

Catchment Summary - Study Room Lancaster

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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

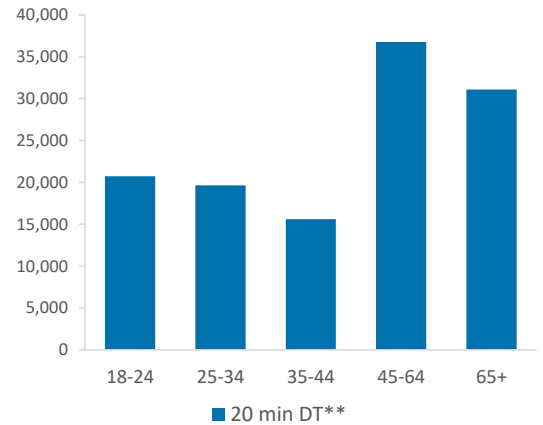
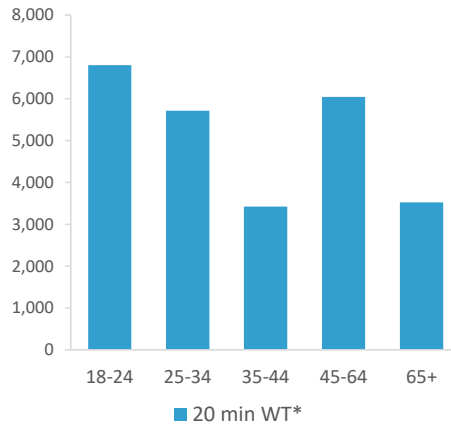
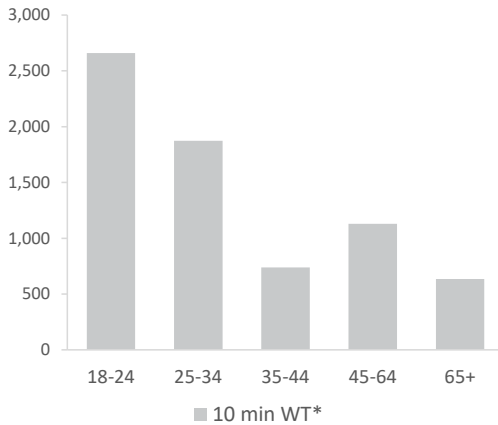
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	7,889	30,776	152,890	149	211	40
Adults 18+	7,037	25,509	123,875	162	143	41
Competition Pubs	40	52	170	267	163	47
Adults 18+ per Competition Pub	176	491	729	21	59	88
% Adults Likely to Drink	81.1%	82.6%	83.0%	98	100	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	36.9%	26.7%	24.5%	144	104	96
	Medium	17.8%	31.6%	43.7%	45	80	111
	High	41.9%	39.7%	29.9%	125	118	89

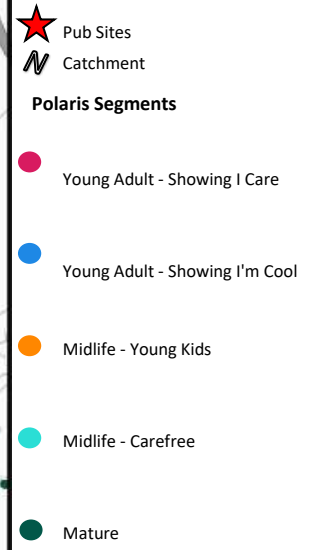
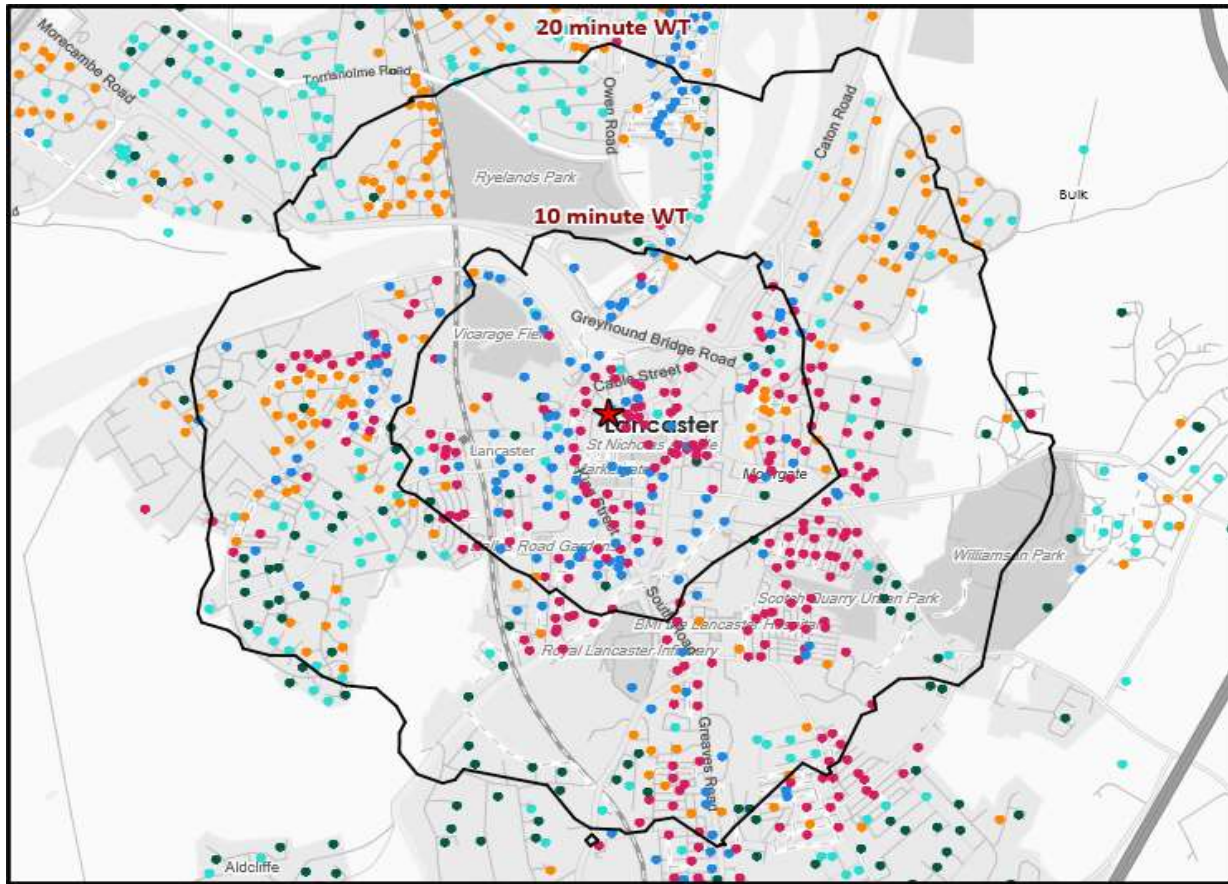
*Affluence does not include Not Private Households

Age Profile	18-24	2,660	6,801	20,747	416	273	167
	25-34	1,874	5,713	19,645	179	140	97
	35-44	739	3,426	15,604	73	86	79
	45-64	1,130	6,044	36,778	56	77	94
	65+	634	3,525	31,101	42	60	106



	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	4,310 (55%)	15,937 (52%)	75,964 (50%)	110	105	100
	Female	3,579 (45%)	14,839 (48%)	76,926 (50%)	90	95	100
Economic Status (16-74)							
	Employed: Full-time	2,362 (35%)	9,106 (37%)	40,590 (36%)	83	89	87
	Employed: Part-time	571 (8%)	2,887 (12%)	15,043 (13%)	64	91	104
	Self employed	482 (7%)	1,694 (7%)	9,744 (9%)	74	72	91
	Unemployed	98 (1%)	448 (2%)	1,801 (2%)	61	77	68
	Retired	442 (6%)	2,166 (9%)	16,814 (15%)	47	64	109
	Other	2,871 (42%)	8,199 (33%)	27,668 (25%)	213	170	126
Total Worker Count		8,323	15,025	71,696			

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	3,480	10,319	18,222	554	453	165
Young Adult - Showing I'm Cool	2,618	5,150	12,976	404	219	114
Midlife - Young Kids	239	4,607	20,839	11	57	54
Midlife - Carefree	136	2,959	24,830	9	55	95
Mature	323	1,970	44,708	16	28	129
Not Private Households	241	504	2,300	238	137	129
Total	7,037	25,509	123,875			

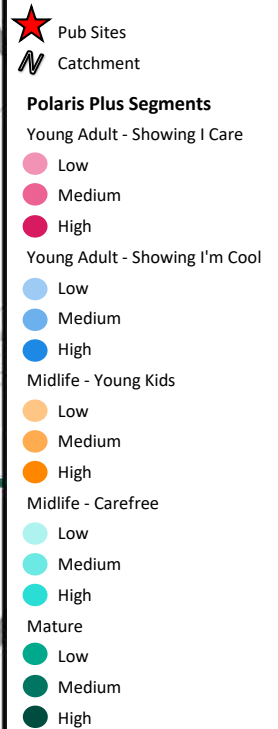
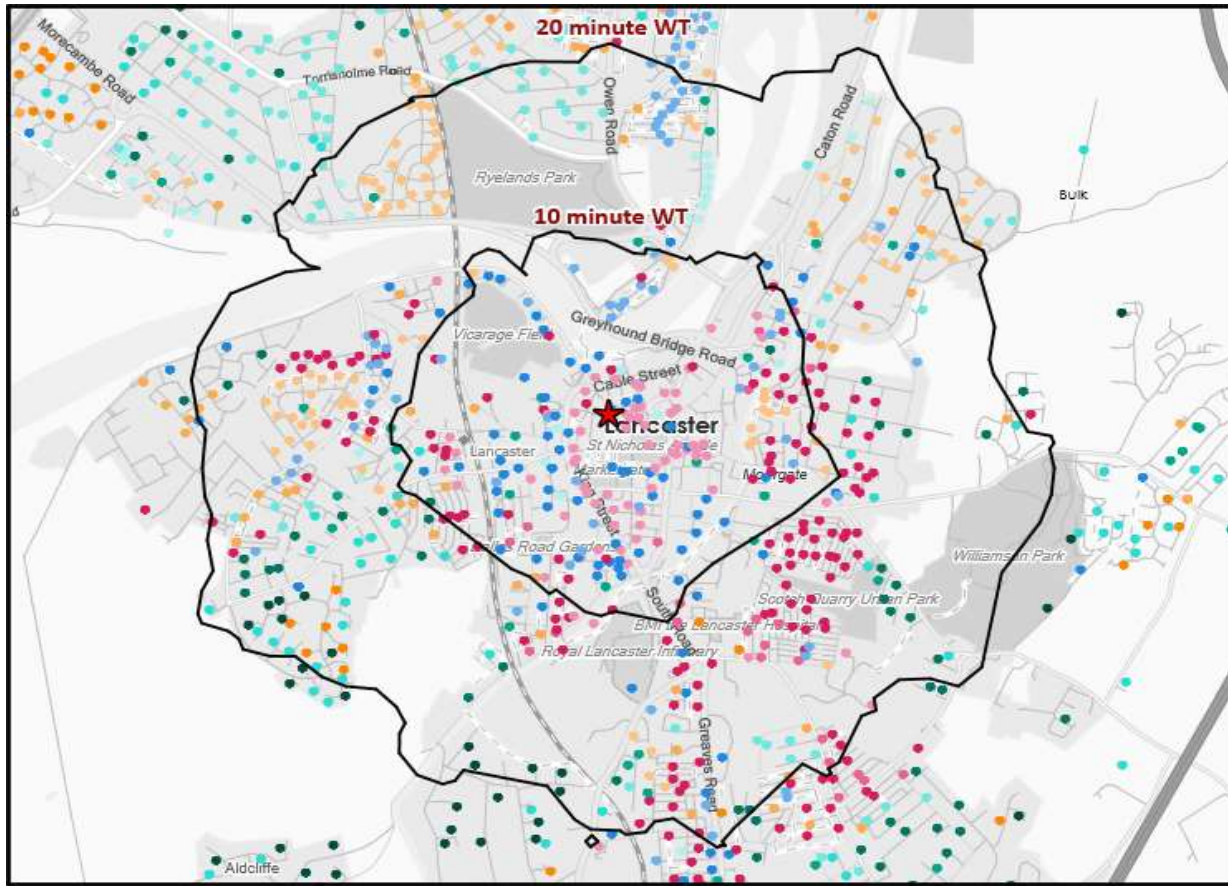
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★ Pub Sites



Polaris Plus Profile by Catchment

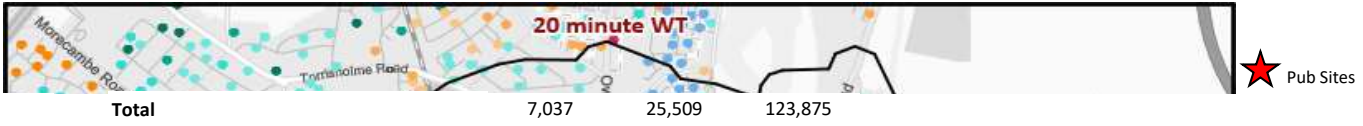
*WT= Walktime, **DT= Drivetime

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	1,920	2,842	9,045	651	266	174
Medium	408	1,304	1,598	425	375	95
High	1,152	6,173	7,579	486	719	182
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	824	2,328	7,163	317	247	156
High	1,794	2,822	5,813	570	247	105
Midlife - Young Kids						
Low	239	2,460	6,369	31	87	46
Medium	0	1,814	10,485	0	48	57
High	0	333	3,985	0	24	60
Midlife - Carefree						
Low	136	653	2,540	57	75	60
Medium	0	1,675	14,558	0	98	175
High	0	631	7,732	0	23	57
Mature						
Low	302	850	12,431	72	56	169
Medium	21	946	20,312	2	29	130
High	0	174	11,965	0	7	103
Not Private Households	241	504	2,300	238	137	129

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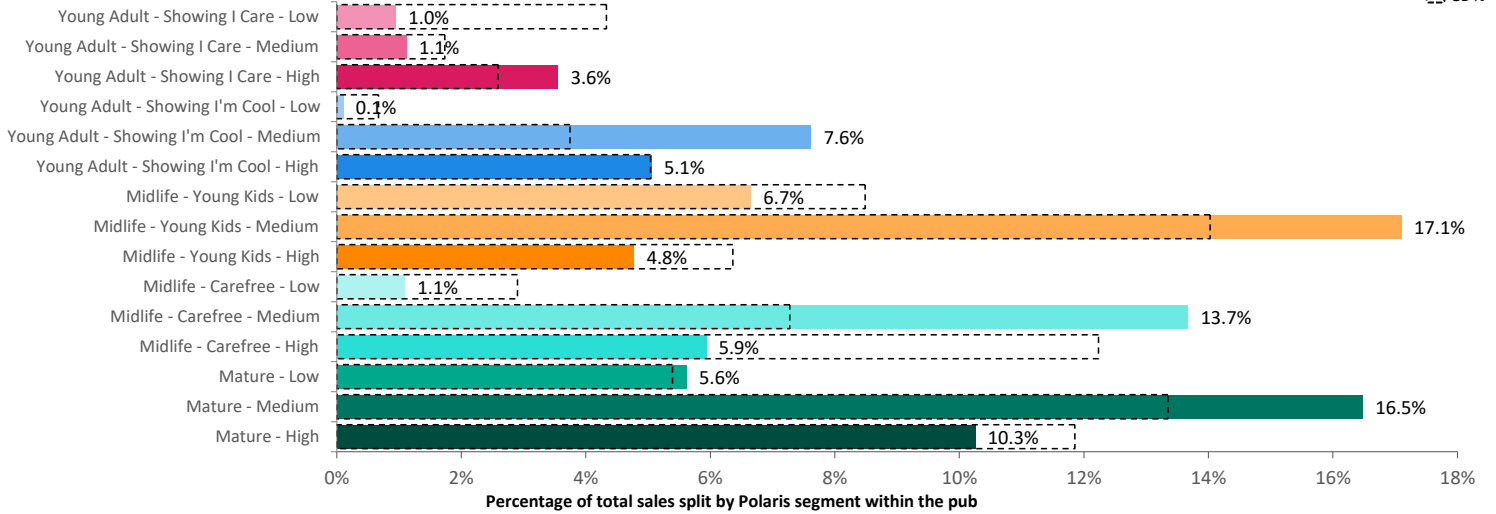


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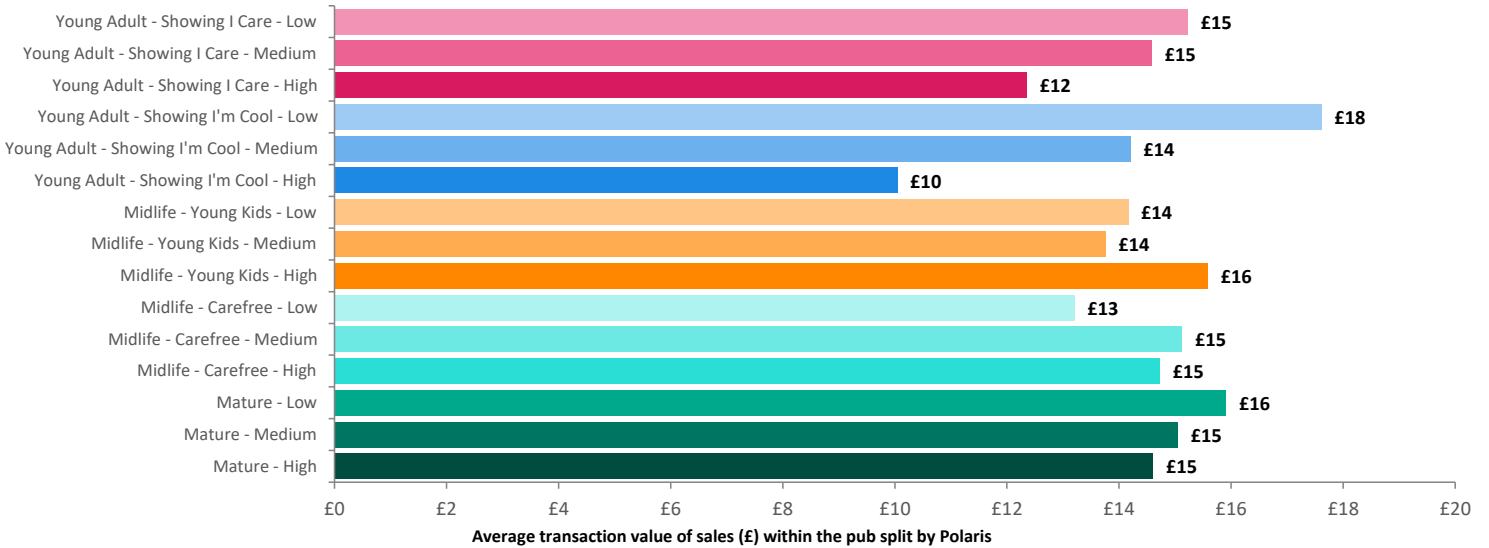


Spend by Polaris

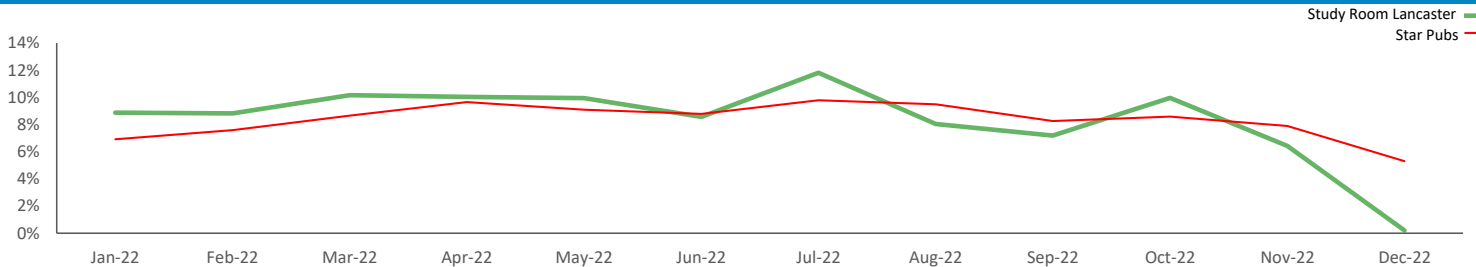
GB %



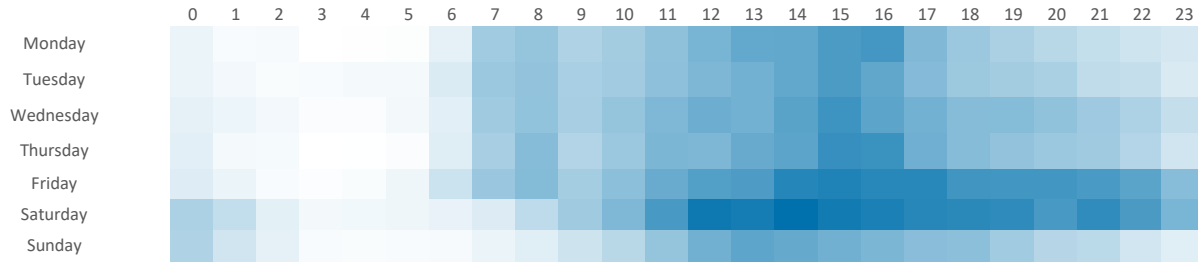
Average Transaction Values (£) by Polaris



Spend by Month

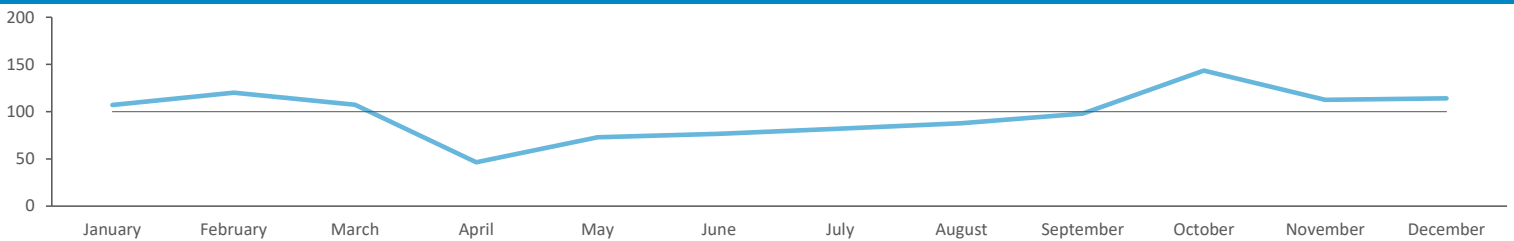


Time of Day/Day of Week



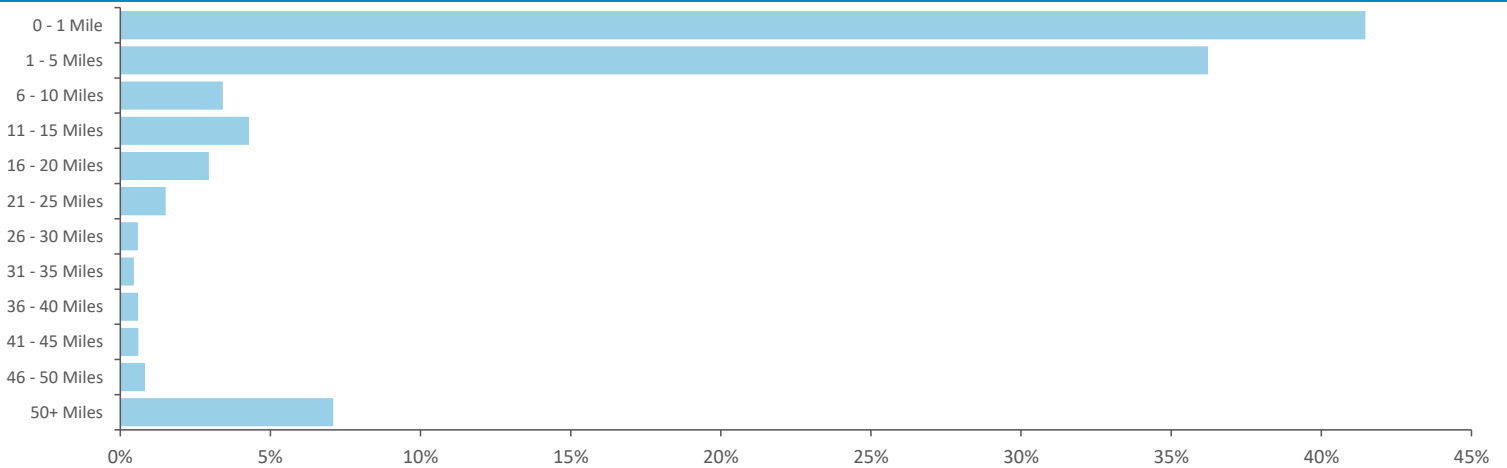
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



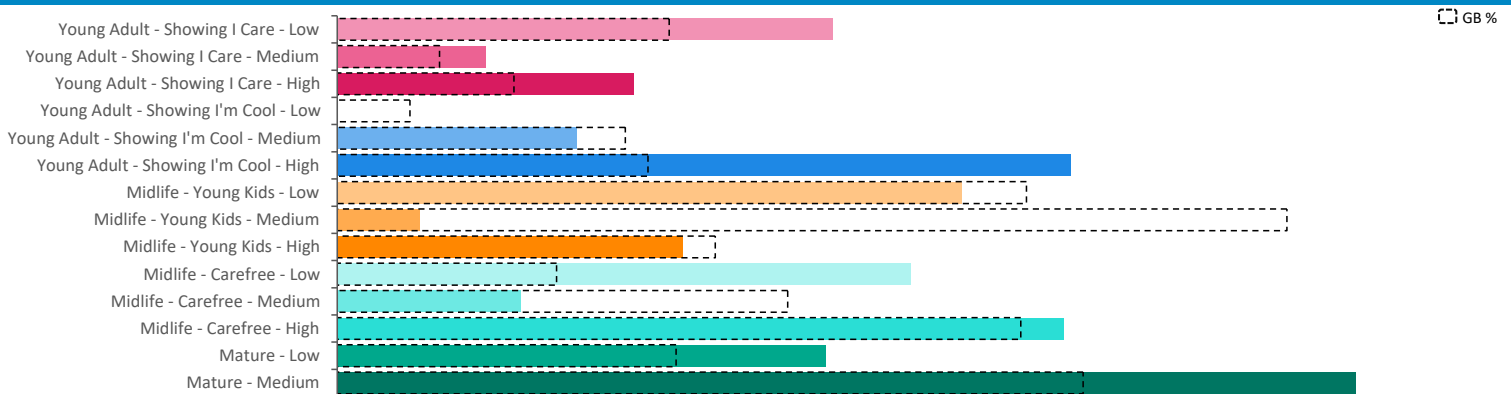
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

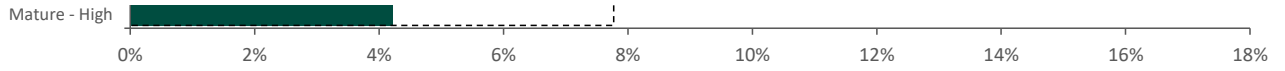


Mobile Data Summary - Study Room Lancaster

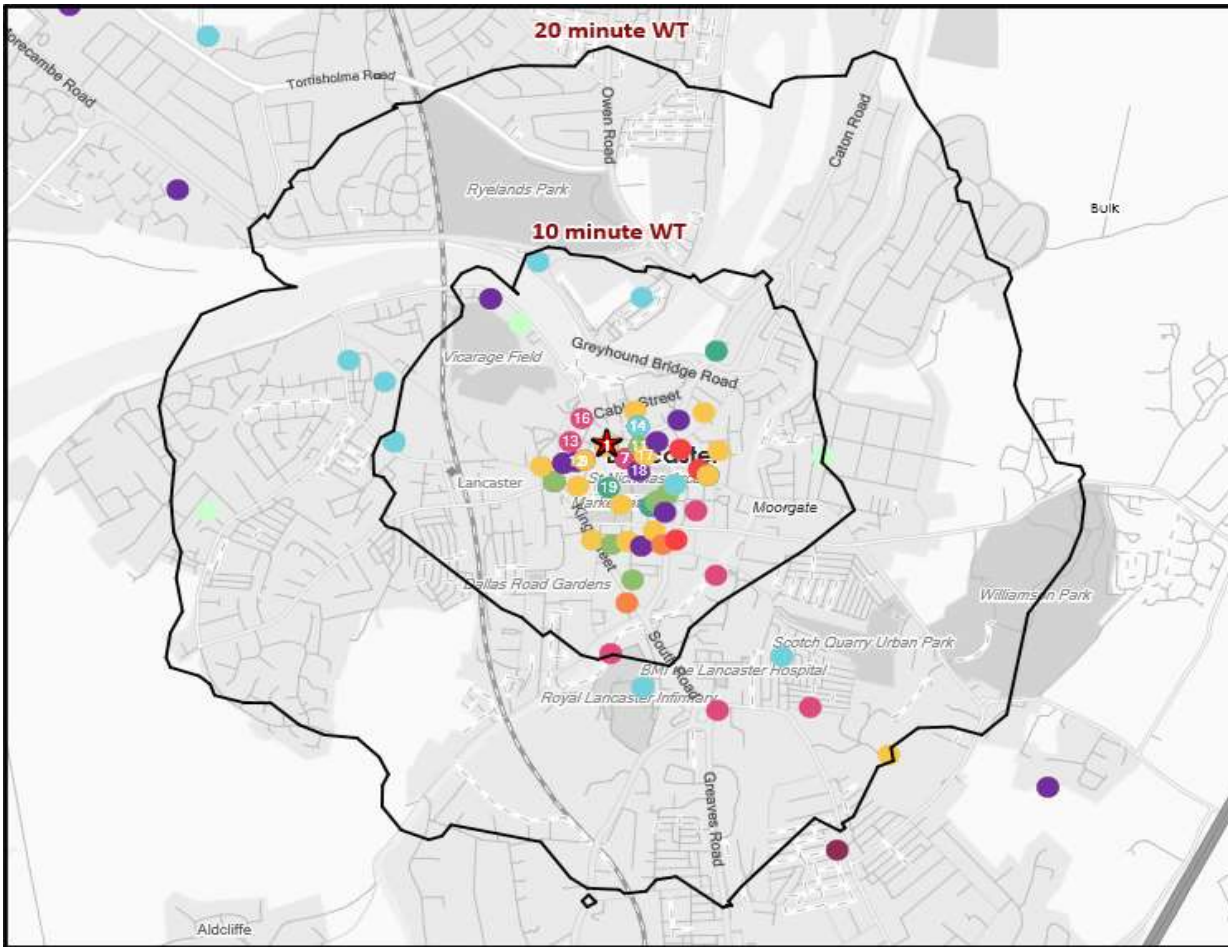


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Time of Day/Day of Week



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	Bella Italia	LA 1 1LH	Big Table Group Ltd	Casual Dining	0.0
1	Molinaris	LA 1 1LH	Independent Free	Restaurants	0.0
1	D2	LA 1 1LH	Independent Free	High Street Pub	0.0
1	Mint Cafe Bar	LA 1 1LH	Independent Free	High Street Pub	0.0
1	Squires Snooker & Sports Bar	LA 1 1LH	Independent Free	Clubland	0.0
1	Study Room	LA 1 1LH	Star Pubs & Bars	High Street Pub	0.0
7	Vue	LA 1 1LP	Omers Private Equity	Large Venue	0.0
7	Crafty Scholar	LA 1 1LP	Stonegate Pub Company	Family Pub Dining	0.0
9	Etna Ristorante Italiano Restaurant	LA 1 1EG	Independent Free	Restaurants	0.1
9	Cornerhouse	LA 1 1EG	Independent Free	High Street Pub	0.1
11	Greens	LA 1 1LU	Wetherspoons GB	Circuit Bar	0.1
12	Sun Cafe	LA 1 1EW	Independent Free	Restaurants	0.1
13	Sun Hotel	LA 1 1ET	C2 Investment	Family Pub Dining	0.1
14	Siam Balcony	LA 1 1NZ	Independent Free	Restaurants	0.1
14	Gymphobics	LA 1 1NZ	*Other Small Retail Groups	Clubland	0.1
16	Three Mariners	LA 1 1EE	Robinsons	Family Pub Dining	0.1
17	Stonewell	LA 1 1NP	Unknown	High Street Pub	0.1
18	Medusa	LA 1 1LY	Independent Free	Restaurants	0.1
19	Gallico Lounge	LA 1 1HZ	Loungers	High Street Pub	0.1
19	Zizzi	LA 1 1HZ	Azzurri Group Ltd	Casual Dining	0.1