

Catchment Summary - Tito's Peruvian Restaurant London



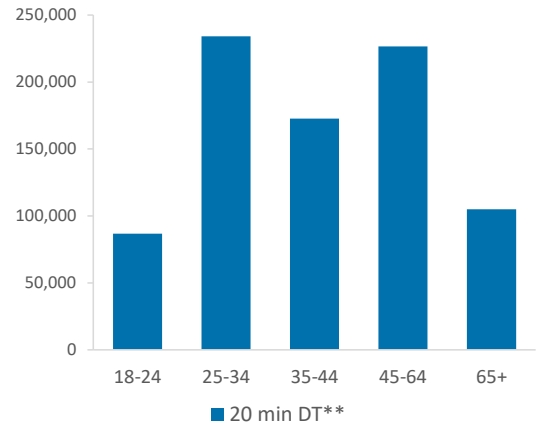
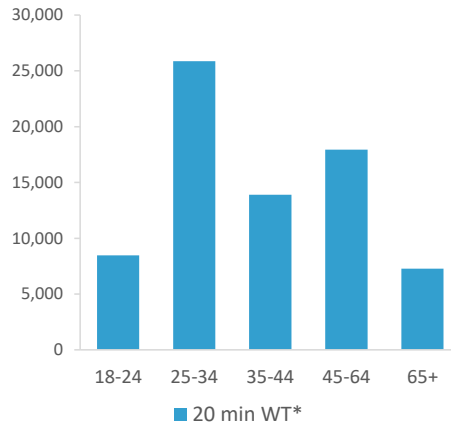
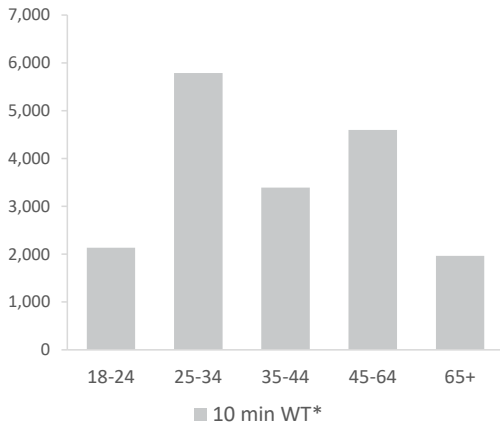
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- Over GB Average
- Around GB Average
- Under GB Average

*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		21,402	88,116	1,019,829	404	605	269
Adults 18+		17,874	73,438	825,165	411	411	276
Competition Pubs		11	77	1,361	73	241	376
Adults 18+ per Competition Pub		1,625	954	606	197	116	73
% Adults Likely to Drink		83.7%	83.9%	84.2%	102	102	102
Affluence	Low	61.8%	65.3%	60.4%	241	254	235
	Medium	33.1%	31.1%	25.7%	84	79	65
	High	4.6%	3.1%	12.7%	14	9	38
*Affluence does not include Not Private Households							
Age Profile	18-24	2,133	8,466	86,721	123	118	105
	25-34	5,787	25,869	234,062	203	221	173
	35-44	3,392	13,891	172,749	123	122	132
	45-64	4,597	17,945	226,679	84	80	87
	65+	1,965	7,267	104,954	48	43	54

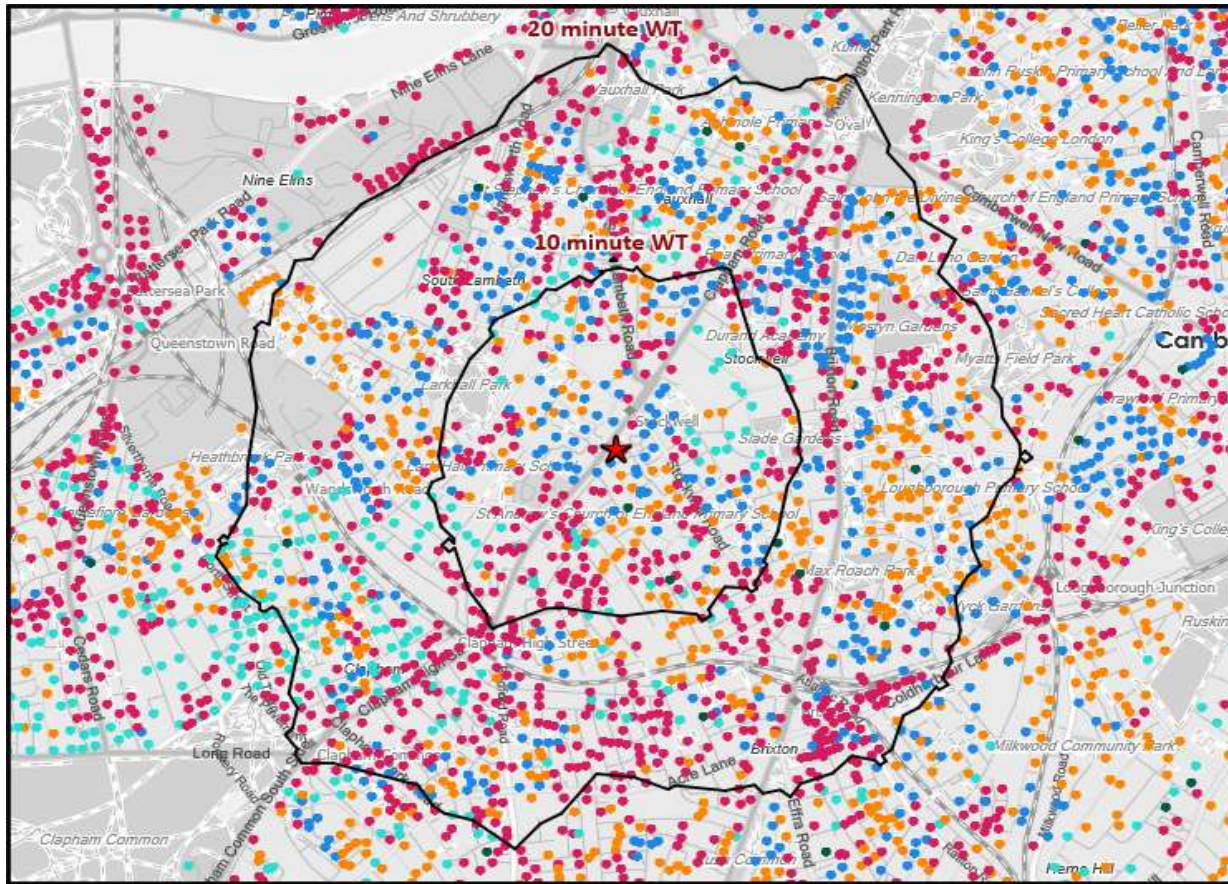
Population & Adults 18+ index is based on all pubs



		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	11,087 (52%)	45,339 (51%)	512,808 (50%)	105	104	102
	Female	10,315 (48%)	42,777 (49%)	507,021 (50%)	95	96	98
Economic Status (16-74)	Employed: Full-time	9,109 (52%)	38,777 (54%)	406,635 (51%)	126	130	123
	Employed: Part-time	1,506 (9%)	6,043 (8%)	65,615 (8%)	67	65	63
	Self employed	1,937 (11%)	7,801 (11%)	99,602 (12%)	117	114	131
	Unemployed	580 (3%)	2,165 (3%)	20,561 (3%)	141	127	109
	Retired	845 (5%)	3,230 (4%)	44,013 (6%)	35	33	40
	Other	3,409 (20%)	13,900 (19%)	161,077 (20%)	99	98	102
Total Worker Count		2,269	18,523	468,204			

See the Glossary page for further information on the above variables

Polaris Summary - Tito's Peruvian Restaurant London



- 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	7,337	34,495	312,044	460	526	424
Young Adult - Showing I'm Cool	5,091	16,307	120,507	310	241	159
Midlife - Young Kids	3,208	14,967	255,271	57	65	98
Midlife - Carefree	2,010	6,838	123,119	53	44	71
Mature	144	527	4,851	3	3	2
Not Private Households	84	304	9,373	33	29	79
Total	17,874	73,438	825,165			

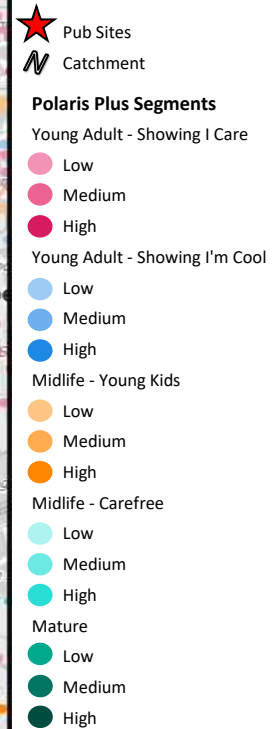
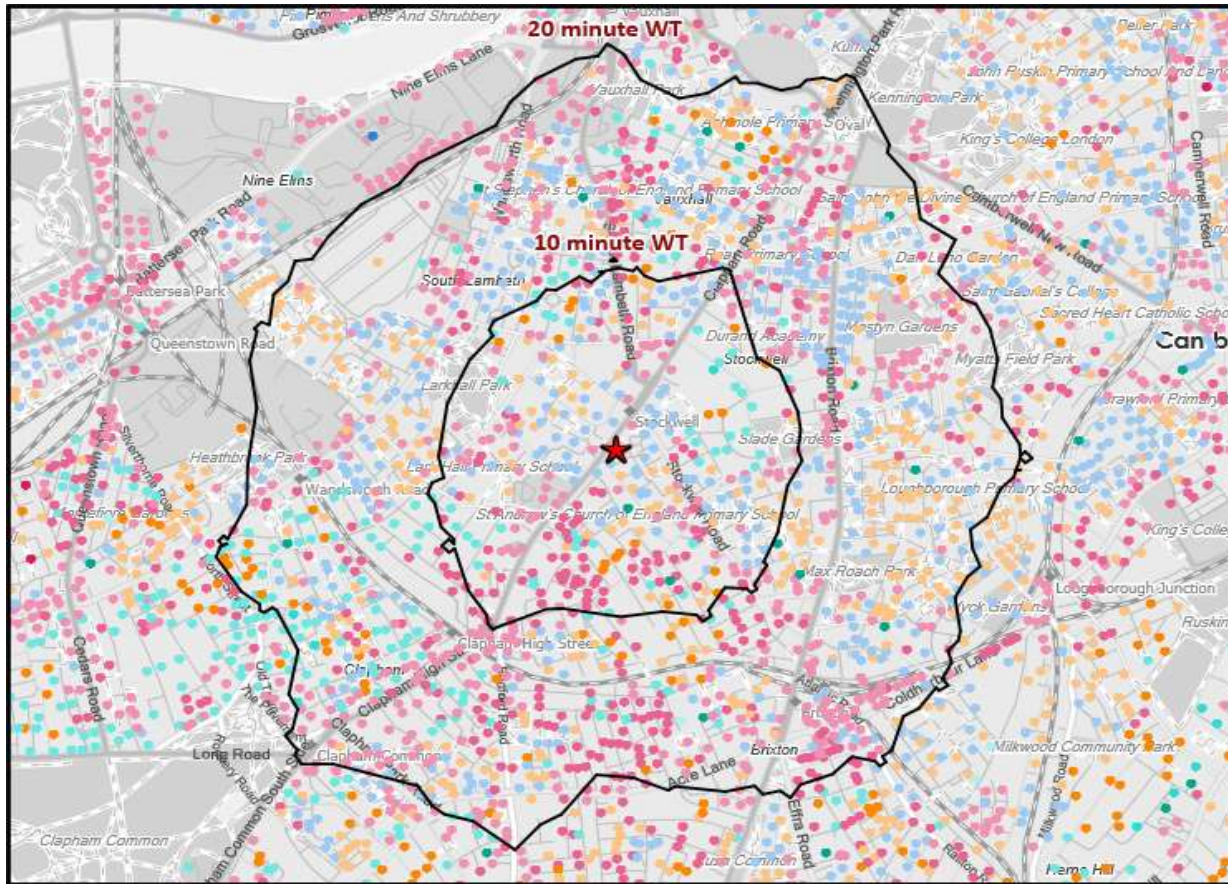
Polaris Summary - Tito's Peruvian Restaurant London



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★ Pub Sites



Polaris Plus Profile by Catchment

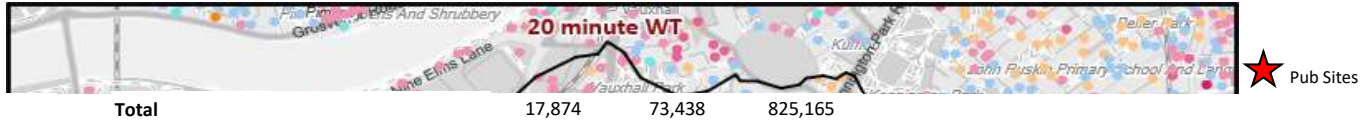
*WT= Walktime, **DT= Drivetime

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	3,366	18,316	210,345	449	595	608
Medium	3,971	16,179	98,958	1,630	1,616	880
High	0	0	2,741	0	0	10
Young Adult - Showing I'm Cool						
Low	5,091	16,307	118,588	2,771	2,160	1,398
Medium	0	0	1	0	0	0
High	0	0	1,918	0	0	5
Midlife - Young Kids						
Low	2,442	12,779	164,653	123	157	180
Medium	0	0	22,762	0	0	18
High	766	2,188	67,856	80	55	153
Midlife - Carefree						
Low	0	39	1,682	0	2	6
Medium	1,947	6,690	90,201	162	136	163
High	63	109	31,236	3	1	35
Mature						
Low	144	527	3,531	14	12	7
Medium	0	0	533	0	0	1
High	0	0	787	0	0	1
Not Private Households	84	304	9,373	33	29	79

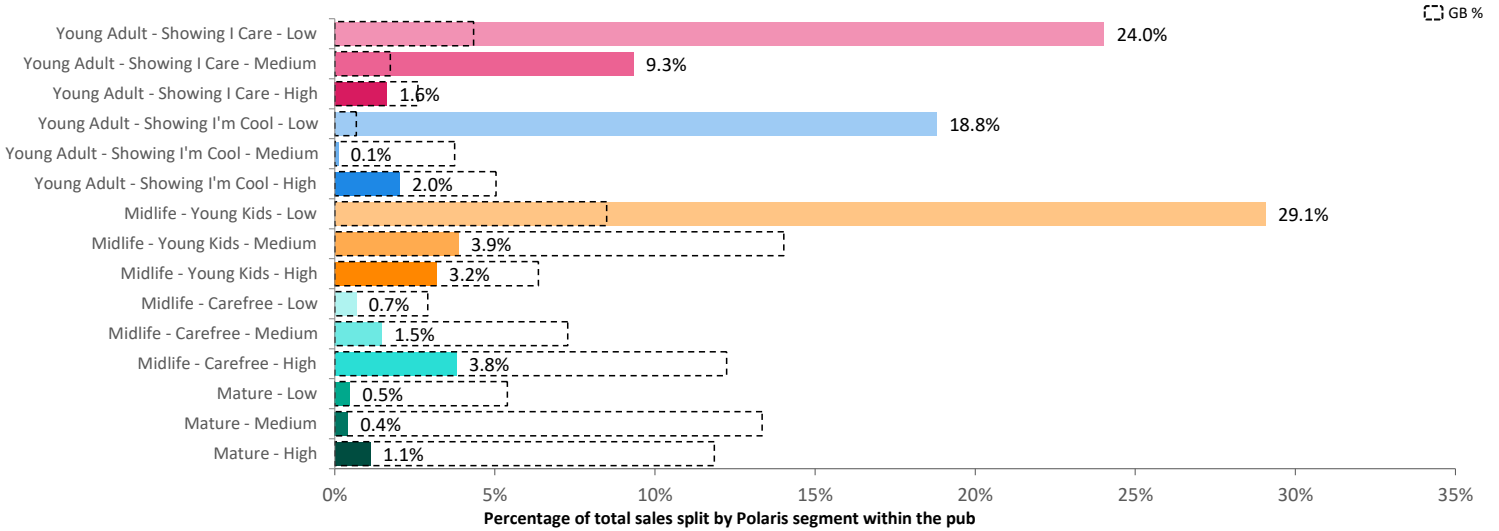
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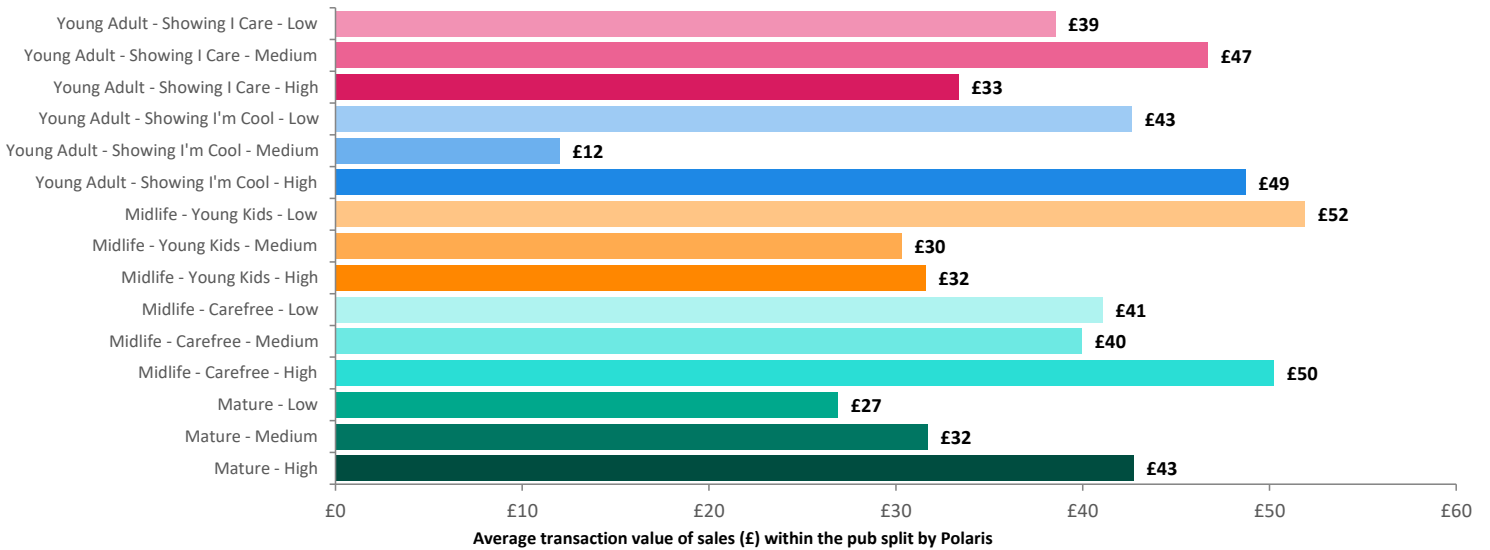
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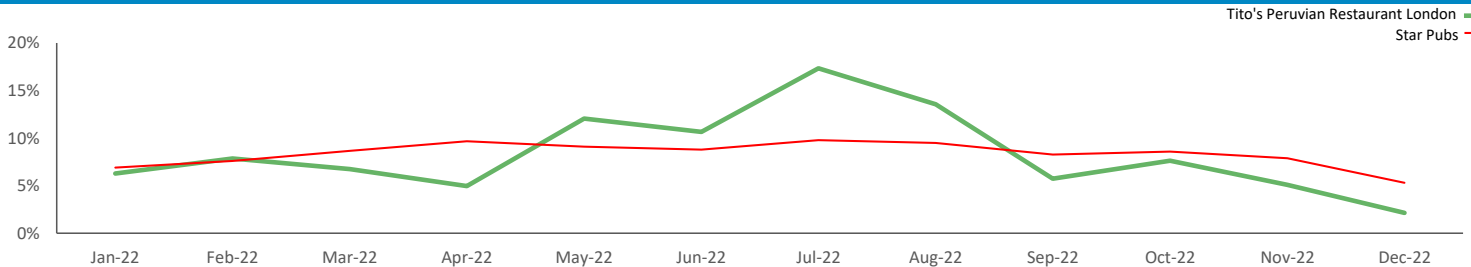
Spend by Polaris



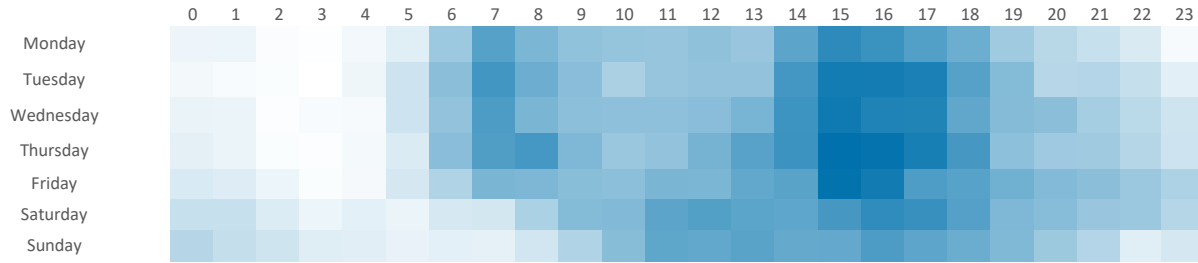
Average Transaction Values (£) by Polaris



Spend by Month

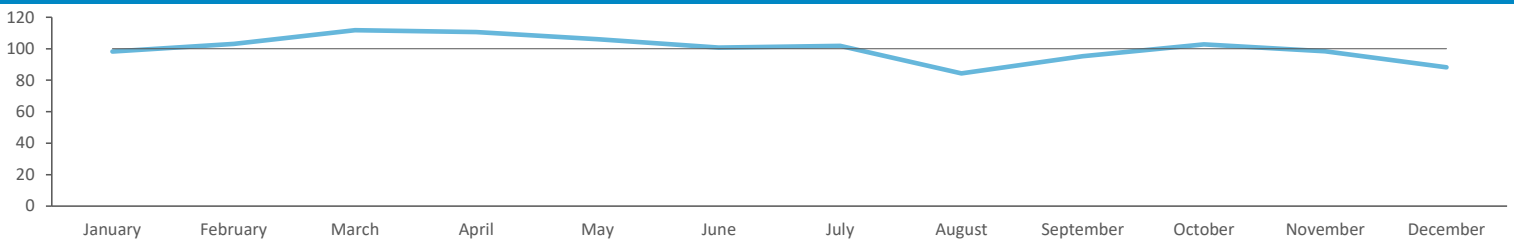


Time of Day/Day of Week



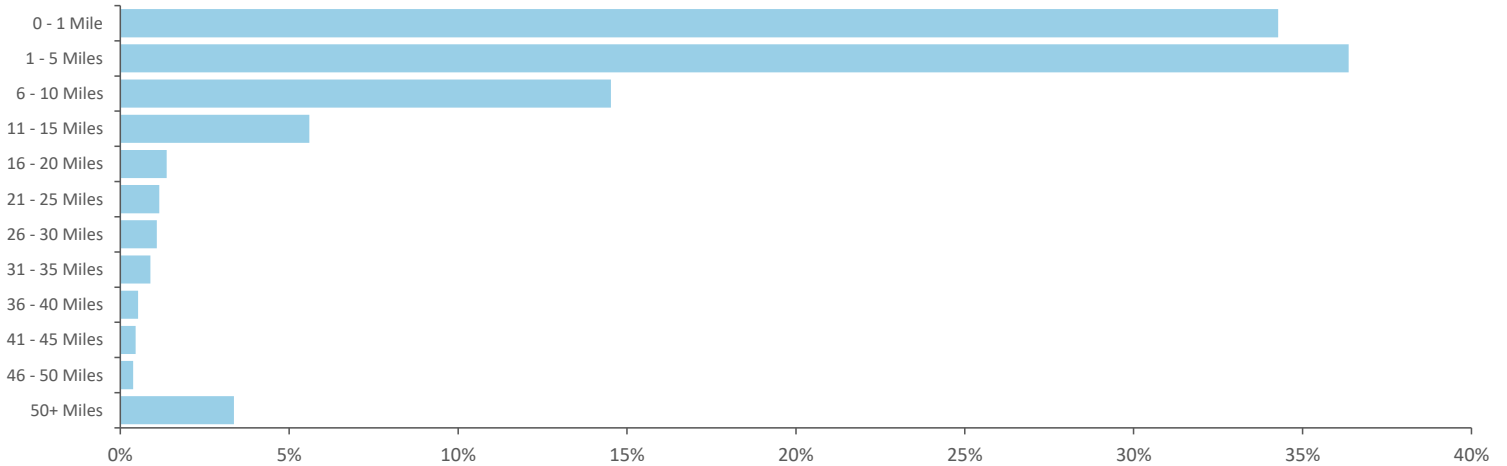
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



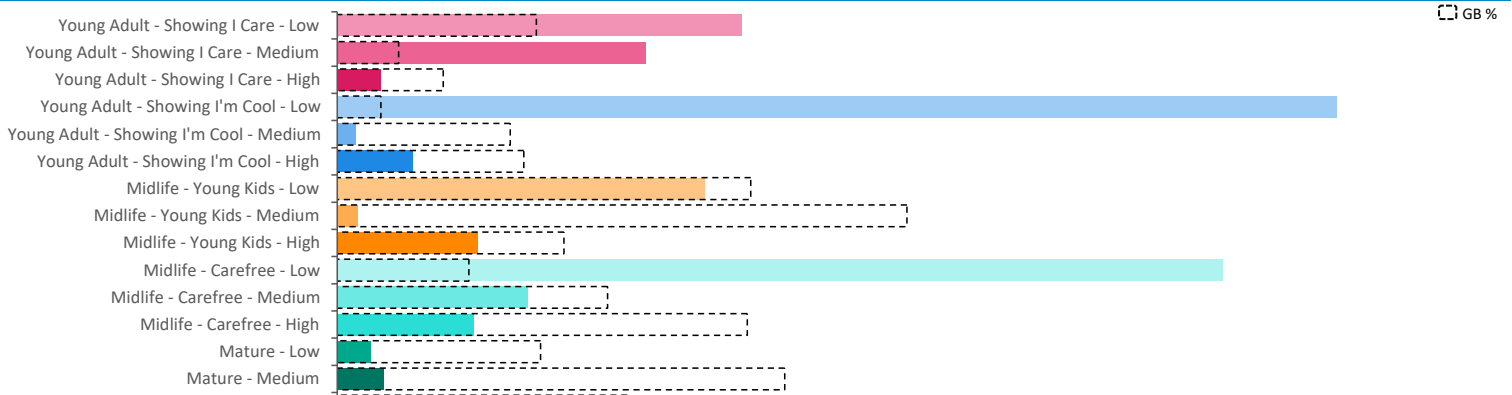
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

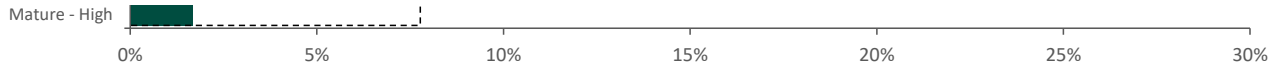


Mobile Data Summary - Tito's Peruvian Restaurant London

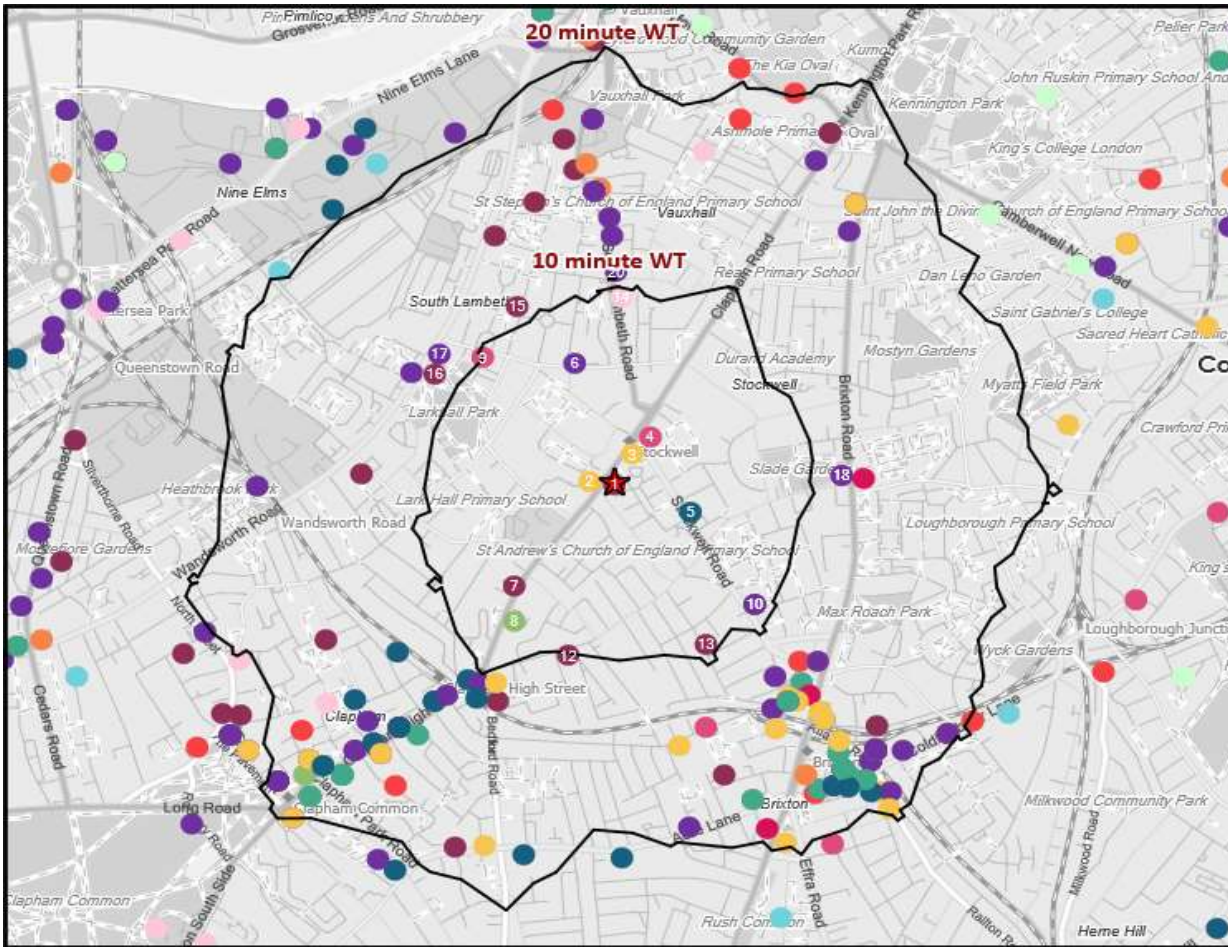


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Time of Day/Day of Week



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	Titos	SW 9 9BQ	Star Pubs & Bars	Premium Local	0.0
2	Cantinho Do Goias	SW 9 9AE	Independent Free	High Street Pub	0.1
3	Swan	SW 9 9BE	Unknown	High Street Pub	0.1
4	Lucy First	SW 9 0QH	Independent Free	Family Pub Dining	0.1
5	Ilha Dourada	SW 9 9QA	Independent Free	ABOS	0.2
6	Avenida Brasil	SW 8 2DQ	Independent Free	Restaurants	0.3
7	Phoenix	SW 9 9AR	*Other Small Retail Groups	Premium Local	0.3
8	Clapham North	SW 9 9BT	Livelihood	Circuit Bar	0.4
9	Priory Arms	SW 8 2PB	Independent Free	Family Pub Dining	0.4
10	Queens Head	SW 9 9TN	Wellington	Premium Local	0.4
10	O Cantinho de Portugal	SW 9 9TN	Independent Free	Restaurants	0.4
12	Landor Hotel	SW 9 9PH	Stonegate Pub Company	Premium Local	0.4
13	Marquis Of Lorne	SW 9 9SA	Conway Taverns	Premium Local	0.4
14	Canton Arms	SW 8 1XP	Stonegate Pub Company	GPGF	0.4
15	Cavendish Arms	SW 8 2HJ	Stonegate Pub Company	Premium Local	0.4
16	Surprise	SW 8 2PP	Punch Pub Company	Premium Local	0.4
17	A Toca Restaurant	SW 8 2JH	Independent Free	Restaurants	0.4
18	Crown & Anchor	SW 9 6AQ	Conway Taverns	Family Pub Dining	0.4
18	Dahlak Eitrean	SW 9 6AQ	Independent Free	Restaurants	0.4
20	Stockwell Continental	SW 8 1XW	Independent Free	Restaurants	0.5