

Catchment Summary - Driftwood Glasgow



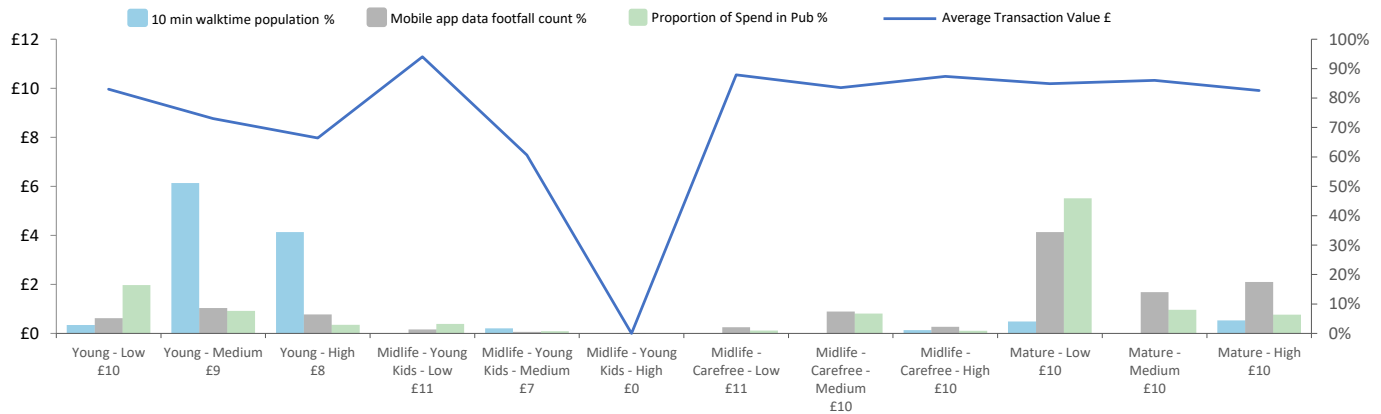
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625790	Driftwood Glasgow	G 3 6UJ	Star Pubs & Bars	GPGF	1



- ★ 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 - Driftwood Glasgow

	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**

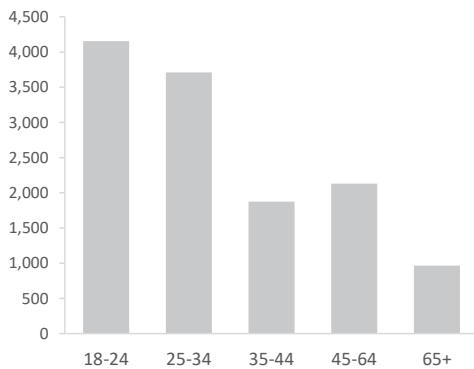
Population	14,320	43,197	1,076,830	267	233	245
Adults 18+	12,838	38,939	881,788	285	255	252
Competition Pubs	35	164	961	194	456	231
Adults 18+ per Competition Pub	367	237	918	43	28	107
% Adults Likely to Drink	80.2%	80.0%	77.4%	105	105	102

Population & Adults 18+ index is based on all pubs

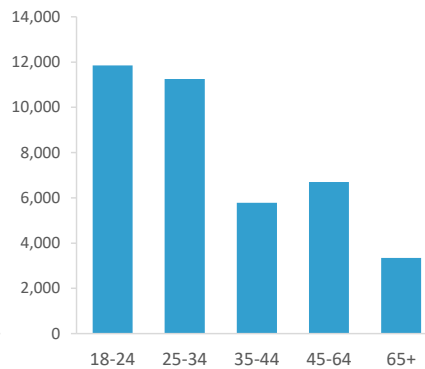
Affluence	Low	6.9%	13.1%	46.4%	21	39	139
	Medium	52.9%	43.9%	26.9%	139	115	71
	High	40.0%	42.8%	25.4%	146	157	93

*Affluence does not include Not Private Households

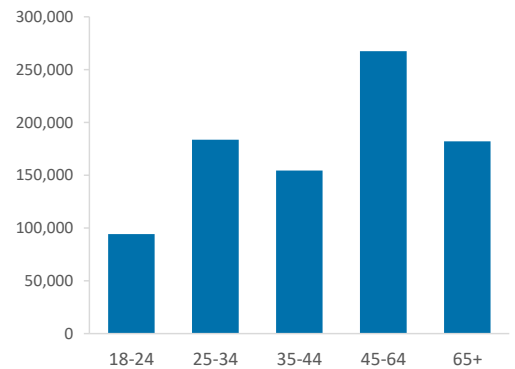
Age Profile	18-24	4,155	11,853	94,261	356	337	108
	25-34	3,710	11,254	183,538	194	195	128
	35-44	1,876	5,784	154,397	99	101	108
	45-64	2,131	6,702	267,556	58	60	97
	65+	966	3,346	182,036	35	40	88



■ 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	7,304 (51%)	22,140 (51%)	526,674 (49%)	104	105	100
	Female	7,016 (49%)	21,057 (49%)	550,156 (51%)	96	96	100

Economic Status (16+)	Employed: Full-time	4,482 (35%)	13,306 (34%)	336,435 (37%)	100	98	108
	Employed: Part-time	852 (7%)	2,391 (6%)	96,740 (11%)	55	51	90
	Self employed	829 (6%)	2,362 (6%)	48,827 (5%)	69	65	59
	Unemployed	270 (2%)	870 (2%)	23,132 (3%)	75	80	93
	Full-time student	1,673 (13%)	4,554 (12%)	39,828 (4%)	542	487	186
	Retired	948 (7%)	3,449 (9%)	189,046 (21%)	33	40	96
	Other	3,928 (30%)	12,407 (32%)	169,174 (19%)	174	181	108

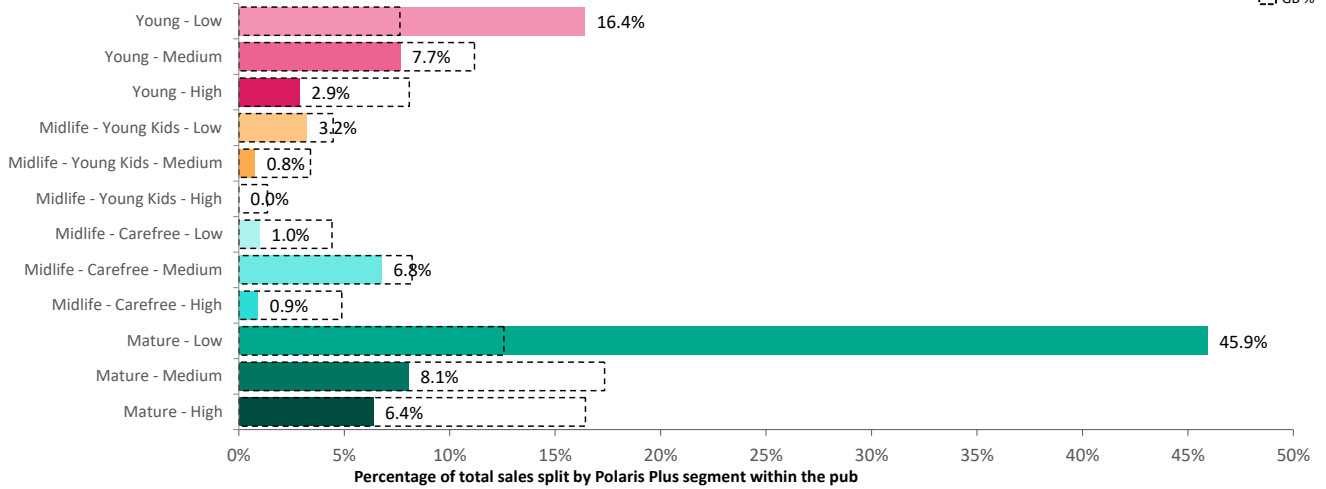
Total Worker Count	13,880	58,702	505,109
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See the Glossary page for further information on the above variables

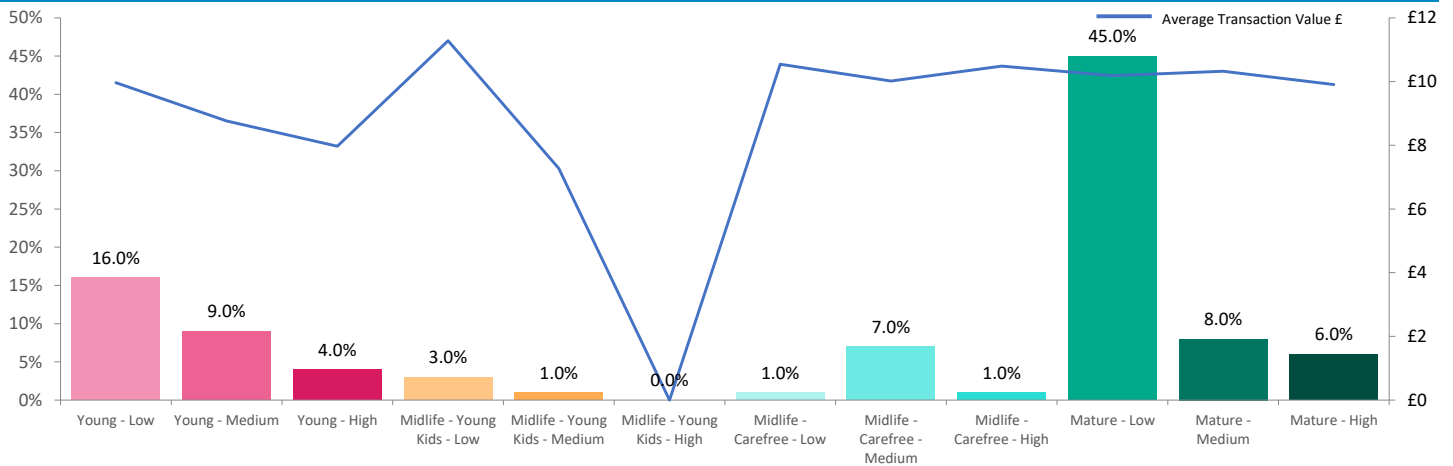
Transactional Data Summary - Driftwood Glasgow

Spend by Polaris Plus

GB %

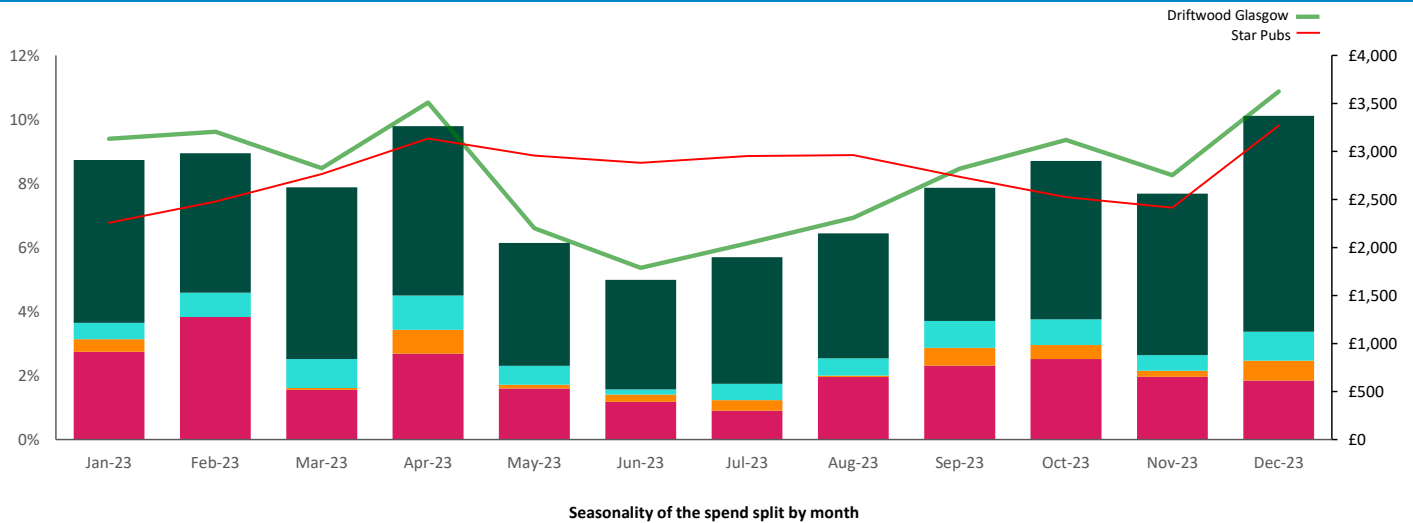


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

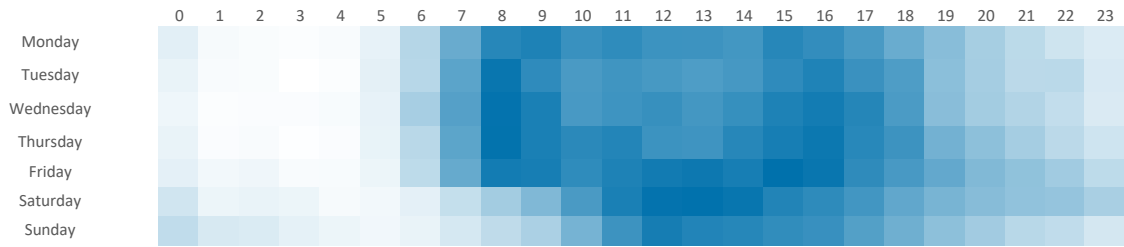


Mobile Data Summary - Driftwood Glasgow



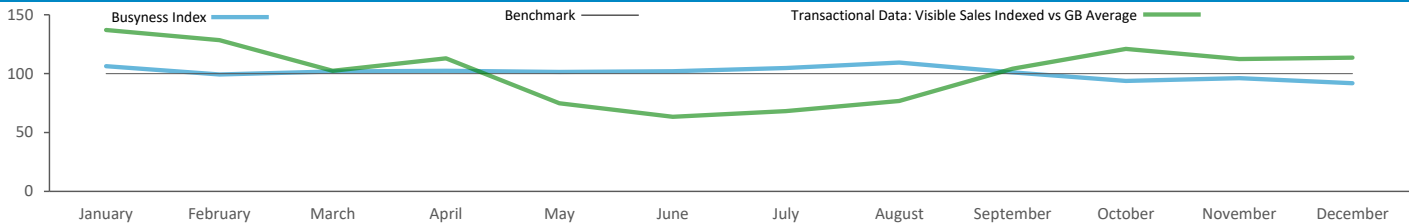
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Time of Day/Day of Week



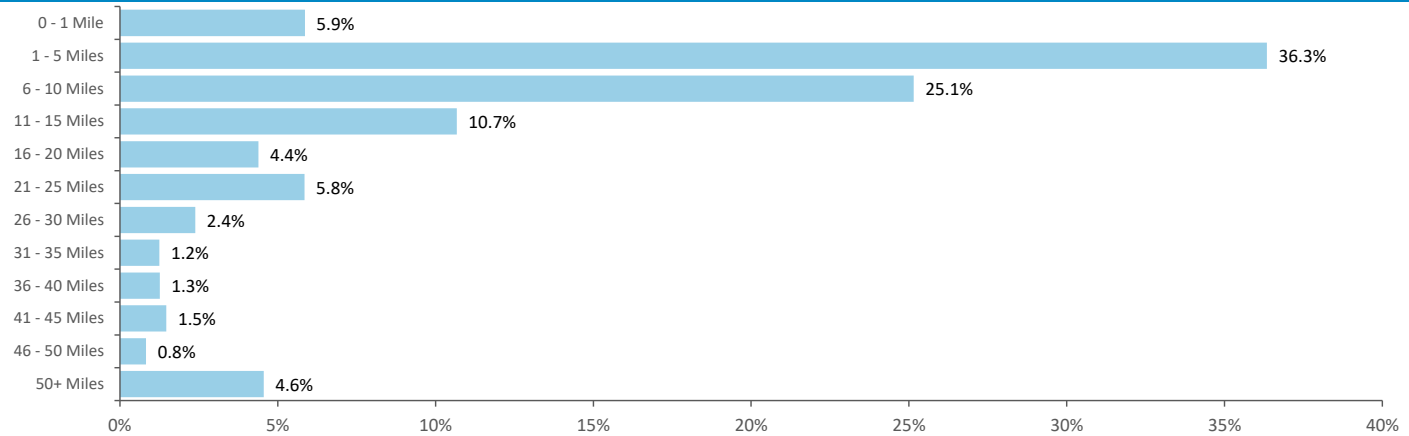
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

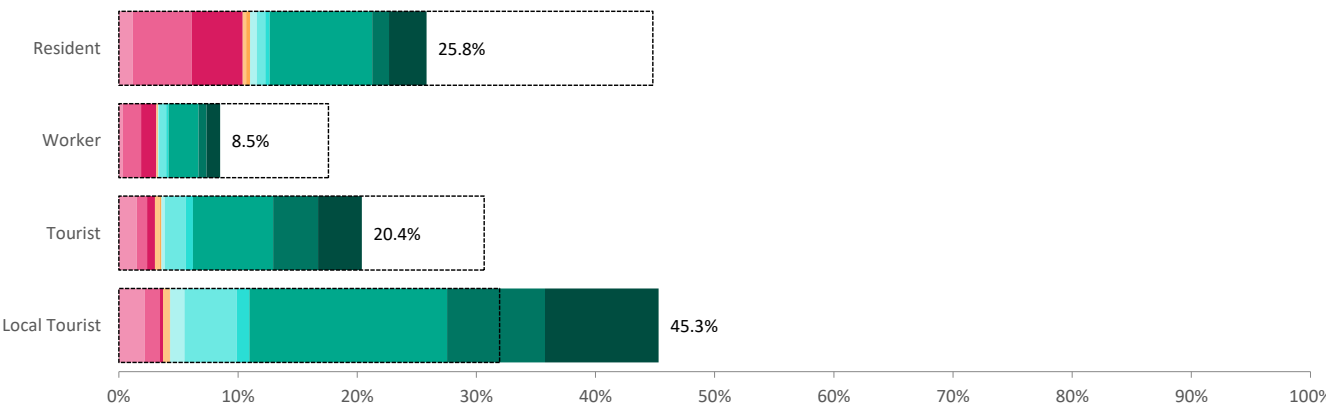
Distance from Home



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



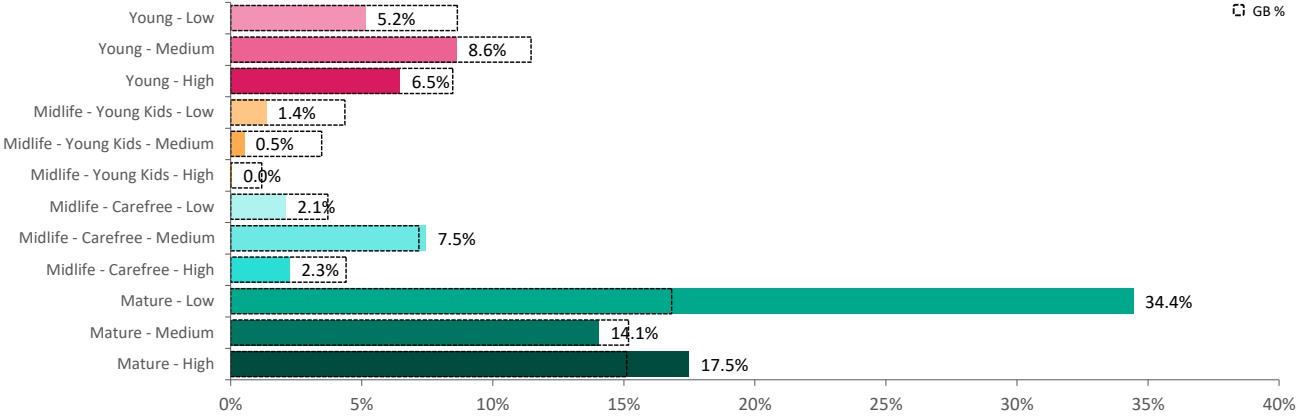
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Driftwood Glasgow



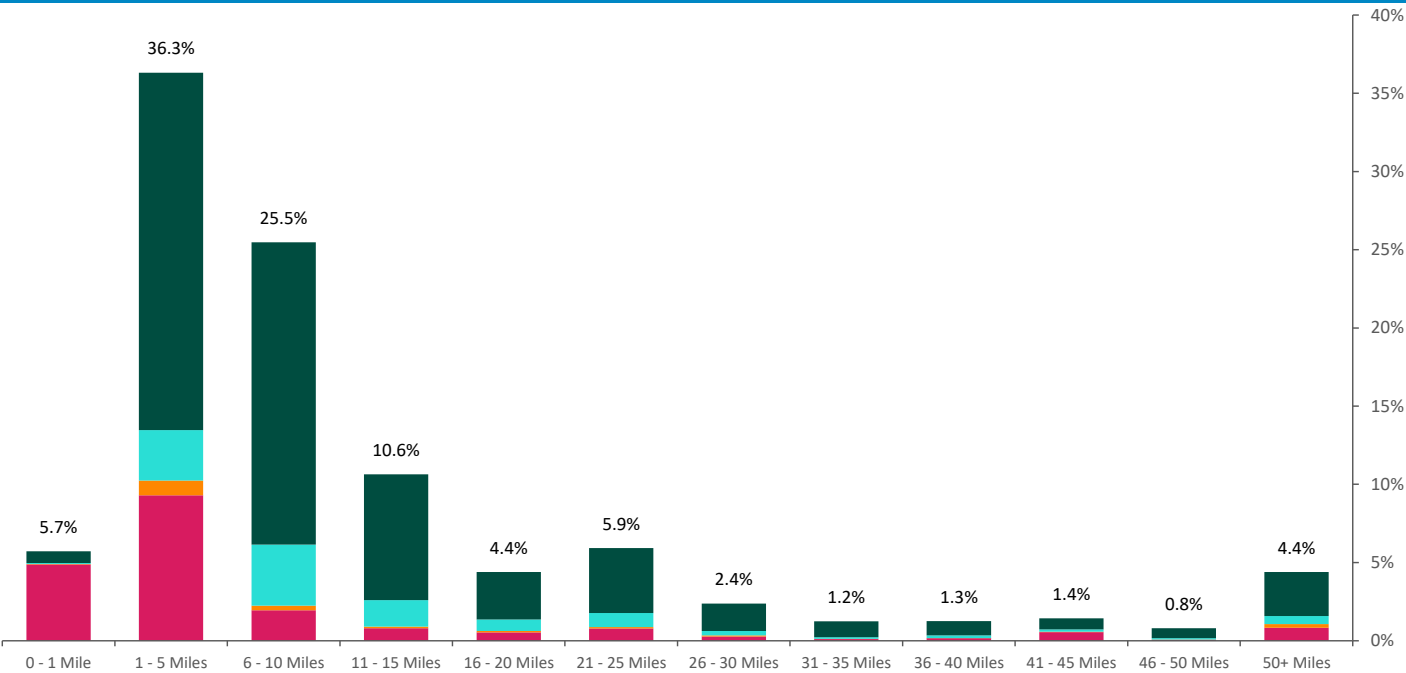
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Polaris Plus Profile



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



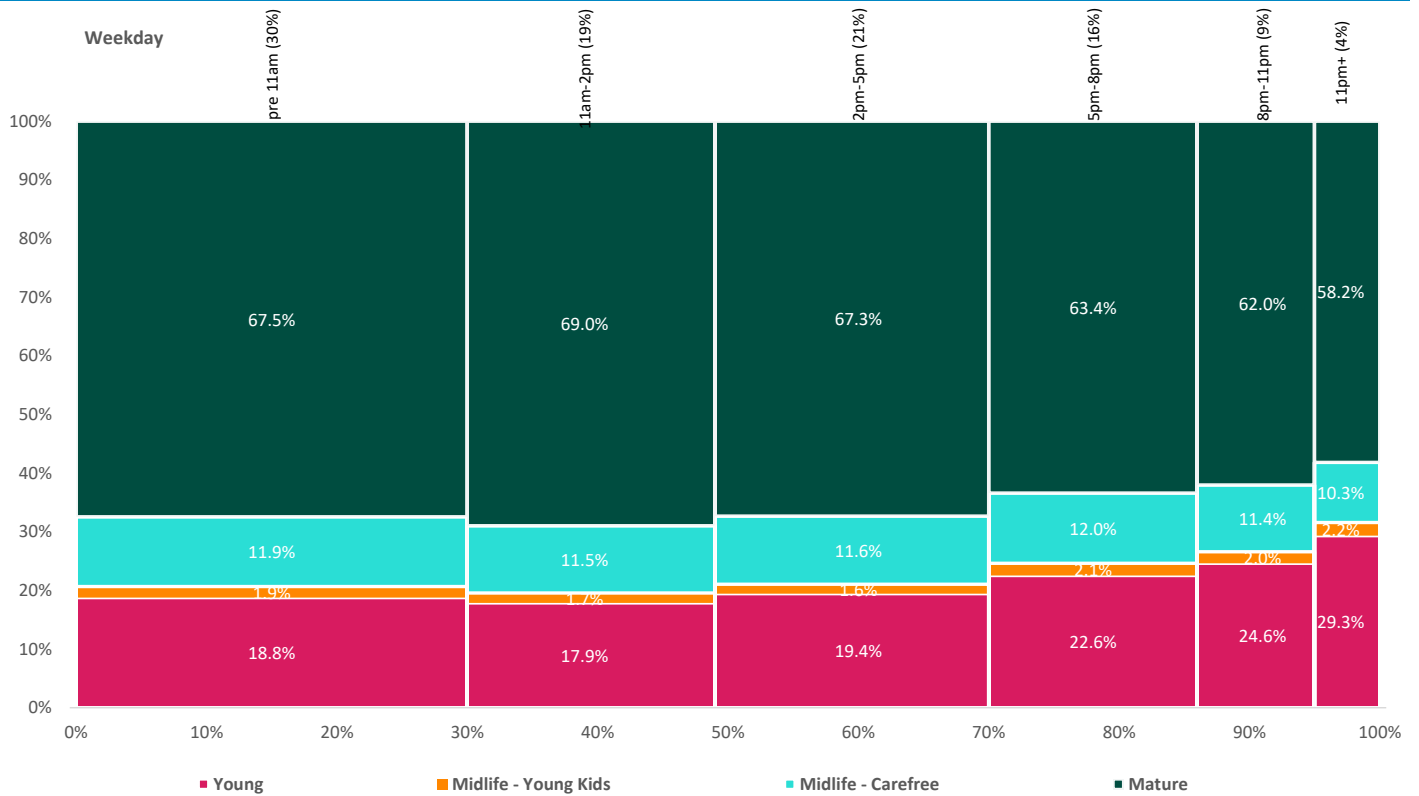
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Driftwood Glasgow

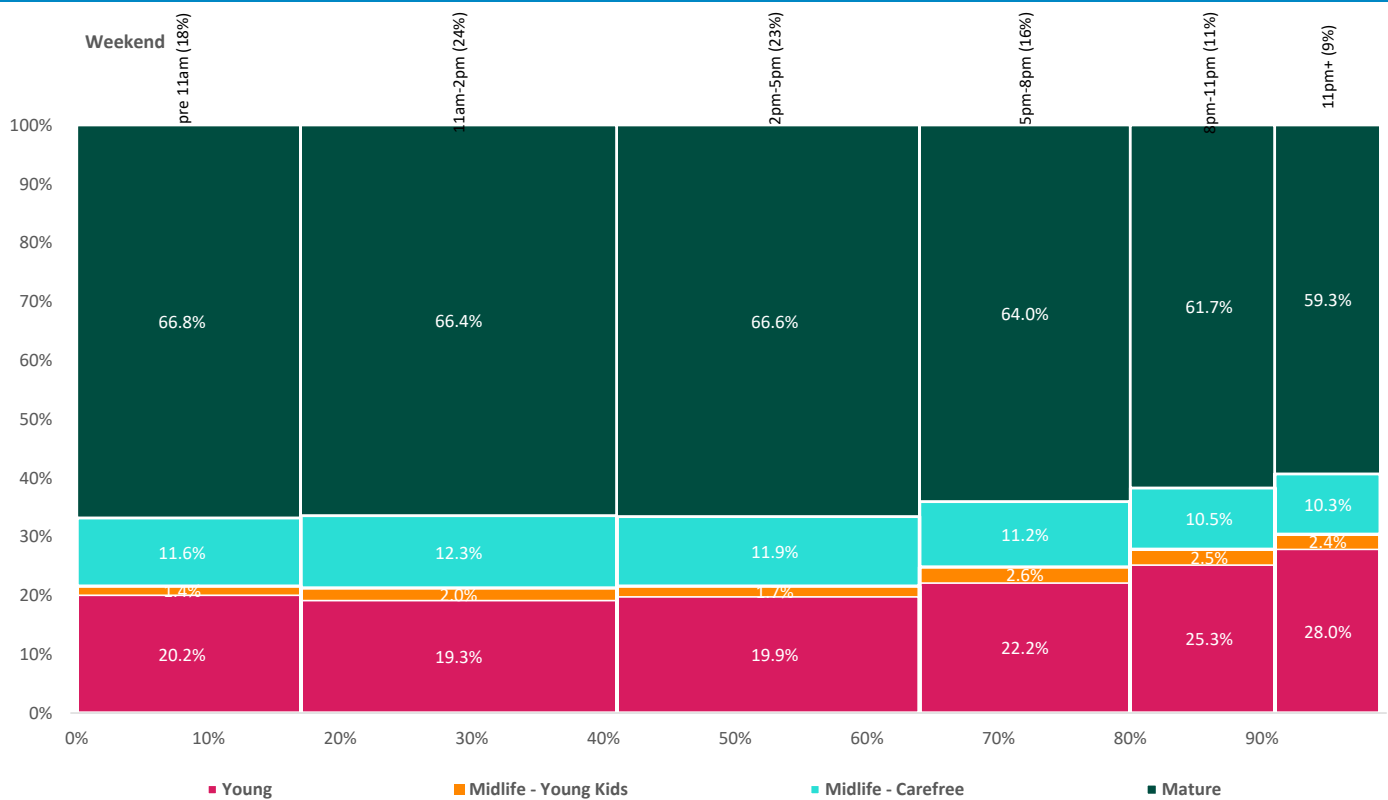


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Time of Day by Polaris: Weekday (Monday to Friday)

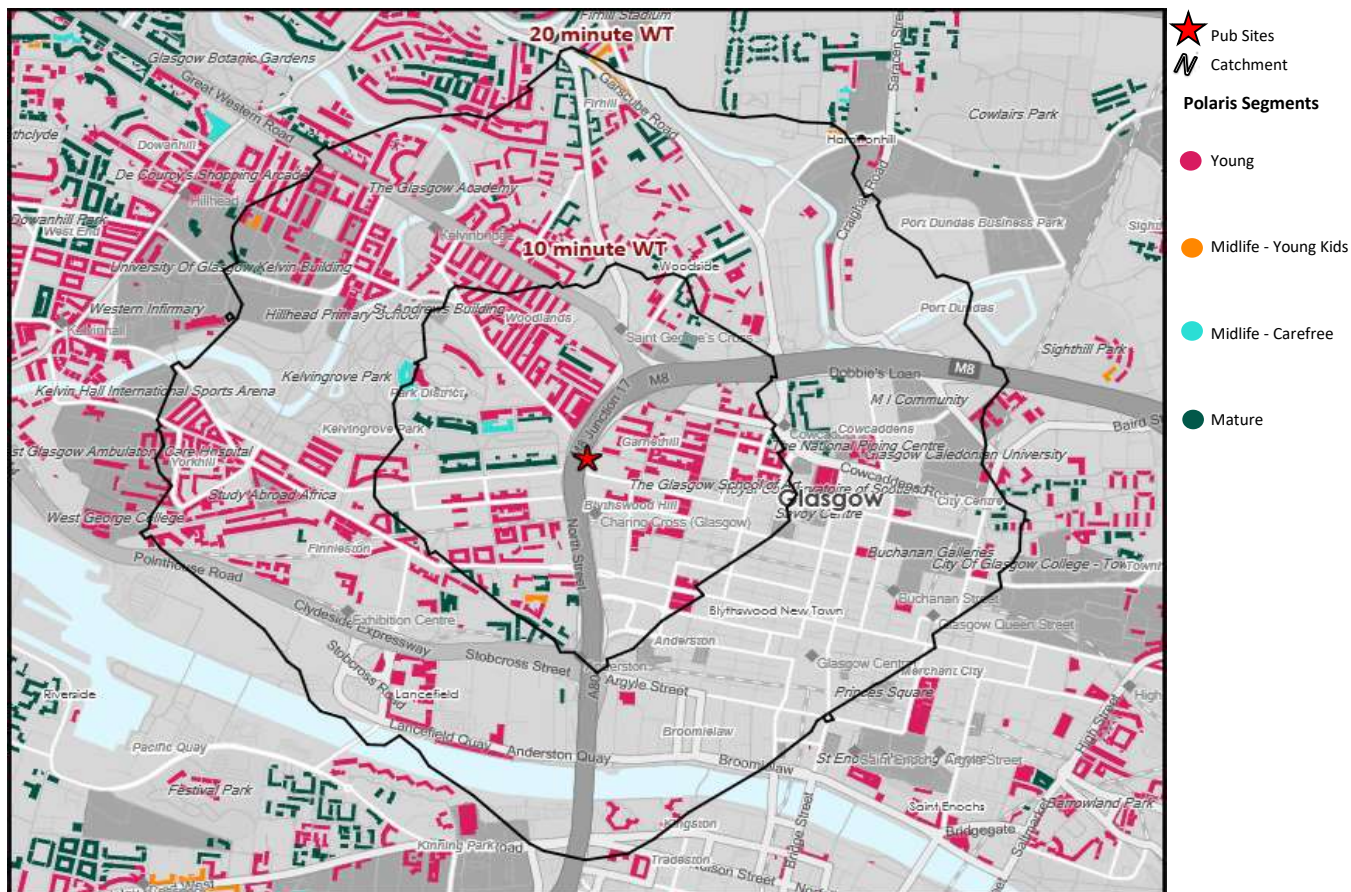


Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Driftwood Glasgow

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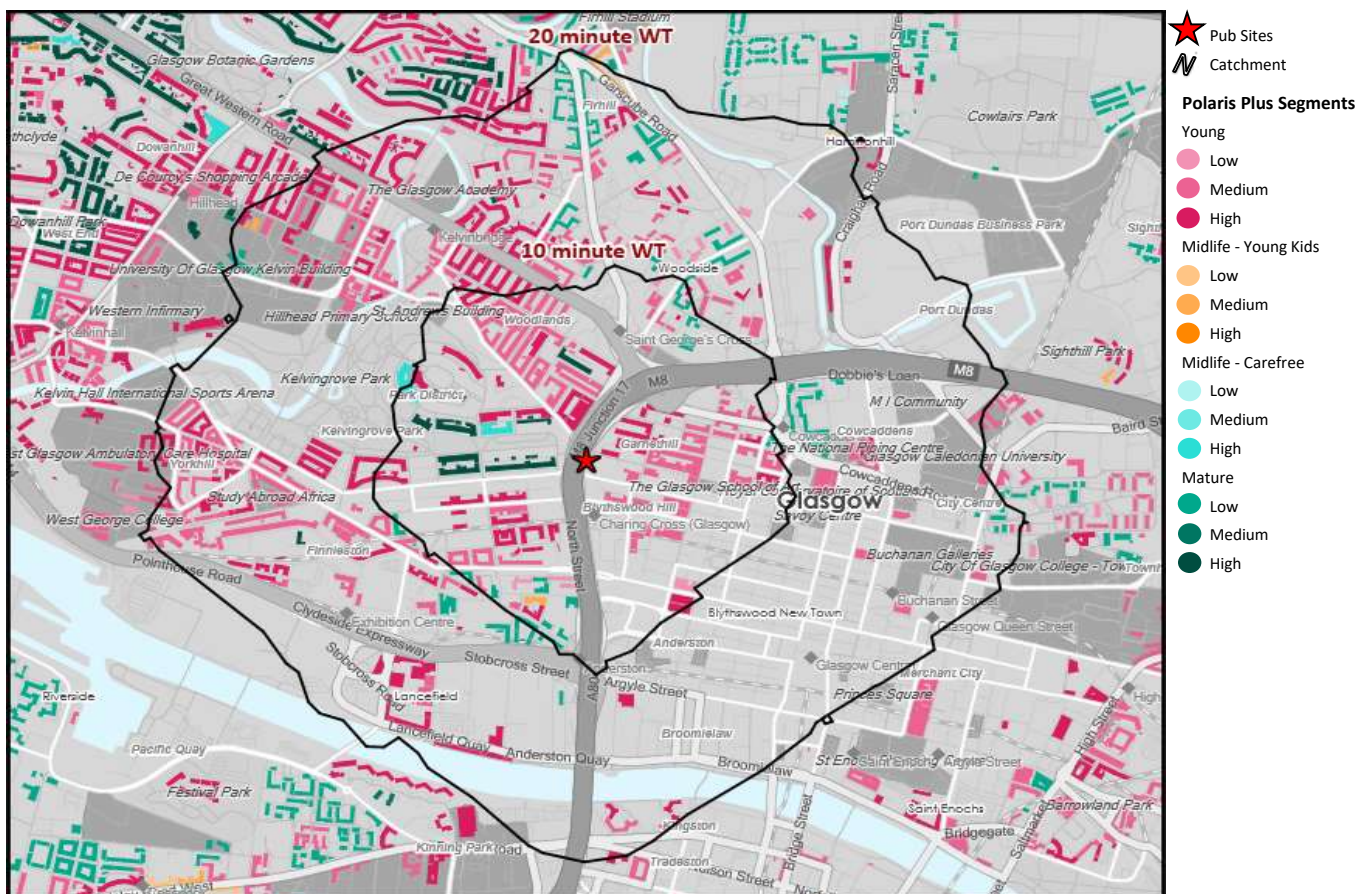


Polaris Profile by Catchment

*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	11,350	33,514	231,851	321	313	96
Midlife - Young Kids	224	329	17,891	16	8	19
Midlife - Carefree	144	229	68,791	7	4	49
Mature	1,091	4,765	551,204	19	28	141
Not Private Households	29	102	12,051	17	20	104
Total	12,838	38,939	881,788			

Polaris Plus Summary - Driftwood Glasgow

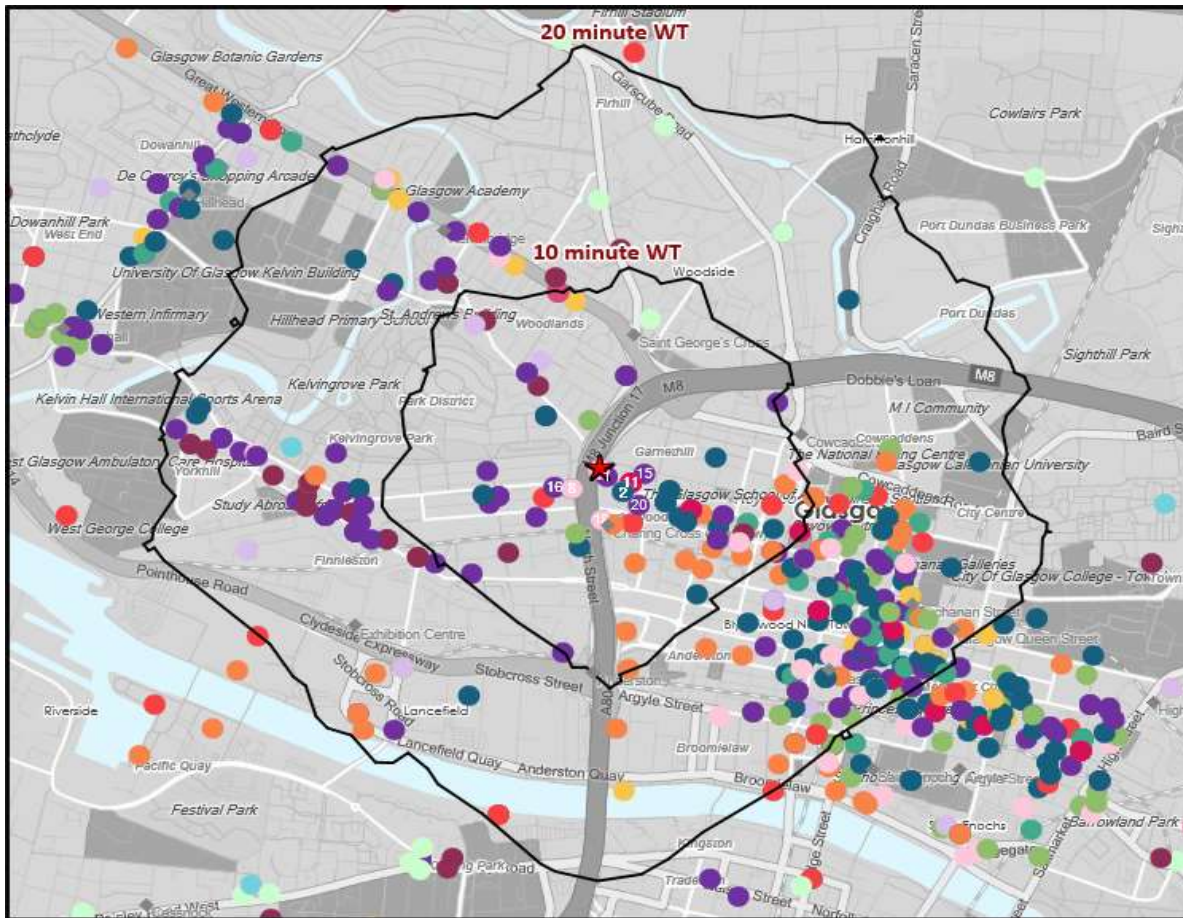



Polaris Plus Profile by Catchment

*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	364	1,265	45,347	29	33	52
Medium	6,566	16,740	99,491	466	392	103
High	4,420	15,509	87,013	511	592	147
Midlife - Young Kids						
Low	0	0	10,765	0	0	22
Medium	224	313	6,865	40	19	18
High	0	16	261	0	4	3
Midlife - Carefree						
Low	0	0	17,234	0	0	46
Medium	0	23	37,919	0	1	60
High	144	206	13,638	25	12	35
Mature						
Low	523	3,847	335,504	30	72	277
Medium	0	2	92,828	0	0	67
High	568	916	122,872	30	16	93
Not Private Households	29	102	12,051	17	20	104
Total	12,838	38,939	881,788			

CGA Summary - Driftwood Glasgow

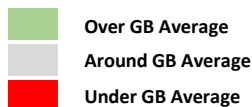


- ★ Pub Sites
 Catchment
- CGA Licensed Premises**
- ABOS
 - Casual Dining
 - Circuit Bar
 - Clubland
 - Community Pub
 - Craft Led
 - Family Pub Dining
 - GPGF
 - High Street Pub
 - Hotel
 - Large Venue
 - Night Club
 - Premium Local
 - Restaurants
 - Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Driftwood	G 3 6UJ	Star Pubs & Bars	GPGF	0.0
1	Non Viet	G 2 3LX	Independent Free	Restaurants	0.0
2	Nanakusa	G 2 3LG	Independent Free	Restaurants	0.1
2	Nice N Sleazy	G 2 3LG	Independent Free	ABOS	0.1
2	Local	G 2 3LG	Independent Free	ABOS	0.1
2	Box Bar & Club	G 2 3LG	Independent Free	Circuit Bar	0.1
2	Hall	G 2 3LG	Stonegate Pub Company	GPGF	0.1
2	Variety Bar	G 2 3LG	Caledonian Heritable	ABOS	0.1
8	Berkeley Suite	G 3 7DL	Independent Free	Night Club	0.1
8	Locale	G 3 7DL	Independent Free	ABOS	0.1
8	Chinaskis	G 3 7DL	Independent Free	GPGF	0.1
11	Steak And Cherry	G 2 3LW	Independent Free	Restaurants	0.1
11	Genting Casino	G 2 3LW	Genting Casino	Large Venue	0.1
11	Campus Nightclub	G 2 3LW	Independent Free	Large Venue	0.1
11	Garage	G 2 3LW	Cathouse Entertainment Group	Night Club	0.1
15	Single End	G 3 6TT	Independent Free	Restaurants	0.1
16	Bufalo Grill	G 3 7PQ	Independent Free	Restaurants	0.1
16	Akbars	G 3 7PQ	Akbar Restaurants	Restaurants	0.1
18	Seventh Heaven	G 2 4NQ	Independent Free	ABOS	0.1
18	Babygrand	G 2 4NQ	Baby Grand Group	GPGF	0.1
20	A Little Taste Of Italy	G 2 4PQ	Independent Free	Restaurants	0.1

Per Pub Analysis - Driftwood Glasgow



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	12,838	38,939	881,788
Number of Competition Pubs	35	164	961
Adults 18+ per Competition Pub	367	237	918

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	17	3,035	23.6%	293
Circuit Bar	7	855	6.7%	164
Community Pub	1	947	7.4%	39
Craft Led	0	1,721	13.4%	388
Great Pub Great Food	5	3,176	24.7%	140
High Street Pub	1	1,421	11.1%	60
Premium Local	3	1,654	12.9%	78

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	73	9,437	24.2%	301
Circuit Bar	33	2,372	6.1%	150
Community Pub	4	3,758	9.7%	50
Craft Led	0	5,096	13.1%	379
Great Pub Great Food	19	9,512	24.4%	138
High Street Pub	13	4,671	12.0%	65
Premium Local	19	3,968	10.2%	62

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	157	68,025	7.7%	96
Circuit Bar	110	42,374	4.8%	119
Community Pub	143	227,199	25.8%	135
Craft Led	0	31,608	3.6%	104
Great Pub Great Food	57	136,519	15.5%	87
High Street Pub	113	195,193	22.1%	120
Premium Local	108	113,666	12.9%	78

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.																																									
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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="3">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="5">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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