

Catchment Summary - Black Swan Burnbridge



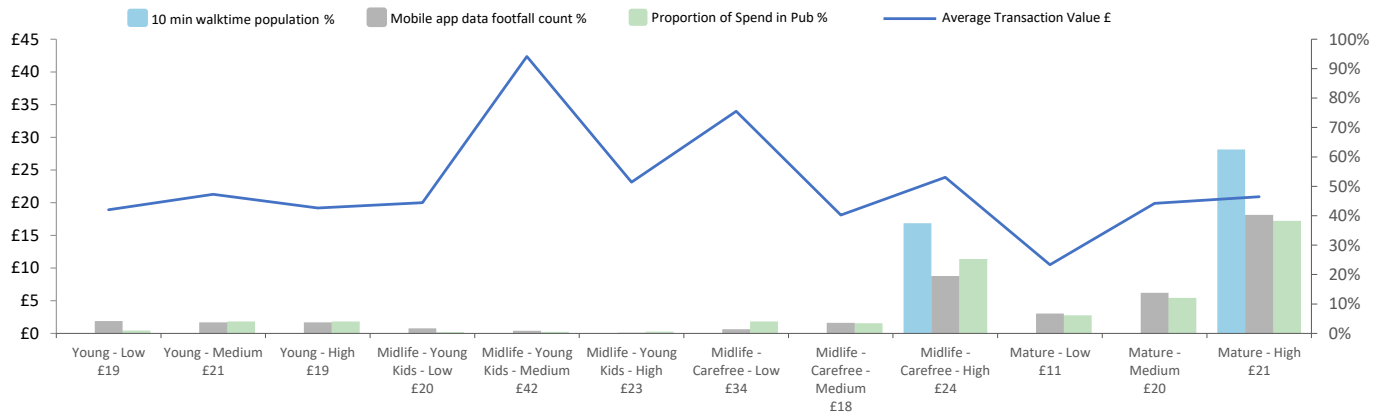
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Ship To	Name	Postcode	Operator	Segment	Sparsity
45409	Black Swan Burnbridge	HG 3 1PB	Star Pubs & Bars	Premium Local	16



- ★ Pub Sites
- N 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 - Black Swan Burnbridge

	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**

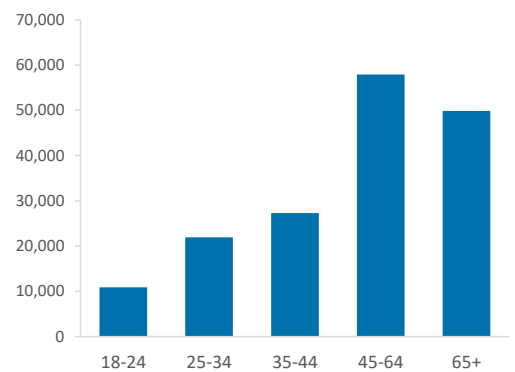
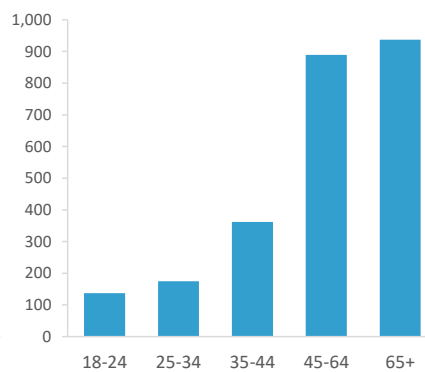
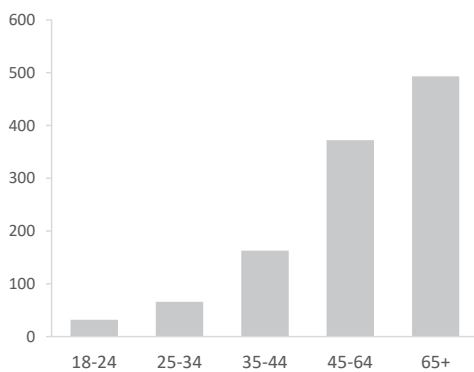
Population	1,427	3,106	209,835	27	17	48
Adults 18+	1,126	2,500	167,913	25	16	48
Competition Pubs	1	1	222	6	3	53
Adults 18+ per Competition Pub	1,126	2,500	756	131	291	88
% Adults Likely to Drink	86.8%	85.1%	81.2%	114	112	107

Population & Adults 18+ index is based on all pubs

Affluence	Low	0.0%	4.0%	12.5%	0	12	38
	Medium	0.0%	2.8%	31.6%	0	7	83
	High	100.0%	90.7%	54.5%	366	332	200

*Affluence does not include Not Private Households

Age Profile	18-24	32	137	10,888	28	54	64
	25-34	66	175	21,948	35	42	78
	35-44	163	362	27,327	86	88	98
	45-64	372	889	57,911	101	111	107
	65+	493	937	49,839	180	157	124



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	677 (47%)	1,512 (49%)	101,667 (48%)	97	99	99
	Female	750 (53%)	1,594 (51%)	108,168 (52%)	103	101	101

Economic Status (16+)	Employed: Full-time	329 (28%)	831 (32%)	60,013 (35%)	82	93	100
	Employed: Part-time	135 (12%)	288 (11%)	21,119 (12%)	98	94	102
	Self employed	153 (13%)	279 (11%)	18,346 (11%)	143	117	114
	Unemployed	8 (1%)	30 (1%)	3,097 (2%)	25	42	64
	Full-time student	17 (1%)	27 (1%)	2,536 (1%)	62	44	61
	Retired	398 (34%)	840 (32%)	47,880 (28%)	157	148	126
	Other	122 (10%)	291 (11%)	20,928 (12%)	60	65	69

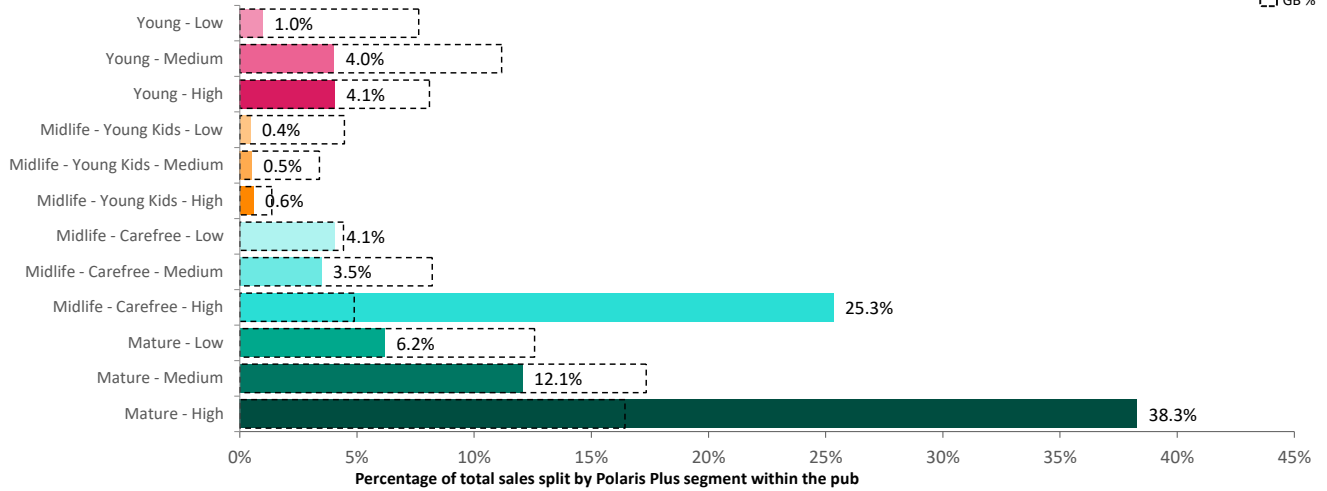
Total Worker Count	317	1,096	96,659
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See the Glossary page for further information on the above variables

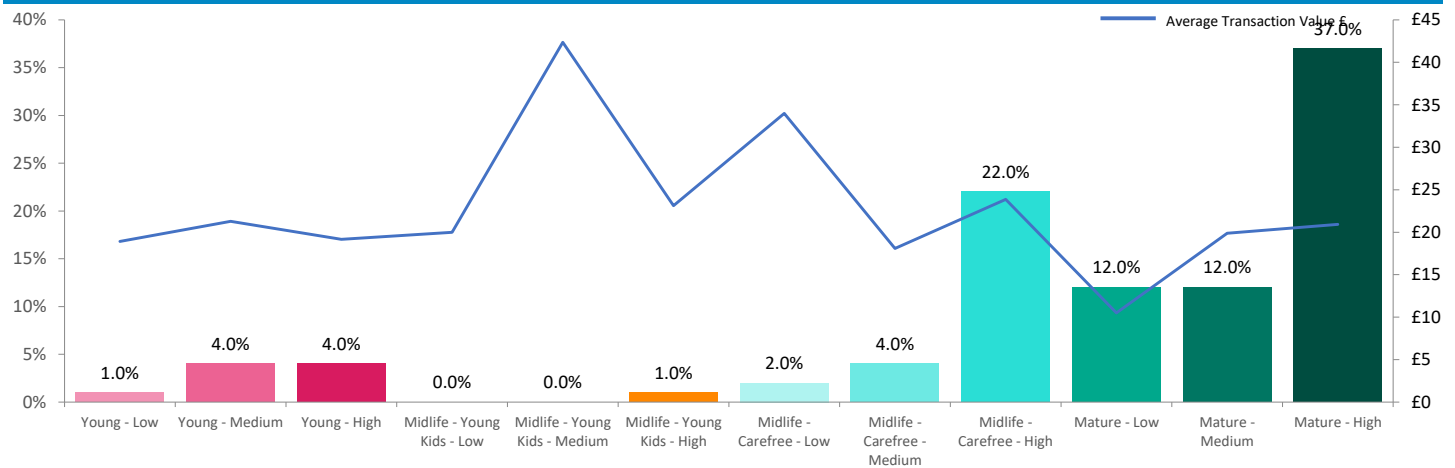
Transactional Data Summary - Black Swan Burnbridge

Spend by Polaris Plus

GB %

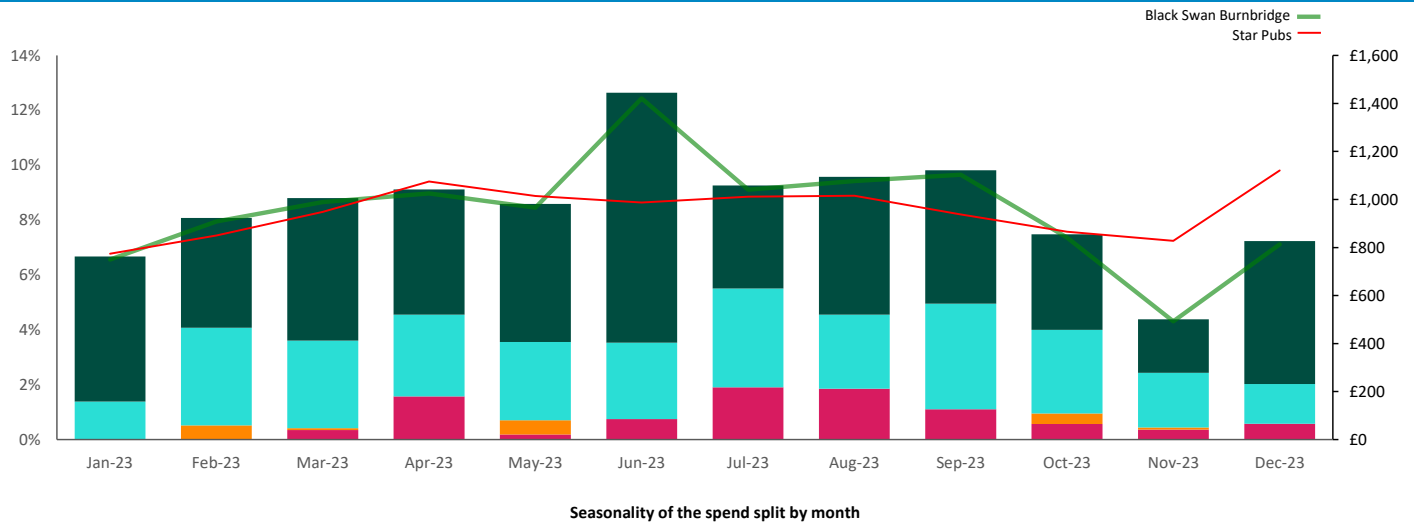


% of Transactions and Average Transaction Values (£) by Polaris Plus



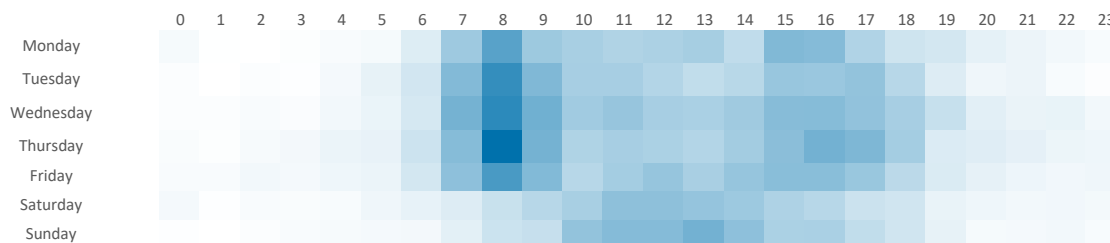
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



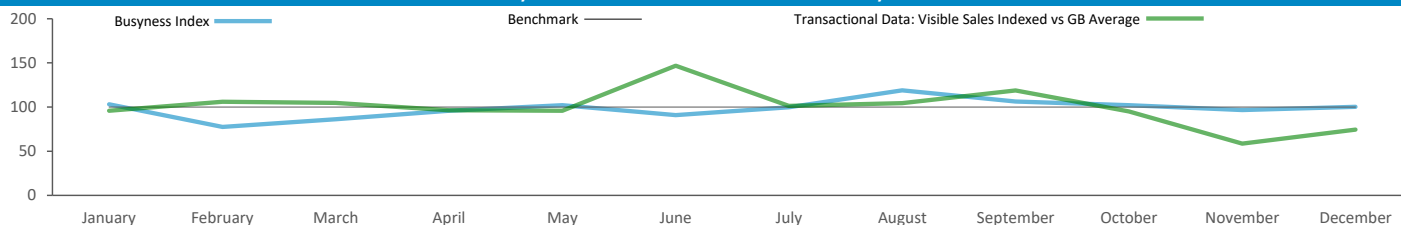
Mobile Data Summary - Black Swan Burnbridge

Time of Day/Day of Week



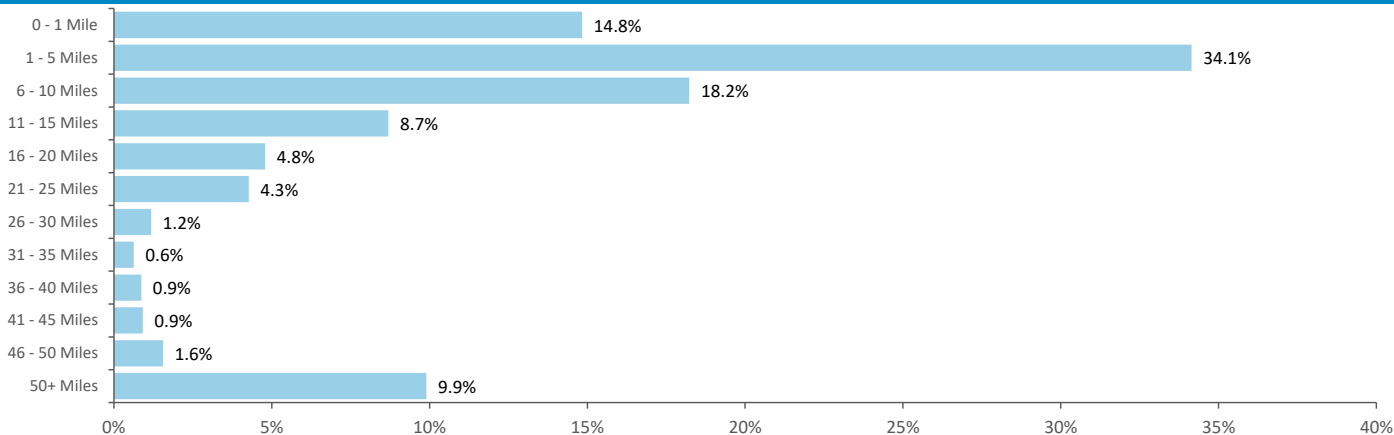
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

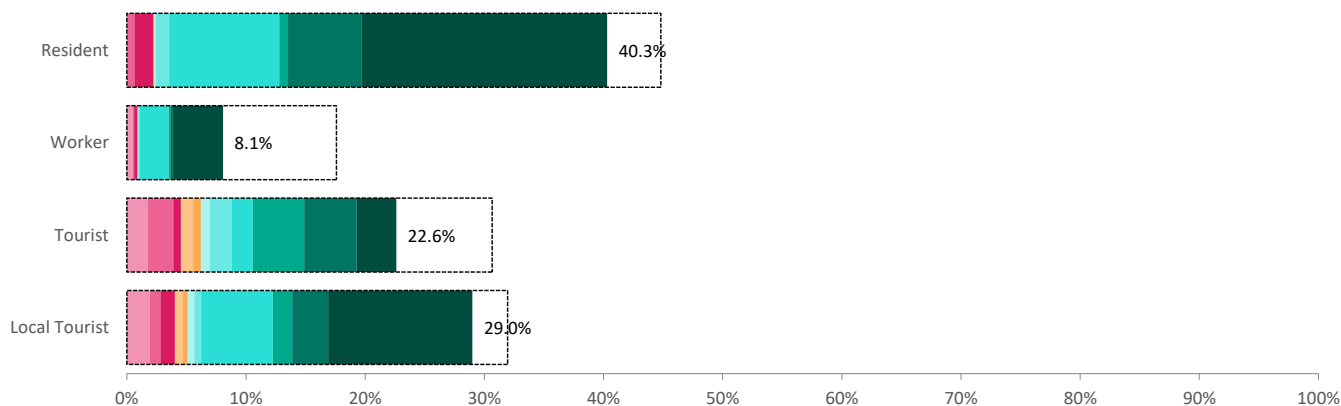
Distance from Home



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



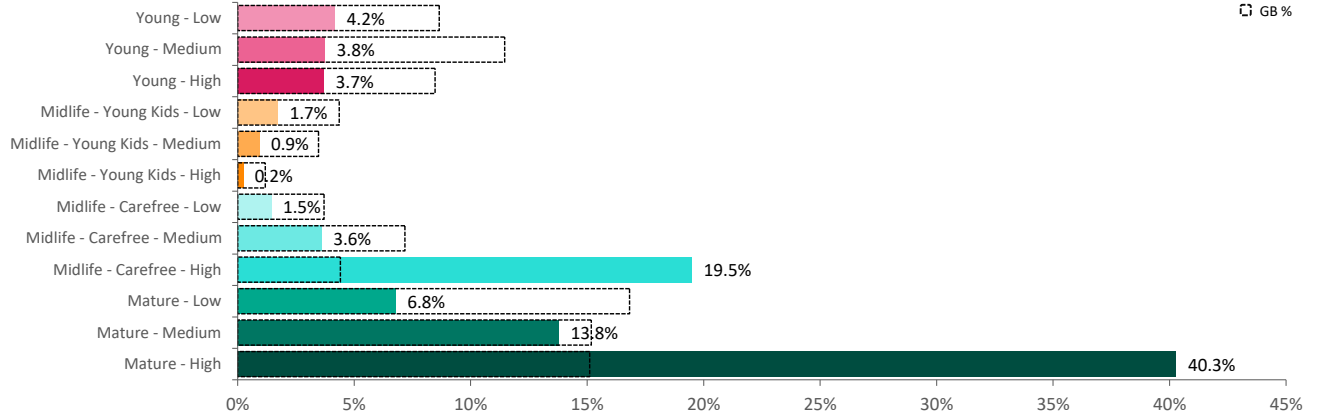
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Black Swan Burnbridge



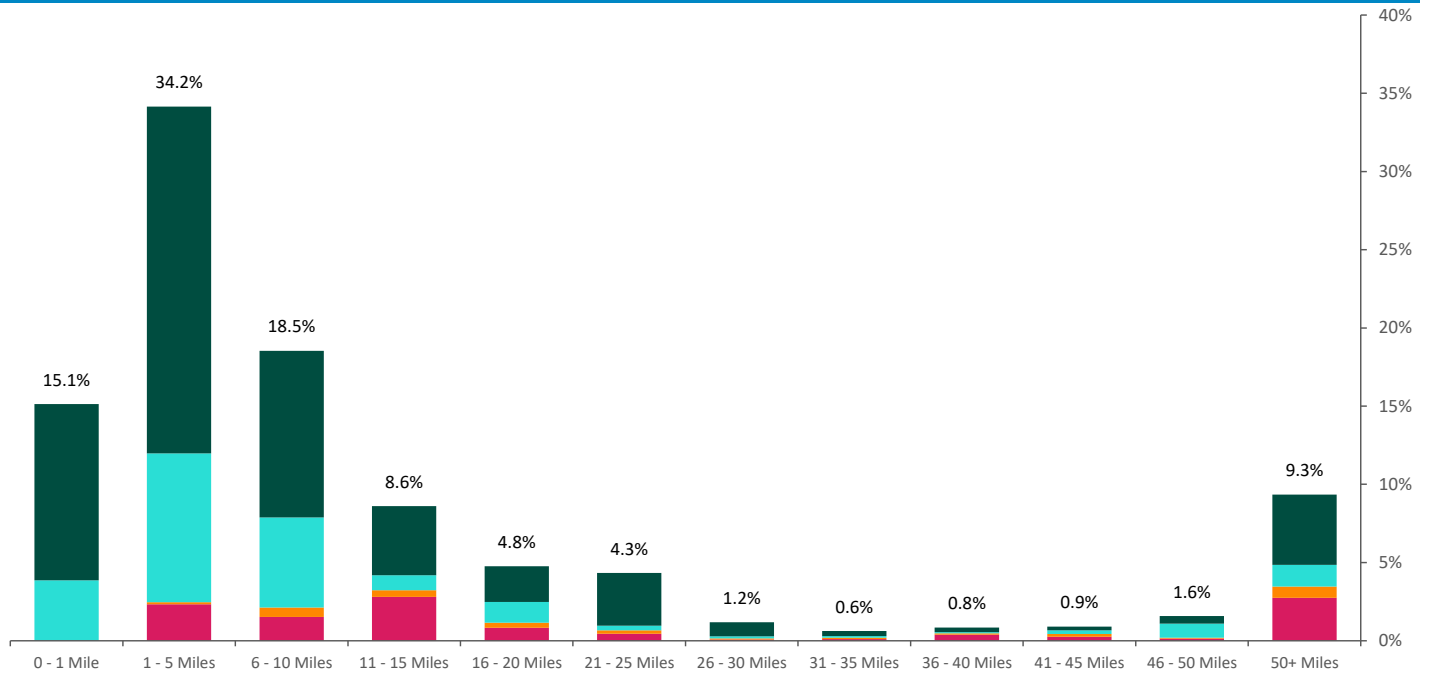
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Polaris Plus Profile



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



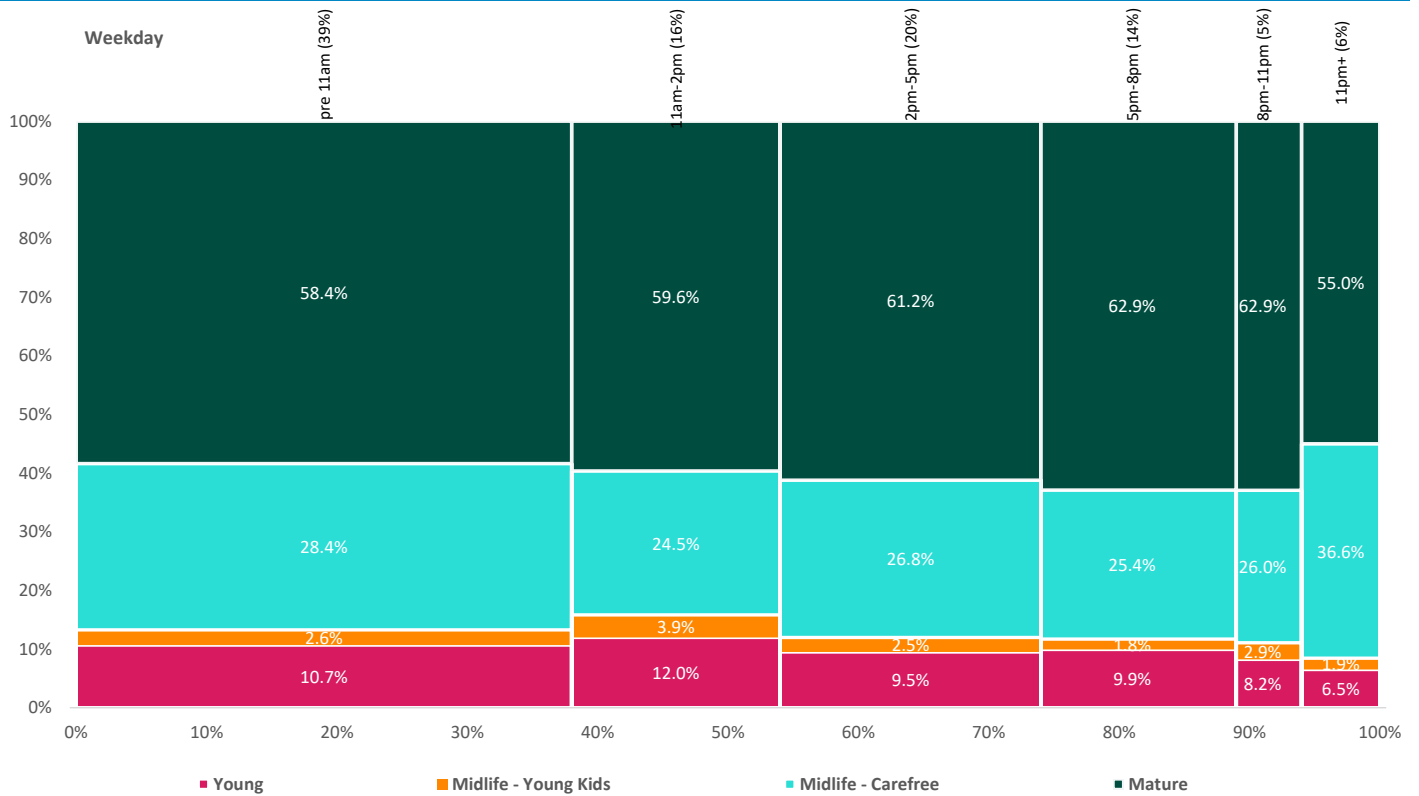
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Mobile Data Summary - Black Swan Burnbridge

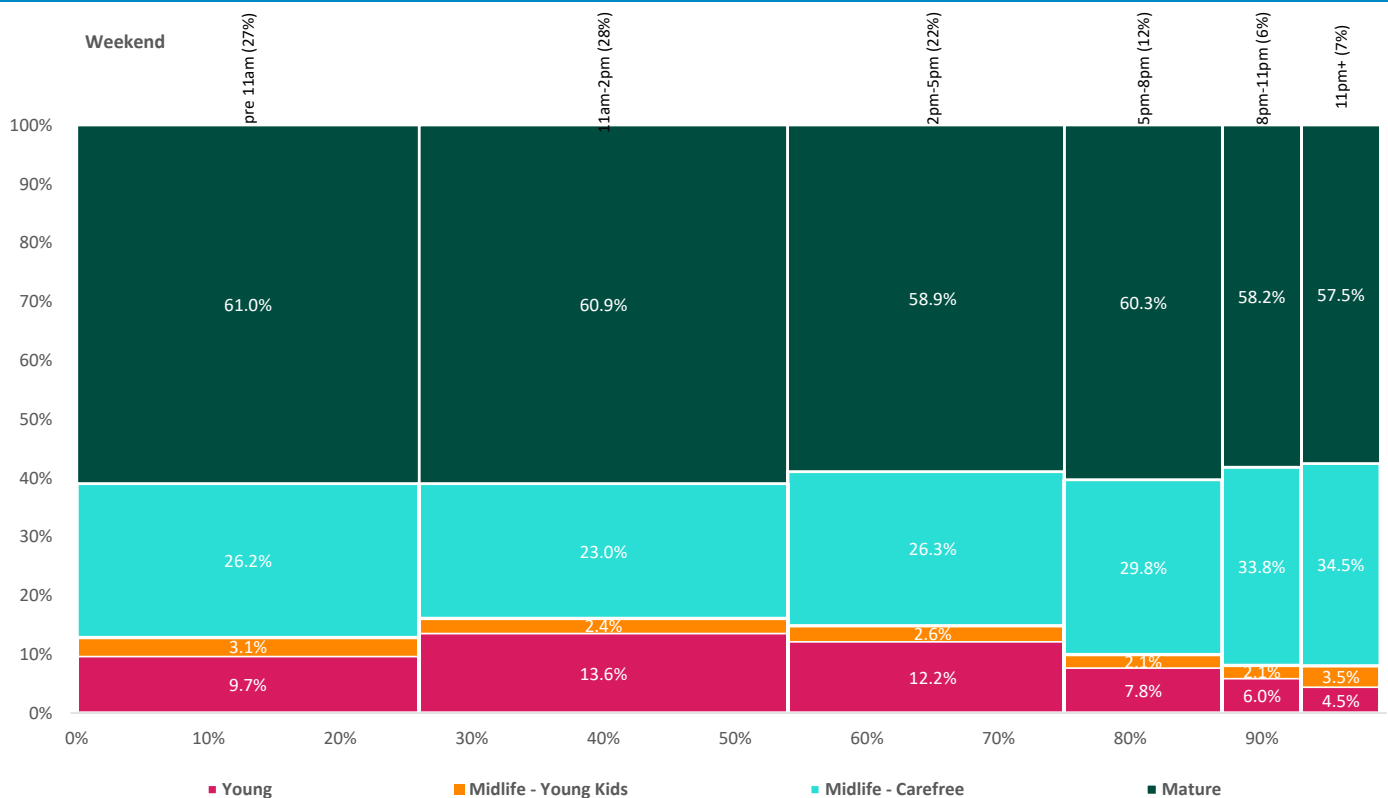


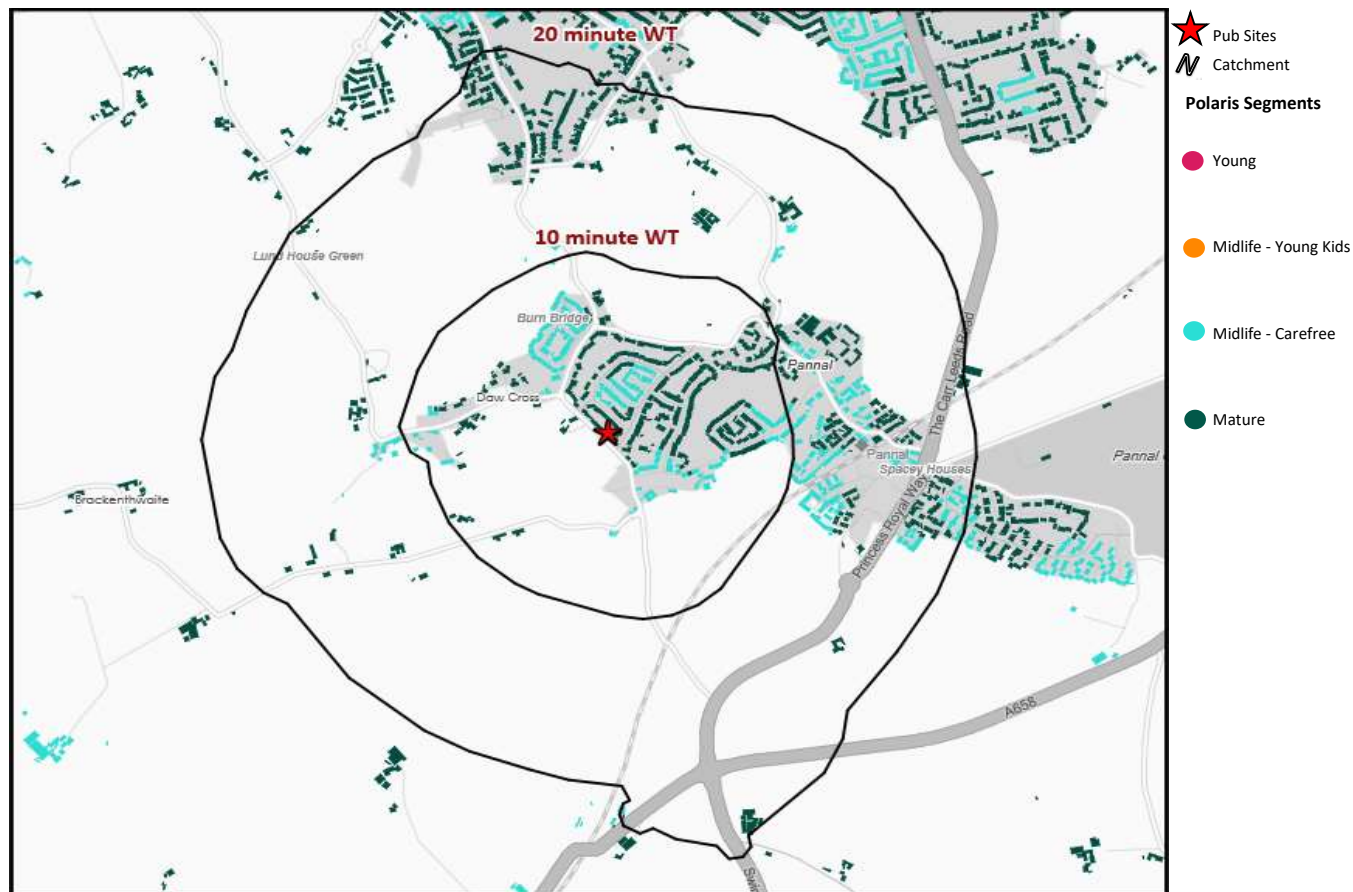
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Time of Day by Polaris: Weekday (Monday to Friday)



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





Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime						
	Population Count			Index vs GB average		
Polaris Segment	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	0	0	20,009	0	0	43
Midlife - Young Kids	0	0	5,311	0	0	29
Midlife - Carefree	422	970	28,947	237	245	109
Mature	704	1,466	111,245	141	132	149
Not Private Households	0	64	2,401	0	195	109
Total	1,126	2,500	167,913			

Polaris Plus Summary - Black Swan Burnbridge



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	1,442	0	0	9
Medium	0	0	6,485	0	0	35
High	0	0	12,082	0	0	107
Midlife - Young Kids						
Low	0	0	1,724	0	0	19
Medium	0	0	2,982	0	0	41
High	0	0	605	0	0	32
Midlife - Carefree						
Low	0	0	3,028	0	0	43
Medium	0	20	7,560	0	11	63
High	422	950	18,359	841	853	245
Mature						
Low	0	99	14,833	0	29	64
Medium	0	50	35,994	0	13	137
High	704	1,317	60,418	417	351	240
Not Private Households	0	64	2,401	0	195	109
Total	1,126	2,500	167,913			

CGA Summary - Black Swan Burnbridge

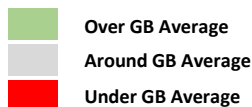


-  Pub Sites
-  Catchment
- CGA Licensed Premises**
-  ABOS
 -  Casual Dining
 -  Circuit Bar
 -  Clubland
 -  Community Pub
 -  Craft Led
 -  Family Pub Dining
 -  GPGF
 -  High Street Pub
 -  Hotel
 -  Large Venue
 -  Night Club
 -  Premium Local
 -  Restaurants
 -  Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Black Swan	HG 3 1PB	Star Pubs & Bars	Premium Local	0.0
1	Pannal Golf Club	HG 3 1ES	Independent Free	Sports Clubs	0.7
2	Christians	HG 3 1EW	Independent Free	Casual Dining	0.7
3	Squinting Cat	HG 3 1QE	Greene King	Family Pub Dining	0.9
4	Ashville College	HG 2 9JP	Independent Free	ABOS	1.1

Per Pub Analysis - Black Swan Burnbridge



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,126	2,500	167,913
Number of Competition Pubs	1	1	222
Adults 18+ per Competition Pub	1,126	2,500	756

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	78	7.0%	86
Circuit Bar	0	0	0.0%	0
Community Pub	0	56	5.0%	26
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	535	47.5%	268
High Street Pub	0	14	1.2%	7
Premium Local	1	442	39.3%	238

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	157	6.3%	78
Circuit Bar	0	7	0.3%	7
Community Pub	0	191	7.6%	40
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	1,079	43.2%	244
High Street Pub	0	85	3.4%	18
Premium Local	1	896	35.9%	217

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	16	12,511	7.5%	92
Circuit Bar	31	2,399	1.4%	35
Community Pub	3	22,085	13.2%	69
Craft Led	0	3,199	1.9%	55
Great Pub Great Food	26	51,092	30.4%	172
High Street Pub	33	19,736	11.8%	64
Premium Local	27	43,901	26.1%	159

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.																																									
	<table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><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> - 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 </td><td> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable for longer </td></tr></table>	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	"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"	- 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																								
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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.																																									
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