

Catchment Summary - Collingwood Arms Brandling

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

*WT= Walktime, **DT= Drivetime

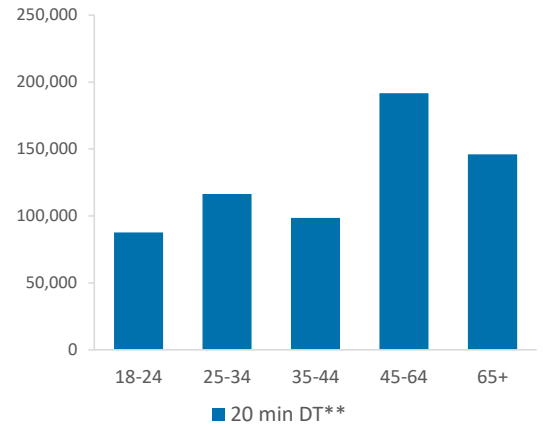
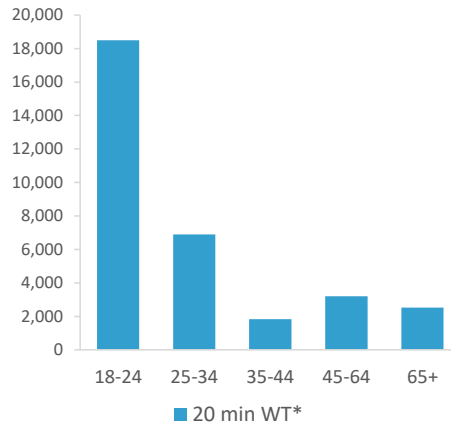
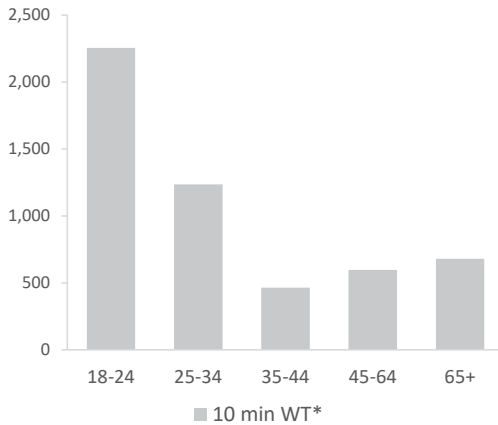
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	5,669	34,916	796,679	107	240	210
Adults 18+	5,230	32,950	640,192	120	184	214
Competition Pubs	13	46	790	87	144	218
Adults 18+ per Competition Pub	402	716	810	49	87	98
% Adults Likely to Drink	83.5%	81.0%	81.7%	101	98	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	42.8%	67.6%	42.7%	167	264	166
	Medium	22.2%	15.1%	33.3%	56	38	85
	High	30.9%	15.5%	22.5%	92	46	67

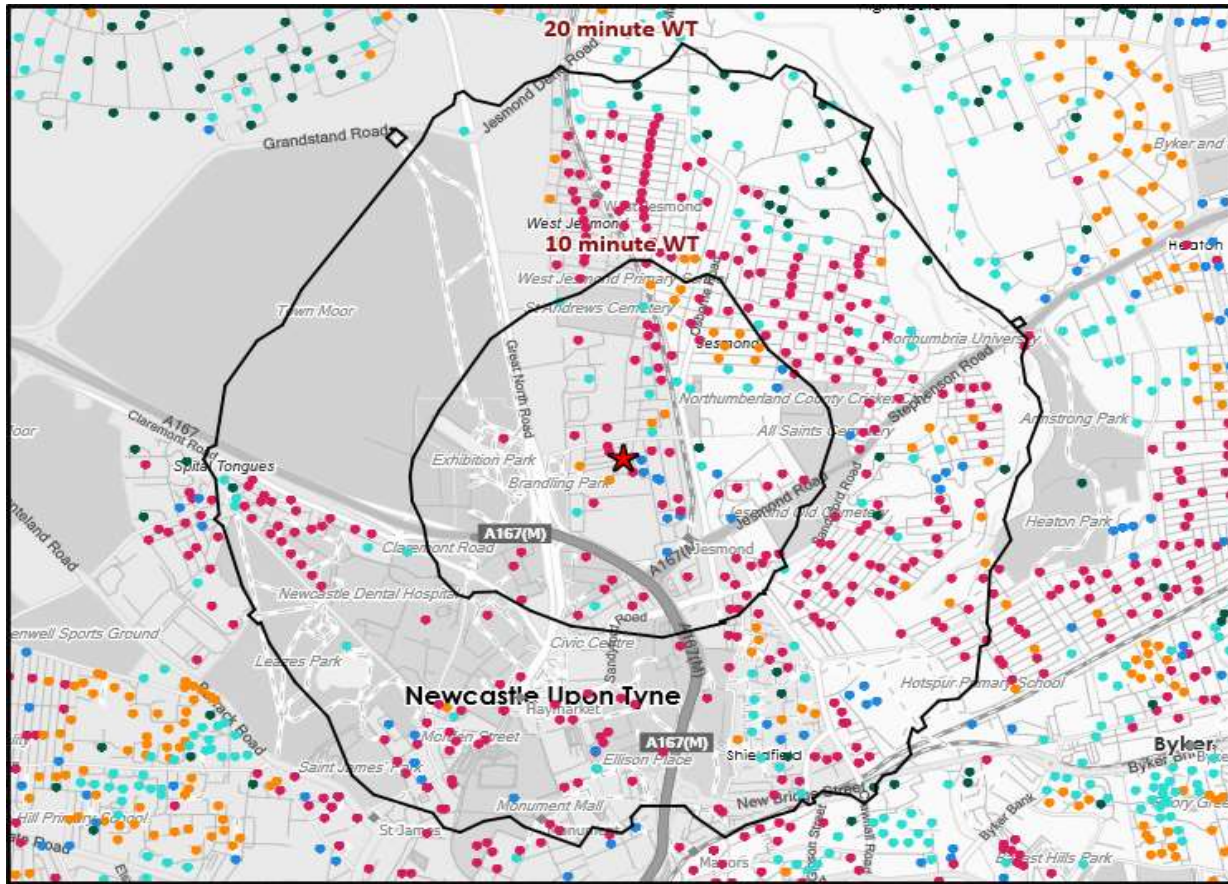
*Affluence does not include Not Private Households

Age Profile	18-24	2,254	18,499	87,616	490	653	136
	25-34	1,236	6,892	116,368	164	149	110
	35-44	464	1,834	98,550	64	41	96
	45-64	597	3,198	191,654	41	36	94
	65+	679	2,527	146,004	63	38	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	3,082 (54%)	18,606 (53%)	394,277 (49%)	110	108	100
	Female	2,587 (46%)	16,310 (47%)	402,402 (51%)	90	92	100
Economic Status (16-74)	Employed: Full-time	1,457 (30%)	7,444 (23%)	236,371 (40%)	71	56	96
	Employed: Part-time	184 (4%)	1,225 (4%)	75,060 (13%)	29	29	98
	Self employed	453 (9%)	2,298 (7%)	37,713 (6%)	96	75	67
	Unemployed	62 (1%)	358 (1%)	16,545 (3%)	53	47	118
	Retired	273 (6%)	1,627 (5%)	83,120 (14%)	40	37	102
	Other	2,496 (51%)	19,103 (60%)	140,991 (24%)	257	302	121
Total Worker Count		4,317	33,117	422,196			

See the Glossary page for further information on the above variables



- ★ 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	3,249	23,637	66,574	696	804	117
Young Adult - Showing I'm Cool	462	1,878	74,943	96	62	127
Midlife - Young Kids	730	2,136	227,704	44	21	113
Midlife - Carefree	530	3,349	135,701	48	48	101
Mature	46	1,355	126,131	3	15	70
Not Private Households	213	595	9,139	283	126	99
Total	5,230	32,950	640,192			

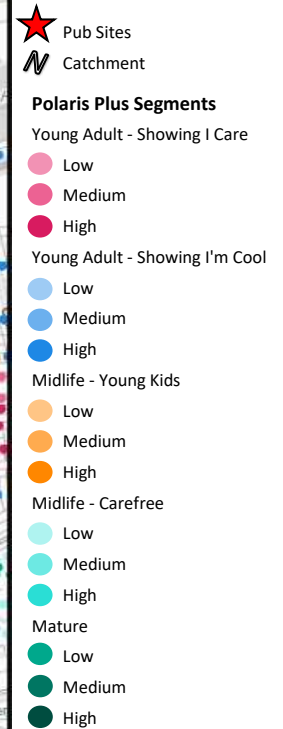
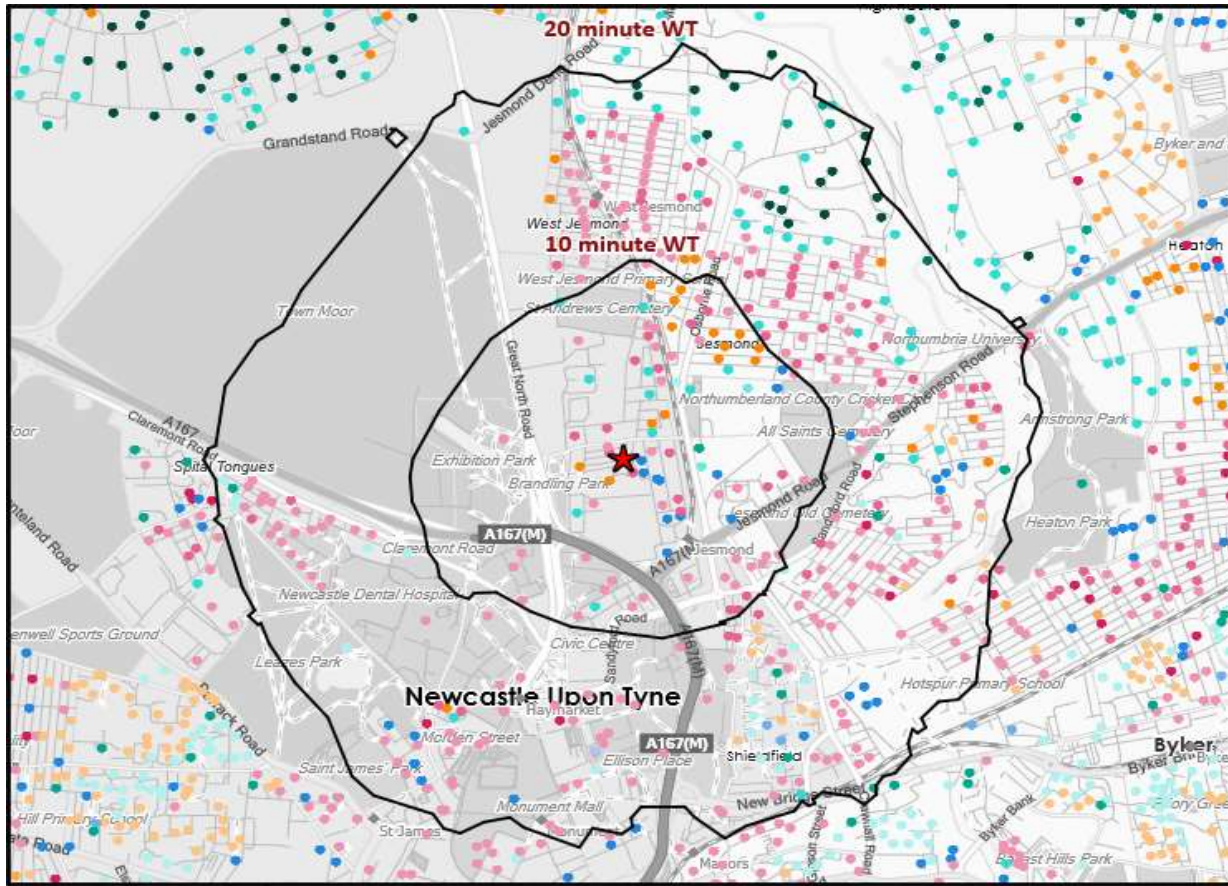
Polaris Summary - Collingwood Arms Brandling



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★ 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	2,166	18,825	41,280	988	1,363	154
Medium	1,083	4,780	10,031	1,519	1,064	115
High	0	32	15,263	0	3	71
Young Adult - Showing I'm Cool						
Low	0	329	432	0	97	7
Medium	0	107	32,317	0	9	137
High	462	1,442	42,194	197	98	147
Midlife - Young Kids						
Low	0	792	124,539	0	22	175
Medium	0	0	73,844	0	0	77
High	730	1,344	29,321	259	76	85
Midlife - Carefree						
Low	29	1,439	56,750	16	128	261
Medium	77	77	40,948	22	3	95
High	424	1,833	38,003	74	51	54
Mature						
Low	46	905	50,347	15	46	132
Medium	0	0	56,359	0	0	70
High	0	450	19,425	0	15	32
Not Private Households	213	595	9,139	283	126	99

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Total

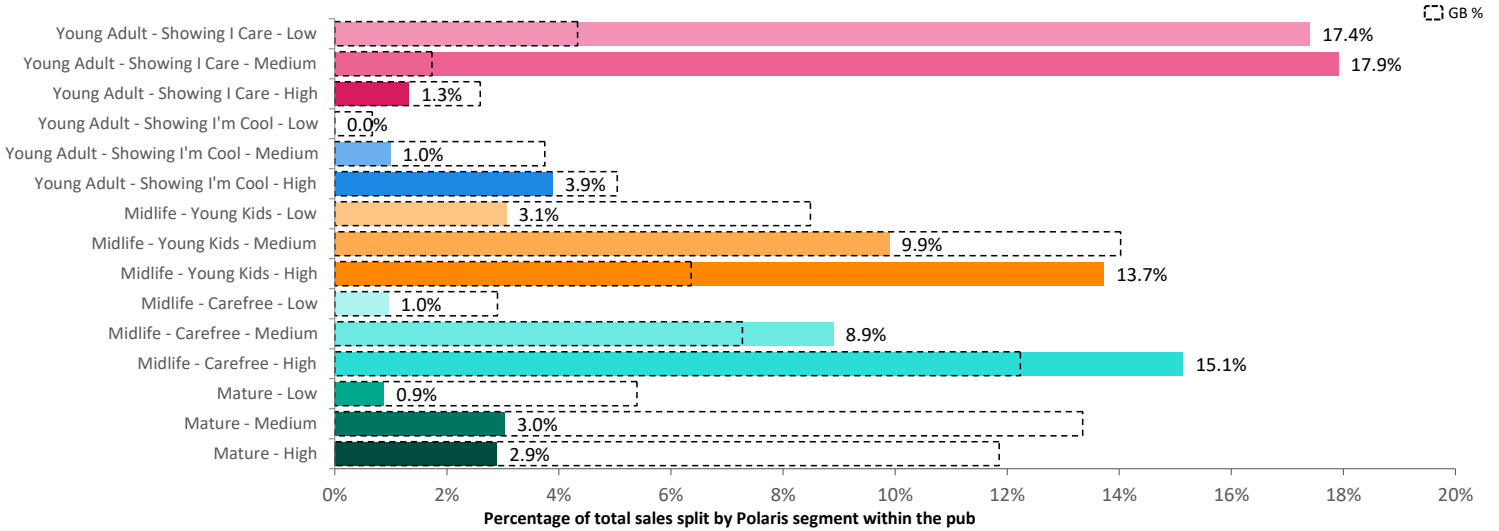
5,230

32,950

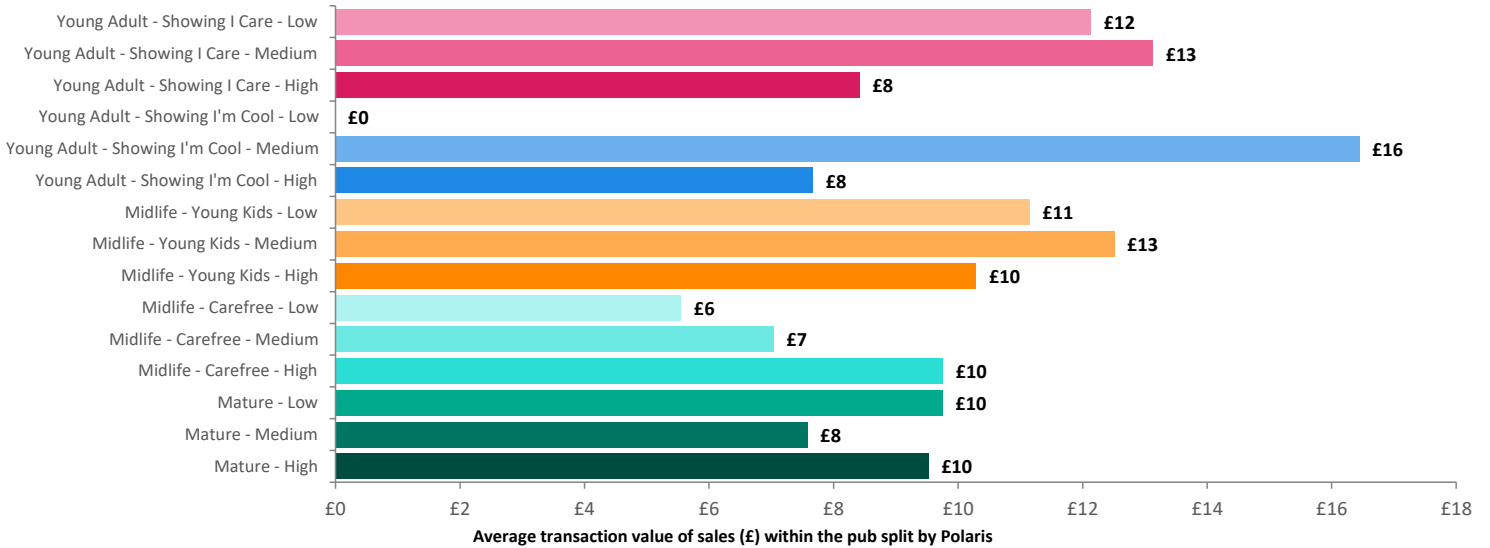
640,192

★ Pub Sites

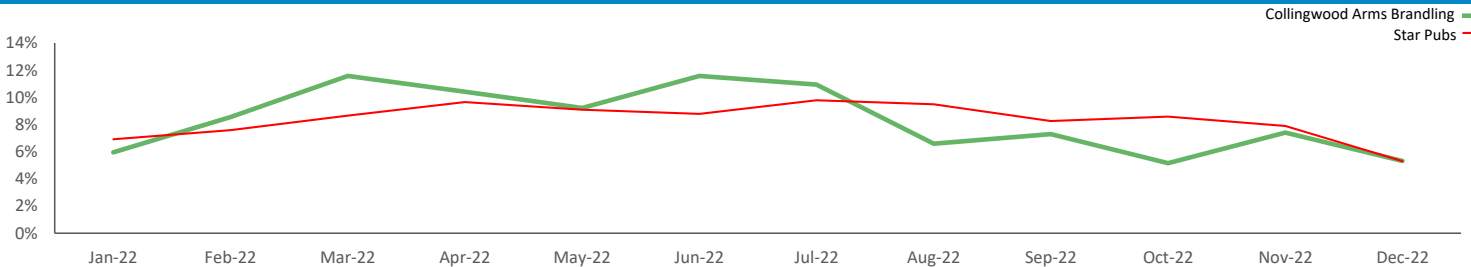
Spend by Polaris



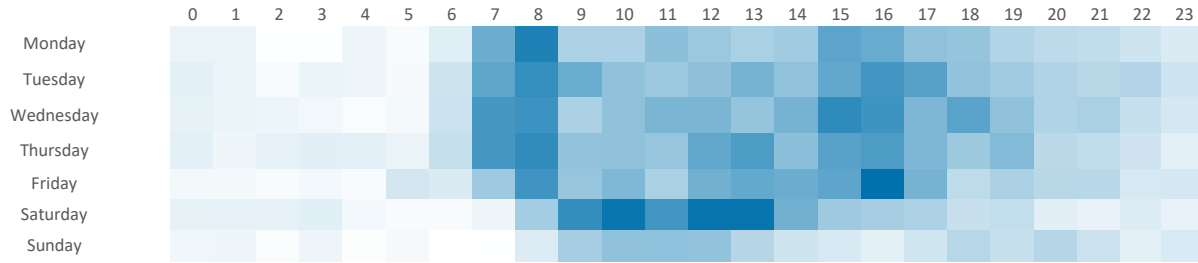
Average Transaction Values (£) by Polaris



Spend by Month

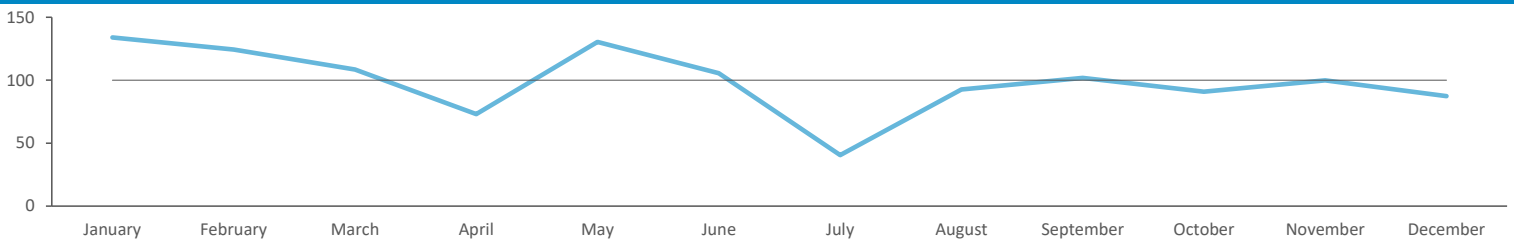


Time of Day/Day of Week



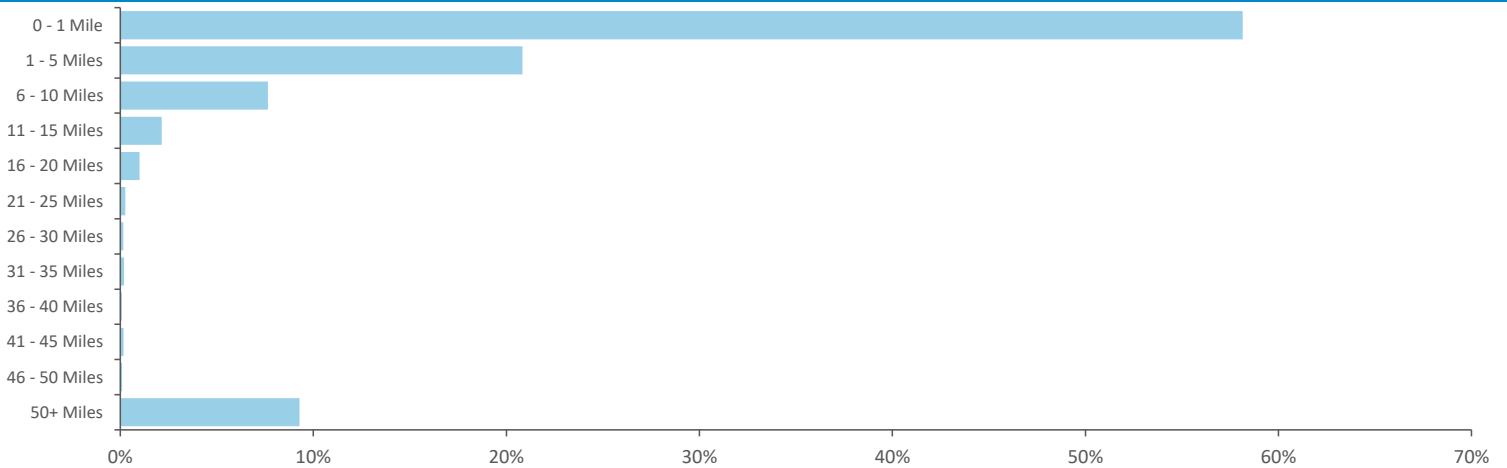
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



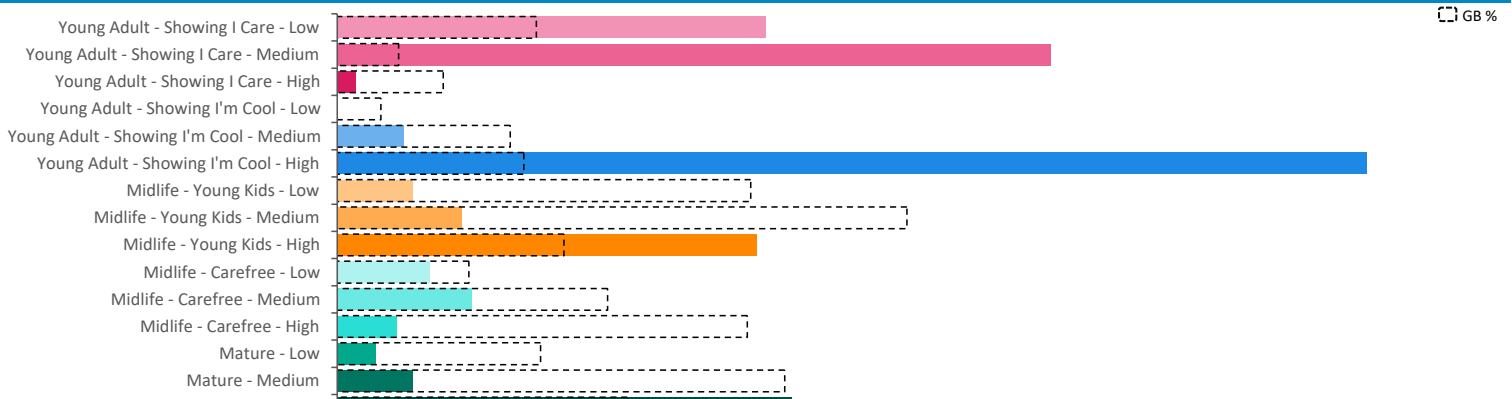
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

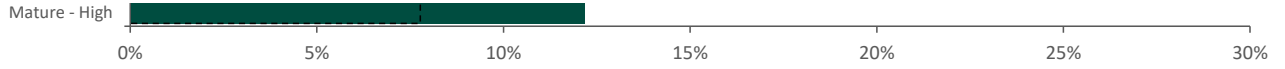


Mobile Data Summary - Collingwood Arms Brandling

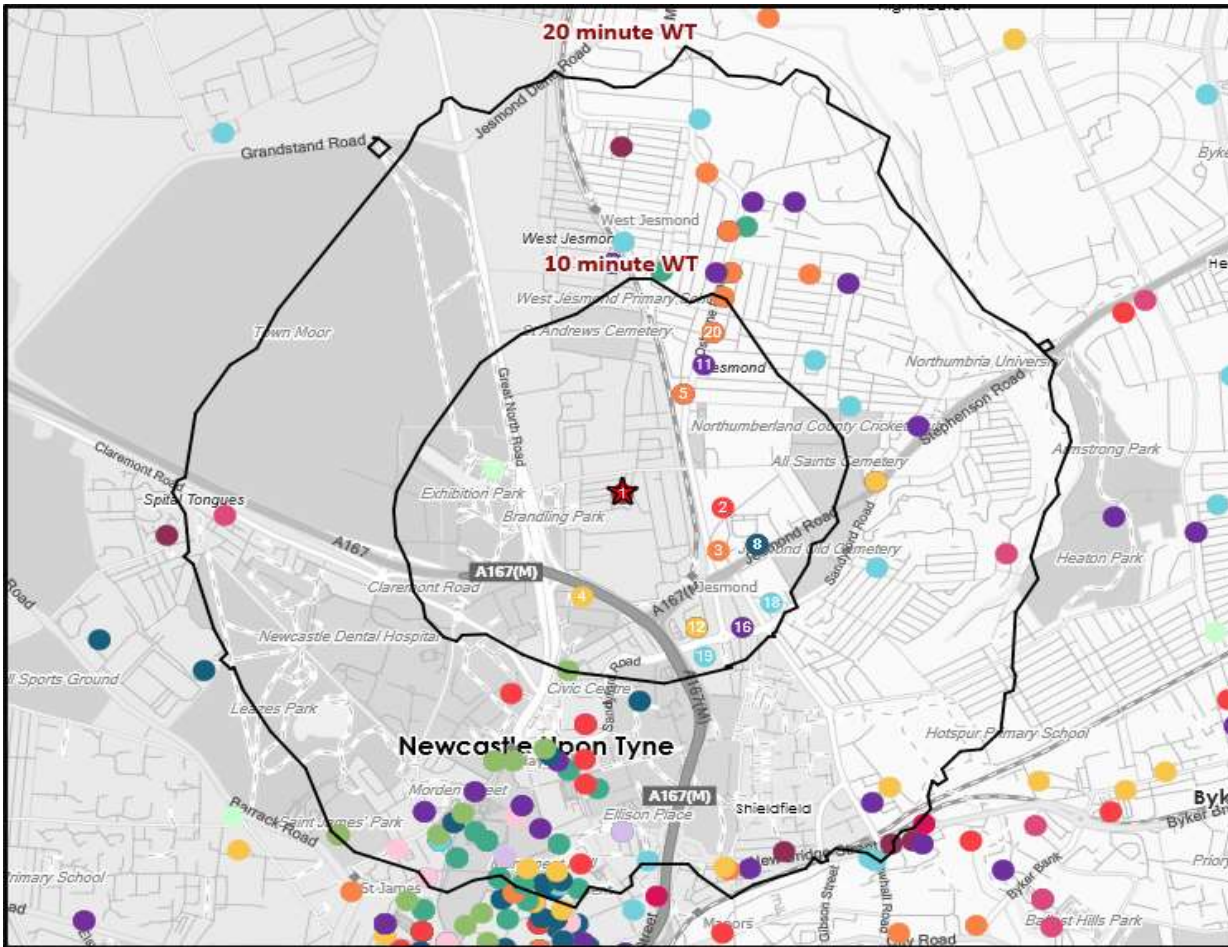


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Time of Day/Day of Week



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	Collingwood Arms	NE 2 4RS	Star Pubs & Bars	Premium Local	0.0
2	Mansion House	NE 2 1TJ	Independent Free	Large Venue	0.2
3	Kensington House	NE 2 2AA	Independent Free	Hotel	0.2
4	Drink Art Bar	NE 2 4HE	Independent Free	High Street Pub	0.2
5	Branches Jesmond	NE 2 2AE	Independent Free	Restaurants	0.2
5	Osborne Hotel	NE 2 2AE	Independent Free	Hotel	0.2
7	Wylam Brewery Tap	NE 2 4PZ	Wylam Brewery	Community Pub	0.2
8	Holiday Inn	NE 2 1PR	InterContinental Hotels Group	Hotel	0.3
8	Fratellos	NE 2 1PR	Cairn Hotel Group	Restaurants	0.3
8	Zio Bar & Grill	NE 2 1PR	Cairn Hotel Group	ABOS	0.3
11	A Taste Of Persia	NE 2 2AJ	Independent Free	Restaurants	0.3
12	Carriage	NE 2 1DB	Stonegate Pub Company	Premium Local	0.3
12	Valley Junction 397	NE 2 1DB	Unknown	Family Pub Dining	0.3
12	As You Like It	NE 2 1DB	Apartment Group	ABOS	0.3
12	Holy Hobo	NE 2 1DB	Independent Free	High Street Pub	0.3
16	Cog And Wheel	NE 2 1QR	Independent Free	High Street Pub	0.4
16	Geisha Bar & Restaurant	NE 2 1QR	Independent Free	Restaurants	0.4
18	Portland Bowling Club	NE 2 1QT	Independent Free	Clubland	0.4
19	St Georges Territorial Army Centre	NE 2 1DF	Independent Free	Clubland	0.4
20	Bar Blanc	NE 2 2AL	Independent Free	Hotel	0.4