

Catchment Summary - Old English Gentleman Cheshunt



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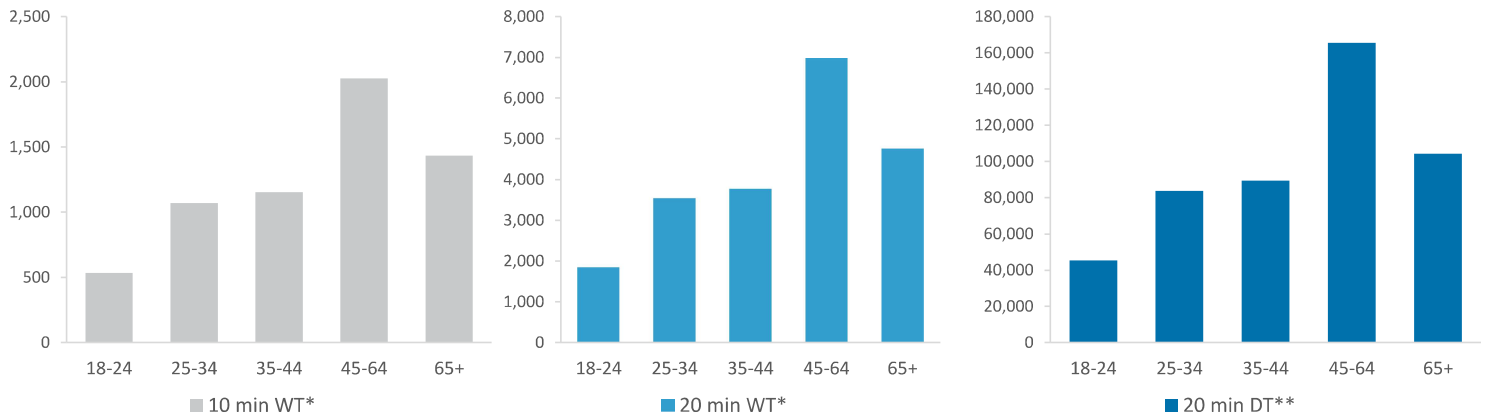
	Over GB Average
	Around GB Average
	Under GB Average

*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	8,103	27,098	641,247	153	186	169	
Adults 18+	6,220	20,856	488,439	143	117	163	
Competition Pubs	1	13	353	7	41	98	
Adults 18+ per Competition Pub	6,220	1,604	1,384	753	194	168	
% Adults Likely to Drink	82.6%	82.4%	82.4%	100	100	100	
Affluence	Low	18.5%	17.0%	27.2%	72	66	106
	Medium	57.7%	59.1%	35.7%	147	150	91
	High	23.8%	23.7%	36.3%	71	71	108
Age Profile	18-24	535	1,844	45,378	81	84	87
	25-34	1,069	3,537	83,842	99	98	98
	35-44	1,155	3,768	89,463	111	108	108
	45-64	2,026	6,960	165,546	98	100	101
	65+	1,435	4,747	104,210	93	92	85

Population & Adults 18+ index is based on all pubs

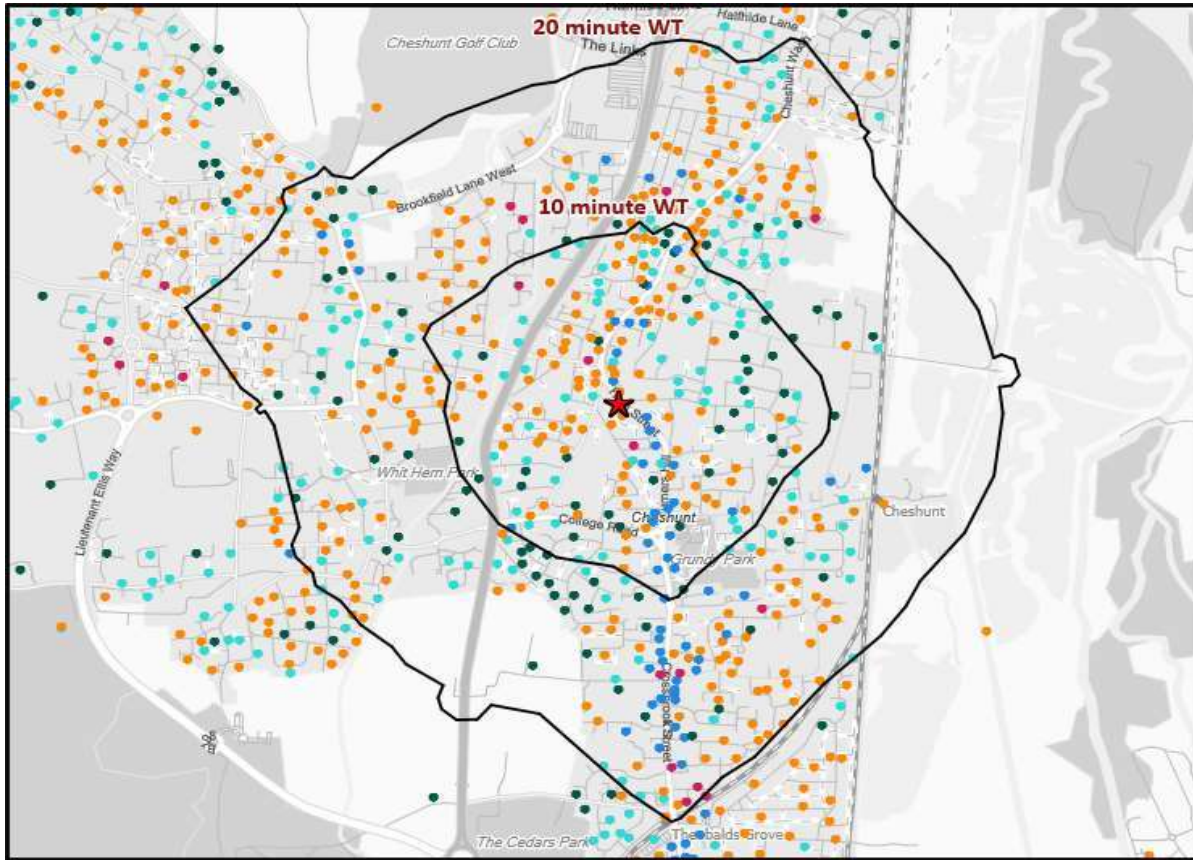
*Affluence does not include Not Private Households



	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	3,887 (48%)	12,941 (48%)	313,043 (49%)	97	97	99
	Female	4,216 (52%)	14,157 (52%)	328,204 (51%)	103	103	101
Economic Status (16-74)	Employed: Full-time	2,286 (41%)	7,801 (41%)	183,712 (41%)	98	99	98
	Employed: Part-time	783 (14%)	2,601 (14%)	59,445 (13%)	107	106	101
	Self employed	639 (11%)	2,131 (11%)	52,486 (12%)	119	118	121
	Unemployed	140 (2%)	521 (3%)	12,709 (3%)	105	116	118
	Retired	776 (14%)	2,545 (13%)	50,762 (11%)	100	97	81
	Other	991 (18%)	3,345 (18%)	93,832 (21%)	89	90	105
Total Worker Count	2,098	9,063	220,159				

See the Glossary page for further information on the above variables

Polaris Summary - Old English Gentleman Cheshunt



- 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	63	690	29,655	11	37	68
Young Adult - Showing I'm Cool	451	1,899	52,331	79	99	116
Midlife - Young Kids	3,108	11,035	234,563	159	168	153
Midlife - Carefree	1,583	4,513	97,296	121	103	95
Mature	1,015	2,688	70,691	58	46	52
<i>Not Private Households</i>	0	31	3,903	0	10	56
Total	6,220	20,856	488,439			

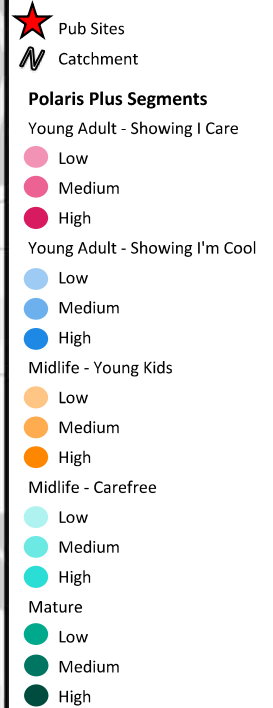
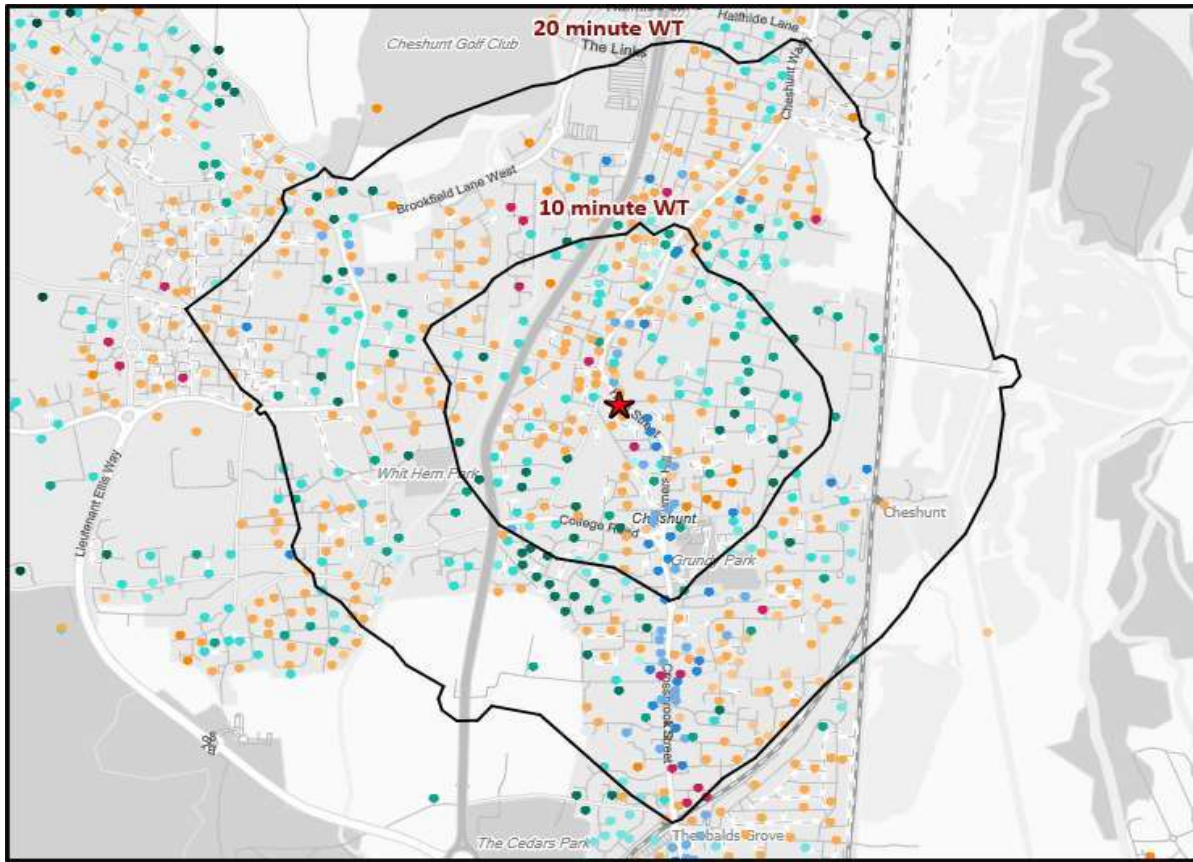
Polaris Summary - Old English Gentleman Cheshunt



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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	14,356	0	0	70
Medium	0	0	2,640	0	0	40
High	63	690	12,659	30	98	77
Young Adult - Showing I'm Cool						
Low	0	0	2,543	0	0	51
Medium	253	886	10,564	110	115	58
High	198	1,013	39,224	71	109	179
Midlife - Young Kids						
Low	617	2,110	88,096	89	91	162
Medium	2,299	8,521	135,855	248	274	186
High	192	404	10,612	57	36	40
Midlife - Carefree						
Low	137	331	8,212	65	47	49
Medium	418	1,340	5,805	100	96	18
High	1,028	2,842	83,279	151	125	156
Mature						
Low	395	1,105	19,634	107	89	68
Medium	620	1,583	19,530	79	60	32
High	0	0	31,527	0	0	69
Not Private Households	0	31	3,903	0	10	56

Polaris Summary - Old English Gentleman Cheshunt

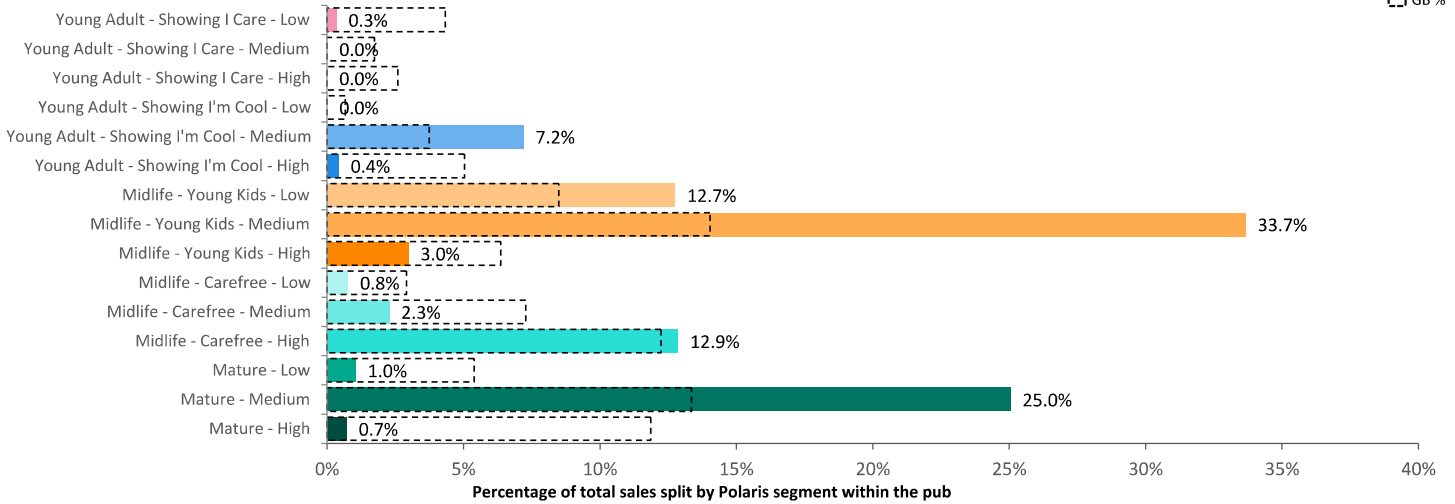


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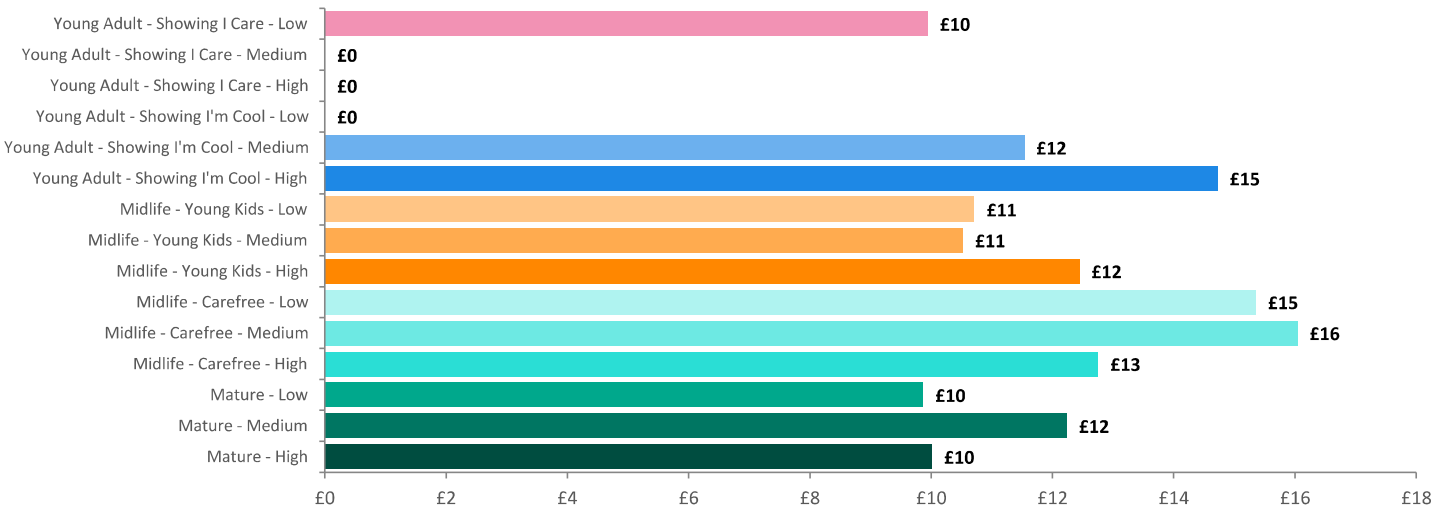
Spend by Polaris

GB %



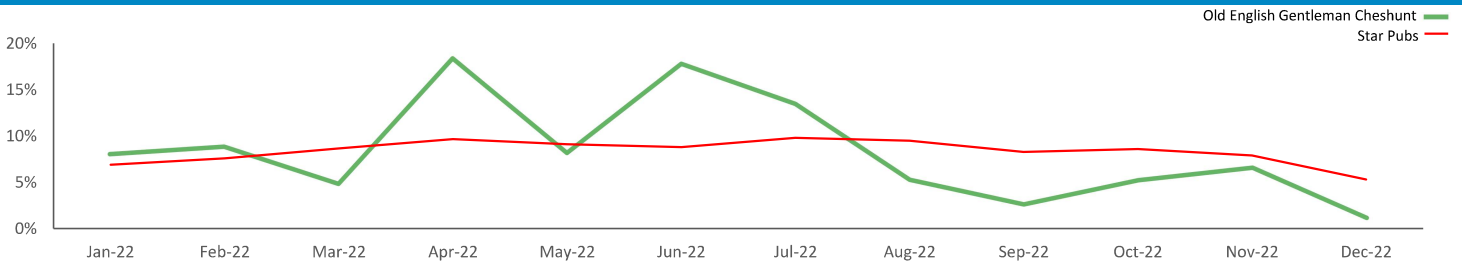
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

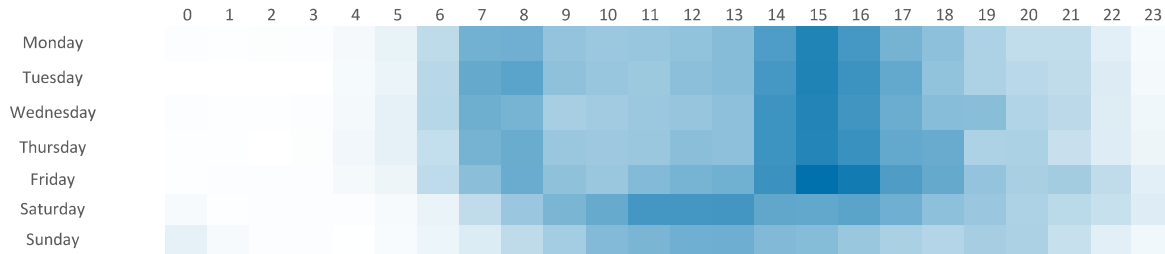


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

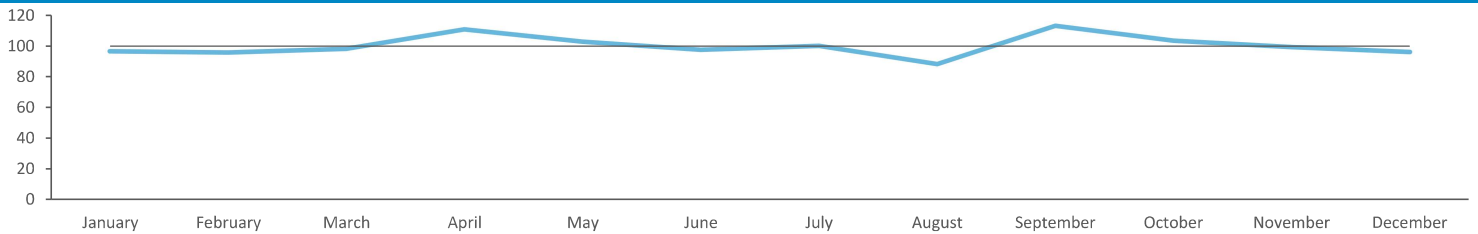


Time of Day/Day of Week



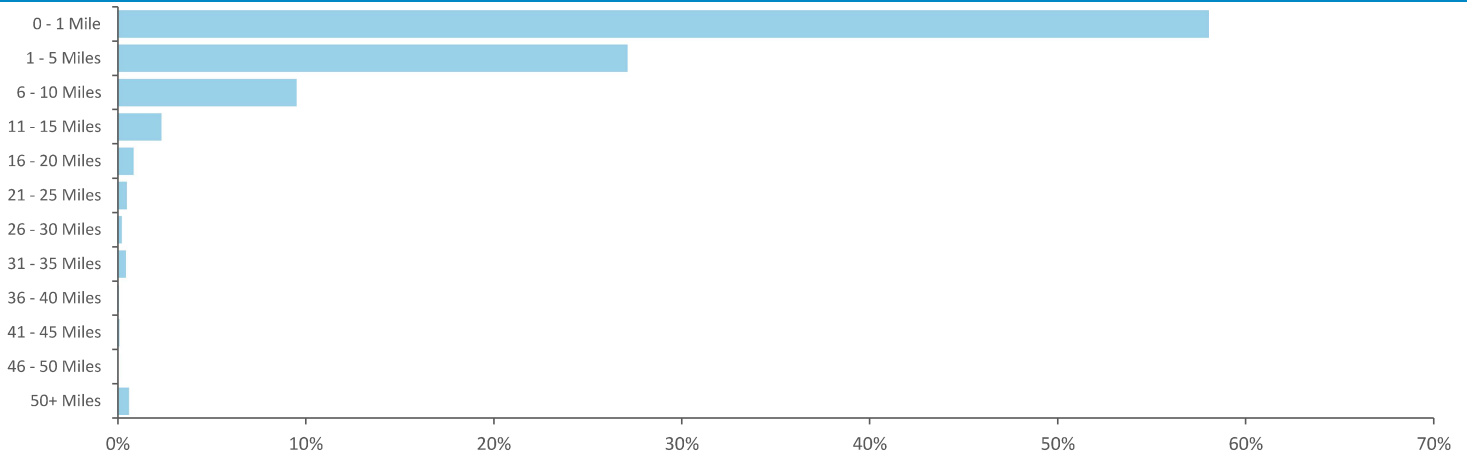
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



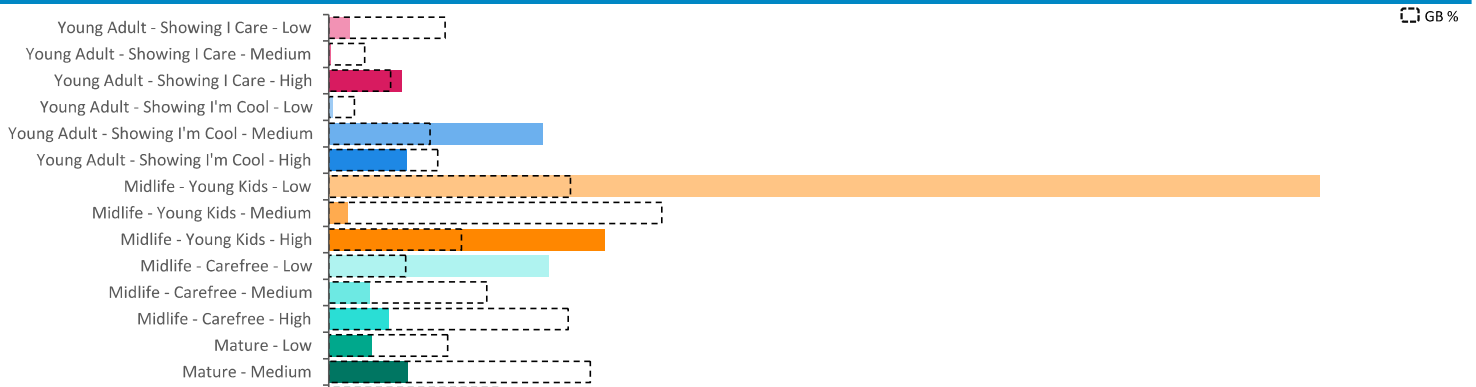
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Old English Gentleman Cheshunt

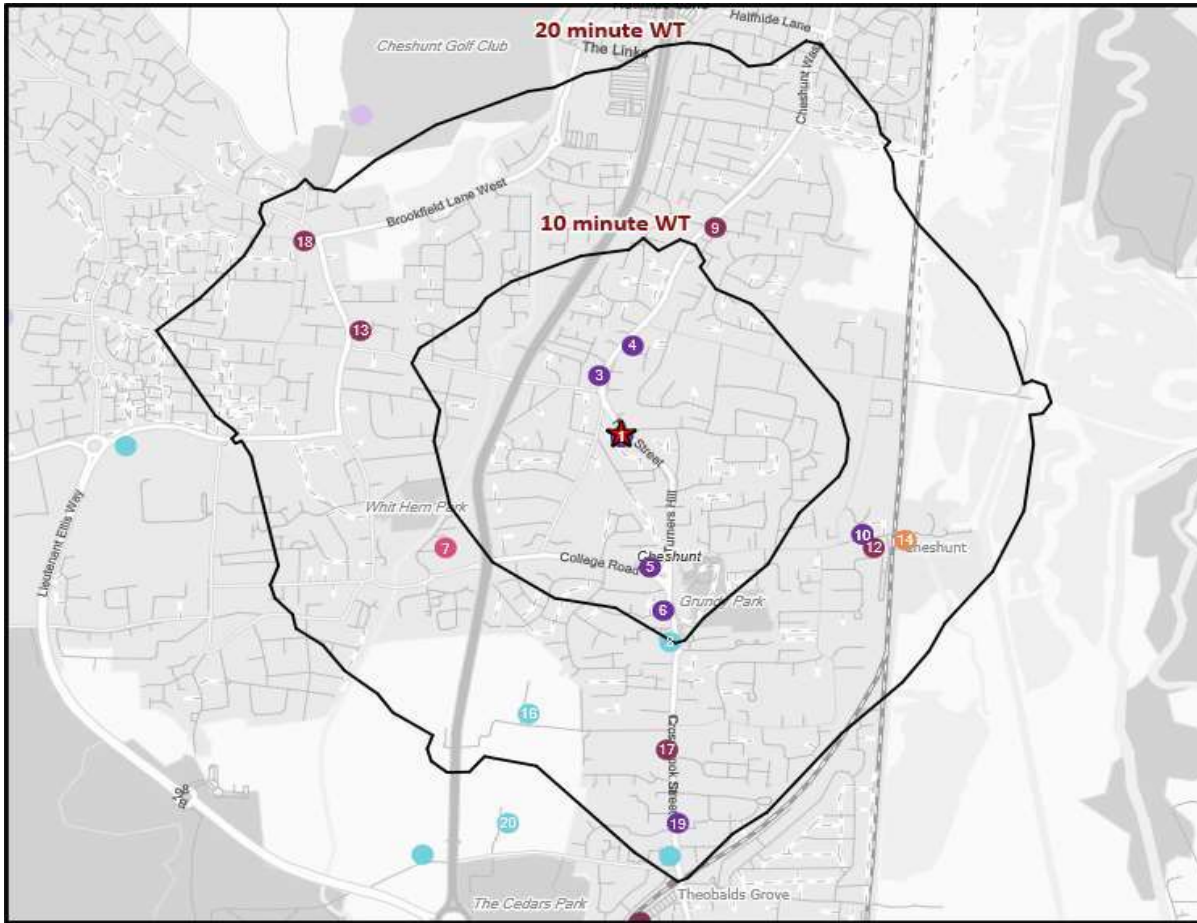


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Time of Day/Day of Week



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	Old English Gentleman	EN 8 9DG	Star Pubs & Bars	Premium Local	0.0
1	Mahek	EN 8 9DG	Independent Free	Restaurants	0.0
3	De Ja Vu	EN 8 0BX	Independent Free	Restaurants	0.1
4	Raj Vogue	EN 8 0AQ	Independent Free	Restaurants	0.2
5	Fishy Delishy	EN 8 9NU	Independent Free	Restaurants	0.3
6	Lavas	EN 8 8NQ	Independent Free	Restaurants	0.4
7	Crocodile	EN 8 9NQ	McMullen & Sons Ltd	Family Pub Dining	0.4
8	Halsey Masonic Club	EN 8 8NJ	Independent Free	Clubland	0.5
9	Old Anchor	EN 8 0AY	McMullen & Sons Ltd	Premium Local	0.5
10	Maltsters	EN 8 9AW	McMullen & Sons Ltd	Premium Local	0.5
10	Cheshunt Tandoori Restaurant	EN 8 9AW	Independent Free	Restaurants	0.5
12	Red Cow	EN 8 9AF	Stonegate Pub Company	Premium Local	0.6
13	Freemasons	EN 8 0HH	Star Pubs & Bars	Premium Local	0.6
14	Laura Trott Leisure Centre	EN 8 9AJ	Independent Free	Clubland	0.6
14	Yha London Lee Valley	EN 8 9AJ	Youth Hostel Association	Hotel	0.6
16	Cheshunt Club	EN 8 8XG	Independent Free	Clubland	0.6
17	Roman Urn	EN 8 8LY	Independent Free	Premium Local	0.7
18	Plough	EN 8 0JB	McMullen & Sons Ltd	Premium Local	0.8
19	El Curioso	EN 8 8JQ	Independent Free	Restaurants	0.8
20	Cheshunt Football Club	EN 8 8RU	Independent Free	Clubland	0.9