

Catchment Summary - Barrels Dundee

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*WT= Walktime, **DT= Drivetime

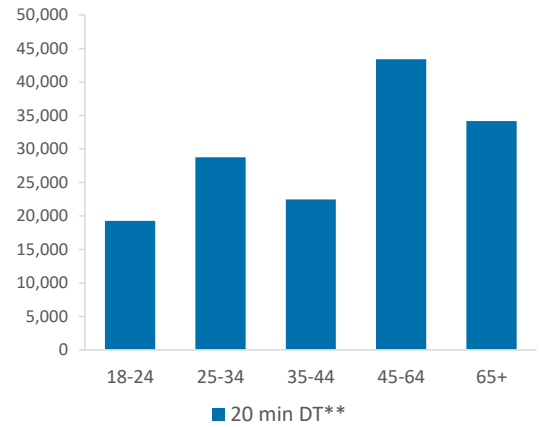
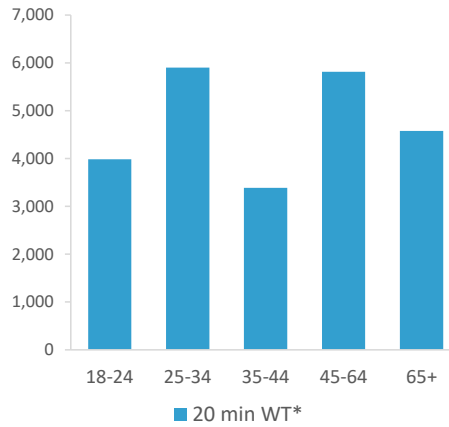
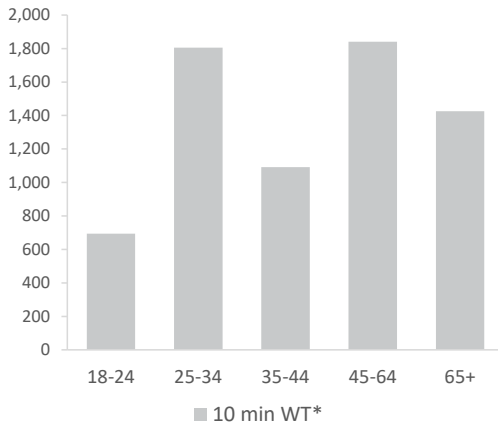
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	8,088	27,322	180,966	153	188	48
Adults 18+	6,855	23,668	148,040	158	132	50
Competition Pubs	20	69	201	133	216	56
Adults 18+ per Competition Pub	343	343	737	42	42	89
% Adults Likely to Drink	80.0%	80.4%	81.8%	97	97	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	54.6%	57.8%	42.1%	213	225	164
	Medium	38.4%	32.8%	33.0%	98	83	84
	High	6.7%	7.8%	22.9%	20	23	68

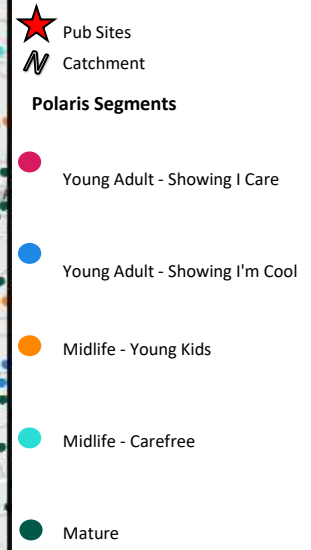
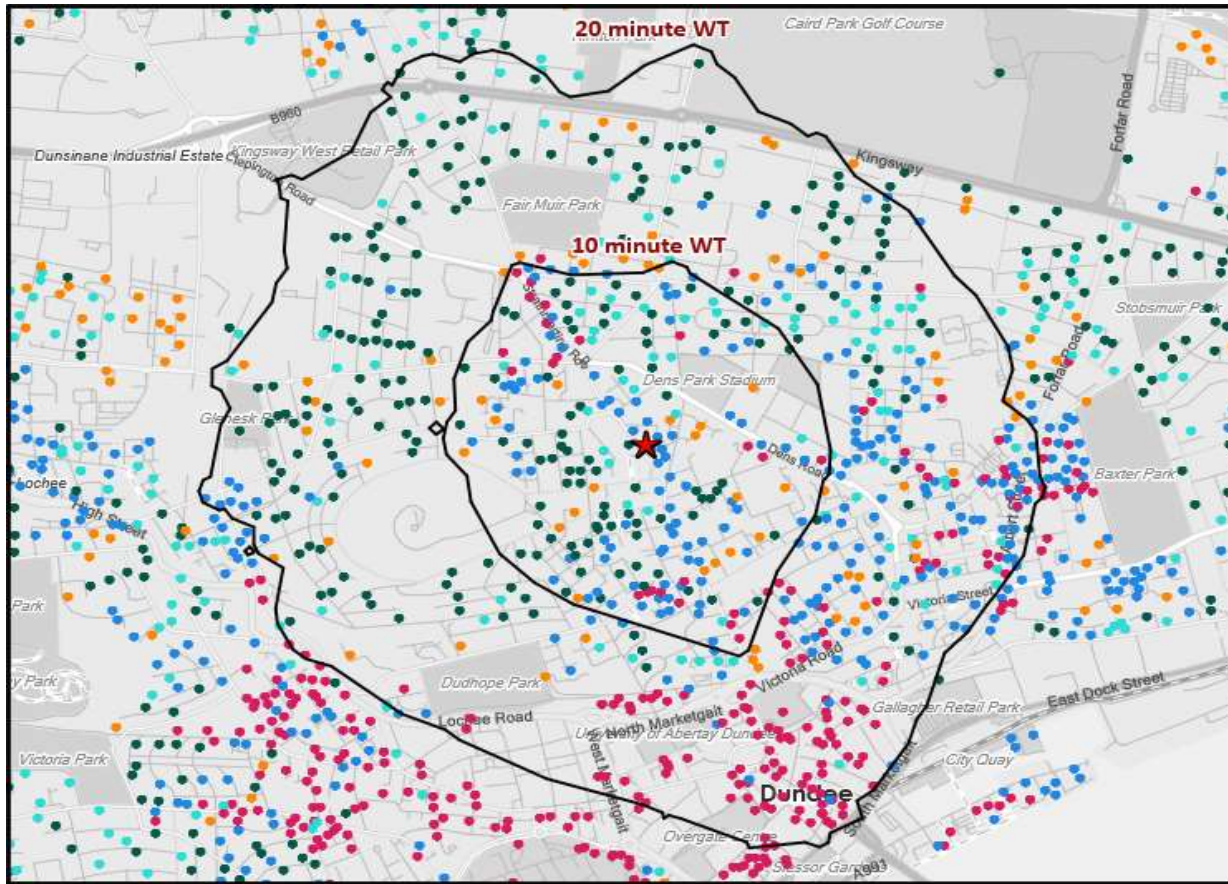
*Affluence does not include Not Private Households

Age Profile	18-24	694	3,986	19,257	106	180	131
	25-34	1,805	5,904	28,751	168	163	120
	35-44	1,091	3,387	22,477	105	96	97
	45-64	1,840	5,813	43,405	89	83	94
	65+	1,425	4,578	34,150	92	88	99



	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	4,145 (51%)	14,093 (52%)	87,659 (48%)	104	104	98
	Female	3,943 (49%)	13,229 (48%)	93,307 (52%)	96	96	102
Economic Status (16-74)	Employed: Full-time	2,173 (34%)	7,295 (33%)	52,151 (39%)	83	80	93
	Employed: Part-time	688 (11%)	2,192 (10%)	16,599 (12%)	84	77	94
	Self employed	240 (4%)	905 (4%)	7,500 (6%)	40	43	58
	Unemployed	249 (4%)	773 (4%)	3,874 (3%)	166	149	121
	Retired	1,018 (16%)	3,073 (14%)	20,750 (15%)	117	102	111
	Other	1,960 (31%)	7,600 (35%)	34,422 (25%)	157	176	129
Total Worker Count		1,861	24,834	96,934			

See the Glossary page for further information on the above variables



Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

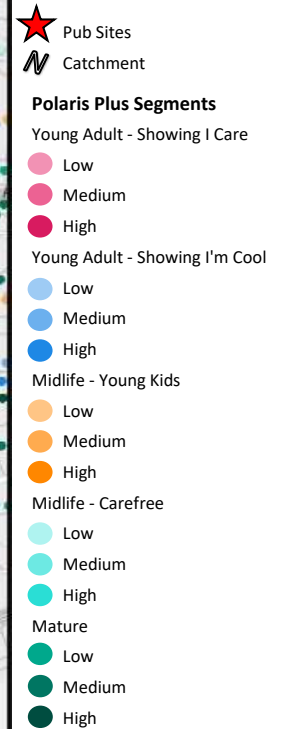
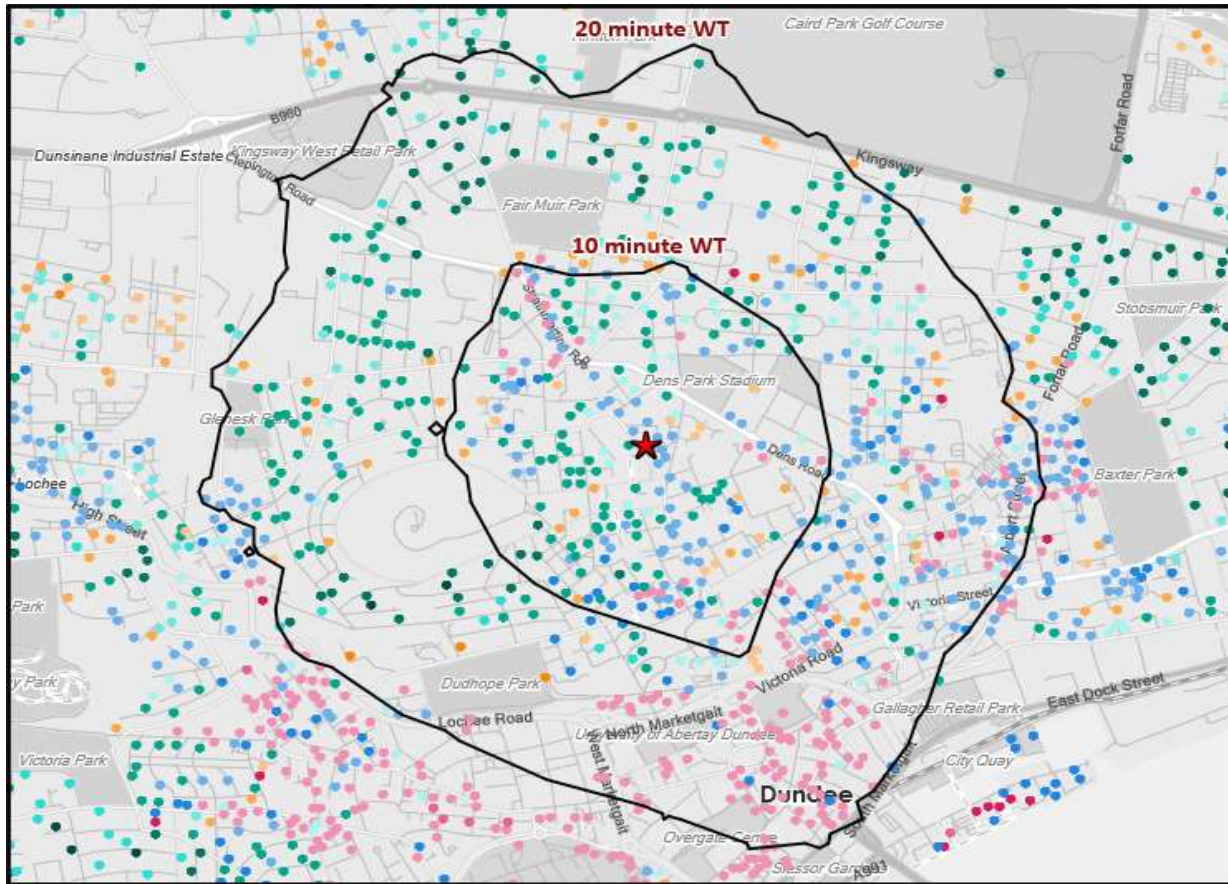
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	651	5,023	15,013	106	238	114
Young Adult - Showing I'm Cool	2,546	6,440	18,994	404	296	139
Midlife - Young Kids	764	1,826	38,401	35	25	83
Midlife - Carefree	677	3,228	25,268	47	65	81
Mature	2,194	6,780	47,516	114	102	115
Not Private Households	23	371	2,848	23	109	134
Total	6,855	23,668	148,040			

Polaris Summary - Barrels Dundee



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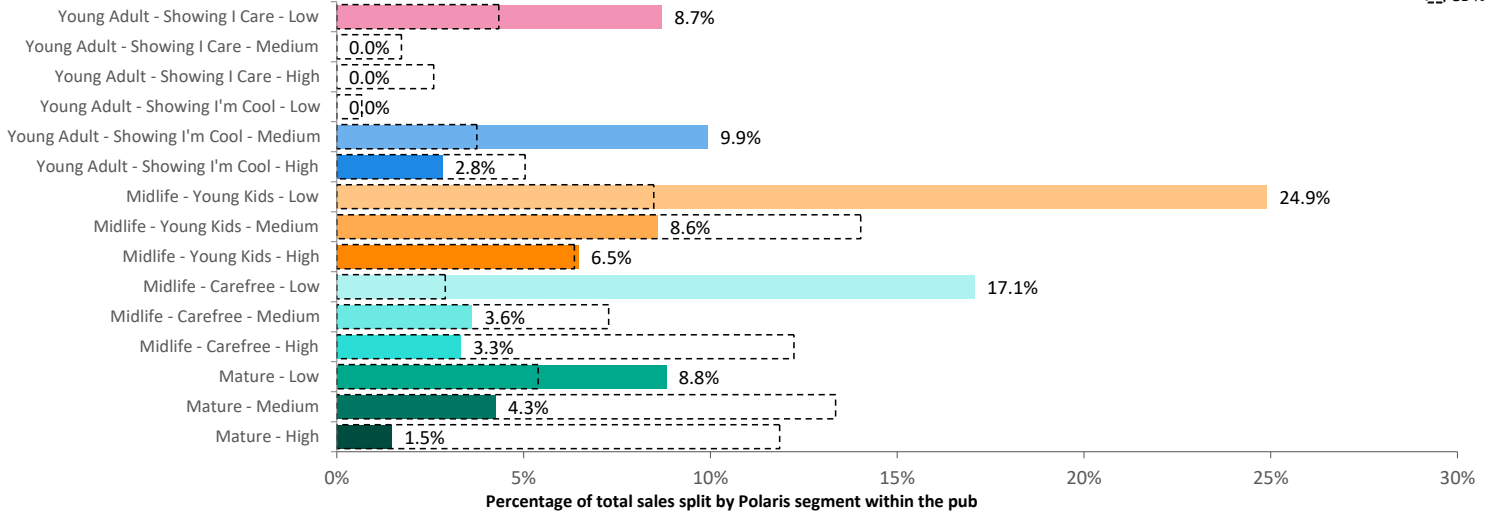
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

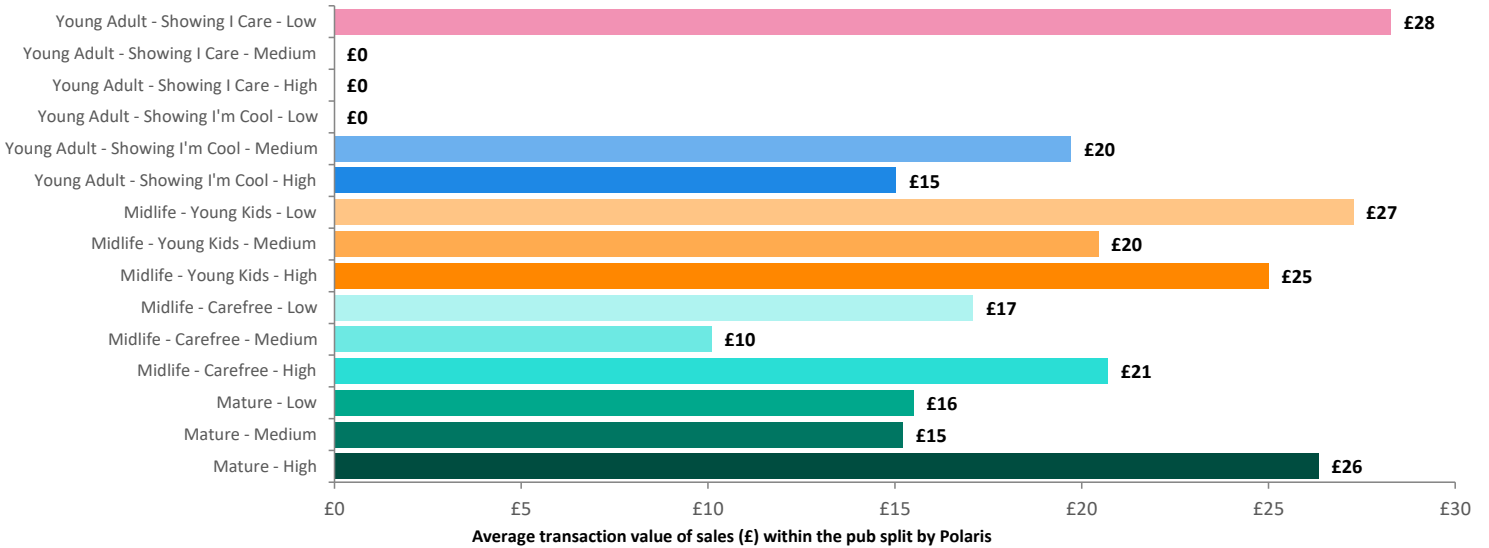
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	651	4,886	13,907	227	492	224
Medium	0	0	512	0	0	25
High	0	137	594	0	17	12
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	2,093	5,210	11,975	826	595	219
High	453	1,230	7,019	148	116	106
Midlife - Young Kids						
Low	346	693	18,449	45	26	112
Medium	418	1,045	12,176	41	30	55
High	0	88	7,776	0	7	97
Midlife - Carefree						
Low	672	2,489	9,428	288	309	187
Medium	0	392	6,322	0	25	64
High	5	347	9,518	1	13	59
Mature						
Low	2,071	5,622	20,603	509	400	234
Medium	123	1,114	17,884	14	37	95
High	0	44	9,029	0	2	65
Not Private Households	23	371	2,848	23	109	134

Spend by Polaris

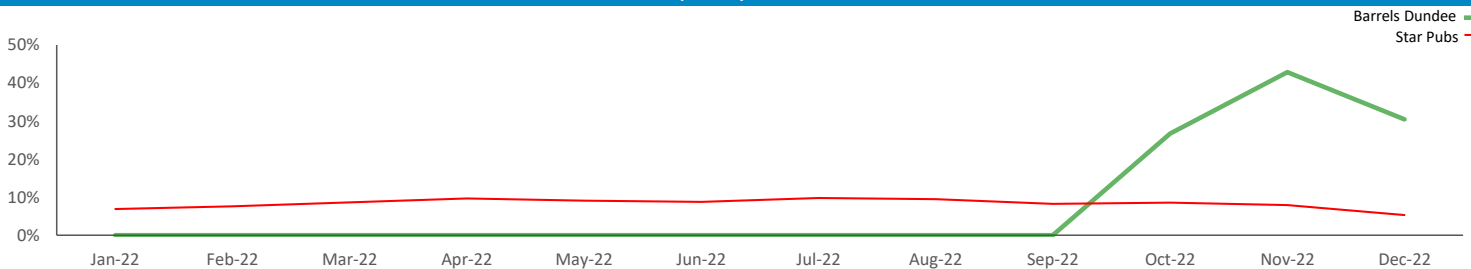
GB %



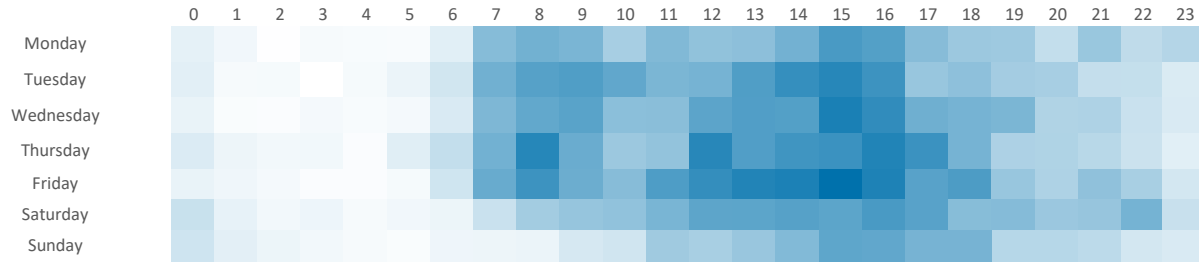
Average Transaction Values (£) by Polaris



Spend by Month

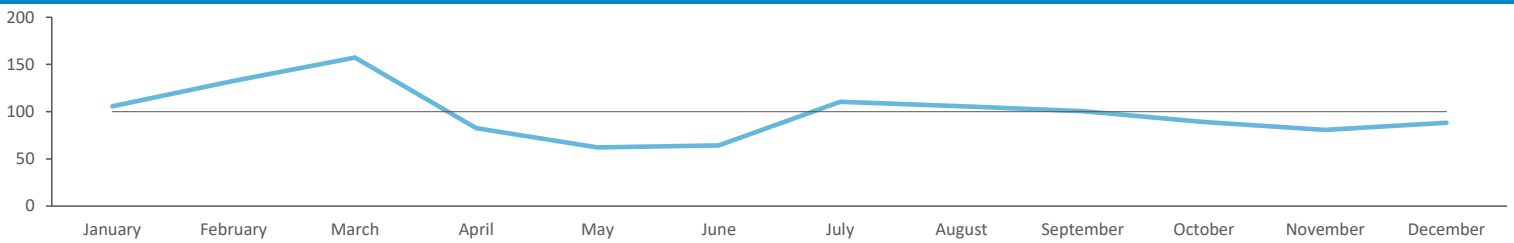


Time of Day/Day of Week



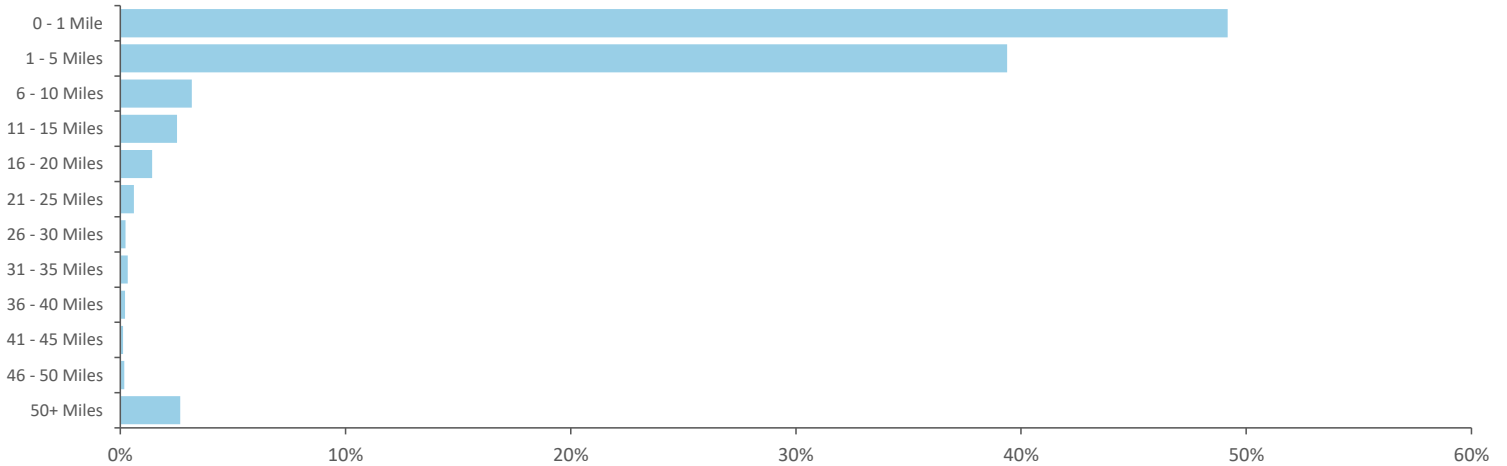
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



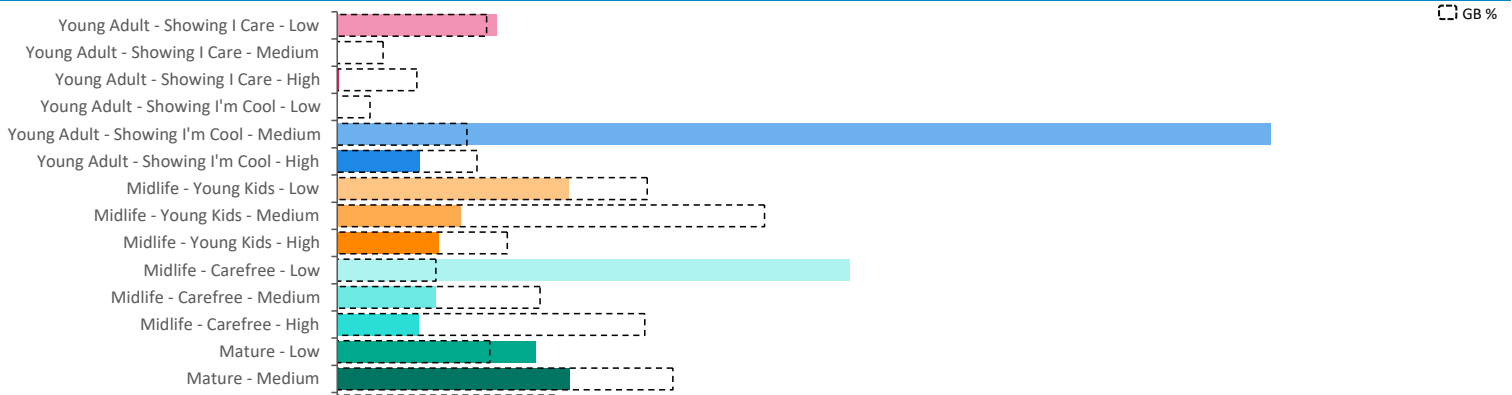
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

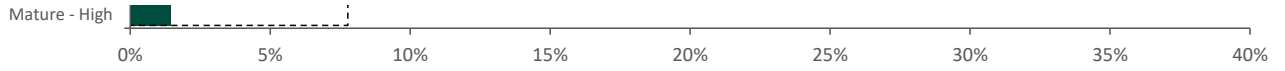


Mobile Data Summary - Barrels Dundee

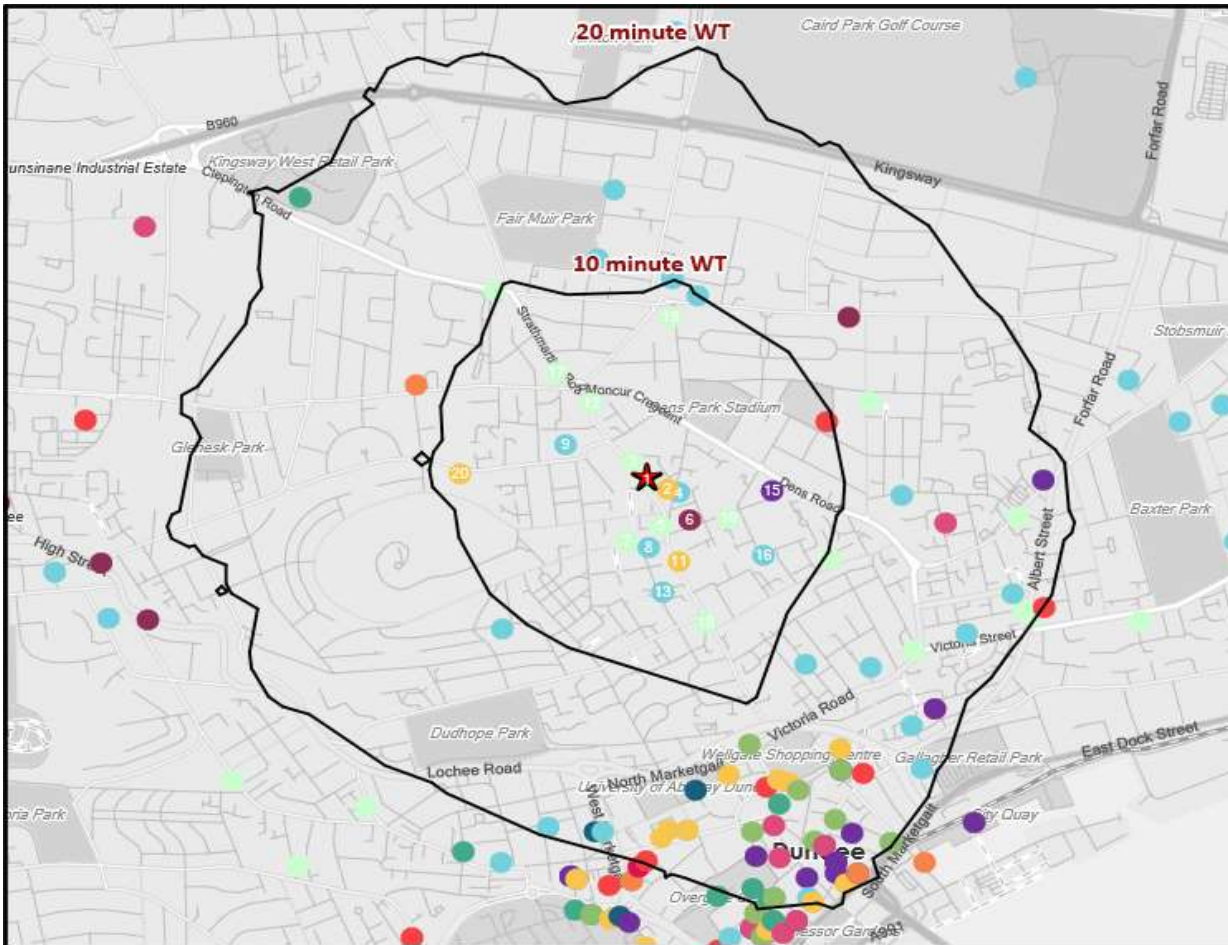


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Time of Day/Day of Week



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



- 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)
1	Barrels	DD 3 7RW	Star Pubs & Bars	Community Pub	0.0
2	Gj's Bar & Diner	DD 3 7RE	Independent Free	High Street Pub	0.0
3	Athletic Bar	DD 3 7RX	Independent Free	Community Pub	0.0
4	Dundee Football Club Social Club	DD 3 7RF	Independent Free	Clubland	0.1
5	Halleys Bar	DD 3 7RJ	Bett Inns	Community Pub	0.1
6	Bowbridge Bar	DD 3 7EZ	Bett Inns	Premium Local	0.1
7	High Corner	DD 3 6PR	Commercial Pub Company	Community Pub	0.1
8	Lodge Ubique No 1192	DD 3 6PQ	Independent Free	Clubland	0.1
9	St Peter & St Pauls Parish Centre	DD 3 6QN	Independent Free	Clubland	0.2
10	Snug Bar	DD 3 7HP	Independent Free	Community Pub	0.2
11	Hill	DD 3 7AP	G1 Group	High Street Pub	0.2
12	Frews Bar	DD 3 7SD	Star Pubs & Bars	Community Pub	0.2
13	Taxi Club	DD 3 6PG	Independent Free	Clubland	0.2
13	Dundee Taxi Drivers Association	DD 3 6PG	Independent Free	Clubland	0.2
15	Cinnamon	DD 3 7HN	Independent Free	Restaurants	0.2
16	Club 83	DD 3 7EW	Independent Free	Clubland	0.3
17	Strath Bar	DD 3 8DQ	Independent Free	Community Pub	0.3
18	Cookies Bar	DD 3 7BL	Independent Free	Community Pub	0.3
19	Whites Bar	DD 3 8AH	Independent Free	Community Pub	0.3
20	Nicolls Rosebank Bakery	DD 3 6QW	Independent Free	High Street Pub	0.4