

Catchment Summary - Saltwater Tavern North Shields



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■ Over GB Average
■ Around GB Average
■ Under GB Average

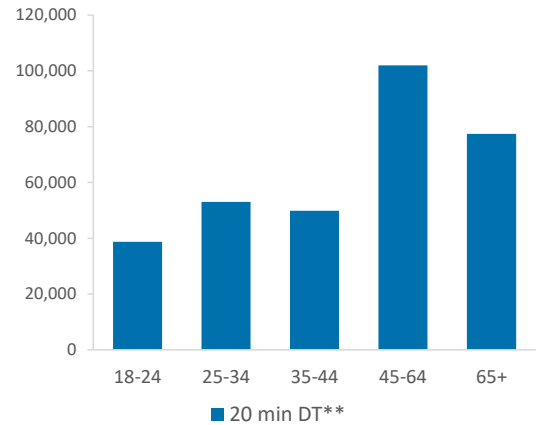
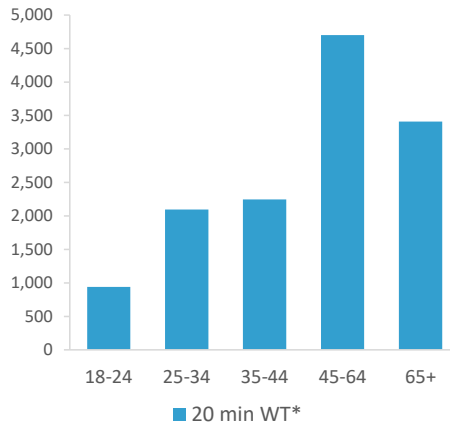
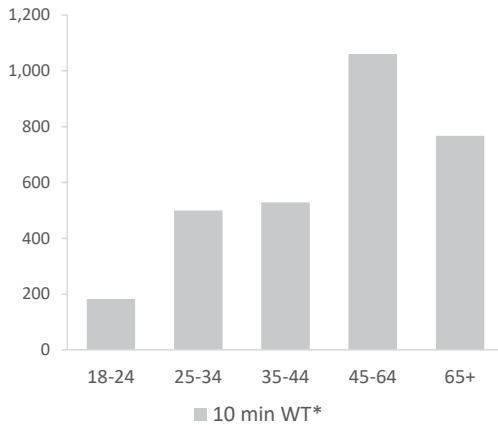
*WT= Walktime, **DT= Drivetime

	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	3,583	15,815	396,545	68	109	105
Population & Adults 18+ index is based on all pubs						
Adults 18+	3,037	13,393	320,927	70	75	107
Competition Pubs	14	46	400	93	144	110
Adults 18+ per Competition Pub	217	291	802	26	35	97
% Adults Likely to Drink	82.3%	83.5%	82.0%	100	101	100

Affluence	Low	36.1%	29.2%	39.9%	141	114	156
	Medium	22.2%	30.8%	36.5%	56	78	93
	High	41.7%	39.3%	22.5%	124	117	67

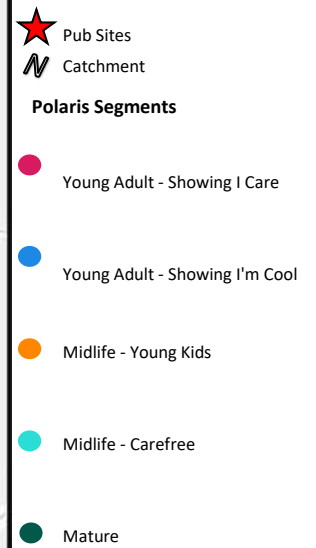
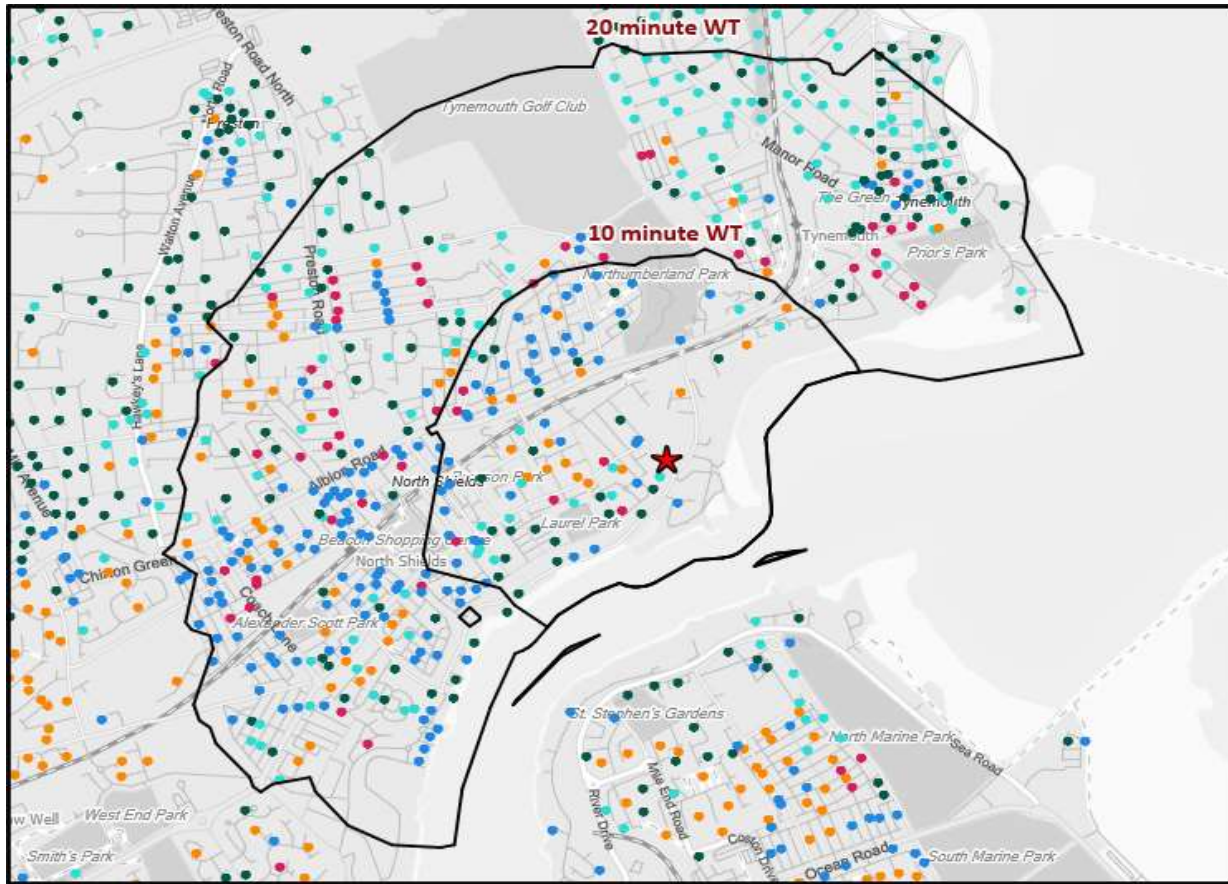
*Affluence does not include Not Private Households

Age Profile	18-24	182	941	38,701	63	73	120
	25-34	499	2,095	53,029	105	100	101
	35-44	529	2,247	49,828	115	110	98
	45-64	1,060	4,702	101,993	116	116	101
	65+	767	3,408	77,376	112	113	102



	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	1,718 (48%)	7,960 (50%)	194,240 (49%)	97	102	99
	Female	1,865 (52%)	7,855 (50%)	202,305 (51%)	103	98	101
Economic Status (16-74)	Employed: Full-time	1,308 (47%)	5,456 (45%)	120,750 (41%)	114	108	99
	Employed: Part-time	325 (12%)	1,516 (13%)	38,581 (13%)	91	96	101
	Self employed	205 (7%)	1,026 (8%)	18,416 (6%)	78	89	65
	Unemployed	54 (2%)	326 (3%)	8,605 (3%)	83	113	123
	Retired	438 (16%)	1,900 (16%)	43,945 (15%)	115	114	108
	Other	428 (16%)	1,882 (16%)	64,311 (22%)	79	79	111
Total Worker Count		2,189	8,377	178,650			

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	196	1,230	27,533	72	103	96
Young Adult - Showing I'm Cool	1,439	4,247	39,972	515	345	135
Midlife - Young Kids	301	1,816	112,568	32	43	112
Midlife - Carefree	582	2,950	68,784	91	105	102
Mature	519	3,042	68,469	61	81	76
Not Private Households	0	108	3,601	0	56	78
Total	3,037	13,393	320,927			

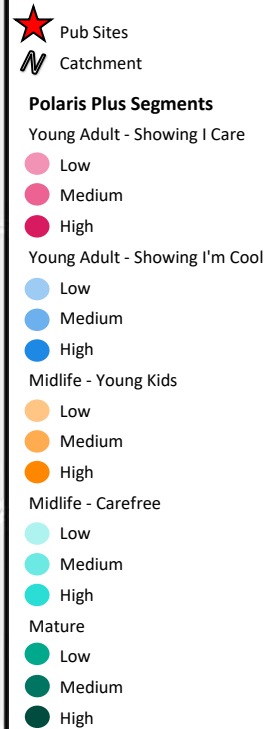
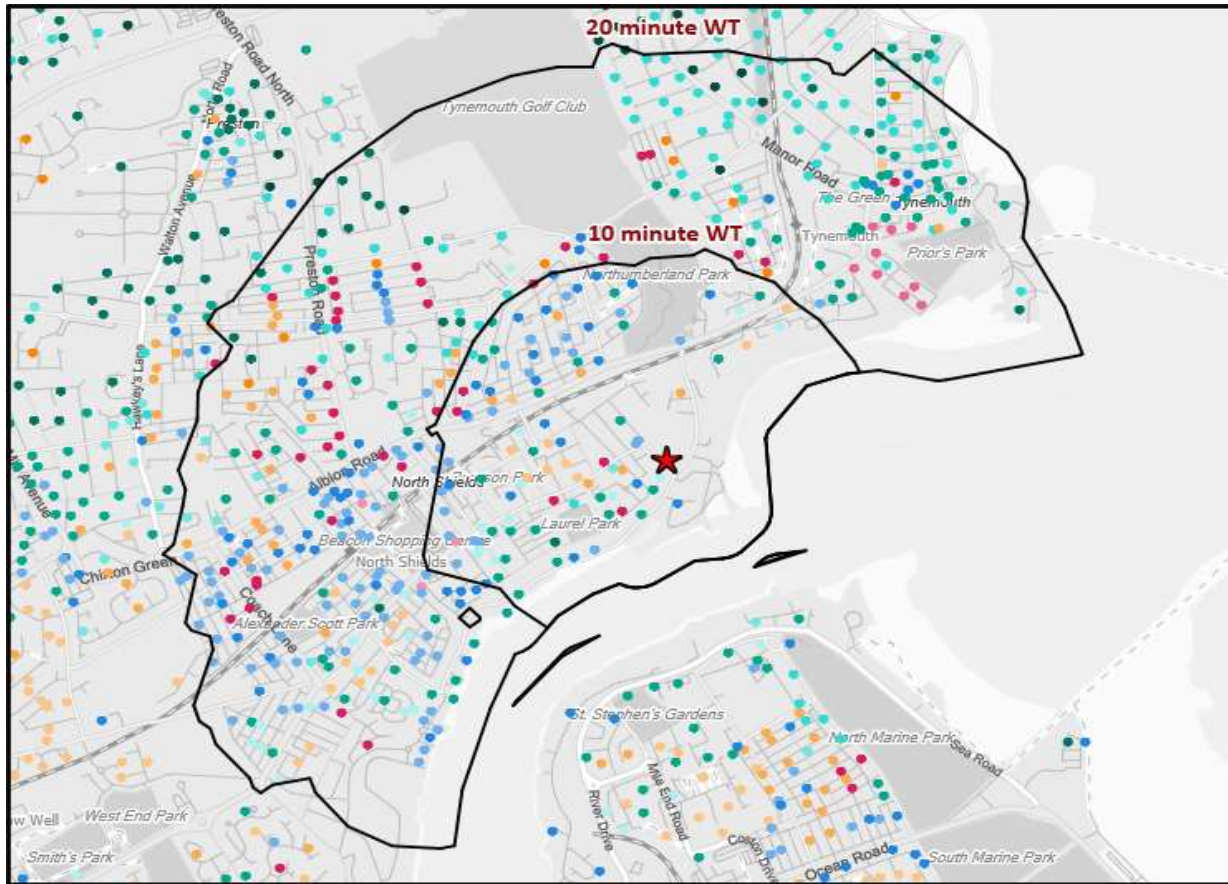
Polaris Summary - Saltwater Tavern North Shields



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Data Source © 2020 TomTom



 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	27	13,737	0	5	102
Medium	0	274	6,527	0	150	149
High	196	929	7,269	192	206	67
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	546	2,275	19,132	486	459	161
High	893	1,972	20,840	657	329	145
Midlife - Young Kids						
Low	146	420	58,622	43	28	164
Medium	115	996	38,516	25	50	80
High	40	400	15,430	24	55	89
Midlife - Carefree						
Low	439	953	27,272	425	209	250
Medium	6	153	18,704	3	17	87
High	137	1,844	22,808	41	126	65
Mature						
Low	511	2,505	28,519	283	315	150
Medium	8	424	34,146	2	25	84
High	0	113	5,804	0	9	19
Not Private Households	0	108	3,601	0	56	78

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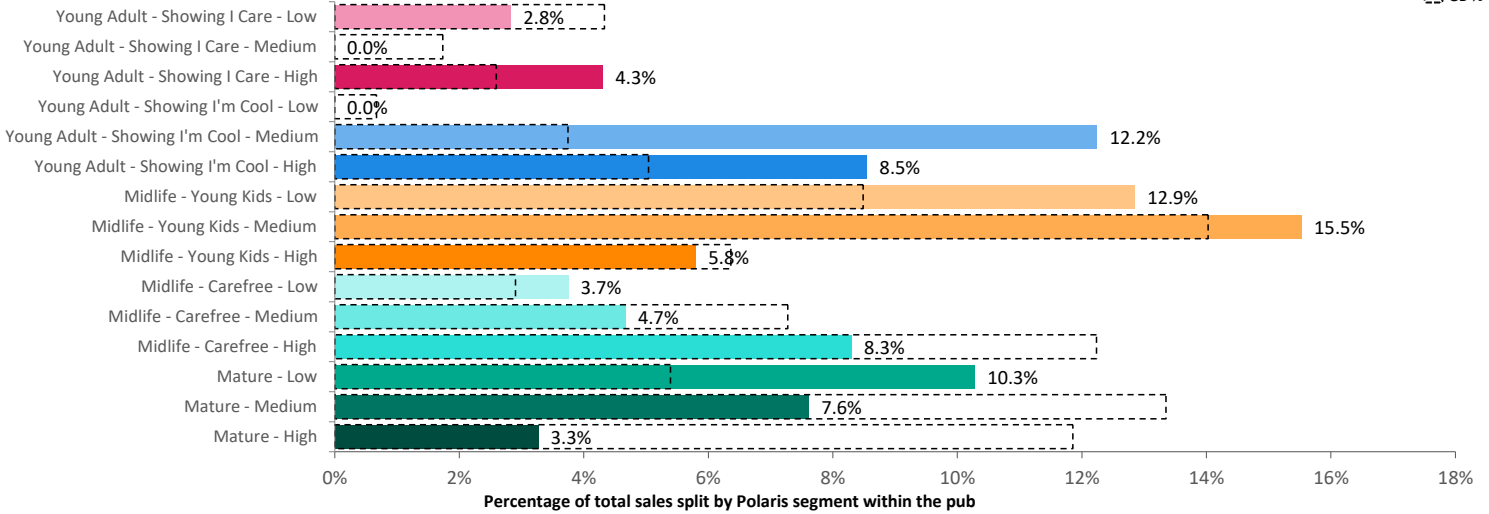


 Pub Sites

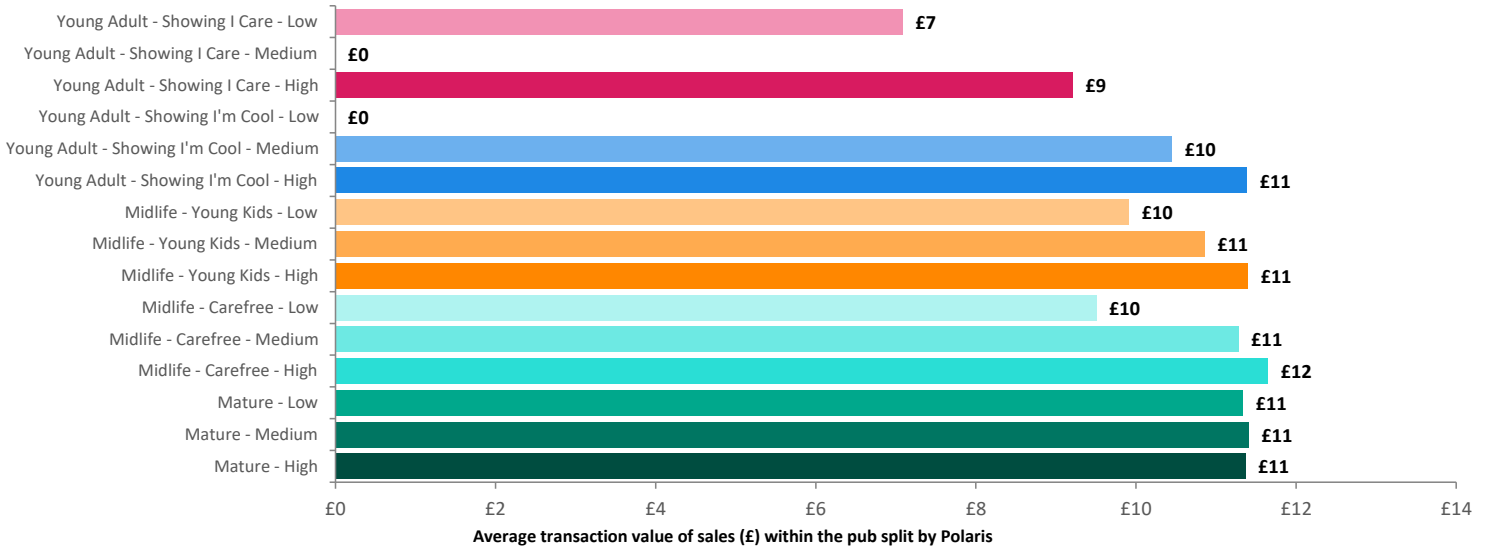
Total 3,037 13,393 320,927

Spend by Polaris

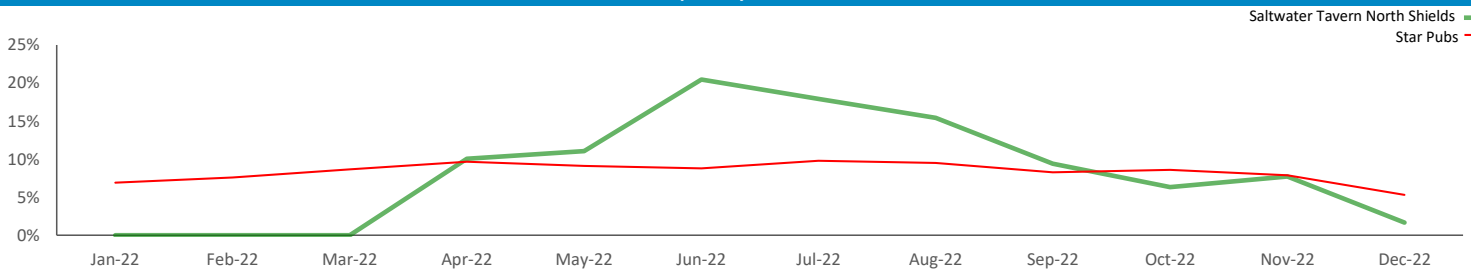
GB %



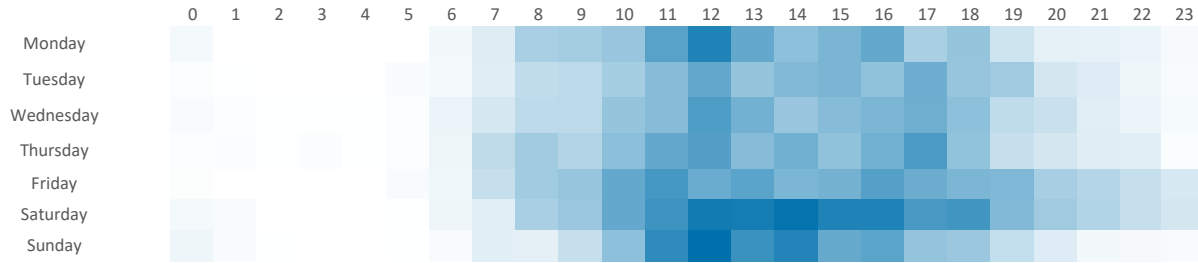
Average Transaction Values (£) by Polaris



Spend by Month

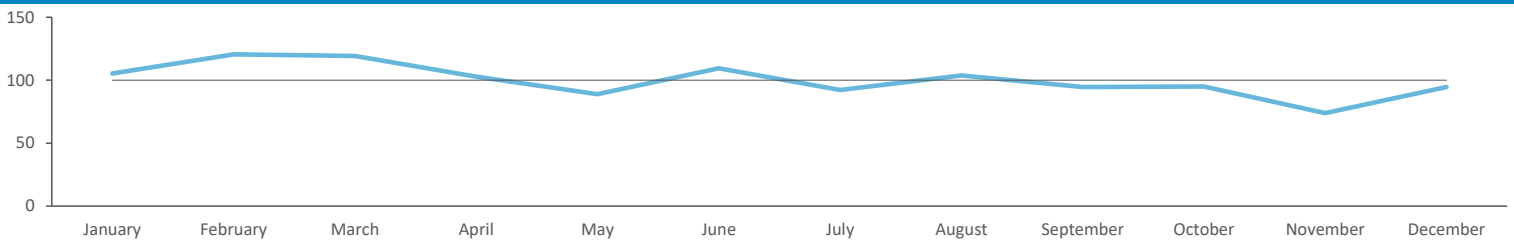


Time of Day/Day of Week



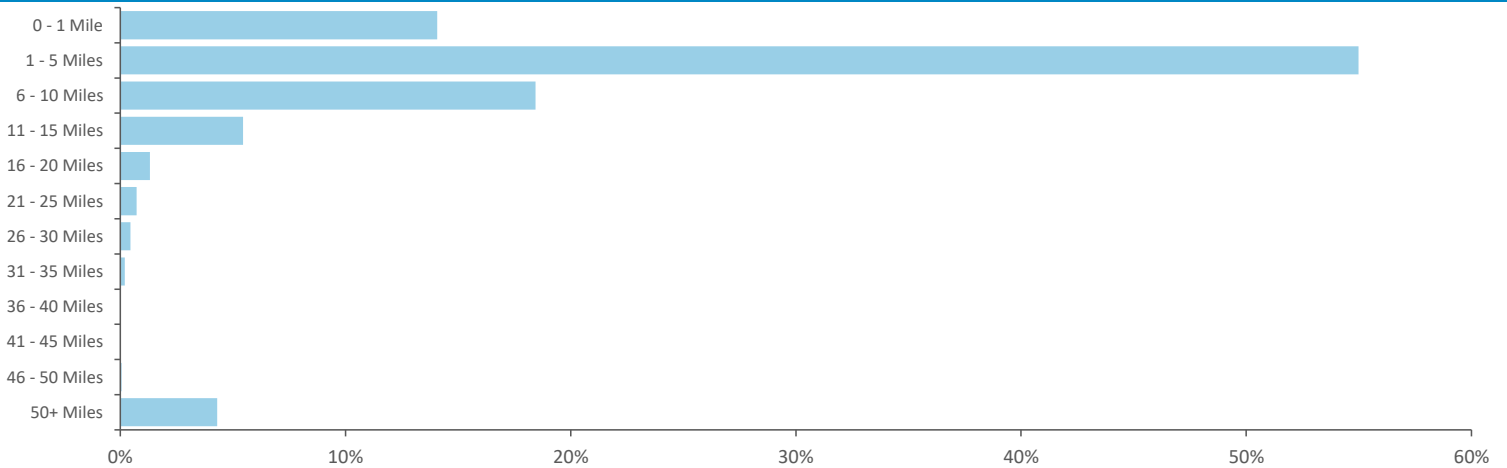
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



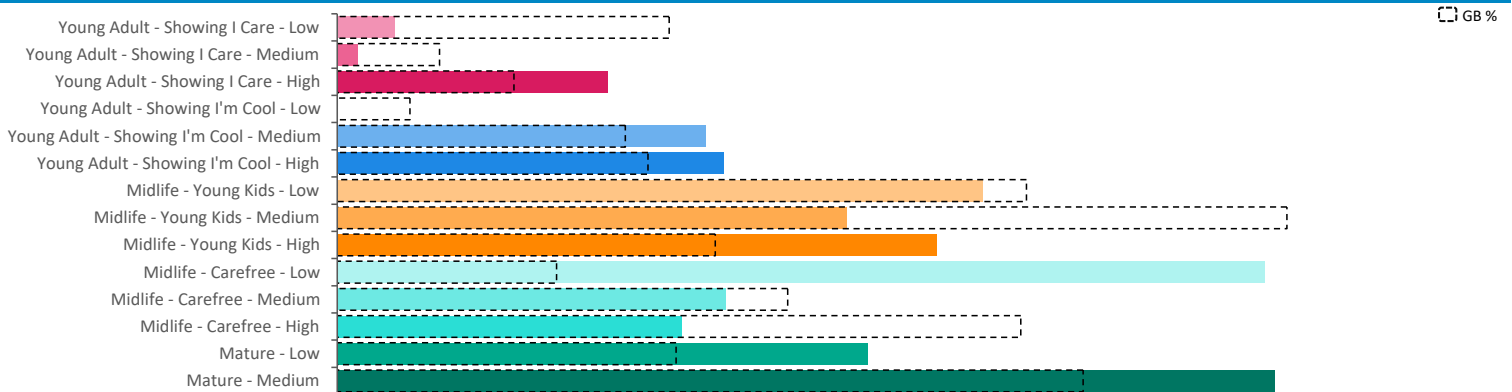
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

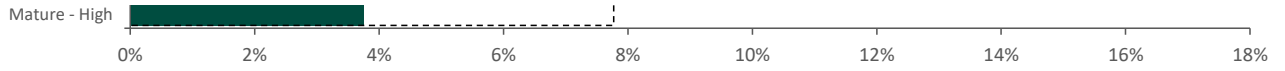


Mobile Data Summary - Saltwater Tavern North Shields

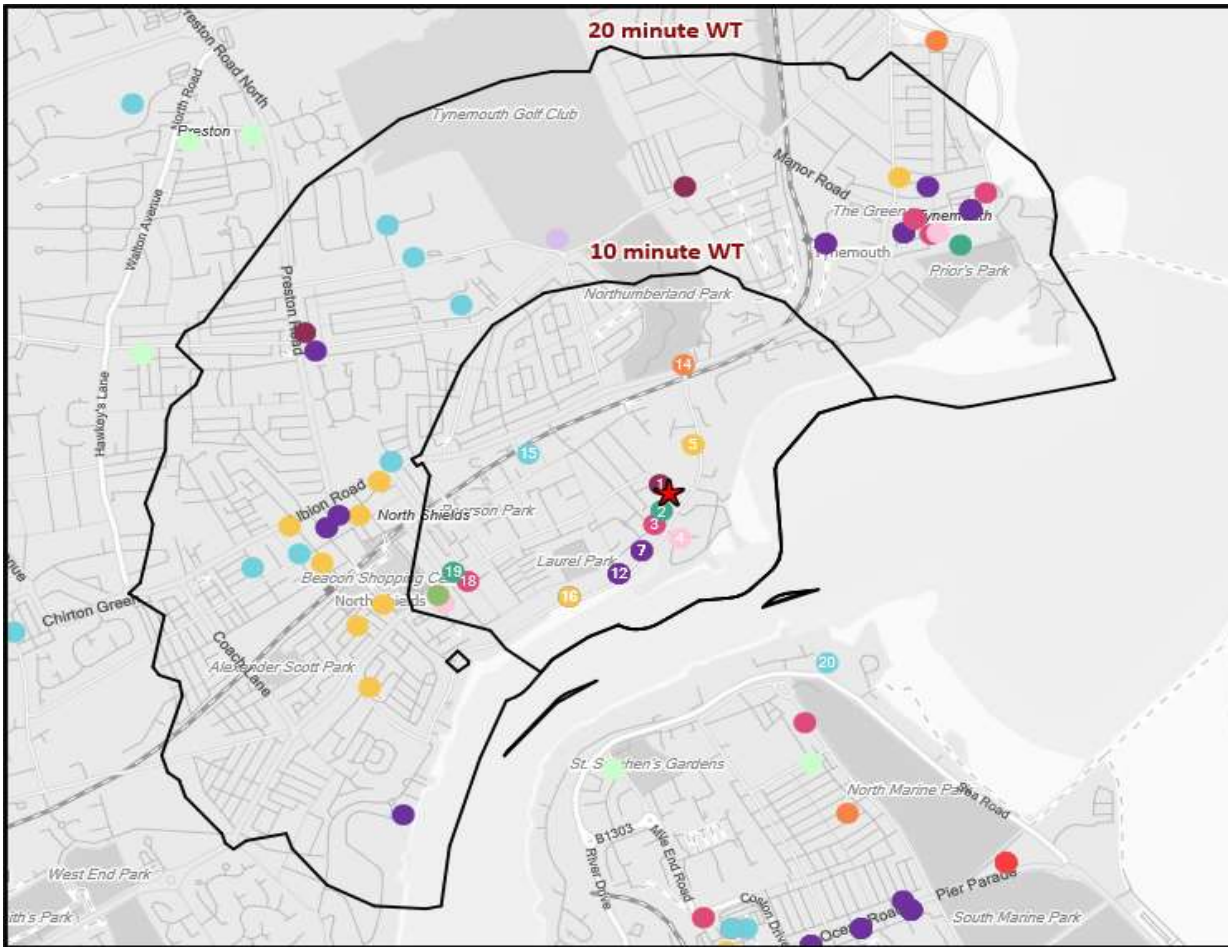


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Time of Day/Day of Week



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



★ Pub Sites
 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	Low Lights Tavern	NE30 1LL	Unknown	Premium Local	0.0
2	Lobo Rojo	NE30 1HB	Independent Free	Casual Dining	0.0
3	How Do You Do	NE30 1JS	Independent Free	Family Pub Dining	0.1
4	Staith House	NE30 1JA	Star Pubs & Bars	GPGF	0.1
5	Ships Cat	NE30 1JH	Independent Free	High Street Pub	0.1
5	Three Tanners Bank	NE30 1JH	Independent Free	High Street Pub	0.1
7	Pier 55	NE30 1HJ	Independent Free	High Street Pub	0.1
7	Waterfront Restaurant & Takeaway	NE30 1HJ	Independent Free	Restaurants	0.1
7	Juke Shed Bar	NE30 1HJ	Independent Free	Circuit Bar	0.1
7	Allards	NE30 1HJ	Independent Free	High Street Pub	0.1
7	Sambuca	NE30 1HJ	Sambuca	Restaurants	0.1
12	Salty Sea Dog	NE30 1HH	Independent Free	Premium Local	0.2
12	Sambuca	NE30 1HH	Sambuca	Restaurants	0.2
14	Tynemouth Lodge Hotel	NE30 4AA	Consort Inns	Hotel	0.2
15	King Street Social Club & Institute	NE30 1BZ	Independent Free	Clubland	0.2
16	Quay Taphouse	NE30 1HF	Independent Free	Restaurants	0.2
16	Dodgin's Yard	NE30 1HF	Independent Free	High Street Pub	0.2
18	Bell & Bucket	NE30 1NQ	Admiral Taverns Ltd	Family Pub Dining	0.4
19	New Exchange Brasserie & Bar	NE30 1SE	Independent Free	Casual Dining	0.4
20	South Shields Sailing Club	NE33 1LH	Independent Free	Clubland	0.4