

Catchment Summary - Three Tuns Hemel Hempstead



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

*WT= Walktime, **DT= Drivetime

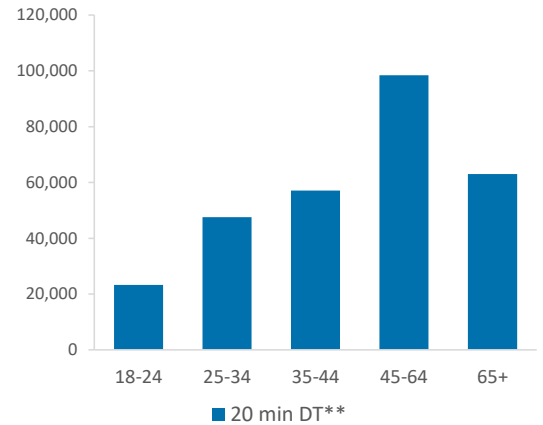
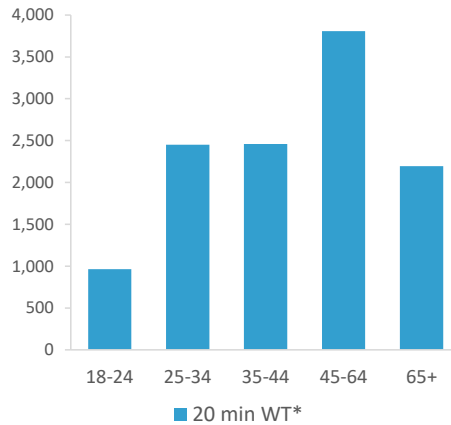
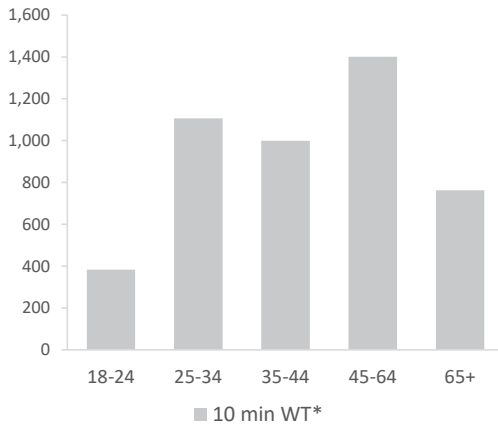
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	6,075	15,331	379,209	115	105	100
Adults 18+	4,651	11,876	289,295	107	66	97
Competition Pubs	3	8	302	20	25	83
Adults 18+ per Competition Pub	1,550	1,485	958	188	180	116
% Adults Likely to Drink	82.9%	83.0%	83.6%	100	101	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	16.8%	9.7%	12.3%	65	38	48
	Medium	25.2%	34.8%	26.9%	64	88	68
	High	58.0%	55.1%	59.3%	173	164	177

*Affluence does not include Not Private Households

Age Profile	18-24	383	963	23,235	78	77	76
	25-34	1,106	2,450	47,519	137	120	94
	35-44	999	2,460	57,096	128	125	117
	45-64	1,401	3,809	98,406	90	97	102
	65+	762	2,194	63,039	66	75	87



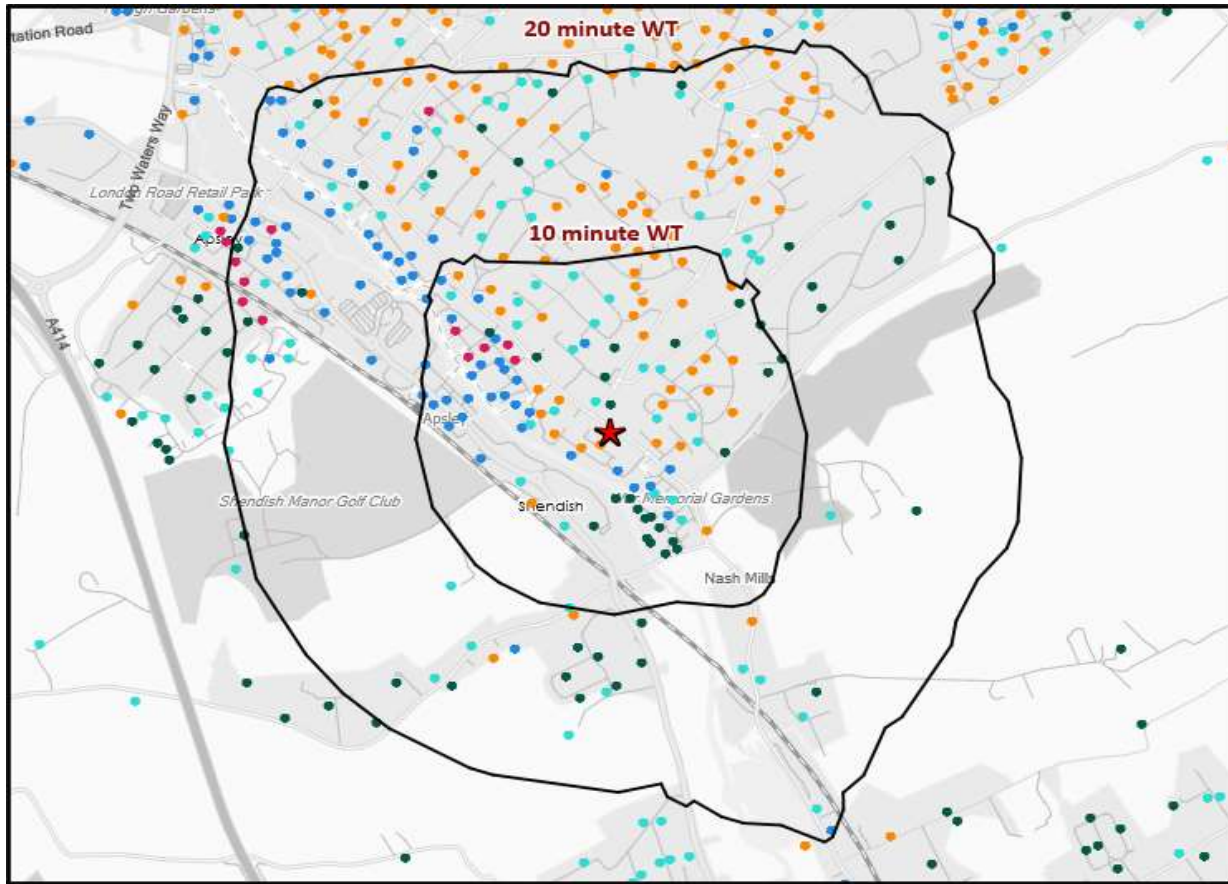
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender							
	Male	3,026 (50%)	7,633 (50%)	186,729 (49%)	101	101	100
	Female	3,049 (50%)	7,698 (50%)	192,480 (51%)	99	99	100
Economic Status (16-74)							
	Employed: Full-time	2,397 (54%)	5,516 (49%)	121,821 (46%)	130	118	110
	Employed: Part-time	515 (12%)	1,392 (12%)	33,715 (13%)	90	95	97
	Self employed	468 (11%)	1,253 (11%)	31,255 (12%)	111	117	122
	Unemployed	94 (2%)	227 (2%)	5,276 (2%)	90	85	83
	Retired	328 (7%)	1,110 (10%)	30,873 (12%)	54	72	84
	Other	618 (14%)	1,755 (16%)	44,416 (17%)	71	79	84
Total Worker Count		1,381	3,983	196,087			

See the Glossary page for further information on the above variables

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- 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	209	416	19,772	50	39	77
Young Adult - Showing I'm Cool	1,550	2,778	39,633	362	254	149
Midlife - Young Kids	1,304	4,719	95,565	89	126	105
Midlife - Carefree	914	2,322	68,930	93	93	113
Mature	674	1,596	60,993	52	48	75
Not Private Households	0	45	4,402	0	26	106
Total	4,651	11,876	289,295			

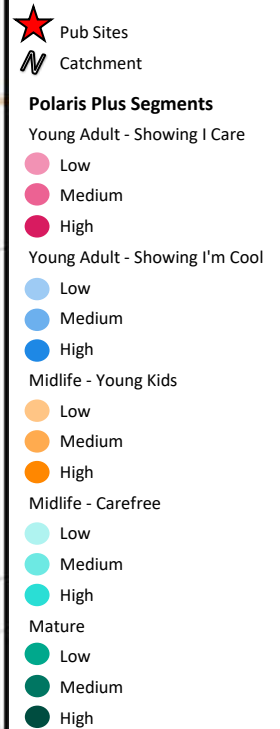
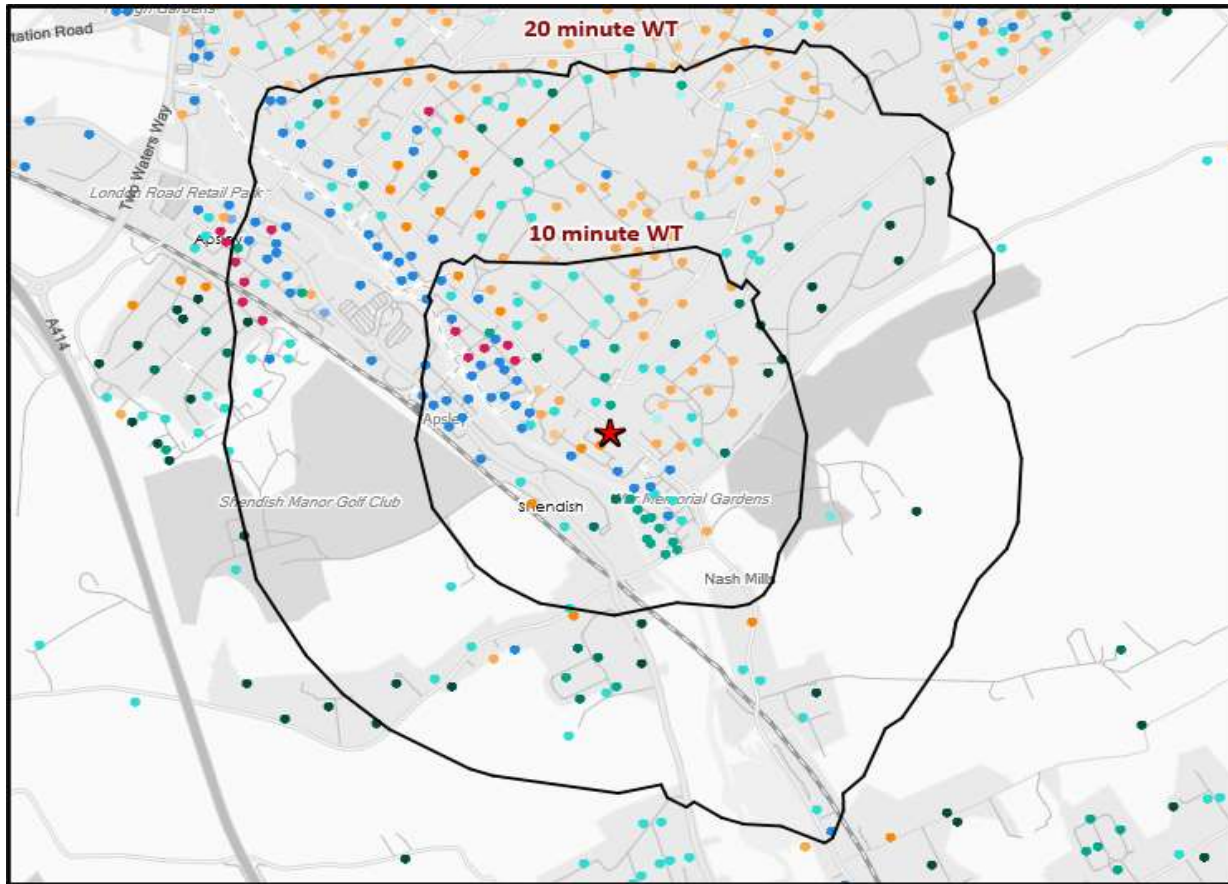
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★ Pub Sites



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	3,695	0	0	30
Medium	0	0	159	0	0	4
High	209	416	15,918	133	104	163
Young Adult - Showing I'm Cool						
Low	0	0	329	0	0	11
Medium	0	171	2,392	0	39	22
High	1,550	2,607	36,912	745	490	285
Midlife - Young Kids						
Low	209	393	17,659	40	30	55
Medium	938	3,388	61,418	135	191	142
High	157	938	16,488	63	147	106
Midlife - Carefree						
Low	48	48	3,703	30	12	38
Medium	103	109	1,678	33	14	9
High	763	2,165	63,549	150	167	201
Mature						
Low	525	707	10,322	190	100	60
Medium	129	468	12,083	22	31	33
High	20	421	38,588	5	38	142
Not Private Households	0	45	4,402	0	26	106

Polaris Summary - Three Tuns Hemel Hempstead



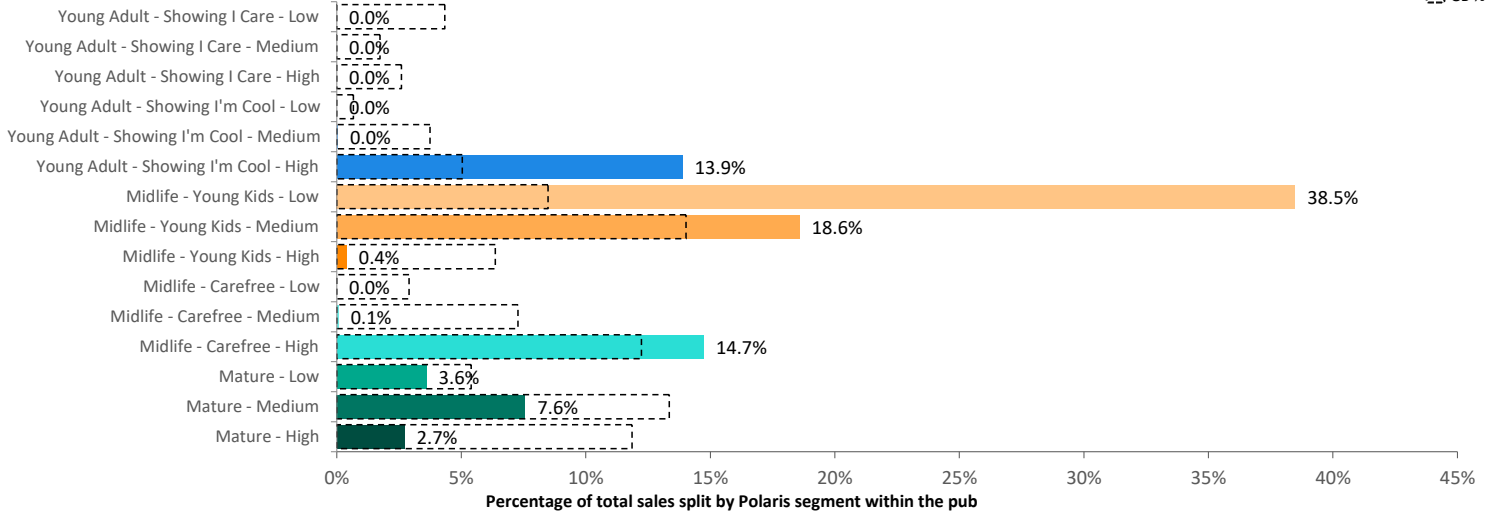
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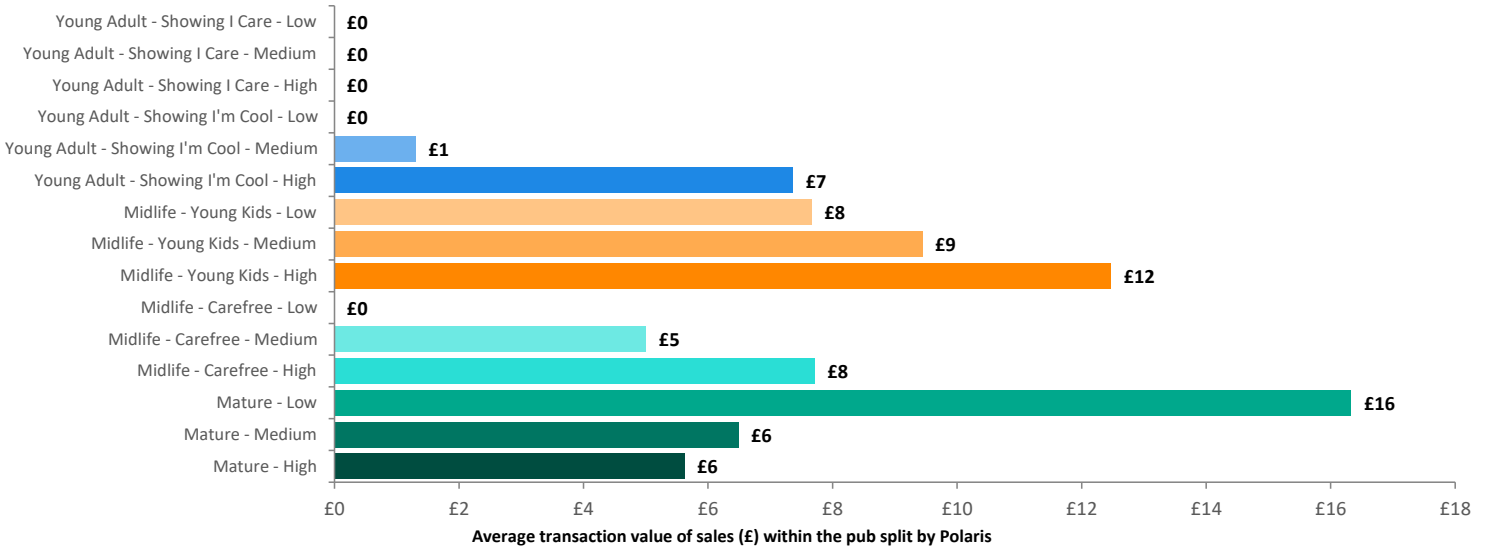
Total 4,651 11,876 289,295

Spend by Polaris

GB %

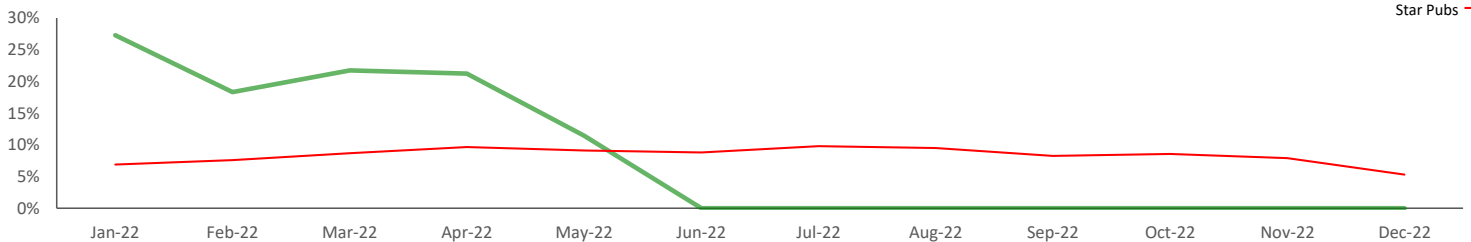


Average Transaction Values (£) by Polaris

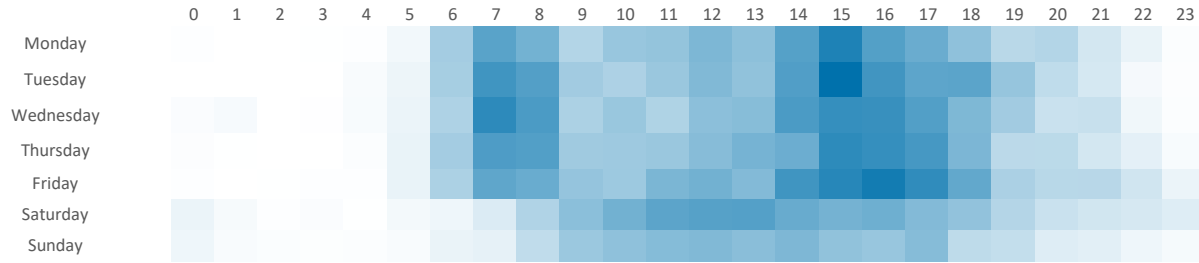


Spend by Month

Three Tuns Hemel Hempstead
Star Pubs

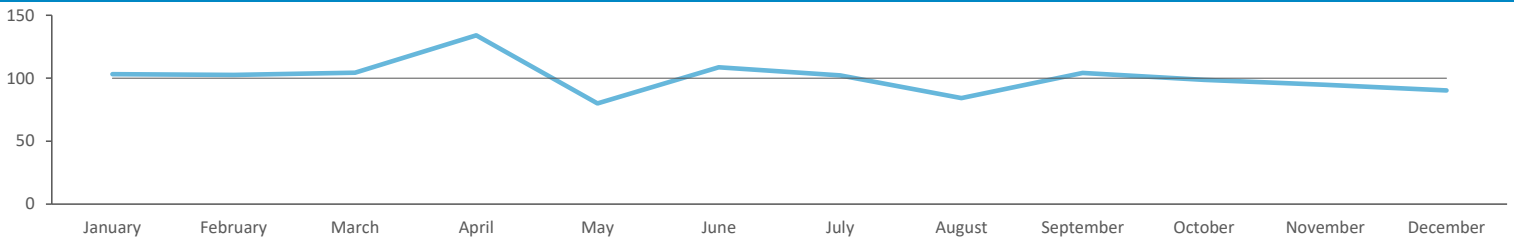


Time of Day/Day of Week



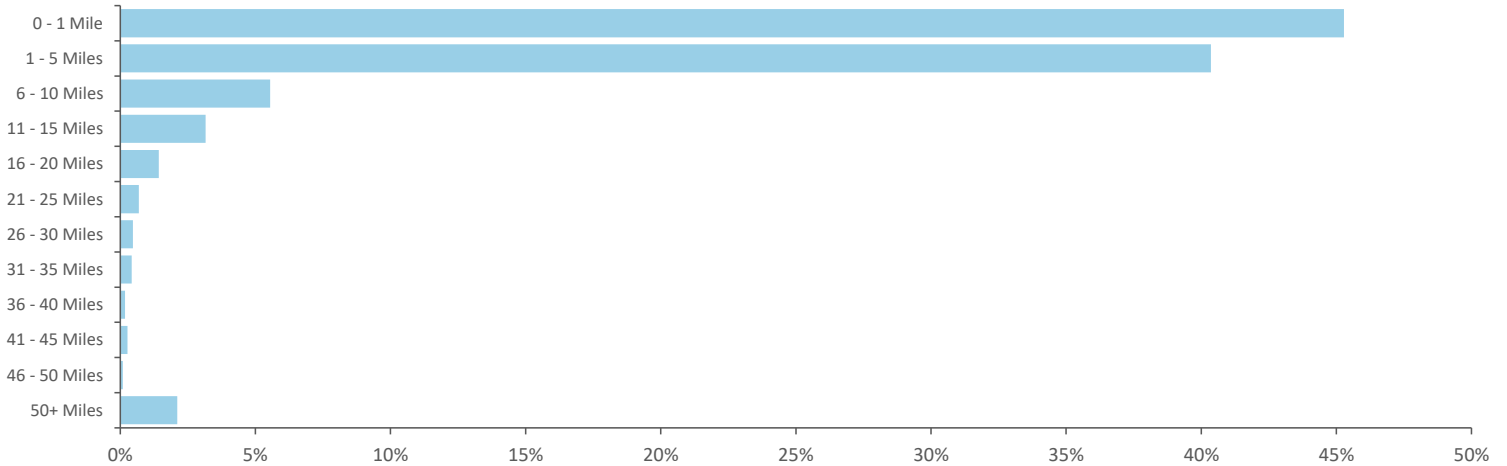
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



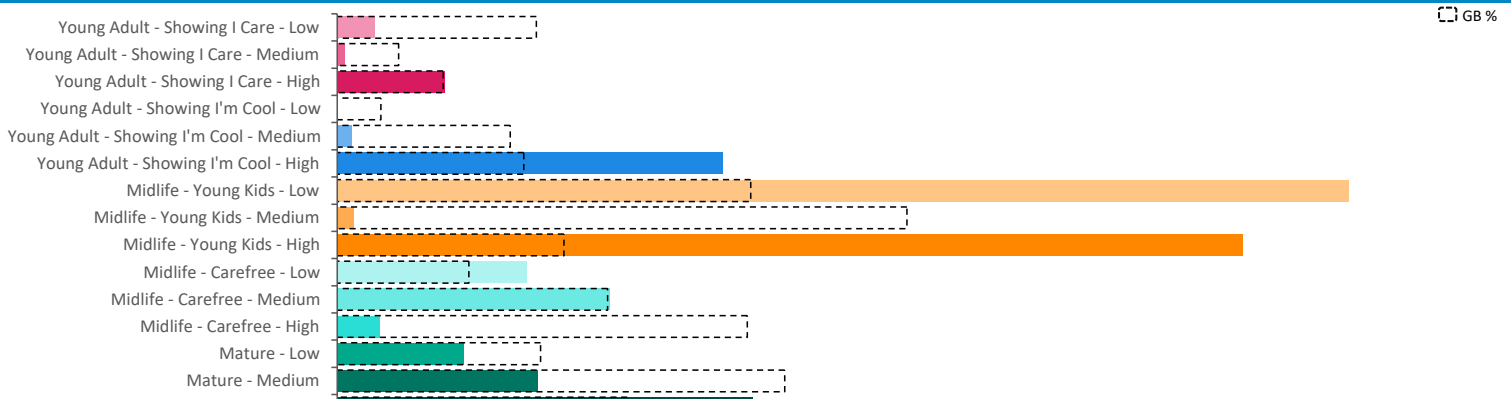
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

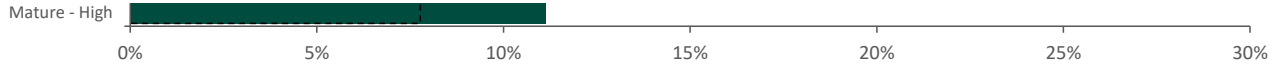


Mobile Data Summary - Three Tuns Hemel Hempstead

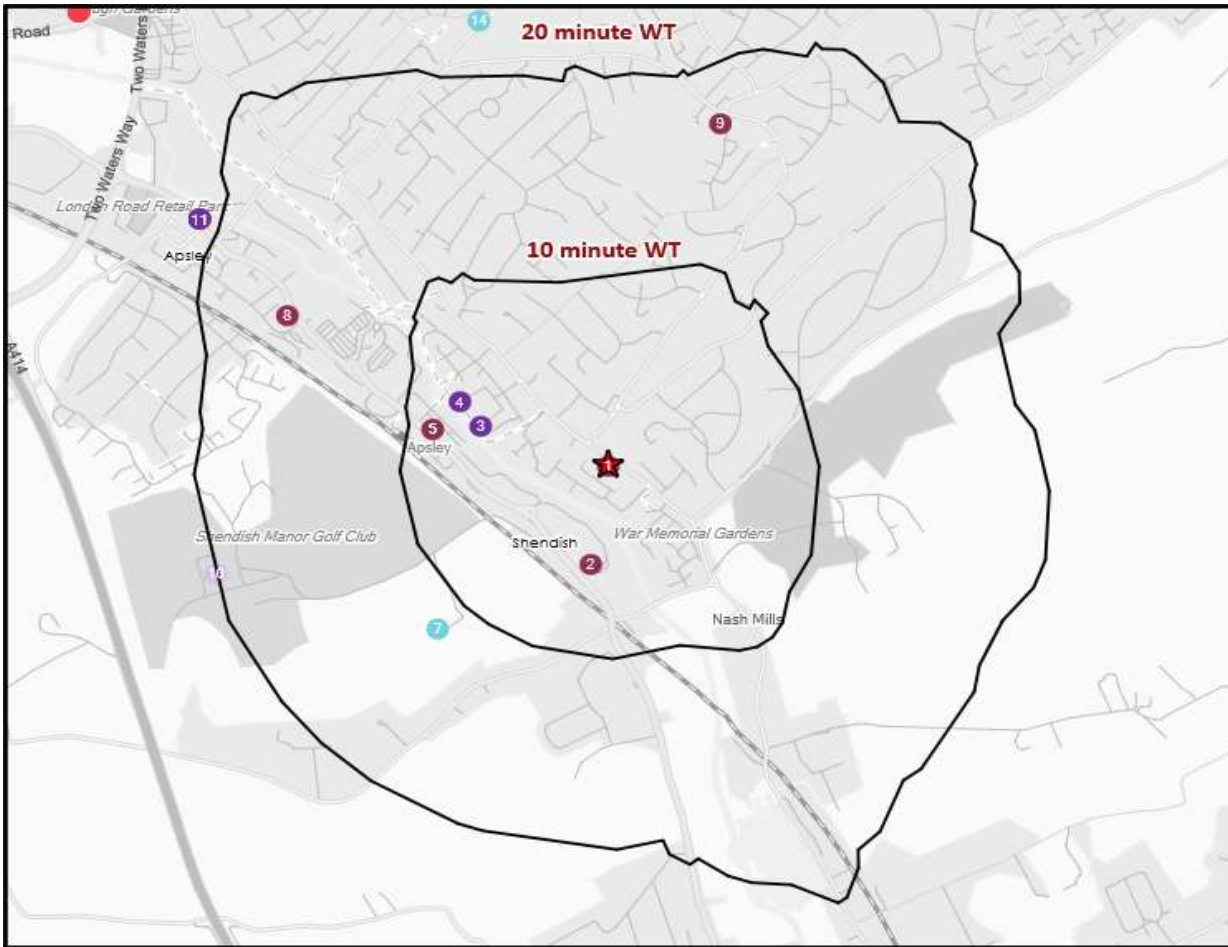


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Time of Day/Day of Week



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	Three Tuns	HP 3 9XB	Star Pubs & Bars	Premium Local	0.0
2	Red Lion	HP 3 9TD	Star Pubs & Bars	Premium Local	0.2
3	Calzone Essential Pizza	HP 3 9WG	Independent Free	Restaurants	0.2
4	Waterside Cafe	HP 3 9WQ	Independent Free	Restaurants	0.3
5	Express By Holiday Inn	HP 3 9RH	Atlas Hotels	Hotel	0.3
5	Paper Mill	HP 3 9RH	Fuller Smith & Turner	Premium Local	0.3
7	Hemel Hempstead Cricket Club	HP 3 0XA	Independent Free	Clubland	0.4
8	Oddfellows Arms	HP 3 9SP	Star Pubs & Bars	Premium Local	0.7
9	Greenacres Tavern	HP 3 9LZ	Wellington	Premium Local	0.7
10	Shendish Manor	HP 3 0AA	Independent Free	Sports Clubs	0.7
11	Spotted Bull	HP 3 9SD	Stonegate Pub Company	Premium Local	0.9
11	White Lion	HP 3 9SD	Fuller Smith & Turner	Premium Local	0.9
11	Raja Tandoori Restaurant	HP 3 9SD	Independent Free	Restaurants	0.9
14	Snow Centre	HP 3 9NH	Independent Free	Clubland	0.9
15	Miller & Carter	WD 4 8BR	Mitchells & Butlers	Restaurants	1.1
15	Premier Inn	WD 4 8BR	Whitbread	Hotel	1.1
17	Prezzo	HP 2 4JS	Prezzo plc	Casual Dining	1.1
17	Pommel Horse	HP 2 4JS	Greene King	Family Pub Dining	1.1
19	Kings Langley Services Club	WD 4 8BJ	Independent Free	Sports Clubs	1.2
19	Kings Langley Football Club	WD 4 8BJ	Independent Free	Sports Clubs	1.2