

Catchment Summary - Spa Scarborough



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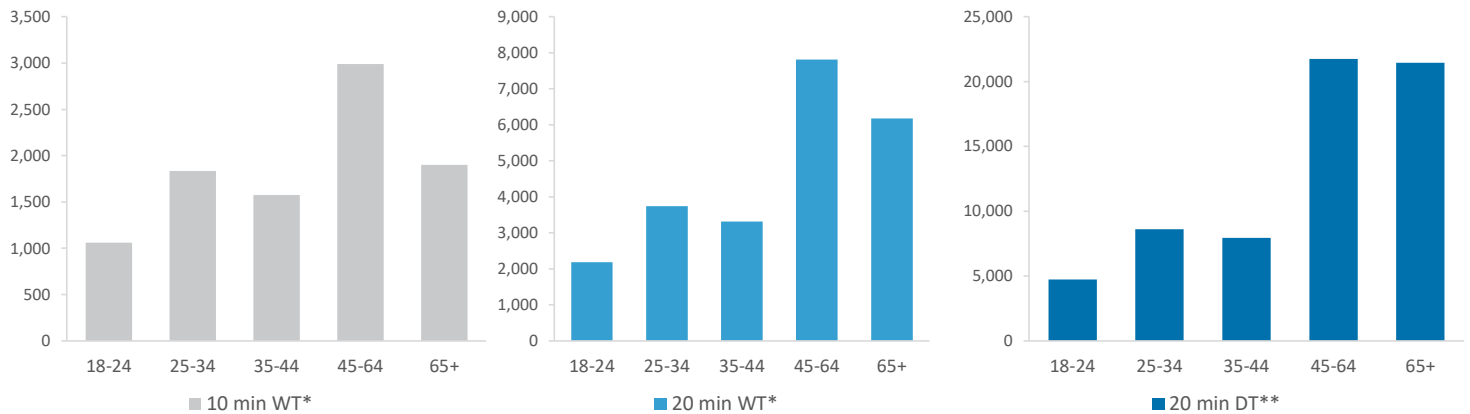
	Over GB Average
	Around GB Average
	Under GB Average

*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	11,734	28,177	79,303	222	194	21	
Adults 18+	9,364	23,237	64,494	215	130	22	
Competition Pubs	45	76	131	300	238	36	
Adults 18+ per Competition Pub	208	306	492	25	37	60	
% Adults Likely to Drink	81.4%	81.9%	82.5%	99	99	100	
Affluence	Low	8.0%	17.3%	26.3%	31	68	102
	Medium	82.7%	72.9%	59.0%	210	185	150
	High	9.0%	7.4%	13.5%	27	22	40
Age Profile	18-24	1,061	2,184	4,725	112	96	73
	25-34	1,835	3,735	8,606	118	100	82
	35-44	1,576	3,318	7,946	104	91	78
	45-64	2,992	7,819	21,754	100	109	107
	65+	1,900	6,181	21,463	85	115	142

*Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



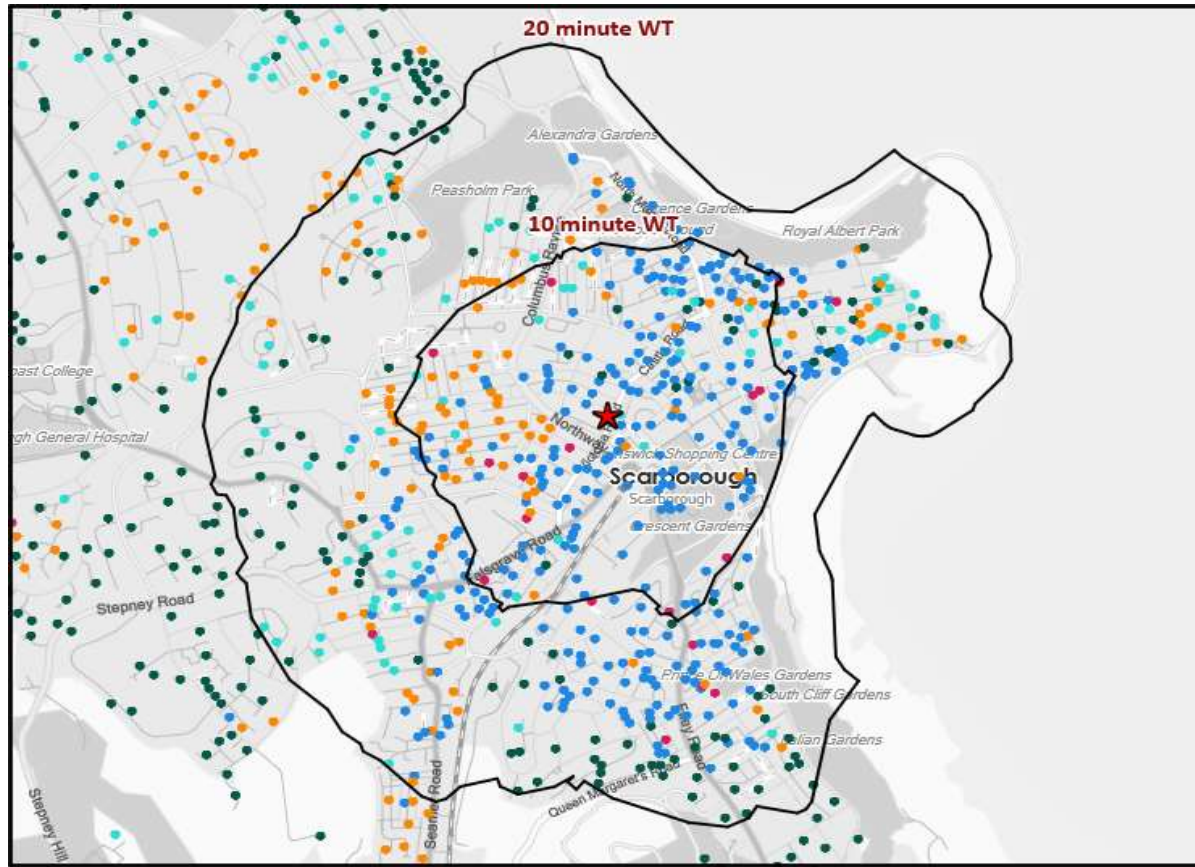
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
Gender	Male	6,062 (52%)	14,265 (51%)	38,566 (49%)	104	102	98
	Female	5,672 (48%)	13,912 (49%)	40,737 (51%)	96	98	102
Economic Status (16-74)	Employed: Full-time	3,133 (36%)	7,281 (35%)	19,453 (35%)	86	84	84
	Employed: Part-time	1,443 (16%)	3,295 (16%)	8,661 (16%)	127	122	120
	Self employed	840 (10%)	2,165 (10%)	5,586 (10%)	100	109	105
	Unemployed	368 (4%)	703 (3%)	1,325 (2%)	177	142	101
	Retired	1,058 (12%)	3,229 (15%)	10,872 (20%)	88	112	142
Other	1,931 (22%)	4,172 (20%)	9,561 (17%)	112	101	87	
Total Worker Count	9,081	14,962	39,507				

See the Glossary page for further information on the above variables

Polaris Summary - Spa Scarborough



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Data Source © 2020 TomTom

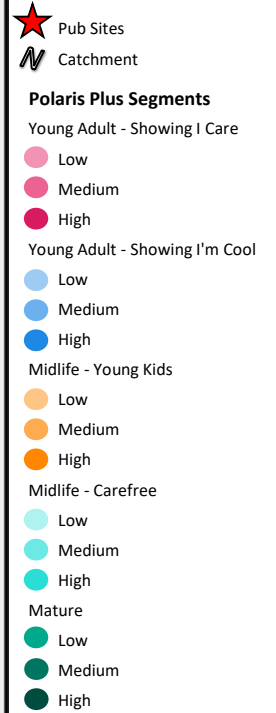
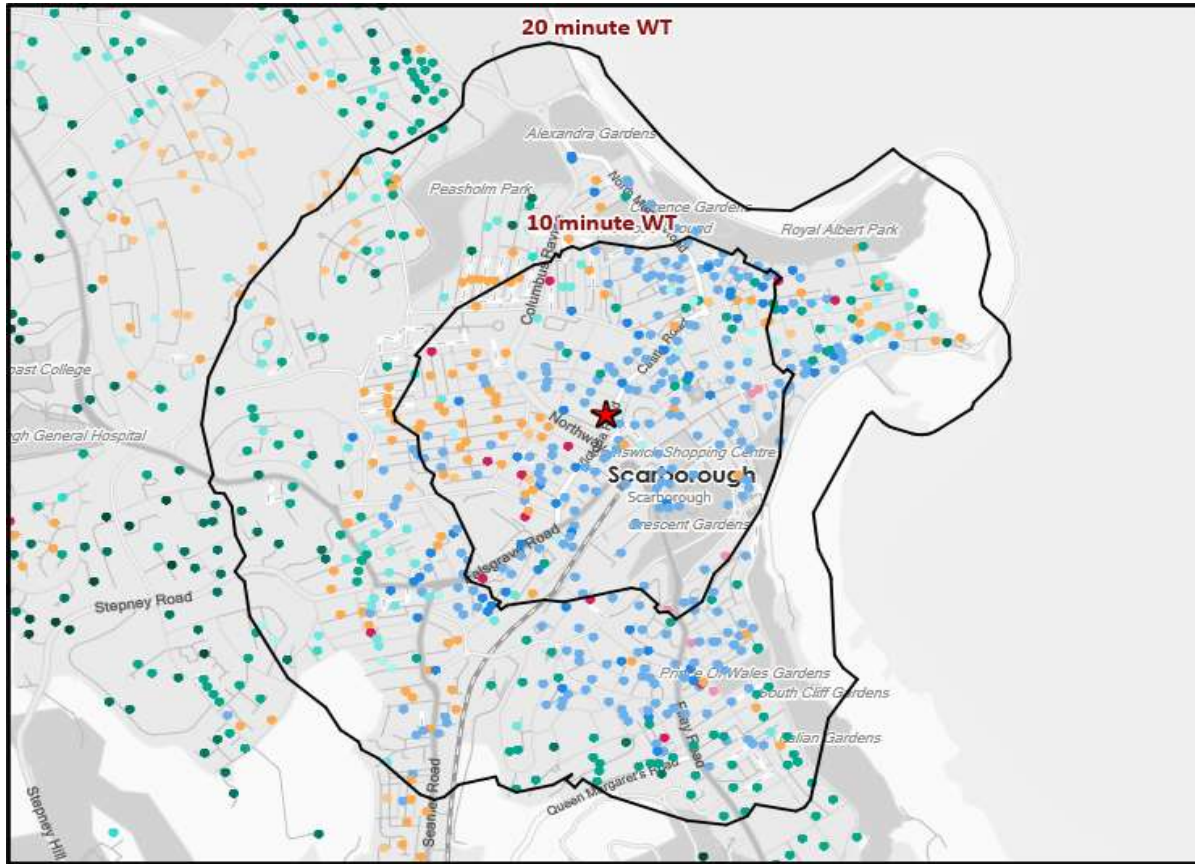


- ★ Pub Sites
- Ⓐ Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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 Adult - Showing I Care	291	647	700	35	31	12
Young Adult - Showing I'm Cool	6,004	11,013	11,394	697	515	192
Midlife - Young Kids	1,972	5,156	14,632	67	71	72
Midlife - Carefree	705	2,163	8,602	36	44	63
Mature	363	3,715	28,394	14	57	157
Not Private Households	29	543	772	22	163	83
Total	9,364	23,237	64,494			



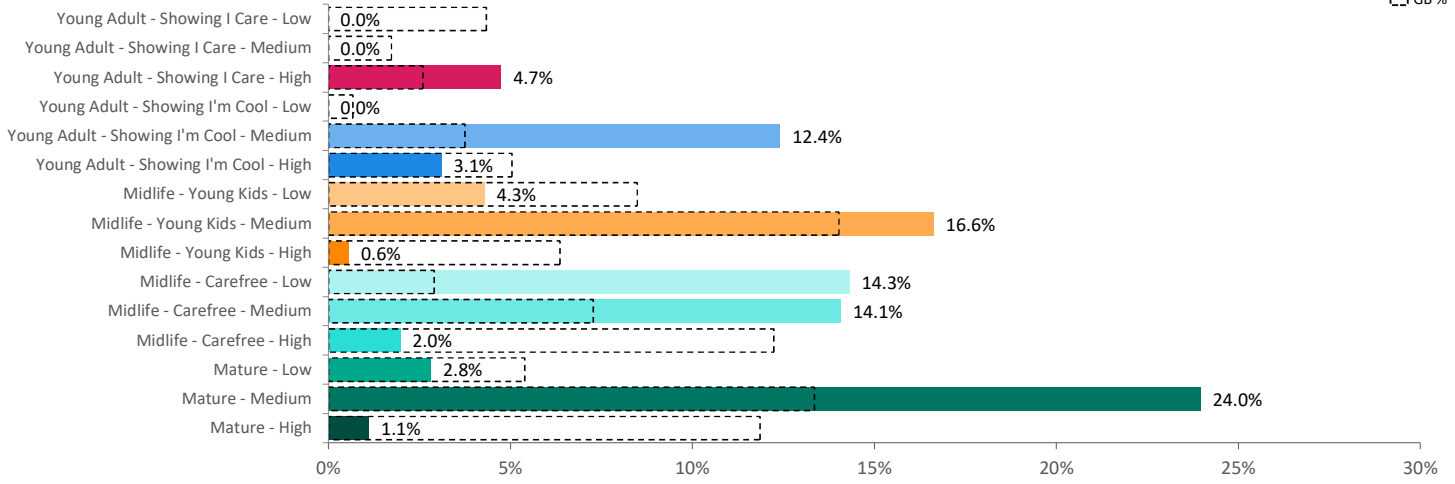
Polaris Plus Profile by Catchment

*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	48	119	159	12	12	6
Medium	0	0	0	0	0	0
High	243	528	541	77	67	25
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	5,471	9,912	10,181	1,580	1,154	427
High	533	1,101	1,213	127	106	42
Midlife - Young Kids						
Low	85	536	3,990	8	21	56
Medium	1,887	4,620	9,302	135	133	97
High	0	0	1,340	0	0	39
Midlife - Carefree						
Low	249	486	2,082	78	62	95
Medium	388	1,576	4,735	62	101	109
High	68	101	1,785	7	4	25
Mature						
Low	363	2,889	10,705	65	209	280
Medium	0	826	13,844	0	28	170
High	0	0	3,845	0	0	64
Not Private Households	29	543	772	22	163	83
Total	9,364	23,237	64,494			

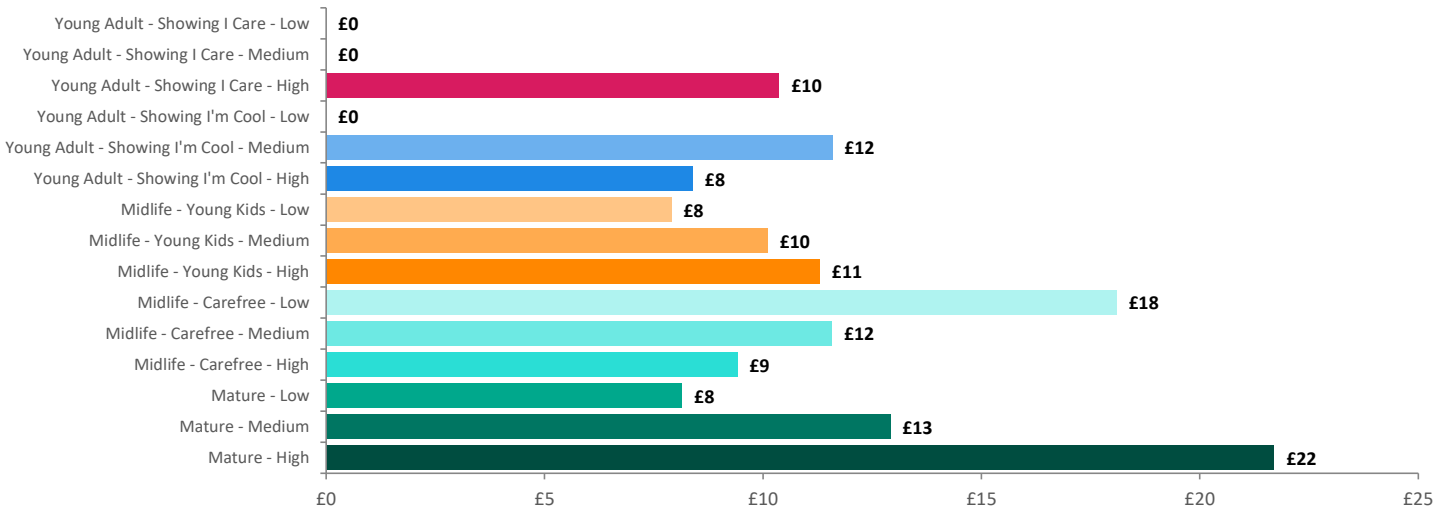
Spend by Polaris

GB %



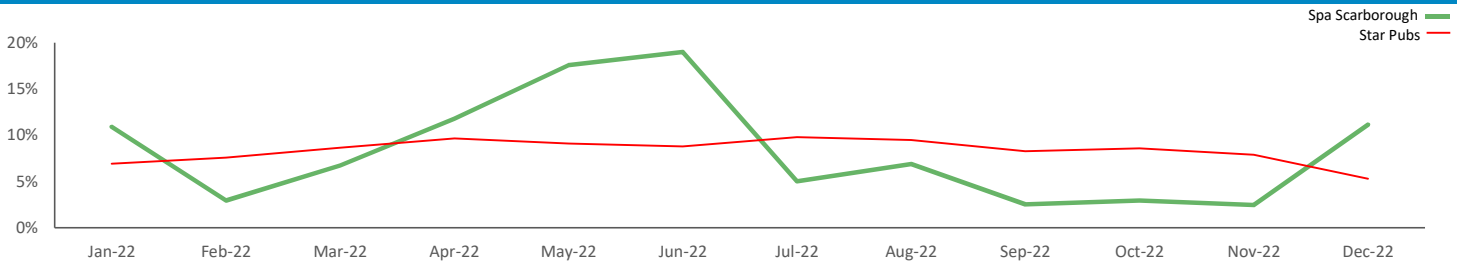
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

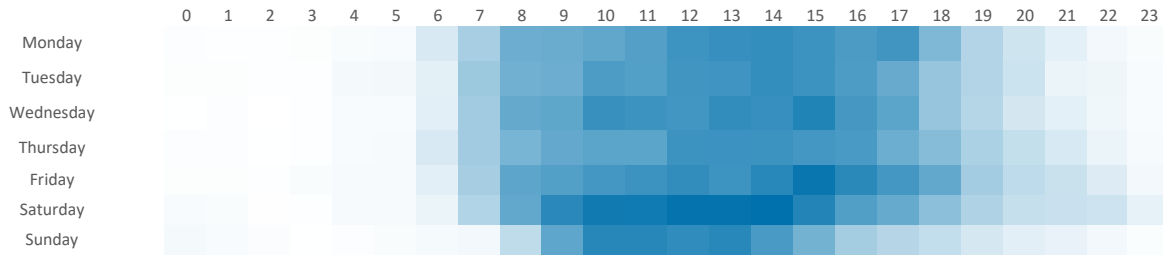


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

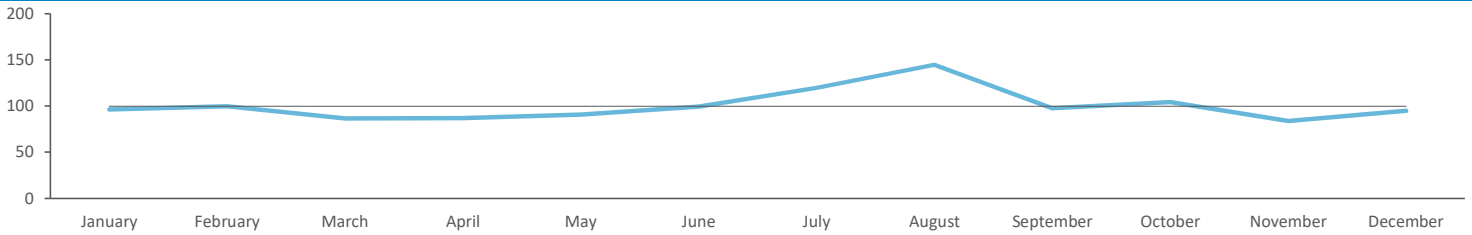


Time of Day/Day of Week



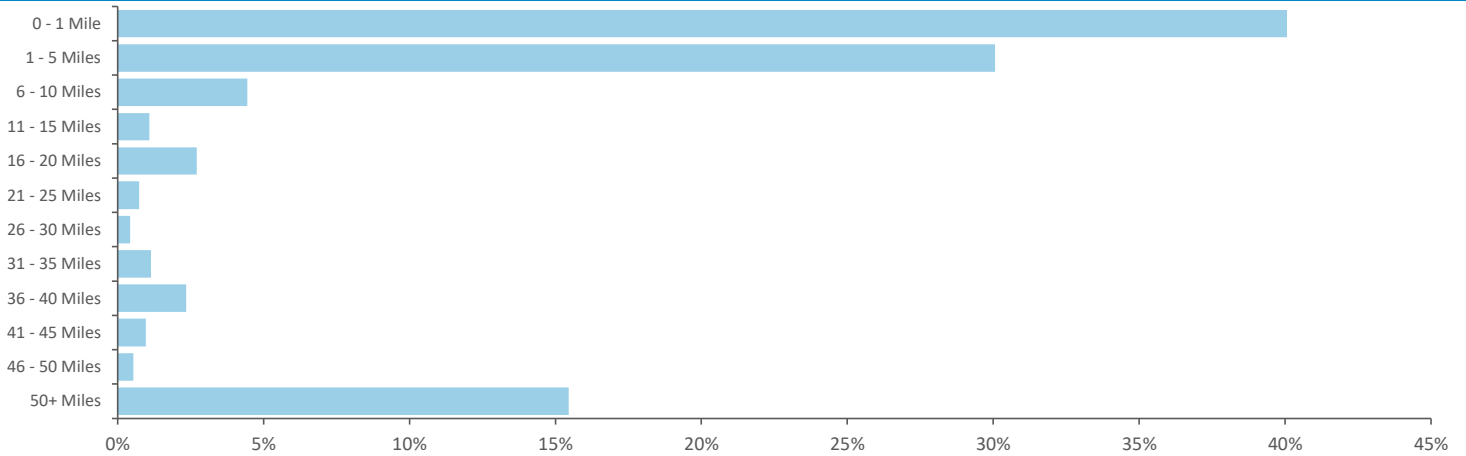
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



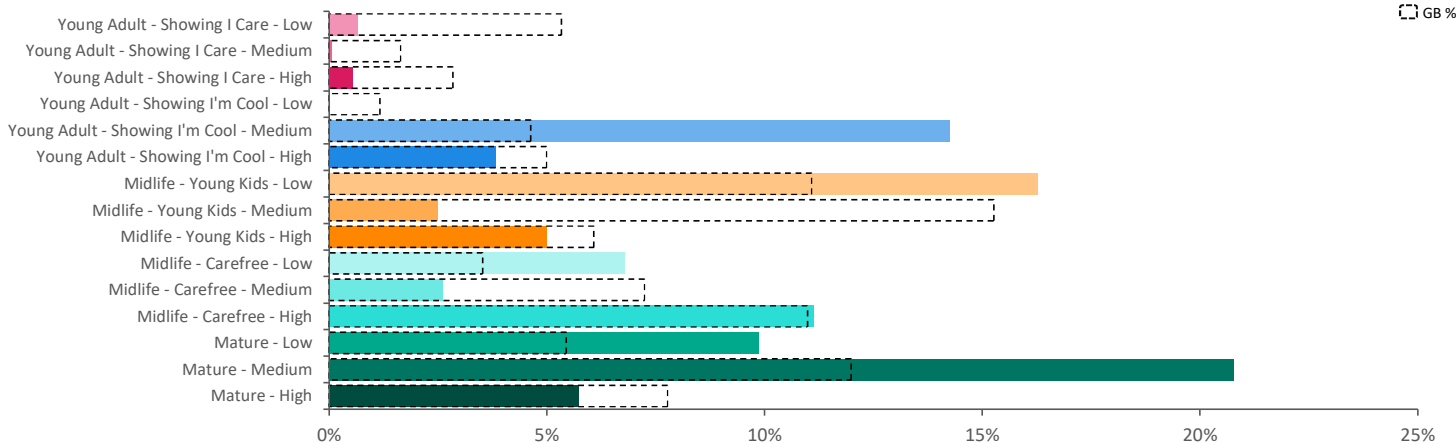
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

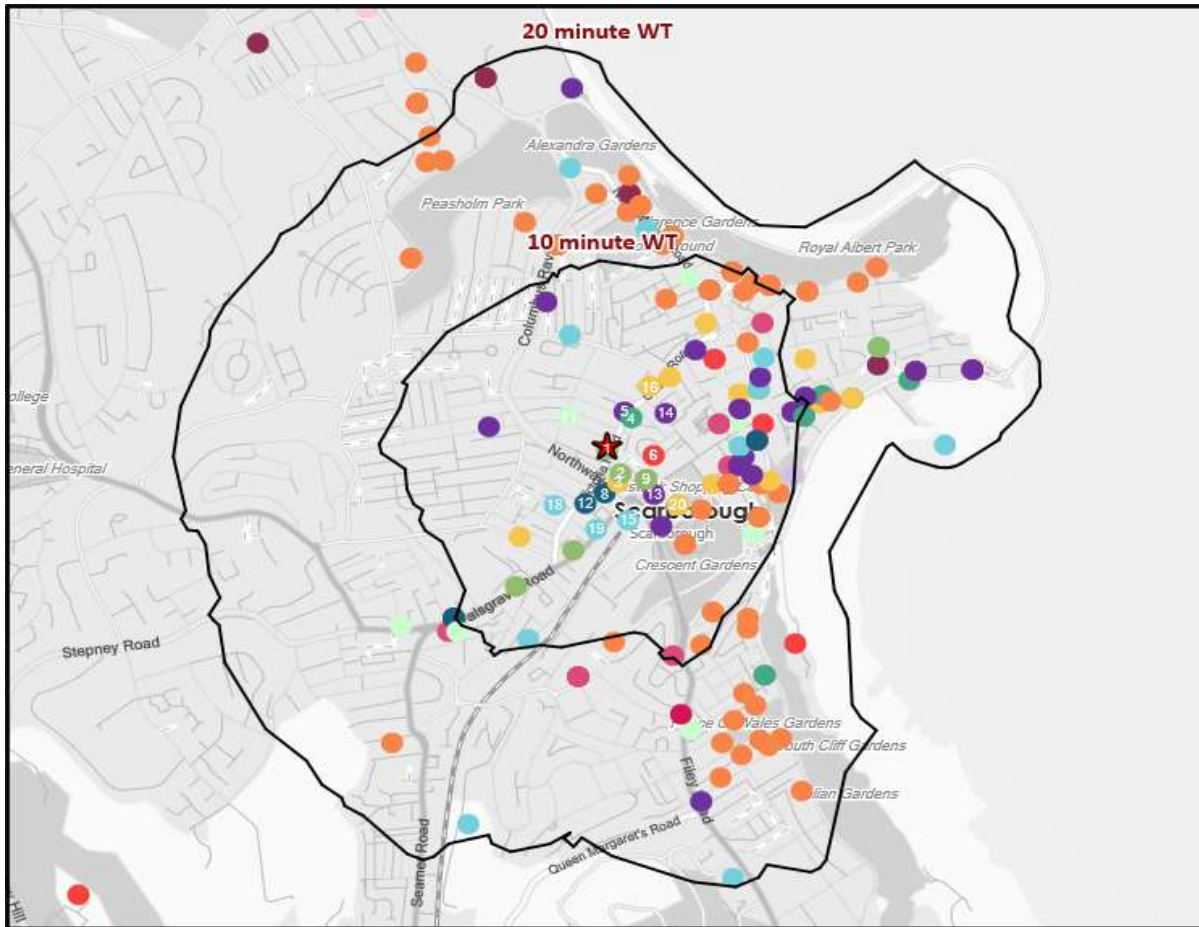


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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

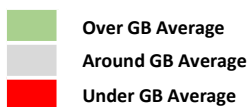
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Spa	YO11 1SH	Star Pubs & Bars	Circuit Bar	0.0
2	Alma Inn	YO11 1SJ	Independent Free	Circuit Bar	0.1
3	Craft Bar	YO11 1JH	Independent Free	High Street Pub	0.1
4	Cactus	YO11 1SD	Independent Free	Casual Dining	0.1
5	Giannis Ristorante Italiano	YO11 1SB	Independent Free	Restaurants	0.1
6	Snowys	YO11 1XS	Independent Free	High Street Pub	0.1
6	Mecca Bingo	YO11 1XS	Rank	Large Venue	0.1
8	Eat Me Cafe	YO11 1LS	Independent Free	ABOS	0.1
9	Stephen Joseph Theatre	YO11 1JW	Independent Free	Large Venue	0.1
9	Lord Rosebery	YO11 1JW	Wetherspoons GB	Circuit Bar	0.1
11	Trafalgar Hotel	YO12 7AU	Punch Pub Company	Community Pub	0.1
12	Belly Rub	YO11 1SL	Independent Free	ABOS	0.1
13	Mother Hubbard	YO11 1UN	Independent Free	Restaurants	0.1
14	Slorios	YO11 1BD	Independent Free	Restaurants	0.1
15	Scarborough Railway Social Club	YO11 1TN	Independent Free	Clubland	0.2
16	West Riding	YO11 1XA	Stonegate Pub Company	High Street Pub	0.2
16	Prince Of Wales	YO11 1XA	Admiral Taverns Ltd	High Street Pub	0.2
18	Home Guard Social Club	YO11 1SR	Independent Free	Clubland	0.2
19	Scarborough Working Mens Club & Institute	YO11 1TP	Independent Free	Clubland	0.2
20	George Michaels	YO11 2NP	Independent Free	Casual Dining	0.2

Per Pub Analysis - Spa Scarborough



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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	9,364	23,237	64,494
Number of Competition Pubs	45	76	131
Adults 18+ per Competition Pub	208	306	492

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,614	17.2%	169
Circuit Bar	904	9.7%	263
Community Pub	878	9.4%	54
Craft Led	1,035	11.1%	349
Great Pub Great Food	1,366	14.6%	76
High Street Pub	1,371	14.6%	85
Premium Local	1,529	16.3%	93

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	3,273	14.1%	138
Circuit Bar	1,967	8.5%	231
Community Pub	3,288	14.1%	81
Craft Led	1,983	8.5%	270
Great Pub Great Food	2,844	12.2%	64
High Street Pub	3,966	17.1%	98
Premium Local	3,311	14.2%	81

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	5,008	7.8%	76
Circuit Bar	3,205	5.0%	136
Community Pub	13,429	20.8%	120
Craft Led	2,315	3.6%	113
Great Pub Great Food	8,851	13.7%	72
High Street Pub	13,480	20.9%	121
Premium Local	10,618	16.5%	94

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, 5.1</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, 5.2</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, 5.3</p>																		
Age Profile	Counts of residents by Age band																		
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</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	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 border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">'Showing I Care' Young Adults</th> <th style="background-color: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b050; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer insight</td> <td style="border: 1px dashed #ccc; padding: 5px;"> 18-34 year olds Conscious choices on sustainability and health <i>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 18-34 year olds Looking good and discovering what's new <i>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds Children under 12 at home <i>"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"</i> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds No children under 12 at home <i>"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> </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 55+ year olds <i>"I'm comfortable with my own choices and mostly stick to what I know and like. 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Nothing too flashy as I still have the rent to pay."</i>	35-54 year olds Children under 12 at home <i>"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"</i>	35-54 year olds No children under 12 at home <i>"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>	55+ year olds <i>"I'm comfortable with my own choices and mostly stick to what I know and like. 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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 6 categories, 18 groups and 62 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.																			