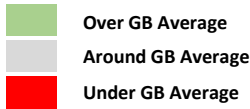


# Catchment Summary - Brown Cow Cockermouth

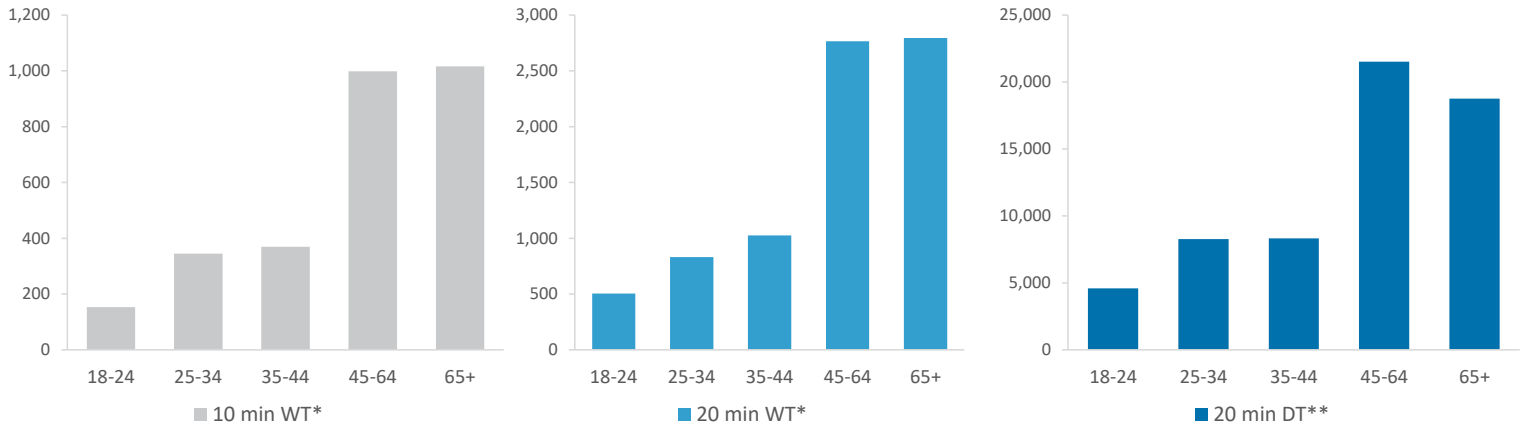
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\*WT= Walktime, \*\*DT= Drivetime

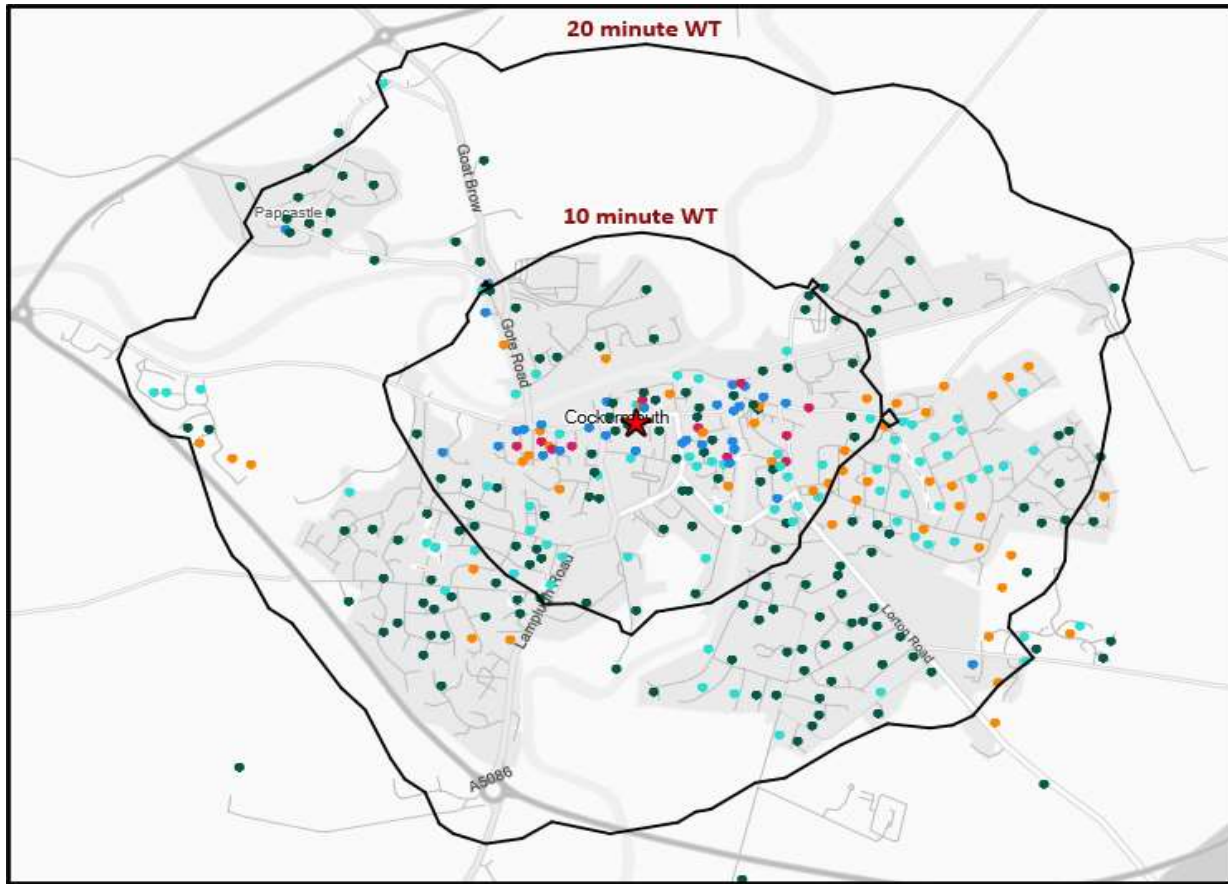
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		3,323	9,502	75,616	63	65	20
Adults 18+		2,882	7,923	61,448	66	44	21
Competition Pubs		17	21	135	113	66	37
Adults 18+ per Competition Pub		170	377	455	21	46	55
% Adults Likely to Drink		83.2%	83.8%	82.1%	101	102	100
Affluence	Low	24.2%	20.0%	26.8%	94	78	104
	Medium	32.9%	33.3%	49.6%	84	85	126
	High	37.5%	44.1%	21.8%	112	132	65
*Affluence does not include Not Private Households							
Age Profile	18-24	153	504	4,585	57	65	75
	25-34	345	832	8,272	78	66	82
	35-44	370	1,026	8,317	87	84	85
	45-64	998	2,766	21,516	118	114	111
	65+	1,016	2,795	18,758	160	154	130

Population & Adults 18+ index is based on all pubs



		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	1,641 (49%)	4,618 (49%)	37,266 (49%)	100	98	100
	Female	1,682 (51%)	4,884 (51%)	38,350 (51%)	100	102	100
Economic Status (16-74)	Employed: Full-time	1,071 (44%)	2,895 (43%)	21,743 (40%)	107	103	96
	Employed: Part-time	329 (14%)	1,034 (15%)	8,459 (16%)	105	118	120
	Self employed	253 (11%)	617 (9%)	4,455 (8%)	110	96	86
	Unemployed	31 (1%)	88 (1%)	1,073 (2%)	54	55	83
	Retired	446 (19%)	1,325 (20%)	10,563 (19%)	134	142	141
	Other	279 (12%)	798 (12%)	7,897 (15%)	59	60	74
Total Worker Count		3,812	6,187	40,551			

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	246	246	246	96	35	4
Young Adult - Showing I'm Cool	398	538	2,477	150	74	44
Midlife - Young Kids	529	1,354	20,271	58	54	105
Midlife - Carefree	562	1,635	13,999	93	98	108
Mature	994	3,943	23,315	123	178	136
<b>Not Private Households</b>	153	207	1,140	369	182	129
<b>Total</b>	2,882	7,923	61,448			

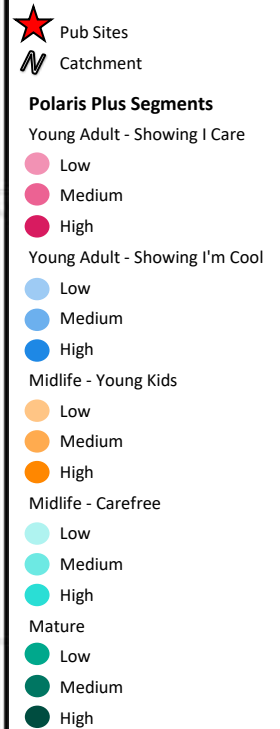
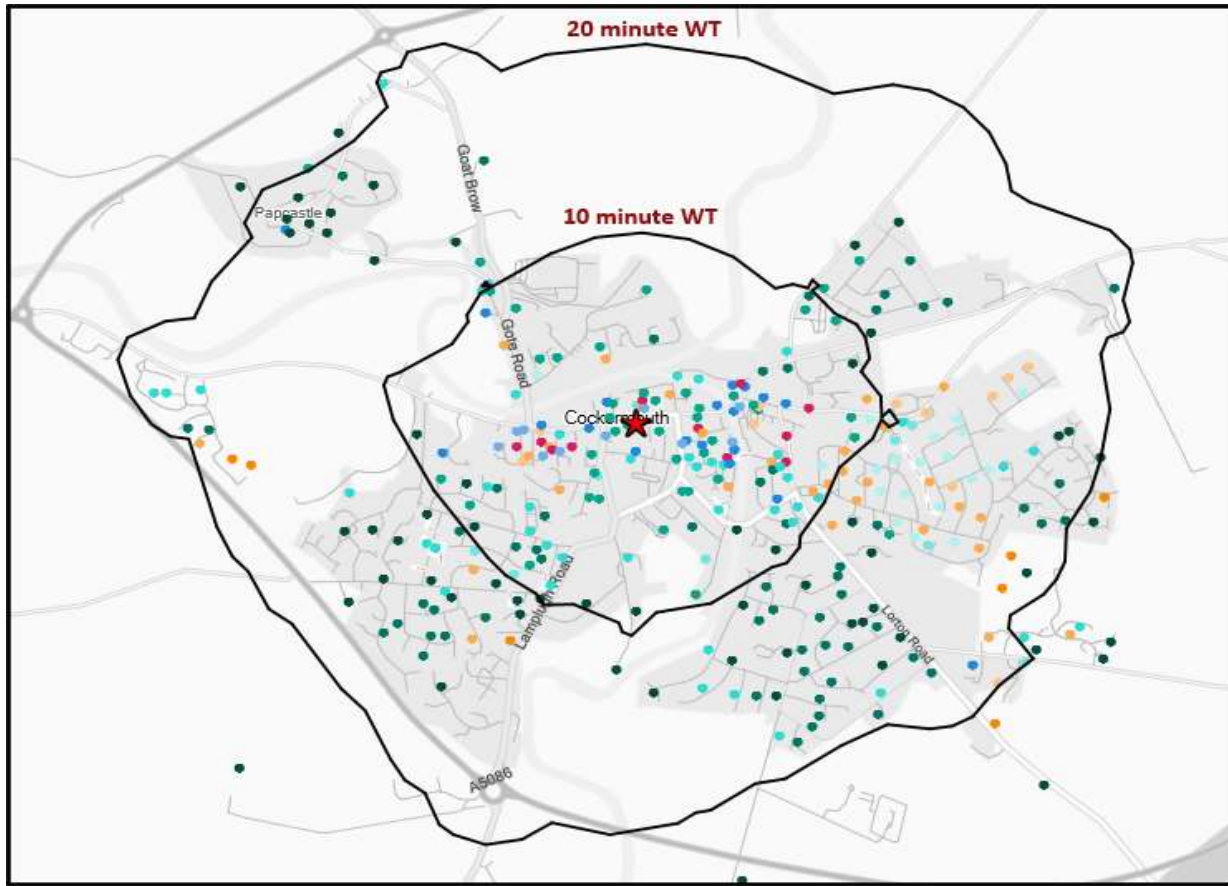
# Polaris Summary - Brown Cow Cockermouth



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 Pub Sites



Polaris Plus Profile by Catchment

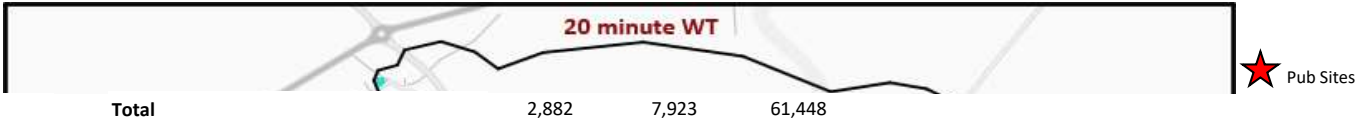
\*WT= Walktime, \*\*DT= Drivetime

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	0	0	0	0	0	0
Medium	0	0	0	0	0	0
High	246	246	246	253	92	12
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	188	188	1,614	176	64	71
High	210	350	863	163	99	31
<b>Midlife - Young Kids</b>						
Low	62	352	8,863	19	40	130
Medium	462	926	10,152	107	78	111
High	5	76	1,256	3	18	38
<b>Midlife - Carefree</b>						
Low	88	478	4,348	90	177	208
Medium	84	117	4,426	43	22	107
High	390	1,040	5,225	124	120	78
<b>Mature</b>						
Low	548	754	3,270	320	160	90
Medium	215	1,406	14,266	59	140	183
High	231	1,783	5,779	85	240	100
<b>Not Private Households</b>	153	207	1,140	369	182	129

# Polaris Summary - Brown Cow Cockermouth

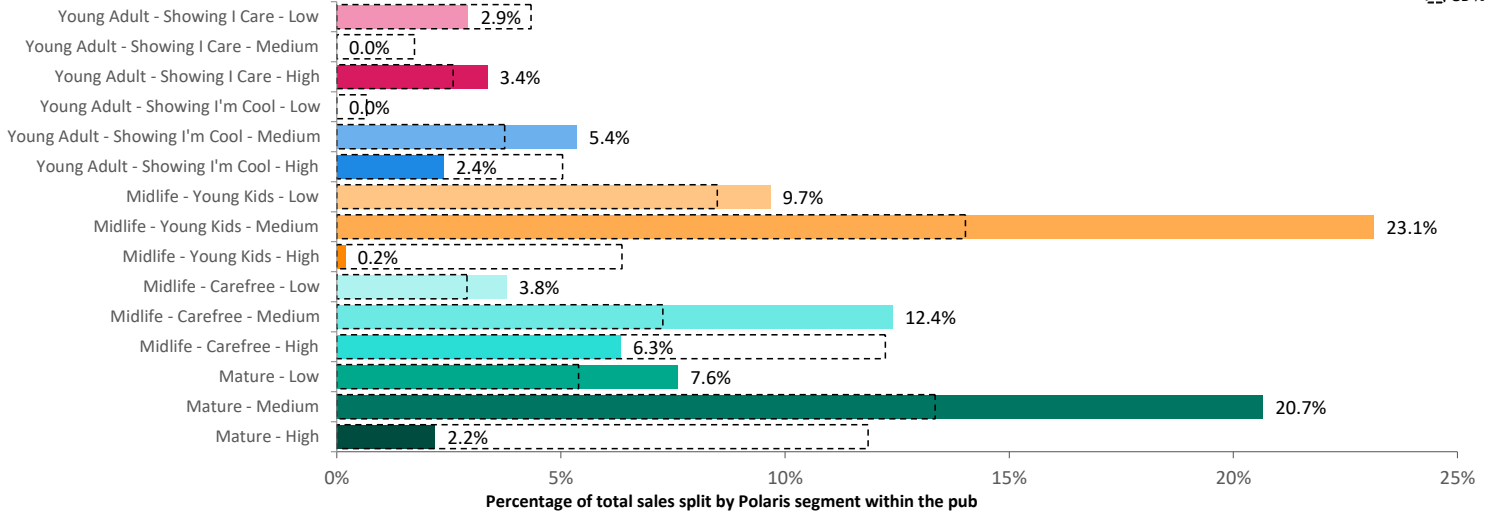


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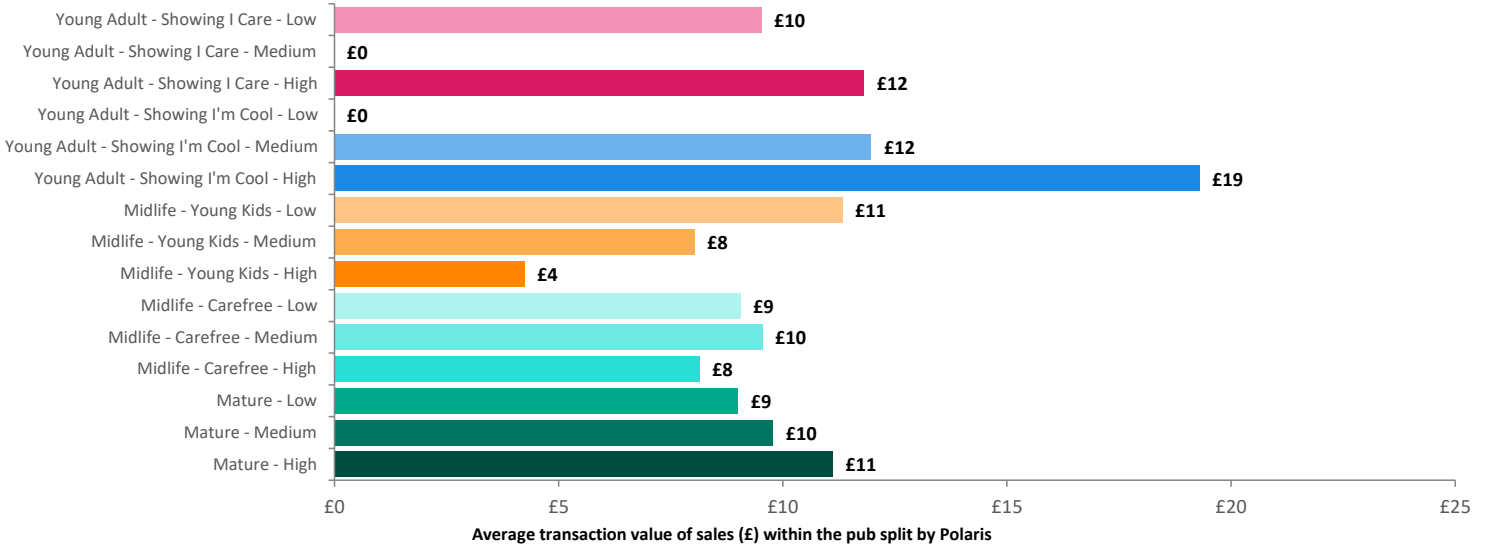


## Spend by Polaris

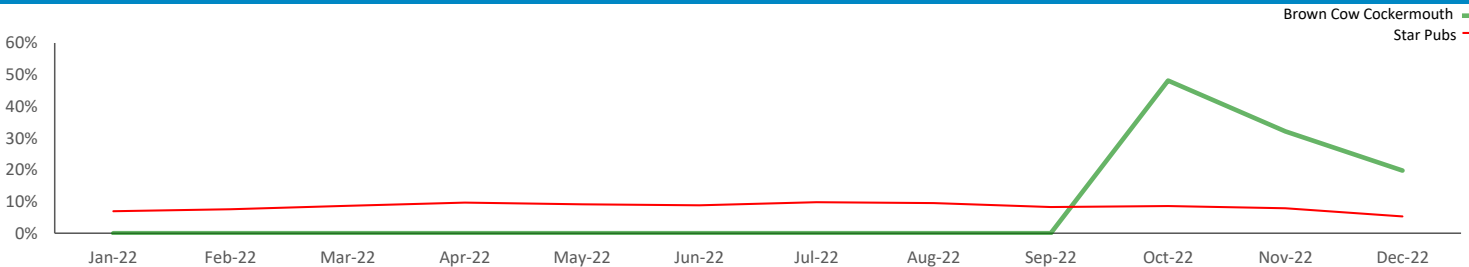
GB %



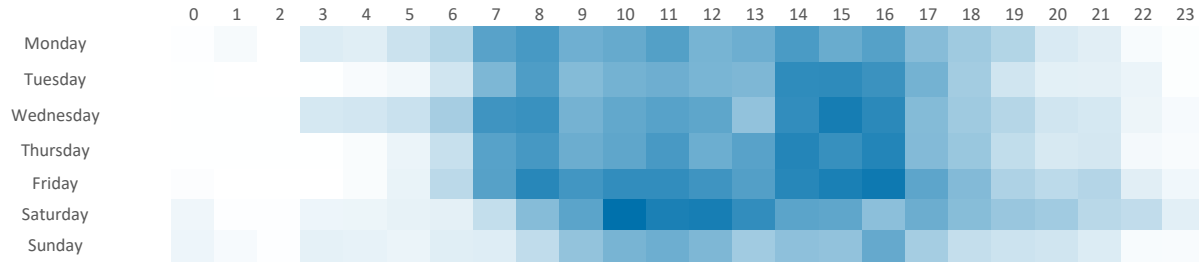
## Average Transaction Values (£) by Polaris



## Spend by Month

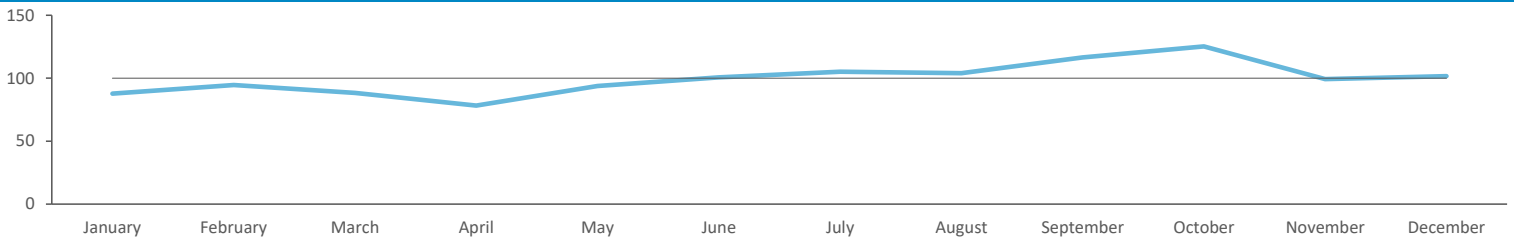


## Time of Day/Day of Week



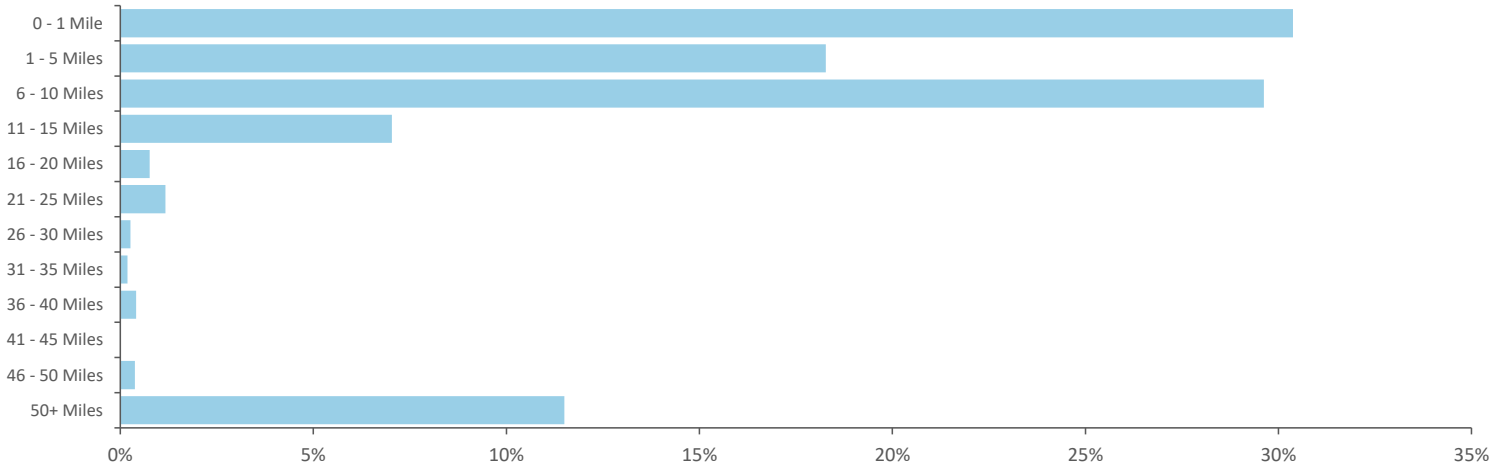
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



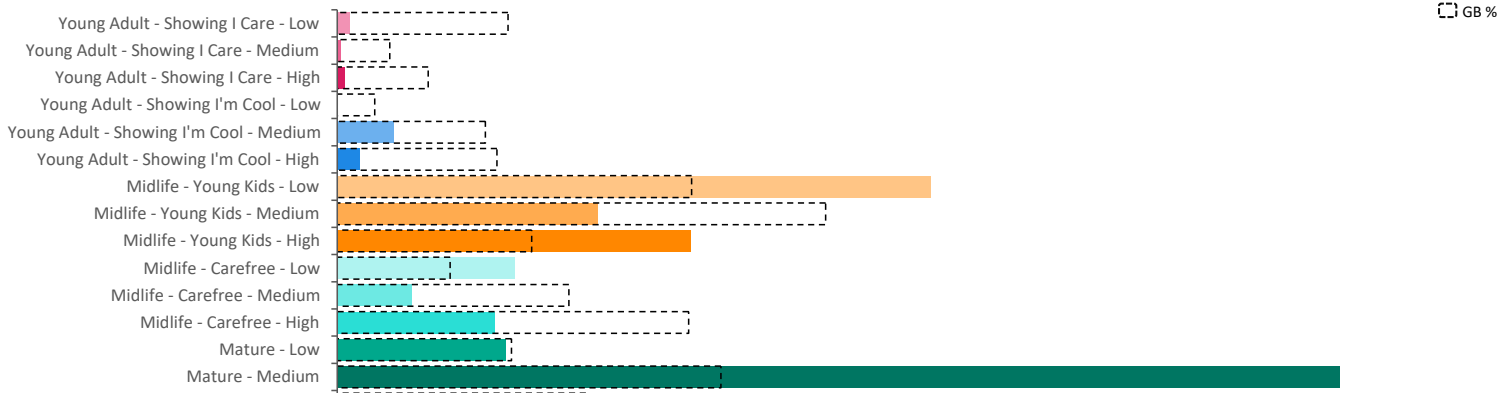
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## 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 - Brown Cow Cockermouth



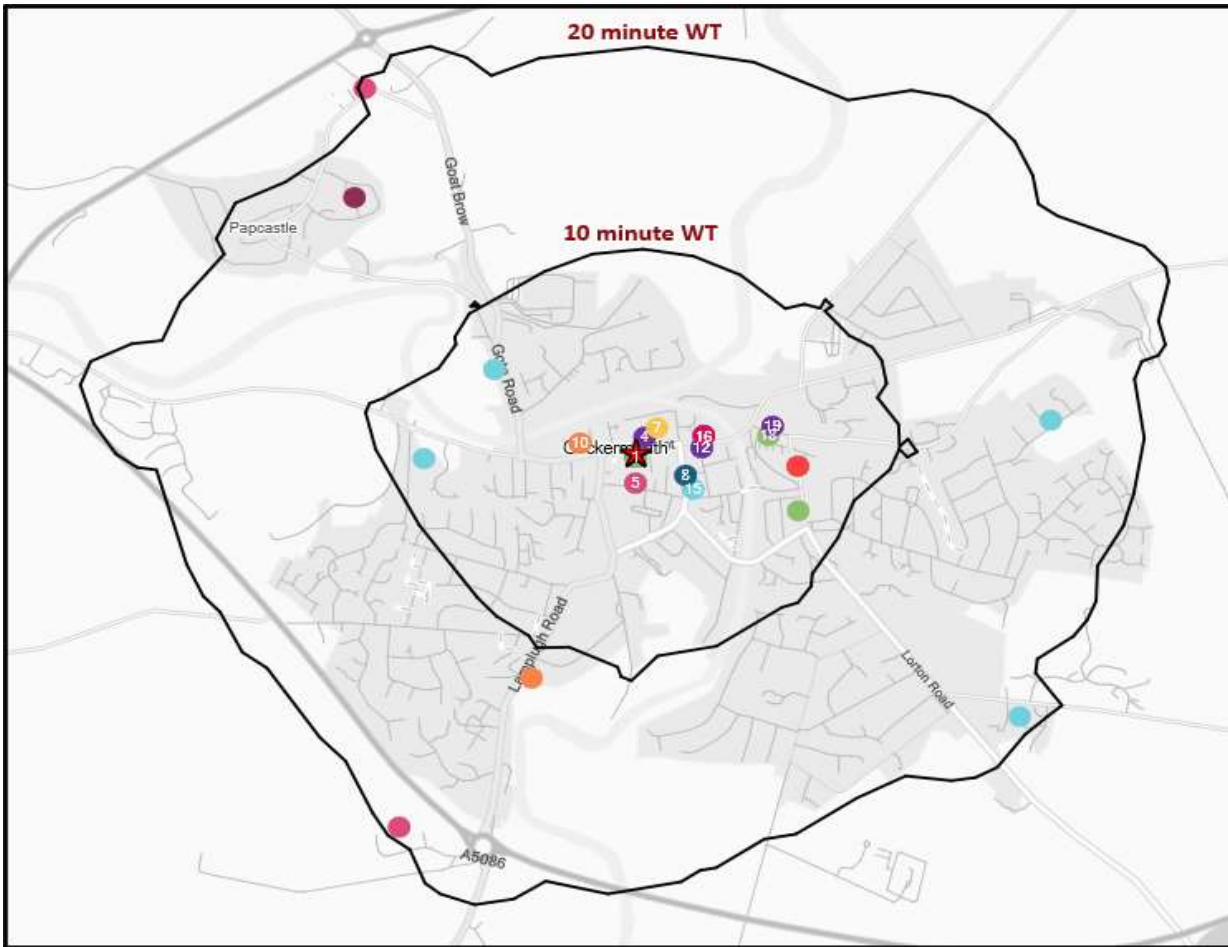
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## Time of Day/Day of Week



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	Bush Inn	CA13 9JS	Marston's	Family Pub Dining	0.0
1	Portofinos	CA13 9JS	Independent Free	Restaurants	0.0
1	Fletcher Christian	CA13 9JS	Stonegate Pub Company	Circuit Bar	0.0
4	Aspava	CA13 9LU	Independent Free	Restaurants	0.0
5	Cock & Bull	CA13 9RT	Unknown	Circuit Bar	0.1
5	Shill	CA13 9RT	Independent Free	Family Pub Dining	0.1
7	Fredericks Lounge & Bar	CA13 9LS	Independent Free	High Street Pub	0.1
8	Tithe Barn Hotel	CA13 9QW	Independent Free	Family Pub Dining	0.1
8	Merienda	CA13 9QW	*Other Small Retail Groups	ABOS	0.1
10	Trout Hotel	CA13 0EJ	Independent Free	Hotel	0.1
10	Manor House Hotel	CA13 0EJ	Independent Free	Hotel	0.1
12	Black Bull	CA13 9LE	Admiral Taverns Ltd	Family Pub Dining	0.1
12	Cockermouth Conservative Club	CA13 9LE	Independent Free	Clubland	0.1
12	Spice Club	CA13 9LE	Independent Free	Restaurants	0.1
15	Croft Bowling Club	CA13 9QR	Independent Free	Clubland	0.1
16	Tarantella Restaurant	CA13 9LQ	Independent Free	Restaurants	0.1
16	Kopper's	CA13 9LQ	Independent Free	Night Club	0.1
18	Seth's Bar	CA13 9NH	Independent Free	Circuit Bar	0.2
19	Allerdale Court	CA13 9NQ	Independent Free	Hotel	0.2
19	Castle Bar	CA13 9NQ	Independent Free	GPGF	0.2