

# Catchment Summary - Marsh Harrier Southport



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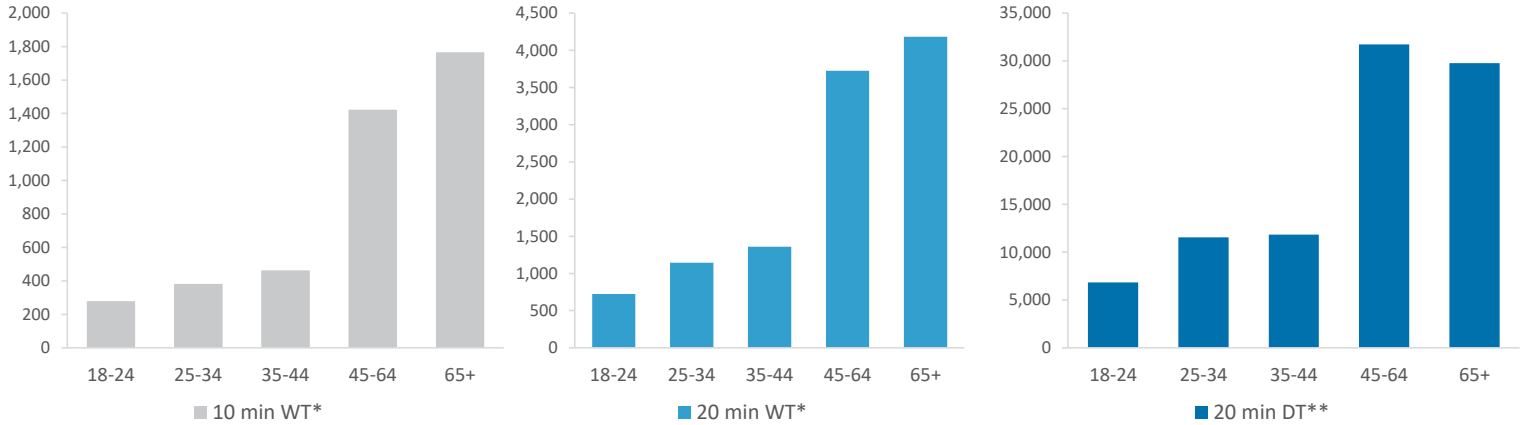
■ Over GB Average  
■ Around GB Average  
■ Under GB Average

\*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		5,100	13,486	112,721	96	93	30
Adults 18+		4,313	11,130	91,732	99	62	31
Competition Pubs		2	5	132	13	16	36
Adults 18+ per Competition Pub		2,157	2,226	695	261	270	84
% Adults Likely to Drink		83.8%	83.7%	84.0%	102	102	102
Affluence	Low	33.4%	26.2%	16.8%	130	102	66
	Medium	61.4%	67.6%	58.2%	156	172	148
	High	5.1%	5.0%	22.2%	15	15	66
Age Profile	18-24	279	725	6,838	67	66	75
	25-34	382	1,143	11,549	56	64	77
	35-44	463	1,359	11,848	71	78	82
	45-64	1,423	3,723	31,735	109	108	110
	65+	1,766	4,180	29,762	181	162	138

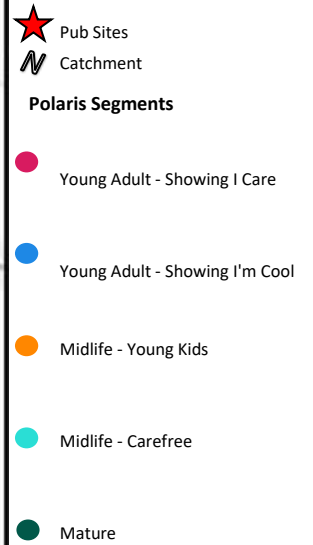
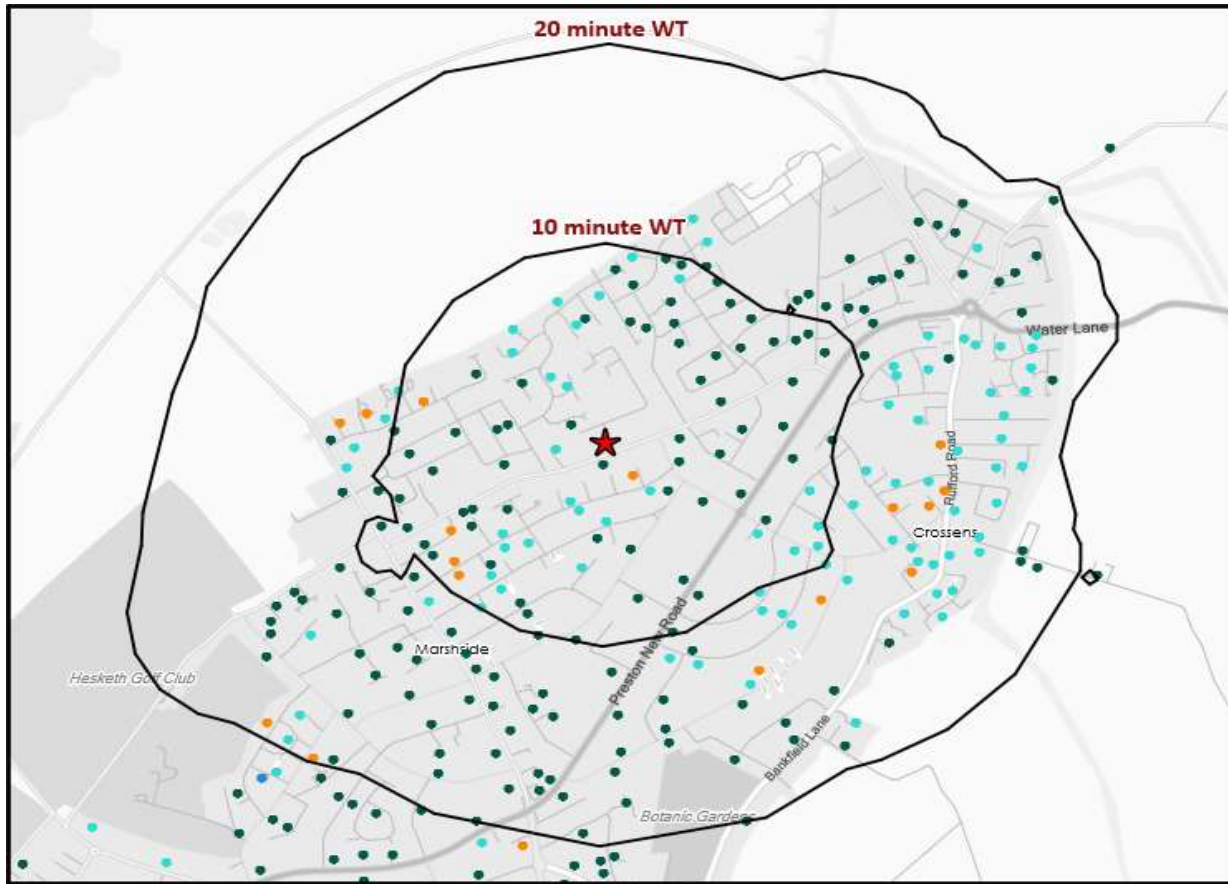
Population & Adults 18+ index is based on all pubs

\*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	2,382 (47%)	6,324 (47%)	54,557 (48%)	94	95	98
	Female	2,718 (53%)	7,162 (53%)	58,164 (52%)	105	105	102
Economic Status (16-74)	Employed: Full-time	1,258 (35%)	3,320 (36%)	30,511 (38%)	85	86	93
	Employed: Part-time	570 (16%)	1,467 (16%)	11,813 (15%)	123	121	115
	Self employed	316 (9%)	817 (9%)	8,480 (11%)	93	92	112
	Unemployed	46 (1%)	161 (2%)	1,573 (2%)	54	73	84
	Retired	896 (25%)	2,146 (23%)	14,545 (18%)	182	167	133
	Other	483 (14%)	1,414 (15%)	12,351 (16%)	69	77	79
Total Worker Count		1,177	2,851	50,310			

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	433	0	0	5
Young Adult - Showing I'm Cool	0	18	7,382	0	2	87
Midlife - Young Kids	197	710	11,070	15	20	38
Midlife - Carefree	1,258	3,858	25,680	139	165	133
Mature	2,858	6,413	44,655	237	206	174
<b>Not Private Households</b>	0	131	2,512	0	82	190
<b>Total</b>	4,313	11,130	91,732			

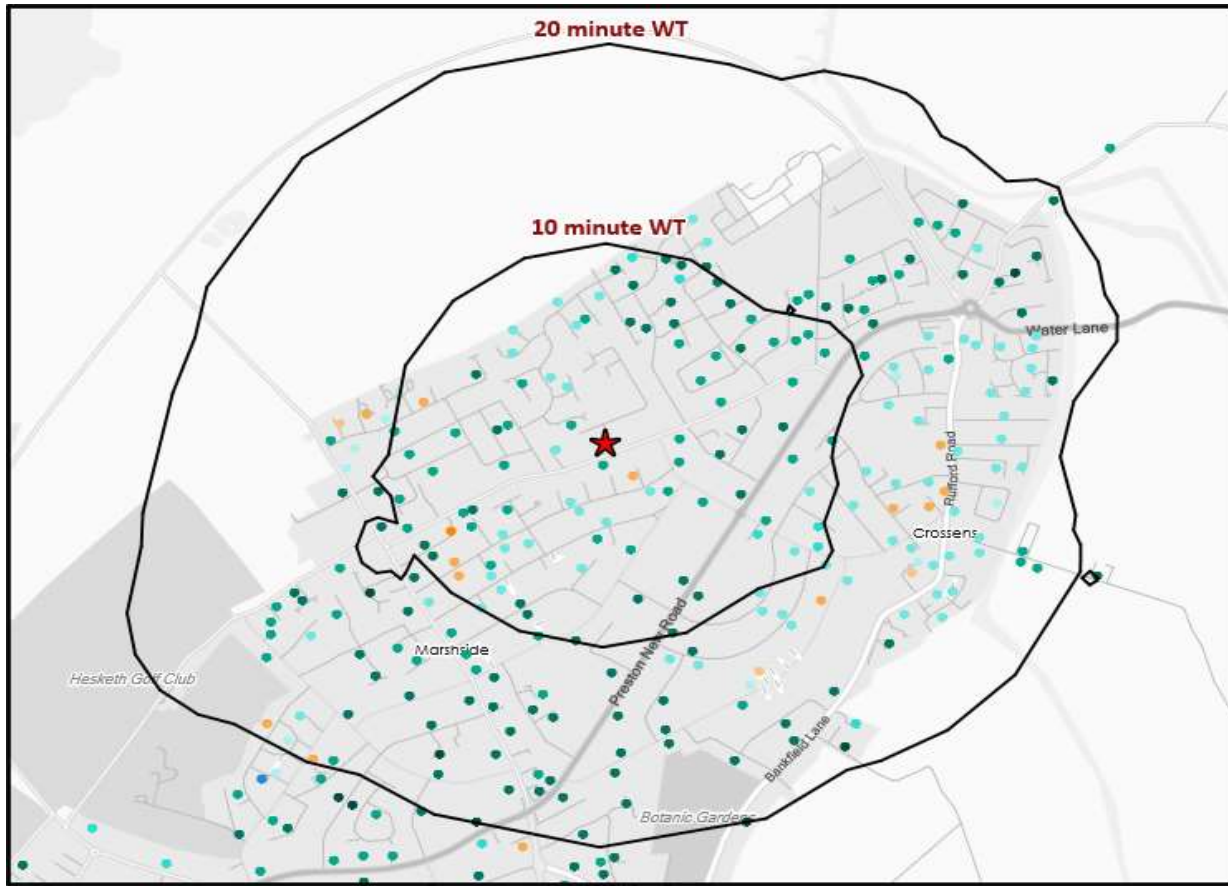
# Polaris Summary - Marsh Harrier Southport



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Data Source © 2020 TomTom

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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	152	0	0	4
Medium	0	0	0	0	0	0
High	0	0	281	0	0	9
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	5,647	0	0	166
High	0	18	1,735	0	4	42
<b>Midlife - Young Kids</b>						
Low	0	107	1,190	0	9	12
Medium	186	592	7,410	29	36	54
High	11	11	2,470	5	2	50
<b>Midlife - Carefree</b>						
Low	0	462	1,445	0	122	46
Medium	1,047	3,083	17,373	361	412	282
High	211	313	6,862	45	26	68
<b>Mature</b>						
Low	1,441	2,352	12,654	563	356	232
Medium	1,417	3,844	22,972	260	273	198
High	0	217	9,029	0	21	105
<b>Not Private Households</b>	0	131	2,512	0	82	190

# Polaris Summary - Marsh Harrier Southport

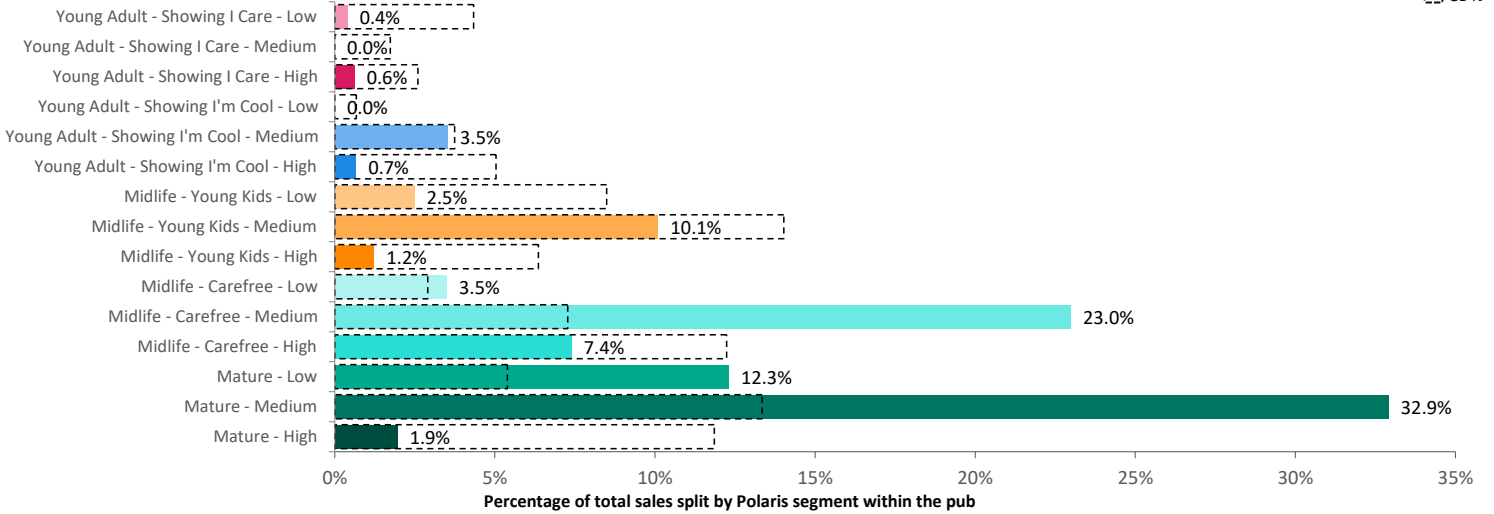


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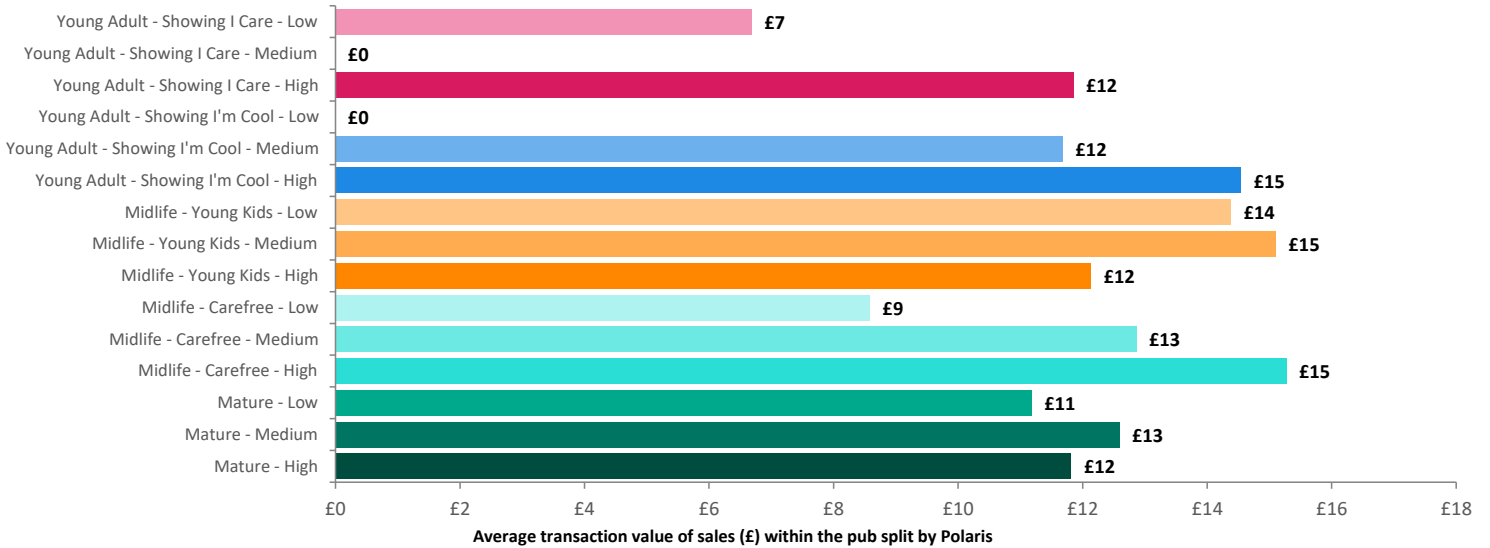


Spend by Polaris

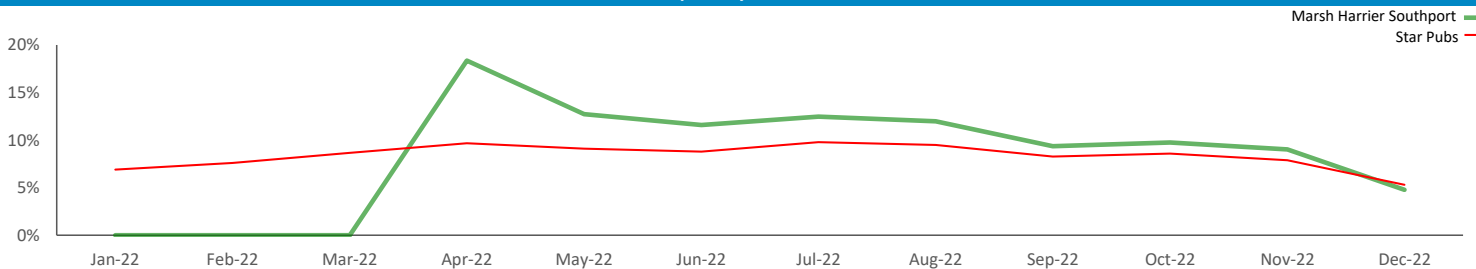
GB %



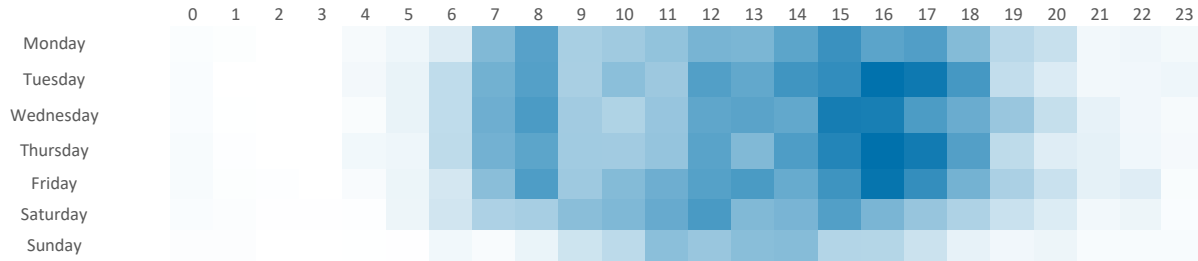
Average Transaction Values (£) by Polaris



Spend by Month

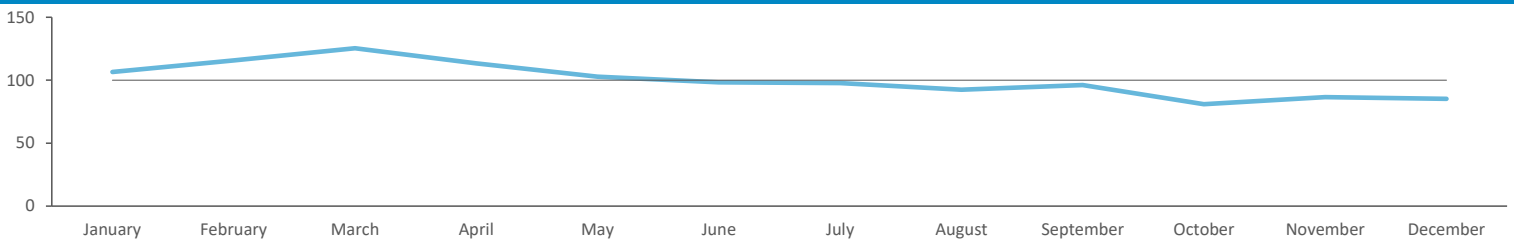


### Time of Day/Day of Week



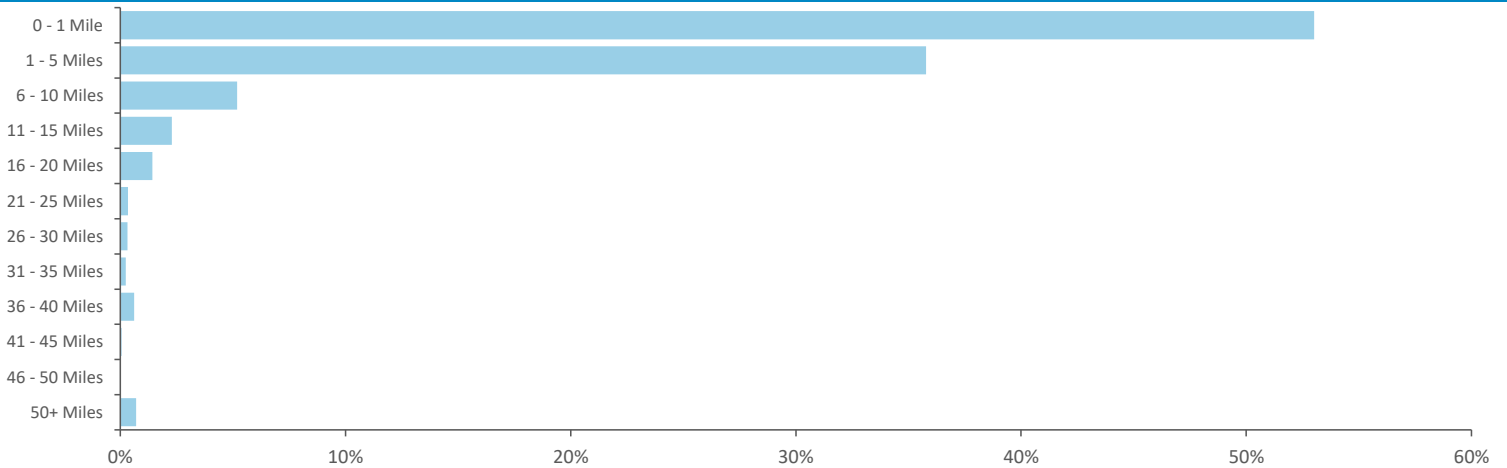
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month



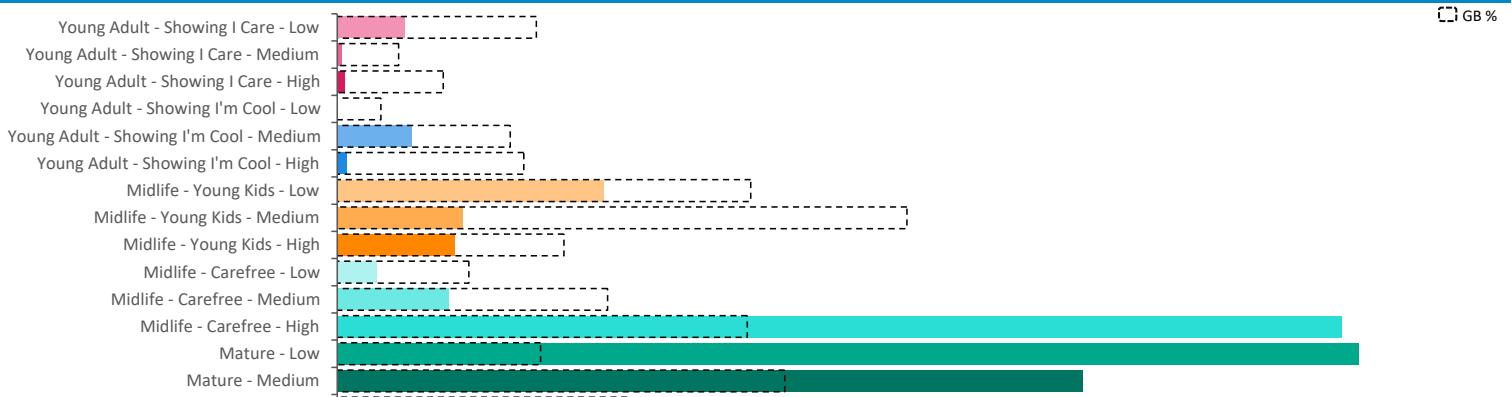
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### 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

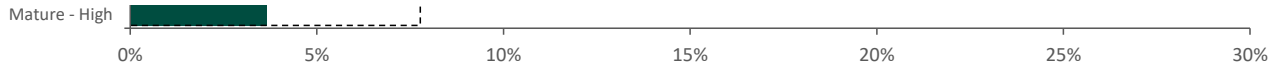


# Mobile Data Summary - Marsh Harrier Southport



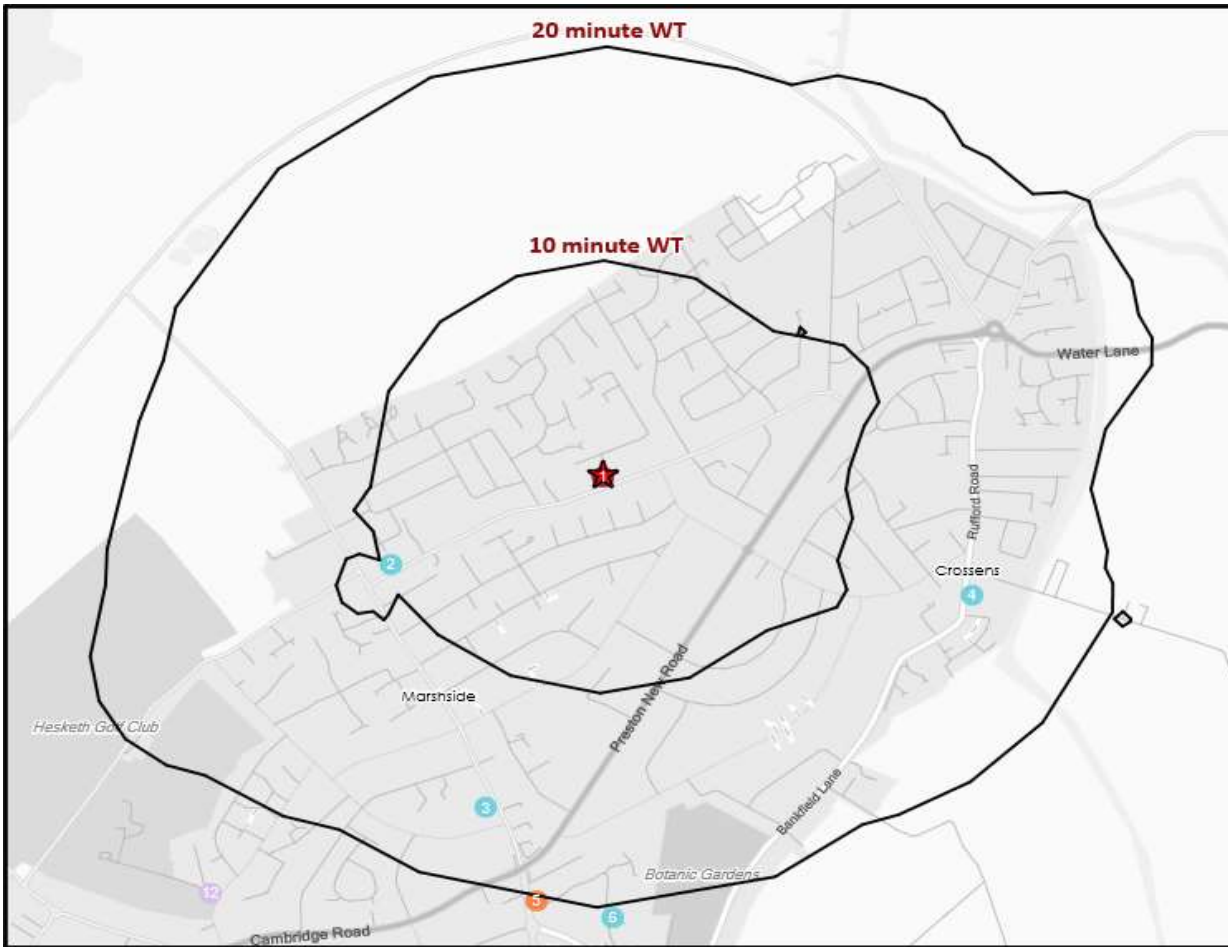
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## Time of Day/Day of Week



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	Shrimper	PR 9 9XP	Star Pubs & Bars	Premium Local	0.0
2	Fleetwood Hesketh Sports & Social Club	PR 9 9XH	Independent Free	Clubland	0.4
3	St Patricks Parish	PR 9 9TJ	Independent Free	Clubland	0.6
4	St Patricks Social Club	PR 9 8LF	Independent Free	Clubland	0.6
5	Peaky Blinders	PR 9 7JZ	Independent Free	Hotel	0.7
6	Churchtown Conservative Club	PR 9 7NN	Independent Free	Clubland	0.8
7	Hesketh Arms	PR 9 7NA	Mitchells & Butlers	Family Pub Dining	0.8
8	Bold Arms	PR 9 7NE	Greene King	Premium Local	0.9
8	Settle Inn	PR 9 7NE	Independent Free	ABOS	0.9
8	Langs	PR 9 7NE	Independent Free	High Street Pub	0.9
8	Remedy	PR 9 7NE	Independent Free	High Street Pub	0.9
12	Hesketh Golf Club	PR 9 9QQ	Independent Free	Sports Clubs	1.0
13	Meols Hall	PR 9 7LY	Independent Free	Large Venue	1.0
14	North Meols Lawn Tennis Club	PR 9 7PF	Independent Free	Clubland	1.2