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Catchment Summary - Dug 'N' Duck Glasgow
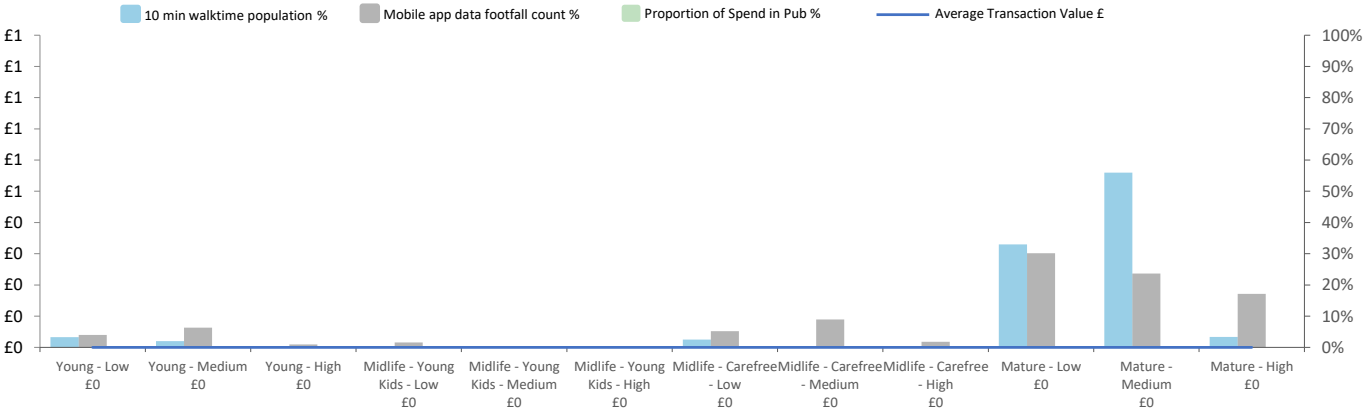
★ star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
626628	Dug 'N' Duck Glasgow	G 33 6ND	Star Pubs & Bars	Community Pub	2
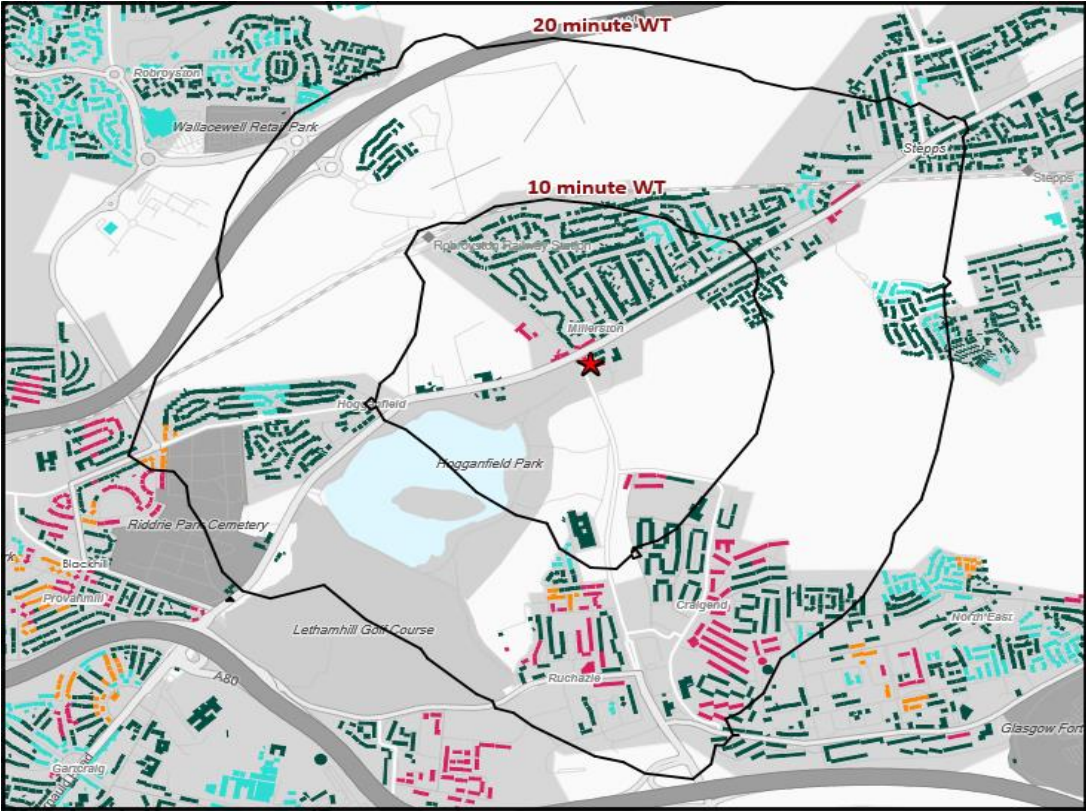
Pub Sites
Catchments

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 £

See the Glossary page for further information on the above variables

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Catchment Summary - Dug 'N' Duck Glasgow

star PUBS&BARS

*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		2,205	8,790	1,104,096	41	47	251

Population & Adults 18+ index is based on all pubs

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Adults 18+		1,869	7,084	902,832	41	46	258
Competition Pubs		3	4	958	17	11	230
Adults 18+ per Competition Pub		623	1,771	942	73	206	110
% Adults Likely to Drink		79.2%	76.6%	77.2%	104	101	101
Affluence	Low	38.7%	58.6%	50.0%	116	176	150
	Medium	57.9%	36.0%	27.3%	152	94	72
	High	3.3%	2.5%	21.5%	12	9	79

*Affluence does not include Not Private Households

		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Age Profile	18-24	118	466	97,866	66	65	109
	25-34	346	1,387	185,708	118	118	126
	35-44	252	1,209	158,306	86	104	108
	45-64	626	2,285	277,818	111	101	98
	65+	527	1,737	183,134	124	103	86
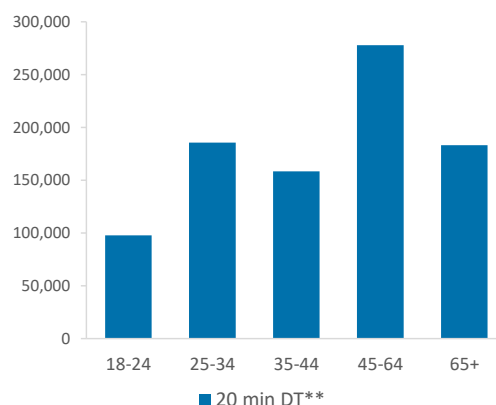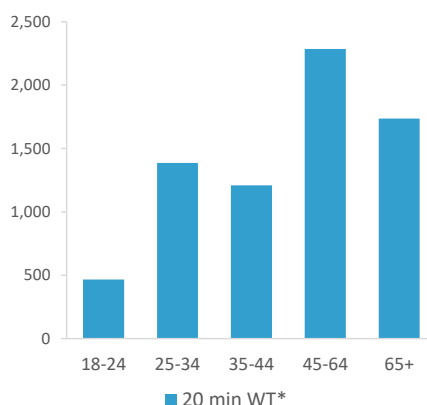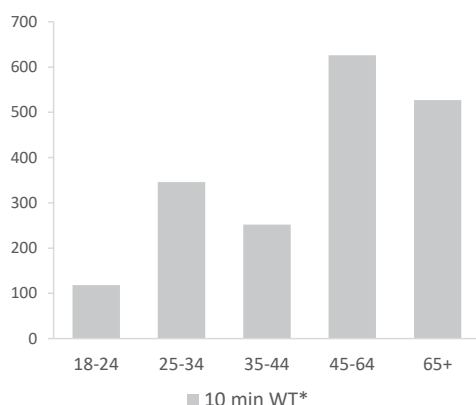
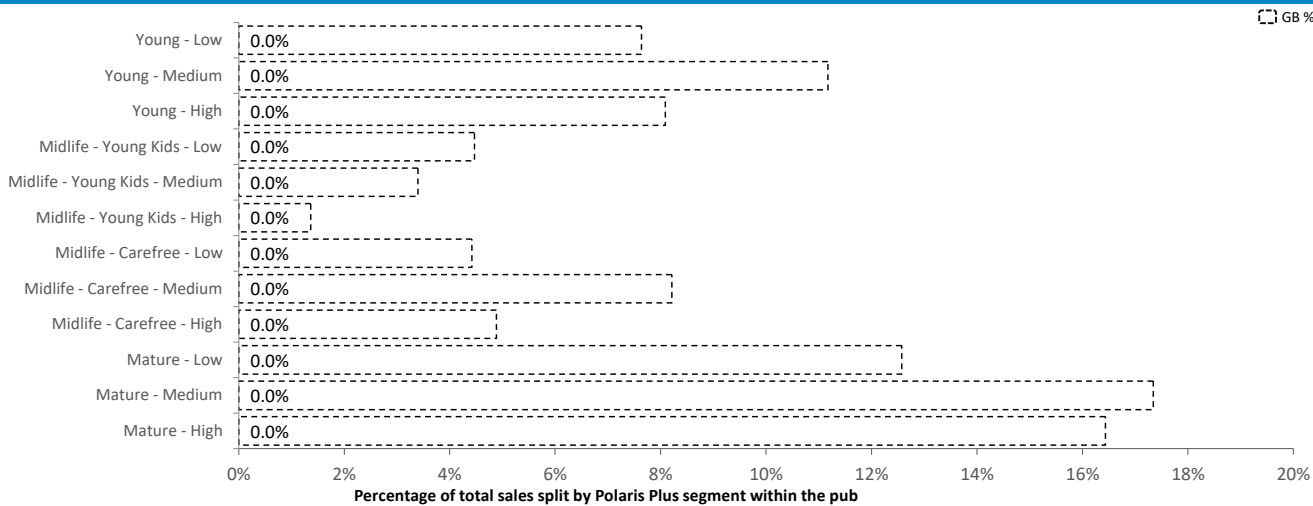|		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,051 (48%)	4,186 (48%)	540,216 (49%)	97	97	100
	Female	1,154 (52%)	4,604 (52%)	563,880 (51%)	103	103	100
Economic Status (16+)	Employed: Full-time	746 (39%)	2,674 (37%)	352,215 (38%)	114	107	111
	Employed: Part-time	215 (11%)	863 (12%)	100,403 (11%)	95	100	91
	Self employed	106 (6%)	381 (5%)	49,250 (5%)	60	57	58
	Unemployed	36 (2%)	219 (3%)	24,414 (3%)	69	109	96
	Full-time student	80 (4%)	245 (3%)	39,137 (4%)	177	142	178
	Retired	486 (26%)	1,679 (23%)	189,315 (20%)	117	106	94
	Other	232 (12%)	1,203 (17%)	170,261 (18%)	70	95	106
Total Worker Count		146	1,721	529,217			

See the Glossary page for further information on the above variables
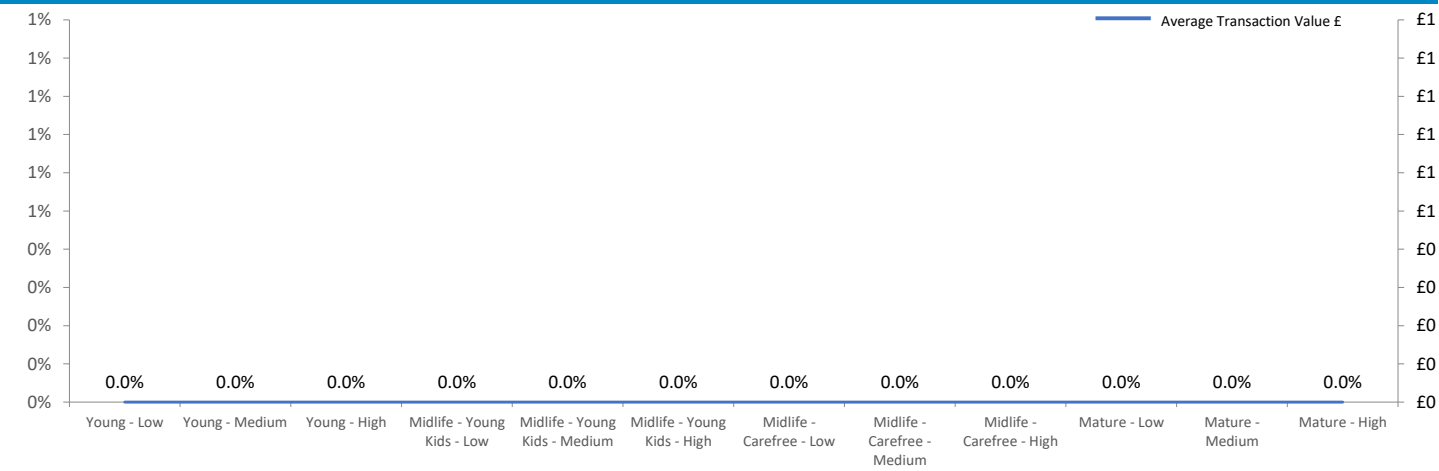
Transactional Data Summary - Dug 'N' Duck Glasgow

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	0.0%
Midlife - Carefree - High	0.0%
Mature - Low	0.0%
Mature - Medium	0.0%
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 £

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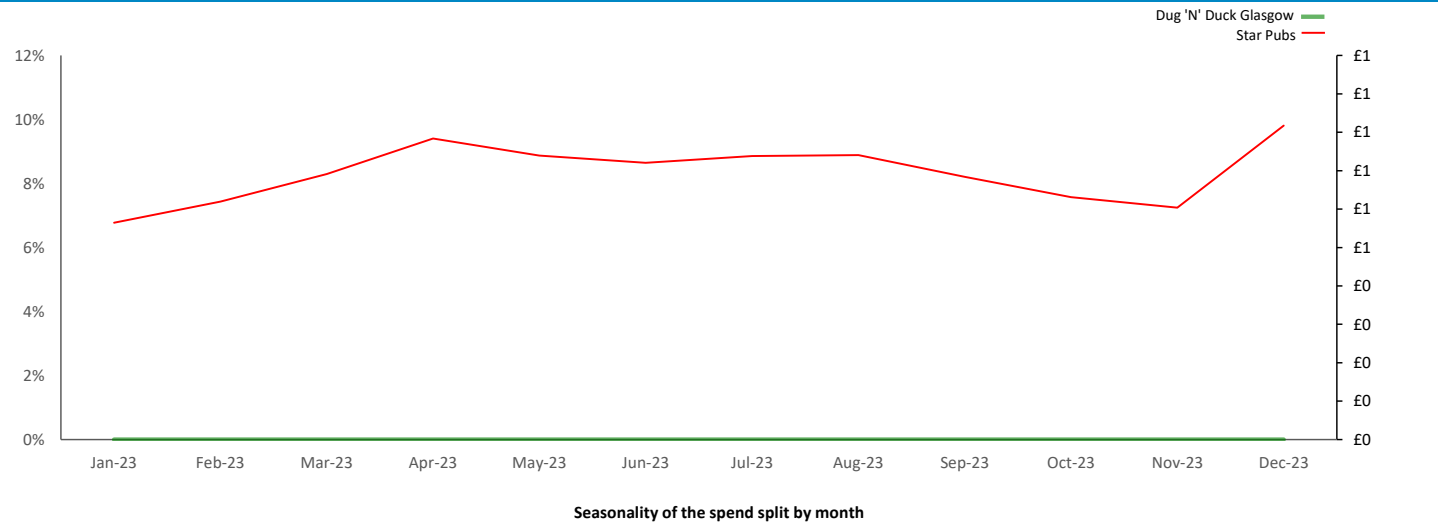
Spend by Month and Polaris

Dug 'N' Duck Glasgow
Star Pubs

Seasonality of the spend split by month

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Mobile Data Summary - Dug 'N' Duck Glasgow

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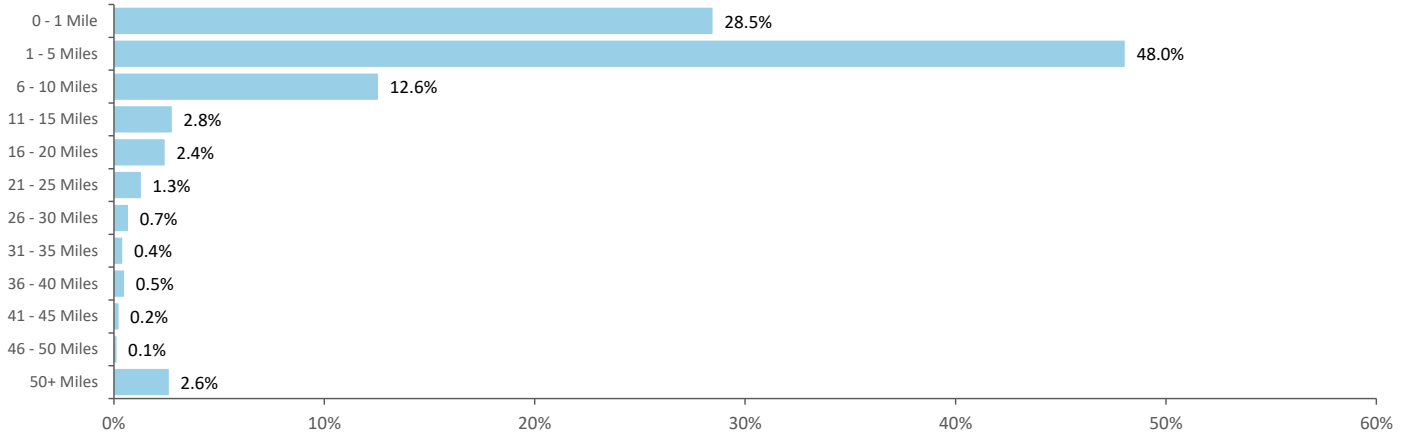
Time of Day/Day of Week
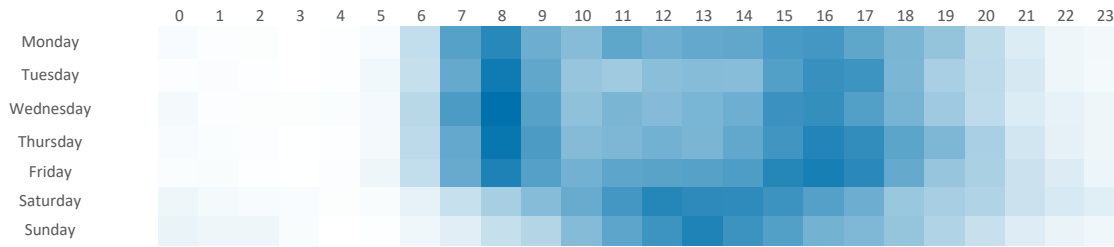
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

Busyness Index ——— Benchmark ——— Transactional Data: Visible Sales Indexed vs GB Average ———
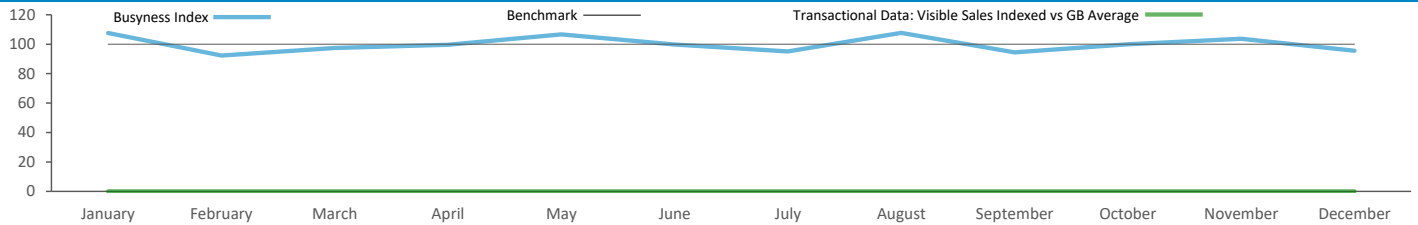
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home

Distance	Percentage
0 - 1 Mile	28.5%
1 - 5 Miles	48.0%
6 - 10 Miles	12.6%
11 - 15 Miles	2.8%
16 - 20 Miles	2.4%
21 - 25 Miles	1.3%
26 - 30 Miles	0.7%
31 - 35 Miles	0.4%
36 - 40 Miles	0.5%
41 - 45 Miles	0.2%
46 - 50 Miles	0.1%
50+ Miles	2.6%

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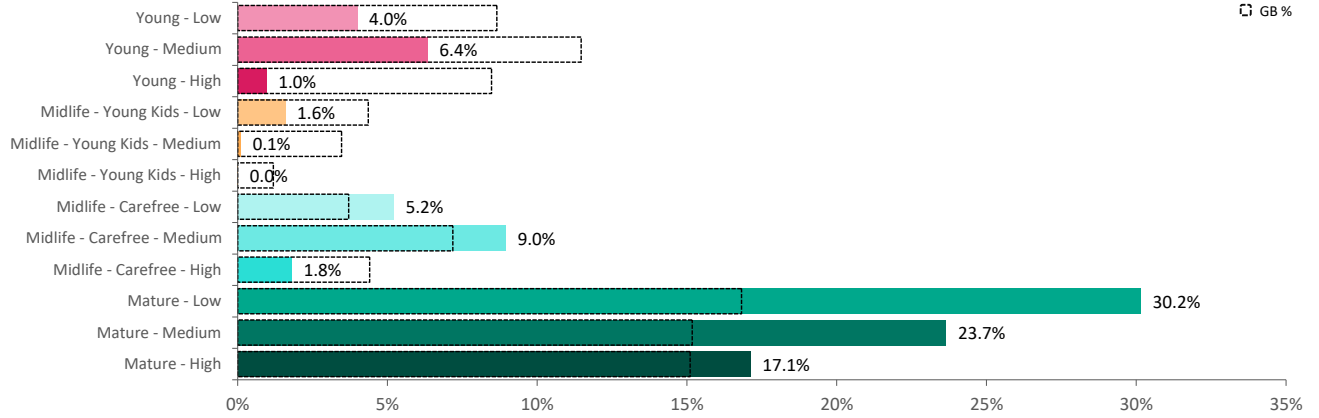
Audience Classification by Polaris Plus

Base: GB

Classification	Percentage
Resident	52.5%
Worker	18.0%
Tourist	7.7%
Local Tourist	21.8%
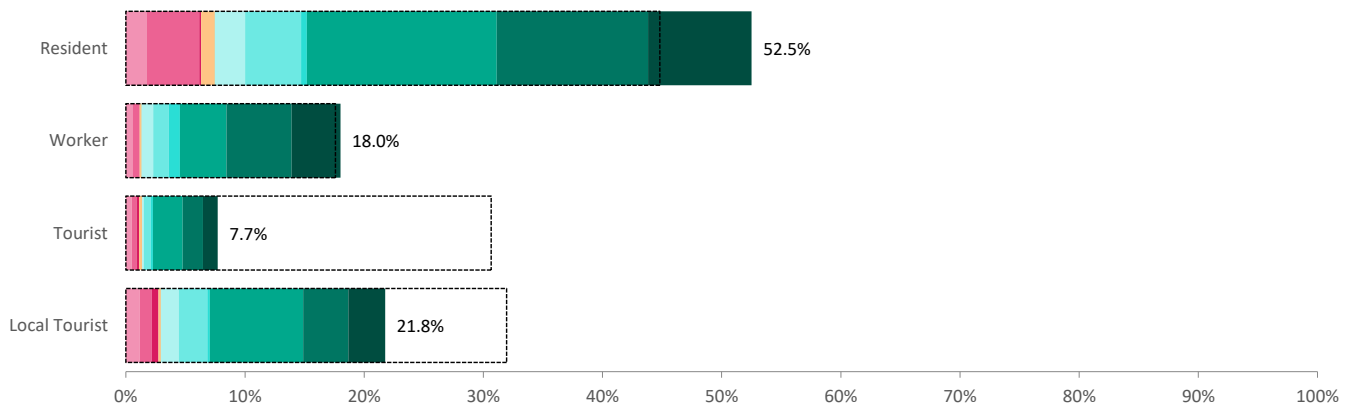
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Dug 'N' Duck Glasgow

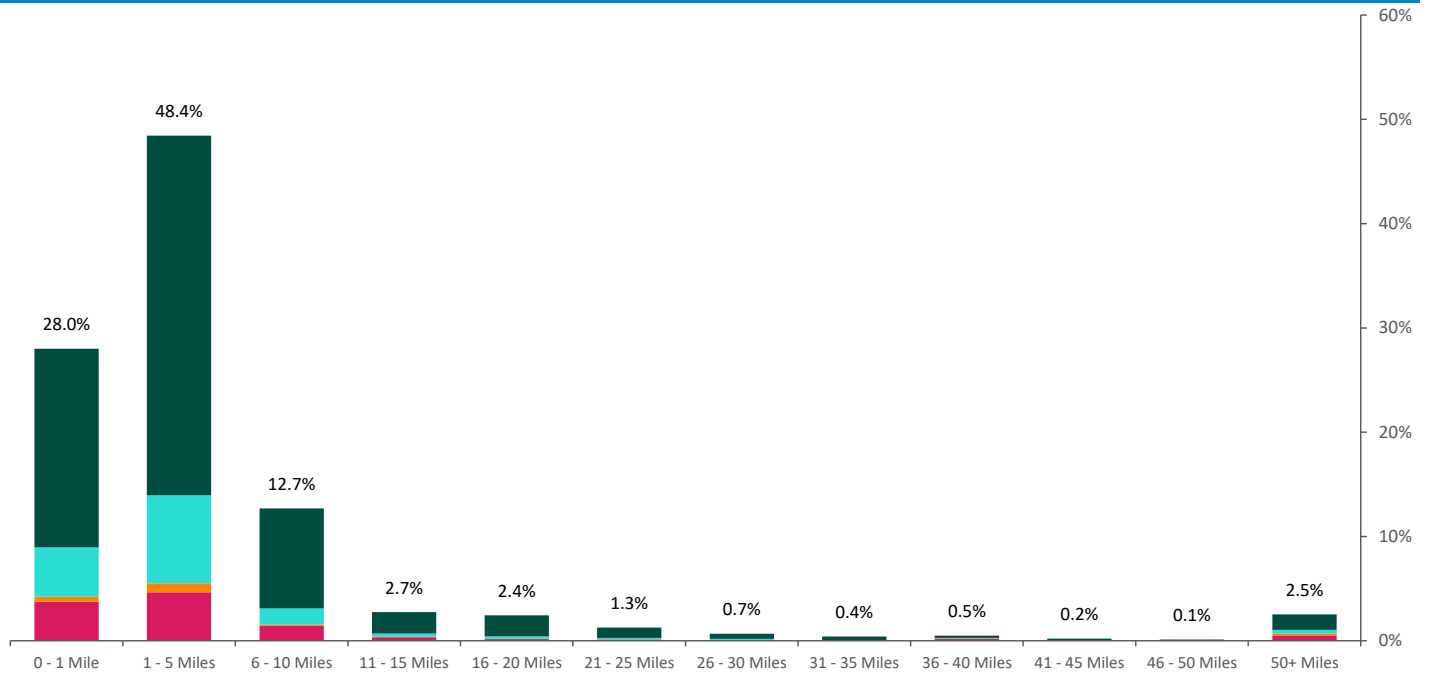**★star** PUBS & BARS

Polaris Plus Profile

☐ GB %

Category	%
Young - Low	4.0%
Young - Medium	6.4%
Young - High	1.0%
Midlife - Young Kids - Low	1.6%
Midlife - Young Kids - Medium	0.1%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	5.2%
Midlife - Carefree - Medium	9.0%
Midlife - Carefree - High	1.8%
Mature - Low	30.2%
Mature - Medium	23.7%
Mature - High	17.1%

Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door
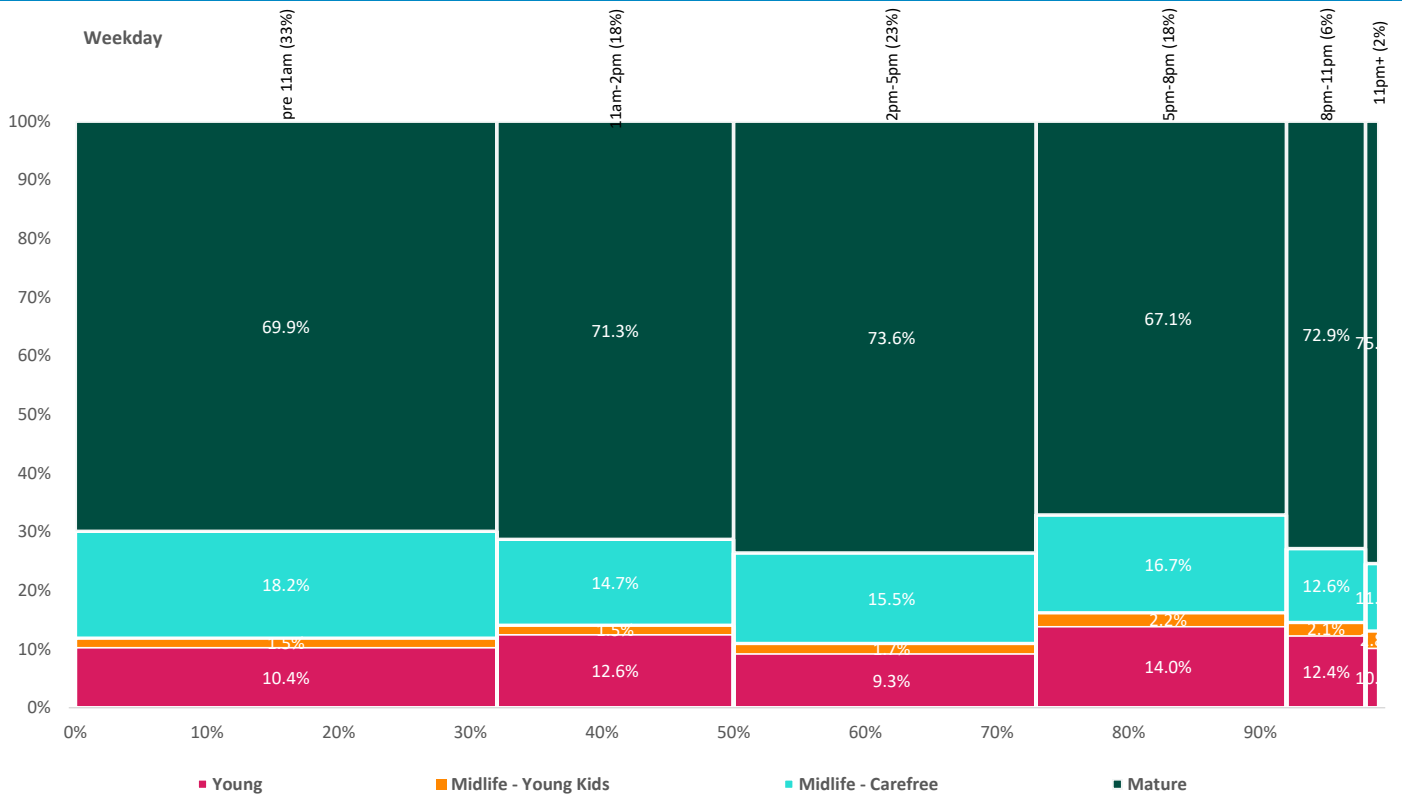
Distance from Home by Polaris

Distance	%
0 - 1 Mile	28.0%
1 - 5 Miles	48.4%
6 - 10 Miles	12.7%
11 - 15 Miles	2.7%
16 - 20 Miles	2.4%
21 - 25 Miles	1.3%
26 - 30 Miles	0.7%
31 - 35 Miles	0.4%
36 - 40 Miles	0.5%
41 - 45 Miles	0.2%
46 - 50 Miles	0.1%
50+ Miles	2.5%

Illustrates how far those seen within 60m of the pub have travelled from their home location to get there
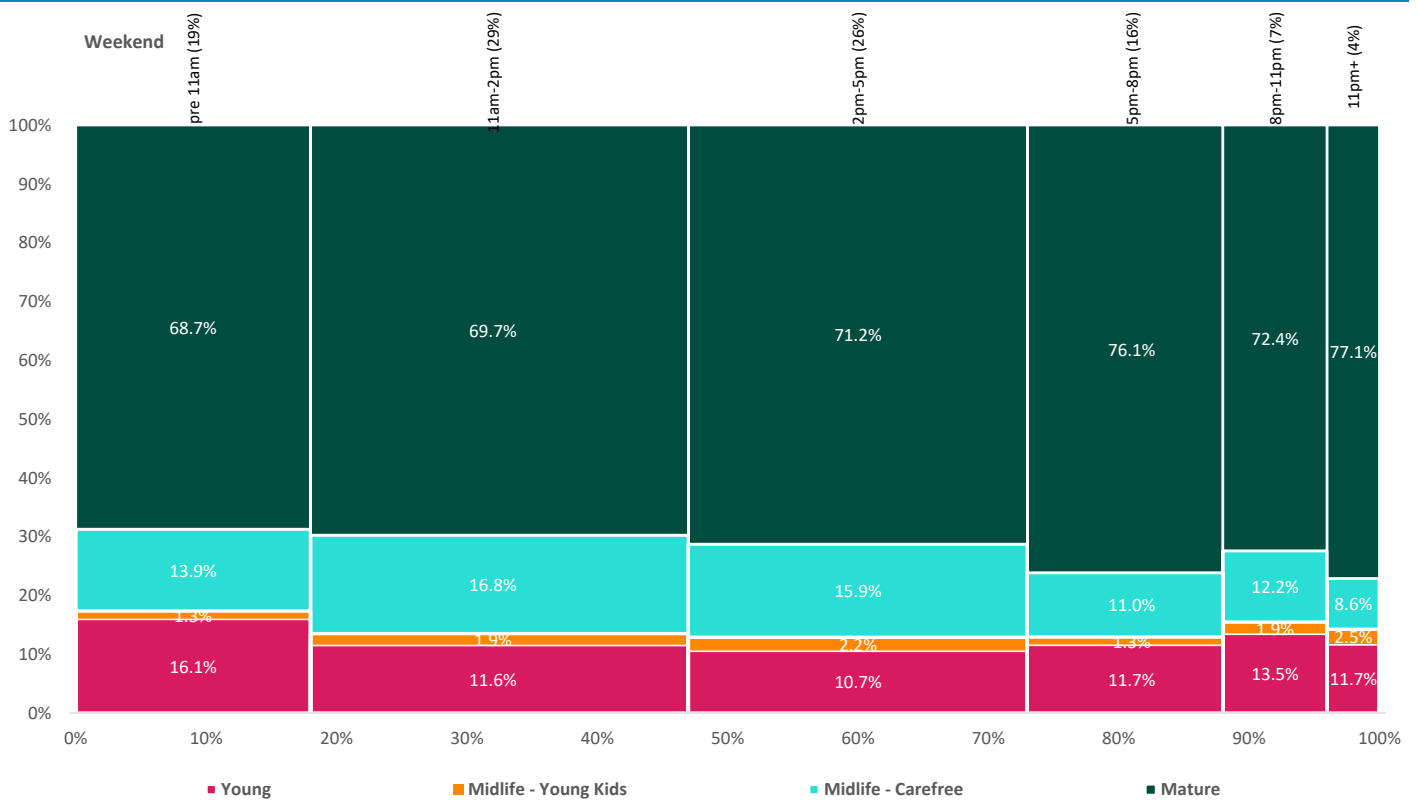
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Mobile Data Summary - Dug 'N' Duck Glasgow

star PUBS & BARS

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

Weekday

Time band	pre 11am (33%)	11am-2pm (18%)	2pm-5pm (23%)	5pm-8pm (18%)	8pm-11pm (6%)	11pm+ (2%)
Mature	69.9%	71.3%	73.6%	67.1%	72.9%	75.%
Midlife - Carefree	18.2%	14.7%	15.5%	16.7%	12.6%	11.%
Midlife - Young Kids	1.5%	1.5%	1.7%	2.2%	2.1%	2.%
Young	10.4%	12.6%	9.3%	14.0%	12.4%	10.%

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

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

Weekend

Time band	pre 11am (19%)	11am-2pm (29%)	2pm-5pm (26%)	5pm-8pm (16%)	8pm-11pm (7%)	11pm+ (4%)
Mature	68.7%	69.7%	71.2%	76.1%	72.4%	77.1%
Midlife - Carefree	13.9%	16.8%	15.9%	11.0%	12.2%	8.6%
Midlife - Young Kids	1.3%	1.9%	2.2%	1.3%	1.9%	2.5%
Young	16.1%	11.6%	10.7%	11.7%	13.5%	11.7%

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

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Polaris Summary - Dug 'N' Duck Glasgow

Polaris Segments

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

★ Pub Sites
Ⓝ Catchment
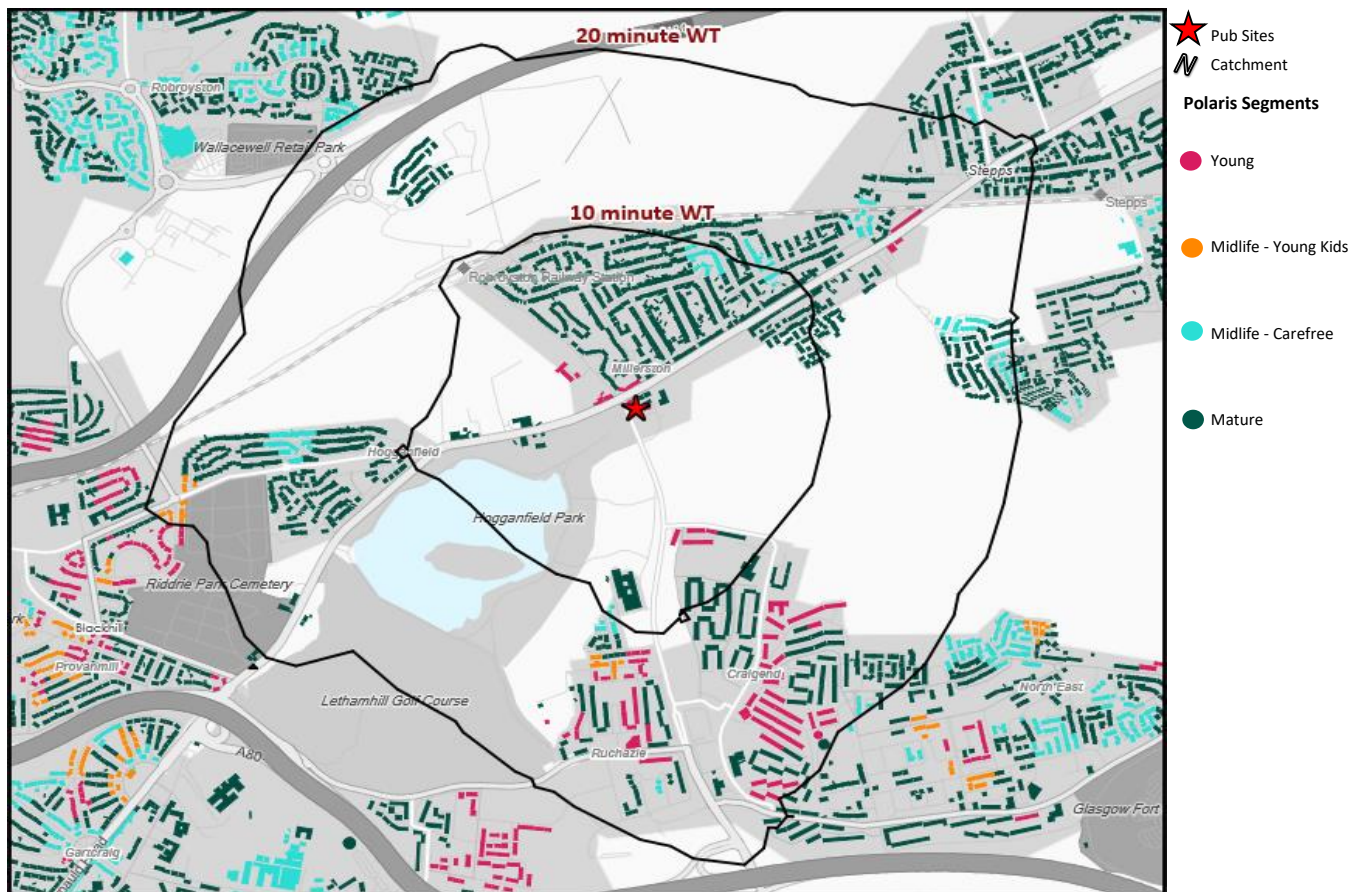
Polaris Profile by Catchment

*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	98	974	235,089	19	50	95
Midlife - Young Kids	0	38	19,291	0	5	20
Midlife - Carefree	47	294	71,665	16	26	50
Mature	1,724	5,578	566,103	208	177	141
Not Private Households	0	200	10,684	0	215	90
Total	1,869	7,084	902,832			

Polaris Plus Summary - Dug 'N' Duck Glasgow

Legend:
- ★ 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	61	887	55,629	33	128	63
Medium	37	87	96,167	18	11	97
High	0	0	83,293	0	0	137
Midlife - Young Kids						
Low	0	38	12,211	0	10	25
Medium	0	0	6,819	0	0	17
High	0	0	261	0	0	3
Midlife - Carefree						
Low	47	214	19,357	60	72	51
Medium	0	80	45,006	0	16	70
High	0	0	7,302	0	0	18
Mature						
Low	616	3,013	364,541	240	310	294
Medium	1,046	2,385	98,571	357	215	70
High	62	180	102,991	22	17	76
Not Private Households	0	200	10,684	0	215	90
Total	1,869	7,084	902,832			

CGA Summary - Dug 'N' Duck Glasgow

star PUBS&BARS

Legend:

⭐ Pub Sites
N 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
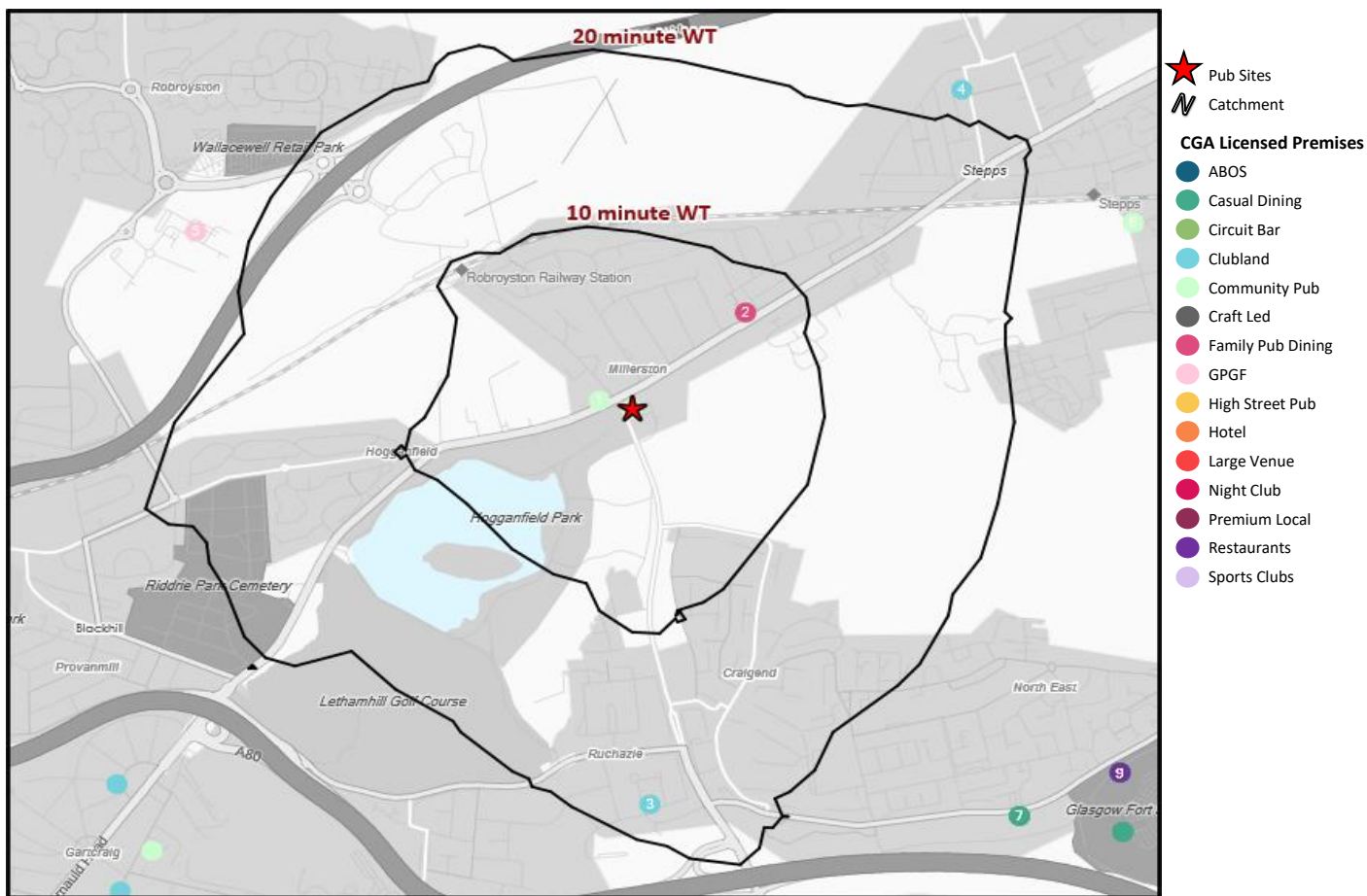
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Dug N Duck Glasgow	G 33 6ND	Star Pubs & Bars	Community Pub	0.0
1	Real Mackay	G 33 1AA	Admiral Taverns Ltd	Community Pub	0.1
2	Buchanan Gate	G 33 6LE	Whitbread	Family Pub Dining	0.3
3	Soccerworld	G 33 3SE	Soccerworld	Clubland	0.8
4	Stepps Bowling Club	G 33 6DU	Independent Free	Clubland	0.9
5	Wallace Well Farm	G 33 1AP	Greene King	GPGF	0.9
6	Stewart Inn	G 33 6AA	Independent Free	Community Pub	1.1
7	Frankie & Bennys	G 33 5AL	Big Table Group Ltd	Casual Dining	1.1
7	Pizza Hut	G 33 5AL	Pizza Hut UK Ltd	Casual Dining	1.1
9	Tgi Fridays	G 34 9DL	TGI Fridays UK Limited	High Street Pub	1.2
9	Monterey Jacks	G 34 9DL	Monterey Jacks Inc.	Casual Dining	1.2
9	Bread Meats Bread	G 34 9DL	Bread Meats Bread	Casual Dining	1.2
9	Five Guys	G 34 9DL	Five Guys	Casual Dining	1.2
9	Vue	G 34 9DL	Omers Private Equity	Large Venue	1.2
9	Stack & Still	G 34 9DL	Independent Free	Casual Dining	1.2
9	Tony Macaroni	G 34 9DL	Tony Macaroni	Casual Dining	1.2
9	Leopardo Pizza	G 34 9DL	Independent Free	Restaurants	1.2

CACI

Per Pub Analysis - Dug 'N' Duck Glasgow

star PUBS & BARS

*WT= Walktime, **DT= Drivetime
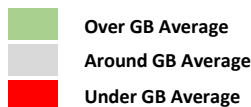
🟩	**Over GB Average**
⬜	**Around GB Average**
🟥	**Under GB Average**

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,869	7,084	902,832
Number of Competition Pubs	3	4	958
Adults 18+ per Competition Pub	623	1,771	942

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	16	0.9%	11
Circuit Bar	0	57	3.0%	75
Community Pub	2	624	33.4%	174
Craft Led	0	8	0.5%	13
Great Pub Great Food	0	223	12.0%	68
High Street Pub	0	570	30.5%	165
Premium Local	0	323	17.3%	105

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	116	1.6%	20
Circuit Bar	0	341	4.8%	119
Community Pub	2	2,491	35.2%	184
Craft Led	0	57	0.8%	23
Great Pub Great Food	0	548	7.7%	44
High Street Pub	0	2,188	30.9%	168
Premium Local	0	849	12.0%	73

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	144	65,115	7.2%	90
Circuit Bar	97	45,403	5.0%	124
Community Pub	167	246,392	27.3%	143
Craft Led	0	31,017	3.4%	99
Great Pub Great Food	53	123,071	13.6%	77
High Street Pub	105	211,446	23.4%	127
Premium Local	111	105,341	11.7%	71

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**			