

Catchment Summary - Argyll Bar Helensburgh



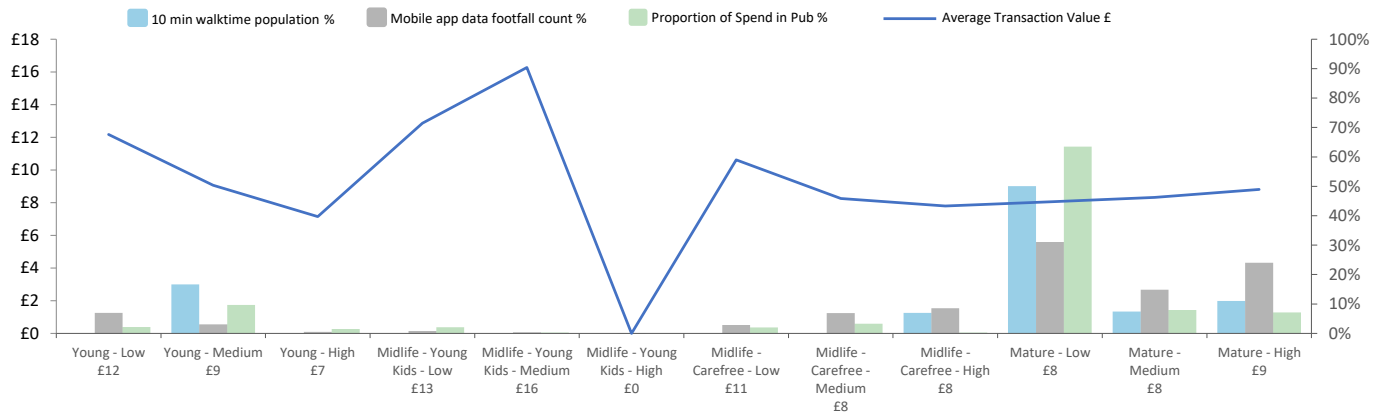
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626808	Argyll Bar Helensburgh	G 84 7PF	Star Pubs & Bars	Circuit Bar	19



- ★ 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 - Argyll Bar Helensburgh

	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**

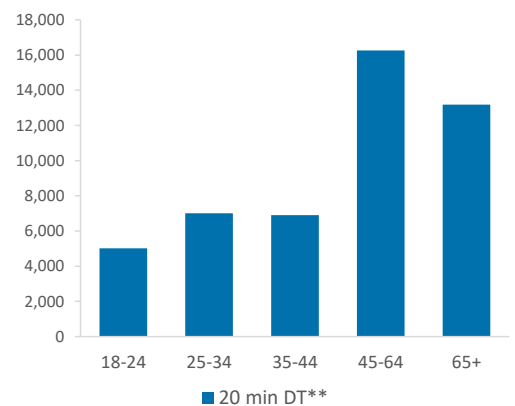
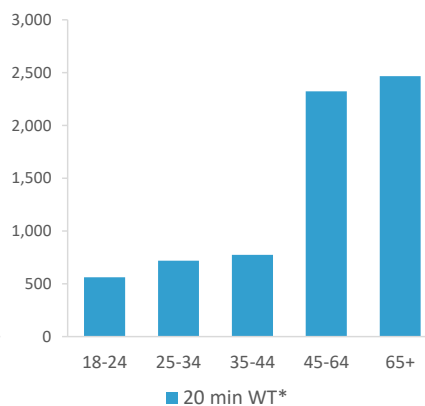
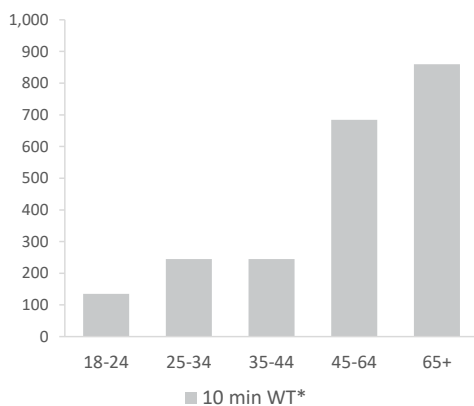
Population	2,464	8,065	58,655	46	44	13
Adults 18+	2,169	6,843	48,373	48	45	14
Competition Pubs	8	11	58	44	31	14
Adults 18+ per Competition Pub	271	622	834	32	72	97
% Adults Likely to Drink	80.8%	80.9%	78.2%	106	106	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	50.1%	36.6%	49.9%	151	110	150
	Medium	24.1%	26.1%	25.4%	63	68	67
	High	18.0%	33.0%	19.8%	66	121	73

*Affluence does not include Not Private Households

Age Profile	18-24	135	562	5,011	67	86	105
	25-34	245	718	7,002	75	67	89
	35-44	245	774	6,908	75	72	89
	45-64	684	2,322	16,266	108	112	108
	65+	860	2,467	13,186	182	159	117



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	1,155 (47%)	3,851 (48%)	29,038 (50%)	96	97	101
	Female	1,309 (53%)	4,214 (52%)	29,617 (50%)	104	102	99

Economic Status (16+)	Employed: Full-time	721 (33%)	2,217 (32%)	19,628 (40%)	95	92	115
	Employed: Part-time	192 (9%)	746 (11%)	5,653 (11%)	73	89	96
	Self employed	141 (6%)	451 (6%)	2,573 (5%)	69	70	56
	Unemployed	33 (1%)	106 (2%)	993 (2%)	54	55	72
	Full-time student	34 (2%)	120 (2%)	1,178 (2%)	65	72	100
	Retired	869 (39%)	2,553 (36%)	13,079 (26%)	179	166	120
	Other	224 (10%)	830 (12%)	6,545 (13%)	58	68	76

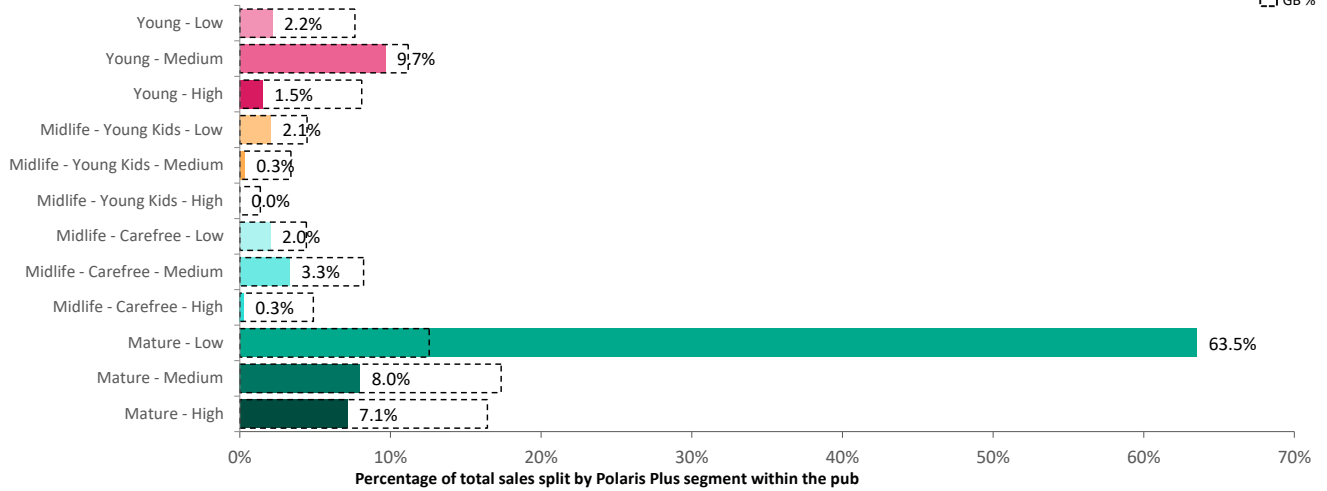
Total Worker Count	1,066	2,232	19,222
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See the Glossary page for further information on the above variables

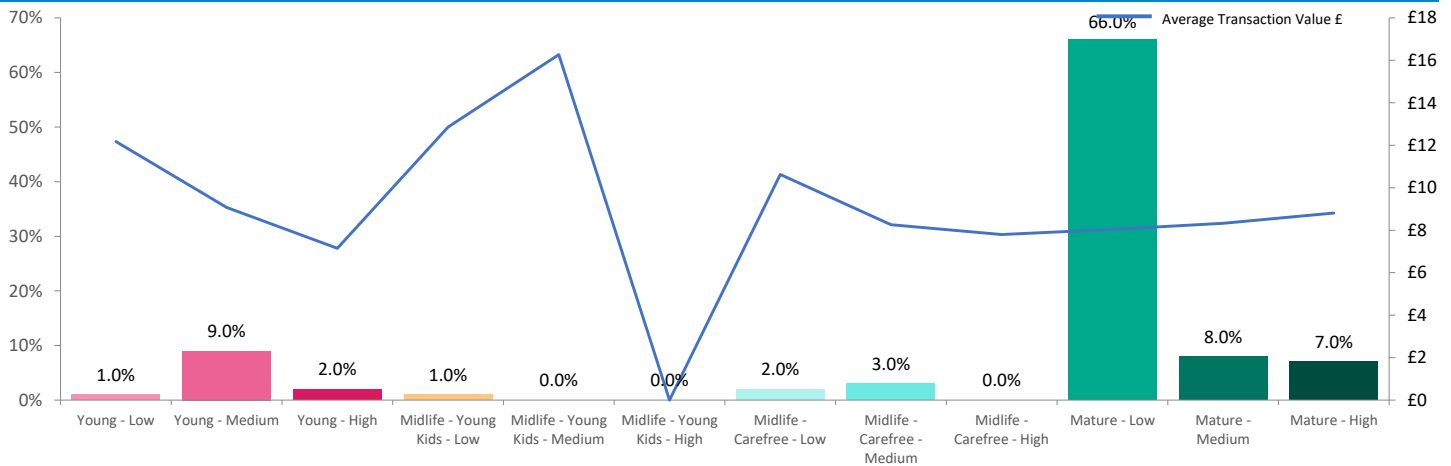
Transactional Data Summary - Argyll Bar Helensburgh

Spend by Polaris Plus

GB %

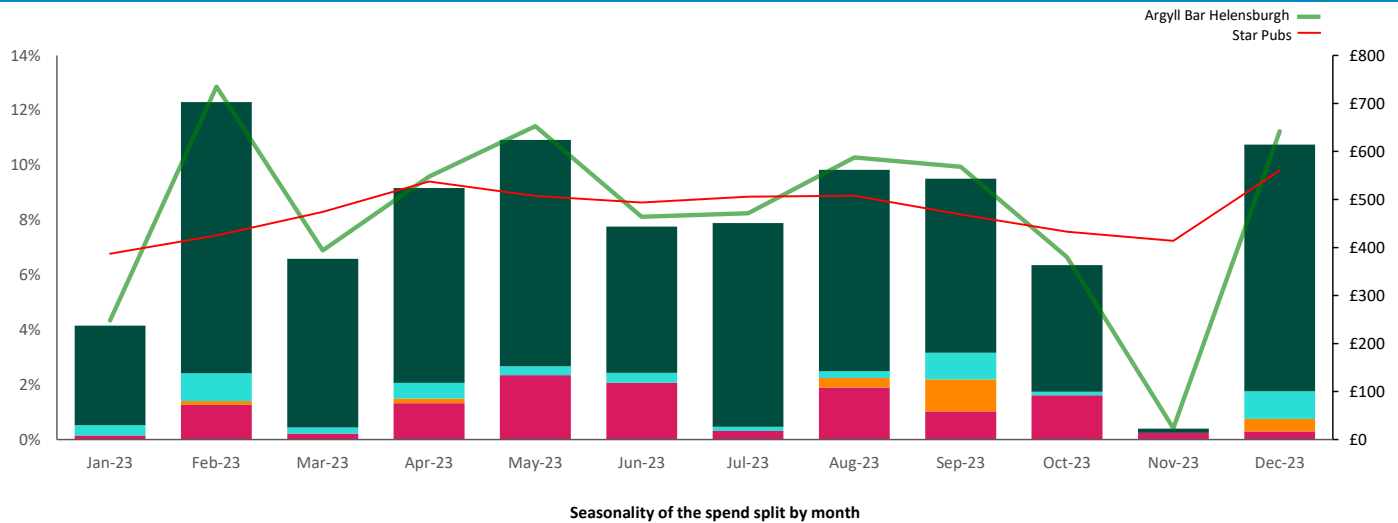


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

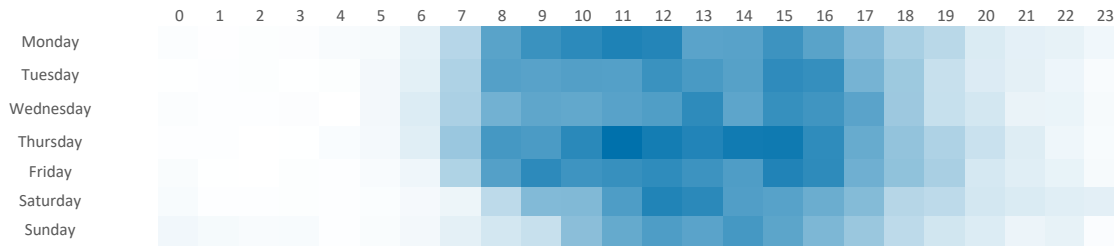


Mobile Data Summary - Argyll Bar Helensburgh



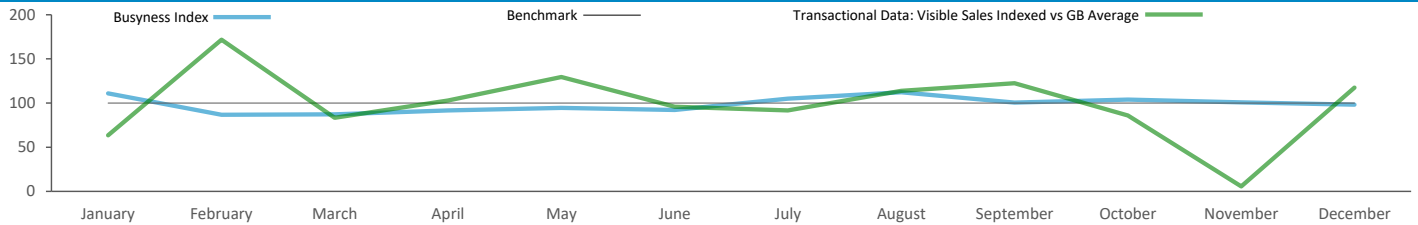
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Time of Day/Day of Week



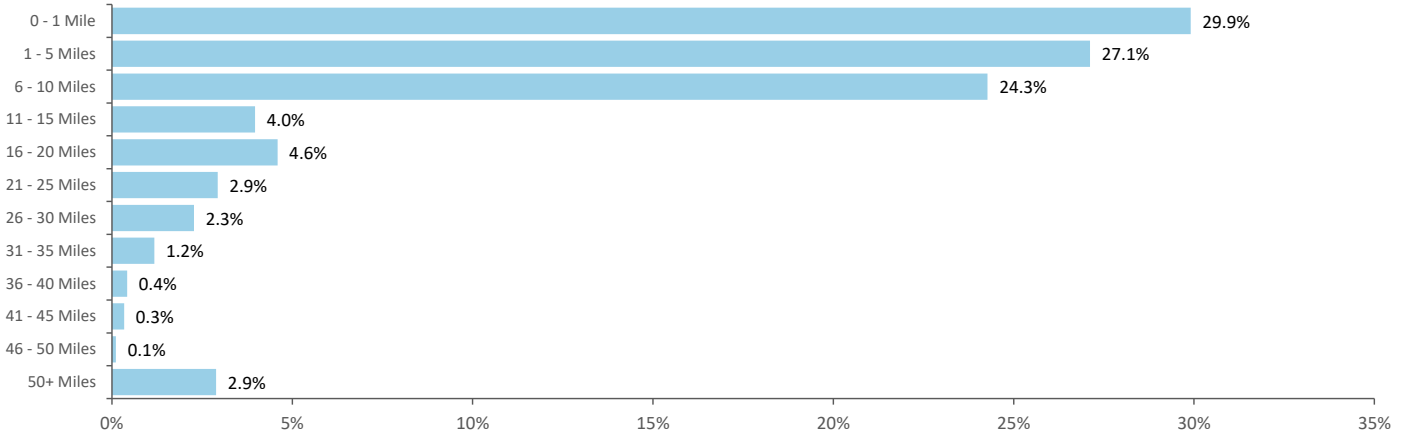
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

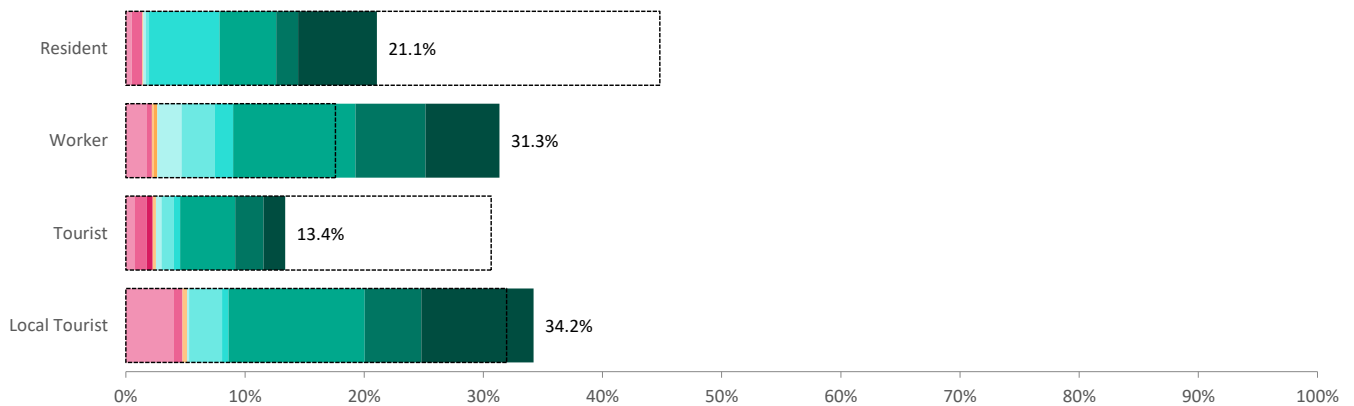
Distance from Home



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



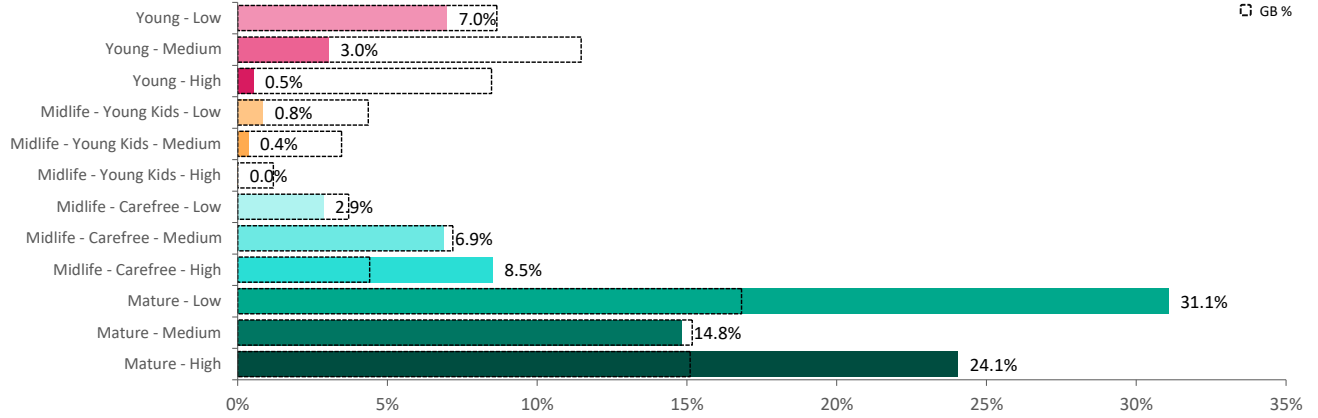
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Argyll Bar Helensburgh



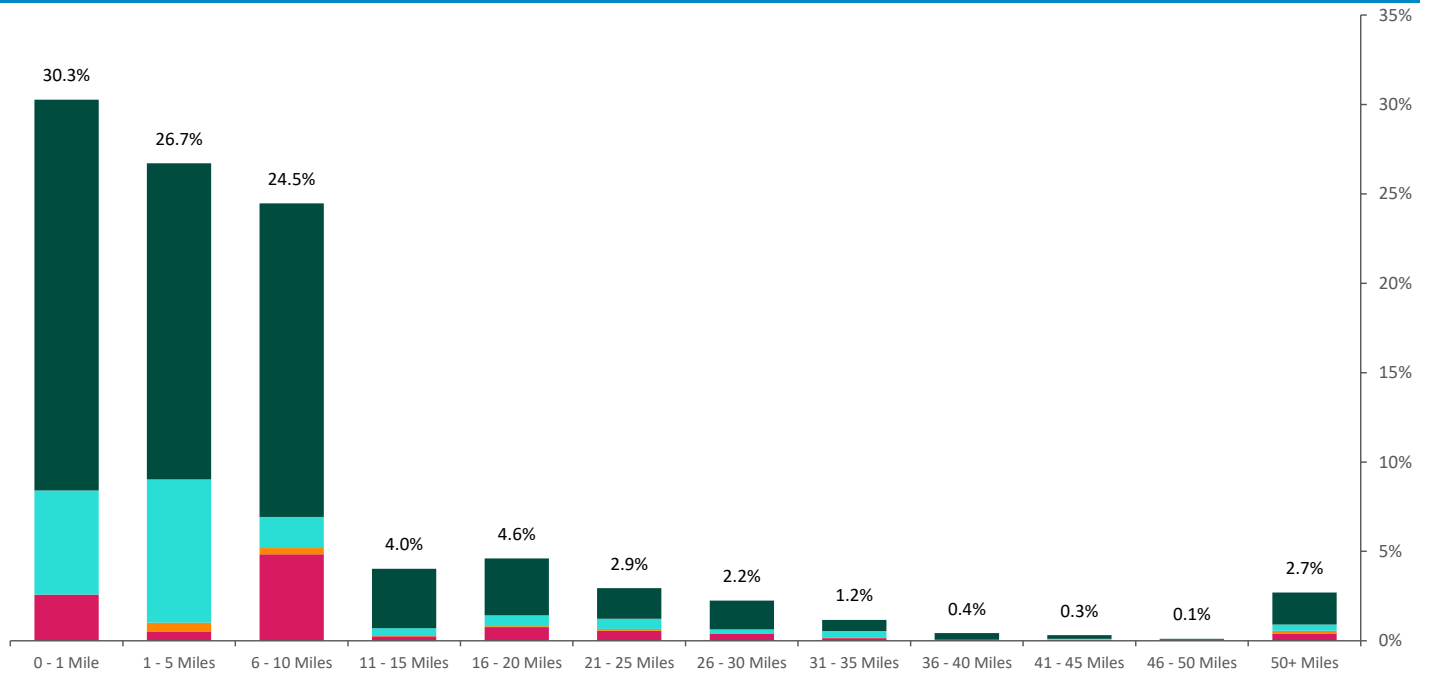
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Polaris Plus Profile



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



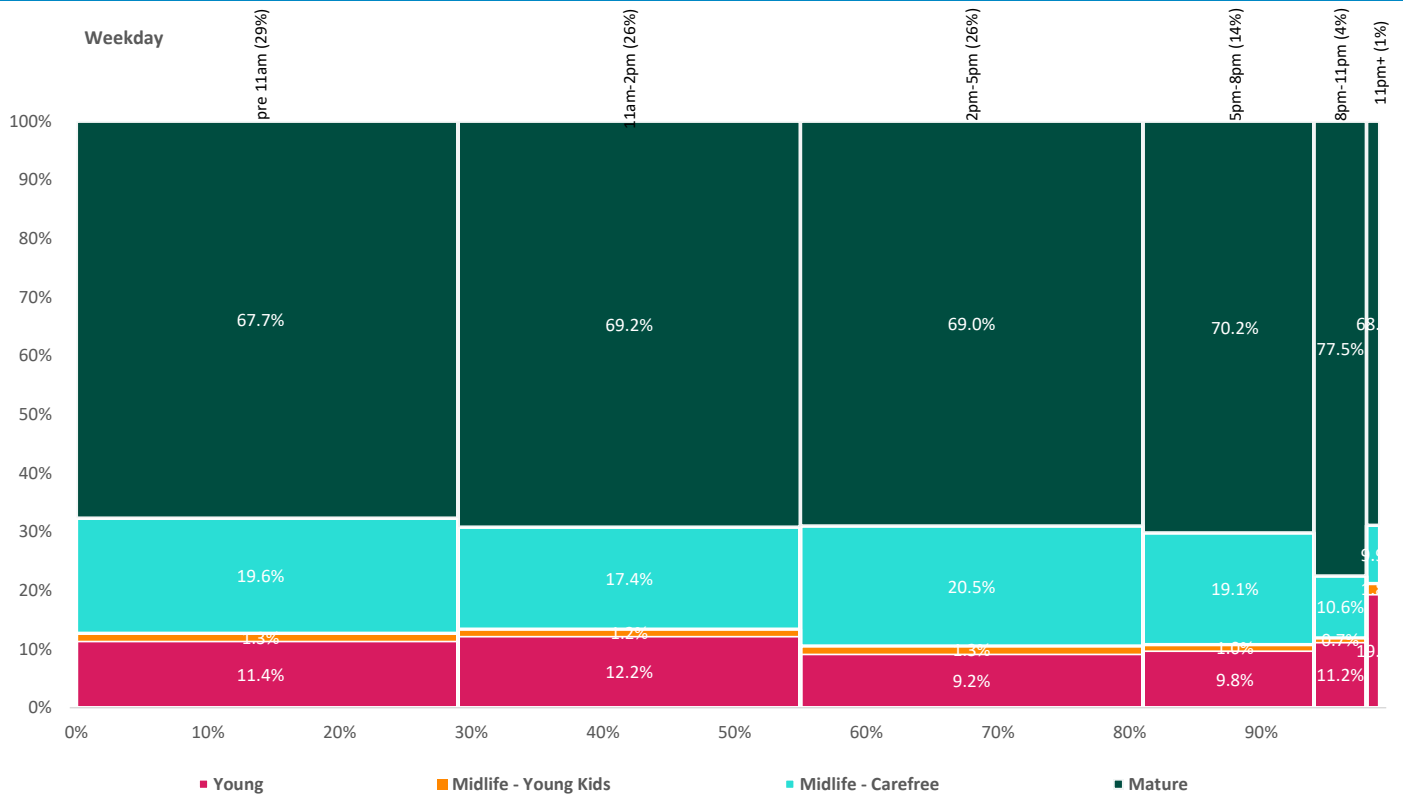
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Argyll Bar Helensburgh

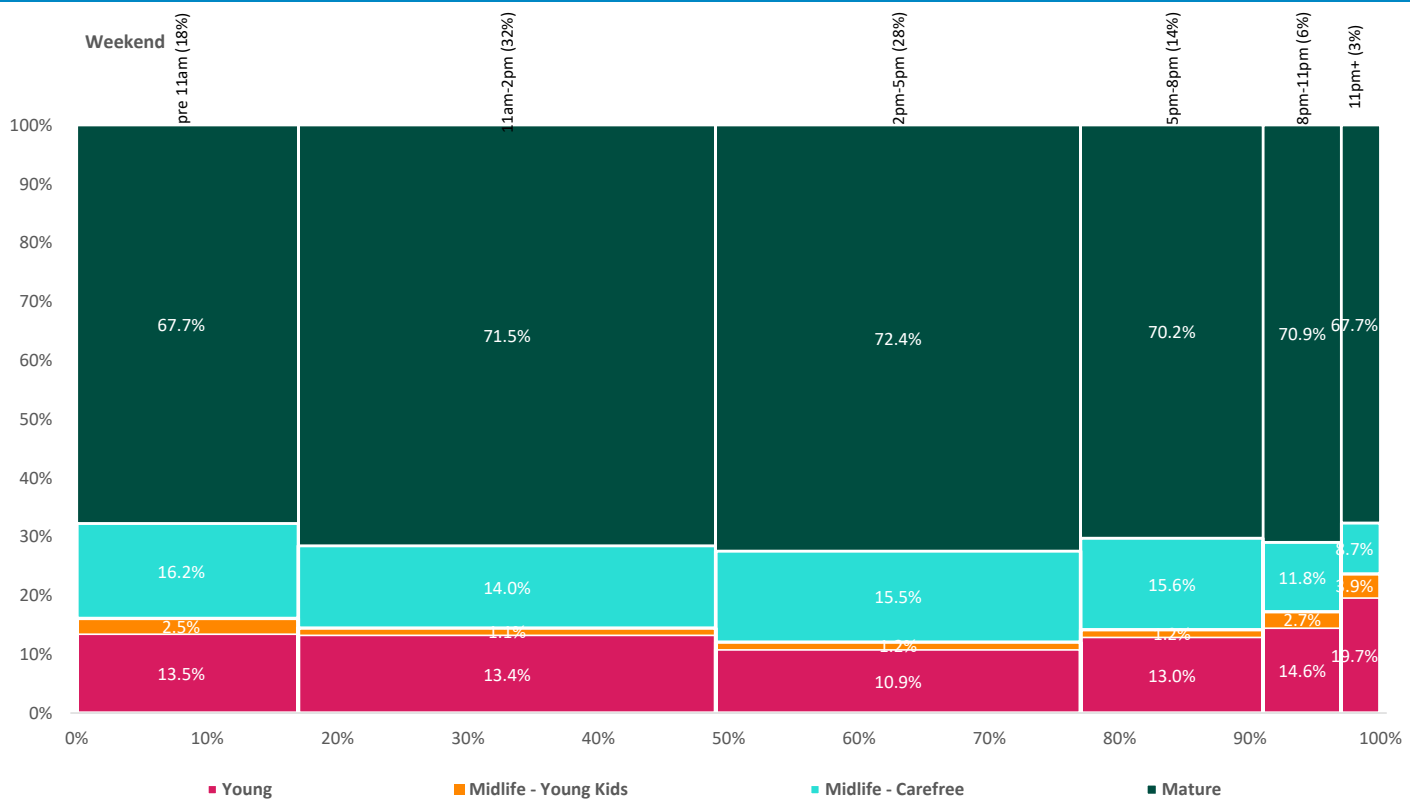


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Argyll Bar Helensburgh



-  Pub Sites
-  Catchment
- Polaris Segments**
 -  Young
 -  Midlife - Young Kids
 -  Midlife - Carefree
 -  Mature

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	361	690	4,971	60	37	37
Midlife - Young Kids	0	0	1,011	0	0	19
Midlife - Carefree	151	1,008	5,732	44	93	75
Mature	1,487	4,848	34,294	154	160	160
Not Private Households	170	297	2,365	597	331	372
Total	2,169	6,843	48,373			

Polaris Plus Summary - Argyll Bar Helensburgh

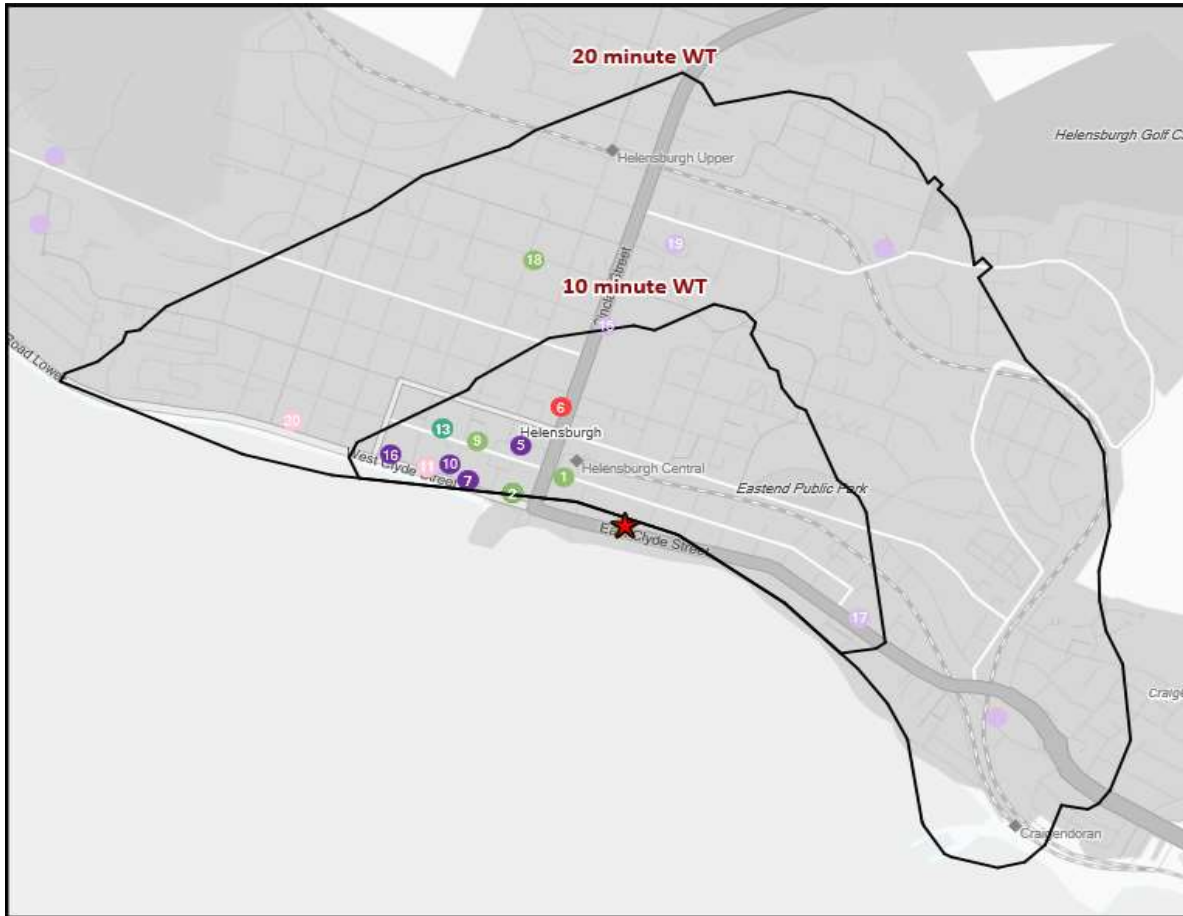


Polaris Plus Profile by Catchment

*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	181	2,950	0	27	62
Medium	361	509	1,979	152	68	37
High	0	0	42	0	0	1
Midlife - Young Kids						
Low	0	0	962	0	0	36
Medium	0	0	49	0	0	2
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	18	399	0	6	20
Medium	0	219	2,897	0	45	84
High	151	771	2,436	156	253	113
Mature						
Low	1,086	2,308	19,844	365	246	299
Medium	161	1,056	7,354	47	99	97
High	240	1,484	7,096	74	145	98
Not Private Households	170	297	2,365	597	331	372
Total	2,169	6,843	48,373			

CGA Summary - Argyll Bar Helensburgh

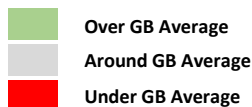


-  Pub Sites
-  Catchment
- CGA Licensed Premises**
-  ABOS
 -  Casual Dining
 -  Circuit Bar
 -  Clubland
 -  Community Pub
 -  Craft Led
 -  Family Pub Dining
 -  GPGF
 -  High Street Pub
 -  Hotel
 -  Large Venue
 -  Night Club
 -  Premium Local
 -  Restaurants
 -  Sports Clubs

Nearest 20 Pubs

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

Per Pub Analysis - Argyll Bar Helensburgh



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Adults 18+	2,169	6,843	48,373
Number of Competition Pubs	8	11	58
Adults 18+ per Competition Pub	271	622	834

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	85	3.9%	49
Circuit Bar	6	120	5.5%	137
Community Pub	0	650	30.0%	157
Craft Led	0	52	2.4%	70
Great Pub Great Food	1	266	12.3%	69
High Street Pub	0	534	24.6%	134
Premium Local	0	291	13.4%	81

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	258	3.8%	47
Circuit Bar	8	249	3.6%	90
Community Pub	0	1,670	24.4%	128
Craft Led	0	83	1.2%	35
Great Pub Great Food	2	1,342	19.6%	111
High Street Pub	0	1,374	20.1%	109
Premium Local	0	1,334	19.5%	118

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	1,311	2.7%	34
Circuit Bar	14	2,051	4.2%	105
Community Pub	3	14,073	29.1%	152
Craft Led	0	445	0.9%	27
Great Pub Great Food	4	6,293	13.0%	74
High Street Pub	5	11,690	24.2%	131
Premium Local	8	6,851	14.2%	86

Glossary

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																																								
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 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.																																									
	<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> - Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit </td><td> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable 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"	- Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit	- Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic	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																						
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Product needs																																									
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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