CACI

Catchment Summary - Tam Bain Tavern Laurieston
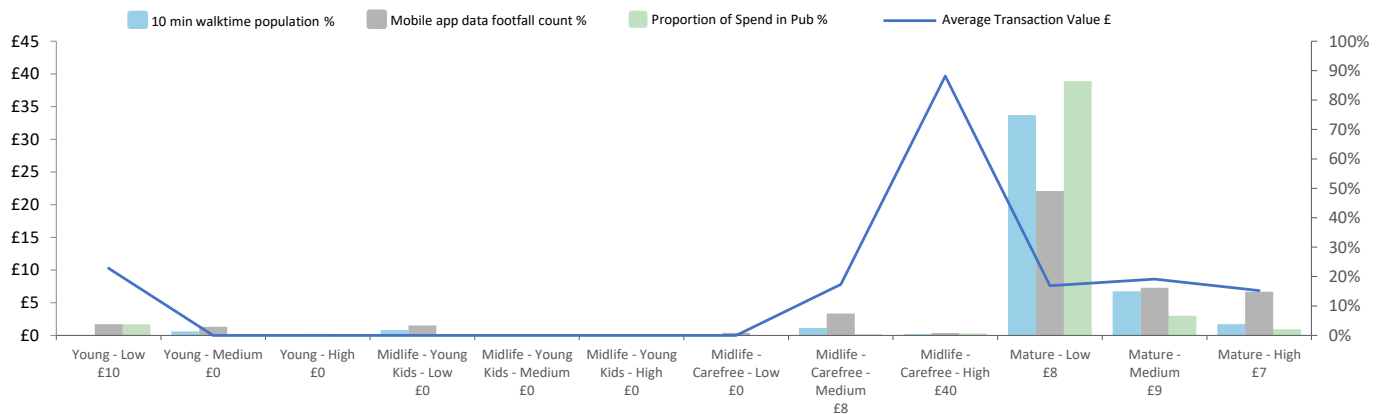
★ star
PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
626689	Tam Bain Tavern Laurieston	FK 2 9PS	Star Pubs & Bars	Community Pub	11
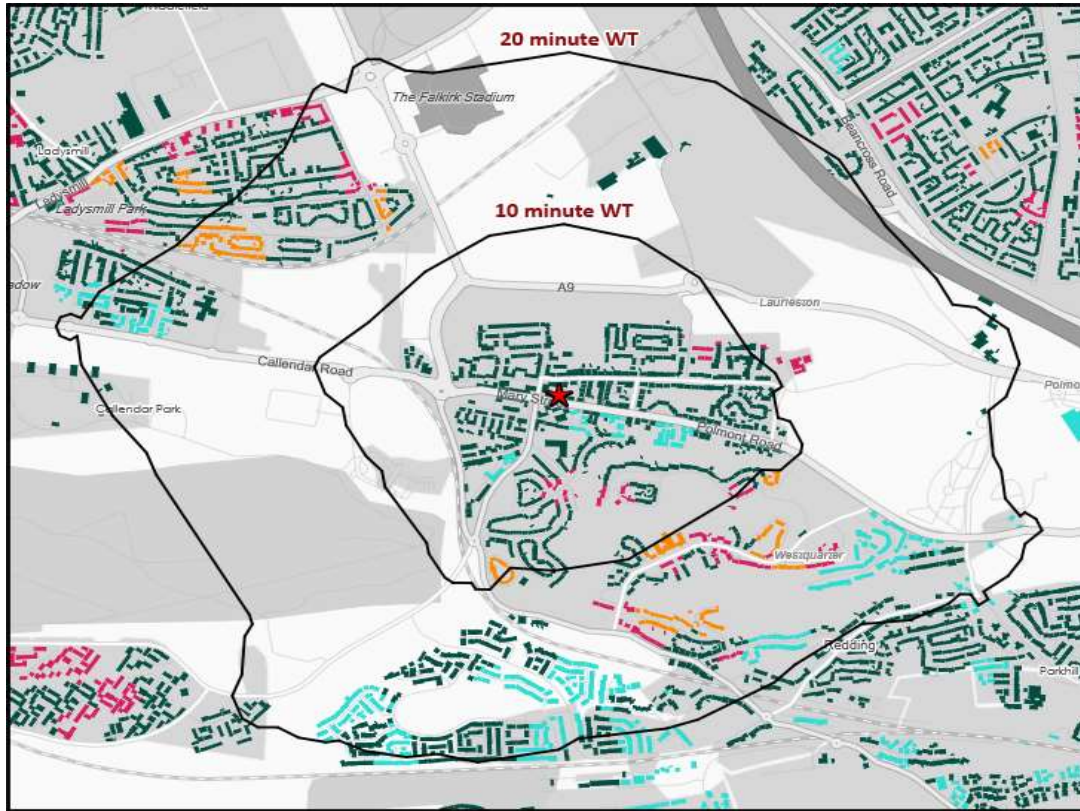
★ Pub Sites
N Catchments

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 - Tam Bain Tavern Laurieston

star PUBS & BARS

*WT= Walktime, **DT= Drivetime

Legend	
Over GB Average	(green)
Around GB Average	(grey)
Under GB Average	(red)

		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	2,942	8,332	272,355	55	45	62
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	2,434	6,540	220,064	54	43	63
	Competition Pubs	2	3	212	11	8	51
	Adults 18+ per Competition Pub	1,217	2,180	1,038	142	254	121
	% Adults Likely to Drink	78.5%	77.8%	78.5%	103	102	103
Affluence	Low	76.8%	63.5%	54.5%	231	191	164
	Medium	18.9%	25.0%	27.1%	50	66	71
	High	4.3%	10.1%	17.0%	16	37	62

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	224	546	19,636	94	80	89
	25-34	352	1,140	33,215	90	103	91
	35-44	298	1,159	35,358	76	105	98
	45-64	893	2,280	77,172	118	107	110
	65+	667	1,415	54,683	118	88	104
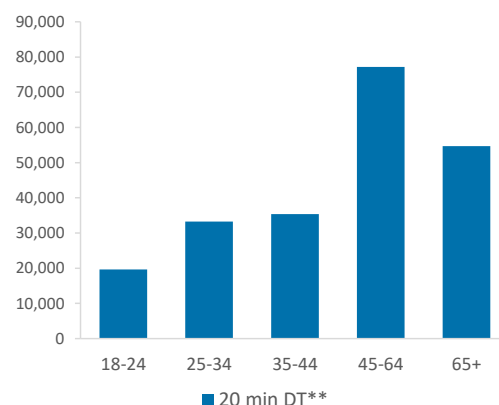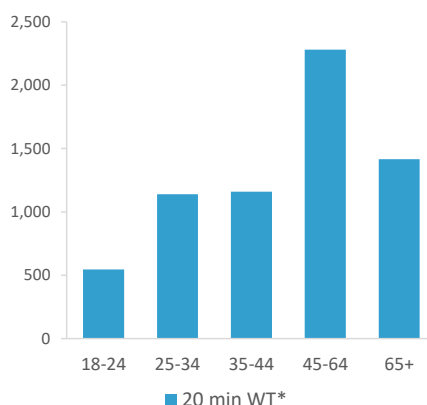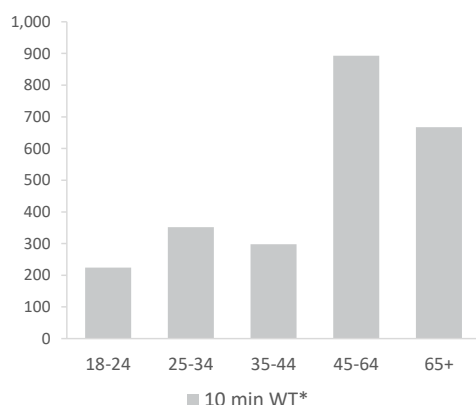
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,445 (49%)	4,015 (48%)	132,641 (49%)	100	98	99
	Female	1,497 (51%)	4,317 (52%)	139,714 (51%)	100	102	101
Economic Status (16+)	Employed: Full-time	947 (38%)	2,820 (42%)	91,165 (40%)	110	122	117
	Employed: Part-time	318 (13%)	868 (13%)	27,912 (12%)	107	109	104
	Self employed	127 (5%)	329 (5%)	12,576 (6%)	55	53	60
	Unemployed	55 (2%)	146 (2%)	5,004 (2%)	79	79	80
	Full-time student	66 (3%)	178 (3%)	6,019 (3%)	111	111	112
	Retired	710 (28%)	1,525 (23%)	56,110 (25%)	130	104	113
	Other	282 (11%)	852 (13%)	27,461 (12%)	65	73	70
	Total Worker Count	395	4,220	128,829			

See the Glossary page for further information on the above variables

Transactional Data Summary - Tam Bain Tavern Laurieston

star PUBS&BARS

Spend by Polaris Plus

GB %

Segment	%
Young - Low	3.7%
Young - Medium	0.0%
Young - High	0.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	0.5%
Midlife - Carefree - High	0.7%
Mature - Low	86.4%
Mature - Medium	6.7%
Mature - High	2.1%

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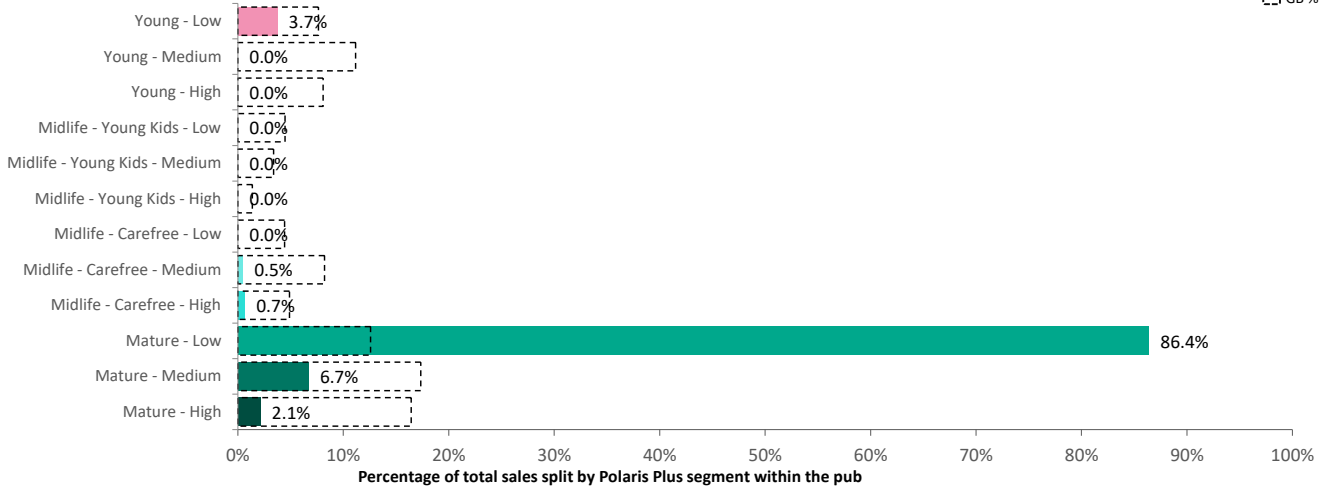
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	3.0%
Young - Medium	0.0%
Young - High	0.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	0.0%
Midlife - Carefree - High	0.0%
Mature - Low	88.0%
Mature - Medium	6.0%
Mature - High	2.0%
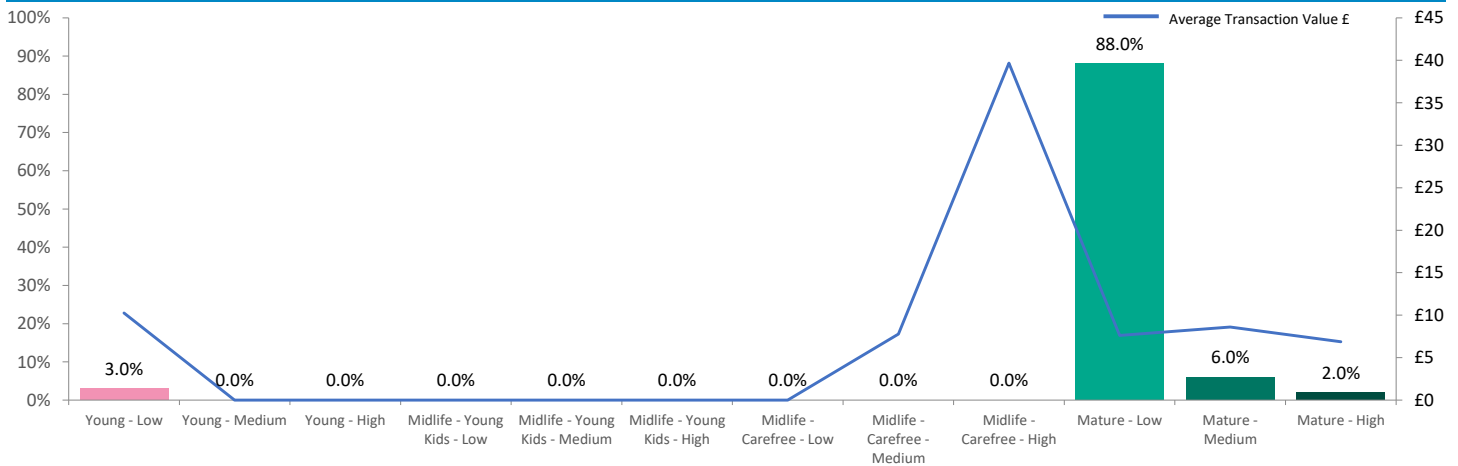
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris
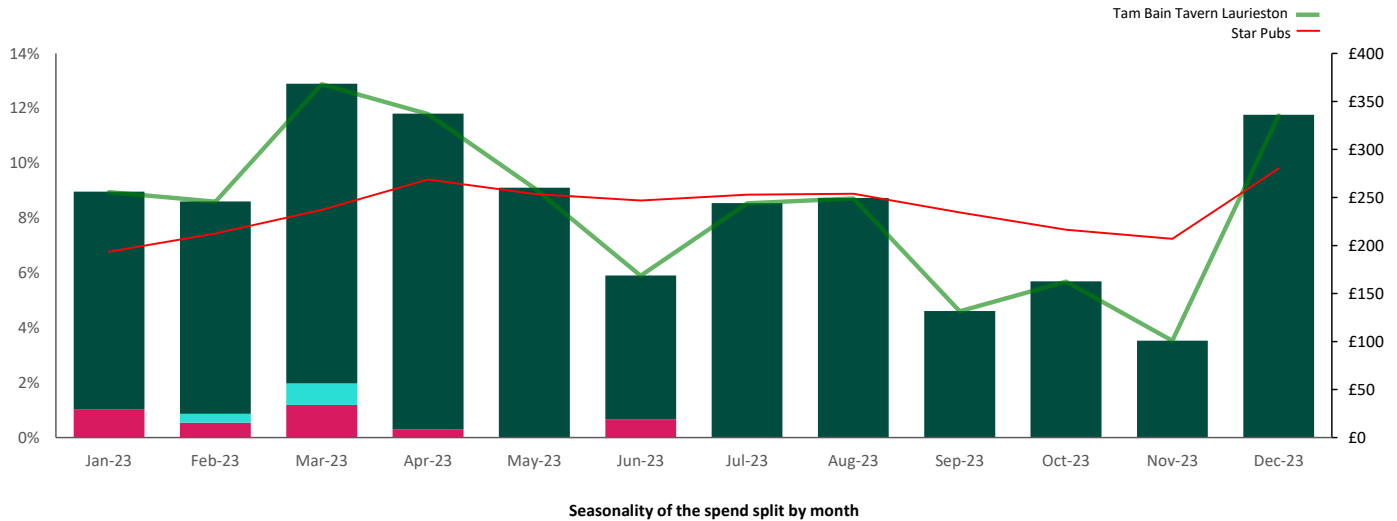
Tam Bain Tavern Laurieston
Star Pubs

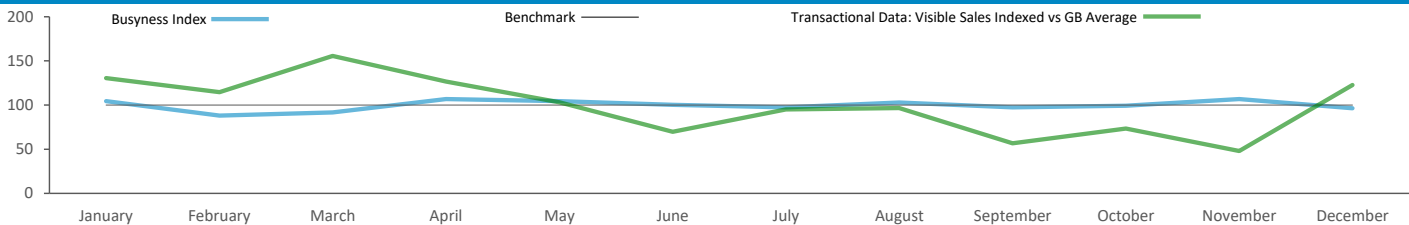Seasonality of the spend split by month

Mobile Data Summary - Tam Bain Tavern Laurieston

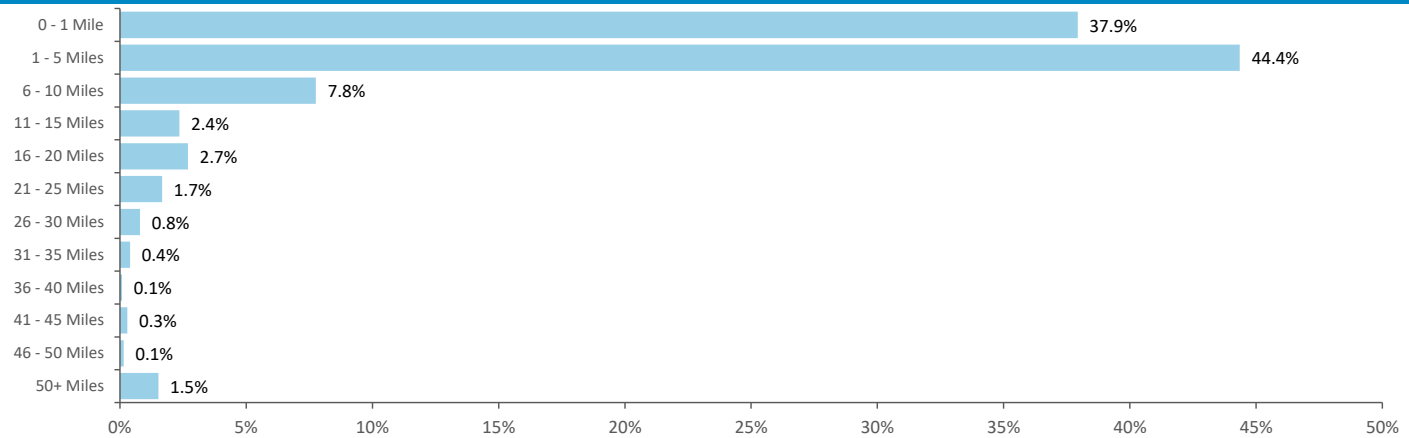star PUBS & BARS

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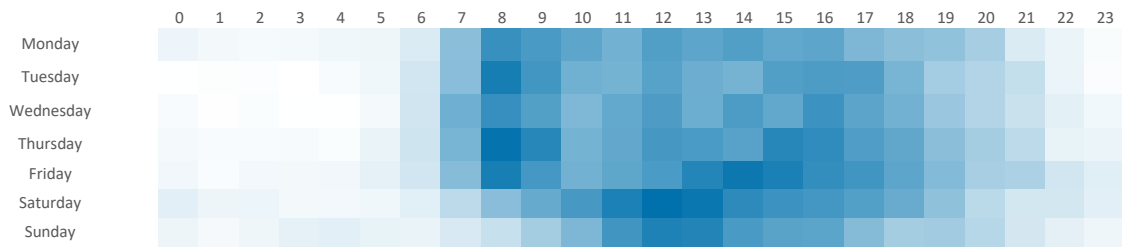
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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	%
0 - 1 Mile	37.9%
1 - 5 Miles	44.4%
6 - 10 Miles	7.8%
11 - 15 Miles	2.4%
16 - 20 Miles	2.7%
21 - 25 Miles	1.7%
26 - 30 Miles	0.8%
31 - 35 Miles	0.4%
36 - 40 Miles	0.1%
41 - 45 Miles	0.3%
46 - 50 Miles	0.1%
50+ Miles	1.5%

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

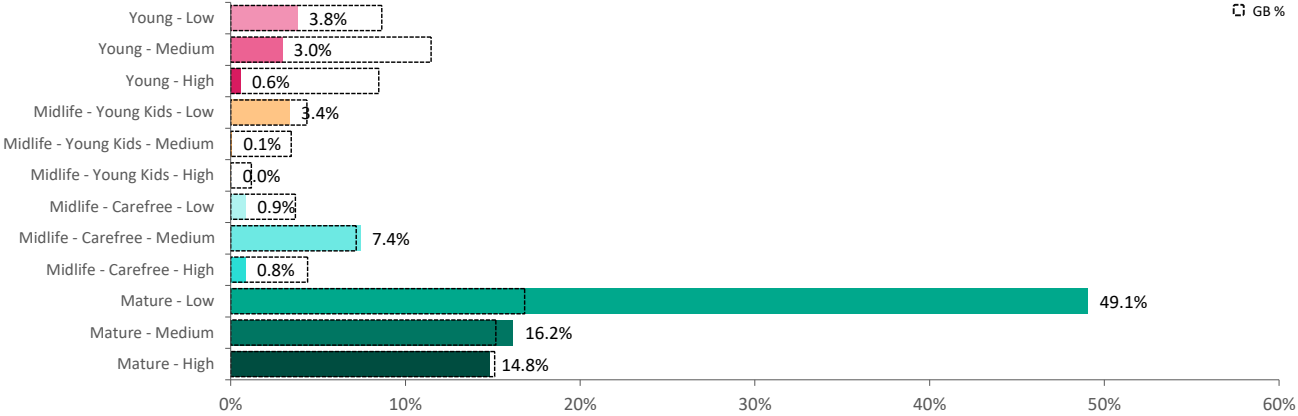## Audience Classification by Polaris Plus

Base: GB

Audience	%
Resident	65.9%
Worker	16.2%
Tourist	5.8%
Local Tourist	12.1%
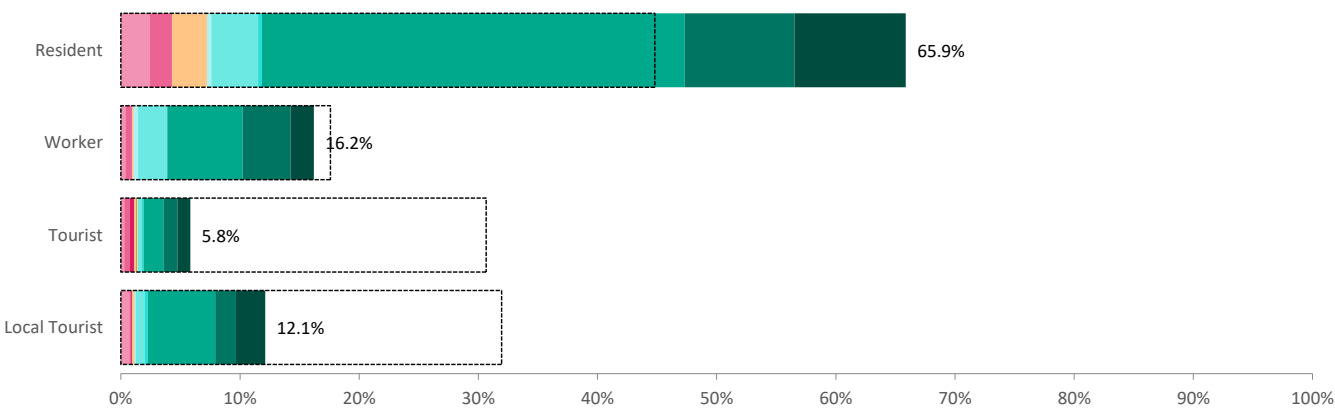
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Tam Bain Tavern Laurieston

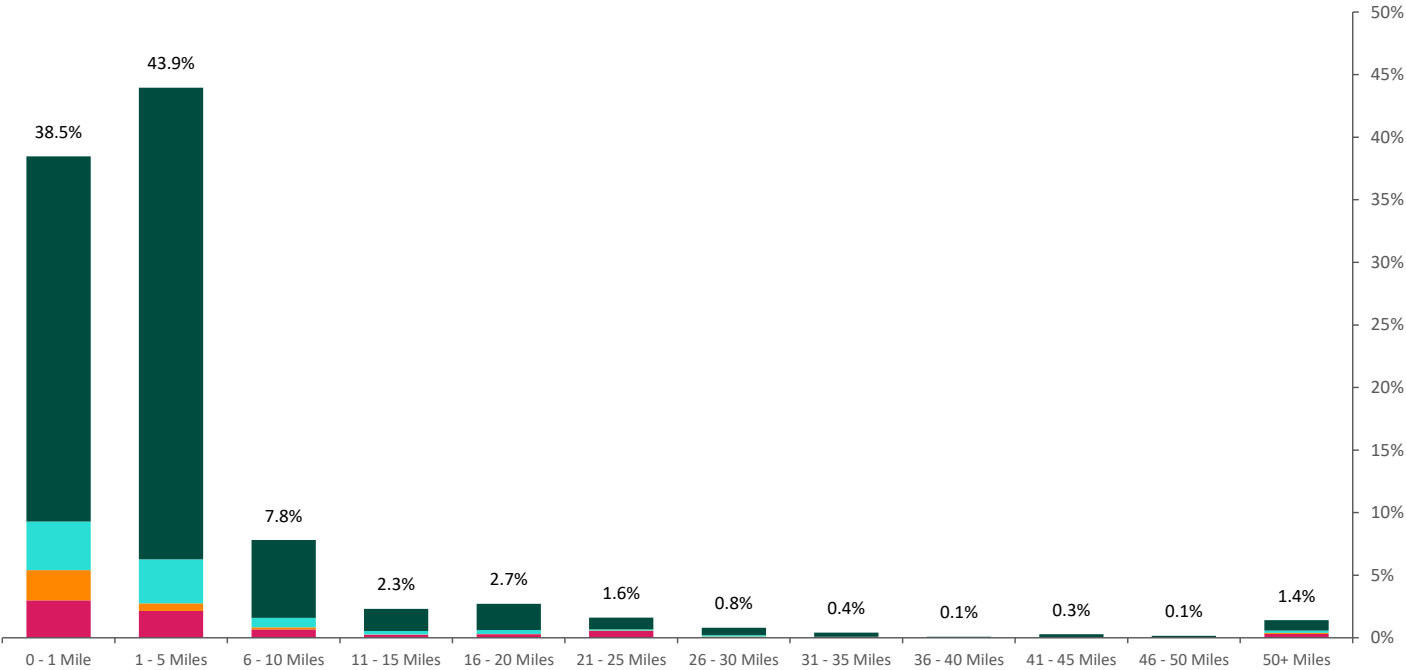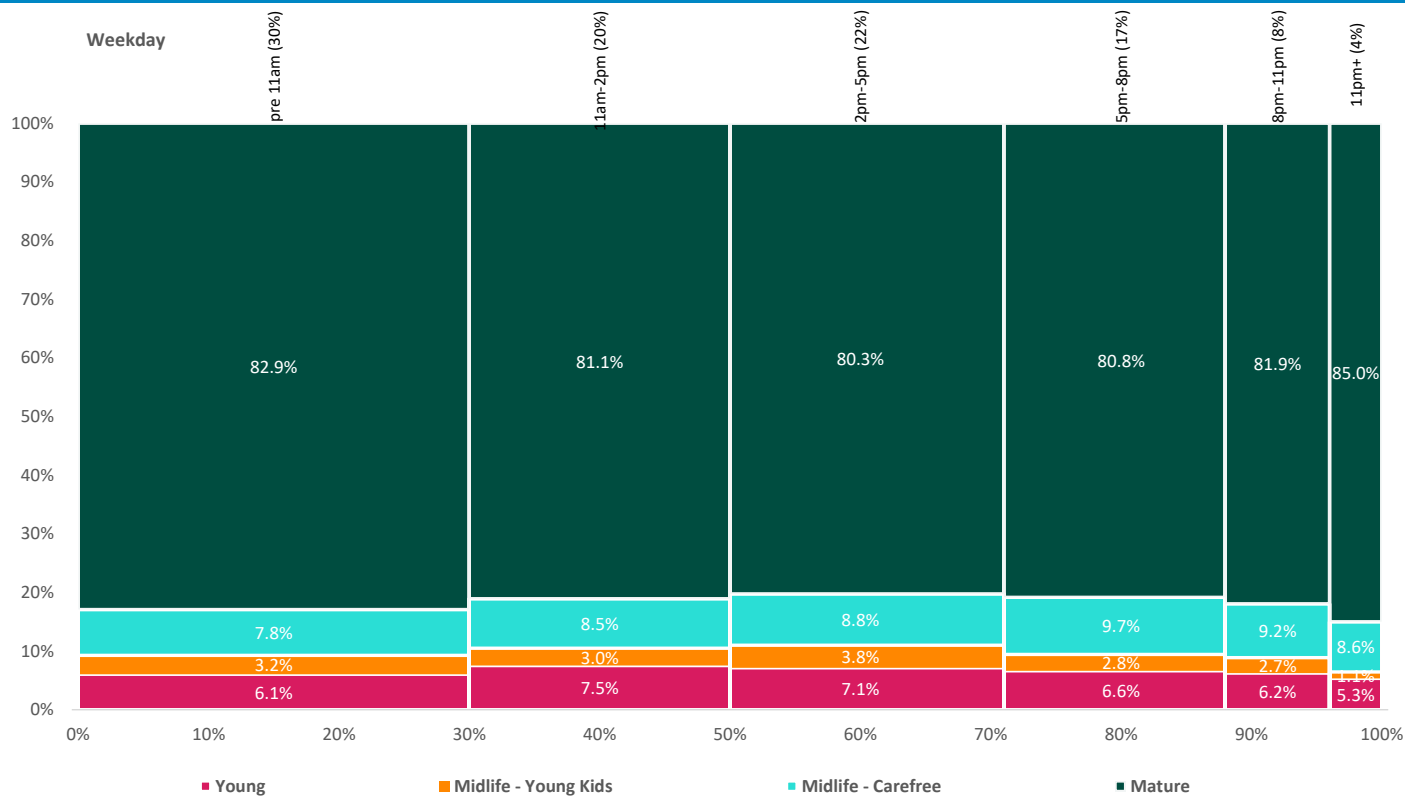**star** PUBS & BARS

Polaris Plus Profile

⎆ GB %

Category	%
Young - Low	3.8%
Young - Medium	3.0%
Young - High	0.6%
Midlife - Young Kids - Low	3.4%
Midlife - Young Kids - Medium	0.1%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.9%
Midlife - Carefree - Medium	7.4%
Midlife - Carefree - High	0.8%
Mature - Low	49.1%
Mature - Medium	16.2%
Mature - High	14.8%

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	38.5%
1 - 5 Miles	43.9%
6 - 10 Miles	7.8%
11 - 15 Miles	2.3%
16 - 20 Miles	2.7%
21 - 25 Miles	1.6%
26 - 30 Miles	0.8%
31 - 35 Miles	0.4%
36 - 40 Miles	0.1%
41 - 45 Miles	0.3%
46 - 50 Miles	0.1%
50+ Miles	1.4%

Illustrates how far those seen within 60m of the pub have travelled from their home location to get there
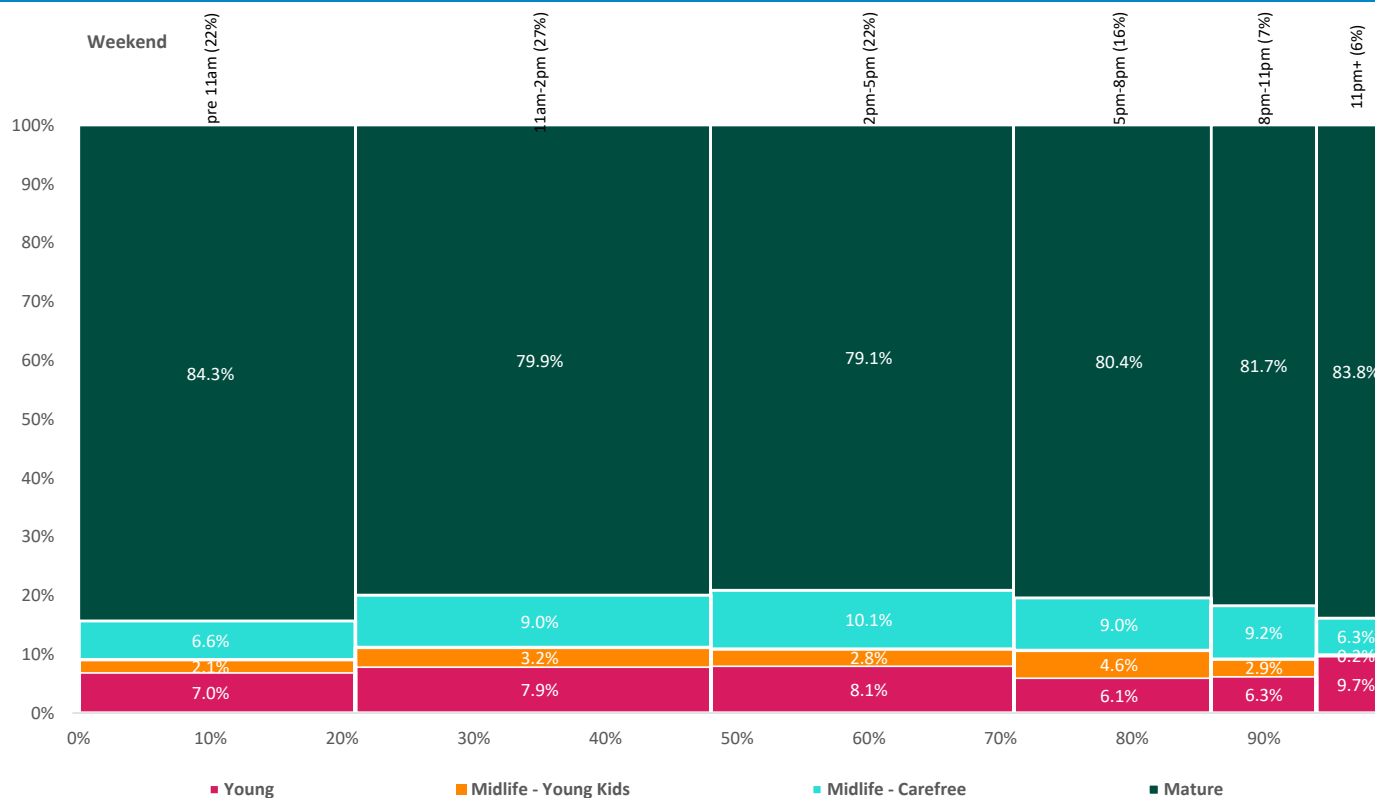
Mobile Data Summary - Tam Bain Tavern Laurieston

star
PUBS & BARS

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

Weekday

	pre 11am (30%)	11am-2pm (20%)	2pm-5pm (22%)	5pm-8pm (17%)	8pm-11pm (8%)	11pm+ (4%)
Mature	82.9%	81.1%	80.3%	80.8%	81.9%	85.0%
Midlife - Carefree	7.8%	8.5%	8.8%	9.7%	9.2%	8.6%
Midlife - Young Kids	3.2%	3.0%	3.8%	2.8%	2.7%	1.1%
Young	6.1%	7.5%	7.1%	6.6%	6.2%	5.3%

■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

Weekend

	pre 11am (22%)	11am-2pm (27%)	2pm-5pm (22%)	5pm-8pm (16%)	8pm-11pm (7%)	11pm+ (6%)
Mature	84.3%	79.9%	79.1%	80.4%	81.7%	83.8%
Midlife - Carefree	6.6%	9.0%	10.1%	9.0%	9.2%	6.3%
Midlife - Young Kids	2.1%	3.2%	2.8%	4.6%	2.9%	0.2%
Young	7.0%	7.9%	8.1%	6.1%	6.3%	9.7%

■ 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 - Tam Bain Tavern Laurieston

Pub Sites ★

Catchment N

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	36	308	21,787	5	17	36
Midlife - Young Kids	43	377	3,863	16	53	16
Midlife - Carefree	73	1,268	25,276	19	122	73
Mature	2,282	4,498	166,182	211	155	170
Not Private Households	0	89	2,956	0	104	102
Total	2,434	6,540	220,064			

Polaris Plus Summary - Tam Bain Tavern Laurieston

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	4	234	12,520	2	36	58
Medium	32	74	7,503	12	10	31
High	0	0	1,764	0	0	12
Midlife - Young Kids						
Low	43	377	3,715	32	105	31
Medium	0	0	148	0	0	2
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	318	2,983	0	115	32
Medium	62	932	19,053	36	199	121
High	11	18	3,240	10	6	33
Mature						
Low	1,823	3,223	100,745	545	359	333
Medium	366	630	32,997	96	61	96
High	93	645	32,440	25	66	98
Not Private Households	0	89	2,956	0	104	102
Total	2,434	6,540	220,064			

CACI

CGA Summary - Tam Bain Tavern Laurieston

★ 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
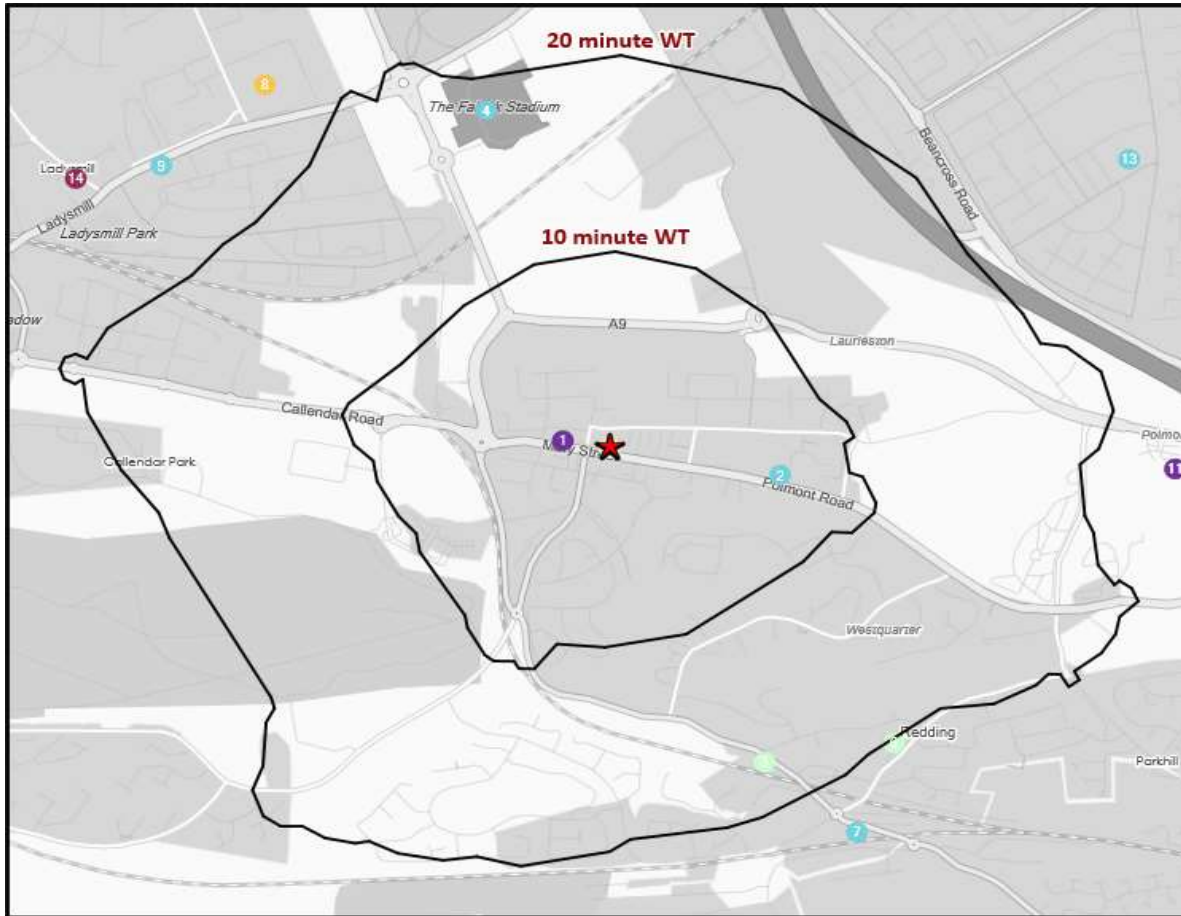
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Tam Bain Tavern	FK 2 9PS	Star Pubs & Bars	Community Pub	0.0
1	Benny Ts	FK 2 9PP	Independent Free	Restaurants	0.1
2	Laurieston Bowling Club	FK 2 9QT	Independent Free	Clubland	0.3
3	Birrells Bar	FK 2 9XL	Independent Free	Community Pub	0.7
4	Falkirk Football Club	FK 2 9EE	Independent Free	Large Venue	0.7
4	Falkirk Community Trust	FK 2 9EE	Independent Free	Clubland	0.7
6	Quoits	FK 2 9YD	Independent Free	Community Pub	0.8
7	Redding & West Quarter Unity Club	FK 2 9TX	Independent Free	Clubland	0.8
8	Forth Valley College	FK 2 9AD	Independent Free	High Street Pub	0.9
9	Forth Bingo	FK 2 9DD	Independent Free	Clubland	1.0
10	Canalside	FK 2 0DP	Independent Free	Family Pub Dining	1.0
11	Cadgers Brae	FK 2 0XS	Whitbread	Family Pub Dining	1.0
11	Chianti	FK 2 0XS	Independent Free	Restaurants	1.0
13	Railway Club	FK 3 8QY	Independent Free	Clubland	1.1
14	Mill Inn	FK 2 7AB	Independent Free	Premium Local	1.1
15	Scotts	FK 3 8PP	Independent Free	Large Venue	1.1
16	Scottish Prison Servce Coll Club	FK 2 0DE	Independent Free	High Street Pub	1.2
17	Storm	FK 1 1RP	Independent Free	Night Club	1.2
18	Callendar Arms	FK 1 1XS	Star Pubs & Bars	High Street Pub	1.2
18	Sanam Tandoori Restaurant	FK 1 1XS	Independent Free	Restaurants	1.2

Per Pub Analysis - Tam Bain Tavern Laurieston

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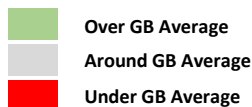
	Over GB Average
	Around GB Average
	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,434	6,540	220,064
Number of Competition Pubs	2	3	212
Adults 18+ per Competition Pub	1,217	2,180	1,038

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	13	0.5%	7
Circuit Bar	0	138	5.6%	139
Community Pub	1	1,062	43.7%	228
Craft Led	0	5	0.2%	6
Great Pub Great Food	0	121	5.0%	28
High Street Pub	0	844	34.7%	188
Premium Local	0	189	7.8%	47

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	83	1.3%	16
Circuit Bar	0	273	4.2%	103
Community Pub	2	2,105	32.2%	168
Craft Led	0	22	0.3%	10
Great Pub Great Food	0	459	7.0%	40
High Street Pub	0	1,703	26.0%	141
Premium Local	0	555	8.5%	52

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	5,762	2.6%	32
Circuit Bar	19	9,804	4.5%	110
Community Pub	34	67,456	30.7%	160
Craft Led	0	2,018	0.9%	27
Great Pub Great Food	6	25,633	11.6%	66
High Street Pub	19	56,019	25.5%	138
Premium Local	29	28,381	12.9%	78

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