Catchment Summary - Gibsons York
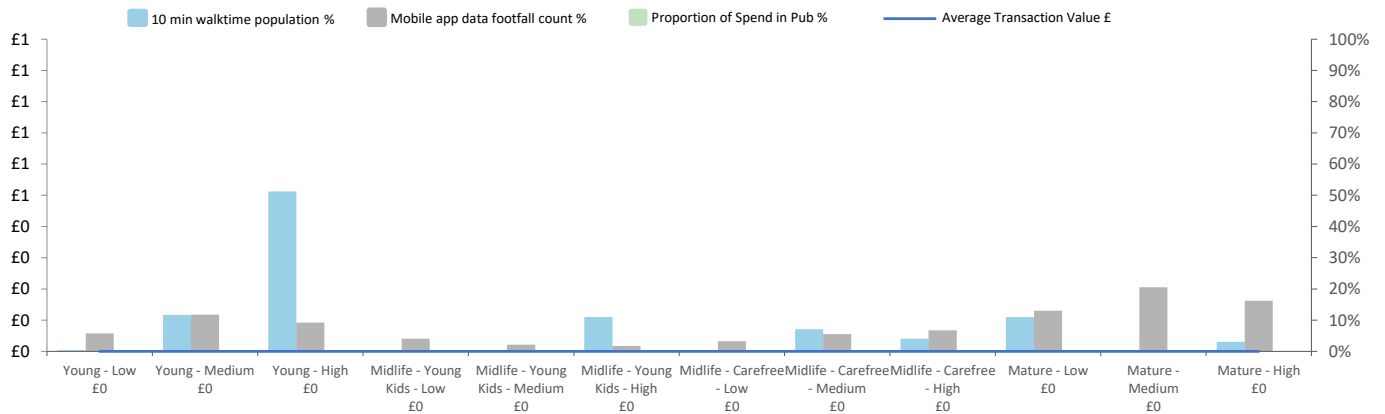
Ship To	Name	Postcode	Operator	Segment	Sparsity
537341	Gibsons York	YO 1 6LB			11

Polaris Segments

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature
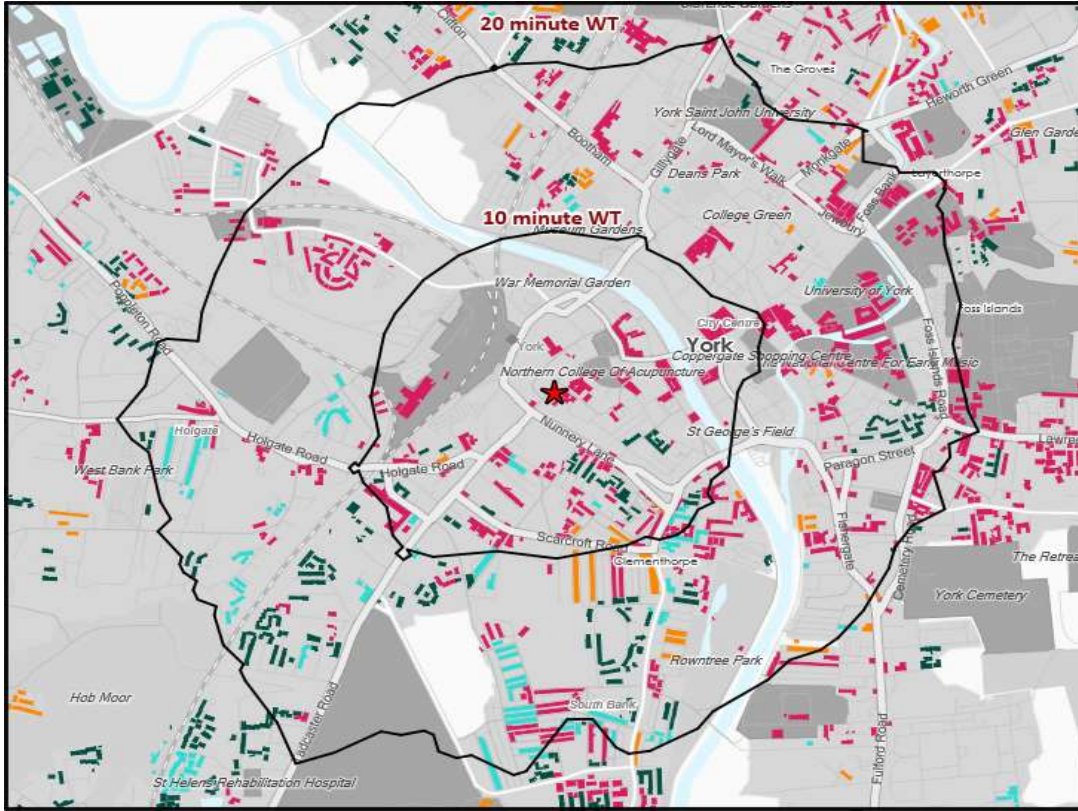
Pub Sites
Catchments

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 - Gibsons York

★ 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		5,436	27,470	216,669	101	148	49

Population & Adults 18+ index is based on all pubs

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Adults 18+		4,752	23,964	179,753	106	157	51
Competition Pubs		58	136	276	322	378	66
Adults 18+ per Competition Pub		82	176	651	10	21	76
% Adults Likely to Drink		79.5%	80.3%	80.1%	104	105	105
Affluence	Low	11.4%	6.7%	14.8%	34	20	44
	Medium	18.8%	39.0%	45.5%	49	102	119
	High	69.4%	53.7%	38.6%	254	197	141

*Affluence does not include Not Private Households

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Age Profile	18-24	746	5,376	29,821	169	240	169
	25-34	1,154	5,091	26,670	159	139	92
	35-44	844	3,878	26,450	117	107	92
	45-64	1,296	6,015	53,039	93	85	95
	65+	712	3,604	43,773	68	68	105
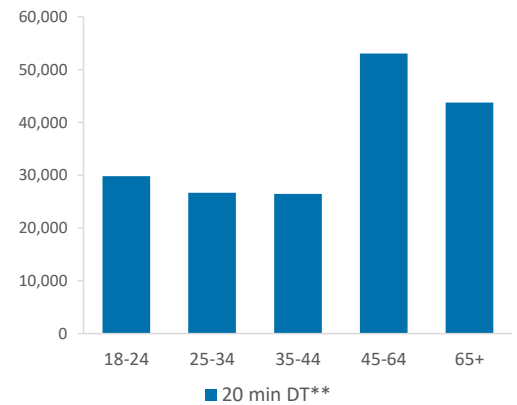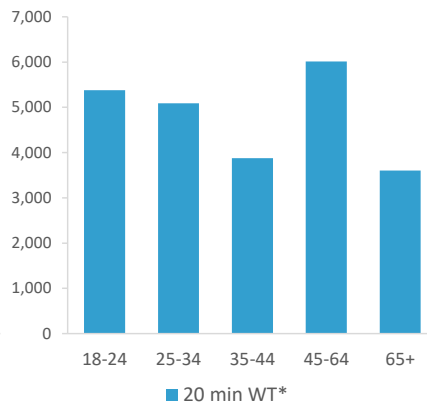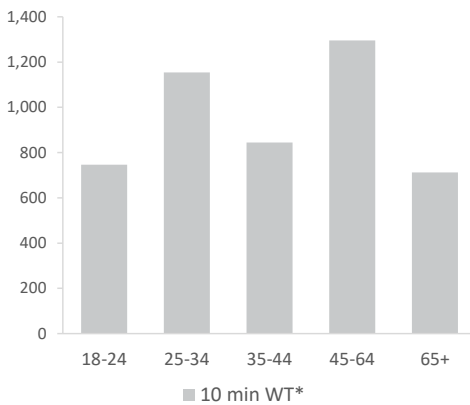
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,795 (51%)	13,904 (51%)	104,703 (48%)	105	103	99
	Female	2,641 (49%)	13,566 (49%)	111,966 (52%)	95	97	101
Economic Status (16+)	Employed: Full-time	1,928 (40%)	8,608 (35%)	59,361 (32%)	116	103	93
	Employed: Part-time	546 (11%)	2,639 (11%)	23,096 (13%)	95	91	105
	Self employed	427 (9%)	1,978 (8%)	14,981 (8%)	96	88	88
	Unemployed	147 (3%)	590 (2%)	3,383 (2%)	110	88	66
	Full-time student	191 (4%)	1,497 (6%)	7,923 (4%)	166	258	181
	Retired	720 (15%)	3,676 (15%)	41,931 (23%)	68	69	104
	Other	873 (18%)	5,387 (22%)	33,651 (18%)	104	127	105
Total Worker Count		7,609	21,744	114,526			

See the Glossary page for further information on the above variables

Transactional Data Summary - Gibsons York

Spend by Polaris Plus

GB %

Segment	%
Young - Low	0.0%
Young - Medium	0.0%
Young - High	0.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	0.0%
Midlife - Carefree - High	0.0%
Mature - Low	0.0%
Mature - Medium	0.0%
Mature - High	0.0%

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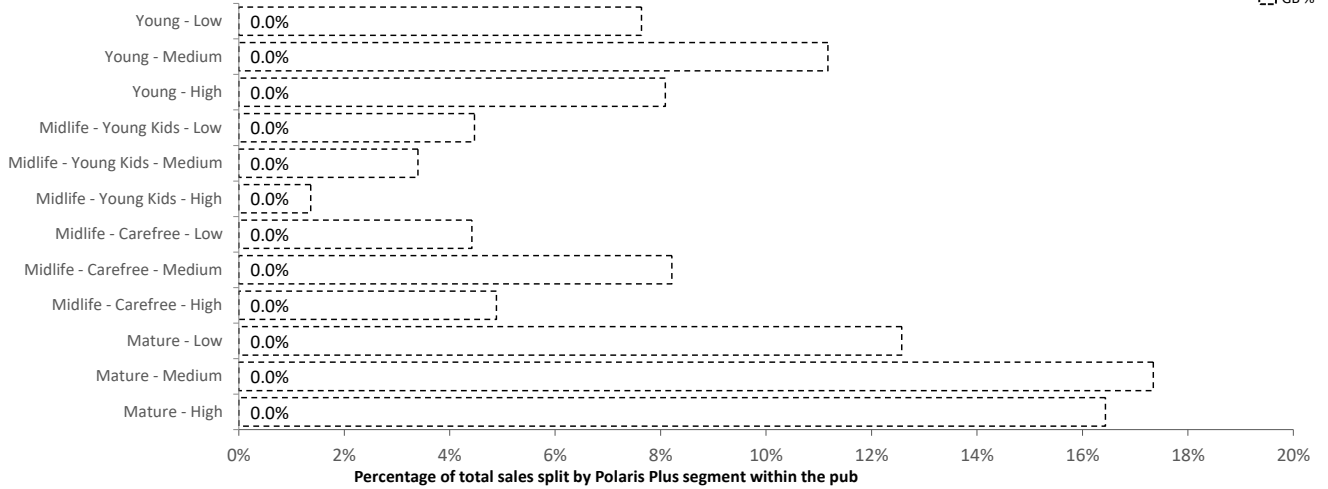
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £
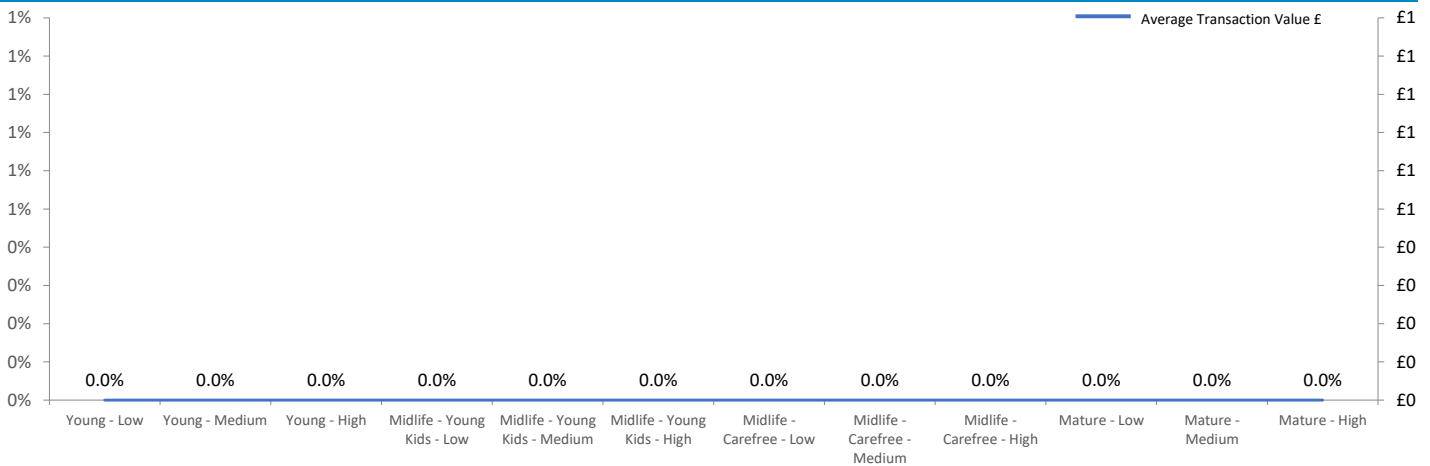
Average transaction value of sales (£) within the pub split by Polaris Plus
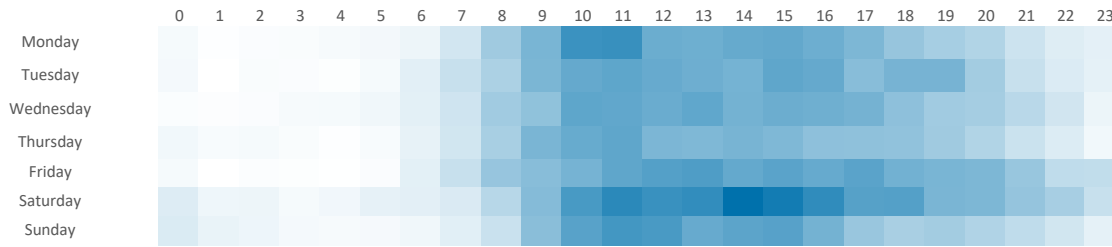
Spend by Month and Polaris

Gibsons York
Star Pubs
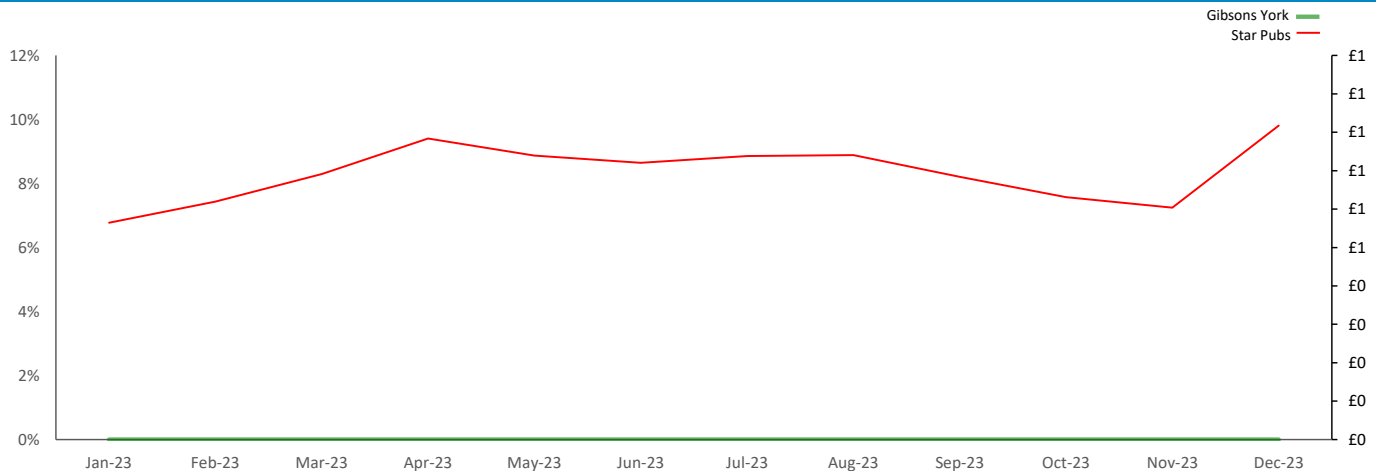
Seasonality of the spend split by month

CACI

star PUBS & BARS
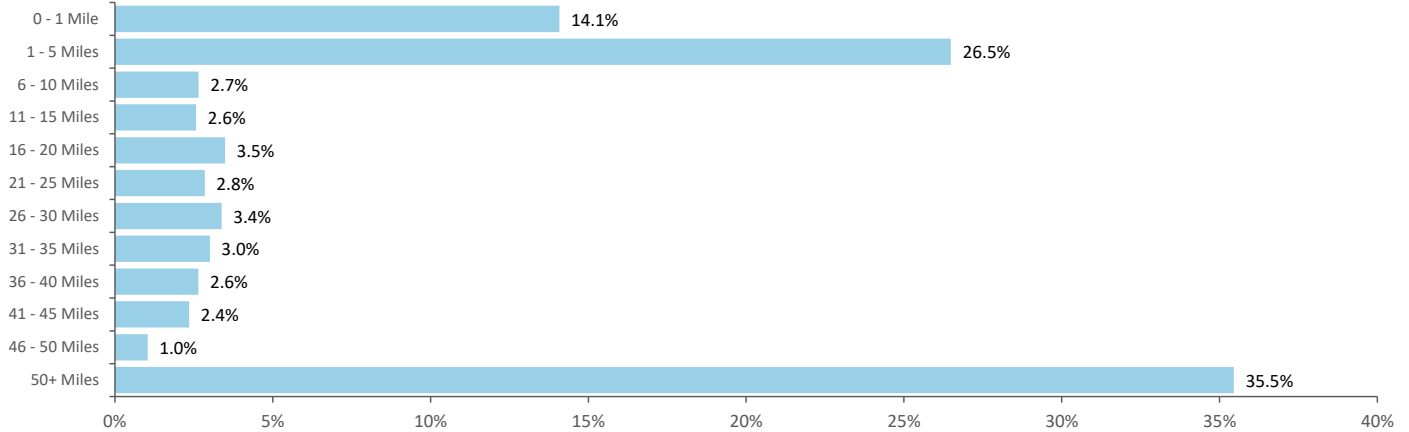
Time of Day/Day of Week

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

Legend: Busyness Index — Benchmark — Transactional Data: Visible Sales Indexed vs GB Average
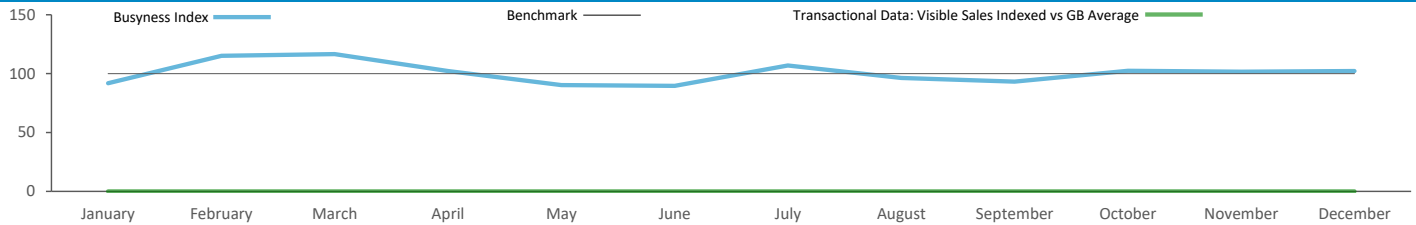
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home

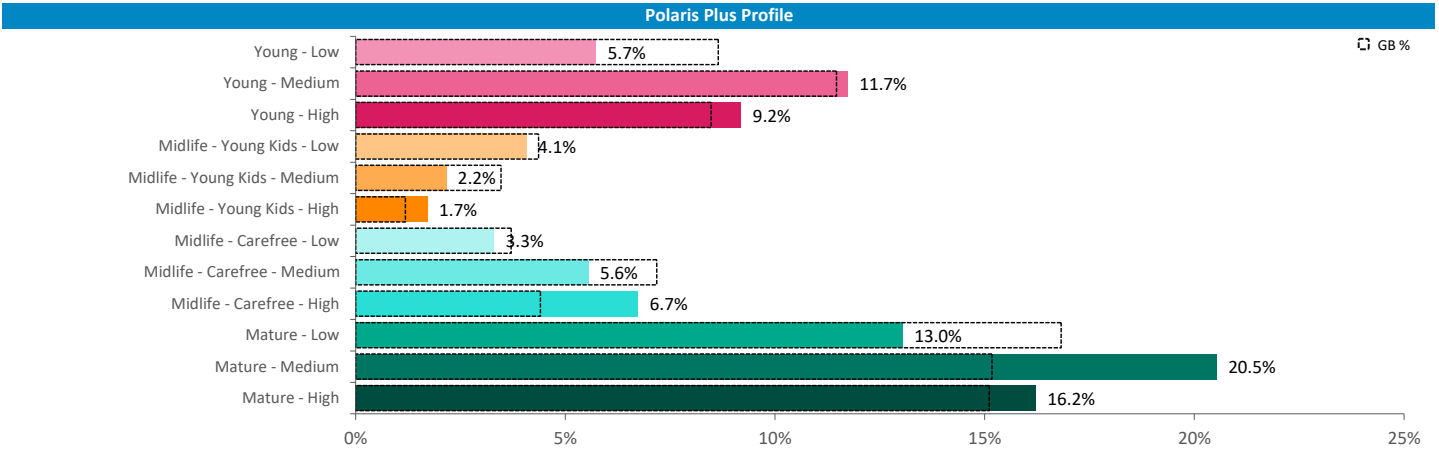| Distance	Percentage
0 - 1 Mile	14.1%
1 - 5 Miles	26.5%
6 - 10 Miles	2.7%
11 - 15 Miles	2.6%
16 - 20 Miles	3.5%
21 - 25 Miles	2.8%
26 - 30 Miles	3.4%
31 - 35 Miles	3.0%
36 - 40 Miles	2.6%
41 - 45 Miles	2.4%
46 - 50 Miles	1.0%
50+ Miles	35.5%

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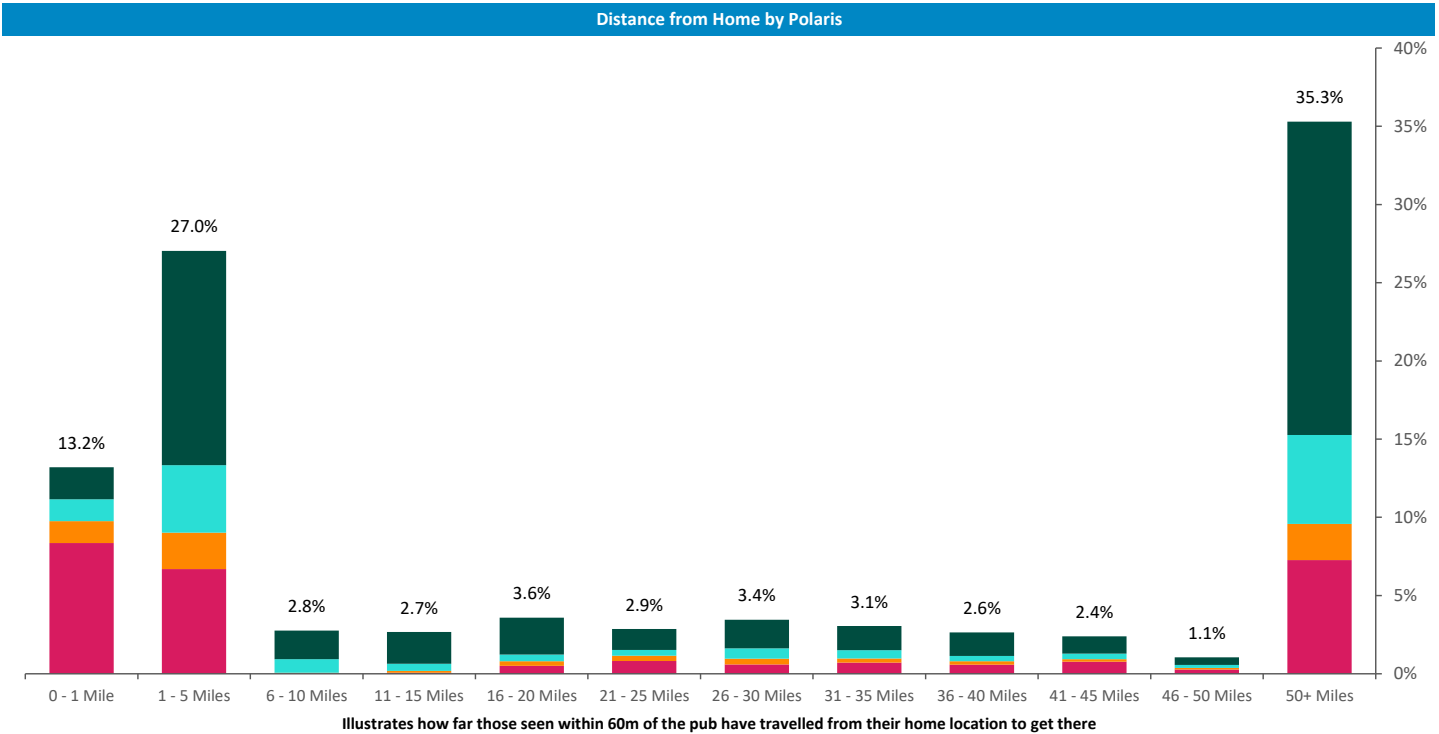
Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	27.5%
Worker	13.5%
Tourist	51.4%
Local Tourist	7.6%
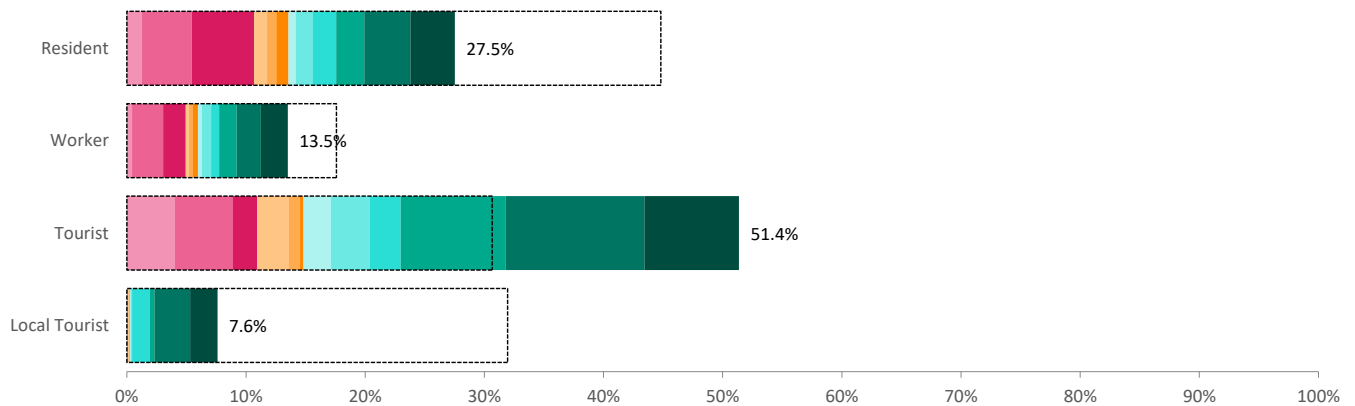
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

CACI

star PUBS & BARS

Polaris Plus Profile

⌂ GB %

Category	Value
Young - Low	5.7%
Young - Medium	11.7%
Young - High	9.2%
Midlife - Young Kids - Low	4.1%
Midlife - Young Kids - Medium	2.2%
Midlife - Young Kids - High	1.7%
Midlife - Carefree - Low	3.3%
Midlife - Carefree - Medium	5.6%
Midlife - Carefree - High	6.7%
Mature - Low	13.0%
Mature - Medium	20.5%
Mature - High	16.2%

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	13.2%
1 - 5 Miles	27.0%
6 - 10 Miles	2.8%
11 - 15 Miles	2.7%
16 - 20 Miles	3.6%
21 - 25 Miles	2.9%
26 - 30 Miles	3.4%
31 - 35 Miles	3.1%
36 - 40 Miles	2.6%
41 - 45 Miles	2.4%
46 - 50 Miles	1.1%
50+ Miles	35.3%

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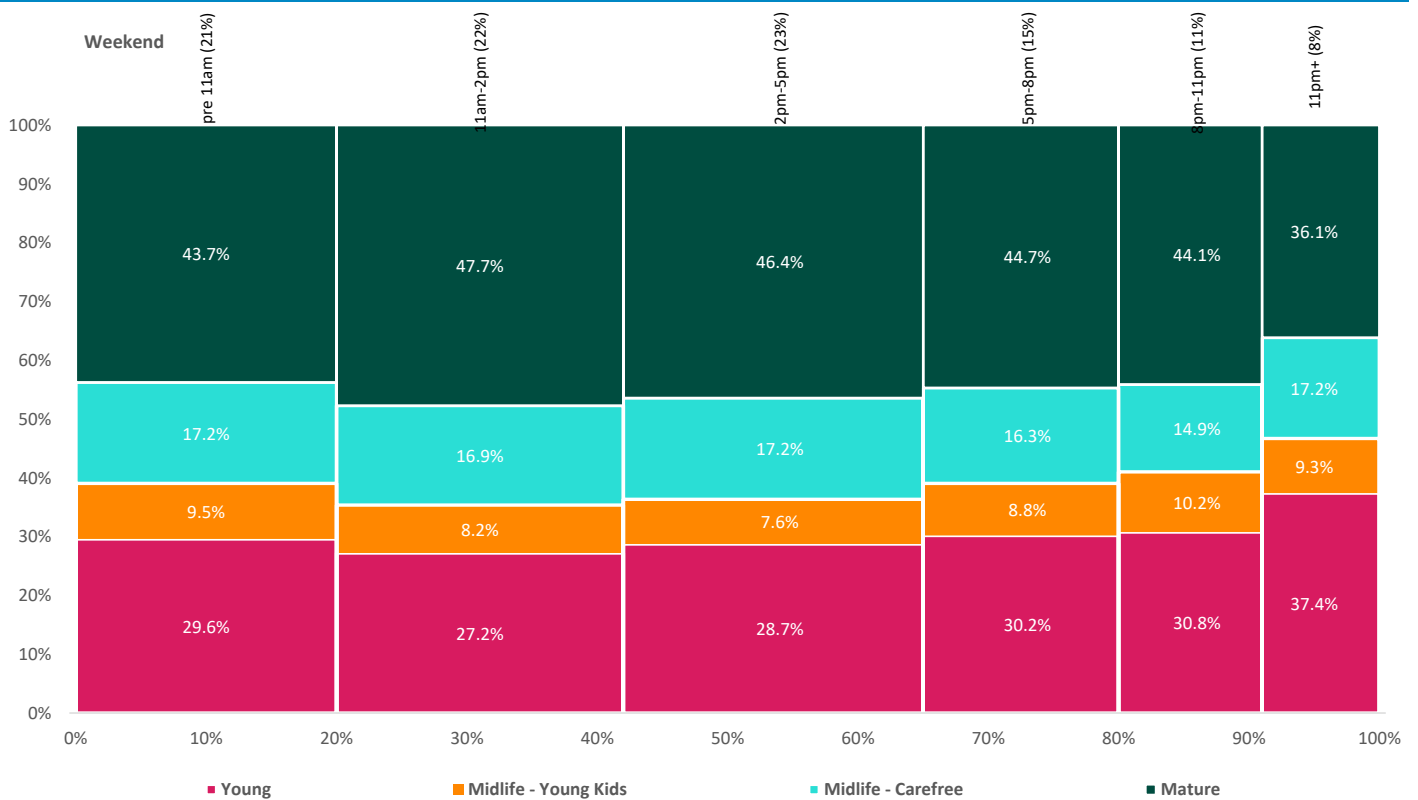
Mobile Data Summary - Gibsons York

star PUBS&BARS

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

Weekday

Time	pre 11am (25%)	11am-2pm (21%)	2pm-5pm (20%)	5pm-8pm (17%)	8pm-11pm (11%)	11pm+ (6%)
Mature	44.0%	48.3%	46.4%	46.8%	43.6%	27.3%
Midlife - Carefree	15.9%	17.8%	17.9%	15.3%	14.9%	16.9%
Midlife - Young Kids	9.2%	7.6%	8.0%	8.5%	7.8%	10.2%
Young	30.9%	26.3%	27.6%	29.4%	33.7%	45.7%

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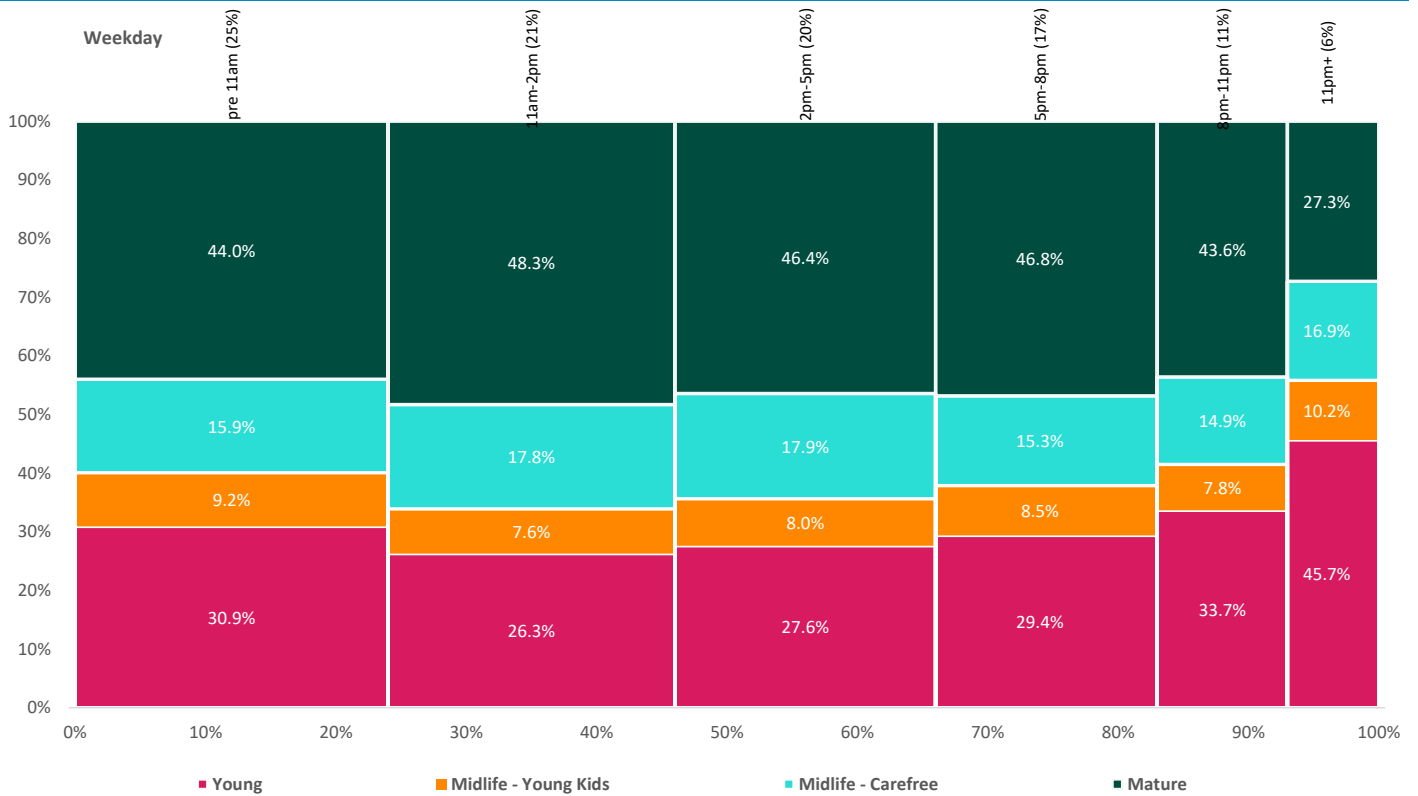
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

Time	pre 11am (21%)	11am-2pm (22%)	2pm-5pm (23%)	5pm-8pm (15%)	8pm-11pm (11%)	11pm+ (8%)
Mature	43.7%	47.7%	46.4%	44.7%	44.1%	36.1%
Midlife - Carefree	17.2%	16.9%	17.2%	16.3%	14.9%	17.2%
Midlife - Young Kids	9.5%	8.2%	7.6%	8.8%	10.2%	9.3%
Young	29.6%	27.2%	28.7%	30.2%	30.8%	37.4%

■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

Polaris Summary - Gibsons York
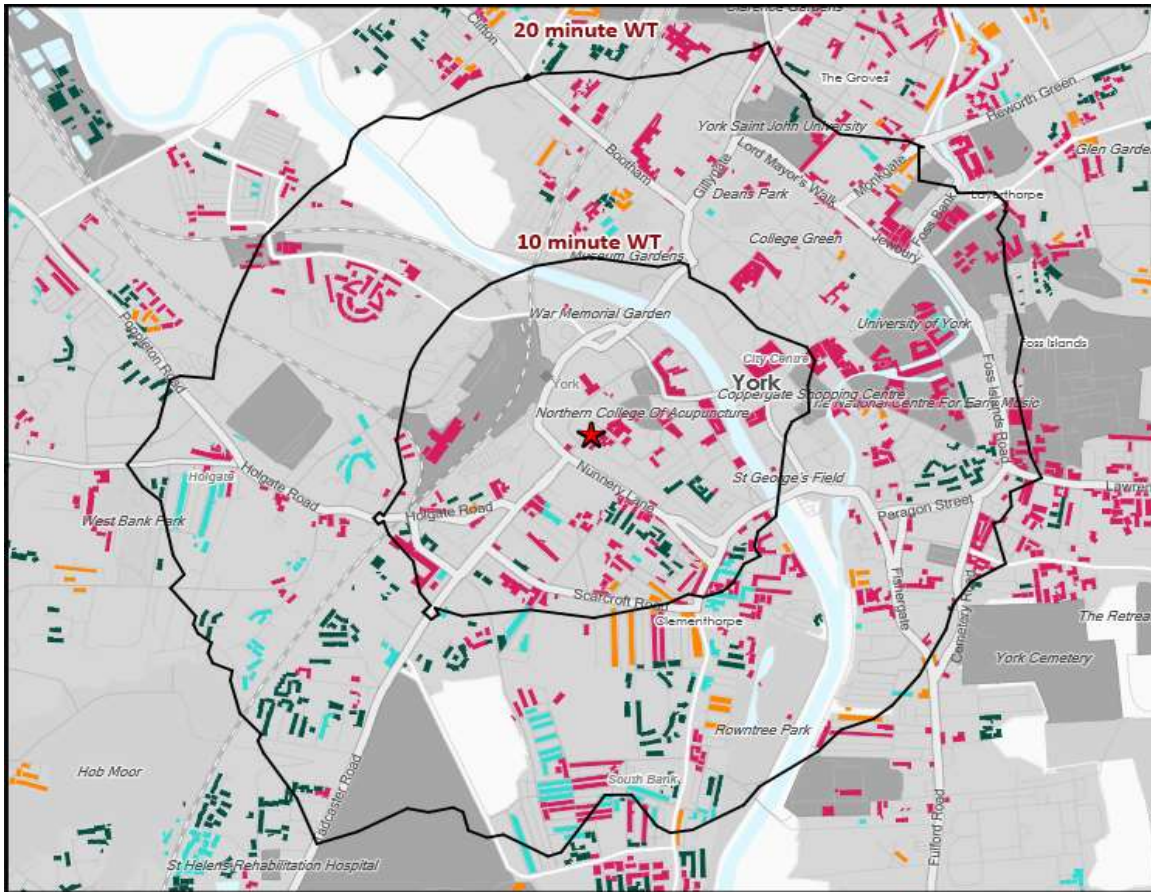
Pub Sites
Catchment

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	3,010	14,396	52,796	230	218	107
Midlife - Young Kids	522	2,112	10,842	100	81	55
Midlife - Carefree	532	3,416	27,274	71	90	96
Mature	667	3,909	86,827	32	37	109
Not Private Households	21	131	2,014	34	42	85
Total	4,752	23,964	179,753			

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
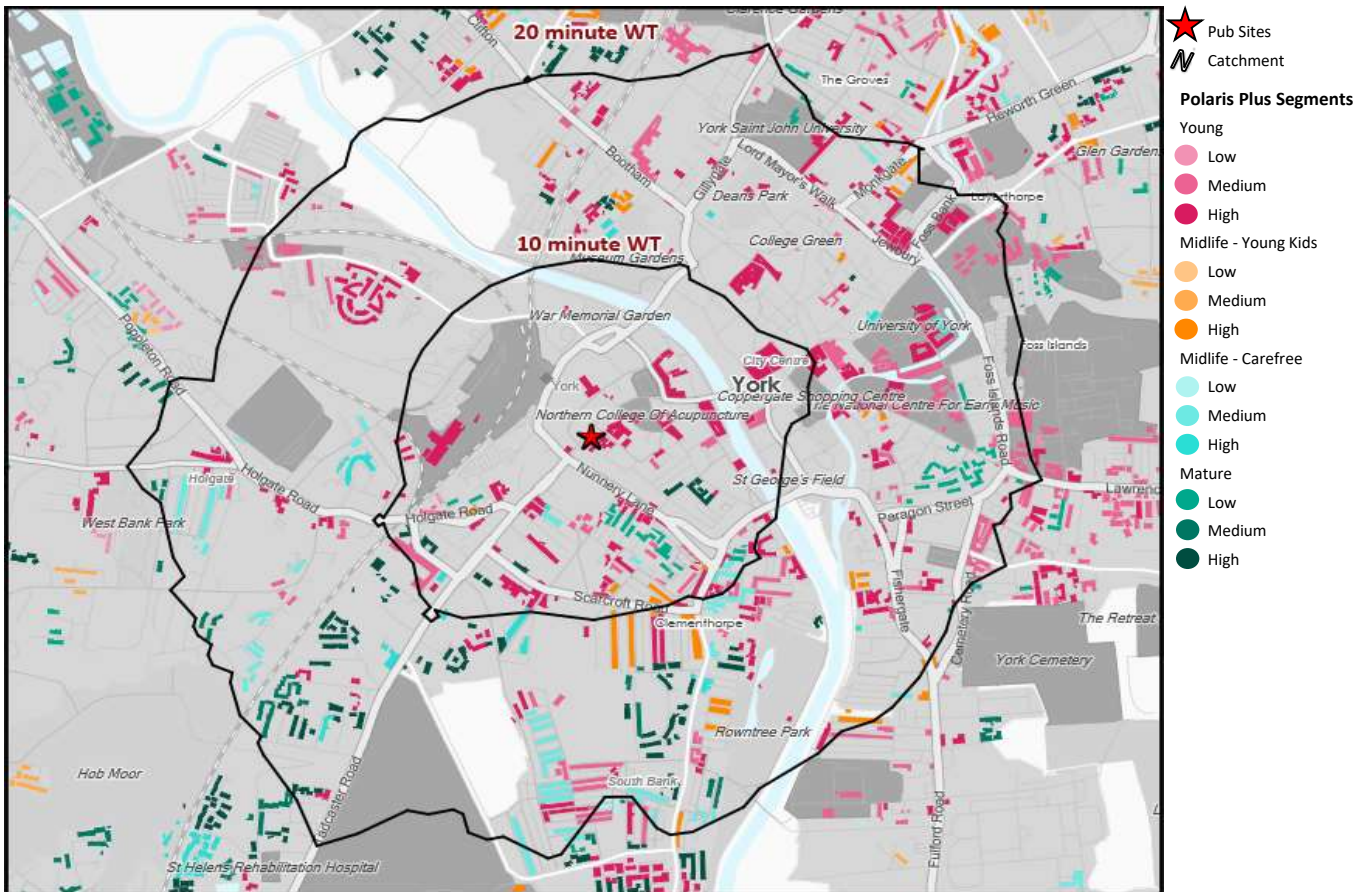
Polaris Plus Profile by Catchment

*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	19	135	6,515	4	6	37
Medium	556	6,089	28,762	107	231	146
High	2,435	8,172	17,519	761	507	145
Midlife - Young Kids						
Low	0	0	2,032	0	0	21
Medium	0	0	5,643	0	0	72
High	522	2,112	3,167	982	788	158
Midlife - Carefree						
Low	0	22	2,814	0	2	37
Medium	338	2,566	10,585	99	149	82
High	194	828	13,875	92	78	173
Mature						
Low	521	1,453	15,169	80	44	61
Medium	0	688	36,827	0	18	131
High	146	1,768	34,831	20	49	129
Not Private Households	21	131	2,014	34	42	85
Total	4,752	23,964	179,753			

CGA Summary - Gibsons York

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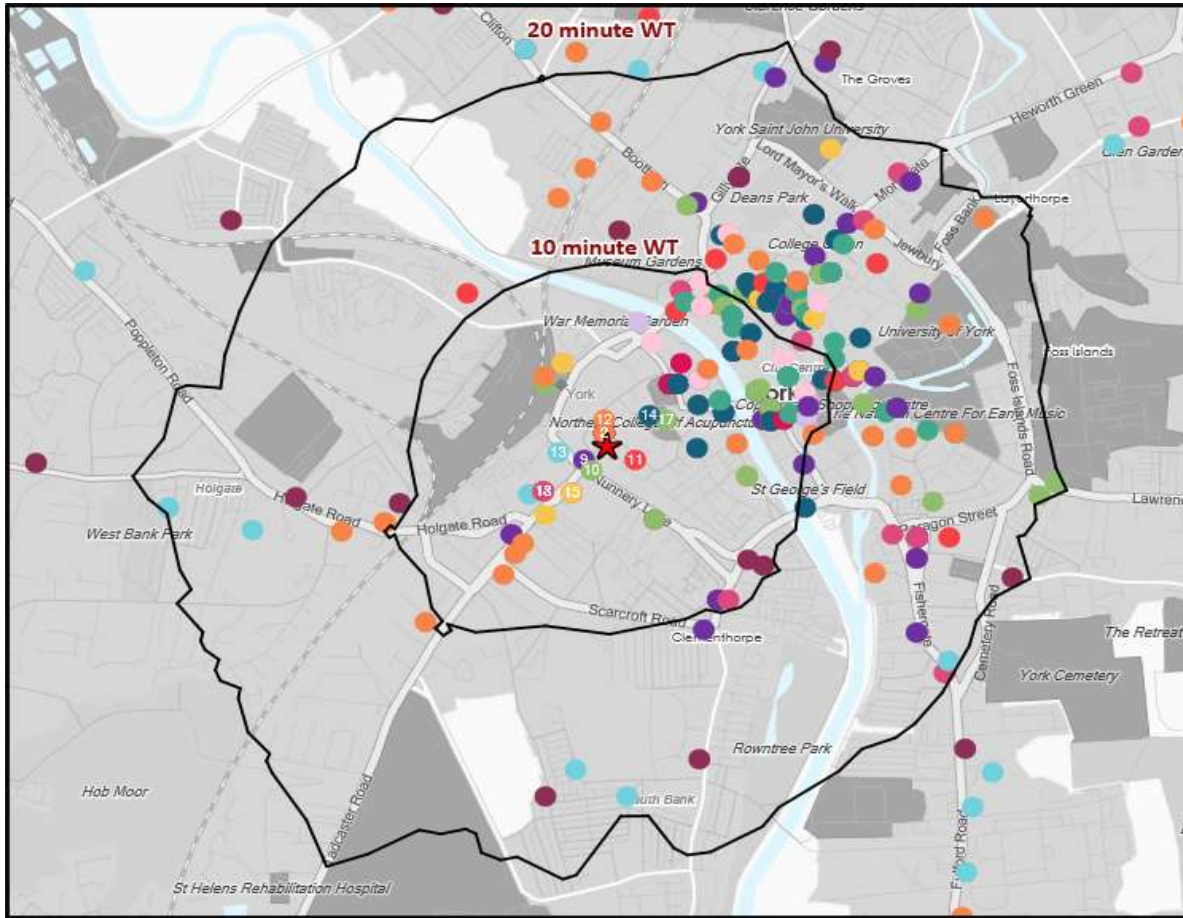
CGA Licensed Premises
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

★ Pub Sites
N Catchment

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Micklegate Tap	YO 1 6LB	Amber Taverns	Circuit Bar	0.0
0	Priory	YO 1 6LB	Blackrose Ltd	GPGF	0.0
2	Skosh	YO 1 6JX	Independent Free	Restaurants	0.0
2	Nags Head	YO 1 6JX	Stonegate Pub Company	Circuit Bar	0.0
2	Micklegate Social	YO 1 6JX	Independent Free	ABOS	0.0
2	Brewdog	YO 1 6JX	BrewDog plc	High Street Pub	0.0
2	Fish And Forest	YO 1 6JX	Independent Free	Restaurants	0.0
2	Old Siam	YO 1 6JX	Independent Free	Restaurants	0.0
2	Safestay	YO 1 6JX	Safestay Plc	Hotel	0.0
9	Delrios	YO24 1AE	Independent Free	Restaurants	0.0
10	Punch Bowl	YO24 1AU	Wetherspoons GB	Circuit Bar	0.1
11	Rock Of York	YO 1 6EX	Independent Free	Large Venue	0.1
12	Hampton By Hilton	YO 1 6JT	Atlas Hotels	Hotel	0.1
13	York Railway Institute	YO24 1AD	Independent Free	Clubland	0.1
14	Artful Dodger	YO 1 6LJ	Independent Free	ABOS	0.1
15	Everyman Cinema	YO24 1AQ	Everyman Media Group	Large Venue	0.1
15	Bar Convent Bed & Breakfast	YO24 1AQ	Independent Free	High Street Pub	0.1
17	Ackhorne	YO 1 6LN	Ei Group	Circuit Bar	0.1
18	Windmill Inn	YO24 1AJ	Greene King	Circuit Bar	0.1
18	Premier Inn	YO24 1AJ	Whitbread	Hotel	0.1
18	Premier Inn	YO24 1AJ	Whitbread	Hotel	0.1

Per Pub Analysis - Gibsons York

| Over GB Average |
| Around GB Average |
| Under GB Average |
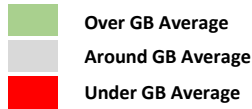
*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,752	23,964	179,753
Number of Competition Pubs	58	136	276
Adults 18+ per Competition Pub	82	176	651

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	15	1,230	25.9%	321
Circuit Bar	17	103	2.2%	54
Community Pub	0	343	7.2%	38
Craft Led	0	487	10.3%	297
Great Pub Great Food	10	1,413	29.7%	168
High Street Pub	6	406	8.5%	46
Premium Local	1	410	8.6%	52

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	38	4,988	20.8%	258
Circuit Bar	32	811	3.4%	83
Community Pub	0	1,575	6.6%	34
Craft Led	0	2,253	9.4%	272
Great Pub Great Food	19	6,307	26.3%	149
High Street Pub	12	2,226	9.3%	50
Premium Local	10	3,085	12.9%	78

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	41	17,806	9.9%	123
Circuit Bar	34	5,931	3.3%	81
Community Pub	6	25,628	14.3%	75
Craft Led	0	7,746	4.3%	125
Great Pub Great Food	27	43,225	24.0%	136
High Street Pub	18	26,245	14.6%	79
Premium Local	47	37,758	21.0%	127

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			