

Catchment Summary - Schooner Morpeth



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

*WT= Walktime, **DT= Drivetime

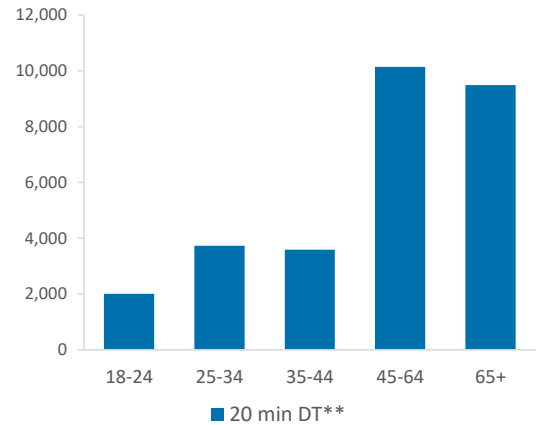
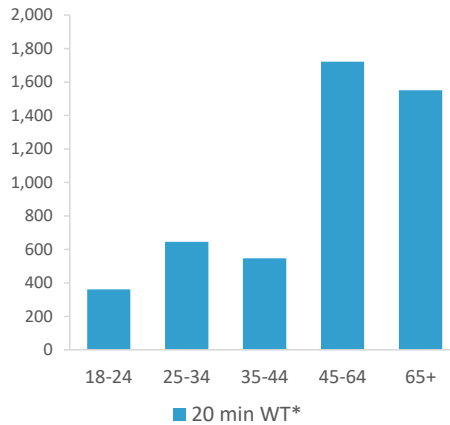
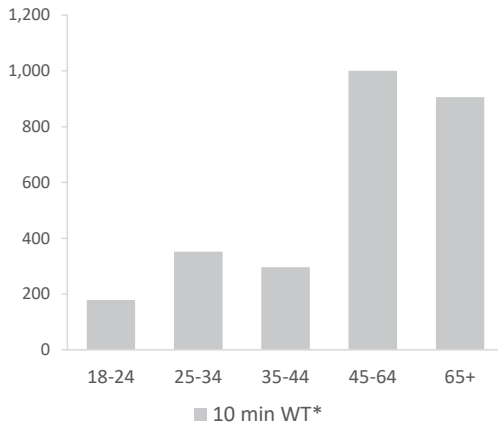
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,223	5,792	34,126	61	40	9
Adults 18+	2,733	4,825	28,962	63	27	10
Competition Pubs	8	13	65	53	41	18
Adults 18+ per Competition Pub	342	371	446	41	45	54
% Adults Likely to Drink	81.6%	81.8%	83.1%	99	99	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	36.2%	30.3%	21.6%	141	118	84
	Medium	55.6%	60.6%	36.6%	141	154	93
	High	5.0%	7.3%	35.4%	15	22	106

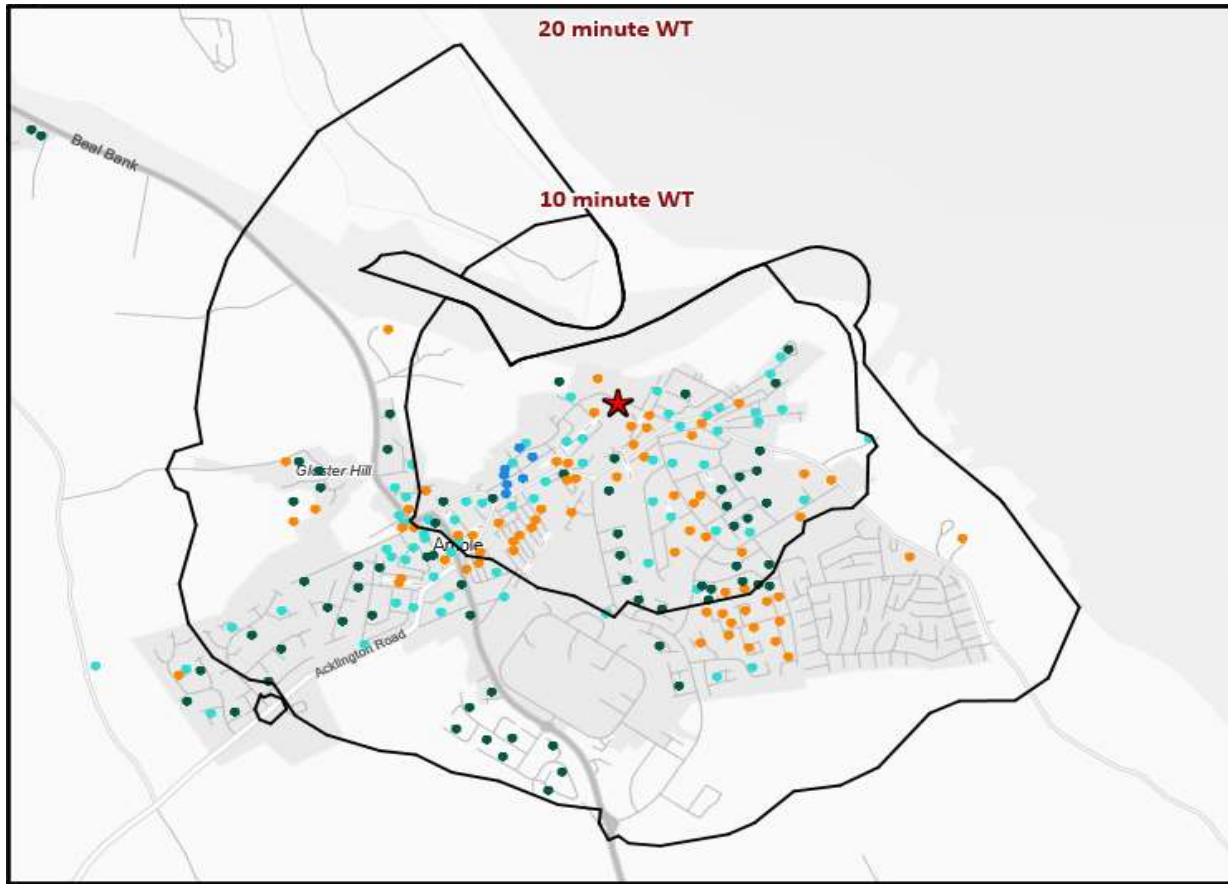
*Affluence does not include Not Private Households

Age Profile	18-24	179	362	2,008	68	77	73
	25-34	352	645	3,734	82	84	82
	35-44	296	547	3,587	71	73	82
	45-64	1,000	1,721	10,147	121	116	116
	65+	906	1,550	9,486	147	140	145



	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	1,556 (48%)	2,790 (48%)	17,117 (50%)	98	97	101
	Female	1,667 (52%)	3,002 (52%)	17,009 (50%)	102	103	99
Economic Status (16-74)	Employed: Full-time	859 (37%)	1,646 (39%)	9,941 (39%)	88	94	95
	Employed: Part-time	362 (15%)	649 (15%)	3,606 (14%)	119	119	110
	Self employed	180 (8%)	308 (7%)	2,224 (9%)	80	77	92
	Unemployed	78 (3%)	137 (3%)	575 (2%)	140	137	96
	Retired	498 (21%)	821 (20%)	5,046 (20%)	154	142	145
	Other	374 (16%)	648 (15%)	3,828 (15%)	81	78	77
Total Worker Count		1,157	1,949	11,474			

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	40	0	0	2
Young Adult - Showing I'm Cool	103	103	537	41	23	20
Midlife - Young Kids	1,163	1,608	7,148	135	106	79
Midlife - Carefree	902	1,538	7,022	157	152	115
Mature	478	1,489	12,396	63	110	153
Not Private Households	87	87	1,819	221	125	437
Total	2,733	4,825	28,962			

Polaris Summary - Schooner Morpeth

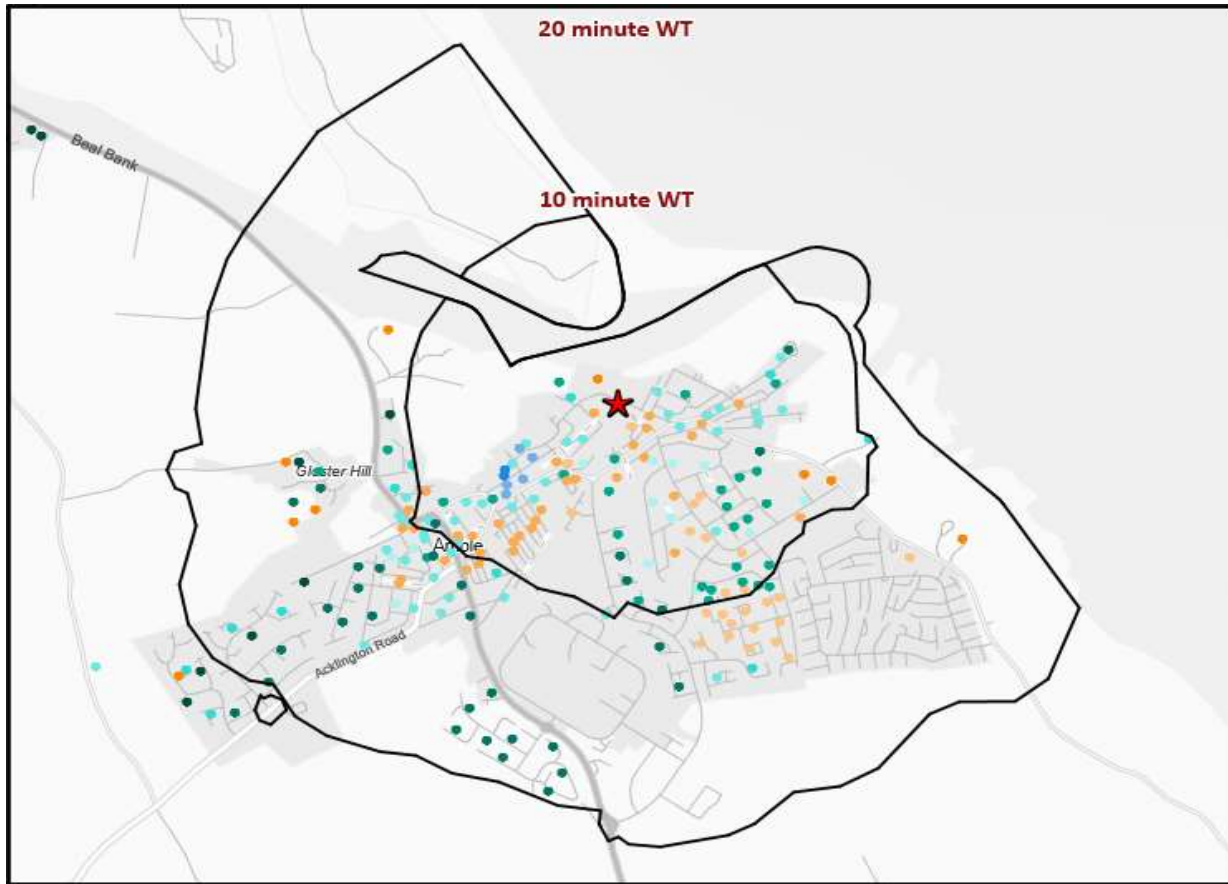


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20 minute WT





- 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	6	0	0	0
Medium	0	0	0	0	0	0
High	0	0	34	0	0	3
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	79	79	369	78	44	34
High	24	24	168	20	11	13
Midlife - Young Kids						
Low	343	670	2,373	113	125	74
Medium	770	885	3,374	189	123	78
High	50	53	1,401	34	20	90
Midlife - Carefree						
Low	301	398	1,927	324	243	196
Medium	537	924	2,457	293	285	126
High	64	216	2,638	21	41	83
Mature						
Low	344	393	1,962	212	137	114
Medium	134	1,036	4,410	39	170	120
High	0	60	6,024	0	13	222
Not Private Households	87	87	1,819	221	125	437

Polaris Summary - Schooner Morpeth



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Total	2,733	4,825	28,962
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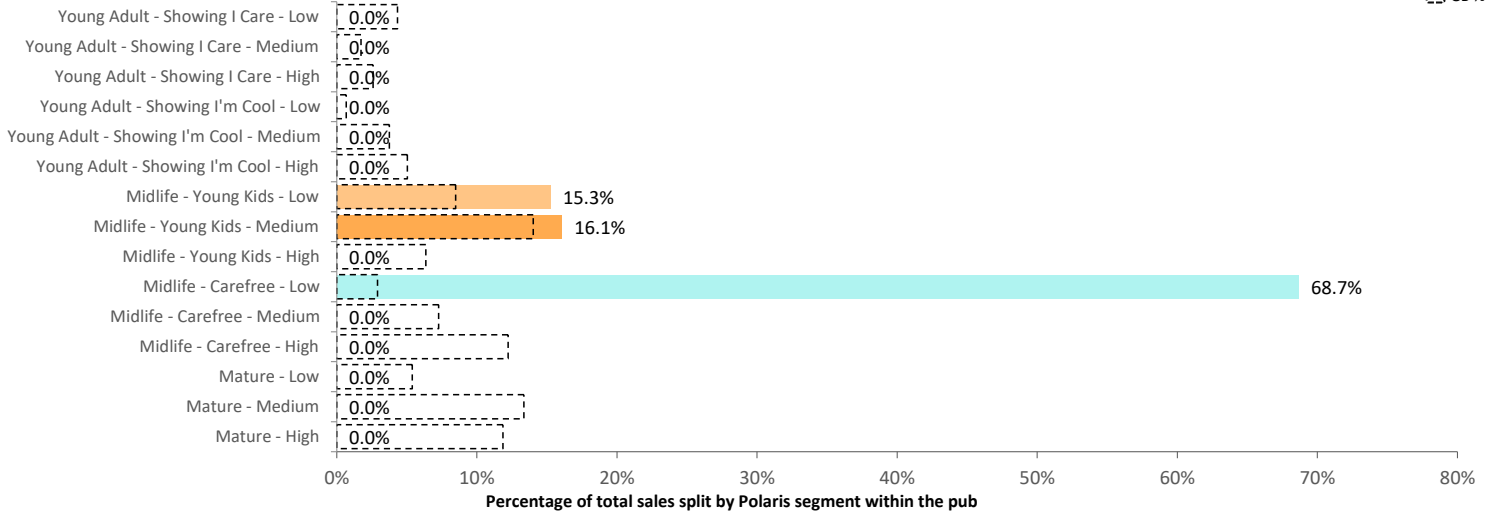
Transactional Data Summary - Schooner Morpeth



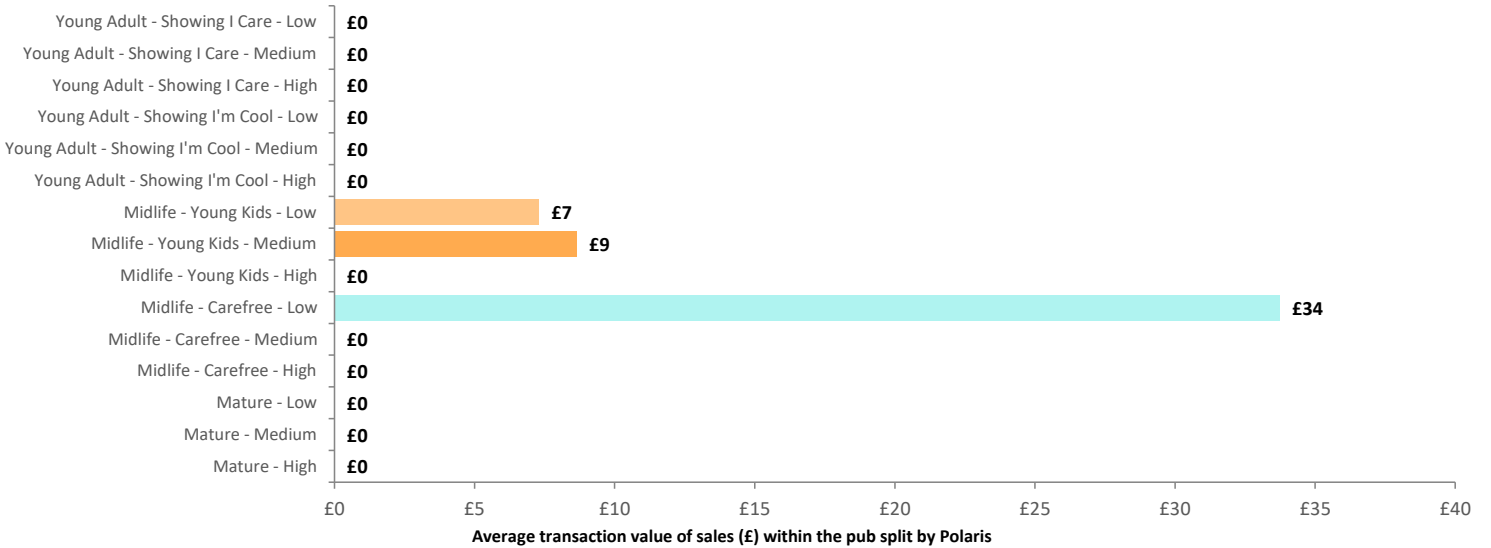
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Spend by Polaris

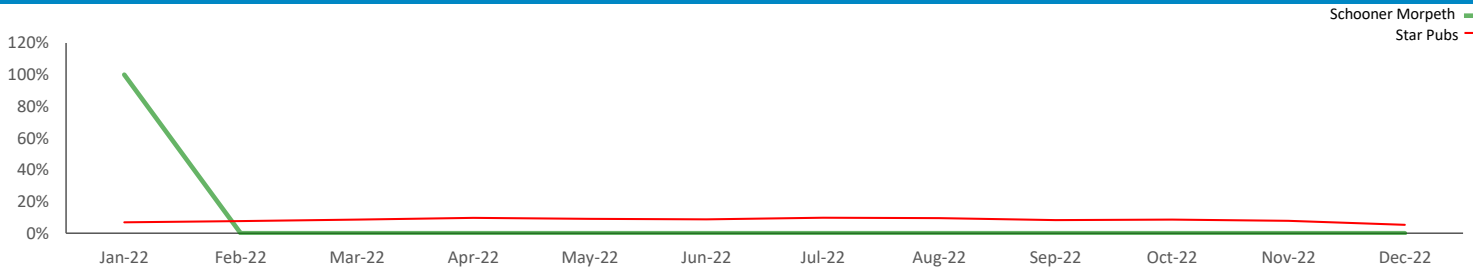
GB %



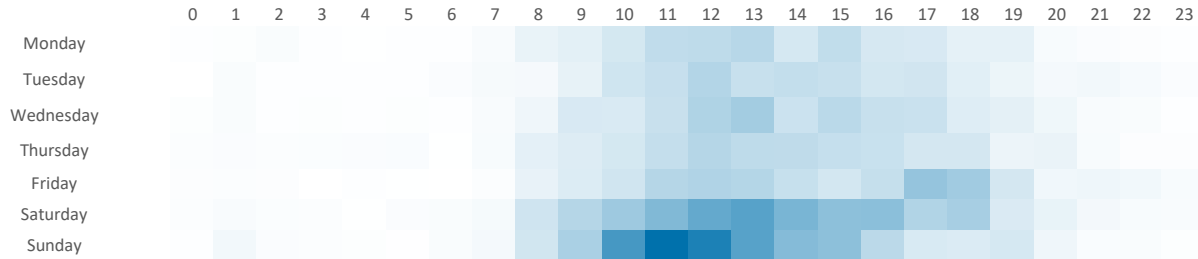
Average Transaction Values (£) by Polaris



Spend by Month

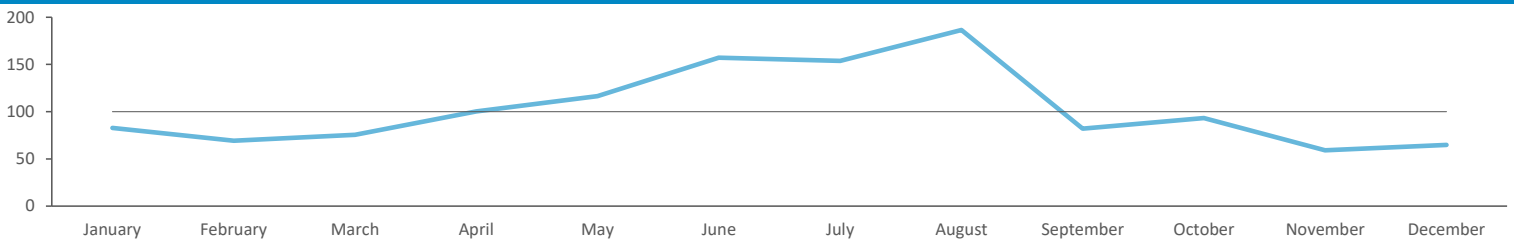


Time of Day/Day of Week



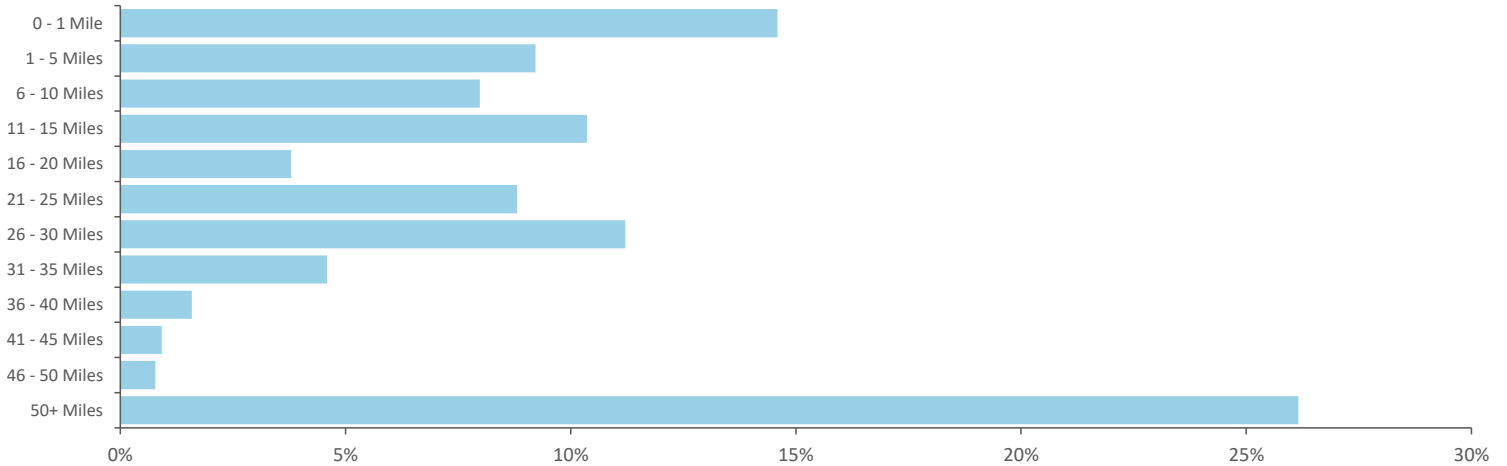
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



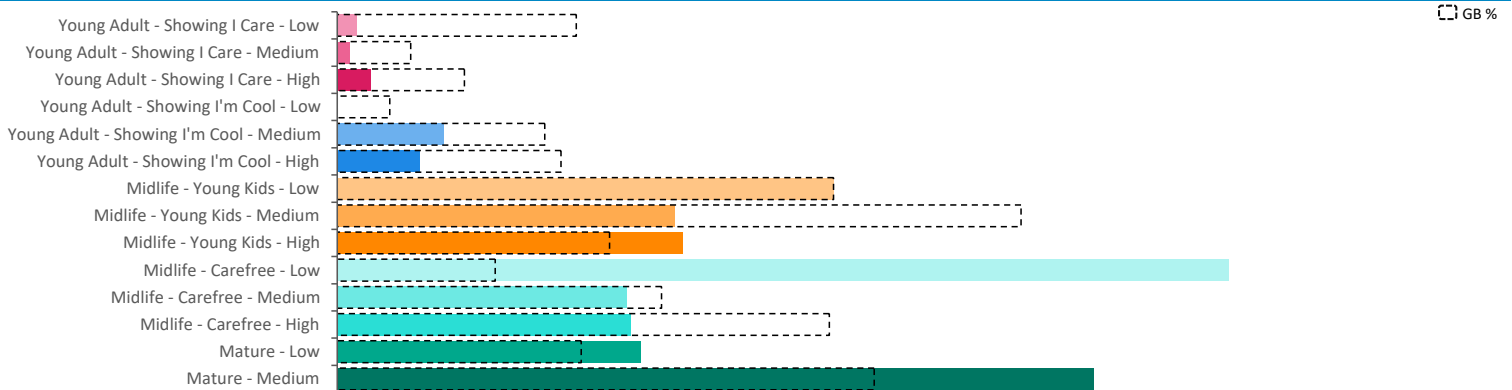
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Schooner Morpeth

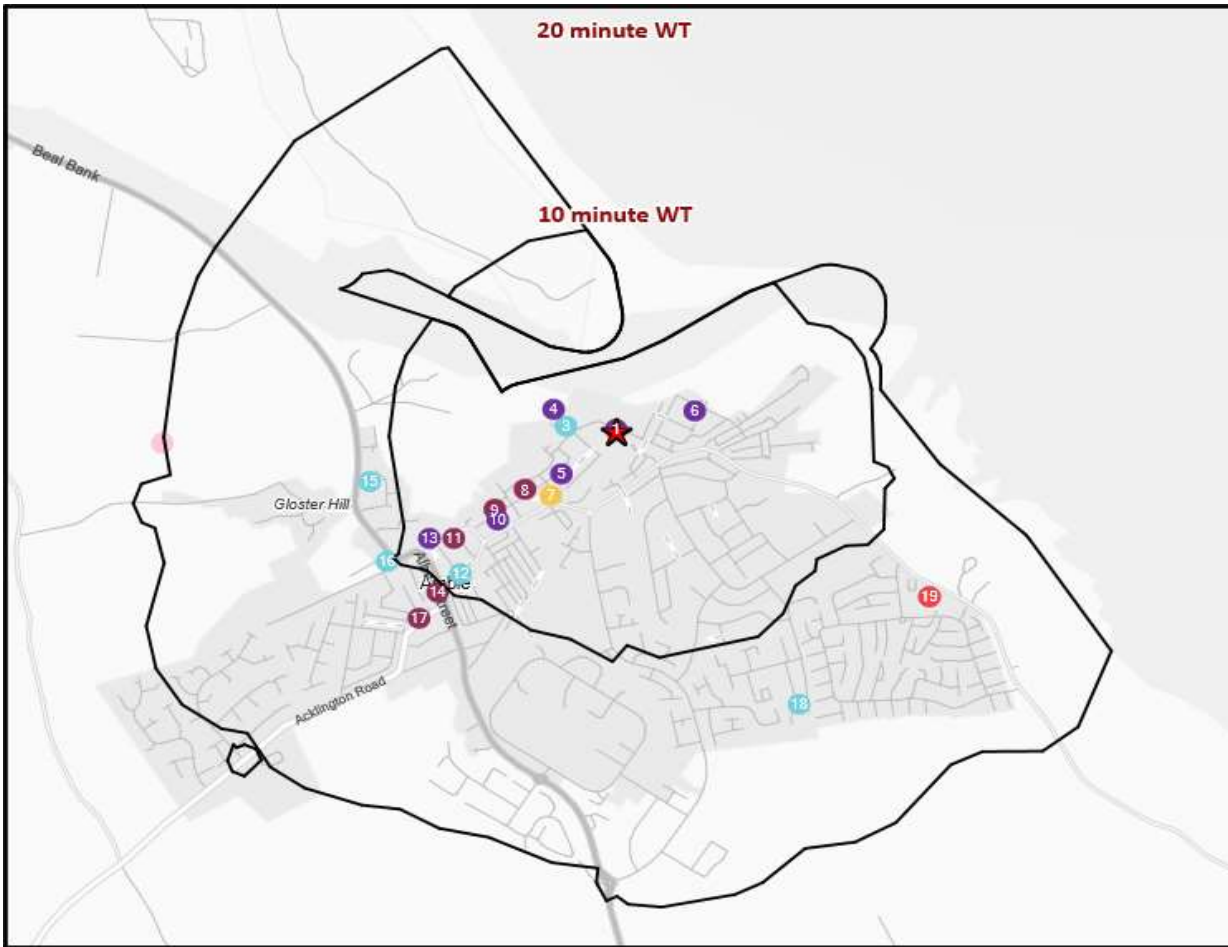


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Time of Day/Day of Week



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	Harbour Inn	NE65 0AA	Punch Pub Company	Community Pub	0.0
1	Old Boat House	NE65 0AA	Independent Free	Restaurants	0.0
3	Amble Coquet Street Club	NE65 0DJ	Independent Free	Clubland	0.1
4	Radcliffes	NE65 0FB	Independent Free	Restaurants	0.1
5	Fat Mermaid	NE65 0DQ	Independent Free	Restaurants	0.1
6	Fish Shack	NE65 0AP	Independent Free	Restaurants	0.1
7	Lounge Continental Bar	NE65 0DR	Independent Free	High Street Pub	0.2
8	Tavern	NE65 0DA	Independent Free	Premium Local	0.2
9	Dock Hotel	NE65 0BX	Independent Free	Premium Local	0.2
10	Taj Mahal	NE65 0BZ	Independent Free	Restaurants	0.2
11	Wellwood Arms	NE65 0LD	Punch Pub Company	Premium Local	0.3
12	Amble Club	NE65 0EA	Independent Free	Clubland	0.4
13	Rossini	NE65 0LE	Independent Free	Restaurants	0.4
14	Blue Bell Inn	NE65 0LU	Admiral Taverns Ltd	Premium Local	0.4
15	Coquet Yacht Club	NE65 0HH	Independent Free	Clubland	0.4
16	Warkworth Masonic Hall	NE65 0LN	Independent Free	Clubland	0.4
17	Masons Arms	NE65 0NH	Unknown	Premium Local	0.5
18	Radcliffe Workmens Club & Institute	NE65 0SQ	Independent Free	Clubland	0.6
19	Granary	NE65 0SD	Independent Free	Clubland	0.6
19	Amble Links Holiday Park	NE65 0SD	Independent Free	Large Venue	0.6