Catchment Summary - Tavern Prestwick

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	4,549	9,759	193,111	86	67	51
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	3,949	8,336	157,390	91	47	53
	Competition Pubs	19	20	227	127	63	63
	Adults 18+ per Competition Pub	208	417	693	25	50	84
	% Adults Likely to Drink	84.5%	83.8%	82.0%	102	102	99
Affluence	Low	37.2%	33.3%	39.1%	145	130	152
	Medium	39.6%	47.7%	35.6%	101	121	90
	High	23.2%	17.9%	23.3%	69	53	69

*Affluence does not include Not Private Households
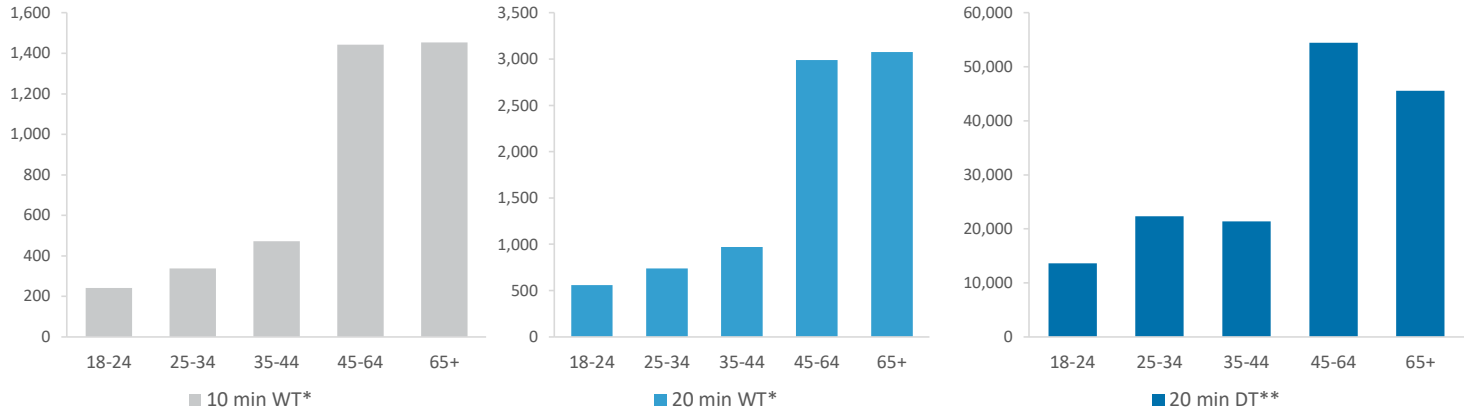
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Age Profile	18-24	242	558	13,645	66	71	87
	25-34	338	740	22,328	56	57	87
	35-44	472	972	21,397	81	77	86
	45-64	1,443	2,991	54,442	124	120	110
	65+	1,454	3,075	45,578	167	165	123

		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	2,154 (47%)	4,650 (48%)	92,304 (48%)	96	96	97
	Female	2,395 (53%)	5,109 (52%)	100,807 (52%)	104	104	103
Economic Status (16-74)	Employed: Full-time	1,370 (41%)	2,795 (40%)	55,189 (39%)	100	96	95
	Employed: Part-time	416 (13%)	952 (14%)	19,545 (14%)	97	105	107
	Self employed	293 (9%)	538 (8%)	9,241 (7%)	93	80	69
	Unemployed	53 (2%)	120 (2%)	4,370 (3%)	67	72	131
	Retired	775 (23%)	1,655 (24%)	25,602 (18%)	170	172	133
	Other	404 (12%)	940 (13%)	26,251 (19%)	62	68	95
	Total Worker Count	2,092	4,321	95,870			

See the Glossary page for further information on the above variables

CACI

Polaris Summary - Tavern Prestwick
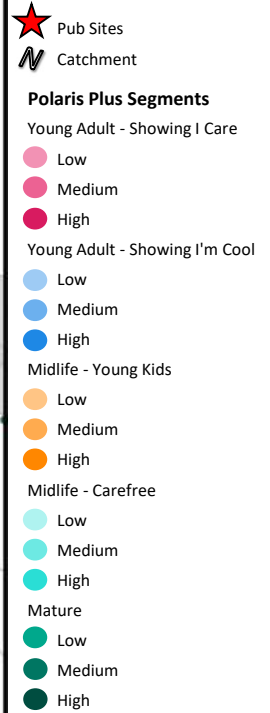
star PUBS&BARS

Legend:
- ★ Pub Sites
- Ν Catchment

Polaris Segments
- ● Young Adult - Showing I Care
- ● Young Adult - Showing I'm Cool
- ● 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 Adult - Showing I Care	0	0	392	0	0	3
Young Adult - Showing I'm Cool	269	356	9,928	74	46	69
Midlife - Young Kids	308	1,187	56,066	25	45	113
Midlife - Carefree	769	1,528	33,772	93	87	102
Mature	2,603	5,170	53,954	236	222	123
Not Private Households	0	95	3,278	0	79	145
Total	3,949	8,336	157,390			

Polaris Summary - Tavern Prestwick

Pub Sites
Catchment

Polaris Plus Segments

Young Adult - Showing I Care
- Low
- Medium
- High

Young Adult - Showing I'm Cool
- 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 Adult - Showing I Care						
Low	0	0	285	0	0	4
Medium	0	0	6	0	0	0
High	0	0	101	0	0	2
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	128	215	7,095	88	70	122
High	141	141	2,833	80	38	40
Midlife - Young Kids						
Low	0	409	29,715	0	44	170
Medium	264	729	17,874	45	59	76
High	44	49	8,477	21	11	100
Midlife - Carefree						
Low	13	161	10,237	10	57	191
Medium	397	826	11,490	150	148	109
High	359	541	12,045	83	59	70
Mature						
Low	1,455	2,203	21,242	621	445	227
Medium	774	2,205	19,554	155	209	98
High	374	762	13,158	101	97	89
Not Private Households	0	95	3,278	0	79	145
Total	3,949	8,336	157,390			

Transactional Data Summary - Tavern Prestwick

star
PUBS & BARS

Spend by Polaris

GB %

Segment	Percentage
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	0.0%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.0%
Young Adult - Showing I'm Cool - 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	0.0%
Mature - Medium	0.0%
Mature - High	0.0%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£0
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£0
Young Adult - Showing I'm Cool - High	£0
Midlife - Young Kids - Low	£0
Midlife - Young Kids - Medium	£0
Midlife - Young Kids - High	£0
Midlife - Carefree - Low	£0
Midlife - Carefree - Medium	£0
Midlife - Carefree - High	£0
Mature - Low	£0
Mature - Medium	£0
Mature - High	£0

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

Spend by Month

Tavern Prestwick
Star Pubs

CACI

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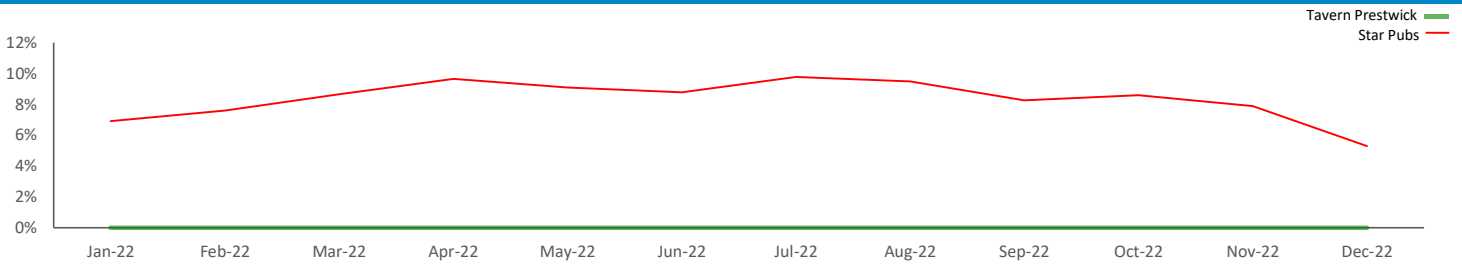
Time of Day/Day of Week
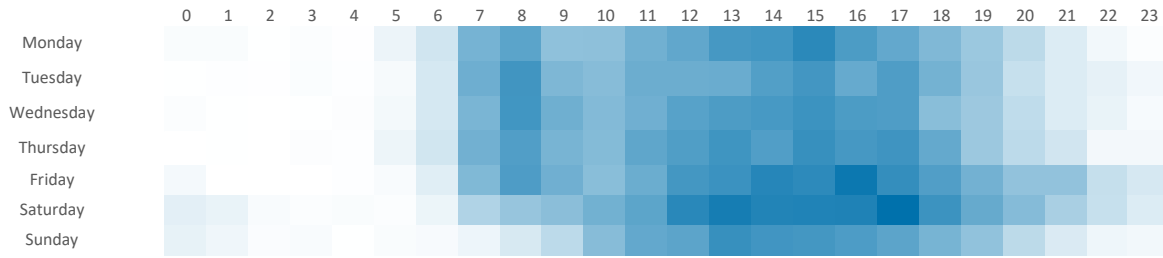
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month
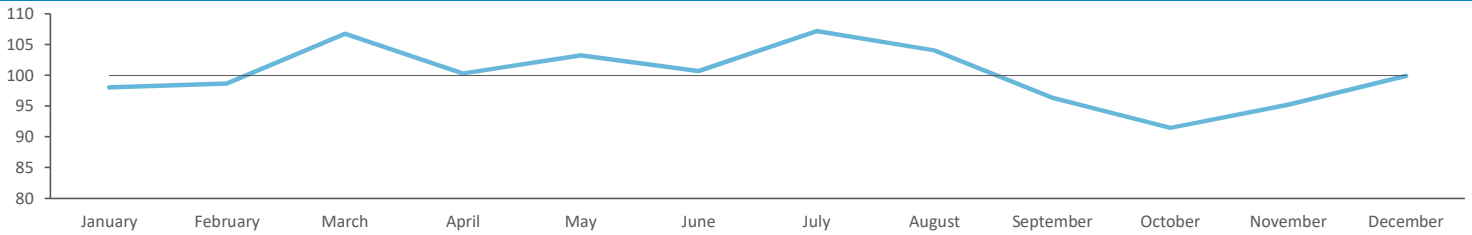
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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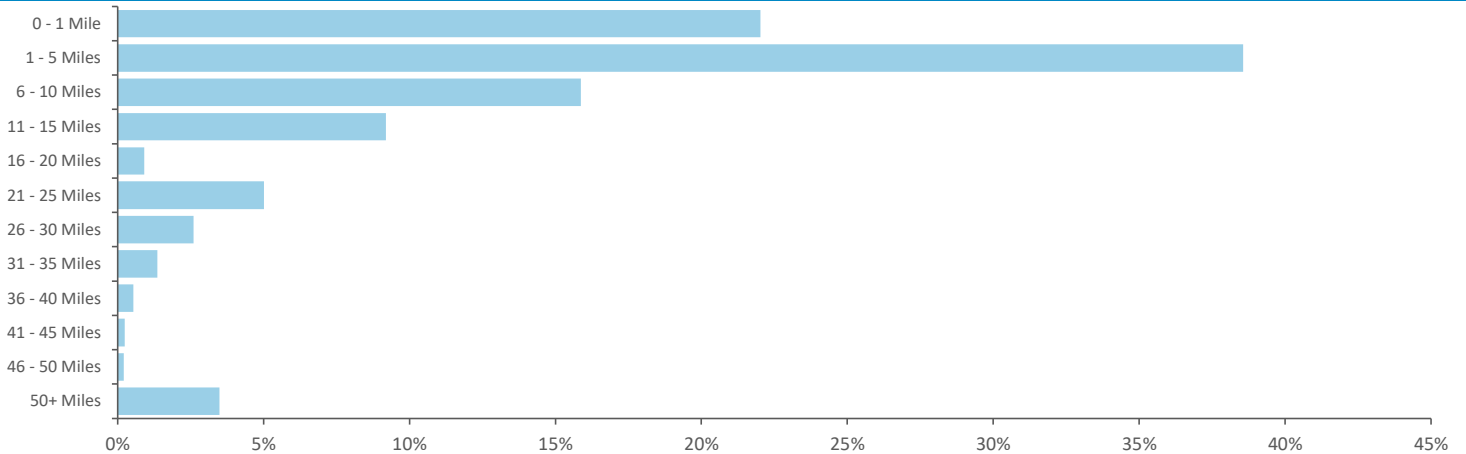
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile
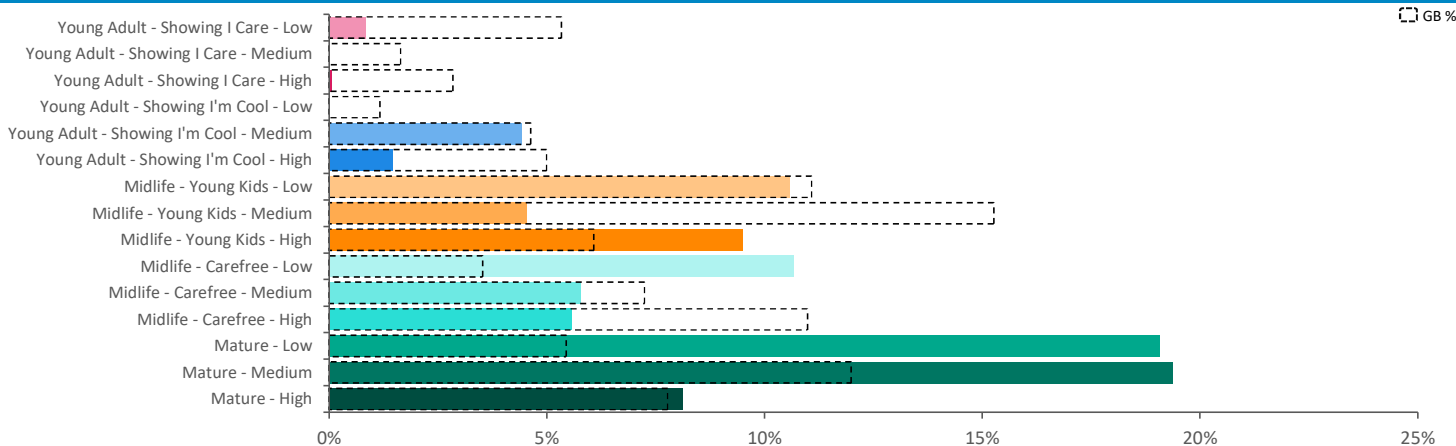
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Tavern Prestwick

★ 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)
1	Red Lion Hotel	KA 9 1AJ	Admiral Taverns Ltd	Circuit Bar	0.0
1	Eagle Tavern	KA 9 1AJ	Star Pubs & Bars	Family Pub Dining	0.0
3	Lido	KA 9 1JN	Buzzworks Holdings Group	ABOS	0.1
3	Orchid	KA 9 1JN	Independent Free	Restaurants	0.1
5	Prestwick Airport Club	KA 9 1AU	Independent Free	Clubland	0.1
6	Buf	KA 9 1NX	Independent Free	Premium Local	0.1
6	Central Bar	KA 9 1NX	Greene King	Circuit Bar	0.1
8	Prestwick Bowling Club	KA 9 1PJ	Independent Free	Clubland	0.2
9	Scruffy Duffys	KA 9 1JS	Independent Free	Family Pub Dining	0.2
9	Prestwick Pioneer	KA 9 1JS	Wetherspoons GB	Circuit Bar	0.2
11	Prestwick Golf Club	KA 9 1QH	Independent Free	Clubland	0.2
12	Taj Indian Restaurant	KA 9 1LA	Independent Free	Restaurants	0.2
13	Smugglers	KA 9 1PA	Independent Free	Circuit Bar	0.2
13	Vito's	KA 9 1PA	Independent Free	Restaurants	0.2
15	Fairway Cottages	KA 9 1QG	Independent Free	Hotel	0.3
16	1060 Club	KA 9 2JT	Independent Free	Clubland	0.3
17	Golf Inn	KA 9 1PB	Independent Free	Circuit Bar	0.3
17	Vic's & The Vine	KA 9 1PB	Buzzworks Holdings Group	ABOS	0.3
19	Raf Association Club	KA 9 1QL	Independent Free	Clubland	0.4
20	Caprice Bar	KA 9 1PG	Independent Free	Family Pub Dining	0.4

Per Pub Analysis - Tavern Prestwick

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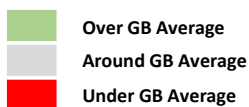
- Over GB Average
- Around GB Average
- Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,949	8,336	157,390
Number of Competition Pubs	19	20	227
Adults 18+ per Competition Pub	208	417	693

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	194	4.9%	48
Circuit Bar	156	4.0%	108
Community Pub	1,041	26.4%	152
Craft Led	57	1.5%	46
Great Pub Great Food	601	15.2%	79
High Street Pub	874	22.1%	128
Premium Local	614	15.6%	89

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	348	4.2%	41
Circuit Bar	284	3.4%	93
Community Pub	2,113	25.3%	146
Craft Led	97	1.2%	37
Great Pub Great Food	1,196	14.3%	75
High Street Pub	1,863	22.3%	129
Premium Local	1,355	16.2%	93

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	9,550	6.1%	60
Circuit Bar	4,798	3.0%	83
Community Pub	36,225	23.0%	133
Craft Led	2,565	1.6%	52
Great Pub Great Food	22,199	14.1%	74
High Street Pub	33,701	21.4%	124
Premium Local	23,347	14.8%	85

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, 5.1 **Medium:** Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2 **High:** Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74 **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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds *Conscious choices on sustainability and health*	*18-34 year olds* *Looking good and discovering what's new*	*35-54 year olds* *Children under 12 at home*	*35-54 year olds* *No children under 12 at home*	*55+ year olds*
Consumer Insight	*"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."*	*"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."*	*"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	• Fits **sustainability** values • Helps them **stand out** and be seen to be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and **be on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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 6 categories, 18 groups and 62 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.