Catchment Summary - Priory Tynemouth

*WT= Walktime, **DT= Drivetime

	Over GB Average
	Around GB Average
	Under GB Average

		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		4,847	10,268	382,852	92	71	101
					Population & Adults 18+ index is based on all pubs		
Adults 18+		4,050	8,505	310,080	93	48	104
Competition Pubs		20	33	380	133	103	105
Adults 18+ per Competition Pub		203	258	816	25	31	99
% Adults Likely to Drink		86.0%	84.9%	82.1%	104	103	100
Affluence	Low	30.6%	22.7%	40.0%	119	88	156
	Medium	9.6%	23.7%	36.3%	24	60	92
	High	59.8%	53.6%	22.6%	178	160	68
Age Profile	18-24	253	533	37,760	64	64	122
	25-34	490	1,031	51,144	76	76	101
	35-44	644	1,410	48,048	103	107	98
	45-64	1,479	3,087	98,273	119	118	100
	65+	1,184	2,444	74,855	128	125	102
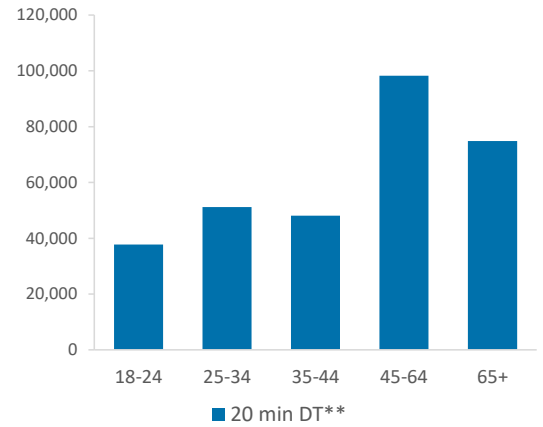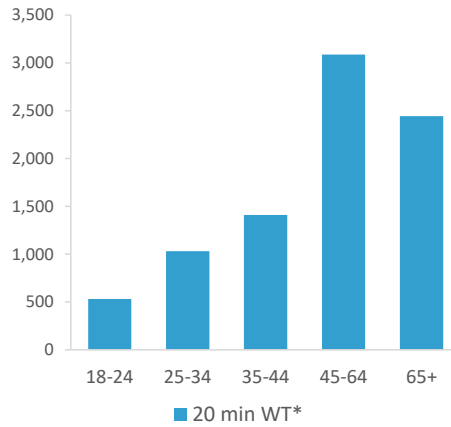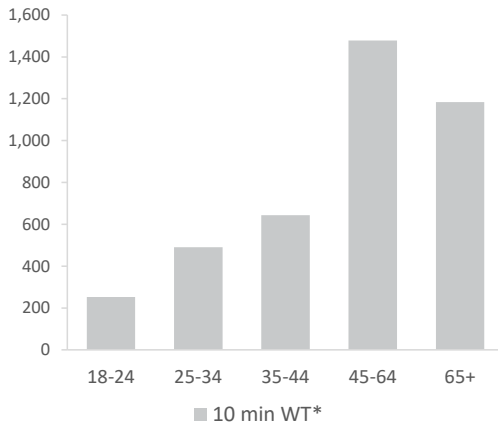
*Affluence does not include Not Private Households

		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	2,379 (49%)	4,968 (48%)	187,450 (49%)	99	98	99
	Female	2,468 (51%)	5,300 (52%)	195,402 (51%)	101	102	101
Economic Status (16-74)	Employed: Full-time	1,579 (44%)	3,409 (45%)	116,755 (41%)	105	108	99
	Employed: Part-time	440 (12%)	961 (13%)	37,165 (13%)	94	97	101
	Self employed	437 (12%)	769 (10%)	17,849 (6%)	127	106	66
	Unemployed	37 (1%)	105 (1%)	8,267 (3%)	43	58	122
	Retired	674 (19%)	1,397 (18%)	42,495 (15%)	135	133	108
	Other	446 (12%)	978 (13%)	62,069 (22%)	63	65	111
Total Worker Count		2,590	4,486	174,167			

See the Glossary page for further information on the above variables

Polaris Summary - Priory Tynemouth

Legend:
- ★ Pub Sites
- Ν Catchment

Polaris Segments
- ● Young Adult - Showing I Care
- ● Young Adult - Showing I'm Cool
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature
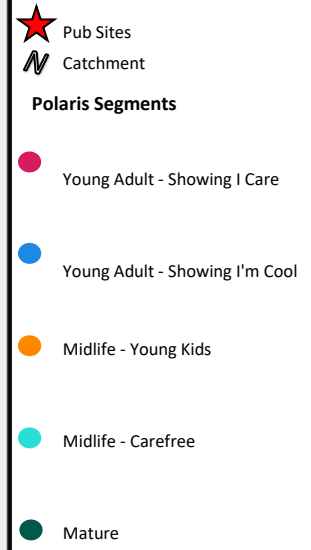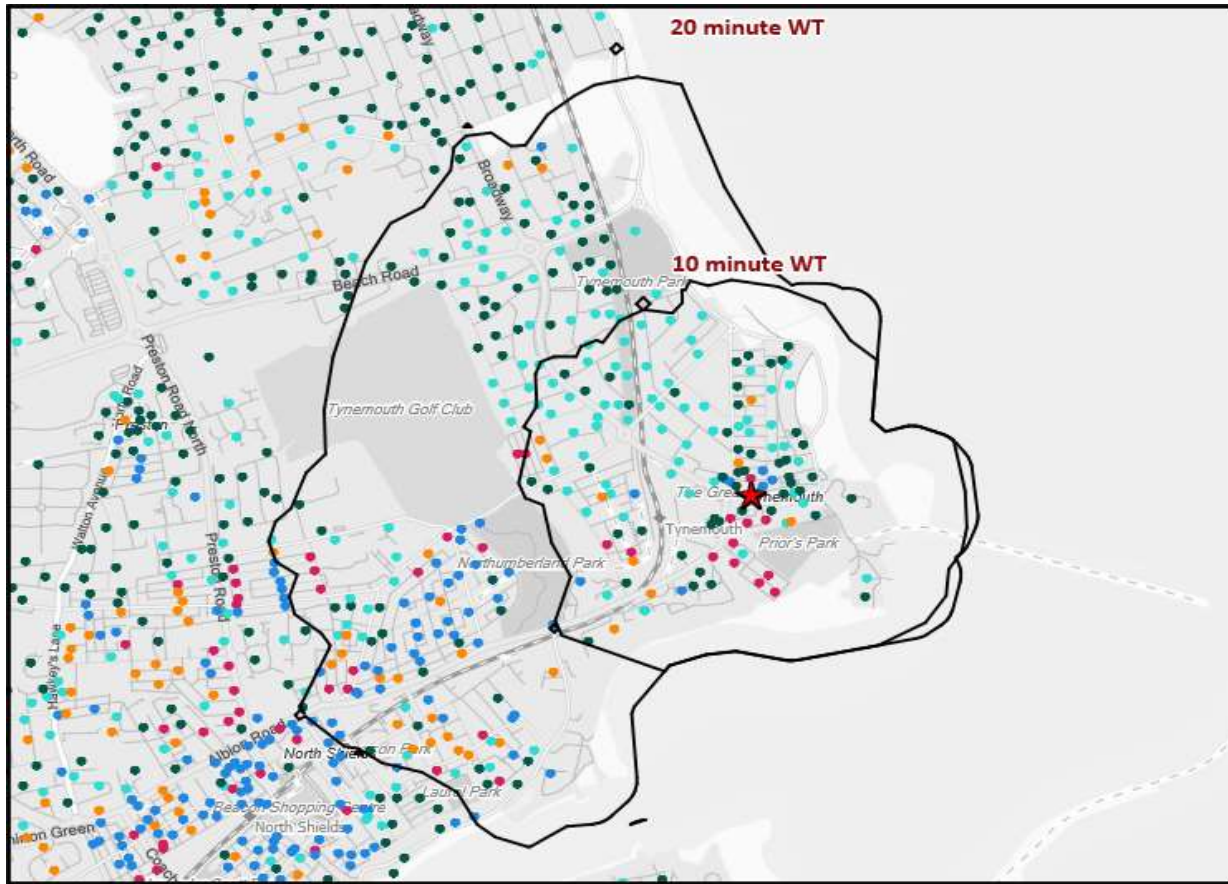
Polaris Profile by Catchment

*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	460	702	27,305	127	92	99
Young Adult - Showing I'm Cool	231	1,504	37,665	62	192	132
Midlife - Young Kids	258	778	108,148	20	29	111
Midlife - Carefree	1,986	3,077	66,333	233	172	102
Mature	1,115	2,442	67,431	98	103	78
Not Private Households	0	2	3,198	0	2	72
Total	4,050	8,505	310,080			

20 minute WT

★ Pub Sites

Polaris Summary - Priory Tynemouth

Pub Sites ★
Catchment Ɲ

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
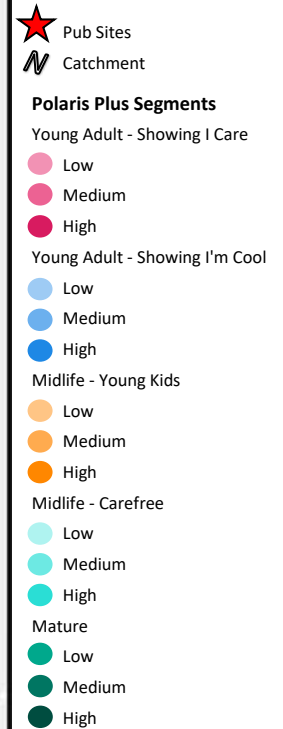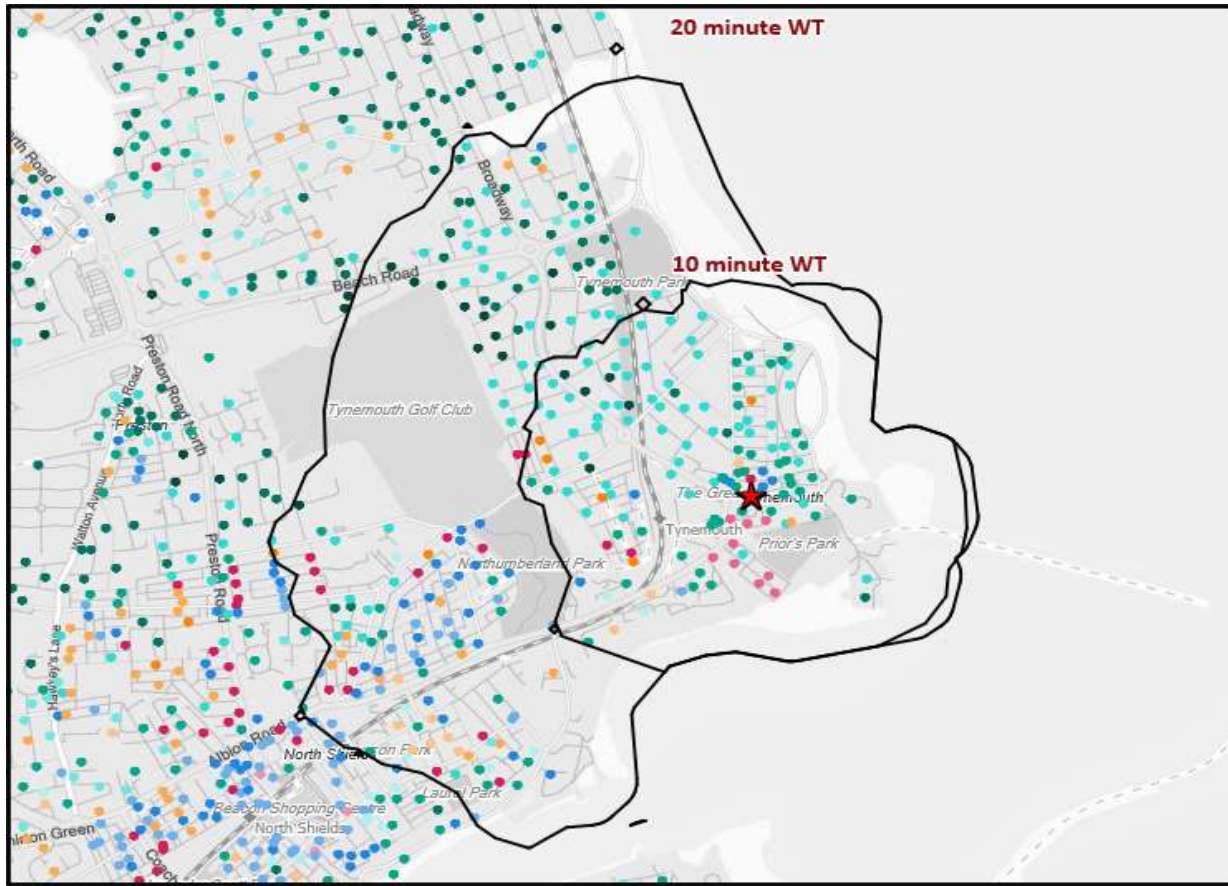
Polaris Plus Profile by Catchment

*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**
Young Adult - Showing I Care						
Low	0	0	13,737	0	0	106
Medium	274	274	6,527	496	236	154
High	186	428	7,041	136	149	67
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	47	531	17,752	31	169	155
High	184	973	19,913	102	256	143
Midlife - Young Kids						
Low	25	150	56,107	6	16	163
Medium	39	394	36,872	6	31	80
High	194	234	15,169	89	51	91
Midlife - Carefree						
Low	211	390	26,469	153	135	251
Medium	0	133	17,580	0	23	84
High	1,775	2,554	22,284	401	275	66
Mature						
Low	1,003	1,392	27,810	417	276	151
Medium	29	681	33,817	6	63	86
High	83	369	5,804	22	46	20
Not Private Households	0	2	3,198	0	2	72

20 minute WT

⭐ Pub Sites

Total	4,050	8,505	310,080

Transactional Data Summary - Priory Tynemouth

Spend by Polaris

GB %

Polaris Segment	Percentage
Young Adult - Showing I Care - Low	3.4%
Young Adult - Showing I Care - Medium	2.4%
Young Adult - Showing I Care - High	1.9%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	10.4%
Young Adult - Showing I'm Cool - High	4.6%
Midlife - Young Kids - Low	10.2%
Midlife - Young Kids - Medium	13.5%
Midlife - Young Kids - High	5.8%
Midlife - Carefree - Low	5.6%
Midlife - Carefree - Medium	13.7%
Midlife - Carefree - High	7.0%
Mature - Low	8.3%
Mature - Medium	9.8%
Mature - High	3.3%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Polaris Segment	Value
Young Adult - Showing I Care - Low	£14
Young Adult - Showing I Care - Medium	£10
Young Adult - Showing I Care - High	£9
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£12
Young Adult - Showing I'm Cool - High	£9
Midlife - Young Kids - Low	£10
Midlife - Young Kids - Medium	£10
Midlife - Young Kids - High	£11
Midlife - Carefree - Low	£10
Midlife - Carefree - Medium	£17
Midlife - Carefree - High	£11
Mature - Low	£9
Mature - Medium	£11
Mature - High	£13

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

Spend by Month

Priory Tynemouth
Star Pubs

Mobile Data Summary - Priory Tynemouth

star
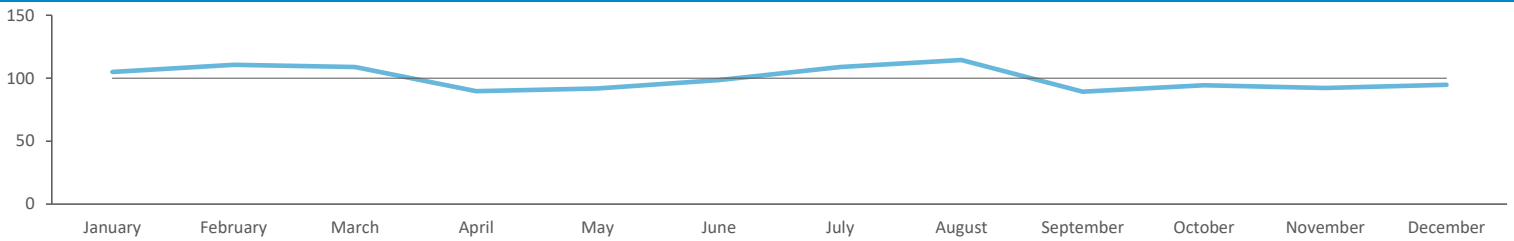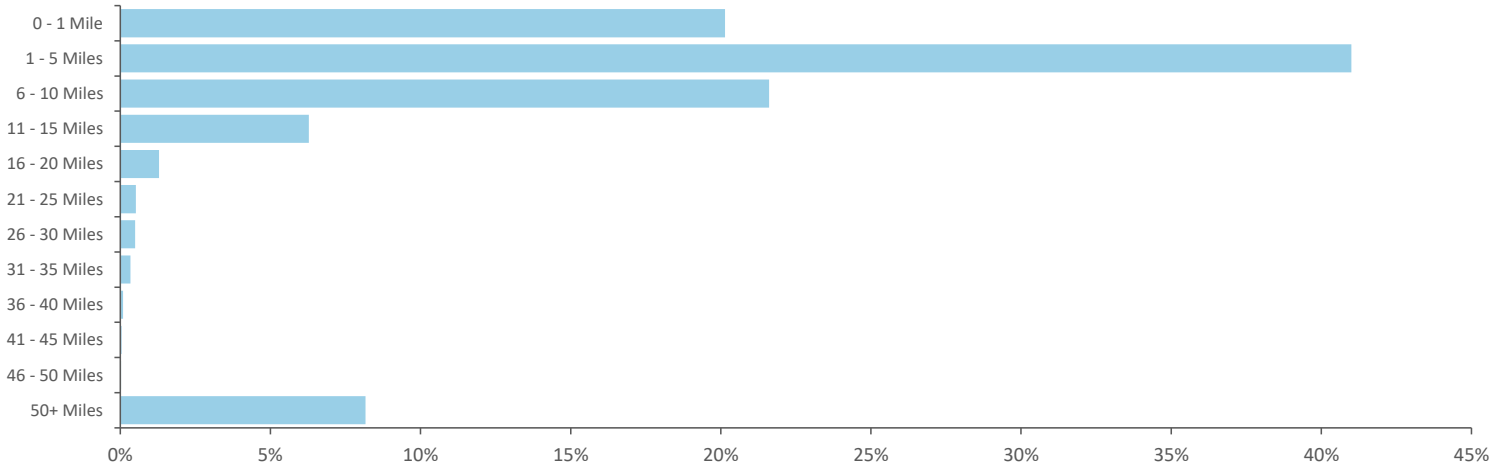PUBS & BARS
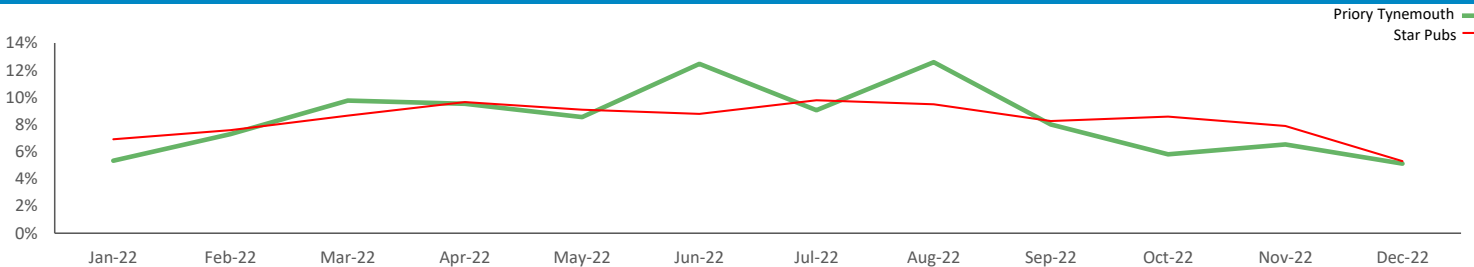
Time of Day/Day of Week
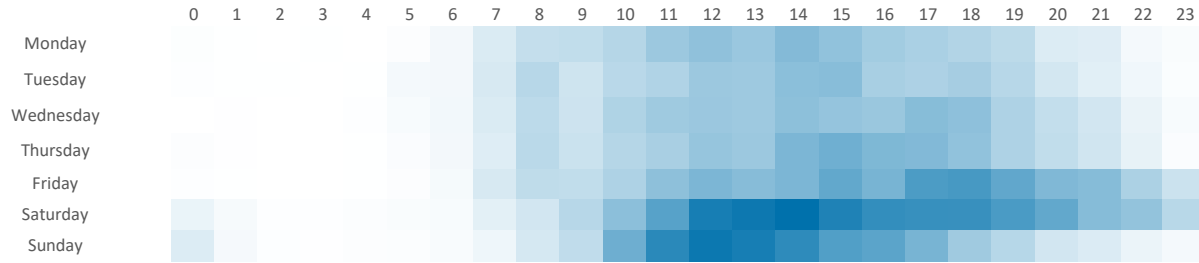
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data
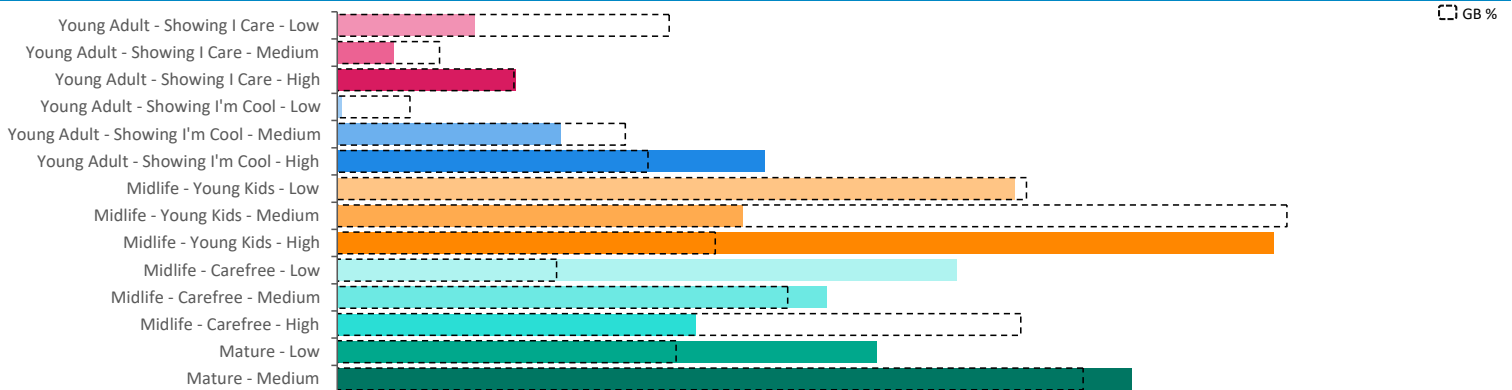
Index by Month

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
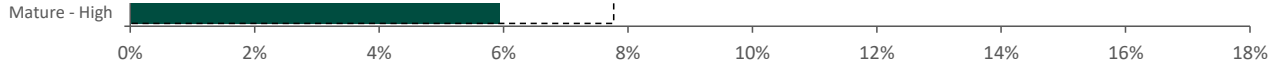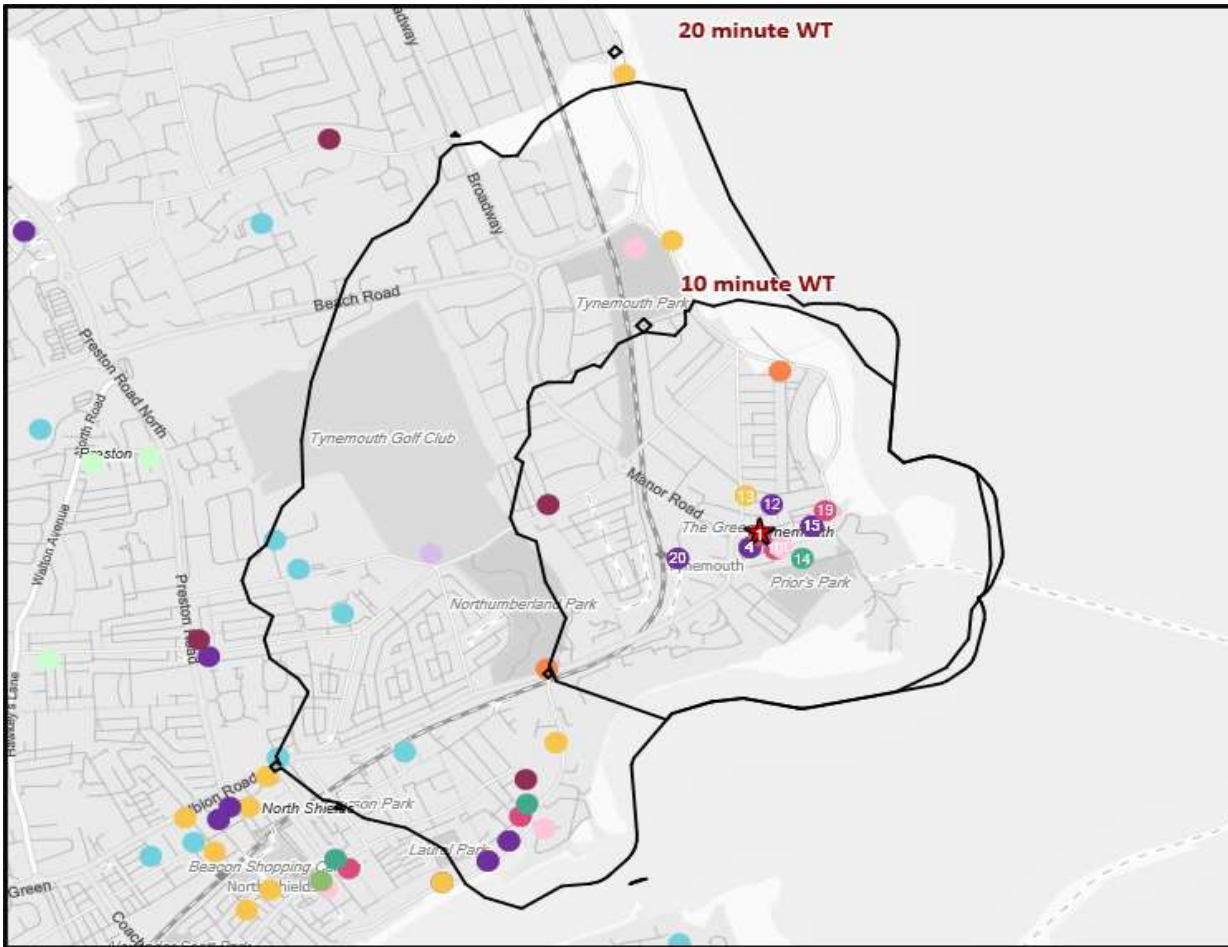
Polaris Plus Profile

GB %

Time of Day/Day of Week

Mature - High

0% 2% 4% 6% 8% 10% 12% 14% 16% 18%

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

Legend:
- ★ 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	Tynemouth & District Working Mens Club & In	NE30 4DX	Independent Free	Clubland	0.0
1	Priory	NE30 4DX	Star Pubs & Bars	Family Pub Dining	0.0
1	Cumberland Arms	NE30 4DX	Greene King	Family Pub Dining	0.0
4	Allards Lounge	NE30 4BP	Independent Free	High Street Pub	0.0
4	Vineyard 72	NE30 4BP	Independent Free	High Street Pub	0.0
4	Blind Pig	NE30 4BP	Independent Free	High Street Pub	0.0
4	Buddha Lounge	NE30 4BP	Independent Free	ABOS	0.0
4	Head Of Steam	NE30 4BP	Camerons	Circuit Bar	0.0
4	77 Front Street	NE30 4BP	Independent Free	Restaurants	0.0
10	Lola Jeans	NE30 4BS	Independent Free	Family Pub Dining	0.0
11	Salutation	NE30 4BT	Stonegate Pub Company	GPGF	0.0
12	Gulshan	NE30 4EE	Star Pubs & Bars	Restaurants	0.1
13	Yard House	NE30 4LT	Independent Free	High Street Pub	0.1
14	Rileys Fish Shack	NE30 4BY	Independent Free	Casual Dining	0.1
15	Pleased To Meet You	NE30 4DZ	Ladhar Leisure	Circuit Bar	0.1
15	Turks Head	NE30 4DZ	Greene King	Premium Local	0.1
15	Ora	NE30 4DZ	Independent Free	Restaurants	0.1
15	Gate Of India	NE30 4DZ	Independent Free	Restaurants	0.1
19	Gibraltar Rock Restaurant	NE30 4EB	Ei Group	Family Pub Dining	0.1
20	Platform 2	NE30 4RE	Independent Free	Premium Local	0.2