

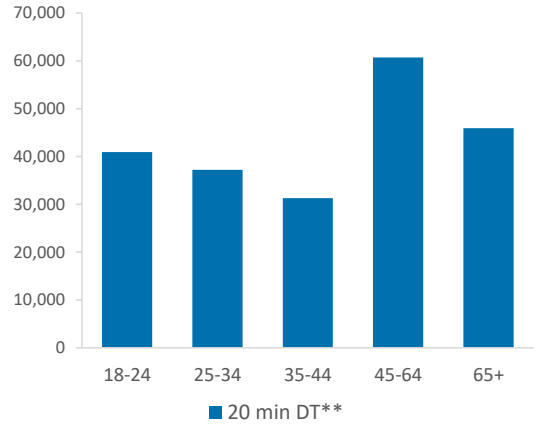
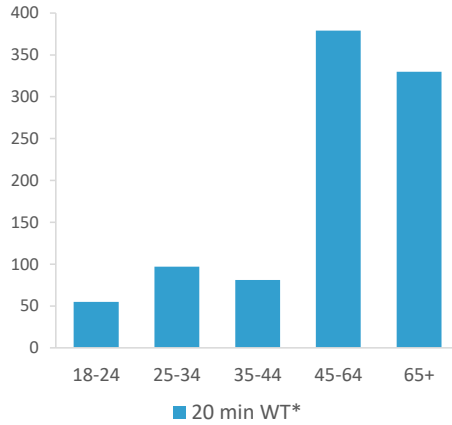
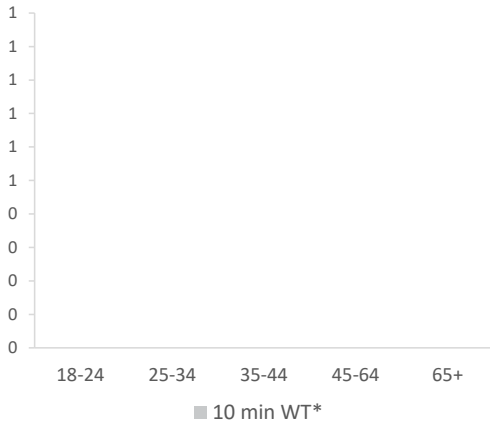
Catchment Summary - Fox Inn Boars Hill

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■ Over GB Average
■ Around GB Average
■ Under GB Average

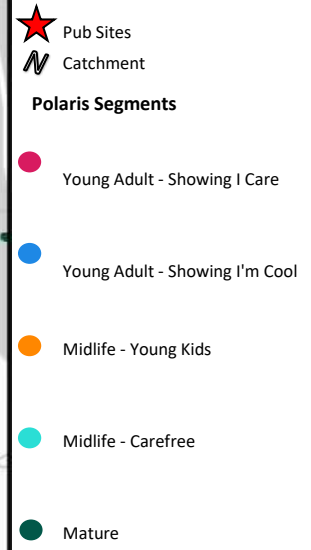
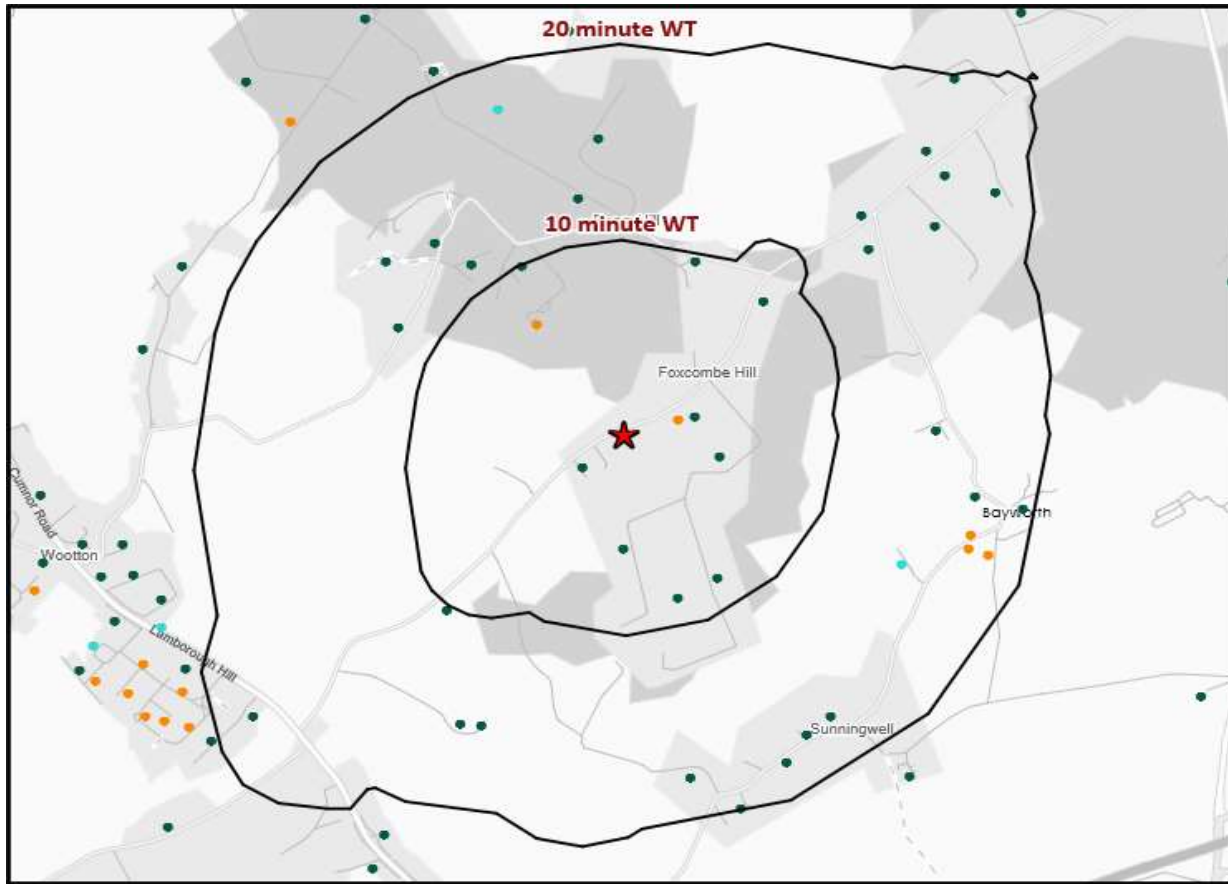
*WT= Walktime, **DT= Drivetime

		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		0	1,114	270,691	0	8	71
Population & Adults 18+ index is based on all pubs							
Adults 18+		0	942	216,038	0	5	72
Competition Pubs		0	3	341	0	9	94
Adults 18+ per Competition Pub		0	314	634	0	38	77
% Adults Likely to Drink		0.0%	86.1%	83.0%	0	104	101
Affluence	Low	0.0%	1.7%	23.5%	0	7	92
	Medium	0.0%	9.6%	25.9%	0	24	66
	High	0.0%	79.9%	48.7%	0	238	145
*Affluence does not include Not Private Households							
Age Profile	18-24	0	55	40,926	0	61	186
	25-34	0	97	37,199	0	66	103
	35-44	0	81	31,311	0	56	90
	45-64	0	379	60,698	0	133	88
	65+	0	330	45,904	0	155	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	0 (0%)	537 (48%)	137,791 (51%)	0	97	103
	Female	0 (0%)	577 (52%)	132,900 (49%)	0	102	97
Economic Status (16-74)	Employed: Full-time	0 (0%)	301 (38%)	81,473 (41%)	0	92	98
	Employed: Part-time	0 (0%)	104 (13%)	22,057 (11%)	0	102	85
	Self employed	0 (0%)	138 (18%)	17,531 (9%)	0	184	92
	Unemployed	0 (0%)	5 (1%)	3,087 (2%)	0	27	65
	Retired	0 (0%)	125 (16%)	19,651 (10%)	0	116	72
	Other	0 (0%)	112 (14%)	55,438 (28%)	0	72	141
Total Worker Count		0	294	132,391			

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

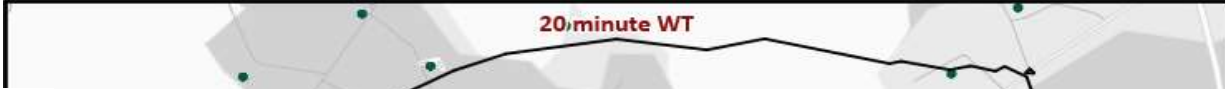
*WT= Walktime, **DT= Drivetime

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	35,305	0	0	183
Young Adult - Showing I'm Cool	0	0	18,820	0	0	95
Midlife - Young Kids	0	67	62,029	0	23	91
Midlife - Carefree	0	27	39,359	0	14	87
Mature	0	765	56,677	0	290	94
Not Private Households	0	83	3,848	0	613	124
Total	0	942	216,038			

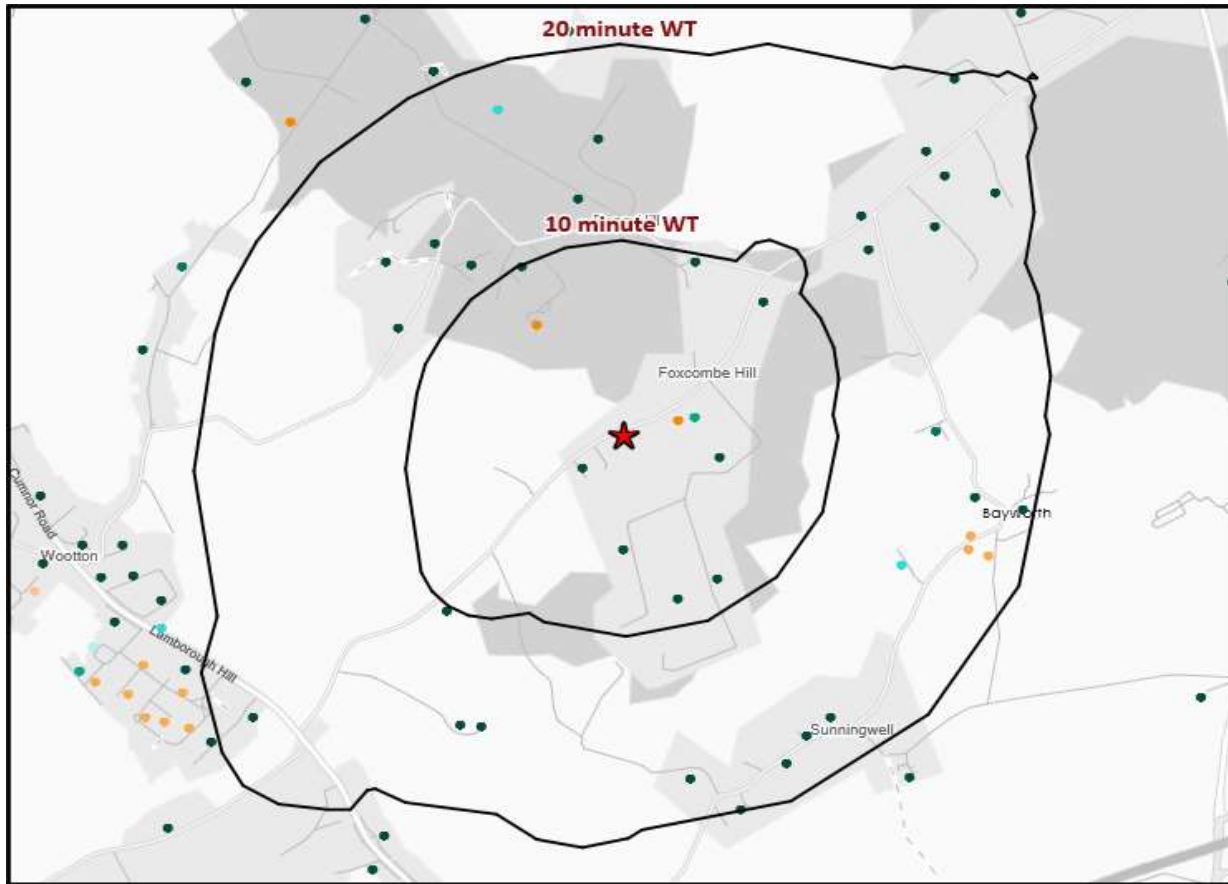
Polaris Summary - Fox Inn Boars Hill



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★ Pub Sites



- Pub Sites
- 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

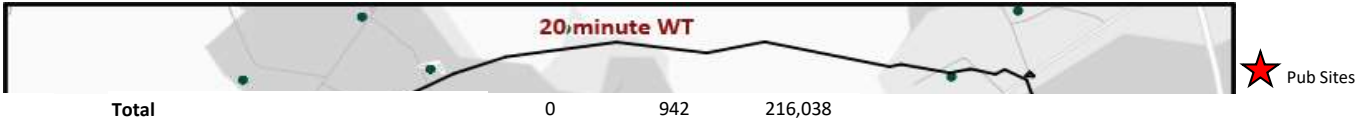
*WT= Walktime, **DT= Drivetime

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	0	24,077	0	0	266
Medium	0	0	4,495	0	0	153
High	0	0	6,733	0	0	93
Young Adult - Showing I'm Cool						
Low	0	0	265	0	0	12
Medium	0	0	576	0	0	7
High	0	0	17,979	0	0	186
Midlife - Young Kids						
Low	0	0	15,827	0	0	66
Medium	0	57	32,270	0	41	100
High	0	10	13,932	0	20	120
Midlife - Carefree						
Low	0	0	3,228	0	0	44
Medium	0	0	3,072	0	0	21
High	0	27	33,059	0	26	140
Mature						
Low	0	16	7,423	0	29	58
Medium	0	33	15,640	0	28	57
High	0	716	33,614	0	810	166
Not Private Households	0	83	3,848	0	613	124

Polaris Summary - Fox Inn Boars Hill

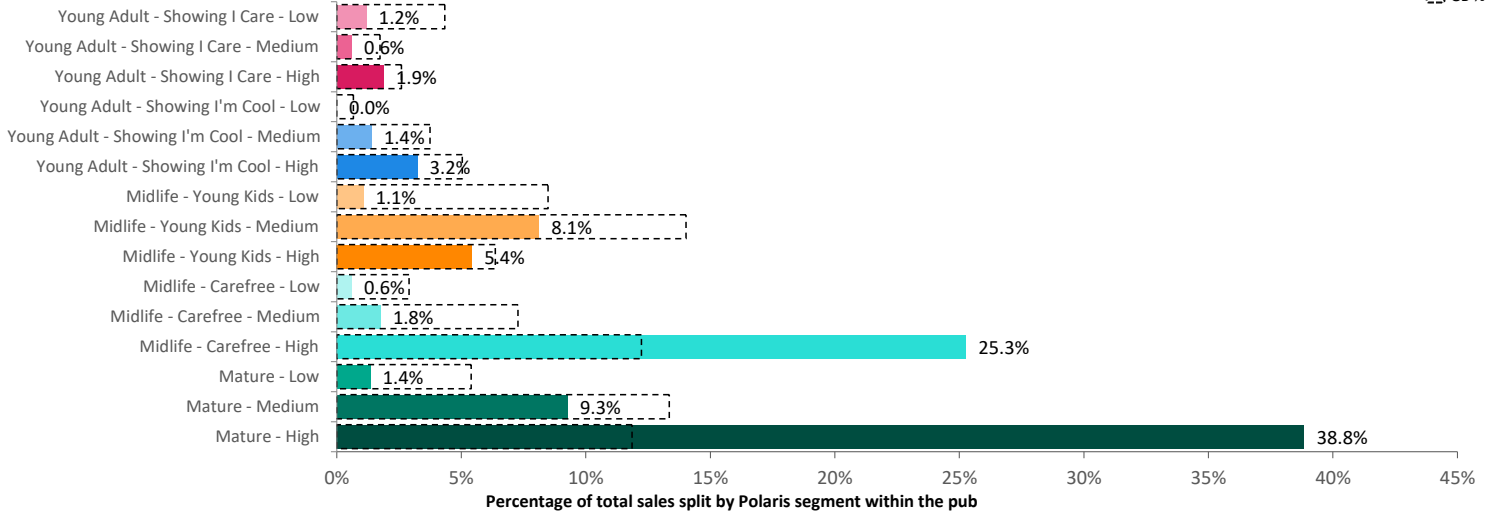


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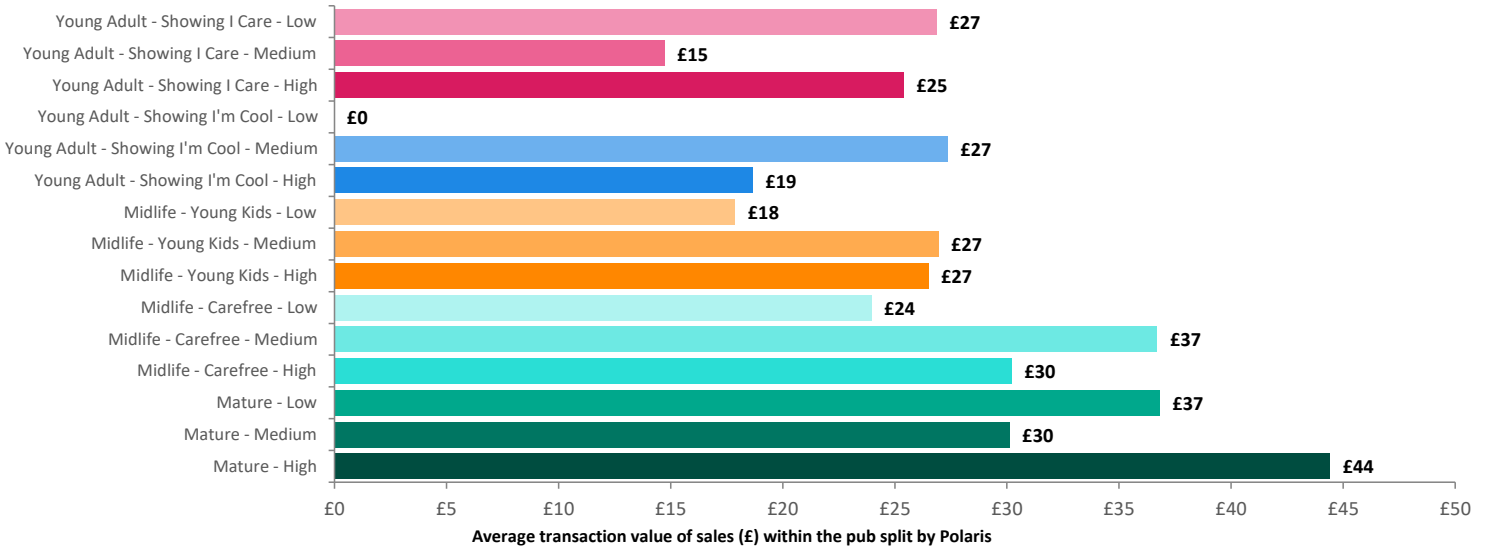


Spend by Polaris

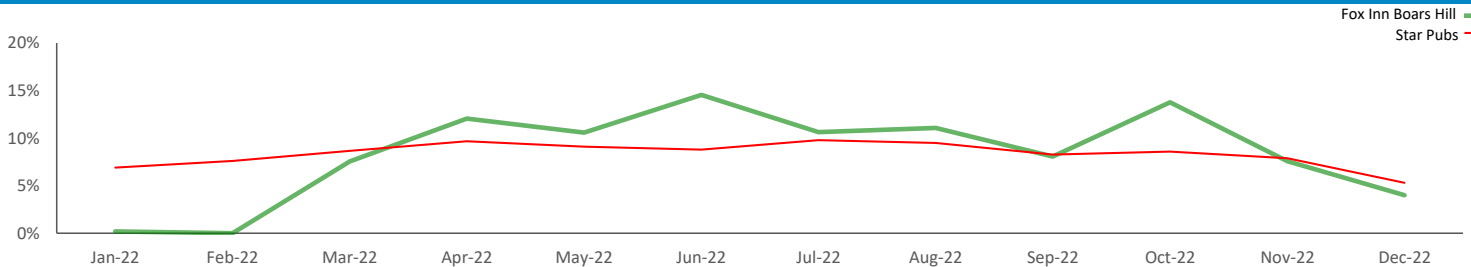
GB %



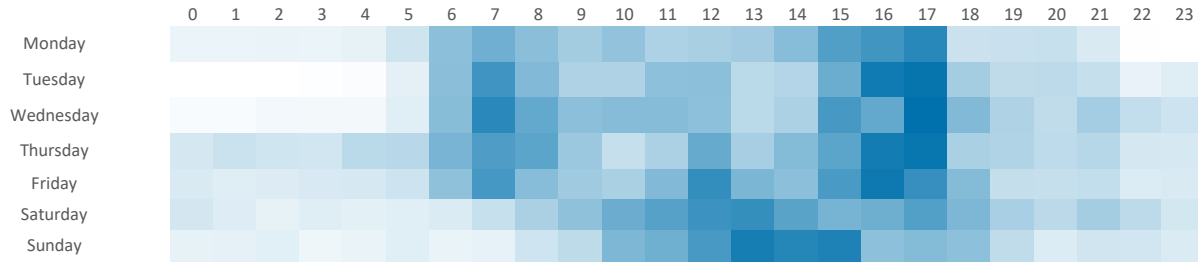
Average Transaction Values (£) by Polaris



Spend by Month

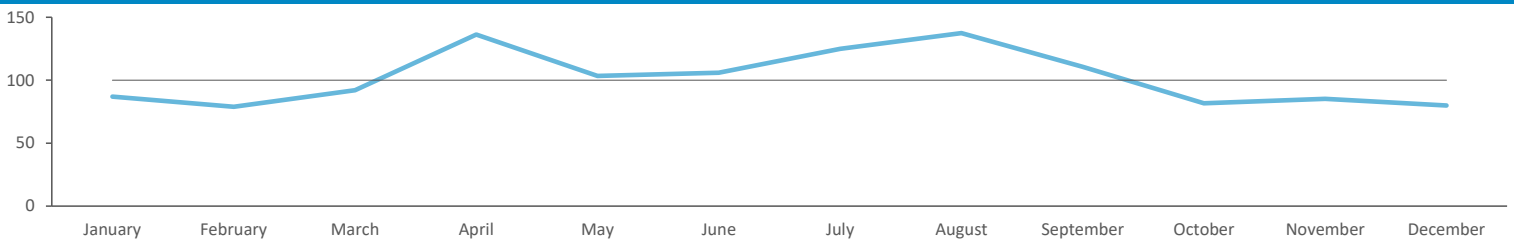


Time of Day/Day of Week



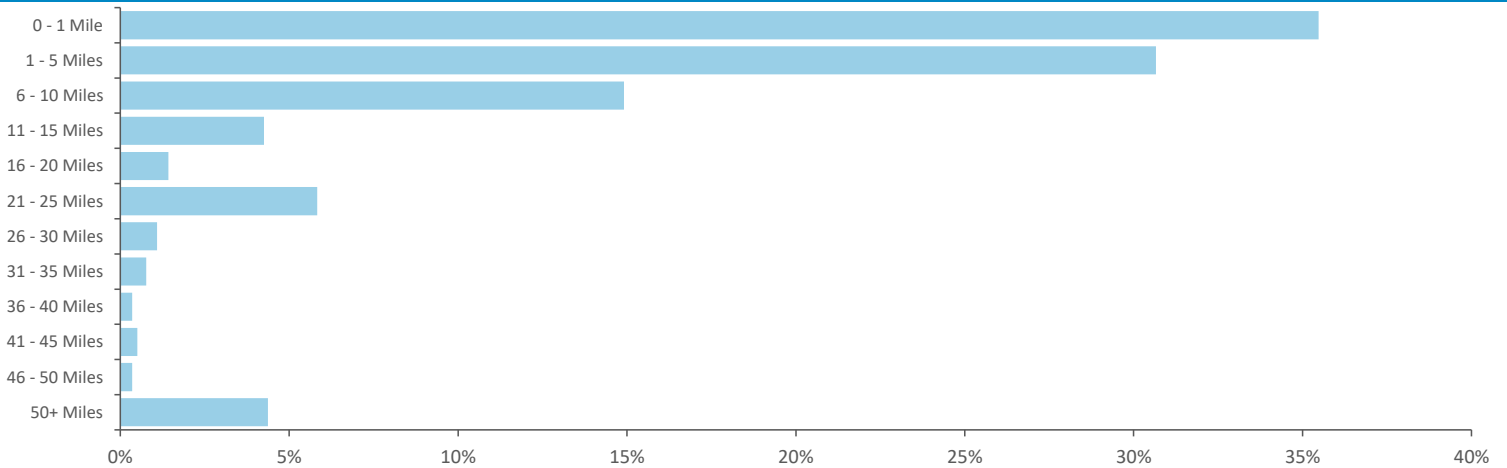
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



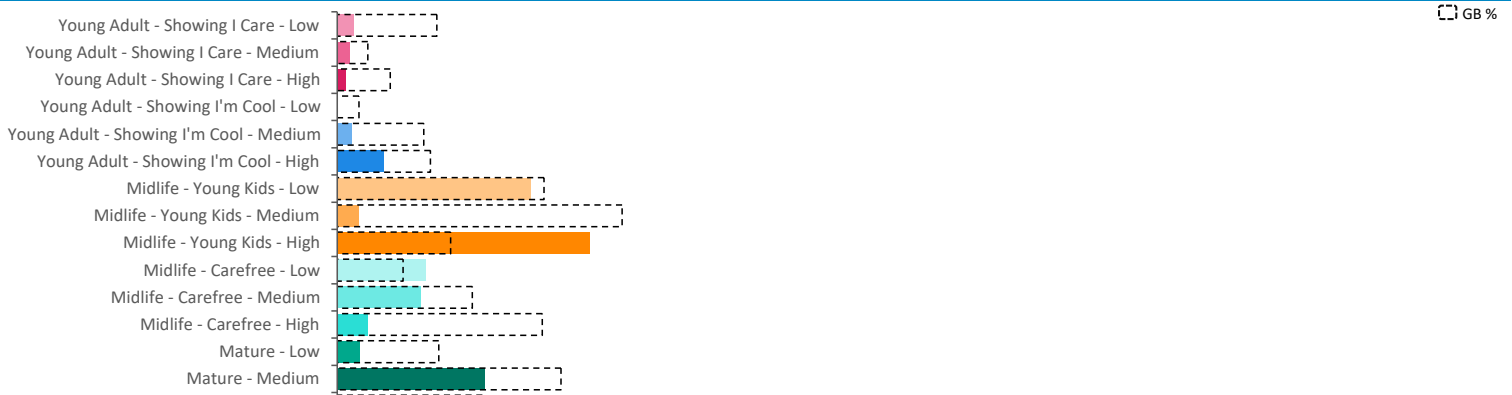
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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



Mobile Data Summary - Fox Inn Boars Hill

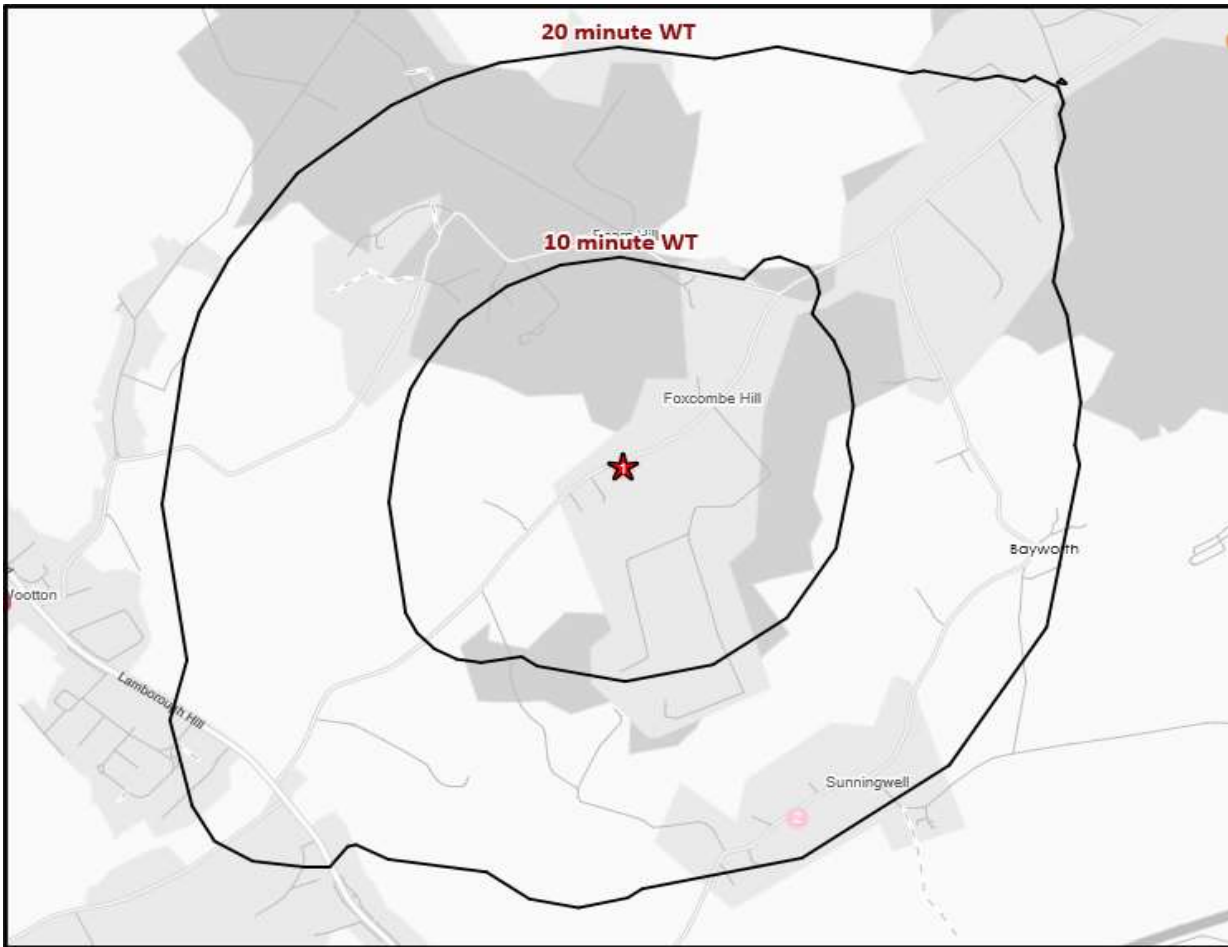


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Time of Day/Day of Week



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



- Pub Sites
- 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	Fox Inn	OX 1 5DR	Star Pubs & Bars	GPGF	0.0
2	Flowing Well	OX13 6RB	Greene King	GPGF	0.7
3	Bystander	OX13 6DN	Greene King	Family Pub Dining	1.0