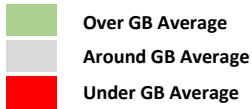


Catchment Summary - Gate Framwellgate Moor

© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

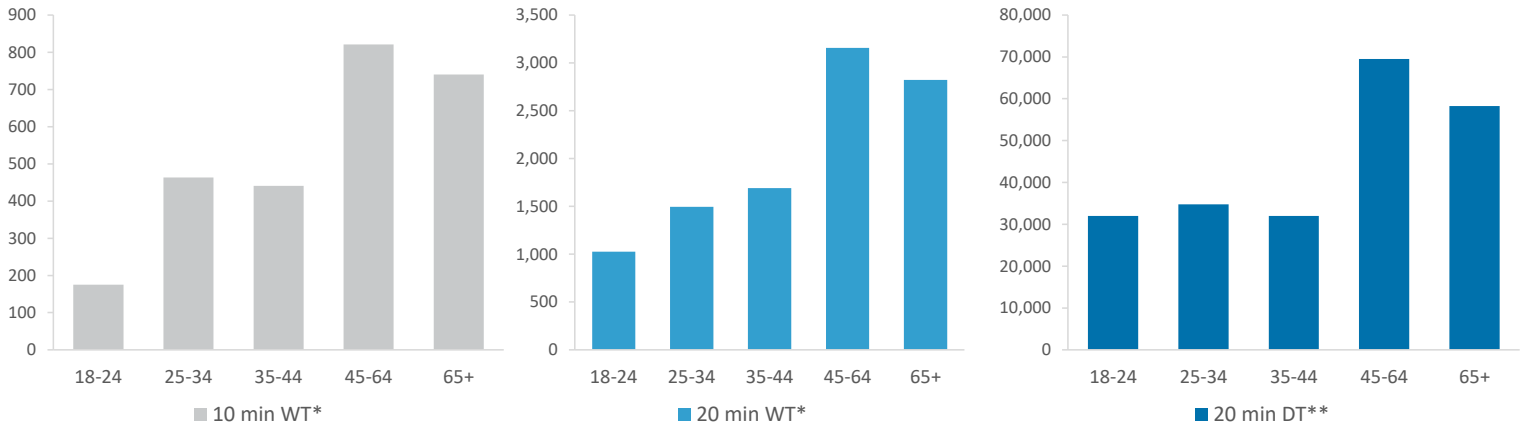


*WT= Walktime, **DT= Drivetime

		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		3,330	12,630	277,066	63	87	73
Adults 18+		2,640	10,190	226,529	61	57	76
Competition Pubs		5	11	325	33	34	90
Adults 18+ per Competition Pub		528	926	697	64	112	84
% Adults Likely to Drink		83.2%	83.8%	82.5%	101	102	100
Affluence	Low	43.4%	24.7%	36.3%	169	96	141
	Medium	30.0%	39.1%	39.2%	76	99	100
	High	24.8%	31.0%	22.0%	74	92	66
Age Profile	18-24	175	1,027	31,987	65	100	142
	25-34	463	1,494	34,776	105	89	94
	35-44	441	1,692	32,004	103	104	90
	45-64	821	3,156	69,509	96	98	98
	65+	740	2,821	58,253	116	117	110

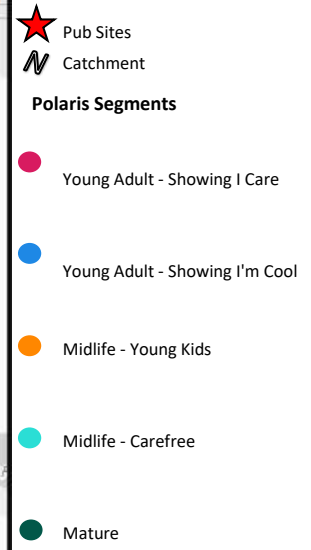
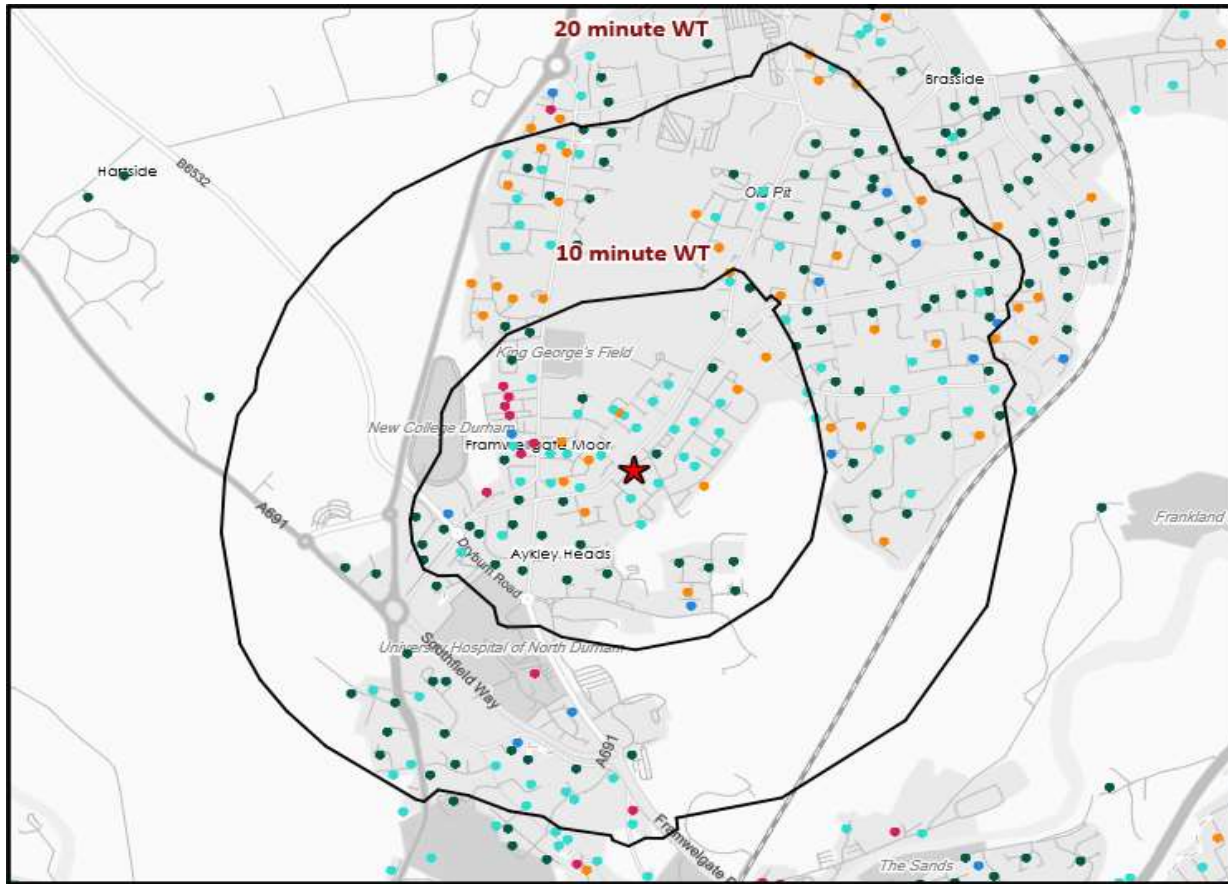
Population & Adults 18+ index is based on all pubs

*Affluence does not include Not Private Households



		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	1,596 (48%)	5,986 (47%)	136,218 (49%)	97	96	99
	Female	1,734 (52%)	6,644 (53%)	140,848 (51%)	103	104	101
Economic Status (16-74)	Employed: Full-time	962 (41%)	4,144 (46%)	80,017 (39%)	100	110	94
	Employed: Part-time	328 (14%)	1,174 (13%)	25,767 (13%)	109	99	96
	Self employed	145 (6%)	532 (6%)	12,451 (6%)	65	61	63
	Unemployed	41 (2%)	148 (2%)	4,772 (2%)	74	69	98
	Retired	446 (19%)	1,617 (18%)	34,581 (17%)	139	129	122
	Other	400 (17%)	1,478 (16%)	48,023 (23%)	87	82	118
Total Worker Count		2,332	13,567	128,597			

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	209	376	13,813	89	41	68
Young Adult - Showing I'm Cool	33	479	9,570	14	51	46
Midlife - Young Kids	484	2,220	81,886	58	69	115
Midlife - Carefree	1,194	3,065	56,859	215	143	119
Mature	673	3,525	58,896	91	124	93
Not Private Households	47	525	5,505	124	358	169
Total	2,640	10,190	226,529			

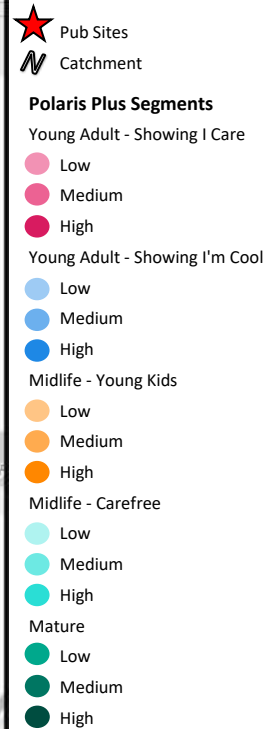
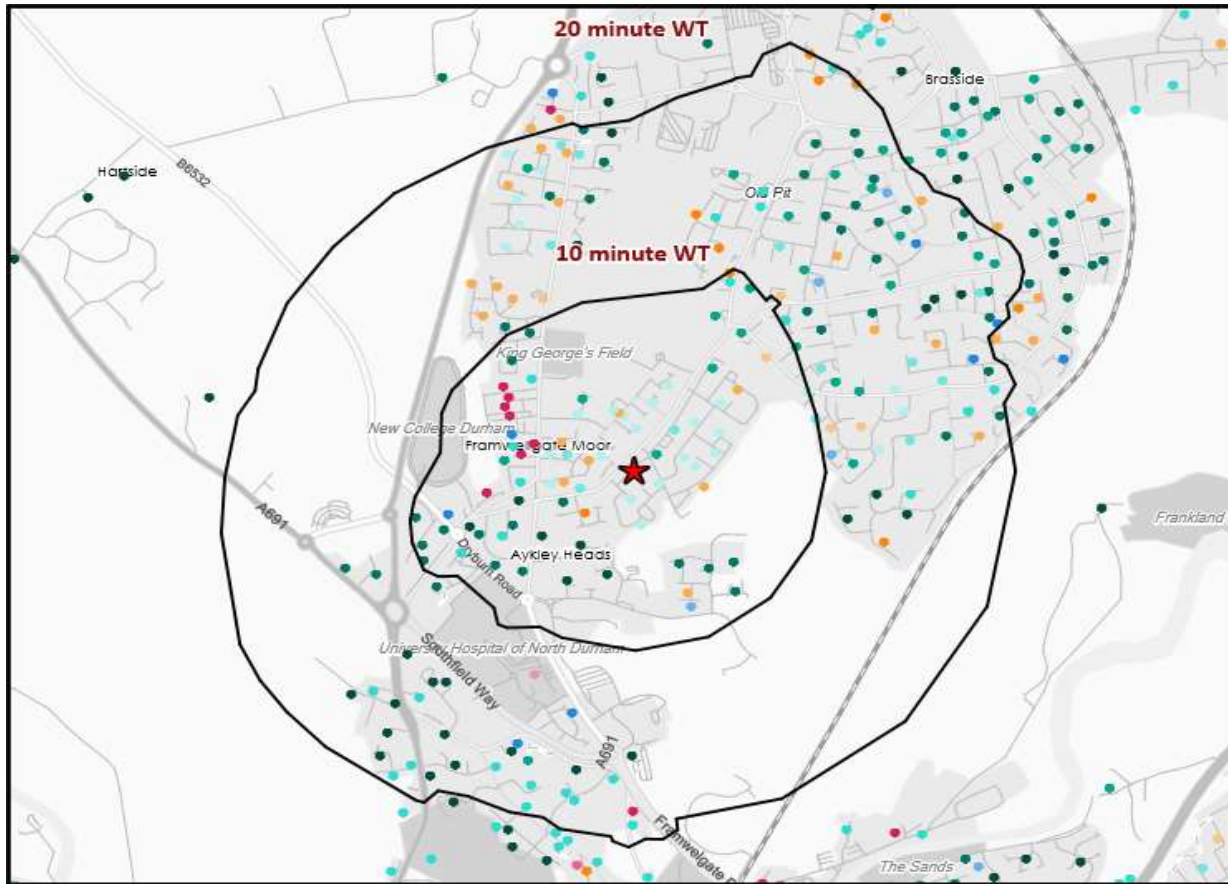
Polaris Summary - Gate Framwellgate Moor



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
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	144	6,380	0	34	67
Medium	0	0	5,728	0	0	185
High	209	232	1,705	235	68	22
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	143	6,742	0	38	80
High	33	336	2,828	28	74	28
Midlife - Young Kids						
Low	98	297	35,558	33	26	141
Medium	292	1,357	31,629	74	89	94
High	94	566	14,699	66	103	120
Midlife - Carefree						
Low	880	1,444	24,245	980	417	315
Medium	124	524	15,642	70	77	103
High	190	1,097	16,972	66	99	69
Mature						
Low	168	637	16,031	107	105	119
Medium	375	1,961	29,164	112	152	102
High	130	927	13,701	52	97	64
Not Private Households	47	525	5,505	124	358	169

Polaris Summary - Gate Framwellgate Moor



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom



Total

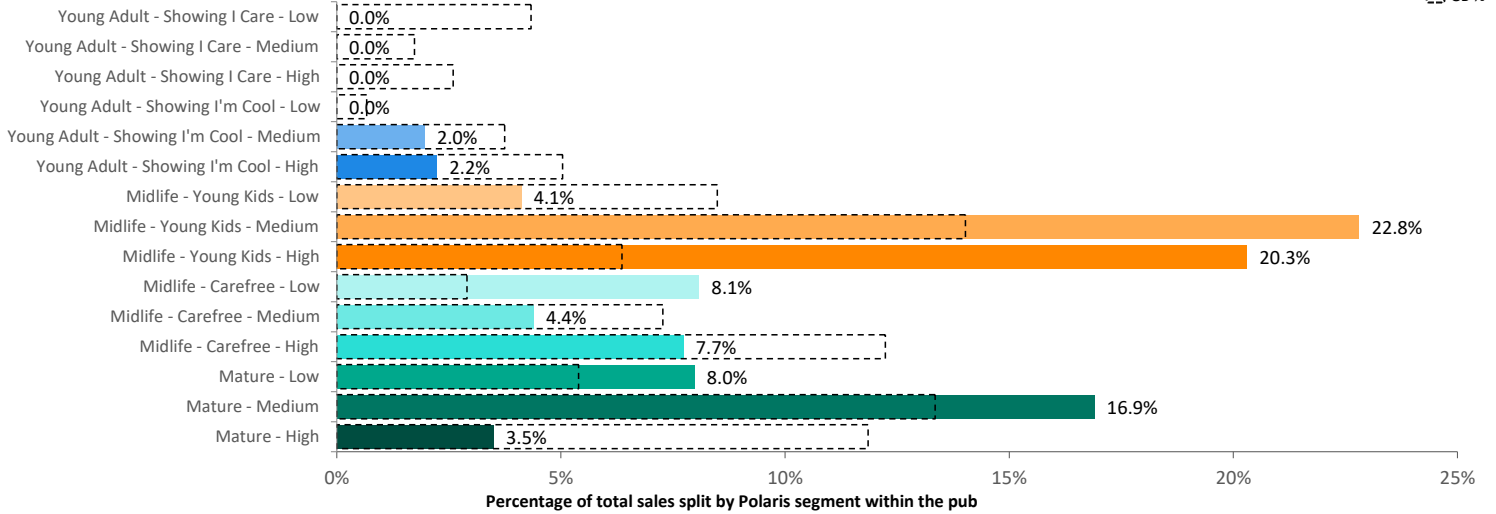
2,640

10,190

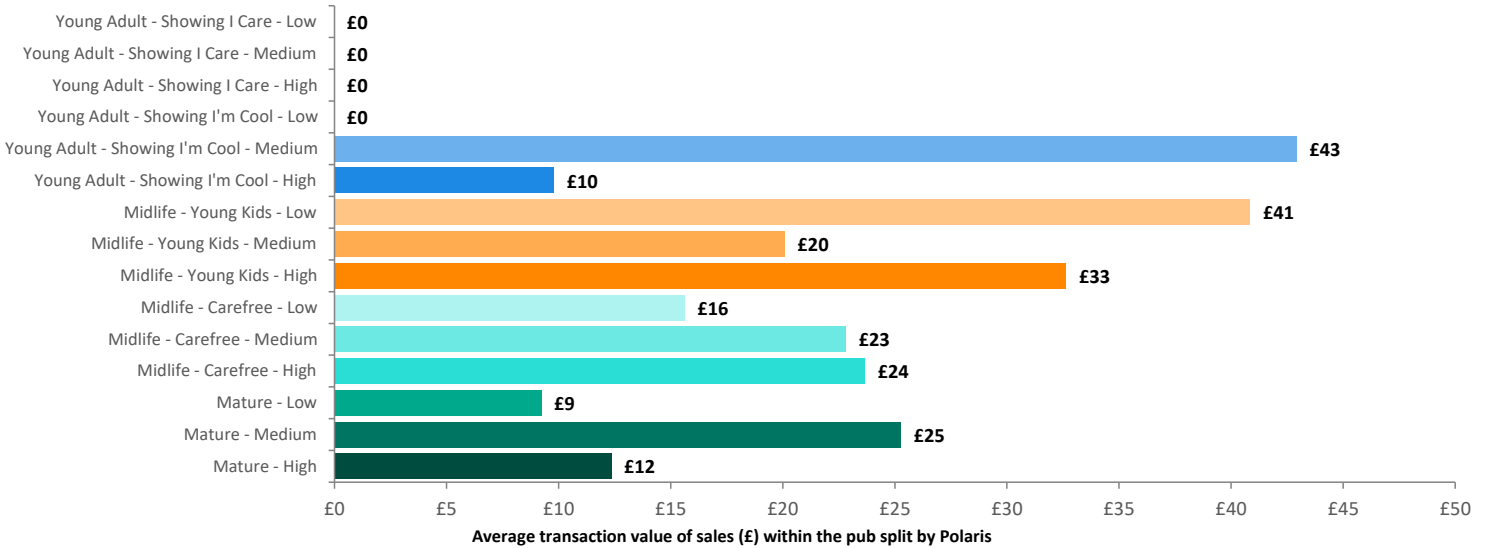
226,529

Spend by Polaris

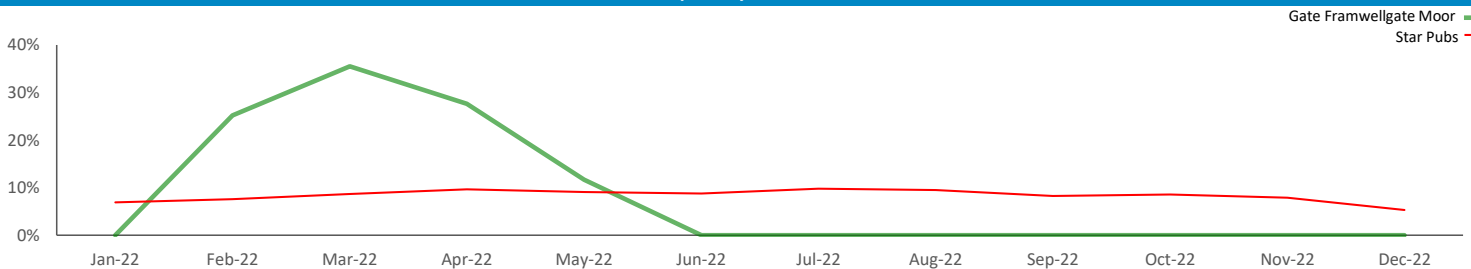
GB %



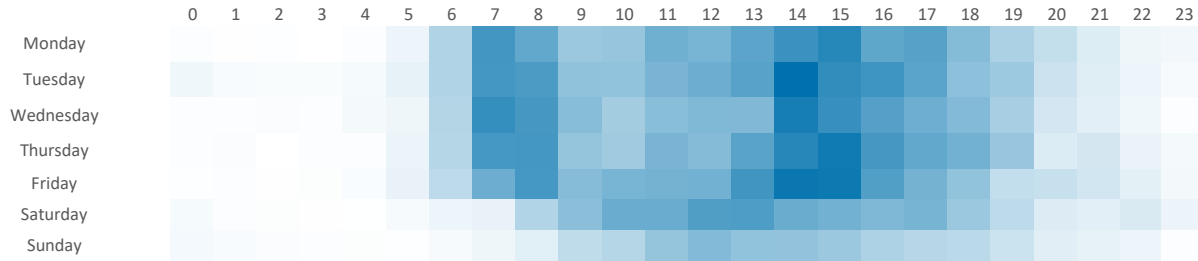
Average Transaction Values (£) by Polaris



Spend by Month

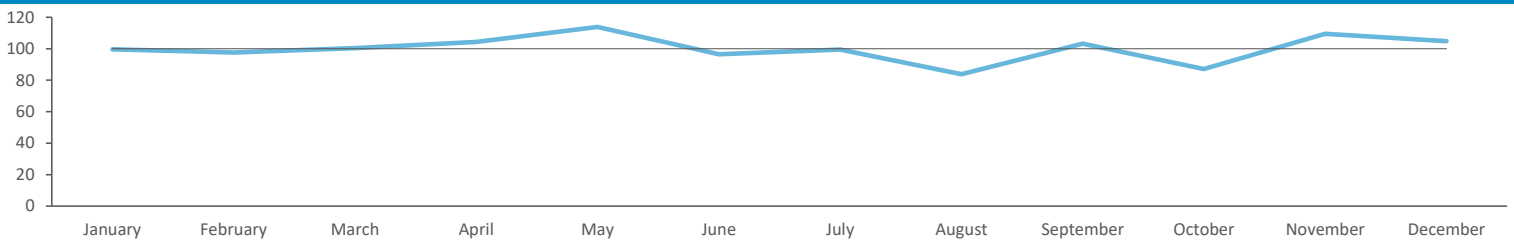


Time of Day/Day of Week



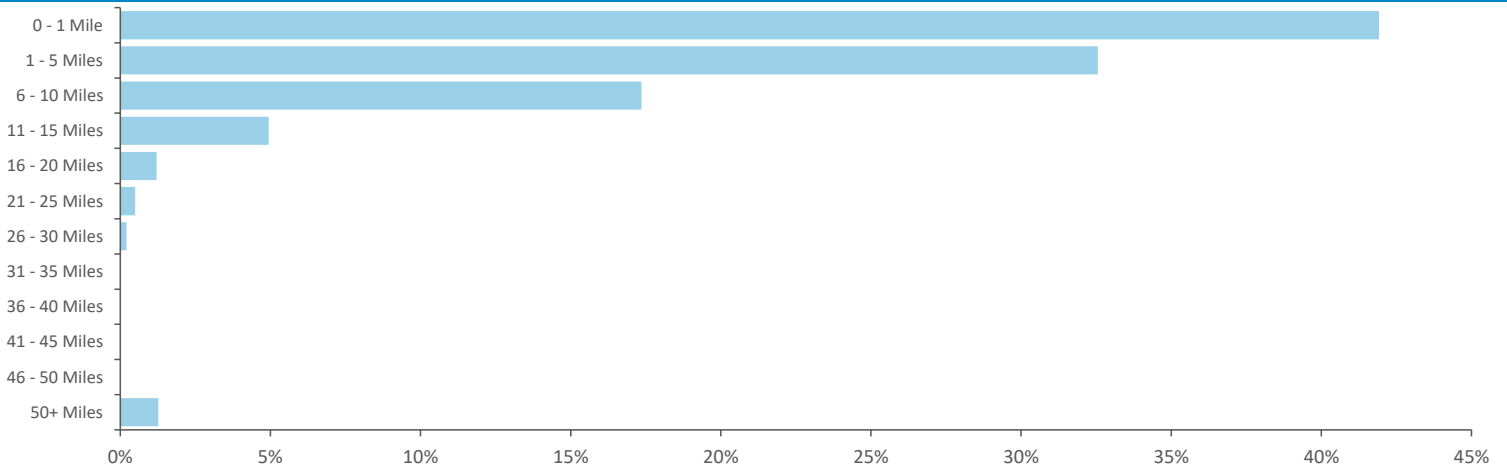
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



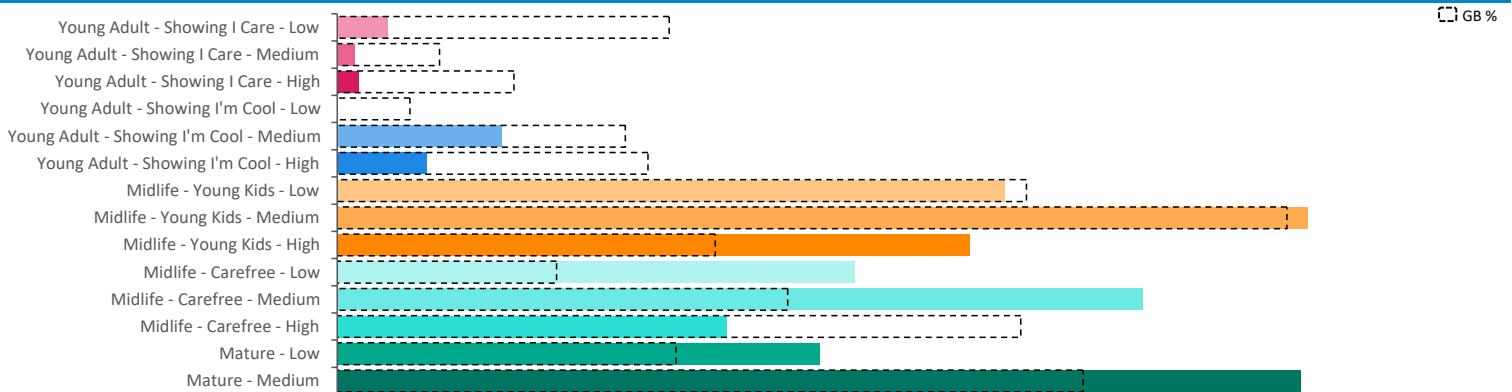
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

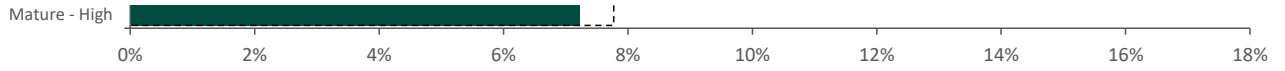


Mobile Data Summary - Gate Framwellgate Moor



© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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	Gate	DH 1 5JE	Star Pubs & Bars	Premium Local	0.0
2	Marquis Of Granby	DH 1 5BL	Sam Smith	Premium Local	0.2
3	Millenium Restaurant	DH 1 5EE	Independent Free	Restaurants	0.3
3	Fram Moor & Pity Me Working Mens Club & Institute	DH 1 5EE	Independent Free	Clubland	0.3
3	Queens Head	DH 1 5EE	Stonegate Pub Company	Premium Local	0.3
3	Fram Ferment	DH 1 5EE	Independent Free	Premium Local	0.3
7	Finbarr's Restaurant	DH 1 5TS	Independent Free	Restaurants	0.3
8	New College	DH 1 5ES	Independent Free	High Street Pub	0.4
9	Bede Lodge Social Club	DH 1 5HL	Independent Free	Clubland	0.5
10	County Hall	DH 1 5UL	Independent Free	Clubland	0.5
11	Lindisfarne Care Home	DH 1 5LT	Independent Free	Hotel	0.5
12	Garden House Inn	DH 1 4NQ	Stonegate Pub Company	High Street Pub	0.7
13	Lambton Hounds	DH 1 5DE	Stonegate Pub Company	Hotel	0.8
14	Abbey Leisure Centre	DH 1 5GE	Independent Free	Clubland	0.9
14	Durham Indoor Bowling	DH 1 5GE	Independent Free	Clubland	0.9
16	Radisson Blu	DH 1 5TA	Radisson Hotel Group	Hotel	0.9
17	Dunelm Ridge	DH 1 5GB	Whitbread	Family Pub Dining	0.9
18	Waiting Room	DH 1 4RB	Independent Free	Circuit Bar	1.0
19	Lane 7	DH 1 1SF	Lane 7	Restaurants	1.0
20	Formerly Radisson Blu	DH 1 5TL	Unknown	Hotel	1.0