

# Catchment Summary - Duke Of Wellington Brighton



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

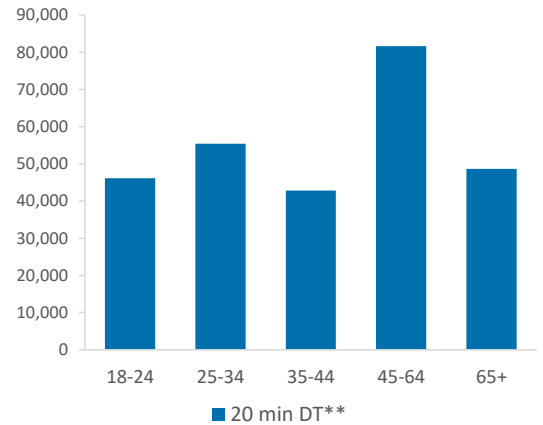
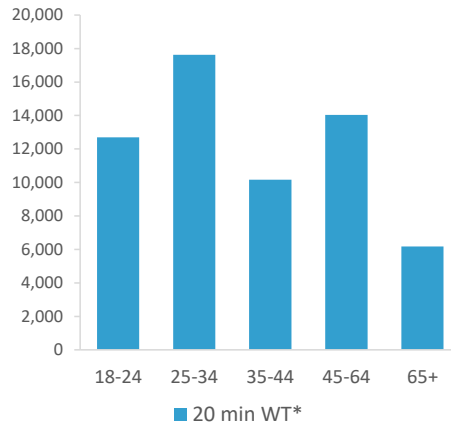
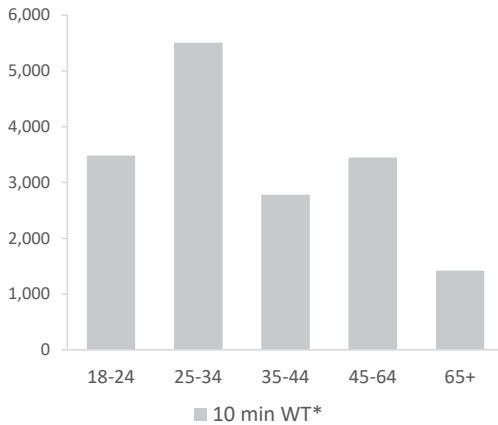
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	18,541	68,700	333,484	350	472	88
Adults 18+	16,635	60,678	274,676	382	339	92
Competition Pubs	83	210	394	553	656	109
Adults 18+ per Competition Pub	200	289	697	24	35	84
% Adults Likely to Drink	86.3%	86.1%	84.6%	105	104	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	43.5%	39.4%	28.9%	169	154	113
	Medium	42.5%	41.4%	39.7%	108	105	101
	High	13.7%	18.9%	30.4%	41	56	91

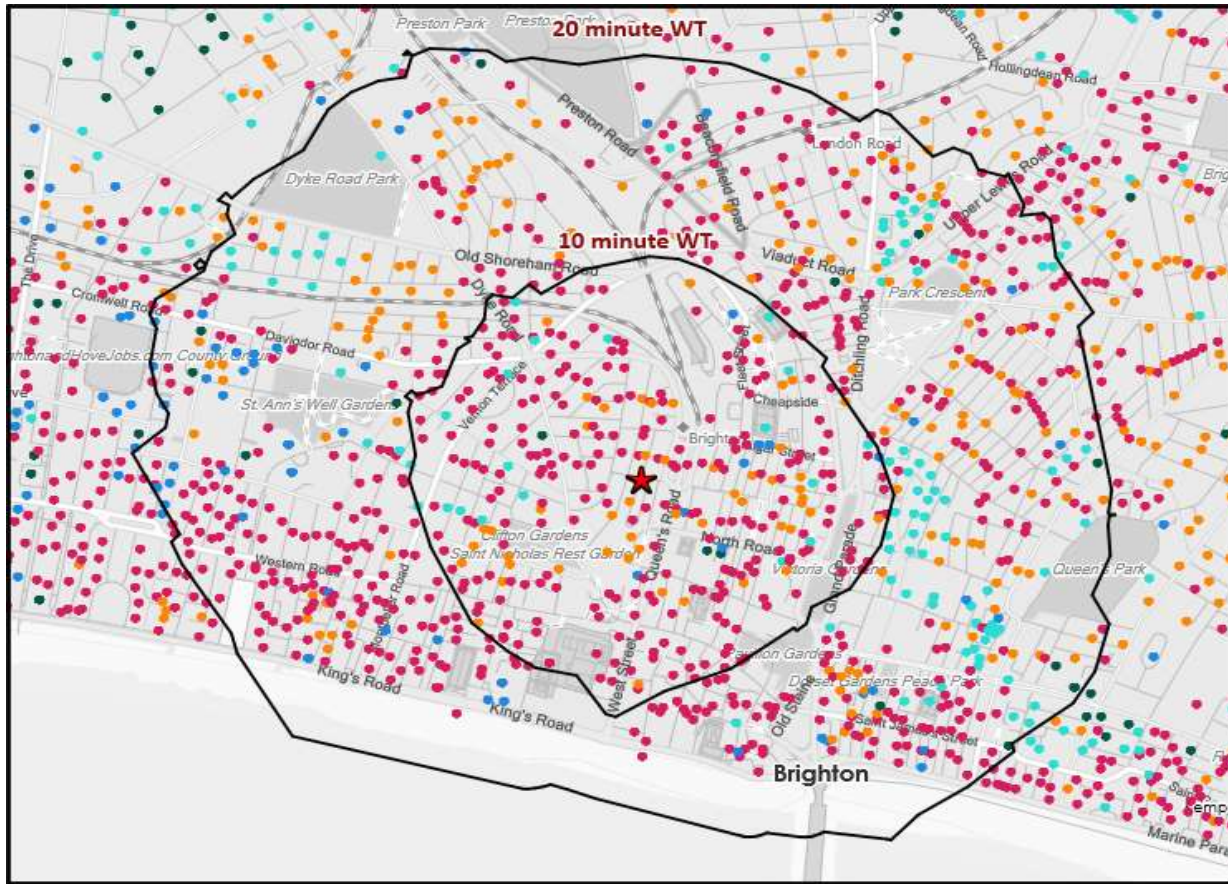
\*Affluence does not include Not Private Households

Age Profile	18-24	3,484	12,691	46,160	232	228	171
	25-34	5,506	17,622	55,409	223	193	125
	35-44	2,780	10,165	42,814	116	115	100
	45-64	3,447	14,031	81,625	73	80	96
	65+	1,418	6,169	48,668	40	47	76



	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	10,134 (55%)	36,741 (53%)	167,867 (50%)	111	108	102
	Female	8,407 (45%)	31,959 (47%)	165,617 (50%)	90	92	98
Economic Status (16-74)							
	Employed: Full-time	7,313 (45%)	24,435 (41%)	95,641 (37%)	108	100	89
	Employed: Part-time	1,360 (8%)	5,365 (9%)	30,733 (12%)	64	70	92
	Self employed	2,347 (14%)	9,173 (16%)	36,883 (14%)	150	163	150
	Unemployed	350 (2%)	1,239 (2%)	5,326 (2%)	90	89	87
	Retired	830 (5%)	3,395 (6%)	25,415 (10%)	37	42	72
	Other	4,131 (25%)	15,377 (26%)	63,566 (25%)	128	132	125
Total Worker Count		10,005	23,436	116,991			

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	12,865	40,926	89,094	867	756	363
Young Adult - Showing I'm Cool	295	3,318	16,167	19	59	64
Midlife - Young Kids	2,595	11,359	73,779	50	60	85
Midlife - Carefree	669	4,020	47,090	19	31	81
Mature	174	848	45,930	4	5	60
<b>Not Private Households</b>	37	207	2,616	15	24	66
<b>Total</b>	16,635	60,678	274,676			

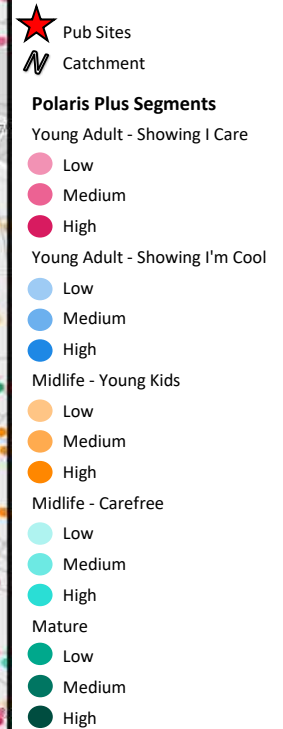
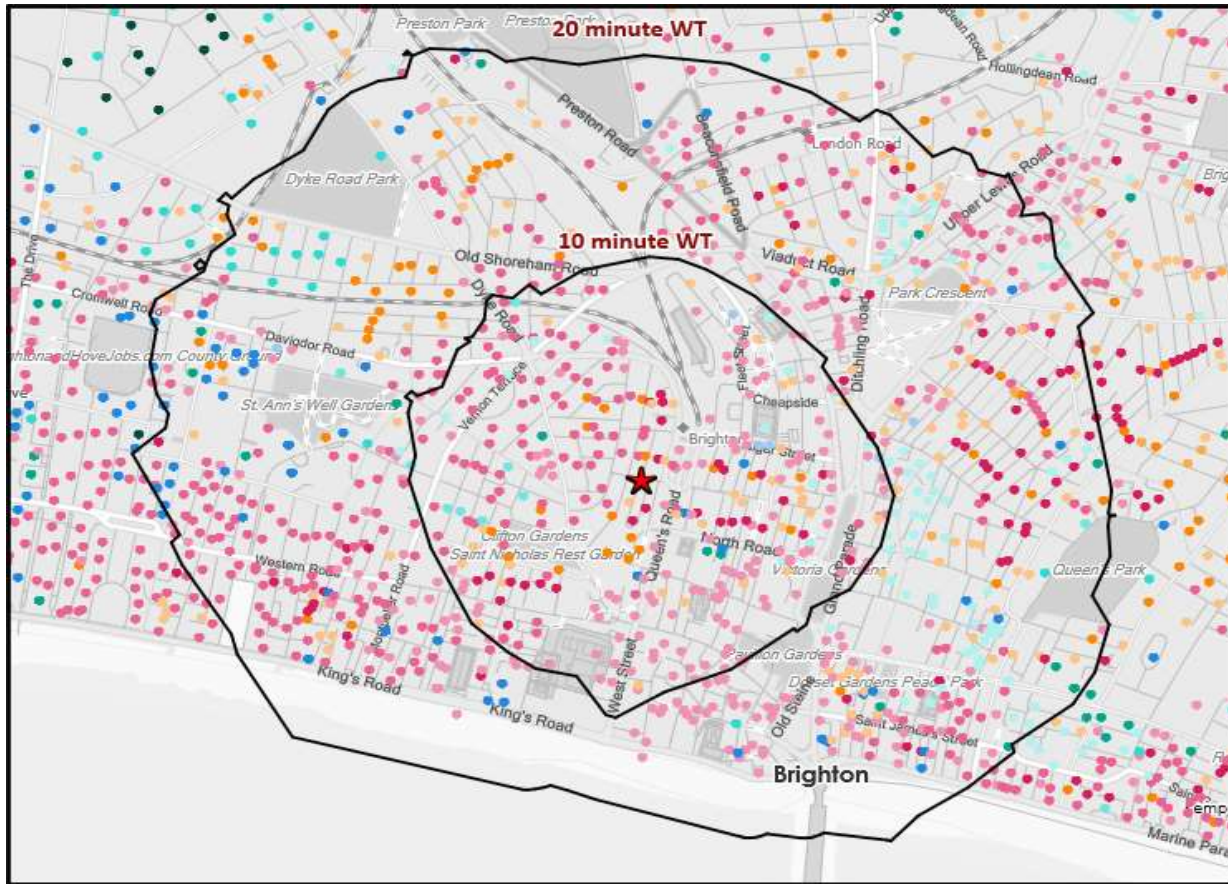
# Polaris Summary - Duke Of Wellington Brighton



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Data Source © 2020 TomTom



★ Pub Sites



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	4,858	12,288	24,224	697	483	210
Medium	6,859	24,494	51,124	3,024	2,961	1,365
High	1,148	4,144	13,746	205	203	149
<b>Young Adult - Showing I'm Cool</b>						
Low	215	367	426	126	59	15
Medium	0	0	1,661	0	0	16
High	80	2,951	14,080	11	109	115
<b>Midlife - Young Kids</b>						
Low	1,538	7,302	32,568	83	108	107
Medium	0	261	27,909	0	3	68
High	1,057	3,796	13,302	118	116	90
<b>Midlife - Carefree</b>						
Low	450	3,127	10,671	80	152	114
Medium	219	337	6,804	20	8	37
High	0	556	29,615	0	8	99
<b>Mature</b>						
Low	174	848	11,491	18	24	70
Medium	0	0	21,625	0	0	62
High	0	0	12,814	0	0	50
<b>Not Private Households</b>	37	207	2,616	15	24	66

# Polaris Summary - Duke Of Wellington Brighton



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Total

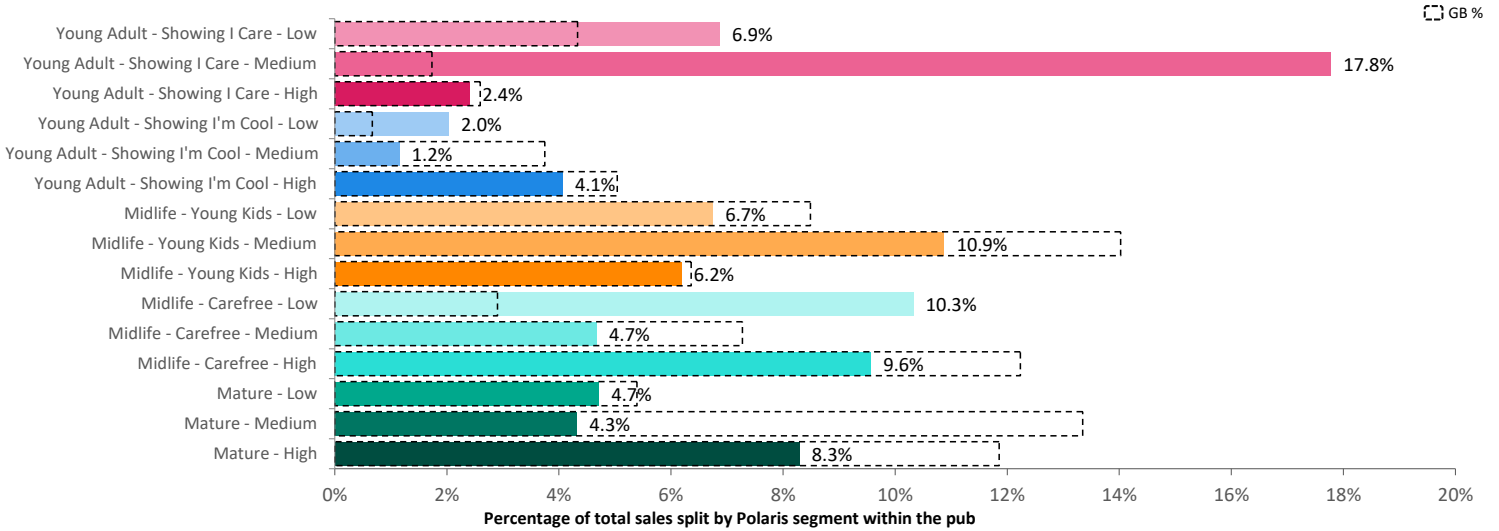
16,635

60,678

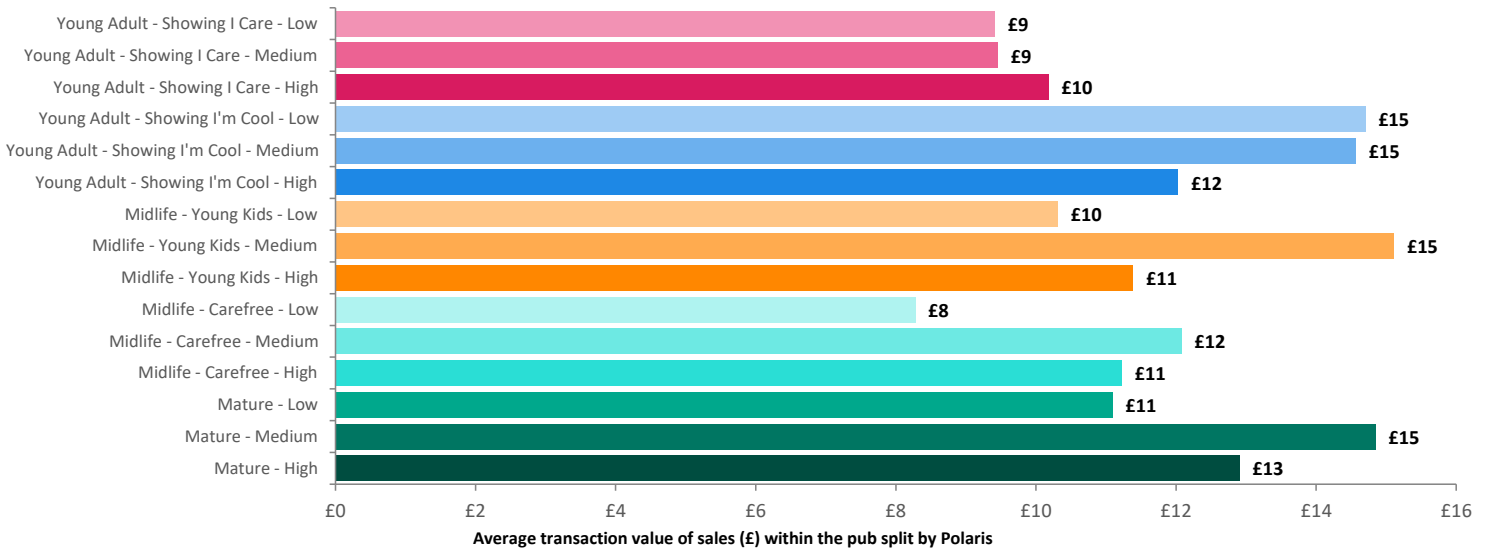
274,676

★ Pub Sites

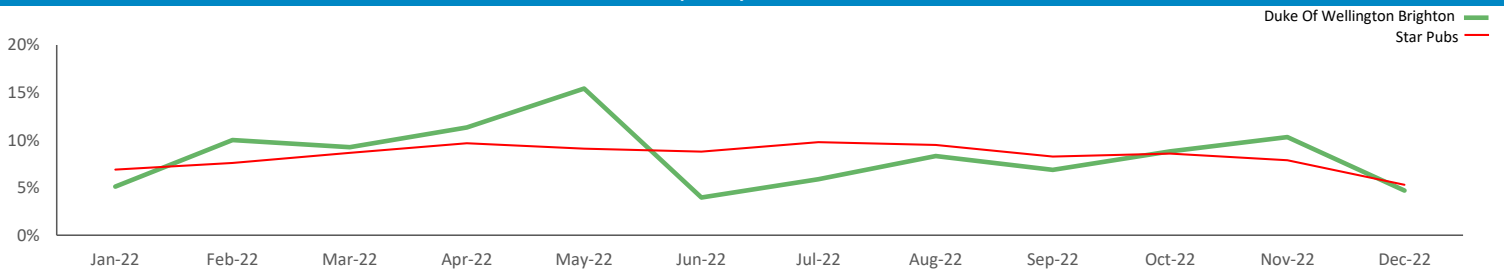
Spend by Polaris



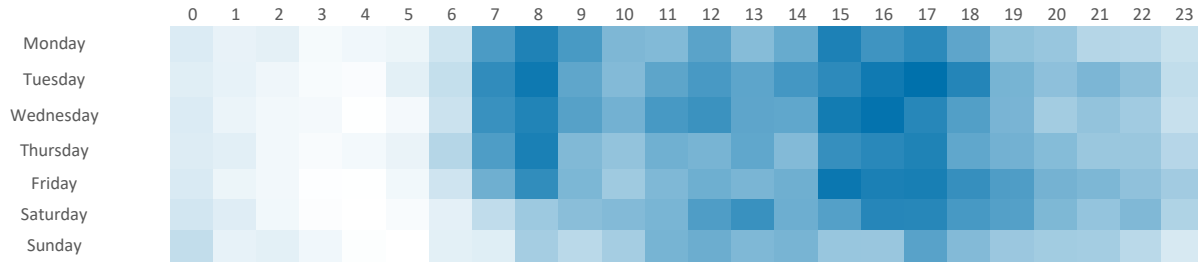
Average Transaction Values (£) by Polaris



Spend by Month

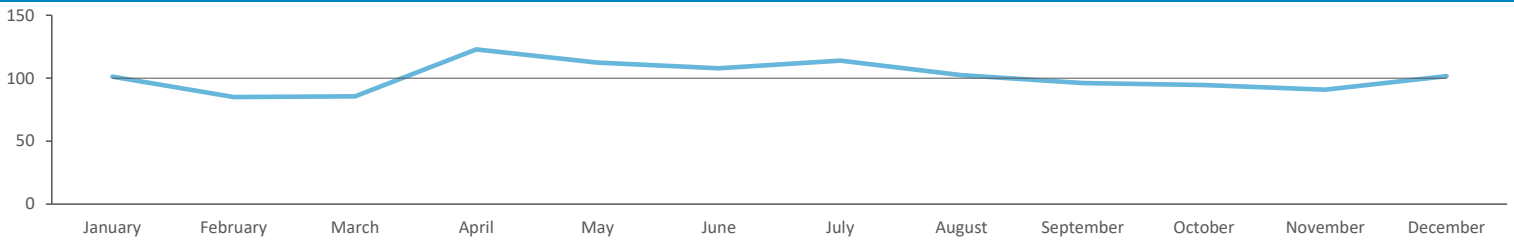


### Time of Day/Day of Week



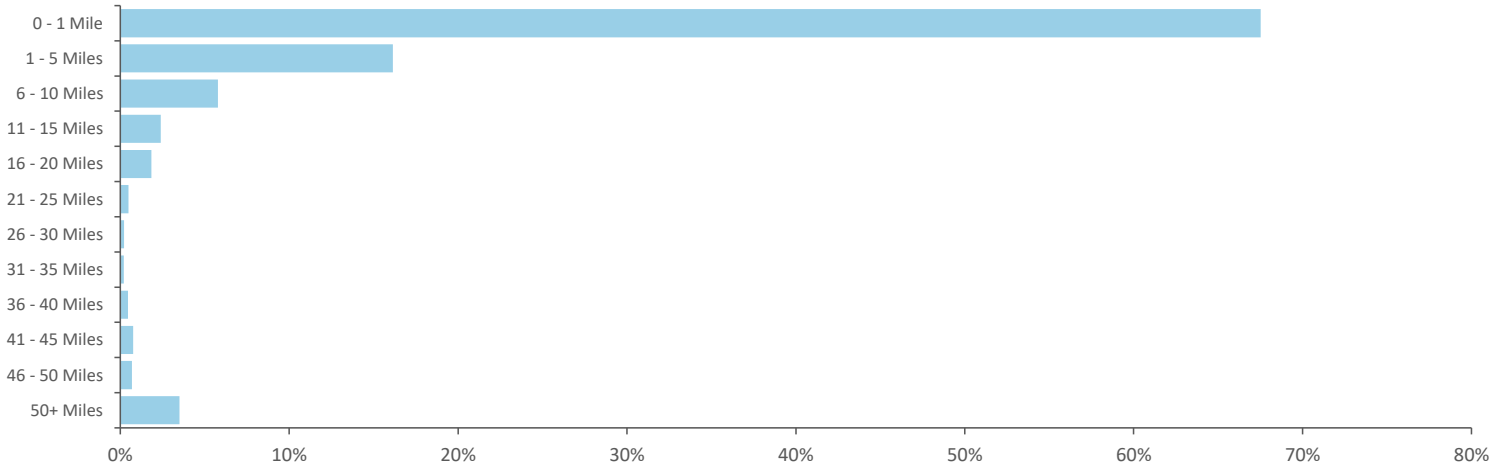
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### Index by Month



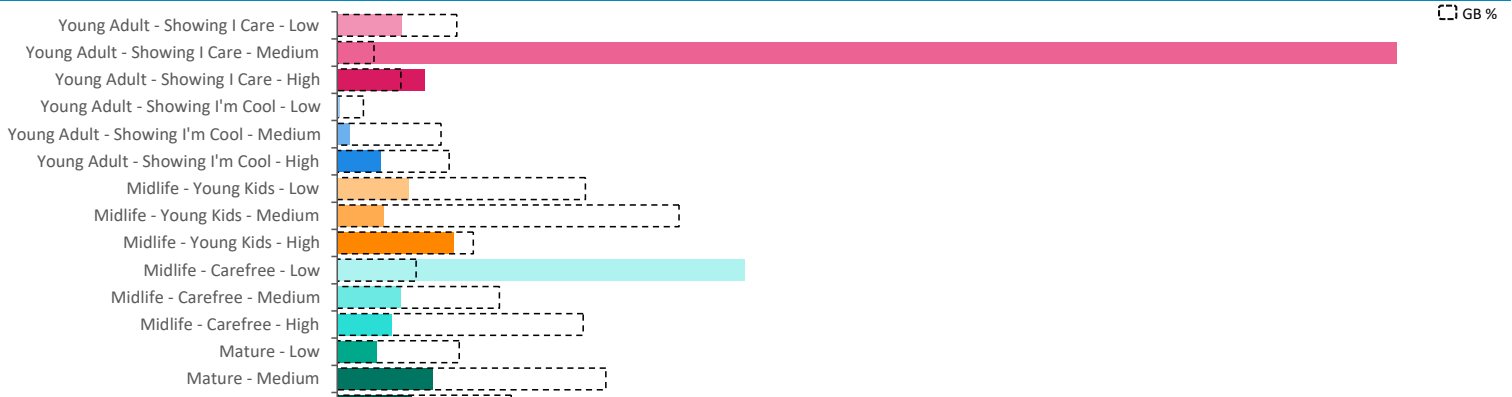
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

### 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

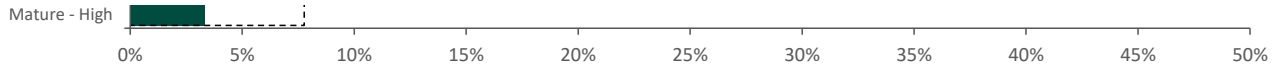


# Mobile Data Summary - Duke Of Wellington Brighton



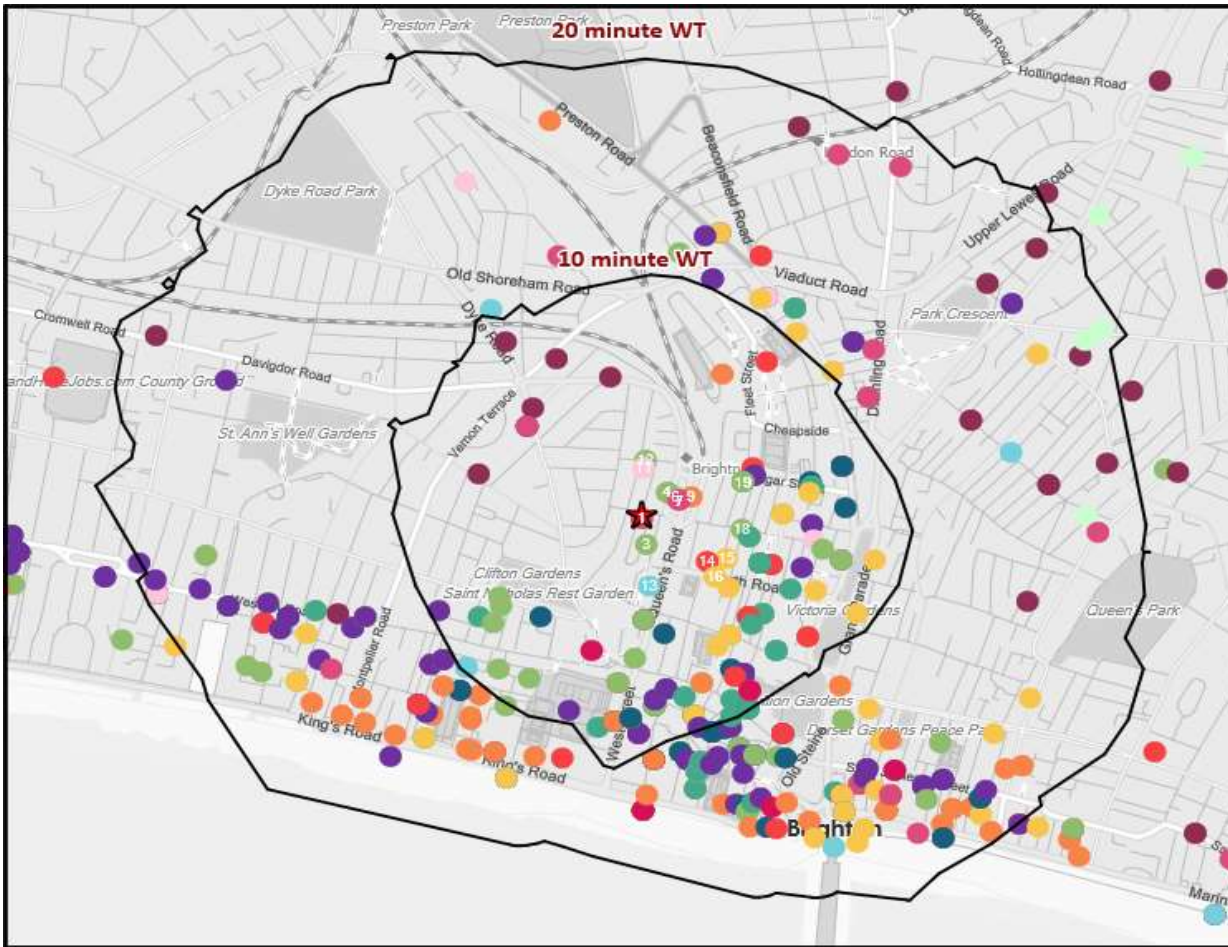
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## Time of Day/Day of Week



**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	Duke Of Wellington	BN 1 3LQ	Star Pubs & Bars	Circuit Bar	0.0
1	Eddy	BN 1 3LQ	Stonegate Pub Company	Family Pub Dining	0.0
3	Caxton Arms	BN 1 3LB	Shepherd Neame	Circuit Bar	0.0
4	Railway Bell	BN 1 3PA	Stonegate Pub Company	Circuit Bar	0.1
4	Grand Central	BN 1 3PA	Fuller Smith & Turner	Circuit Bar	0.1
6	Evening Star	BN 1 3PB	Independent Free	Circuit Bar	0.1
7	Fountain House Restaurant	BN 1 3XD	Independent Free	Family Pub Dining	0.1
7	Queens Head	BN 1 3XD	Indigo Bars Ltd	Family Pub Dining	0.1
9	Cafe Coho	BN 1 3XE	Independent Free	High Street Pub	0.1
9	Ibis Hotel	BN 1 3XE	Accor Hotels	Hotel	0.1
11	Sussex Yeoman	BN 1 3LU	Greene King	GPGF	0.1
12	Battle Of Trafalgar	BN 1 3LW	Stonegate Pub Company	Circuit Bar	0.1
13	Sussex Masonic Club	BN 1 3YH	Independent Free	Clubland	0.1
14	Brighton Theatre	BN 1 1AA	Independent Free	Large Venue	0.1
15	Foundry	BN 1 4AT	Stonegate Pub Company	High Street Pub	0.2
16	Heart & Hand	BN 1 1YD	Stonegate Pub Company	High Street Pub	0.2
16	Three Jolly Butchers	BN 1 1YD	Laine Pub Company Ltd	High Street Pub	0.2
18	Brighton Tavern	BN 1 4AP	Star Pubs & Bars	Circuit Bar	0.2
19	Laine Deli	BN 1 4ED	Independent Free	ABOS	0.2
19	Lord Nelson	BN 1 4ED	Harvey	Circuit Bar	0.2