

# Catchment Summary - Kinloch Arms Hotel Carnoustie

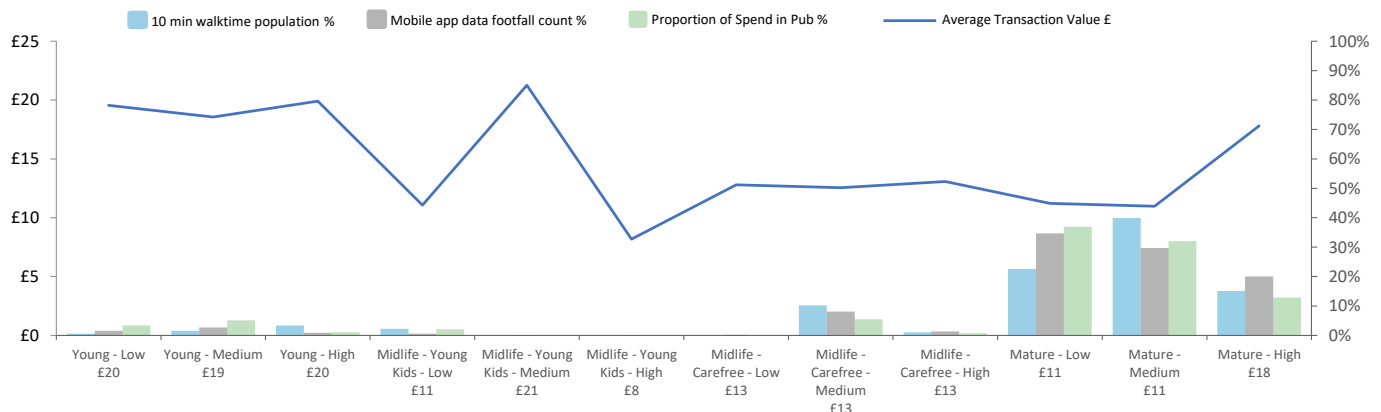
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Ship To	Name	Postcode	Operator	Segment	Sparsity
810285	Kinloch Arms Hotel Carnoustie	DD 7 6AN	Star Pubs & Bars	Hotel	18



- 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

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	Over GB Average
	Around GB Average
	Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

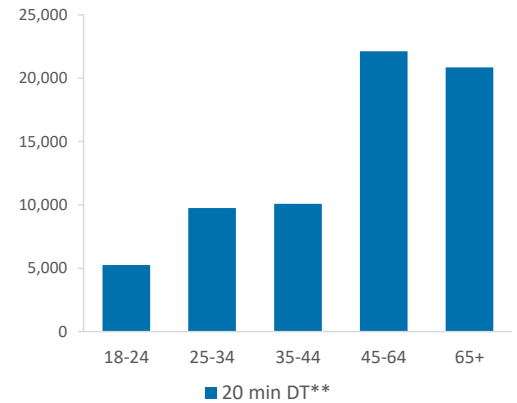
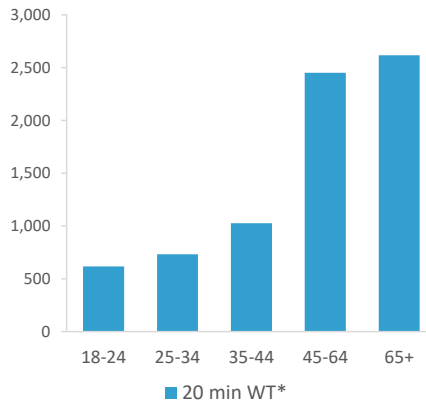
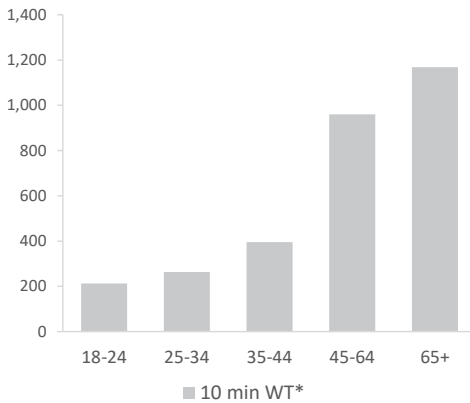
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,559	8,995	82,927	66	49	19
Adults 18+	3,000	7,445	68,067	67	49	19
Competition Pubs	4	7	76	22	19	18
Adults 18+ per Competition Pub	750	1,064	896	87	124	104
% Adults Likely to Drink	80.2%	80.1%	79.2%	105	105	104

Population & Adults 18+ index is based on all pubs

Affluence	Low	25.5%	30.7%	39.4%	77	92	119
	Medium	51.7%	45.3%	35.0%	136	119	92
	High	19.5%	22.1%	22.6%	71	81	83

\*Affluence does not include Not Private Households

Age Profile	18-24	213	617	5,251	74	84	78
	25-34	263	733	9,757	55	61	88
	35-44	395	1,026	10,089	84	86	92
	45-64	960	2,452	22,114	105	106	104
	65+	1,169	2,617	20,856	171	151	131



	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	1,657 (47%)	4,243 (47%)	39,765 (48%)	95	96	98
	Female	1,902 (53%)	4,752 (53%)	43,162 (52%)	105	104	102
Economic Status (16+)	Employed: Full-time	1,015 (33%)	2,732 (36%)	24,876 (36%)	95	104	103
	Employed: Part-time	375 (12%)	930 (12%)	8,468 (12%)	102	102	102
	Self employed	183 (6%)	466 (6%)	4,204 (6%)	64	66	65
	Unemployed	31 (1%)	74 (1%)	1,167 (2%)	36	35	60
	Full-time student	62 (2%)	166 (2%)	1,872 (3%)	84	91	113
	Retired	1,166 (38%)	2,631 (34%)	21,727 (31%)	172	157	142
	Other	259 (8%)	658 (9%)	7,541 (11%)	48	49	62
Total Worker Count		1,040	2,573	34,779			

See the Glossary page for further information on the above variables

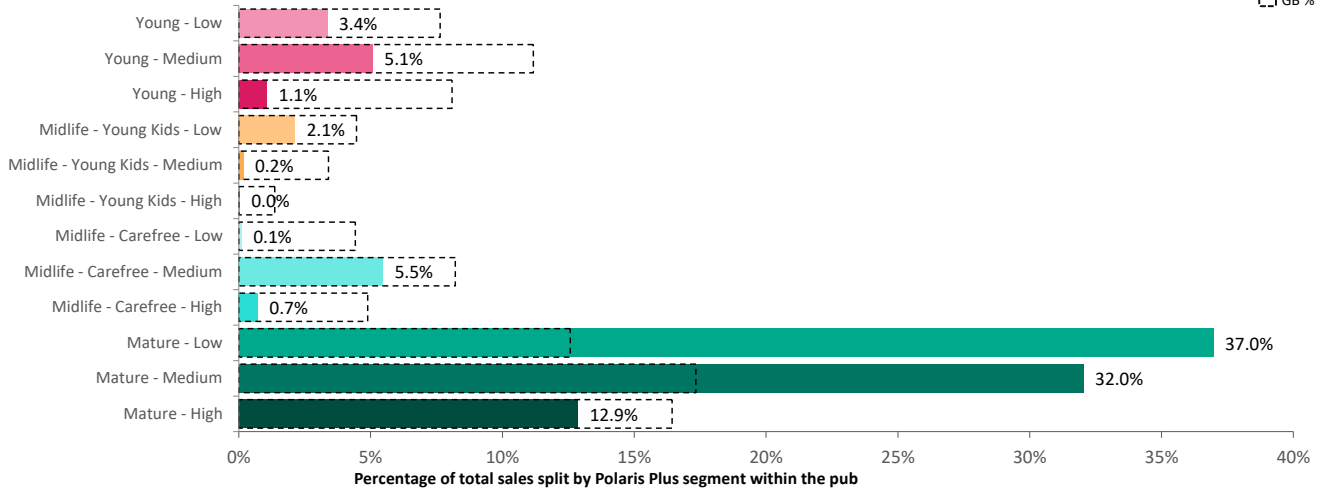
# Transactional Data Summary - Kinloch Arms Hotel Carnoustie



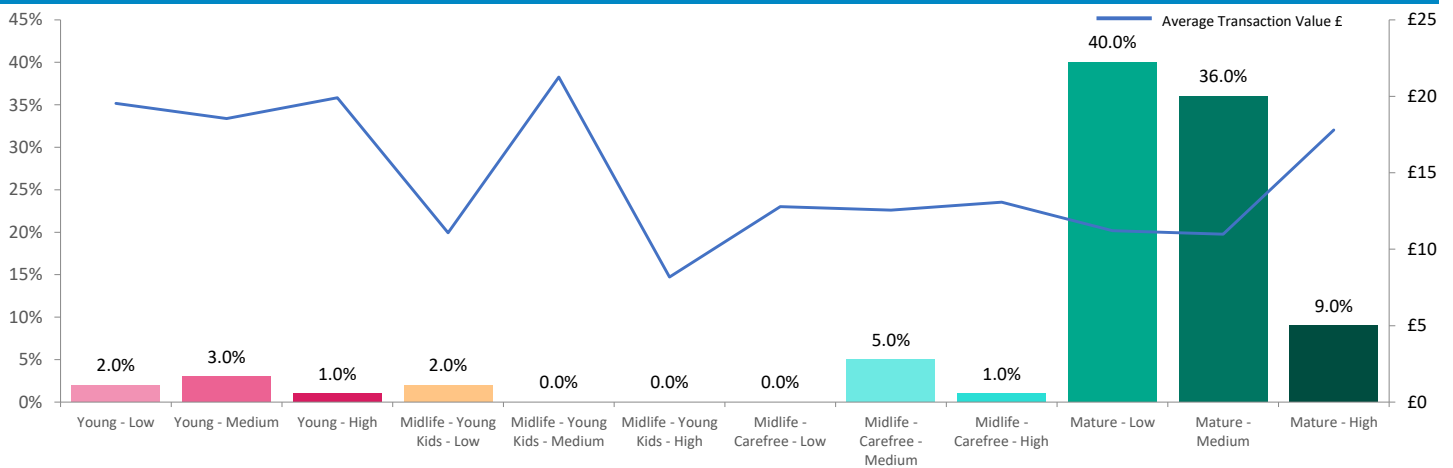
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## Spend by Polaris Plus

GB %

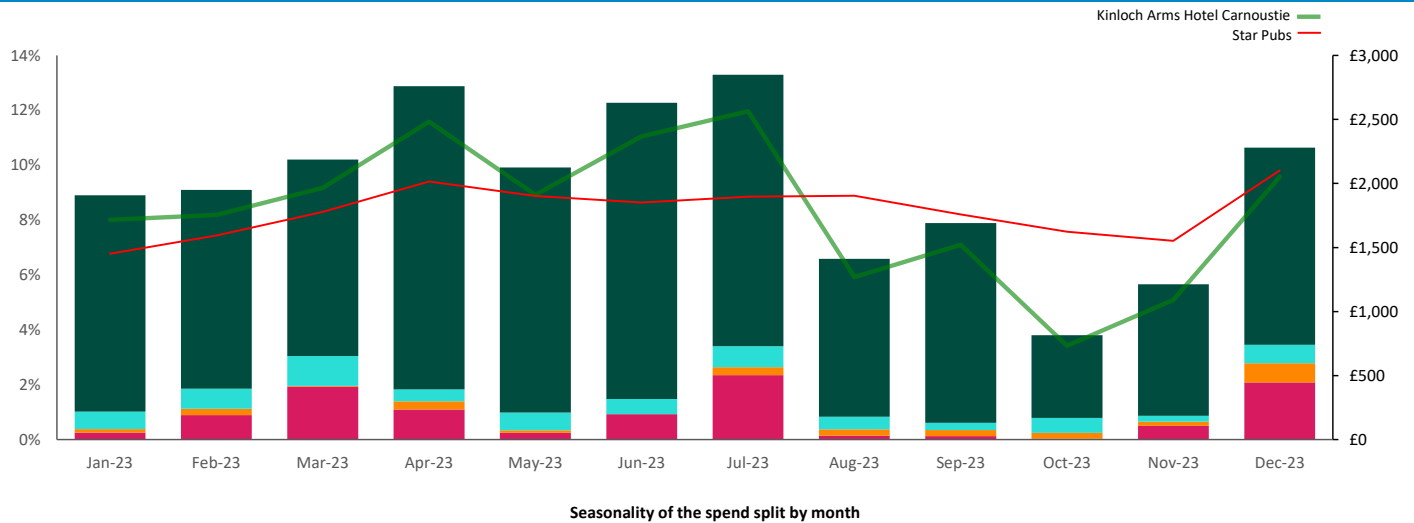


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris

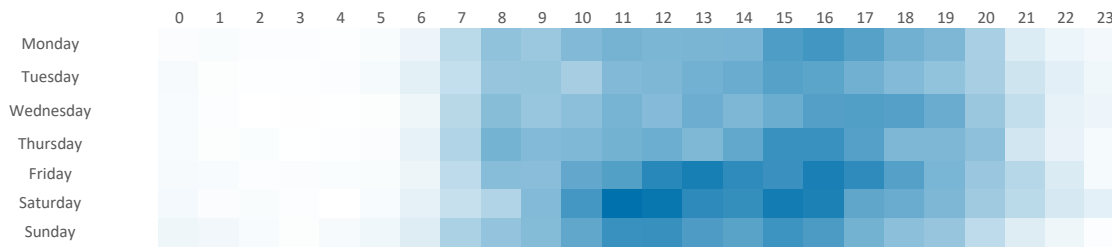


# Mobile Data Summary - Kinloch Arms Hotel Carnoustie



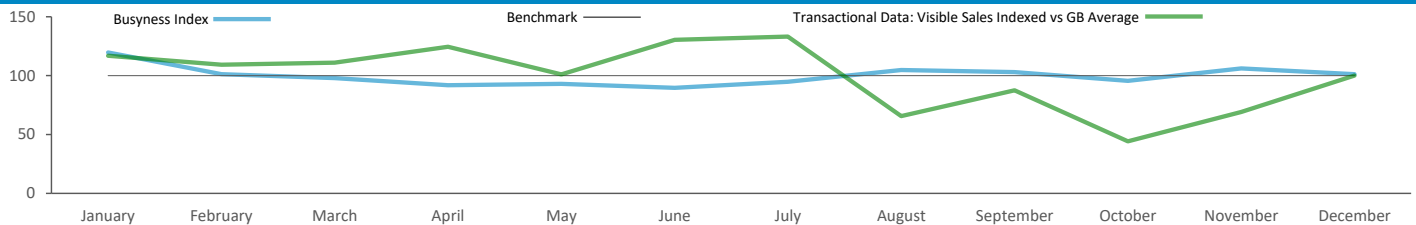
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## Time of Day/Day of Week



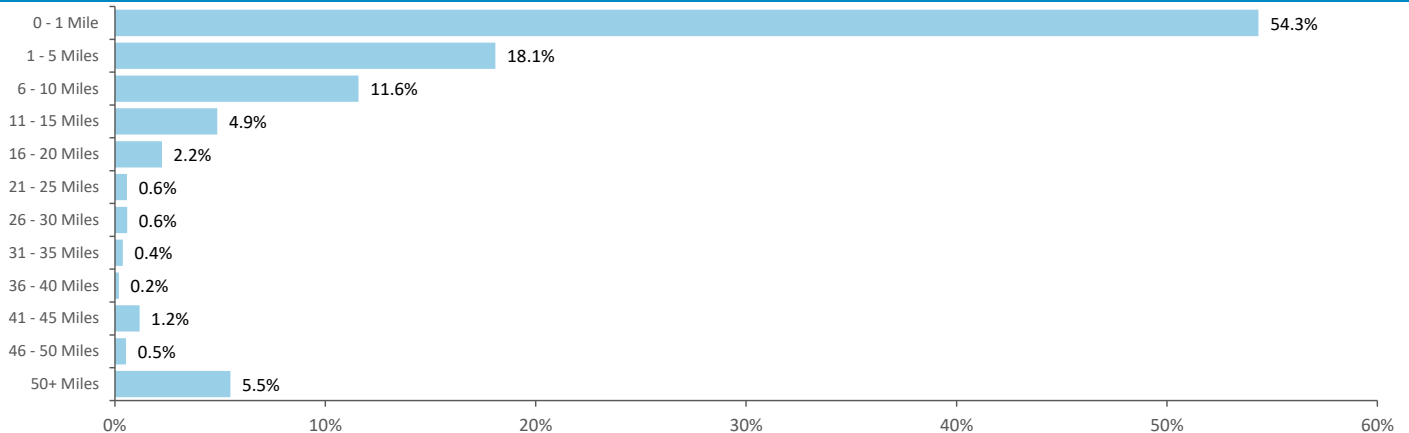
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

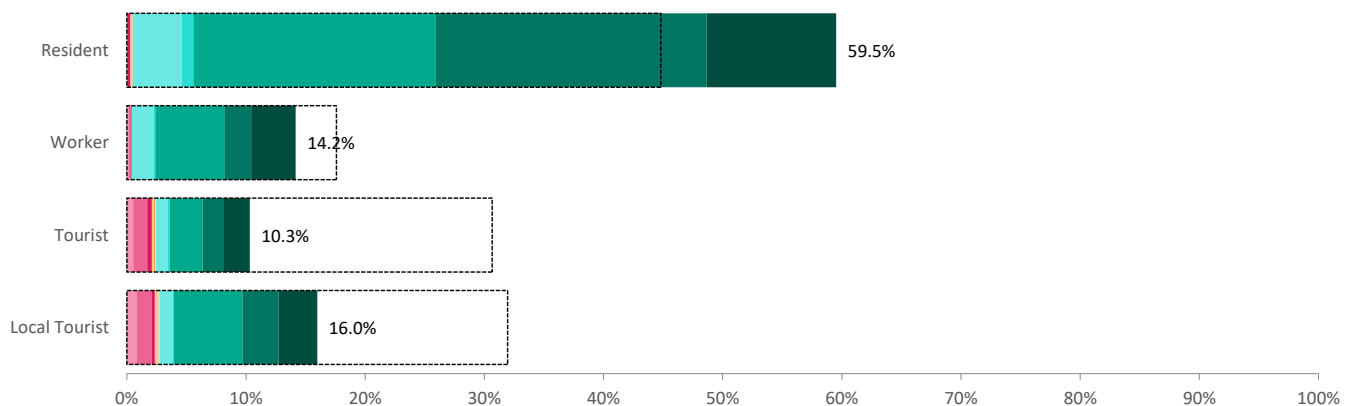
## Distance from Home



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



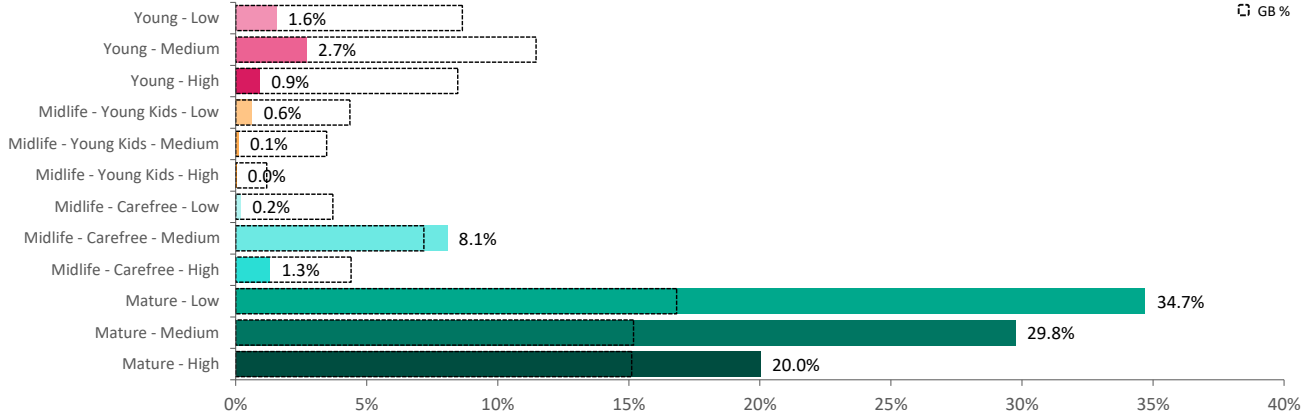
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Kinloch Arms Hotel Carnoustie



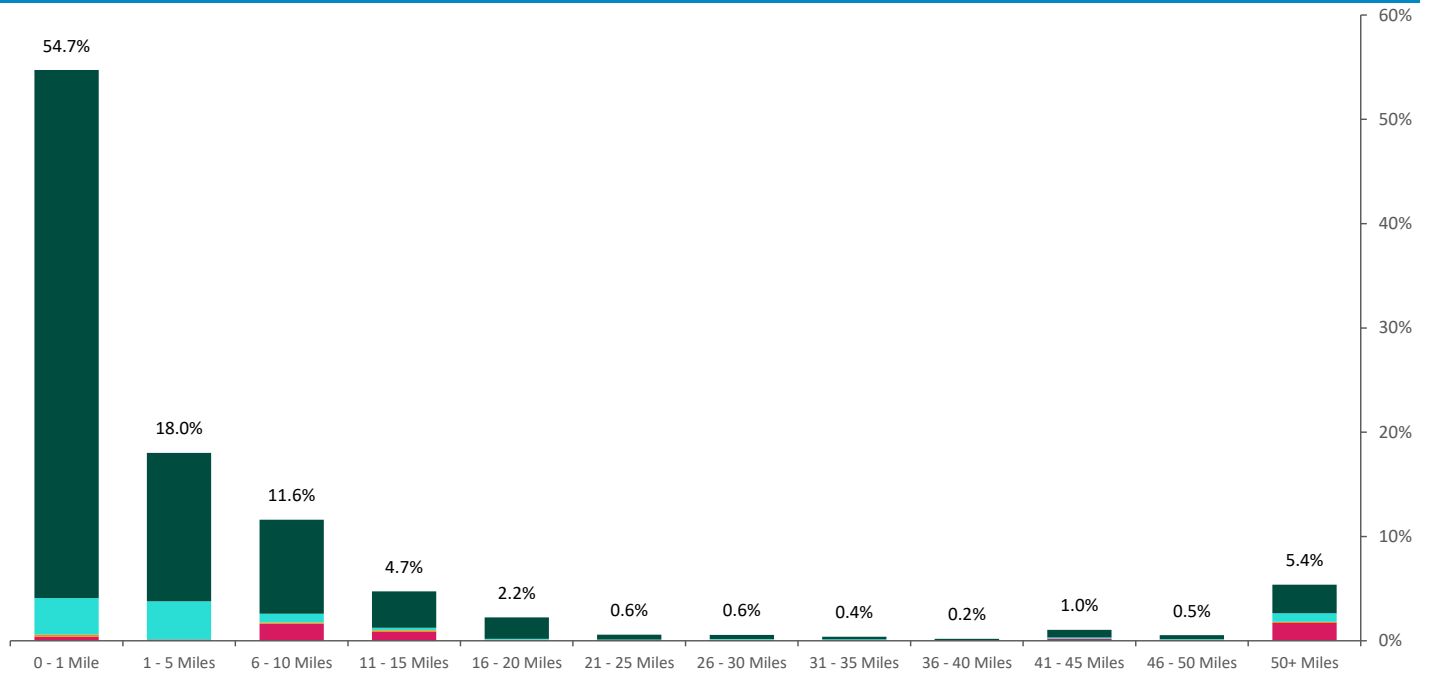
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## Polaris Plus Profile



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

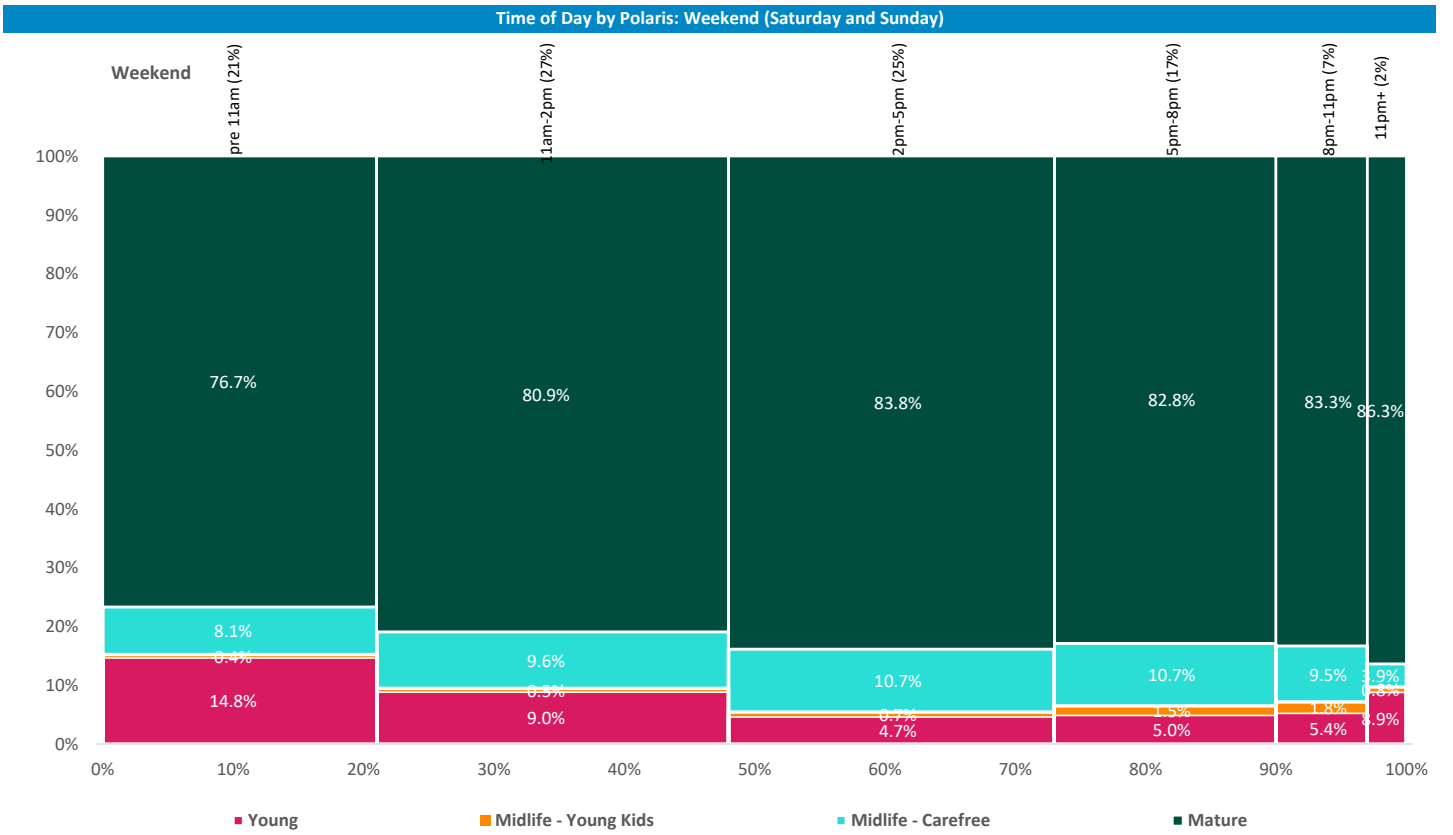
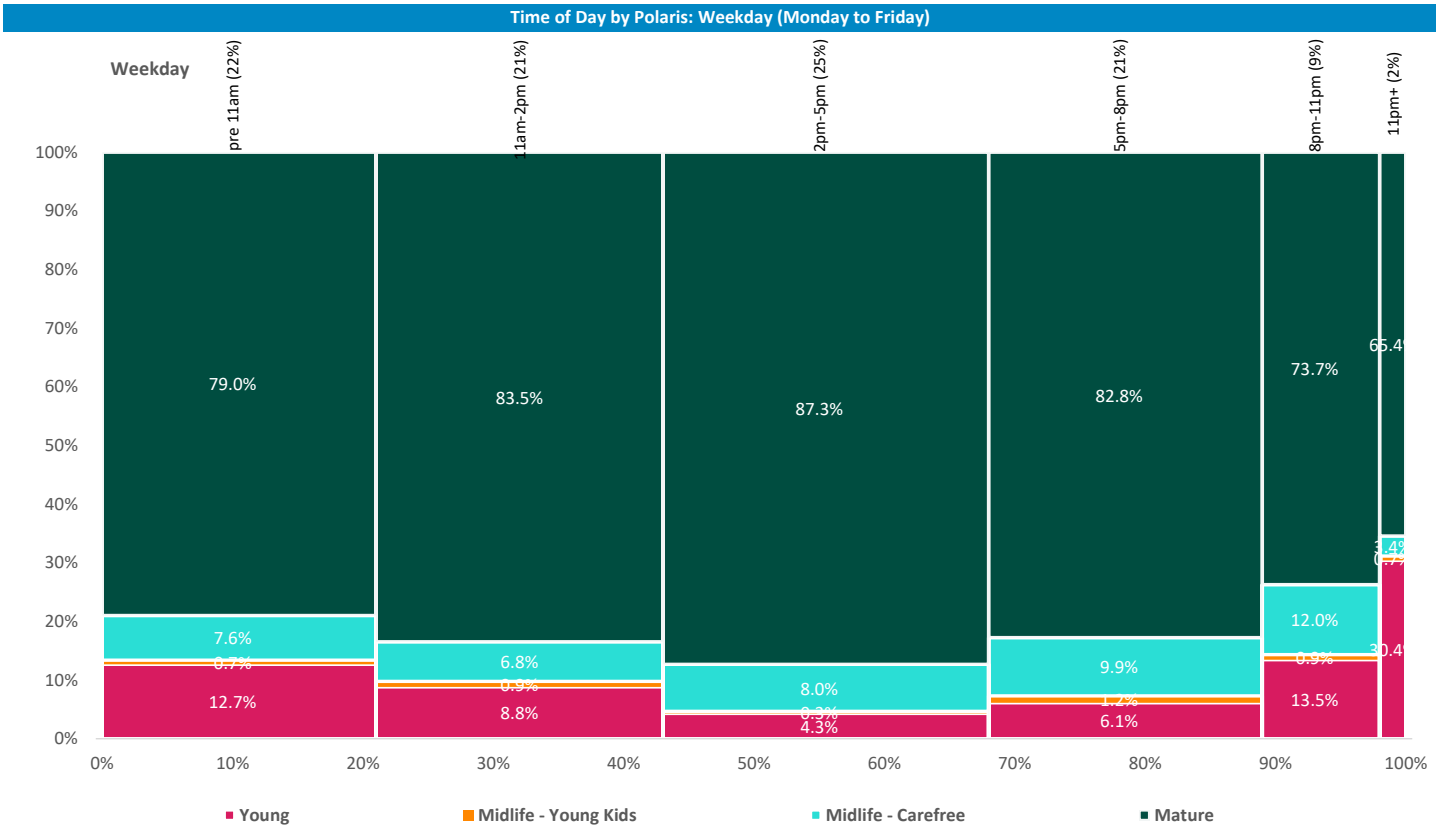


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Kinloch Arms Hotel Carnoustie



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# Polaris Summary - Kinloch Arms Hotel Carnoustie



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- ★ Pub Sites
- N 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	168	249	4,827	20	12	26
Midlife - Young Kids	68	164	903	21	20	12
Midlife - Carefree	338	695	7,125	71	59	66
Mature	2,327	6,190	53,232	175	187	176
<b>Not Private Households</b>	99	147	1,980	251	150	222
<b>Total</b>	3,000	7,445	68,067			

# Polaris Plus Summary - Kinloch Arms Hotel Carnoustie



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- ★ Pub Sites
- N 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

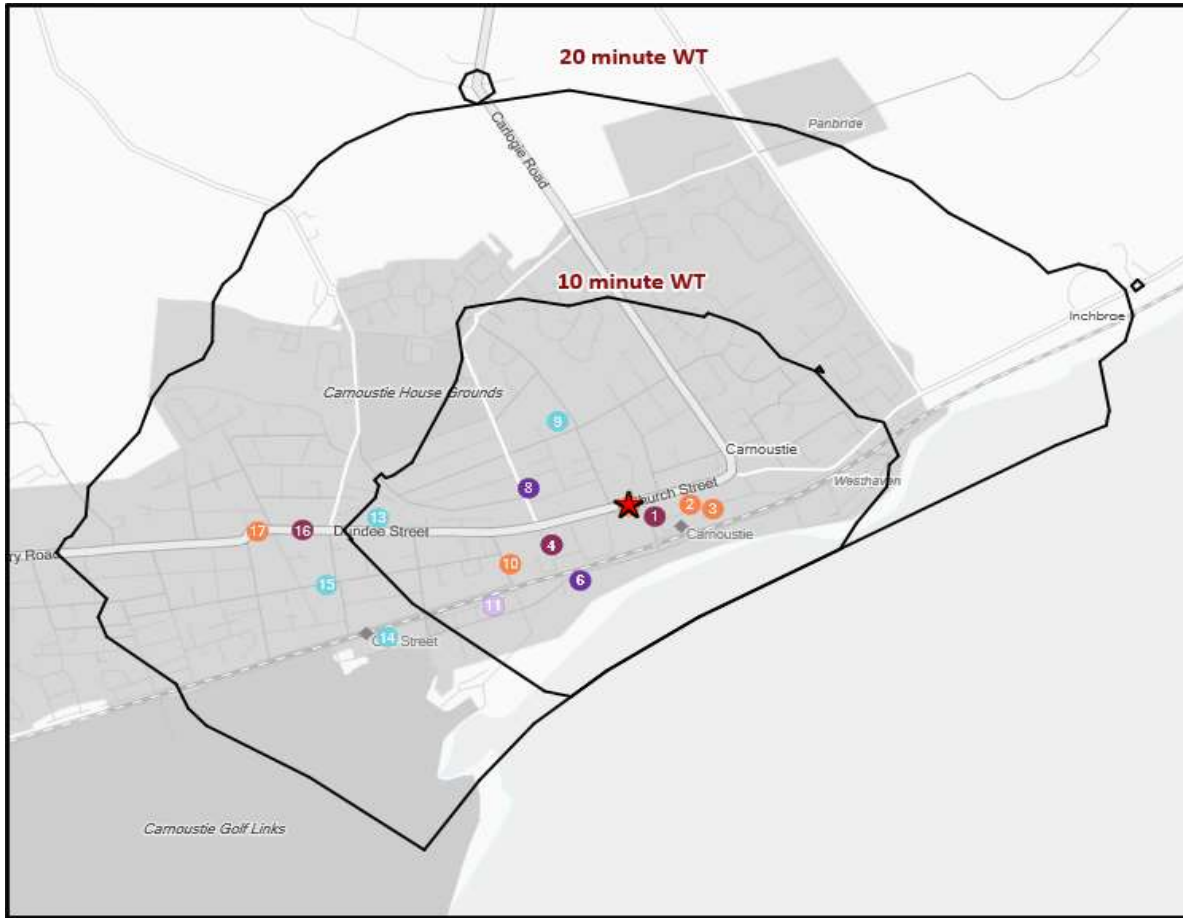
\*WT= Walktime, \*\*DT= Drivetime

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**
<b>Young</b>						
Low	19	100	2,529	6	14	38
Medium	47	47	1,504	14	6	20
High	102	102	794	51	20	17
<b>Midlife - Young Kids</b>						
Low	68	76	592	41	19	16
Medium	0	88	311	0	27	11
High	0	0	0	0	0	0
<b>Midlife - Carefree</b>						
Low	0	0	469	0	0	16
Medium	307	577	5,108	143	108	105
High	31	118	1,548	23	36	51
<b>Mature</b>						
Low	677	2,110	23,250	164	206	249
Medium	1,198	2,657	16,932	255	228	159
High	452	1,423	13,050	100	127	128
<b>Not Private Households</b>	99	147	1,980	251	150	222
<b>Total</b>	3,000	7,445	68,067			

# CGA Summary - Kinloch Arms Hotel Carnoustie



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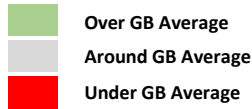


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

## Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Kinloch Arms Hotel	DD 7 6AN	Star Pubs & Bars	Hotel	0.0
1	Station Hotel	DD 7 6AR	Independent Free	Premium Local	0.0
2	Aboukir Hotel	DD 7 6AT	Independent Free	Hotel	0.1
3	Seaview Guest House	DD 7 6AS	Independent Free	Hotel	0.1
4	Ganges Restaurant	DD 7 7JA	Independent Free	Restaurants	0.2
4	Maxibell	DD 7 7JA	Independent Free	Premium Local	0.2
6	Carnoustie Yachting Club	DD 7 7JB	Independent Free	Sports Clubs	0.2
6	Chillies	DD 7 7JB	Independent Free	Restaurants	0.2
8	Thai Kitchen	DD 7 7AX	Independent Free	Restaurants	0.2
9	Carnoustie Bowling Club	DD 7 6AB	Independent Free	Clubland	0.2
10	Nineteenth Hole Hotel	DD 7 7HT	Greene King	Hotel	0.2
11	Rookery	DD 7 7JE	Independent Free	Restaurants	0.3
11	Carnoustie Hotel Golf Resort & Spa	DD 7 7JE	Oxford Hotels and Inns	Sports Clubs	0.3
13	Royal British Legion Club	DD 7 7PH	Independent Free	Clubland	0.4
14	Caledonia Golf Club	DD 7 7JF	Independent Free	Clubland	0.5
15	Carnoustie West End Bowling Club	DD 7 7ER	Independent Free	Clubland	0.6
16	Stags Head Inn	DD 7 7PN	Admiral Taverns Ltd	Premium Local	0.6
17	Corner Hotel	DD 7 7EW	Caledonian Heritable	Hotel	0.7

# Per Pub Analysis - Kinloch Arms Hotel Carnoustie



\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,000	7,445	68,067
Number of Competition Pubs	4	7	76
Adults 18+ per Competition Pub	750	1,064	896

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	86	2.9%	36
Circuit Bar	0	57	1.9%	47
Community Pub	0	725	24.2%	126
Craft Led	0	25	0.8%	24
Great Pub Great Food	0	502	16.7%	95
High Street Pub	0	658	21.9%	119
Premium Local	2	540	18.0%	109

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	188	2.5%	31
Circuit Bar	0	184	2.5%	61
Community Pub	0	1,908	25.6%	134
Craft Led	0	34	0.5%	13
Great Pub Great Food	0	1,296	17.4%	98
High Street Pub	0	1,687	22.7%	123
Premium Local	3	1,423	19.1%	116

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	3	1,927	2.8%	35
Circuit Bar	4	2,229	3.3%	81
Community Pub	10	17,986	26.4%	138
Craft Led	0	495	0.7%	21
Great Pub Great Food	3	10,848	15.9%	90
High Street Pub	13	15,426	22.7%	123
Premium Local	16	11,598	17.0%	103

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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low  <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium  <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High  <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> Includes long term sick, disabled, looking after home/family</p>																																								
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																																								
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Under GB Average	Index value is < 80																																								
<b>Polaris Segmentation</b>																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">Young</th> <th style="background-color: #ff9800;">Midlife 'Parents'</th> <th style="background-color: #00bcd4;">Midlife 'Carefree'</th> <th style="background-color: #00695c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>35-54 year olds Children under 12 at home</p> <p>"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"</p> </td> <td style="text-align: center;"> <p>35-54 year olds No children under 12 at home</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>55+ year olds</p> <p>"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"</p> </td> </tr> <tr> <td style="text-align: center; vertical-align: middle;">Product needs</td> <td> <ul style="list-style-type: none"> <li>Aids being part of the <b>group</b></li> <li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li> <li><b>Energising</b></li> <li><b>Discovering</b> new things</li> <li><b>Avoids bloating</b></li> <li><b>Physical benefit</b></li> </ul> </td> <td> <ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li><b>Discovering</b> new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul> </td> <td> <ul style="list-style-type: none"> <li><b>Tastes good</b> and <b>looks good</b></li> <li><b>Discovering</b> new things</li> <li><b>Supports connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul> </td> <td> <ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li><b>Helps me feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul> </td> </tr> </tbody> </table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p>	<p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>55+ year olds</p> <p>"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"</p>	Product needs	<ul style="list-style-type: none"> <li>Aids being part of the <b>group</b></li> <li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li> <li><b>Energising</b></li> <li><b>Discovering</b> new things</li> <li><b>Avoids bloating</b></li> <li><b>Physical benefit</b></li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li><b>Discovering</b> new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes good</b> and <b>looks good</b></li> <li><b>Discovering</b> new things</li> <li><b>Supports connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li><b>Helps me feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul>																									
	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature																																					
Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p>	<p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>55+ year olds</p> <p>"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"</p>																																					
Product needs	<ul style="list-style-type: none"> <li>Aids being part of the <b>group</b></li> <li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li> <li><b>Energising</b></li> <li><b>Discovering</b> new things</li> <li><b>Avoids bloating</b></li> <li><b>Physical benefit</b></li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li><b>Discovering</b> new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes good</b> and <b>looks good</b></li> <li><b>Discovering</b> new things</li> <li><b>Supports connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li><b>Helps me feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul>																																					
<b>Licensed Premises</b>																																									
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.																																									
<b>Competition Pubs</b>																																									
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.																																									
<b>Mobile data</b>																																									
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.																																									
<b>Acorn</b>																																									
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.																																									
<b>Transactional data</b>																																									
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.																																									
<b>Sparsity</b>																																									
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 border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <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="6">Large Urban</td> <td colspan="4">Small Urban</td> <td colspan="7">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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