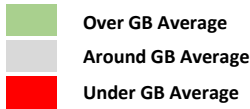


Catchment Summary - Rose & Crown Sheffield



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*WT= Walktime, **DT= Drivetime

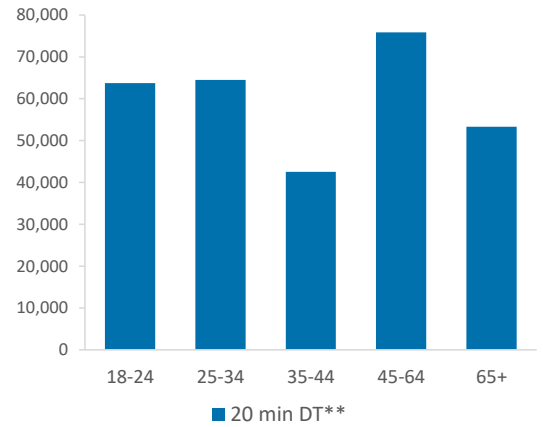
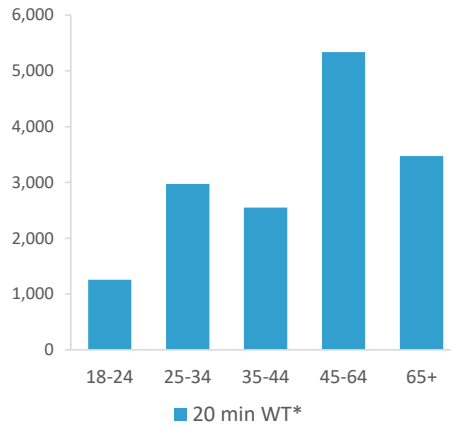
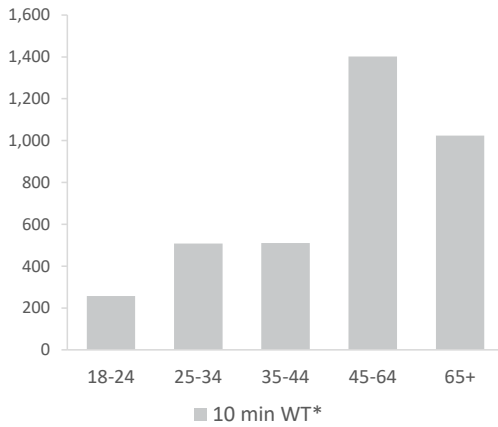
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,571	19,656	370,864	86	135	98
Adults 18+	3,702	15,592	299,956	85	87	100
Competition Pubs	4	14	379	27	44	105
Adults 18+ per Competition Pub	926	1,114	791	112	135	96
% Adults Likely to Drink	82.2%	83.3%	81.3%	100	101	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	34.8%	22.1%	43.1%	135	86	168
	Medium	49.1%	41.0%	28.9%	125	104	74
	High	16.2%	36.6%	26.1%	48	109	78

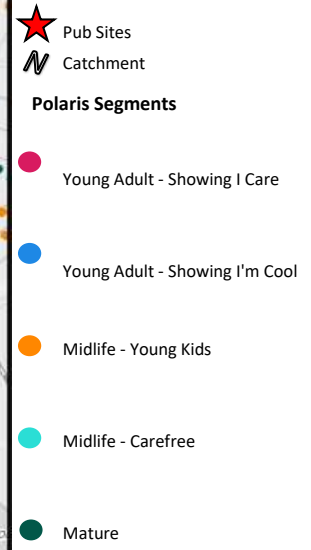
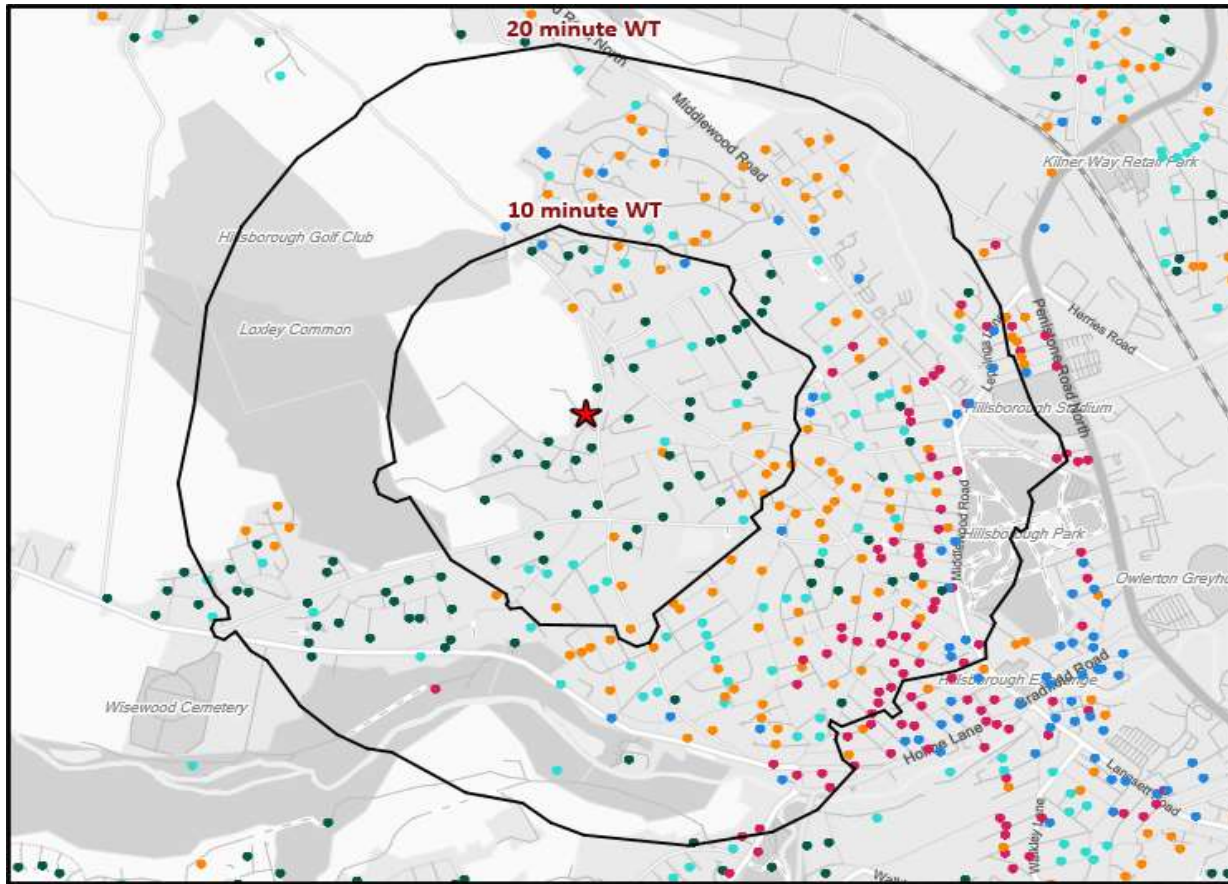
*Affluence does not include Not Private Households

Age Profile	18-24	257	1,255	63,765	69	79	212
	25-34	508	2,973	64,522	84	114	131
	35-44	511	2,551	42,521	87	101	89
	45-64	1,402	5,338	75,853	120	106	80
	65+	1,024	3,475	53,295	117	92	75



	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	2,156 (47%)	9,509 (48%)	188,175 (51%)	95	98	103
	Female	2,415 (53%)	10,147 (52%)	182,689 (49%)	105	102	97
Economic Status (16-74)							
	Employed: Full-time	1,307 (40%)	6,348 (44%)	97,667 (35%)	96	106	83
	Employed: Part-time	562 (17%)	2,240 (16%)	32,710 (12%)	132	120	89
	Self employed	261 (8%)	1,137 (8%)	19,647 (7%)	83	83	73
	Unemployed	78 (2%)	349 (2%)	7,127 (3%)	100	102	107
	Retired	583 (18%)	2,028 (14%)	31,004 (11%)	129	102	80
	Other	490 (15%)	2,259 (16%)	93,418 (33%)	76	80	168
Total Worker Count		1,136	5,848	163,518			

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	2,636	92,093	0	189	344
Young Adult - Showing I'm Cool	159	1,113	18,514	47	78	67
Midlife - Young Kids	894	5,069	80,254	77	103	85
Midlife - Carefree	803	3,007	55,434	103	92	88
Mature	1,846	3,712	47,964	178	85	57
Not Private Households	0	55	5,697	0	25	132
Total	3,702	15,592	299,956			

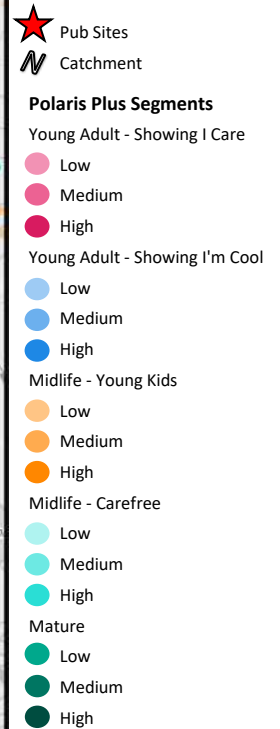
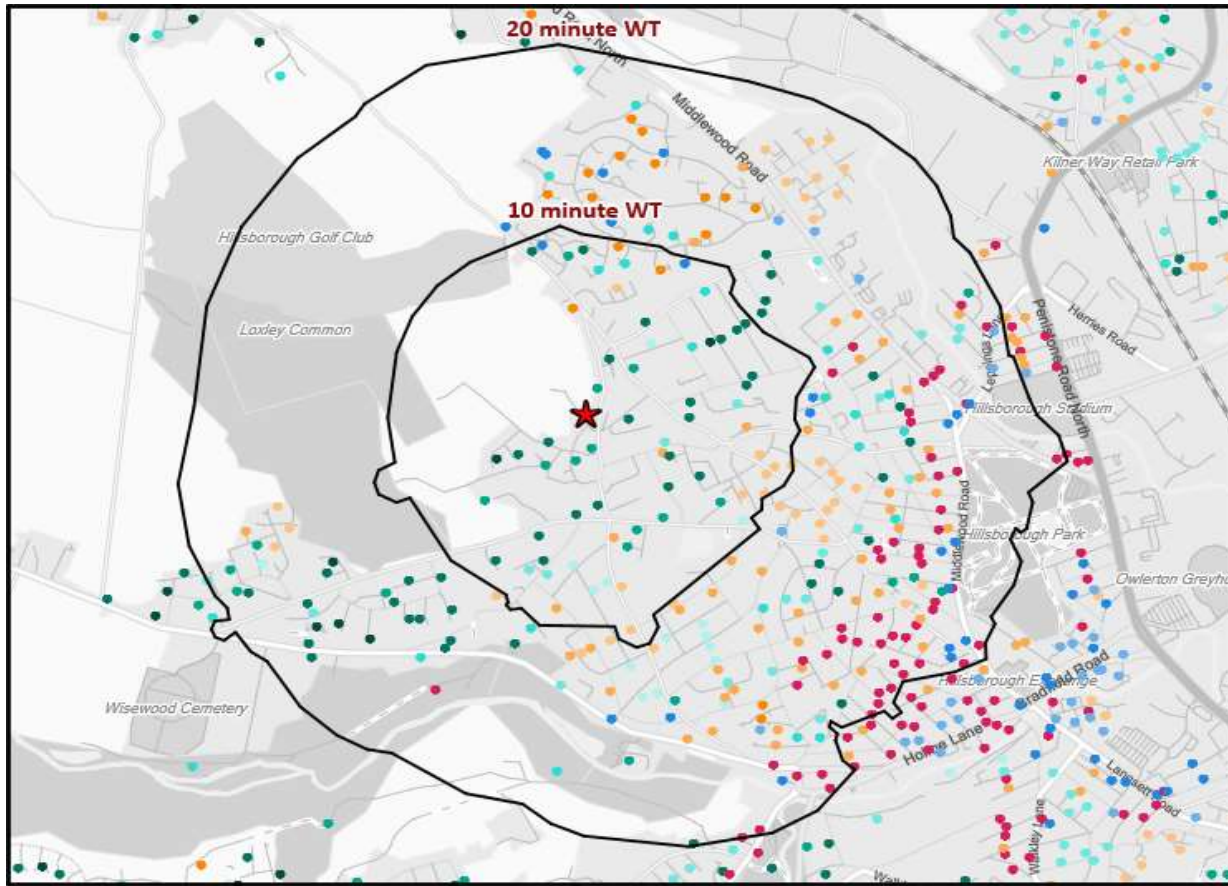
Polaris Summary - Rose & Crown Sheffield



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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	49,073	0	0	390
Medium	0	0	14,714	0	0	360
High	0	2,636	28,306	0	502	280
Young Adult - Showing I'm Cool						
Low	0	0	481	0	0	16
Medium	62	311	7,240	45	54	65
High	97	802	10,793	59	115	80
Midlife - Young Kids						
Low	475	1,764	48,188	115	102	145
Medium	258	2,464	25,135	47	106	56
High	161	841	6,931	81	100	43
Midlife - Carefree						
Low	258	737	18,825	205	139	185
Medium	294	1,208	17,333	118	115	86
High	251	1,062	19,276	62	62	59
Mature						
Low	554	947	12,724	252	102	71
Medium	1,202	2,407	22,383	257	122	59
High	90	358	12,857	26	24	46
Not Private Households	0	55	5,697	0	25	132

Polaris Summary - Rose & Crown Sheffield



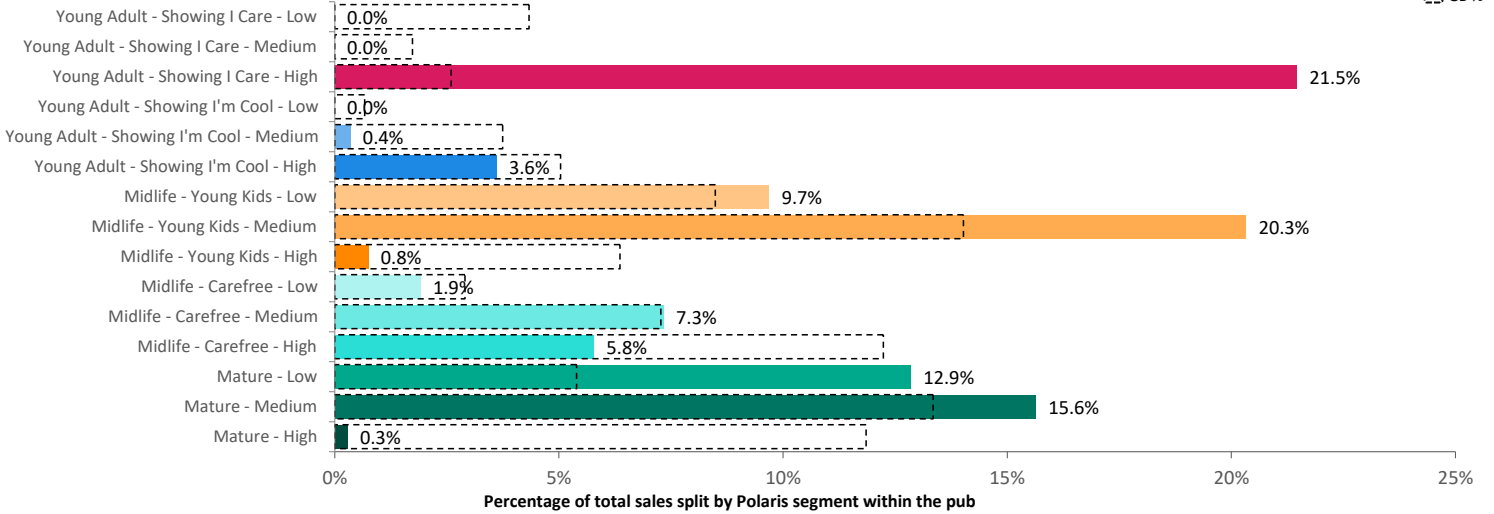
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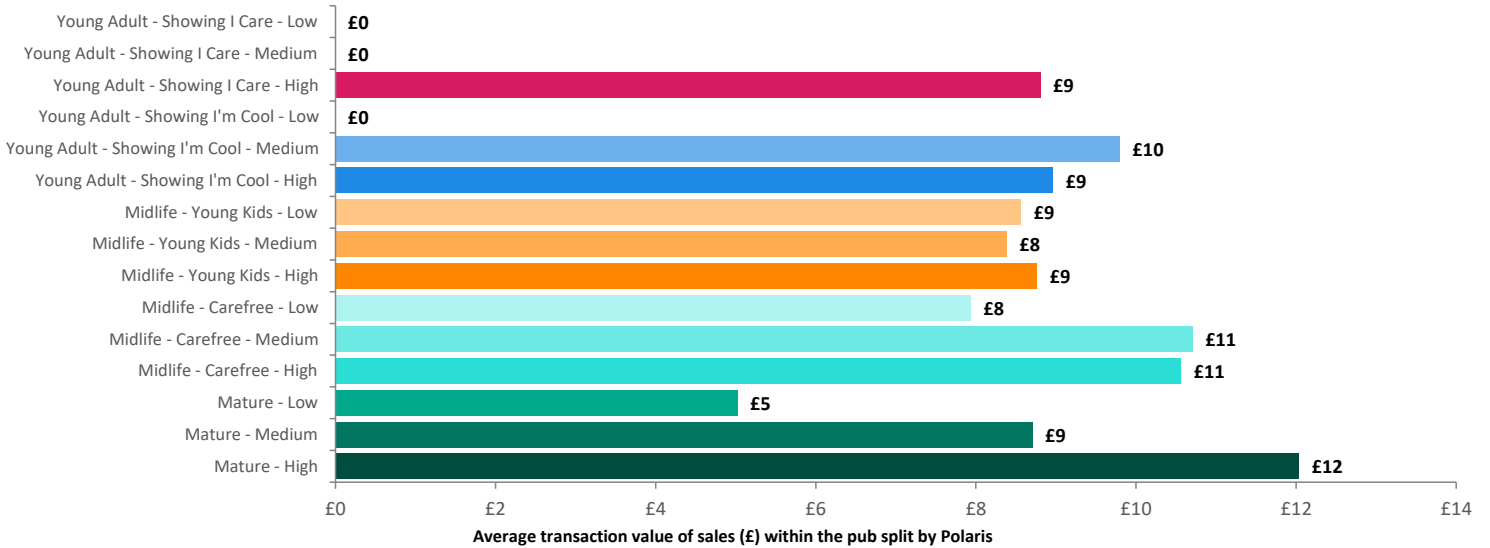
Total 3,702 15,592 299,956

Spend by Polaris

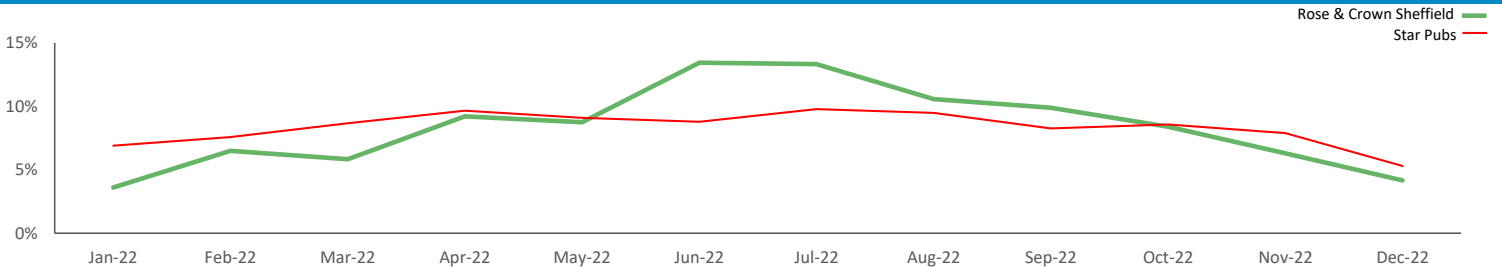
GB %



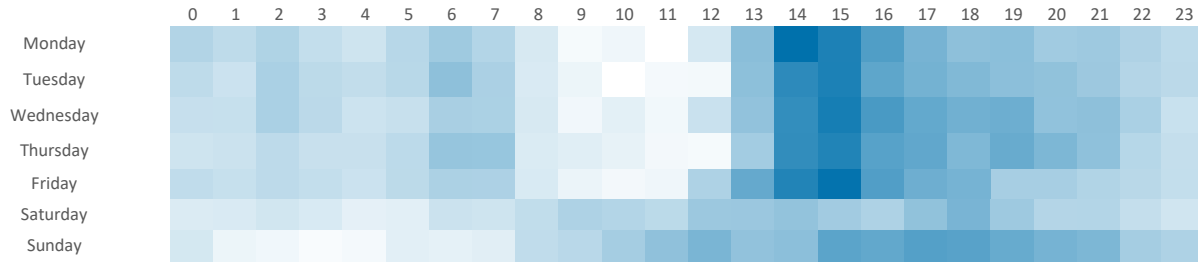
Average Transaction Values (£) by Polaris



Spend by Month

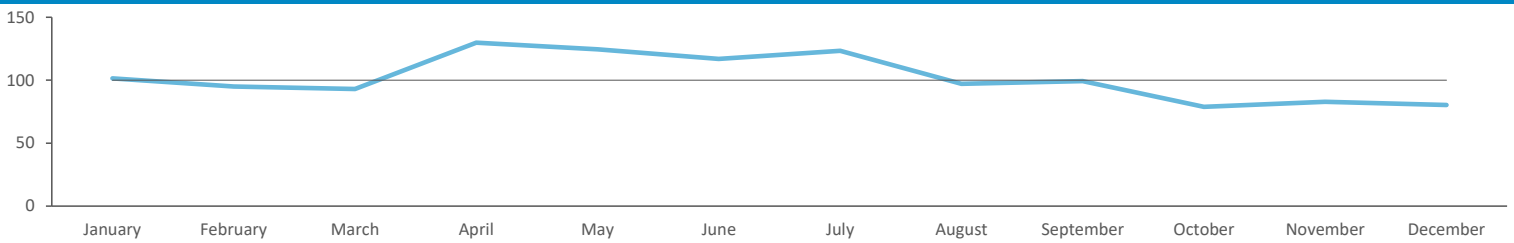


Time of Day/Day of Week



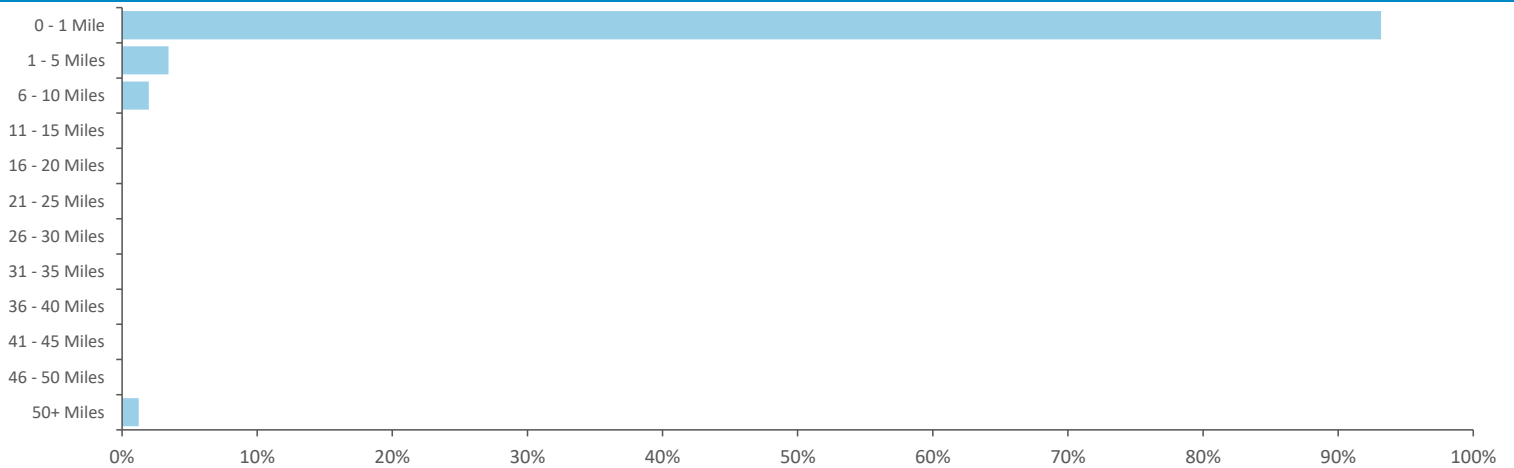
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



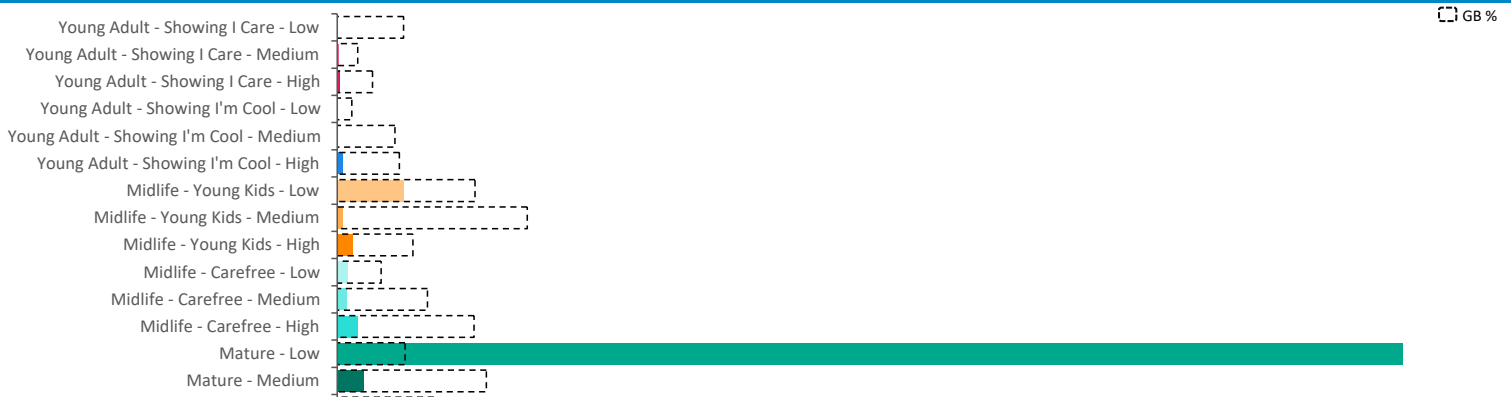
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

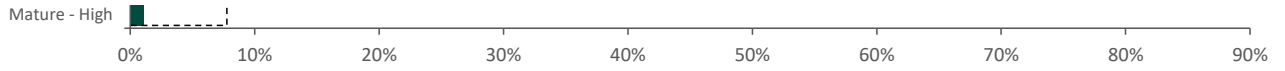


Mobile Data Summary - Rose & Crown Sheffield

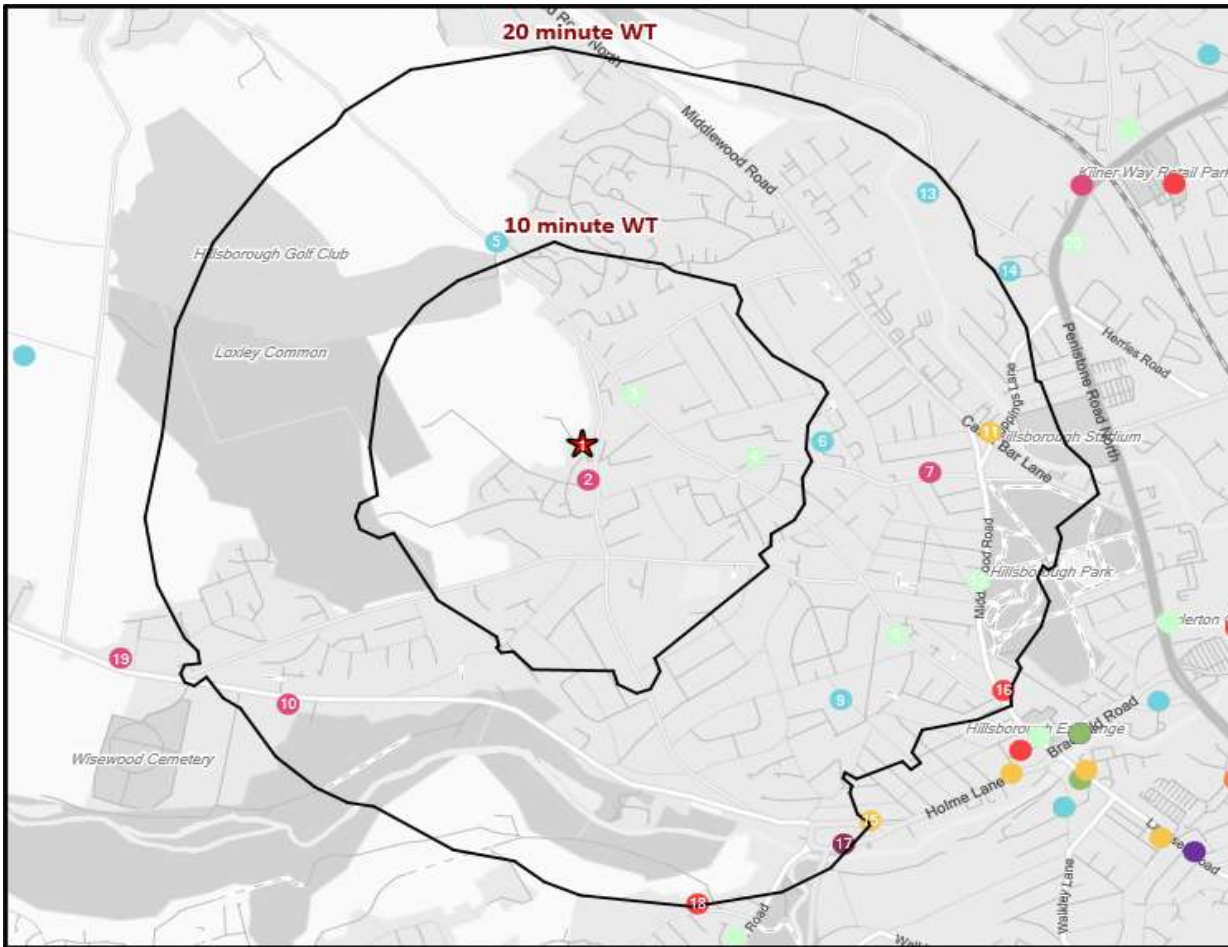


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Time of Day/Day of Week



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	Rose & Crown	S 6 4BN	Star Pubs & Bars	Community Pub	0.0
2	Wadsley Jack	S 6 4BJ	Stonegate Pub Company	Family Pub Dining	0.1
3	Sportsman Inn	S 6 4BB	Stonegate Pub Company	Community Pub	0.1
4	Horse & Jockey	S 6 4EF	Independent Free	Community Pub	0.3
5	Hillsborough Golf Club	S 6 4BE	Independent Free	Clubland	0.4
6	Wadsley House Social Club	S 6 4AL	Independent Free	Clubland	0.4
7	Park	S 6 4EB	Mitchells & Butlers	Family Pub Dining	0.6
8	Castle Inn	S 6 4GR	Stonegate Pub Company	Community Pub	0.7
9	Hillsborough Social Club	S 6 4QQ	Independent Free	Clubland	0.7
10	Wisewood Inn	S 6 6RR	Admiral Taverns Ltd	Family Pub Dining	0.7
11	Riverside Cafe & Bar	S 6 1TA	Independent Free	High Street Pub	0.7
12	Brass Monkey	S 6 4HD	Independent Free	Community Pub	0.7
13	Jubilee Sports & Social Club	S 6 1LZ	Independent Free	Clubland	0.8
14	S Yorkshire Police Sports & Social Club	S 6 1LU	Independent Free	Clubland	0.8
15	Loxley Sports Bar & Grill	S 6 4NG	Star Pubs & Bars	High Street Pub	0.9
16	Hillsborough Sports Arena	S 6 4HA	Independent Free	Large Venue	0.9
17	Malin Bridge Inn	S 6 4JZ	Stonegate Pub Company	Premium Local	0.9
18	Wood Lane Countryside Centre	S 6 5HE	Independent Free	Large Venue	0.9
19	Admiral Rodney	S 6 6RU	Mitchells & Butlers	Family Pub Dining	0.9
20	Railway Hotel	S 6 1LP	Independent Free	Community Pub	1.0