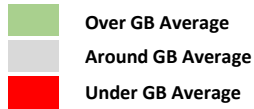


# Catchment Summary - Commercial Scarborough

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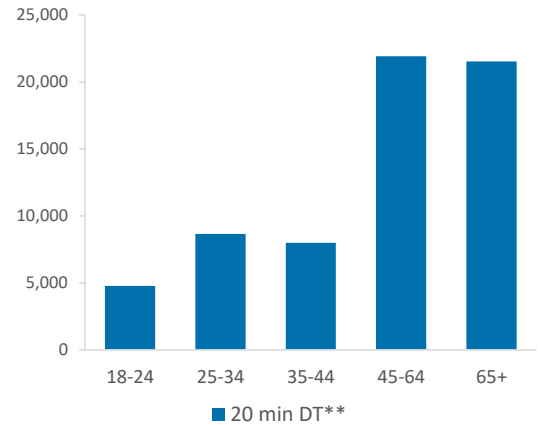
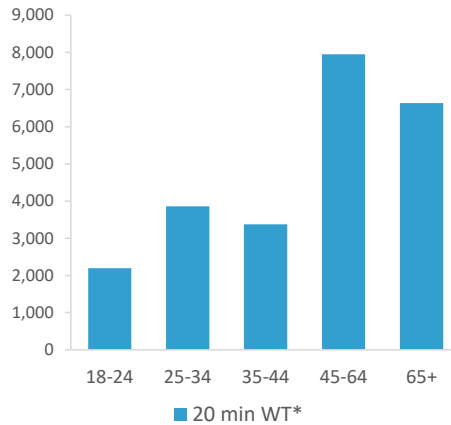
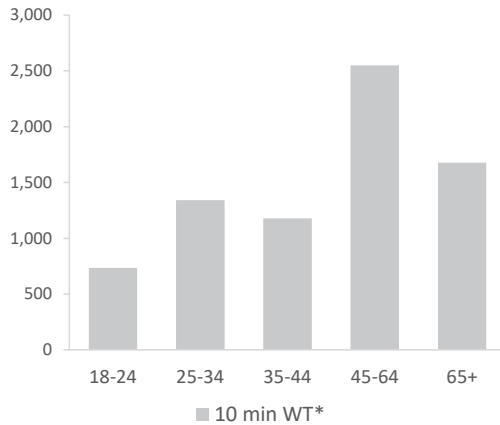
\*WT= Walktime, \*\*DT= Drivetime

|  | 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   | 9,348                   | 29,165     | 79,772      | 177                 | 200        | 21          |
| Population & Adults 18+ index is based on all pubs |                         |            |             |                     |            |             |
| Adults 18+   | 7,480                   | 24,006     | 64,887      | 172                 | 134        | 22          |
| Competition Pubs                                   | 19                      | 69         | 124         | 127                 | 216        | 34          |
| Adults 18+ per Competition Pub                     | 394                     | 348        | 523         | 48                  | 42         | 63          |
| % Adults Likely to Drink                           | 81.8%                   | 82.0%      | 82.5%       | 99                  | 99         | 100         |

| Affluence | Low    | 9.4%  | 17.0% | 25.4% | 37  | 66  | 99  |
|-----------|--------|-------|-------|-------|-----|-----|-----|
|           | Medium | 78.5% | 72.2% | 59.7% | 200 | 183 | 152 |
|           | High   | 11.6% | 8.5%  | 13.7% | 35  | 25  | 41  |

\*Affluence does not include Not Private Households

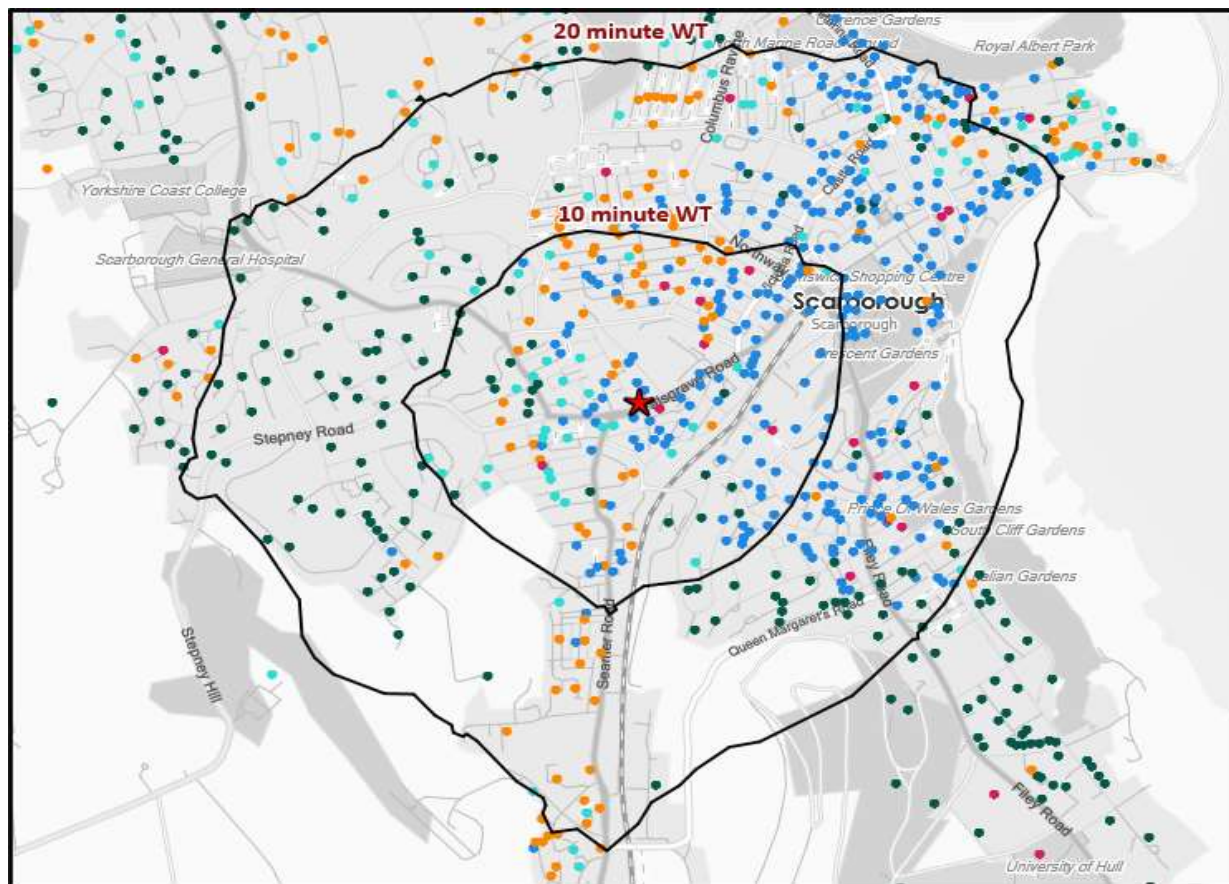
| Age Profile | 18-24 | 733   | 2,194 | 4,771  | 97  | 93  | 74  |
|-------------|-------|-------|-------|--------|-----|-----|-----|
|             | 25-34 | 1,342 | 3,856 | 8,654  | 108 | 99  | 82  |
|             | 35-44 | 1,178 | 3,373 | 7,994  | 98  | 90  | 78  |
|             | 45-64 | 2,549 | 7,947 | 21,930 | 107 | 107 | 108 |
|             | 65+   | 1,678 | 6,636 | 21,538 | 94  | 119 | 141 |



|                         | 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                    | 4,671 (50%)             | 14,667 (50%) | 38,863 (49%) | 101                 | 102        | 99          |
| Female                  | 4,677 (50%)             | 14,498 (50%) | 40,909 (51%) | 99                  | 98         | 101         |
| Economic Status (16-74) |                         |              |              |                     |            |             |
| Employed: Full-time     | 2,656 (39%)             | 7,498 (35%)  | 19,622 (35%) | 93                  | 85         | 84          |
| Employed: Part-time     | 1,177 (17%)             | 3,372 (16%)  | 8,704 (16%)  | 132                 | 122        | 120         |
| Self employed           | 637 (9%)                | 2,136 (10%)  | 5,750 (10%)  | 97                  | 105        | 108         |
| Unemployed              | 234 (3%)                | 724 (3%)     | 1,324 (2%)   | 144                 | 143        | 100         |
| Retired                 | 897 (13%)               | 3,309 (16%)  | 10,919 (20%) | 95                  | 113        | 142         |
| Other                   | 1,246 (18%)             | 4,289 (20%)  | 9,561 (17%)  | 92                  | 102        | 87          |
| Total Worker Count      | 4,608                   | 17,274       | 39,947       |                     |            |             |

See the Glossary page for further information on the above variables

# Polaris Summary - Commercial Scarborough



- ★ 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   | 338              | 639        | 700         | 51                  | 30         | 12          |
| Young Adult - Showing I'm Cool | 3,695            | 11,017     | 11,333      | 537                 | 499        | 190         |
| Midlife - Young Kids           | 2,153            | 5,177      | 14,543      | 92                  | 69         | 71          |
| Midlife - Carefree             | 719              | 2,077      | 8,525       | 46                  | 41         | 62          |
| Mature                         | 543              | 4,536      | 29,000      | 26                  | 68         | 160         |
| <b>Not Private Households</b>  | 32               | 560        | 786         | 30                  | 162        | 84          |
| <b>Total</b>                   | 7,480            | 24,006     | 64,887      |                     |            |             |

# Polaris Summary - Commercial Scarborough

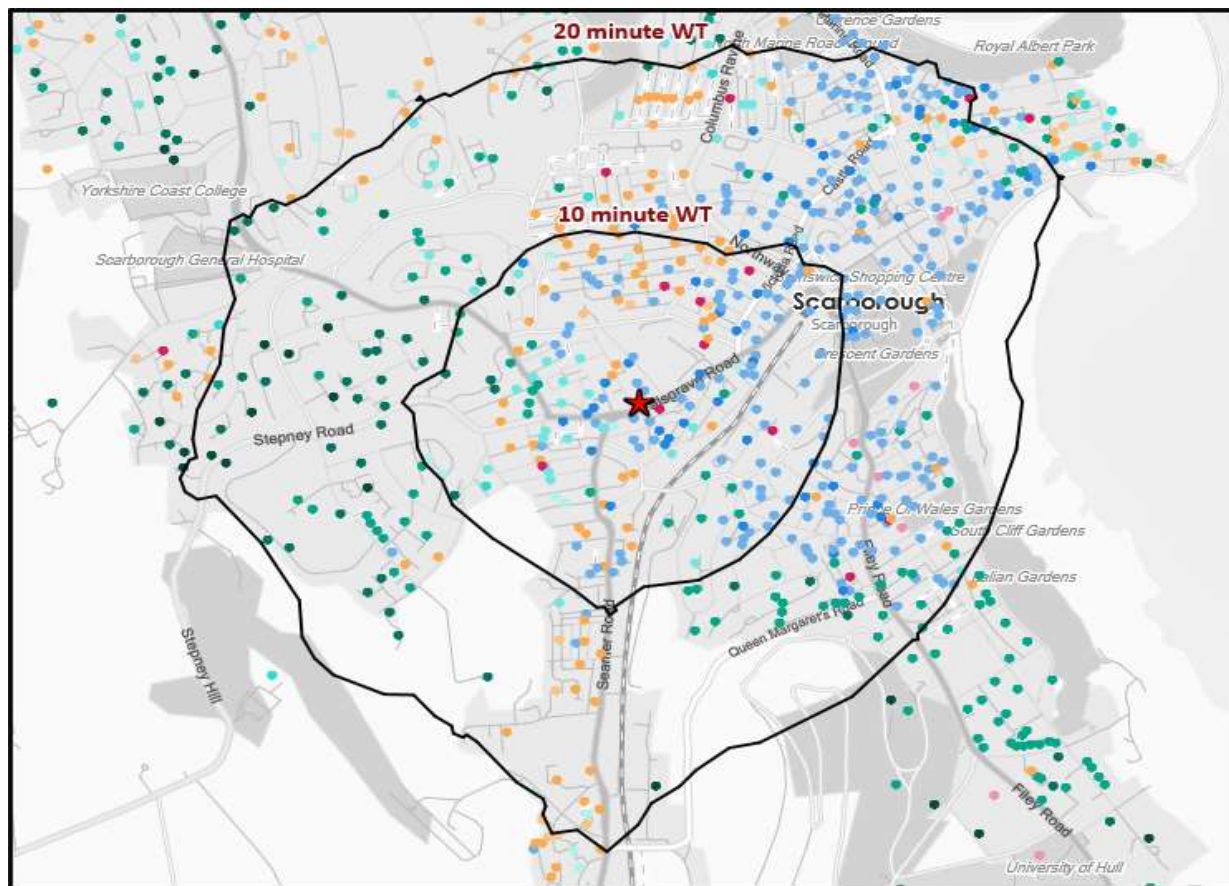


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★ Pub Sites

## Polaris Summary - Commercial Scarborough



★ Pub Sites  
 N Catchment

## Polaris Plus Segments

Young Adult - Showing I Care

Low  
 Medium  
 High

Young Adult - Showing I'm Cool

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** |
| <b>Young Adult - Showing I Care</b>   |                  |            |             |                     |            |             |
| Low                                   | 0                | 119        | 159         | 0                   | 12         | 6           |
| Medium                                | 0                | 0          | 0           | 0                   | 0          | 0           |
| High                                  | 338              | 520        | 541         | 134                 | 64         | 25          |
| <b>Young Adult - Showing I'm Cool</b> |                  |            |             |                     |            |             |
| Low                                   | 0                | 0          | 0           | 0                   | 0          | 0           |
| Medium                                | 3,162            | 9,994      | 10,120      | 1,143               | 1,126      | 422         |
| High                                  | 533              | 1,023      | 1,213       | 159                 | 95         | 42          |
| <b>Midlife - Young Kids</b>           |                  |            |             |                     |            |             |
| Low                                   | 92               | 475        | 3,990       | 11                  | 18         | 55          |
| Medium                                | 2,061            | 4,702      | 9,381       | 185                 | 131        | 97          |
| High                                  | 0                | 0          | 1,172       | 0                   | 0          | 34          |
| <b>Midlife - Carefree</b>             |                  |            |             |                     |            |             |
| Low                                   | 175              | 686        | 1,987       | 69                  | 84         | 90          |
| Medium                                | 544              | 1,232      | 4,630       | 108                 | 76         | 106         |
| High                                  | 0                | 159        | 1,908       | 0                   | 6          | 27          |
| <b>Mature</b>                         |                  |            |             |                     |            |             |
| Low                                   | 436              | 2,800      | 10,364      | 98                  | 196        | 269         |
| Medium                                | 107              | 1,395      | 14,589      | 11                  | 46         | 178         |
| High                                  | 0                | 341        | 4,047       | 0                   | 15         | 66          |
| <b>Not Private Households</b>         | 32               | 560        | 786         | 30                  | 162        | 84          |

# Polaris Summary - Commercial Scarborough



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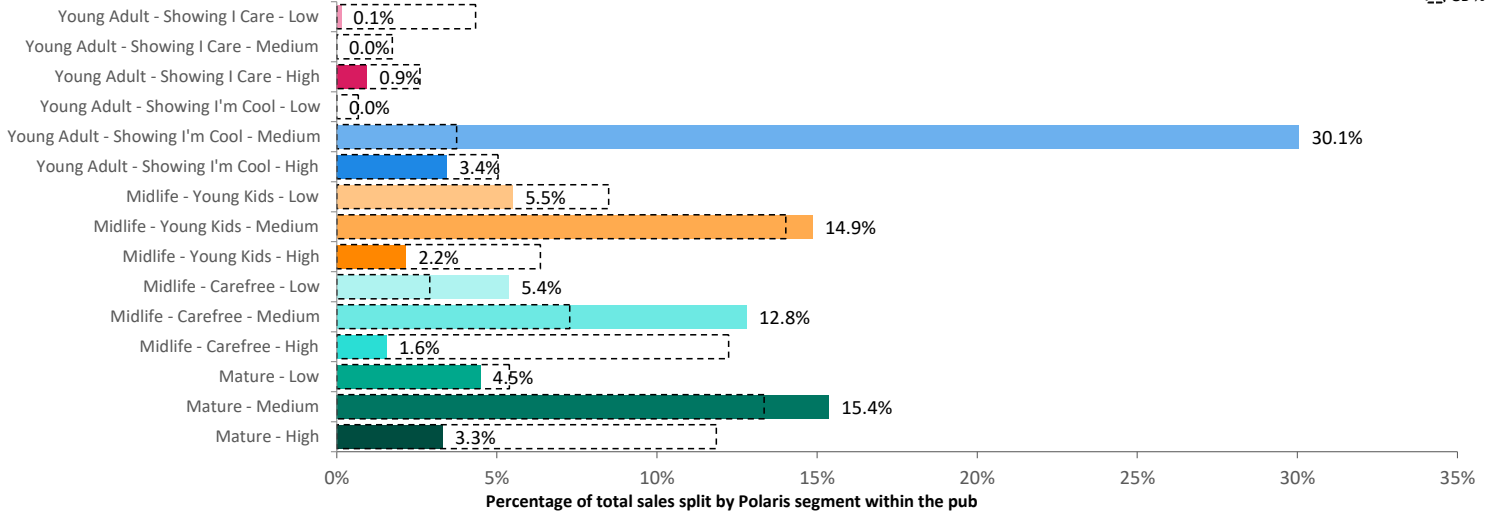


| Total | 7,480 | 24,006 | 64,887 |
|-------|-------|--------|--------|
|       |       |        |        |

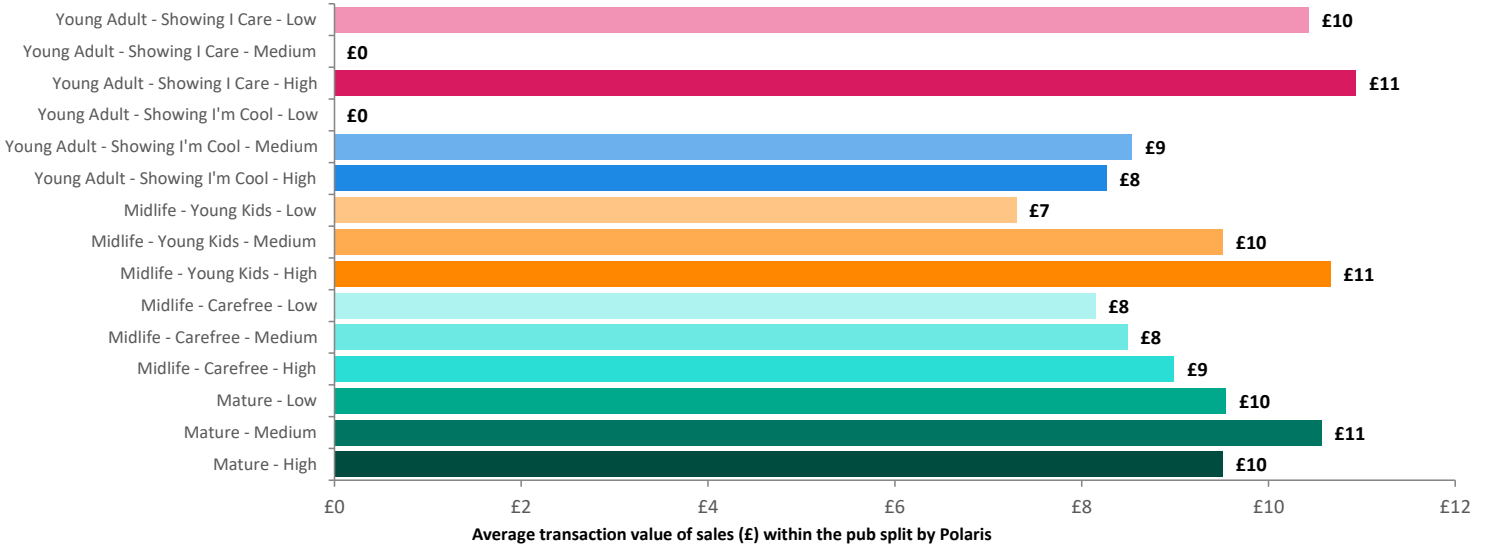
# Transactional Data Summary - Commercial Scarborough

## Spend by Polaris

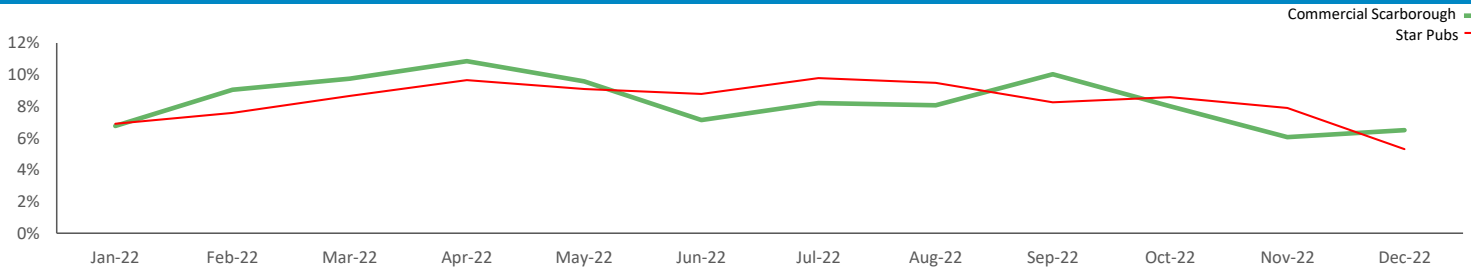
GB %



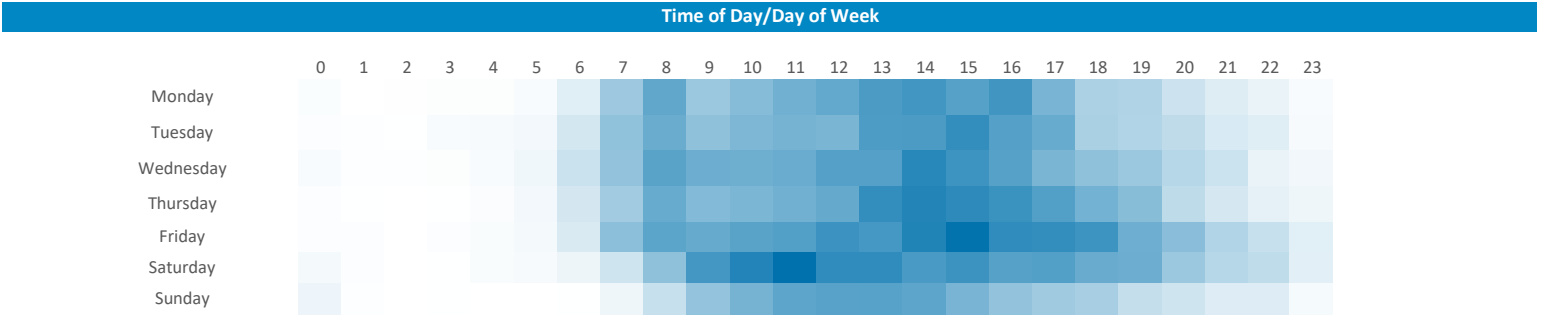
## Average Transaction Values (£) by Polaris



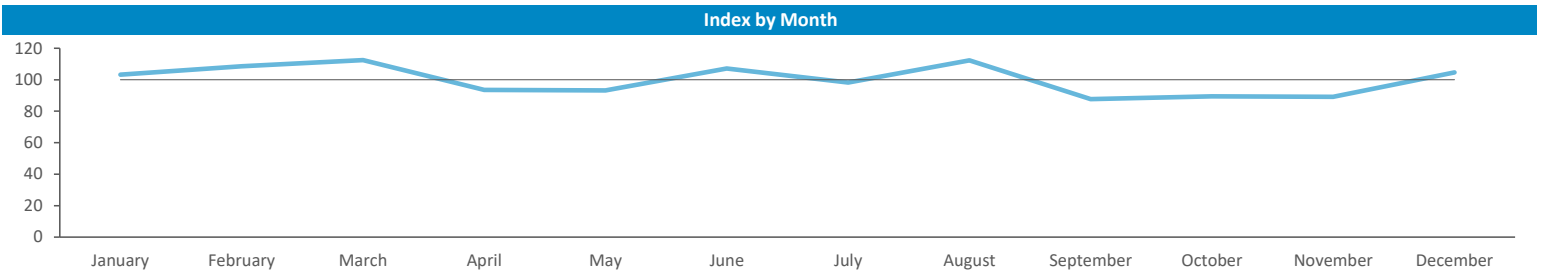
## Spend by Month



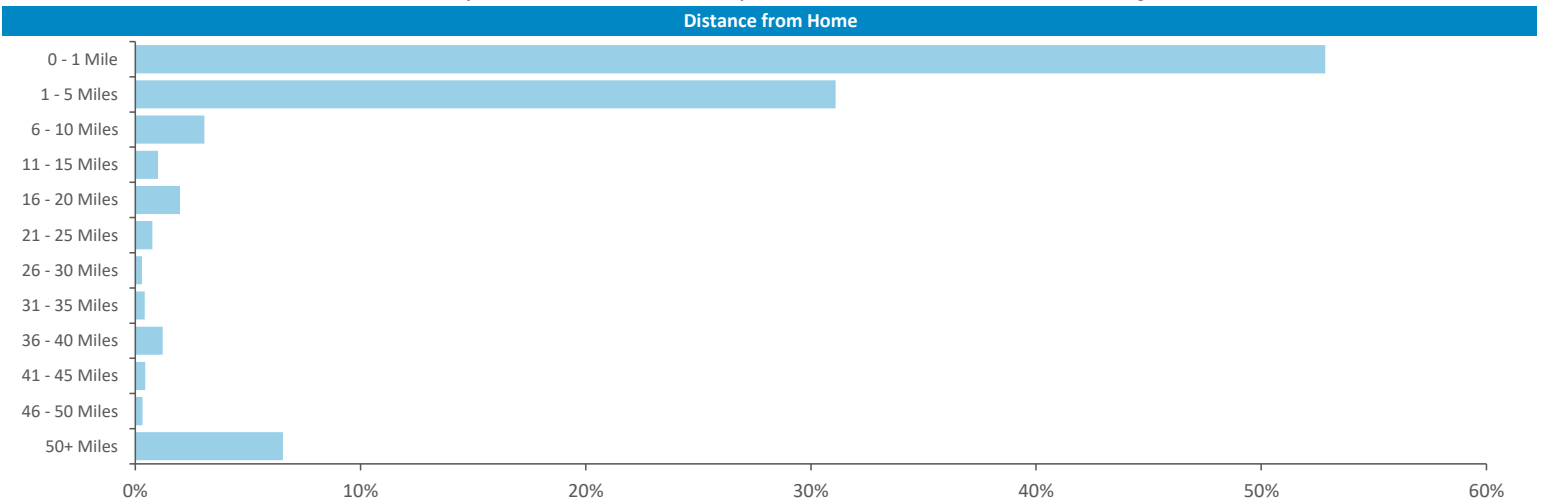
# Mobile Data Summary - Commercial Scarborough



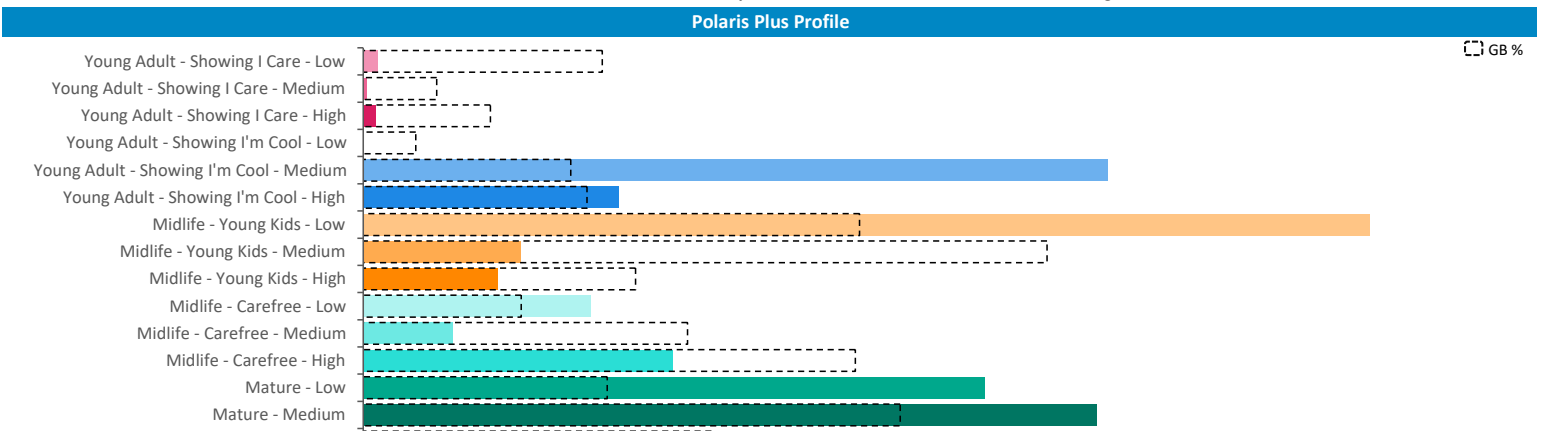
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data



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



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



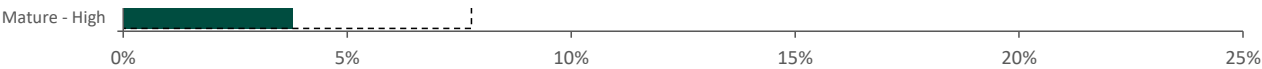


# Mobile Data Summary - Commercial Scarborough



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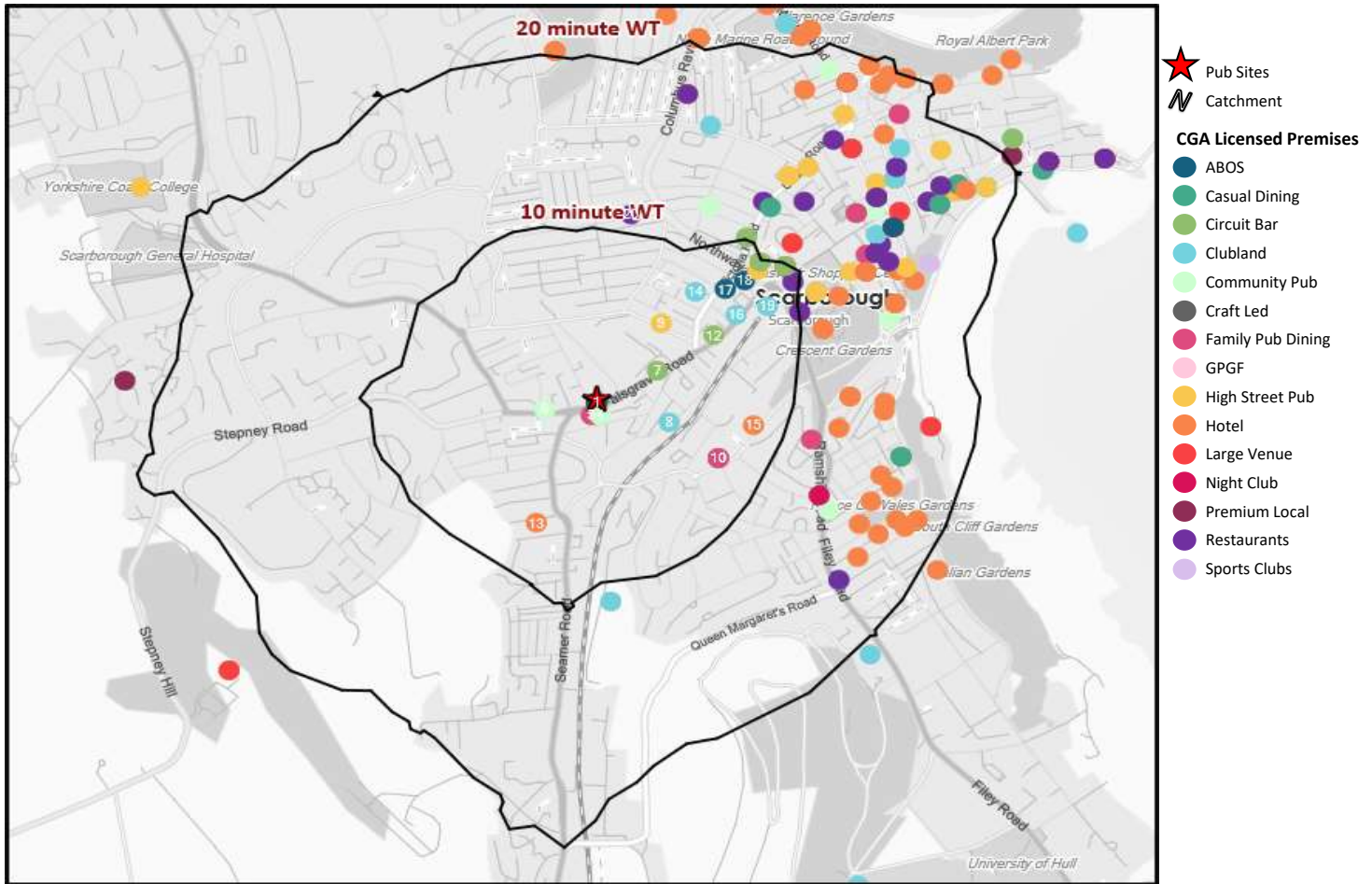
## Time of Day/Day of Week



Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door



## CGA Summary - Commercial Scarborough



Nearest 20 Pubs

| Ref. | Name                                      | Postcode | Operator              | Segment           | Distance (miles) |
|------|---|----------|-----------------------|-------------------|------------------|
| 1    | Tops                                      | YO12 5EG | Independent Free      | Restaurants       | 0.0              |
| 1    | Commercial                                | YO12 5EG | Star Pubs & Bars      | Premium Local     | 0.0              |
| 1    | Falsgrave Wine Bar                        | YO12 5EG | Independent Free      | ABOS              | 0.0              |
| 4    | Firk Inn                                  | YO12 5AY | Independent Free      | Community Pub     | 0.0              |
| 5    | Tap & Spile                               | YO12 5AZ | Stonegate Pub Company | Family Pub Dining | 0.0              |
| 6    | New Tavern                                | YO12 5EY | Admiral Taverns Ltd   | Community Pub     | 0.1              |
| 7    | Ship Inn                                  | YO12 5EA | Stonegate Pub Company | Circuit Bar       | 0.1              |
| 8    | Westover Club                             | YO12 5AA | Independent Free      | Clubland          | 0.2              |
| 9    | Roscoes                                   | YO12 7BX | Independent Free      | High Street Pub   | 0.2              |
| 10   | Valley                                    | YO11 2LX | Independent Free      | Premium Local     | 0.3              |
| 10   | Cellars                                   | YO11 2LX | Independent Free      | Family Pub Dining | 0.3              |
| 12   | Stumble Inn                               | YO11 1TS | Independent Free      | Circuit Bar       | 0.3              |
| 13   | Green Gables Hotel                        | YO12 4DX | Independent Free      | Hotel             | 0.3              |
| 14   | Home Guard Social Club                    | YO11 1SR | Independent Free      | Clubland          | 0.3              |
| 15   | Raincliffe Hotel                          | YO11 2LY | Independent Free      | Hotel             | 0.3              |
| 16   | Scarborough Working Mens Club & Institute | YO11 1TP | Independent Free      | Clubland          | 0.3              |
| 17   | Belly Rub                                 | YO11 1SL | Independent Free      | ABOS              | 0.4              |
| 18   | Eat Me Cafe                               | YO11 1LS | Independent Free      | ABOS              | 0.4              |
| 19   | Scarborough Railway Social Club           | YO11 1TN | Independent Free      | Clubland          | 0.4              |
| 20   | Nishat Spice Indian Restaurant            | YO12 7JX | Independent Free      | Restaurants       | 0.4              |