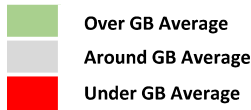


Catchment Summary - Prince Of Wales Forest Hill

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*WT= Walktime, **DT= Drivetime

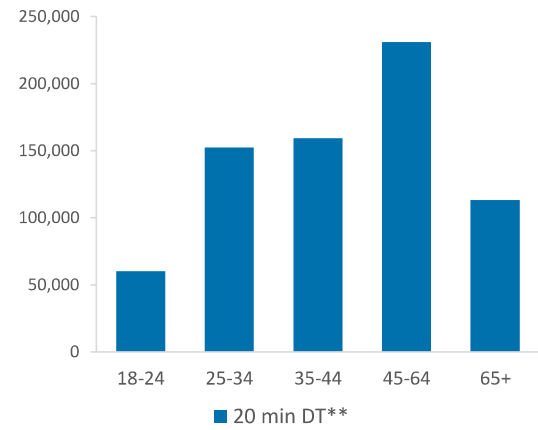
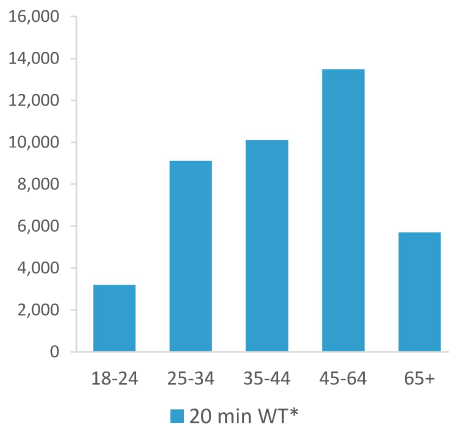
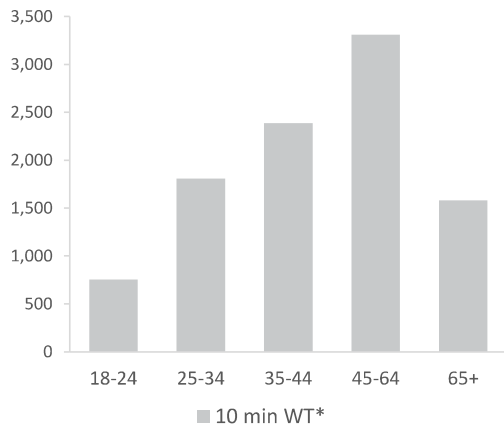
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	12,894	53,804	928,118	244	370	245
Adults 18+	9,850	41,471	716,021	226	232	240
Competition Pubs	4	30	406	27	94	112
Adults 18+ per Competition Pub	2,463	1,382	1,764	298	167	214
% Adults Likely to Drink	82.2%	81.9%	82.8%	100	99	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	58.5%	66.7%	50.1%	228	260	195
	Medium	27.2%	20.5%	25.9%	69	52	66
	High	14.3%	12.5%	23.4%	43	37	70

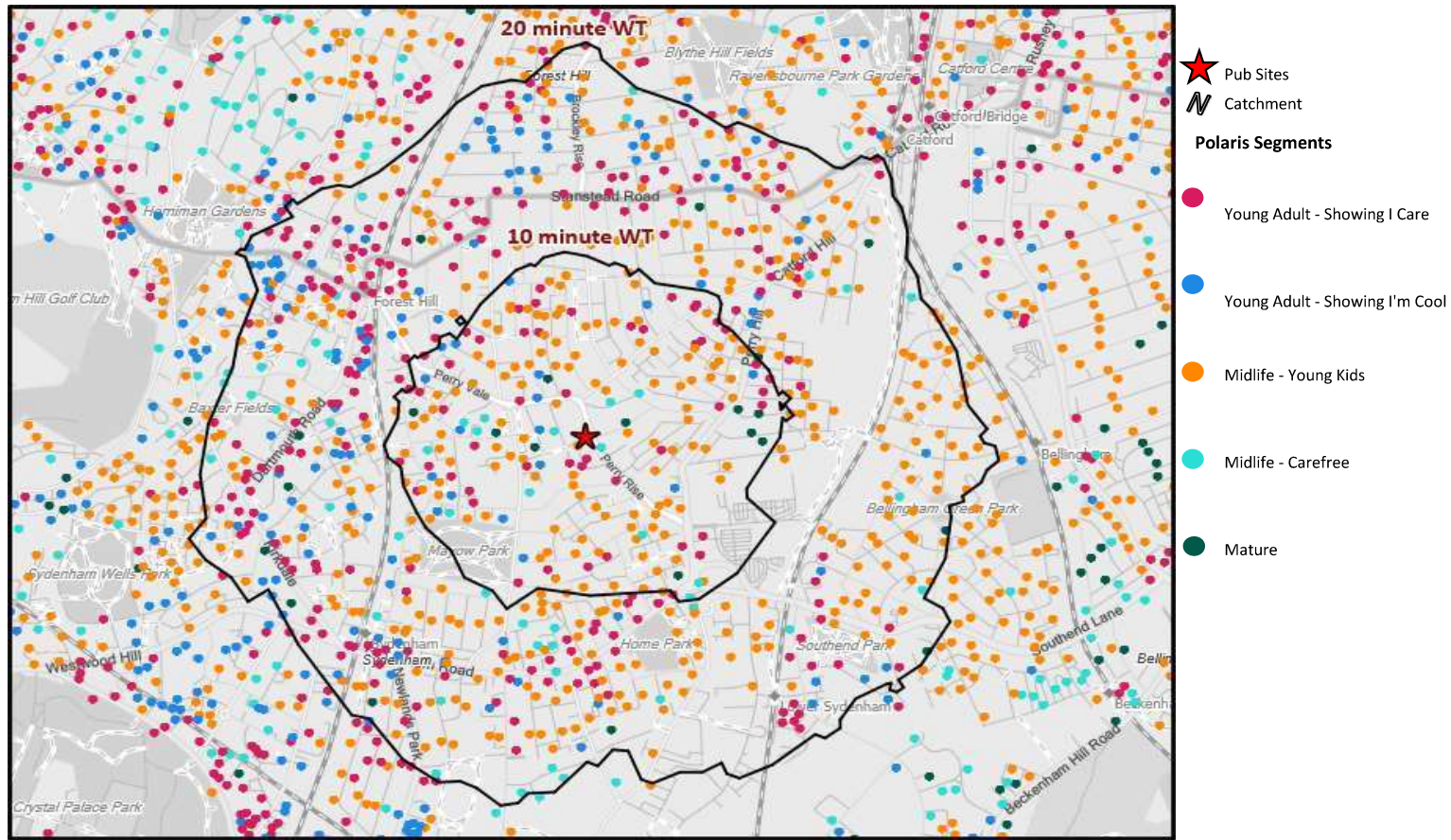
*Affluence does not include Not Private Households

Age Profile	18-24	757	3,189	60,010	72	73	80
	25-34	1,809	9,086	152,474	106	127	124
	35-44	2,390	10,074	159,323	144	145	133
	45-64	3,311	13,437	230,974	100	98	97
	65+	1,583	5,685	113,240	64	55	64



	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	6,387 (50%)	26,892 (50%)	456,597 (49%)	100	101	99
	Female	6,507 (50%)	26,912 (50%)	471,521 (51%)	100	99	101
Economic Status (16-74)							
	Employed: Full-time	4,445 (47%)	18,557 (46%)	319,243 (47%)	113	111	112
	Employed: Part-time	1,077 (11%)	4,738 (12%)	77,130 (11%)	88	91	87
	Self employed	1,024 (11%)	4,165 (10%)	76,681 (11%)	113	109	117
	Unemployed	317 (3%)	1,352 (3%)	20,890 (3%)	141	142	129
	Retired	827 (9%)	2,994 (7%)	54,914 (8%)	63	54	58
	Other	1,773 (19%)	8,288 (21%)	135,978 (20%)	95	105	101
Total Worker Count		2,167	11,996	176,583			

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	1,991	10,495	167,551	227	284	262
Young Adult - Showing I'm Cool	527	5,906	85,713	58	155	130
Midlife - Young Kids	6,289	22,351	335,161	203	172	149
Midlife - Carefree	644	1,868	80,925	31	21	54
Mature	399	716	42,132	14	6	21
Not Private Households	0	135	4,539	0	23	44
Total	9,850	41,471	716,021			

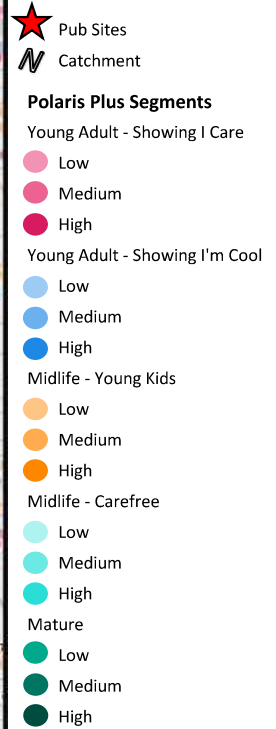
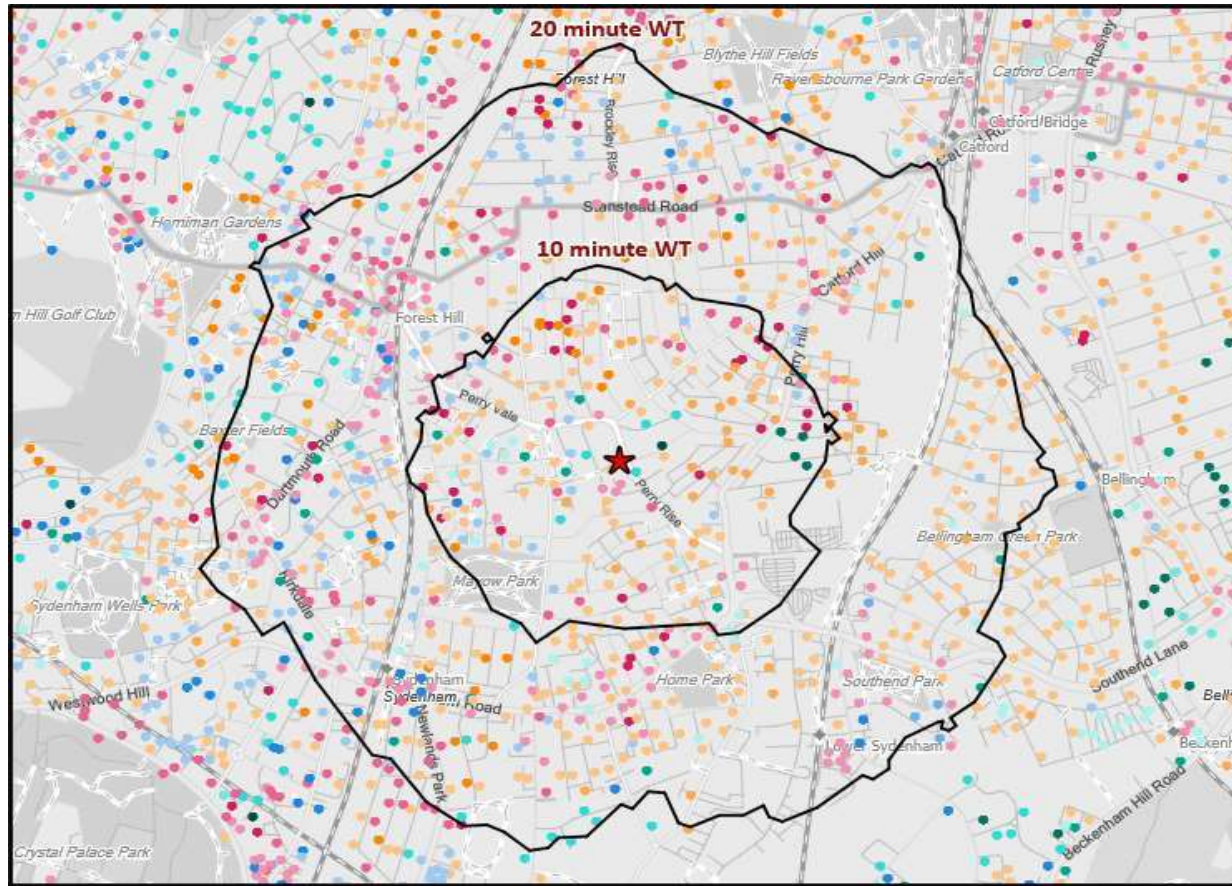
Polaris Summary - Prince Of Wales Forest Hill



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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	587	4,377	76,709	142	252	256
Medium	708	4,785	72,122	527	846	739
High	696	1,333	18,720	210	95	78
Young Adult - Showing I'm Cool						
Low	513	4,608	46,555	507	1,081	633
Medium	0	147	1,930	0	10	7
High	14	1,151	37,228	3	62	116
Midlife - Young Kids						
Low	4,293	17,387	212,400	392	377	267
Medium	1,713	3,307	87,606	117	53	82
High	283	1,657	35,155	53	74	91
Midlife - Carefree						
Low	265	864	9,359	79	61	38
Medium	0	0	7,921	0	0	16
High	379	1,004	63,645	35	22	81
Mature						
Low	105	422	13,422	18	17	32
Medium	257	257	16,177	21	5	18
High	37	37	12,533	4	1	19
Not Private Households	0	135	4,539	0	23	44

Polaris Summary - Prince Of Wales Forest Hill



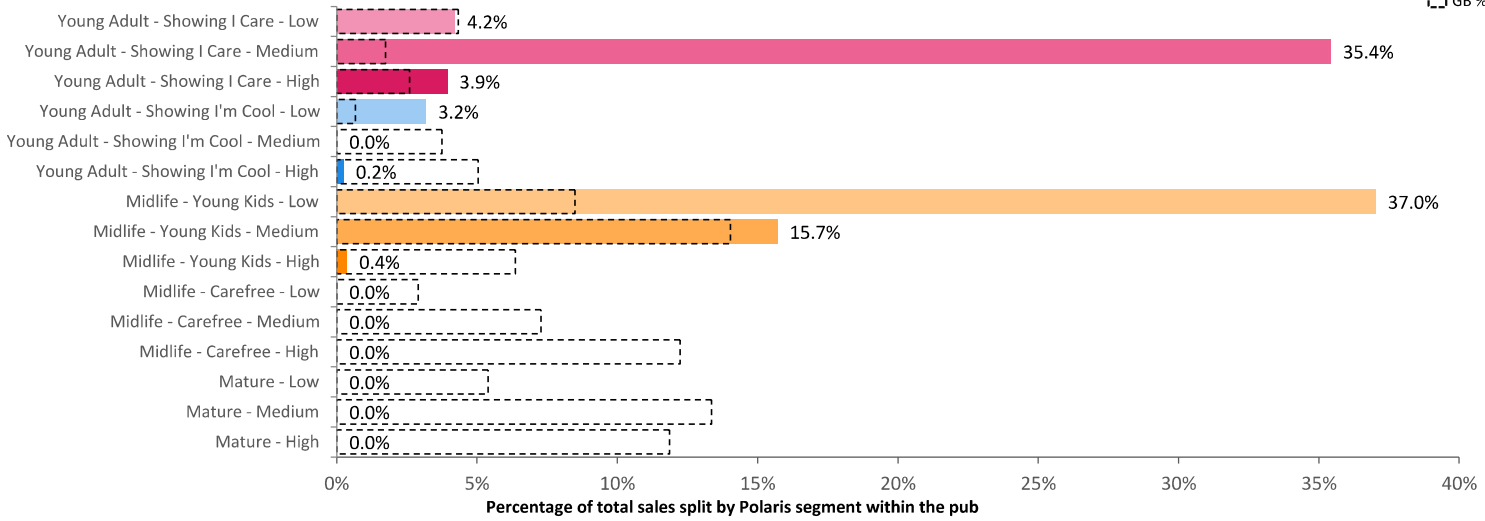
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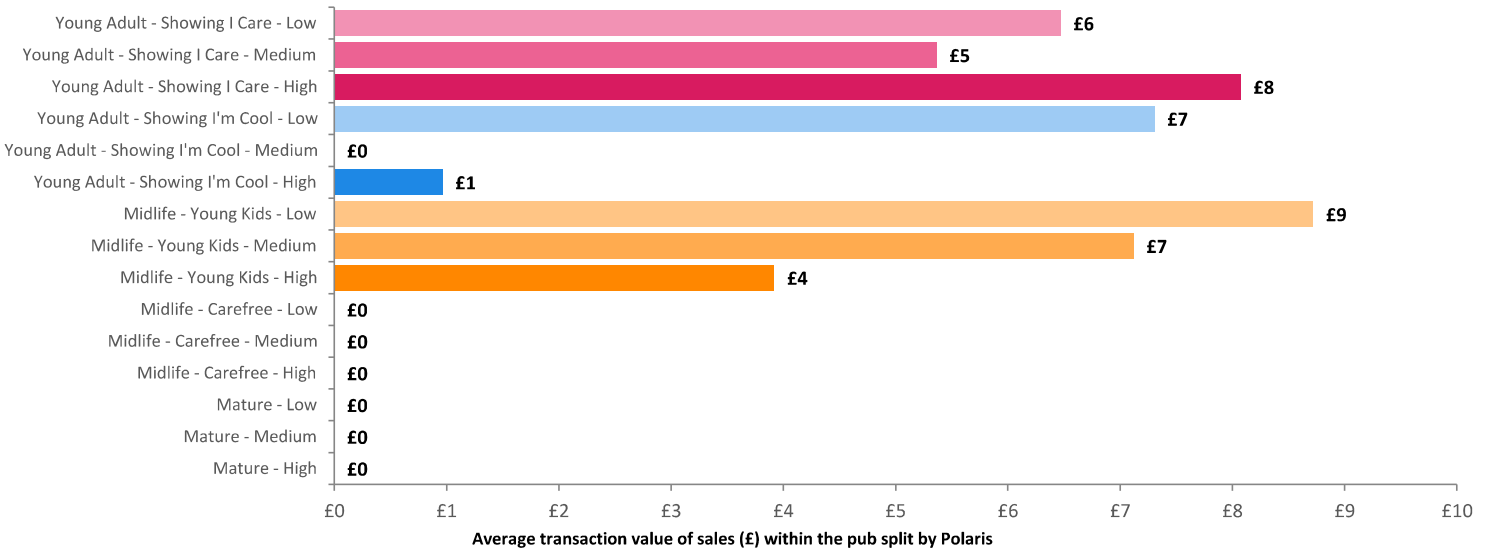
★ Pub Sites

Total	9,850	41,471	716,021
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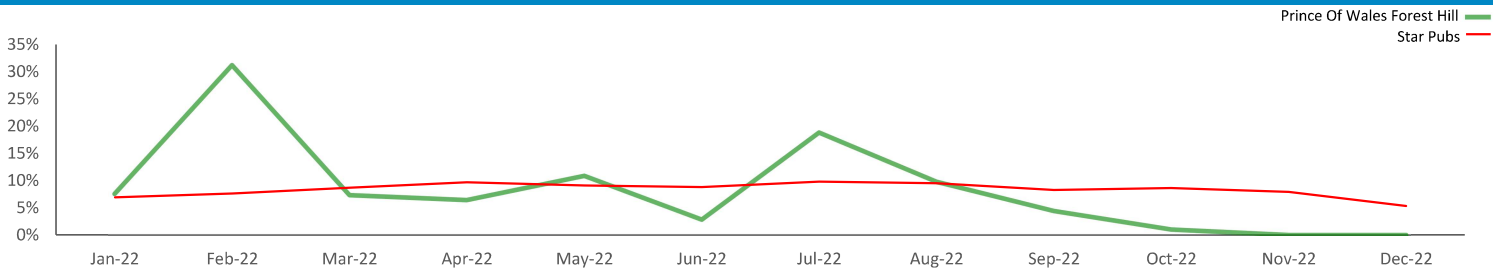
Spend by Polaris



Average Transaction Values (£) by Polaris



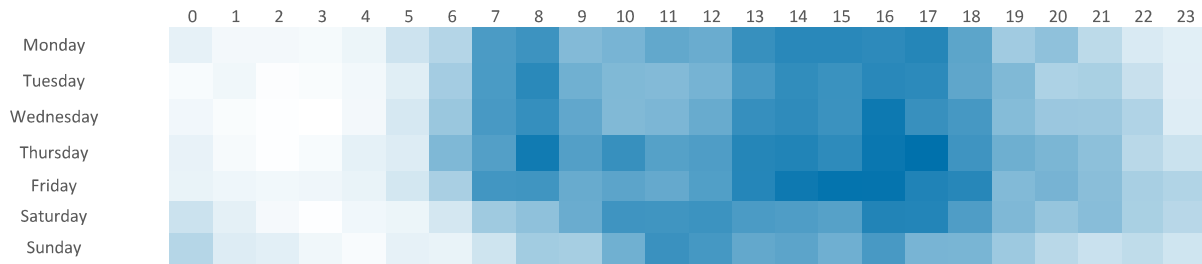
Spend by Month



Mobile Data Summary - Prince Of Wales Forest Hill

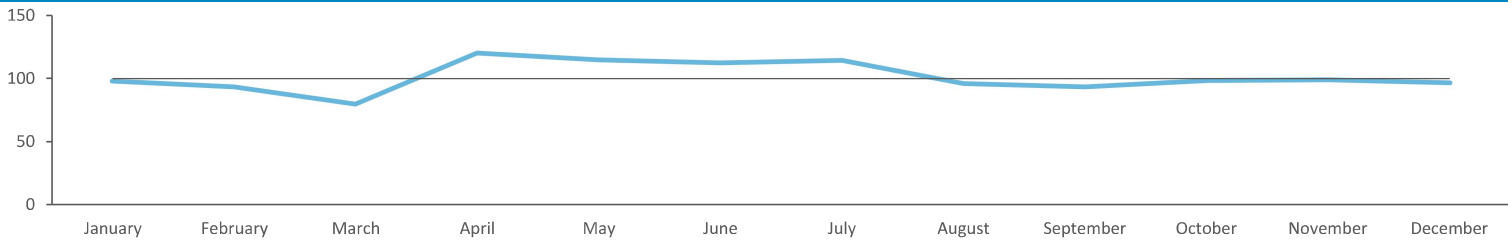
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Time of Day/Day of Week



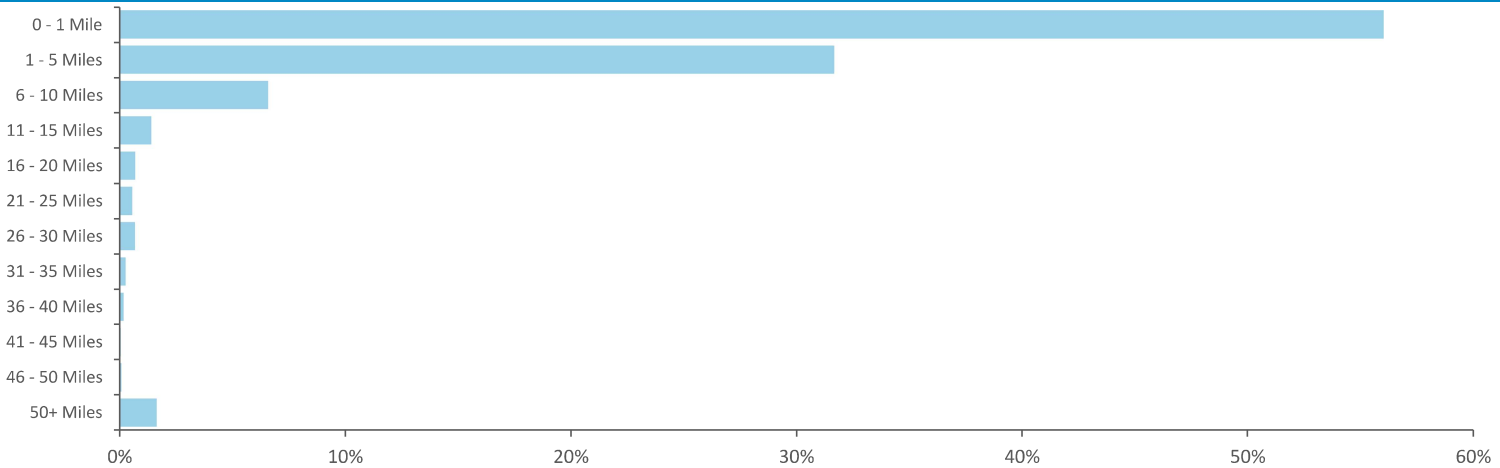
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



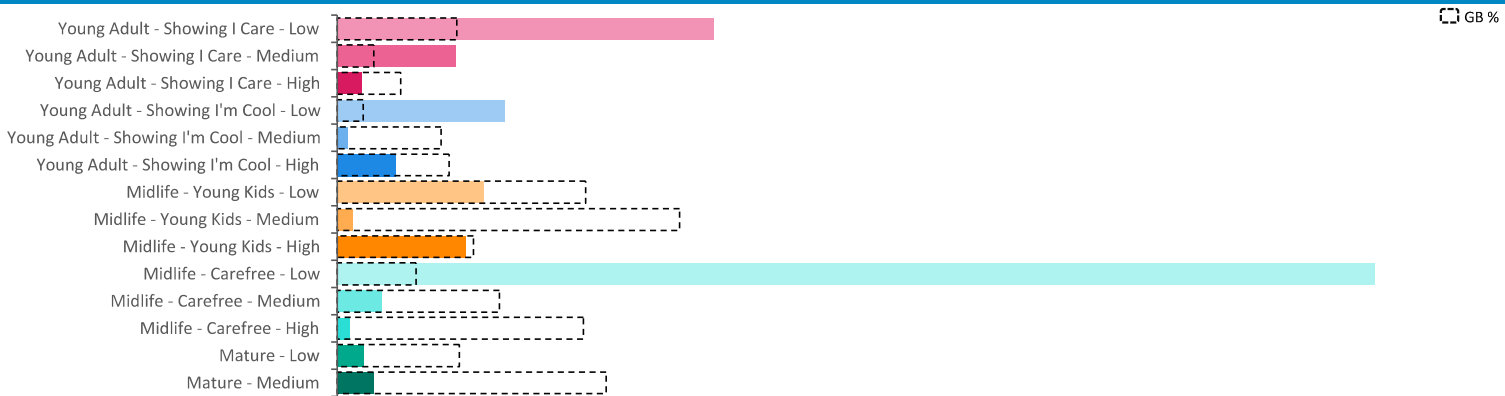
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

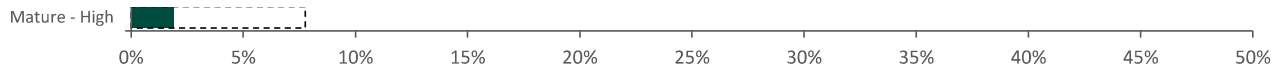


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

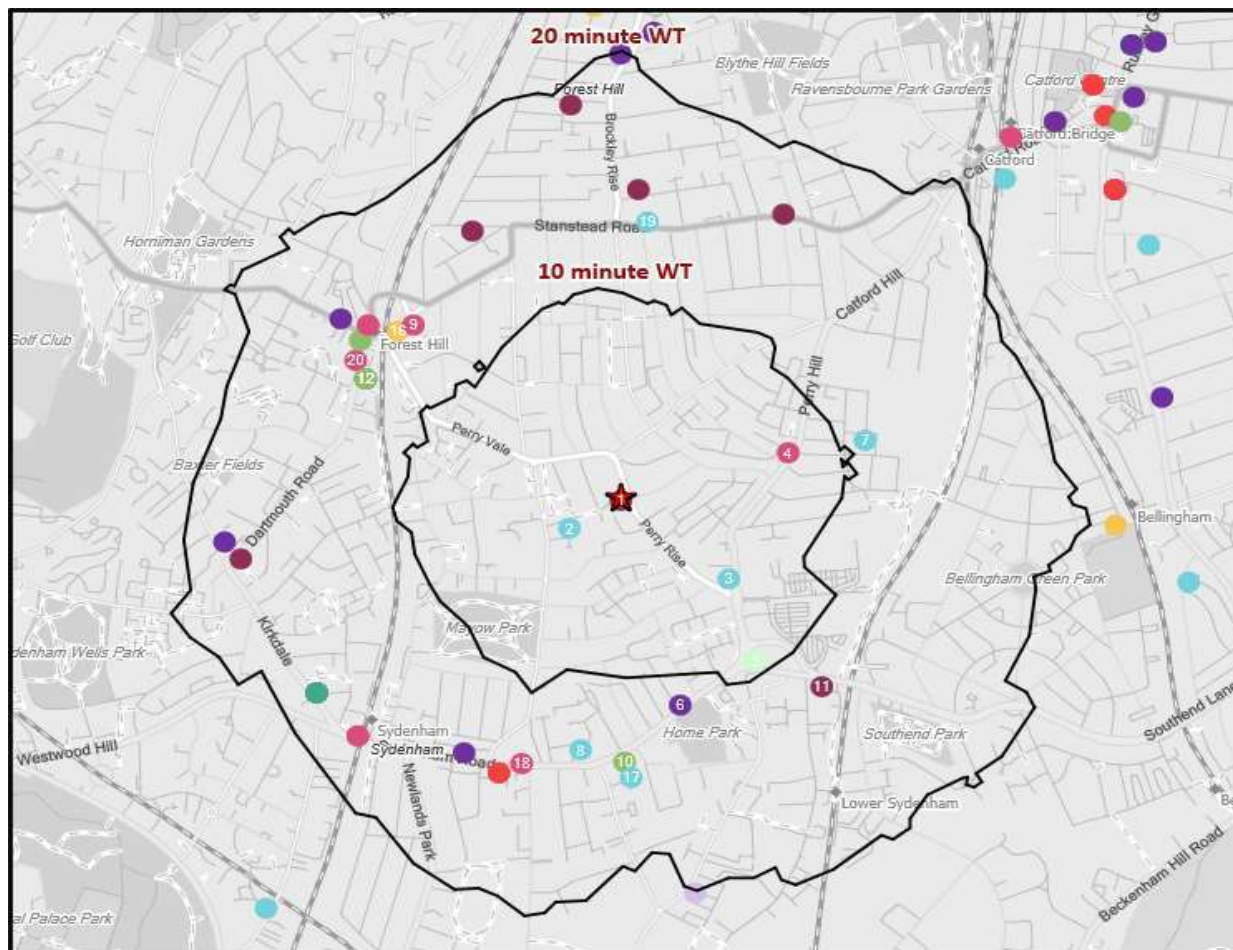
Polaris Plus Profile



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	Prince Of Wales	SE23 2QL	Star Pubs & Bars	Premium Local	0.0
2	Forest Hill Bowling Club	SE23 2LW	Independent Free	Clubland	0.1
3	Tudor Livesey Social Club	SE 6 4HD	Independent Free	Clubland	0.3
4	Perry Hill Tavern	SE 6 4EY	*Other Small Retail Groups	Family Pub Dining	0.3
5	Bell	SE26 5SJ	Stonegate Pub Company	Community Pub	0.4
6	Millenium Tandoori	SE26 5EW	Independent Free	Restaurants	0.4
7	Forest Hill Cricket & Blackheath Hockey	SE 6 4DH	Independent Free	Clubland	0.5
8	Lower Sydenham Social Club & In	SE26 4JY	Independent Free	Clubland	0.5
9	All Inn One	SE23 2NE	Independent Free	Family Pub Dining	0.6
10	Alfred Sydenham	SE26 5RP	Independent Free	Circuit Bar	0.6
11	Railway Tavern	SE26 5BH	*Other Small Retail Groups	Premium Local	0.6
12	Dartmouth Arms	SE23 3HN	Stonegate Pub Company	GPGF	0.6
12	Aga's Little Deli & Cafe	SE23 3HN	Independent Free	ABOS	0.6
12	Bird In Hand	SE23 3HN	RedCat Pub Company	Circuit Bar	0.6
12	Hill	SE23 3HN	Stonegate Pub Company	Circuit Bar	0.6
16	Sfizio	SE23 2AR	Independent Free	High Street Pub	0.6
17	Sydenham Catholic Club	SE26 5RR	Independent Free	Clubland	0.6
18	Dolphin	SE26 5HB	Stonegate Pub Company	Family Pub Dining	0.6
19	Lewisham National Reserve Club	SE23 1HU	Independent Free	Clubland	0.6
20	Sylvan Post	SE23 3XU	Portobello Brewing Co	Family Pub Dining	0.6