

Catchment Summary - North Terrace

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

*WT= Walktime
**DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Population

5,431	21,009	783,844
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103	109	187
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Adults 18+

5,125	18,737	632,988
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Pop. & Adl. 18+ index based on all pubs

115	116	188
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Competition Pubs

4	30	729
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21	68	180
----	----	-----

Adults 18+ per Competition Pub

1,281	625	868
-------	-----	-----

145	71	98
-----	----	----

% Adults Likely to Drink

77,0%	72,6%	75,5%
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102	96	100
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Affluence	Low
	Medium
	High

16,1%	24,6%	47,1%
74,0%	66,7%	35,4%
9,9%	8,7%	16,4%

48	74	142
194	175	93
36	32	60

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

£10,262	£11,901	£18,500
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48	56	87
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Age Profile	18-24
	25-34
	35-44
	45-64
	65+

3,218	8,708	87,888
937	5,017	109,899
267	1,926	104,314
447	1,996	185,027
256	1,090	145,860

701	490	133
128	177	104
36	68	99
33	38	93
25	27	97



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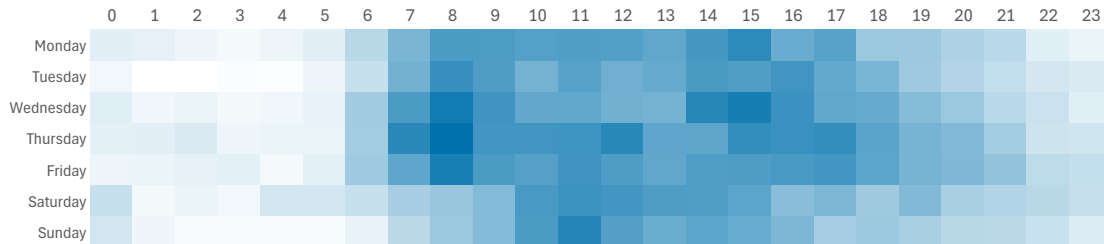
Polaris Plus Segments

- ★ Pub Sites
- N Catchment

Young	Midlife - Young Kids	Midlife - Carefree	Mature
● Low	● Low	● Low	● Low
● Medium	● Medium	● Medium	● Medium
● High	● High	● High	● High

Mobile Data Summary

Time of Day/Day of Week



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	4,704	16,271	252,027	330	312	143
Midlife - Young Kid	0	1,204	63,738	0	59	92
Midlife - Carefree	0	97	58,442	0	3	59
Mature	421	1,165	251,807	19	14	90
<i>Not Private Households</i>	0	0	6,974	0	0	9.106
Total	5,125	18,737	632,988			



Per Pub - North Terrace

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

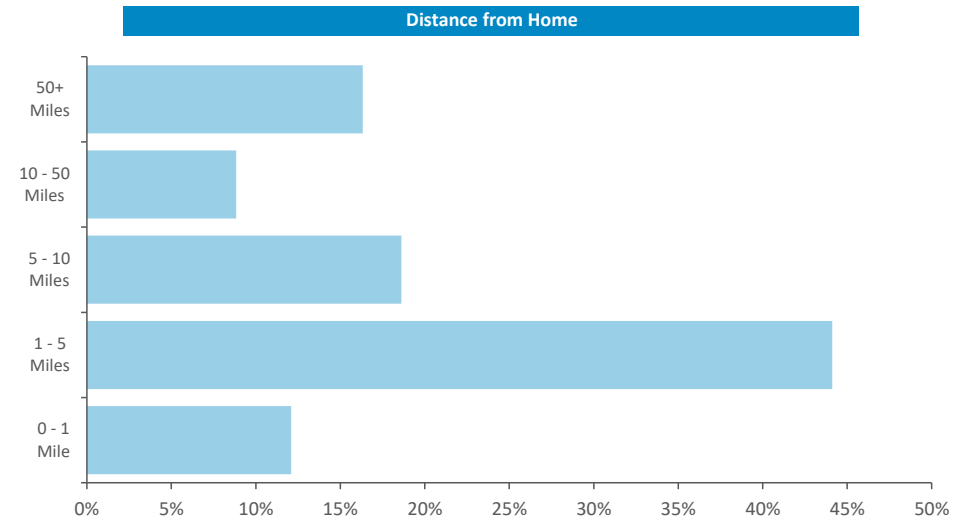
Adults 18+	5.125	18.737	632.988
Number of Competition Pubs	4	30	729
Adults 18+ per Competition Pub	1.281	625	868

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	2	863	16,8%	203
Circuit Bar	0	510	9,9%	238
Community Pub	0	643	12,5%	64
Craft Led	0	655	12,8%	357
Great Pub Great Food	0	772	15,1%	83
High Street Pub	0	907	17,7%	94
Premium Local	1	775	15,1%	89

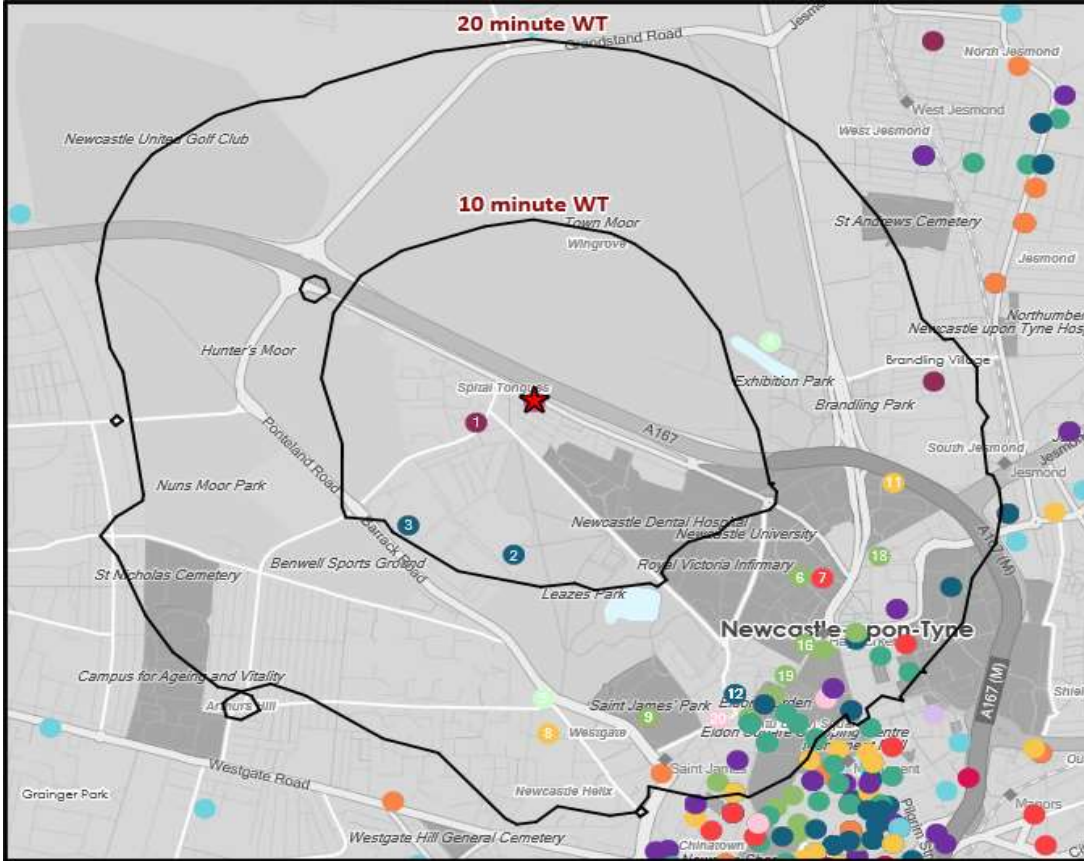
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	7	2.912	15,5%	187
Circuit Bar	10	1.850	9,9%	237
Community Pub	2	2.792	14,9%	76
Craft Led	0	2.144	11,4%	319
Great Pub Great Food	3	2.567	13,7%	75
High Street Pub	2	3.675	19,6%	104
Premium Local	2	2.777	14,8%	88

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	93	47.694	7,5%	91
Circuit Bar	40	34.843	5,5%	132
Community Pub	130	149.135	23,6%	120
Craft Led	0	26.465	4,2%	117
Great Pub Great Food	22	83.934	13,3%	73
High Street Pub	98	146.094	23,1%	122
Premium Local	35	88.408	14,0%	82



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Competition - North Terrace



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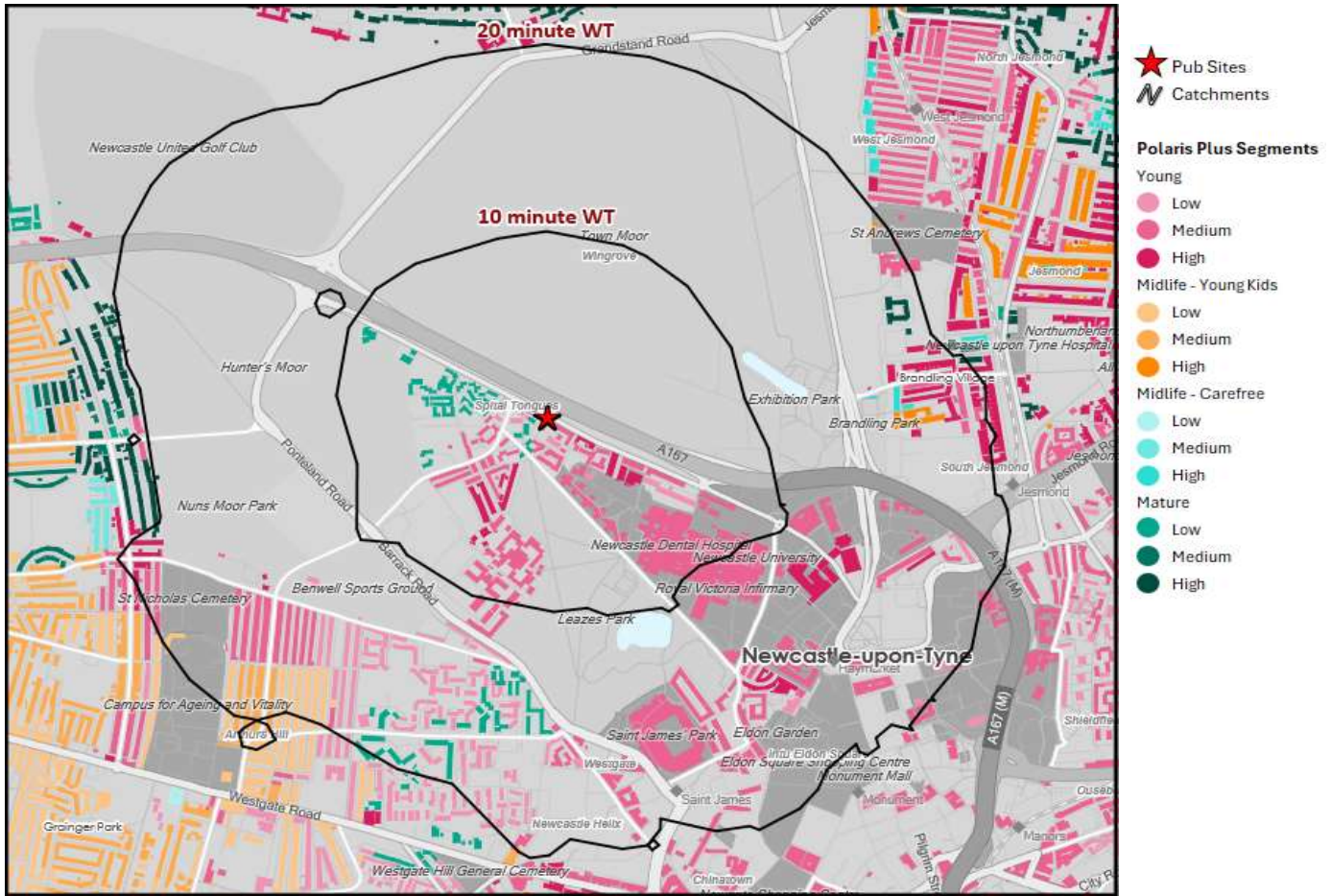
Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
4	Wylam Brewery And Tap	NE 2 4PZ	Wylam Brewery	Community Pu	14,3%	0,46
20	Strawbery	NE 1 4SF	Independent Free	GPGF	12,9%	0,74
16	Crows Nest	NE 1 7RY	Greene King	Circuit Bar	12,2%	0,71
8	Earl Of Pitt Street	NE 4 5ST	Independent Free	High Street Put	7,4%	0,68
18	Hancock	NE 2 4PU	Mitchells & Butlers	Circuit Bar	6,7%	0,72
19	Percy Arms	NE 1 7RW	Stonegate Pub Company	Circuit Bar	6,6%	0,73
1	Cosy Dove	NE 2 4NA	Star Pubs & Bars	Premium Local	6,5%	0,12
12	Red Mezze	NE 1 4PG	Independent Free	Restaurants	6,0%	0,71
16	Hotspur	NE 1 7RY	Greene King	Circuit Bar	5,9%	0,71
7	Northern Stage	NE 1 7RH	Independent Free	Large Venue	4,9%	0,65
12	Lost Wanderer	NE 1 4PG	Independent Free	ABOS	4,3%	0,71
9	Newcastle United Football Club	NE 1 4ST	Independent Free	Large Venue	4,1%	0,68
0	North Terrace	NE 2 4AN	Star Pubs & Bars	Family Pub Din	4,0%	0,00
12	Bar Loco	NE 1 4PG	Independent Free	Restaurants	3,8%	0,71
5	Black Bull	NE 4 6BB	Trust Inns Limited	Community Pu	0,3%	0,61
6	Luthers Bar	NE 1 8QB	Wetherspoons GB	Circuit Bar	0,2%	0,62
2	Castle Leazers Halls Of Residenc	NE 2 4NY	Independent Free	ABOS	0,0%	0,32
3	Newcastle Medical School	NE 2 4LE	Independent Free	ABOS	0,0%	0,35
9	Terrace Bar	NE 1 4ST	Independent Free	Circuit Bar	0,0%	0,68
11	Junk Royale	NE 2 4HE	Independent Free	High Street Put	0,0%	0,69
12	Leazes End Companions Club	NE 1 4PG	Independent Free	Clubland	0,0%	0,71

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

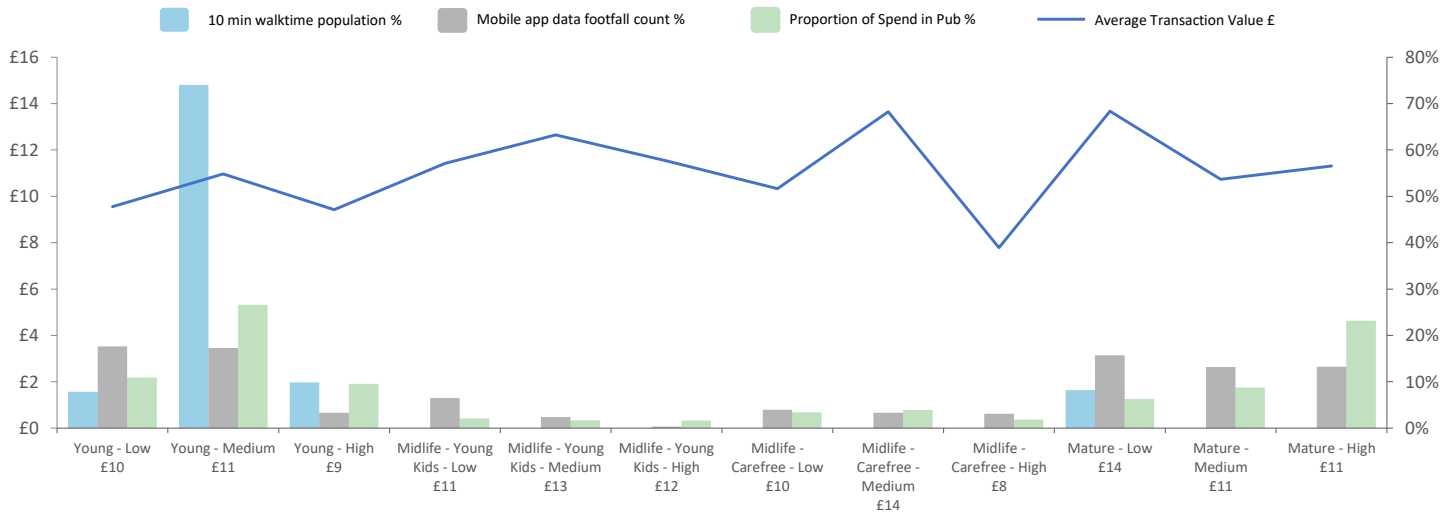
Catchment Summary - North Terrace

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
82683	North Terrace	NE 2 4AN	Star Pubs & Bars	Family Pub Dining	4



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - North Terrace

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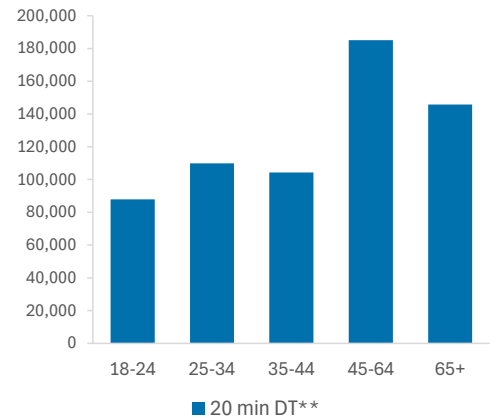
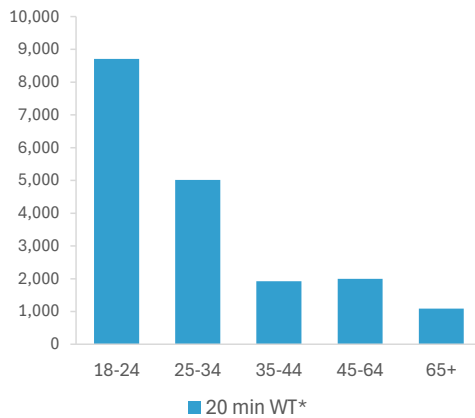
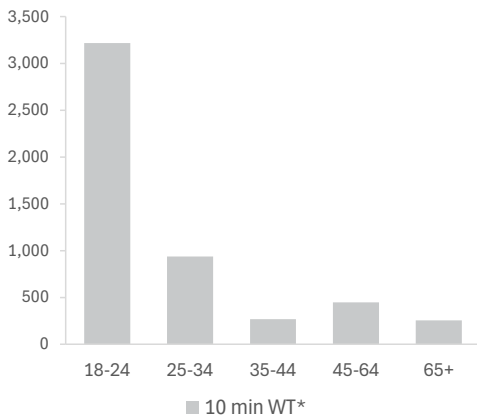
Over GB Average
Around GB Average
Under GB Average

*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		5,431	21,009	783,844	103	109	187
Adults 18+		5,125	18,737	632,988	115	116	188
Competition Pubs		4	30	729	21	68	180
Adults 18+ per Competition Pub		1,281	625	868	145	71	98
% Adults Likely to Drink		77,0%	72,6%	75,5%	102	96	100
Affluence	Low	16,1%	24,6%	47,1%	48	74	142
	Medium	74,0%	66,7%	35,4%	194	175	93
	High	9,9%	8,7%	16,4%	36	32	60
Mean Net Disposable income (£pa)		£10,262	£11,901	£18,500	48	56	87
Age Profile	18-24	3,218	8,708	87,888	701	490	133
	25-34	937	5,017	109,899	128	177	104
	35-44	267	1,926	104,314	36	68	99
	45-64	447	1,996	185,027	33	38	93
	65+	256	1,090	145,860	25	27	97

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



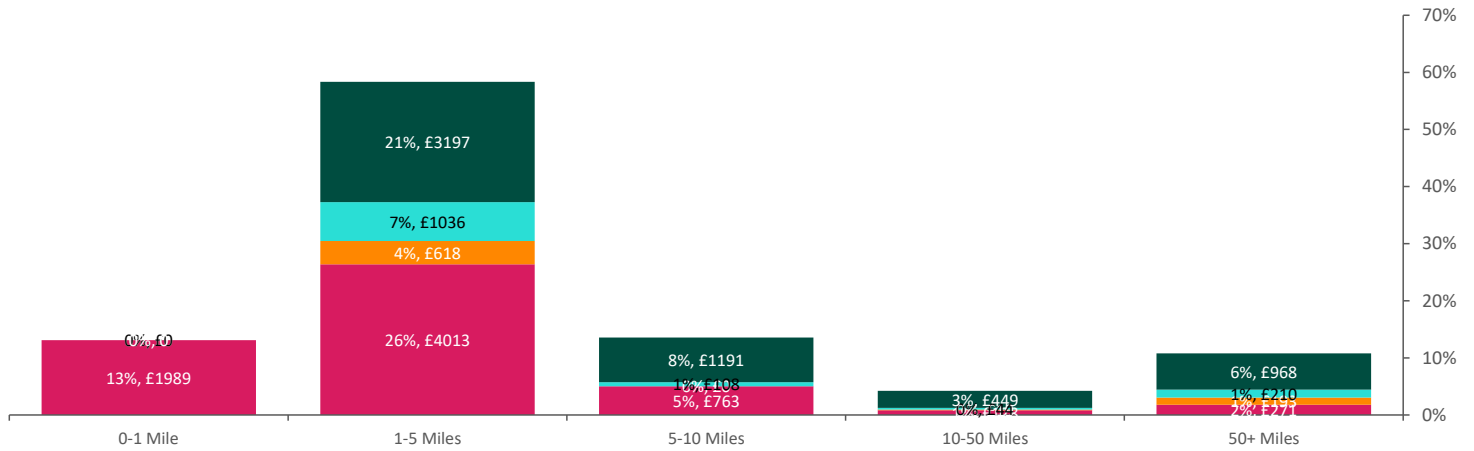
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,901 (53%)	11,297 (54%)	384,910 (49%)	109	110	100
	Female	2,530 (47%)	9,712 (46%)	398,934 (51%)	91	91	100
Economic Status (16+)	Employed: Full-time	761 (15%)	2,770 (15%)	213,749 (33%)	43	42	96
	Employed: Part-time	133 (3%)	1,015 (5%)	79,324 (12%)	21	44	101
	Self employed	98 (2%)	690 (4%)	39,192 (6%)	21	39	66
	Unemployed	35 (1%)	391 (2%)	18,541 (3%)	26	80	112
	Full-time student	625 (12%)	2,502 (13%)	21,947 (3%)	510	554	143
	Retired	464 (9%)	1,155 (6%)	137,526 (21%)	41	28	96
	Other	3,056 (59%)	10,552 (55%)	139,960 (22%)	338	316	123
Total Worker Count		2,818	24,219	418,445			

See the Glossary page for further information on the above variables

Transactional Data Summary - North Terrace

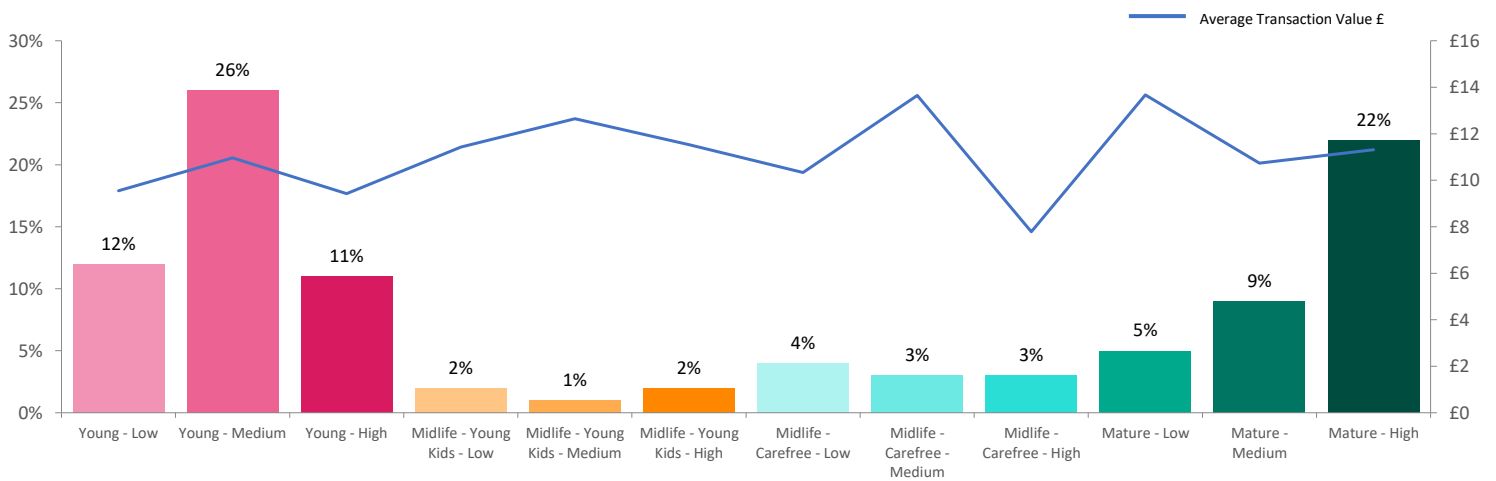
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Spend by Polaris and Distance from Home



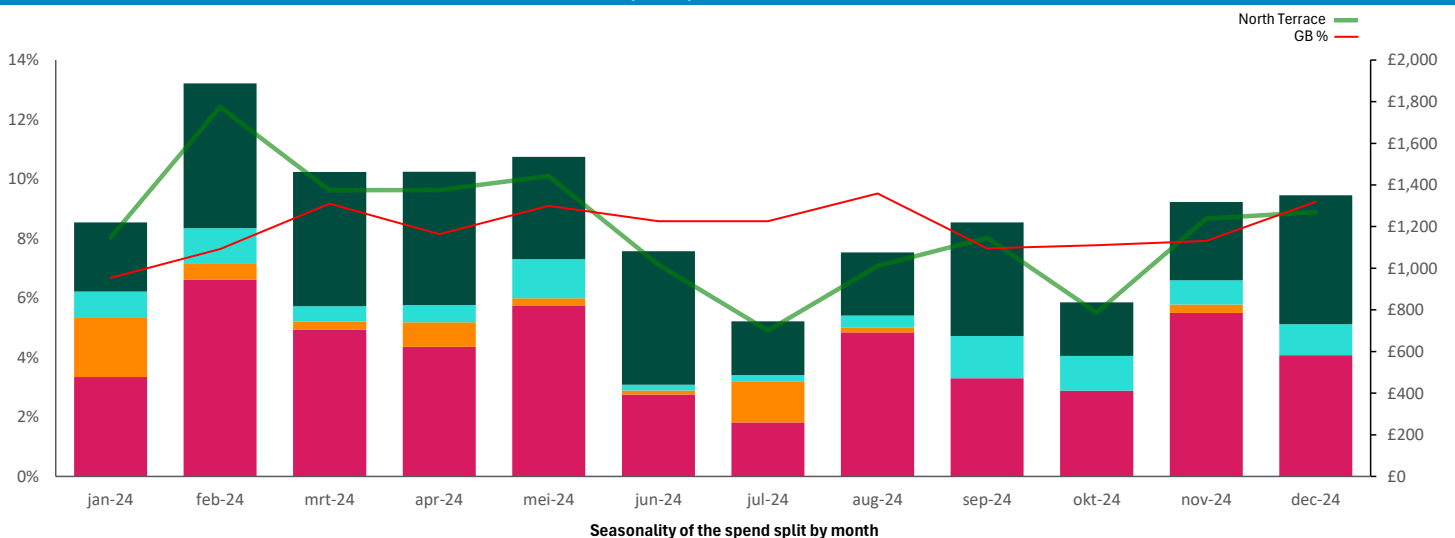
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

% of Transactions and Average Transaction Values (£) by Polaris Plus



Average transaction value of sales (£) within the pub split by Polaris Plus

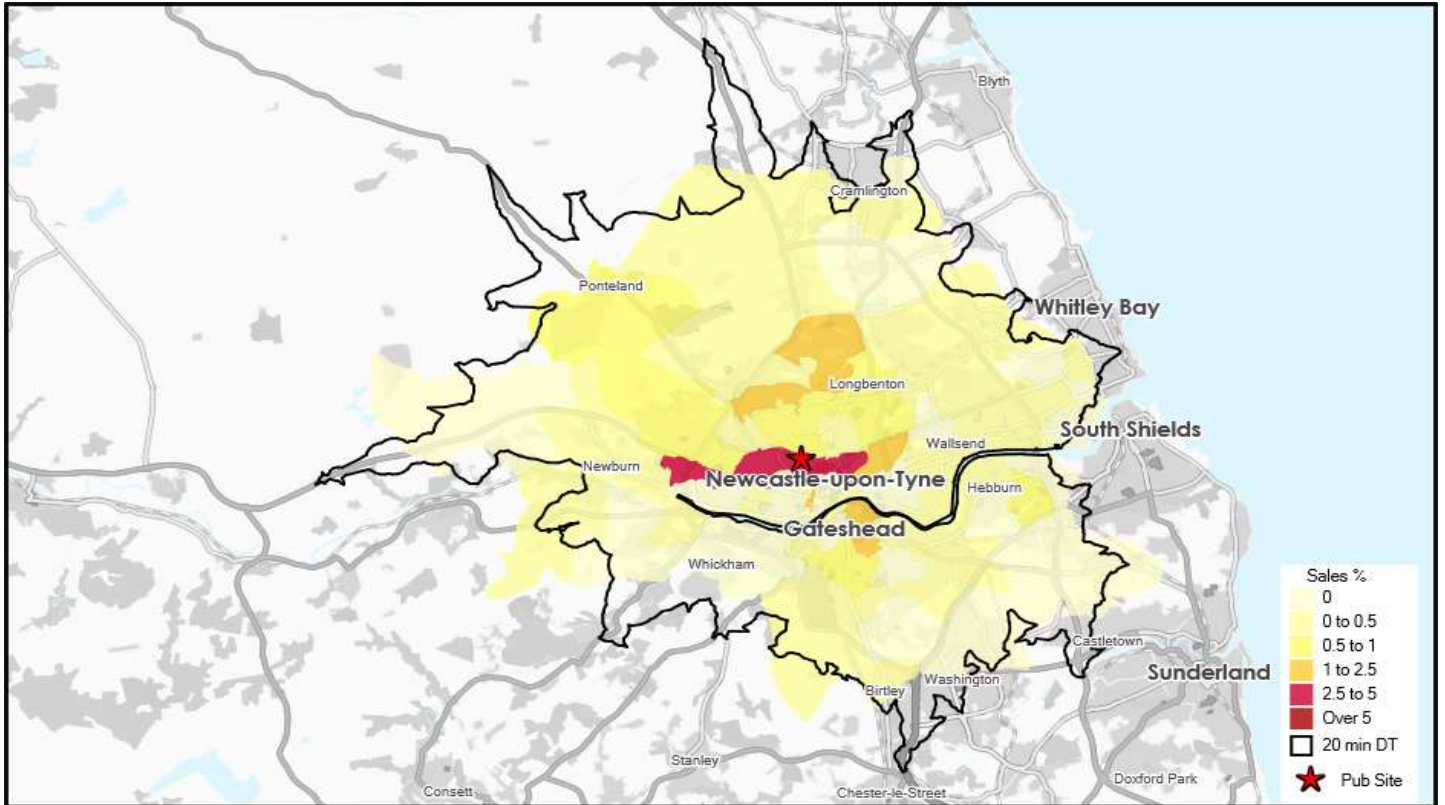
Spend by Month and Polaris



Seasonality of the spend split by month

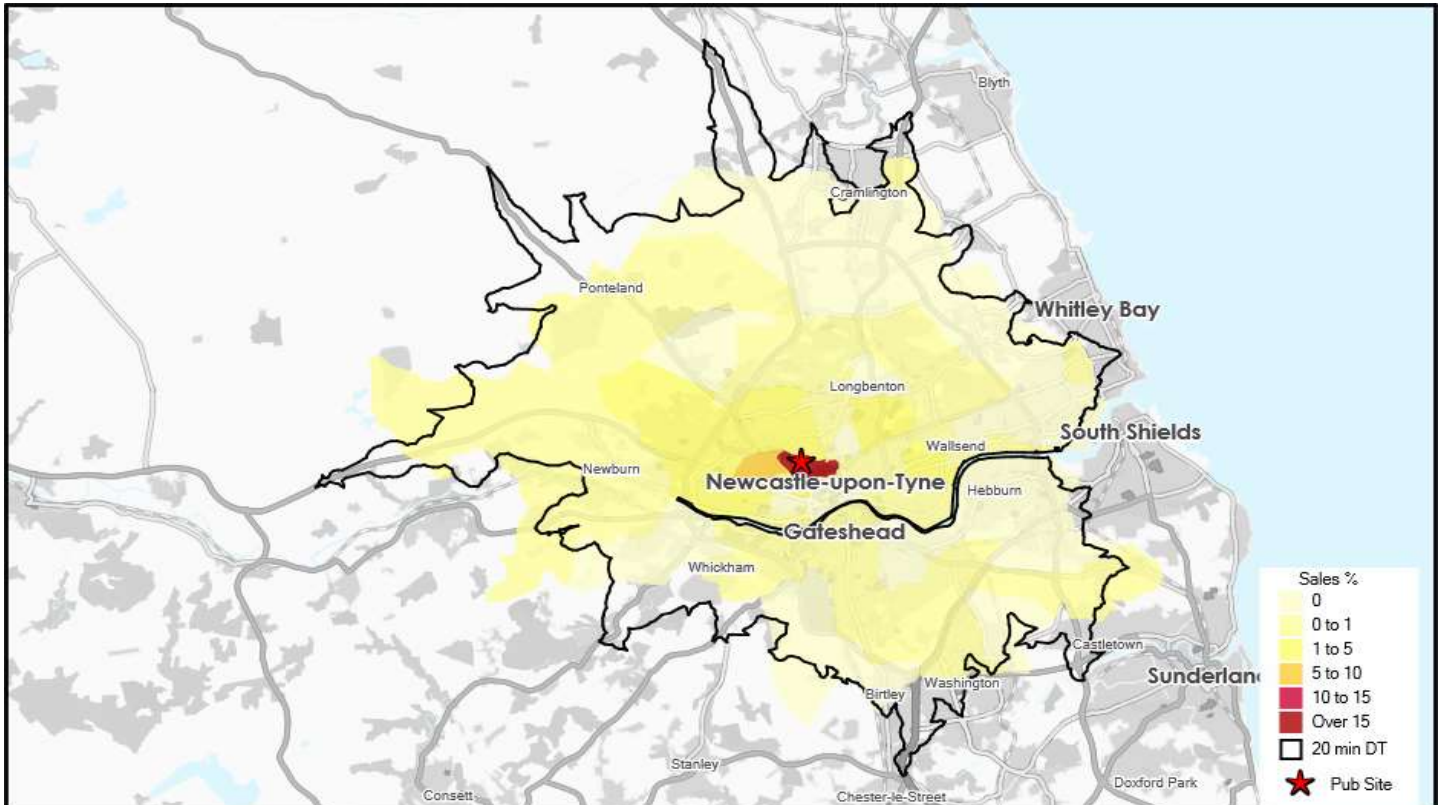
Transactional Data Maps - North Terrace

North Terrace Share of Spend from Postcode Sectors within 20 minute Drive



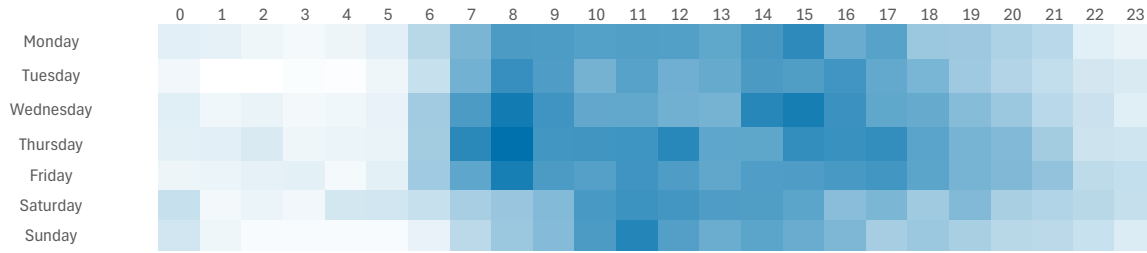
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of North Terrace



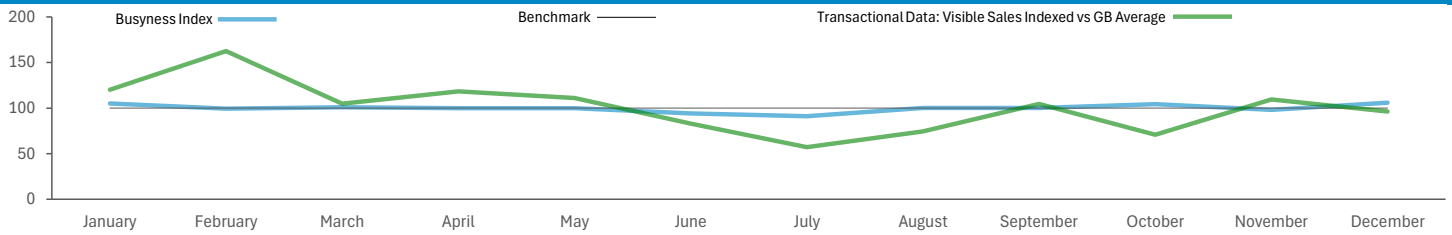
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



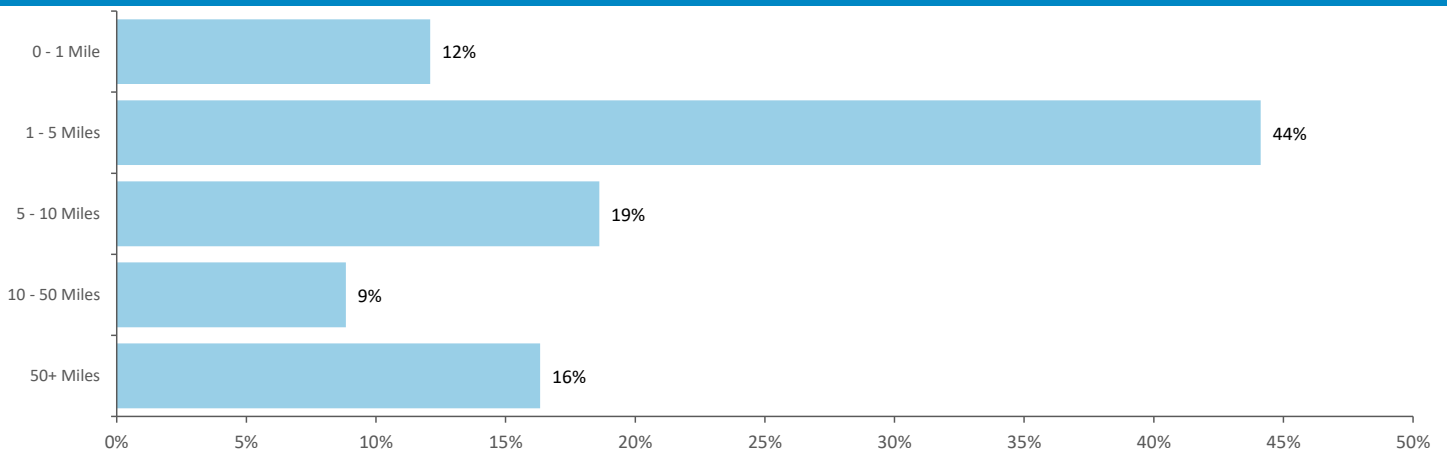
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index > 100 indicates it is busier than average. Transactional: Index > 100 indicates month's sales higher than month's GB average

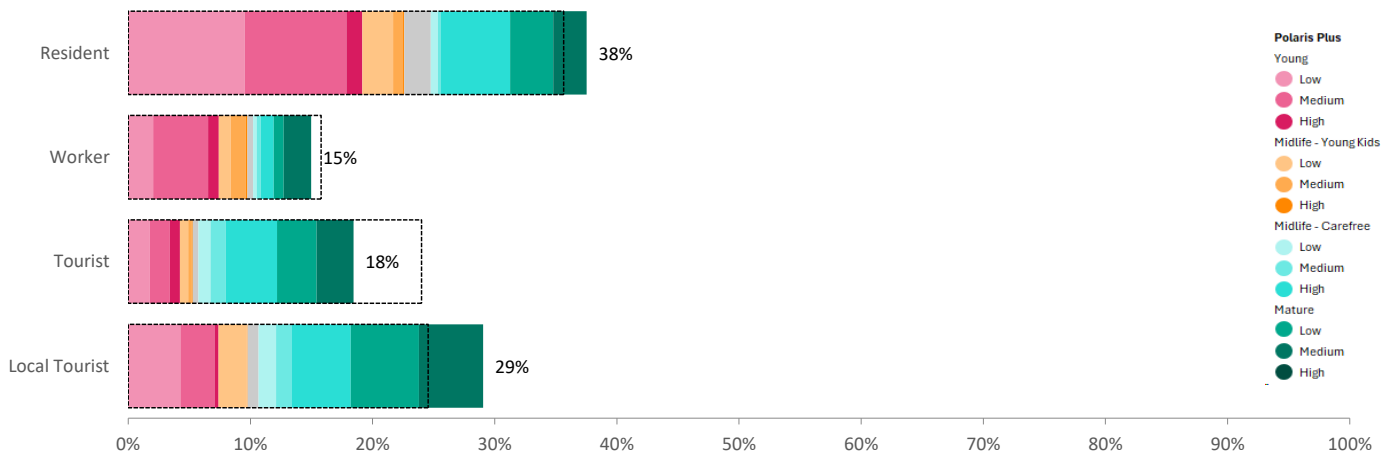
Distance from Home



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

Audience Classification by Polaris Plus

Base: GB

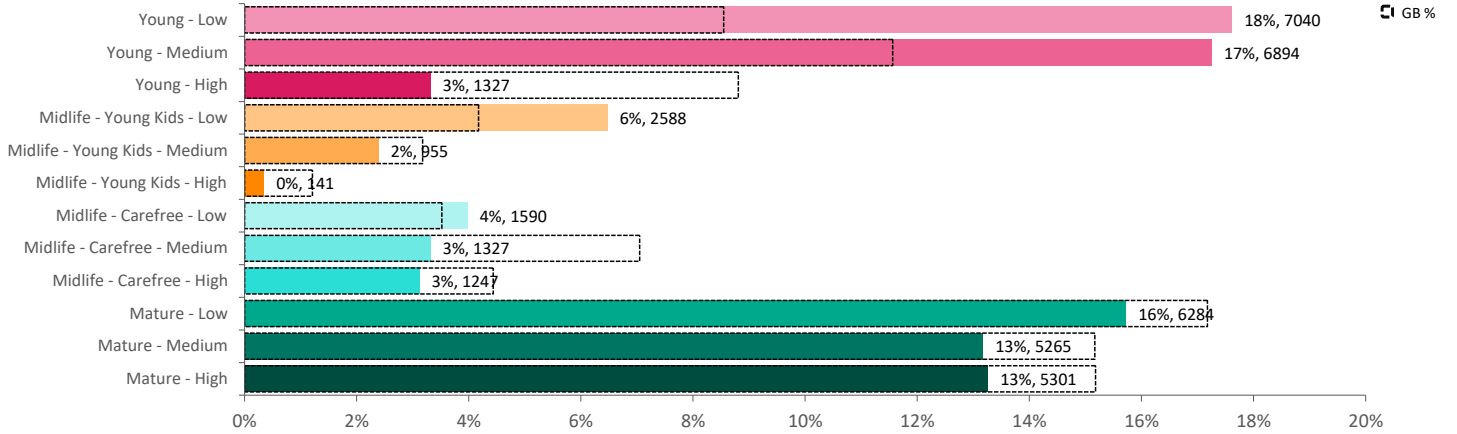


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - North Terrace

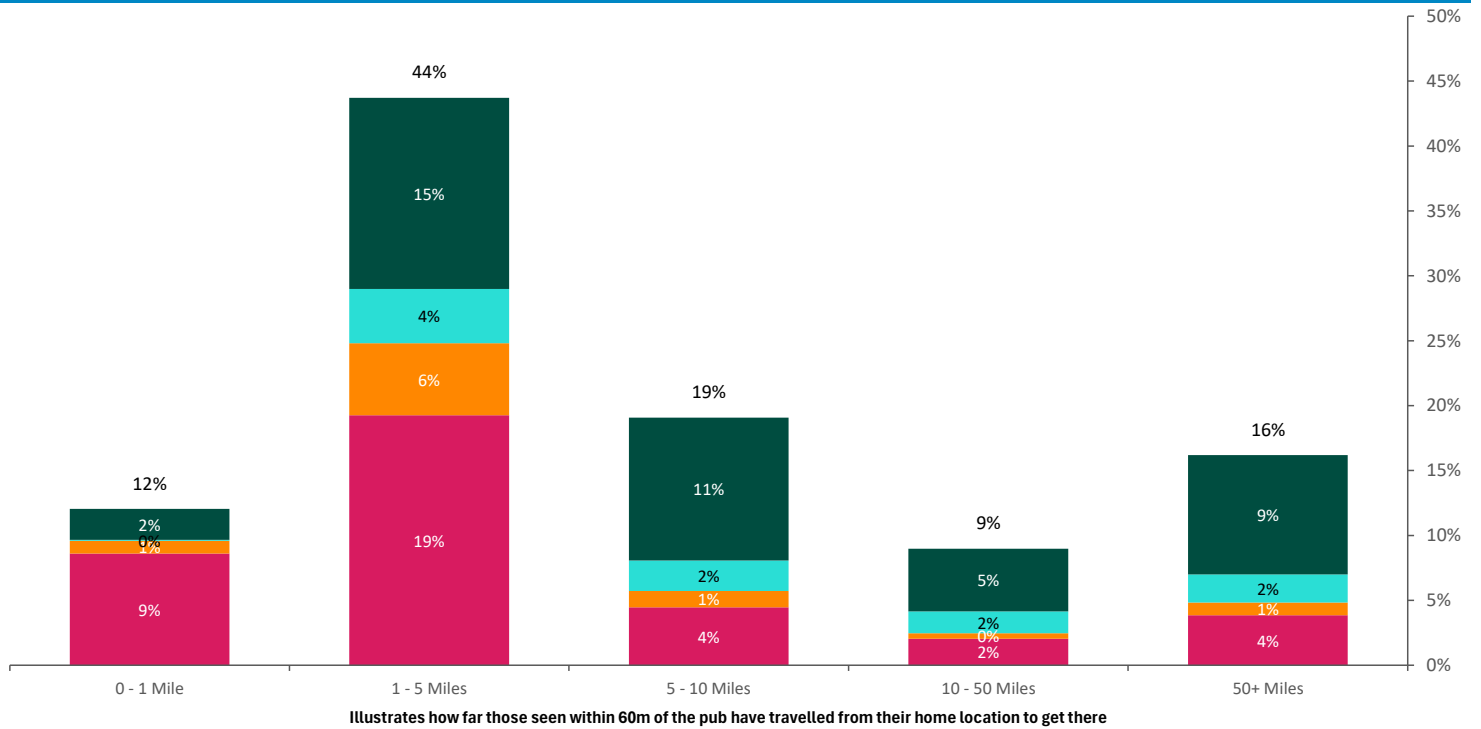
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Polaris Plus Profile



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

Distance from Home by Polaris



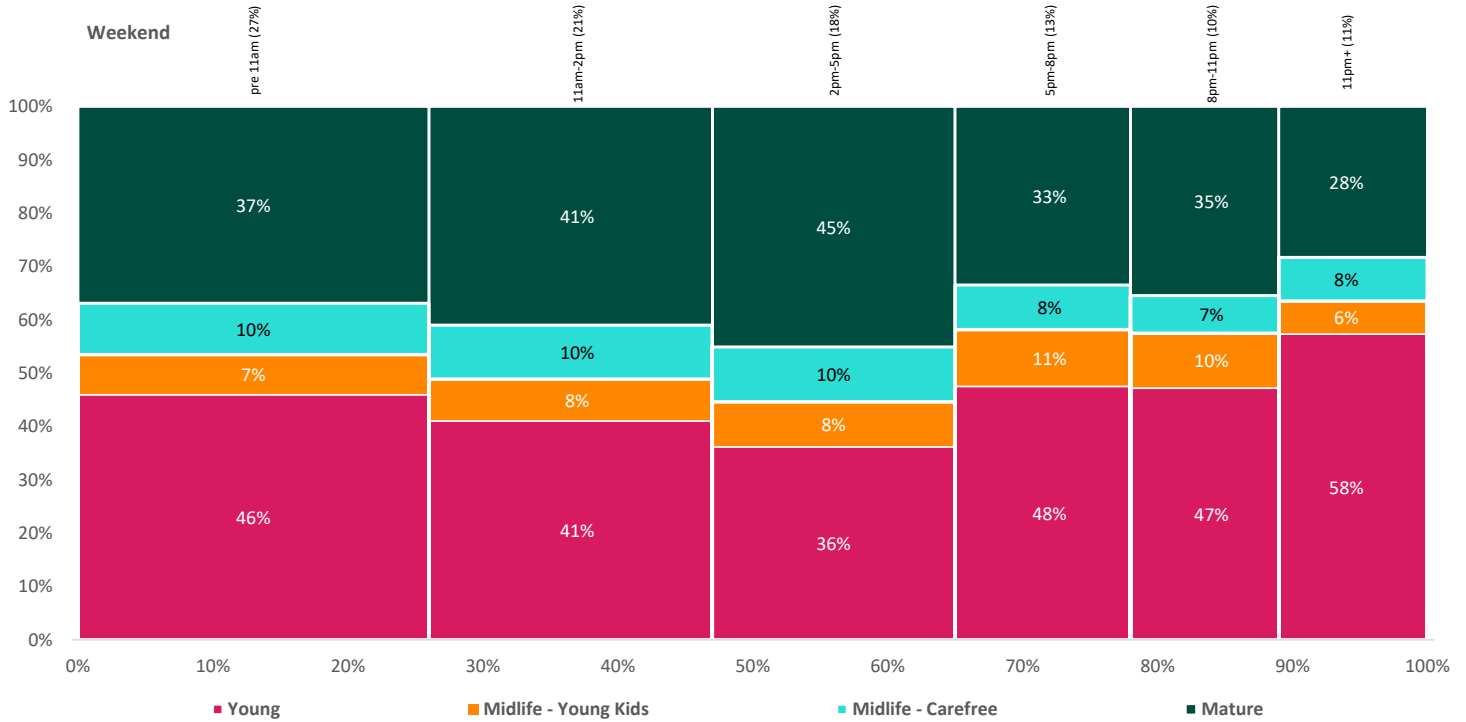
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Time of Day by Polaris: Weekday (Monday to Friday)



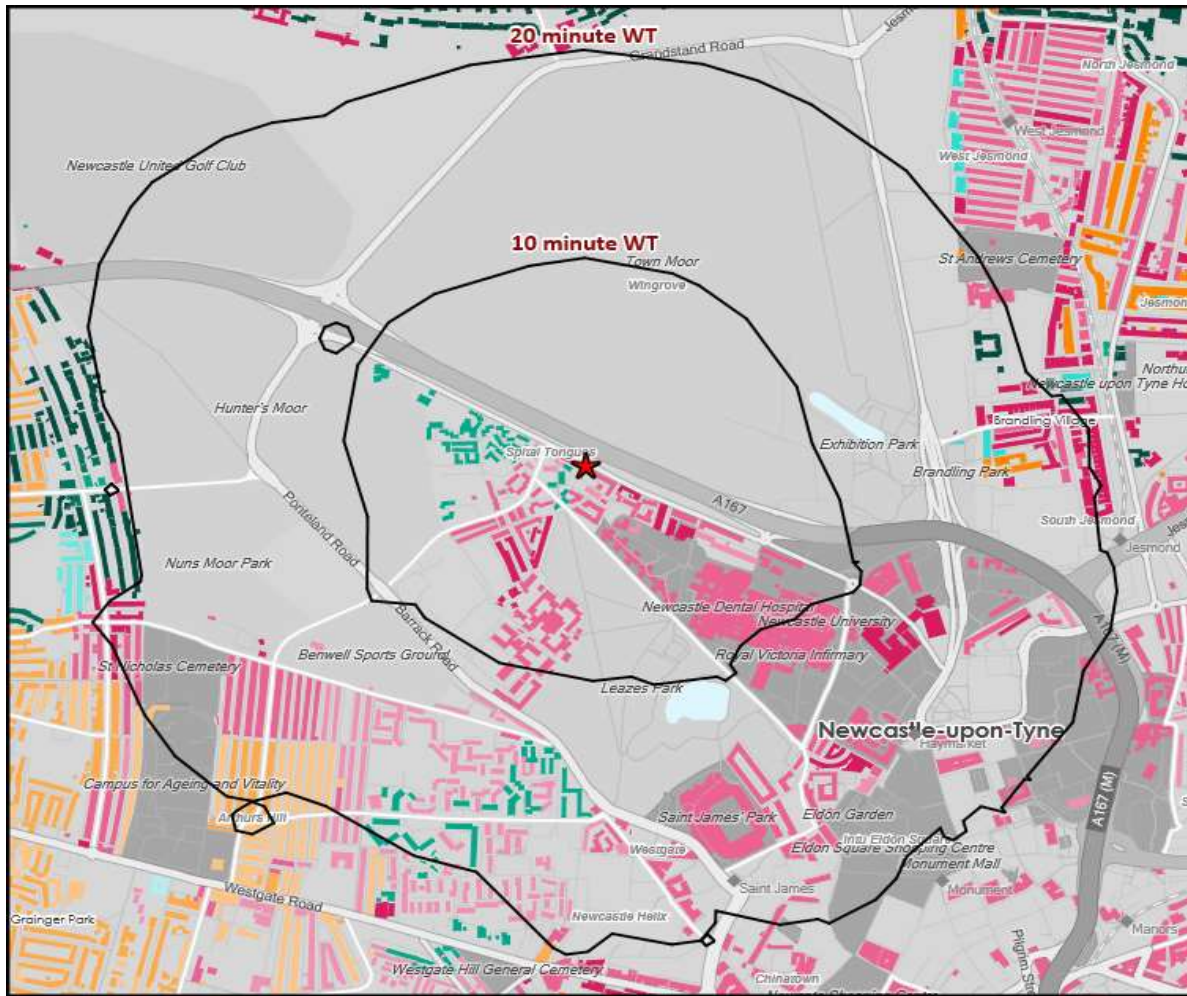
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		4.823	2.779	3.010	2.150	1.327	1.145	15.235
Midlife - Carefree		1.245	699	762	530	272	224	3.731
Midlife - Young Kids		884	536	694	491	264	190	3.060
Young		4.813	2.384	2.660	2.596	1.763	1.770	15.988
All		11.766	6.399	7.126	5.767	3.627	3.329	38.014

Time of Day by Polaris: Weekend (Saturday and Sunday)



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		1.310	1.135	1.053	594	490	394	4.976
Midlife - Young Kids		345	282	242	149	99	114	1.232
Midlife - Carefree		262	213	193	187	140	84	1.079
Mature		1.639	1.143	849	847	656	802	5.936
All		3.556	2.773	2.338	1.777	1.384	1.394	13.223

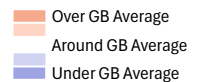
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

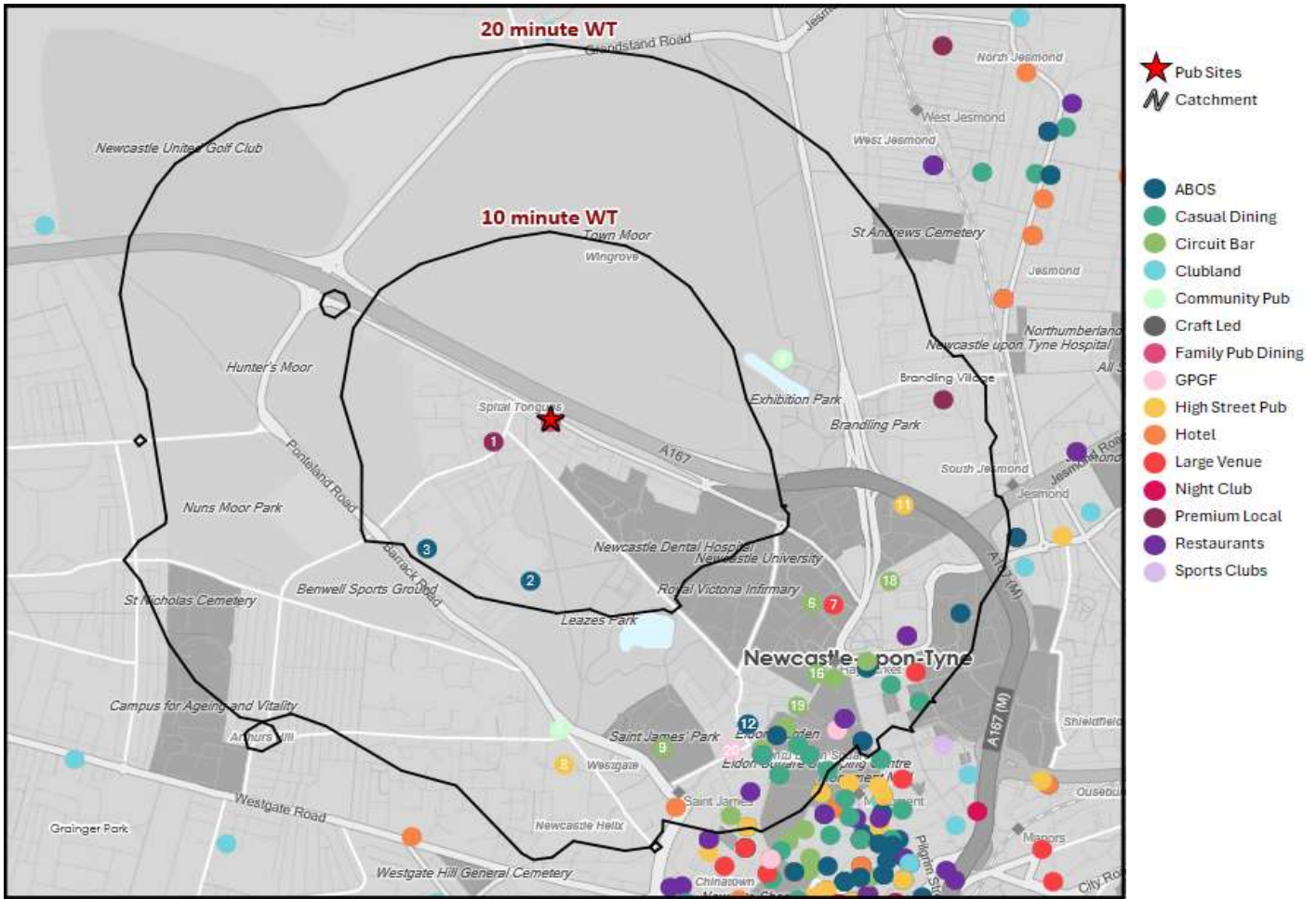


Polaris Plus Profile by Catchment

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						
Low	403	2.879	116.966	80	156	188
Medium	3.795	12.022	107.625	662	573	152
High	506	1.370	27.436	145	108	64
Midlife - Young Kids						
Low	0	749	54.409	0	73	157
Medium	0	455	7.291	0	57	27
High	0	0	2.038	0	0	28
Midlife - Carefree						
Low	0	0	29.790	0	0	113
Medium	0	20	19.652	0	1	44
High	0	77	9.000	0	9	32
Mature						
Low	421	979	96.889	60	38	112
Medium	0	0	89.504	0	0	91
High	0	186	65.414	0	7	69
Not Private Households	0	0	6.974	0	0	91
Total	5.125	18.737	632.988			

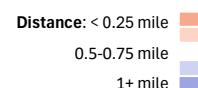
*WT= Walktime, **DT= Drivetime





Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	North Terrace	NE 2 4AN	Star Pubs & Bars	Family Pub Dining	4,0%	76,5%	0,00
1	Cosy Dove	NE 2 4NA	Star Pubs & Bars	Premium Local	6,5%	72,7%	0,12
2	Castle Leazers Halls Of Residence	NE 2 4NY	Independent Free	ABOS	0,0%	0,0%	0,32
3	Newcastle Medical School	NE 2 4LE	Independent Free	ABOS	0,0%	0,0%	0,35
4	Wylam Brewery And Tap	NE 2 4PZ	Wylam Brewery	Community Pub	14,3%	59,4%	0,46
5	Black Bull	NE 4 6BB	Trust Inns Limited	Community Pub	0,3%	24,3%	0,61
6	Luthers Bar	NE 1 8QB	Wetherspoons GB	Circuit Bar	0,2%	43,3%	0,62
7	Northern Stage	NE 1 7RH	Independent Free	Large Venue	4,9%	60,4%	0,65
8	Earl Of Pitt Street	NE 4 5ST	Independent Free	High Street Pub	7,4%	64,1%	0,68
9	Newcastle United Football Club	NE 1 4ST	Independent Free	Large Venue	4,1%	63,4%	0,68
9	Terrace Bar	NE 1 4ST	Independent Free	Circuit Bar	0,0%	0,0%	0,68
11	Junk Royale	NE 2 4HE	Independent Free	High Street Pub	0,0%	0,0%	0,69
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18	Hancock	NE 2 4PU	Mitchells & Butlers	Circuit Bar	6,7%	65,3%	0,72
19	Percy Arms	NE 1 7RW	Stonegate Pub Company	Circuit Bar	6,6%	72,1%	0,73
20	Strawberry	NE 1 4SF	Independent Free	GPGF	12,9%	66,5%	0,74



* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

■ Over GB Average
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Premium Local	35	88.408	14,0%	82

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	<p>Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3</p>																																								
Age Profile	Counts of residents by Age band																																								
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>Full-time: In full-time employment Part-time: In part-time employment Self employed: In full-time or part-time employment, with or without employees Unemployed: Unemployed, not currently working but are actively seeking Retired: a person who has retired from a working or professional career Other: Includes long term sick, disabled, looking after home/family</p>																																								
Index vs GB Average	The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB																																								
Over GB Average	Index value is >= 120																																								
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