

Catchment Summary - Swan Inn Edenbridge



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- Over GB Average
- Around GB Average
- Under GB Average

*WT= Walktime, **DT= Drivetime

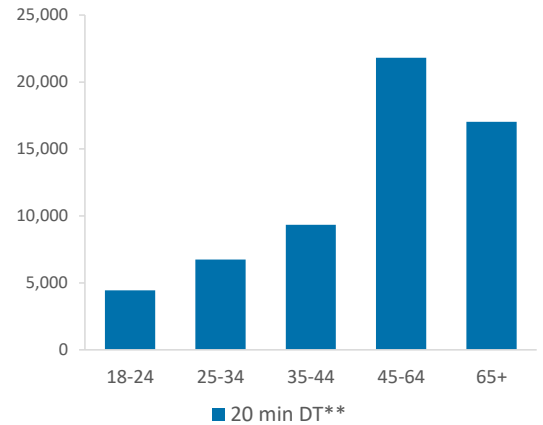
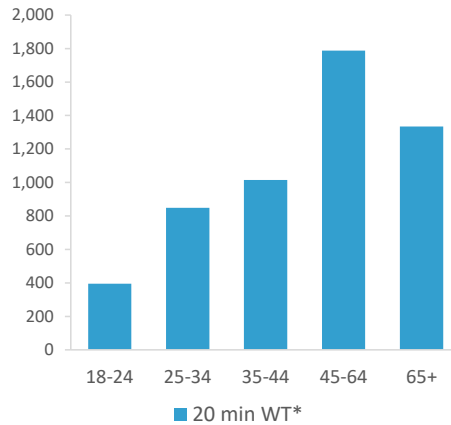
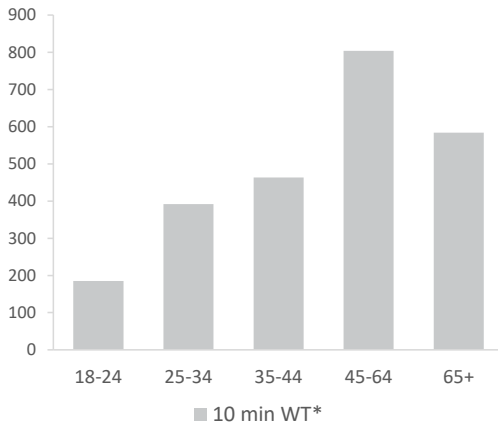
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,186	6,983	75,994	60	48	20
Adults 18+	2,428	5,380	59,356	56	30	20
Competition Pubs	1	5	71	7	16	20
Adults 18+ per Competition Pub	2,428	1,076	836	294	130	101
% Adults Likely to Drink	84.3%	83.6%	85.1%	102	101	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	6.0%	12.7%	8.8%	23	50	34
	Medium	31.9%	35.2%	16.8%	81	89	43
	High	62.1%	51.9%	72.3%	185	155	216

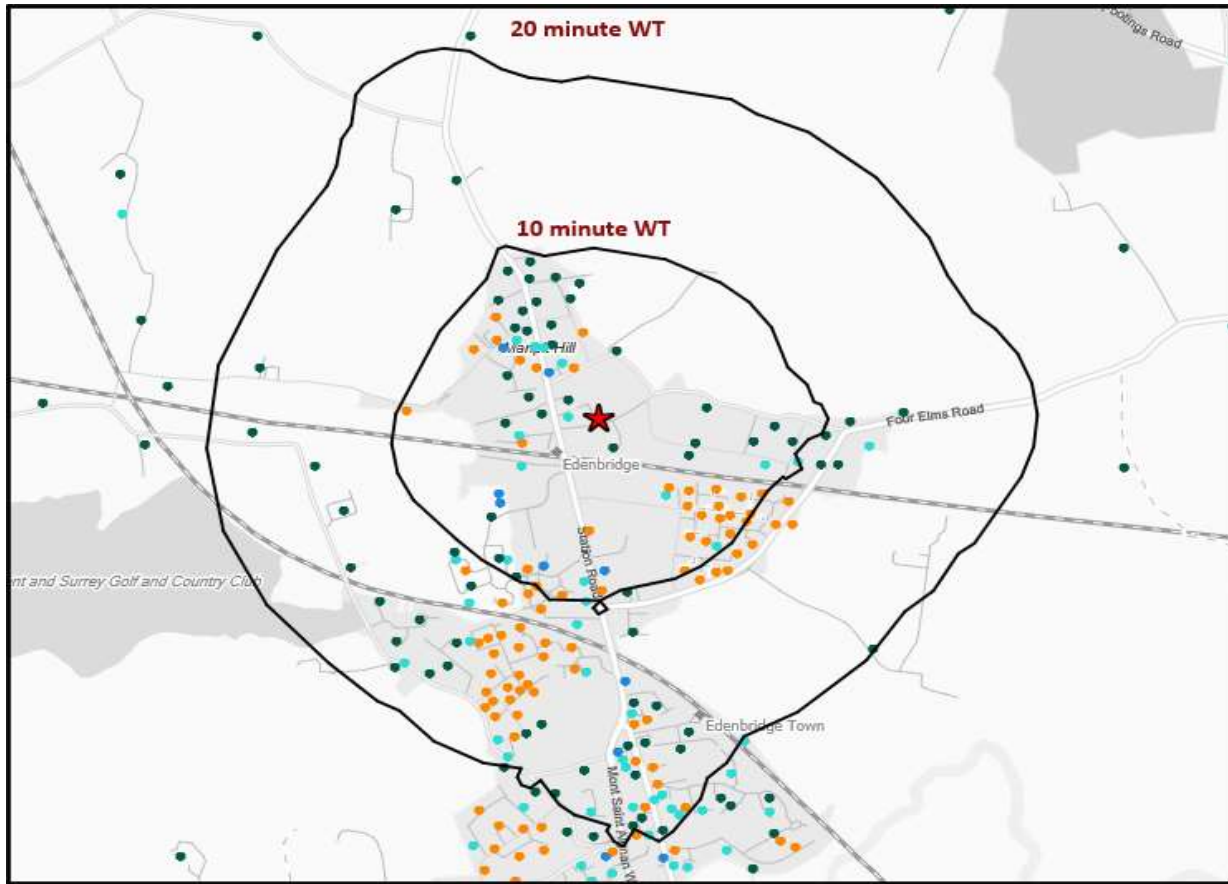
*Affluence does not include Not Private Households

Age Profile	18-24	185	395	4,449	72	70	72
	25-34	392	848	6,745	93	91	67
	35-44	463	1,015	9,329	113	113	95
	45-64	804	1,788	21,811	99	100	112
	65+	584	1,334	17,022	96	100	117



	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	1,566 (49%)	3,388 (49%)	37,061 (49%)	99	98	99
	Female	1,620 (51%)	3,595 (51%)	38,933 (51%)	101	102	101
Economic Status (16-74)							
	Employed: Full-time	1,073 (48%)	2,190 (45%)	21,713 (41%)	116	108	99
	Employed: Part-time	296 (13%)	673 (14%)	6,983 (13%)	102	106	102
	Self employed	246 (11%)	569 (12%)	7,858 (15%)	115	122	156
	Unemployed	38 (2%)	94 (2%)	681 (1%)	72	81	55
	Retired	295 (13%)	681 (14%)	7,869 (15%)	96	101	108
	Other	284 (13%)	669 (14%)	7,540 (14%)	65	70	73
Total Worker Count		2,021	3,089	27,840			

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

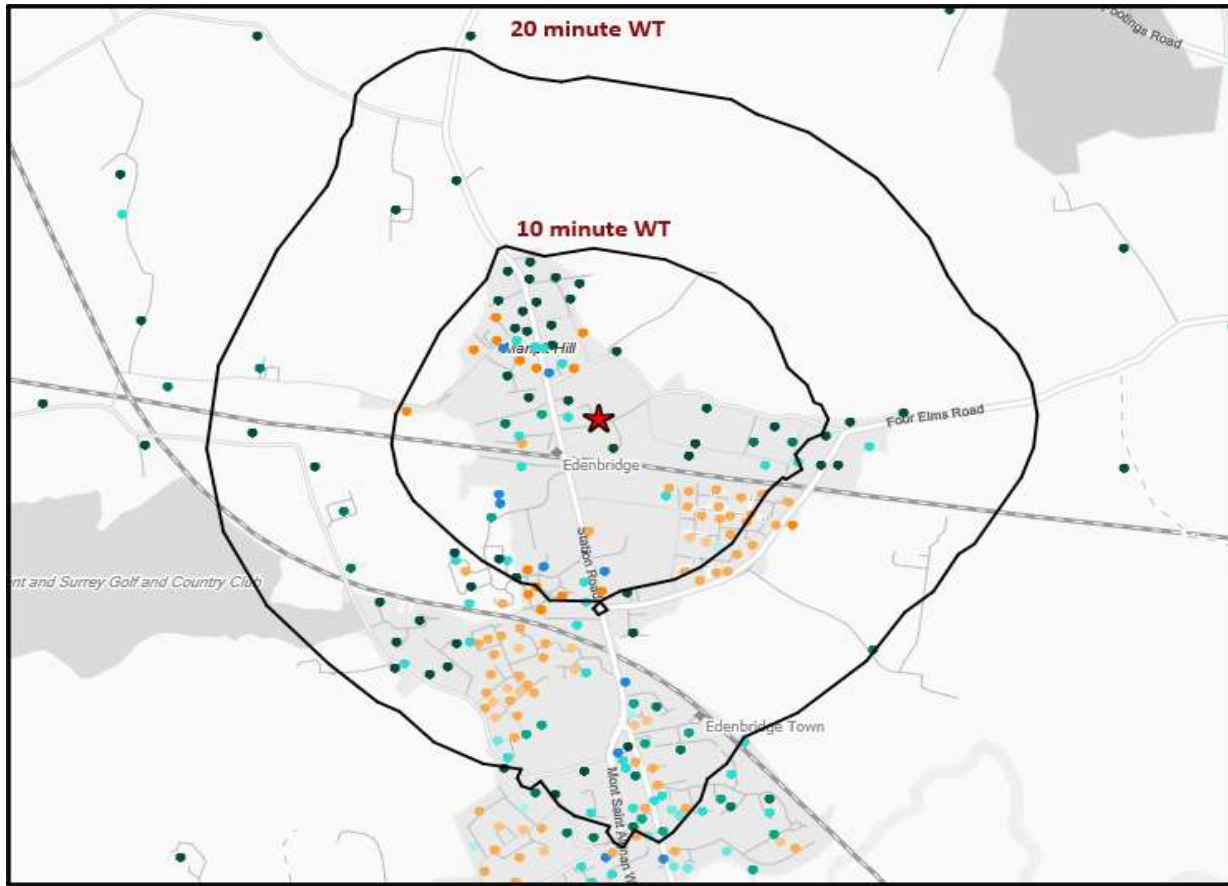
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	0	700	0	0	13
Young Adult - Showing I'm Cool	151	206	1,182	68	42	22
Midlife - Young Kids	1,019	2,234	13,129	134	132	70
Midlife - Carefree	413	988	12,357	81	87	99
Mature	845	1,941	30,710	124	129	185
Not Private Households	0	11	1,278	0	14	150
Total	2,428	5,380	59,356			

Polaris Summary - Swan Inn Edenbridge



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- ★ Pub Sites
- N 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

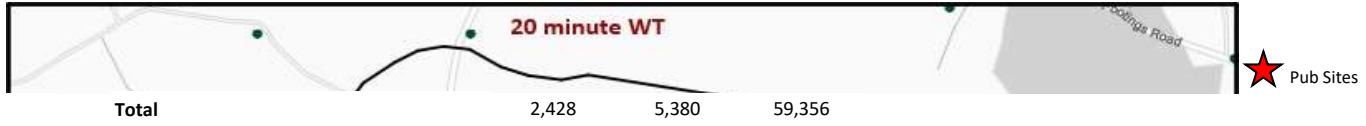
*WT= Walktime, **DT= Drivetime

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	448	0	0	18
Medium	0	0	0	0	0	0
High	0	0	252	0	0	13
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	13	52	0	7	2
High	151	193	1,130	139	80	43
Midlife - Young Kids						
Low	75	398	1,811	28	67	27
Medium	682	1,492	7,532	188	186	85
High	262	344	3,786	200	119	118
Midlife - Carefree						
Low	27	34	415	33	19	21
Medium	0	48	113	0	13	3
High	386	906	11,829	146	154	182
Mature						
Low	43	252	2,526	30	79	72
Medium	92	340	2,269	30	50	30
High	710	1,349	25,915	312	267	465
Not Private Households	0	11	1,278	0	14	150

Polaris Summary - Swan Inn Edenbridge

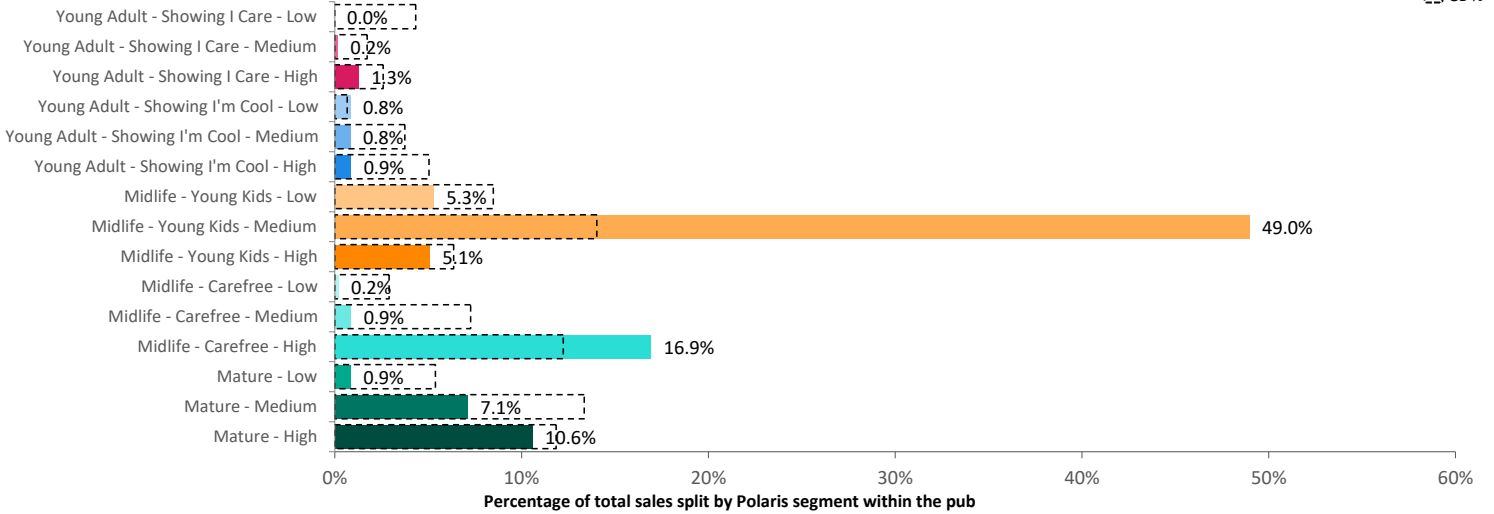


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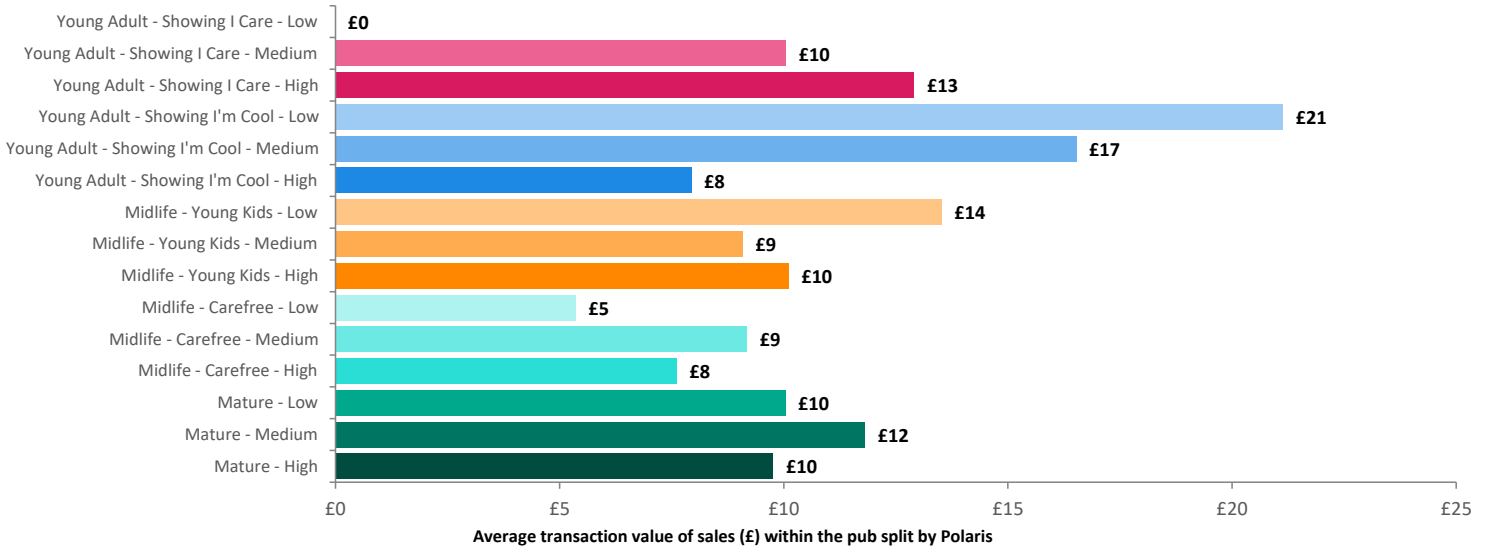


Spend by Polaris

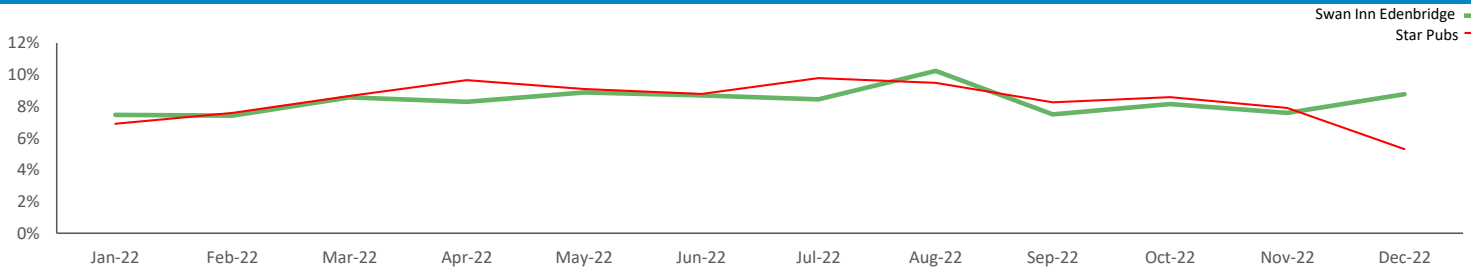
GB %



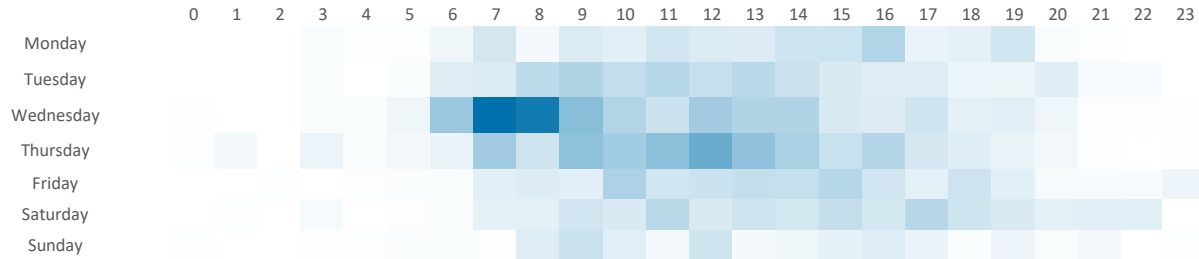
Average Transaction Values (£) by Polaris



Spend by Month

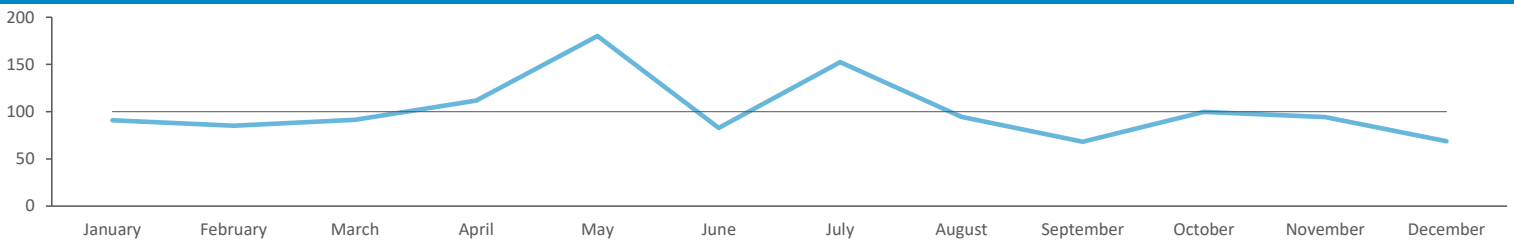


Time of Day/Day of Week



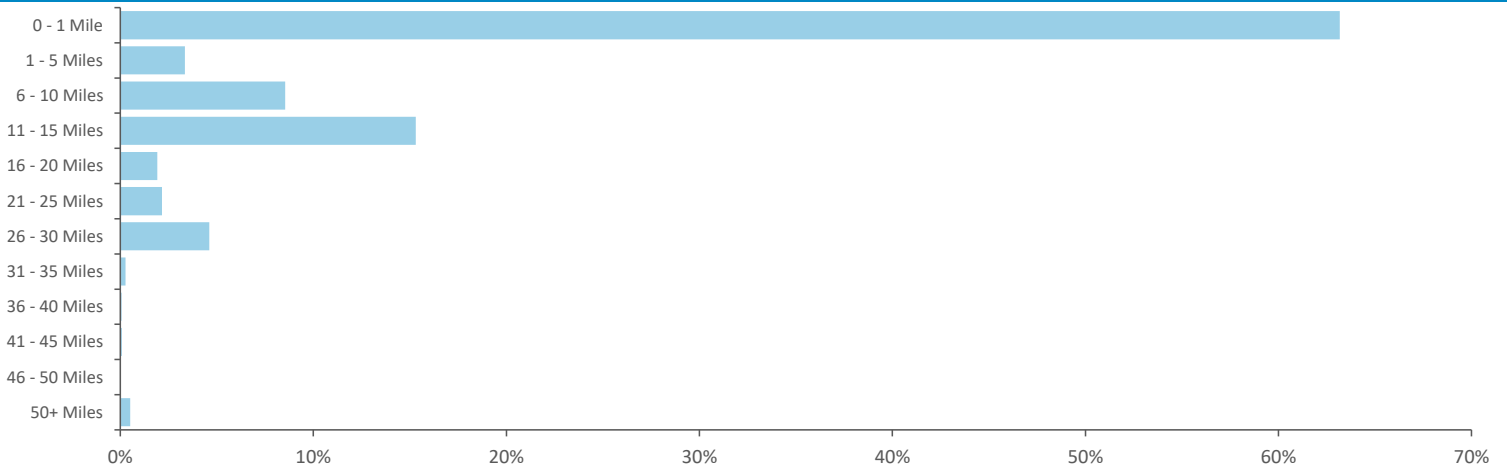
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



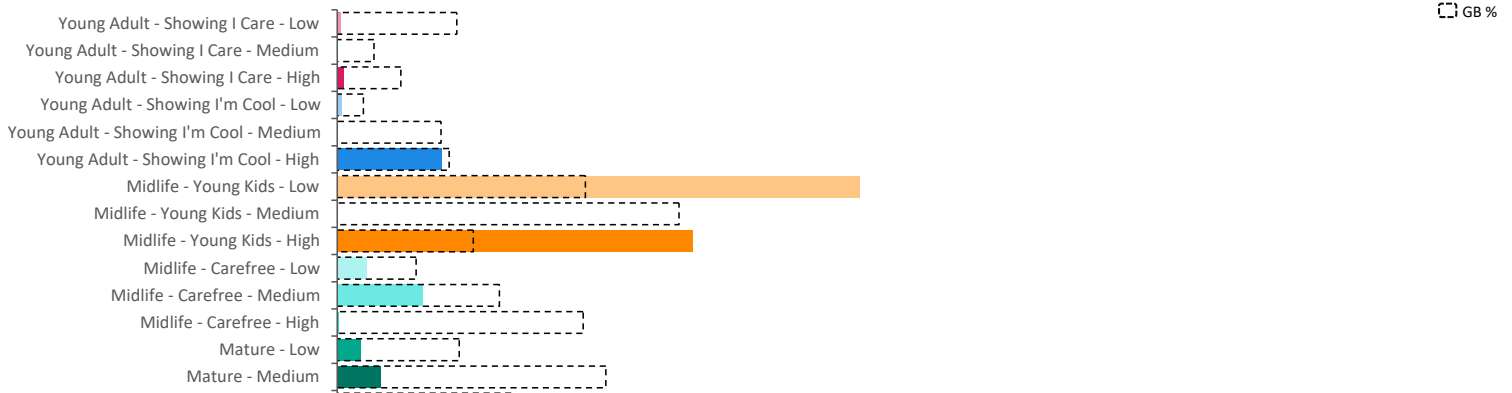
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Swan Inn Edenbridge

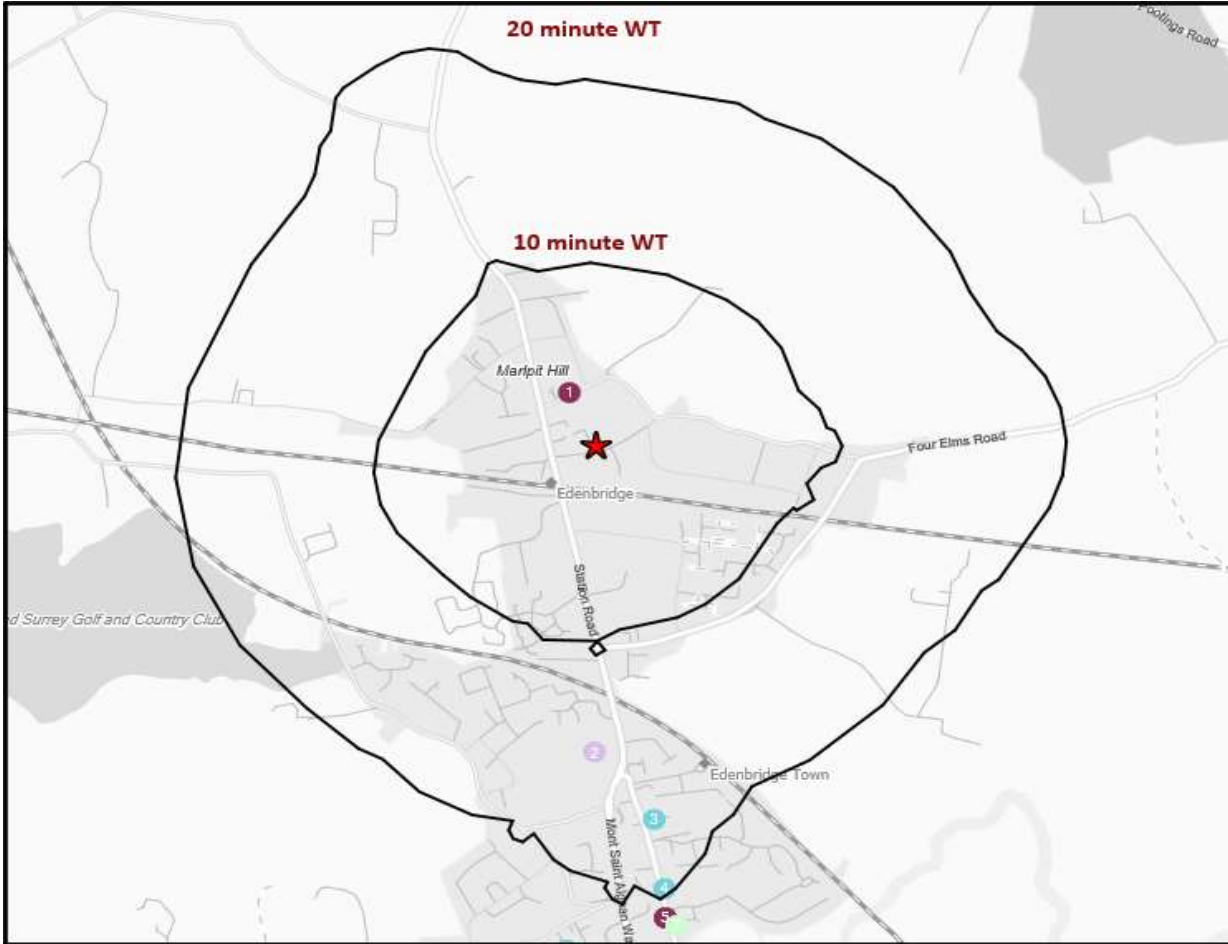


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Time of Day/Day of Week



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	Swan Inn	TN 8 6BA	Star Pubs & Bars	Premium Local	0.1
2	Edenbridge Leisure Centre	TN 8 5LU	Unknown	Sports Clubs	0.6
3	Royal British Legion Club	TN 8 5AB	Independent Free	Clubland	0.8
4	Edenbridge Mens Club	TN 8 5AL	Independent Free	Clubland	0.9
5	Quality Tandoori Restaurant	TN 8 5AR	Independent Free	Restaurants	1.0
5	Ye Old Crown	TN 8 5AR	Admiral Taverns Ltd	Premium Local	1.0
7	Secret Cask	TN 8 5AU	Independent Free	Community Pub	1.0
8	Edenbridge Rugby Football Club	TN 8 5HL	Independent Free	Clubland	1.0
9	Old Eden	TN 8 5AX	Stonegate Pub Company	GPGF	1.1