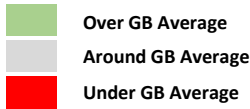


# Catchment Summary - Callum's Bar Johnstone

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\*WT= Walktime, \*\*DT= Drivetime

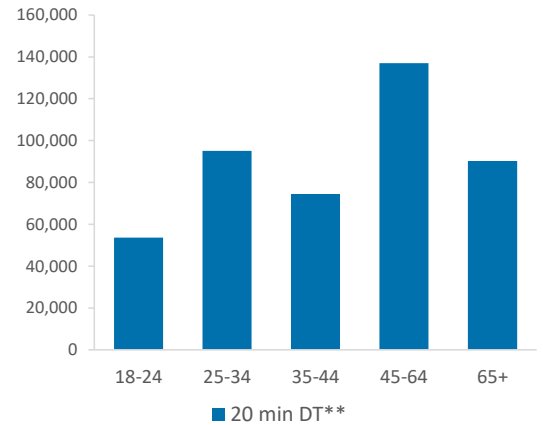
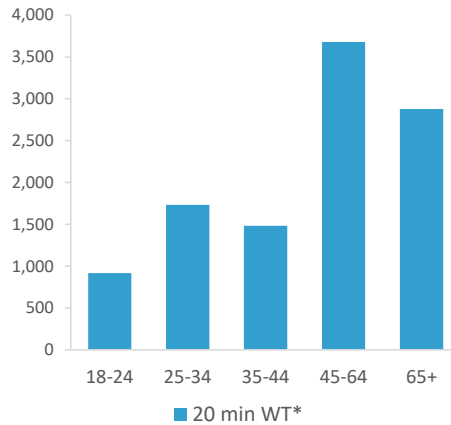
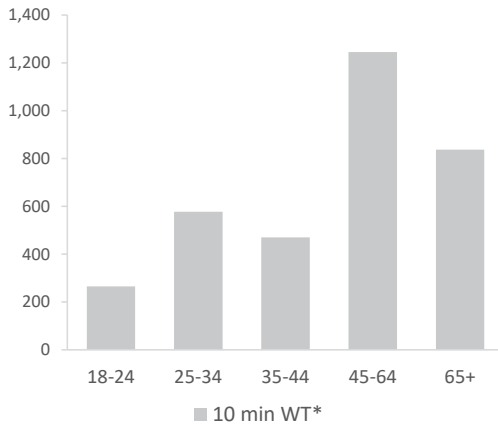
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,022	12,878	546,274	76	88	144
Adults 18+	3,394	10,686	450,475	78	60	151
Competition Pubs	14	18	613	93	56	169
Adults 18+ per Competition Pub	242	594	735	29	72	89
% Adults Likely to Drink	80.3%	80.3%	81.7%	97	97	99

Population & Adults 18+ index is based on all pubs

Affluence	Low	51.3%	55.6%	46.8%	200	217	182
	Medium	32.5%	29.0%	25.9%	83	74	66
	High	14.6%	12.6%	25.9%	44	38	77

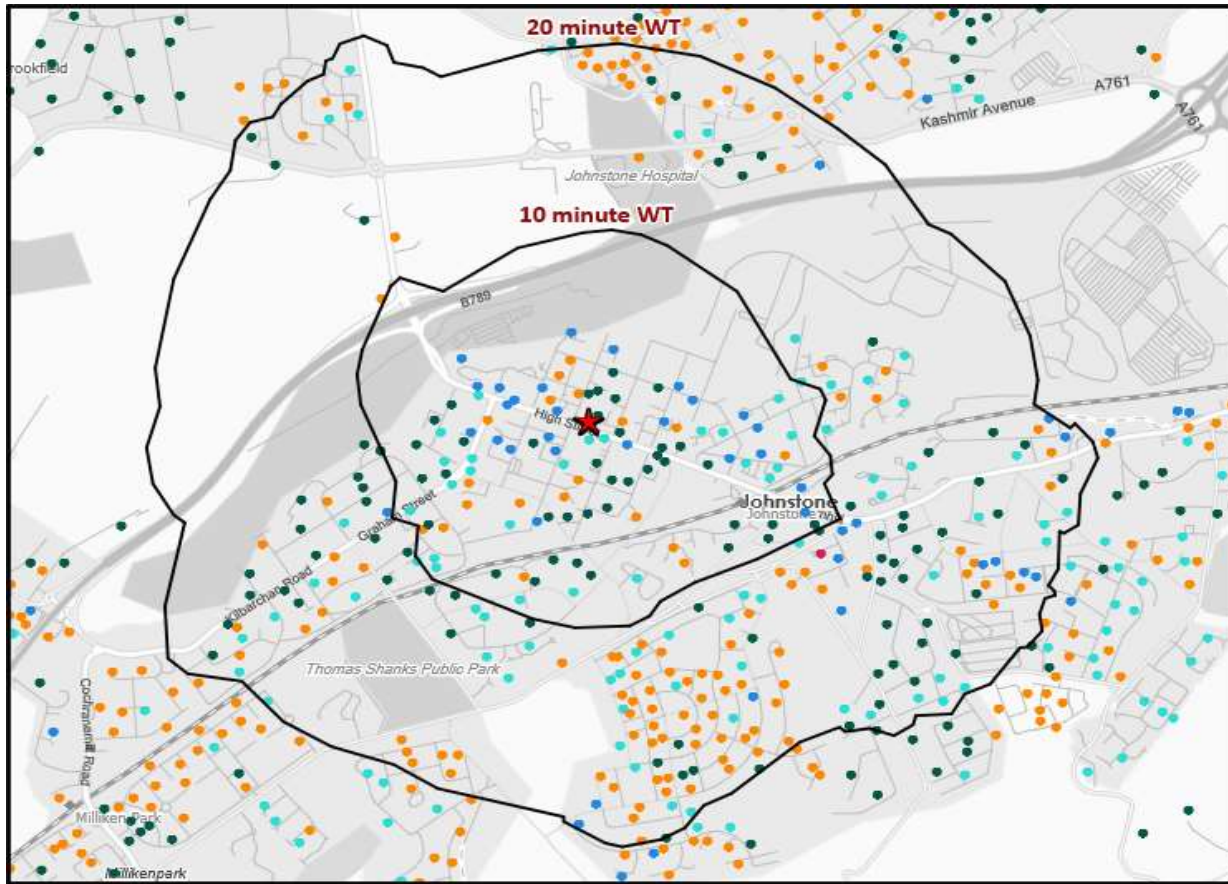
\*Affluence does not include Not Private Households

Age Profile	18-24	265	916	53,614	81	88	121
	25-34	577	1,731	95,100	108	101	131
	35-44	470	1,483	74,431	91	89	106
	45-64	1,245	3,678	137,014	121	112	98
	65+	837	2,878	90,316	109	117	86



	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	1,961 (49%)	6,163 (48%)	267,398 (49%)	99	97	99
	Female	2,061 (51%)	6,715 (52%)	278,876 (51%)	101	103	101
Economic Status (16-74)							
	Employed: Full-time	1,268 (42%)	3,769 (40%)	171,180 (41%)	100	96	98
	Employed: Part-time	348 (11%)	1,155 (12%)	47,121 (11%)	88	94	86
	Self employed	125 (4%)	407 (4%)	23,703 (6%)	43	45	59
	Unemployed	100 (3%)	352 (4%)	13,500 (3%)	139	157	135
	Retired	530 (17%)	1,651 (17%)	53,944 (13%)	126	127	93
	Other	671 (22%)	2,136 (23%)	110,535 (26%)	112	114	133
Total Worker Count		2,372	3,981	303,678			

See the Glossary page for further information on the above variables



- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- 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 Adult - Showing I Care	0	61	57,944	0	6	144
Young Adult - Showing I'm Cool	867	1,273	68,249	278	129	165
Midlife - Young Kids	568	3,426	129,030	53	102	91
Midlife - Carefree	812	2,489	97,472	114	111	103
Mature	1,094	3,137	91,367	115	105	72
<b>Not Private Households</b>	53	300	6,413	109	195	99
<b>Total</b>	3,394	10,686	450,475			

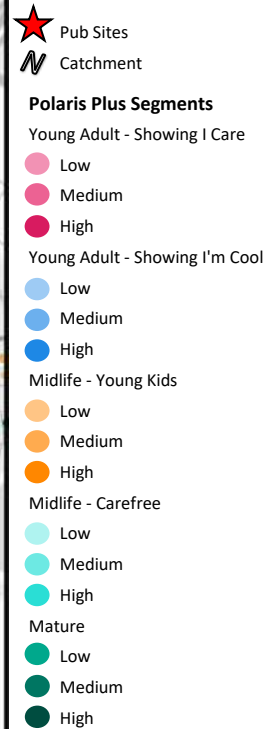
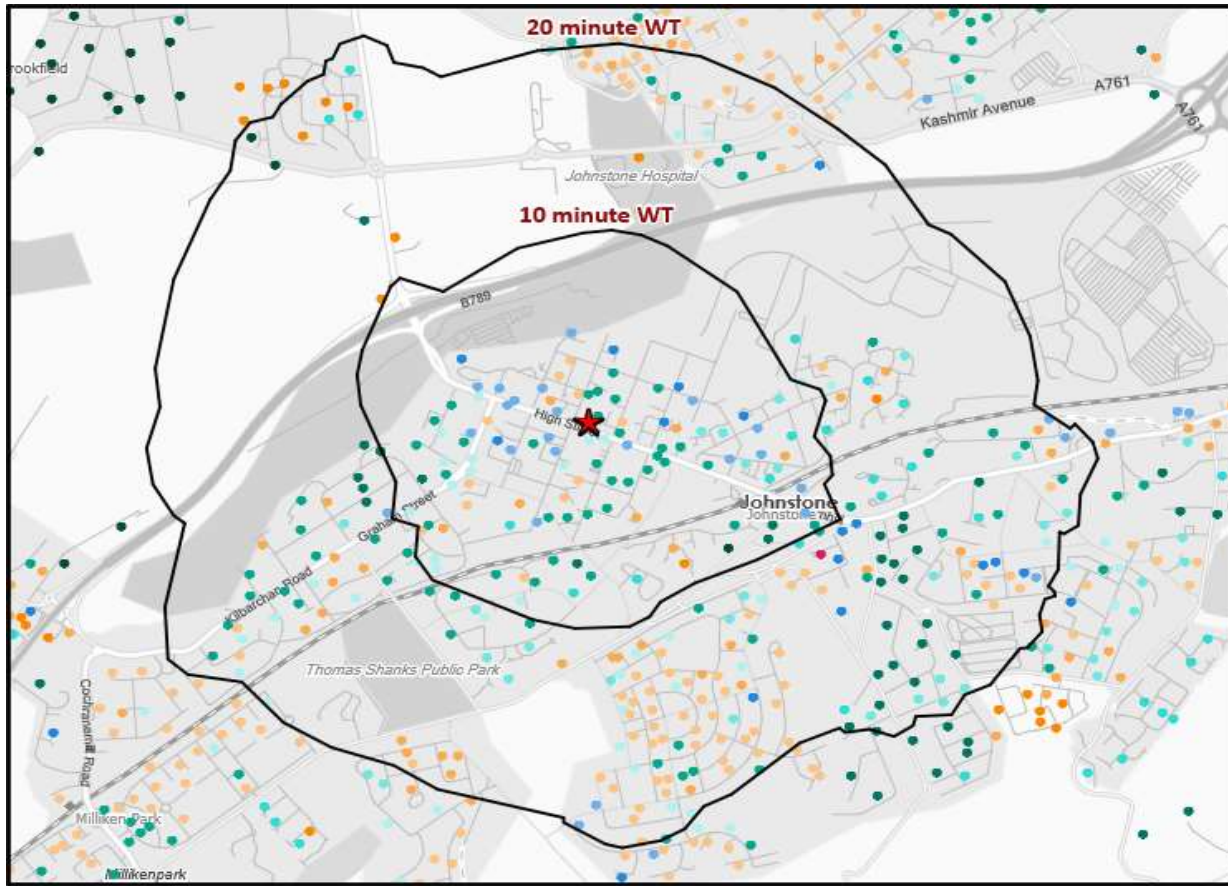
# Polaris Summary - Callum's Bar Johnstone



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Data Source © 2020 TomTom



★ 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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	52,483	0	0	278
Medium	0	0	1,101	0	0	18
High	0	61	4,360	0	17	29
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	354	0	0	8
Medium	588	759	25,667	468	192	154
High	279	514	42,228	184	107	209
<b>Midlife - Young Kids</b>						
Low	317	2,294	53,060	84	193	106
Medium	223	1,017	51,320	44	64	76
High	28	115	24,650	15	20	102
<b>Midlife - Carefree</b>						
Low	414	1,145	49,432	359	315	323
Medium	248	726	17,463	109	101	58
High	150	618	30,577	40	53	62
<b>Mature</b>						
Low	1,010	2,505	55,516	501	395	208
Medium	44	592	21,161	10	44	37
High	40	40	14,690	13	4	35
<b>Not Private Households</b>	53	300	6,413	109	195	99

# Polaris Summary - Callum's Bar Johnstone



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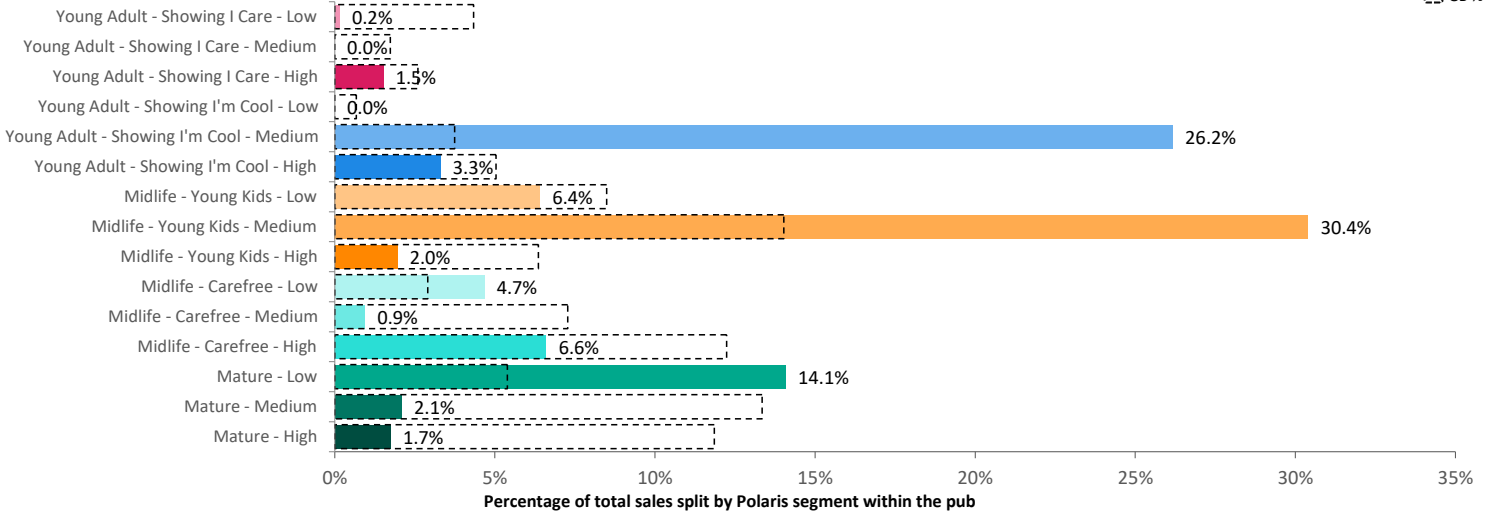


★ Pub Sites

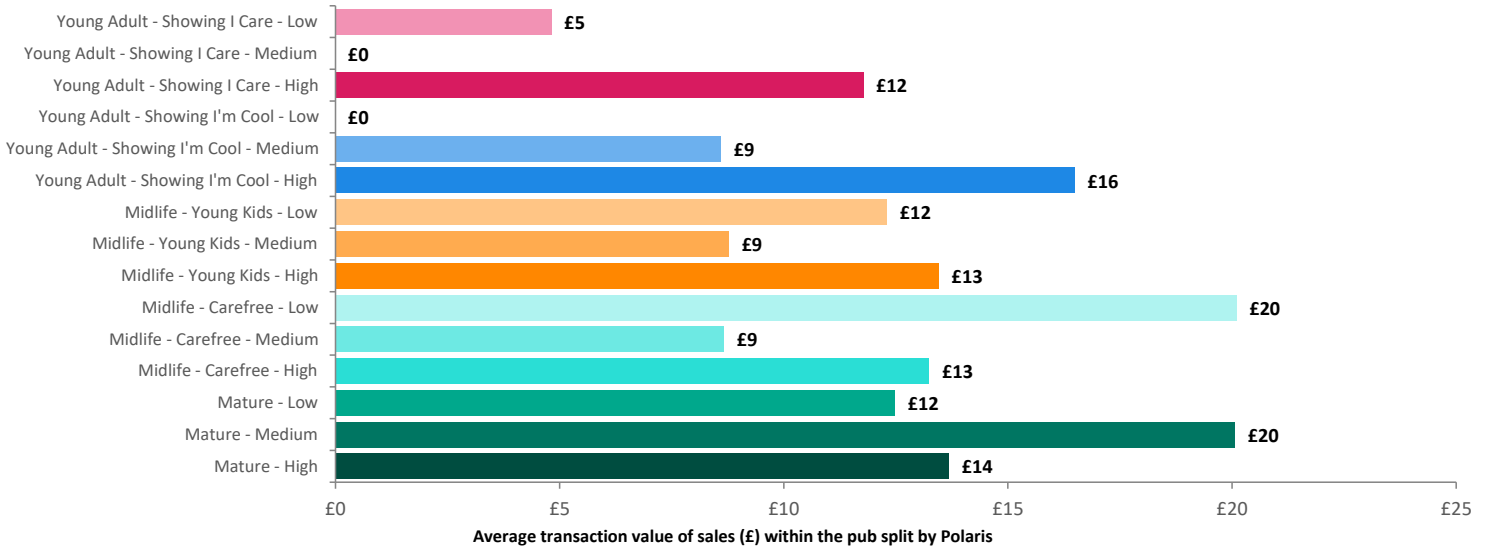
Total 3,394 10,686 450,475

Spend by Polaris

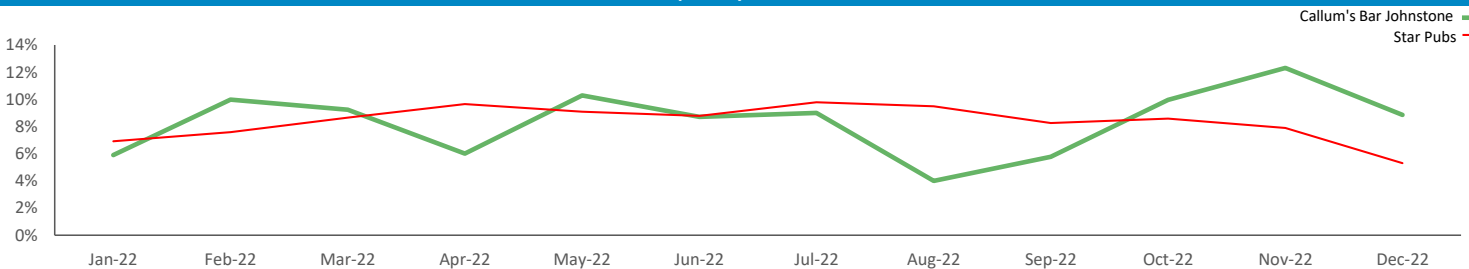
GB %



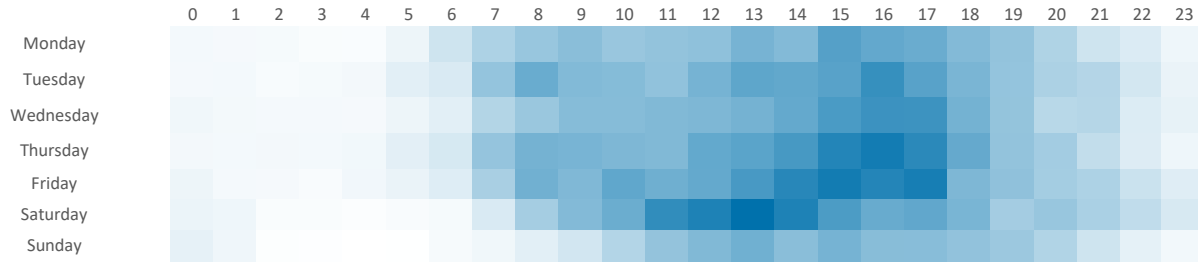
Average Transaction Values (£) by Polaris



Spend by Month

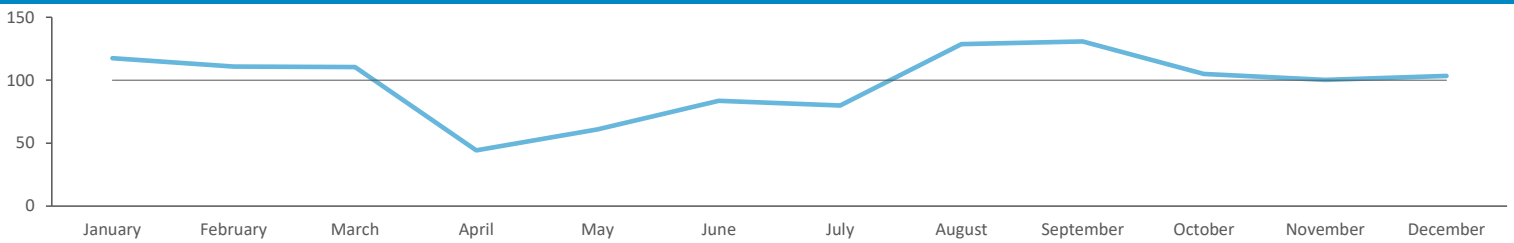


## Time of Day/Day of Week



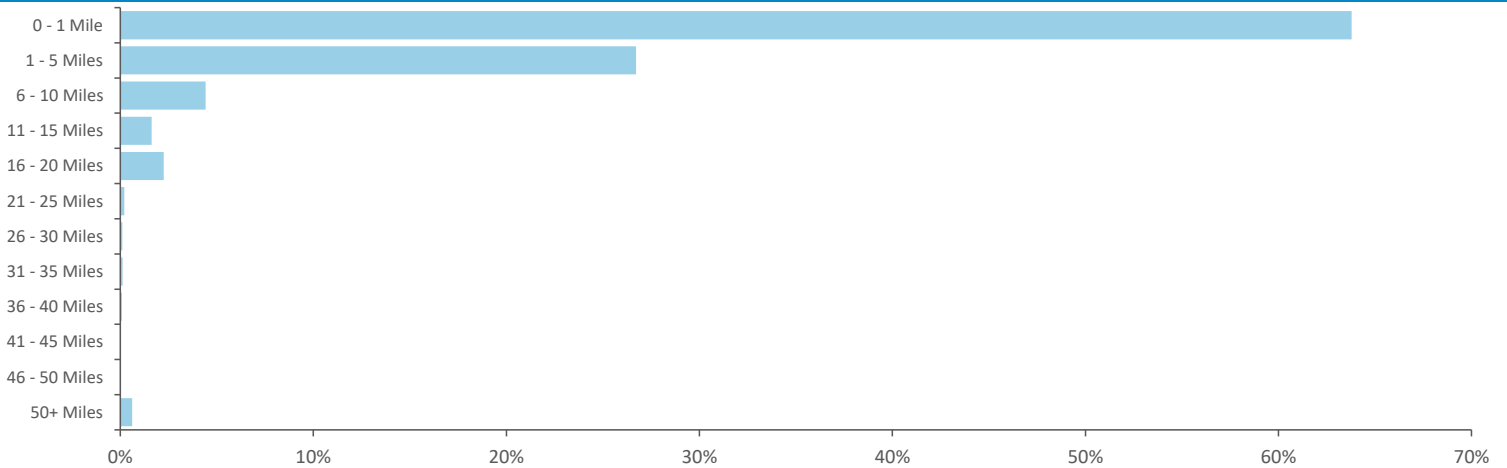
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



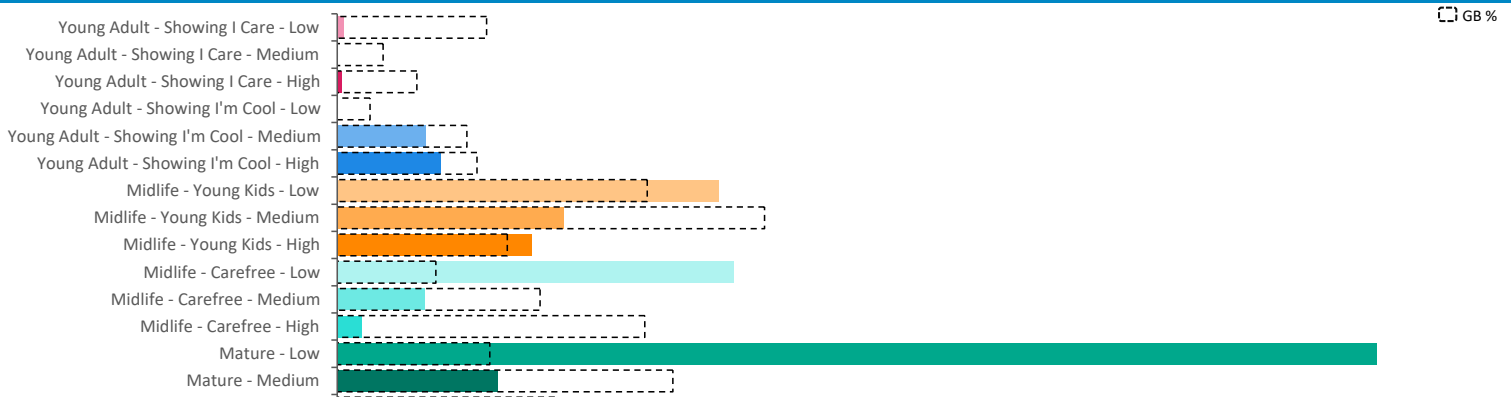
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## 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



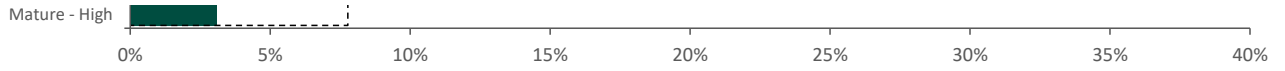


# Mobile Data Summary - Callum's Bar Johnstone



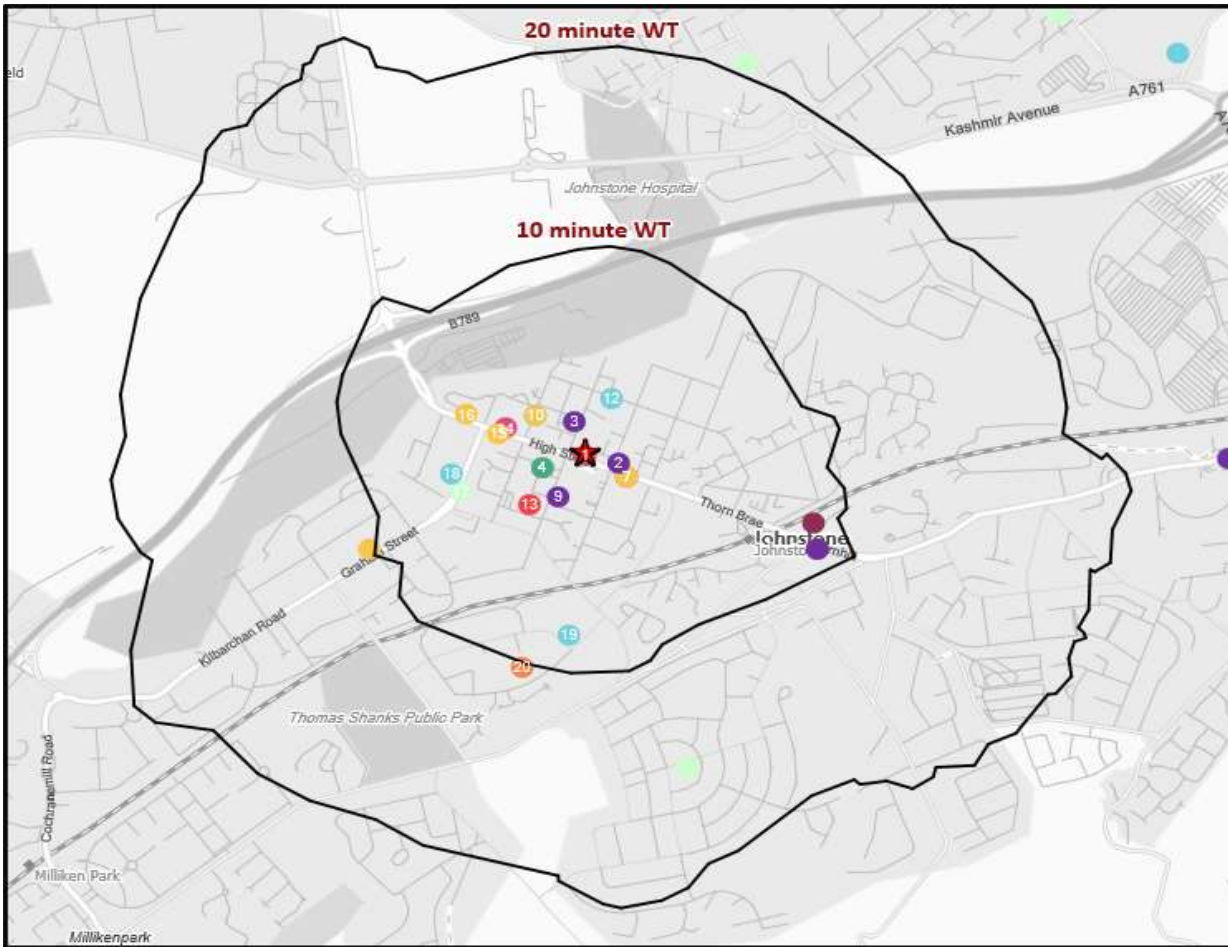
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## Time of Day/Day of Week



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	Callums	PA 5 8AH	Star Pubs & Bars	Family Pub Dining	0.0
2	Trattoria Roma	PA 5 8JX	Independent Free	Restaurants	0.1
3	Spice Garden	PA 5 8AY	Independent Free	Restaurants	0.1
4	Keystone	PA 5 8DT	Star Pubs & Bars	High Street Pub	0.1
4	Nip Inn	PA 5 8DT	Rosemount Taverns	High Street Pub	0.1
4	Papamacs Deli & Bistro	PA 5 8DT	Independent Free	Casual Dining	0.1
7	New Globe Bingo	PA 5 8JU	Independent Free	Large Venue	0.1
7	Globe Bar	PA 5 8JU	Independent Free	High Street Pub	0.1
9	Shimla Pinks	PA 5 8DP	Independent Free	Restaurants	0.1
10	Lodge Houston St Johnstone Social Club	PA 5 8AR	Independent Free	Clubland	0.1
10	Rennies	PA 5 8AR	Independent Free	High Street Pub	0.1
12	Lilybank Sports & Social Club	PA 5 8BQ	Independent Free	Clubland	0.1
13	Johnstone Town Hall	PA 5 8FA	Independent Free	Large Venue	0.1
14	Colliers	PA 5 8SG	Independent Free	Family Pub Dining	0.1
15	New County Inn	PA 5 8QG	Independent Free	High Street Pub	0.2
16	Twenty Ten	PA 5 8SP	Independent Free	High Street Pub	0.2
17	Paddock	PA 5 8QJ	Independent Free	Community Pub	0.2
18	United Services Club	PA 5 8QL	Independent Free	Clubland	0.2
19	Johnstone Bowling Club	PA 5 8LR	Independent Free	Clubland	0.3
20	Lynnhurst Hotel	PA 5 8LS	Manorview Hotels Ltd	Hotel	0.4