

Catchment Summary - Bridge Durham

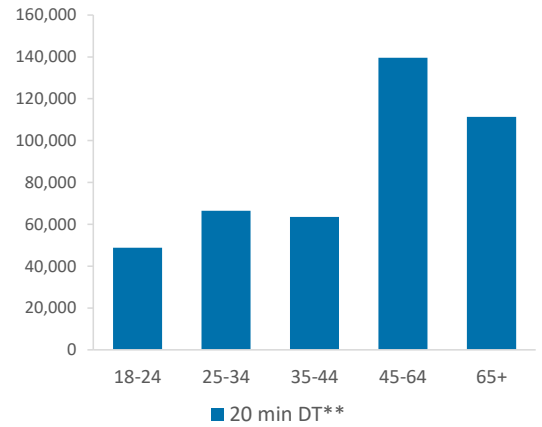
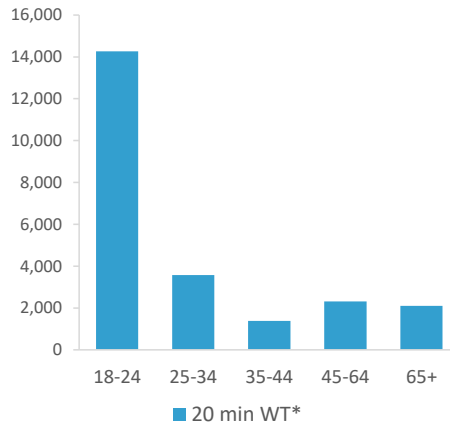
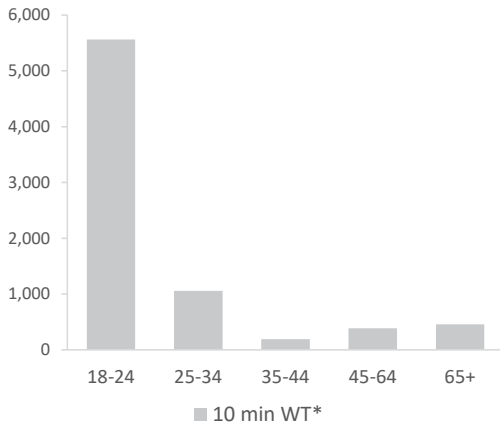


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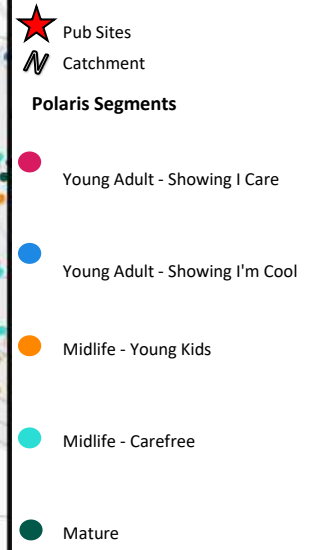
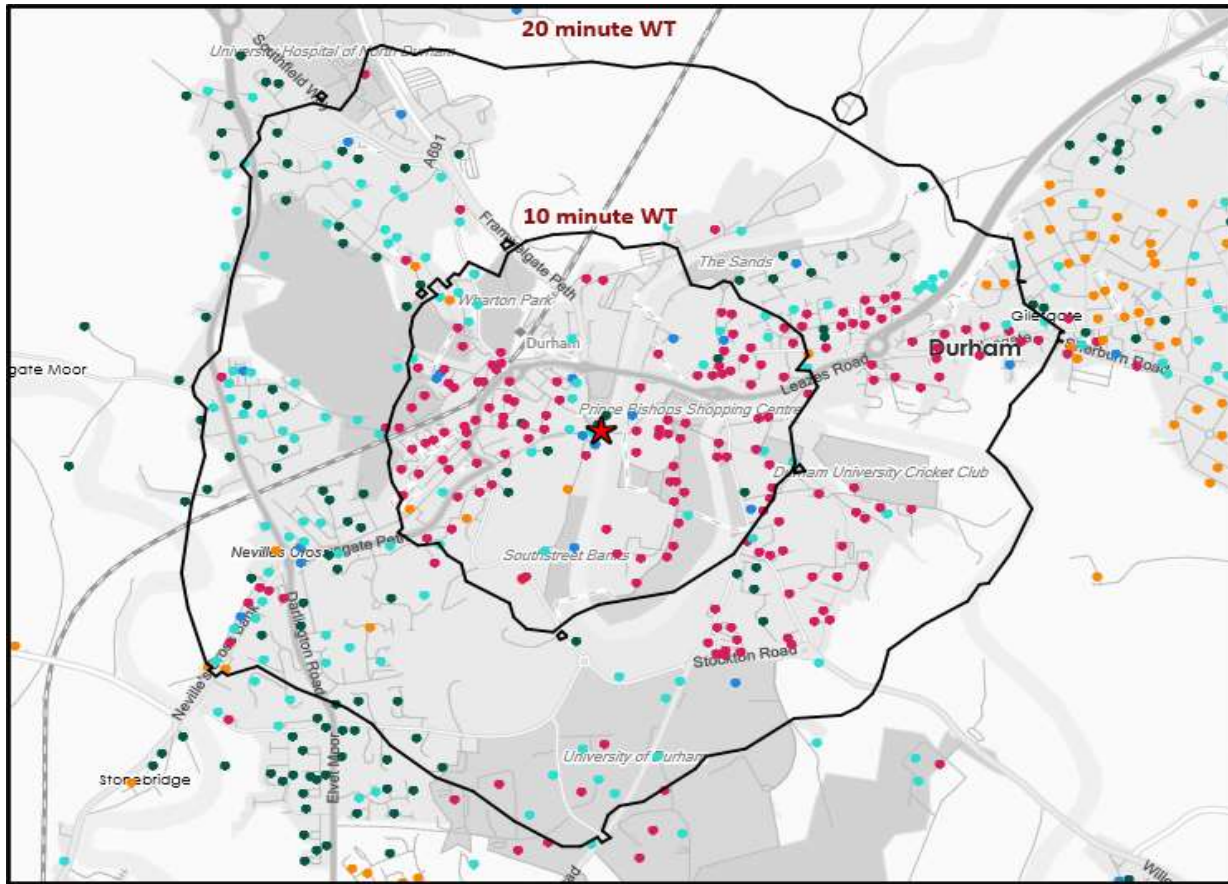
*WT= Walktime, **DT= Drivetime

	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	8,071	25,518	532,606	153	175	140	
Population & Adults 18+ index is based on all pubs							
Adults 18+	7,657	23,636	429,775	176	132	144	
Competition Pubs	44	77	538	293	241	149	
Adults 18+ per Competition Pub	174	307	799	21	37	97	
% Adults Likely to Drink	86.3%	84.6%	81.8%	105	103	99	
Affluence	Low	26.3%	29.3%	42.7%	103	114	166
	Medium	46.8%	30.2%	36.4%	119	77	92
	High	22.6%	31.1%	19.2%	67	93	57
*Affluence does not include Not Private Households							
Age Profile	18-24	5,560	14,266	48,809	850	689	113
	25-34	1,059	3,575	66,499	99	105	94
	35-44	193	1,378	63,528	19	42	93
	45-64	386	2,313	139,596	19	35	103
	65+	459	2,104	111,343	30	43	109



	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							
Gender	Male	4,175 (52%)	13,057 (51%)	260,005 (49%)	105	103	99
	Female	3,896 (48%)	12,461 (49%)	272,601 (51%)	95	97	101
Economic Status (16-74)	Employed: Full-time	1,137 (15%)	4,562 (20%)	154,545 (40%)	36	48	95
	Employed: Part-time	238 (3%)	1,052 (5%)	51,436 (13%)	24	36	101
	Self employed	374 (5%)	1,108 (5%)	22,205 (6%)	52	51	60
	Unemployed	35 (0%)	155 (1%)	10,742 (3%)	20	29	116
	Retired	449 (6%)	1,594 (7%)	65,490 (17%)	43	51	122
	Other	5,286 (70%)	14,288 (63%)	86,016 (22%)	356	318	112
Total Worker Count		7,063	21,544	228,443			

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	5,602	13,018	14,762	820	617	38
Young Adult - Showing I'm Cool	265	586	16,064	38	27	41
Midlife - Young Kids	318	947	177,810	13	13	132
Midlife - Carefree	850	3,786	109,506	53	76	121
Mature	293	3,086	103,826	14	47	86
Not Private Households	329	2,213	7,807	299	651	126
Total	7,657	23,636	429,775			

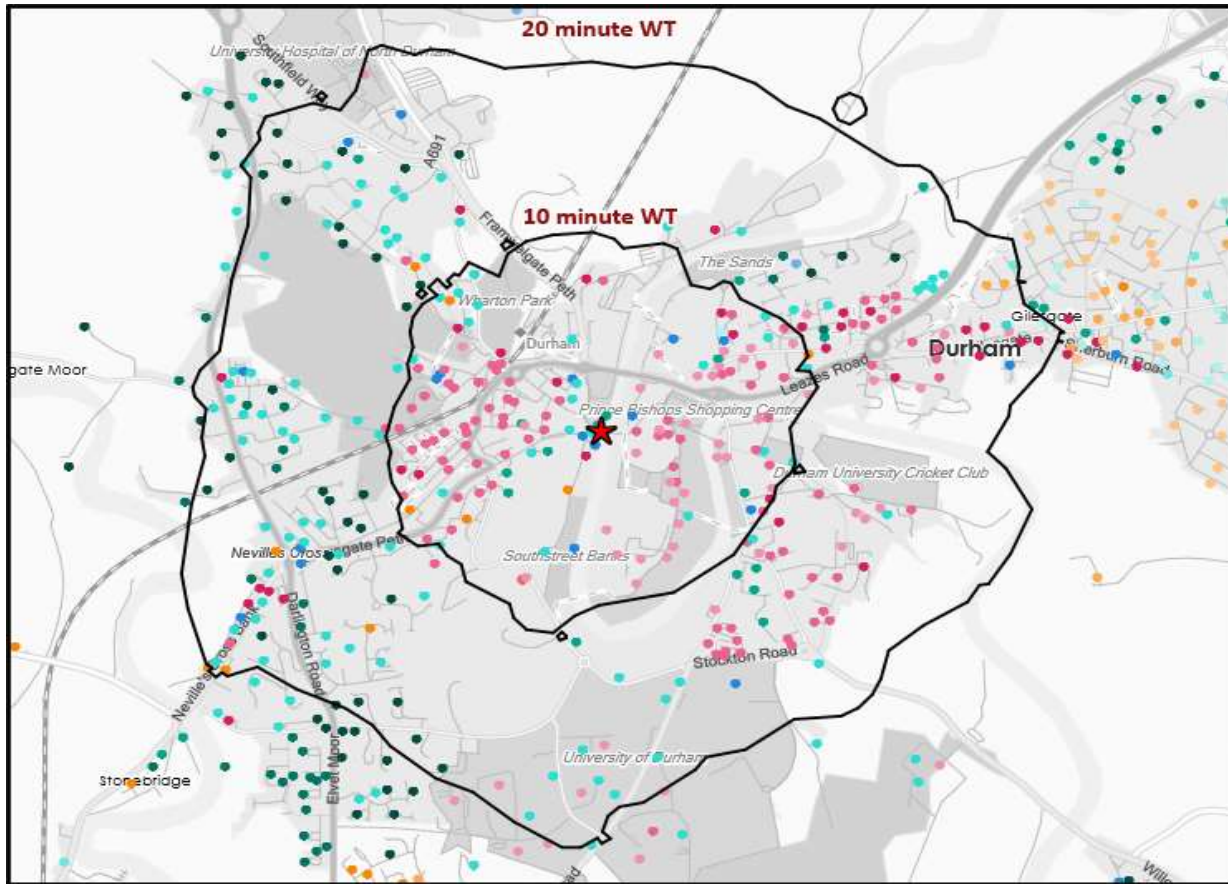
Polaris Summary - Bridge Durham



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★ Pub Sites



- ★ Pub Sites
- N 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**
Young Adult - Showing I Care						
Low	1,722	6,352	6,429	536	641	36
Medium	3,584	5,705	5,728	3,433	1,771	98
High	296	961	2,605	115	121	18
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	114	9,601	0	13	60
High	265	472	6,463	77	45	34
Midlife - Young Kids						
Low	0	0	95,339	0	0	200
Medium	0	212	56,705	0	6	88
High	318	735	25,766	77	58	111
Midlife - Carefree						
Low	0	8	48,680	0	1	333
Medium	0	98	31,922	0	6	111
High	850	3,680	28,904	102	143	62
Mature						
Low	293	572	32,890	64	41	129
Medium	0	1,009	52,330	0	34	96
High	0	1,505	18,606	0	68	46
Not Private Households	329	2,213	7,807	299	651	126

Polaris Summary - Bridge Durham



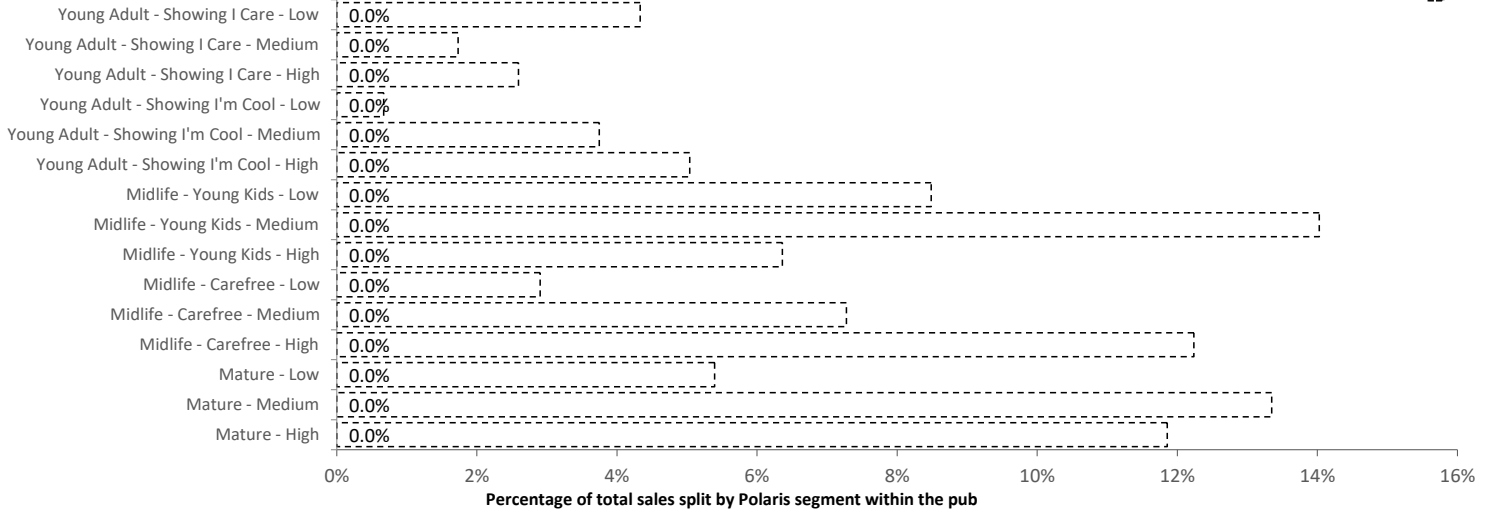
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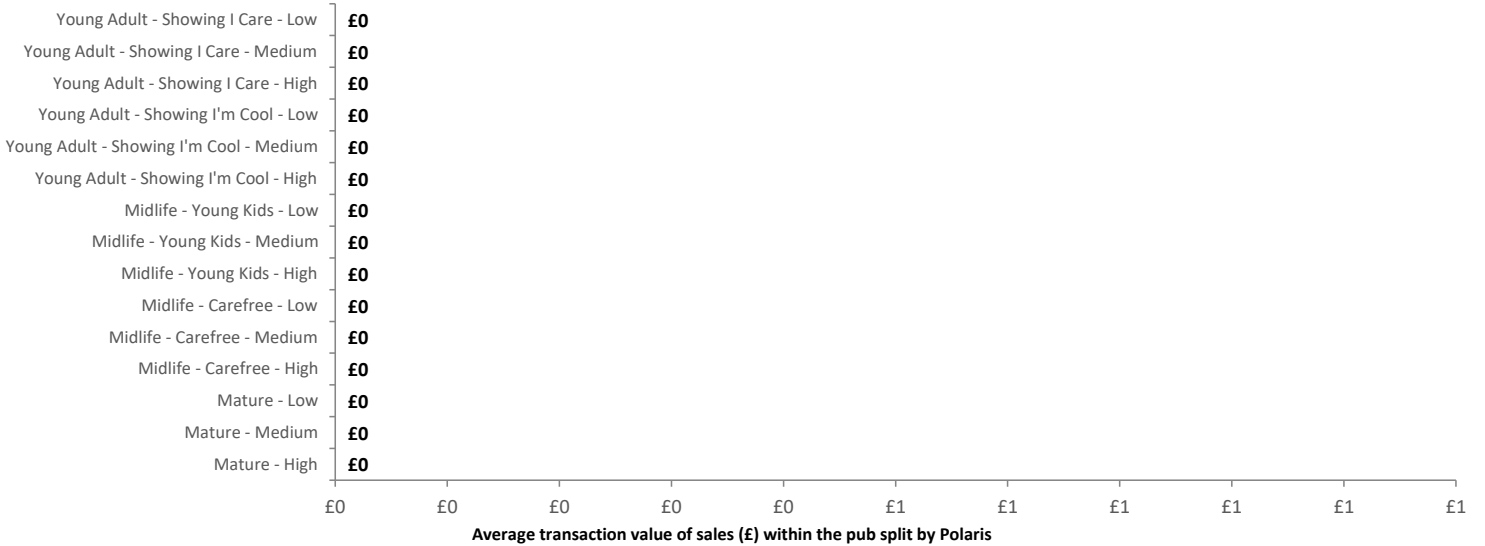
Total	7,657	23,636	429,775
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Spend by Polaris

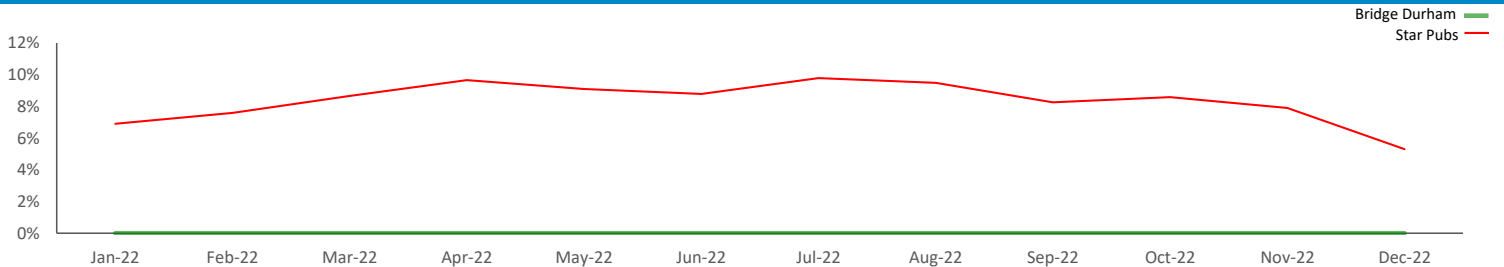
GB %



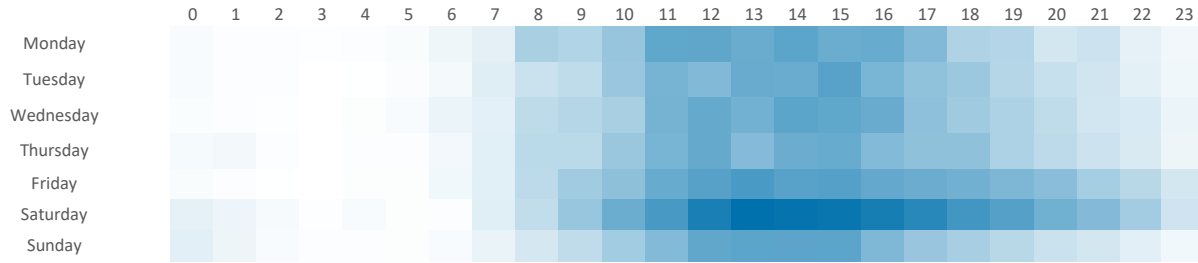
Average Transaction Values (£) by Polaris



Spend by Month

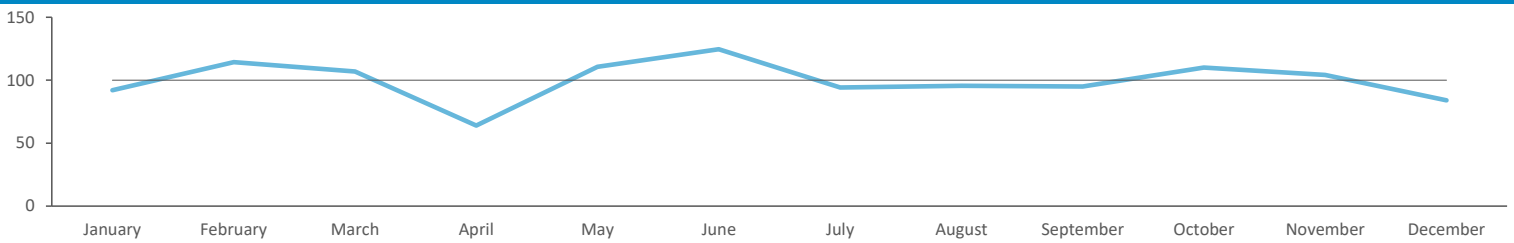


Time of Day/Day of Week



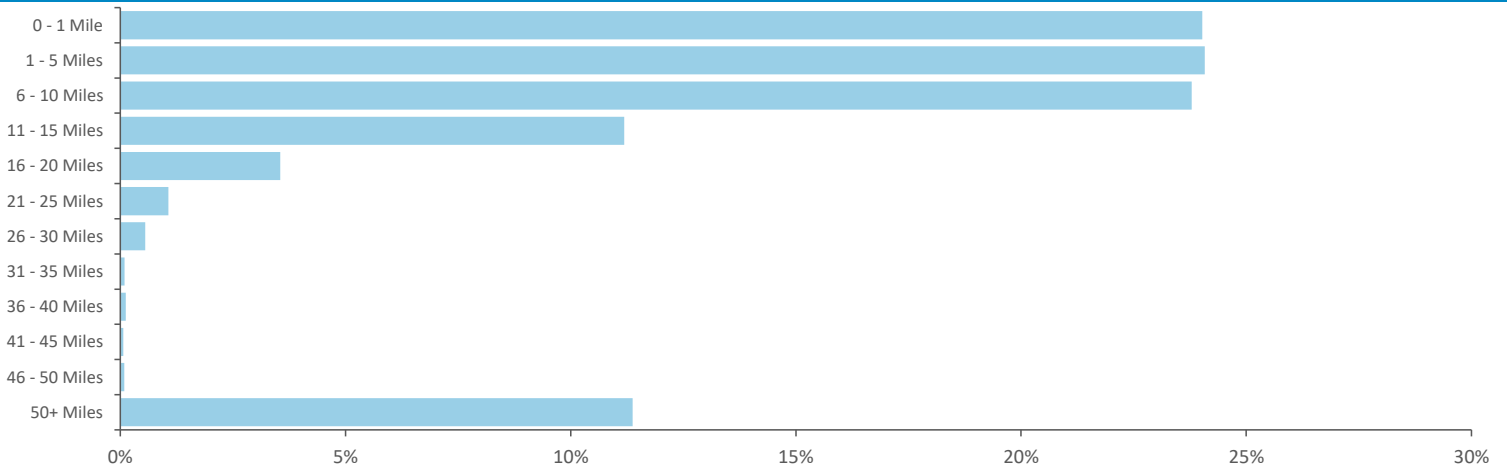
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



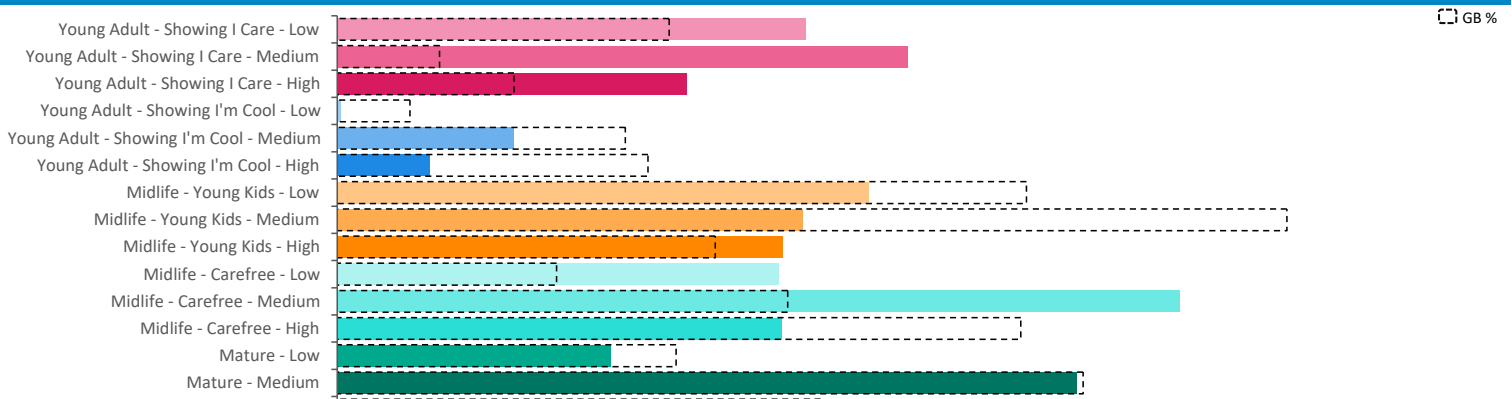
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

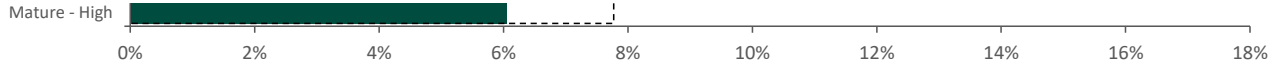


Mobile Data Summary - Bridge Durham

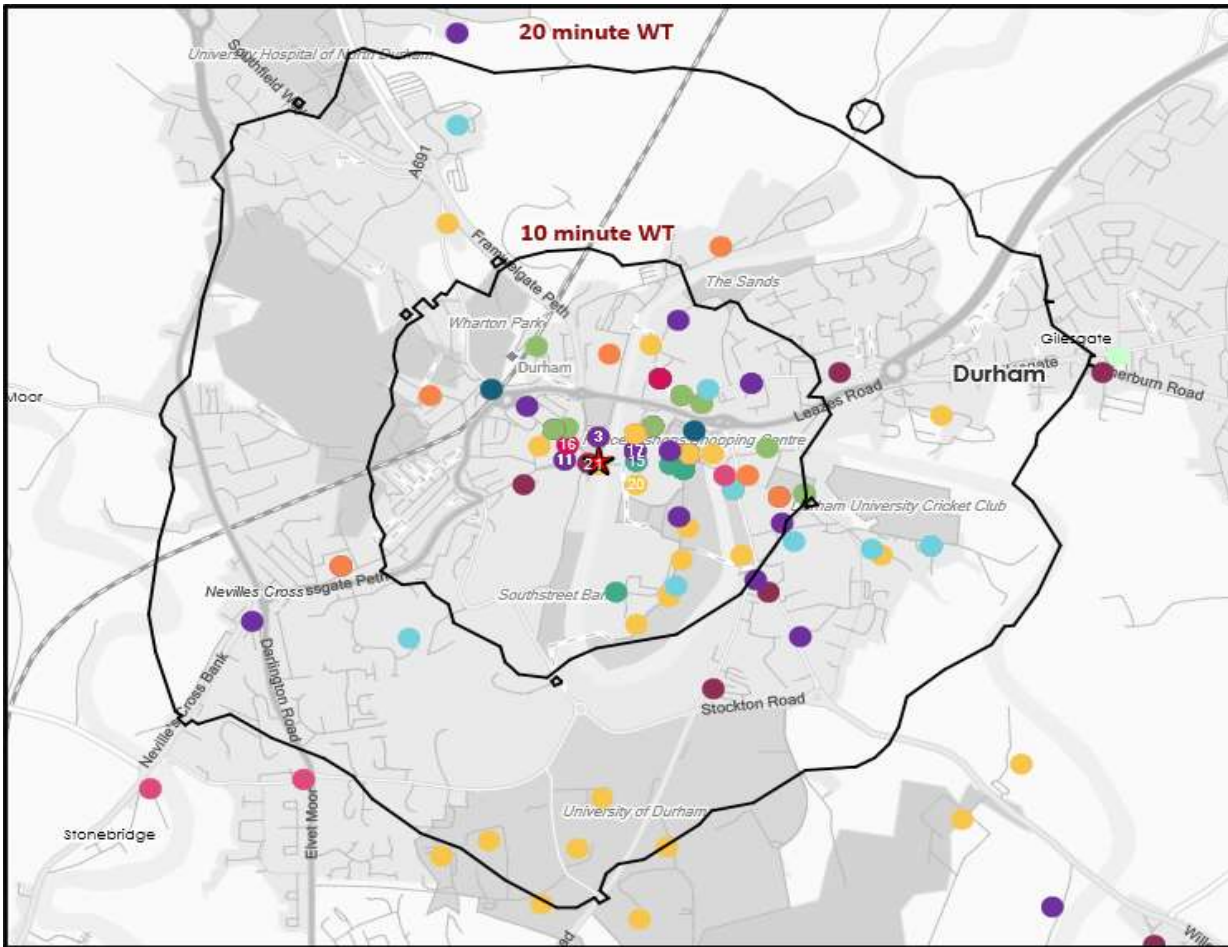


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Time of Day/Day of Week



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



★ Pub Sites
N 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	Revolution	DH 1 4PW	Revolution Bars Group	High Street Pub	0.0
2	Fighting Cocks	DH 1 4PP	Stonegate Pub Company	Premium Local	0.0
3	Old Toms	DH 1 4SL	Independent Free	ABOS	0.1
3	Curious Mr Fox	DH 1 4SL	Independent Free	High Street Pub	0.1
3	In Shanghai	DH 1 4SL	Independent Free	Restaurants	0.1
3	Turtle Bay	DH 1 4SL	Turtle Bay Restaurants	High Street Pub	0.1
3	Kitt's Pool Room & Bar	DH 1 4SL	Independent Free	High Street Pub	0.1
3	Food Pit	DH 1 4SL	Independent Free	Large Venue	0.1
3	Cosy Club	DH 1 4SL	Loungers	High Street Pub	0.1
3	Central Thai Restaurant	DH 1 4SL	Independent Free	Restaurants	0.1
11	Angel Inn	DH 1 4PR	Independent Free	Circuit Bar	0.1
11	Durham City Working Mens Club	DH 1 4PR	Independent Free	Clubland	0.1
11	Holy Grale	DH 1 4PR	Independent Free	High Street Pub	0.1
11	Nadon Thai	DH 1 4PR	Nadon Thai	Restaurants	0.1
15	Riverview Kitchen	DH 1 3RB	Independent Free	Casual Dining	0.1
16	Jm Foleys Irish Bar	DH 1 4SH	Independent Free	Night Club	0.1
17	Lounge	DH 1 3RD	Independent Free	High Street Pub	0.1
17	Akarsu Turkish Restaurant & Grill	DH 1 3RD	Independent Free	Restaurants	0.1
17	Gussto	DH 1 3RD	Independent Free	Restaurants	0.1
20	University Of Durham	DH 1 3RW	Independent Free	High Street Pub	0.1