

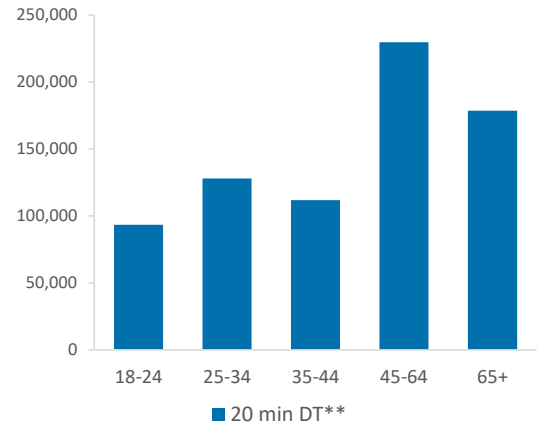
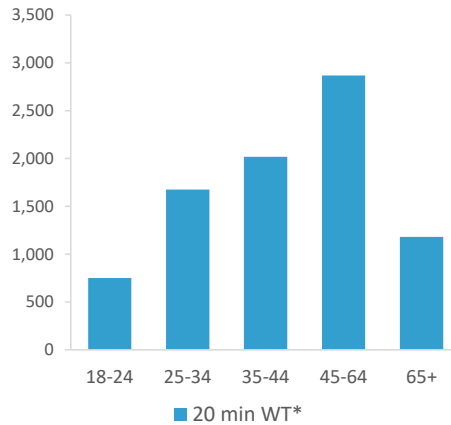
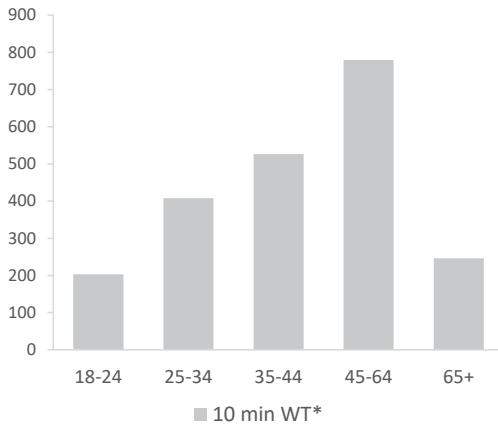
Catchment Summary - Holystone Shiremoor

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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		2,955	11,509	920,229	56	79	243
Population & Adults 18+ index is based on all pubs							
Adults 18+		2,162	8,494	741,174	50	48	248
Competition Pubs		2	7	983	13	22	272
Adults 18+ per Competition Pub		1,081	1,213	754	131	147	91
% Adults Likely to Drink		85.0%	83.2%	81.8%	103	101	99
Affluence	Low	4.2%	25.3%	42.3%	16	99	165
	Medium	25.9%	25.6%	33.5%	66	65	85
	High	69.9%	49.1%	22.8%	209	146	68
*Affluence does not include Not Private Households							
Age Profile	18-24	203	752	93,298	85	81	125
	25-34	408	1,676	127,880	104	110	105
	35-44	526	2,017	111,695	138	136	94
	45-64	779	2,869	229,801	103	98	98
	65+	246	1,180	178,500	44	54	101



		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	1,451 (49%)	5,589 (49%)	452,302 (49%)	99	98	99
	Female	1,504 (51%)	5,920 (51%)	467,927 (51%)	101	102	101
Economic Status (16-74)	Employed: Full-time	1,269 (59%)	4,527 (54%)	272,518 (40%)	141	130	96
	Employed: Part-time	316 (15%)	1,234 (15%)	88,082 (13%)	112	113	100
	Self employed	152 (7%)	546 (6%)	42,096 (6%)	74	68	65
	Unemployed	33 (2%)	188 (2%)	20,204 (3%)	64	94	125
	Retired	153 (7%)	726 (9%)	101,247 (15%)	51	63	108
	Other	242 (11%)	1,185 (14%)	155,416 (23%)	57	71	116
Total Worker Count		1,856	7,675	468,526			

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	0	65,589	0	0	99
Young Adult - Showing I'm Cool	8	626	79,714	4	80	117
Midlife - Young Kids	1,530	5,404	271,662	225	202	117
Midlife - Carefree	309	1,408	160,353	68	79	103
Mature	315	1,056	153,623	52	44	74
Not Private Households	0	0	10,233	0	0	96
Total	2,162	8,494	741,174			

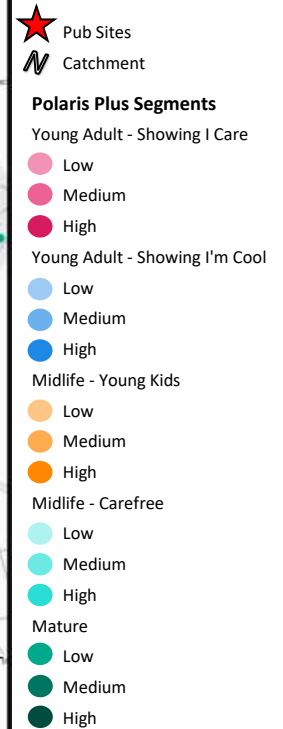
Polaris Summary - Holystone Shiremoor



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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	0	0	39,682	0	0	128
Medium	0	0	10,129	0	0	100
High	0	0	15,778	0	0	63
Young Adult - Showing I'm Cool						
Low	0	0	432	0	0	6
Medium	0	341	37,131	0	109	135
High	8	285	42,151	8	75	127
Midlife - Young Kids						
Low	15	1,161	151,415	6	123	184
Medium	260	954	83,989	81	75	76
High	1,255	3,289	36,258	1,077	718	91
Midlife - Carefree						
Low	39	696	60,804	53	241	241
Medium	23	117	48,337	16	21	97
High	247	595	51,212	105	64	63
Mature						
Low	36	291	61,230	28	58	139
Medium	277	763	68,868	101	71	73
High	2	2	23,525	1	0	34
Not Private Households	0	0	10,233	0	0	96

Polaris Summary - Holystone Shiremoor



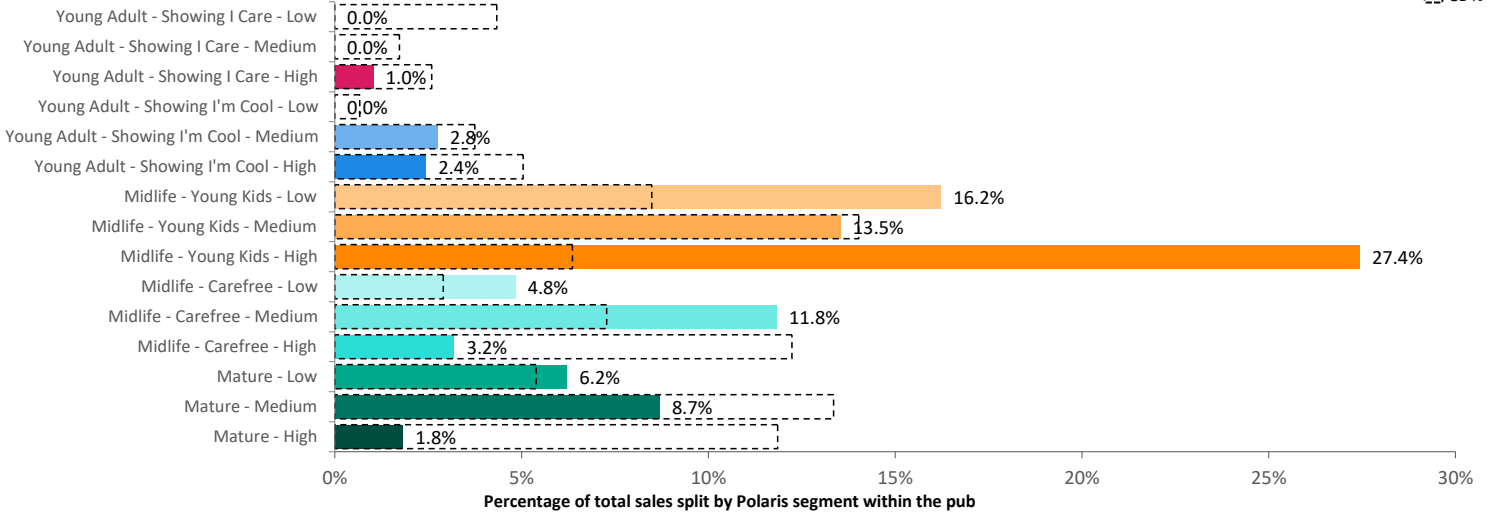
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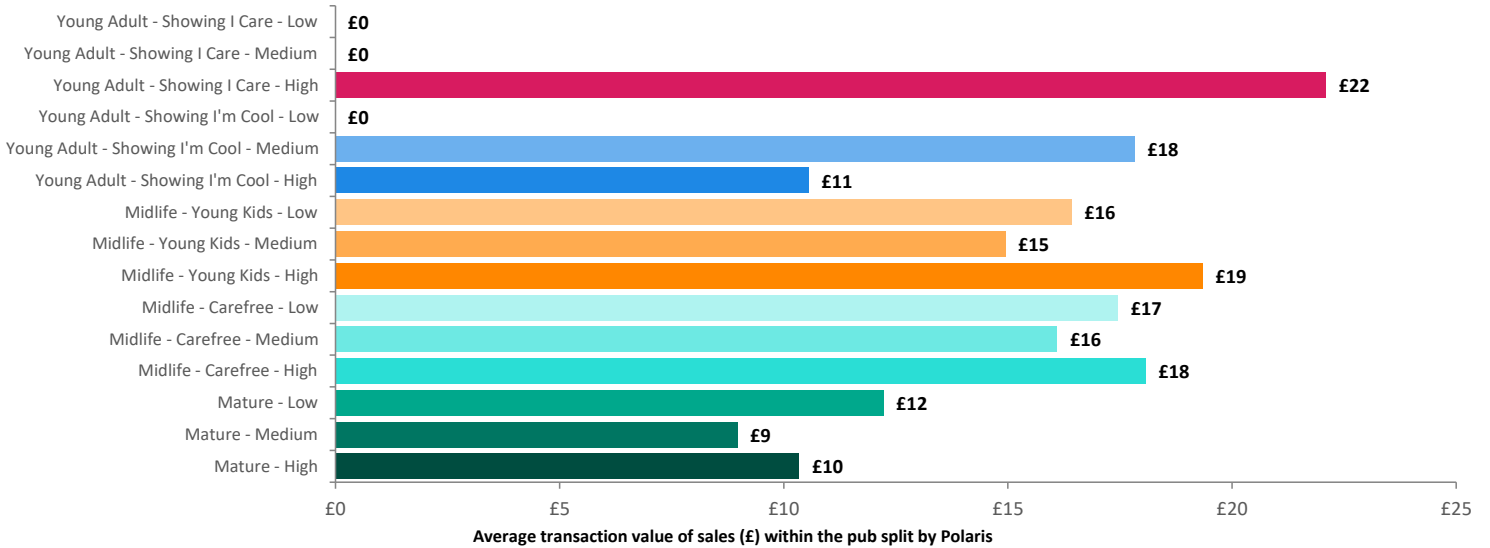
Total 2,162 8,494 741,174

Spend by Polaris

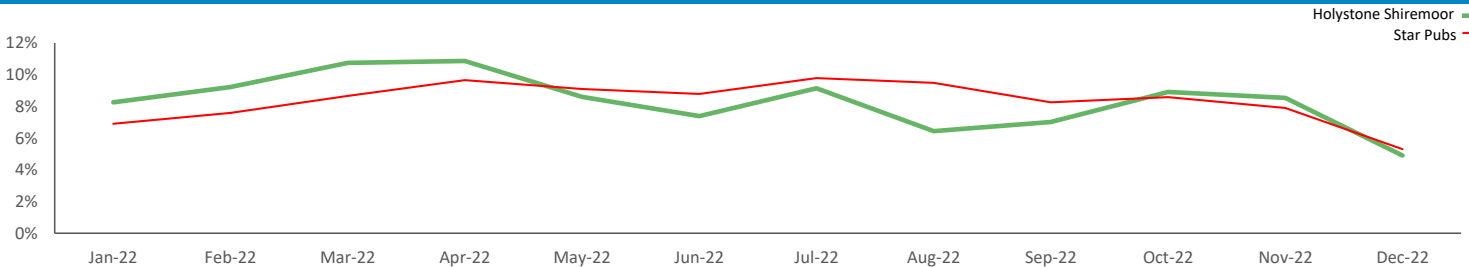
GB %



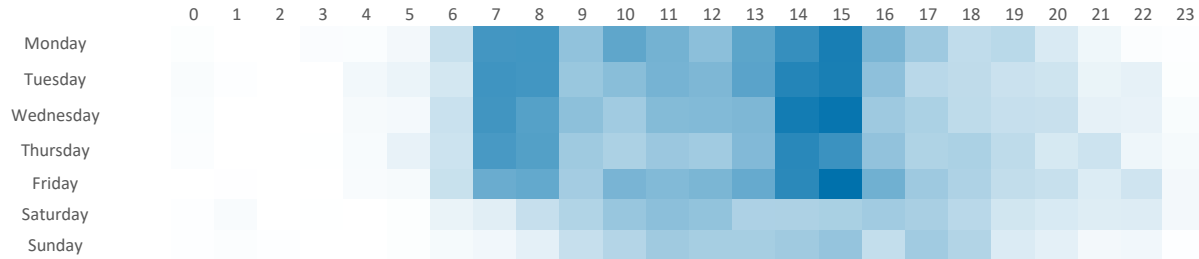
Average Transaction Values (£) by Polaris



Spend by Month

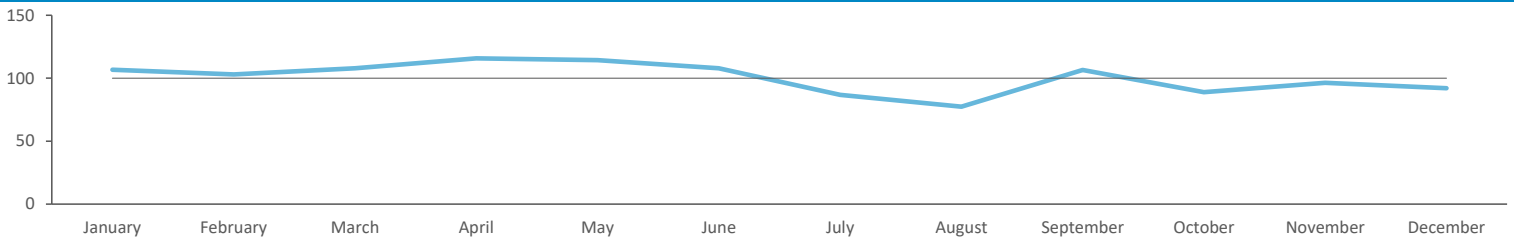


Time of Day/Day of Week



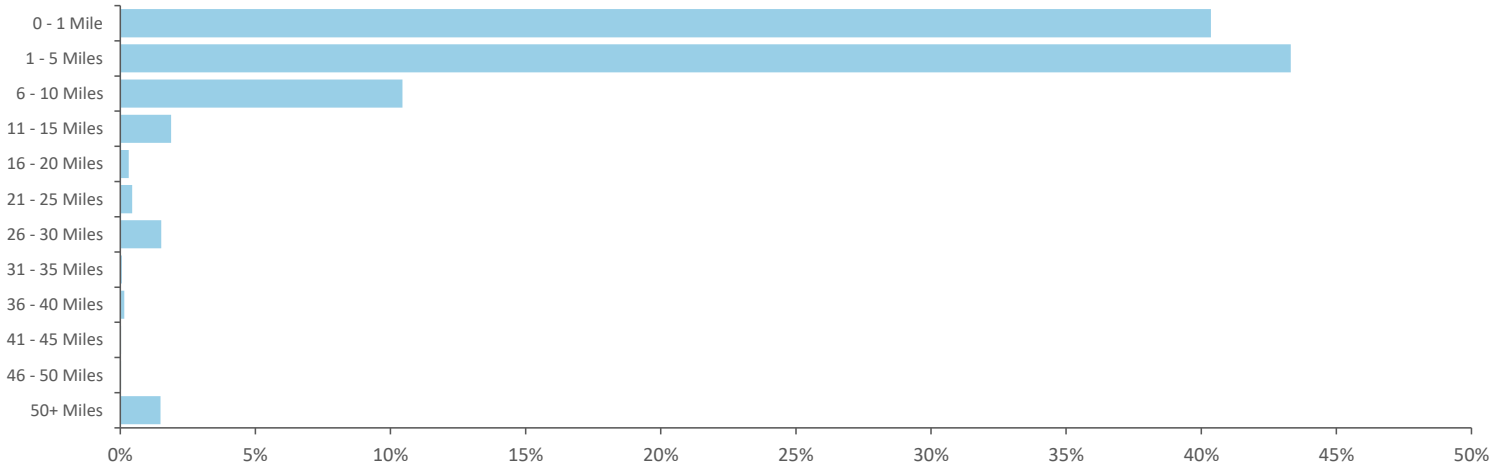
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



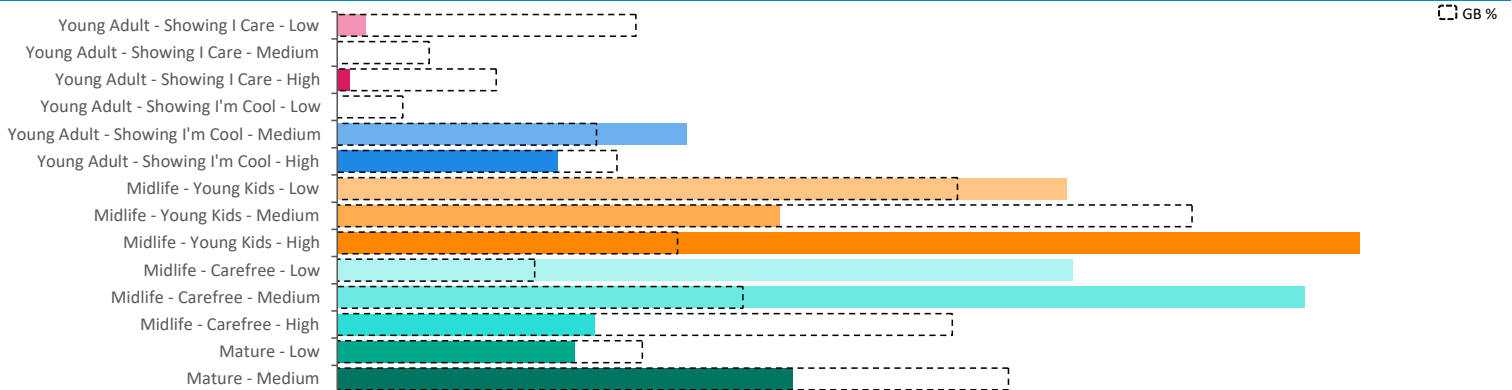
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

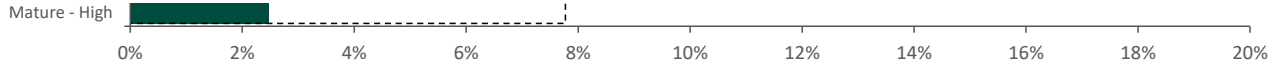


Mobile Data Summary - Holystone Shiremoor

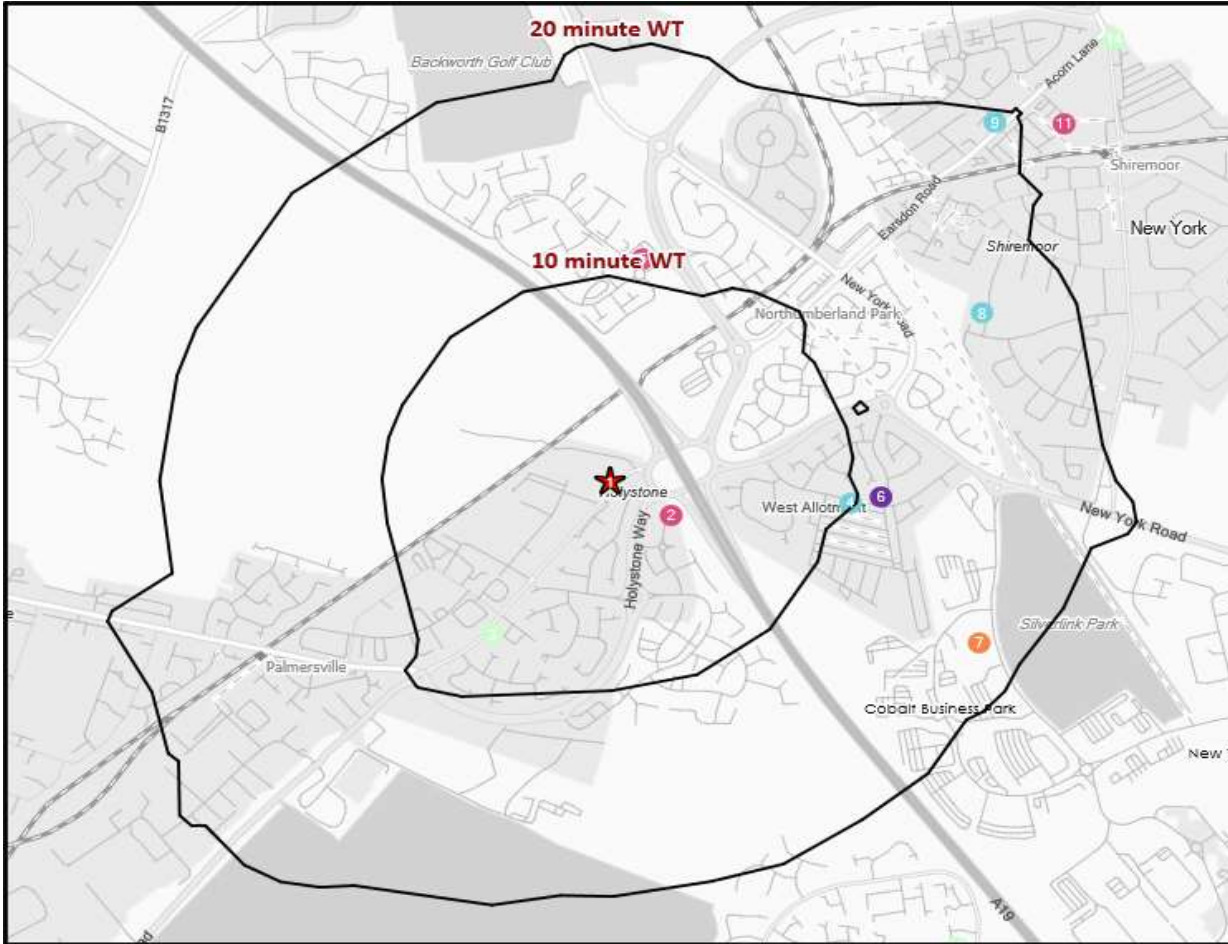


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Time of Day/Day of Week



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	Holystone	NE27 ODA	Star Pubs & Bars	Community Pub	0.0
2	Cookhouse & Holystone Park	NE27 OUN	Whitbread	Family Pub Dining	0.1
3	Wheatsheaf	NE12 9SU	Punch Pub Company	Community Pub	0.3
4	Allotment Social Club & Institute	NE27 ODN	Independent Free	Clubland	0.4
5	Pavillion	NE27 OFG	Ladhar Leisure	Family Pub Dining	0.4
6	Sambuca	NE27 OEP	Sambuca	Restaurants	0.5
7	Village	NE27 OBY	KSL Capital Partners	Hotel	0.7
8	Shiremoor Community Association	NE27 OPW	Independent Free	Clubland	0.7
9	Shiremoor Masonic Hall	NE27 OHU	Independent Free	Clubland	0.9
10	Backworth Club	NE27 OAG	Independent Free	Clubland	1.0
11	Toby Carvery	NE27 OHJ	Mitchells & Butlers	Family Pub Dining	1.0
12	Backworth Miners Welfare Club	NE27 OAH	Independent Free	Clubland	1.0
13	Bush	NE28 9UY	Star Pubs & Bars	Community Pub	1.0
14	Grey Horse	NE27 OHL	Admiral Taverns Ltd	Community Pub	1.2
15	Wheatsheaf	NE29 8EH	Trust Inns Limited	Community Pub	1.2