

# Catchment Summary - Eagle Amersham



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

\*WT= Walktime, \*\*DT= Drivetime

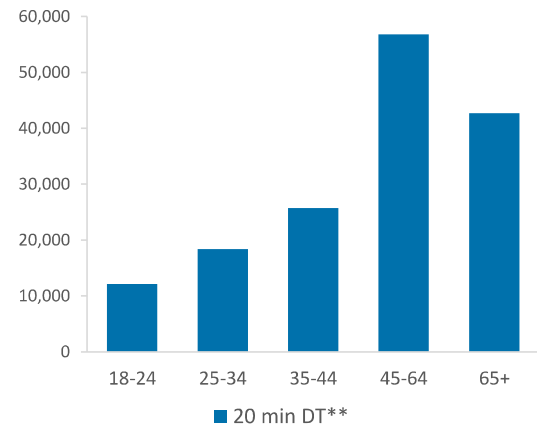
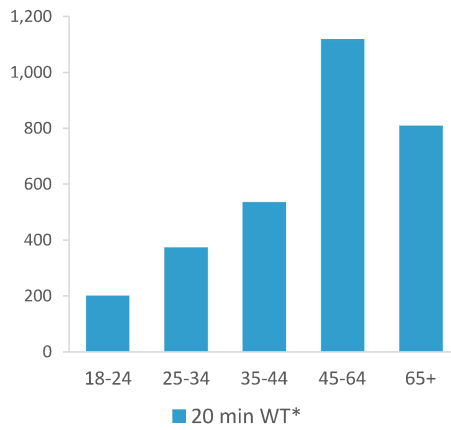
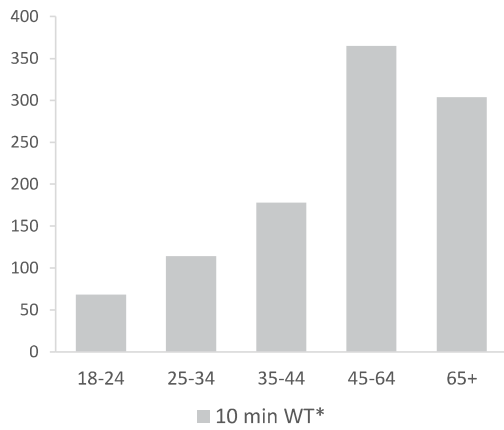
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	1,230	3,929	203,272	23	27	54
Adults 18+	1,029	3,034	155,699	24	17	52
Competition Pubs	6	6	160	40	19	44
Adults 18+ per Competition Pub	172	506	973	21	61	118
% Adults Likely to Drink	85.7%	84.8%	84.9%	104	103	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	25.5%	17.3%	9.0%	99	67	35
	Medium	5.7%	14.9%	16.5%	15	38	42
	High	68.6%	67.7%	73.0%	205	202	218

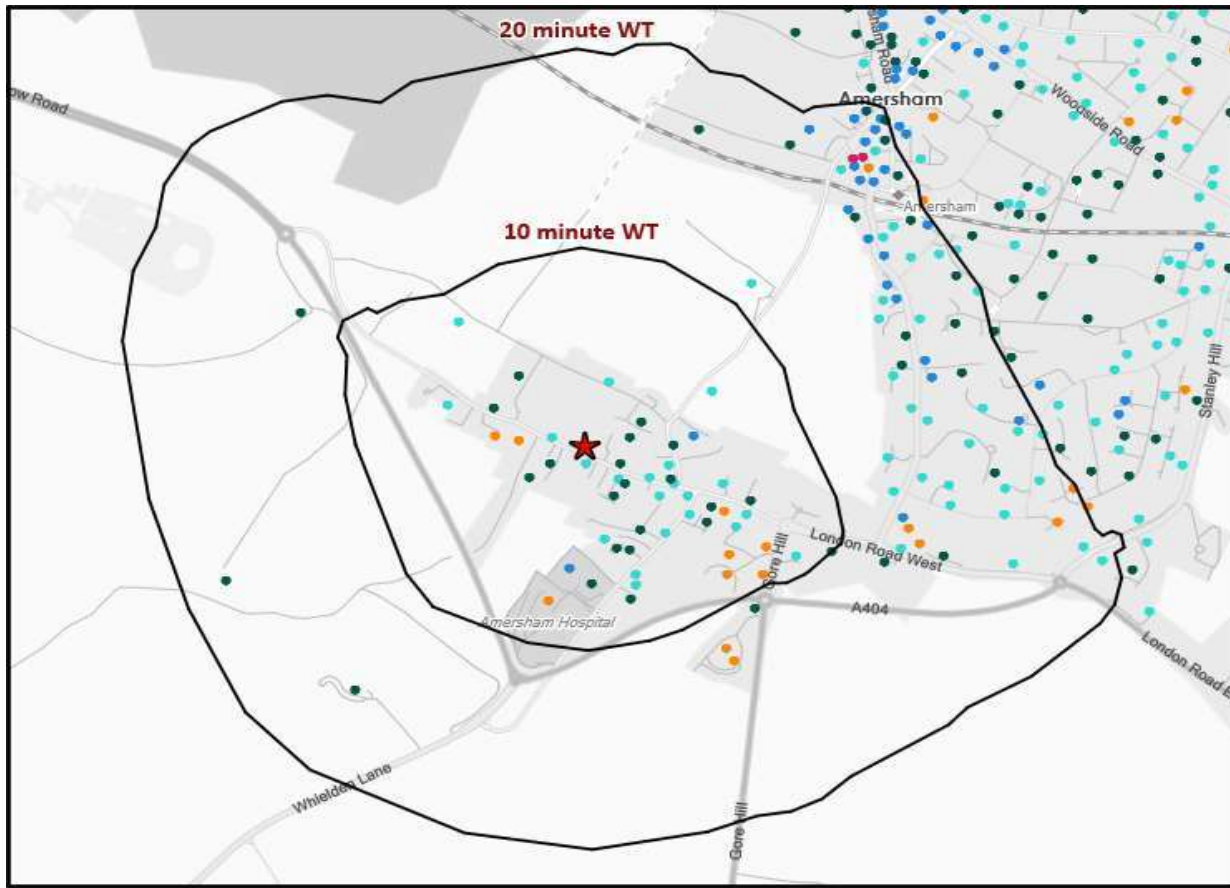
\*Affluence does not include Not Private Households

Age Profile	18-24	68	201	12,099	68	63	73
	25-34	114	373	18,401	70	71	68
	35-44	178	535	25,706	112	106	98
	45-64	365	1,117	56,815	116	111	109
	65+	304	808	42,678	129	108	110



	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	589 (48%)	1,918 (49%)	98,652 (49%)	97	99	98
	Female	641 (52%)	2,011 (51%)	104,620 (51%)	103	101	102
Economic Status (16-74)							
	Employed: Full-time	390 (46%)	1,219 (46%)	57,732 (42%)	110	110	100
	Employed: Part-time	96 (11%)	329 (12%)	17,099 (12%)	87	95	95
	Self employed	139 (16%)	351 (13%)	18,845 (14%)	170	138	142
	Unemployed	8 (1%)	32 (1%)	2,039 (1%)	39	51	62
	Retired	130 (15%)	387 (15%)	19,899 (14%)	110	106	104
	Other	91 (11%)	337 (13%)	23,005 (17%)	54	64	84
Total Worker Count		2,029	2,636	85,545			

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	22	3,036	0	8	22
Young Adult - Showing I'm Cool	92	430	10,926	97	154	76
Midlife - Young Kids	128	518	35,583	40	54	73
Midlife - Carefree	395	1,276	38,643	182	200	118
Mature	412	786	65,258	143	93	150
<b>Not Private Households</b>	2	2	2,253	14	5	101
<b>Total</b>	1,029	3,034	155,699			

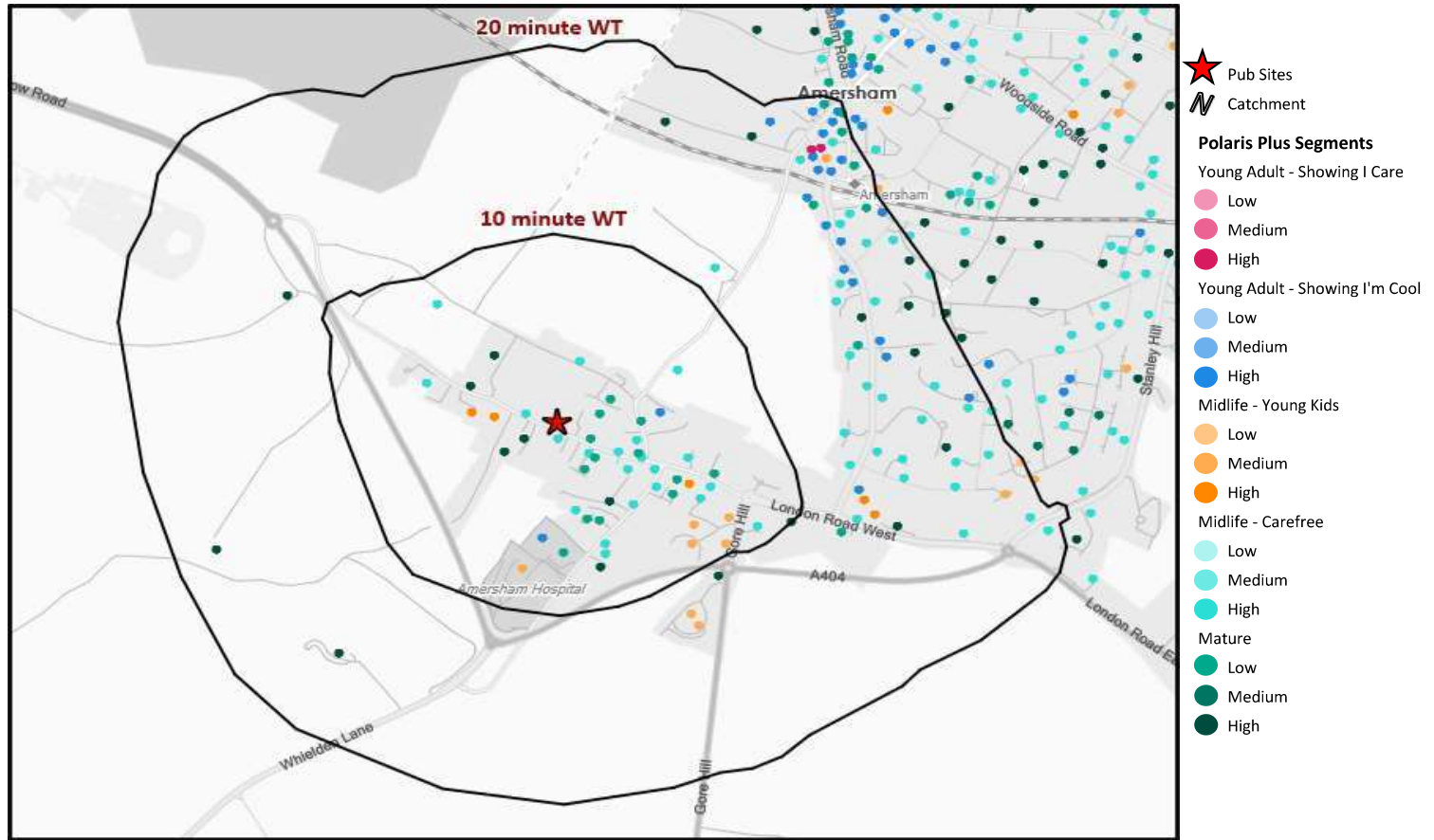
# Polaris Summary - Eagle Amersham



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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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	1,069	0	0	16
Medium	0	0	0	0	0	0
High	0	22	1,967	0	22	38
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	0	0	639	0	0	11
High	92	430	10,287	200	317	148
<b>Midlife - Young Kids</b>						
Low	0	31	5,701	0	9	33
Medium	59	405	19,524	38	89	84
High	69	82	10,358	124	50	123
<b>Midlife - Carefree</b>						
Low	0	0	1,183	0	0	22
Medium	0	0	476	0	0	5
High	395	1,276	36,984	351	385	217
<b>Mature</b>						
Low	262	493	6,096	429	274	66
Medium	0	48	5,061	0	12	26
High	150	245	54,101	155	86	370
<b>Not Private Households</b>	2	2	2,253	14	5	101

# Polaris Summary - Eagle Amersham



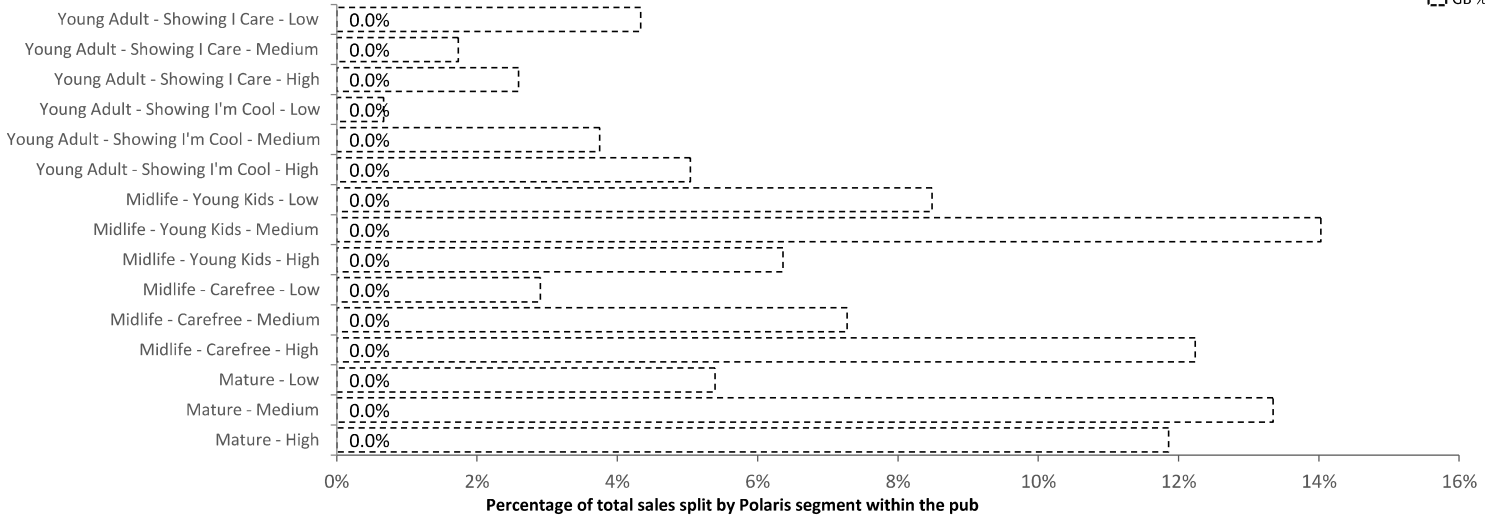
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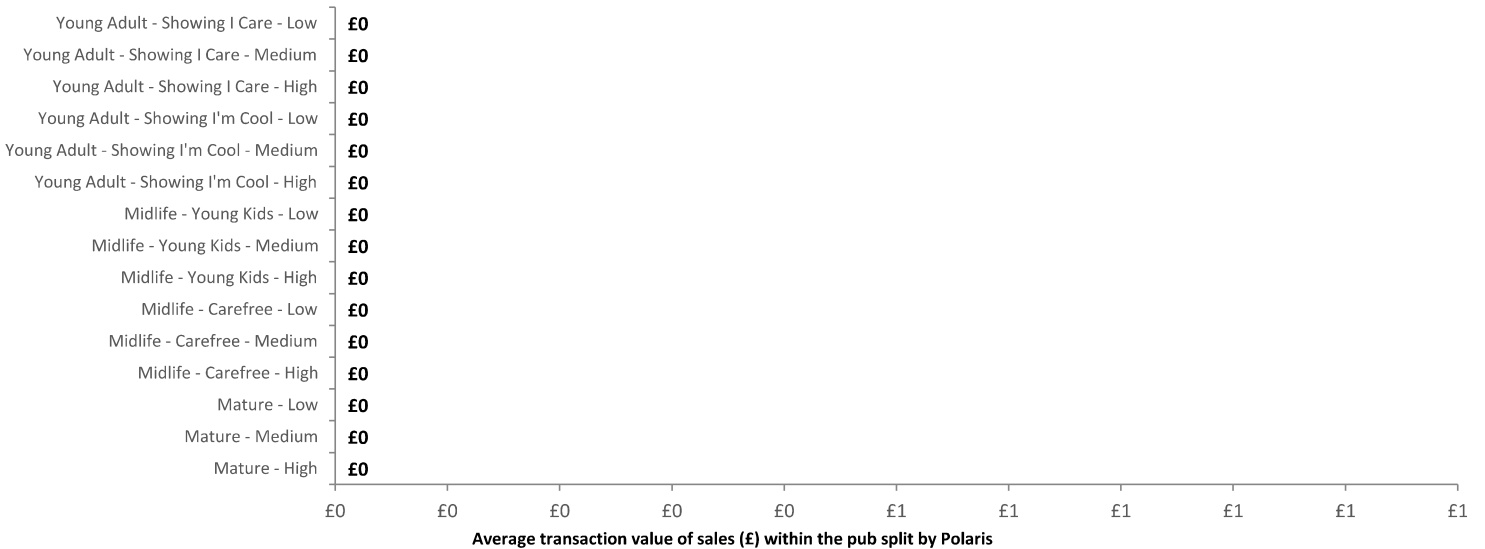
Total	1,029	3,034	155,699
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Spend by Polaris

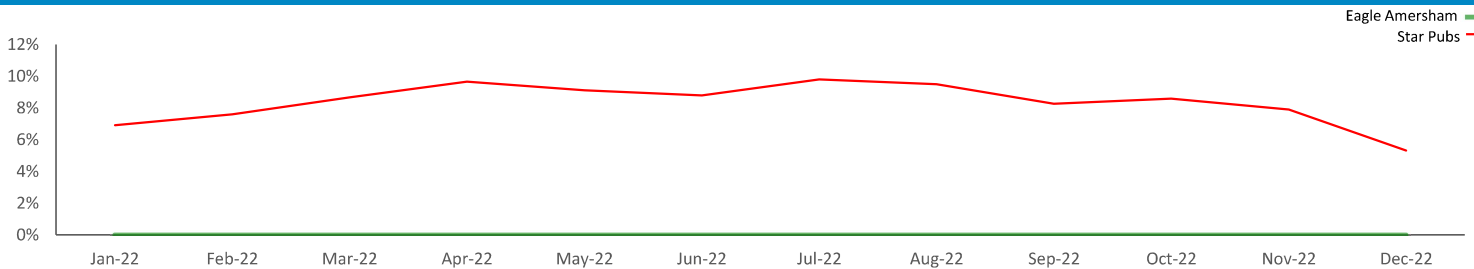
GB %



Average Transaction Values (£) by Polaris



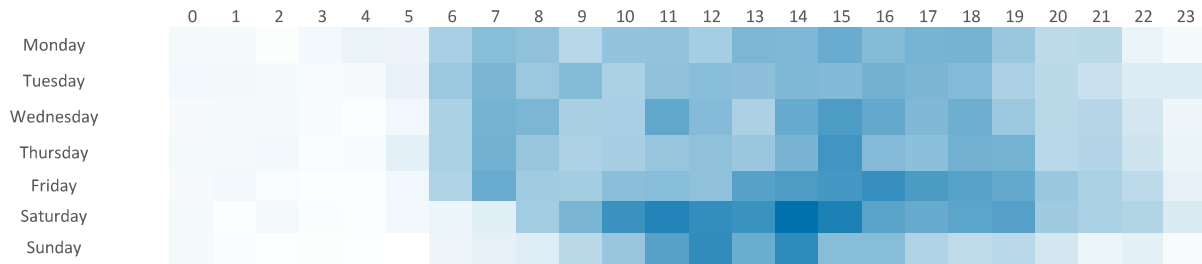
Spend by Month



# Mobile Data Summary - Eagle Amersham

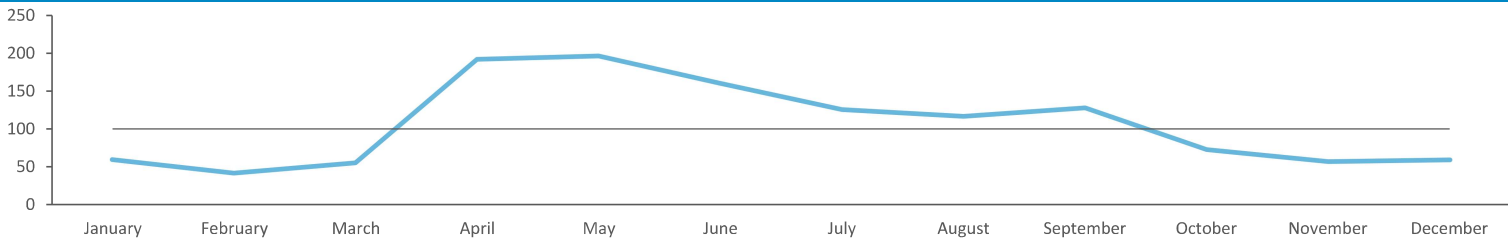
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## Time of Day/Day of Week



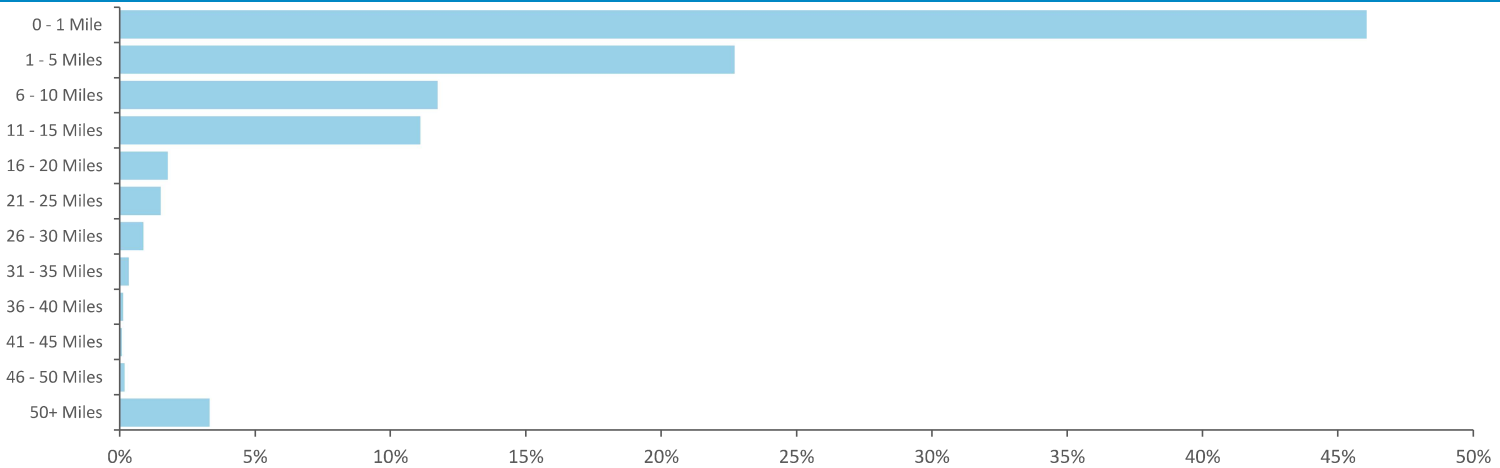
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



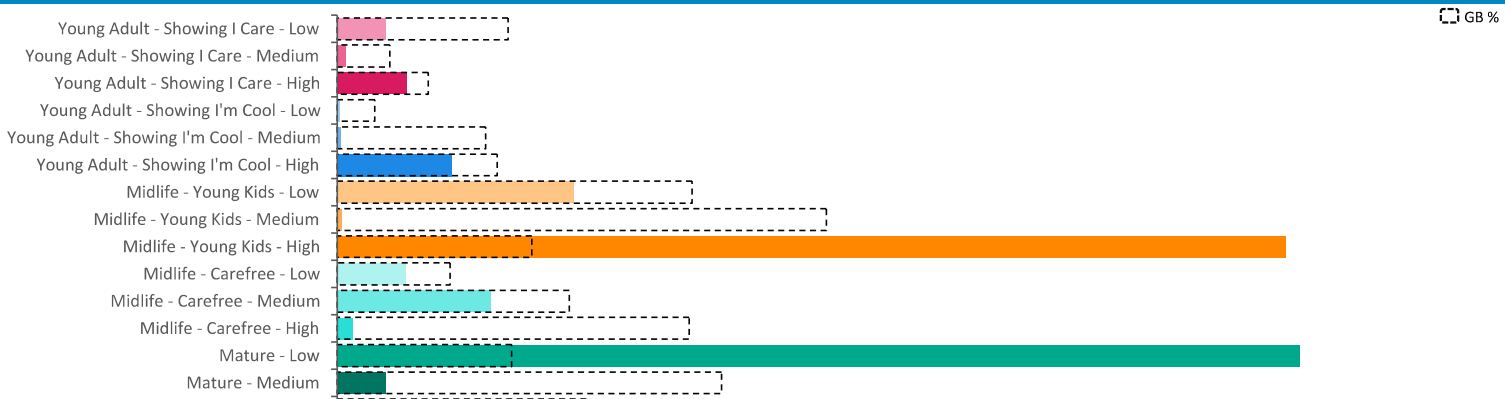
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## Distance from Home

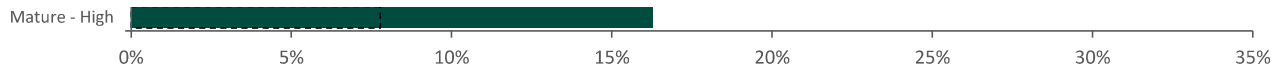


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

## Polaris Plus Profile

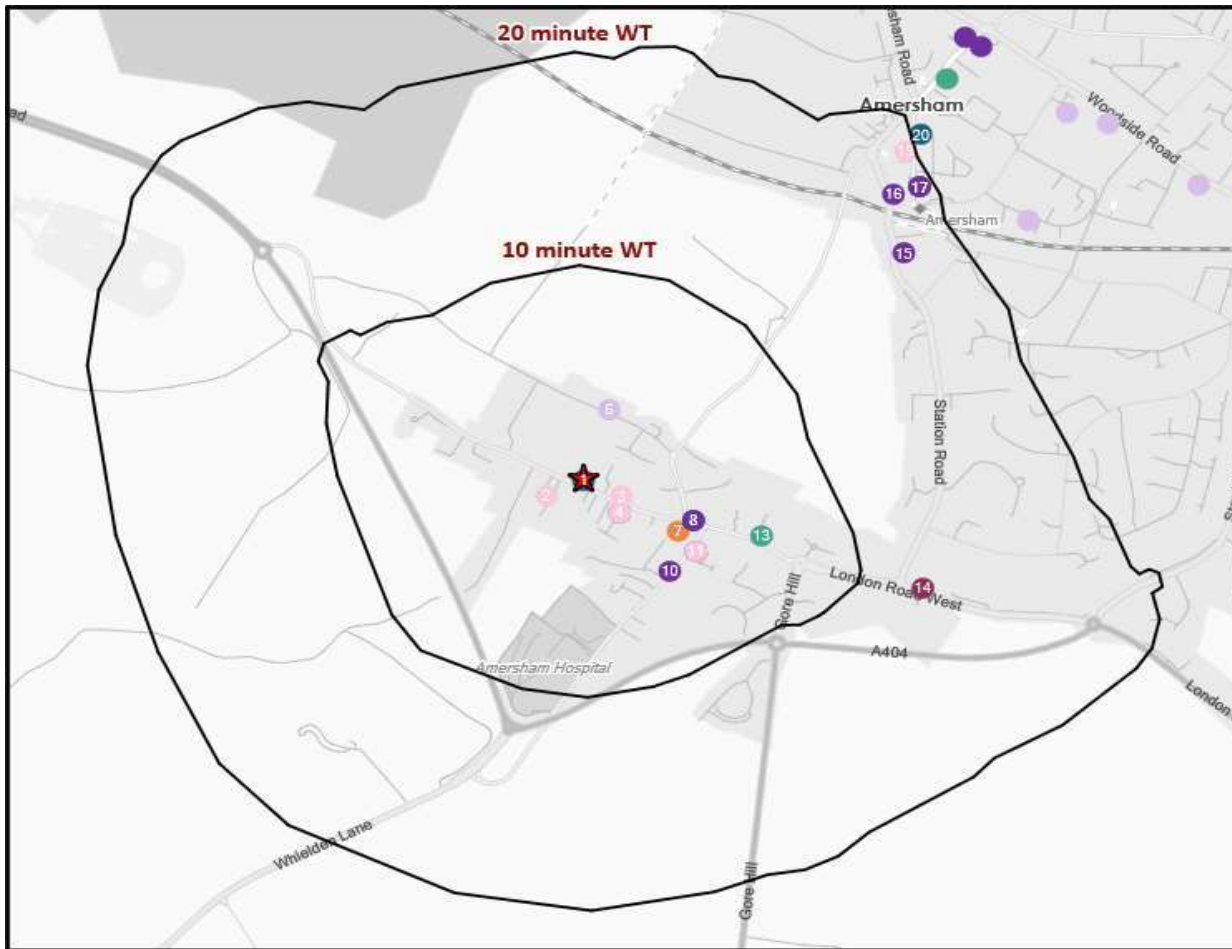


## Time of Day/Day of Week



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	Eagle	HP 7 0DY	Star Pubs & Bars	ABOS	0.0
2	Swan Inn	HP 7 0ED	Mitchells & Butlers	GPGF	0.1
3	Elephant & Castle	HP 7 0DT	Stonegate Pub Company	GPGF	0.1
4	Pluma	HP 7 0DJ	Independent Free	Restaurants	0.1
4	Kings Arms Restaurant	HP 7 0DJ	Independent Free	GPGF	0.1
6	Amersham Football Club	HP 7 0EL	Independent Free	Sports Clubs	0.1
7	Crown Hotel	HP 7 0DH	*Other Small Retail Groups	Hotel	0.2
8	Gilbeys	HP 7 0DF	Gilbey Group	ABOS	0.2
8	Artichoke	HP 7 0DF	Independent Free	Restaurants	0.2
10	Spice Society	HP 7 0HU	Independent Free	Restaurants	0.2
11	Zaza	HP 7 0HT	Zaza	Restaurants	0.2
11	Saracens Head	HP 7 0HT	Greene King	GPGF	0.2
13	Cote	HP 7 0HL	Cote Restaurants	Casual Dining	0.3
14	Chequers	HP 7 9DA	*Other Small Retail Groups	Premium Local	0.6
15	Kens Beijing Restaurant	HP 7 0AH	Independent Free	Restaurants	0.7
16	Coriander	HP 6 5AZ	Coriander	Restaurants	0.7
17	Smoky Boys	HP 6 5BD	Smoky Boys	Restaurants	0.7
17	Village Mangal	HP 6 5BD	Independent Free	Restaurants	0.7
19	Beech House	HP 6 5BW	Oakman Inns & Restaurants	GPGF	0.8
20	Metro Lounge	HP 6 5BX	Loungers	ABOS	0.8