

Catchment Summary - Stanes Glenrothes



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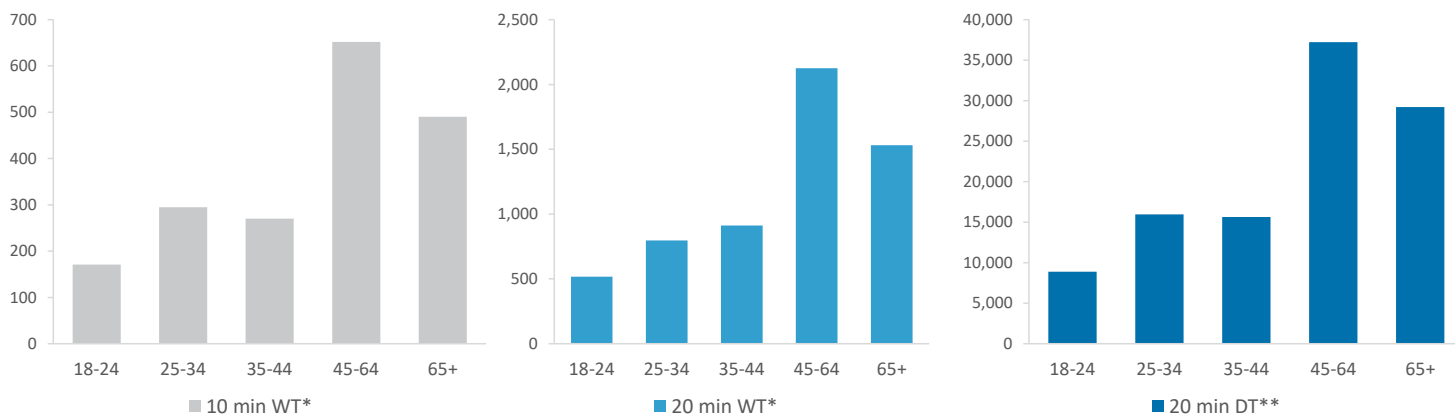
	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

		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		2,366	7,439	133,935	45	51	35
Adults 18+		1,878	5,884	106,948	43	33	36
Competition Pubs		1	1	114	7	3	31
Adults 18+ per Competition Pub		1,878	5,884	938	227	713	114
% Adults Likely to Drink		80.5%	81.9%	81.3%	98	99	99
Affluence	Low	40.2%	36.7%	38.8%	157	143	151
	Medium	44.1%	34.4%	40.6%	112	87	103
	High	15.7%	28.9%	18.7%	47	86	56
Age Profile	18-24	171	517	8,897	89	86	82
	25-34	295	797	15,963	94	81	90
	35-44	270	912	15,637	89	95	91
	45-64	652	2,126	37,227	108	112	109
	65+	490	1,532	29,224	108	108	114

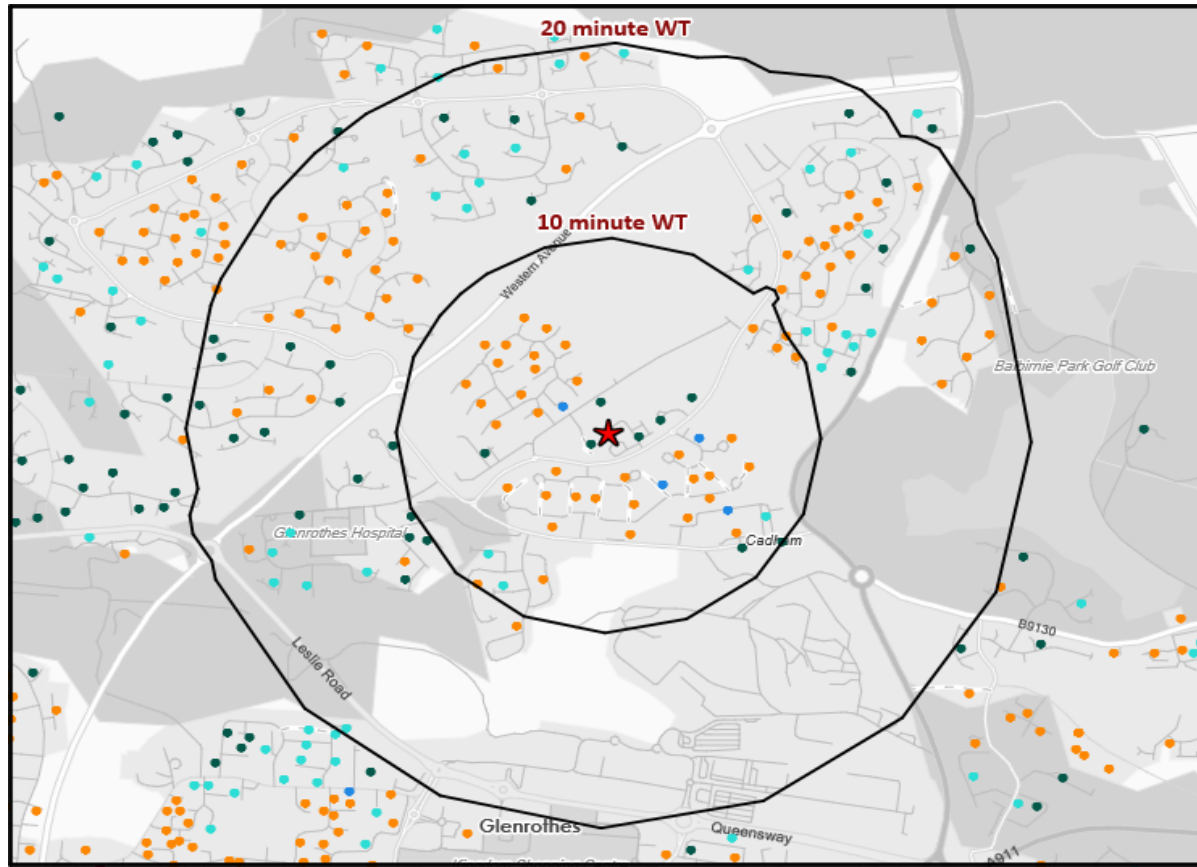
Population & Adults 18+ index is based on all pubs

*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**
Gender	Male	1,140 (48%)	3,702 (50%)	65,092 (49%)	97	101	98
	Female	1,226 (52%)	3,737 (50%)	68,843 (51%)	103	99	102
Economic Status (16-74)	Employed: Full-time	714 (41%)	2,309 (42%)	39,741 (41%)	98	102	99
	Employed: Part-time	249 (14%)	749 (14%)	13,221 (14%)	110	106	106
	Self employed	80 (5%)	297 (5%)	5,722 (6%)	48	57	62
	Unemployed	79 (5%)	198 (4%)	3,252 (3%)	190	153	142
	Retired	252 (14%)	803 (15%)	16,487 (17%)	105	107	124
	Other	375 (21%)	1,102 (20%)	17,872 (19%)	109	102	94
Total Worker Count		928	1,577	54,626			

See the Glossary page for further information on the above variables

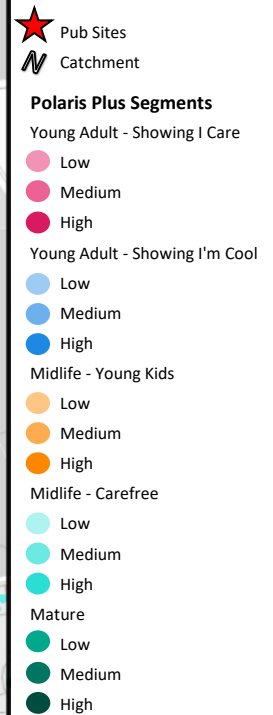
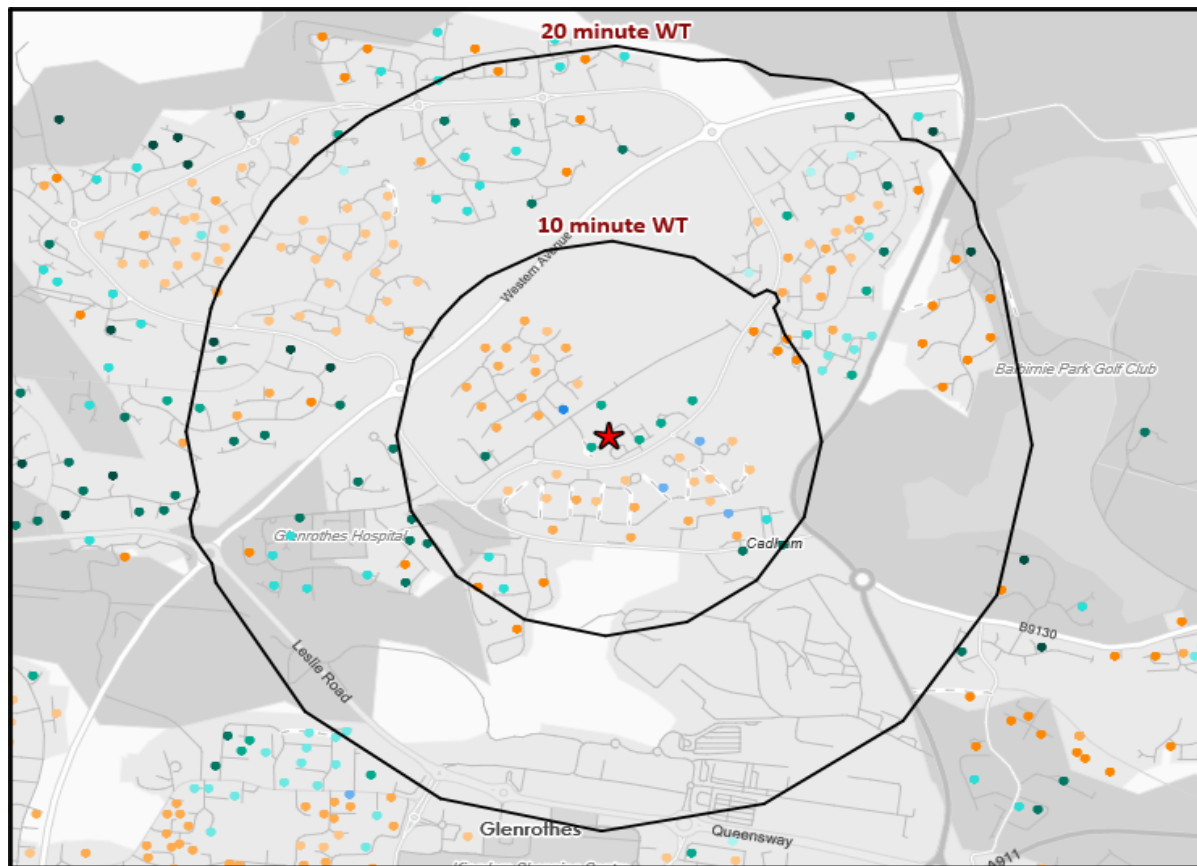


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	85	0	0	1
Young Adult - Showing I'm Cool	151	151	6,923	87	28	70
Midlife - Young Kids	1,562	3,728	50,781	265	202	151
Midlife - Carefree	19	1,088	19,555	5	88	87
Mature	146	917	27,618	28	56	92
Not Private Households	0	0	1,986	0	0	129
Total	1,878	5,884	106,948			



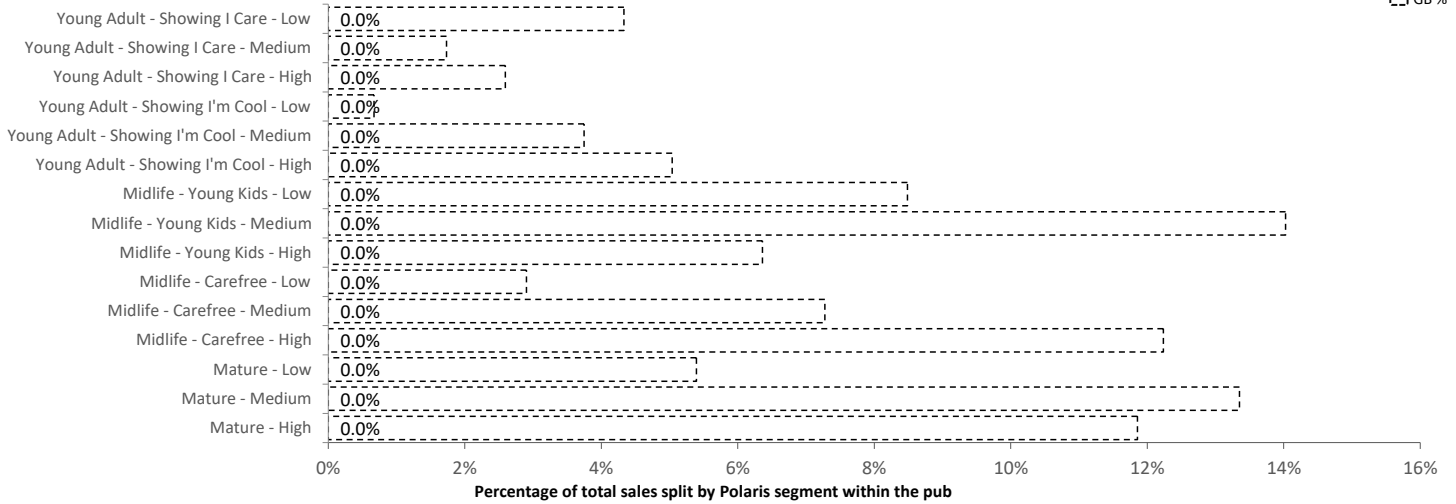
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

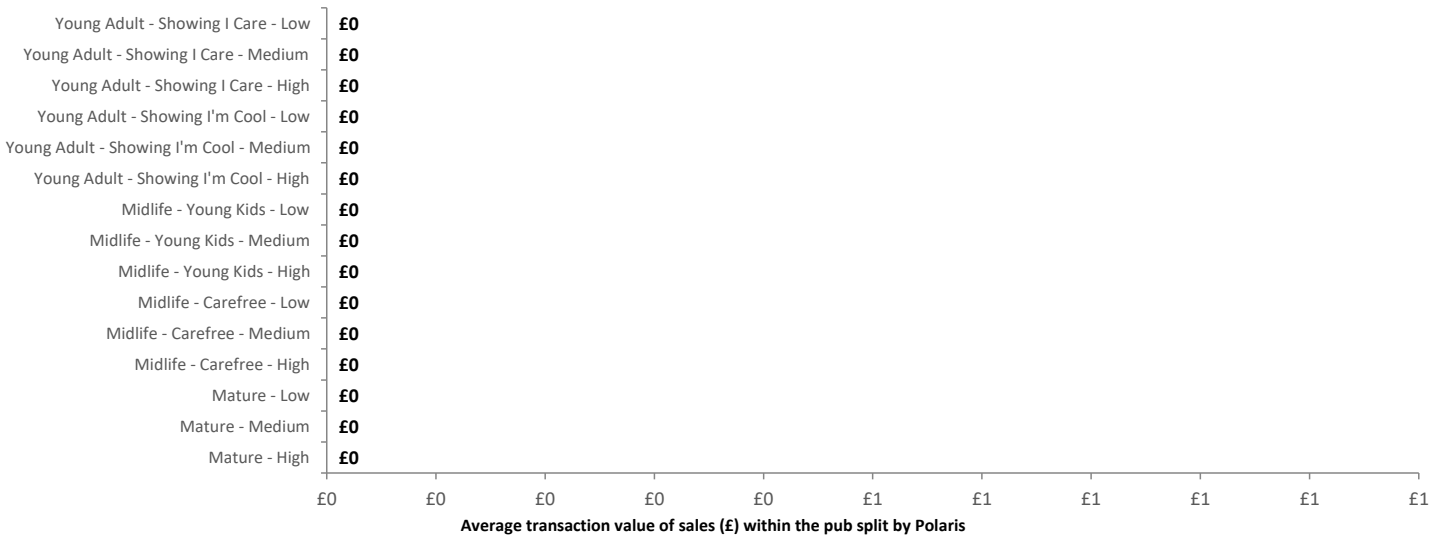
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	0	0	37	0	0	1
Medium	0	0	0	0	0	0
High	0	0	48	0	0	1
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	95	95	4,594	137	44	116
High	56	56	2,329	67	21	49
Midlife - Young Kids						
Low	647	1,629	23,120	310	249	195
Medium	695	1,149	19,954	248	131	125
High	220	950	7,707	217	300	134
Midlife - Carefree						
Low	0	298	7,111	0	149	196
Medium	0	130	5,839	0	33	81
High	19	660	6,605	9	103	57
Mature						
Low	108	231	11,212	97	66	177
Medium	38	652	13,064	16	88	97
High	0	34	3,342	0	6	33
Not Private Households	0	0	1,986	0	0	129
Total	1,878	5,884	106,948			

Spend by Polaris

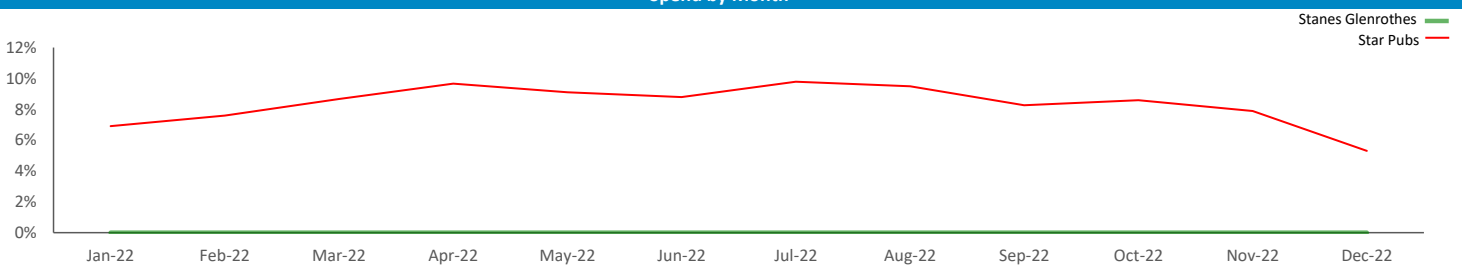
GB %



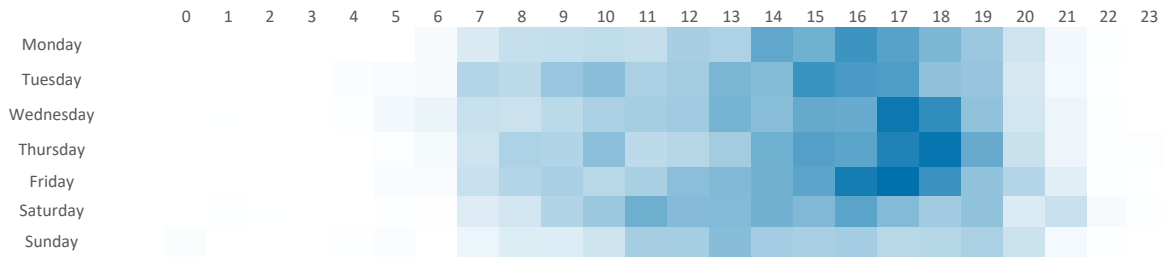
Average Transaction Values (£) by Polaris



Spend by Month

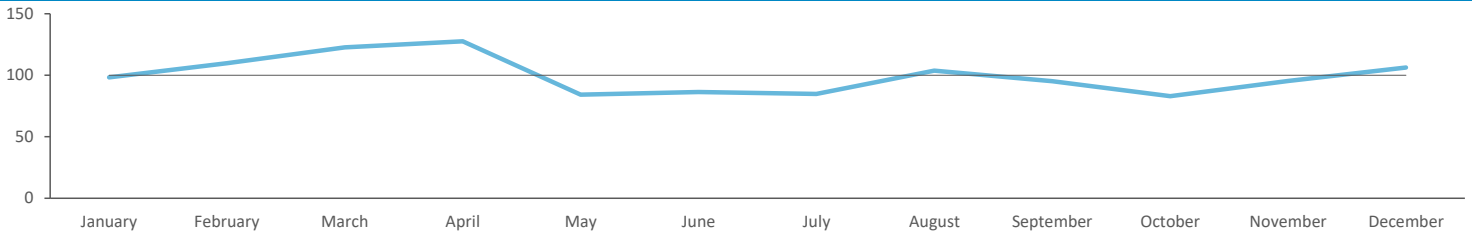


Time of Day/Day of Week



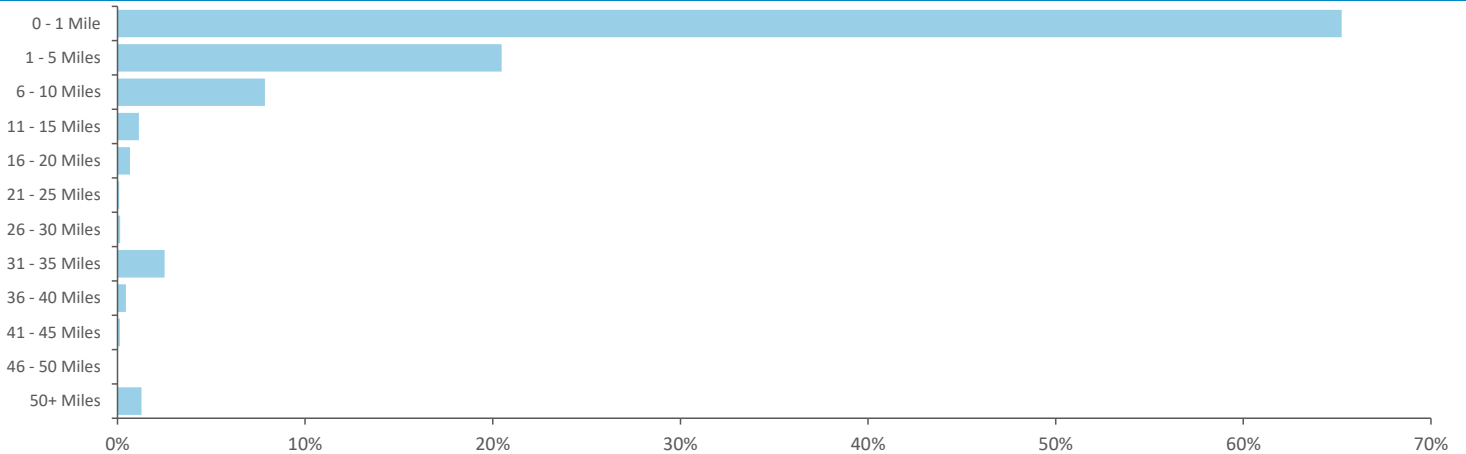
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



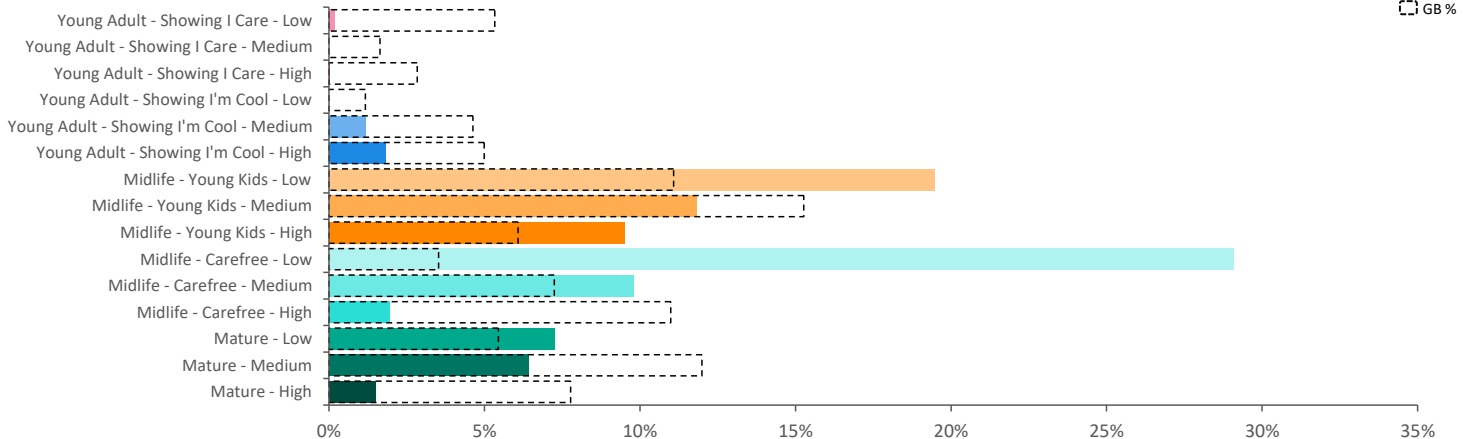
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

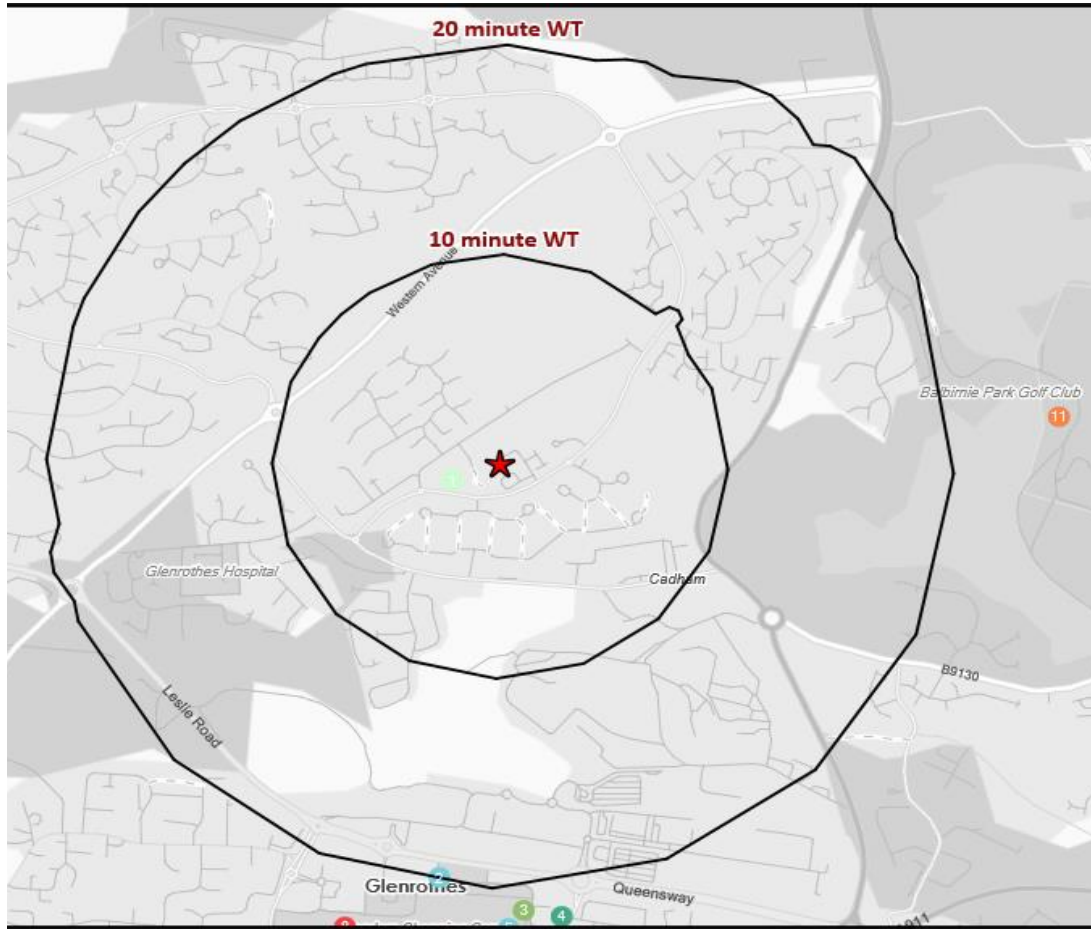


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



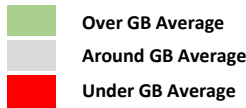
- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Gilvenbank Hotel	KY 7 6RA	Kingdom Taverns	Community Pub	0.1
2	Glenrothes Recreation & Social Club	KY 7 5PP	Independent Free	Clubland	0.7
3	Golden Acorn	KY 7 5NA	Wetherspoons GB	Circuit Bar	0.8
4	Shimla Palace	KY 7 5ND	Independent Free	Casual Dining	0.8
5	Pro Bowl	KY 7 5NP	Independent Free	Clubland	0.8
6	Phoenix	KY 7 5NT	Save Investments	High Street Pub	0.8
6	Club 3000	KY 7 5NT	Fraser Capital Management Ltd	Large Venue	0.8
8	Roths Halls	KY 7 5NX	Independent Free	Large Venue	0.9
9	Fettykil Fox	KY 6 3EP	Mitchells & Butlers	Family Pub Dining	0.9
9	Express By Holiday Inn	KY 6 3EP	Atlas Hotels	Hotel	0.9
11	Balbirnie House Hotel	KY 7 6NE	Independent Free	Hotel	0.9
12	Freuchie Bowling Club	KY 7 4EW	Independent Free	Clubland	1.0
13	Pinkertons	KY 7 4JH	Kingdom Taverns	Community Pub	1.2
14	Glenrothes Football & Recreat	KY 7 4JY	Independent Free	Clubland	1.2
15	Balgeddie House Hotel	KY 6 3ET	Independent Free	Hotel	1.2

Per Pub Analysis - Stanes Glenrothes



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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,878	5,884	106,948
Number of Competition Pubs	1	1	114
Adults 18+ per Competition Pub	1,878	5,884	938

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	229	12.2%	120
Circuit Bar	112	6.0%	163
Community Pub	491	26.2%	151
Craft Led	63	3.4%	106
Great Pub Great Food	200	10.6%	56
High Street Pub	517	27.5%	159
Premium Local	265	14.1%	80

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	511	8.7%	85
Circuit Bar	182	3.1%	84
Community Pub	1,380	23.5%	135
Craft Led	89	1.5%	48
Great Pub Great Food	881	15.0%	78
High Street Pub	1,428	24.3%	140
Premium Local	984	16.7%	95

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	8,117	7.6%	74
Circuit Bar	4,030	3.8%	103
Community Pub	24,955	23.3%	134
Craft Led	2,216	2.1%	65
Great Pub Great Food	13,183	12.3%	64
High Street Pub	24,364	22.8%	131
Premium Local	15,147	14.2%	81

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, 5.1</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, 5.2</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, 5.3</p>																		
Age Profile	Counts of residents by Age band																		
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</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	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 border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">'Showing I Care' Young Adults</th> <th style="background-color: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b050; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top; text-align: center;">Consumer Insight</td> <td> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"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."</p> </td> <td> <p>18-34 year olds Looking good and discovering what's new</p> <p>"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."</p> </td> <td> <p>35-54 year olds Children under 12 at home</p> <p>"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"</p> </td> <td> <p>35-54 year olds No children under 12 at home</p> <p>"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."</p> </td> <td> <p>55+ year olds</p> <p>"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"</p> </td> </tr> <tr> <td style="vertical-align: top; text-align: center;">Product needs</td> <td> <ul style="list-style-type: none"> 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 </td> <td> <ul style="list-style-type: none"> Helps me look good, and be on trend Aids being part of the group Discovering new things Affordable Energising Avoids bloating </td> <td> <ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic </td> <td> <ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td> <td> <ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer </td> </tr> </tbody> </table>		'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	<p>18-34 year olds Conscious choices on sustainability and health</p> <p>"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."</p>	<p>18-34 year olds Looking good and discovering what's new</p> <p>"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."</p>	<p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>55+ year olds</p> <p>"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"</p>	Product needs	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Helps me look good, and be on trend Aids being part of the group Discovering new things Affordable Energising Avoids bloating 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> 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 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.																			