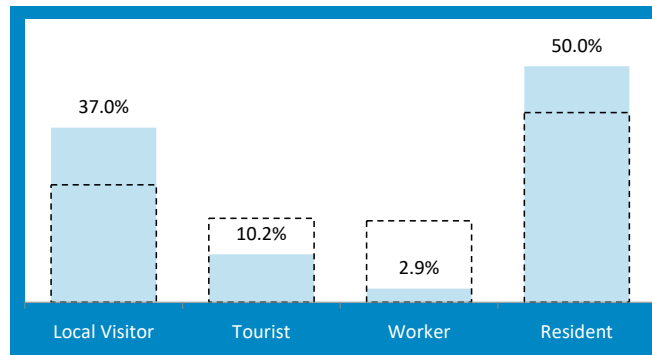
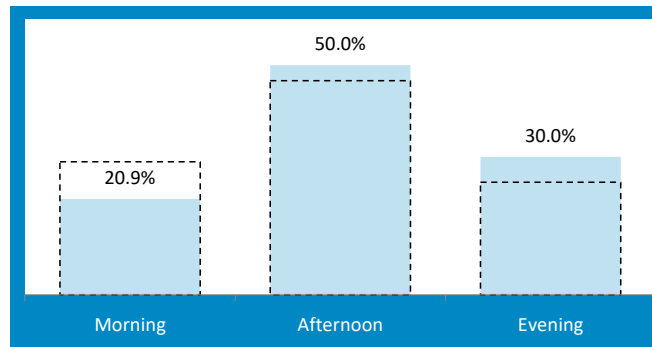
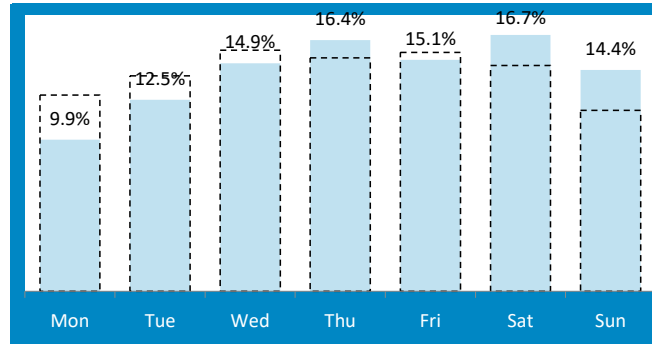


Area Quick Stats

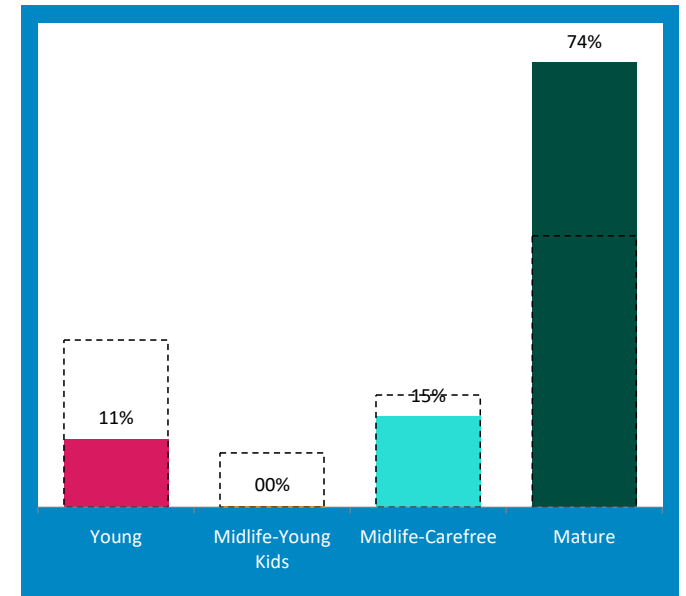
	This Site 10 min WT	Benchmark 10 min WT
Total Pop	555	5.344
Adult Pop	484	4.529
Affluence	Low	33%
	Medium	34%
	High	33%
Young	1%	28%
Midlife Young Kids	0%	11%
Midlife Carefree	8%	16%
Mature	91%	44%
Competition Count	1	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£22	£30
Average Distance Travelled in miles	18	27



Catchment Summary - Kings Arms

- 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

555	1.105	335.570
-----	-------	---------

Adults 18+

484	953	269.357
-----	-----	---------

Competition Pubs

1	2	387
---	---	-----

Adults 18+ per Competition Pub

484	477	696
-----	-----	-----

% Adults Likely to Drink

81,0%	83,0%	81,0%
-------	-------	-------

Affluence	Low	20 min WT*	20 min DT**	
	Medium	34,1%	34,3%	26,9%
	High	33,3%	49,1%	28,1%

*Affluence does not include Not Private Households

Mean Net Disposable income (Epa)

£26.227	£30.317	£23.939
---------	---------	---------

Age Profile	18-24	20 min WT*	20 min DT**	
	25-34	62	105	42.680
	35-44	63	126	44.660
	45-64	176	330	88.988
	65+	149	325	66.741

10	6	79
----	---	----

Pop. & Adl. 18+ index based on all pubs

11	6	79
----	---	----

2	2	49
---	---	----

71	70	102
----	----	-----

101	104	101
-----	-----	-----

98	50	132
----	----	-----

89	90	70
----	----	----

121	179	102
-----	-----	-----

116	134	106
-----	-----	-----

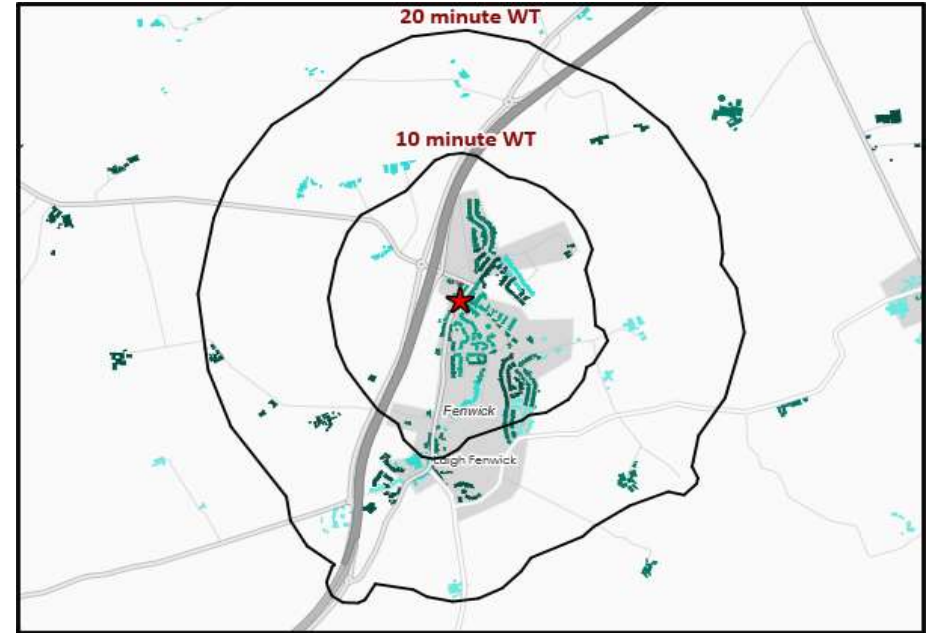
72	71	92
----	----	----

83	70	94
----	----	----

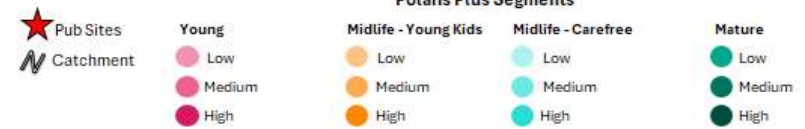
84	84	99
----	----	----

126	119	106
-----	-----	-----

139	153	103
-----	-----	-----

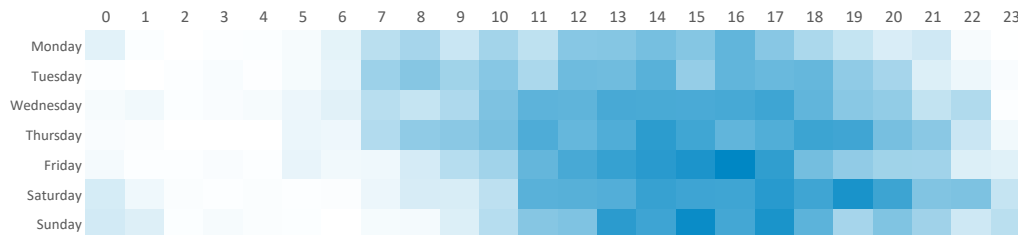


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Mobile Data Summary

Time of Day/Day of Week



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	5	5	47.770	4	2	64
Midlife - Young Kids	0	0	7.506	0	0	26
Midlife - Carefree	40	240	30.347	52	160	71
Mature	439	708	180.931	205	168	152
Not Private Households	0	0	2.803	0	0	8.601
Total	484	953	269.357			



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Per Pub - Kings Arms

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

Adults 18+	484	953	269.357
Number of Competition Pubs	1	2	387
Adults 18+ per Competition Pub	484	477	696

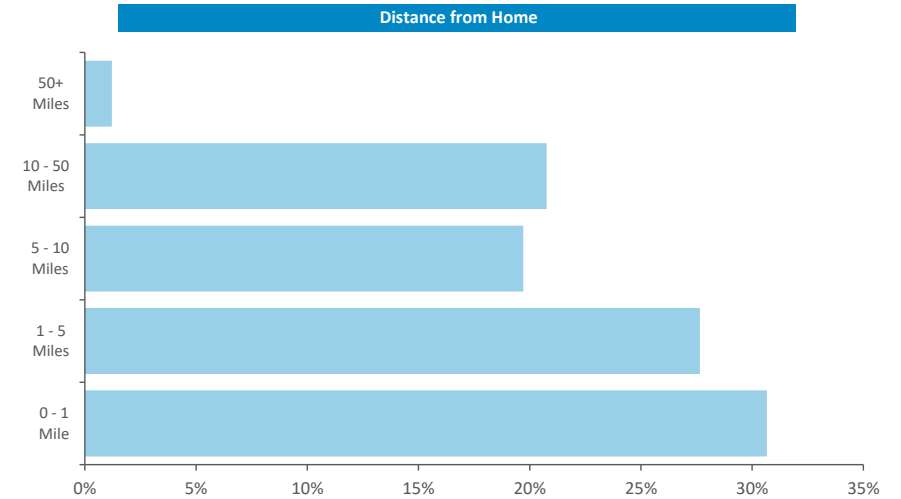
WT= Walktime, DT= Drivetime

- Over GB Average
- Around GB Average
- Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	33	6,7%	86
Family Pub Dining	0	44	9,1%	100
Great Pub Great Food	0	92	19,0%	114
Leisure	0	51	10,6%	105
Mainstream	1	70	14,6%	104
Premium	0	70	14,4%	101
Restaurant	0	107	22,0%	96
Super Premium	0	18	3,6%	93

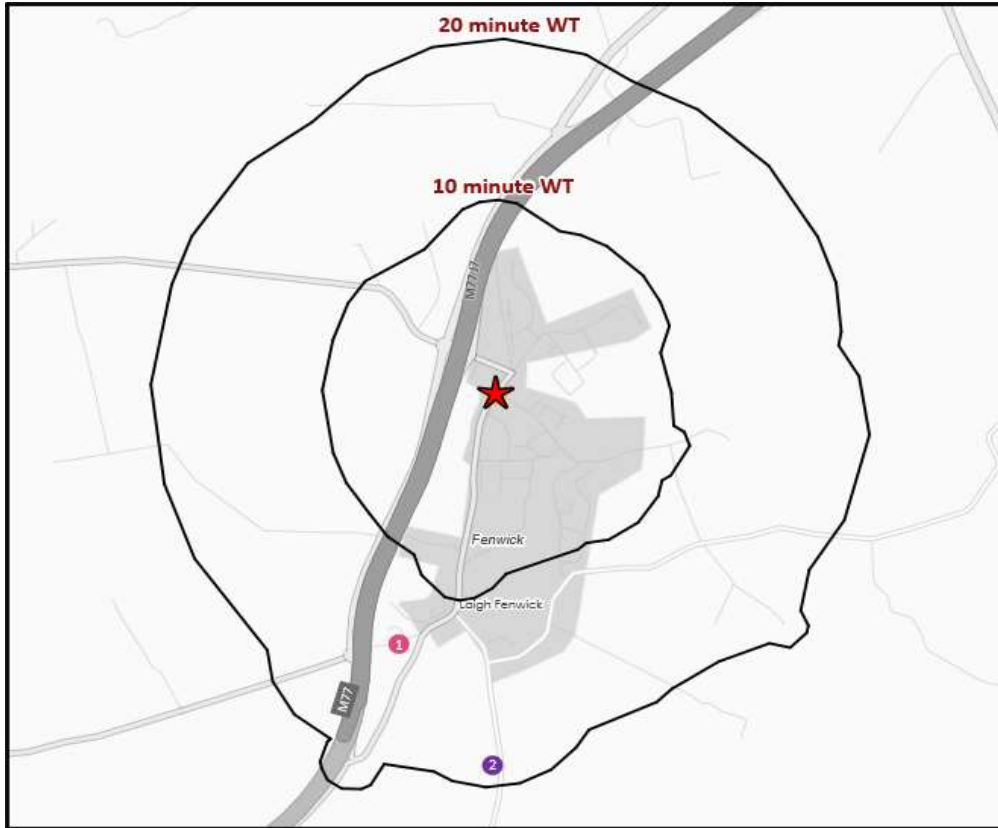
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	48	5,0%	64
Family Pub Dining	1	73	7,7%	84
Great Pub Great Food	0	201	21,1%	126
Leisure	0	103	10,8%	108
Mainstream	1	119	12,5%	90
Premium	0	142	14,9%	104
Restaurant	0	223	23,4%	102
Super Premium	0	43	4,6%	116

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	57	21.670	8,1%	103
Family Pub Dining	32	25.863	9,6%	106
Great Pub Great Food	23	45.584	16,9%	101
Leisure	106	27.419	10,2%	101
Mainstream	57	39.621	14,7%	105
Premium	27	37.491	13,9%	97
Restaurant	79	59.268	22,0%	96
Super Premium	6	9.548	3,5%	90



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Competition - Kings Arms



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
6	Mill House	KA 3 5EQ	Independent Free	Great Pub Gre	41,1%	2,98
1	Fenwick Hotel	KA 3 6AU	Independent Free	Family Pub Dir	20,4%	0,61
0	Kings Arms	KA 3 6DX	Star Pubs & Bars	Mainstream	10,9%	0,00
2	Lairds Table	KA 3 6BX	Independent Free	Restaurant	8,2%	0,85
15	Masonic Social Club	KA 3 2RQ	Independent Free	Mainstream	7,6%	3,62
18	Blacks Bar	KA 3 1DS	Independent Free	Classic	4,5%	3,77
4	Rowallan Castle Golf Club	KA 3 2LP	Independent Free	Leisure	3,1%	1,99
9	Stewarton Arms	KA 3 5AB	Independent Free	Mainstream	1,9%	3,08
10	Stewarton Bowling Club	KA 3 5AS	Independent Free	Leisure	1,2%	3,12
13	Kay Park Bowling Club	KA 3 7RT	Independent Free	Leisure	0,9%	3,61
16	Kilmaurs Glencairn Bowling Club	KA 3 2RG	Independent Free	Leisure	0,2%	3,63
3	Stables Restaurant	KA 3 6AY	Independent Free	Restaurant	0,0%	1,65
5	Harelaw Farm	KA 3 6ES	Independent Free	Leisure	0,0%	2,21
7	Smugglers Inn	KA 3 5DX	Greene King	Mainstream	0,0%	2,98
8	Oriental Palace	KA 3 5BP	Independent Free	Restaurant	0,0%	3,03
11	North West Kilmarnock Bowling Club	KA 3 2EE	Independent Free	Leisure	0,0%	3,25
12	Townholm Bowling Club	KA 3 1BB	Independent Free	Leisure	0,0%	3,61
14	Weston Tavern	KA 3 2RQ	Independent Free	Classic	0,0%	3,62
17	Millhouse Hotel	KA 3 1EA	Buzzworks Holdings Group	Family Pub Dir	0,0%	3,71
19	Wellington	KA 3 1DN	Trust Inns Limited	Classic	0,0%	3,87
20	Jewel In The Crown	KA 3 1AA	Independent Free	Restaurant	0,0%	3,95

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

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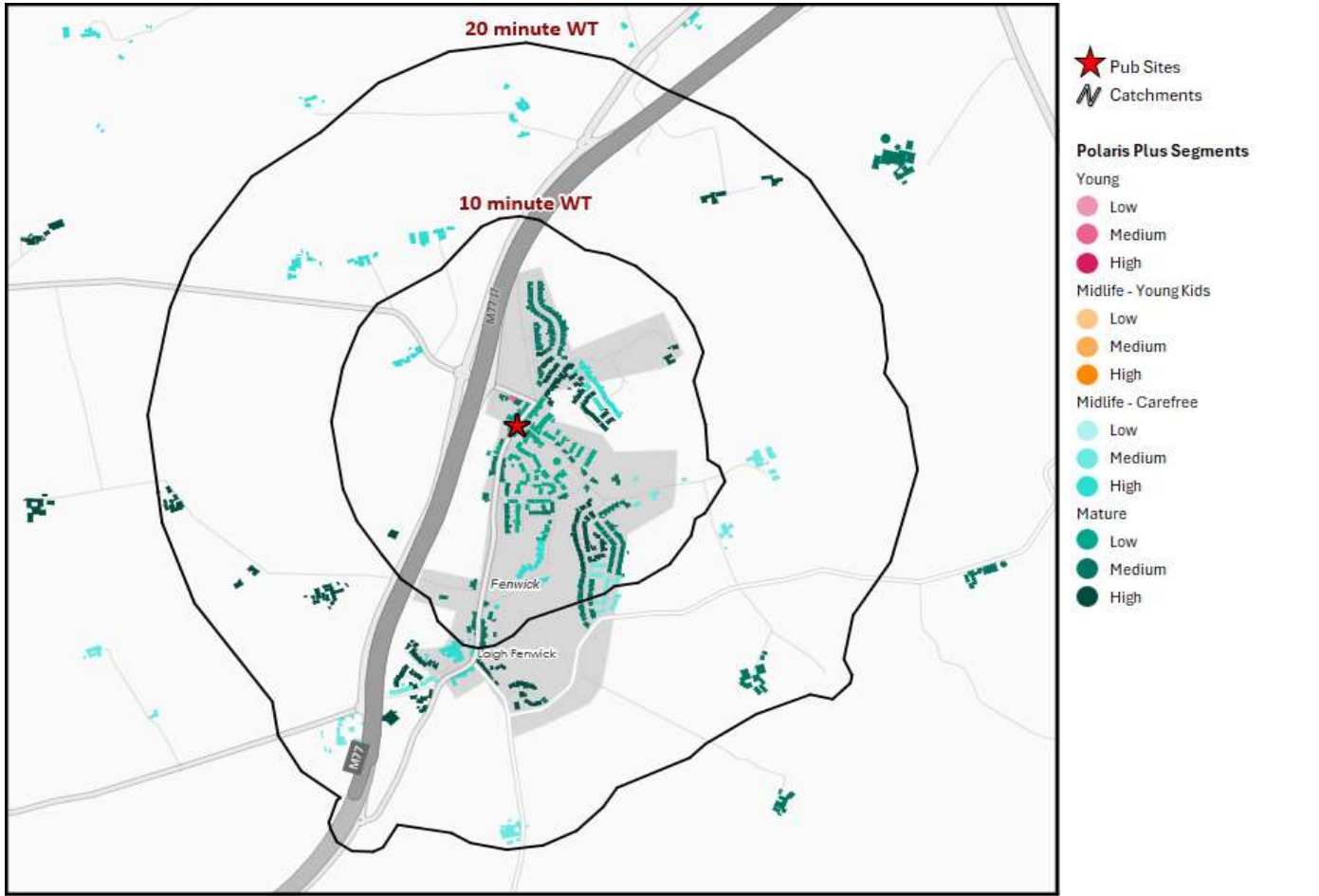


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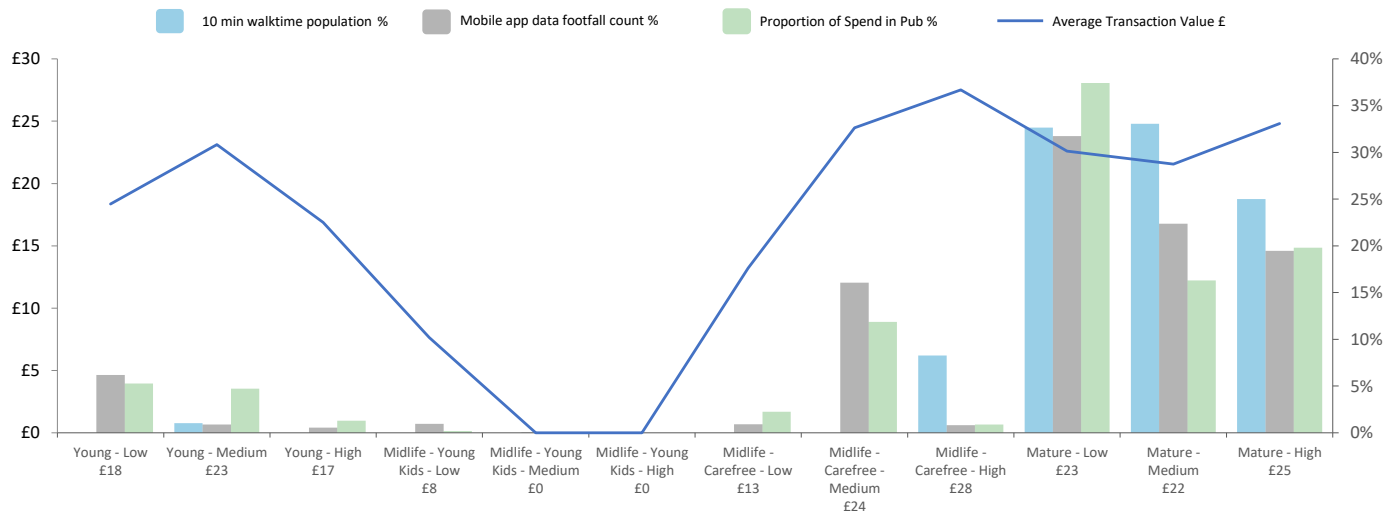
Catchment Summary - Kings Arms

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
61115	Kings Arms	KA 3 6DX	Star Pubs & Bars	Mainstream	11



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Kings Arms

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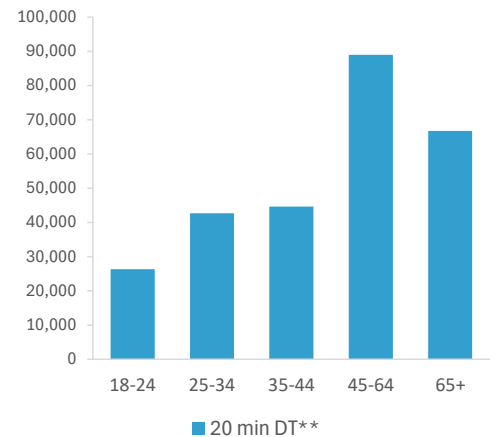
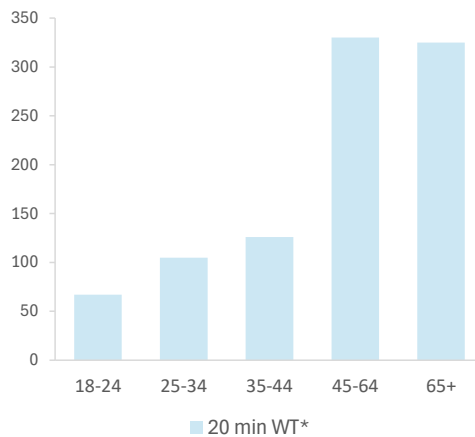
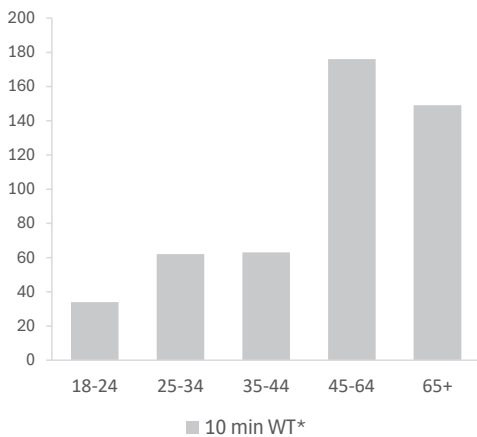
Over GB Average
Around GB Average
Under GB Average

*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		555	1.105	335.570	10	6	79
Adults 18+		484	953	269.357	11	6	79
Competition Pubs		1	2	387	2	2	49
Adults 18+ per Competition Pub		484	477	696	71	70	102
% Adults Likely to Drink		81,0%	83,0%	81,0%	101	104	101
Affluence	Low	32,6%	16,6%	43,9%	98	50	132
	Medium	34,1%	34,3%	26,9%	89	90	70
	High	33,3%	49,1%	28,1%	121	179	102
Mean Net Disposable income (£pa)		£26.227	£30.317	£23.939	116	134	106
Age Profile	18-24	34	67	26.288	72	71	92
	25-34	62	105	42.680	83	70	94
	35-44	63	126	44.660	84	84	99
	45-64	176	330	88.988	126	119	106
	65+	149	325	66.741	139	153	103

Population & Adults 18+ index is based on all pubs

Affluence does not include Not Private Households



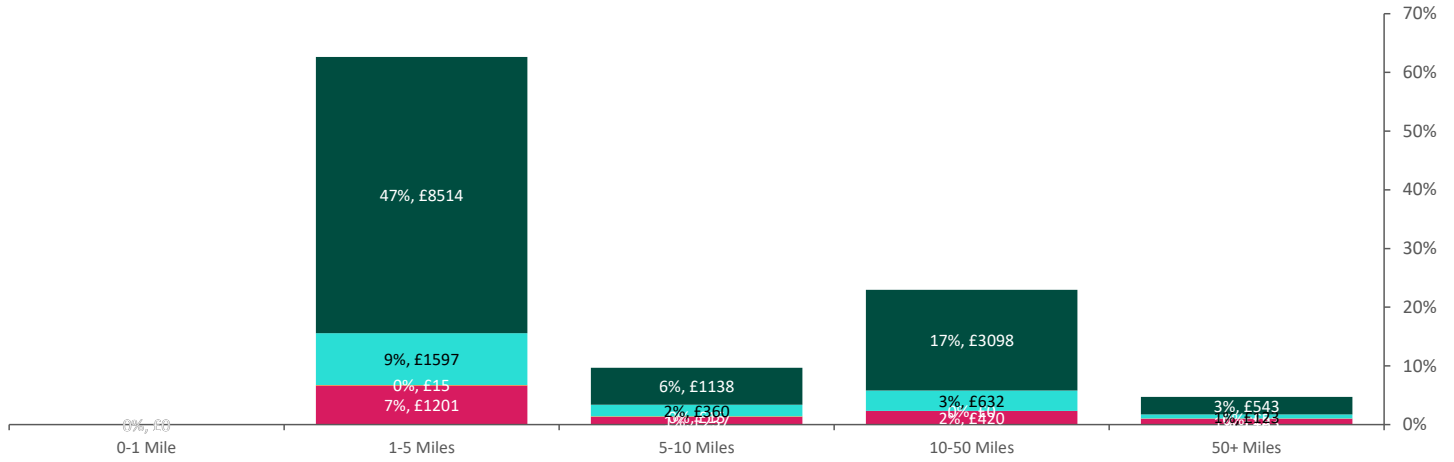
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	267 (48%)	541 (49%)	162,900 (49%)	98	100	99
	Female	288 (52%)	564 (51%)	172,670 (51%)	102	100	101
Economic Status (16+)	Employed: Full-time	165 (33%)	331 (34%)	95,514 (34%)	98	100	101
	Employed: Part-time	58 (12%)	103 (11%)	32,369 (12%)	98	89	98
	Self employed	49 (10%)	89 (9%)	18,272 (7%)	107	99	71
	Unemployed	11 (2%)	15 (2%)	5,812 (2%)	81	56	76
	Full-time student	17 (3%)	35 (4%)	12,924 (5%)	137	144	187
	Retired	147 (30%)	297 (31%)	60,548 (22%)	137	140	100
	Other	48 (10%)	103 (11%)	51,928 (19%)	55	60	105
Total Worker Count		145	260	138.427			

See the Glossary page for further information on the above variables

Transactional Data Summary - Kings Arms

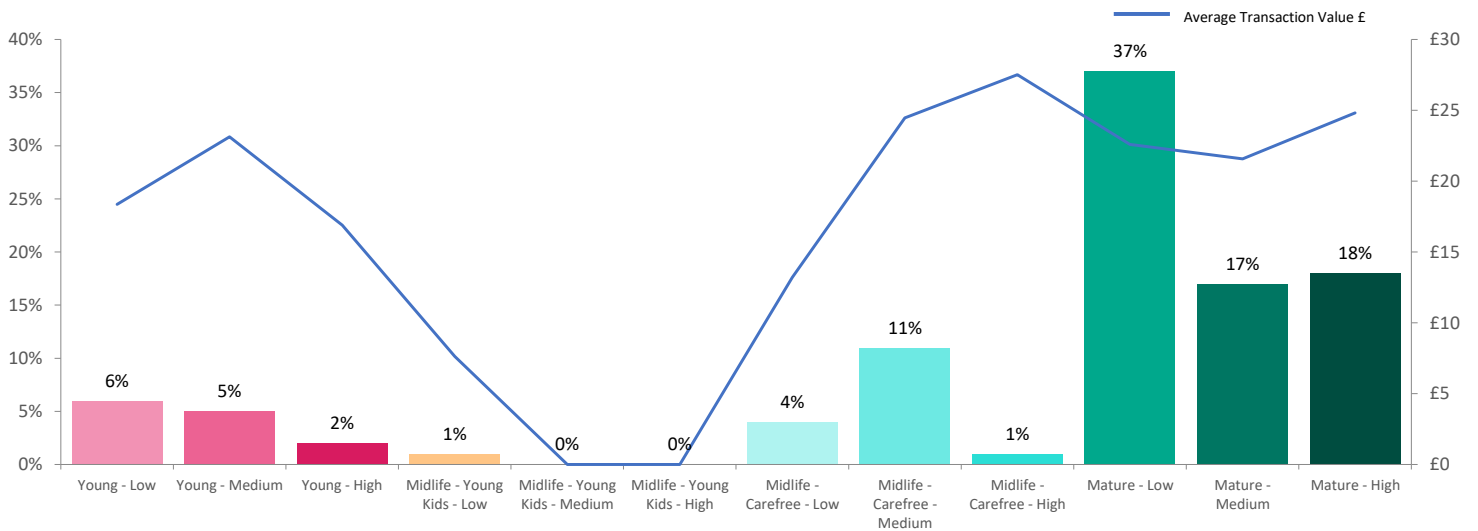
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Spend by Polaris and Distance from Home



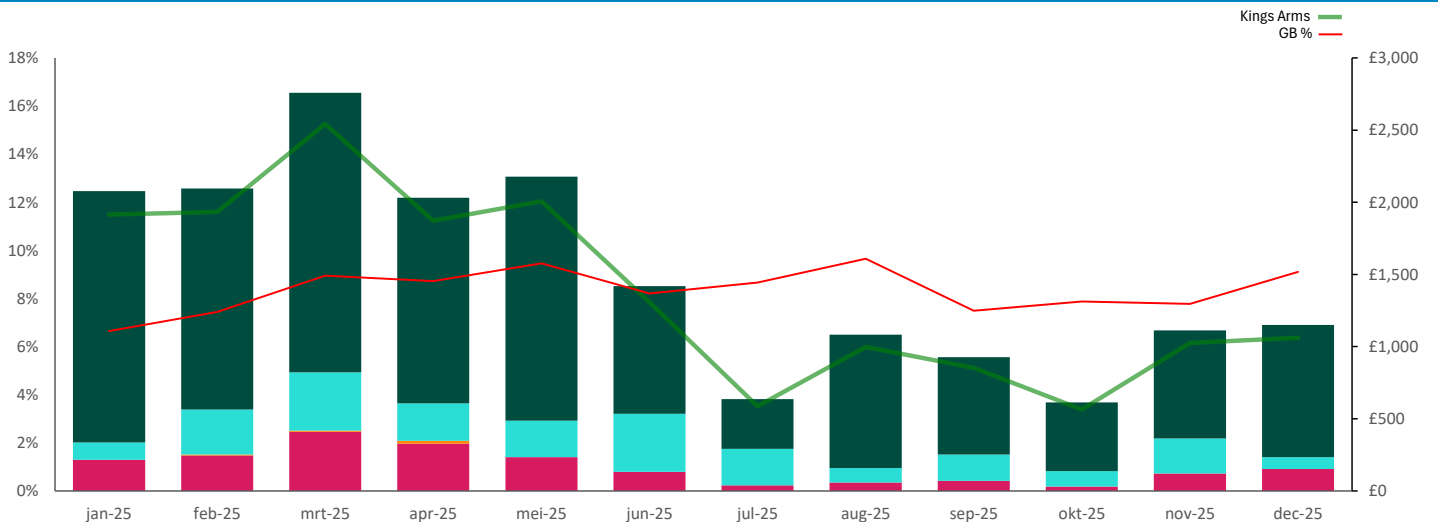
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



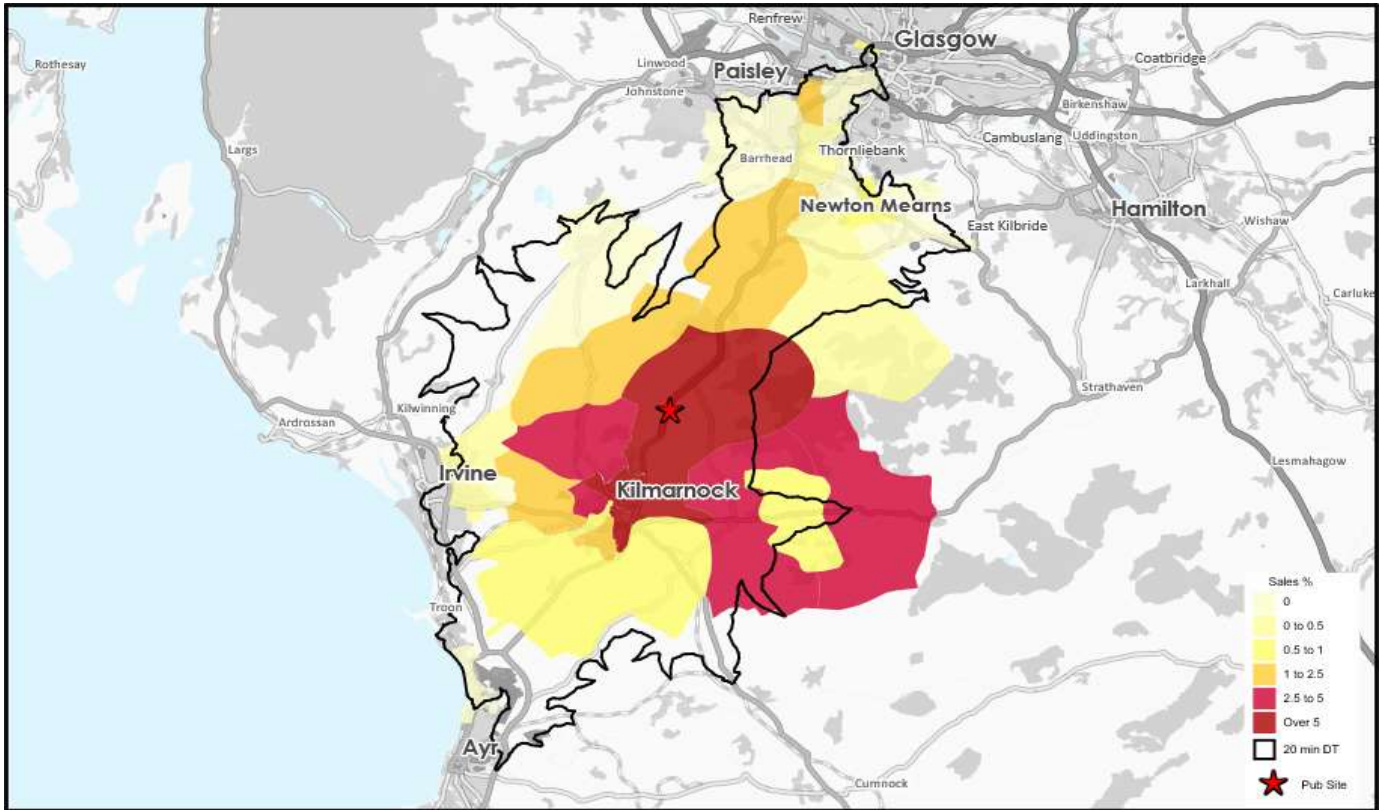
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



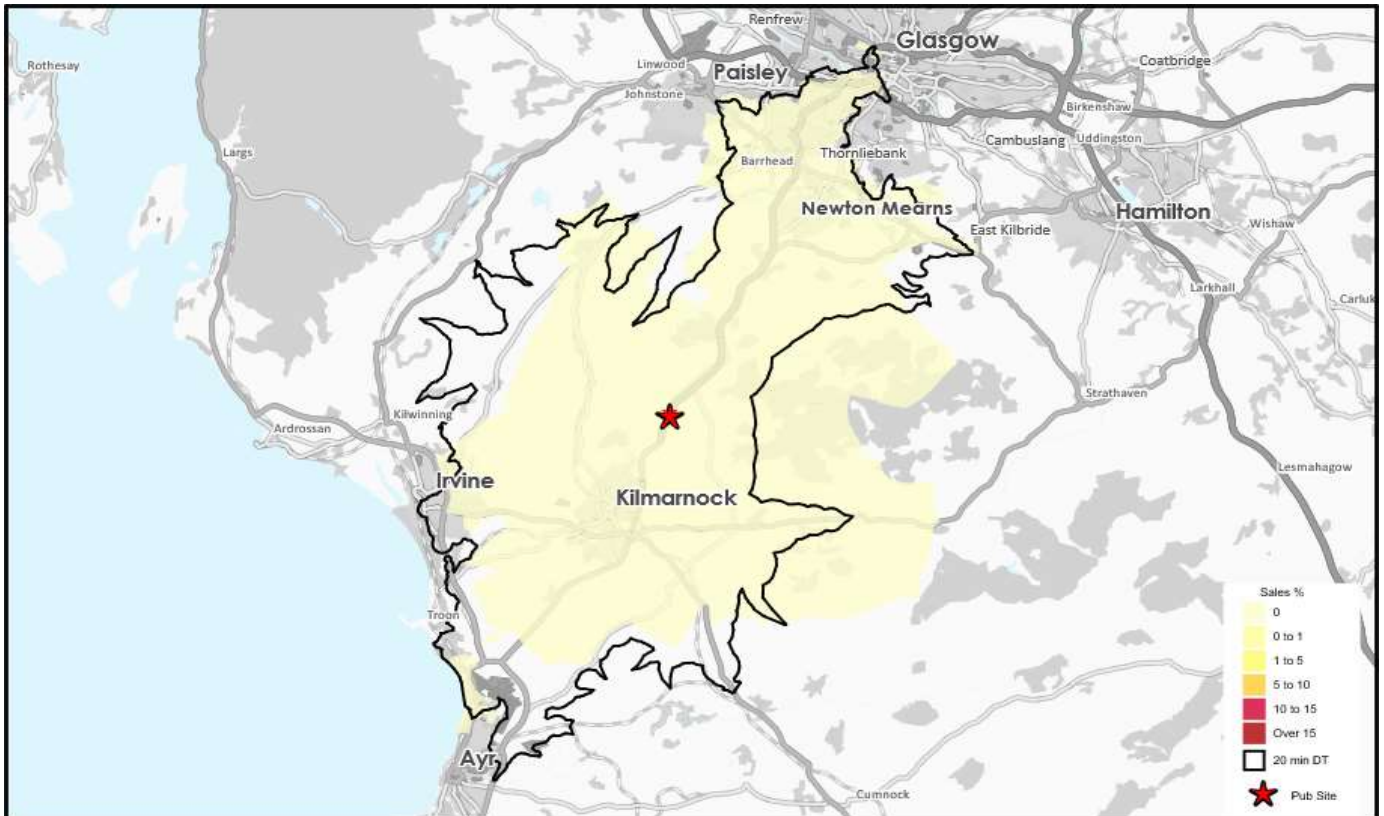
Seasonality of the spend split by month

Kings Arms Share of Spend from Postcode Sectors within 20 minute Drive



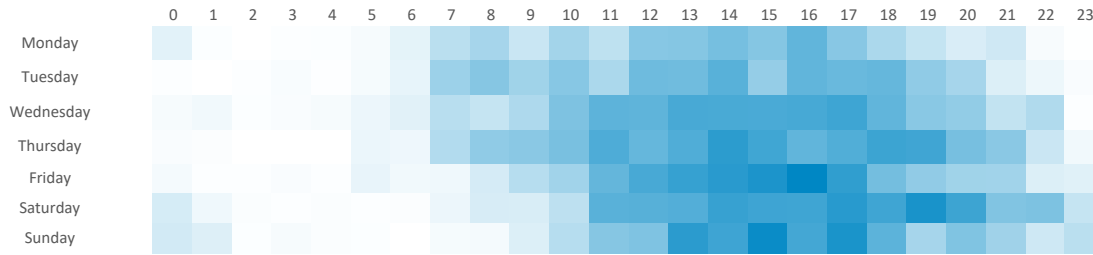
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Kings Arms



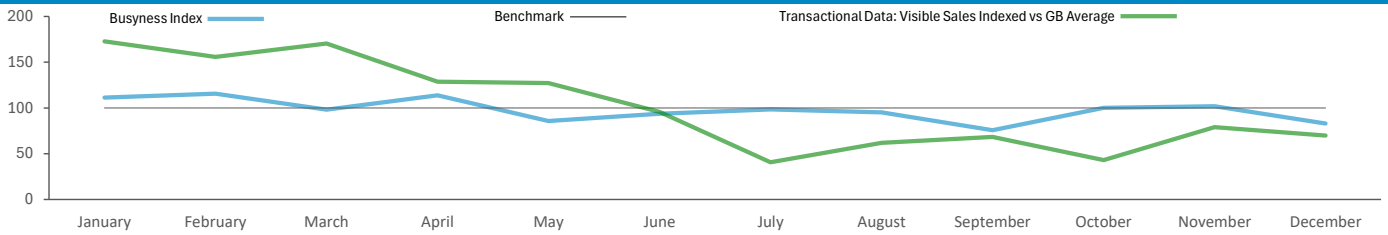
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



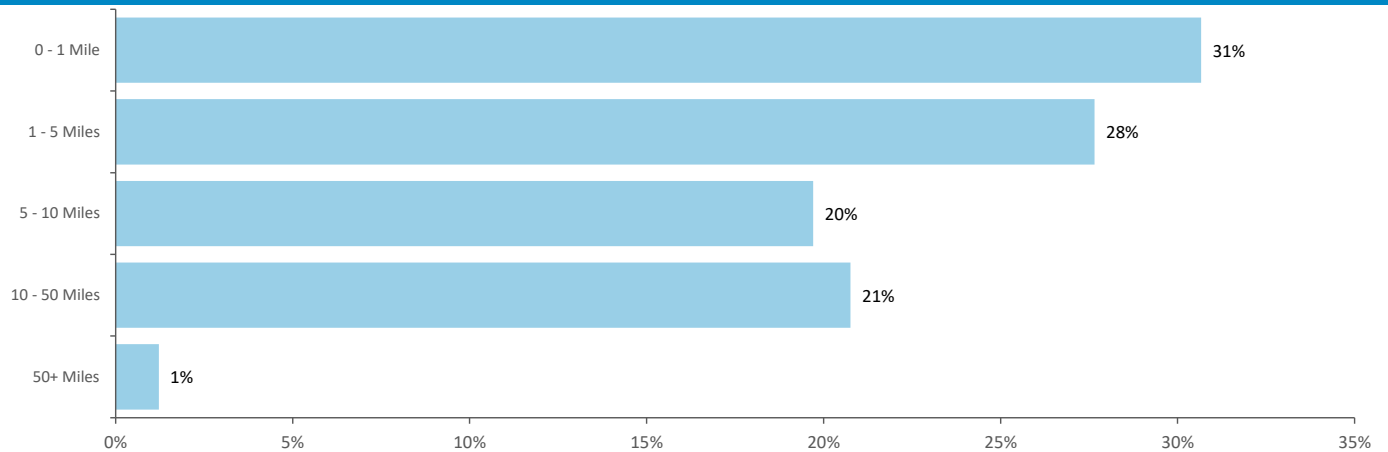
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

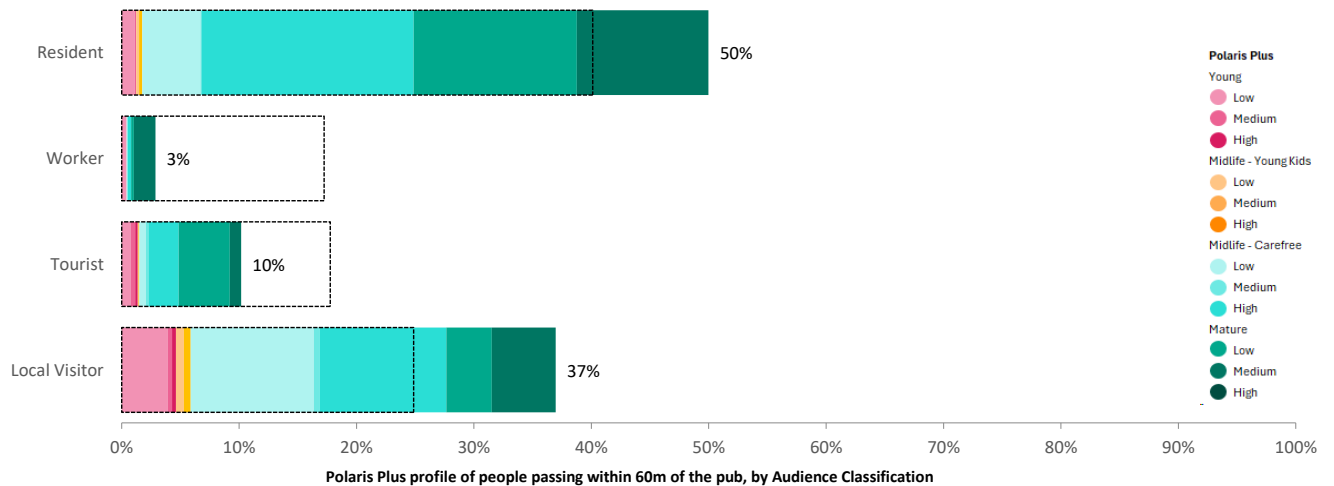
Distance from Home



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

Audience Classification by Polaris Plus

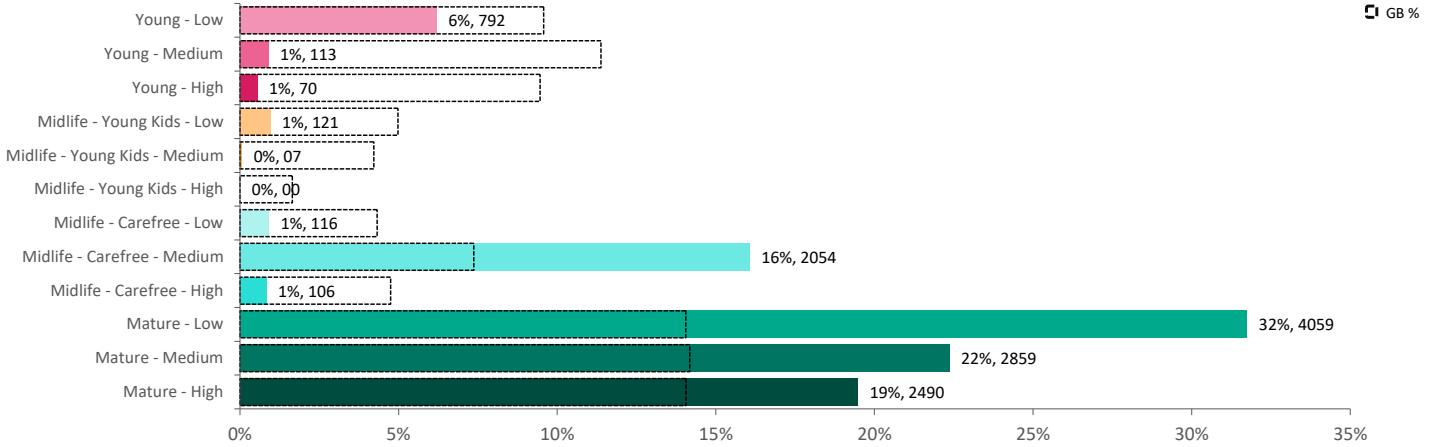
Base: GB



Mobile Data Summary - Kings Arms

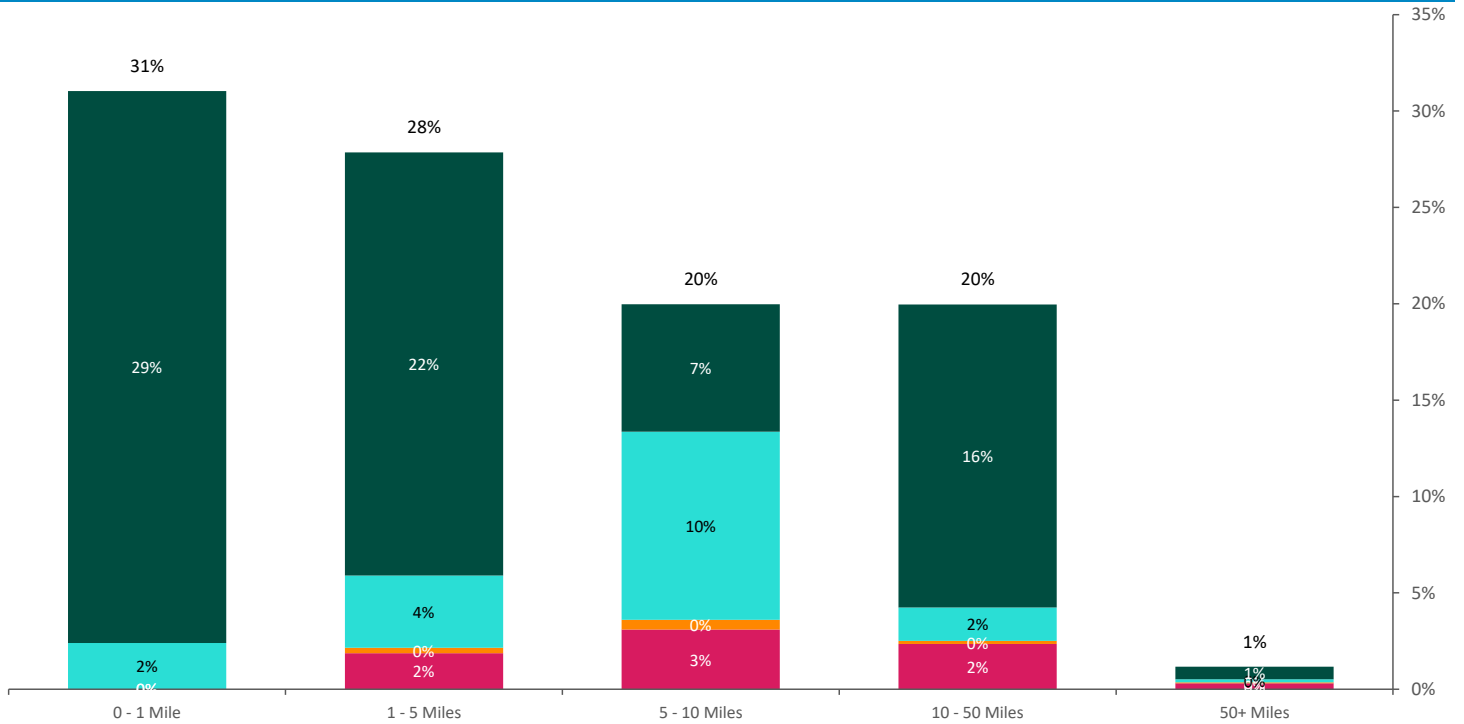
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Polaris Plus Profile



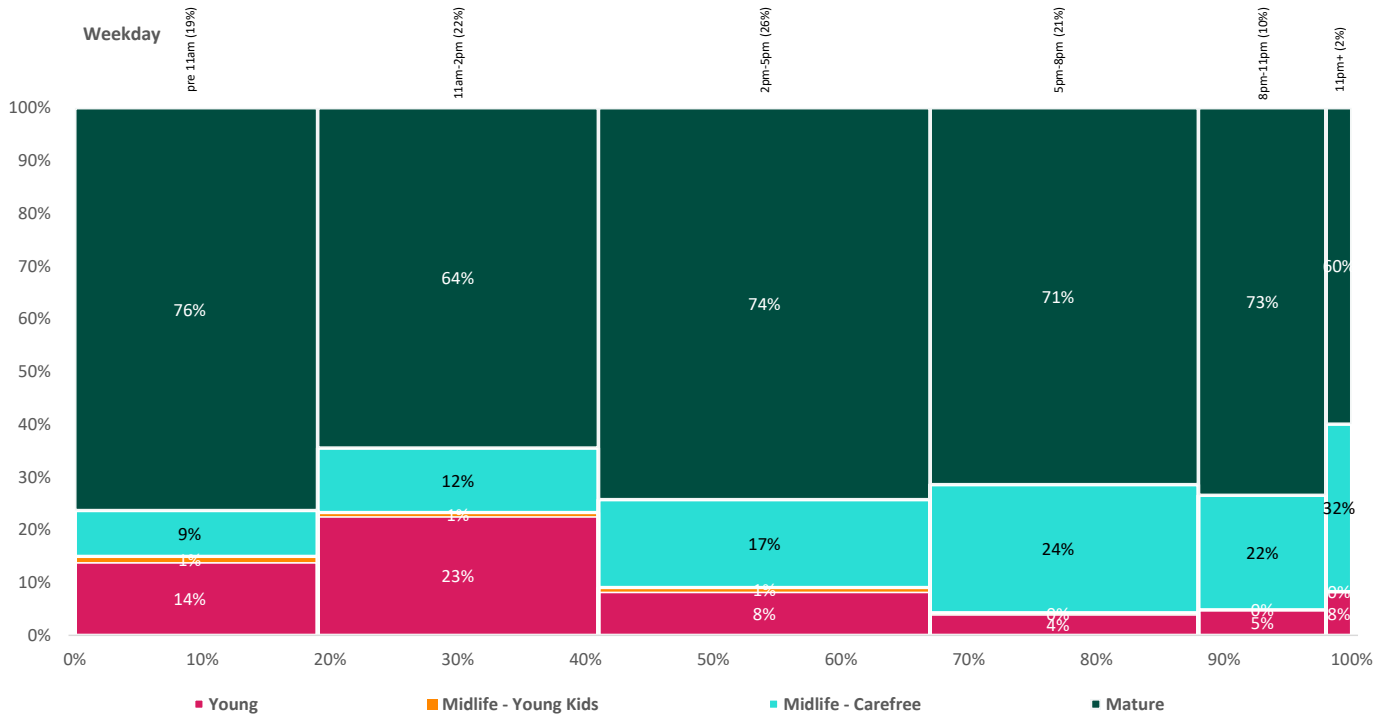
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



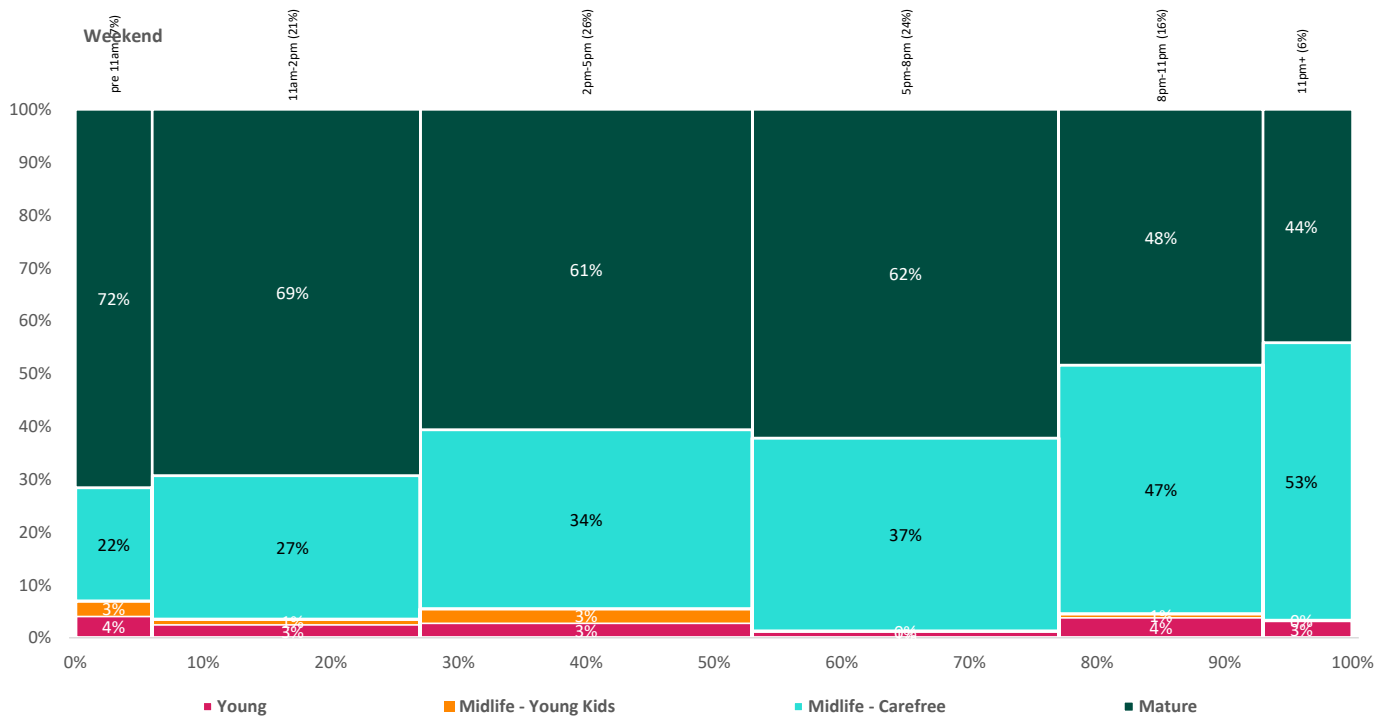
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



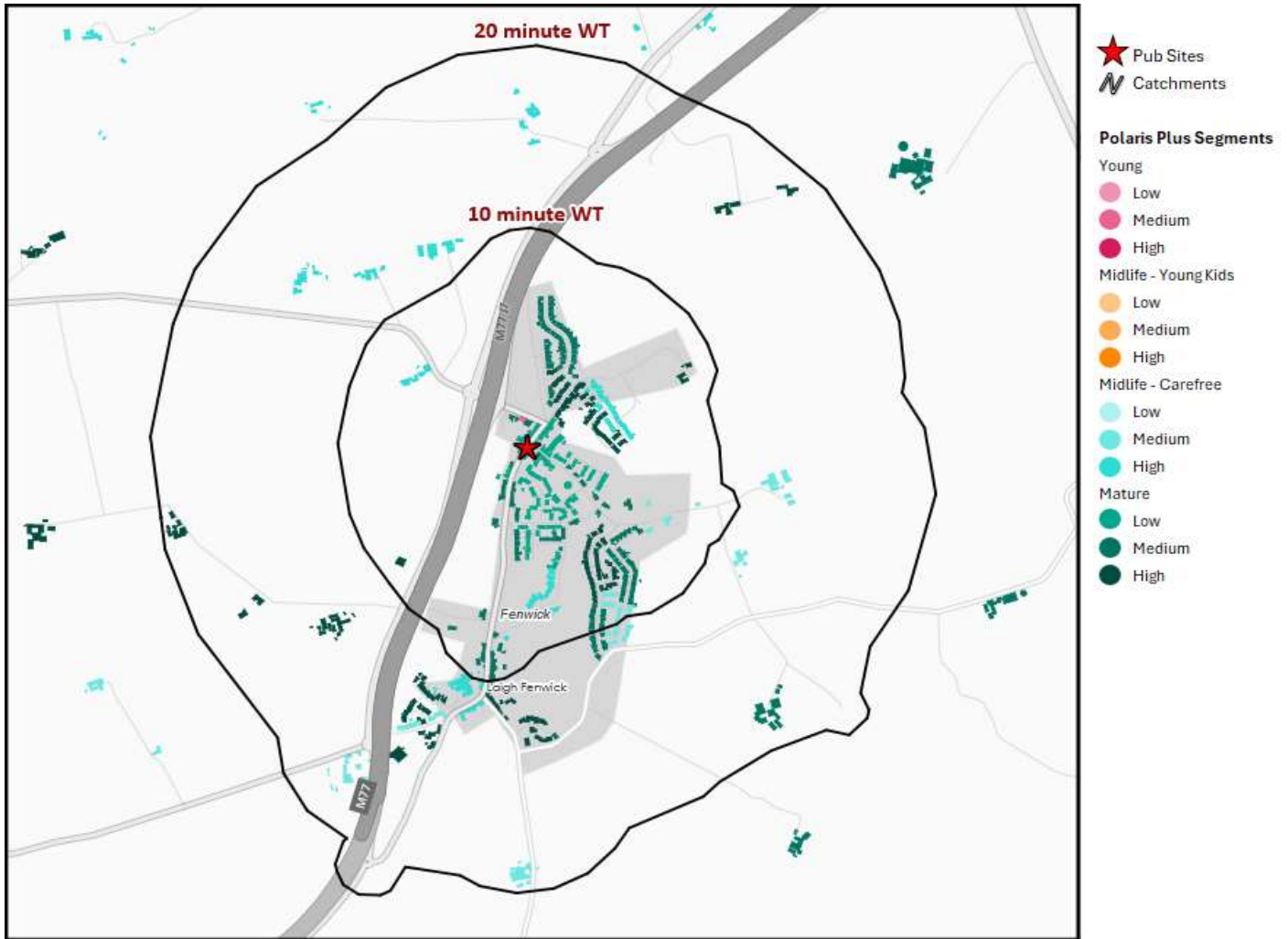
Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	1.860	1.798	2.457	1.925	931	128	9.100
Midlife - Carefree	212	341	551	655	275	68	2.102
Midlife - Young Kids	27	19	27	6	0	0	79
Young	338	630	274	109	61	18	1.430
All	2.437	2.789	3.308	2.696	1.268	213	12.711

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	277	812	910	862	438	160	3.458
Midlife - Young Kids	83	319	510	507	427	190	2.036
Midlife - Carefree	11	11	39	0	5	0	66
Mature	16	31	43	17	36	12	155
All	387	1.173	1.502	1.386	905	362	5.715

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

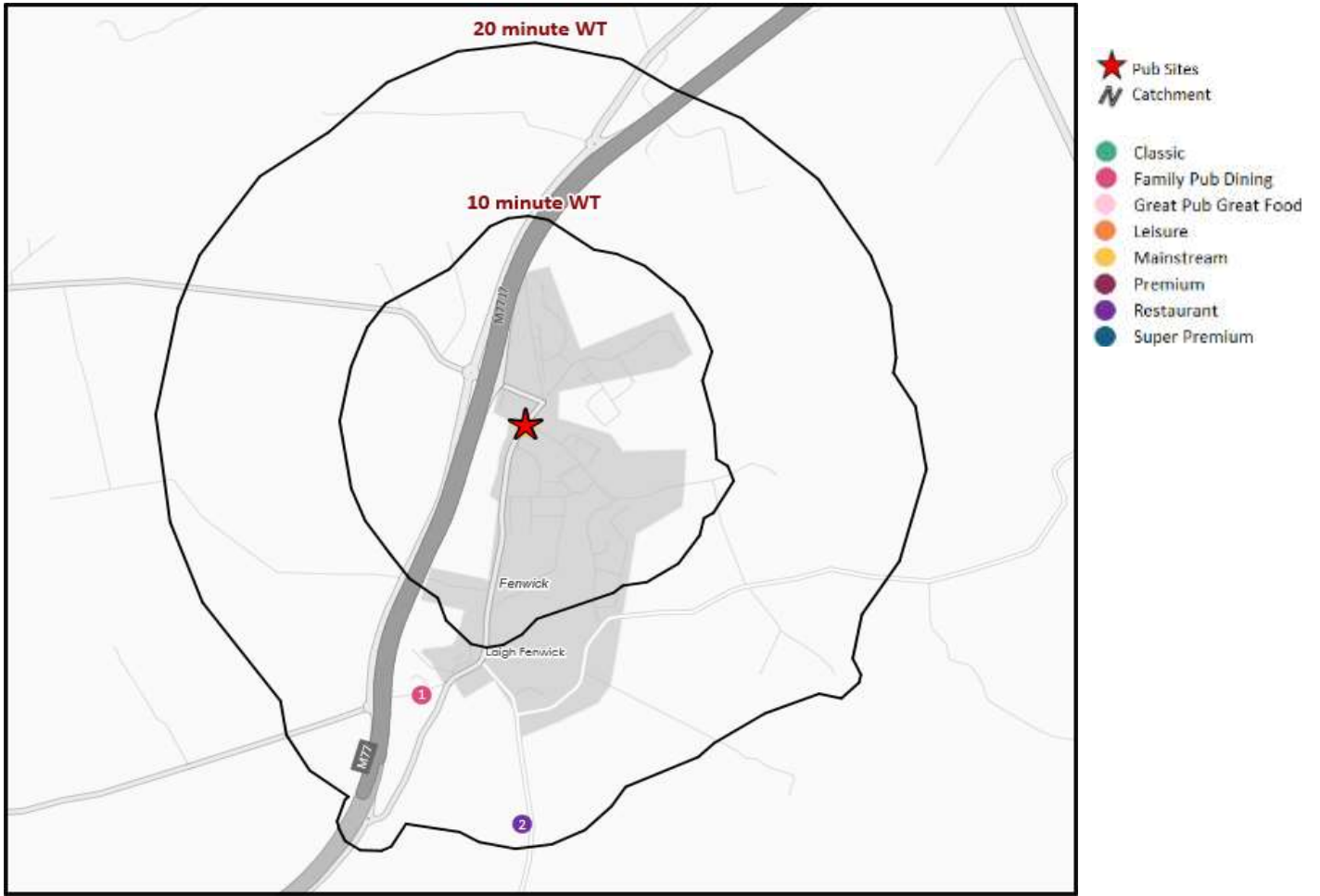


Polaris Plus Profile by Catchment

*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	0	22.018	0	0	83
Medium	5	5	16.549	9	5	56
High	0	0	9.203	0	0	51
Midlife - Young Kids						
Low	0	0	5.229	0	0	35
Medium	0	0	2.256	0	0	19
High	0	0	21	0	0	1
Midlife - Carefree						
Low	0	0	5.939	0	0	52
Medium	0	29	16.478	0	43	85
High	40	211	7.930	181	484	64
Mature						
Low	158	158	85.071	242	123	234
Medium	160	293	37.211	211	196	88
High	121	257	58.649	166	179	145
Not Private Households	0	0	2.803	0	0	97
Total	484	953	269.357			

Over GB Average
 Around GB Average
 Under GB Average

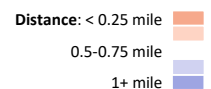


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Kings Arms	KA 3 6DX	Star Pubs & Bars	Mainstream	10,9%	74,2%	0,00
1	Fenwick Hotel	KA 3 6AU	Independent Free	Family Pub Dining	20,4%	54,9%	0,61
2	Lairds Table	KA 3 6BX	Independent Free	Restaurant	8,2%	49,2%	0,85
3	Stables Restaurant	KA 3 6AY	Independent Free	Restaurant	0,0%	0,0%	1,65
4	Rowallan Castle Golf Club	KA 3 2LP	Independent Free	Leisure	3,1%	42,6%	1,99
5	Harelaw Farm	KA 3 6ES	Independent Free	Leisure	0,0%	0,0%	2,21
6	Mill House	KA 3 5EQ	Independent Free	Great Pub Great Food	41,1%	75,7%	2,98
7	Smugglers Inn	KA 3 5DX	Greene King	Mainstream	0,0%	0,0%	2,98
8	Oriental Palace	KA 3 5BP	Independent Free	Restaurant	0,0%	0,0%	3,03
9	Stewarton Arms	KA 3 5AB	Independent Free	Mainstream	1,9%	82,6%	3,08
10	Stewarton Bowling Club	KA 3 5AS	Independent Free	Leisure	1,2%	98,3%	3,12
11	North West Kilmarnock Bowling Club	KA 3 2EE	Independent Free	Leisure	0,0%	0,0%	3,25
12	Townholm Bowling Club	KA 3 1BB	Independent Free	Leisure	0,0%	0,0%	3,61
13	Kay Park Bowling Club	KA 3 7RT	Independent Free	Leisure	0,9%	78,6%	3,61
14	Weston Tavern	KA 3 2RQ	Independent Free	Classic	0,0%	0,0%	3,62
15	Masonic Social Club	KA 3 2RQ	Independent Free	Mainstream	7,6%	57,4%	3,62
16	Kilmaurs Glencairn Bowling Club	KA 3 2RG	Independent Free	Leisure	0,2%	99,0%	3,63
17	Millhouse Hotel	KA 3 1EA	Buzzworks Holdings Group	Family Pub Dining	0,0%	0,0%	3,71
18	Blacks Bar	KA 3 1DS	Independent Free	Classic	4,5%	87,0%	3,77
19	Wellington	KA 3 1DN	Trust Inns Limited	Classic	0,0%	0,0%	3,87
20	Jewel In The Crown	KA 3 1AA	Independent Free	Restaurant	0,0%	0,0%	3,95

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location



■ 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+	484	953	269.357
Number of Competition Pubs	1	2	387
Adults 18+ per Competition Pub	484	477	696

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	33	6,7%	86
Family Pub Dining	0	44	9,1%	100
Great Pub Great Food	0	92	19,0%	114
Leisure	0	51	10,6%	105
Mainstream	1	70	14,6%	104
Premium	0	70	14,4%	101
Restaurant	0	107	22,0%	96
Super Premium	0	18	3,6%	93

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	48	5,0%	64
Family Pub Dining	1	73	7,7%	84
Great Pub Great Food	0	201	21,1%	126
Leisure	0	103	10,8%	108
Mainstream	1	119	12,5%	90
Premium	0	142	14,9%	104
Restaurant	0	223	23,4%	102
Super Premium	0	43	4,6%	116

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	57	21.670	8,1%	103
Family Pub Dining	32	25.863	9,6%	106
Great Pub Great Food	23	45.584	16,9%	101
Leisure	106	27.419	10,2%	101
Mainstream	57	39.621	14,7%	105
Premium	27	37.491	13,9%	97
Restaurant	79	59.268	22,0%	96
Super Premium	6	9.548	3,5%	90

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
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.
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 >= 105 and < 120
	Index value is >= 95 and < 105
	Index value is >= 80 and < 95
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	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> 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: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium

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.

Mobile Data - Audience Classification

Resident: Lives in the area. **Worker:** Works in the area but doesn't live there.
Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. **Tourist:** Doesn't live or work there, comes from 25km+ away.

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 an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.

