

Catchment Summary - Crown & Anchor Old Woking



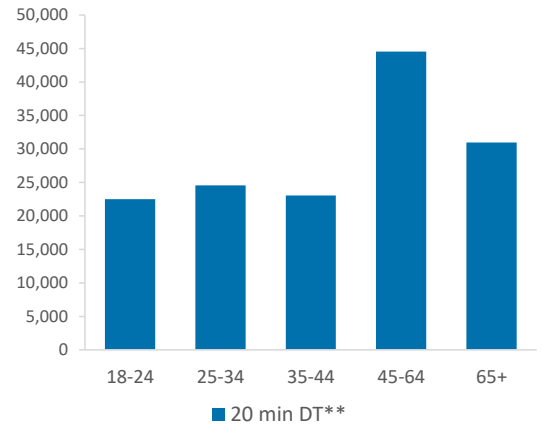
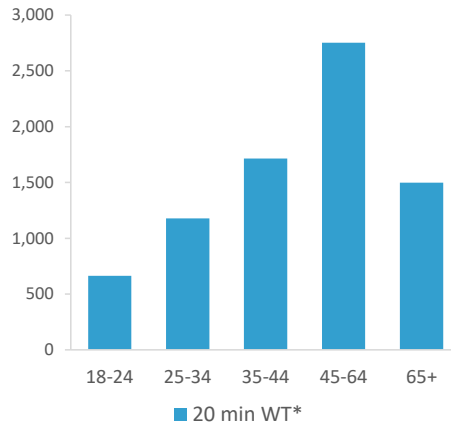
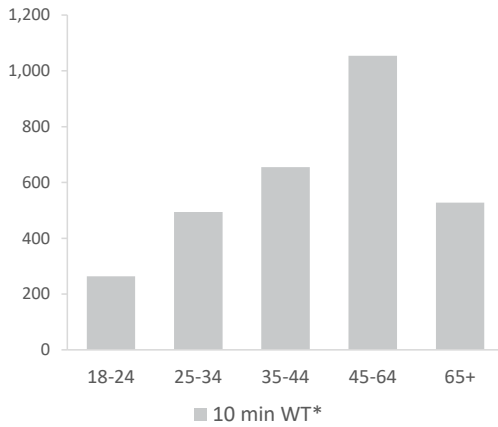
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- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime, **DT= Drivetime

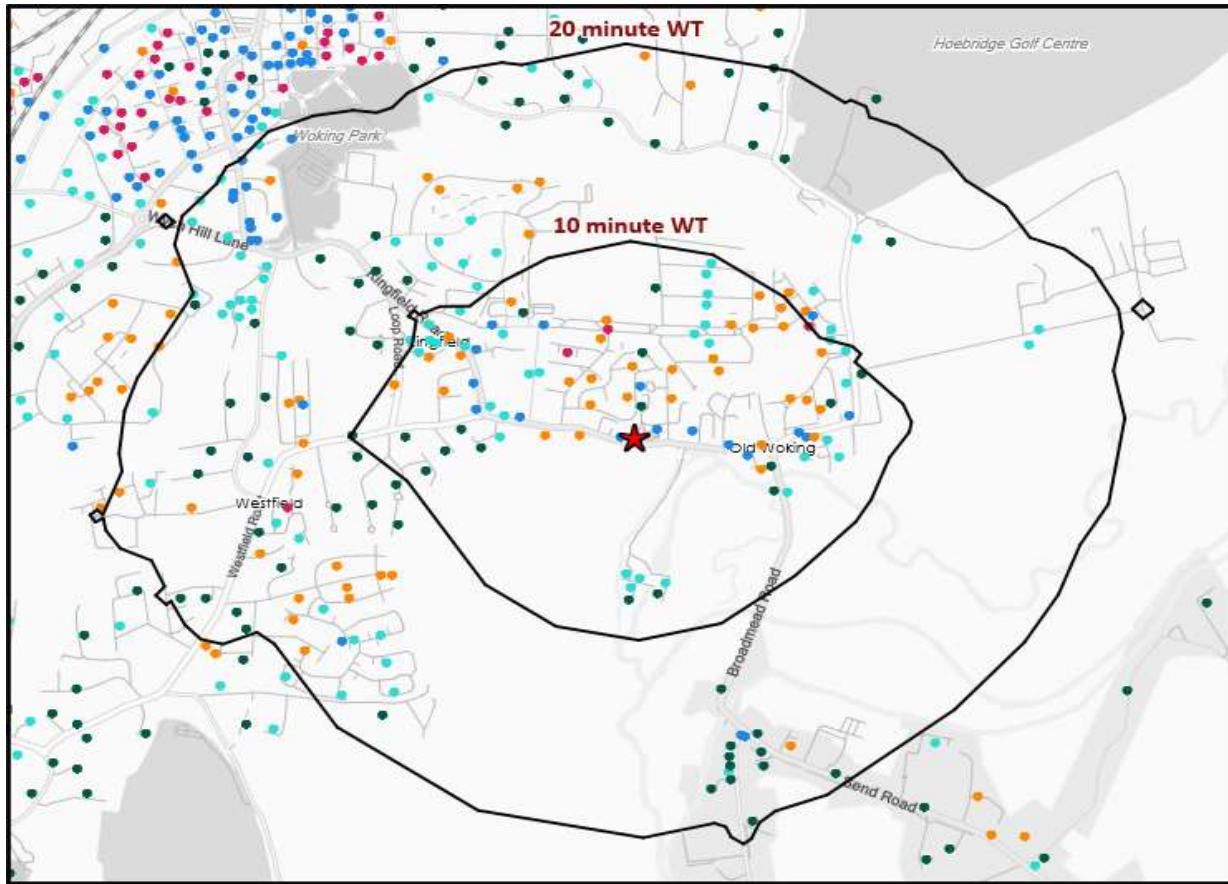
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		4,111	10,815	183,720	78	74	48
Adults 18+		2,995	7,805	145,611	69	44	49
Competition Pubs		2	5	122	13	16	34
Adults 18+ per Competition Pub		1,498	1,561	1,194	181	189	145
% Adults Likely to Drink		82.8%	83.8%	83.8%	100	102	102
Affluence	Low	13.9%	11.0%	13.4%	54	43	52
	Medium	32.3%	26.6%	16.8%	82	68	43
	High	50.8%	61.2%	67.7%	151	182	202
*Affluence does not include Not Private Households							
Age Profile	18-24	264	663	22,491	79	76	151
	25-34	494	1,177	24,557	90	82	101
	35-44	655	1,714	23,038	124	123	97
	45-64	1,054	2,752	44,553	100	100	95
	65+	528	1,499	30,972	67	73	88

Population & Adults 18+ index is based on all pubs



		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	2,098 (51%)	5,426 (50%)	92,158 (50%)	103	101	101
	Female	2,013 (49%)	5,389 (50%)	91,562 (50%)	97	99	99
Economic Status (16-74)	Employed: Full-time	1,419 (50%)	3,601 (49%)	57,423 (43%)	120	117	103
	Employed: Part-time	353 (12%)	879 (12%)	14,373 (11%)	95	91	83
	Self employed	320 (11%)	839 (11%)	15,415 (12%)	117	119	120
	Unemployed	60 (2%)	146 (2%)	2,280 (2%)	89	83	72
	Retired	289 (10%)	795 (11%)	14,462 (11%)	74	78	78
	Other	412 (14%)	1,142 (15%)	30,013 (22%)	73	78	114
Total Worker Count		1,214	3,452	77,398			

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

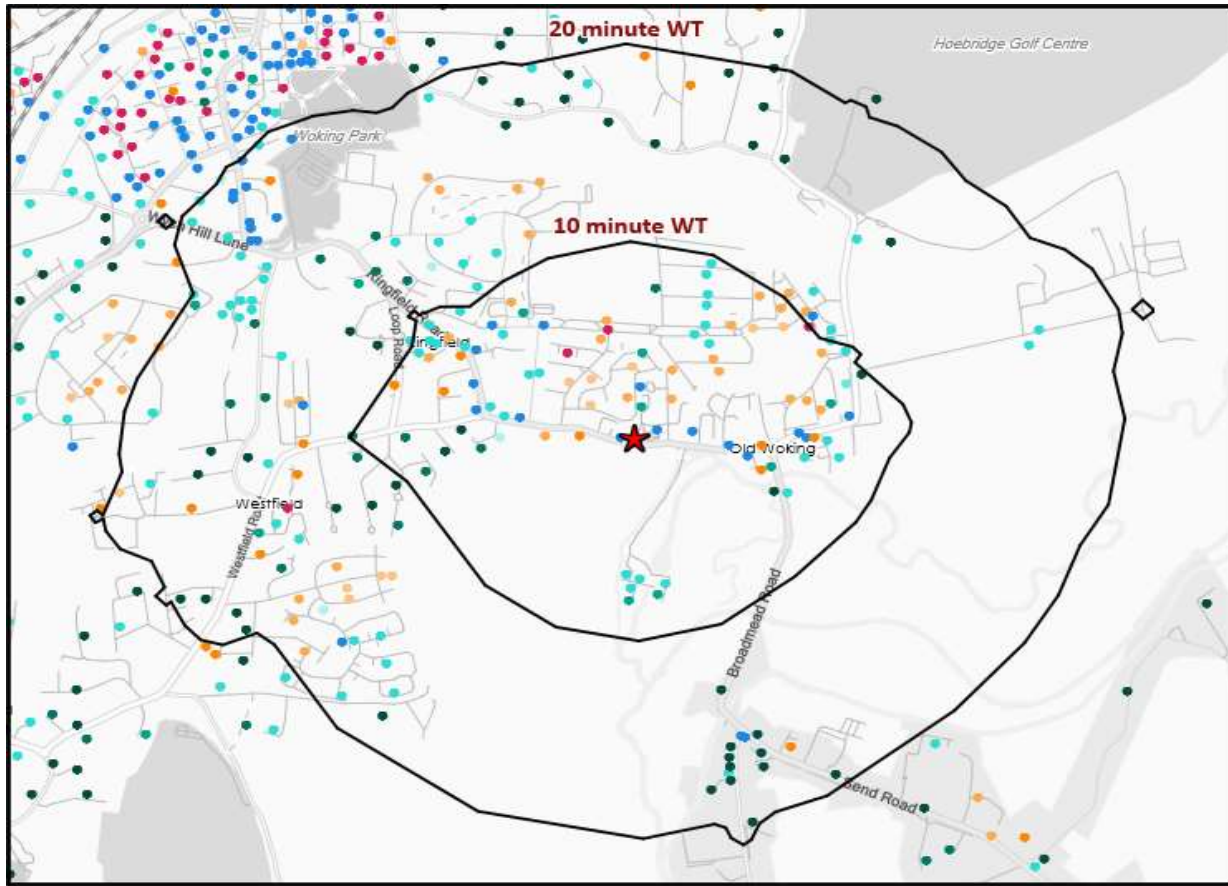
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	56	99	11,068	21	14	85
Young Adult - Showing I'm Cool	281	567	21,835	102	79	163
Midlife - Young Kids	1,479	2,932	35,091	157	120	77
Midlife - Carefree	742	2,472	36,573	118	151	119
Mature	343	1,641	38,020	41	75	93
Not Private Households	94	94	3,024	218	84	144
Total	2,995	7,805	145,611			

Polaris Summary - Crown & Anchor Old Woking



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- 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	6,152	0	0	101
Medium	0	0	759	0	0	38
High	56	99	4,157	56	38	85
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	492	0	0	9
High	281	567	21,343	210	162	327
Midlife - Young Kids						
Low	287	625	5,928	86	72	37
Medium	796	1,442	17,779	178	124	82
High	396	865	11,384	245	206	145
Midlife - Carefree						
Low	11	62	2,128	11	23	43
Medium	22	22	349	11	4	4
High	709	2,388	34,096	217	280	214
Mature						
Low	117	174	5,319	66	38	62
Medium	148	612	5,044	39	62	27
High	78	855	27,657	28	117	202
Not Private Households	94	94	3,024	218	84	144

Polaris Summary - Crown & Anchor Old Woking



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Total

2,995

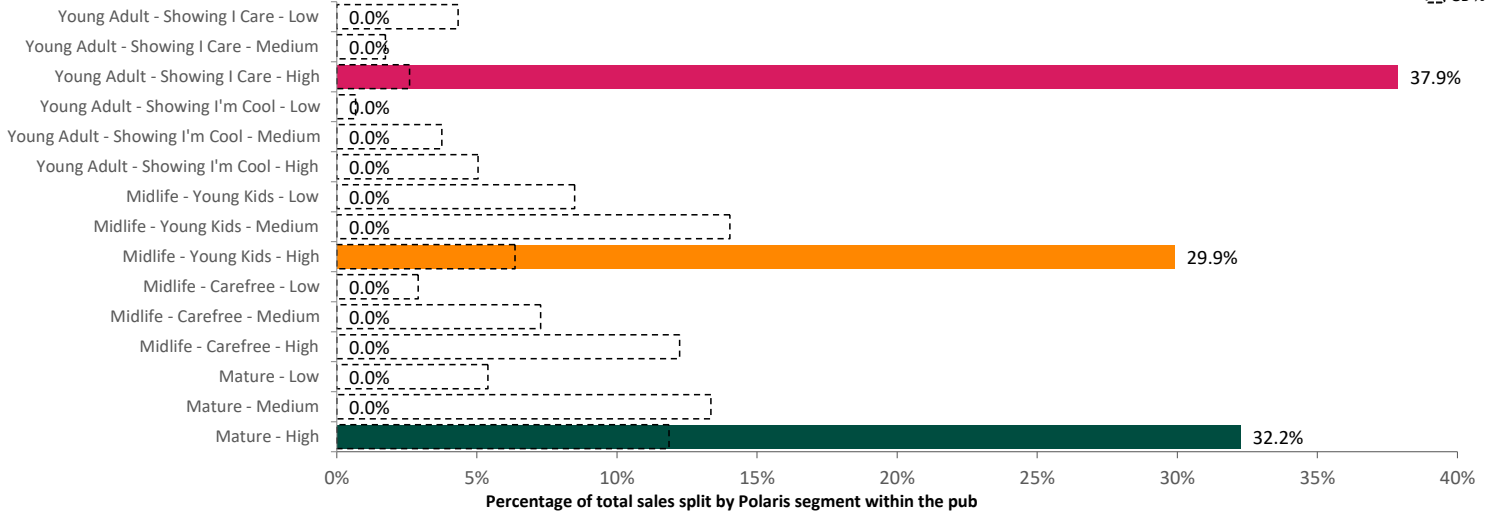
7,805

145,611

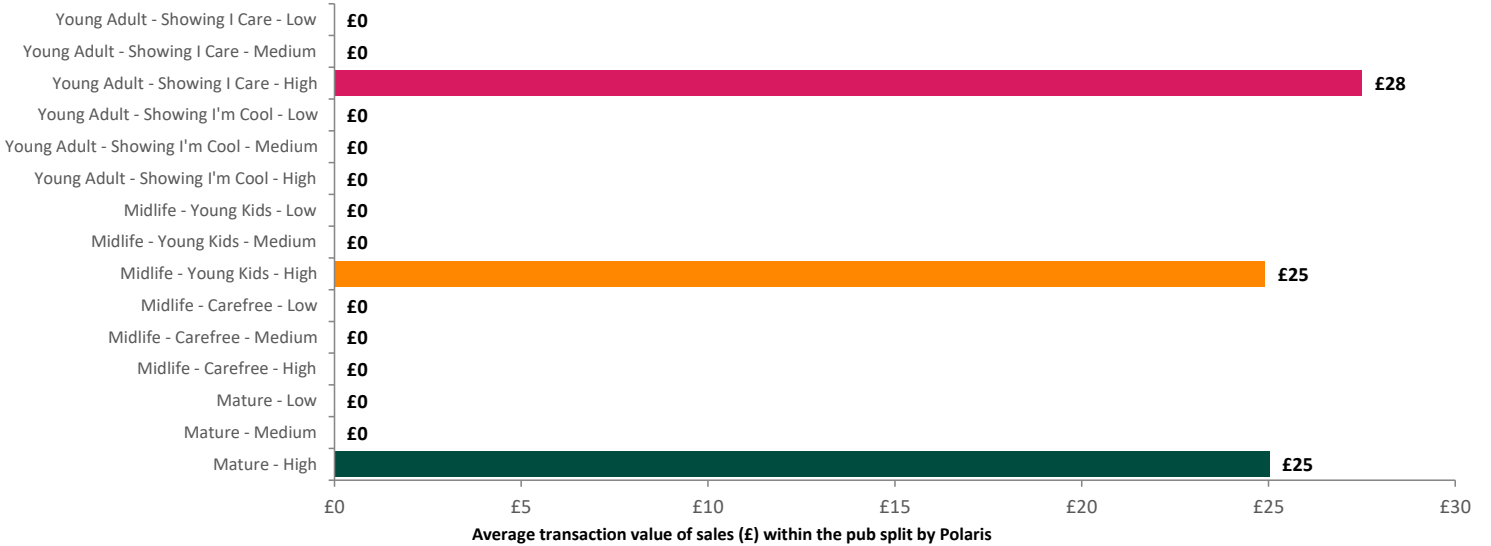
★ Pub Sites

Spend by Polaris

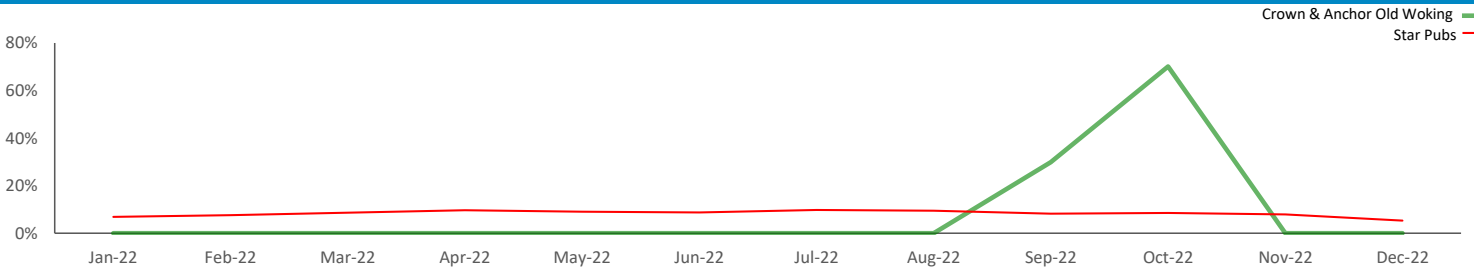
GB %



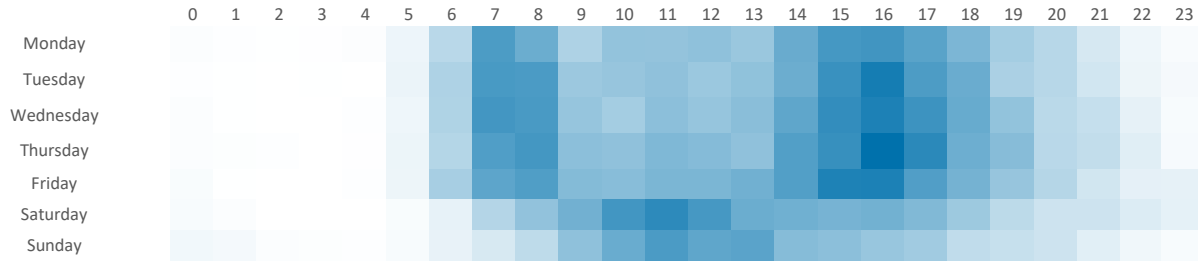
Average Transaction Values (£) by Polaris



Spend by Month

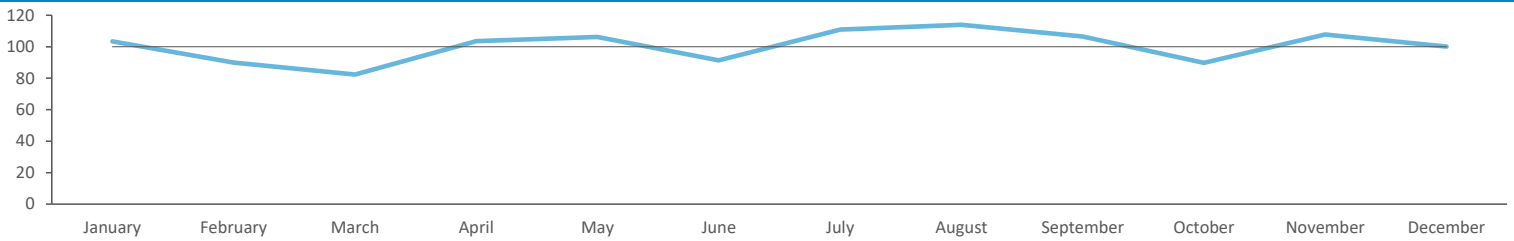


Time of Day/Day of Week



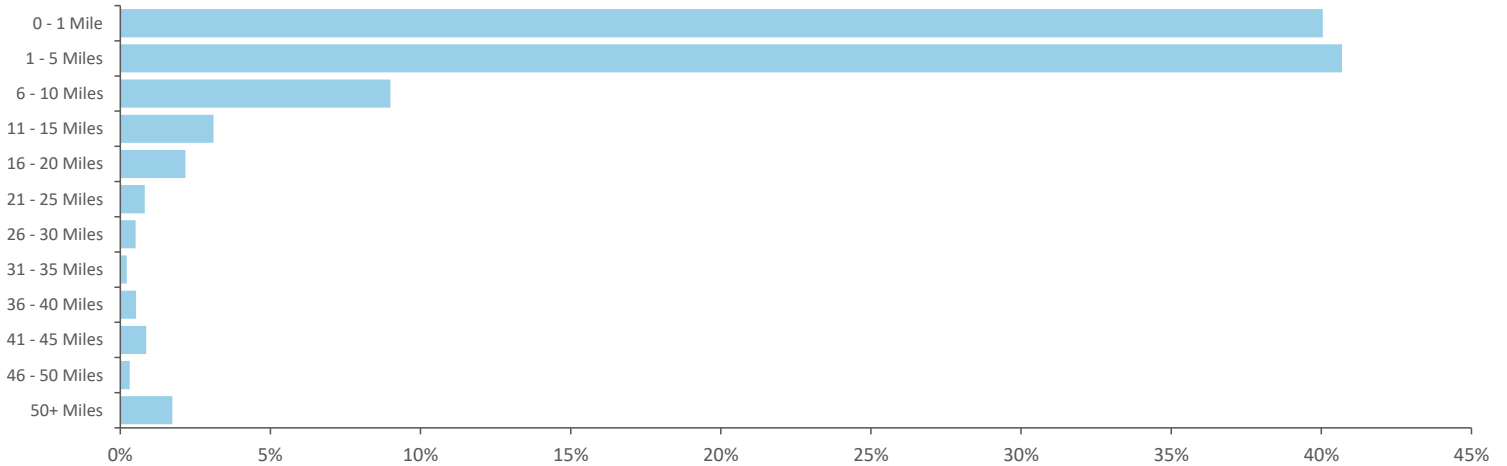
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



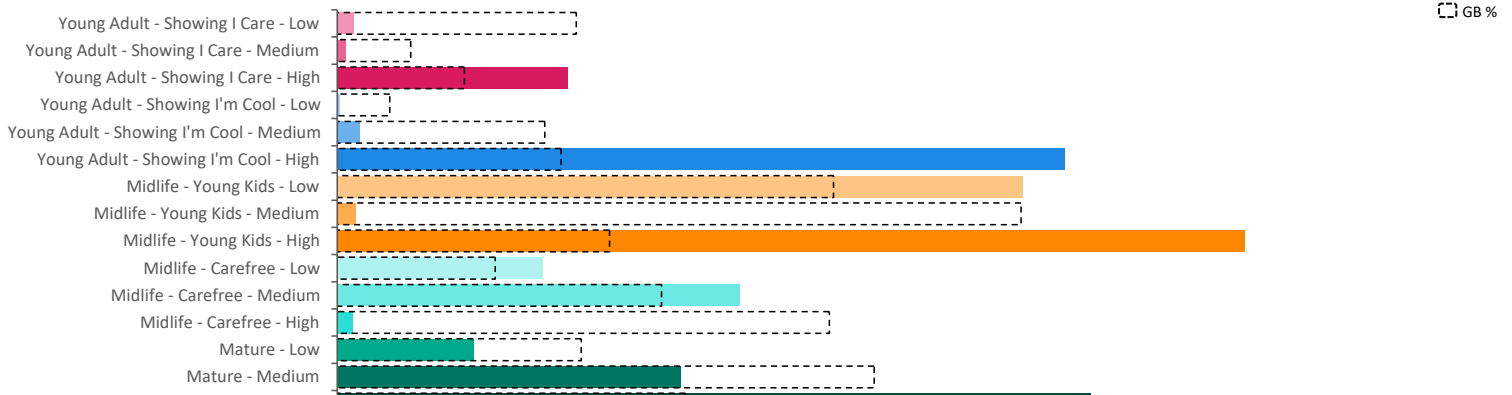
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Crown & Anchor Old Woking



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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	Crown & Anchor	GU22 9LN	Star Pubs & Bars	Premium Local	0.0
2	Kingfield Arms	GU22 9EQ	Admiral Taverns Ltd	Premium Local	0.3
3	Old Woking Cricket Club	GU22 9AH	Independent Free	Sports Clubs	0.5
4	New Inn	GU23 7EN	Star Pubs & Bars	ABOS	0.6
5	David Lloyd Leisure	GU22 9PF	David Lloyd Leisure Ltd	Sports Clubs	0.6
6	Old Woking District Recreation Club	GU22 9NG	Independent Free	GPGF	0.6
6	Woking Leisure Centre	GU22 9NG	Independent Free	Sports Clubs	0.6
8	Woking Football Club	GU22 9AA	Independent Free	Sports Clubs	0.6
8	Woking Snooker Centre	GU22 9AA	Independent Free	Sports Clubs	0.6
10	Freedom Cafe	GU22 9BA	Independent Free	Casual Dining	0.7
10	Woking Park Bowls Club	GU22 9BA	Independent Free	Sports Clubs	0.7
10	Westfield Football Club	GU22 9BA	Independent Free	Clubland	0.7
13	Hoe Bridge Golf Centre	GU22 8JH	Independent Free	Sports Clubs	0.8
14	Artisans Golf Club	GU22 0BH	Independent Free	Sports Clubs	0.9
15	Westfield Cricket Club	GU22 9QJ	Independent Free	Clubland	1.0
16	Send Social & Ex-Servicemens Club	GU23 7EF	Independent Free	Sports Clubs	1.0
17	Inn at Maybury	GU22 8AB	Mitchells & Butlers	GPGF	1.1
18	Sovereigns	GU22 7QJ	Mitchells & Butlers	GPGF	1.1
19	Woking Conservative Club	GU22 7TA	Independent Free	Sports Clubs	1.1
20	Westfield District Cricket Club	GU22 9QP	Independent Free	Sports Clubs	1.1