

Catchment Summary - Loxley Sports Bar & Grill Sheffield

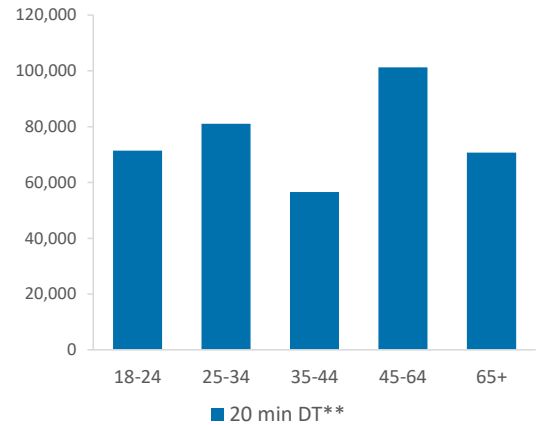
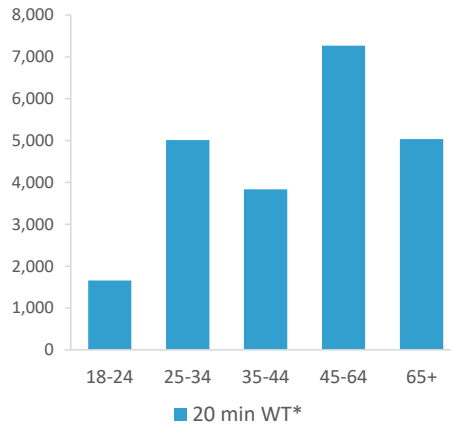
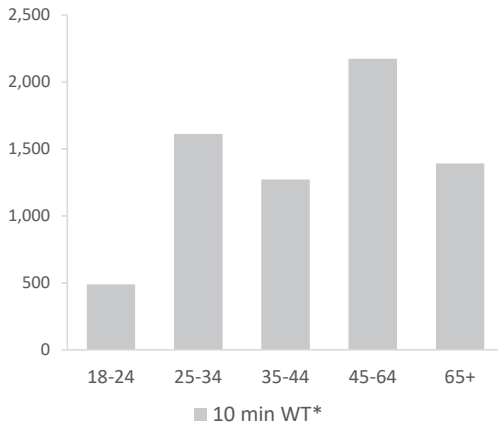


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■ Over GB Average
■ Around GB Average
■ Under GB Average

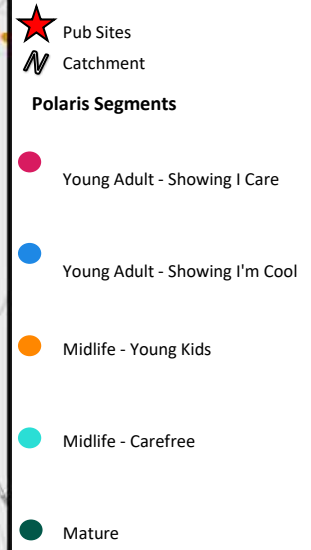
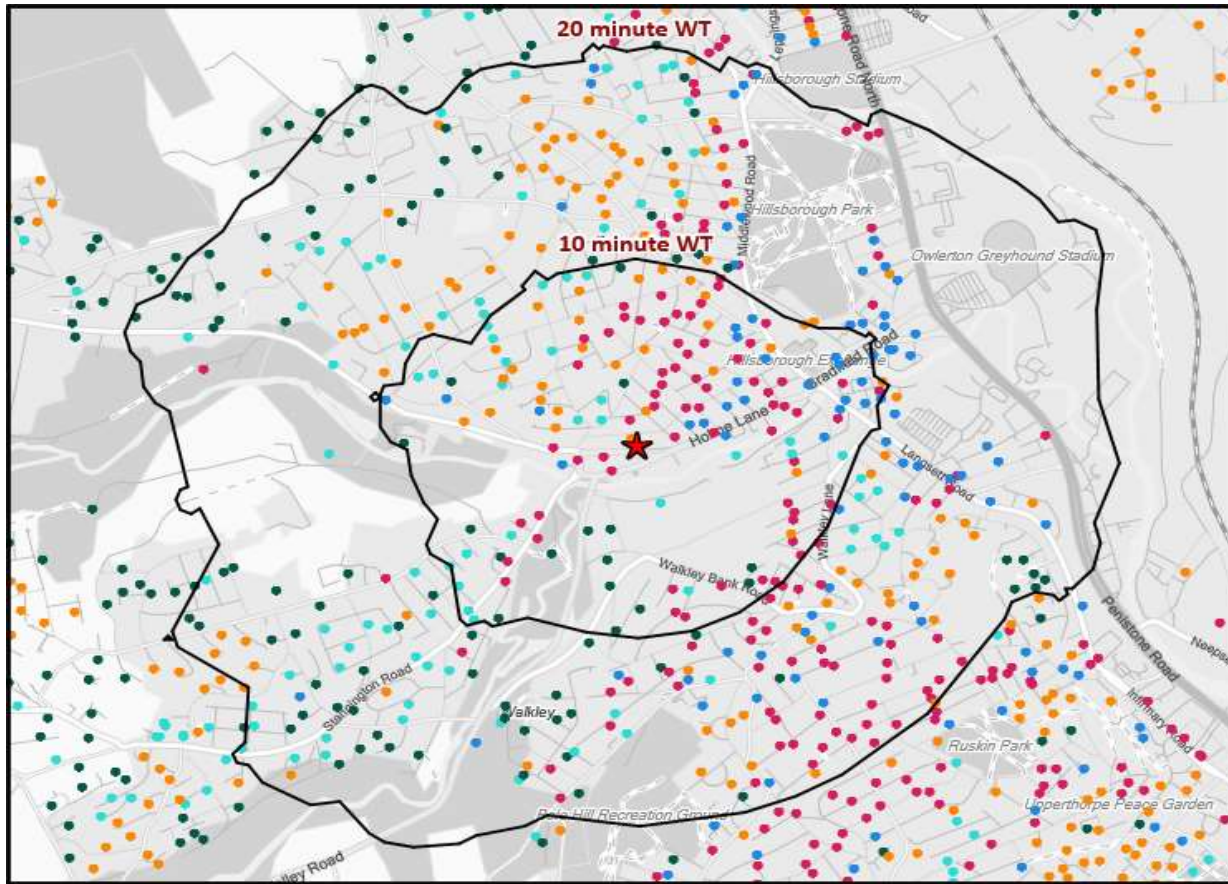
*WT= Walktime, **DT= Drivetime

	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	8,517	27,826	476,724	161	191	126	
Population & Adults 18+ index is based on all pubs							
Adults 18+	6,939	22,814	381,031	159	128	128	
Competition Pubs	12	29	453	80	91	125	
Adults 18+ per Competition Pub	578	787	841	70	95	102	
% Adults Likely to Drink	84.3%	83.3%	81.2%	102	101	98	
Affluence	Low	8.4%	17.3%	40.5%	33	67	158
	Medium	43.6%	41.5%	29.8%	111	105	76
	High	48.1%	41.0%	28.1%	143	122	84
*Affluence does not include Not Private Households							
Age Profile	18-24	488	1,658	71,373	71	73	185
	25-34	1,613	5,013	81,069	143	136	128
	35-44	1,273	3,838	56,599	116	107	92
	45-64	2,174	7,268	101,261	100	102	83
	65+	1,391	5,037	70,729	85	95	78



	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	4,164 (49%)	13,596 (49%)	239,892 (50%)	99	99	102	
Female	4,353 (51%)	14,230 (51%)	236,832 (50%)	101	101	98	
Economic Status (16-74)	Employed: Full-time	3,132 (49%)	9,579 (46%)	126,173 (35%)	118	111	85
	Employed: Part-time	917 (14%)	3,023 (15%)	43,903 (12%)	110	112	95
	Self employed	545 (9%)	1,661 (8%)	25,992 (7%)	89	84	76
	Unemployed	140 (2%)	459 (2%)	9,482 (3%)	92	93	112
	Retired	820 (13%)	2,955 (14%)	41,345 (12%)	93	103	84
	Other	835 (13%)	3,079 (15%)	109,820 (31%)	66	75	156
Total Worker Count	5,846	11,416	217,401				

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

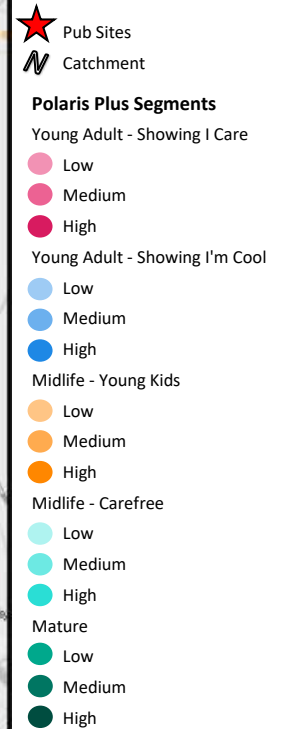
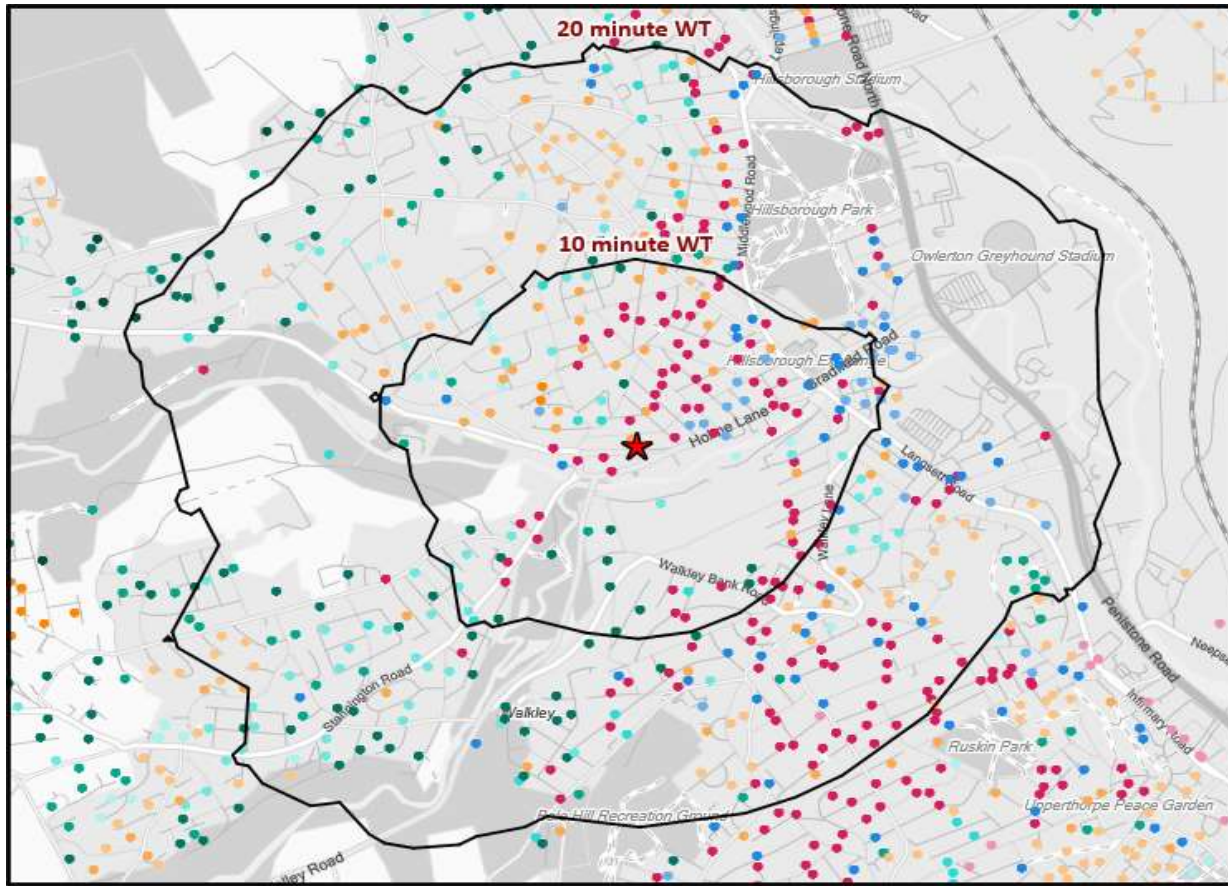
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	2,928	7,096	102,804	473	349	302
Young Adult - Showing I'm Cool	688	2,558	24,873	108	122	71
Midlife - Young Kids	1,274	5,234	106,982	58	73	89
Midlife - Carefree	1,115	3,956	76,708	76	82	96
Mature	934	3,915	63,609	48	61	60
Not Private Households	0	55	6,055	0	17	111
Total	6,939	22,814	381,031			

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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	12	49,533	0	1	310
Medium	0	0	14,714	0	0	283
High	2,928	7,084	38,557	1,253	922	300
Young Adult - Showing I'm Cool						
Low	0	0	481	0	0	12
Medium	438	1,253	9,734	171	149	69
High	250	1,305	14,658	80	128	86
Midlife - Young Kids						
Low	74	1,932	63,957	10	76	151
Medium	1,129	3,231	34,864	109	95	61
High	71	71	8,161	19	6	40
Midlife - Carefree						
Low	375	880	23,837	159	113	184
Medium	654	2,216	26,486	140	145	103
High	86	860	26,385	11	35	63
Mature						
Low	131	1,114	16,469	32	82	73
Medium	803	2,761	27,935	91	96	58
High	0	40	19,205	0	2	54
Not Private Households	0	55	6,055	0	17	111

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Total

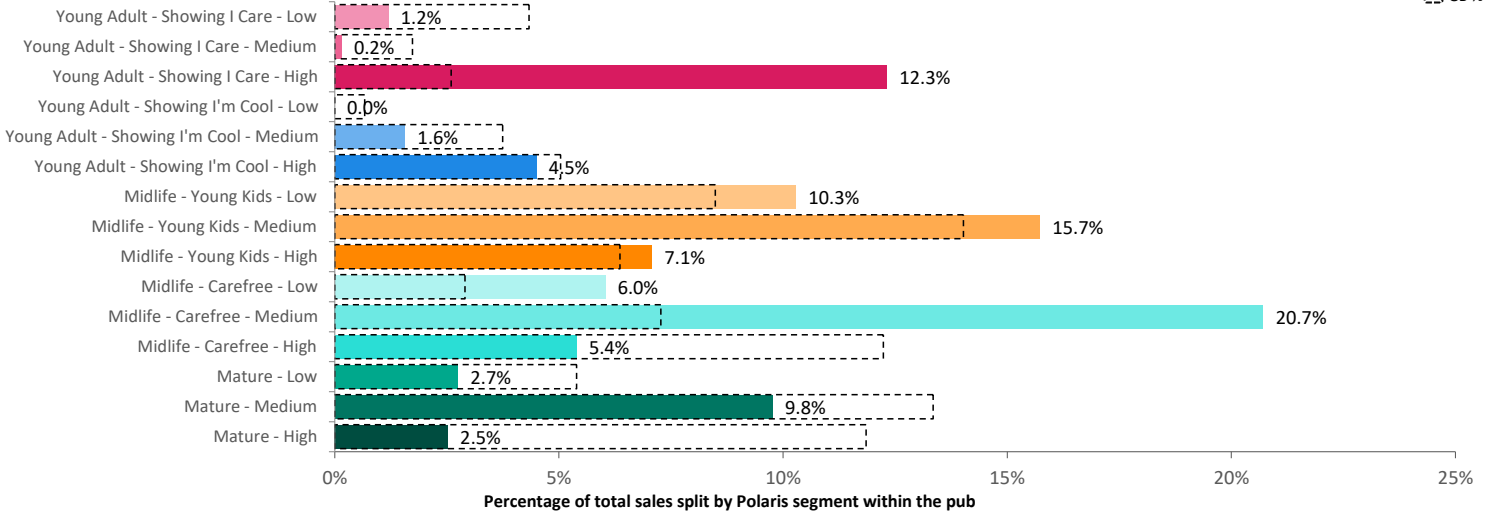
6,939

22,814

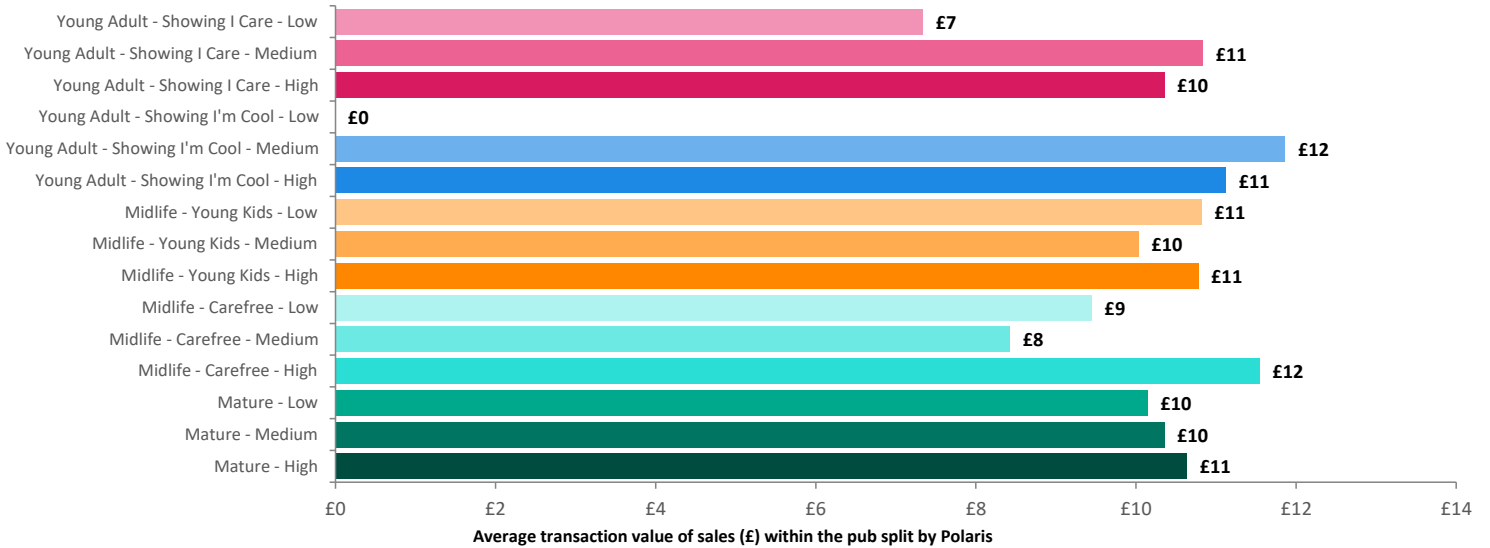
381,031

Spend by Polaris

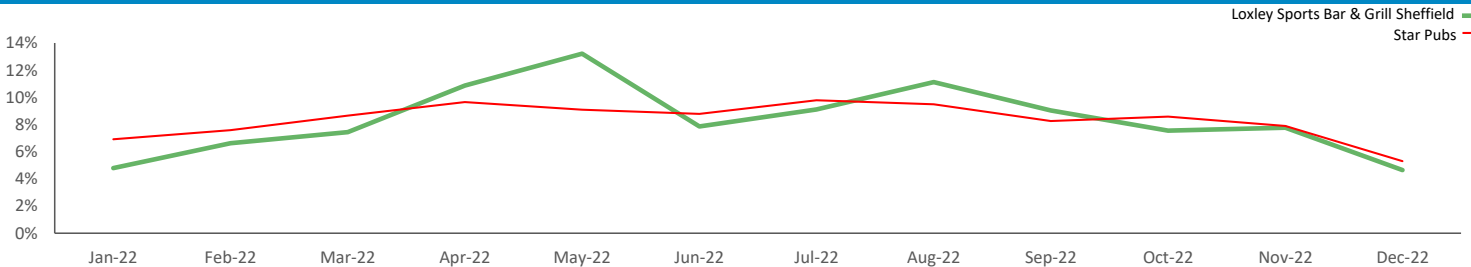
GB %



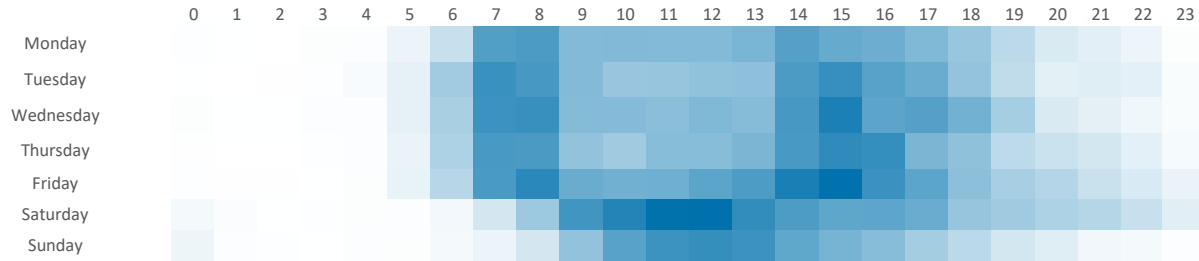
Average Transaction Values (£) by Polaris



Spend by Month

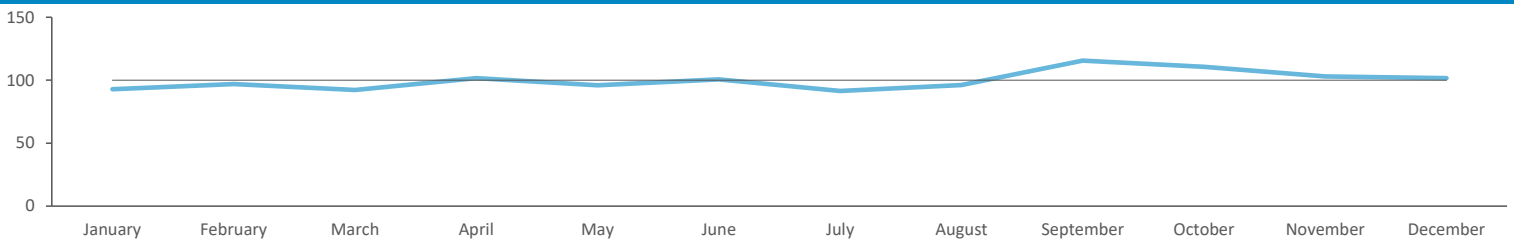


Time of Day/Day of Week



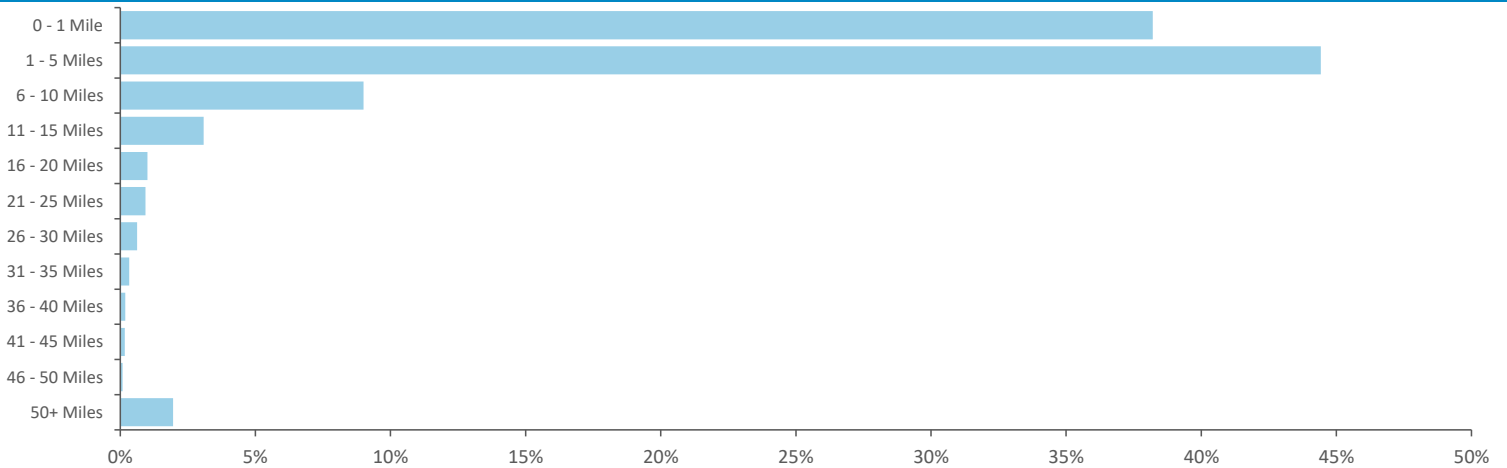
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



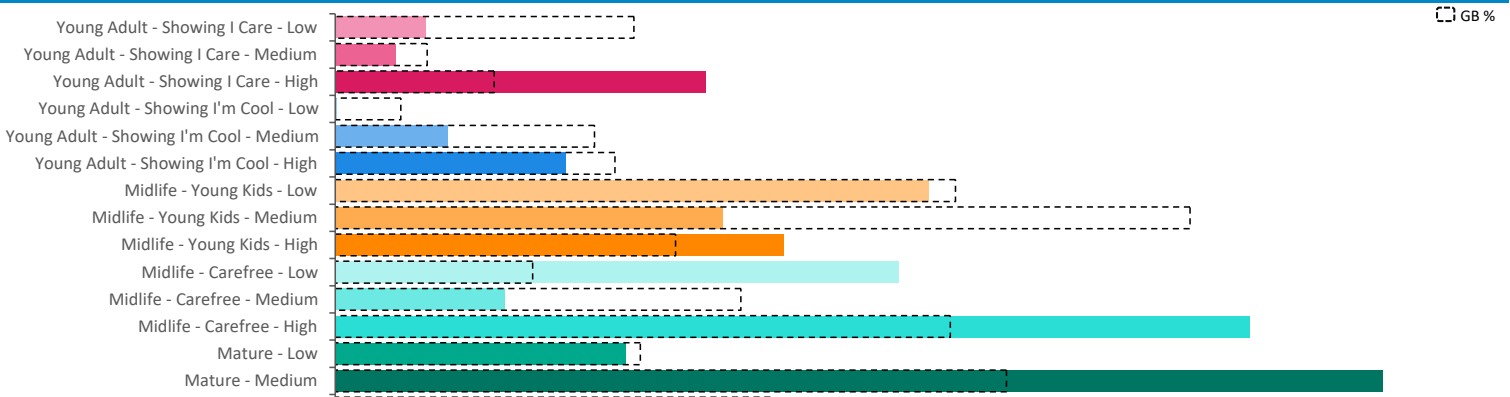
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

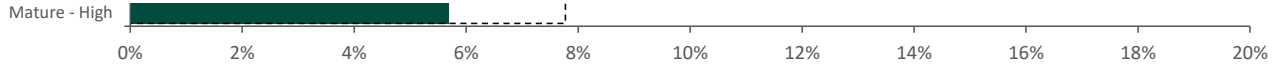


Mobile Data Summary - Loxley Sports Bar & Grill Sheffield

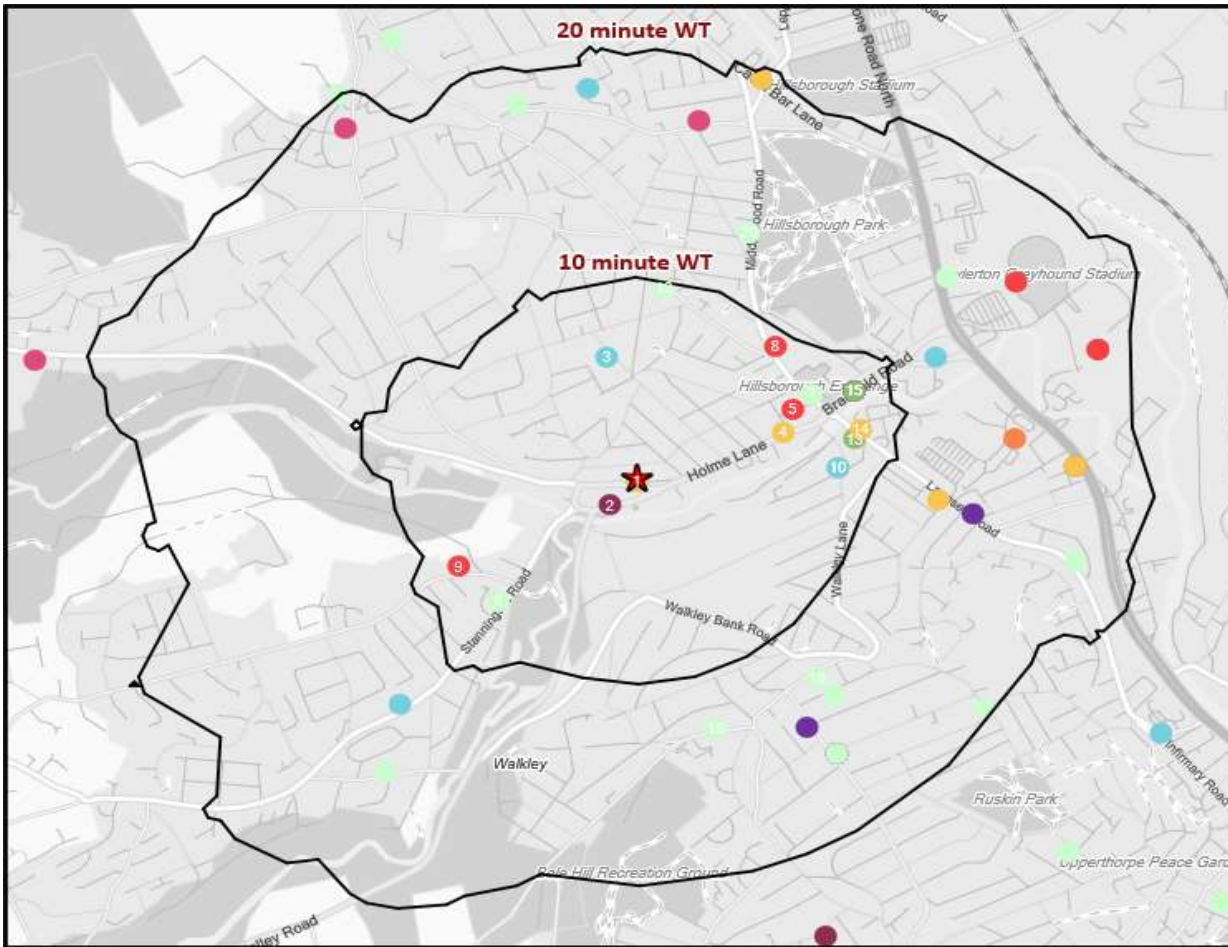


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Time of Day/Day of Week



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	Loxley Sports Bar & Grill	S 6 4NG	Star Pubs & Bars	High Street Pub	0.0
2	Malin Bridge Inn	S 6 4JZ	Stonegate Pub Company	Premium Local	0.1
3	Hillsborough Social Club	S 6 4QQ	Independent Free	Clubland	0.2
4	Sports Shack	S 6 4JQ	Independent Free	High Street Pub	0.3
5	Sheffield Wednesday Football Club	S 6 4JL	Independent Free	Large Venue	0.3
6	Anvil	S 6 5FN	Stonegate Pub Company	Community Pub	0.3
7	Northern Monkey	S 6 4GY	Independent Free	Community Pub	0.3
8	Hillsborough Sports Arena	S 6 4HA	Independent Free	Large Venue	0.3
9	Wood Lane Countryside Centre	S 6 5HE	Independent Free	Large Venue	0.3
10	Riverside	S 6 2PB	Stonegate Pub Company	High Street Pub	0.3
10	La Plata Social Club	S 6 2PB	Independent Free	Clubland	0.3
12	Castle Inn	S 6 4GR	Stonegate Pub Company	Community Pub	0.4
13	Rawson Spring	S 6 2LN	Wetherspoons GB	Circuit Bar	0.4
14	Hillsborough Tap	S 6 2LX	Independent Free	High Street Pub	0.4
15	Taste Of India Restaurant	S 6 2BY	Independent Free	Restaurants	0.4
15	Sette Colli Restaurant	S 6 2BY	Independent Free	Restaurants	0.4
15	Shakey	S 6 2BY	Greene King	Circuit Bar	0.4
18	Florist	S 6 2XN	*Other Small Retail Groups	Community Pub	0.5
19	Walkley Cottage Inn	S 6 5DD	Star Pubs & Bars	Community Pub	0.5
20	Brass Monkey	S 6 4HD	Independent Free	Community Pub	0.5