

Catchment Summary - Ship Inn Flamborough

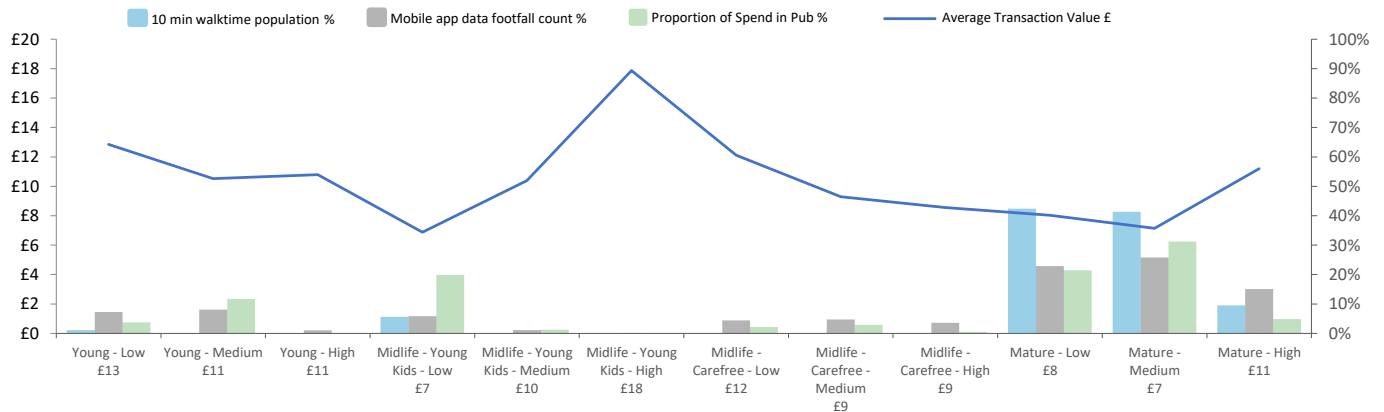


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Ship To	Name	Postcode	Operator	Segment	Sparsity
626659	Ship Inn Flamborough	YO15 1JS	Star Pubs & Bars	Premium Local	19



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Ship Inn Flamborough

	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**

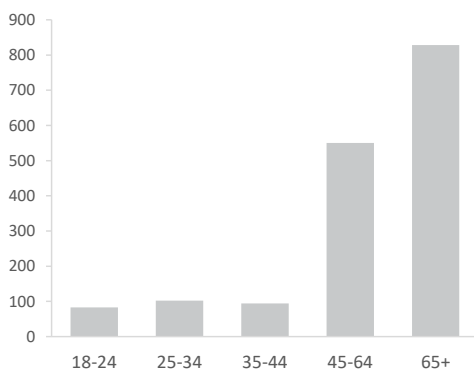
Population	1,828	1,828	42,408	34	10	10
Adults 18+	1,657	1,657	35,437	37	11	10
Competition Pubs	5	5	65	28	14	16
Adults 18+ per Competition Pub	331	331	545	39	39	63
% Adults Likely to Drink	80.8%	80.8%	78.2%	106	106	103

Population & Adults 18+ index is based on all pubs

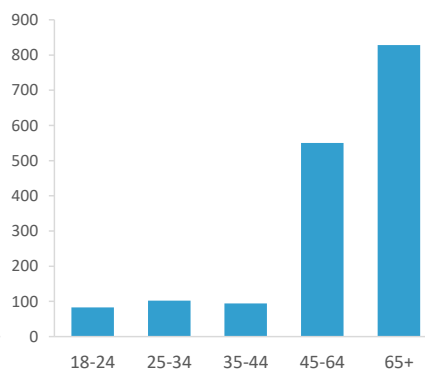
Affluence	Low	49.1%	49.1%	50.5%	148	148	152
	Medium	41.3%	41.3%	40.1%	108	108	105
	High	9.5%	9.5%	7.1%	35	35	26

*Affluence does not include Not Private Households

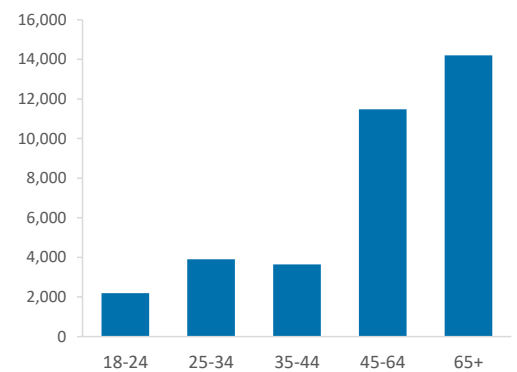
Age Profile	18-24	83	83	2,199	56	56	64
	25-34	102	102	3,910	42	42	69
	35-44	94	94	3,641	39	39	65
	45-64	550	550	11,483	117	117	105
	65+	828	828	14,204	236	236	174



■ 10 min WT*



■ 20 min WT*



■ 20 min DT**

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	883 (48%)	883 (48%)	20,508 (48%)	99	99	99
	Female	945 (52%)	945 (52%)	21,900 (52%)	101	101	101

Economic Status (16+)	Employed: Full-time	309 (18%)	309 (18%)	7,956 (22%)	53	53	64
	Employed: Part-time	172 (10%)	172 (10%)	4,110 (11%)	86	86	95
	Self employed	145 (9%)	145 (9%)	2,977 (8%)	94	94	89
	Unemployed	15 (1%)	15 (1%)	913 (3%)	32	32	91
	Full-time student	10 (1%)	10 (1%)	382 (1%)	25	25	44
	Retired	867 (52%)	867 (52%)	14,055 (39%)	236	236	177
	Other	162 (10%)	162 (10%)	5,849 (16%)	55	55	93

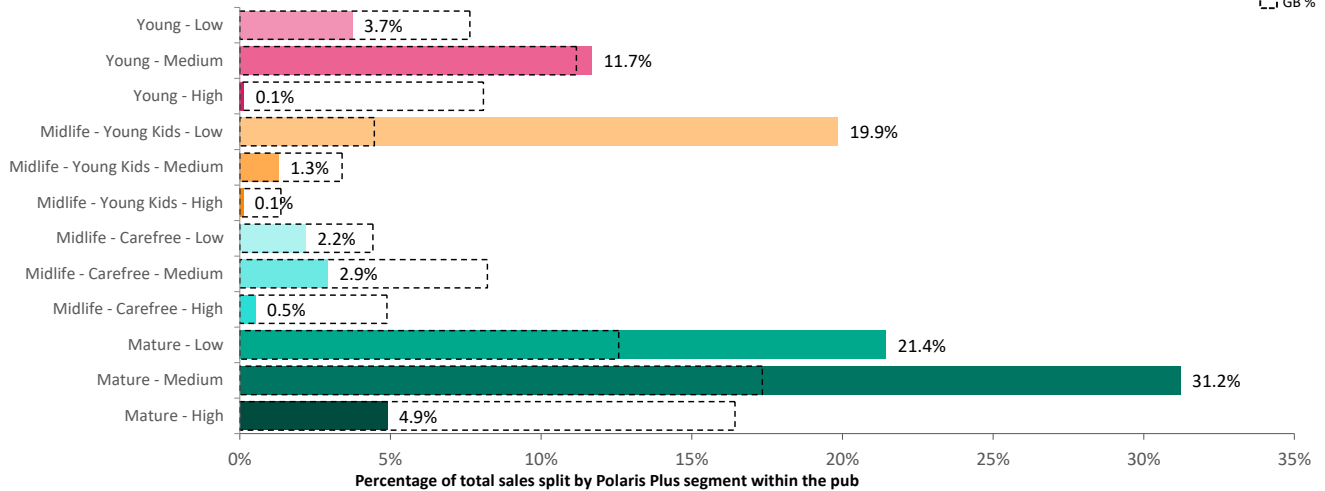
Total Worker Count	330	330	18,111
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See the Glossary page for further information on the above variables

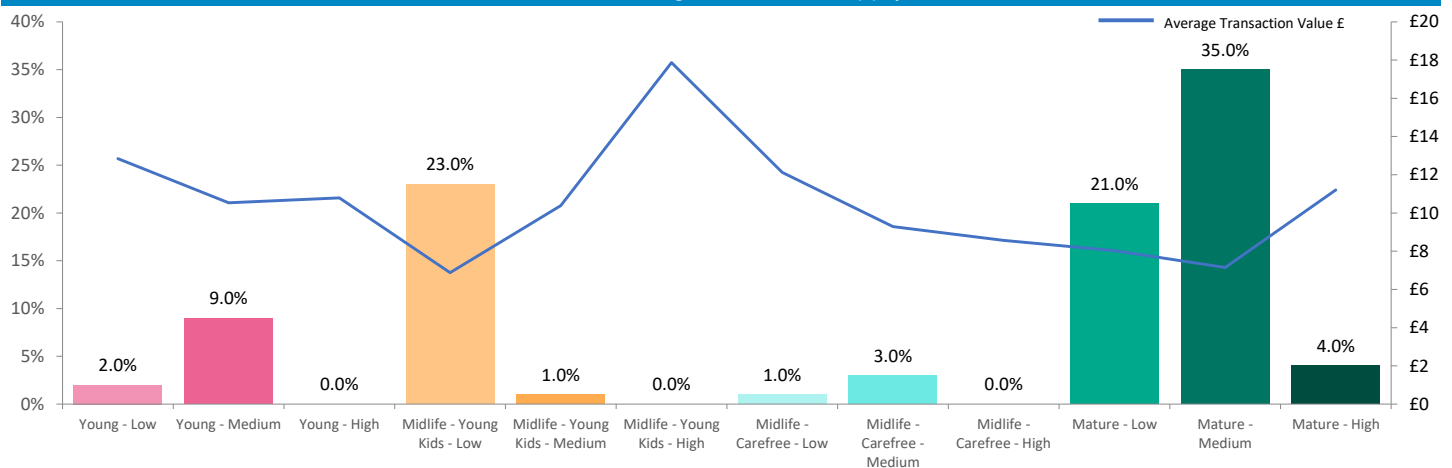
Transactional Data Summary - Ship Inn Flamborough

Spend by Polaris Plus

GB %

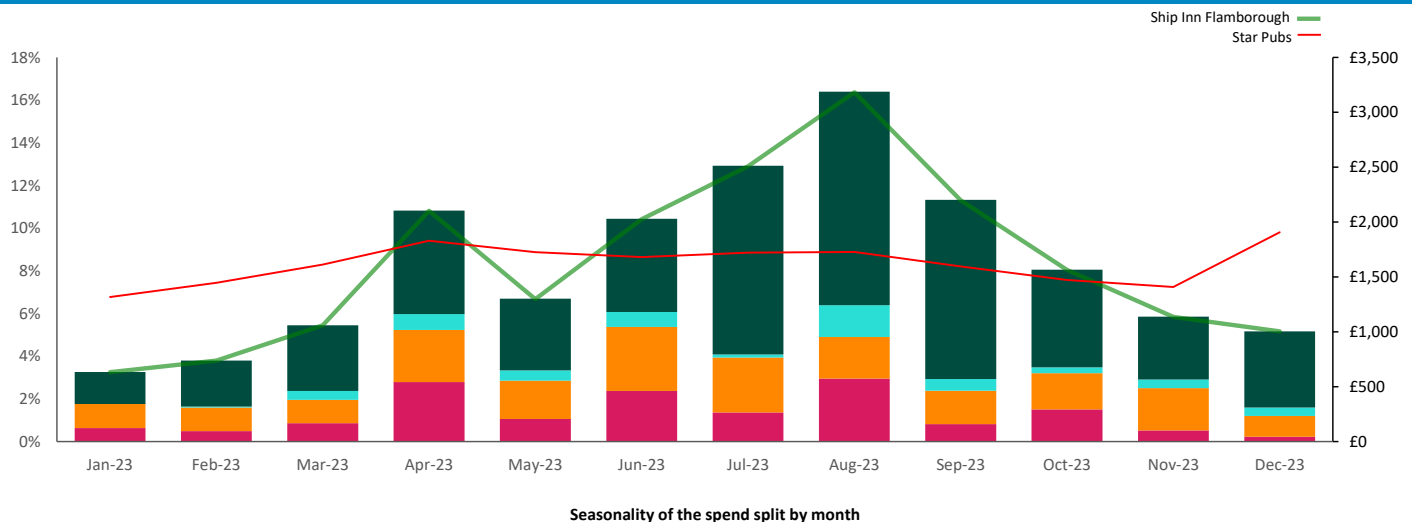


% of Transactions and Average Transaction Values (£) by Polaris Plus



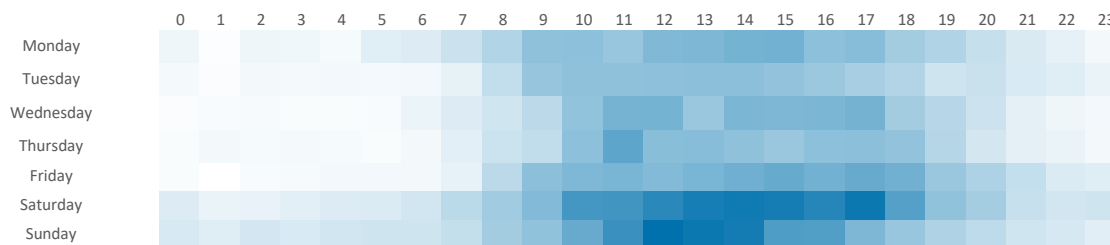
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



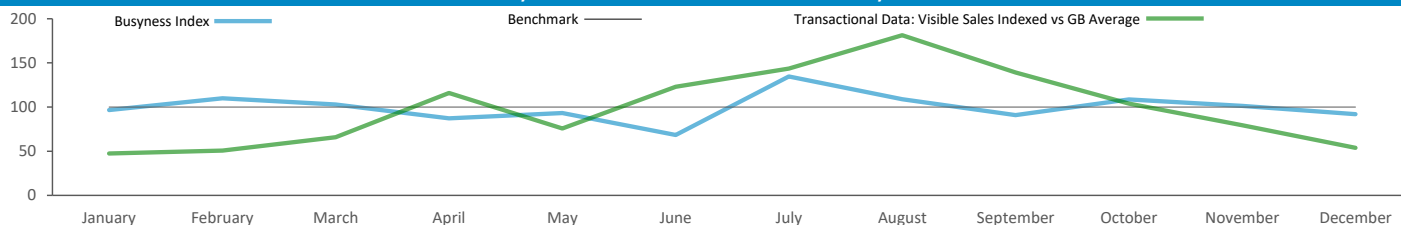
Mobile Data Summary - Ship Inn Flamborough

Time of Day/Day of Week



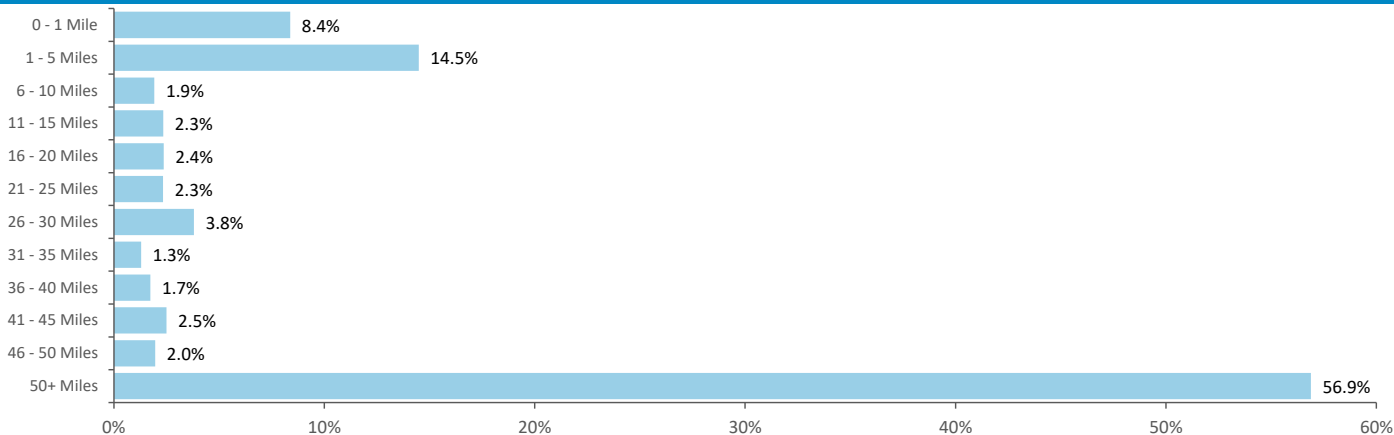
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

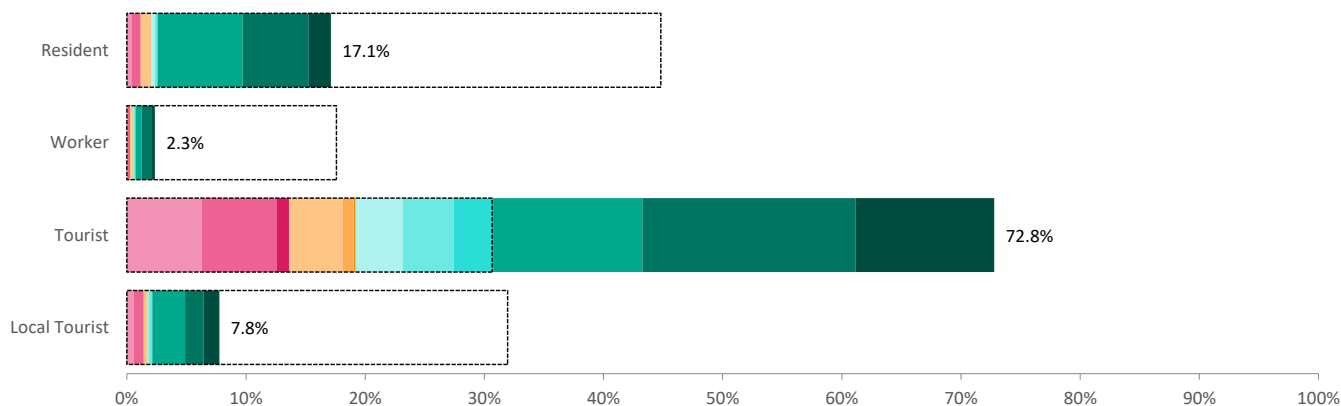
Distance from Home



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



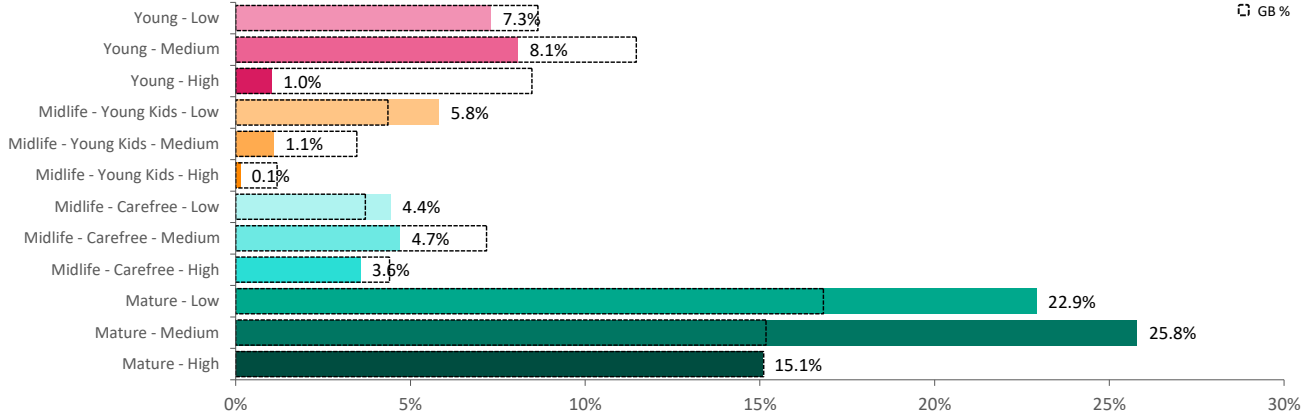
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Ship Inn Flamborough



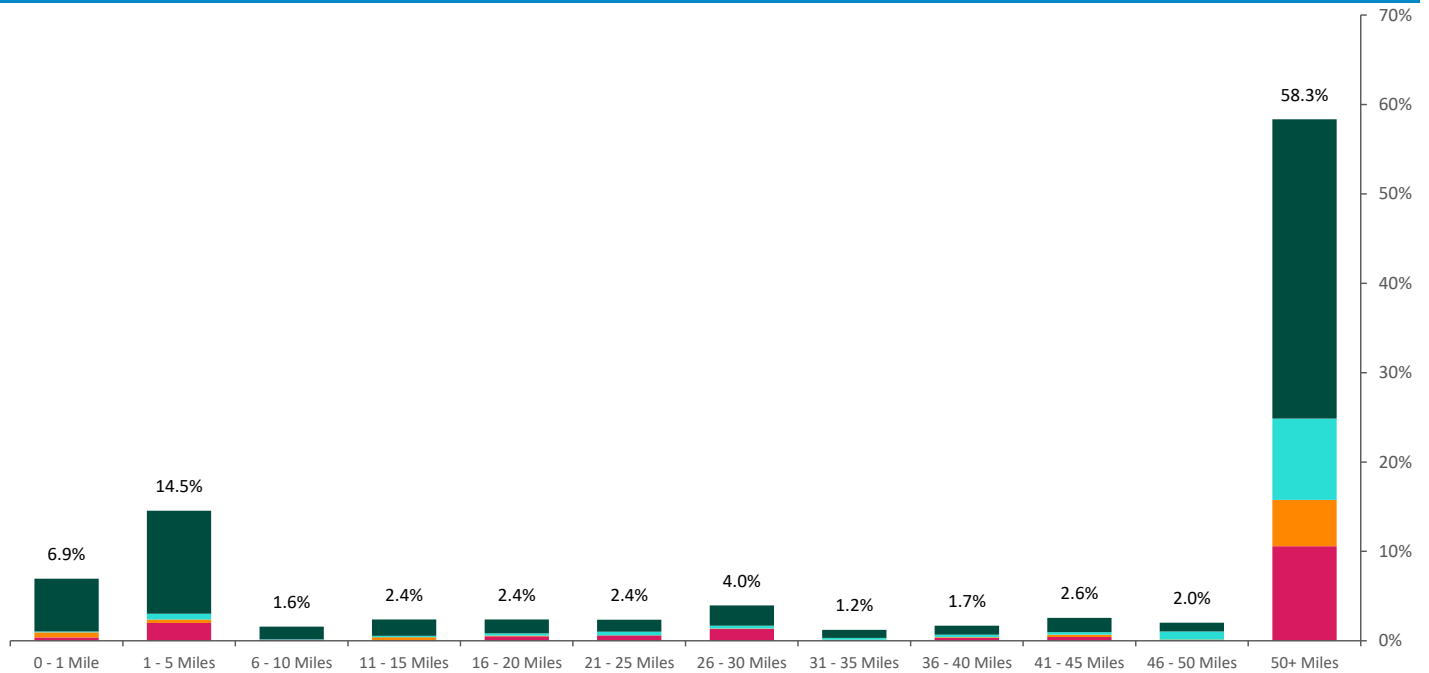
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Polaris Plus Profile



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



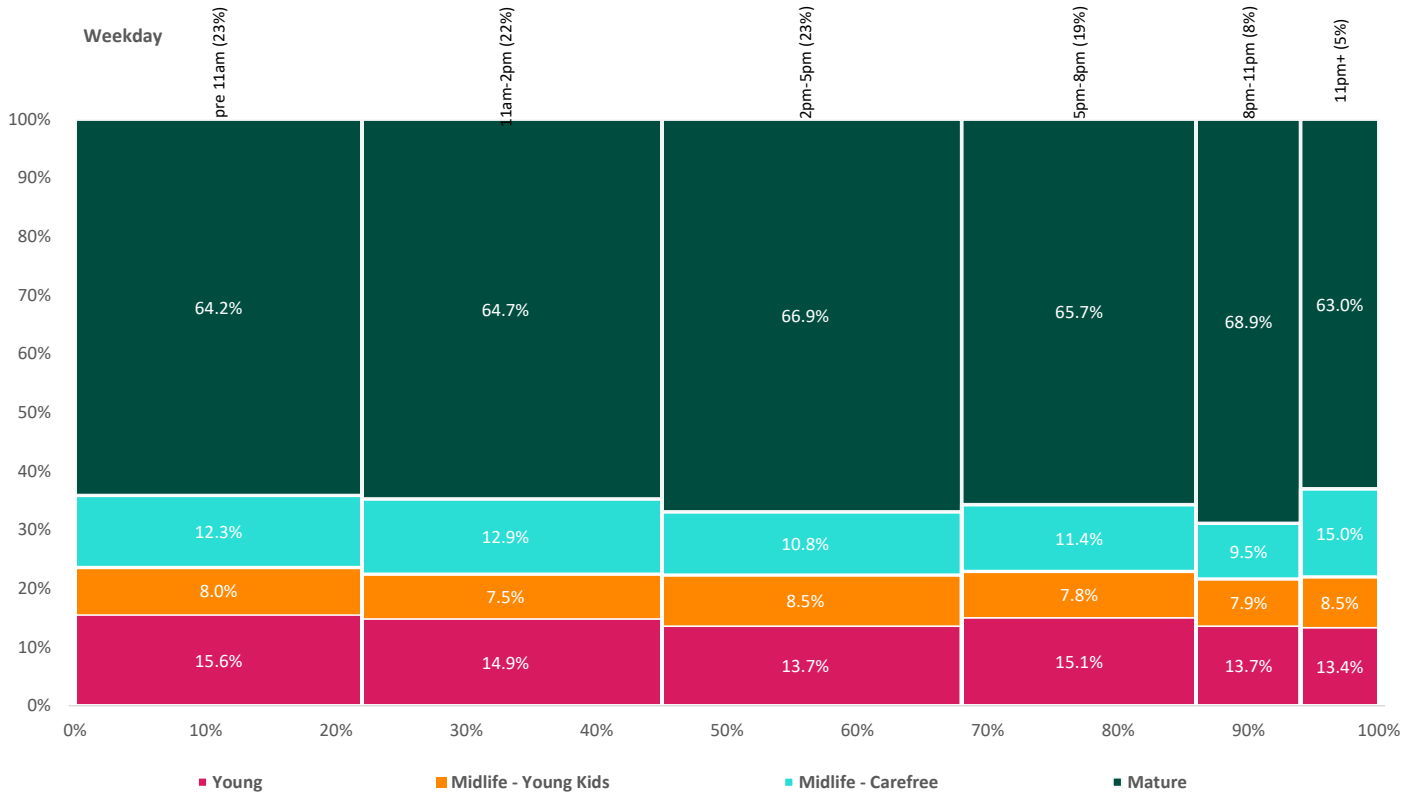
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Mobile Data Summary - Ship Inn Flamborough

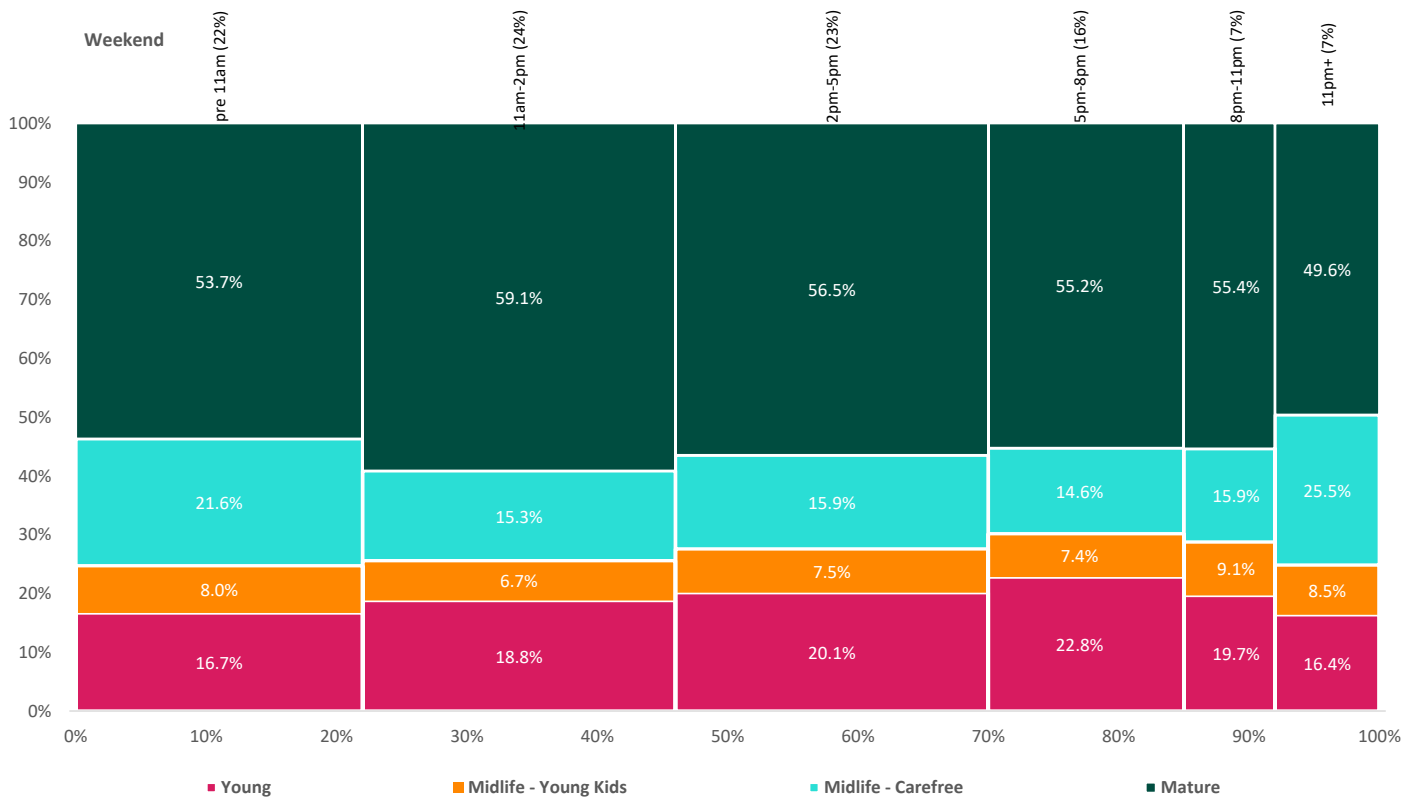


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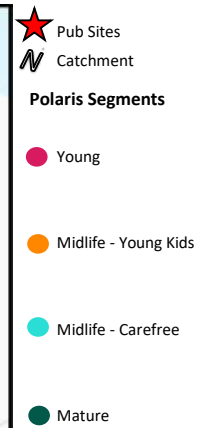
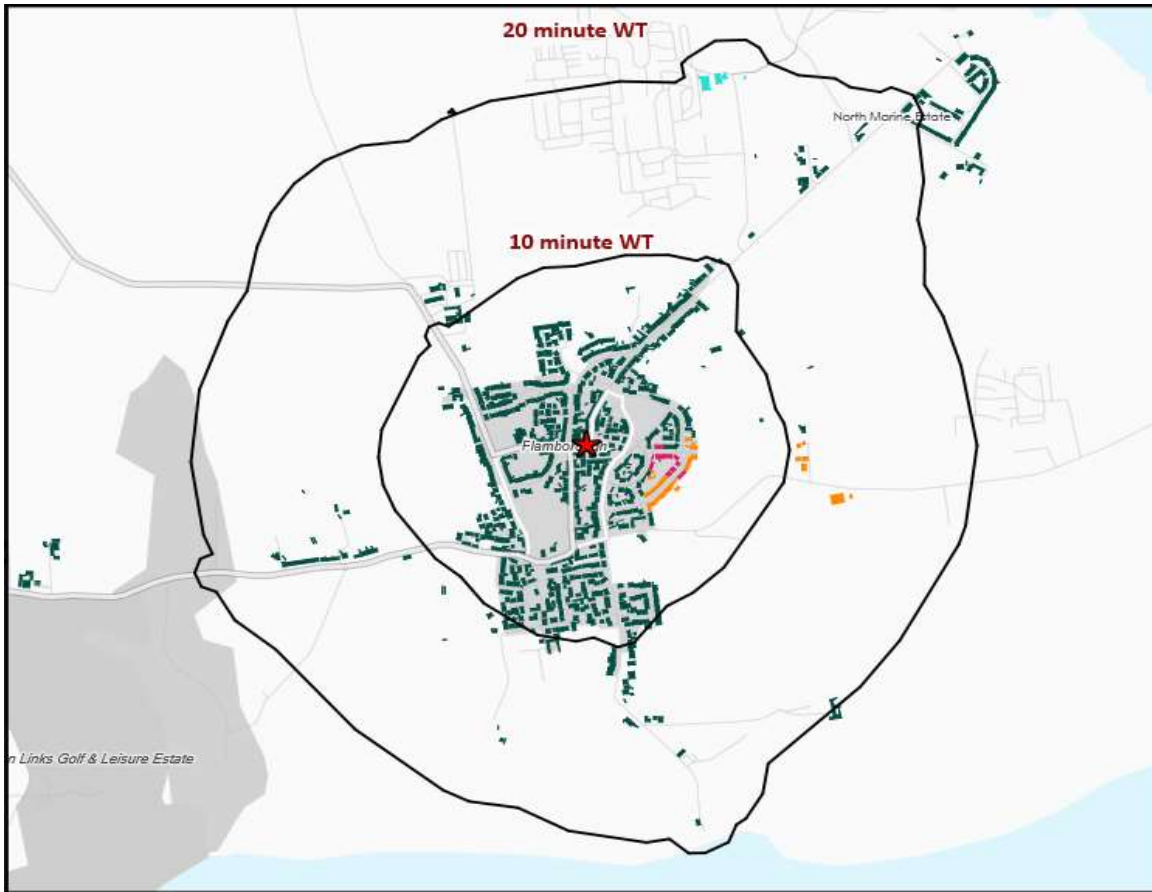
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Ship Inn Flamborough

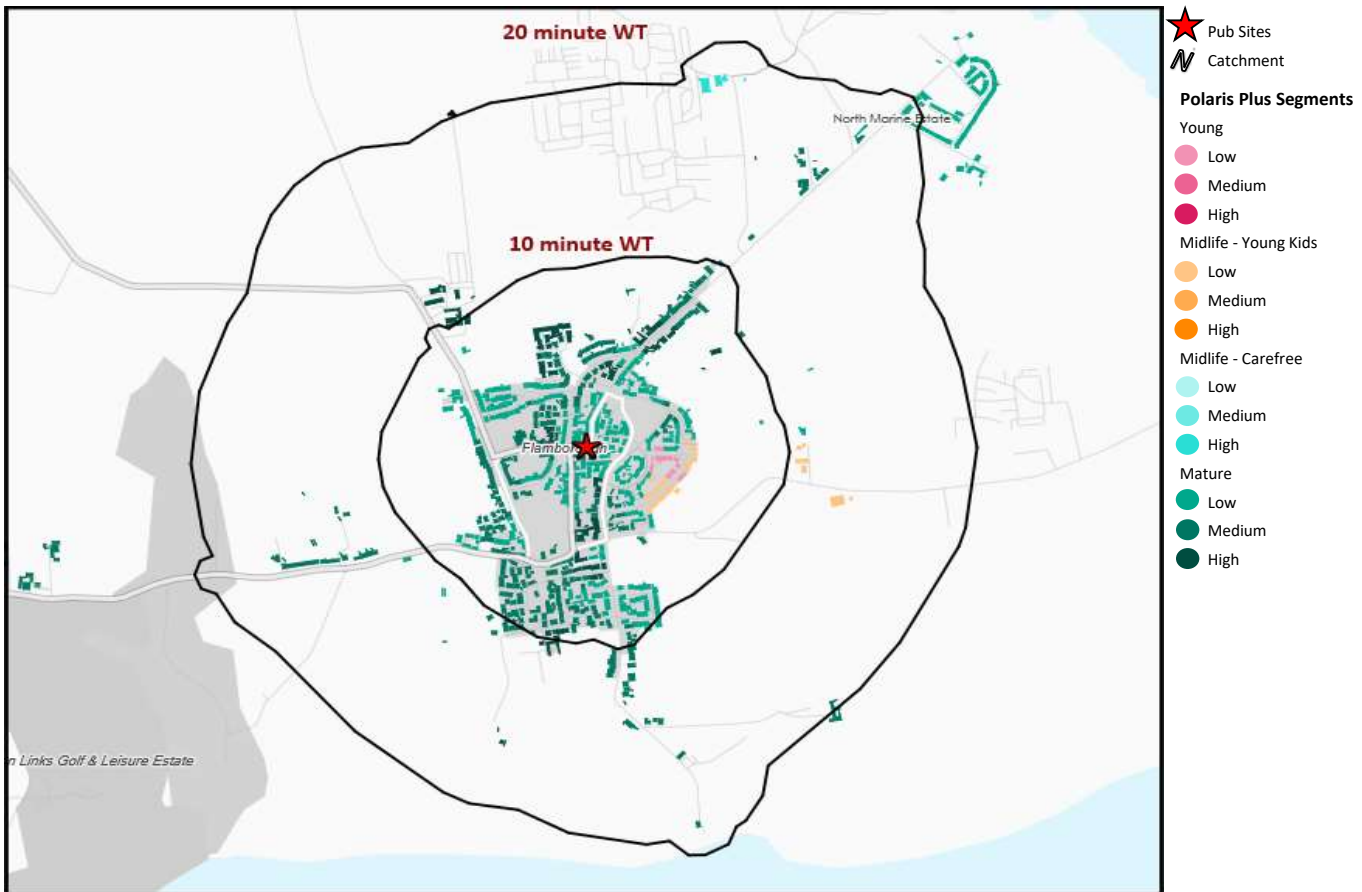


Polaris Profile by Catchment

*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	18	18	6,908	4	4	71
Midlife - Young Kids	93	93	1,678	51	51	43
Midlife - Carefree	0	0	1,520	0	0	27
Mature	1,546	1,546	24,500	210	210	156
Not Private Households	0	0	831	0	0	179
Total	1,657	1,657	35,437			

Polaris Plus Summary - Ship Inn Flamborough

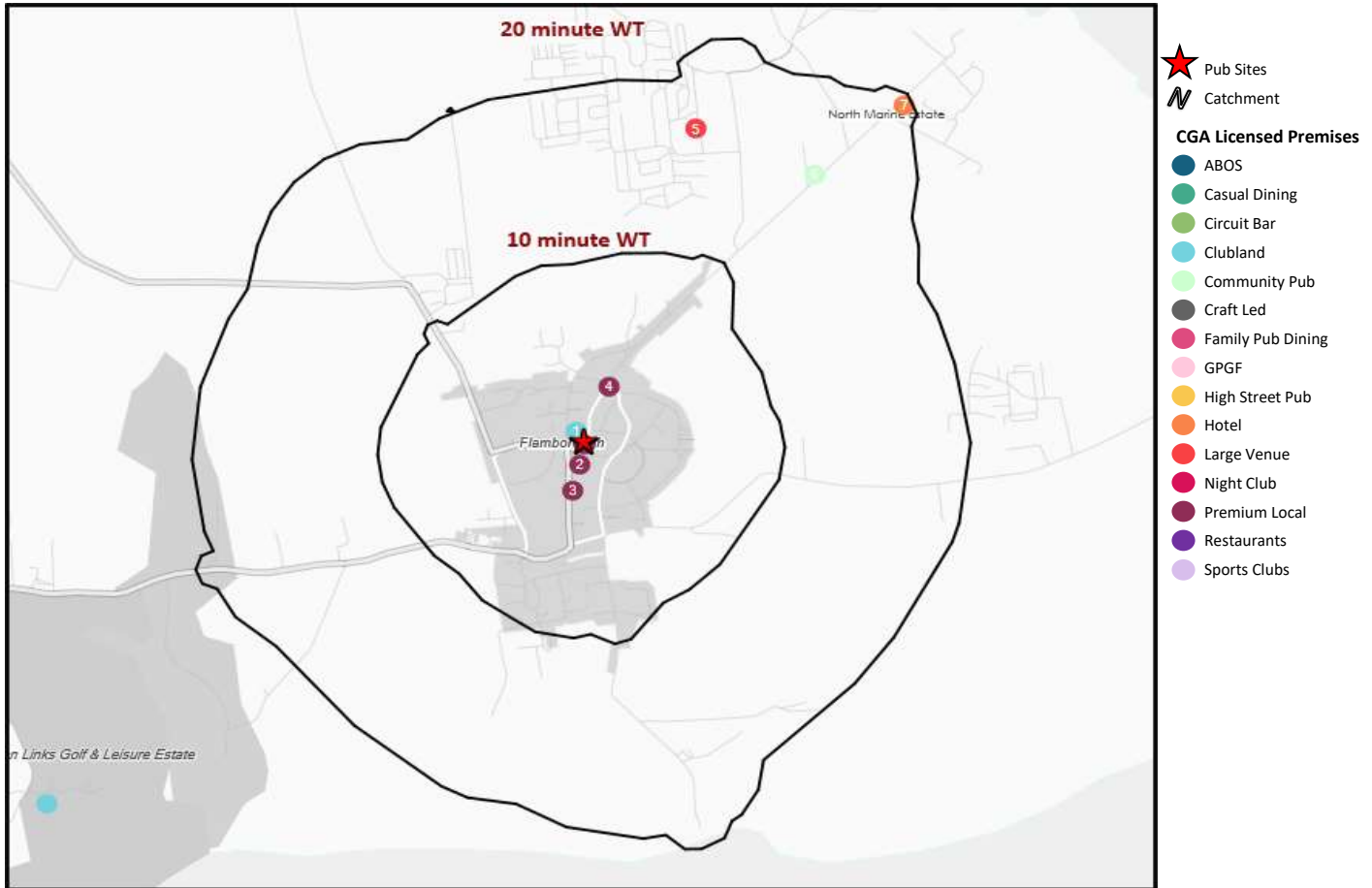


Polaris Plus Profile by Catchment

*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	18	18	2,488	11	11	72
Medium	0	0	4,414	0	0	113
High	0	0	6	0	0	0
Midlife - Young Kids						
Low	93	93	1,610	102	102	83
Medium	0	0	68	0	0	4
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	1,058	0	0	71
Medium	0	0	420	0	0	17
High	0	0	42	0	0	3
Mature						
Low	703	703	12,724	309	309	261
Medium	685	685	9,324	264	264	168
High	158	158	2,452	64	64	46
Not Private Households	0	0	831	0	0	179
Total	1,657	1,657	35,437			

CGA Summary - Ship Inn Flamborough



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Ship Inn	YO15 1JS	Star Pubs & Bars	Premium Local	0.0
1	Victoria Club	YO15 1LH	Independent Free	Clubland	0.0
2	Royal Dog & Duck	YO15 1NB	Star Pubs & Bars	Premium Local	0.0
3	Seabirds Inn	YO15 1PD	Independent Free	Premium Local	0.1
4	Rose & Crown	YO15 1JY	Independent Free	Premium Local	0.1
5	Thornwick Bay Holiday Village	YO15 1AU	Bourne Leisure	Large Venue	0.7
6	Viking Hotel	YO15 1BA	Independent Free	Community Pub	0.7
7	North Star Hotel	YO15 1BL	Independent Free	Hotel	1.0
8	Thornwick Bay Cafe	YO15 1BD	Independent Free	Restaurants	1.2

Per Pub Analysis - Ship Inn Flamborough



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,657	1,657	35,437
Number of Competition Pubs	5	5	65
Adults 18+ per Competition Pub	331	331	545

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	13	0.8%	10
Circuit Bar	0	54	3.2%	80
Community Pub	0	603	36.4%	190
Craft Led	0	1	0.1%	2
Great Pub Great Food	0	201	12.1%	69
High Street Pub	0	522	31.5%	171
Premium Local	4	263	15.9%	96

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	13	0.8%	10
Circuit Bar	0	54	3.2%	80
Community Pub	0	603	36.4%	190
Craft Led	0	1	0.1%	2
Great Pub Great Food	0	201	12.1%	69
High Street Pub	0	522	31.5%	171
Premium Local	4	263	15.9%	96

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1,156	3.3%	40
Circuit Bar	6	1,750	4.9%	122
Community Pub	10	11,055	31.2%	163
Craft Led	0	770	2.2%	63
Great Pub Great Food	1	3,612	10.2%	58
High Street Pub	11	9,948	28.1%	152
Premium Local	12	4,838	13.7%	83

Glossary

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</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</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</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</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	<p>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</p> <p>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
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><p>18-34 year olds Wanting to look good in the group</p></td><td><p>35-54 year olds Children under 12 at home</p></td><td><p>35-54 year olds No children under 12 at home</p></td><td><p>55+ year olds</p></td></tr><tr><td><p>"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."</p></td><td><p>"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"</p></td><td><p>"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."</p></td><td><p>"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"</p></td></tr><tr><td><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	<p>18-34 year olds Wanting to look good in the group</p>	<p>35-54 year olds Children under 12 at home</p>	<p>35-54 year olds No children under 12 at home</p>	<p>55+ year olds</p>	<p>"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."</p>	<p>"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"</p>	<p>"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."</p>	<p>"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"</p>	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																								
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Consumer Insight																																									
Product needs																																									
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.																																									
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="3">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="5">Rural</td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Metropolitan			Large Urban								Small Urban				Rural				
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