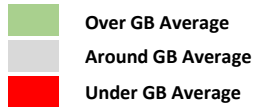


Catchment Summary - Cricketers Badshot Lea

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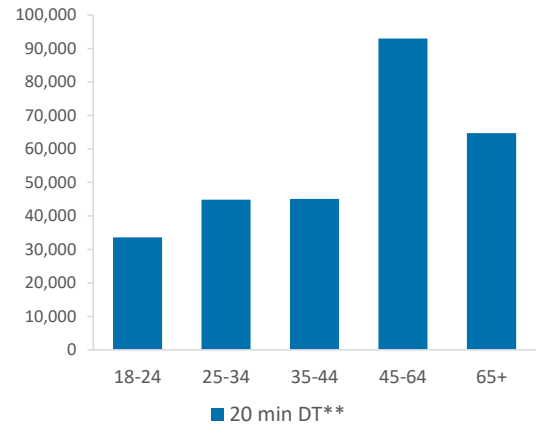
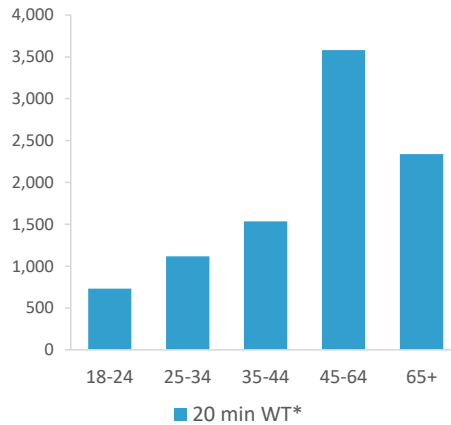
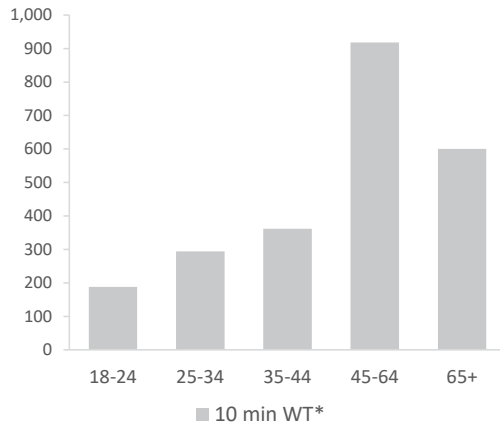
*WT= Walktime, **DT= Drivetime

	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	2,999	11,793	355,297	57	81	94
Population & Adults 18+ index is based on all pubs						
Adults 18+	2,362	9,302	281,230	54	52	94
Competition Pubs	3	13	275	20	41	76
Adults 18+ per Competition Pub	787	716	1,023	95	87	124
% Adults Likely to Drink	84.0%	83.0%	83.8%	102	101	102

Affluence	Low	5.8%	14.2%	12.8%	23	55	50
	Medium	22.3%	28.6%	25.5%	57	73	65
	High	71.9%	55.2%	59.7%	214	165	178

*Affluence does not include Not Private Households

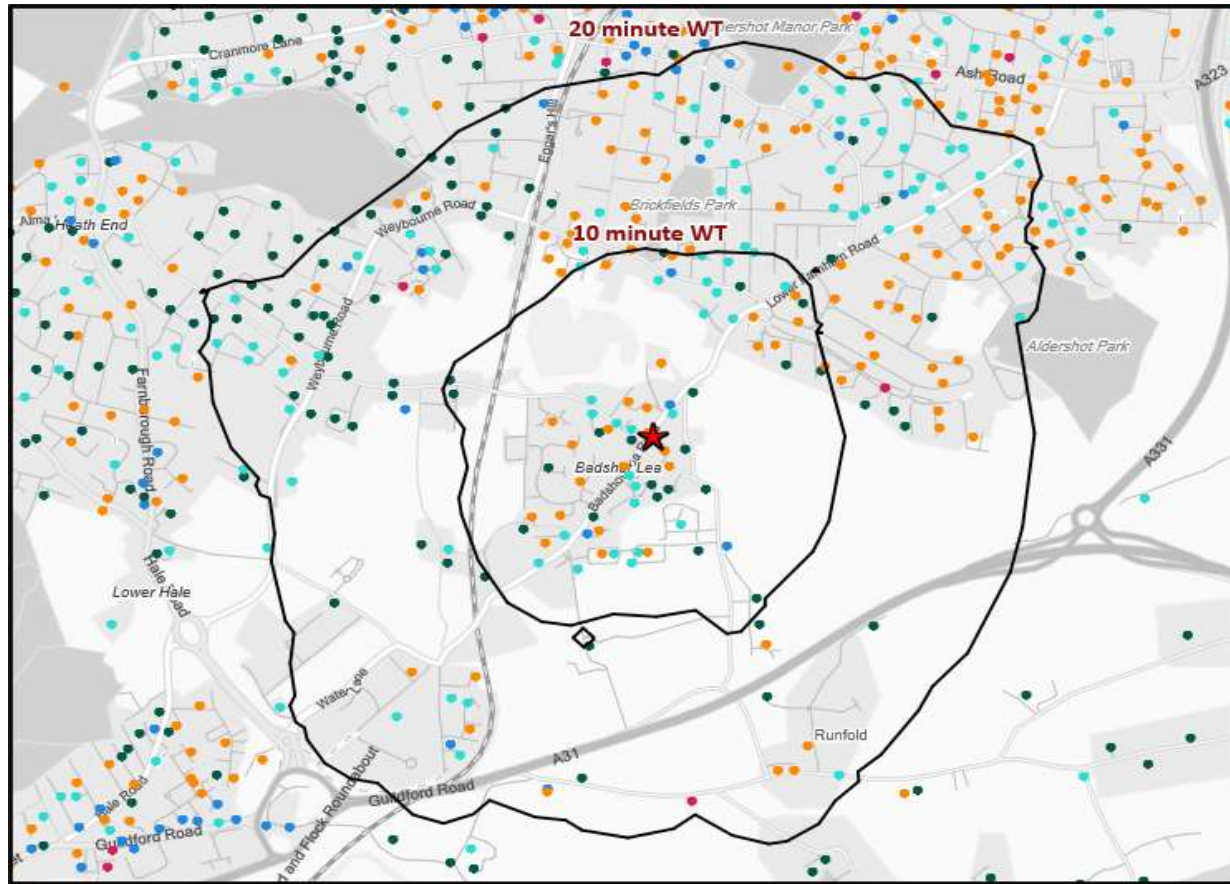
Age Profile	18-24	188	732	33,573	77	77	117
	25-34	294	1,118	44,842	74	71	95
	35-44	362	1,534	45,100	94	101	99
	45-64	918	3,580	92,960	120	119	102
	65+	600	2,338	64,755	105	104	95



		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	1,481 (49%)	5,767 (49%)	177,170 (50%)	100	99	101
	Female	1,518 (51%)	6,026 (51%)	178,127 (50%)	100	101	99
Economic Status (16-74)	Employed: Full-time	1,014 (47%)	3,925 (46%)	118,111 (46%)	112	111	111
	Employed: Part-time	335 (15%)	1,226 (14%)	31,419 (12%)	119	111	94
	Self employed	234 (11%)	859 (10%)	26,209 (10%)	113	106	107
	Unemployed	24 (1%)	144 (2%)	4,252 (2%)	47	71	70
	Retired	295 (14%)	1,116 (13%)	30,135 (12%)	99	95	85
	Other	270 (12%)	1,246 (15%)	46,012 (18%)	63	74	91
Total Worker Count		772	5,953	170,280			

See the Glossary page for further information on the above variables

Polaris Summary - Cricketers Badshot Lea



- ★ 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

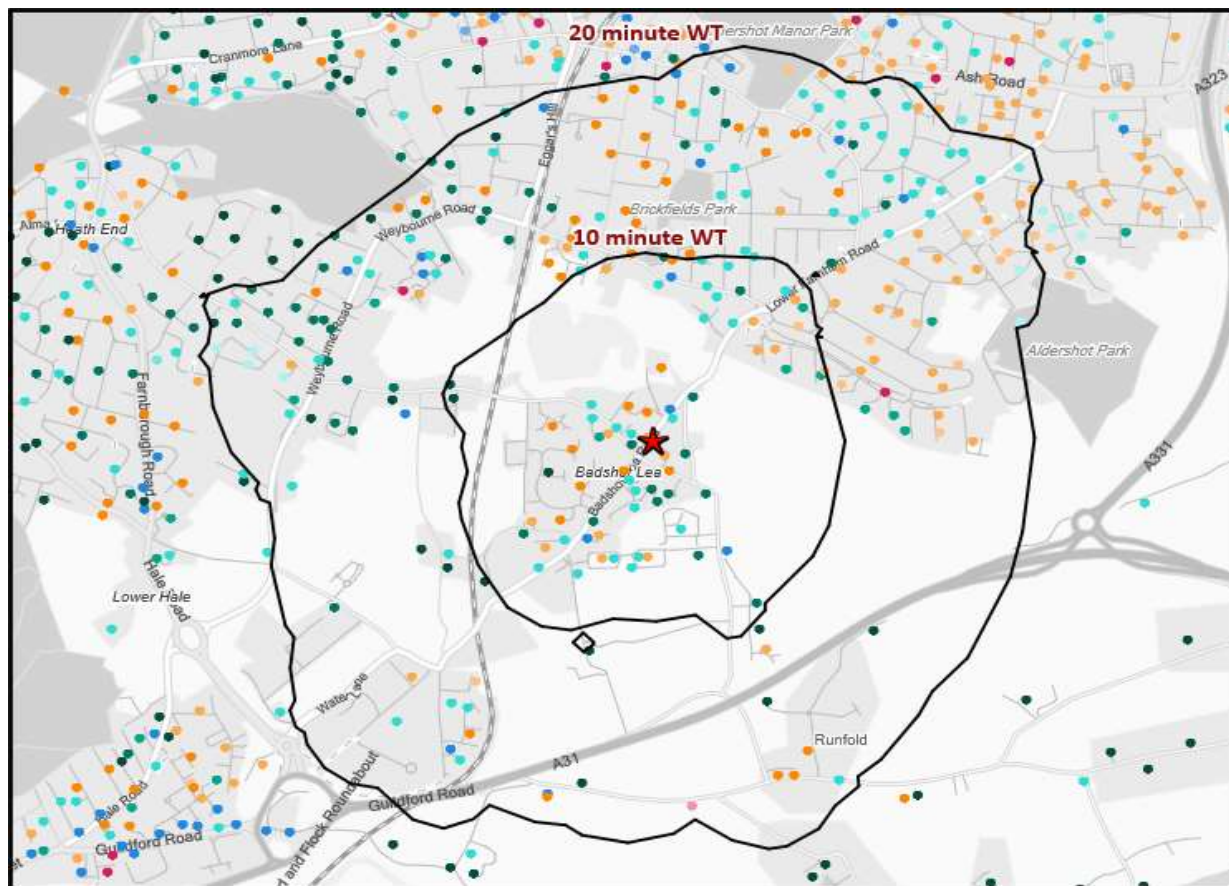
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	161	13,489	0	19	54
Young Adult - Showing I'm Cool	48	379	27,991	22	44	108
Midlife - Young Kids	793	3,631	90,017	107	124	102
Midlife - Carefree	876	2,976	70,415	176	152	119
Mature	645	1,974	73,753	98	76	94
Not Private Households	0	181	5,565	0	135	138
Total	2,362	9,302	281,230			

Polaris Summary - Cricketers Badshot Lea



★ Pub Sites

Polaris Summary - Cricketers Badshot Lea



★ Pub Sites
N 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	8	6,681	0	2	57
Medium	0	0	491	0	0	13
High	0	153	6,317	0	49	67
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	3,577	0	0	34
High	48	379	24,414	45	91	194
Midlife - Young Kids						
Low	60	630	13,575	23	61	43
Medium	406	1,695	46,752	115	122	111
High	327	1,306	29,690	257	261	196
Midlife - Carefree						
Low	0	234	4,003	0	74	42
Medium	0	52	2,462	0	8	13
High	876	2,690	63,950	340	265	208
Mature						
Low	78	453	11,701	56	82	70
Medium	120	916	18,540	40	78	52
High	447	605	43,512	202	69	165
Not Private Households	0	181	5,565	0	135	138

Polaris Summary - Cricketers Badshot Lea



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Total

2,362

9,302

281,230

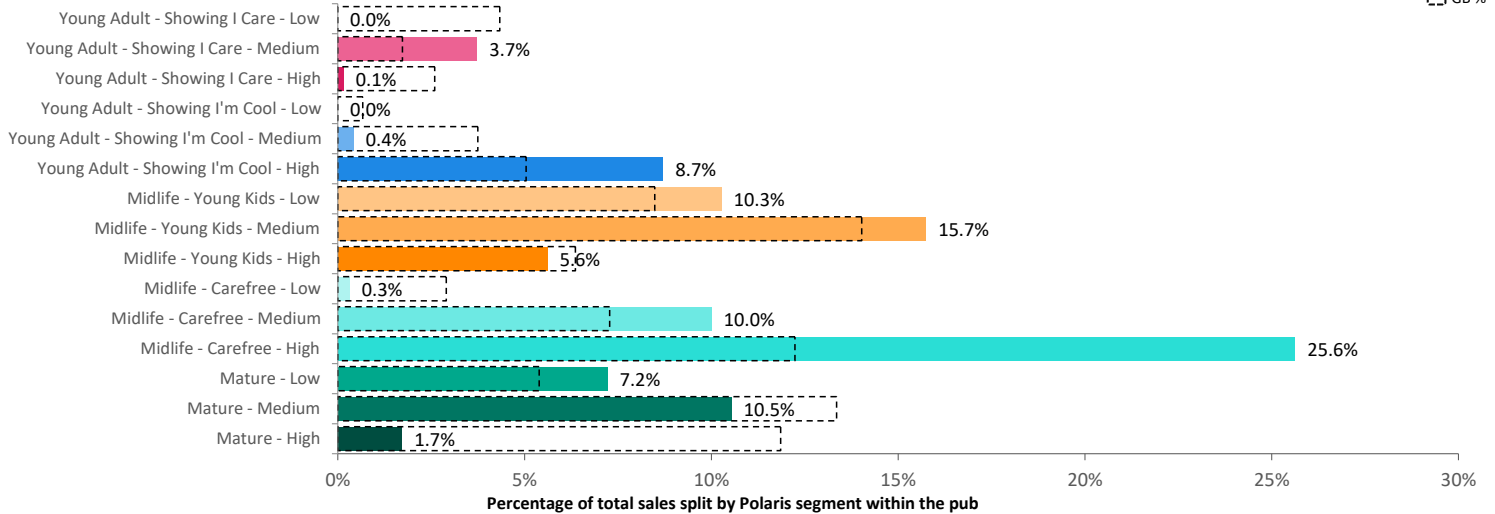


Pub Sites

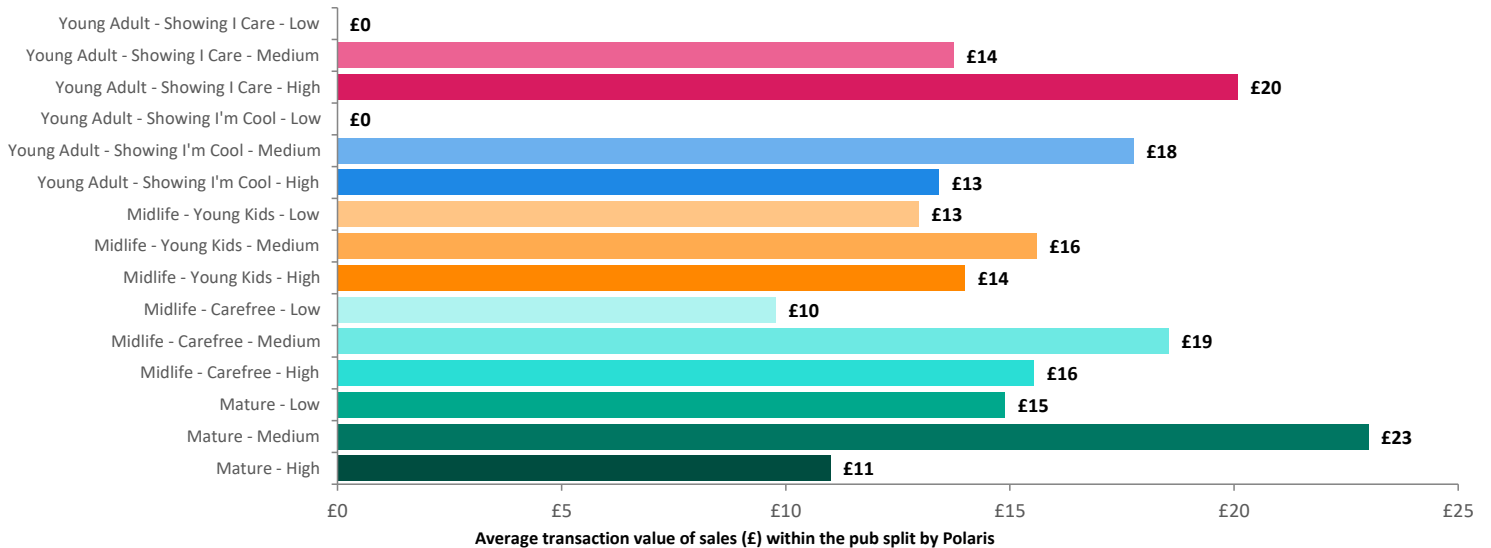
Transactional Data Summary - Cricketers Badshot Lea

Spend by Polaris

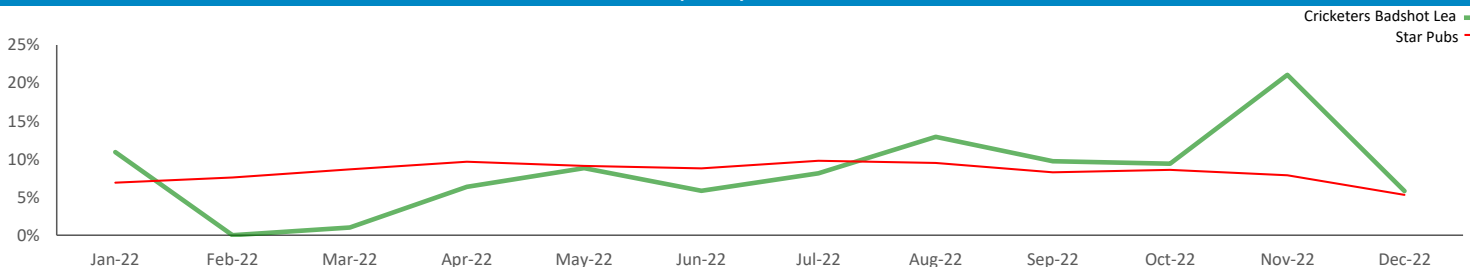
GB %



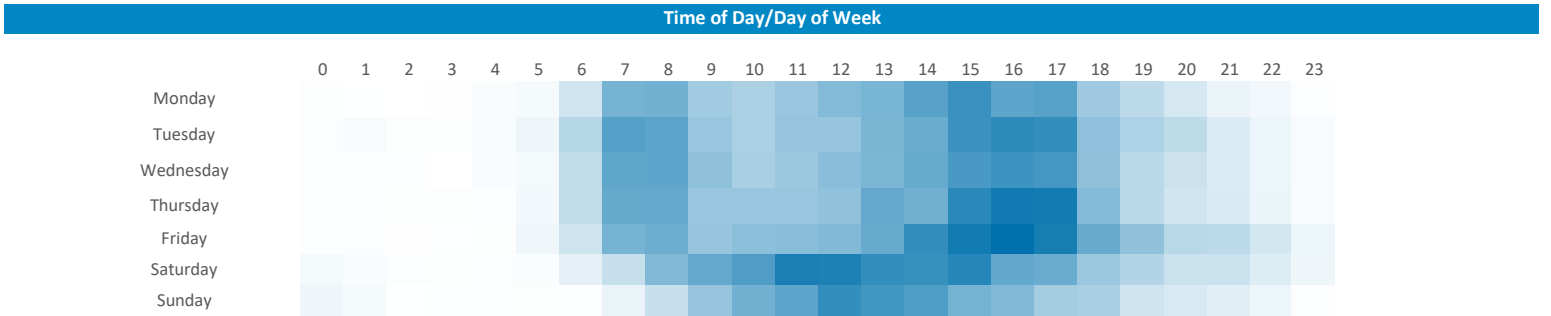
Average Transaction Values (£) by Polaris



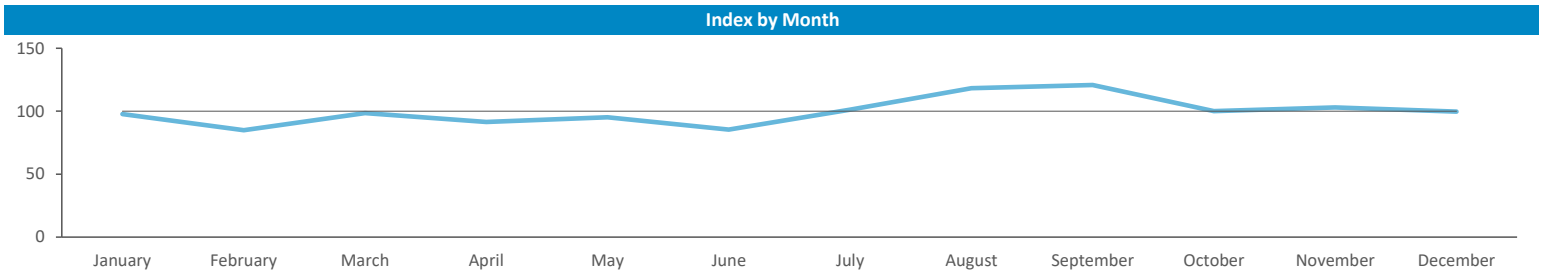
Spend by Month



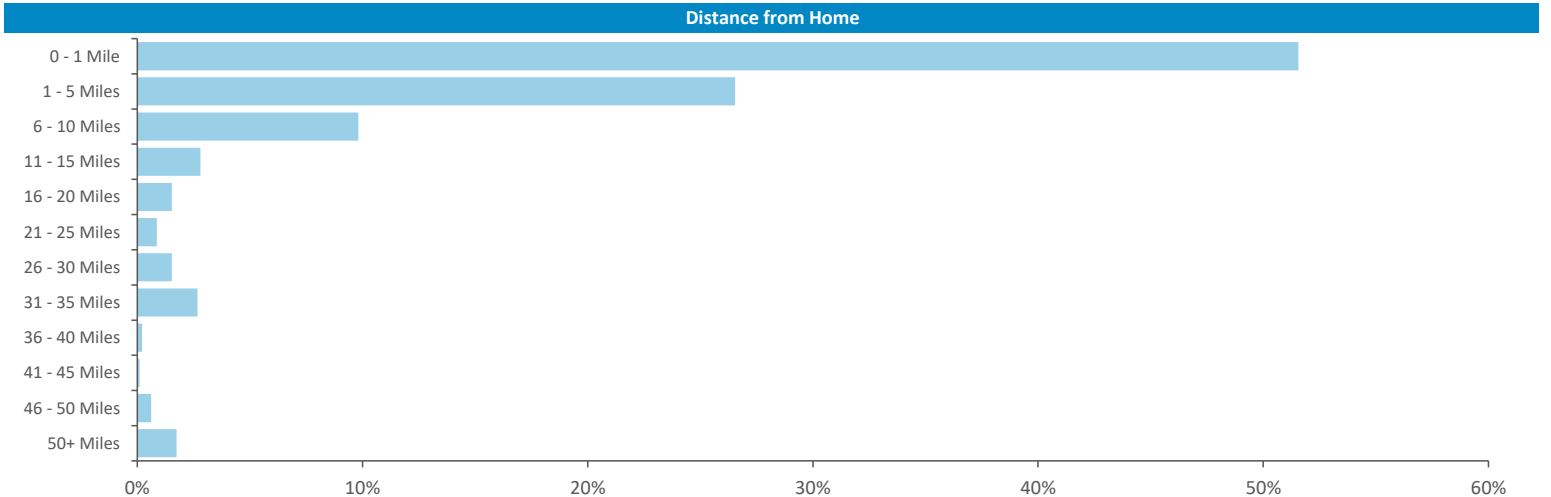
Mobile Data Summary - Cricketers Badshot Lea



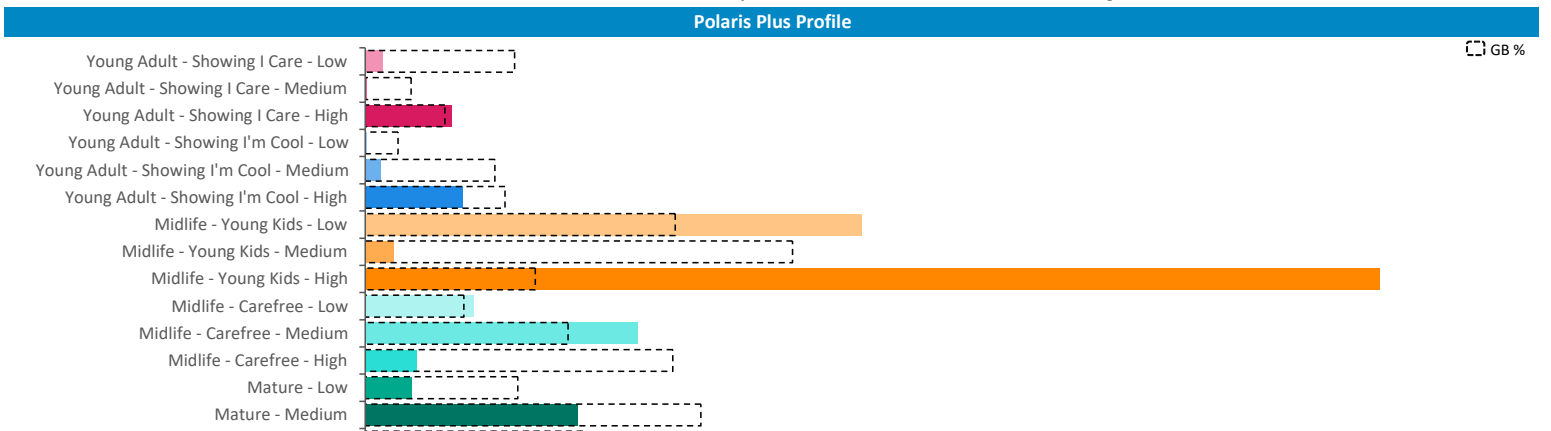
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data



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



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



Mobile Data Summary - Cricketers Badshot Lea



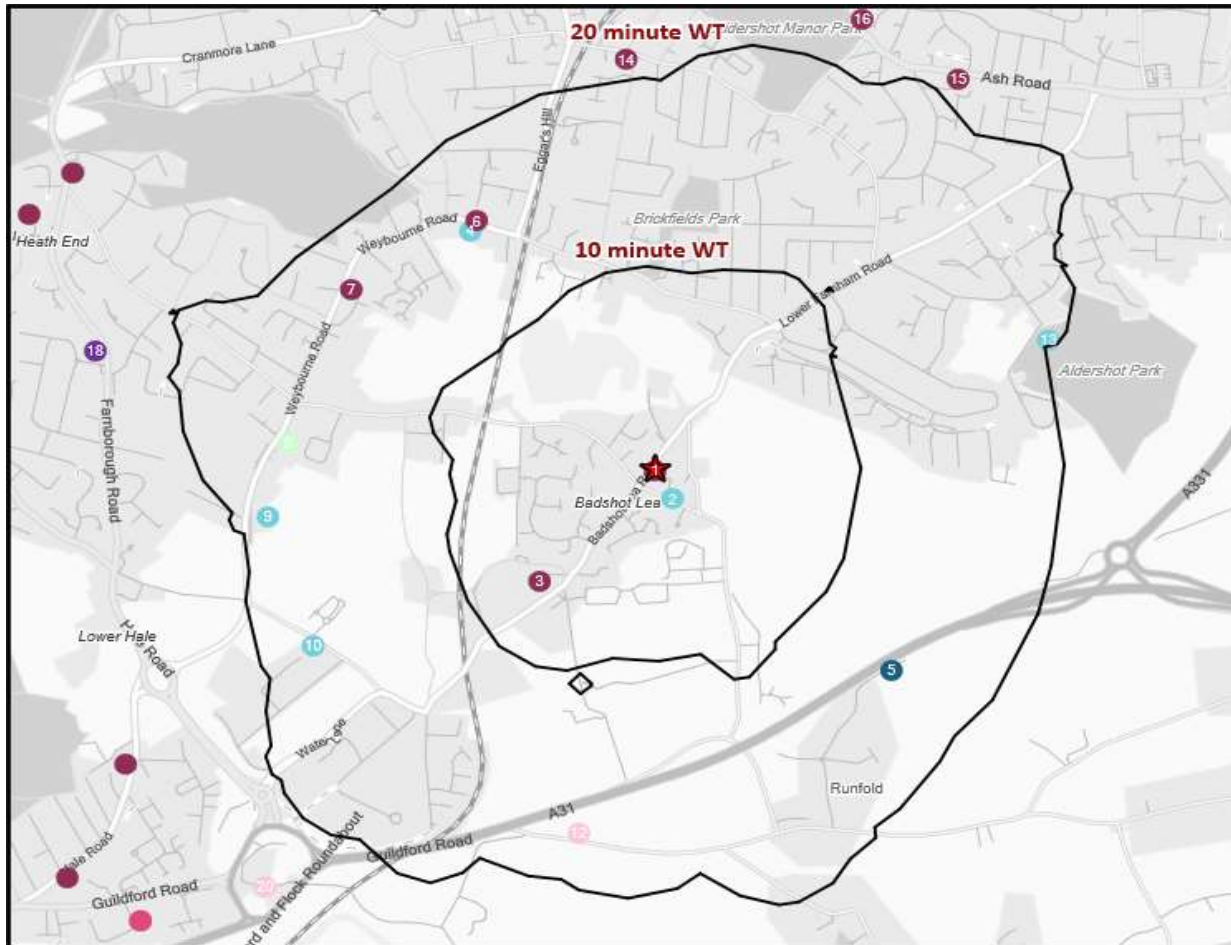
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Time of Day/Day of Week



Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Cricketers Badshot Lea



- ★ 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	Cricketers	GU 9 9LU	Star Pubs & Bars	Premium Local	0.0
2	Badshot Lea Working Mens Club & Ins	GU 9 9LX	Independent Free	Clubland	0.1
3	Crown	GU 9 9JS	Fuller Smith & Turner	Premium Local	0.3
4	Aldershot Traction Club	GU11 3NE	Independent Free	Clubland	0.6
5	Bears	GU10 1PJ	Independent Free	ABOS	0.6
6	Duke Of York	GU11 3NF	Stonegate Pub Company	Premium Local	0.6
7	Running Stream	GU 9 9HE	Greene King	Premium Local	0.7
8	Elm Tree	GU 9 9ES	Stonegate Pub Company	Community Pub	0.7
9	Nuffield Health Fitness & Wellbeing Centre	GU 9 9EL	Cannons Group Ltd	Clubland	0.7
10	David Lloyd Leisure	GU 9 9ND	David Lloyd Leisure Ltd	Sports Clubs	0.7
10	Farnham Rugby Football Club	GU 9 9ND	Independent Free	Clubland	0.7
12	Princess Royal	GU10 1NX	Fuller Smith & Turner	GPGF	0.7
13	Aldershot And Fleet Rugby Club	GU12 4BP	Independent Free	Clubland	0.8
14	Garden Gate	GU11 3BT	Admiral Taverns Ltd	Premium Local	0.8
15	Red Lion	GU12 4EZ	Stonegate Pub Company	Premium Local	1.0
16	Golden Lion	GU12 4LU	Stonegate Pub Company	Premium Local	1.0
17	Mytighar	GU12 4NU	Independent Free	Premium Local	1.0
18	Gulshan Tandoori Restaurant	GU 9 9AJ	Independent Free	Restaurants	1.1
19	Excelsior Club	GU11 1ND	Independent Free	Clubland	1.1
20	Shepherd & Flock	GU 9 9JB	Wellington	GPGF	1.1