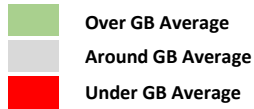


Catchment Summary - Coachman Whickham

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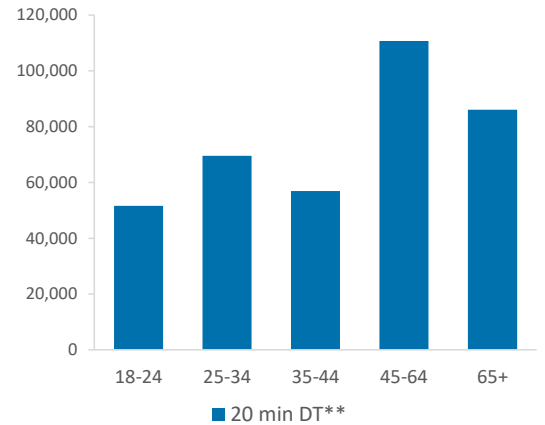
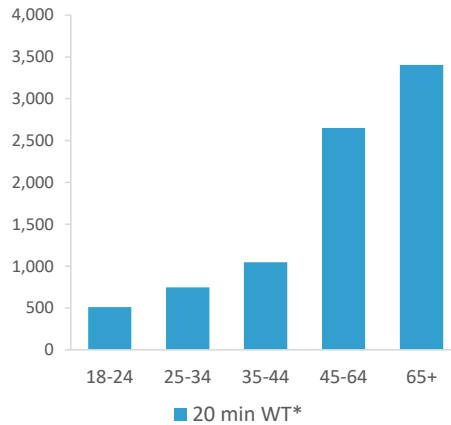
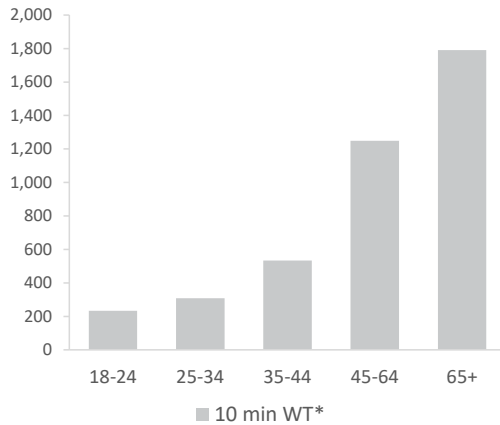
*WT= Walktime, **DT= Drivetime

	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	4,934	9,951	468,205	93	68	123
Population & Adults 18+ index is based on all pubs						
Adults 18+	4,114	8,357	374,877	95	47	125
Competition Pubs	3	8	546	20	25	151
Adults 18+ per Competition Pub	1,371	1,045	687	166	127	83
% Adults Likely to Drink	84.9%	84.7%	81.5%	103	103	99

Affluence	Low	25.3%	22.6%	41.1%	98	88	160
	Medium	55.1%	47.6%	36.7%	140	121	93
	High	19.6%	28.2%	20.4%	59	84	61

*Affluence does not include Not Private Households

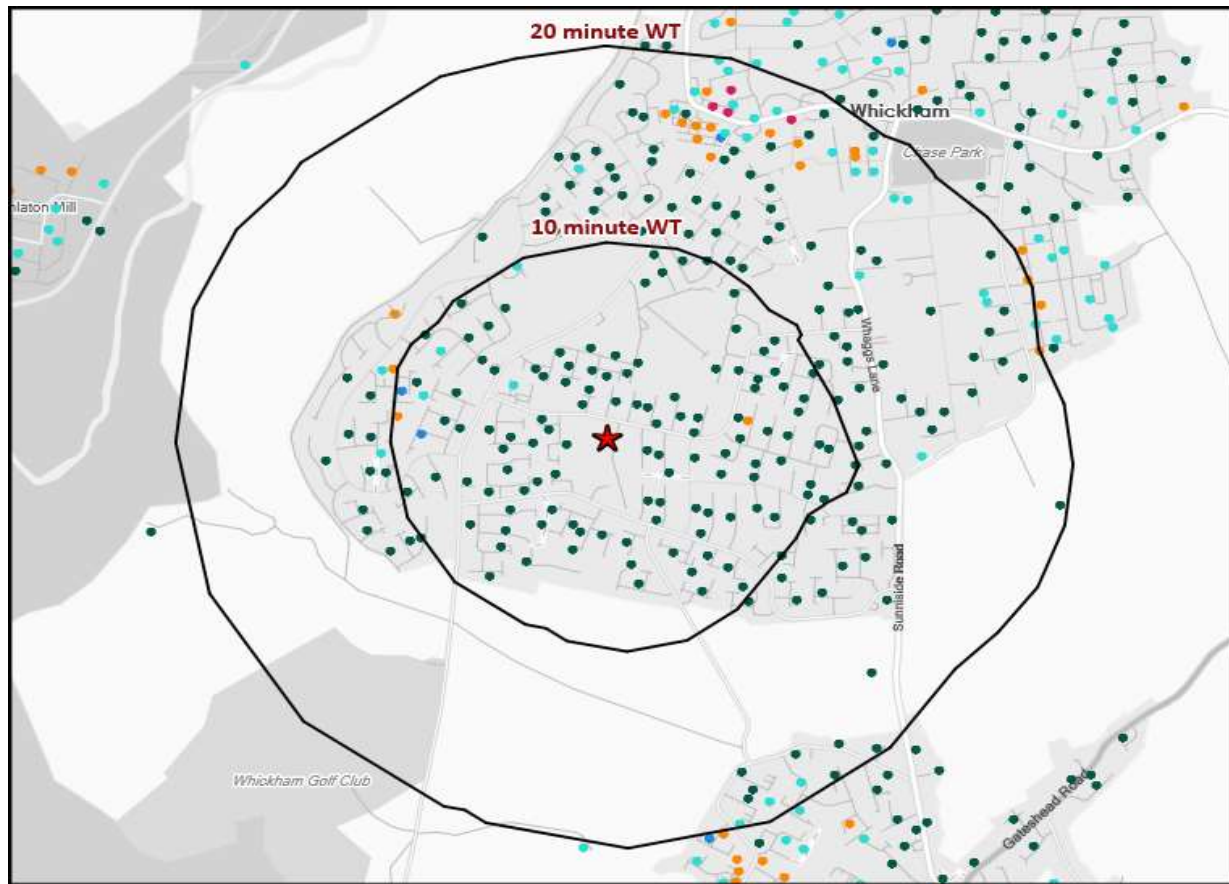
Age Profile	18-24	233	511	51,584	58	63	136
	25-34	308	747	69,563	47	56	112
	35-44	533	1,045	56,905	84	82	94
	45-64	1,249	2,650	110,740	99	104	93
	65+	1,791	3,404	86,085	190	179	96



		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	2,327 (47%)	4,805 (48%)	233,710 (50%)	95	98	101
	Female	2,607 (53%)	5,146 (52%)	234,495 (50%)	105	102	99
Economic Status (16-74)	Employed: Full-time	1,307 (40%)	2,756 (40%)	136,076 (40%)	96	97	95
	Employed: Part-time	454 (14%)	938 (14%)	43,682 (13%)	107	105	98
	Self employed	222 (7%)	496 (7%)	22,183 (6%)	71	76	68
	Unemployed	20 (1%)	66 (1%)	9,208 (3%)	26	41	113
	Retired	941 (29%)	1,836 (27%)	49,953 (15%)	209	194	105
	Other	326 (10%)	758 (11%)	82,932 (24%)	51	56	122
Total Worker Count		1,262	3,019	245,075			

See the Glossary page for further information on the above variables

Polaris Summary - Coachman Whickham



- ★ Pub Sites
 N 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	69	38,029	0	9	114
Young Adult - Showing I'm Cool	69	84	39,755	18	11	115
Midlife - Young Kids	72	543	138,895	6	21	118
Midlife - Carefree	146	921	76,575	17	52	97
Mature	3,827	6,607	74,945	333	283	71
Not Private Households	0	133	6,678	0	111	124
Total	4,114	8,357	374,877			

Polaris Summary - Coachman Whickham

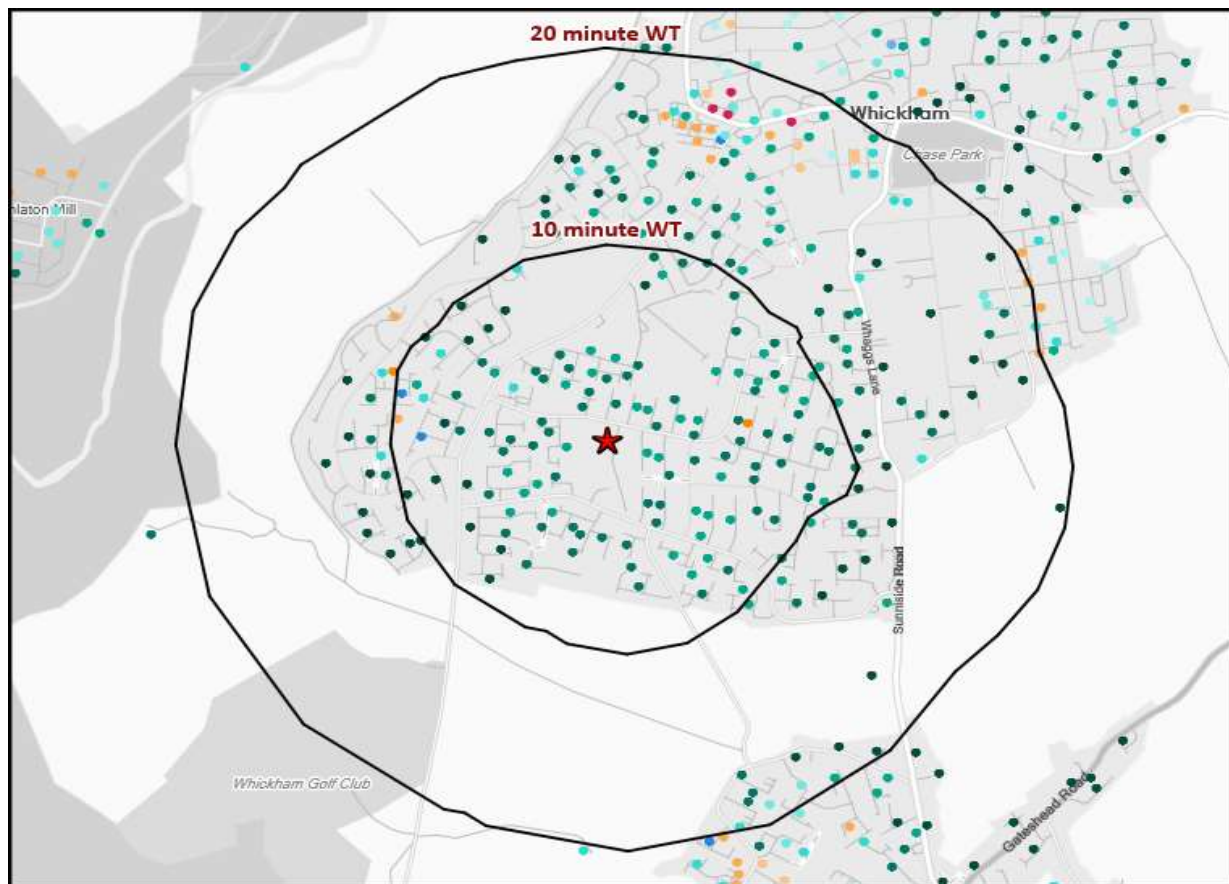


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★ Pub Sites

Polaris Summary - Coachman Whickham



★ 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

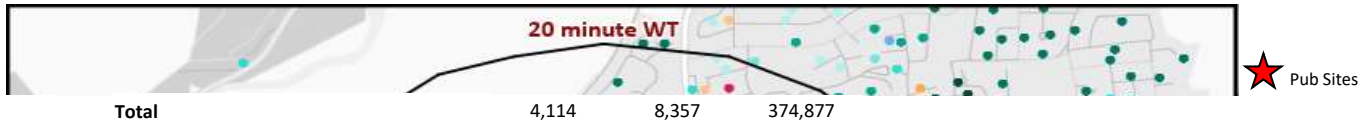
*WT= Walktime, **DT= Drivetime

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	0	0	25,995	0	0	165
Medium	0	0	3,566	0	0	70
High	0	69	8,468	0	25	67
Young Adult - Showing I'm Cool						
Low	0	0	432	0	0	11
Medium	0	0	18,849	0	0	136
High	69	84	20,474	37	22	122
Midlife - Young Kids						
Low	0	111	70,942	0	12	170
Medium	27	359	54,386	4	29	97
High	45	73	13,567	20	16	67
Midlife - Carefree						
Low	0	108	29,009	0	38	228
Medium	0	292	26,227	0	52	104
High	146	521	21,339	32	57	52
Mature						
Low	1,040	1,670	27,850	426	337	125
Medium	2,239	3,328	34,421	430	315	73
High	548	1,609	12,674	142	205	36
Not Private Households	0	133	6,678	0	111	124

Polaris Summary - Coachman Whickham



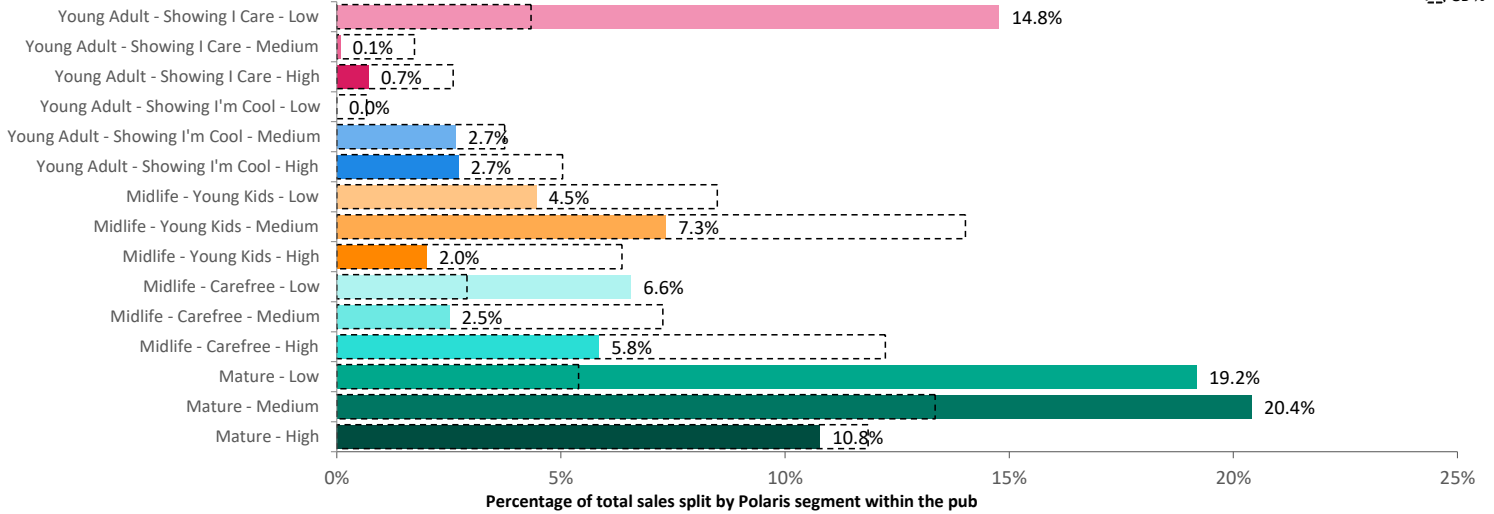
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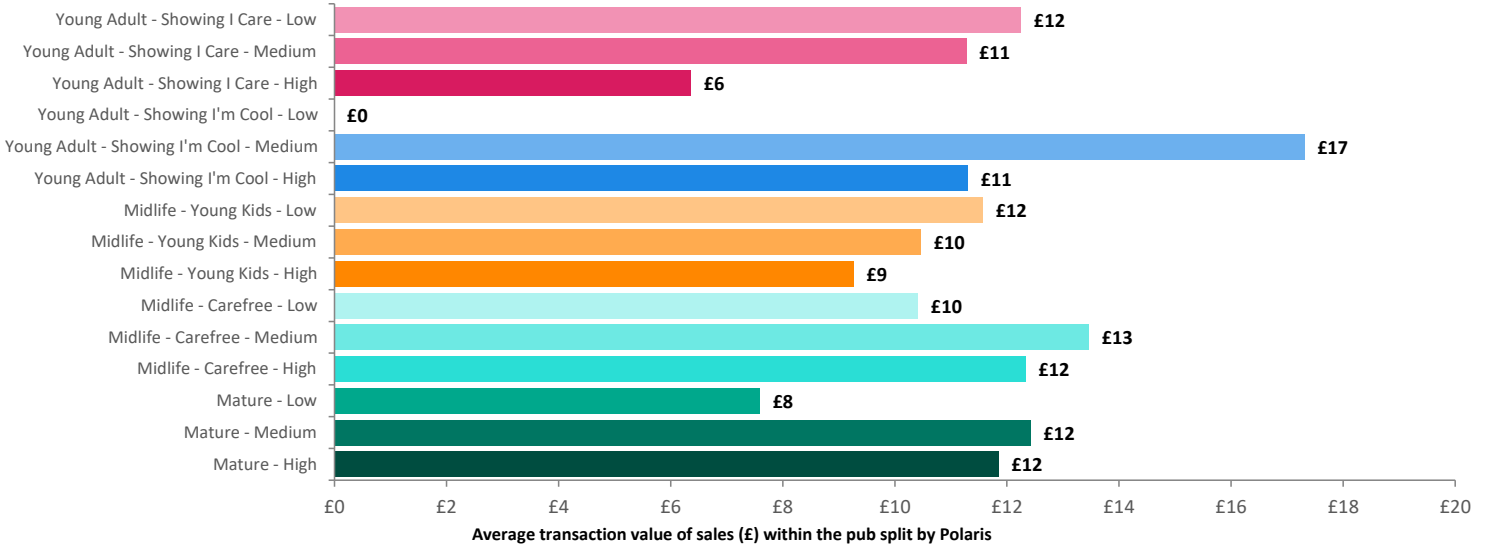
Transactional Data Summary - Coachman Whickham

Spend by Polaris

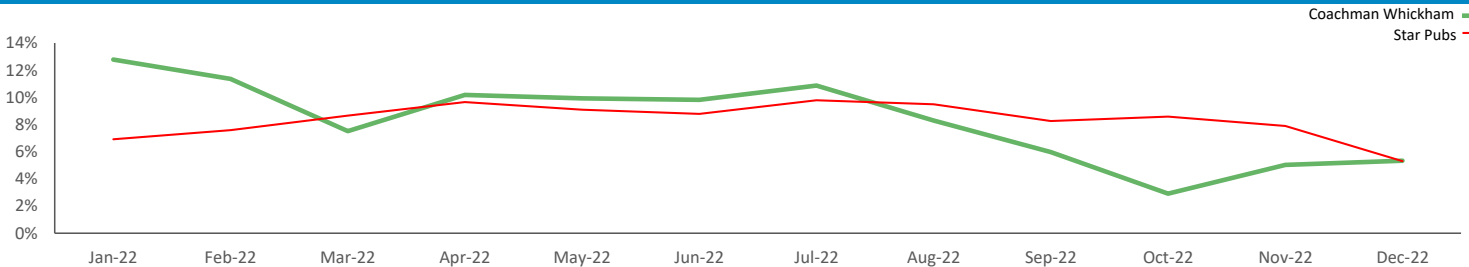
GB %



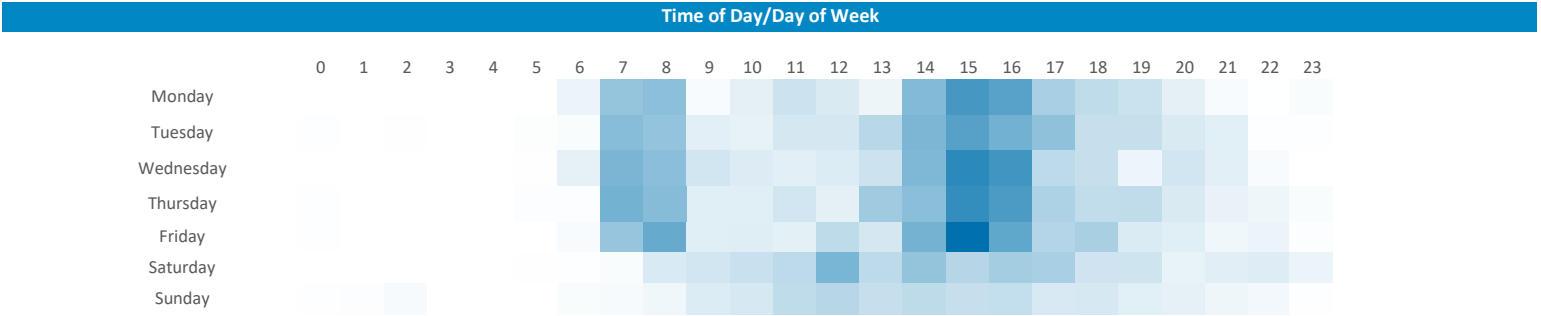
Average Transaction Values (£) by Polaris



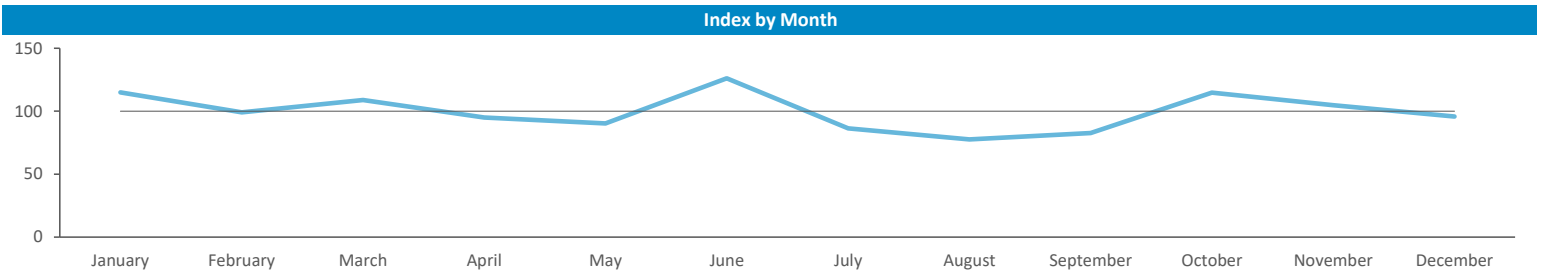
Spend by Month



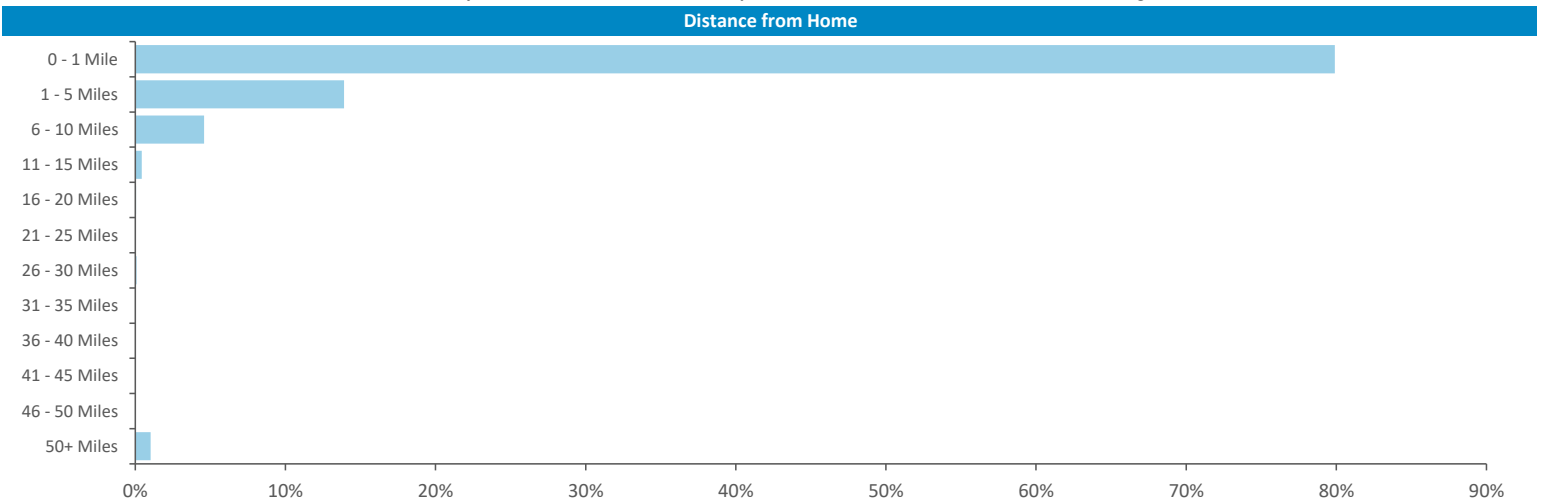
Mobile Data Summary - Coachman Whickham



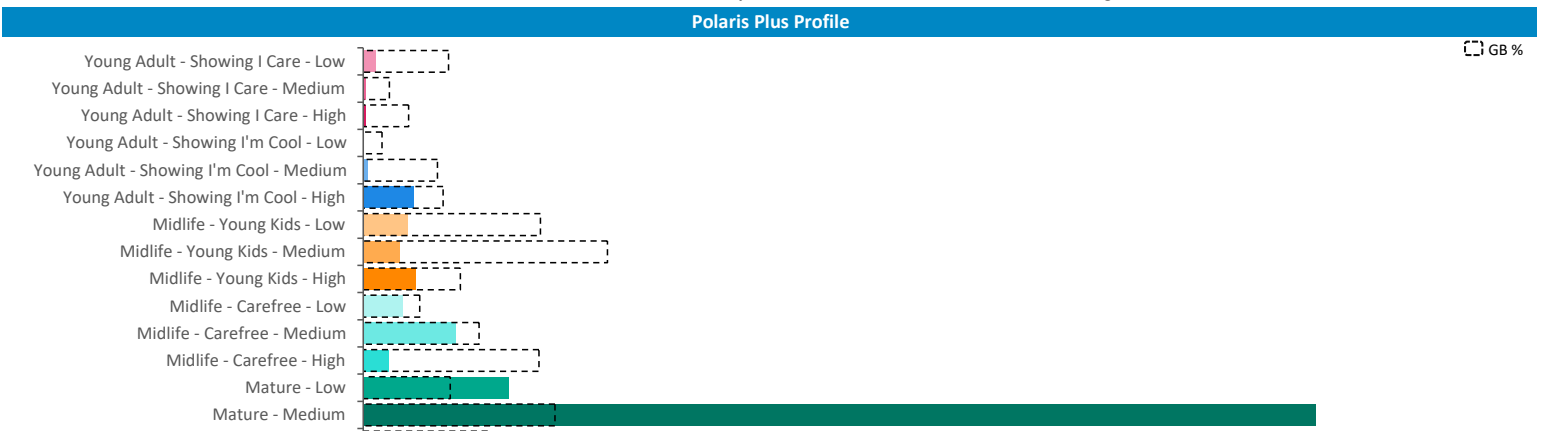
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data



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



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



Mobile Data Summary - Coachman Whickham



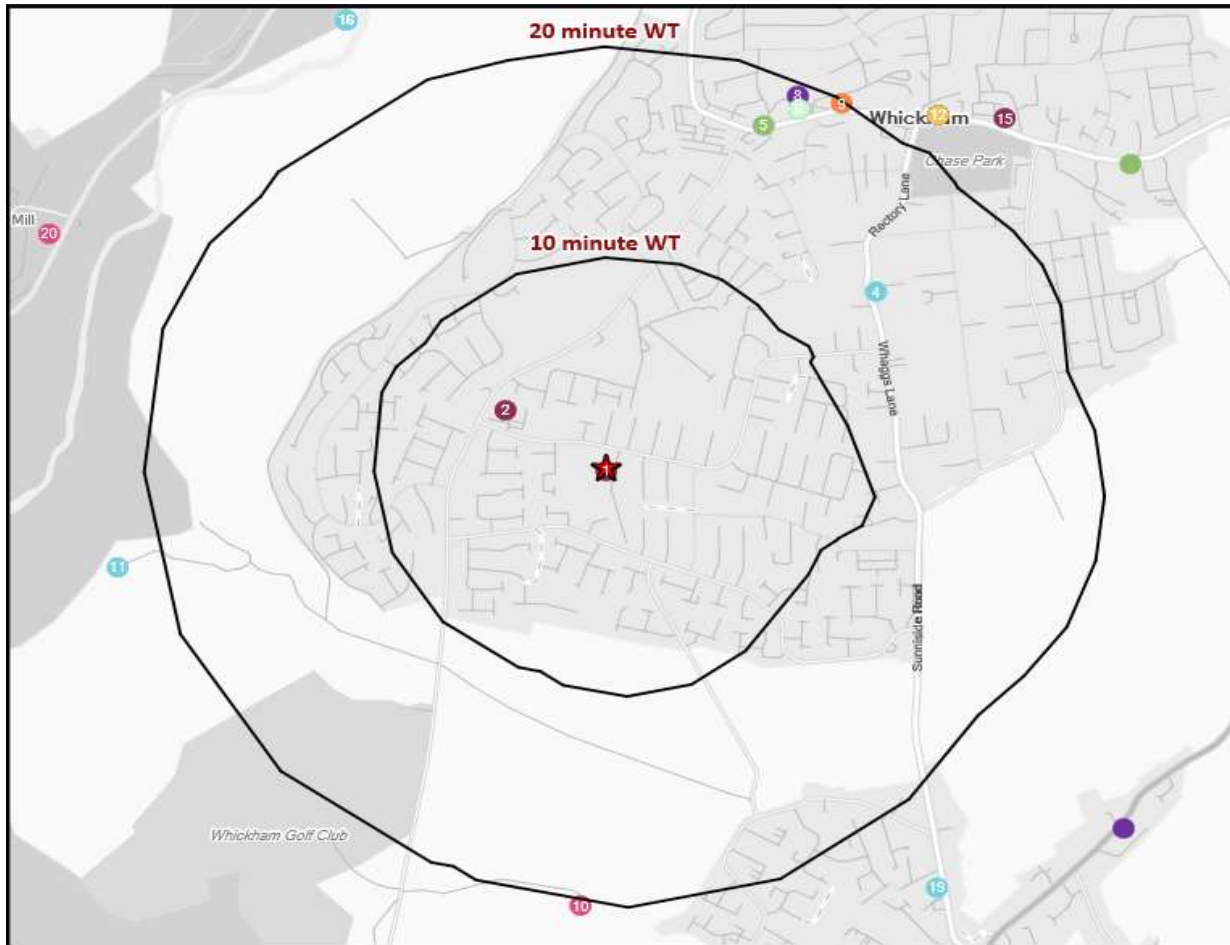
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Time of Day/Day of Week



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

CGA Summary - Coachman Whickham



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	Coachman	NE16 5AW	Star Pubs & Bars	Premium Local	0.0
2	Cafe Lutz	NE16 5BY	Independent Free	High Street Pub	0.2
2	Fellsider	NE16 5BY	Star Pubs & Bars	Premium Local	0.2
4	Whickham Glebe Sports Club	NE16 4PF	Independent Free	Clubland	0.5
5	Bridle Path	NE16 4JJ	Stonegate Pub Company	Circuit Bar	0.7
6	Jamdani Indian	NE16 4JB	Independent Free	Restaurants	0.7
6	One Eyed Stag	NE16 4JB	Independent Free	Community Pub	0.7
8	Chutneys	NE16 4AB	Independent Free	Restaurants	0.7
9	Gibside Hotel	NE16 4JG	Independent Free	Hotel	0.8
10	Woodmans Arms	NE16 5BB	Independent Free	Family Pub Dining	0.8
11	Whickham Golf Club	NE16 5BA	Independent Free	Clubland	0.8
12	Oli & Joes	NE16 4DT	Oli and Joes	Restaurants	0.8
12	Deanos Trattoria	NE16 4DT	Independent Free	Restaurants	0.8
12	Dirty Habit	NE16 4DT	*Other Small Retail Groups	High Street Pub	0.8
15	Bay Horse	NE16 4EF	Greene King	Premium Local	0.9
16	Swalwell Juniors Football Club	NE21 6JA	Independent Free	Clubland	0.9
16	Swalwell Cricket Club	NE21 6JA	Independent Free	Clubland	0.9
16	Blaydon Tennis Club	NE21 6JA	Independent Free	Clubland	0.9
19	Sunnyside Social Club	NE16 5NA	Independent Free	Clubland	0.9
20	Red Kite	NE21 6RT	Star Pubs & Bars	Family Pub Dining	1.0