

Catchment Summary - Glen Tavern Dunfermline



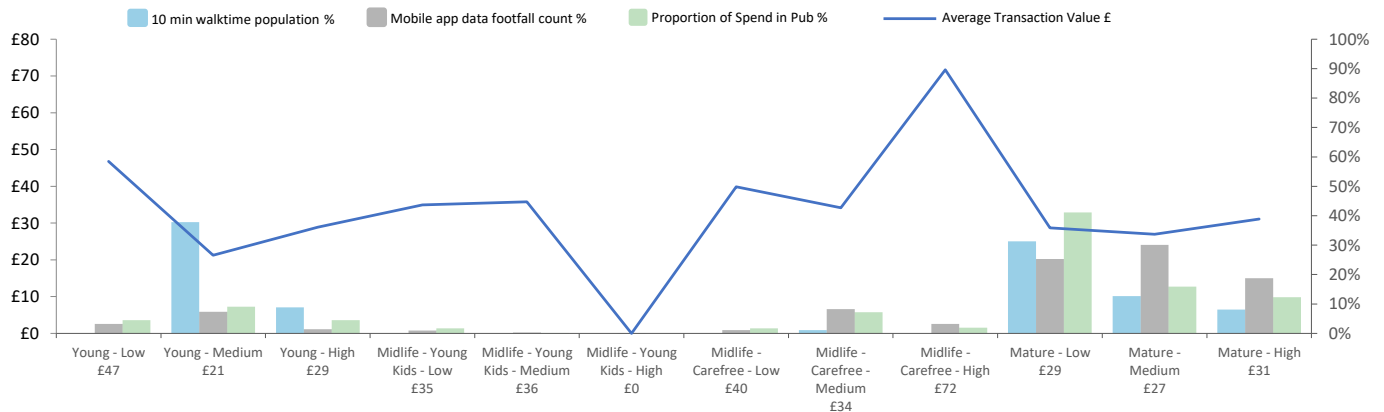
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Ship To	Name	Postcode	Operator	Segment	Sparsity
850733	Glen Tavern Dunfermline	KY12 8AW	Star Pubs & Bars	Premium Local	14



- ★ 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 - Glen Tavern Dunfermline

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	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**

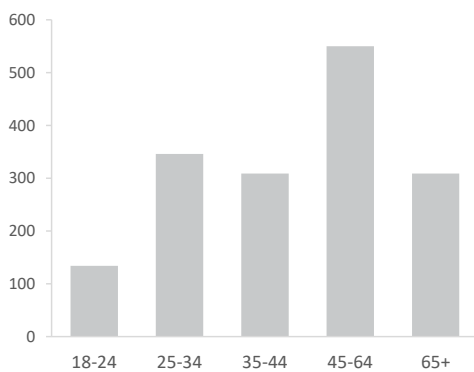
Population	1,937	9,405	167,414	36	51	38
Adults 18+	1,648	8,036	134,014	37	53	38
Competition Pubs	6	22	133	33	61	32
Adults 18+ per Competition Pub	275	365	1,008	32	43	117
% Adults Likely to Drink	78.6%	79.3%	79.1%	103	104	104

Population & Adults 18+ index is based on all pubs

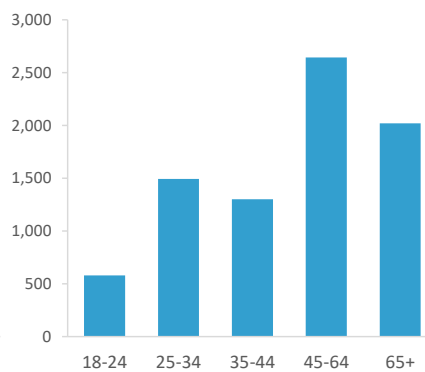
Affluence	Low	31.3%	31.2%	42.4%	94	94	127
	Medium	51.6%	43.0%	30.9%	135	113	81
	High	16.9%	23.2%	25.2%	62	85	92

*Affluence does not include Not Private Households

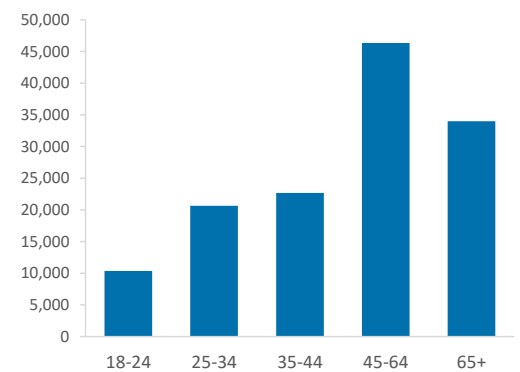
Age Profile	18-24	134	580	10,372	85	76	76
	25-34	346	1,493	20,650	134	119	92
	35-44	309	1,300	22,656	120	104	102
	45-64	550	2,643	46,333	111	109	108
	65+	309	2,020	34,003	83	112	106



■ 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	1,004 (52%)	4,717 (50%)	81,812 (49%)	106	102	100
	Female	933 (48%)	4,688 (50%)	85,602 (51%)	94	98	100

Economic Status (16+)	Employed: Full-time	766 (45%)	3,438 (42%)	55,818 (41%)	132	122	118
	Employed: Part-time	209 (12%)	931 (11%)	17,369 (13%)	104	96	106
	Self employed	112 (7%)	516 (6%)	8,283 (6%)	72	68	65
	Unemployed	39 (2%)	204 (2%)	2,879 (2%)	84	90	76
	Full-time student	45 (3%)	220 (3%)	3,155 (2%)	112	113	96
	Retired	298 (18%)	1,963 (24%)	34,648 (25%)	81	109	115
	Other	218 (13%)	923 (11%)	15,651 (11%)	74	65	65

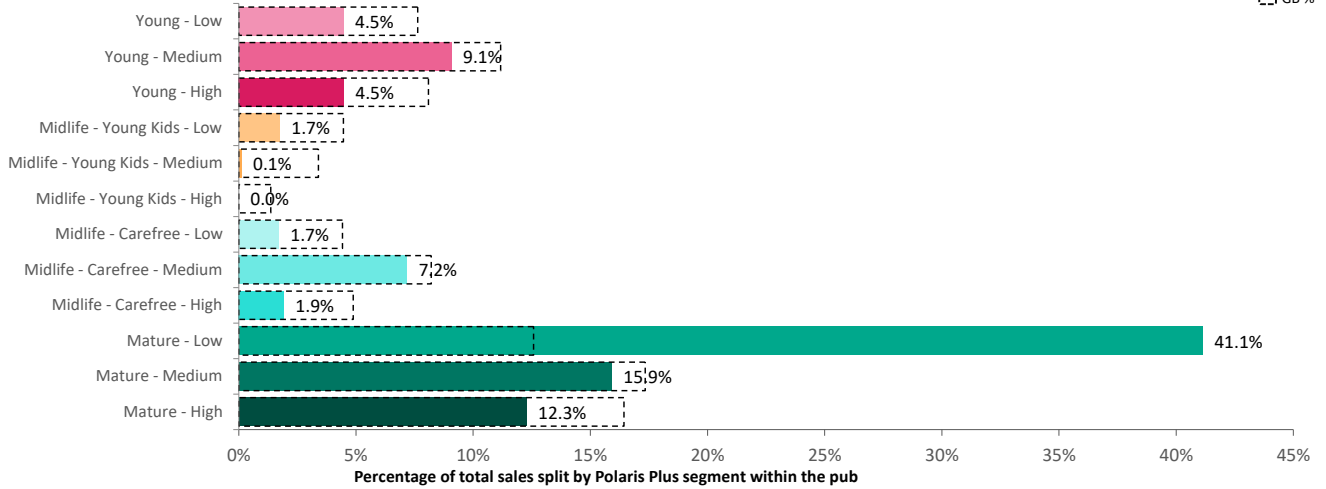
Total Worker Count	1,019	6,982	74,592
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See the Glossary page for further information on the above variables

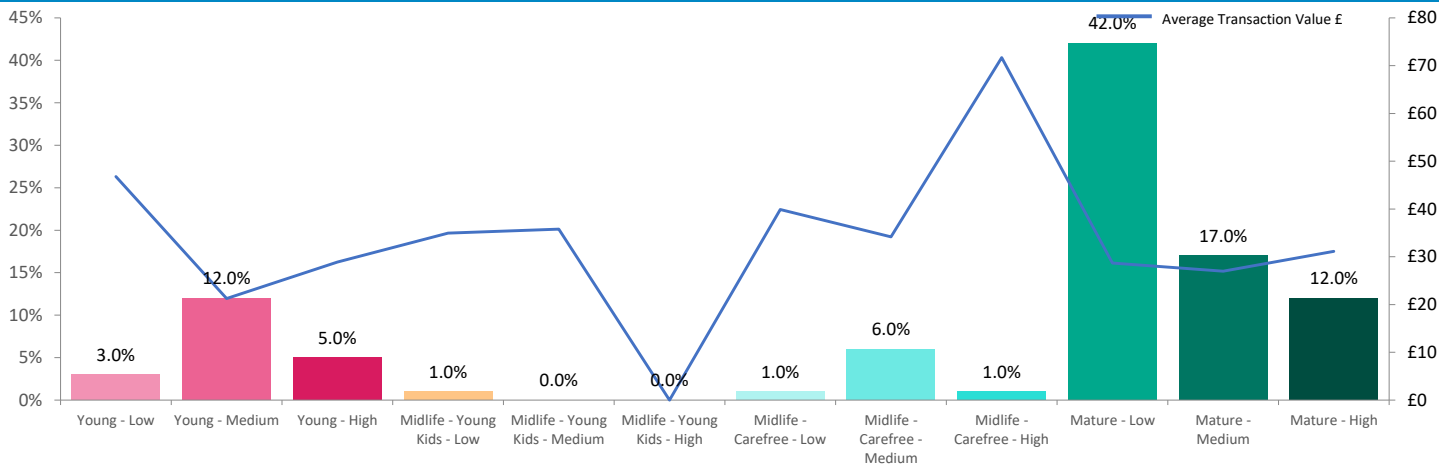
Transactional Data Summary - Glen Tavern Dunfermline

Spend by Polaris Plus

GB %

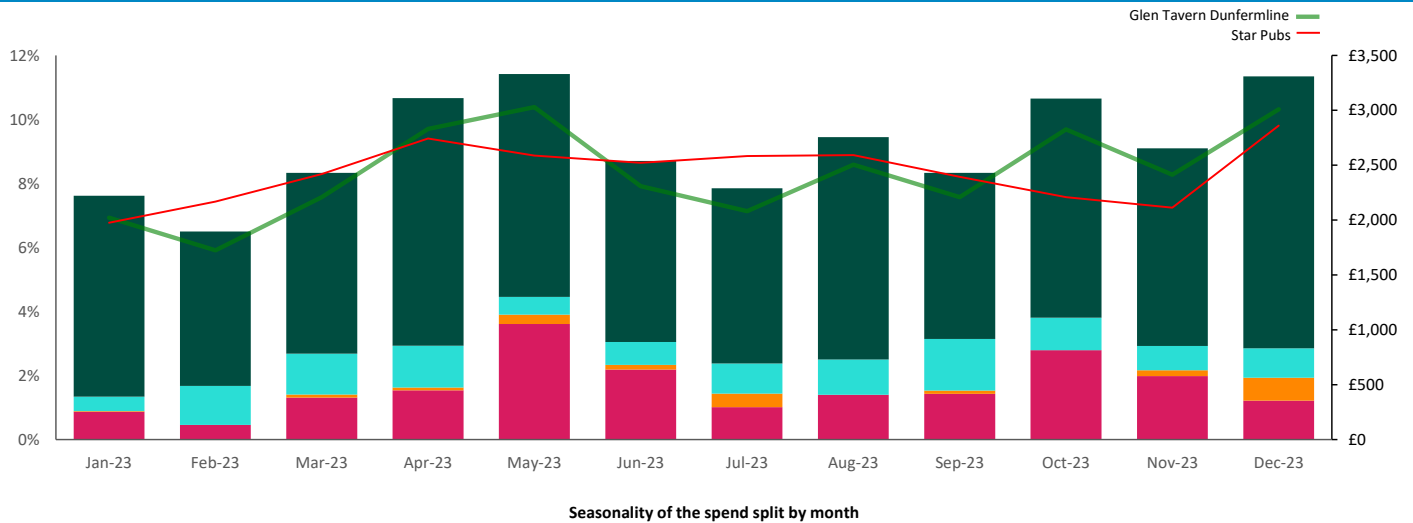


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

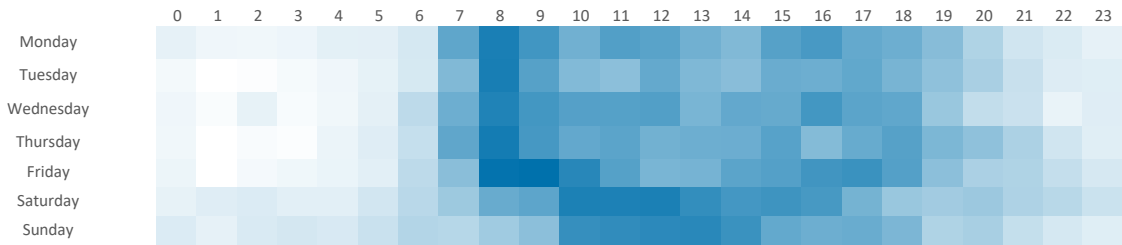


Mobile Data Summary - Glen Tavern Dunfermline



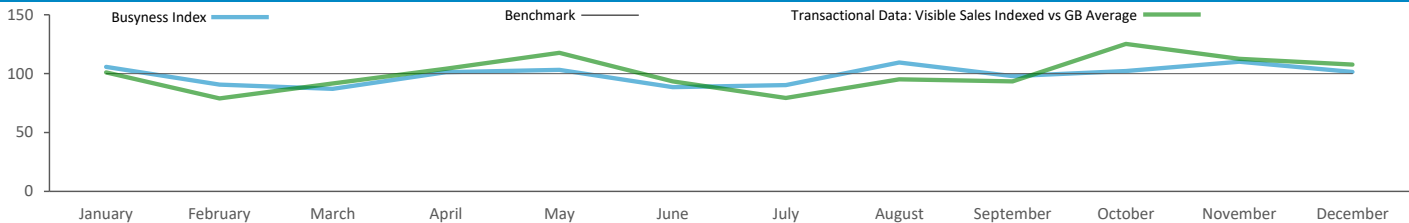
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Time of Day/Day of Week



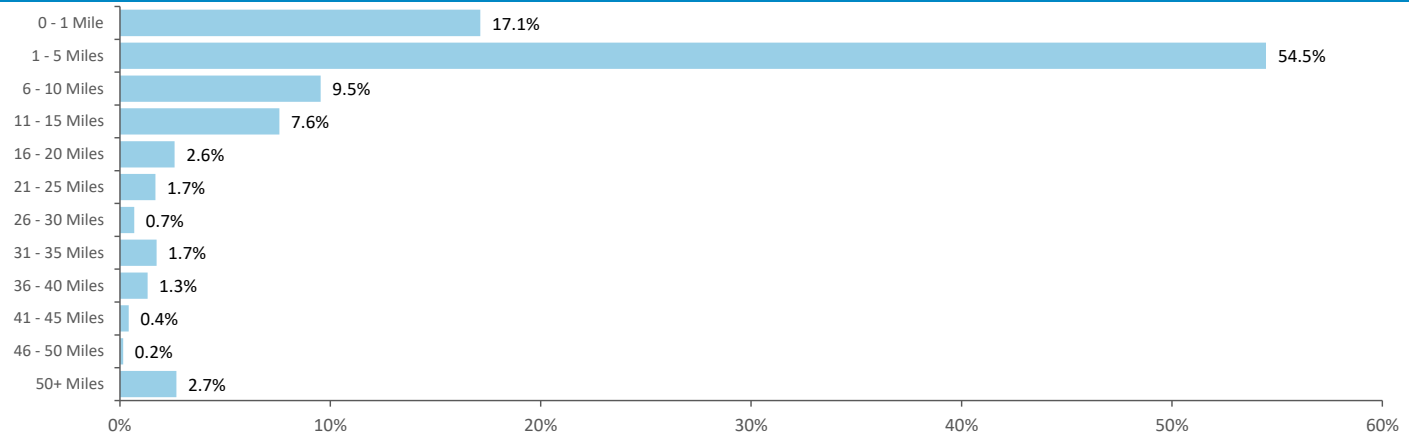
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

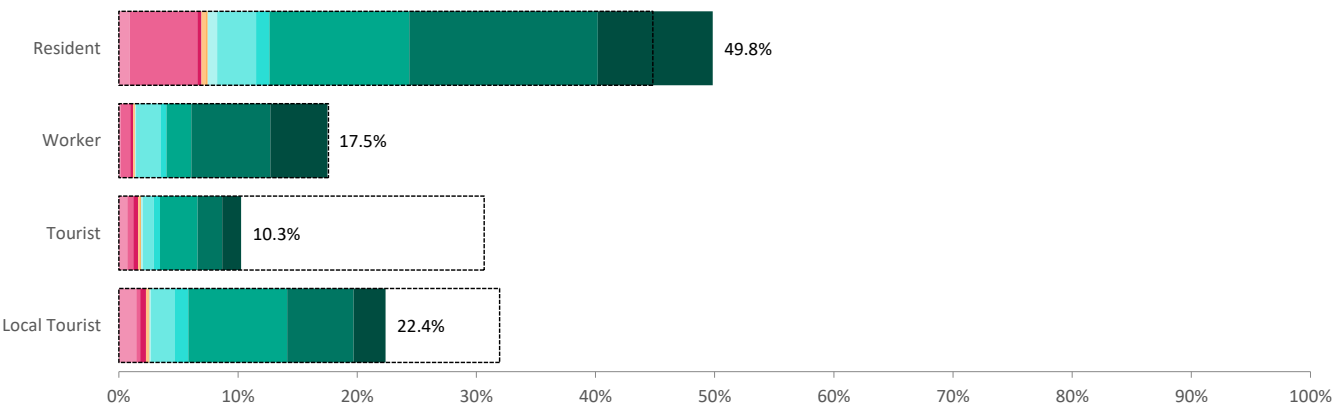
Distance from Home



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

Audience Classification by Polaris Plus

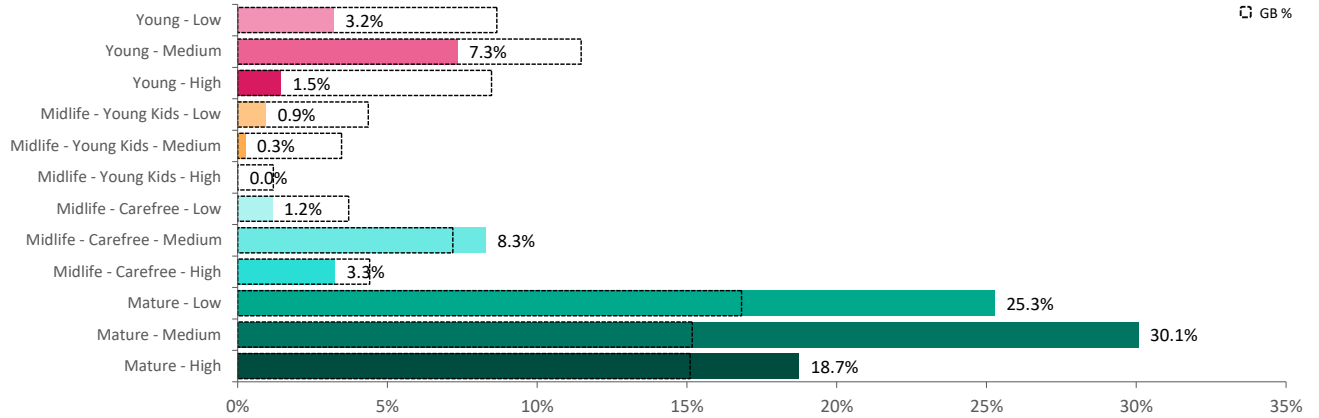
Base: GB



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

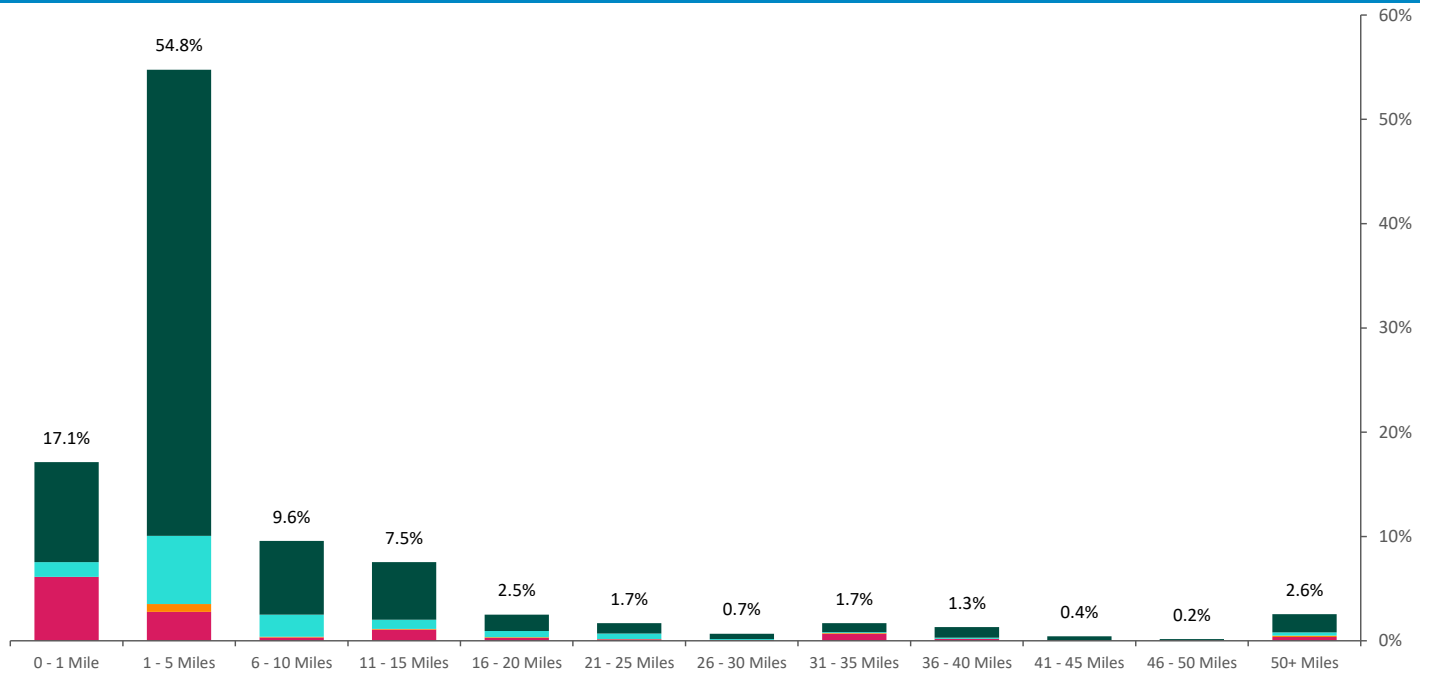
Mobile Data Summary - Glen Tavern Dunfermline

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



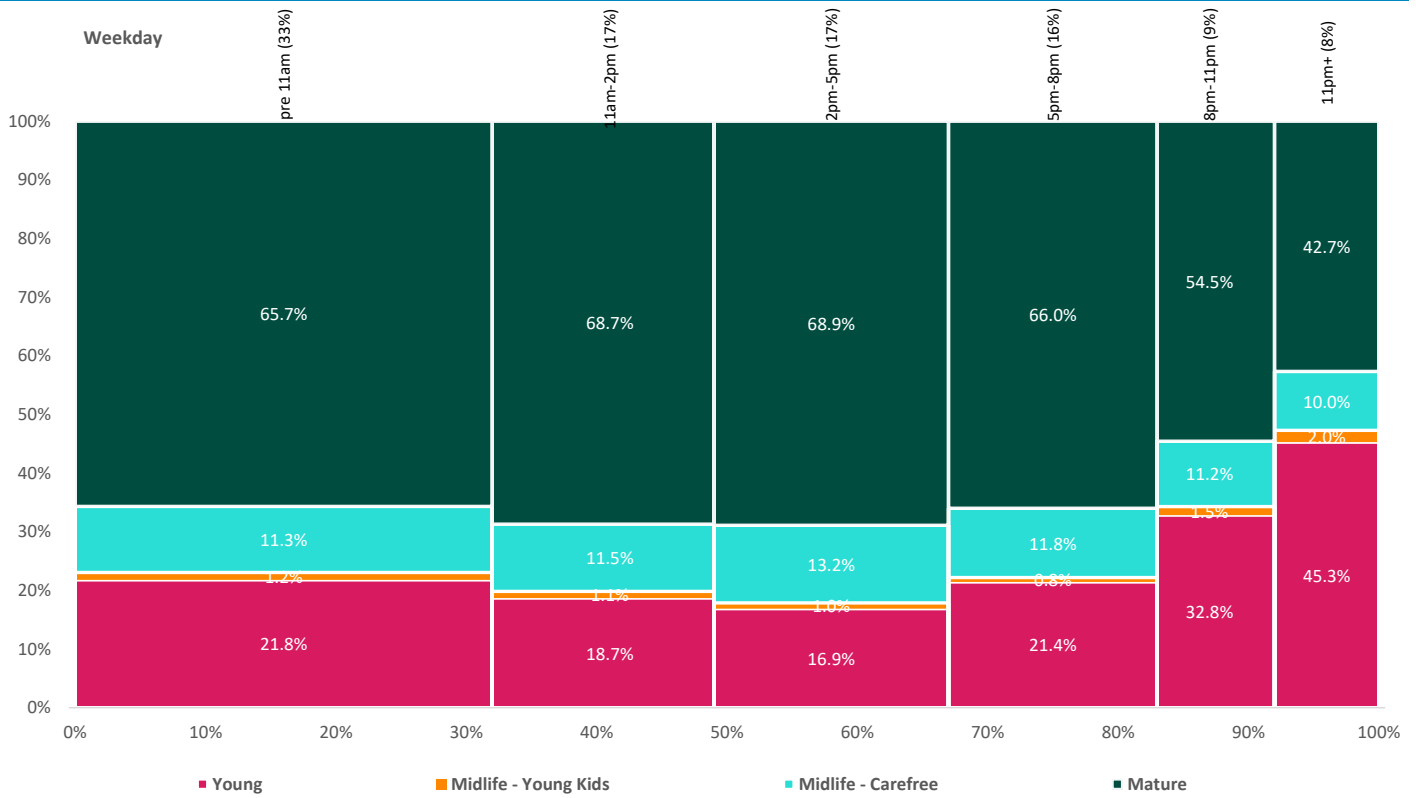
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Mobile Data Summary - Glen Tavern Dunfermline

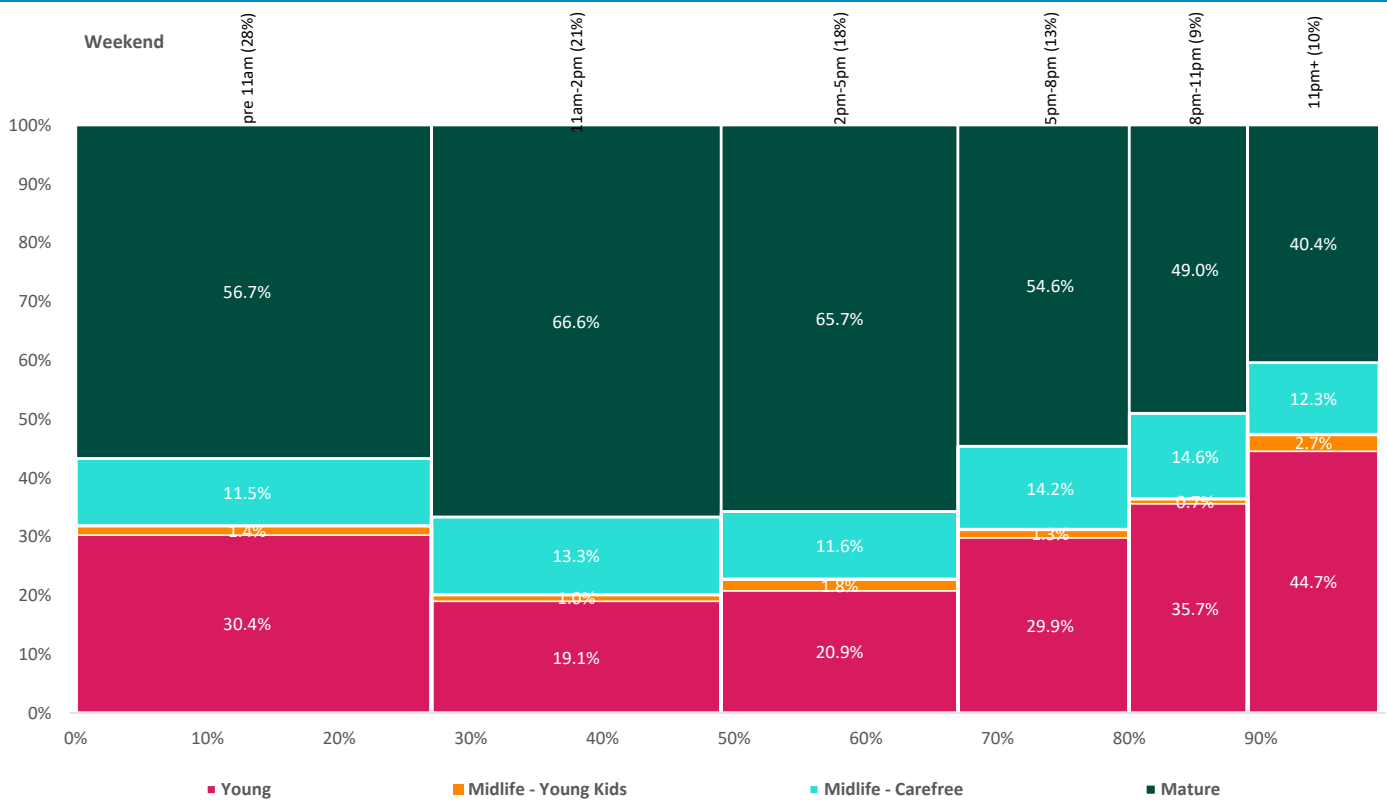


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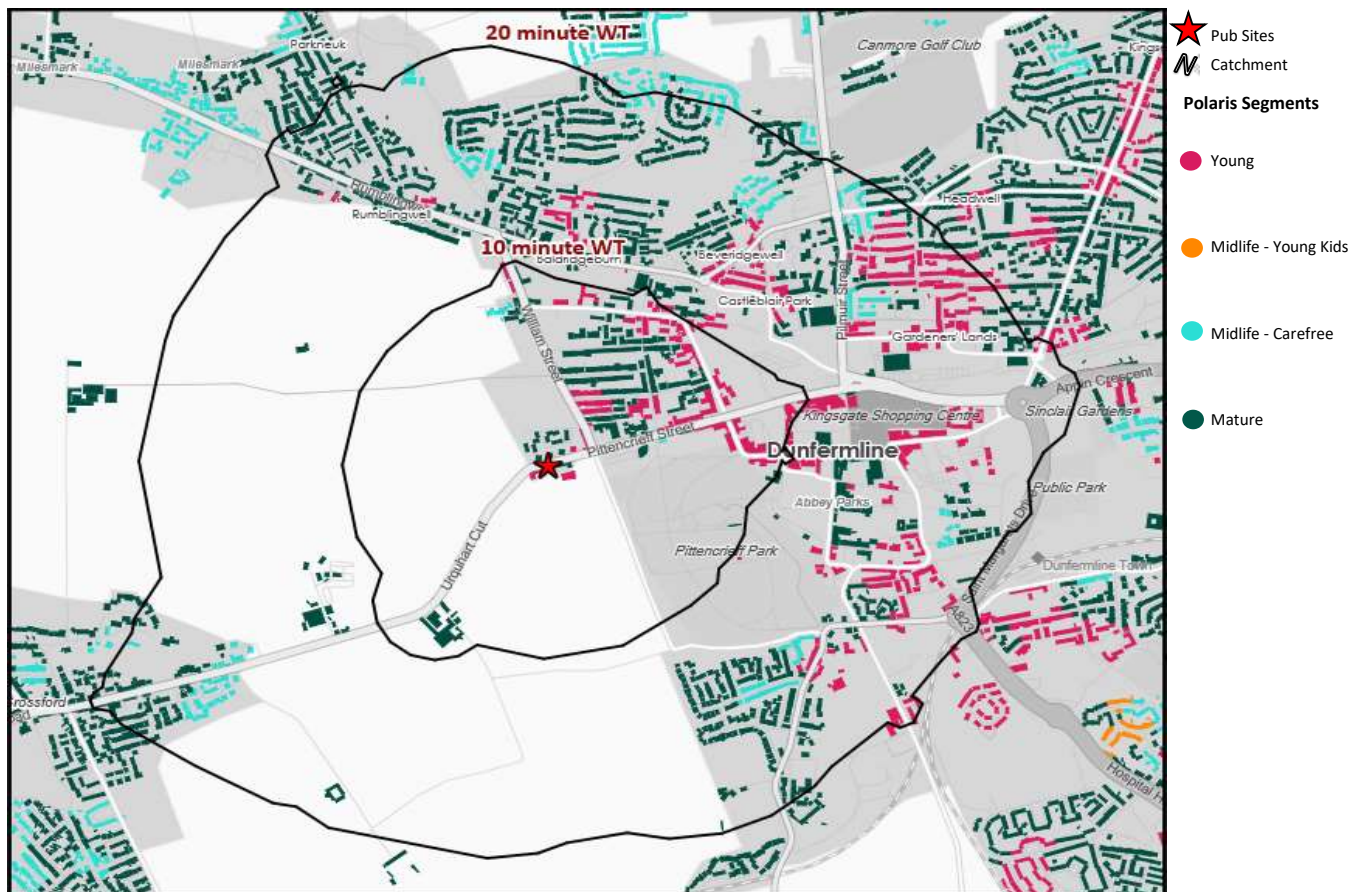
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Glen Tavern Dunfermline

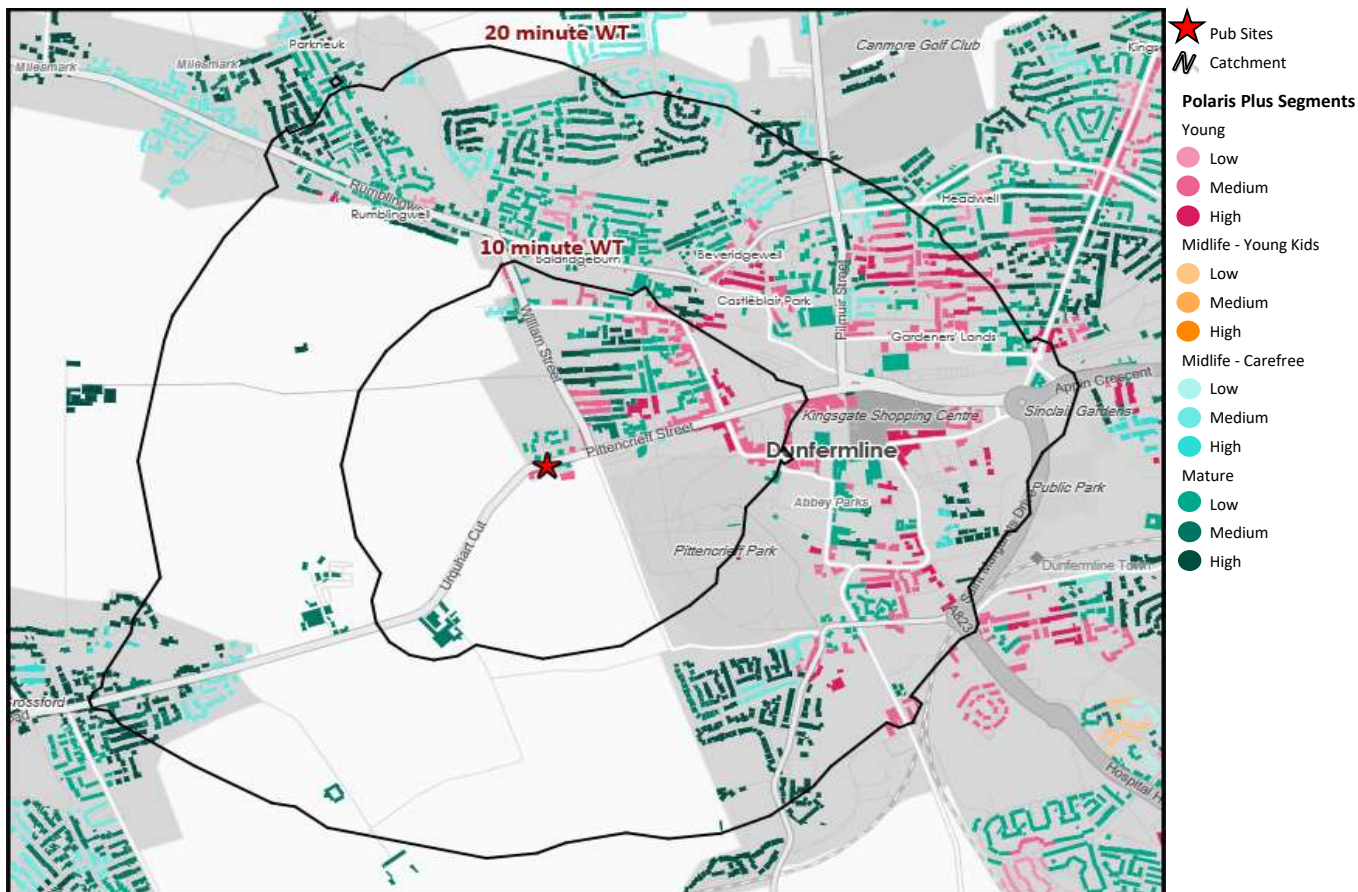


Polaris Profile by Catchment

*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	769	2,763	11,173	170	125	30
Midlife - Young Kids	0	0	2,950	0	0	20
Midlife - Carefree	19	490	17,559	7	39	83
Mature	858	4,579	100,270	117	128	169
Not Private Households	2	204	2,062	9	193	117
Total	1,648	8,036	134,014			

Polaris Plus Summary - Glen Tavern Dunfermline

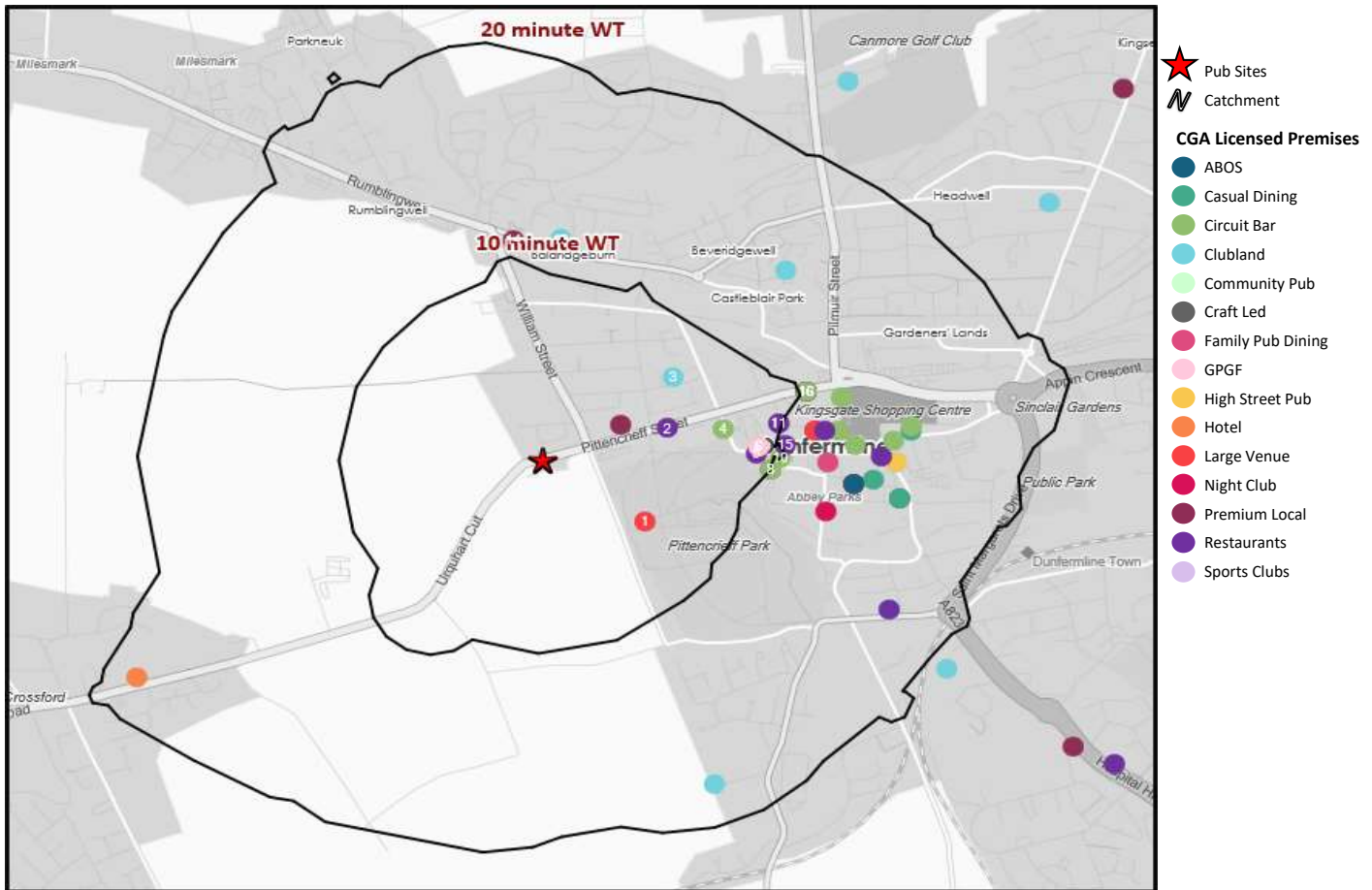


Polaris Plus Profile by Catchment

*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	39	4,105	0	5	31
Medium	623	1,805	4,587	344	205	31
High	146	919	2,481	132	170	27
Midlife - Young Kids						
Low	0	0	2,555	0	0	35
Medium	0	0	395	0	0	7
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	12	1,249	0	4	22
Medium	19	474	13,354	16	82	139
High	0	4	2,956	0	1	50
Mature						
Low	516	2,456	48,892	228	223	266
Medium	209	1,180	23,100	81	94	110
High	133	943	28,278	54	78	141
Not Private Households	2	204	2,062	9	193	117
Total	1,648	8,036	134,014			

CGA Summary - Glen Tavern Dunfermline



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Glen Tavern	KY12 8AN	Star Pubs & Bars	Premium Local	0.2
1	Glen Pavillion	KY12 8QH	Independent Free	Large Venue	0.2
2	Royal Bengal Tandoori	KY12 8AJ	Independent Free	Restaurants	0.2
3	Dunfermline Nrthn Bowling Club	KY12 8AD	Independent Free	Clubland	0.3
4	Raffles	KY12 8AT	Independent Free	Circuit Bar	0.3
5	Ashiqs Fine Indian Cuisine	KY12 8AQ	Independent Free	Restaurants	0.4
6	City Hotel	KY12 8DA	Unknown	Hotel	0.4
6	Seven Kings	KY12 8DA	Greene King	GPGF	0.4
8	Life Nightclub	KY12 7NA	Independent Free	Night Club	0.4
8	Creepy Wee Pub	KY12 7NA	Independent Free	Circuit Bar	0.4
10	Tappie Toories	KY12 7NB	Independent Free	Circuit Bar	0.4
11	Bruce Tavern	KY12 7AG	Independent Free	Circuit Bar	0.4
11	Incontri	KY12 7AG	Independent Free	Restaurants	0.4
13	Dunfermline West End Bowling	KY12 9EH	Independent Free	Clubland	0.4
14	Rumblingwell	KY12 9EG	Star Pubs & Bars	Premium Local	0.4
15	Carlucci	KY12 7AR	Independent Free	Restaurants	0.5
16	Basil	KY12 7AN	Independent Free	Restaurants	0.5
16	Fire Station Creative	KY12 7AN	Independent Free	Large Venue	0.5
16	Gratzi	KY12 7AN	Independent Free	Restaurants	0.5
16	Apricot	KY12 7AN	Independent Free	Restaurants	0.5
16	Brasshouse	KY12 7AN	Unknown	Circuit Bar	0.5

Per Pub Analysis - Glen Tavern Dunfermline



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,648	8,036	134,014
Number of Competition Pubs	6	22	133
Adults 18+ per Competition Pub	275	365	1,008

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	171	10.4%	129
Circuit Bar	3	108	6.6%	162
Community Pub	0	372	22.6%	118
Craft Led	0	115	7.0%	201
Great Pub Great Food	1	255	15.5%	87
High Street Pub	0	363	22.0%	119
Premium Local	1	244	14.8%	90

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	746	9.3%	115
Circuit Bar	10	388	4.8%	119
Community Pub	0	1,739	21.6%	113
Craft Led	0	417	5.2%	150
Great Pub Great Food	1	1,328	16.5%	93
High Street Pub	2	1,605	20.0%	108
Premium Local	2	1,122	14.0%	85

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	4,485	3.3%	42
Circuit Bar	10	4,662	3.5%	86
Community Pub	14	34,785	26.0%	136
Craft Led	0	1,307	1.0%	28
Great Pub Great Food	4	21,366	15.9%	90
High Street Pub	12	29,199	21.8%	118
Premium Local	26	21,545	16.1%	97

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></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</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	Consumer Insight	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	"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"	<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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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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