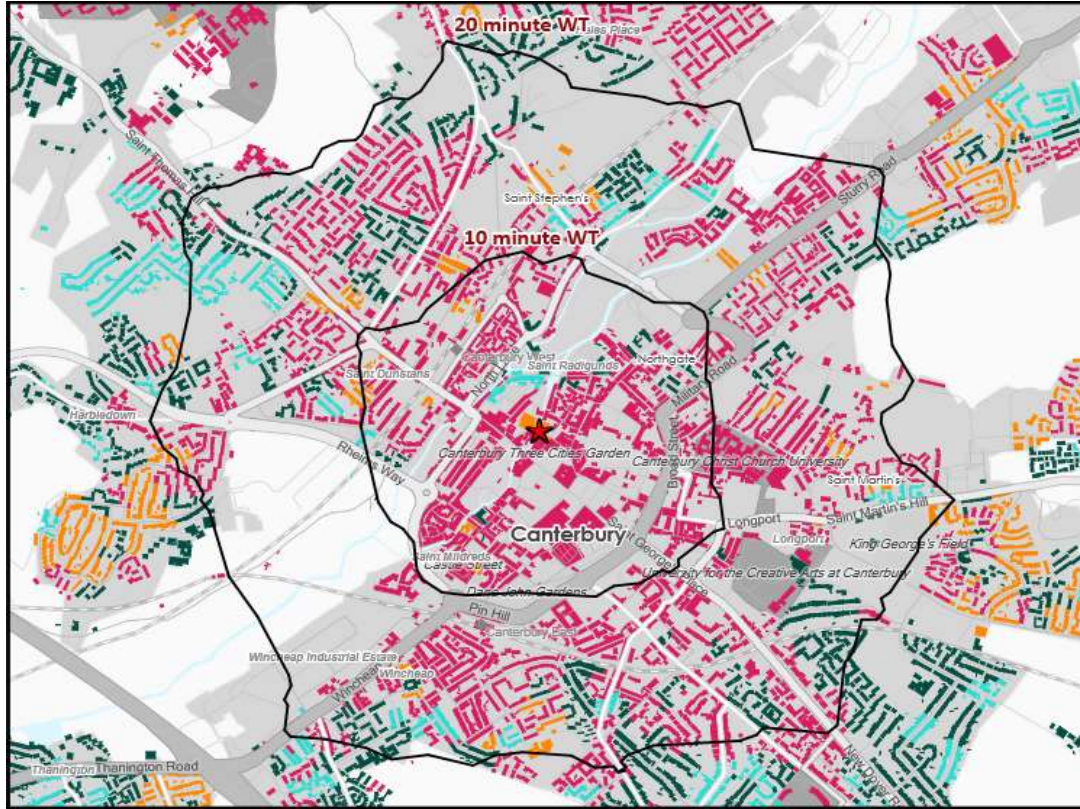


Catchment Summary - Canterbury Tales Canterbury



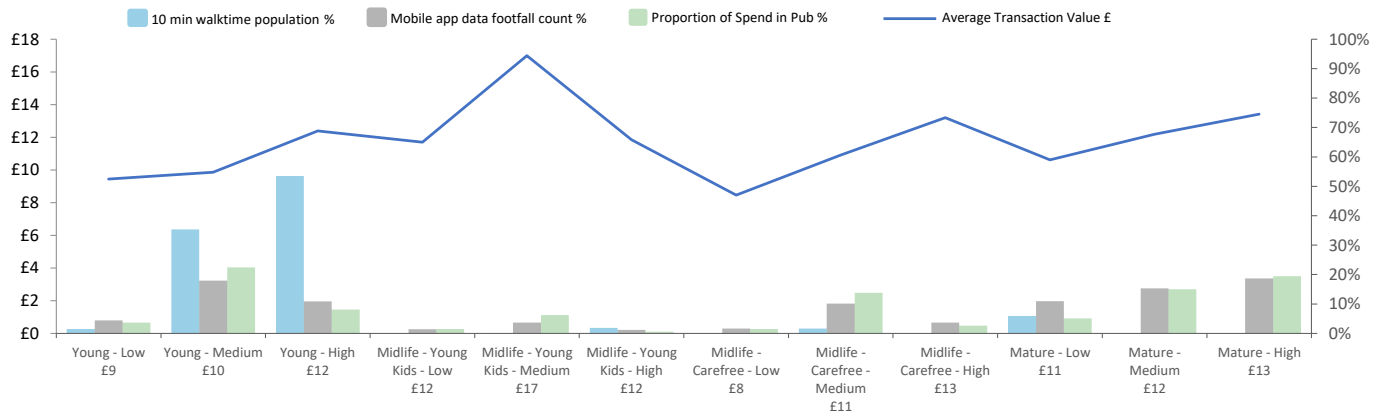
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626424	Canterbury Tales Canterbury	CT 1 2AS	Star Pubs & Bars	Family Pub Dining	14



- ★ 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 - Canterbury Tales Canterbury

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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**

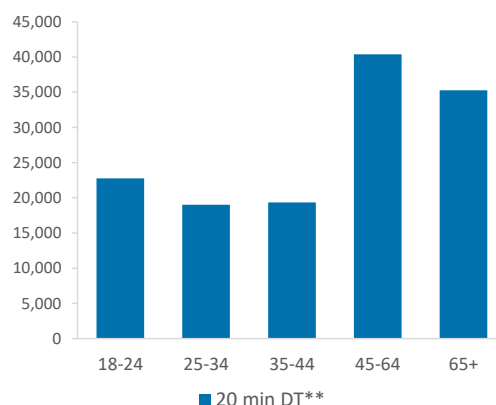
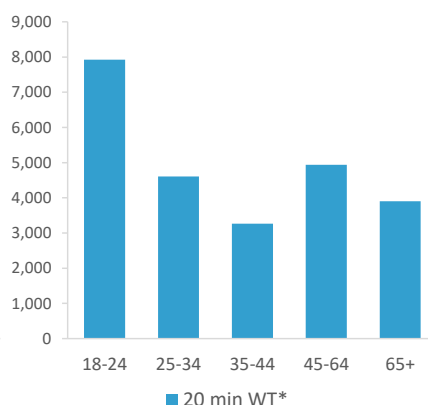
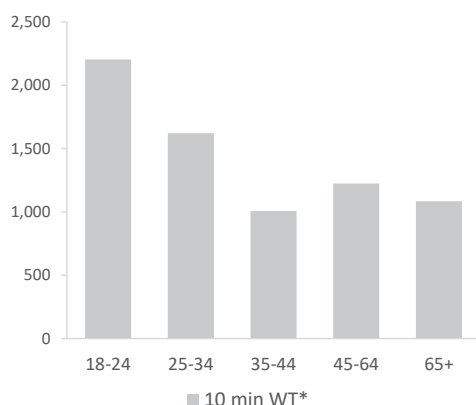
Population	8,611	29,299	167,819	161	158	38
Adults 18+	7,138	24,630	136,801	158	161	39
Competition Pubs	49	61	192	272	169	46
Adults 18+ per Competition Pub	146	404	713	17	47	83
% Adults Likely to Drink	80.2%	79.7%	79.2%	105	105	104

Population & Adults 18+ index is based on all pubs

Affluence	Low	7.5%	11.4%	14.9%	22	34	45
	Medium	37.1%	49.8%	50.5%	97	131	132
	High	55.4%	38.3%	33.6%	203	140	123

*Affluence does not include Not Private Households

Age Profile	18-24	2,203	7,923	22,771	314	332	167
	25-34	1,620	4,607	19,020	141	118	85
	35-44	1,007	3,264	19,355	88	84	87
	45-64	1,224	4,935	40,377	55	66	94
	65+	1,084	3,901	35,278	66	69	109



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	4,171 (48%)	14,172 (48%)	81,474 (49%)	99	99	99
	Female	4,440 (52%)	15,127 (52%)	86,345 (51%)	101	101	101

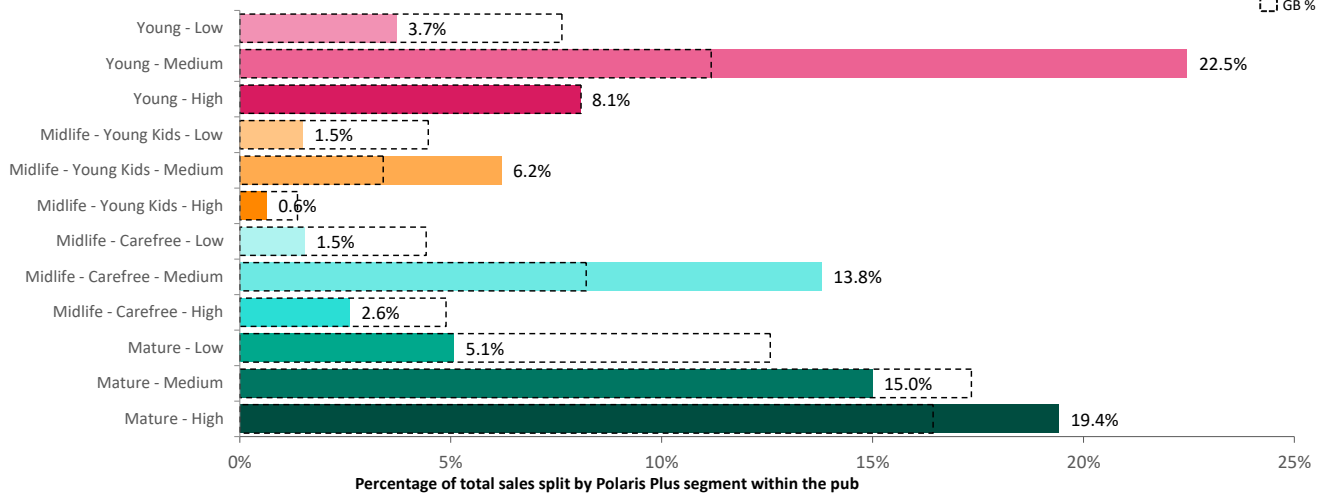
Economic Status (16+)	Employed: Full-time	2,141 (29%)	6,429 (25%)	39,975 (28%)	83	74	82
	Employed: Part-time	559 (7%)	2,000 (8%)	14,906 (11%)	63	66	89
	Self employed	533 (7%)	1,694 (7%)	13,998 (10%)	77	72	108
	Unemployed	204 (3%)	643 (3%)	3,210 (2%)	99	92	83
	Full-time student	657 (9%)	2,812 (11%)	6,211 (4%)	369	466	186
	Retired	1,110 (15%)	3,468 (14%)	33,102 (24%)	68	62	107
	Other	2,283 (30%)	8,332 (33%)	29,396 (21%)	175	188	120

Total Worker Count	8,973	19,584	75,836
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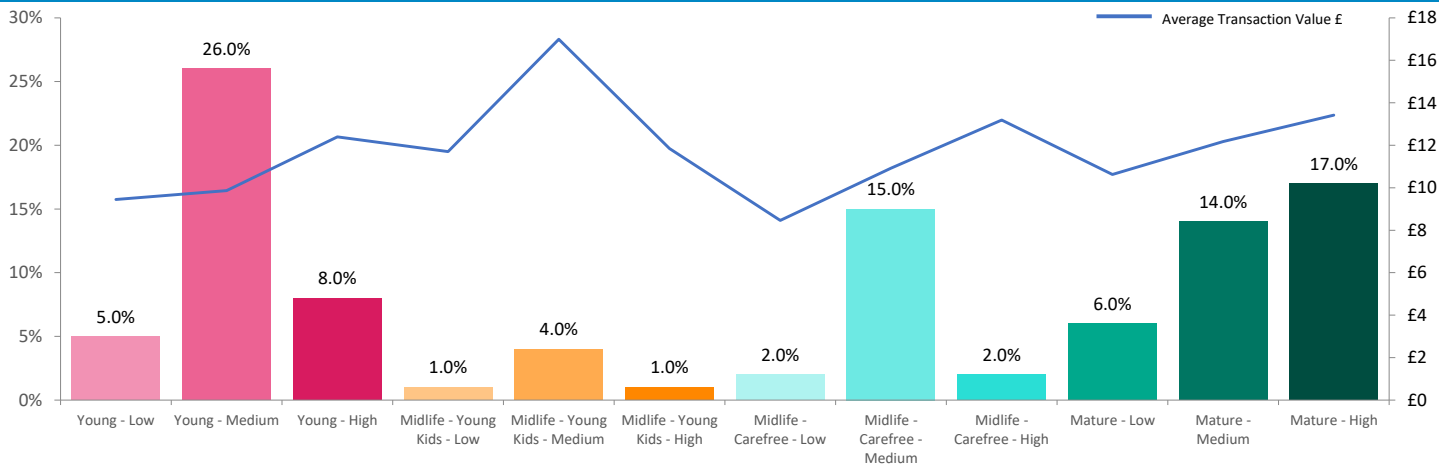
See the Glossary page for further information on the above variables

Transactional Data Summary - Canterbury Tales Canterbury

Spend by Polaris Plus

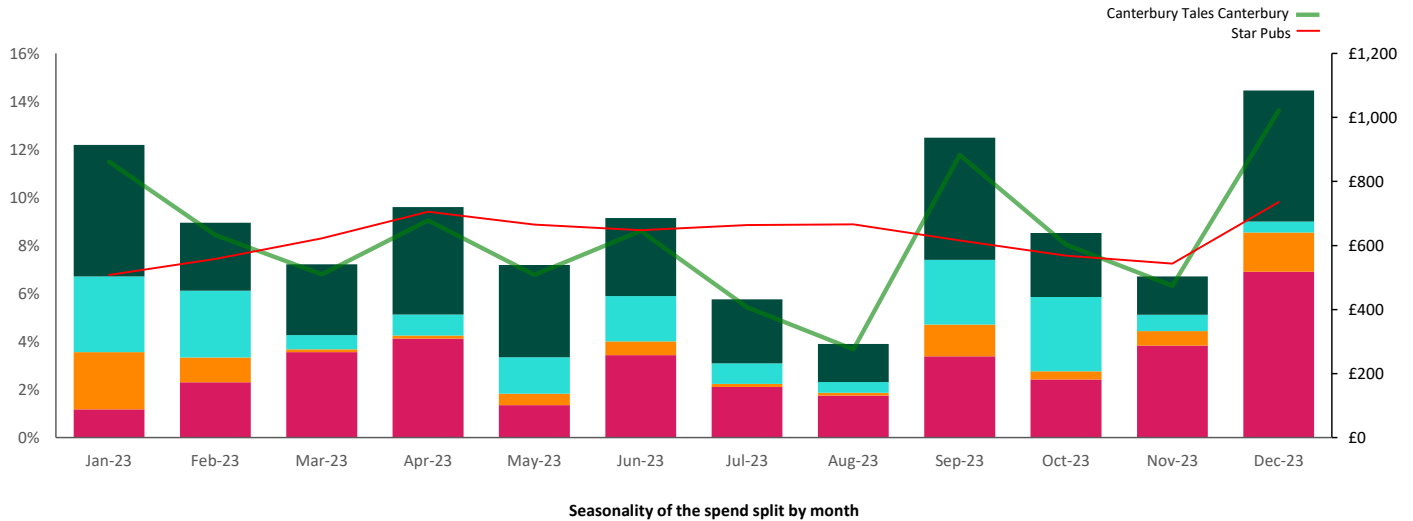


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

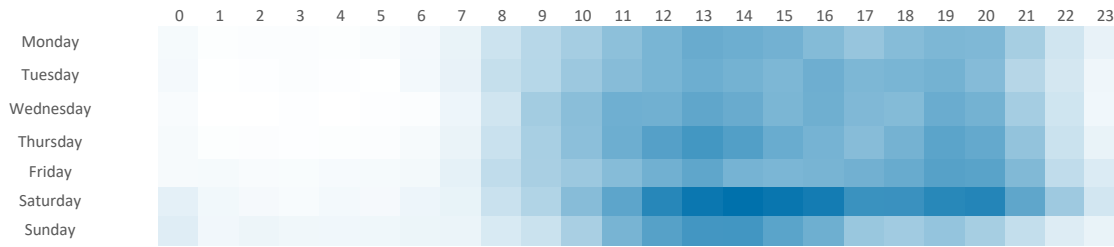


Mobile Data Summary - Canterbury Tales Canterbury



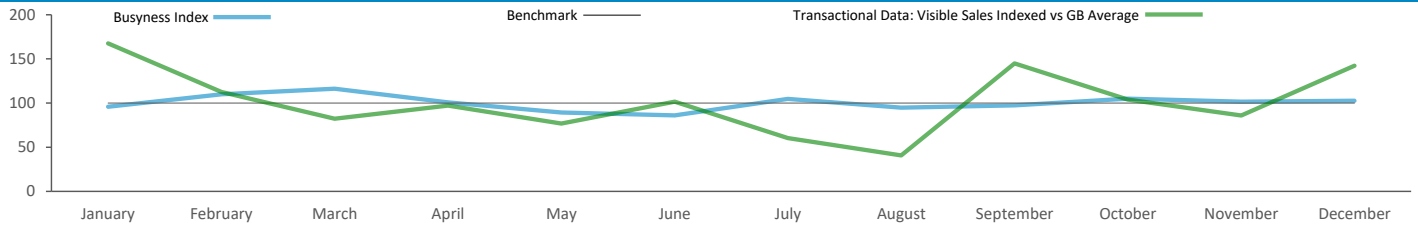
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Time of Day/Day of Week



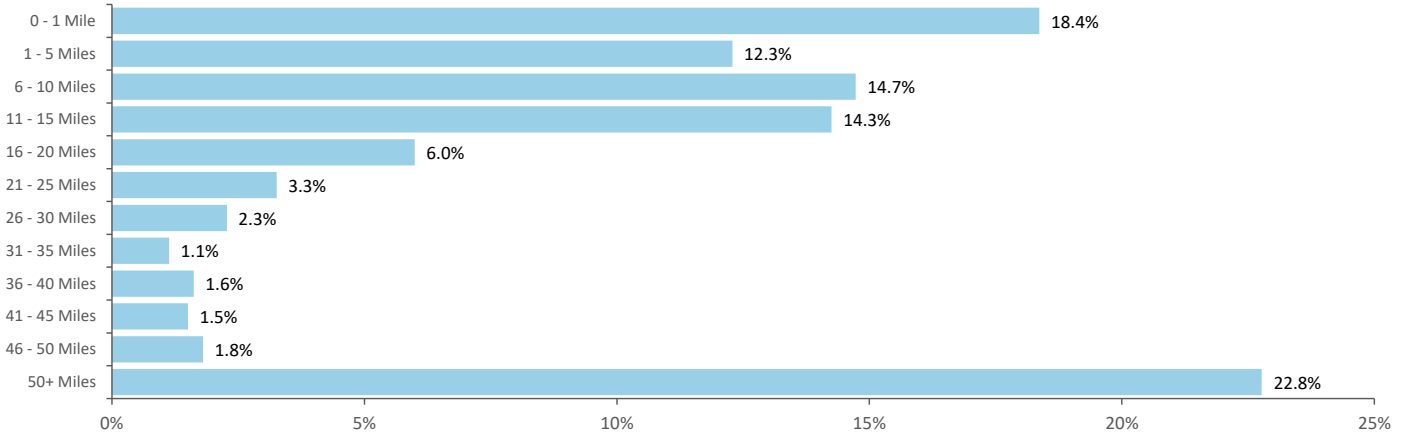
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

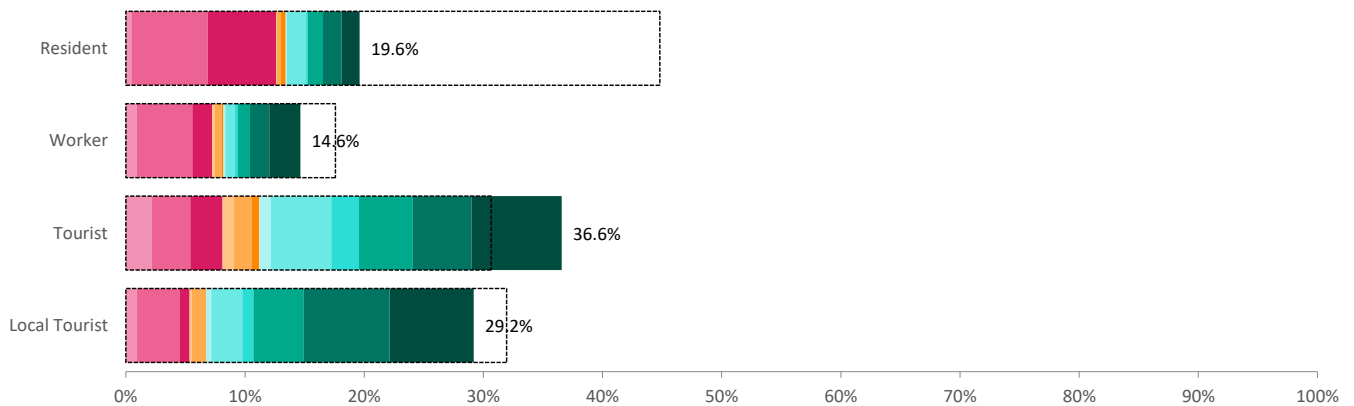
Distance from Home



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



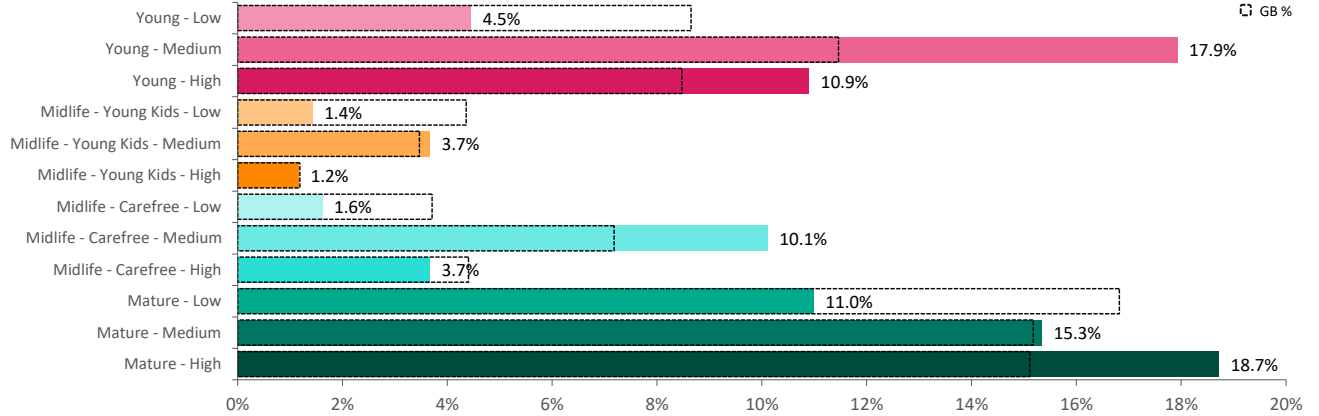
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Canterbury Tales Canterbury



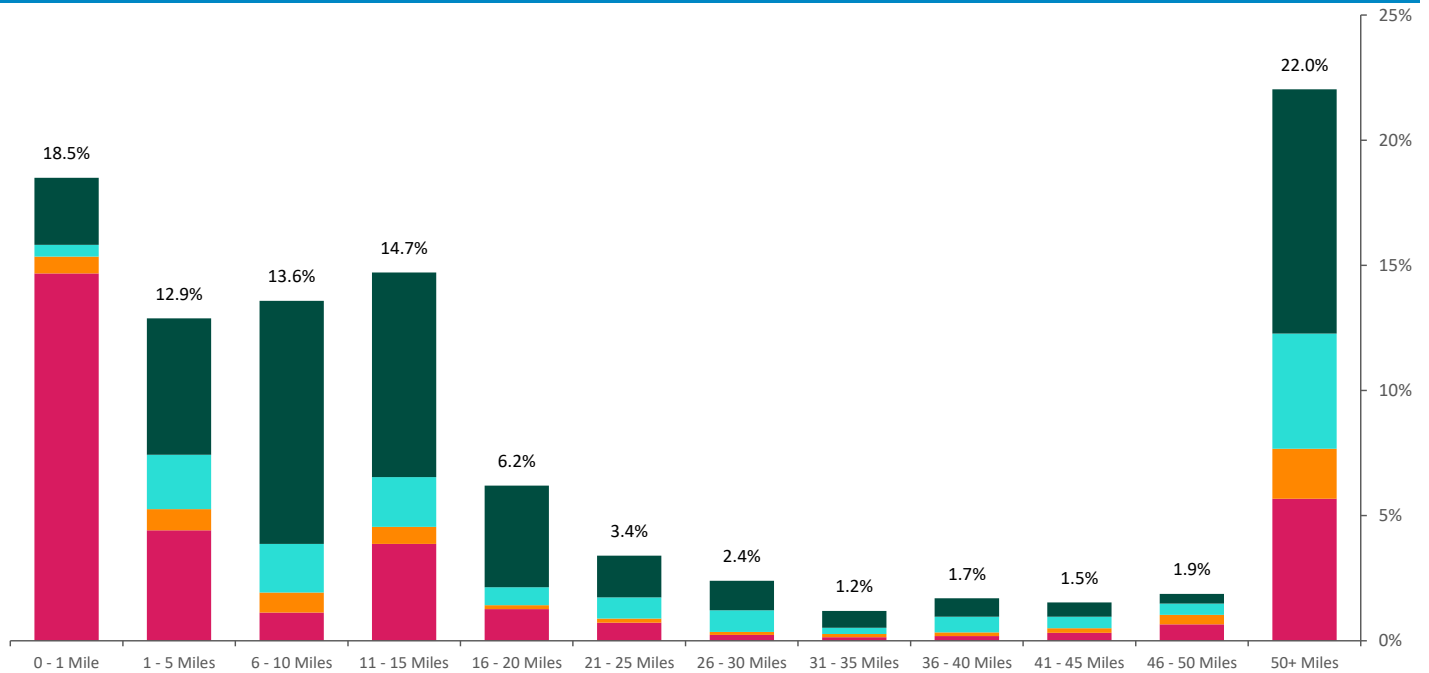
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Polaris Plus Profile



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



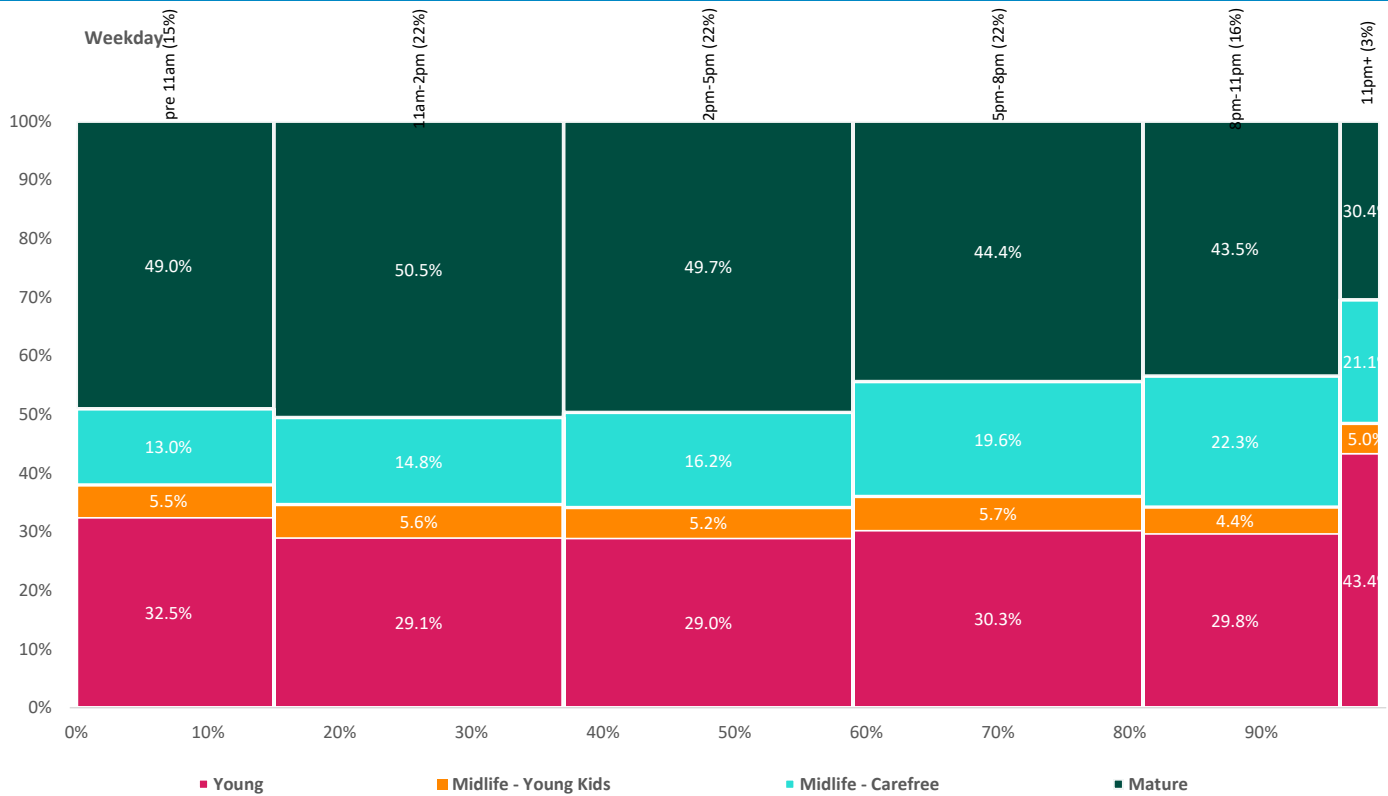
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Canterbury Tales Canterbury



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



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



Polaris Summary - Canterbury Tales Canterbury

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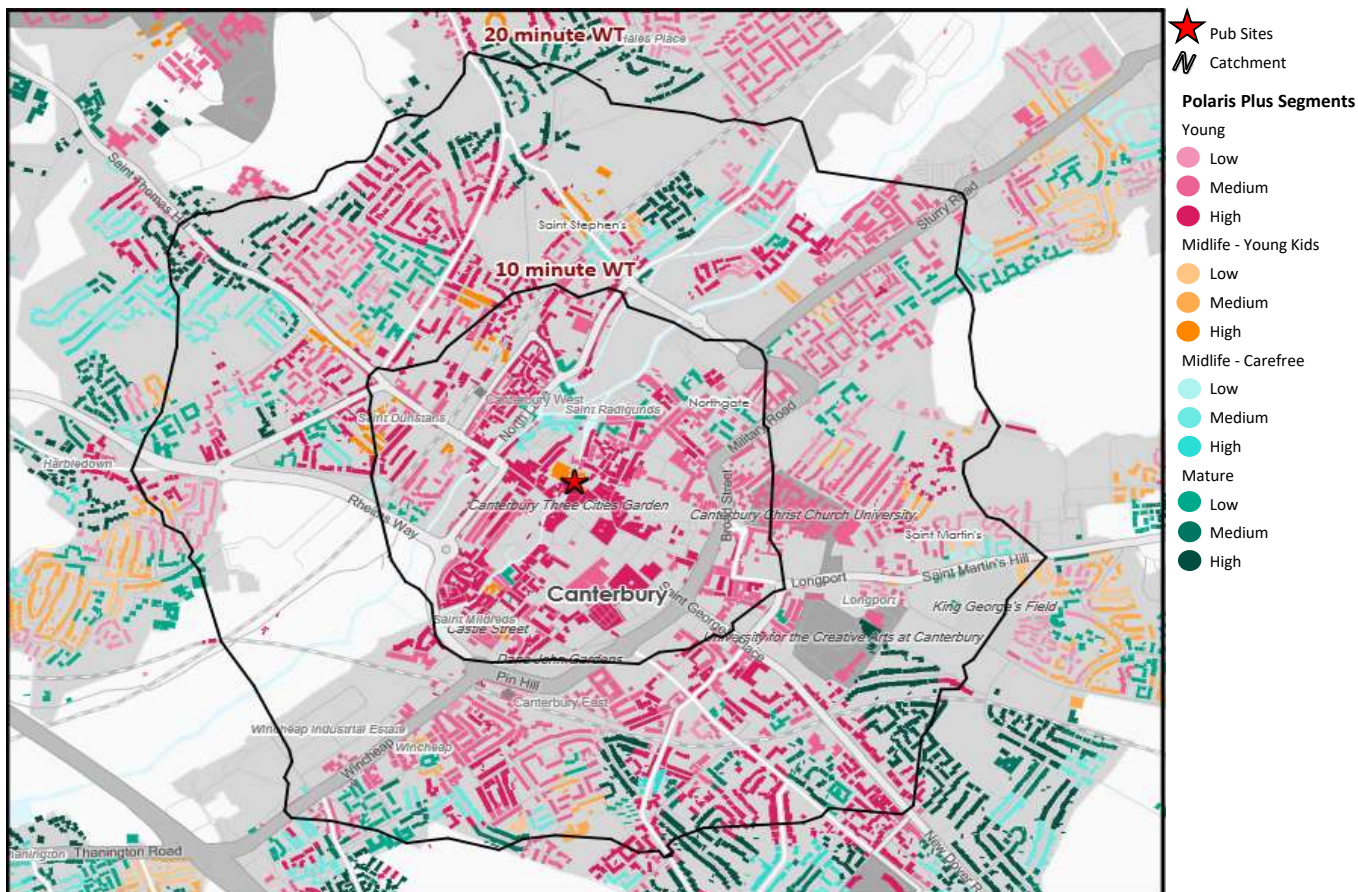


Polaris Profile by Catchment

*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	6,449	19,418	36,245	328	286	96
Midlife - Young Kids	140	1,074	11,263	18	40	75
Midlife - Carefree	117	1,114	19,684	10	29	91
Mature	425	2,915	68,259	13	27	112
Not Private Households	7	109	1,350	7	34	75
Total	7,138	24,630	136,801			

Polaris Plus Summary - Canterbury Tales Canterbury

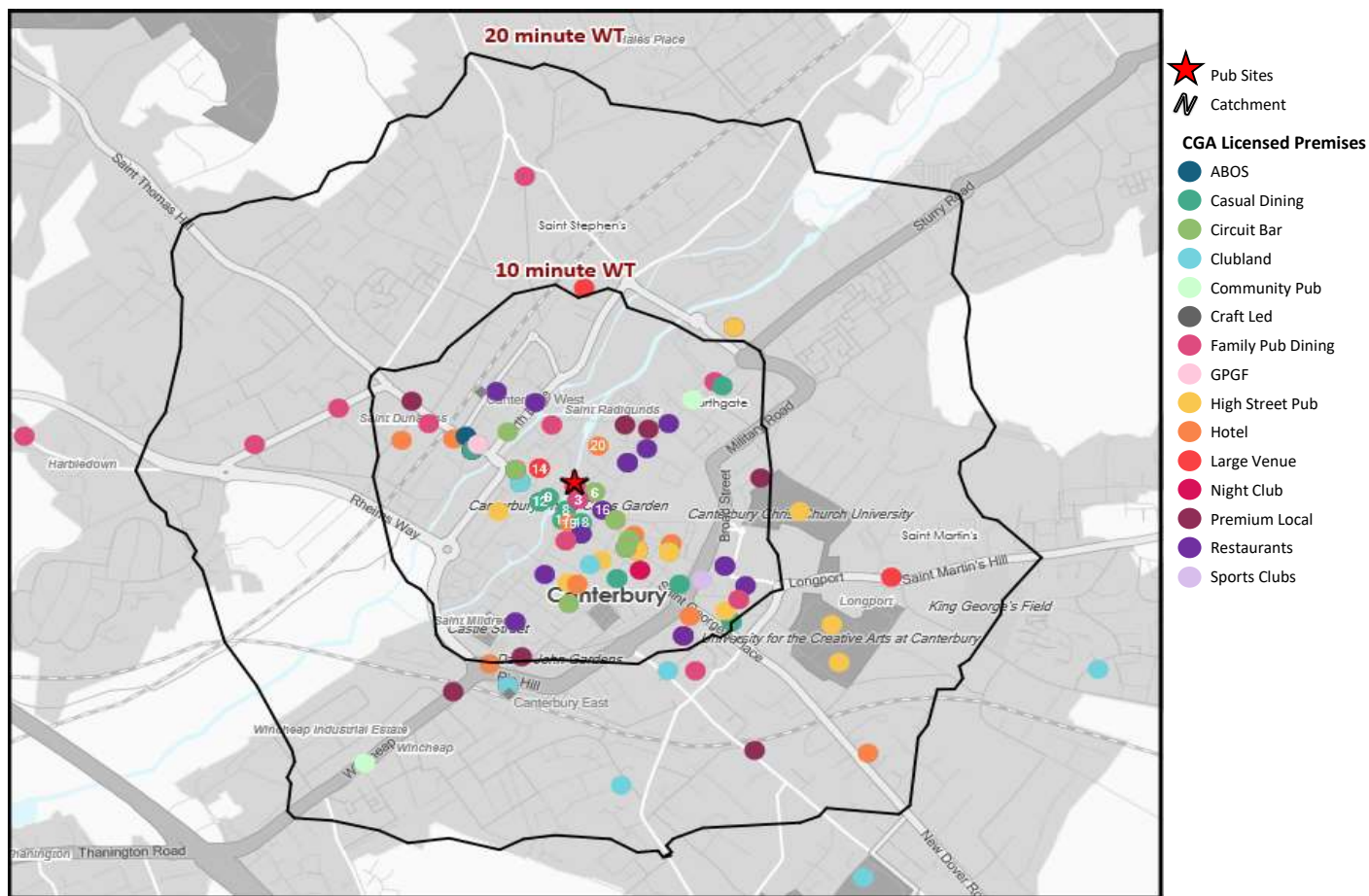


Polaris Plus Profile by Catchment

*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						
Low	107	1,146	4,586	15	47	34
Medium	2,525	10,486	20,177	322	388	134
High	3,817	7,786	11,482	794	470	125
Midlife - Young Kids						
Low	0	85	1,667	0	6	22
Medium	6	600	8,863	2	56	150
High	134	389	733	168	141	48
Midlife - Carefree						
Low	0	22	677	0	2	12
Medium	117	961	15,709	23	54	160
High	0	131	3,298	0	12	54
Mature						
Low	425	1,565	13,452	43	46	72
Medium	0	219	24,291	0	6	113
High	0	1,131	30,516	0	31	149
Not Private Households	7	109	1,350	7	34	75
Total	7,138	24,630	136,801			

CGA Summary - Canterbury Tales Canterbury



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Marlowe Theatre	CT 1 2AS	Independent Free	Large Venue	0.0
0	Pilgrims Hotel	CT 1 2AS	Independent Free	Family Pub Dining	0.0
0	Canterbury Tales	CT 1 2AS	Star Pubs & Bars	Family Pub Dining	0.0
3	Pizza Express	CT 1 2JB	Hony Capital	Casual Dining	0.0
3	Olive Grove	CT 1 2JB	Independent Free	Restaurants	0.0
3	Thomas Becket	CT 1 2JB	Punch Pub Company	Family Pub Dining	0.0
6	Seven Stars	CT 1 2JA	Stonegate Pub Company	Circuit Bar	0.0
6	Ballroom	CT 1 2JA	Independent Free	Circuit Bar	0.0
8	Ask Italian	CT 1 2AY	Azzurri Group Ltd	Casual Dining	0.1
9	Wildwood	CT 1 2AT	Tasty	Casual Dining	0.1
9	Houdinis Magic Bar	CT 1 2AT	Independent Free	High Street Pub	0.1
9	Old Weavers	CT 1 2AT	Independent Free	Casual Dining	0.1
12	Zizzi	CT 1 2BE	Azzurri Group Ltd	Casual Dining	0.1
12	Marlowes	CT 1 2BE	Independent Free	Casual Dining	0.1
14	Curzon	CT 1 2BT	Curzon Artificial Eye Ltd	Large Venue	0.1
14	Westgate Hall	CT 1 2BT	Independent Free	Large Venue	0.1
16	Oscar And Bentleys	CT 1 2JQ	Independent Free	Restaurants	0.1
17	Prezzo	CT 1 2AZ	Prezzo plc	Casual Dining	0.1
18	Franco Manca	CT 1 2JE	Franco Manca	Casual Dining	0.1
19	Abode	CT 1 2RX	Abode Hotels	Hotel	0.1
20	Millers Arms Inn	CT 1 2AW	Shepherd Neame	Hotel	0.1

Per Pub Analysis - Canterbury Tales Canterbury



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	7,138	24,630	136,801
Number of Competition Pubs	49	61	192
Adults 18+ per Competition Pub	146	404	713

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	2,035	28.5%	354
Circuit Bar	11	330	4.6%	114
Community Pub	1	454	6.4%	33
Craft Led	0	1,008	14.1%	409
Great Pub Great Food	1	2,002	28.0%	158
High Street Pub	16	635	8.9%	48
Premium Local	6	550	7.7%	47

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	5,341	21.7%	269
Circuit Bar	11	1,522	6.2%	152
Community Pub	2	2,172	8.8%	46
Craft Led	0	2,912	11.8%	342
Great Pub Great Food	1	5,645	22.9%	130
High Street Pub	18	2,949	12.0%	65
Premium Local	8	2,997	12.2%	74

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	12,913	9.4%	117
Circuit Bar	19	5,029	3.7%	91
Community Pub	7	18,743	13.7%	72
Craft Led	0	5,583	4.1%	118
Great Pub Great Food	21	30,073	22.0%	124
High Street Pub	31	19,430	14.2%	77
Premium Local	29	27,294	20.0%	121

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 & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 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>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: 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>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td><p>18-34 year olds Wanting to look good in the group</p></td><td><p>35-54 year olds Children under 12 at home</p></td><td><p>35-54 year olds No children under 12 at home</p></td><td><p>55+ year olds</p></td></tr><tr><td><p>"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."</p></td><td><p>"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"</p></td><td><p>"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."</p></td><td><p>"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"</p></td></tr><tr><td><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	<p>18-34 year olds Wanting to look good in the group</p>	<p>35-54 year olds Children under 12 at home</p>	<p>35-54 year olds No children under 12 at home</p>	<p>55+ year olds</p>	<p>"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."</p>	<p>"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"</p>	<p>"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."</p>	<p>"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"</p>	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																								
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Consumer Insight																																									
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="3">Metropolitan</td><td colspan="9">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			
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																									