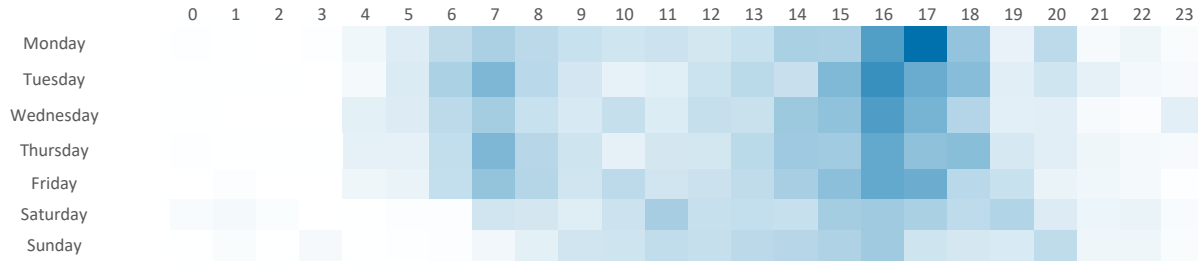
Average Transaction Values (£) by Polaris



Spend by Month

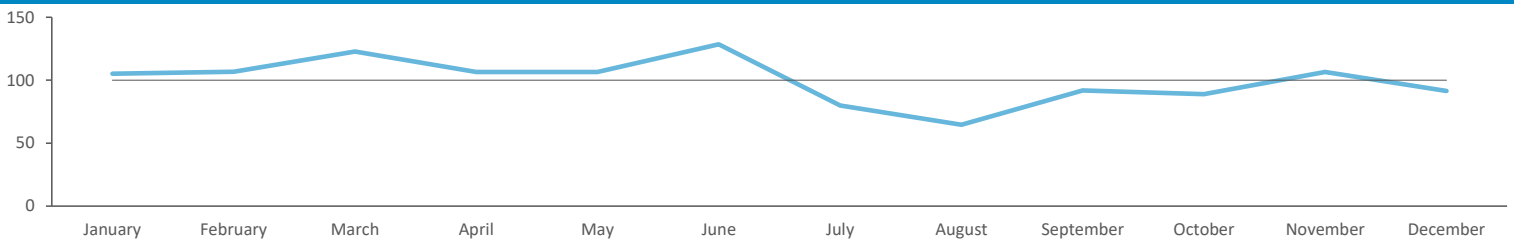


Time of Day/Day of Week



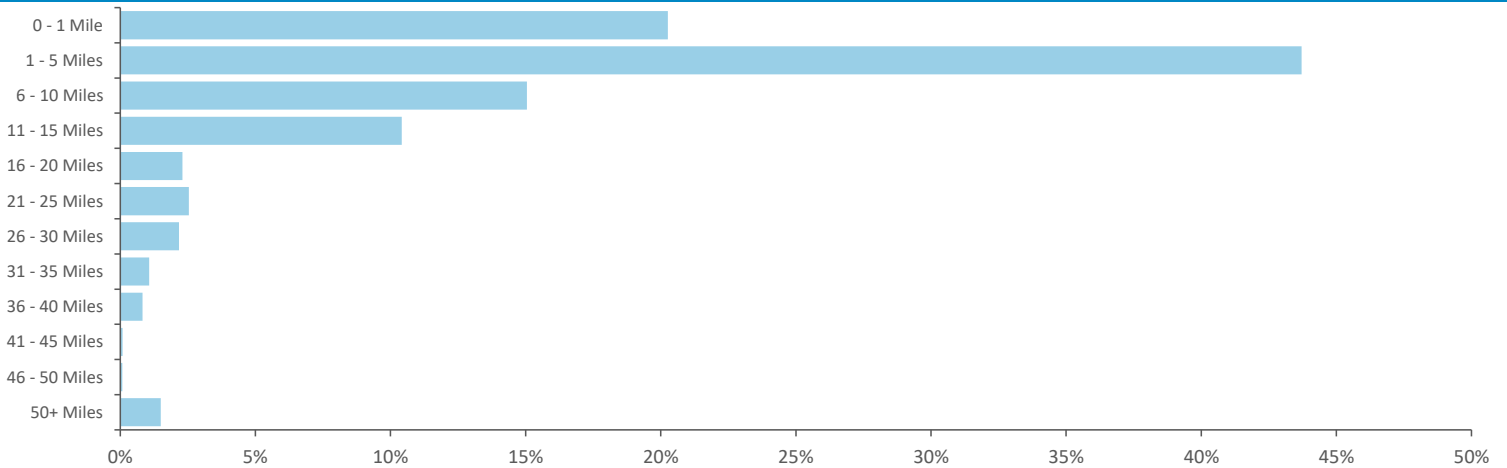
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



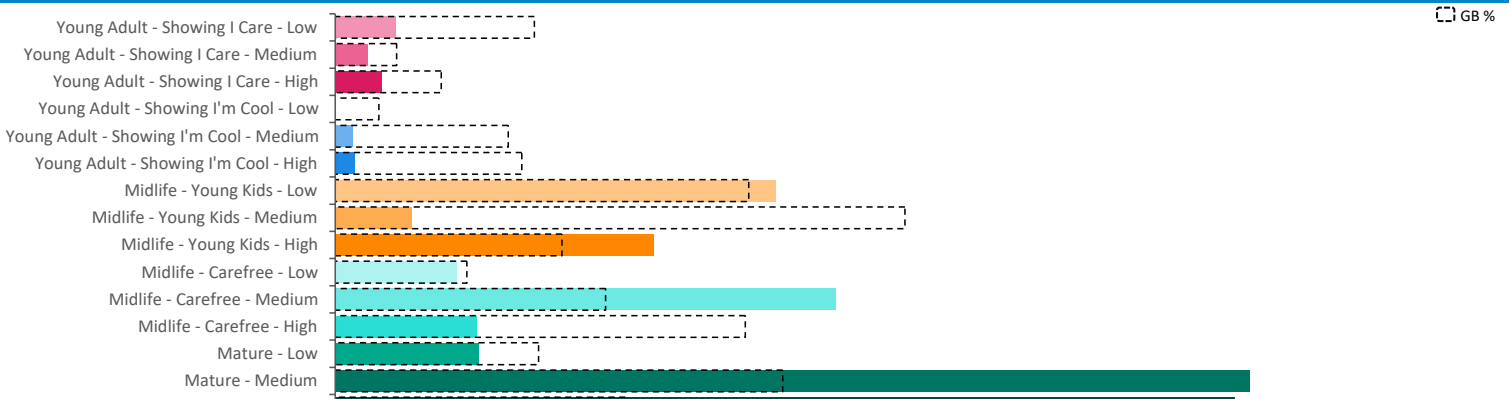
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

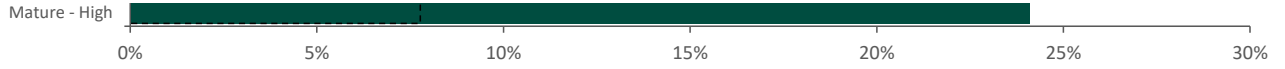


Mobile Data Summary - Butchers Arms Uttoxeter



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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	Old Bramshall Inn	ST14 5BG	Star Pubs & Bars	Premium Local	0.0