

# Catchment Summary - Crown Headley



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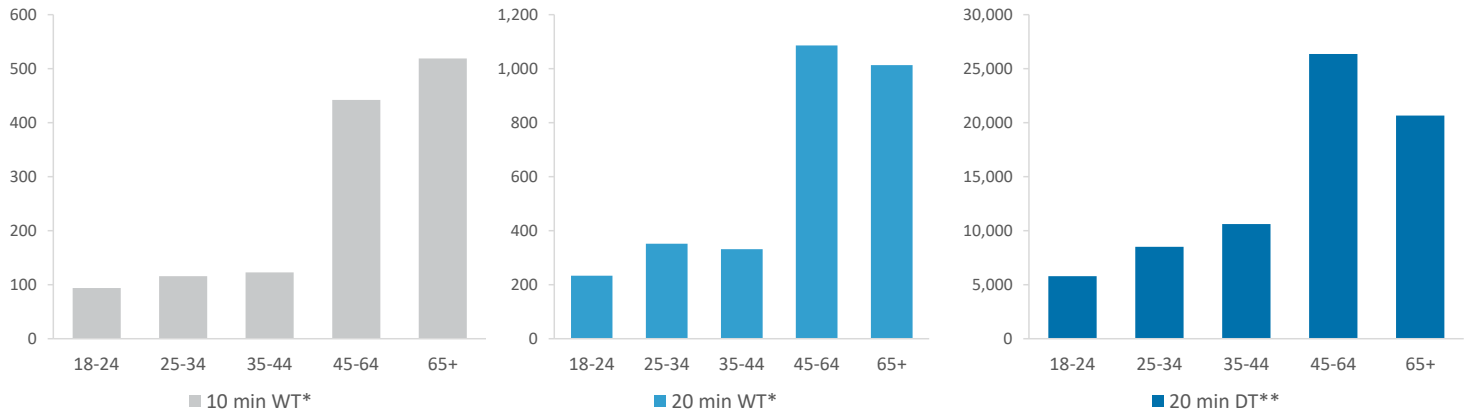
- Over GB Average
- Around GB Average
- Under GB Average

\*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**	
<b>Population</b>	1,490	3,630	91,524	28	25	24	
<b>Adults 18+</b>	1,294	3,016	71,928	30	17	24	
<b>Competition Pubs</b>	2	2	88	13	6	24	
<b>Adults 18+ per Competition Pub</b>	647	1,508	817	78	183	99	
<b>% Adults Likely to Drink</b>	86.2%	85.2%	85.2%	105	103	103	
<b>Affluence</b>	Low	3.7%	1.6%	7.3%	14	6	29
	Medium	20.2%	31.5%	19.6%	51	80	50
	High	76.0%	66.4%	69.7%	227	198	208
<b>Age Profile</b>	18-24	94	233	5,795	78	79	78
	25-34	116	352	8,508	59	73	70
	35-44	123	332	10,613	64	71	90
	45-64	442	1,086	26,359	116	117	113
	65+	519	1,013	20,653	182	146	118

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**	
<b>Gender</b>	Male	771 (52%)	1,800 (50%)	44,485 (49%)	105	100	98
	Female	719 (48%)	1,830 (50%)	47,039 (51%)	95	100	102
<b>Economic Status (16-74)</b>	Employed: Full-time	394 (39%)	1,013 (39%)	27,489 (44%)	93	94	105
	Employed: Part-time	137 (13%)	358 (14%)	7,975 (13%)	103	106	97
	Self employed	165 (16%)	386 (15%)	8,986 (14%)	169	156	149
	Unemployed	5 (0%)	25 (1%)	767 (1%)	21	41	51
	Retired	208 (20%)	464 (18%)	8,669 (14%)	148	130	100
Other	111 (11%)	345 (13%)	9,192 (15%)	55	68	74	
<b>Total Worker Count</b>	282	586	45,711				

See the Glossary page for further information on the above variables