

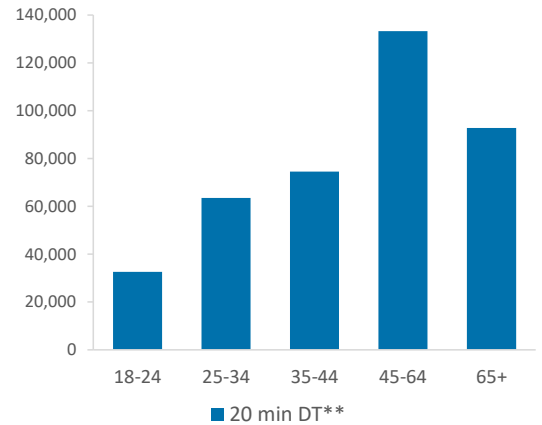
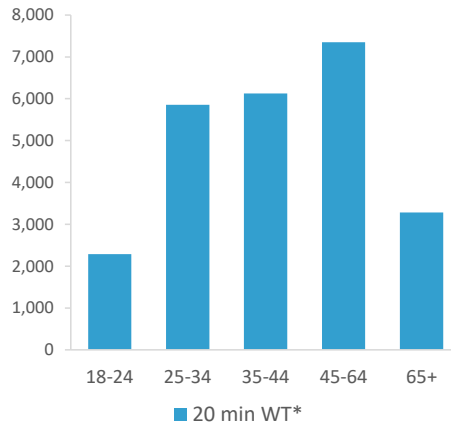
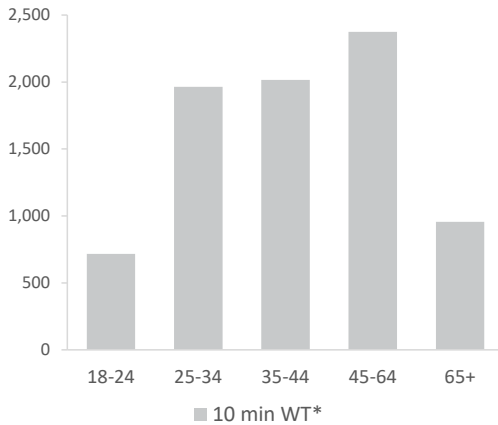
# Catchment Summary - Oddfellows Watford

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

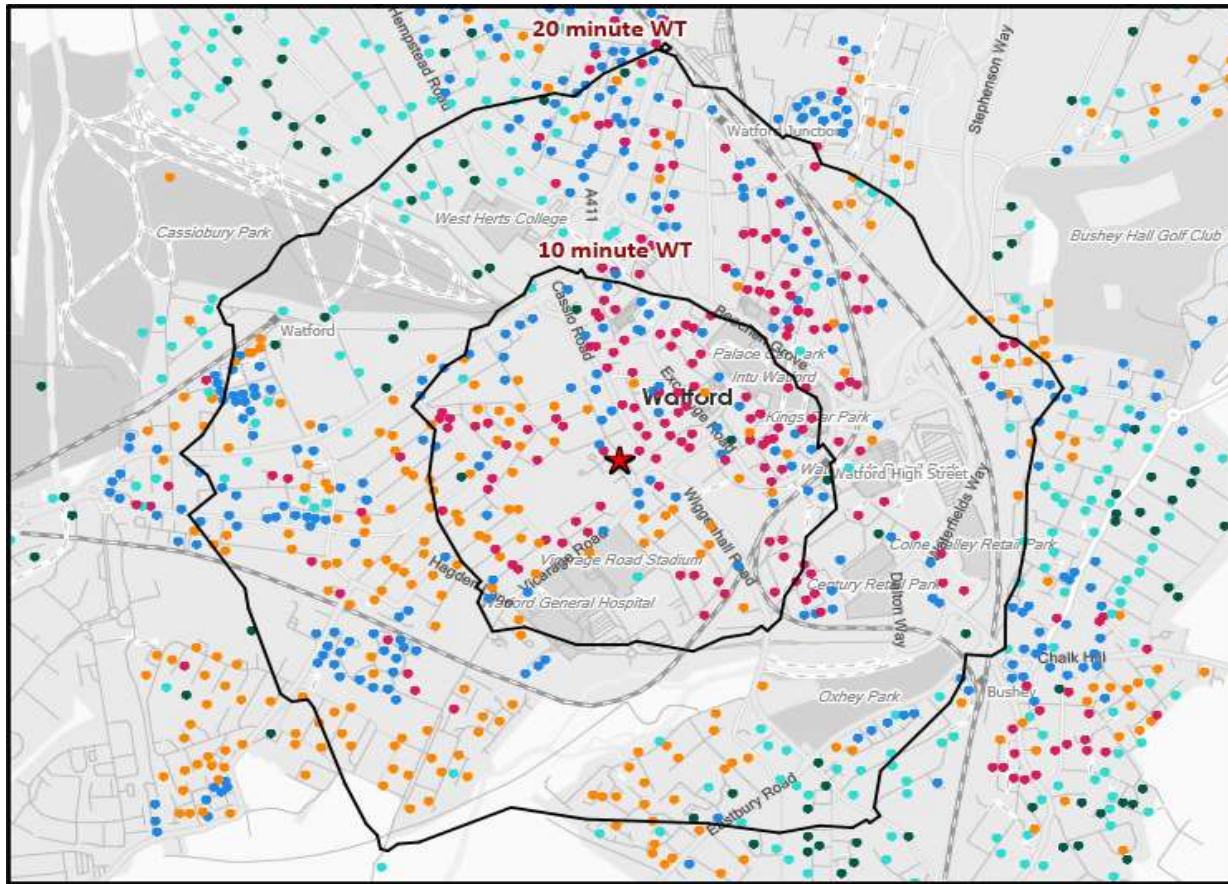
\*WT= Walktime, \*\*DT= Drivetime

		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		10,730	32,806	518,004	203	225	137
Adults 18+		8,027	24,903	396,755	184	139	133
Competition Pubs		10	37	318	67	116	88
Adults 18+ per Competition Pub		803	673	1,248	97	82	151
% Adults Likely to Drink		81.0%	81.7%	83.2%	98	99	101
Affluence	Low	24.4%	24.9%	16.8%	95	97	66
	Medium	26.8%	24.1%	25.9%	68	61	66
	High	48.8%	49.9%	56.0%	146	149	167
*Affluence does not include Not Private Households							
Age Profile	18-24	716	2,288	32,616	82	86	78
	25-34	1,965	5,854	63,540	138	134	92
	35-44	2,015	6,126	74,574	146	145	112
	45-64	2,375	7,350	133,245	87	88	101
	65+	956	3,285	92,780	47	52	94



		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	5,500 (51%)	16,720 (51%)	254,593 (49%)	104	103	99
	Female	5,230 (49%)	16,086 (49%)	263,411 (51%)	96	97	101
Economic Status (16-74)	Employed: Full-time	3,916 (50%)	12,042 (50%)	157,599 (43%)	120	120	104
	Employed: Part-time	880 (11%)	2,640 (11%)	44,971 (12%)	86	84	95
	Self employed	811 (10%)	2,493 (10%)	46,985 (13%)	108	108	135
	Unemployed	199 (3%)	643 (3%)	7,785 (2%)	107	112	90
	Retired	493 (6%)	1,642 (7%)	41,118 (11%)	46	49	82
	Other	1,535 (20%)	4,646 (19%)	64,626 (18%)	99	98	90
Total Worker Count		8,872	27,124	241,746			

See the Glossary page for further information on the above variables



- ★ Pub Sites
- N 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	3,490	6,970	25,689	487	314	73
Young Adult - Showing I'm Cool	1,354	6,474	48,613	183	283	133
Midlife - Young Kids	2,764	8,362	128,108	110	107	103
Midlife - Carefree	261	1,970	104,990	15	38	126
Mature	158	846	84,407	7	12	76
<b>Not Private Households</b>	0	281	4,948	0	78	87
<b>Total</b>	8,027	24,903	396,755			

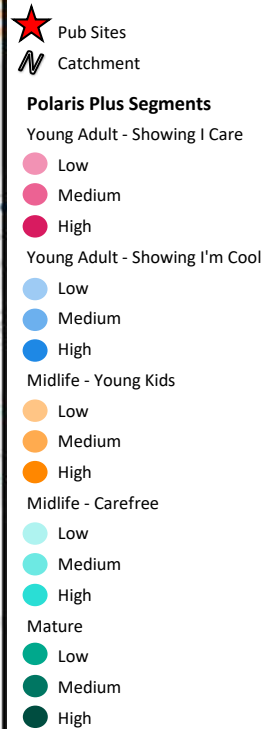
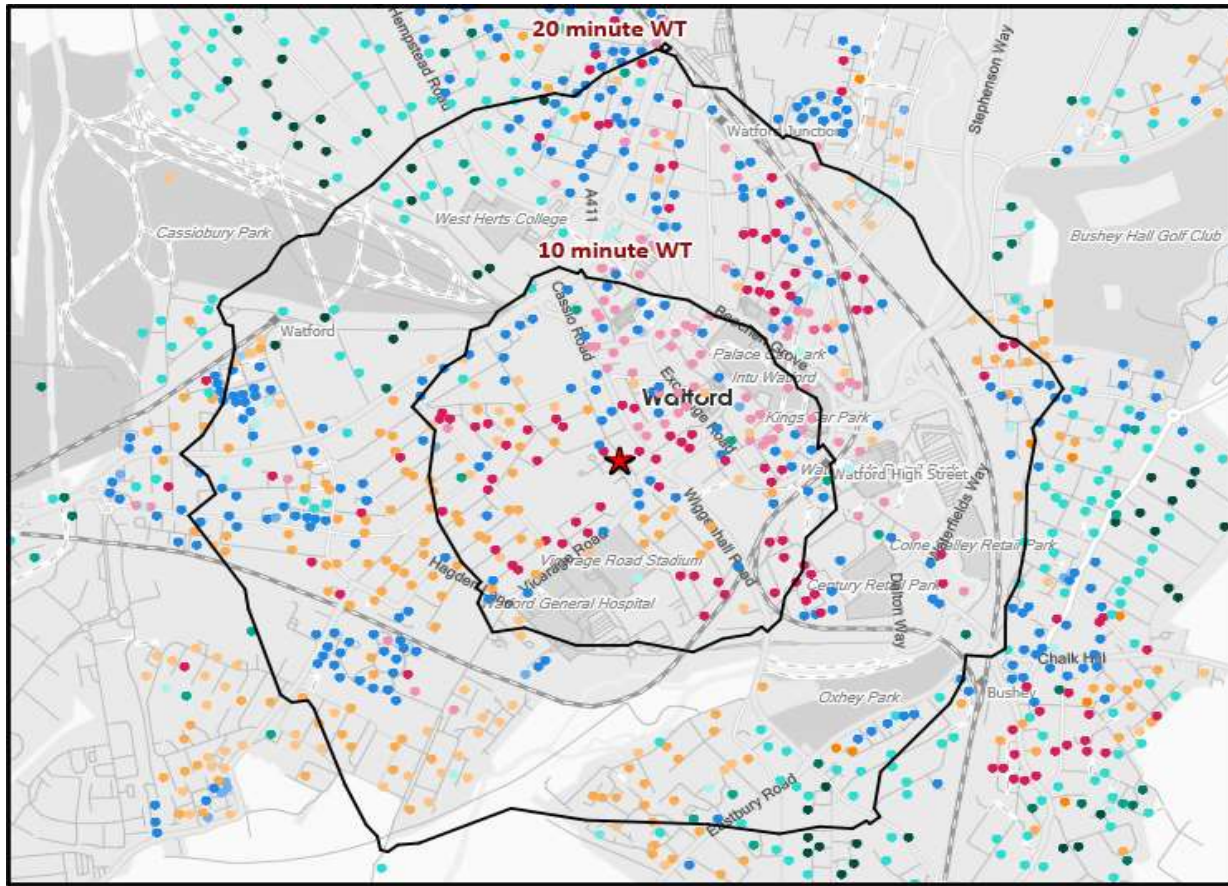
# Polaris Summary - Oddfellows Watford



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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	896	2,350	9,513	266	225	57
Medium	0	94	257	0	28	5
High	2,594	4,526	15,919	959	540	119
<b>Young Adult - Showing I'm Cool</b>						
Low	93	111	595	113	43	15
Medium	1	88	2,526	0	10	17
High	1,260	6,275	45,492	351	563	256
<b>Midlife - Young Kids</b>						
Low	616	2,476	33,151	69	89	75
Medium	2,148	5,759	81,347	179	155	137
High	0	127	13,610	0	9	64
<b>Midlife - Carefree</b>						
Low	197	763	4,838	72	90	36
Medium	0	14	1,428	0	1	5
High	64	1,193	98,724	7	44	228
<b>Mature</b>						
Low	158	510	18,665	33	34	79
Medium	0	42	17,224	0	1	34
High	0	294	48,518	0	13	130
<b>Not Private Households</b>	0	281	4,948	0	78	87

# Polaris Summary - Oddfellows Watford



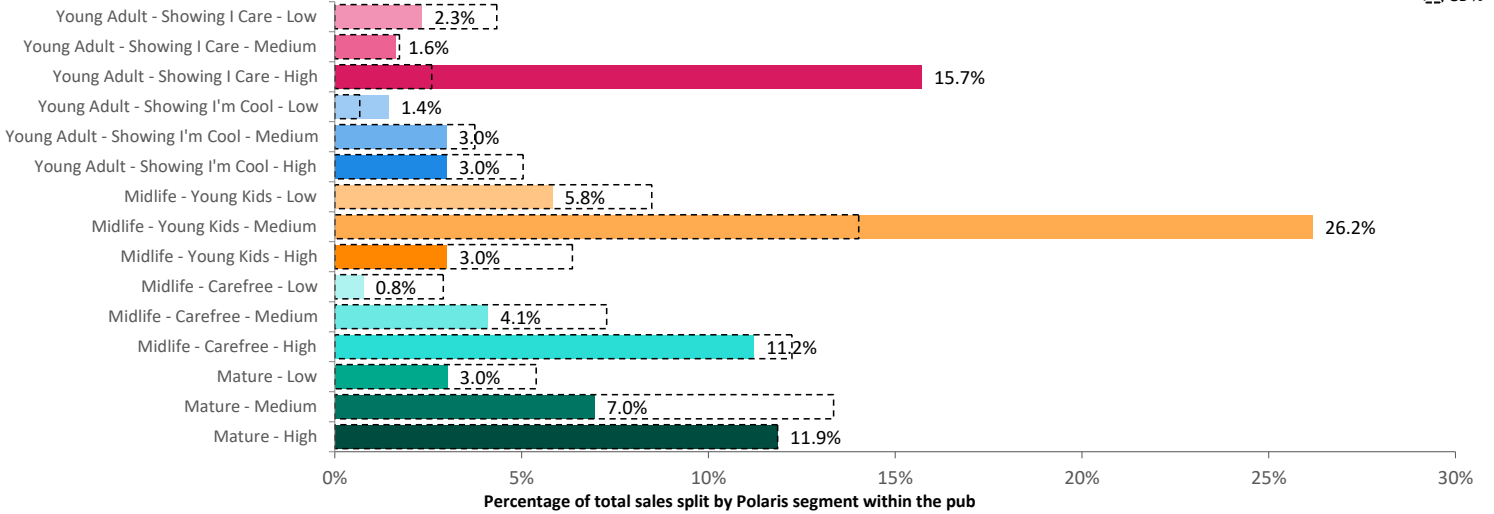
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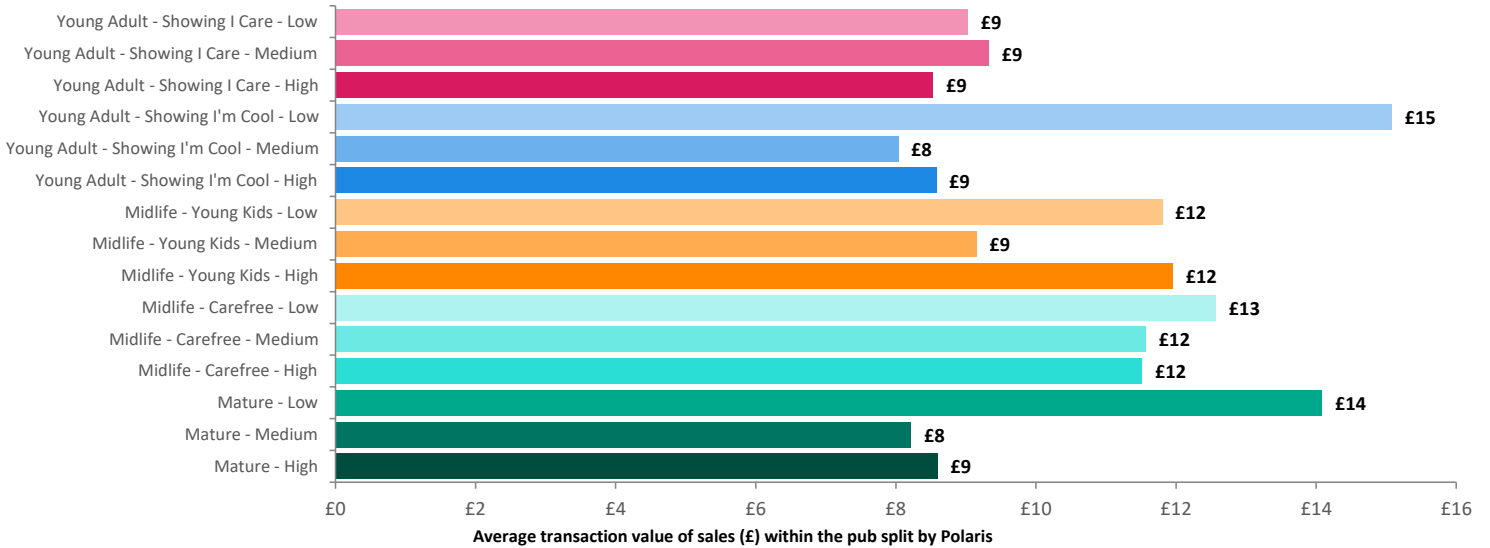
Total 8,027 24,903 396,755

Spend by Polaris

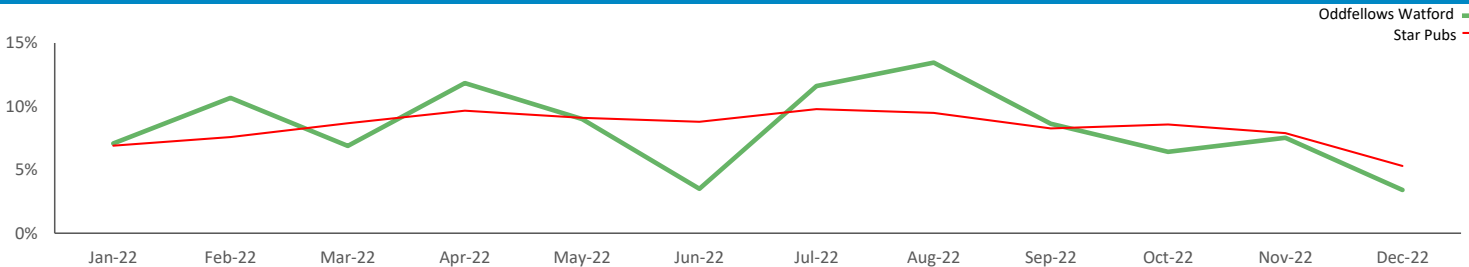
GB %



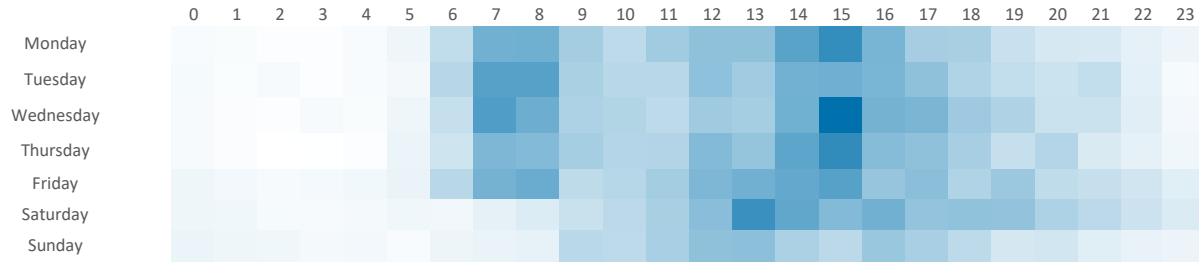
Average Transaction Values (£) by Polaris



Spend by Month

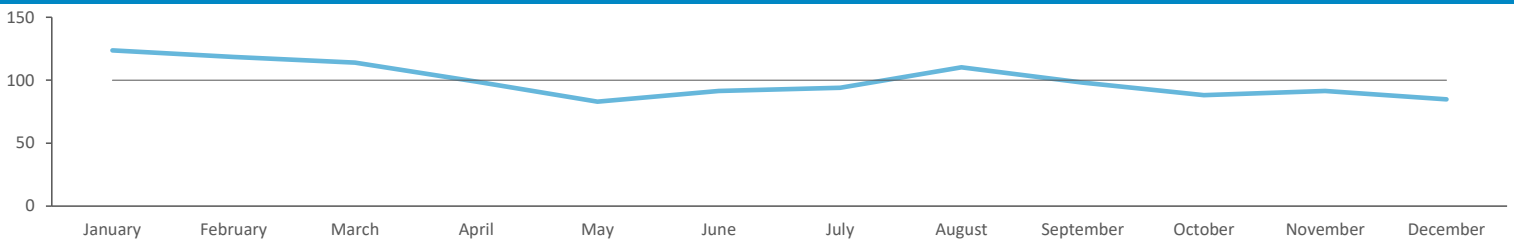


## Time of Day/Day of Week



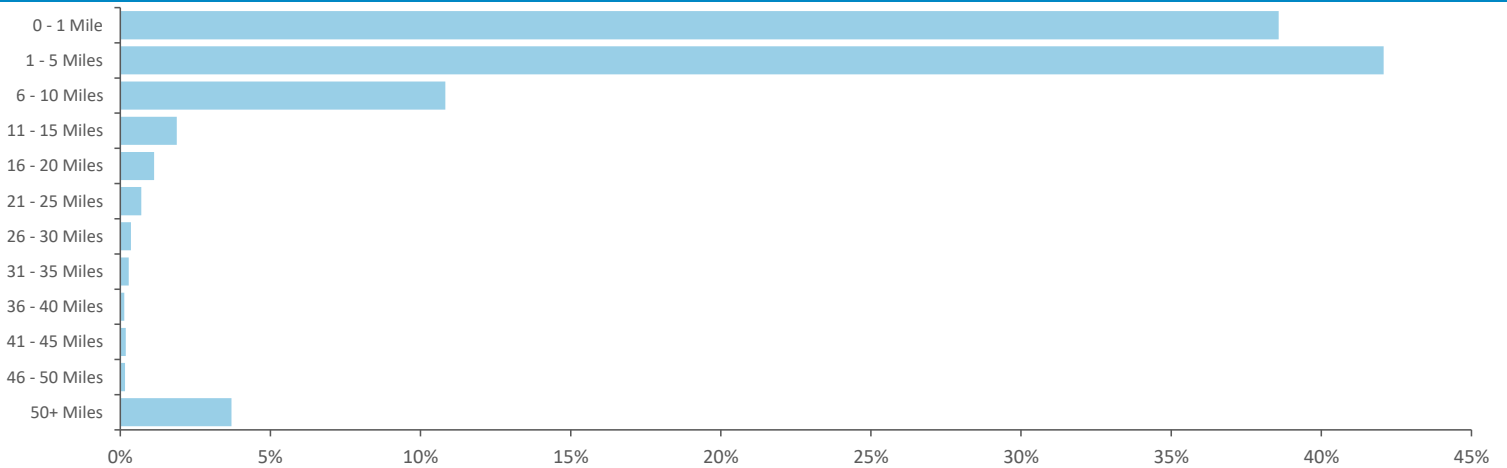
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



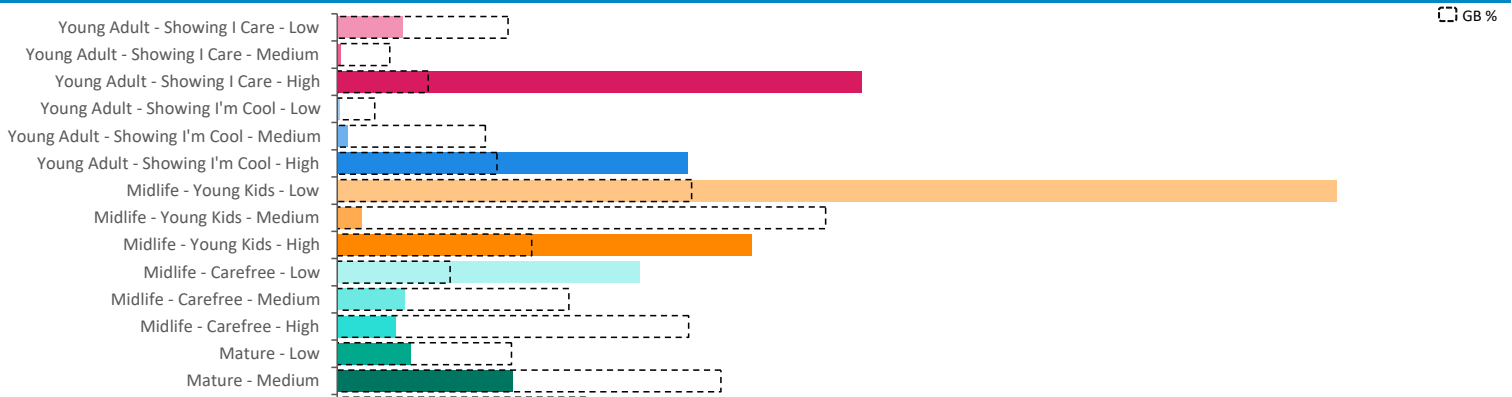
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## 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 - Oddfellows Watford



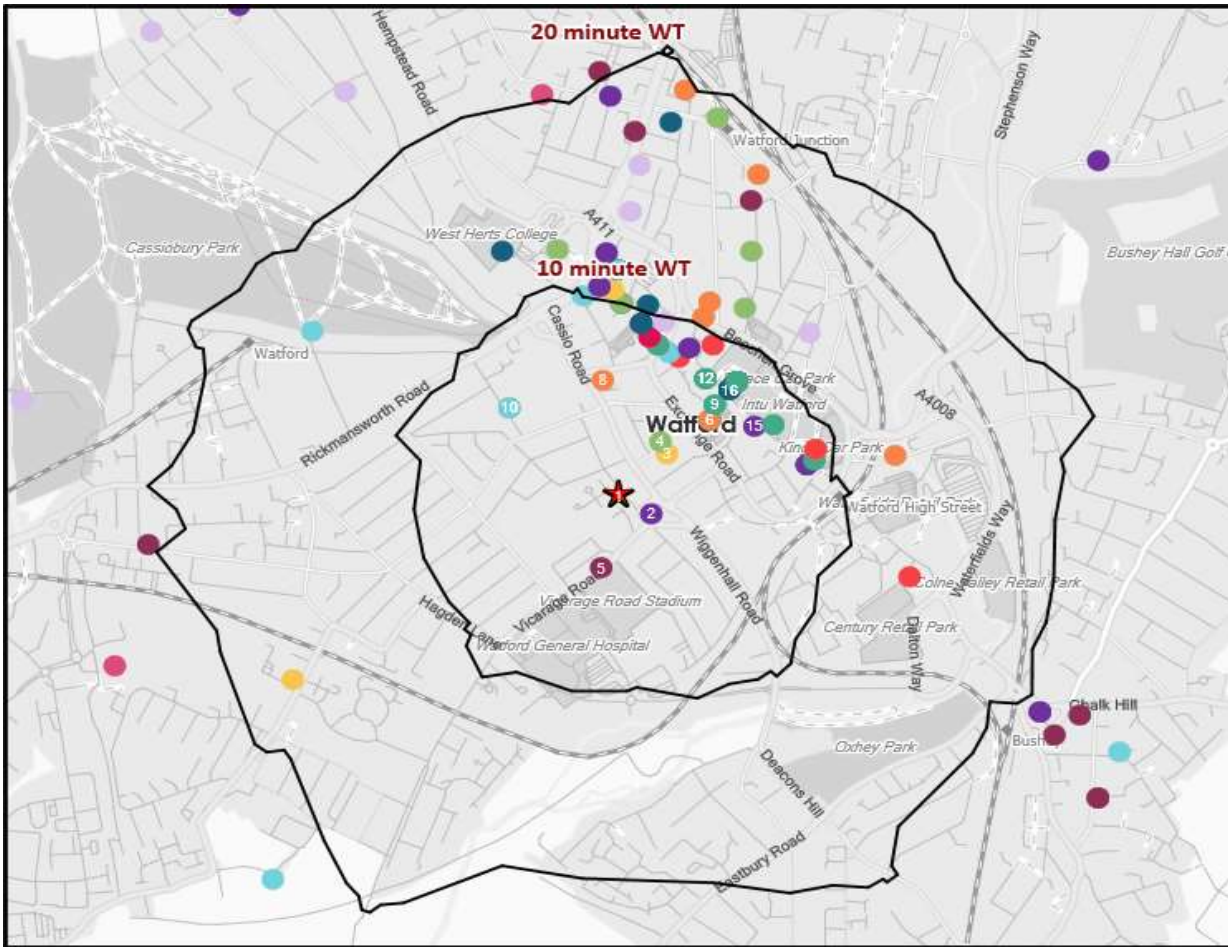
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## Time of Day/Day of Week



Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door





**★ Pub Sites**  
**N 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	Oddfellows	WD18 ORD	Star Pubs & Bars	Community Pub	0.0
2	Gabriel's Bar & Lounge	WD18 OEJ	Independent Free	Restaurants	0.1
3	La Bottega Italiana	WD18 OPR	Independent Free	High Street Pub	0.1
4	Mangans	WD18 OPY	Independent Free	Circuit Bar	0.1
5	Red Lion	WD18 OEY	Save Investments	Premium Local	0.1
6	Diamonds And Strings	WD18 OPA	Star Pubs & Bars	ABOS	0.2
6	Travelodge	WD18 OPA	Dubai International Capital	Hotel	0.2
8	Best Western Hotel	WD18 OJF	Independent Free	Hotel	0.2
9	Honest Burgers	WD18 OLG	Honest Burgers Ltd	Casual Dining	0.3
10	White House Hotel & Restaurant	WD18 7HP	Independent Free	Hotel	0.3
10	West Herts Sports Club	WD18 7HP	Independent Free	Clubland	0.3
12	Moon Under Water	WD17 2BS	Wetherspoons GB	Circuit Bar	0.3
12	Five Guys	WD17 2BS	Five Guys	Casual Dining	0.3
12	Chipotle Mexican Grill	WD17 2BS	Chipotle Mexican Grill UK Ltd	Casual Dining	0.3
15	India Garden Restaurant	WD17 2BW	Independent Free	Restaurants	0.3
16	Chi Ka Yan	WD17 2DJ	Independent Free	Restaurants	0.3
16	Cassio Lounge	WD17 2DJ	Loungers	High Street Pub	0.3
16	Cote	WD17 2DJ	Cote Restaurants	Casual Dining	0.3
16	Las Iguanas	WD17 2DJ	Big Table Group Ltd	ABOS	0.3
16	Florist	WD17 2DJ	New World Trading Company	ABOS	0.3