

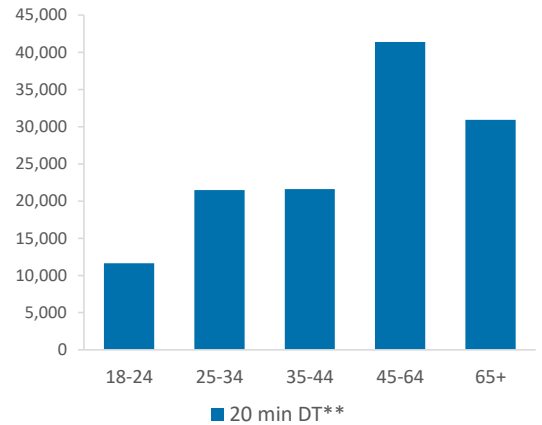
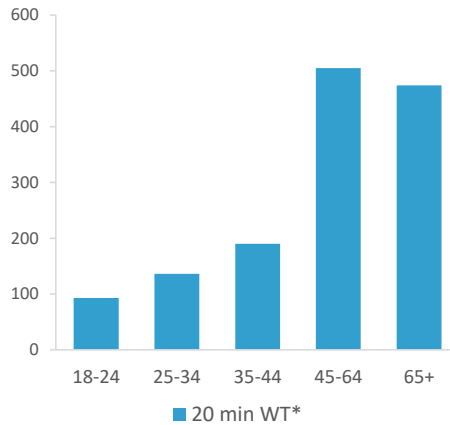
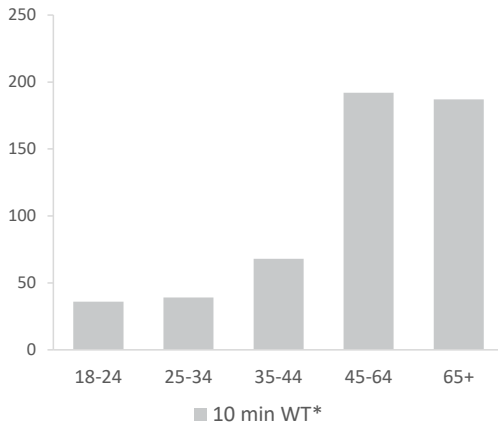
Catchment Summary - Black Horse East Hanney

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

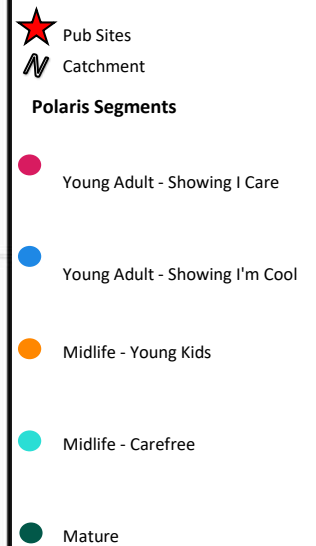
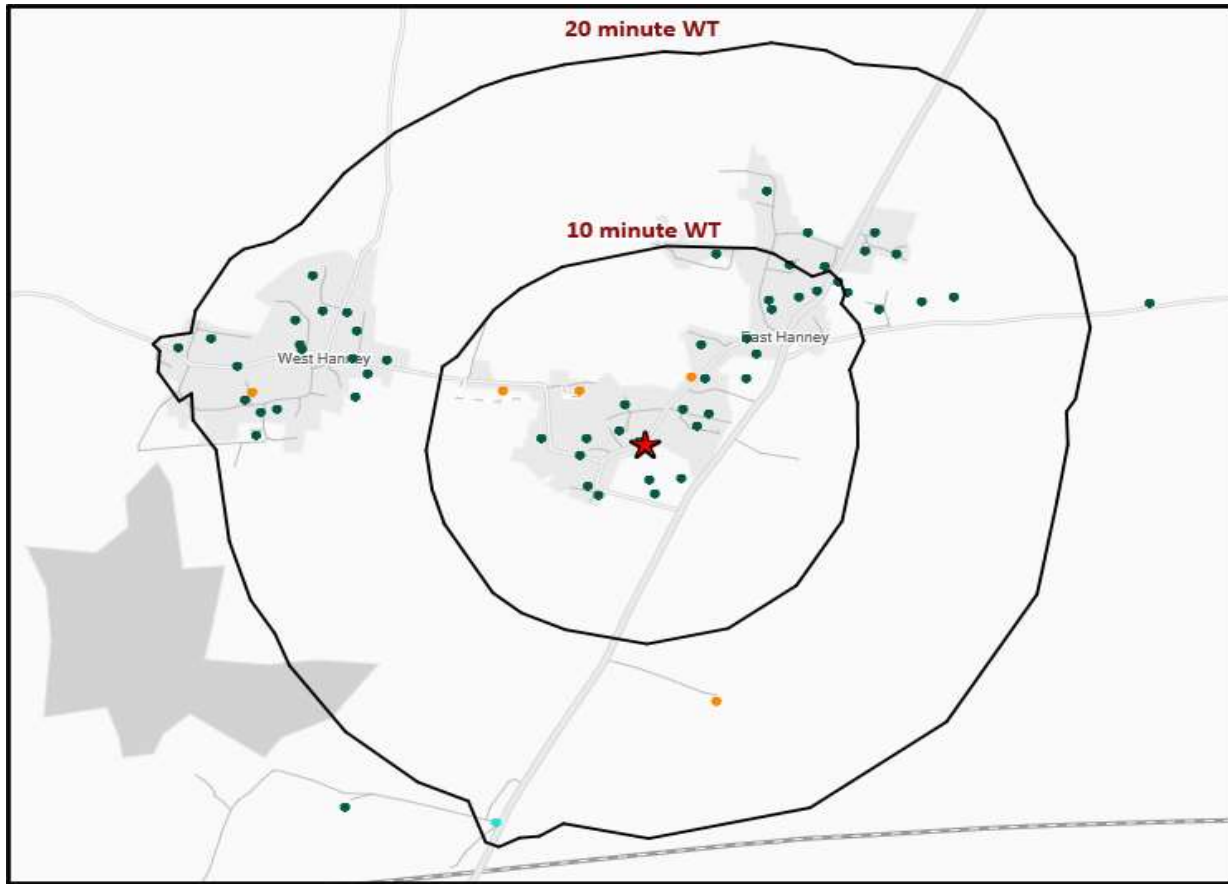
*WT= Walktime, **DT= Drivetime

	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	641	1,729	162,625	12	12	43	
<small>Population & Adults 18+ index is based on all pubs</small>							
Adults 18+	522	1,398	127,046	12	8	43	
Competition Pubs	2	3	167	13	9	46	
Adults 18+ per Competition Pub	261	466	761	32	56	92	
% Adults Likely to Drink	85.7%	86.7%	84.2%	104	105	102	
Affluence	Low	0.0%	0.0%	10.6%	0	0	41
	Medium	20.9%	11.9%	24.8%	53	30	63
	High	79.1%	88.1%	62.6%	236	263	187
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	36	93	11,652	69	66	88
	25-34	39	136	21,465	46	59	99
	35-44	68	190	21,621	82	85	103
	45-64	192	505	41,398	117	114	100
	65+	187	474	30,910	153	143	99



	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	303 (47%)	830 (48%)	81,749 (50%)	96	97	102
	Female	338 (53%)	899 (52%)	80,876 (50%)	104	103	98
Economic Status (16-74)	Employed: Full-time	174 (39%)	528 (44%)	55,739 (48%)	94	105	116
	Employed: Part-time	46 (10%)	138 (11%)	15,130 (13%)	80	88	101
	Self employed	65 (15%)	173 (14%)	11,356 (10%)	153	150	103
	Unemployed	3 (1%)	11 (1%)	1,679 (1%)	28	38	61
	Retired	108 (24%)	251 (21%)	14,194 (12%)	176	151	89
	Other	49 (11%)	104 (9%)	17,364 (15%)	56	44	76
Total Worker Count	113	342	77,652				

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	5,039	0	0	44
Young Adult - Showing I'm Cool	0	0	8,987	0	0	77
Midlife - Young Kids	106	119	36,290	65	27	91
Midlife - Carefree	0	0	25,594	0	0	96
Mature	416	1,279	48,576	285	327	137
Not Private Households	0	0	2,560	0	0	140
Total	522	1,398	127,046			

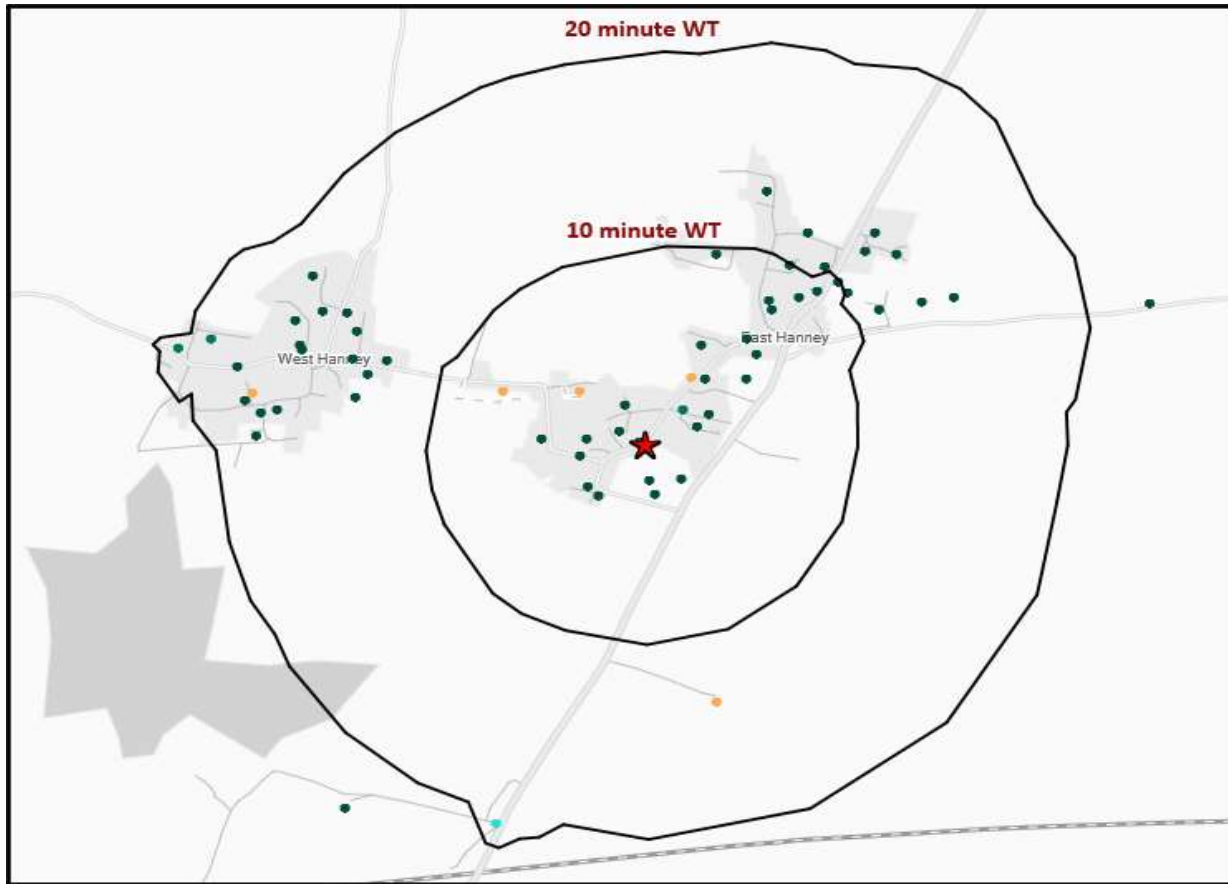
Polaris Summary - Black Horse East Hanney



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20 minute WT





- 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	1,459	0	0	27
Medium	0	0	57	0	0	3
High	0	0	3,523	0	0	82
Young Adult - Showing I'm Cool						
Low	0	0	76	0	0	6
Medium	0	0	321	0	0	7
High	0	0	8,590	0	0	151
Midlife - Young Kids						
Low	0	0	5,559	0	0	39
Medium	106	119	17,999	136	57	95
High	0	0	12,732	0	0	186
Midlife - Carefree						
Low	0	0	1,377	0	0	32
Medium	0	0	1,381	0	0	16
High	0	0	22,836	0	0	165
Mature						
Low	0	0	4,950	0	0	66
Medium	3	47	11,733	5	27	73
High	413	1,232	31,893	843	939	268
Not Private Households	0	0	2,560	0	0	140

Polaris Summary - Black Horse East Hanney



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Total

522

1,398

127,046



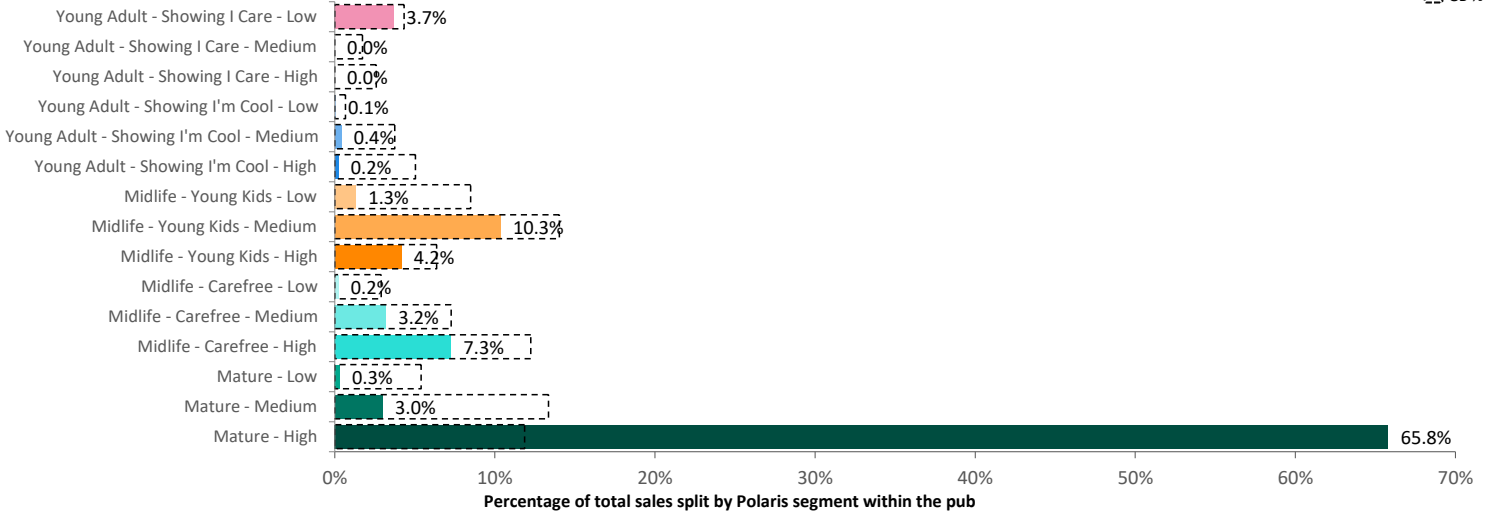
Transactional Data Summary - Black Horse East Hanney



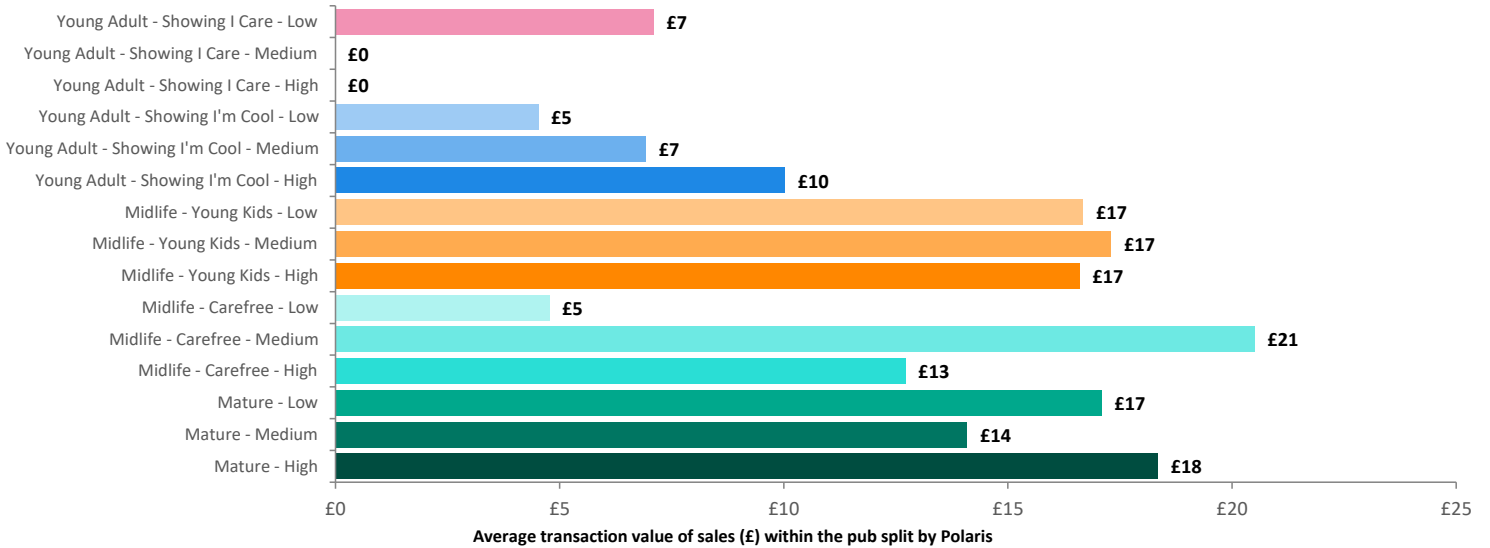
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Spend by Polaris

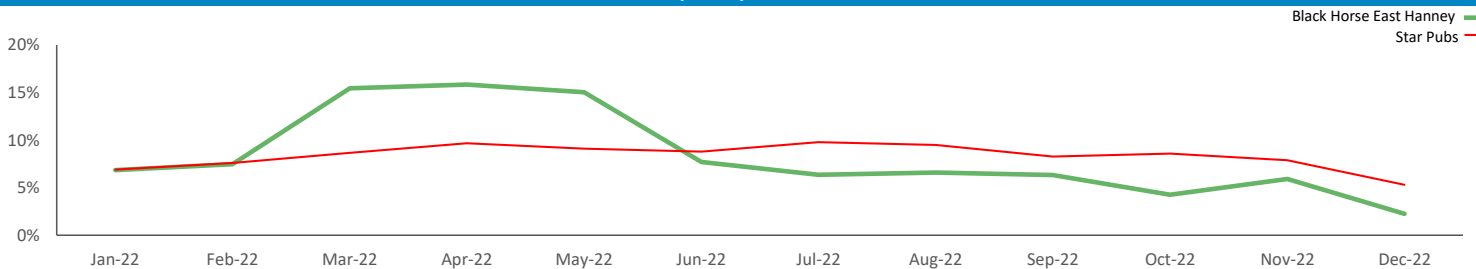
GB %



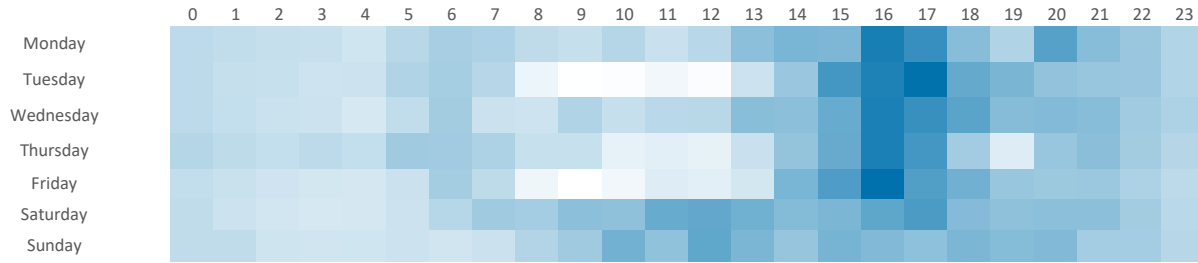
Average Transaction Values (£) by Polaris



Spend by Month

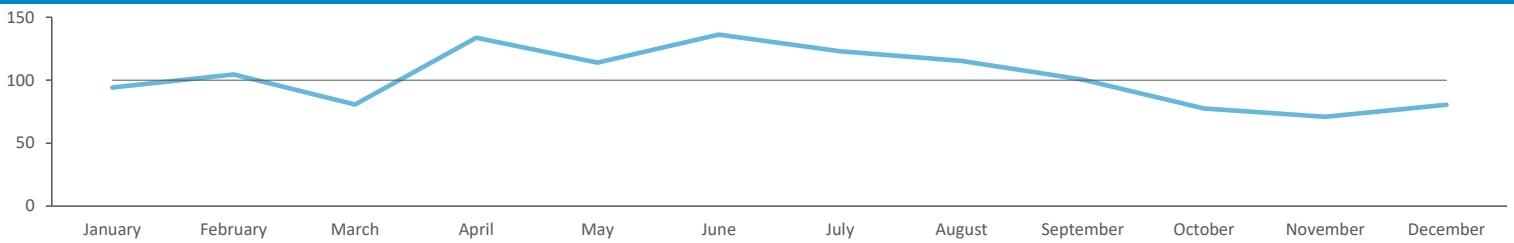


Time of Day/Day of Week



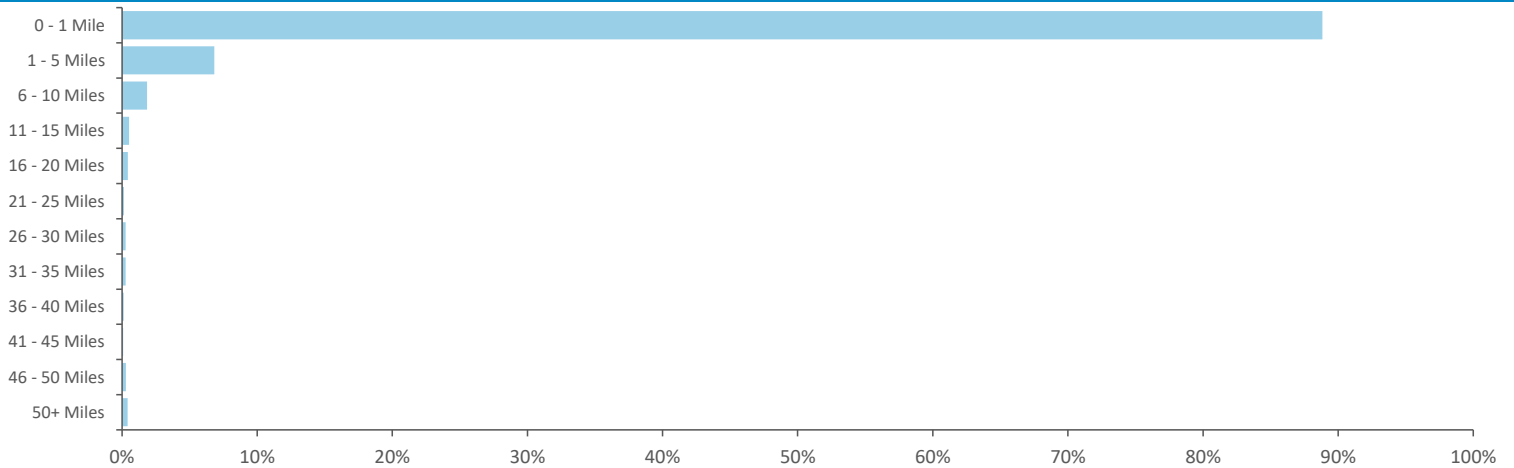
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



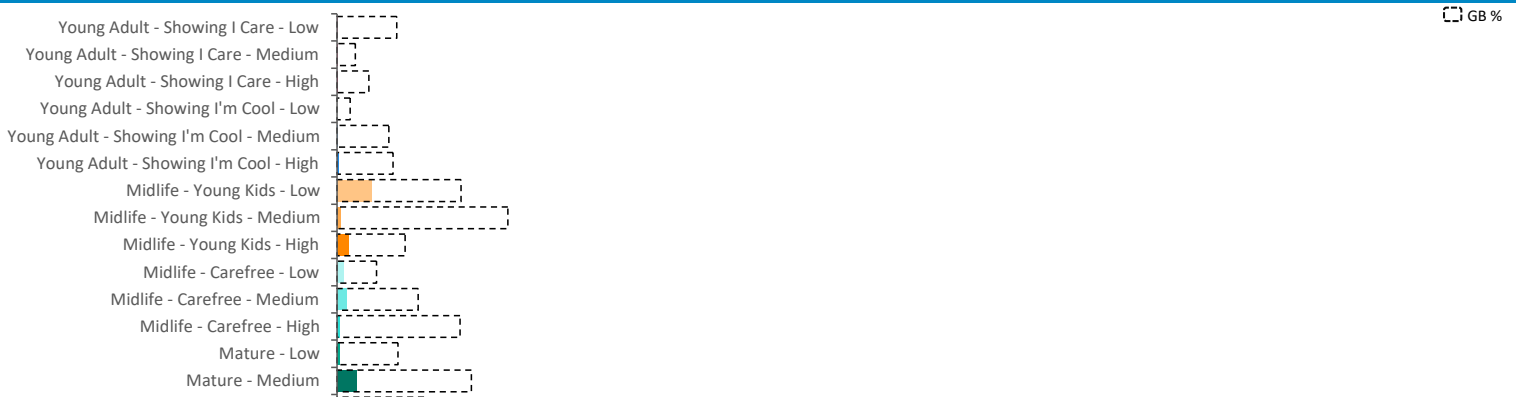
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Black Horse East Hanney

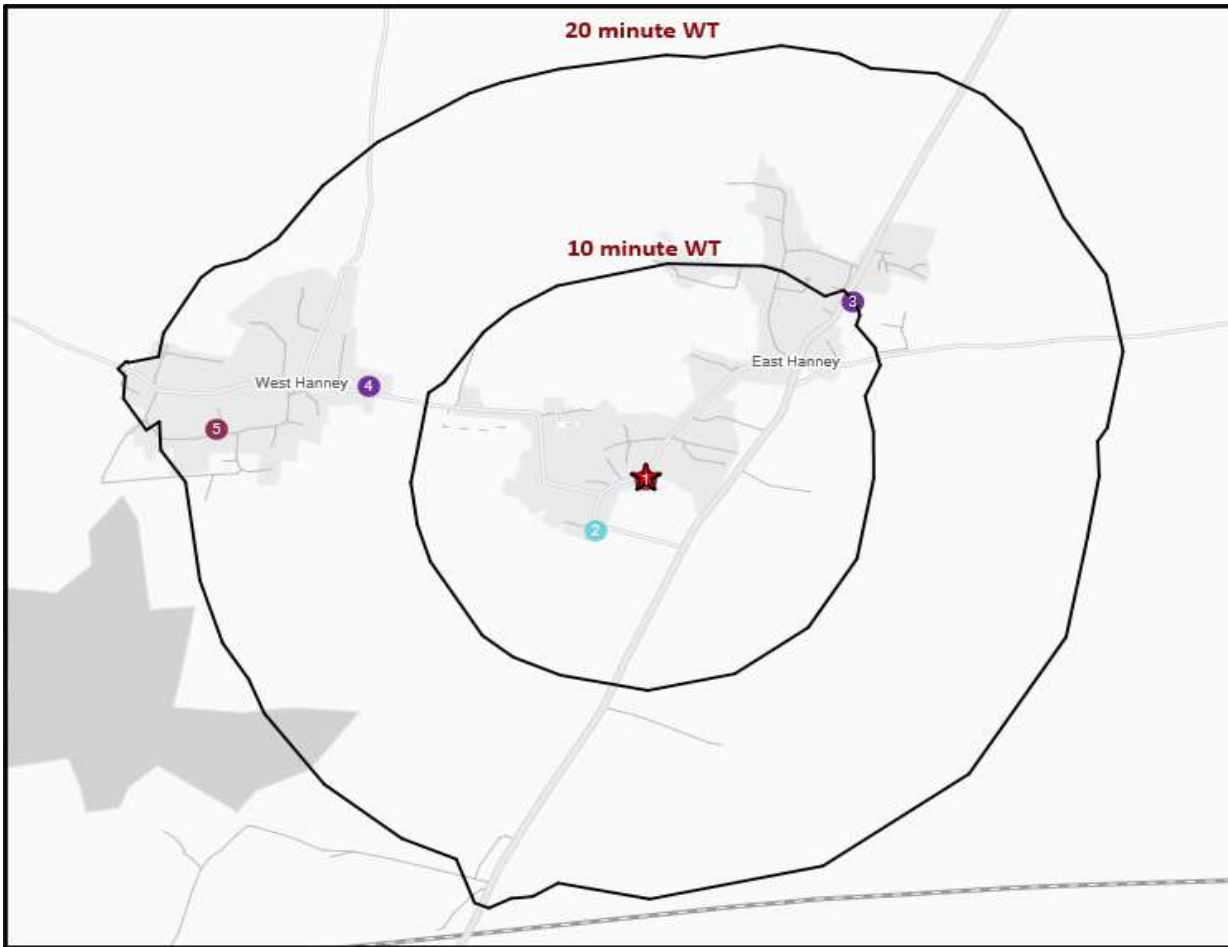


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Time of Day/Day of Week



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



- ★ Pub Sites
- 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	Black Horse	OX12 0JE	Star Pubs & Bars	Premium Local	0.0
2	Royal British Legion Club	OX12 0JQ	Independent Free	Clubland	0.1
3	La Fontana	OX12 0HP	Independent Free	Restaurants	0.5
4	Hanney Spice	OX12 0LA	Independent Free	Restaurants	0.5
5	Plough	OX12 0LN	*Other Small Retail Groups	Premium Local	0.7
6	Volunteer	OX12 0DH	Hook Norton	Premium Local	1.0