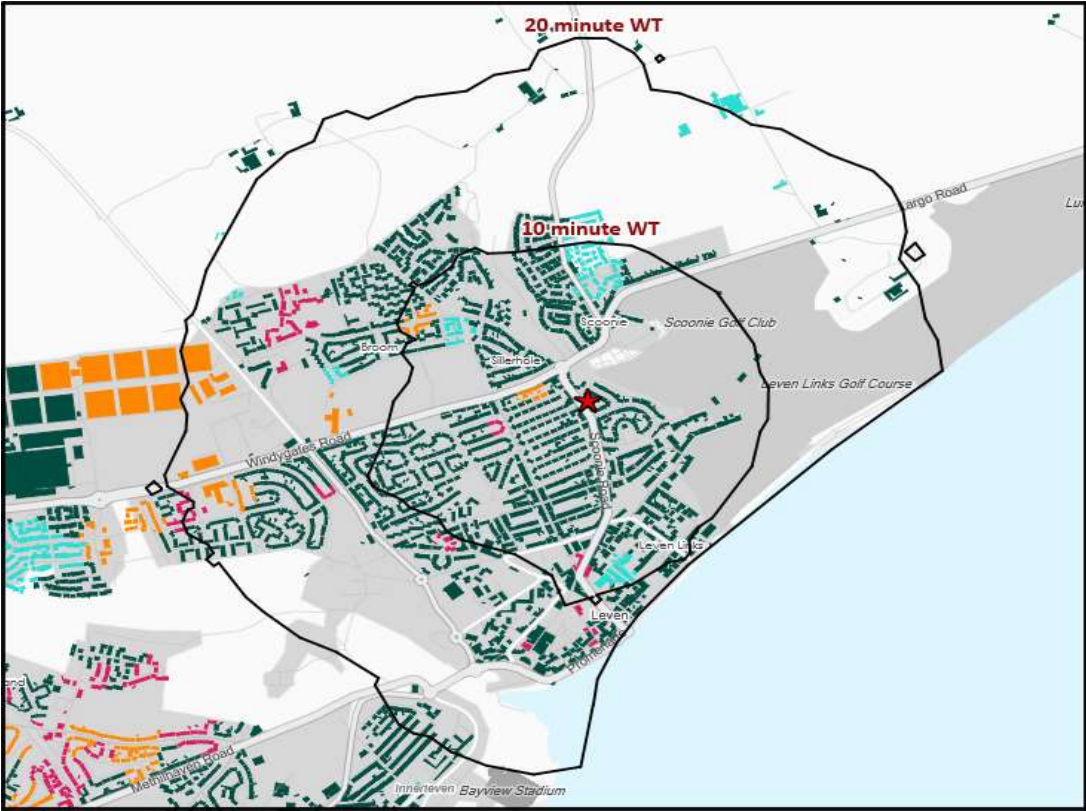


Catchment Summary - Den Inn Leven

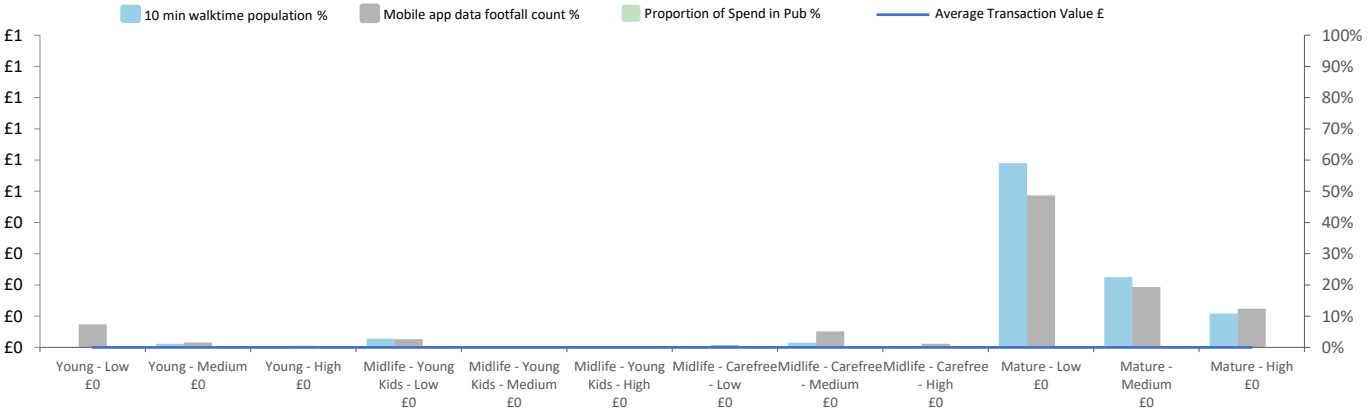
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626559	Den Inn Leven	KY 8 4SD			17



- ★ 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 - Den Inn Leven

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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**

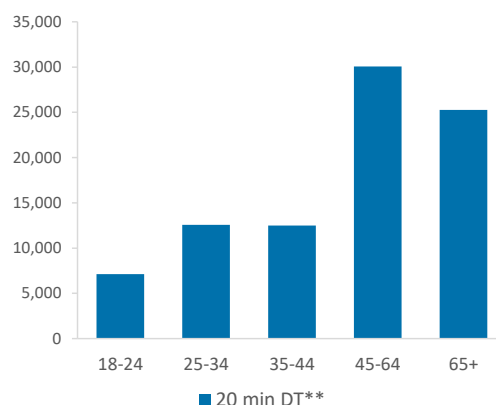
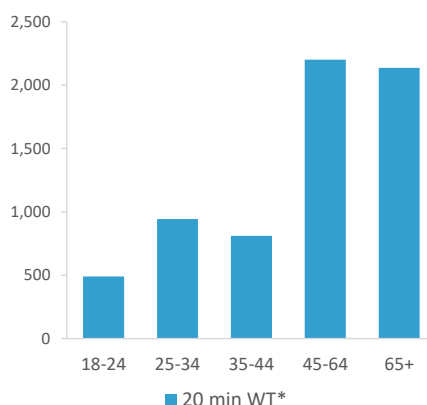
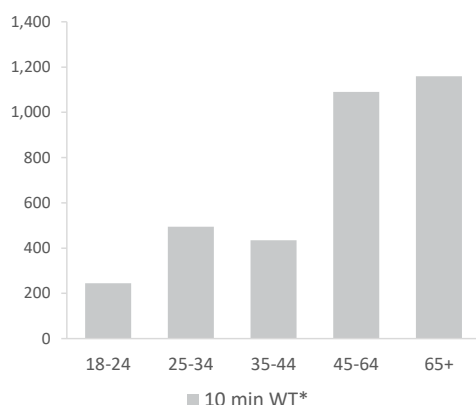
Population	4,016	7,924	107,908	75	43	25
Adults 18+	3,423	6,582	87,498	76	43	25
Competition Pubs	4	10	109	22	28	26
Adults 18+ per Competition Pub	856	658	803	100	77	93
% Adults Likely to Drink	78.9%	78.4%	77.9%	103	103	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	61.8%	68.4%	58.5%	186	206	176
	Medium	25.2%	16.7%	26.3%	66	44	69
	High	10.9%	11.2%	13.2%	40	41	49

*Affluence does not include Not Private Households

Age Profile	18-24	245	490	7,122	75	76	81
	25-34	494	943	12,573	92	89	87
	35-44	435	812	12,485	82	77	87
	45-64	1,090	2,201	30,059	106	108	108
	65+	1,159	2,136	25,259	150	140	122



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	1,959 (49%)	3,769 (48%)	52,403 (49%)	100	97	99
	Female	2,057 (51%)	4,155 (52%)	55,505 (51%)	100	103	101

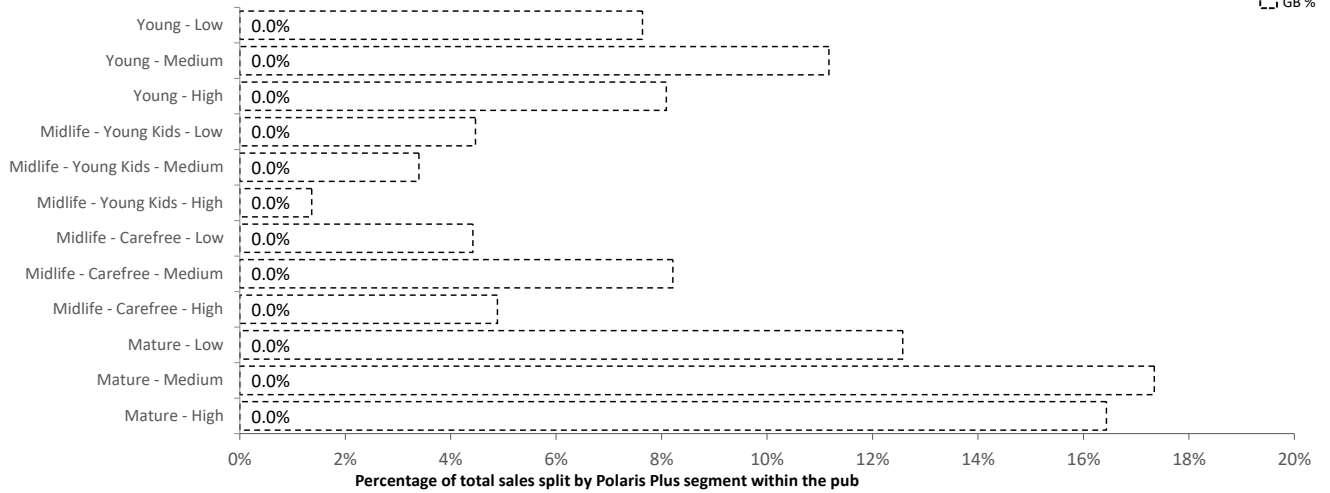
Economic Status (16+)	Employed: Full-time	1,102 (32%)	2,129 (32%)	31,511 (35%)	92	92	102
	Employed: Part-time	402 (12%)	756 (11%)	10,868 (12%)	97	95	102
	Self employed	181 (5%)	322 (5%)	4,825 (5%)	56	52	58
	Unemployed	70 (2%)	155 (2%)	2,225 (2%)	72	83	90
	Full-time student	57 (2%)	131 (2%)	2,038 (2%)	69	82	95
	Retired	1,270 (36%)	2,354 (35%)	26,008 (29%)	166	160	132
	Other	413 (12%)	881 (13%)	12,380 (14%)	68	75	79

Total Worker Count	981	3,391	49,157
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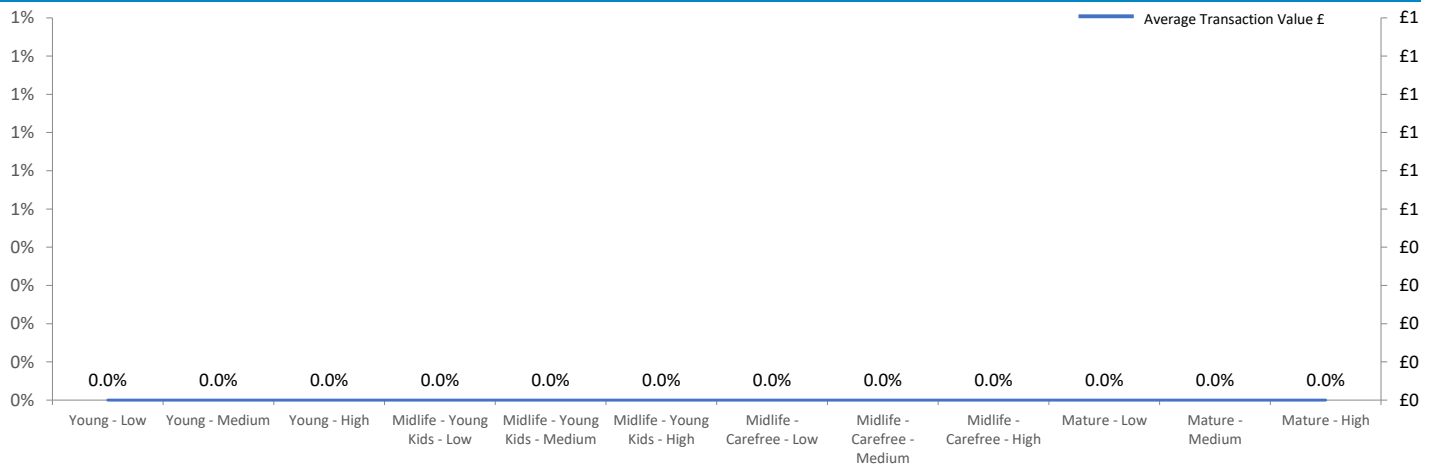
See the Glossary page for further information on the above variables

Transactional Data Summary - Den Inn Leven

Spend by Polaris Plus

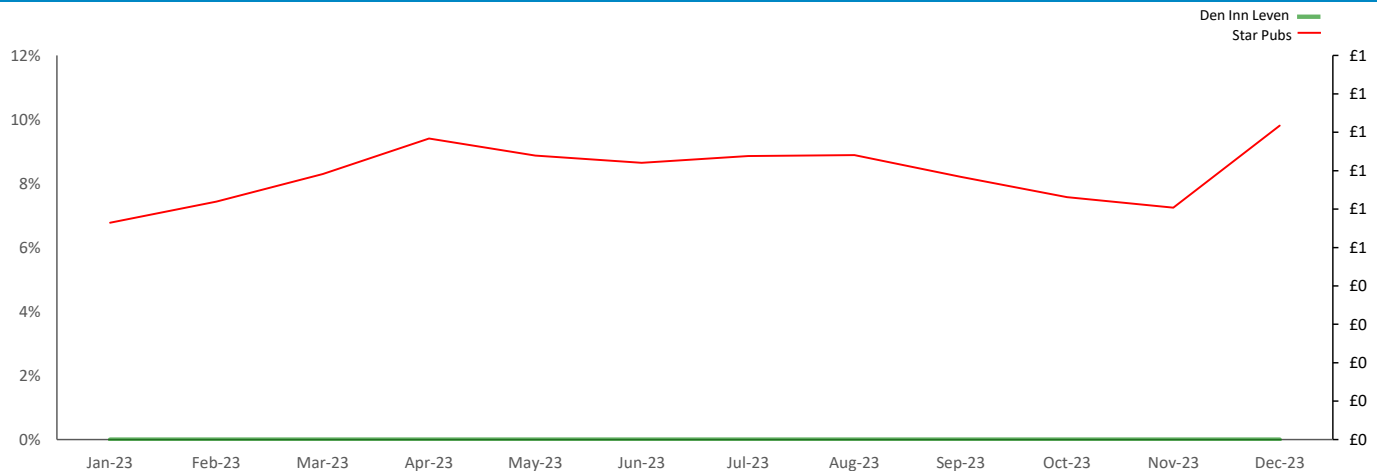


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

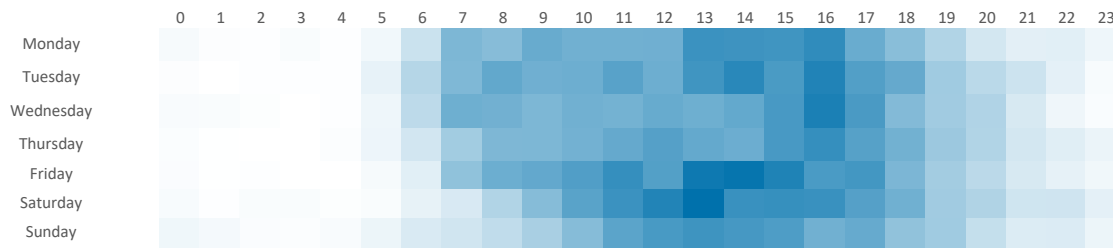
Spend by Month and Polaris



Seasonality of the spend split by month

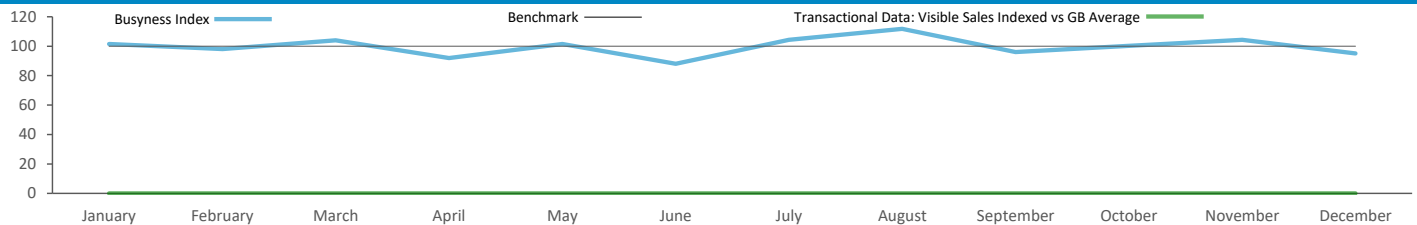
Mobile Data Summary - Den Inn Leven

Time of Day/Day of Week



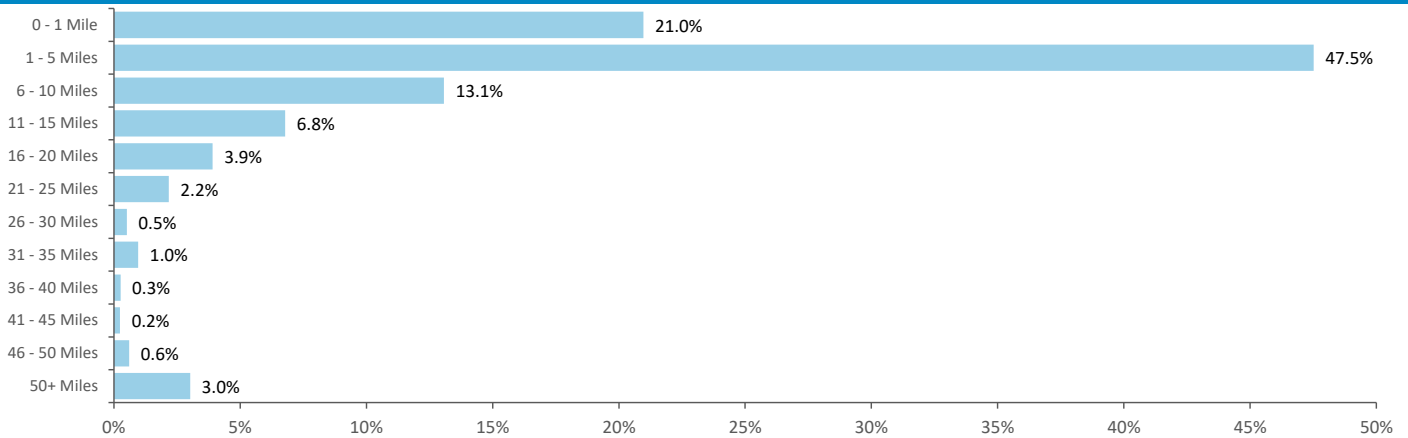
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

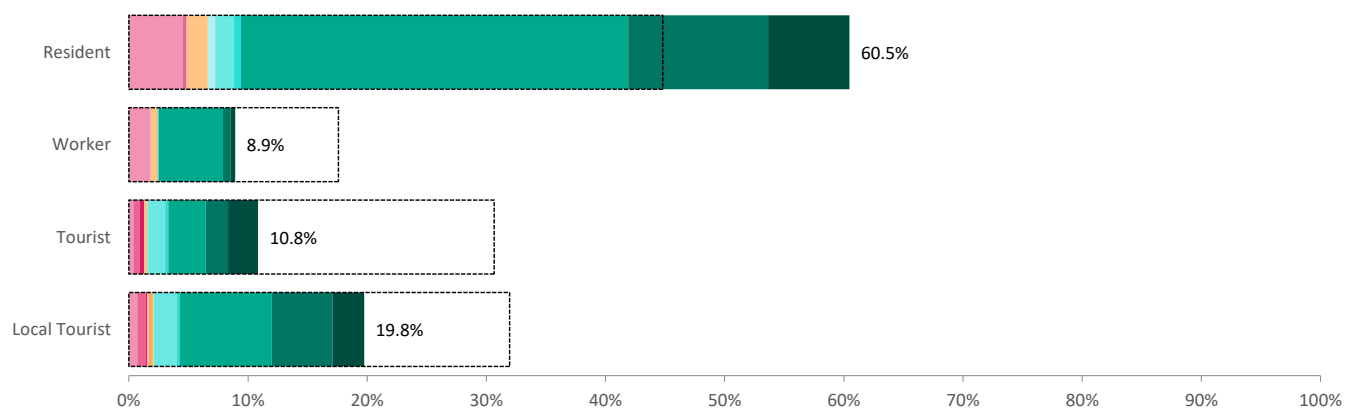
Distance from Home



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



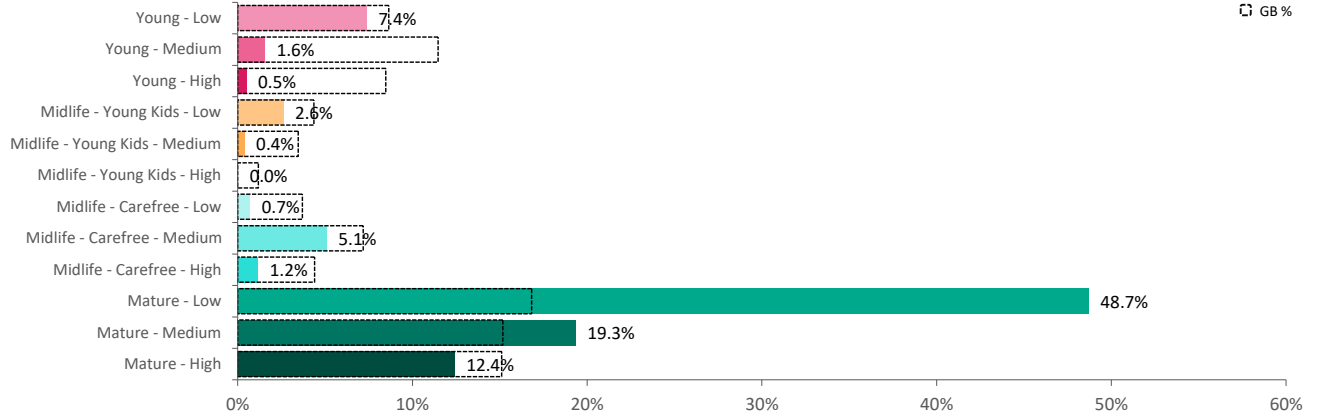
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Den Inn Leven



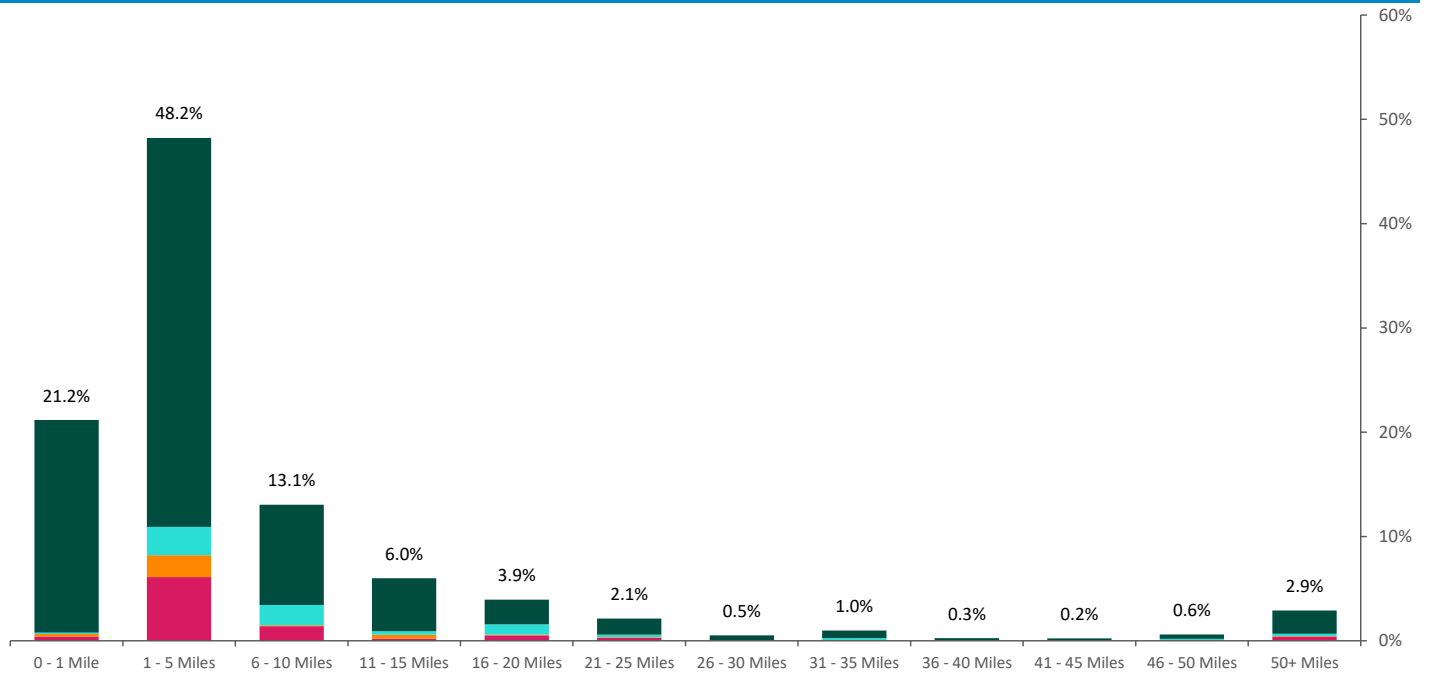
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Polaris Plus Profile



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

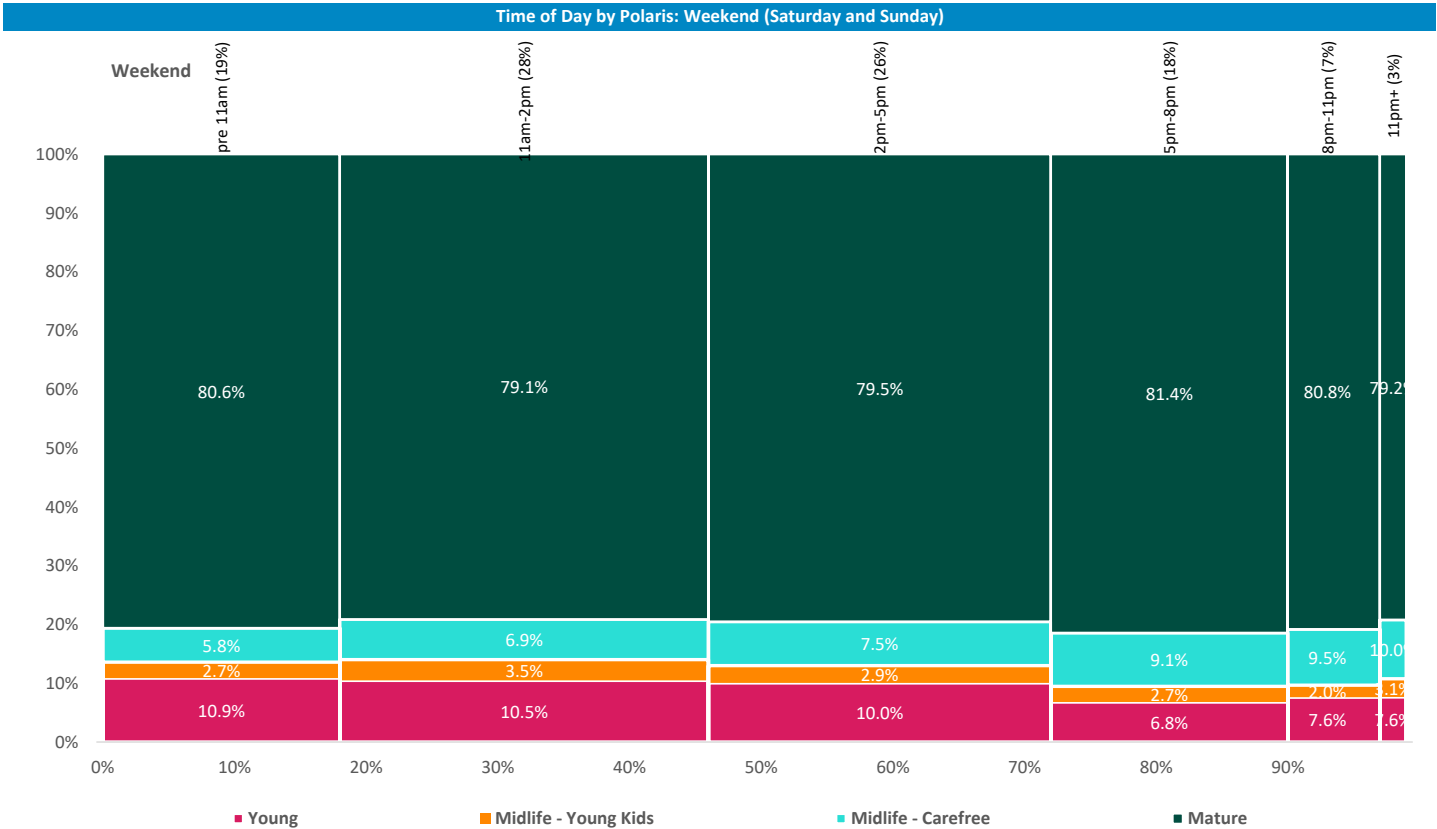
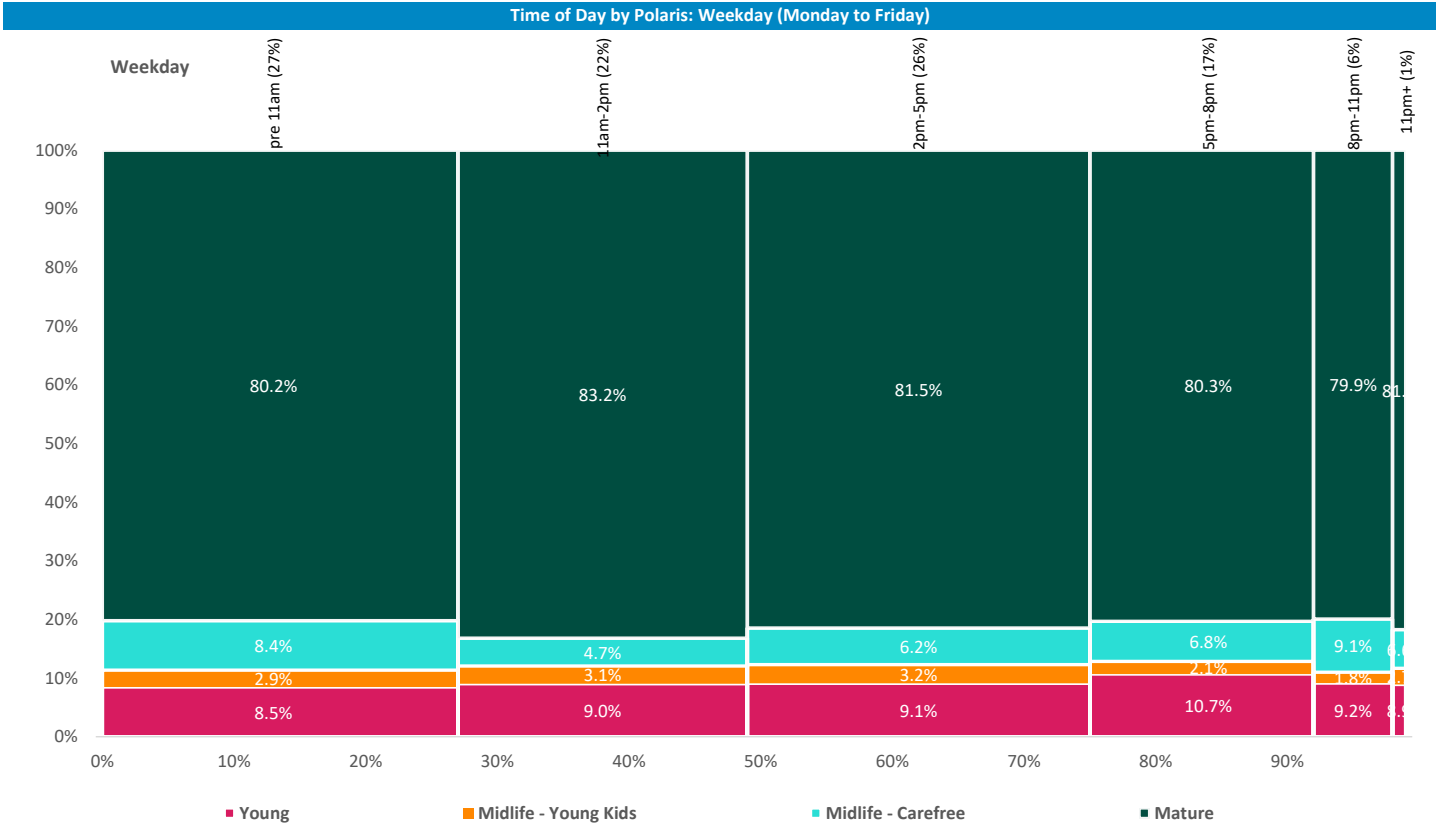


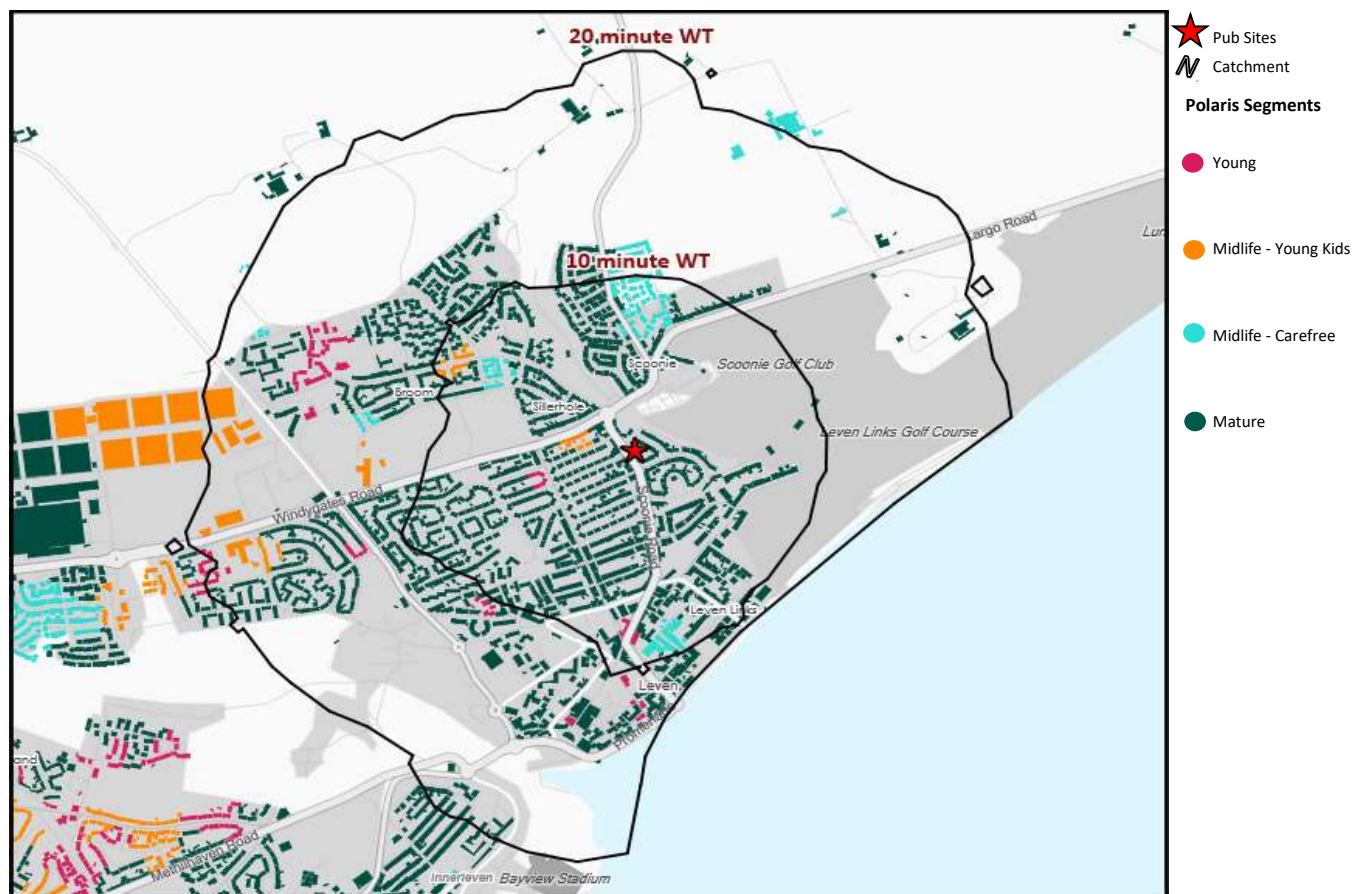
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Den Inn Leven



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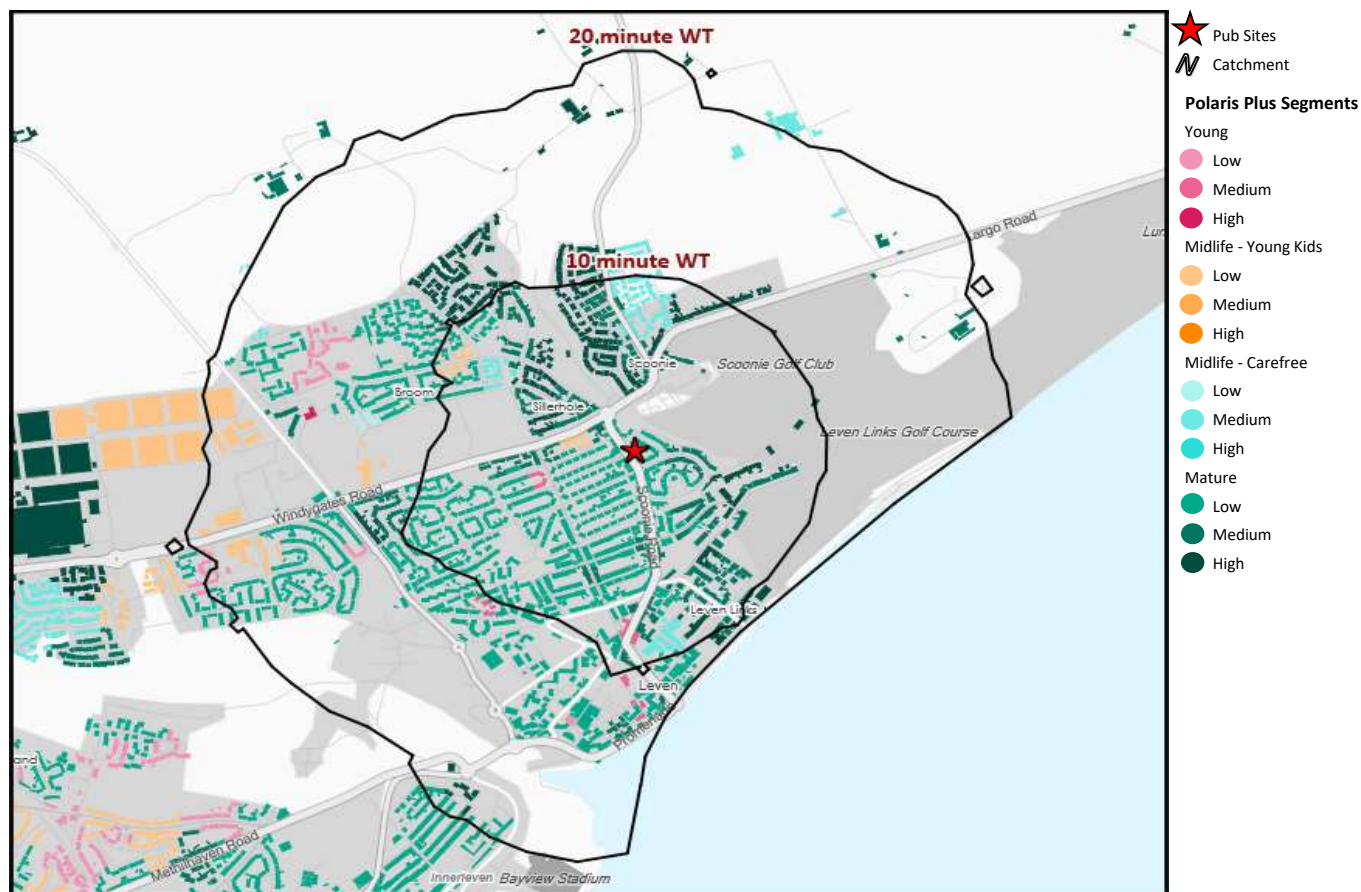


Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

	Population Count			Index vs GB average		
Polaris Segment	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	40	250	10,138	4	14	42
Midlife - Young Kids	95	239	2,273	25	33	24
Midlife - Carefree	51	75	6,962	9	7	50
Mature	3,162	5,768	66,399	208	197	171
Not Private Households	75	250	1,726	167	289	150
Total	3,423	6,582	87,498			

Polaris Plus Summary - Den Inn Leven

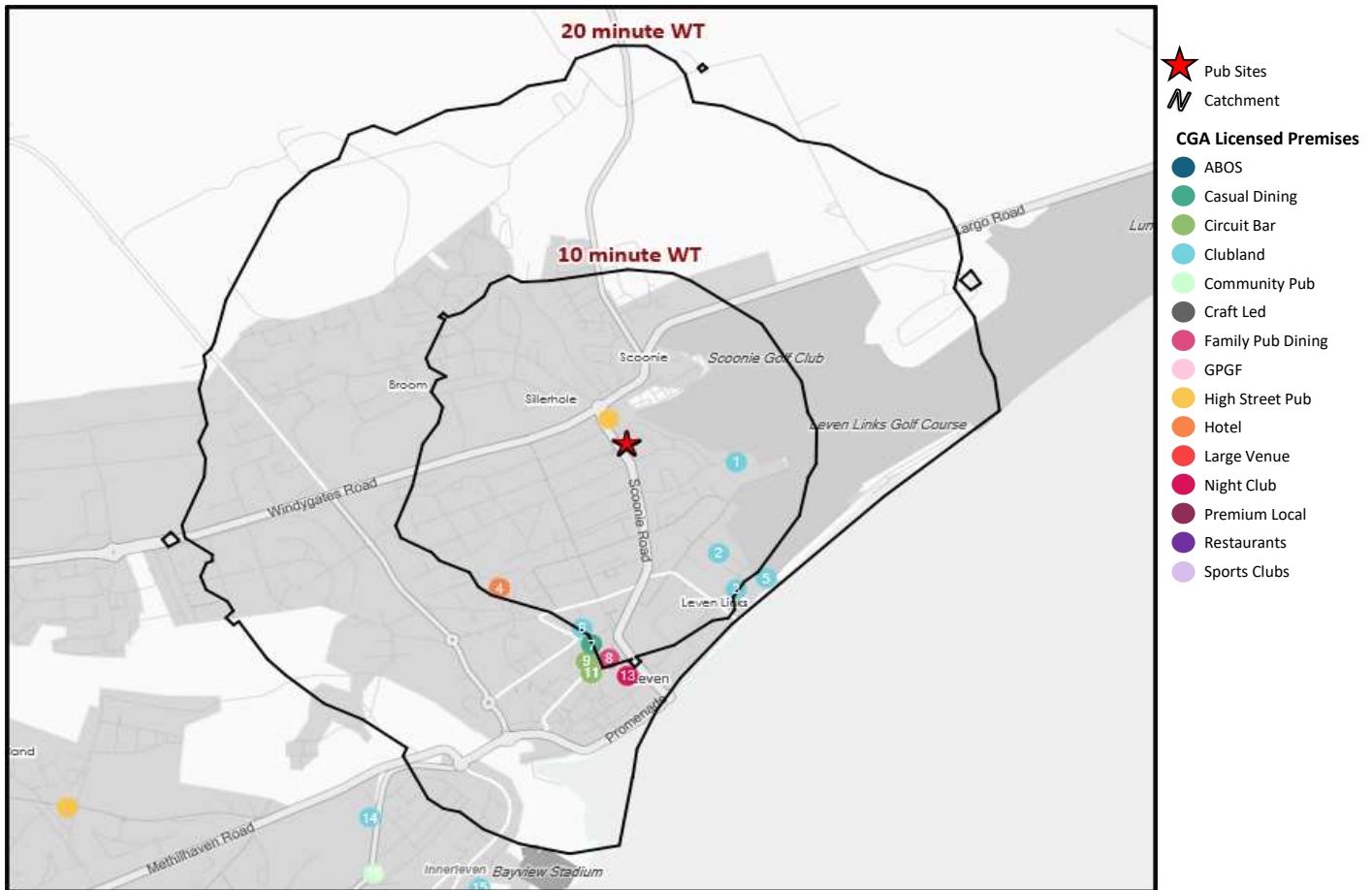


Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

	Population Count			Index vs GB average		
Polaris Plus Segment	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	0	157	5,187	0	24	60
Medium	40	80	4,405	11	11	46
High	0	13	546	0	3	9
Midlife - Young Kids						
Low	95	239	2,228	51	66	46
Medium	0	0	45	0	0	1
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	17	672	0	6	18
Medium	51	58	4,790	21	12	76
High	0	0	1,500	0	0	38
Mature						
Low	2,019	4,088	43,116	429	452	359
Medium	771	959	13,738	144	93	100
High	372	721	9,545	72	73	73
Not Private Households	75	250	1,726	167	289	150
Total	3,423	6,582	87,498			

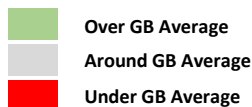
CGA Summary - Den Inn Leven



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Agenda	KY 8 4SE	Kingdom Taverns	High Street Pub	0.1
1	Scoonie Golf Club	KY 8 4SP	Independent Free	Clubland	0.2
2	Leven Thistle Golf Club	KY 8 4JF	Independent Free	Clubland	0.3
3	Leven Golfing Society	KY 8 4HS	Independent Free	Clubland	0.4
4	Station Hotel	KY 8 4QU	Independent Free	Hotel	0.4
5	Leven Bowling Club	KY 8 4HT	Independent Free	Clubland	0.4
6	Ambassador Snooker Club	KY 8 4LD	Independent Free	Clubland	0.4
7	Base	KY 8 4LE	Independent Free	Casual Dining	0.4
8	Caledonian Hotel	KY 8 4NG	Greene King	Family Pub Dining	0.5
9	Molly Malones	KY 8 4LY	Flood Inns	Circuit Bar	0.5
9	Mcpails	KY 8 4LY	Flood Inns	Circuit Bar	0.5
11	Crown Inn	KY 8 4NA	Independent Free	Circuit Bar	0.5
11	New Windsor Hotel	KY 8 4NA	Greene King	Circuit Bar	0.5
13	Truth	KY 8 4HL	Independent Free	Night Club	0.5
14	East Fife Indoor Bowling Club	KY 8 3AB	Independent Free	Clubland	0.9
15	East Fife Football Club	KY 8 3RW	Independent Free	Clubland	1.0
16	Tower Bar	KY 8 3AE	*Other Small Retail Groups	Community Pub	1.0
17	Brig Tavern	KY 8 3EA	Independent Free	Community Pub	1.1

Per Pub Analysis - Den Inn Leven



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,423	6,582	87,498
Number of Competition Pubs	4	10	109
Adults 18+ per Competition Pub	856	658	803

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	33	1.0%	12
Circuit Bar	0	152	4.4%	110
Community Pub	0	1,300	38.0%	199
Craft Led	0	6	0.2%	5
Great Pub Great Food	0	329	9.6%	54
High Street Pub	1	1,062	31.0%	168
Premium Local	0	415	12.1%	74

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	86	1.3%	16
Circuit Bar	4	328	5.0%	123
Community Pub	0	2,539	38.6%	202
Craft Led	0	22	0.3%	10
Great Pub Great Food	0	552	8.4%	47
High Street Pub	1	2,048	31.1%	169
Premium Local	0	683	10.4%	63

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	2,248	2.6%	32
Circuit Bar	10	4,307	4.9%	121
Community Pub	25	29,166	33.3%	174
Craft Led	0	992	1.1%	33
Great Pub Great Food	2	8,862	10.1%	57
High Street Pub	8	24,296	27.8%	151
Premium Local	10	10,440	11.9%	72

Glossary

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	<p>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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: Includes long term sick, disabled, looking after home/family</p>																																								
Index vs GB Average	<p>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</p> <p>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
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><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable 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"	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																						
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Product needs																																									
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.																																									
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="4">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">Rural</td></tr></table>		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			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																						
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