

Catchment Summary - Red Cow Inn Stoke-On-Trent

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*WT= Walktime, **DT= Drivetime

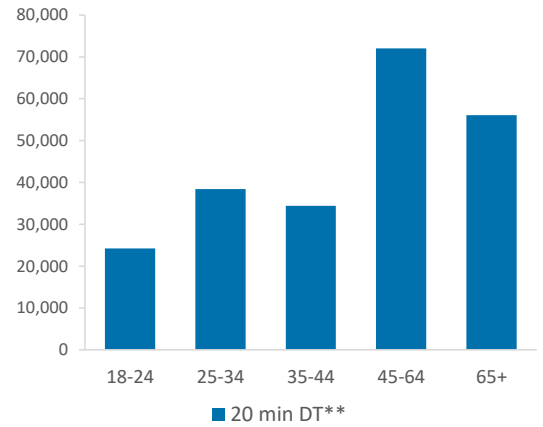
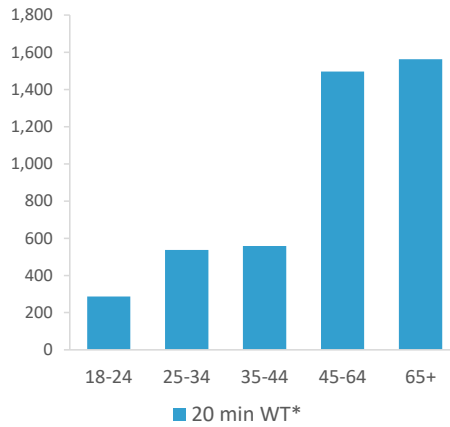
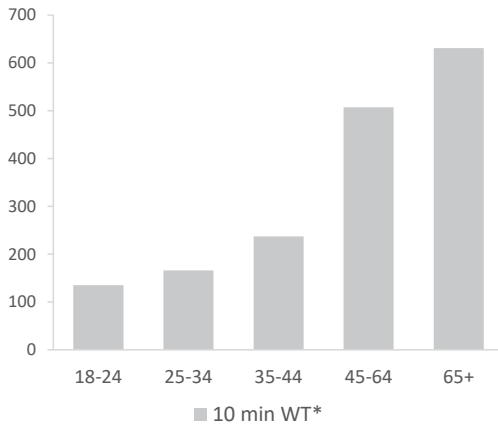
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,061	5,407	285,894	39	37	75
Adults 18+	1,676	4,441	225,191	39	25	75
Competition Pubs	2	2	318	13	6	88
Adults 18+ per Competition Pub	838	2,221	708	102	269	86
% Adults Likely to Drink	82.4%	82.6%	81.5%	100	100	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	27.4%	17.5%	29.3%	107	68	114
	Medium	50.9%	66.5%	51.7%	129	169	131
	High	12.3%	12.4%	17.6%	37	37	53

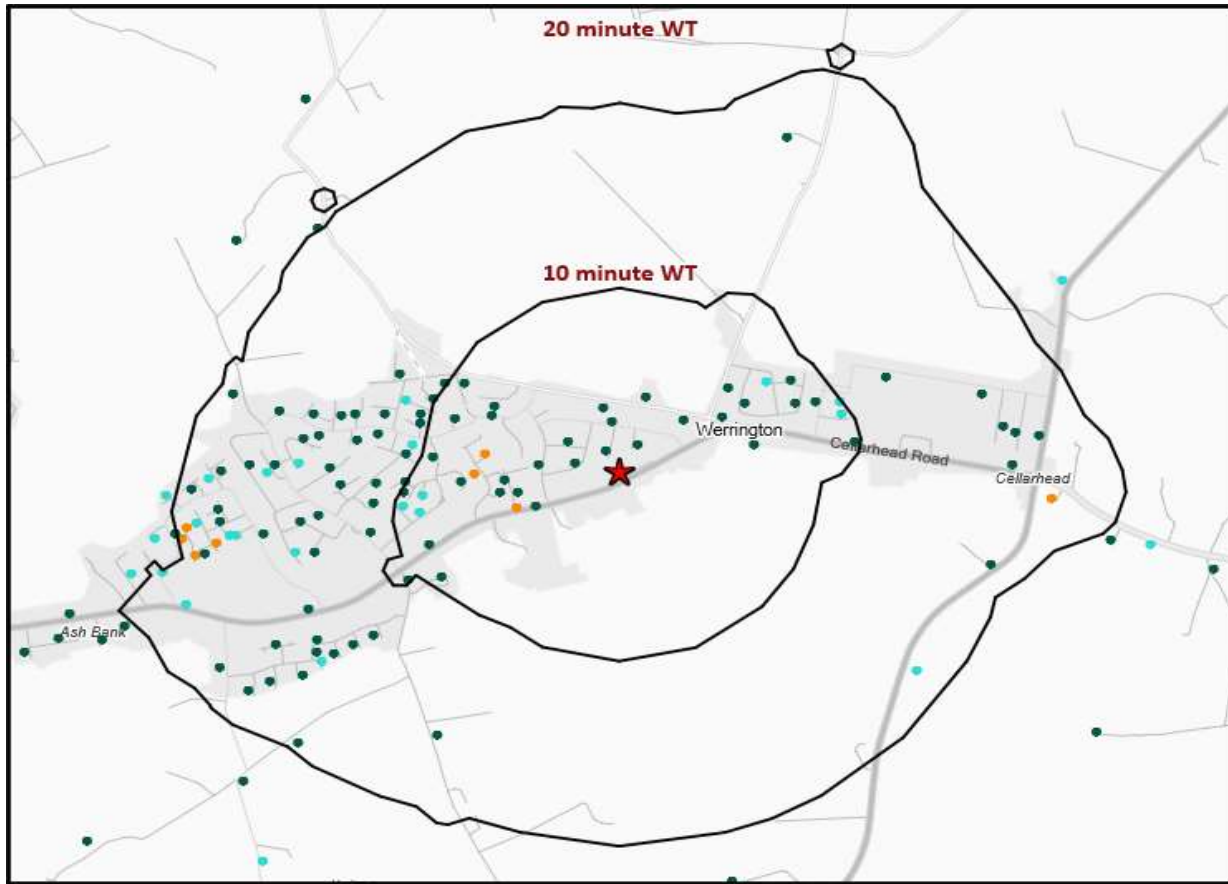
*Affluence does not include Not Private Households

Age Profile	18-24	135	287	24,225	81	65	104
	25-34	166	537	38,405	61	75	101
	35-44	237	558	34,438	89	80	94
	45-64	507	1,496	72,040	96	108	99
	65+	631	1,563	56,083	160	151	103



	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	995 (48%)	2,612 (48%)	143,877 (50%)	98	98	102
	Female	1,066 (52%)	2,795 (52%)	142,017 (50%)	102	102	98
Economic Status (16-74)							
	Employed: Full-time	538 (38%)	1,552 (40%)	81,640 (40%)	91	96	96
	Employed: Part-time	193 (14%)	574 (15%)	27,535 (13%)	104	114	103
	Self employed	114 (8%)	351 (9%)	15,745 (8%)	84	95	80
	Unemployed	12 (1%)	28 (1%)	5,029 (2%)	35	30	103
	Retired	330 (23%)	874 (23%)	32,172 (16%)	168	164	114
	Other	242 (17%)	499 (13%)	43,054 (21%)	86	65	106
Total Worker Count		809	1,369	129,943			

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	9,874	0	0	49
Young Adult - Showing I'm Cool	0	0	33,292	0	0	161
Midlife - Young Kids	118	198	59,534	22	14	84
Midlife - Carefree	224	592	59,523	64	63	126
Mature	1,177	3,494	59,973	251	281	95
Not Private Households	157	157	2,995	651	246	92
Total	1,676	4,441	225,191			

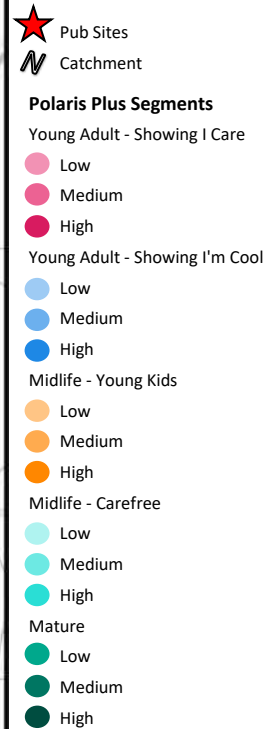
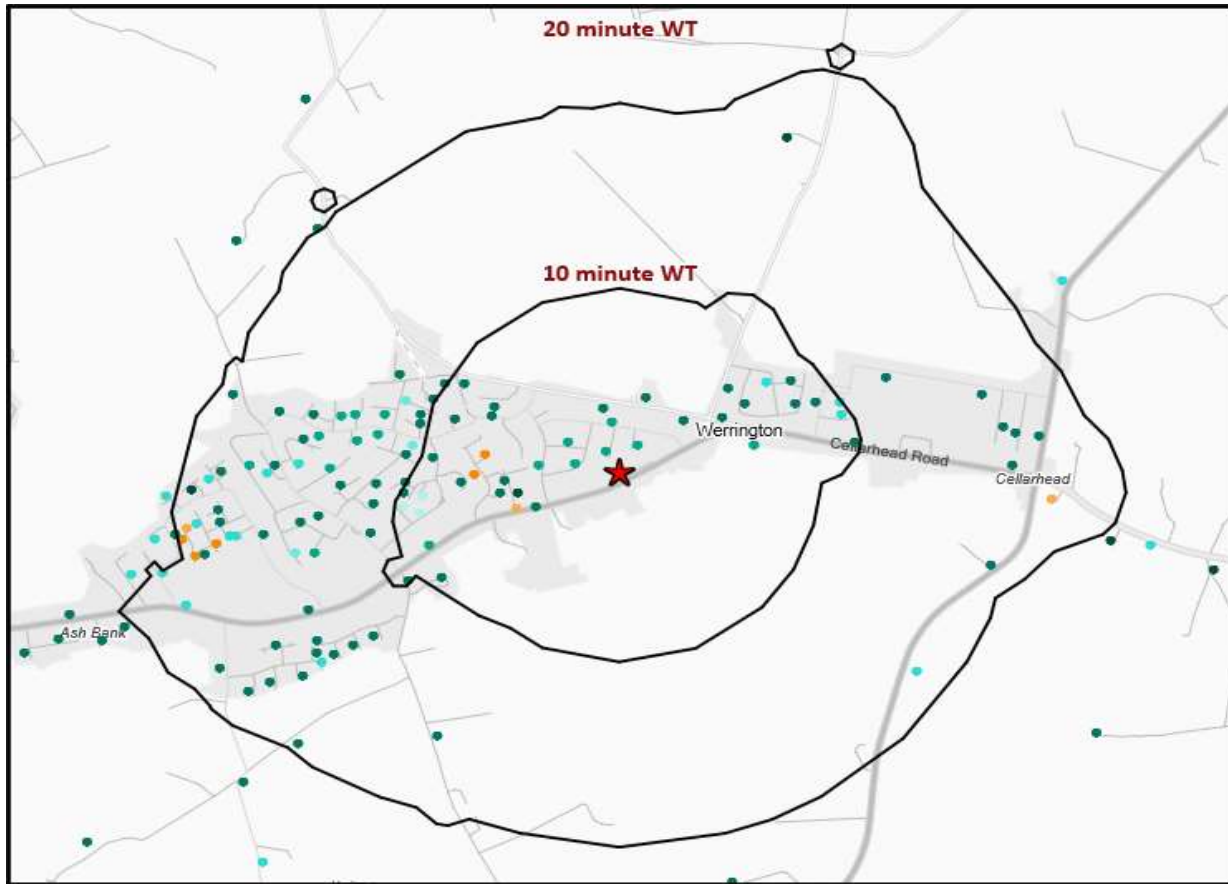
Polaris Summary - Red Cow Inn Stoke-On-Trent



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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**
Young Adult - Showing I Care						
Low	0	0	1,352	0	0	14
Medium	0	0	1,797	0	0	59
High	0	0	6,725	0	0	89
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	27,634	0	0	332
High	0	0	5,658	0	0	56
Midlife - Young Kids						
Low	0	0	29,896	0	0	119
Medium	16	40	22,641	6	6	67
High	102	158	6,997	113	66	58
Midlife - Carefree						
Low	131	131	16,224	230	87	212
Medium	0	107	32,639	0	36	216
High	93	354	10,660	51	73	43
Mature						
Low	329	648	18,518	331	246	139
Medium	837	2,807	31,774	395	499	111
High	11	39	9,681	7	9	46
Not Private Households	157	157	2,995	651	246	92

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 Pub Sites

Total

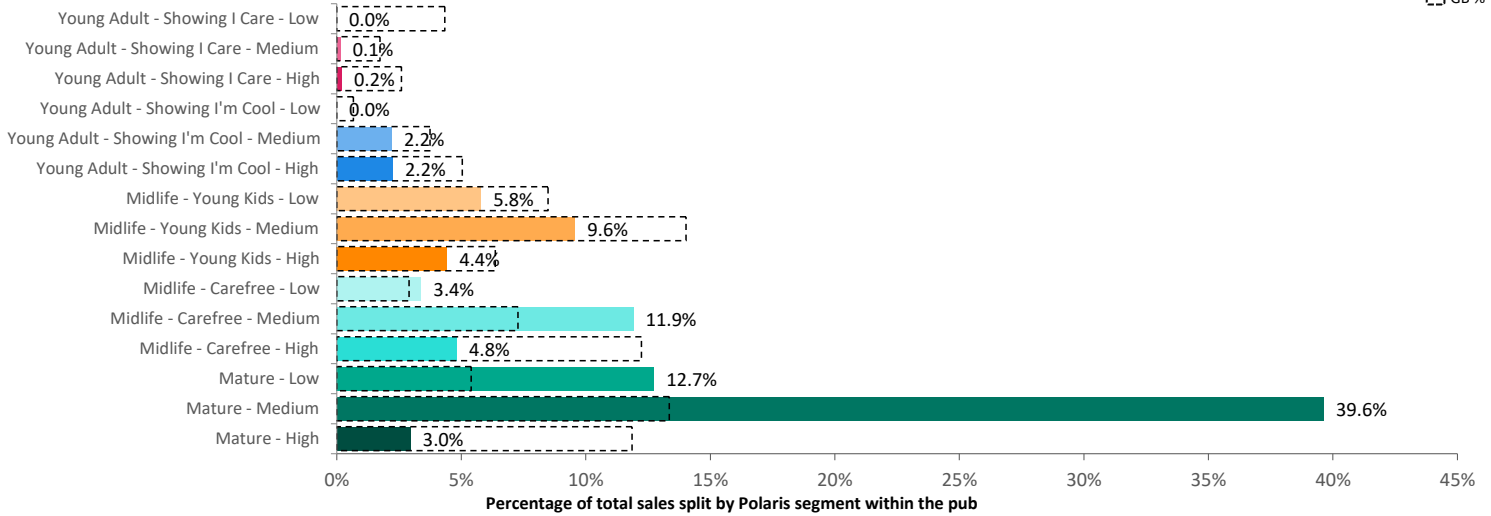
1,676

4,441

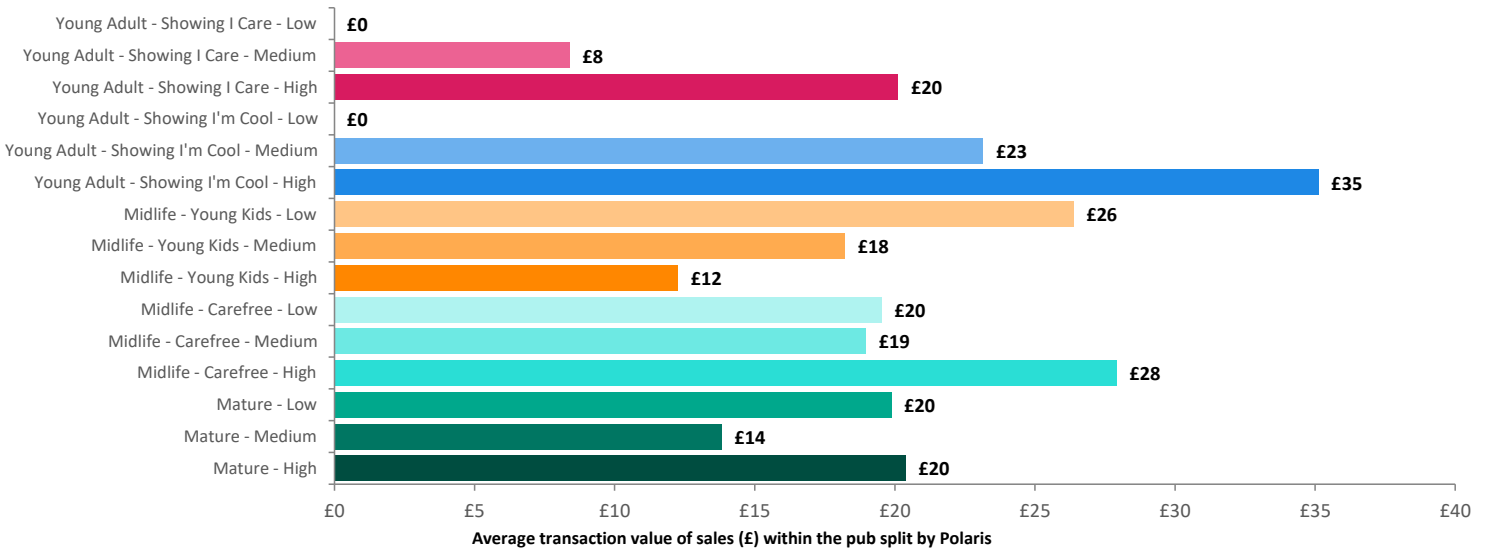
225,191

Spend by Polaris

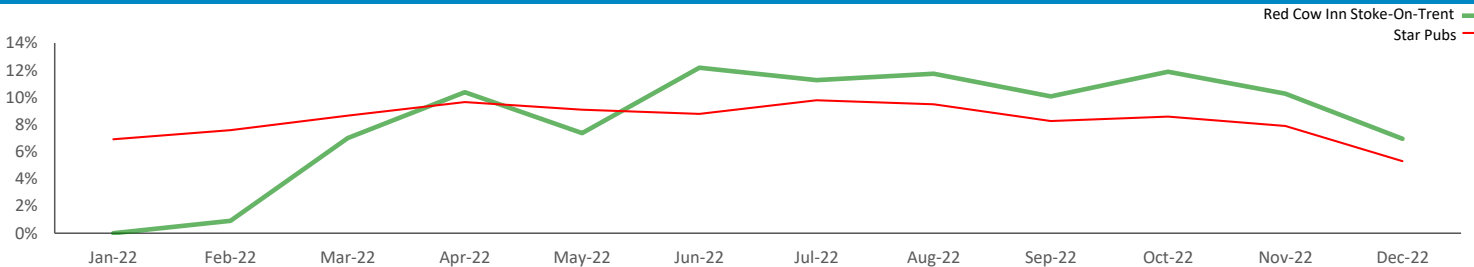
GB %



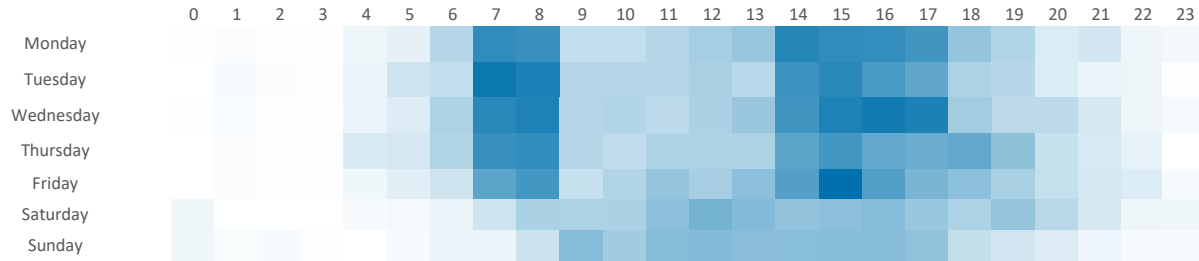
Average Transaction Values (£) by Polaris



Spend by Month

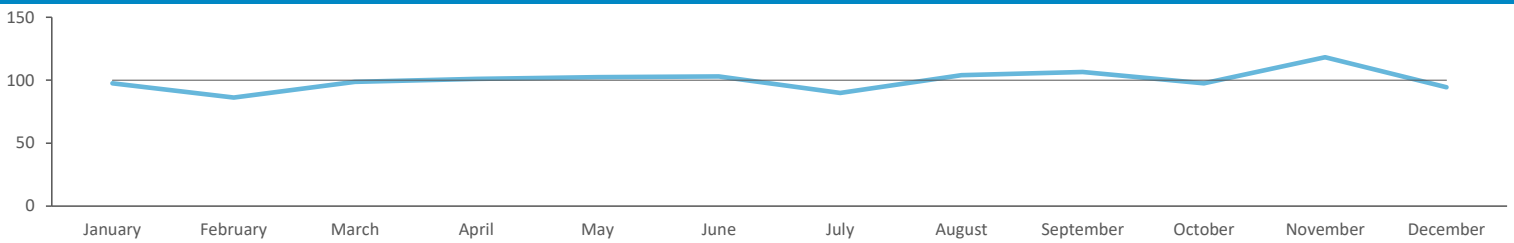


Time of Day/Day of Week



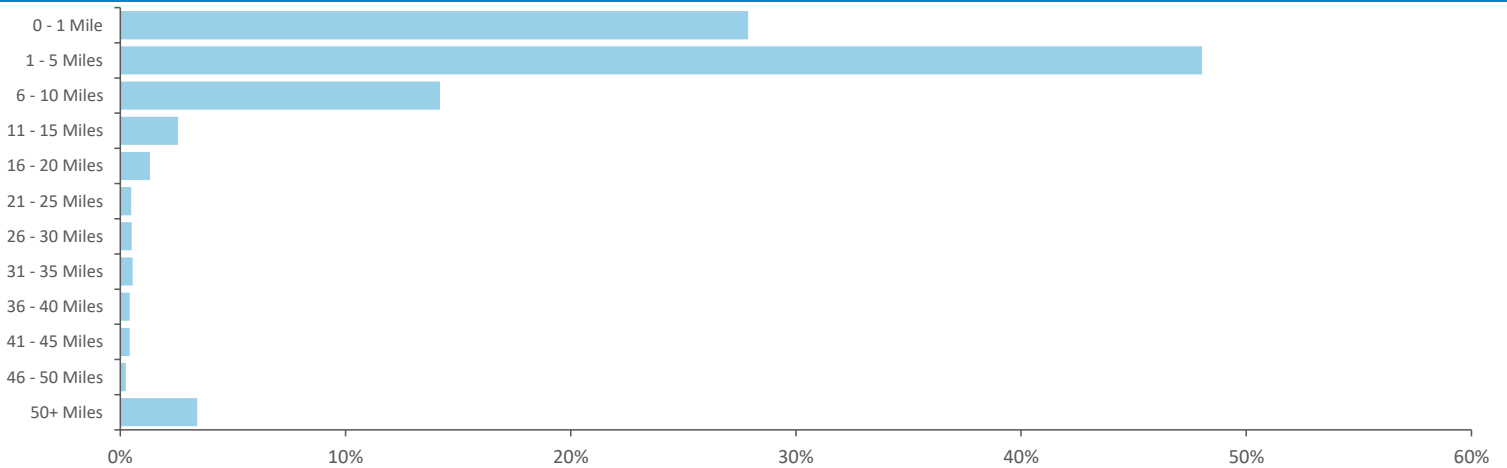
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



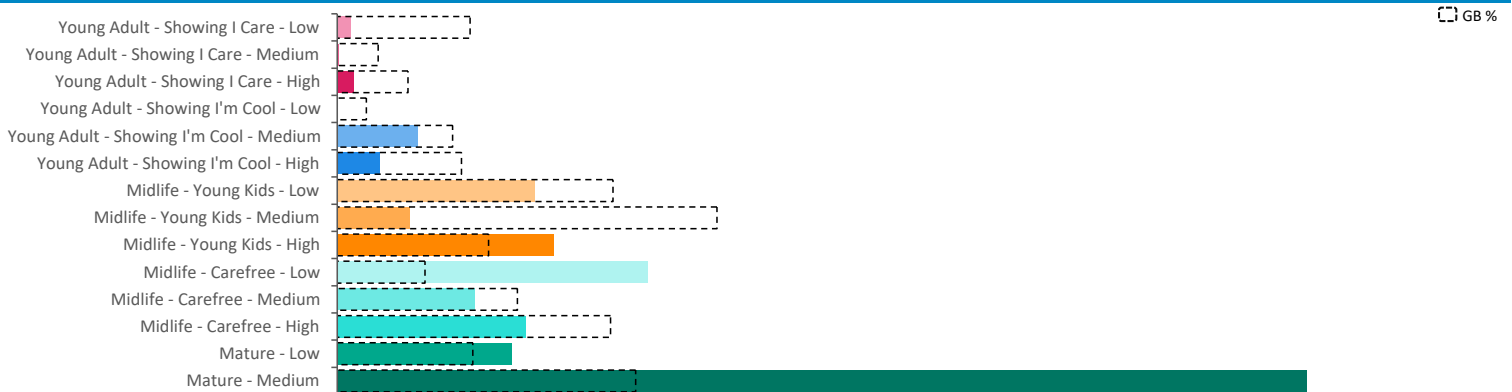
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

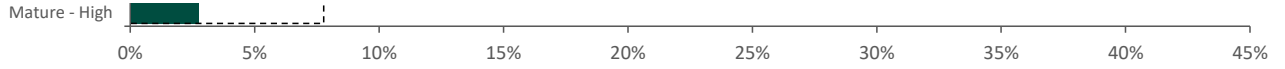


Mobile Data Summary - Red Cow Inn Stoke-On-Trent



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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	Red Cow Inn	ST 9 0DT	Star Pubs & Bars	Premium Local	0.0
1	Windmill Inn	ST 9 0DT	Greene King	Premium Local	0.0
3	Red Onion	ST 9 0JS	Independent Free	Restaurants	0.6
4	Moorville Hall Hotel	ST 9 0DG	Independent Free	Hotel	0.7
5	Mantra	ST 9 0DQ	Independent Free	Restaurants	0.7
6	Ashbank	ST 2 9EB	Mitchells & Butlers	Family Pub Dining	1.0