

Catchment Summary - Windmill Burgess Hill



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■ Over GB Average
■ Around GB Average
■ Under GB Average

*WT= Walktime, **DT= Drivetime

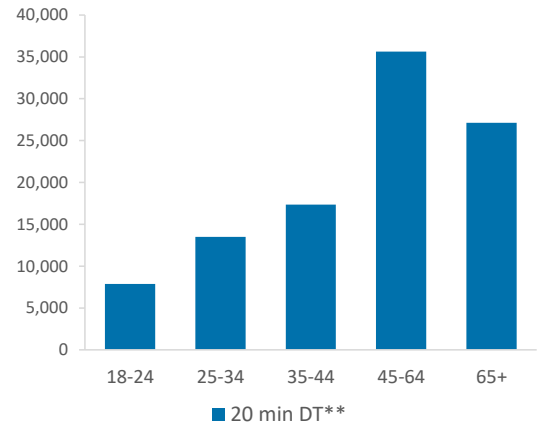
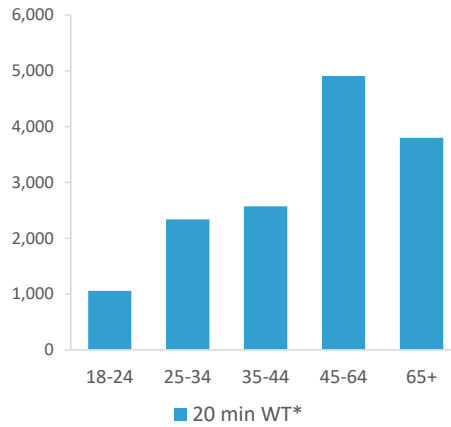
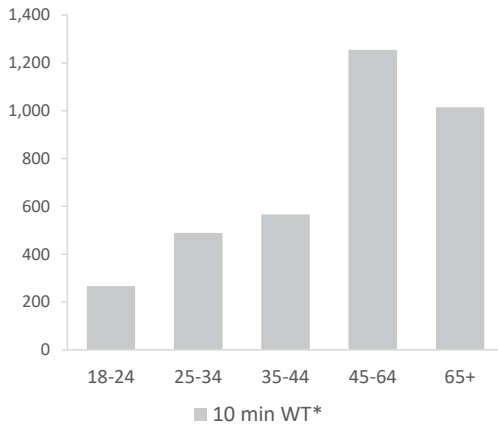
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,441	18,414	129,815	84	126	34
Adults 18+	3,589	14,677	101,507	82	82	34
Competition Pubs	2	17	79	13	53	22
Adults 18+ per Competition Pub	1,795	863	1,285	217	105	156
% Adults Likely to Drink	83.0%	83.6%	84.7%	101	101	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	14.0%	13.6%	10.4%	54	53	40
	Medium	44.9%	38.5%	21.8%	114	98	55
	High	39.3%	46.6%	65.6%	117	139	196

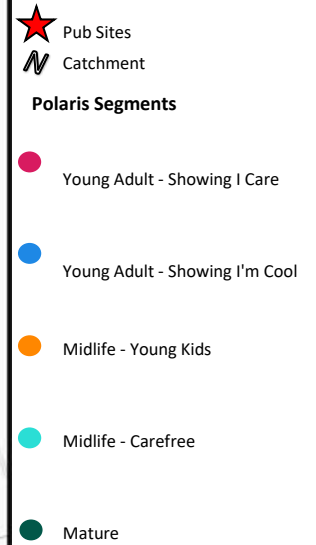
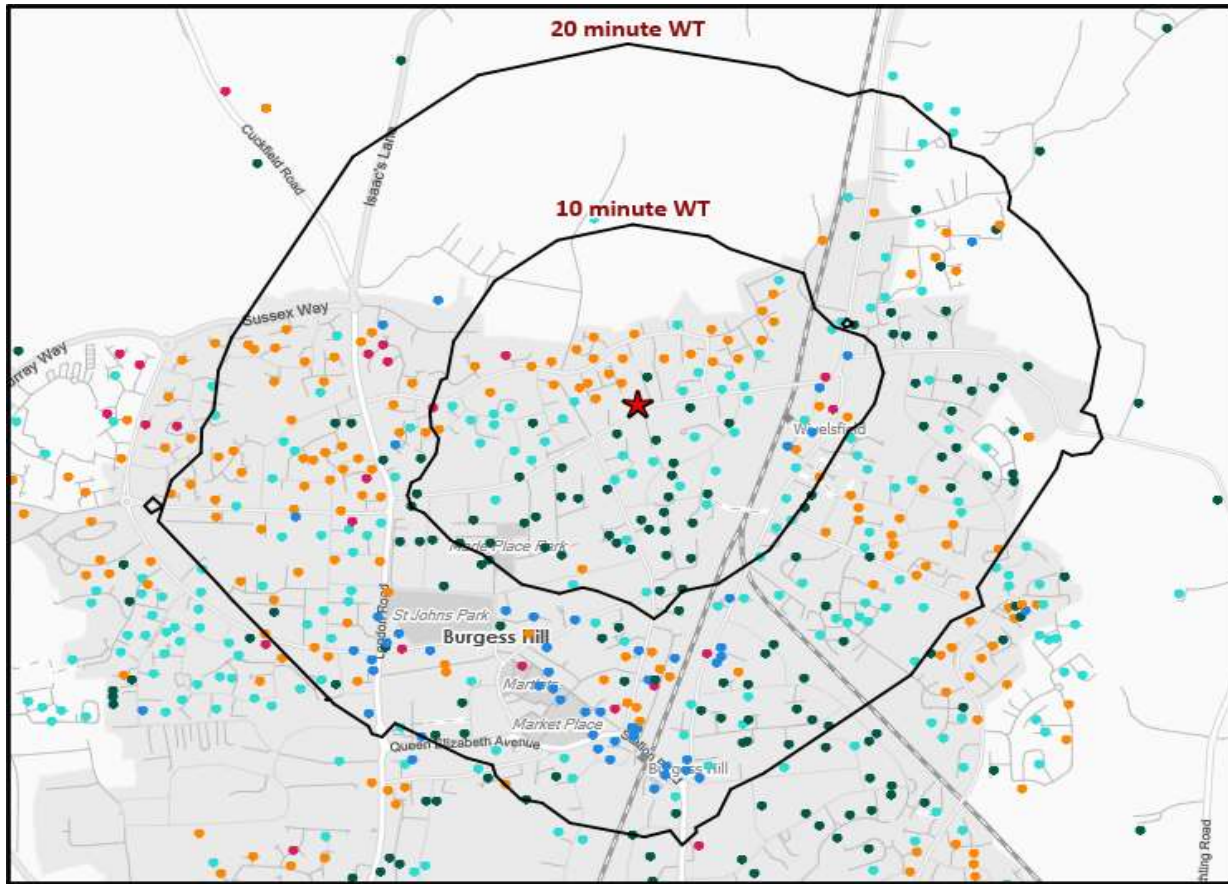
*Affluence does not include Not Private Households

Age Profile	18-24	266	1,059	7,886	74	71	75
	25-34	489	2,339	13,487	83	96	78
	35-44	566	2,573	17,362	99	109	104
	45-64	1,254	4,907	35,645	110	104	107
	65+	1,014	3,799	27,127	119	108	109



	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	2,144 (48%)	8,947 (49%)	63,027 (49%)	98	98	98
	Female	2,297 (52%)	9,467 (51%)	66,788 (51%)	102	102	102
Economic Status (16-74)							
	Employed: Full-time	1,455 (45%)	6,200 (47%)	39,681 (44%)	109	114	106
	Employed: Part-time	484 (15%)	1,993 (15%)	12,623 (14%)	116	117	108
	Self employed	325 (10%)	1,239 (9%)	11,179 (12%)	106	99	130
	Unemployed	49 (2%)	197 (2%)	1,124 (1%)	64	63	52
	Retired	431 (13%)	1,677 (13%)	12,616 (14%)	97	93	101
	Other	471 (15%)	1,823 (14%)	13,030 (14%)	74	70	73
Total Worker Count		783	4,967	45,850			

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	125	454	2,417	39	35	27
Young Adult - Showing I'm Cool	77	1,440	9,119	23	107	98
Midlife - Young Kids	1,075	4,744	21,293	95	103	67
Midlife - Carefree	1,302	4,801	27,629	172	155	129
Mature	941	3,054	38,809	94	74	137
Not Private Households	69	184	2,240	134	87	153
Total	3,589	14,677	101,507			

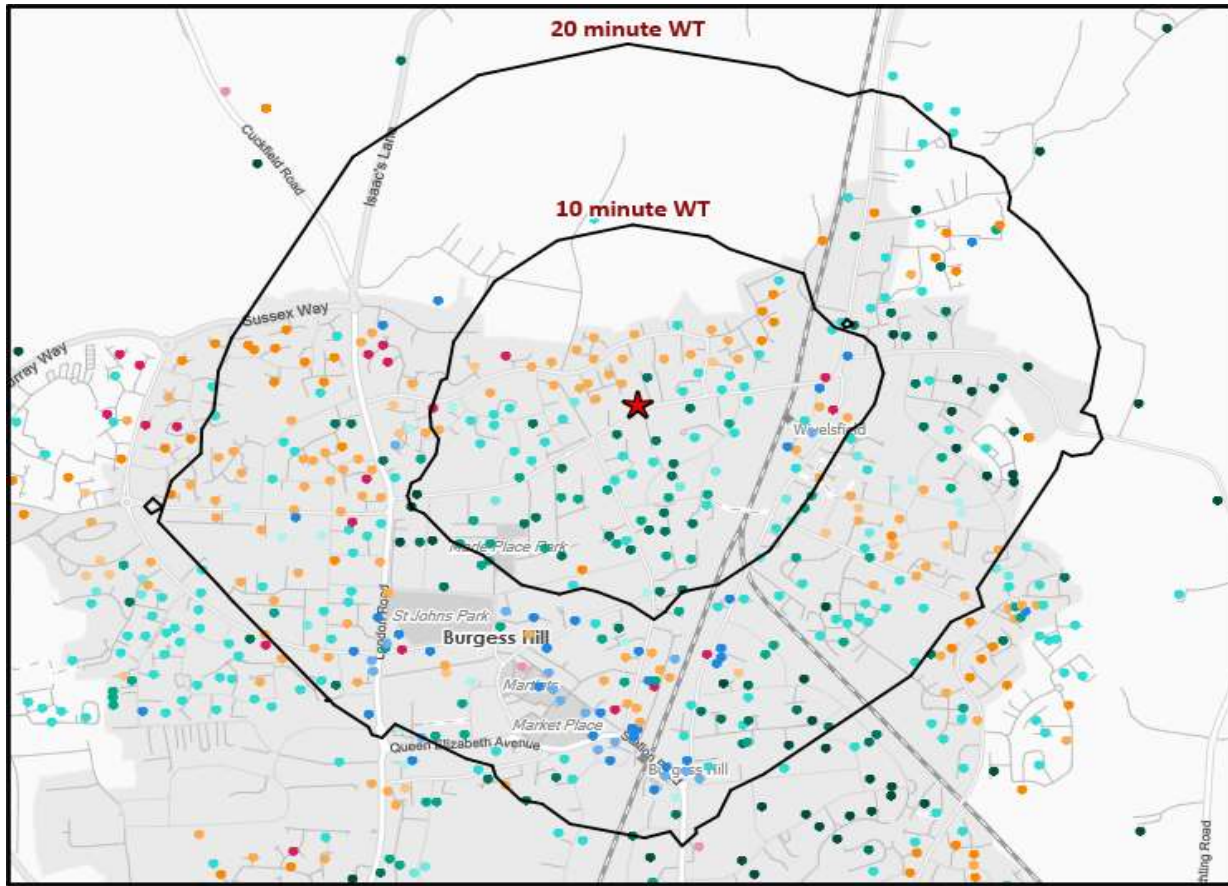
Polaris Summary - Windmill Burgess Hill



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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**
Young Adult - Showing I Care						
Low	0	24	895	0	4	21
Medium	0	0	0	0	0	0
High	125	430	1,522	103	87	45
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	10	451	1,016	8	83	27
High	67	989	8,103	42	151	178
Midlife - Young Kids						
Low	77	421	3,240	19	26	29
Medium	888	3,361	10,450	166	153	69
High	110	962	7,603	57	122	139
Midlife - Carefree						
Low	22	522	1,288	18	105	37
Medium	173	338	1,193	72	34	17
High	1,107	3,941	25,148	282	246	227
Mature						
Low	402	1,026	5,109	189	118	85
Medium	539	1,505	9,500	119	81	74
High	0	523	24,200	0	38	254
Not Private Households	69	184	2,240	134	87	153

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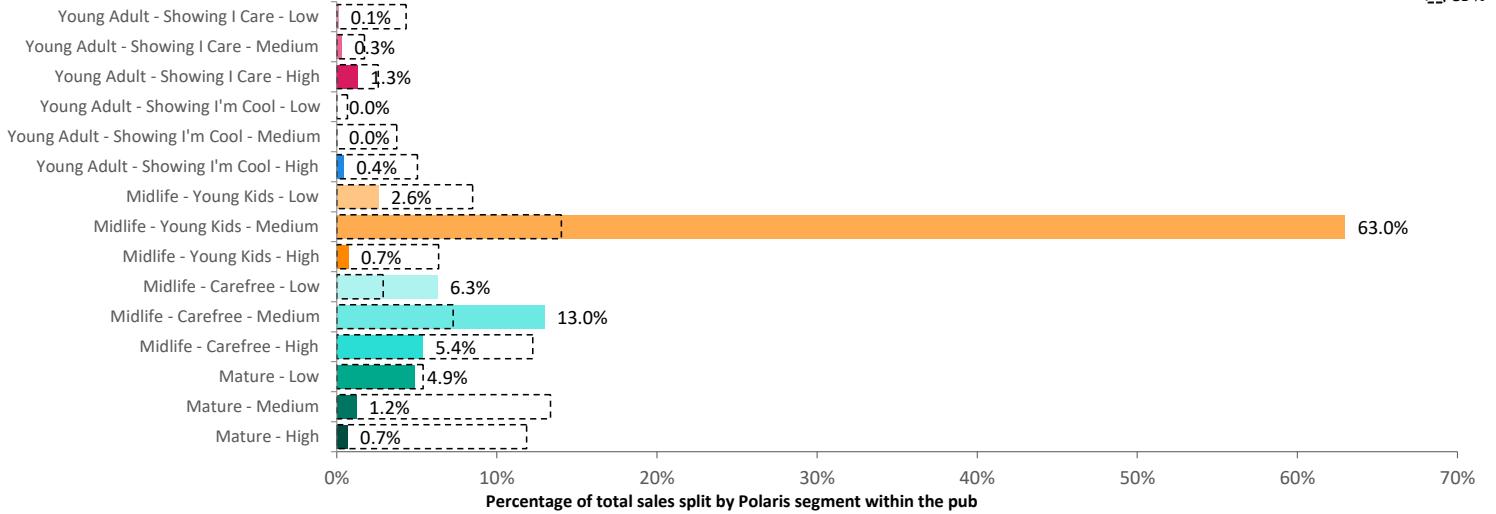


★ Pub Sites

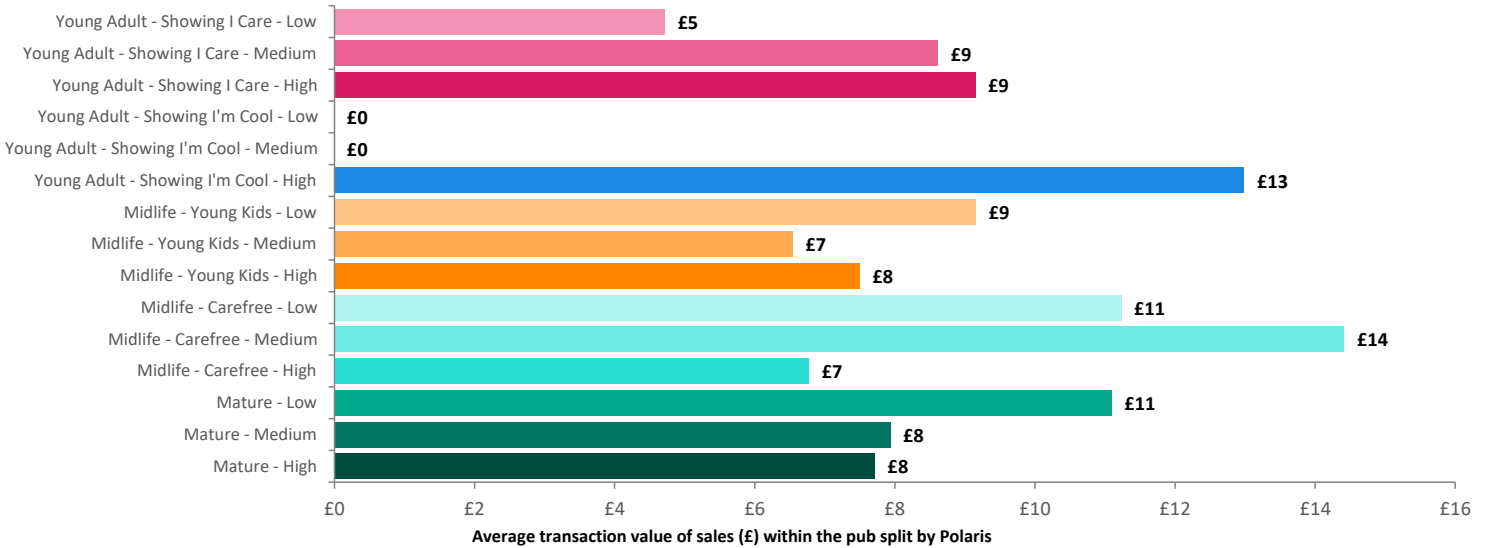
Total 3,589 14,677 101,507

Spend by Polaris

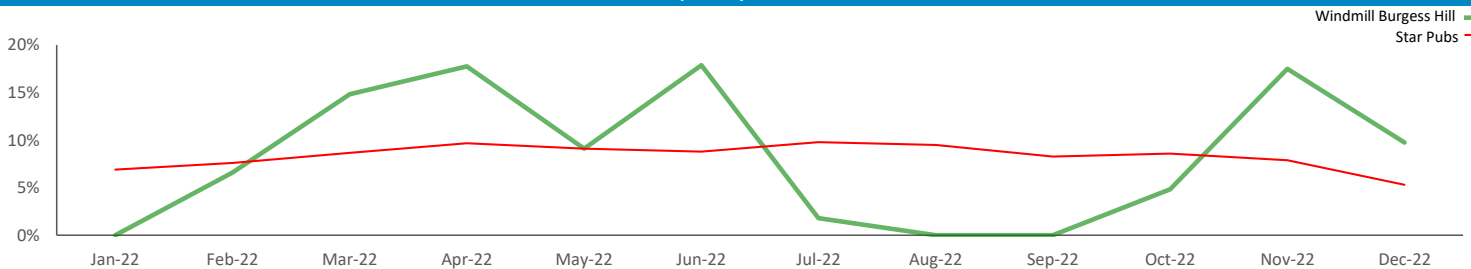
GB %



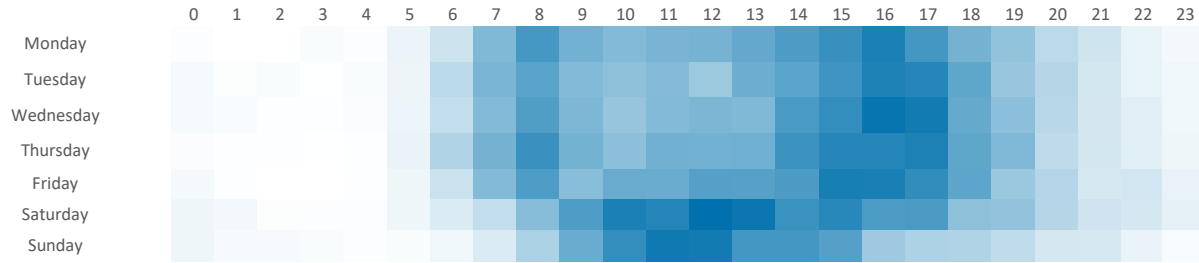
Average Transaction Values (£) by Polaris



Spend by Month

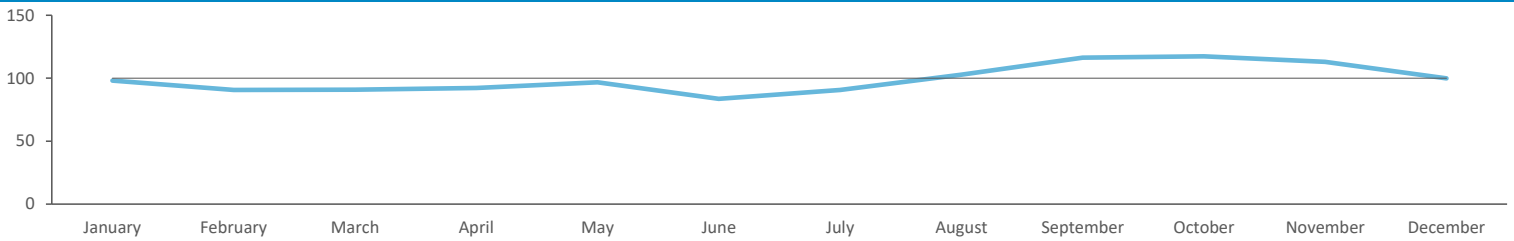


Time of Day/Day of Week



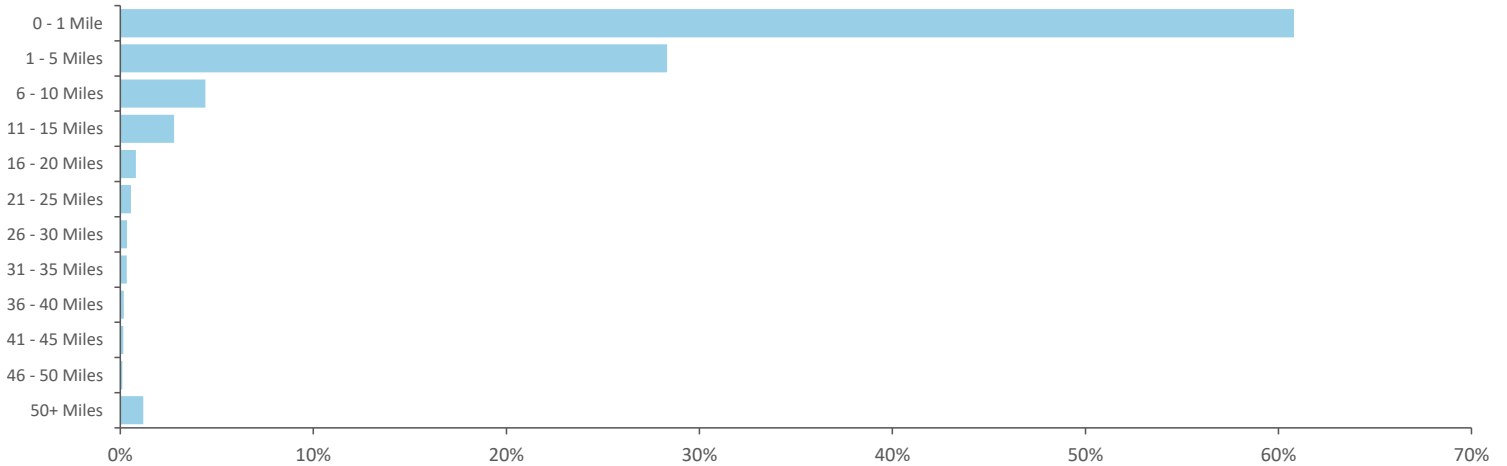
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



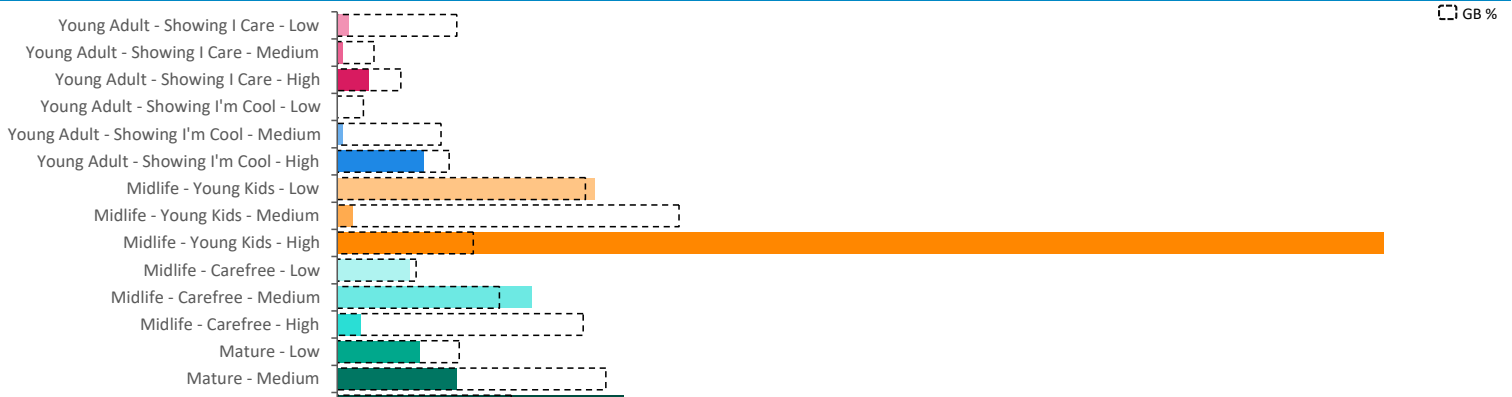
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

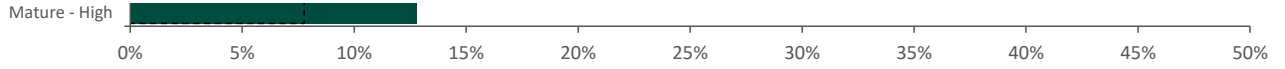


Mobile Data Summary - Windmill Burgess Hill

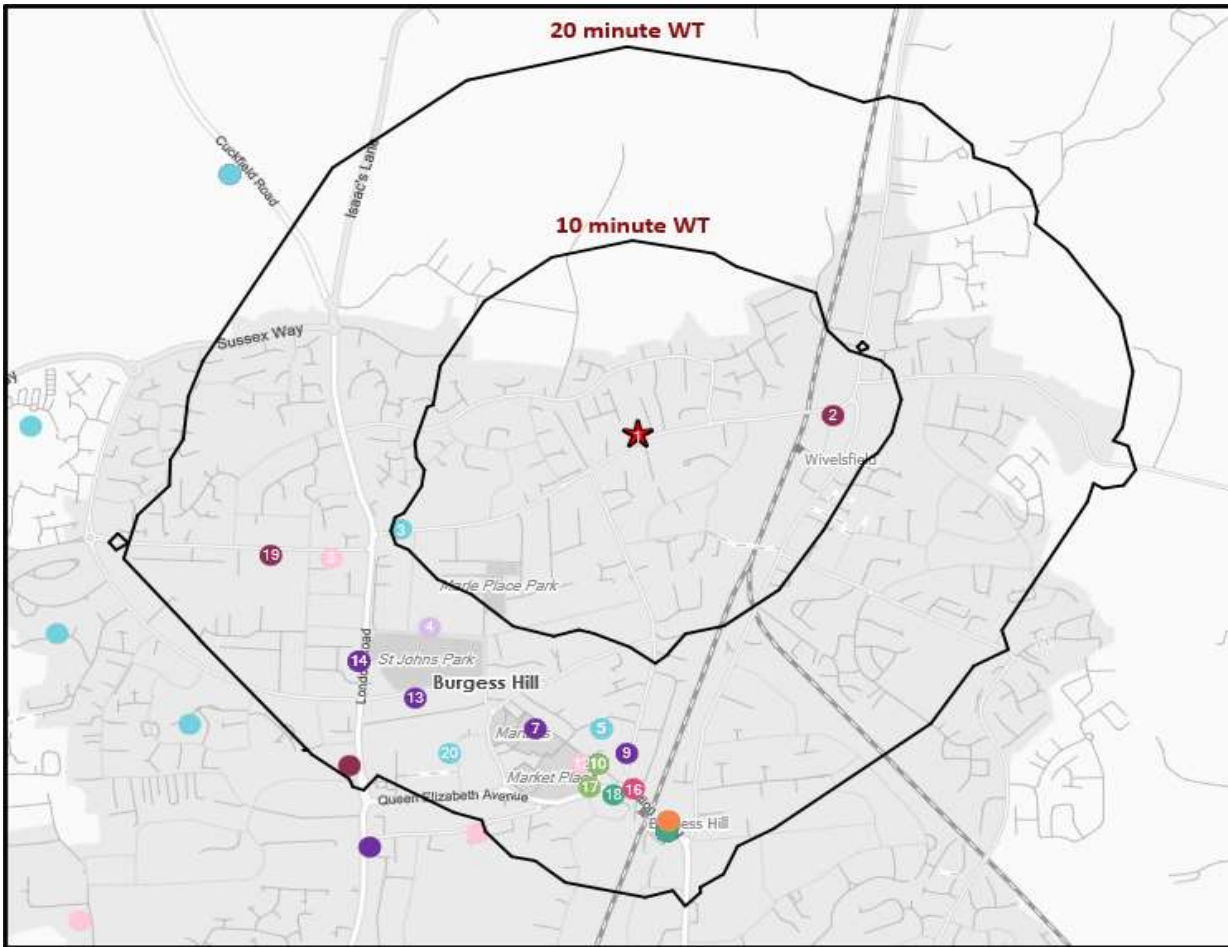


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Time of Day/Day of Week



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	Windmill	RH15 8AB	Star Pubs & Bars	GPGF	0.0
2	Watermill	RH15 0QF	Stonegate Pub Company	Premium Local	0.3
3	Burgess Hill Town Football Club	RH15 8HS	Independent Free	Clubland	0.5
4	Burgess Hill Cricket Club	RH15 8HG	Independent Free	Sports Clubs	0.5
5	Cyprus Hall	RH15 8DX	Independent Free	Clubland	0.6
5	Burgess Hill Constitutional Club	RH15 8DX	Independent Free	Clubland	0.6
7	Bangkok Brasserie	RH15 9BQ	Independent Free	Restaurants	0.6
8	Woolpack	RH15 8NN	Star Pubs & Bars	GPGF	0.6
9	Masala Club	RH15 8DR	Independent Free	Restaurants	0.6
10	Quench Bar And Kitchen	RH15 9AE	Independent Free	ABOS	0.6
10	Six Gold Martlets	RH15 9AE	Wetherspoons GB	Circuit Bar	0.6
12	Block & Gasket	RH15 9BB	Stonegate Pub Company	GPGF	0.6
13	India Garden Tandoori Restaurant	RH15 9AA	Independent Free	Restaurants	0.6
14	Taza Restaurant	RH15 8LH	Independent Free	Restaurants	0.7
14	Buon Appetito	RH15 8LH	*Other Small Retail Groups	Restaurants	0.7
16	Railway	RH15 9DQ	Greene King	Family Pub Dining	0.7
17	Frizzys	RH15 9DS	Independent Free	Circuit Bar	0.7
18	Spiral Restaurant	RH15 9DE	Independent Free	Casual Dining	0.7
19	Cricketers Arms	RH15 8NY	Stonegate Pub Company	Premium Local	0.7
20	Burgess Hill Fire Station	RH15 9BS	Independent Free	Clubland	0.7