

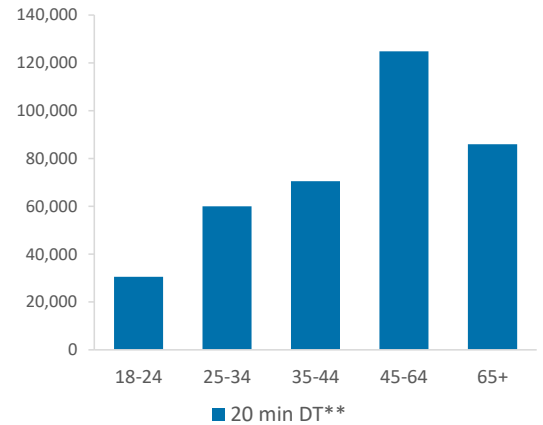
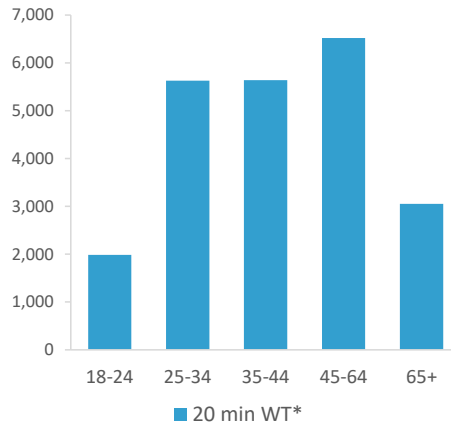
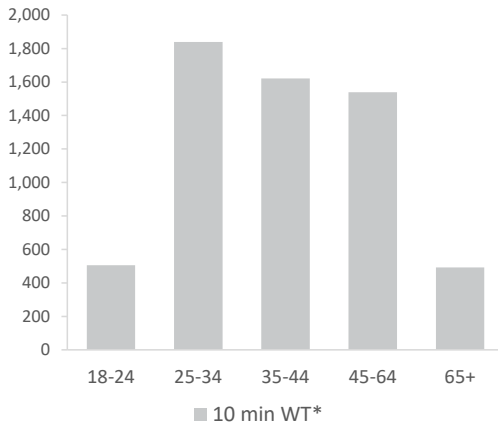
Catchment Summary - Estcourt Arms Watford

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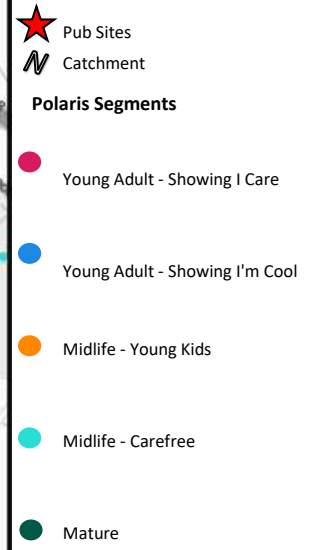
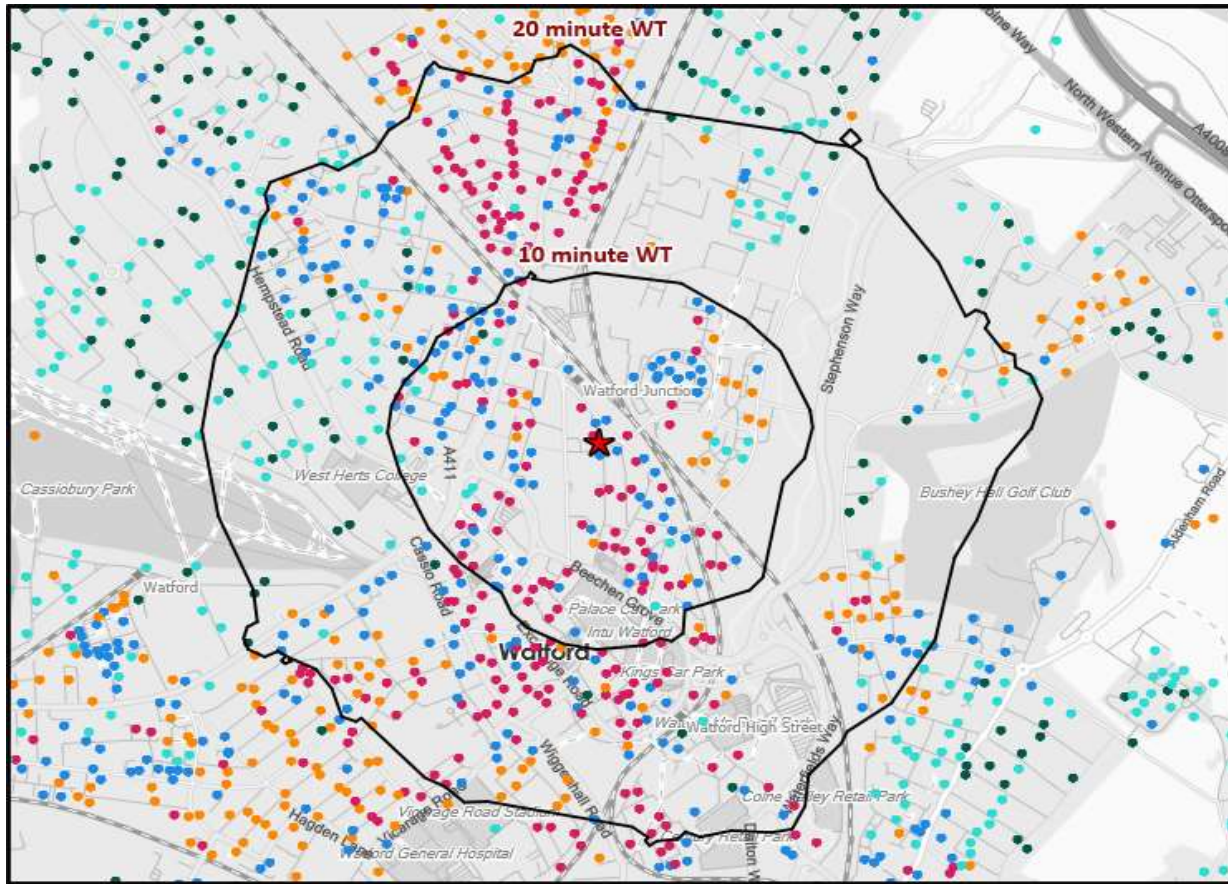
*WT= Walktime, **DT= Drivetime

	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	7,559	29,738	486,337	143	204	128	
Population & Adults 18+ index is based on all pubs							
Adults 18+	5,999	22,825	371,872	138	128	124	
Competition Pubs	22	42	295	147	131	81	
Adults 18+ per Competition Pub	273	543	1,261	33	66	153	
% Adults Likely to Drink	83.2%	82.9%	83.4%	101	101	101	
Affluence	Low	30.7%	21.5%	15.9%	120	84	62
	Medium	3.2%	10.8%	25.5%	8	28	65
	High	65.3%	66.4%	57.3%	195	198	171
*Affluence does not include Not Private Households							
Age Profile	18-24	506	1,985	30,544	83	82	77
	25-34	1,839	5,627	59,967	183	142	93
	35-44	1,622	5,640	70,481	167	147	113
	45-64	1,539	6,522	124,858	80	86	100
	65+	493	3,051	86,022	34	54	93



	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	3,911 (52%)	15,090 (51%)	238,625 (49%)	105	103	99
	Female	3,648 (48%)	14,648 (49%)	247,712 (51%)	95	97	101
Economic Status (16-74)	Employed: Full-time	3,386 (57%)	11,531 (52%)	148,223 (44%)	138	126	105
	Employed: Part-time	545 (9%)	2,299 (10%)	42,040 (12%)	71	81	95
	Self employed	586 (10%)	2,350 (11%)	44,466 (13%)	104	112	137
	Unemployed	156 (3%)	515 (2%)	7,201 (2%)	112	99	89
	Retired	263 (4%)	1,523 (7%)	38,409 (11%)	32	50	82
	Other	955 (16%)	3,747 (17%)	60,291 (18%)	82	87	90
Total Worker Count	10,843	27,517	238,361				

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	2,118	8,393	23,967	396	412	72
Young Adult - Showing I'm Cool	2,624	6,723	47,087	475	320	138
Midlife - Young Kids	872	3,784	116,611	46	53	100
Midlife - Carefree	335	2,727	100,291	27	57	128
Mature	0	900	79,198	0	14	76
Not Private Households	50	298	4,718	58	91	88
Total	5,999	22,825	371,872			

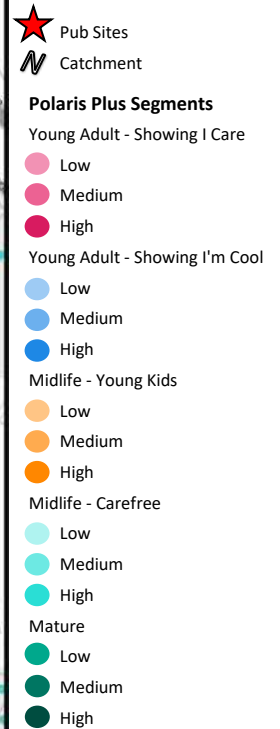
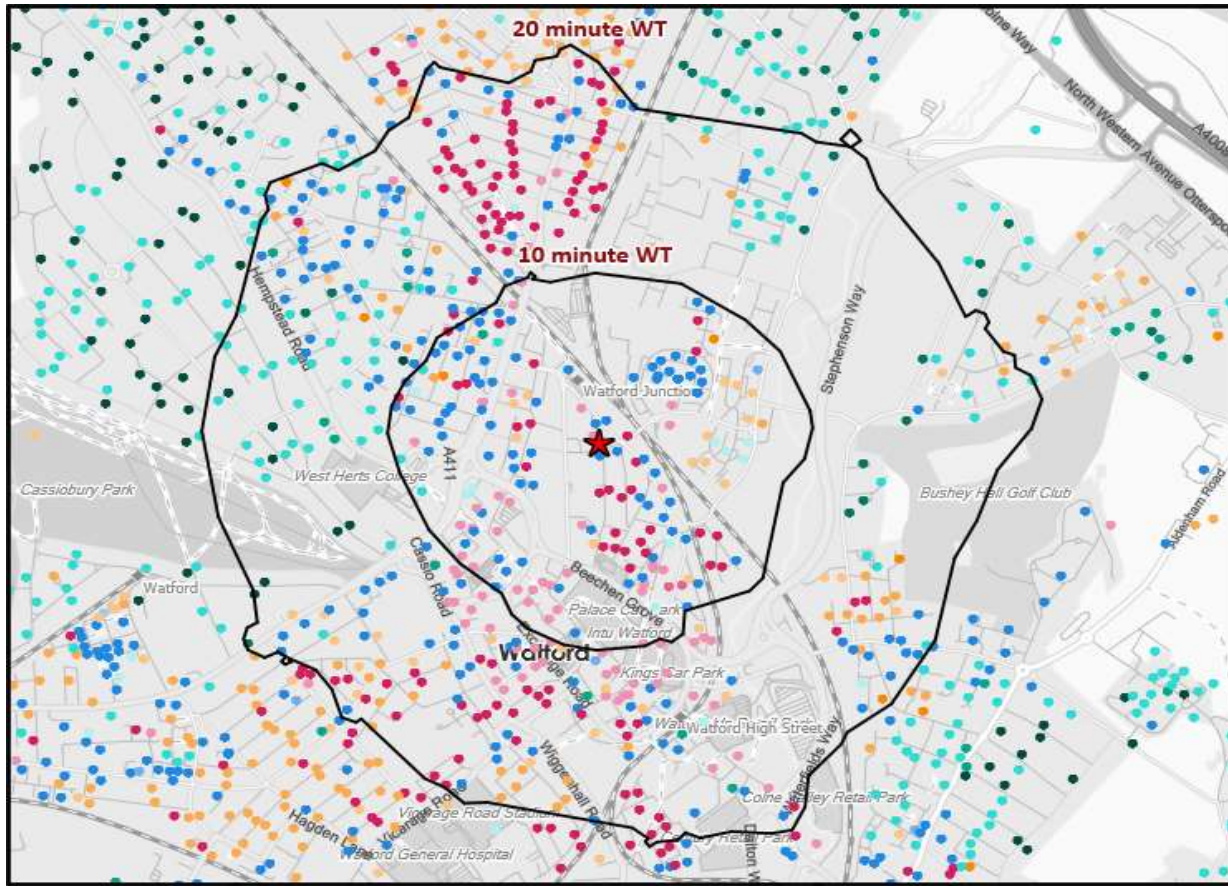
Polaris Summary - Estcourt Arms Watford



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Data Source © 2020 TomTom



★ 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	876	2,370	7,877	348	248	51
Medium	94	94	213	115	30	4
High	1,148	5,929	15,877	568	771	127
Young Adult - Showing I'm Cool						
Low	0	116	296	0	49	8
Medium	36	37	2,572	16	4	19
High	2,588	6,570	44,219	964	643	266
Midlife - Young Kids						
Low	678	1,520	28,170	102	60	68
Medium	61	2,041	74,362	7	60	134
High	133	223	14,079	41	18	70
Midlife - Carefree						
Low	287	428	4,914	141	55	39
Medium	0	0	1,332	0	0	5
High	48	2,299	94,045	7	92	232
Mature						
Low	0	463	17,759	0	34	80
Medium	0	303	16,410	0	10	35
High	0	134	45,029	0	6	129
Not Private Households	50	298	4,718	58	91	88

Polaris Summary - Estcourt Arms Watford



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★ Pub Sites

Total 5,999 22,825 371,872

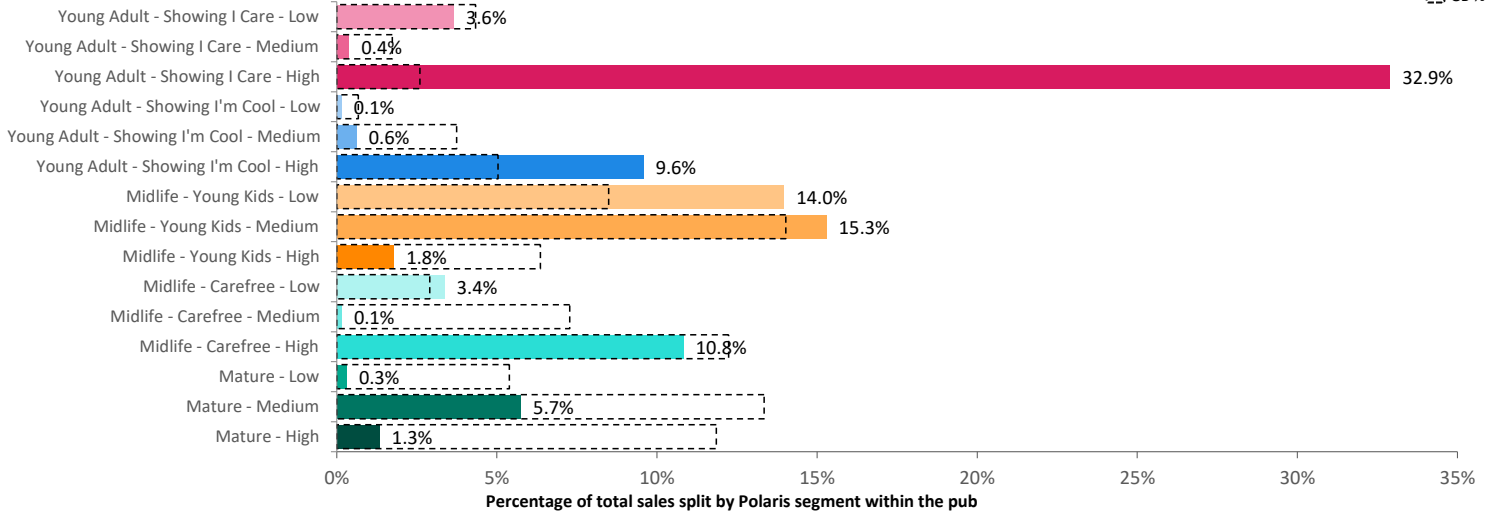
Transactional Data Summary - Estcourt Arms Watford



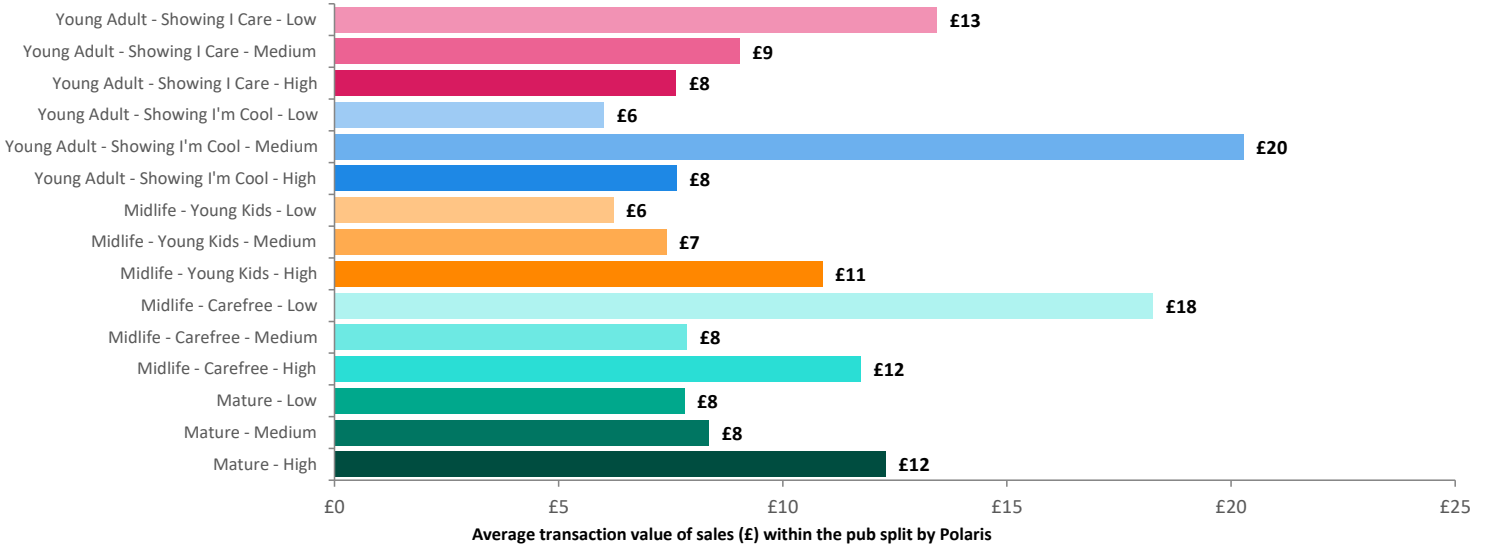
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Spend by Polaris

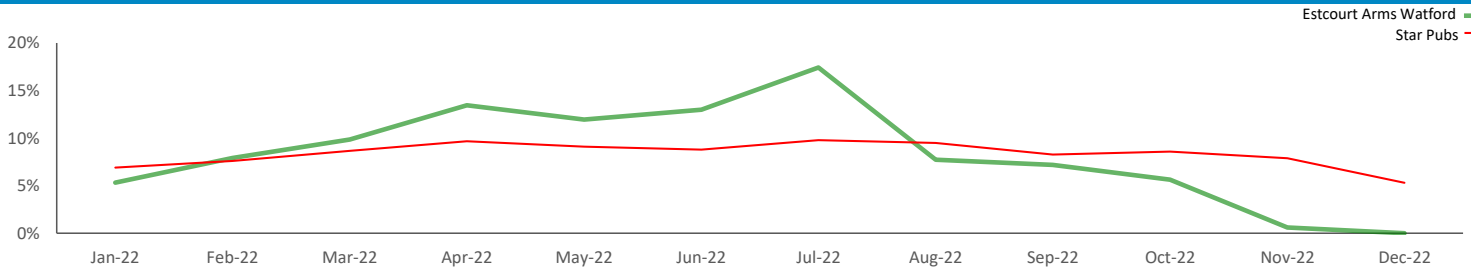
GB %



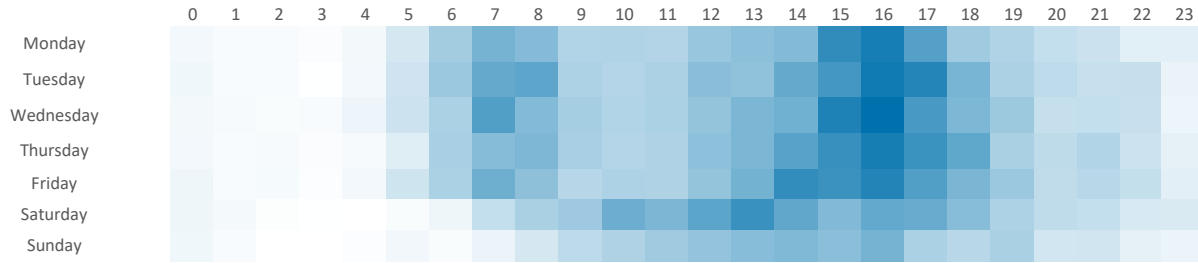
Average Transaction Values (£) by Polaris



Spend by Month

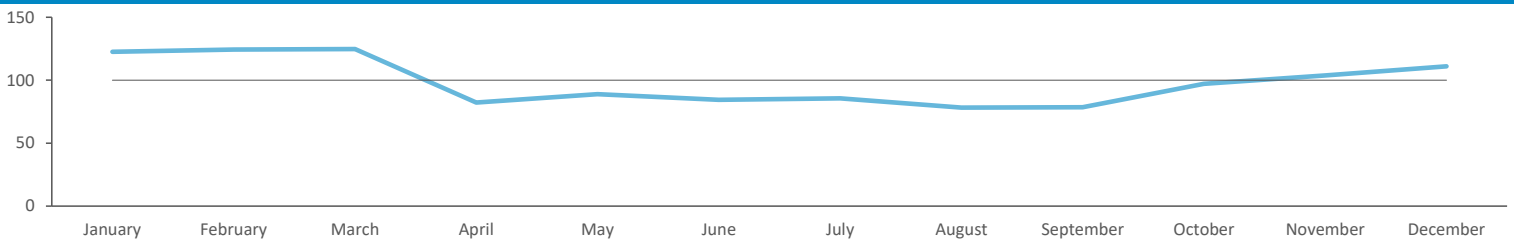


Time of Day/Day of Week



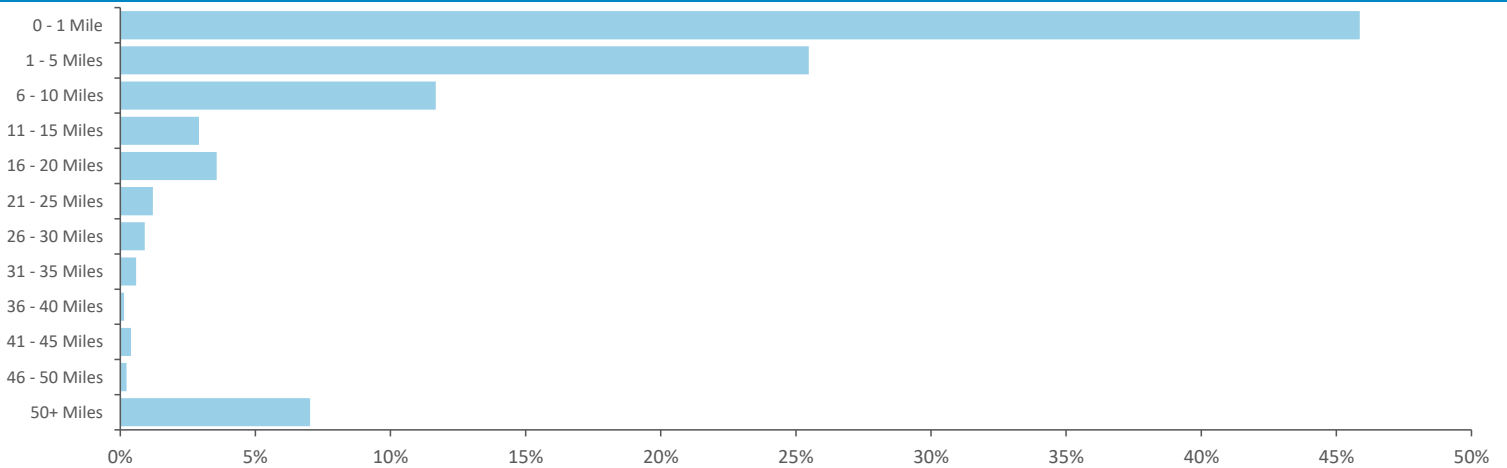
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



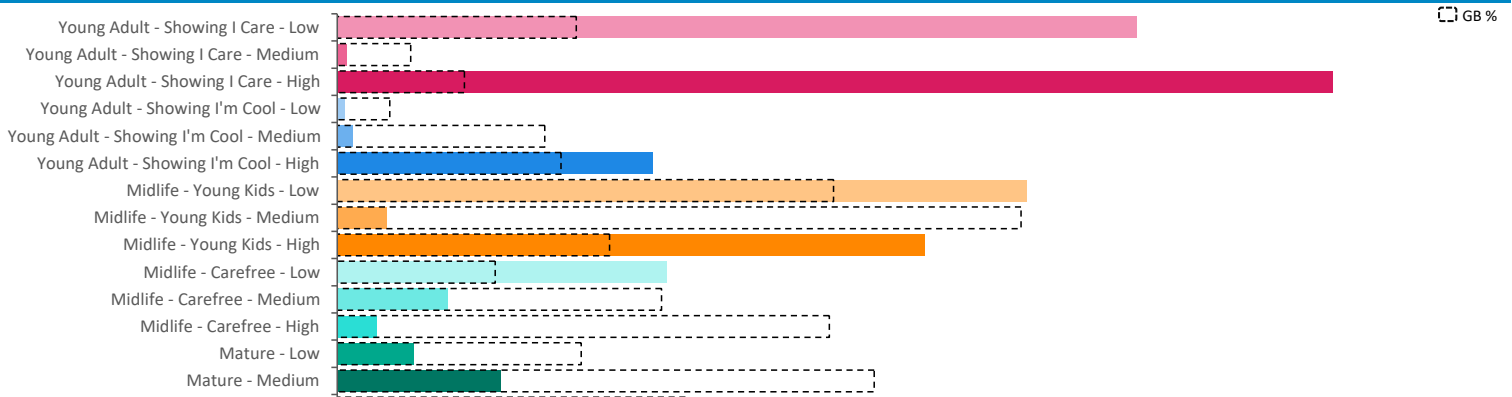
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Estcourt Arms Watford

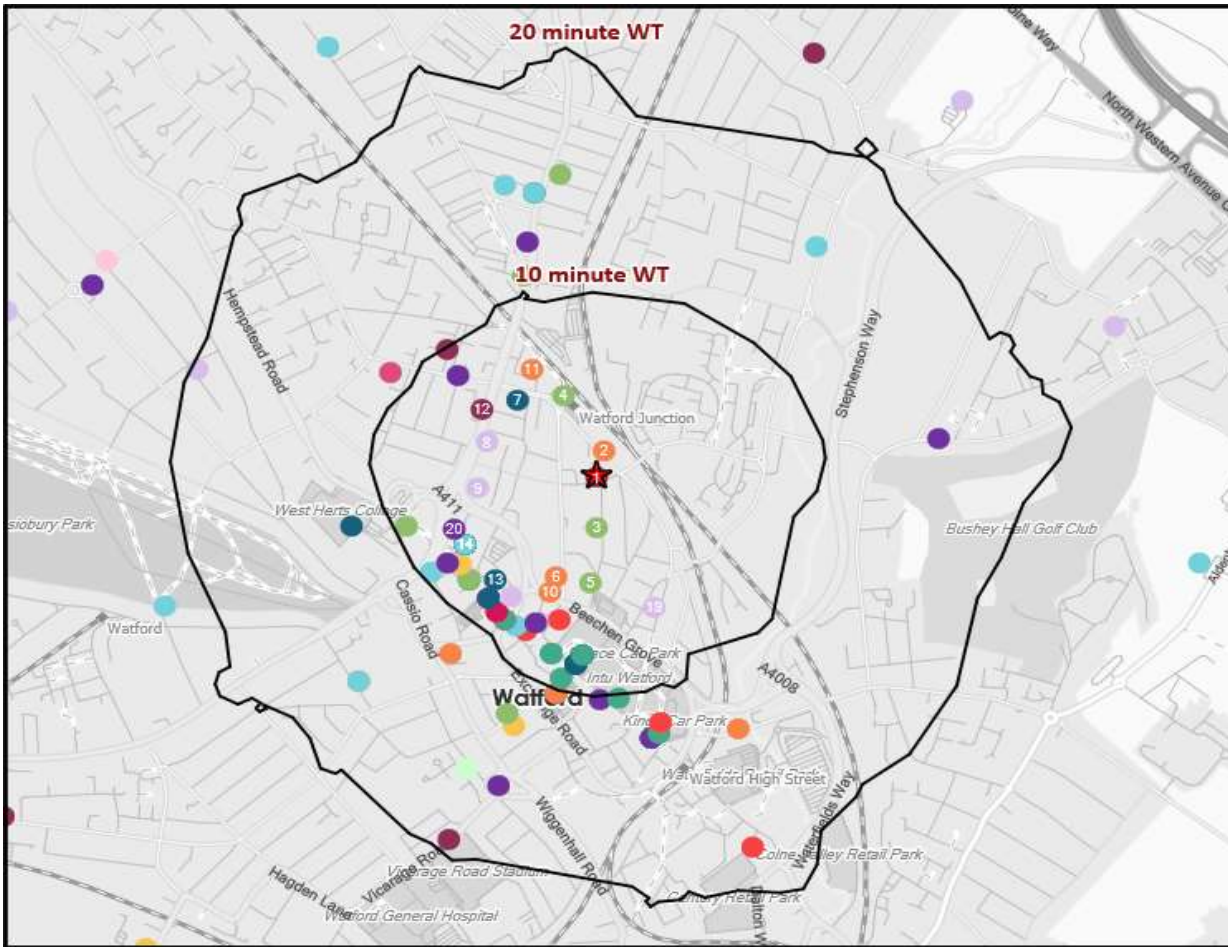


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Time of Day/Day of Week



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	Estcourt Arms	WD17 1PT	Star Pubs & Bars	Premium Local	0.0
2	Wellington Arms Hotel	WD17 1PA	Independent Free	Hotel	0.1
3	Estcourt Tavern	WD17 2PY	Greene King	Circuit Bar	0.1
4	Oneills	WD17 1ET	Mitchells & Butlers	Circuit Bar	0.2
5	Golden Lion	WD17 2PT	Star Pubs & Bars	Circuit Bar	0.2
6	Jurys Inn	WD17 1JA	Jurys Inn Group	Hotel	0.2
7	Platform	WD17 1AP	Independent Free	ABOS	0.2
8	Watford Ex-Servicemens & Social Club	WD17 1RN	Independent Free	Sports Clubs	0.2
9	Watford Ex Services Club	WD17 1BN	Independent Free	Sports Clubs	0.2
10	Holiday Inn	WD17 1BP	InterContinental Hotels Group	Hotel	0.2
11	Express By Holiday Inn	WD17 1UE	Atlas Hotels	Hotel	0.3
12	White Lion	WD17 1SJ	Stonegate Pub Company	Premium Local	0.3
13	Canvas	WD17 1LN	Independent Free	ABOS	0.3
14	143 Bar	WD17 1NA	Independent Free	ABOS	0.3
14	Pryzm	WD17 1NA	Rekom UK	Night Club	0.3
14	Steinbeck & Shaw	WD17 1NA	Rekom UK	ABOS	0.3
14	Marcel's	WD17 1NA	Star Pubs & Bars	ABOS	0.3
14	Laser Planet	WD17 1NA	Independent Free	Clubland	0.3
19	Watford Social Club	WD17 2LA	Independent Free	Sports Clubs	0.3
20	Rabbanis Restaurant	WD17 1NJ	Independent Free	Restaurants	0.3