

Catchment Summary - Kings Arms Cheltenham



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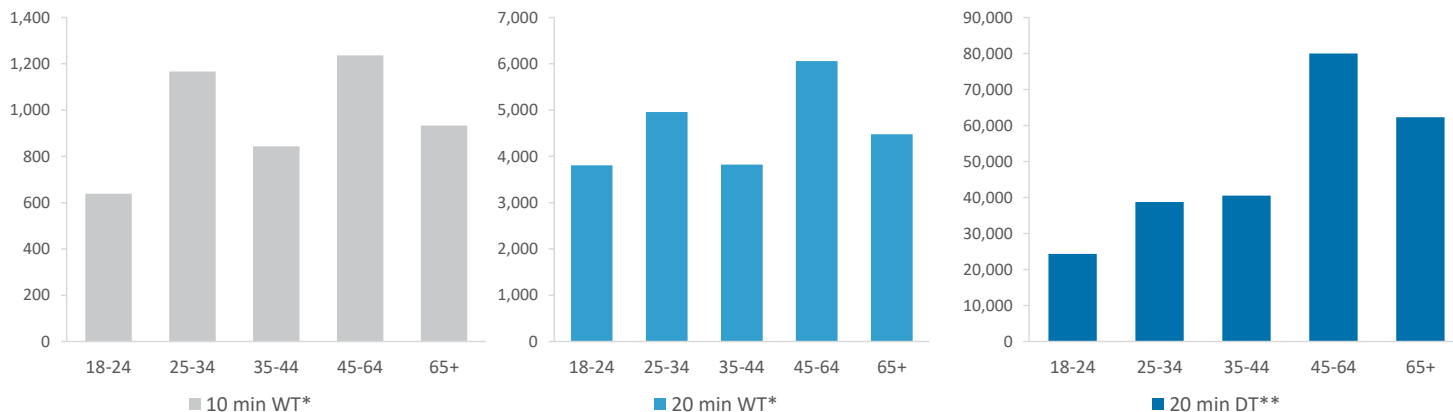
	Over GB Average
	Around GB Average
	Under GB Average

*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	5,742	28,290	311,031	109	194	82	
Adults 18+	4,818	23,125	245,971	111	129	82	
Competition Pubs	2	59	292	13	184	81	
Adults 18+ per Competition Pub	2,409	392	842	292	47	102	
% Adults Likely to Drink	83.8%	83.7%	83.5%	102	102	101	
Affluence	Low	19.8%	27.8%	17.7%	77	108	69
	Medium	25.0%	28.6%	37.1%	64	73	94
	High	52.4%	41.6%	43.5%	156	124	130
Age Profile	18-24	639	3,806	24,367	137	166	97
	25-34	1,167	4,961	38,775	153	132	94
	35-44	843	3,824	40,538	114	105	101
	45-64	1,236	6,058	80,002	84	84	101
	65+	933	4,476	62,289	85	83	105

*Affluence does not include Not Private Households

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	2,953 (51%)	14,147 (50%)	153,456 (49%)	104	101	100
	Female	2,789 (49%)	14,143 (50%)	157,575 (51%)	96	99	100
Economic Status (16-74)	Employed: Full-time	2,235 (51%)	9,608 (45%)	98,907 (45%)	122	107	107
	Employed: Part-time	430 (10%)	2,209 (10%)	31,095 (14%)	75	79	108
	Self employed	408 (9%)	1,914 (9%)	20,165 (9%)	97	93	95
	Unemployed	106 (2%)	462 (2%)	4,320 (2%)	102	90	82
	Retired	334 (8%)	1,824 (8%)	30,077 (14%)	55	61	98
	Other	887 (20%)	5,538 (26%)	37,365 (17%)	102	130	85
Total Worker Count		3,504	24,600	174,614			

See the Glossary page for further information on the above variables