

# Catchment Summary - Cumberland Arms Bishop Auckland

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

\*WT= Walktime, \*\*DT= Drivetime

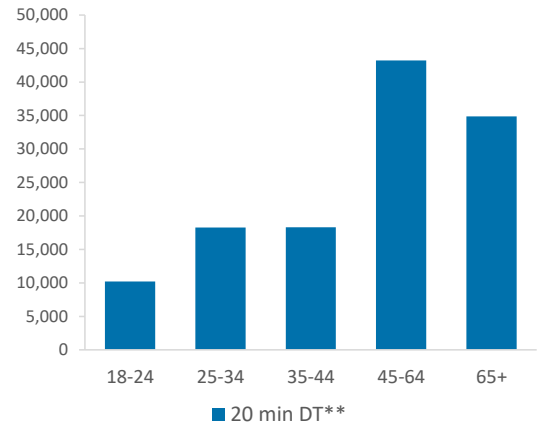
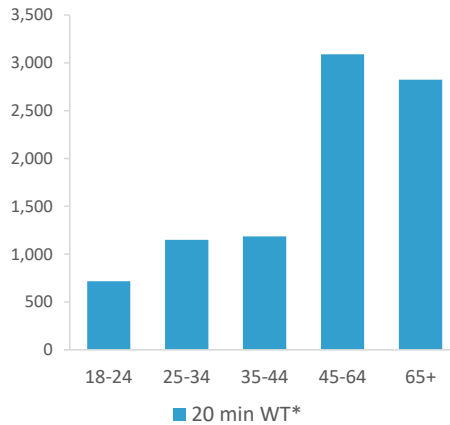
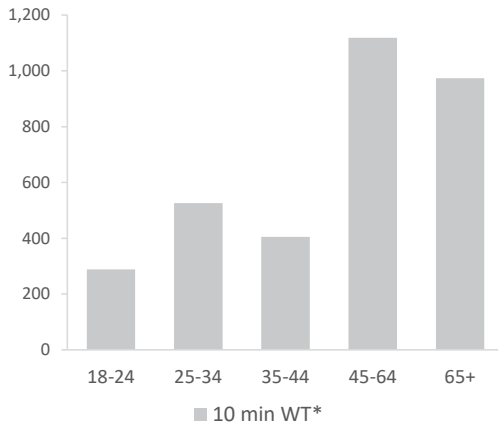
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,980	11,023	156,641	75	76	41
Adults 18+	3,312	8,967	124,903	76	50	42
Competition Pubs	17	25	197	113	78	54
Adults 18+ per Competition Pub	195	359	634	24	43	77
% Adults Likely to Drink	81.9%	82.4%	81.9%	99	100	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	11.2%	19.9%	31.8%	44	78	124
	Medium	70.3%	62.3%	48.3%	179	158	123
	High	14.1%	14.7%	18.3%	42	44	55

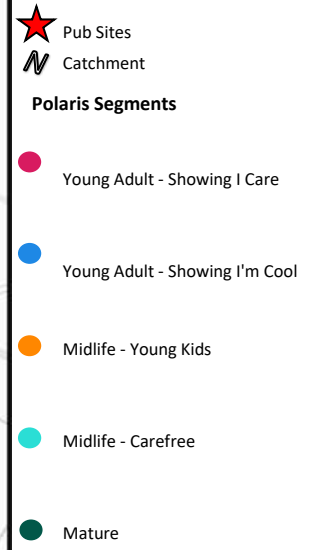
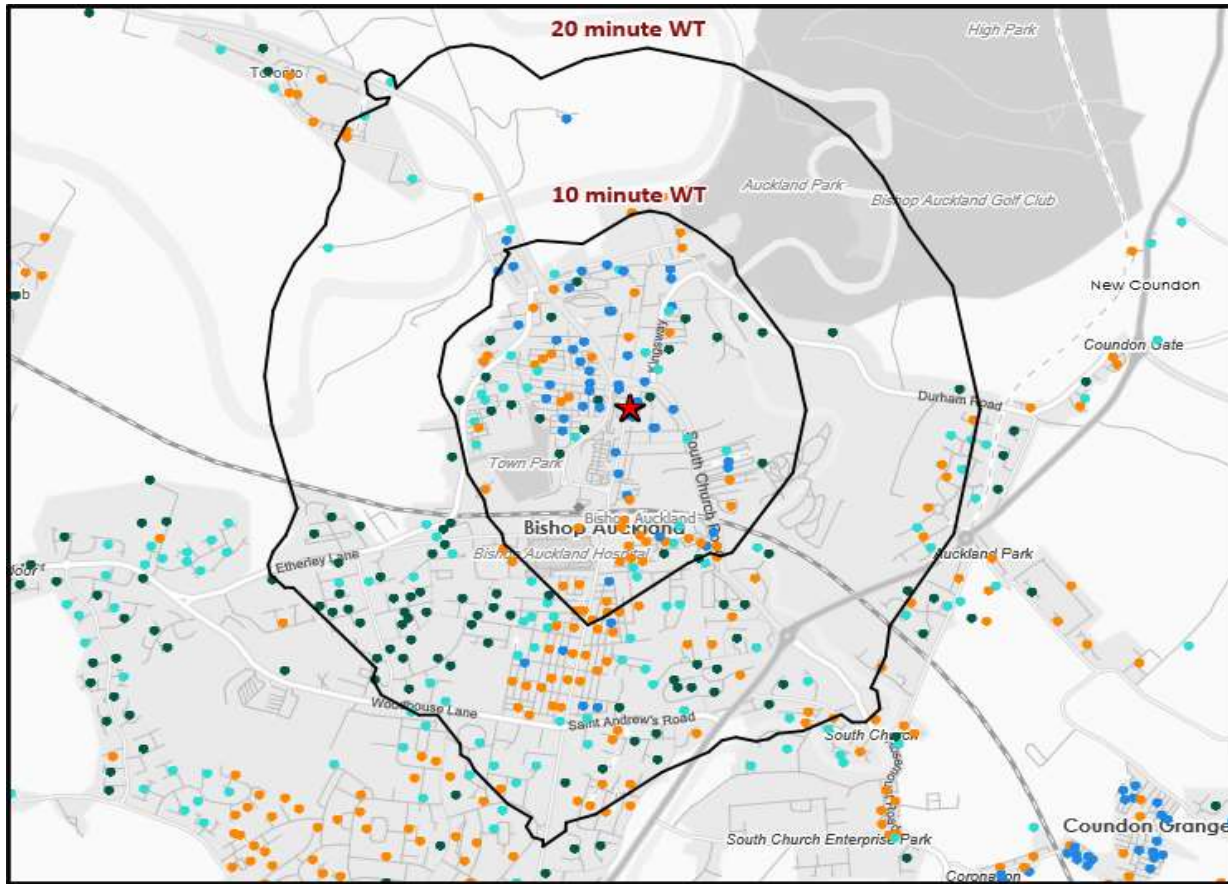
\*Affluence does not include Not Private Households

Age Profile	18-24	288	716	10,222	89	80	80
	25-34	526	1,151	18,283	99	79	88
	35-44	405	1,185	18,317	79	84	91
	45-64	1,119	3,091	43,213	110	110	108
	65+	974	2,824	34,868	128	134	116



	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	1,936 (49%)	5,342 (48%)	76,805 (49%)	98	98	99
	Female	2,044 (51%)	5,681 (52%)	79,836 (51%)	102	102	101
Economic Status (16-74)							
	Employed: Full-time	1,185 (41%)	3,158 (40%)	46,694 (41%)	99	97	100
	Employed: Part-time	409 (14%)	1,088 (14%)	15,174 (13%)	109	107	104
	Self employed	216 (8%)	560 (7%)	7,634 (7%)	79	75	71
	Unemployed	90 (3%)	211 (3%)	2,950 (3%)	132	114	110
	Retired	460 (16%)	1,514 (19%)	20,177 (18%)	116	141	130
	Other	518 (18%)	1,283 (16%)	20,205 (18%)	91	83	91
Total Worker Count		5,465	8,860	71,864			

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	2	0	0	0
Young Adult - Showing I'm Cool	1,106	1,267	7,008	363	154	61
Midlife - Young Kids	1,007	3,102	57,685	97	110	147
Midlife - Carefree	580	2,029	27,192	83	108	103
Mature	472	2,294	30,973	51	91	89
<b>Not Private Households</b>	147	275	2,043	309	213	114
<b>Total</b>	3,312	8,967	124,903			

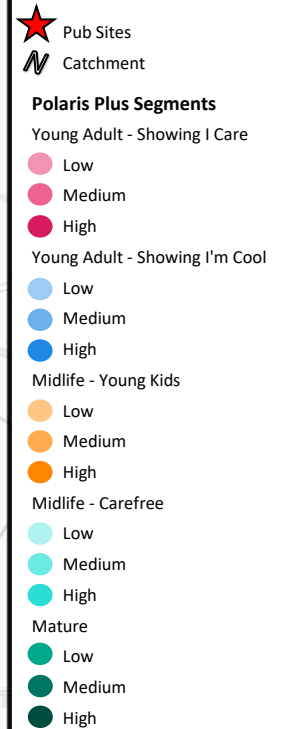
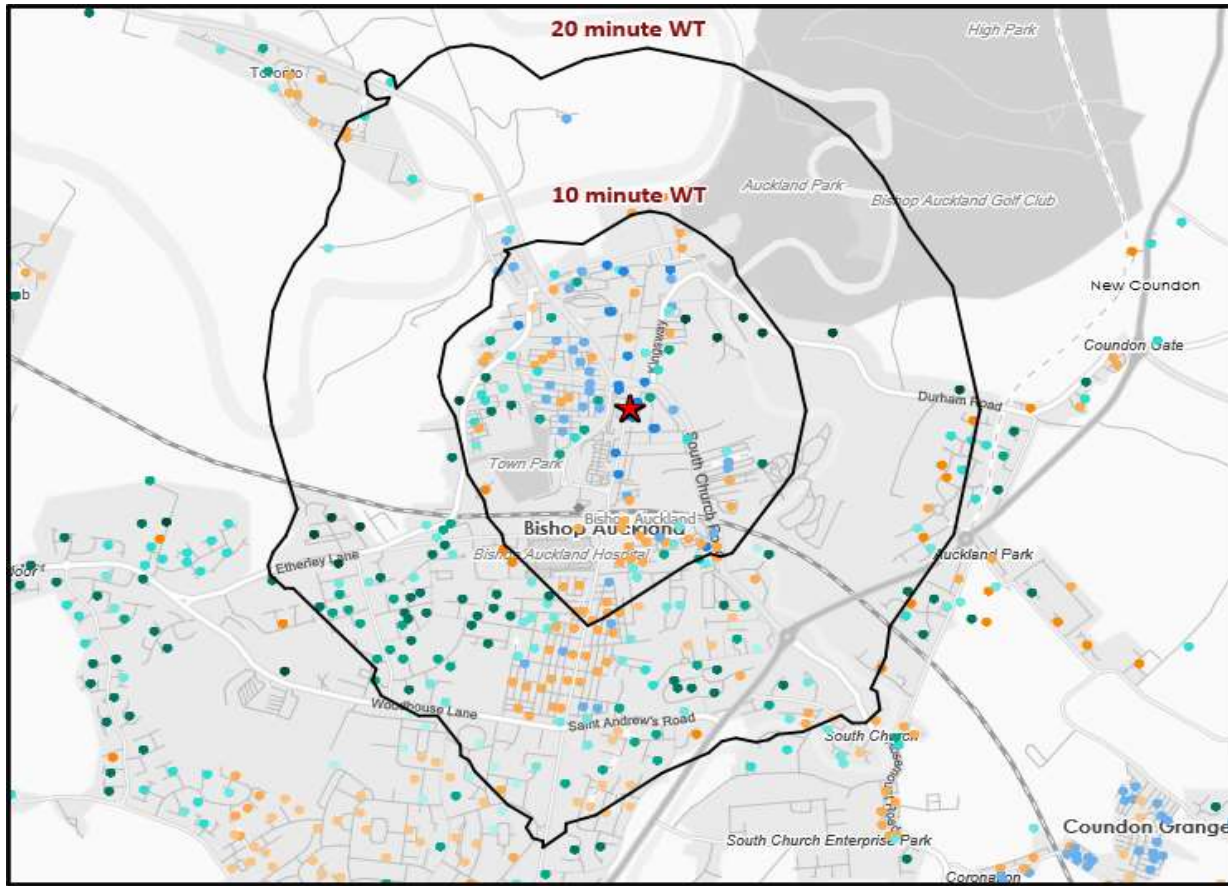
# Polaris Summary - Cumberland Arms Bishop Auckland



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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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	0	0	0	0
Medium	0	0	0	0	0	0
High	0	0	2	0	0	0
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	968	1,129	6,384	790	340	138
High	138	138	624	93	34	11
<b>Midlife - Young Kids</b>						
Low	31	500	22,873	8	50	165
Medium	969	2,241	26,252	196	168	141
High	7	361	8,560	4	75	127
<b>Midlife - Carefree</b>						
Low	0	231	9,413	0	76	222
Medium	311	1,329	10,329	140	221	123
High	269	469	7,450	74	48	55
<b>Mature</b>						
Low	339	1,054	7,453	172	198	101
Medium	81	891	17,312	19	78	109
High	52	349	6,208	17	41	53
<b>Not Private Households</b>	147	275	2,043	309	213	114

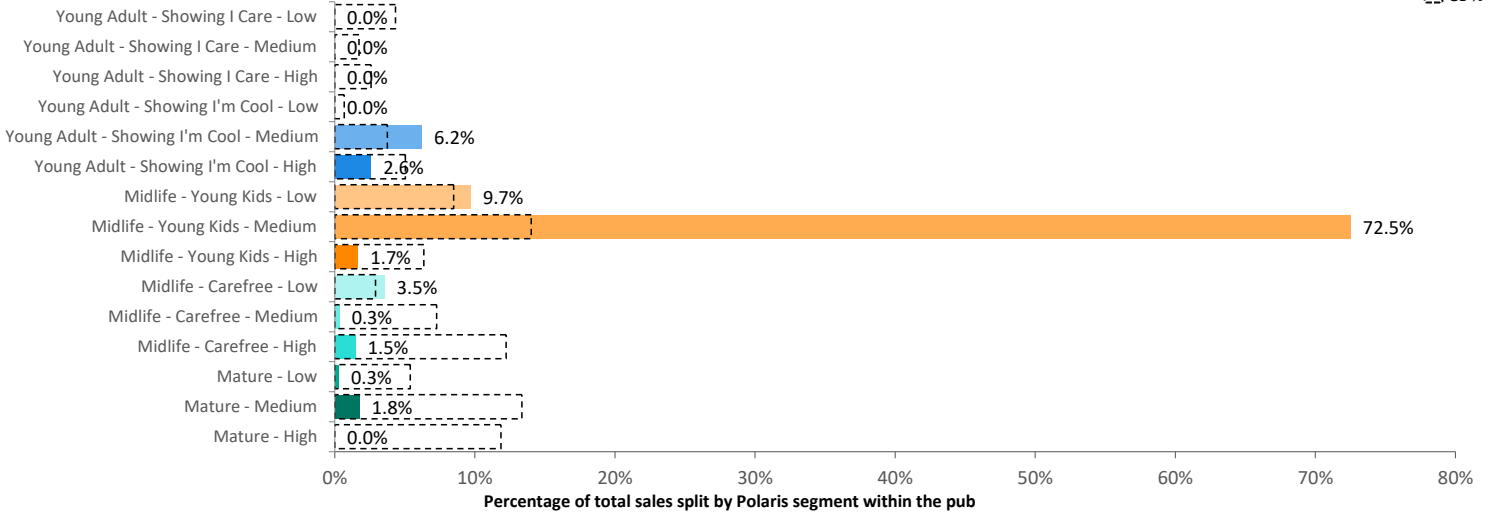
# Polaris Summary - Cumberland Arms Bishop Auckland



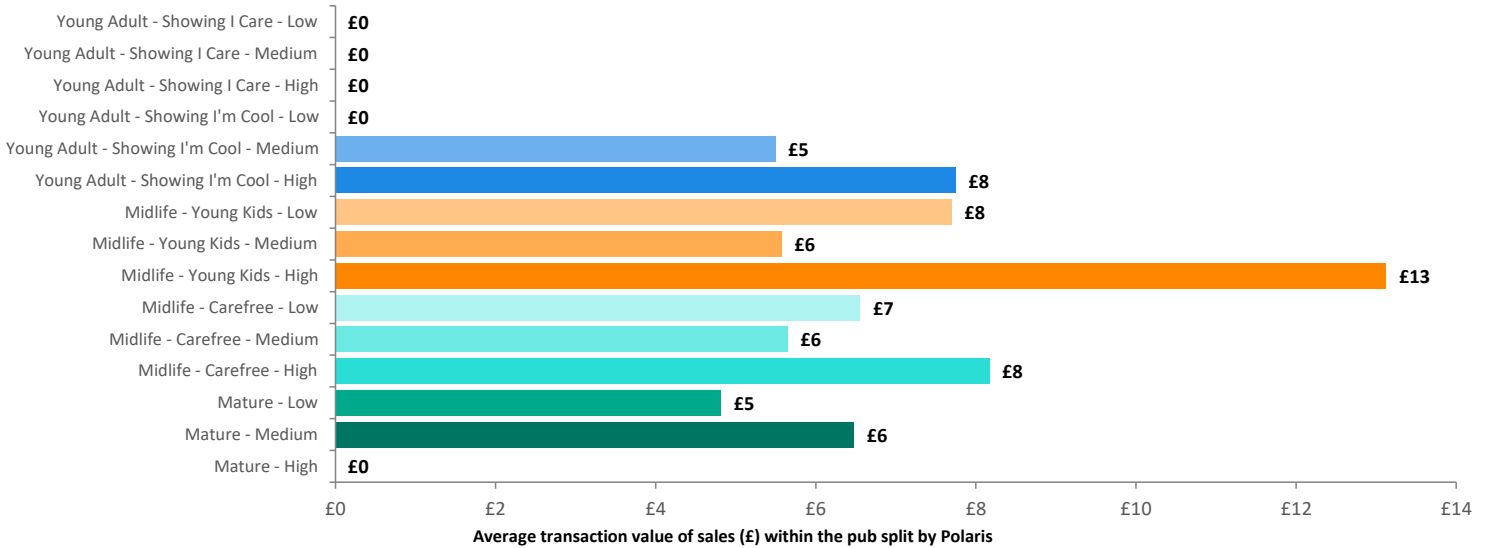
Total	3,312	8,967	124,903

Spend by Polaris

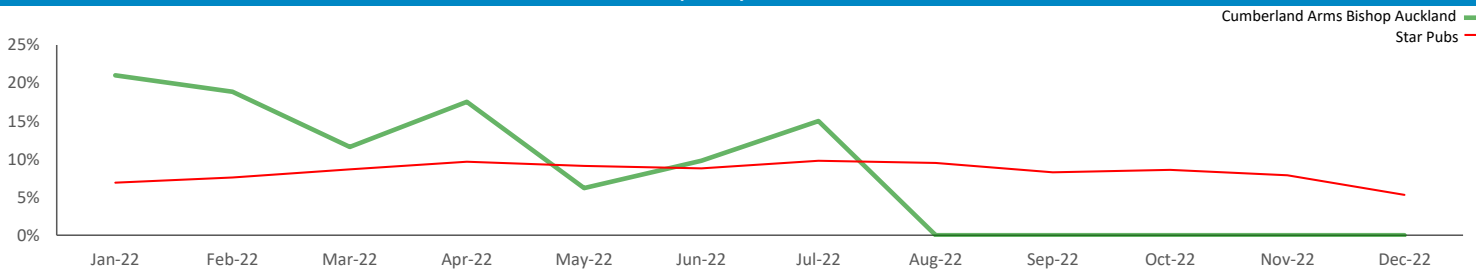
GB %



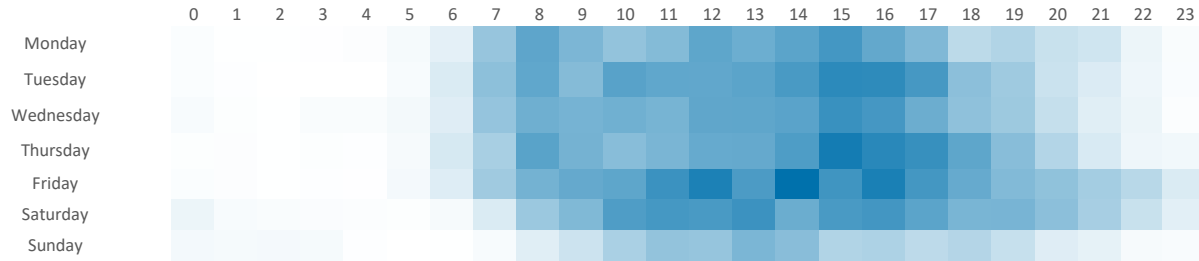
Average Transaction Values (£) by Polaris



Spend by Month

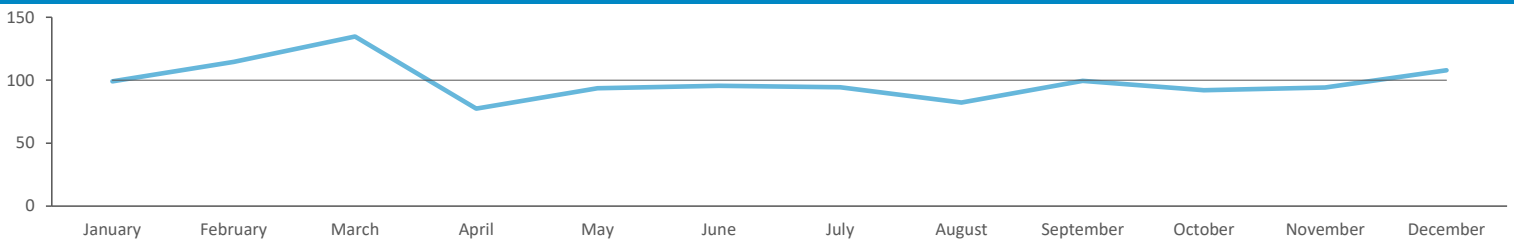


## Time of Day/Day of Week



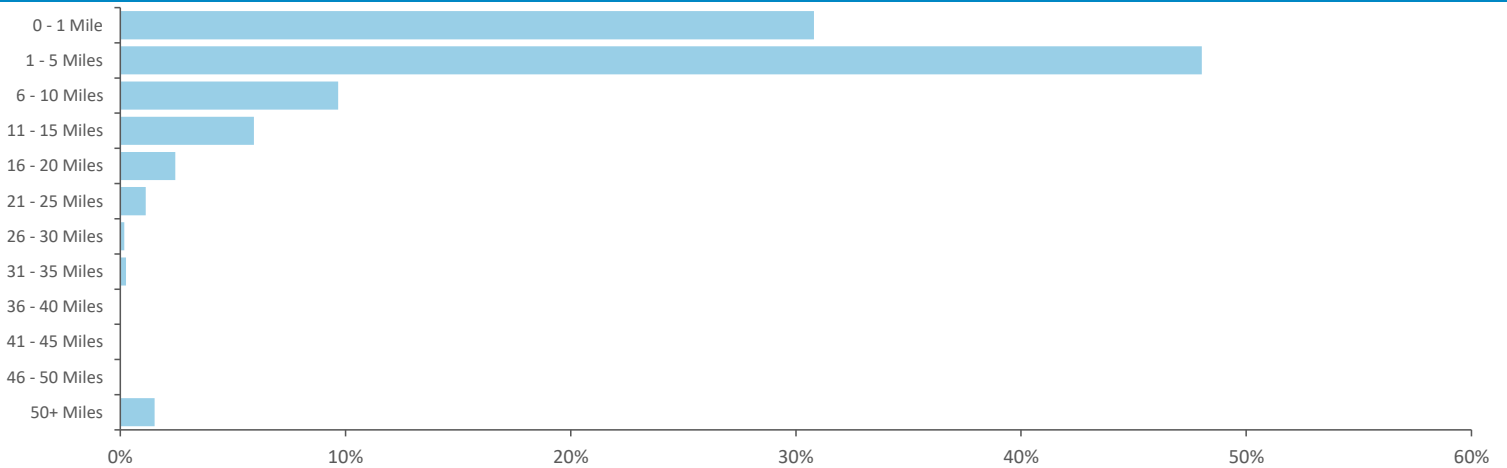
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



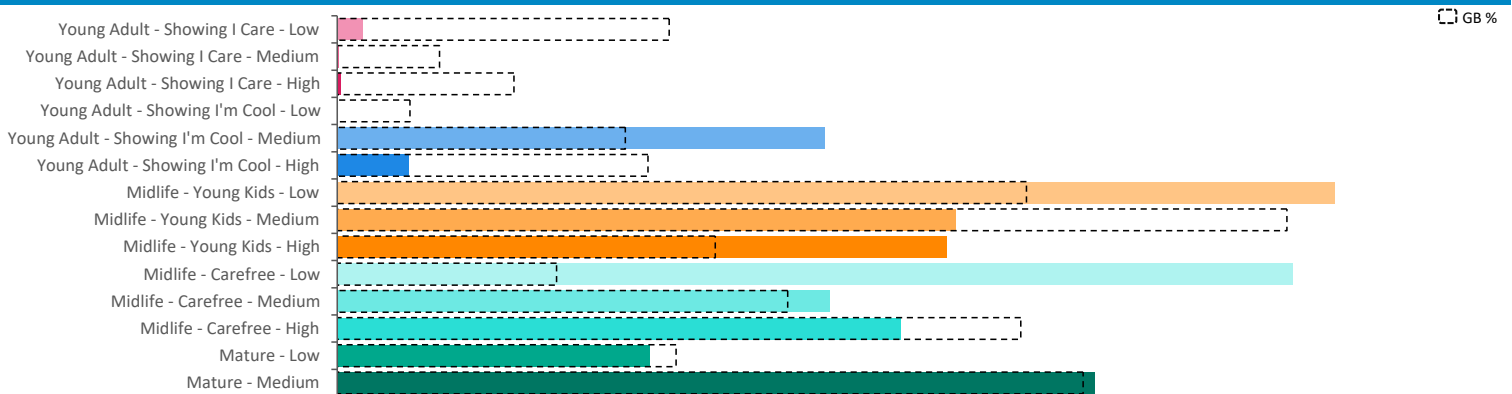
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## 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

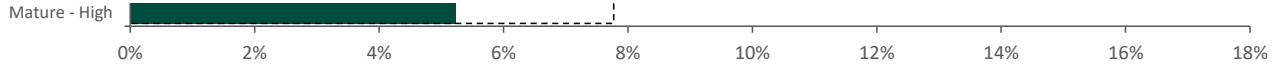


# Mobile Data Summary - Cumberland Arms Bishop Auckland



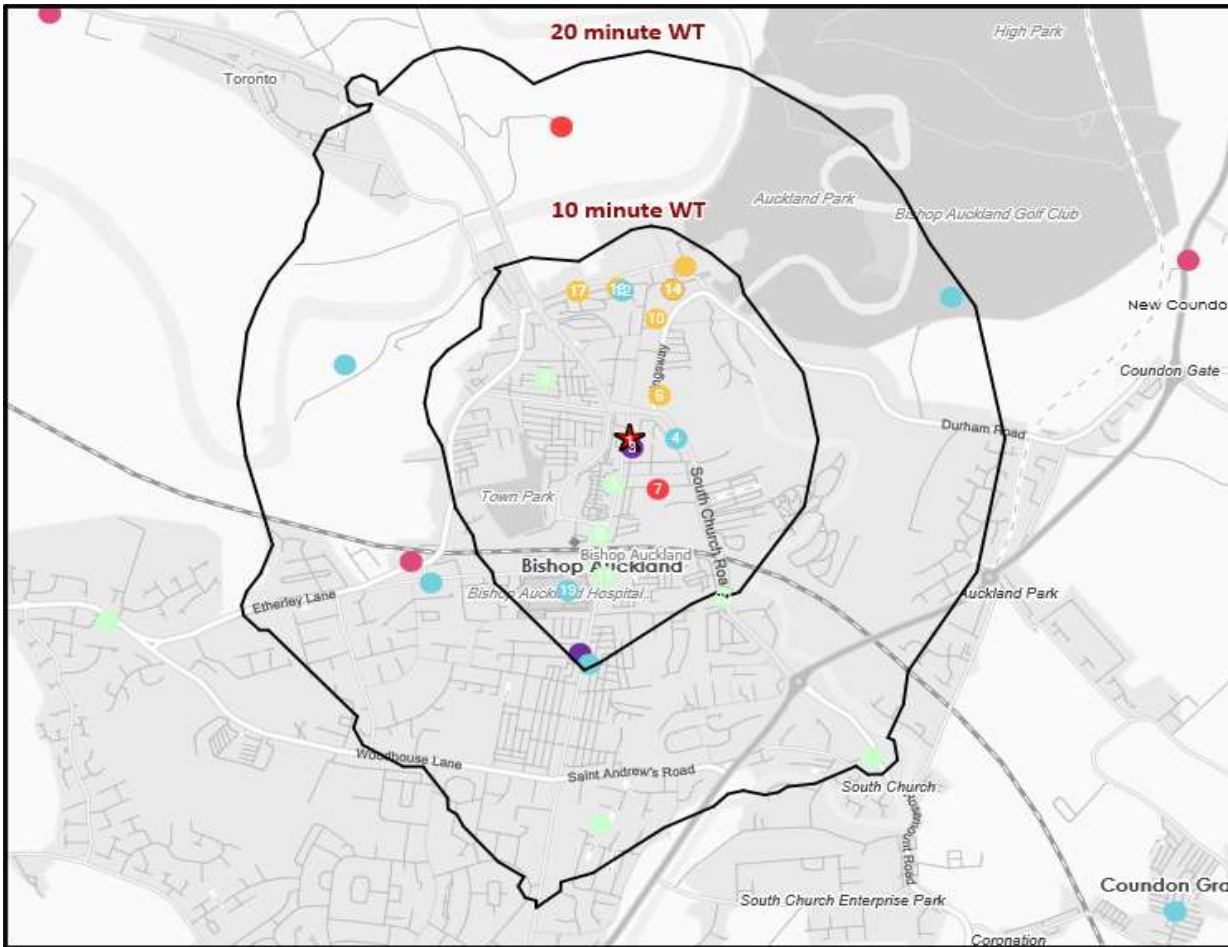
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## Time of Day/Day of Week



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	Cumberland Arms	DL14 7EN	Star Pubs & Bars	Community Pub	0.0
1	Mitre	DL14 7EN	Camerons	Community Pub	0.0
3	Ristorante Gabrieles	DL14 7LE	Independent Free	Restaurants	0.0
4	Bishop Auckland Cricket Club	DL14 7JU	Independent Free	Clubland	0.1
5	Kings Head	DL14 7EJ	Punch Pub Company	Community Pub	0.1
6	Bishop Sport Bar	DL14 7JN	Independent Free	High Street Pub	0.1
7	Majestic Bingo	DL14 7LR	Majestic Bingo Ltd	Large Venue	0.1
8	Caps Off	DL14 7TL	Independent Free	Community Pub	0.2
9	Welcome Inn	DL14 7DS	Punch Pub Company	Community Pub	0.2
10	Tap & Tun	DL14 7HZ	Amber Taverns	High Street Pub	0.3
11	Green Tree	DL14 6EN	Greene King	Community Pub	0.3
12	Bishop Auckland Snooker Social Club	DL14 7PL	Independent Free	Clubland	0.3
13	Laceys Bar	DL14 7PF	Independent Free	High Street Pub	0.3
14	Stanley Jefferson	DL14 7NJ	Wetherspoons GB	High Street Pub	0.3
14	Chang Thai Restaurant	DL14 7NJ	Independent Free	Restaurants	0.3
14	Fifteas Vintage Tearoom	DL14 7NJ	Independent Free	High Street Pub	0.3
17	Pug And Parrot	DL14 7PE	Independent Free	High Street Pub	0.3
17	Bay Horse	DL14 7PE	Dorbiere	High Street Pub	0.3
19	Bishop Auckland Hospitals Staff Club	DL14 6AD	Independent Free	Clubland	0.3
20	Grand Hotel	DL14 6DU	Independent Free	Community Pub	0.4