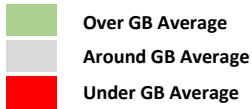


Catchment Summary - Half Moon Sheffield

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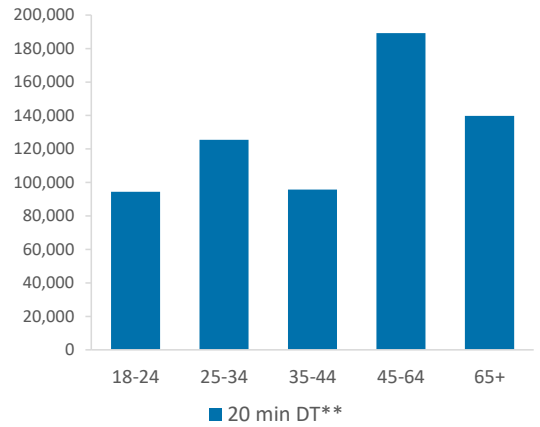
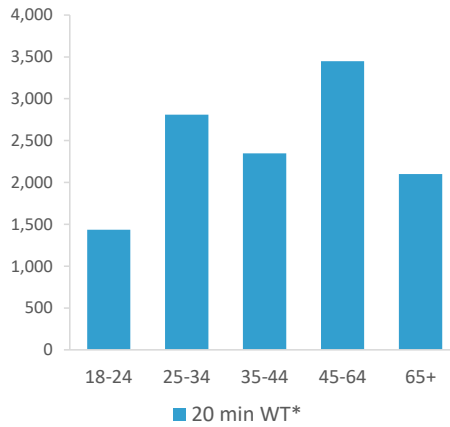
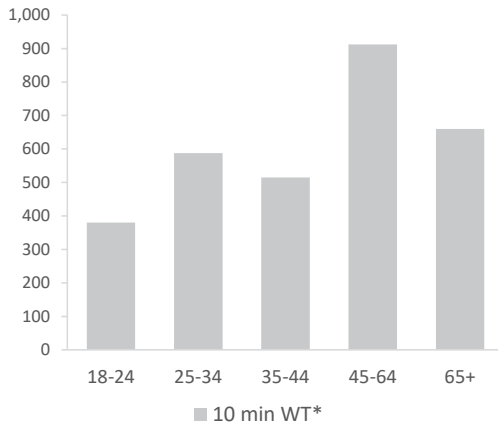
*WT= Walktime, **DT= Drivetime

	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	4,061	17,073	809,456	77	117	213
Population & Adults 18+ index is based on all pubs						
Adults 18+	3,055	12,143	644,507	70	68	216
Competition Pubs	2	8	722	13	25	199
Adults 18+ per Competition Pub	1,528	1,518	893	185	184	108
% Adults Likely to Drink	80.5%	75.0%	81.4%	98	91	99

Affluence	Low	45.8%	45.1%	38.1%	179	176	148
	Medium	54.1%	31.9%	37.6%	138	81	95
	High	0.0%	23.0%	22.9%	0	68	68

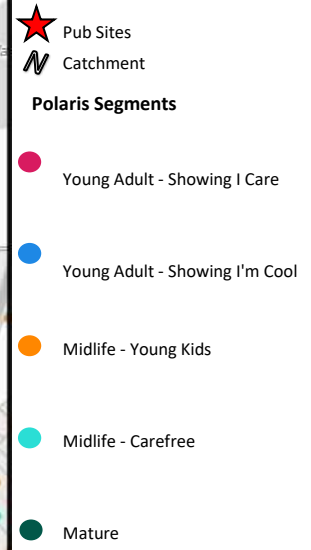
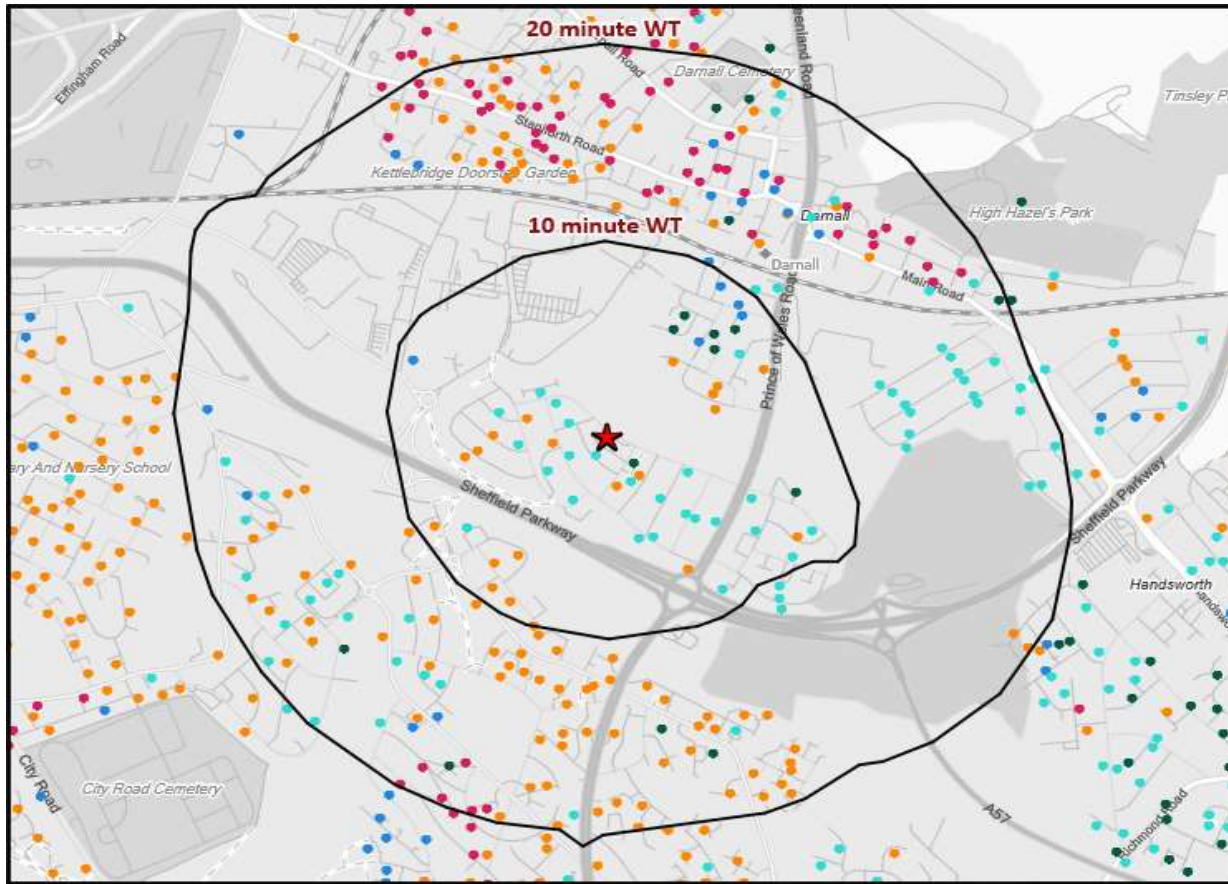
*Affluence does not include Not Private Households

Age Profile	18-24	380	1,436	94,382	115	104	144
	25-34	588	2,809	125,423	109	124	117
	35-44	515	2,349	95,797	99	107	92
	45-64	912	3,448	189,190	88	79	91
	65+	660	2,101	139,715	85	64	90



	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	2,064 (51%)	8,346 (49%)	402,571 (50%)	103	99	101
	Female	1,997 (49%)	8,727 (51%)	406,885 (50%)	97	101	99
Economic Status (16-74)							
	Employed: Full-time	995 (35%)	3,556 (30%)	220,573 (37%)	84	73	89
	Employed: Part-time	433 (15%)	1,696 (15%)	79,734 (13%)	117	112	103
	Self employed	182 (6%)	845 (7%)	43,288 (7%)	67	76	76
	Unemployed	96 (3%)	488 (4%)	16,402 (3%)	142	176	116
	Retired	453 (16%)	1,505 (13%)	80,867 (14%)	116	94	99
	Other	683 (24%)	3,582 (31%)	153,069 (26%)	122	156	131
Total Worker Count		1,550	6,875	350,062			

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	2,401	106,044	0	222	184
Young Adult - Showing I'm Cool	397	797	34,691	141	71	58
Midlife - Young Kids	988	4,976	200,780	103	130	99
Midlife - Carefree	1,373	3,529	159,870	214	138	118
Mature	296	432	133,516	35	13	74
Not Private Households	1	8	9,606	2	5	104
Total	3,055	12,143	644,507			

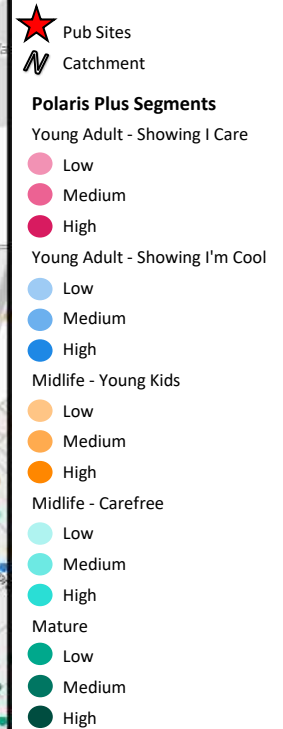
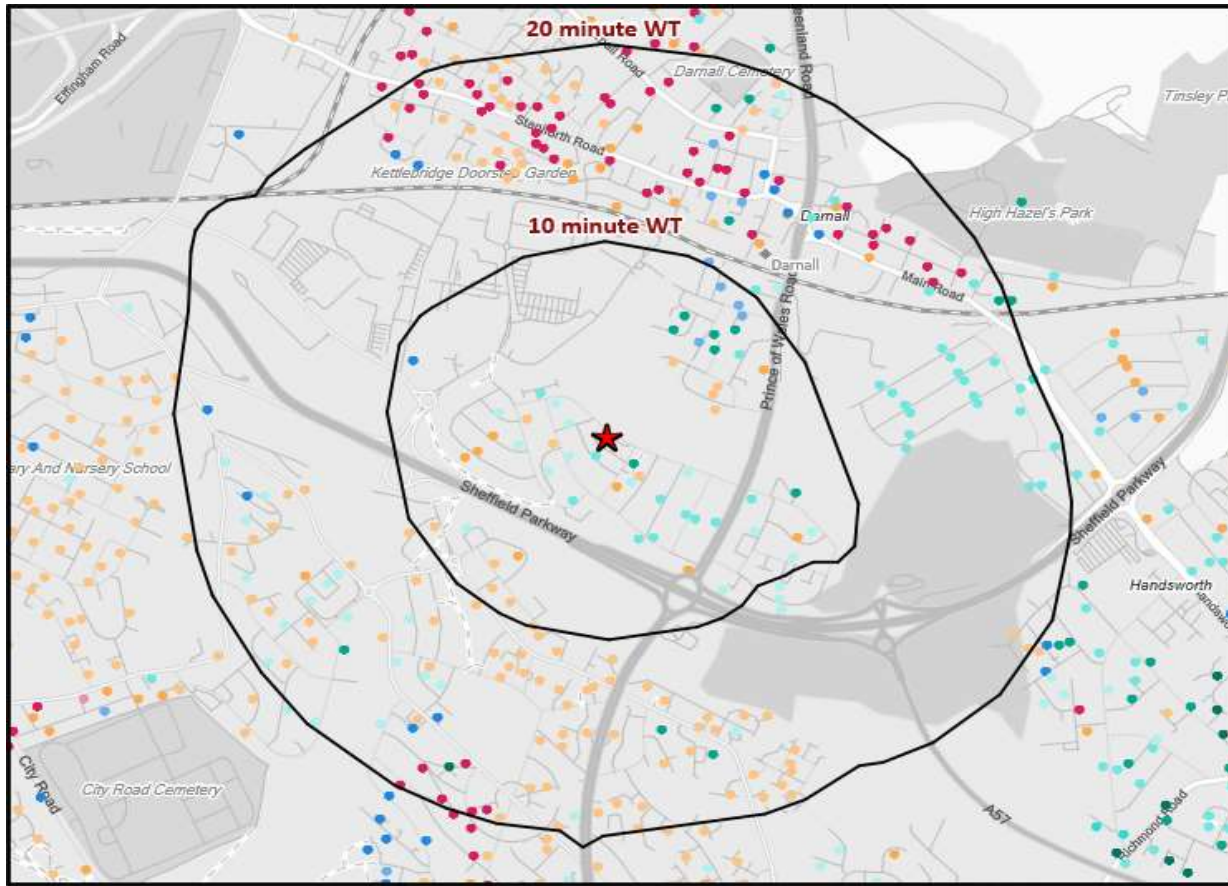
Polaris Summary - Half Moon Sheffield



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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	49,777	0	0	184
Medium	0	0	14,714	0	0	167
High	0	2,401	41,553	0	587	191
Young Adult - Showing I'm Cool						
Low	0	0	481	0	0	7
Medium	397	523	16,093	351	116	68
High	0	274	18,117	0	50	63
Midlife - Young Kids						
Low	541	3,684	104,214	159	273	146
Medium	447	1,292	73,090	98	71	76
High	0	0	23,476	0	0	68
Midlife - Carefree						
Low	563	1,378	53,008	542	334	242
Medium	810	2,037	64,357	395	250	149
High	0	114	42,505	0	9	60
Mature						
Low	296	416	37,898	163	58	99
Medium	0	16	73,956	0	1	91
High	0	0	21,662	0	0	36
Not Private Households	1	8	9,606	2	5	104

Polaris Summary - Half Moon Sheffield



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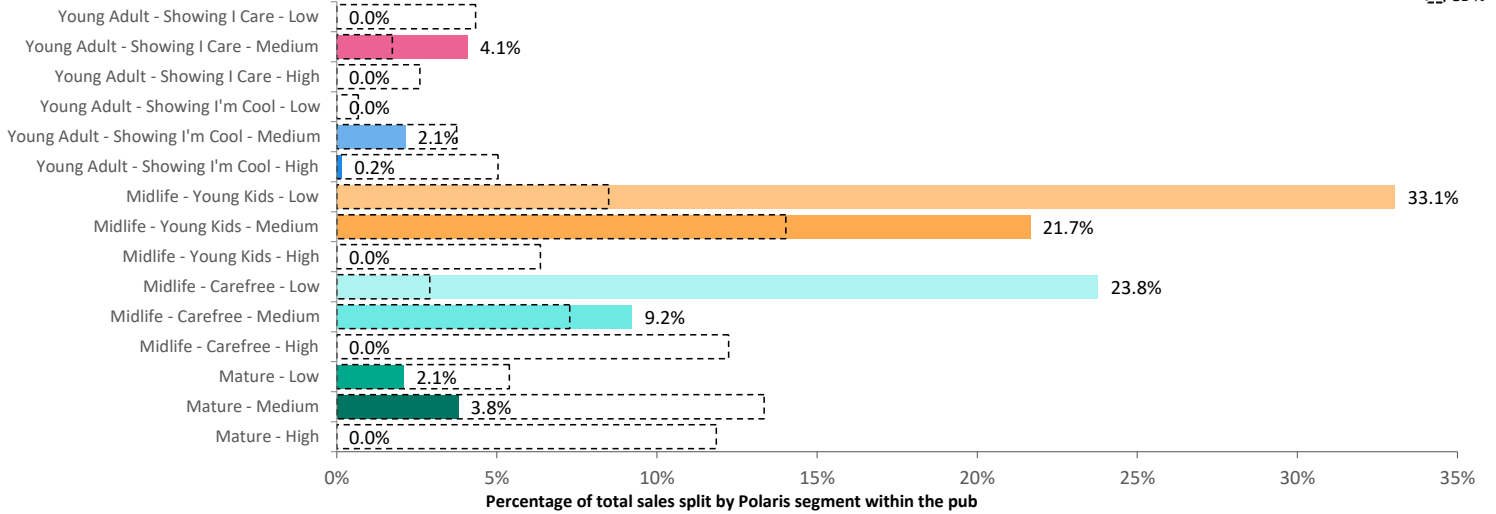


★ Pub Sites

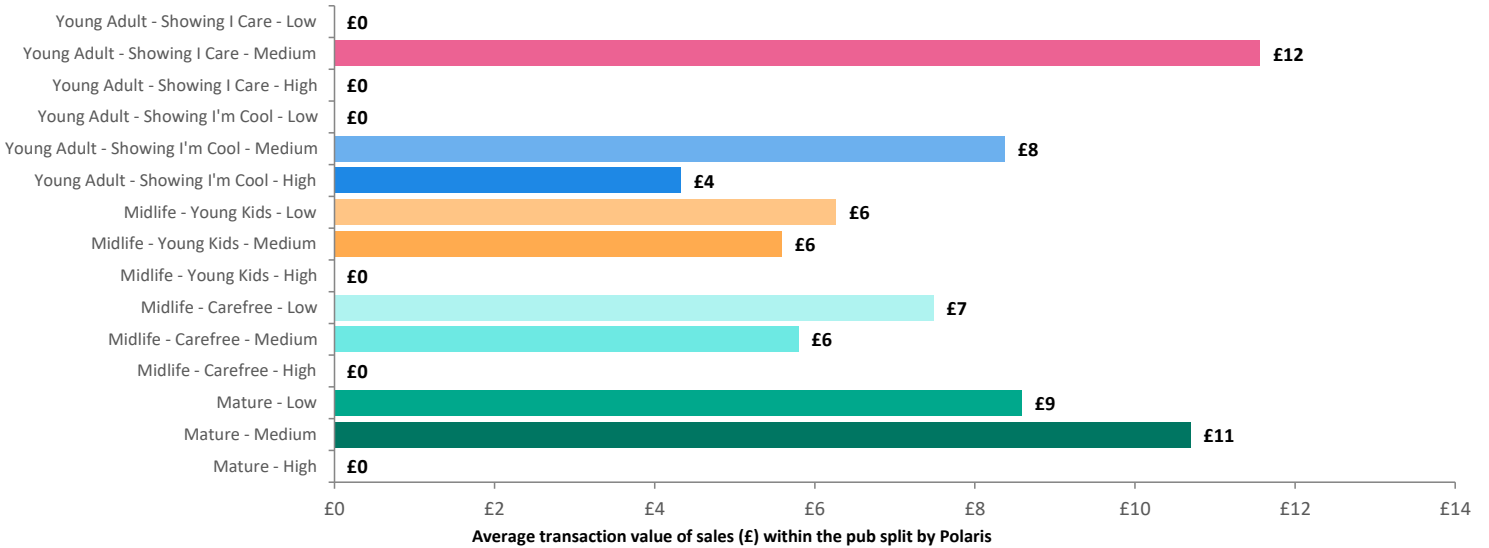
Total	3,055	12,143	644,507
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Spend by Polaris

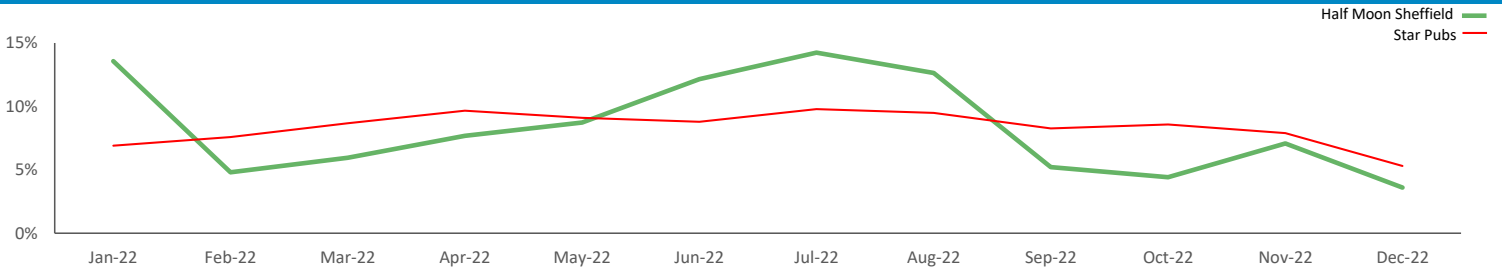
GB %



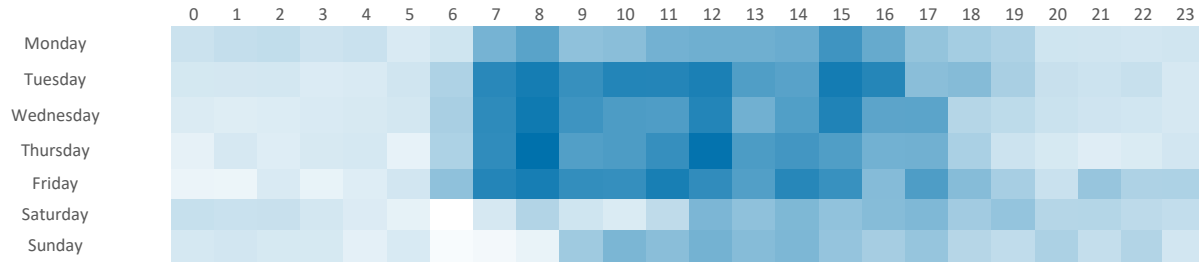
Average Transaction Values (£) by Polaris



Spend by Month

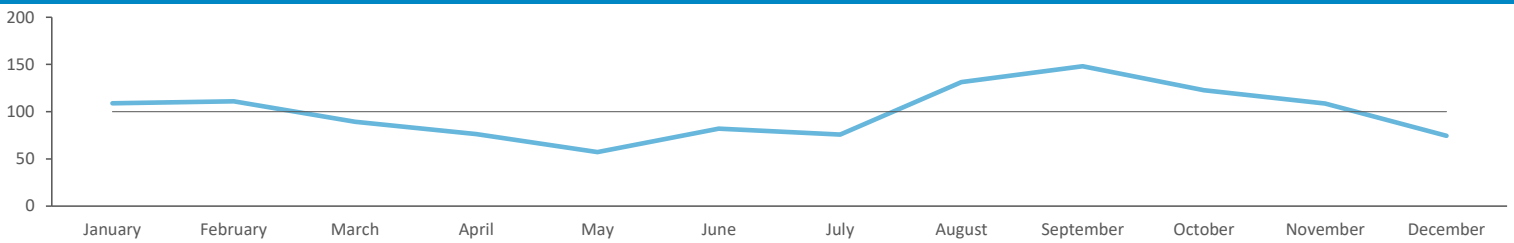


Time of Day/Day of Week



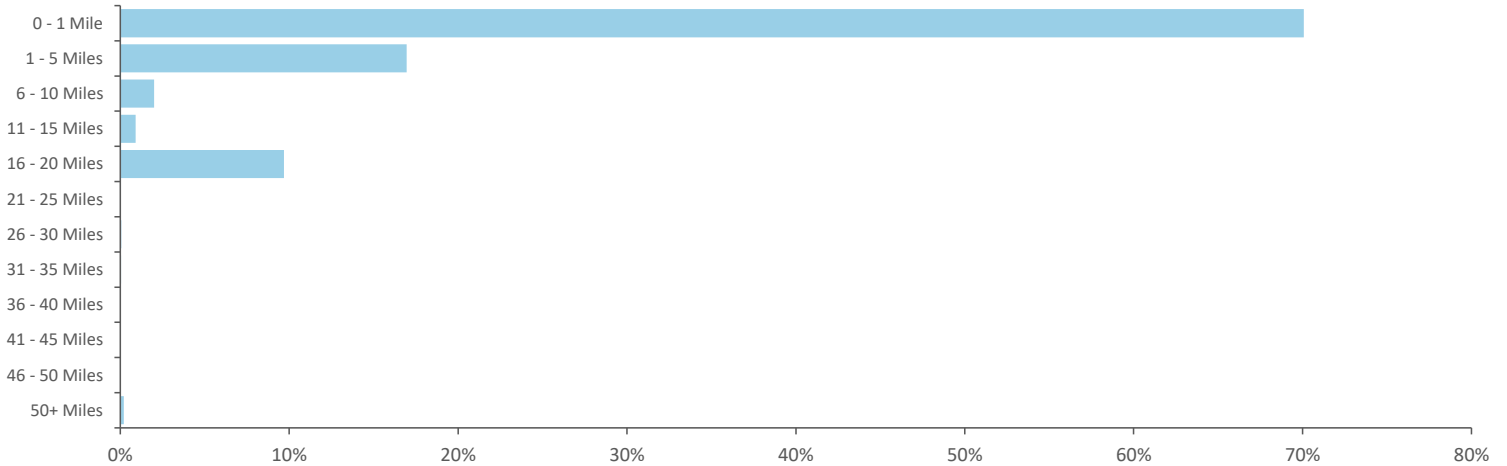
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



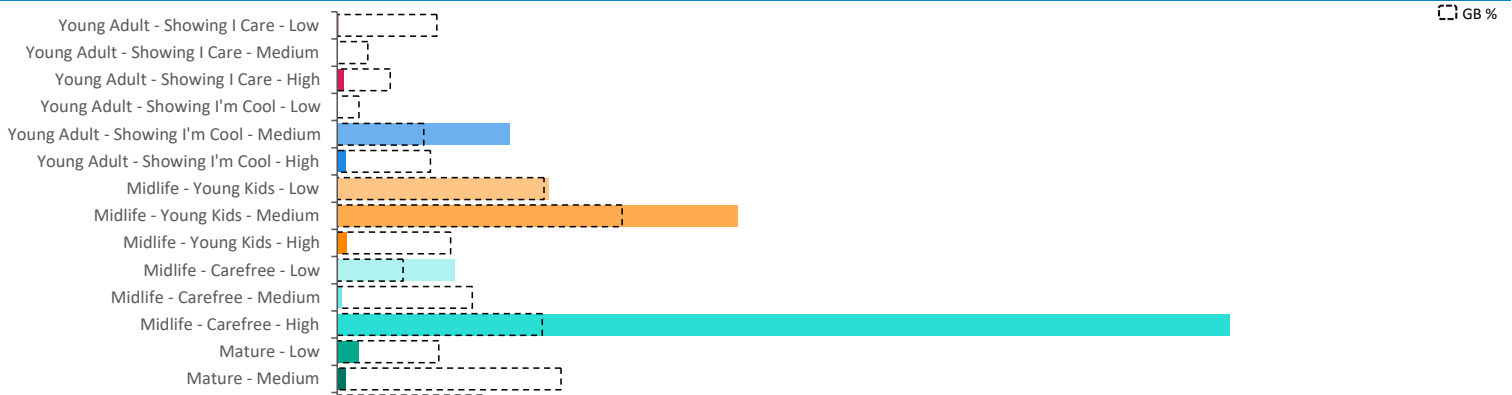
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

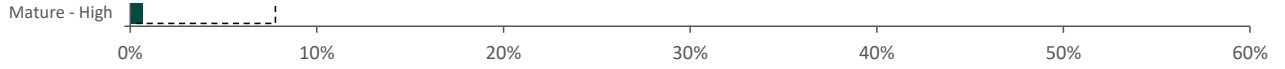


Mobile Data Summary - Half Moon Sheffield



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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
- 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	Half Moon	S 9 4GP	Star Pubs & Bars	Community Pub	0.0
2	Three Feathers Inn	S 9 4ER	*Other Small Retail Groups	Family Pub Dining	0.3
3	Horticultural Club	S 9 4RD	Independent Free	Clubland	0.5
4	Travelodge	S 2 1FF	Dubai International Capital	Hotel	0.6
5	Merrie Monk	S 2 1WE	Stonegate Pub Company	Community Pub	0.6
6	Green Social Club	S 9 5JN	Independent Free	Clubland	0.6
7	Terminus Tavern	S 9 5HQ	Independent Free	Community Pub	0.6
7	Victory Club	S 9 5HQ	Independent Free	Clubland	0.6
9	White Rose	S 9 4AA	Mitchells & Butlers	Family Pub Dining	0.8
10	Manor Castle	S 2 1UJ	Admiral Taverns Ltd	Community Pub	0.8
11	Handsworth Junior Sporting Club	S 9 4PA	Independent Free	Clubland	0.8
12	Tinsley Park Golf Club	S 9 4PE	Independent Free	Clubland	0.9
13	Leisure United	S 9 3HL	*Other Small Retail Groups	Clubland	0.9
14	Anglers Rest	S 13 8HR	Independent Free	Community Pub	1.0
15	Fairleigh Social Club	S 2 1JZ	Independent Free	Clubland	1.0
16	Woodbourne Hotel	S 9 3JJ	Independent Free	Hotel	1.0
17	Gala Bingo	S 2 5AU	Gala Group	Large Venue	1.1
18	Courtyard Restaurant	S 9 3QS	Independent Free	Large Venue	1.1
19	Ice Sheffield	S 9 5DD	Independent Free	Clubland	1.1
20	Sword Dancer	S 13 9BS	Greene King	Family Pub Dining	1.1