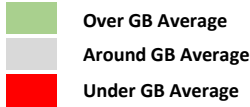


Catchment Summary - Lamb Berkhamsted

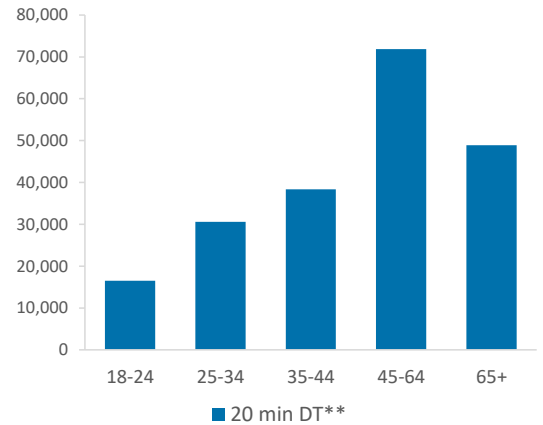
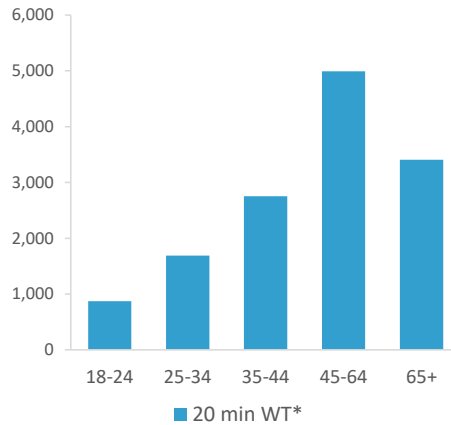
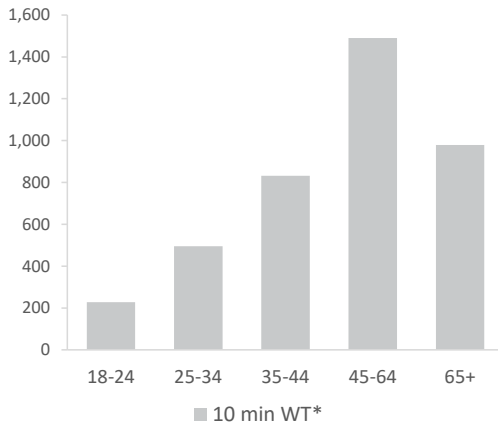


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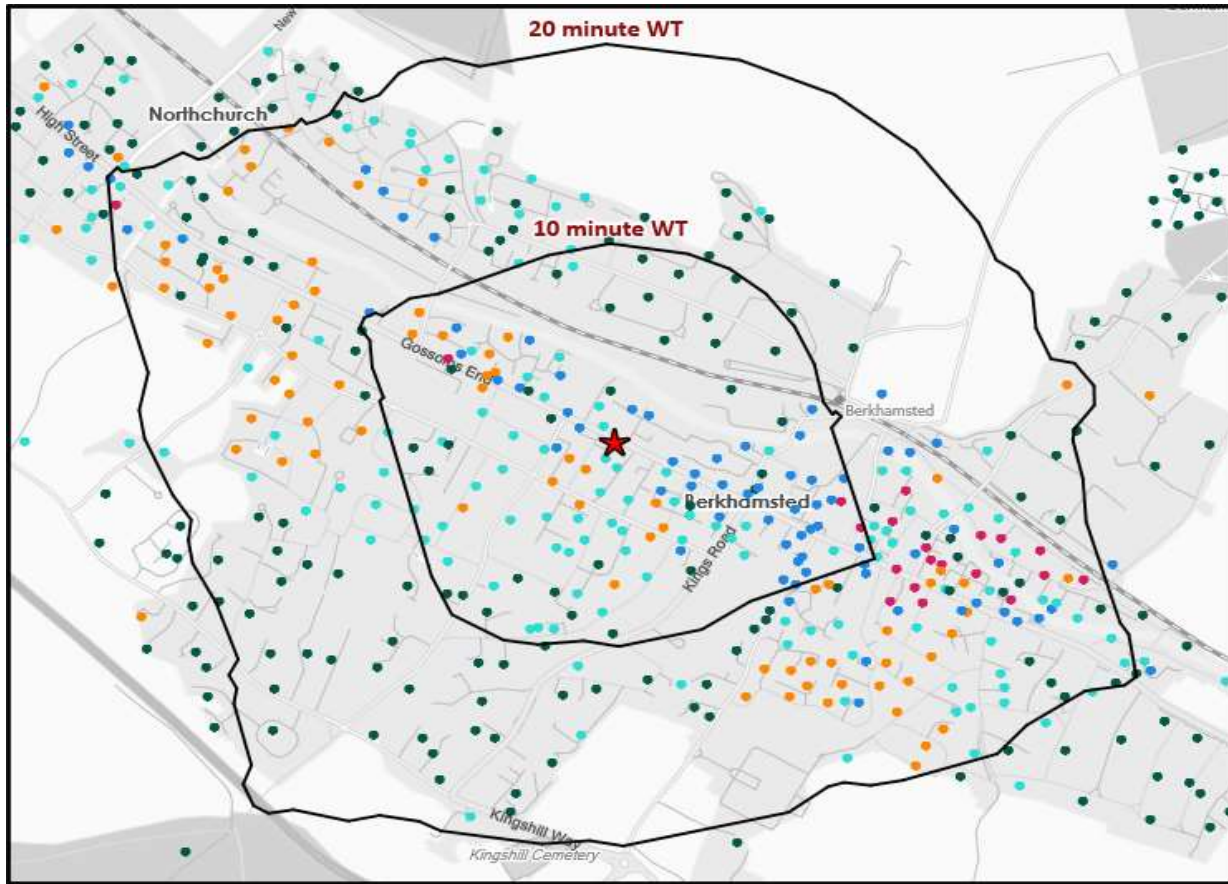
*WT= Walktime, **DT= Drivetime

	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	5,274	17,965	269,103	100	123	71	
<small>Population & Adults 18+ index is based on all pubs</small>							
Adults 18+	4,024	13,710	206,270	92	77	69	
Competition Pubs	6	15	201	40	47	56	
Adults 18+ per Competition Pub	671	914	1,026	81	111	124	
% Adults Likely to Drink	86.2%	84.9%	83.7%	105	103	102	
Affluence	Low	7.7%	8.5%	11.8%	30	33	46
	Medium	4.8%	17.1%	29.5%	12	43	75
	High	84.5%	73.5%	57.1%	252	219	170
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	228	874	16,518	53	60	76
	25-34	495	1,687	30,614	71	71	86
	35-44	832	2,752	38,366	123	119	111
	45-64	1,490	4,990	71,859	111	109	104
	65+	979	3,407	48,913	97	99	95



	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	2,601 (49%)	8,811 (49%)	132,304 (49%)	100	99	99
	Female	2,673 (51%)	9,154 (51%)	136,799 (51%)	100	101	101
Economic Status (16-74)	Employed: Full-time	1,669 (47%)	5,666 (46%)	83,851 (45%)	112	110	107
	Employed: Part-time	414 (12%)	1,537 (12%)	24,745 (13%)	89	95	101
	Self employed	543 (15%)	1,719 (14%)	22,338 (12%)	158	145	124
	Unemployed	34 (1%)	180 (1%)	3,643 (2%)	40	61	81
	Retired	466 (13%)	1,650 (13%)	23,920 (13%)	94	96	92
	Other	463 (13%)	1,677 (13%)	29,925 (16%)	65	68	81
Total Worker Count	2,335	5,825	128,227				

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

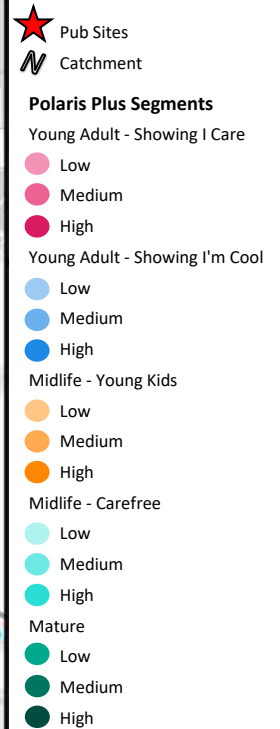
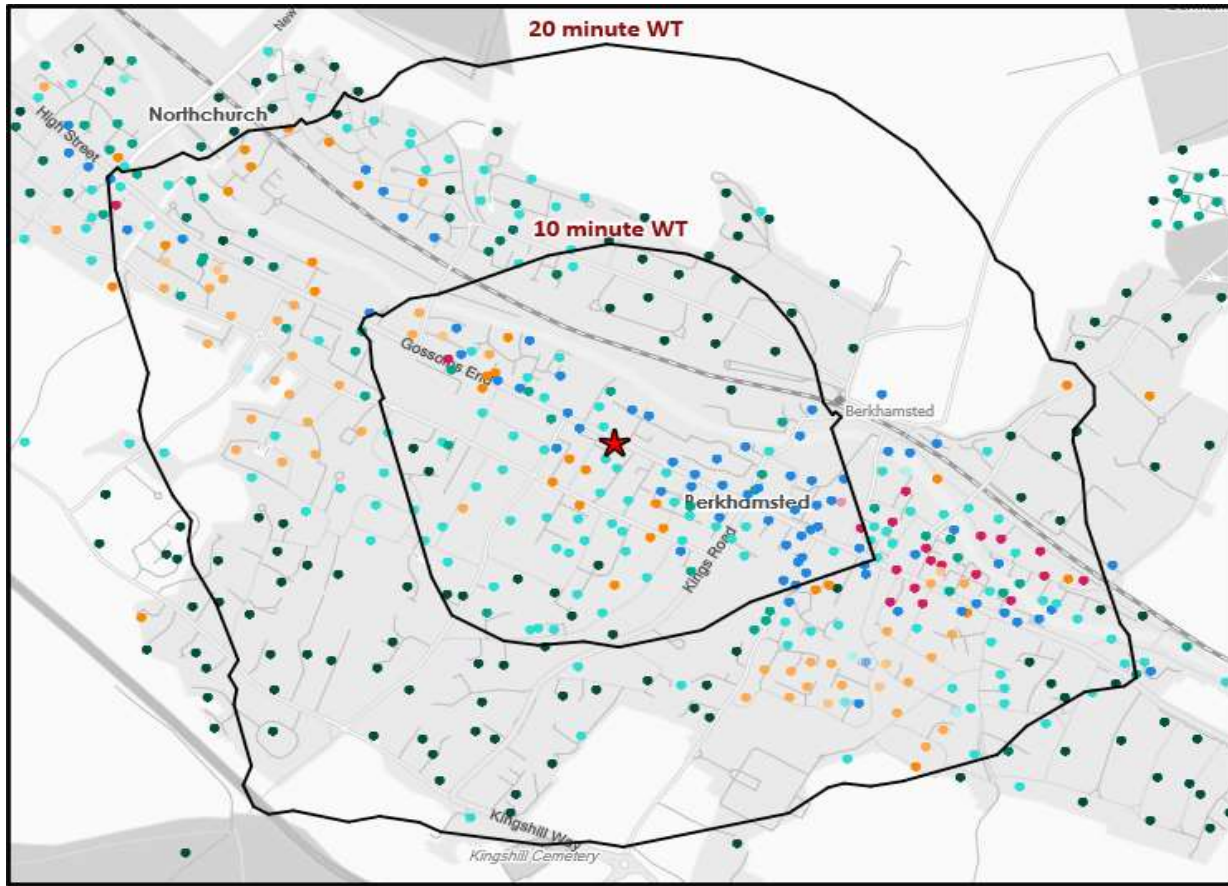
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	18	682	6,691	5	56	36
Young Adult - Showing I'm Cool	527	1,444	20,020	142	114	105
Midlife - Young Kids	770	3,113	69,128	61	72	107
Midlife - Carefree	1,658	4,174	49,666	196	145	114
Mature	929	4,175	57,539	83	109	100
Not Private Households	122	122	3,226	211	62	109
Total	4,024	13,710	206,270			

Polaris Summary - Lamb Berkhamsted

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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	35	880	0	6	10
Medium	0	0	0	0	0	0
High	18	647	5,811	13	140	84
Young Adult - Showing I'm Cool						
Low	0	0	23	0	0	1
Medium	0	17	1,868	0	3	24
High	527	1,427	18,129	293	233	196
Midlife - Young Kids						
Low	52	258	11,746	12	17	51
Medium	192	1,879	46,149	32	92	150
High	526	976	11,233	243	132	101
Midlife - Carefree						
Low	0	144	2,572	0	31	37
Medium	0	10	1,734	0	1	13
High	1,658	4,020	45,360	377	268	201
Mature						
Low	259	727	9,061	108	89	74
Medium	0	436	11,183	0	25	43
High	670	3,012	37,295	177	234	193
Not Private Households	122	122	3,226	211	62	109

Polaris Summary - Lamb Berkhamsted

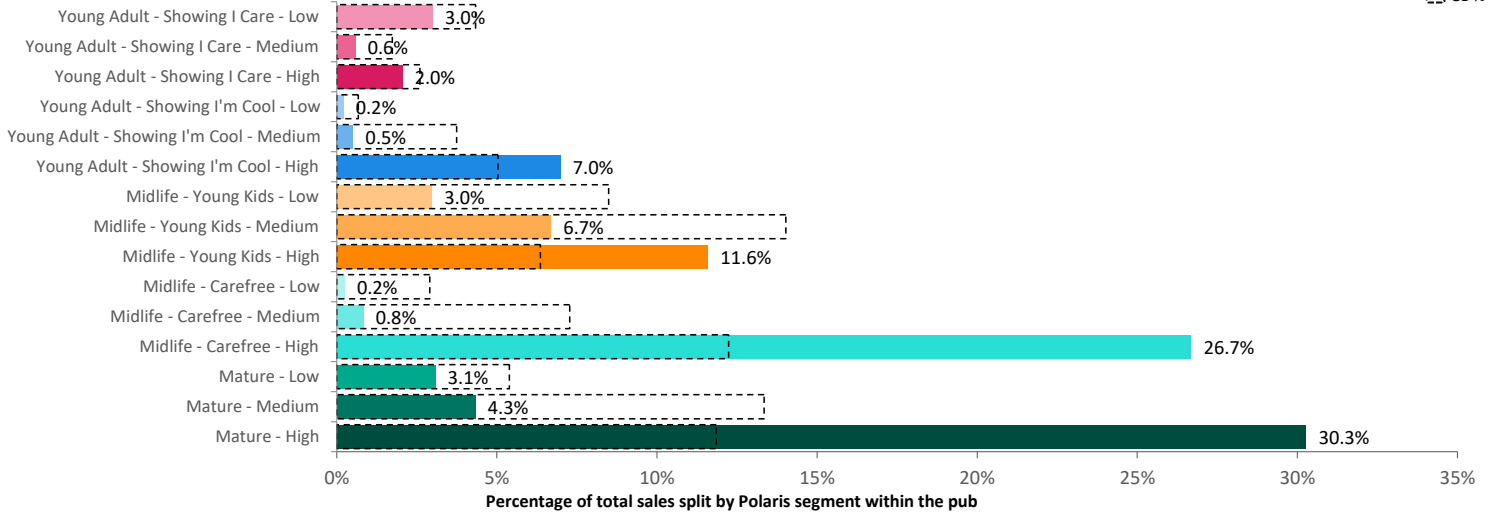


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Data Source © 2020 TomTom

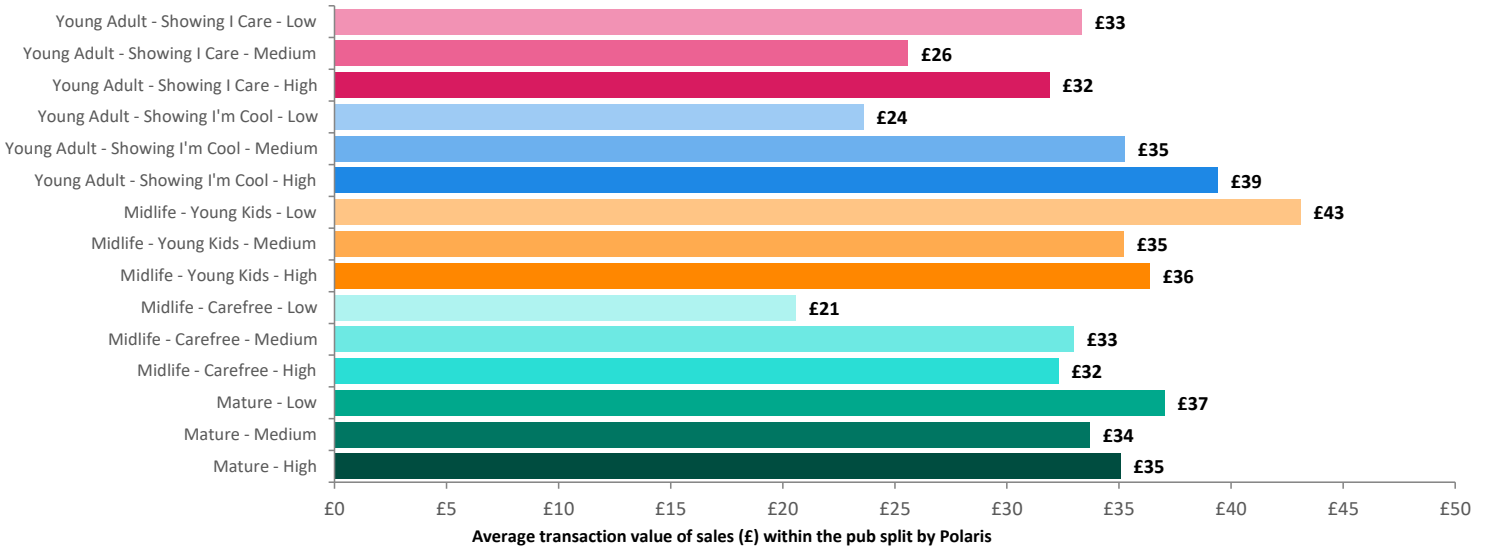


Spend by Polaris

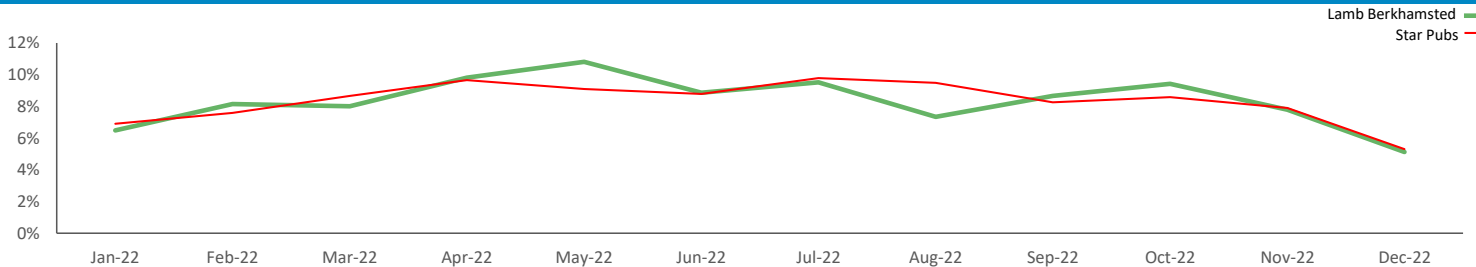
GB %



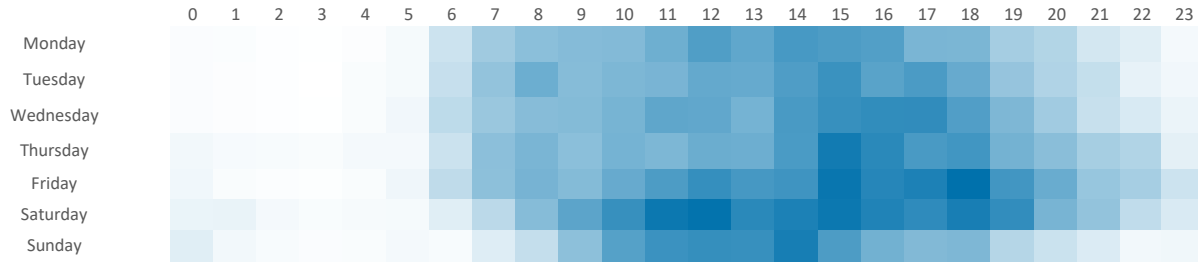
Average Transaction Values (£) by Polaris



Spend by Month

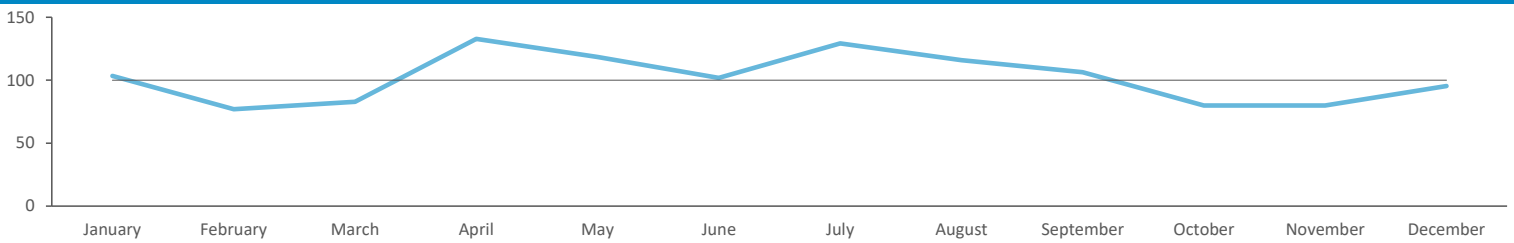


Time of Day/Day of Week



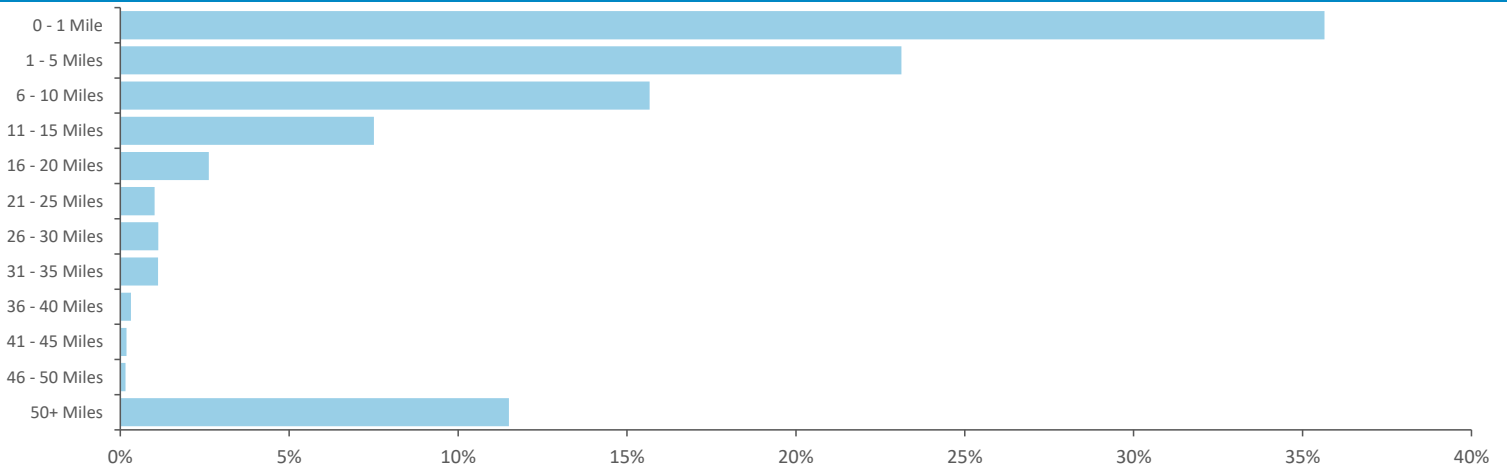
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



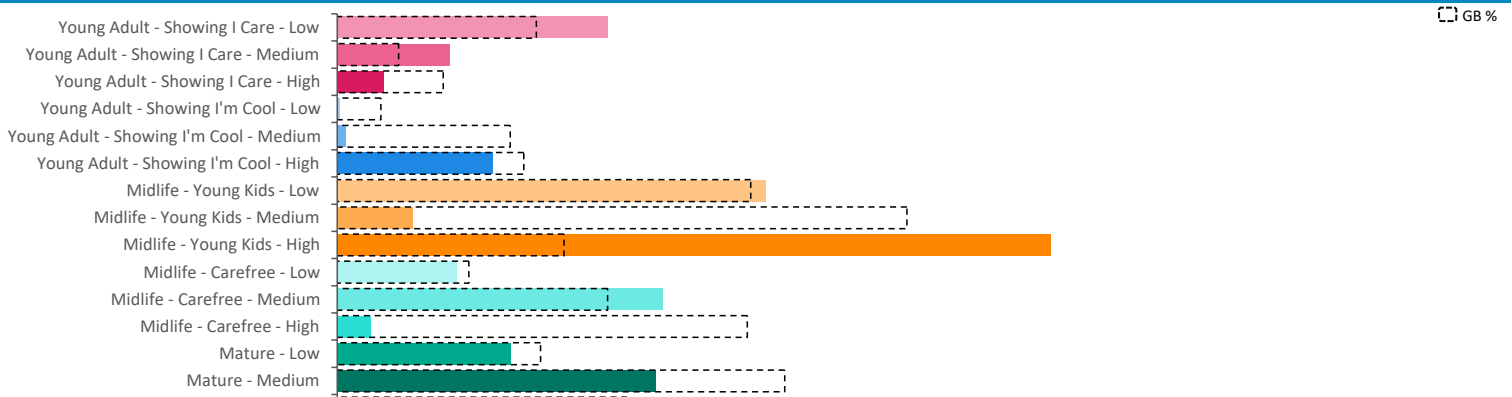
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

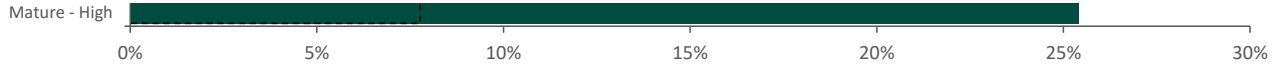


Mobile Data Summary - Lamb Berkhamsted

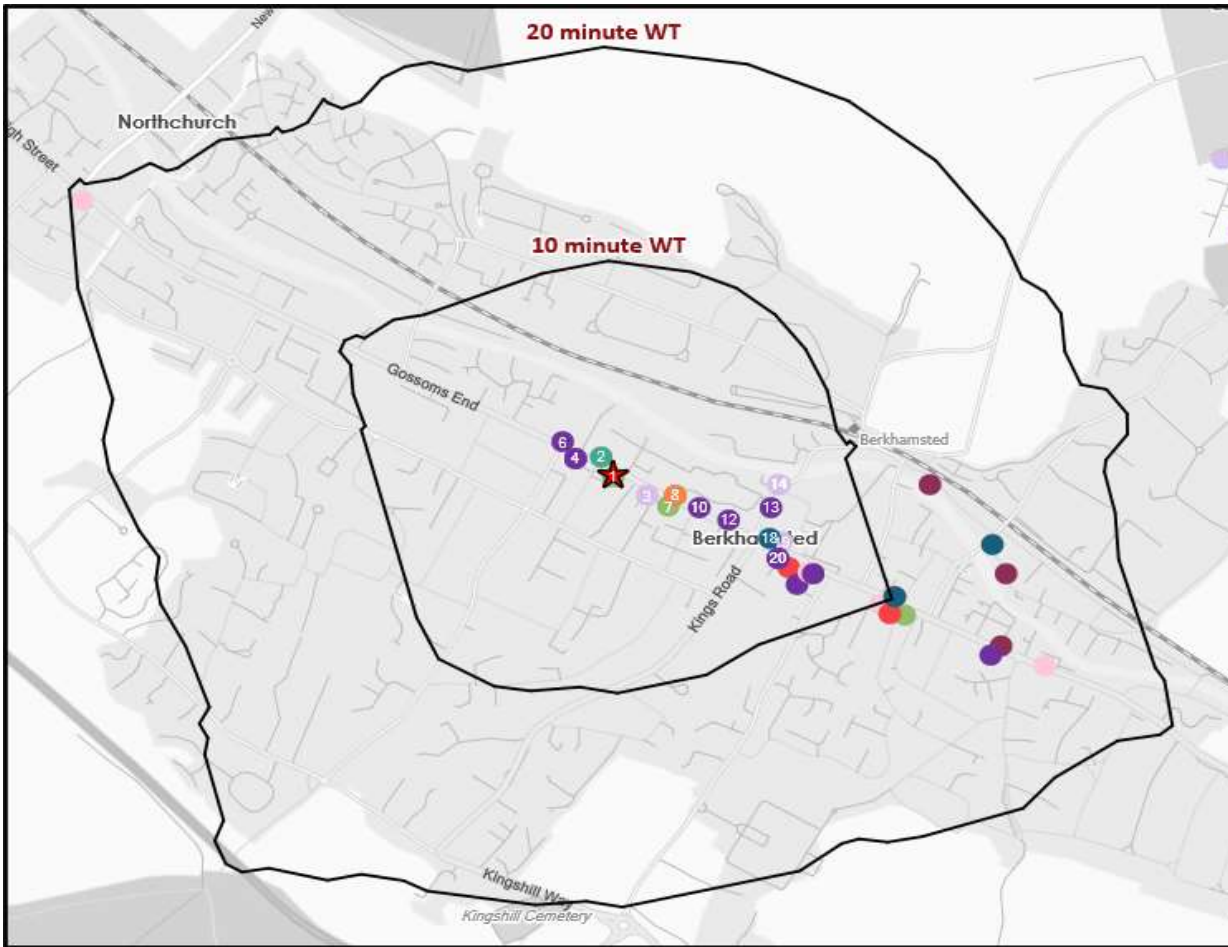


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Time of Day/Day of Week



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	Lamb	HP 4 1AJ	Star Pubs & Bars	Circuit Bar	0.0
2	Pizza Express	HP 4 1HT	Hony Capital	Casual Dining	0.0
3	North Church Social Centre	HP 4 1AA	Independent Free	Sports Clubs	0.1
4	Verandah	HP 4 1AL	Independent Free	Restaurants	0.1
4	Wamimichi Noodle Bar	HP 4 1AL	Independent Free	Restaurants	0.1
6	Blue Orchid	HP 4 1HU	Independent Free	Restaurants	0.1
7	George Inn	HP 4 1AB	Stonegate Pub Company	Circuit Bar	0.1
8	Giggling Squid	HP 4 1AH	Giggling Squid	Casual Dining	0.1
8	Penny Farthing Hotel	HP 4 1AH	Oakman Inns & Restaurants	Hotel	0.1
10	Highwayman	HP 4 1AQ	Blanc Brasseries	GPGF	0.1
10	Olive Tree	HP 4 1AQ	Independent Free	Restaurants	0.1
12	Per Tutti	HP 4 1AG	Independent Free	Restaurants	0.2
13	Zaza	HP 4 2AB	Zaza	Restaurants	0.3
14	Berkhamsted Town Football Club	HP 4 2AA	Independent Free	Sports Clubs	0.3
14	Berkhamsted Lawn Tennis Club	HP 4 2AA	Independent Free	Sports Clubs	0.3
14	Berkhamstead Sport & Cricket Club Club	HP 4 2AA	Independent Free	Sports Clubs	0.3
14	Berkhamsted Bowling Club	HP 4 2AA	Independent Free	Sports Clubs	0.3
18	Copper House	HP 4 3BA	Independent Free	ABOS	0.3
19	Royal British Legion Club	HP 4 3AP	Independent Free	Sports Clubs	0.3
20	Tabure	HP 4 3HB	Independent Free	Restaurants	0.3