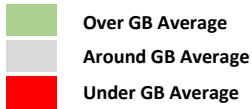


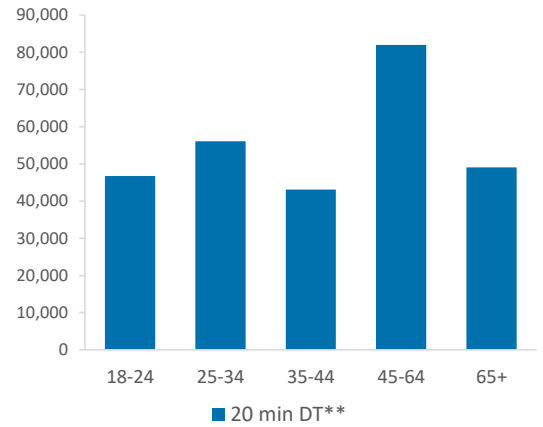
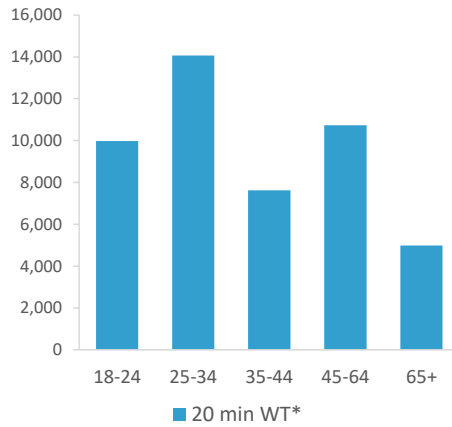
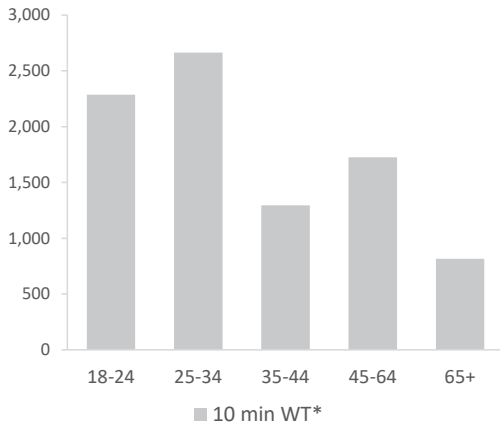
Catchment Summary - Market Inn Brighton

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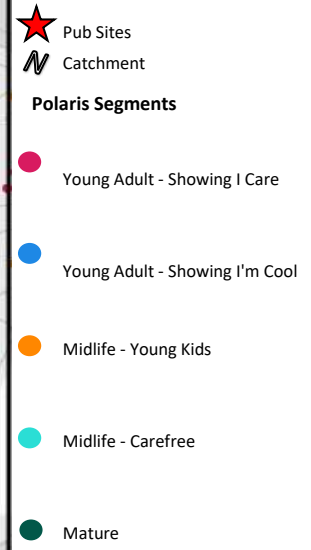
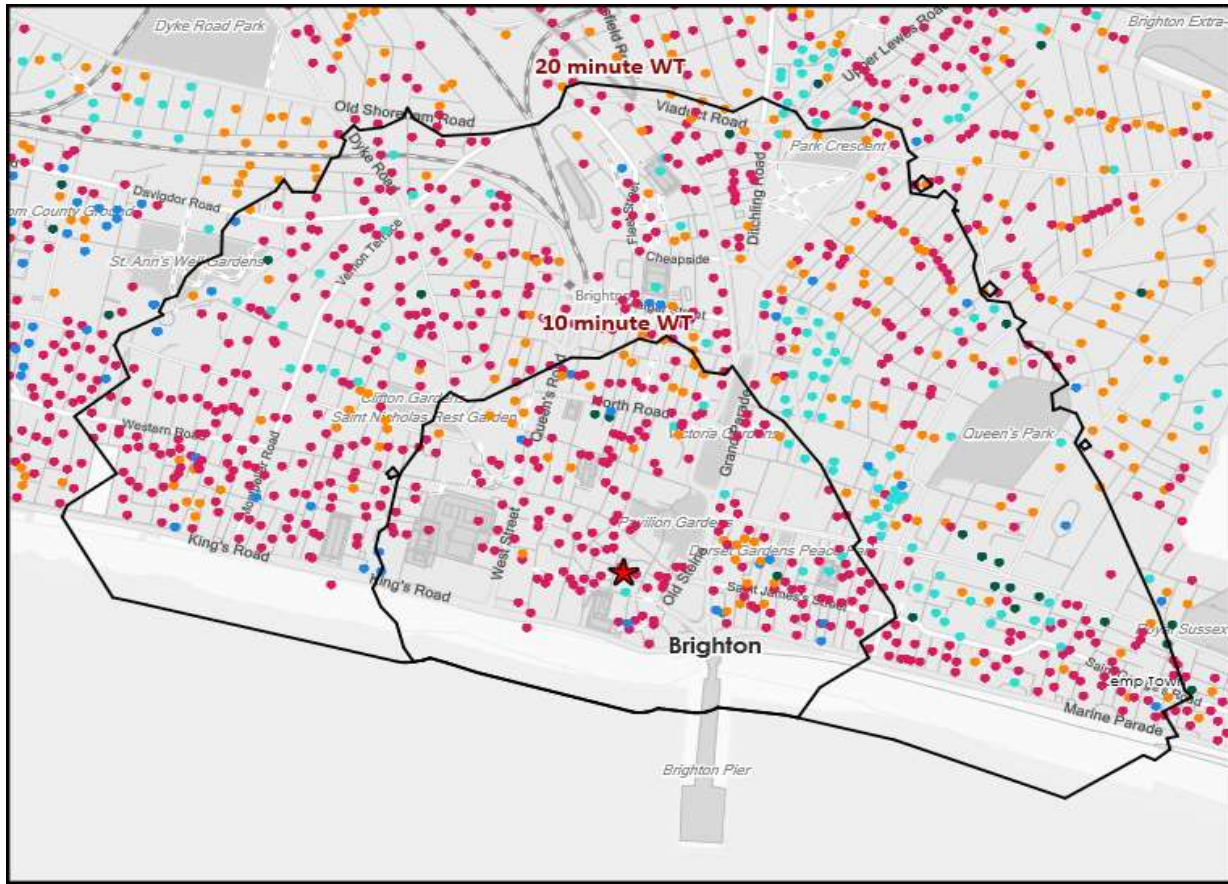
*WT= Walktime, **DT= Drivetime

	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	9,653	53,142	335,875	182	365	89	
Population & Adults 18+ index is based on all pubs							
Adults 18+	8,786	47,387	276,900	202	265	93	
Competition Pubs	112	205	388	747	641	107	
Adults 18+ per Competition Pub	78	231	714	10	28	86	
% Adults Likely to Drink	84.2%	86.0%	84.5%	102	104	103	
Affluence	Low	63.1%	41.6%	28.6%	246	162	112
	Medium	19.8%	41.7%	40.7%	50	106	104
	High	16.7%	16.3%	29.7%	50	49	89
*Affluence does not include Not Private Households							
Age Profile	18-24	2,286	9,974	46,724	292	231	172
	25-34	2,663	14,062	56,041	208	199	126
	35-44	1,296	7,621	43,105	104	111	100
	45-64	1,726	10,738	81,974	70	79	95
	65+	815	4,992	49,056	44	49	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	5,414 (56%)	28,817 (54%)	169,041 (50%)	113	110	102
	Female	4,239 (44%)	24,325 (46%)	166,834 (50%)	87	91	98
Economic Status (16-74)	Employed: Full-time	3,403 (40%)	18,833 (41%)	96,339 (37%)	96	98	89
	Employed: Part-time	695 (8%)	4,037 (9%)	30,885 (12%)	63	68	92
	Self employed	1,201 (14%)	6,883 (15%)	37,219 (14%)	147	157	150
	Unemployed	185 (2%)	1,010 (2%)	5,396 (2%)	91	93	88
	Retired	483 (6%)	2,855 (6%)	25,712 (10%)	41	45	72
	Other	2,593 (30%)	12,363 (27%)	64,090 (25%)	154	136	125
Total Worker Count	11,433	22,084	116,299				

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

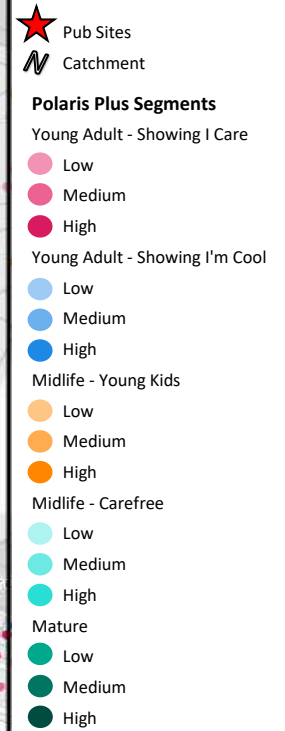
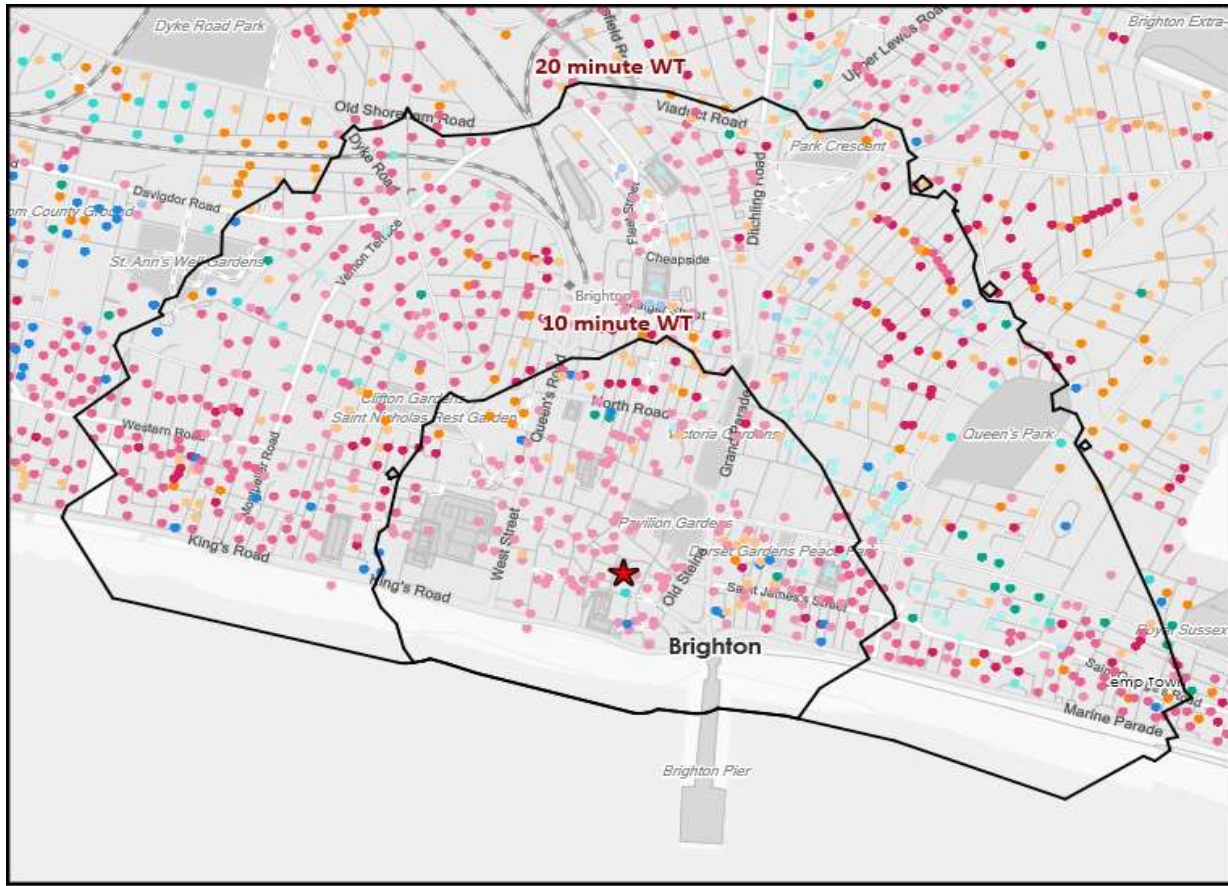
*WT= Walktime, **DT= Drivetime

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	6,519	33,878	89,026	831	801	360
Young Adult - Showing I'm Cool	548	1,816	17,263	68	42	68
Midlife - Young Kids	1,113	6,934	74,373	40	47	85
Midlife - Carefree	474	3,709	45,947	26	37	79
Mature	102	875	47,787	4	7	62
Not Private Households	30	175	2,504	24	26	63
Total	8,786	47,387	276,900			

Polaris Summary - Market Inn Brighton



 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**
Young Adult - Showing I Care						
Low	4,267	10,899	24,291	1,158	549	209
Medium	1,743	19,211	51,124	1,455	2,974	1,354
High	509	3,768	13,611	172	236	146
Young Adult - Showing I'm Cool						
Low	0	321	426	0	66	15
Medium	0	0	2,063	0	0	20
High	548	1,495	14,774	139	70	119
Midlife - Young Kids						
Low	717	4,476	32,504	73	85	106
Medium	0	166	28,433	0	2	69
High	396	2,292	13,436	84	90	90
Midlife - Carefree						
Low	460	3,158	10,290	154	196	109
Medium	0	374	6,877	0	12	37
High	14	177	28,780	1	3	95
Mature						
Low	102	875	11,762	20	31	72
Medium	0	0	24,295	0	0	69
High	0	0	11,730	0	0	45
Not Private Households	30	175	2,504	24	26	63

Polaris Summary - Market Inn Brighton



Total

8,786

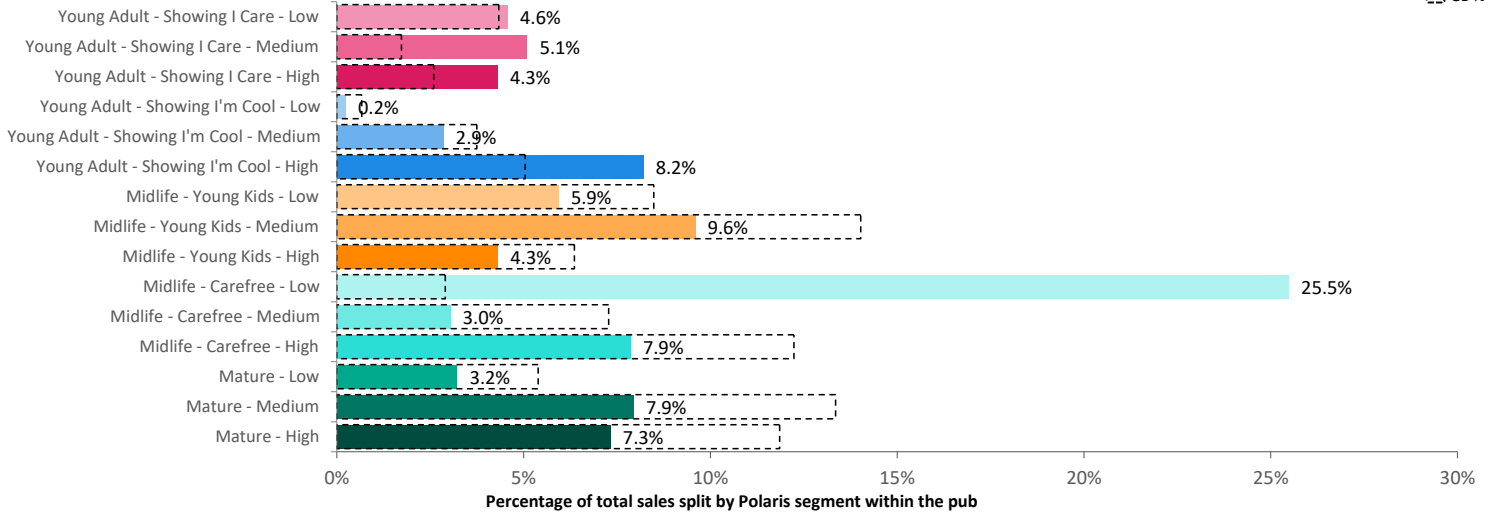
47,387

276,900

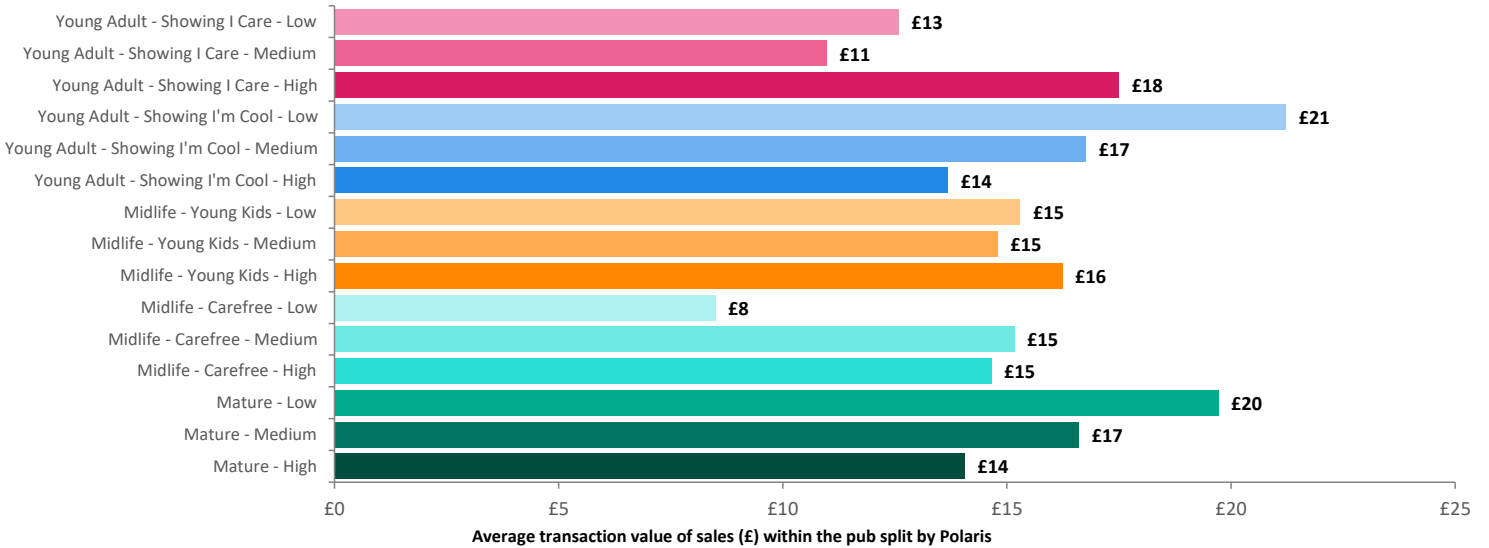
 Pub Sites

Spend by Polaris

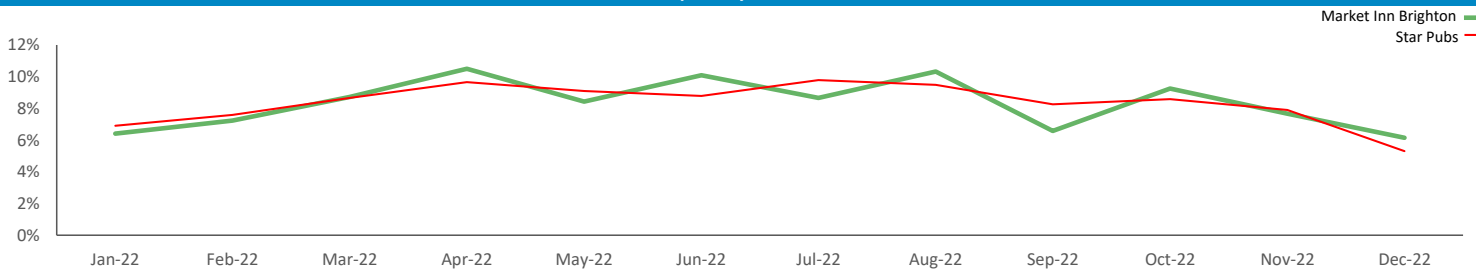
GB %



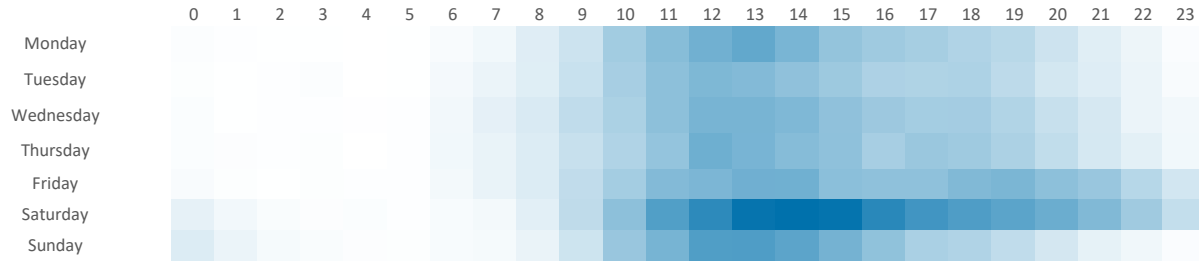
Average Transaction Values (£) by Polaris



Spend by Month

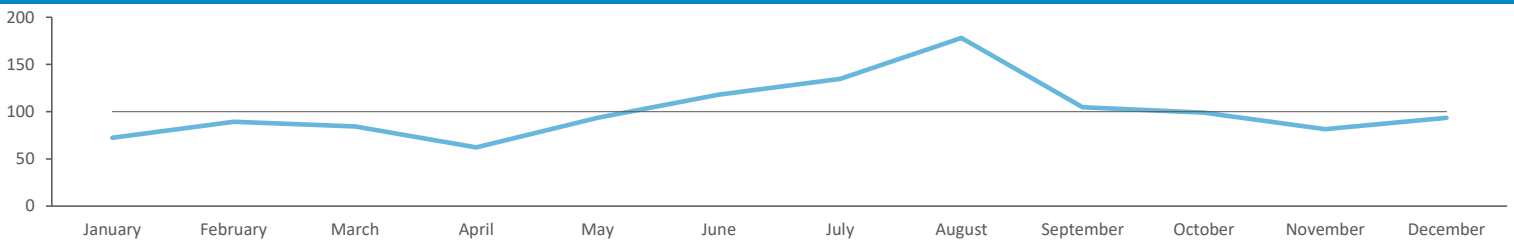


Time of Day/Day of Week



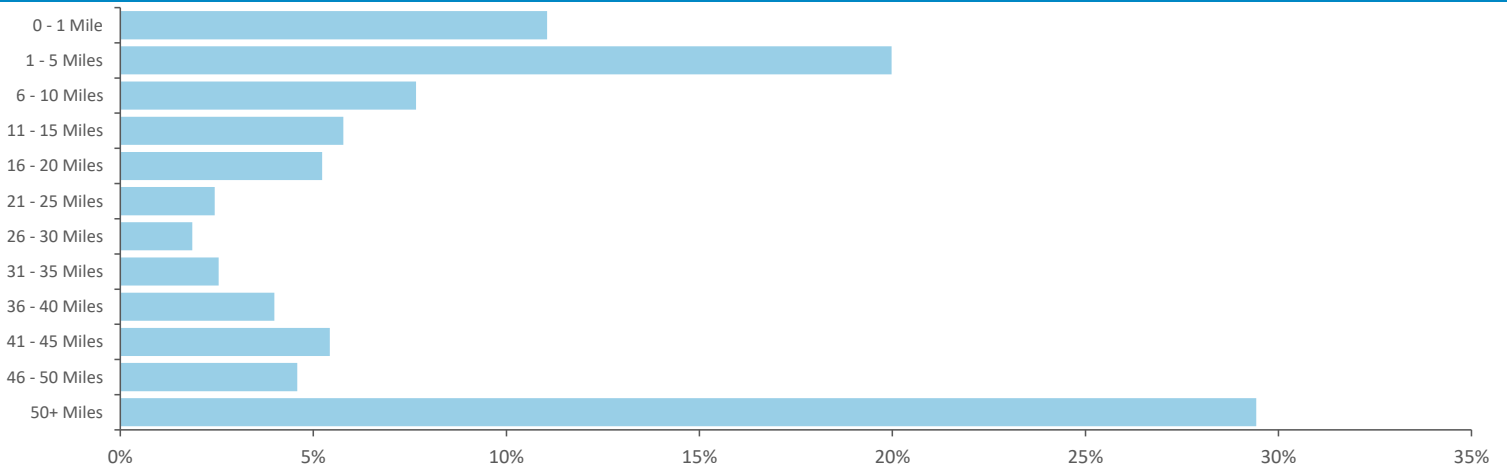
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



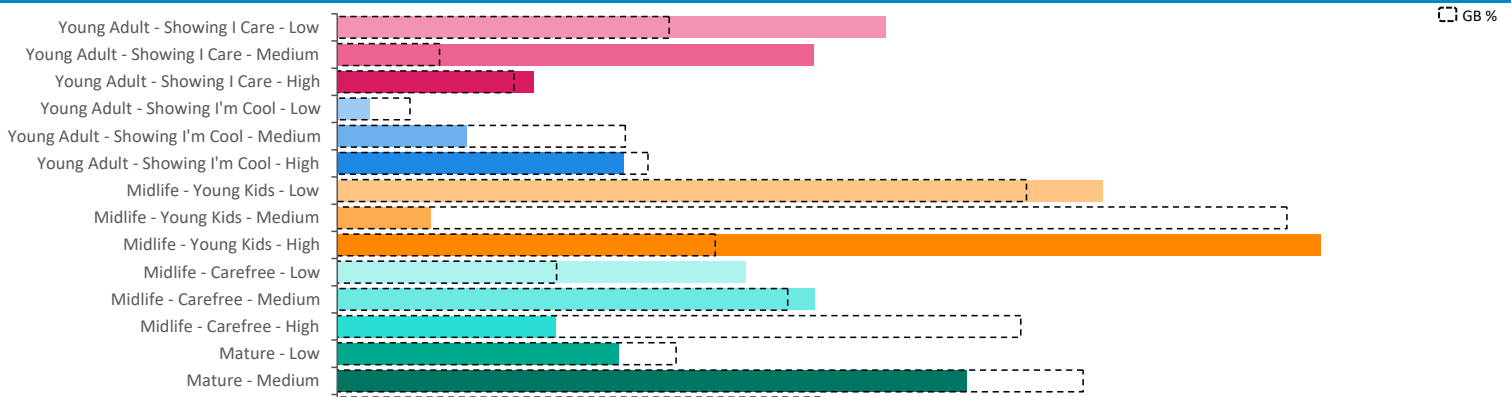
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

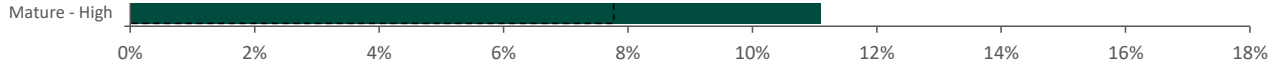


Mobile Data Summary - Market Inn Brighton

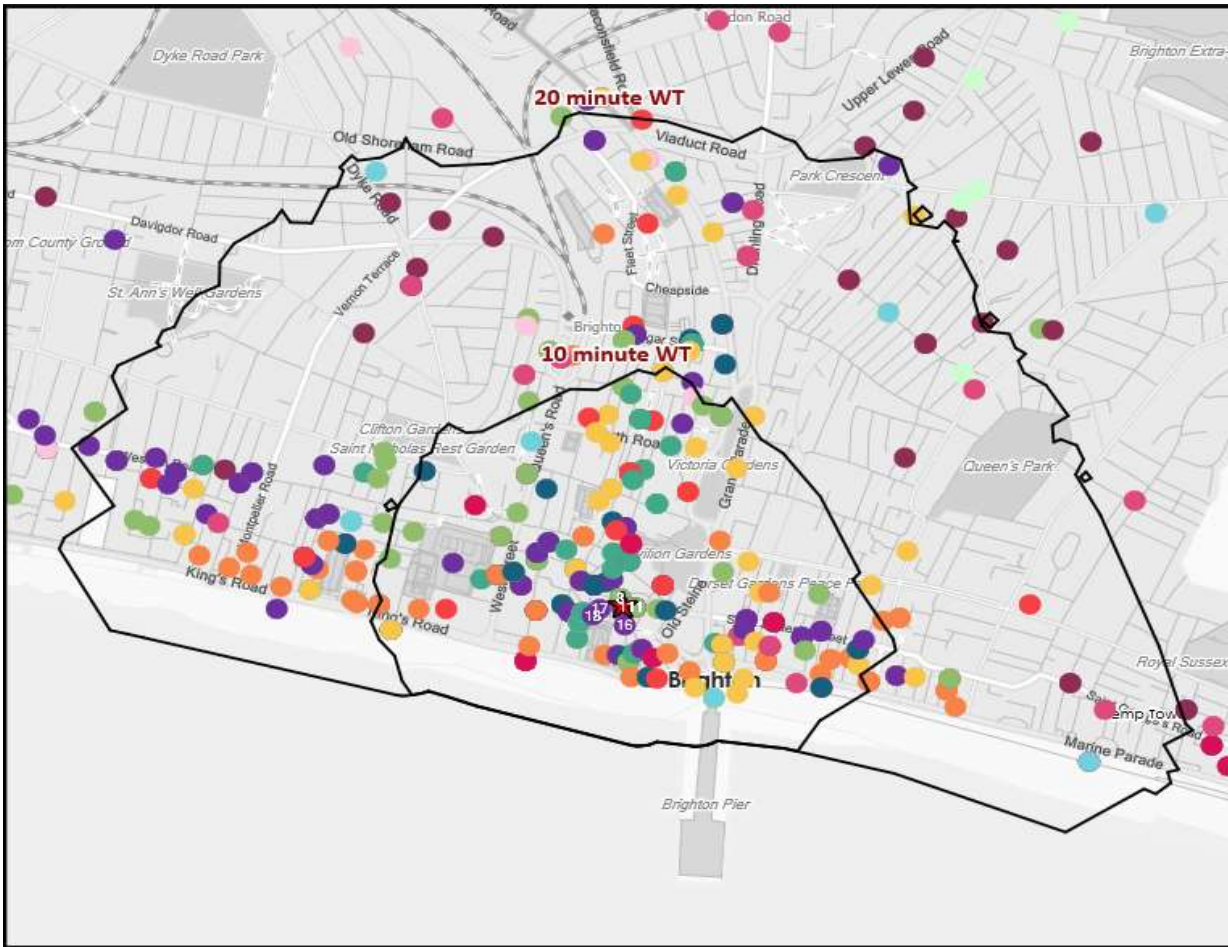


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Time of Day/Day of Week



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



★ Pub Sites
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	Darcys Restaurant	BN 1 1HH	Independent Free	Restaurants	0.0
1	Giggling Squid	BN 1 1HH	Giggling Squid	Casual Dining	0.0
1	Breakfast Club	BN 1 1HH	Breakfast Club	ABOS	0.0
1	Market Inn	BN 1 1HH	Star Pubs & Bars	Circuit Bar	0.0
1	Pump House	BN 1 1HH	Mitchells & Butlers	Circuit Bar	0.0
1	Bella Italia	BN 1 1HH	Big Table Group Ltd	Casual Dining	0.0
1	Il Bistro	BN 1 1HH	Independent Free	Restaurants	0.0
8	Donatello Italian Restaurant	BN 1 1HJ	Independent Free	Restaurants	0.0
8	Vurger Co	BN 1 1HJ	Vurger Co Ltd	Casual Dining	0.0
8	Druids Head	BN 1 1HJ	Greene King	Circuit Bar	0.0
11	Englishs Oyster Bar	BN 1 1HL	Independent Free	Restaurants	0.0
11	Socialite	BN 1 1HL	*Other Small Retail Groups	Restaurants	0.0
11	Kokedama	BN 1 1HL	Independent Free	Restaurants	0.0
11	House	BN 1 1HL	Independent Free	Restaurants	0.0
11	Sussex	BN 1 1HL	Greene King	Circuit Bar	0.0
16	Plateau	BN 1 1HG	Independent Free	Restaurants	0.0
17	Lost In The Lanes	BN 1 1HW	Independent Free	Restaurants	0.0
18	Xoxo	BN 1 1HF	Independent Free	High Street Pub	0.1
18	Gars Chinese Restaurant	BN 1 1HF	Independent Free	Restaurants	0.1
18	Pizza Express	BN 1 1HF	Hony Capital	Casual Dining	0.1