

Catchment Summary - Station Bar Helensburgh



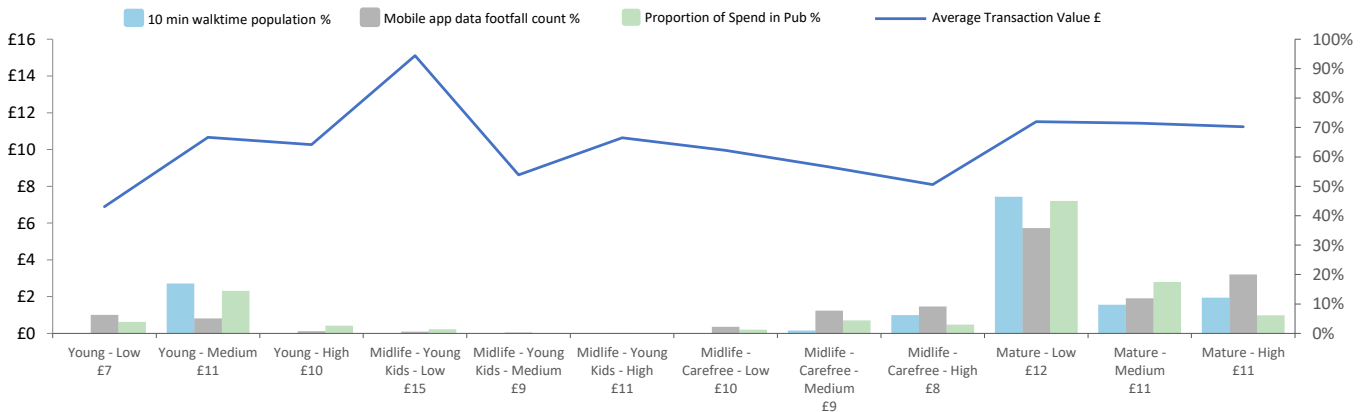
© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
879787	Station Bar Helensburgh	G 84 7QA	Star Pubs & Bars	Circuit Bar	19



- ★ 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 - Station Bar Helensburgh

© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

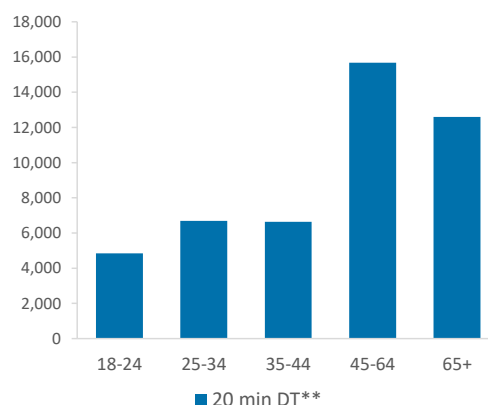
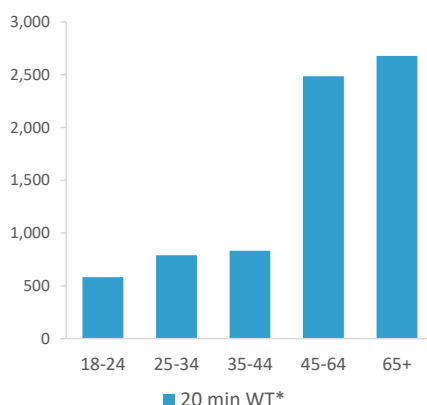
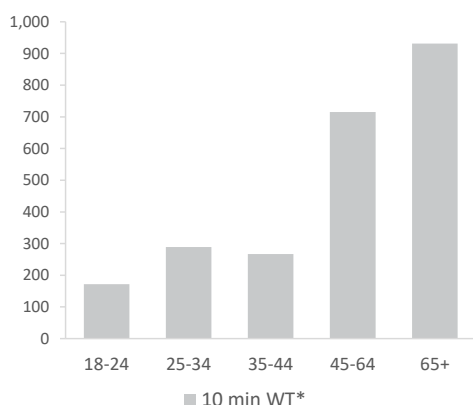
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,734	8,728	56,315	51	47	13
Adults 18+	2,374	7,364	46,454	53	48	13
Competition Pubs	10	11	58	56	31	14
Adults 18+ per Competition Pub	237	669	801	28	78	93
% Adults Likely to Drink	80.5%	81.2%	78.2%	106	107	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	46.5%	35.1%	49.1%	140	106	148
	Medium	27.7%	24.0%	25.4%	73	63	67
	High	18.4%	36.8%	20.5%	67	135	75

*Affluence does not include Not Private Households

Age Profile	18-24	172	582	4,847	77	82	106
	25-34	289	790	6,693	79	68	89
	35-44	267	831	6,641	74	72	89
	45-64	715	2,484	15,679	102	111	108
	65+	931	2,677	12,594	177	160	116



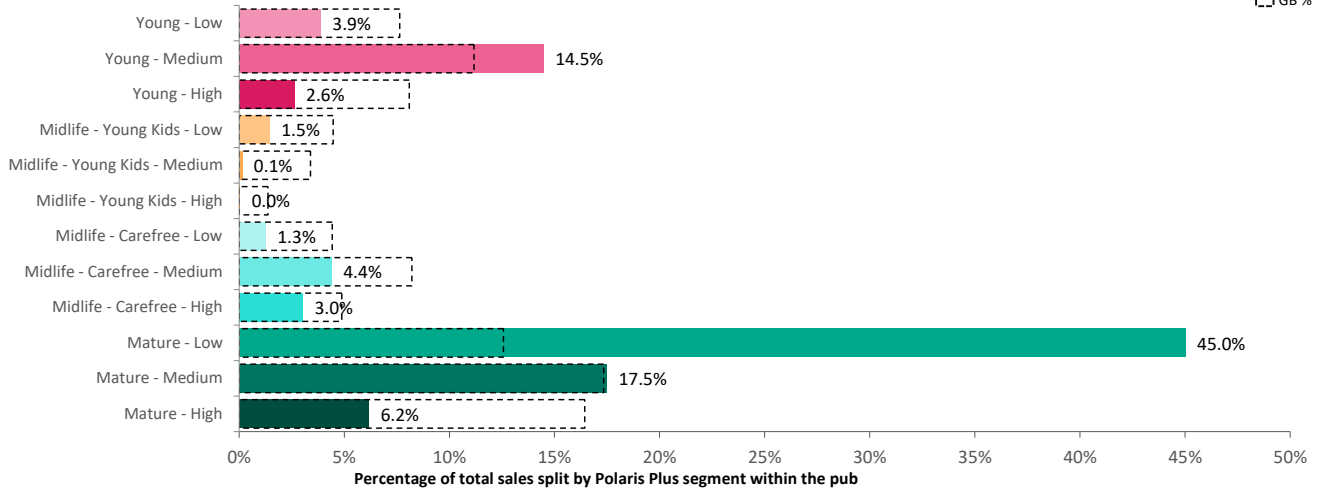
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,271 (46%)	4,150 (48%)	27,896 (50%)	95	97	101
	Female	1,463 (54%)	4,578 (52%)	28,419 (50%)	105	103	99
Economic Status (16+)	Employed: Full-time	763 (31%)	2,390 (32%)	18,930 (40%)	91	92	115
	Employed: Part-time	211 (9%)	793 (10%)	5,428 (11%)	73	88	96
	Self employed	161 (7%)	520 (7%)	2,515 (5%)	72	74	57
	Unemployed	38 (2%)	108 (1%)	932 (2%)	57	52	71
	Full-time student	37 (2%)	117 (2%)	1,113 (2%)	64	65	98
	Retired	960 (39%)	2,761 (37%)	12,510 (26%)	180	167	120
	Other	261 (11%)	874 (12%)	6,257 (13%)	62	66	75
Total Worker Count		1,378	2,254	18,623			

See the Glossary page for further information on the above variables

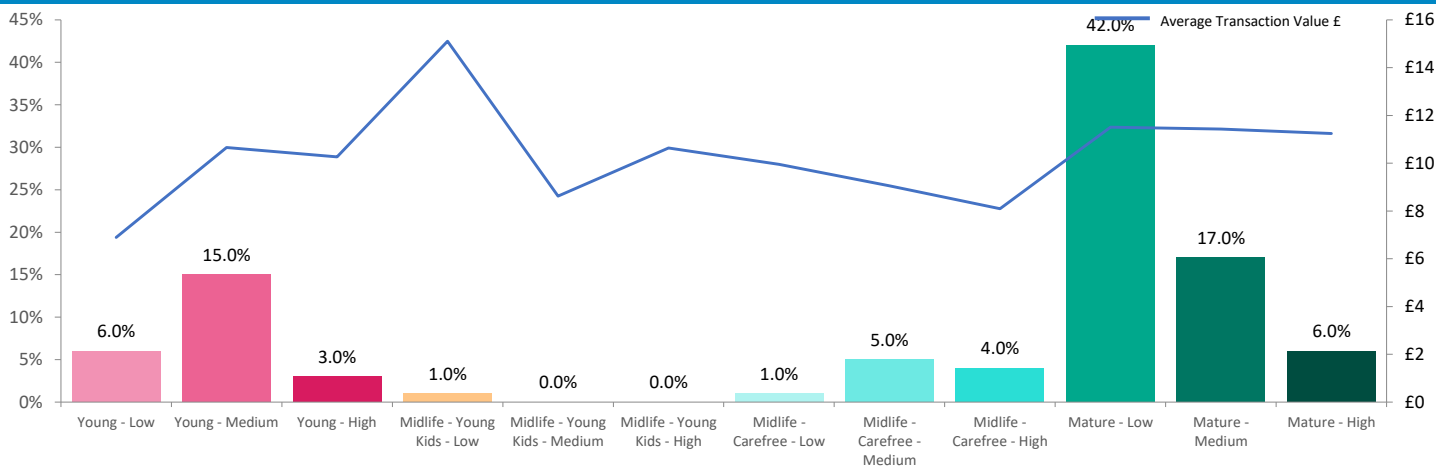
Transactional Data Summary - Station Bar Helensburgh

Spend by Polaris Plus

GB %

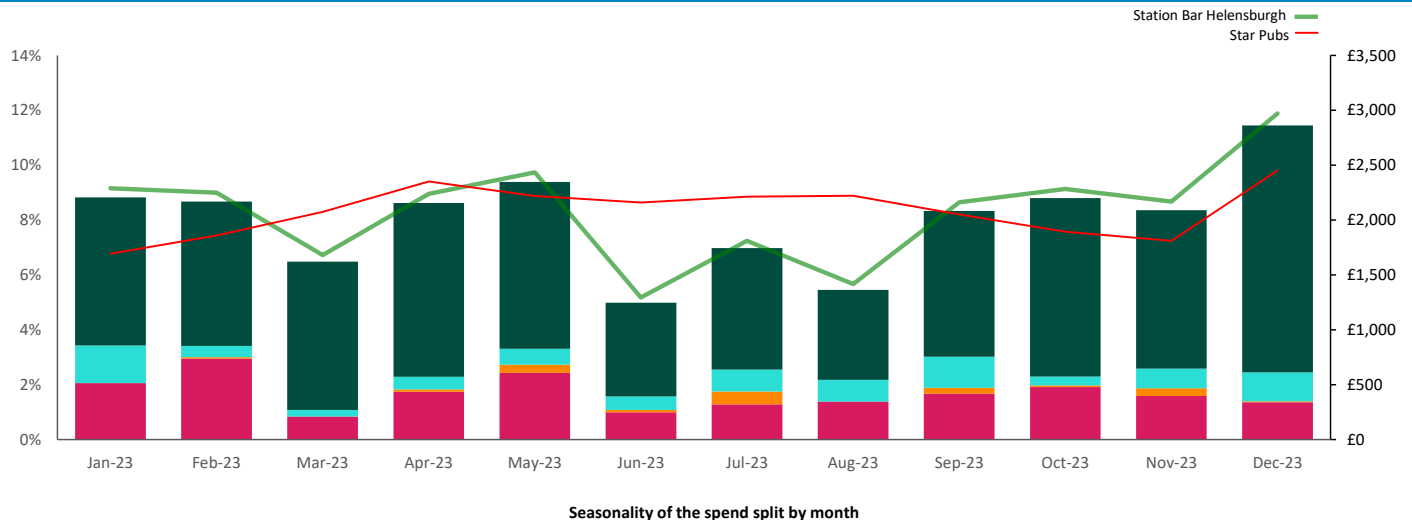


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

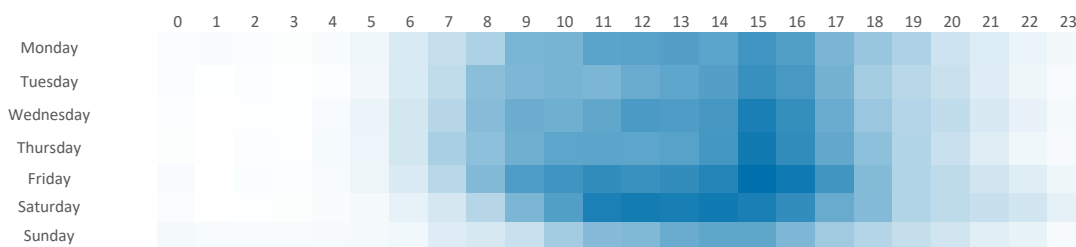
Spend by Month and Polaris



Mobile Data Summary - Station Bar Helensburgh

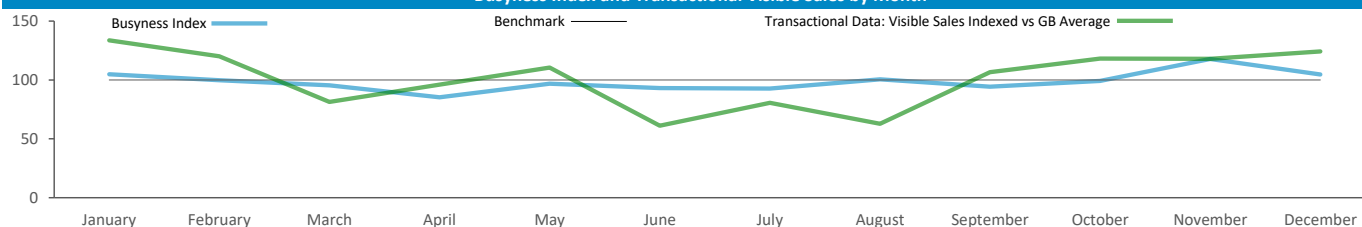
© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day/Day of Week



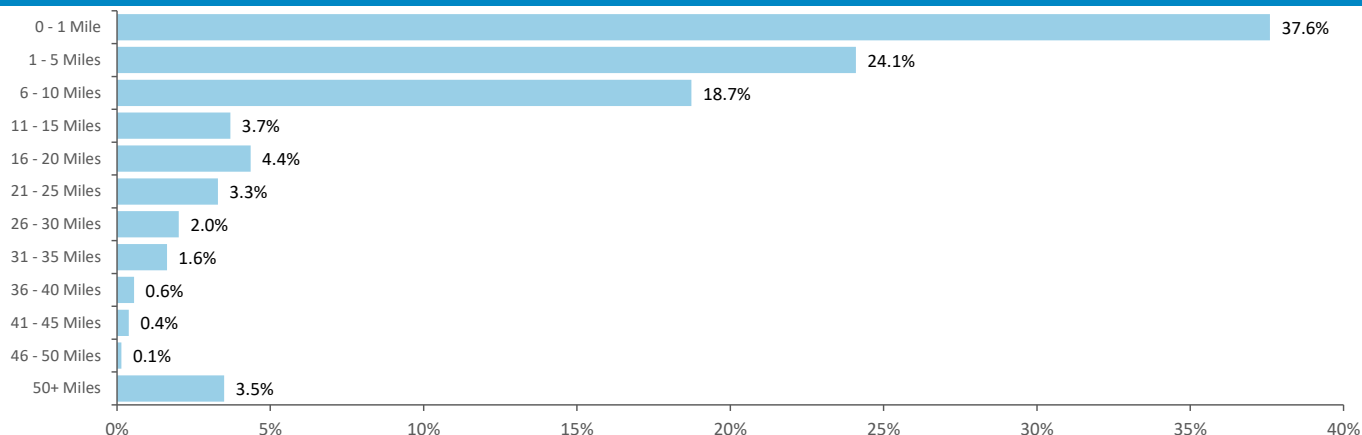
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

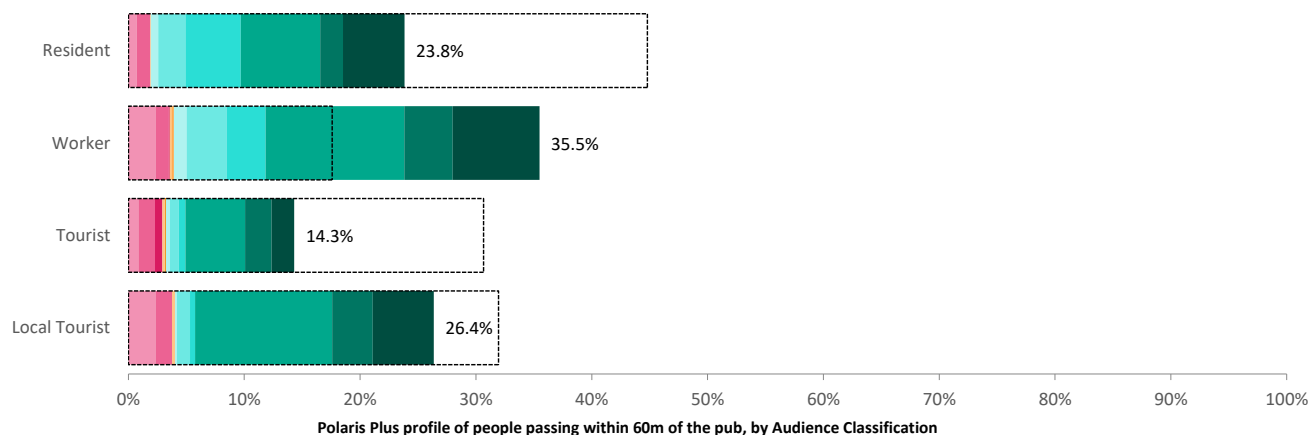
Distance from Home



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

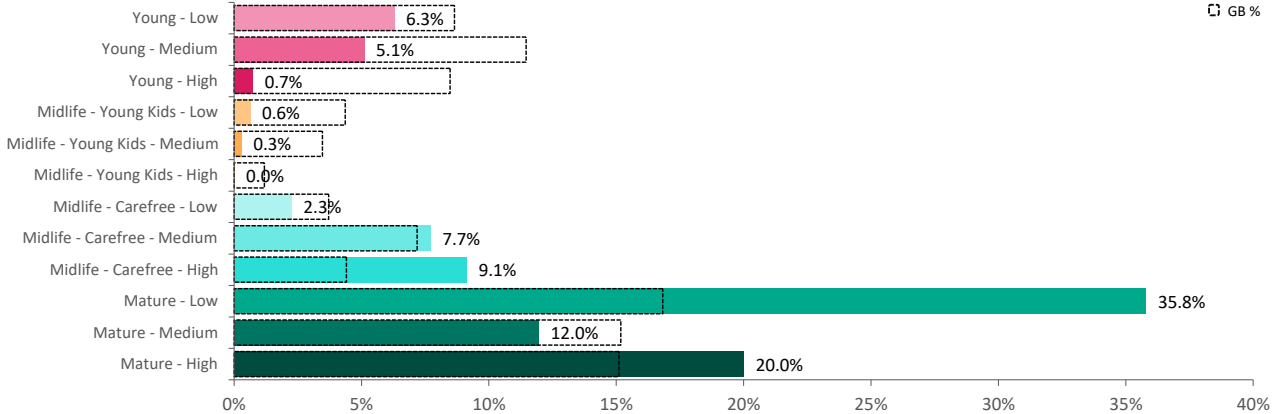


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Station Bar Helensburgh

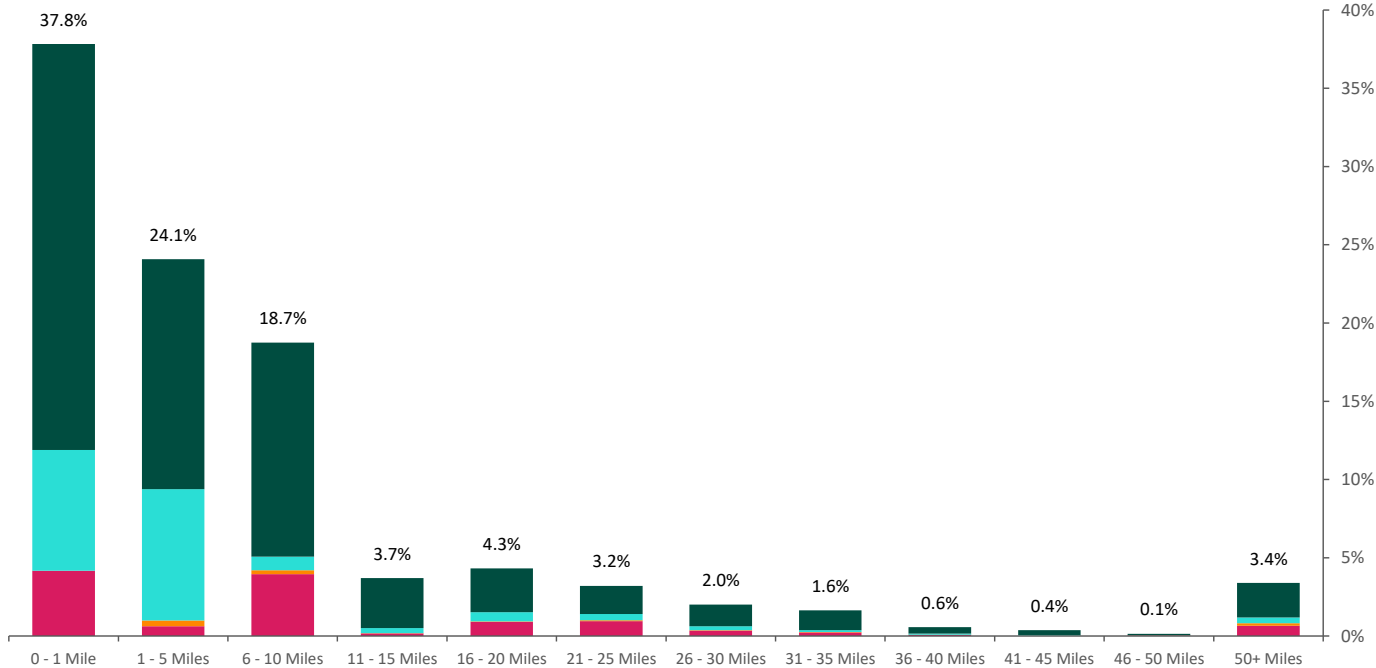
© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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

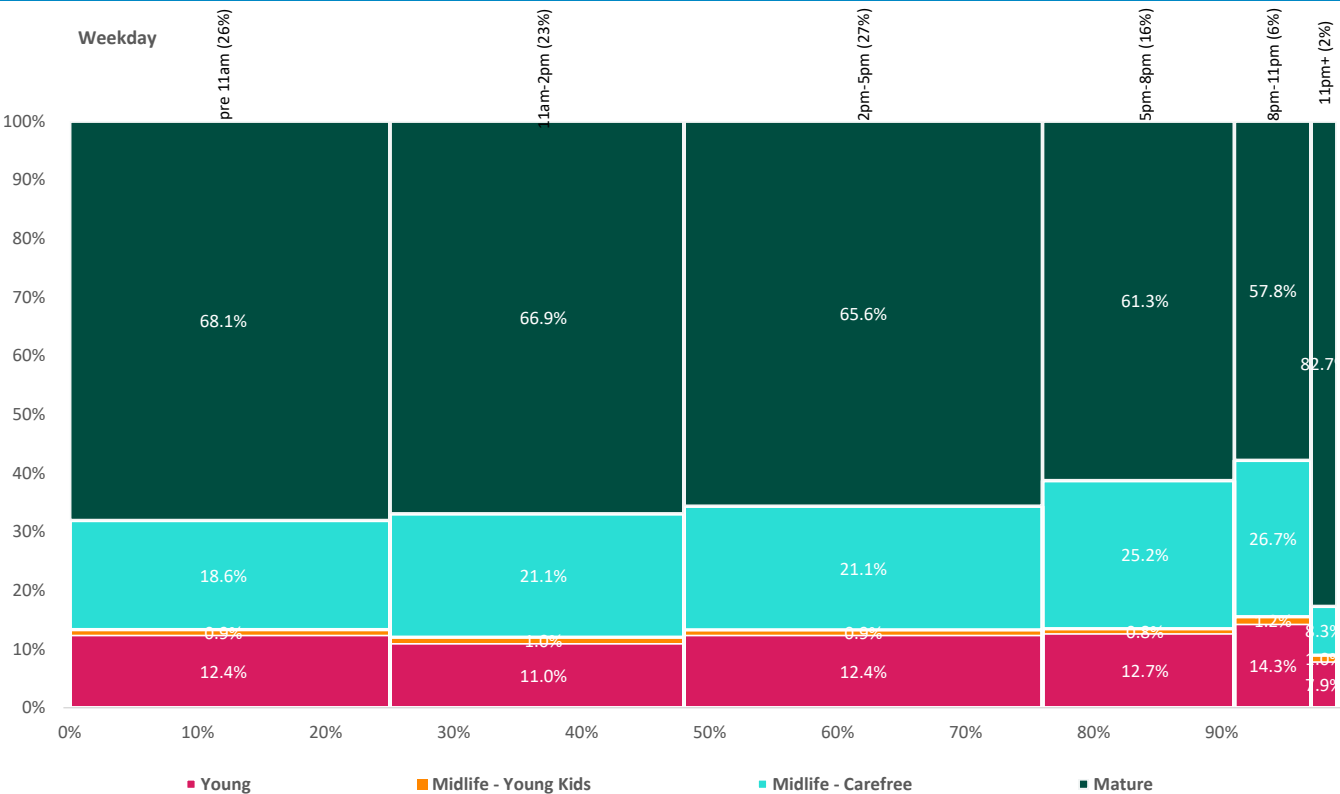


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

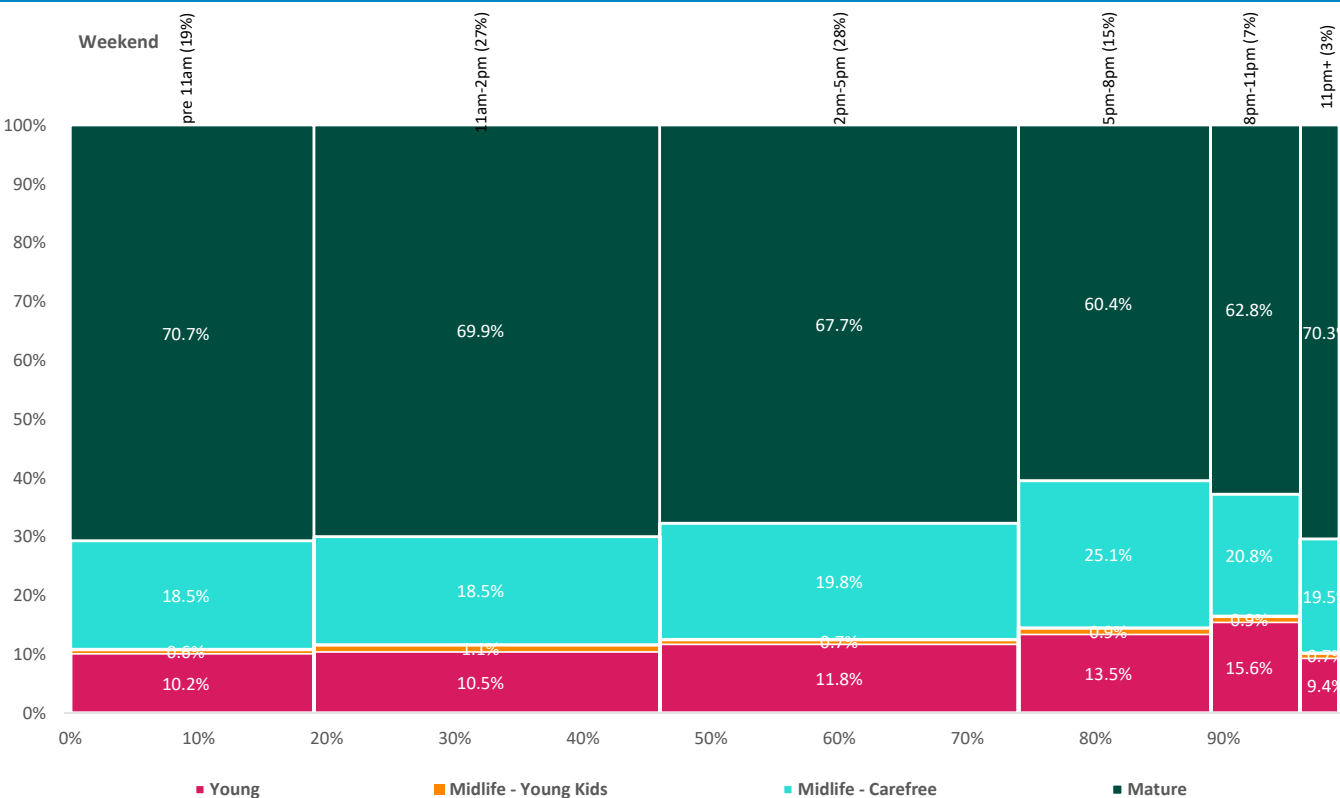
Mobile Data Summary - Station Bar Helensburgh

© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at www.caci.co.uk/copyrightnotices.pdf

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



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



Polaris Summary - Station Bar Helensburgh



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	402	625	5,094	62	31	40
Midlife - Young Kids	0	0	853	0	0	17
Midlife - Carefree	171	1,151	5,494	45	99	75
Mature	1,624	5,291	32,648	154	162	158
Not Private Households	177	297	2,365	568	307	388
Total	2,374	7,364	46,454			

Polaris Plus Summary - Station Bar Helensburgh

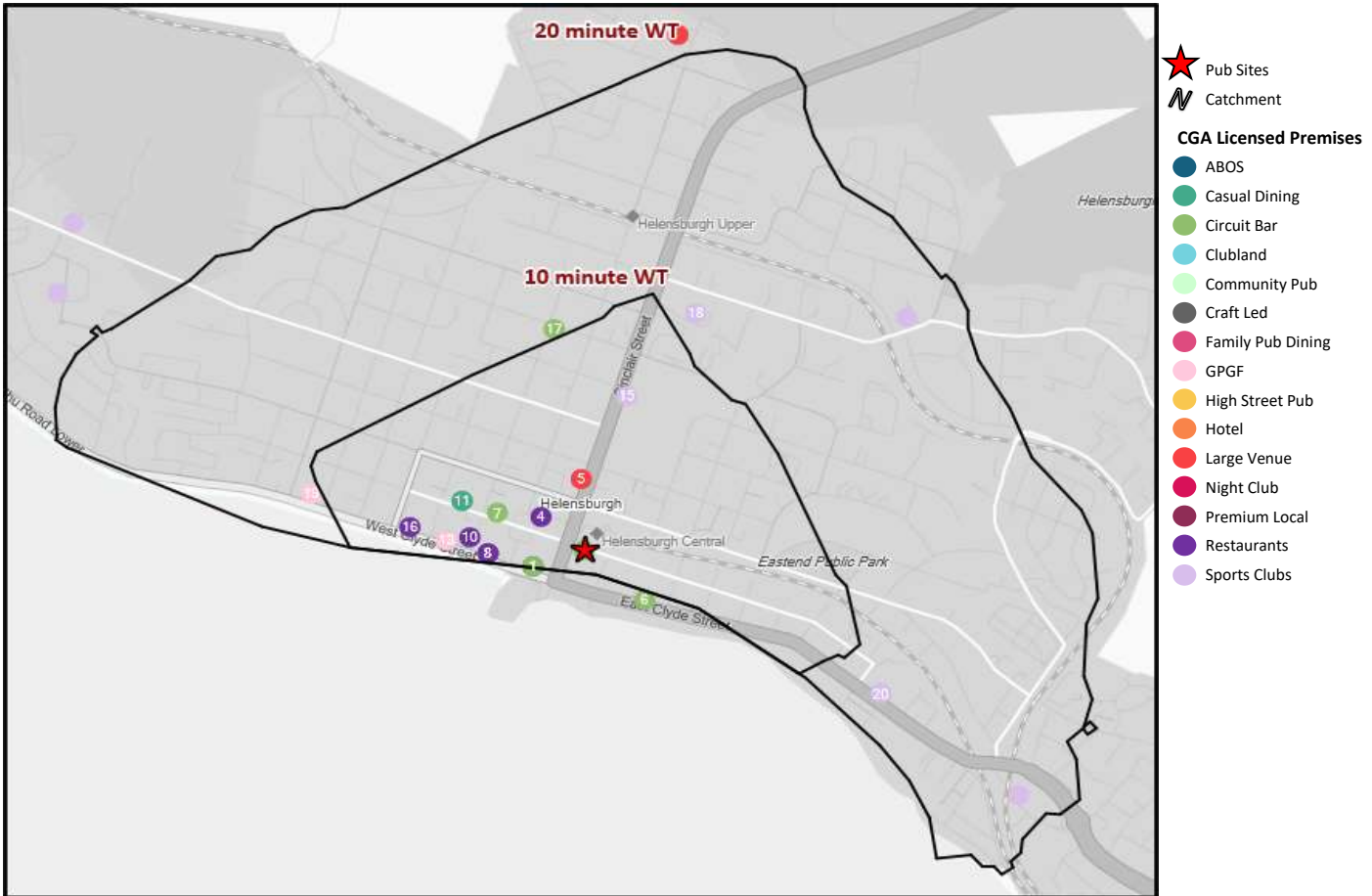


Polaris Plus Profile by Catchment

*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	0	116	3,100	0	16	68
Medium	402	509	1,952	154	63	38
High	0	0	42	0	0	1
Midlife - Young Kids						
Low	0	0	804	0	0	32
Medium	0	0	49	0	0	2
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	18	347	0	6	18
Medium	23	204	2,713	14	39	82
High	148	929	2,434	140	283	118
Mature						
Low	1,103	2,452	18,536	338	242	290
Medium	232	1,056	7,083	62	92	97
High	289	1,783	7,029	81	161	101
Not Private Households	177	297	2,365	568	307	388
Total	2,374	7,364	46,454			

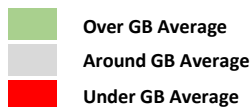
CGA Summary - Station Bar Helensburgh



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Station Bar	G 84 7QA	Star Pubs & Bars	Circuit Bar	0.0
1	Riva	G 84 8SQ	Independent Free	Circuit Bar	0.1
1	Kidstons	G 84 8SQ	Independent Free	ABOS	0.1
1	Royal Bar	G 84 8SQ	Star Pubs & Bars	Circuit Bar	0.1
4	Sugar Boat	G 84 8AQ	Independent Free	Restaurants	0.1
5	Tower Digital Arts Centre	G 84 8TR	Independent Free	Large Venue	0.1
6	Argyll Bar	G 84 7PF	Star Pubs & Bars	Circuit Bar	0.1
7	Ashton Bar	G 84 8UG	Independent Free	Circuit Bar	0.2
8	La Barca	G 84 8AW	Independent Free	Restaurants	0.2
8	Padrone Pizza	G 84 8AW	Independent Free	Restaurants	0.2
10	Masala Twist	G 84 8AS	Independent Free	Restaurants	0.2
11	Annaya's	G 84 8XD	Independent Free	Circuit Bar	0.2
11	Mandarin Chinese Restaurant	G 84 8XD	Independent Free	Casual Dining	0.2
13	Clyde Bar	G 84 8AX	Independent Free	Circuit Bar	0.2
13	Cattle & Creel	G 84 8AX	Independent Free	GPGF	0.2
15	Victoria Hall	G 84 8TU	Independent Free	Sports Clubs	0.3
16	Mira Mare	G 84 8BB	Independent Free	Restaurants	0.3
17	Henry Bell	G 84 9LE	Wetherspoons GB	Circuit Bar	0.4
18	Helensburgh Bowling Club	G 84 9QE	Independent Free	Sports Clubs	0.5
19	Commodore	G 84 8ES	Mitchells & Butlers	GPGF	0.5
20	Craighelen Lawn Tennis Club	G 84 7AP	Independent Free	Sports Clubs	0.6

Per Pub Analysis - Station Bar Helensburgh



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

Adults 18+	2,374	7,364	46,454
Number of Competition Pubs	10	11	58
Adults 18+ per Competition Pub	237	669	801

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	95	4.0%	50
Circuit Bar	7	126	5.3%	131
Community Pub	0	681	28.7%	150
Craft Led	0	58	2.5%	71
Great Pub Great Food	2	308	13.0%	73
High Street Pub	0	568	23.9%	130
Premium Local	0	338	14.2%	86

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	283	3.8%	48
Circuit Bar	8	251	3.4%	84
Community Pub	0	1,745	23.7%	124
Craft Led	0	80	1.1%	31
Great Pub Great Food	2	1,558	21.2%	120
High Street Pub	0	1,414	19.2%	104
Premium Local	0	1,513	20.6%	125

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	1,317	2.8%	35
Circuit Bar	14	1,971	4.2%	105
Community Pub	3	13,286	28.6%	150
Craft Led	0	448	1.0%	28
Great Pub Great Food	4	6,210	13.4%	76
High Street Pub	5	11,072	23.8%	129
Premium Local	8	6,725	14.5%	88

