

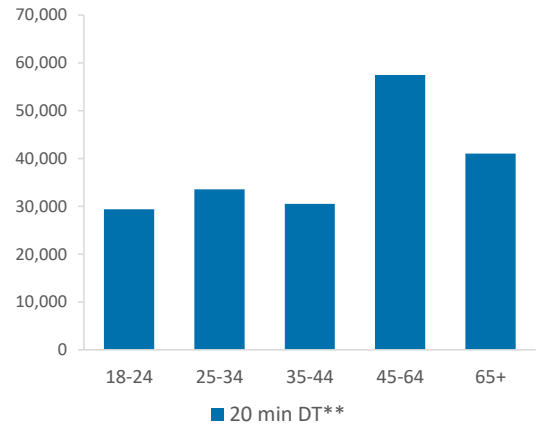
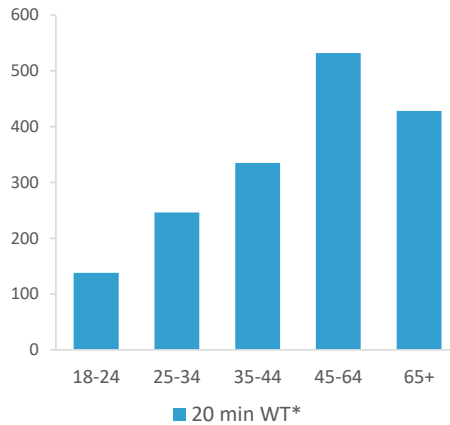
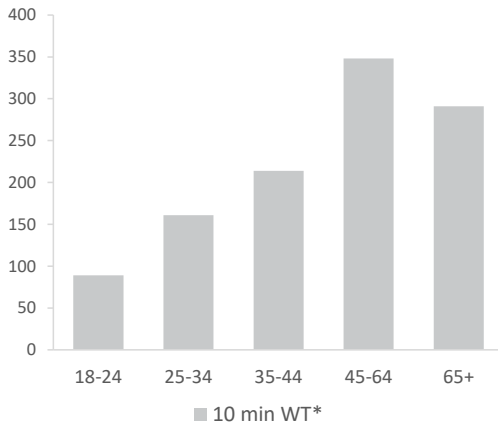
# Catchment Summary - Fox Steventon

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

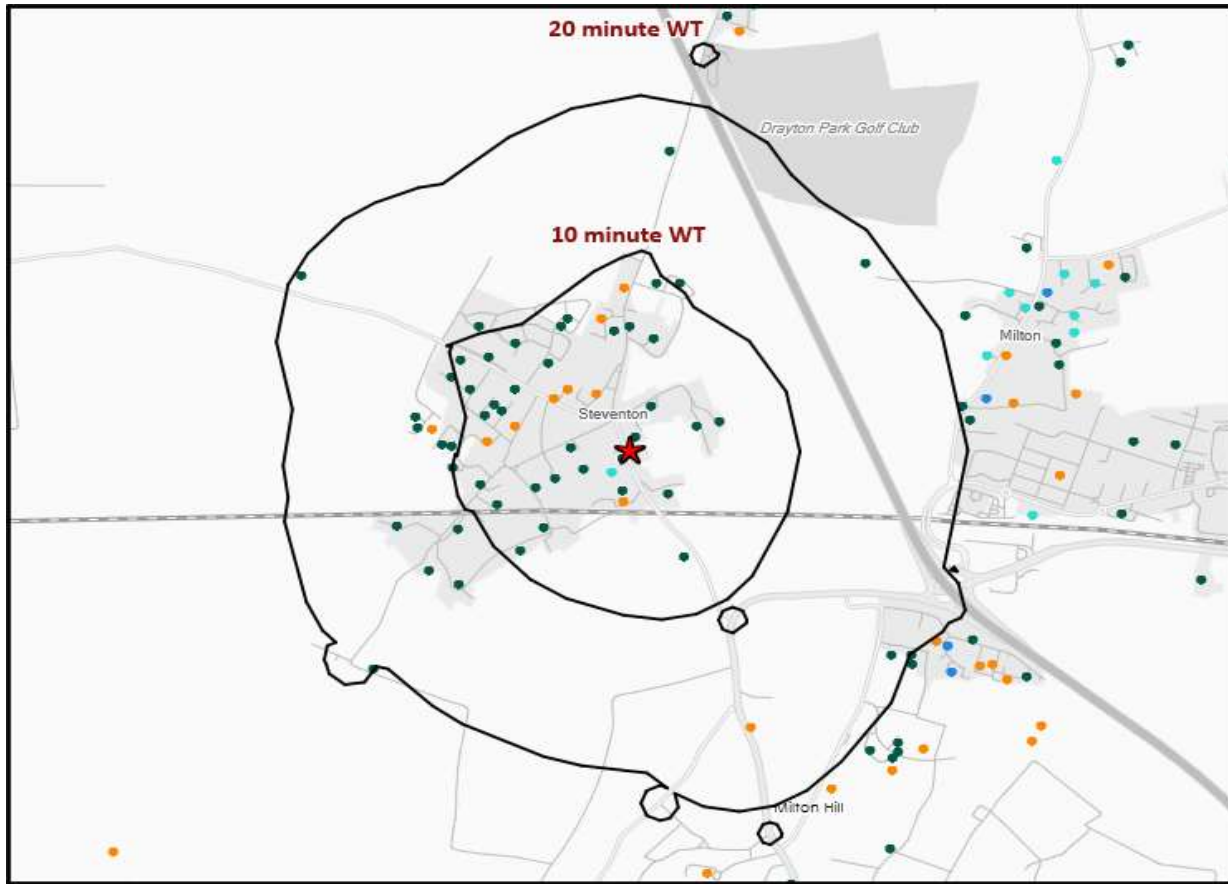
\*WT= Walktime, \*\*DT= Drivetime

		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		1,433	2,198	242,512	27	15	64
Population & Adults 18+ index is based on all pubs							
Adults 18+		1,103	1,679	191,958	25	9	64
Competition Pubs		4	5	301	27	16	83
Adults 18+ per Competition Pub		276	336	638	33	41	77
% Adults Likely to Drink		84.3%	85.1%	83.3%	102	103	101
Affluence	Low	6.2%	4.1%	18.4%	24	16	72
	Medium	35.3%	27.5%	26.2%	90	70	66
	High	58.6%	68.5%	53.8%	175	204	160
*Affluence does not include Not Private Households							
Age Profile	18-24	89	138	29,394	77	77	149
	25-34	161	246	33,541	85	84	104
	35-44	214	335	30,523	116	118	98
	45-64	348	532	57,475	95	95	93
	65+	291	428	41,025	106	102	89



		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	709 (49%)	1,081 (49%)	123,409 (51%)	100	99	103
	Female	724 (51%)	1,117 (51%)	119,103 (49%)	100	101	97
Economic Status (16-74)	Employed: Full-time	480 (48%)	744 (49%)	78,941 (45%)	115	117	107
	Employed: Part-time	122 (12%)	185 (12%)	21,272 (12%)	93	93	93
	Self employed	136 (14%)	210 (14%)	15,698 (9%)	142	144	93
	Unemployed	8 (1%)	11 (1%)	2,720 (2%)	34	30	65
	Retired	158 (16%)	225 (15%)	18,551 (10%)	114	107	76
	Other	101 (10%)	153 (10%)	39,815 (22%)	51	51	114
Total Worker Count		177	321	123,514			

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	0	0	24,442	0	0	143
Young Adult - Showing I'm Cool	0	0	14,550	0	0	82
Midlife - Young Kids	308	308	59,411	89	58	99
Midlife - Carefree	12	12	35,167	5	3	87
Mature	783	1,359	55,220	254	289	103
<b>Not Private Households</b>	0	0	3,168	0	0	115
<b>Total</b>	1,103	1,679	191,958			

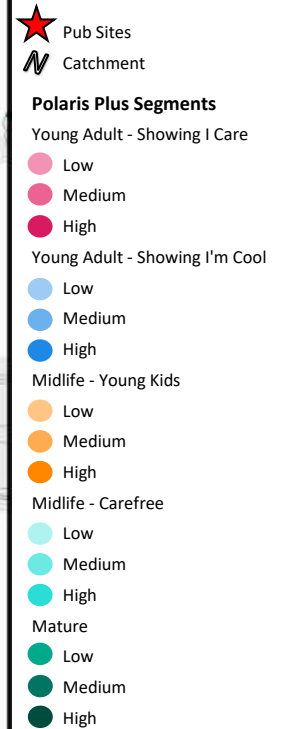
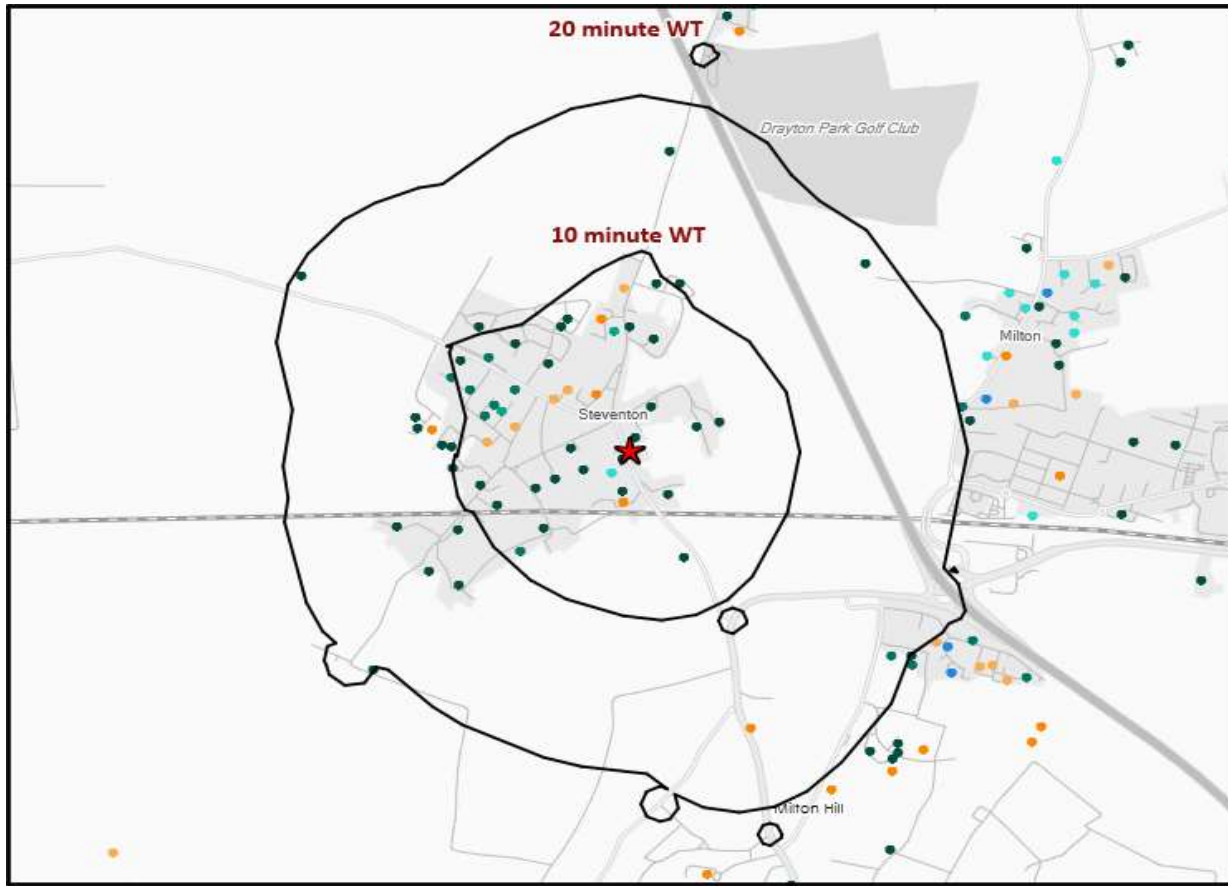
# Polaris Summary - Fox Steventon



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20 minute WT





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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	13,844	0	0	172
Medium	0	0	3,758	0	0	144
High	0	0	6,840	0	0	106
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	81	0	0	4
Medium	0	0	765	0	0	11
High	0	0	13,704	0	0	160
<b>Midlife - Young Kids</b>						
Low	0	0	11,836	0	0	55
Medium	189	189	30,647	115	75	107
High	119	119	16,928	200	132	164
<b>Midlife - Carefree</b>						
Low	0	0	3,048	0	0	47
Medium	0	0	2,726	0	0	21
High	12	12	29,393	10	7	140
<b>Mature</b>						
Low	68	68	6,533	104	68	57
Medium	200	272	12,304	143	128	51
High	515	1,019	36,383	498	647	202
<b>Not Private Households</b>	0	0	3,168	0	0	115

# Polaris Summary - Fox Steventon



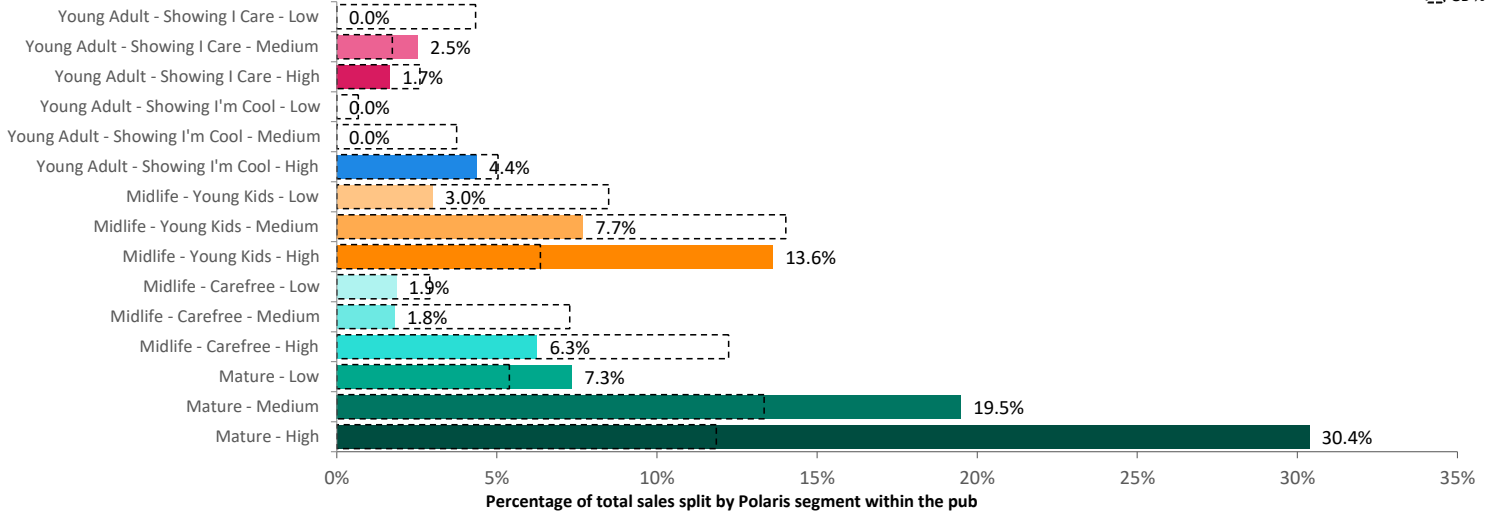
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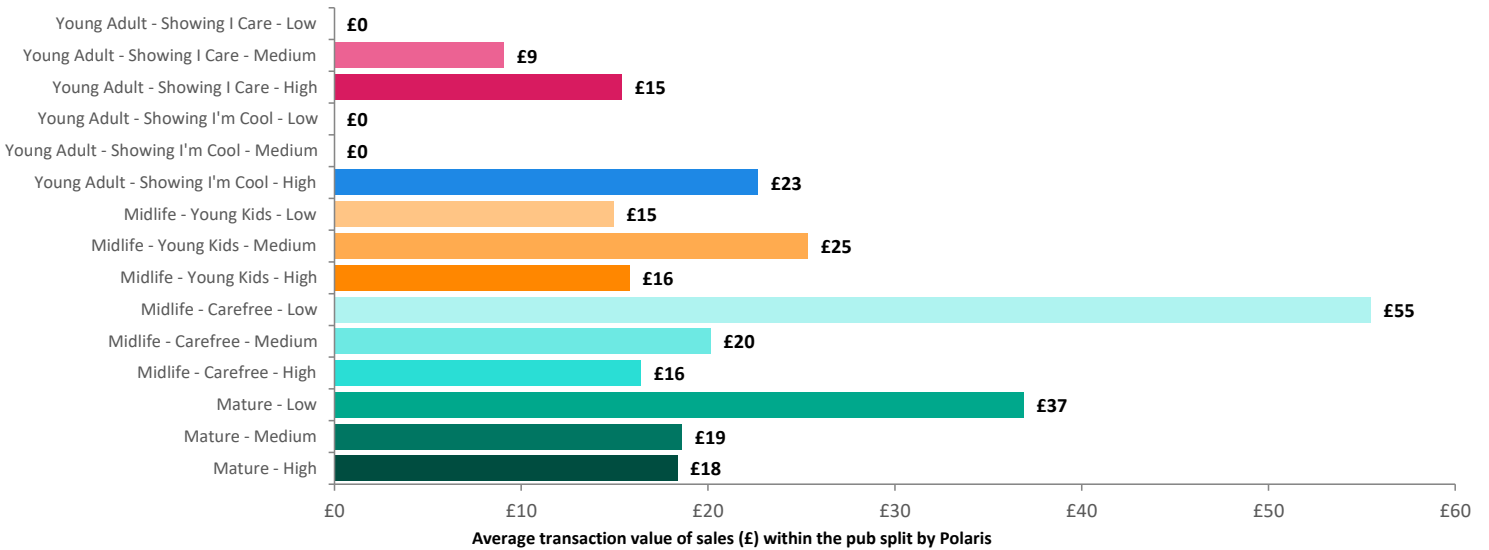
Total	1,103	1,679	191,958
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Spend by Polaris

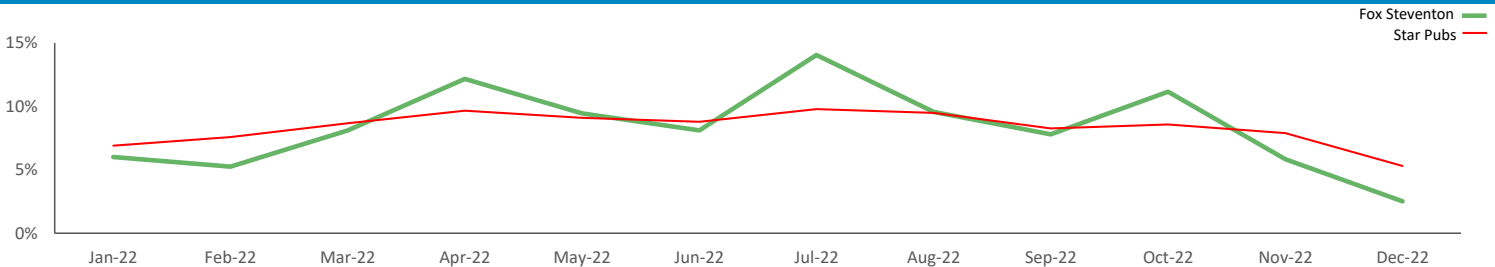
GB %



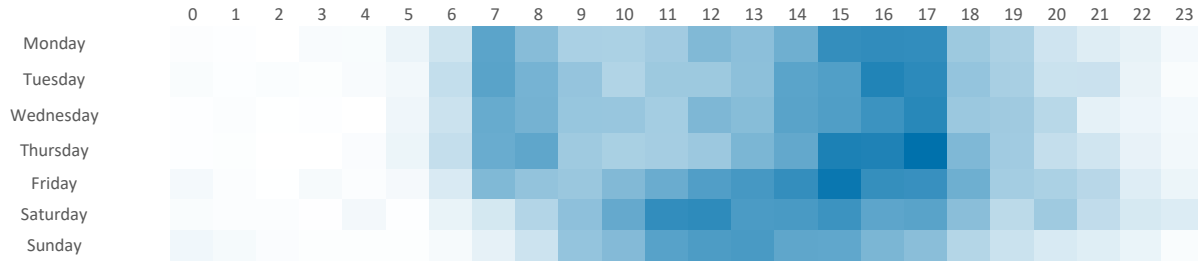
Average Transaction Values (£) by Polaris



Spend by Month

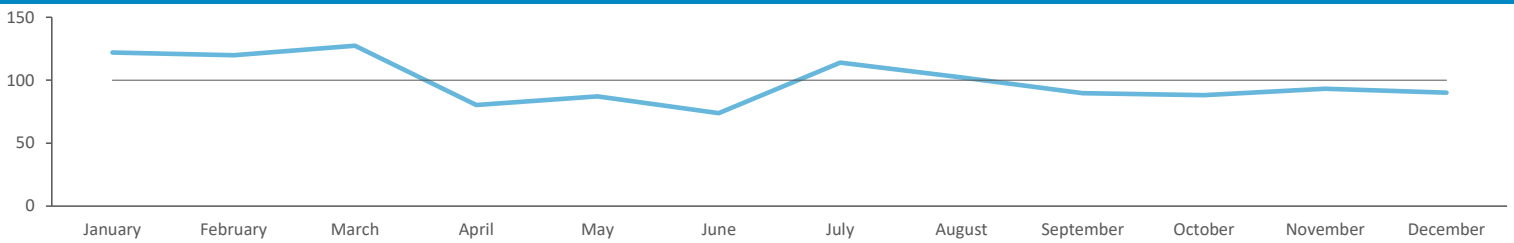


### Time of Day/Day of Week



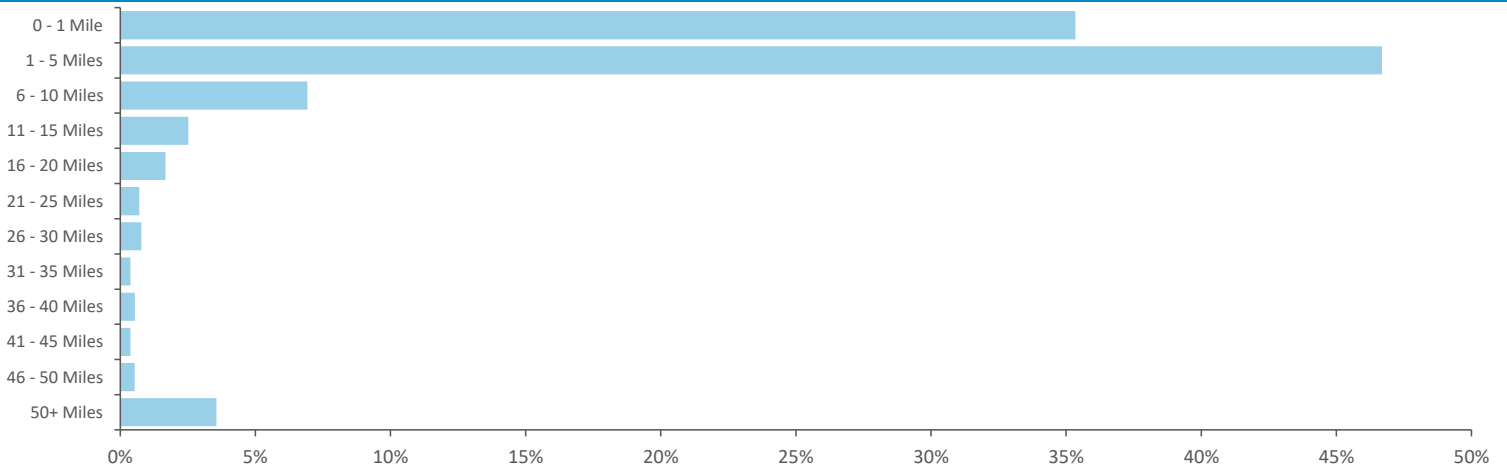
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month



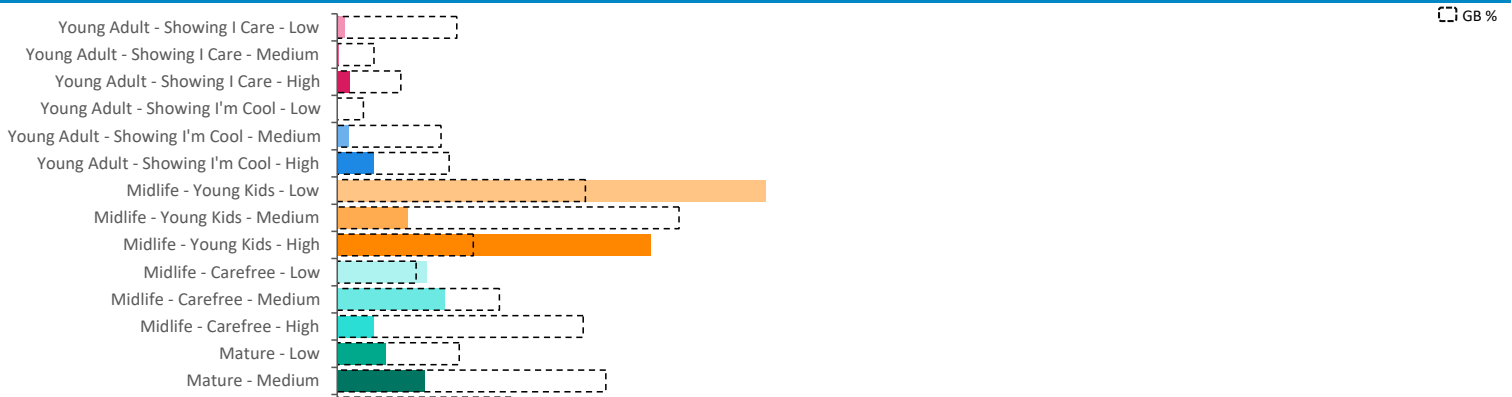
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### Distance from Home

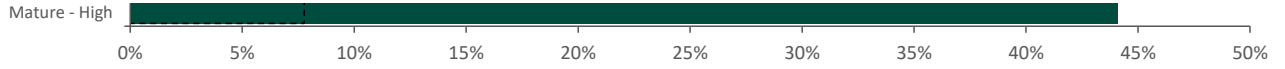


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

### Polaris Plus Profile



## 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	Cherry Tree Inn	OX13 6RZ	Wadworth & Co Limited	GPGF	0.0
1	Fox	OX13 6RZ	Star Pubs & Bars	GPGF	0.0
3	Steventon Sports Club	OX13 6RS	Independent Free	Clubland	0.0
4	North Star Inn	OX13 6SG	Independent Free	Premium Local	0.2
5	Milton Hill House	OX13 6AB	Independent Free	Hotel	0.7
5	Steventon House Hotel	OX13 6AB	Unknown	Hotel	0.7
7	Courtyard By Marriott	OX14 4FP	Marriott International	Hotel	0.9
8	Plum Pudding	OX14 4EJ	Independent Free	Premium Local	0.9
9	Applecourt	OX14 4TX	Whitbread	GPGF	0.9
9	Miller & Carter	OX14 4TX	Mitchells & Butlers	Restaurants	0.9
11	Drayton Park Golf Club	OX14 4LA	Independent Free	Sports Clubs	1.1
12	Pack Horse Inn	OX13 6AG	Star Pubs & Bars	GPGF	1.1
12	Milton United Football Club	OX13 6AG	Independent Free	Clubland	1.1