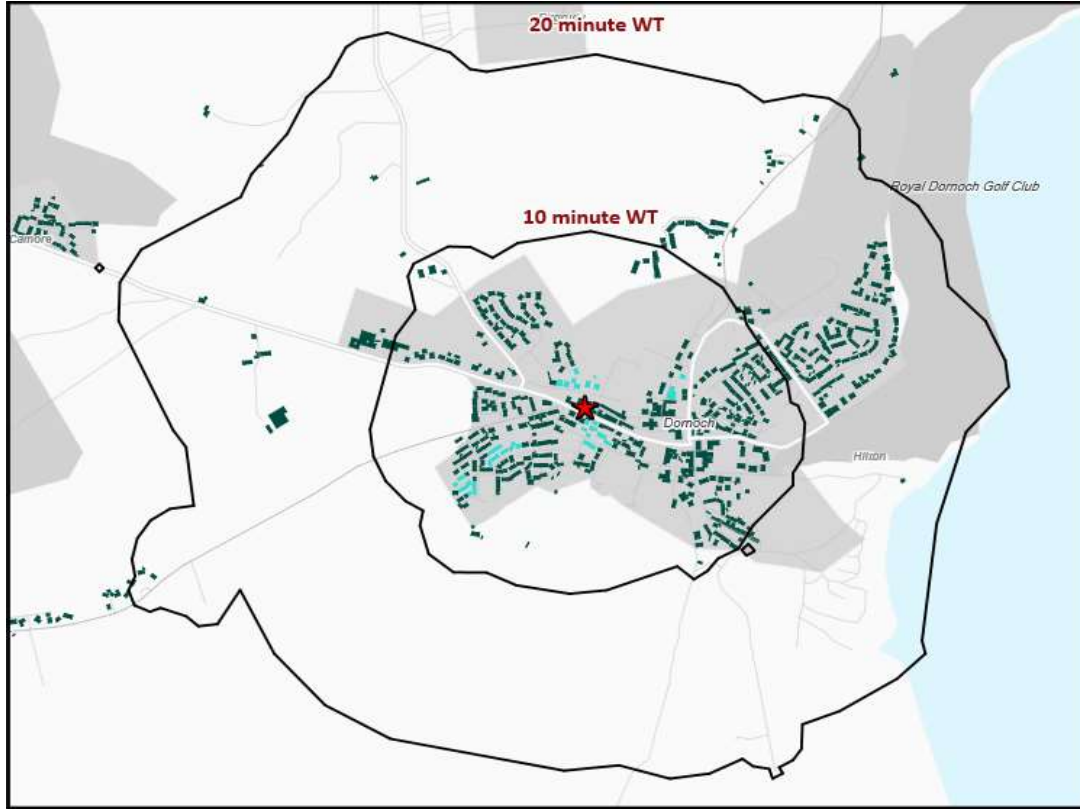


Catchment Summary - Eagle Hotel Dornoch



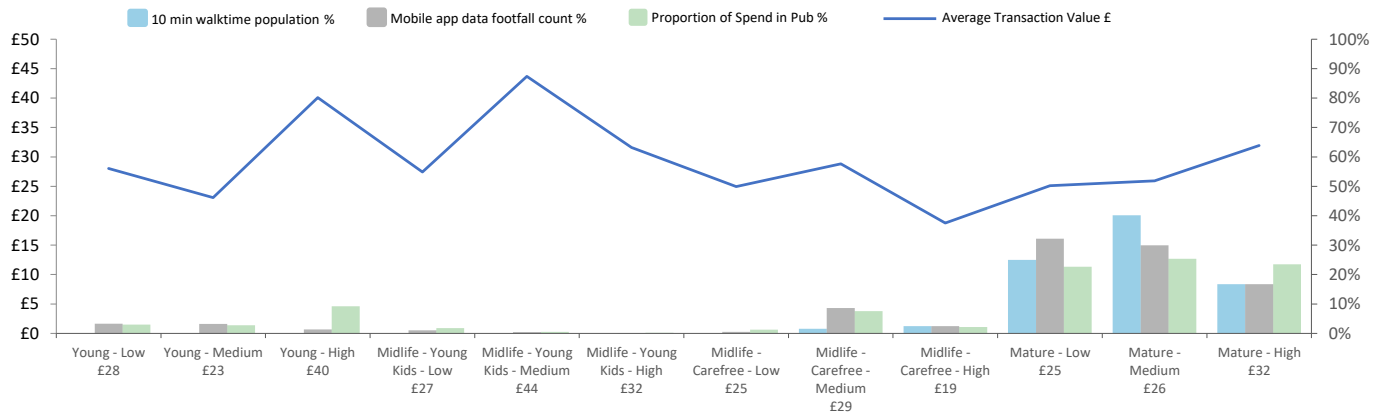
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627039	Eagle Hotel Dornoch	IV25 3SR	Star Pubs & Bars	Premium Local	20



- ★ 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 - Eagle Hotel Dornoch

	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**

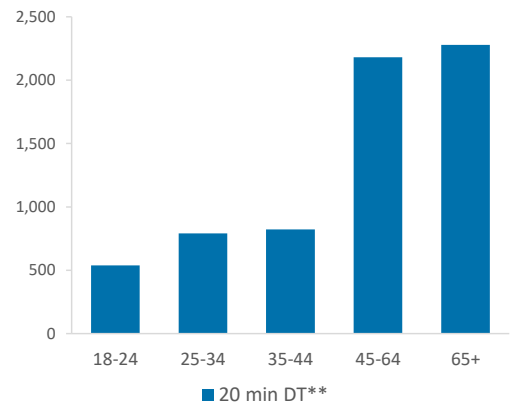
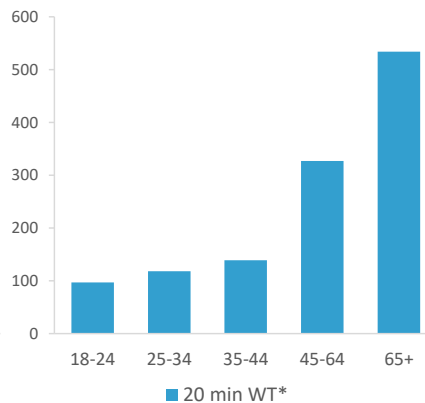
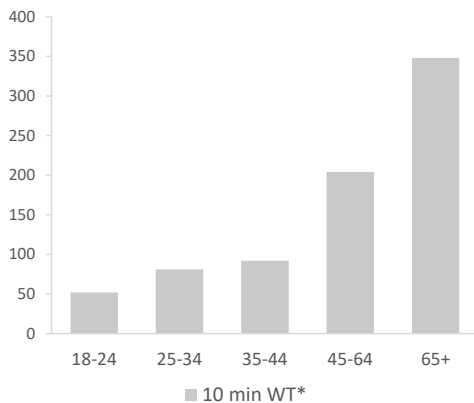
Population	897	1,407	7,996	17	8	2
Adults 18+	777	1,215	6,612	17	8	2
Competition Pubs	3	3	12	17	8	3
Adults 18+ per Competition Pub	259	405	551	30	47	64
% Adults Likely to Drink	81.2%	80.4%	78.2%	107	105	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	25.0%	26.8%	45.3%	75	81	136
	Medium	41.7%	49.0%	39.3%	109	128	103
	High	19.2%	12.3%	12.1%	70	45	44

*Affluence does not include Not Private Households

Age Profile	18-24	52	97	539	71	85	83
	25-34	81	118	791	68	63	74
	35-44	92	139	822	77	75	78
	45-64	204	327	2,181	89	90	106
	65+	348	534	2,279	202	198	148



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	401 (45%)	643 (46%)	3,777 (47%)	91	93	96
	Female	496 (55%)	764 (54%)	4,219 (53%)	108	106	103

Economic Status (16+)	Employed: Full-time	254 (32%)	372 (30%)	2,139 (32%)	94	87	92
	Employed: Part-time	62 (8%)	122 (10%)	828 (12%)	66	83	103
	Self employed	67 (9%)	100 (8%)	618 (9%)	92	88	99
	Unemployed	8 (1%)	13 (1%)	99 (1%)	37	38	53
	Full-time student	8 (1%)	13 (1%)	97 (1%)	43	44	60
	Retired	340 (43%)	523 (42%)	2,241 (33%)	197	194	151
	Other	49 (6%)	92 (7%)	749 (11%)	36	43	64

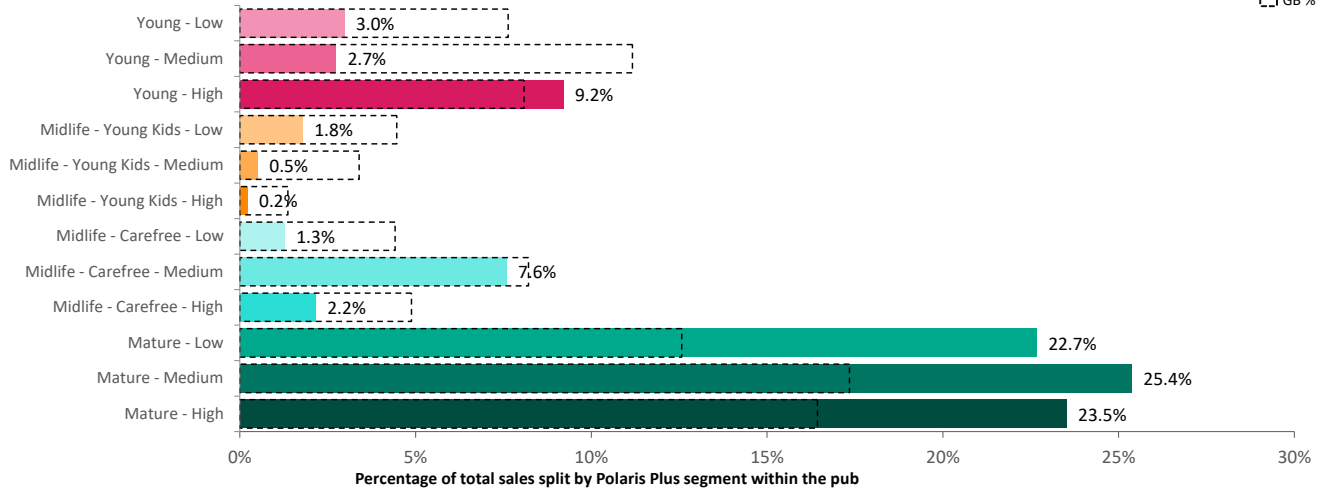
Total Worker Count	674	798	4,219
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See the Glossary page for further information on the above variables

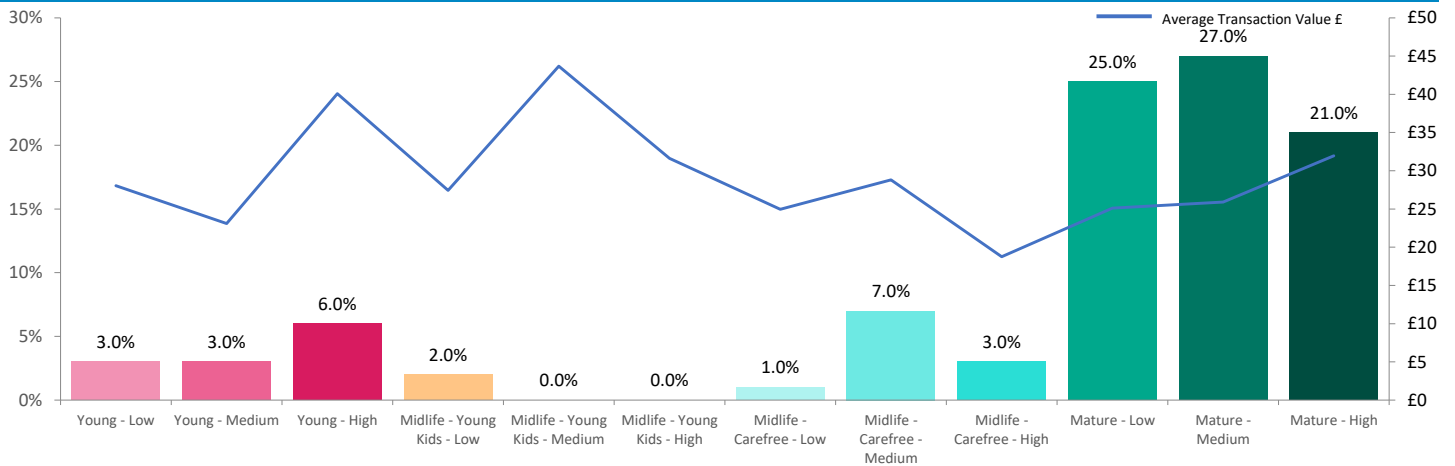
Transactional Data Summary - Eagle Hotel Dornoch

Spend by Polaris Plus

GB %

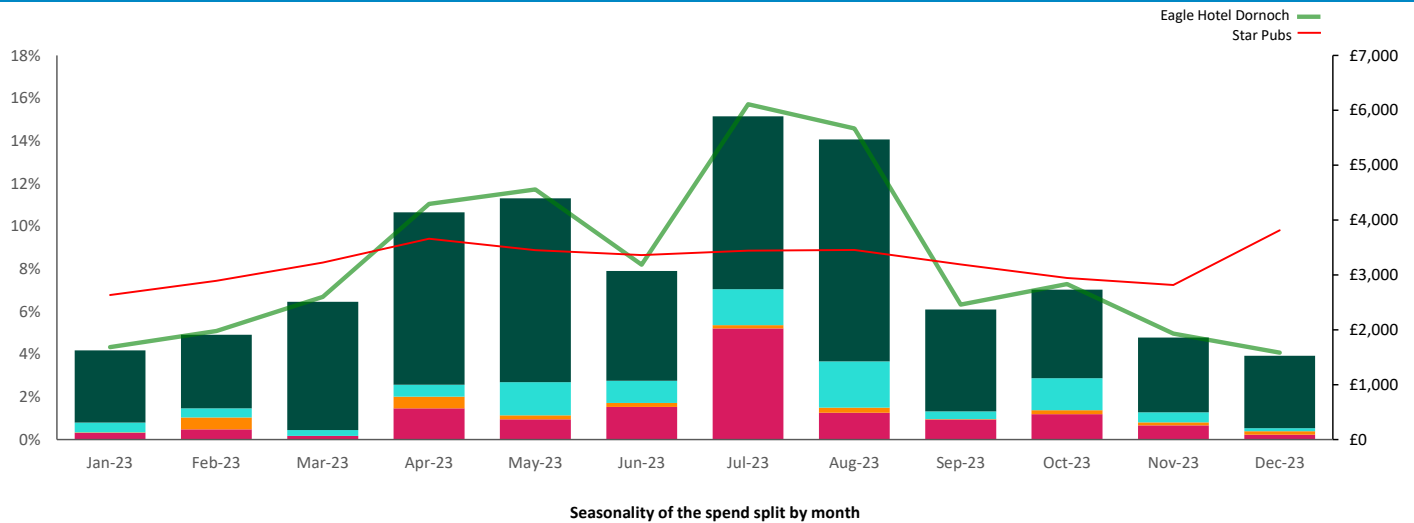


% of Transactions and Average Transaction Values (£) by Polaris Plus



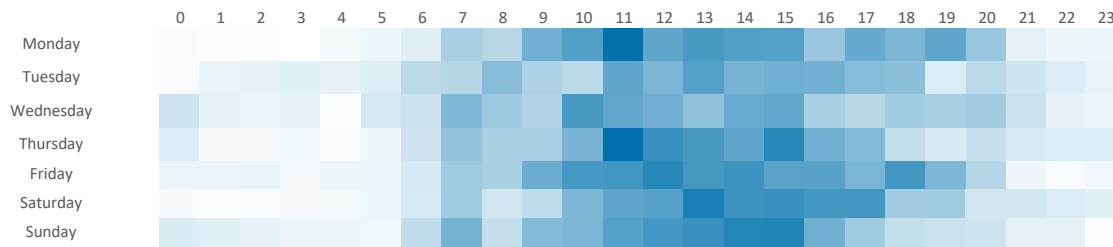
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



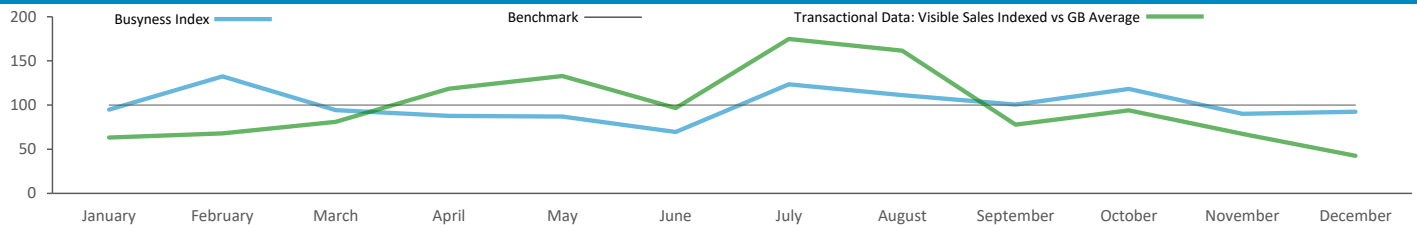
Mobile Data Summary - Eagle Hotel Dornoch

Time of Day/Day of Week



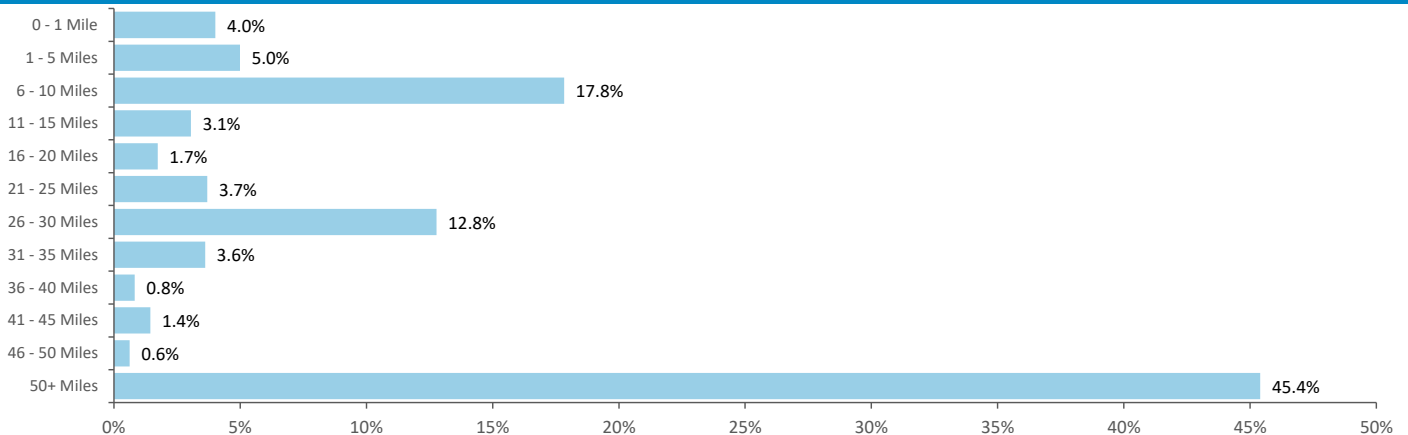
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

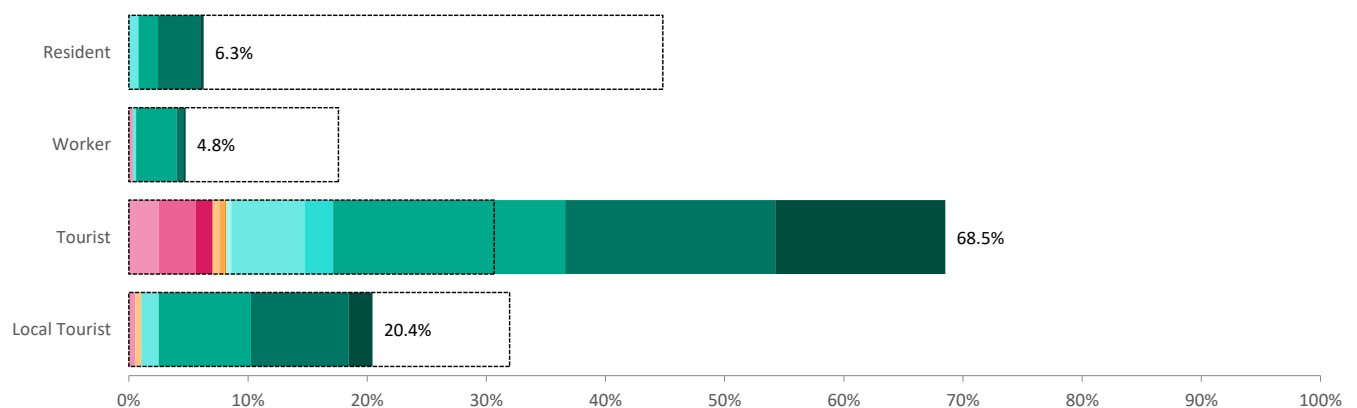
Distance from Home



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



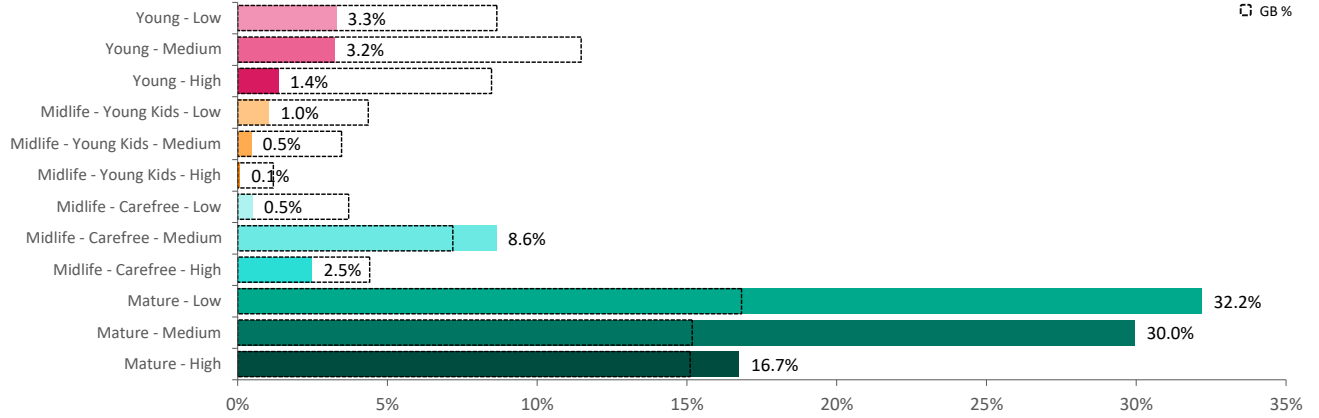
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Eagle Hotel Dornoch



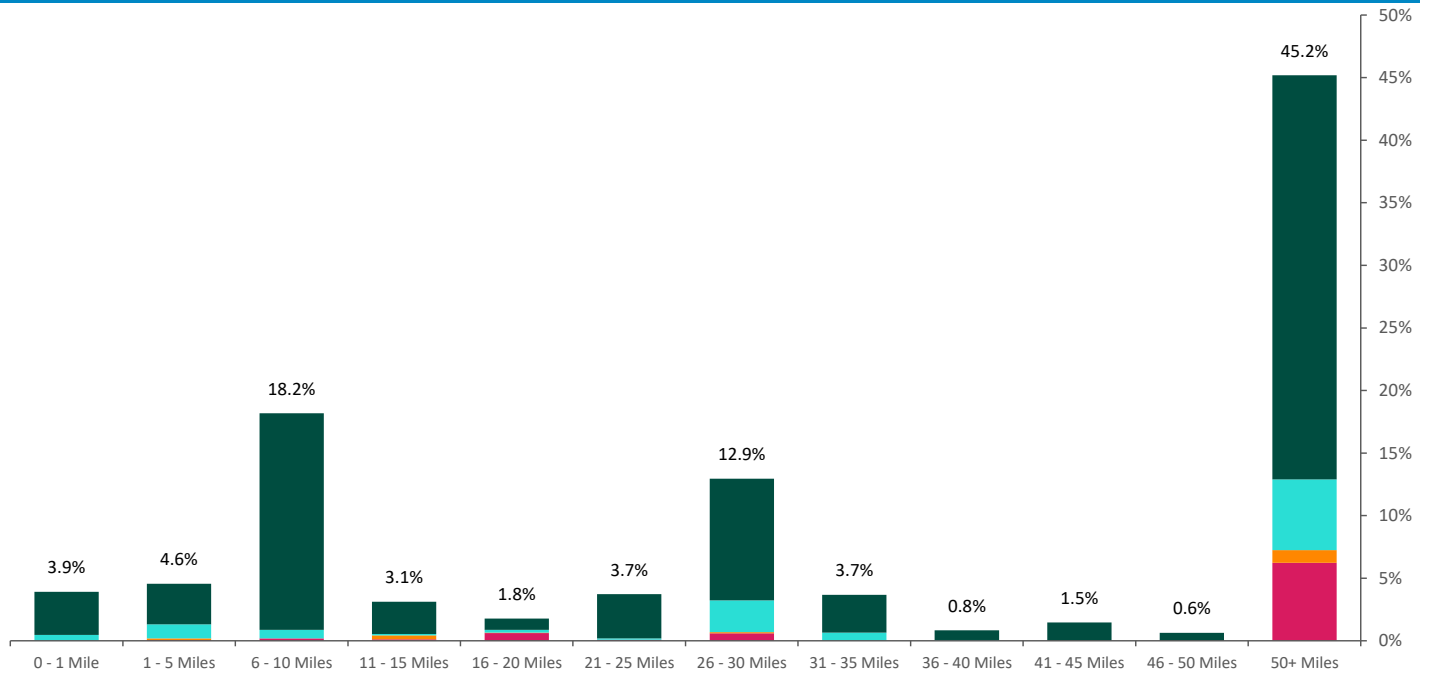
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Polaris Plus Profile



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



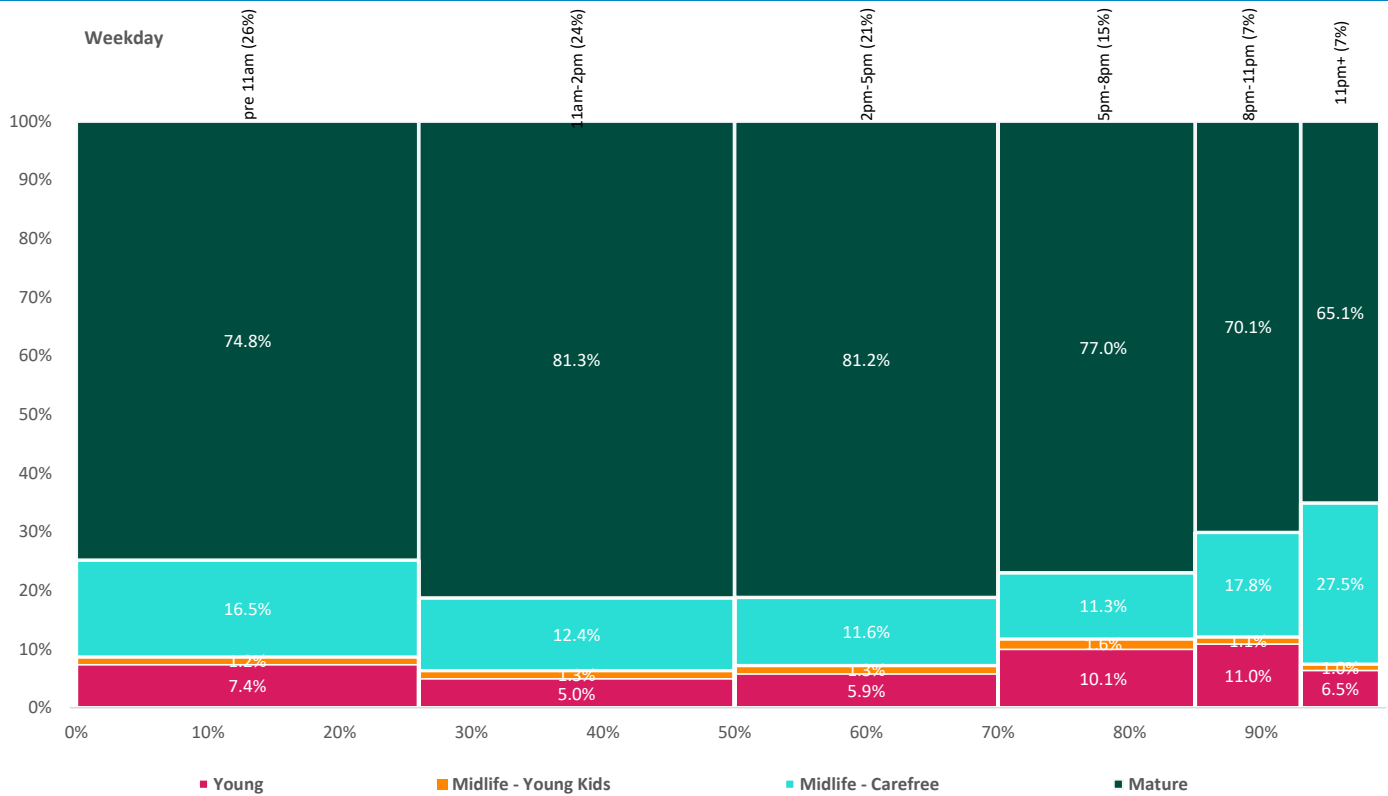
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Eagle Hotel Dornoch

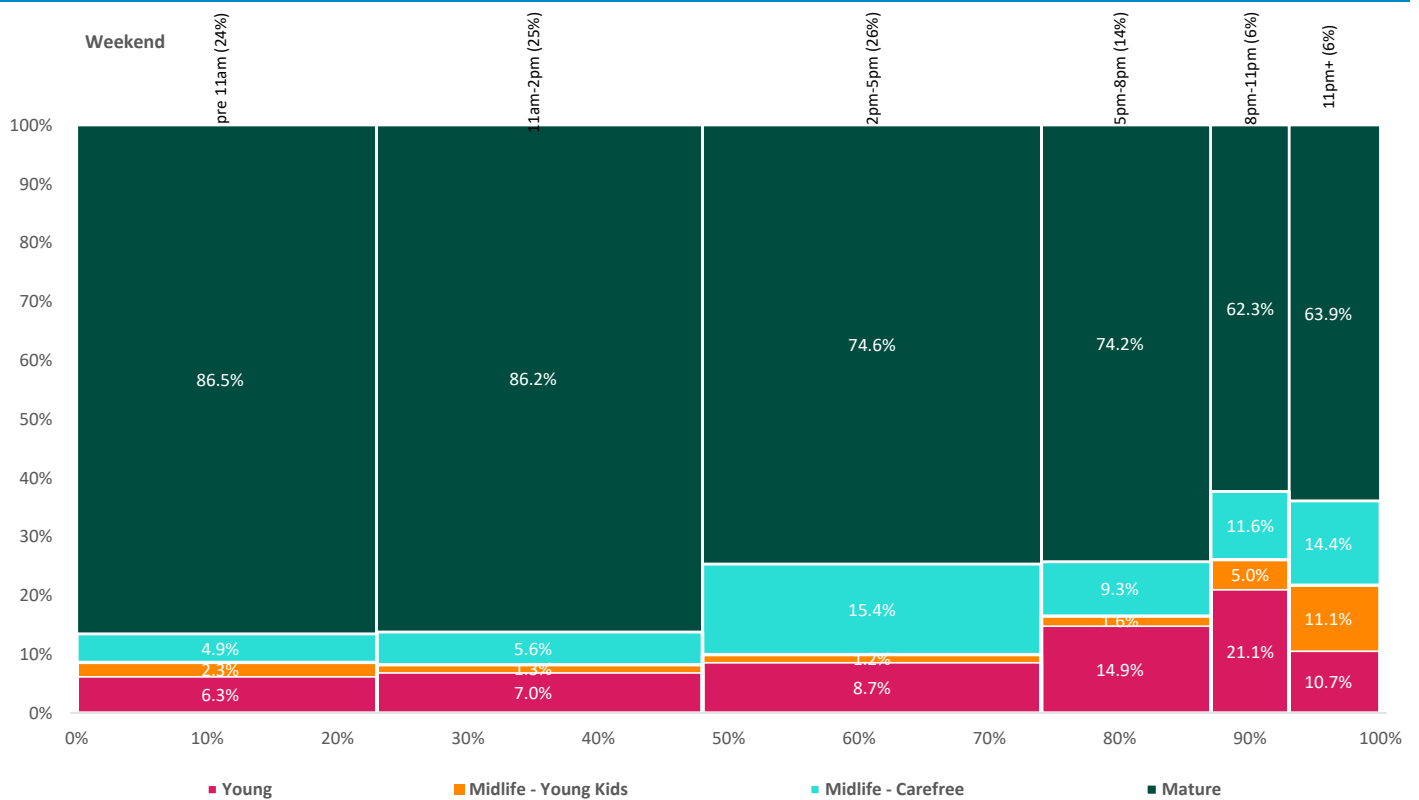


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Time of Day by Polaris: Weekday (Monday to Friday)



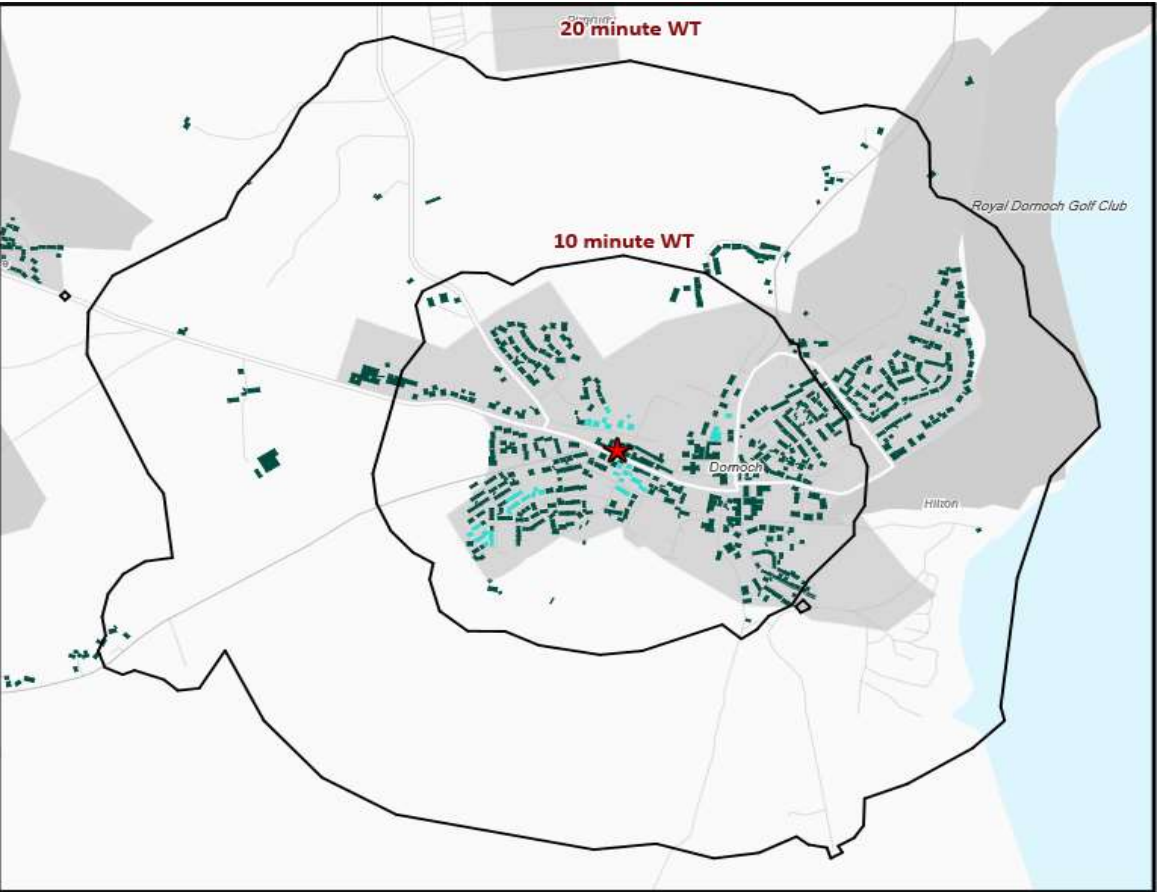
Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Eagle Hotel Dornoch



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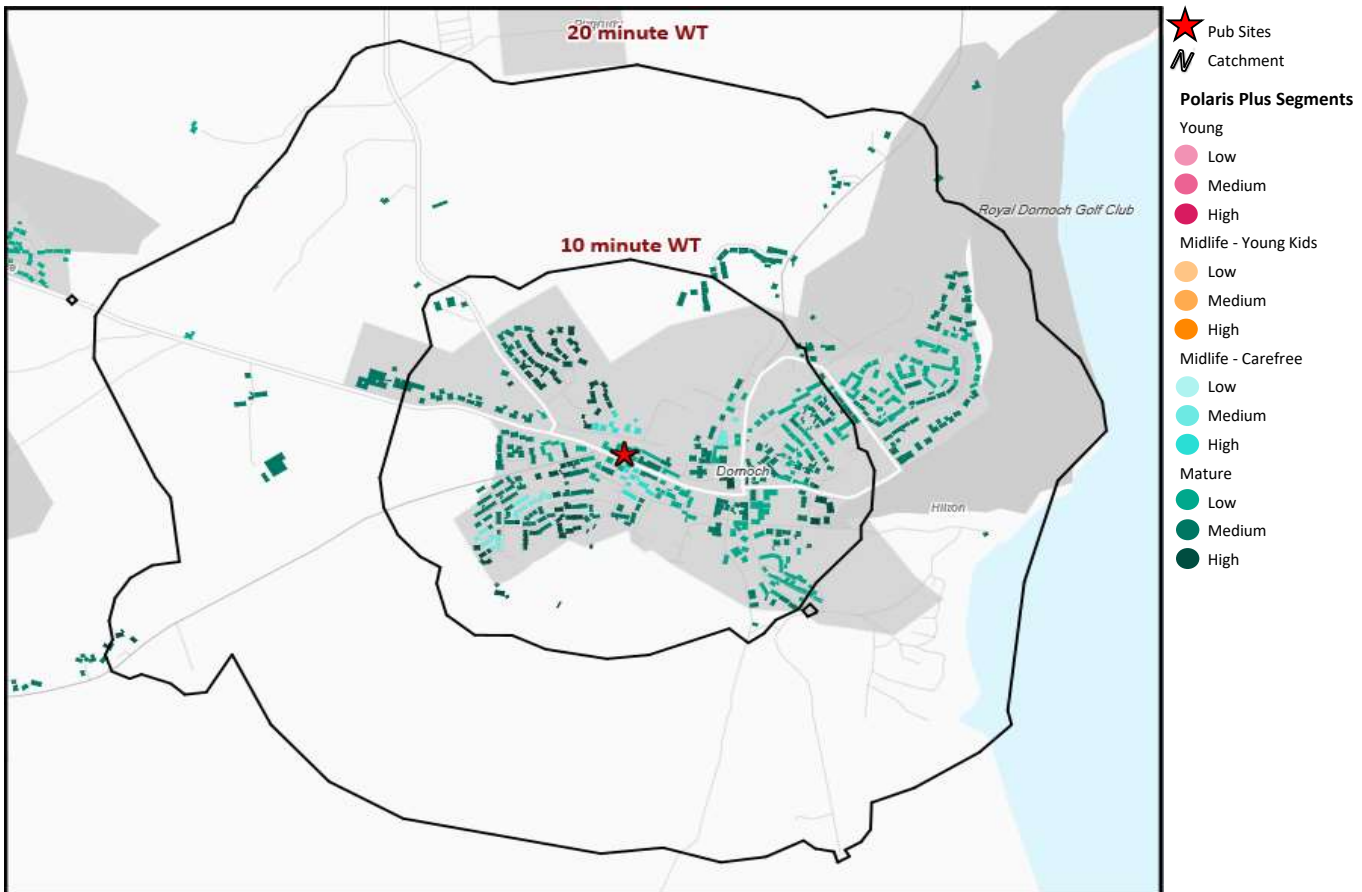
- ★ Pub Sites
- N Catchment
- Polaris Segments**
 - Young
 - Midlife - Young Kids
 - Midlife - Carefree
 - Mature

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	0	0	350	0	0	19
Midlife - Young Kids	0	19	167	0	14	23
Midlife - Carefree	31	36	494	25	19	47
Mature	636	1,015	5,377	184	188	183
Not Private Households	110	145	224	1,078	909	258
Total	777	1,215	6,612			

Polaris Plus Summary - Eagle Hotel Dornoch



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	323	0	0	50
Medium	0	0	27	0	0	4
High	0	0	0	0	0	0
Midlife - Young Kids						
Low	0	0	148	0	0	41
Medium	0	19	19	0	36	7
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	0	0	0	0
Medium	12	17	431	22	20	91
High	19	19	63	55	35	21
Mature						
Low	194	326	2,524	182	195	278
Medium	312	559	2,119	256	294	205
High	130	130	734	112	71	74
Not Private Households	110	145	224	1,078	909	258
Total	777	1,215	6,612			

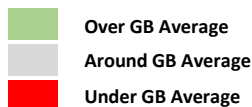
CGA Summary - Eagle Hotel Dornoch



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Eagle Hotel	IV25 3SR	Star Pubs & Bars	Premium Local	0.0
1	Luigi	IV25 3SN	Independent Free	Restaurants	0.1
2	Highland Spice	IV25 3QY	Independent Free	Restaurants	0.2
3	Dornoch Castle Hotel	IV25 3SD	Independent Free	Premium Local	0.2
3	Coach House Bar And Restaurant	IV25 3SD	Independent Free	Premium Local	0.2
5	Royal Dornoch Golf Club	IV25 3LW	Independent Free	Sports Clubs	0.3
6	Royal Golf Hotel	IV25 3LG	Independent Free	Hotel	0.4
7	Dornoch Hotel	IV25 3LF	CHG (Coach Holidays Group)	Hotel	0.4
8	Links House	IV25 3LN	Independent Free	Hotel	0.4
9	Dornoch Camping & Caravan Park	IV25 3LX	Independent Free	Large Venue	0.6

Per Pub Analysis - Eagle Hotel Dornoch



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	777	1,215	6,612
Number of Competition Pubs	3	3	12
Adults 18+ per Competition Pub	259	405	551

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	11	1.4%	17
Circuit Bar	0	14	1.8%	45
Community Pub	0	187	24.1%	126
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	129	16.5%	94
High Street Pub	0	167	21.5%	117
Premium Local	3	147	19.0%	115

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	15	1.2%	15
Circuit Bar	0	26	2.2%	54
Community Pub	0	325	26.7%	140
Craft Led	0	1	0.1%	3
Great Pub Great Food	0	175	14.4%	81
High Street Pub	0	293	24.1%	131
Premium Local	3	219	18.0%	109

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	97	1.5%	18
Circuit Bar	0	231	3.5%	86
Community Pub	0	2,063	31.2%	163
Craft Led	0	21	0.3%	9
Great Pub Great Food	0	784	11.9%	67
High Street Pub	2	1,783	27.0%	146
Premium Local	6	978	14.8%	90

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.																																									
<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="3">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="5">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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