

Catchment Summary - Dirty Duchess Glasgow



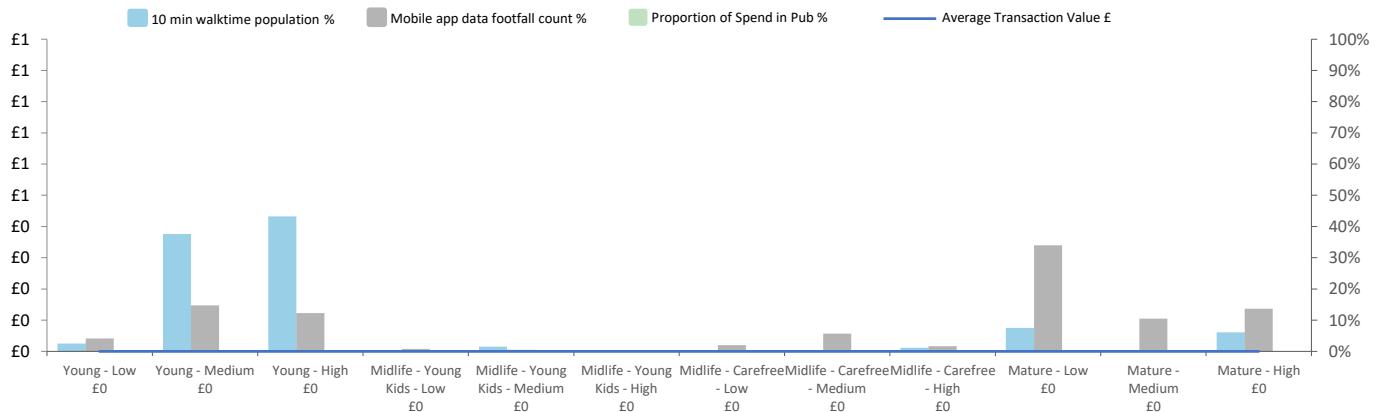
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626803	Dirty Duchess Glasgow	G 3 8LX	Star Pubs & Bars	Premium Local	2



- ★ Pub Sites
- ⬇ Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Dirty Duchess Glasgow

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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

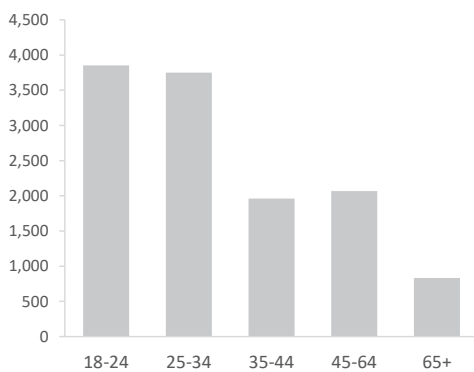
Population	13,845	42,339	924,860	258	229	211
Adults 18+	12,463	38,719	760,075	277	254	217
Competition Pubs	24	147	858	133	408	206
Adults 18+ per Competition Pub	519	263	886	60	31	103
% Adults Likely to Drink	80.7%	81.3%	77.2%	106	107	101

Population & Adults 18+ index is based on all pubs

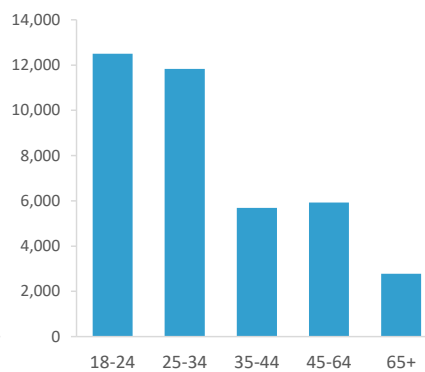
Affluence	Low	10.0%	7.1%	46.1%	30	21	139
	Medium	39.3%	48.0%	26.2%	103	126	69
	High	50.6%	44.5%	26.2%	185	163	96

*Affluence does not include Not Private Households

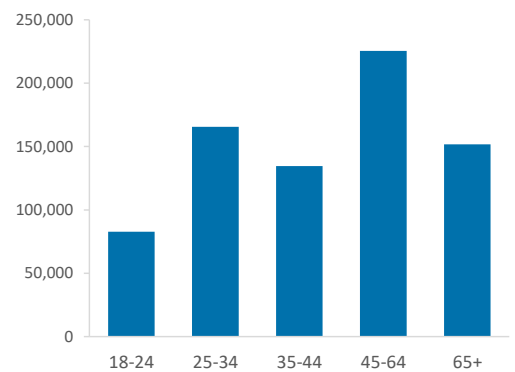
Age Profile	18-24	3,853	12,501	82,779	342	363	110
	25-34	3,749	11,832	165,469	203	209	134
	35-44	1,960	5,684	134,533	107	101	110
	45-64	2,067	5,929	225,500	58	55	95
	65+	834	2,773	151,794	31	34	85



■ 10 min WT*



■ 20 min WT*



■ 20 min DT**

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	6,902 (50%)	20,933 (49%)	453,315 (49%)	102	101	100
	Female	6,943 (50%)	21,406 (51%)	471,545 (51%)	98	99	100

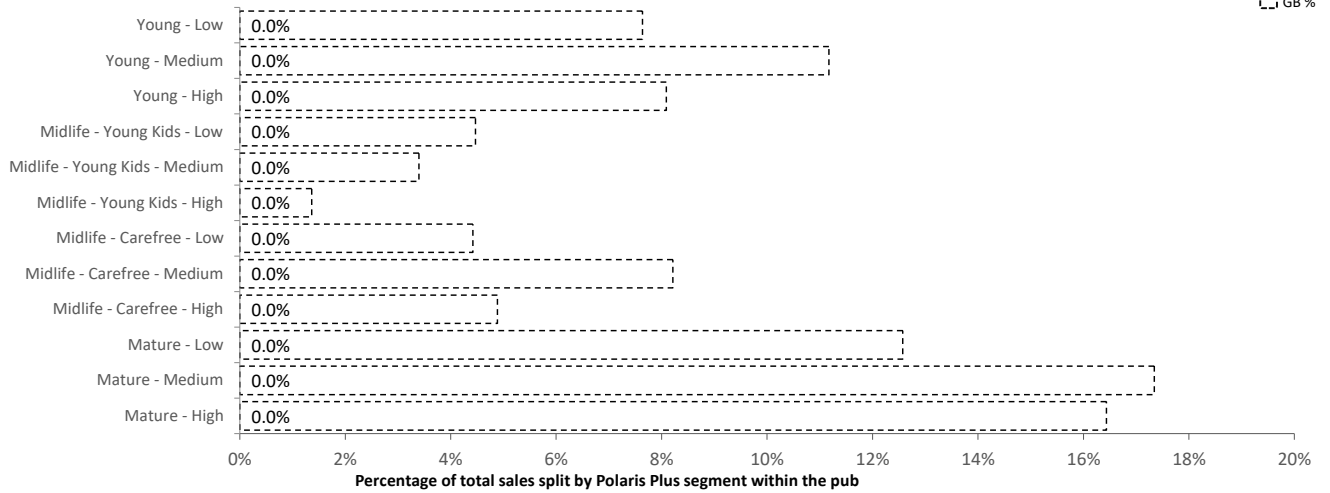
Economic Status (16+)	Employed: Full-time	4,587 (36%)	13,996 (36%)	286,391 (37%)	106	104	107
	Employed: Part-time	803 (6%)	2,312 (6%)	81,931 (11%)	54	50	89
	Self employed	884 (7%)	2,419 (6%)	41,779 (5%)	76	67	58
	Unemployed	250 (2%)	811 (2%)	20,409 (3%)	72	75	95
	Full-time student	1,394 (11%)	4,558 (12%)	35,853 (5%)	466	491	194
	Retired	793 (6%)	2,815 (7%)	158,841 (20%)	29	33	93
	Other	3,883 (31%)	12,173 (31%)	152,540 (20%)	177	179	113

Total Worker Count	9,136	56,549	430,167
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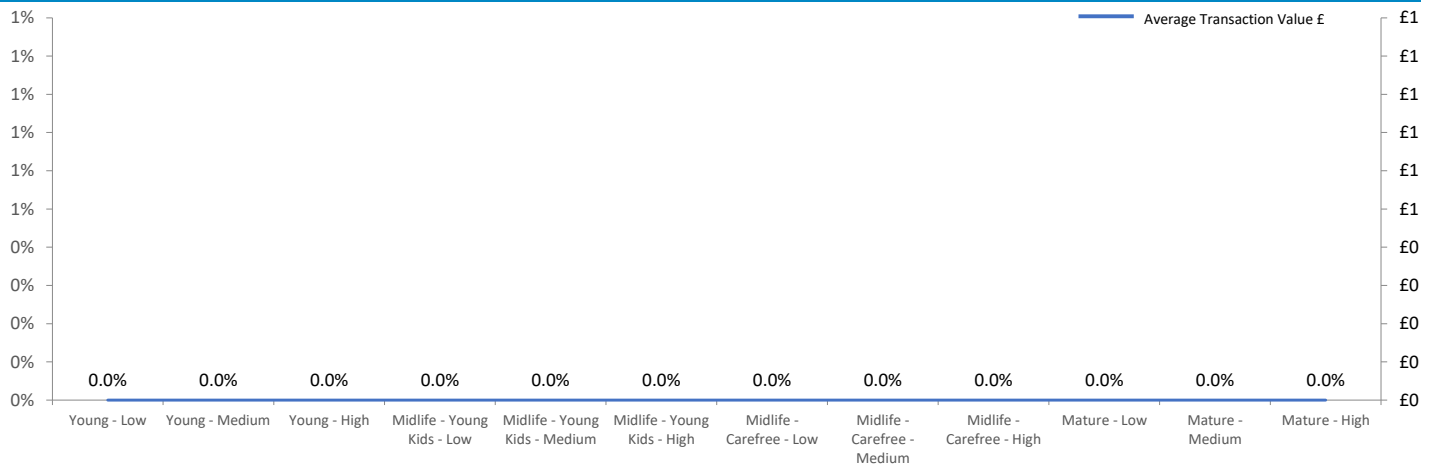
See the Glossary page for further information on the above variables

Transactional Data Summary - Dirty Duchess Glasgow

Spend by Polaris Plus

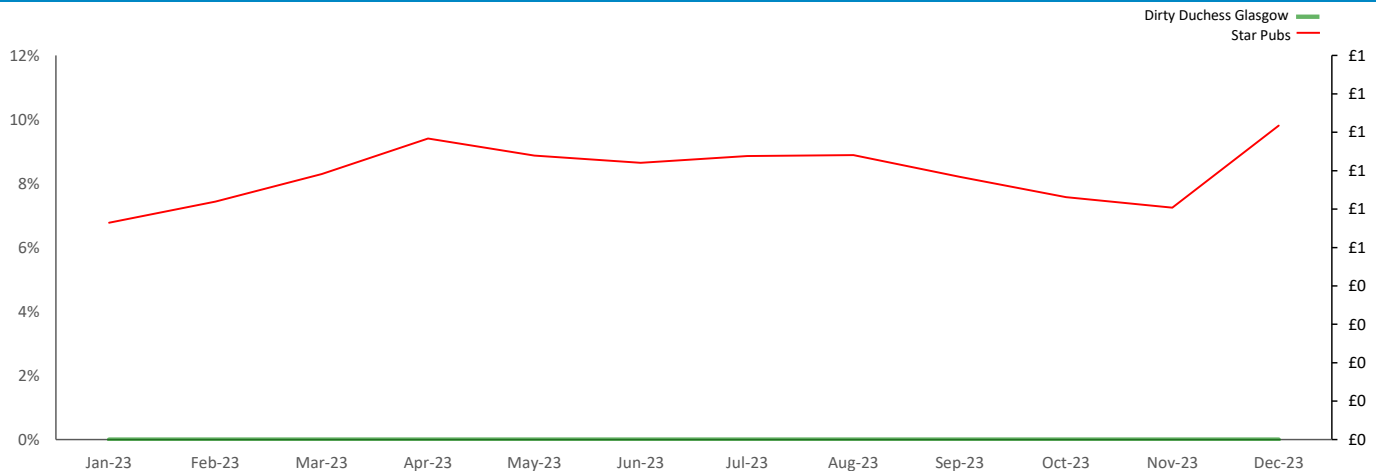


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



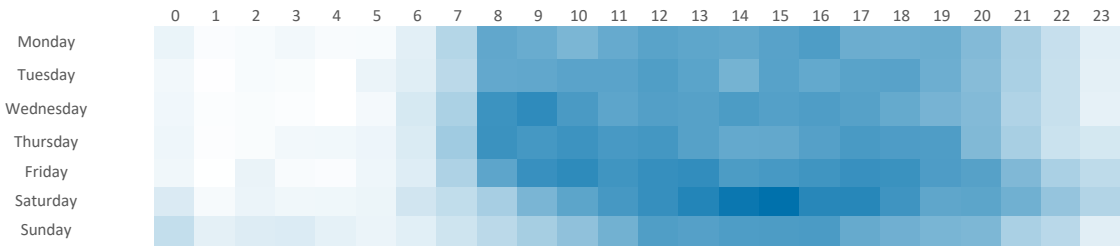
Seasonality of the spend split by month

Mobile Data Summary - Dirty Duchess Glasgow



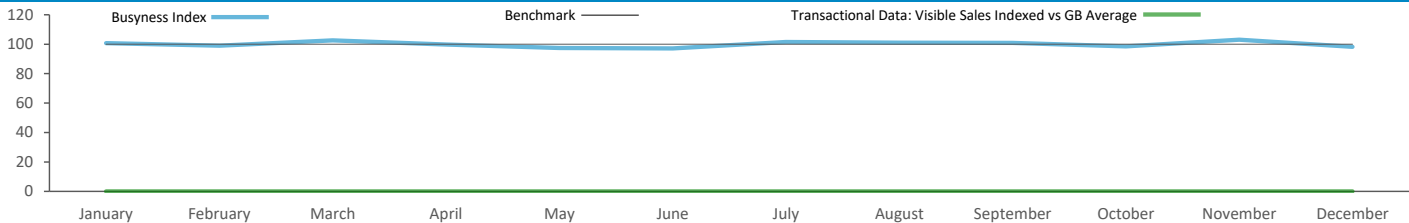
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Time of Day/Day of Week



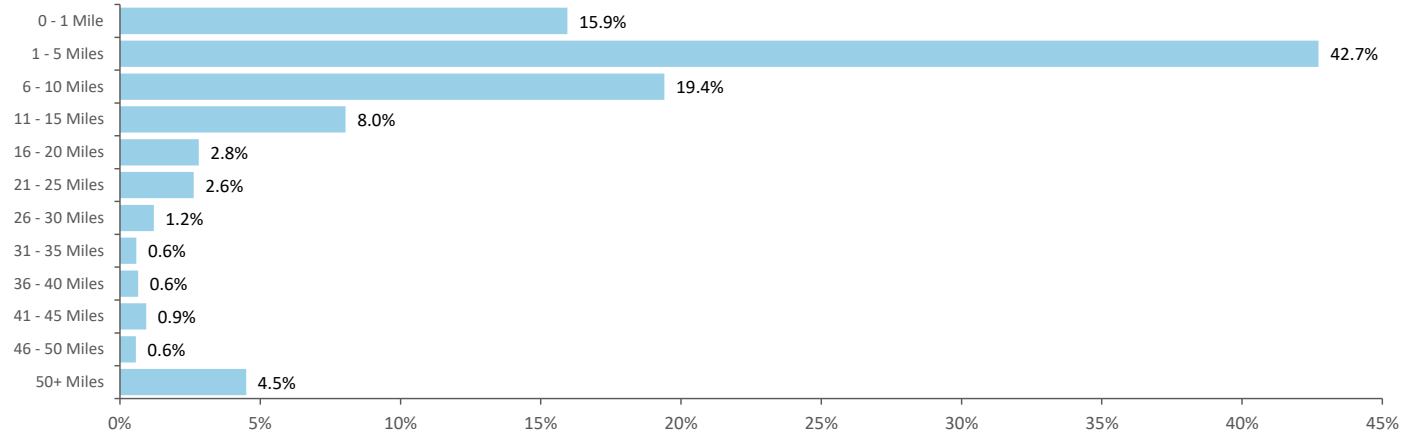
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

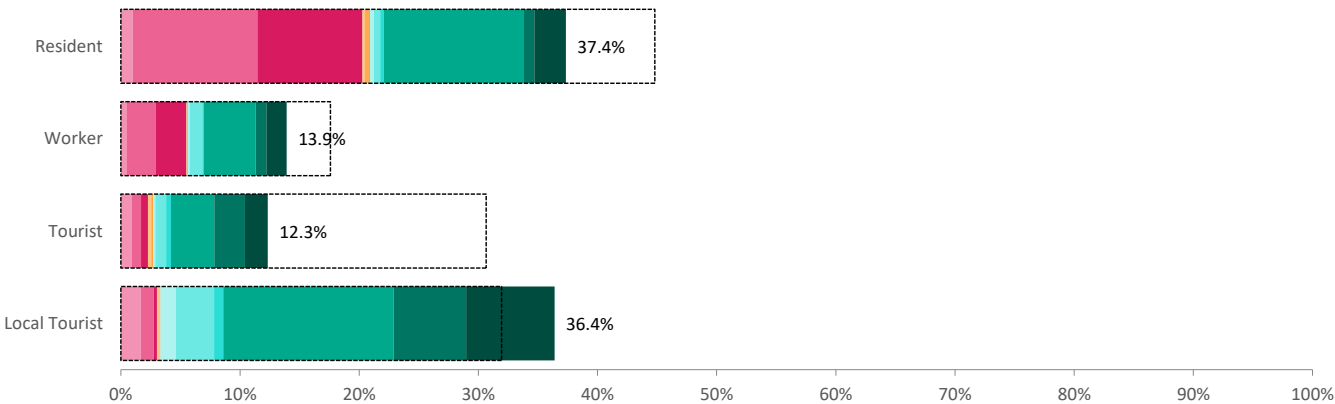
Distance from Home



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



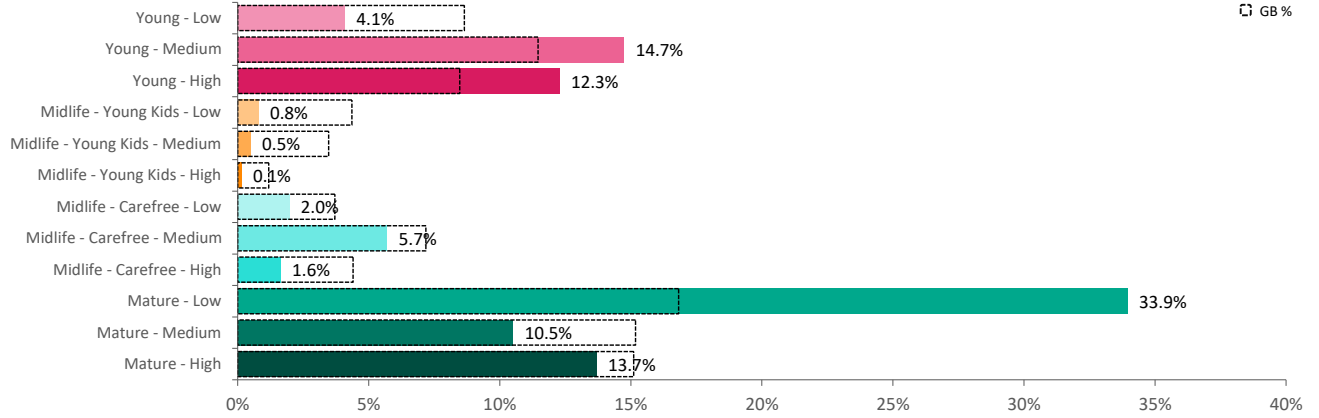
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Dirty Duchess Glasgow



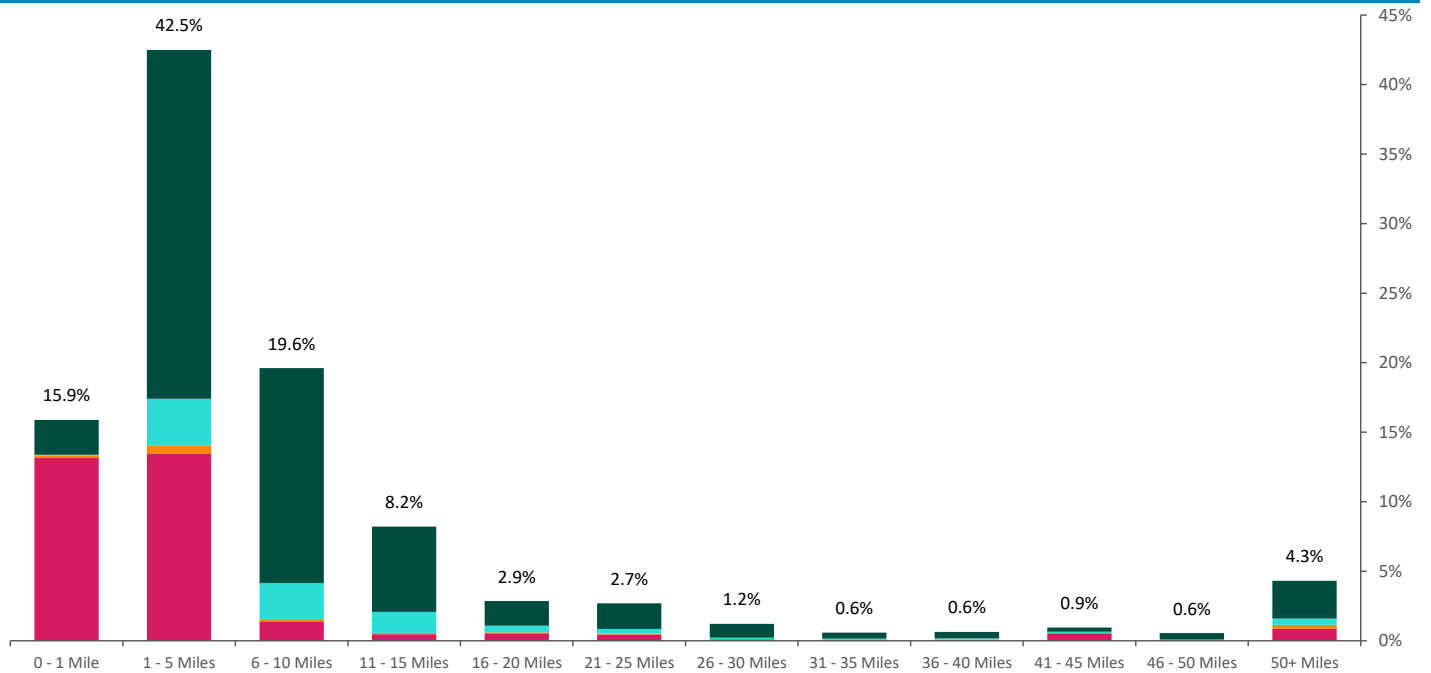
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Polaris Plus Profile



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



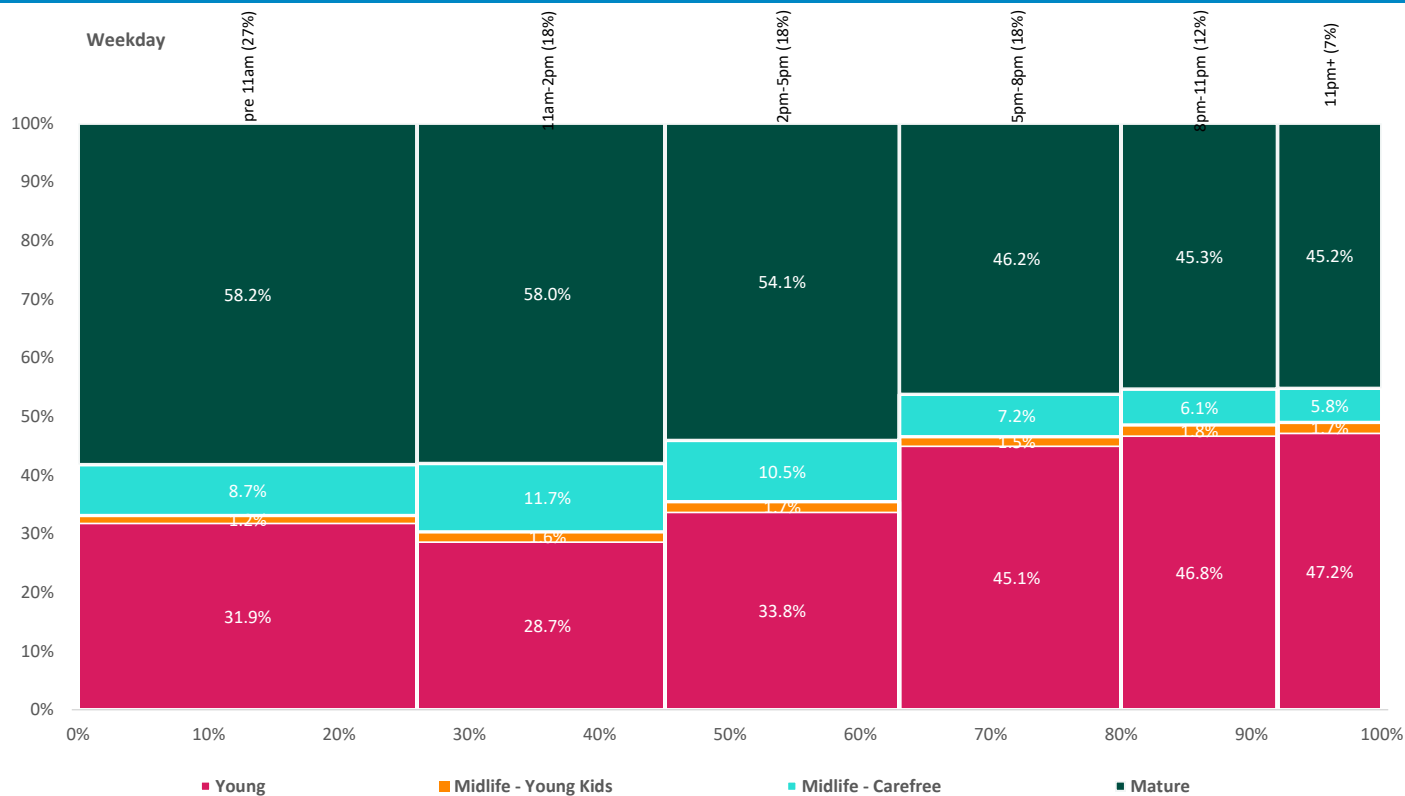
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Dirty Duchess Glasgow

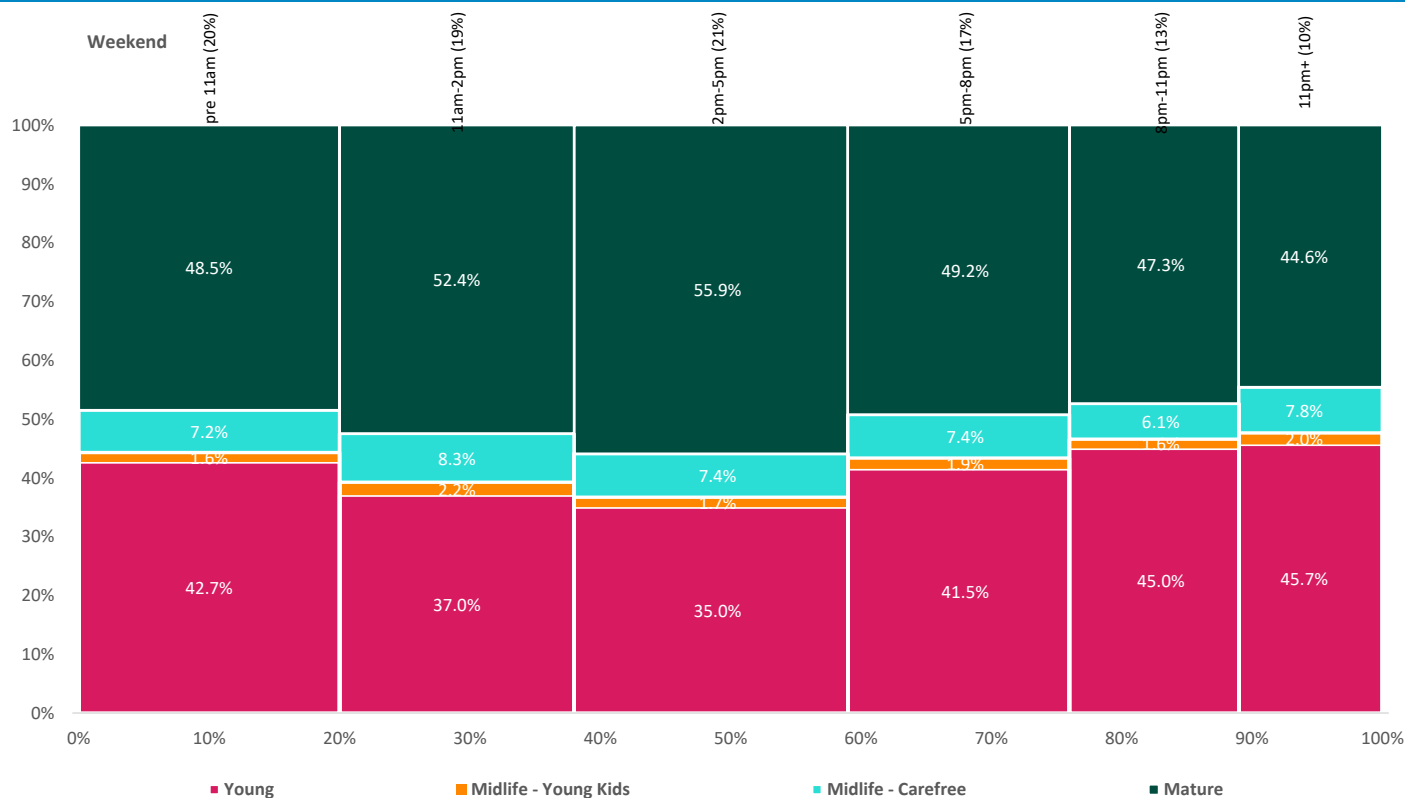


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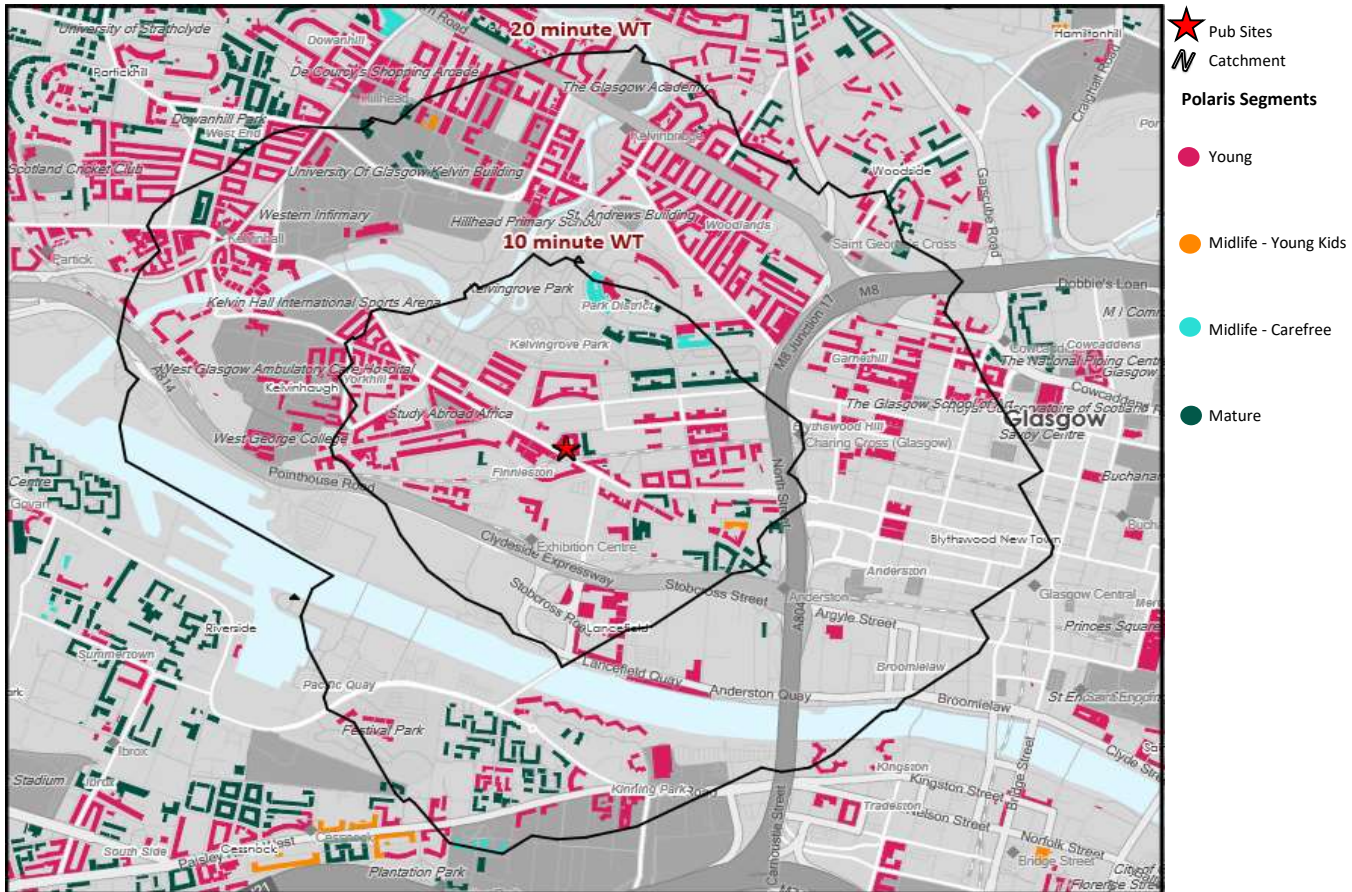
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Dirty Duchess Glasgow



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	10,384	34,857	217,842	303	327	104
Midlife - Young Kids	207	309	15,843	15	7	19
Midlife - Carefree	167	276	51,936	8	5	43
Mature	1,699	3,117	463,330	31	18	137
Not Private Households	6	160	11,124	4	31	111
Total	12,463	38,719	760,075			

Polaris Plus Summary - Dirty Duchess Glasgow

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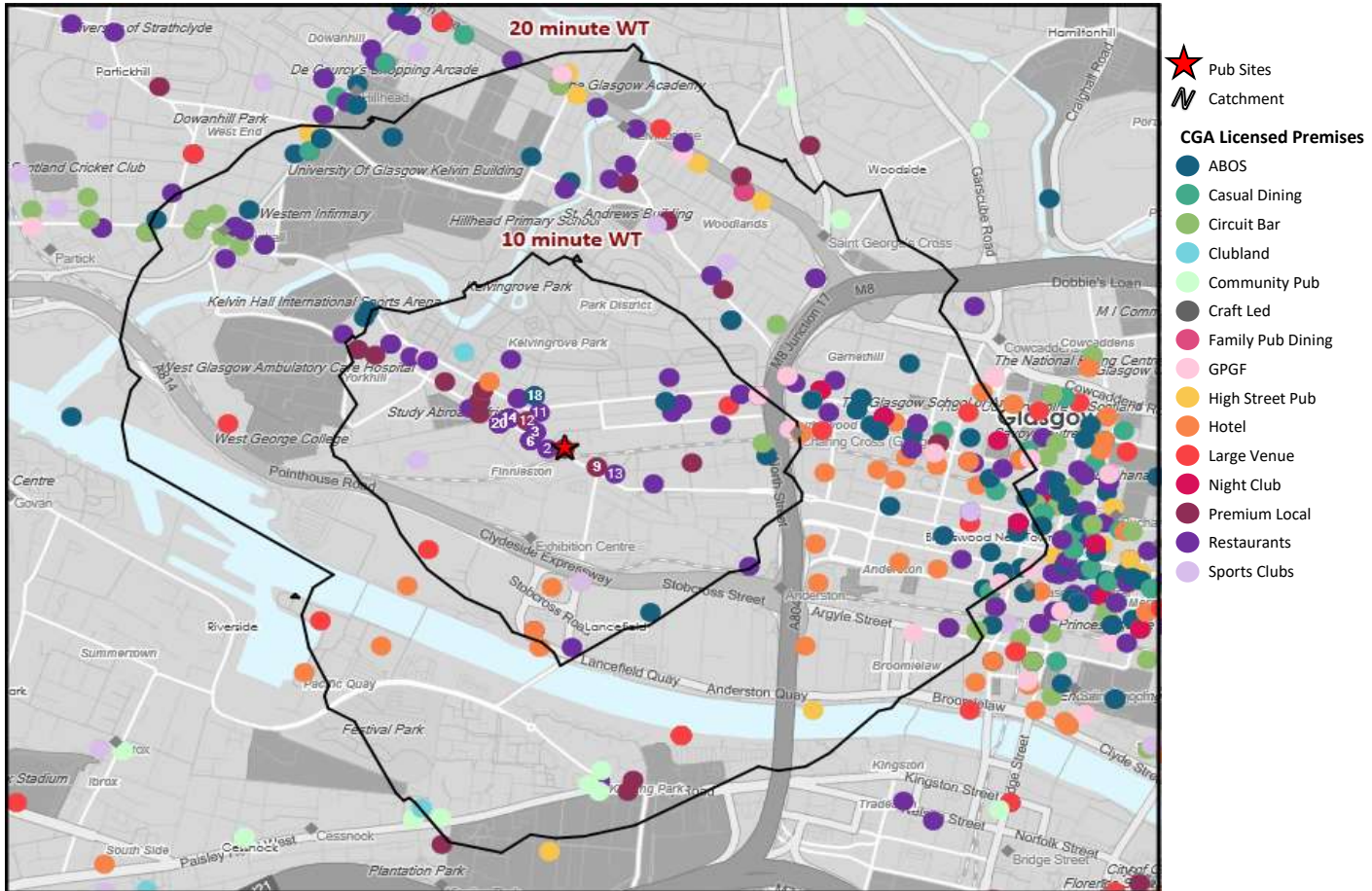


Polaris Plus Profile by Catchment

*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						
Low	310	672	38,171	25	18	51
Medium	4,688	18,066	93,863	343	425	112
High	5,386	16,119	85,808	642	618	168
Midlife - Young Kids						
Low	0	0	8,996	0	0	22
Medium	191	293	6,586	35	17	20
High	16	16	261	11	4	3
Midlife - Carefree						
Low	0	0	15,416	0	0	48
Medium	23	132	25,987	3	5	48
High	144	144	10,533	26	8	31
Mature						
Low	941	2,082	288,019	55	39	276
Medium	0	97	72,610	0	2	61
High	758	938	102,701	41	16	90
Not Private Households	6	160	11,124	4	31	111
Total	12,463	38,719	760,075			

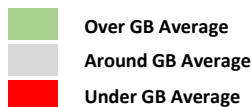
CGA Summary - Dirty Duchess Glasgow



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Lebowskis	G 3 8LX	Star Pubs & Bars	ABOS	0.0
0	Dirty Duchess	G 3 8LX	Star Pubs & Bars	Premium Local	0.0
2	Joia	G 3 8LZ	Independent Free	Restaurants	0.0
3	Fanny Trollopes	G 3 8LY	Independent Free	Restaurants	0.1
3	Villa Toscana	G 3 8LY	Independent Free	Restaurants	0.1
3	Taphouse Bar & Kitchen	G 3 8LY	Independent Free	Restaurants	0.1
6	Porter And Rye	G 3 8ND	Kained Holdings Ltd	Restaurants	0.1
6	Six By Nico	G 3 8ND	Nico Simeone Ltd	Restaurants	0.1
6	Finnieston	G 3 8ND	Kained Holdings Ltd	Restaurants	0.1
9	Strip Joint	G 3 8LU	Star Pubs & Bars	Premium Local	0.1
9	Brass Monkey	G 3 8LU	Independent Free	Premium Local	0.1
11	Mother India	G 3 7RU	Mother India	Restaurants	0.1
12	Grove	G 3 7RX	Greene King	Premium Local	0.1
13	Chateau X	G 3 7HA	Nico Simeone Ltd	Restaurants	0.1
14	Crescent	G 3 8TD	Independent Free	Restaurants	0.1
14	Silla	G 3 8TD	Independent Free	Restaurants	0.1
14	Crabshakk	G 3 8TD	Independent Free	Restaurants	0.1
14	Rioja	G 3 8TD	Independent Free	Restaurants	0.1
18	Unalome	G 3 7RZ	Independent Free	Restaurants	0.1
18	Big Slope	G 3 7RZ	Independent Free	ABOS	0.1
20	Gannett	G 3 8TB	Independent Free	Restaurants	0.1

Per Pub Analysis - Dirty Duchess Glasgow



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	12,463	38,719	760,075
Number of Competition Pubs	24	147	858
Adults 18+ per Competition Pub	519	263	886

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	8	3,139	25.2%	313
Circuit Bar	1	663	5.3%	131
Community Pub	0	991	7.9%	42
Craft Led	0	1,605	12.9%	373
Great Pub Great Food	2	3,401	27.3%	154
High Street Pub	0	1,261	10.1%	55
Premium Local	12	1,375	11.0%	67

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	64	9,839	25.4%	315
Circuit Bar	29	2,315	6.0%	147
Community Pub	6	2,799	7.2%	38
Craft Led	0	5,359	13.8%	400
Great Pub Great Food	14	9,943	25.7%	145
High Street Pub	11	4,026	10.4%	56
Premium Local	20	4,145	10.7%	65

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	155	64,191	8.4%	105
Circuit Bar	101	37,330	4.9%	121
Community Pub	128	193,334	25.4%	133
Craft Led	0	30,215	4.0%	115
Great Pub Great Food	55	119,970	15.8%	89
High Street Pub	93	166,589	21.9%	119
Premium Local	95	95,919	12.6%	77

Glossary

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	<p>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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: Includes long term sick, disabled, looking after home/family</p>																																								
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.																																									
	<table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr><tr><td><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>	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	"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"	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																								
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Consumer insight																																									
Product needs																																									
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.																																									
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="4">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">Rural</td></tr></table>		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			
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																									