



Survey of Admiral Customers, April 2023

- 1- Undertaken within ten Admiral outlets in the London and South East including at Streatham, Camberwell, Hayes, Hammersmith, Penge, Woolwich, Bethnal Green, Romford, Croydon and Shirley
- 2- Sample size 989 customers
- 3- Dates of Survey- Friday 21 April to Thursday 27 April 2023

Q1 What is the main purpose of your visit to Admiral today?		
	Number	%
To use the AGC	719	73
Work	76	7.7
Shopping	137	13.9
Other	57	5.8
Total	989	
Q2 Are you also visiting other shops?		
Yes	496	51
No	476	49
Total	972	
Q3 What is your gender?		
Male	650	66.6
Female	307	31.6
Prefer not to say	19	2
Q4 What is your age?		
Below 36	304	31.2
Over 36	626	64.3
Do not wish to say	44	4.5