

Catchment Summary - Eala Bhan Glasgow



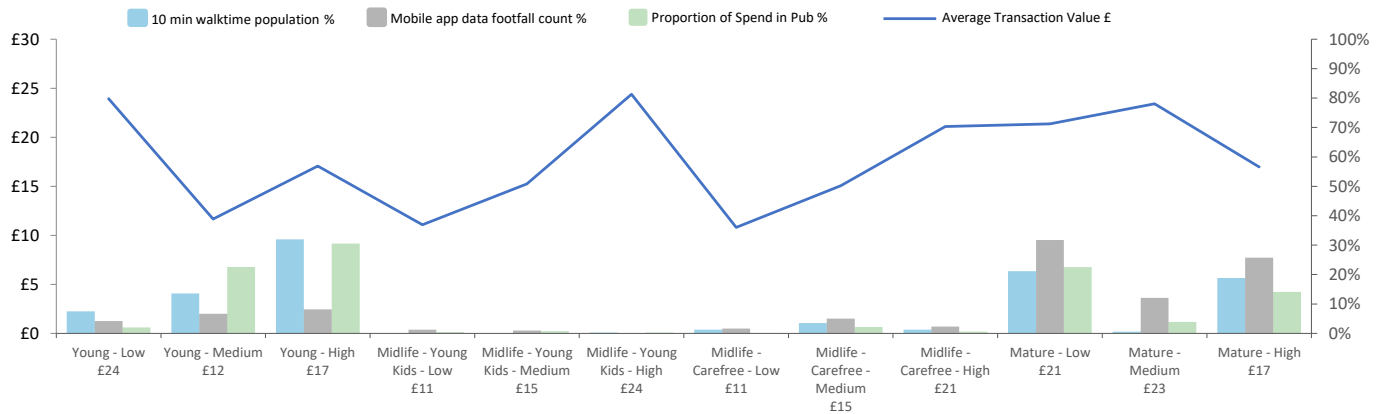
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626022	Eala Bhan Glasgow	G 43 1RF	Star Pubs & Bars	Family Pub Dining	2



- ★ 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 - Eala Bhan 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**

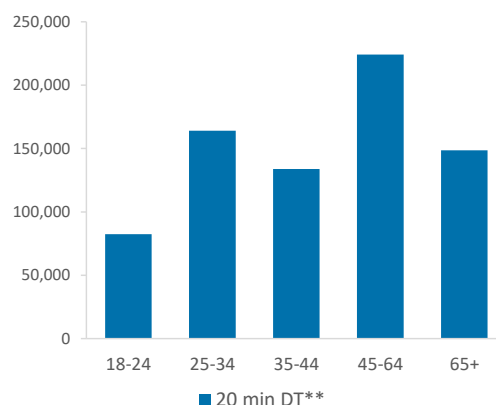
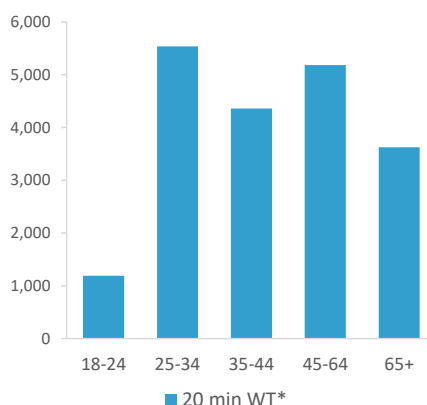
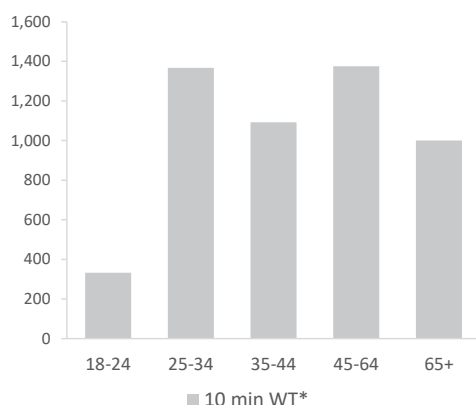
Population	6,037	23,008	917,064	113	124	209
Adults 18+	5,170	19,892	753,020	115	130	215
Competition Pubs	5	24	840	28	67	202
Adults 18+ per Competition Pub	1,034	829	896	120	97	104
% Adults Likely to Drink	77.0%	79.2%	77.2%	101	104	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	29.9%	16.2%	45.4%	90	49	137
	Medium	17.7%	18.6%	26.8%	46	49	70
	High	52.3%	65.2%	26.4%	192	239	97

*Affluence does not include Not Private Households

Age Profile	18-24	333	1,192	82,381	68	64	110
	25-34	1,368	5,537	163,992	170	180	134
	35-44	1,093	4,356	133,886	137	143	110
	45-64	1,376	5,183	224,167	89	88	95
	65+	1,000	3,624	148,594	86	82	84



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	3,041 (50%)	11,408 (50%)	449,639 (49%)	103	101	100
	Female	2,996 (50%)	11,600 (50%)	467,425 (51%)	97	99	100

Economic Status (16+)	Employed: Full-time	2,248 (43%)	9,005 (45%)	286,456 (37%)	124	129	108
	Employed: Part-time	455 (9%)	1,822 (9%)	81,071 (11%)	73	76	89
	Self employed	329 (6%)	1,507 (7%)	41,699 (5%)	68	81	59
	Unemployed	131 (2%)	414 (2%)	20,051 (3%)	90	74	94
	Full-time student	191 (4%)	703 (3%)	35,857 (5%)	153	146	196
	Retired	1,021 (19%)	3,767 (19%)	155,073 (20%)	89	85	92
	Other	872 (17%)	2,984 (15%)	150,592 (20%)	95	85	112

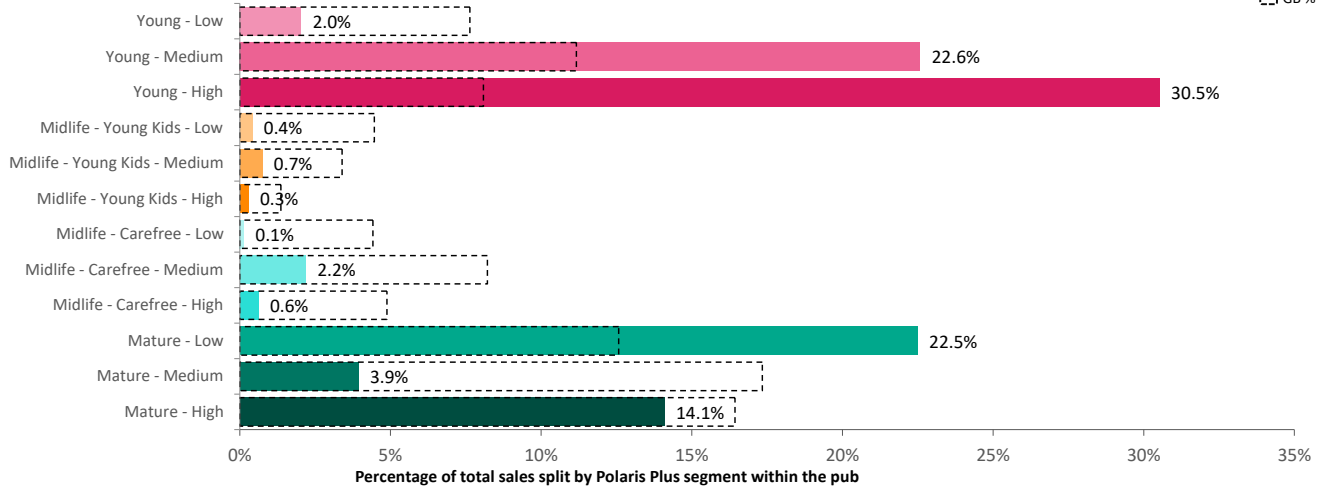
Total Worker Count	2,362	6,166	426,081
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See the Glossary page for further information on the above variables

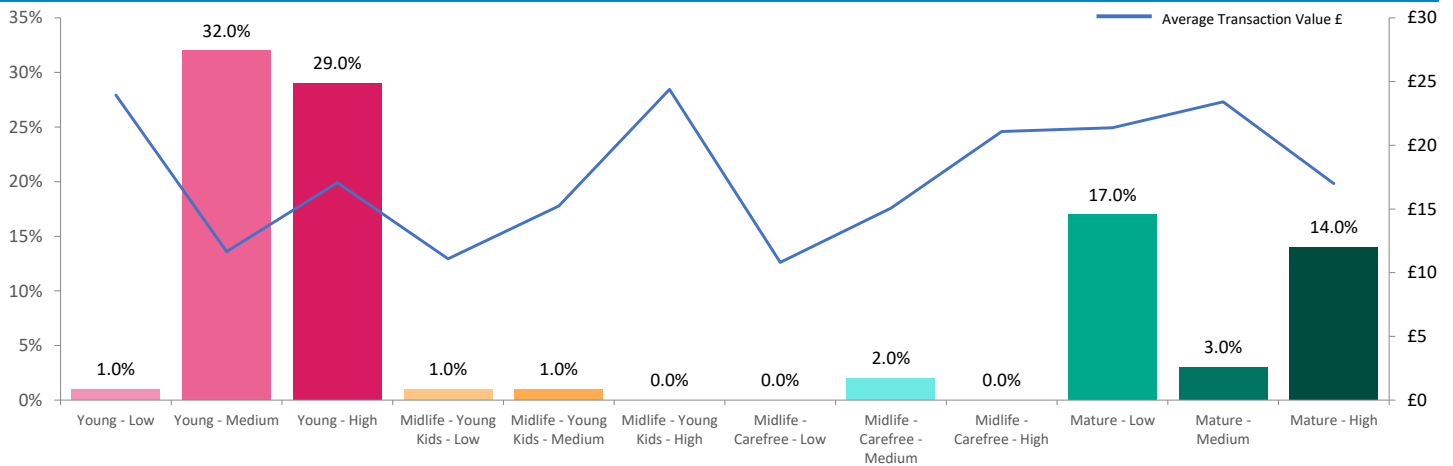
Transactional Data Summary - Eala Bhan Glasgow

Spend by Polaris Plus

GB %

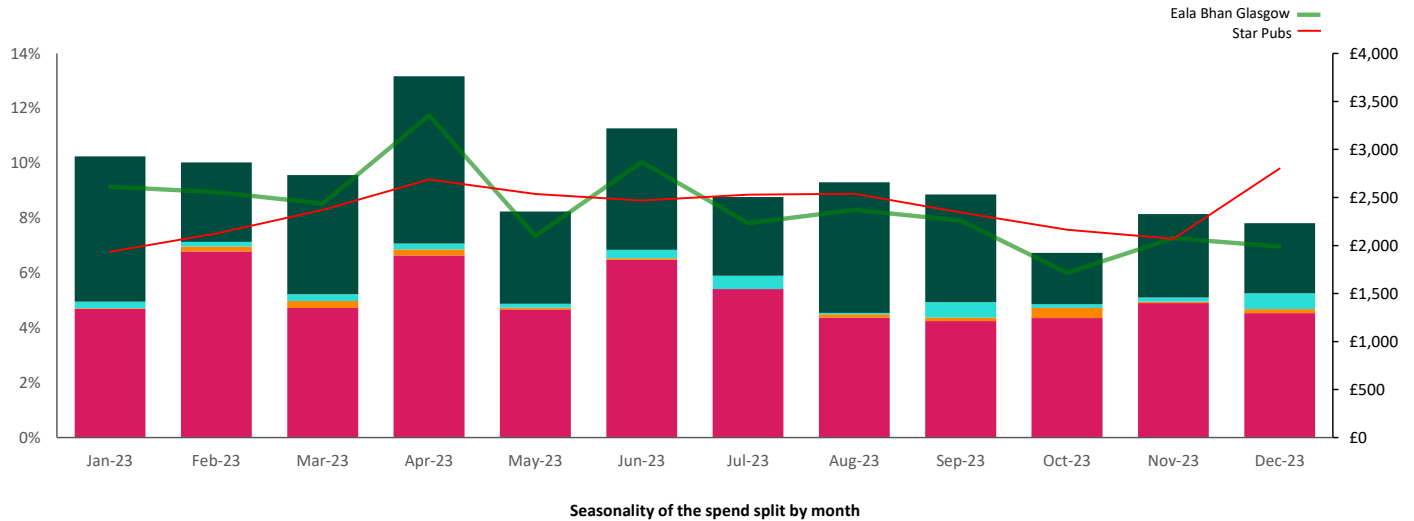


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

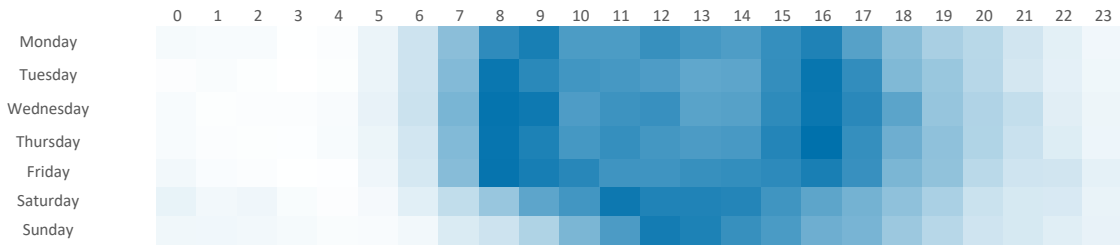


Mobile Data Summary - Eala Bhan Glasgow



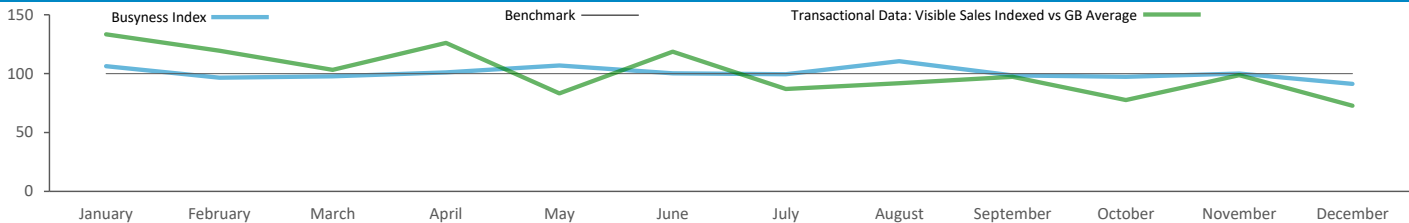
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Time of Day/Day of Week



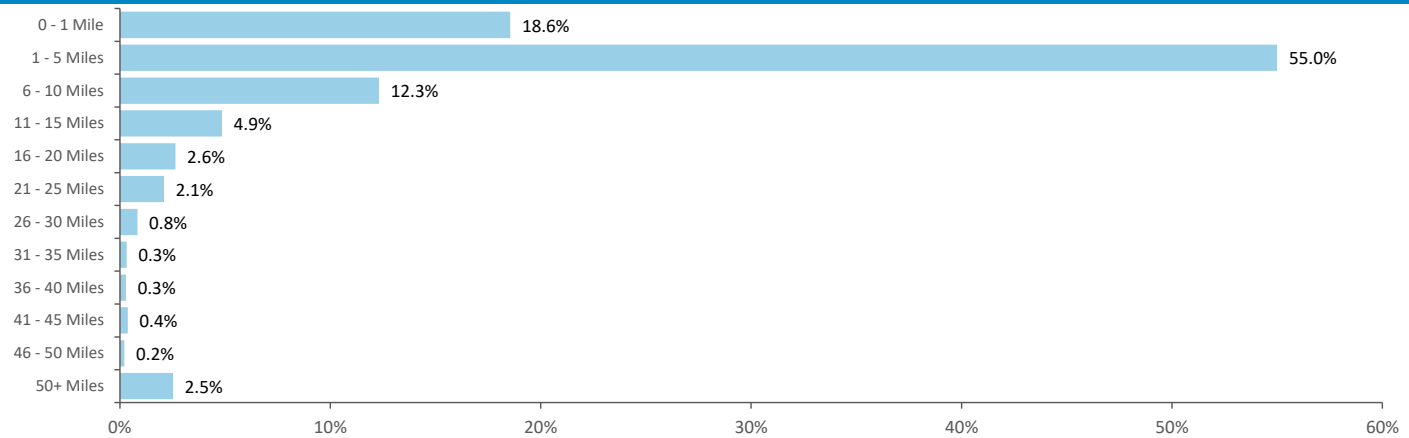
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

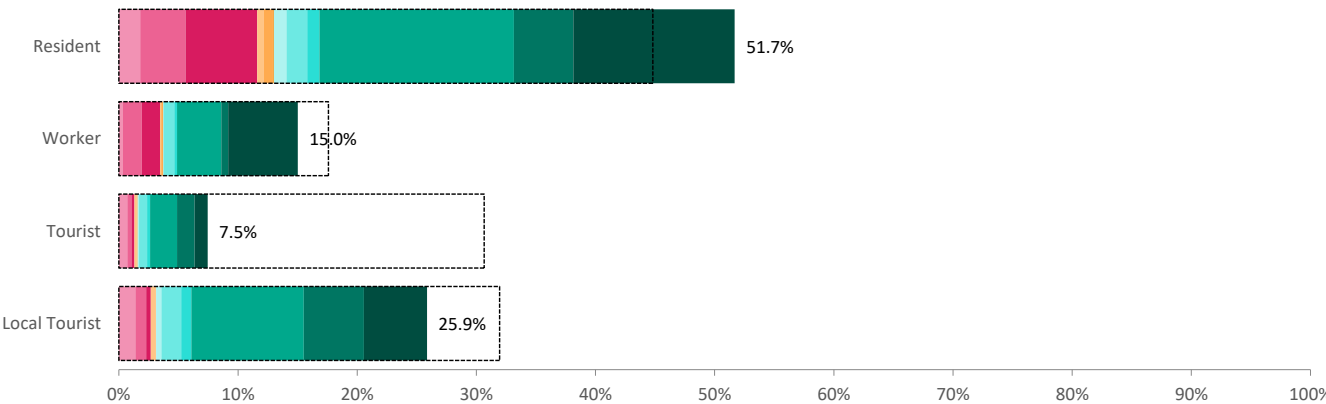
Distance from Home



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



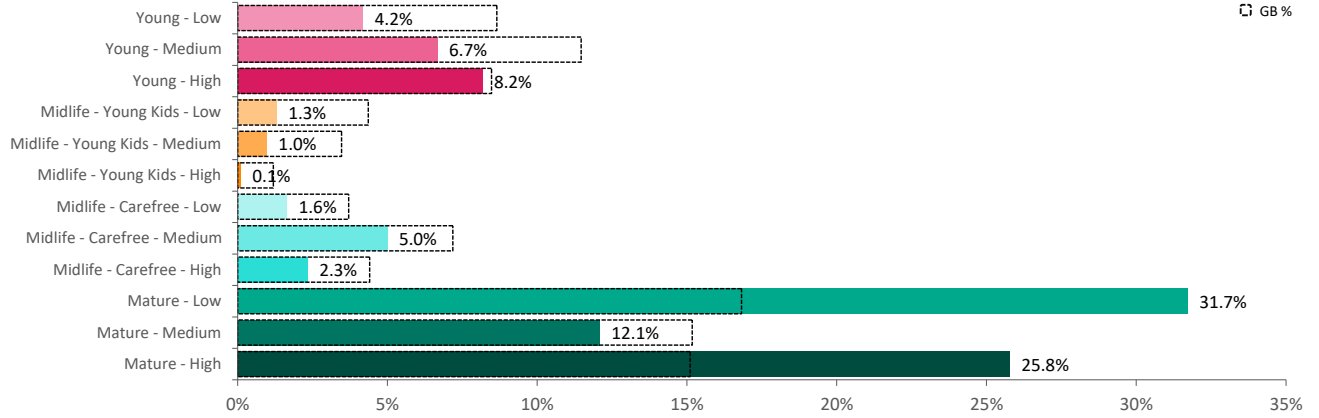
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Eala Bhan Glasgow



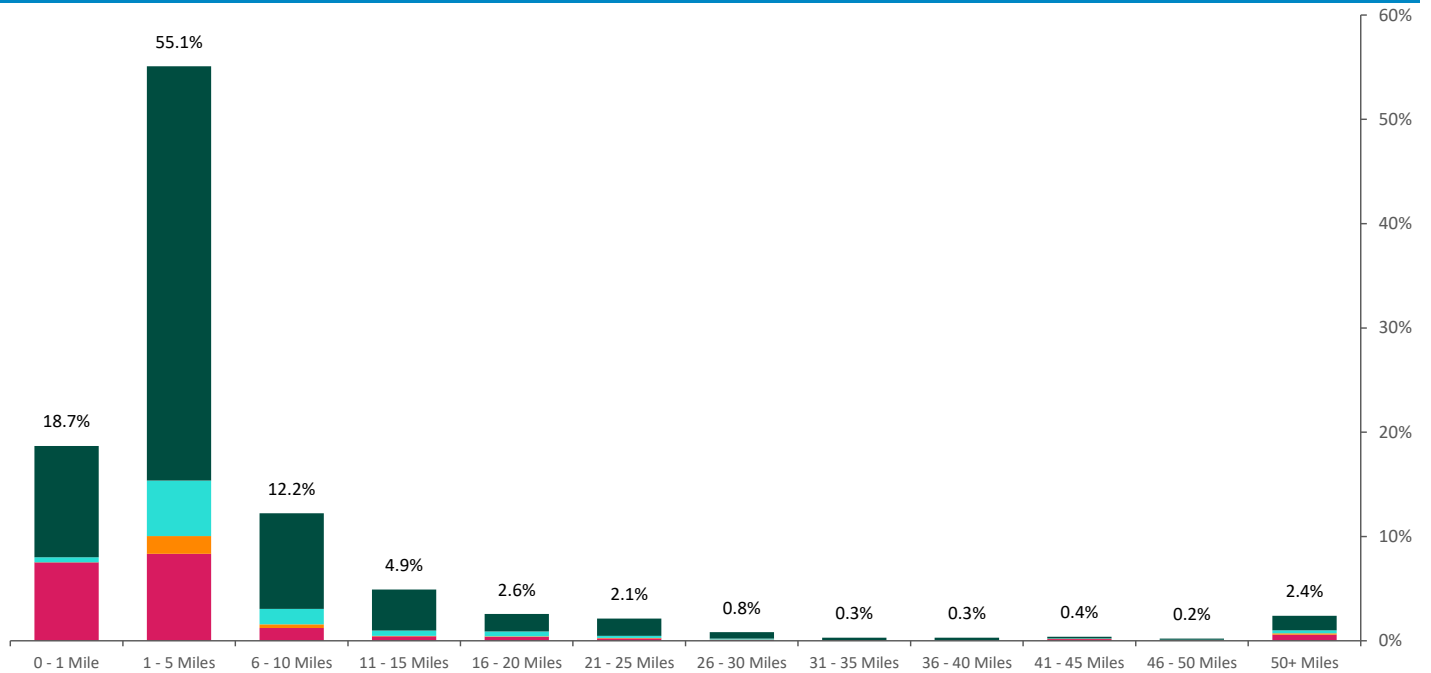
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Polaris Plus Profile



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



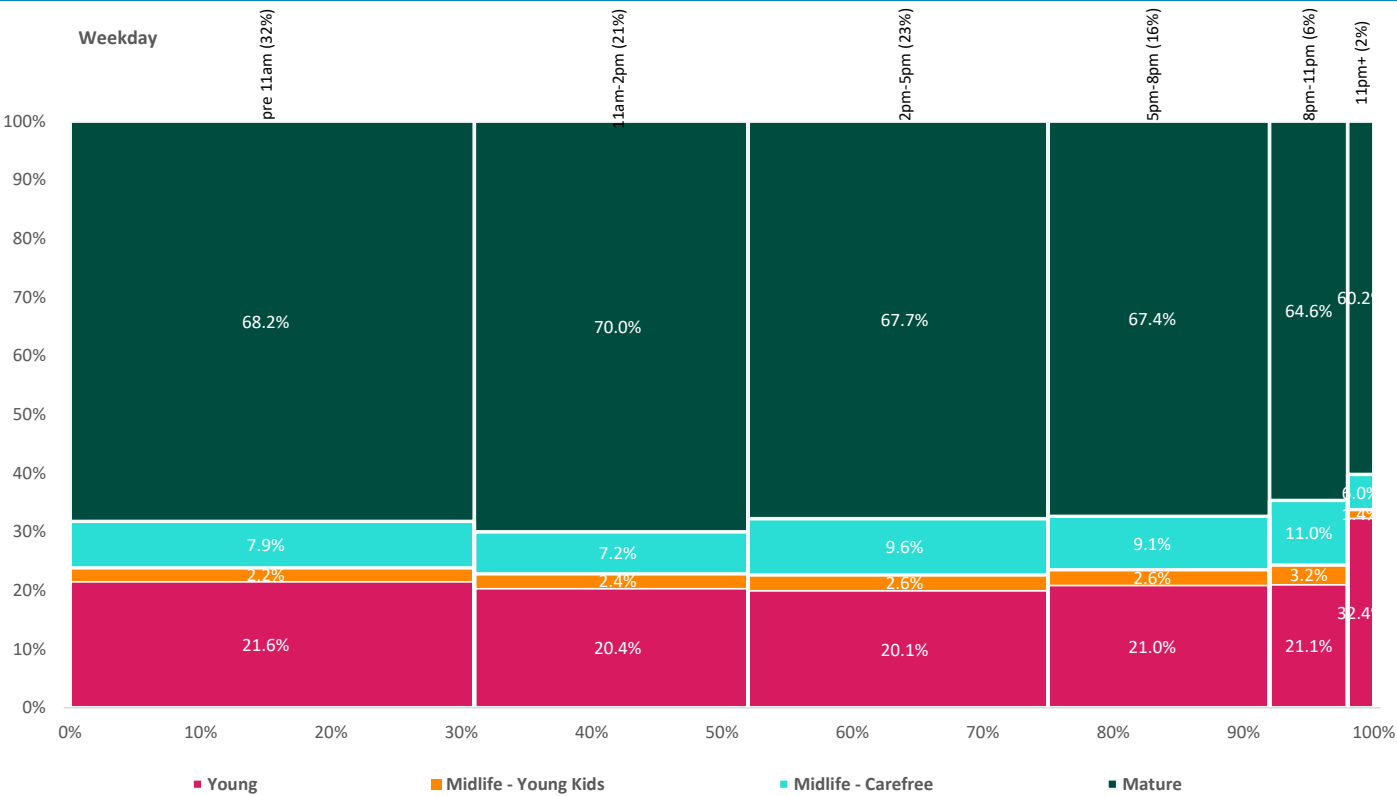
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Mobile Data Summary - Eala Bhan Glasgow

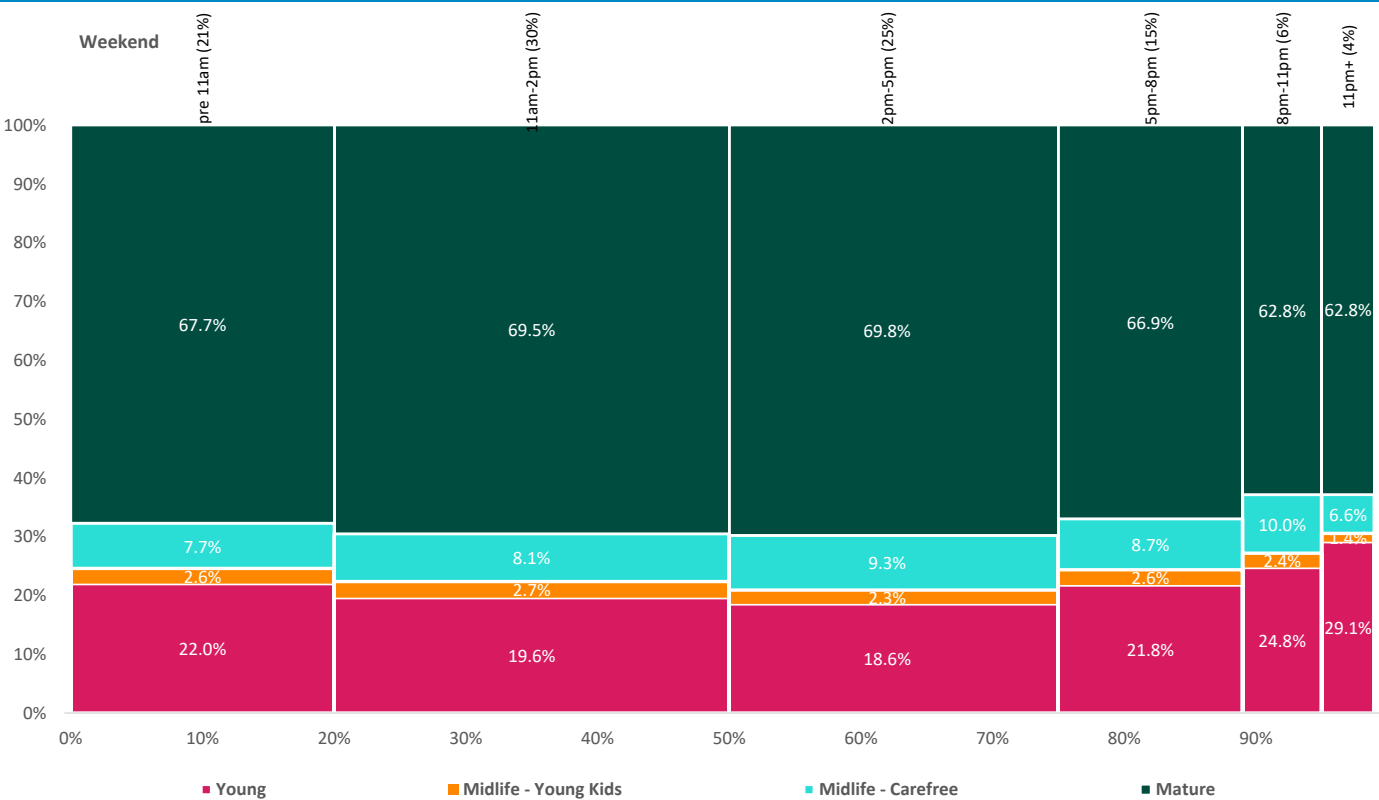


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Eala Bhan 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	2,740	11,741	216,332	193	214	104
Midlife - Young Kids	17	205	15,683	3	9	19
Midlife - Carefree	312	811	54,999	38	26	46
Mature	2,101	7,118	455,233	92	81	136
Not Private Households	0	17	10,773	0	7	109
Total	5,170	19,892	753,020			

Polaris Plus Summary - Eala Bhan Glasgow

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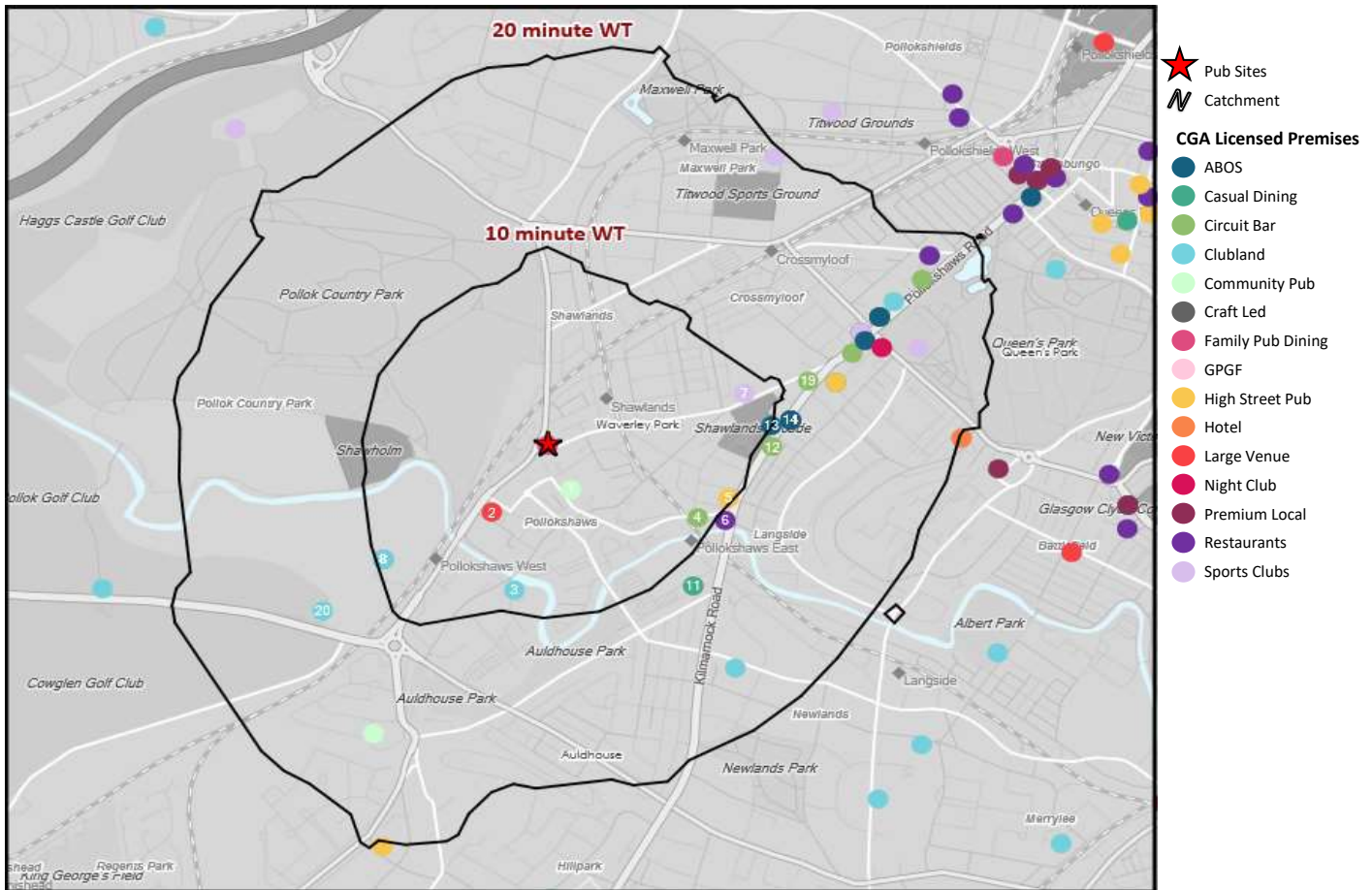


Polaris Plus Profile by Catchment

*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	386	403	36,262	76	21	49
Medium	702	2,873	93,979	124	132	114
High	1,652	8,465	86,091	475	632	170
Midlife - Young Kids						
Low	0	0	8,887	0	0	22
Medium	3	191	6,535	1	22	20
High	14	14	261	24	6	3
Midlife - Carefree						
Low	66	105	14,554	30	13	46
Medium	181	543	30,395	49	38	56
High	65	163	10,050	28	18	30
Mature						
Low	1,096	2,713	282,081	154	99	273
Medium	30	83	70,727	4	3	60
High	975	4,322	102,425	126	145	91
Not Private Households	0	17	10,773	0	7	109
Total	5,170	19,892	753,020			

CGA Summary - Eala Bhan Glasgow



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Eala Bhan	G 43 1RF	Star Pubs & Bars	Family Pub Dining	0.0
1	Old Stag Inn	G 43 1SN	Independent Free	Community Pub	0.1
2	Pollokshaws Burgh Hall	G 43 1NE	Independent Free	Large Venue	0.2
3	Shawsbank Social Club	G 43 1QQ	Independent Free	Clubland	0.3
4	Quaich Bar	G 43 1UF	Greene King	Circuit Bar	0.3
5	Kilmurry & Co	G 43 1TY	Independent Free	High Street Pub	0.4
6	Dapper Mongoose	G 43 1TT	Independent Free	Restaurants	0.4
7	Shawland Bowling Club	G 41 3QP	Independent Free	Sports Clubs	0.4
8	Burrell Museum	G 43 1AT	Independent Free	Restaurants	0.4
8	Pollok Cricket Club	G 43 1AT	Independent Free	Clubland	0.4
8	Pollokshaws Bowl Club	G 43 1AT	Independent Free	Clubland	0.4
11	Loks Bar And Kitchen	G 43 2XU	Independent Free	Casual Dining	0.4
12	Millwood	G 41 3YT	Independent Free	Circuit Bar	0.5
13	Phillies Of Shawlands	G 41 3NN	Independent Free	ABOS	0.5
14	Oro	G 41 3YR	Independent Free	Restaurants	0.5
14	G41 Bar	G 41 3YR	Admiral Taverns Ltd	High Street Pub	0.5
14	Himalyan Dine	G 41 3YR	Independent Free	Restaurants	0.5
14	Salt & Chilli Oriental	G 41 3YR	Independent Free	Restaurants	0.5
14	James Tassie	G 41 3YR	Stonegate Pub Company	ABOS	0.5
19	Granary	G 41 3NH	Mitchells & Butlers	Circuit Bar	0.5
20	Pollok Golf Club	G 43 1BG	Independent Free	Clubland	0.6

Per Pub Analysis - Eala Bhan Glasgow



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,170	19,892	753,020
Number of Competition Pubs	5	24	840
Adults 18+ per Competition Pub	1,034	829	896

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	917	17.7%	220
Circuit Bar	1	208	4.0%	99
Community Pub	1	751	14.5%	76
Craft Led	0	397	7.7%	222
Great Pub Great Food	0	1,326	25.6%	145
High Street Pub	0	680	13.2%	71
Premium Local	0	644	12.5%	76

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	5	4,393	22.1%	274
Circuit Bar	5	599	3.0%	74
Community Pub	2	1,805	9.1%	47
Craft Led	0	1,859	9.3%	270
Great Pub Great Food	0	6,227	31.3%	177
High Street Pub	4	1,715	8.6%	47
Premium Local	0	2,629	13.2%	80

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	152	64,074	8.5%	106
Circuit Bar	98	36,663	4.9%	120
Community Pub	122	189,085	25.1%	131
Craft Led	0	30,181	4.0%	116
Great Pub Great Food	52	119,370	15.9%	90
High Street Pub	94	163,049	21.7%	117
Premium Local	100	94,876	12.6%	76

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	<p>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</p> <p>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><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	Consumer Insight	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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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			
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