

# Catchment Summary - Highwayman Inn Skegness



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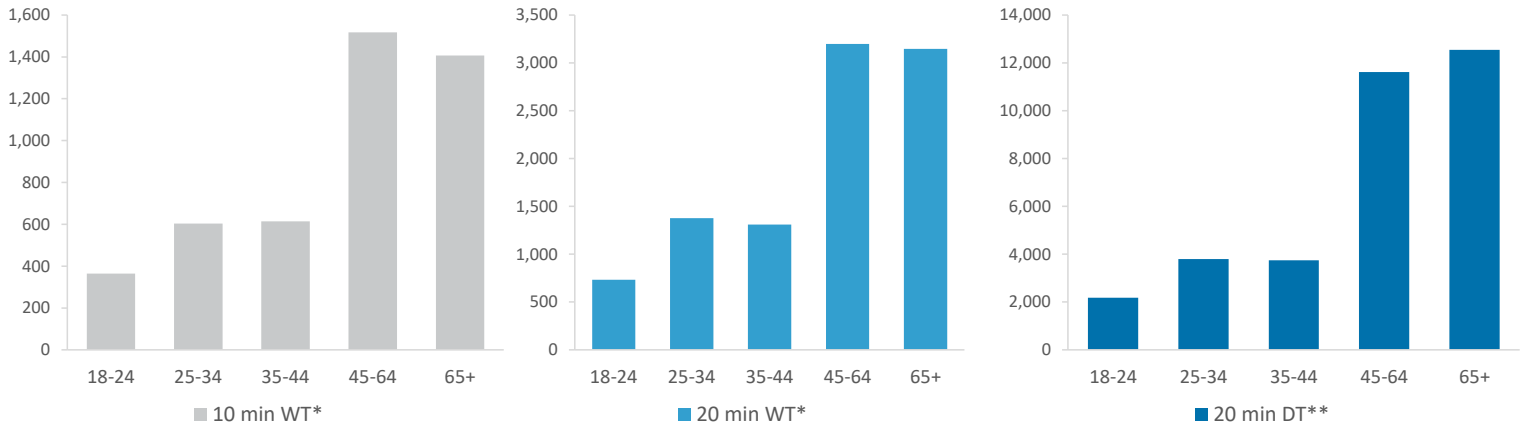
■ Over GB Average  
■ Around GB Average  
■ Under GB Average

\*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		5,838	12,210	41,043	110	84	11
Adults 18+		4,506	9,766	33,880	104	55	11
Competition Pubs		7	15	93	47	47	26
Adults 18+ per Competition Pub		644	651	364	78	79	44
% Adults Likely to Drink		80.8%	81.6%	81.8%	98	99	99
Affluence	Low	51.6%	35.9%	26.7%	201	140	104
	Medium	39.1%	54.5%	56.9%	99	139	145
	High	8.2%	8.2%	14.0%	24	24	42
Age Profile	18-24	364	733	2,179	77	74	65
	25-34	604	1,378	3,798	78	85	70
	35-44	614	1,311	3,741	82	83	71
	45-64	1,517	3,197	11,614	102	102	111
	65+	1,407	3,147	12,548	126	135	160

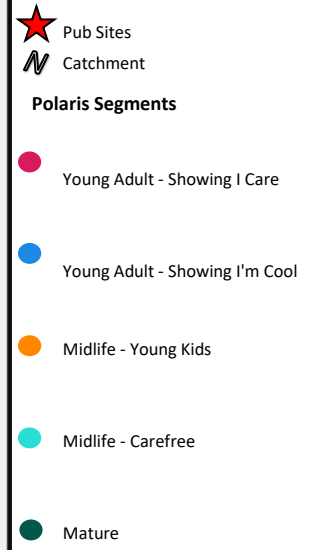
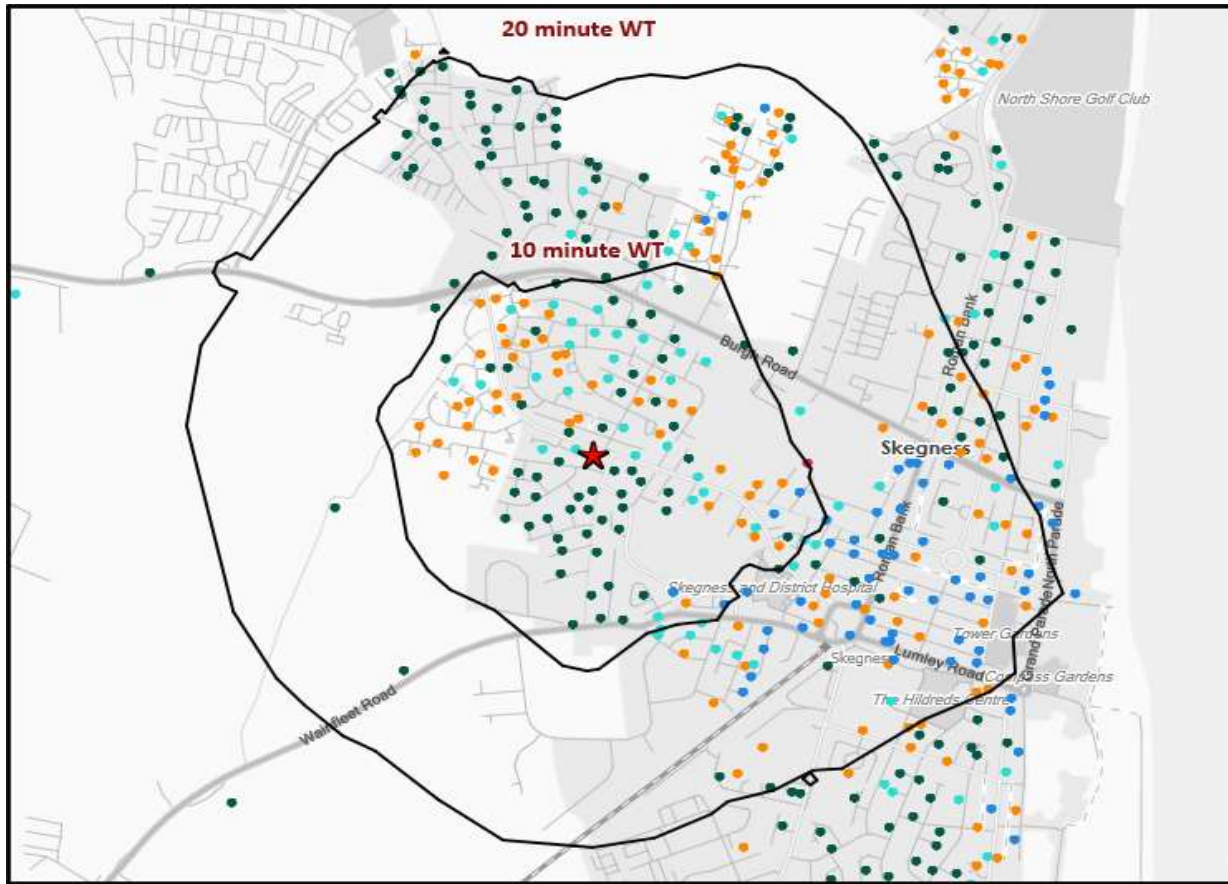
Population & Adults 18+ index is based on all pubs

\*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	2,813 (48%)	5,925 (49%)	20,014 (49%)	97	98	99
	Female	3,025 (52%)	6,285 (51%)	21,029 (51%)	103	102	101
Economic Status (16-74)	Employed: Full-time	1,183 (30%)	2,712 (32%)	8,756 (30%)	72	77	73
	Employed: Part-time	614 (15%)	1,256 (15%)	3,854 (13%)	119	114	103
	Self employed	239 (6%)	596 (7%)	3,035 (11%)	63	73	110
	Unemployed	143 (4%)	317 (4%)	715 (2%)	152	157	105
	Retired	770 (19%)	1,764 (21%)	7,002 (24%)	141	151	176
	Other	1,026 (26%)	1,856 (22%)	5,437 (19%)	131	111	96
Total Worker Count		1,565	7,350	23,389			

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	8	8	8	2	1	0
Young Adult - Showing I'm Cool	386	1,591	2,441	93	177	78
Midlife - Young Kids	1,682	3,362	6,380	119	110	60
Midlife - Carefree	1,003	1,698	7,059	106	83	99
Mature	1,373	2,967	17,181	109	109	181
<b>Not Private Households</b>	54	140	811	83	100	166
<b>Total</b>	4,506	9,766	33,880			

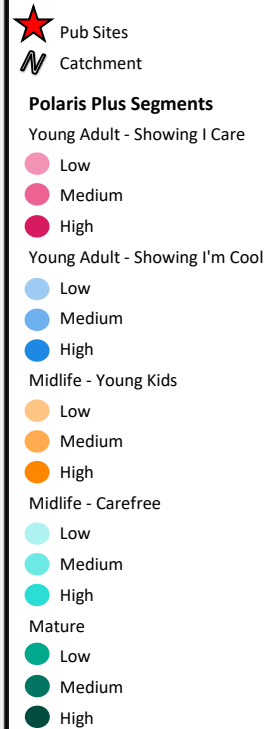
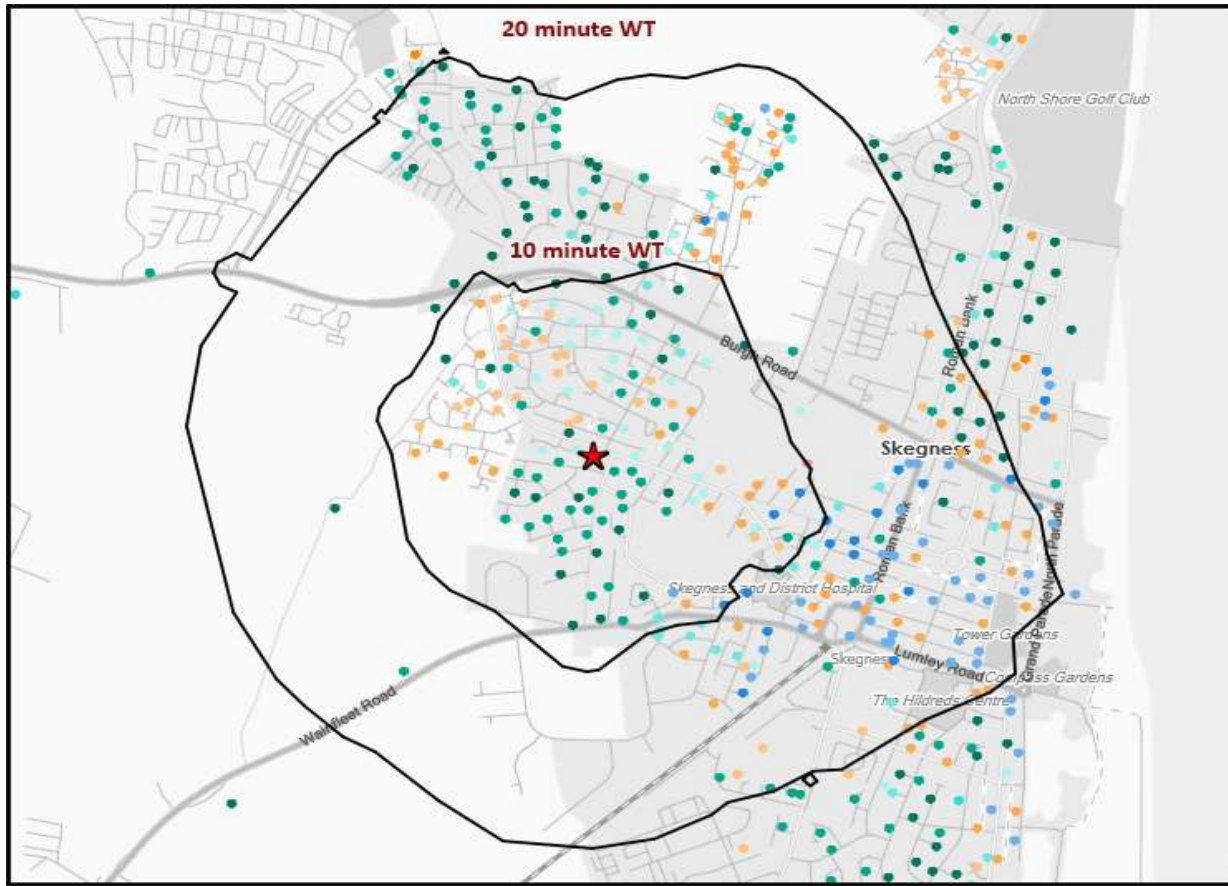
# Polaris Summary - Highwayman Inn Skegness



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★ 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**
<b>Young Adult - Showing I Care</b>						
Low	8	8	8	4	2	1
Medium	0	0	0	0	0	0
High	0	0	0	0	0	0
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	18	801	1,393	11	222	111
High	368	790	1,048	182	181	69
<b>Midlife - Young Kids</b>						
Low	768	959	2,304	153	88	61
Medium	914	2,396	3,988	136	164	79
High	0	7	88	0	1	5
<b>Midlife - Carefree</b>						
Low	839	907	1,789	548	273	155
Medium	164	791	1,976	54	121	87
High	0	0	3,294	0	0	89
<b>Mature</b>						
Low	708	1,629	4,935	265	281	245
Medium	665	1,338	11,932	117	108	278
High	0	0	314	0	0	10
<b>Not Private Households</b>	54	140	811	83	100	166

# Polaris Summary - Highwayman Inn Skegness

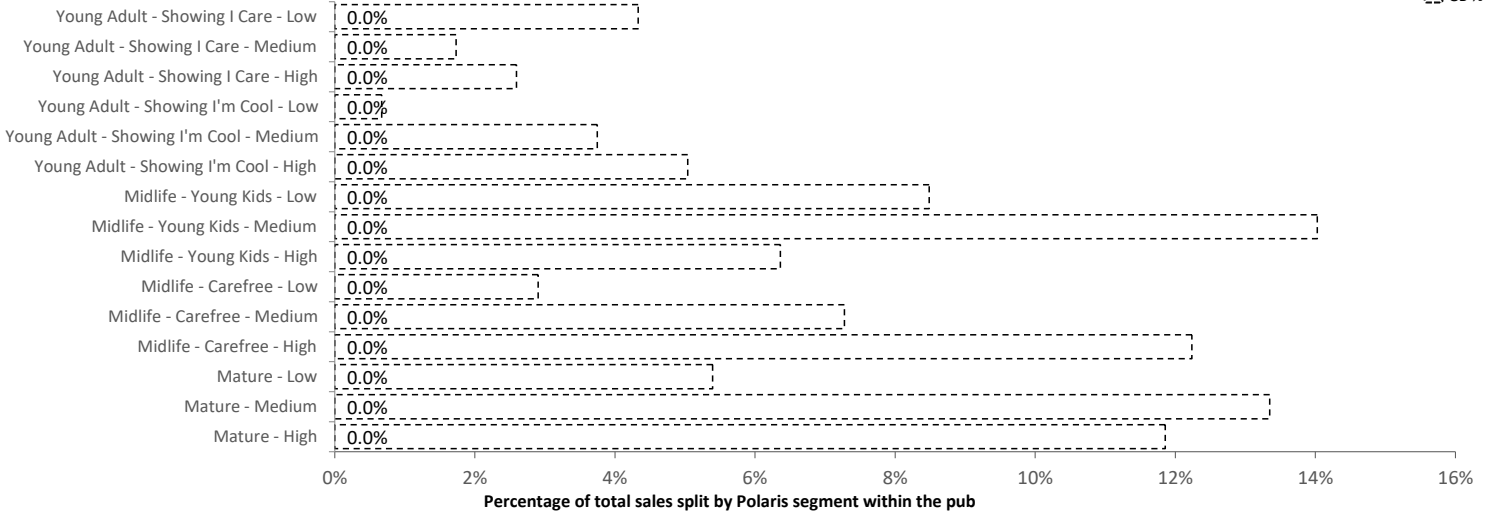


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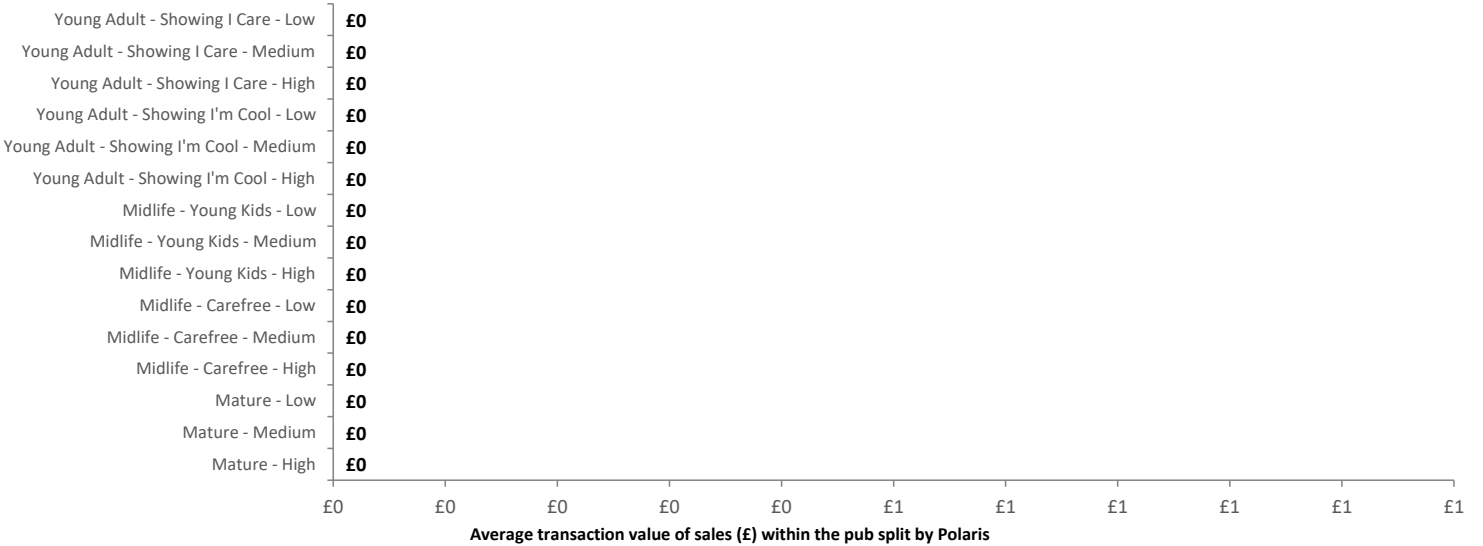


## Spend by Polaris

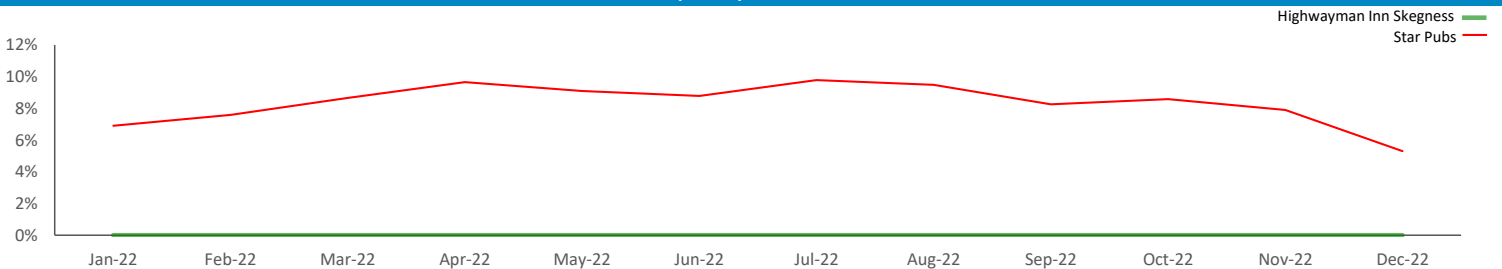
GB %



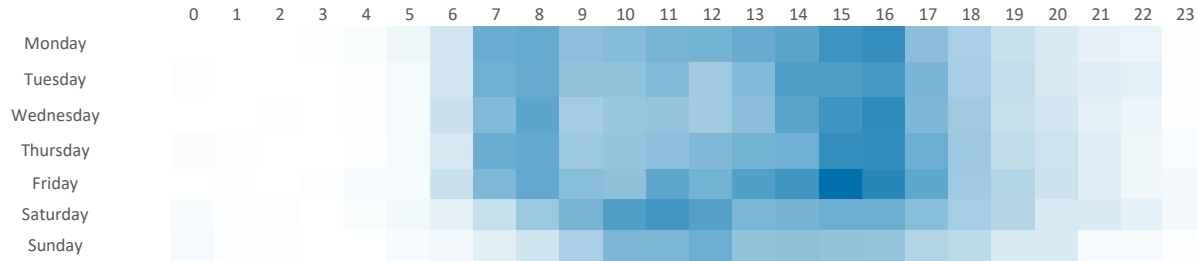
## Average Transaction Values (£) by Polaris



## Spend by Month

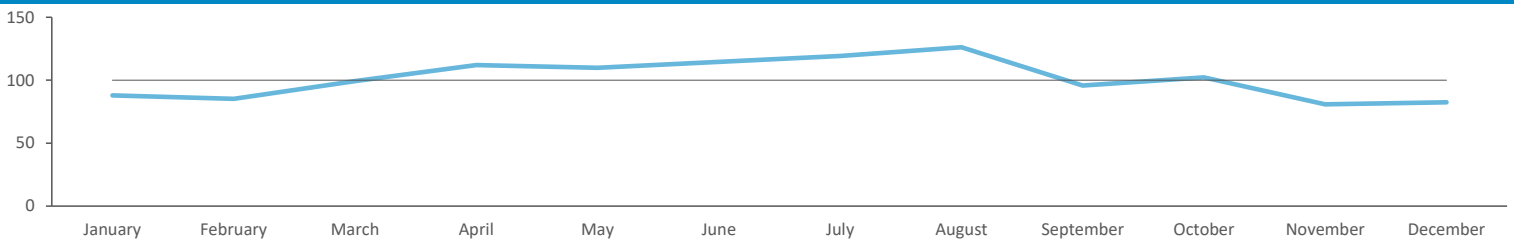


## Time of Day/Day of Week



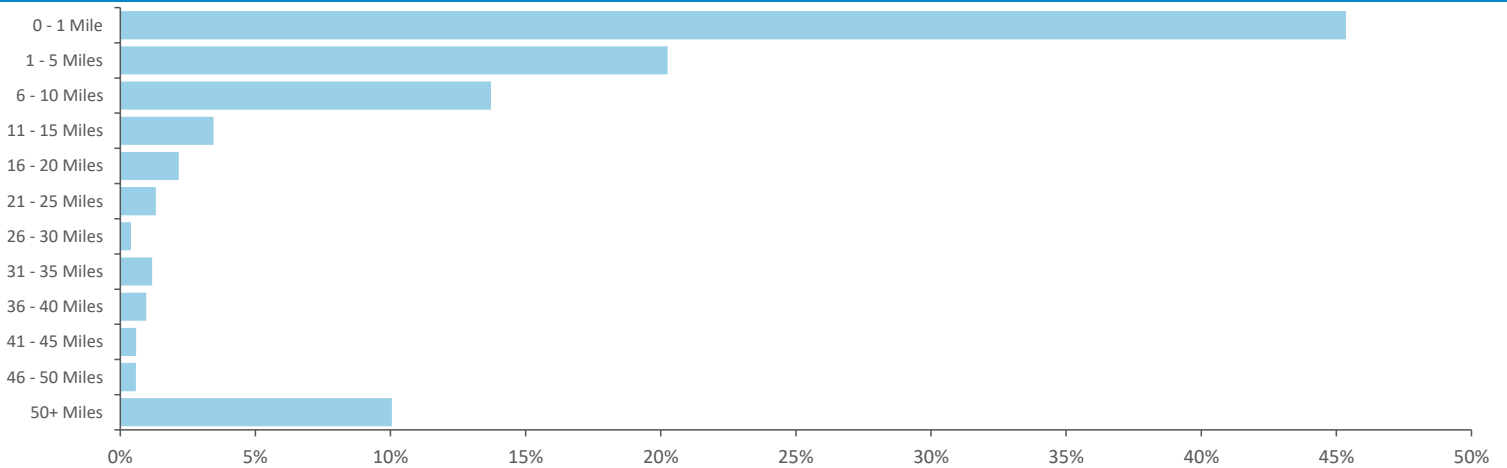
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



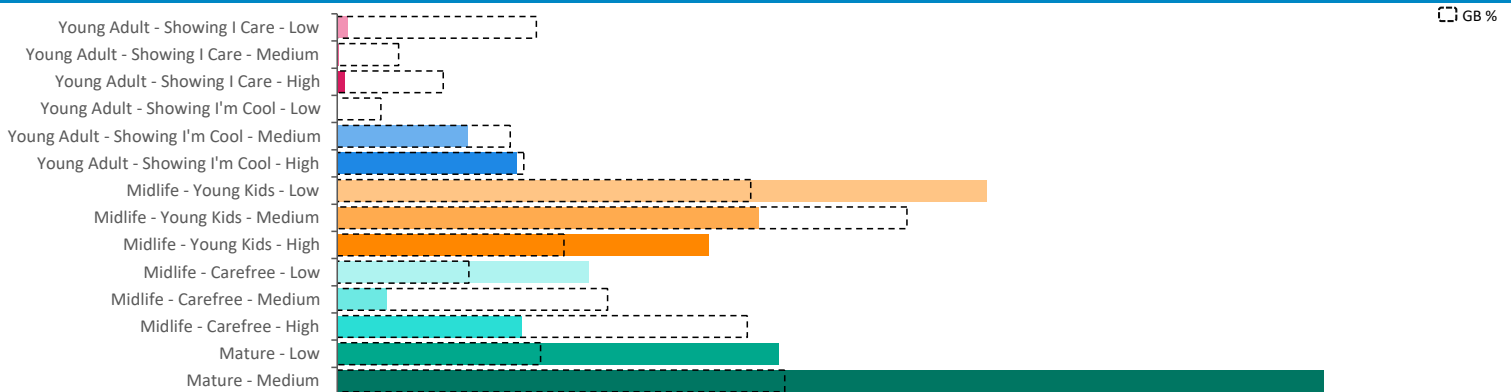
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## 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

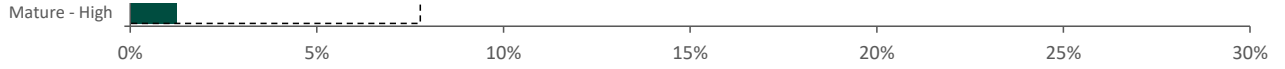


# Mobile Data Summary - Highwayman Inn Skegness



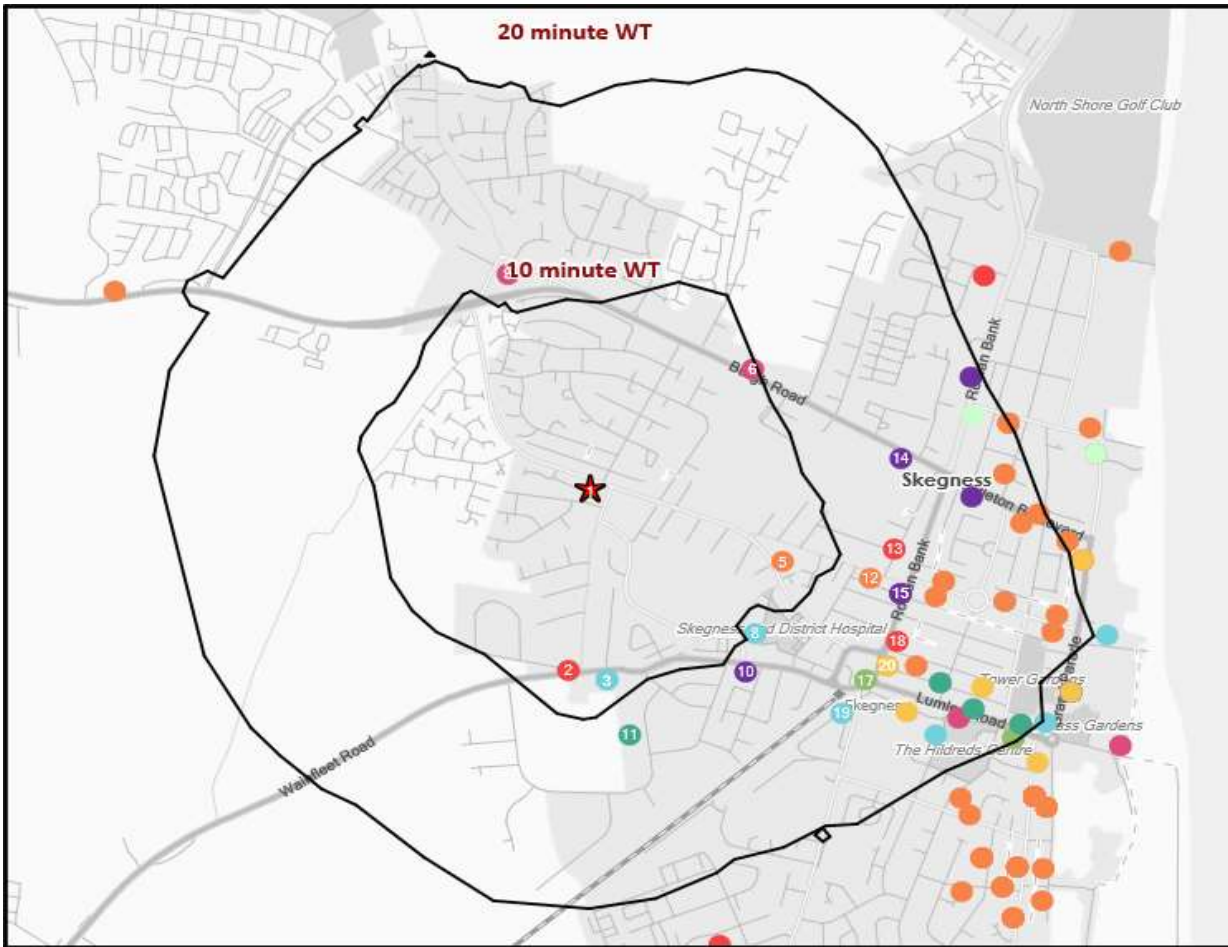
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## Time of Day/Day of Week



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	Highwayman Inn	PE25 2JF	Star Pubs & Bars	Community Pub	0.0
2	Taggs Caravan Park	PE25 2ER	Independent Free	Large Venue	0.4
3	Pavilion Skegness	PE25 2EL	Independent Free	Clubland	0.4
3	Skegness Indoor Bowling Club	PE25 2EL	Independent Free	Clubland	0.4
5	Premier Hotel	PE25 2EA	Independent Free	Hotel	0.4
6	Lilywhites Club	PE25 2RJ	Independent Free	Clubland	0.4
6	White Horse	PE25 2RJ	Marston's	Family Pub Dining	0.4
8	Railroad Club	PE25 3RN	Independent Free	Clubland	0.4
9	Welcome Inn	PE25 2LJ	Punch Pub Company	Family Pub Dining	0.5
10	Elysium	PE25 3RG	Independent Free	Restaurants	0.5
11	Pizza Hut	PE25 3ST	Pizza Hut UK Ltd	Casual Dining	0.5
12	Belmont Guest House	PE25 2DB	Independent Free	Hotel	0.5
13	Beachside Tavern	PE25 2QU	Independent Free	Large Venue	0.6
14	Rib Hut American Diner	PE25 2RA	Independent Free	Restaurants	0.6
15	Ghandi Restaurant	PE25 2SN	Independent Free	Restaurants	0.6
15	Saffron Indian Restaurant	PE25 2SN	Independent Free	Restaurants	0.6
17	Lumley	PE25 3QJ	Independent Free	Circuit Bar	0.6
18	Majestic Bingo	PE25 2SG	Majestic Bingo Ltd	Large Venue	0.6
19	Skegness Cricket Supporters Club	PE25 3PG	Independent Free	Clubland	0.6
20	Red Lion	PE25 2RU	Wetherspoons GB	Circuit Bar	0.6