

Catchment Summary - Woodhall Arms Currie



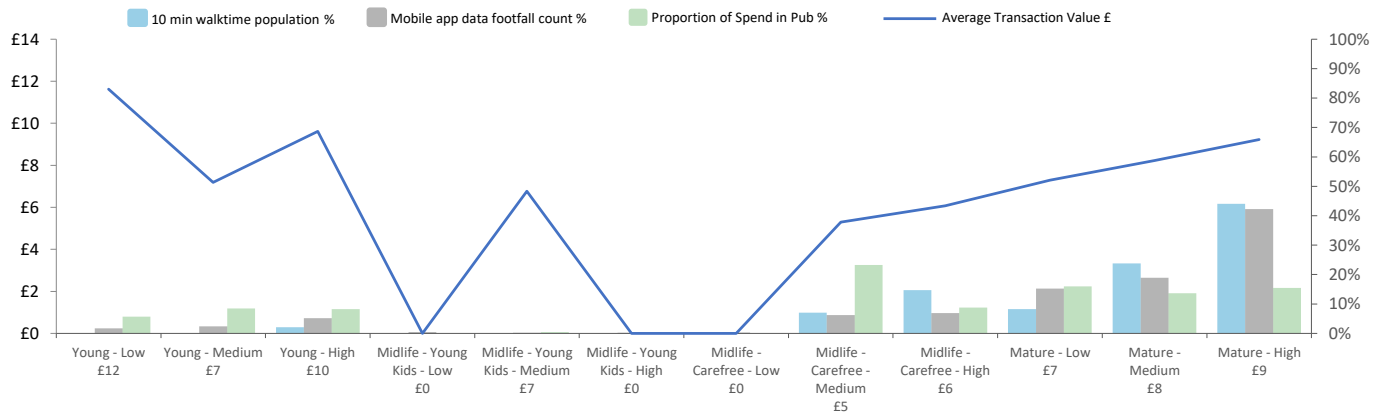
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626483	Woodhall Arms Currie	EH14 5NZ	Star Pubs & Bars	Premium Local	10



- ★ 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

Catchment Summary - Woodhall Arms Currie

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	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**

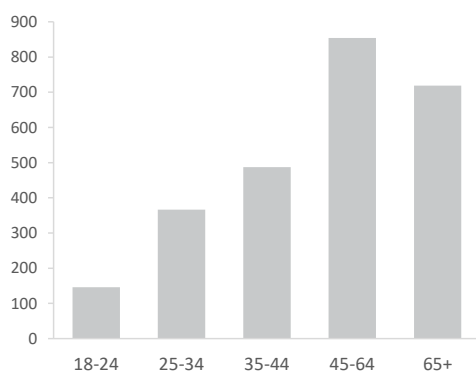
Population	3,199	7,275	483,792	60	39	110
Adults 18+	2,572	5,820	396,747	57	38	114
Competition Pubs	2	6	502	11	17	121
Adults 18+ per Competition Pub	1,286	970	790	150	113	92
% Adults Likely to Drink	82.0%	81.4%	80.1%	108	107	105

Population & Adults 18+ index is based on all pubs

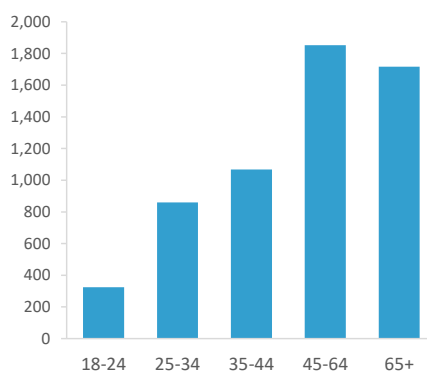
Affluence	Low	8.3%	17.5%	26.7%	25	53	80
	Medium	30.9%	25.8%	26.1%	81	68	68
	High	60.8%	56.7%	45.8%	223	208	168

*Affluence does not include Not Private Households

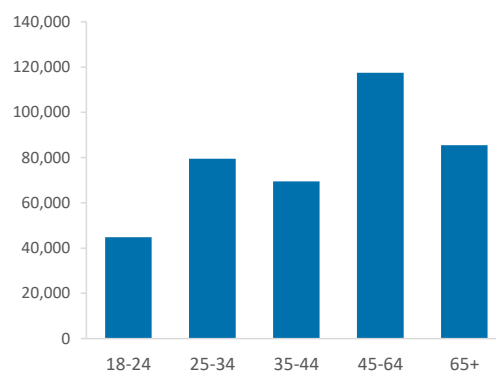
Age Profile	18-24	146	324	44,810	56	55	114
	25-34	366	860	79,457	86	89	123
	35-44	487	1,067	69,522	115	111	109
	45-64	854	1,853	117,463	104	99	95
	65+	719	1,716	85,495	117	123	92



■ 10 min WT*



■ 20 min WT*



■ 20 min DT**

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**

Gender	Male	1,588 (50%)	3,539 (49%)	235,597 (49%)	101	99	99
	Female	1,611 (50%)	3,736 (51%)	248,195 (51%)	99	101	101

Economic Status (16+)	Employed: Full-time	944 (36%)	2,154 (36%)	157,222 (39%)	104	105	112
	Employed: Part-time	333 (13%)	742 (12%)	43,589 (11%)	106	105	90
	Self employed	169 (6%)	396 (7%)	28,220 (7%)	70	72	75
	Unemployed	21 (1%)	54 (1%)	6,766 (2%)	29	33	60
	Full-time student	85 (3%)	189 (3%)	18,127 (4%)	136	133	188
	Retired	826 (31%)	1,879 (32%)	87,813 (22%)	143	144	99
	Other	255 (10%)	548 (9%)	64,659 (16%)	56	53	91

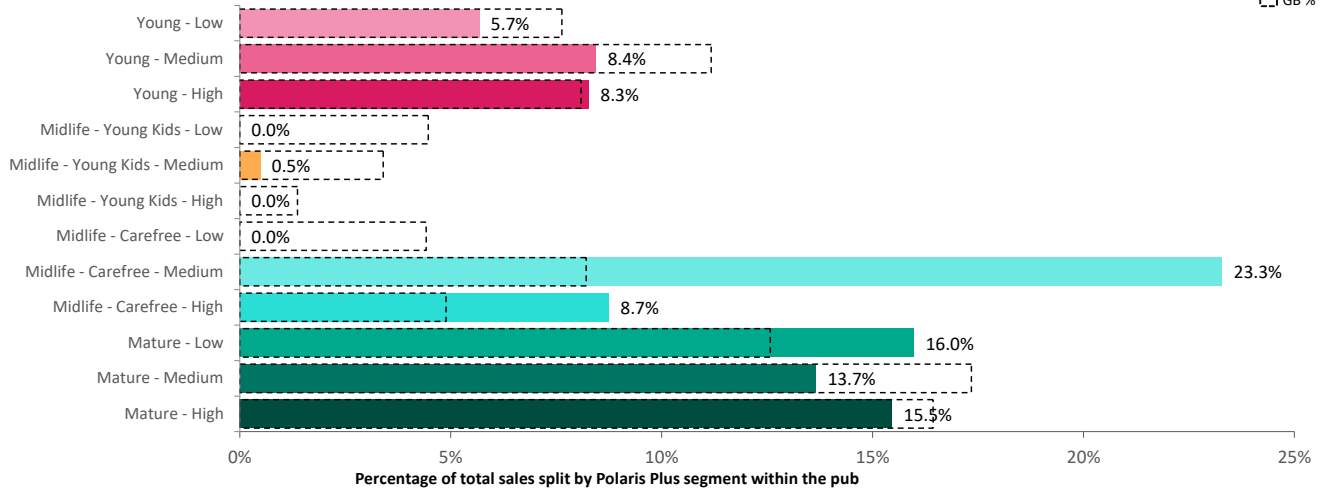
Total Worker Count	539	1,257	249,009
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See the Glossary page for further information on the above variables

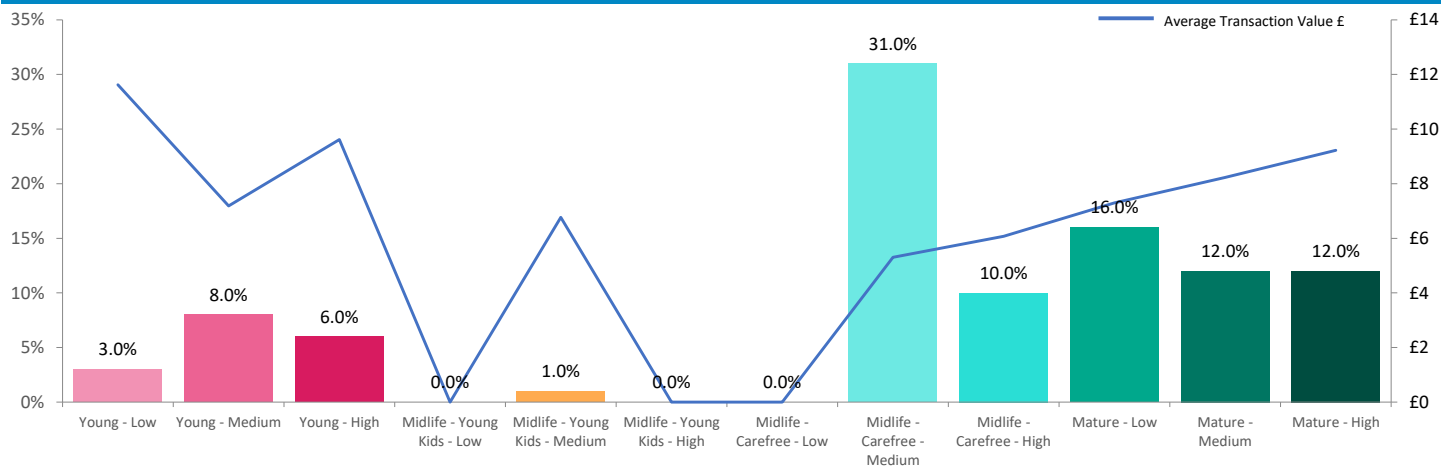
Transactional Data Summary - Woodhall Arms Currie

Spend by Polaris Plus

GB %

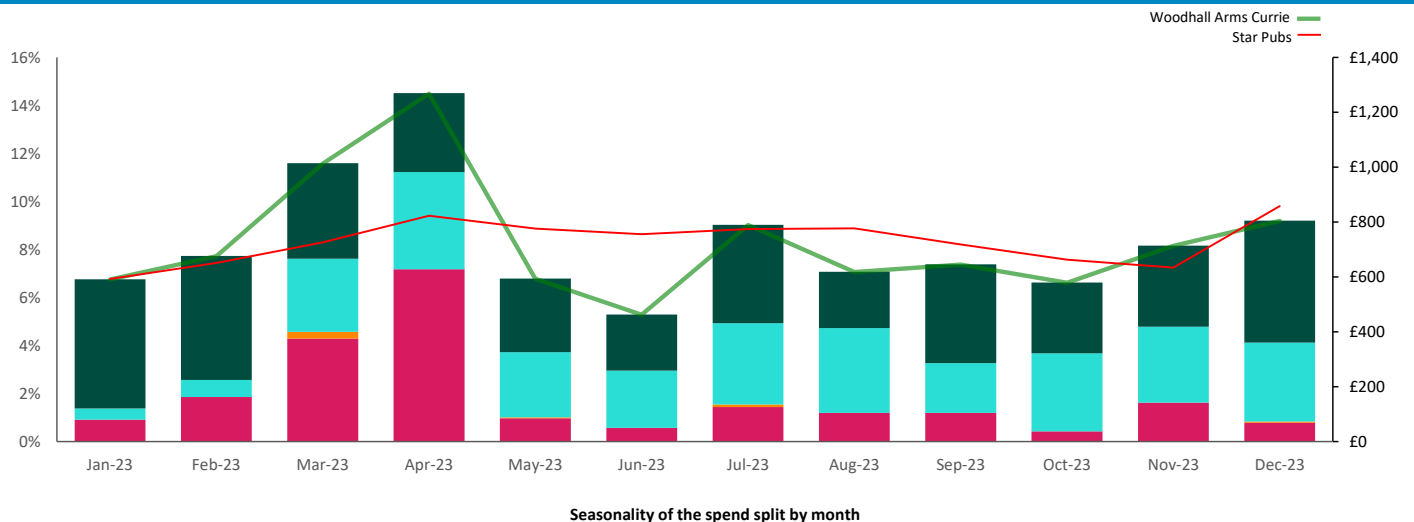


% of Transactions and Average Transaction Values (£) by Polaris Plus



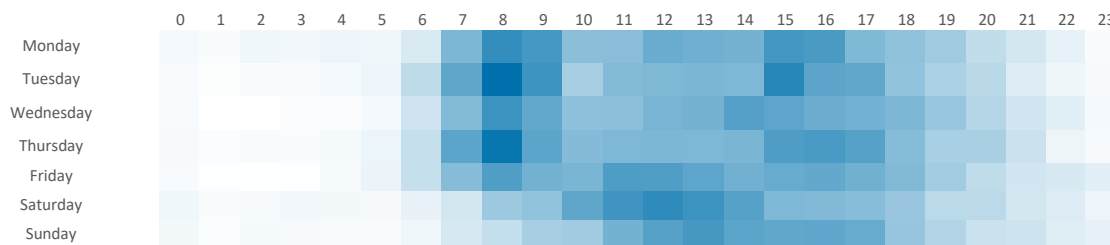
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



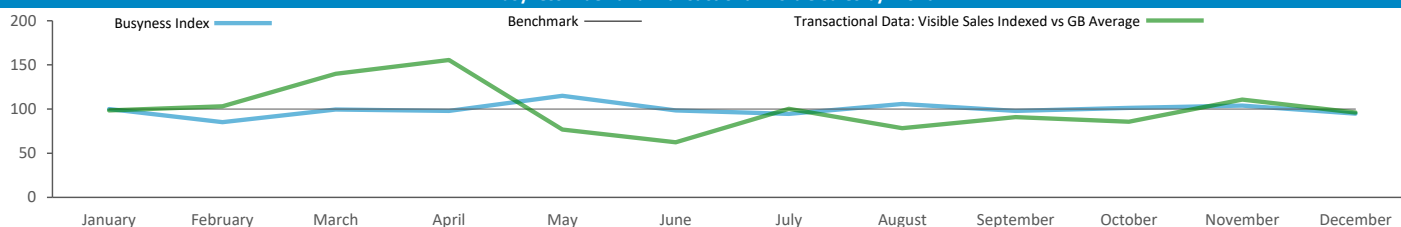
Mobile Data Summary - Woodhall Arms Currie

Time of Day/Day of Week



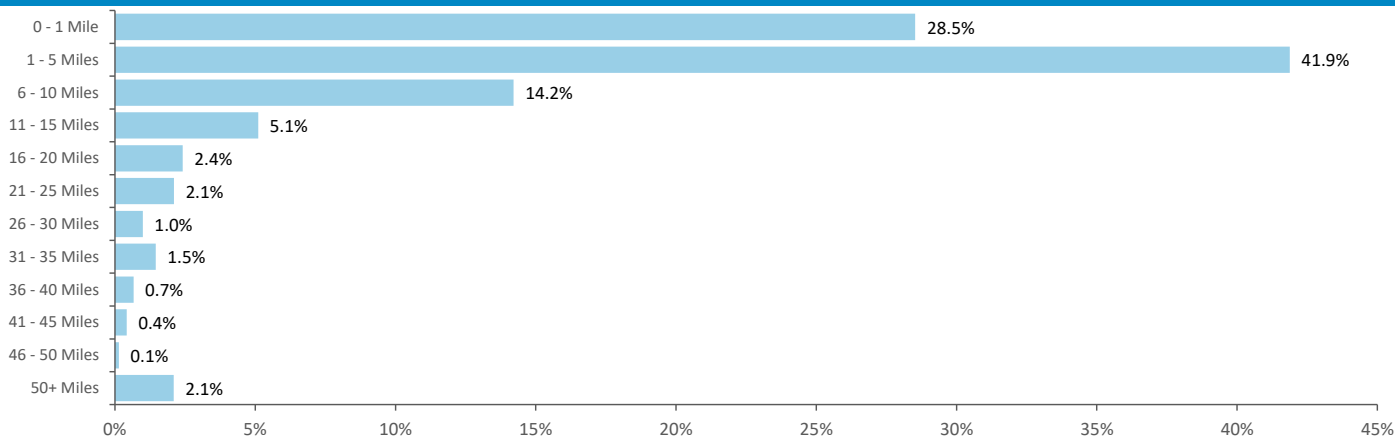
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

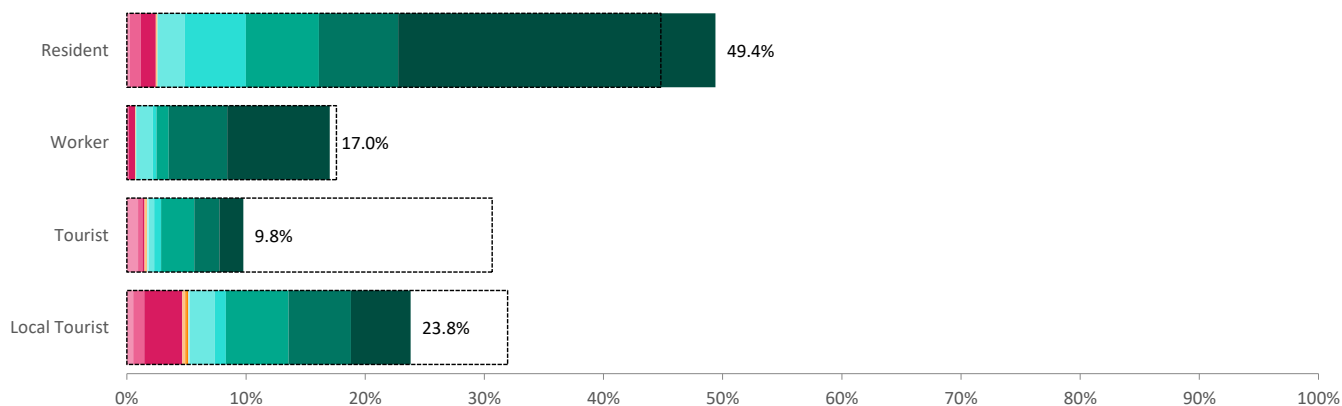
Distance from Home



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



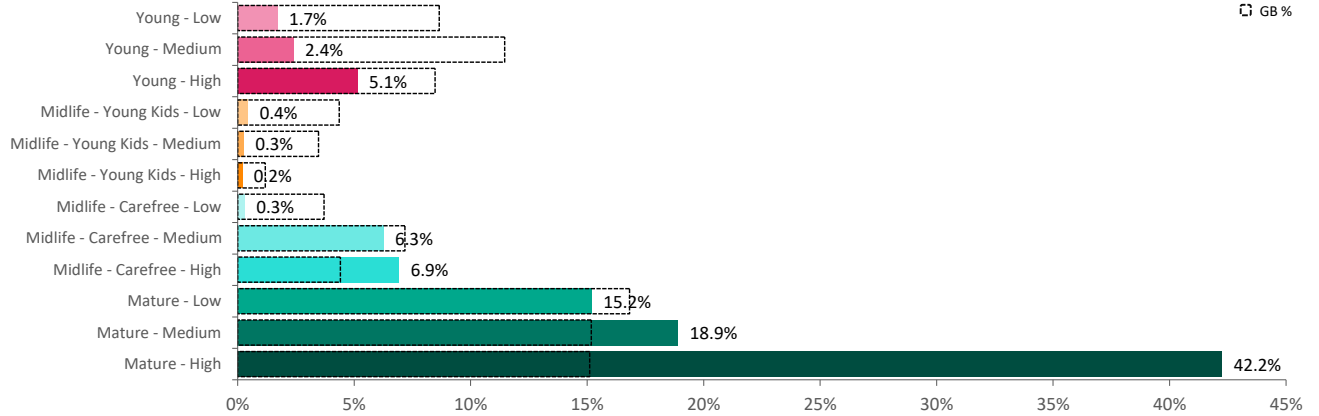
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Woodhall Arms Currie



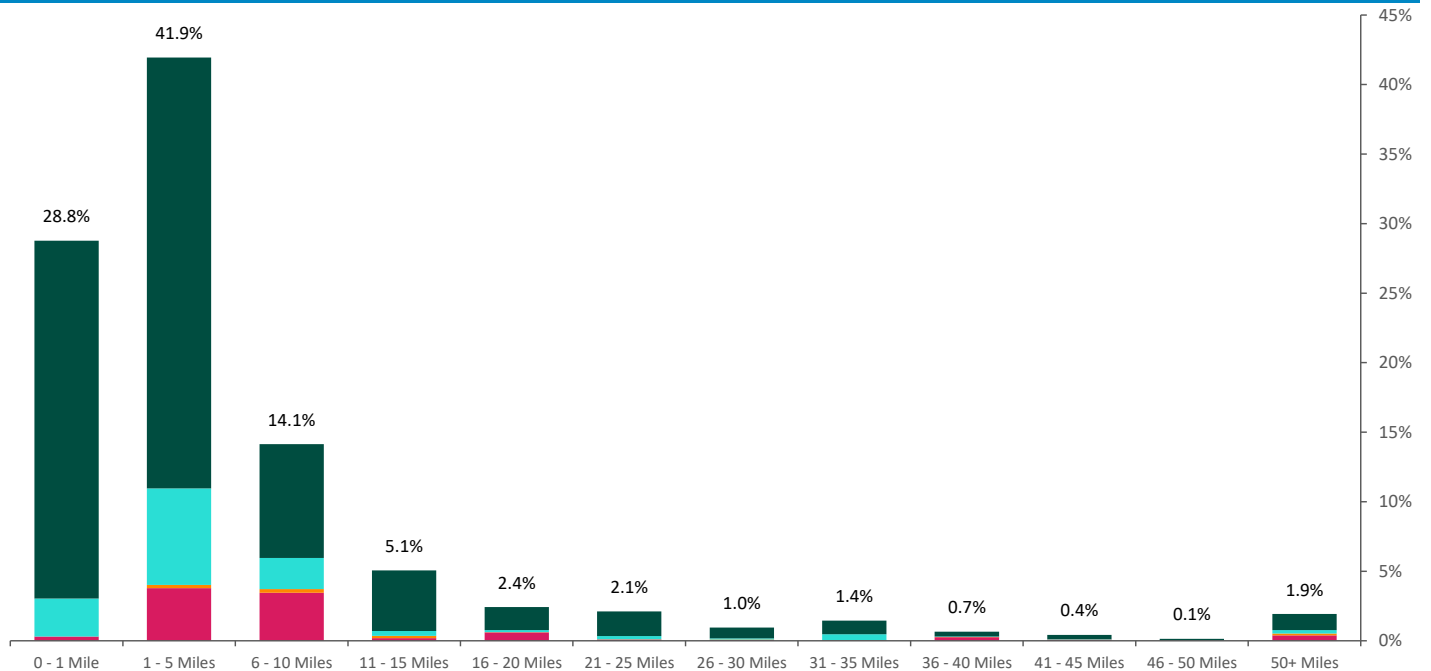
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Polaris Plus Profile



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



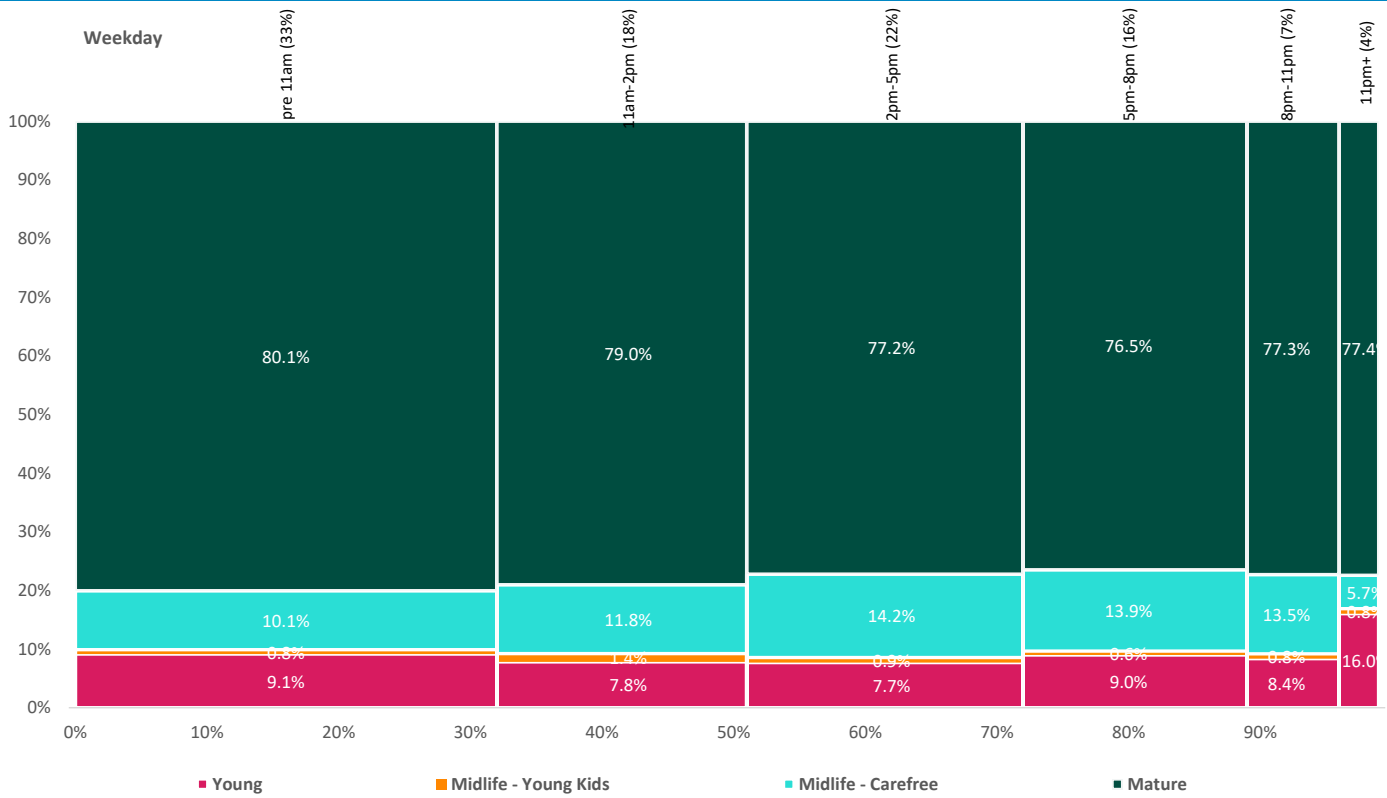
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Woodhall Arms Currie

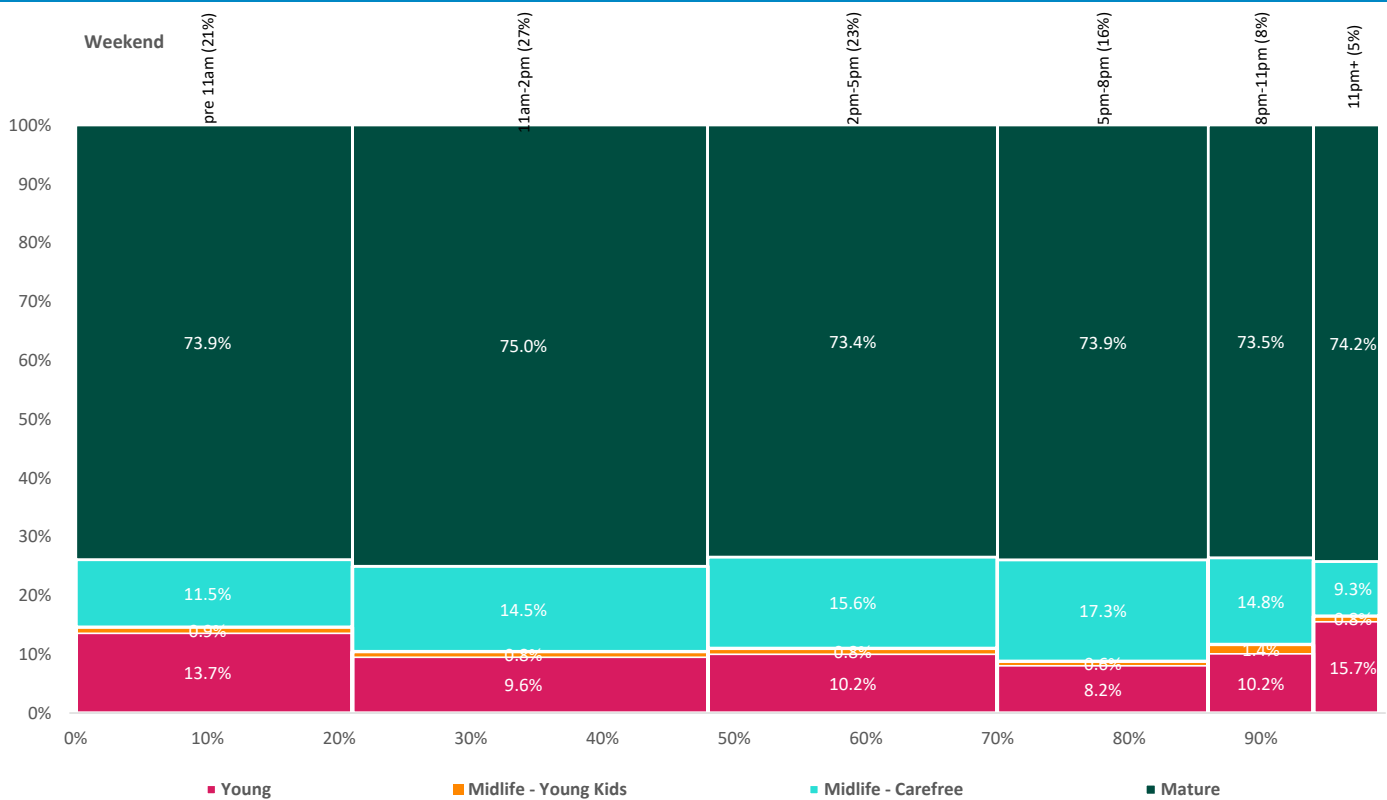


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Woodhall Arms Currie



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	54	406	121,674	8	25	111
Midlife - Young Kids	0	0	6,979	0	0	16
Midlife - Carefree	560	968	45,489	138	105	72
Mature	1,958	4,446	216,745	171	172	123
Not Private Households	0	0	5,860	0	0	113
Total	2,572	5,820	396,747			

Polaris Plus Summary - Woodhall Arms Currie

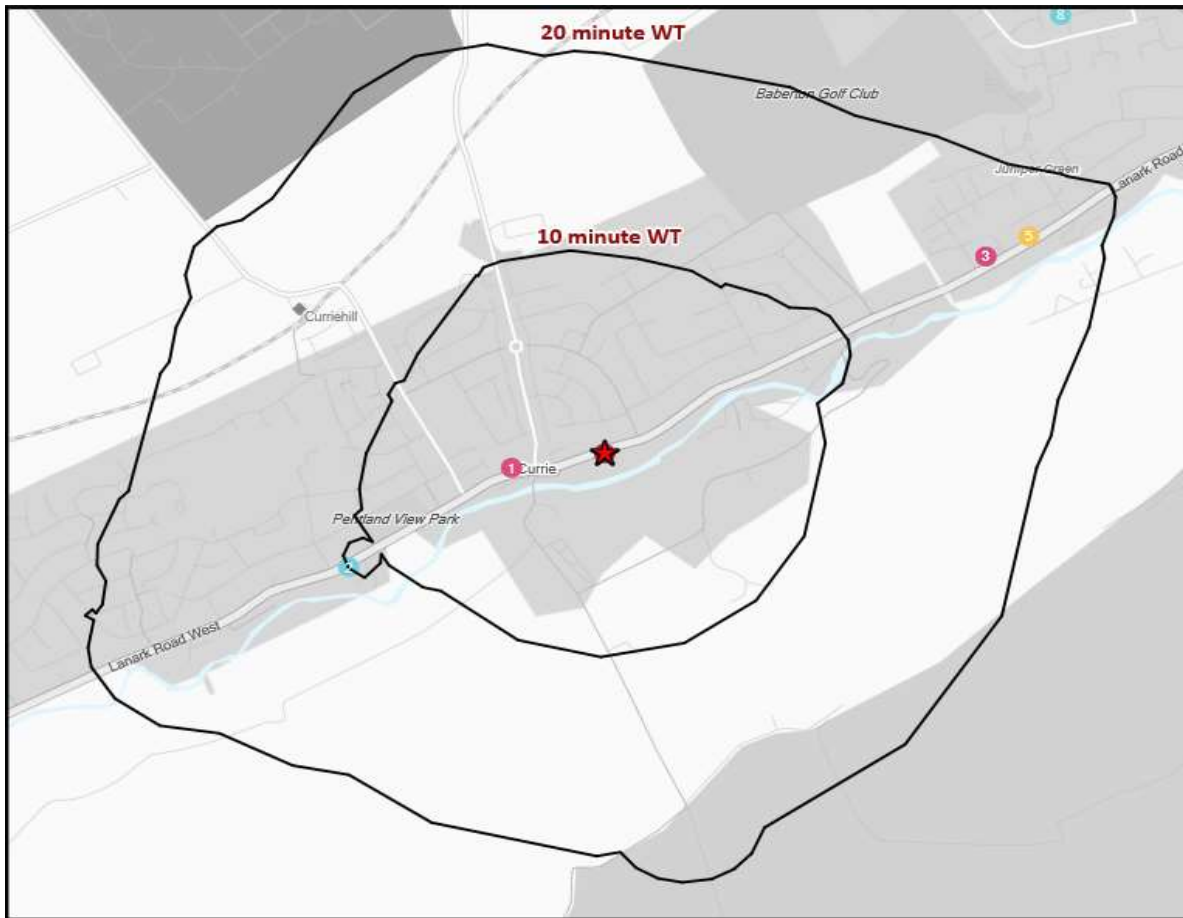


Polaris Plus Profile by Catchment

*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	7,670	0	0	20
Medium	0	0	39,627	0	0	91
High	54	406	74,377	31	104	278
Midlife - Young Kids						
Low	0	0	1,832	0	0	8
Medium	0	0	2,549	0	0	15
High	0	0	2,598	0	0	59
Midlife - Carefree						
Low	0	0	2,102	0	0	13
Medium	182	381	22,927	99	91	81
High	378	587	20,460	330	226	116
Mature						
Low	213	1,021	94,262	60	128	173
Medium	612	1,118	38,301	152	123	62
High	1,133	2,307	84,182	294	264	142
Not Private Households	0	0	5,860	0	0	113
Total	2,572	5,820	396,747			

CGA Summary - Woodhall Arms Currie

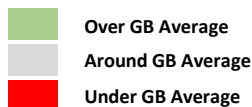


- Pub Sites**
- ★ Pub Sites
- Catchment**
- ⬮ Catchment
- CGA Licensed Premises**
- ABOS
 - Casual Dining
 - Circuit Bar
 - Clubland
 - Community Pub
 - Craft Led
 - Family Pub Dining
 - GPGF
 - High Street Pub
 - Hotel
 - Large Venue
 - Night Club
 - Premium Local
 - Restaurants
 - Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Woodhall Arms	EH14 5NZ	Star Pubs & Bars	Premium Local	0.0
1	Riccarton Arms	EH14 5NX	Independent Free	Family Pub Dining	0.2
2	Currie Bowling Club	EH14 5RT	Independent Free	Clubland	0.5
3	Juniper Green Bowling Club	EH14 5EN	Independent Free	Clubland	0.8
3	Kinleith Arms	EH14 5EN	Independent Free	Family Pub Dining	0.8
5	Juniper Green Inn	EH14 5EL	Caledonian Heritable	High Street Pub	0.8
6	Heriot Watt University	EH14 4AS	Independent Free	ABOS	1.1
7	Courtyard By Marriott	EH14 4BA	Marriott International	Hotel	1.1
8	Baberton Golf Club	EH14 3EQ	Independent Free	Clubland	1.1

Per Pub Analysis - Woodhall Arms Currie



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,572	5,820	396,747
Number of Competition Pubs	2	6	502
Adults 18+ per Competition Pub	1,286	970	790

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	129	5.0%	62
Circuit Bar	0	16	0.6%	15
Community Pub	0	327	12.7%	67
Craft Led	0	9	0.3%	10
Great Pub Great Food	0	861	33.5%	189
High Street Pub	0	273	10.6%	58
Premium Local	1	775	30.1%	183

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	373	6.4%	80
Circuit Bar	0	75	1.3%	32
Community Pub	0	908	15.6%	82
Craft Led	0	68	1.2%	34
Great Pub Great Food	0	1,775	30.5%	172
High Street Pub	1	743	12.8%	69
Premium Local	1	1,498	25.7%	156

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	139	46,565	11.7%	146
Circuit Bar	69	12,673	3.2%	79
Community Pub	19	68,239	17.2%	90
Craft Led	0	18,679	4.7%	136
Great Pub Great Food	47	95,780	24.1%	136
High Street Pub	29	59,208	14.9%	81
Premium Local	64	64,714	16.3%	99

Glossary

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.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr><tr><td> - 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 </td><td> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable for longer </td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	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	"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"	- 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																						
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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.																																									
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