

Catchment Summary - Chough Brentwood

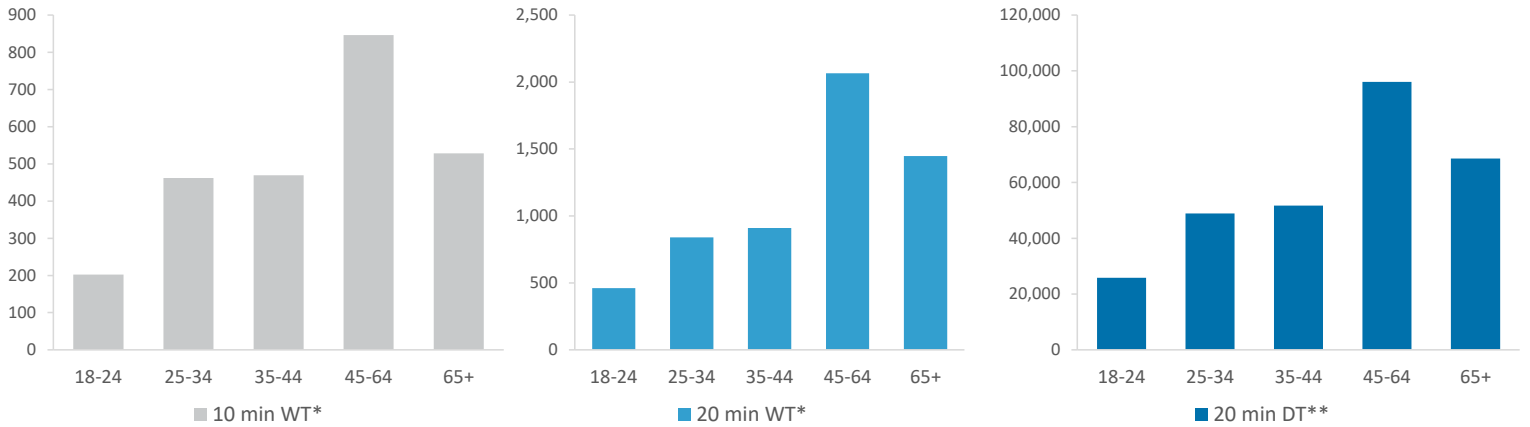
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*WT= Walktime, **DT= Drivetime

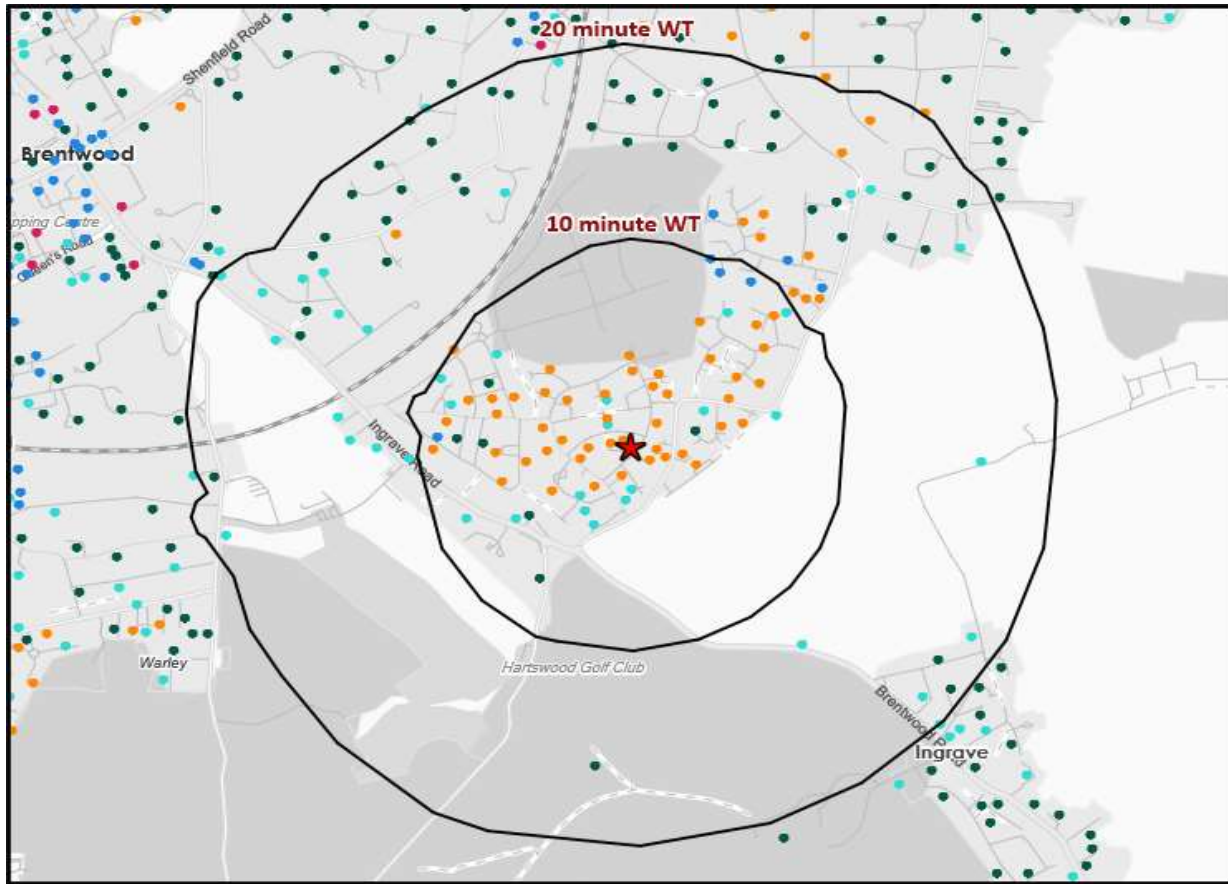
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		3,309	7,292	378,665	63	50	100
Adults 18+		2,507	5,721	291,119	58	32	97
Competition Pubs		1	1	199	7	3	55
Adults 18+ per Competition Pub		2,507	5,721	1,463	304	693	177
% Adults Likely to Drink		82.2%	84.5%	83.3%	100	102	101
Affluence	Low	17.3%	8.2%	16.0%	67	32	62
	Medium	48.5%	28.2%	39.5%	123	72	100
	High	34.2%	63.5%	43.6%	102	189	130
*Affluence does not include Not Private Households							
Age Profile	18-24	202	460	25,825	75	78	84
	25-34	462	839	48,917	105	87	97
	35-44	469	909	51,739	110	97	106
	45-64	846	2,066	96,085	100	111	99
	65+	528	1,447	68,553	83	104	95

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	1,528 (46%)	3,442 (47%)	183,869 (49%)	93	95	98
	Female	1,781 (54%)	3,850 (53%)	194,796 (51%)	106	104	102
Economic Status (16-74)	Employed: Full-time	1,020 (43%)	2,246 (43%)	115,711 (44%)	104	104	105
	Employed: Part-time	302 (13%)	655 (13%)	35,497 (13%)	99	97	103
	Self employed	302 (13%)	628 (12%)	27,938 (11%)	134	126	110
	Unemployed	63 (3%)	108 (2%)	6,232 (2%)	113	87	99
	Retired	279 (12%)	747 (14%)	36,926 (14%)	86	104	101
	Other	388 (16%)	828 (16%)	43,326 (16%)	84	81	83
Total Worker Count		212	825	158,636			

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	0	0	7,581	0	0	29
Young Adult - Showing I'm Cool	37	413	25,696	16	78	96
Midlife - Young Kids	1,747	2,374	105,382	222	132	115
Midlife - Carefree	565	1,189	67,907	107	99	111
Mature	158	1,745	82,136	23	109	101
Not Private Households	0	0	2,417	0	0	58
Total	2,507	5,721	291,119			

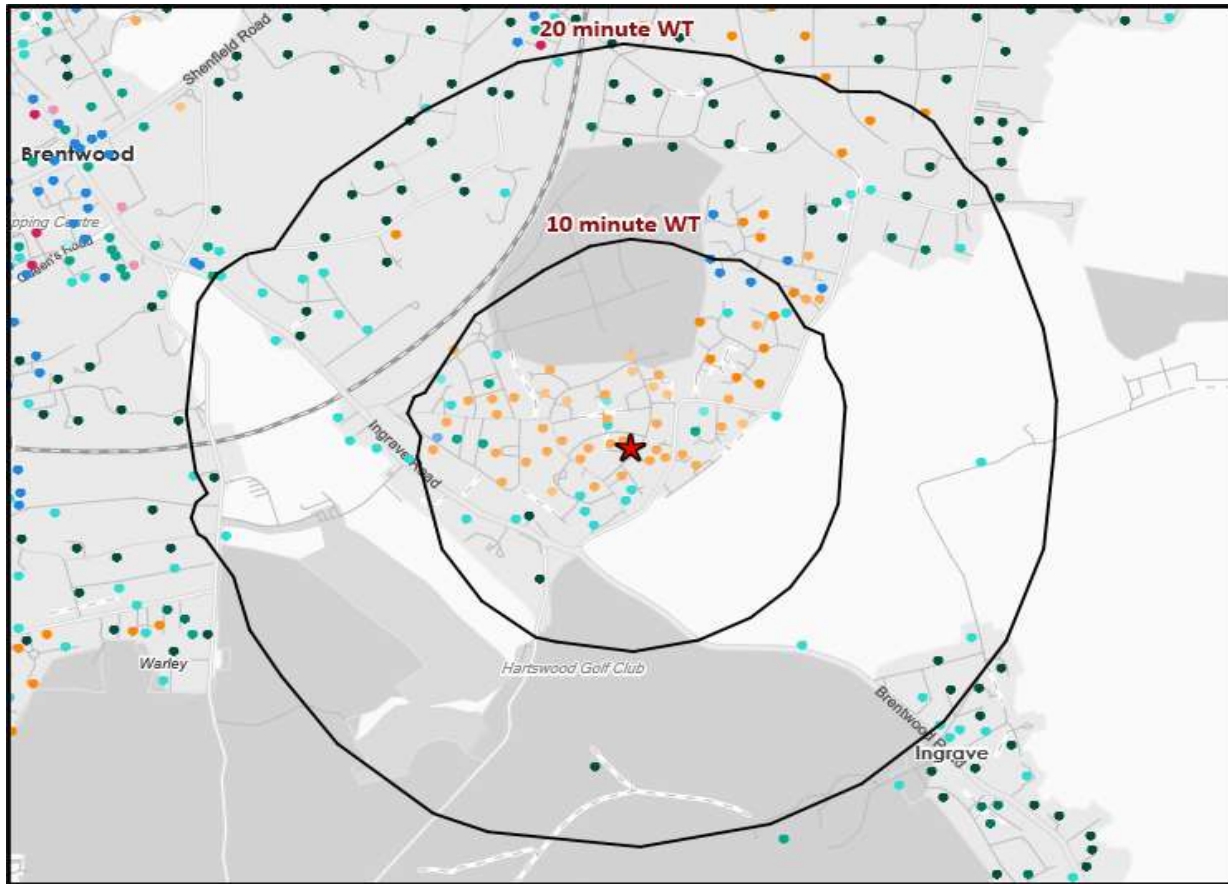
Polaris Summary - Chough Brentwood



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 Pub Sites



- Pub Sites
- Catchment
- Polaris Plus Segments**
- Young Adult - Showing I Care
 - Low
 - Medium
 - High
- Young Adult - Showing I'm Cool
 - Low
 - Medium
 - High
- Midlife - Young Kids
 - Low
 - Medium
 - High
- Midlife - Carefree
 - Low
 - Medium
 - High
- Mature
 - Low
 - Medium
 - High

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	1,433	0	0	12
Medium	0	0	0	0	0	0
High	0	0	6,148	0	0	63
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	37	37	5,446	40	17	51
High	0	376	20,250	0	147	155
Midlife - Young Kids						
Low	320	320	23,960	115	50	74
Medium	1,071	1,340	68,789	286	157	158
High	356	714	12,633	263	232	81
Midlife - Carefree						
Low	0	0	4,405	0	0	45
Medium	108	108	7,872	64	28	40
High	457	1,081	55,630	167	173	175
Mature						
Low	114	151	16,847	77	44	97
Medium	0	130	32,965	0	18	89
High	44	1,464	32,324	19	273	118
Not Private Households	0	0	2,417	0	0	58

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Total

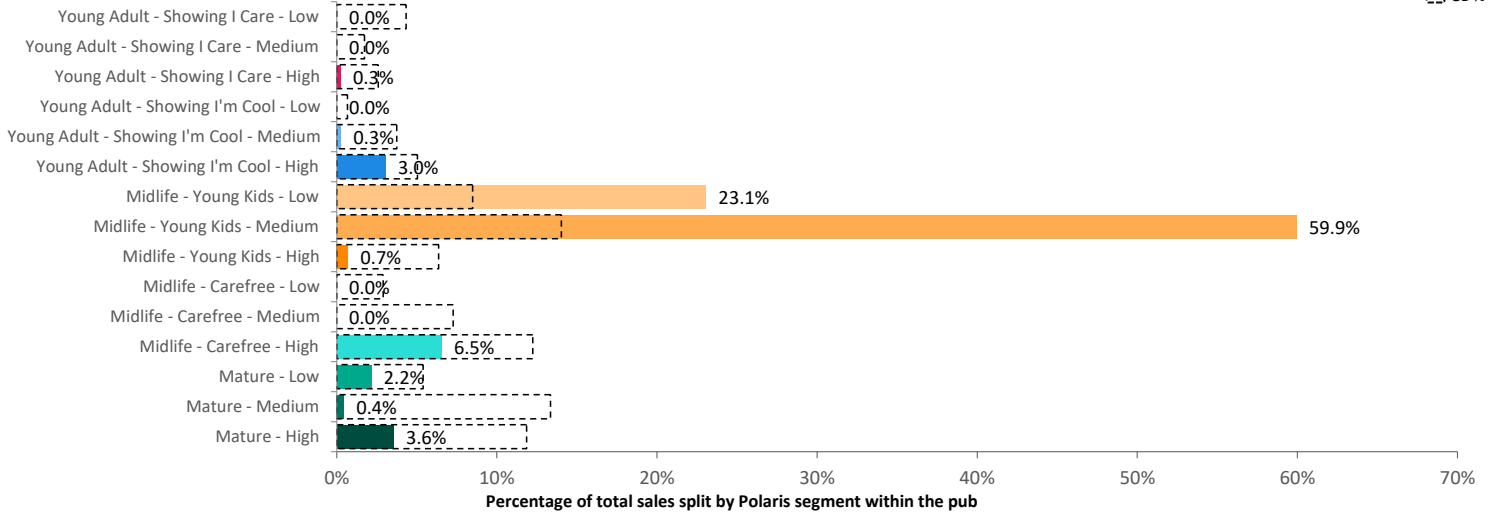
2,507

5,721

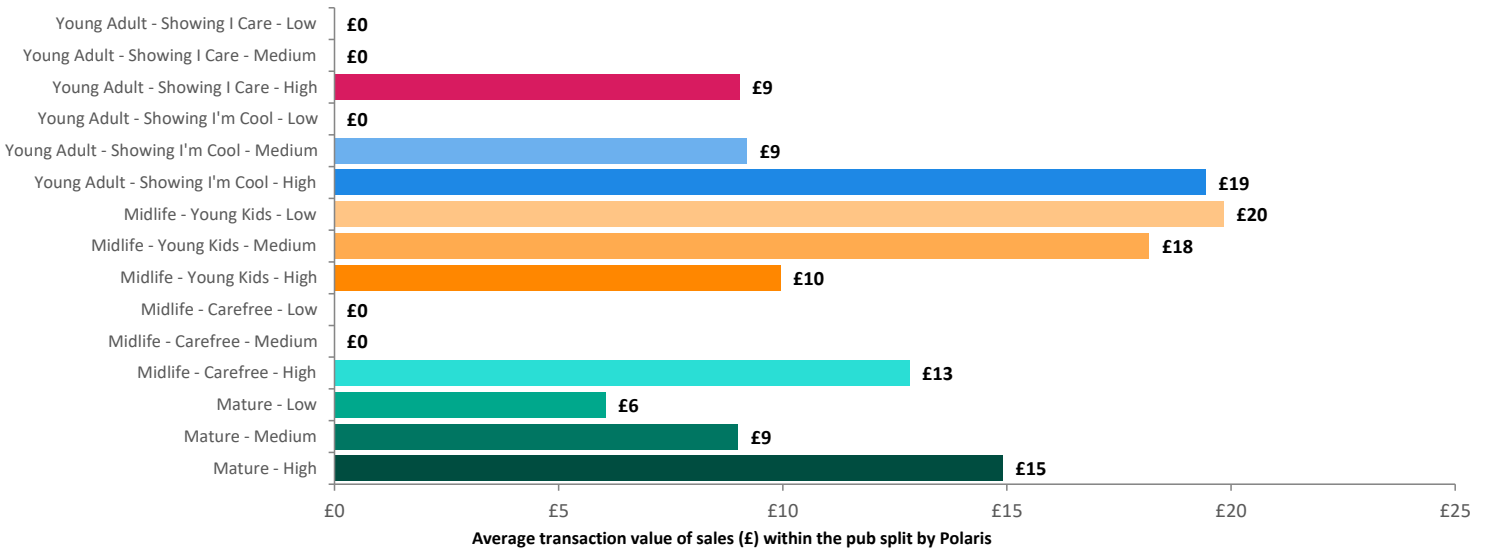
291,119

Spend by Polaris

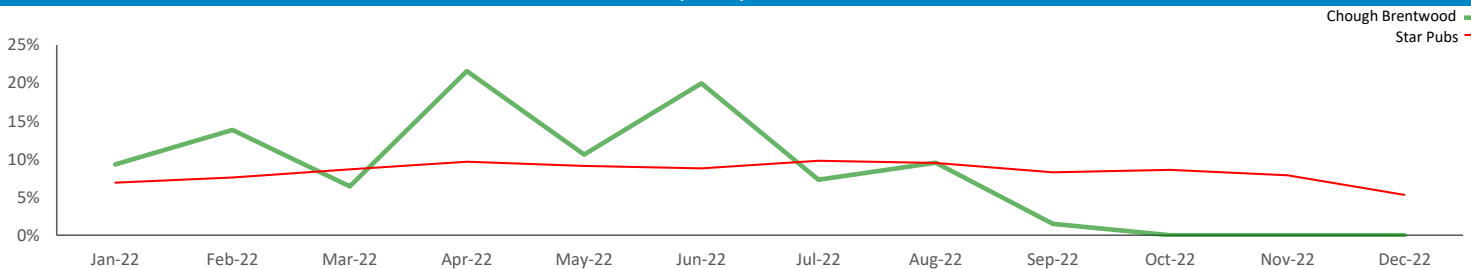
GB %



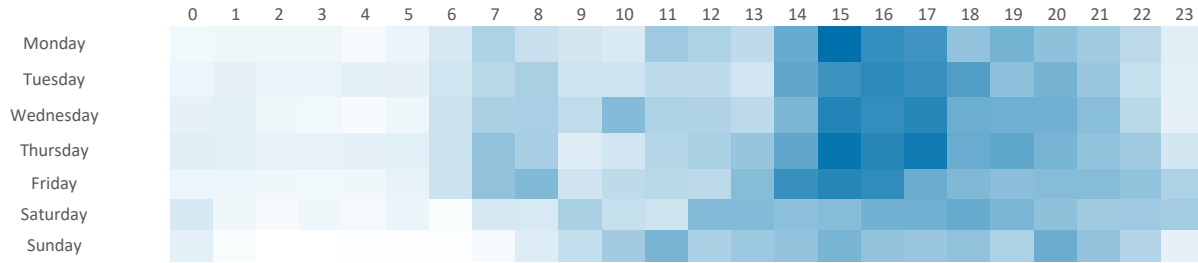
Average Transaction Values (£) by Polaris



Spend by Month

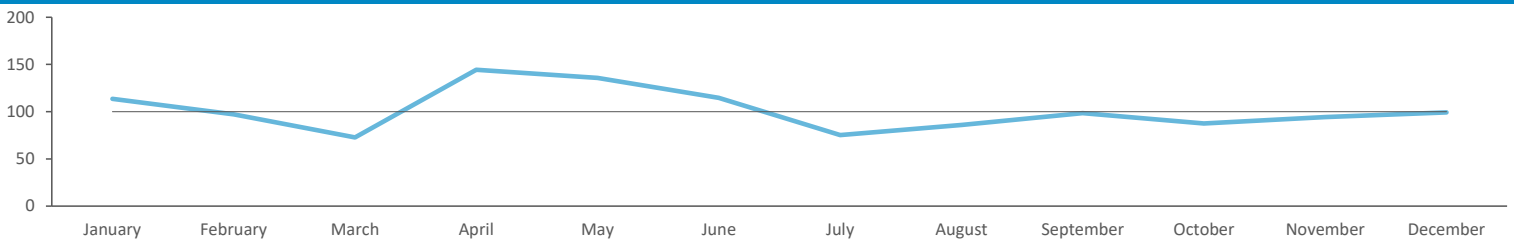


Time of Day/Day of Week



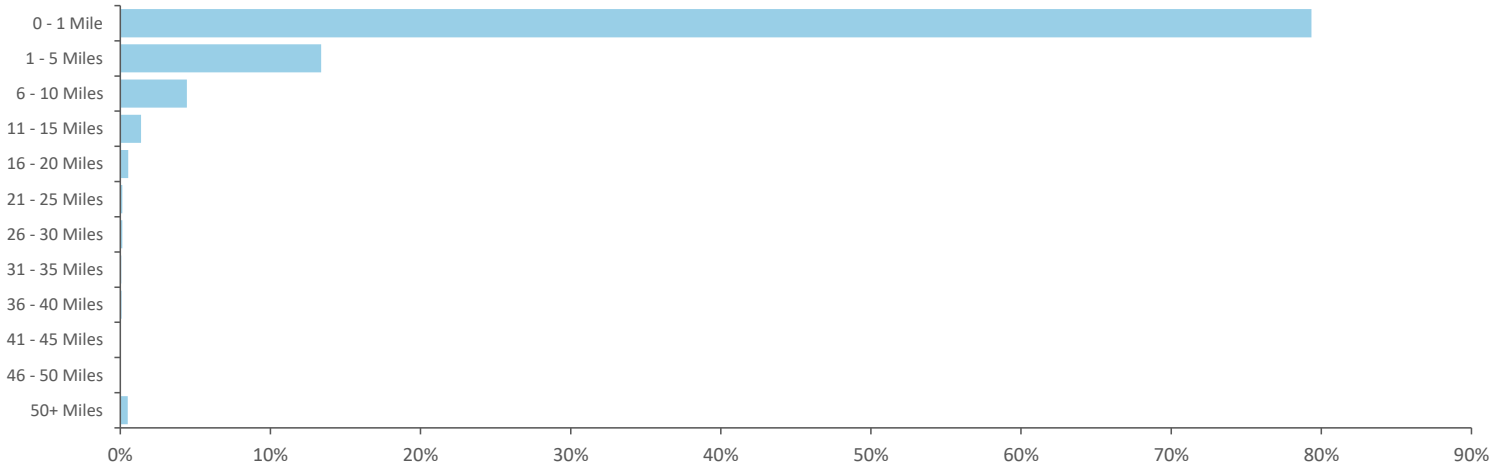
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

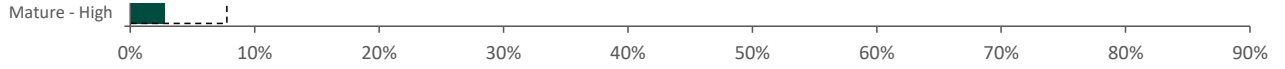


Mobile Data Summary - Chough Brentwood

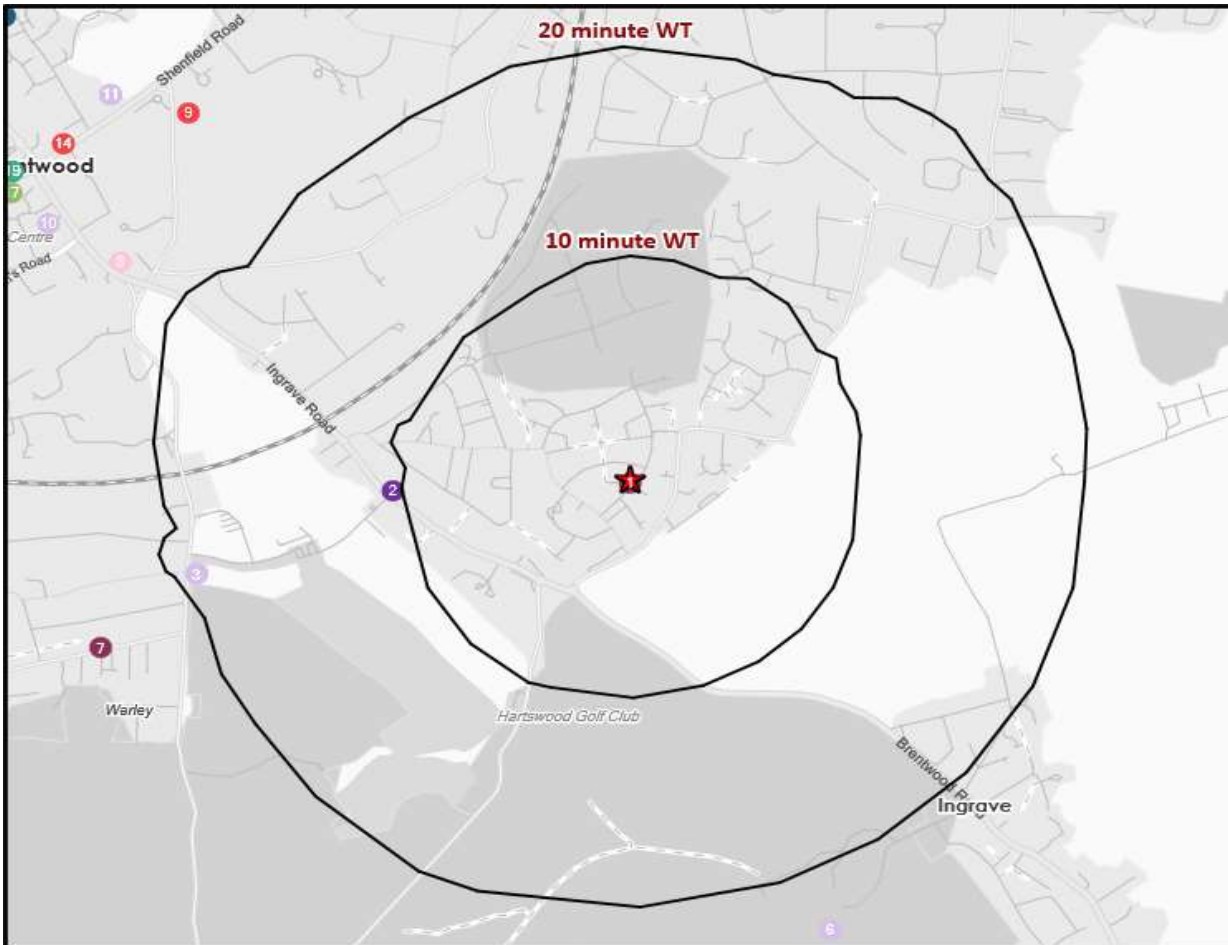


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Time of Day/Day of Week



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	Chough	CM13 2BG	Star Pubs & Bars	Premium Local	0.0
2	Masons	CM13 2AA	Independent Free	Restaurants	0.4
3	Brentwood Rugby Club	CM14 5AE	Independent Free	Sports Clubs	0.7
3	Brentwood Bowling Club	CM14 5AE	Independent Free	Sports Clubs	0.7
3	Hartwood Golf Club	CM14 5AE	Independent Free	Sports Clubs	0.7
6	Thorndon Park Golf Club	CM13 3RH	Independent Free	Sports Clubs	0.9
7	Brave Nelson	CM14 5AL	Wellington	Premium Local	0.9
8	Toby Carvery	CM15 8DZ	Mitchells & Butlers	GPGF	0.9
9	Brentwood School Sports Centre	CM15 8EQ	Independent Free	Large Venue	1.0
10	Cathedral Social Club	CM15 8AT	Independent Free	Sports Clubs	1.1
11	Brentwood Tennis Club	CM15 8AJ	Independent Free	Sports Clubs	1.1
11	Shenfield Cricket Club	CM15 8AJ	Independent Free	Sports Clubs	1.1
11	Brentwood Cricket	CM15 8AJ	Independent Free	Sports Clubs	1.1
14	Hermit Club	CM15 8AG	Independent Free	Sports Clubs	1.1
14	Old House	CM15 8AG	Independent Free	Large Venue	1.1
16	Spread Eagle	CM14 4HD	Punch Pub Company	Circuit Bar	1.1
17	Dairyman	CM14 4AB	Wetherspoons GB	Circuit Bar	1.1
18	Tandoori Nights	CM15 8JU	Independent Free	Restaurants	1.2
19	Wildwood	CM14 4RG	Tasty	Casual Dining	1.2
19	Pizza Express	CM14 4RG	Hony Capital	Casual Dining	1.2