

Catchment Summary - Royal Bar Helensburgh



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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

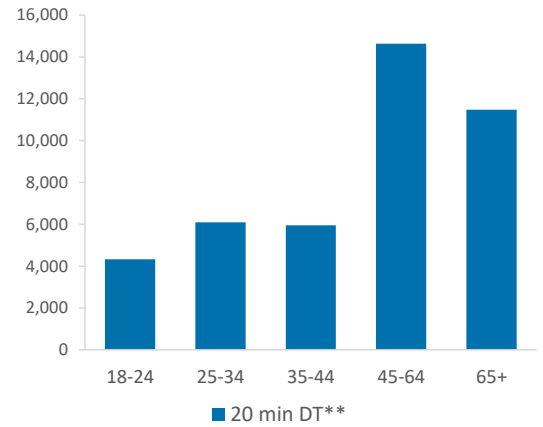
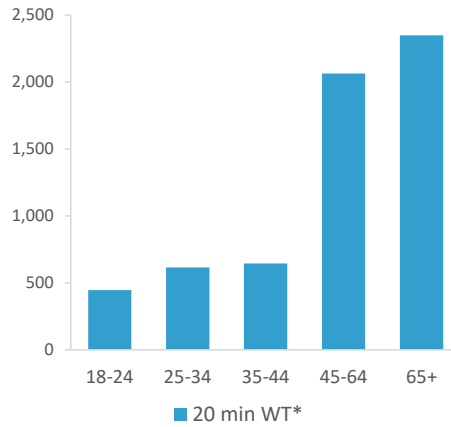
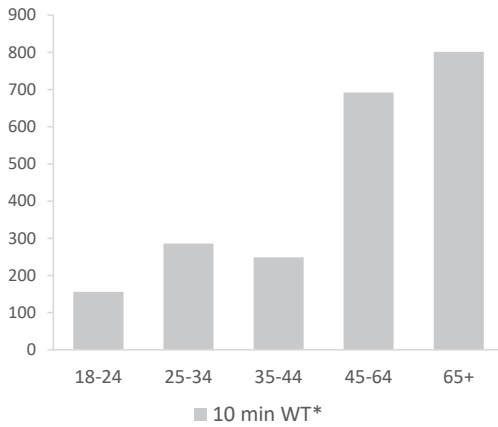
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,485	7,203	51,539	47	49	14
Adults 18+	2,184	6,120	42,486	50	34	14
Competition Pubs	10	11	61	67	34	17
Adults 18+ per Competition Pub	218	556	696	26	67	84
% Adults Likely to Drink	83.6%	84.5%	82.1%	101	103	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	34.9%	30.3%	33.7%	136	118	131
	Medium	49.9%	29.6%	32.2%	127	75	82
	High	9.6%	36.1%	28.6%	29	108	85

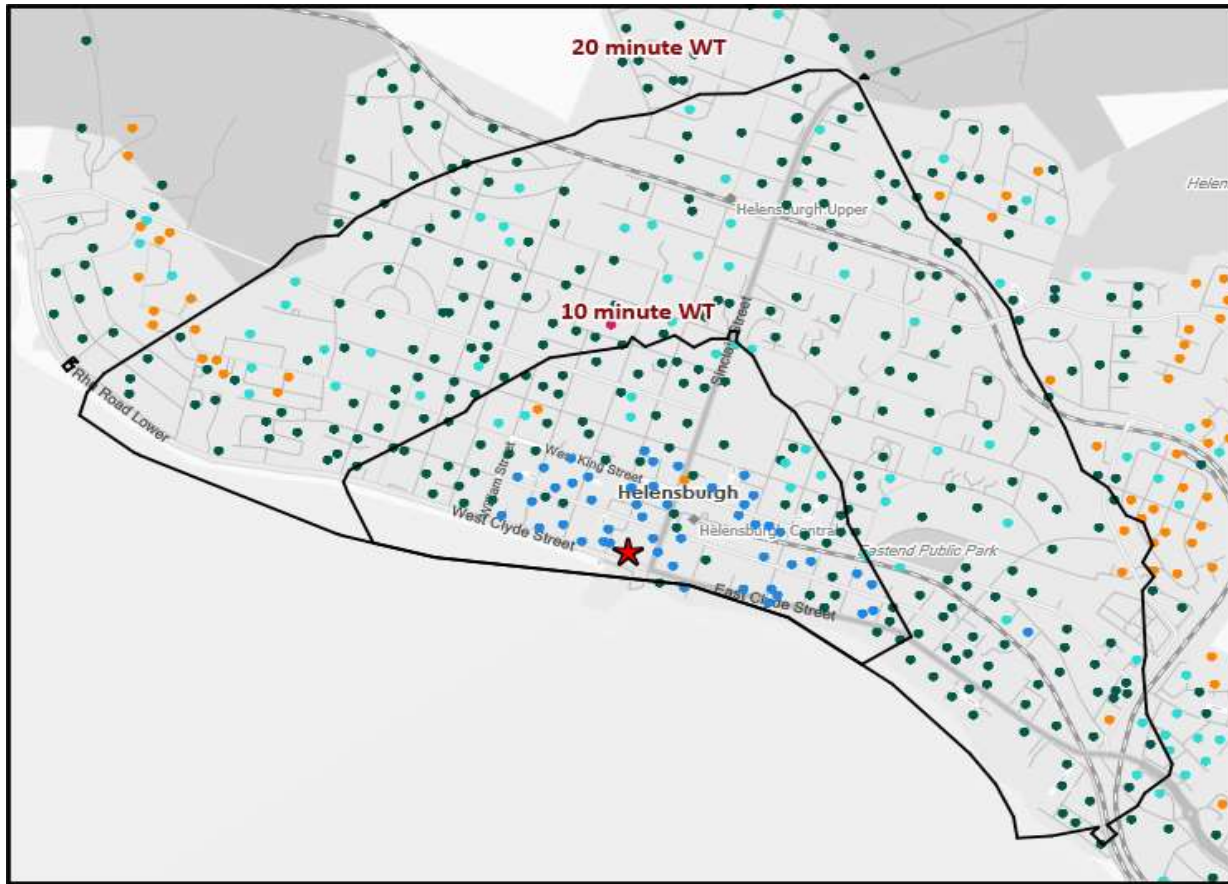
*Affluence does not include Not Private Households

Age Profile	18-24	156	447	4,322	77	77	103
	25-34	286	616	6,092	87	64	89
	35-44	249	645	5,957	78	70	90
	45-64	692	2,063	14,635	109	112	111
	65+	801	2,349	11,480	169	171	117



	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	1,168 (47%)	3,403 (47%)	25,637 (50%)	95	96	101
Gender	Female	1,317 (53%)	3,800 (53%)	25,902 (50%)	105	104	99
Economic Status (16-74)	Employed: Full-time	731 (42%)	1,949 (39%)	17,268 (45%)	101	93	108
	Employed: Part-time	191 (11%)	589 (12%)	4,760 (12%)	84	90	95
	Self employed	146 (8%)	449 (9%)	2,370 (6%)	88	94	65
	Unemployed	42 (2%)	87 (2%)	982 (3%)	102	73	108
	Retired	384 (22%)	1,179 (24%)	6,425 (17%)	160	171	121
	Other	248 (14%)	760 (15%)	6,664 (17%)	72	77	88
Total Worker Count		1,256	2,037	18,113			

See the Glossary page for further information on the above variables



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 Adult - Showing I Care	0	22	94	0	4	2
Young Adult - Showing I'm Cool	1,052	1,068	3,791	523	190	97
Midlife - Young Kids	34	285	11,991	5	15	90
Midlife - Carefree	107	825	7,625	23	64	85
Mature	869	3,672	16,629	142	214	140
Not Private Households	122	248	2,356	388	282	386
Total	2,184	6,120	42,486			

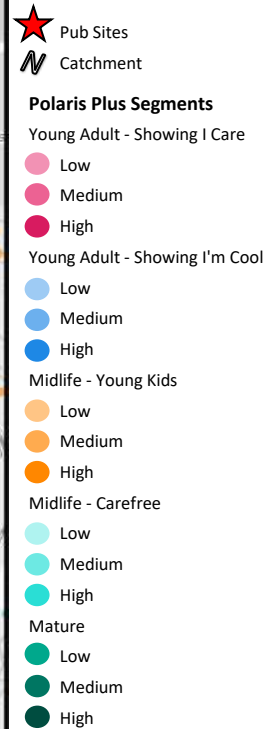
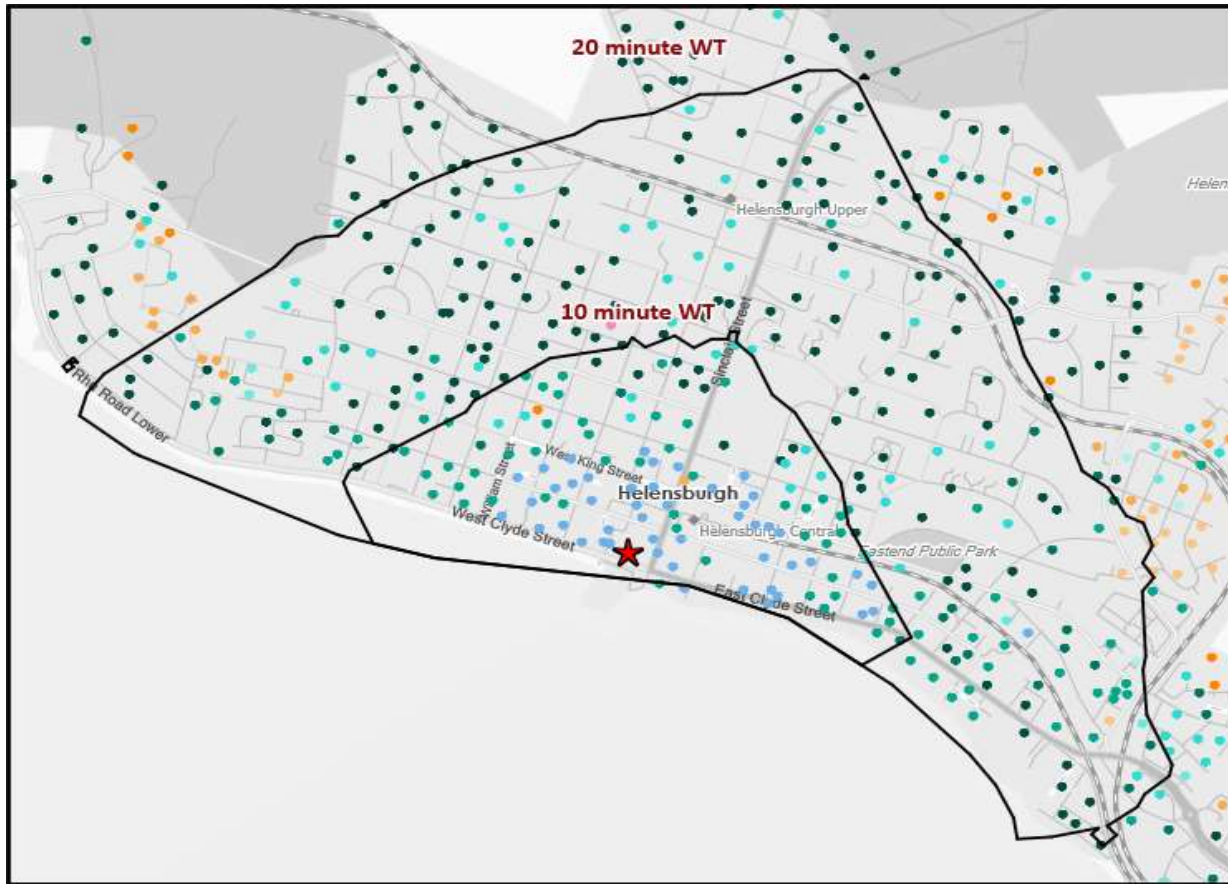
Polaris Summary - Royal Bar Helensburgh



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 Pub Sites



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 Adult - Showing I Care						
Low	0	22	42	0	9	2
Medium	0	0	0	0	0	0
High	0	0	52	0	0	4
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	1,052	1,068	3,481	1,303	472	222
High	0	0	310	0	0	16
Midlife - Young Kids						
Low	0	139	4,863	0	20	103
Medium	11	123	4,964	3	13	78
High	23	23	2,164	20	7	95
Midlife - Carefree						
Low	0	55	2,745	0	26	190
Medium	0	157	1,635	0	38	57
High	107	613	3,245	45	92	70
Mature						
Low	763	1,636	6,673	588	450	265
Medium	27	461	3,582	10	60	67
High	79	1,575	6,374	39	274	160
Not Private Households	122	248	2,356	388	282	386

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 Pub Sites

Total

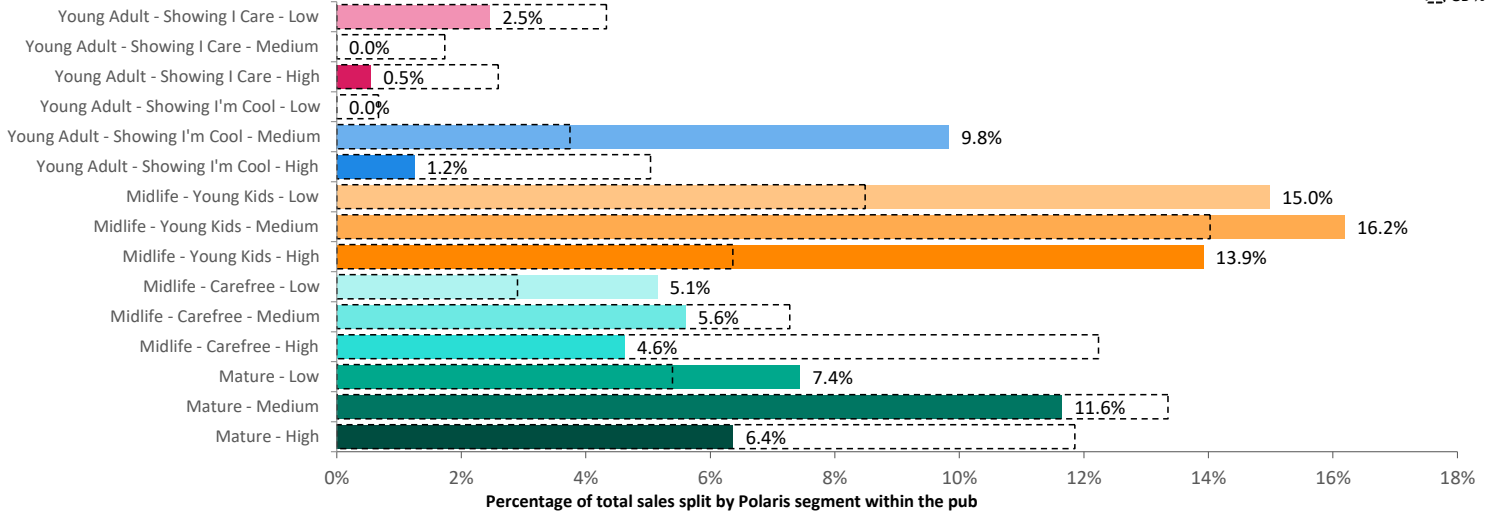
2,184

6,120

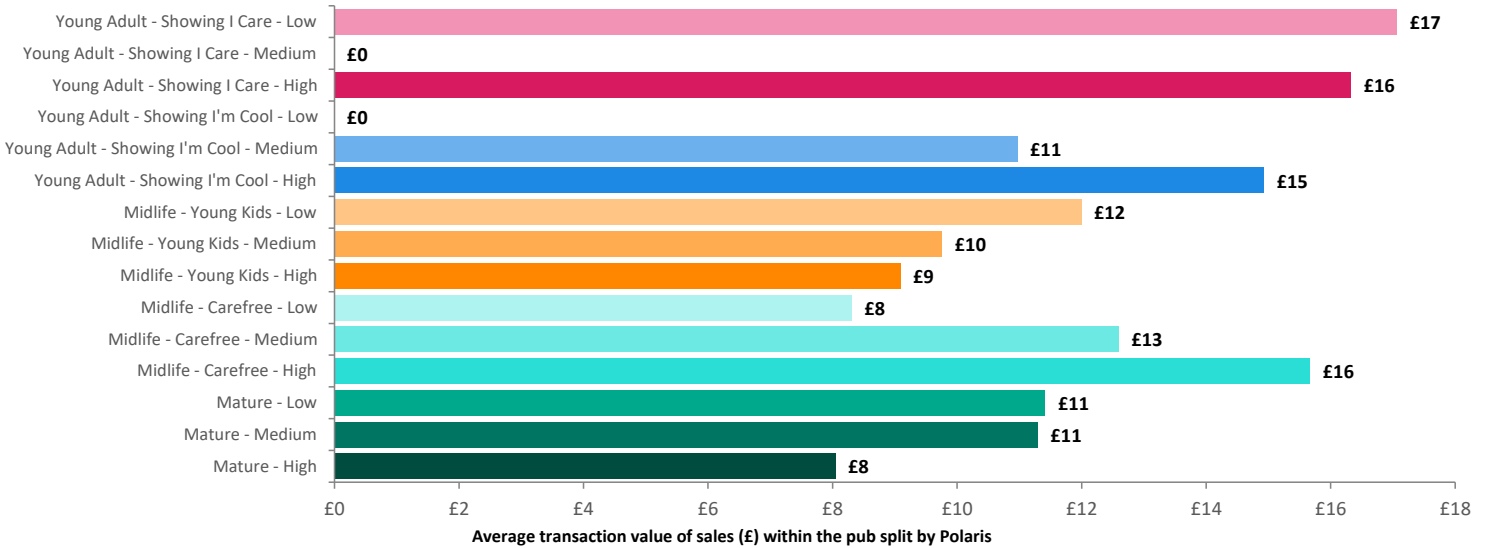
42,486

Spend by Polaris

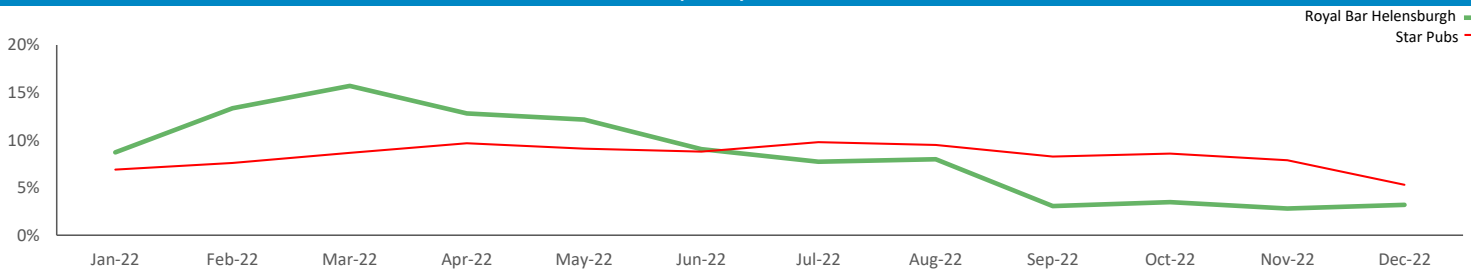
GB %



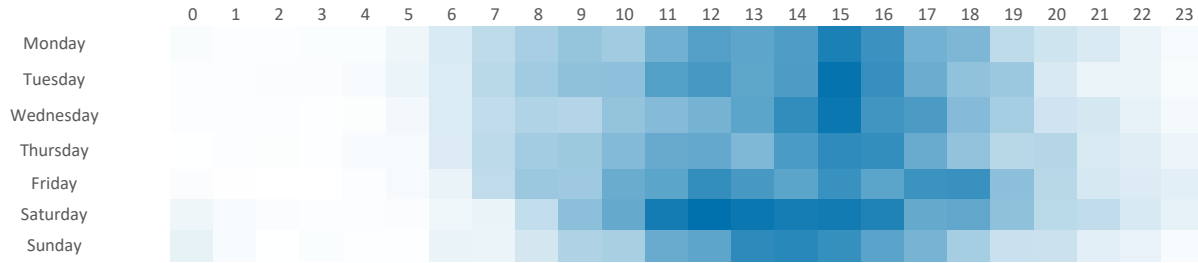
Average Transaction Values (£) by Polaris



Spend by Month

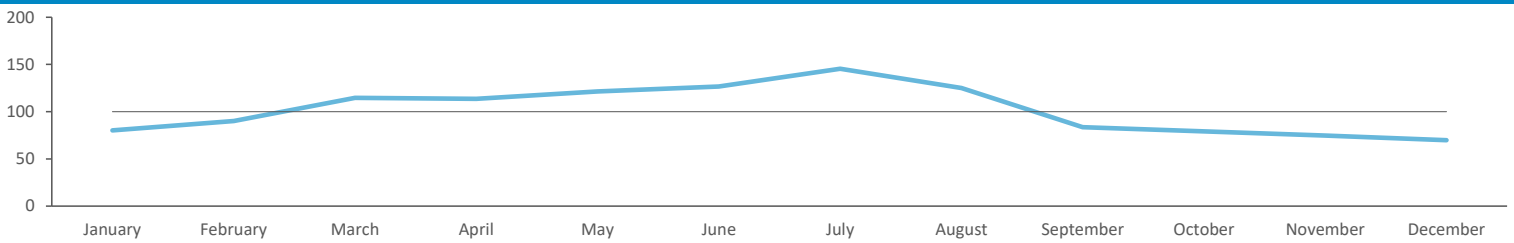


Time of Day/Day of Week



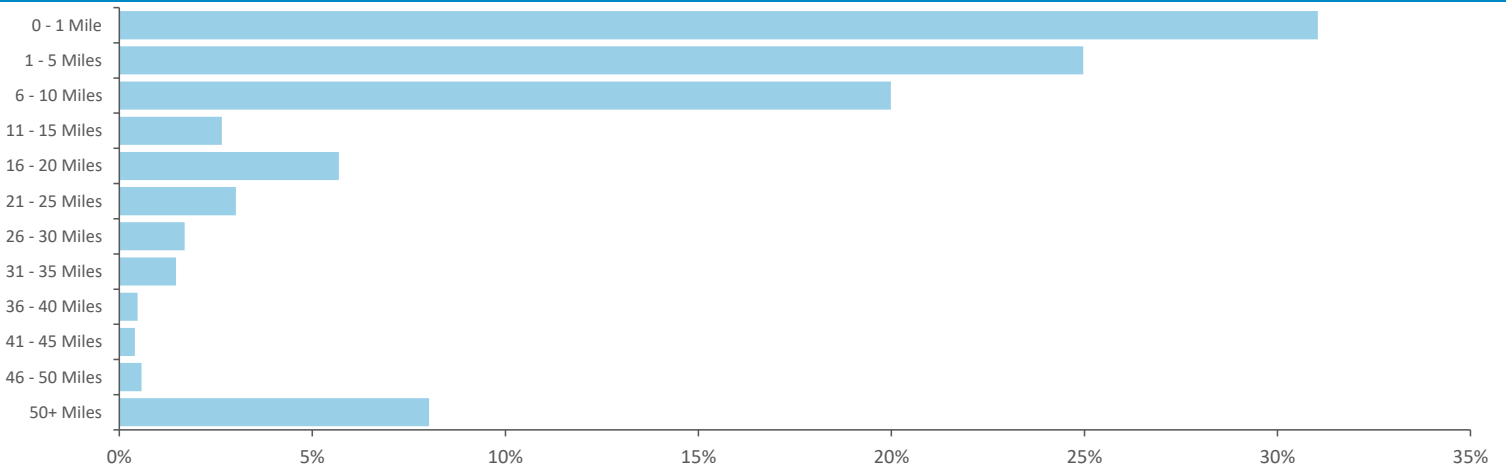
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



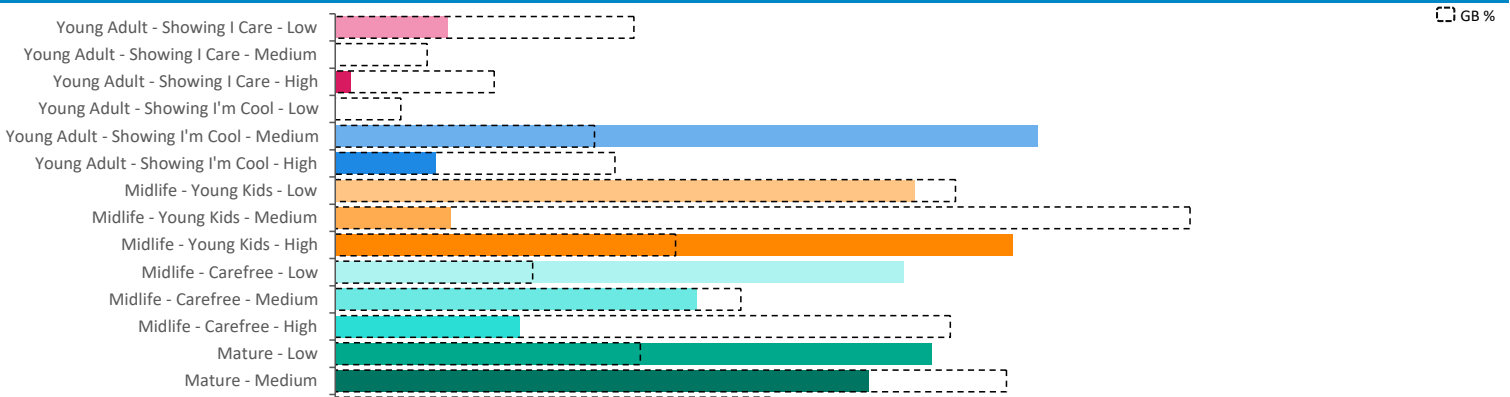
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home



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

Polaris Plus Profile

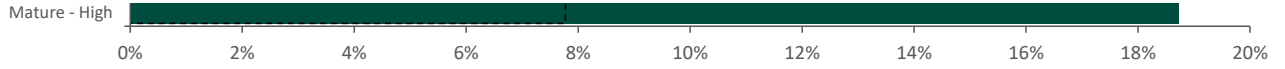


Mobile Data Summary - Royal Bar Helensburgh

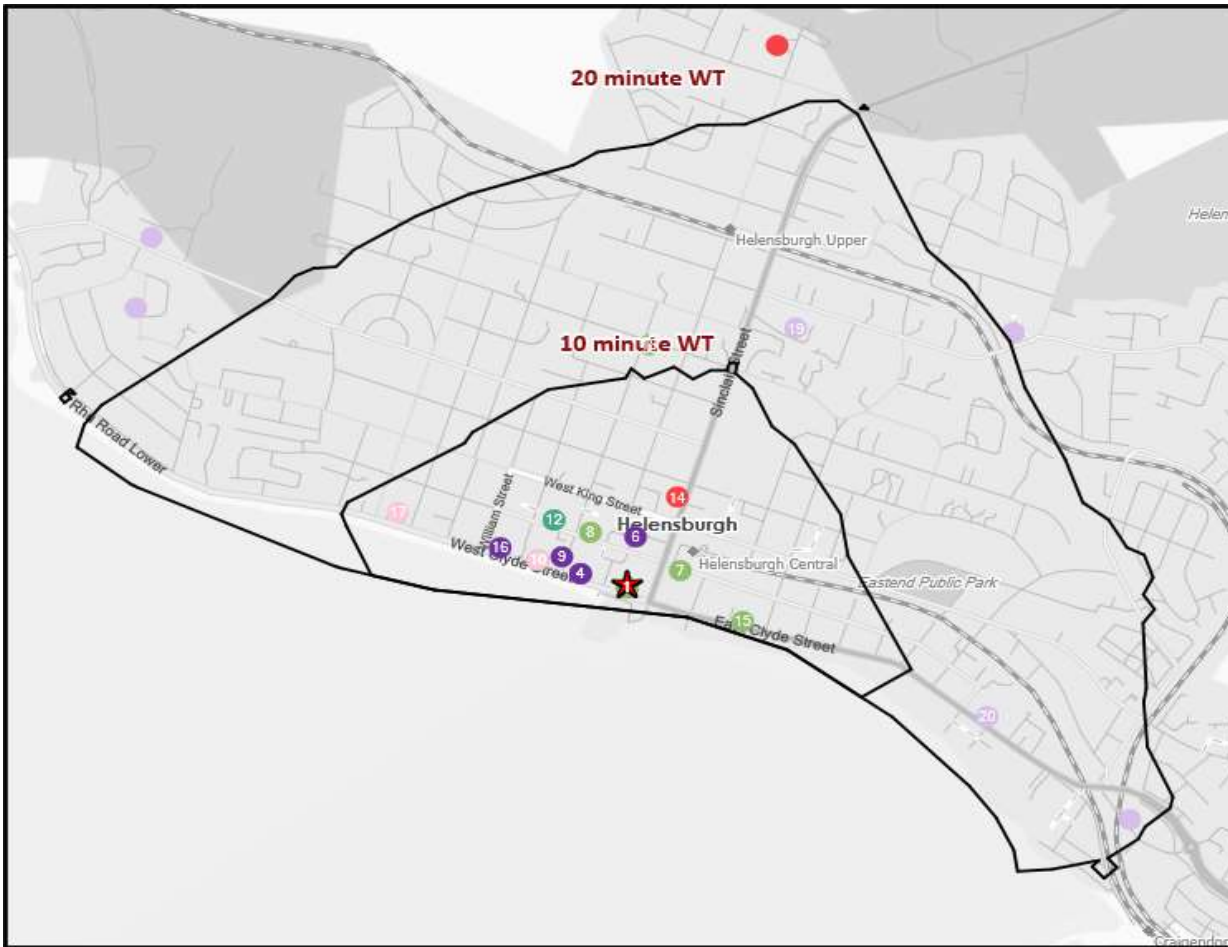


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Time of Day/Day of Week



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



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