

Catchment Summary - Beresford Middleton On Sea



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

*WT= Walktime, **DT= Drivetime

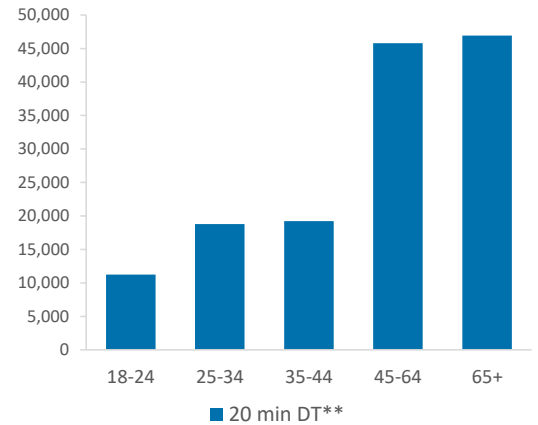
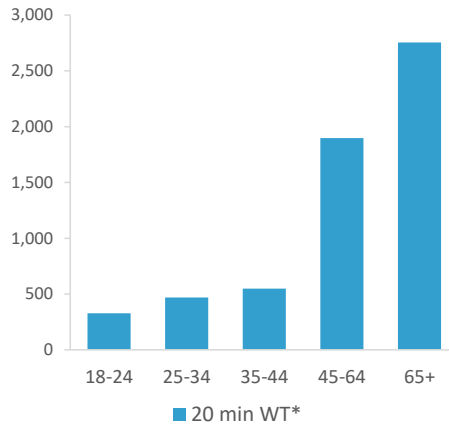
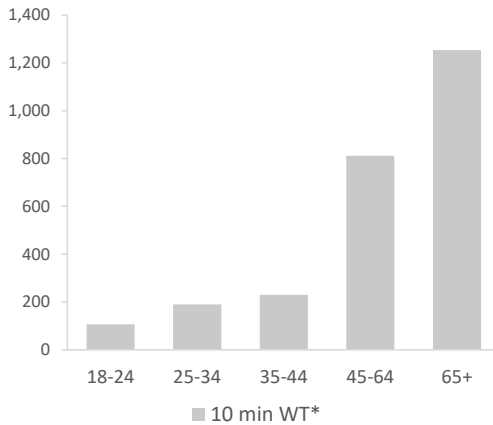
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,000	7,058	174,632	57	48	46
Adults 18+	2,591	5,998	142,003	60	34	48
Competition Pubs	3	4	135	20	13	37
Adults 18+ per Competition Pub	864	1,500	1,052	105	182	127
% Adults Likely to Drink	83.8%	83.7%	83.4%	102	102	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	21.5%	12.7%	18.2%	84	49	71
	Medium	48.9%	59.8%	45.6%	124	152	116
	High	28.6%	27.0%	33.7%	85	81	100

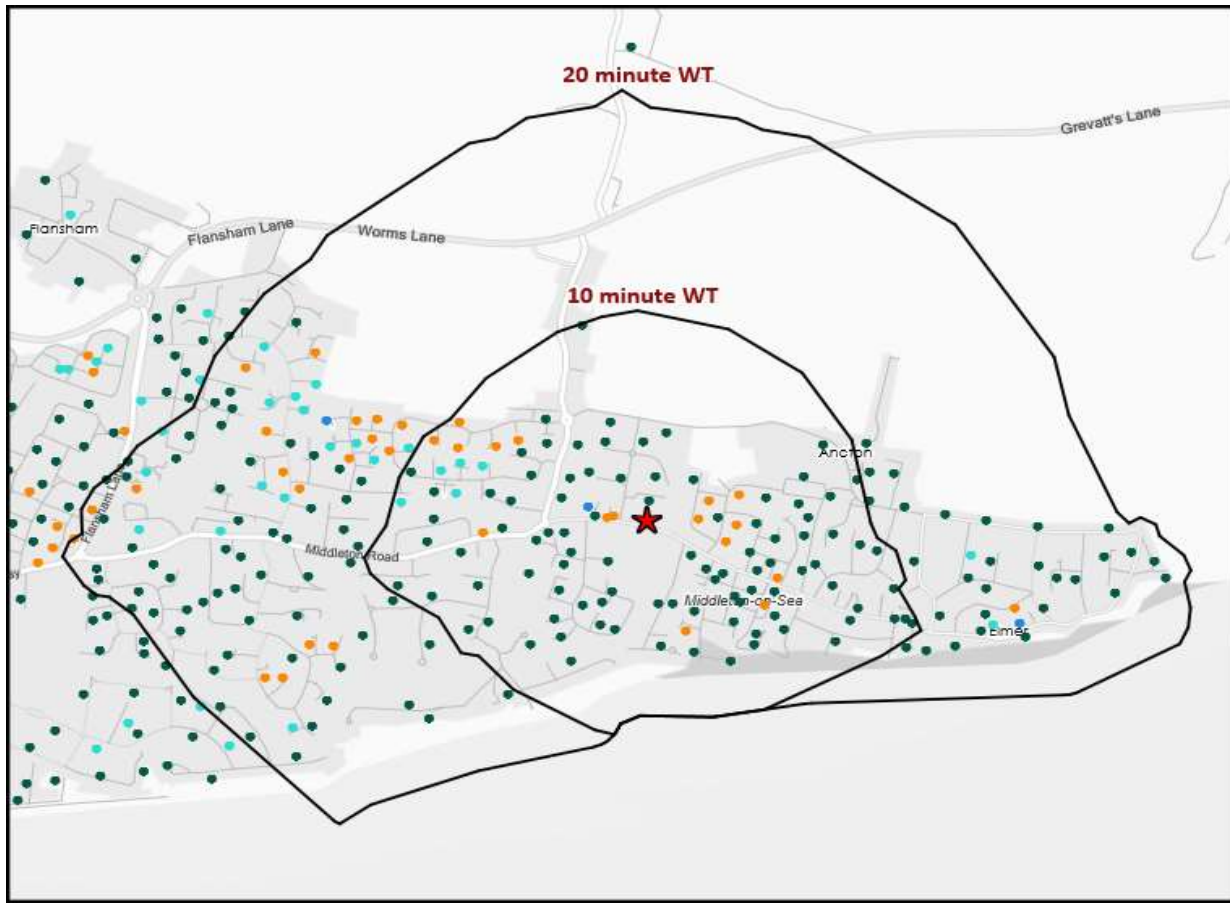
*Affluence does not include Not Private Households

Age Profile	18-24	107	327	11,224	44	57	79
	25-34	190	470	18,785	48	50	81
	35-44	230	549	19,234	60	60	86
	45-64	811	1,897	45,815	106	105	103
	65+	1,253	2,755	46,945	219	204	141



	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	1,440 (48%)	3,345 (47%)	84,528 (48%)	97	96	98
	Female	1,560 (52%)	3,713 (53%)	90,104 (52%)	103	104	102
Economic Status (16-74)							
	Employed: Full-time	656 (33%)	1,554 (33%)	48,386 (40%)	79	79	96
	Employed: Part-time	272 (14%)	661 (14%)	16,852 (14%)	105	108	107
	Self employed	257 (13%)	559 (12%)	13,178 (11%)	135	124	114
	Unemployed	10 (1%)	58 (1%)	2,081 (2%)	21	52	72
	Retired	571 (29%)	1,280 (27%)	21,918 (18%)	208	197	131
	Other	222 (11%)	592 (13%)	18,724 (15%)	57	64	78
Total Worker Count		621	1,019	66,303			

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	2,518	0	0	20
Young Adult - Showing I'm Cool	33	96	15,803	14	17	121
Midlife - Young Kids	354	942	38,500	43	50	86
Midlife - Carefree	194	656	26,051	36	52	87
Mature	1,983	4,277	55,593	274	255	140
Not Private Households	27	27	3,538	72	31	173
Total	2,591	5,998	142,003			

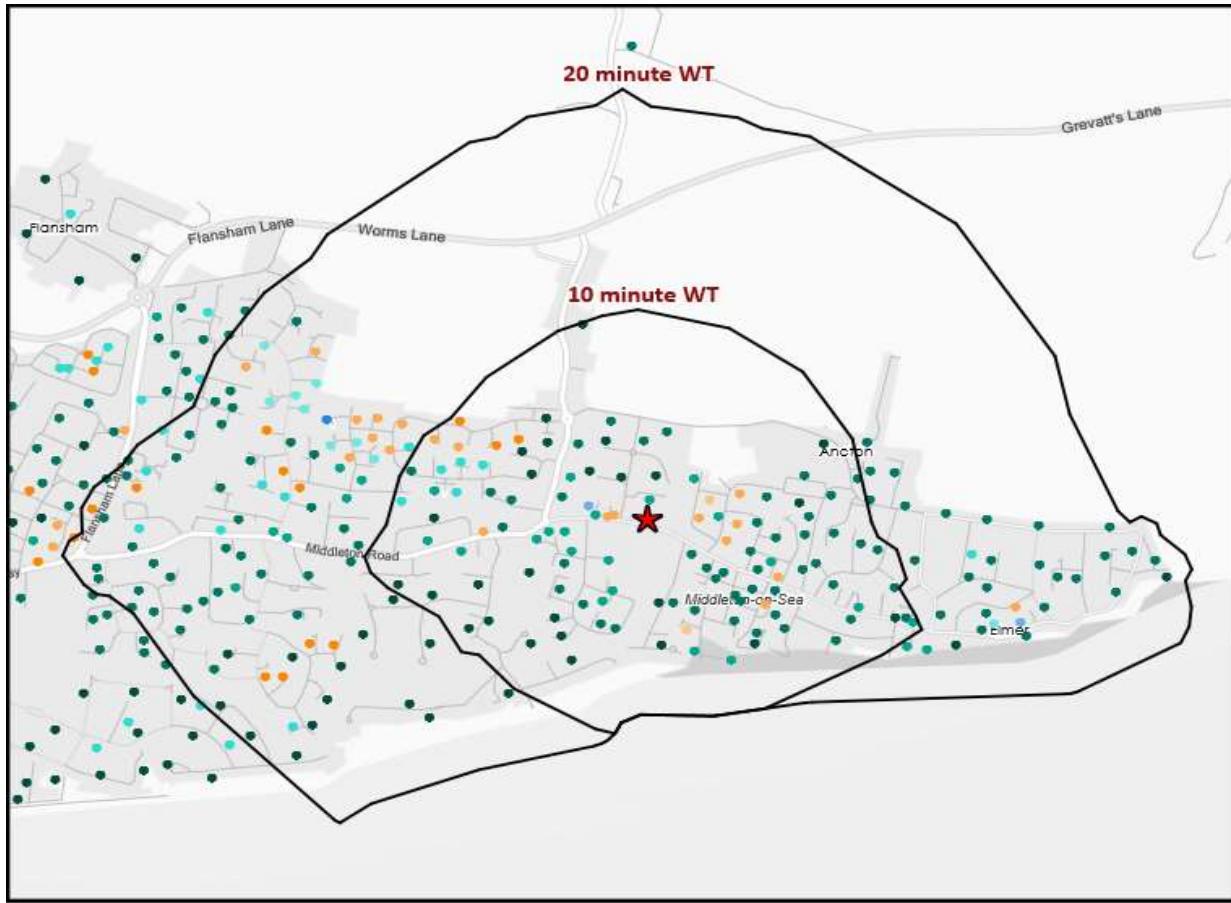
Polaris Summary - Beresford Middleton On Sea



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20 minute WT

 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	111	0	0	2
Medium	0	0	0	0	0	0
High	0	0	2,407	0	0	50
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	33	58	9,331	34	26	178
High	0	38	6,472	0	14	102
Midlife - Young Kids						
Low	53	53	7,130	18	8	45
Medium	263	605	23,925	68	68	113
High	38	284	7,445	27	88	97
Midlife - Carefree						
Low	0	0	1,855	0	0	38
Medium	0	334	8,744	0	83	92
High	194	322	15,452	69	49	100
Mature						
Low	504	709	16,814	328	199	199
Medium	970	2,591	22,743	296	341	127
High	509	977	16,036	209	174	120

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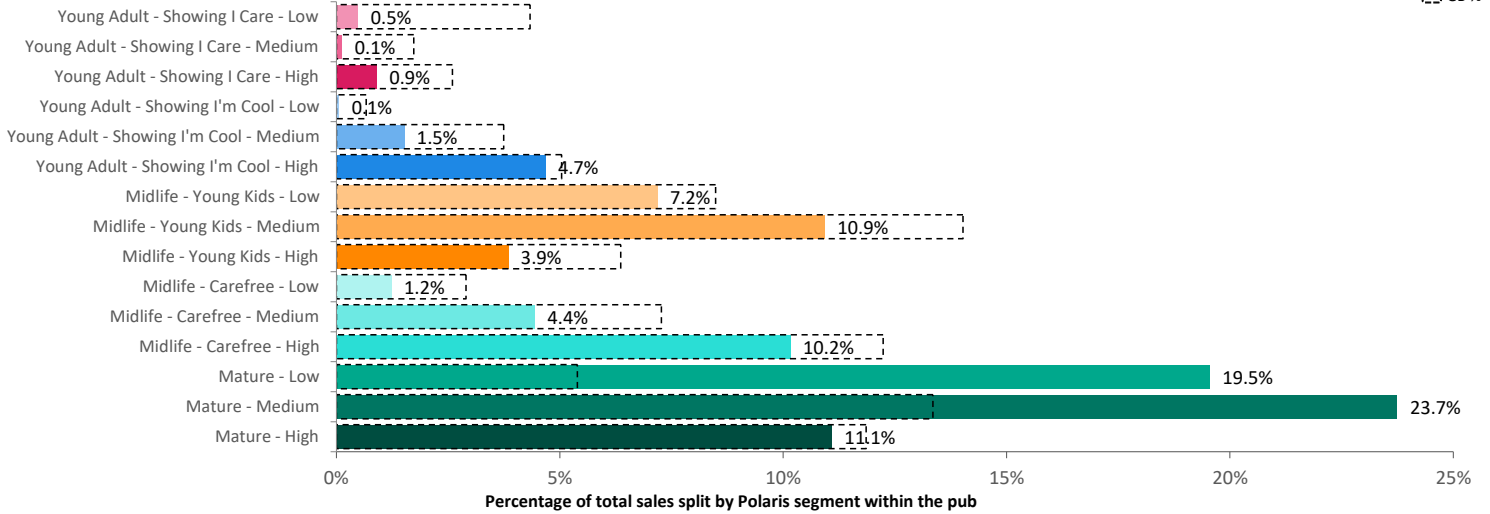


<i>Not Private Households</i>	27	27	3,538	72	31	173
Total	2,591	5,998	142,003			

Pub Sites

Spend by Polaris

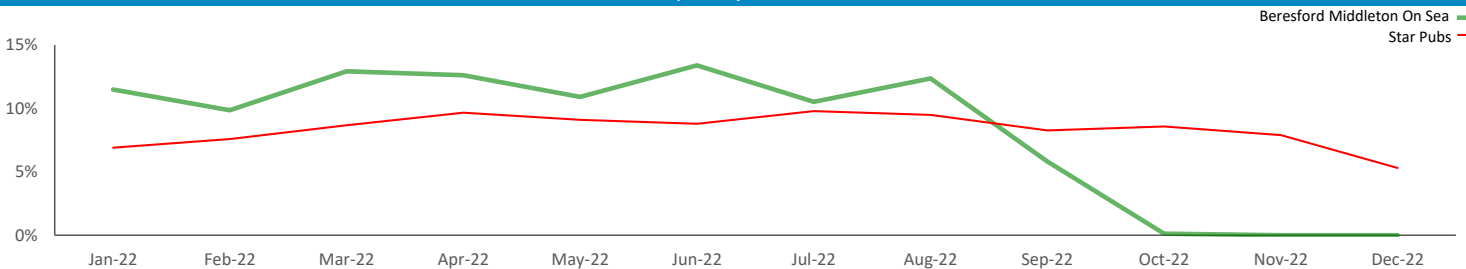
GB %



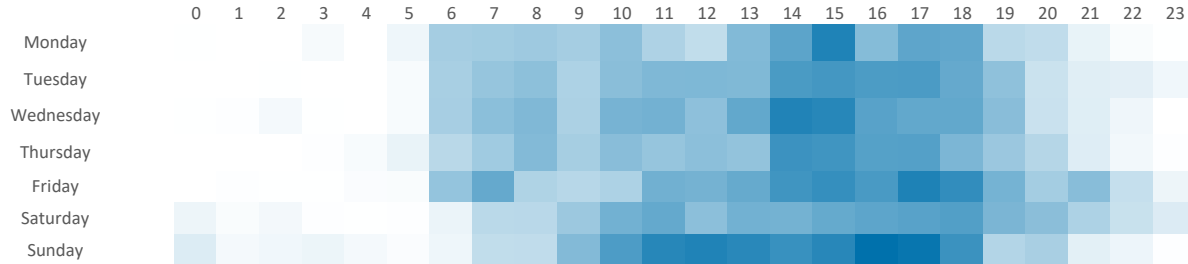
Average Transaction Values (£) by Polaris



Spend by Month

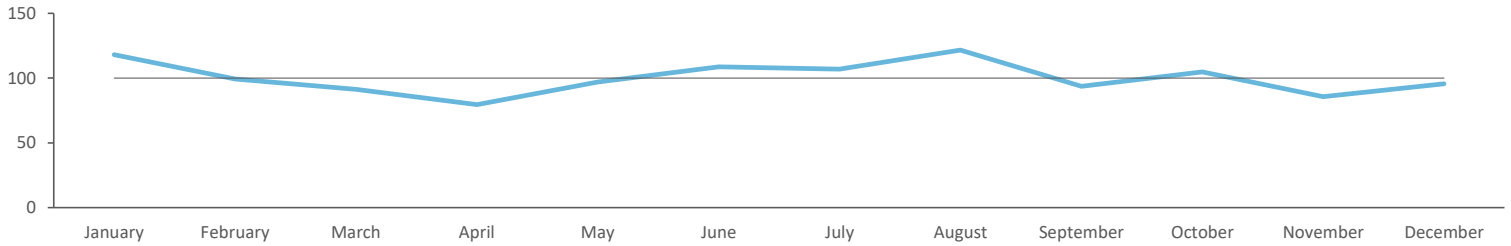


Time of Day/Day of Week



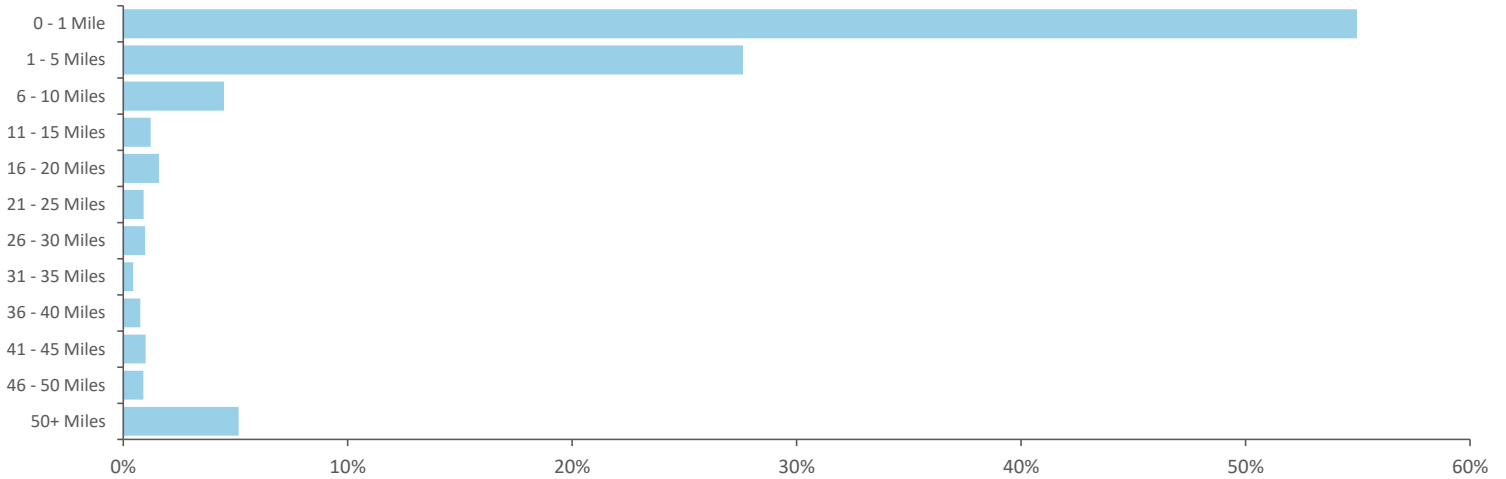
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



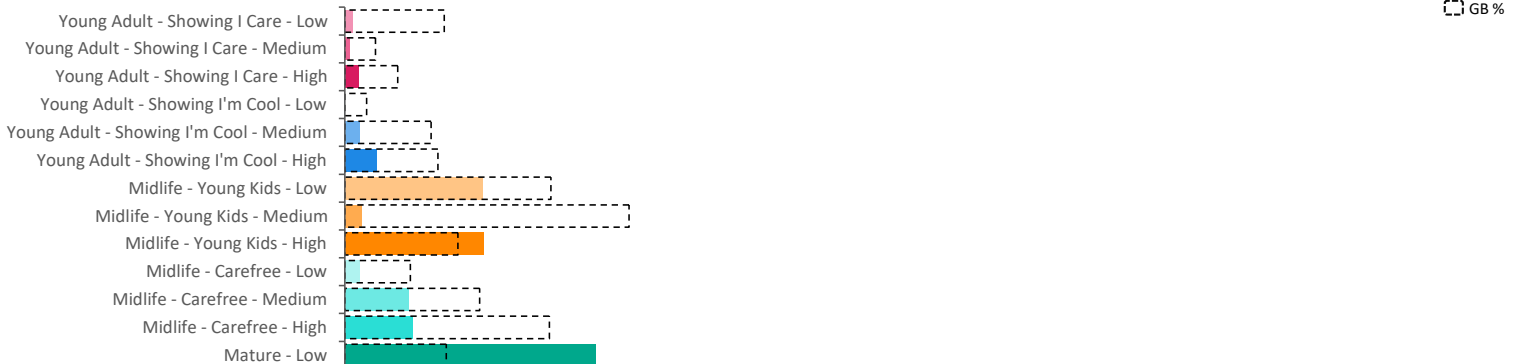
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

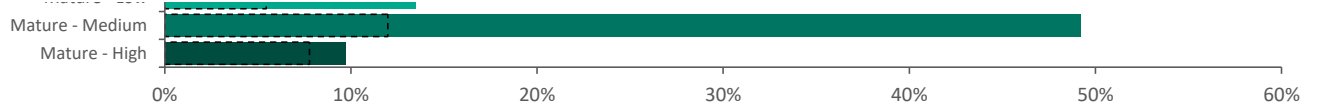


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Beresford	PO22 6EH	Star Pubs & Bars	Family Pub Dining	0.0
2	Middleton Sports Club	PO22 7RH	Independent Free	Clubland	0.2
3	Elmer Hotel	PO22 6HD	Fuller Smith & Turner	Premium Local	0.2
4	Cabin	PO22 6JA	Independent Free	Premium Local	0.6
5	Camelot Hotel & Restaurant	PO22 6AA	Independent Free	Hotel	1.0
6	Southdowns	PO22 8QJ	Mitchells & Butlers	Family Pub Dining	1.0