

Catchment Summary - Grey Horse Houghton Le Spring

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

*WT= Walktime, **DT= Drivetime

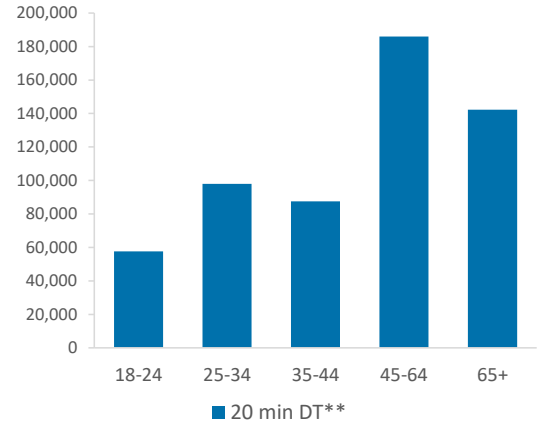
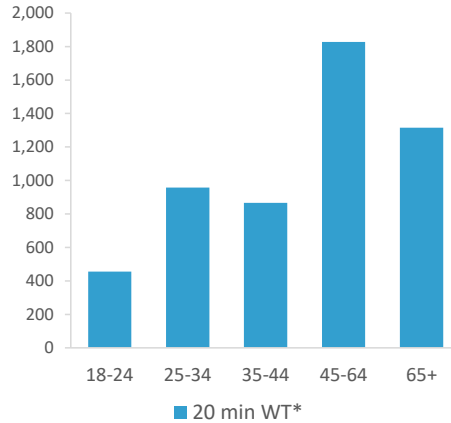
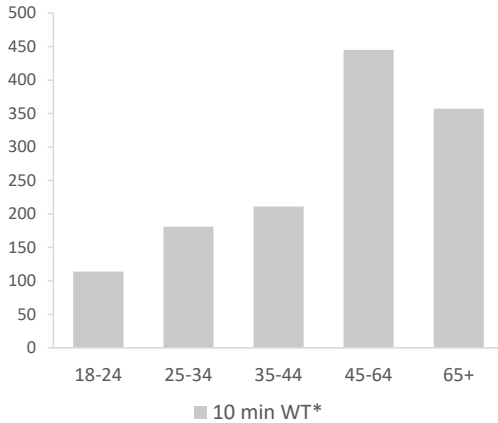
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	1,635	6,815	712,186	31	47	188
Adults 18+	1,308	5,421	571,284	30	30	191
Competition Pubs	3	5	720	20	16	199
Adults 18+ per Competition Pub	436	1,084	793	53	131	96
% Adults Likely to Drink	78.9%	80.8%	81.1%	96	98	98

Population & Adults 18+ index is based on all pubs

Affluence	Low	51.1%	35.9%	45.3%	199	140	176
	Medium	48.9%	43.6%	36.0%	124	111	91
	High	0.0%	18.9%	17.2%	0	56	51

*Affluence does not include Not Private Households

Age Profile	18-24	114	455	57,600	86	82	100
	25-34	181	958	98,029	83	106	104
	35-44	211	866	87,486	100	99	95
	45-64	445	1,827	185,955	106	105	102
	65+	357	1,315	142,214	114	101	104



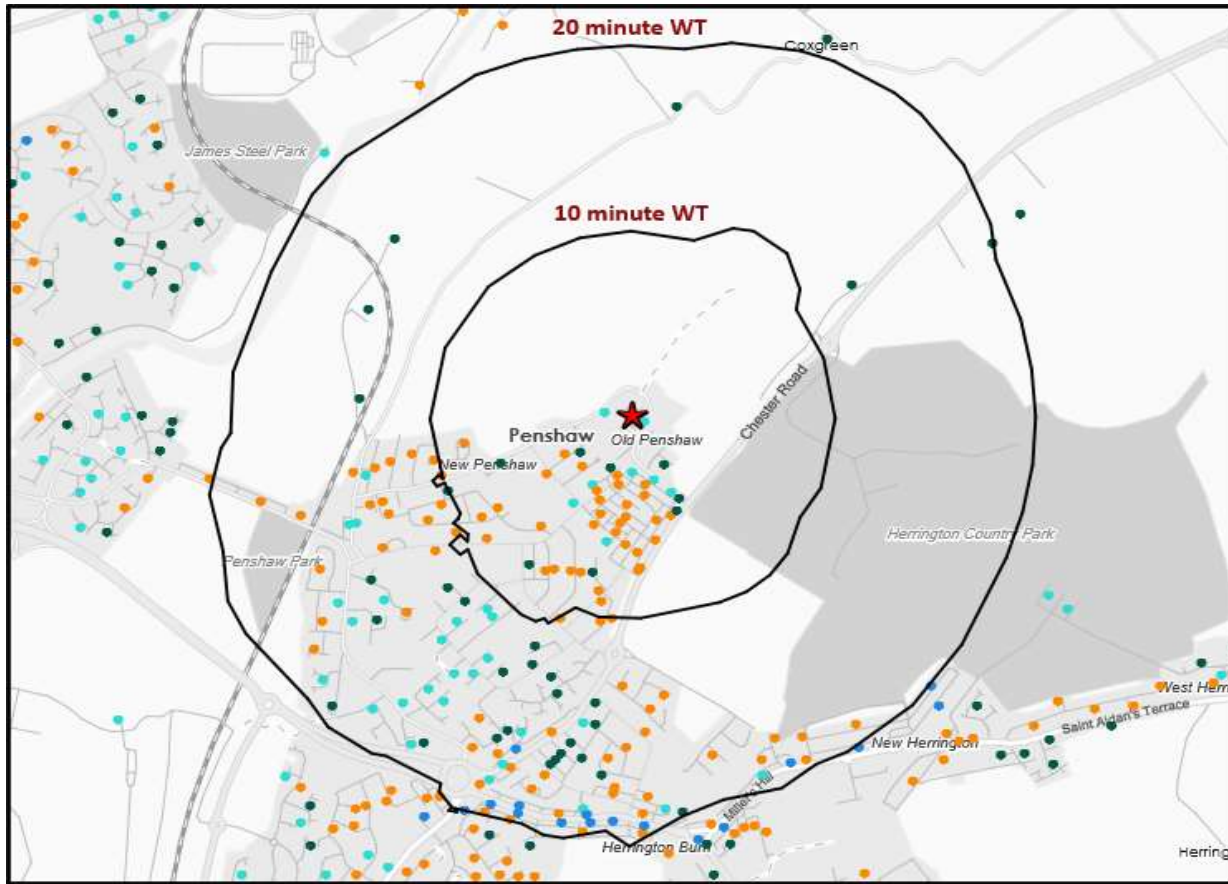
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender							
	Male	789 (48%)	3,348 (49%)	349,182 (49%)	98	99	99
	Female	846 (52%)	3,467 (51%)	363,004 (51%)	102	101	101
Economic Status (16-74)							
	Employed: Full-time	419 (35%)	2,026 (40%)	205,732 (39%)	83	97	95
	Employed: Part-time	166 (14%)	702 (14%)	70,314 (13%)	105	108	104
	Self employed	54 (4%)	232 (5%)	27,949 (5%)	47	48	56
	Unemployed	46 (4%)	173 (3%)	17,480 (3%)	160	145	141
	Retired	228 (19%)	815 (16%)	82,918 (16%)	136	118	115
	Other	301 (25%)	1,074 (21%)	116,973 (22%)	126	108	114
Total Worker Count		284	1,429	352,821			

See the Glossary page for further information on the above variables

Polaris Summary - Grey Horse Houghton Le Spring



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- ★ 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	0	0	19,181	0	0	38
Young Adult - Showing I'm Cool	0	366	64,625	0	73	123
Midlife - Young Kids	1,013	3,150	249,913	246	185	139
Midlife - Carefree	64	908	114,455	23	80	95
Mature	231	911	114,389	63	60	72
Not Private Households	0	86	8,721	0	110	106
Total	1,308	5,421	571,284			

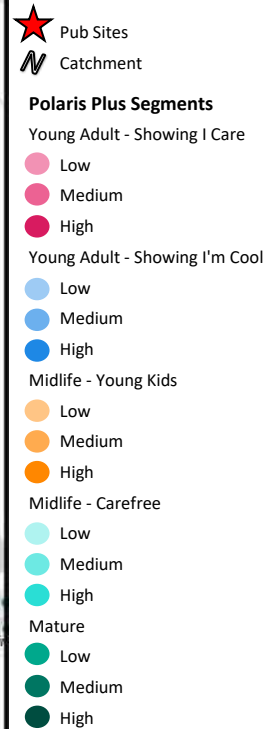
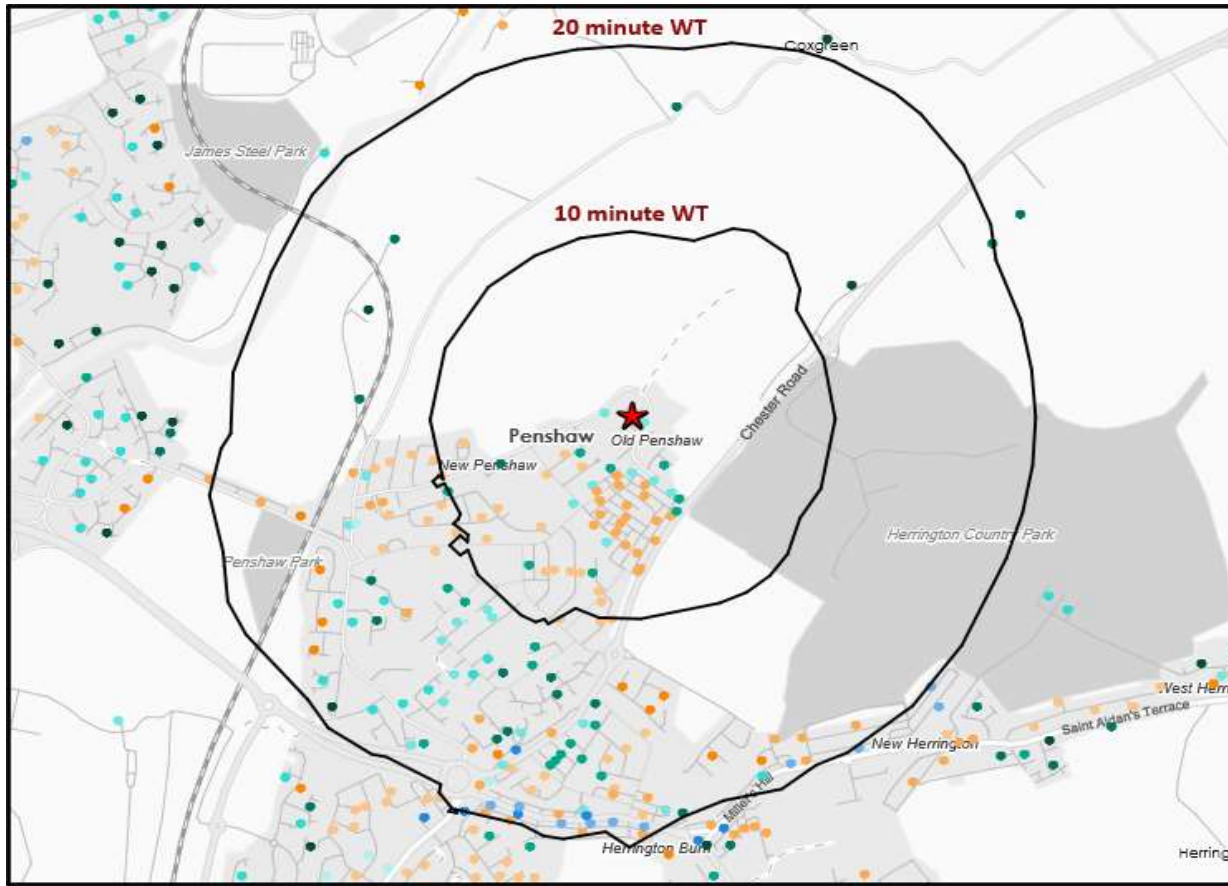
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★ Pub Sites



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	8,466	0	0	35
Medium	0	0	1,483	0	0	19
High	0	0	9,232	0	0	48
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	282	38,217	0	141	181
High	0	84	26,408	0	35	103
Midlife - Young Kids						
Low	567	1,541	156,551	390	256	247
Medium	446	1,049	72,067	229	130	85
High	0	560	21,295	0	192	69
Midlife - Carefree						
Low	0	4	48,381	0	2	249
Medium	64	545	39,204	73	150	102
High	0	359	26,870	0	61	43
Mature						
Low	102	400	45,256	131	124	133
Medium	129	487	54,502	78	71	75
High	0	24	14,631	0	5	27
Not Private Households	0	86	8,721	0	110	106

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Total

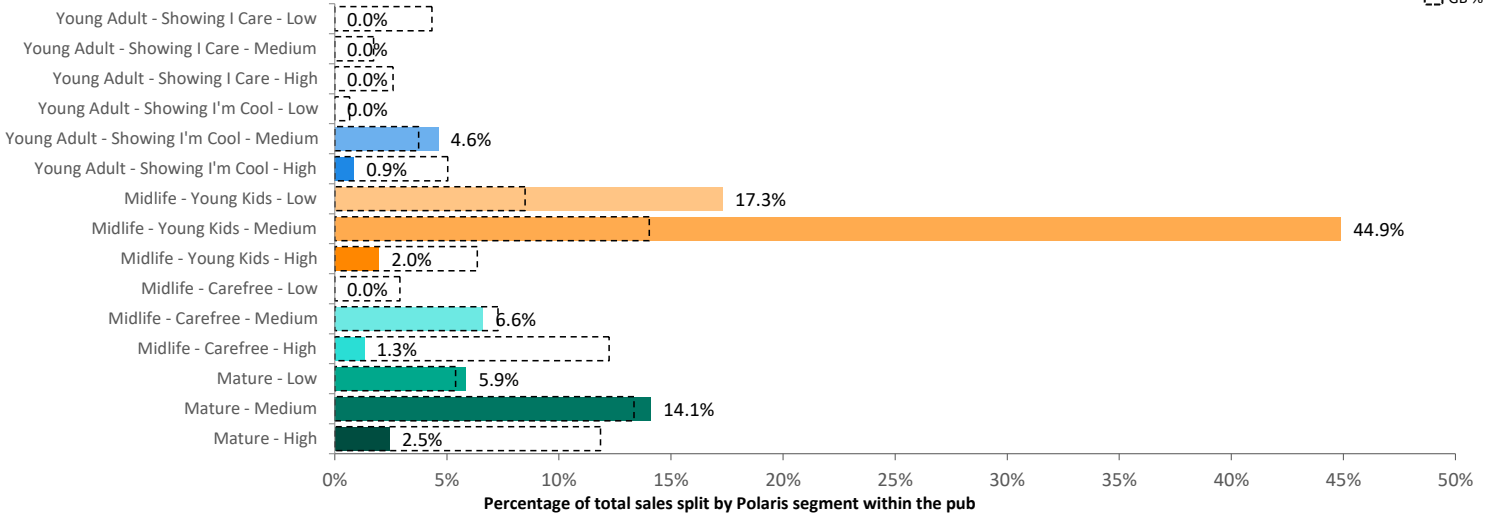
1,308

5,421

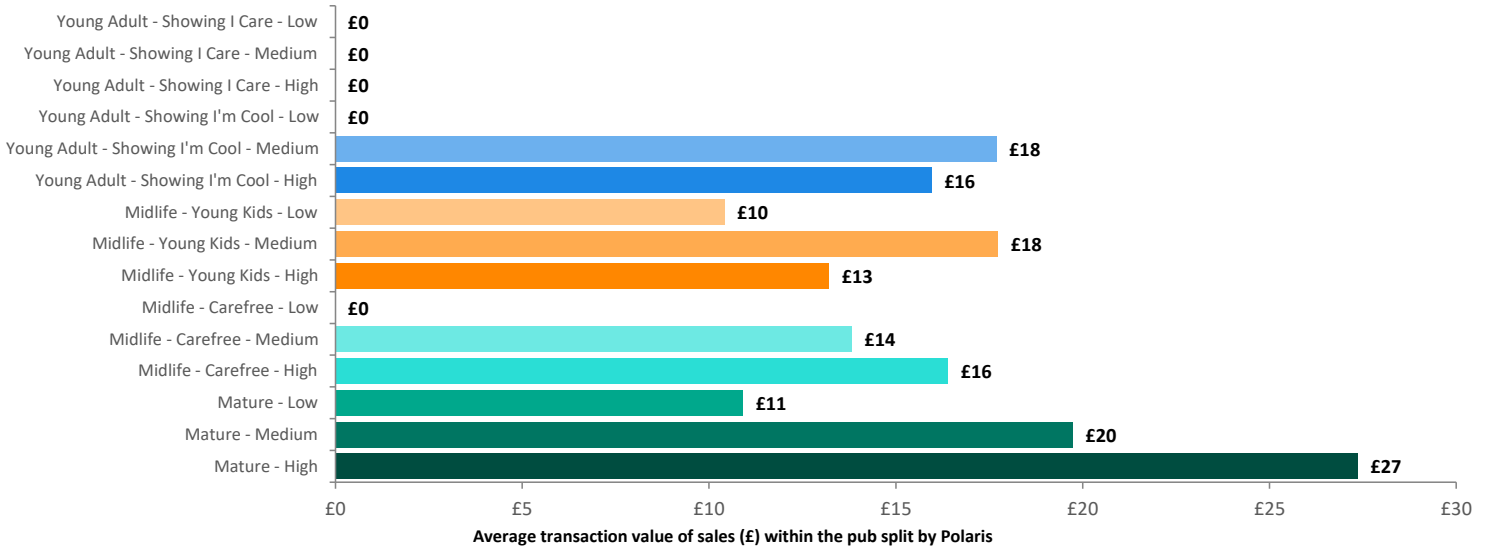
571,284

Spend by Polaris

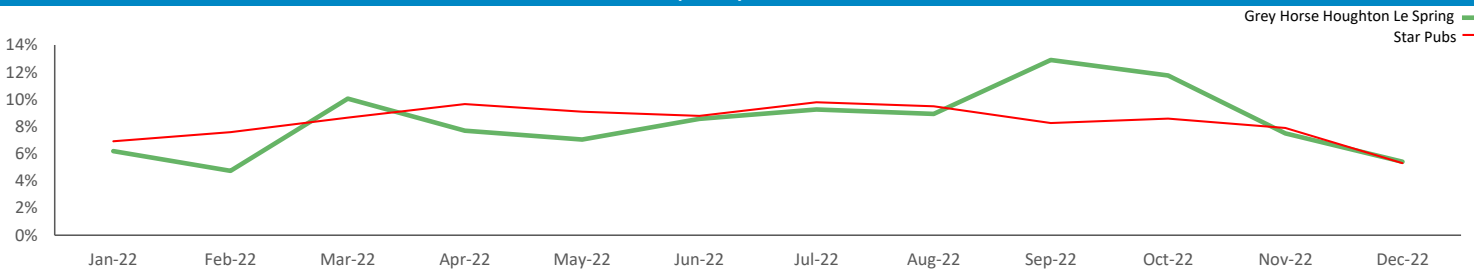
GB %



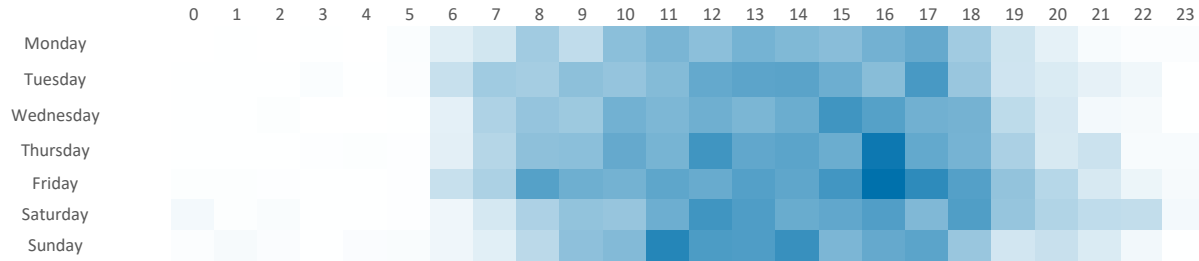
Average Transaction Values (£) by Polaris



Spend by Month

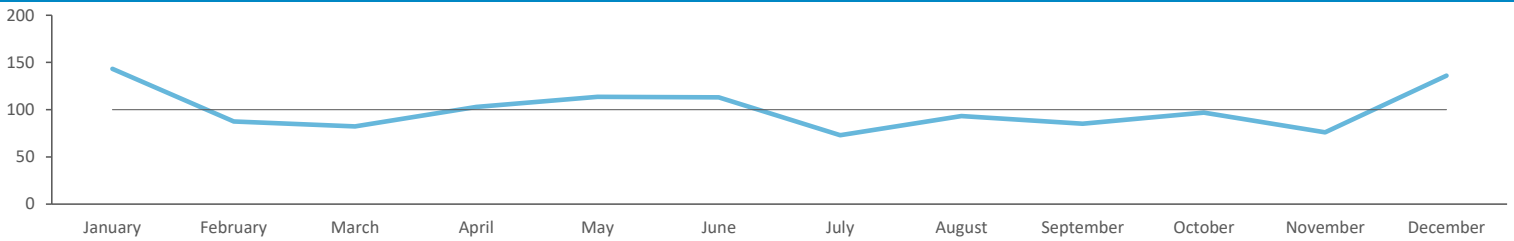


Time of Day/Day of Week



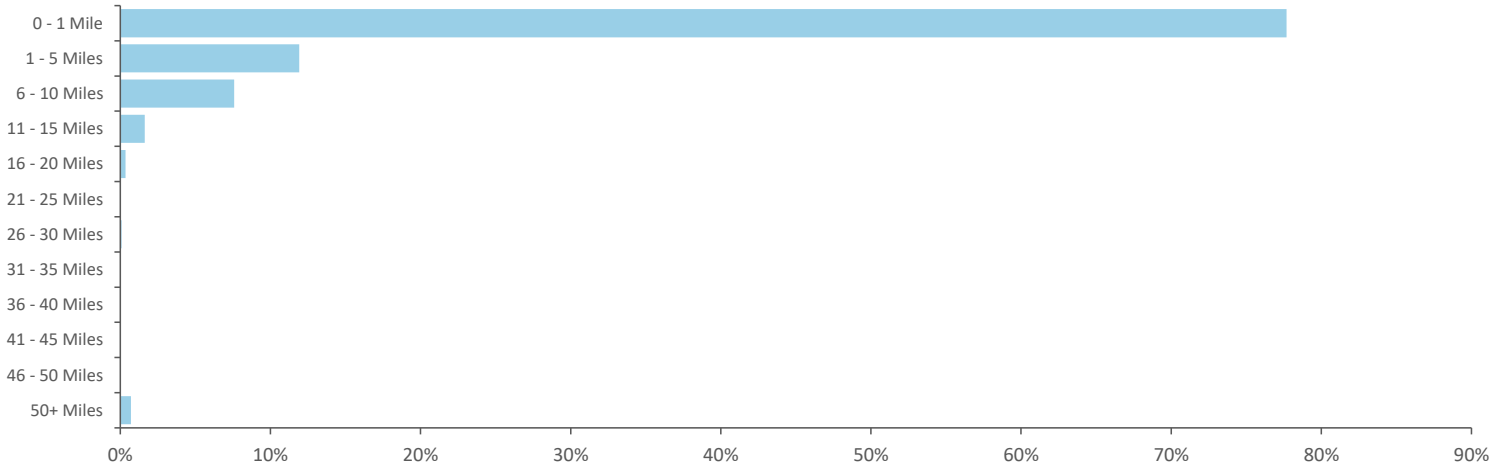
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



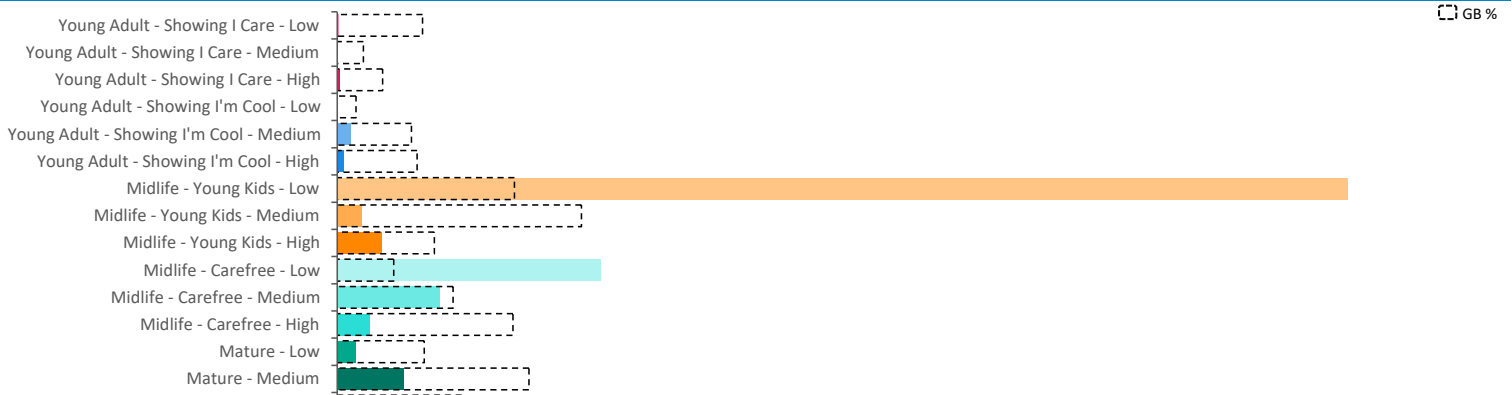
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Grey Horse Houghton Le Spring

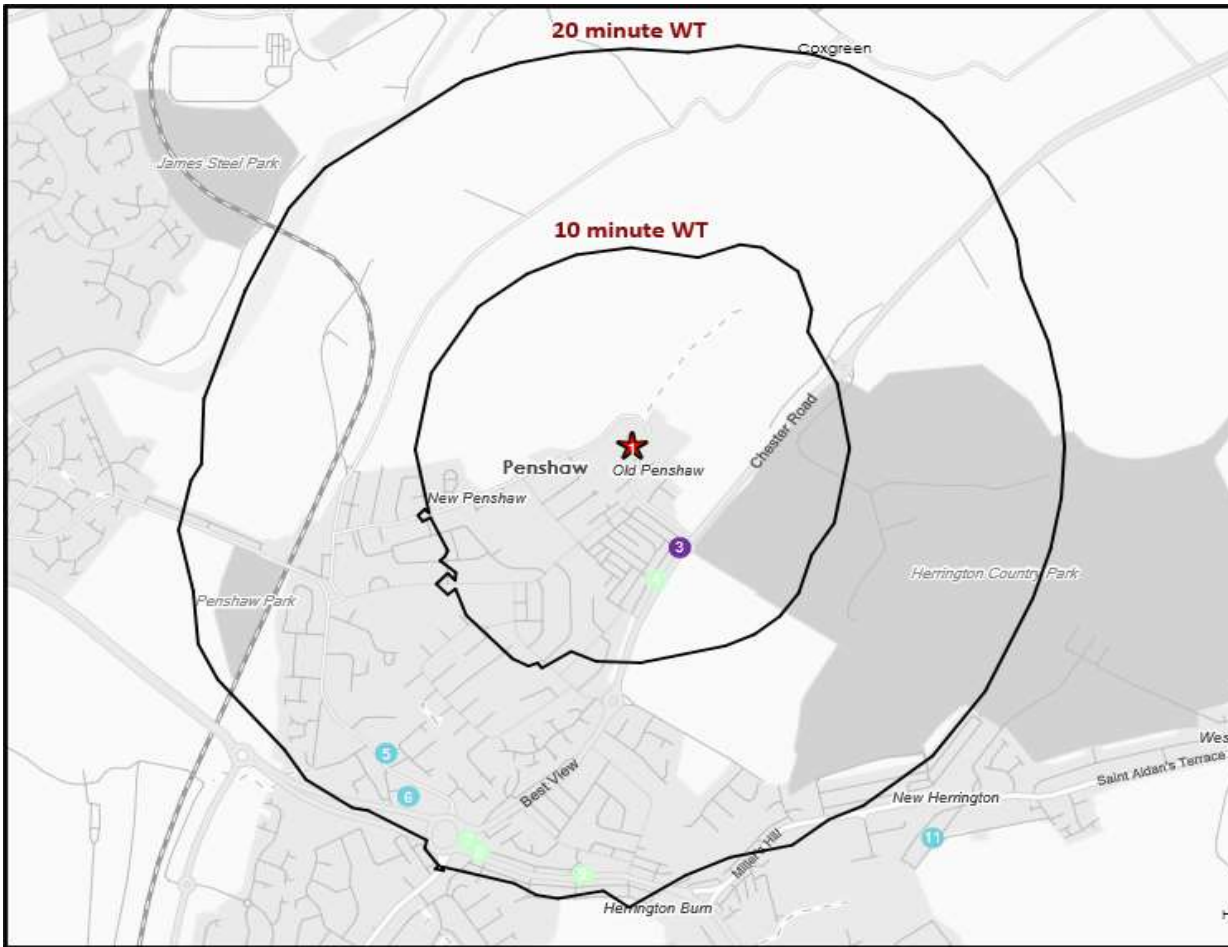


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Time of Day/Day of Week



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	Grey Horse	DH 4 7ER	Star Pubs & Bars	Community Pub	0.0
1	Monument	DH 4 7ER	Punch Pub Company	Community Pub	0.0
3	Penshaw Tandoori Restaurant	DH 4 7EL	Independent Free	Restaurants	0.2
4	Prospect	DH 4 7EJ	Stonegate Pub Company	Community Pub	0.2
5	Penshaw Catholic Social Club	DH 4 7JZ	Independent Free	Clubland	0.7
6	Penshaw Freemasons	DH 4 7LQ	Independent Free	Clubland	0.8
7	Shoulder Of Mutton Inn	DH 4 7DY	Independent Free	Community Pub	0.8
8	Wheatsheaf Inn	DH 4 4QX	Tadcaster Pub Co	Community Pub	0.8
9	Travellers Rest	DH 4 4JT	Independent Free	Community Pub	0.8
10	Oddfellows Arms	SR 4 9JS	Independent Free	Family Pub Dining	0.9
11	New Herrington Working Mens Club	DH 4 4LN	Independent Free	Clubland	0.9
12	Wearside Golf Club	SR 4 9JT	Independent Free	Clubland	1.0
13	Philadelphia	DH 4 4TJ	Stonegate Pub Company	Community Pub	1.0
14	Philadelphia Cricket Club	DH 4 4TN	Independent Free	Clubland	1.1
15	Teal Farm	NE38 8QD	Marston's	Family Pub Dining	1.2
16	Biddick Inn	NE38 8AJ	Stonegate Pub Company	Family Pub Dining	1.2
16	Havelock Arms	NE38 8AJ	Punch Pub Company	Premium Local	1.2
16	North Biddick Social Club	NE38 8AJ	Independent Free	Clubland	1.2
16	River Bar	NE38 8AJ	Cairn Hotel Group	Casual Dining	1.2
16	Fiume	NE38 8AJ	Cairn Hotel Group	Restaurants	1.2