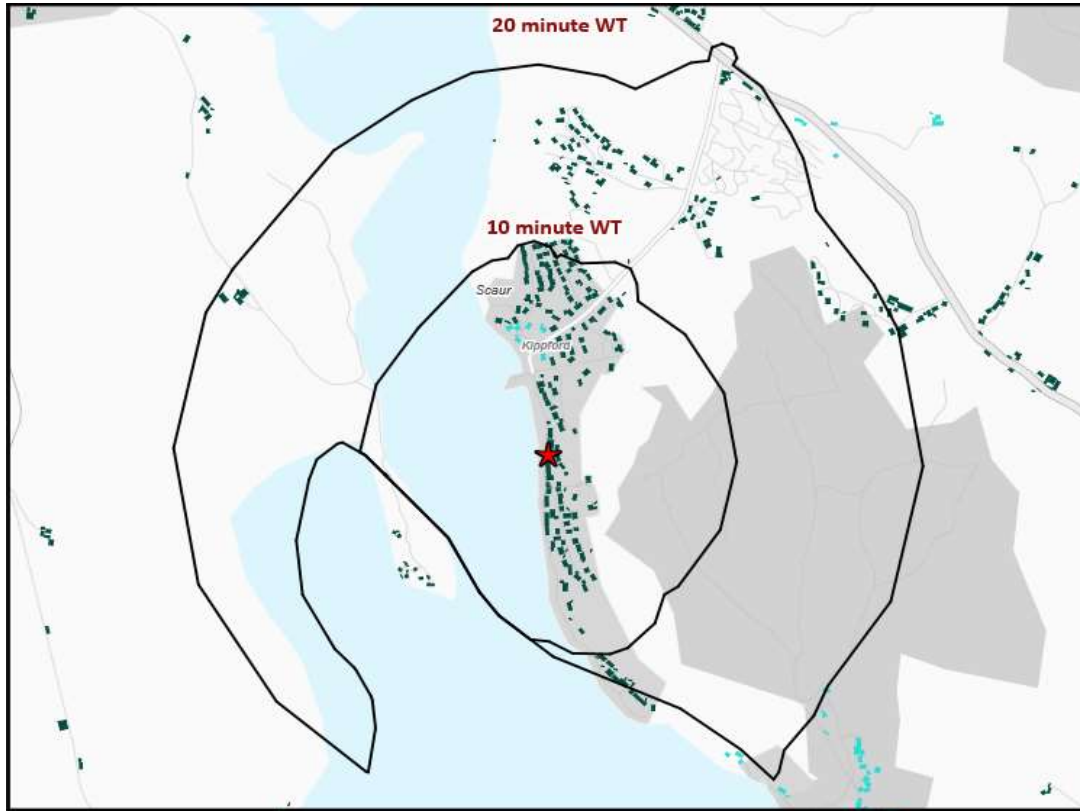


Catchment Summary - Anchor Hotel Kippford



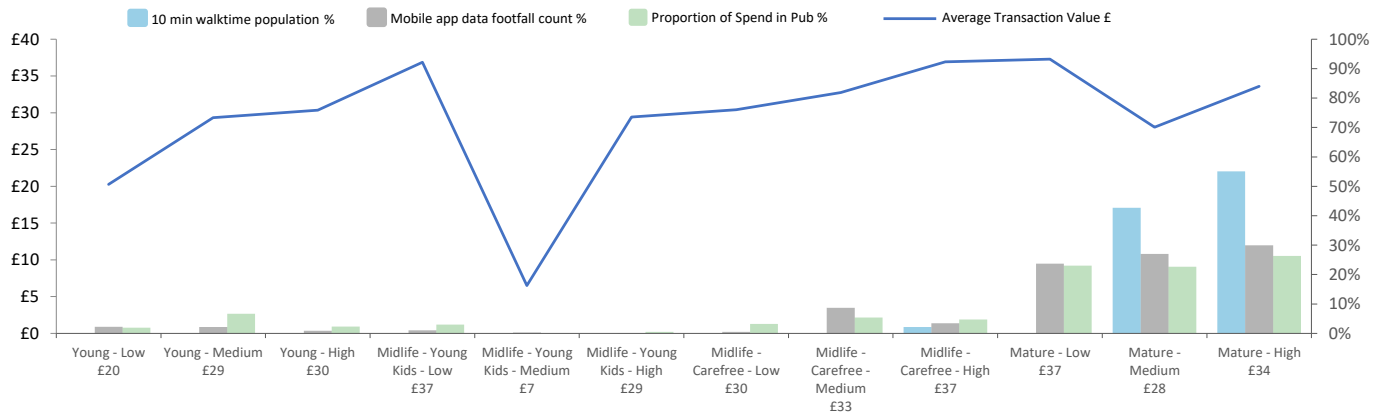
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627046	Anchor Hotel Kippford	DG 5 4LN	Star Pubs & Bars	Family Pub Dining	20



- ★ 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 - Anchor Hotel Kippford

	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**

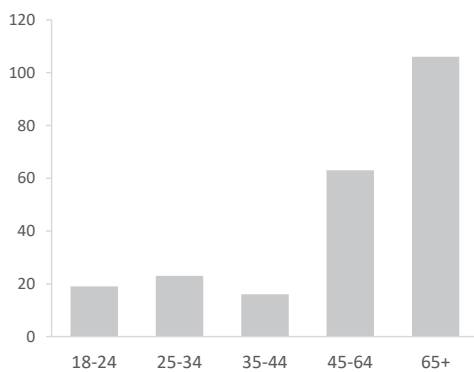
Population	250	250	11,350	5	1	3
Adults 18+	227	227	9,559	5	1	3
Competition Pubs	1	1	15	6	3	4
Adults 18+ per Competition Pub	227	227	637	26	26	74
% Adults Likely to Drink	84.5%	84.5%	78.7%	111	111	103

Population & Adults 18+ index is based on all pubs

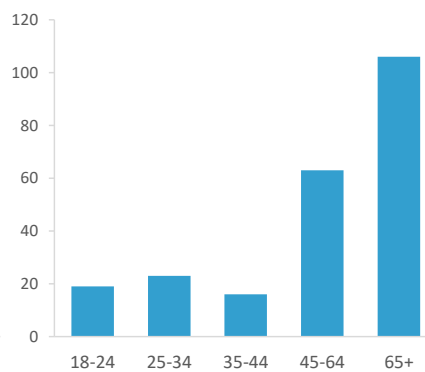
Affluence	Low	0.0%	0.0%	58.0%	0	0	174
	Medium	42.7%	42.7%	28.8%	112	112	76
	High	57.3%	57.3%	11.7%	210	210	43

*Affluence does not include Not Private Households

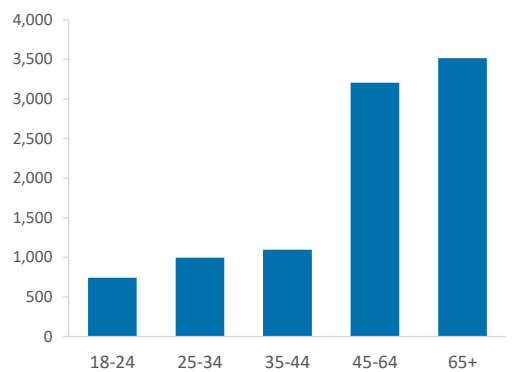
Age Profile	18-24	19	19	742	93	93	80
	25-34	23	23	998	69	69	66
	35-44	16	16	1,097	48	48	73
	45-64	63	63	3,206	98	98	110
	65+	106	106	3,516	221	221	161



■ 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	121 (48%)	121 (48%)	5,411 (48%)	99	99	97
	Female	129 (52%)	129 (52%)	5,939 (52%)	101	101	103

Economic Status (16+)	Employed: Full-time	35 (15%)	35 (15%)	2,740 (28%)	44	44	81
	Employed: Part-time	18 (8%)	18 (8%)	1,253 (13%)	65	65	108
	Self employed	24 (10%)	24 (10%)	1,003 (10%)	112	112	111
	Unemployed	0 (0%)	0 (0%)	118 (1%)	0	0	44
	Full-time student	0 (0%)	0 (0%)	124 (1%)	0	0	53
	Retired	134 (58%)	134 (58%)	3,601 (37%)	264	264	168
	Other	21 (9%)	21 (9%)	958 (10%)	52	52	56

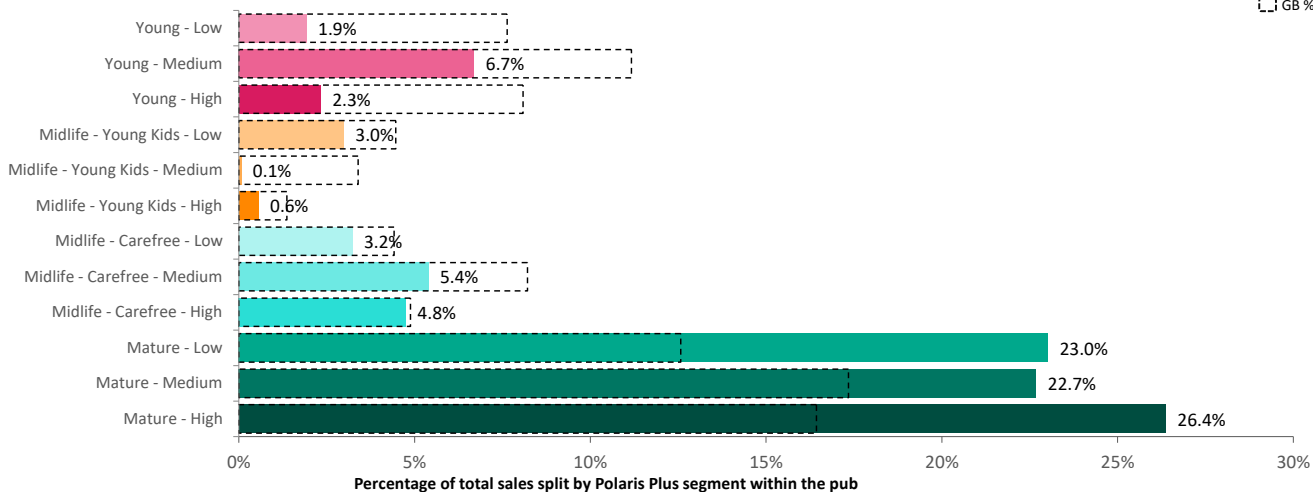
Total Worker Count	17	17	3,522
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See the Glossary page for further information on the above variables

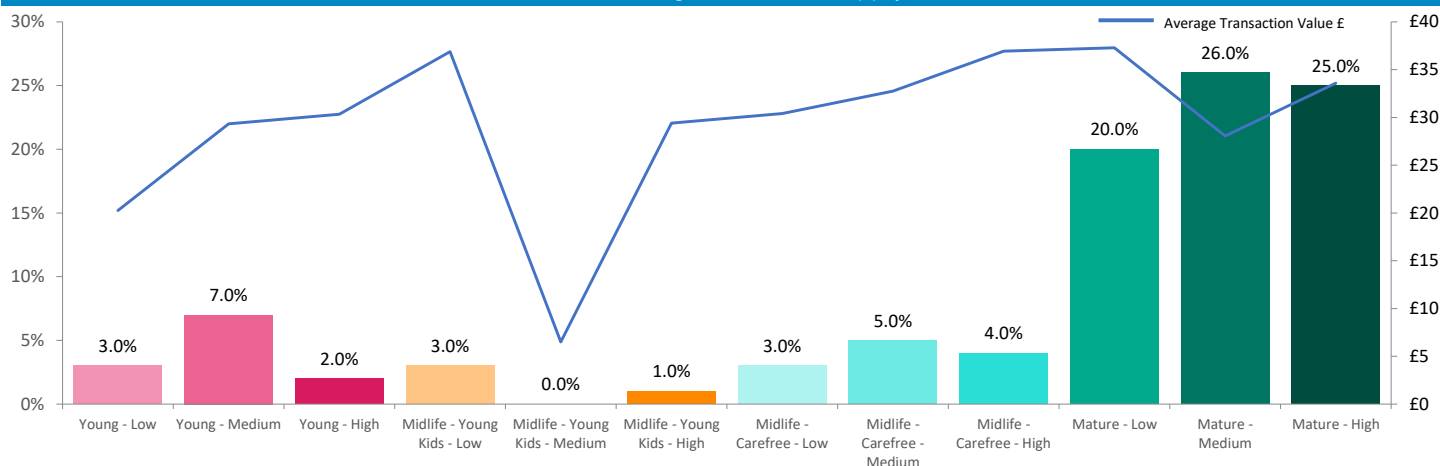
Transactional Data Summary - Anchor Hotel Kippford

Spend by Polaris Plus

GB %

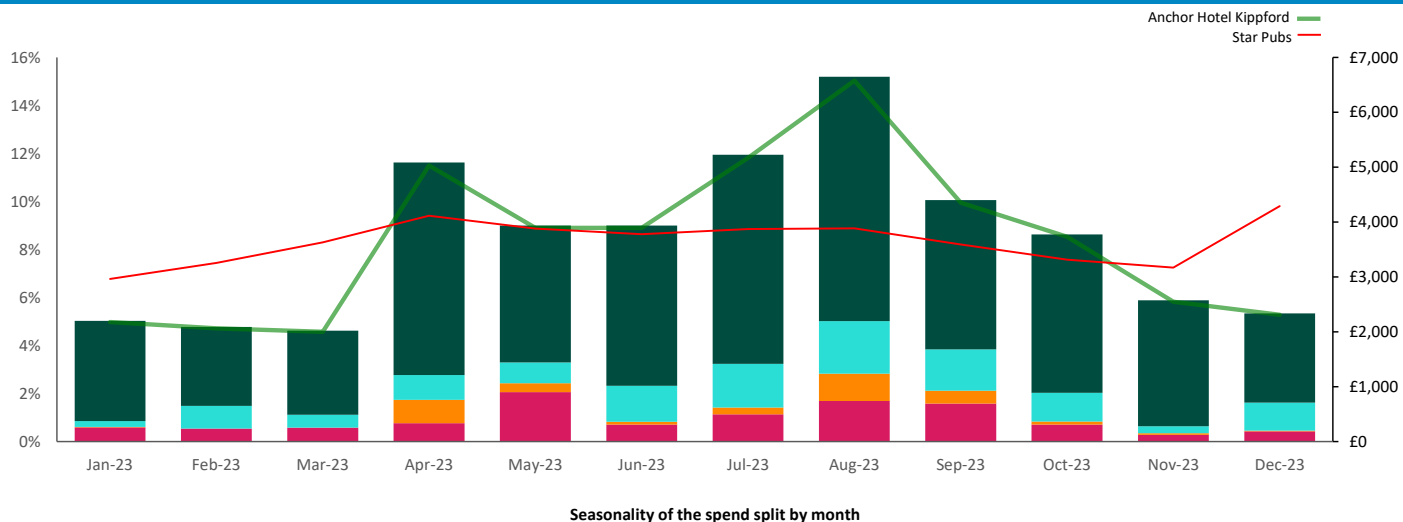


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

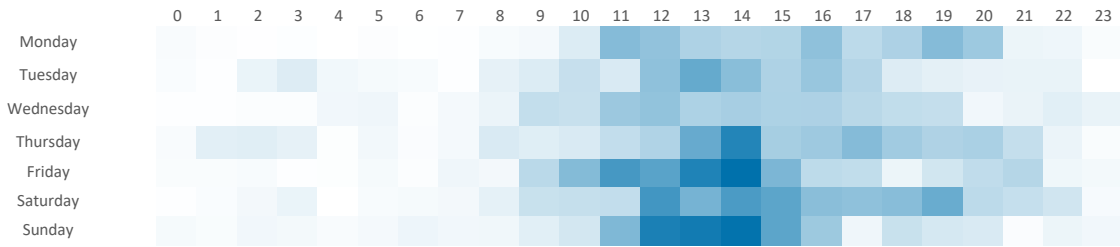


Mobile Data Summary - Anchor Hotel Kippford



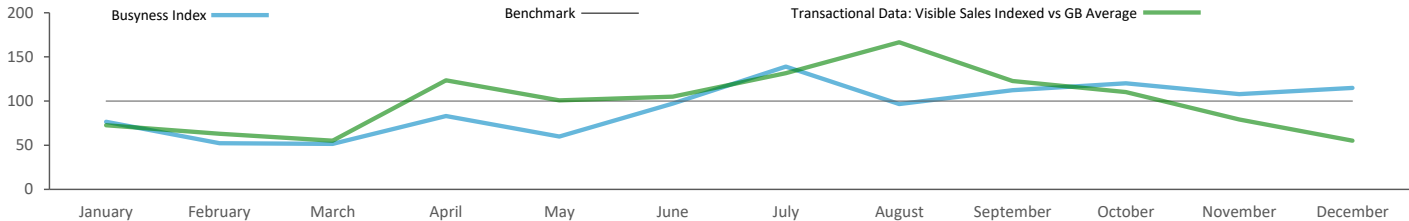
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Time of Day/Day of Week



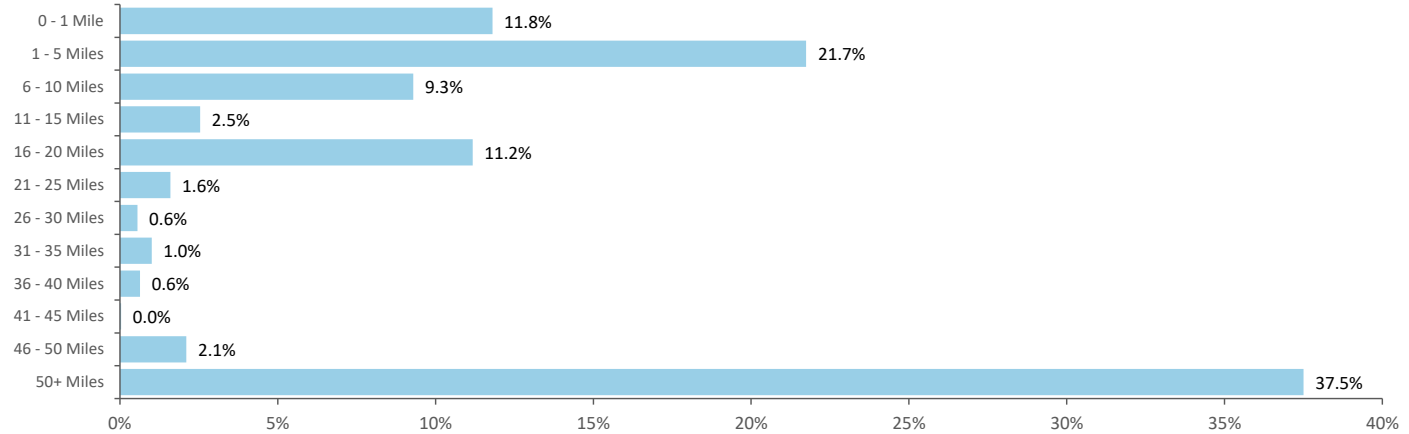
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

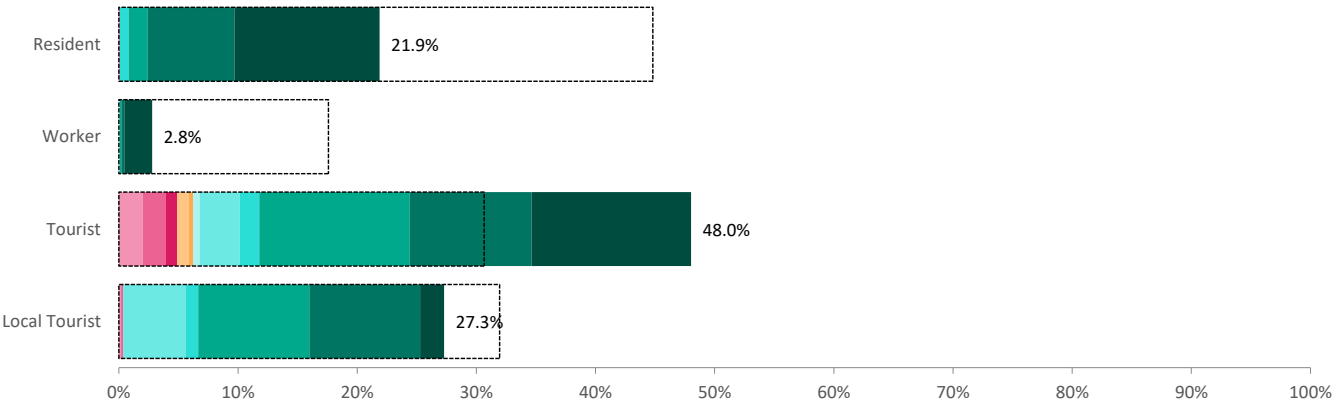
Distance from Home



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



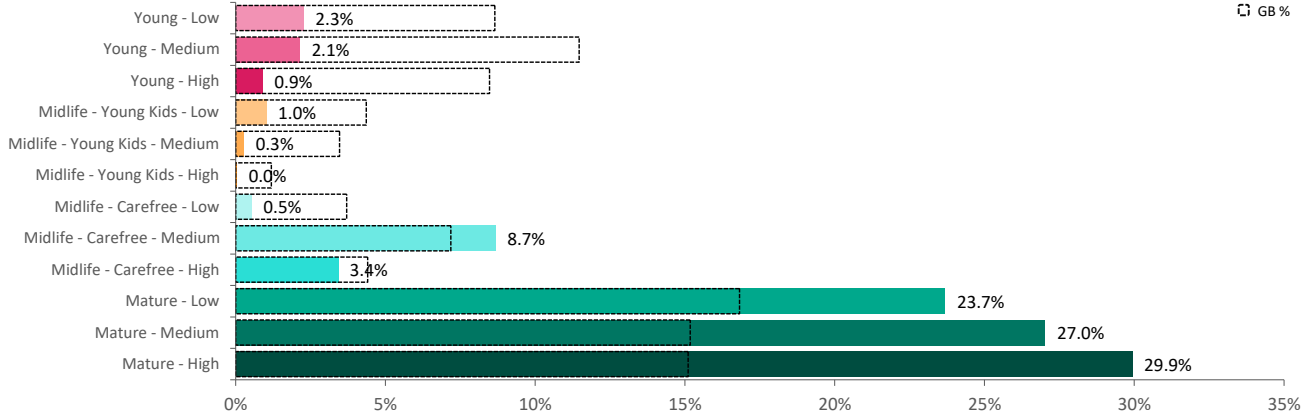
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Anchor Hotel Kippford



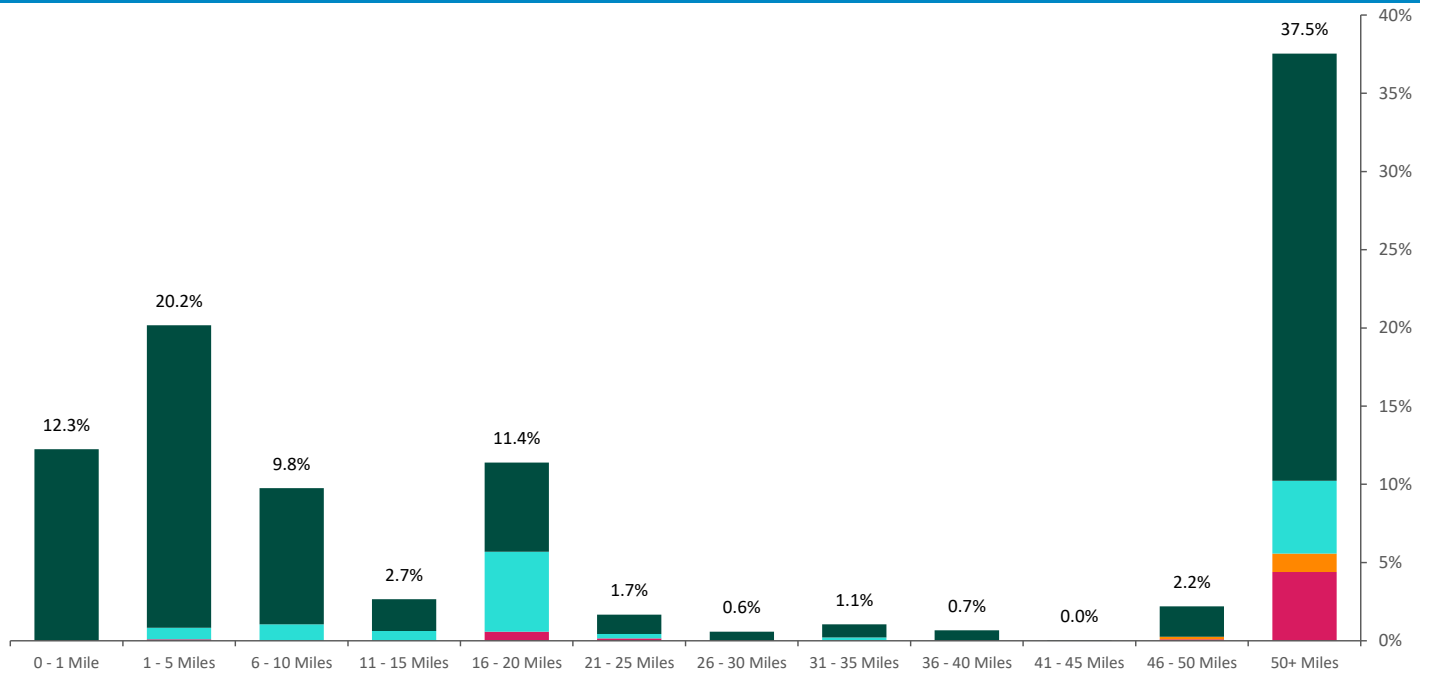
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Polaris Plus Profile



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



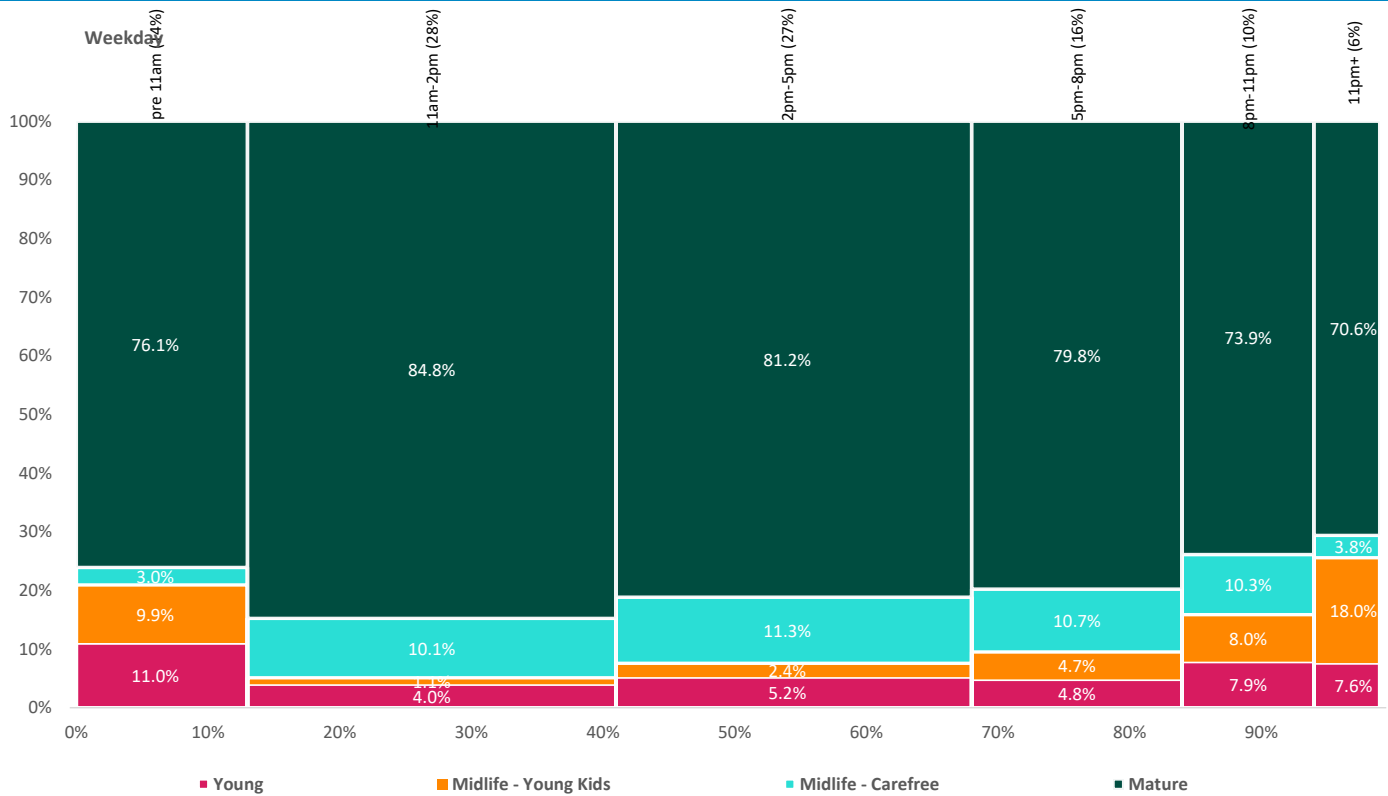
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Anchor Hotel Kippford

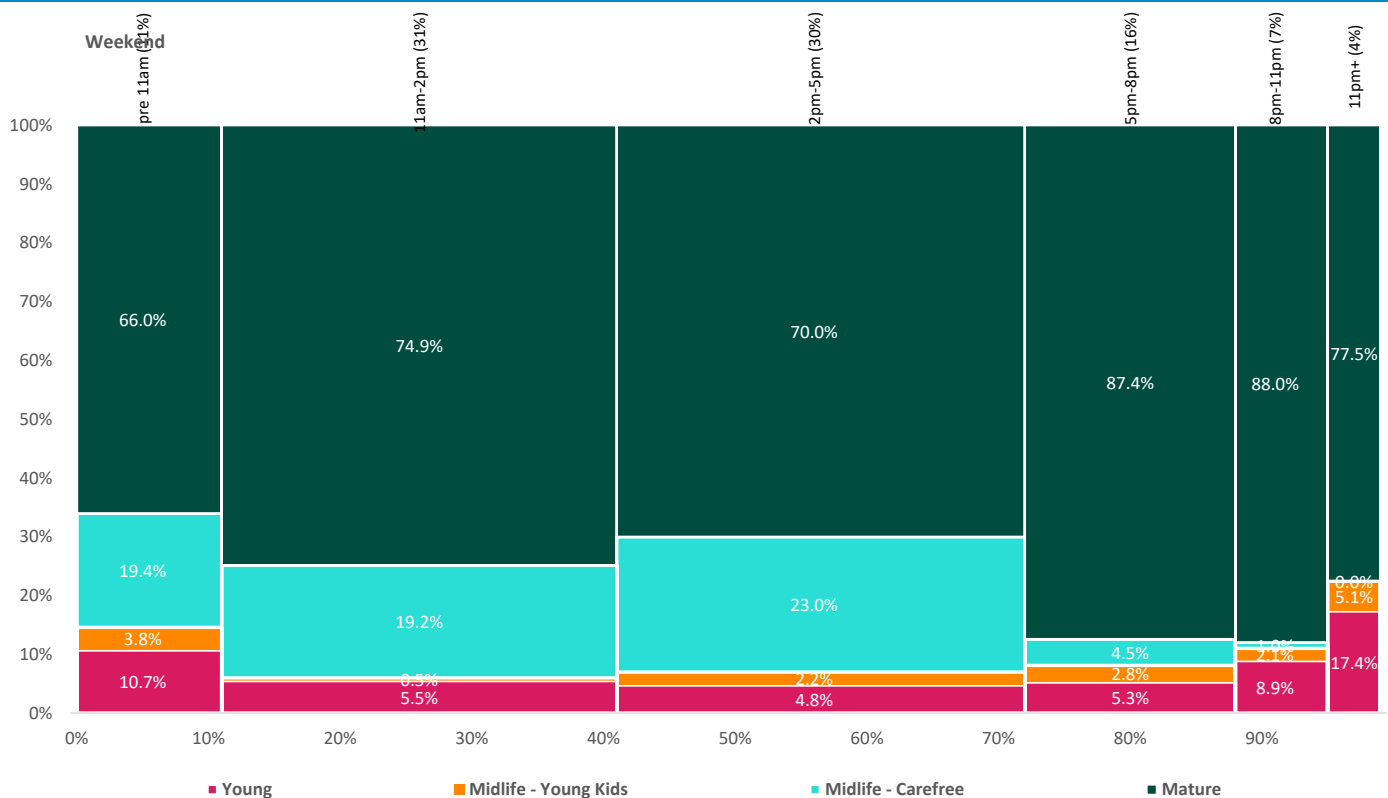


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Time of Day by Polaris: Weekday (Monday to Friday)

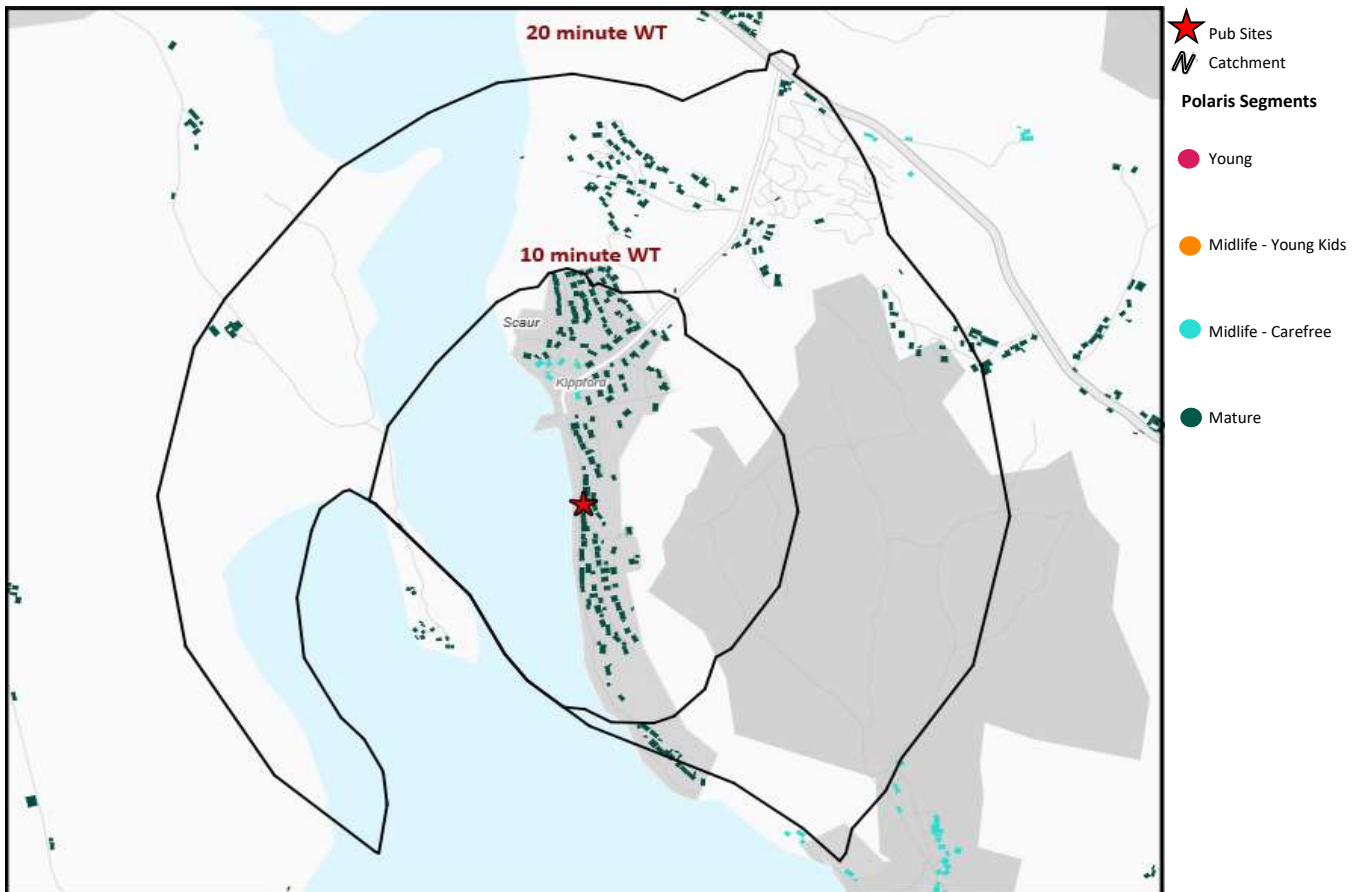


Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Anchor Hotel Kippford

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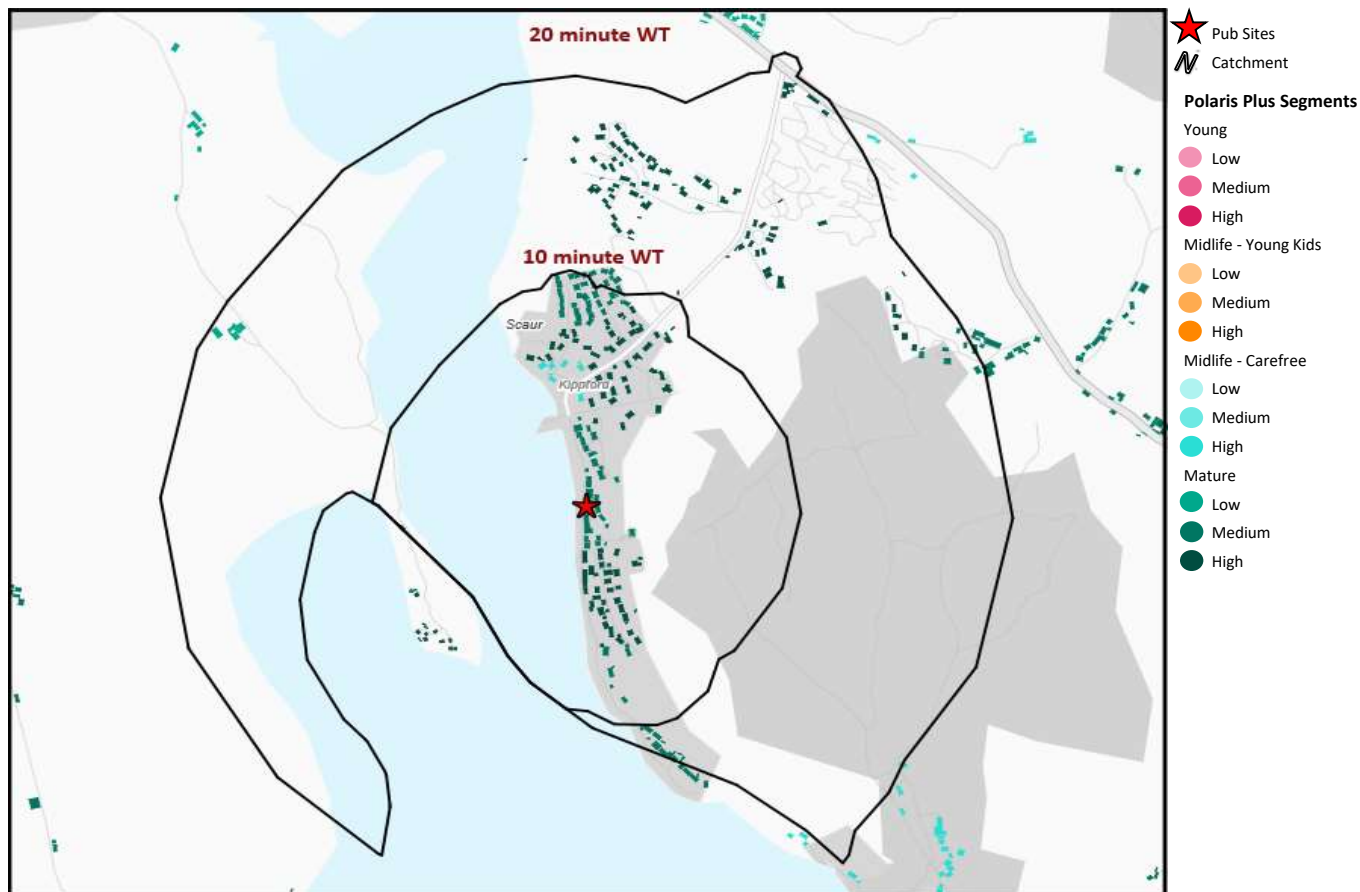


Polaris Profile by Catchment

*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	661	0	0	25
Midlife - Young Kids	0	0	23	0	0	2
Midlife - Carefree	5	5	523	14	14	35
Mature	222	222	8,206	220	220	193
Not Private Households	0	0	146	0	0	116
Total	227	227	9,559			

Polaris Plus Summary - Anchor Hotel Kippford

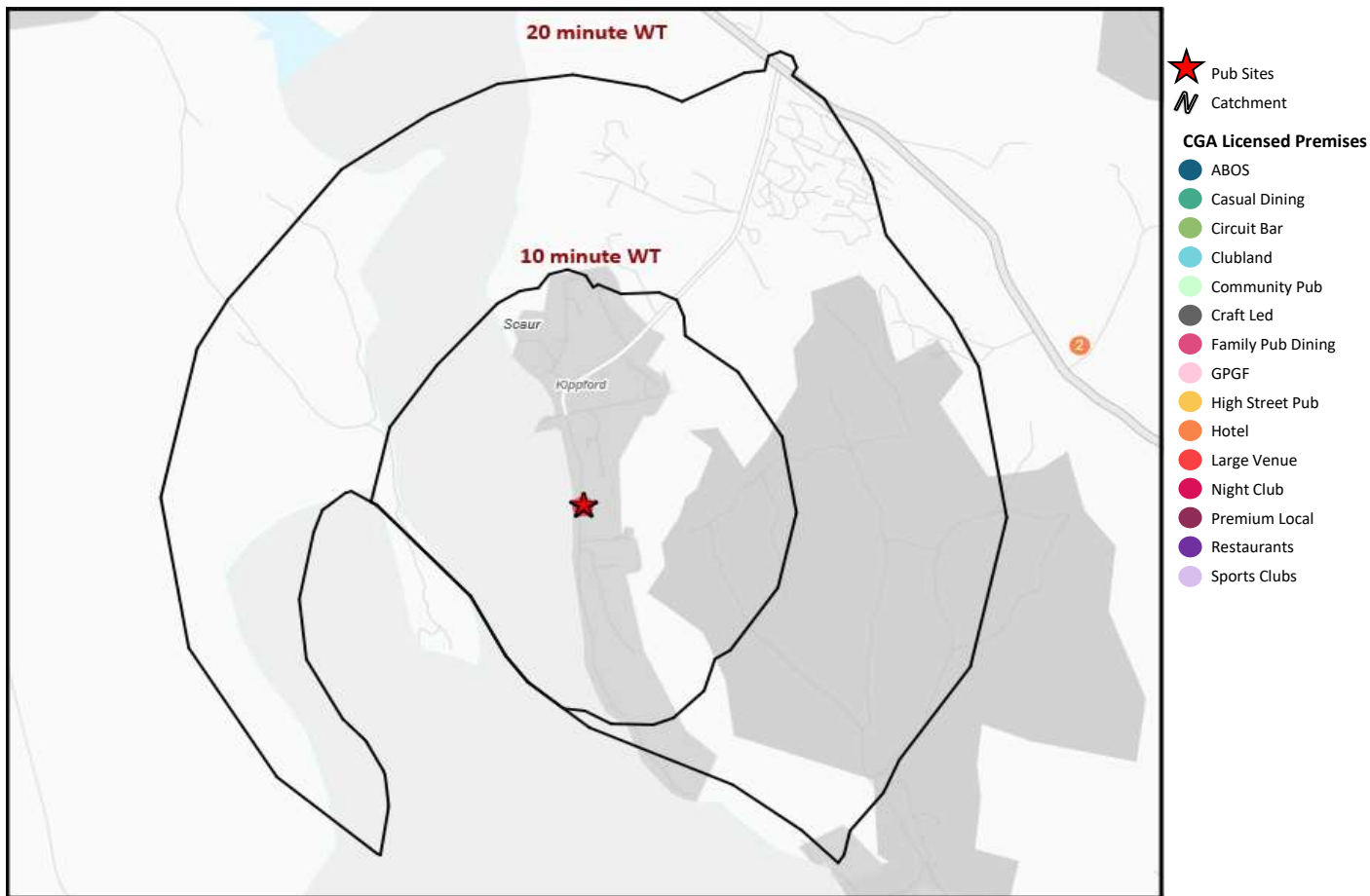


Polaris Plus Profile by Catchment

*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	639	0	0	68
Medium	0	0	22	0	0	2
High	0	0	0	0	0	0
Midlife - Young Kids						
Low	0	0	0	0	0	0
Medium	0	0	23	0	0	6
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	61	0	0	15
Medium	0	0	303	0	0	44
High	5	5	159	49	49	37
Mature						
Low	0	0	4,846	0	0	369
Medium	97	97	2,405	273	273	161
High	125	125	955	367	367	67
Not Private Households	0	0	146	0	0	116
Total	227	227	9,559			

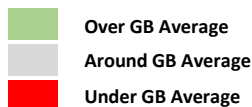
CGA Summary - Anchor Hotel Kippford



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Mariner Hotel	DG 5 4LN	Independent Free	Hotel	0.0
0	Anchor Hotel	DG 5 4LN	Star Pubs & Bars	Family Pub Dining	0.0
2	Clonyard House Hotel	DG 5 4QW	Independent Free	Hotel	0.9

Per Pub Analysis - Anchor Hotel Kippford



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	227	227	9,559
Number of Competition Pubs	1	1	15
Adults 18+ per Competition Pub	227	227	637

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	9	4.1%	51
Circuit Bar	0	0	0.0%	0
Community Pub	0	27	12.0%	63
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	82	36.1%	204
High Street Pub	0	28	12.5%	68
Premium Local	0	80	35.4%	214

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	9	4.1%	51
Circuit Bar	0	0	0.0%	0
Community Pub	0	27	12.0%	63
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	82	36.1%	204
High Street Pub	0	28	12.5%	68
Premium Local	0	80	35.4%	214

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	151	1.6%	20
Circuit Bar	0	440	4.6%	114
Community Pub	1	3,358	35.1%	184
Craft Led	0	36	0.4%	11
Great Pub Great Food	0	995	10.4%	59
High Street Pub	0	2,809	29.4%	159
Premium Local	6	1,259	13.2%	80

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="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			
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