CACI

Catchment Summary - Inchcolm Inn South Queensferry
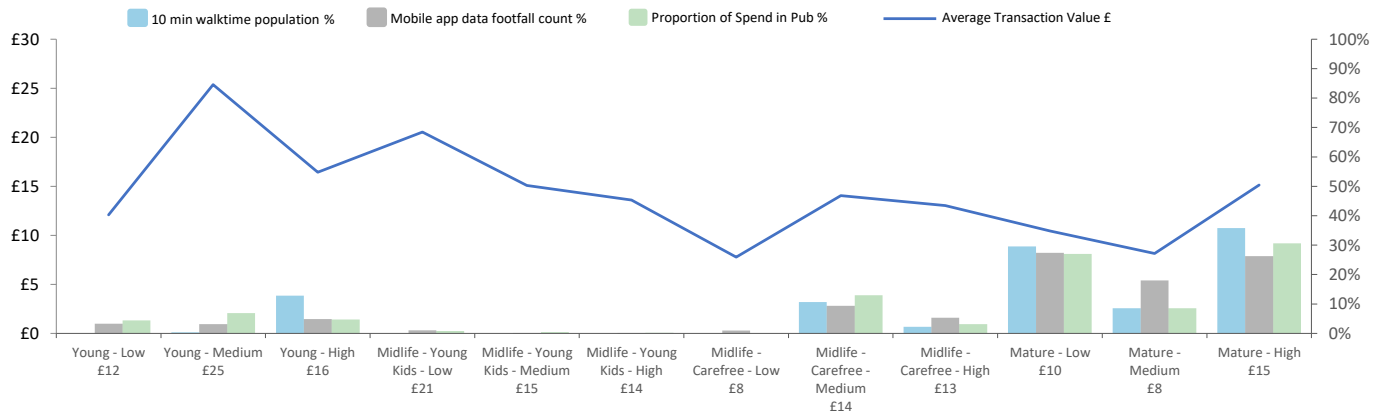
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
626500	Inchcolm Inn South Queensferry	EH30 9RE	Star Pubs & Bars	Family Pub Dining	11

★ Pub Sites
Ⓝ 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 £

See the Glossary page for further information on the above variables

Catchment Summary - Inchcolm Inn South Queensferry

★ 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		1,849	7,975	448,683	34	43	102

Population & Adults 18+ index is based on all pubs

		Catchment Size (Counts)			Index vs GB Average		
Adults 18+		1,506	6,380	360,472	33	42	103
Competition Pubs		4	12	265	22	33	64
Adults 18+ per Competition Pub		377	532	1,360	44	62	158
% Adults Likely to Drink		80.5%	81.2%	79.0%	106	106	104
Affluence	Low	29.5%	31.1%	39.0%	89	93	117
	Medium	19.6%	27.7%	26.3%	51	73	69
	High	50.9%	41.2%	33.4%	186	151	122

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	91	358	29,626	60	55	81
	25-34	274	1,087	62,892	111	102	105
	35-44	254	1,129	64,209	104	107	108
	45-64	535	2,251	119,120	113	110	103
	65+	352	1,555	84,625	99	101	98
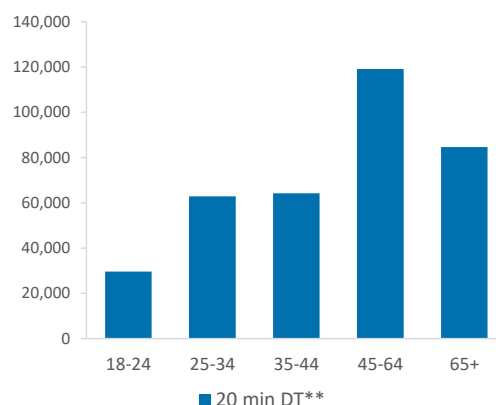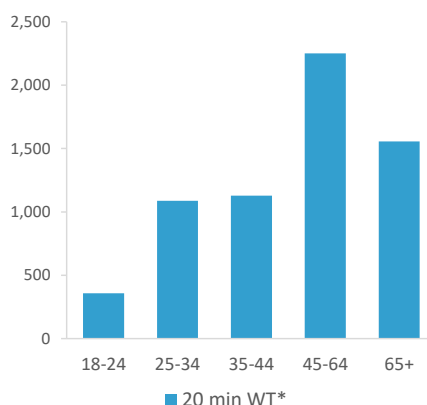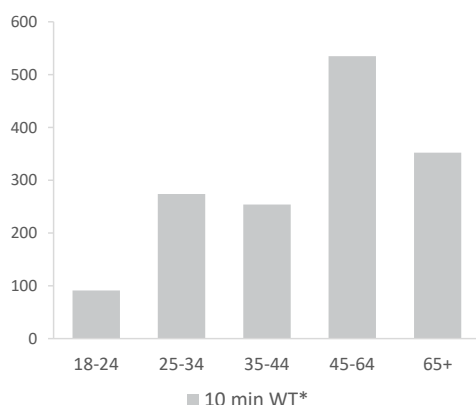
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	885 (48%)	3,810 (48%)	219,825 (49%)	98	98	100
	Female	964 (52%)	4,165 (52%)	228,858 (51%)	102	102	100
Economic Status (16+)	Employed: Full-time	663 (43%)	2,844 (43%)	148,554 (40%)	125	126	116
	Employed: Part-time	189 (12%)	874 (13%)	44,708 (12%)	103	112	102
	Self employed	103 (7%)	448 (7%)	23,236 (6%)	72	74	68
	Unemployed	22 (1%)	103 (2%)	7,474 (2%)	52	57	73
	Full-time student	41 (3%)	202 (3%)	10,650 (3%)	112	129	121
	Retired	370 (24%)	1,479 (22%)	88,351 (24%)	110	103	109
	Other	156 (10%)	624 (9%)	47,653 (13%)	58	54	74
Total Worker Count		726	2,523	215,680			

See the Glossary page for further information on the above variables

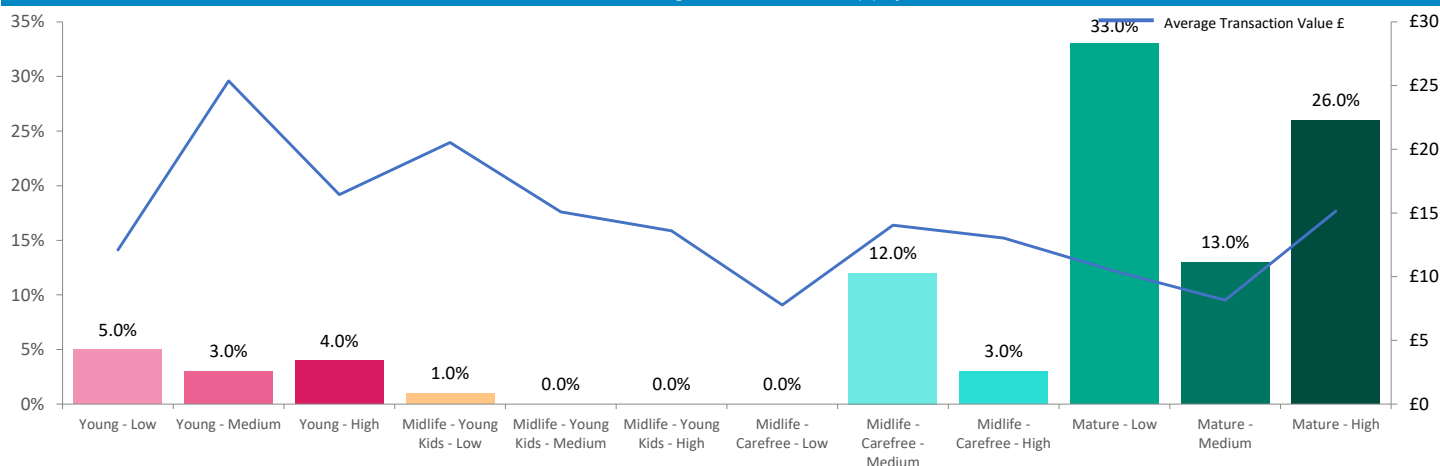# Transactional Data Summary - Inchcolm Inn South Queensferry

star PUBS&BARS

Spend by Polaris Plus

GB %

Segment	%
Young - Low	4.4%
Young - Medium	6.9%
Young - High	4.7%
Midlife - Young Kids - Low	0.8%
Midlife - Young Kids - Medium	0.4%
Midlife - Young Kids - High	0.2%
Midlife - Carefree - Low	0.1%
Midlife - Carefree - Medium	13.0%
Midlife - Carefree - High	3.2%
Mature - Low	27.0%
Mature - Medium	8.6%
Mature - High	30.6%

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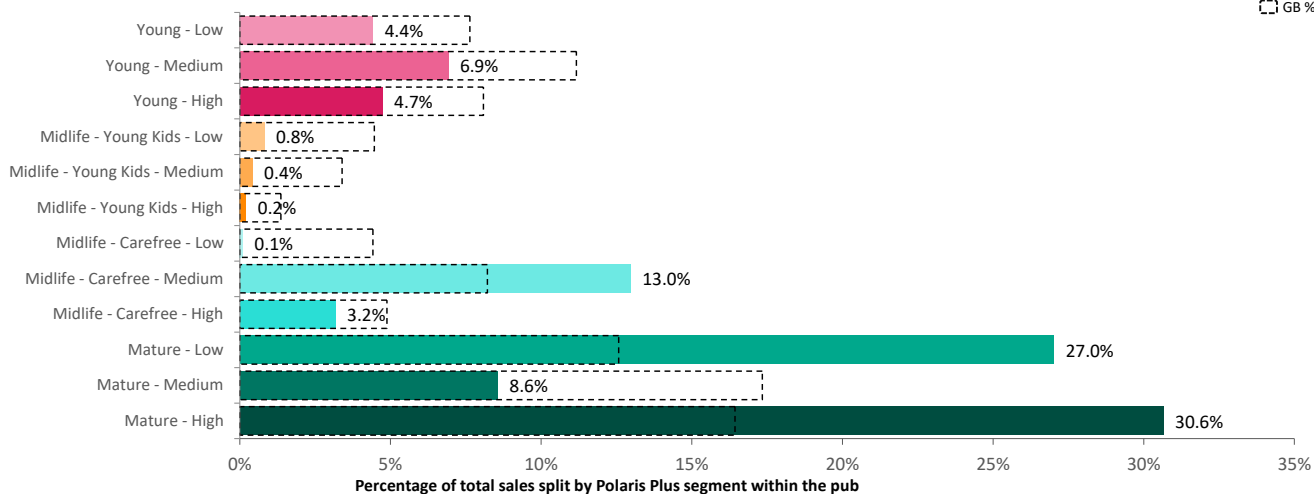
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	5.0%
Young - Medium	3.0%
Young - High	4.0%
Midlife - Young Kids - Low	1.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	12.0%
Midlife - Carefree - High	3.0%
Mature - Low	33.0%
Mature - Medium	13.0%
Mature - High	26.0%

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

Spend by Month and Polaris

Inchcolm Inn South Queensferry
Star Pubs
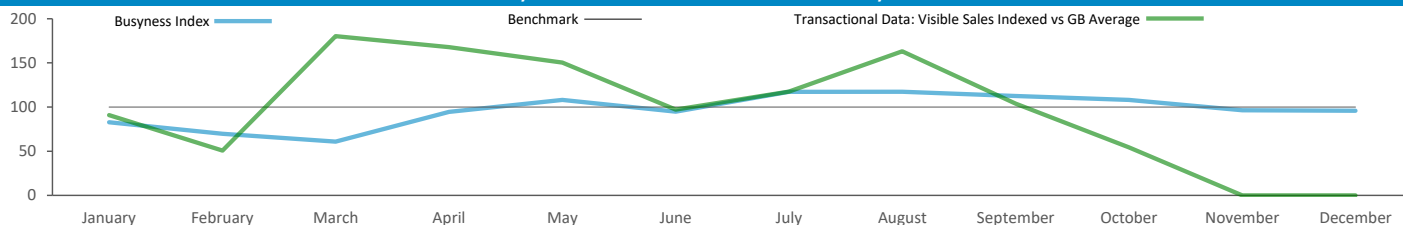
Seasonality of the spend split by month

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Mobile Data Summary - Inchcolm Inn South Queensferry

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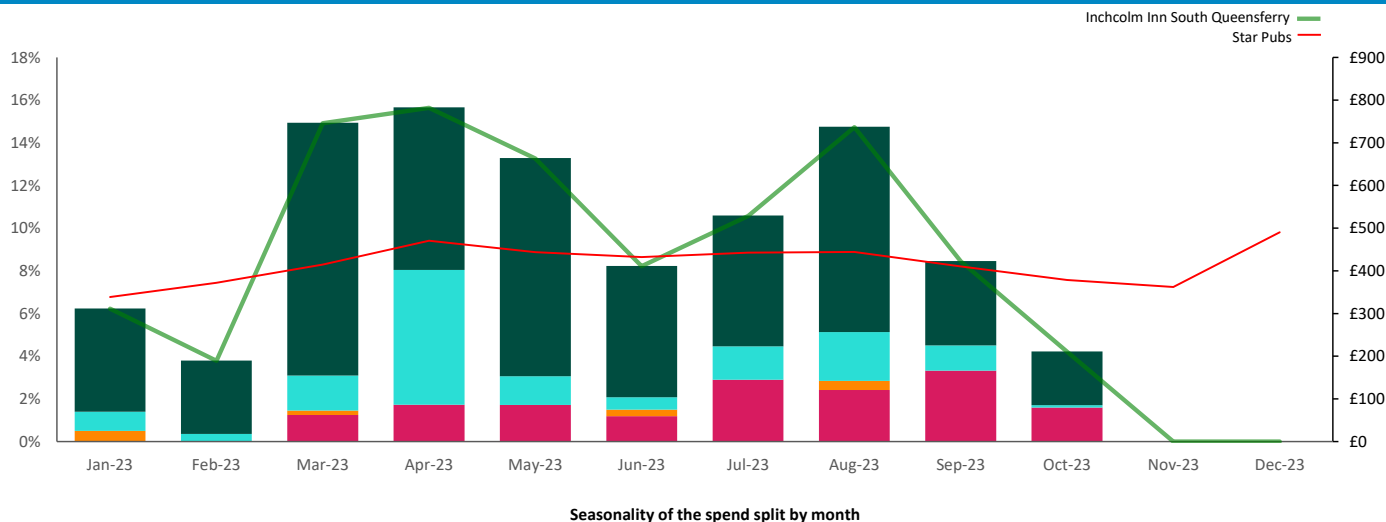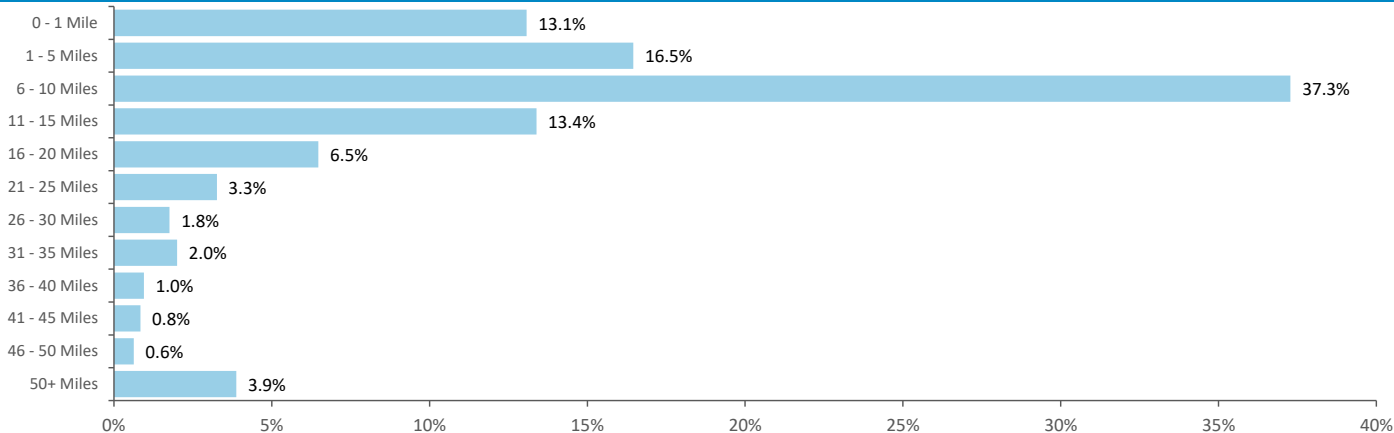
Time of Day/Day of Week
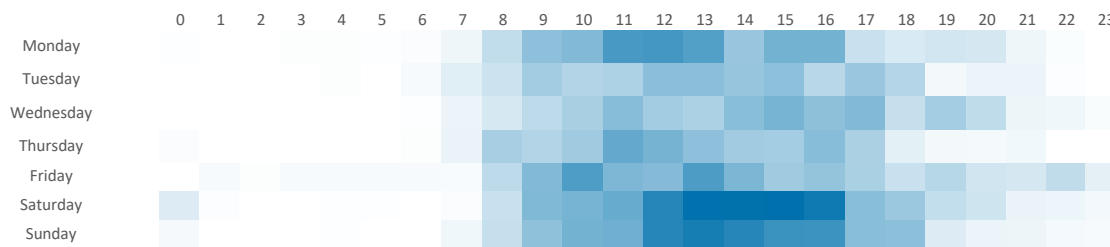
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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	13.1%
1 - 5 Miles	16.5%
6 - 10 Miles	37.3%
11 - 15 Miles	13.4%
16 - 20 Miles	6.5%
21 - 25 Miles	3.3%
26 - 30 Miles	1.8%
31 - 35 Miles	2.0%
36 - 40 Miles	1.0%
41 - 45 Miles	0.8%
46 - 50 Miles	0.6%
50+ Miles	3.9%

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	18.4%
Worker	5.6%
Tourist	17.6%
Local Tourist	58.4%
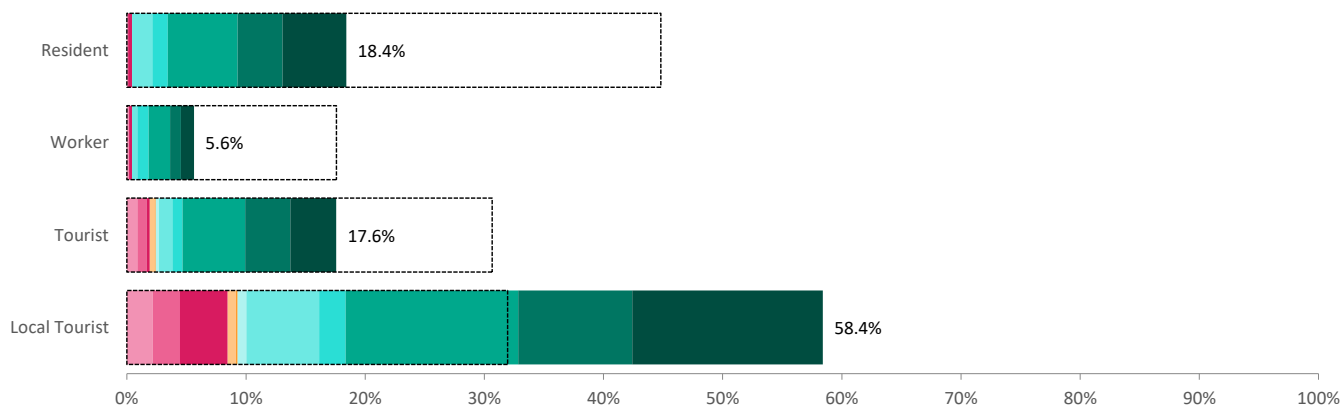
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Inchcolm Inn South Queensferry

★ star PUBS&BARS

Polaris Plus Profile

⌑ GB %

Category	%
Young - Low	3.3%
Young - Medium	3.1%
Young - High	4.9%
Midlife - Young Kids - Low	1.0%
Midlife - Young Kids - Medium	0.2%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	1.0%
Midlife - Carefree - Medium	9.4%
Midlife - Carefree - High	5.3%
Mature - Low	27.4%
Mature - Medium	18.0%
Mature - High	26.3%
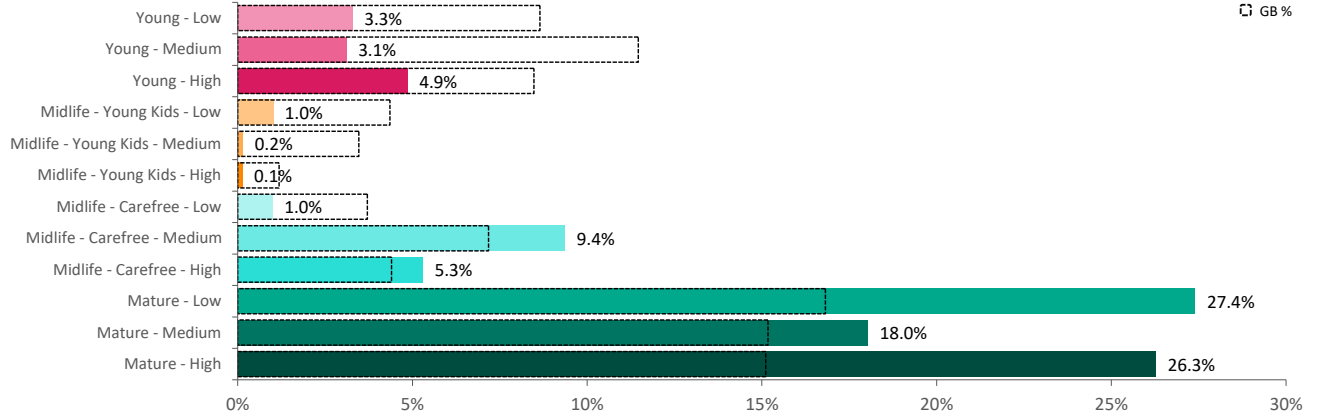
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris
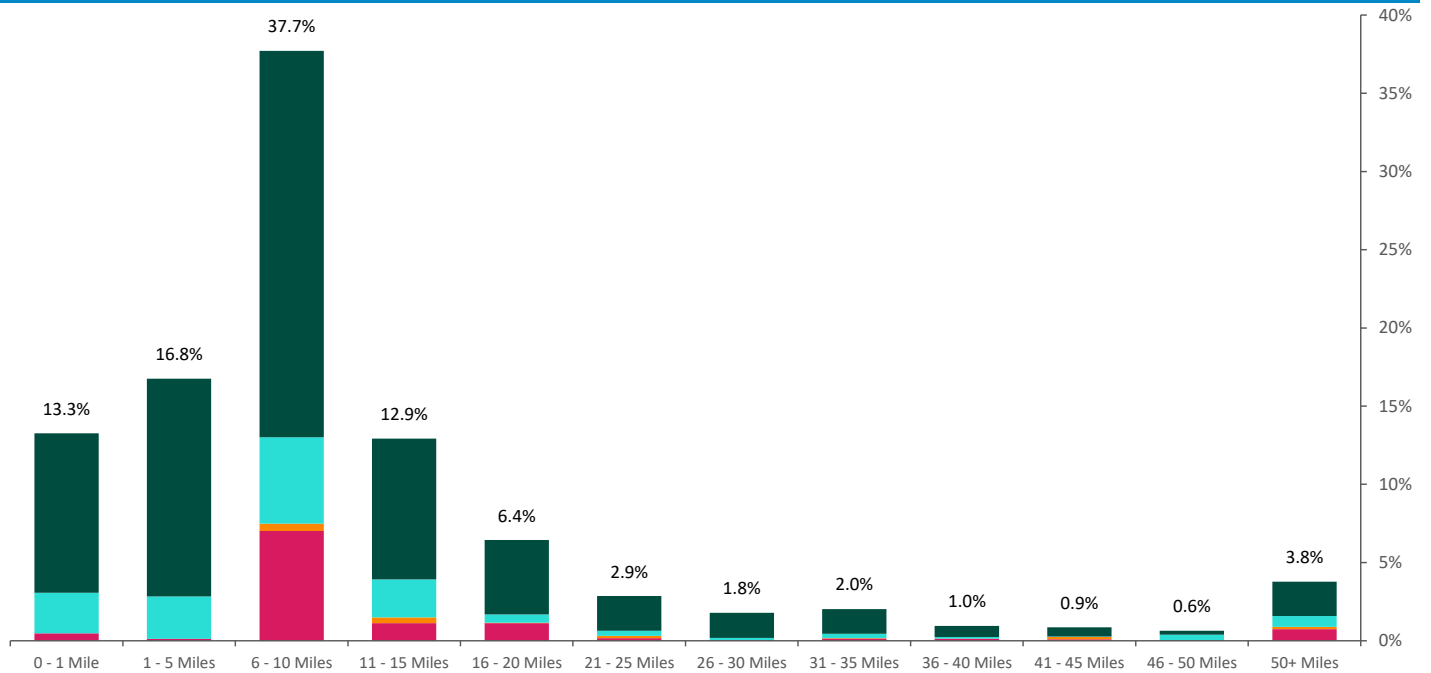
Distance	%
0 - 1 Mile	13.3%
1 - 5 Miles	16.8%
6 - 10 Miles	37.7%
11 - 15 Miles	12.9%
16 - 20 Miles	6.4%
21 - 25 Miles	2.9%
26 - 30 Miles	1.8%
31 - 35 Miles	2.0%
36 - 40 Miles	1.0%
41 - 45 Miles	0.9%
46 - 50 Miles	0.6%
50+ Miles	3.8%

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

Mobile Data Summary - Inchcolm Inn South Queensferry

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

Weekday

pre 11am (23%) | 11am-2pm (31%) | 2pm-5pm (26%) | 5pm-8pm (14%) | 8pm-11pm (6%) | 11pm+ (1%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	72.0%	73.1%	72.2%	66.2%	74.3%	83.5
Midlife - Carefree	17.7%	15.7%	14.2%	18.3%	18.8%	15.1
Midlife - Young Kids	0.1%	2.7%	1.0%	0.3%	0.0%	
Young	10.3%	8.5%	12.6%	15.2%	6.9%	

● Young   ● Midlife - Young Kids   ● Midlife - Carefree   ● Mature
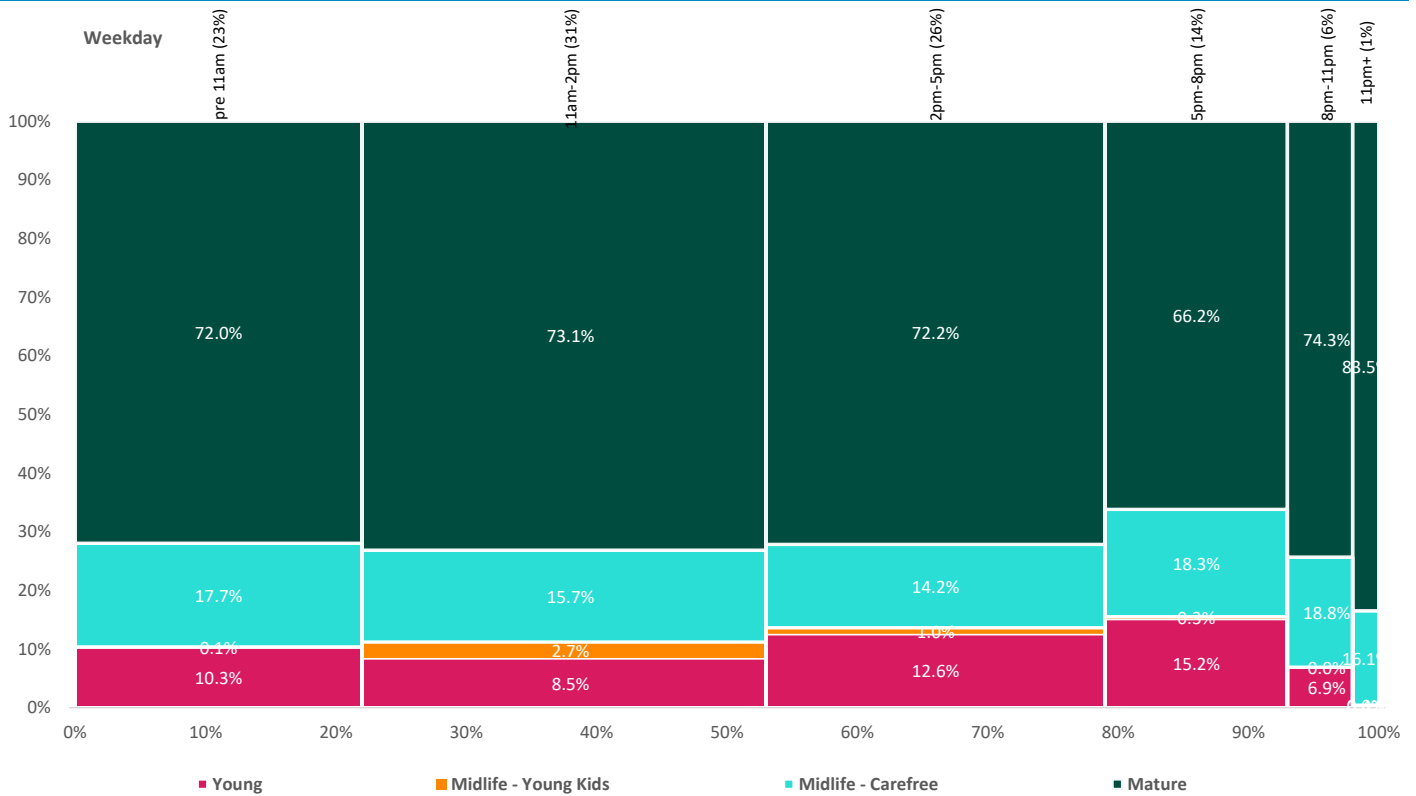
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

pre 11am (17%) | 11am-2pm (30%) | 2pm-5pm (34%) | 5pm-8pm (13%) | 8pm-11pm (4%) | 11pm+ (2%)

	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+
Mature	70.8%	75.4%	71.1%	65.0%	74.2%	65.
Midlife - Carefree	17.1%	13.9%	13.4%	18.0%	23.6%	15.
Midlife - Young Kids	0.5%	1.7%	1.5%	2.8%		
Young	11.5%	8.9%	14.1%	14.2%		18

● Young   ● Midlife - Young Kids   ● Midlife - Carefree   ● Mature

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

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Polaris Summary - Inchcolm Inn South Queensferry
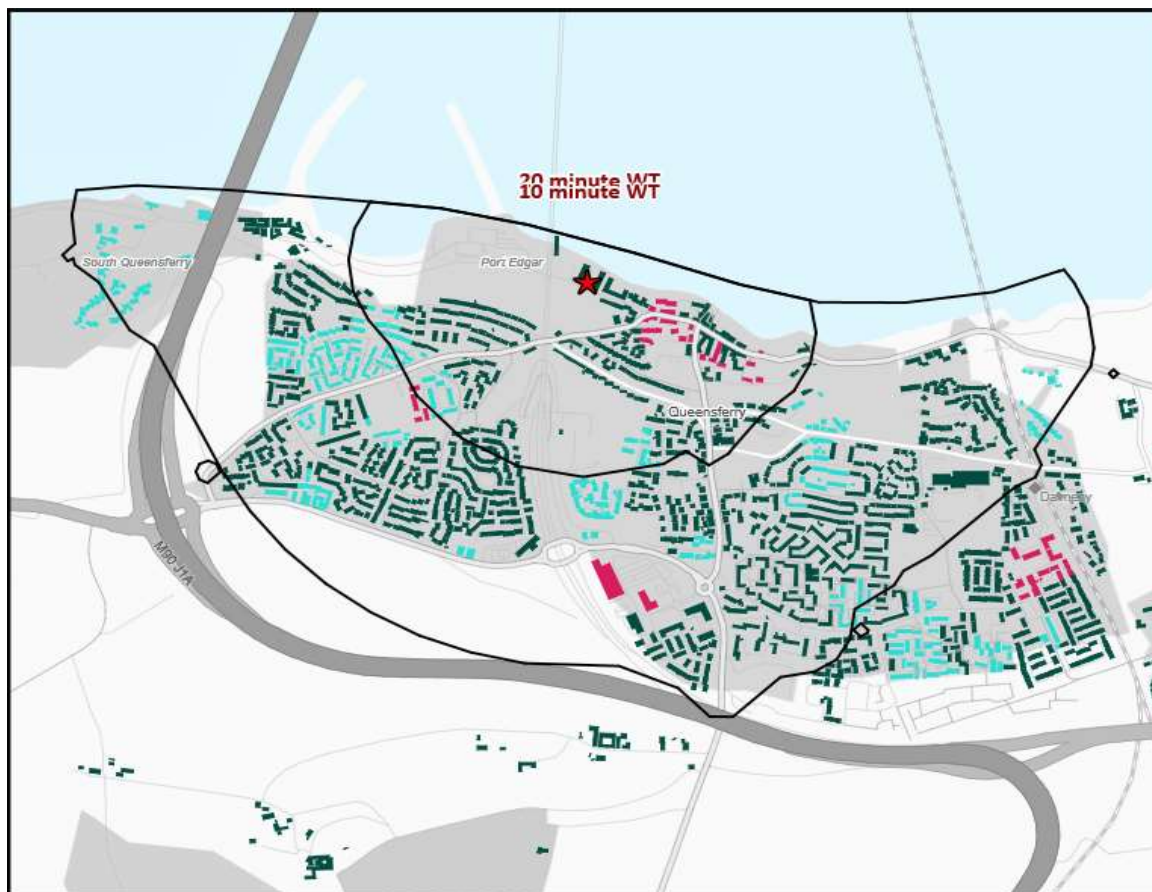
Legend:
- ★ Pub Sites
- N Catchment

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	199	319	63,833	48	18	64
Midlife - Young Kids	0	0	6,768	0	0	17
Midlife - Carefree	194	1,261	43,936	81	125	77
Mature	1,113	4,800	241,314	166	169	151
Not Private Households	0	0	4,621	0	0	98
Total	1,506	6,380	360,472			

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Polaris Plus Summary - Inchcolm Inn South Queensferry

Legend:
- ★ 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
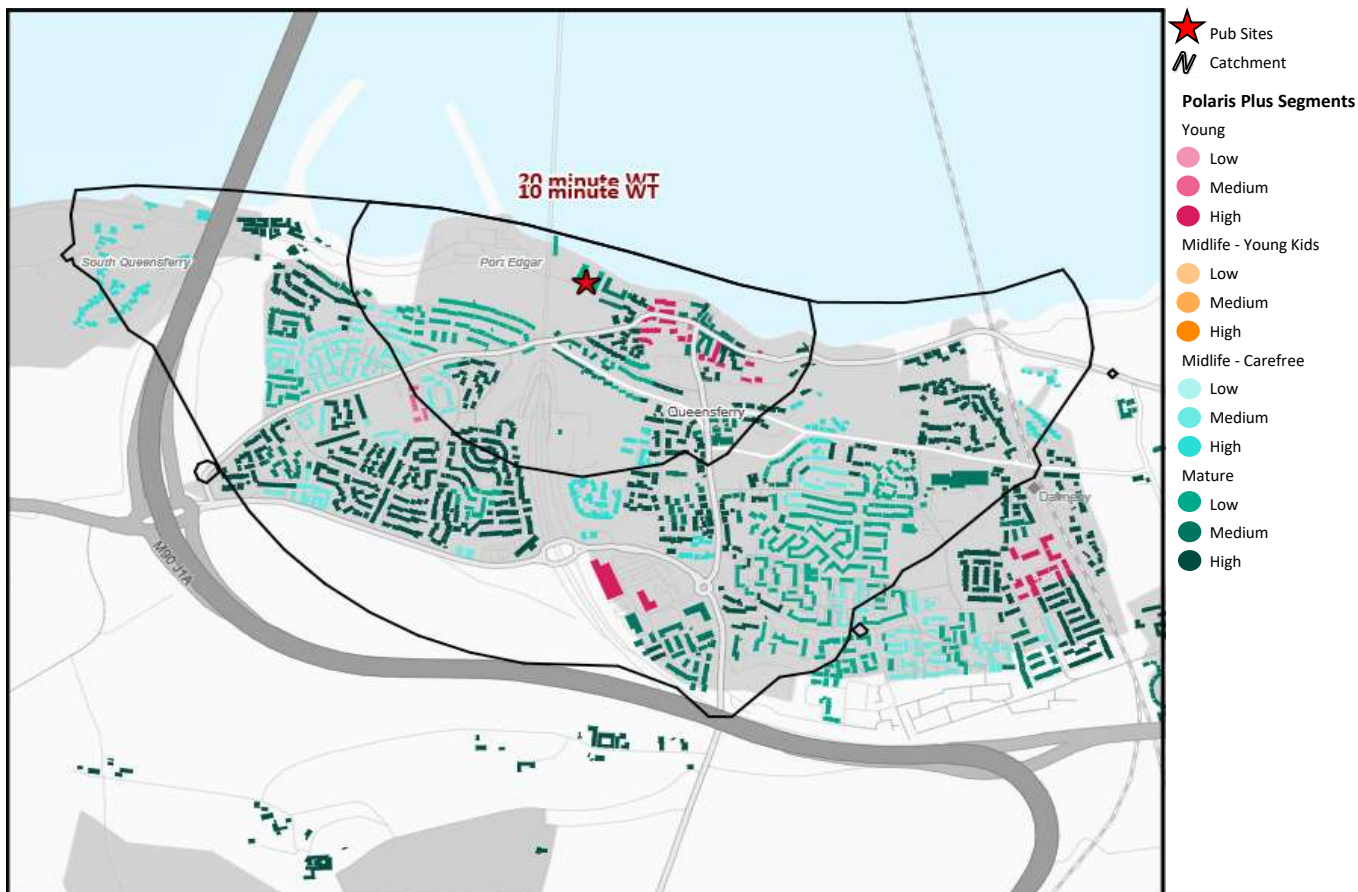
Polaris Plus Profile by Catchment

*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**
Young						
Low	0	0	13,812	0	0	39
Medium	6	89	20,414	4	13	52
High	193	230	29,607	190	54	122
Midlife - Young Kids						
Low	0	0	3,470	0	0	18
Medium	0	0	2,151	0	0	14
High	0	0	1,147	0	0	28
Midlife - Carefree						
Low	0	0	3,254	0	0	21
Medium	160	1,026	26,354	148	224	102
High	34	235	14,328	51	83	89
Mature						
Low	445	1,983	120,094	215	226	243
Medium	129	652	45,828	55	65	81
High	539	2,165	75,392	239	226	139
Not Private Households	0	0	4,621	0	0	98
Total	1,506	6,380	360,472			

# CGA Summary - Inchcolm Inn South Queensferry

star PUBS & BARS
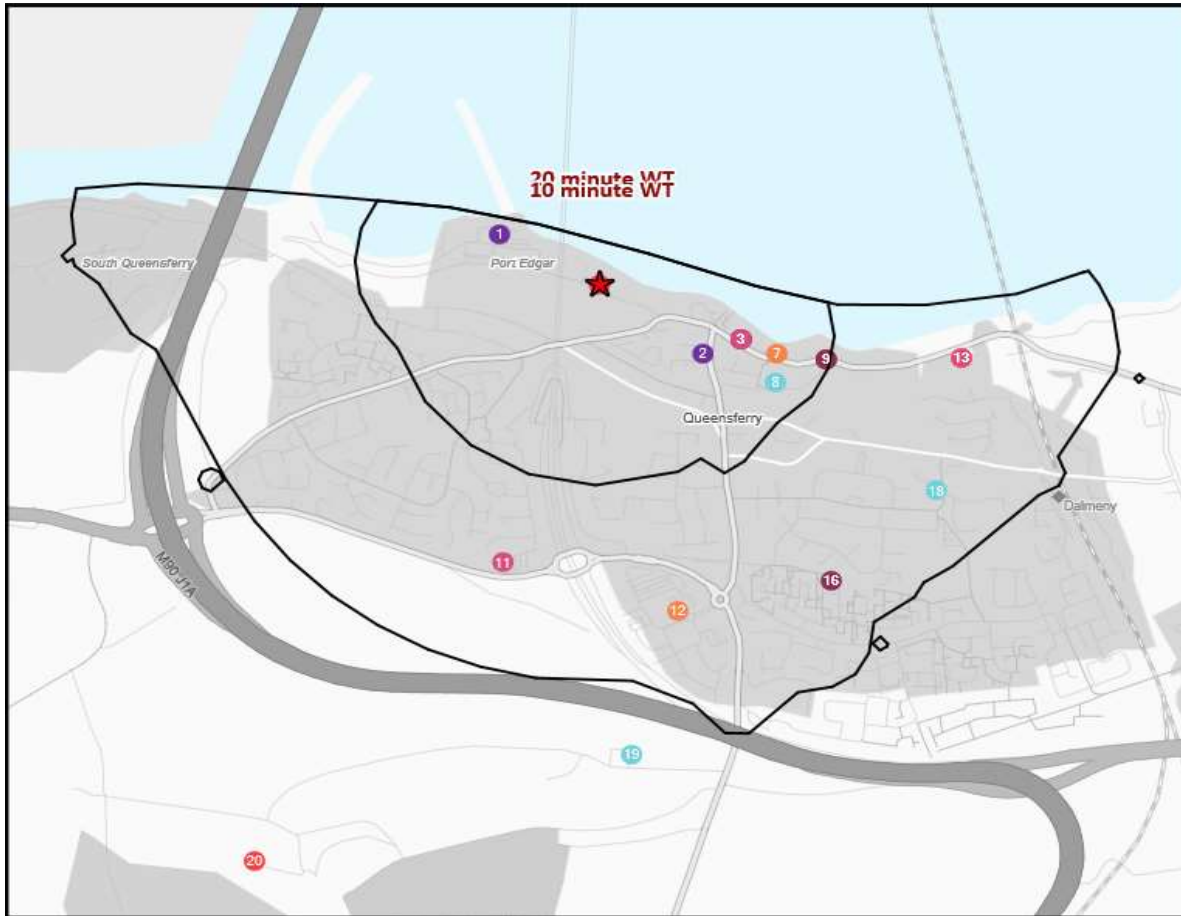
★ Pub Sites
N Catchment

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	Inchcolm Inn	EH30 9RE	Star Pubs & Bars	Family Pub Dining	0.0
1	Scotts	EH30 9SQ	Buzzworks Holdings Group	Restaurants	0.2
2	Bamboo	EH30 9SD	Independent Free	Restaurants	0.2
3	Boathouse	EH30 9PP	Independent Free	Restaurants	0.3
3	Queens Spice	EH30 9PP	Independent Free	Restaurants	0.3
3	Staghead Hotel	EH30 9PP	Independent Free	Premium Local	0.3
3	Orocco Pier	EH30 9PP	Independent Free	Family Pub Dining	0.3
7	Ferry Tap	EH30 9HN	Moat House Hotels	Hotel	0.3
8	Queensferry Bowling Club	EH30 9HX	Independent Free	Clubland	0.4
9	Anchor Inn	EH30 9HR	Unknown	Premium Local	0.4
9	Scotch Corner	EH30 9HR	Independent Free	Premium Local	0.4
11	Queens Crossing	EH30 9YJ	Whitbread	Family Pub Dining	0.5
12	Dakota Hotel	EH30 9QZ	Dakota Hotels Ltd	Hotel	0.6
13	Hawes Inn	EH30 9TA	Mitchells & Butlers	GPGF	0.6
13	Railbridge	EH30 9TA	Independent Free	High Street Pub	0.6
13	Thirty Knots	EH30 9TA	Star Pubs & Bars	Family Pub Dining	0.6
16	Bridges Pool Hall	EH30 9PH	Independent Free	Community Pub	0.7
16	Queens Retreat	EH30 9PH	Star Pubs & Bars	Premium Local	0.7
18	Queensferry Recreation Centre	EH30 9JN	Independent Free	Clubland	0.7
19	Dundas Parks Golf Club	EH30 9SS	Independent Free	Clubland	0.9
20	Dundas Castle	EH30 9SP	Independent Free	Large Venue	1.2

Per Pub Analysis - Inchcolm Inn South Queensferry

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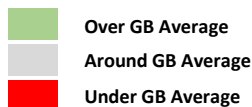
🟩	**Over GB Average**
⬜	**Around GB Average**
🟥	**Under GB Average**

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,506	6,380	360,472
Number of Competition Pubs	4	12	265
Adults 18+ per Competition Pub	377	532	1,360

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	122	8.1%	101
Circuit Bar	0	33	2.2%	54
Community Pub	0	268	17.8%	93
Craft Led	0	33	2.2%	63
Great Pub Great Food	0	388	25.8%	146
High Street Pub	0	213	14.2%	77
Premium Local	1	288	19.1%	116

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	280	4.4%	55
Circuit Bar	0	155	2.4%	60
Community Pub	1	1,233	19.3%	101
Craft Led	0	51	0.8%	23
Great Pub Great Food	1	1,409	22.1%	125
High Street Pub	1	985	15.4%	84
Premium Local	4	1,240	19.4%	118

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	13	24,026	6.7%	83
Circuit Bar	23	13,108	3.6%	90
Community Pub	27	83,853	23.3%	122
Craft Led	0	8,713	2.4%	70
Great Pub Great Food	15	68,282	18.9%	107
High Street Pub	18	70,583	19.6%	106
Premium Local	48	57,679	16.0%	97

★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