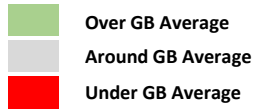


Catchment Summary - Royal Dog & Duck Flamborough

© 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



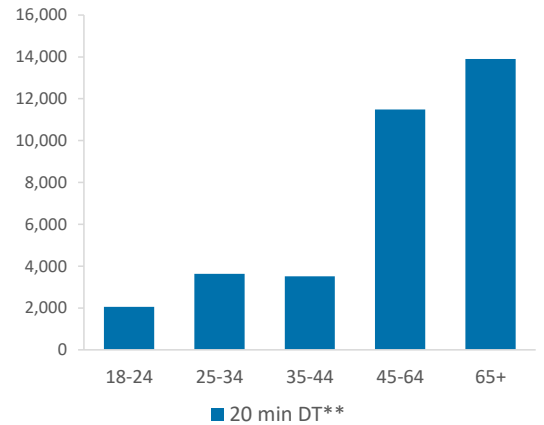
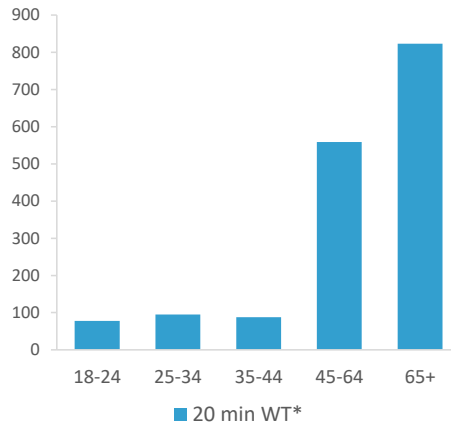
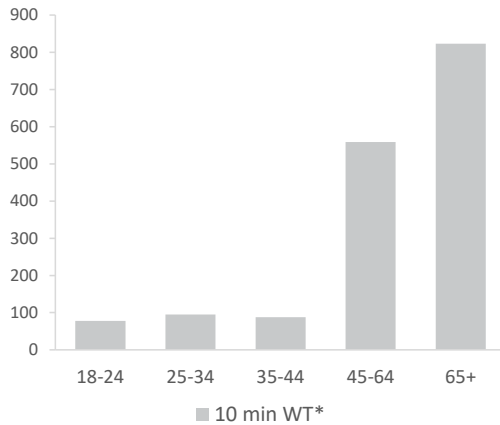
*WT= Walktime, **DT= Drivetime

	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	1,818	1,818	41,779	34	12	11
Population & Adults 18+ index is based on all pubs						
Adults 18+	1,643	1,643	34,603	38	9	12
Competition Pubs	5	5	69	33	16	19
Adults 18+ per Competition Pub	329	329	501	40	40	61
% Adults Likely to Drink	82.8%	82.8%	82.4%	100	100	100

Affluence	Low	30.4%	30.4%	37.2%	119	119	145
	Medium	67.5%	67.5%	52.0%	172	172	132
	High	2.1%	2.1%	8.7%	6	6	26

*Affluence does not include Not Private Households

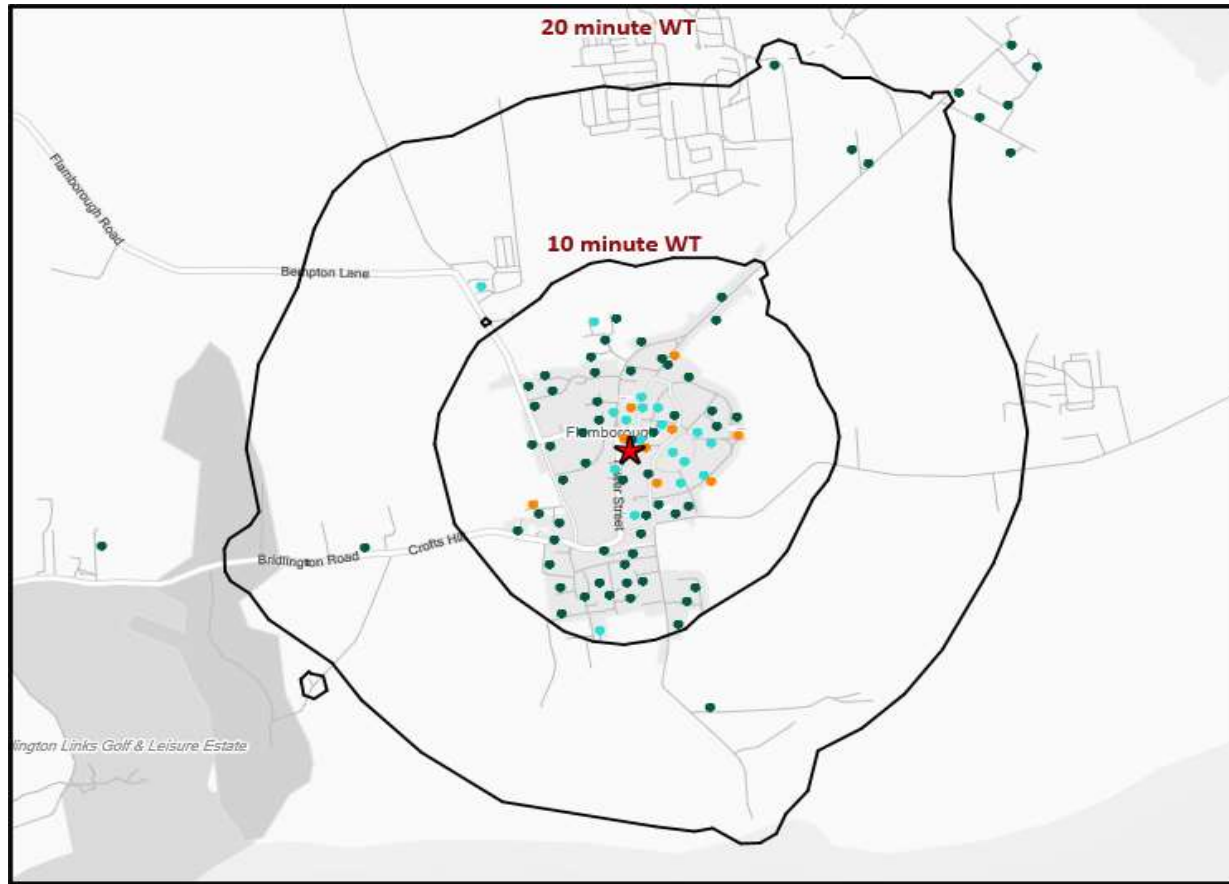
Age Profile	18-24	78	78	2,057	53	53	61
	25-34	95	95	3,633	39	39	65
	35-44	88	88	3,516	38	38	65
	45-64	559	559	11,491	120	120	108
	65+	823	823	13,906	237	237	174



		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	876 (48%)	876 (48%)	20,218 (48%)	97	97	98
	Female	942 (52%)	942 (52%)	21,561 (52%)	103	103	102
Economic Status (16-74)	Employed: Full-time	317 (24%)	317 (24%)	8,116 (28%)	59	59	68
	Employed: Part-time	154 (12%)	154 (12%)	3,967 (14%)	92	92	107
	Self employed	139 (11%)	139 (11%)	2,912 (10%)	112	112	107
	Unemployed	33 (3%)	33 (3%)	850 (3%)	107	107	126
	Retired	505 (39%)	505 (39%)	7,742 (27%)	283	283	197
	Other	147 (11%)	147 (11%)	4,949 (17%)	58	58	88
Total Worker Count		330	330	18,084			

See the Glossary page for further information on the above variables

Polaris Summary - Royal Dog & Duck Flamborough



- ★ 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	0	0	23	0	0	1
Young Adult - Showing I'm Cool	0	0	4,799	0	0	151
Midlife - Young Kids	163	163	6,503	32	32	60
Midlife - Carefree	367	367	5,003	106	106	69
Mature	1,113	1,113	17,540	242	242	181
Not Private Households	0	0	735	0	0	148
Total	1,643	1,643	34,603			

Polaris Summary - Royal Dog & Duck Flamborough

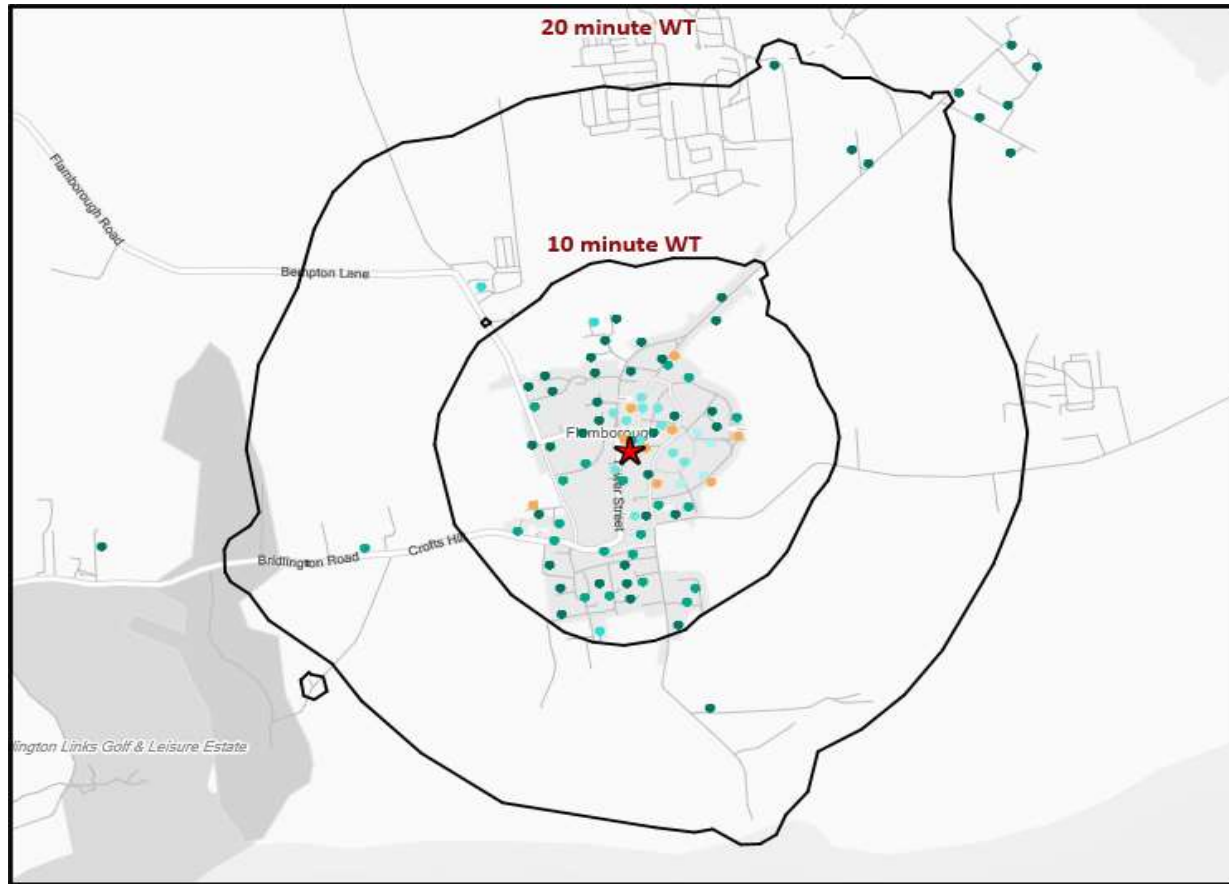


© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom



★ Pub Sites

Polaris Summary - Royal Dog & Duck Flamborough



★ 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**
Young Adult - Showing I Care						
Low	0	0	0	0	0	0
Medium	0	0	0	0	0	0
High	0	0	23	0	0	2
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	2,794	0	0	218
High	0	0	2,005	0	0	129
Midlife - Young Kids						
Low	0	0	3,016	0	0	78
Medium	163	163	3,114	66	66	60
High	0	0	373	0	0	20
Midlife - Carefree						
Low	60	60	781	107	107	66
Medium	273	273	3,923	247	247	169
High	34	34	299	19	19	8
Mature						
Low	440	440	9,062	451	451	441
Medium	673	673	8,173	324	324	187
High	0	0	305	0	0	9
Not Private Households	0	0	735	0	0	148

Polaris Summary - Royal Dog & Duck Flamborough



© 2023 CACI Limited and all other applicable third party notices (Acorn) can be found at www.caci.co.uk/copyrightnotices.pdf
Data Source © 2020 TomTom



Total

1,643

1,643

34,603

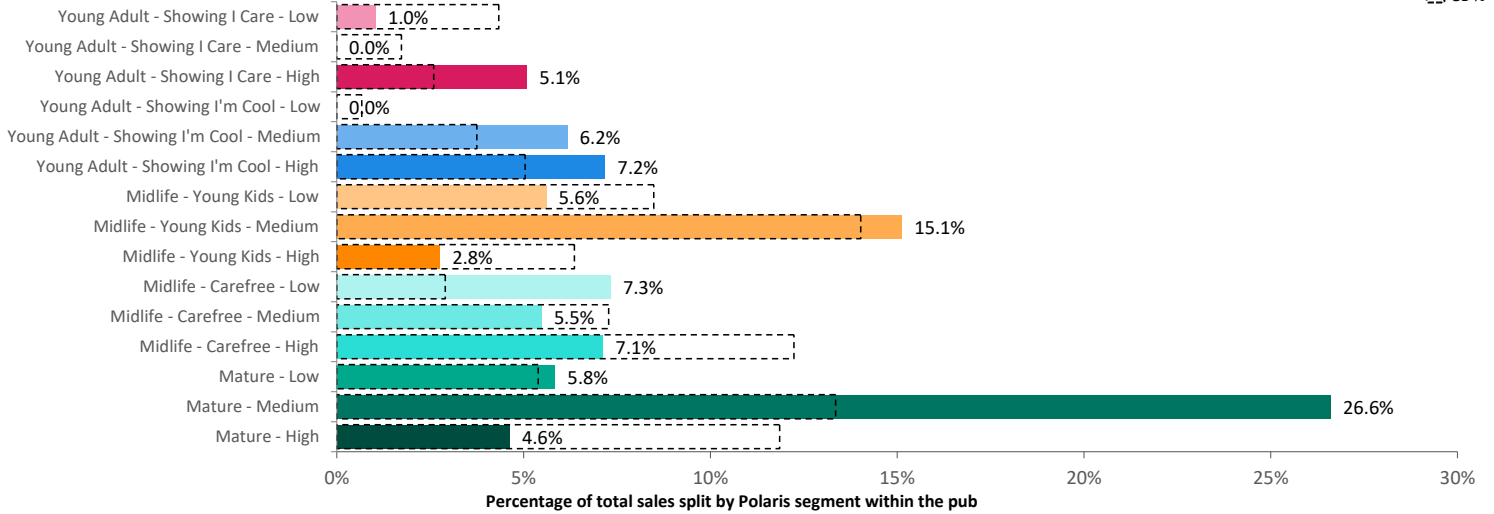


Pub Sites

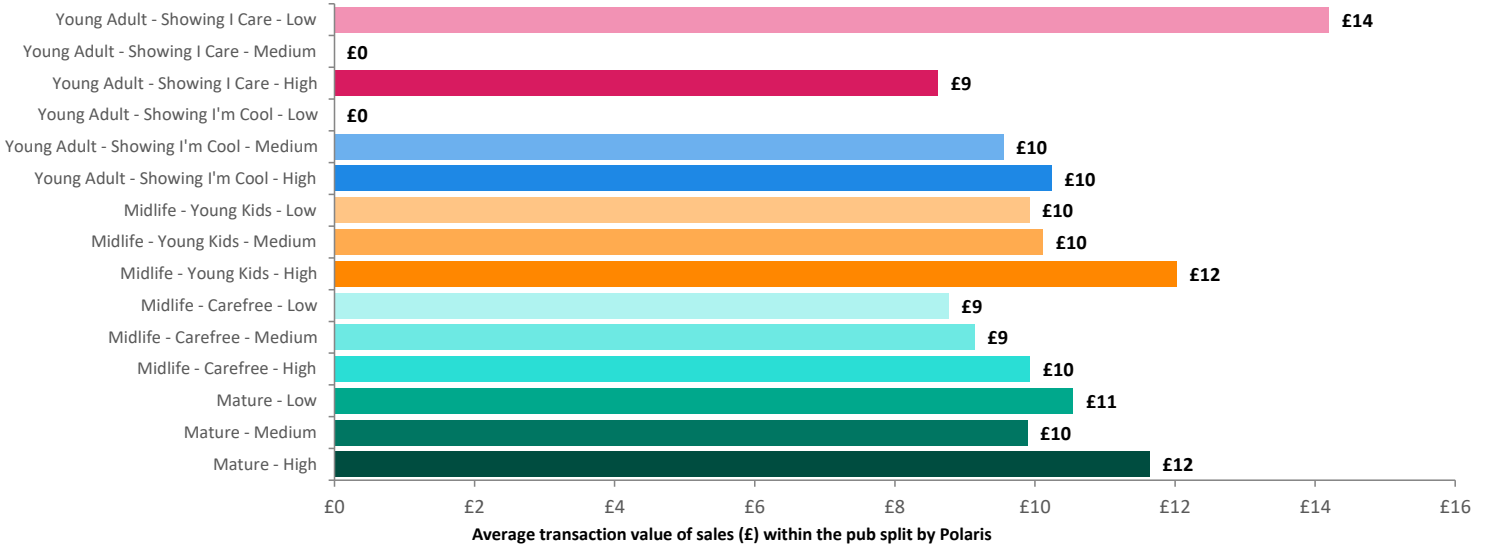
Transactional Data Summary - Royal Dog & Duck Flamborough

Spend by Polaris

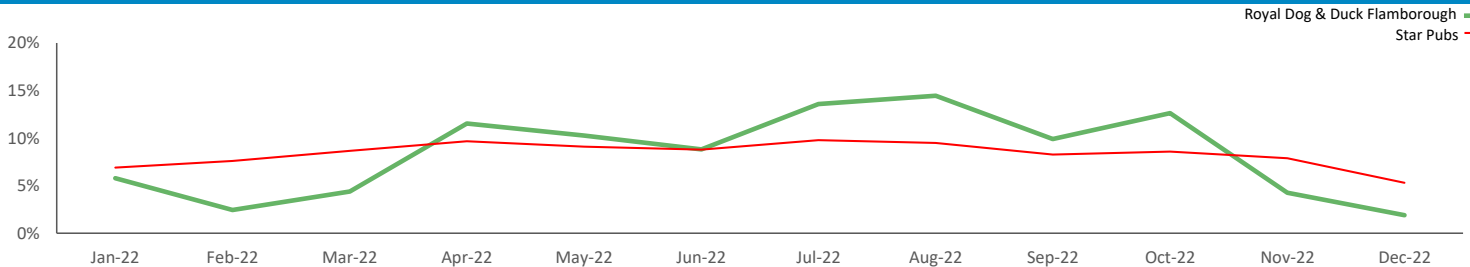
GB %



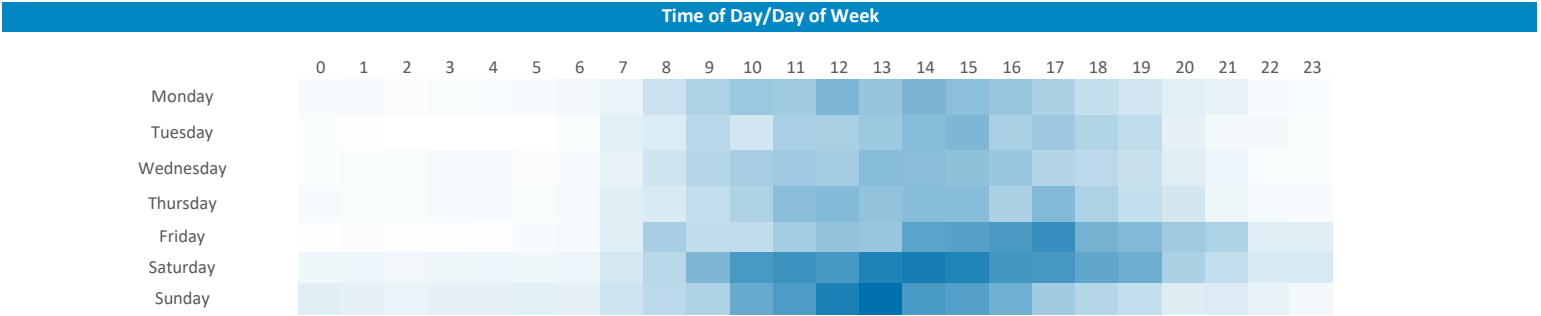
Average Transaction Values (£) by Polaris



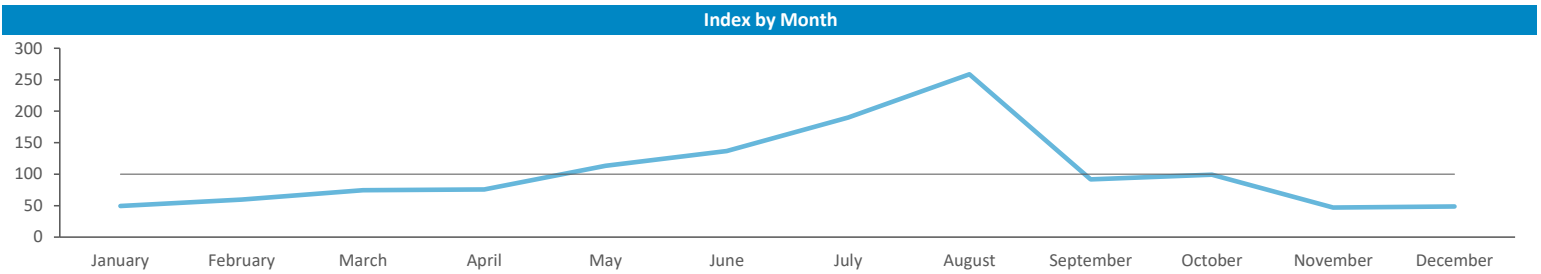
Spend by Month



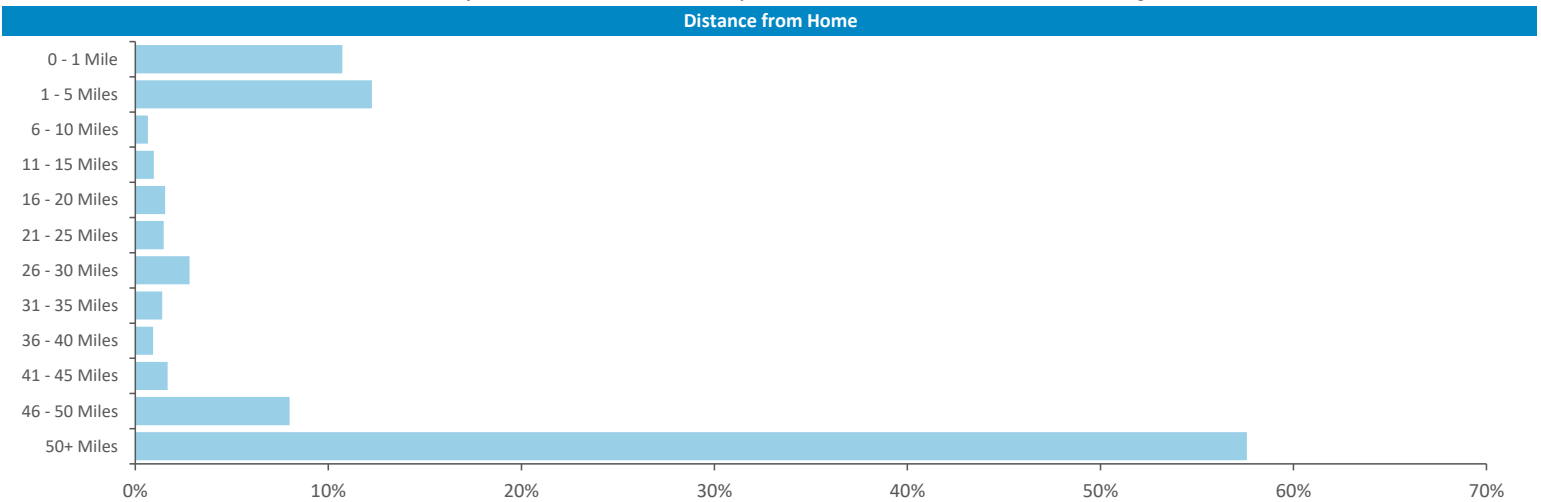
Mobile Data Summary - Royal Dog & Duck Flamborough



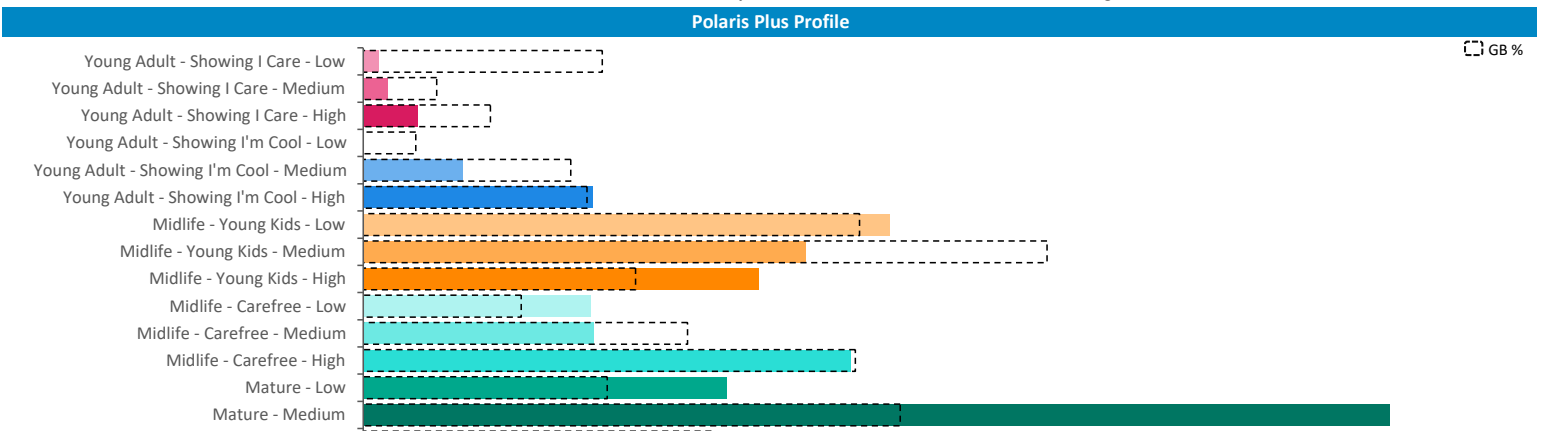
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data



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

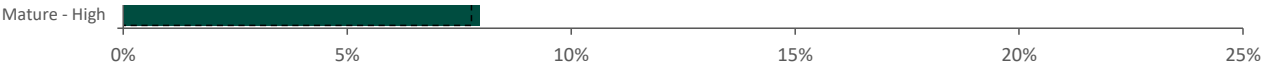


Mobile Data Summary - Royal Dog & Duck Flamborough



© 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



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

CGA Summary - Royal Dog & Duck Flamborough



- ★ Pub Sites
 N 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	Royal Dog & Duck	YO15 1NB	Star Pubs & Bars	Premium Local	0.0
2	Ship Inn	YO15 1JS	Star Pubs & Bars	Premium Local	0.0
3	Seabirds Inn	YO15 1PD	Independent Free	Premium Local	0.1
4	Victoria Club	YO15 1LH	Independent Free	Clubland	0.1
5	Rose & Crown	YO15 1JY	Independent Free	Premium Local	0.2
6	Flaneburg Hotel	YO15 1LF	Independent Free	Hotel	0.4
7	Thornwick Bay Holiday Village	YO15 1AU	Bourne Leisure	Large Venue	0.8
8	Viking Hotel	YO15 1BA	Independent Free	Community Pub	0.8
9	North Star Hotel	YO15 1BL	Independent Free	Hotel	1.0
10	Thornwick Bay Cafe	YO15 1BD	Independent Free	Restaurants	1.2