

Catchment Summary - Brunswick Inn Swansea

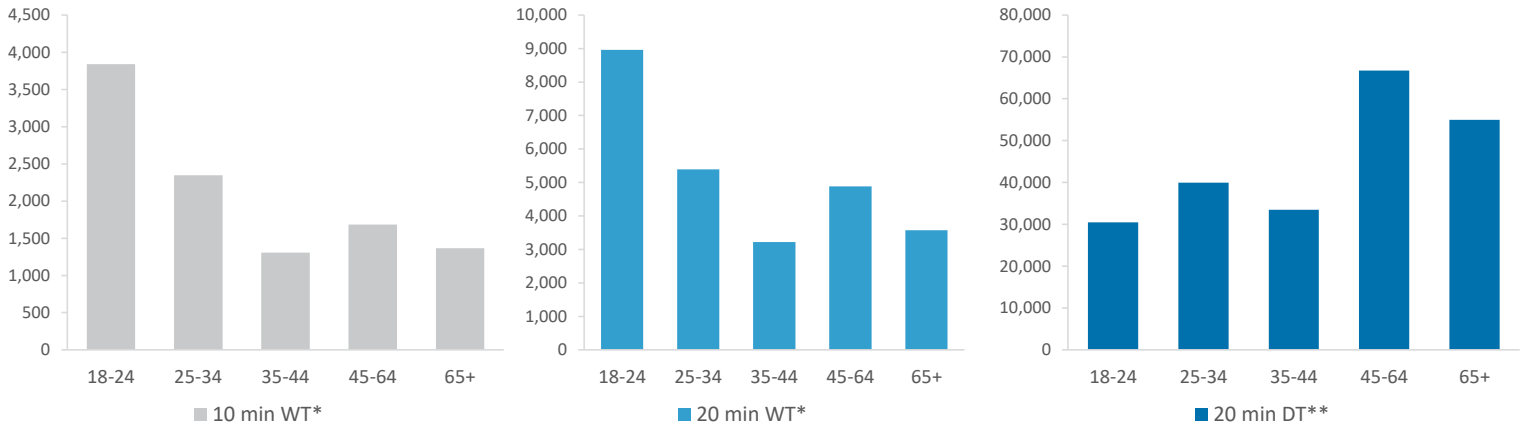
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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

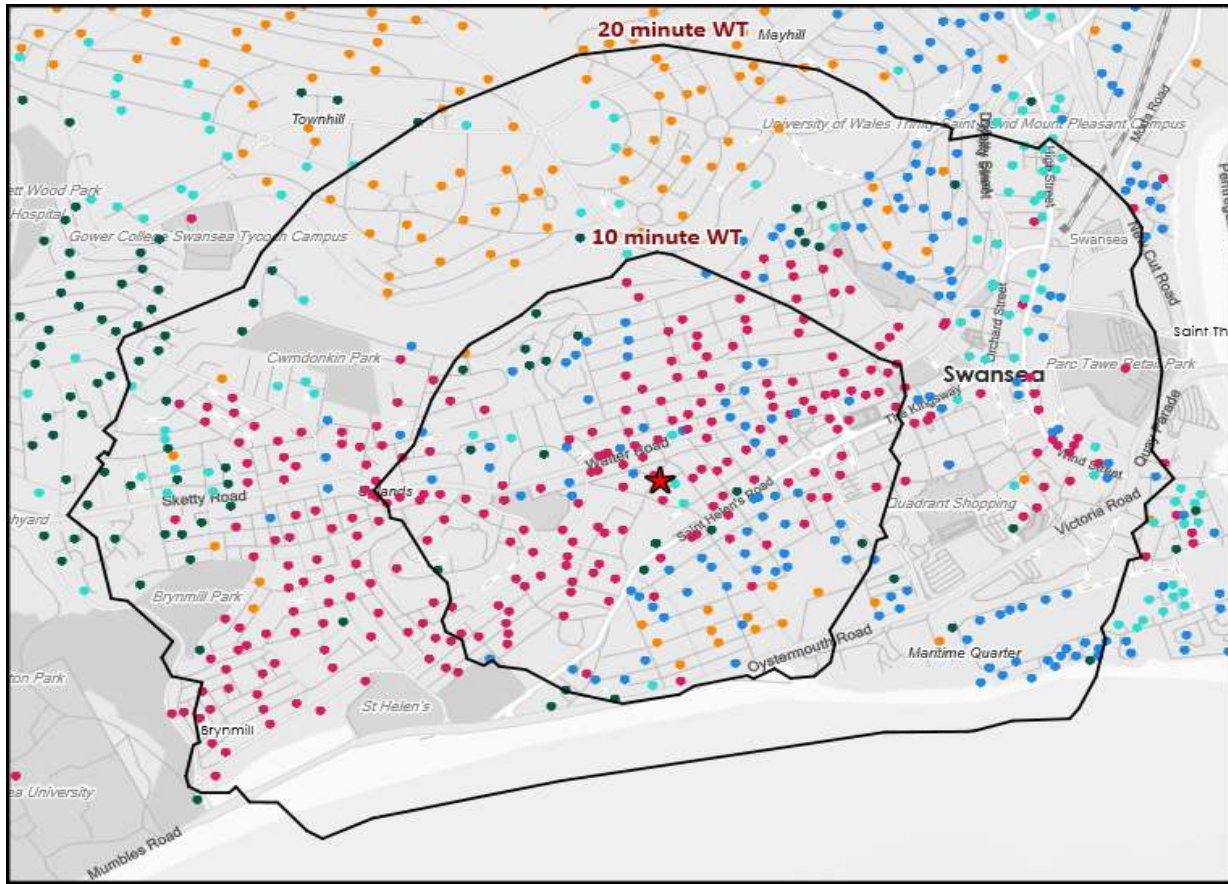
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Population	11,729	29,567	277,773	222	203	73	
Population & Adults 18+ index is based on all pubs							
Adults 18+	10,544	26,015	225,558	242	145	75	
Competition Pubs	30	67	319	200	209	88	
Adults 18+ per Competition Pub	351	388	707	43	47	86	
% Adults Likely to Drink	83.2%	83.7%	82.6%	101	102	100	
Affluence	Low	24.9%	30.7%	24.2%	97	120	94
	Medium	42.9%	44.2%	52.9%	109	112	135
	High	26.6%	22.1%	22.1%	79	66	66
Age Profile	18-24	3,841	8,957	30,464	404	374	135
	25-34	2,346	5,390	39,926	151	137	108
	35-44	1,307	3,217	33,477	87	85	94
	45-64	1,683	4,881	66,720	56	65	94
	65+	1,367	3,570	54,971	61	63	104

*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	6,876 (59%)	16,634 (56%)	138,543 (50%)	119	114	101
	Female	4,853 (41%)	12,933 (44%)	139,230 (50%)	82	87	99
Economic Status (16-74)	Employed: Full-time	2,172 (22%)	5,643 (23%)	74,313 (36%)	52	55	87
	Employed: Part-time	847 (8%)	2,049 (8%)	27,614 (13%)	65	64	104
	Self employed	733 (7%)	1,628 (7%)	12,979 (6%)	76	69	66
	Unemployed	225 (2%)	564 (2%)	4,774 (2%)	94	96	98
	Retired	673 (7%)	2,025 (8%)	31,781 (16%)	49	59	113
	Other	5,409 (54%)	12,871 (52%)	53,273 (26%)	273	263	132
Total Worker Count	7,895	21,287	152,442				

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	6,804	13,409	17,043	723	578	85
Young Adult - Showing I'm Cool	1,875	4,419	22,678	193	185	109
Midlife - Young Kids	679	3,797	67,136	20	46	95
Midlife - Carefree	195	1,878	49,383	9	34	104
Mature	394	1,721	67,472	13	24	107
Not Private Households	597	791	1,846	394	211	57
Total	10,544	26,015	225,558			

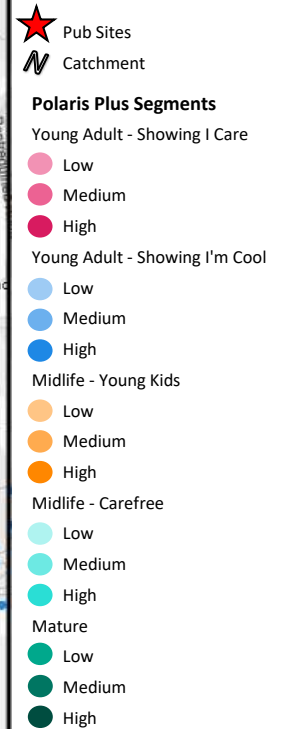
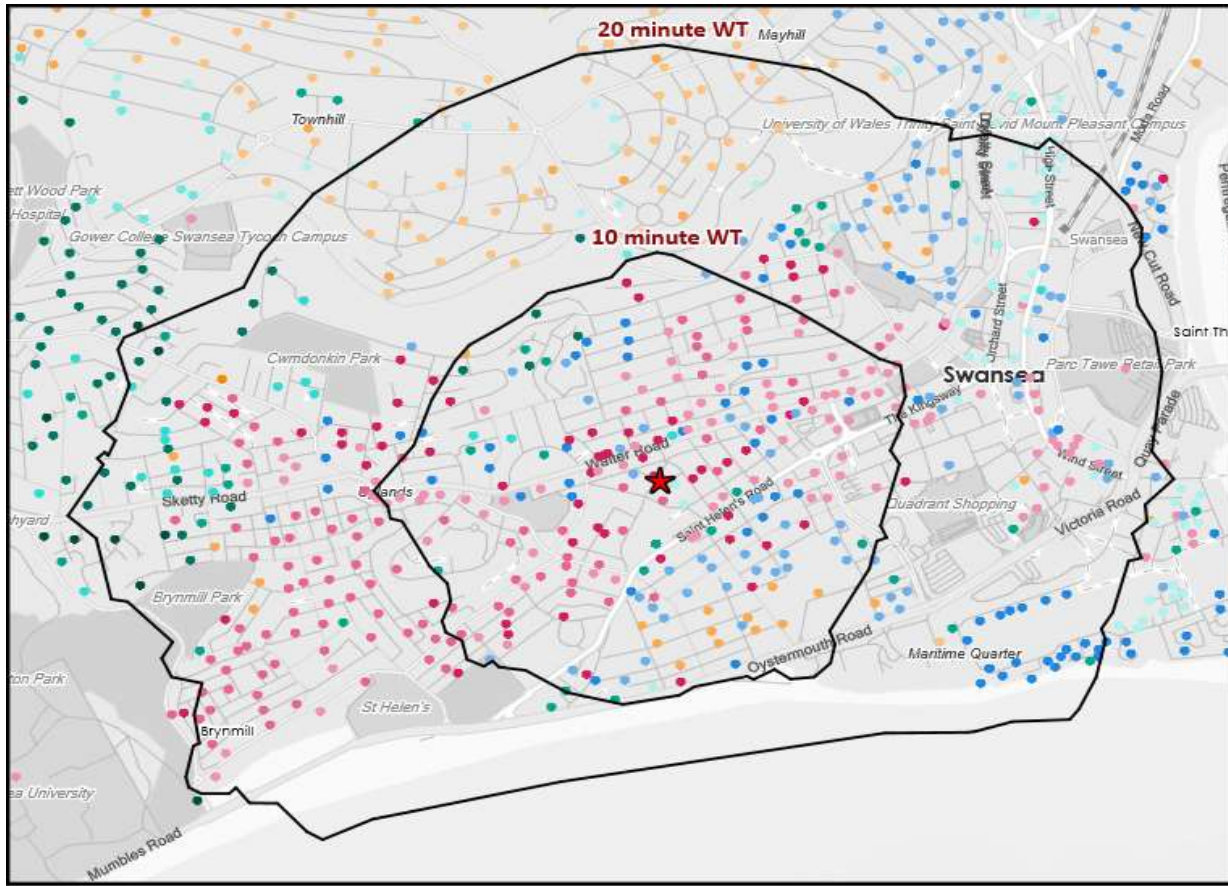
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★ Pub Sites



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	2,185	3,183	5,030	494	292	53
Medium	2,701	7,158	7,551	1,879	2,018	246
High	1,918	3,068	4,462	540	350	59
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	1,059	2,284	14,169	272	237	170
High	816	2,135	8,509	173	183	84
Midlife - Young Kids						
Low	0	2,214	21,693	0	77	87
Medium	679	1,547	35,202	43	40	105
High	0	36	10,241	0	3	84
Midlife - Carefree						
Low	103	1,402	11,389	29	159	149
Medium	25	25	27,128	4	1	179
High	67	451	10,866	6	16	44
Mature						
Low	335	1,191	16,396	54	77	122
Medium	59	481	35,379	4	15	124
High	0	49	15,697	0	2	74
Not Private Households	597	791	1,846	394	211	57

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Total

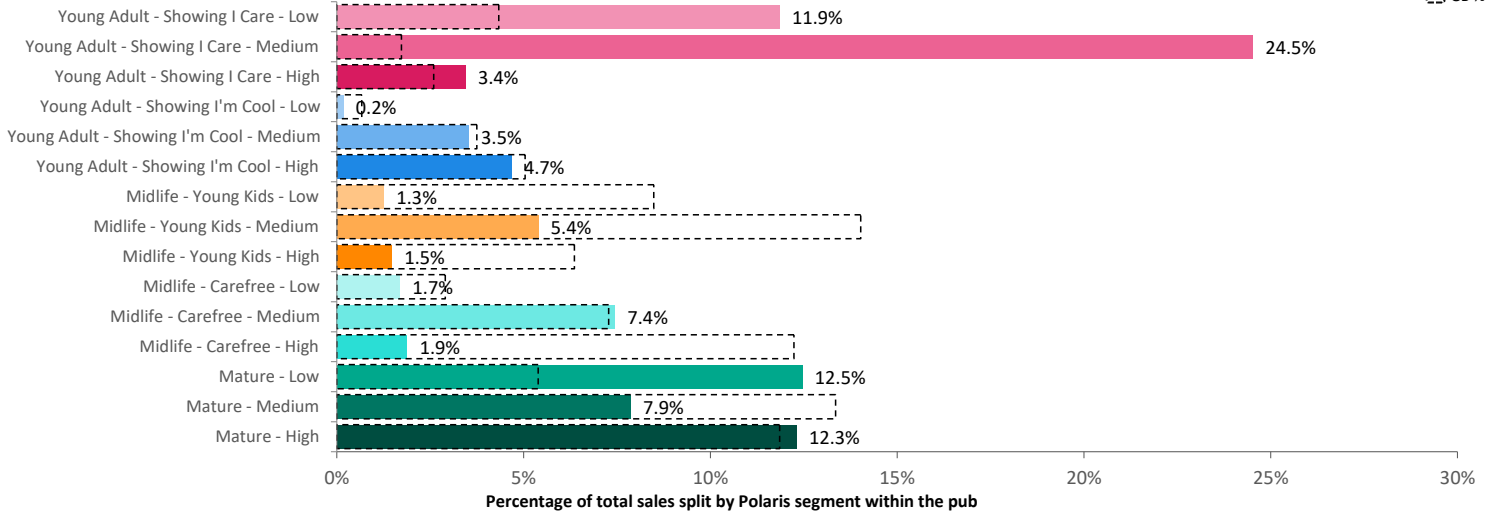
10,544

26,015

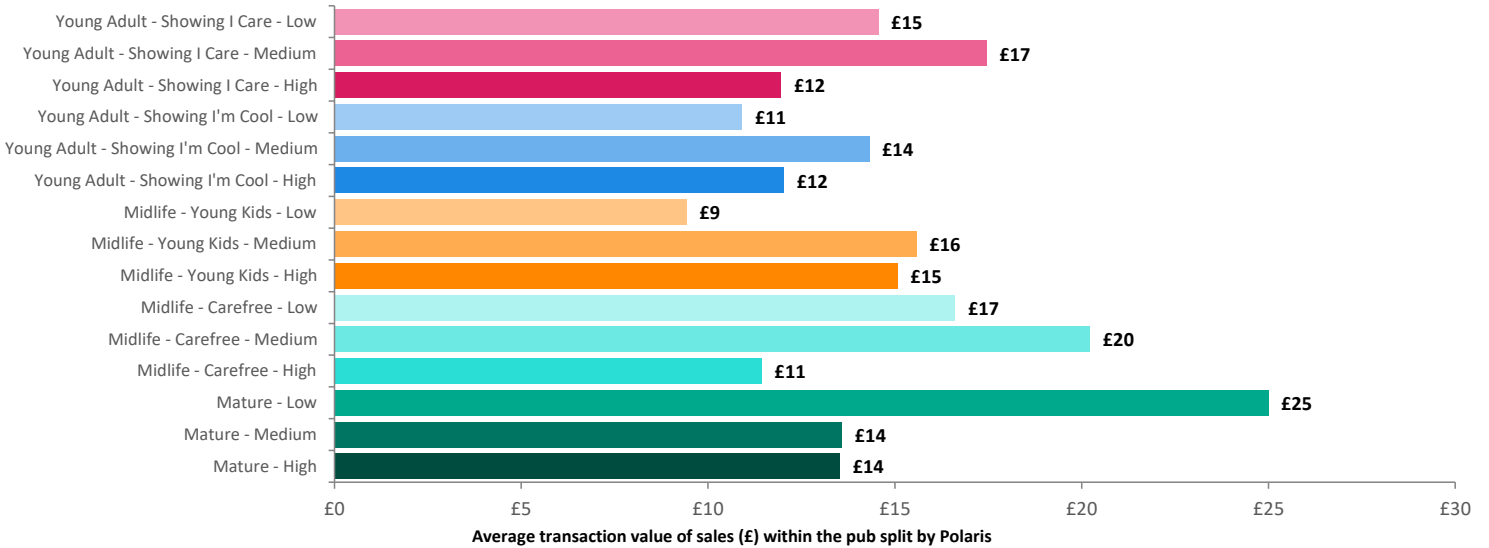
225,558

Spend by Polaris

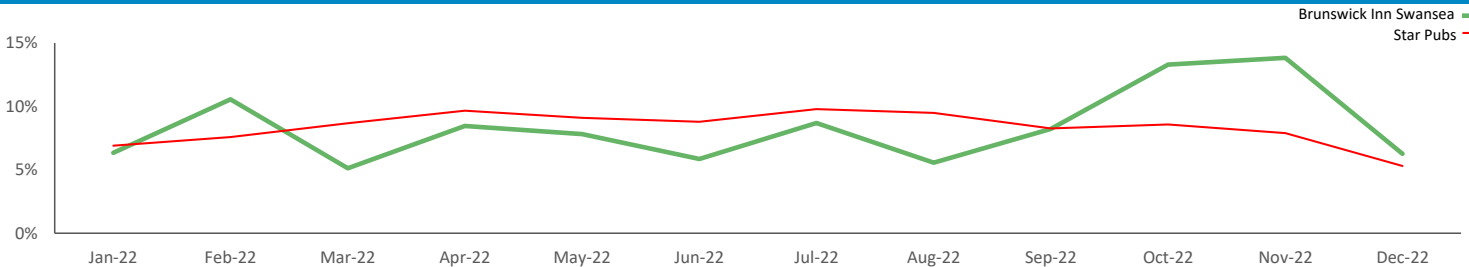
GB %



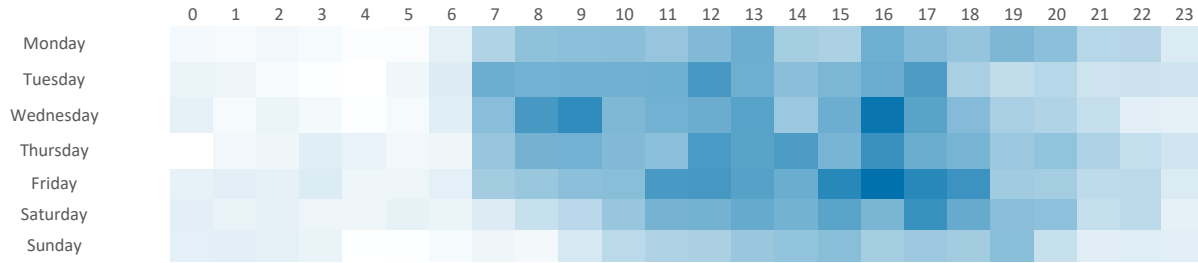
Average Transaction Values (£) by Polaris



Spend by Month

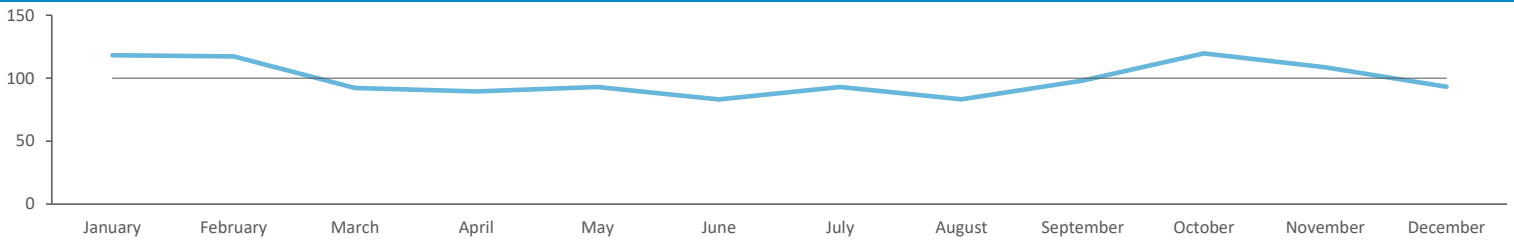


Time of Day/Day of Week



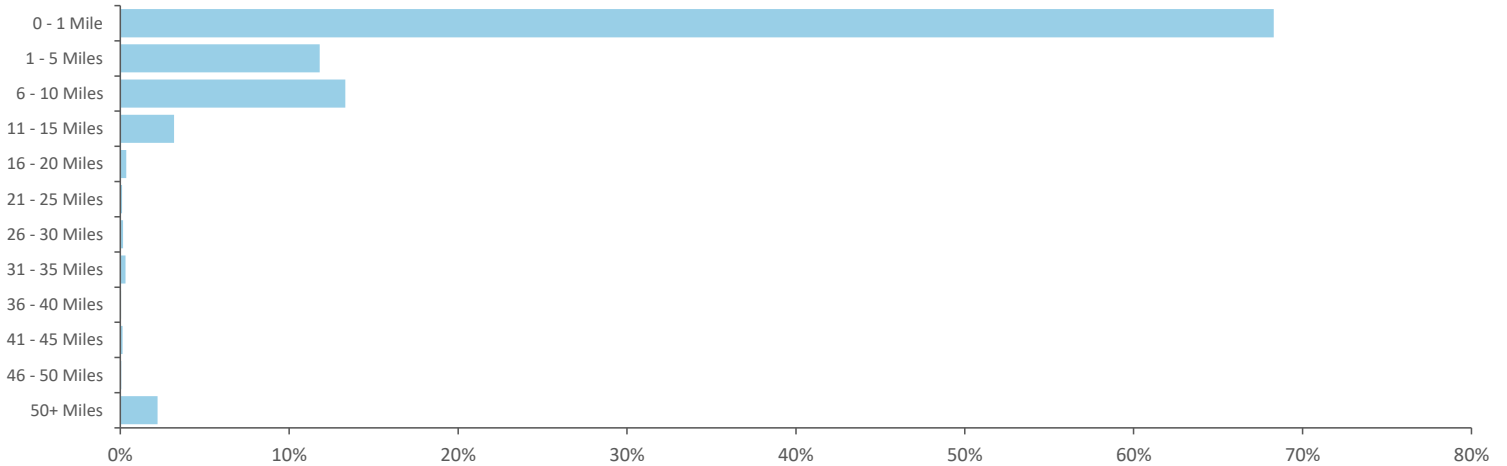
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



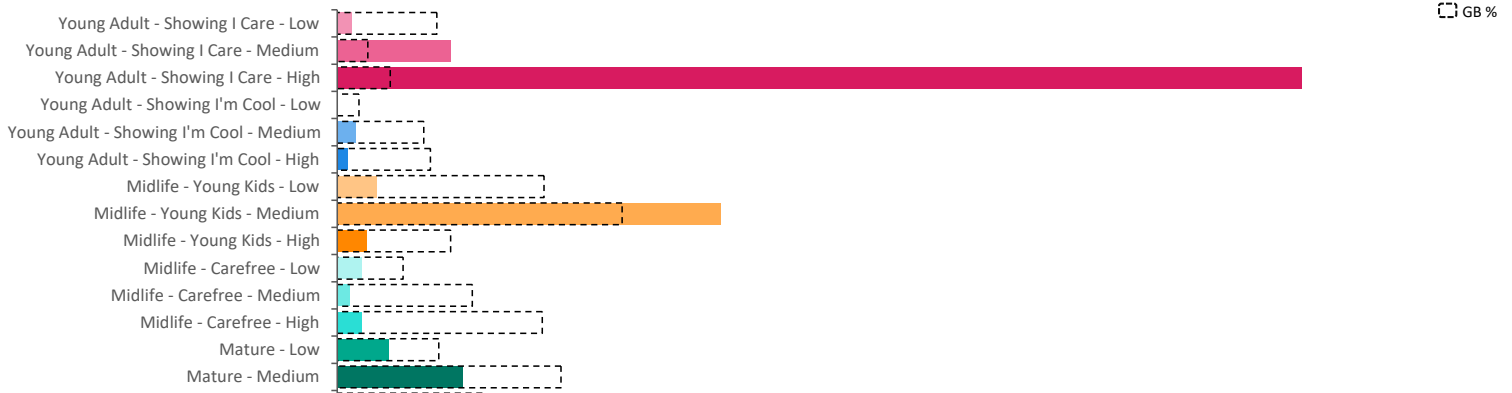
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

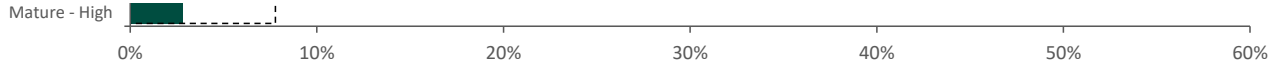


Mobile Data Summary - Brunswick Inn Swansea

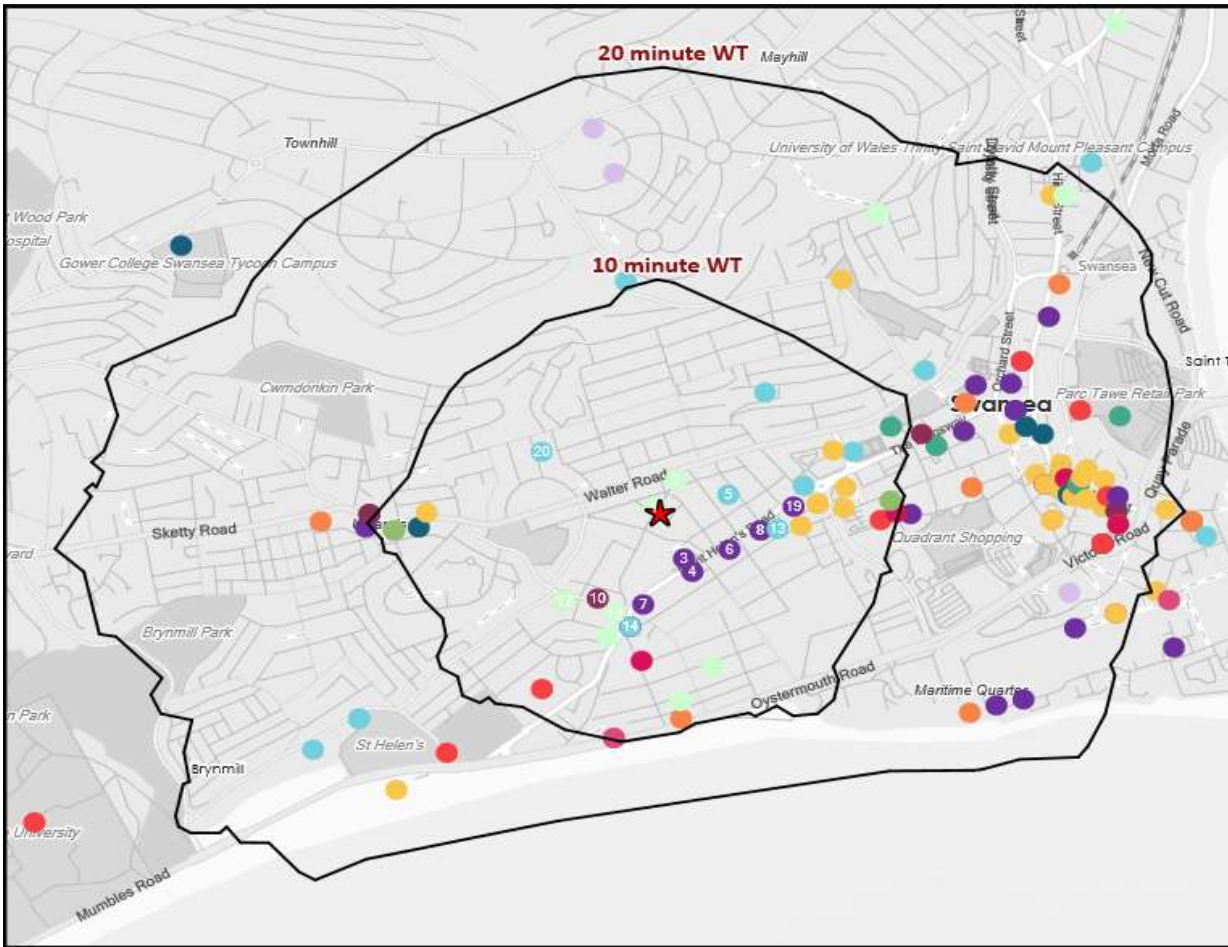


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Time of Day/Day of Week



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	Brunswick Inn	SA 1 4HS	Star Pubs & Bars	Community Pub	0.0
2	St George Hotel	SA 1 5NN	Admiral Taverns Ltd	Community Pub	0.1
3	Viswam Bar & Restaurant	SA 1 4DE	Independent Free	Restaurants	0.1
4	Topo Gigio Restaurant & Wine Bar	SA 1 4BD	Independent Free	Restaurants	0.1
5	Swansea Lawn Tennis Club	SA 1 4HH	Independent Free	Clubland	0.1
6	Underground Restaurant	SA 1 4AY	Independent Free	Restaurants	0.1
7	Rose Indienne	SA 1 4BG	Independent Free	Restaurants	0.2
8	Bellitalia Ristorante & Caffè	SA 1 4AP	Independent Free	Casual Dining	0.2
8	Istanbul	SA 1 4AP	Independent Free	Restaurants	0.2
10	Bryn-Y-Mor Hotel	SA 1 4JQ	Greene King	Community Pub	0.2
10	Westbourne	SA 1 4JQ	Stonegate Pub Company	Premium Local	0.2
12	Hayes & Beale	SA 1 4JG	Independent Free	Community Pub	0.2
13	New Wyndham	SA 1 3HZ	Independent Free	Clubland	0.2
14	Maharani Restaurant	SA 1 4BQ	Independent Free	Restaurants	0.2
14	Anarkali Tandoori Restaurant	SA 1 4BQ	Independent Free	Restaurants	0.2
14	Swansea Masonic Hall	SA 1 4BQ	Independent Free	Clubland	0.2
17	Hoogah	SA 1 4JJ	Independent Free	High Street Pub	0.2
17	Mill	SA 1 4JJ	Stonegate Pub Company	Community Pub	0.2
19	Vojon	SA 1 4AW	Independent Free	Restaurants	0.2
20	Liberal Social Club Institute	SA 1 6DT	Independent Free	Clubland	0.2