

Catchment Summary - Empire Bar

- 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

5,714	15,971	857,396
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108	82	204
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Adults 18+

4,726	12,889	699,953
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Pop. & Adl. 18+ index based on all pubs

106	80	208
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Competition Pubs

7	12	824
---	----	-----

37	27	204
----	----	-----

Adults 18+ per Competition Pub

675	1,074	849
-----	-------	-----

76	121	96
----	-----	----

% Adults Likely to Drink

76,6%	75,6%	76,6%
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102	100	101
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Affluence	Low	20 min WT*	20 min DT**	
	Medium	19,6%	17,1%	28,0%
	High	0,0%	3,6%	16,8%

80,4%	77,0%	53,9%
19,6%	17,1%	28,0%
0,0%	3,6%	16,8%

242	232	162
51	45	73
0	13	61

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

£17,718	£18,036	£20,358
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83	85	96
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Age Profile	18-24	20 min WT*	20 min DT**	
	25-34	380	1,124	73,420
	35-44	881	2,304	135,971
	45-64	802	2,187	123,255
	65+	1,654	4,353	219,763

380	1,124	73,420
881	2,304	135,971
802	2,187	123,255
1,654	4,353	219,763
1,009	2,921	147,544

79	83	101
114	107	117
104	102	107
114	108	101
92	96	90



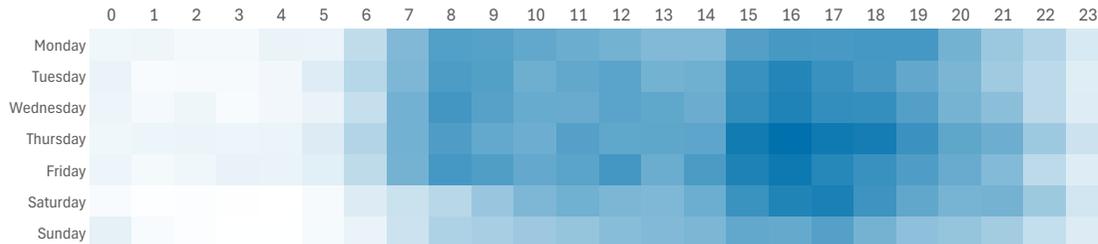
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Polaris Plus Segments



Mobile Data Summary

Time of Day/Day of Week



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	253	1,976	163,172	19	55	84
Midlife - Young Kids	7	171	16,799	1	12	22
Midlife - Carefree	788	1,420	62,630	106	70	57
Mature	3,678	9,023	448,184	176	158	145
Not Private Households	0	299	9,168	0	19,174	10,826
Total	4,726	12,889	699,953			



Per Pub - Empire Bar

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

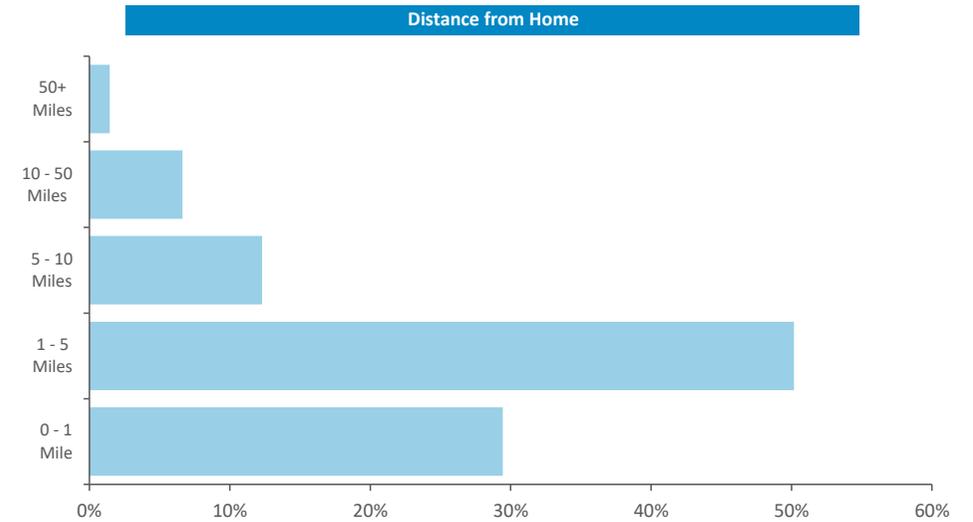
Adults 18+	4.726	12.889	699.953
Number of Competition Pubs	7	12	824
Adults 18+ per Competition Pub	675	1.074	849

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	32	0,7%	8
Circuit Bar	0	278	5,9%	141
Community Pub	1	1.869	39,5%	202
Craft Led	0	23	0,5%	14
Great Pub Great Food	0	72	1,5%	8
High Street Pub	0	1.473	31,2%	165
Premium Local	1	191	4,0%	24

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	283	2,2%	26
Circuit Bar	0	785	6,1%	146
Community Pub	1	4.859	37,7%	193
Craft Led	0	138	1,1%	30
Great Pub Great Food	0	488	3,8%	21
High Street Pub	0	3.973	30,8%	163
Premium Local	3	767	5,9%	35

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	120	40.945	5,8%	70
Circuit Bar	82	36.960	5,3%	127
Community Pub	145	202.285	28,9%	148
Craft Led	0	20.181	2,9%	81
Great Pub Great Food	38	80.620	11,5%	63
High Street Pub	96	172.946	24,7%	131
Premium Local	91	77.159	11,0%	65



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Competition - Empire Bar



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
6	Red Burn Farm	G 72 0JB	Greene King	Family Pub Din	36,3%	0,49
20	Bar West	ML 3 0EZ	Star Pubs & Bars	Premium Local	16,5%	1,05
13	Equis	ML 3 9AA	Independent Free	Restaurants	14,4%	0,83
16	Hamilton Racecourse	ML 3 0DW	Independent Free	Large Venue	9,8%	0,87
13	Academical Vaults	ML 3 9AA	Greene King	Premium Local	8,2%	0,83
12	Blantyre Miners Welfare & Social	G 72 0AU	Independent Free	Clubland	7,4%	0,83
10	Mecca Bingo	ML 3 0DF	Rank	Large Venue	2,9%	0,73
0	Empire Bar	ML 3 0QG	Star Pubs & Bars	Premium Local	1,4%	0,00
2	Glenlee Bar	ML 3 0QZ	*Other Small Retail Groups	Community Pu	1,3%	0,10
16	Hampton By Hilton	ML 3 0DW	Atlas Hotels	Hotel	0,9%	0,87
9	Villa Hotel	ML 3 9AQ	Independent Free	Premium Local	0,2%	0,71
3	Udston Bowling Club	ML 3 0RQ	Independent Free	Clubland	0,2%	0,11
5	Greenfield Social & Recreation Cl	ML 3 9DZ	Independent Free	Clubland	0,2%	0,44
16	Fives	ML 3 0DW	Independent Free	Clubland	0,1%	0,87
19	Clydesdale Hotel	ML 3 0DP	Independent Free	Hotel	0,1%	0,92
0	Udston Social Club	ML 3 0QG	Independent Free	Clubland	0,0%	0,00
4	Burnbank & District Masonic Club	ML 3 0NG	Independent Free	Clubland	0,0%	0,26
7	Hamilton Academicals Football C	ML 3 0JU	Independent Free	Clubland	0,0%	0,60
8	Burnbank Hamilton Bowling Club	ML 3 9TU	Independent Free	Clubland	0,0%	0,61
11	Blantyre Victoria	G 72 0JL	Independent Free	Clubland	0,0%	0,75
13	Tap Room	ML 3 9AA	Independent Free	Family Pub Din	0,0%	0,83

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

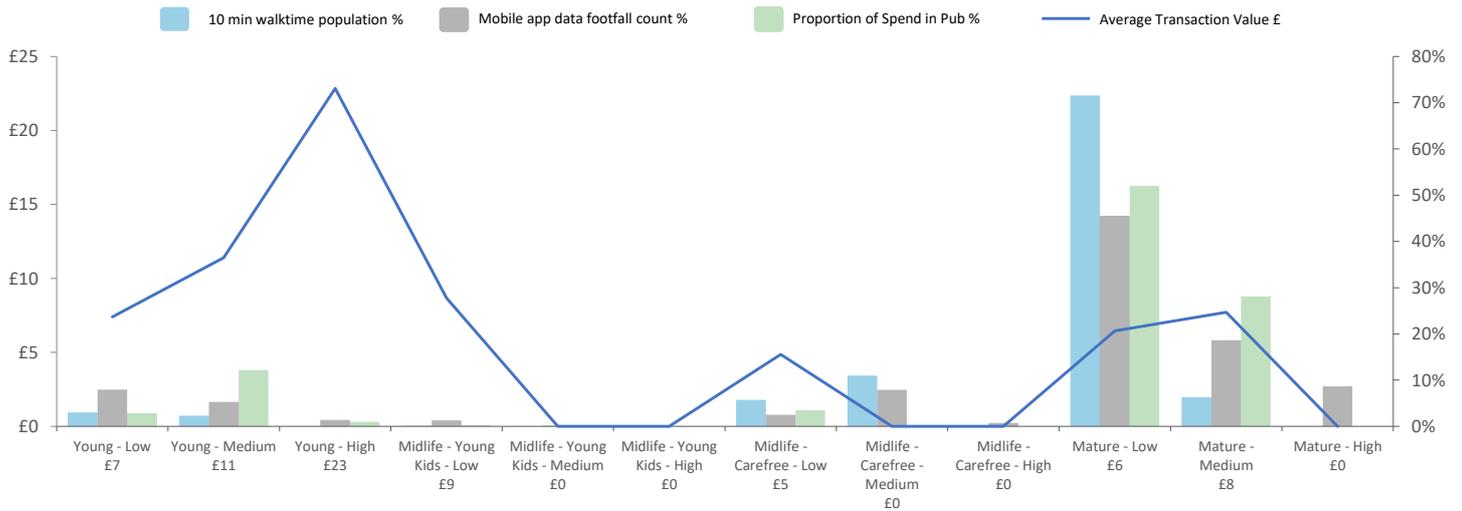
Catchment Summary - Empire Bar

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
80348	Empire Bar	ML 3 0QG	Star Pubs & Bars	Premium	5
				Local	



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Empire Bar

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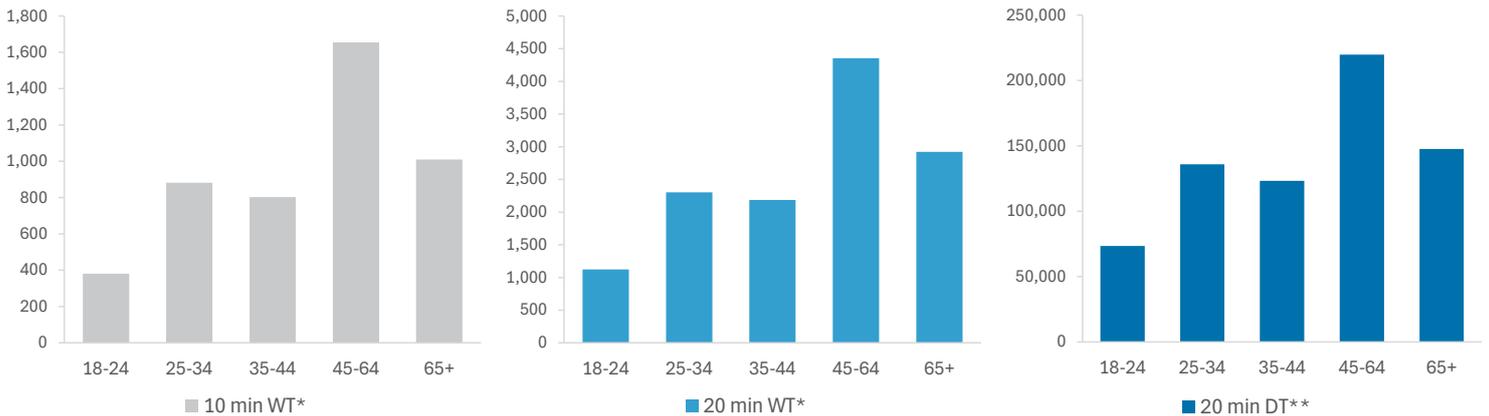
Over GB Average
Around GB Average
Under GB Average

*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		5,714	15,971	857,396	108	82	204
Adults 18+		4,726	12,889	699,953	106	80	208
Competition Pubs		7	12	824	37	27	204
Adults 18+ per Competition Pub		675	1,074	849	76	121	96
% Adults Likely to Drink		76,6%	75,6%	76,6%	102	100	101
Affluence	Low	80,4%	77,0%	53,9%	242	232	162
	Medium	19,6%	17,1%	28,0%	51	45	73
	High	0,0%	3,6%	16,8%	0	13	61
Mean Net Disposable income (£pa)		£17,718	£18,036	£20,358	83	85	96
Age Profile	18-24	380	1,124	73,420	79	83	101
	25-34	881	2,304	135,971	114	107	117
	35-44	802	2,187	123,255	104	102	107
	45-64	1,654	4,353	219,763	114	108	101
	65+	1,009	2,921	147,544	92	96	90

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



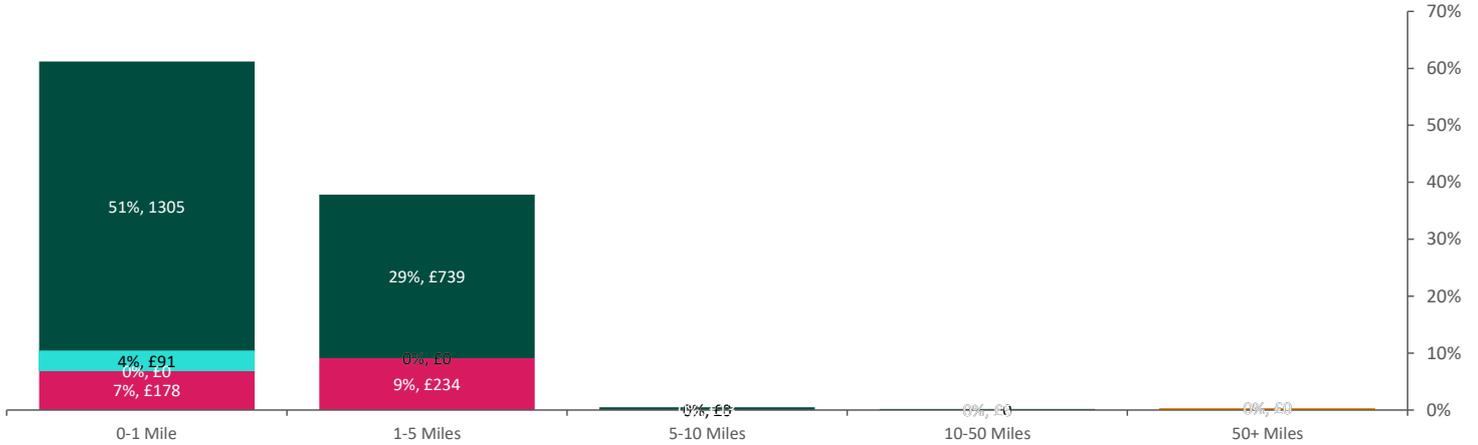
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,794 (49%)	7,758 (49%)	421,258 (49%)	100	99	100
	Female	2,920 (51%)	8,213 (51%)	436,138 (51%)	100	101	100
Economic Status (16+)	Employed: Full-time	1,940 (40%)	5,097 (38%)	272,965 (38%)	117	112	111
	Employed: Part-time	559 (12%)	1,550 (12%)	78,759 (11%)	95	96	90
	Self employed	219 (5%)	604 (5%)	37,263 (5%)	49	50	56
	Unemployed	175 (4%)	515 (4%)	21,041 (3%)	142	152	115
	Full-time student	125 (3%)	338 (3%)	28,205 (4%)	109	108	166
	Retired	1,015 (21%)	2,919 (22%)	151,907 (21%)	96	100	96
	Other	804 (17%)	2,239 (17%)	127,997 (18%)	95	96	102
Total Worker Count		3,145	9,678	409,677			

See the Glossary page for further information on the above variables

Transactional Data Summary - Empire Bar

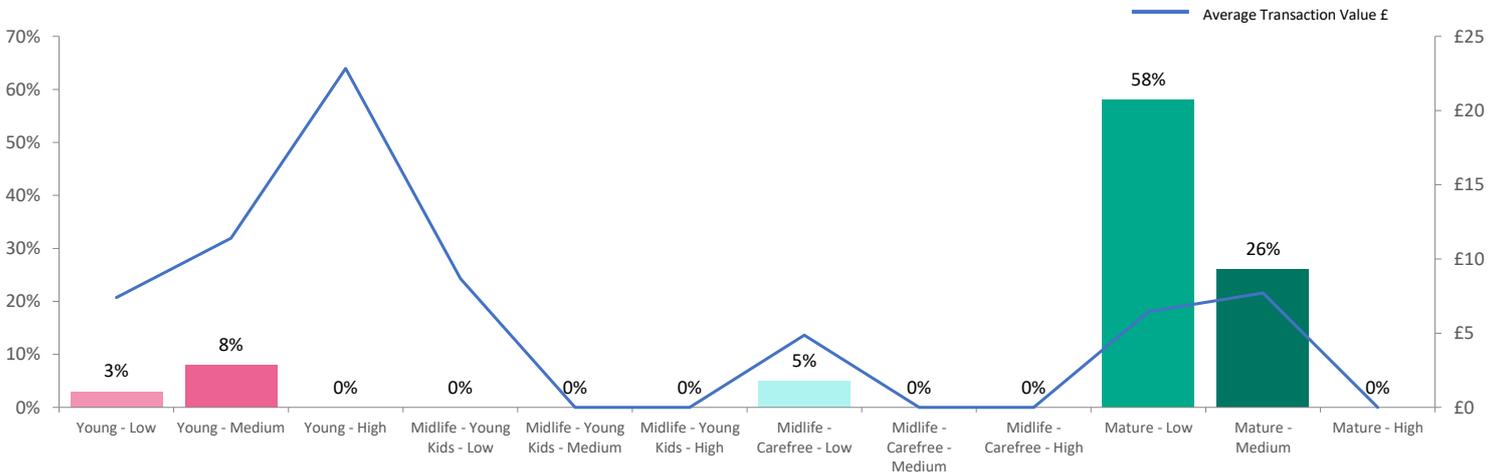
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Spend by Polaris and Distance from Home



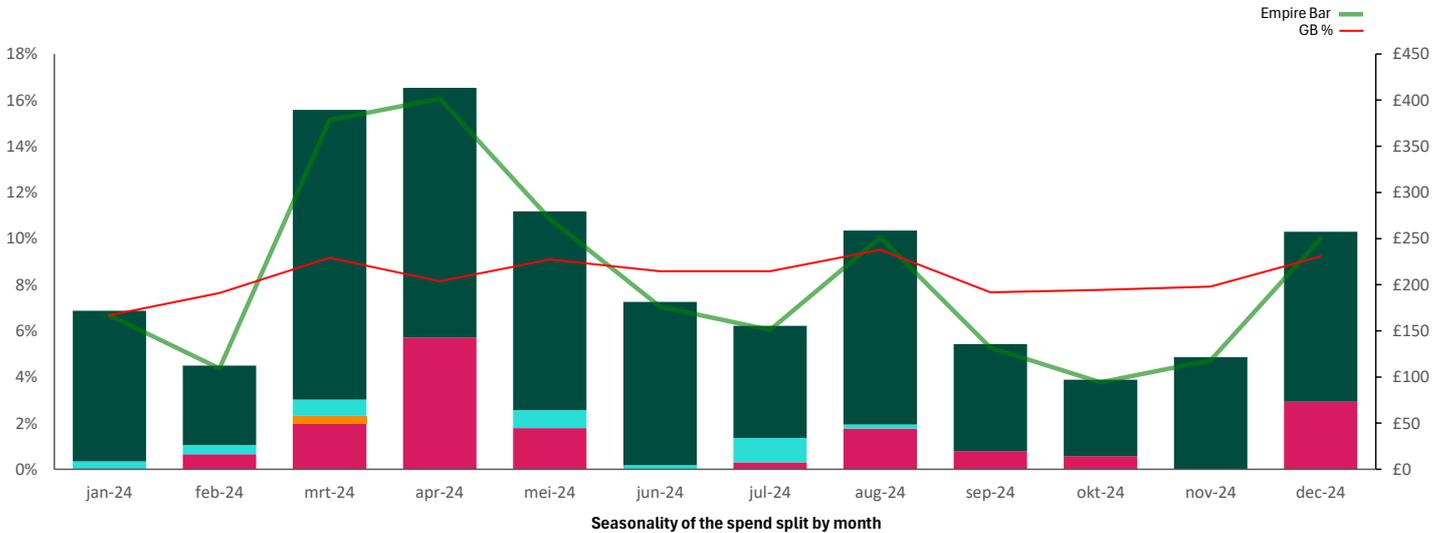
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



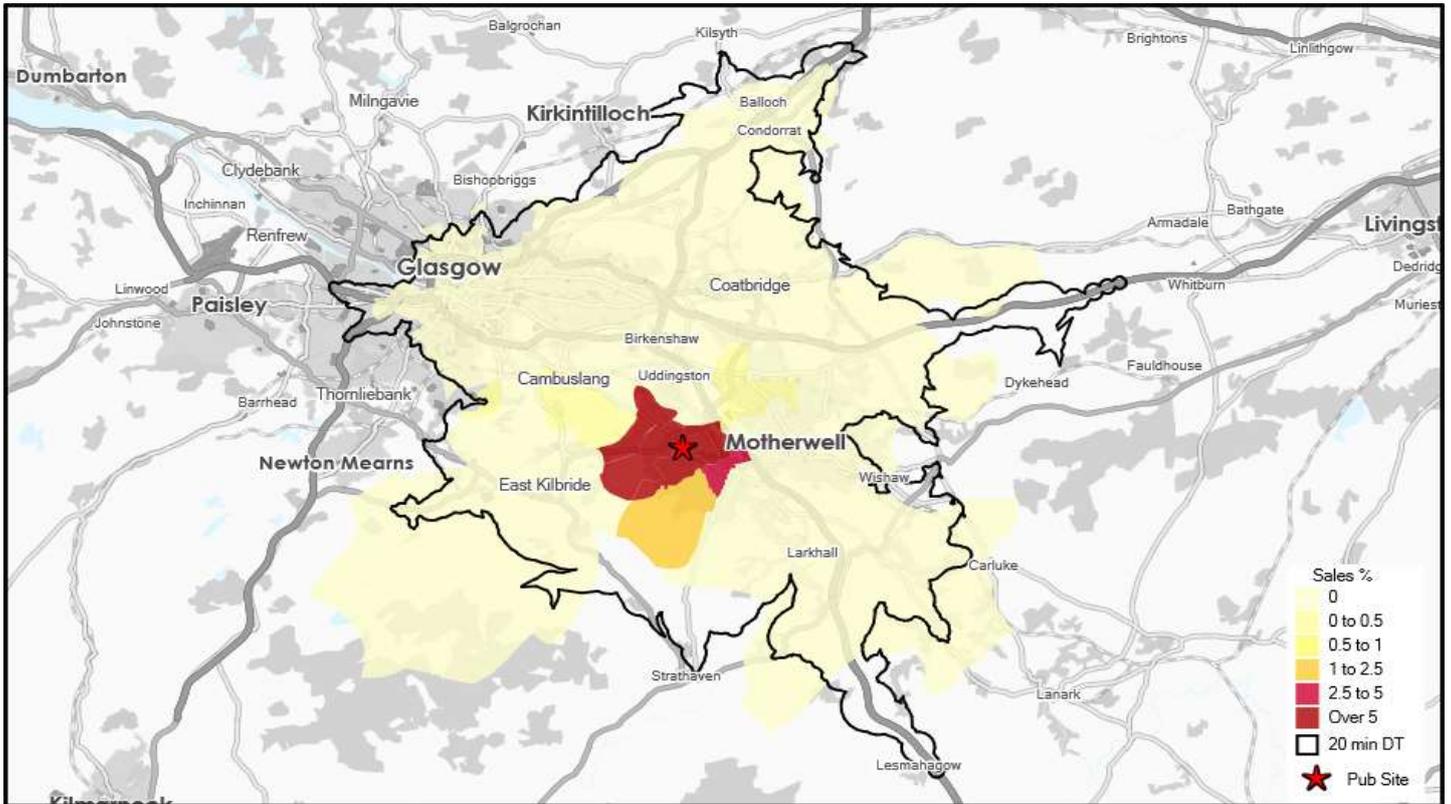
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



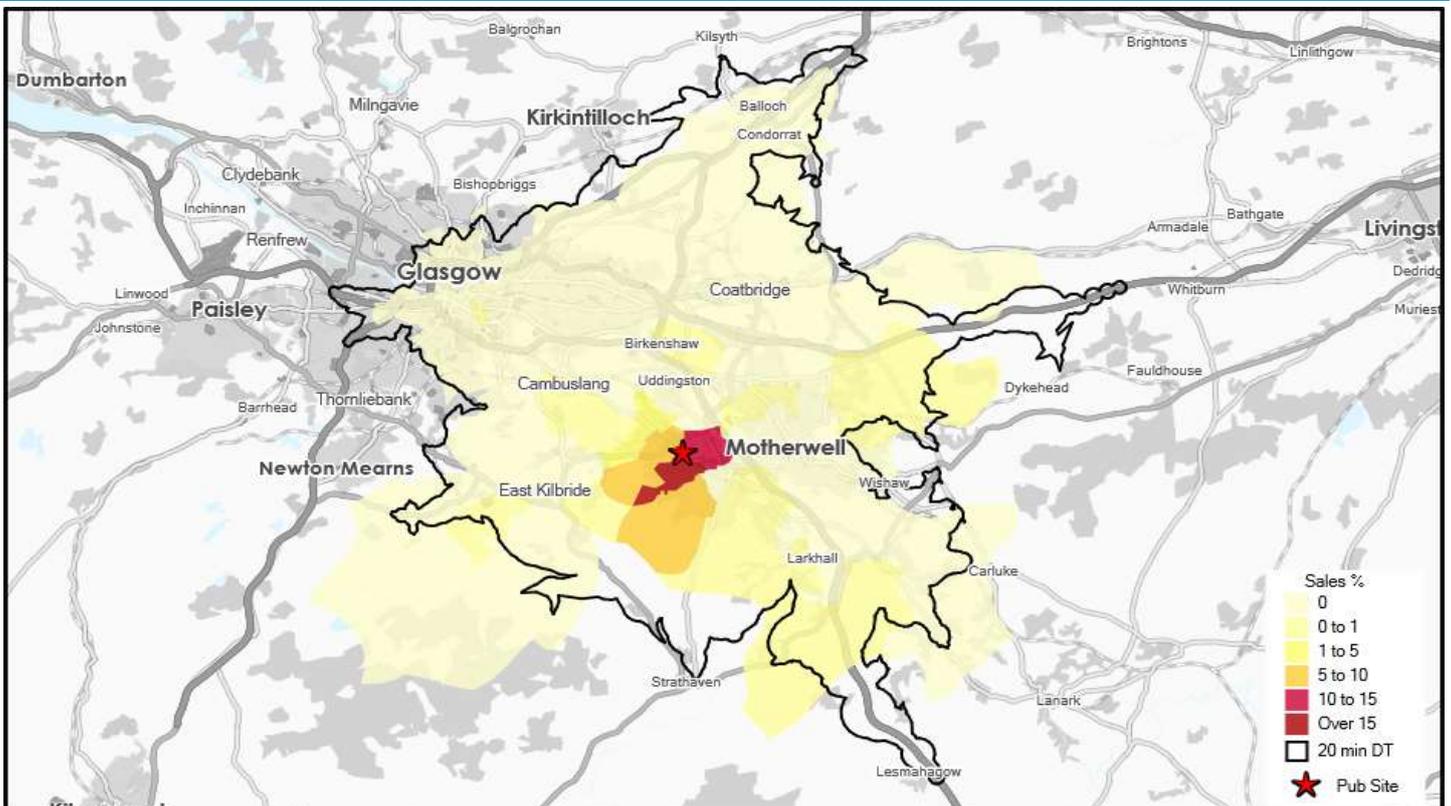
Seasonality of the spend split by month

Empire Bar Share of Spend from Postcode Sectors within 20 minute Drive



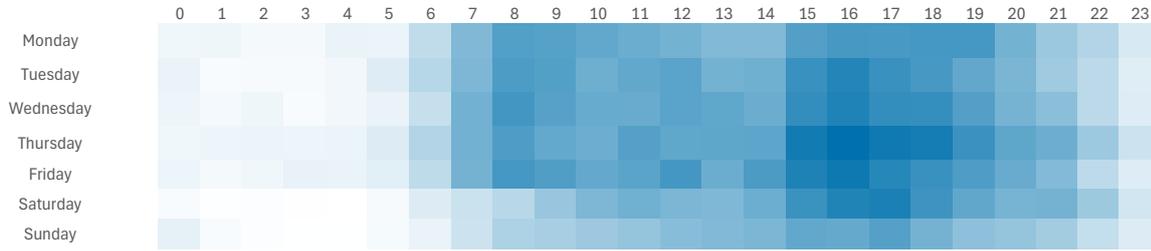
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Empire Bar



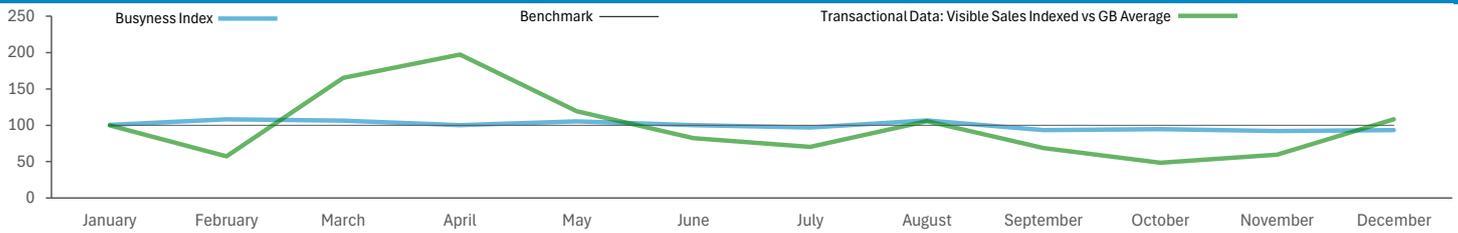
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



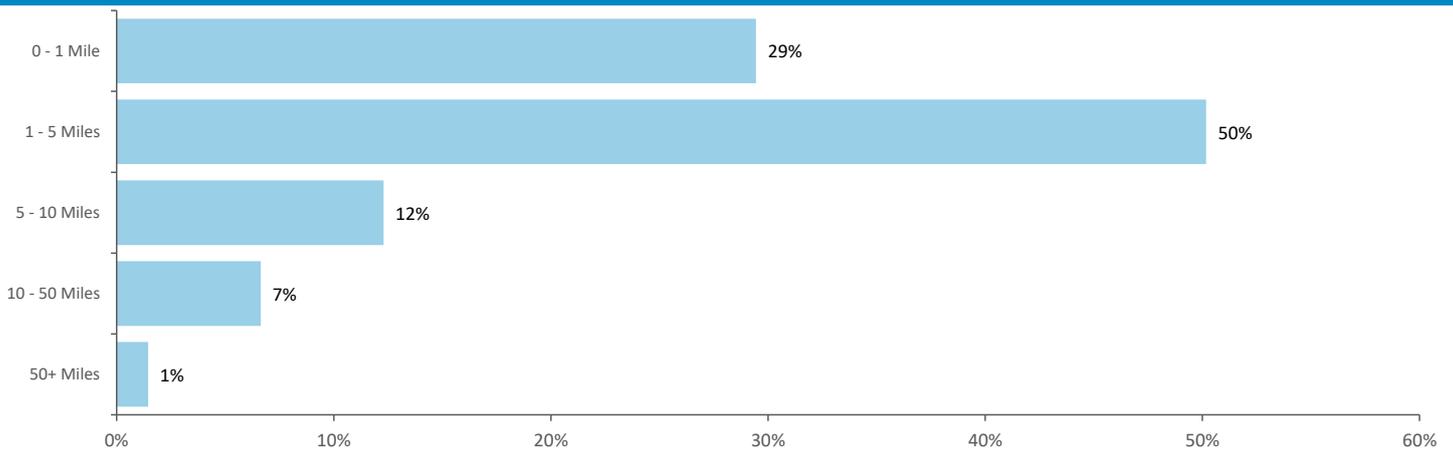
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

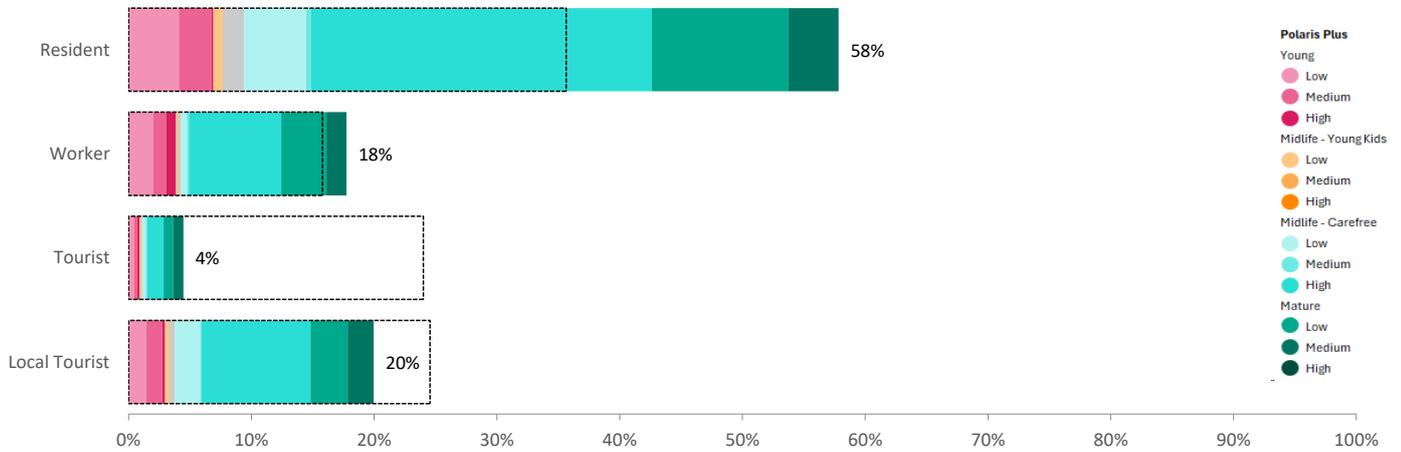
Distance from Home



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



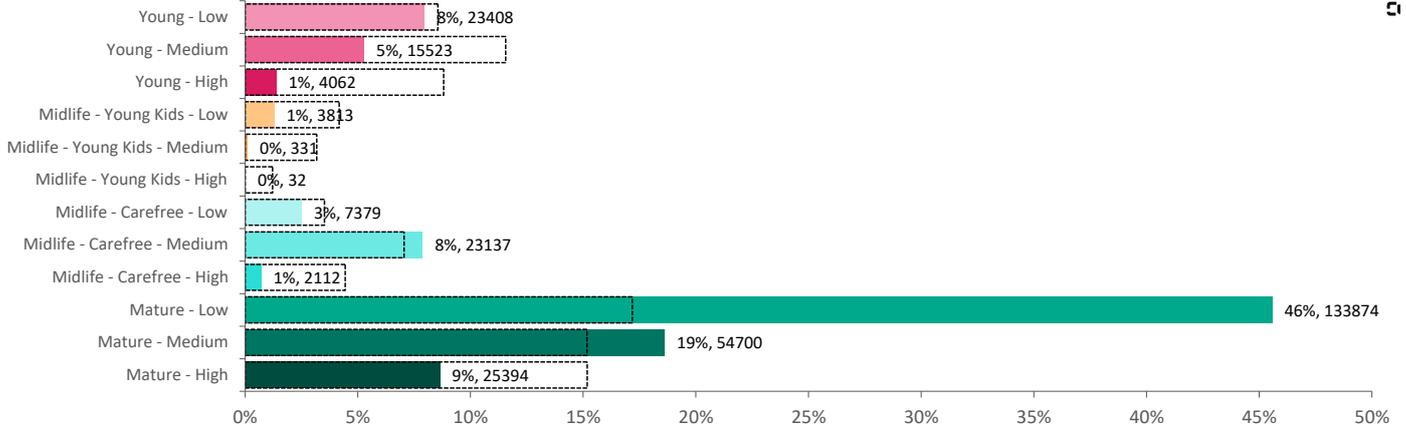
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Empire Bar

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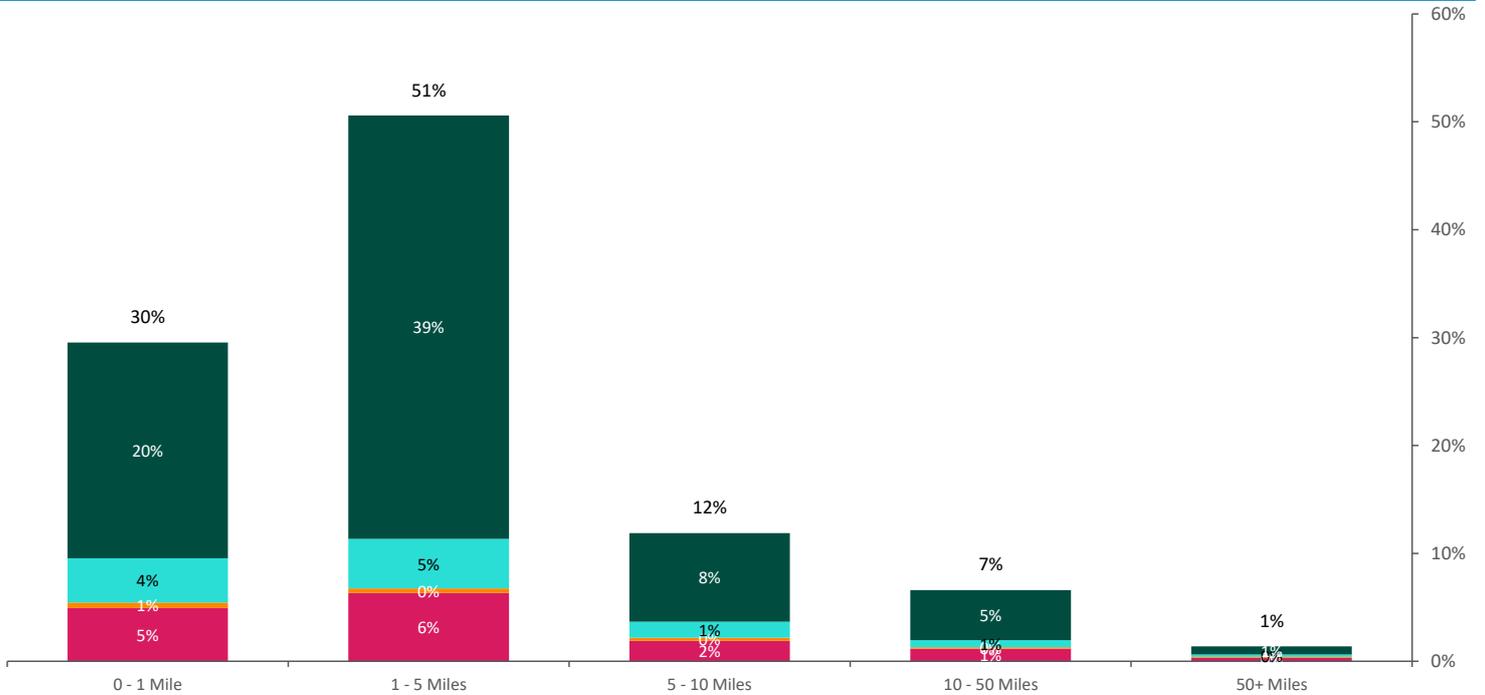
Polaris Plus Profile

GB %



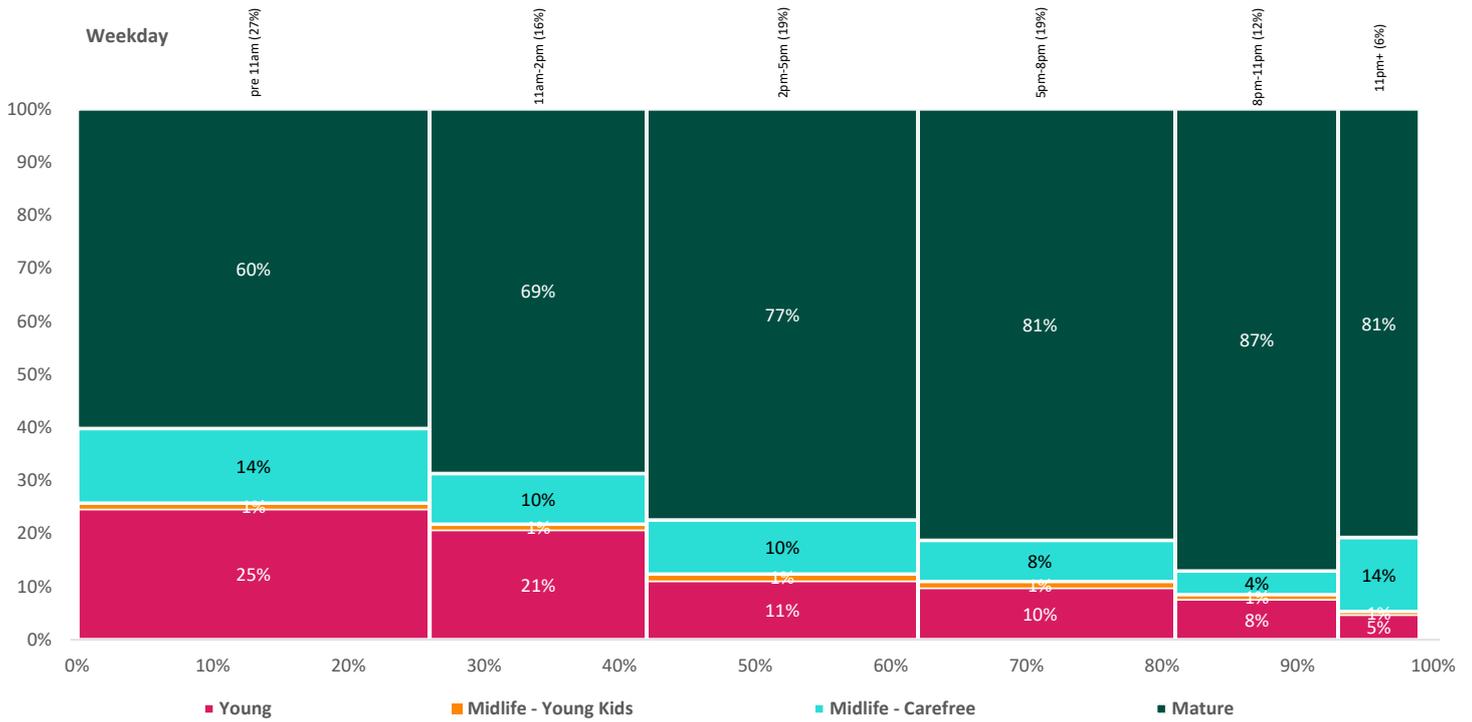
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



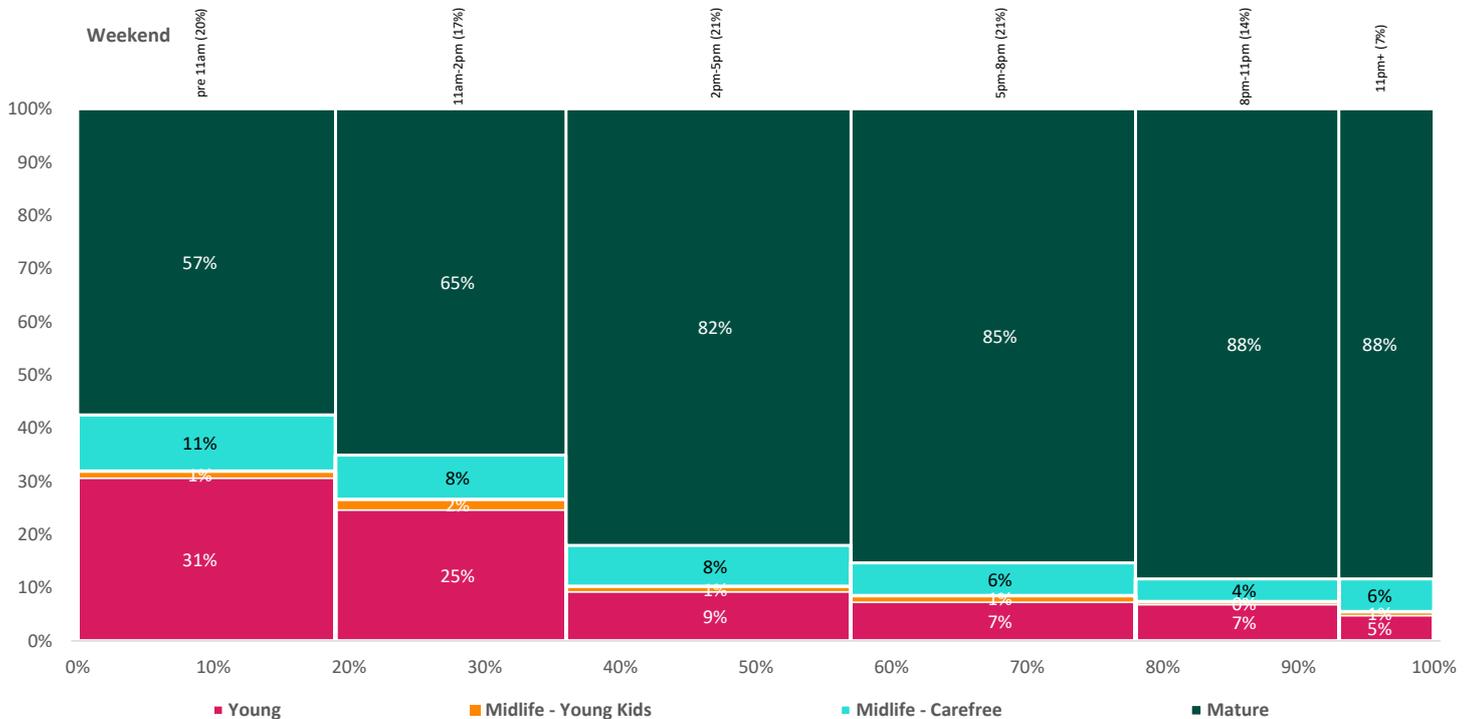
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



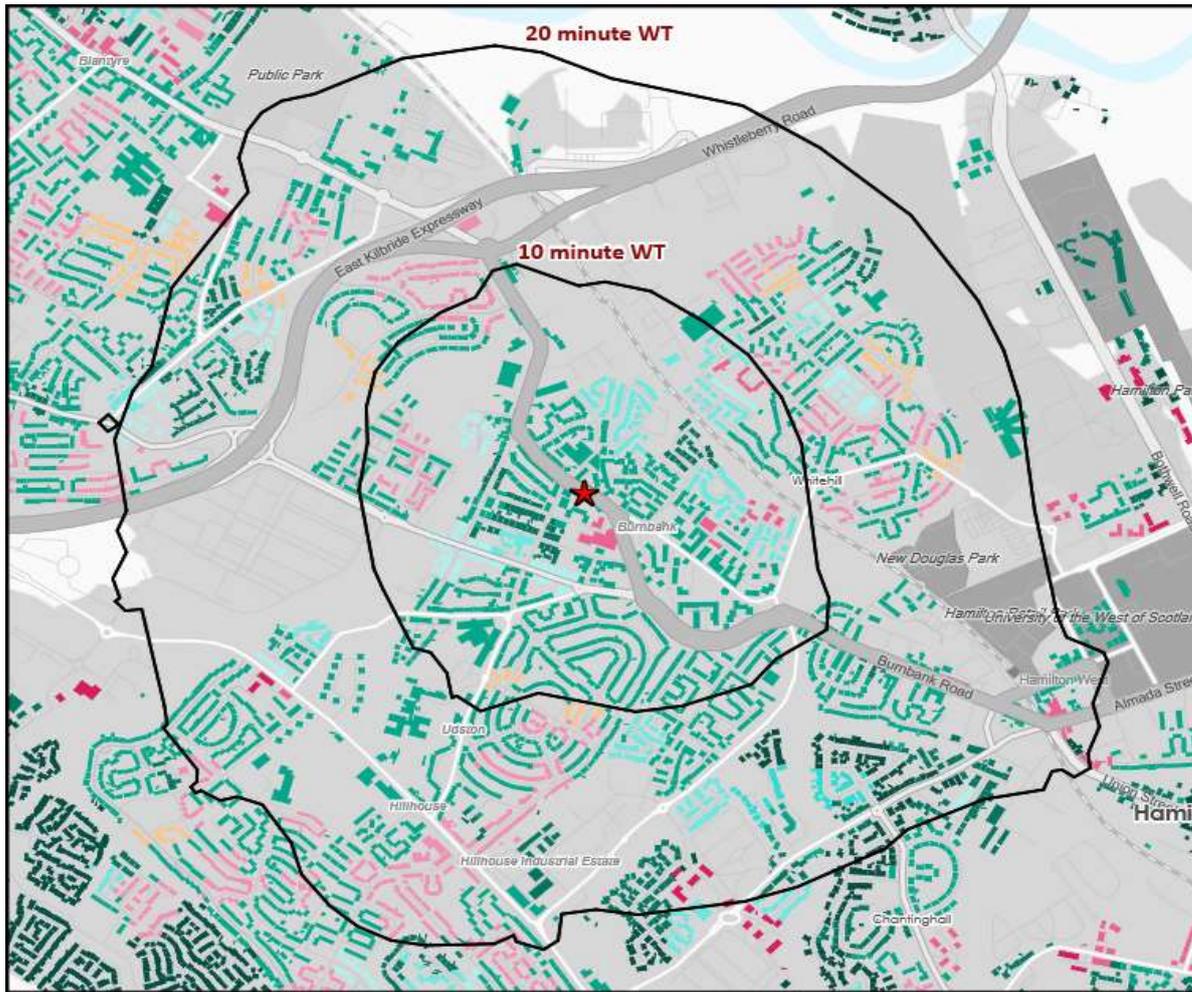
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	61.846	42.103	57.643	60.684	40.246	19.426	281.947	
Midlife - Carefree	14.422	5.855	7.572	5.807	2.059	3.359	39.074	
Midlife - Young Kids	1.079	612	916	829	369	134	3.939	
Young	25.353	12.732	8.288	7.363	3.558	1.148	58.442	
All	102.700	61.301	74.419	74.682	46.231	24.067	383.401	

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	13.887	13.161	21.299	21.983	15.386	7.352	93.069	
Midlife - Young Kids	2.559	1.699	2.008	1.600	755	514	9.134	
Midlife - Carefree	286	374	236	281	71	50	1.298	
Mature	7.428	5.010	2.431	1.916	1.216	409	18.410	
All	24.160	20.244	25.974	25.780	17.428	8.325	121.911	

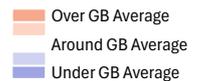
Time of day and busyness from within a 60m radius of the pub calculated using GPS data



Polaris Plus Profile by Catchment

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	143	1,602	50,350	31	126	73
Medium	110	208	69,358	21	14	89
High	0	166	43,464	0	19	91
Midlife - Young Kids						
Low	7	171	10,549	3	24	27
Medium	0	0	6,099	0	0	20
High	0	0	151	0	0	2
Midlife - Carefree						
Low	270	482	15,424	137	90	53
Medium	518	814	44,265	154	89	89
High	0	124	2,941	0	22	9
Mature						
Low	3,381	7,672	300,868	523	435	314
Medium	297	1,179	75,948	40	59	70
High	0	172	71,368	0	9	68
Not Private Households	0	299	9,168	0	192	108
Total	4,726	12,889	699,953			

*WT= Walktime, **DT= Drivetime





Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Empire Bar	ML 3 0QG	Star Pubs & Bars	Premium Local	1,4%	99,2%	0,00
0	Udston Social Club	ML 3 0QG	Independent Free	Clubland	0,0%	0,0%	0,00
2	Glenlee Bar	ML 3 0QZ	*Other Small Retail Groups	Community Pub	1,3%	92,1%	0,10
3	Udston Bowling Club	ML 3 0RQ	Independent Free	Clubland	0,2%	97,3%	0,11
4	Burnbank & District Masonic Club	ML 3 0NG	Independent Free	Clubland	0,0%	0,0%	0,26
5	Greenfield Social & Recreation Club	ML 3 9DZ	Independent Free	Clubland	0,2%	79,8%	0,44
6	Red Burn Farm	G 72 0JB	Greene King	Family Pub Dining	36,3%	80,5%	0,49
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10	Mecca Bingo	ML 3 0DF	Rank	Large Venue	2,9%	77,8%	0,73
11	Blantyre Victoria	G 72 0JL	Independent Free	Clubland	0,0%	0,0%	0,75
12	Blantyre Miners Welfare & Social Club	G 72 0AU	Independent Free	Clubland	7,4%	88,8%	0,83
13	Equis	ML 3 9AA	Independent Free	Restaurants	14,4%	88,1%	0,83
13	Tap Room	ML 3 9AA	Independent Free	Family Pub Dining	0,0%	0,0%	0,83
13	Academical Vaults	ML 3 9AA	Greene King	Premium Local	8,2%	89,1%	0,83
16	Fives	ML 3 0DW	Independent Free	Clubland	0,1%	54,3%	0,87
16	Hamilton Racecourse	ML 3 0DW	Independent Free	Large Venue	9,8%	51,9%	0,87
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19	Clydesdale Hotel	ML 3 0DP	Independent Free	Hotel	0,1%	8,6%	0,92
20	Bar West	ML 3 0EZ	Star Pubs & Bars	Premium Local	16,5%	88,3%	1,05

Distance: < 0.25 mile
 0.5-0.75 mile
 1+ mile

* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

** Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location

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Category	Explanation																																				
Population	The population count within the specified catchment																																				
Gender	Counts of Males and Females within the specified catchment																																				
Affluence	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. Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3																																				
Age Profile	Counts of residents by Age band																																				
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.																																				
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ Full-time: In full-time employment Part-time: In part-time employment Self employed: In full-time or part-time employment, with or without employees Unemployed: Unemployed, not currently working but are actively seeking Retired: a person who has retired from a working or professional career Other: Includes long term sick, disabled, looking after home/family																																				
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																																				
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