

Catchment Summary - New Inn Middleton Cheney



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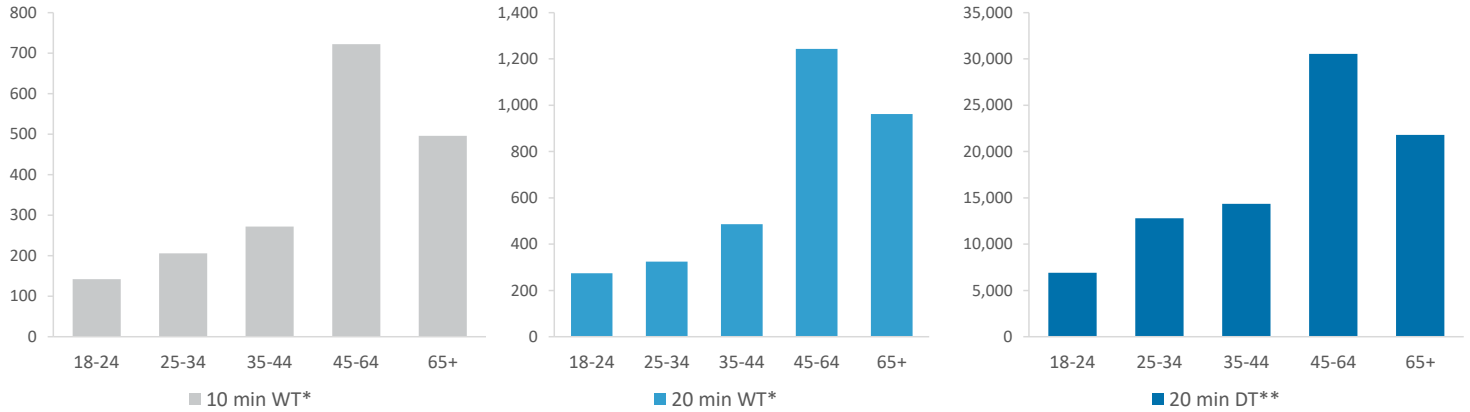
- Over GB Average
- Around GB Average
- Under GB Average

*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		2,327	4,151	110,768	44	29	29
Adults 18+		1,838	3,289	86,412	42	18	29
Competition Pubs		1	3	131	7	9	36
Adults 18+ per Competition Pub		1,838	1,096	660	223	133	80
% Adults Likely to Drink		82.4%	83.3%	83.8%	100	101	102
Affluence	Low	2.8%	3.3%	7.4%	11	13	29
	Medium	42.4%	34.3%	36.8%	108	87	94
	High	54.7%	61.1%	54.1%	163	182	161
Age Profile	18-24	142	274	6,911	75	81	77
	25-34	206	324	12,795	67	59	87
	35-44	272	486	14,358	91	91	101
	45-64	722	1,243	30,540	121	117	108
	65+	496	962	21,808	112	121	103

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**
Gender	Male	1,098 (47%)	1,998 (48%)	54,334 (49%)	95	97	99
	Female	1,229 (53%)	2,153 (52%)	56,434 (51%)	104	103	101
Economic Status (16-74)	Employed: Full-time	802 (48%)	1,305 (45%)	37,623 (48%)	115	108	115
	Employed: Part-time	252 (15%)	452 (16%)	10,795 (14%)	116	119	106
	Self employed	168 (10%)	323 (11%)	8,660 (11%)	105	116	116
	Unemployed	13 (1%)	22 (1%)	1,048 (1%)	33	32	56
	Retired	244 (15%)	479 (16%)	10,183 (13%)	106	119	94
Other	196 (12%)	332 (11%)	10,162 (13%)	59	58	66	
Total Worker Count		1,135	2,081	59,474			

See the Glossary page for further information on the above variables