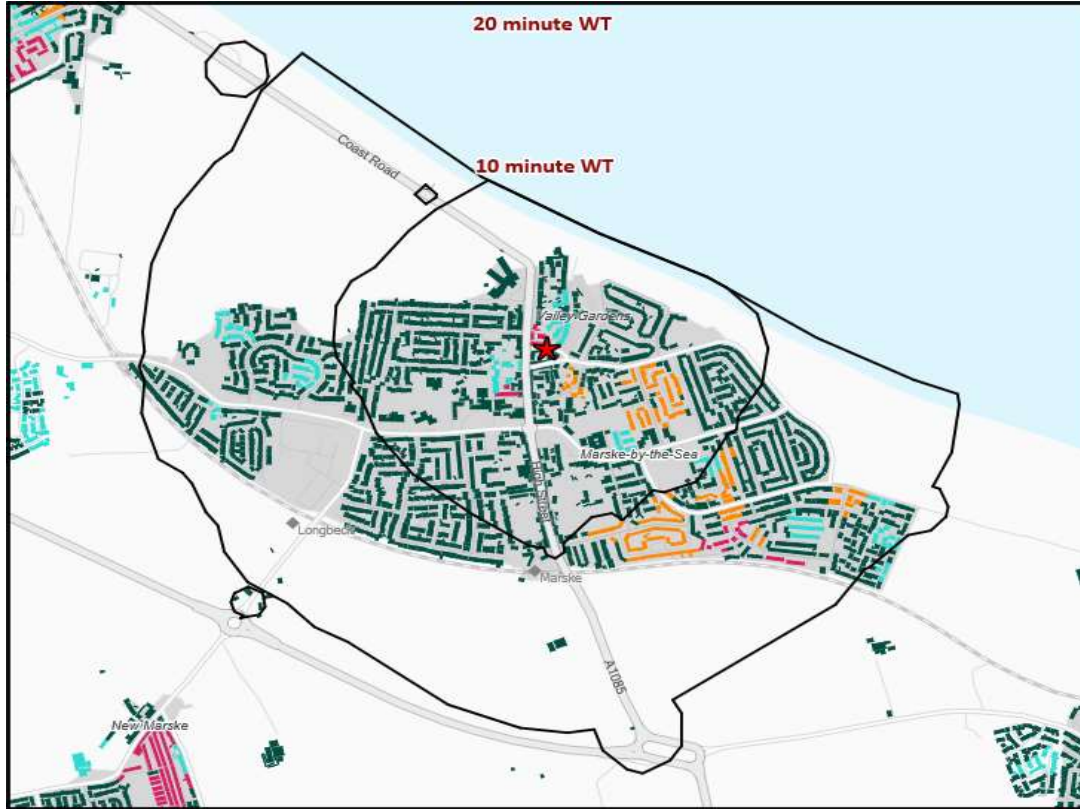


Catchment Summary - Ship Marske



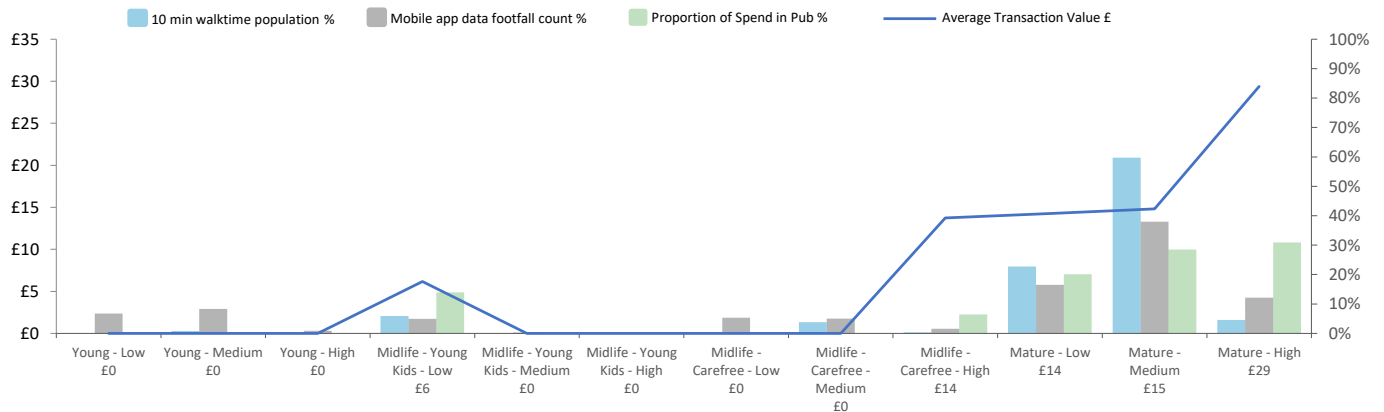
© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
824319	Ship Marske	TS11 7LL	Star Pubs & Bars	Premium Local	15



- ★ 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 - Ship Marske

	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**

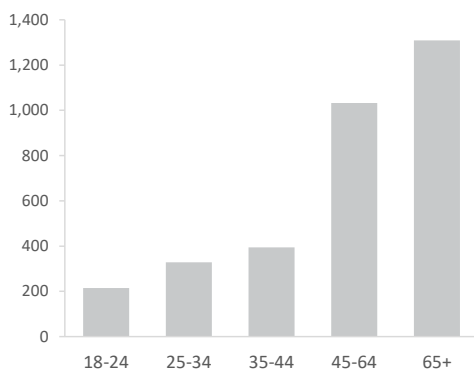
Population	3,881	7,629	202,320	72	41	46
Adults 18+	3,278	6,470	161,175	73	42	46
Competition Pubs	5	9	191	28	25	46
Adults 18+ per Competition Pub	656	719	844	76	84	98
% Adults Likely to Drink	79.6%	79.5%	77.1%	104	104	101

Population & Adults 18+ index is based on all pubs

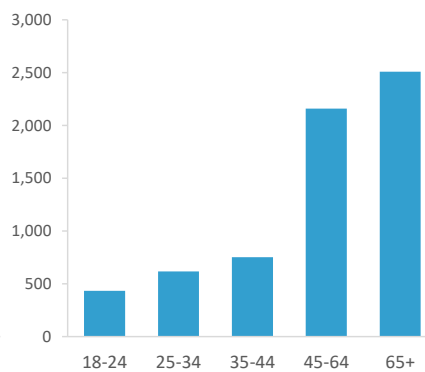
Affluence	Low	28.7%	35.5%	49.3%	86	107	148
	Medium	64.4%	55.8%	37.8%	169	146	99
	High	5.0%	7.6%	11.6%	18	28	42

*Affluence does not include Not Private Households

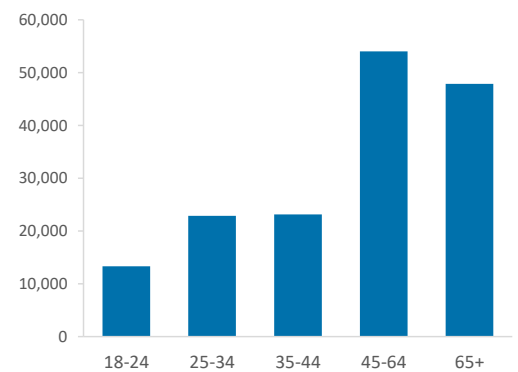
Age Profile	18-24	215	433	13,323	68	70	81
	25-34	328	617	22,862	63	61	85
	35-44	394	752	23,126	77	74	86
	45-64	1,032	2,160	54,000	104	110	104
	65+	1,309	2,508	47,864	176	171	123



■ 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	1,839 (47%)	3,648 (48%)	97,531 (48%)	97	98	98
	Female	2,042 (53%)	3,981 (52%)	104,789 (52%)	103	102	102

Economic Status (16+)	Employed: Full-time	931 (28%)	1,812 (27%)	49,550 (30%)	81	79	87
	Employed: Part-time	376 (11%)	739 (11%)	21,024 (13%)	94	94	107
	Self employed	214 (6%)	402 (6%)	10,096 (6%)	69	66	66
	Unemployed	61 (2%)	114 (2%)	5,254 (3%)	66	62	114
	Full-time student	34 (1%)	98 (1%)	2,768 (2%)	43	62	70
	Retired	1,356 (40%)	2,711 (41%)	46,605 (28%)	185	186	128
	Other	383 (11%)	768 (12%)	30,790 (19%)	66	66	106

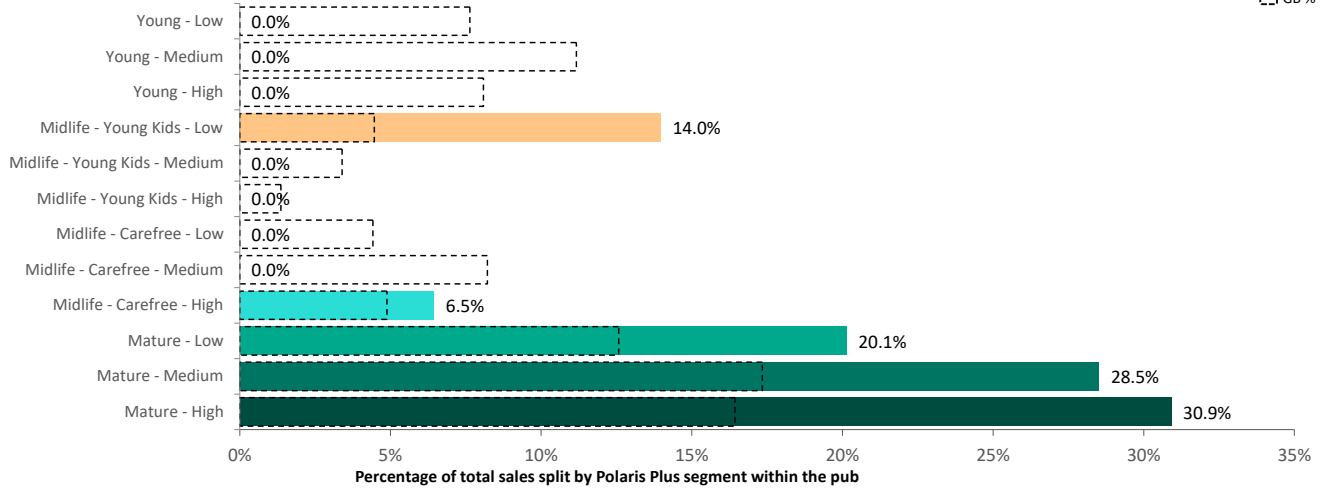
Total Worker Count	1,069	2,080	70,179
--------------------	-------	-------	--------

See the Glossary page for further information on the above variables

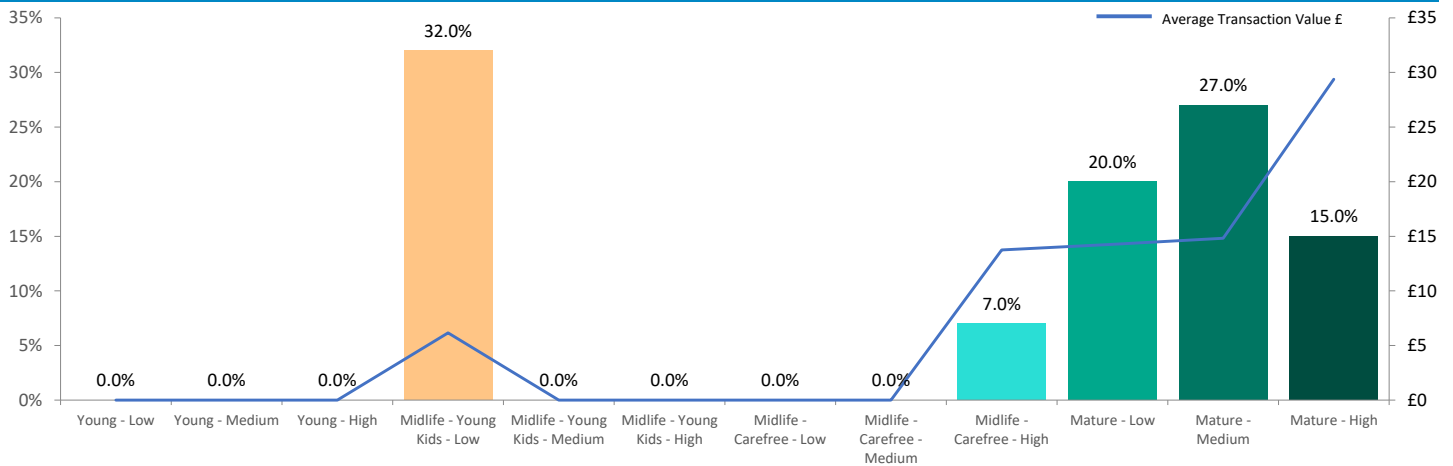
Transactional Data Summary - Ship Marske

Spend by Polaris Plus

GB %

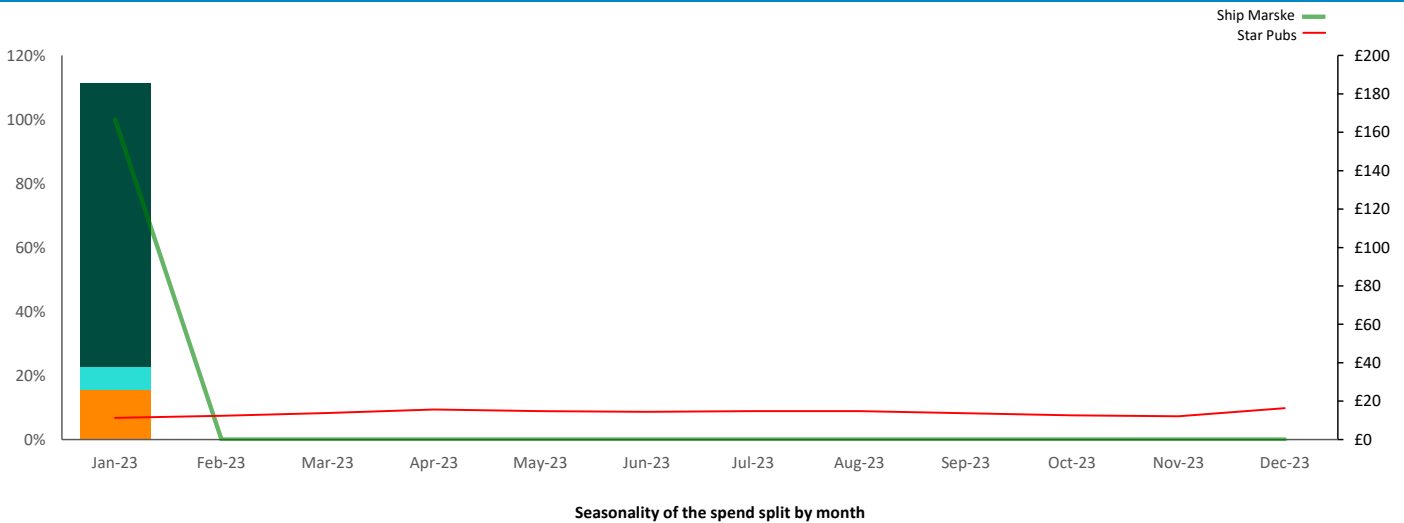


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

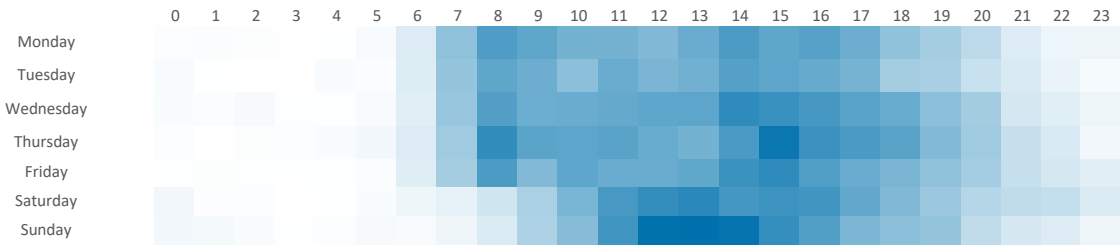


Mobile Data Summary - Ship Marske



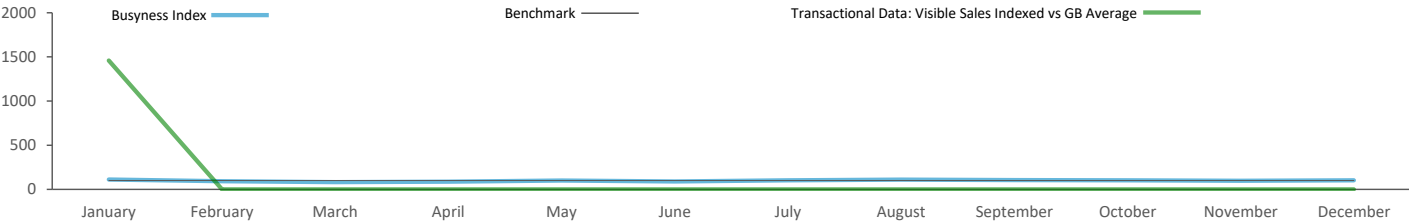
© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day/Day of Week



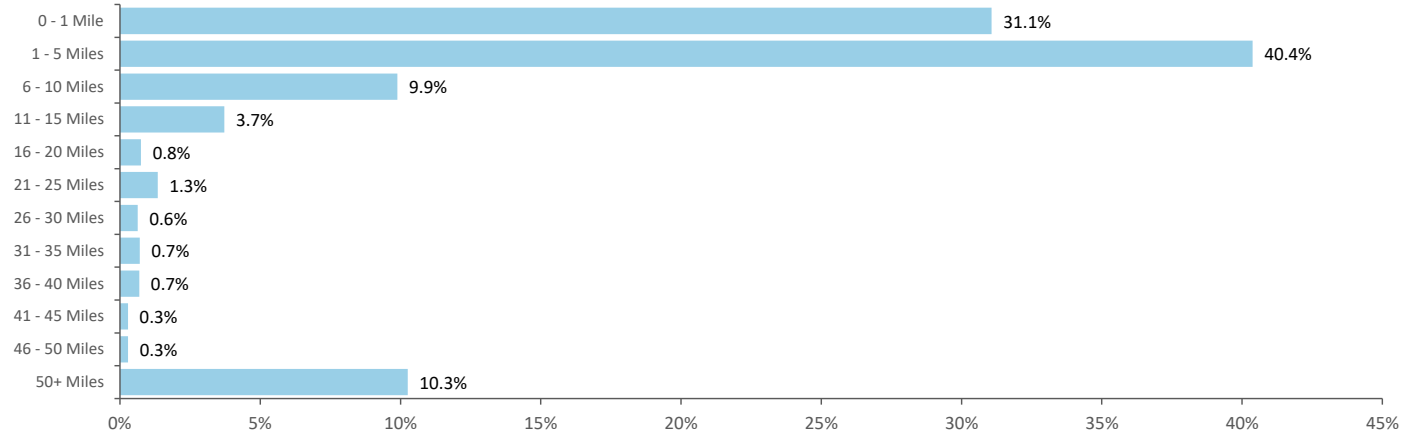
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

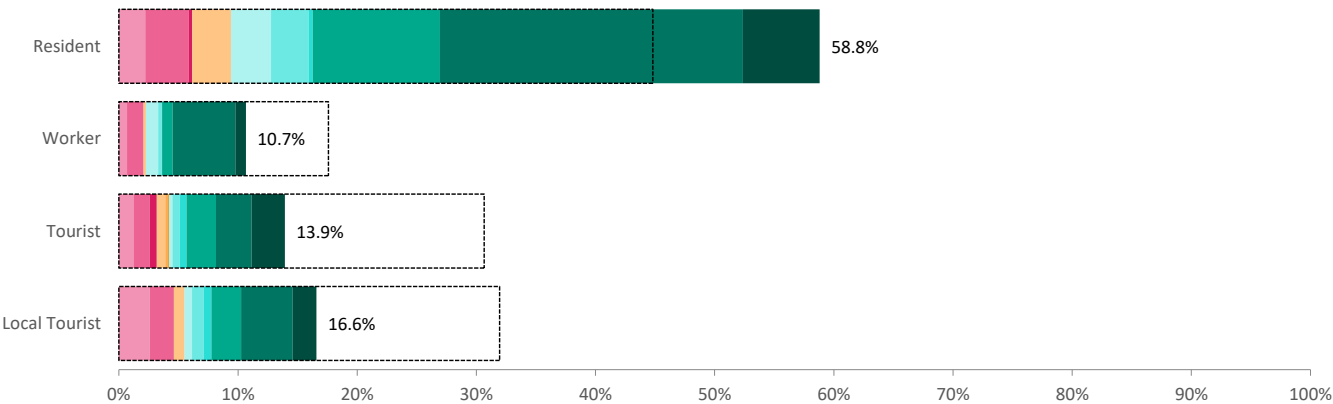
Distance from Home



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



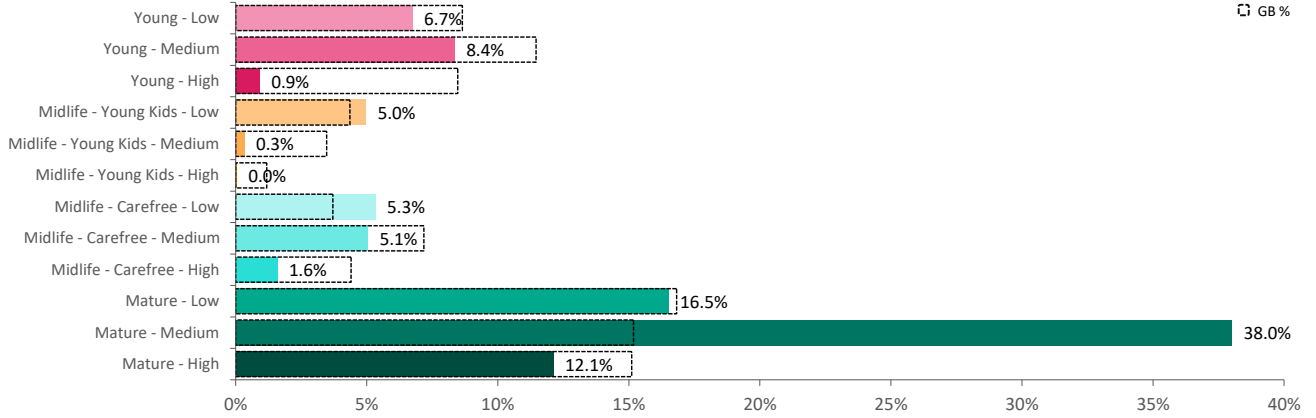
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Ship Marske



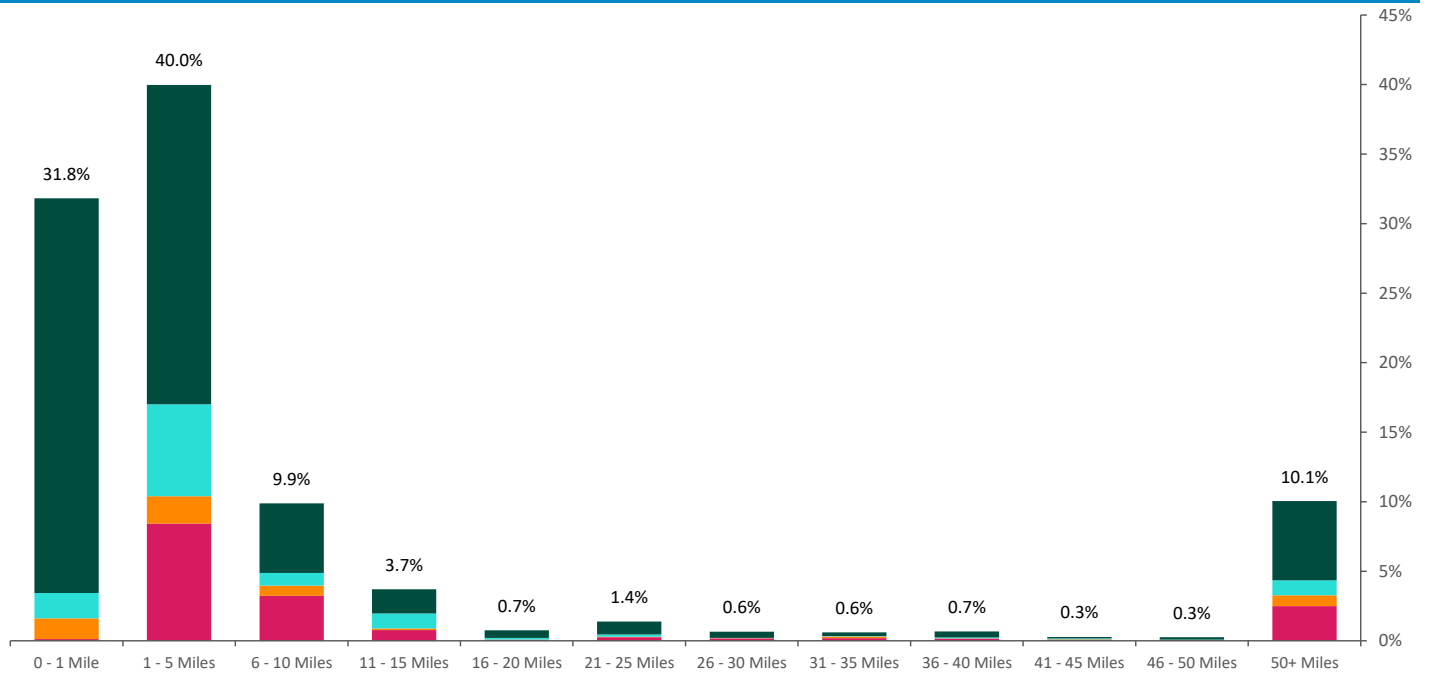
© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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



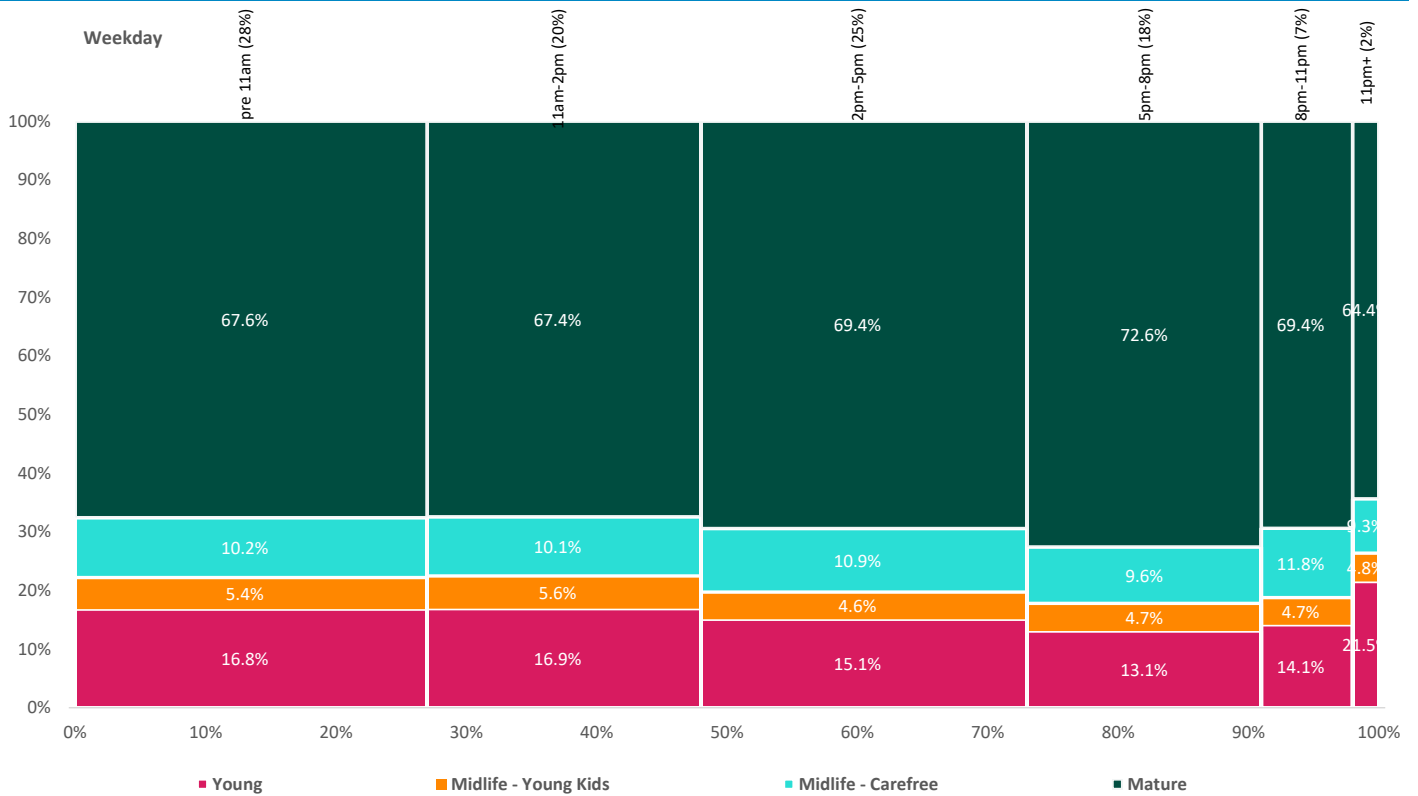
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Ship Marske

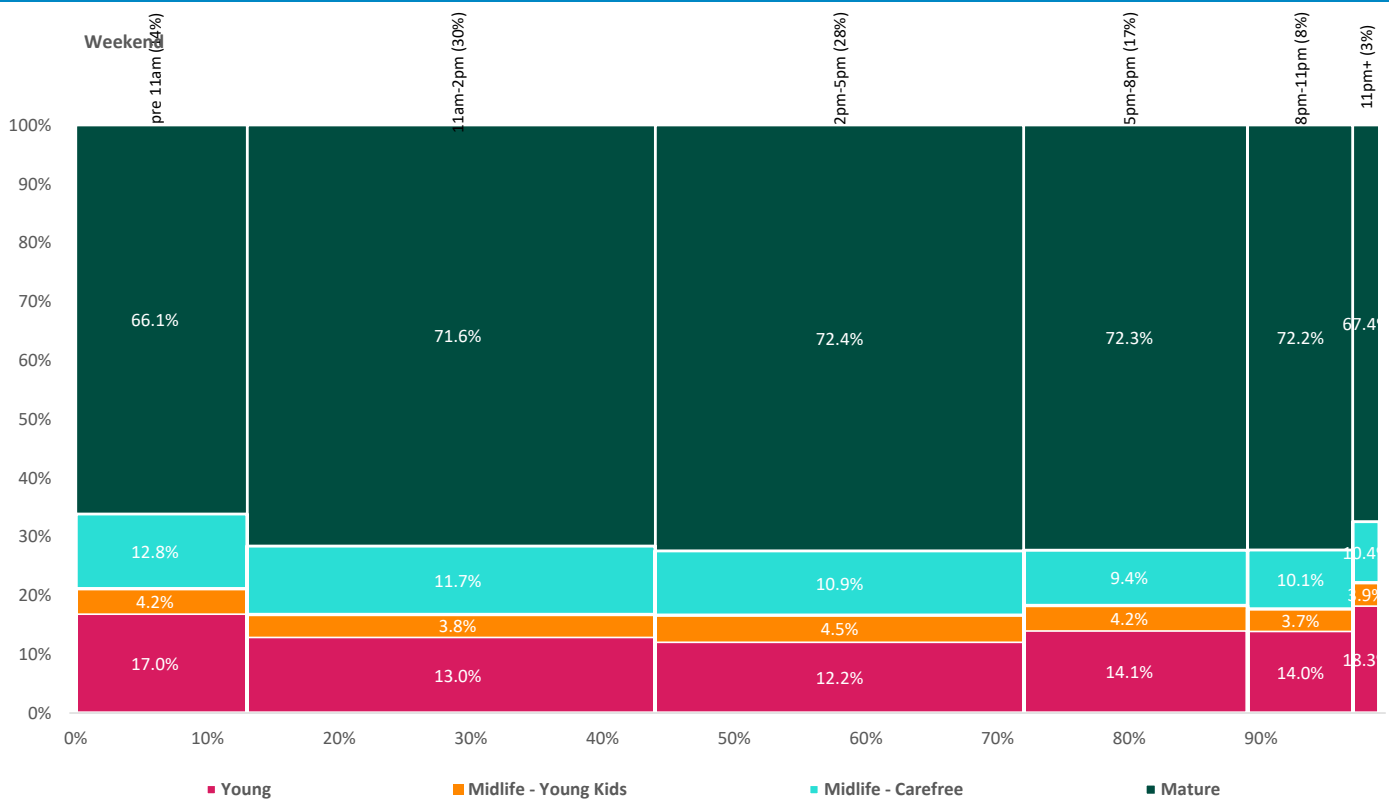


© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

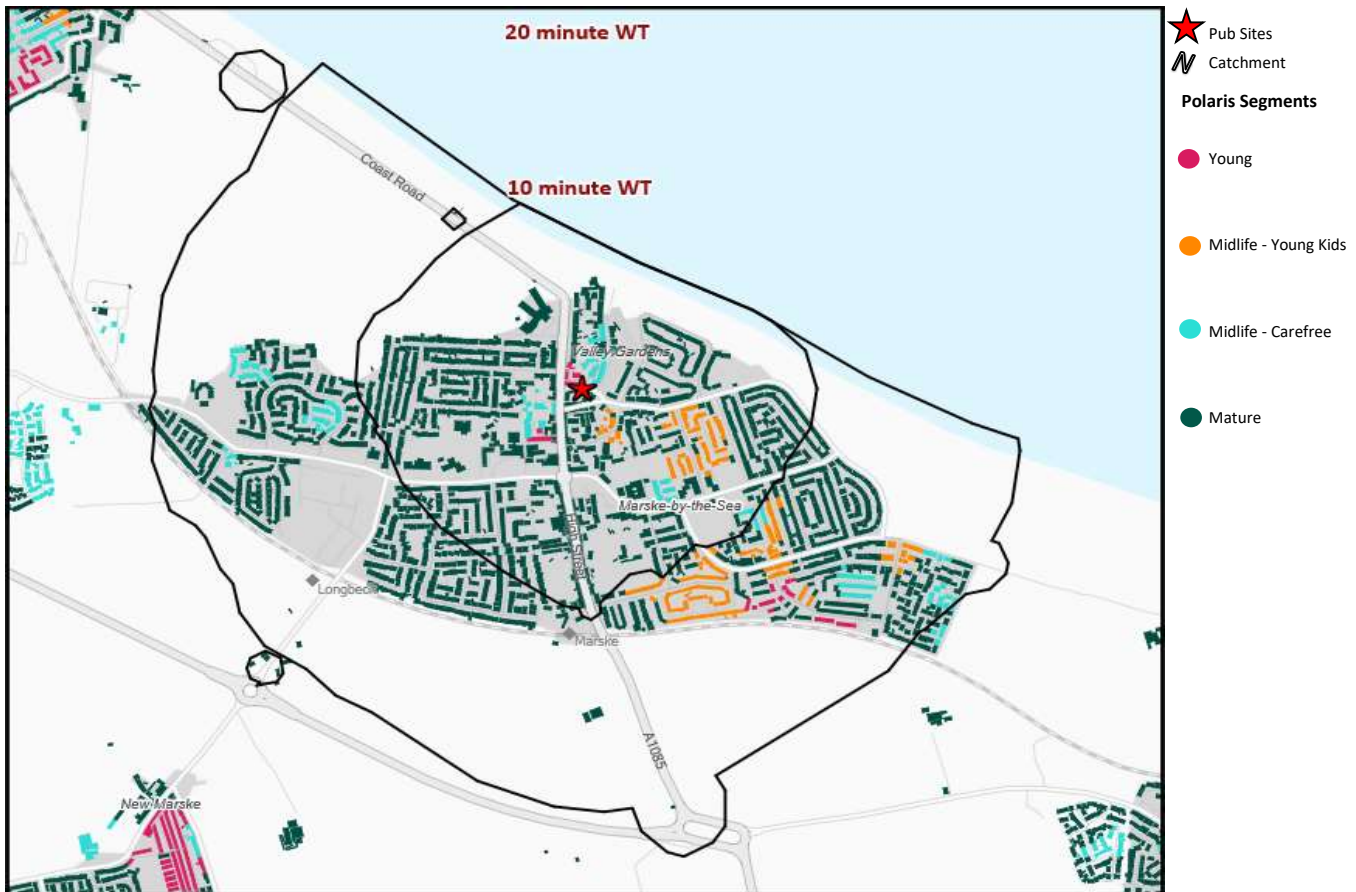
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Ship Marske

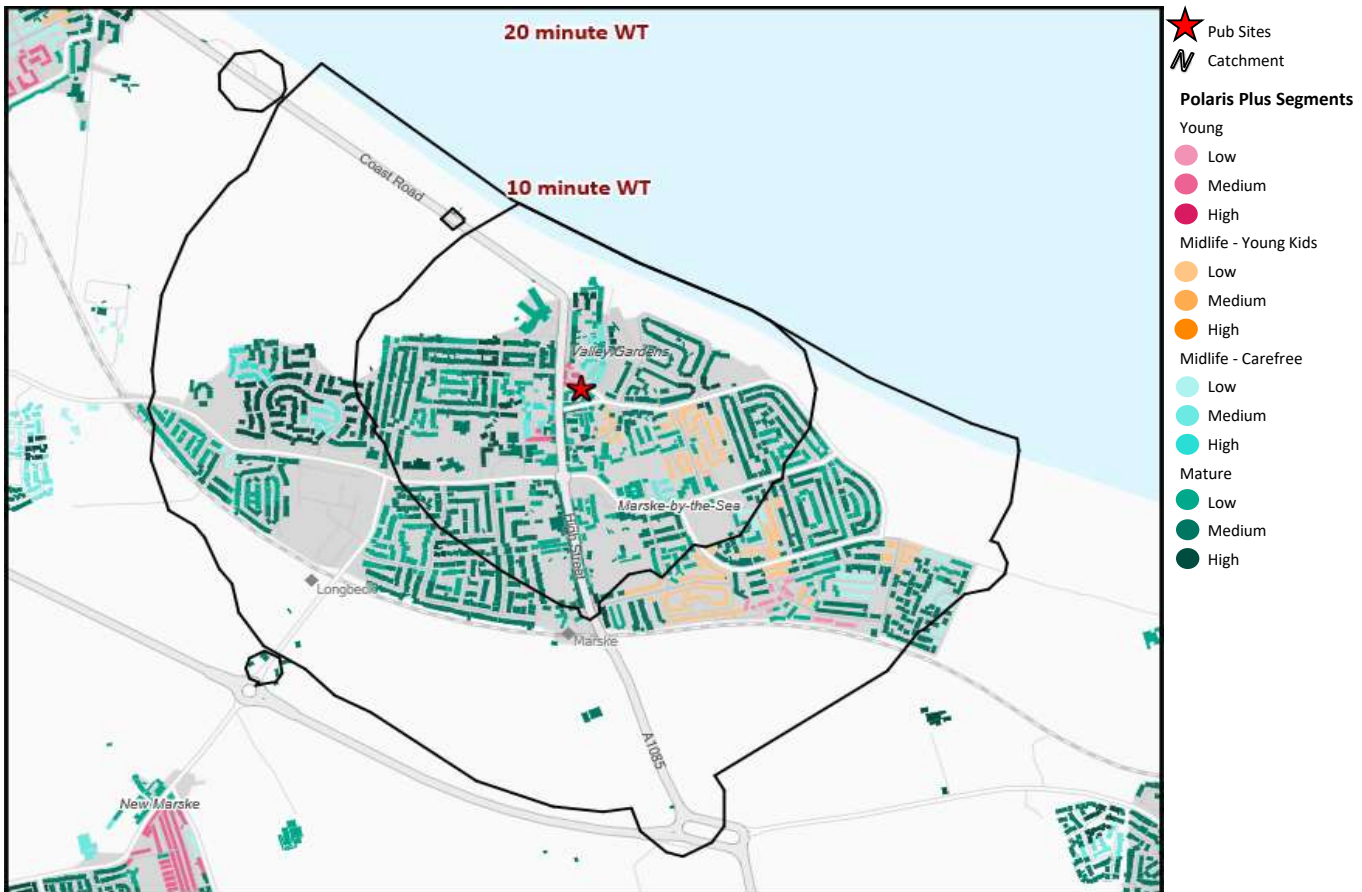


Polaris Profile by Catchment

*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	27	27	40,039	3	2	90
Midlife - Young Kids	194	496	10,979	54	70	62
Midlife - Carefree	138	433	22,383	27	42	88
Mature	2,856	5,451	85,597	196	190	120
Not Private Households	63	63	2,177	146	74	103
Total	3,278	6,470	161,175			

Polaris Plus Summary - Ship Marske

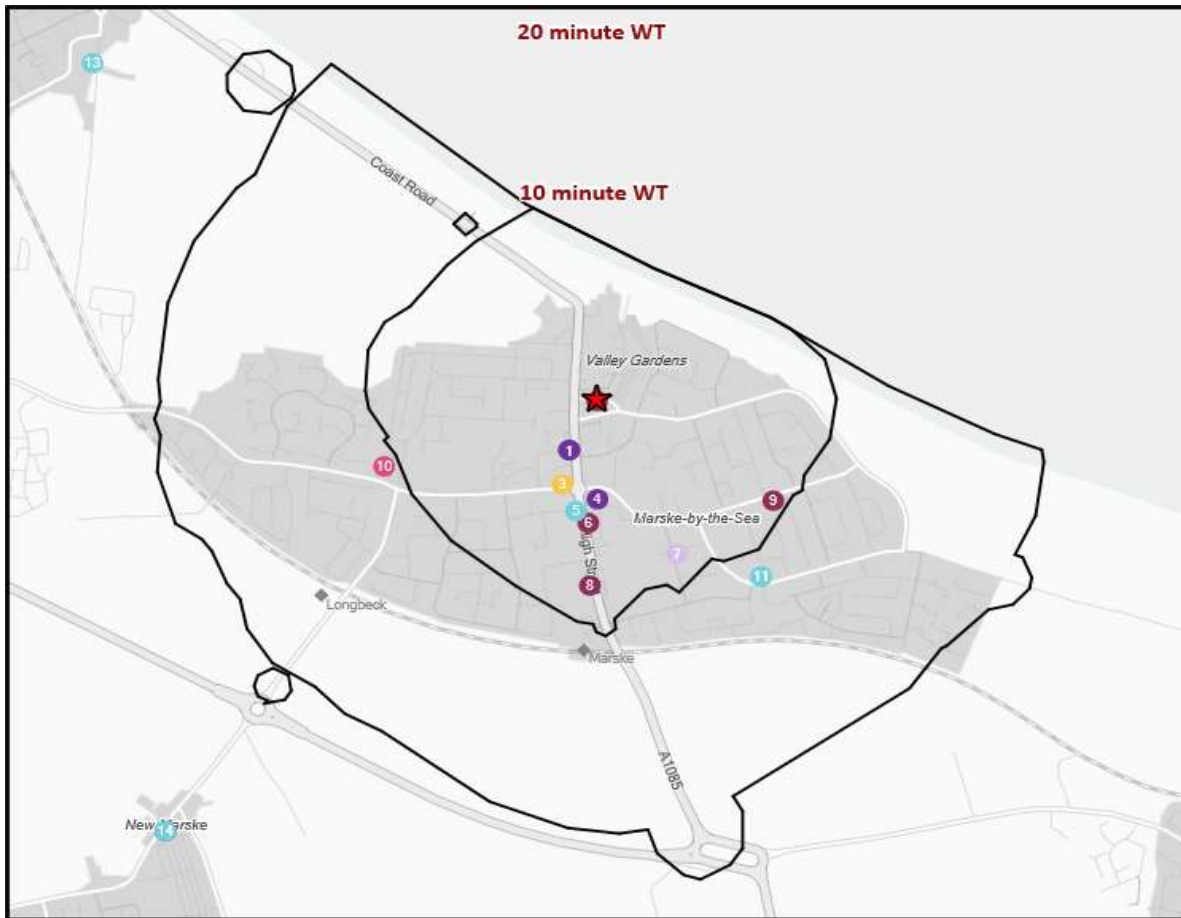


Polaris Plus Profile by Catchment

*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	0	0	29,401	0	0	186
Medium	27	27	10,393	8	4	59
High	0	0	245	0	0	2
Midlife - Young Kids						
Low	194	496	10,664	108	140	121
Medium	0	0	315	0	0	5
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	208	9,751	0	76	144
Medium	126	167	8,973	54	36	78
High	12	58	3,659	8	20	51
Mature						
Low	746	1,596	29,574	166	180	134
Medium	1,959	3,419	41,260	382	337	163
High	151	436	14,763	31	45	61
Not Private Households	63	63	2,177	146	74	103
Total	3,278	6,470	161,175			

CGA Summary - Ship Marske



- Pub Sites**
- ★ 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)
0	Ship	TS11 7LL	Star Pubs & Bars	Premium Local	0.0
1	La Fez	TS11 6JX	Independent Free	Restaurants	0.1
1	Base Pizzeria	TS11 6JX	Independent Free	Restaurants	0.1
3	Smugglers Den	TS11 6AA	Independent Free	High Street Pub	0.2
4	Vault	TS11 7LD	Independent Free	Restaurants	0.2
5	Marske Leisure Centre	TS11 6JL	Independent Free	Clubland	0.2
6	Clarendon Hotel	TS11 7BA	Independent Free	Premium Local	0.2
7	Marske United Football Club	TS11 7BW	Independent Free	Sports Clubs	0.3
8	Zetland Hotel	TS11 6JQ	Punch Pub Company	Premium Local	0.4
9	Frigate	TS11 7DH	Independent Free	Premium Local	0.4
10	Mermaid	TS11 6EX	Mitchells & Butlers	Family Pub Dining	0.4
11	Marske Bowling Club	TS11 7HB	Independent Free	Clubland	0.5
11	Marske Cricket Club	TS11 7HB	Independent Free	Clubland	0.5
13	Redcar Rugby Club	TS10 3RW	Independent Free	Clubland	1.1
14	Yorkshire Lass	TS11 8EG	Admiral Taverns Ltd	Premium Local	1.1
14	New Marske Sports Club	TS11 8EG	Independent Free	Clubland	1.1

Per Pub Analysis - Ship Marske



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,278	6,470	161,175
Number of Competition Pubs	5	9	191
Adults 18+ per Competition Pub	656	719	844

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	16	0.5%	6
Circuit Bar	0	58	1.8%	43
Community Pub	0	1,027	31.3%	164
Craft Led	0	4	0.1%	3
Great Pub Great Food	0	432	13.2%	75
High Street Pub	1	954	29.1%	158
Premium Local	3	598	18.2%	111

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	39	0.6%	8
Circuit Bar	0	120	1.9%	46
Community Pub	0	2,032	31.4%	164
Craft Led	0	4	0.1%	2
Great Pub Great Food	0	854	13.2%	75
High Street Pub	1	1,851	28.6%	155
Premium Local	4	1,133	17.5%	106

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	6,084	3.8%	47
Circuit Bar	12	7,055	4.4%	108
Community Pub	41	42,380	26.3%	137
Craft Led	0	3,038	1.9%	55
Great Pub Great Food	3	18,670	11.6%	65
High Street Pub	23	39,844	24.7%	134
Premium Local	19	23,205	14.4%	87

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																								
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																																						
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="6">Metropolitan</td><td colspan="6">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																									