Catchment Summary - Powrie Bar Dundee
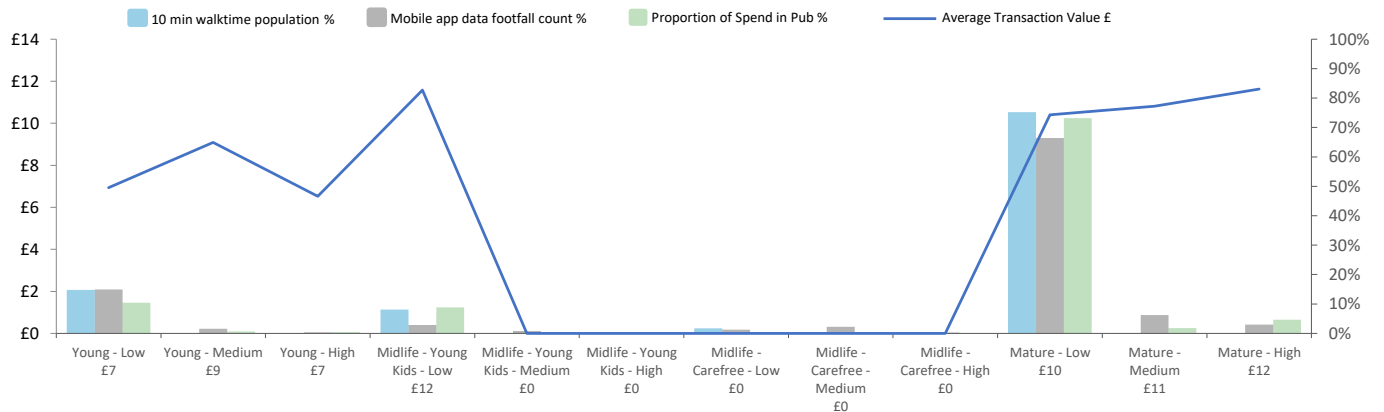
Ship To	Name	Postcode	Operator	Segment	Sparsity
626655	Powrie Bar Dundee	DD 4 9QR	Star Pubs & Bars	Community Pub	12

Polaris Segments

- 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 £

Categories: Young - Low £7 | Young - Medium £9 | Young - High £7 | Midlife - Young Kids - Low £12 | Midlife - Young Kids - Medium £0 | Midlife - Young Kids - High £0 | Midlife - Carefree - Low £0 | Midlife - Carefree - Medium £0 | Midlife - Carefree - High £0 | Mature - Low £10 | Mature - Medium £11 | Mature - High £12

See the Glossary page for further information on the above variables

Catchment Summary - Powrie 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		4,735	11,603	194,828	88	63	44
					Population & Adults 18+ index is based on all pubs		
Adults 18+		3,583	8,580	160,214	80	56	46
Competition Pubs		2	3	218	11	8	52
Adults 18+ per Competition Pub		1,792	2,860	735	209	333	86
% Adults Likely to Drink		73.4%	72.5%	77.8%	96	95	102
Affluence	Low	99.9%	86.2%	46.9%	300	259	141
	Medium	0.1%	6.1%	33.6%	0	16	88
	High	0.0%	6.3%	17.9%	0	23	66

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	336	816	18,931	87	86	119
	25-34	692	1,827	29,902	110	118	115
	35-44	633	1,606	24,879	101	105	96
	45-64	1,033	2,559	47,280	85	86	94
	65+	889	1,772	39,222	98	79	105
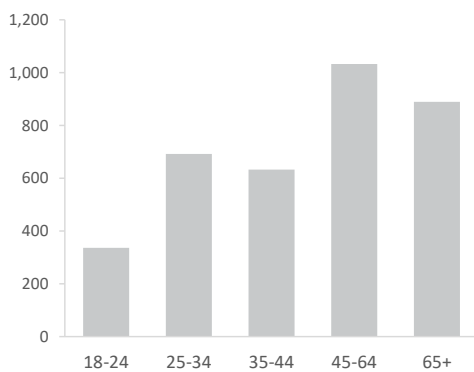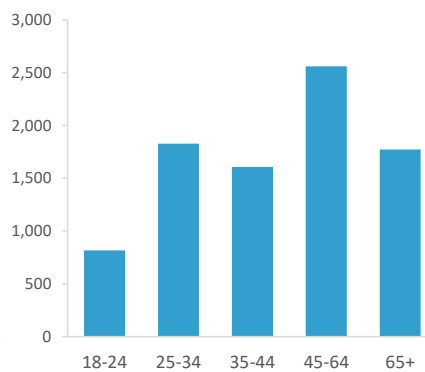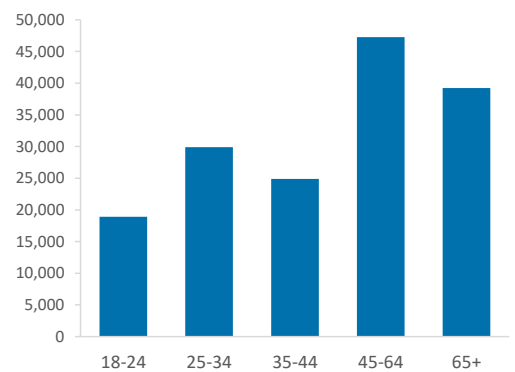
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,137 (45%)	5,361 (46%)	93,972 (48%)	92	94	98
	Female	2,598 (55%)	6,242 (54%)	100,856 (52%)	108	105	101
Economic Status (16+)	Employed: Full-time	1,124 (30%)	2,799 (31%)	56,160 (34%)	88	91	99
	Employed: Part-time	582 (16%)	1,409 (16%)	18,774 (11%)	132	133	96
	Self employed	122 (3%)	313 (4%)	8,350 (5%)	36	38	55
	Unemployed	130 (4%)	368 (4%)	3,617 (2%)	127	150	80
	Full-time student	111 (3%)	313 (4%)	8,076 (5%)	126	148	207
	Retired	966 (26%)	1,937 (22%)	41,898 (26%)	119	99	117
	Other	673 (18%)	1,767 (20%)	27,220 (17%)	104	114	95
Total Worker Count		728	2,913	105,035			

See the Glossary page for further information on the above variables

Transactional Data Summary - Powrie Bar Dundee

star PUBS&BARS

## Spend by Polaris Plus

GB %

Segment	%
Young - Low	10.4%
Young - Medium	0.7%
Young - High	0.5%
Midlife - Young Kids - Low	8.9%
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	73.2%
Mature - Medium	1.8%
Mature - High	4.6%

Percentage of total sales split by Polaris Plus segment within the pub
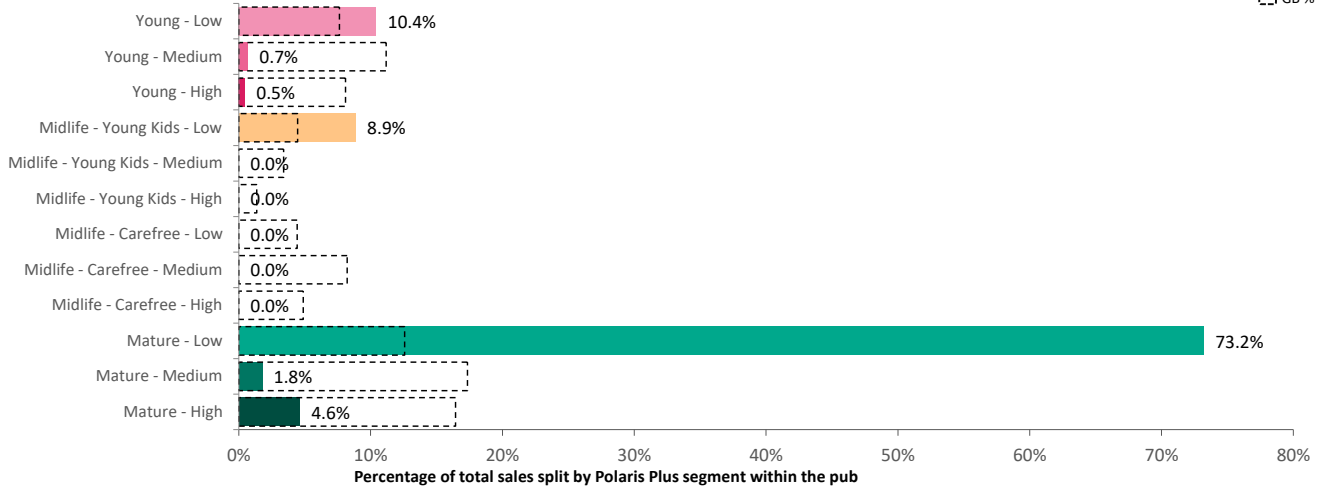
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Segment	%
Young - Low	15.0%
Young - Medium	1.0%
Young - High	1.0%
Midlife - Young Kids - Low	8.0%
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	70.0%
Mature - Medium	2.0%
Mature - High	4.0%
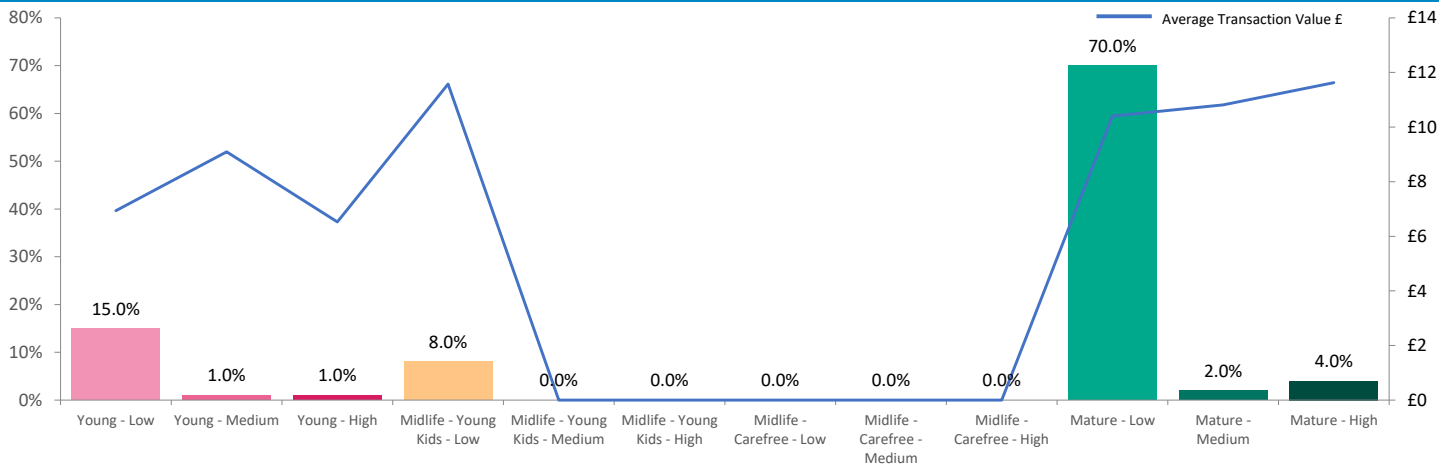
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris
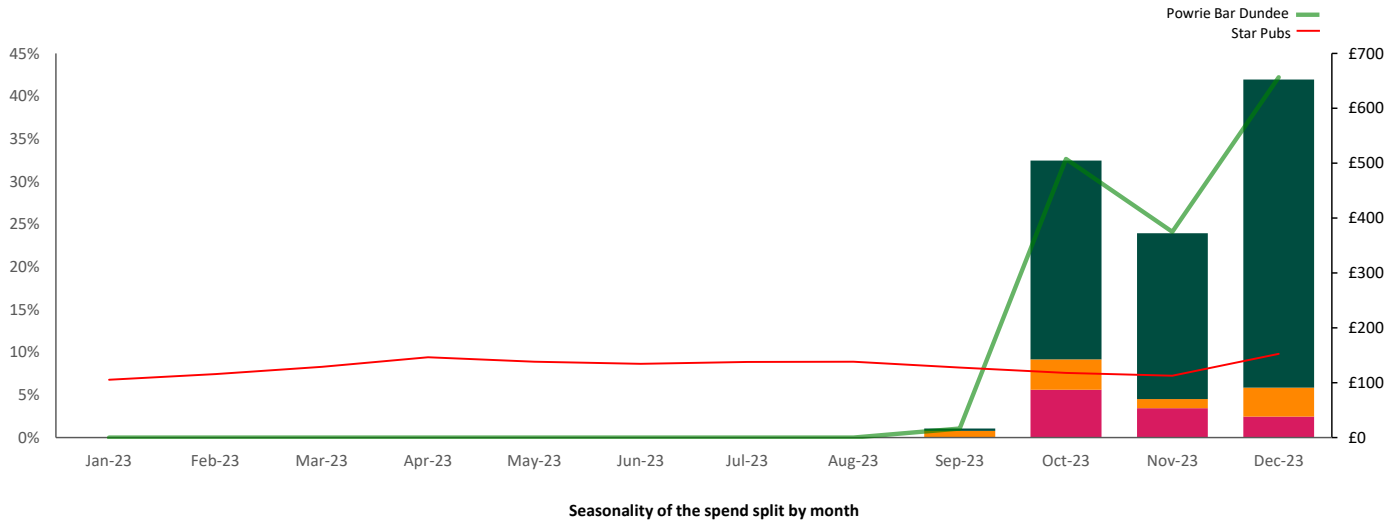
Powrie Bar Dundee
Star Pubs

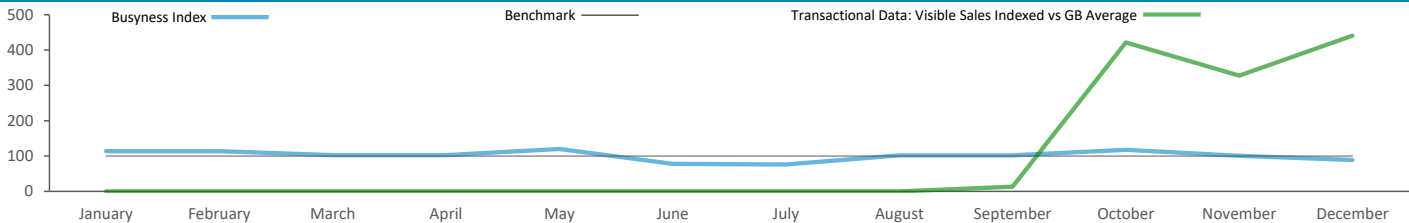Seasonality of the spend split by month

Mobile Data Summary - Powrie Bar Dundee

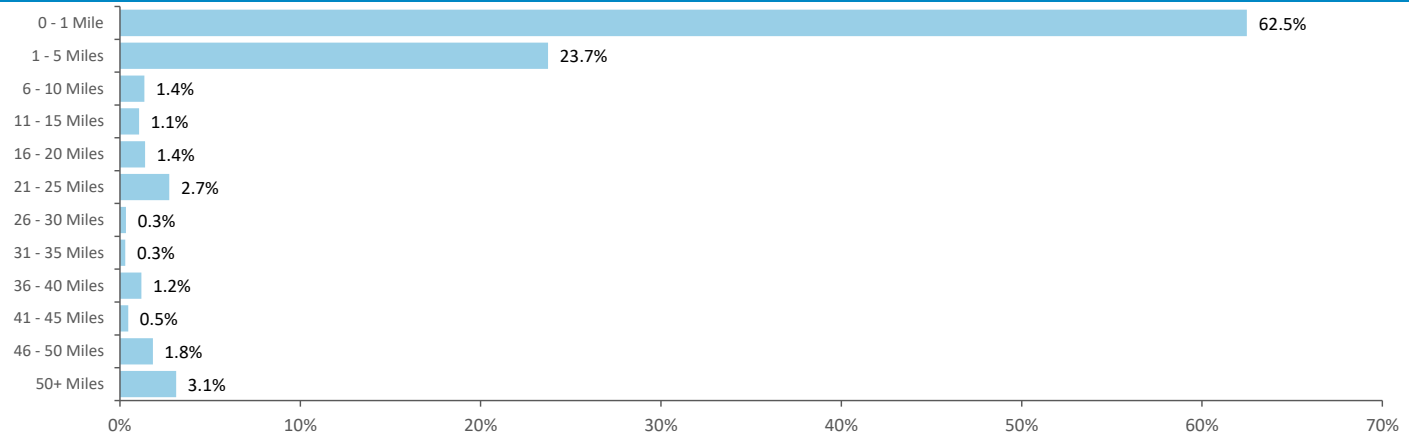star PUBS & BARS

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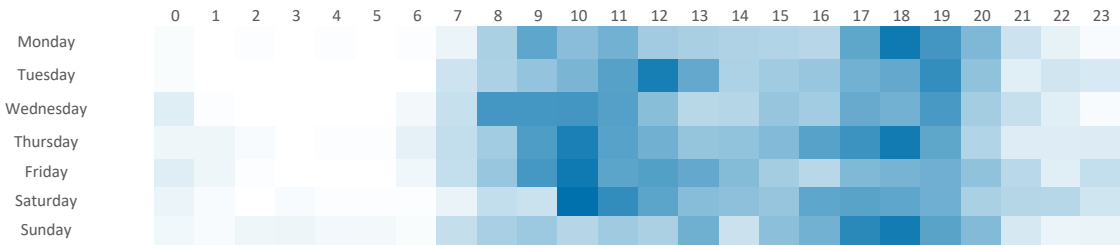
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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	Percentage
0 - 1 Mile	62.5%
1 - 5 Miles	23.7%
6 - 10 Miles	1.4%
11 - 15 Miles	1.1%
16 - 20 Miles	1.4%
21 - 25 Miles	2.7%
26 - 30 Miles	0.3%
31 - 35 Miles	0.3%
36 - 40 Miles	1.2%
41 - 45 Miles	0.5%
46 - 50 Miles	1.8%
50+ Miles	3.1%

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

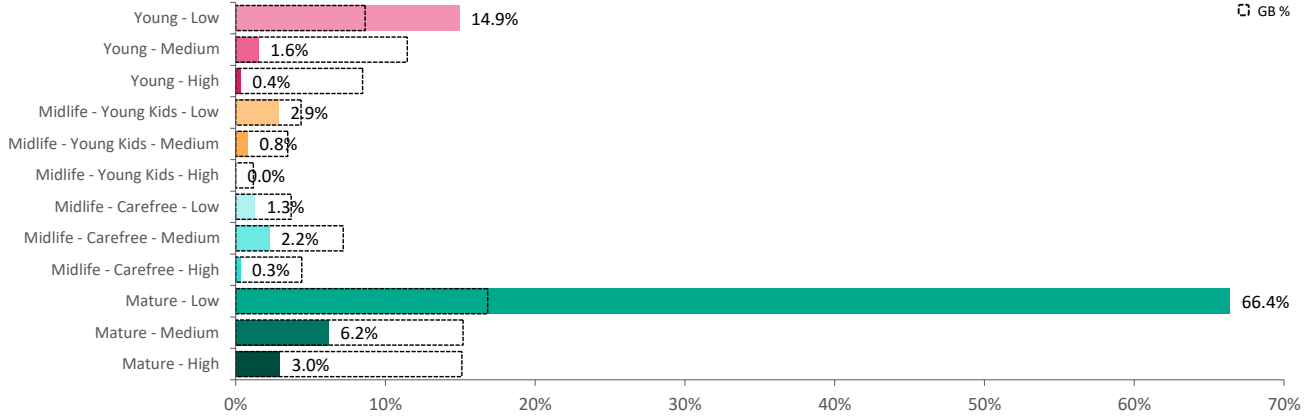## Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	78.8%
Worker	7.0%
Tourist	9.8%
Local Tourist	4.4%
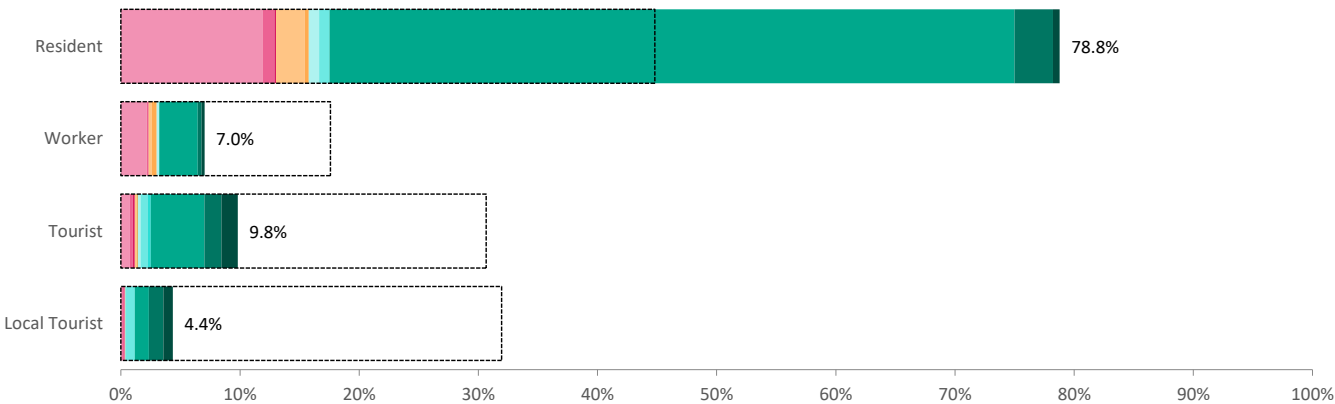
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Powrie Bar Dundee

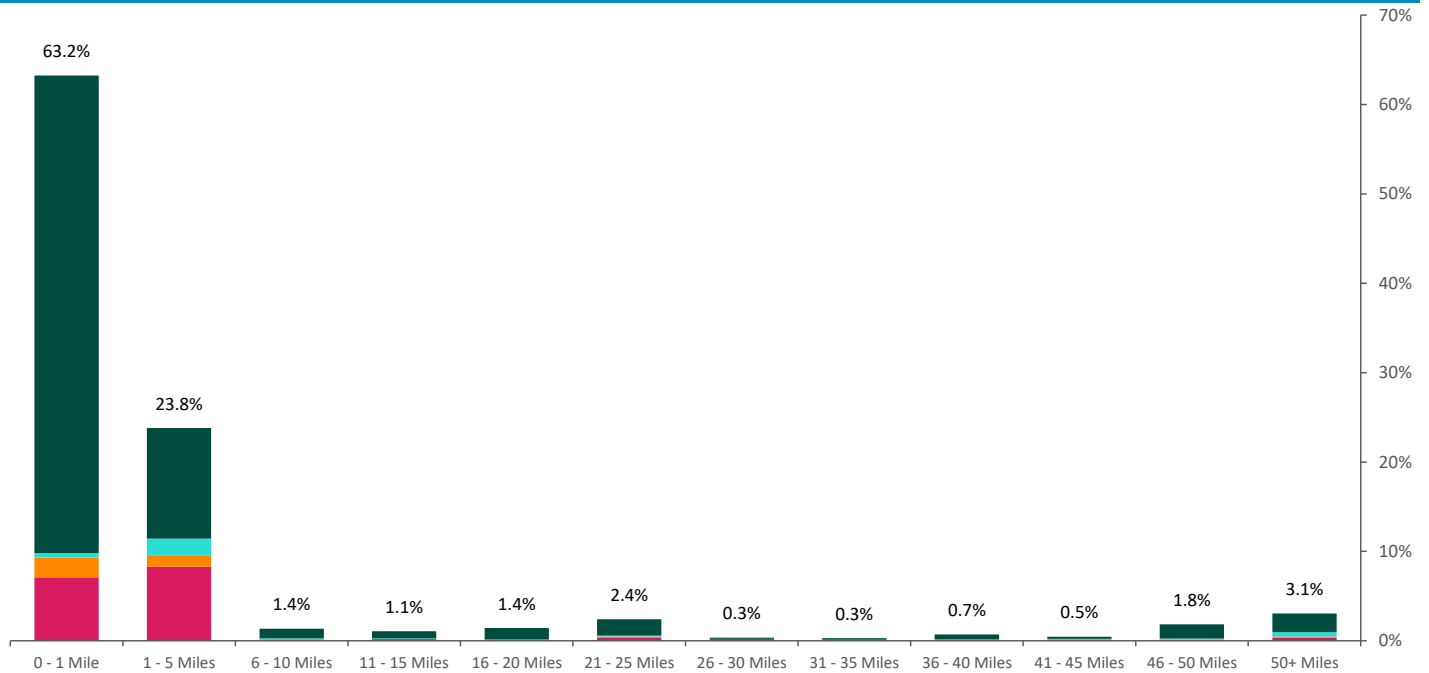★ star
PUBS & BARS

Polaris Plus Profile

□ GB %

Category	Value
Young - Low	14.9%
Young - Medium	1.6%
Young - High	0.4%
Midlife - Young Kids - Low	2.9%
Midlife - Young Kids - Medium	0.8%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	1.3%
Midlife - Carefree - Medium	2.2%
Midlife - Carefree - High	0.3%
Mature - Low	66.4%
Mature - Medium	6.2%
Mature - High	3.0%

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	63.2%
1 - 5 Miles	23.8%
6 - 10 Miles	1.4%
11 - 15 Miles	1.1%
16 - 20 Miles	1.4%
21 - 25 Miles	2.4%
26 - 30 Miles	0.3%
31 - 35 Miles	0.3%
36 - 40 Miles	0.7%
41 - 45 Miles	0.5%
46 - 50 Miles	1.8%
50+ Miles	3.1%

Illustrates how far those seen within 60m of the pub have travelled from their home location to get there
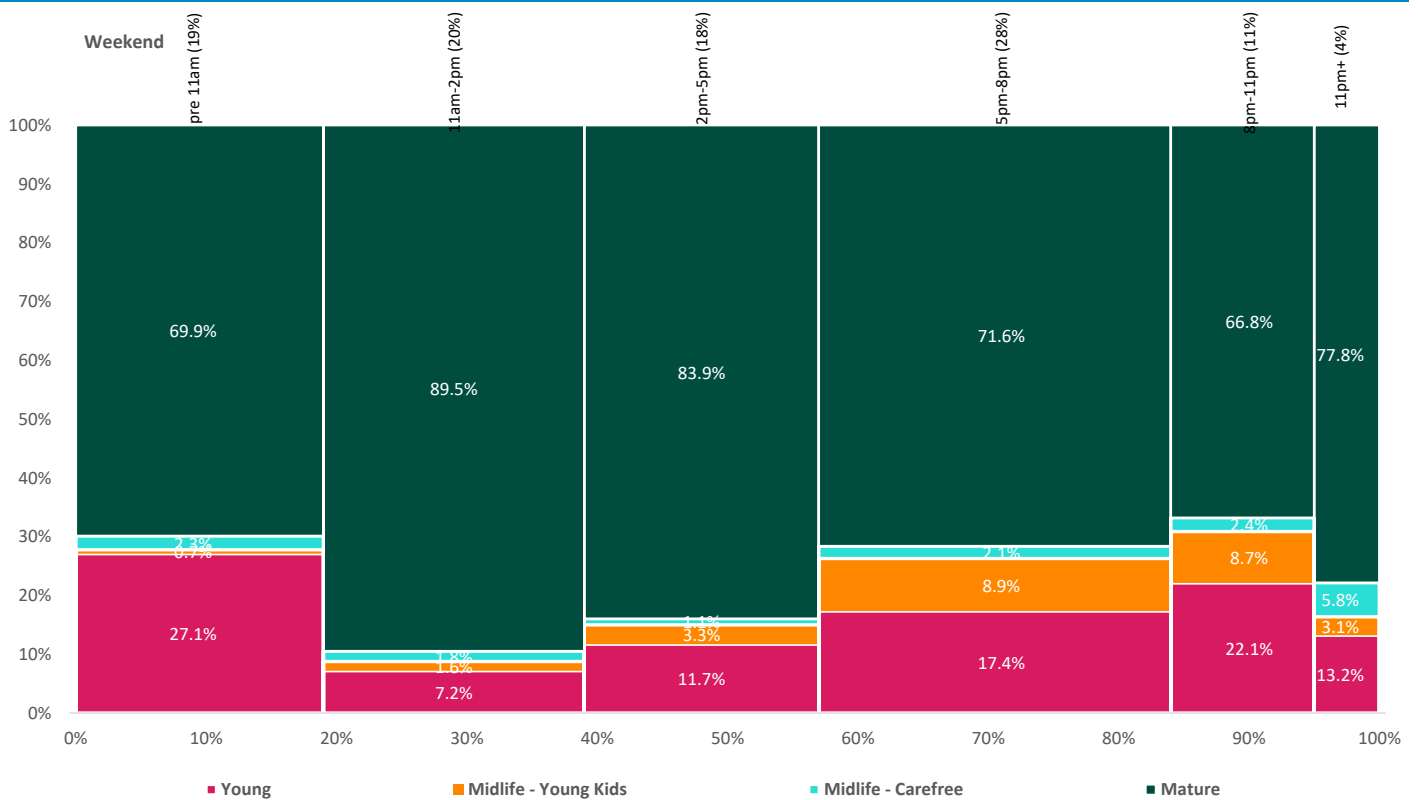
Mobile Data Summary - Powrie Bar Dundee

CACI

star PUBS & BARS

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

Weekday

- pre 11am (26%): Mature 91.2%, Young 5.6%, plus smaller segments 2.2%, 1.1%
- 11am-2pm (21%): Mature 81.8%, Young 11.3%, Midlife - Young Kids 2.6%, Midlife - Carefree 4.3%
- 2pm-5pm (15%): Mature 80.1%, Young 10.5%, Midlife - Young Kids 5.7%, Midlife - Carefree 3.8%
- 5pm-8pm (26%): Mature 64.4%, Young 22.2%, Midlife - Young Kids 5.1%, Midlife - Carefree 8.3%
- 8pm-11pm (9%): Mature 69.1%, Young 23.9%, Midlife - Young Kids 2.8%, Midlife - Carefree 4.3%
- 11pm+ (3%): Mature 70.5%, Young 19.9%, Midlife - Young Kids 4.9%, 4.7%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature

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

Weekend

- pre 11am (19%): Mature 69.9%, Young 27.1%, Midlife - Carefree 2.3%, 0.7%
- 11am-2pm (20%): Mature 89.5%, Young 7.2%, Midlife - Young Kids 1.6%, Midlife - Carefree 1.8%
- 2pm-5pm (18%): Mature 83.9%, Young 11.7%, Midlife - Young Kids 3.3%, 1.1%
- 5pm-8pm (28%): Mature 71.6%, Young 17.4%, Midlife - Young Kids 8.9%, Midlife - Carefree 2.1%
- 8pm-11pm (11%): Mature 66.8%, Young 22.1%, Midlife - Young Kids 8.7%, Midlife - Carefree 2.4%
- 11pm+ (4%): Mature 77.8%, Young 13.2%, Midlife - Young Kids 3.1%, Midlife - Carefree 5.8%

Legend: ■ 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 - Powrie Bar Dundee

Legend:
- ★ Pub Sites
- N 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	531	2,288	34,536	54	97	78
Midlife - Young Kids	291	804	4,453	74	86	25
Midlife - Carefree	61	294	12,507	11	22	49
Mature	2,700	5,076	106,085	170	133	149
Not Private Households	0	118	2,633	0	105	125
Total	3,583	8,580	160,214			

Polaris Plus Summary - Powrie Bar Dundee

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High

★ Pub Sites
Ν Catchment

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	531	2,199	11,649	151	261	74
Medium	0	89	18,622	0	9	106
High	0	0	4,265	0	0	40
Midlife - Young Kids						
Low	291	690	3,977	148	147	45
Medium	0	114	435	0	31	6
High	0	0	41	0	0	2
Midlife - Carefree						
Low	61	132	2,050	40	37	30
Medium	0	162	7,618	0	26	66
High	0	0	2,839	0	0	40
Mature						
Low	2,695	4,373	57,400	548	371	261
Medium	5	161	27,136	1	12	108
High	0	542	21,549	0	42	90
Not Private Households	0	118	2,633	0	105	125
Total	3,583	8,580	160,214			

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	Powrie Bar	DD 4 9QR	Star Pubs & Bars	Community Pub	0.0
1	Dolphin	DD 4 9EZ	Unknown	Community Pub	0.3
2	Tavern	DD 4 0SX	Independent Free	Community Pub	0.6
3	Caird Park Golf Club	DD 4 9BX	Independent Free	Clubland	0.9
4	Fairfield Sports & Social Club	DD 4 0JX	Independent Free	Clubland	1.1
5	Mecca Bingo	DD 4 8JX	Rank	Large Venue	1.2

CACI

Per Pub Analysis - Powrie Bar Dundee

star PUBS&BARS

*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+	3,583	8,580	160,214
Number of Competition Pubs	2	3	218
Adults 18+ per Competition Pub	1,792	2,860	735

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	53	1.5%	18
Circuit Bar	0	264	7.4%	181
Community Pub	2	1,698	47.4%	248
Craft Led	0	27	0.7%	21
Great Pub Great Food	0	14	0.4%	2
High Street Pub	0	1,360	38.0%	206
Premium Local	0	107	3.0%	18

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	297	3.5%	43
Circuit Bar	0	620	7.2%	178
Community Pub	3	3,333	38.9%	203
Craft Led	0	129	1.5%	44
Great Pub Great Food	0	381	4.4%	25
High Street Pub	0	2,818	32.8%	178
Premium Local	0	589	6.9%	42

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	11	7,774	4.9%	60
Circuit Bar	18	7,817	4.9%	120
Community Pub	33	44,399	27.7%	145
Craft Led	0	4,022	2.5%	73
Great Pub Great Food	9	21,653	13.5%	76
High Street Pub	33	39,073	24.4%	132
Premium Local	37	23,175	14.5%	88

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