

Catchment Summary - Walkley Cottage Inn Walkley



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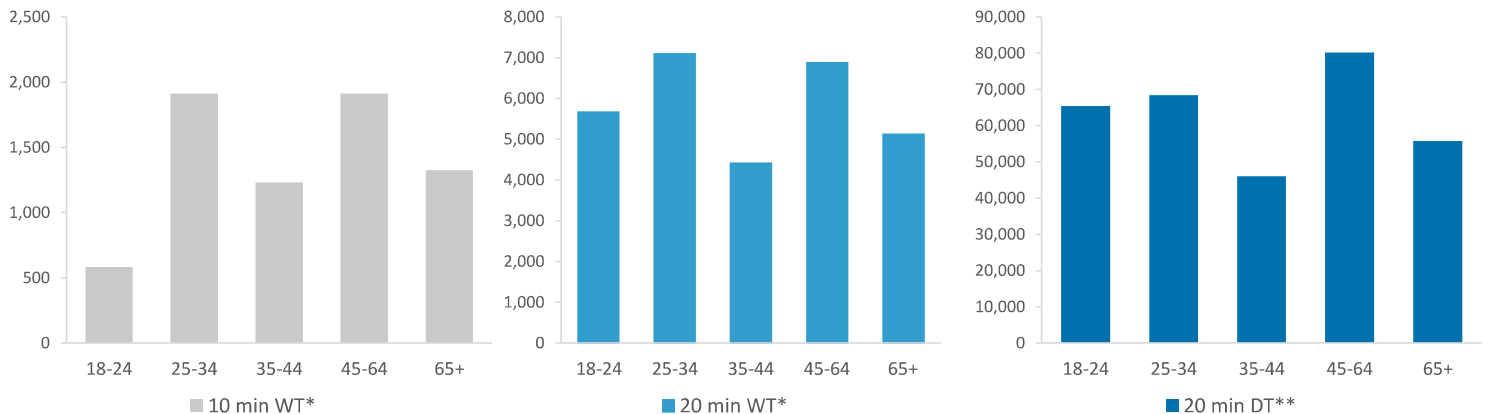
	Over GB Average
	Around GB Average
	Under GB Average

*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	8,204	34,469	391,829	155	237	103	
Adults 18+	6,965	29,236	315,778	160	163	106	
Competition Pubs	4	32	369	27	100	102	
Adults 18+ per Competition Pub	1,741	914	856	211	111	104	
% Adults Likely to Drink	84.7%	85.1%	81.3%	103	103	99	
Affluence	Low	6.8%	14.6%	41.8%	26	57	163
	Medium	26.2%	39.9%	27.3%	67	101	69
	High	67.0%	45.0%	29.0%	200	134	87
Age Profile	18-24	582	5,676	65,388	87	203	206
	25-34	1,913	7,104	68,434	175	155	131
	35-44	1,232	4,432	45,999	117	100	91
	45-64	1,912	6,887	80,199	91	78	80
	65+	1,326	5,137	55,758	85	78	74

Population & Adults 18+ index is based on all pubs

*Affluence does not include Not Private Households



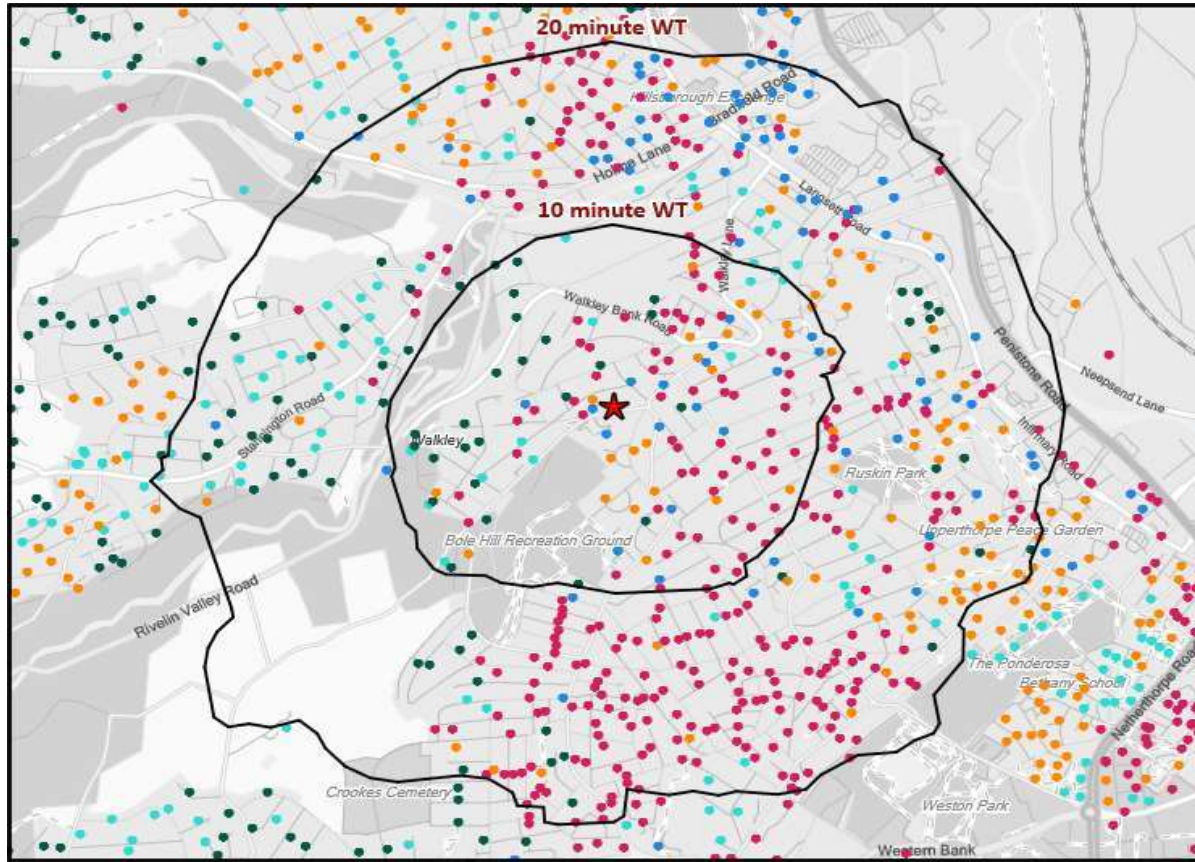
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	4,102 (50%)	17,322 (50%)	198,708 (51%)	101	102	103
	Female	4,102 (50%)	17,147 (50%)	193,121 (49%)	99	98	98
Economic Status (16-74)	Employed: Full-time	3,066 (47%)	10,545 (39%)	103,097 (35%)	114	93	84
	Employed: Part-time	811 (13%)	2,990 (11%)	34,746 (12%)	97	85	90
	Self employed	550 (9%)	1,996 (7%)	21,392 (7%)	89	77	75
	Unemployed	119 (2%)	510 (2%)	7,623 (3%)	78	79	108
	Retired	789 (12%)	2,878 (11%)	32,300 (11%)	89	77	79
	Other	1,120 (17%)	8,309 (31%)	97,652 (33%)	88	155	167
Total Worker Count	934	9,497	172,652				

See the Glossary page for further information on the above variables

Polaris Summary - Walkley Cottage Inn Walkley



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- ★ 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	3,714	16,050	98,216	598	615	349
Young Adult - Showing I'm Cool	858	2,752	21,532	134	102	74
Midlife - Young Kids	792	4,128	81,915	36	45	83
Midlife - Carefree	442	3,024	57,466	30	49	86
Mature	1,159	3,126	50,868	59	38	58
<i>Not Private Households</i>	0	156	5,781	0	37	127
Total	6,965	29,236	315,778			

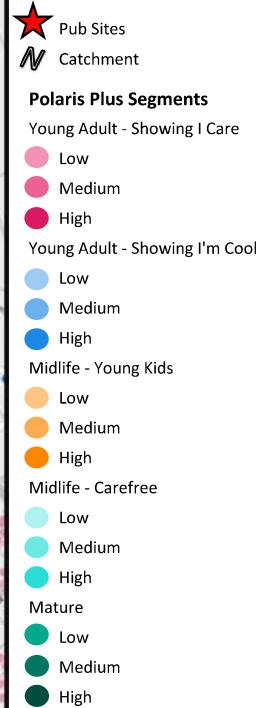
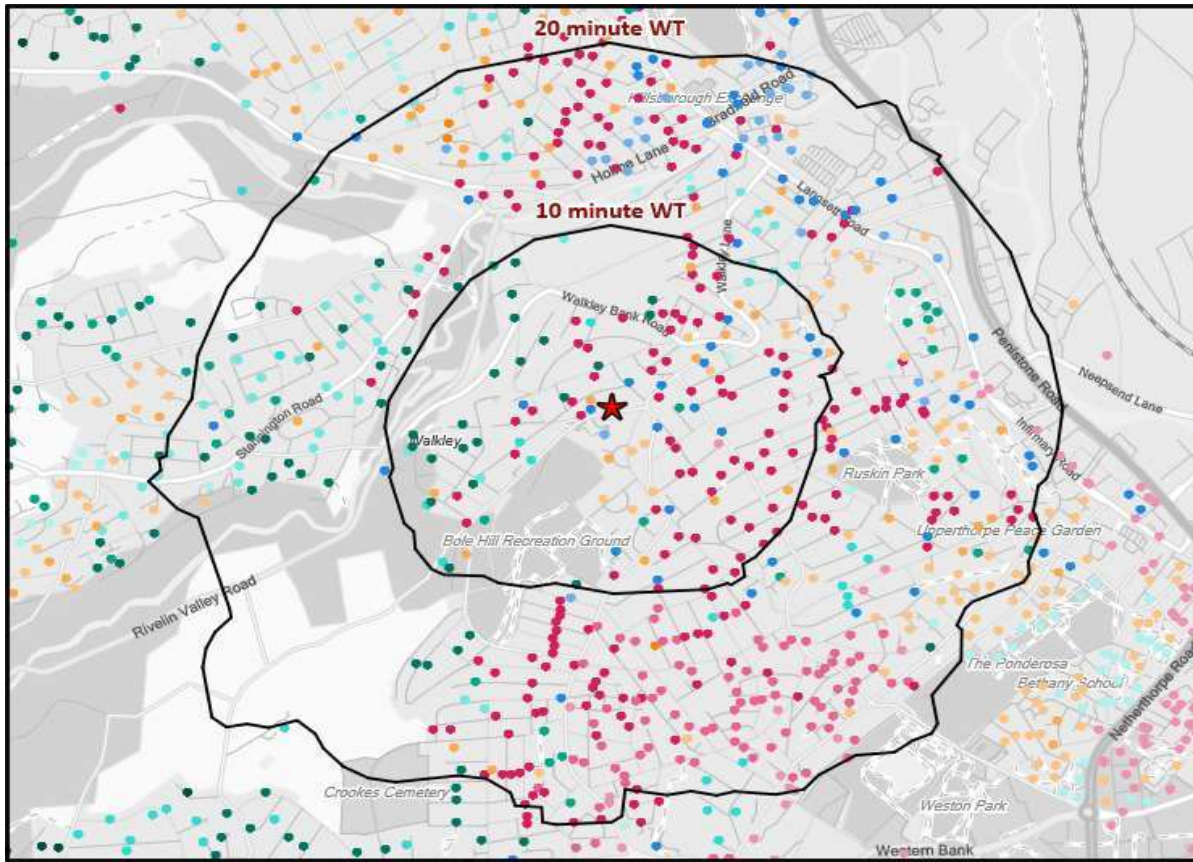
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★ Pub Sites



Polaris Plus Profile by Catchment

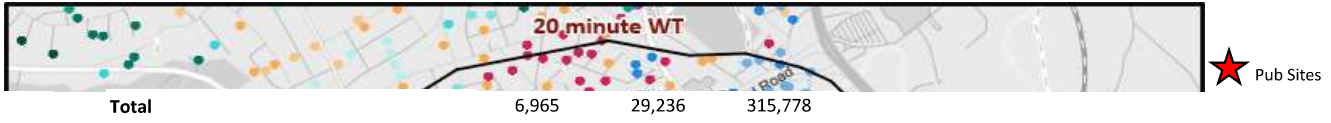
*WT= Walktime, **DT= Drivetime

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	12	592	49,533	4	48	374
Medium	0	5,064	14,714	0	1,271	342
High	3,702	10,394	33,969	1,578	1,056	319
Young Adult - Showing I'm Cool						
Low	0	0	481	0	0	15
Medium	61	1,028	7,987	24	95	68
High	797	1,724	13,064	256	132	92
Midlife - Young Kids						
Low	252	2,069	51,348	33	64	146
Medium	540	1,923	25,190	52	44	53
High	0	136	5,377	0	9	32
Midlife - Carefree						
Low	10	472	18,028	4	47	168
Medium	266	1,652	16,468	57	84	78
High	166	900	22,970	22	28	67
Mature						
Low	199	1,142	12,626	48	66	67
Medium	960	1,984	21,911	109	54	55
High	0	0	16,331	0	0	55
Not Private Households	0	156	5,781	0	37	127

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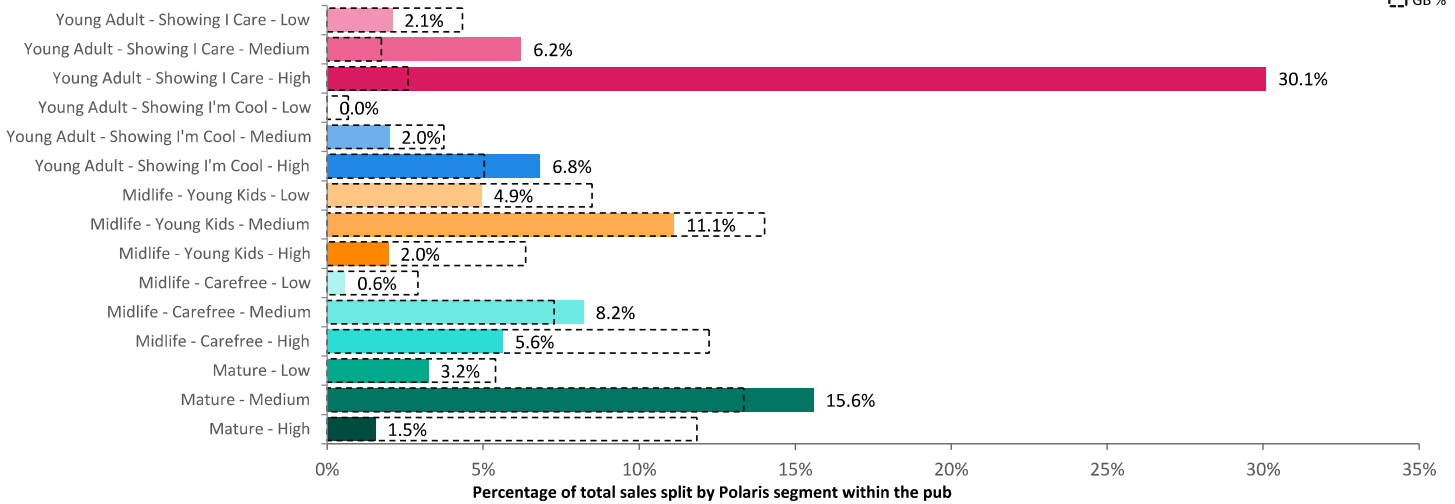


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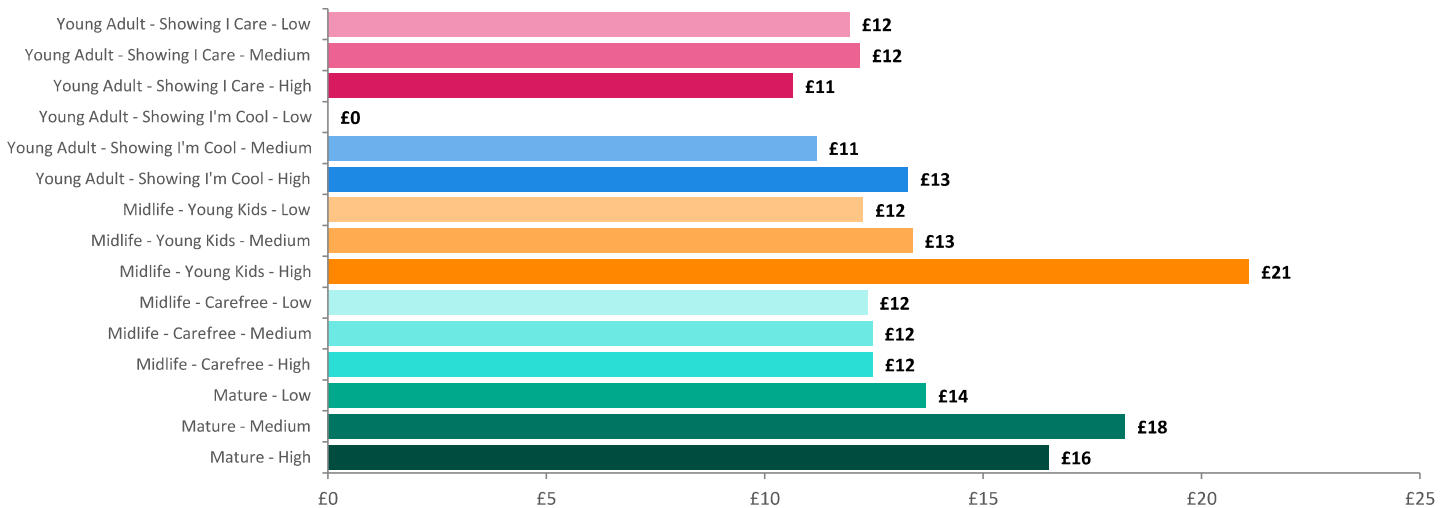
Spend by Polaris

GB %



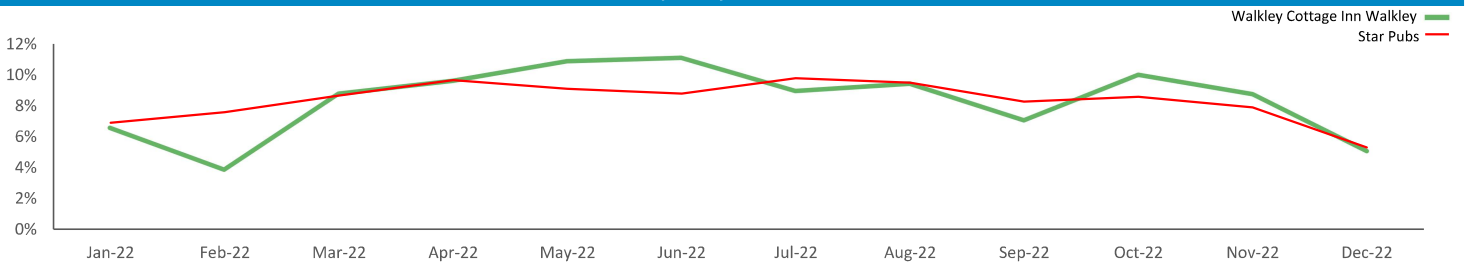
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

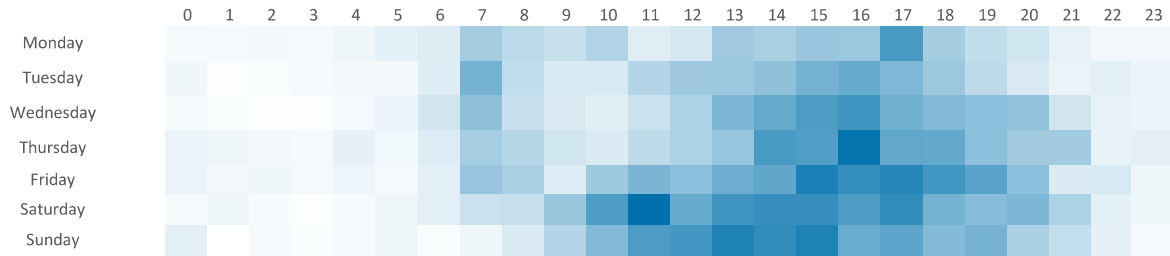


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

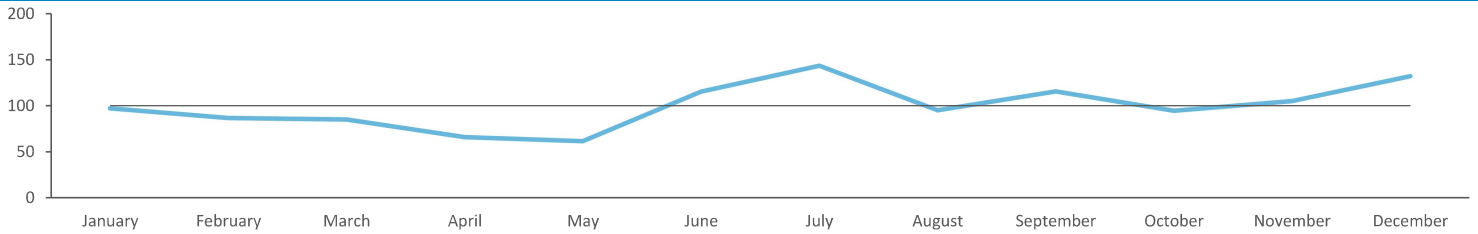


Time of Day/Day of Week



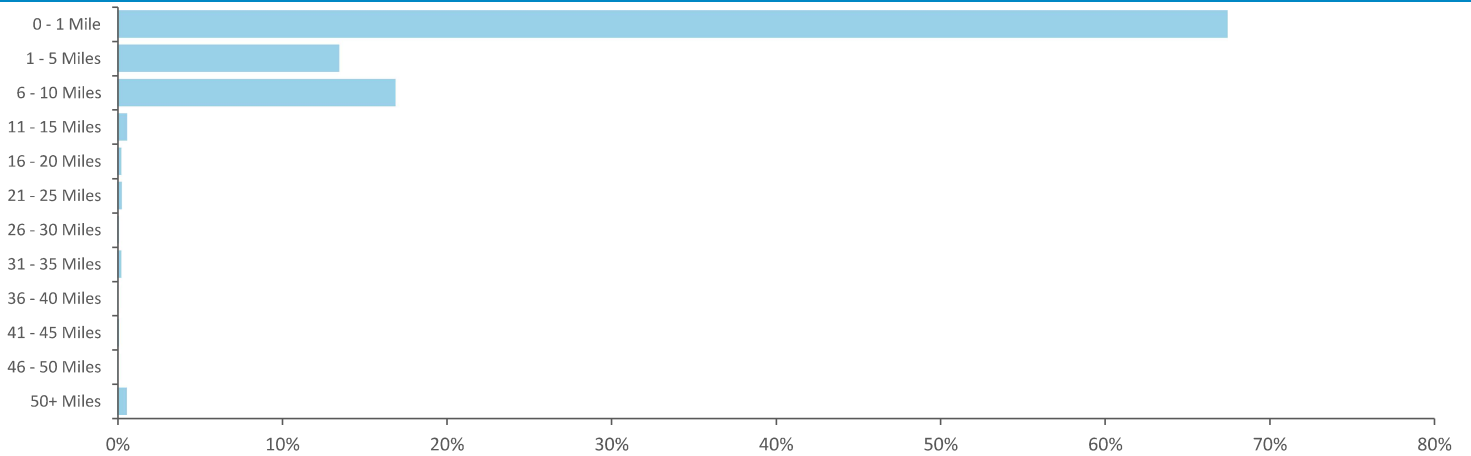
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



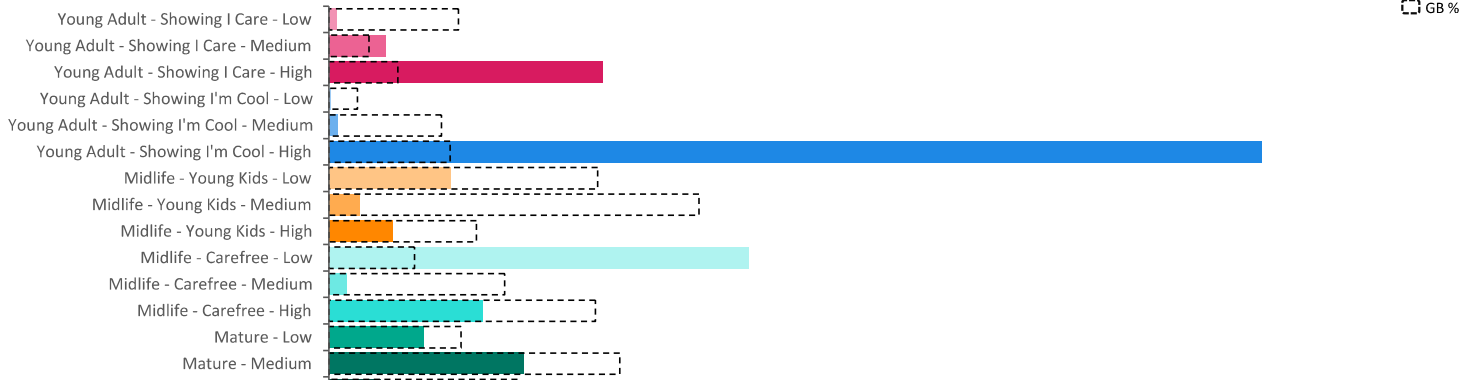
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

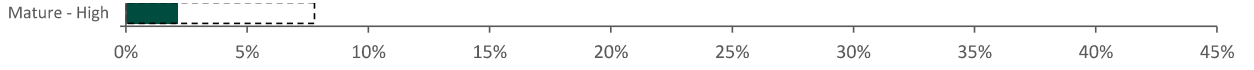


Mobile Data Summary - Walkley Cottage Inn Walkley

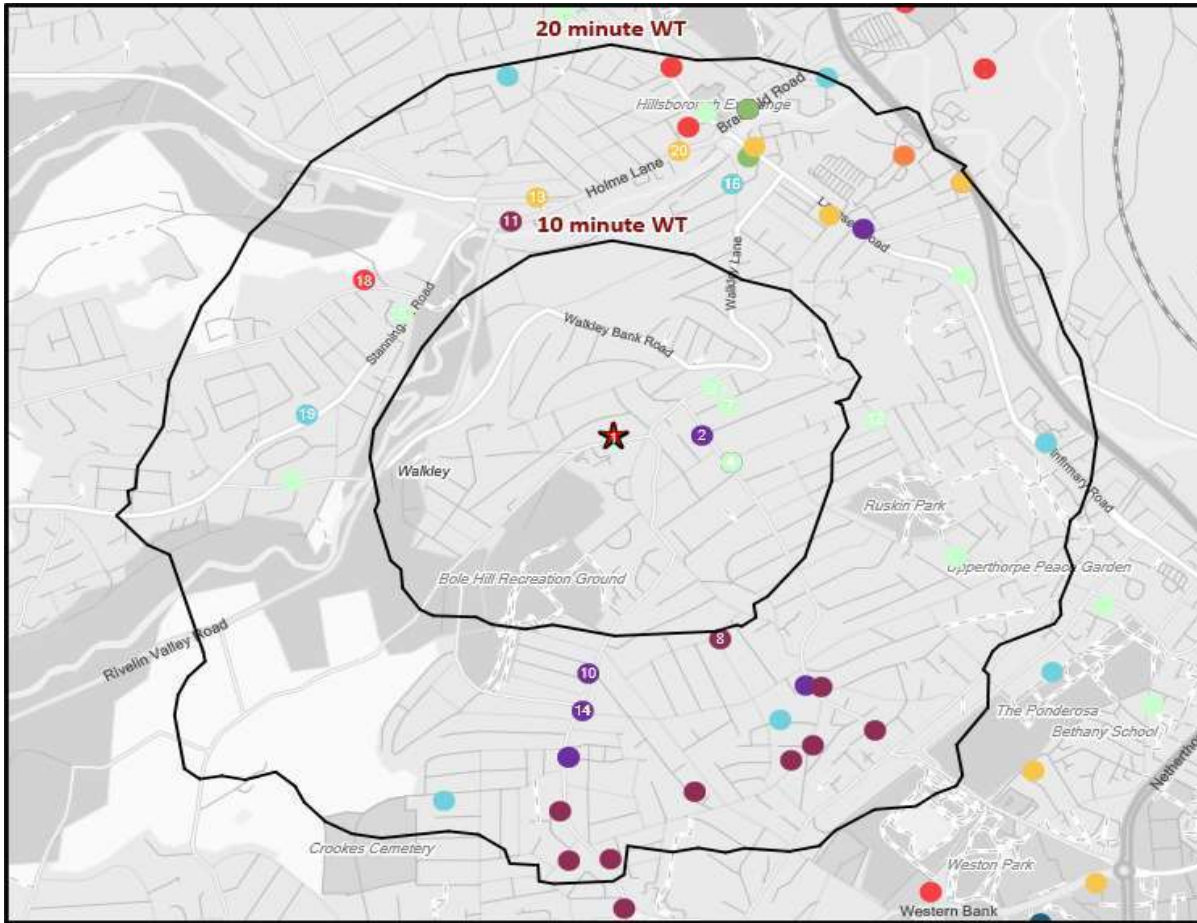


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Time of Day/Day of Week



Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door



- Pub Sites
- 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	Walkley Cottage Inn	S 6 5DD	Star Pubs & Bars	Community Pub	0.0
2	Leos Italian Express	S 6 3TD	Independent Free	Restaurants	0.2
3	Florist	S 6 2XN	*Other Small Retail Groups	Community Pub	0.2
3	Rowsha	S 6 3TE	Independent Free	Restaurants	0.2
4	Vitos	S 6 3TE	Independent Free	Restaurants	0.2
4	Rose House	S 6 3TE	Stonegate Pub Company	Community Pub	0.2
7	Palm Tree Tavern	S 6 2XF	Punch Pub Company	Community Pub	0.2
8	Princess Royal	S 10 1NW	Stonegate Pub Company	Premium Local	0.4
9	Anvil	S 6 5FN	Stonegate Pub Company	Community Pub	0.4
10	San Lorenzo	S 10 1QU	Independent Free	Restaurants	0.4
11	Malin Bridge Inn	S 6 4JZ	Stonegate Pub Company	Premium Local	0.5
12	Blind Monkey	S 6 2WA	Punch Pub Company	Community Pub	0.5
13	Loxley Sports Bar & Grill	S 6 4NG	Star Pubs & Bars	High Street Pub	0.5
14	Punch Bowl	S 10 1TH	Greene King	GPGF	0.5
14	Zara's Restaurant	S 10 1TH	Independent Free	Restaurants	0.5
16	Riverside	S 6 2PB	Stonegate Pub Company	High Street Pub	0.5
16	La Plata Social Club	S 6 2PB	Independent Free	Clubland	0.5
18	Wood Lane Countryside Centre	S 6 5HE	Independent Free	Large Venue	0.5
19	Malin Bridge Sports	S 6 5FR	Independent Free	Clubland	0.5
20	Sports Shack	S 6 4JQ	Independent Free	High Street Pub	0.6