Catchment Summary - Winking Owl Aviemore

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	788	2,291	7,966	15	16	2
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	703	1,924	6,673	16	11	2
	Competition Pubs	4	5	15	27	16	4
	Adults 18+ per Competition Pub	176	385	445	21	47	54
	% Adults Likely to Drink	81.2%	81.6%	83.3%	98	99	101
Affluence	Low	11.4%	24.5%	13.5%	44	96	53
	Medium	58.6%	55.4%	55.5%	149	141	141
	High	18.6%	16.0%	29.8%	56	48	89

*Affluence does not include Not Private Households
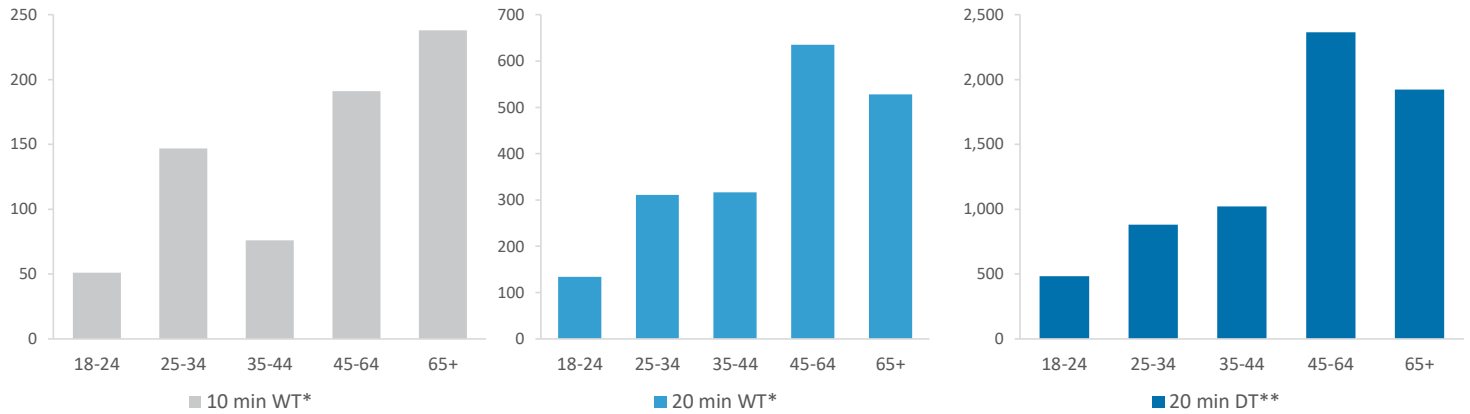
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Age Profile	18-24	51	134	484	80	72	75
	25-34	147	311	880	140	102	83
	35-44	76	316	1,021	75	107	100
	45-64	191	635	2,365	95	108	116
	65+	238	528	1,923	158	121	126

		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	378 (48%)	1,120 (49%)	3,937 (49%)	97	99	100
	Female	410 (52%)	1,171 (51%)	4,029 (51%)	103	101	100
Economic Status (16-74)	Employed: Full-time	296 (50%)	855 (50%)	2,718 (45%)	121	120	109
	Employed: Part-time	79 (13%)	259 (15%)	813 (14%)	104	116	104
	Self employed	61 (10%)	153 (9%)	776 (13%)	109	93	136
	Unemployed	6 (1%)	28 (2%)	81 (1%)	43	69	57
	Retired	98 (17%)	248 (14%)	969 (16%)	121	105	117
	Other	47 (8%)	174 (10%)	633 (11%)	41	51	54
	Total Worker Count	1,322	1,449	3,301			

See the Glossary page for further information on the above variables

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Polaris Summary - Winking Owl Aviemore

star PUBS&BARS

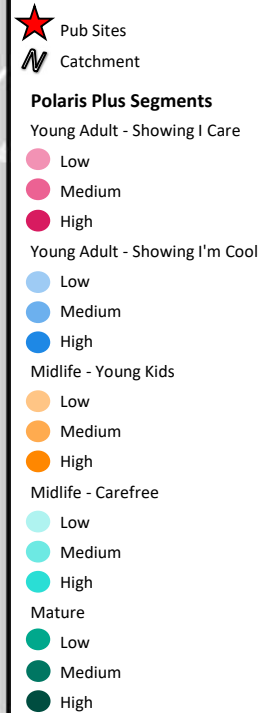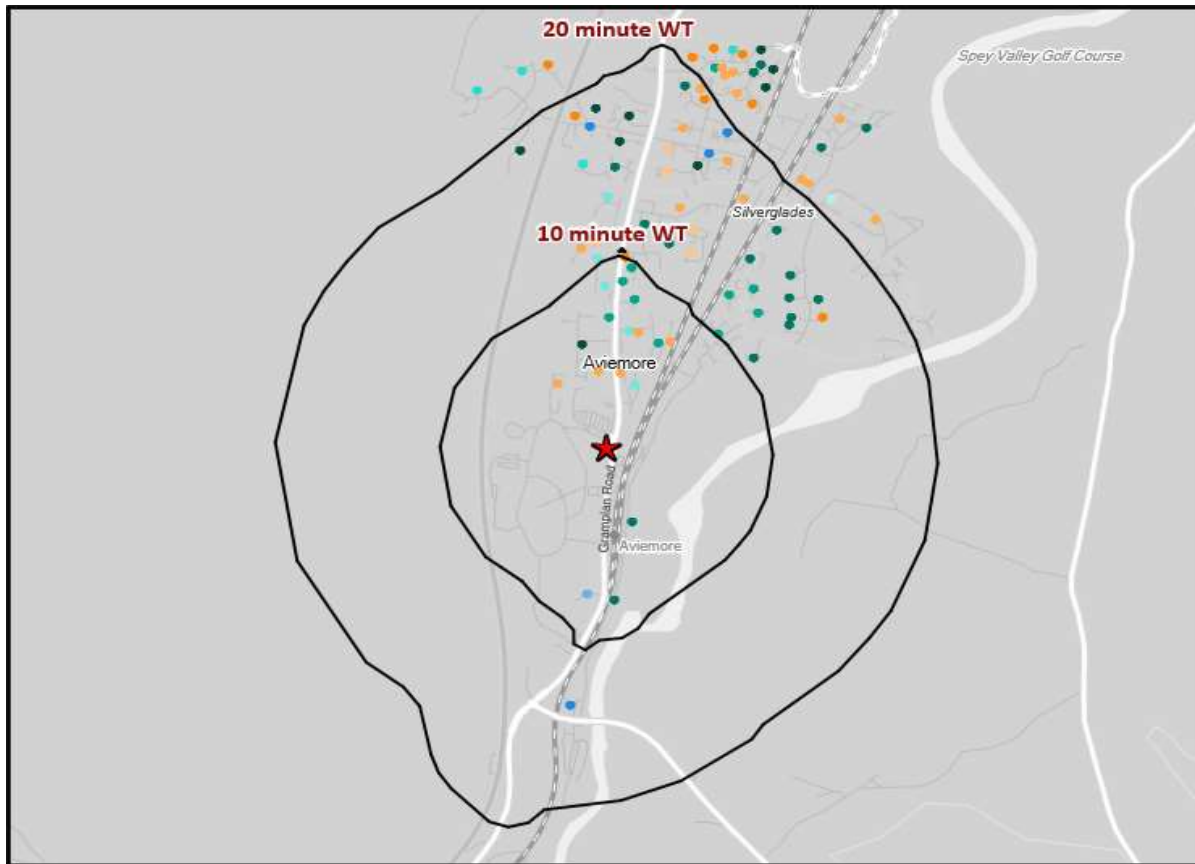**Polaris Segments**

- ● Young Adult - Showing I Care
- ● Young Adult - Showing I'm Cool
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature
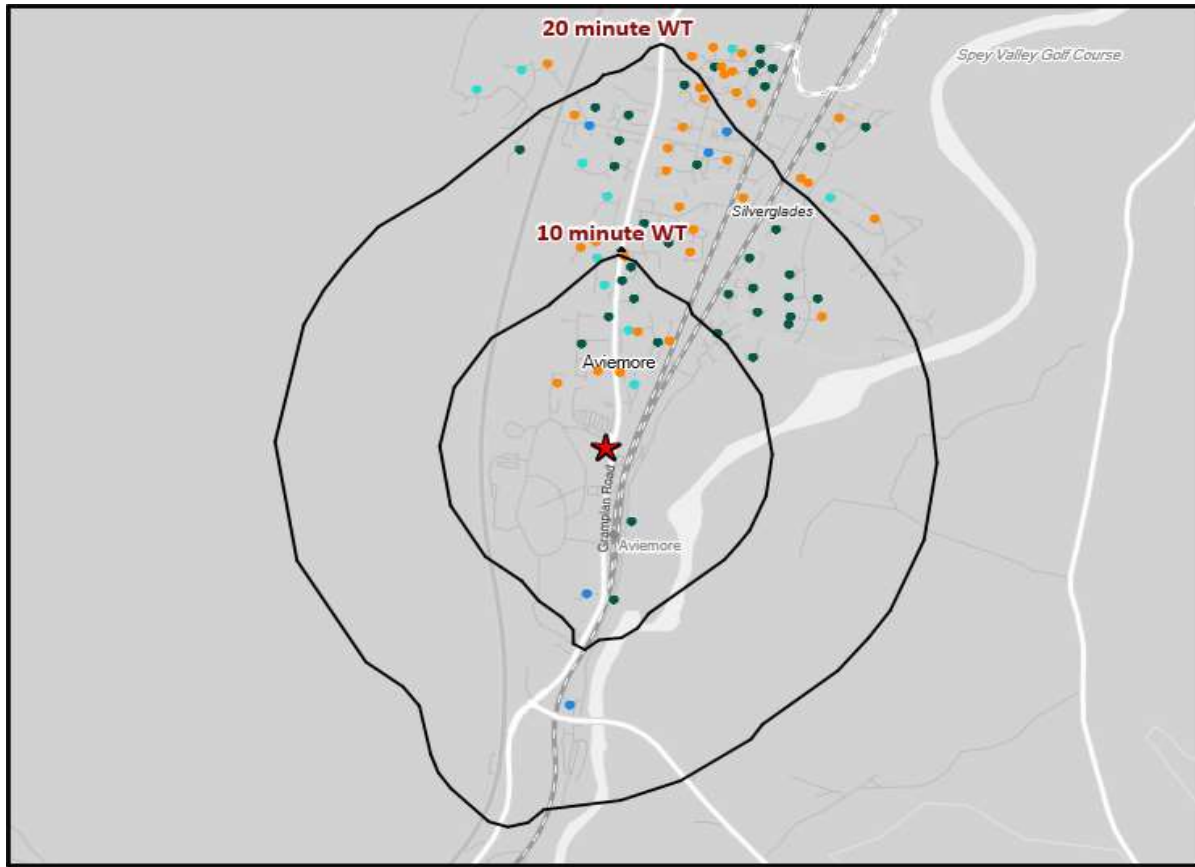
★ Pub Sites
Ⓝ Catchment

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 Adult - Showing I Care	0	0	0	0	0	0
Young Adult - Showing I'm Cool	77	167	265	119	94	43
Midlife - Young Kids	197	735	1,409	89	122	67
Midlife - Carefree	162	272	1,213	110	67	86
Mature	187	670	3,702	95	124	198
Not Private Households	80	80	84	791	289	88
Total	703	1,924	6,673			

Polaris Summary - Winking Owl Aviemore

★ Pub Sites
N Catchment

Polaris Plus Segments

Young Adult - Showing I Care
- Low
- Medium
- High

Young Adult - Showing I'm Cool
- 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 Adult - Showing I Care						
Low	0	0	0	0	0	0
Medium	0	0	0	0	0	0
High	0	0	0	0	0	0
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	68	68	81	262	96	33
High	9	99	184	29	115	62
Midlife - Young Kids						
Low	20	265	315	26	124	42
Medium	142	413	906	135	144	91
High	35	57	188	92	55	52
Midlife - Carefree						
Low	0	0	244	0	0	108
Medium	162	272	456	343	210	102
High	0	0	513	0	0	70
Mature						
Low	60	207	341	144	181	86
Medium	40	312	2,259	45	128	267
High	87	151	1,102	132	84	176
Not Private Households	80	80	84	791	289	88
Total	703	1,924	6,673			

Transactional Data Summary - Winking Owl Aviemore

Spend by Polaris

⬚ GB %

Segment	%
Young Adult - Showing I Care - Low	2.8%
Young Adult - Showing I Care - Medium	0.6%
Young Adult - Showing I Care - High	1.1%
Young Adult - Showing I'm Cool - Low	0.1%
Young Adult - Showing I'm Cool - Medium	2.2%
Young Adult - Showing I'm Cool - High	5.8%
Midlife - Young Kids - Low	6.5%
Midlife - Young Kids - Medium	12.2%
Midlife - Young Kids - High	7.8%
Midlife - Carefree - Low	5.2%
Midlife - Carefree - Medium	6.9%
Midlife - Carefree - High	14.0%
Mature - Low	5.8%
Mature - Medium	15.6%
Mature - High	13.4%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£16
Young Adult - Showing I Care - Medium	£33
Young Adult - Showing I Care - High	£18
Young Adult - Showing I'm Cool - Low	£14
Young Adult - Showing I'm Cool - Medium	£18
Young Adult - Showing I'm Cool - High	£18
Midlife - Young Kids - Low	£23
Midlife - Young Kids - Medium	£20
Midlife - Young Kids - High	£22
Midlife - Carefree - Low	£20
Midlife - Carefree - Medium	£11
Midlife - Carefree - High	£23
Mature - Low	£21
Mature - Medium	£20
Mature - High	£27

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

Spend by Month

Winking Owl Aviemore —
Star Pubs —

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Mobile Data Summary - Winking Owl Aviemore

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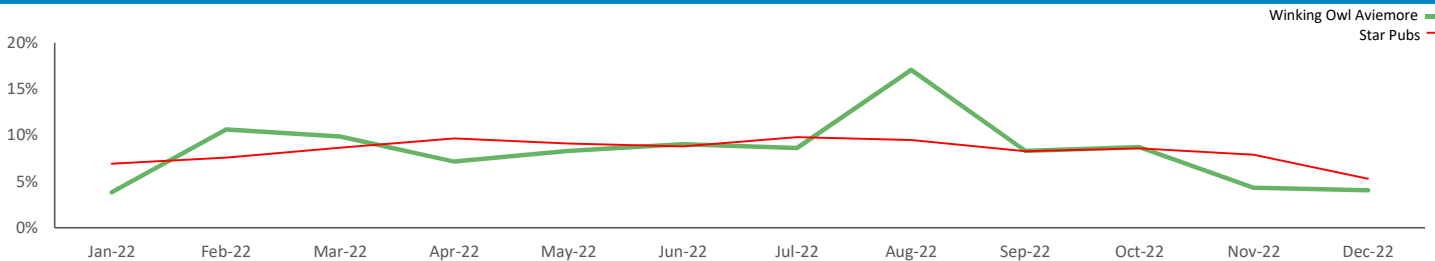
Time of Day/Day of Week
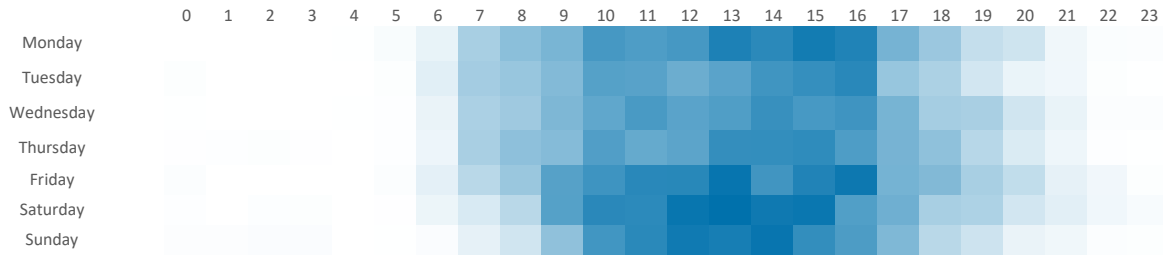
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month
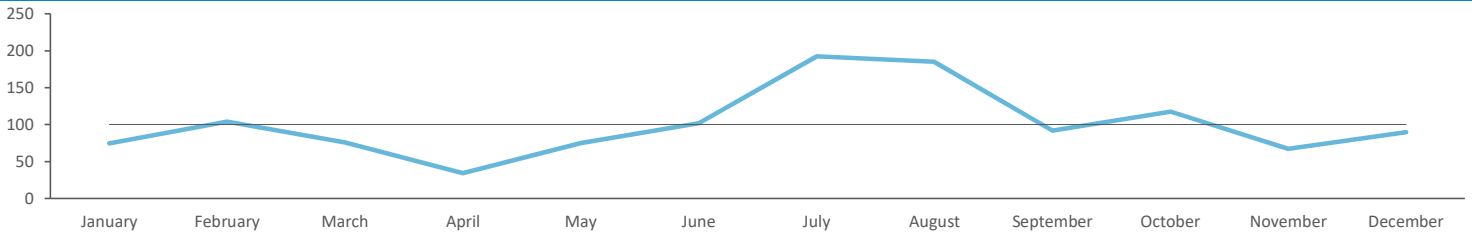
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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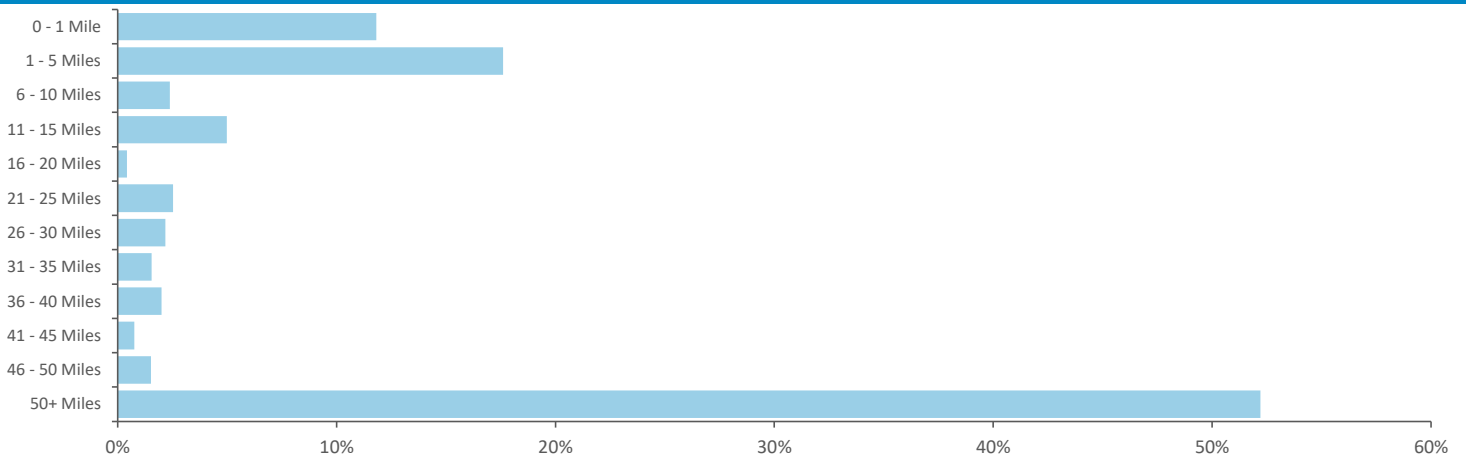
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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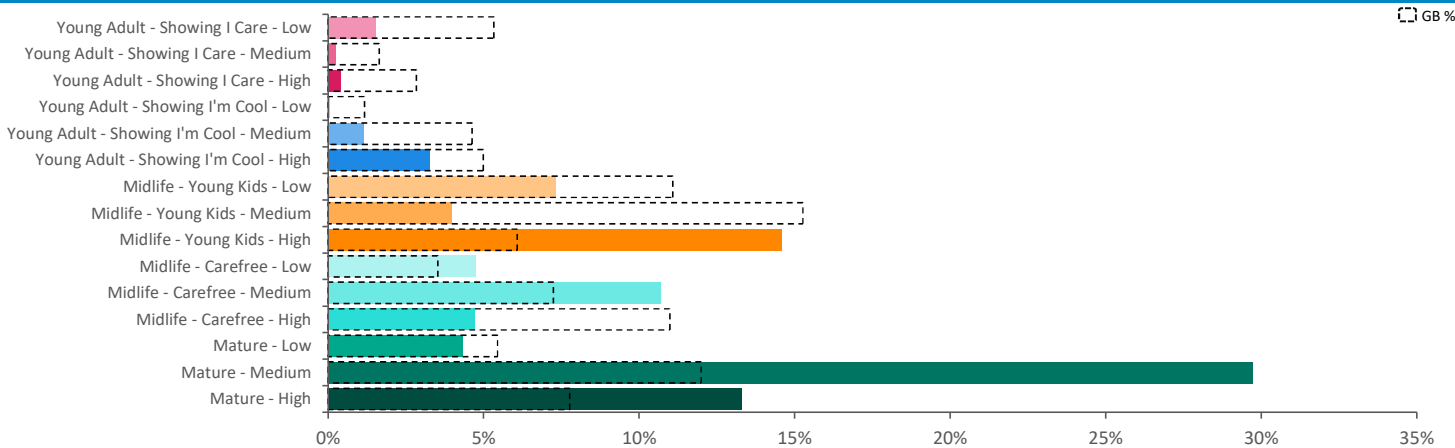
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Winking Owl Aviemore

★ 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)
1	Winking Owl	PH22 1RH	Star Pubs & Bars	GPGF	0.0
1	Ski-Ing Doo	PH22 1RH	Independent Free	Casual Dining	0.0
1	Tamanna	PH22 1RH	Independent Free	Restaurants	0.0
1	Macdui's	PH22 1RH	Independent Free	GPGF	0.0
1	Galaxy World Buffet	PH22 1RH	Independent Free	Restaurants	0.0
6	Mcdonalds	PH22 1PF	Macdonald Hotels	Hotel	0.1
7	Balavoulin Hotel	PH22 1RL	Greene King	Hotel	0.2
8	Cairngorm Hotel	PH22 1PE	Independent Free	Hotel	0.2
9	Mambos	PH22 1PD	Independent Free	ABOS	0.2
10	Old Bridge Inn	PH22 1PU	Independent Free	GPGF	0.4
11	Vault	PH22 1RT	Independent Free	Night Club	0.5
12	La Taverna	PH22 1PT	Independent Free	Casual Dining	0.5
12	High Range Hotel	PH22 1PT	Independent Free	Hotel	0.5
12	Happy Haggis Chip Shop	PH22 1PT	Independent Free	Casual Dining	0.5
15	Royal British Legion Club	PH22 1SQ	Independent Free	Clubland	0.6
16	Aviemore Holiday Park	PH22 1PX	Independent Free	Large Venue	0.6
16	Premier Inn	PH22 1PX	Whitbread	Hotel	0.6
18	Dalfaber Golf & Country Club	PH22 1ST	Independent Free	Clubland	0.9
19	Druie	PH22 1QH	Independent Free	ABOS	1.1

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Per Pub Analysis - Winking Owl Aviemore

star PUBS & BARS

		Over GB Average
		Around GB Average
		Under GB Average
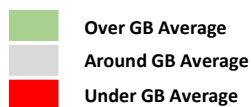
*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	703	1,924	6,673
Number of Competition Pubs	4	5	15
Adults 18+ per Competition Pub	176	385	445

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	58	8.2%	80
Circuit Bar	31	4.4%	121
Community Pub	72	10.2%	59
Craft Led	20	2.8%	88
Great Pub Great Food	91	13.0%	68
High Street Pub	84	11.9%	69
Premium Local	106	15.0%	86

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	161	8.4%	82
Circuit Bar	78	4.1%	111
Community Pub	379	19.7%	114
Craft Led	50	2.6%	82
Great Pub Great Food	247	12.8%	67
High Street Pub	379	19.7%	114
Premium Local	276	14.4%	82

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	430	6.5%	63
Circuit Bar	156	2.3%	64
Community Pub	1,126	16.9%	97
Craft Led	95	1.4%	45
Great Pub Great Food	1,425	21.4%	111
High Street Pub	1,140	17.1%	99
Premium Local	1,517	22.7%	130

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, 5.1 **Medium:** Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2 **High:** Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74 **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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."	"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."	"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	• Fits **sustainability** values • Helps them **stand out** and be seen to be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and be **on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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 6 categories, 18 groups and 62 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.