

## Catchment Summary - Dukes Head Sevenoaks



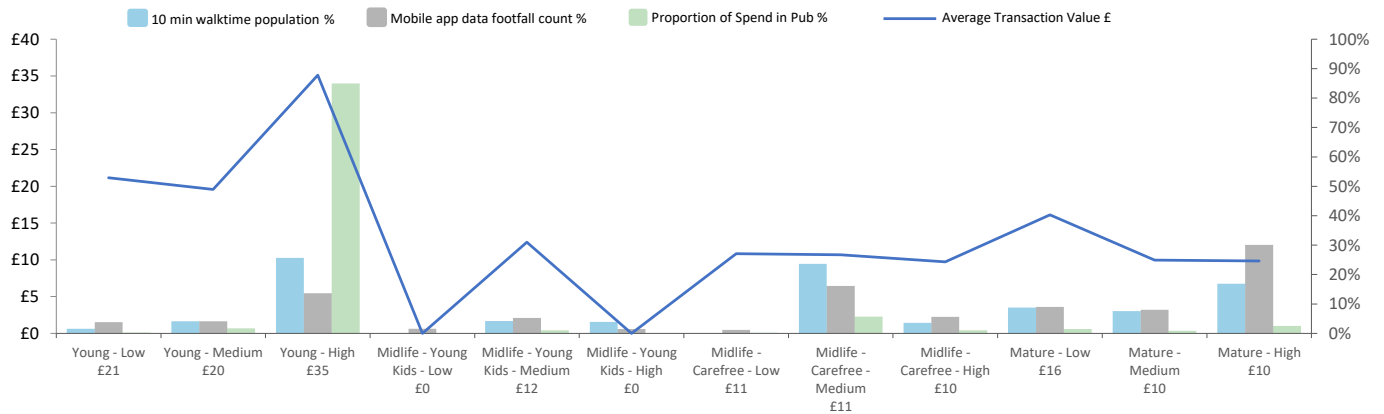
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625713	Dukes Head Sevenoaks	TN13 2UR	Star Pubs & Bars	Premium Local	13



- ★ Pub Sites
- ⬇ Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

### Polaris Plus Profile



See the Glossary page for further information on the above variables

# Catchment Summary - Dukes Head Sevenoaks

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Over GB Average  
Around GB Average  
Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

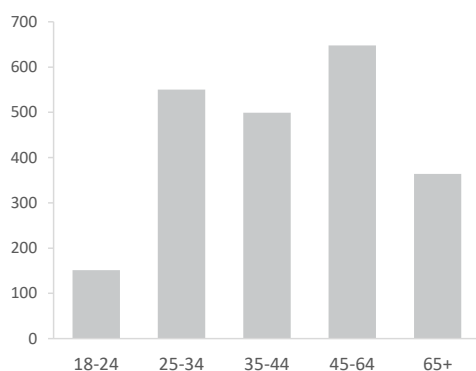
Population	2,946	5,540	217,453	55	30	50
Adults 18+	2,212	4,166	168,277	49	27	48
Competition Pubs	2	4	150	11	11	36
Adults 18+ per Competition Pub	1,106	1,042	1,122	129	121	131
% Adults Likely to Drink	77.2%	77.7%	78.7%	101	102	103

Population & Adults 18+ index is based on all pubs

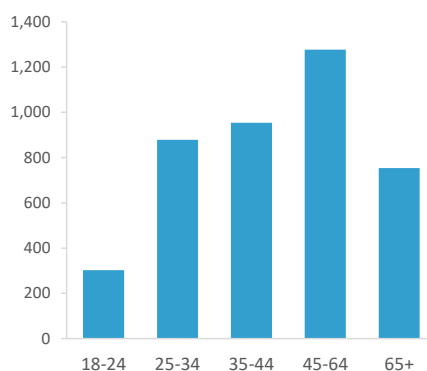
Affluence	Low	10.4%	5.5%	9.4%	31	17	28
	Medium	39.6%	36.1%	37.2%	104	95	98
	High	50.0%	58.3%	52.2%	183	213	191

\*Affluence does not include Not Private Households

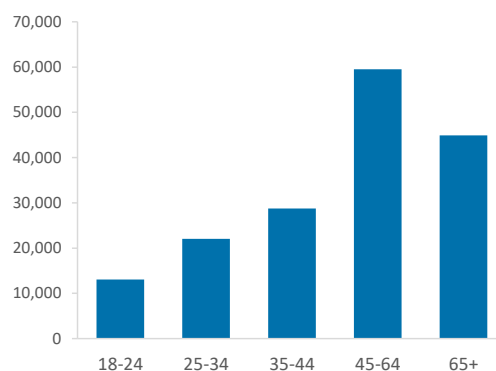
Age Profile	18-24	151	302	13,076	63	67	74
	25-34	550	879	22,063	140	119	76
	35-44	499	954	28,733	128	130	100
	45-64	648	1,277	59,510	86	90	107
	65+	364	754	44,895	64	71	107



■ 10 min WT\*



■ 20 min WT\*



■ 20 min DT\*\*

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	1,406 (48%)	2,641 (48%)	105,231 (48%)	97	97	99
	Female	1,540 (52%)	2,899 (52%)	112,222 (52%)	102	103	101

Economic Status (16+)	Employed: Full-time	1,022 (45%)	1,906 (45%)	60,677 (35%)	131	130	101
	Employed: Part-time	268 (12%)	512 (12%)	19,497 (11%)	100	101	94
	Self employed	268 (12%)	493 (12%)	20,167 (12%)	128	125	125
	Unemployed	54 (2%)	93 (2%)	4,009 (2%)	86	79	83
	Full-time student	19 (1%)	44 (1%)	2,420 (1%)	35	43	58
	Retired	344 (15%)	691 (16%)	42,405 (24%)	70	74	111
	Other	286 (13%)	529 (12%)	25,253 (14%)	73	71	83

Total Worker Count	318	771	83,979
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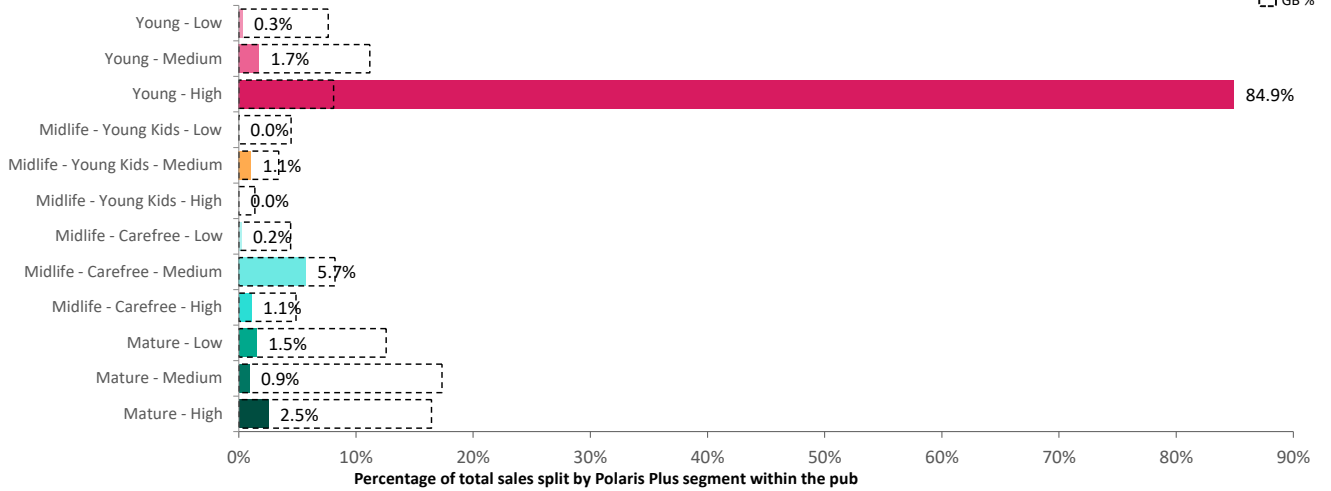
See the Glossary page for further information on the above variables

# Transactional Data Summary - Dukes Head Sevenoaks

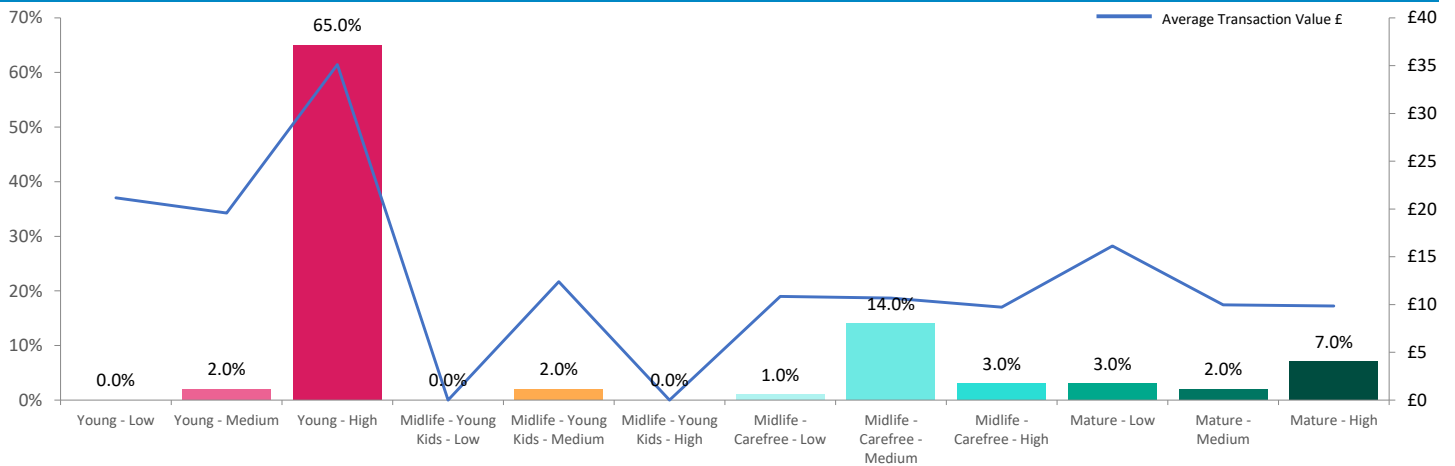


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## Spend by Polaris Plus

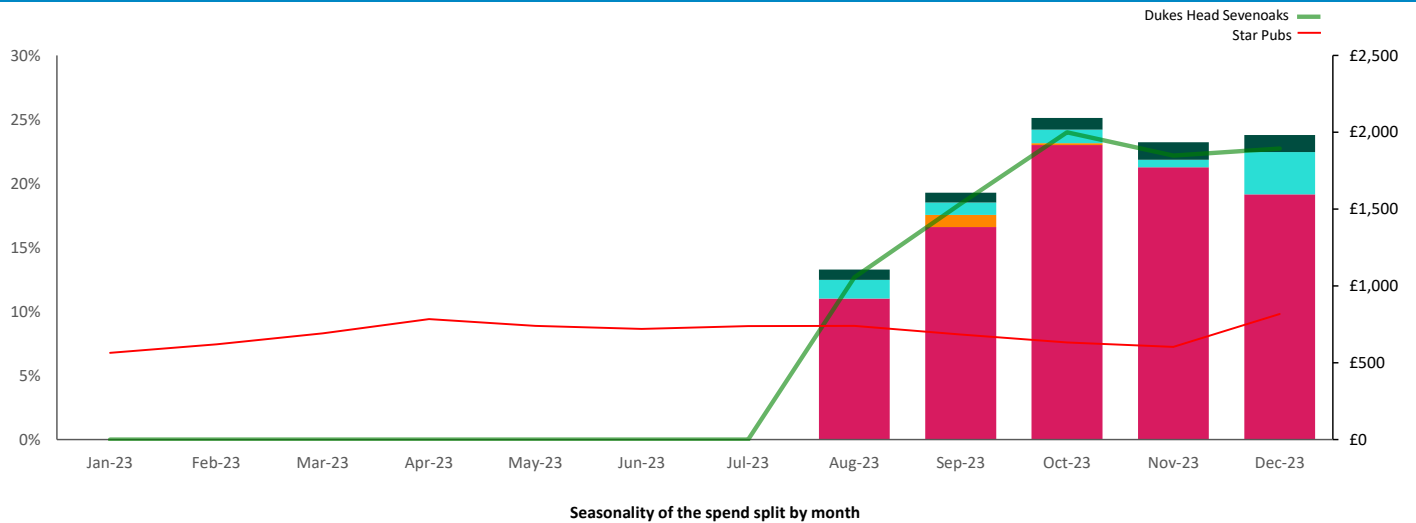


## % of Transactions and Average Transaction Values (£) by Polaris Plus



## Average transaction value of sales (£) within the pub split by Polaris Plus

### Spend by Month and Polaris

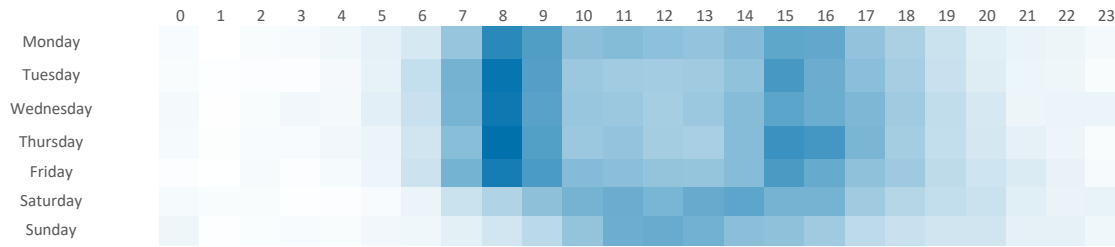


# Mobile Data Summary - Dukes Head Sevenoaks



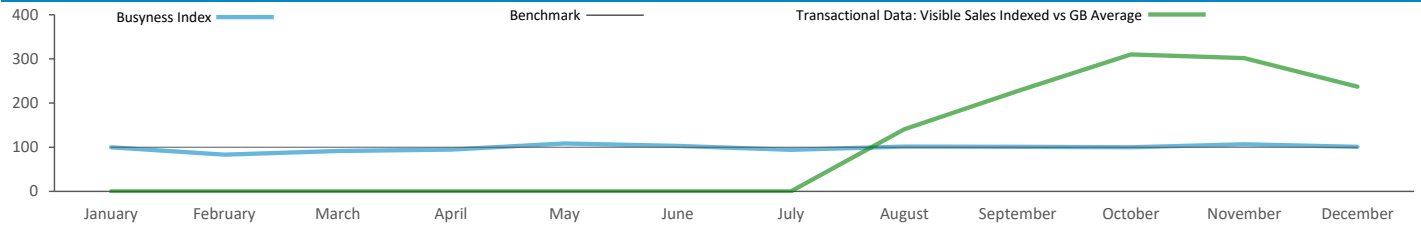
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## Time of Day/Day of Week



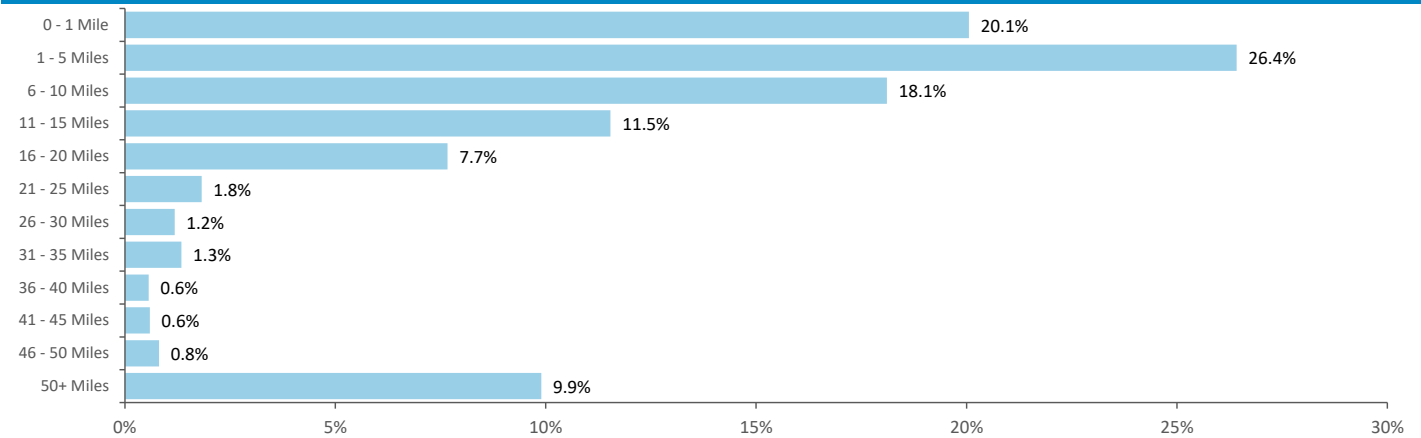
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

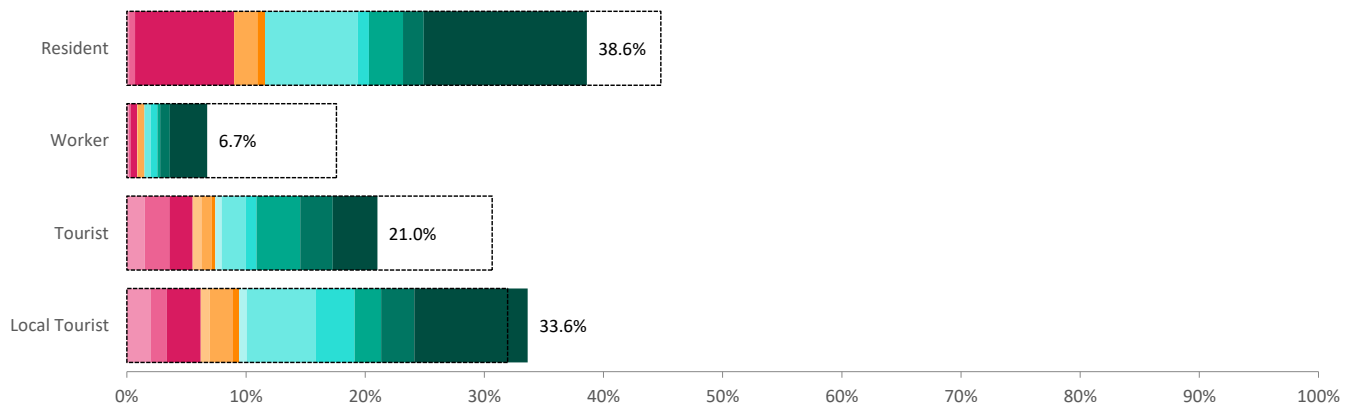
## Distance from Home



Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

## Audience Classification by Polaris Plus

Base: GB



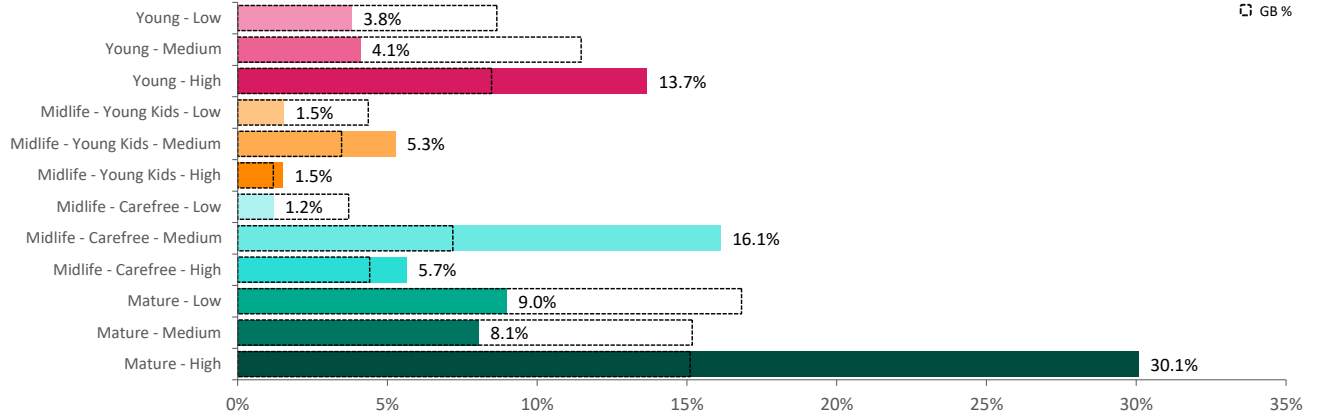
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Dukes Head Sevenoaks



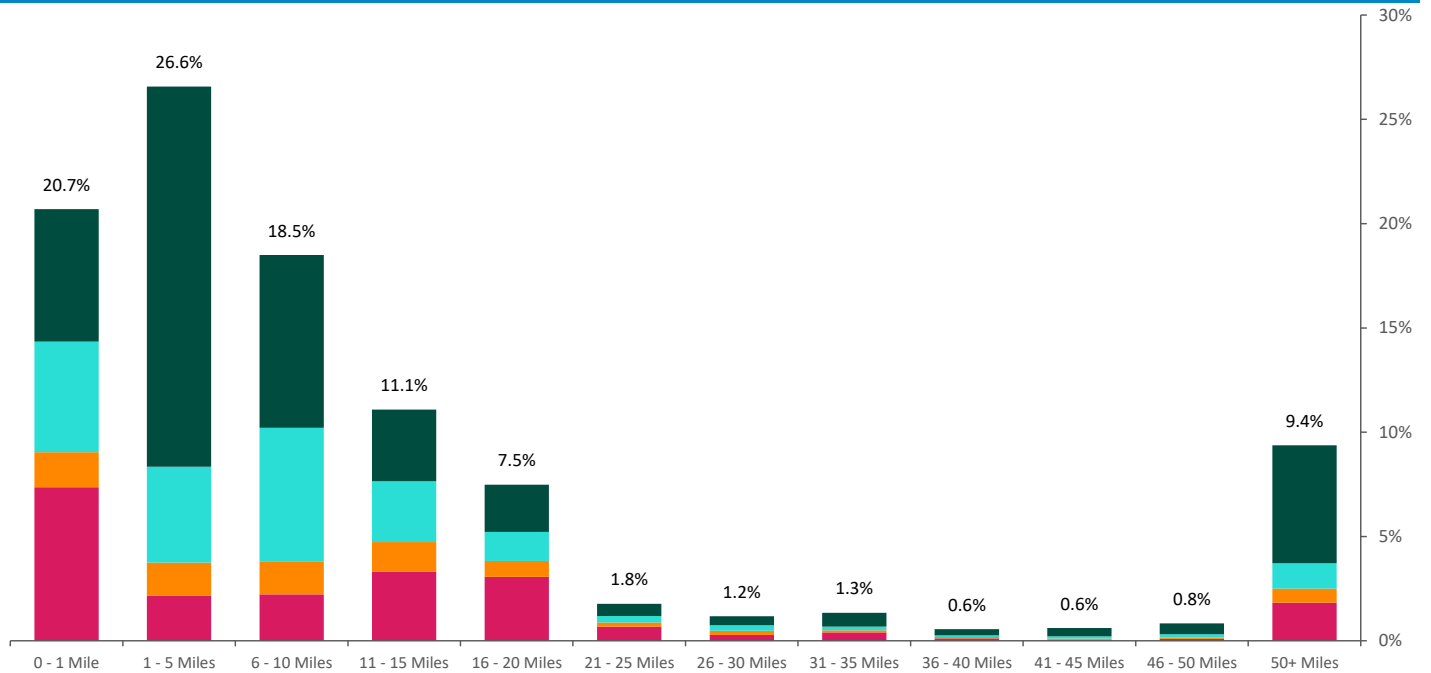
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## Polaris Plus Profile



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

## Distance from Home by Polaris



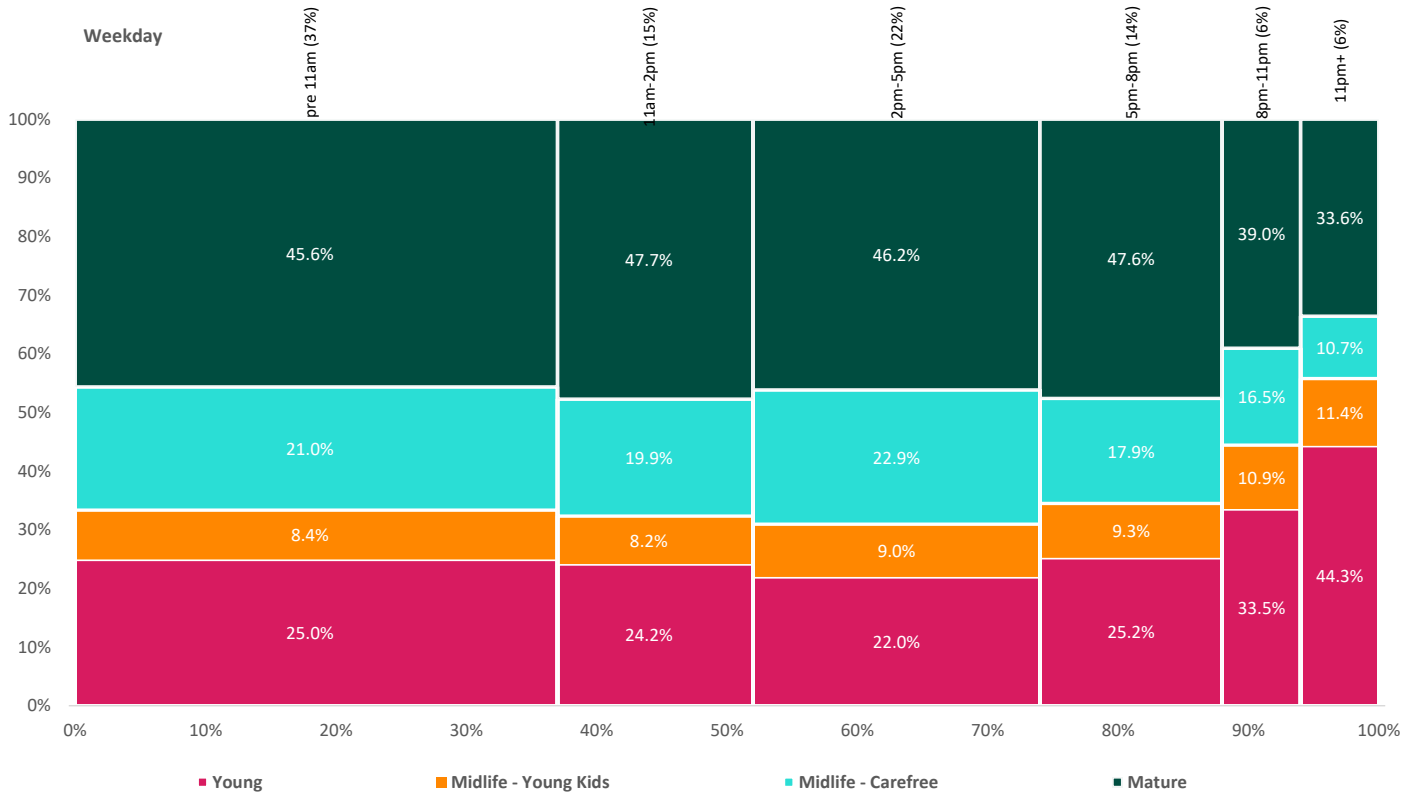
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# Mobile Data Summary - Dukes Head Sevenoaks

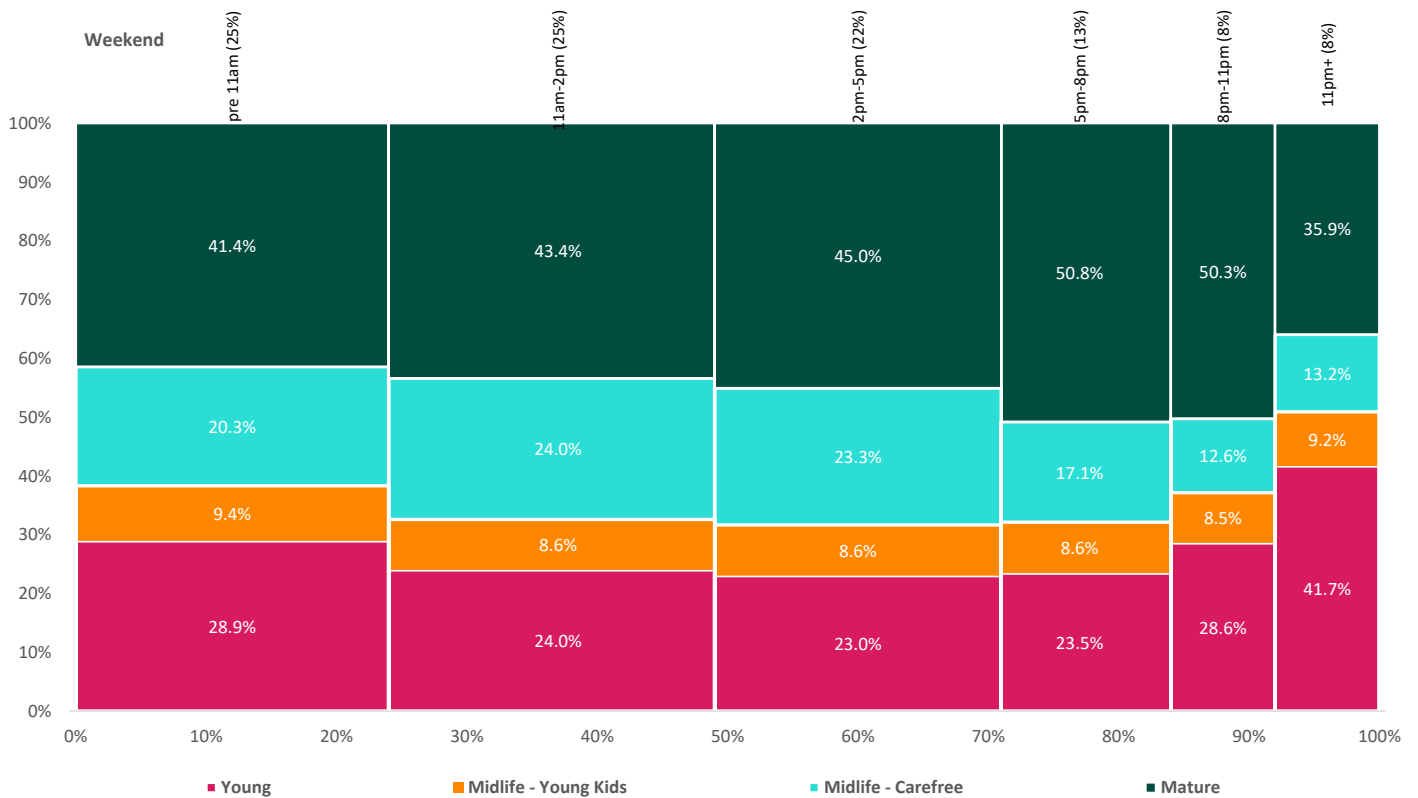


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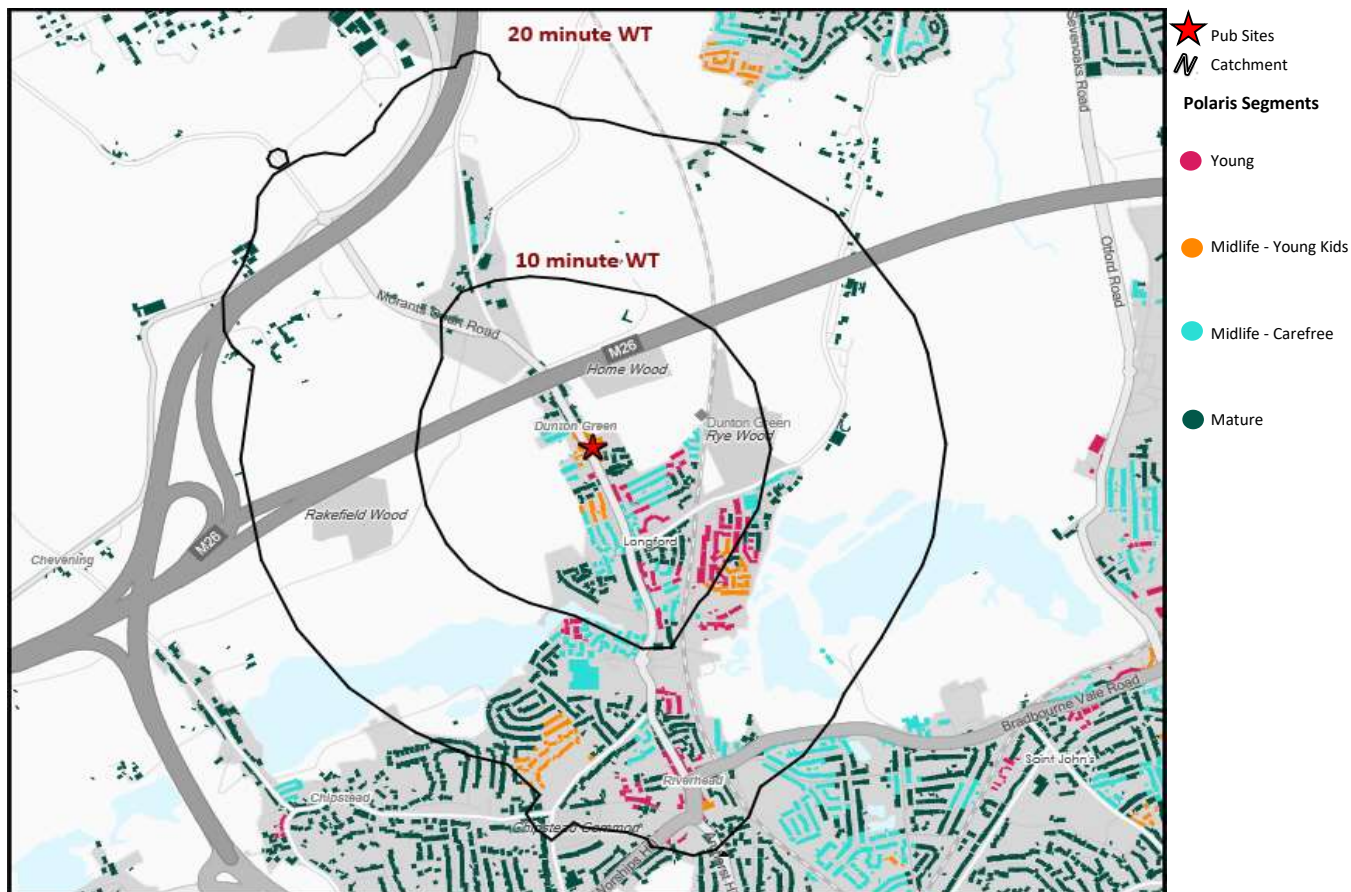
## Time of Day by Polaris: Weekday (Monday to Friday)



## Time of Day by Polaris: Weekend (Saturday and Sunday)



## Polaris Summary - Dukes Head Sevenoaks



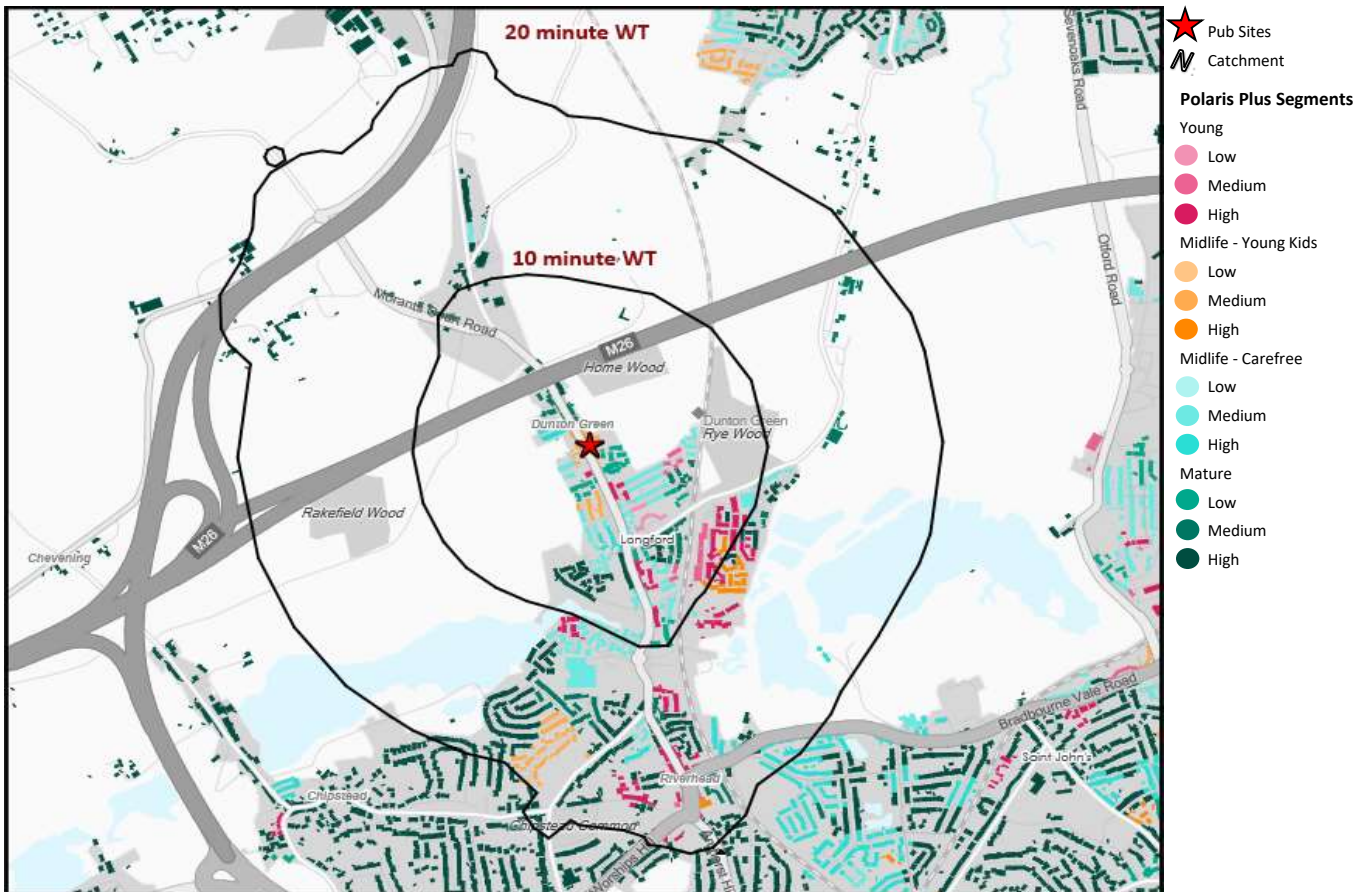
## Polaris Profile by Catchment

\*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	693	1,117	19,154	114	97	41
Midlife - Young Kids	180	500	14,147	74	110	77
Midlife - Carefree	602	858	48,567	172	130	182
Mature	737	1,687	84,439	75	91	113
<b>Not Private Households</b>	0	4	1,970	0	7	89
<b>Total</b>	2,212	4,166	168,277			



## Polaris Plus Summary - Dukes Head Sevenoaks



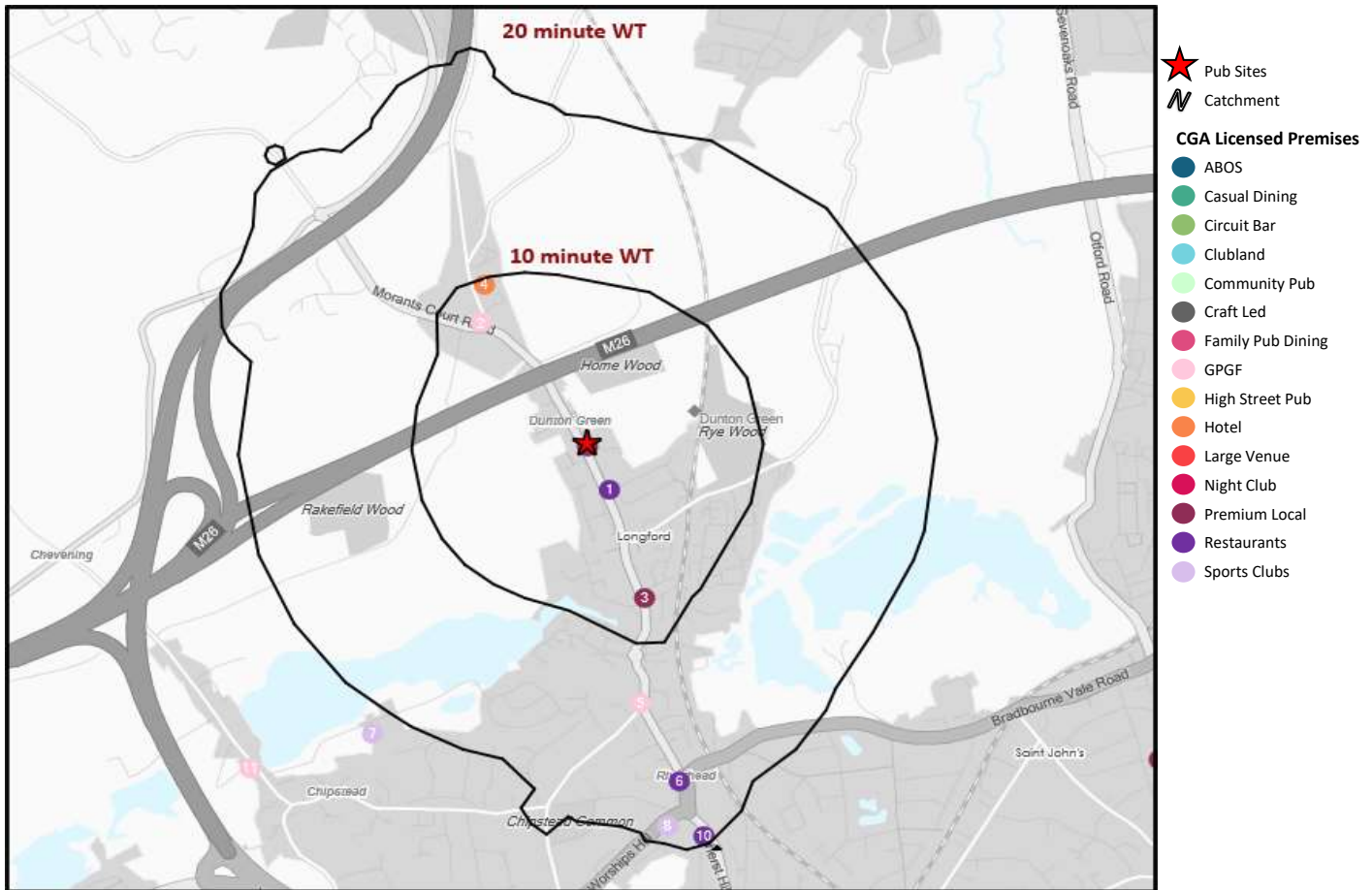
## Polaris Plus Profile by Catchment

\*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**
<b>Young</b>						
Low	35	35	3,819	16	9	23
Medium	91	118	4,620	37	26	25
High	567	964	10,715	381	344	95
<b>Midlife - Young Kids</b>						
Low	0	0	639	0	0	7
Medium	93	284	12,237	97	157	168
High	87	216	1,271	352	464	68
<b>Midlife - Carefree</b>						
Low	0	0	307	0	0	4
Medium	523	753	34,375	330	252	285
High	79	105	13,885	80	57	185
<b>Mature</b>						
Low	195	195	11,095	64	34	48
Medium	168	350	11,377	48	54	43
High	374	1,142	61,967	113	183	246
<b>Not Private Households</b>	0	4	1,970	0	7	89
<b>Total</b>	2,212	4,166	168,277			



## CGA Summary - Dukes Head Sevenoaks



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Dukes Head	TN13 2UR	Star Pubs & Bars	Premium Local	0.0
1	Taj	TN13 2UT	Independent Free	Restaurants	0.1
2	Rose & Crown	TN13 2TH	Mitchells & Butlers	GPGF	0.4
3	Miners Arms	TN13 2UF	Admiral Taverns Ltd	Premium Local	0.4
4	Donnington Manor Hotel	TN13 2TD	Independent Free	Hotel	0.4
5	Bullfinch	TN13 2DR	McMullen & Sons Ltd	GPGF	0.6
6	Longhouse Restaurant	TN13 2BU	Independent Free	Restaurants	0.8
7	Chipstead Sailing Club	TN13 2SD	Independent Free	Sports Clubs	0.8
8	Holmesdale Cricket Club	TN13 2AP	Independent Free	Sports Clubs	0.9
8	Holmesdale Bowling Club	TN13 2AP	Independent Free	Sports Clubs	0.9
10	Miller & Carter	TN13 2EN	Mitchells & Butlers	Restaurants	0.9
11	Bricklayers Arms	TN13 2RZ	Harvey	GPGF	1.0
12	Rising Sun	TN14 5JR	Independent Free	Premium Local	1.2
13	Kings Head	TN13 2QA	Star Pubs & Bars	GPGF	1.2

# Per Pub Analysis - Dukes Head Sevenoaks



\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,212	4,166	168,277
Number of Competition Pubs	2	4	150
Adults 18+ per Competition Pub	1,106	1,042	1,122

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	323	14.6%	181
Circuit Bar	0	41	1.9%	46
Community Pub	0	183	8.3%	43
Craft Led	0	115	5.2%	150
Great Pub Great Food	0	539	24.4%	138
High Street Pub	0	185	8.3%	45
Premium Local	2	303	13.7%	83

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	614	14.7%	183
Circuit Bar	0	70	1.7%	42
Community Pub	0	257	6.2%	32
Craft Led	0	196	4.7%	136
Great Pub Great Food	2	1,197	28.7%	162
High Street Pub	0	297	7.1%	39
Premium Local	2	777	18.7%	113

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	7	13,777	8.2%	102
Circuit Bar	9	3,458	2.1%	51
Community Pub	3	13,693	8.1%	43
Craft Led	0	3,353	2.0%	58
Great Pub Great Food	47	46,053	27.4%	155
High Street Pub	10	12,504	7.4%	40
Premium Local	47	38,788	23.0%	140

## Glossary

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	<p>Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High <b>Polaris Plus Segments:</b> 1.3, 2.3, 3.3, 4.3</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> Includes long term sick, disabled, looking after home/family</p>																																								
Index vs GB Average	<p>The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB</p> <p><b>Over GB Average</b> Index value is &gt; 120</p> <p><b>Around GB Average</b> Index value is between 80 - 120</p> <p><b>Under GB Average</b> Index value is &lt; 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</td><td>"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"</td><td>"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."</td><td>"I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"</td></tr><tr><td><ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul></td><td><ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul></td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds	"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."	"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"	"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."	"I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"	<ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul>	<ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul>																						
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Product needs																																									
Licensed Premises																																									
The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc.																																									
Competition Pubs																																									
Competition Pubs are the following HUK Segments: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining.																																									
Mobile data																																									
Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.																																									
Acorn																																									
Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 7 categories, 22 groups and 65 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.																																									
Transactional data																																									
Consumer Spend data provides actual credit and debit card expenditure for hospitality venues allowing you to see spend and average transaction value at an pub level. The data shows who from a Polaris segmentation is spending in the pub.																																									
Sparsity																																									
Sparsity is a measure of how built-up the area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																																									
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="4">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">Rural</td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Metropolitan				Large Urban								Small Urban				Rural			
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