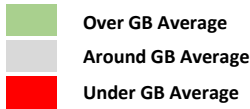


Catchment Summary - North Terrace Newcastle

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*WT= Walktime, **DT= Drivetime

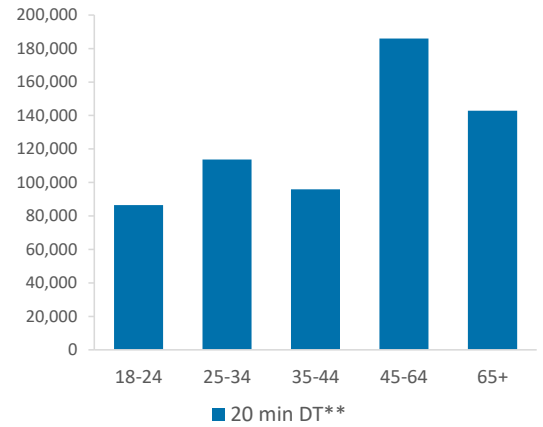
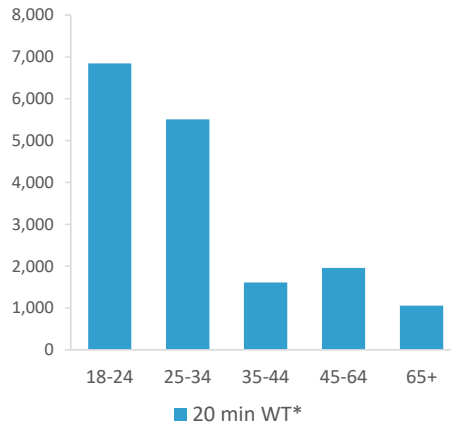
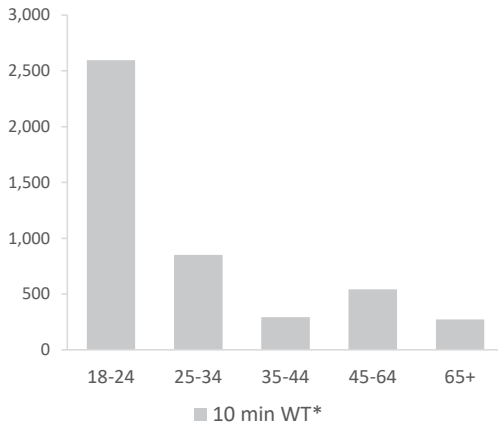
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,867	19,252	777,621	92	132	205
Adults 18+	4,553	16,981	624,923	105	95	209
Competition Pubs	4	27	762	27	84	210
Adults 18+ per Competition Pub	1,138	629	820	138	76	99
% Adults Likely to Drink	80.6%	81.3%	81.7%	98	99	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	77.6%	67.1%	42.4%	302	261	165
	Medium	12.4%	18.8%	33.7%	32	48	86
	High	5.6%	12.9%	22.3%	17	39	67

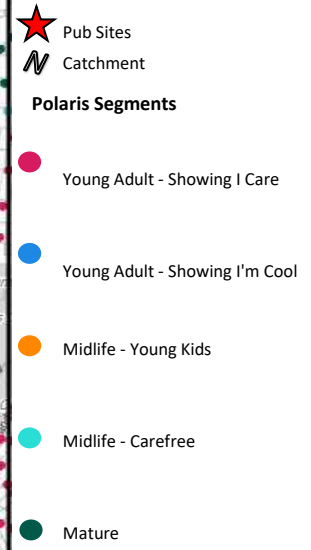
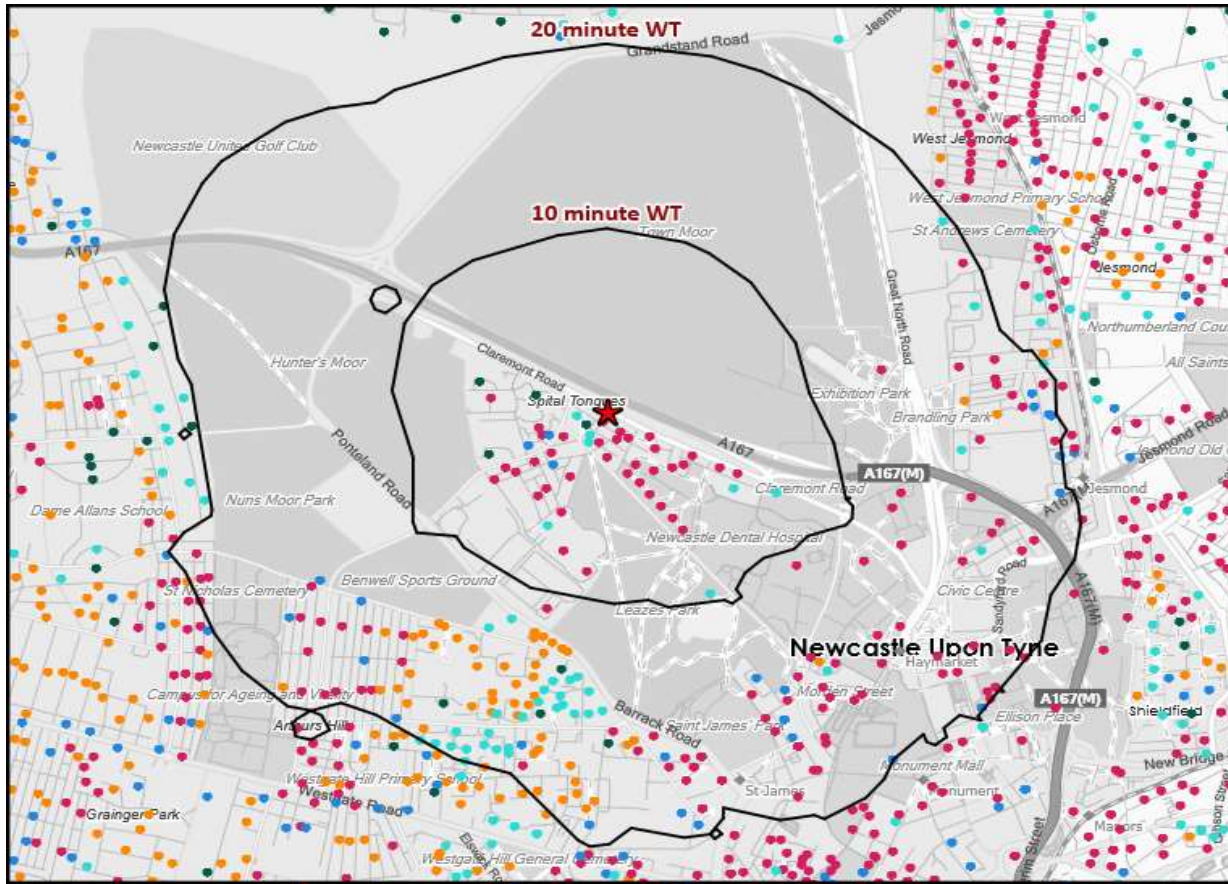
*Affluence does not include Not Private Households

Age Profile	18-24	2,595	6,845	86,423	658	438	137
	25-34	851	5,510	113,769	132	215	110
	35-44	292	1,613	95,893	47	65	96
	45-64	543	1,958	186,054	44	40	94
	65+	272	1,055	142,784	29	29	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	2,599 (53%)	10,577 (55%)	384,903 (49%)	108	111	100
	Female	2,268 (47%)	8,675 (45%)	392,718 (51%)	92	89	100
Economic Status (16-74)	Employed: Full-time	996 (22%)	4,460 (27%)	229,977 (40%)	53	64	96
	Employed: Part-time	173 (4%)	1,147 (7%)	72,974 (13%)	30	53	98
	Self employed	249 (6%)	1,201 (7%)	37,009 (6%)	58	75	67
	Unemployed	68 (2%)	357 (2%)	15,926 (3%)	64	90	117
	Retired	298 (7%)	931 (6%)	81,383 (14%)	48	40	103
	Other	2,693 (60%)	8,713 (52%)	137,850 (24%)	305	263	122
Total Worker Count		2,818	24,219	420,925			

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	3,555	11,328	65,826	875	748	118
Young Adult - Showing I'm Cool	85	1,501	71,305	20	96	124
Midlife - Young Kids	70	1,845	220,604	5	35	112
Midlife - Carefree	410	1,572	132,475	43	44	101
Mature	235	537	125,421	18	11	72
Not Private Households	198	198	9,292	302	81	103
Total	4,553	16,981	624,923			

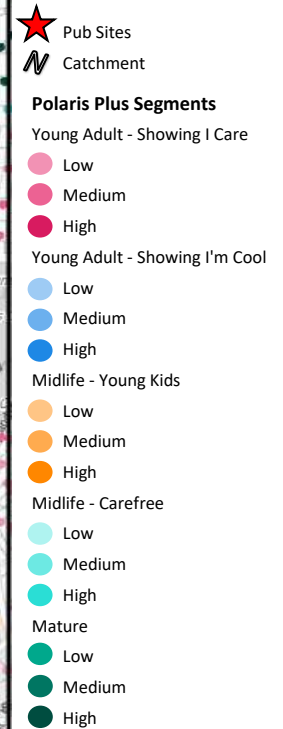
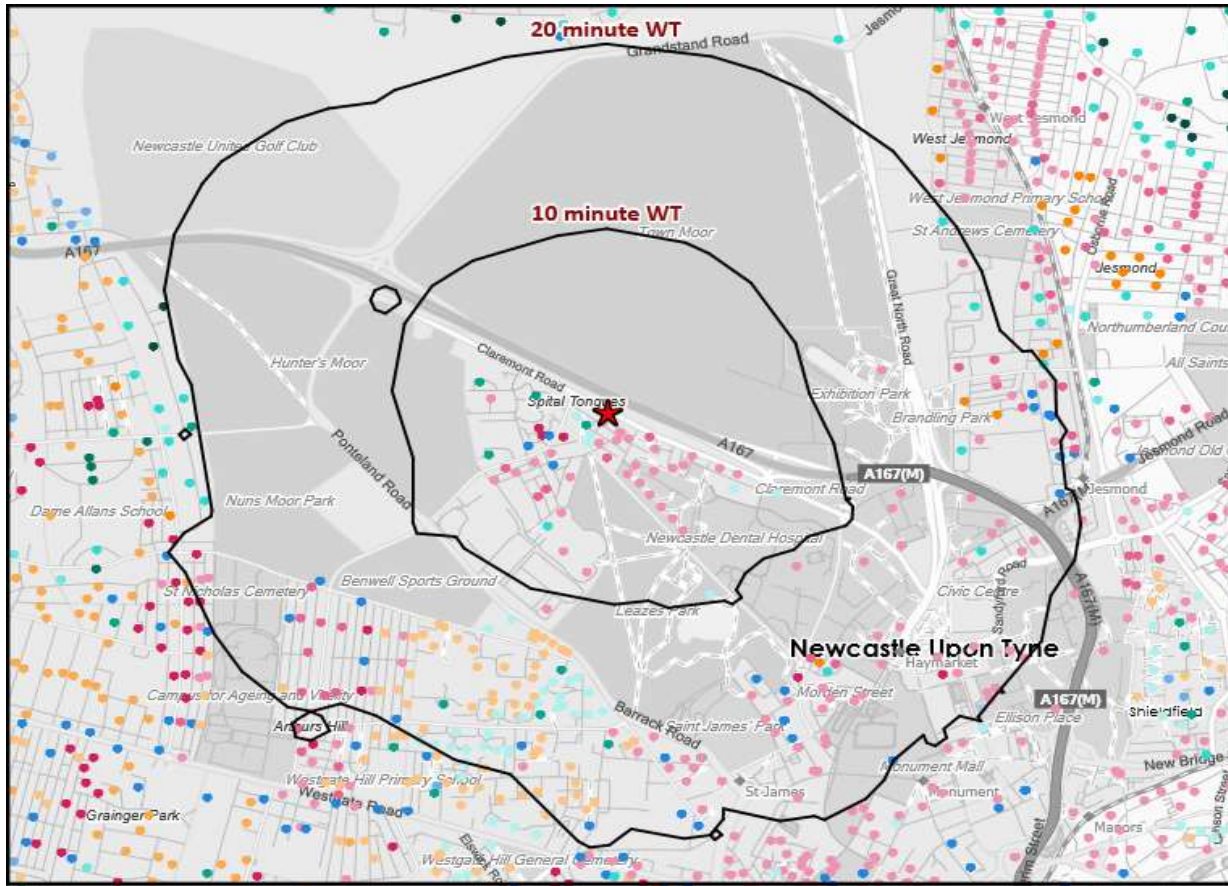
Polaris Summary - North Terrace Newcastle



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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	2,842	7,628	41,264	1,489	1,071	157
Medium	566	3,145	10,031	912	1,359	118
High	147	555	14,531	96	97	69
Young Adult - Showing I'm Cool						
Low	0	329	432	0	188	7
Medium	0	0	30,898	0	0	134
High	85	1,172	39,975	42	154	143
Midlife - Young Kids						
Low	70	1,724	118,556	14	91	171
Medium	0	48	74,274	0	2	80
High	0	73	27,774	0	8	82
Midlife - Carefree						
Low	388	1,173	56,311	251	203	265
Medium	0	0	40,744	0	0	97
High	22	399	35,420	4	22	52
Mature						
Low	235	537	48,691	87	53	131
Medium	0	0	54,949	0	0	69
High	0	0	21,781	0	0	37
Not Private Households	198	198	9,292	302	81	103

Polaris Summary - North Terrace Newcastle

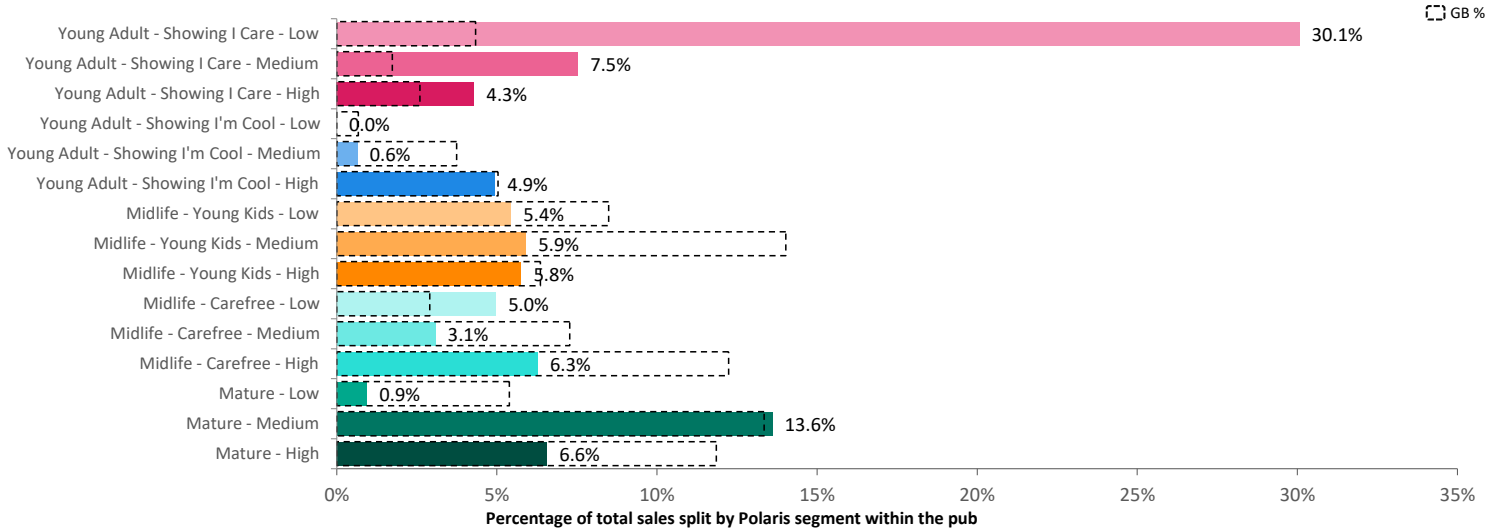


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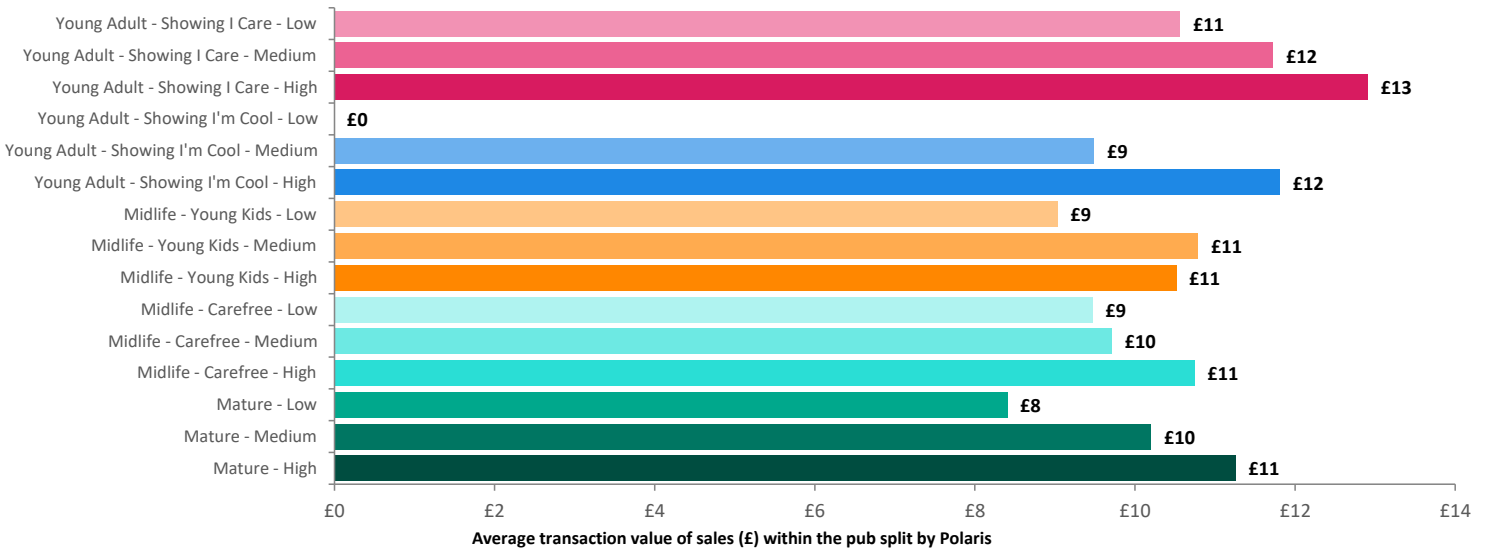


Total	4,553	16,981	624,923
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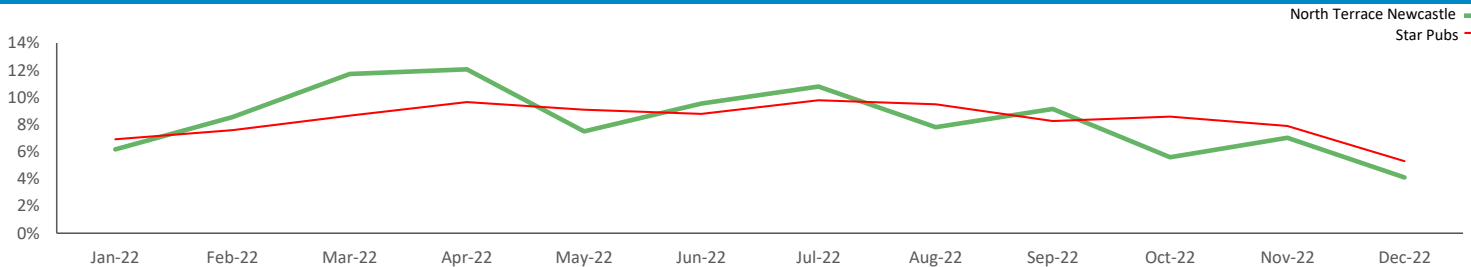
Spend by Polaris



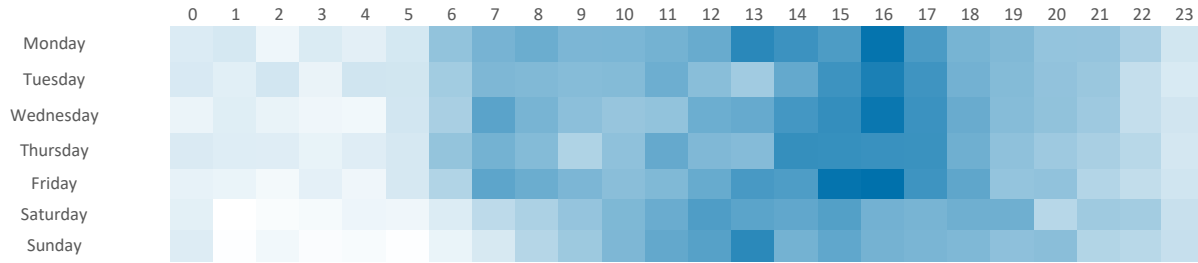
Average Transaction Values (£) by Polaris



Spend by Month

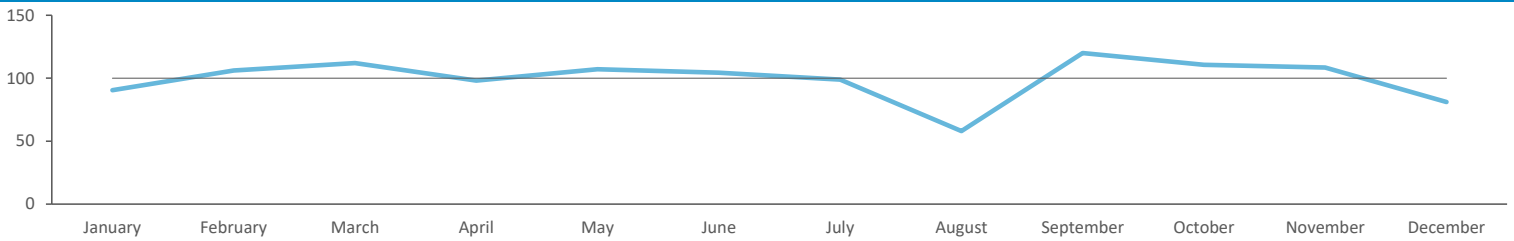


Time of Day/Day of Week



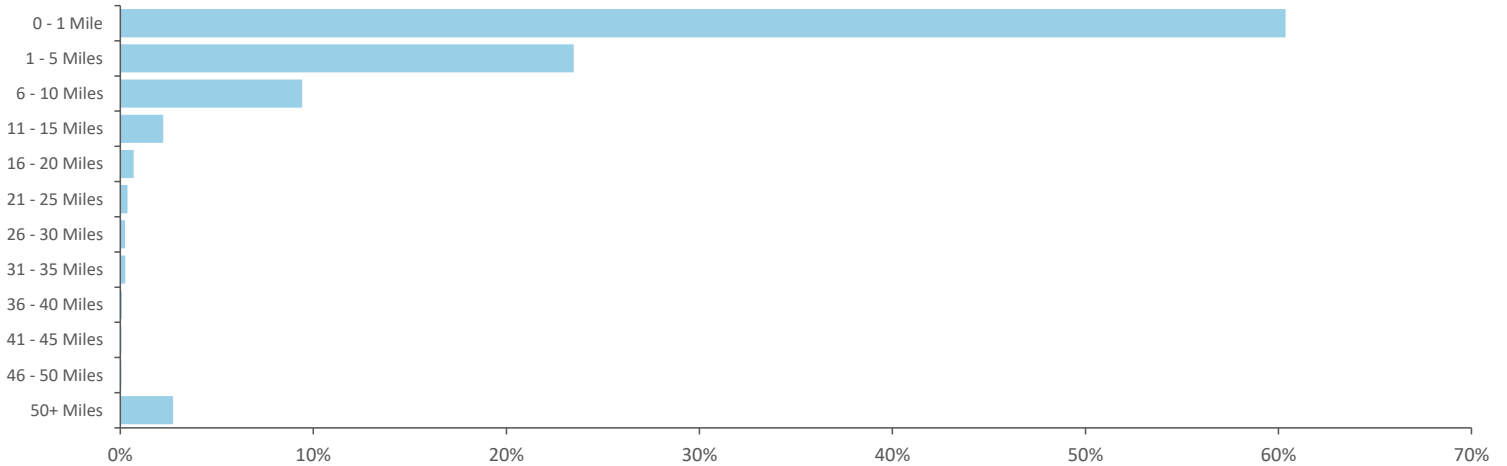
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



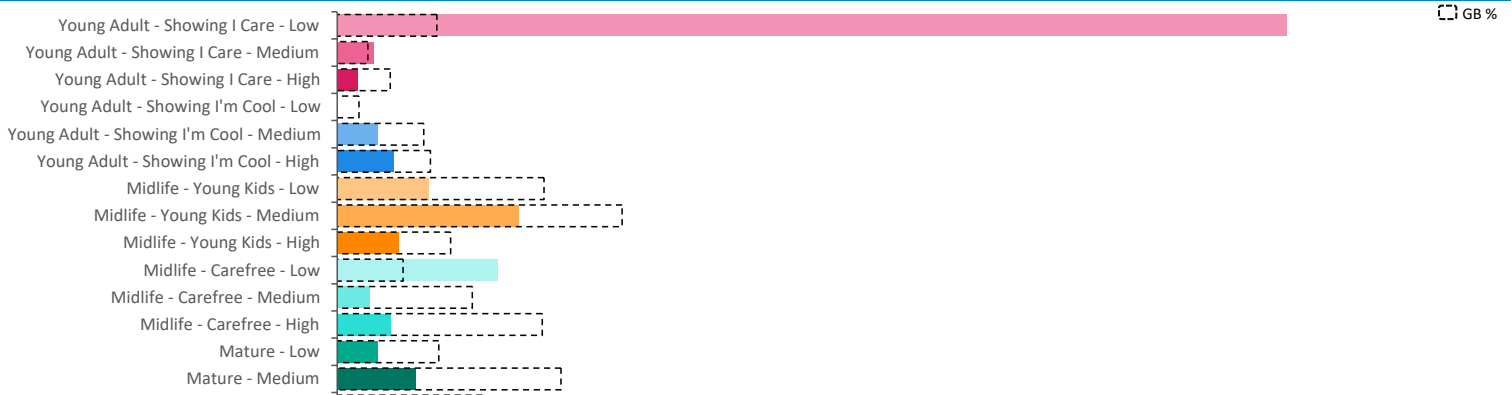
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

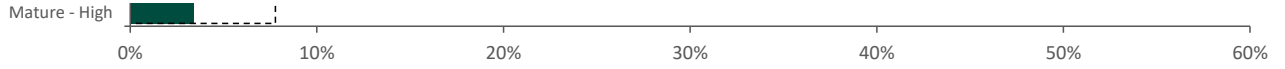


Mobile Data Summary - North Terrace Newcastle

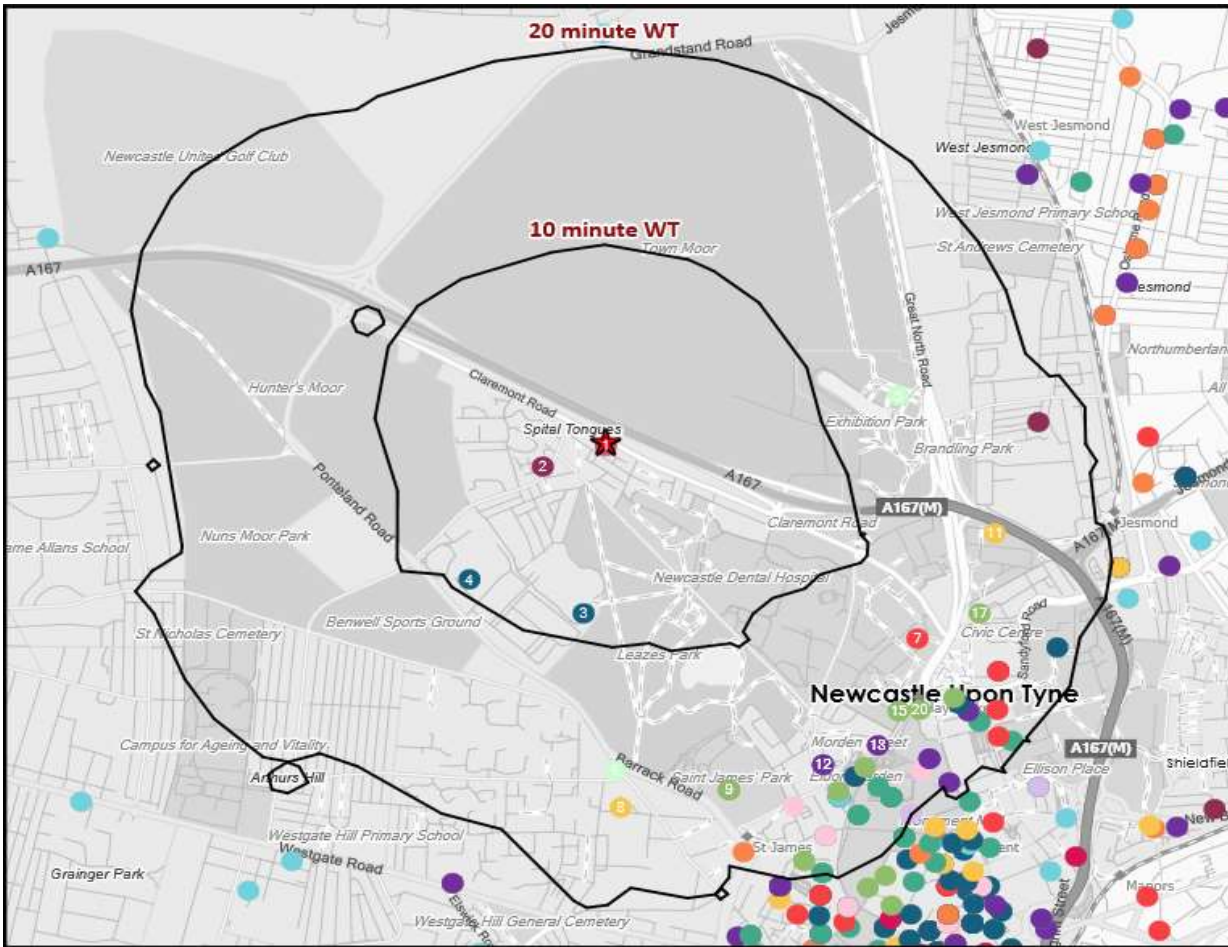


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Time of Day/Day of Week



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	North Terrace	NE 2 4AN	Star Pubs & Bars	Family Pub Dining	0.0
2	Cosy Dove	NE 2 4NA	Star Pubs & Bars	Premium Local	0.1
3	Castle Leazes Halls Of Residence	NE 2 4NY	Independent Free	ABOS	0.3
4	Newcastle Medical School	NE 2 4LE	Independent Free	ABOS	0.3
5	Wylam Brewery Tap	NE 2 4PZ	Wylam Brewery	Community Pub	0.5
6	Black Bull	NE 4 6BB	Trust Inns Limited	Community Pub	0.6
7	Northern Stage	NE 1 7RH	Independent Free	Large Venue	0.6
8	Earl Of Pitt Street	NE 4 5ST	Independent Free	High Street Pub	0.7
9	Newcastle United Football Club	NE 1 4ST	Independent Free	Large Venue	0.7
9	Terrace Bar	NE 1 4ST	Independent Free	Circuit Bar	0.7
11	Drink Art Bar	NE 2 4HE	Independent Free	High Street Pub	0.7
12	Leazes End Companions Club	NE 1 4PG	Independent Free	Clubland	0.7
12	Bar Loco	NE 1 4PG	Independent Free	Restaurants	0.7
12	Red Mezze	NE 1 4PG	Independent Free	Restaurants	0.7
15	Crows Nest	NE 1 7RY	Greene King	Circuit Bar	0.7
15	Hotspur	NE 1 7RY	Greene King	Circuit Bar	0.7
17	Hancock	NE 2 4PU	Mitchells & Butlers	Circuit Bar	0.7
18	Percy Arms	NE 1 7RW	Stonegate Pub Company	Circuit Bar	0.7
18	Happiness Inn	NE 1 7RW	Independent Free	Restaurants	0.7
20	Junction	NE 1 7PF	Greene King	Circuit Bar	0.7