

# Catchment Summary - Wee Howff Paisley



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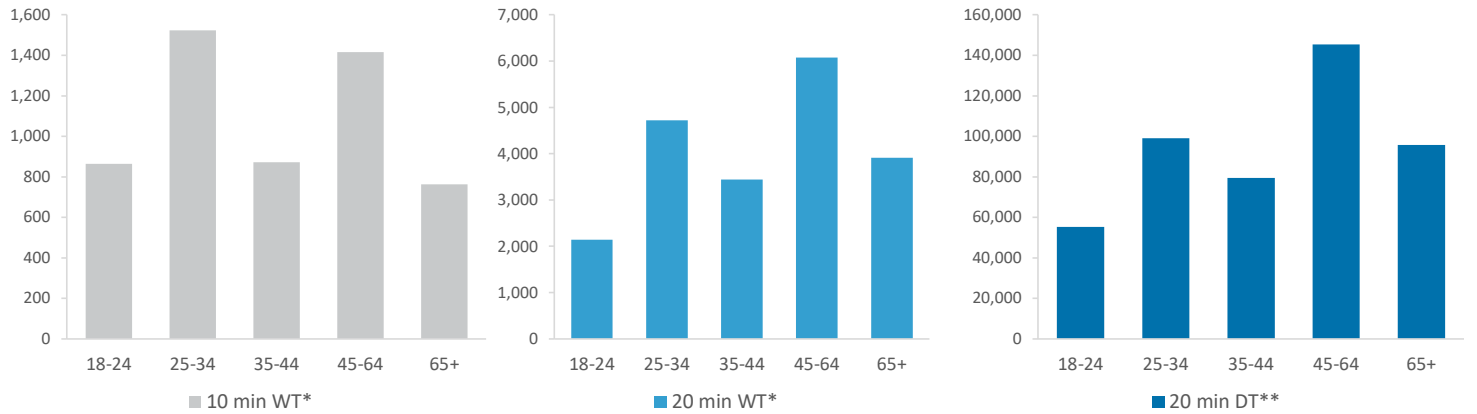
	<b>Over GB Average</b>
	<b>Around GB Average</b>
	<b>Under GB Average</b>

\*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		6,130	23,504	580,580	116	161	153
Adults 18+		5,437	20,299	474,890	125	114	159
Competition Pubs		39	64	601	260	200	166
Adults 18+ per Competition Pub		139	317	790	17	38	96
% Adults Likely to Drink		80.9%	81.2%	82.1%	98	98	100
Affluence	Low	53.2%	51.2%	42.7%	207	199	166
	Medium	31.3%	30.8%	24.9%	80	78	63
	High	12.1%	16.5%	31.1%	36	49	93
Age Profile	18-24	864	2,143	55,351	174	112	118
	25-34	1,523	4,718	99,076	187	151	128
	35-44	871	3,445	79,461	110	114	106
	45-64	1,415	6,077	145,346	90	101	98
	65+	764	3,916	95,656	65	87	86

Population & Adults 18+ index is based on all pubs

\*Affluence does not include Not Private Households



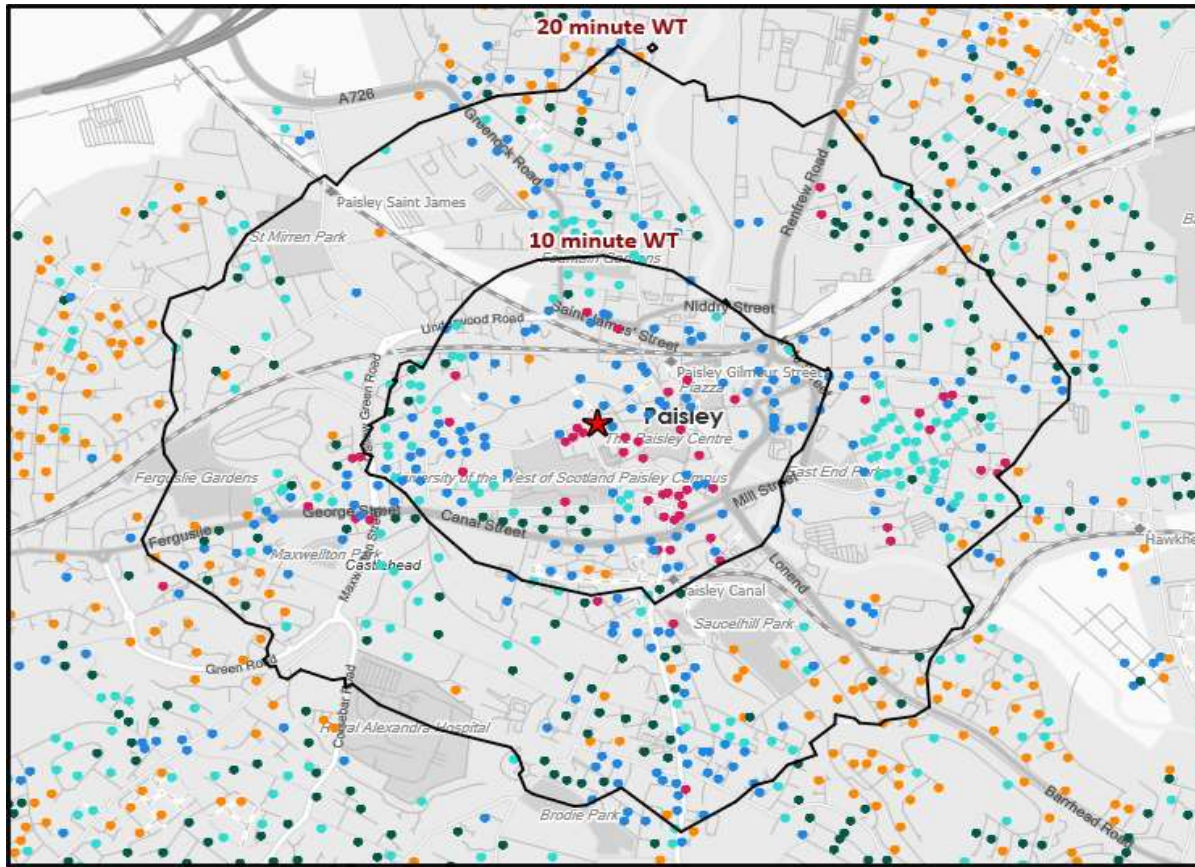
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,206 (52%)	11,987 (51%)	284,061 (49%)	106	103	99
	Female	2,924 (48%)	11,517 (49%)	296,519 (51%)	94	97	101
Economic Status (16-74)	Employed: Full-time	2,053 (40%)	7,823 (42%)	182,133 (41%)	95	100	99
	Employed: Part-time	451 (9%)	1,948 (10%)	50,446 (11%)	67	80	88
	Self employed	196 (4%)	823 (4%)	26,859 (6%)	40	46	64
	Unemployed	264 (5%)	858 (5%)	13,493 (3%)	215	193	128
	Retired	485 (9%)	2,219 (12%)	56,725 (13%)	68	86	93
Other		1,724 (33%)	5,086 (27%)	113,177 (26%)	169	137	130
Total Worker Count		6,404	16,996	310,426			

See the Glossary page for further information on the above variables

# Polaris Summary - Wee Howff Paisley



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Data Source © 2020 TomTom

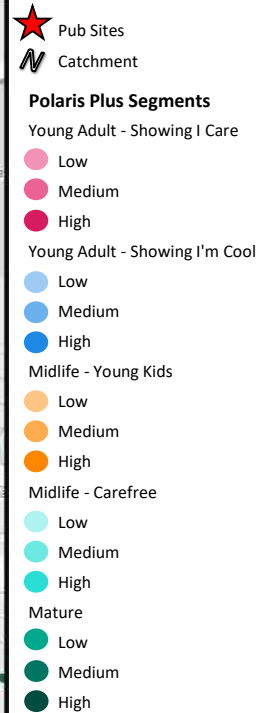
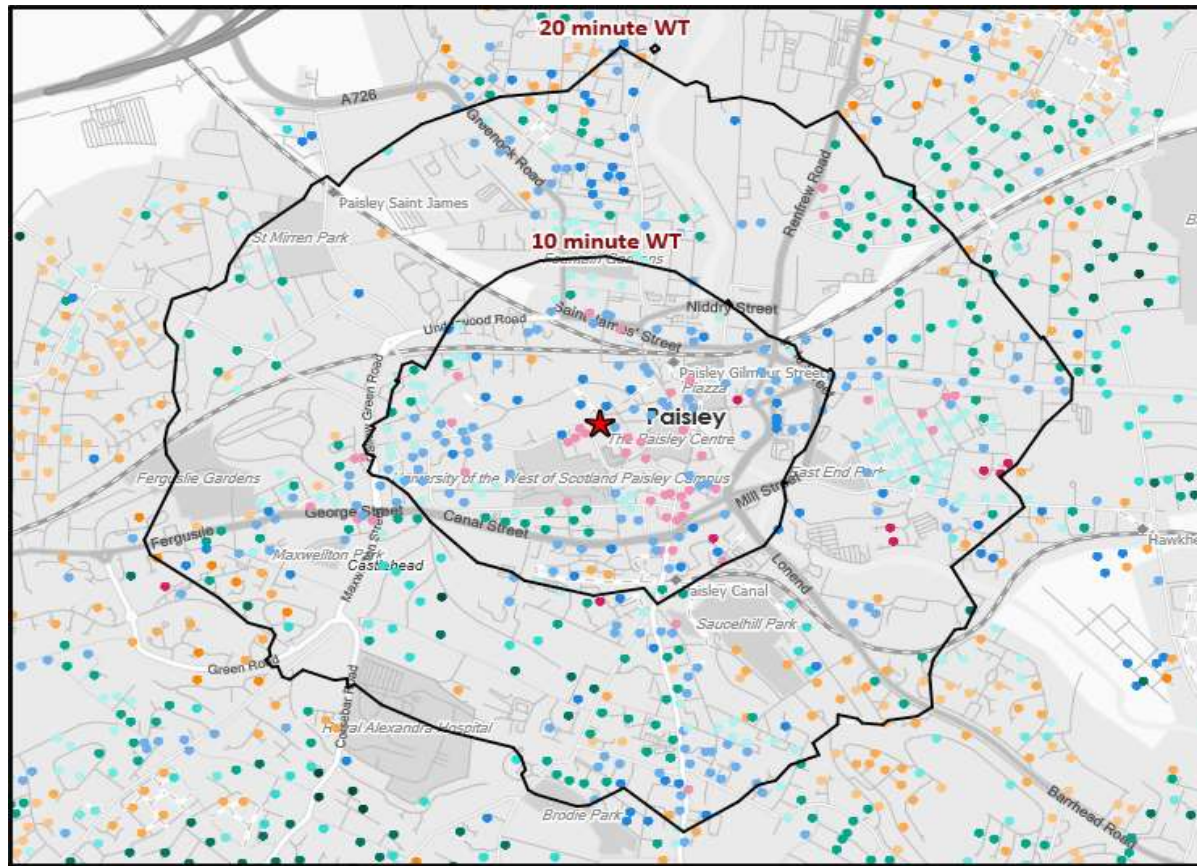


- ★ Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	1,303	2,365	55,697	269	131	131
Young Adult - Showing I'm Cool	2,210	6,939	72,041	442	371	165
Midlife - Young Kids	100	1,804	129,307	6	28	87
Midlife - Carefree	994	5,114	109,699	87	120	110
Mature	648	3,792	102,026	43	67	77
<b>Not Private Households</b>	182	285	6,120	233	98	90
<b>Total</b>	5,437	20,299	474,890			



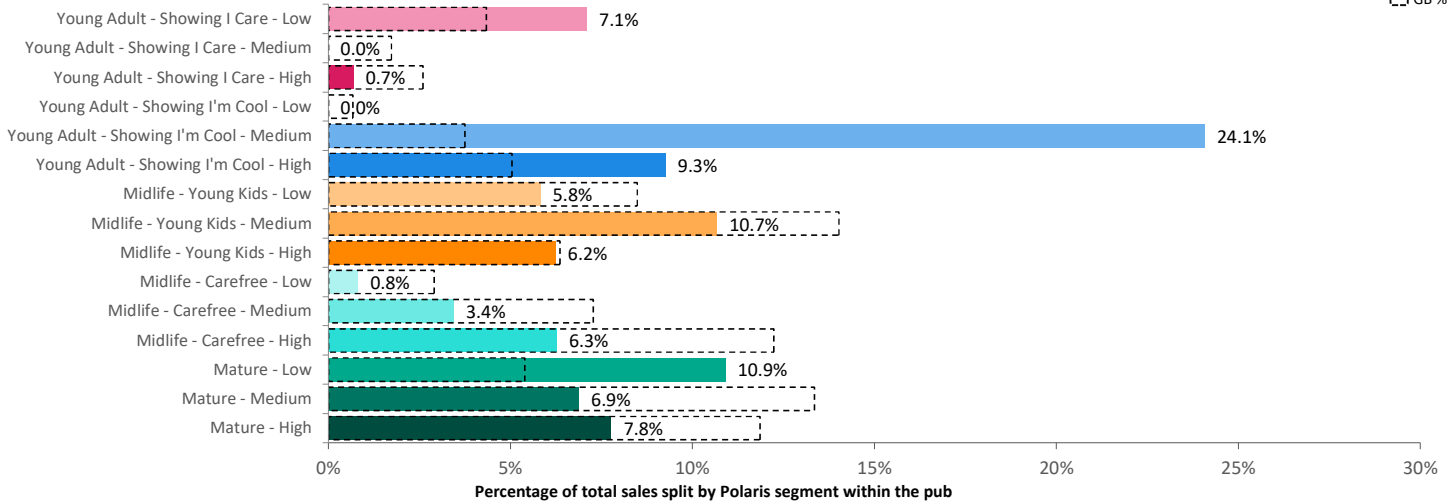
Polaris Plus Profile by Catchment

\*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	1,251	1,847	50,301	549	217	253
Medium	0	0	705	0	0	11
High	52	518	4,691	28	76	29
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	354	0	0	7
Medium	1,602	4,819	24,830	797	642	141
High	608	2,120	46,857	250	233	220
<b>Midlife - Young Kids</b>						
Low	0	519	48,601	0	23	92
Medium	100	1,096	52,193	12	36	74
High	0	189	28,513	0	17	111
<b>Midlife - Carefree</b>						
Low	994	4,565	46,215	538	661	286
Medium	0	52	16,884	0	4	53
High	0	497	46,600	0	22	90
<b>Mature</b>						
Low	648	3,464	57,094	201	287	203
Medium	0	295	23,688	0	11	39
High	0	33	21,244	0	2	48
<b>Not Private Households</b>	182	285	6,120	233	98	90
<b>Total</b>	5,437	20,299	474,890			

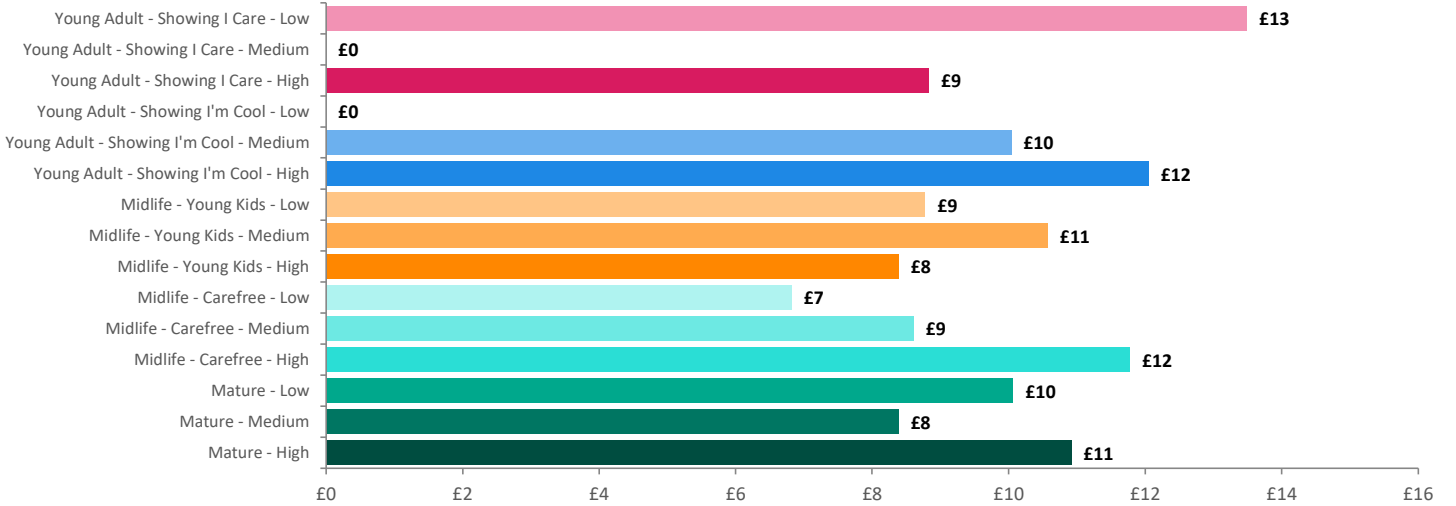
Spend by Polaris

GB %



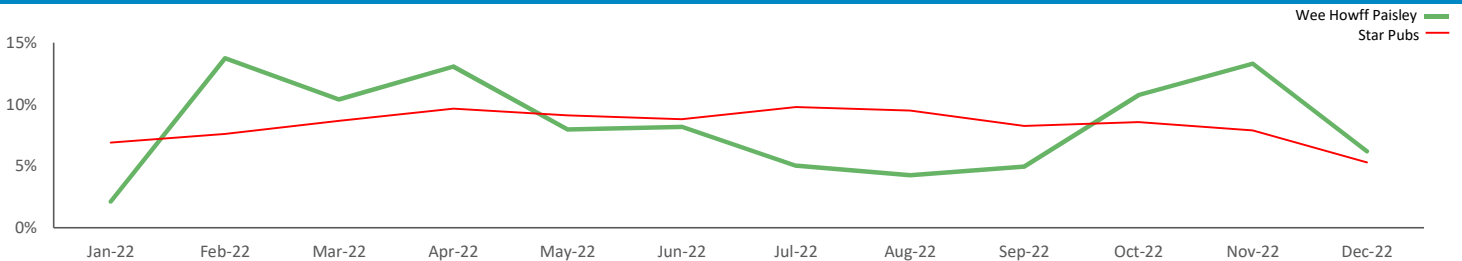
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris



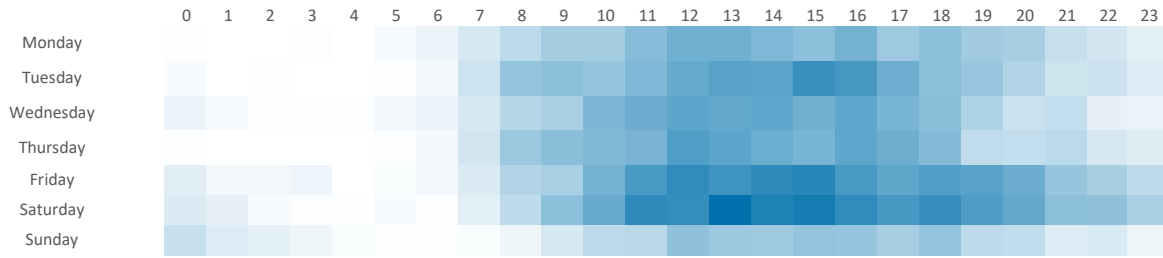
Average transaction value of sales (£) within the pub split by Polaris

Spend by Month



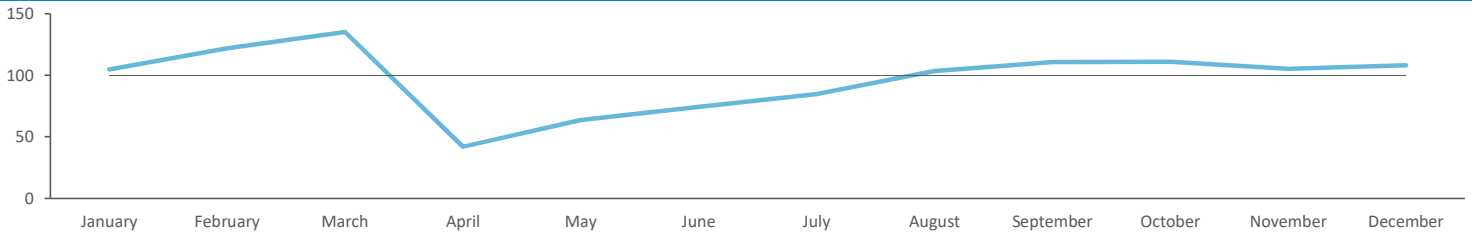


Time of Day/Day of Week



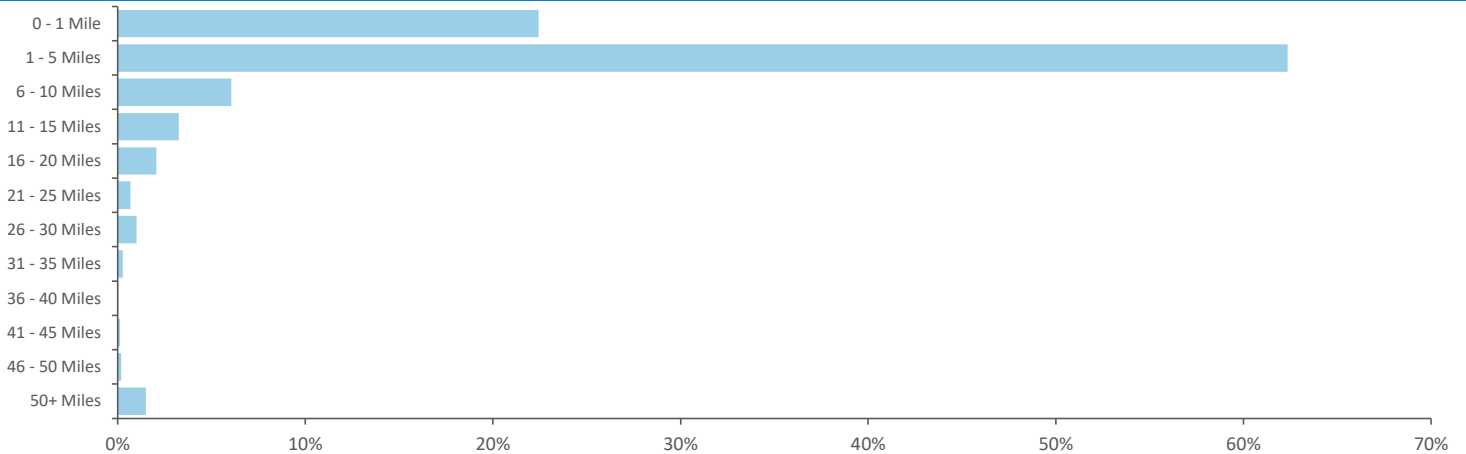
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



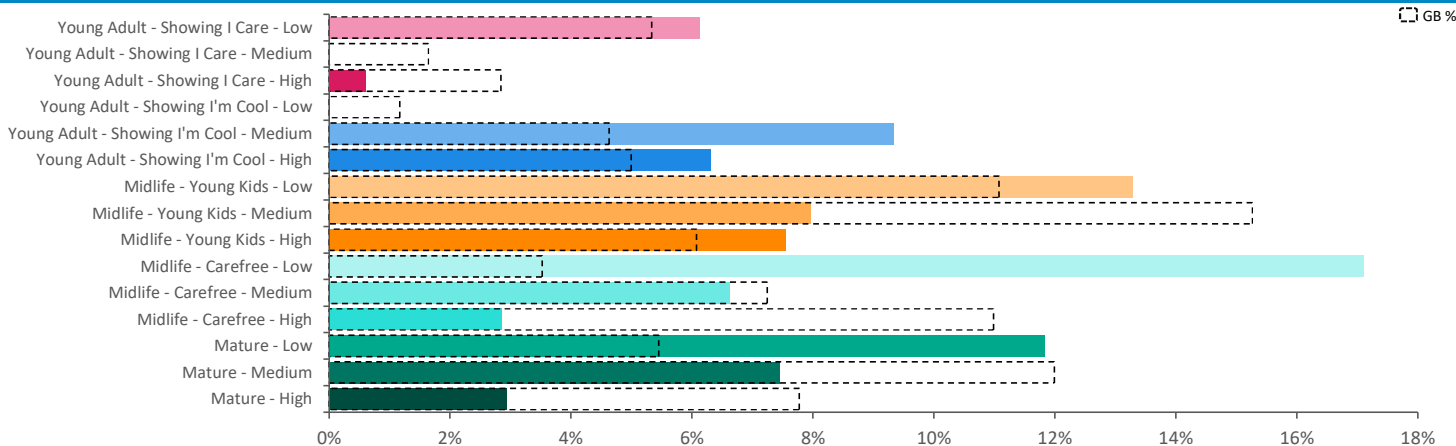
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

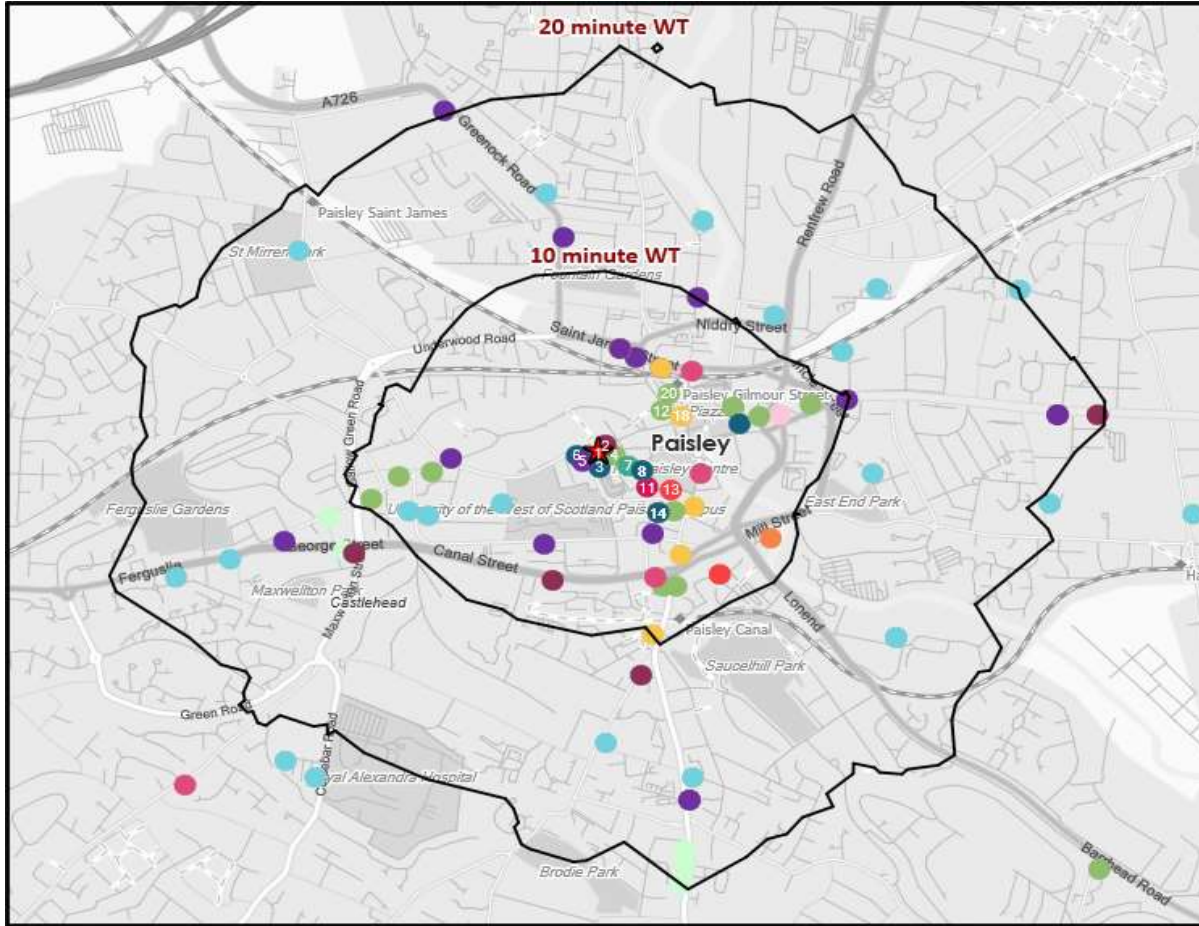


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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

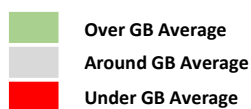
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Wee Howff	PA 1 2AN	Star Pubs & Bars	Circuit Bar	0.0
2	Ugly Duck	PA 1 2DQ	Independent Free	Premium Local	0.0
3	University of Paisley	PA 1 2HB	Independent Free	ABOS	0.0
4	Hogshead	PA 1 2AH	Unknown	Circuit Bar	0.0
5	Cardosis Restaurant & Grill	PA 1 2AR	Independent Free	Restaurants	0.0
6	De Beers	PA 1 2AS	Independent Free	ABOS	0.0
7	Gantry	PA 1 1XY	Independent Free	Casual Dining	0.1
8	Bull Inn	PA 1 1XU	Stonegate Pub Company	Circuit Bar	0.1
8	Barga Paisley	PA 1 1XU	Independent Free	High Street Pub	0.1
8	Hashtag Bar	PA 1 1XU	Independent Free	ABOS	0.1
11	Viennas	PA 1 1YB	3D Entertainment Group	Night Club	0.1
12	Club Bar	PA 1 1BE	Independent Free	Circuit Bar	0.2
13	Paisley Arts Centre	PA 1 1EZ	Independent Free	Large Venue	0.2
14	Bar Pre	PA 1 1YD	Independent Free	High Street Pub	0.2
14	Jam Jar	PA 1 1YD	Independent Free	Restaurants	0.2
14	Bungalow	PA 1 1YD	Independent Free	High Street Pub	0.2
14	Lane	PA 1 1YD	Independent Free	ABOS	0.2
18	Bankhouse	PA 1 1DD	Independent Free	GPGF	0.2
18	Burger & Keg	PA 1 1DD	Independent Free	High Street Pub	0.2
20	Last Post	PA 1 1BP	Wetherspoons GB	Circuit Bar	0.2

# Per Pub Analysis - Wee Howff Paisley



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5,437	20,299	474,890
Number of Competition Pubs	39	64	601
Adults 18+ per Competition Pub	139	317	790

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	680	12.5%	123
Circuit Bar	398	7.3%	200
Community Pub	846	15.6%	90
Craft Led	411	7.6%	239
Great Pub Great Food	550	10.1%	53
High Street Pub	933	17.2%	99
Premium Local	443	8.1%	46

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	2,365	11.6%	114
Circuit Bar	1,176	5.8%	158
Community Pub	3,249	16.0%	92
Craft Led	1,295	6.4%	202
Great Pub Great Food	2,314	11.4%	59
High Street Pub	3,276	16.1%	93
Premium Local	1,723	8.5%	48

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	51,811	10.9%	107
Circuit Bar	20,418	4.3%	117
Community Pub	90,396	19.0%	110
Craft Led	17,842	3.8%	119
Great Pub Great Food	76,265	16.1%	84
High Street Pub	87,237	18.4%	106
Premium Local	61,703	13.0%	74

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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low  <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1, 5.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium  <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2, 5.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High  <b>Polaris Plus Segments:</b> 1.3, 2.3, 3.3, 4.3, 5.3</p>																		
Age Profile	Counts of residents by Age band																		
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</p> <p><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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																		
<b>Polaris Segmentation</b>																			
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																			
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">'Showing I Care' Young Adults</th> <th style="background-color: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b050; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer insight</td> <td style="border: 1px dashed #ccc; padding: 5px;">                     18-34 year olds  <i>Conscious choices on sustainability and health</i>                       "With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."                 </td> <td style="border: 1px dashed #ccc; padding: 5px;">                     18-34 year olds  <i>Looking good and discovering what's new</i>                       "Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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Nothing too flashy as I still have the rent to pay."	35-54 year olds <i>Children under 12 at home</i>  "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."	35-54 year olds <i>No children under 12 at home</i>  "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."	55+ year olds  "I'm comfortable with my own choices and mostly stick to what I know and like.  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<b>Licensed Premises</b>																			
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.																			
<b>Competition Pubs</b>																			
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.																			
<b>Mobile data</b>																			
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.																			
<b>Acorn</b>																			
Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 6 categories, 18 groups and 62 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.																			
<b>Transactional data</b>																			
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.																			