CACI

Catchment Summary - Black Bull Pickering
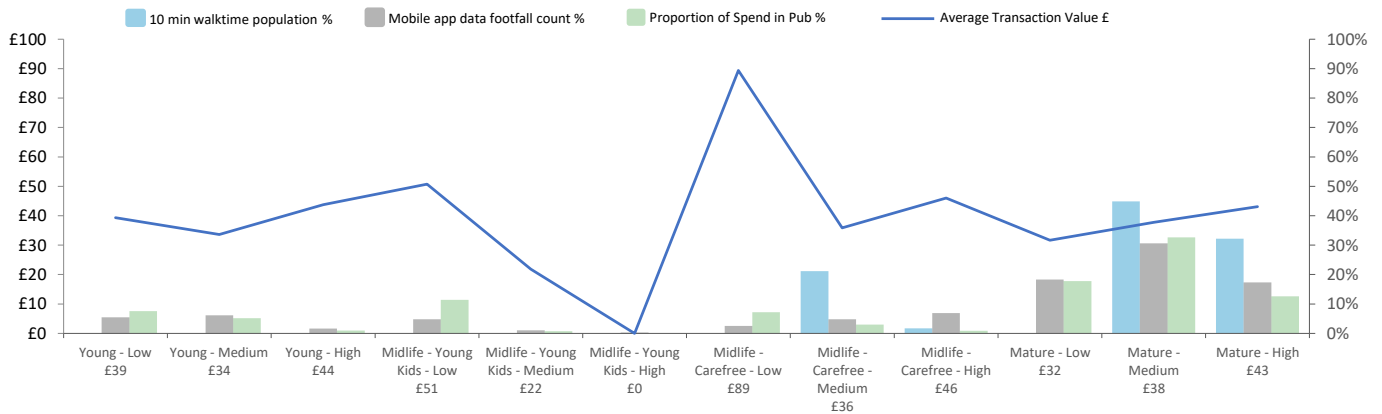
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
626878	Black Bull Pickering	YO18 8EA	Star Pubs & Bars	Family Pub Dining	20
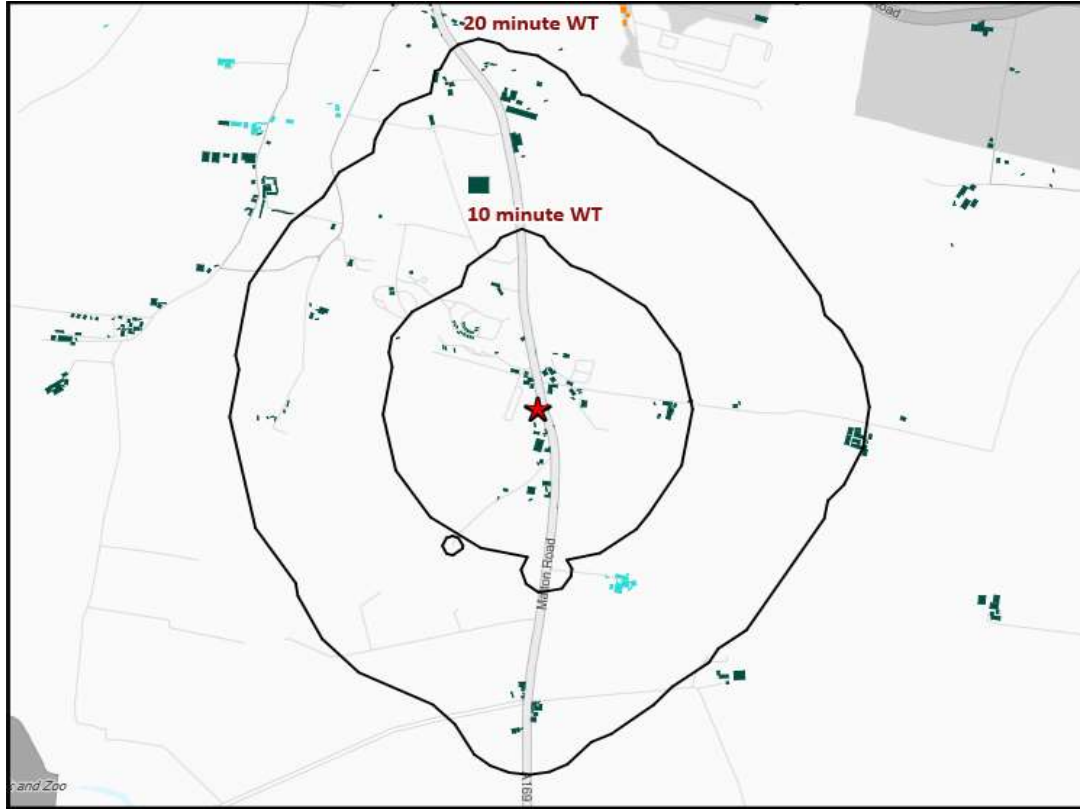
Legend:
- ★ Pub Sites
- Catchments

Polaris Segments
- ● Young
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature

Polaris Plus Profile

Legend: 10 min walktime population % | Mobile app data footfall count % | Proportion of Spend in Pub % | Average Transaction Value £

See the Glossary page for further information on the above variables

Catchment Summary - Black Bull Pickering

★ star
PUBS&BARS

*WT= Walktime, **DT= Drivetime

	Over GB Average
	Around GB Average
	Under GB Average

		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		140	140	36,607	3	1	8
					Population & Adults 18+ index is based on all pubs		
Adults 18+		118	118	30,259	3	1	9
Competition Pubs		2	2	61	11	6	15
Adults 18+ per Competition Pub		59	59	496	7	7	58
% Adults Likely to Drink		80.4%	80.4%	79.4%	105	105	104
Affluence	Low	0.0%	0.0%	26.1%	0	0	78
	Medium	66.1%	66.1%	48.4%	173	173	127
	High	33.9%	33.9%	24.7%	124	124	90
Age Profile	18-24	6	6	2,070	53	53	69
	25-34	11	11	3,696	59	59	76
	35-44	12	12	3,997	65	65	82
	45-64	52	52	10,049	145	145	107
	65+	37	37	10,447	138	138	149

*Affluence does not include Not Private Households
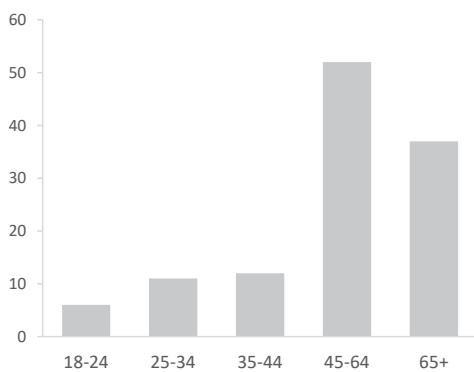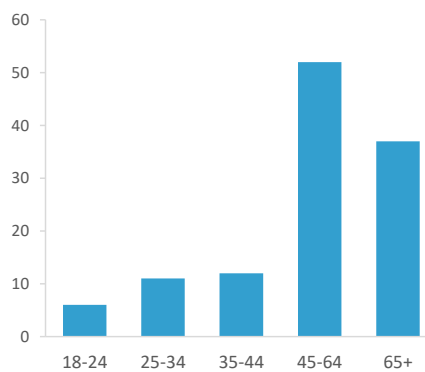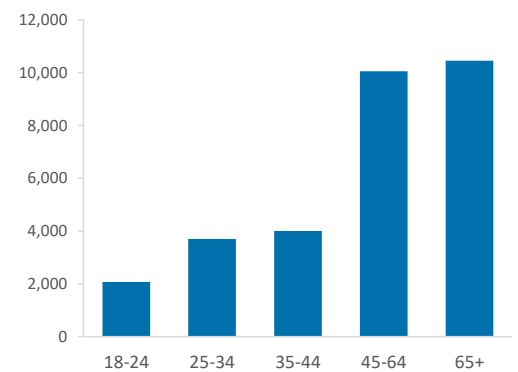
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	74 (53%)	74 (53%)	17,755 (49%)	108	108	99
	Female	66 (47%)	66 (47%)	18,852 (51%)	92	92	101
Economic Status (16+)	Employed: Full-time	28 (23%)	28 (23%)	9,197 (30%)	68	68	86
	Employed: Part-time	12 (10%)	12 (10%)	3,950 (13%)	84	84	107
	Self employed	31 (26%)	31 (26%)	3,646 (12%)	280	280	127
	Unemployed	3 (3%)	3 (3%)	502 (2%)	90	90	59
	Full-time student	0 (0%)	0 (0%)	348 (1%)	0	0	47
	Retired	35 (29%)	35 (29%)	9,748 (31%)	133	133	144
	Other	11 (9%)	11 (9%)	3,642 (12%)	53	53	67
Total Worker Count		192	192	20,130			

See the Glossary page for further information on the above variables

Transactional Data Summary - Black Bull Pickering

star PUBS&BARS

## Spend by Polaris Plus

GB %

Segment	Value
Young - Low	7.6%
Young - Medium	5.2%
Young - High	1.0%
Midlife - Young Kids - Low	11.4%
Midlife - Young Kids - Medium	0.8%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	7.2%
Midlife - Carefree - Medium	3.0%
Midlife - Carefree - High	0.9%
Mature - Low	17.8%
Mature - Medium	32.7%
Mature - High	12.6%

Percentage of total sales split by Polaris Plus segment within the pub
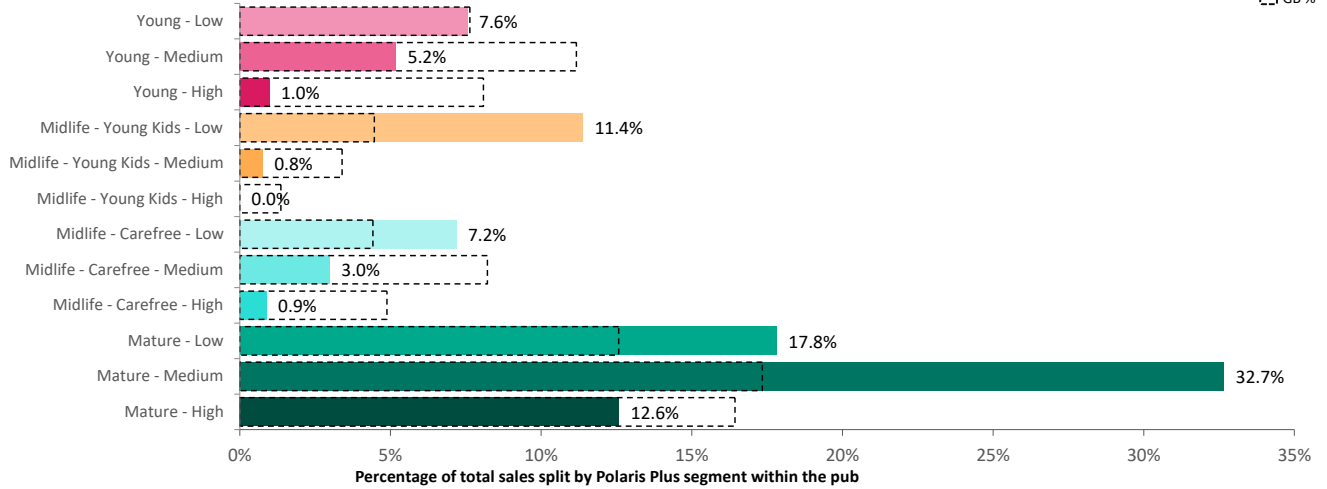
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

| Segment	%
Young - Low	8.0%
Young - Medium	6.0%
Young - High	1.0%
Midlife - Young Kids - Low	9.0%
Midlife - Young Kids - Medium	1.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	3.0%
Midlife - Carefree - Medium	3.0%
Midlife - Carefree - High	1.0%
Mature - Low	22.0%
Mature - Medium	34.0%
Mature - High	12.0%
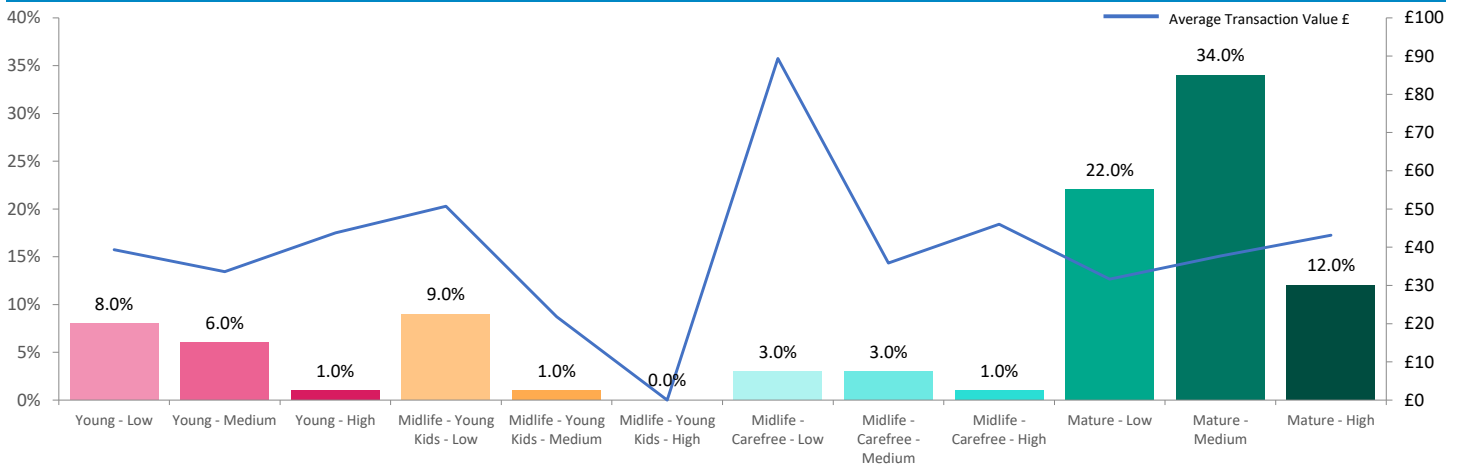
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Black Bull Pickering
Star Pubs

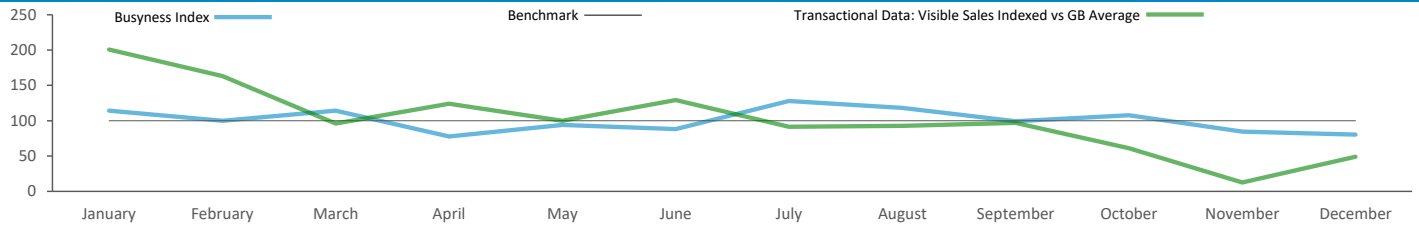Seasonality of the spend split by month

Mobile Data Summary - Black Bull Pickering

star PUBS & BARS
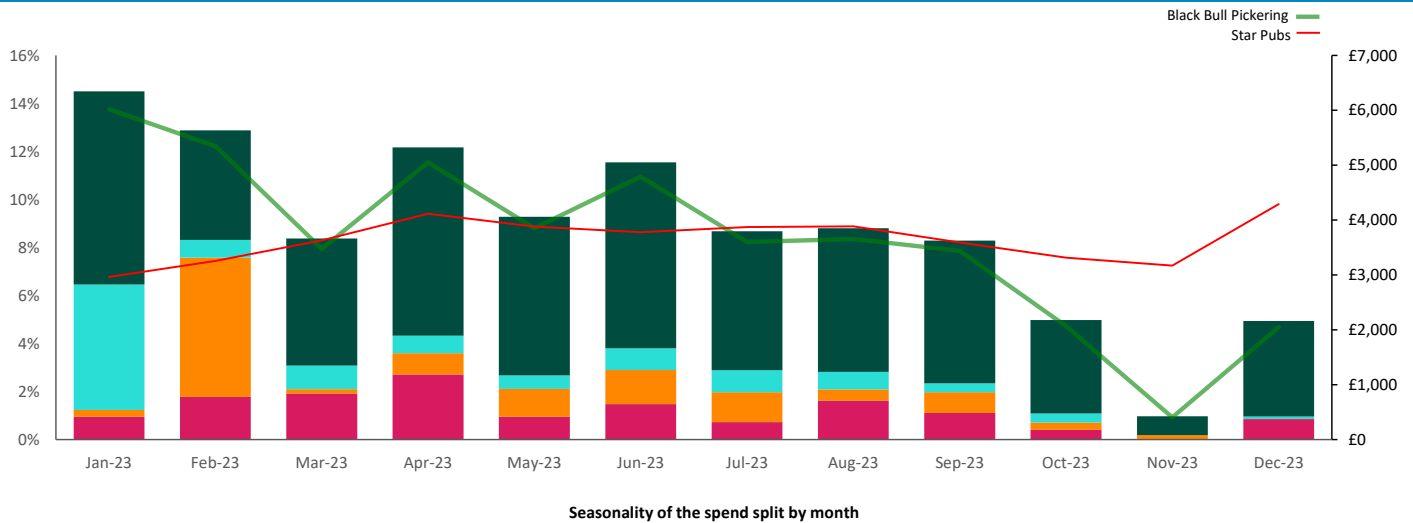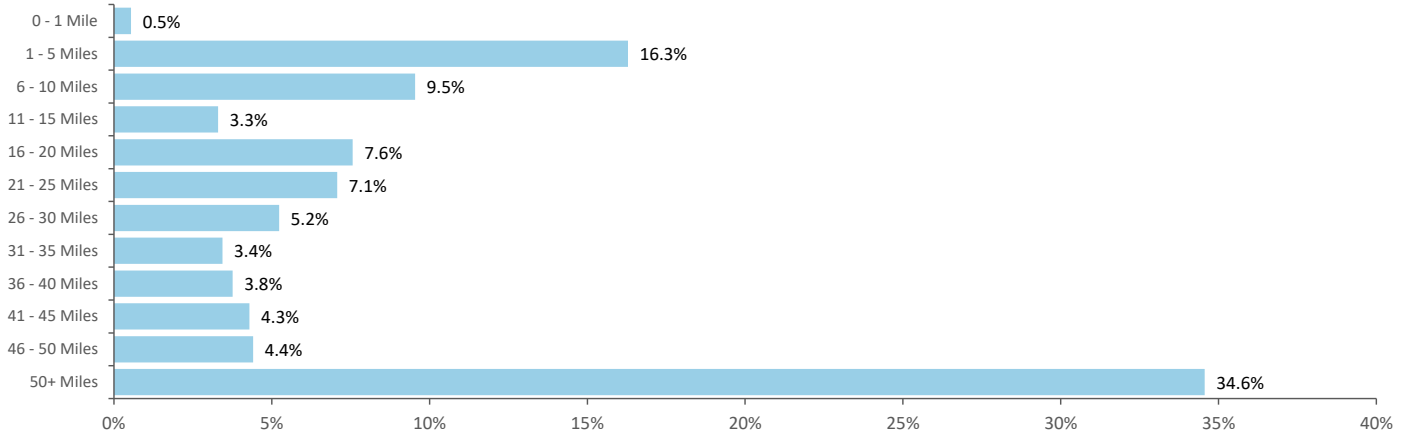
Time of Day/Day of Week
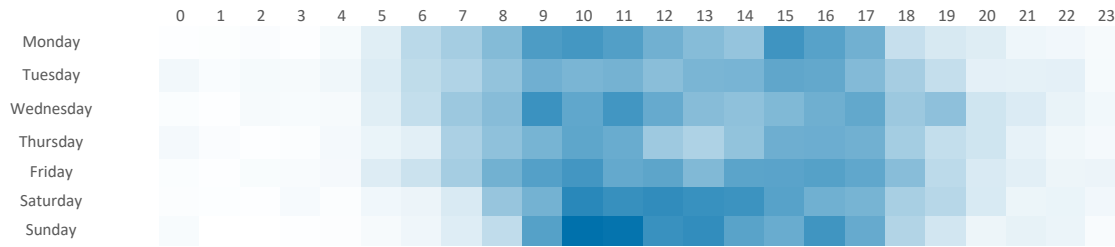
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

Distance	Percentage
0 - 1 Mile	0.5%
1 - 5 Miles	16.3%
6 - 10 Miles	9.5%
11 - 15 Miles	3.3%
16 - 20 Miles	7.6%
21 - 25 Miles	7.1%
26 - 30 Miles	5.2%
31 - 35 Miles	3.4%
36 - 40 Miles	3.8%
41 - 45 Miles	4.3%
46 - 50 Miles	4.4%
50+ Miles	34.6%

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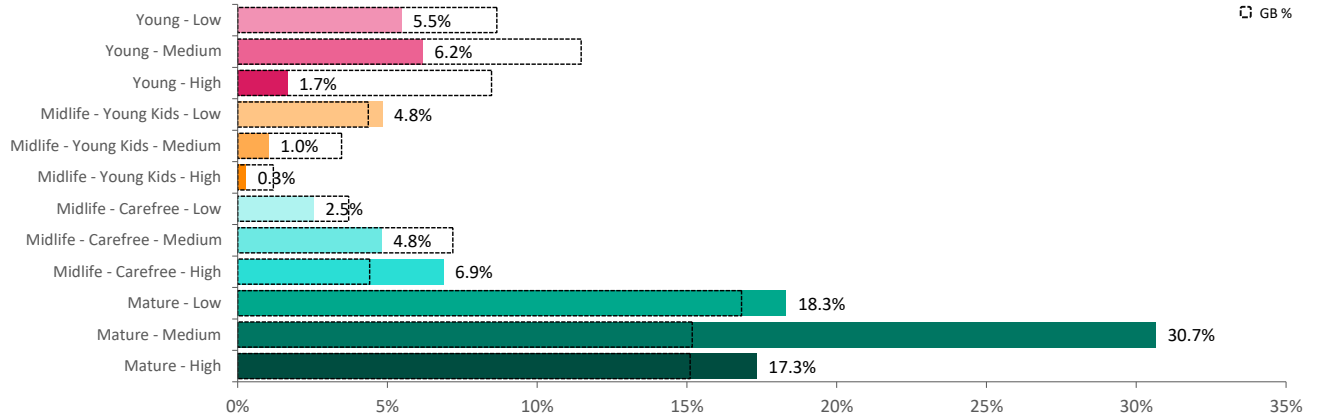
Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	16.1%
Worker	1.5%
Tourist	69.1%
Local Tourist	13.3%
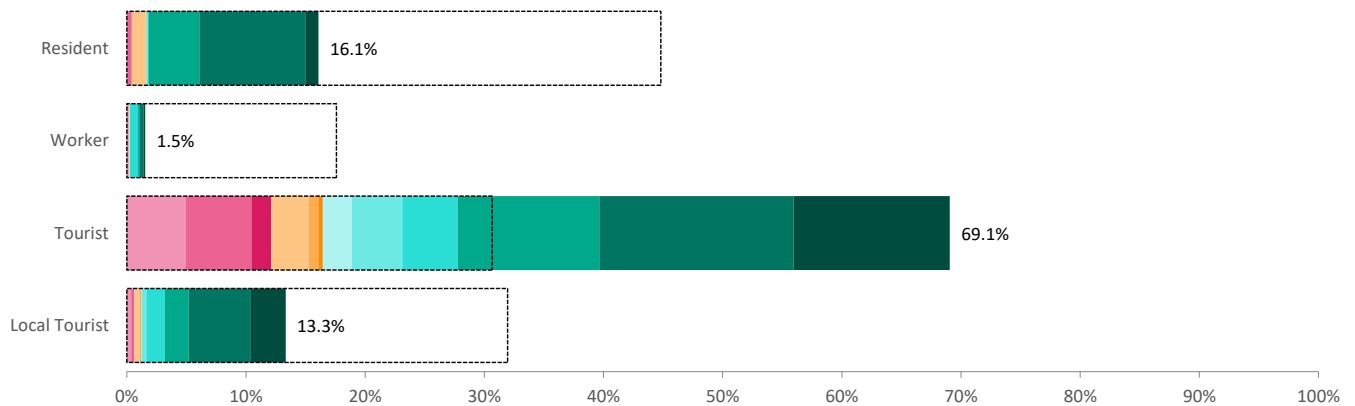
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Black Bull Pickering

★ star
PUBS & BARS

Polaris Plus Profile

GB %

Category	Value
Young - Low	5.5%
Young - Medium	6.2%
Young - High	1.7%
Midlife - Young Kids - Low	4.8%
Midlife - Young Kids - Medium	1.0%
Midlife - Young Kids - High	0.3%
Midlife - Carefree - Low	2.5%
Midlife - Carefree - Medium	4.8%
Midlife - Carefree - High	6.9%
Mature - Low	18.3%
Mature - Medium	30.7%
Mature - High	17.3%

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
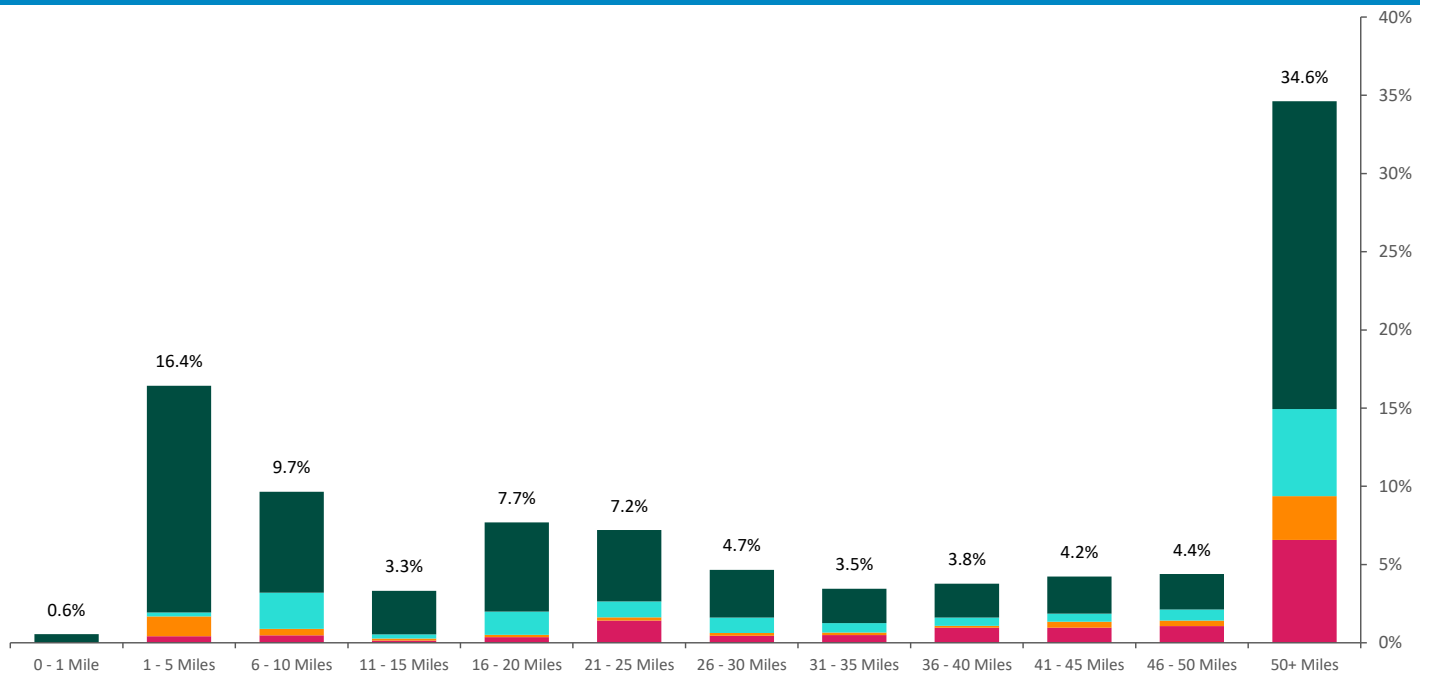
Distance	Value
0 - 1 Mile	0.6%
1 - 5 Miles	16.4%
6 - 10 Miles	9.7%
11 - 15 Miles	3.3%
16 - 20 Miles	7.7%
21 - 25 Miles	7.2%
26 - 30 Miles	4.7%
31 - 35 Miles	3.5%
36 - 40 Miles	3.8%
41 - 45 Miles	4.2%
46 - 50 Miles	4.4%
50+ Miles	34.6%

Illustrates how far those seen within 60m of the pub have travelled from their home location to get there
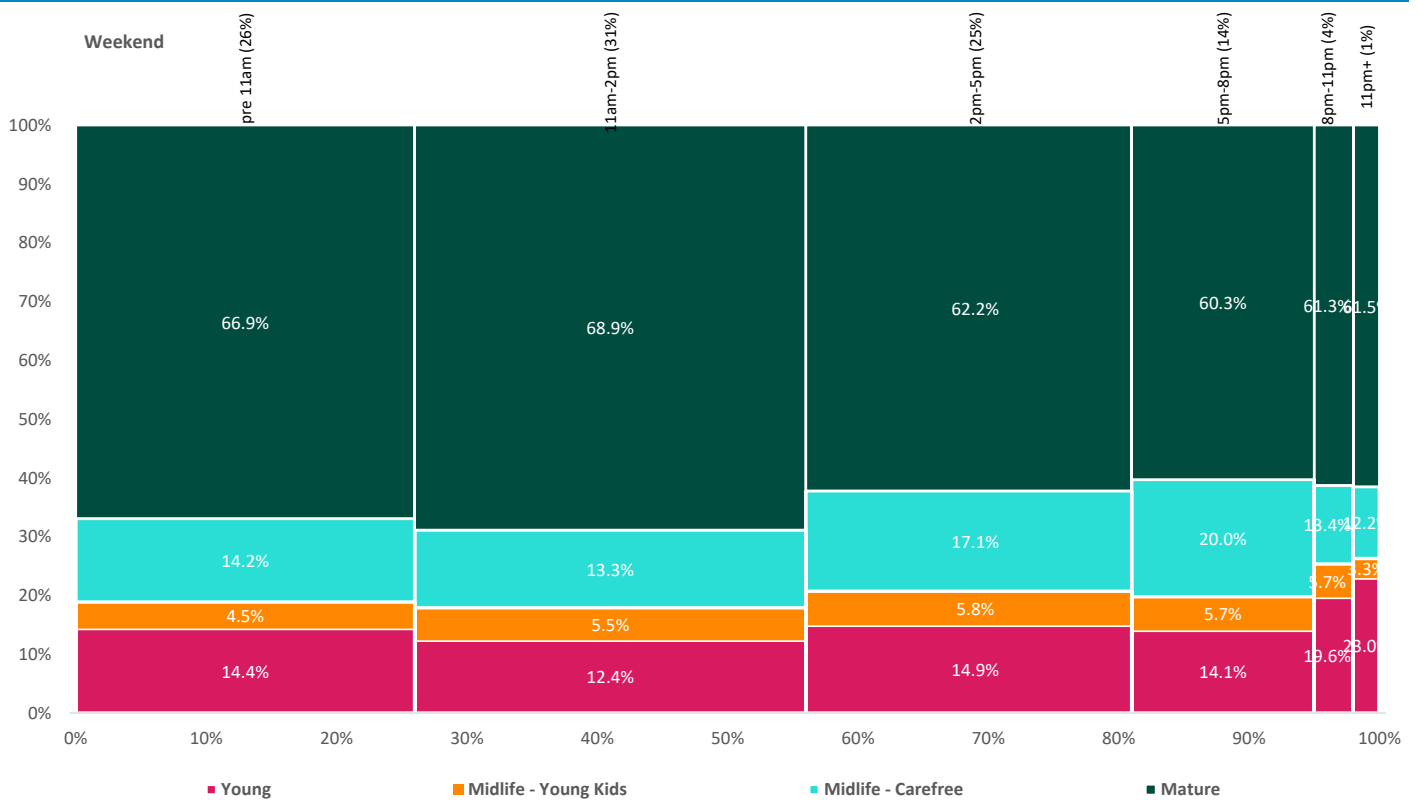
Mobile Data Summary - Black Bull Pickering

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

Weekday

pre 11am (33%) | 11am-2pm (22%) | 2pm-5pm (23%) | 5pm-8pm (16%) | 8pm-11pm (4%) | 11pm+ (2%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	68.9%	68.7%	64.6%	67.7%	68.3%	75.8%
Midlife - Carefree	15.8%	10.6%	13.0%	14.2%	7.8%	11.8%
Midlife - Young Kids	5.2%	5.7%	9.1%	5.1%	6.0%	.7%
Young	10.0%	15.0%	13.3%	13.0%	17.9%	9.7%

Legend: ● Young ● Midlife - Young Kids ● Midlife - Carefree ● Mature
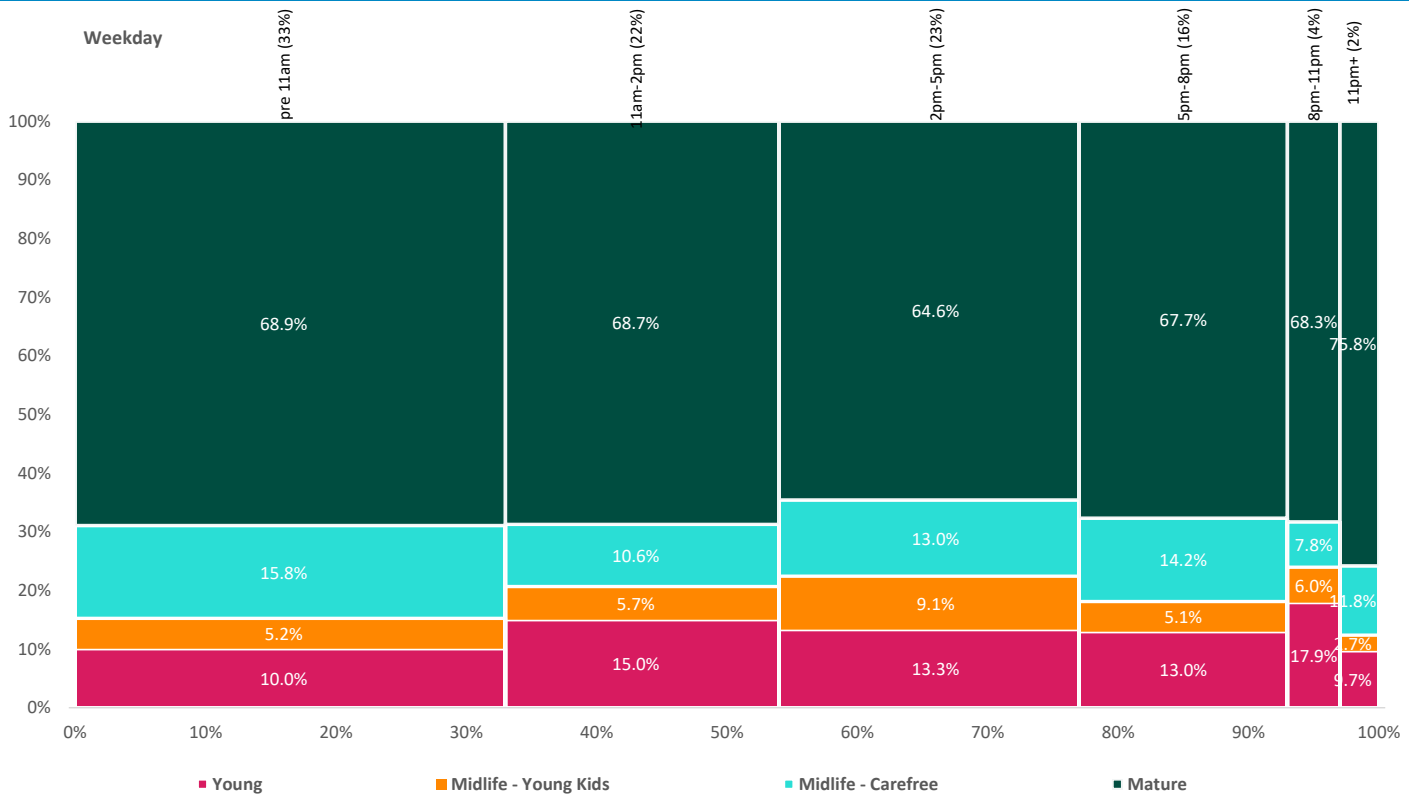
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

pre 11am (26%) | 11am-2pm (31%) | 2pm-5pm (25%) | 5pm-8pm (14%) | 8pm-11pm (4%) | 11pm+ (1%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	66.9%	68.9%	62.2%	60.3%	61.3%	61.5%
Midlife - Carefree	14.2%	13.3%	17.1%	20.0%	13.4%	12.2%
Midlife - Young Kids	4.5%	5.5%	5.8%	5.7%	5.7%	3.3%
Young	14.4%	12.4%	14.9%	14.1%	19.6%	23.0%

Legend: ● Young ● Midlife - Young Kids ● Midlife - Carefree ● Mature

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

Pub Sites
Catchment

Polaris Segments

- Young
- 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	0	0	1,313	0	0	16
Midlife - Young Kids	0	0	1,785	0	0	54
Midlife - Carefree	27	27	2,113	145	145	44
Mature	91	91	24,783	174	174	184
Not Private Households	0	0	265	0	0	67
Total	118	118	30,259			

Polaris Plus Summary - Black Bull Pickering

Pub Sites
Catchment

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High
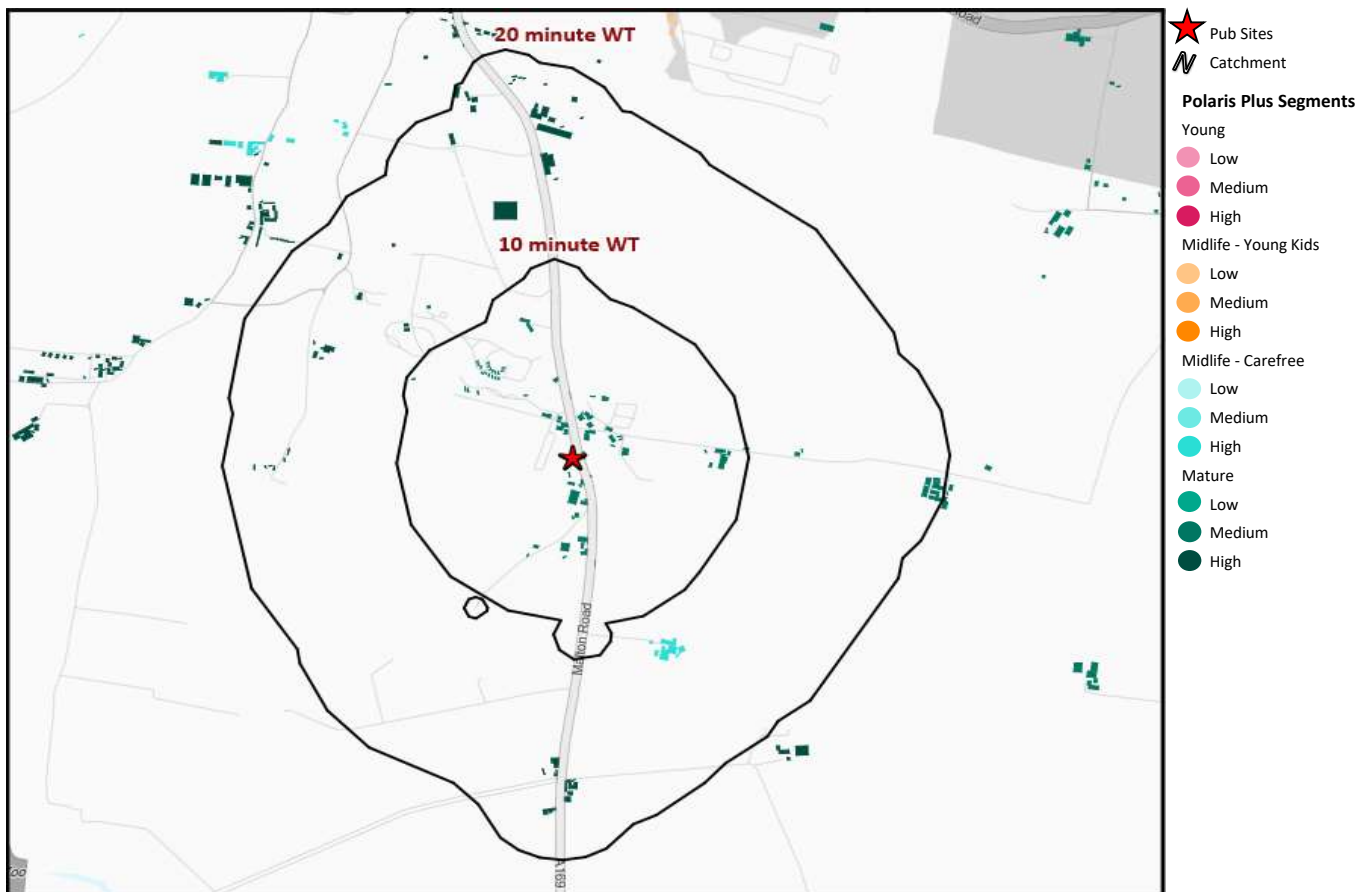
Polaris Plus Profile by Catchment

*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						
Low	0	0	454	0	0	15
Medium	0	0	850	0	0	26
High	0	0	9	0	0	0
Midlife - Young Kids						
Low	0	0	923	0	0	56
Medium	0	0	862	0	0	66
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	143	0	0	11
Medium	25	25	706	296	296	33
High	2	2	1,264	38	38	94
Mature						
Low	0	0	6,370	0	0	153
Medium	53	53	12,223	287	287	258
High	38	38	6,190	215	215	136
Not Private Households	0	0	265	0	0	67
Total	118	118	30,259			

Legend

⭐ 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	Black Bull	YO18 8EA	Star Pubs & Bars	Family Pub Dining	0.0
1	Spencers Bar & Grill	YO18 7JP	Independent Free	High Street Pub	0.3
1	Upper Carr Caravan Park	YO18 7JP	Independent Free	Large Venue	0.3
3	Beansheaf Hotel	YO17 6UE	Independent Free	Hotel	0.7

Per Pub Analysis - Black Bull Pickering

*WT= Walktime, **DT= Drivetime

🟩	**Over GB Average**
⬜	**Around GB Average**
🟥	**Under GB Average**

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	118	118	30,259
Number of Competition Pubs	2	2	61
Adults 18+ per Competition Pub	59	59	496

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	3	2.4%	30
Circuit Bar	0	0	0.0%	0
Community Pub	0	15	12.5%	66
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	29	24.8%	140
High Street Pub	1	15	13.1%	71
Premium Local	0	31	26.0%	157

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	3	2.4%	30
Circuit Bar	0	0	0.0%	0
Community Pub	0	15	12.5%	66
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	29	24.8%	140
High Street Pub	1	15	13.1%	71
Premium Local	0	31	26.0%	157

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	895	3.0%	37
Circuit Bar	4	735	2.4%	60
Community Pub	1	7,567	25.0%	131
Craft Led	0	197	0.7%	19
Great Pub Great Food	6	6,049	20.0%	113
High Street Pub	7	6,920	22.9%	124
Premium Local	18	6,781	22.4%	136

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
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
Around GB Average	Index value is between 80 - 120
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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Wanting to look good in the group	*35-54 year olds Children under 12 at home*	*35-54 year olds No children under 12 at home*	*55+ year olds*
Consumer Insight	*"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."*	*"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"*	*"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."*	*"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"*
Product needs	• 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**	• **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: 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.

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