Catchment Summary - Albion Skipton

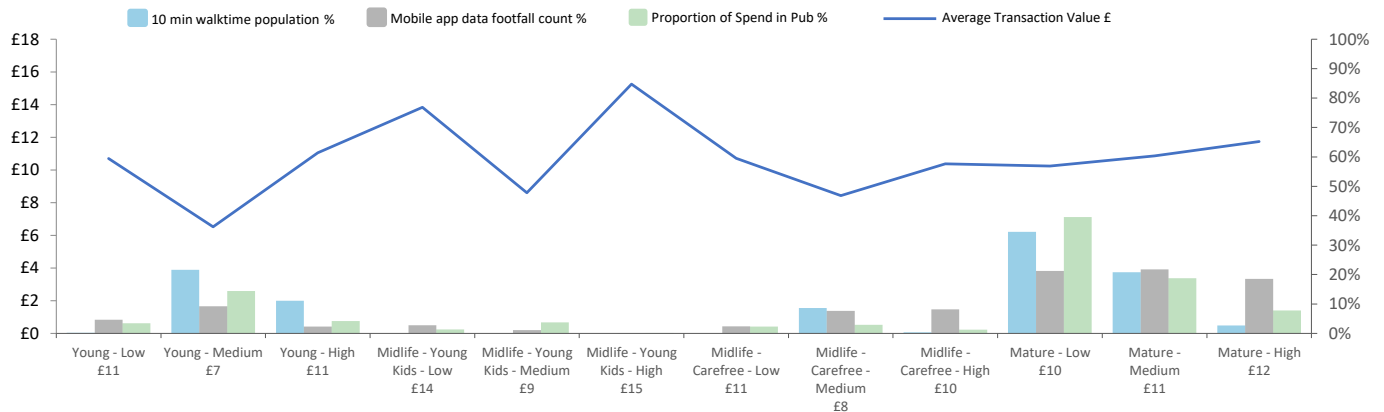star
PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
562265	Albion Skipton	BD23 1EL	Star Pubs & Bars	Circuit Bar	17
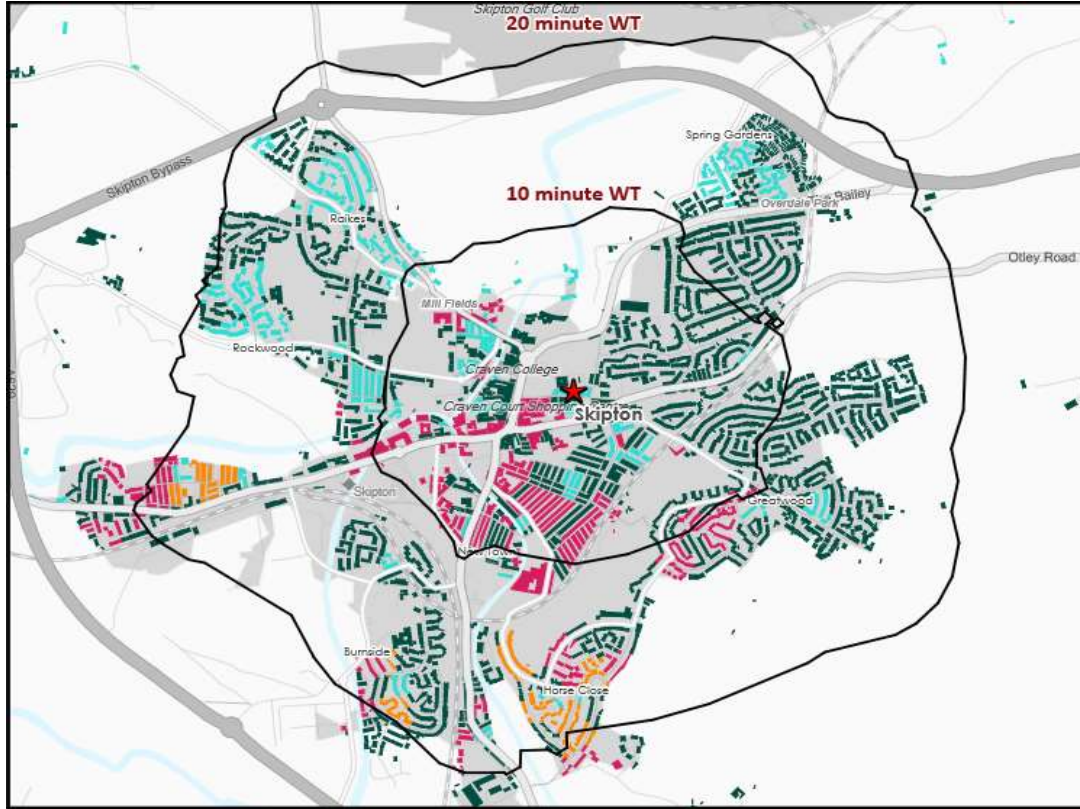
Pub Sites
Catchments

Polaris Segments

● Young
● Midlife - Young Kids
● Midlife - Carefree
● Mature

Polaris Plus Profile

Legend: 10 min walktime population %, Mobile app data footfall count %, Proportion of Spend in Pub %, Average Transaction Value £

See the Glossary page for further information on the above variables

Catchment Summary - Albion Skipton

*WT= Walktime, **DT= Drivetime

		Over GB Average		
Around GB Average		
Under GB Average		

	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	5,314	14,942	119,486	99	81	27

Population & Adults 18+ index is based on all pubs

	Catchment Size (Counts)			Index vs GB Average		
Adults 18+	4,486	12,157	94,904	100	80	27
Competition Pubs	20	28	161	111	78	39
Adults 18+ per Competition Pub	224	434	589	26	51	69
% Adults Likely to Drink	79.6%	78.3%	75.3%	104	103	99

		Catchment Size (Counts)			Index vs GB Average		
Affluence	**Low**	34.7%	31.9%	32.1%	104	96	96
	Medium	51.0%	41.9%	36.2%	134	110	95
	High	14.2%	26.2%	29.9%	52	96	109

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	**18-24**	307	801	7,558	71	66	78
	25-34	810	1,735	12,761	114	87	80
	35-44	636	1,897	14,325	90	96	91
	45-64	1,409	3,937	31,837	103	103	104
	65+	1,324	3,787	28,423	130	132	124
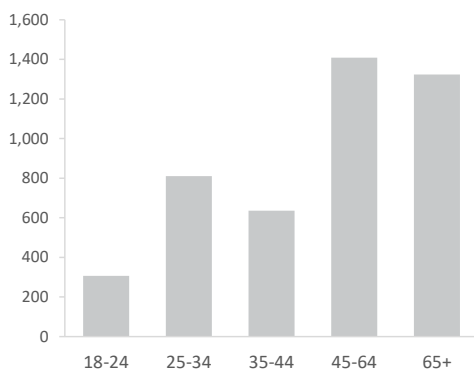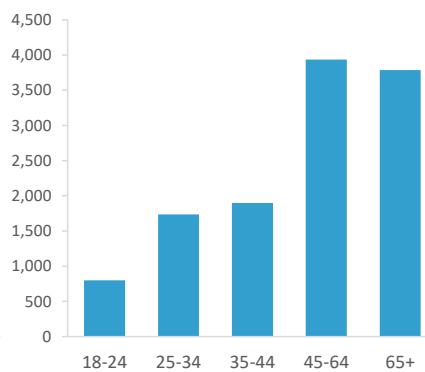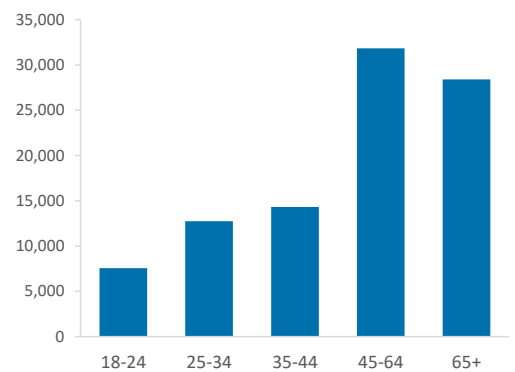
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	**Male**	2,531 (48%)	7,208 (48%)	58,188 (49%)	97	98	99
	Female	2,783 (52%)	7,734 (52%)	61,298 (51%)	103	101	101
Economic Status (16+)	**Employed: Full-time**	1,667 (36%)	4,214 (34%)	30,333 (31%)	106	98	90
	Employed: Part-time	552 (12%)	1,627 (13%)	12,028 (12%)	102	110	103
	Self employed	411 (9%)	1,150 (9%)	10,355 (11%)	97	100	115
	Unemployed	88 (2%)	238 (2%)	1,960 (2%)	70	69	72
	Full-time student	33 (1%)	145 (1%)	1,483 (2%)	30	49	64
	Retired	1,368 (30%)	3,640 (29%)	27,567 (28%)	137	133	129
	Other	449 (10%)	1,472 (12%)	14,190 (14%)	56	68	83
Total Worker Count		5,069	11,776	62,096			

See the Glossary page for further information on the above variables

Transactional Data Summary - Albion Skipton

star
PUBS&BARS

Spend by Polaris Plus

GB %

Segment	Percentage
Young - Low	3.5%
Young - Medium	14.4%
Young - High	4.2%
Midlife - Young Kids - Low	1.3%
Midlife - Young Kids - Medium	3.8%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	2.3%
Midlife - Carefree - Medium	2.9%
Midlife - Carefree - High	1.3%
Mature - Low	39.6%
Mature - Medium	18.8%
Mature - High	7.8%

Percentage of total sales split by Polaris Plus segment within the pub
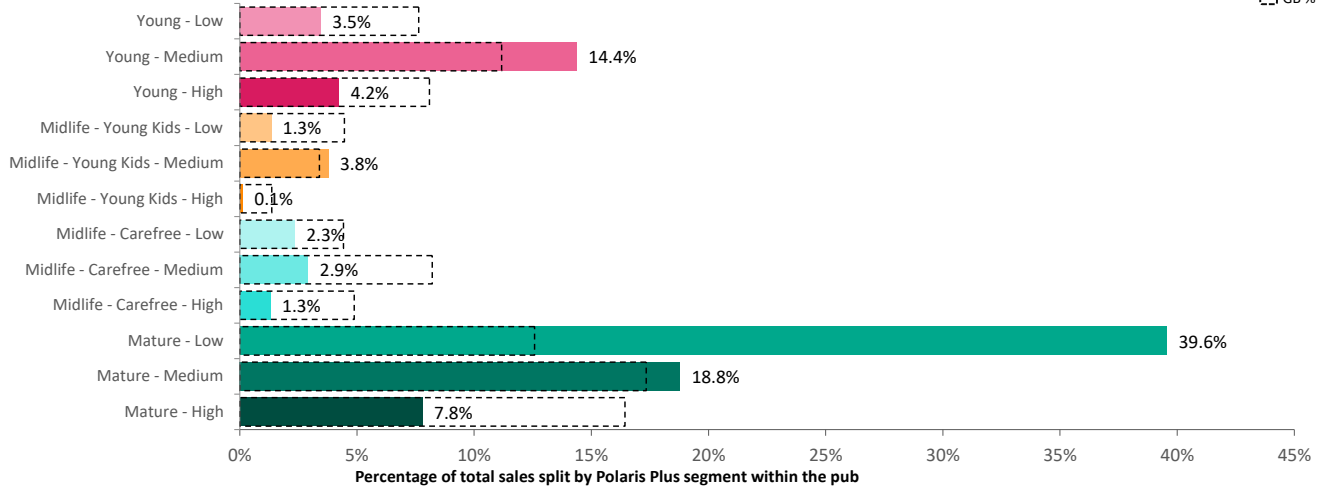
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	3.0%
Young - Medium	21.0%
Young - High	4.0%
Midlife - Young Kids - Low	1.0%
Midlife - Young Kids - Medium	4.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	2.0%
Midlife - Carefree - Medium	3.0%
Midlife - Carefree - High	1.0%
Mature - Low	37.0%
Mature - Medium	17.0%
Mature - High	6.0%
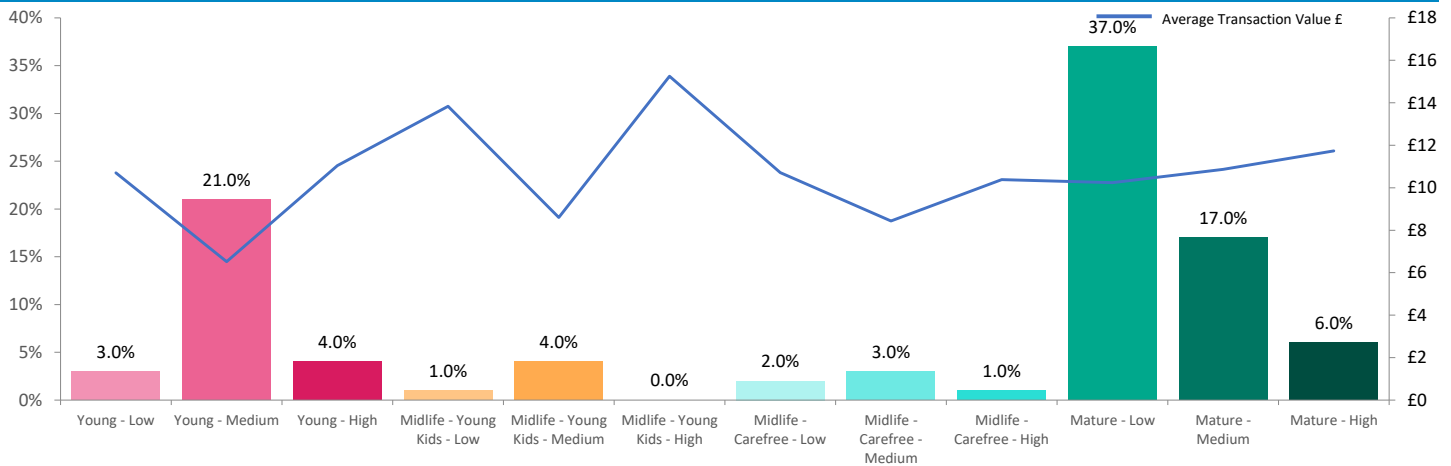
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris
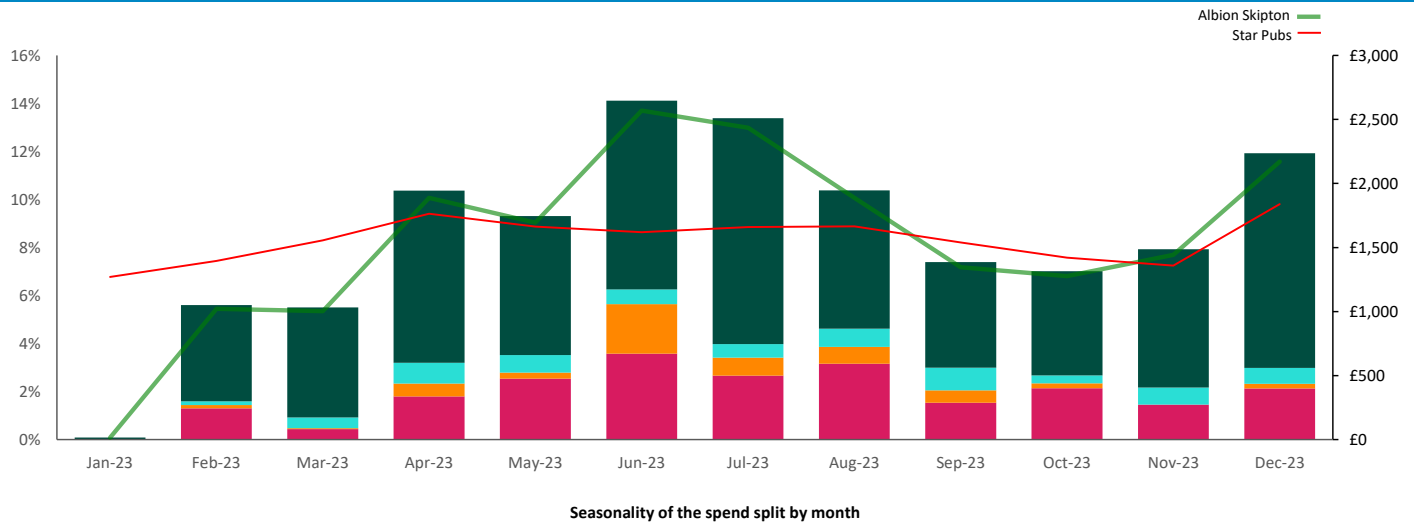
Albion Skipton
Star Pubs

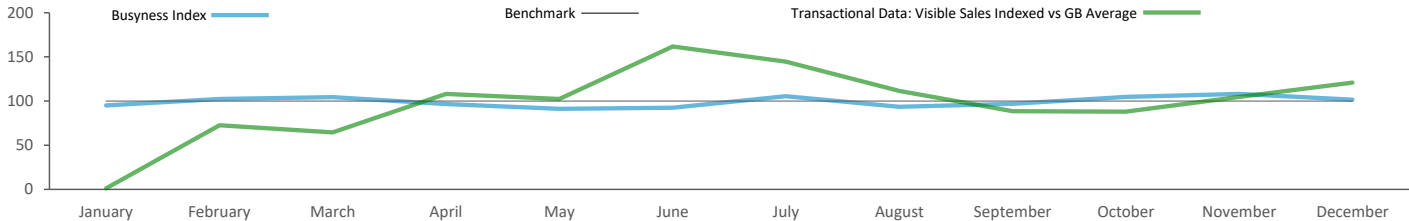Seasonality of the spend split by month

Mobile Data Summary - Albion Skipton
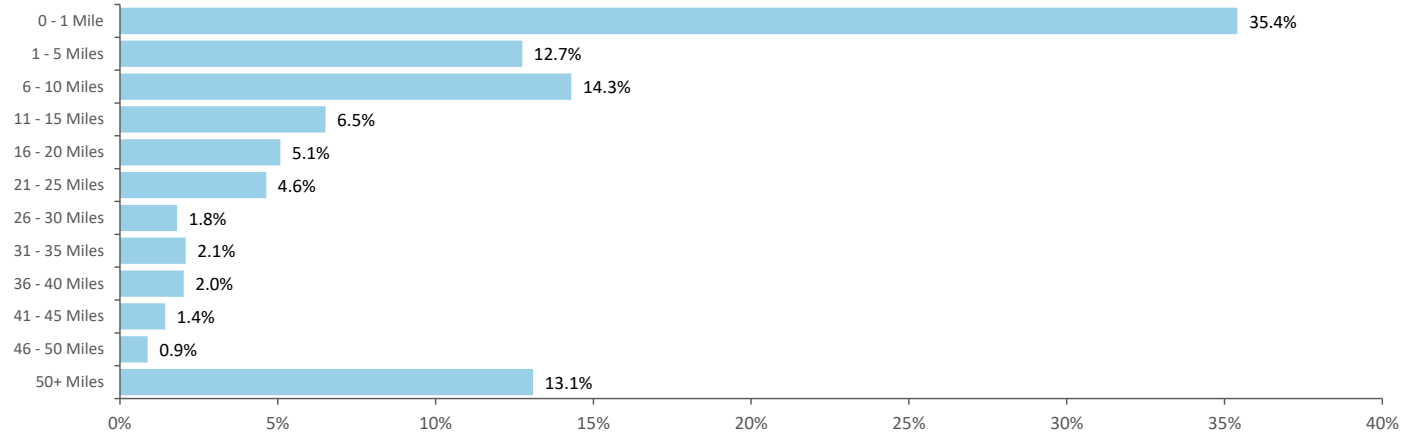
star PUBS & BARS

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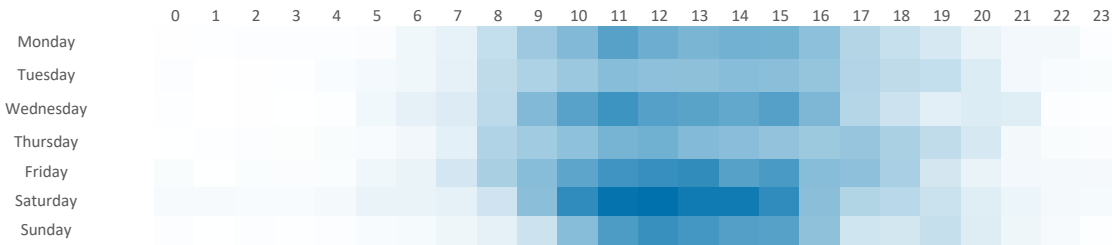
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

Distance	Percentage
0 - 1 Mile	35.4%
1 - 5 Miles	12.7%
6 - 10 Miles	14.3%
11 - 15 Miles	6.5%
16 - 20 Miles	5.1%
21 - 25 Miles	4.6%
26 - 30 Miles	1.8%
31 - 35 Miles	2.1%
36 - 40 Miles	2.0%
41 - 45 Miles	1.4%
46 - 50 Miles	0.9%
50+ Miles	13.1%

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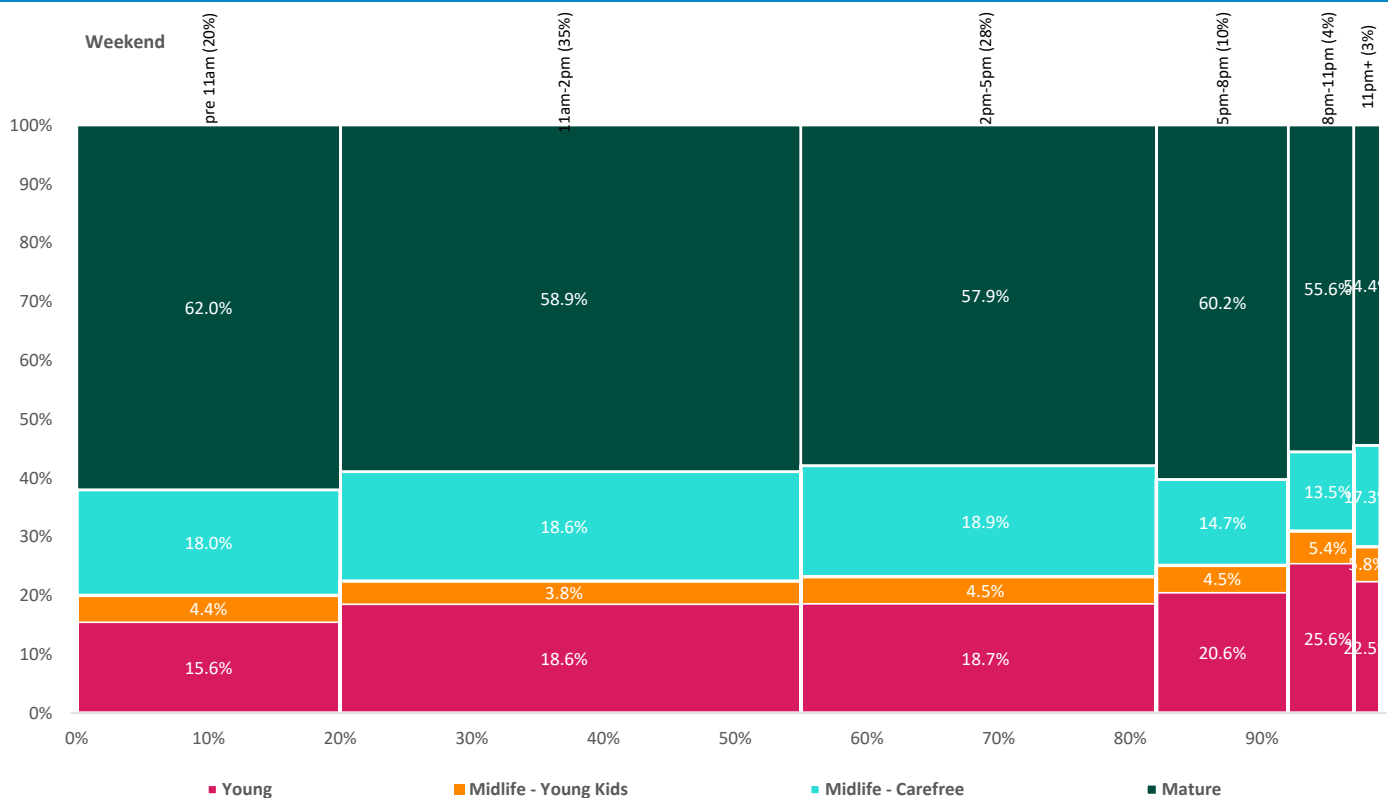
Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	38.2%
Worker	7.6%
Tourist	28.1%
Local Tourist	26.1%
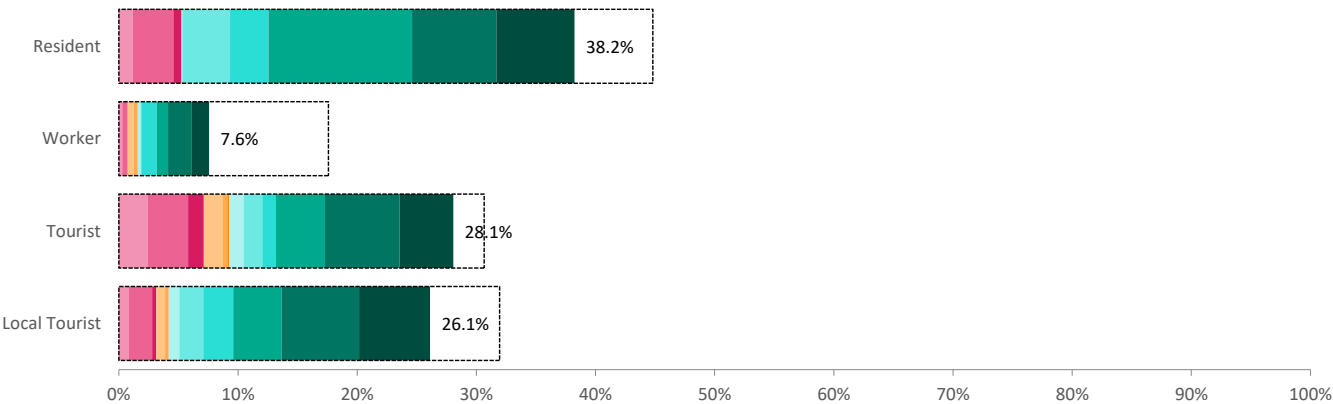
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Albion Skipton

star
PUBS & BARS

Polaris Plus Profile

⌷ GB %

Category	%
Young - Low	4.7%
Young - Medium	9.2%
Young - High	2.4%
Midlife - Young Kids - Low	2.8%
Midlife - Young Kids - Medium	1.1%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	2.4%
Midlife - Carefree - Medium	7.7%
Midlife - Carefree - High	8.2%
Mature - Low	21.2%
Mature - Medium	21.8%
Mature - High	18.5%
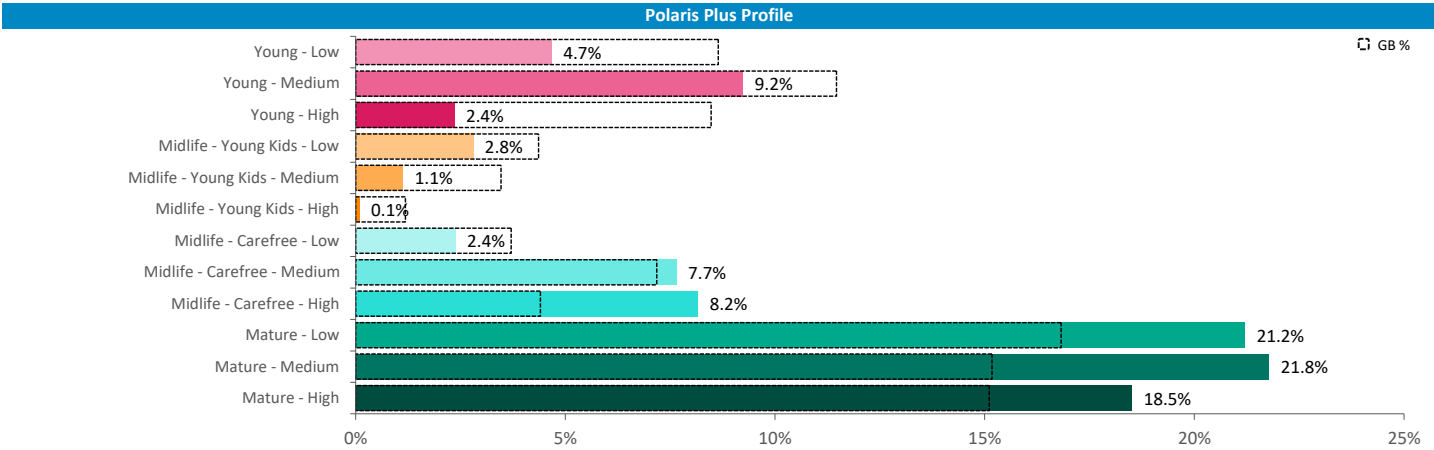
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door
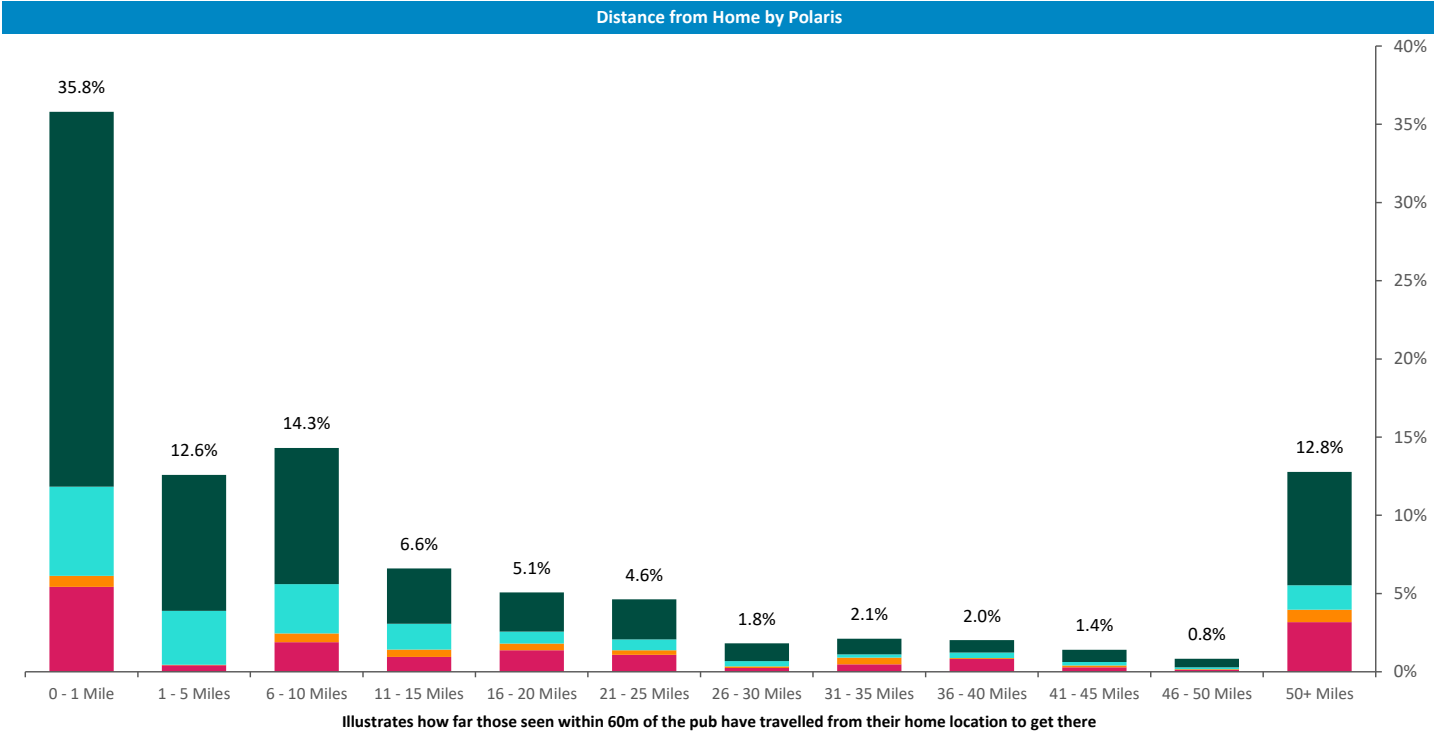
Distance from Home by Polaris

Distance	%
0 - 1 Mile	35.8%
1 - 5 Miles	12.6%
6 - 10 Miles	14.3%
11 - 15 Miles	6.6%
16 - 20 Miles	5.1%
21 - 25 Miles	4.6%
26 - 30 Miles	1.8%
31 - 35 Miles	2.1%
36 - 40 Miles	2.0%
41 - 45 Miles	1.4%
46 - 50 Miles	0.8%
50+ Miles	12.8%

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

Mobile Data Summary - Albion Skipton

star PUBS&BARS

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

Weekday

pre 11am (25%) | 11am-2pm (29%) | 2pm-5pm (25%) | 5pm-8pm (13%) | 8pm-11pm (4%) | 11pm+ (3%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	61.8%	62.2%	61.8%	62.0%	54.1%	39.4
Midlife - Carefree	19.5%	17.5%	18.8%	17.7%	21.5%	27.2
Midlife - Young Kids	3.7%	4.0%	3.3%	3.6%	3.8%	8.6%
Young	15.0%	16.2%	16.2%	16.7%	20.6%	24.8

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
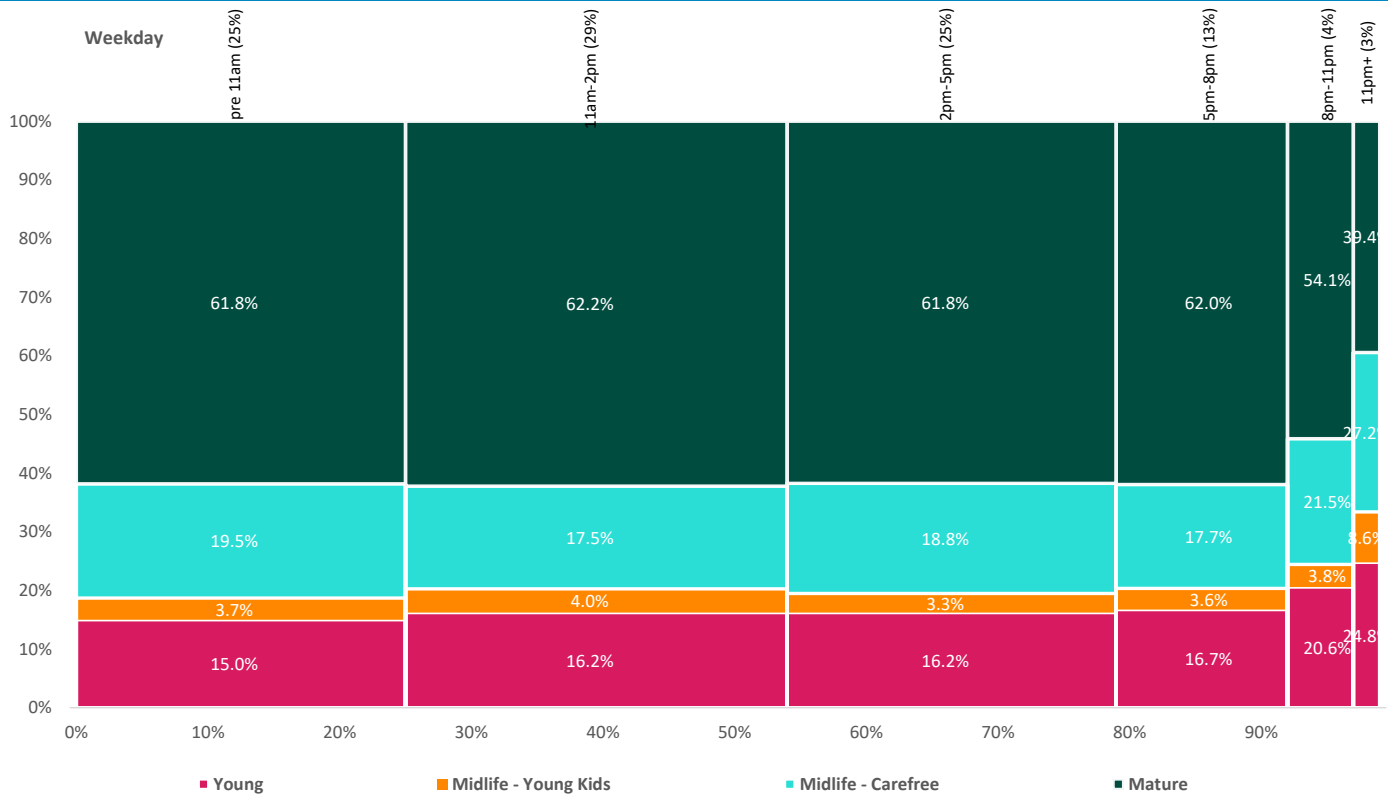
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

pre 11am (20%) | 11am-2pm (35%) | 2pm-5pm (28%) | 5pm-8pm (10%) | 8pm-11pm (4%) | 11pm+ (3%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	62.0%	58.9%	57.9%	60.2%	55.6%	54.4
Midlife - Carefree	18.0%	18.6%	18.9%	14.7%	13.5%	17.3
Midlife - Young Kids	4.4%	3.8%	4.5%	4.5%	5.4%	5.8%
Young	15.6%	18.6%	18.7%	20.6%	25.6%	22.5

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

Polaris Summary - Albion Skipton

star
PUBS & BARS

★ Pub Sites
N Catchment

Polaris Segments

● Young

● 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	1,478	2,455	13,529	120	73	52
Midlife - Young Kids	0	686	10,722	0	52	103
Midlife - Carefree	403	1,419	12,866	57	74	86
Mature	2,603	7,595	55,996	131	141	133
Not Private Households	2	2	1,791	3	1	144
Total	4,486	12,157	94,904			

Polaris Plus Summary - Albion Skipton

Legend:
- ★ Pub Sites
- Ⓝ Catchment

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High
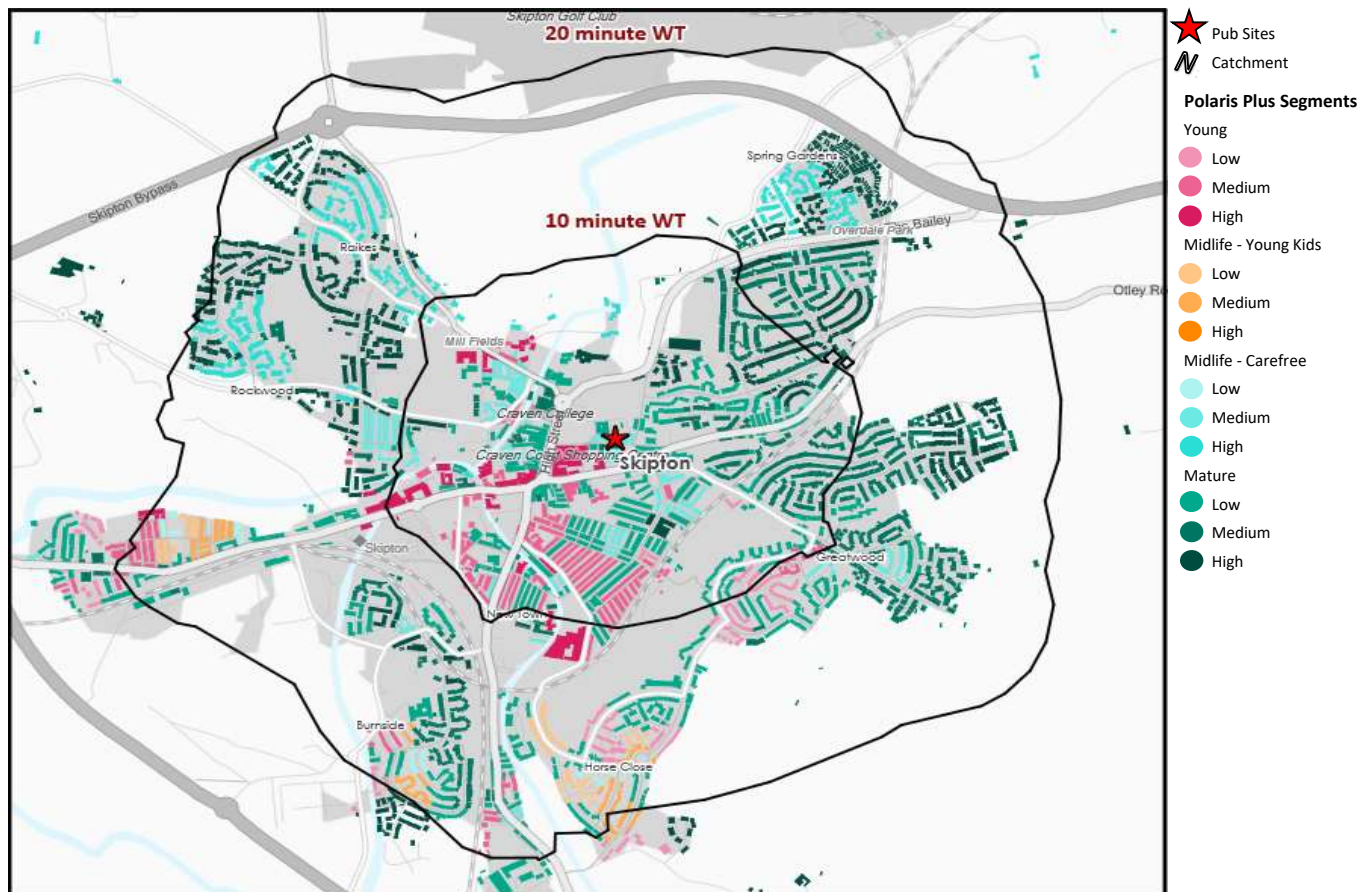
Polaris Plus Profile by Catchment

*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						
Low	9	510	3,325	2	43	36
Medium	971	1,289	8,436	197	97	81
High	498	656	1,768	165	80	28
Midlife - Young Kids						
Low	0	178	7,421	0	27	143
Medium	0	508	3,301	0	96	80
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	90	1,572	0	18	39
Medium	386	814	4,389	120	93	65
High	17	515	6,905	9	95	163
Mature						
Low	1,549	3,095	18,116	251	185	139
Medium	932	2,487	18,202	133	131	122
High	122	2,013	19,678	18	110	138
Not Private Households	2	2	1,791	3	1	144
Total	4,486	12,157	94,904			

CGA Summary - Albion Skipton
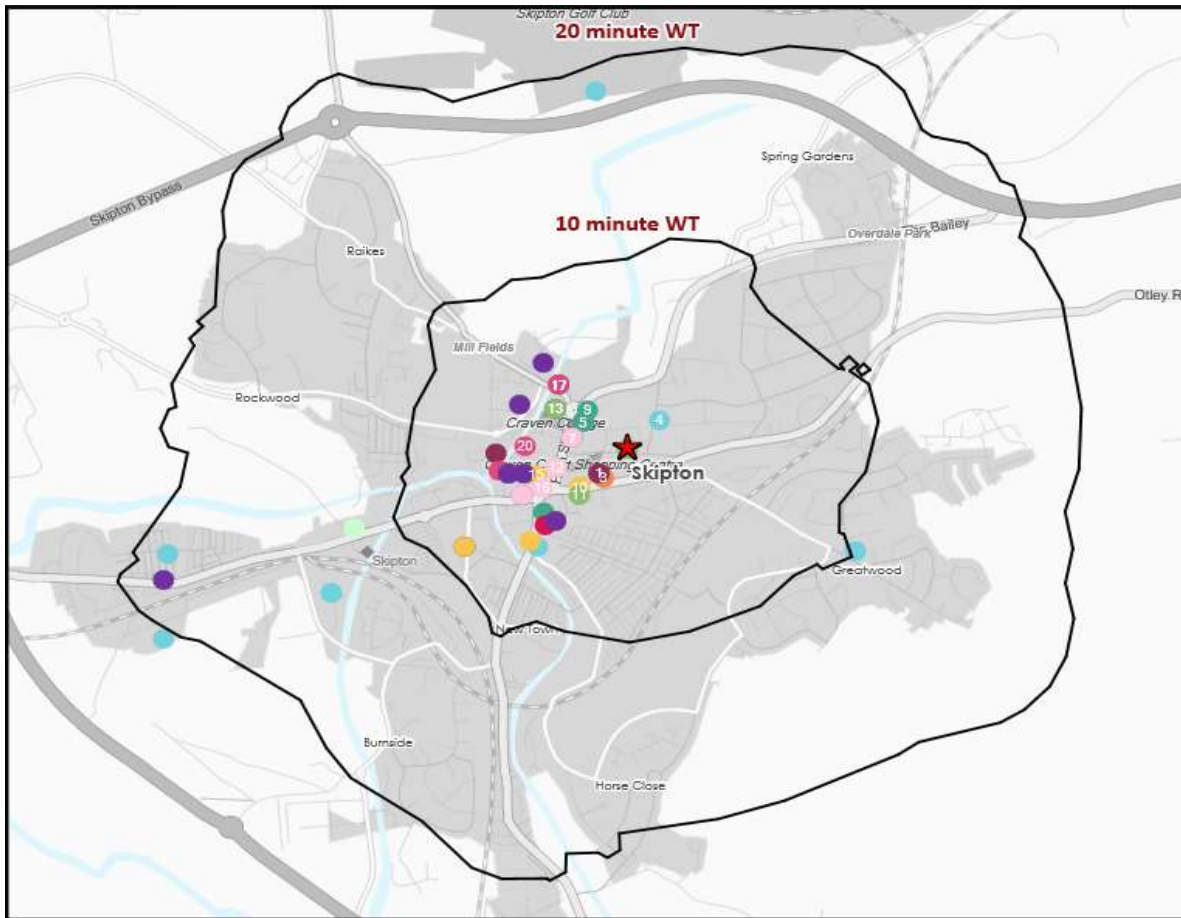
Legend:
- ⭐ Pub Sites
- Ⱶ Catchment

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)
0	Albion	BD23 1EL	Star Pubs & Bars	Circuit Bar	0.0
1	Skipton Balti	BD23 1DD	Independent Free	Restaurants	0.1
1	Styles Bar	BD23 1DD	Independent Free	Premium Local	0.1
3	Boutique 25	BD23 2JE	Independent Free	Hotel	0.1
4	Three Links Club	BD23 1ER	Independent Free	Clubland	0.1
5	Town Hall	BD23 1AH	Independent Free	Large Venue	0.1
5	Wildwood	BD23 1AH	Tasty	Casual Dining	0.1
7	Le Bistro Des Amis	BD23 1DT	Independent Free	Restaurants	0.1
7	Red Lion	BD23 1DT	Greene King	GPGF	0.1
9	Pizza Express	BD23 1AJ	Hony Capital	Casual Dining	0.1
10	Early Doors	BD23 2HX	Independent Free	High Street Pub	0.1
11	Devonshire	BD23 2HR	Wetherspoons GB	Circuit Bar	0.1
12	Le Caveau	BD23 1JJ	Independent Free	GPGF	0.1
13	Alexanders Bar And Kitchen	BD23 1JZ	Independent Free	ABOS	0.2
13	Black Horse	BD23 1JZ	Stonegate Pub Company	Circuit Bar	0.2
15	V.Sq	BD23 1JF	Independent Free	High Street Pub	0.2
16	Woolly Sheep Inn	BD23 1HY	Timothy Taylor	GPGF	0.2
17	Two Sisters Bar & Kitchen	BD23 1NJ	Independent Free	Hotel	0.2
17	La Casita	BD23 1NJ	Independent Free	Restaurants	0.2
17	Castle Inn	BD23 1NJ	Star Pubs & Bars	Family Pub Dining	0.2
20	Royal Shepherd	BD23 1LB	Stonegate Pub Company	Family Pub Dining	0.2

Per Pub Analysis - Albion Skipton

star PUBS&BARS

*WT= Walktime, **DT= Drivetime

Over GB Average	
Around GB Average	
Under GB Average	

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,486	12,157	94,904
Number of Competition Pubs	20	28	161
Adults 18+ per Competition Pub	224	434	589

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	375	8.4%	104
Circuit Bar	4	224	5.0%	123
Community Pub	0	1,132	25.2%	132
Craft Led	0	224	5.0%	145
Great Pub Great Food	4	582	13.0%	73
High Street Pub	4	1,035	23.1%	125
Premium Local	1	525	11.7%	71

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	818	6.7%	83
Circuit Bar	4	504	4.1%	102
Community Pub	1	2,737	22.5%	118
Craft Led	0	351	2.9%	84
Great Pub Great Food	4	2,203	18.1%	102
High Street Pub	4	2,481	20.4%	111
Premium Local	2	2,157	17.7%	108

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	8	4,994	5.3%	65
Circuit Bar	9	3,138	3.3%	82
Community Pub	14	21,182	22.3%	117
Craft Led	0	1,876	2.0%	57
Great Pub Great Food	16	18,486	19.5%	110
High Street Pub	24	18,958	20.0%	108
Premium Local	25	18,518	19.5%	118

Glossary

Category	Explanation
Population	The population count within the specified catchment
Gender	Counts of Males and Females within the specified catchment
Affluence	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.
	Low: Count of population by Polaris Plus segments which are classified as Low **Polaris Plus Segments:** 1.1, 2.1, 3.1, 4.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3
Age Profile	Counts of residents by Age band
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+
	Full-time: In full-time employment
	Part-time: In part-time employment
	Self employed: In full-time or part-time employment, with or without employees
	Unemployed: Unemployed, not currently working but are actively seeking
	Retired: a person who has retired from a working or professional career
	Other: Includes long term sick, disabled, looking after home/family
Index vs GB Average	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
Over GB Average	Index value is > 120
Around GB Average	Index value is between 80 - 120
Under GB Average	Index value is < 80

Polaris Segmentation

Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	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
Consumer Insight	"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"
Product needs	• Aids being part of the **group** • Helps me **look good** by **standing out** and making the **right impression** • **Energising** • **Discovering** new things • **Avoids bloating** • **Physical benefit**	• Helps me **look good**, and be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Being romantic**	• **Tastes good** and **looks good** • **Discovering** new things • **Supports connecting** with friends and family • **Enjoyable for longer**	• **Tastes great** • **Good quality** • Helps me **feel good** • **Enjoyable for longer**

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.

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