

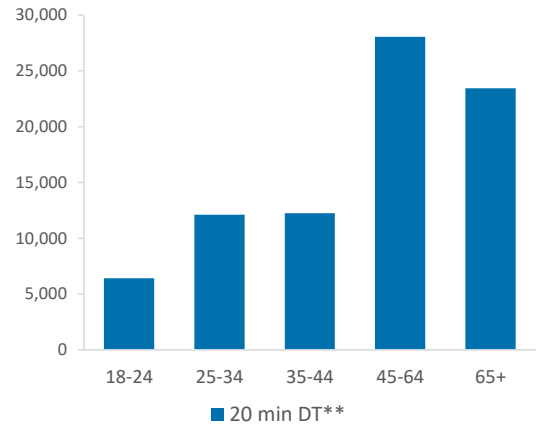
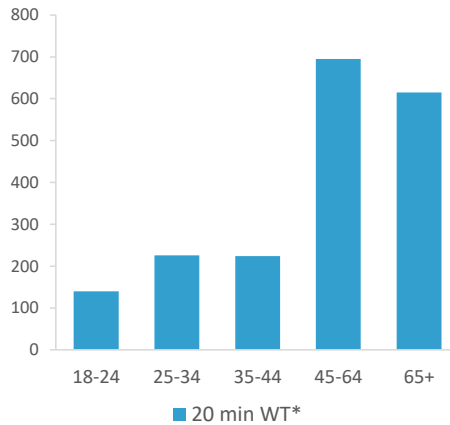
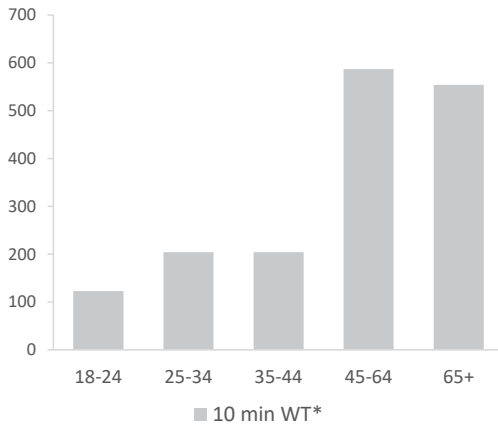
# Catchment Summary - Wheatsheaf Brigg

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- Over GB Average
- Around GB Average
- Under GB Average

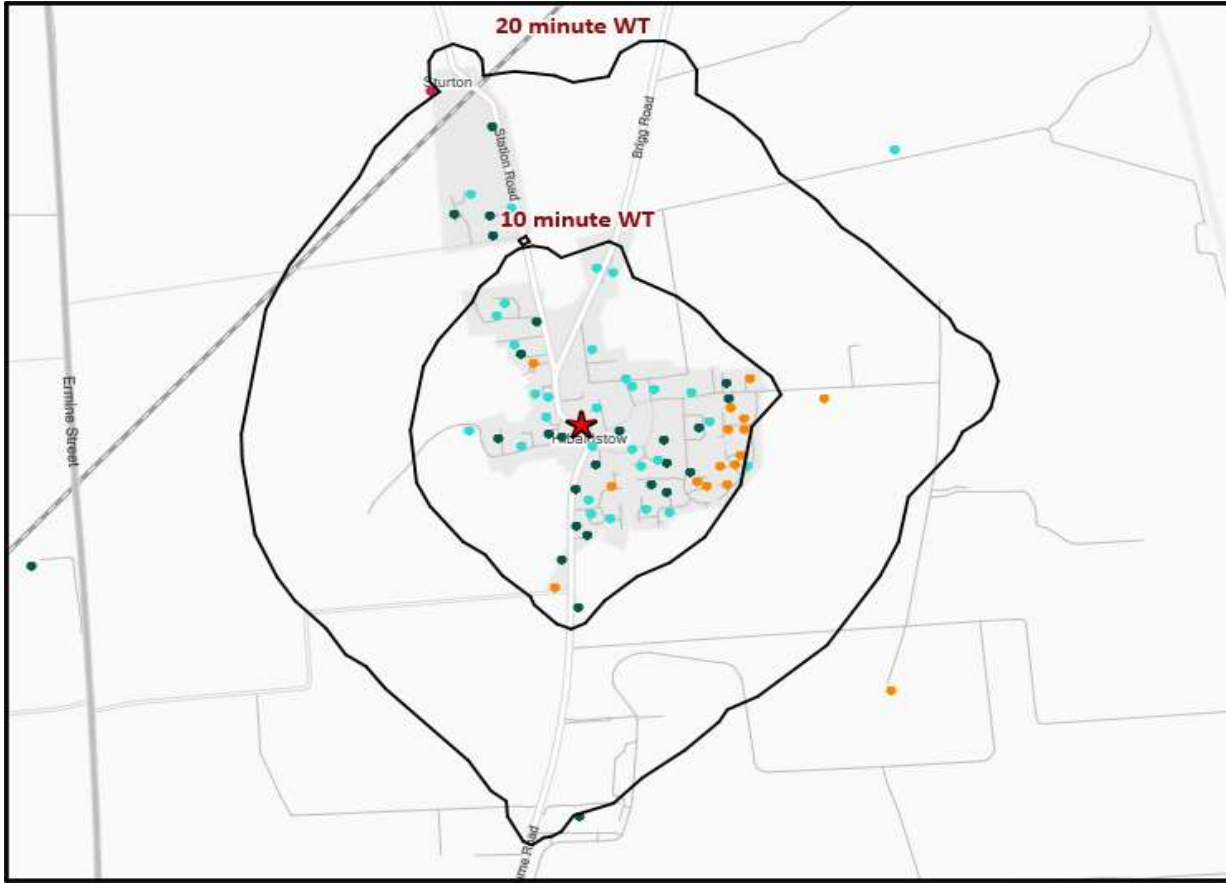
\*WT= Walktime, \*\*DT= Drivetime

		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		2,087	2,353	103,781	39	16	27
Population & Adults 18+ index is based on all pubs							
Adults 18+		1,672	1,900	82,249	38	11	28
Competition Pubs		2	2	76	13	6	21
Adults 18+ per Competition Pub		836	950	1,082	101	115	131
% Adults Likely to Drink		81.3%	81.4%	82.2%	99	99	100
Affluence	Low	16.0%	14.1%	23.3%	62	55	91
	Medium	33.3%	32.6%	54.3%	85	83	138
	High	50.7%	53.3%	20.8%	151	159	62
*Affluence does not include Not Private Households							
Age Profile	18-24	123	140	6,419	73	73	76
	25-34	204	226	12,119	74	72	88
	35-44	204	224	12,232	76	74	92
	45-64	587	695	28,052	110	116	106
	65+	554	615	23,427	139	137	118



		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	1,032 (49%)	1,174 (50%)	50,962 (49%)	100	101	99
	Female	1,055 (51%)	1,179 (50%)	52,819 (51%)	100	99	101
Economic Status (16-74)	Employed: Full-time	575 (39%)	665 (40%)	31,008 (42%)	94	96	101
	Employed: Part-time	181 (12%)	209 (13%)	11,195 (15%)	95	96	117
	Self employed	97 (7%)	122 (7%)	4,682 (6%)	69	76	67
	Unemployed	31 (2%)	36 (2%)	1,948 (3%)	89	91	111
	Retired	329 (22%)	372 (22%)	12,642 (17%)	163	162	125
	Other	252 (17%)	266 (16%)	12,165 (17%)	87	81	84
Total Worker Count		455	596	54,668			

See the Glossary page for further information on the above variables



- 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	0	0	273	0	0	4
Young Adult - Showing I'm Cool	0	0	1,857	0	0	25
Midlife - Young Kids	460	460	24,672	88	77	95
Midlife - Carefree	791	927	27,289	225	232	158
Mature	421	513	26,821	90	97	117
<b>Not Private Households</b>	0	0	1,337	0	0	113
<b>Total</b>	1,672	1,900	82,249			

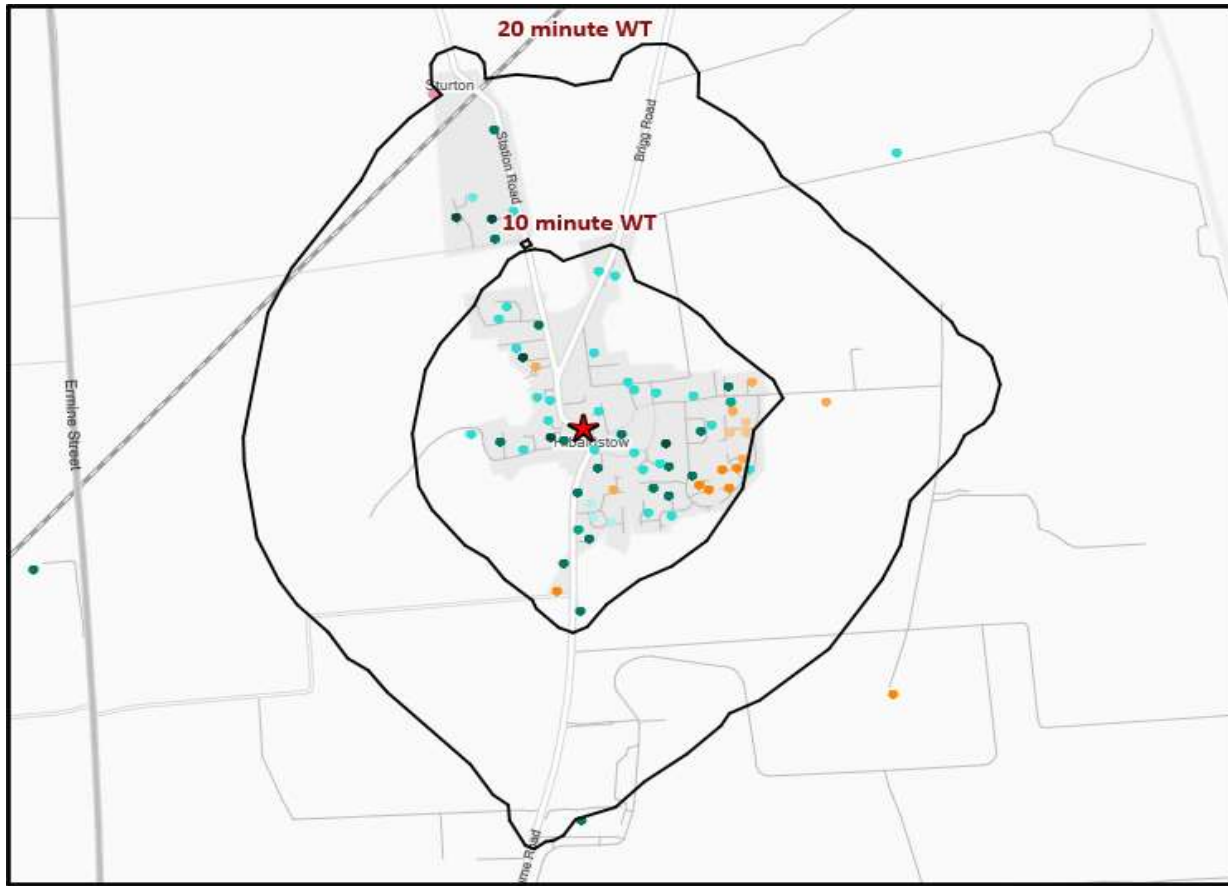
# Polaris Summary - Wheatsheaf Brigg



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 Pub Sites



- ★ Pub Sites
- Ⓐ Catchment
- Polaris Plus Segments**
- Young Adult - Showing I Care
  - Low
  - Medium
  - High
- Young Adult - Showing I'm Cool
  - Low
  - Medium
  - High
- Midlife - Young Kids
  - Low
  - Medium
  - High
- Midlife - Carefree
  - Low
  - Medium
  - High
- Mature
  - Low
  - Medium
  - High

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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	4	0	0	0
Medium	0	0	0	0	0	0
High	0	0	269	0	0	10
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	945	0	0	31
High	0	0	912	0	0	25
<b>Midlife - Young Kids</b>						
Low	151	151	9,380	81	72	103
Medium	200	200	11,112	80	71	91
High	109	109	4,180	121	106	94
<b>Midlife - Carefree</b>						
Low	96	96	4,242	169	149	152
Medium	0	19	14,231	0	15	258
High	695	812	8,816	381	391	98
<b>Mature</b>						
Low	21	21	5,527	21	19	113
Medium	357	400	18,374	169	166	176
High	43	92	2,920	27	52	38
<b>Not Private Households</b>	0	0	1,337	0	0	113

# Polaris Summary - Wheatsheaf Brigg



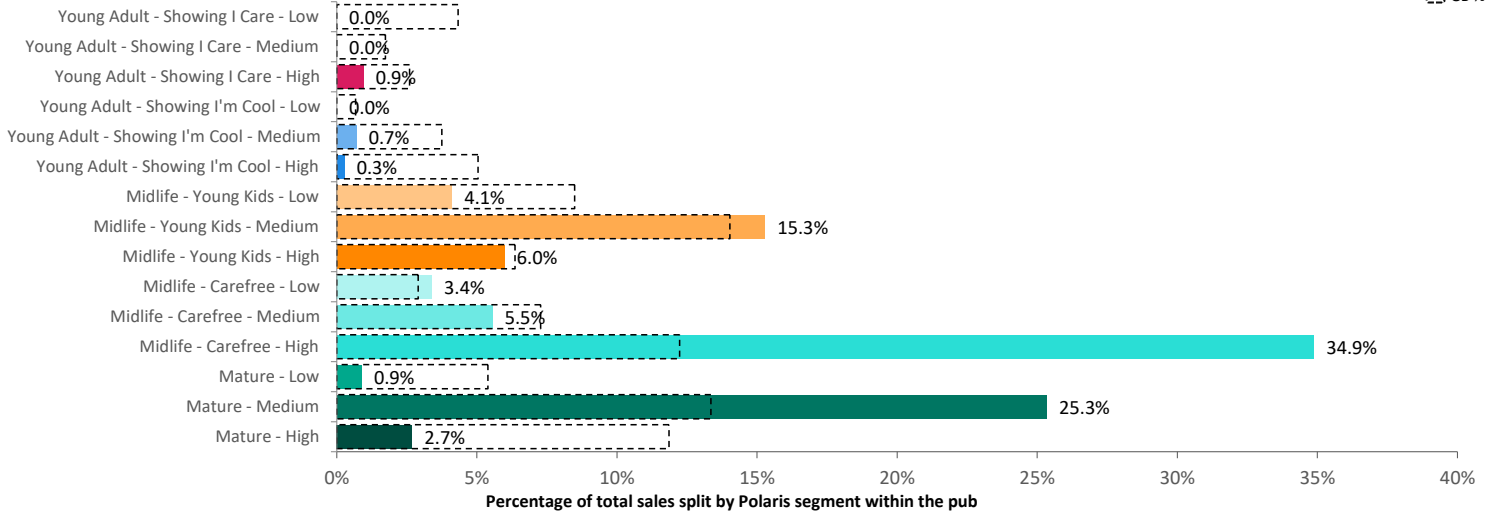
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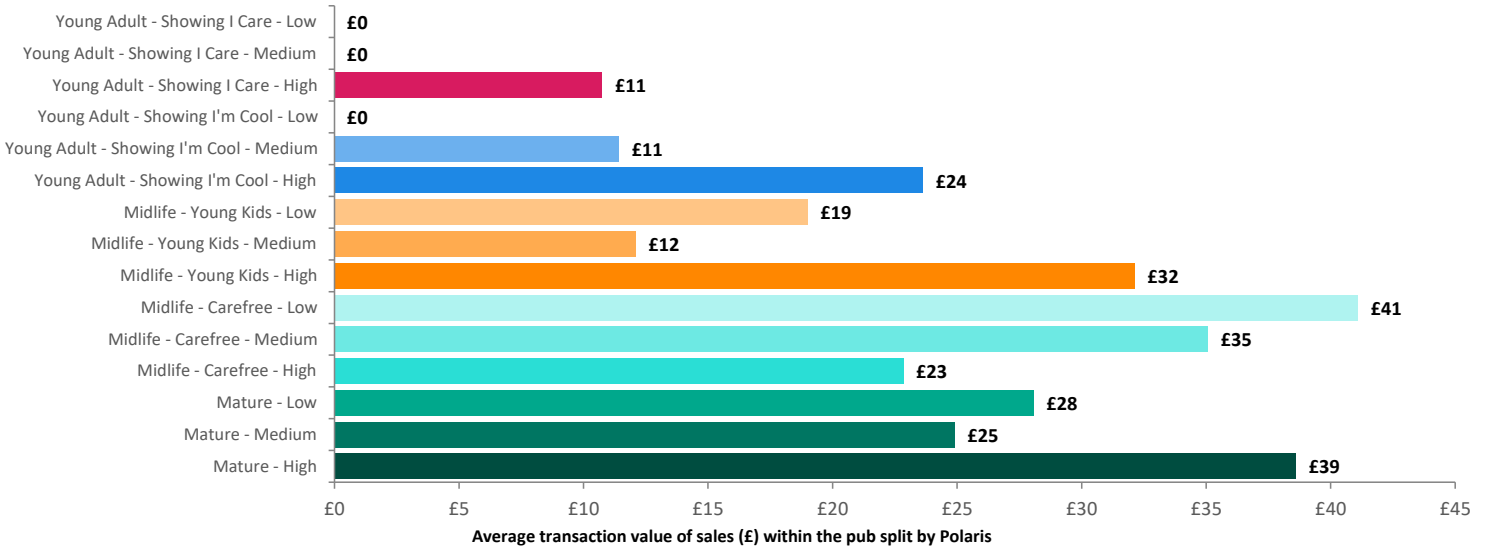
★ Pub Sites

Spend by Polaris

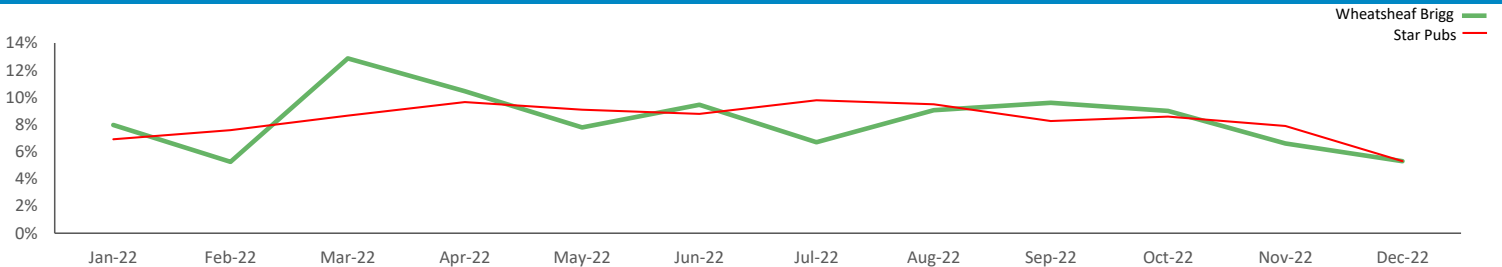
GB %



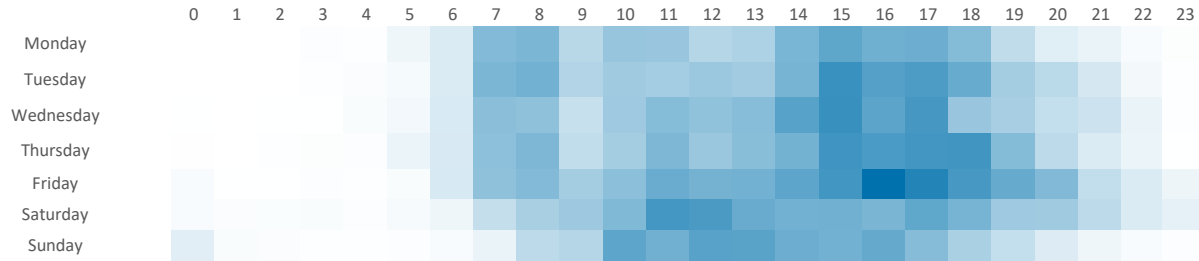
Average Transaction Values (£) by Polaris



Spend by Month

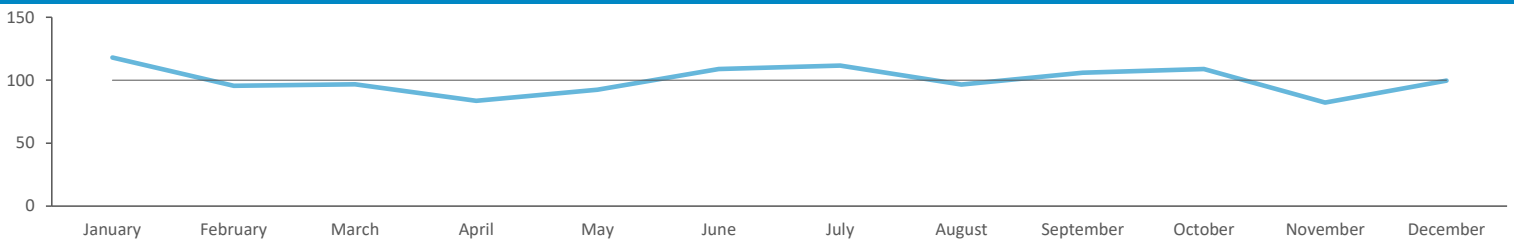


### Time of Day/Day of Week



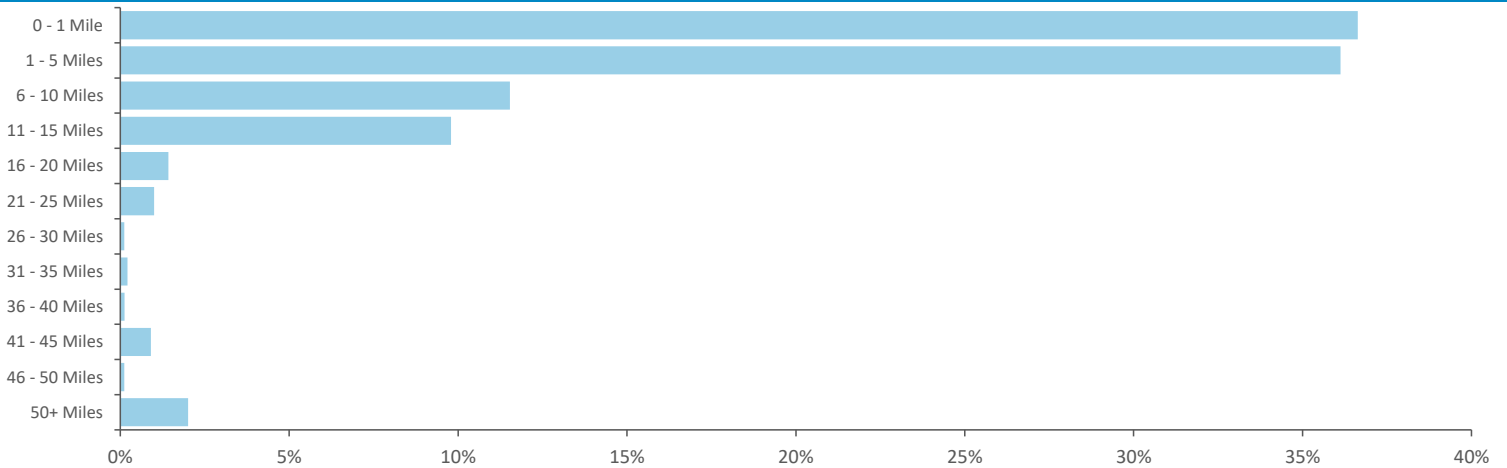
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month



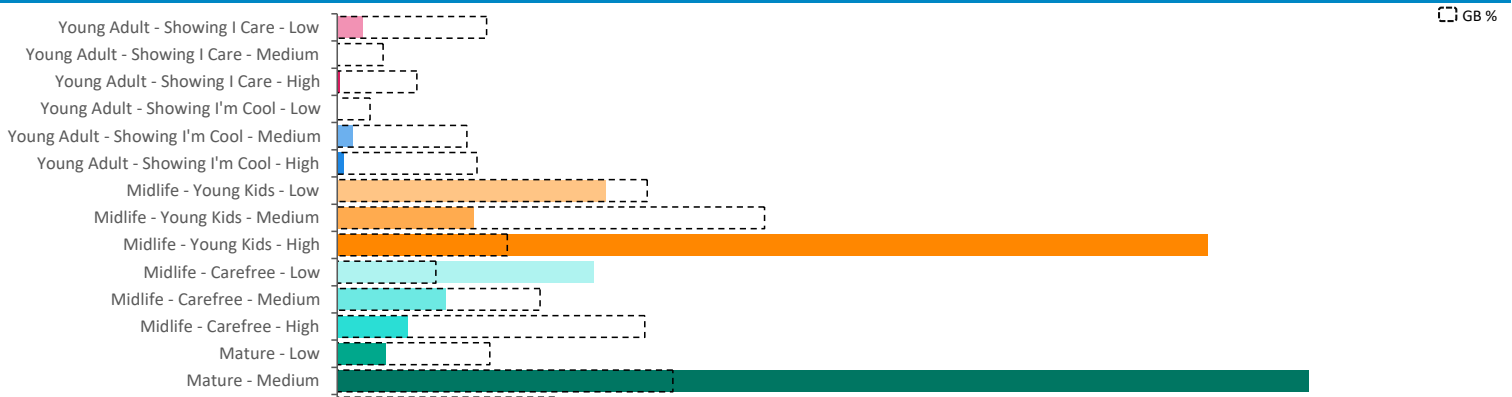
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### 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

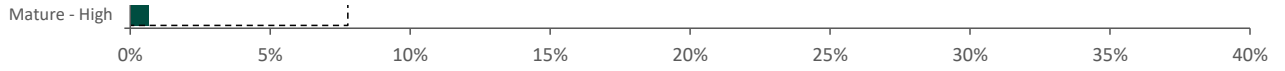


# Mobile Data Summary - Wheatsheaf Brigg



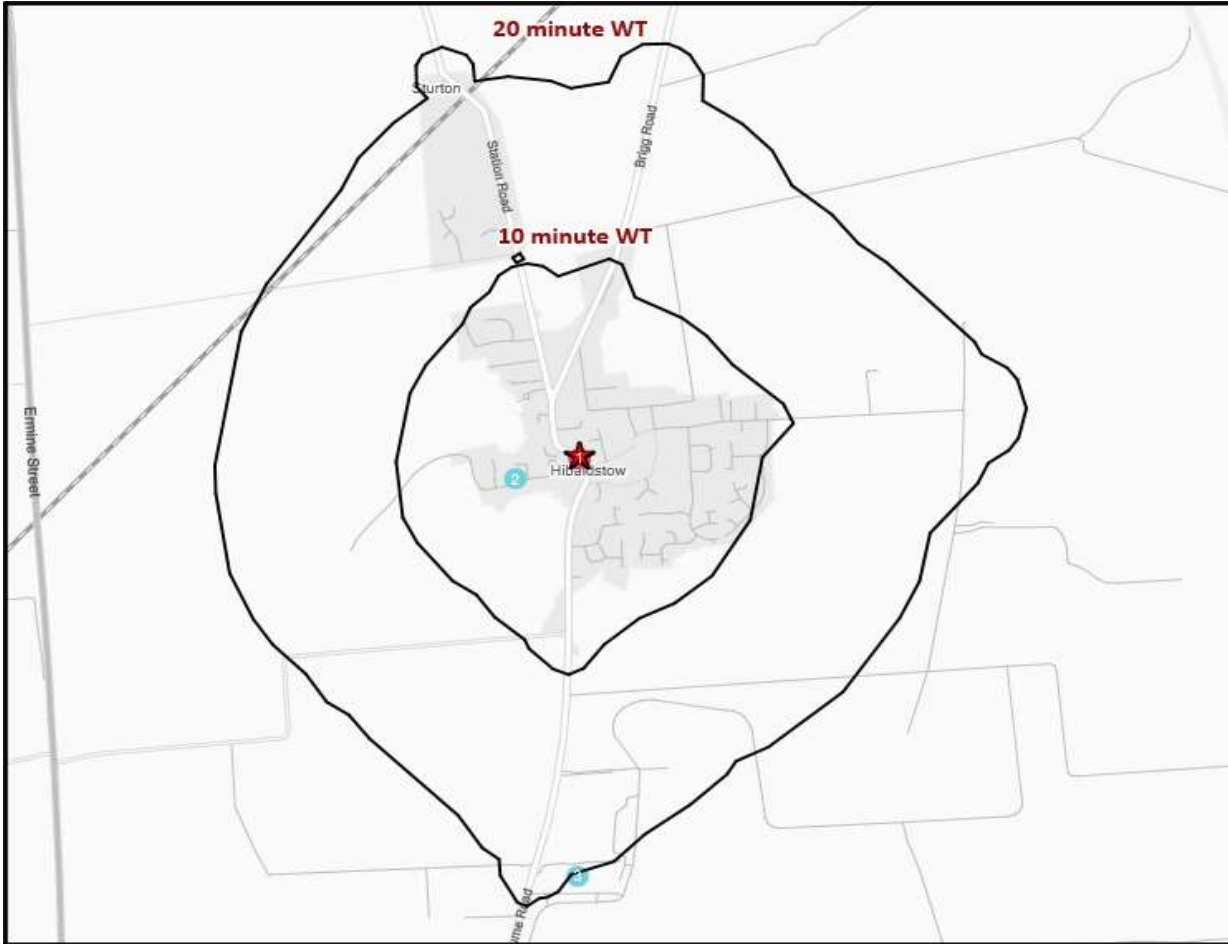
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## Time of Day/Day of Week



**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	Wheatsheaf	DN20 9EB	Star Pubs & Bars	Family Pub Dining	0.0
2	Hibaldstow War Memorial Club	DN20 9NY	Independent Free	Clubland	0.1
3	Skydive Hibaldstow	DN20 9NN	Independent Free	Clubland	0.9