

Catchment Summary - Ramshill Hotel Scarborough

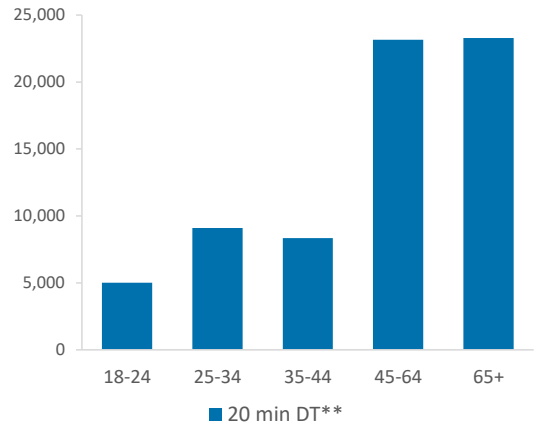
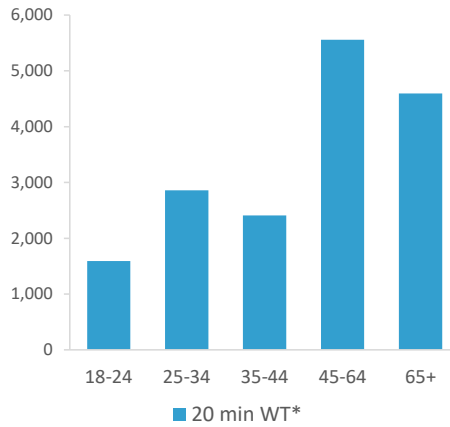
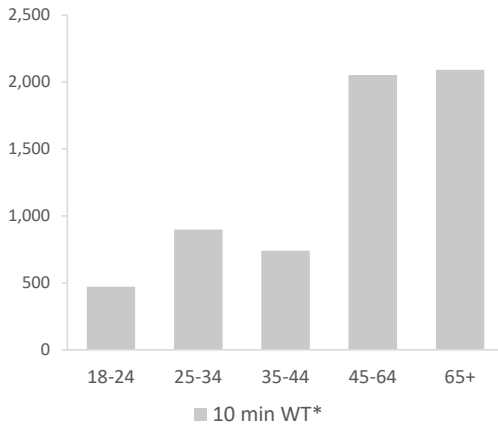


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■ Over GB Average
■ Around GB Average
■ Under GB Average

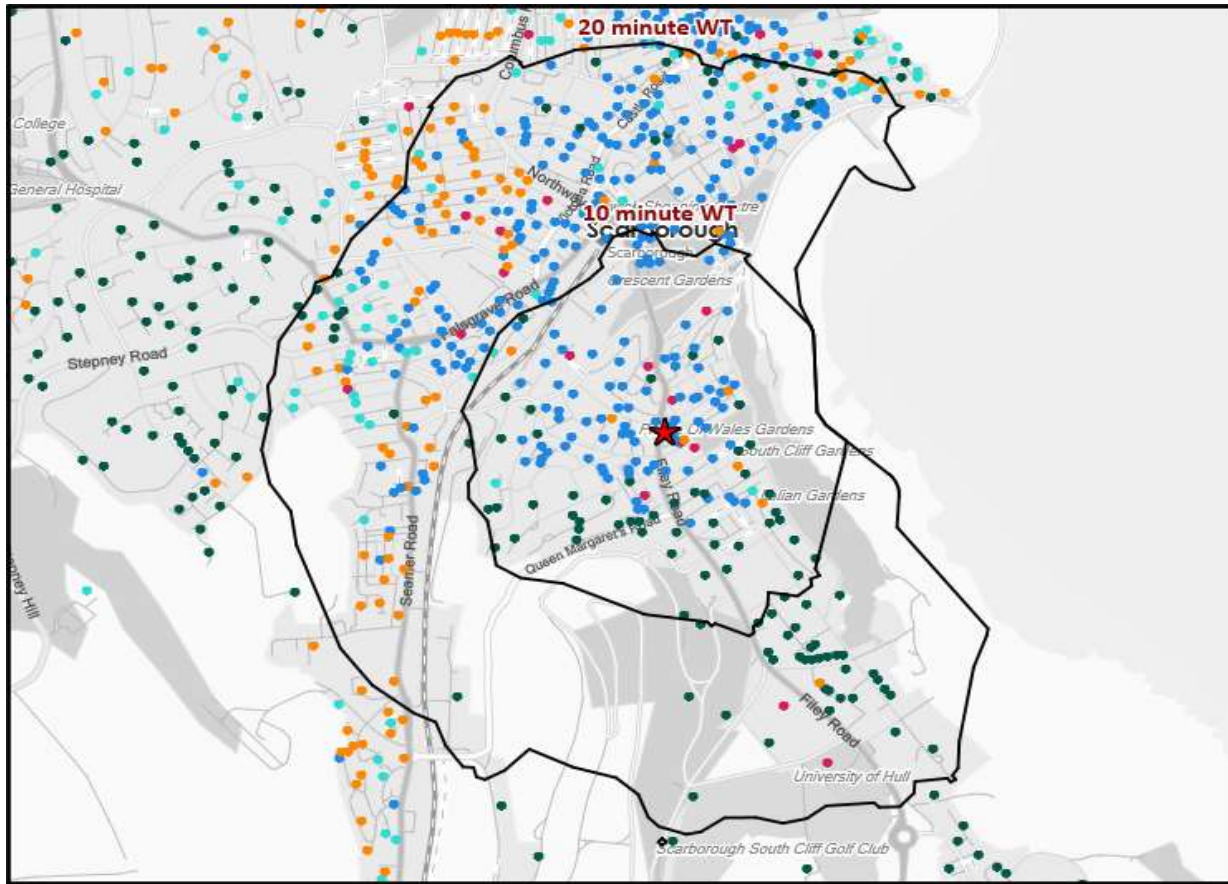
*WT= Walktime, **DT= Drivetime

	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	6,969	20,655	84,479	132	142	22	
Population & Adults 18+ index is based on all pubs							
Adults 18+	6,255	17,011	68,910	144	95	23	
Competition Pubs	15	66	144	100	206	40	
Adults 18+ per Competition Pub	417	258	479	51	31	58	
% Adults Likely to Drink	82.9%	82.0%	82.5%	101	99	100	
Affluence	Low	28.4%	20.1%	26.6%	111	78	104
	Medium	62.3%	70.0%	59.0%	158	178	150
	High	5.0%	8.2%	13.0%	15	24	39
*Affluence does not include Not Private Households							
Age Profile	18-24	472	1,593	5,020	84	95	73
	25-34	899	2,861	9,094	97	104	81
	35-44	740	2,407	8,350	83	91	77
	45-64	2,052	5,556	23,156	115	105	107
	65+	2,092	4,594	23,290	157	116	144



	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	3,601 (52%)	10,413 (50%)	41,085 (49%)	104	102	98
	Female	3,368 (48%)	10,242 (50%)	43,394 (51%)	96	98	102
Economic Status (16-74)	Employed: Full-time	1,776 (34%)	5,350 (35%)	20,625 (35%)	81	84	84
	Employed: Part-time	682 (13%)	2,323 (15%)	9,176 (16%)	100	117	120
	Self employed	523 (10%)	1,443 (9%)	5,999 (10%)	104	99	106
	Unemployed	153 (3%)	526 (3%)	1,378 (2%)	122	146	98
	Retired	996 (19%)	2,325 (15%)	11,842 (20%)	137	111	146
	Other	1,136 (22%)	3,262 (21%)	10,035 (17%)	109	109	86
Total Worker Count		4,257	12,504	41,158			

See the Glossary page for further information on the above variables



- ★ Pub Sites
- Ⓐ Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- 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 Adult - Showing I Care	136	536	700	24	35	11
Young Adult - Showing I'm Cool	3,867	9,042	11,394	672	578	180
Midlife - Young Kids	162	3,015	15,152	8	56	70
Midlife - Carefree	83	1,018	9,019	6	28	62
Mature	1,742	3,103	31,716	100	65	165
Not Private Households	265	297	929	295	121	94
Total	6,255	17,011	68,910			

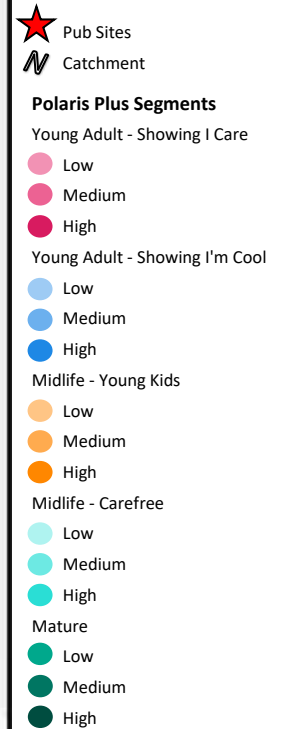
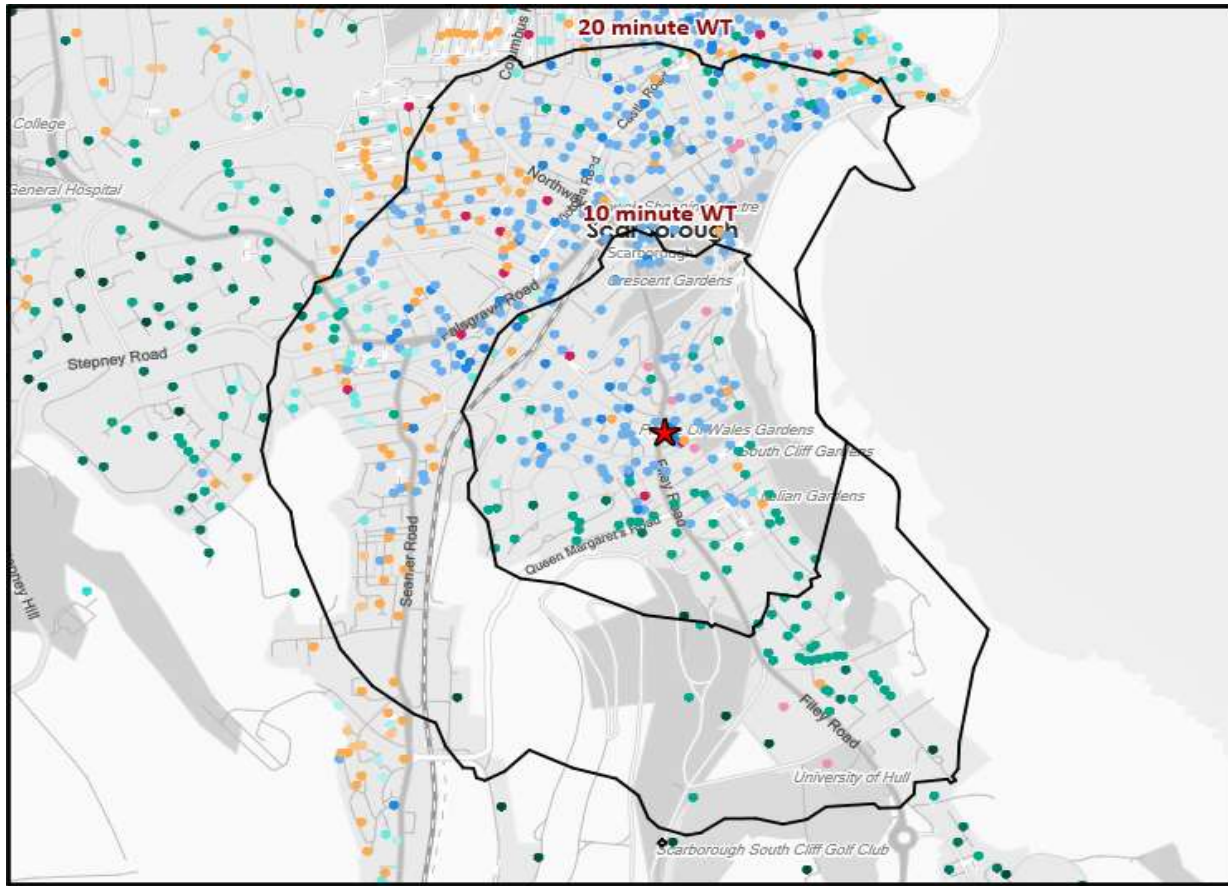
Polaris Summary - Ramshill Hotel Scarborough



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★ Pub Sites



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 Adult - Showing I Care						
Low	71	159	159	27	22	6
Medium	0	0	0	0	0	0
High	65	377	541	31	66	23
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	3,617	8,174	10,181	1,564	1,299	400
High	250	868	1,213	89	114	39
Midlife - Young Kids						
Low	0	207	3,990	0	11	52
Medium	162	2,808	9,794	17	111	95
High	0	0	1,368	0	0	37
Midlife - Carefree						
Low	0	378	2,114	0	65	90
Medium	83	640	4,966	20	56	107
High	0	0	1,939	0	0	26
Mature						
Low	1,705	2,667	12,066	459	264	295
Medium	37	291	15,731	5	14	180
High	0	145	3,919	0	9	61
Not Private Households	265	297	929	295	121	94

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Total

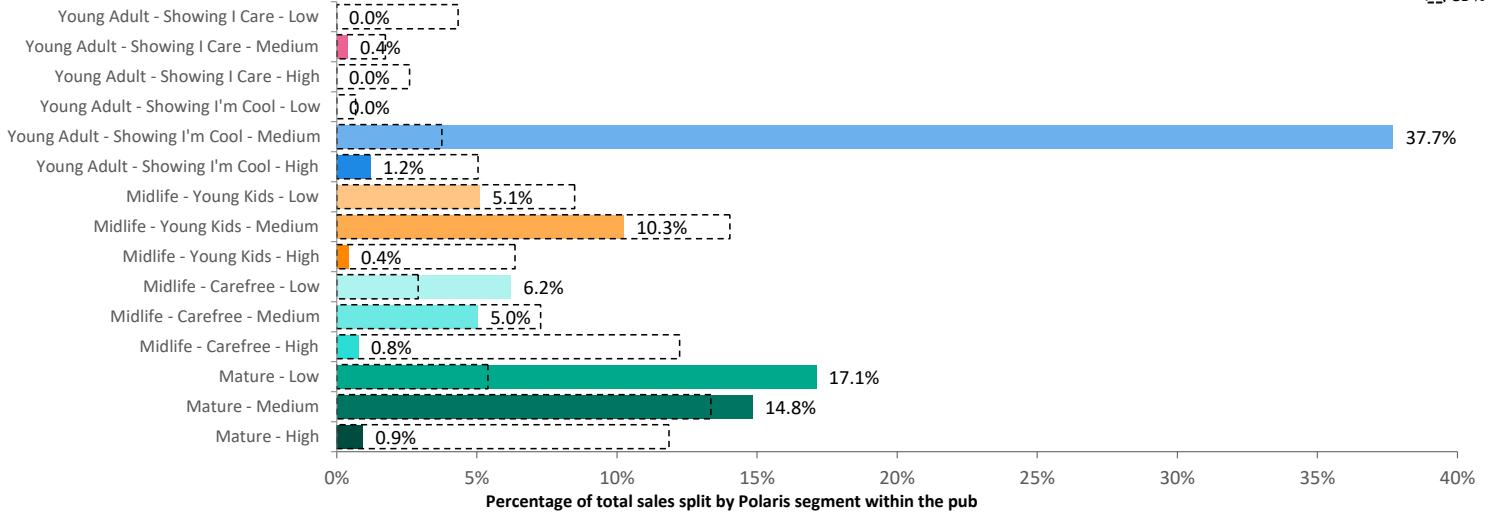
6,255

17,011

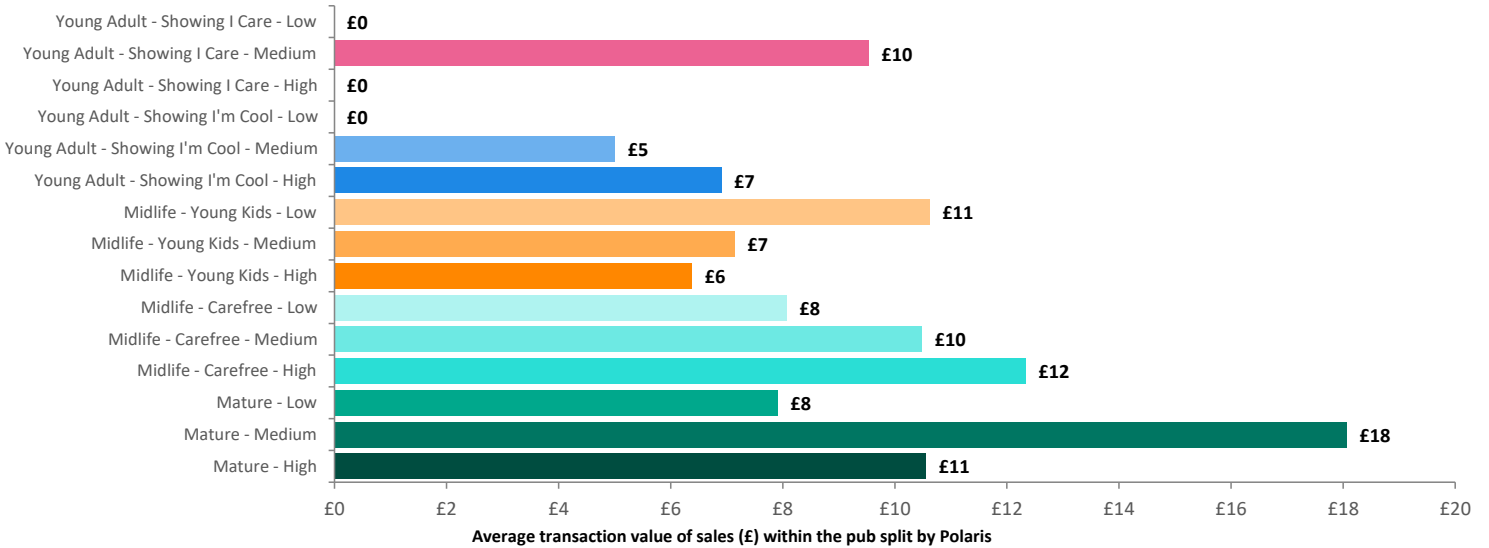
68,910

Spend by Polaris

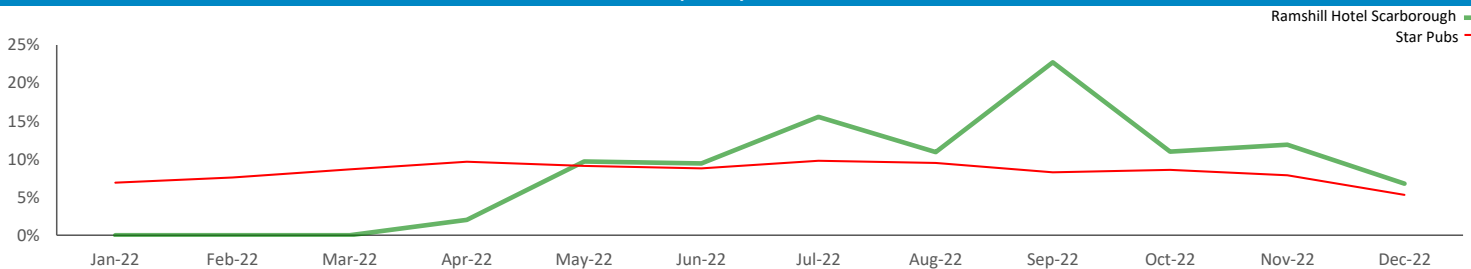
GB %



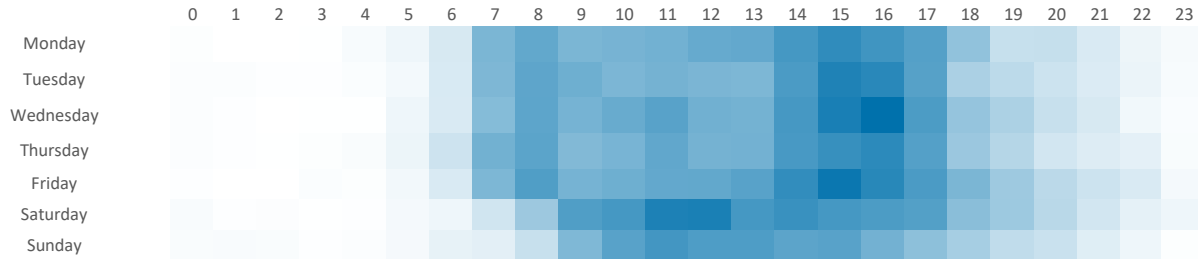
Average Transaction Values (£) by Polaris



Spend by Month

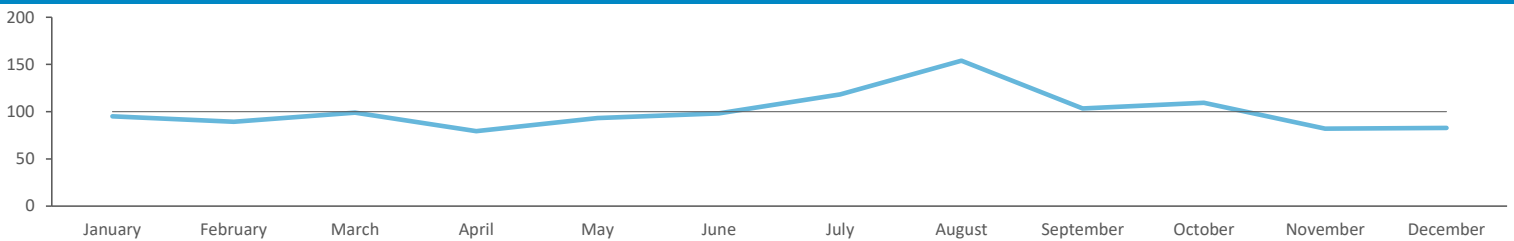


Time of Day/Day of Week



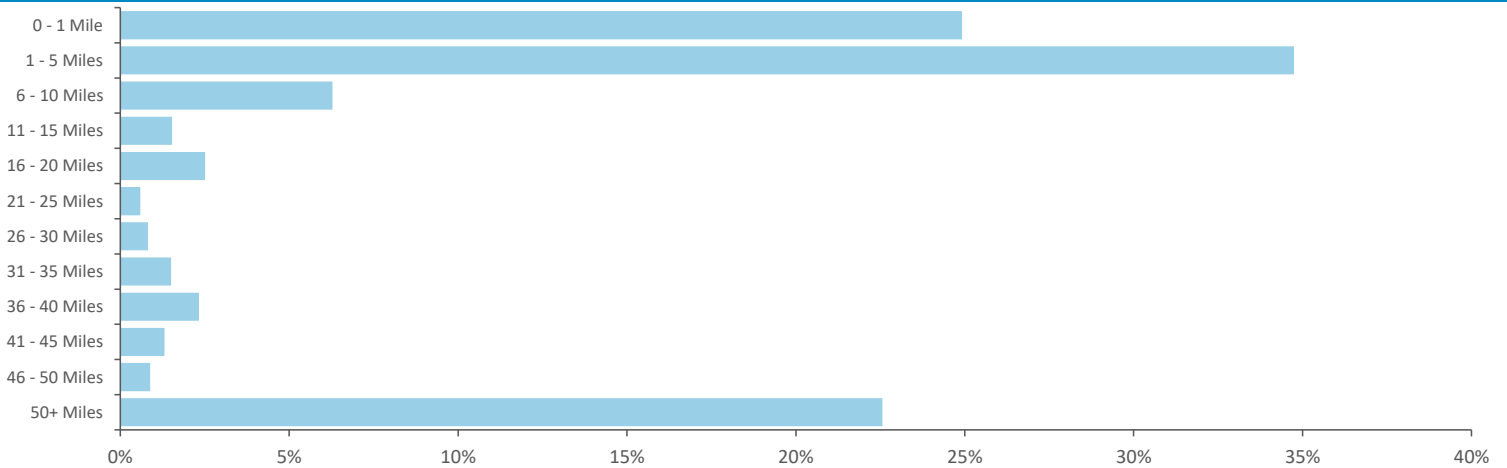
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



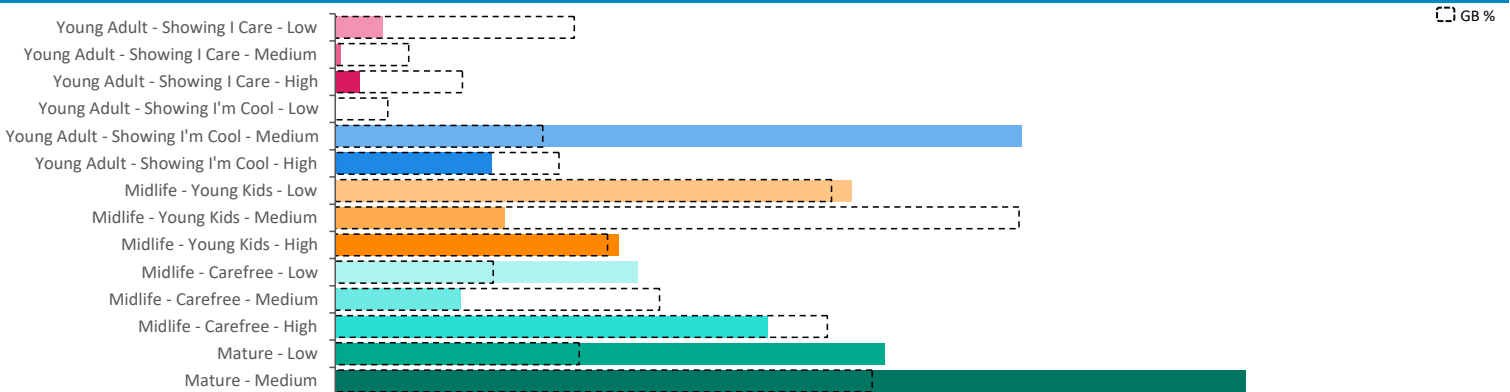
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



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

Polaris Plus Profile



Mobile Data Summary - Ramshill Hotel Scarborough

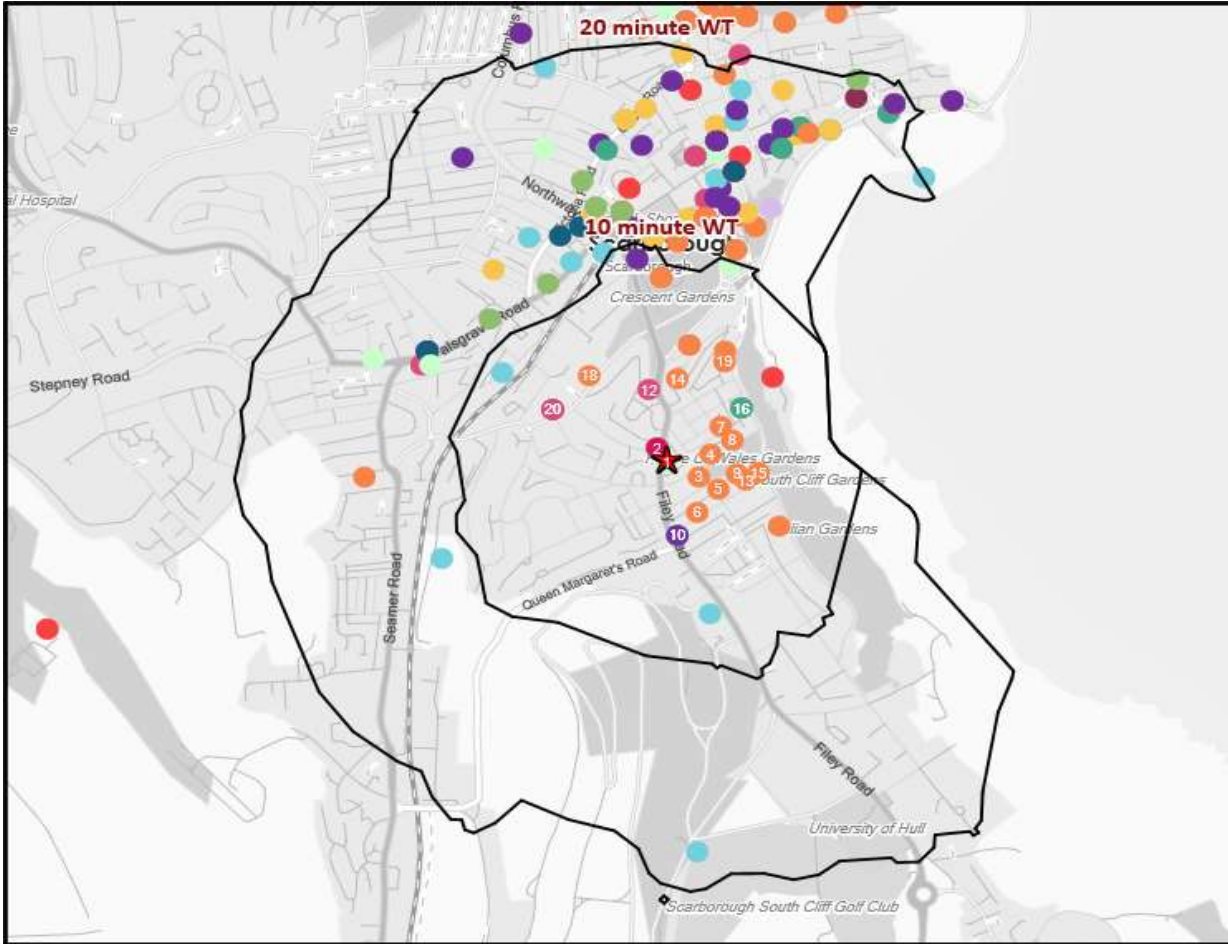


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Time of Day/Day of Week



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



- 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)
1	Ramshill Hotel	YO11 2QG	Star Pubs & Bars	Community Pub	0.0
2	Bacchus Night Club	YO11 2LN	Independent Free	Night Club	0.0
3	New Southlands Hotel	YO11 2QW	CHG (Coach Holidays Group)	Hotel	0.1
4	Redcliff Hotel	YO11 2AL	Independent Free	Hotel	0.1
5	No. 17 West Street	YO11 2QN	Independent Free	Hotel	0.1
6	Waves Guest House	YO11 2AT	Independent Free	Hotel	0.1
7	Carlton House International Hotel	YO11 2DE	Independent Free	Hotel	0.1
8	Red Lea Hotel	YO11 2AJ	Independent Free	Hotel	0.1
9	Maynard Hotel	YO11 2AW	Independent Free	Hotel	0.1
10	South Cliff Recreation Club	YO11 2SD	Independent Free	Clubland	0.2
10	Tuscany Too	YO11 2SD	Independent Free	Restaurants	0.2
12	Cask Inn & Club	YO11 2LQ	Star Pubs & Bars	Family Pub Dining	0.2
13	Hotel Danielle	YO11 2AS	Independent Free	Hotel	0.2
14	Rivelyn Hotel	YO11 2BJ	Independent Free	Hotel	0.2
15	Weston Hotel	YO11 2AR	Independent Free	Hotel	0.2
16	Villa Esplanade	YO11 2AQ	Independent Free	Hotel	0.2
16	El Gringo	YO11 2AQ	Independent Free	Casual Dining	0.2
18	Raincliffe Hotel	YO11 2LY	Independent Free	Hotel	0.2
19	Highlander	YO11 2AF	Star Pubs & Bars	Hotel	0.2
20	Valley	YO11 2LX	Independent Free	Premium Local	0.2