CACI

Catchment Summary - Abbey Inn Kinloss
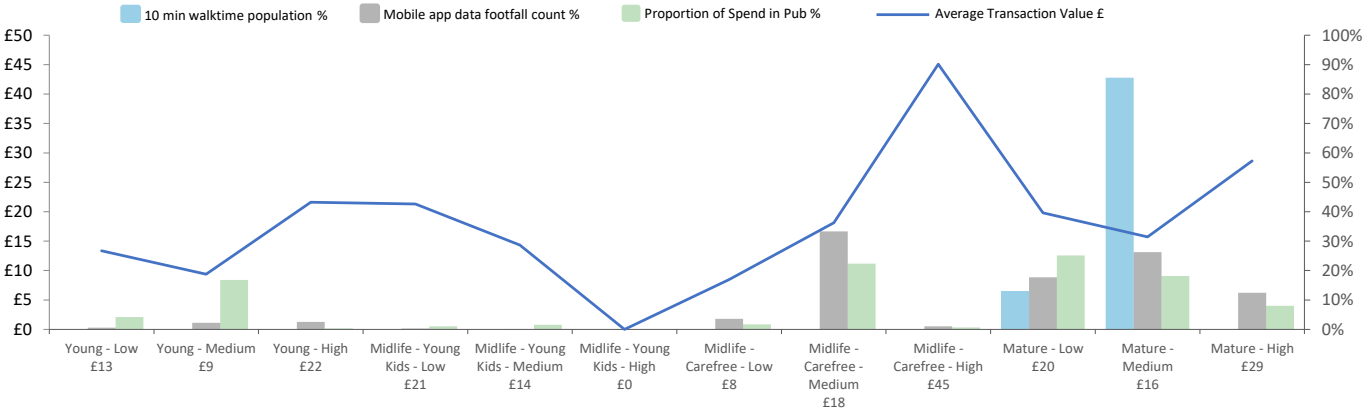
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
802414	Abbey Inn Kinloss	IV36 3TY	Star Pubs & Bars	Premium Local	20

★ Pub Sites
N 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 £

Categories: Young - Low £13 | Young - Medium £9 | Young - High £22 | Midlife - Young Kids - Low £21 | Midlife - Young Kids - Medium £14 | Midlife - Young Kids - High £0 | Midlife - Carefree - Low £8 | Midlife - Carefree - Medium £18 | Midlife - Carefree - High £45 | Mature - Low £20 | Mature - Medium £16 | Mature - High £29

See the Glossary page for further information on the above variables

CACI

Catchment Summary - Abbey Inn Kinloss

star PUBS & BARS

*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**
Over GB Average							
Around GB Average							
Under GB Average							
	Population	235	638	23,371	4	3	5

Population & Adults 18+ index is based on all pubs

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
	Adults 18+	215	564	19,543	5	4	6
	Competition Pubs	0	1	24	0	3	6
	Adults 18+ per Competition Pub	0	564	814	0	66	95
	% Adults Likely to Drink	80.7%	82.0%	79.4%	106	108	104
Affluence	Low	13.0%	14.5%	34.0%	39	44	102
	Medium	85.6%	51.6%	45.0%	224	135	118
	High	0.0%	33.3%	19.3%	0	122	71

*Affluence does not include Not Private Households

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Age Profile	18-24	12	28	1,490	63	54	78
	25-34	13	35	2,470	41	41	79
	35-44	36	76	2,759	116	90	89
	45-64	103	225	6,833	171	137	114
	65+	51	200	5,991	113	163	133
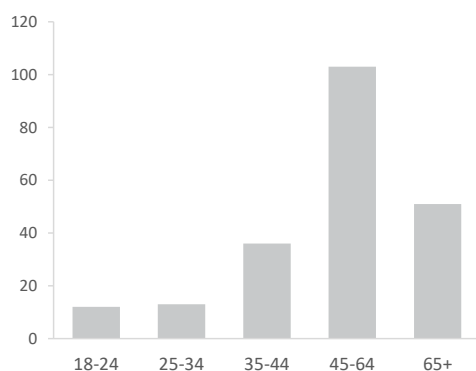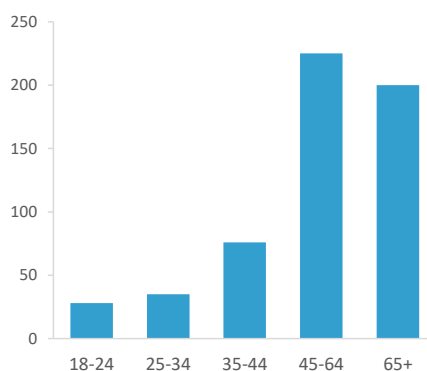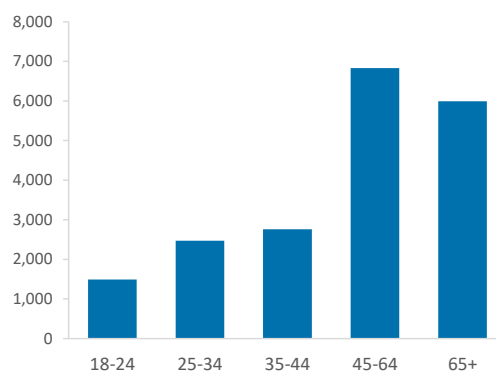
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	126 (54%)	304 (48%)	11,675 (50%)	109	97	102
	Female	109 (46%)	334 (52%)	11,696 (50%)	91	103	98
Economic Status (16+)	Employed: Full-time	77 (35%)	185 (32%)	7,610 (38%)	103	93	110
	Employed: Part-time	26 (12%)	59 (10%)	2,541 (13%)	101	86	107
	Self employed	46 (21%)	88 (15%)	1,437 (7%)	230	164	78
	Unemployed	2 (1%)	6 (1%)	332 (2%)	33	37	60
	Full-time student	2 (1%)	5 (1%)	328 (2%)	39	36	69
	Retired	44 (20%)	177 (31%)	5,744 (29%)	93	139	131
	Other	20 (9%)	60 (10%)	2,039 (10%)	53	59	58
	Total Worker Count	187	269	10,536			

See the Glossary page for further information on the above variables
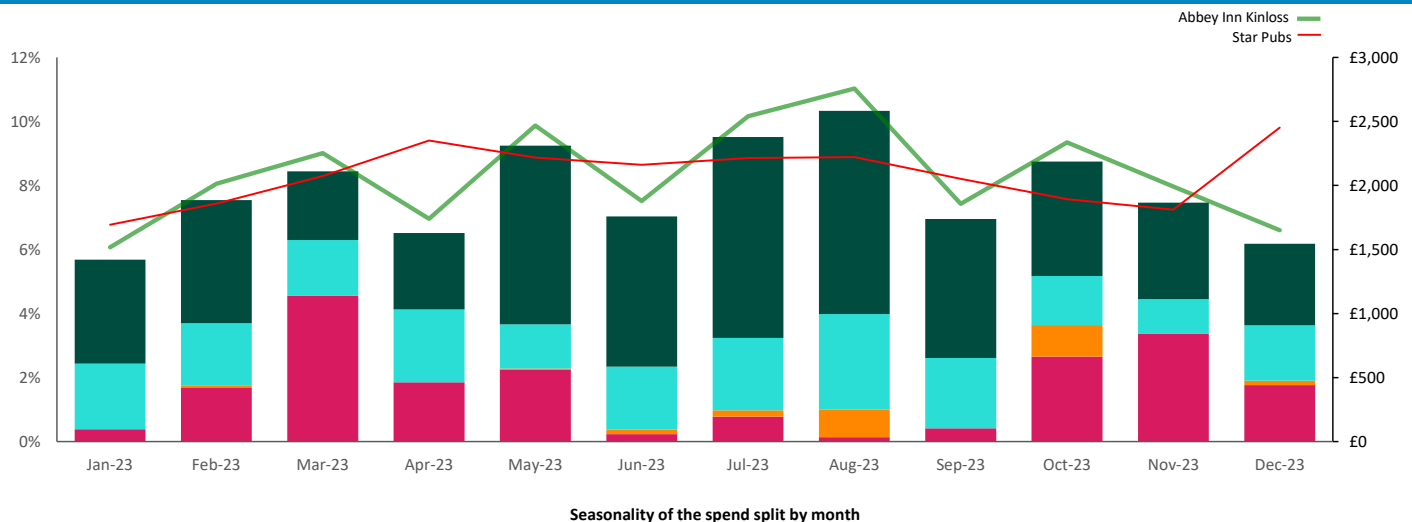
Transactional Data Summary - Abbey Inn Kinloss

star PUBS & BARS

Spend by Polaris Plus

GB %

Segment	Percentage
Young - Low	4.2%
Young - Medium	16.8%
Young - High	0.4%
Midlife - Young Kids - Low	1.1%
Midlife - Young Kids - Medium	1.5%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	1.7%
Midlife - Carefree - Medium	22.4%
Midlife - Carefree - High	0.6%
Mature - Low	25.1%
Mature - Medium	18.1%
Mature - High	8.0%

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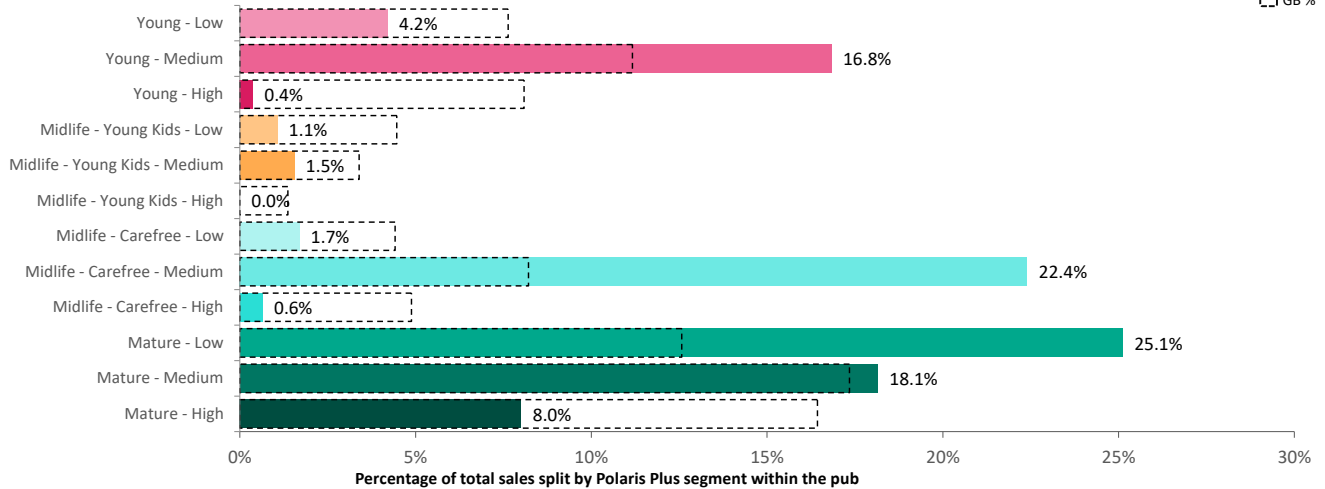
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

| Segment	%
Young - Low	5.0%
Young - Medium	28.0%
Young - High	0.0%
Midlife - Young Kids - Low	1.0%
Midlife - Young Kids - Medium	2.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	3.0%
Midlife - Carefree - Medium	19.0%
Midlife - Carefree - High	0.0%
Mature - Low	20.0%
Mature - Medium	18.0%
Mature - High	4.0%
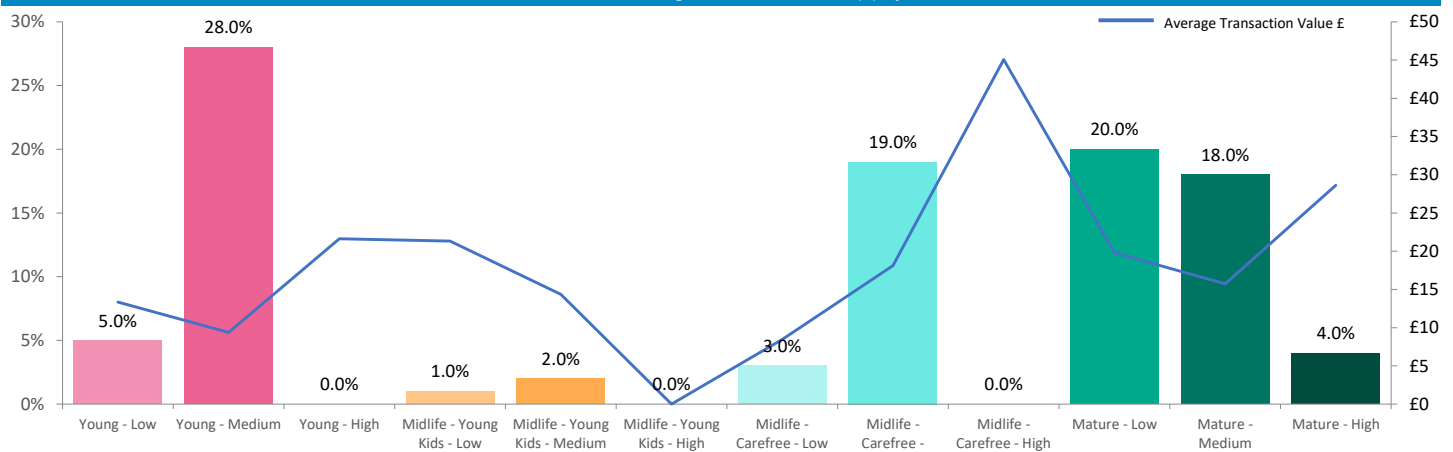
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Abbey Inn Kinloss
Star Pubs

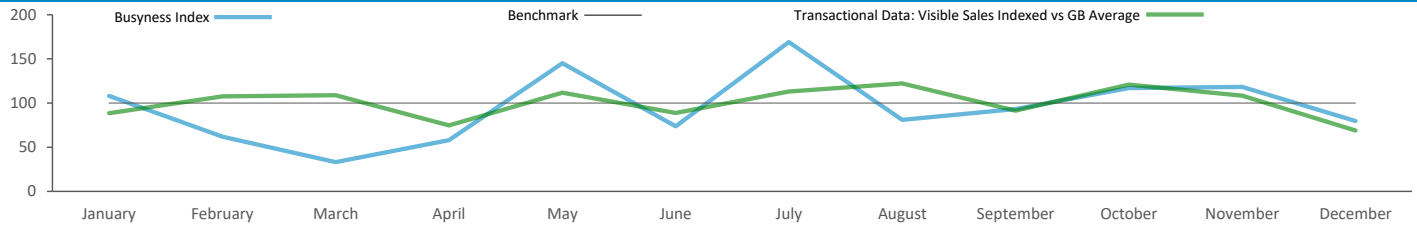Seasonality of the spend split by month

Mobile Data Summary - Abbey Inn Kinloss

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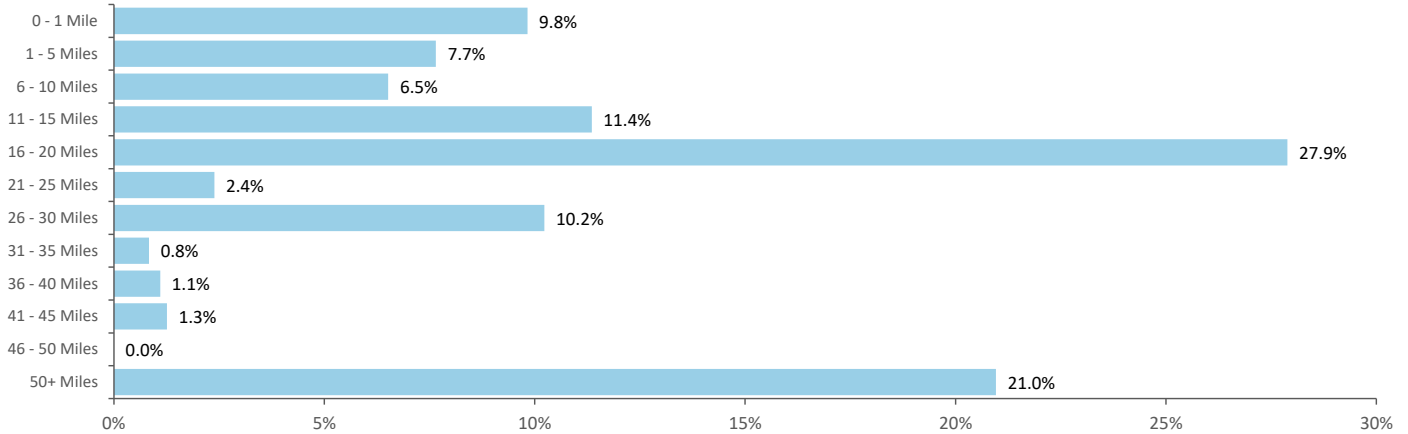
Time of Day/Day of Week
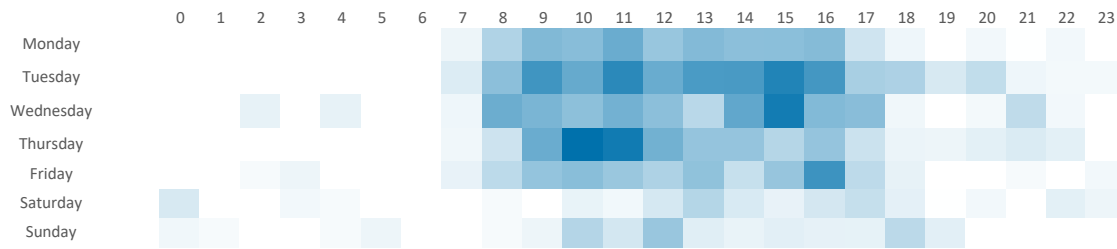
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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	9.8%
1 - 5 Miles	7.7%
6 - 10 Miles	6.5%
11 - 15 Miles	11.4%
16 - 20 Miles	27.9%
21 - 25 Miles	2.4%
26 - 30 Miles	10.2%
31 - 35 Miles	0.8%
36 - 40 Miles	1.1%
41 - 45 Miles	1.3%
46 - 50 Miles	0.0%
50+ Miles	21.0%

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

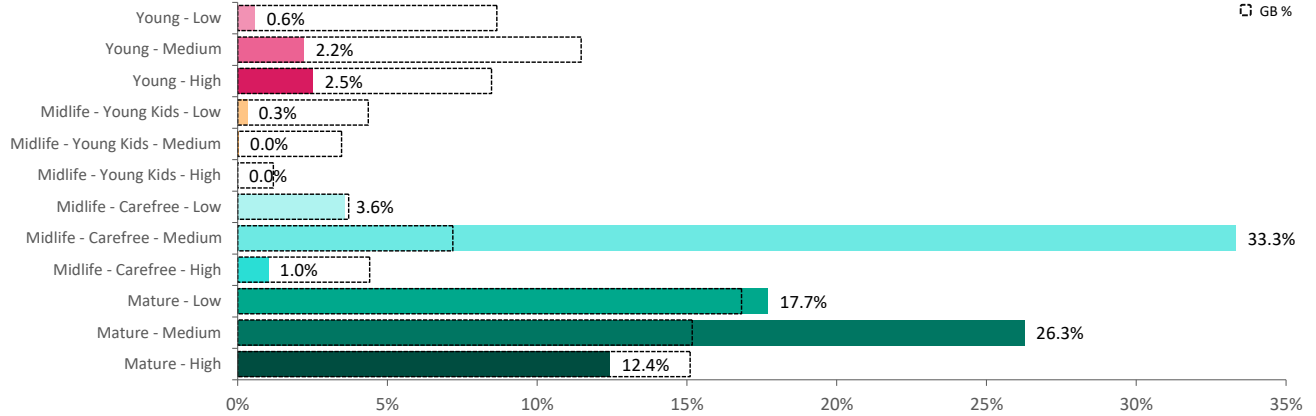## Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	17.5%
Worker	28.2%
Tourist	38.1%
Local Tourist	16.2%
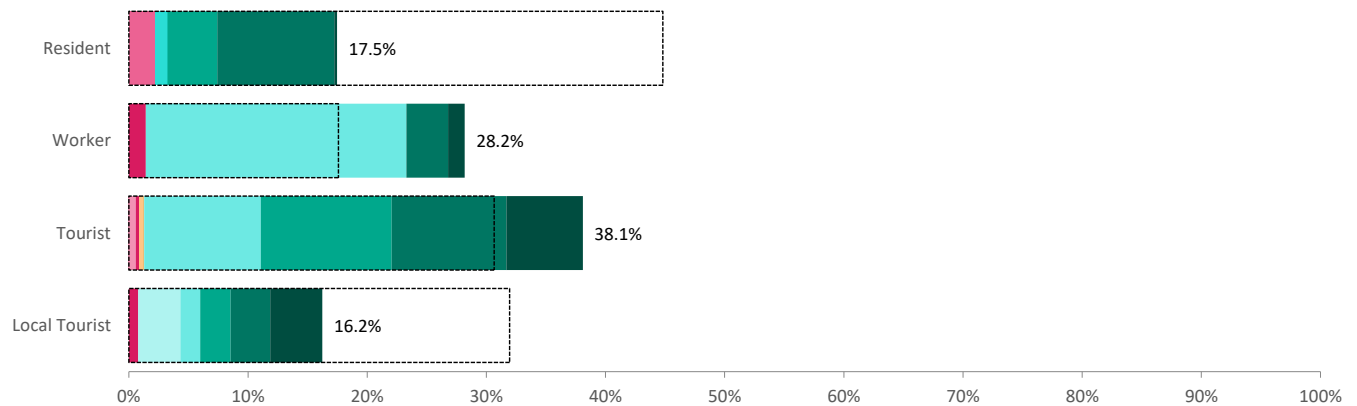
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification
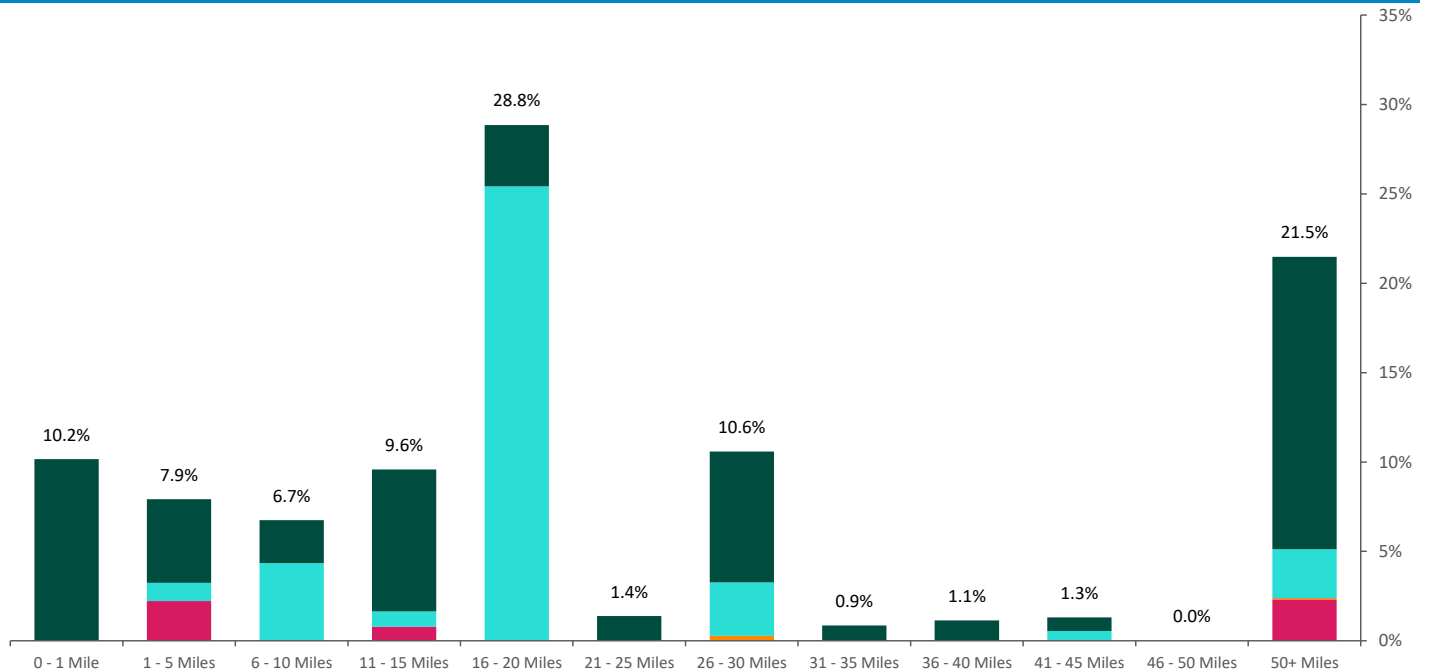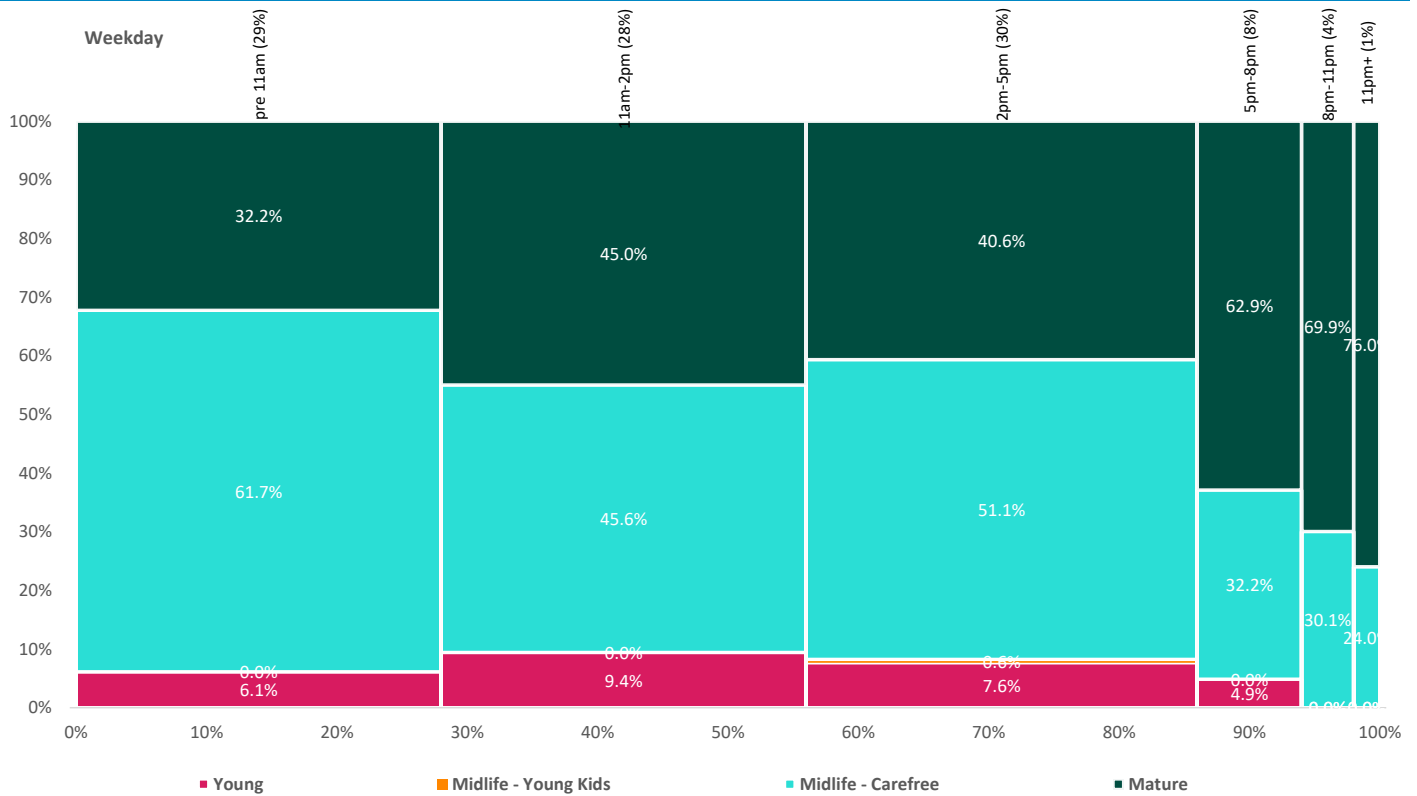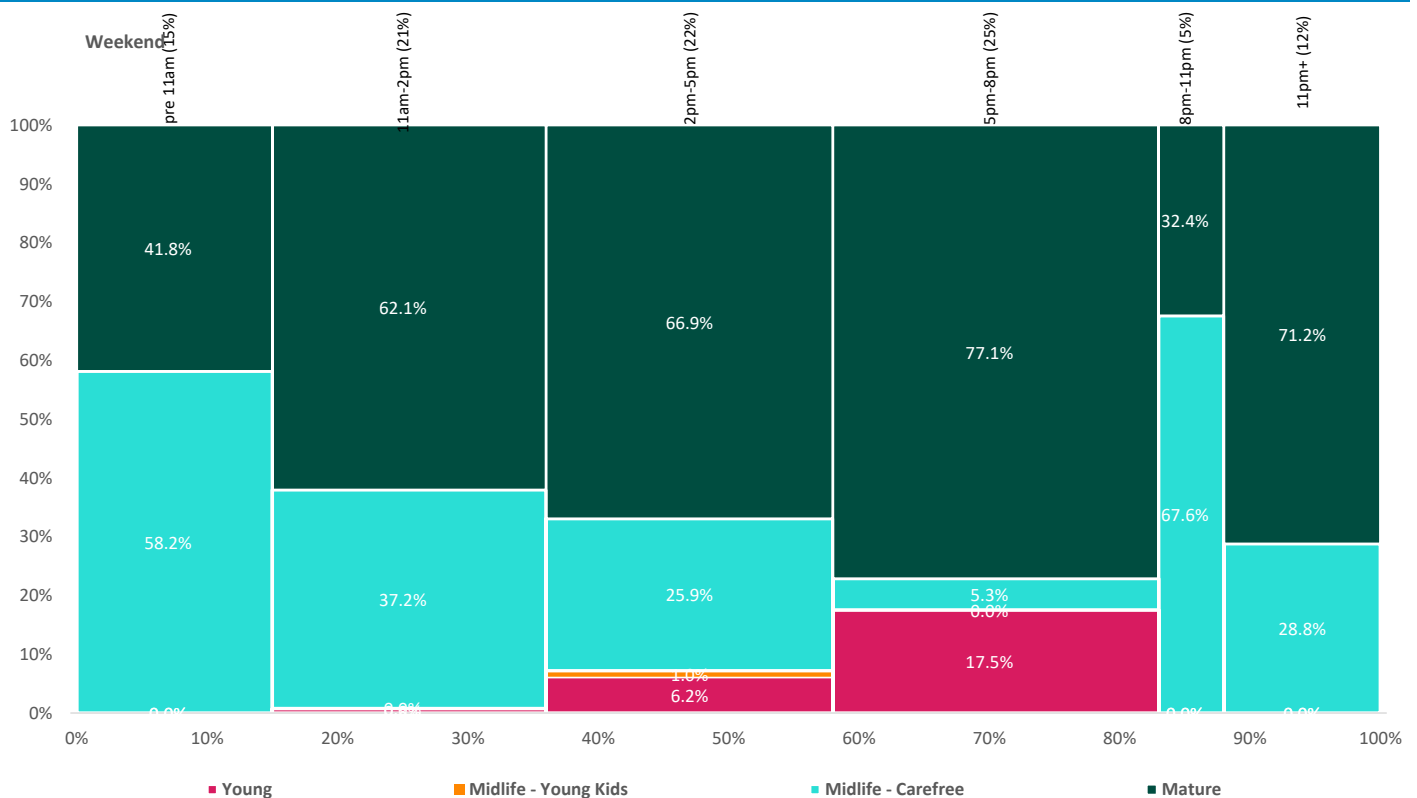
Mobile Data Summary - Abbey Inn Kinloss

star PUBS & BARS

Polaris Plus Profile

⊡ GB %

Category	%
Young - Low	0.6%
Young - Medium	2.2%
Young - High	2.5%
Midlife - Young Kids - Low	0.3%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	3.6%
Midlife - Carefree - Medium	33.3%
Midlife - Carefree - High	1.0%
Mature - Low	17.7%
Mature - Medium	26.3%
Mature - High	12.4%

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	10.2%
1 - 5 Miles	7.9%
6 - 10 Miles	6.7%
11 - 15 Miles	9.6%
16 - 20 Miles	28.8%
21 - 25 Miles	1.4%
26 - 30 Miles	10.6%
31 - 35 Miles	0.9%
36 - 40 Miles	1.1%
41 - 45 Miles	1.3%
46 - 50 Miles	0.0%
50+ Miles	21.5%

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

Mobile Data Summary - Abbey Inn Kinloss

star PUBS & BARS

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

Weekday

pre 11am (29%) · 11am-2pm (28%) · 2pm-5pm (30%) · 5pm-8pm (8%) · 8pm-11pm (4%) · 11pm+ (1%)

Time	Young	Midlife - Carefree	Mature
pre 11am	6.1% (0.0%)	61.7%	32.2%
11am-2pm	9.4% (0.0%)	45.6%	45.0%
2pm-5pm	7.6% (0.6%)	51.1%	40.6%
5pm-8pm	4.9% (0.0%)	32.2%	62.9%
8pm-11pm	0.0% (0.0%)	30.1%	69.9%
11pm+	(0.0%)	24.0%	76.0%

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

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

Weekend

pre 11am (15%) · 11am-2pm (21%) · 2pm-5pm (22%) · 5pm-8pm (25%) · 8pm-11pm (5%) · 11pm+ (12%)

Time	Young	Midlife - Young Kids	Midlife - Carefree	Mature
pre 11am	0.0%		58.2%	41.8%
11am-2pm	0.0%		37.2%	62.1%
2pm-5pm	6.2%	1.0%	25.9%	66.9%
5pm-8pm	17.5%	0.0%	5.3%	77.1%
8pm-11pm	0.0%		67.6%	32.4%
11pm+	0.0%		28.8%	71.2%

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

Polaris Summary - Abbey Inn Kinloss

Pub Sites
Catchment

Polaris Segments

● Young

● Midlife - Young Kids

● Midlife - Carefree

● Mature
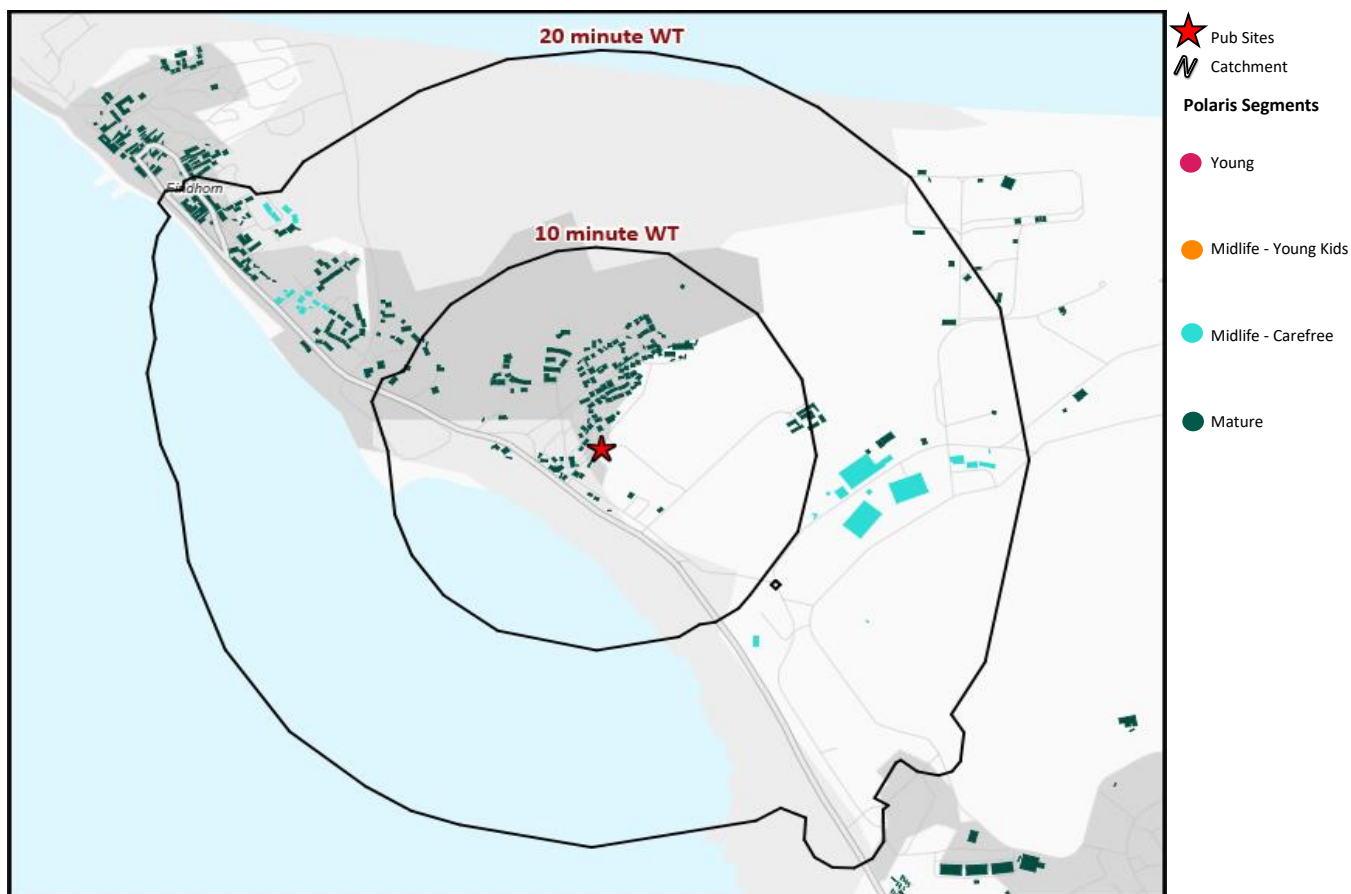
Polaris Profile by Catchment

*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	0	0	710	0	0	13
Midlife - Young Kids	0	0	331	0	0	15
Midlife - Carefree	0	24	2,473	0	27	80
Mature	212	537	15,691	222	214	181
Not Private Households	3	3	338	106	41	132
Total	215	564	19,543			

Polaris Plus Summary - Abbey Inn Kinloss

star
PUBS & BARS

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
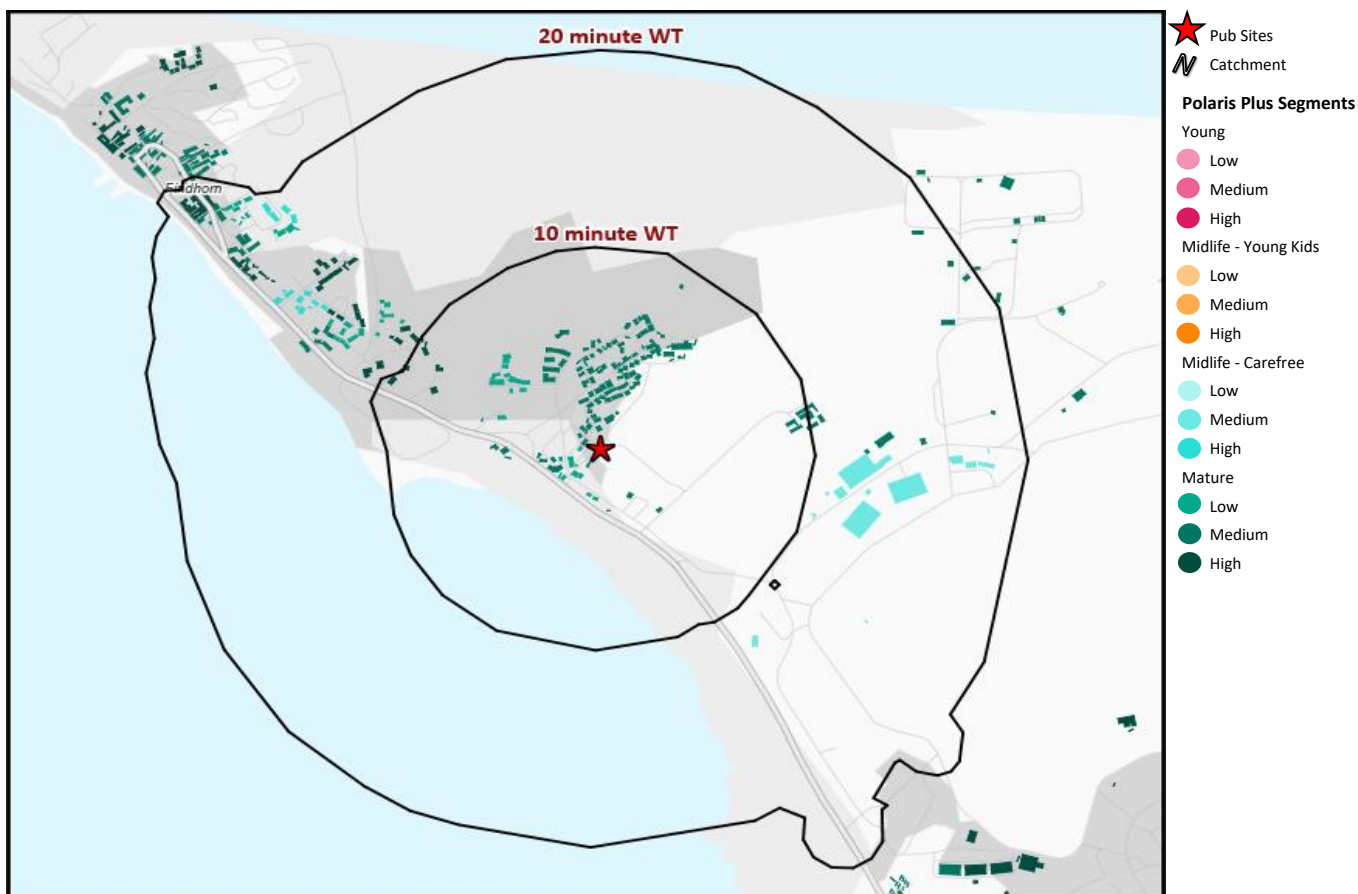
Polaris Plus Profile by Catchment

*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	0	438	0	0	23
Medium	0	0	268	0	0	12
High	0	0	4	0	0	0
Midlife - Young Kids						
Low	0	0	194	0	0	18
Medium	0	0	137	0	0	16
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	55	0	0	7
Medium	0	0	2,042	0	0	146
High	0	24	376	0	96	43
Mature						
Low	28	82	5,958	95	106	222
Medium	184	291	6,346	546	329	207
High	0	164	3,387	0	194	116
Not Private Households	3	3	338	106	41	132
Total	215	564	19,543			

CACI

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20 minute WT

10 minute WT

Findhorn

★ Pub Sites
N 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	Abbey Inn	IV36 3YX	Star Pubs & Bars	Premium Local	0.5
1	Kimberley Inn	IV36 3YG	Independent Free	Family Pub Dining	0.9
2	Crown & Anchor	IV36 3YF	Star Pubs & Bars	Family Pub Dining	1.0
3	Royal Findhorn Yacht Club	IV36 3YE	Independent Free	Clubland	1.1
3	Captains Table	IV36 3YE	Independent Free	Casual Dining	1.1

Per Pub Analysis - Abbey Inn Kinloss

star PUBS&BARS

*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+	215	564	19,543
Number of Competition Pubs	0	1	24
Adults 18+ per Competition Pub	0	564	814

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	0	0.0%	0
Circuit Bar	0	2	1.0%	24
Community Pub	0	65	30.1%	158
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	33	15.2%	86
High Street Pub	0	64	29.9%	162
Premium Local	0	48	22.4%	136

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	13	2.4%	29
Circuit Bar	0	6	1.1%	26
Community Pub	0	125	22.2%	116
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	144	25.5%	144
High Street Pub	0	117	20.8%	113
Premium Local	1	155	27.6%	167

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	385	2.0%	24
Circuit Bar	2	539	2.8%	68
Community Pub	3	5,112	26.2%	137
Craft Led	0	69	0.4%	10
Great Pub Great Food	1	3,050	15.6%	88
High Street Pub	1	4,476	22.9%	124
Premium Local	6	3,476	17.8%	108

star PUBS&BARS

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			