

Catchment Summary - Station Bar Helensburgh

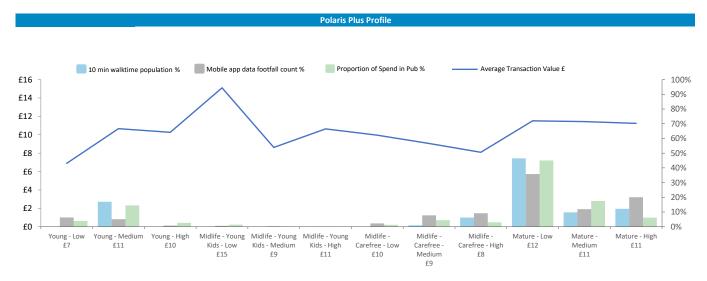


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Ship To	Name	Postcode	Operator	Segment	Sparsity
879787	Station Bar Helensburgh	G 84 7QA	Star Pubs & Bars	Circuit Bar	19





See the Glossary page for further information on the above variables $% \left(1\right) =\left(1\right) \left(1\right$





Catchment Summary - Station Bar Helensburgh



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Adu Com Adu % A Affluence Affluence Medium High Affluence does not include Not Private Households 18-24 25-34 45-64 65+	I GB Average GB Average coulation lits 18+ expectation Pubs lits 18+ per Competitio dults Likely to Drink	on Pub	2,734 2,374 10 237 80.5% 46.5% 27.7% 18.4% 172 289 267	8,728 7,364 11 669 81.2% 35.1% 24.0% 36.8%	20 min DT** 56,315 46,454 58 801 78.2% 49.1% 25.4% 20.5% 4,847 6,693	10 min WT* 51	20 min WT* 47 48 31 78 107 106 63 135	20 min DT 4 13 13 14 93 103 148 67
Adu Com Adu % A Affluence Medium High Affluence does not include Not Private Households 18-24 25-34 35-44 45-64 65+	oulation lts 18+ npetition Pubs llts 18+ per Competitio dults Likely to Drink	on Pub	2,734 2,374 10 237 80.5% 46.5% 27.7% 18.4%	8,728 7,364 11 669 81.2% 35.1% 24.0% 36.8%	56,315 46,454 58 801 78.2% 49.1% 25.4% 20.5%	51 Population & Adults 53 56 28 106 140 73 67	47 s 18+ index is based of 48 31 78 107 106 63 135	13 on all pubs 13 14 93 103 148 67
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Com Adu % A	npetition Pubs ilts 18+ per Competitio dults Likely to Drink	on Pub	10 237 80.5% 46.5% 27.7% 18.4%	11 669 81.2% 35.1% 24.0% 36.8% 582 790	58 801 78.2% 49.1% 25.4% 20.5%	56 28 106 140 73 67	31 78 107 106 63 135	14 93 103 148 67 75
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## Affluence	dults Likely to Drink	n Pub	80.5% 46.5% 27.7% 18.4% 172 289	81.2% 35.1% 24.0% 36.8% 582 790	78.2% 49.1% 25.4% 20.5%	106 140 73 67	107 106 63 135	103 148 67 75
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Age Profile 35-44 45-64 65+ 00 - 00 - 00 - 00 - 00 - 00 - 00 - 00					0,033		68	106 89
45-64 65+			207		6,641	79	72	89
65+ 00 - 00 - 00 - 00 - 00 - 00 - 00 - 00			715	831 2,484	15,679	102	111	108
000 - 000 - 000 - 000 - 000 - 000 -			931	2,677	12,594	177	160	116
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18-24 25-34 35-44 4.	.5-64 65+	18-24	25-34 35-44 4	5-64 65+	0 18-24	25-34 3	5-44 45-64	1 65+
	3-04 03+	10-24		3-04 03+	10-24			, 05+
■ 10 min WT*			■ 20 min WT*			■ 20 min	DI**	
				tchment Size (Co	untol	lue.	dov vs CR Aver	200
				14411111111111111111111111111111111111	units)	inc	dex vs GB Aver	20 min DT

ie	10 min WT* 1,271 (46%) 1,463 (54%)	20 min WT* 4,150 (48%)	20 min DT** 27,896 (50%)	10 min WT* 95	20 min WT*	20 min DT**
le			27,896 (50%)	95	97	101
le			27,896 (50%)	95	97	101
le	1.463 (54%)				3,	101
	, (,.)	4,578 (52%)	28,419 (50%)	105	103	99
yed: Full-time	763 (31%)	2,390 (32%)	18,930 (40%)	91	92	115
yed: Part-time	211 (9%)	793 (10%)	5,428 (11%)	73	88	96
mployed	161 (7%)	520 (7%)	2,515 (5%)	72	74	57
ployed	38 (2%)	108 (1%)	932 (2%)	57	52	71
me student	37 (2%)	117 (2%)	1,113 (2%)	64	65	98
d	960 (39%)	2,761 (37%)	12,510 (26%)	180	167	120
	261 (11%)	874 (12%)	6,257 (13%)	62	66	75
1	oyed: Full-time oyed: Part-time mployed nployed ime student	byed: Part-time 211 (9%) mployed 161 (7%) apployed 38 (2%) sime student 37 (2%) ed 960 (39%)	Dyed: Part-time 211 (9%) 793 (10%) mployed 161 (7%) 520 (7%) mployed 38 (2%) 108 (1%) ime student 37 (2%) 117 (2%) ed 960 (39%) 2,761 (37%)	Dyed: Part-time 211 (9%) 793 (10%) 5,428 (11%) mployed 161 (7%) 520 (7%) 2,515 (5%) apployed 38 (2%) 108 (1%) 932 (2%) sime student 37 (2%) 117 (2%) 1,113 (2%) ed 960 (39%) 2,761 (37%) 12,510 (26%)	Dyed: Part-time 211 (9%) 793 (10%) 5,428 (11%) 73 Imployed 161 (7%) 520 (7%) 2,515 (5%) 72 Imployed 38 (2%) 108 (1%) 932 (2%) 57 Ime student 37 (2%) 117 (2%) 1,113 (2%) 64 ed 960 (39%) 2,761 (37%) 12,510 (26%) 180	Dyed: Part-time 211 (9%) 793 (10%) 5,428 (11%) 73 88 mployed 161 (7%) 520 (7%) 2,515 (5%) 72 74 apployed 38 (2%) 108 (1%) 932 (2%) 57 52 sime student 37 (2%) 117 (2%) 1,113 (2%) 64 65 and 960 (39%) 2,761 (37%) 12,510 (26%) 180 167

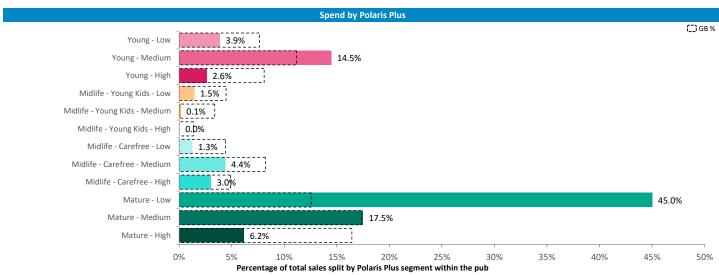
See the Glossary page for further information on the above variables

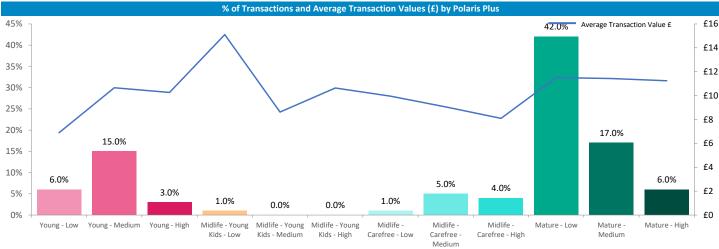


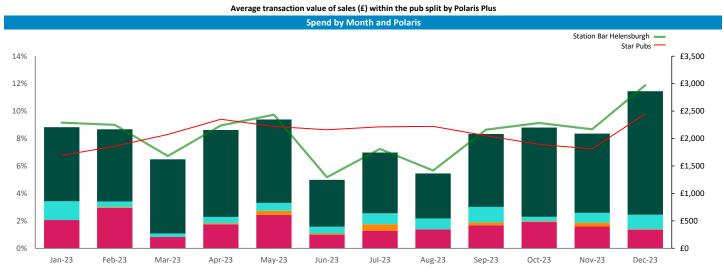
Transactional Data Summary - Station Bar Helensburgh



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Seasonality of the spend split by month

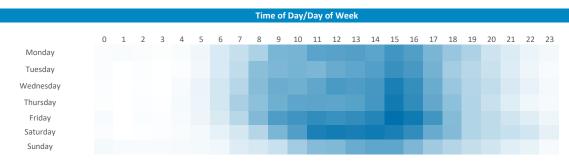




Mobile Data Summary - Station Bar Helensburgh



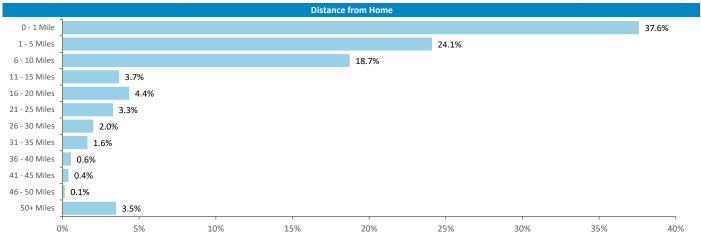
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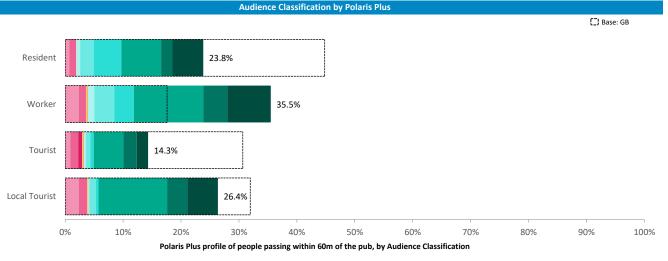
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data



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



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

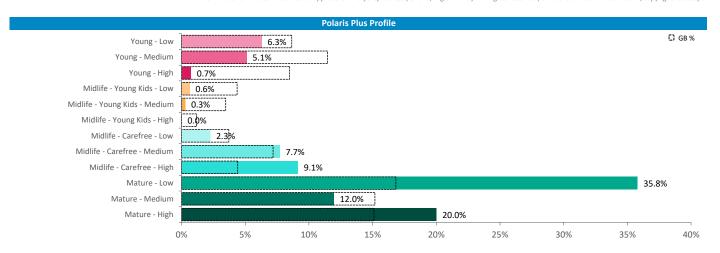




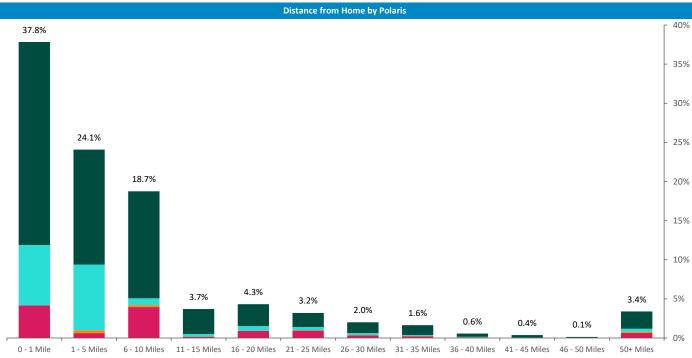
Mobile Data Summary - Station Bar Helensburgh



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



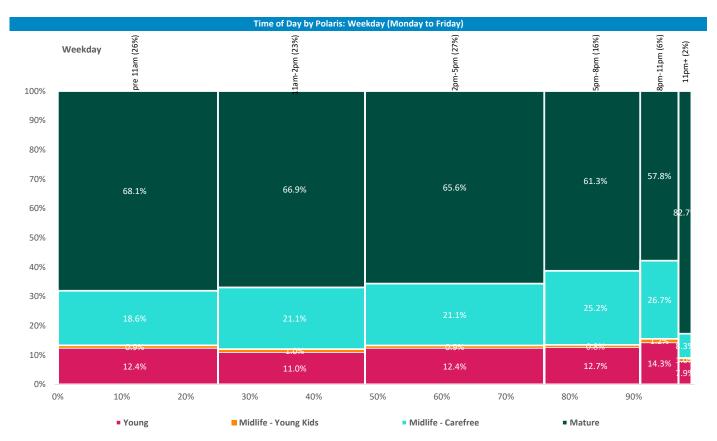
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there $\,$

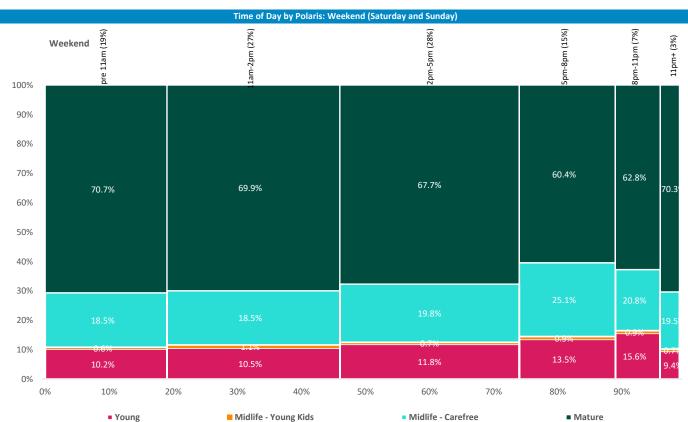


Mobile Data Summary - Station Bar Helensburgh



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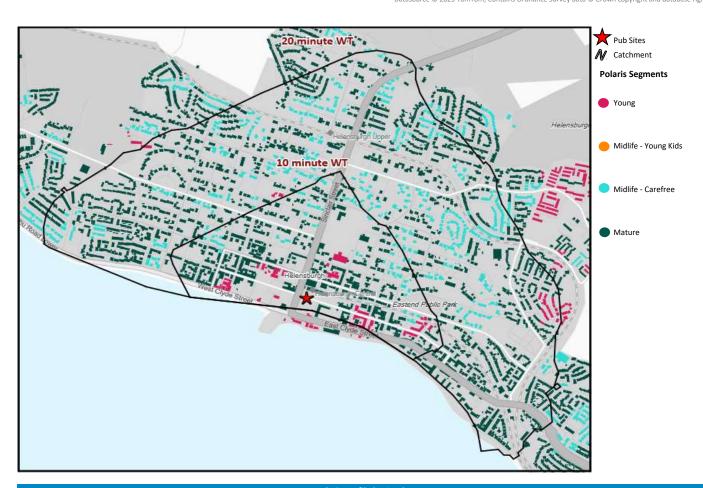




Polaris Summary - Station Bar Helensburgh



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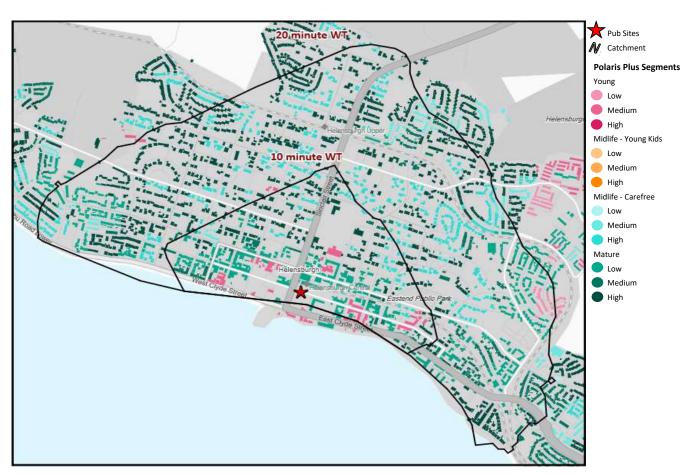


		Polaris Pro	file by Catchm	ent		
					*WT= Walktime	, **DT= Drivetime
	P	opulation Cou	nt	Inc	lex vs GB avera	age
Polaris Segment	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	402	625	5,094	62	31	40
Midlife - Young Kids	0	0	853	0	0	17
Midlife - Carefree	171	1,151	5,494	45	99	75
Mature	1,624	5,291	32,648			158
Not Private Households	177	297	2,365			388
Total	2,374	7,364	46,454			

Polaris Plus Summary - Station Bar Helensburgh



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Plus Pro		

*WT= Walktime, **DT= Drivetime

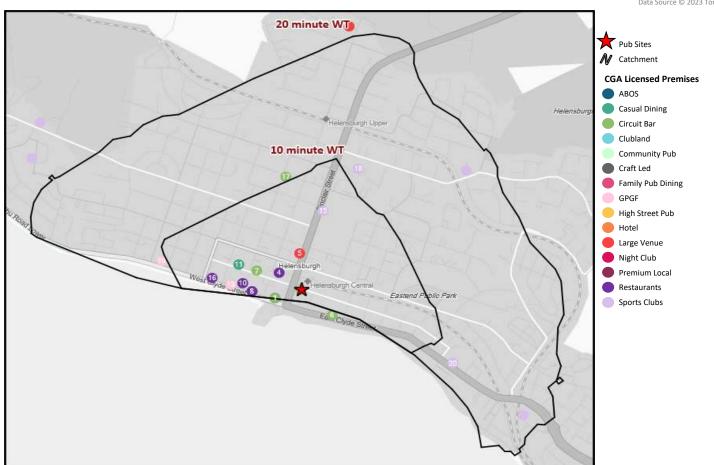
						,
	P	opulation Cou	nt	Inc	lex vs GB aver	age
Polaris Plus Segment	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	0	116	3,100	0	16	68
Medium	402	509	1,952	154	63	38
High	0	0	42	0	0	1
Midlife - Young Kids						
Low	0	0	804	0	0	32
Medium	0	0	49	0	0	2
High	0	0	0	0	0	0
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



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	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



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Over GB Average
Around GB Average
Under GB Average

*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



Glossary



	У	Explanation							
Populati	ion	The population count within the specifi	ed catchment						
Gender		Counts of Males and Females within the	e specified catchment						
		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.							
Affluend	ce	Low: Count of population by Polaris Plu Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1	Low: Count of population by Polaris Plus segments which are classified as Low						
		Medium: Count of population by Polari	Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2						
		Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3							
Age Pro	file	Counts of residents by Age band							
		Current year estimates, CACI Up to date	e demographics. Number of adults aged	d 16+					
		Full-time: In full-time employment							
Econom	ic Status	Part-time: In part-time employment							
[16+)		Self employed: In full-time or part-time		ees					
		Unemployed: Unemployed, not current							
		Retired: a person who has retired from Other: Includes long term sick disabled							
		Other: Includes long term sick, disabled The index is a comparison between the		ase % for a set of variables. An index of					
		The index is a comparison between the means the catchment area is in line wit							
ndex vs	GB Average	100 means that you have a higher % of							
		expect compared to GB		<u> </u>					
Over GE	3 Average	Index value is > 120							
Around	GB Average	Index value is between 80 - 120							
Jnder G	B Average	Index value is < 80							
			egmentation						
	Polaris is He	eineken's unique customer segmentation,		vels and Demand.					
	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature					
	18-34 year olds Wanting to look good in t group	:he 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, ban restaurants or memes, I kr my choices make an impres and I want it to be the rig impression when I'm on a g night in/out."	now the kids to where they should be, life is all go. When we finally hit get a moment to ourselves, we're looking to re-energise and	other and with friends	"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 gr Helps me look good by standing out and making right impression Energising Discovering new things Avoids bloating Physical benefit	on trend	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					
		originates from CGA. They collect license restauran Compet HUK Segments: Craft Led, Good Pub Good	ts, pubs, etc. <mark>iition Pubs</mark> Food, A Bit of Style, High Street Pub, Ci						
	A 14 11 100 1		nily Pub Dining. <mark>ile data</mark> k and year, using GPS data and gives a l	better understanding of which consum					
	e App data identifies where co								
		e using which pubs and when. The data is		adius from the pub.					
Mobile	are likely to be is a geodemographic segment	A tation of the UK's population. It segments I factors and population behaviour, it prov	corn households, postcodes and neighbour	hoods into 7 categories, 22 groups and					

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.

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 Metropolitan
 Large Urban
 Small Urban
 Rural