

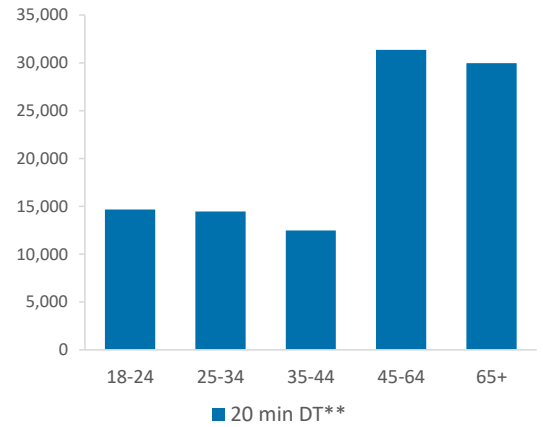
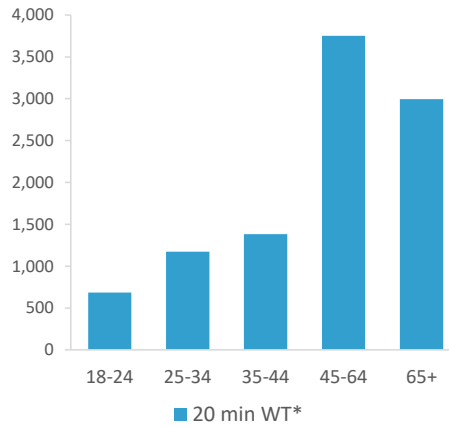
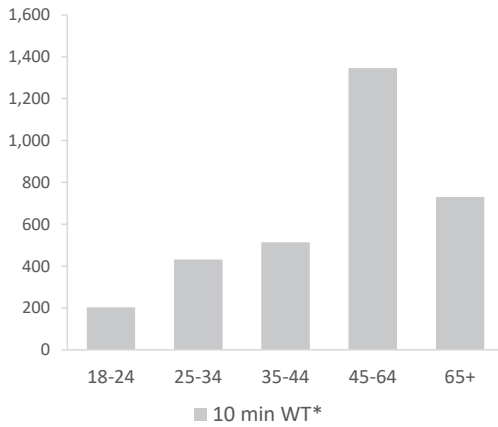
Catchment Summary - Prince Albert Whitstable

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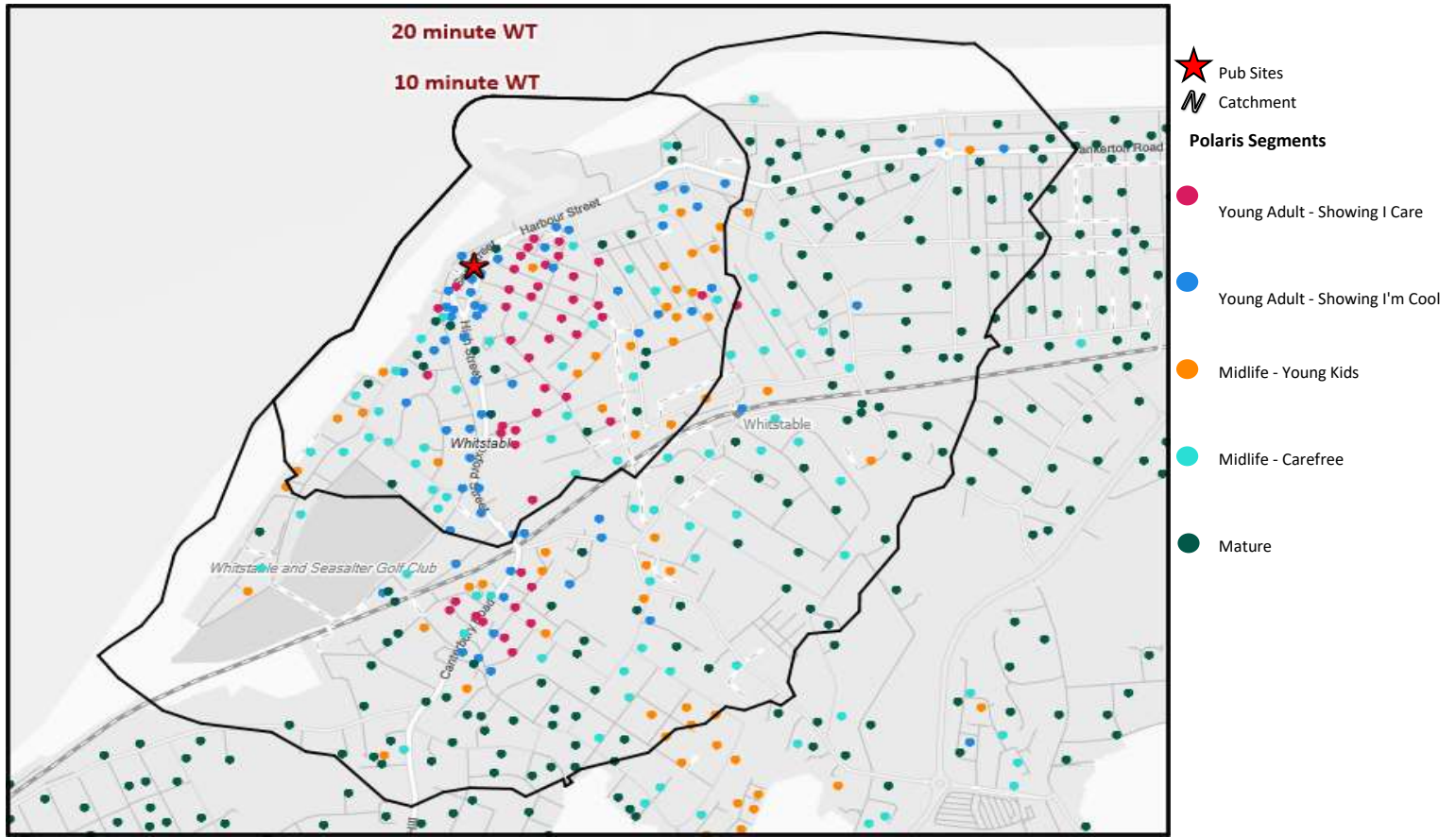
*WT= Walktime, **DT= Drivetime

	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	3,955	12,243	125,282	75	84	33	
<small>Population & Adults 18+ index is based on all pubs</small>							
Adults 18+	3,227	9,986	102,953	74	56	34	
Competition Pubs	18	35	152	120	109	42	
Adults 18+ per Competition Pub	179	285	677	22	35	82	
% Adults Likely to Drink	84.5%	84.4%	83.7%	103	102	101	
Affluence	Low	7.4%	11.7%	17.9%	29	46	70
	Medium	28.9%	38.3%	42.9%	73	97	109
	High	63.7%	49.0%	37.6%	190	146	112
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	203	684	14,659	63	69	144
	25-34	432	1,173	14,471	82	72	87
	35-44	514	1,381	12,491	101	88	77
	45-64	1,347	3,752	31,355	133	120	98
	65+	731	2,996	29,977	97	128	125



	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	1,930 (49%)	5,926 (48%)	61,669 (49%)	99	98	100
	Female	2,025 (51%)	6,317 (52%)	63,613 (51%)	101	102	100
Economic Status (16-74)	Employed: Full-time	1,110 (37%)	3,192 (37%)	31,410 (35%)	90	89	84
	Employed: Part-time	423 (14%)	1,241 (14%)	11,419 (13%)	110	110	97
	Self employed	525 (18%)	1,279 (15%)	9,931 (11%)	186	154	115
	Unemployed	79 (3%)	169 (2%)	1,481 (2%)	112	82	69
	Retired	354 (12%)	1,436 (17%)	15,319 (17%)	87	120	123
	Other	472 (16%)	1,355 (16%)	20,885 (23%)	81	79	117
Total Worker Count	1,932	4,420	47,194				

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	893	1,333	11,380	310	150	124
Young Adult - Showing I'm Cool	707	1,279	8,430	238	139	89
Midlife - Young Kids	593	1,381	19,111	58	44	59
Midlife - Carefree	810	2,198	17,777	119	105	82
Mature	224	3,702	44,635	25	133	155
Not Private Households	0	93	1,620	0	65	109
Total	3,227	9,986	102,953			

Polaris Summary - Prince Albert Whitstable



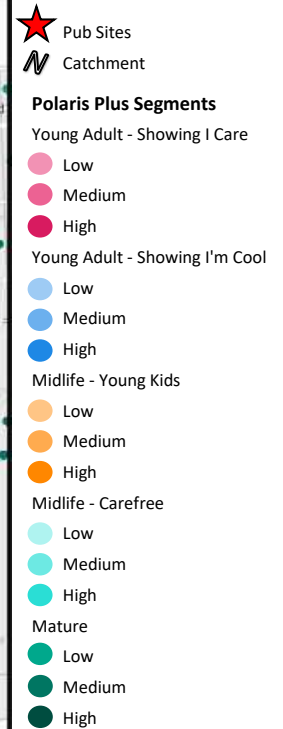
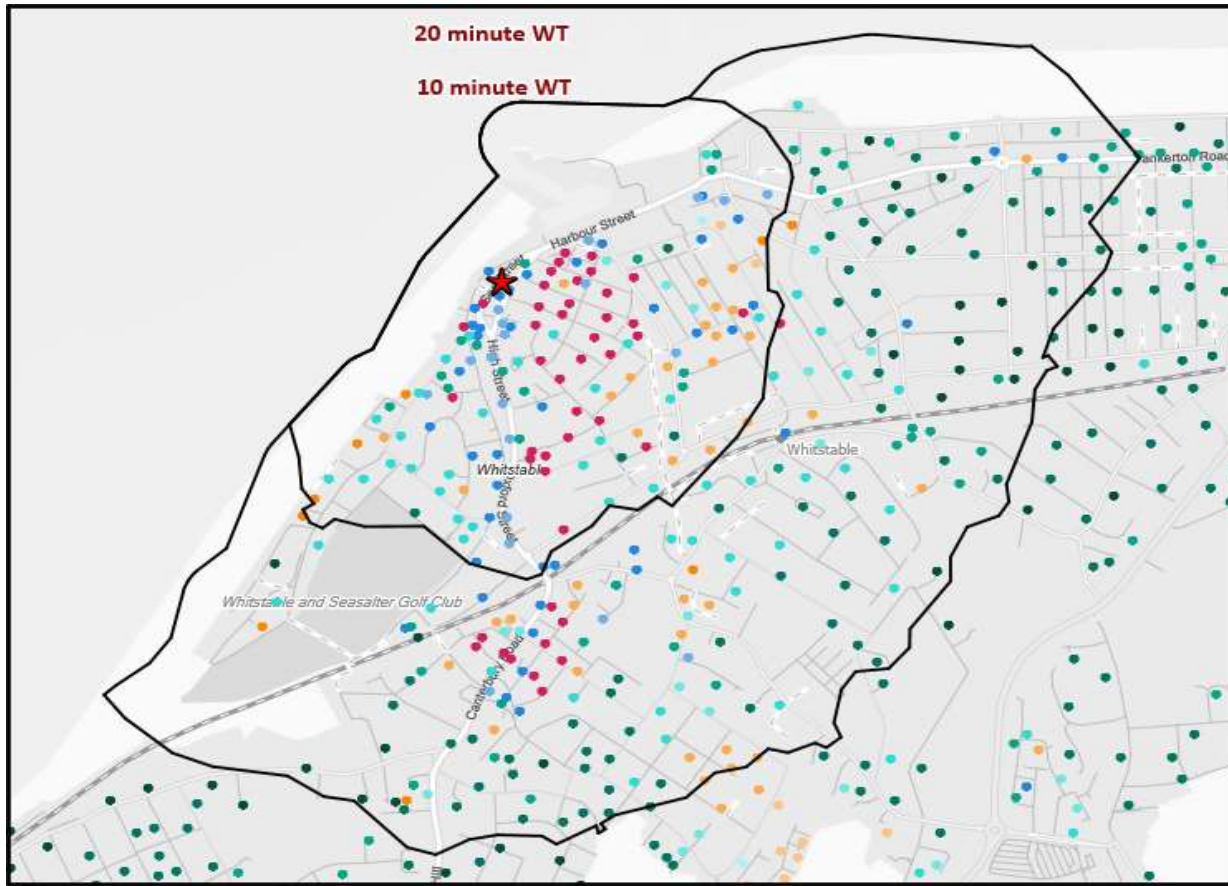
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20 minute WT

10 minute WT



 Pub Sites



Polaris Plus Profile by Catchment

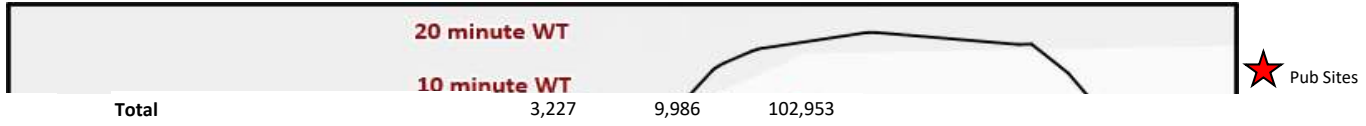
*WT= Walktime, **DT= Drivetime

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	0	0	4,864	0	0	113
Medium	0	0	1,519	0	0	108
High	893	1,333	4,997	822	396	144
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	253	399	2,453	212	108	64
High	454	880	5,977	314	197	130
Midlife - Young Kids						
Low	53	53	2,462	15	5	22
Medium	529	1,178	12,092	110	79	79
High	11	150	4,557	6	28	82
Midlife - Carefree						
Low	37	37	927	34	11	26
Medium	77	309	4,138	36	46	60
High	696	1,852	12,712	197	170	113
Mature						
Low	150	1,081	10,209	78	182	167
Medium	74	1,941	23,959	18	154	184
High	0	680	10,467	0	73	108
Not Private Households	0	93	1,620	0	65	109

Polaris Summary - Prince Albert Whitstable

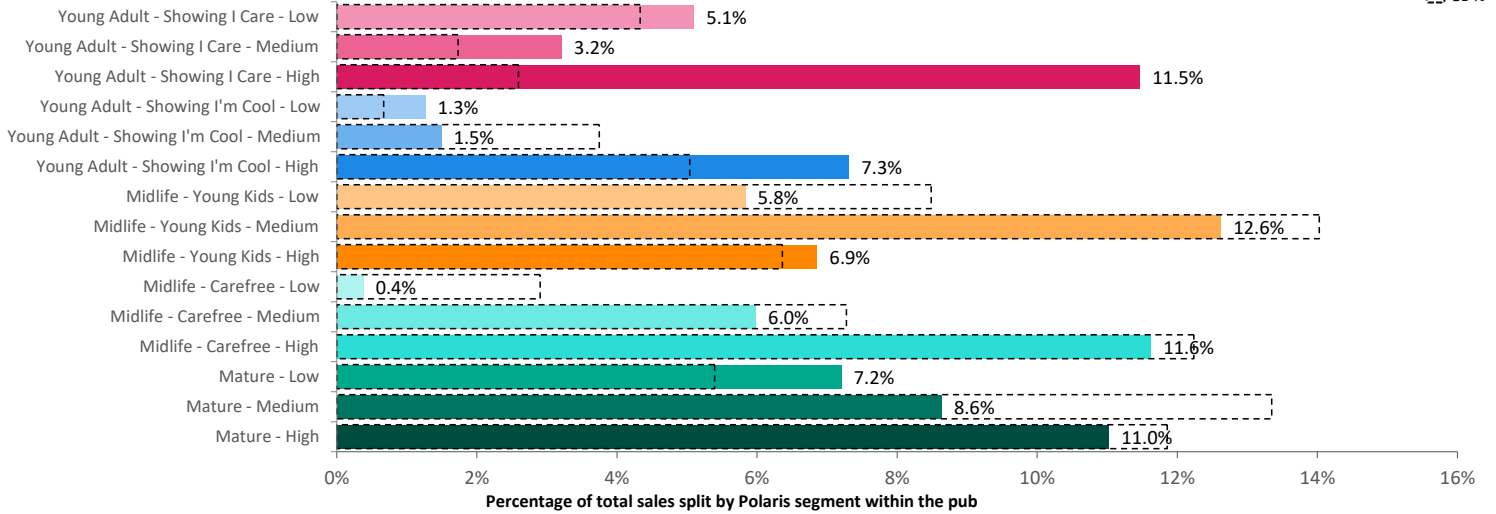


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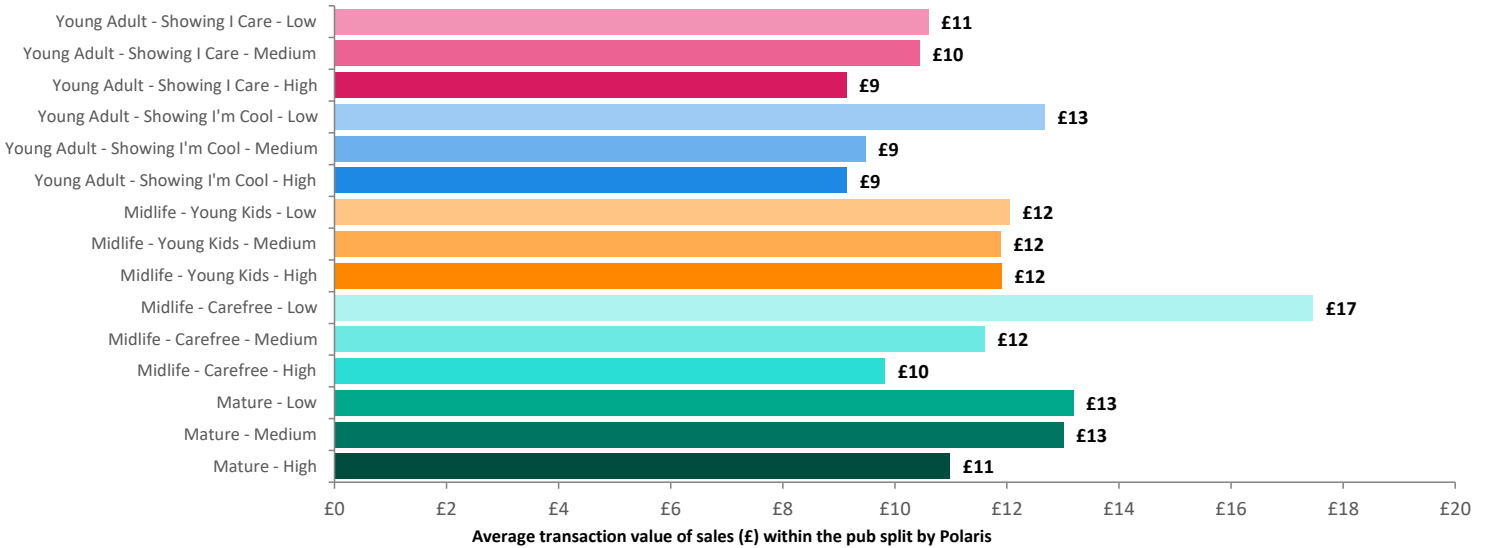


Spend by Polaris

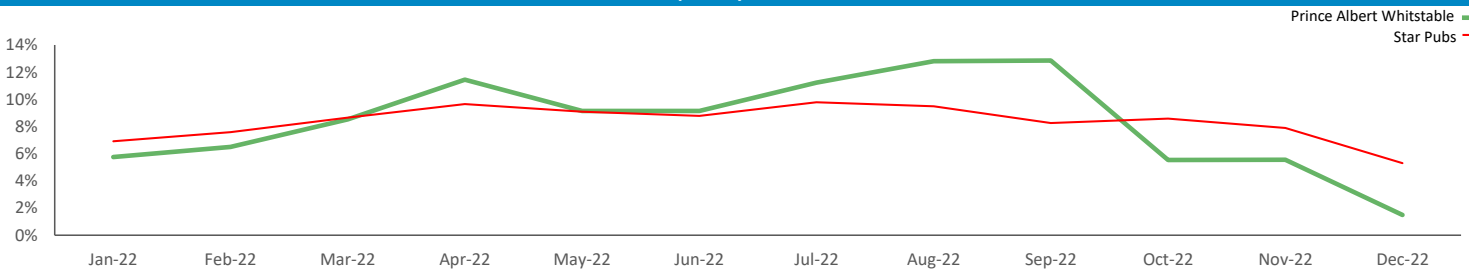
GB %



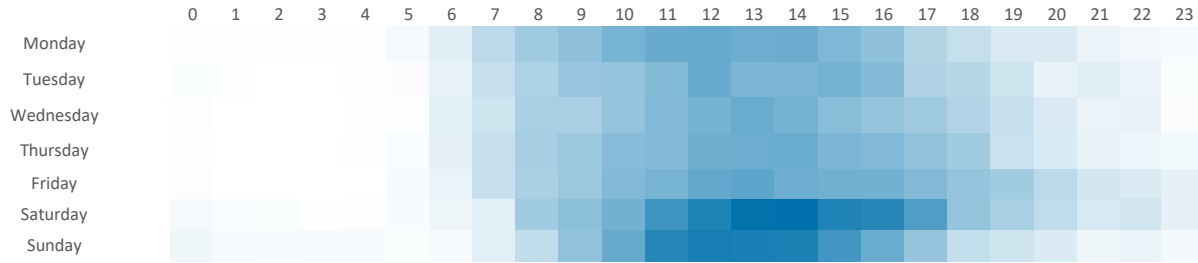
Average Transaction Values (£) by Polaris



Spend by Month

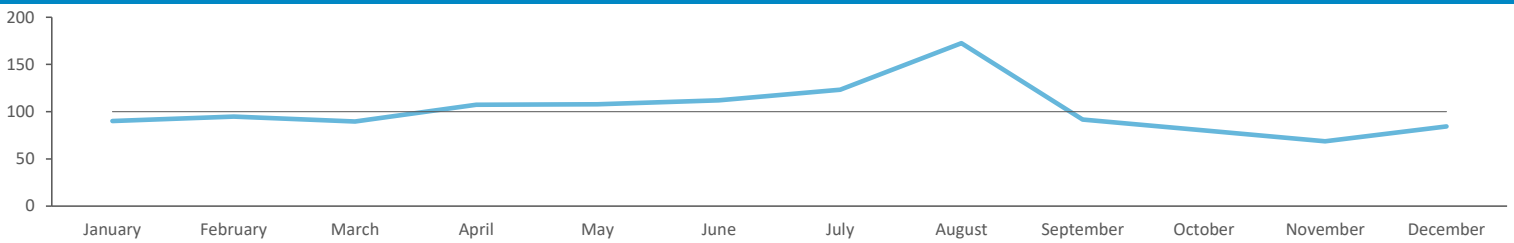


Time of Day/Day of Week



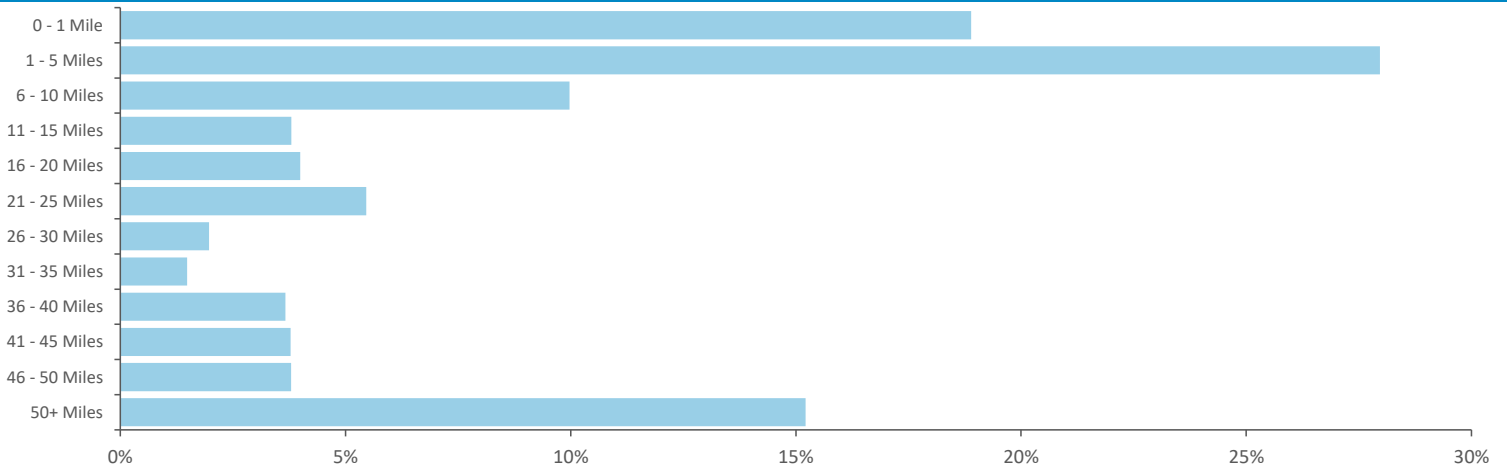
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



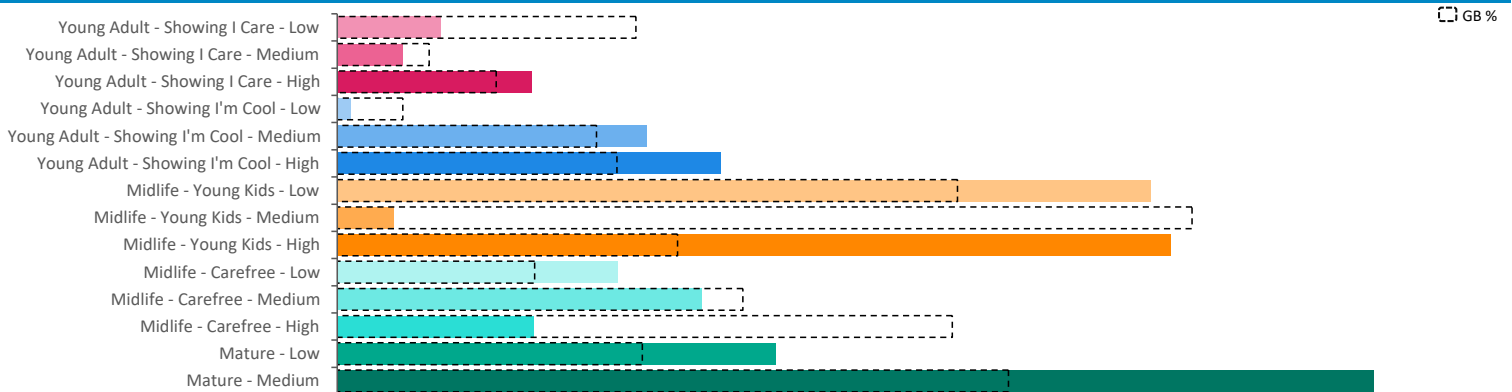
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

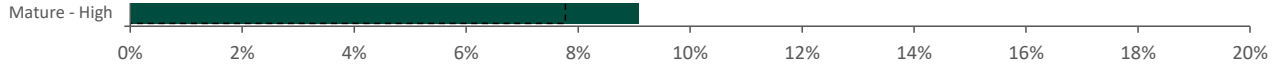


Mobile Data Summary - Prince Albert Whitstable

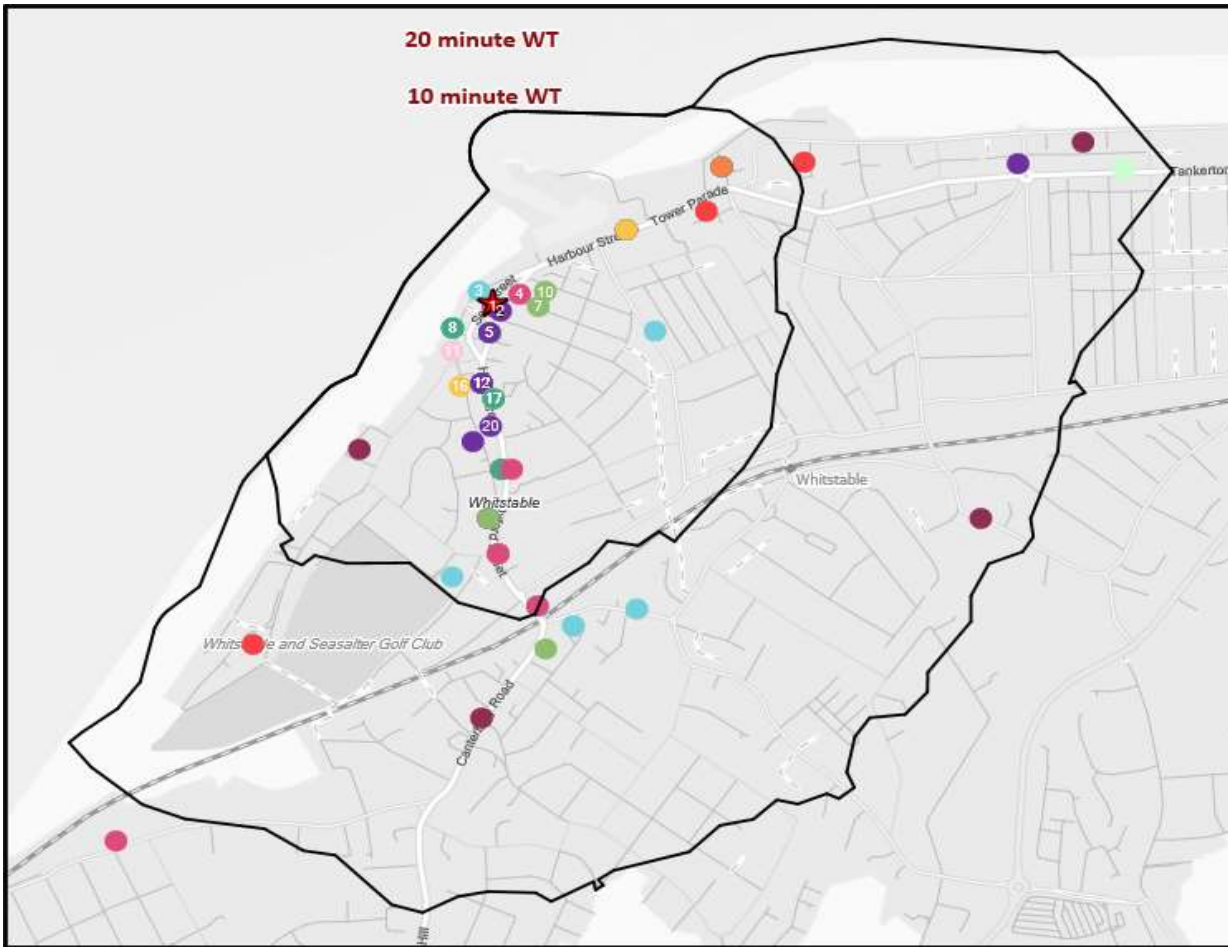


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Time of Day/Day of Week



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	Prince Albert	CT 5 1AN	Star Pubs & Bars	Family Pub Dining	0.0
2	Harbour Street Tapas	CT 5 1AQ	Independent Free	Restaurants	0.0
3	Whitstable Yacht Club	CT 5 1BX	Independent Free	Clubland	0.0
4	Quayside	CT 5 1AG	Brakspear	Family Pub Dining	0.0
5	Tudor Restaurant	CT 5 1AH	Independent Free	Casual Dining	0.0
5	Birdies Eating House	CT 5 1AH	Independent Free	Restaurants	0.0
7	Fountain	CT 5 1HW	Independent Free	Circuit Bar	0.1
8	Zizzi	CT 5 1BU	Azzurri Group Ltd	Casual Dining	0.1
8	Whitstable Oyster Company	CT 5 1BU	Independent Free	Casual Dining	0.1
10	New Inn	CT 5 1HG	Shepherd Neame	Circuit Bar	0.1
11	Pearsons Arms	CT 5 1BT	Ei Group	GPGF	0.1
12	Samphire	CT 5 1BQ	Independent Free	Restaurants	0.1
12	Royal Naval Reserve	CT 5 1BQ	Shepherd Neame	Family Pub Dining	0.1
12	Wheeler's Oyster Bar	CT 5 1BQ	Independent Free	Casual Dining	0.1
12	Shobab Indian Cuisine	CT 5 1BQ	Independent Free	Restaurants	0.1
16	Smack Inn	CT 5 1BJ	Shepherd Neame	High Street Pub	0.1
17	Duke Of Cumberland Hotel	CT 5 1AP	Shepherd Neame	GPGF	0.1
17	Farm And Harper	CT 5 1AP	Independent Free	High Street Pub	0.1
17	Prezzo	CT 5 1AP	Prezzo plc	Casual Dining	0.1
20	Around The Clock	CT 5 1BD	Independent Free	Restaurants	0.2