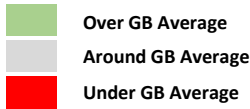


Catchment Summary - Four Horse Shoes Chobham

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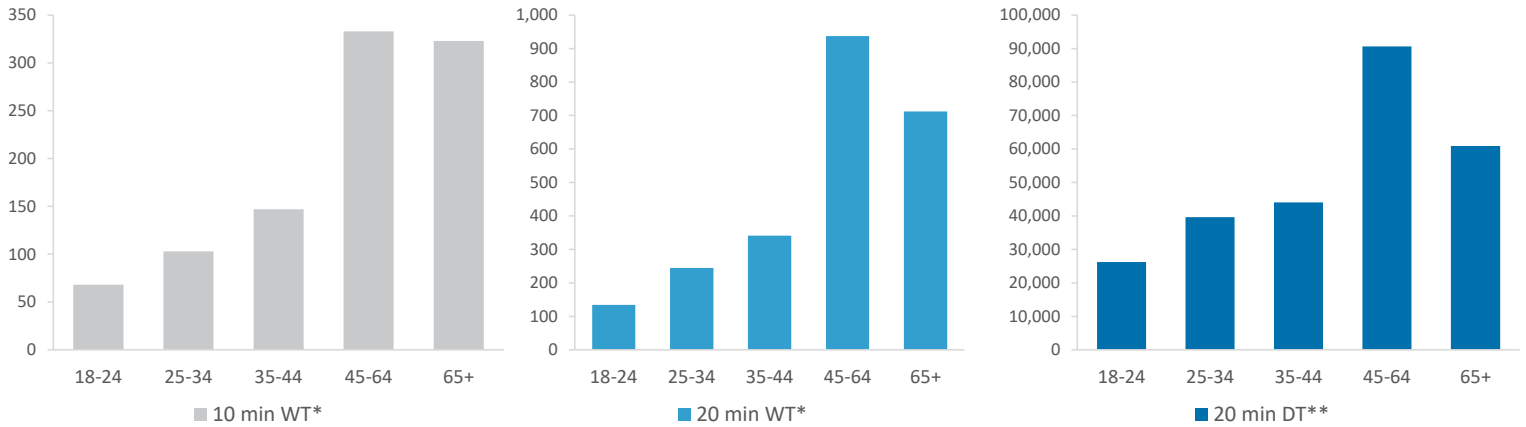


*WT= Walktime, **DT= Drivetime

	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	1,232	3,007	335,076	23	21	88	
Adults 18+	974	2,369	261,439	22	13	87	
Competition Pubs	1	3	206	7	9	57	
Adults 18+ per Competition Pub	974	790	1,269	118	96	154	
% Adults Likely to Drink	83.5%	84.5%	84.0%	101	102	102	
Affluence	Low	9.1%	4.1%	11.5%	36	16	45
	Medium	33.5%	26.7%	22.1%	85	68	56
	High	57.4%	67.8%	64.6%	171	202	193
Age Profile	18-24	68	134	26,238	68	55	97
	25-34	103	245	39,635	63	61	89
	35-44	147	341	44,032	93	88	102
	45-64	333	937	90,619	106	122	106
	65+	323	712	60,915	137	124	95

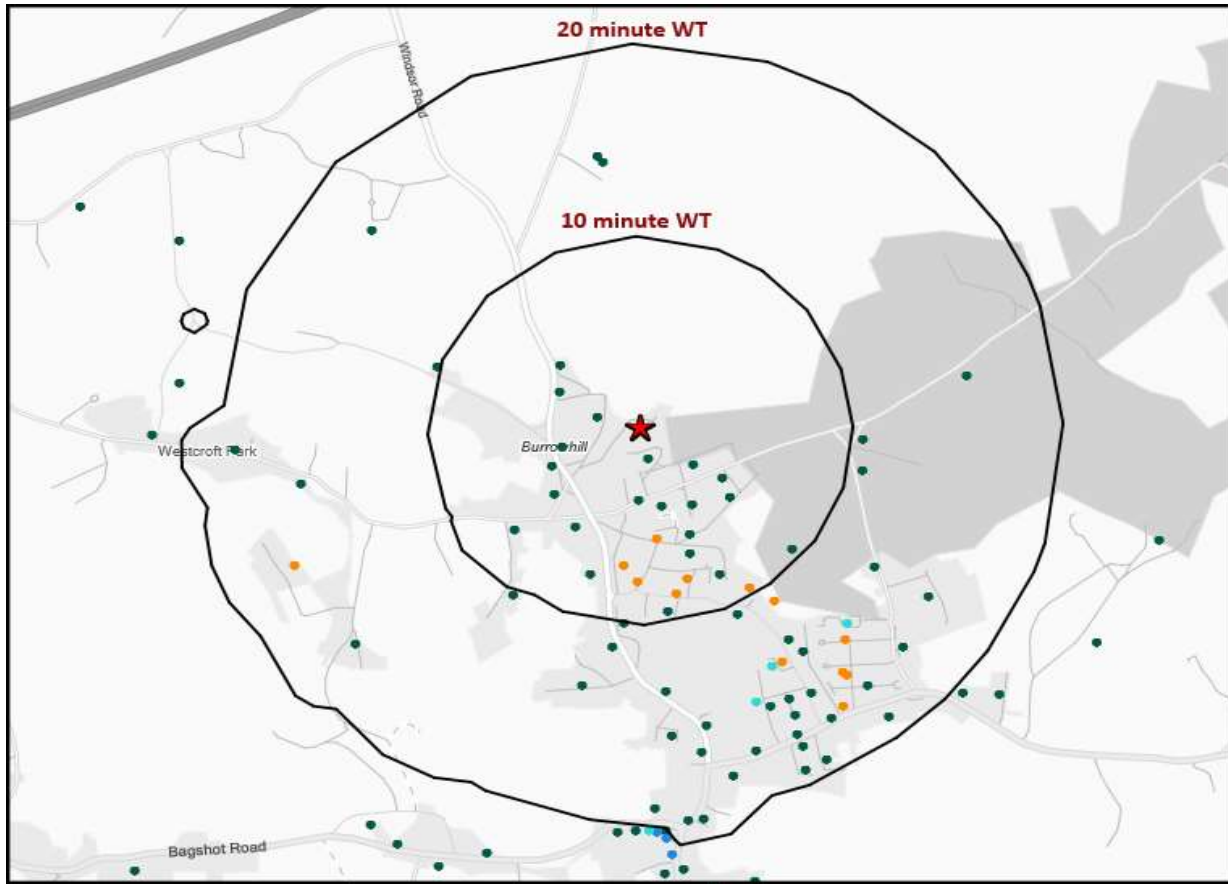
Population & Adults 18+ index is based on all pubs

*Affluence does not include Not Private Households



	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	559 (45%)	1,431 (48%)	165,454 (49%)	92	96	100
	Female	673 (55%)	1,576 (52%)	169,622 (51%)	108	104	100
Economic Status (16-74)	Employed: Full-time	352 (43%)	842 (41%)	109,010 (46%)	103	99	110
	Employed: Part-time	91 (11%)	246 (12%)	28,044 (12%)	86	93	90
	Self employed	116 (14%)	316 (15%)	26,834 (11%)	148	162	118
	Unemployed	9 (1%)	21 (1%)	4,222 (2%)	46	43	74
	Retired	151 (18%)	361 (18%)	28,682 (12%)	134	128	87
	Other	99 (12%)	260 (13%)	42,059 (18%)	61	64	89
Total Worker Count	426	1,143	151,767				

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	0	12,490	0	0	54
Young Adult - Showing I'm Cool	0	0	31,041	0	0	129
Midlife - Young Kids	266	522	75,271	87	70	92
Midlife - Carefree	0	137	70,042	0	27	127
Mature	708	1,676	67,640	260	253	92
Not Private Households	0	34	4,955	0	100	132
Total	974	2,369	261,439			

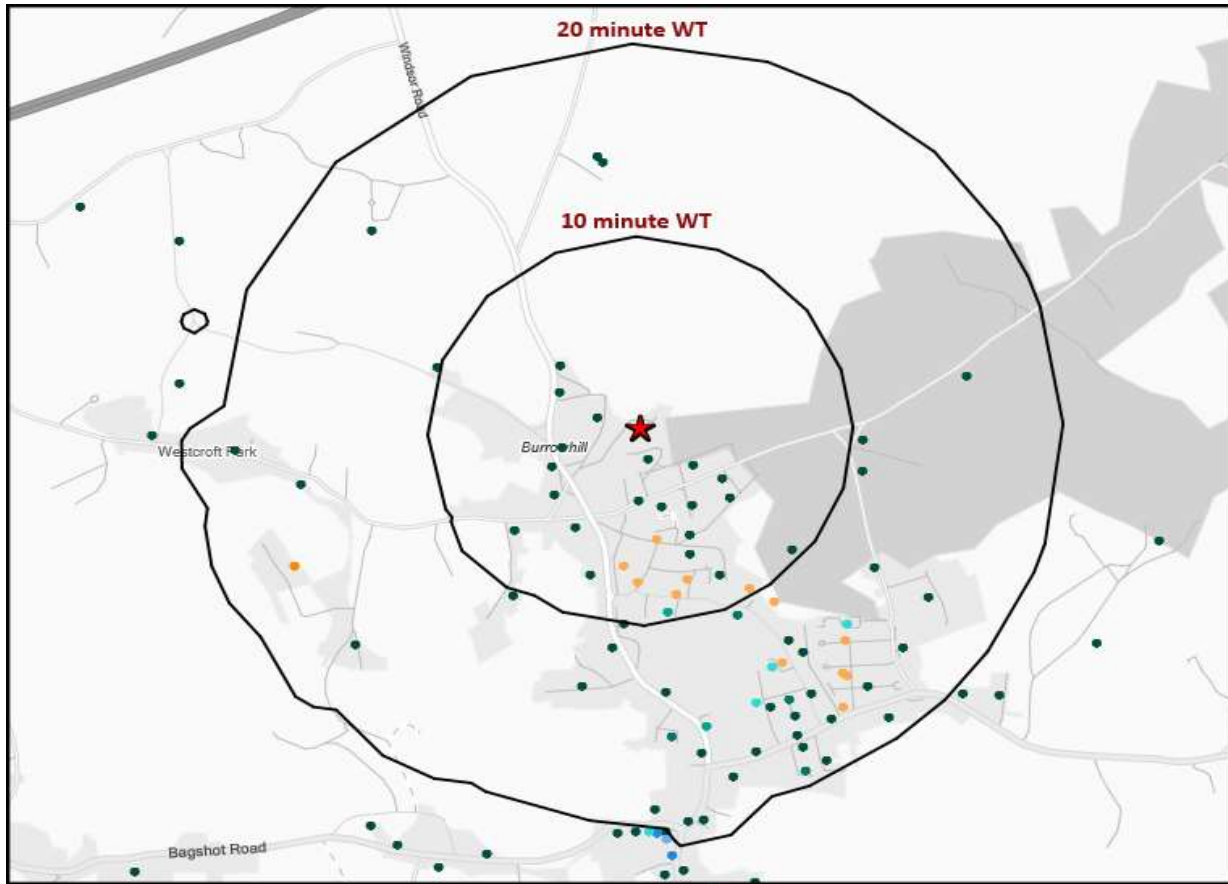
Polaris Summary - Four Horse Shoes Chobham



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★ Pub Sites



- Pub Sites
- Catchment
- Polaris Plus Segments**
- Young Adult - Showing I Care
 - Low
 - Medium
 - High
- Young Adult - Showing I'm Cool
 - Low
 - Medium
 - High
- Midlife - Young Kids
 - Low
 - Medium
 - High
- Midlife - Carefree
 - Low
 - Medium
 - High
- Mature
 - Low
 - Medium
 - High

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	4,870	0	0	44
Medium	0	0	1,022	0	0	29
High	0	0	6,598	0	0	75
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	2,848	0	0	29
High	0	0	28,193	0	0	241
Midlife - Young Kids						
Low	0	0	11,229	0	0	39
Medium	266	494	40,501	183	140	104
High	0	28	23,541	0	22	167
Midlife - Carefree						
Low	0	0	2,584	0	0	29
Medium	0	0	1,108	0	0	6
High	0	137	66,350	0	53	232
Mature						
Low	89	97	11,300	154	69	73
Medium	60	138	12,172	49	46	37
High	559	1,441	44,168	612	648	180
Not Private Households	0	34	4,955	0	100	132

Polaris Summary - Four Horse Shoes Chobham



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Total

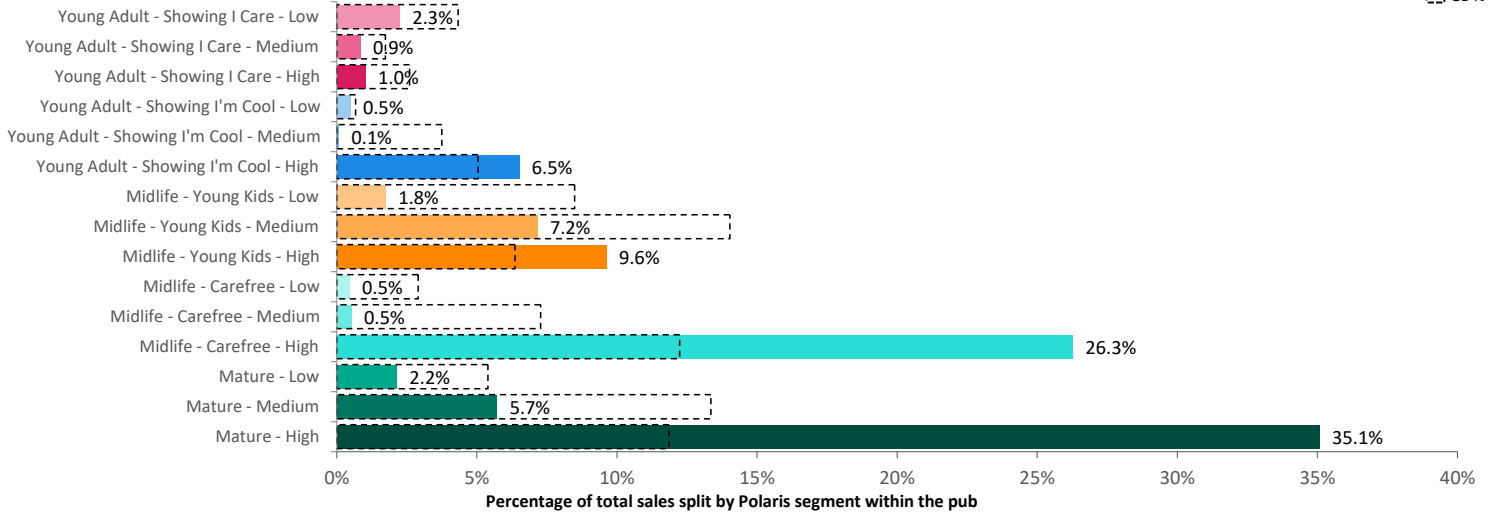
974

2,369

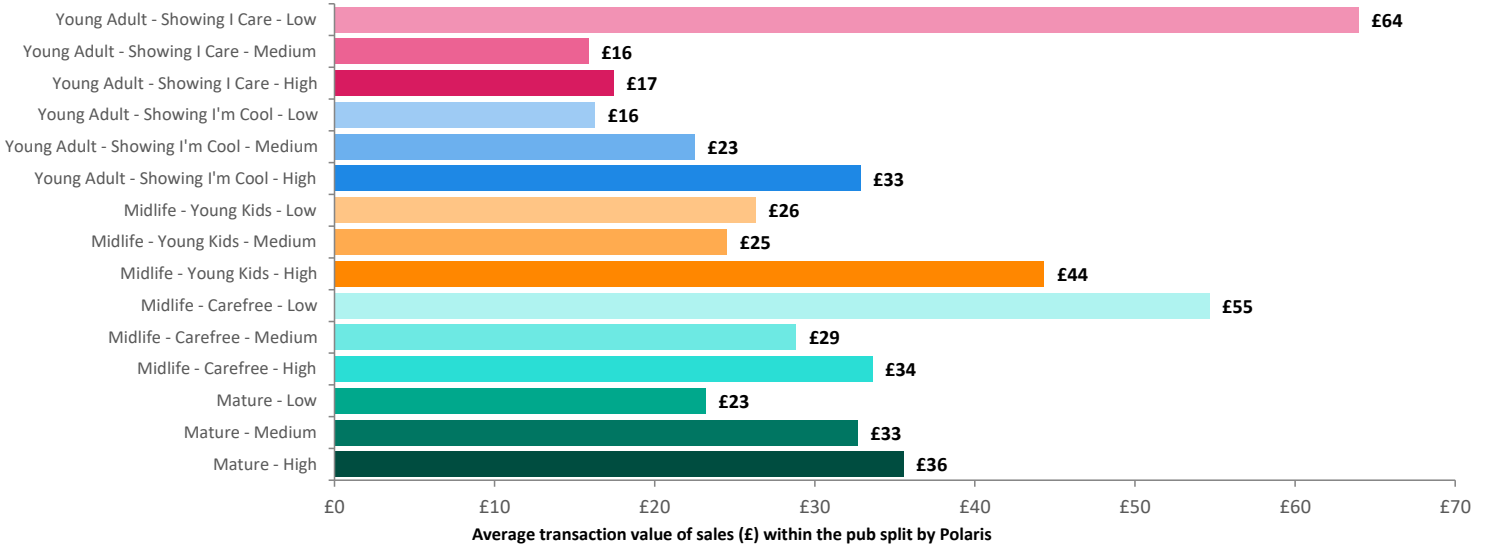
261,439

Spend by Polaris

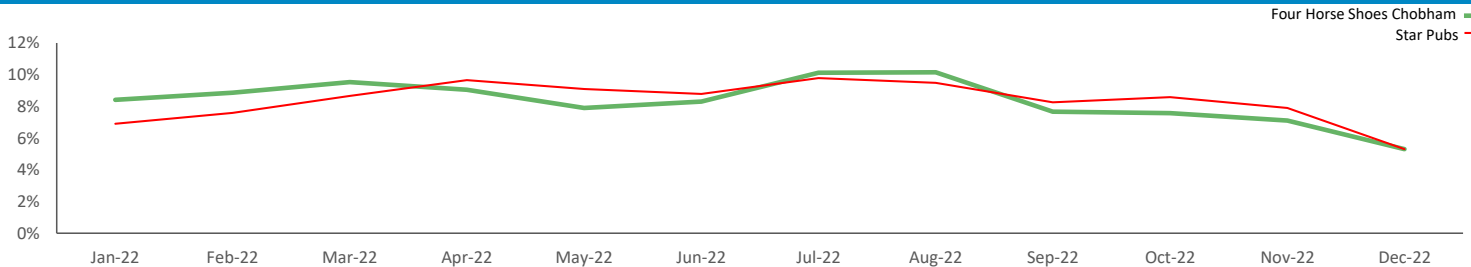
GB %



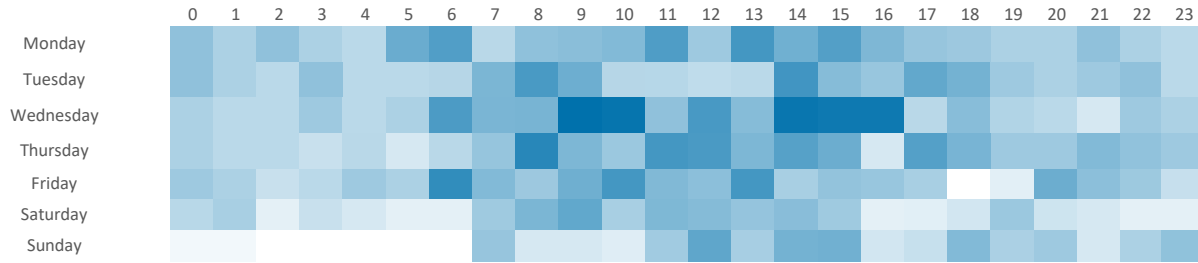
Average Transaction Values (£) by Polaris



Spend by Month

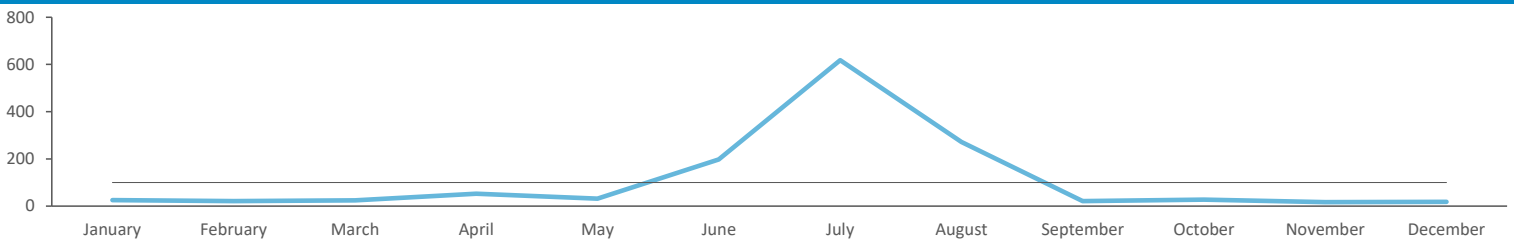


Time of Day/Day of Week



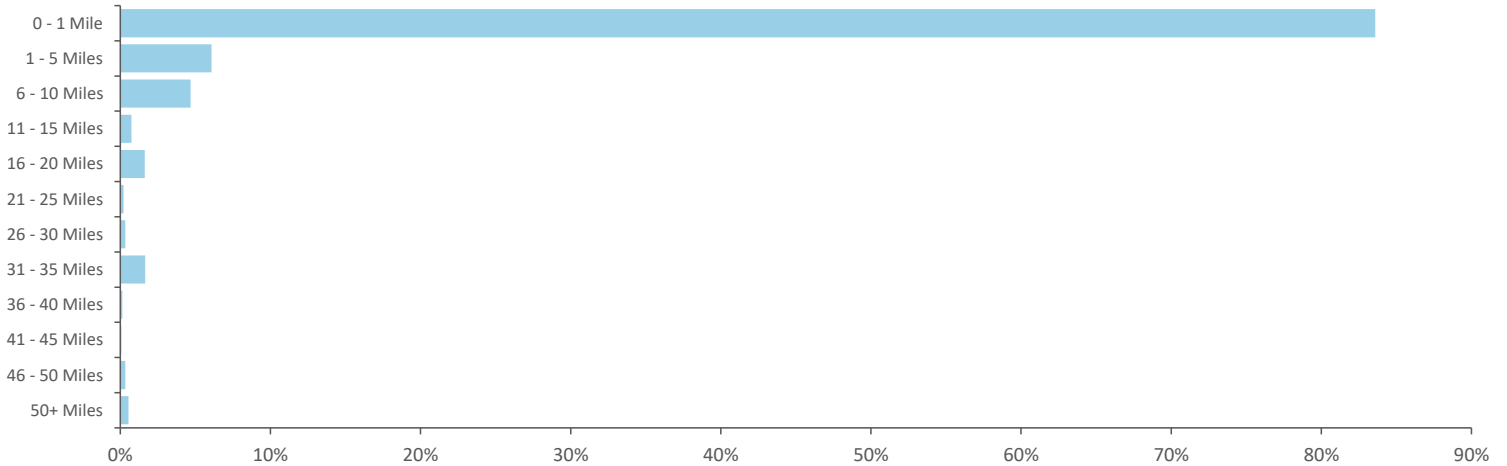
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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 - Four Horse Shoes Chobham

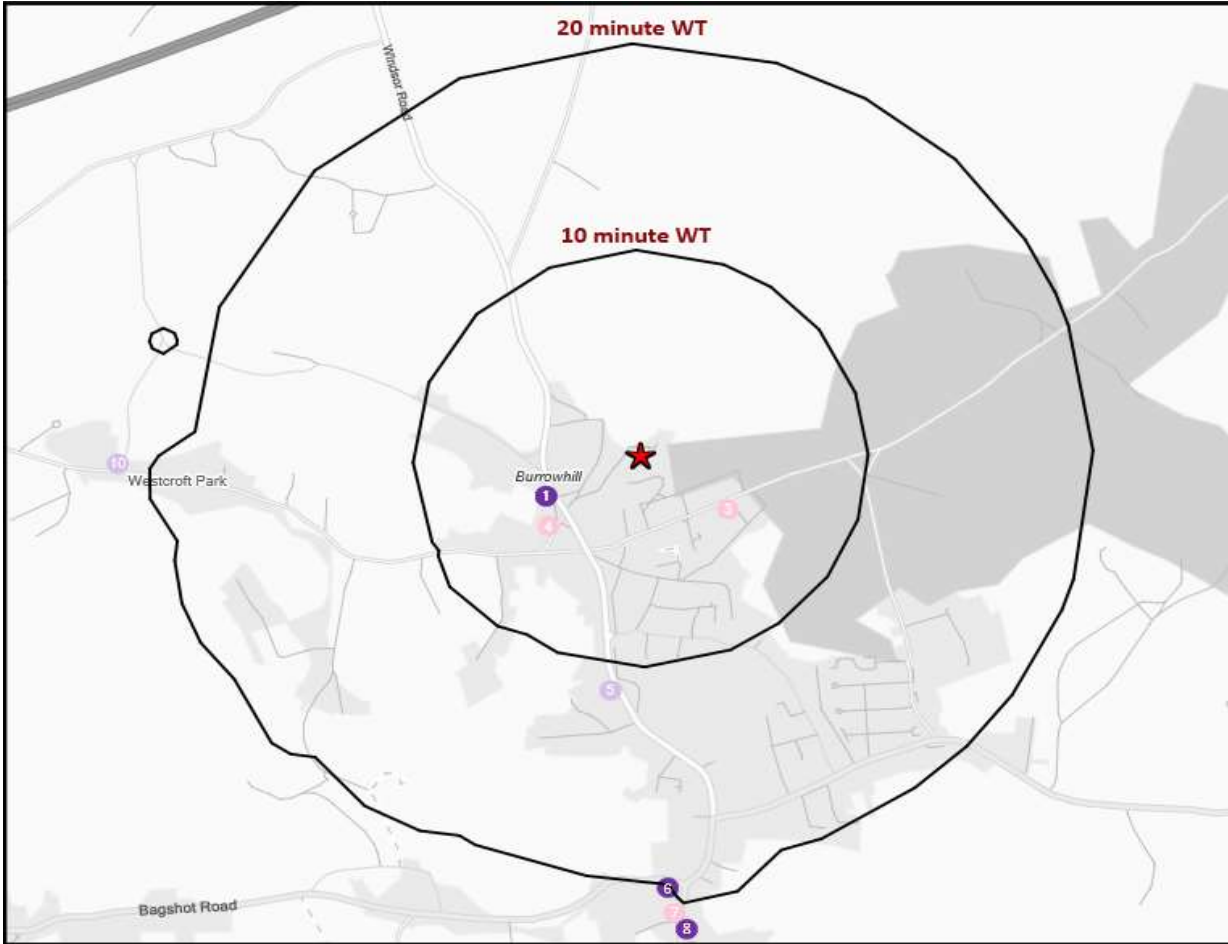


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Time of Day/Day of Week



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	Eastern & Oriental	GU24 8QS	Independent Free	Restaurants	0.2
1	Stovells	GU24 8QS	Independent Free	Restaurants	0.2
3	Red Lion	GU24 8RG	Admiral Taverns Ltd	GPGF	0.2
4	Four Horse Shoes	GU24 8QP	Star Pubs & Bars	GPGF	0.2
5	Chobham Rugby Club	GU24 8LD	Independent Free	Sports Clubs	0.4
6	Indo Fine Dining	GU24 8BP	Independent Free	Restaurants	0.8
7	Sun Inn	GU24 8AF	Blanc Brasseries	GPGF	0.8
8	White Hart	GU24 8AA	Restaurant Group	GPGF	0.9
8	Rosso Mazara	GU24 8AA	Independent Free	Restaurants	0.9
10	Ascot Park Polo Club	GU24 8SN	Independent Free	Sports Clubs	0.9