

Catchment Summary - White Swan Kelso



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

*WT= Walktime, **DT= Drivetime

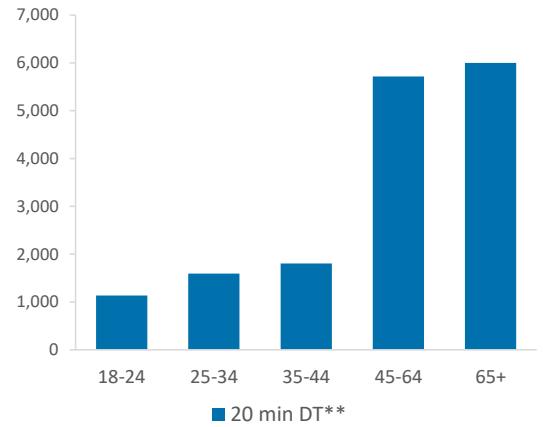
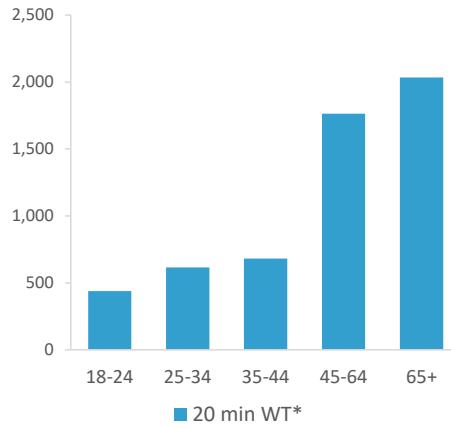
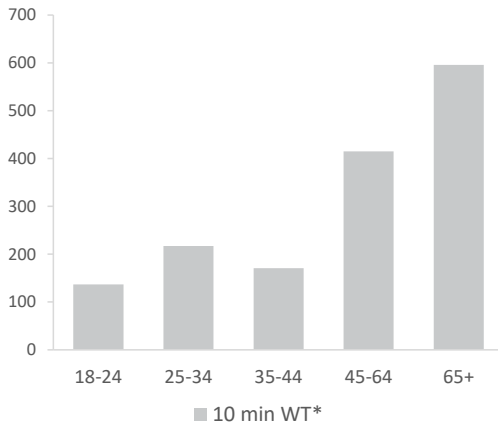
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	1,726	6,620	19,320	33	45	5
Adults 18+	1,536	5,534	16,252	35	31	5
Competition Pubs	9	11	28	60	34	8
Adults 18+ per Competition Pub	171	503	580	21	61	70
% Adults Likely to Drink	81.7%	82.5%	83.3%	99	100	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	37.9%	33.9%	23.0%	148	132	90
	Medium	45.8%	44.1%	56.9%	116	112	145
	High	15.9%	20.5%	19.5%	47	61	58

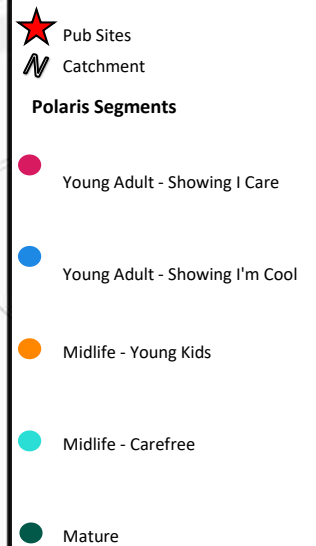
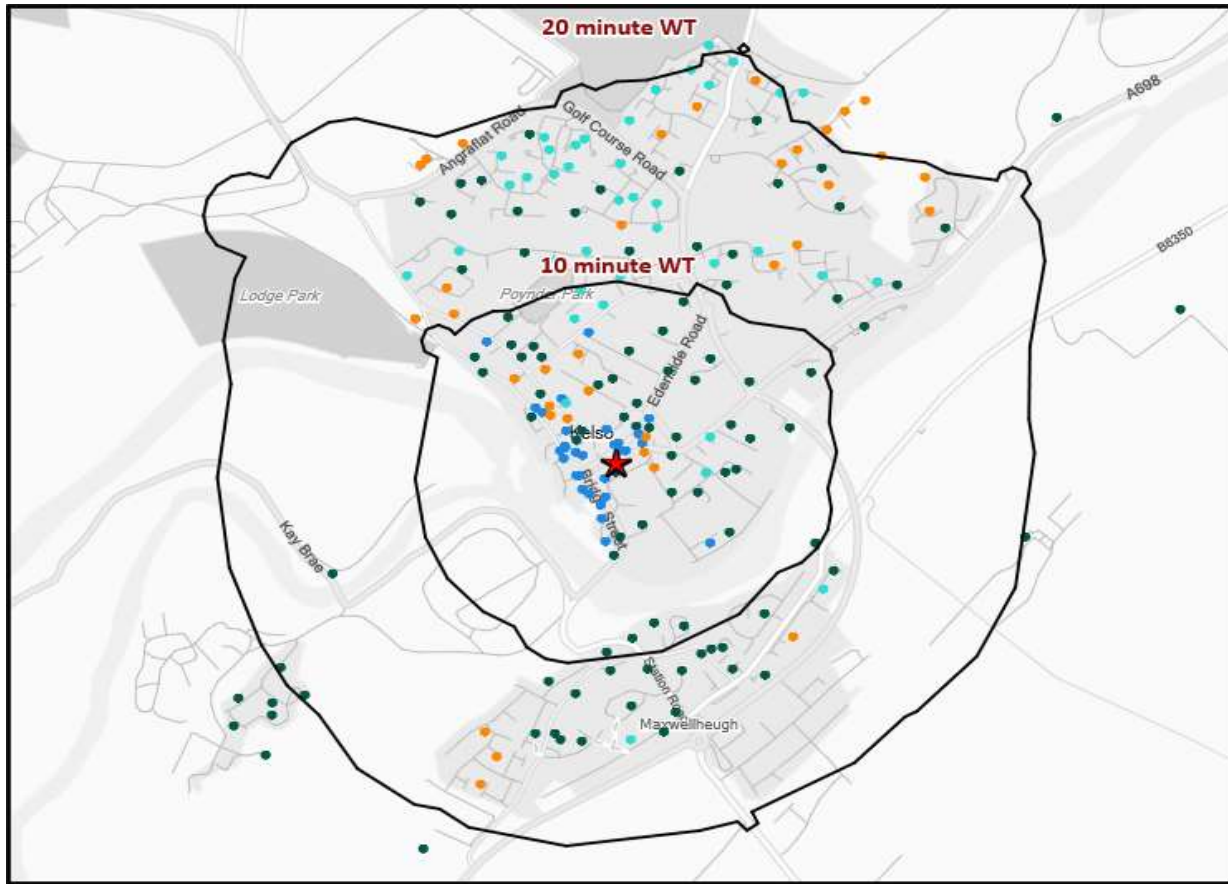
*Affluence does not include Not Private Households

Age Profile	18-24	137	438	1,134	98	82	72
	25-34	217	615	1,595	95	70	62
	35-44	171	682	1,808	77	80	73
	45-64	415	1,764	5,715	94	104	116
	65+	596	2,035	6,000	181	161	162



	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	824 (48%)	3,134 (47%)	9,346 (48%)	97	96	98
	Female	902 (52%)	3,486 (53%)	9,974 (52%)	103	104	102
Economic Status (16-74)							
	Employed: Full-time	533 (44%)	1,962 (43%)	5,257 (38%)	106	102	92
	Employed: Part-time	146 (12%)	697 (15%)	1,918 (14%)	93	116	108
	Self employed	109 (9%)	392 (9%)	1,776 (13%)	94	89	136
	Unemployed	27 (2%)	103 (2%)	240 (2%)	94	94	74
	Retired	253 (21%)	901 (20%)	2,974 (22%)	151	142	157
	Other	144 (12%)	552 (12%)	1,555 (11%)	60	61	57
Total Worker Count		2,012	3,712	8,116			

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

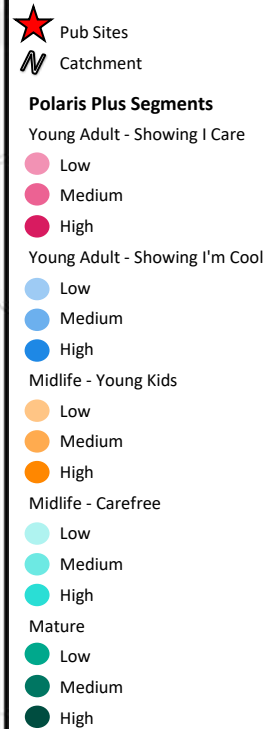
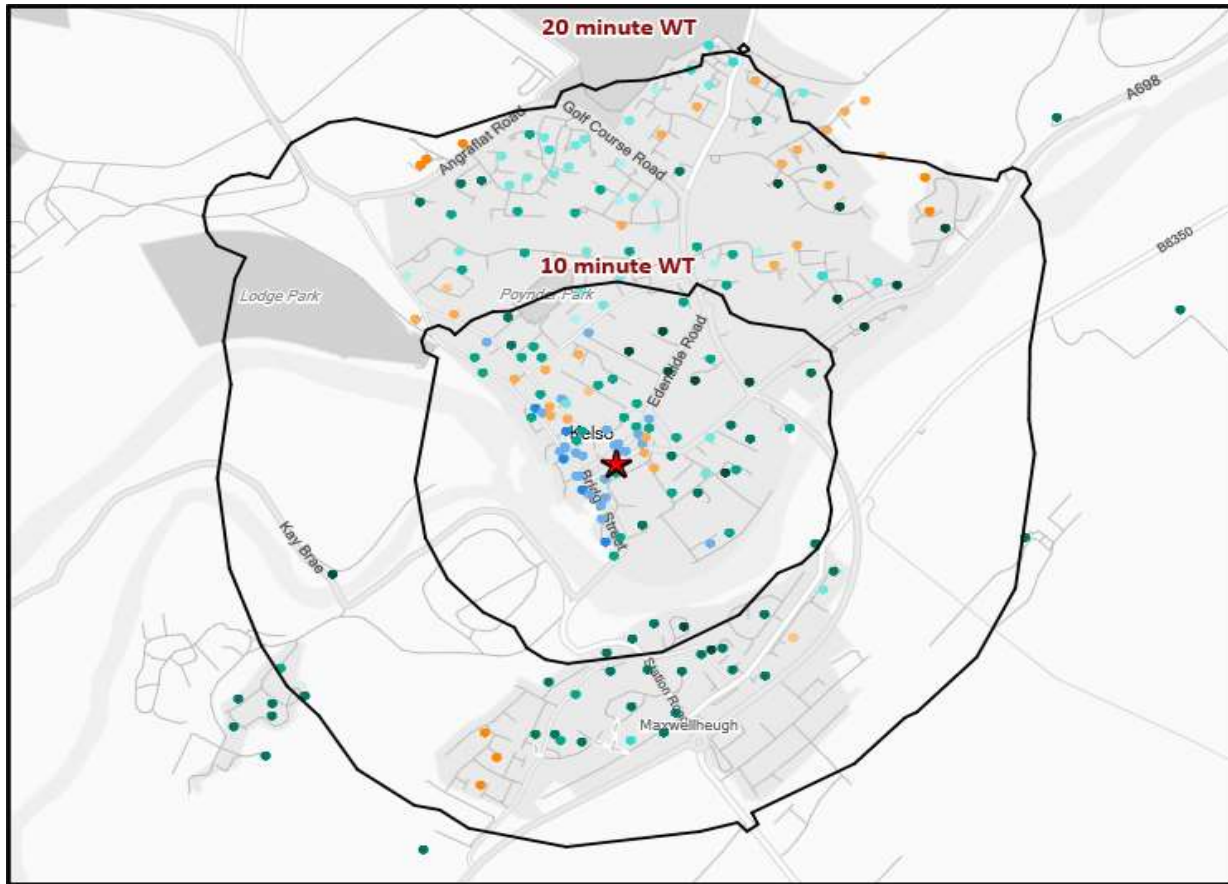
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	0	0	0	0
Young Adult - Showing I'm Cool	413	413	568	292	81	38
Midlife - Young Kids	203	1,403	2,705	42	81	53
Midlife - Carefree	167	1,385	3,675	52	119	107
Mature	746	2,247	9,203	174	145	202
Not Private Households	7	86	101	32	108	43
Total	1,536	5,534	16,252			

Polaris Summary - White Swan Kelso



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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	0	0	0	0
Medium	0	0	0	0	0	0
High	0	0	0	0	0	0
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	322	322	413	567	157	69
High	91	91	155	132	37	21
Midlife - Young Kids						
Low	57	190	630	33	31	35
Medium	146	745	1,347	64	90	56
High	0	468	728	0	157	83
Midlife - Carefree						
Low	3	544	1,202	6	289	218
Medium	164	669	1,346	159	180	123
High	0	172	1,127	0	28	63
Mature						
Low	522	1,141	1,903	572	347	197
Medium	71	702	6,143	37	100	299
High	153	404	1,157	106	78	76
Not Private Households	7	86	101	32	108	43

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Total

1,536

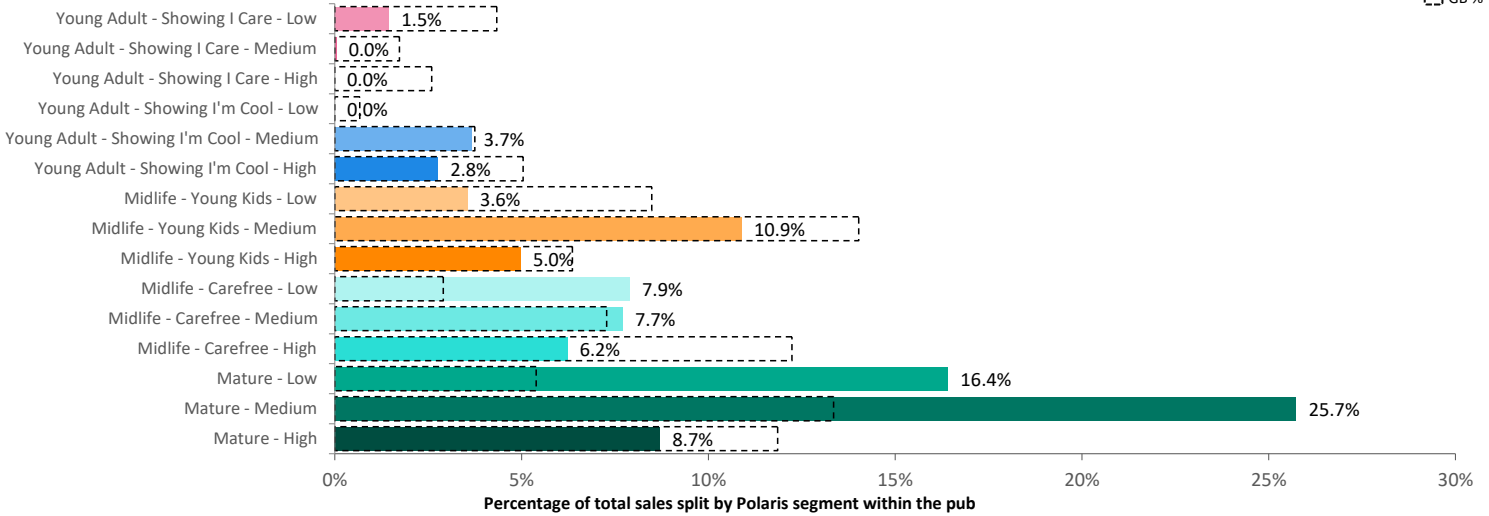
5,534

16,252

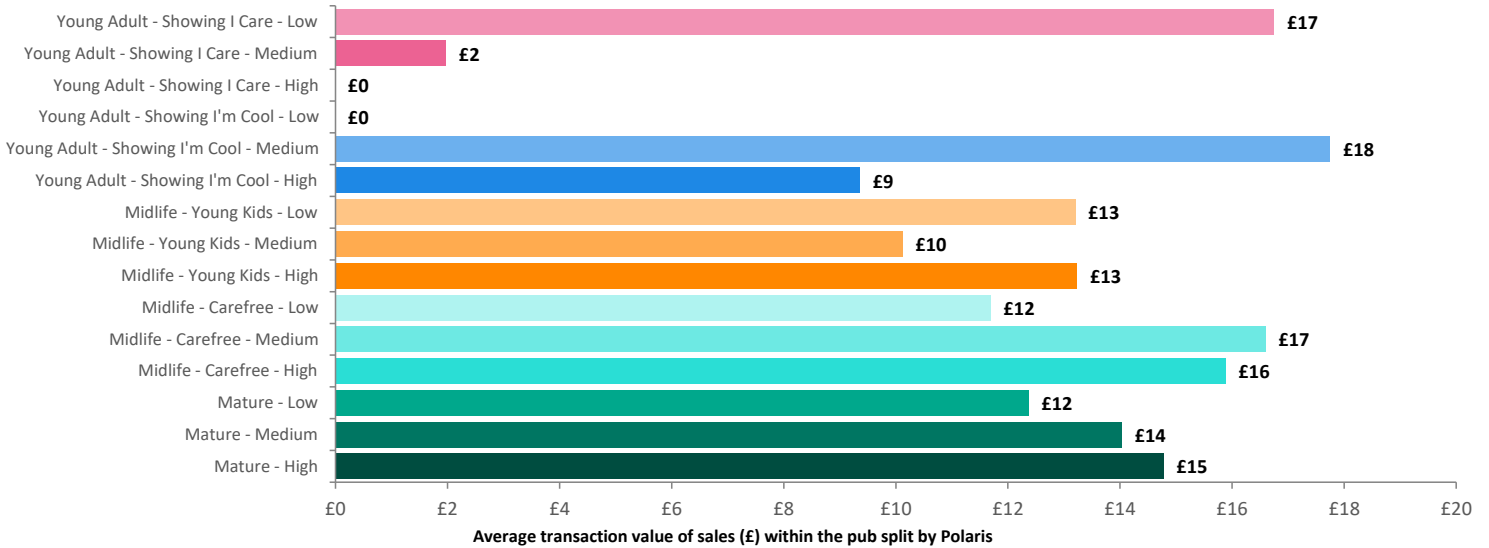
★ Pub Sites

Spend by Polaris

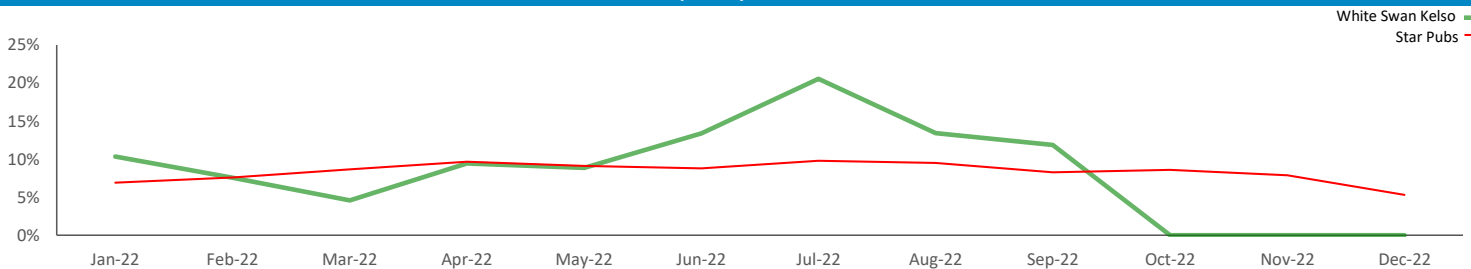
GB %



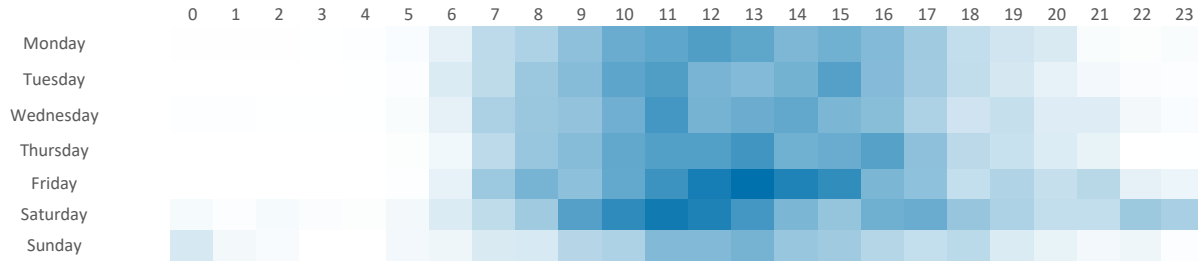
Average Transaction Values (£) by Polaris



Spend by Month

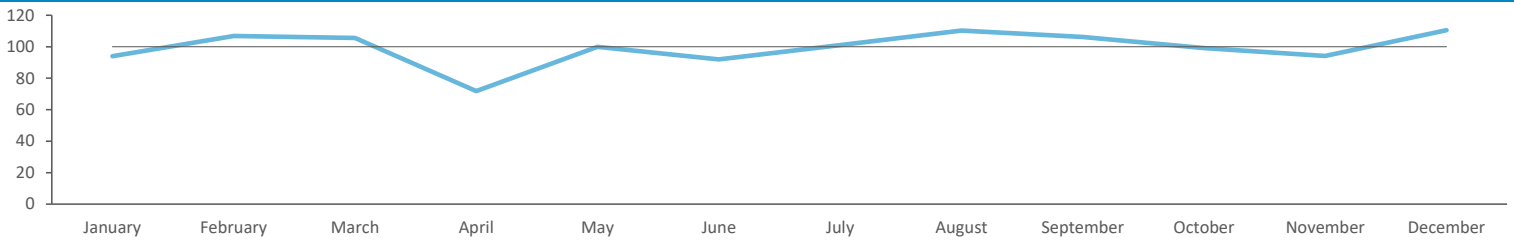


Time of Day/Day of Week



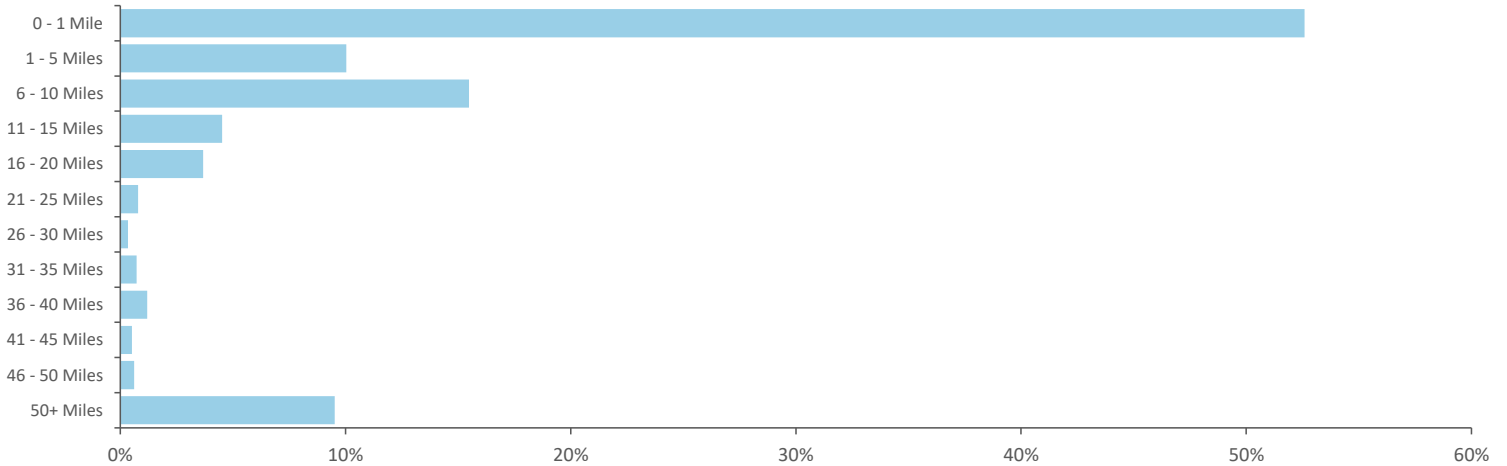
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



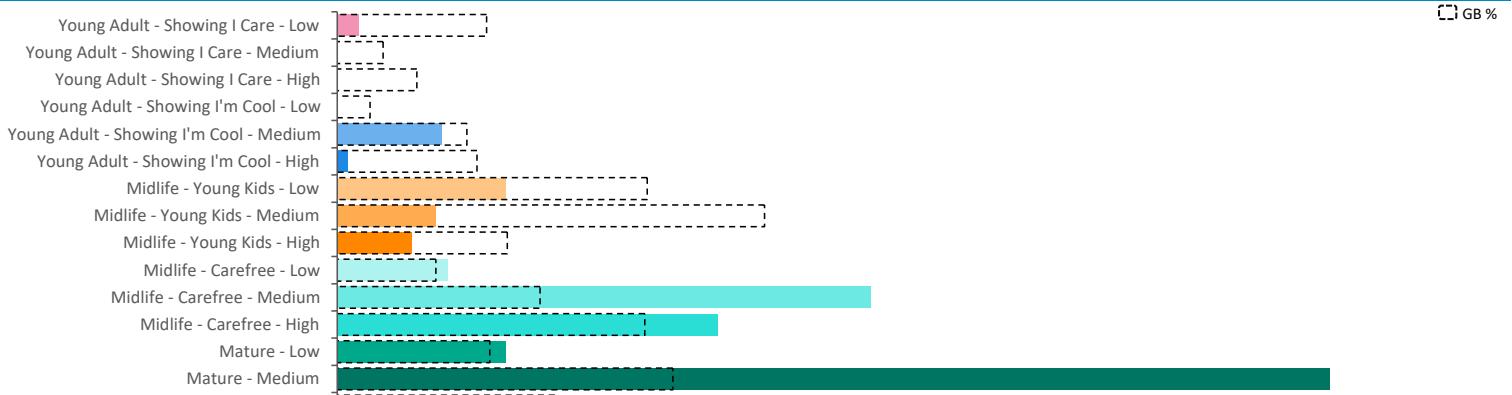
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

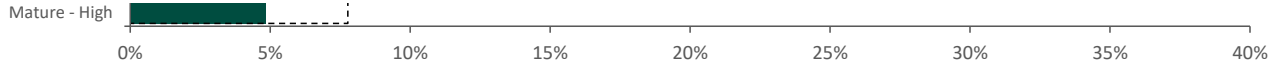


Mobile Data Summary - White Swan Kelso

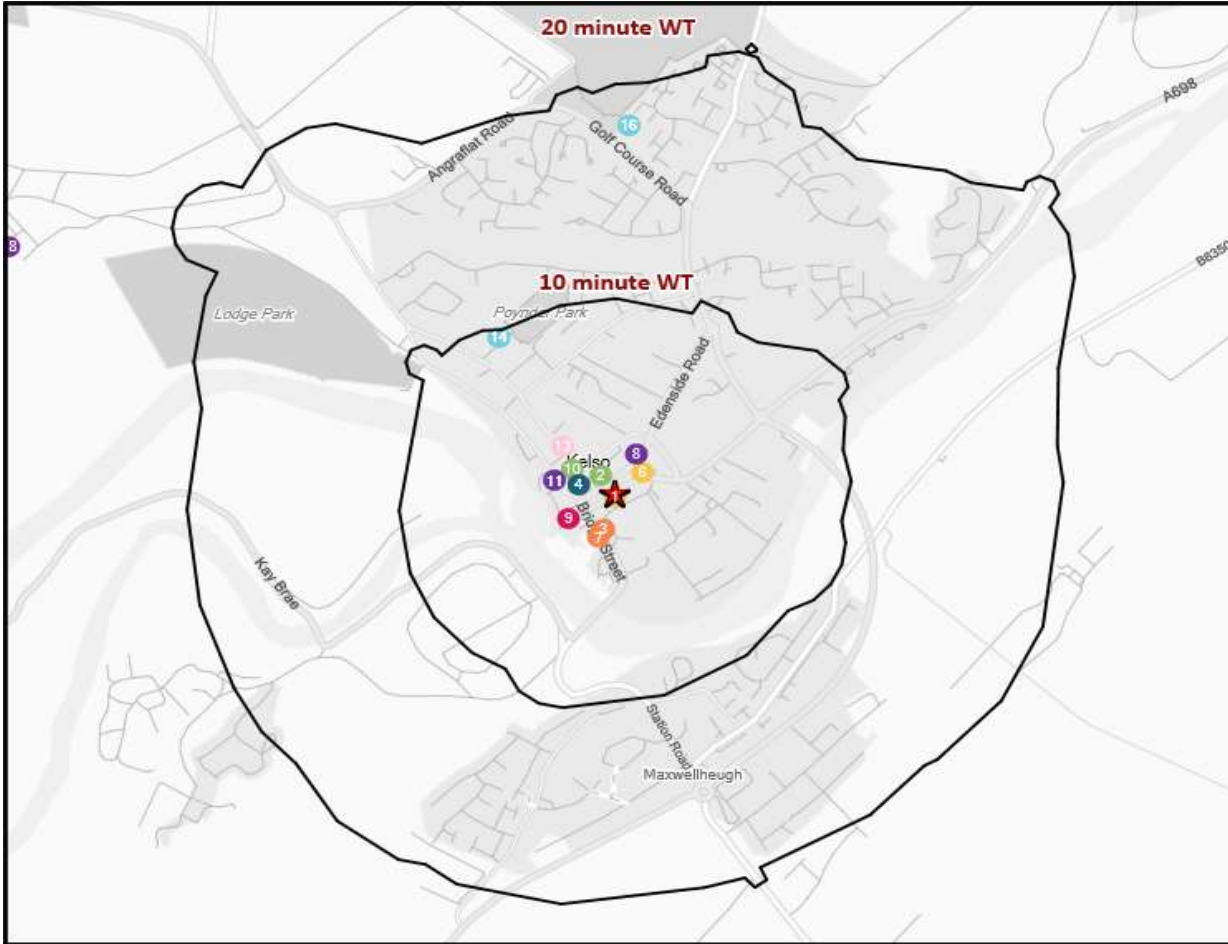


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Time of Day/Day of Week



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	White Swan	TD 5 7AT	Star Pubs & Bars	High Street Pub	0.0
2	Black Swan Inn	TD 5 7HA	Independent Free	Circuit Bar	0.0
3	Queens Head Hotel	TD 5 7JD	Independent Free	Hotel	0.1
4	Cross Keys Hotel	TD 5 7HL	Independent Free	Hotel	0.1
4	Rutherfords	TD 5 7HL	Independent Free	ABOS	0.1
6	Waggon	TD 5 7AH	Unknown	High Street Pub	0.1
7	Ednam House Hotel	TD 5 7HT	Independent Free	Hotel	0.1
8	Contented Vine	TD 5 7AE	Independent Free	Restaurants	0.1
9	Vibe	TD 5 7JU	Independent Free	Night Club	0.1
10	1905 Kelso	TD 5 7DP	Independent Free	Circuit Bar	0.1
11	Royal British Legion Club	TD 5 7DH	Independent Free	Clubland	0.1
11	Kwans	TD 5 7DH	Independent Free	Restaurants	0.1
13	Cobbles Inn	TD 5 7JH	Independent Free	GPGF	0.1
14	Kelso Bowling Club	TD 5 7EH	Independent Free	Clubland	0.4
14	Kelso Rugby Club	TD 5 7EH	Independent Free	Clubland	0.4
16	Kelso Golf Club	TD 5 7SL	Independent Free	Clubland	0.7
16	Border Ice Rink Club	TD 5 7SL	Independent Free	Clubland	0.7
18	Terrace Cafe	TD 5 7SF	Independent Free	Restaurants	1.2
19	Floors Castle Restaurant	TD 5 7RW	Independent Free	Restaurants	1.2