

Catchment Summary - Old John Peel Inn Bowness

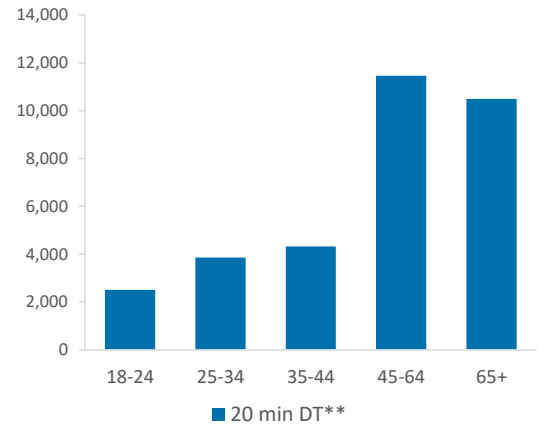
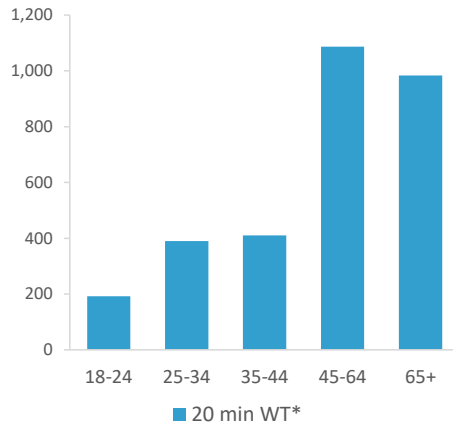
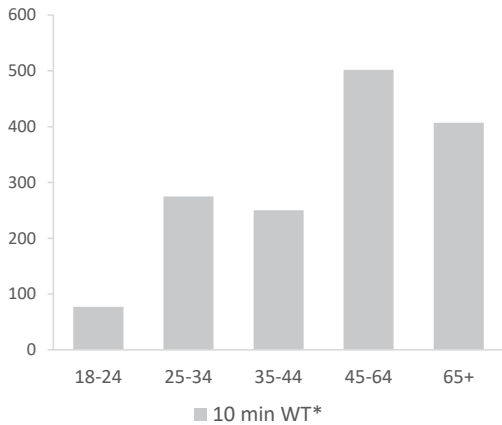


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■ Over GB Average
■ Around GB Average
■ Under GB Average

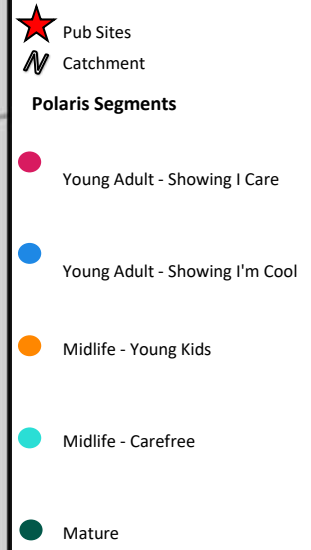
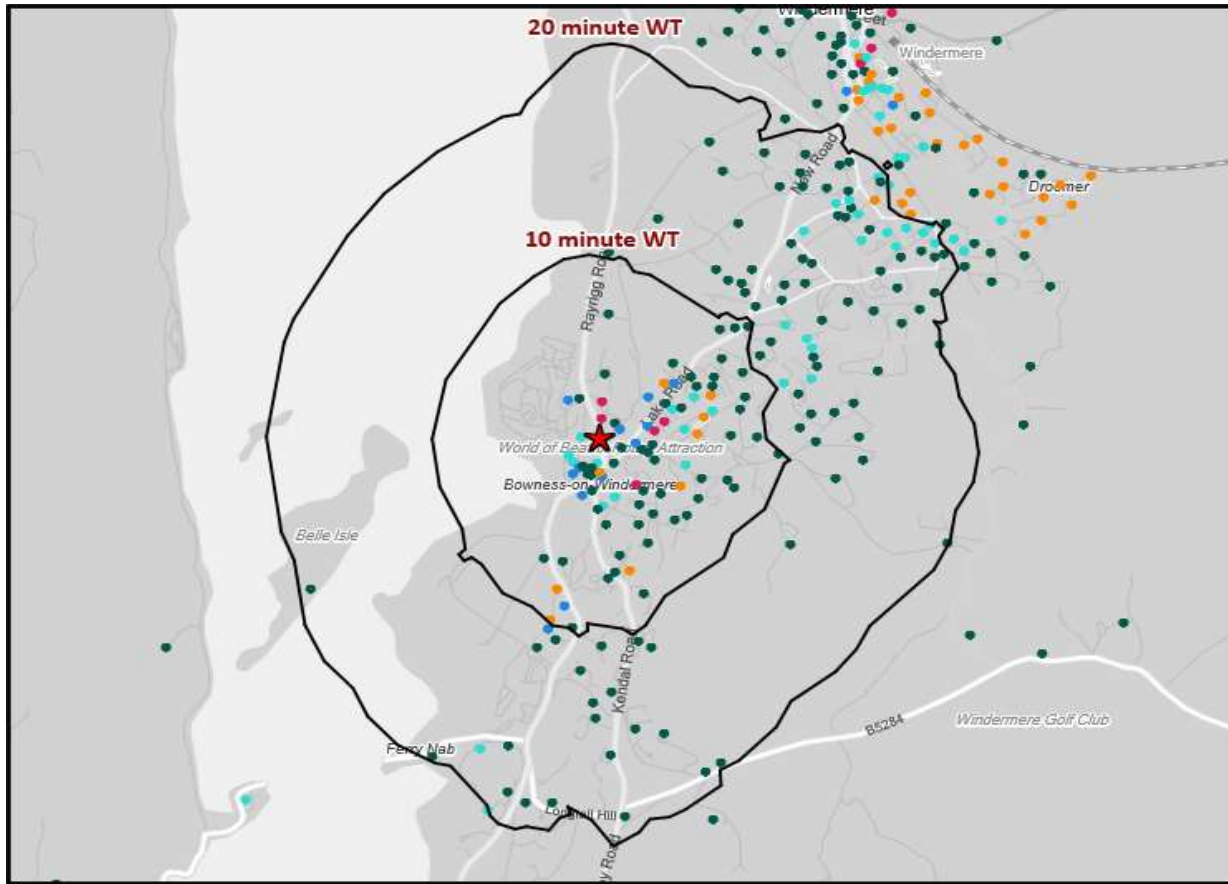
*WT= Walktime, **DT= Drivetime

	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	1,793	3,605	39,052	34	25	10	
<small>Population & Adults 18+ index is based on all pubs</small>							
Adults 18+	1,511	3,062	32,643	35	17	11	
Competition Pubs	22	24	110	147	75	30	
Adults 18+ per Competition Pub	69	128	297	8	15	36	
% Adults Likely to Drink	84.3%	85.1%	84.2%	102	103	102	
Affluence	Low	29.3%	16.8%	18.0%	114	65	70
	Medium	23.4%	18.7%	32.7%	59	47	83
	High	45.2%	61.9%	46.7%	135	184	139
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	77	192	2,508	53	66	79
	25-34	275	390	3,860	115	81	74
	35-44	250	410	4,319	108	88	86
	45-64	502	1,087	11,458	110	118	115
	65+	407	983	10,498	119	143	141



	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	881 (49%)	1,802 (50%)	19,289 (49%)	99	101	100
	Female	912 (51%)	1,803 (50%)	19,763 (51%)	101	99	100
Economic Status (16-74)	Employed: Full-time	552 (42%)	958 (37%)	11,252 (40%)	101	89	97
	Employed: Part-time	192 (15%)	352 (14%)	4,044 (14%)	113	104	111
	Self employed	259 (20%)	522 (20%)	4,272 (15%)	207	210	160
	Unemployed	11 (1%)	15 (1%)	260 (1%)	35	24	39
	Retired	190 (15%)	509 (20%)	5,231 (19%)	105	142	135
	Other	106 (8%)	243 (9%)	2,962 (11%)	41	47	54
Total Worker Count	430	901	18,713				

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

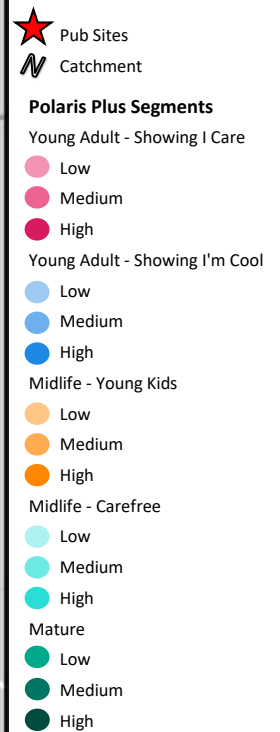
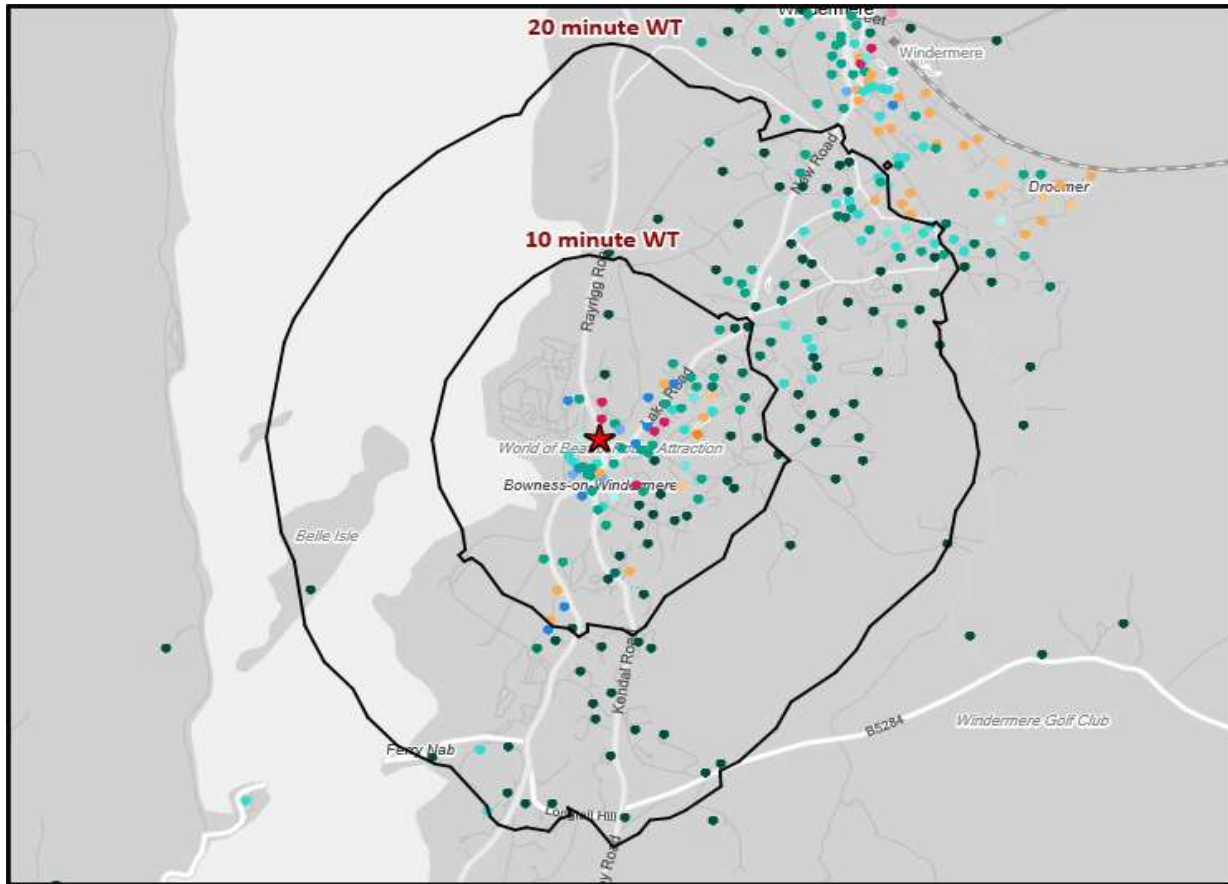
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	90	122	1,279	67	45	44
Young Adult - Showing I'm Cool	178	178	1,808	128	63	60
Midlife - Young Kids	201	201	5,079	42	21	50
Midlife - Carefree	271	601	5,983	85	93	87
Mature	738	1,878	17,628	175	219	193
Not Private Households	33	82	866	152	186	184
Total	1,511	3,062	32,643			

Polaris Summary - Old John Peel Inn Bowness



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Polaris Plus Profile by Catchment

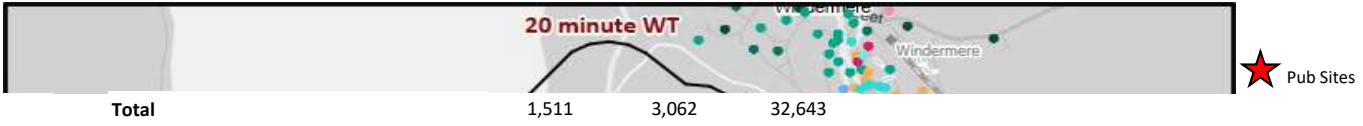
*WT= Walktime, **DT= Drivetime

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	32	79	0	25	6
Medium	0	0	0	0	0	0
High	90	90	1,200	177	87	109
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	87	87	1,058	156	77	88
High	91	91	750	135	66	51
Midlife - Young Kids						
Low	99	99	1,303	59	29	36
Medium	88	88	3,315	39	19	68
High	14	14	461	17	8	26
Midlife - Carefree						
Low	25	25	650	49	24	59
Medium	24	24	1,336	24	12	61
High	222	552	3,997	135	165	112
Mature						
Low	318	358	3,828	355	197	198
Medium	154	373	4,965	81	96	120
High	266	1,147	8,835	188	399	289
Not Private Households	33	82	866	152	186	184

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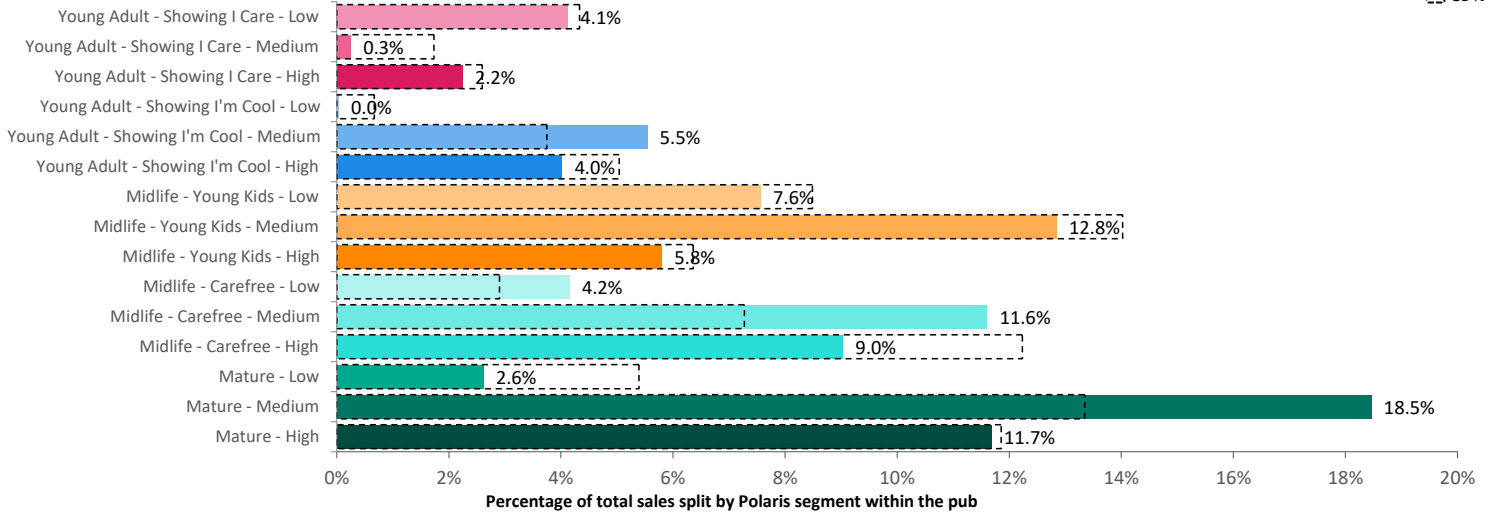


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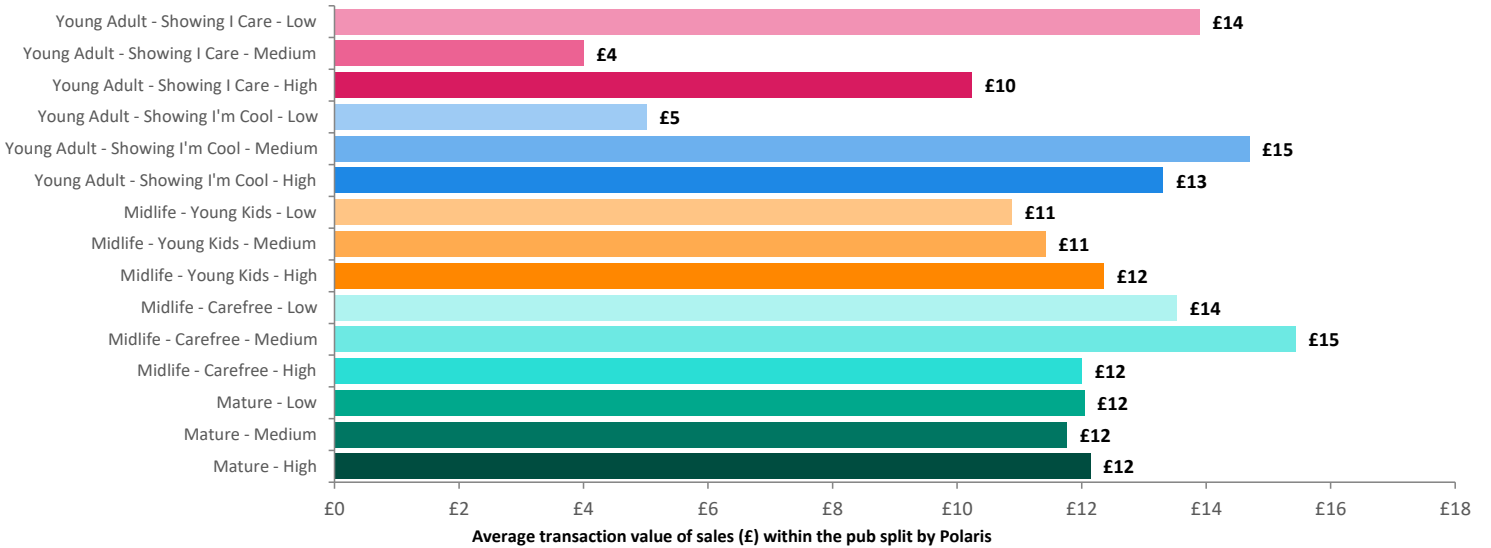


Spend by Polaris

GB %

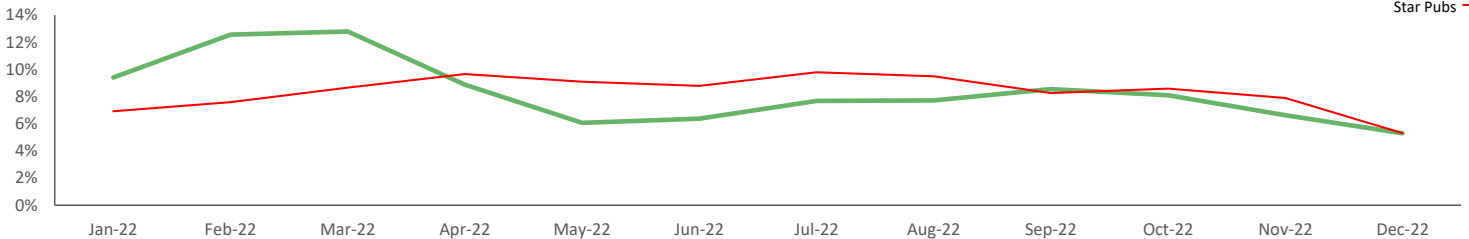


Average Transaction Values (£) by Polaris

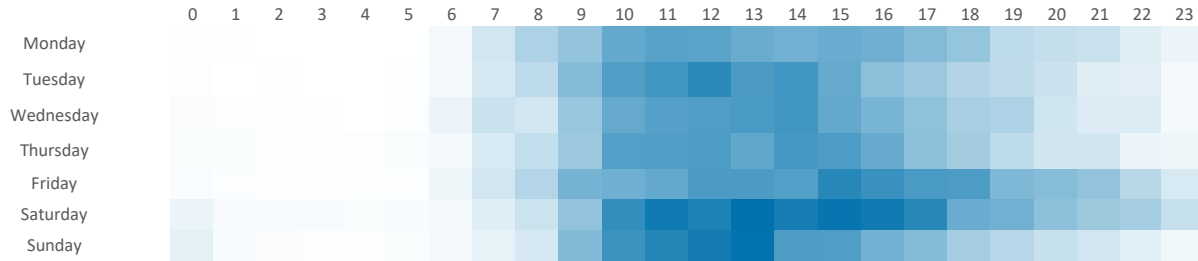


Spend by Month

Old John Peel Inn Bowness
Star Pubs

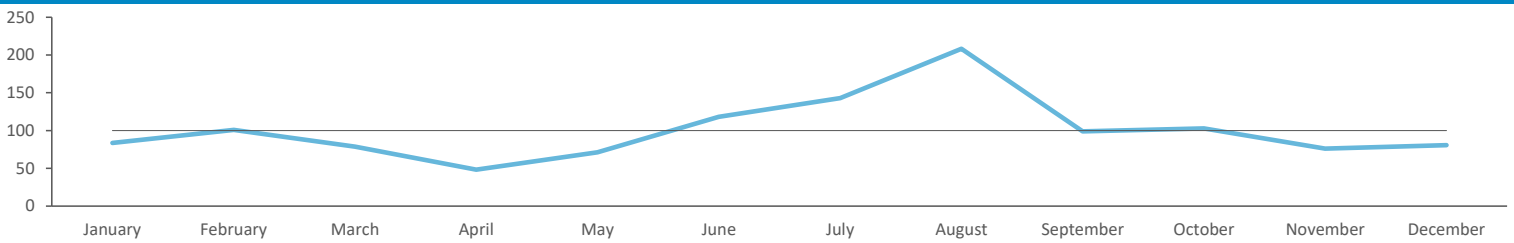


Time of Day/Day of Week



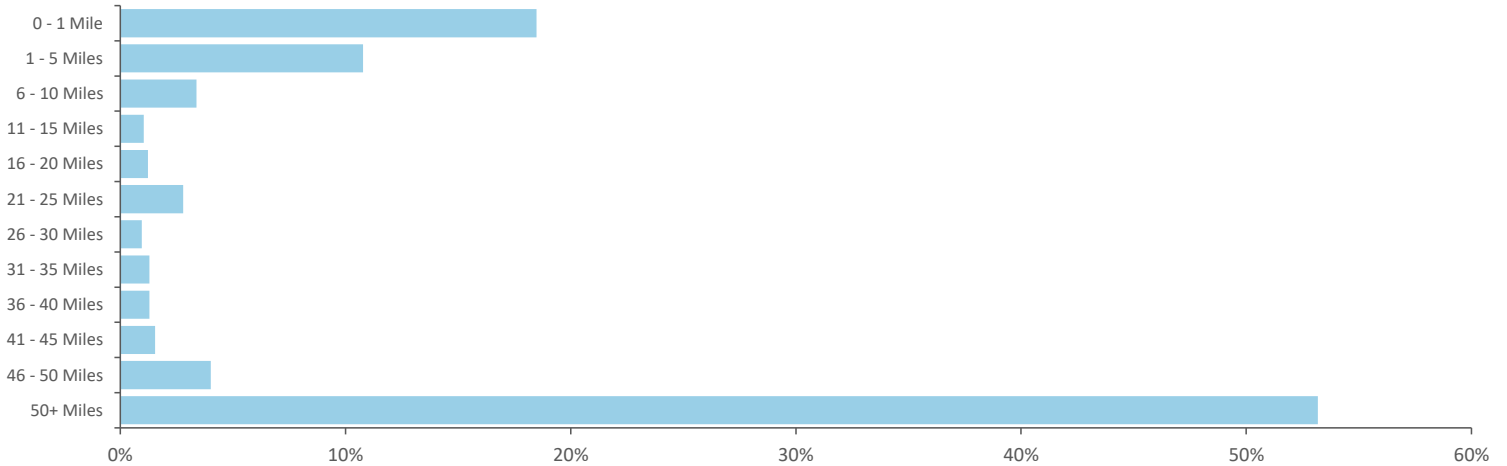
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



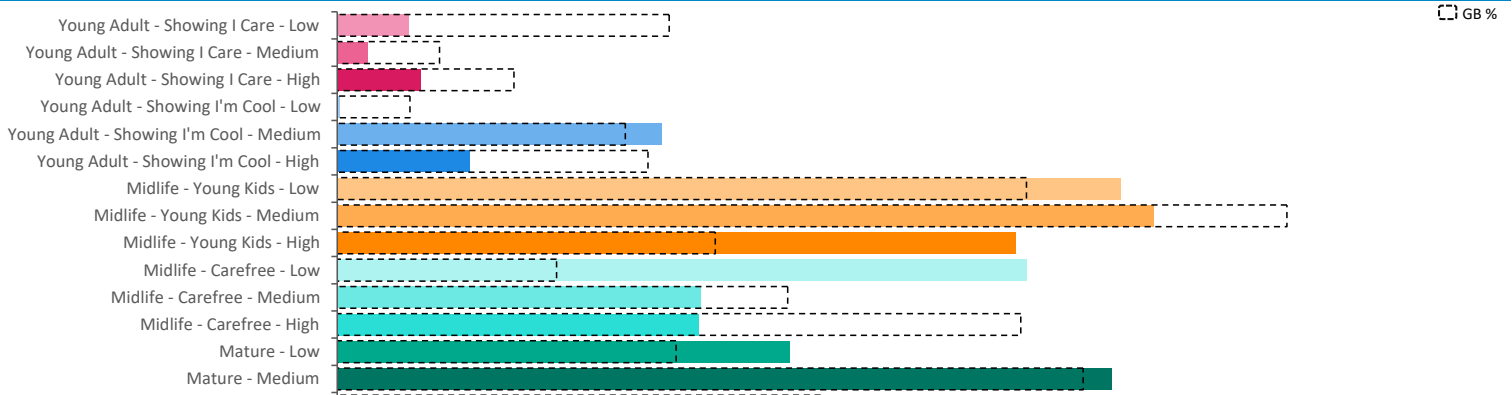
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

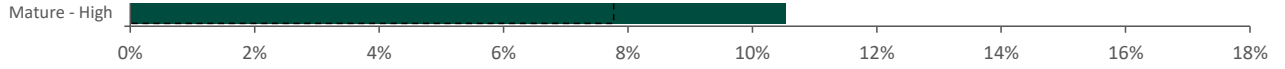


Mobile Data Summary - Old John Peel Inn Bowness

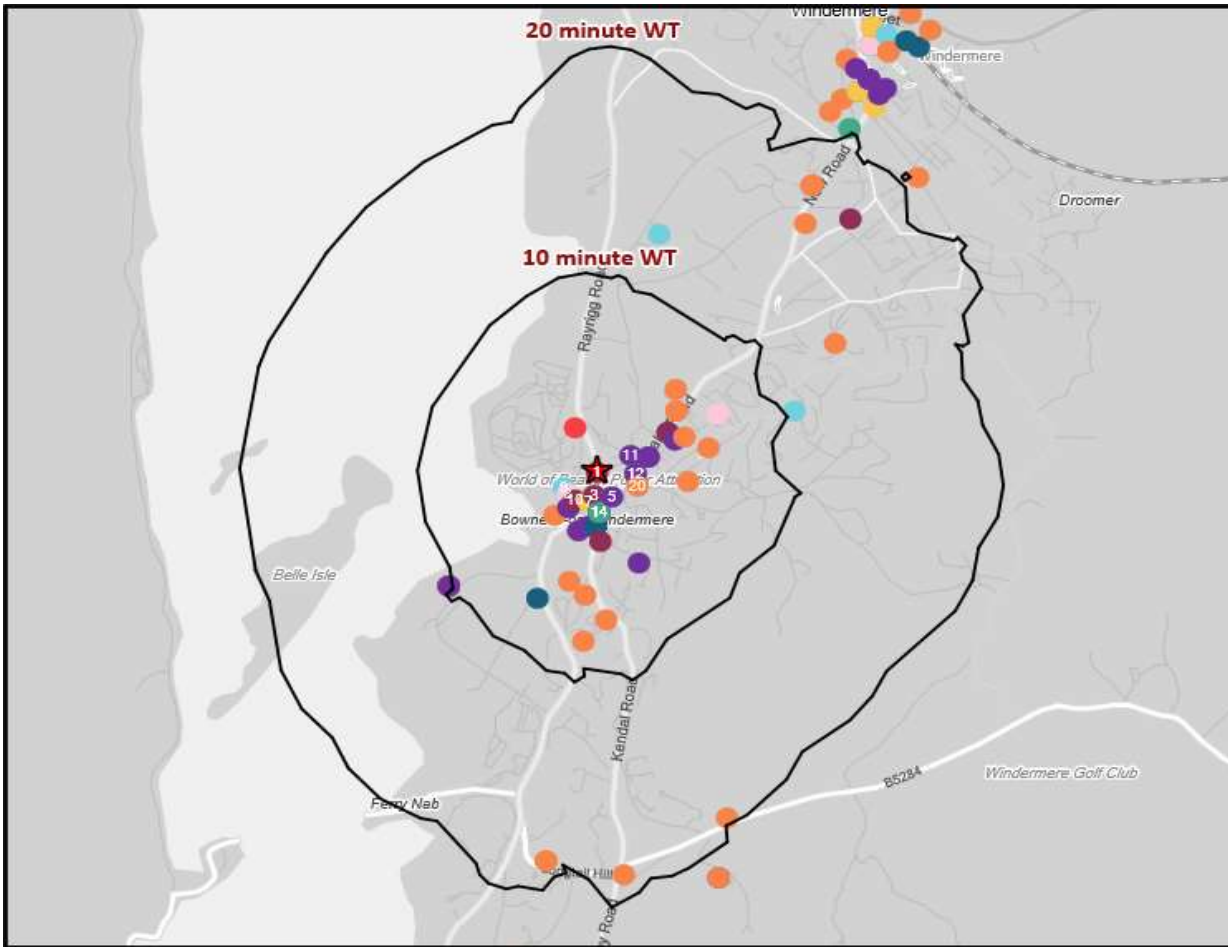


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Time of Day/Day of Week



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	Flying Pig Pub	LA23 3BZ	Independent Free	GPGF	0.0
1	Old John Peel Inn	LA23 3BZ	Star Pubs & Bars	Premium Local	0.0
3	Magic Roundabout	LA23 3BY	Independent Free	High Street Pub	0.1
3	Albert Hotel	LA23 3BY	Robinsons	Premium Local	0.1
5	World Of Beatrix Potter	LA23 3BX	Independent Free	Clubland	0.1
5	Shahib's	LA23 3BX	Independent Free	Restaurants	0.1
7	Lago	LA23 3GQ	Independent Free	High Street Pub	0.1
8	New Hall Inn	LA23 3DH	Robinsons	GPGF	0.1
9	Royal Windermere Yacht Club	LA23 3DJ	Independent Free	Clubland	0.1
10	Churchills	LA23 3DQ	Independent Free	Premium Local	0.1
11	80 Days	LA23 3DU	Independent Free	Restaurants	0.1
12	Alpine Restaurant	LA23 3BS	Independent Free	Casual Dining	0.1
12	House Of Siam	LA23 3BS	Independent Free	Restaurants	0.1
14	Hyltons	LA23 3EB	Independent Free	Restaurants	0.1
14	Fizzy Tarte	LA23 3EB	Independent Free	High Street Pub	0.1
14	Baha	LA23 3EB	Independent Free	Restaurants	0.1
14	Porthole Restaurant	LA23 3EB	Independent Free	Restaurants	0.1
14	Mela	LA23 3EB	Independent Free	Restaurants	0.1
14	Bodega Tapas & Sol Bar	LA23 3EB	Independent Free	Casual Dining	0.1
20	Angel Inn	LA23 3BU	Independent Free	Hotel	0.1