

Catchment Summary - Ship Inn Wylam

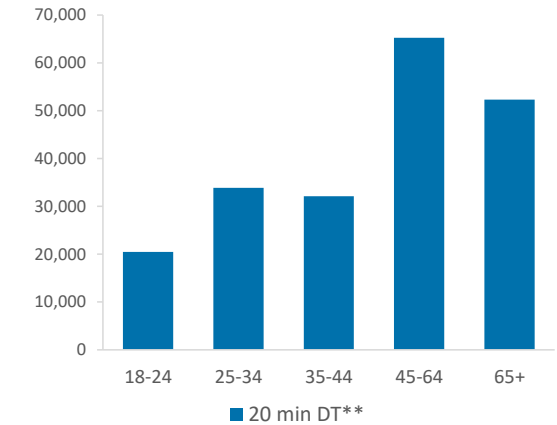
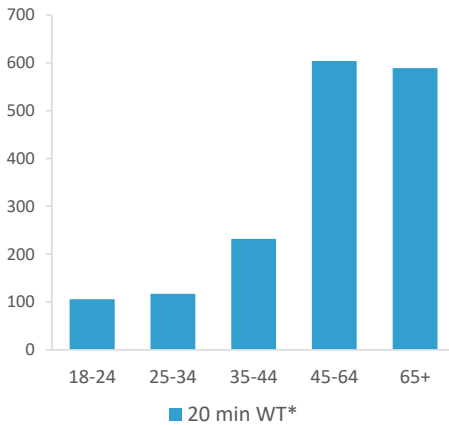
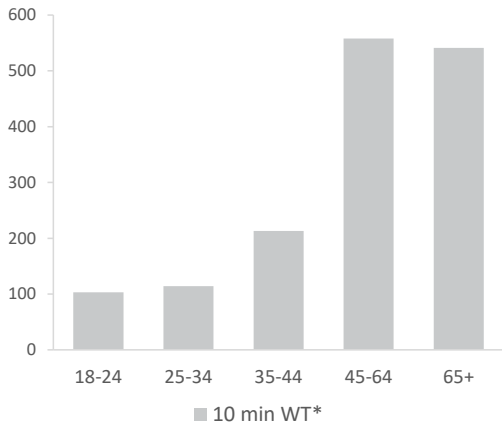


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- Over GB Average
- Around GB Average
- Under GB Average

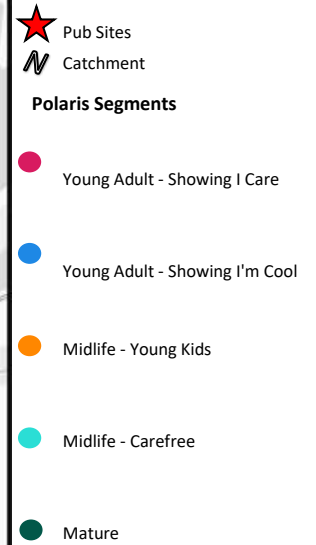
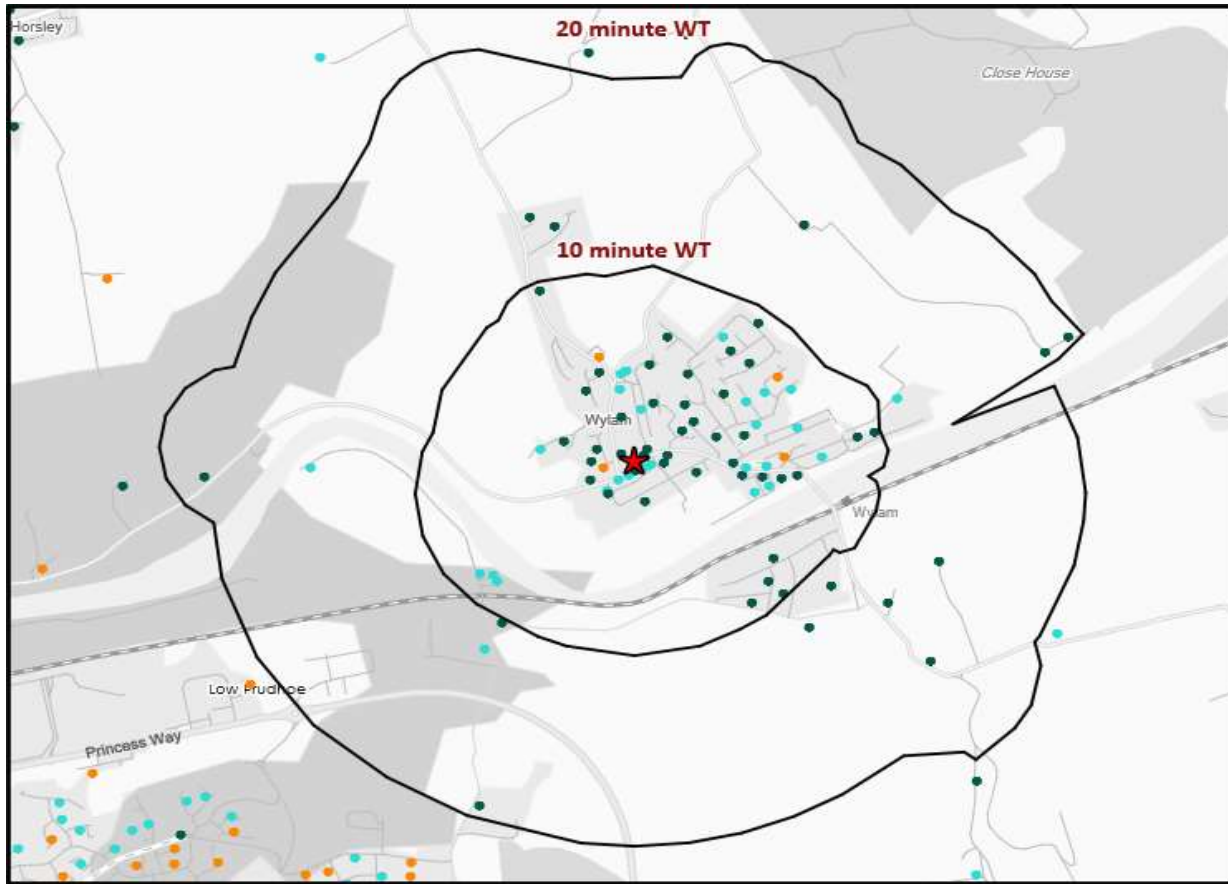
*WT= Walktime, **DT= Drivetime

		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		1,873	2,023	260,785	35	14	69
Population & Adults 18+ index is based on all pubs							
Adults 18+		1,529	1,648	203,999	35	9	68
Competition Pubs		4	4	211	27	13	58
Adults 18+ per Competition Pub		382	412	967	46	50	117
% Adults Likely to Drink		86.2%	86.3%	82.0%	105	105	99
Affluence	Low	11.1%	10.3%	34.2%	43	40	133
	Medium	10.9%	10.1%	36.4%	28	26	92
	High	78.0%	79.6%	27.8%	232	237	83
*Affluence does not include Not Private Households							
Age Profile	18-24	103	106	20,495	68	65	97
	25-34	114	117	33,864	46	44	98
	35-44	213	232	32,100	88	89	96
	45-64	558	604	65,234	117	117	98
	65+	541	589	52,306	151	152	105



		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	900 (48%)	977 (48%)	128,087 (49%)	97	98	99
	Female	973 (52%)	1,046 (52%)	132,698 (51%)	103	102	101
Economic Status (16-74)	Employed: Full-time	532 (41%)	569 (40%)	72,868 (40%)	98	96	95
	Employed: Part-time	202 (15%)	215 (15%)	25,330 (14%)	119	116	106
	Self employed	149 (11%)	177 (12%)	14,154 (8%)	119	130	80
	Unemployed	15 (1%)	15 (1%)	4,718 (3%)	48	44	108
	Retired	277 (21%)	302 (21%)	28,943 (16%)	153	154	114
	Other	136 (10%)	144 (10%)	38,212 (21%)	53	51	105
Total Worker Count		632	721	98,390			

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	12,045	0	0	66
Young Adult - Showing I'm Cool	0	0	14,617	0	0	78
Midlife - Young Kids	77	77	72,976	16	15	114
Midlife - Carefree	499	499	45,083	155	144	105
Mature	953	1,072	55,974	223	233	98
Not Private Households	0	0	3,304	0	0	113
Total	1,529	1,648	203,999			

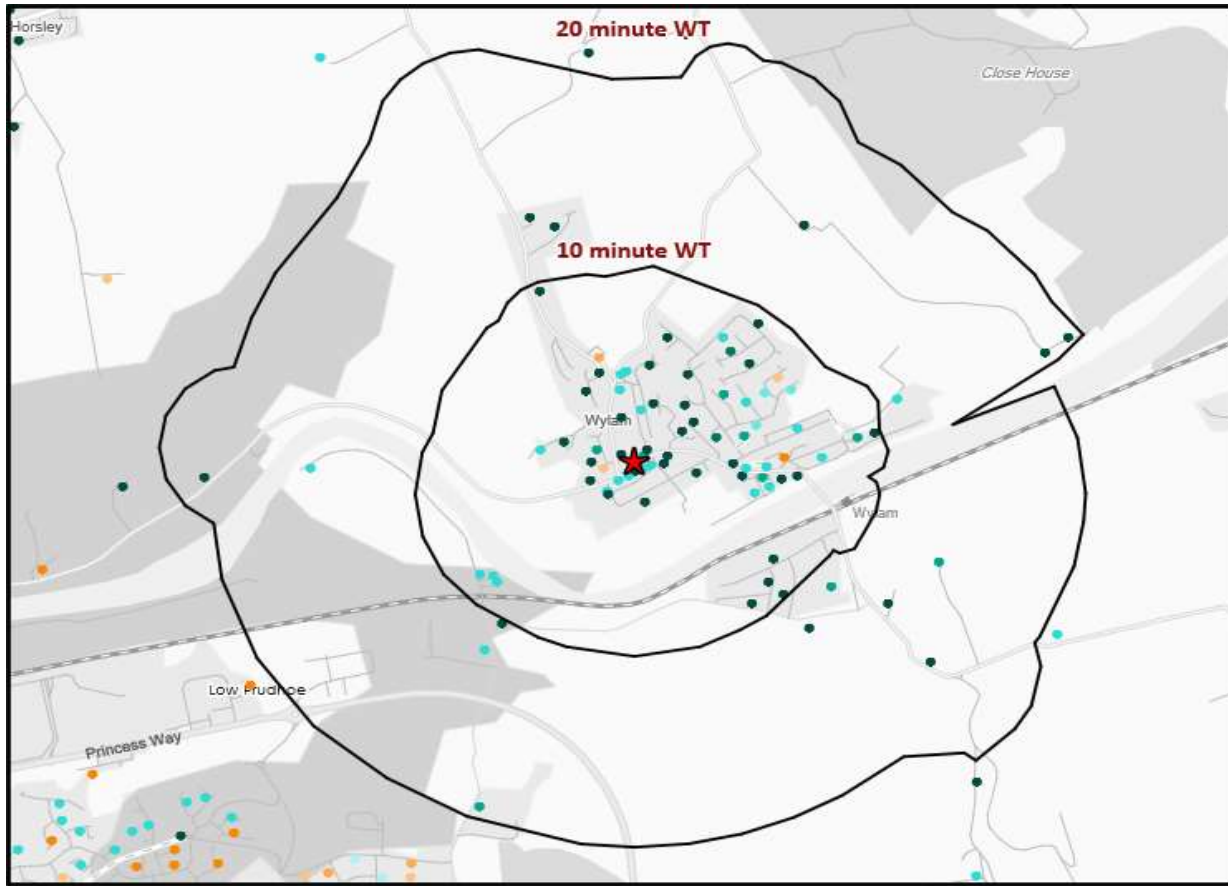
Polaris Summary - Ship Inn Wylam



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★ Pub Sites



- Pub Sites
- Catchment
- Polaris Plus Segments**
- Young Adult - Showing I Care
 - Low
 - Medium
 - High
- Young Adult - Showing I'm Cool
 - Low
 - Medium
 - High
- Midlife - Young Kids
 - Low
 - Medium
 - High
- Midlife - Carefree
 - Low
 - Medium
 - High
- Mature
 - Low
 - Medium
 - High

Polaris Plus Profile by Catchment

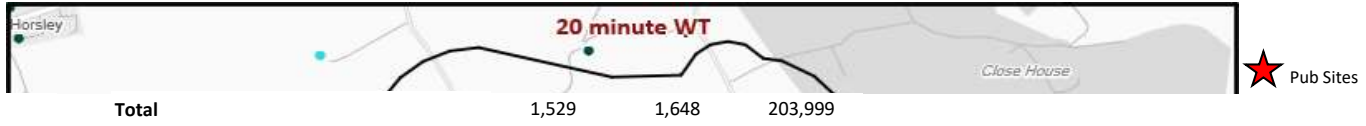
*WT= Walktime, **DT= Drivetime

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	3,113	0	0	36
Medium	0	0	2,644	0	0	95
High	0	0	6,288	0	0	92
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	6,797	0	0	90
High	0	0	7,820	0	0	86
Midlife - Young Kids						
Low	52	52	34,321	31	28	151
Medium	21	21	30,644	9	9	101
High	4	4	8,011	5	5	73
Midlife - Carefree						
Low	0	0	15,450	0	0	223
Medium	62	62	15,531	60	56	113
High	437	437	14,102	262	243	63
Mature						
Low	118	118	16,973	130	121	140
Medium	84	84	18,540	43	40	72
High	751	870	20,461	524	563	107
Not Private Households	0	0	3,304	0	0	113

Polaris Summary - Ship Inn Wylam

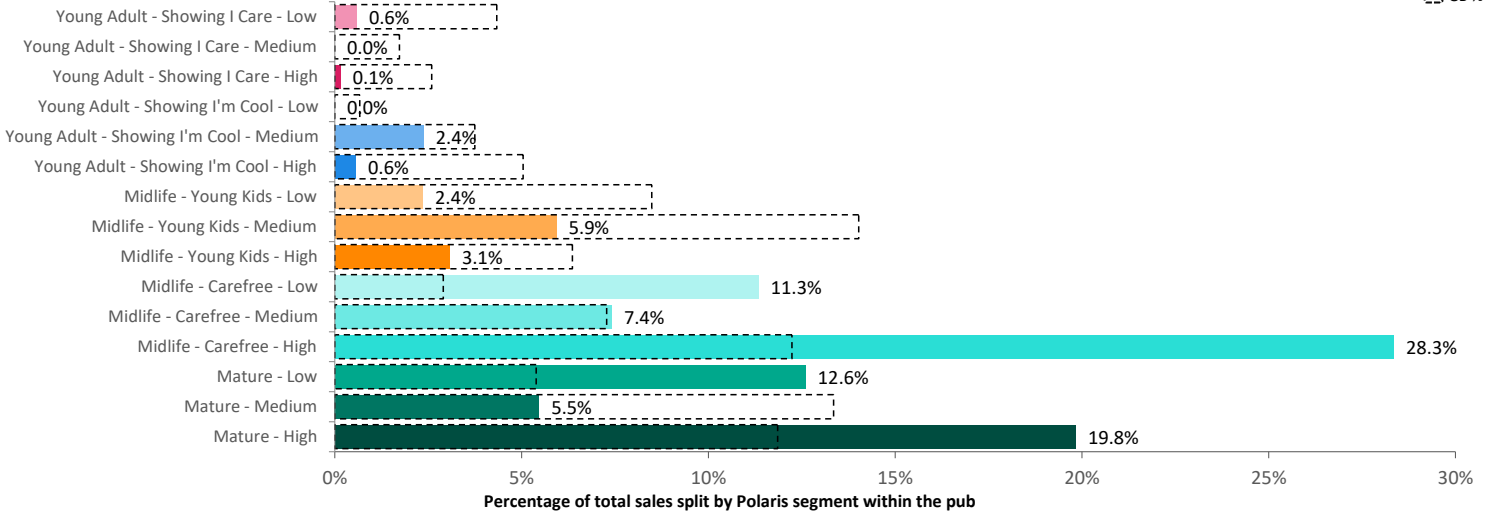


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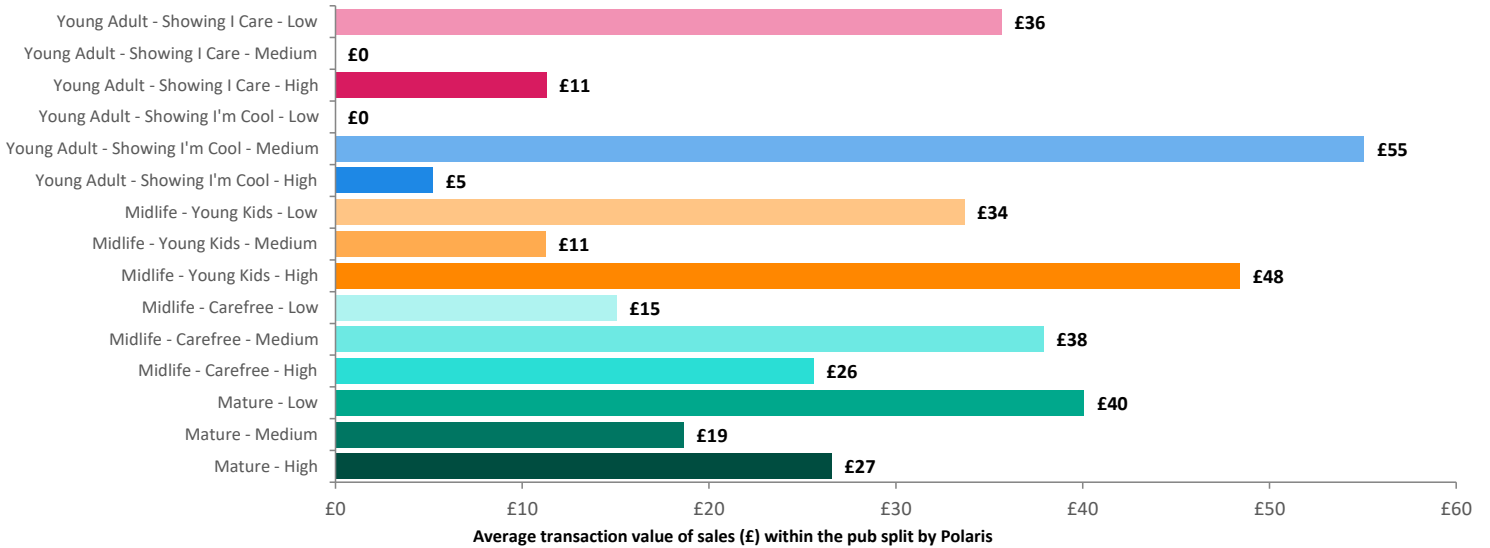


Spend by Polaris

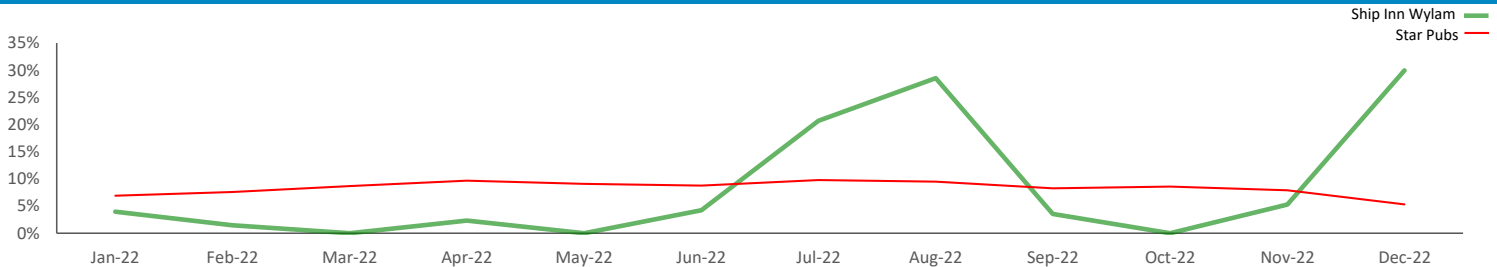
GB %



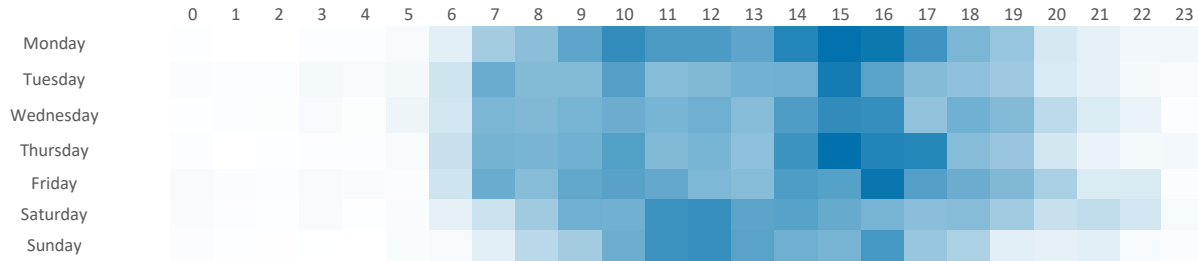
Average Transaction Values (£) by Polaris



Spend by Month

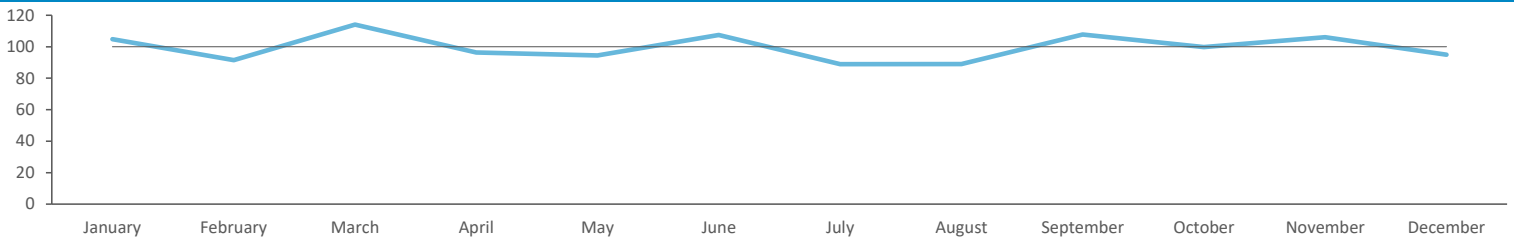


Time of Day/Day of Week



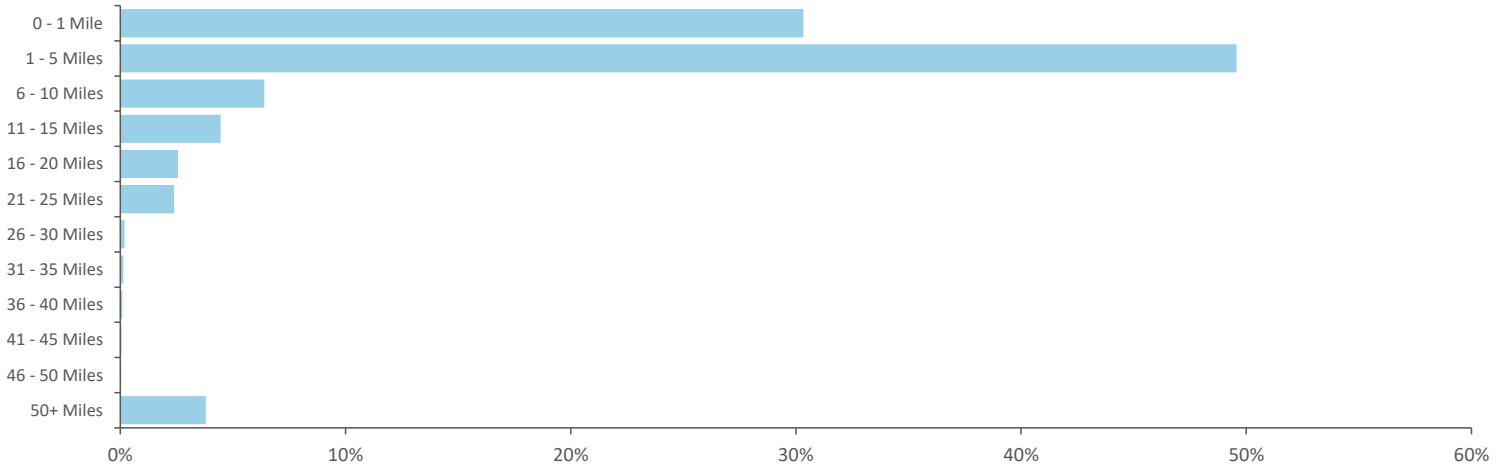
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



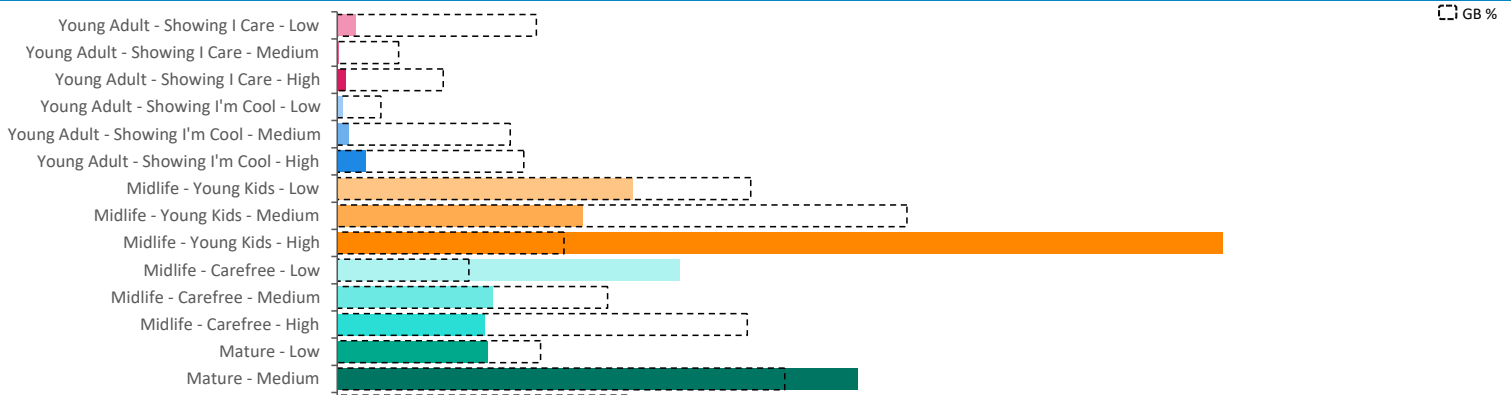
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

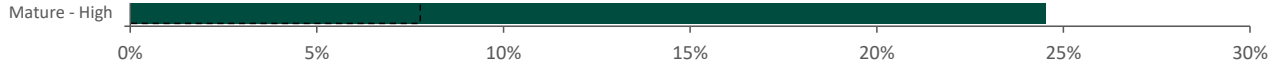


Mobile Data Summary - Ship Inn Wylam

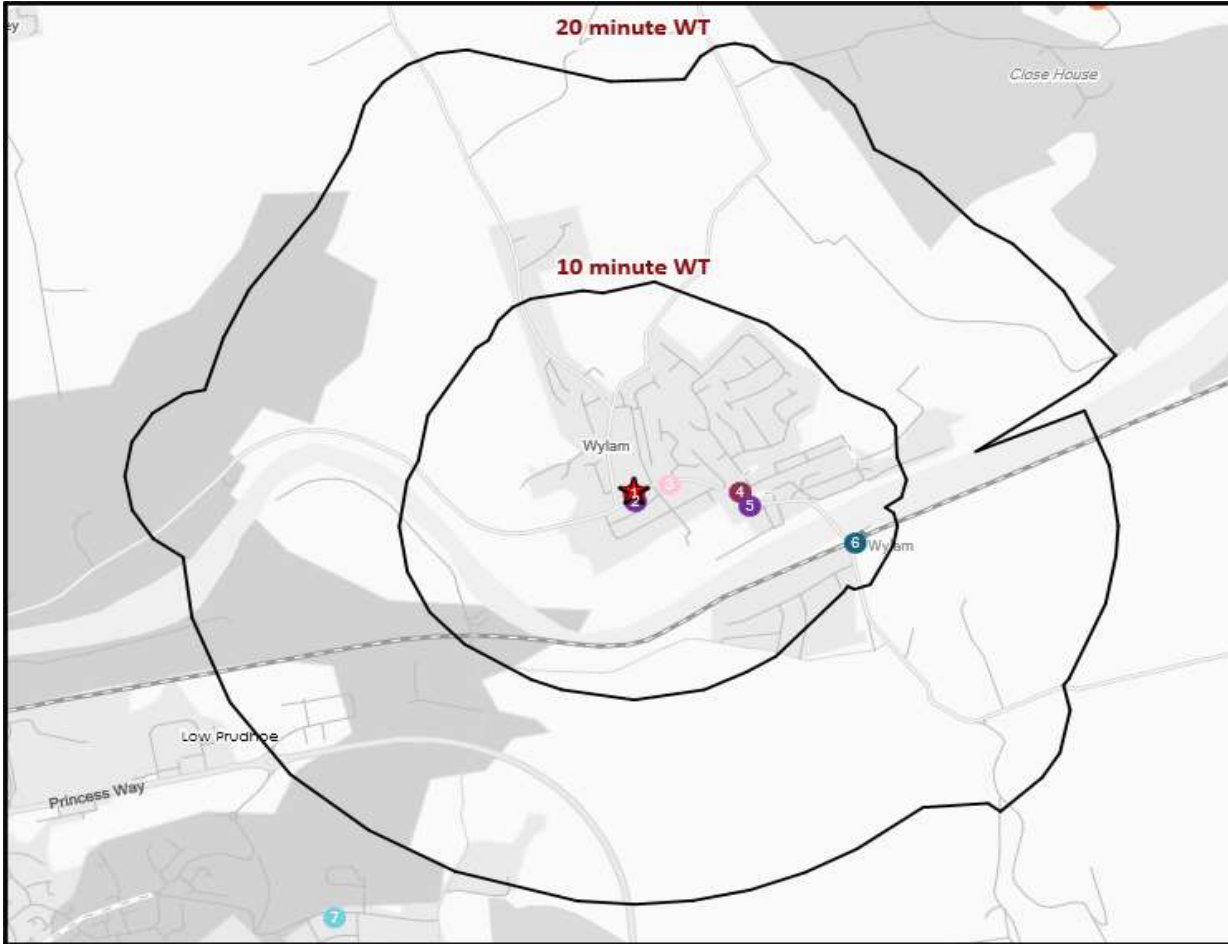


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Time of Day/Day of Week



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	Ship Inn	NE41 8AQ	Star Pubs & Bars	Premium Local	0.0
2	Bistro En Glaze	NE41 8AJ	Independent Free	Restaurants	0.0
3	Black Bull	NE41 8AB	Independent Free	GPGF	0.1
4	Fox & Hounds	NE41 8DL	Punch Pub Company	Premium Local	0.2
5	Wood Oven	NE41 8DN	Independent Free	Restaurants	0.2
6	Boathouse	NE41 8HR	Independent Free	ABOS	0.4
7	Prudhoe Town Football Club	NE42 5EH	Independent Free	Clubland	0.9
8	Prudhoe Golf Club	NE42 5DX	Independent Free	Clubland	1.0
9	Falcon	NE42 5DN	Admiral Taverns Ltd	Family Pub Dining	1.1
10	Close House Hotel & Golf Club	NE15 0HT	Independent Free	Hotel	1.2