Catchment Summary - Red Deer Sheffield

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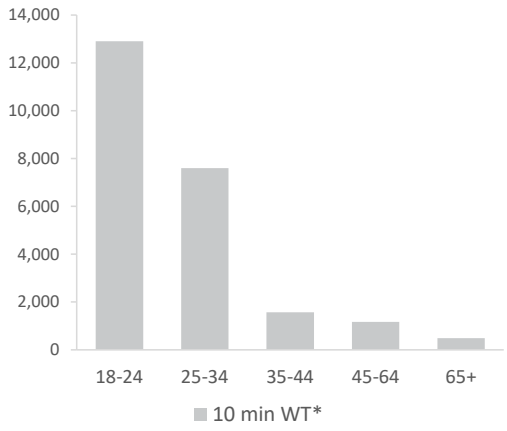
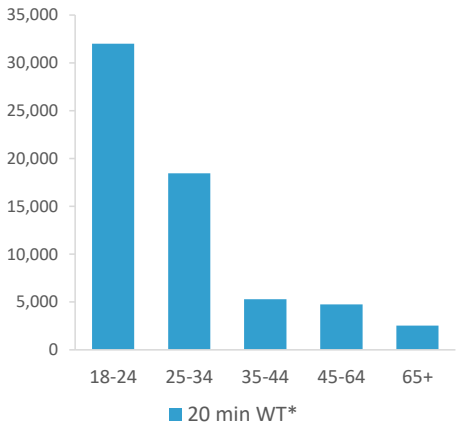
Over GB Average
Around GB Average
Under GB Average

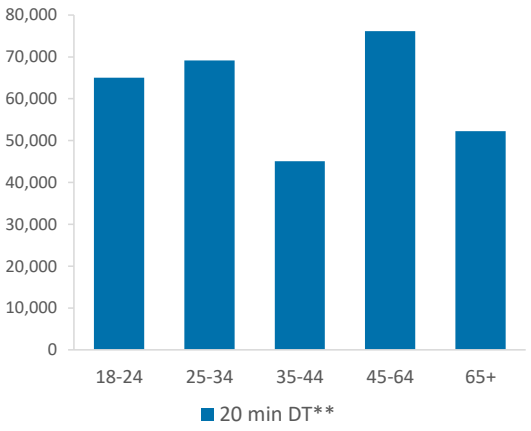
*WT= Walktime, **DT= Drivetime

		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		25,385	69,042	381,106	480	474	100
					Population & Adults 18+ index is based on all pubs		
Adults 18+		23,732	63,061	307,748	545	353	103
Competition Pubs		54	137	350	360	428	97
Adults 18+ per Competition Pub		439	460	879	53	56	107
% Adults Likely to Drink		78.0%	79.8%	81.1%	95	97	98
Affluence	Low	90.2%	76.9%	43.0%	352	300	167
	Medium	3.8%	10.7%	27.8%	10	27	71
	High	0.4%	7.1%	27.3%	1	21	82
Age Profile	18-24	12,901	32,010	65,043	627	572	210
	25-34	7,598	18,449	69,166	225	201	137
	35-44	1,569	5,302	45,088	48	60	92
	45-64	1,171	4,757	76,183	18	27	78
	65+	493	2,543	52,268	10	19	72

*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	14,448 (57%)	38,527 (56%)	193,351 (51%)	115	113	103
	Female	10,937 (43%)	30,515 (44%)	187,755 (49%)	85	87	97
Economic Status (16-74)	Employed: Full-time	5,491 (23%)	16,073 (26%)	100,601 (35%)	56	62	83
	Employed: Part-time	964 (4%)	2,927 (5%)	33,780 (12%)	31	36	90
	Self employed	756 (3%)	2,532 (4%)	20,631 (7%)	33	42	75
	Unemployed	421 (2%)	1,146 (2%)	7,621 (3%)	75	77	111
	Retired	511 (2%)	1,657 (3%)	30,470 (11%)	16	19	76
	Other	15,600 (66%)	38,213 (61%)	96,690 (33%)	333	310	169
Total Worker Count		13,467	46,427	174,007			

See the Glossary page for further information on the above variables

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Polaris Summary - Red Deer Sheffield

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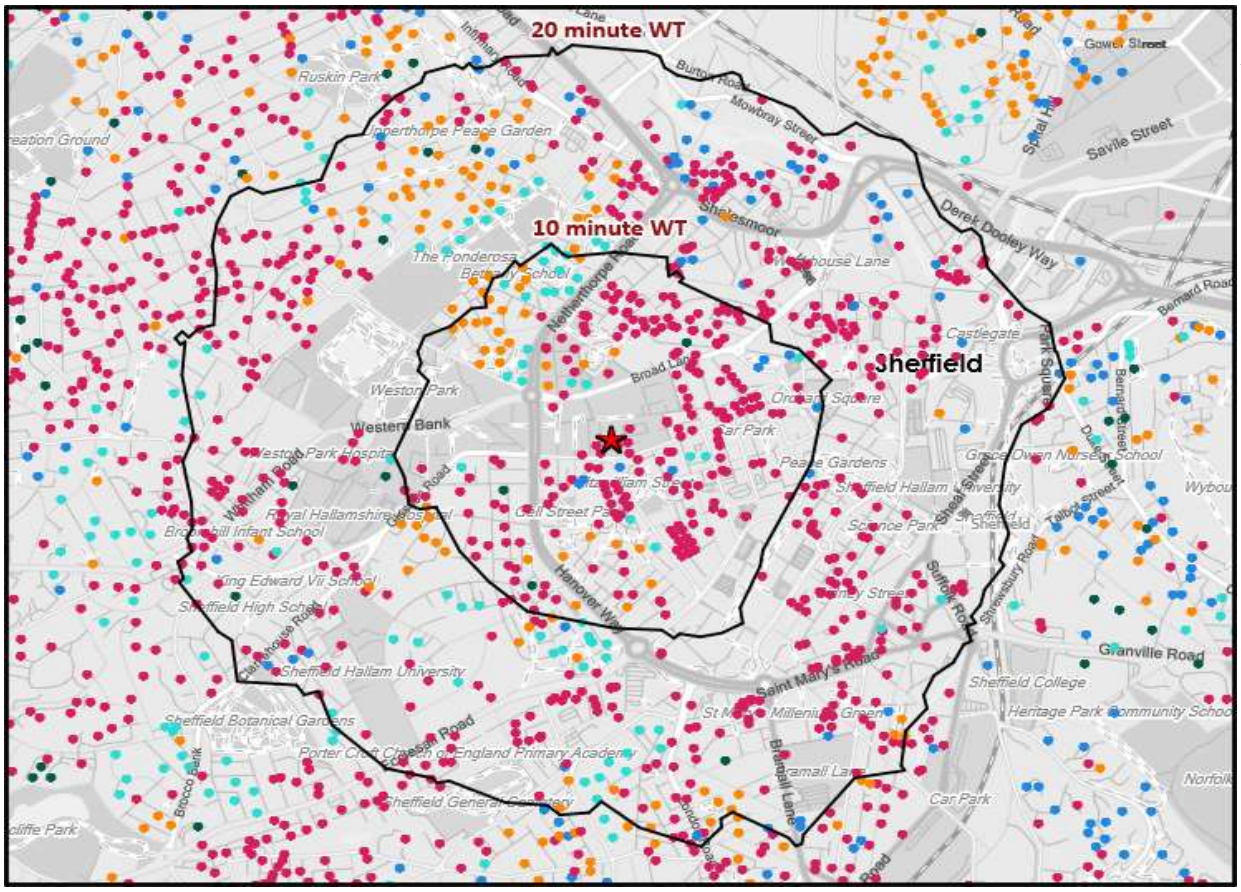

Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

	Population Count			Index vs GB average		
Polaris Segment	**10 min WT***	**20 min WT***	**20 min DT****	**10 min WT***	**20 min WT***	**20 min DT****
Young Adult - Showing I Care	18,018	46,437	100,482	851	825	366
Young Adult - Showing I'm Cool	443	3,183	21,233	20	55	75
Midlife - Young Kids	2,529	5,531	77,401	34	28	80
Midlife - Carefree	1,363	4,385	58,815	27	33	91
Mature	64	174	44,035	1	1	51
Not Private Households	1,315	3,351	5,782	385	370	131
Total	23,732	63,061	307,748			

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Pub Sites

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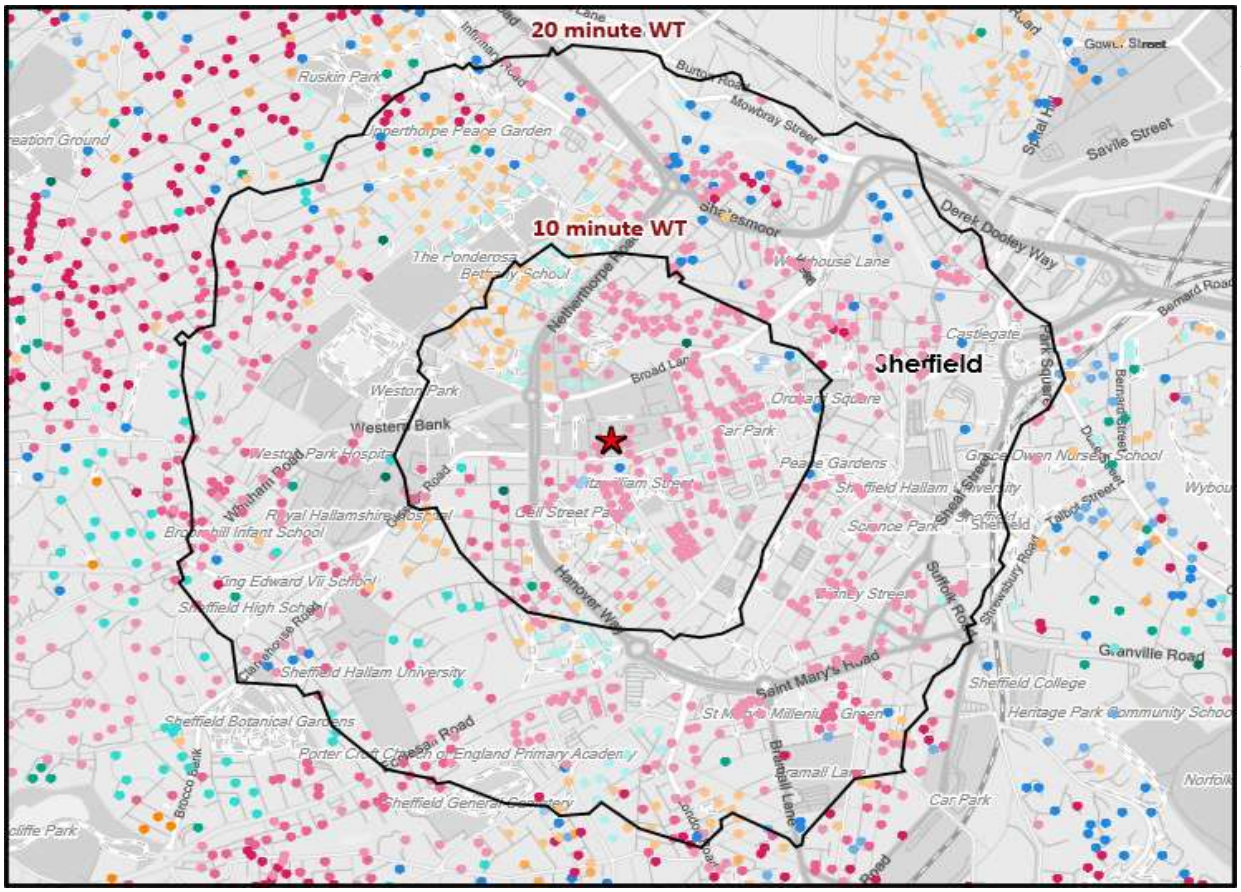

Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

	Population Count			Index vs GB average		
Polaris Plus Segment	**10 min WT***	**20 min WT***	**20 min DT****	**10 min WT***	**20 min WT***	**20 min DT****
Young Adult - Showing I Care						
Low	17,371	39,194	49,557	1,746	1,482	384
Medium	647	6,231	14,714	200	725	351
High	0	1,012	36,211	0	48	349
Young Adult - Showing I'm Cool						
Low	344	411	481	141	63	15
Medium	0	32	6,946	0	1	61
High	99	2,740	13,806	9	97	100
Midlife - Young Kids						
Low	2,318	5,171	51,345	88	74	150
Medium	211	360	22,310	6	4	49
High	0	0	3,746	0	0	23
Midlife - Carefree						
Low	1,363	3,621	17,249	169	169	165
Medium	0	47	20,923	0	1	101
High	0	717	20,643	0	10	61
Mature						
Low	18	119	13,589	1	3	74
Medium	46	55	20,735	2	1	53
High	0	0	9,711	0	0	34
Not Private Households	1,315	3,351	5,782	385	370	131

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Pub Sites

Total	23,732	63,061	307,748

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Transactional Data Summary - Red Deer Sheffield

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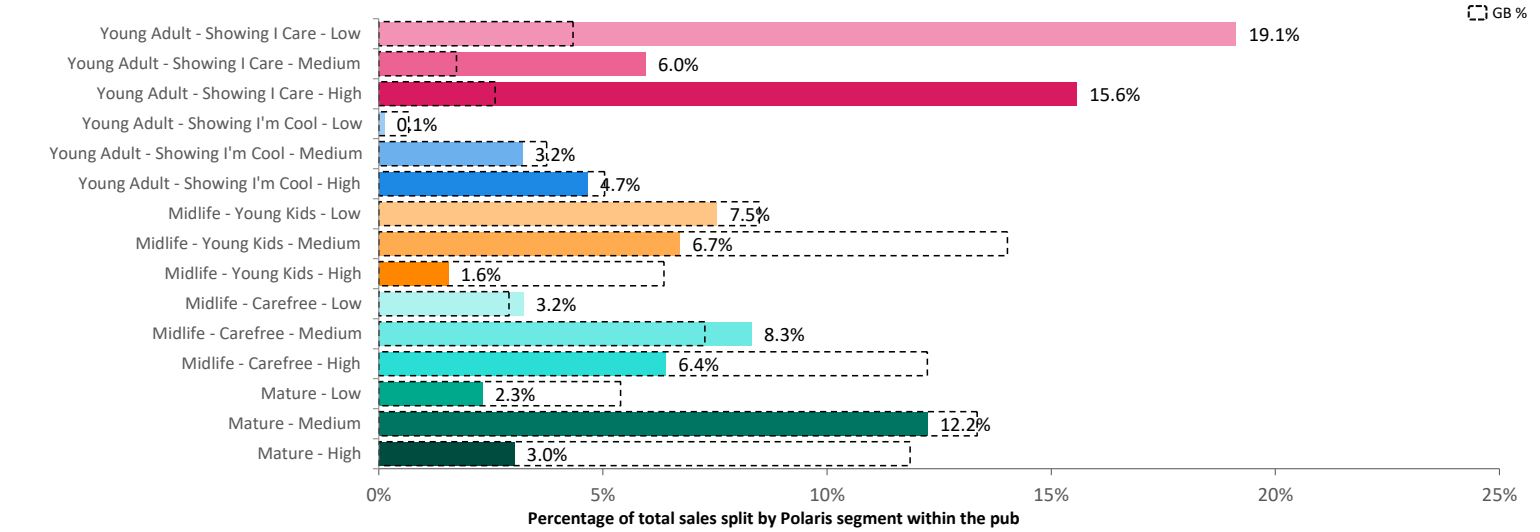
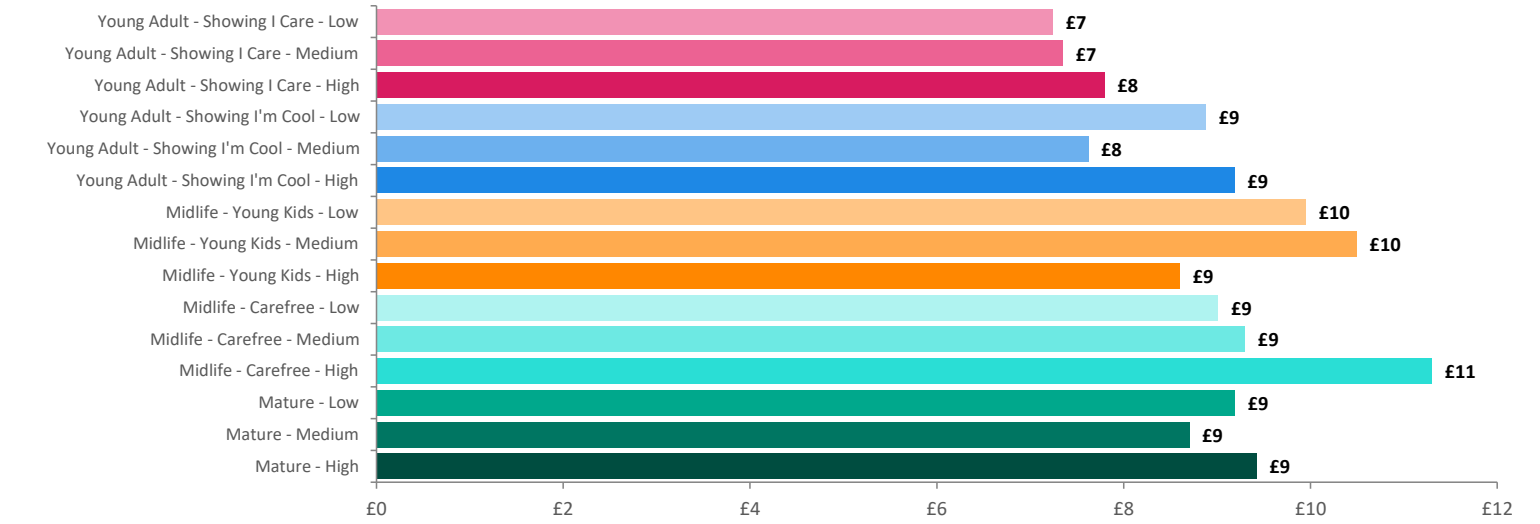
Spend by Polaris



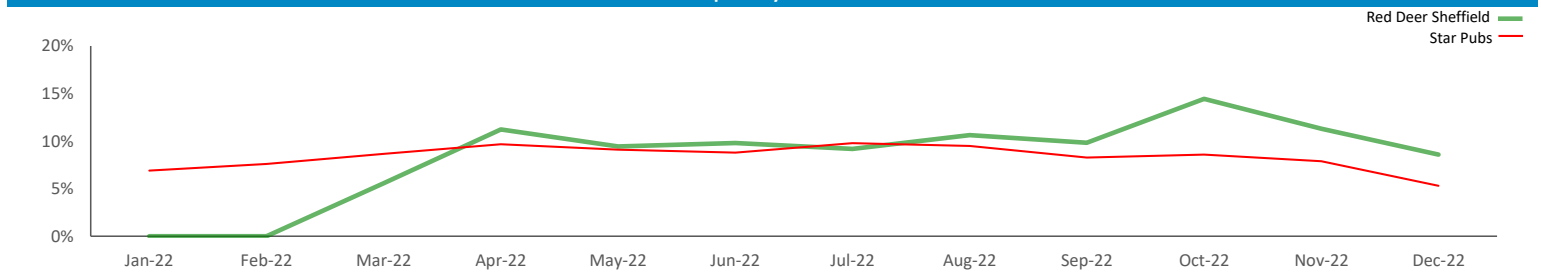
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris



Average transaction value of sales (£) within the pub split by Polaris

Spend by Month



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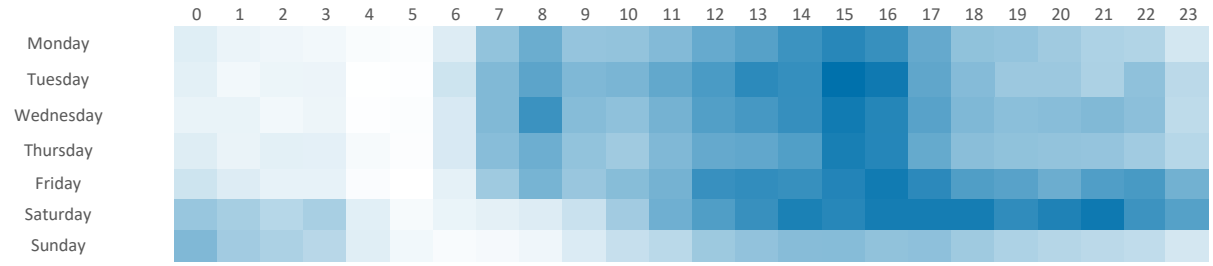
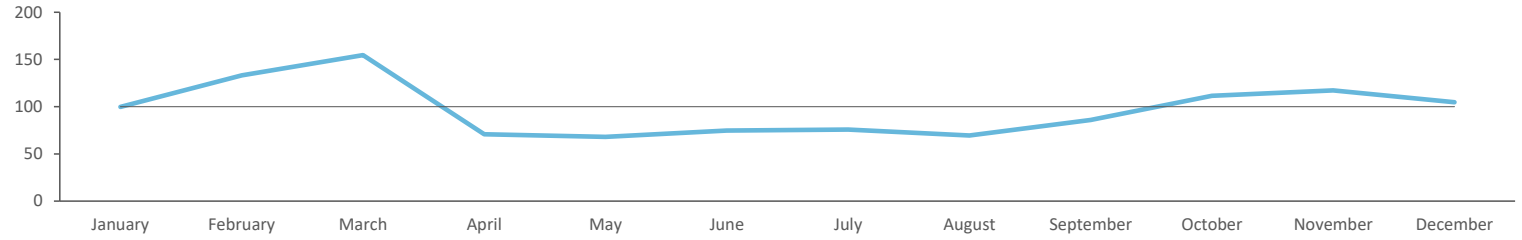
Time of Day/Day of Week



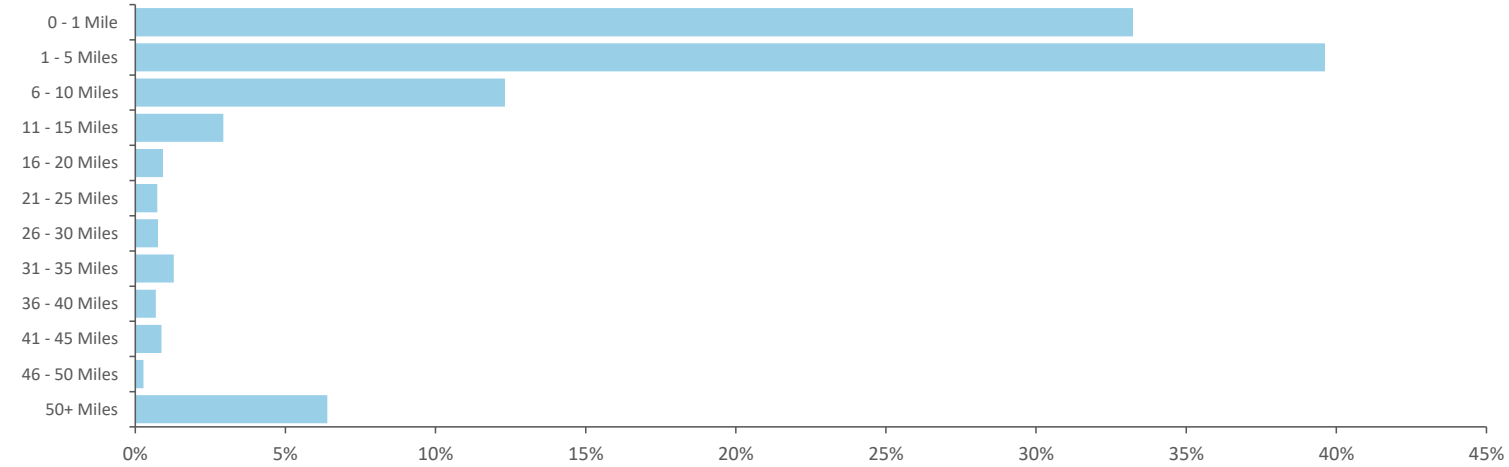
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



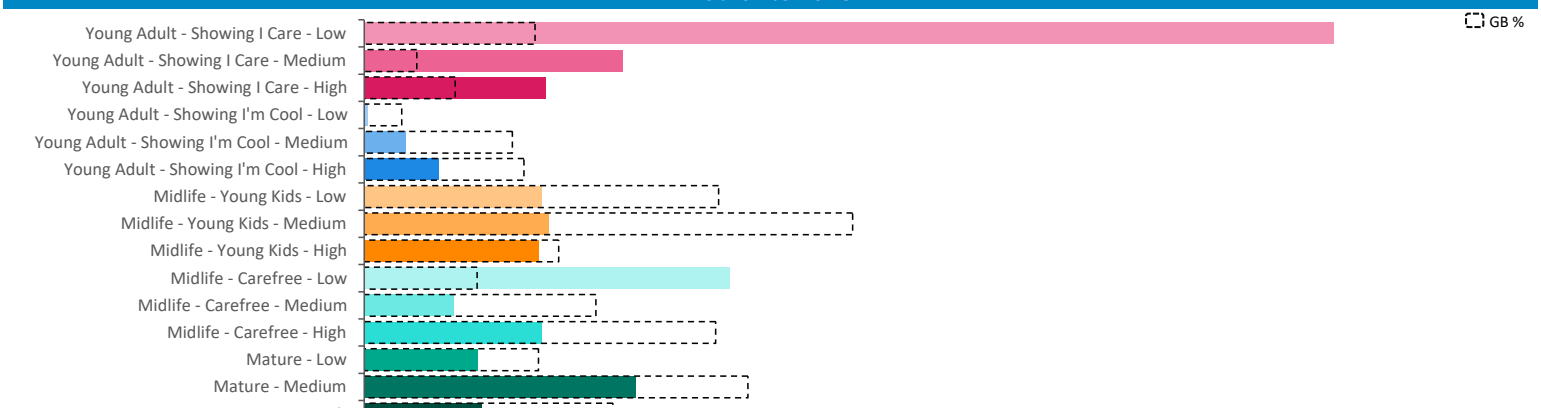
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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



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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

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CGA Summary - Red Deer Sheffield

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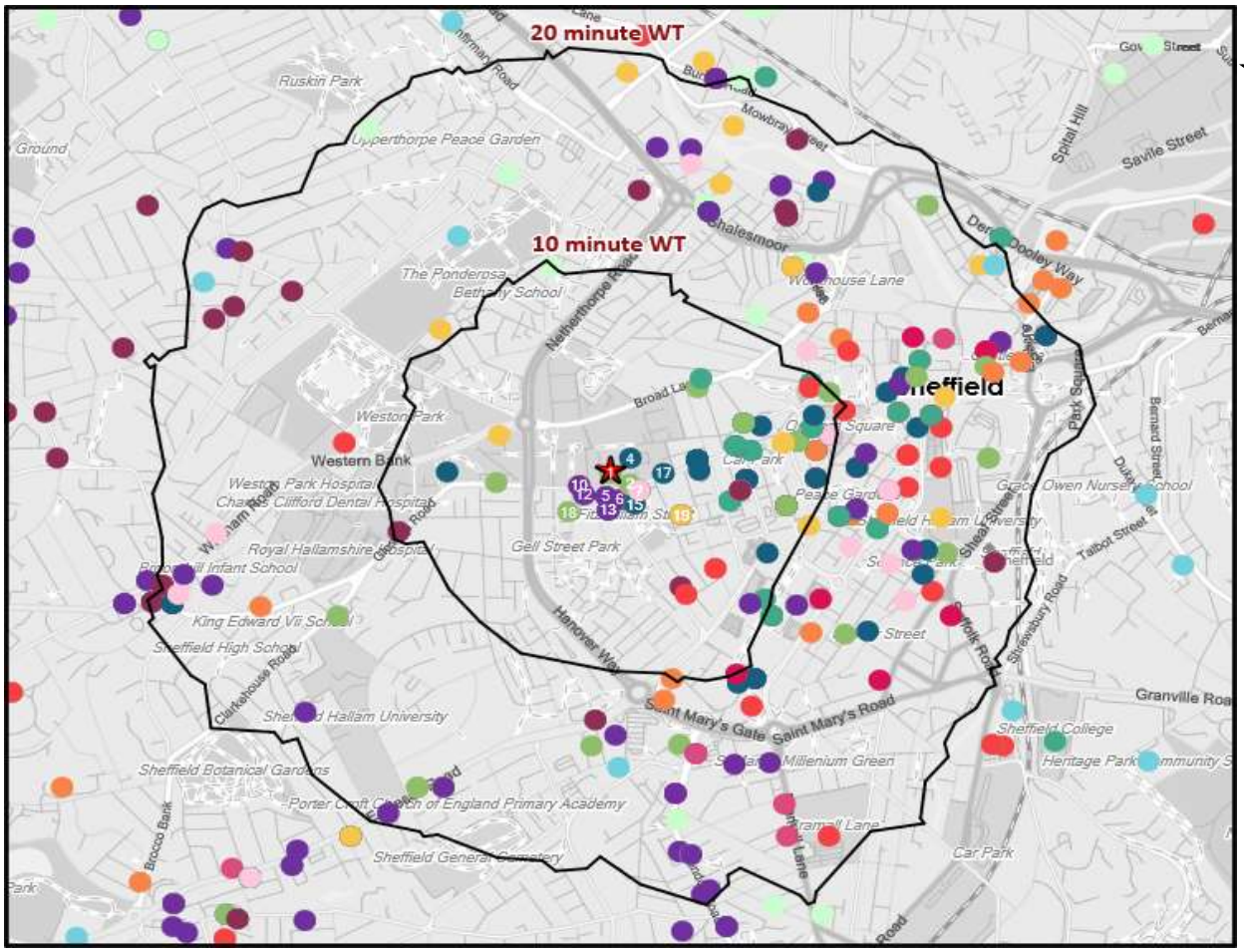

- Pub Sites
- Catchment

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	Red Deer	S 1 4DD	Star Pubs & Bars	Circuit Bar	0.0
2	Cavendish	S 1 4EU	Stonegate Pub Company	GPGF	0.0
2	Beehive	S 1 4EU	Stonegate Pub Company	Circuit Bar	0.0
4	Revolucion De Cuba	S 1 4DT	Revolution Bars Group	ABOS	0.0
5	Piccolos Restaurant	S 3 7RX	Independent Free	Restaurants	0.0
6	Akbars	S 1 4JL	Akbar Restaurants	Restaurants	0.1
7	Nandos	S 1 4EW	Nandos Restaurants	Casual Dining	0.1
7	Wick At Both Ends	S 1 4EW	Independent Free	ABOS	0.1
7	One Four One	S 1 4EW	Independent Free	GPGF	0.1
10	K Pasa	S 10 2HS	Independent Free	High Street Pub	0.1
10	Quetal Restaurant	S 10 2HS	Independent Free	Restaurants	0.1
12	Beju	S 10 2GW	Independent Free	Restaurants	0.1
13	Revolution	S 1 4JB	Revolution Bars Group	ABOS	0.1
13	Ginseng	S 1 4JB	Independent Free	Restaurants	0.1
15	Green Room	S 3 7SG	Independent Free	High Street Pub	0.1
15	Coco Lounge Bar	S 3 7SG	Independent Free	ABOS	0.1
17	Bloo 88	S 1 4ET	Greene King	ABOS	0.1
18	Bath Hotel	S 3 7QL	Independent Free	Circuit Bar	0.1
19	Old House	S 3 7SB	True North Brew Co	ABOS	0.2
19	Forum Cafe Bar	S 3 7SB	True North Brew Co	High Street Pub	0.2

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