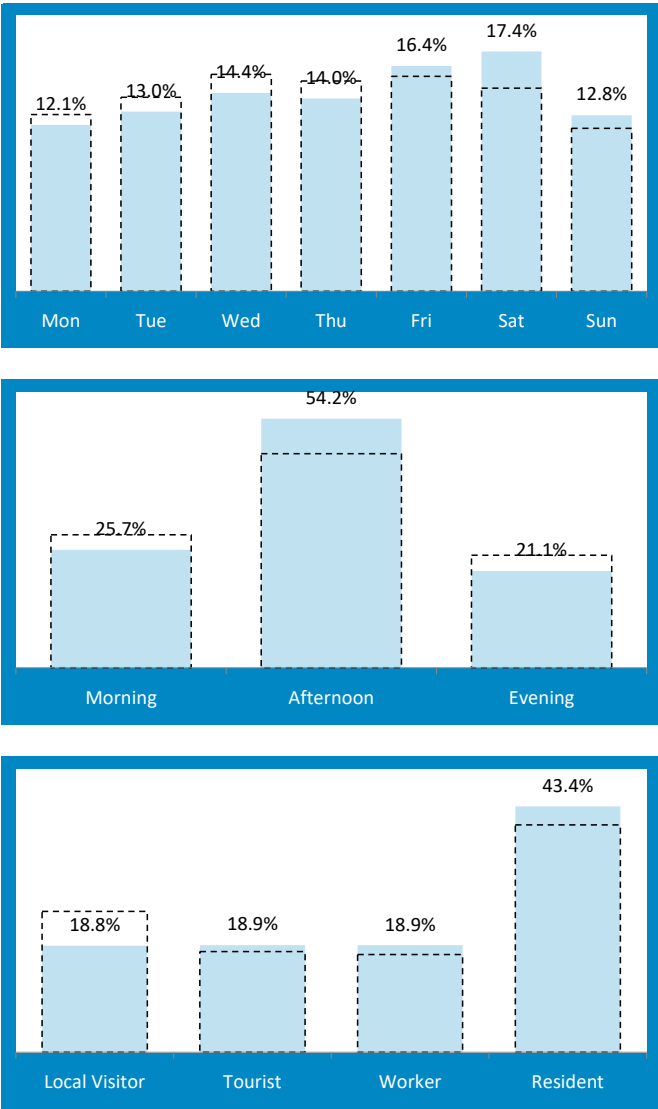


Tickety Boos

Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		6.198	5.344
Adult Pop		5.687	4.529
Affluence	Low	43%	33%
	Medium	46%	38%
	High	9%	27%
Young		77%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		0%	16%
Mature		21%	44%
Competition Count		73	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£10	£30
Average Distance Travelled in miles	31	27

The 'Spend Profile' section includes a bar chart showing the percentage of visitors by age group, comparing 'This Site' (solid bars) with a 'Benchmark' (dashed bars).

Age Group	This Site (%)	Benchmark (%)
Young	38%	38%
Midlife-Young Kids	02%	02%
Midlife-Carefree	07%	07%
Mature	53%	53%

Catchment Summary - Ticky Boos

Over GB Average

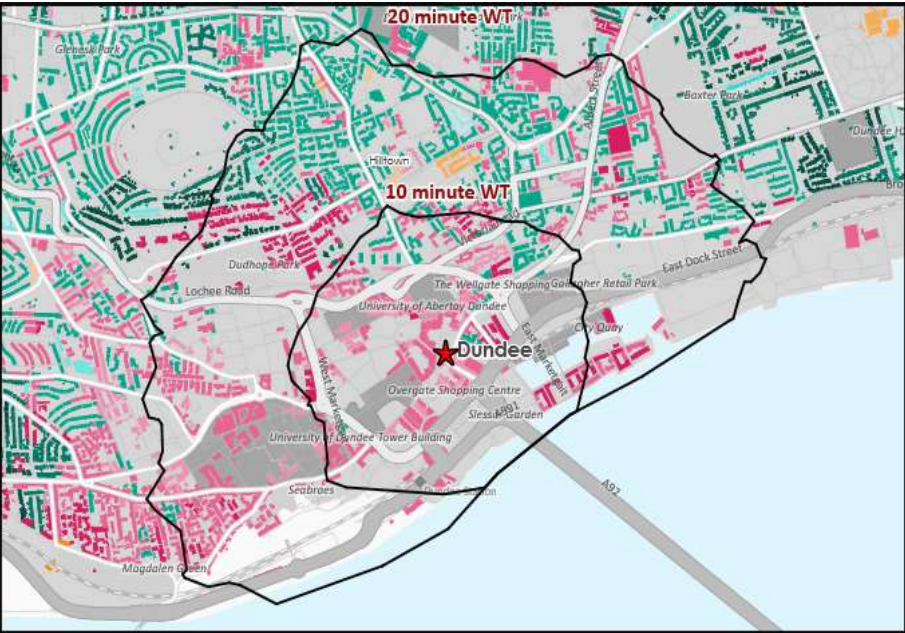
Around GB Average

Under GB Average

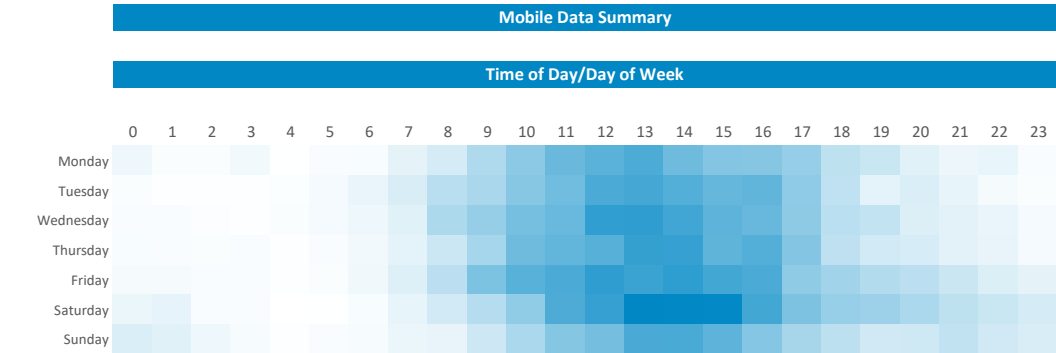
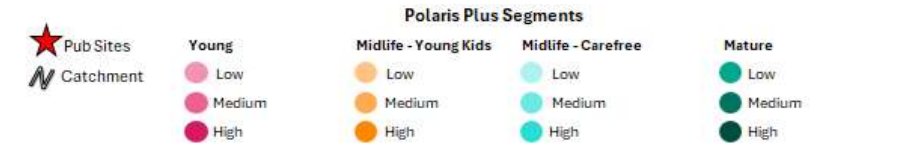
*WT= Walktime

**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		6.198	26.362	189.777	116	134	45
Adults 18+		5.687	23.307	155.912	Pop. & Adl. 18+ index based on all pubs		
Competition Pubs		73	138	294	126	142	46
Adults 18+ per Competition Pub		78	169	530	170	135	38
% Adults Likely to Drink		78,0%	78,0%	81,0%	11	25	77
Affluence	Low	43,1%	46,1%	46,3%	98	98	101
	Medium	46,1%	45,3%	34,5%	130	139	139
	High	8,9%	7,9%	18,2%	120	118	90
Mean Net Disposable income (Epa)		£11.302	£13.847	£21.892	32	29	66
Age Profile	18-24	2.513	8.196	21.715	50	61	97
	25-34	1.377	5.489	26.926	476	365	134
	35-44	629	3.158	25.207	164	154	105
	45-64	728	4.016	44.622	75	89	98
	65+	440	2.448	37.442	47	61	94



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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	4.397	14.022	35.673	278	216	82
Midlife - Young Kids	0	206	5.885	0	8	35
Midlife - Carefree	0	180	12.903	0	5	52
Mature	1.177	8.731	99.800	47	85	145
Not Private Households	113	168	1.651	16.423	5.958	8.752
Total	5.687	23.307	155.912			



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Per Pub - Tickety Boos

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

WT= Walktime, DT= Drivetime

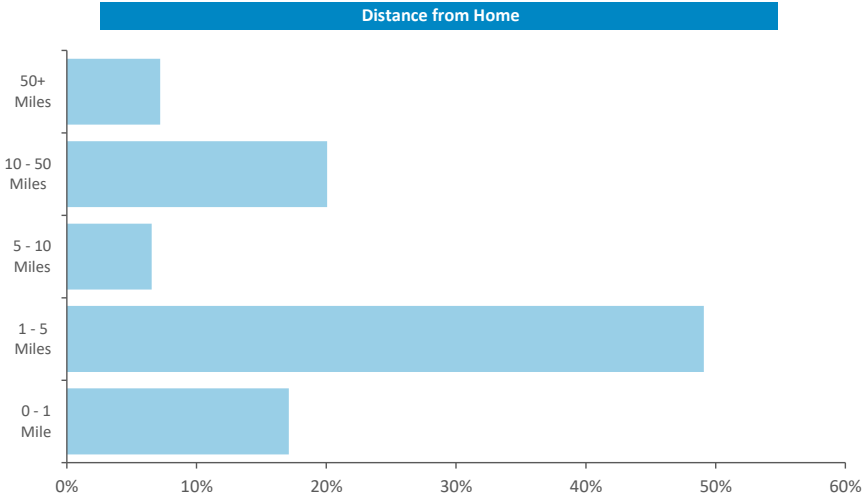
Adults 18+	5.687	23.307	155.912
Number of Competition Pubs	73	138	294
Adults 18+ per Competition Pub	78	169	530

- Over GB Average
- Around GB Average
- Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	12	636	11,2%	143
Family Pub Dining	1	593	10,4%	115
Great Pub Great Food	5	709	12,5%	74
Leisure	8	510	9,0%	89
Mainstream	20	928	16,3%	117
Premium	6	780	13,7%	96
Restaurant	21	1.244	21,9%	95
Super Premium	0	172	3,0%	77

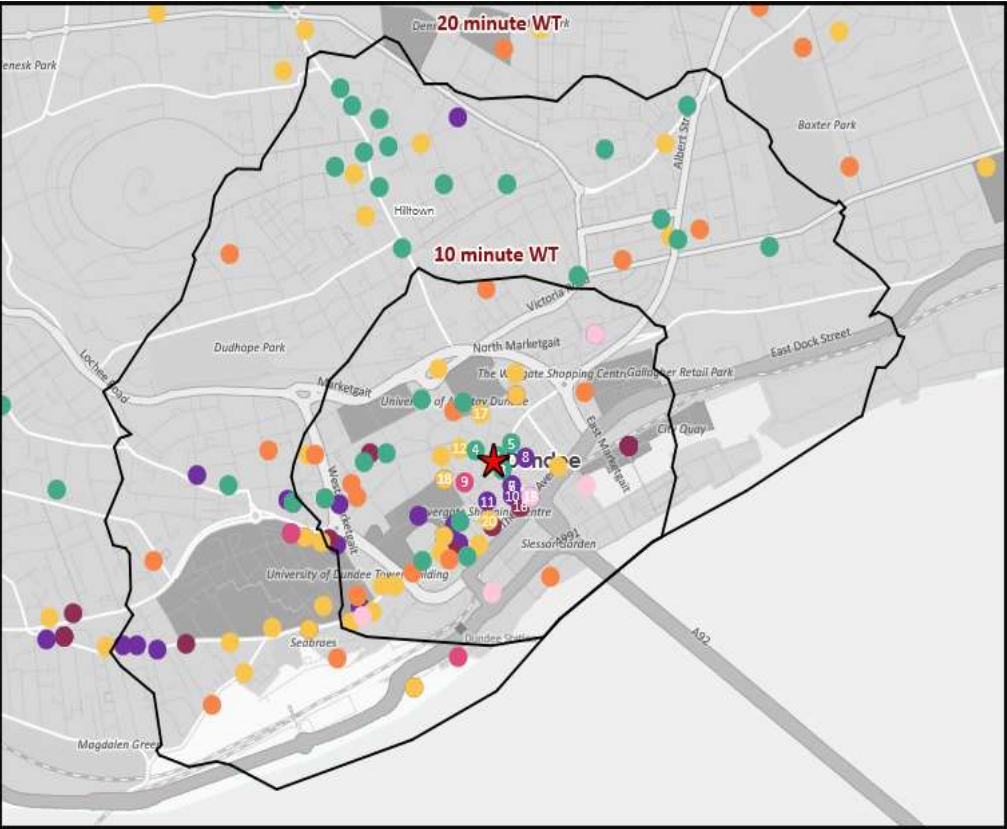
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	31	2.503	10,7%	137
Family Pub Dining	3	2.461	10,6%	116
Great Pub Great Food	6	3.038	13,0%	78
Leisure	19	2.138	9,2%	91
Mainstream	37	3.943	16,9%	121
Premium	9	3.282	14,1%	98
Restaurant	33	5.065	21,7%	94
Super Premium	0	701	3,0%	76

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	59	13.902	8,9%	114
Family Pub Dining	12	15.756	10,1%	111
Great Pub Great Food	12	24.600	15,8%	94
Leisure	64	15.551	10,0%	99
Mainstream	63	24.344	15,6%	112
Premium	30	21.513	13,8%	96
Restaurant	54	33.606	21,6%	94
Super Premium	0	4.936	3,2%	81



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Competition - Tickety Boos



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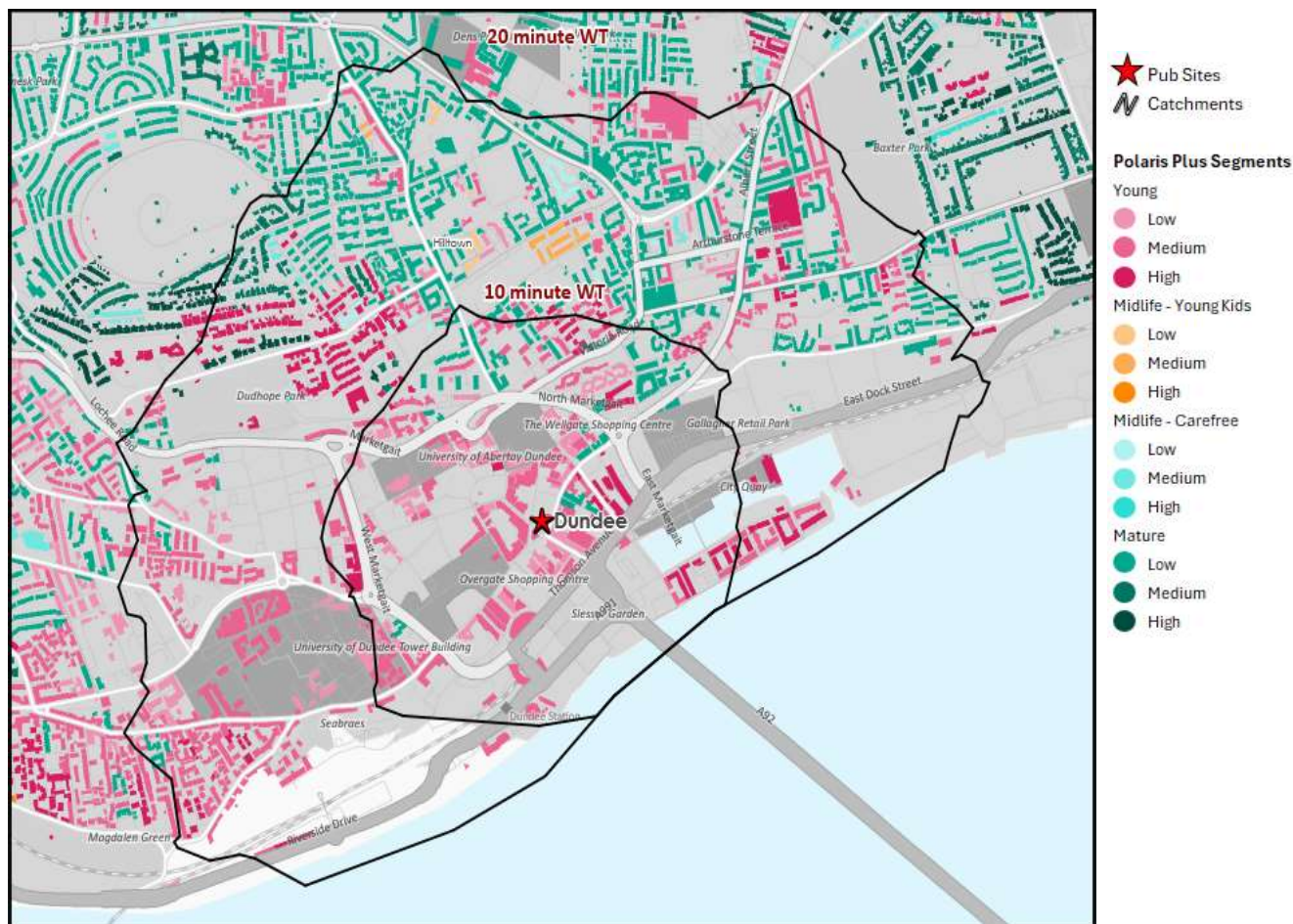
Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
4	Bertie Mooneys	DD 1 2AB	Independent Free	Classic	20,8%	0,05
18	Pancake Place Fruit Veg	DD 1 1RH	Independent Free	Restaurant	14,3%	0,12
12	Barrelman	DD 1 2AJ	Star Pubs & Bars	Mainstream	14,3%	0,08
0	Tickety Boos	DD 1 2AA	Star Pubs & Bars	Mainstream	11,5%	0,00
16	Wine Press	DD 1 3DP	Independent Free	Premium	10,2%	0,11
13	Rama	DD 1 3DR	Independent Free	Restaurant	6,2%	0,11
1	Bush Bar	DD 1 2EQ	Bett Inns	Classic	5,0%	0,02
5	Klozet	DD 1 2EH	Trust Inns Limited	Classic	4,7%	0,06
6	Rancho Pancho	DD 1 3EJ	Kingdom Taverns	Restaurant	4,0%	0,06
8	Manchurian Chinese Restaurant	DD 1 3DY	Independent Free	Restaurant	2,7%	0,07
11	Mexican Grill	DD 1 3AA	Independent Free	Restaurant	2,6%	0,08
20	Caird Hall	DD 1 3BB	Independent Free	Mainstream	2,1%	0,12
17	Caws Bar	DD 1 2BE	Bett Inns	Mainstream	1,6%	0,11
2	Market Dundee	DD 1 2EG	*Other Small Retail Groups	Classic	0,0%	0,02
3	Rewind	DD 1 2EG	Independent Free	Restaurant	0,0%	0,02
7	Italian	DD 1 3EJ	Independent Free	Restaurant	0,0%	0,06
9	Arctic Bar	DD 1 1SB	Bett Inns	Family Pub Dir	0,0%	0,08
10	Vandal	DD 1 3DL	Independent Free	Restaurant	0,0%	0,08
14	White Goose	DD 1 3DR	Independent Free	Restaurant	0,0%	0,11
15	Express By Holiday Inn	DD 1 3DR	Atlas Hotels	Great Pub Gre:	0,0%	0,11
19	Old Bank Bar	DD 1 1RH	Greene King	Mainstream	0,0%	0,12

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

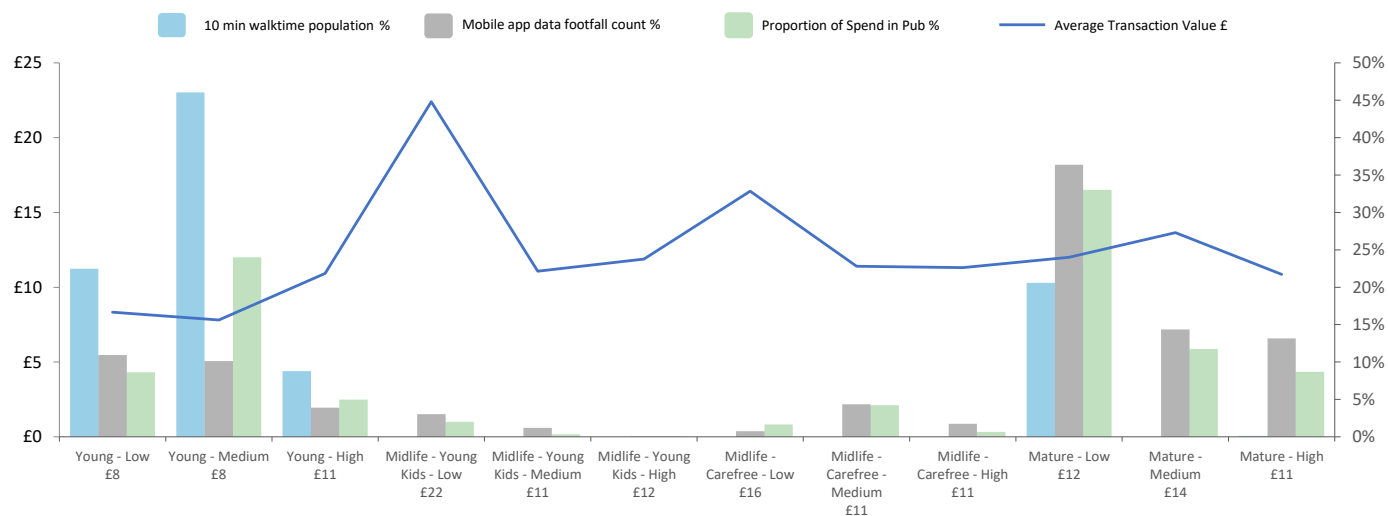
Catchment Summary - Tickety Boos

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
29206	Tickety Boos	DD 1 2AA	Star Pubs & Bars	Mainstream	11



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Tickety Boos

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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	6.198	26.362	189.777	116	134	45
Adults 18+	5.687	23.307	155.912	126	142	46
Competition Pubs	73	138	294	170	135	38
Adults 18+ per Competition Pub	78	169	530	11	25	77
% Adults Likely to Drink	78,0%	78,0%	81,0%	98	98	101

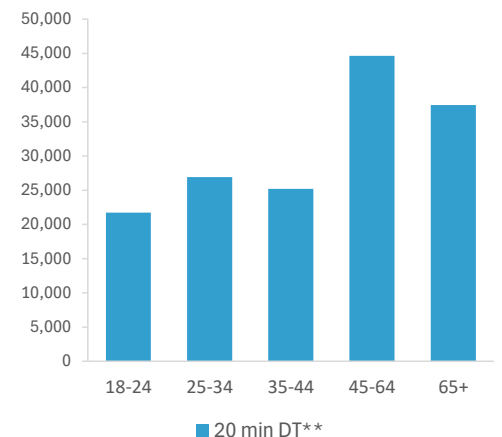
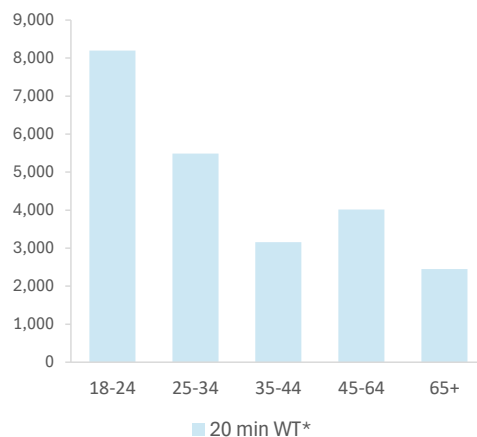
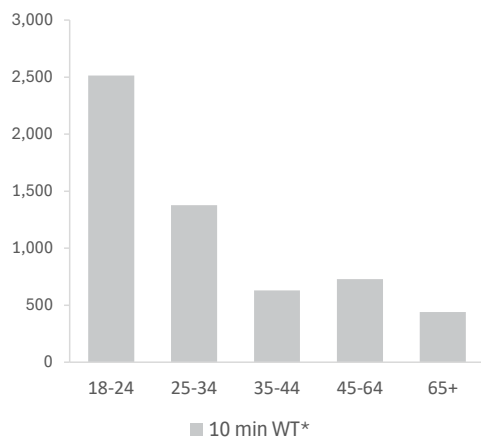
Population & Adults 18+ index is based on all pubs

Affluence	Low	43,1%	46,1%	46,3%	130	139	139
	Medium	46,1%	45,3%	34,5%	120	118	90
	High	8,9%	7,9%	18,2%	32	29	66

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£11.302	£13.847	£21.892	50	61	97
----------------------------------	---------	---------	---------	----	----	----

Age Profile	18-24	2.513	8.196	21.715	476	365	134
	25-34	1.377	5.489	26.926	164	154	105
	35-44	629	3.158	25.207	75	89	98
	45-64	728	4.016	44.622	47	61	94
	65+	440	2.448	37.442	37	48	103

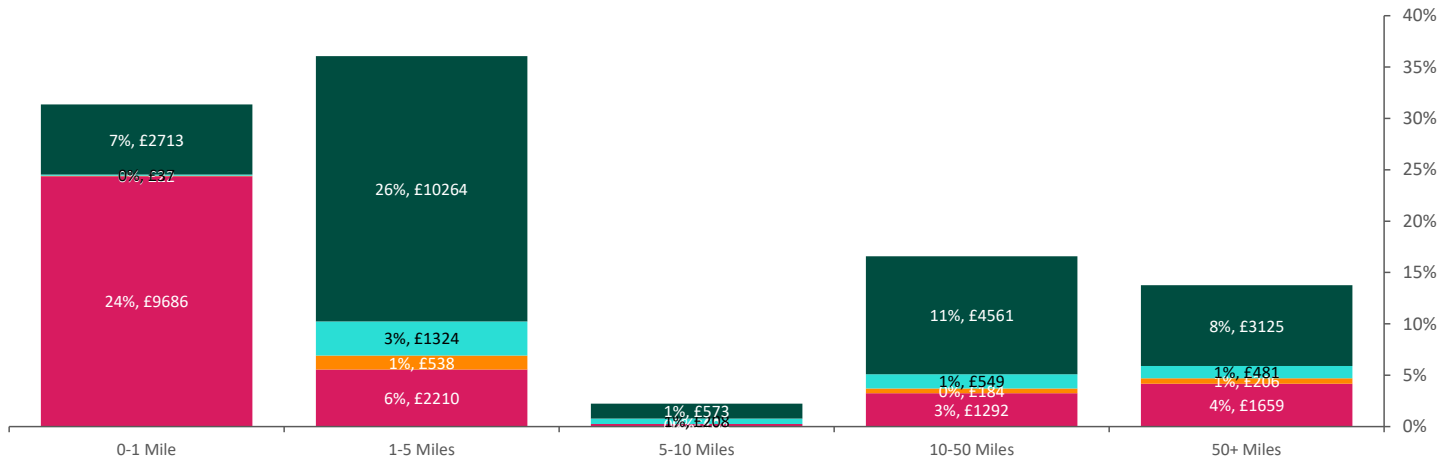


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,117 (50%)	13,263 (50%)	92,373 (49%)	103	103	99
	Female	3,081 (50%)	13,099 (50%)	97,404 (51%)	98	98	101
Economic Status (16+)	Employed: Full-time	1,212 (21%)	5,469 (23%)	51,356 (32%)	62	68	94
	Employed: Part-time	335 (6%)	1,768 (7%)	17,563 (11%)	49	62	92
	Self employed	177 (3%)	754 (3%)	8,638 (5%)	33	34	58
	Unemployed	174 (3%)	624 (3%)	3,396 (2%)	110	96	77
	Full-time student	1,379 (24%)	4,537 (19%)	11,569 (7%)	959	767	290
	Retired	286 (5%)	1,803 (8%)	33,725 (21%)	23	35	97
	Other	2,202 (38%)	8,744 (37%)	33,724 (21%)	215	207	119
Total Worker Count		11.179	31.410	99.562			

See the Glossary page for further information on the above variables

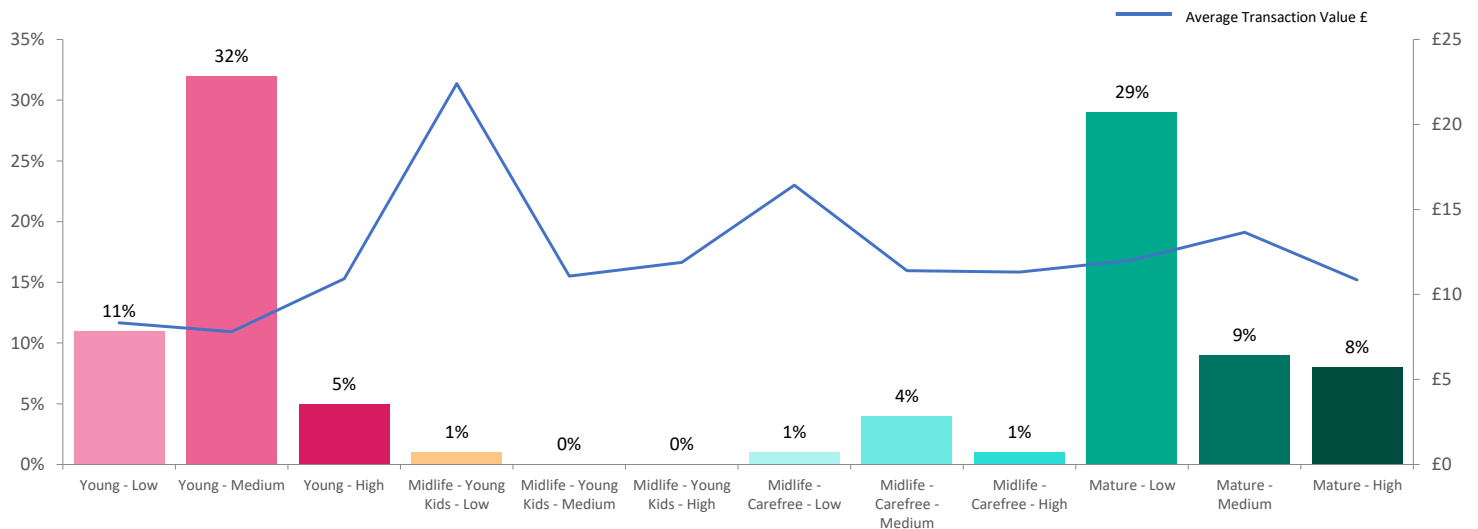
Transactional Data Summary - Tickety Boos

Spend by Polaris and Distance from Home



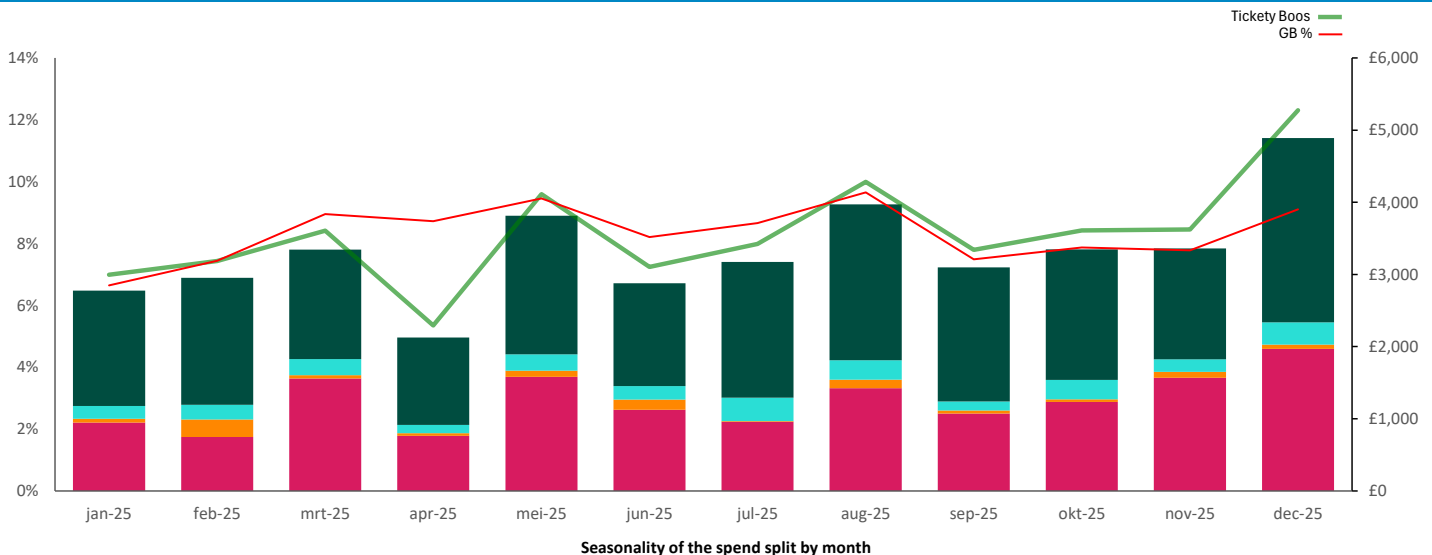
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



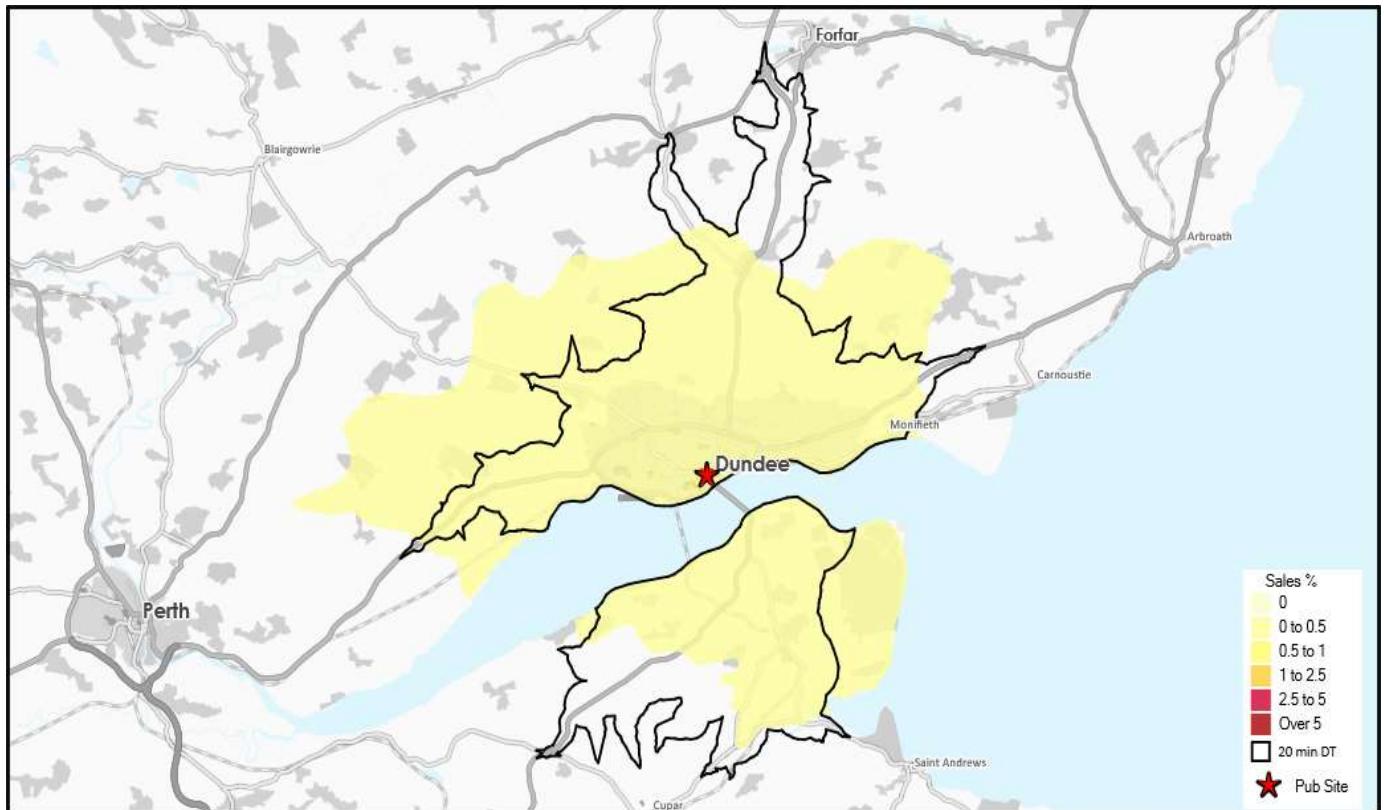
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



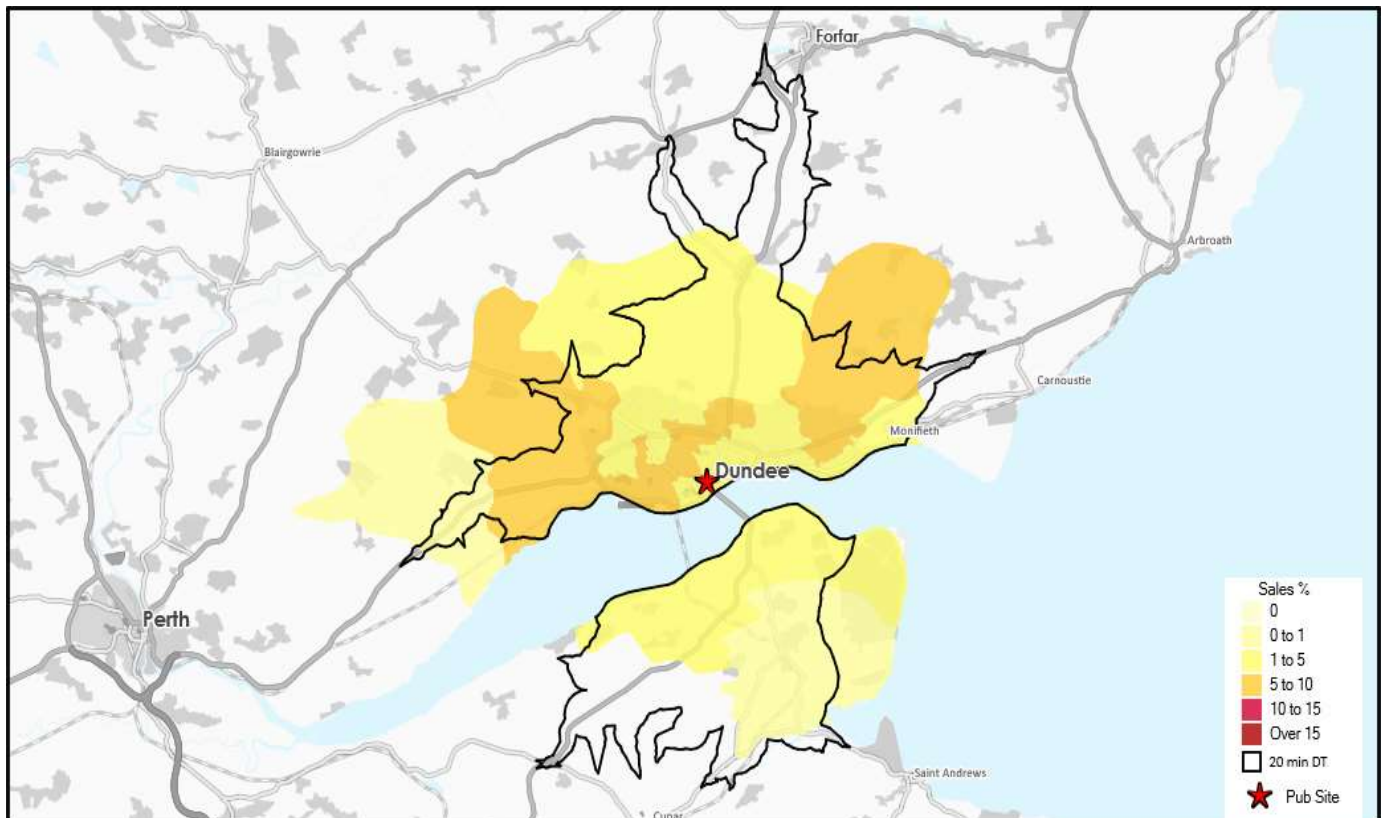
Seasonality of the spend split by month

Tickety Boos Share of Spend from Postcode Sectors within 20 minute Drive



Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

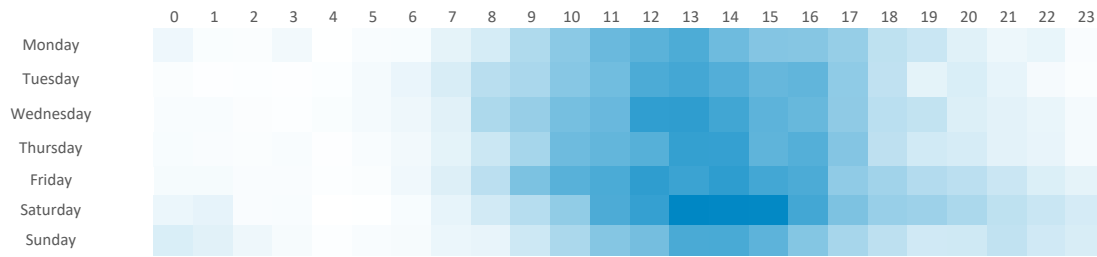
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Tickety Boos



Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

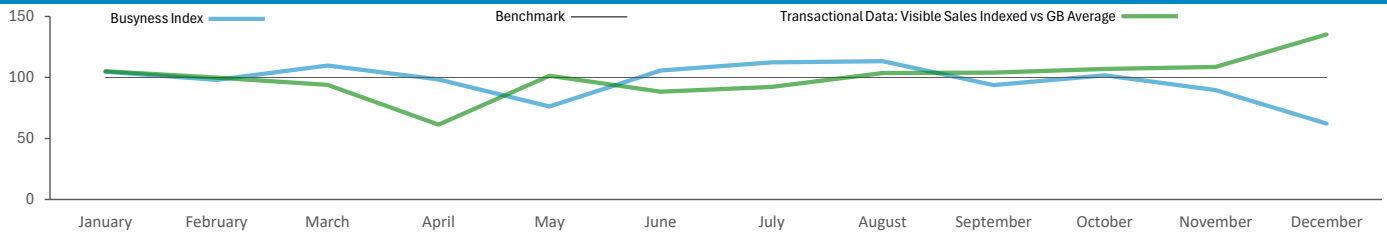
Mobile Data Summary - Tickety Boos

Time of Day/Day of Week



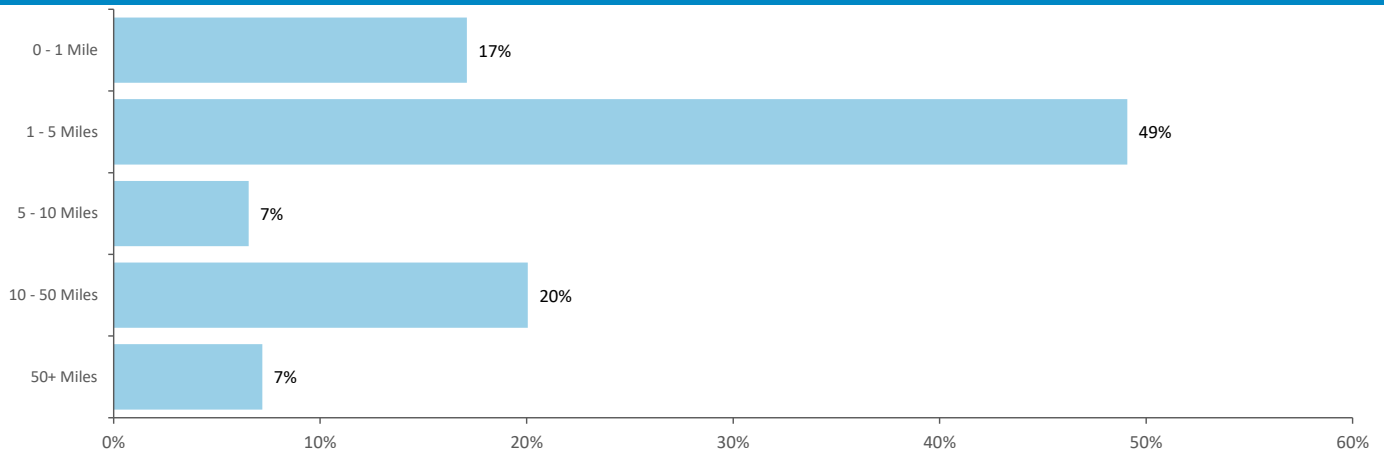
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

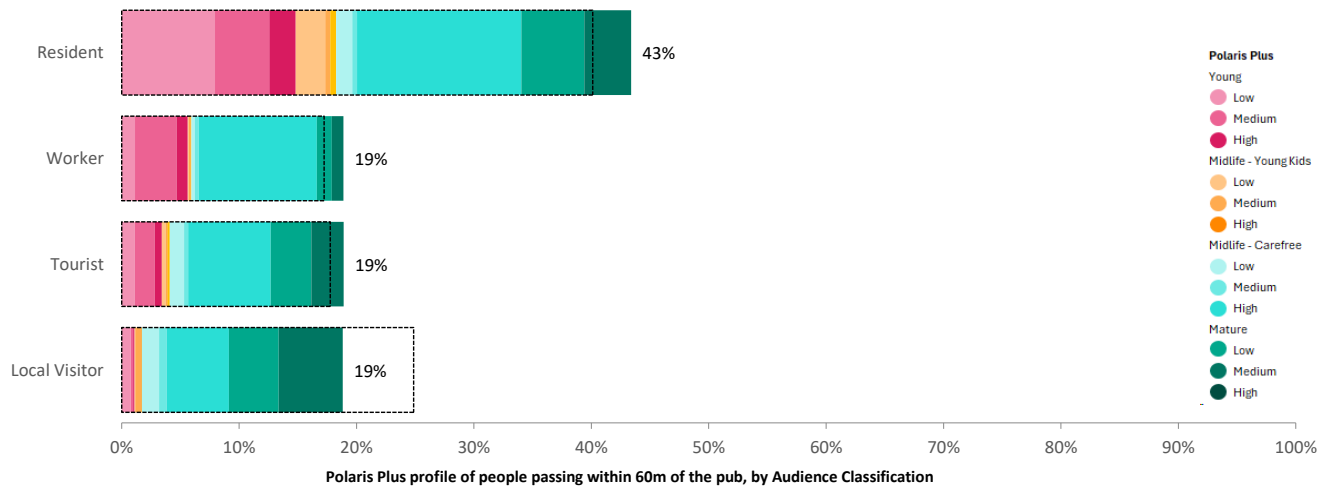
Distance from Home



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

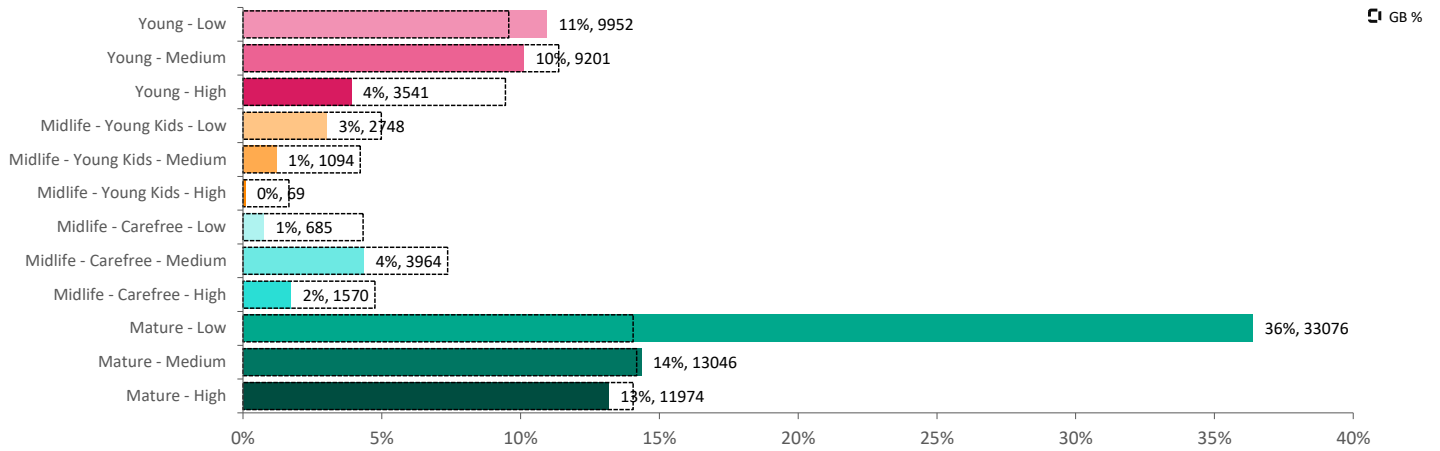
Audience Classification by Polaris Plus

Base: GB



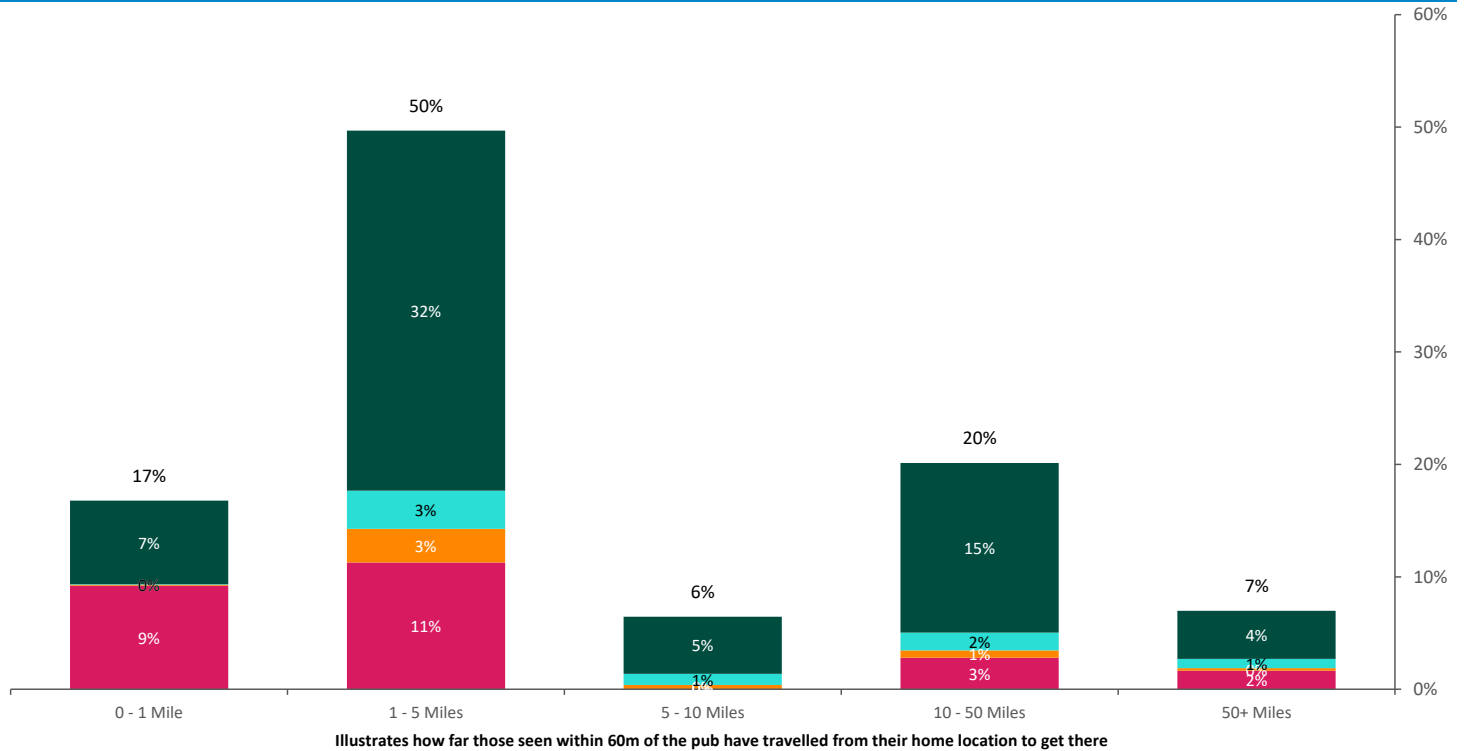
Mobile Data Summary - Tickety Boos

Polaris Plus Profile



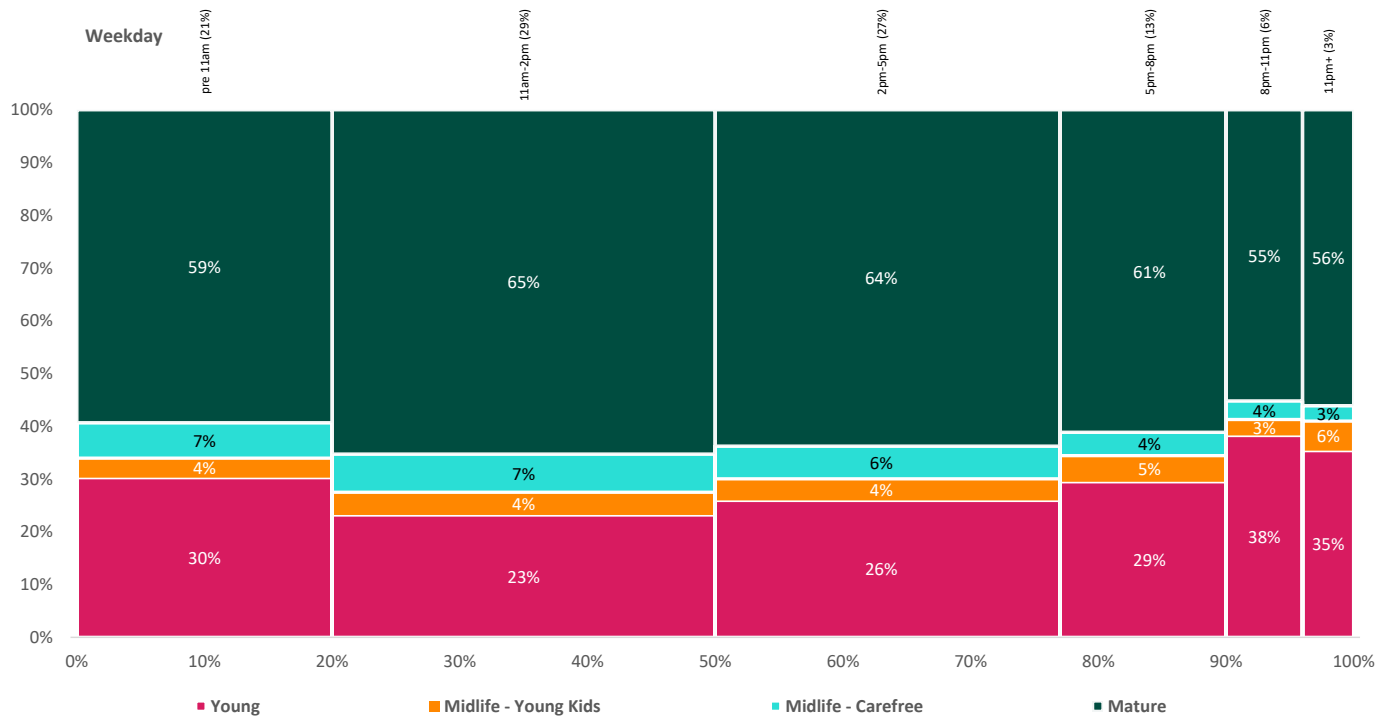
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



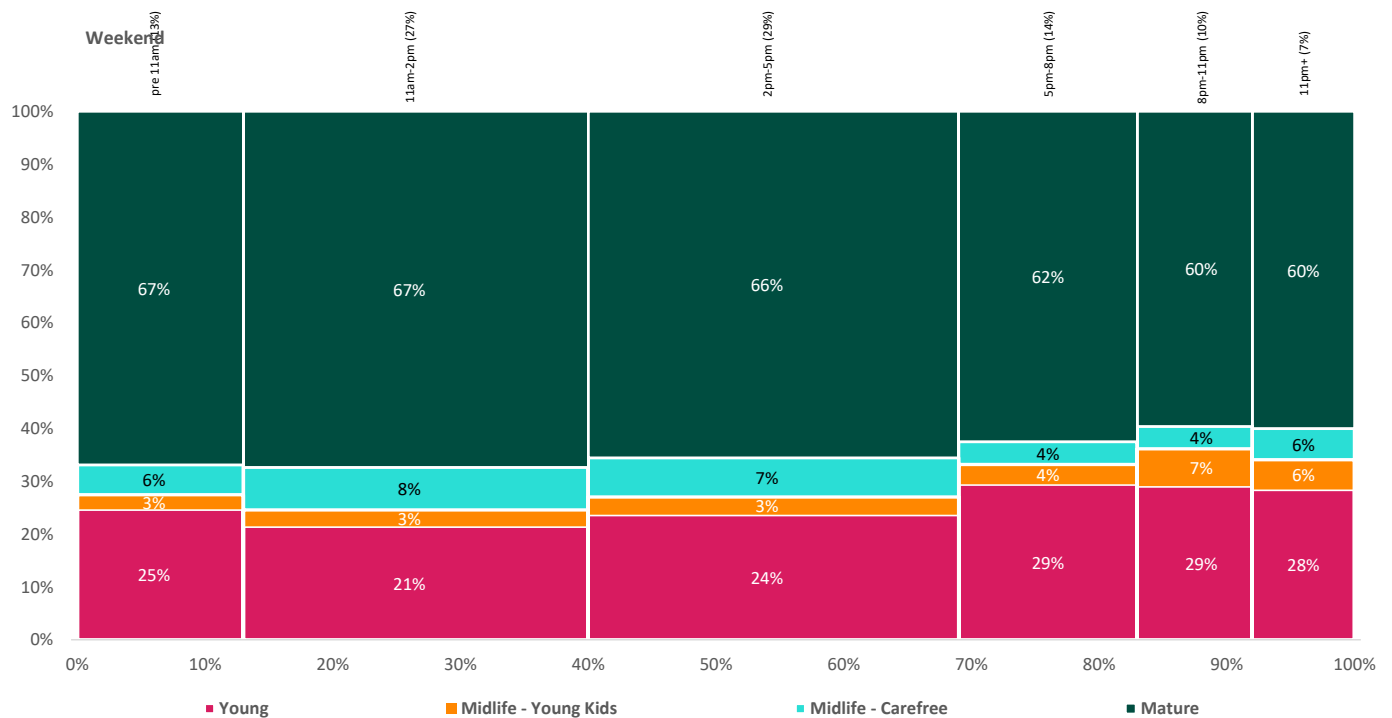
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		10.628	16.429	14.923	7.041	2.801	1.621	53.443
Midlife - Carefree		1.201	1.827	1.451	511	181	84	5.254
Midlife - Young Kids		667	1.086	964	570	153	162	3.601
Young		5.423	5.835	6.076	3.396	1.943	1.023	23.695
All		17.919	25.177	23.413	11.518	5.078	2.890	85.994

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

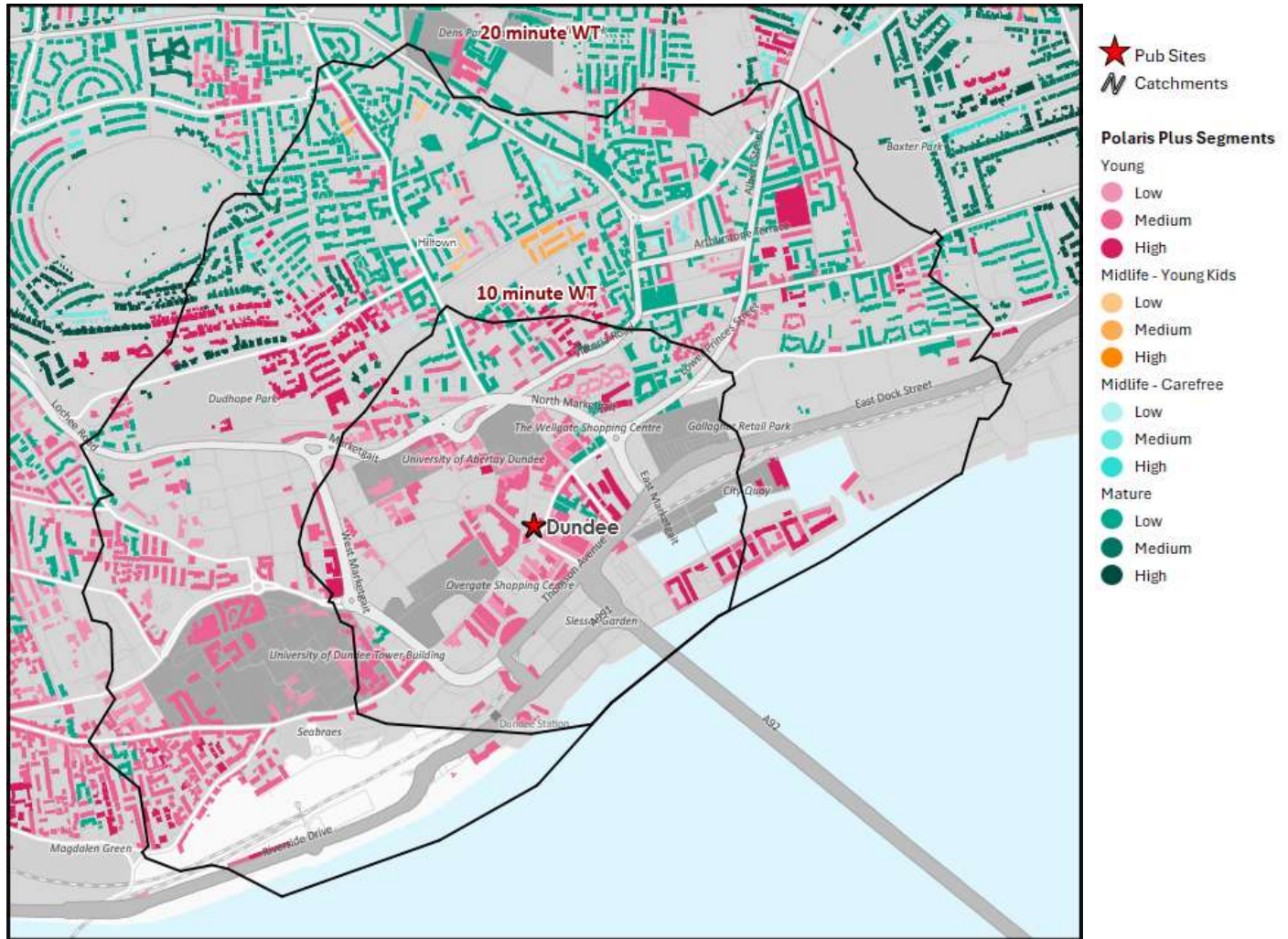


	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		3.245	6.843	7.110	3.196	2.134	1.571	24.099
Midlife - Young Kids		276	821	811	221	153	155	2.437
Midlife - Carefree		134	315	360	192	253	148	1.401
Mature		1.198	2.185	2.571	1.506	1.041	745	9.246
All		4.854	10.164	10.851	5.116	3.581	2.618	37.184

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

Polaris Plus Summary - Tickety Boos

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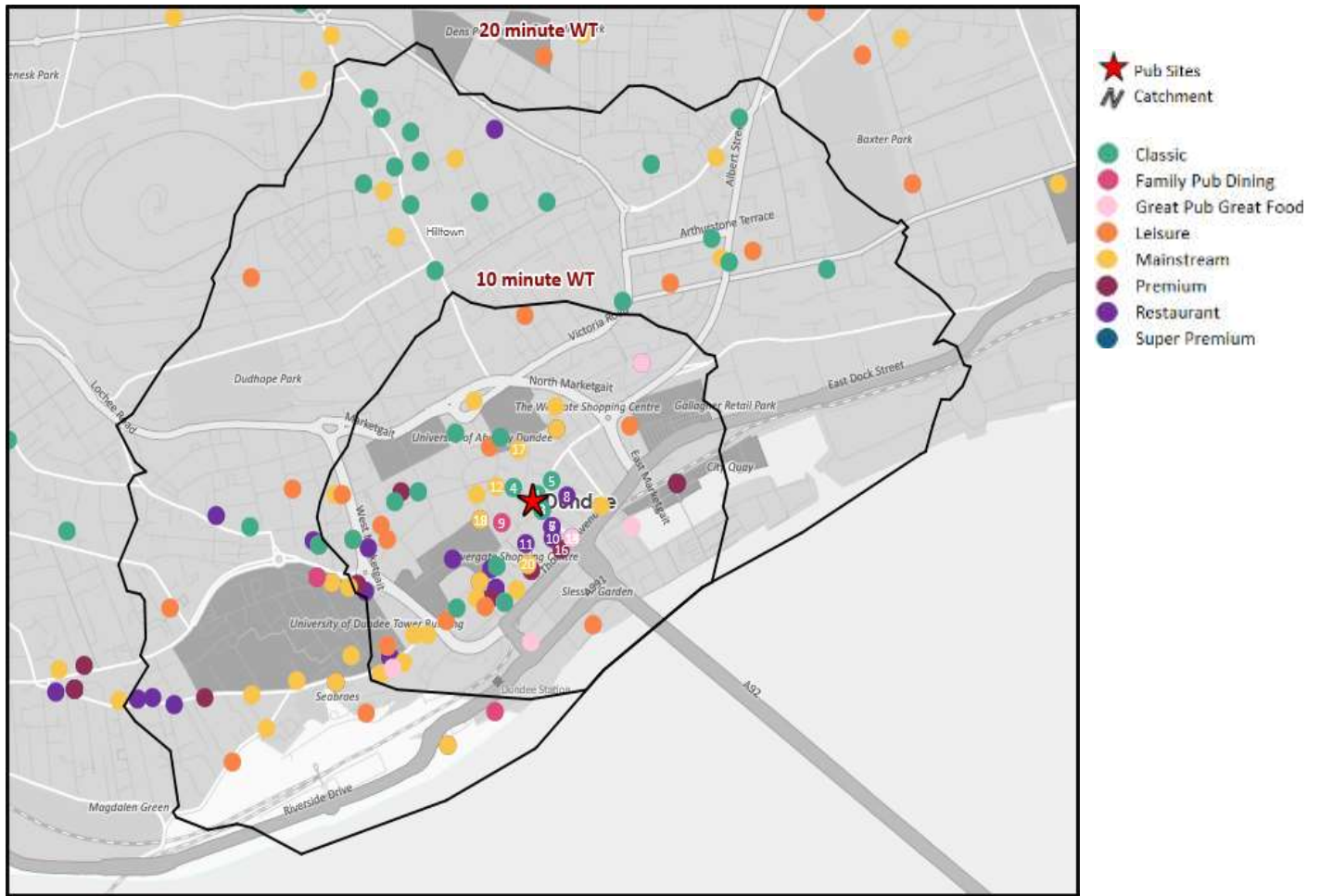
Polaris Plus Profile by Catchment

*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	1.278	1.979	12.251	229	86	80
Medium	2.620	10.269	19.108	418	400	111
High	499	1.774	4.314	131	114	41
Midlife - Young Kids						
Low	0	92	4.670	0	7	54
Medium	0	114	1.178	0	11	17
High	0	0	37	0	0	2
Midlife - Carefree						
Low	0	139	2.444	0	14	37
Medium	0	39	7.120	0	2	64
High	0	2	3.339	0	0	47
Mature						
Low	1.170	8.536	52.760	152	271	250
Medium	0	124	26.301	0	3	108
High	7	71	20.739	1	2	88
Not Private Households	113	168	1.651	186	67	99
Total	5.687	23.307	155.912			

Over GB Average
 Around GB Average
 Under GB Average

CGA Summary - Tickety Boos



Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Tickety Boos	DD 1 2AA	Star Pubs & Bars	Mainstream	11,3%	68,7%	0,00
1	Bush Bar	DD 1 2EQ	Bett Inns	Classic	5,0%	84,5%	0,02
2	Market Dundee	DD 1 2EG	*Other Small Retail Groups	Classic	0,0%	0,0%	0,02
3	Rewind	DD 1 2EG	Independent Free	Restaurant	0,0%	0,0%	0,02
4	Bertie Mooneys	DD 1 2AB	Independent Free	Classic	20,8%	75,7%	0,05
5	Klozet	DD 1 2EH	Trust Inns Limited	Classic	4,7%	78,9%	0,06
6	Rancho Pancho	DD 1 3EJ	Kingdom Taverns	Restaurant	4,0%	43,8%	0,06
7	Italian	DD 1 3EJ	Independent Free	Restaurant	0,0%	0,0%	0,06
8	Manchurian Chinese Restaurant	DD 1 3DY	Independent Free	Restaurant	2,7%	49,1%	0,07
9	Arctic Bar	DD 1 1SB	Bett Inns	Family Pub Dining	0,0%	0,0%	0,08
10	Vandal	DD 1 3DL	Independent Free	Restaurant	0,0%	0,0%	0,08
11	Mexican Grill	DD 1 3AA	Independent Free	Restaurant	2,6%	53,2%	0,08
12	Barrelman	DD 1 2AJ	Star Pubs & Bars	Mainstream	14,3%	55,3%	0,08
13	Rama	DD 1 3DR	Independent Free	Restaurant	6,2%	51,0%	0,11
14	White Goose	DD 1 3DR	Independent Free	Restaurant	0,0%	0,0%	0,11
15	Express By Holiday Inn	DD 1 3DR	Atlas Hotels	Great Pub Great Food	0,0%	0,0%	0,11
16	Wine Press	DD 1 3DP	Independent Free	Premium	10,2%	66,9%	0,11
17	Caws Bar	DD 1 2BE	Bett Inns	Mainstream	1,6%	89,3%	0,11
18	Pancake Place Fruit Veg	DD 1 1RH	Independent Free	Restaurant	14,3%	68,6%	0,12
19	Old Bank Bar	DD 1 1RH	Greene King	Mainstream	0,0%	0,0%	0,12
20	Caird Hall	DD 1 3BB	Independent Free	Mainstream	2,1%	52,9%	0,12

Distance: < 0.25 mile

0.5-0.75 mile

1+ mile

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

CGA Summary - Tickety Boos

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5.687	23.307	155.912
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Restaurant	21	1.244	21,9%	95
Super Premium	0	172	3,0%	77

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	31	2.503	10,7%	137
Family Pub Dining	3	2.461	10,6%	116
Great Pub Great Food	6	3.038	13,0%	78
Leisure	19	2.138	9,2%	91
Mainstream	37	3.943	16,9%	121
Premium	9	3.282	14,1%	98
Restaurant	33	5.065	21,7%	94
Super Premium	0	701	3,0%	76

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	59	13.902	8,9%	114
Family Pub Dining	12	15.756	10,1%	111
Great Pub Great Food	12	24.600	15,8%	94
Leisure	64	15.551	10,0%	99
Mainstream	63	24.344	15,6%	112
Premium	30	21.513	13,8%	96
Restaurant	54	33.606	21,6%	94
Super Premium	0	4.936	3,2%	81

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
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.
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
	Index value is >= 105 and < 120
Around GB Average	Index value is >= 95 and < 105
	Index value is >= 80 and < 95
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.	
Consumer Insight	Young 18-34 year olds Wanting to look good in the group "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."
	Midlife 'Parents' 35-54 year olds Children under 12 at home "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"
	Midlife 'Carefree' 35-54 year olds No children under 12 at home "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."
Product needs	Mature 55+ year olds "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
Product needs	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
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: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium	
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.	
Mobile Data - Audience Classification	
Resident: Lives in the area. Worker: Works in the area but doesn't live there. Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. Tourist: Doesn't live or work there, comes from 25km+ away.	
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 an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.	
	