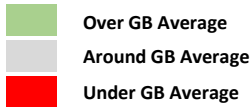


Catchment Summary - Forresters Arms Aberdour

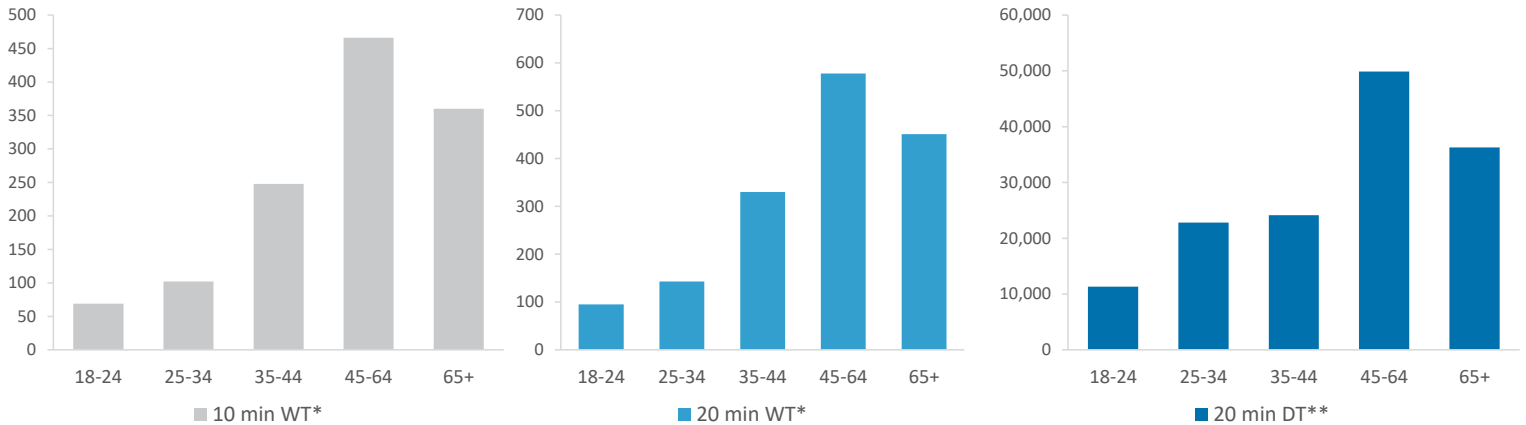
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*WT= Walktime, **DT= Drivetime

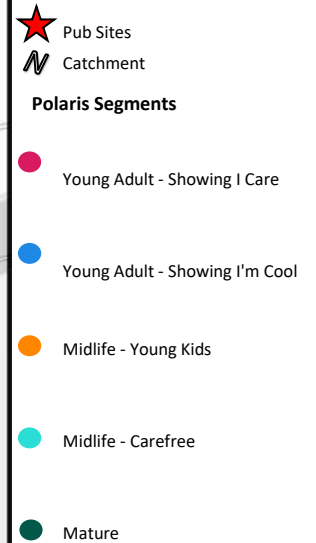
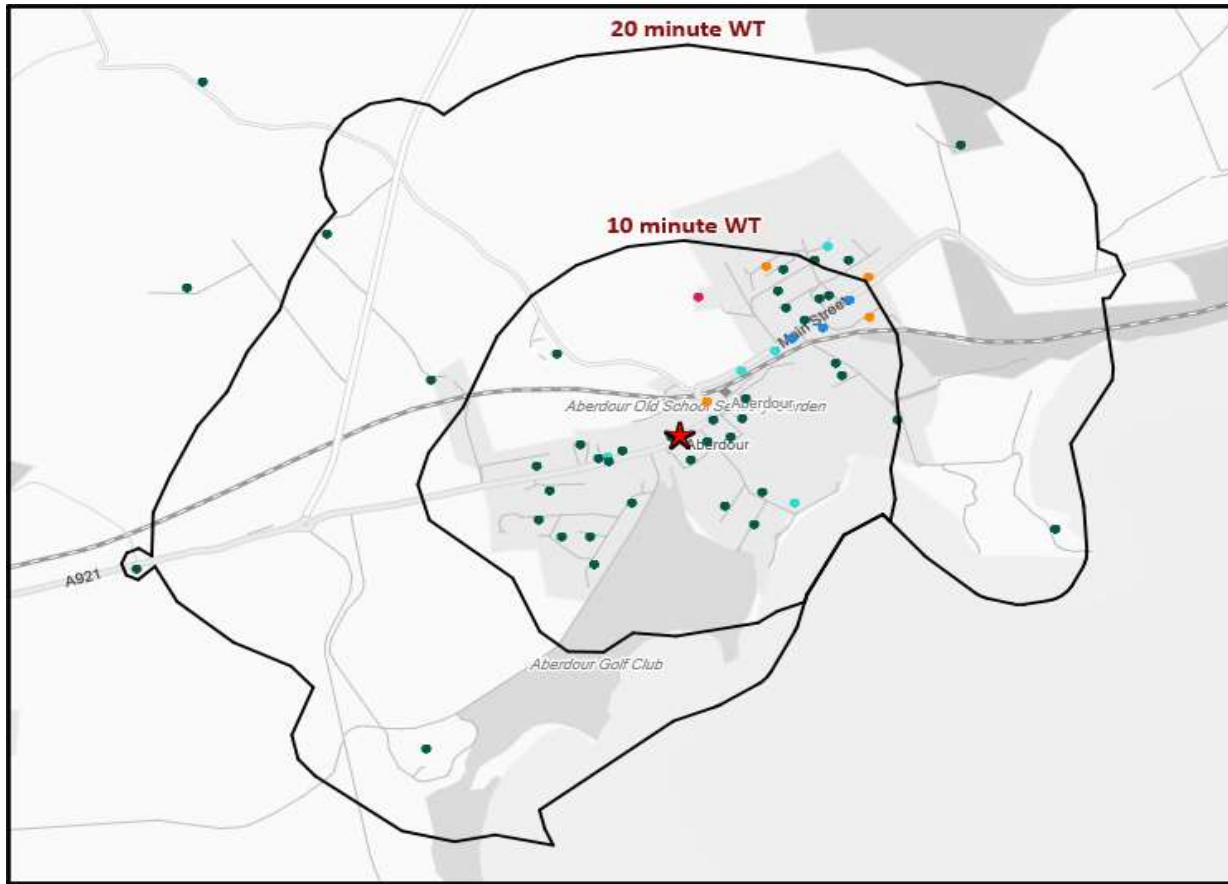
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		1,570	2,018	181,161	30	14	48
Adults 18+		1,245	1,597	144,410	29	9	48
Competition Pubs		2	2	167	13	6	46
Adults 18+ per Competition Pub		623	799	865	75	97	105
% Adults Likely to Drink		85.7%	85.6%	82.6%	104	104	100
Affluence	Low	24.1%	23.0%	28.5%	94	90	111
	Medium	7.7%	8.7%	36.7%	20	22	93
	High	68.2%	68.3%	33.1%	203	204	99
*Affluence does not include Not Private Households							
Age Profile	18-24	69	95	11,324	54	58	77
	25-34	102	143	22,809	49	53	95
	35-44	248	330	24,134	123	127	104
	45-64	466	578	49,875	116	112	108
	65+	360	451	36,268	120	117	105

Population & Adults 18+ index is based on all pubs



		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	778 (50%)	990 (49%)	88,458 (49%)	100	99	99
	Female	792 (50%)	1,028 (51%)	92,703 (51%)	100	101	101
Economic Status (16-74)	Employed: Full-time	450 (39%)	608 (42%)	59,653 (45%)	95	100	109
	Employed: Part-time	129 (11%)	179 (12%)	18,098 (14%)	87	94	106
	Self employed	130 (11%)	164 (11%)	8,521 (6%)	119	117	68
	Unemployed	16 (1%)	20 (1%)	3,879 (3%)	59	58	124
	Retired	266 (23%)	297 (20%)	20,626 (16%)	169	147	114
	Other	149 (13%)	195 (13%)	21,012 (16%)	66	68	81
Total Worker Count		172	196	86,813			

See the Glossary page for further information on the above variables



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	3	3	730	3	2	6
Young Adult - Showing I'm Cool	95	95	14,447	83	65	109
Midlife - Young Kids	181	396	58,329	46	79	129
Midlife - Carefree	74	74	30,580	28	22	101
Mature	892	1,029	37,944	256	230	94
Not Private Households	0	0	2,380	0	0	115
Total	1,245	1,597	144,410			

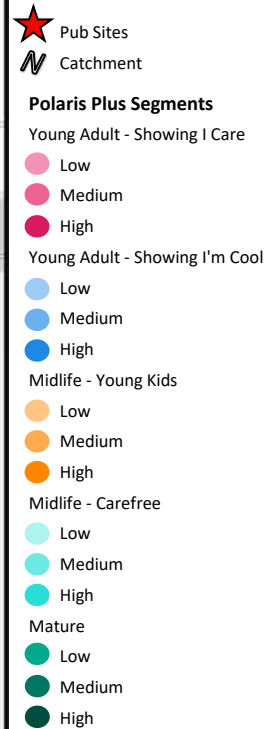
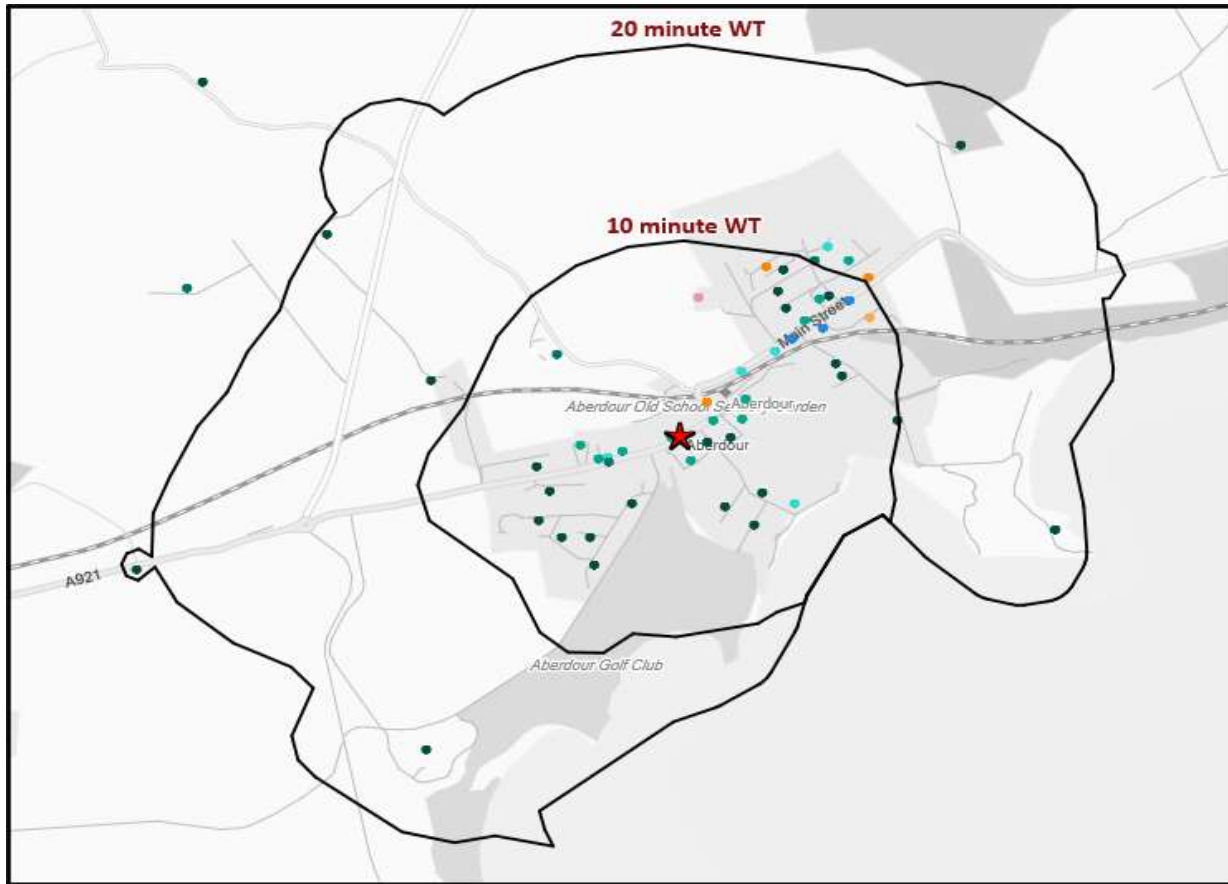
Polaris Summary - Forresters Arms Aberdour



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★ Pub Sites



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	3	3	99	6	4	2
Medium	0	0	0	0	0	0
High	0	0	631	0	0	13
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	8,050	0	0	151
High	95	95	6,397	170	133	99
Midlife - Young Kids						
Low	0	0	19,861	0	0	124
Medium	58	58	20,916	31	24	97
High	123	338	17,552	183	393	226
Midlife - Carefree						
Low	0	0	7,546	0	0	154
Medium	0	0	8,021	0	0	83
High	74	74	15,013	54	42	95
Mature						
Low	297	365	13,704	402	385	160
Medium	38	81	15,971	24	40	87
High	557	583	8,269	477	389	61
Not Private Households	0	0	2,380	0	0	115

Polaris Summary - Forresters Arms Aberdour

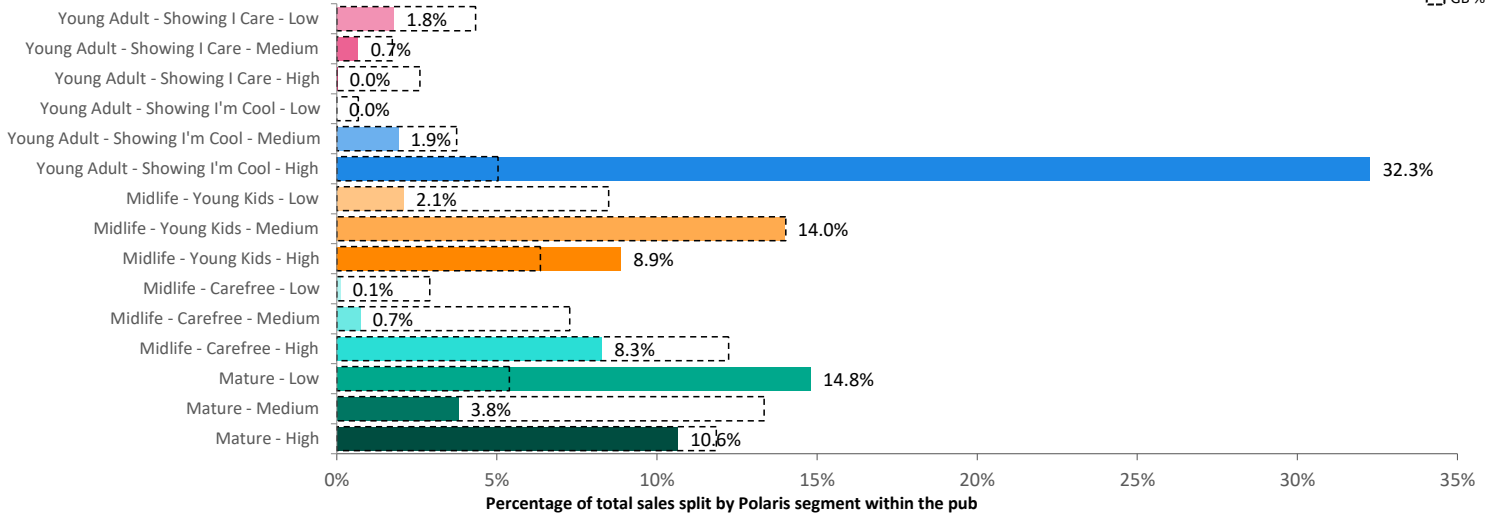


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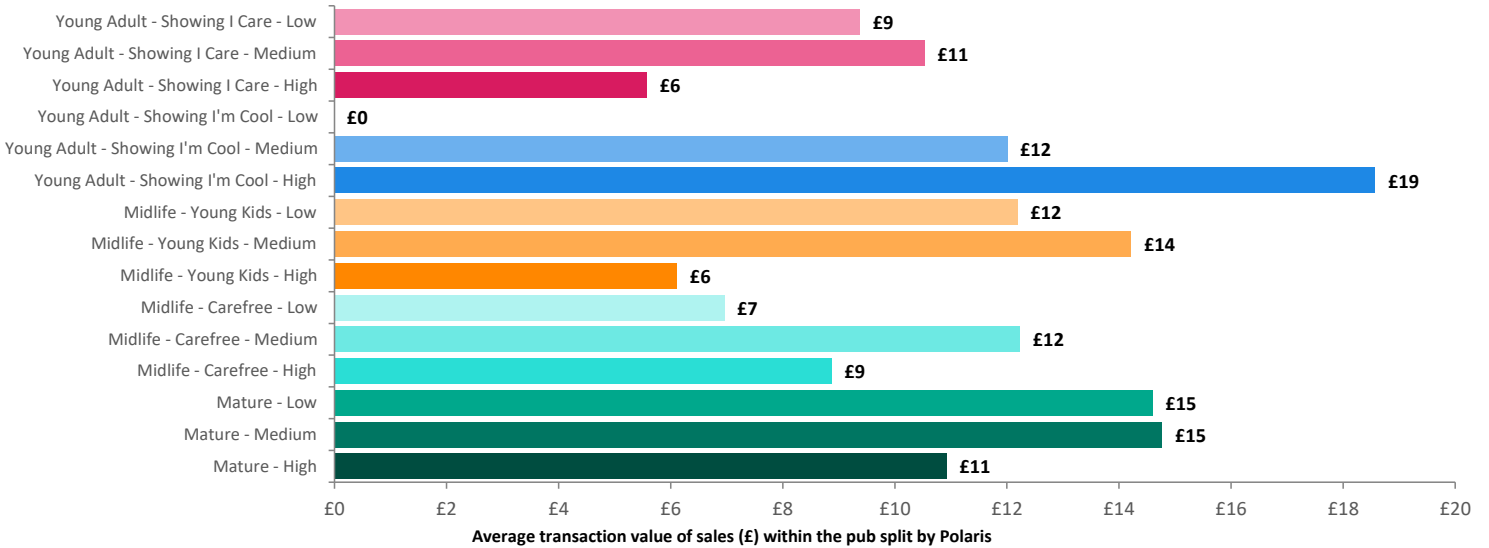


Spend by Polaris

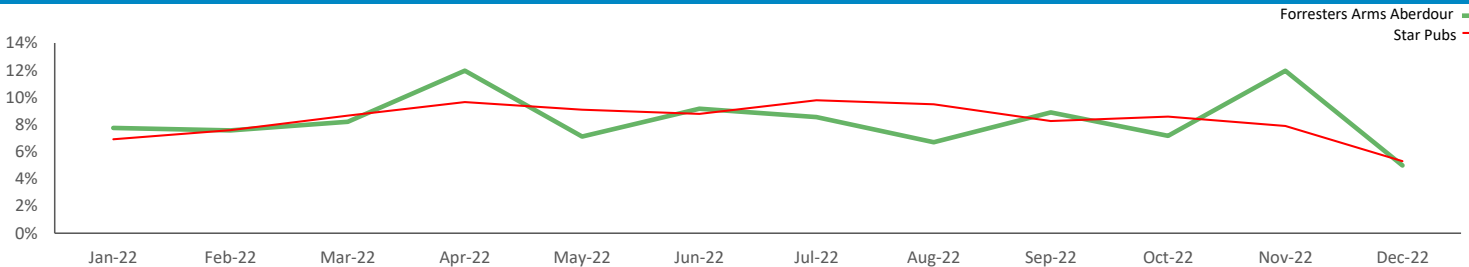
GB %



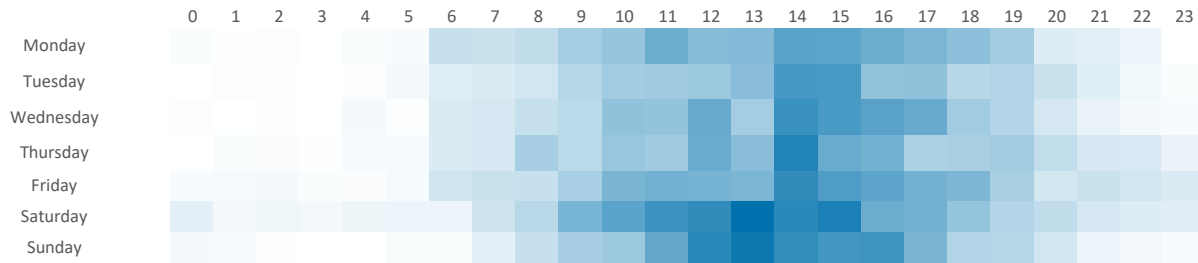
Average Transaction Values (£) by Polaris



Spend by Month

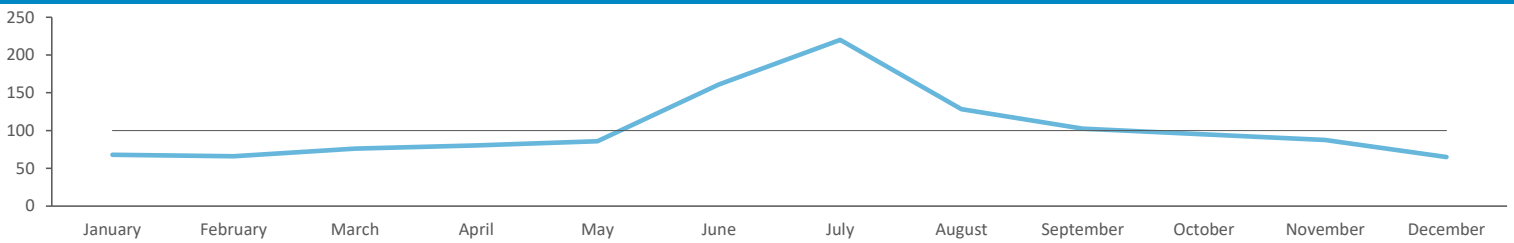


Time of Day/Day of Week



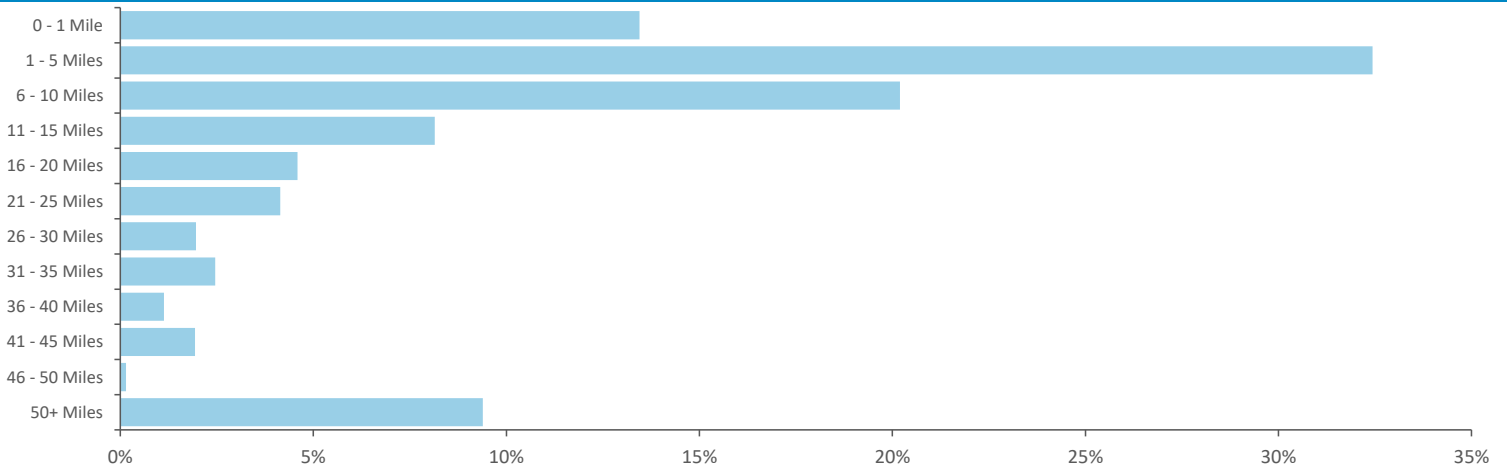
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



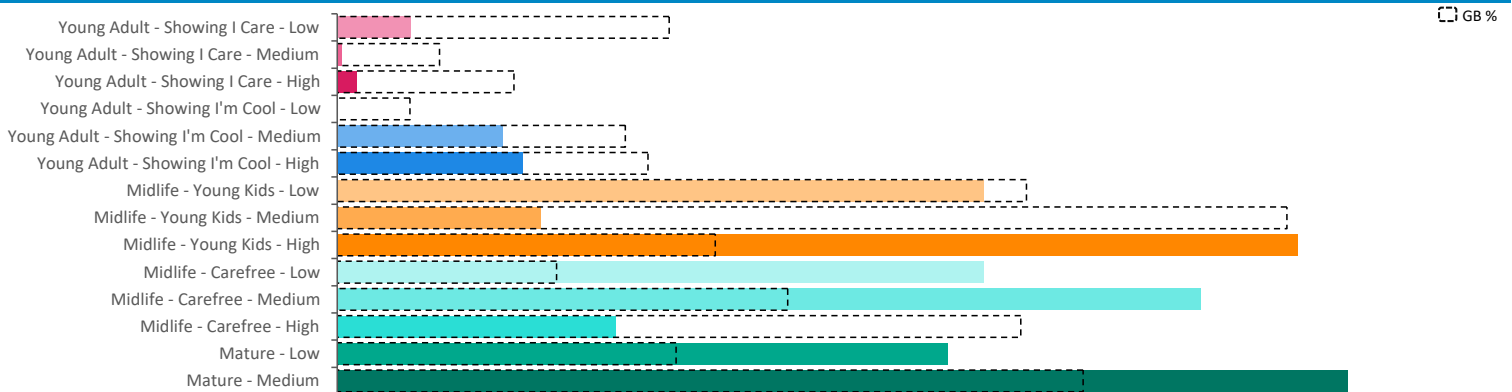
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

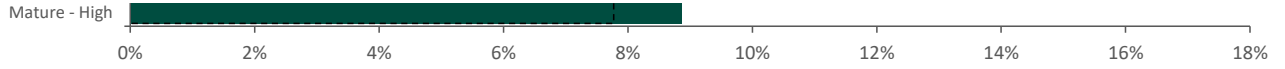


Mobile Data Summary - Forresters Arms Aberdour



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Time of Day/Day of Week



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



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Forresters Arms	KY 3 0SJ	Star Pubs & Bars	Family Pub Dining	0.0
2	Woodside Hotel	KY 3 0SW	Independent Free	Hotel	0.0
2	Aberdour Hotel	KY 3 0SW	Independent Free	Hotel	0.0
4	Aberdour Golf Club	KY 3 0TX	Independent Free	Clubland	0.2
5	Forth View Hotel	KY 3 0TZ	Independent Free	Hotel	0.7