

# Catchment Summary - Setting Sun Brighton



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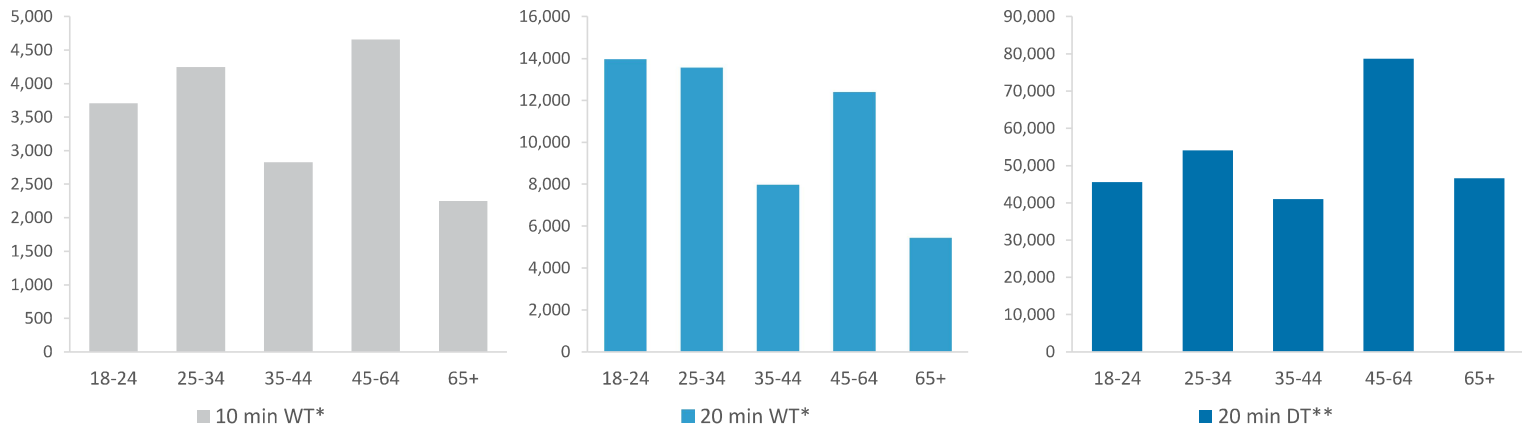
	<b>Over GB Average</b>
	<b>Around GB Average</b>
	<b>Under GB Average</b>

\*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		20,594	61,404	321,767	389	422	85
Adults 18+		17,693	53,270	266,041	407	298	89
Competition Pubs		46	192	389	307	600	107
Adults 18+ per Competition Pub		385	277	684	47	34	83
% Adults Likely to Drink		84.5%	84.9%	84.6%	102	103	103
Affluence							
	Low	45.4%	48.2%	28.8%	177	188	112
	Medium	23.3%	31.7%	40.0%	59	81	102
	High	31.2%	19.9%	30.3%	93	59	90
Age Profile							
	18-24	3,707	13,944	45,612	222	280	175
	25-34	4,247	13,550	54,081	155	166	126
	35-44	2,829	7,962	41,055	107	101	99
	45-64	4,658	12,382	78,714	88	79	96
	65+	2,252	5,432	46,579	57	46	76

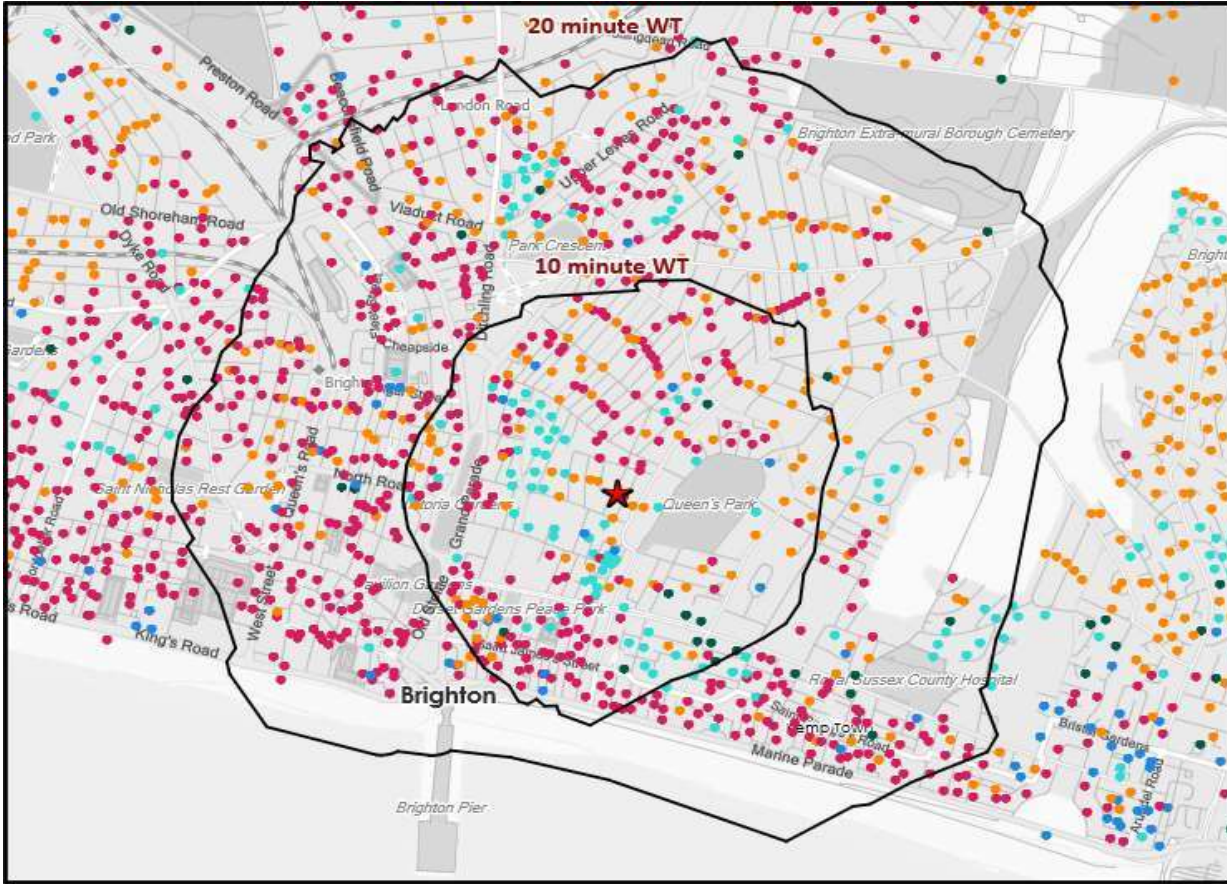
Population & Adults 18+ index is based on all pubs

\*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	10,787 (52%)	32,143 (52%)	162,121 (50%)	106	106	102
	Female	9,807 (48%)	29,261 (48%)	159,646 (50%)	94	94	98
Economic Status (16-74)							
	Employed: Full-time	6,026 (35%)	18,854 (36%)	92,110 (37%)	85	87	89
	Employed: Part-time	1,664 (10%)	4,610 (9%)	29,322 (12%)	75	68	90
	Self employed	2,522 (15%)	7,878 (15%)	36,481 (15%)	155	159	153
	Unemployed	390 (2%)	1,095 (2%)	5,164 (2%)	97	89	87
	Retired	1,286 (8%)	3,074 (6%)	24,402 (10%)	55	43	71
	Other	5,098 (30%)	16,461 (32%)	62,398 (25%)	152	161	127
Total Worker Count		5,099	29,192	113,479			

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	9,431	31,308	89,256	597	659	376
Young Adult - Showing I'm Cool	570	960	15,482	35	20	63
Midlife - Young Kids	4,641	15,362	69,609	83	92	83
Midlife - Carefree	2,507	4,552	43,580	67	41	78
Mature	515	1,010	45,680	10	7	61
<b>Not Private Households</b>	29	78	2,434	11	10	64
<b>Total</b>	17,693	53,270	266,041			

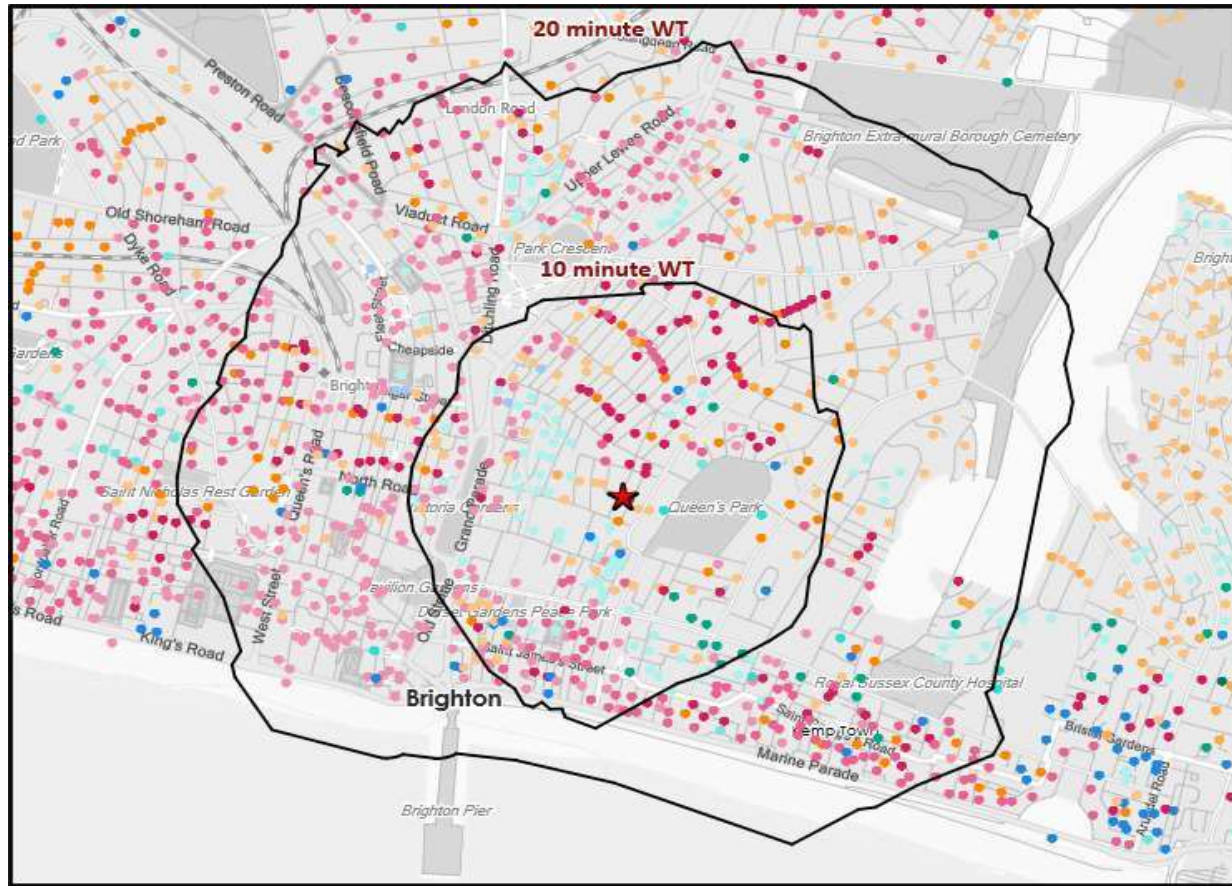
# Polaris Summary - Setting Sun Brighton



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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

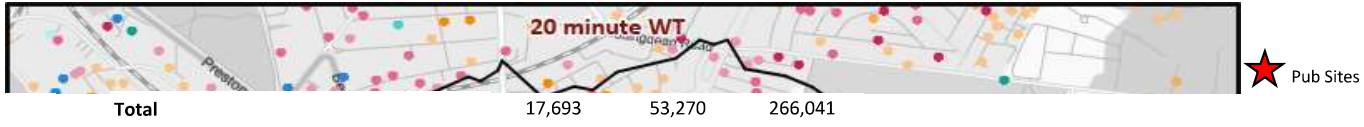
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Young Adult - Showing I Care</b>						
Low	2,741	10,558	24,305	370	473	218
Medium	3,472	14,749	51,124	1,439	2,031	1,410
High	3,218	6,001	13,827	540	334	154
<b>Young Adult - Showing I'm Cool</b>						
Low	167	321	426	92	59	16
Medium	0	0	1,905	0	0	19
High	403	639	13,151	51	27	110
<b>Midlife - Young Kids</b>						
Low	2,275	9,626	31,849	116	163	108
Medium	608	2,005	24,491	23	25	62
High	1,758	3,731	13,269	184	130	93
<b>Midlife - Carefree</b>						
Low	2,330	4,181	9,861	387	231	109
Medium	43	126	4,934	4	4	28
High	134	245	28,785	7	4	99
<b>Mature</b>						
Low	515	1,010	10,110	49	32	64
Medium	0	0	24,044	0	0	71
High	0	0	11,526	0	0	46
<b>Not Private Households</b>	29	78	2,434	11	10	64



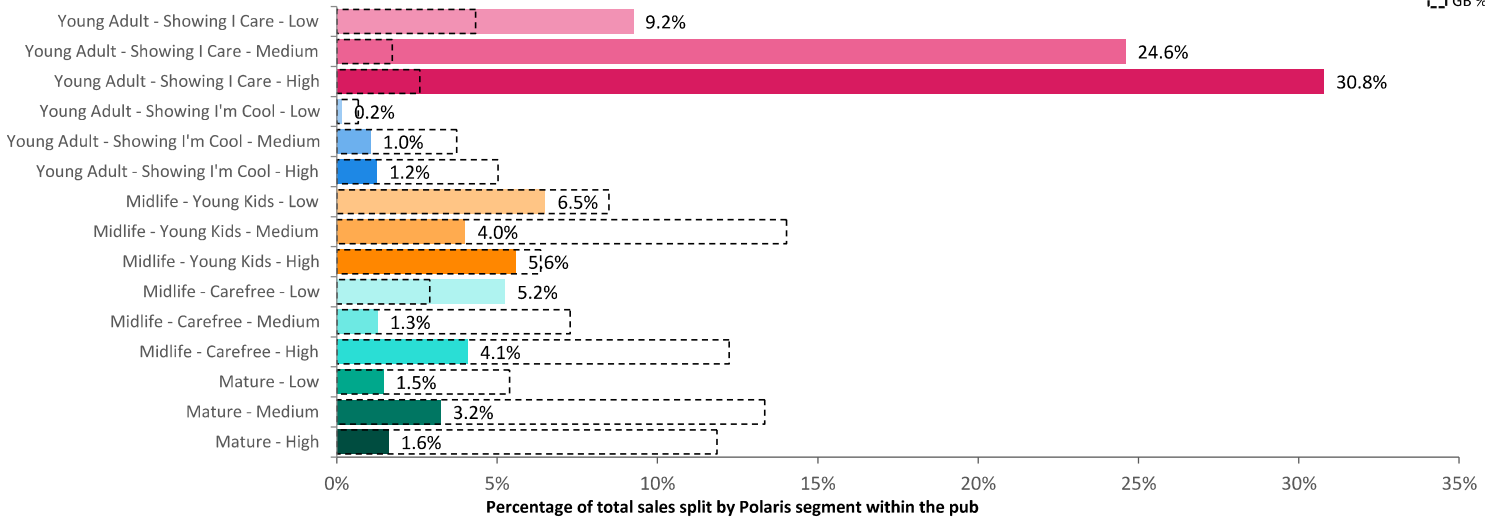
# Polaris Summary - Setting Sun Brighton



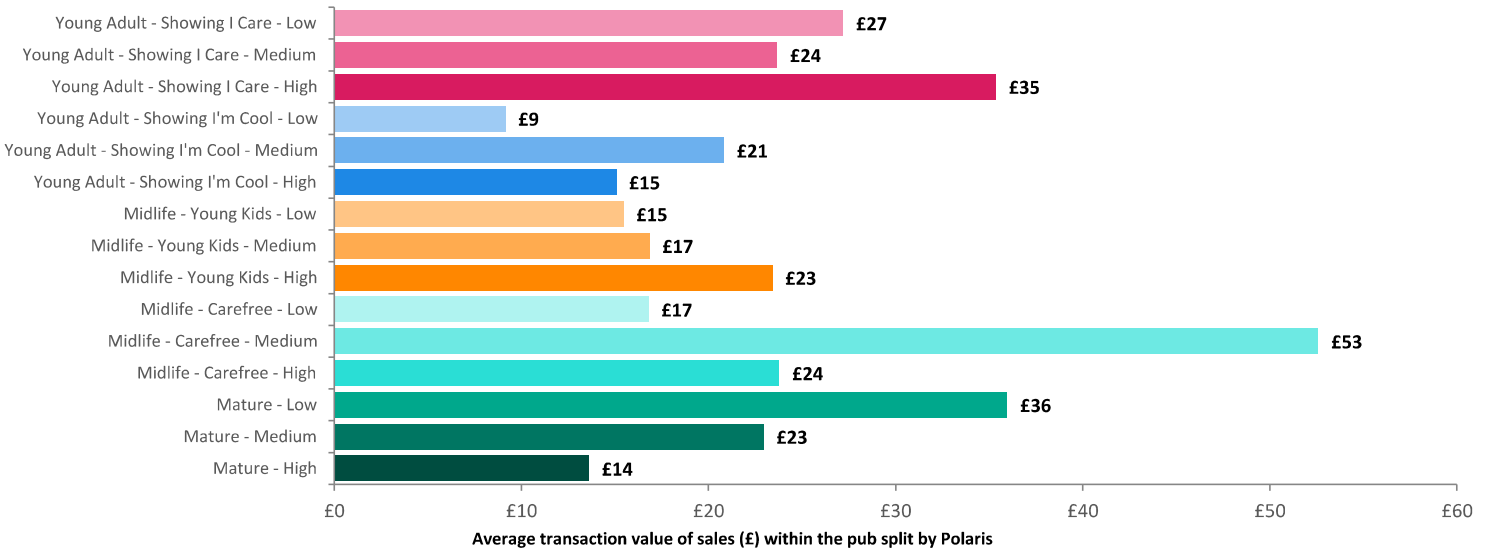
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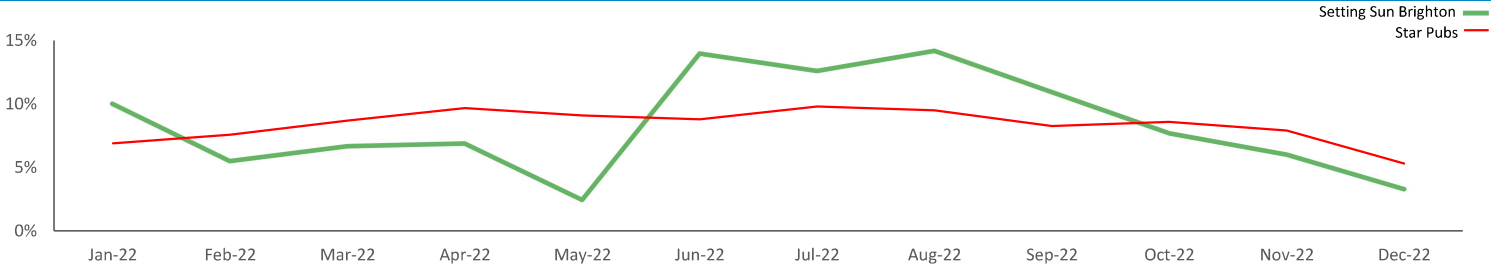
Spend by Polaris



Average Transaction Values (£) by Polaris



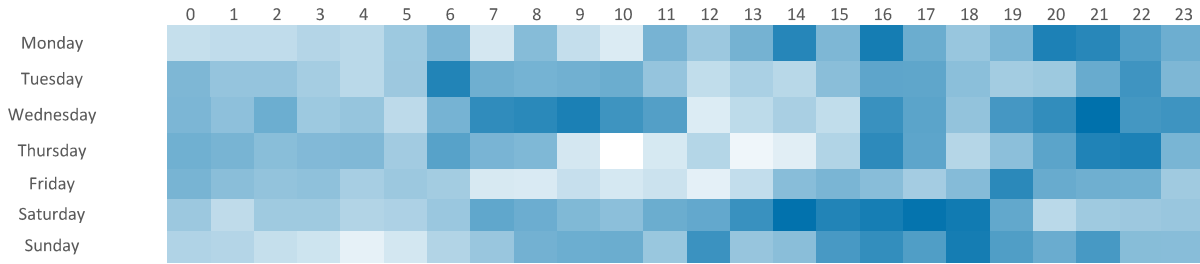
Spend by Month



# Mobile Data Summary - Setting Sun Brighton

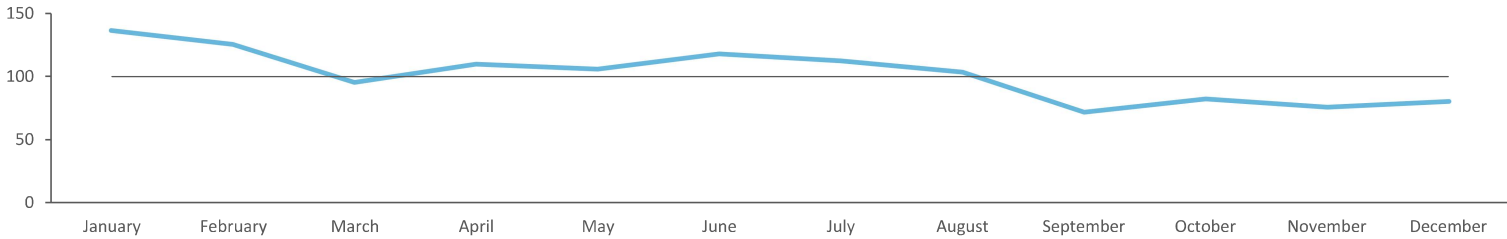
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## Time of Day/Day of Week



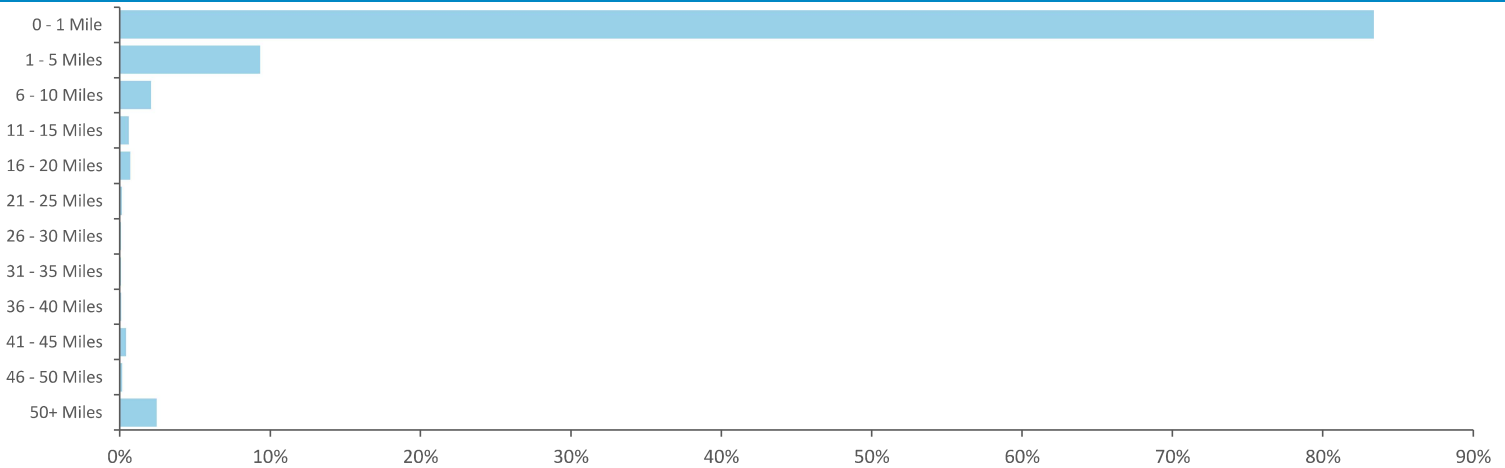
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



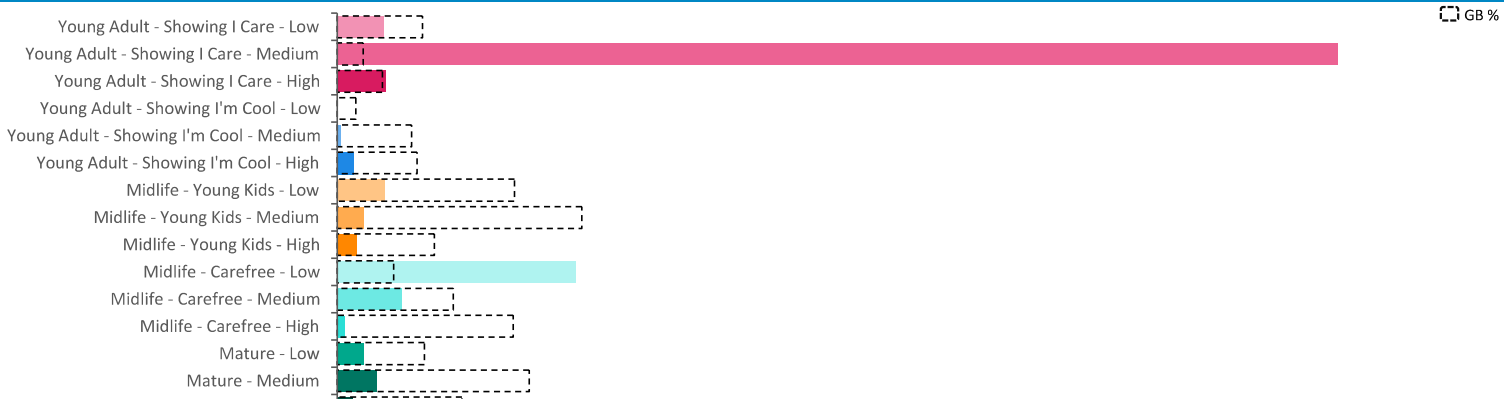
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## Distance from Home



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

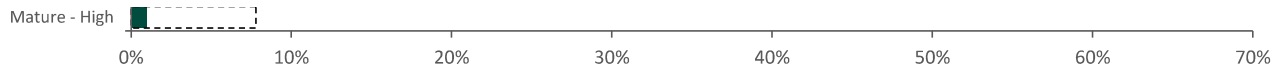
## Polaris Plus Profile



# Mobile Data Summary - Setting Sun Brighton

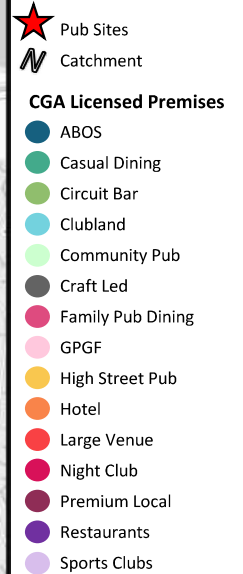
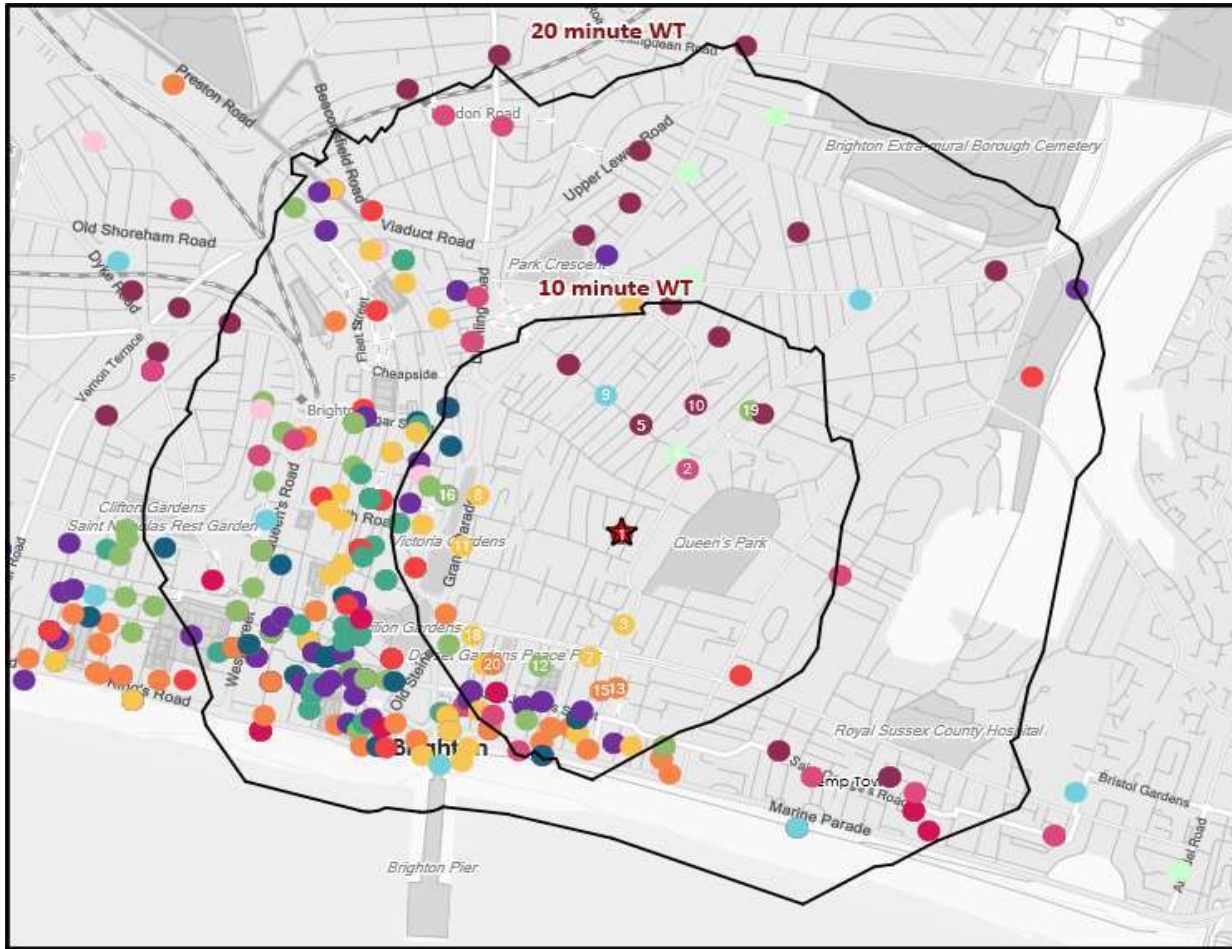
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## Time of Day/Day of Week



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





Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Setting Sun	BN 2 0GN	Star Pubs & Bars	Premium Local	0.0
2	Independent	BN 2 0GH	Independent Free	Family Pub Dining	0.2
3	Starfish And Coffee	BN 2 0GA	Independent Free	High Street Pub	0.2
4	Haus On The Hill	BN 2 9UF	Independent Free	Community Pub	0.2
5	Sir Charles Napier	BN 2 9UE	Fuller Smith & Turner	Premium Local	0.2
5	Dover Castle	BN 2 9UE	Shepherd Neame	Premium Local	0.2
7	Jw Lennons	BN 2 0JL	Laine Pub Company Ltd	High Street Pub	0.2
8	Sallis Benney Theatre	BN 2 9QB	Independent Free	High Street Pub	0.3
9	Hanover Community Centre	BN 2 9UD	Independent Free	Clubland	0.3
10	Constant Service	BN 2 9SJ	Harvey	Premium Local	0.3
11	Brewdog	BN 2 9QA	BrewDog plc	High Street Pub	0.3
12	Village	BN 2 1RP	Stonegate Pub Company	Circuit Bar	0.3
13	Alvia Hotel	BN 2 1QF	Independent Free	Hotel	0.3
13	Cavalaire Hotel	BN 2 1QF	Independent Free	Hotel	0.3
15	Cowards	BN 2 1QE	Independent Free	Hotel	0.3
16	Full House	BN 1 4AA	Independent Free	Restaurants	0.3
16	North Laine	BN 1 4AA	Punch Pub Company	Circuit Bar	0.3
18	Brighton Bierhaus	BN 2 0JB	Independent Free	High Street Pub	0.3
19	Islingword	BN 2 9ZA	Punch Pub Company	Circuit Bar	0.3
20	Kings Arms	BN 2 1RJ	Stonegate Pub Company	Hotel	0.3