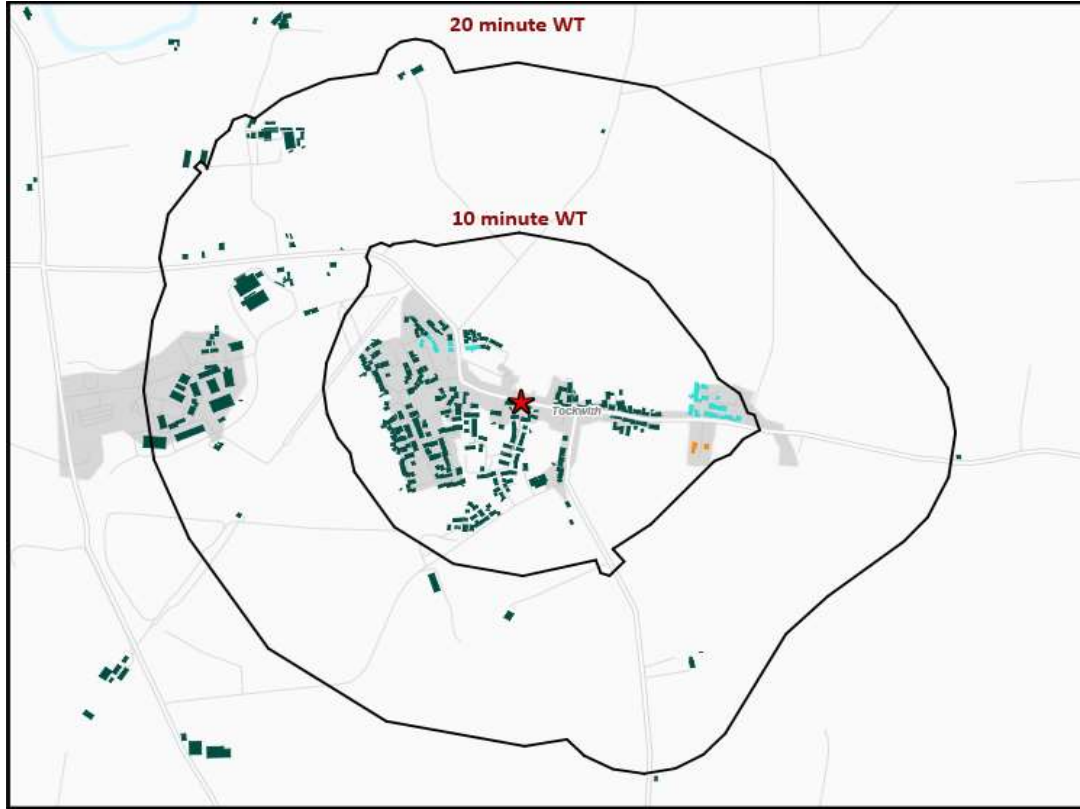


## Catchment Summary - Spotted Ox Tockwith



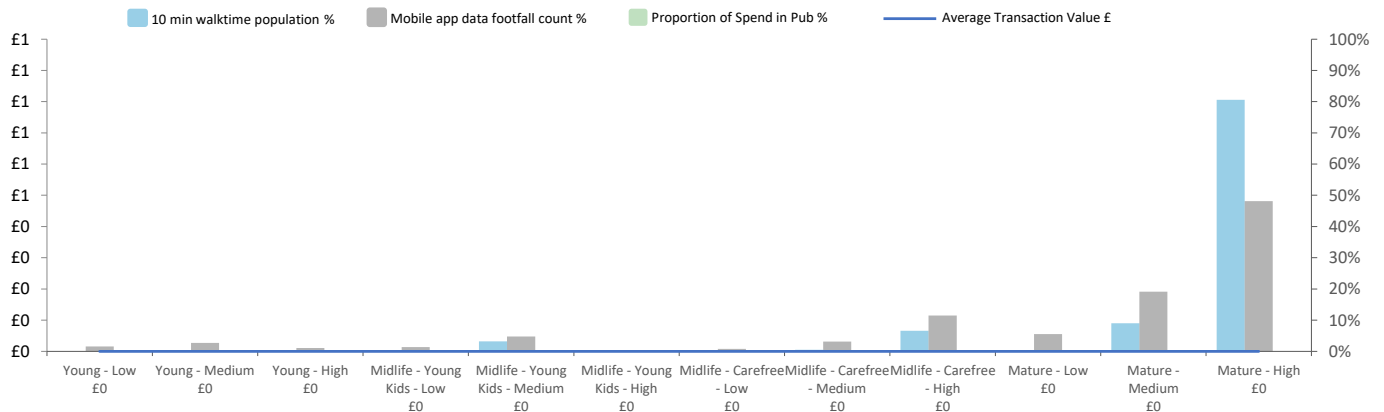
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626811	Spotted Ox Tockwith	YO26 7PY	Star Pubs & Bars	Premium Local	19



- ★ Pub Sites
- 📍 Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

### Polaris Plus Profile



See the Glossary page for further information on the above variables

# Catchment Summary - Spotted Ox Tockwith

	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**

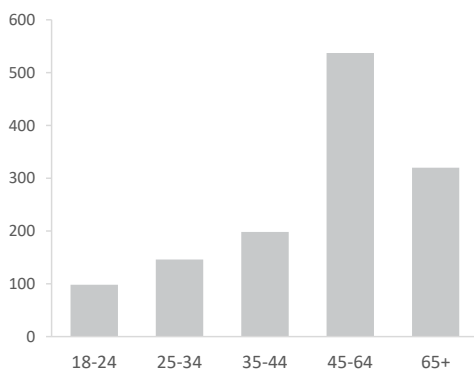
Population	1,633	1,633	93,957	30	9	21
Adults 18+	1,299	1,299	75,637	29	9	22
Competition Pubs	1	1	93	6	3	22
Adults 18+ per Competition Pub	1,299	1,299	813	151	151	95
% Adults Likely to Drink	83.0%	83.0%	80.9%	109	109	106

Population & Adults 18+ index is based on all pubs

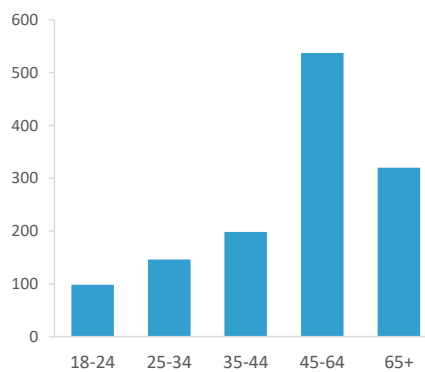
Affluence	Low	0.0%	0.0%	14.8%	0	0	45
	Medium	12.8%	12.8%	35.2%	34	34	92
	High	87.2%	87.2%	47.6%	320	320	174

\*Affluence does not include Not Private Households

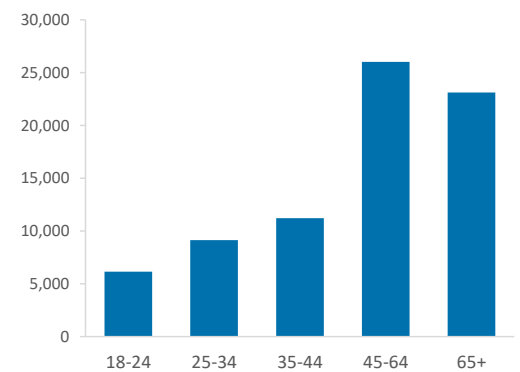
Age Profile	18-24	98	98	6,153	74	74	80
	25-34	146	146	9,127	67	67	73
	35-44	198	198	11,225	92	92	90
	45-64	537	537	26,015	128	128	108
	65+	320	320	23,117	102	102	128



■ 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	812 (50%)	812 (50%)	45,687 (49%)	102	102	99
	Female	821 (50%)	821 (50%)	48,270 (51%)	99	99	101

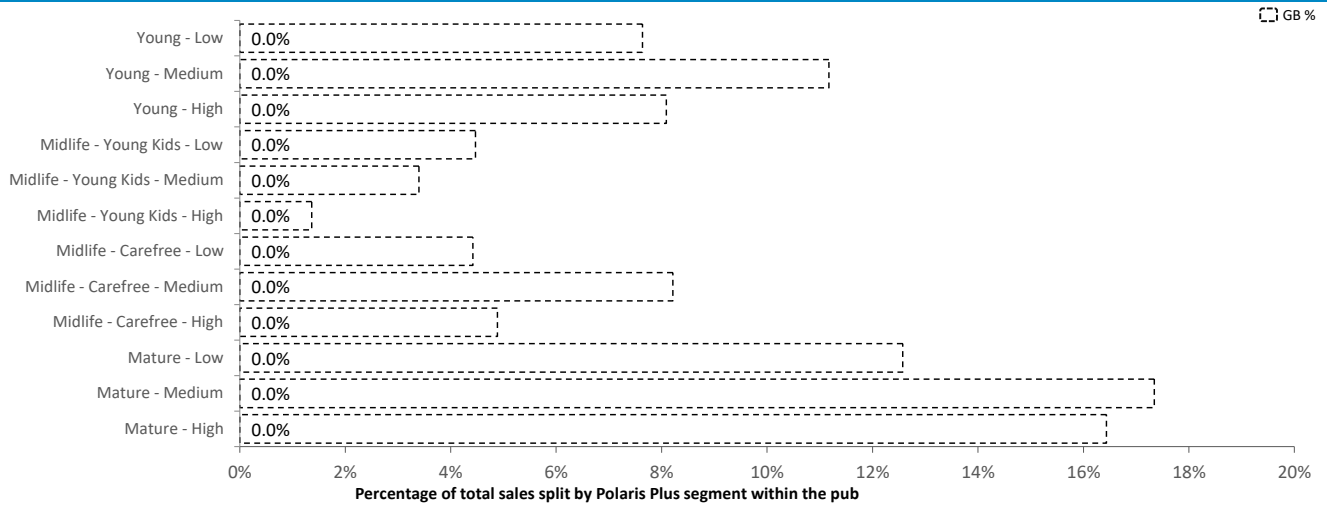
Economic Status (16+)	Employed: Full-time	537 (40%)	537 (40%)	25,939 (33%)	117	117	96
	Employed: Part-time	167 (13%)	167 (13%)	10,037 (13%)	105	105	108
	Self employed	141 (11%)	141 (11%)	7,796 (10%)	115	115	108
	Unemployed	8 (1%)	8 (1%)	1,183 (2%)	22	22	55
	Full-time student	21 (2%)	21 (2%)	1,196 (2%)	66	66	64
	Retired	321 (24%)	321 (24%)	22,090 (28%)	110	110	129
	Other	139 (10%)	139 (10%)	9,990 (13%)	60	60	73

Total Worker Count	1,990	1,990	52,411
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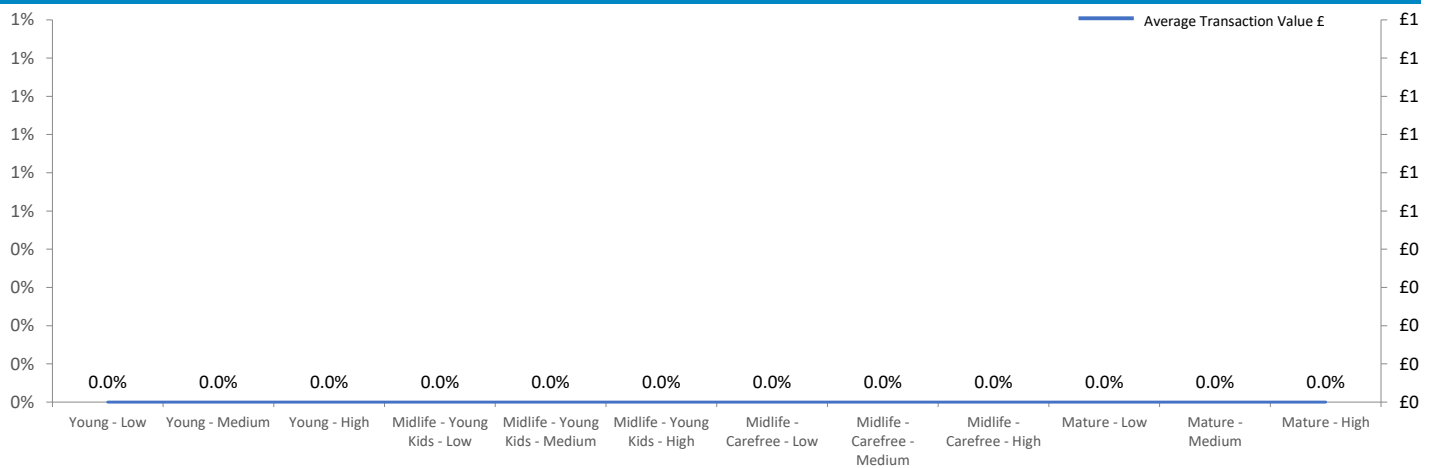
See the Glossary page for further information on the above variables

# Transactional Data Summary - Spotted Ox Tockwith

## Spend by Polaris Plus

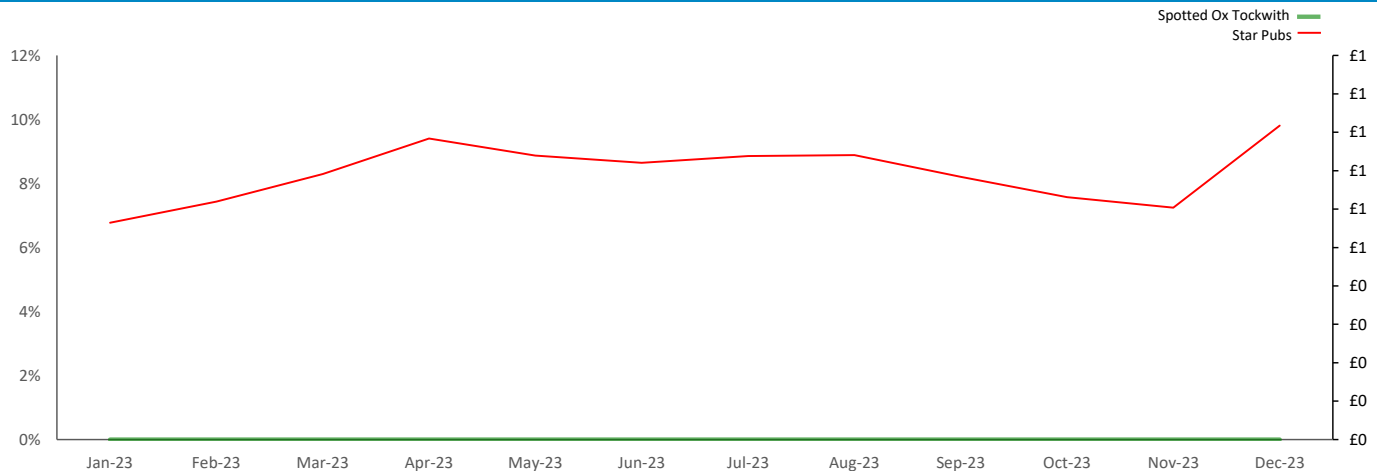


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris



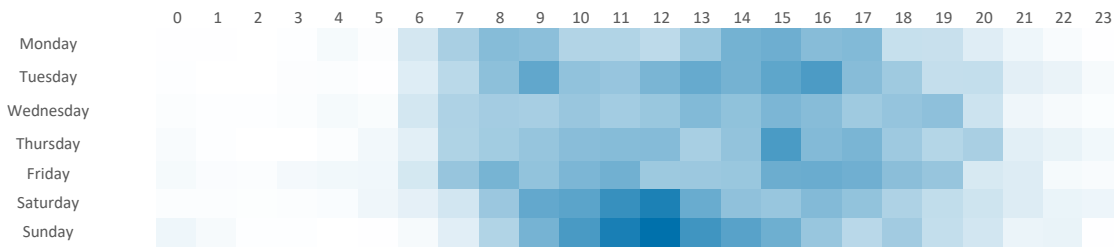
### Seasonality of the spend split by month

# Mobile Data Summary - Spotted Ox Tockwith



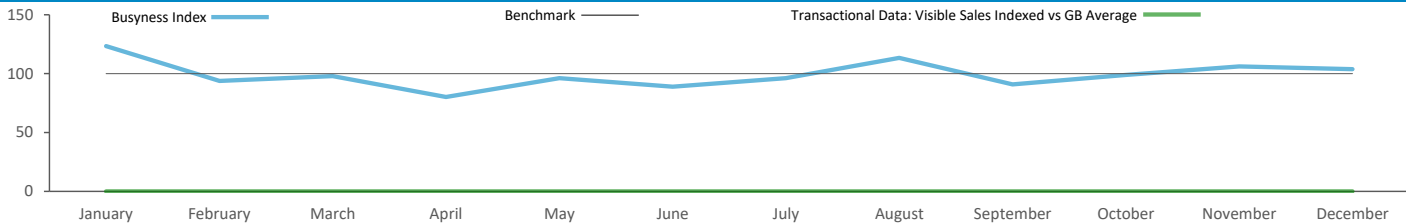
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## Time of Day/Day of Week



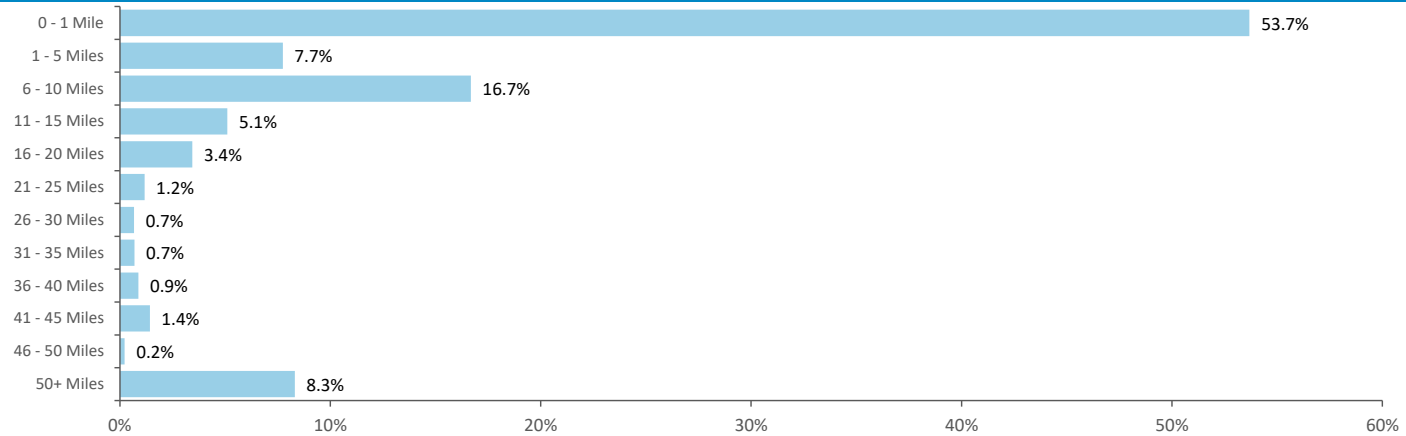
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

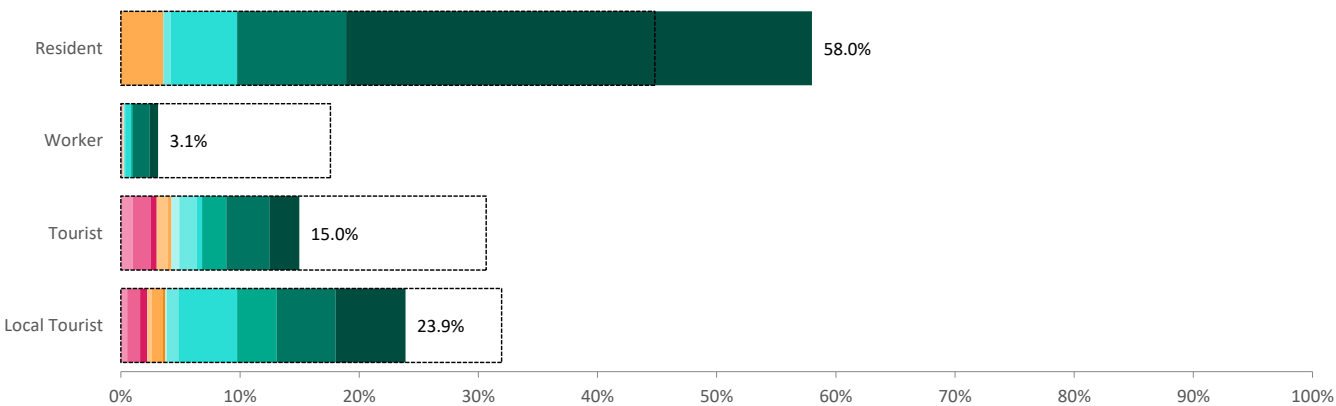
## Distance from Home



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



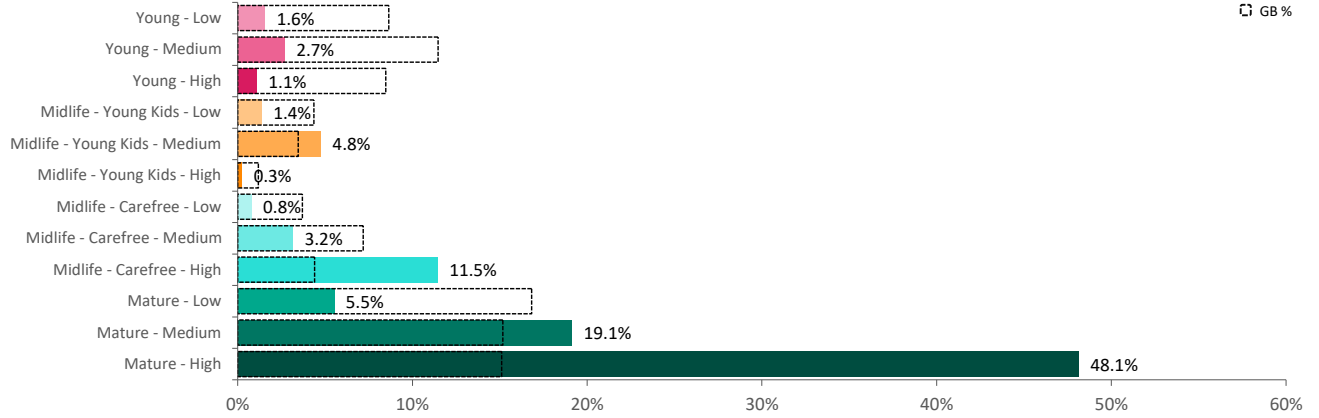
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Spotted Ox Tockwith



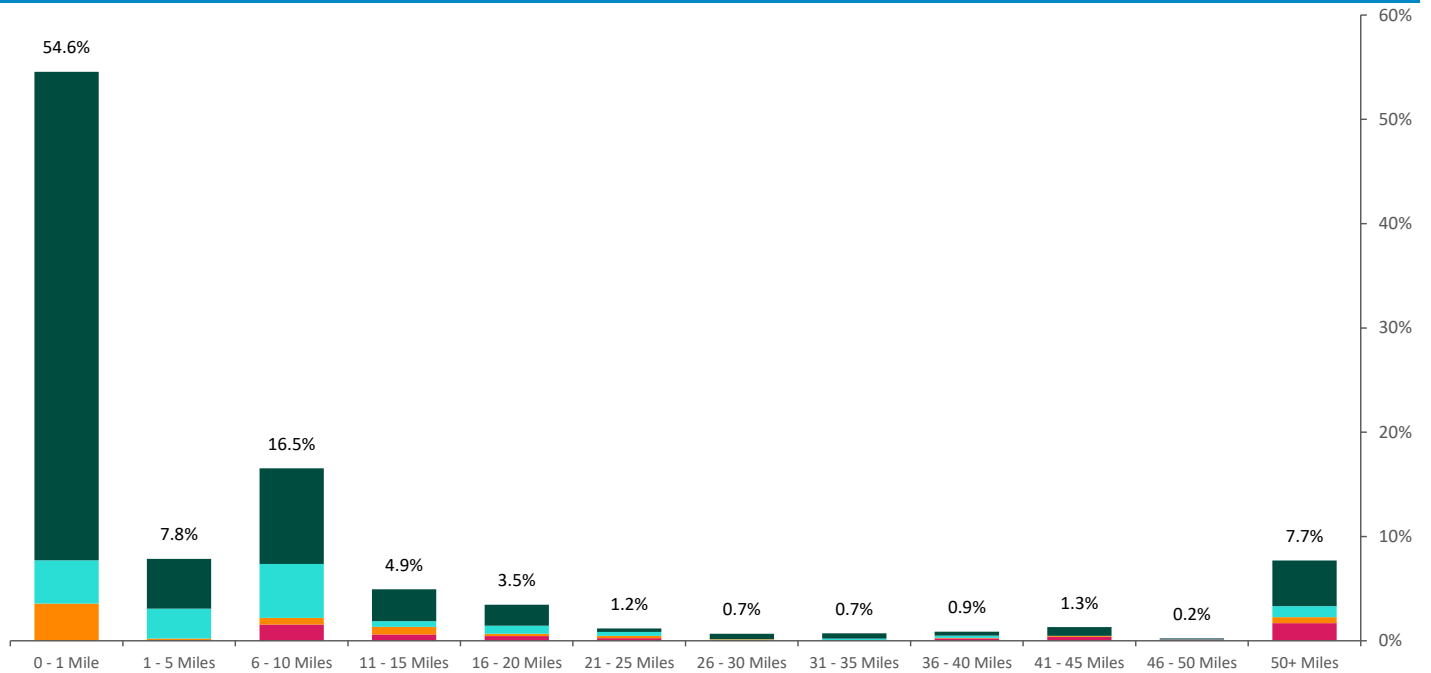
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## Polaris Plus Profile



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



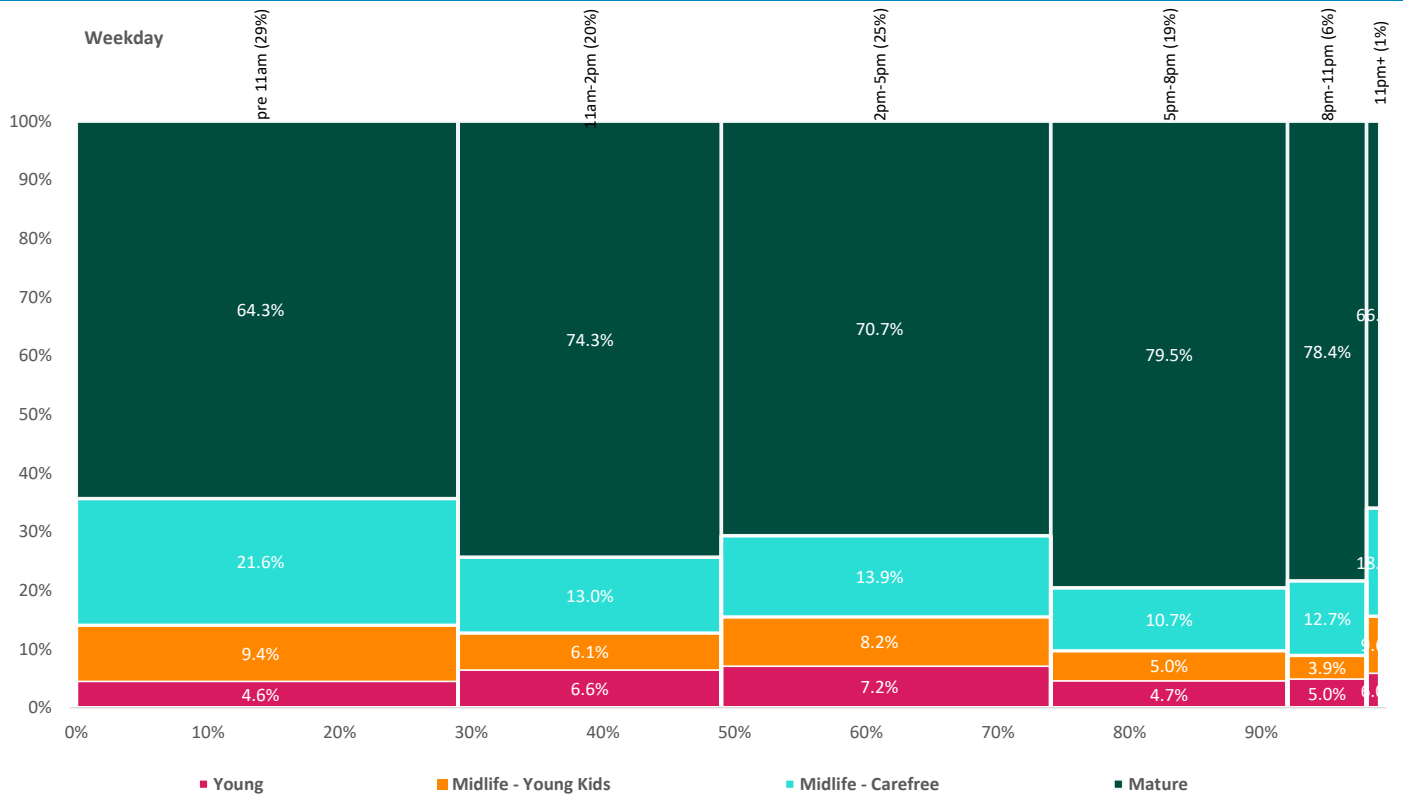
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Spotted Ox Tockwith

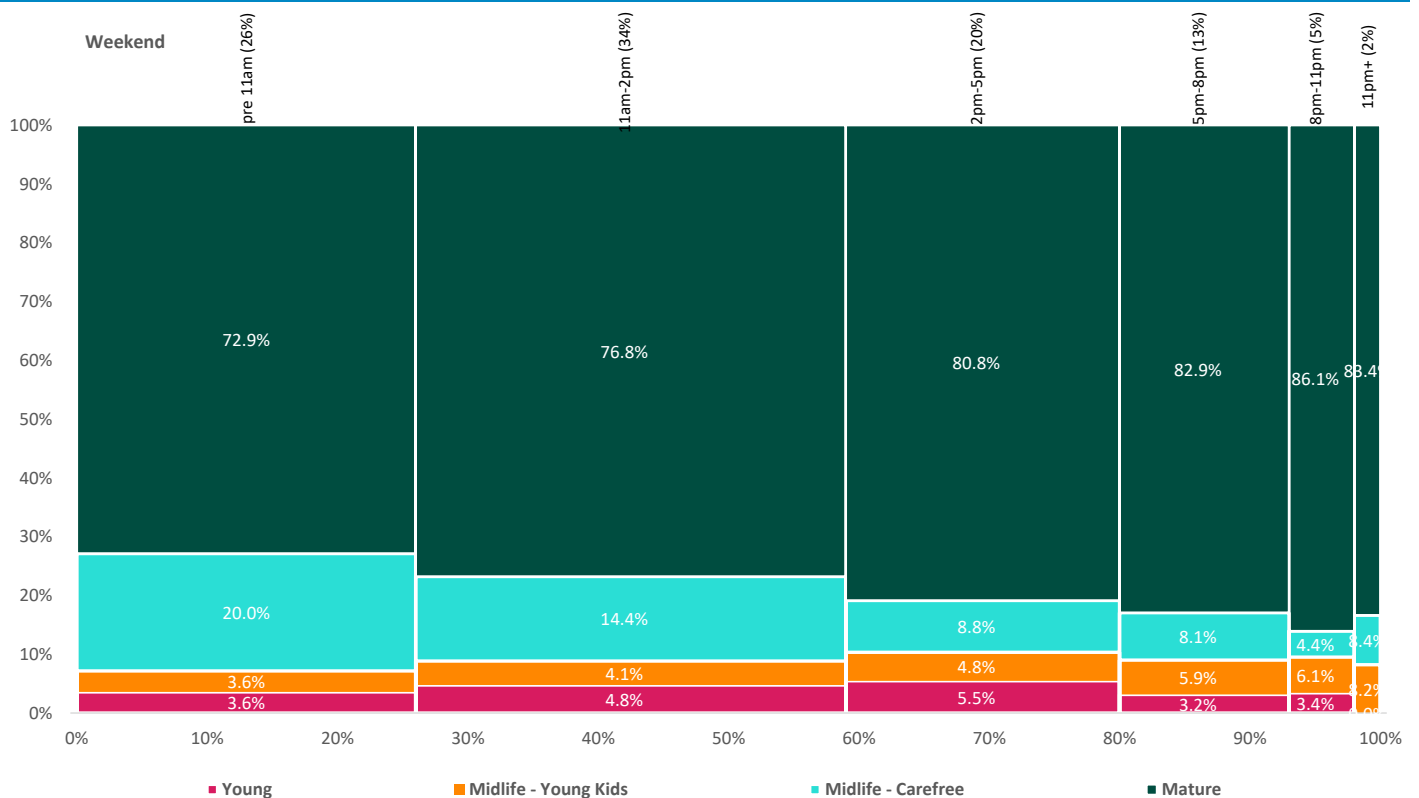


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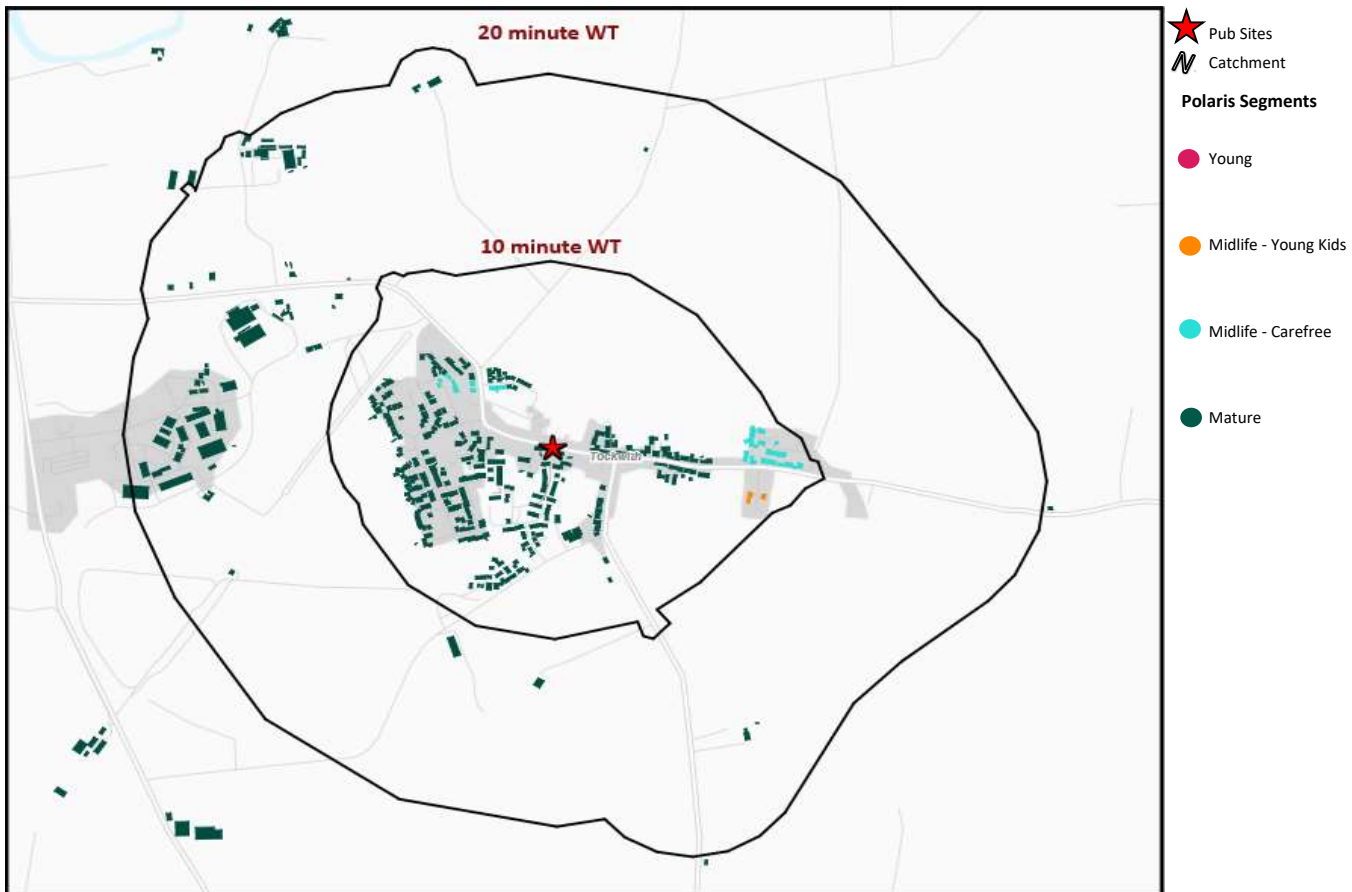
## Time of Day by Polaris: Weekday (Monday to Friday)



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



## Polaris Summary - Spotted Ox Tockwith

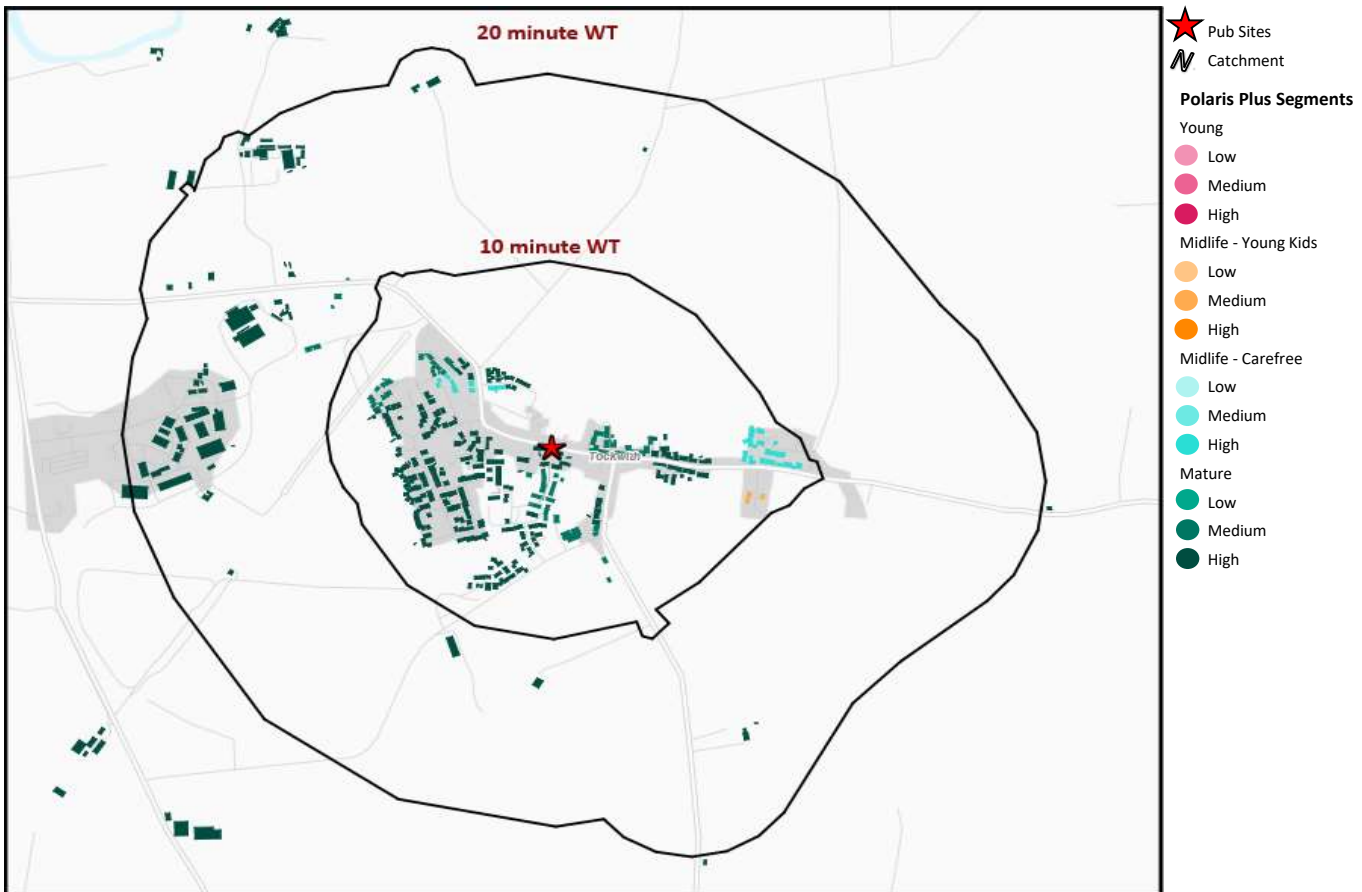


## Polaris Profile by Catchment

\*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	0	0	4,403	0	0	21
Midlife - Young Kids	42	42	3,691	30	30	45
Midlife - Carefree	93	93	16,052	45	45	134
Mature	1,164	1,164	49,640	202	202	148
<b>Not Private Households</b>	0	0	1,851	0	0	186
<b>Total</b>	1,299	1,299	75,637			

## Polaris Plus Summary - Spotted Ox Tockwith



## Polaris Plus Profile by Catchment

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

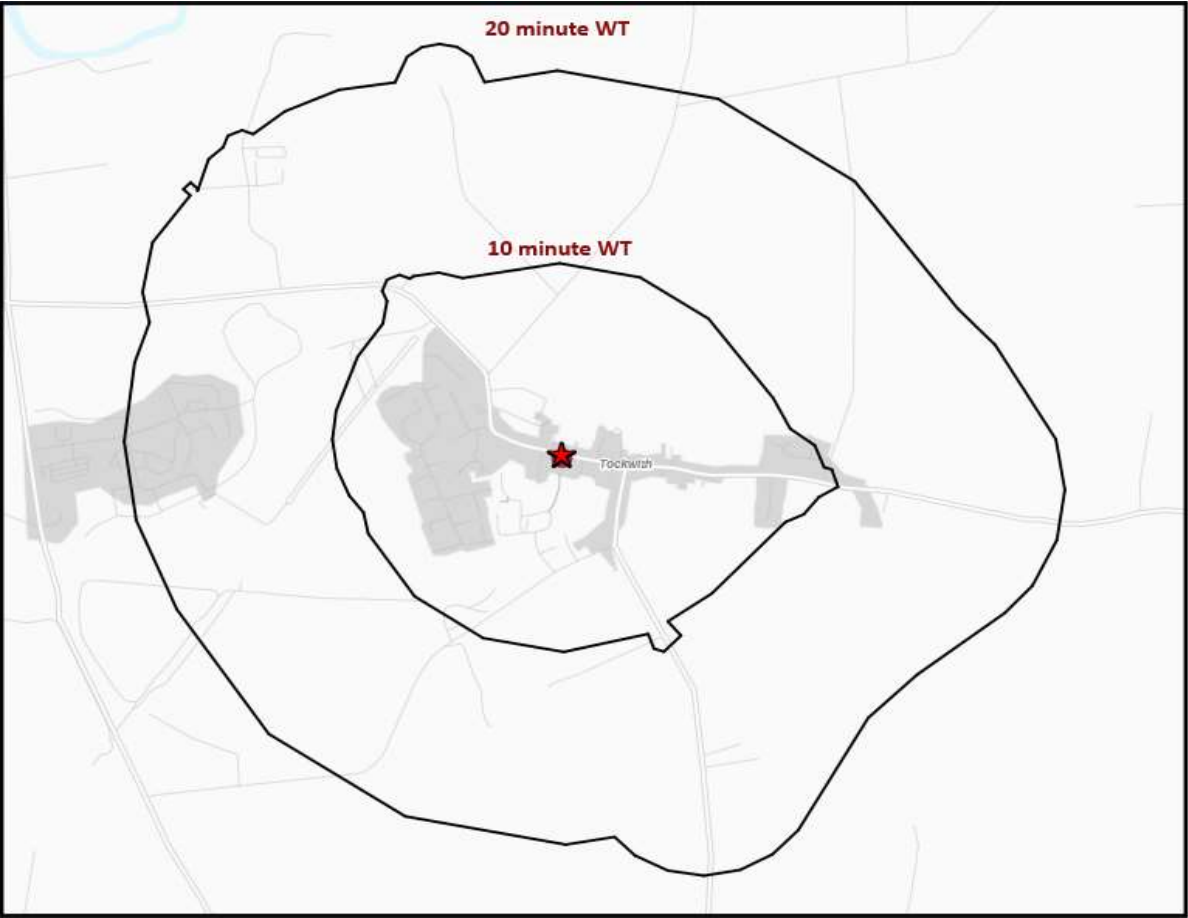
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
<b>Young</b>						
Low	0	0	732	0	0	10
Medium	0	0	2,418	0	0	29
High	0	0	1,253	0	0	25
<b>Midlife - Young Kids</b>						
Low	0	0	1,534	0	0	37
Medium	42	42	2,147	75	75	66
High	0	0	10	0	0	1
<b>Midlife - Carefree</b>						
Low	0	0	841	0	0	26
Medium	7	7	2,883	8	8	53
High	86	86	12,328	149	149	366
<b>Mature</b>						
Low	0	0	8,099	0	0	78
Medium	117	117	19,146	58	58	162
High	1,047	1,047	22,395	538	538	197
<b>Not Private Households</b>	0	0	1,851	0	0	186
<b>Total</b>	1,299	1,299	75,637			



# CGA Summary - Spotted Ox Tockwith



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Data Source © 2023 TomTom

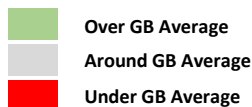


- ★ Pub Sites
- ⌂ Catchment
- CGA Licensed Premises**
  - ABOS
  - Casual Dining
  - Circuit Bar
  - Clubland
  - Community Pub
  - Craft Led
  - Family Pub Dining
  - GPGF
  - High Street Pub
  - Hotel
  - Large Venue
  - Night Club
  - Premium Local
  - Restaurants
  - Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Spotted Ox	YO26 7PY	Star Pubs & Bars	Premium Local	0.0

## Per Pub Analysis - Spotted Ox Tockwith



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,299	1,299	75,637
Number of Competition Pubs	1	1	93
Adults 18+ per Competition Pub	1,299	1,299	813

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	89	6.9%	85
Circuit Bar	0	6	0.4%	11
Community Pub	0	48	3.7%	19
Craft Led	0	2	0.2%	5
Great Pub Great Food	0	586	45.1%	255
High Street Pub	0	43	3.3%	18
Premium Local	1	517	39.8%	241

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	89	6.9%	85
Circuit Bar	0	6	0.4%	11
Community Pub	0	48	3.7%	19
Craft Led	0	2	0.2%	5
Great Pub Great Food	0	586	45.1%	255
High Street Pub	0	43	3.3%	18
Premium Local	1	517	39.8%	241

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	9	3,863	5.1%	63
Circuit Bar	11	1,246	1.6%	41
Community Pub	3	12,489	16.5%	86
Craft Led	0	720	1.0%	28
Great Pub Great Food	13	21,079	27.9%	158
High Street Pub	3	10,798	14.3%	77
Premium Local	20	19,867	26.3%	159

## 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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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><b>Over GB Average</b> Index value is &gt; 120</p> <p><b>Around GB Average</b> Index value is between 80 - 120</p> <p><b>Under GB Average</b> Index value is &lt; 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"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul></td><td><ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul></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"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul>	<ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul>																								
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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				
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																										