

Catchment Summary - Ship Marske



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

*WT= Walktime, **DT= Drivetime

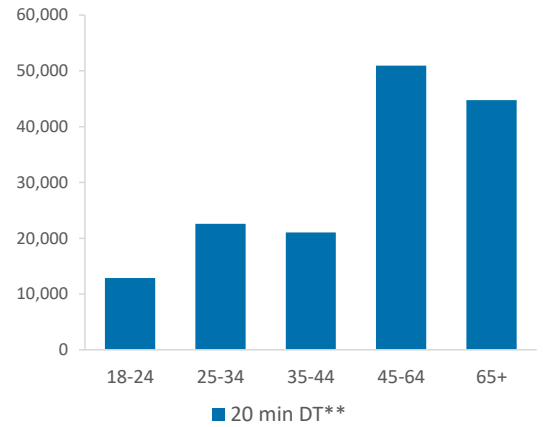
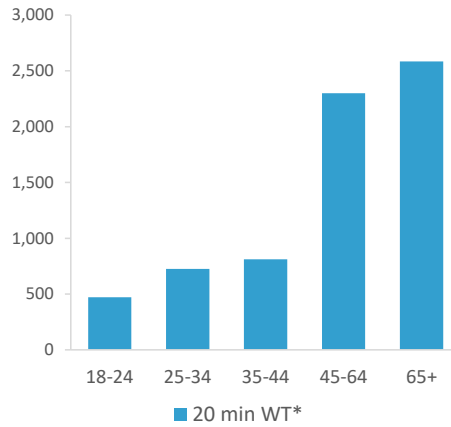
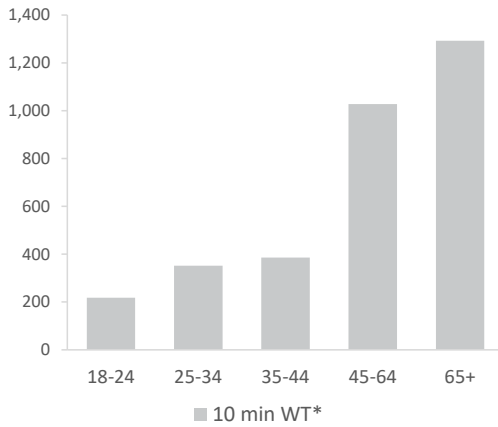
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,897	8,212	191,657	74	56	51
Adults 18+	3,277	6,895	152,241	75	39	51
Competition Pubs	6	10	191	40	31	53
Adults 18+ per Competition Pub	546	690	797	66	84	97
% Adults Likely to Drink	83.7%	83.7%	82.3%	102	102	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	31.6%	34.5%	34.2%	123	135	133
	Medium	54.9%	50.4%	46.3%	139	128	118
	High	11.6%	14.2%	18.2%	34	42	54

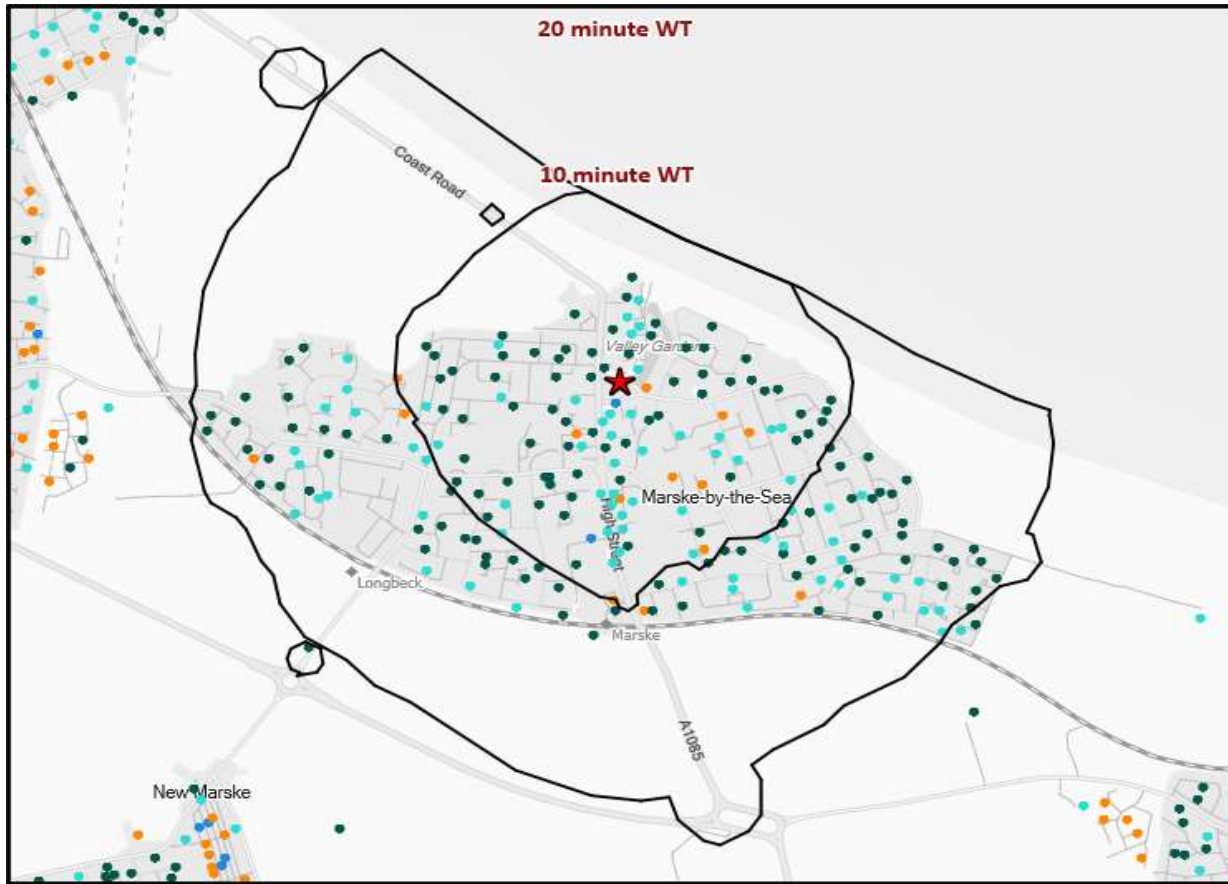
*Affluence does not include Not Private Households

Age Profile	18-24	218	472	12,892	69	71	83
	25-34	352	726	22,604	68	67	89
	35-44	386	812	21,045	77	77	85
	45-64	1,028	2,300	50,952	103	110	104
	65+	1,293	2,585	44,748	174	165	122



	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	1,854 (48%)	3,932 (48%)	92,608 (48%)	96	97	98
	Female	2,043 (52%)	4,280 (52%)	99,049 (52%)	104	103	102
Economic Status (16-74)							
	Employed: Full-time	990 (38%)	2,161 (38%)	50,666 (38%)	91	92	90
	Employed: Part-time	374 (14%)	816 (14%)	20,376 (15%)	110	111	116
	Self employed	155 (6%)	323 (6%)	7,706 (6%)	62	60	60
	Unemployed	50 (2%)	102 (2%)	4,657 (3%)	80	76	145
	Retired	719 (27%)	1,555 (27%)	25,757 (19%)	198	200	138
	Other	341 (13%)	698 (12%)	25,845 (19%)	66	63	97
Total Worker Count		1,069	2,080	60,898			

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

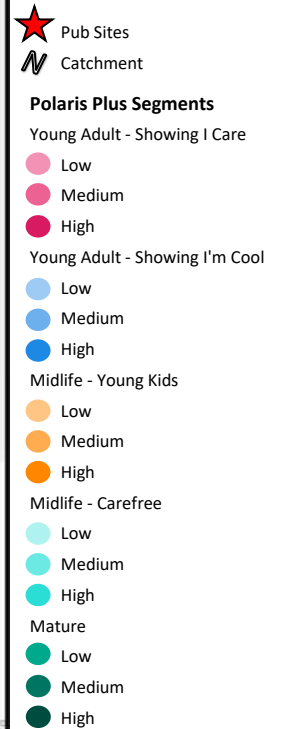
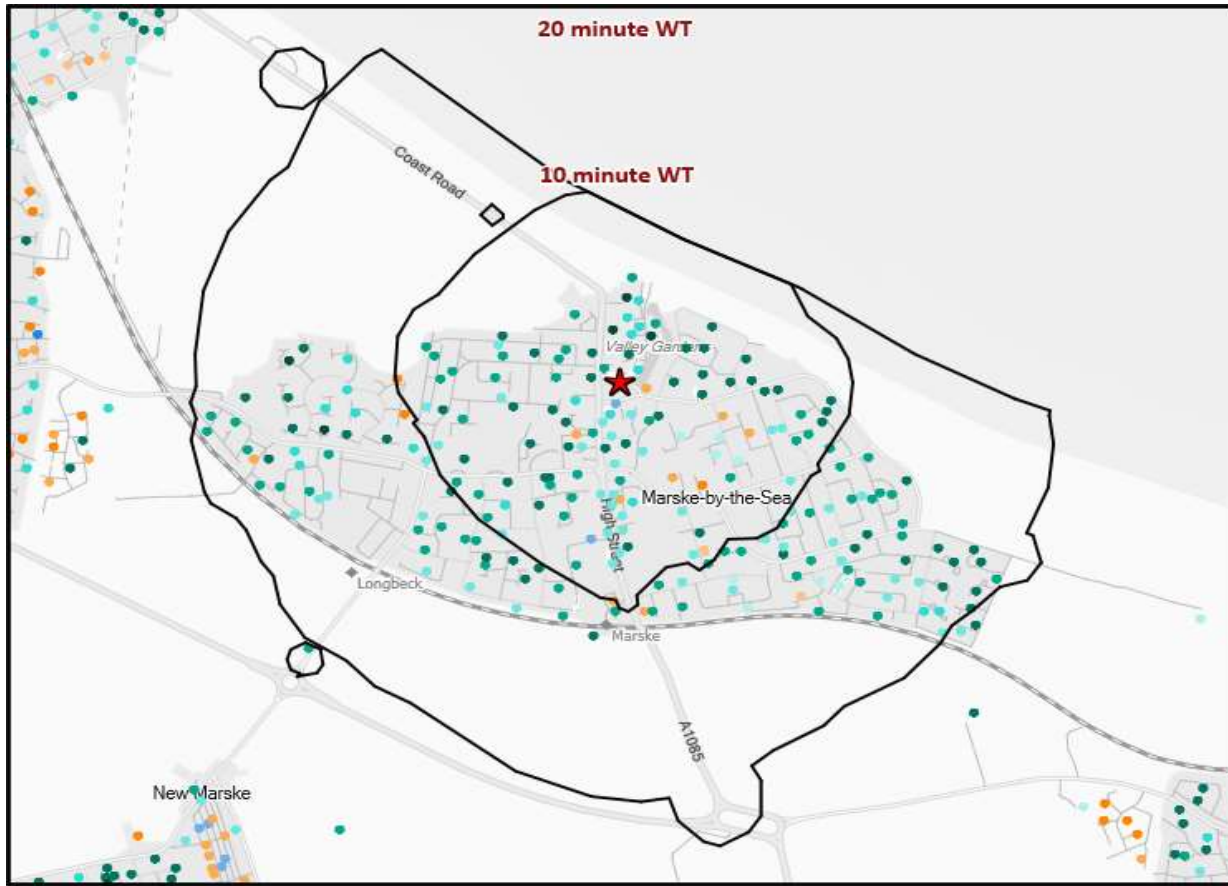
*WT= Walktime, **DT= Drivetime

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	445	0	0	3
Young Adult - Showing I'm Cool	87	87	8,210	29	14	59
Midlife - Young Kids	252	528	51,879	24	24	108
Midlife - Carefree	1,043	2,647	38,093	151	182	119
Mature	1,832	3,570	51,569	200	185	121
Not Private Households	63	63	2,045	134	64	93
Total	3,277	6,895	152,241			

Polaris Summary - Ship Marske



 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	0	0	0	0
Medium	0	0	0	0	0	0
High	0	0	445	0	0	9
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	87	87	6,089	72	34	108
High	0	0	2,121	0	0	31
Midlife - Young Kids						
Low	0	43	26,097	0	6	154
Medium	156	210	18,871	32	20	83
High	96	275	6,911	54	74	84
Midlife - Carefree						
Low	144	342	6,759	129	146	131
Medium	664	1,703	21,809	302	368	213
High	235	602	9,525	66	80	57
Mature						
Low	893	1,996	19,162	459	488	212
Medium	891	1,475	23,745	215	169	123
High	48	99	8,662	16	15	61
Not Private Households	63	63	2,045	134	64	93

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20 minute WT

 Pub Sites

Total

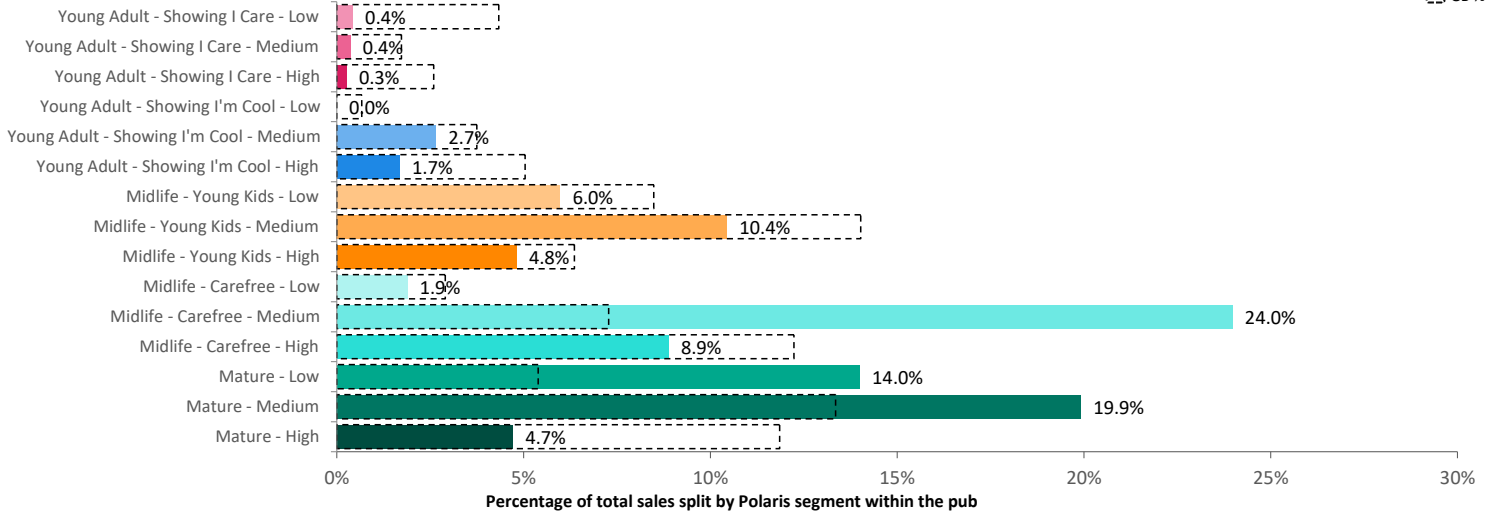
3,277

6,895

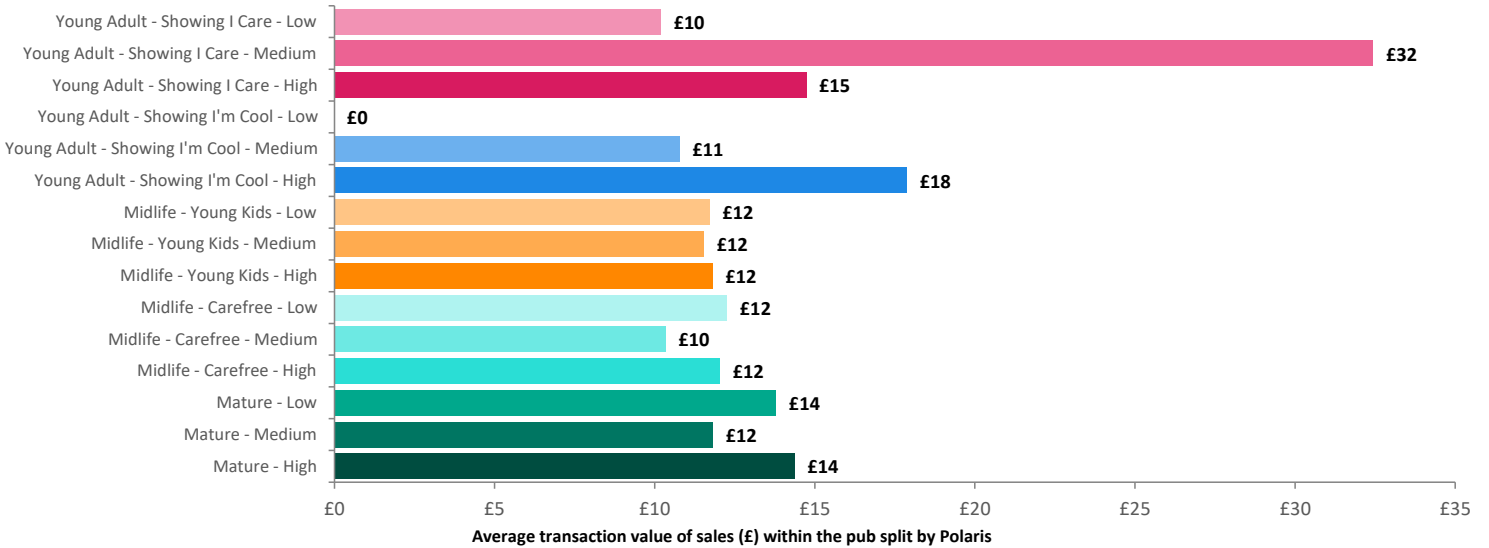
152,241

Spend by Polaris

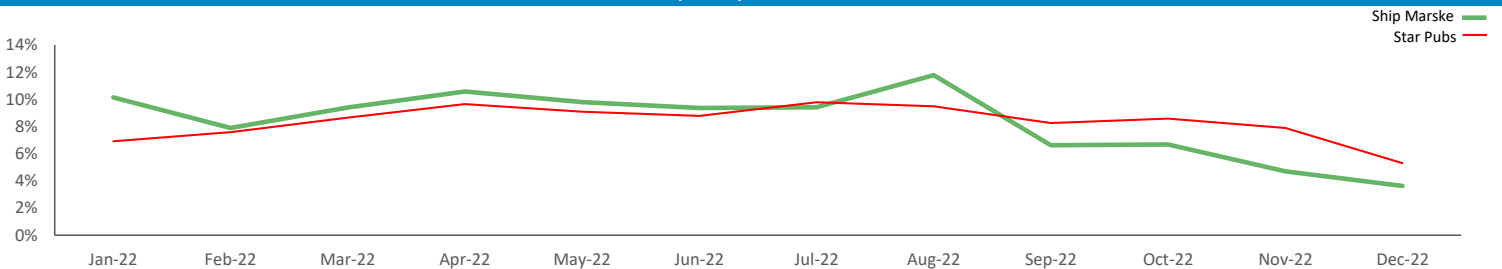
GB %



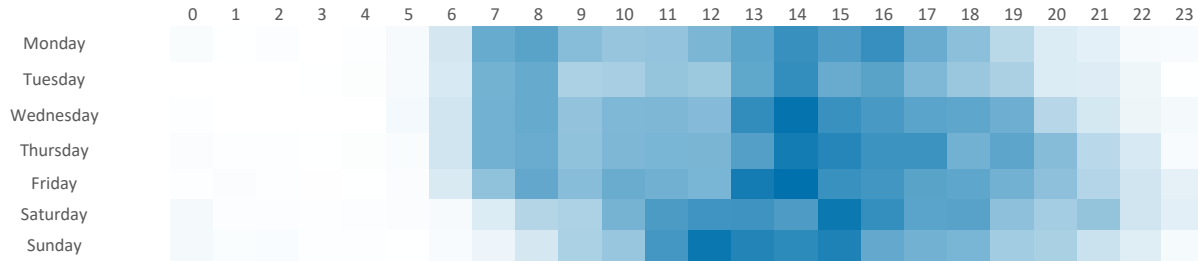
Average Transaction Values (£) by Polaris



Spend by Month

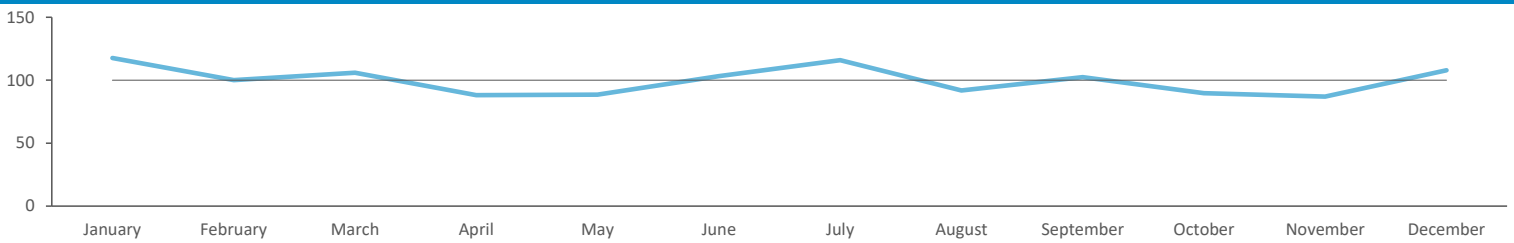


Time of Day/Day of Week



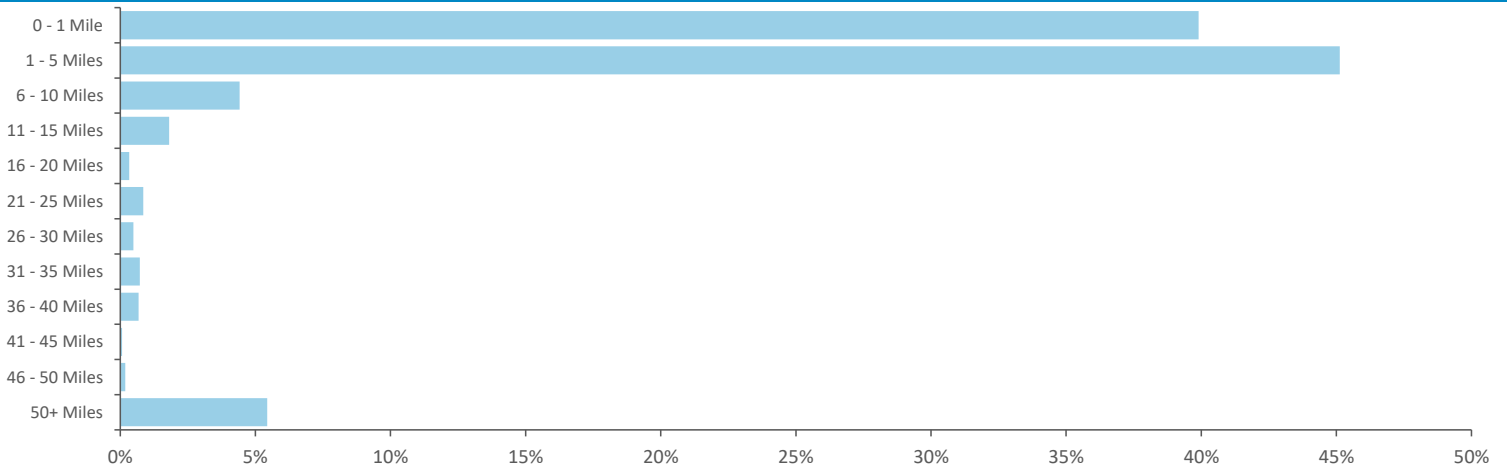
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



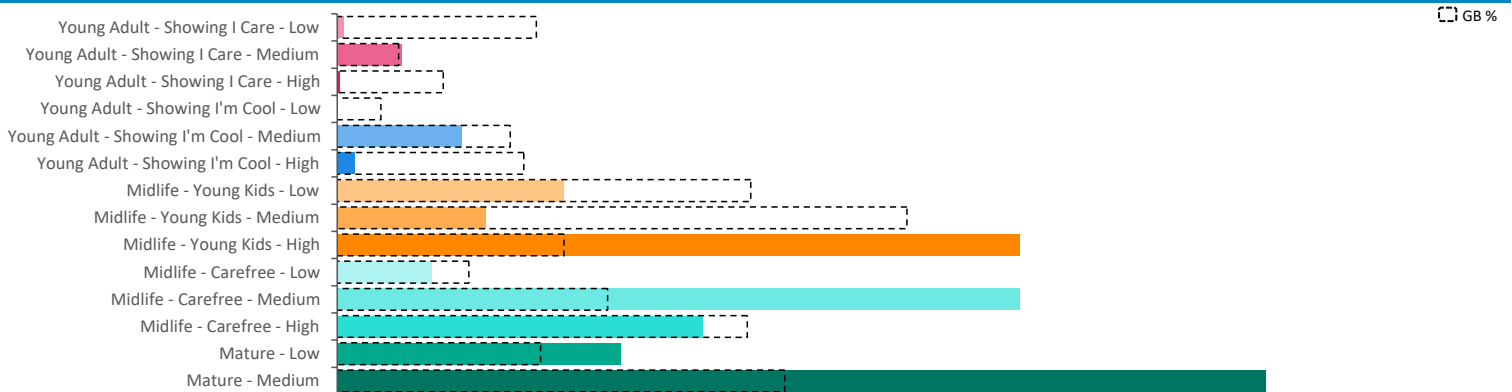
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

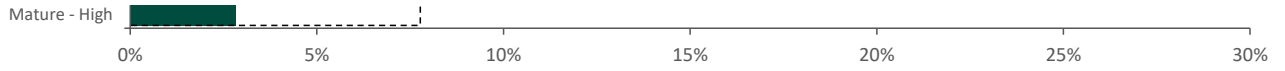


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

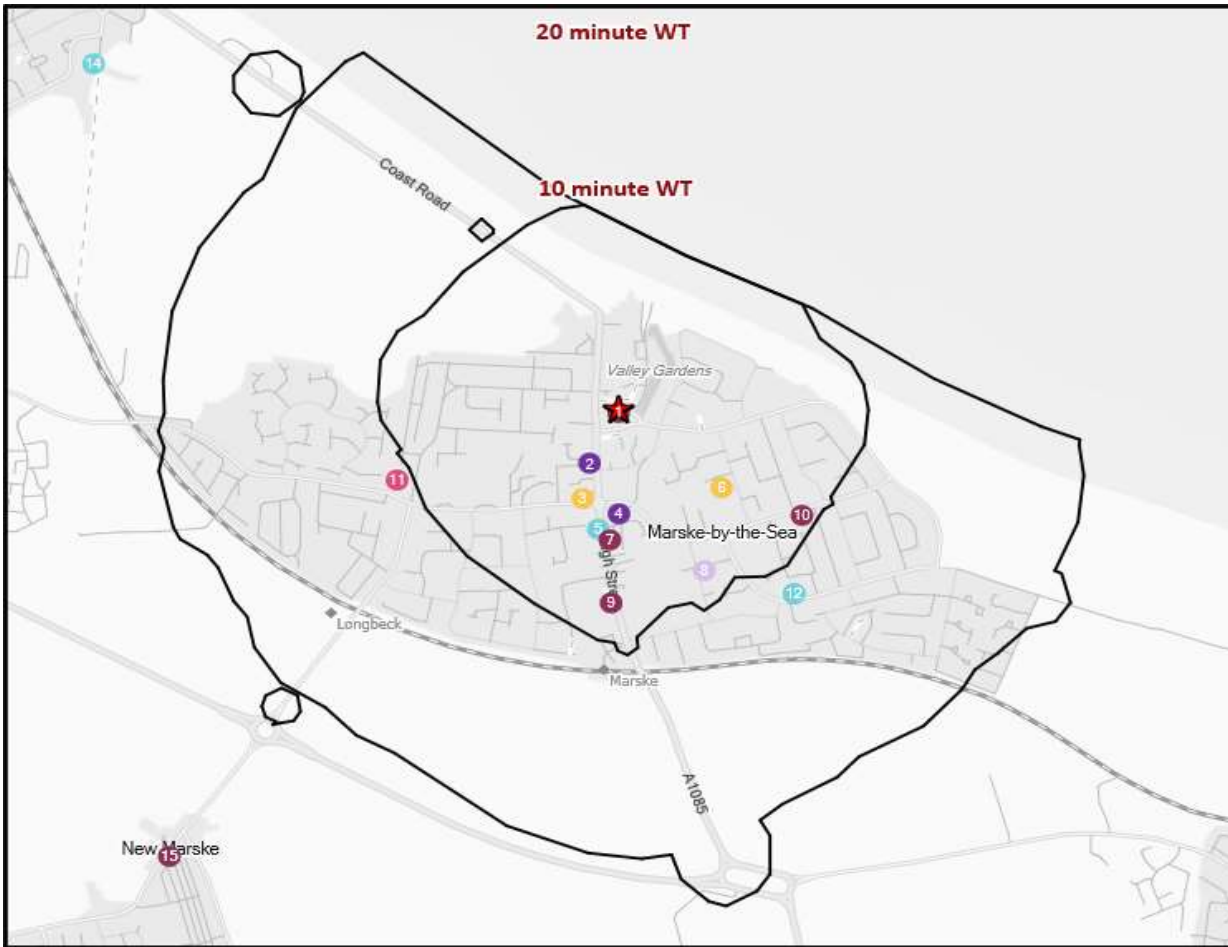
Polaris Plus Profile



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
 N 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	Ship	TS11 7LL	Star Pubs & Bars	Premium Local	0.0
2	La Fez	TS11 6JX	Independent Free	Restaurants	0.1
3	Smugglers Den	TS11 6AA	Independent Free	High Street Pub	0.2
4	Vault	TS11 7LD	Independent Free	Restaurants	0.2
5	Marske Leisure Centre	TS11 6JL	Independent Free	Clubland	0.2
6	Vault Kitchen And Bar	TS11 7AS	Independent Free	High Street Pub	0.2
7	Clarendon Hotel	TS11 7BA	Independent Free	Premium Local	0.2
8	Marske United Football Club	TS11 7BW	Independent Free	Sports Clubs	0.3
9	Zetland Hotel	TS11 6JQ	Punch Pub Company	Premium Local	0.4
10	Frigate	TS11 7DH	Independent Free	Premium Local	0.4
11	Mermaid	TS11 6EX	Mitchells & Butlers	Family Pub Dining	0.4
12	Marske Bowling Club	TS11 7HB	Independent Free	Clubland	0.5
12	Marske Cricket Club	TS11 7HB	Independent Free	Clubland	0.5
14	Redcar Rugby Club	TS10 3RW	Independent Free	Clubland	1.1
15	New Marske Sports Club	TS11 8EG	Independent Free	Clubland	1.1
15	Yorkshire Lass	TS11 8EG	Admiral Taverns Ltd	Premium Local	1.1