Catchment Summary - Monty's Dunfermline
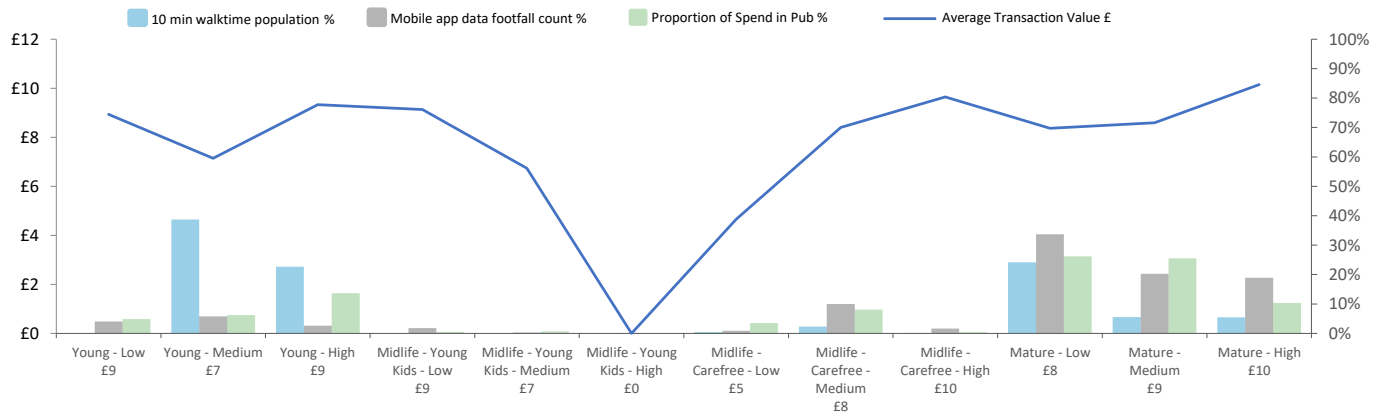
star
PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
883409	Monty's Dunfermline	KY12 7NS	Star Pubs & Bars	Family Pub Dining	13
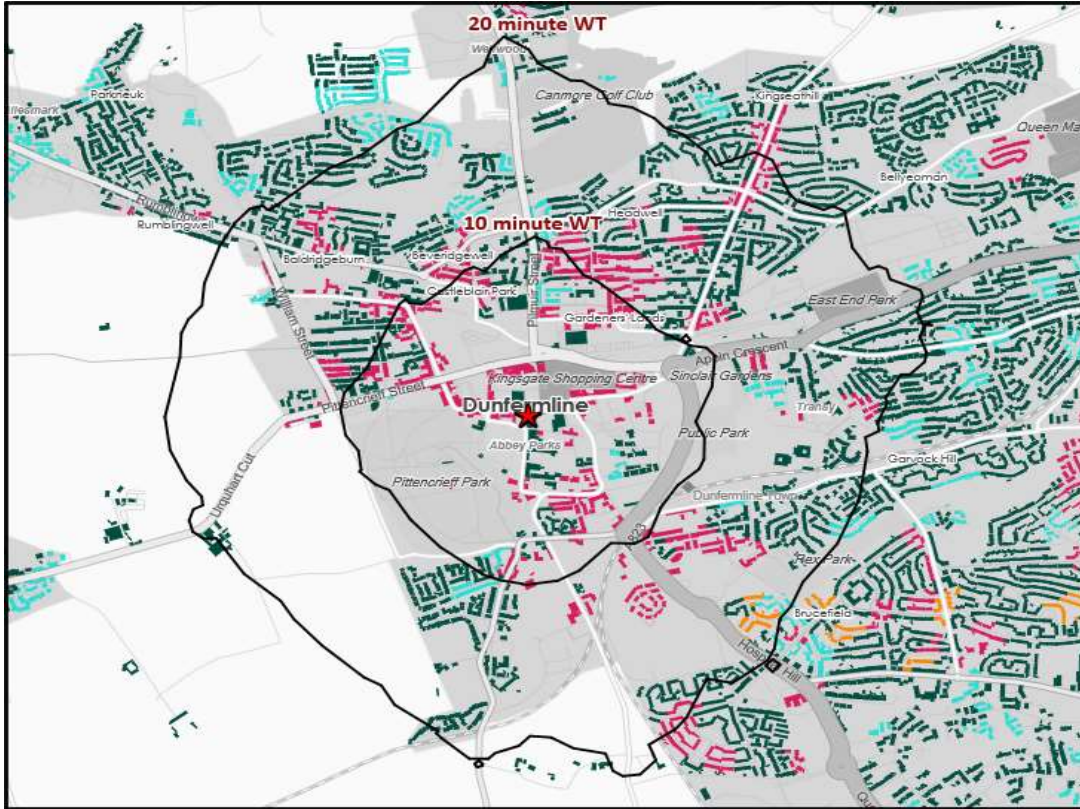
Pub Sites
Catchments

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 - Monty's Dunfermline

★ 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		3,181	14,022	174,793	59	76	40
					Population & Adults 18+ index is based on all pubs		
Adults 18+		2,769	11,837	139,963	61	78	40
Competition Pubs		20	28	131	111	78	31
Adults 18+ per Competition Pub		138	423	1,068	16	49	124
% Adults Likely to Drink		78.8%	79.5%	79.2%	103	104	104
Affluence	Low	24.6%	30.2%	41.4%	74	91	125
	Medium	46.7%	40.6%	31.1%	122	106	82
	High	28.3%	26.6%	26.1%	104	97	96

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	226	862	10,790	87	76	76
	25-34	620	2,059	21,593	146	110	93
	35-44	497	1,912	23,719	118	103	102
	45-64	878	3,990	48,308	107	111	108
	65+	548	3,014	35,553	90	112	106
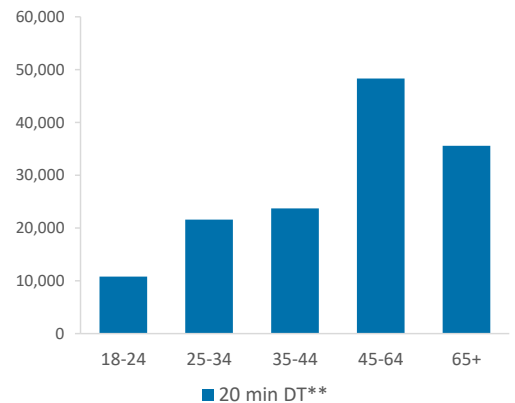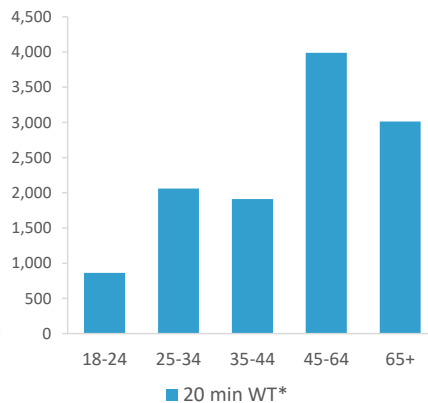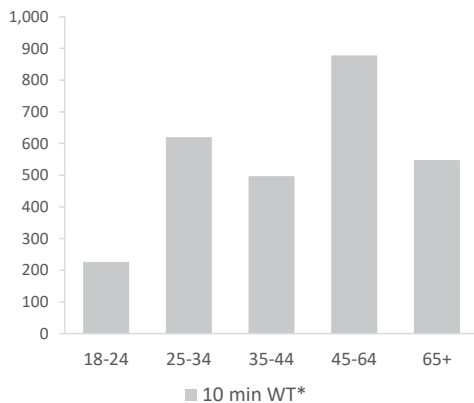
10 min WT*

20 min WT*

20 min DT**

		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	1,656 (52%)	6,936 (49%)	85,321 (49%)	106	101	100
	Female	1,525 (48%)	7,086 (51%)	89,472 (51%)	94	99	100
Economic Status (16+)	Employed: Full-time	1,295 (46%)	5,041 (42%)	58,003 (40%)	134	121	117
	Employed: Part-time	278 (10%)	1,367 (11%)	18,015 (13%)	83	95	105
	Self employed	209 (7%)	686 (6%)	8,790 (6%)	80	61	66
	Unemployed	73 (3%)	285 (2%)	2,970 (2%)	94	85	75
	Full-time student	82 (3%)	323 (3%)	3,340 (2%)	123	112	98
	Retired	522 (19%)	3,002 (25%)	36,482 (25%)	85	113	116
	Other	354 (13%)	1,383 (11%)	16,319 (11%)	72	66	65
Total Worker Count		5,960	9,511	74,267			

See the Glossary page for further information on the above variables

Spend by Polaris Plus

GB %

Segment	Percentage
Young - Low	4.9%
Young - Medium	6.2%
Young - High	13.6%
Midlife - Young Kids - Low	0.5%
Midlife - Young Kids - Medium	0.7%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	3.5%
Midlife - Carefree - Medium	8.1%
Midlife - Carefree - High	0.3%
Mature - Low	26.2%
Mature - Medium	25.5%
Mature - High	10.4%

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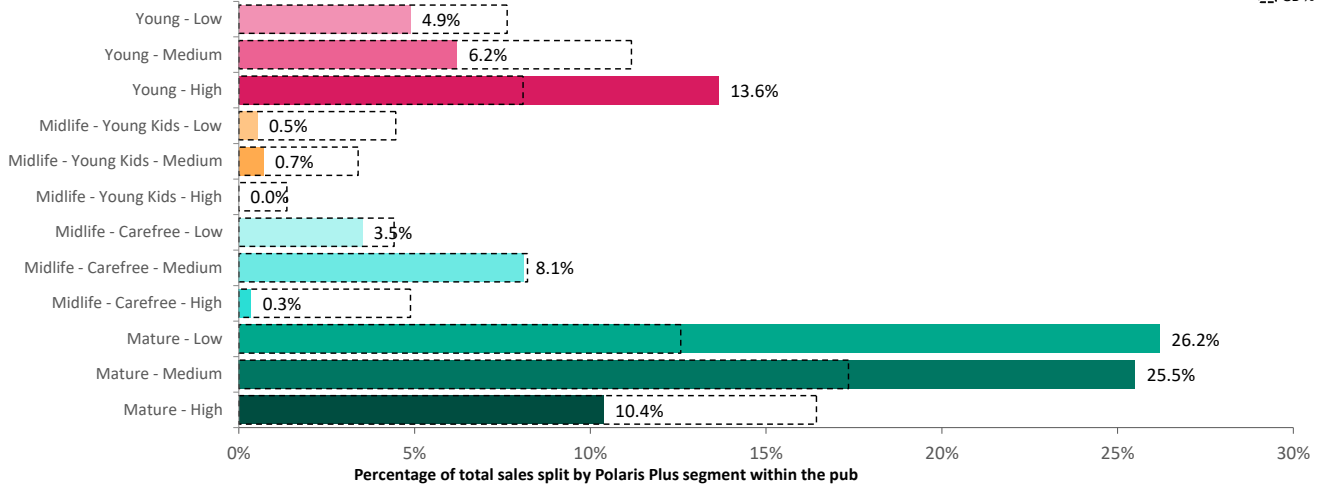
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	5.0%
Young - Medium	7.0%
Young - High	12.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	1.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	6.0%
Midlife - Carefree - Medium	8.0%
Midlife - Carefree - High	0.0%
Mature - Low	26.0%
Mature - Medium	25.0%
Mature - High	9.0%
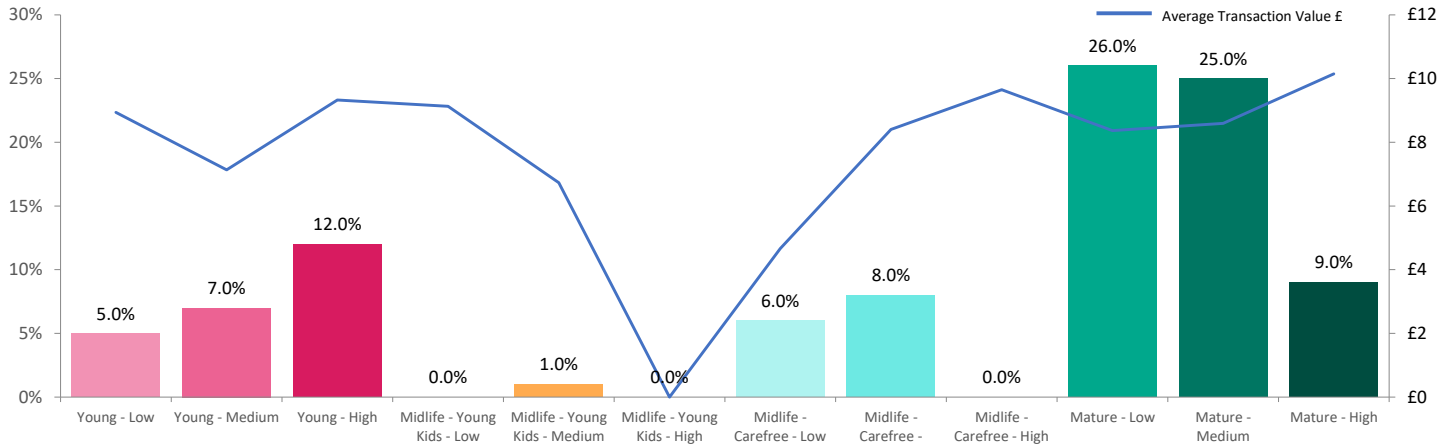
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris
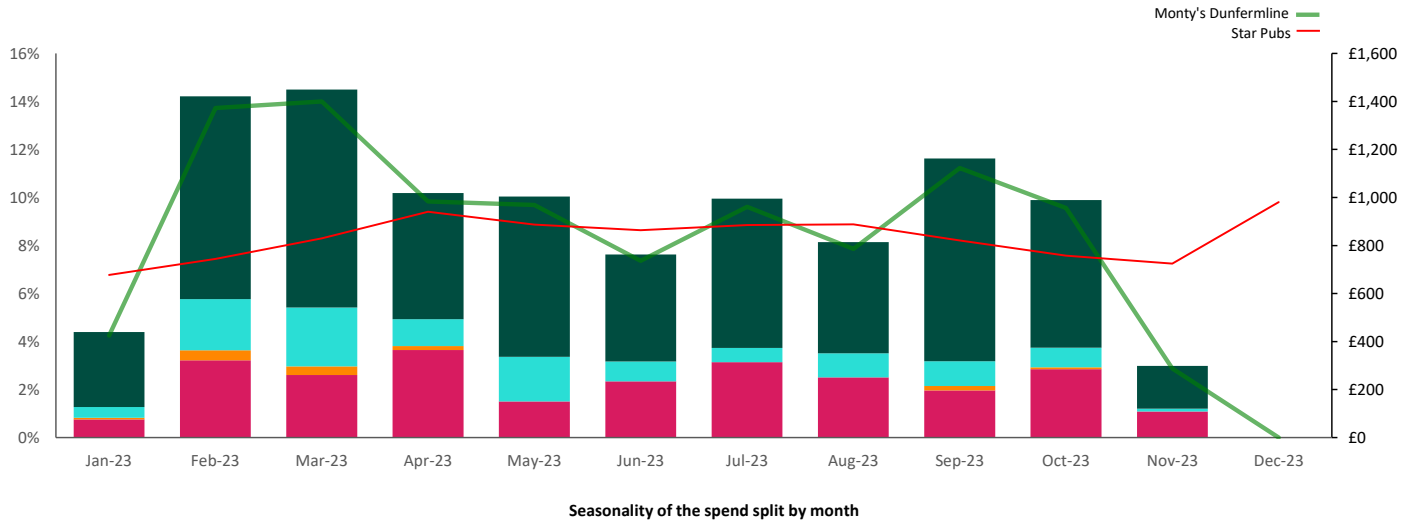
Monty's Dunfermline
Star Pubs

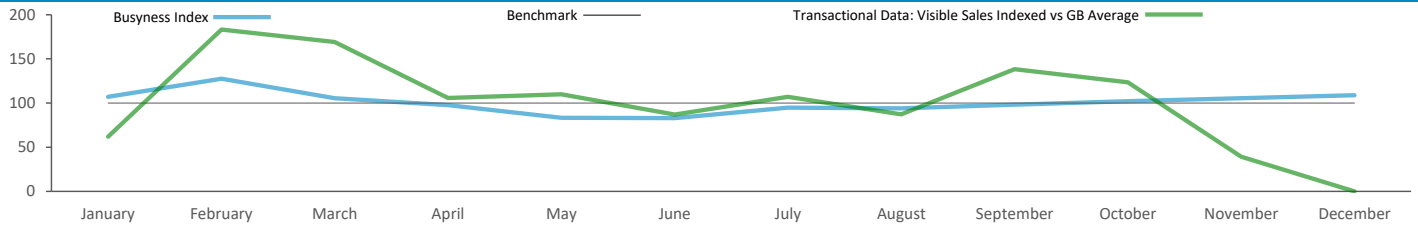Seasonality of the spend split by month

Mobile Data Summary - Monty's Dunfermline

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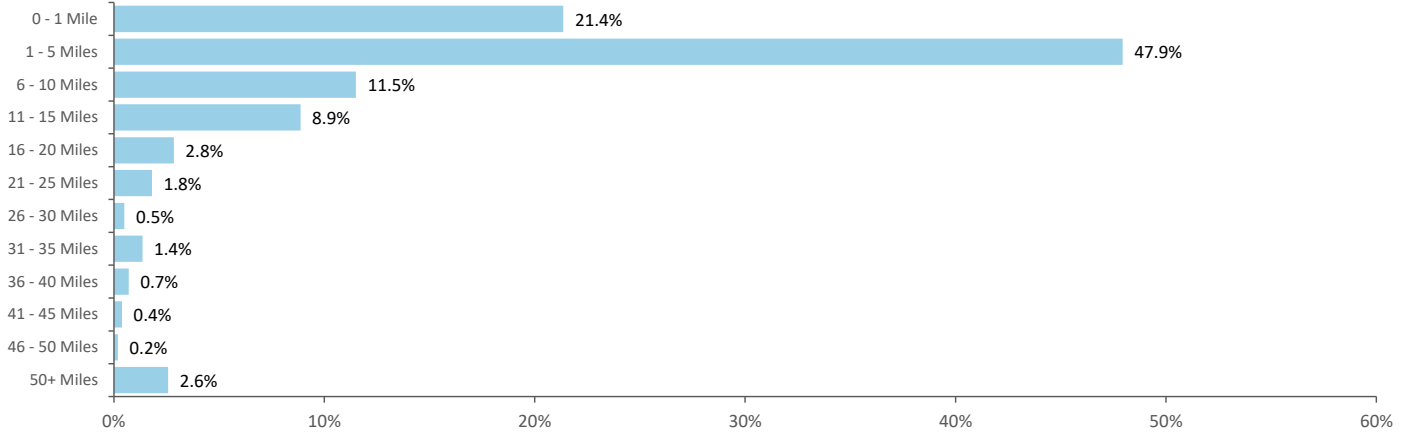
Time of Day/Day of Week
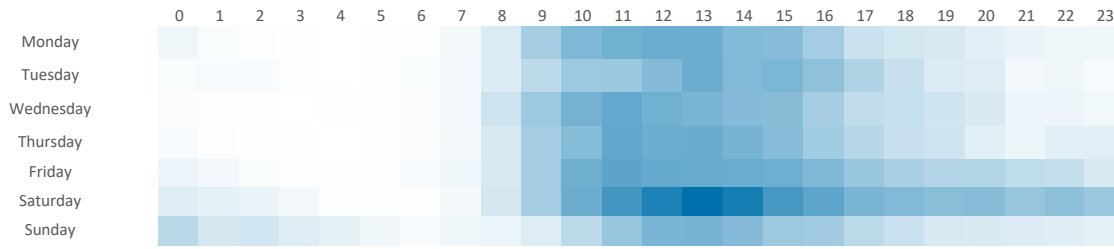
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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	21.4%
1 - 5 Miles	47.9%
6 - 10 Miles	11.5%
11 - 15 Miles	8.9%
16 - 20 Miles	2.8%
21 - 25 Miles	1.8%
26 - 30 Miles	0.5%
31 - 35 Miles	1.4%
36 - 40 Miles	0.7%
41 - 45 Miles	0.4%
46 - 50 Miles	0.2%
50+ Miles	2.6%

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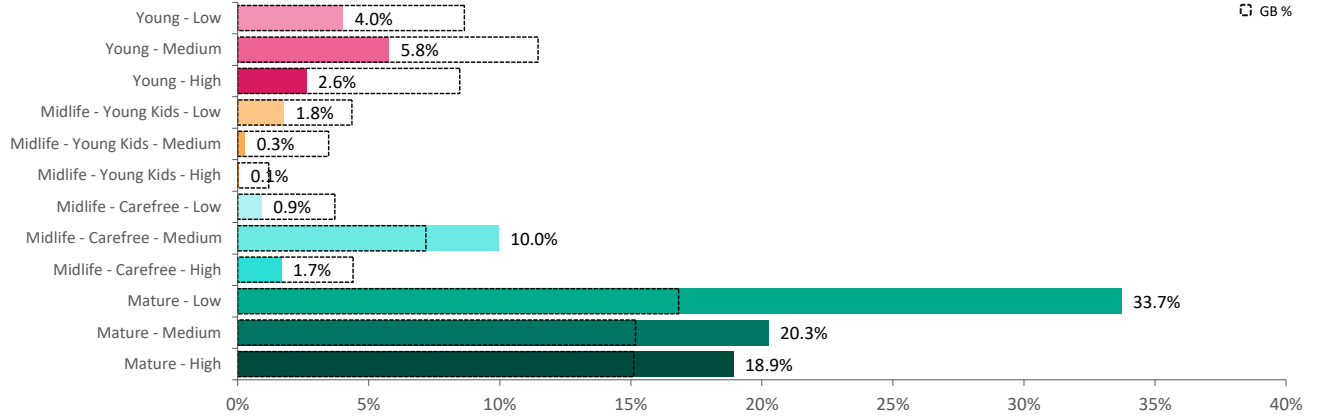
Audience Classification by Polaris Plus

Base: GB

Audience	Percentage
Resident	45.4%
Worker	15.5%
Tourist	8.9%
Local Tourist	30.1%
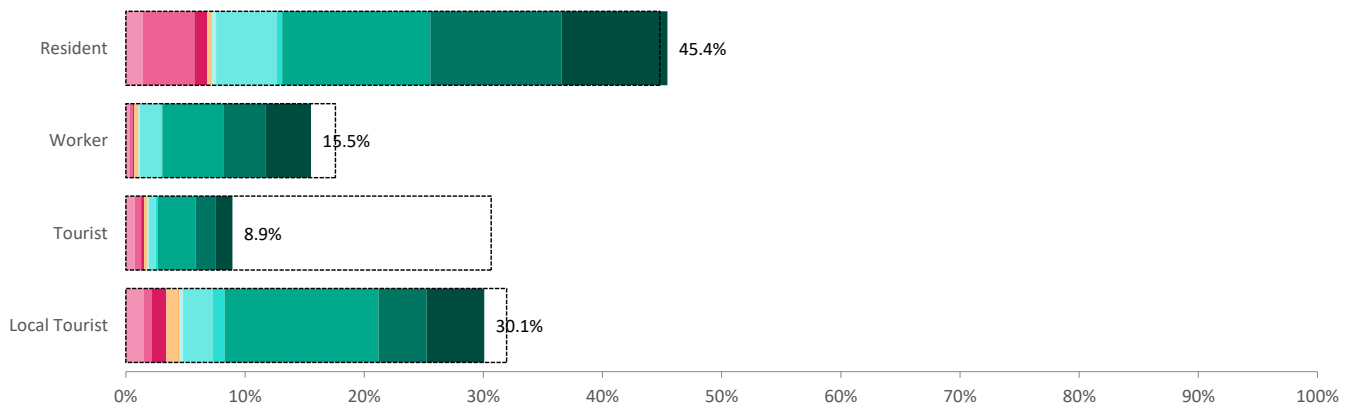
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification
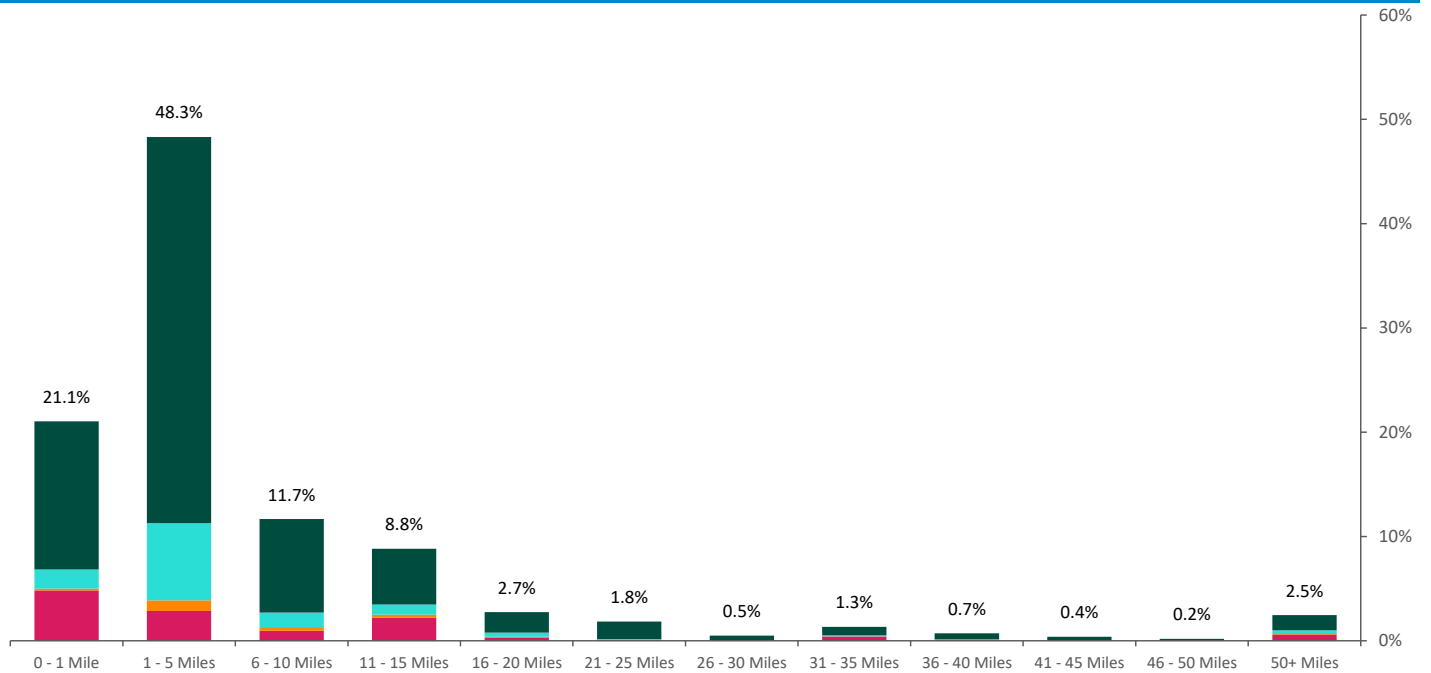
Mobile Data Summary - Monty's Dunfermline

Polaris Plus Profile

GB %

Category	%
Young - Low	4.0%
Young - Medium	5.8%
Young - High	2.6%
Midlife - Young Kids - Low	1.8%
Midlife - Young Kids - Medium	0.3%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	0.9%
Midlife - Carefree - Medium	10.0%
Midlife - Carefree - High	1.7%
Mature - Low	33.7%
Mature - Medium	20.3%
Mature - High	18.9%

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

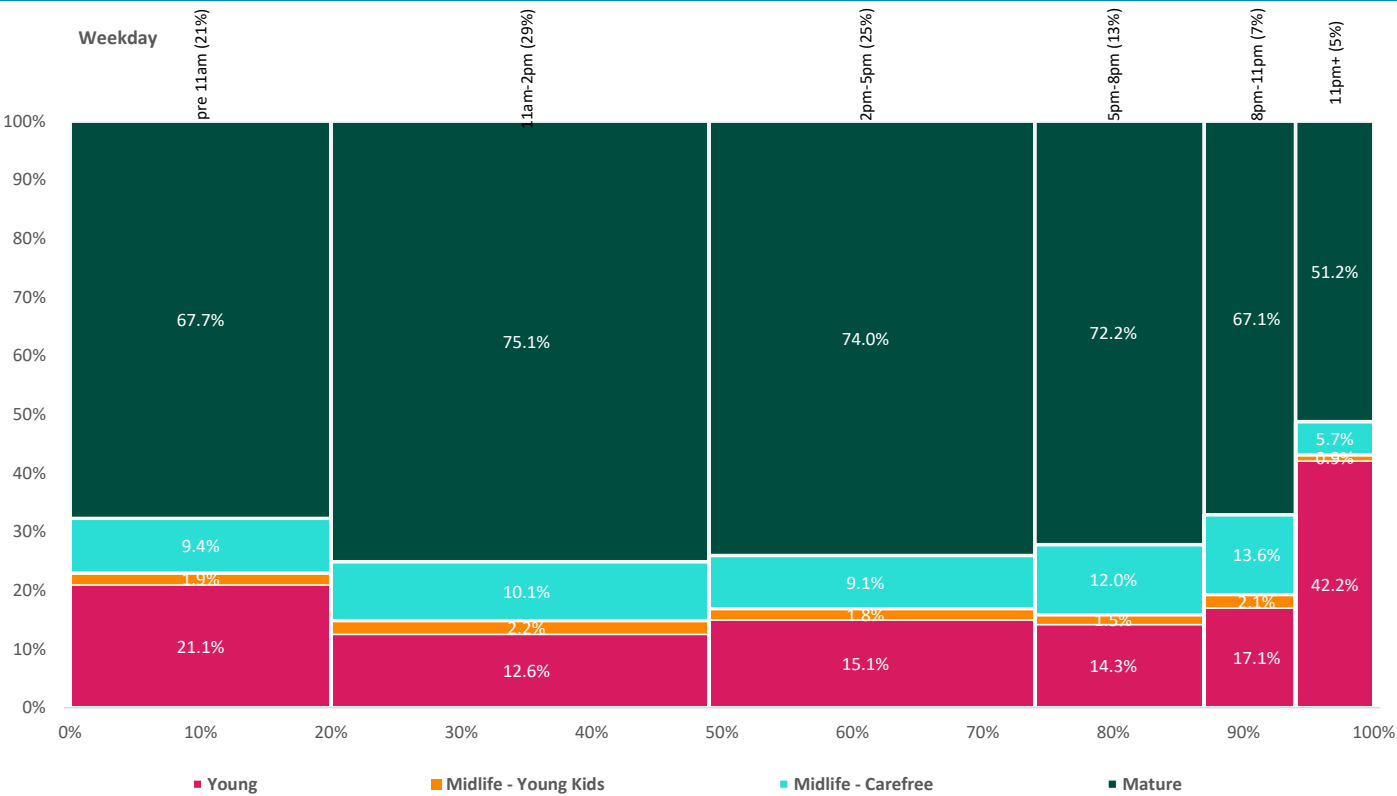| Distance	%
0 - 1 Mile	21.1%
1 - 5 Miles	48.3%
6 - 10 Miles	11.7%
11 - 15 Miles	8.8%
16 - 20 Miles	2.7%
21 - 25 Miles	1.8%
26 - 30 Miles	0.5%
31 - 35 Miles	1.3%
36 - 40 Miles	0.7%
41 - 45 Miles	0.4%
46 - 50 Miles	0.2%
50+ Miles	2.5%

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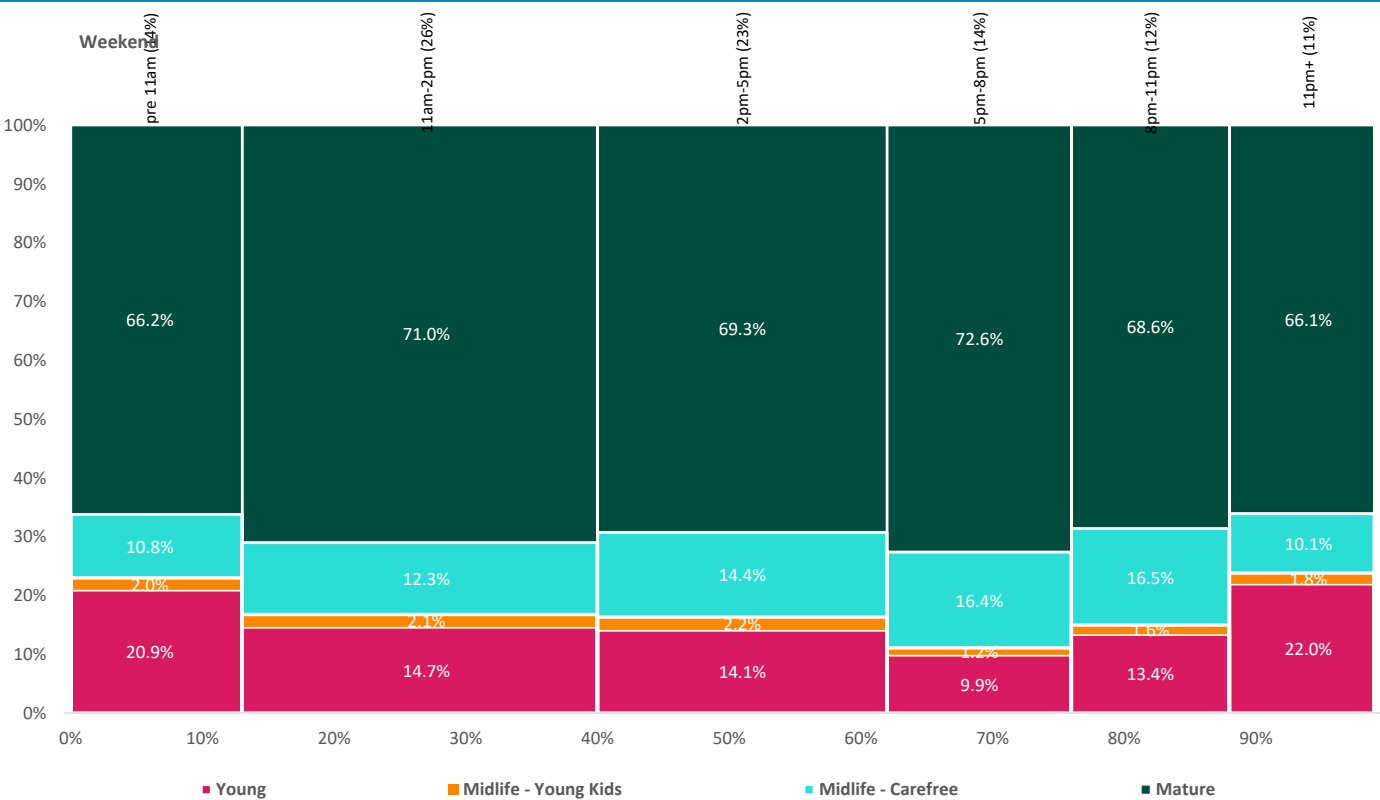
Mobile Data Summary - Monty's Dunfermline

star
PUBS & BARS

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

Weekday

Columns: pre 11am (21%) | 11am-2pm (29%) | 2pm-5pm (25%) | 5pm-8pm (13%) | 8pm-11pm (7%) | 11pm+ (5%)

	pre 11am (21%)	11am-2pm (29%)	2pm-5pm (25%)	5pm-8pm (13%)	8pm-11pm (7%)	11pm+ (5%)
Mature	67.7%	75.1%	74.0%	72.2%	67.1%	51.2%
Midlife - Carefree	9.4%	10.1%	9.1%	12.0%	13.6%	5.7%
Midlife - Young Kids	1.9%	2.2%	1.8%	1.5%	2.1%	0.9%
Young	21.1%	12.6%	15.1%	14.3%	17.1%	42.2%

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

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

Weekend

Columns: pre 11am (14%) | 11am-2pm (26%) | 2pm-5pm (23%) | 5pm-8pm (14%) | 8pm-11pm (12%) | 11pm+ (11%)

	pre 11am (14%)	11am-2pm (26%)	2pm-5pm (23%)	5pm-8pm (14%)	8pm-11pm (12%)	11pm+ (11%)
Mature	66.2%	71.0%	69.3%	72.6%	68.6%	66.1%
Midlife - Carefree	10.8%	12.3%	14.4%	16.4%	16.5%	10.1%
Midlife - Young Kids	2.0%	2.1%	2.2%	1.2%	1.6%	1.8%
Young	20.9%	14.7%	14.1%	9.9%	13.4%	22.0%

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

CACI

star
PUBS & BARS

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	1,701	3,818	11,643	223	117	30
Midlife - Young Kids	0	106	2,969	0	8	19
Midlife - Carefree	81	637	18,576	18	34	84
Mature	974	6,969	104,916	79	133	169
Not Private Households	13	307	1,859	36	198	101
Total	2,769	11,837	139,963			

Polaris Plus Summary - Monty's Dunfermline

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
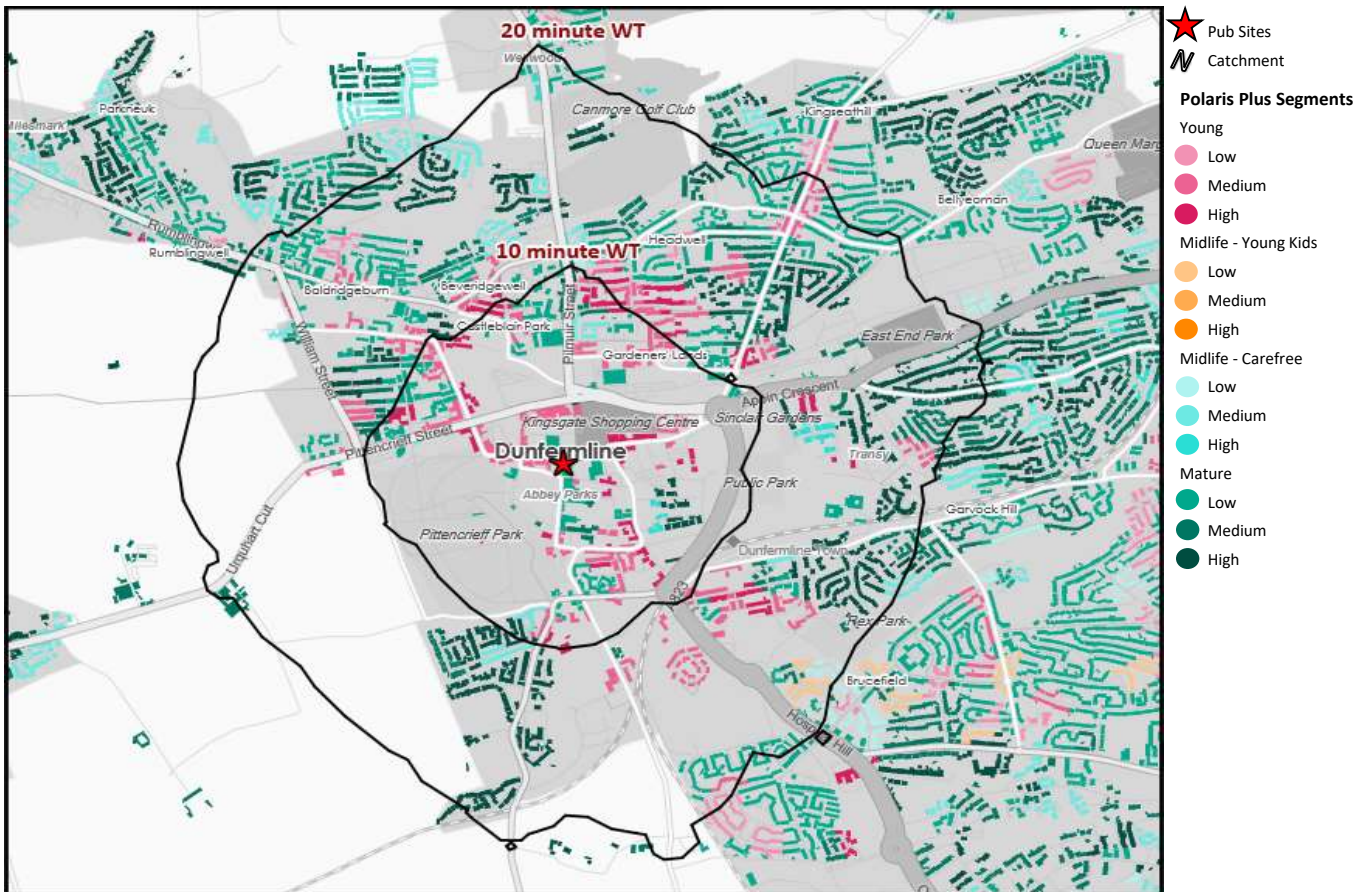
Polaris Plus Profile by Catchment

*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	34	4,265	0	3	31
Medium	1,073	2,633	4,757	353	203	31
High	628	1,151	2,621	337	144	28
Midlife - Young Kids						
Low	0	106	2,452	0	16	32
Medium	0	0	435	0	0	7
High	0	0	82	0	0	5
Midlife - Carefree						
Low	12	121	1,249	10	24	21
Medium	65	461	13,875	33	54	138
High	4	55	3,452	3	10	55
Mature						
Low	669	3,319	50,026	176	204	260
Medium	154	1,710	24,487	36	92	112
High	151	1,940	30,403	36	109	145
Not Private Households	13	307	1,859	36	198	101
Total	2,769	11,837	139,963			

CGA Summary - Monty's Dunfermline

★ star PUBS & BARS

Legend:
- ★ Pub Sites
- Ⰸ 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
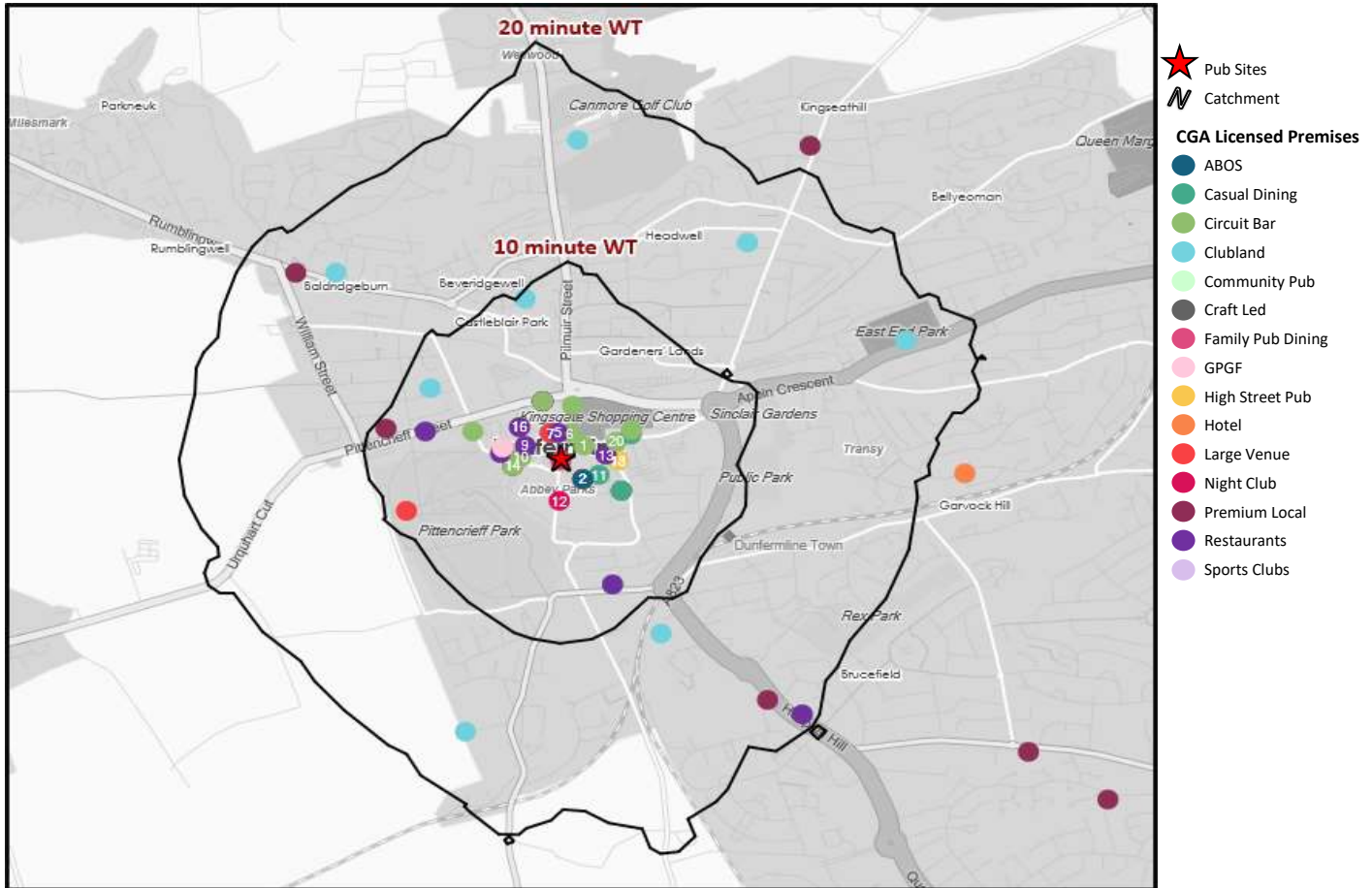
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Montys	KY12 7NS	Star Pubs & Bars	Family Pub Dining	0.0
1	Guildhall And Linen Exchange	KY12 7DR	Wetherspoons GB	Circuit Bar	0.1
2	De Brus	KY12 7NU	Independent Free	High Street Pub	0.1
2	Khushi	KY12 7NU	Independent Free	Night Club	0.1
2	PJ Molloys	KY12 7NU	Caledonian Heritable	ABOS	0.1
5	Attica	KY12 7AP	Independent Free	Restaurants	0.1
6	Commercial Inn	KY12 7EB	Admiral Taverns Ltd	Circuit Bar	0.1
7	Viceroy	KY12 7BA	Independent Free	Restaurants	0.1
7	Ball Room	KY12 7BA	Corte Leisure Limited	Large Venue	0.1
9	Carlucci	KY12 7AR	Independent Free	Restaurants	0.1
10	Tappie Toories	KY12 7NB	Independent Free	Circuit Bar	0.1
11	Fabric	KY12 7NT	Independent Free	Casual Dining	0.1
12	Lorenzos	KY12 7PE	Caledonian Heritable	Night Club	0.1
13	Dhoom	KY12 7EA	Independent Free	Restaurants	0.1
14	Life Nightclub	KY12 7NA	Independent Free	Night Club	0.1
14	Creepy Wee Pub	KY12 7NA	Independent Free	Circuit Bar	0.1
16	Bruce Tavern	KY12 7AG	Independent Free	Circuit Bar	0.1
16	Incontri	KY12 7AG	Independent Free	Restaurants	0.1
18	Royal British Legion Club	KY12 7EF	Independent Free	Clubland	0.1
18	Juniper Wine Cafe	KY12 7EF	Independent Free	High Street Pub	0.1
20	East Port	KY12 7JG	Stonegate Pub Company	Circuit Bar	0.1

Per Pub Analysis - Monty's Dunfermline

*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+	2,769	11,837	139,963
Number of Competition Pubs	20	28	131
Adults 18+ per Competition Pub	138	423	1,068

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	446	16.1%	200
Circuit Bar	10	170	6.1%	152
Community Pub	0	472	17.0%	89
Craft Led	0	260	9.4%	272
Great Pub Great Food	1	522	18.9%	107
High Street Pub	2	479	17.3%	94
Premium Local	1	330	11.9%	72

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	1,050	8.9%	110
Circuit Bar	10	544	4.6%	113
Community Pub	0	2,456	20.7%	108
Craft Led	0	576	4.9%	141
Great Pub Great Food	1	2,160	18.2%	103
High Street Pub	2	2,278	19.2%	104
Premium Local	3	1,884	15.9%	97

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	4,795	3.4%	43
Circuit Bar	10	4,789	3.4%	84
Community Pub	12	35,823	25.6%	134
Craft Led	0	1,366	1.0%	28
Great Pub Great Food	4	23,006	16.4%	93
High Street Pub	12	30,114	21.5%	117
Premium Local	24	23,086	16.5%	100

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