

Catchment Summary - George Stephenson Westmoor



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

*WT= Walktime, **DT= Drivetime

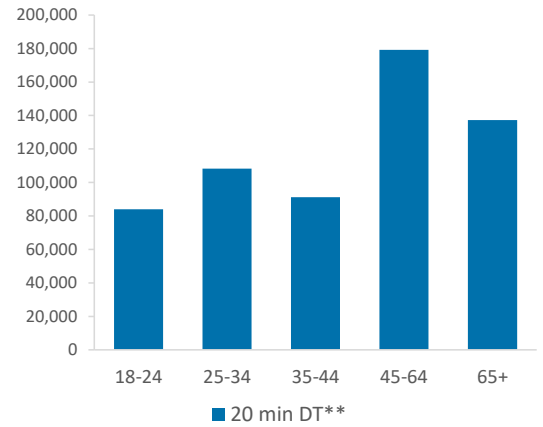
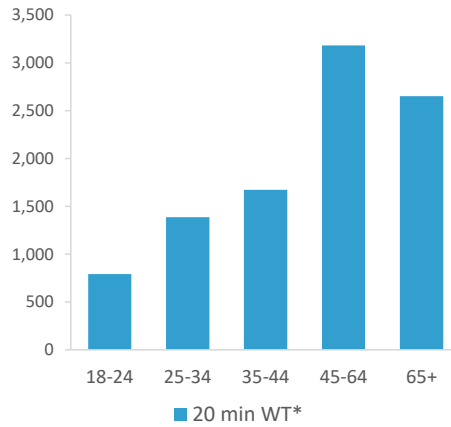
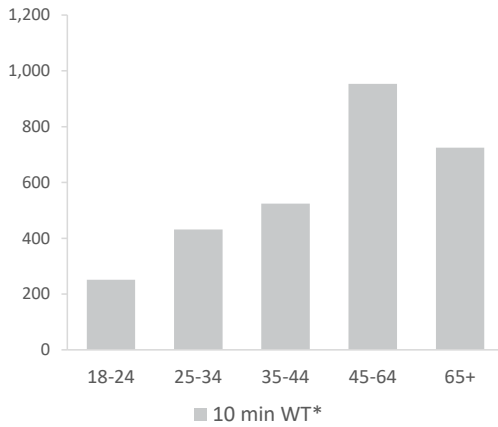
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,621	12,020	746,533	68	83	197
Adults 18+	2,884	9,687	599,943	66	54	201
Competition Pubs	2	11	782	13	34	216
Adults 18+ per Competition Pub	1,442	881	767	175	107	93
% Adults Likely to Drink	83.5%	82.8%	81.9%	101	100	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	30.6%	30.2%	39.1%	119	118	152
	Medium	40.7%	43.7%	34.5%	103	111	88
	High	28.7%	24.4%	24.8%	86	73	74

*Affluence does not include Not Private Households

Age Profile	18-24	251	793	83,955	85	81	139
	25-34	431	1,387	108,249	90	87	109
	35-44	524	1,673	91,239	112	108	95
	45-64	953	3,182	179,229	103	104	94
	65+	725	2,652	137,271	105	115	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	1,730 (48%)	5,726 (48%)	370,104 (50%)	97	96	100
	Female	1,891 (52%)	6,294 (52%)	376,429 (50%)	103	104	100
Economic Status (16-74)							
	Employed: Full-time	1,254 (48%)	4,025 (46%)	221,529 (40%)	116	111	96
	Employed: Part-time	385 (15%)	1,292 (15%)	70,044 (13%)	114	114	98
	Self employed	188 (7%)	571 (7%)	36,604 (7%)	75	69	69
	Unemployed	45 (2%)	196 (2%)	15,269 (3%)	73	95	116
	Retired	414 (16%)	1,417 (16%)	77,864 (14%)	115	118	102
	Other	324 (12%)	1,217 (14%)	131,466 (24%)	63	71	121
Total Worker Count		7,573	12,325	377,647			

See the Glossary page for further information on the above variables



- Pub Sites
- 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	170	66,472	0	20	124
Young Adult - Showing I'm Cool	186	776	72,006	70	87	130
Midlife - Young Kids	1,099	3,908	201,430	121	128	107
Midlife - Carefree	907	2,298	131,437	149	113	104
Mature	692	2,363	119,192	86	87	71
Not Private Households	0	172	9,406	0	123	109
Total	2,884	9,687	599,943			

Polaris Summary - George Stephenson Westmoor



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- Pub Sites
- 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	41,223	0	0	164
Medium	0	0	10,031	0	0	123
High	0	170	15,218	0	52	75
Young Adult - Showing I'm Cool						
Low	0	0	432	0	0	7
Medium	38	345	31,435	36	96	142
High	148	431	40,139	115	99	149
Midlife - Young Kids						
Low	287	1,557	98,131	90	145	147
Medium	331	1,438	72,532	77	100	81
High	481	913	30,767	309	175	95
Midlife - Carefree						
Low	361	498	49,923	368	151	245
Medium	368	1,313	38,743	190	202	96
High	178	487	42,771	57	46	65
Mature						
Low	234	868	44,982	137	151	126
Medium	437	1,136	54,413	120	93	72
High	21	359	19,797	8	40	35
Not Private Households	0	172	9,406	0	123	109

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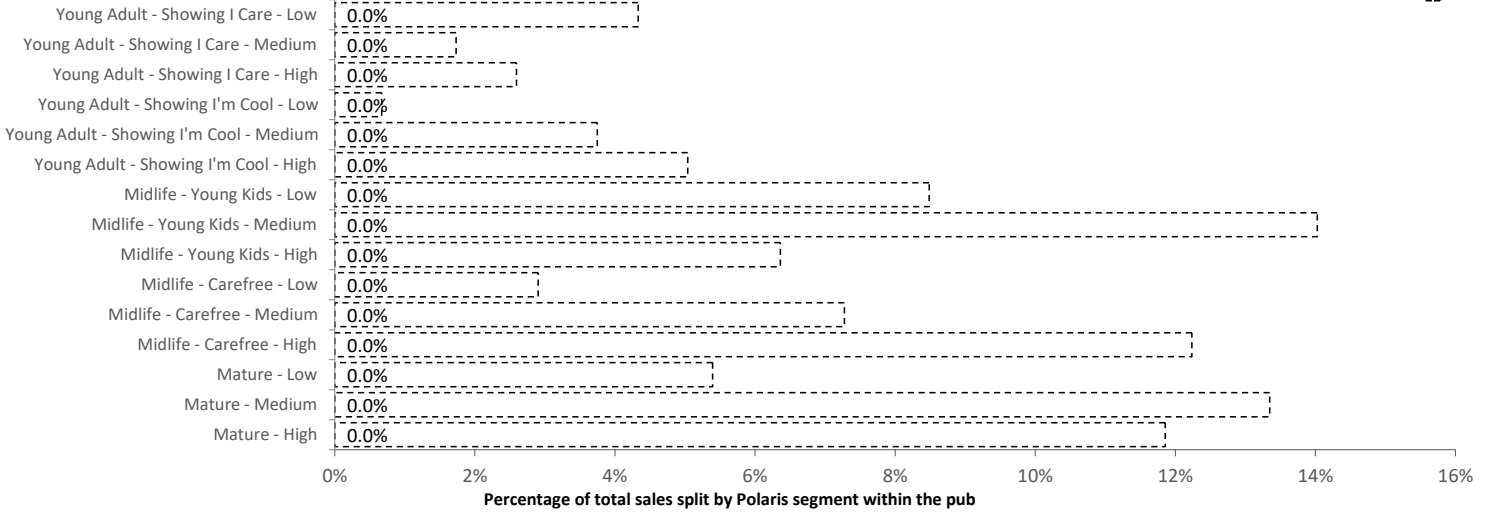
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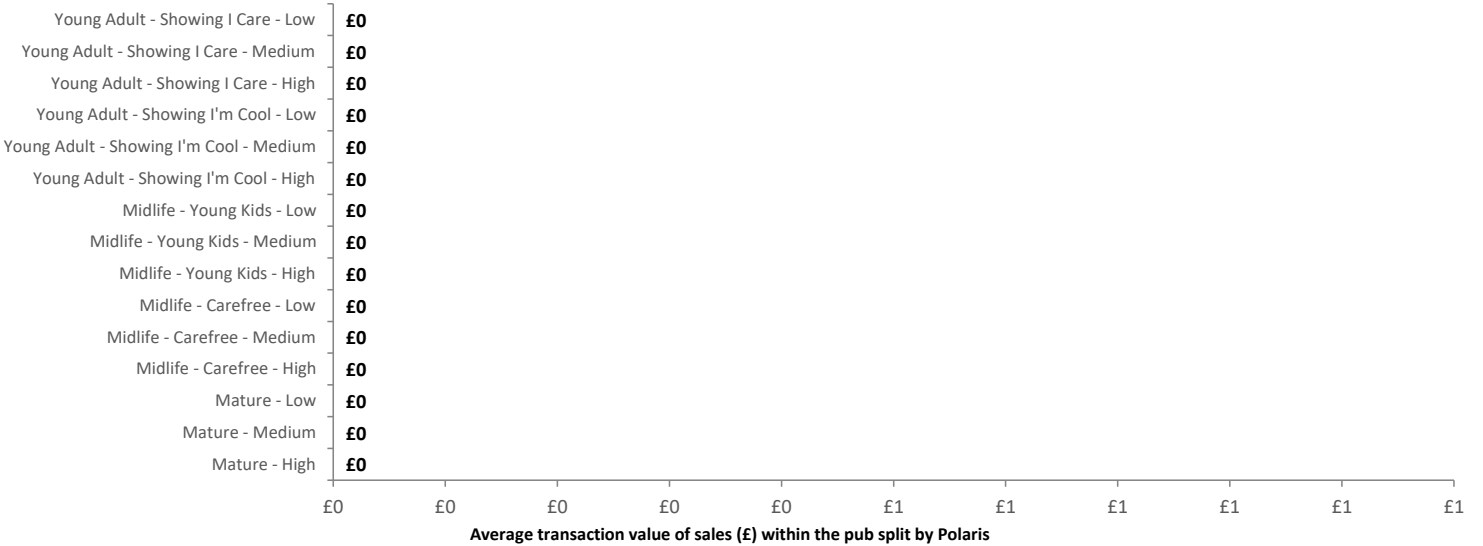
Total	2,884	9,687	599,943
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Spend by Polaris

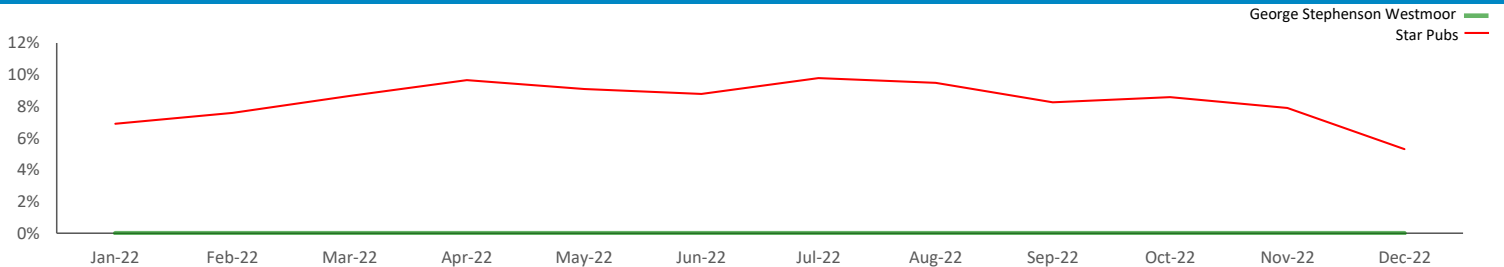
GB %



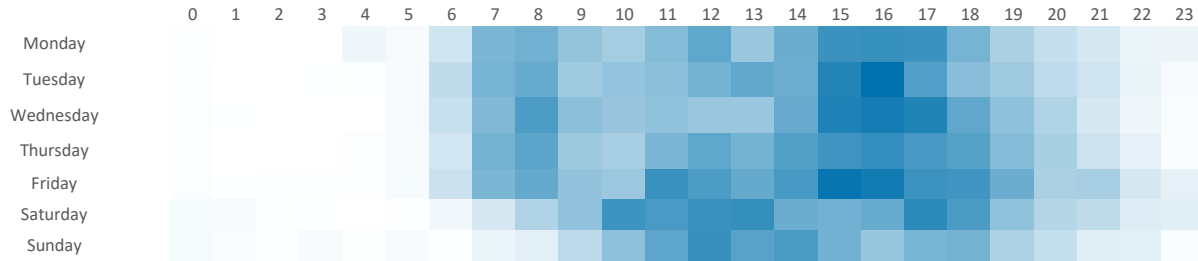
Average Transaction Values (£) by Polaris



Spend by Month

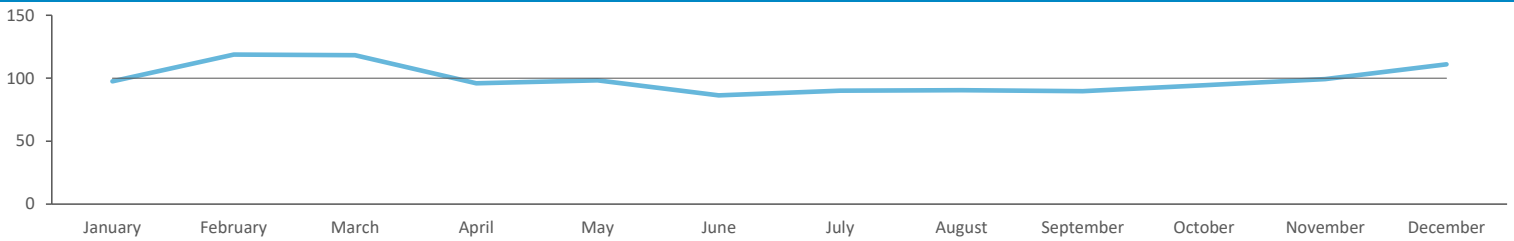


Time of Day/Day of Week



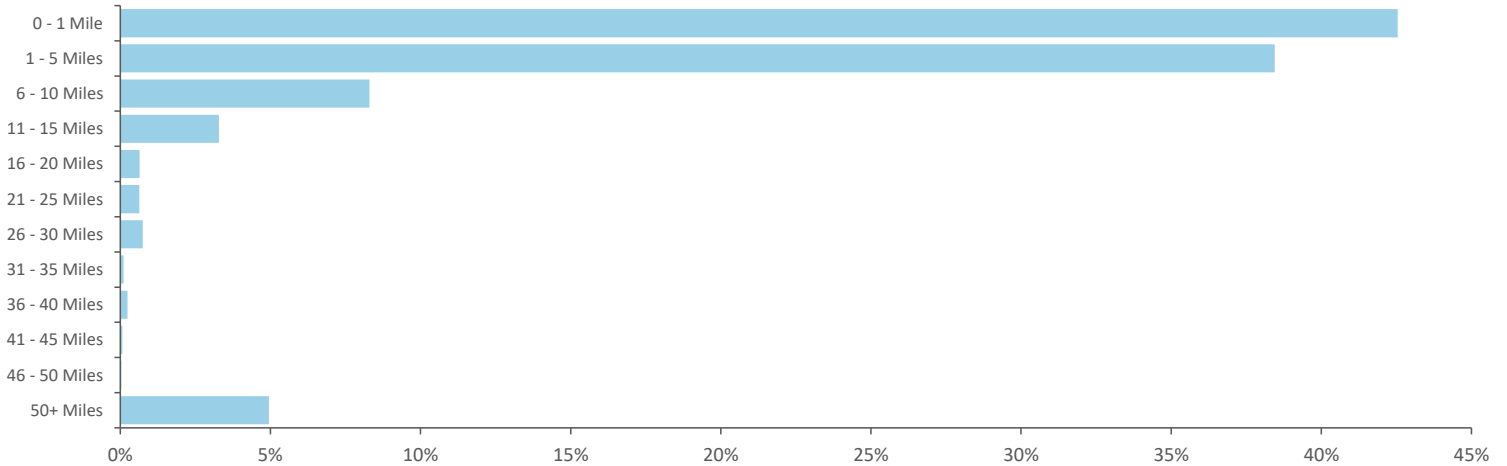
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



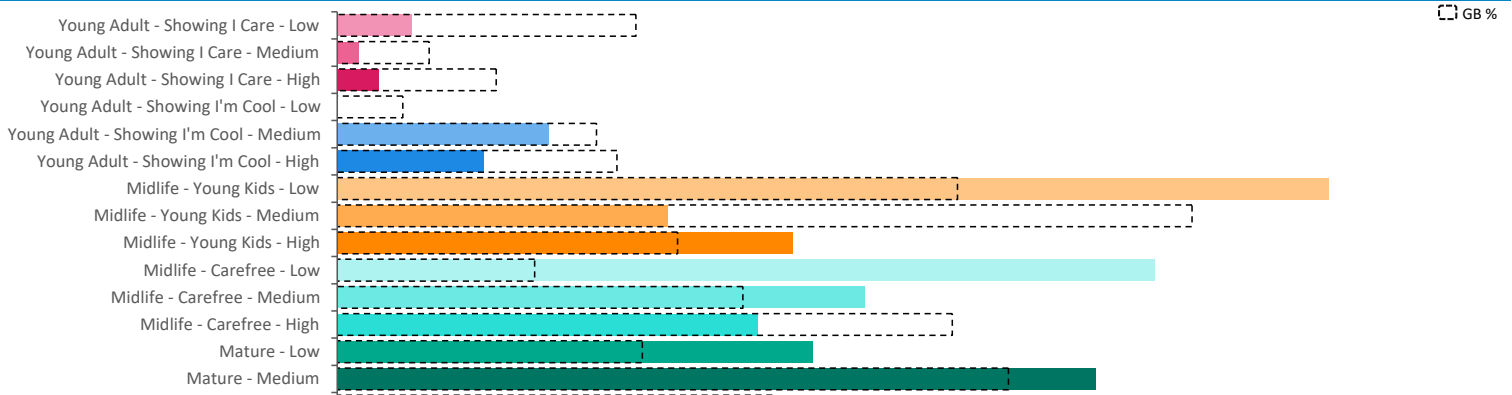
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

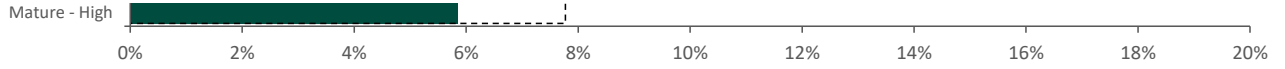


Mobile Data Summary - George Stephenson Westmoor

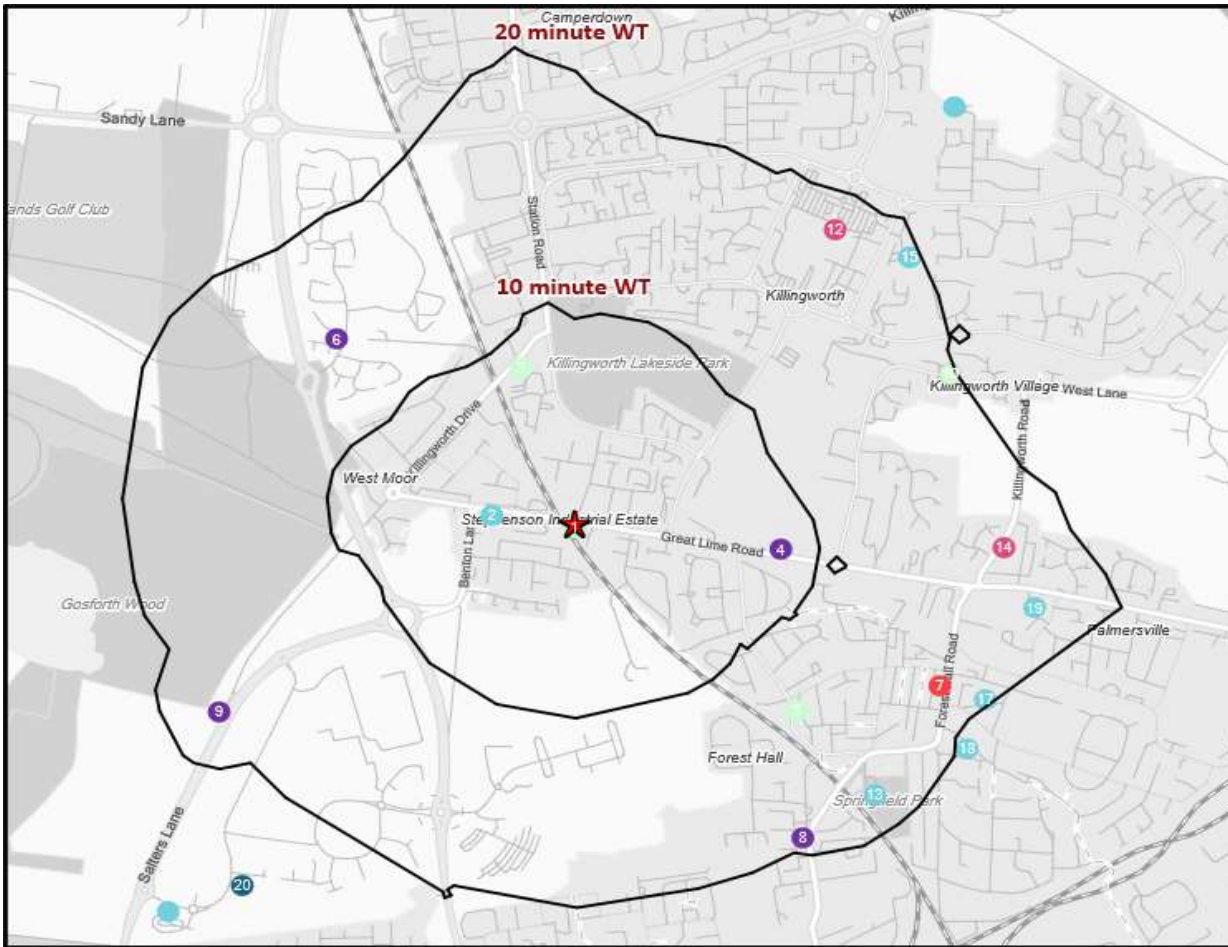


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Time of Day/Day of Week



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



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	George Stephenson	NE12 7NJ	Star Pubs & Bars	Community Pub	0.0
2	Westmoor & District Social Club	NE12 7NL	Independent Free	Clubland	0.2
3	Station Hotel	NE12 6RA	Punch Pub Company	Community Pub	0.3
4	Sambuca	NE12 7AL	Sambuca	Restaurants	0.4
5	Flying Scotsman	NE12 7JN	Punch Pub Company	Community Pub	0.5
6	Miller & Carter	NE12 7EZ	Mitchells & Butlers	Restaurants	0.6
7	Ritz Bingo	NE12 7AX	Unknown	Large Venue	0.7
8	Ristorante Amici	NE12 8AQ	Independent Free	Restaurants	0.7
9	Gosforth Garden Centre	NE 3 5EP	Unknown	Restaurants	0.7
10	Plough Inn	NE12 6BL	Mitchells & Butlers	Family Pub Dining	0.7
10	Killingworth Arms	NE12 6BL	Stonegate Pub Company	Community Pub	0.7
12	Kings Arms	NE12 6YT	Marston's	Family Pub Dining	0.8
13	Springfield Park Community Centre	NE12 9AG	Independent Free	Clubland	0.8
14	Clousden Hill	NE12 7BR	Punch Pub Company	Family Pub Dining	0.8
15	Killingworth Social Club	NE12 6UQ	Independent Free	Clubland	0.8
15	Killingworth Adult Association	NE12 6UQ	Independent Free	Clubland	0.8
17	Forest Hall Ex-Servicemens Institute	NE12 9AR	Independent Free	Clubland	0.8
18	Forest Hall Conservative & Unionist	NE12 9JN	Independent Free	Clubland	0.8
19	Forest Hall Club & Institute	NE12 9DQ	Independent Free	Clubland	0.9
20	Boutique Bar And Tipi	NE12 8EG	Independent Free	ABOS	0.9