

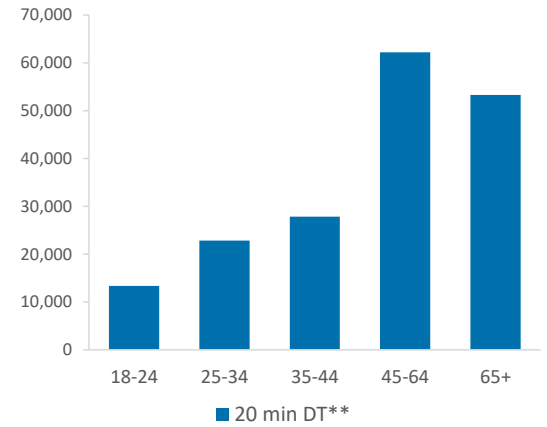
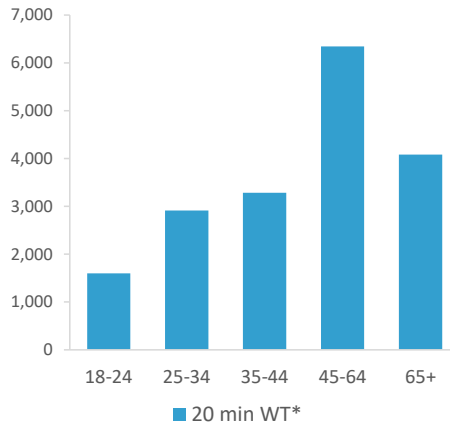
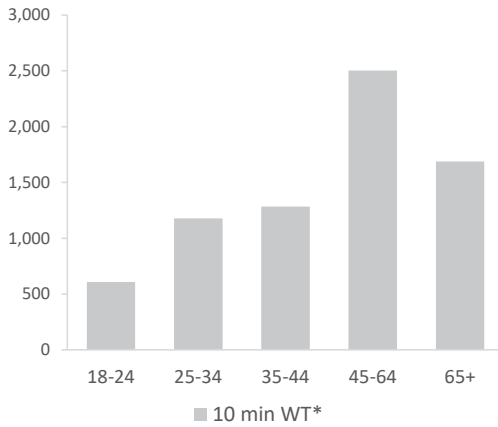
Catchment Summary - Alexandra Worthing

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

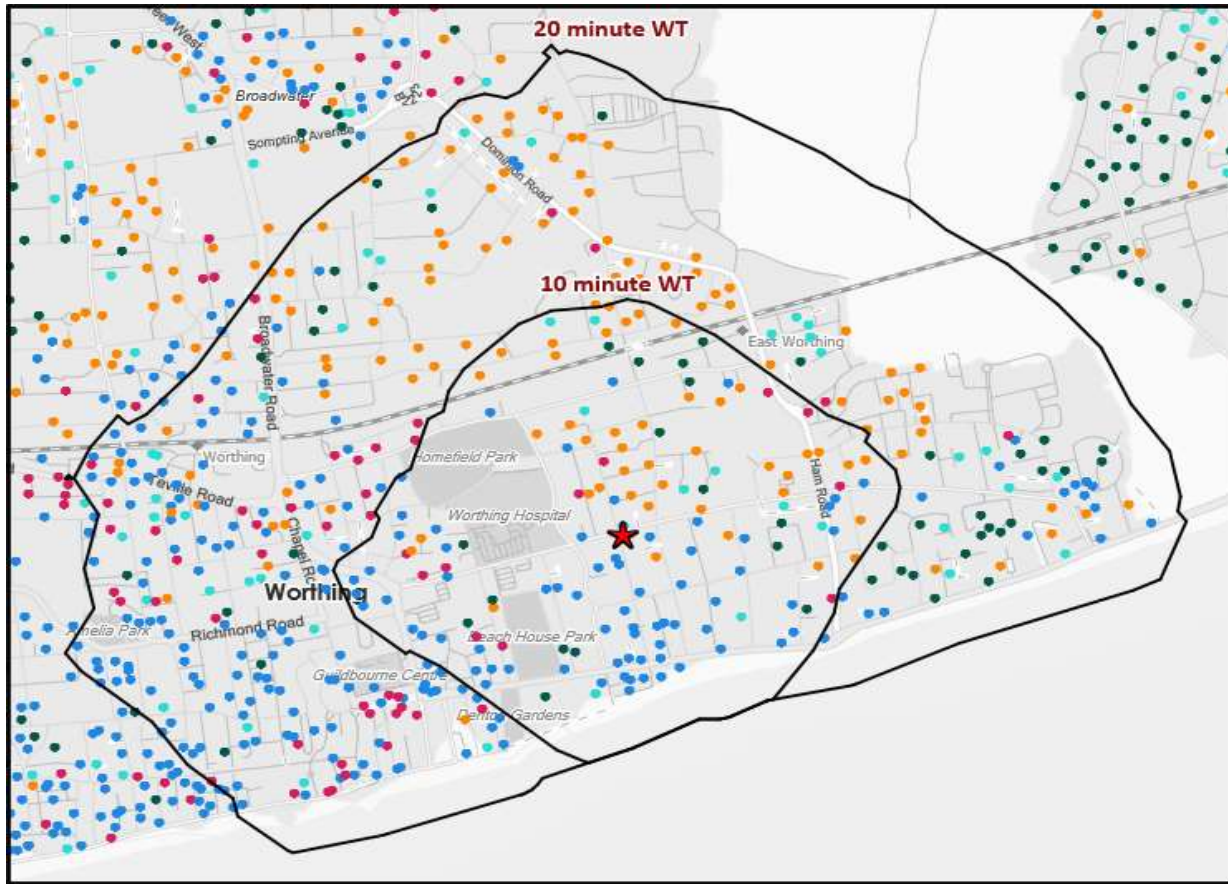
*WT= Walktime, **DT= Drivetime

	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	8,927	22,616	223,969	169	155	59	
<small>Population & Adults 18+ index is based on all pubs</small>							
Adults 18+	7,260	18,221	179,580	167	102	60	
Competition Pubs	16	29	167	107	91	46	
Adults 18+ per Competition Pub	454	628	1,075	55	76	130	
% Adults Likely to Drink	83.0%	82.8%	83.5%	101	100	101	
Affluence	Low	9.9%	17.6%	19.3%	39	69	75
	Medium	53.1%	53.2%	48.3%	135	135	123
	High	33.8%	27.4%	31.3%	101	82	93
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	608	1,597	13,349	84	87	74
	25-34	1,177	2,911	22,866	99	97	77
	35-44	1,283	3,286	27,838	112	113	97
	45-64	2,503	6,345	62,231	110	110	109
	65+	1,689	4,082	53,296	99	94	124



	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	4,379 (49%)	11,160 (49%)	108,016 (48%)	99	100	98
	Female	4,548 (51%)	11,456 (51%)	115,953 (52%)	101	100	102
Economic Status (16-74)	Employed: Full-time	2,970 (45%)	7,339 (44%)	63,371 (40%)	109	106	97
	Employed: Part-time	816 (12%)	2,162 (13%)	22,867 (15%)	96	100	112
	Self employed	709 (11%)	1,704 (10%)	17,593 (11%)	114	107	117
	Unemployed	161 (2%)	399 (2%)	2,952 (2%)	104	101	79
	Retired	686 (11%)	1,954 (12%)	26,103 (17%)	76	85	121
	Other	1,191 (18%)	3,046 (18%)	23,991 (15%)	92	93	78
Total Worker Count	8,018	18,096	79,343				

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	561	1,808	7,807	87	111	49
Young Adult - Showing I'm Cool	3,600	6,839	22,607	539	408	137
Midlife - Young Kids	1,751	5,412	47,937	77	95	85
Midlife - Carefree	454	1,833	34,915	30	48	92
Mature	671	2,003	64,154	33	39	128
Not Private Households	223	326	2,160	214	124	84
Total	7,260	18,221	179,580			

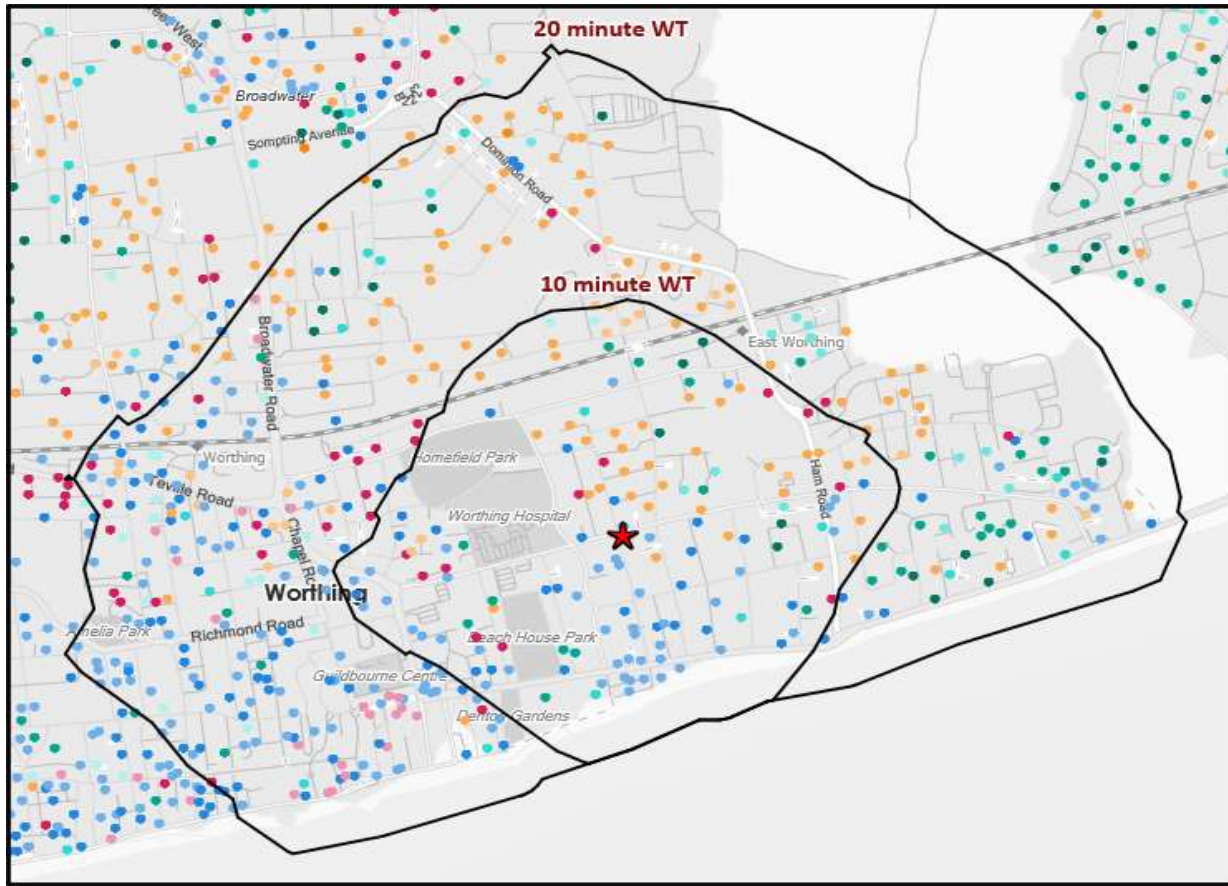
Polaris Summary - Alexandra Worthing



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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	1	434	1,468	0	57	19
Medium	0	0	96	0	0	4
High	560	1,374	6,243	229	224	103
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	2,010	3,908	11,552	749	580	174
High	1,590	2,931	11,055	489	359	138
Midlife - Young Kids						
Low	296	890	7,991	37	44	40
Medium	1,455	4,507	34,724	134	166	130
High	0	15	5,222	0	2	54
Midlife - Carefree						
Low	0	623	3,515	0	101	58
Medium	147	534	11,317	30	44	94
High	307	676	20,083	39	34	102
Mature						
Low	425	1,264	21,609	99	117	203
Medium	246	739	28,962	27	32	127
High	0	0	13,583	0	0	81
Not Private Households	223	326	2,160	214	124	84

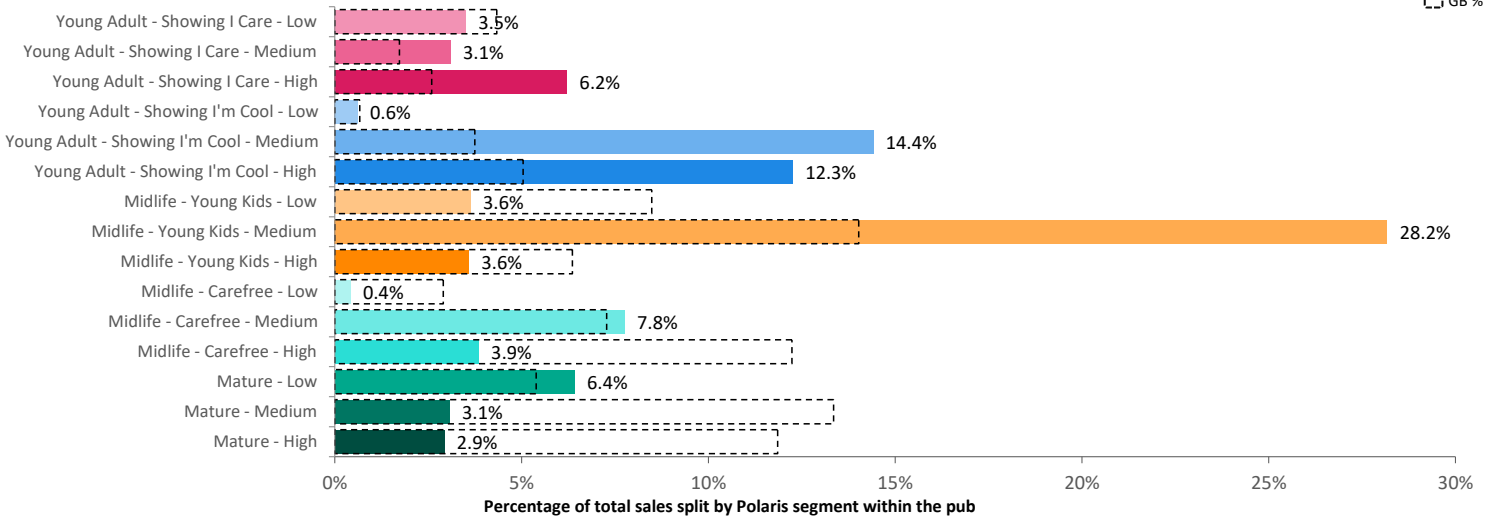
Polaris Summary - Alexandra Worthing



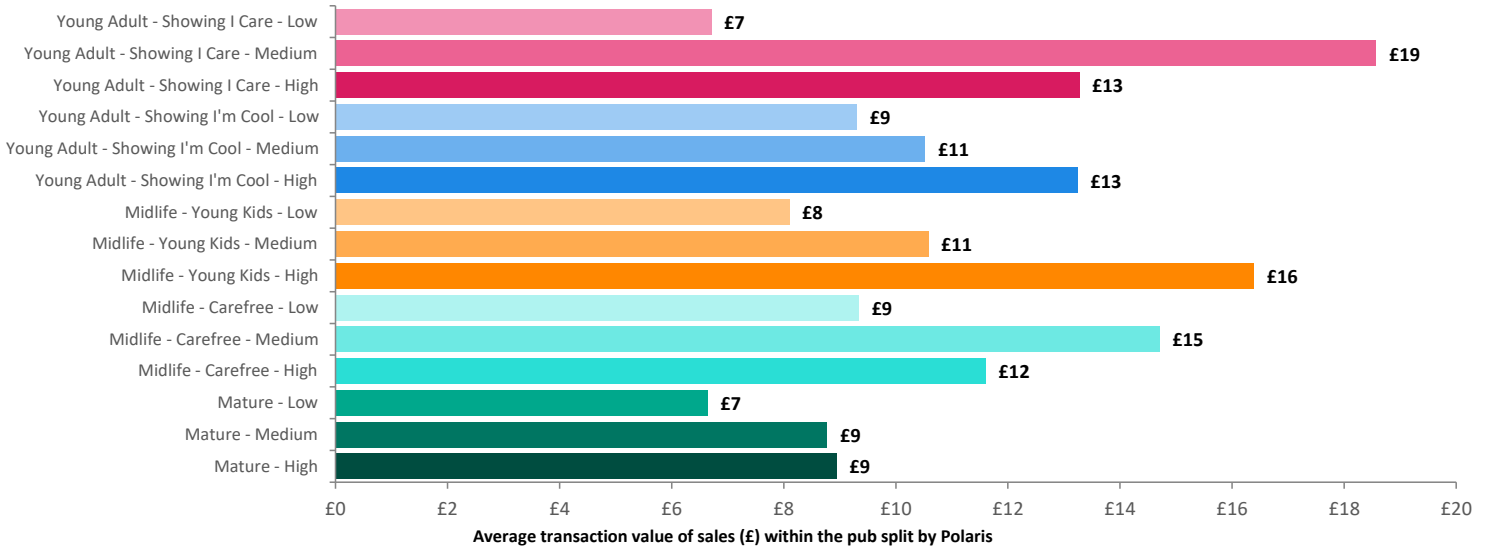
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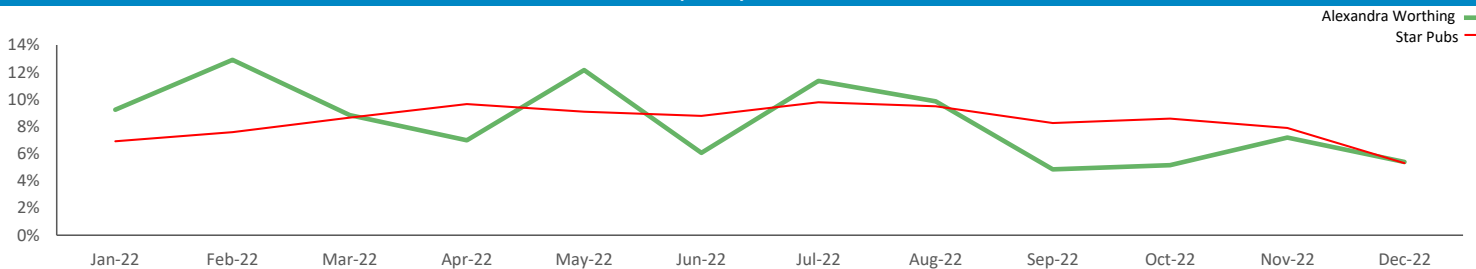
Spend by Polaris



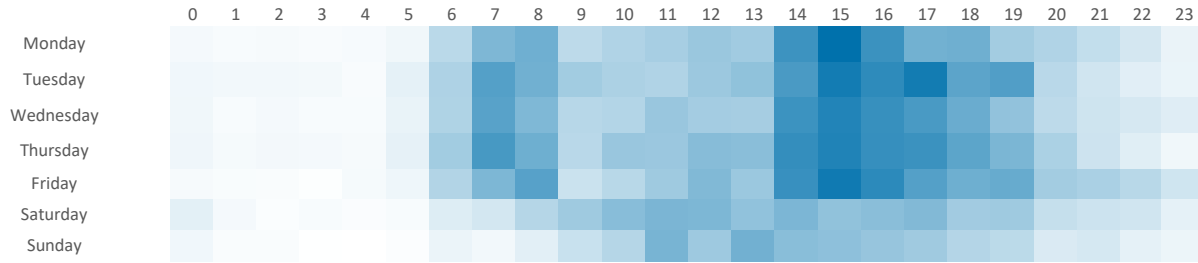
Average Transaction Values (£) by Polaris



Spend by Month

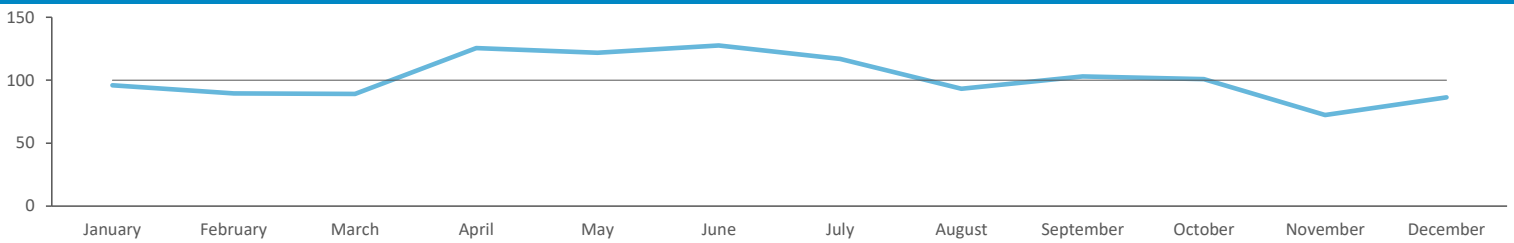


Time of Day/Day of Week



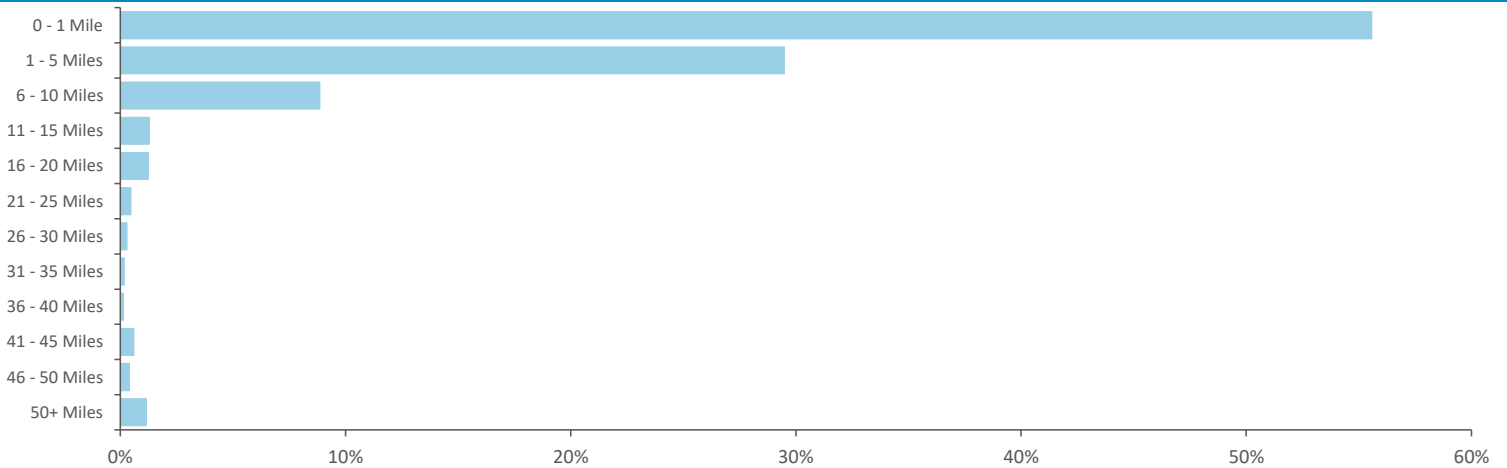
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



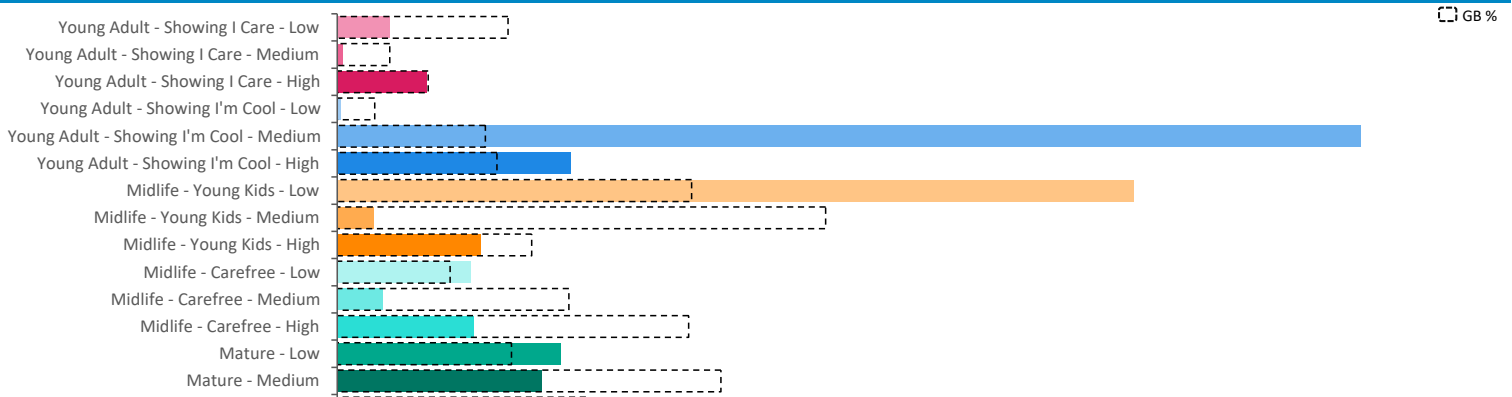
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Alexandra Worthing

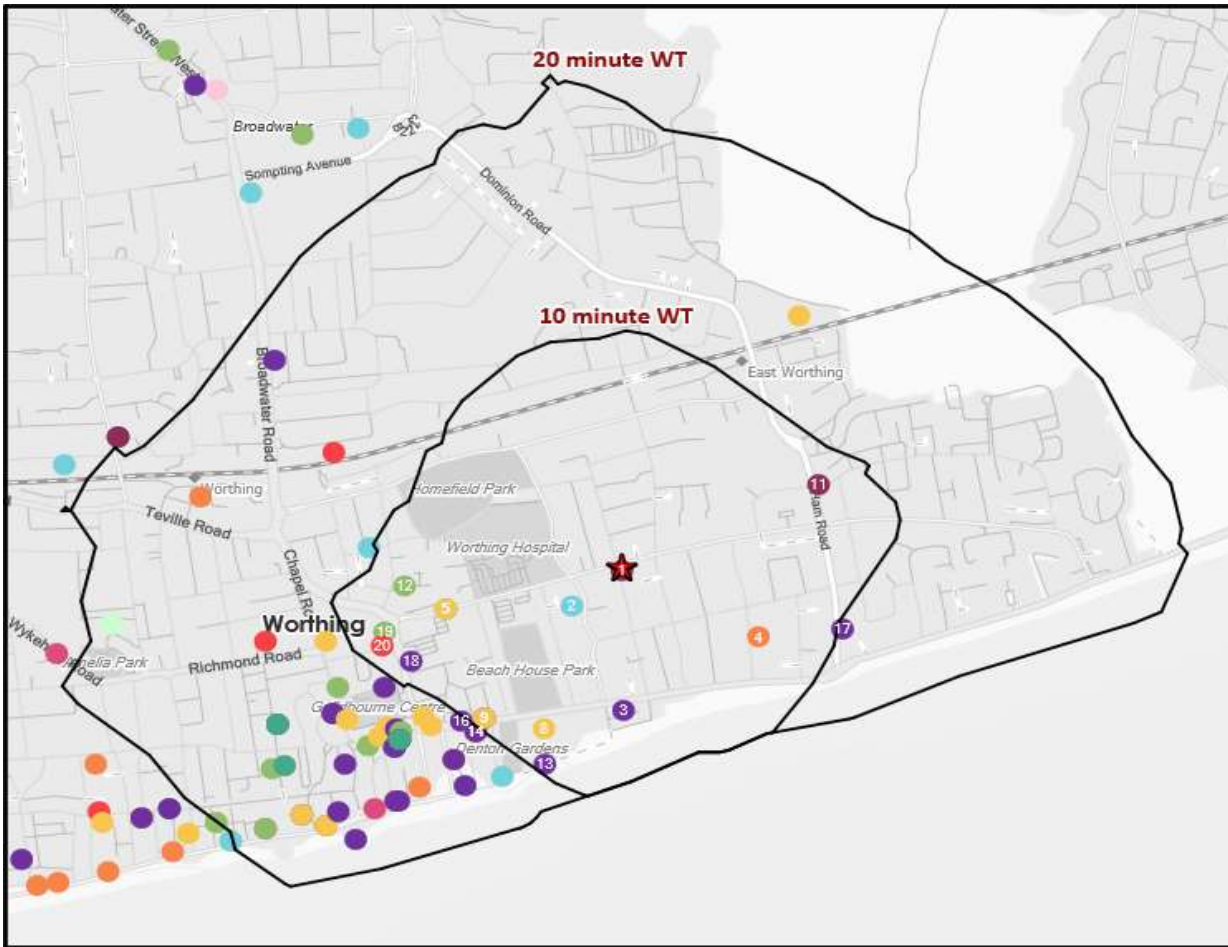


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Time of Day/Day of Week



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	Alexandra	BN11 2DF	Star Pubs & Bars	Premium Local	0.0
2	Griffin Factors Social Club	BN11 2BW	Independent Free	Clubland	0.1
3	Original Chipwick	BN11 2EN	Independent Free	Restaurants	0.3
4	Windsor House Hotel	BN11 2LX	Independent Free	Hotel	0.3
5	Worthing Bowling Club	BN11 2DB	Independent Free	Clubland	0.3
5	Selden Arms	BN11 2DB	Independent Free	Circuit Bar	0.3
5	Palm Court Pavilion	BN11 2DB	Independent Free	High Street Pub	0.3
8	Coast Cafe Des Artistes	BN11 2EJ	Independent Free	High Street Pub	0.3
9	Fish Factory	BN11 3EE	Proto Restaurant Group	Restaurants	0.3
9	Royal Oak	BN11 3EE	Ei Group	High Street Pub	0.3
11	Smugglers Return	BN11 2QS	Stonegate Pub Company	Premium Local	0.4
12	Corner House	BN11 1DJ	Independent Free	Circuit Bar	0.4
13	Bayside Social	BN11 2FG	Independent Free	Restaurants	0.4
14	Egremont	BN11 3ED	Independent Free	High Street Pub	0.4
14	Le Spice	BN11 3ED	Independent Free	Restaurants	0.4
16	Siam Thai Cuisine	BN11 3EF	Independent Free	Restaurants	0.4
17	Sunny Restaurant	BN11 2QX	Independent Free	Restaurants	0.4
18	Toby Jug	BN11 1LL	Independent Free	Restaurants	0.4
19	New Amsterdam	BN11 1DN	Star Pubs & Bars	Circuit Bar	0.4
20	New Connaught Theatre	BN11 1LG	Independent Free	Large Venue	0.4