CACI

Catchment Summary - Campbeltown Bar Dundee
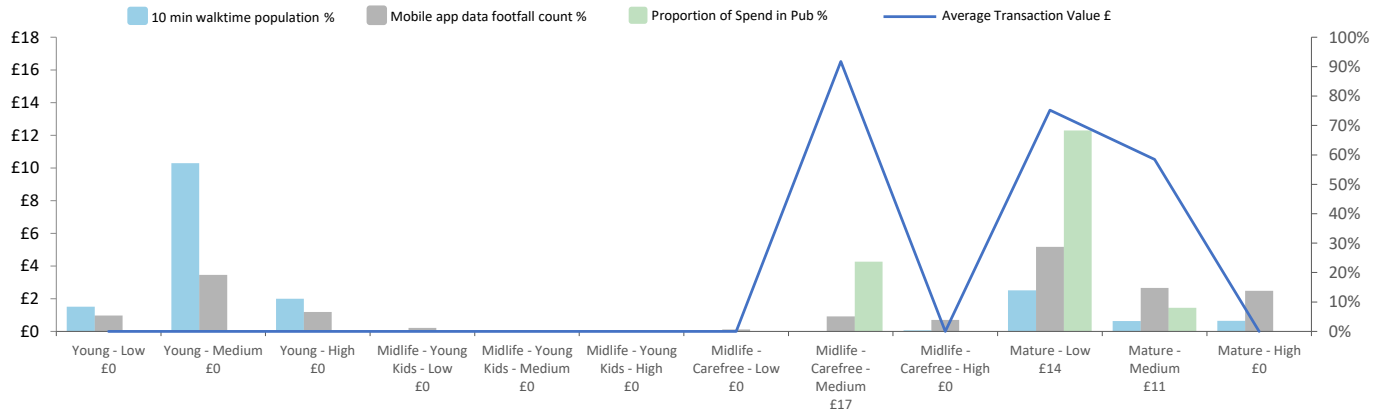
star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
610745	Campbeltown Bar Dundee	DD 2 1DN	Star Pubs & Bars	Premium Local	13
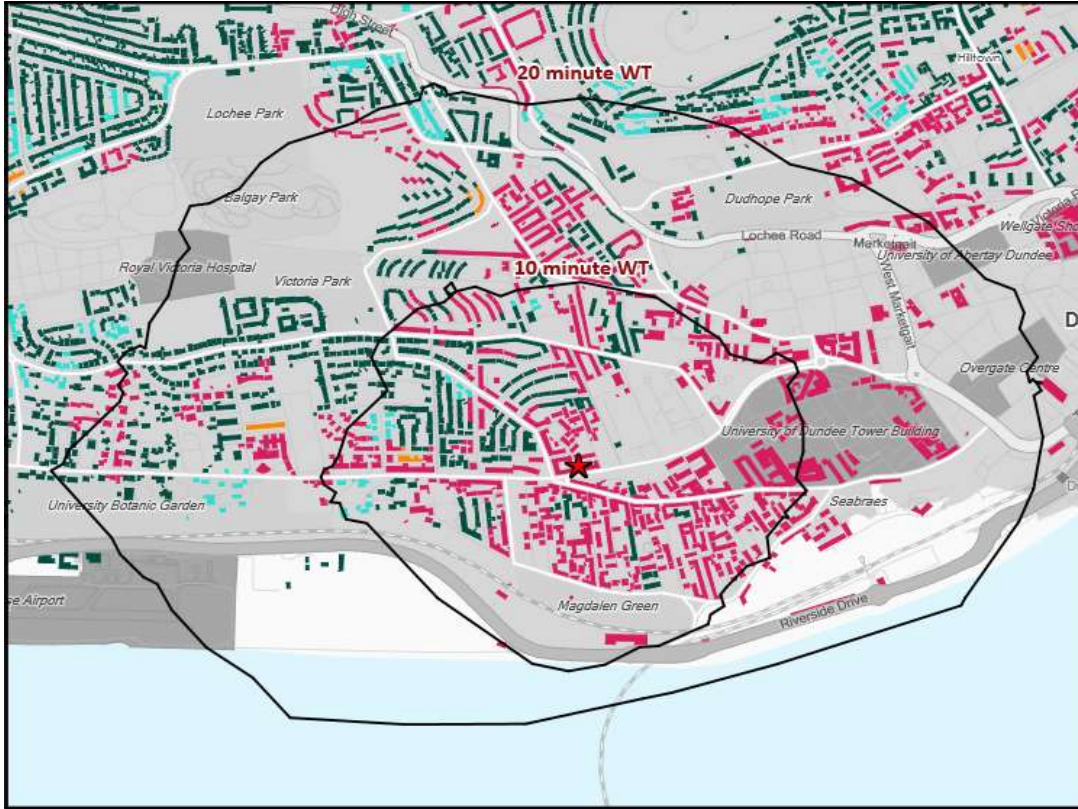
Polaris Segments

- Pub Sites
- Catchments

- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile

Legend: 10 min walktime population % | Mobile app data footfall count % | Proportion of Spend in Pub % | Average Transaction Value £

See the Glossary page for further information on the above variables

Catchment Summary - Campbeltown Bar Dundee

*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	8,255	17,741	174,475	154	96	40

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**
	Adults 18+	7,361	15,732	143,177	163	103	41
	Competition Pubs	12	44	196	67	122	47
	Adults 18+ per Competition Pub	613	358	730	71	42	85
	% Adults Likely to Drink	78.4%	77.6%	77.5%	103	102	102
Affluence	Low	22.4%	27.1%	47.1%	67	82	142
	Medium	60.8%	58.3%	33.8%	159	153	89
	High	15.3%	13.8%	17.3%	56	51	63

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	2,641	5,780	17,825	393	400	126
	25-34	1,589	3,331	28,169	144	141	121
	35-44	786	1,719	22,729	72	73	98
	45-64	1,302	2,830	41,371	61	62	92
	65+	1,043	2,072	33,083	66	61	99
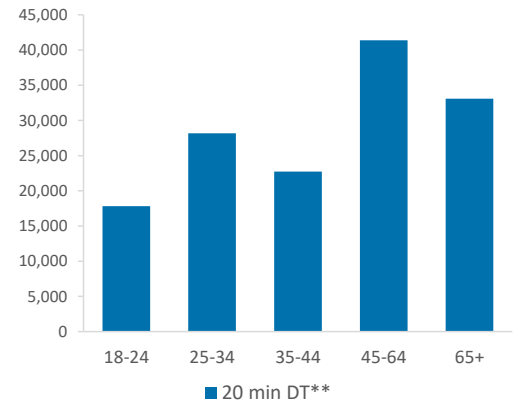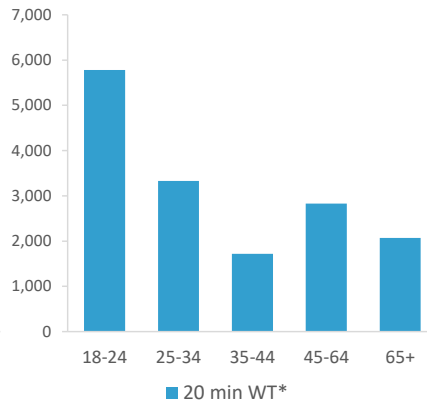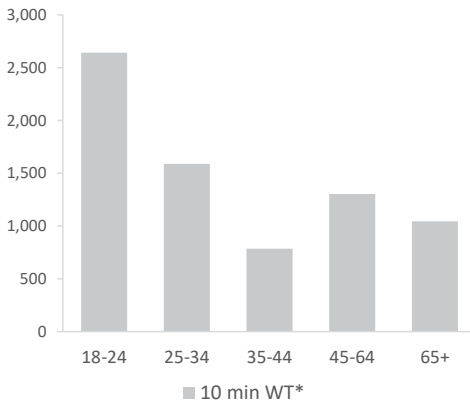
10 min WT*

20 min WT*

20 min DT**

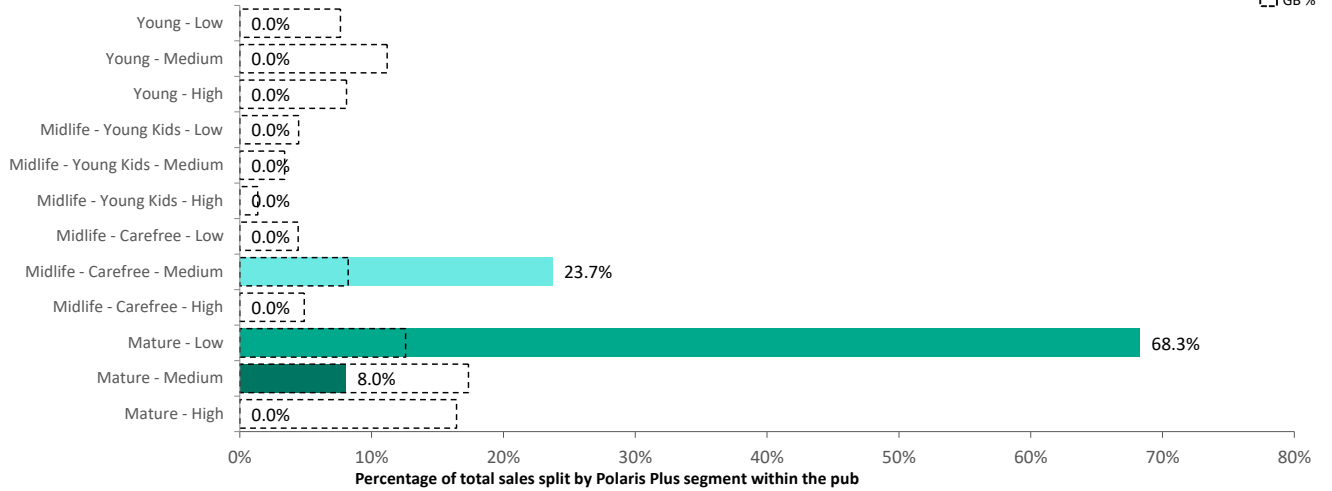|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,901 (47%)	8,642 (49%)	84,431 (48%)	96	99	99
	Female	4,354 (53%)	9,099 (51%)	90,044 (52%)	103	101	101
Economic Status (16+)	Employed: Full-time	1,925 (26%)	3,941 (25%)	50,526 (34%)	75	72	100
	Employed: Part-time	482 (6%)	1,027 (6%)	16,653 (11%)	54	54	96
	Self employed	331 (4%)	638 (4%)	7,098 (5%)	48	43	52
	Unemployed	113 (2%)	296 (2%)	3,376 (2%)	55	67	83
	Full-time student	1,040 (14%)	2,390 (15%)	7,587 (5%)	587	630	218
	Retired	1,016 (14%)	2,050 (13%)	35,687 (24%)	62	59	111
	Other	2,547 (34%)	5,620 (35%)	25,683 (18%)	196	202	101
Total Worker Count		12,647	23,043	95,639			

See the Glossary page for further information on the above variables
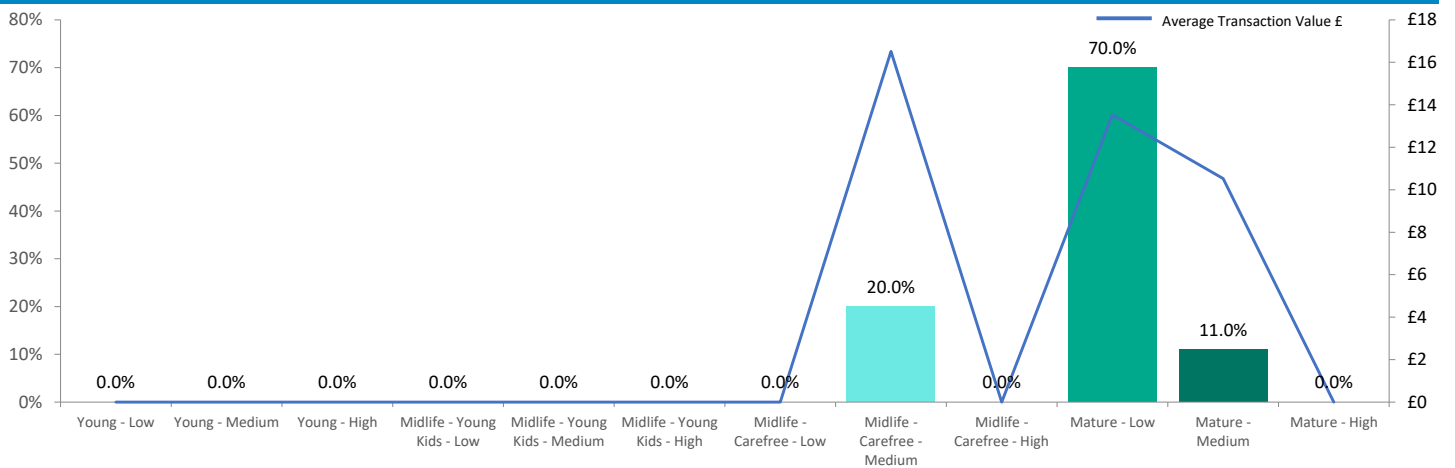
Transactional Data Summary - Campbeltown Bar Dundee

star
PUBS&BARS

Spend by Polaris Plus

GB %

Segment	%
Young - Low	0.0%
Young - Medium	0.0%
Young - 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	23.7%
Midlife - Carefree - High	0.0%
Mature - Low	68.3%
Mature - Medium	8.0%
Mature - High	0.0%

Percentage of total sales split by Polaris Plus segment within the pub

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

Average Transaction Value £

Segment	%
Young - Low	0.0%
Young - Medium	0.0%
Young - 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	20.0%
Midlife - Carefree - High	0.0%
Mature - Low	70.0%
Mature - Medium	11.0%
Mature - High	0.0%

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

Spend by Month and Polaris
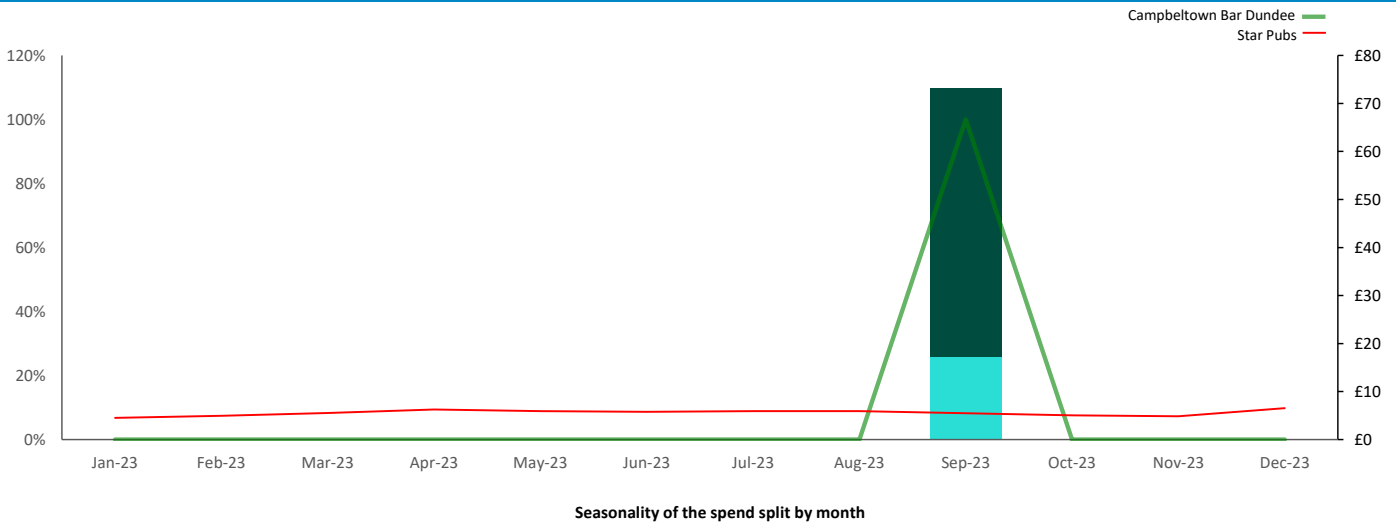
Campbeltown Bar Dundee —
Star Pubs —

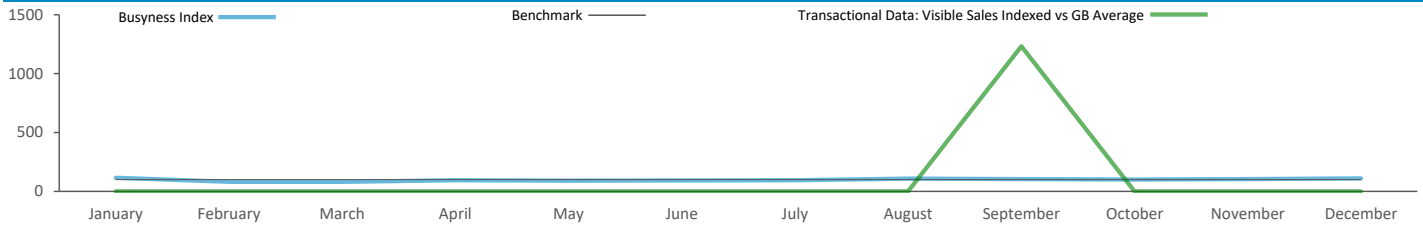Seasonality of the spend split by month

Mobile Data Summary - Campbeltown Bar Dundee
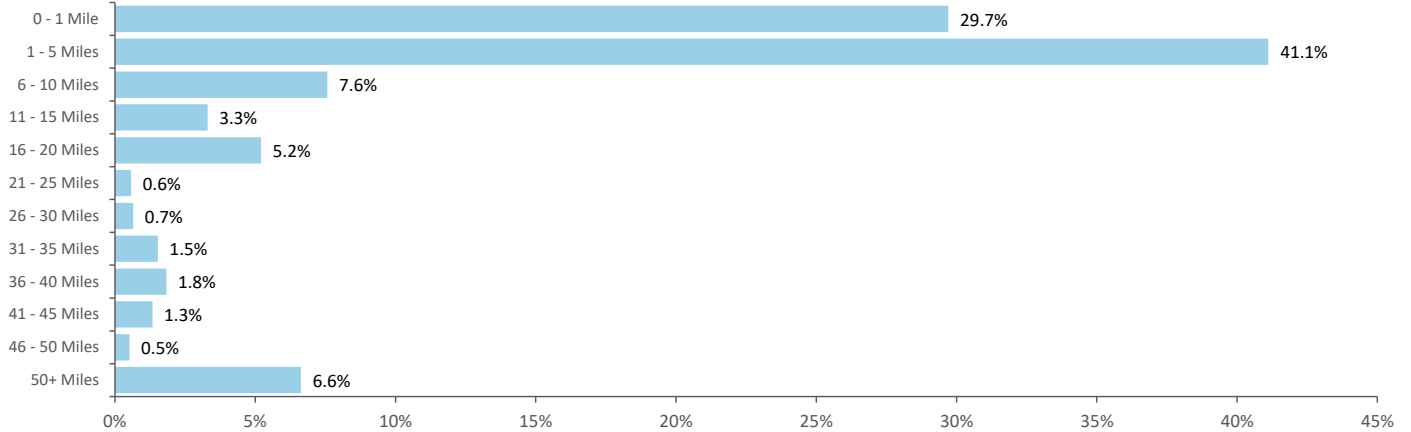
Time of Day/Day of Week
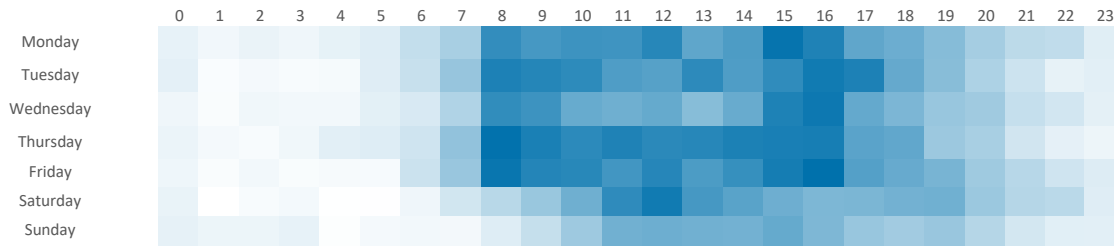
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

Distance	%
0 - 1 Mile	29.7%
1 - 5 Miles	41.1%
6 - 10 Miles	7.6%
11 - 15 Miles	3.3%
16 - 20 Miles	5.2%
21 - 25 Miles	0.6%
26 - 30 Miles	0.7%
31 - 35 Miles	1.5%
36 - 40 Miles	1.8%
41 - 45 Miles	1.3%
46 - 50 Miles	0.5%
50+ Miles	6.6%

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

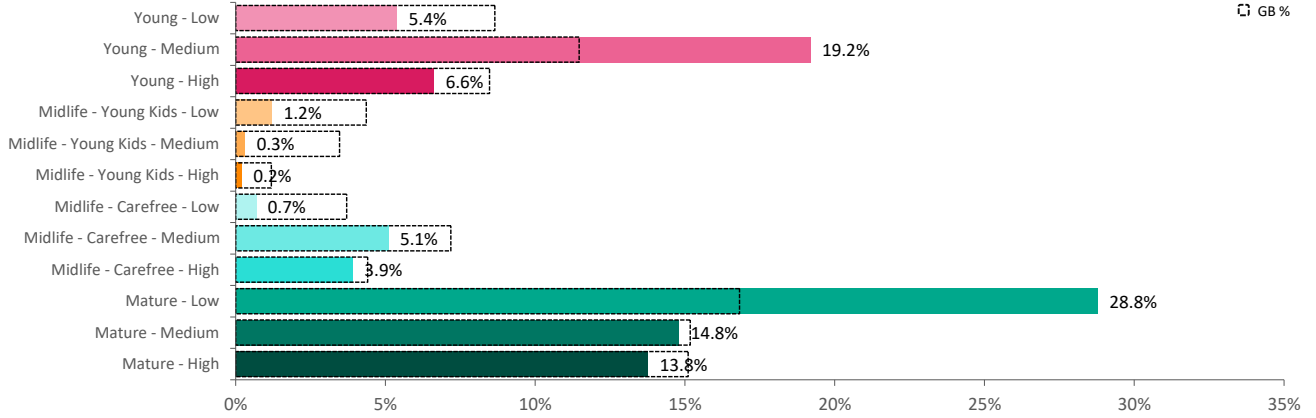## Audience Classification by Polaris Plus

Base: GB

Audience	%
Resident	53.4%
Worker	14.5%
Tourist	16.5%
Local Tourist	15.6%
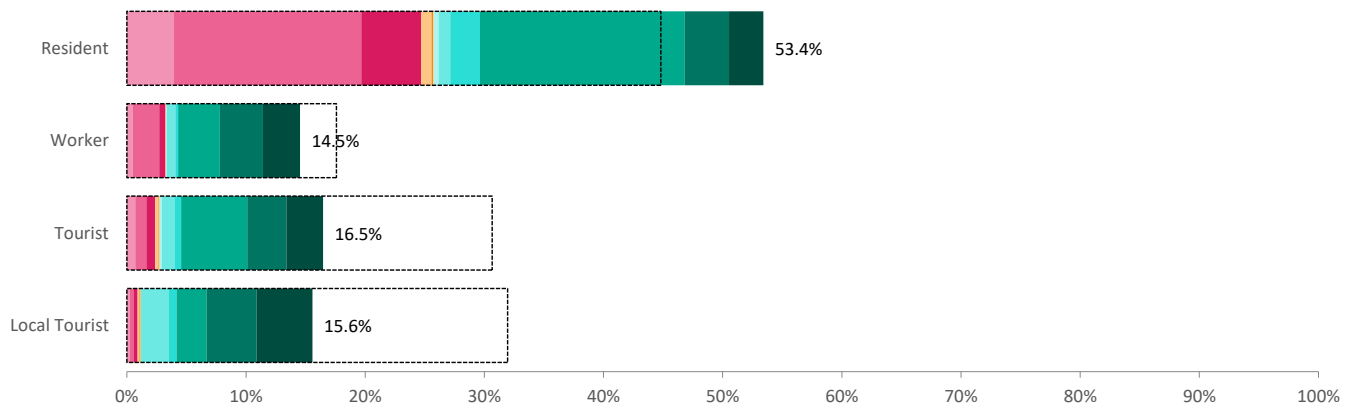
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification
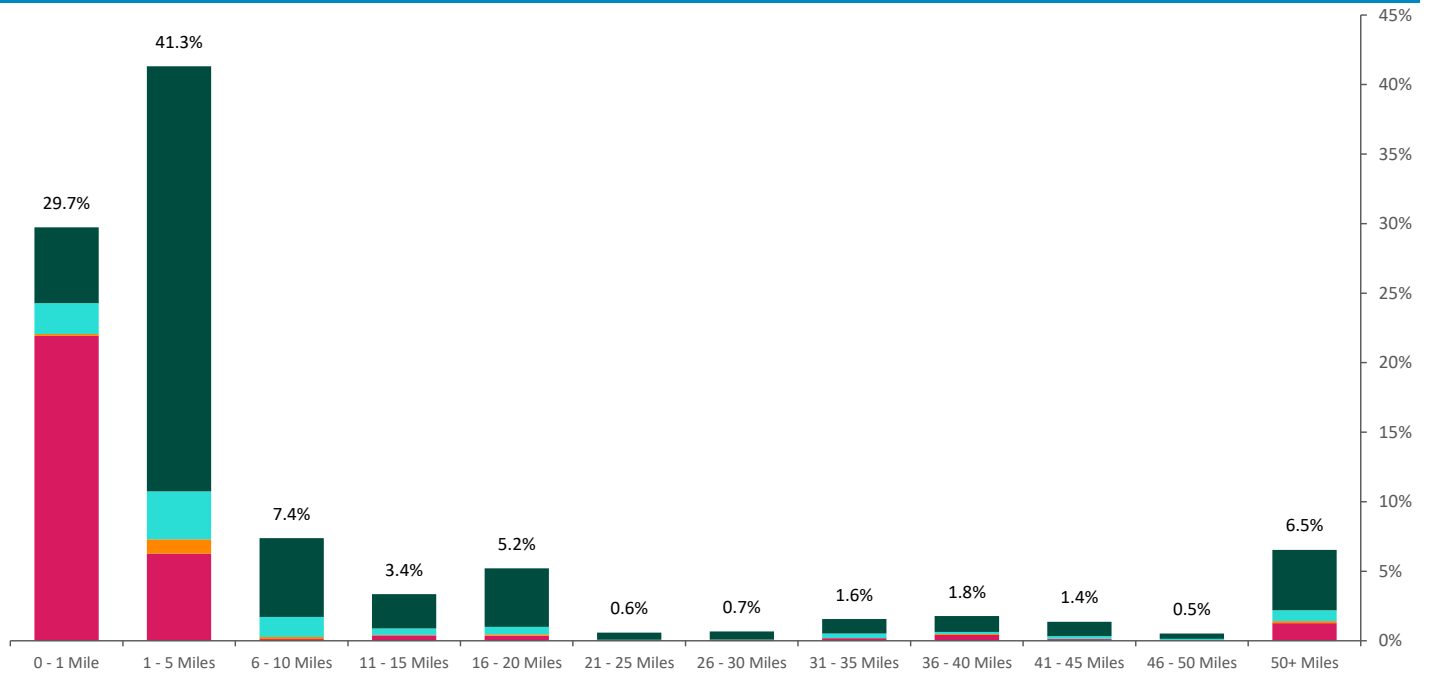
Mobile Data Summary - Campbeltown Bar Dundee

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PUBS & BARS

Polaris Plus Profile

⌂ GB %

Category	Value
Young - Low	5.4%
Young - Medium	19.2%
Young - High	6.6%
Midlife - Young Kids - Low	1.2%
Midlife - Young Kids - Medium	0.3%
Midlife - Young Kids - High	0.2%
Midlife - Carefree - Low	0.7%
Midlife - Carefree - Medium	5.1%
Midlife - Carefree - High	3.9%
Mature - Low	28.8%
Mature - Medium	14.8%
Mature - High	13.8%

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

Distance	Value
0 - 1 Mile	29.7%
1 - 5 Miles	41.3%
6 - 10 Miles	7.4%
11 - 15 Miles	3.4%
16 - 20 Miles	5.2%
21 - 25 Miles	0.6%
26 - 30 Miles	0.7%
31 - 35 Miles	1.6%
36 - 40 Miles	1.8%
41 - 45 Miles	1.4%
46 - 50 Miles	0.5%
50+ Miles	6.5%

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

Mobile Data Summary - Campbeltown Bar Dundee

star
PUBS & BARS

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

Weekday

	pre 11am (30%)	11am-2pm (19%)	2pm-5pm (22%)	5pm-8pm (15%)	8pm-11pm (8%)	11pm+ (6%)
Mature	53.9%	58.2%	56.7%	54.8%	48.6%	43.2%
Midlife - Carefree	11.2%	14.3%	11.3%	9.3%	7.2%	5.8%
Midlife - Young Kids	1.9%	1.7%	1.5%	1.8%	2.0%	1.8%
Young	33.0%	25.8%	30.6%	34.1%	42.2%	49.2%

■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
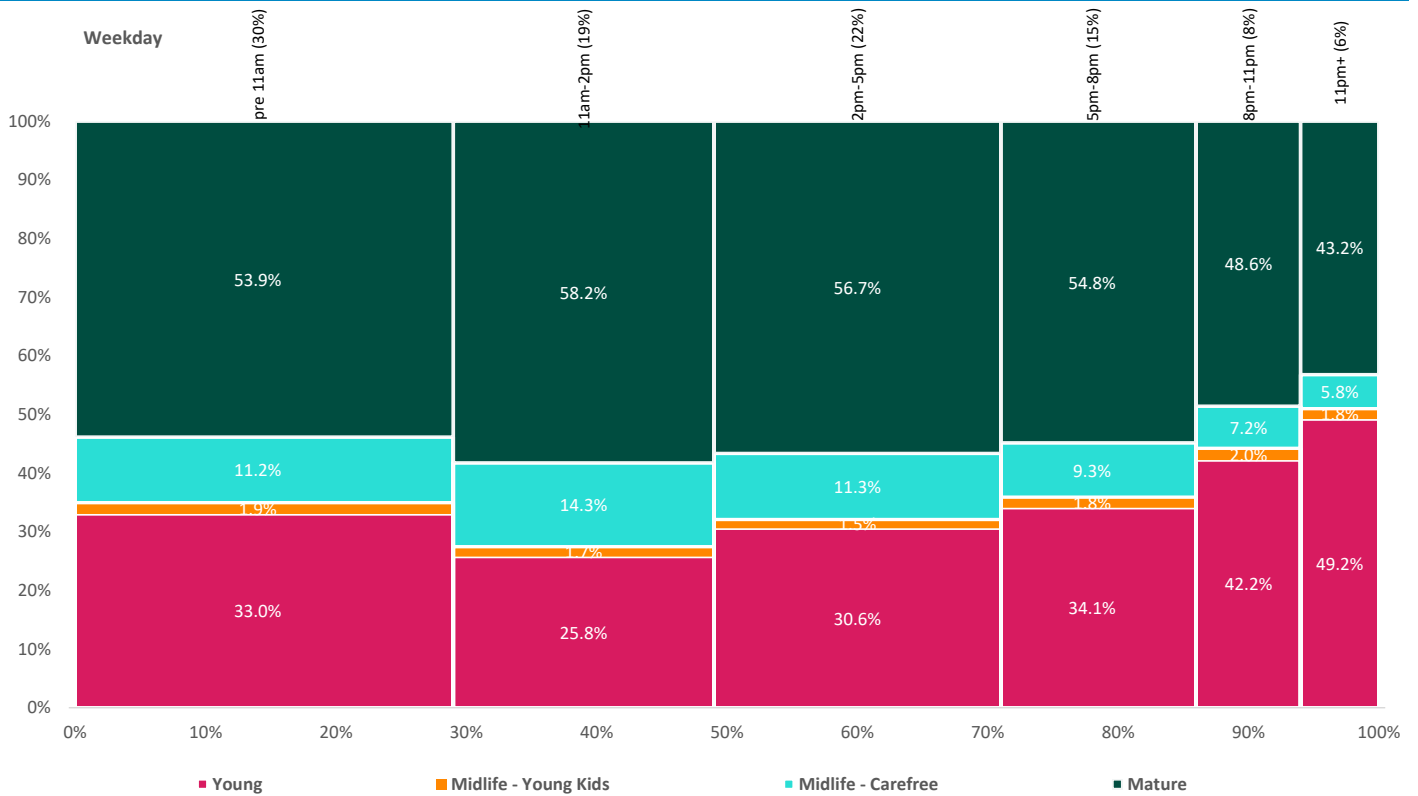
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

	pre 11am (19%)	11am-2pm (25%)	2pm-5pm (21%)	5pm-8pm (17%)	8pm-11pm (11%)	11pm+ (8%)
Mature	51.3%	55.8%	52.4%	54.6%	54.0%	46.3%
Midlife - Carefree	8.0%	9.2%	9.9%	7.6%	4.2%	3.2%
Midlife - Young Kids	3.1%	0.7%	1.3%	1.6%	2.3%	1.6%
Young	37.6%	34.3%	36.5%	36.1%	39.6%	48.9%

■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

Time of day and busyness from within a 60m radius of the pub calculated using GPS data
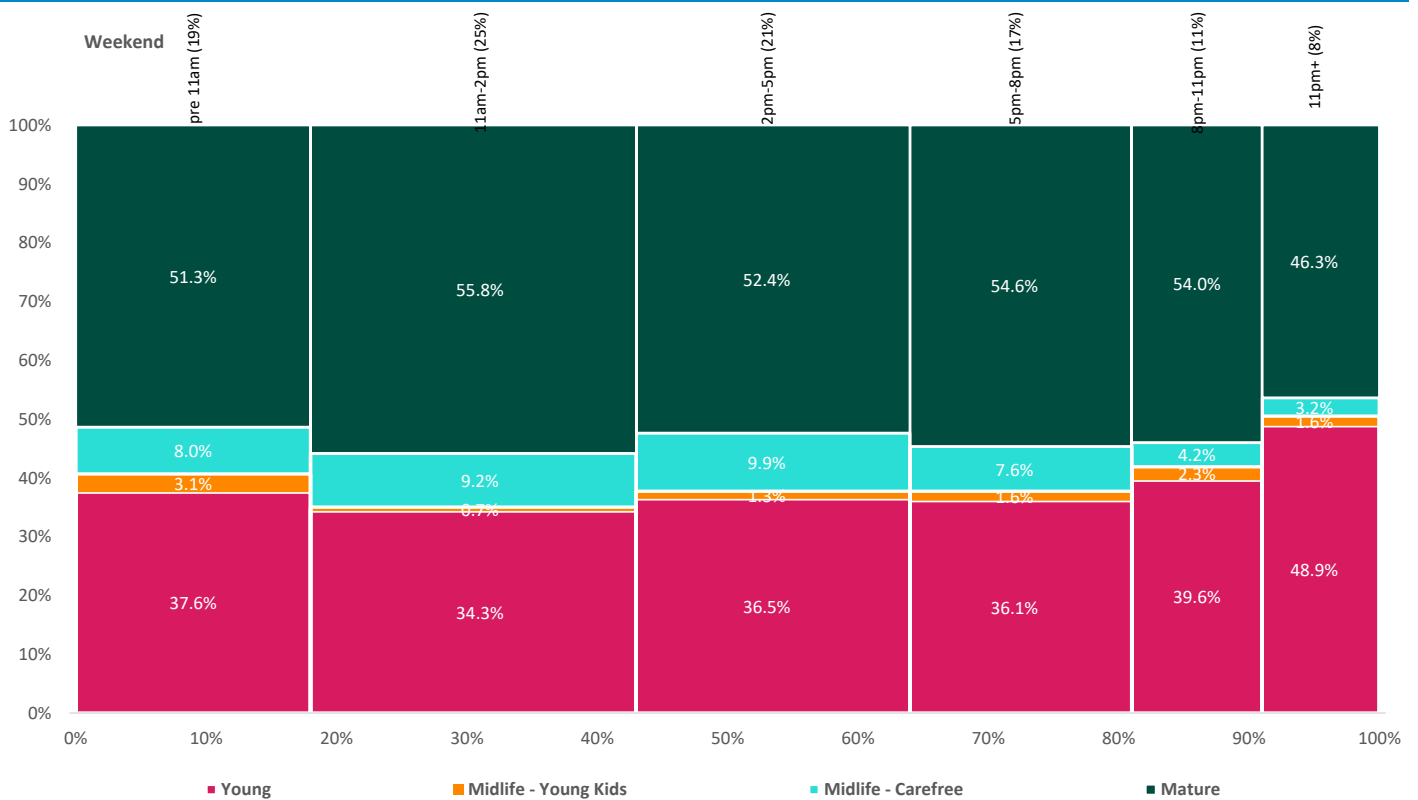
Polaris Summary - Campbeltown Bar Dundee

star
PUBS & BARS
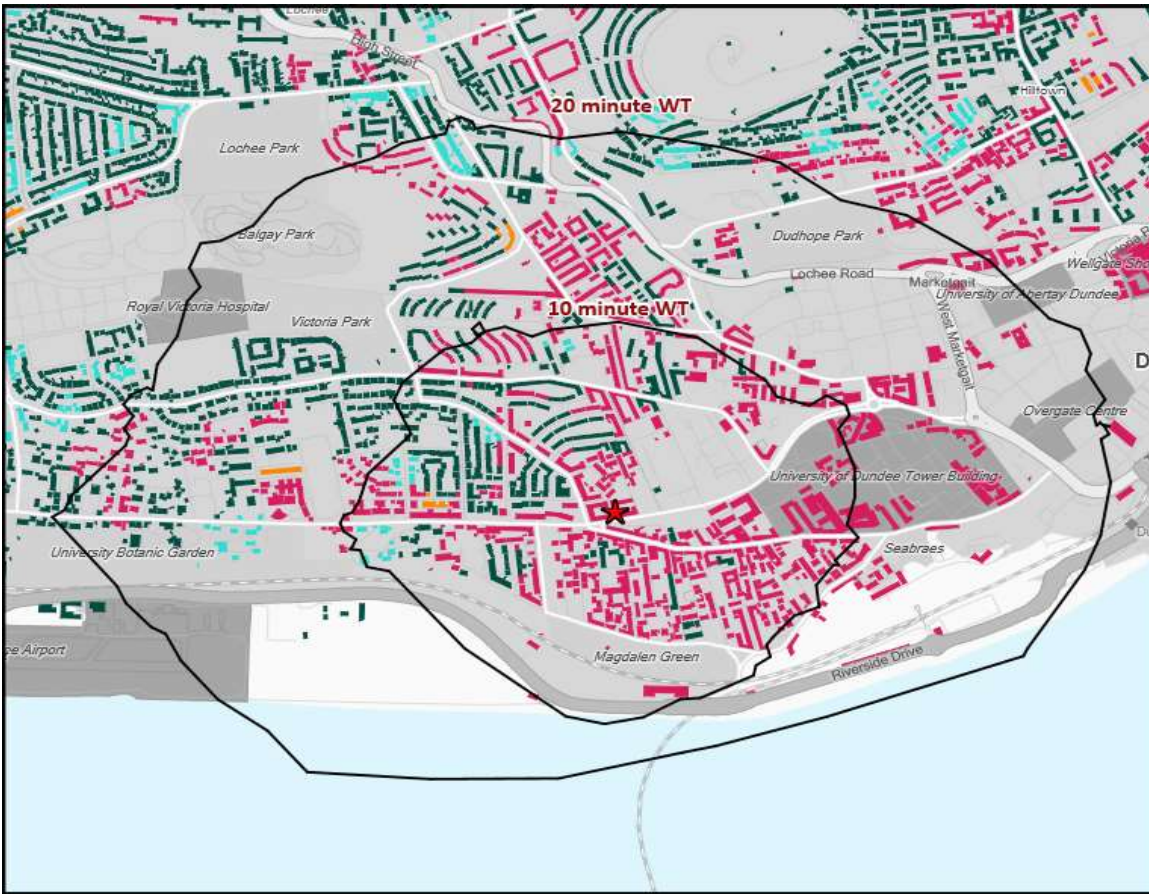
★ Pub Sites
Ⓝ Catchment

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	5,643	11,238	32,717	278	259	83
Midlife - Young Kids	18	62	5,100	2	4	33
Midlife - Carefree	37	174	10,110	3	7	45
Mature	1,555	4,149	92,588	48	59	146
Not Private Households	108	109	2,662	112	53	142
Total	7,361	15,732	143,177			

Polaris Plus Summary - Campbeltown Bar Dundee

star PUBS & BARS

Pub Sites
Catchment

Polaris Plus Segments

Young
- 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						
Low	617	1,487	10,180	85	96	72
Medium	4,207	8,639	18,272	521	500	116
High	819	1,112	4,265	165	105	44
Midlife - Young Kids						
Low	0	21	4,014	0	2	51
Medium	0	0	1,045	0	0	17
High	18	41	41	22	23	3
Midlife - Carefree						
Low	3	52	2,050	1	8	34
Medium	8	63	5,705	2	6	56
High	26	59	2,355	8	8	37
Mature						
Low	1,030	2,711	51,123	102	125	260
Medium	259	476	23,374	22	19	104
High	266	962	18,091	24	41	84
Not Private Households	108	109	2,662	112	53	142
Total	7,361	15,732	143,177			

CGA Summary - Campbeltown Bar Dundee
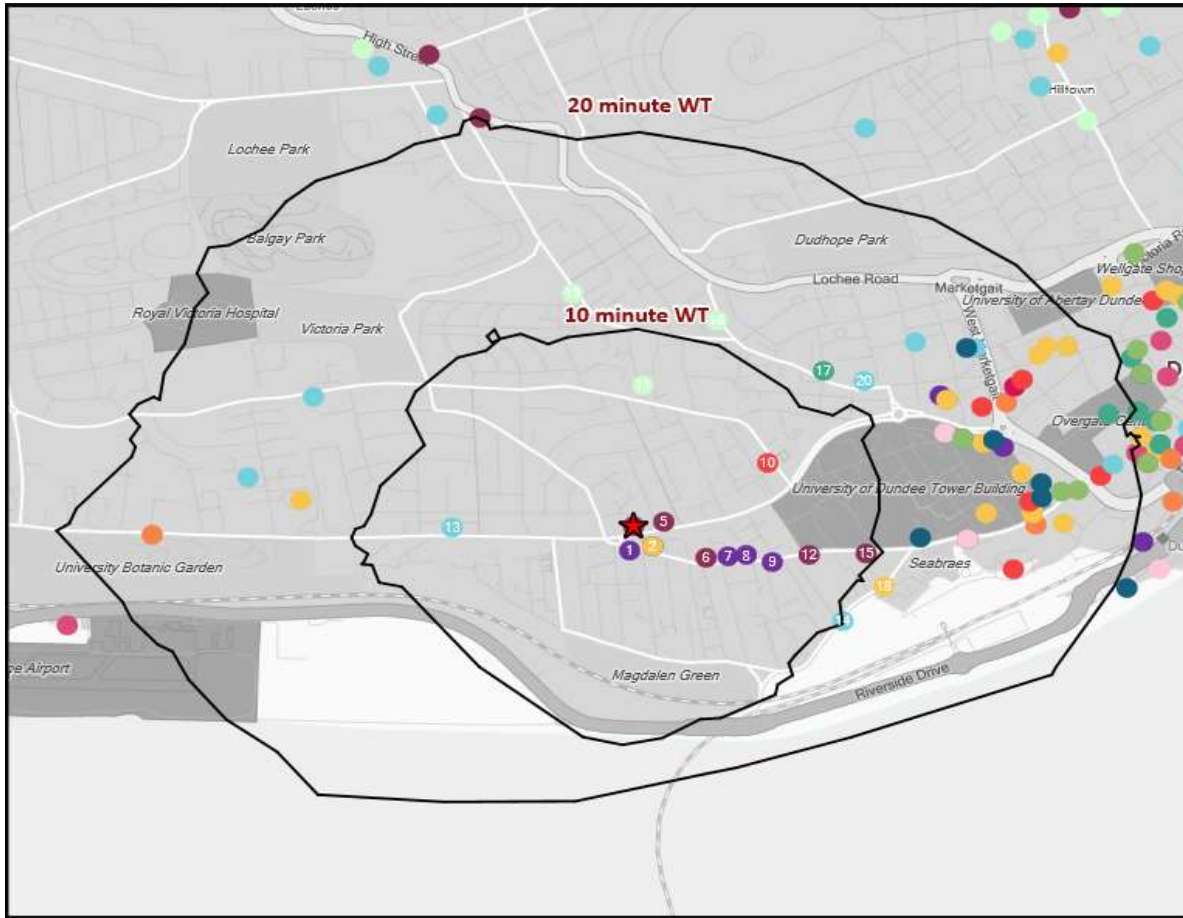
Pub Sites
Catchment

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

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Campbeltown Bar	DD 2 1DN	Star Pubs & Bars	Premium Local	0.0
1	Más	DD 2 1AU	Independent Free	Restaurants	0.0
2	Tay Fry Inn	DD 2 1AS	Independent Free	Casual Dining	0.0
2	Don Michele	DD 2 1AS	Independent Free	Restaurants	0.0
2	Speedwell Bar	DD 2 1AS	Independent Free	High Street Pub	0.0
5	Hawkhill Tavern	DD 2 1DQ	Independent Free	Premium Local	0.1
6	Taybridge Bar	DD 1 4JD	Unknown	Premium Local	0.1
7	Agacan Kebb House	DD 1 4JB	Independent Free	Restaurants	0.2
8	Dil Se	DD 1 4JA	Independent Free	Restaurants	0.2
9	Piccolo	DD 1 4JY	Independent Free	Restaurants	0.3
10	Whitehall Theatre	DD 1 5JA	Independent Free	Large Venue	0.3
11	Balgayhill Bar	DD 1 5PW	Independent Free	Community Pub	0.3
12	George Orwell	DD 1 4JS	Kingdom Taverns	Premium Local	0.3
13	Dundee Bridge Club	DD 2 1JS	Independent Free	Clubland	0.3
14	Dundee Deaf Sports & Social Club	DD 1 4LY	Independent Free	Clubland	0.4
15	Art Bar	DD 1 4JW	*Other Small Retail Groups	Premium Local	0.4
16	Polepark Bar	DD 1 5QS	Independent Free	Community Pub	0.4
17	Beiderbeckes Bistro	DD 1 5BJ	Independent Free	Casual Dining	0.4
18	Omarleys	DD 1 4LR	Independent Free	High Street Pub	0.5
19	Queen Ann Ii	DD 2 2BJ	Independent Free	Community Pub	0.5
20	Downfield Musical Society	DD 1 5BR	Independent Free	Clubland	0.5

Per Pub Analysis - Campbeltown Bar Dundee

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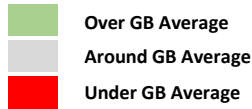
- **Over GB Average**
- **Around GB Average**
- **Under GB Average**

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	7,361	15,732	143,177
Number of Competition Pubs	12	44	196
Adults 18+ per Competition Pub	613	358	730

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	1,106	15.0%	186
Circuit Bar	0	627	8.5%	210
Community Pub	1	1,126	15.3%	80
Craft Led	0	778	10.6%	306
Great Pub Great Food	0	1,163	15.8%	89
High Street Pub	4	1,361	18.5%	100
Premium Local	5	1,081	14.7%	89

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	7	2,086	13.3%	165
Circuit Bar	3	1,360	8.6%	213
Community Pub	3	2,681	17.0%	89
Craft Led	0	1,514	9.6%	278
Great Pub Great Food	3	2,358	15.0%	85
High Street Pub	14	3,092	19.7%	107
Premium Local	6	2,417	15.4%	93

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	11	7,420	5.2%	64
Circuit Bar	16	7,217	5.0%	124
Community Pub	32	39,697	27.7%	145
Craft Led	0	3,933	2.7%	79
Great Pub Great Food	8	19,030	13.3%	75
High Street Pub	30	35,092	24.5%	133
Premium Local	35	20,371	14.2%	86

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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	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*
Consumer Insight	*"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"*
Product needs	• 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**

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.

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