

# Catchment Summary - Park Bar Glasgow



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

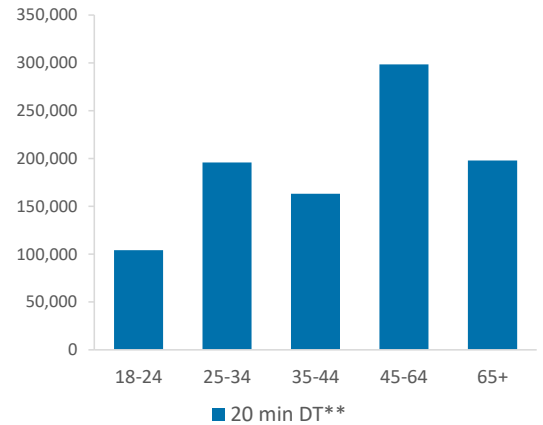
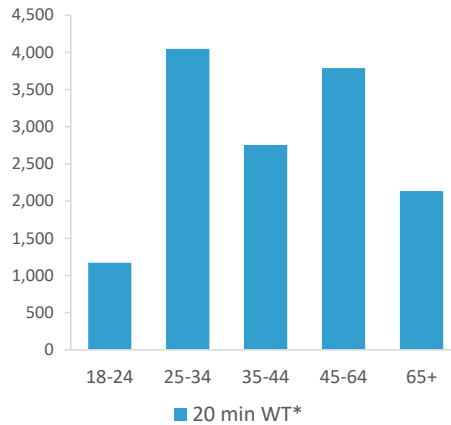
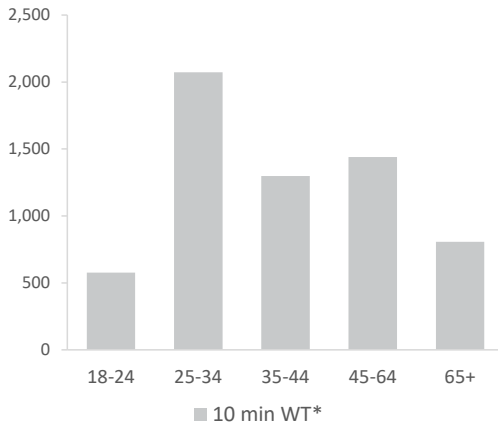
|                                | Catchment Size (Counts) |            |             | Index vs GB Average |            |             |
|--------------------------------|-------------------------|------------|-------------|---------------------|------------|-------------|
|                                | 10 min WT*              | 20 min WT* | 20 min DT** | 10 min WT*          | 20 min WT* | 20 min DT** |
| Population                     | 7,312                   | 16,441     | 1,178,406   | 138                 | 113        | 311         |
| Adults 18+                     | 6,195                   | 13,893     | 959,661     | 142                 | 78         | 321         |
| Competition Pubs               | 9                       | 16         | 1,033       | 60                  | 50         | 285         |
| Adults 18+ per Competition Pub | 688                     | 868        | 929         | 83                  | 105        | 113         |
| % Adults Likely to Drink       | 81.5%                   | 81.5%      | 82.0%       | 99                  | 99         | 99          |

Population & Adults 18+ index is based on all pubs

| Affluence | Low    | 50.3% | 47.6% | 43.0% | 196 | 185 | 167 |
|-----------|--------|-------|-------|-------|-----|-----|-----|
|           | Medium | 25.1% | 20.7% | 26.7% | 64  | 52  | 68  |
|           | High   | 20.4% | 28.0% | 29.0% | 61  | 84  | 86  |

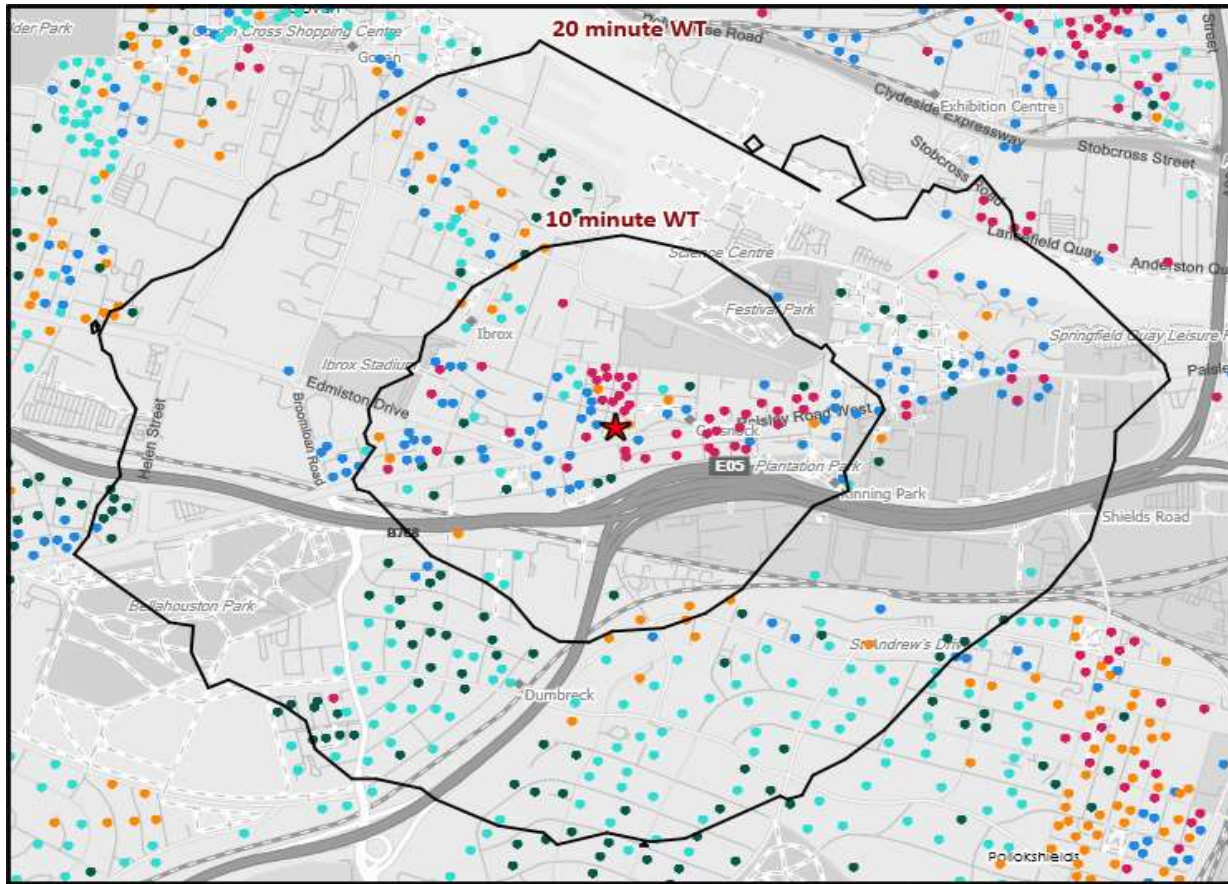
\*Affluence does not include Not Private Households

| Age Profile | 18-24 | 577   | 1,171 | 104,194 | 97  | 88  | 109 |
|-------------|-------|-------|-------|---------|-----|-----|-----|
|             | 25-34 | 2,073 | 4,047 | 195,903 | 213 | 185 | 125 |
|             | 35-44 | 1,298 | 2,755 | 163,147 | 138 | 130 | 108 |
|             | 45-64 | 1,440 | 3,787 | 298,537 | 77  | 90  | 99  |
|             | 65+   | 807   | 2,133 | 197,880 | 58  | 68  | 88  |



|                         | 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                    | 4,033 (55%) | 8,874 (54%) | 574,424 (49%)       | 112        | 109         | 99  |
|                         | Female                  | 3,279 (45%) | 7,567 (46%) | 603,982 (51%)       | 89         | 91          | 101 |
| Economic Status (16-74) |                         |             |             |                     |            |             |     |
|                         | Employed: Full-time     | 2,432 (41%) | 5,366 (41%) | 367,965 (41%)       | 99         | 98          | 99  |
|                         | Employed: Part-time     | 566 (10%)   | 1,234 (9%)  | 103,290 (12%)       | 74         | 72          | 89  |
|                         | Self employed           | 379 (6%)    | 975 (7%)    | 53,620 (6%)         | 67         | 77          | 63  |
|                         | Unemployed              | 275 (5%)    | 526 (4%)    | 28,304 (3%)         | 197        | 168         | 133 |
|                         | Retired                 | 449 (8%)    | 1,319 (10%) | 118,210 (13%)       | 55         | 73          | 96  |
|                         | Other                   | 1,791 (30%) | 3,756 (29%) | 222,668 (25%)       | 154        | 145         | 126 |
| Total Worker Count      |                         | 5,939       | 11,936      | 532,226             |            |             |     |

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   | 2,075            | 2,941      | 92,692      | 375                 | 237        | 108         |
| Young Adult - Showing I'm Cool | 2,377            | 4,123      | 137,557     | 417                 | 323        | 156         |
| Midlife - Young Kids           | 519              | 1,353      | 280,912     | 27                  | 31         | 93          |
| Midlife - Carefree             | 638              | 2,489      | 224,184     | 49                  | 85         | 111         |
| Mature                         | 324              | 2,463      | 211,292     | 19                  | 63         | 79          |
| <b>Not Private Households</b>  | 262              | 524        | 13,024      | 294                 | 262        | 94          |
| <b>Total</b>                   | 6,195            | 13,893     | 959,661     |                     |            |             |

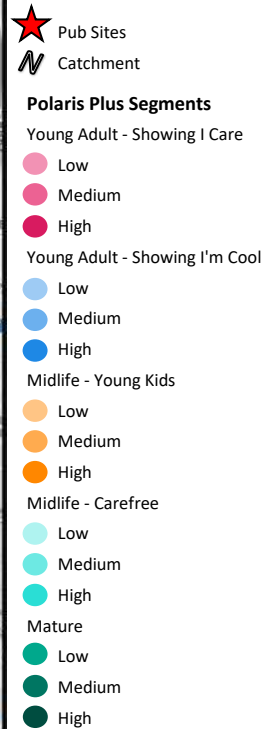
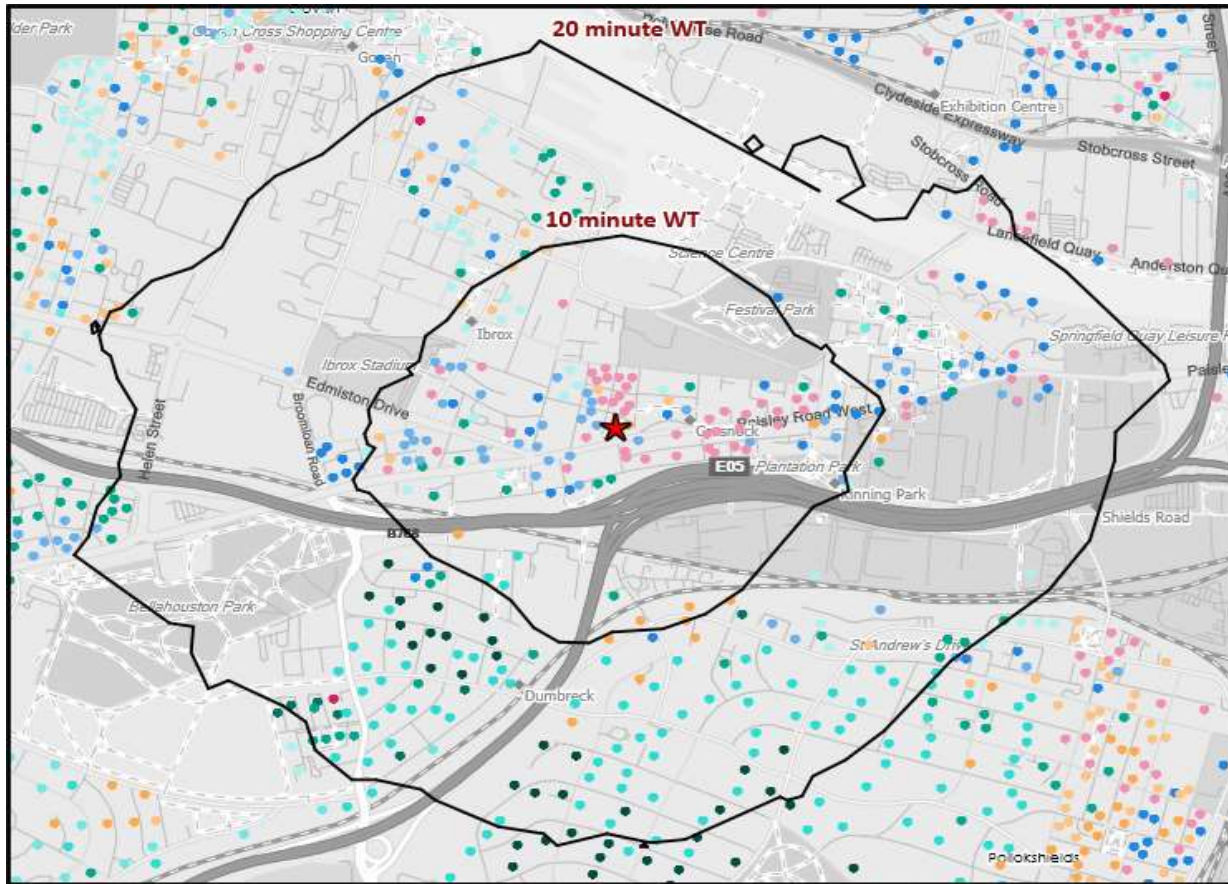
# Polaris Summary - Park Bar Glasgow



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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** |
| <b>Young Adult - Showing I Care</b>   |                  |            |             |                     |            |             |
| Low                                   | 2,075            | 2,871      | 80,668      | 799                 | 493        | 200         |
| Medium                                | 0                | 0          | 2,884       | 0                   | 0          | 22          |
| High                                  | 0                | 70         | 9,140       | 0                   | 15         | 28          |
| <b>Young Adult - Showing I'm Cool</b> |                  |            |             |                     |            |             |
| Low                                   | 0                | 0          | 354         | 0                   | 0          | 4           |
| Medium                                | 1,302            | 1,961      | 56,109      | 568                 | 382        | 158         |
| High                                  | 1,075            | 2,162      | 81,094      | 388                 | 348        | 189         |
| <b>Midlife - Young Kids</b>           |                  |            |             |                     |            |             |
| Low                                   | 269              | 704        | 117,941     | 39                  | 46         | 111         |
| Medium                                | 250              | 649        | 107,756     | 27                  | 31         | 75          |
| High                                  | 0                | 0          | 55,215      | 0                   | 0          | 107         |
| <b>Midlife - Carefree</b>             |                  |            |             |                     |            |             |
| Low                                   | 450              | 1,153      | 98,253      | 214                 | 244        | 301         |
| Medium                                | 0                | 143        | 36,373      | 0                   | 15         | 56          |
| High                                  | 188              | 1,193      | 89,558      | 28                  | 79         | 85          |
| <b>Mature</b>                         |                  |            |             |                     |            |             |
| Low                                   | 321              | 1,879      | 115,111     | 87                  | 228        | 202         |
| Medium                                | 3                | 117        | 53,293      | 0                   | 7          | 44          |
| High                                  | 0                | 467        | 42,888      | 0                   | 36         | 48          |
| <b>Not Private Households</b>         | 262              | 524        | 13,024      | 294                 | 262        | 94          |

# Polaris Summary - Park Bar Glasgow



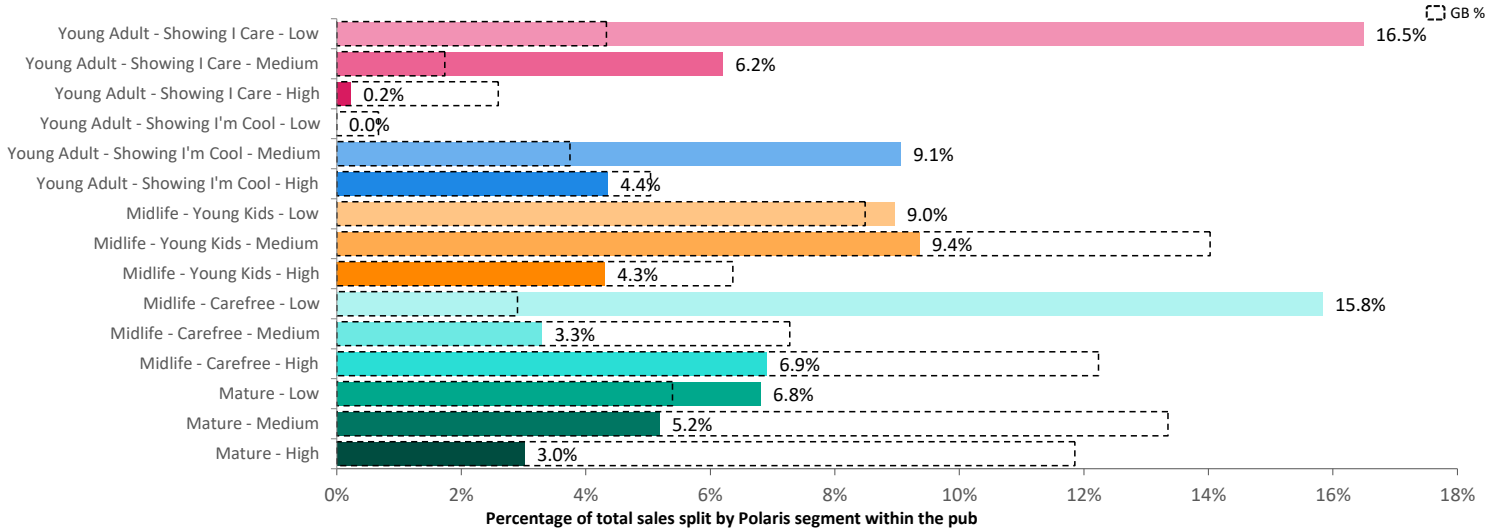
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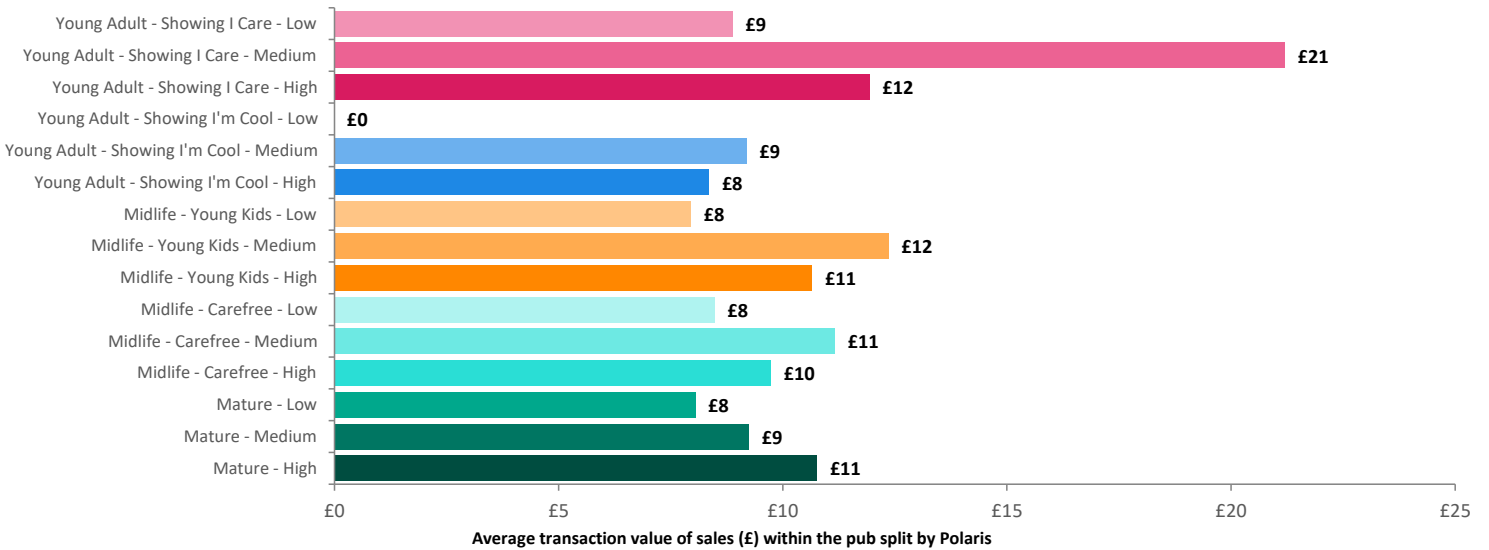
★ Pub Sites

Total 6,195 13,893 959,661

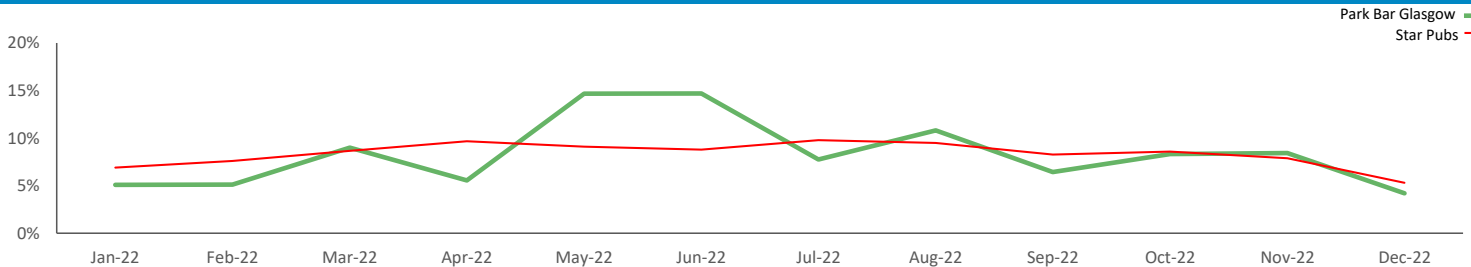
Spend by Polaris



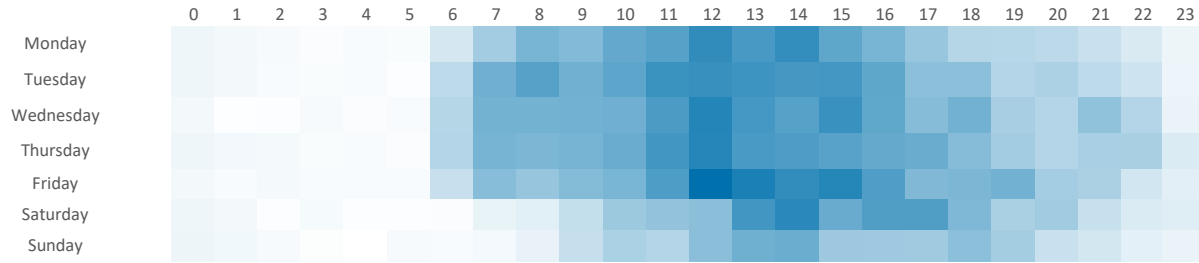
Average Transaction Values (£) by Polaris



Spend by Month

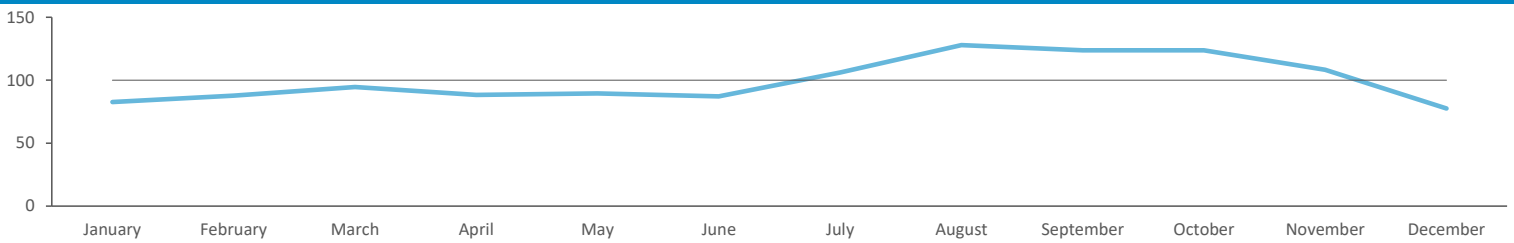


## Time of Day/Day of Week



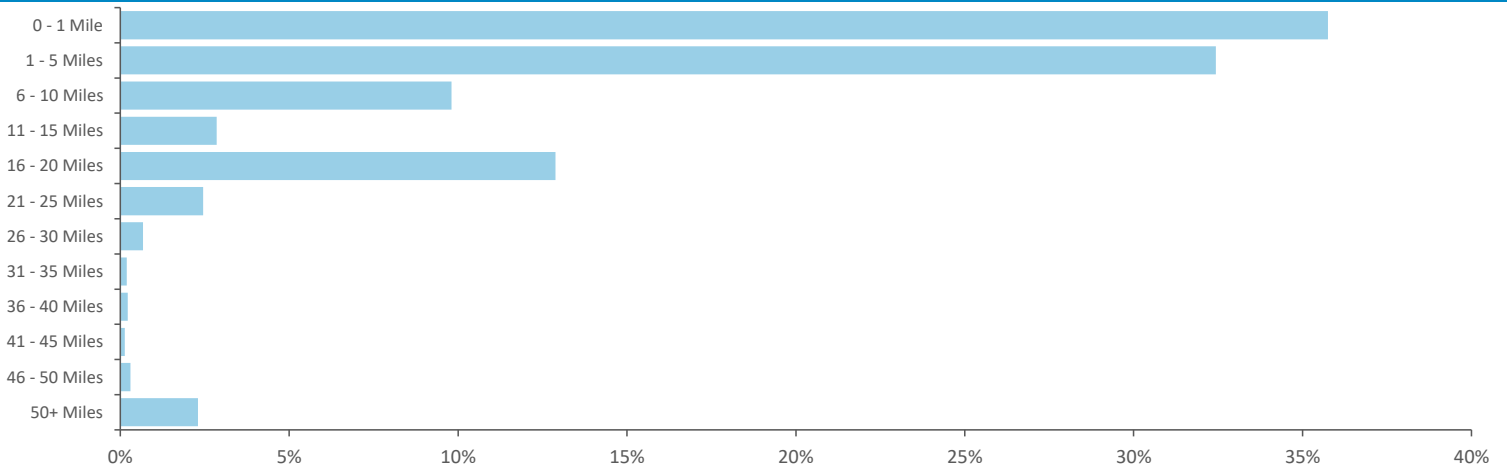
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Index by Month



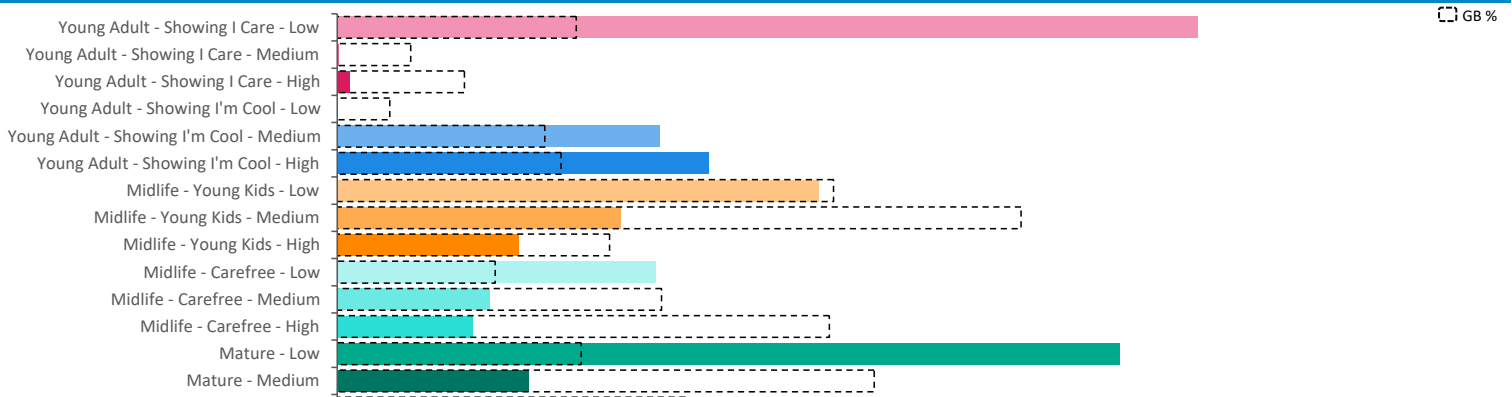
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

## 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 - Park Bar Glasgow



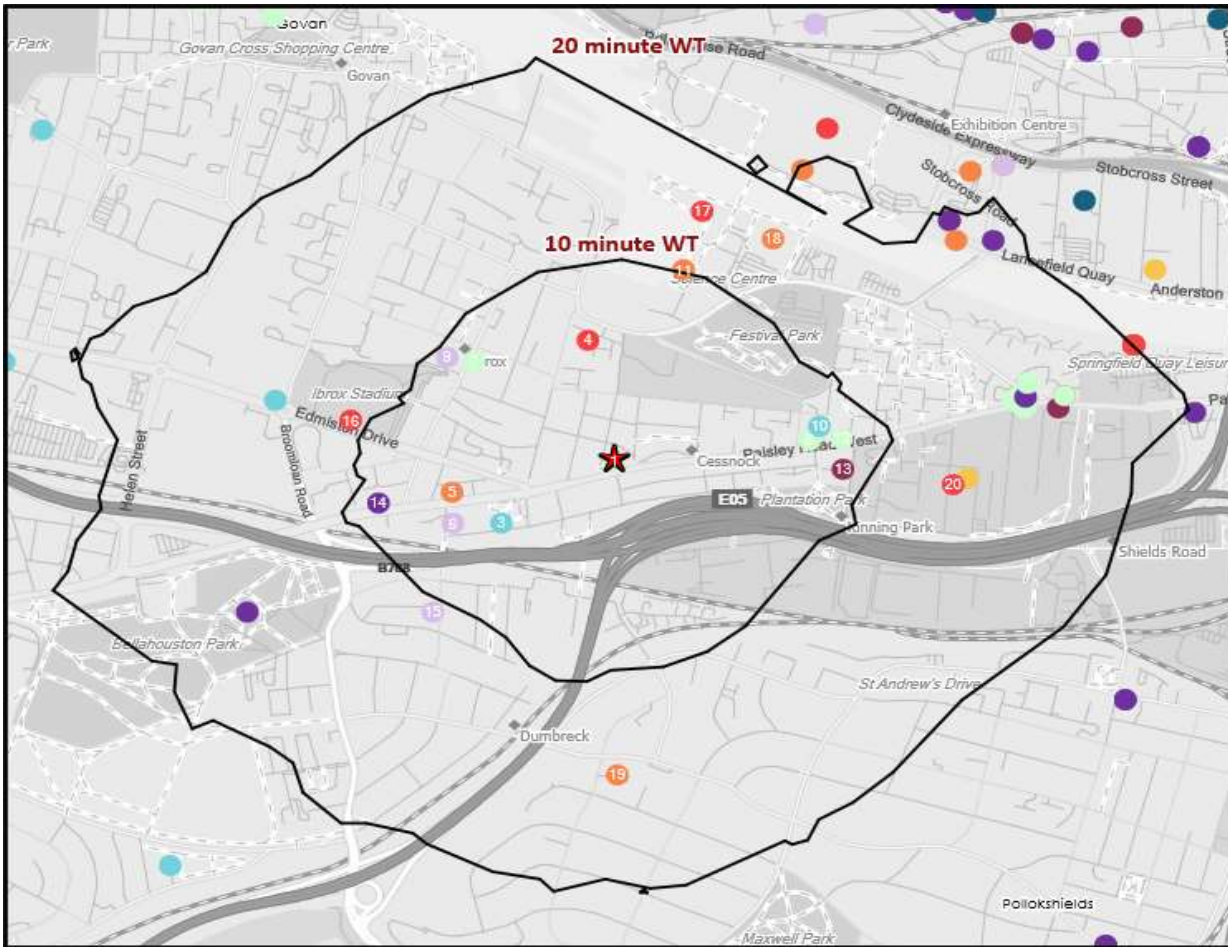
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## Time of Day/Day of Week



**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    | Park Bar                      | G 51 1BE | Star Pubs & Bars           | Community Pub | 0.0              |
| 1    | Kensington Bar                | G 51 1BE | Admiral Taverns Ltd        | Community Pub | 0.0              |
| 3    | Neptune Social Club           | G 51 1QP | Independent Free           | Clubland      | 0.2              |
| 4    | Big Feed                      | G 51 2SE | Independent Free           | Large Venue   | 0.2              |
| 5    | Go Glasgow                    | G 51 1RN | Compass Hotels Ltd         | Hotel         | 0.3              |
| 6    | Rolls-Royce Foremens Club     | G 41 5DF | Independent Free           | Sports Clubs  | 0.3              |
| 7    | Louden Tavern                 | G 51 2SL | *Other Small Retail Groups | Community Pub | 0.3              |
| 8    | District Bar                  | G 51 1BS | Star Pubs & Bars           | Community Pub | 0.3              |
| 9    | Corkerhill 1426 Social Club   | G 51 2UZ | Independent Free           | Sports Clubs  | 0.3              |
| 10   | Blue Star Social Club         | G 51 1DP | Independent Free           | Clubland      | 0.4              |
| 11   | Premier Inn                   | G 51 1DZ | Whitbread                  | Hotel         | 0.4              |
| 12   | Grapes Bar                    | G 51 1BU | G1 Group                   | Community Pub | 0.4              |
| 13   | Bellrock                      | G 41 1AQ | Trust Inns Limited         | Premium Local | 0.4              |
| 14   | Indian Brasserie              | G 51 1RF | Independent Free           | Restaurants   | 0.4              |
| 15   | Tradeston Ex-Servicemens Club | G 41 5BY | Independent Free           | Sports Clubs  | 0.4              |
| 16   | Glasgow Rangers Football Club | G 51 2XD | Independent Free           | Large Venue   | 0.5              |
| 17   | Glasgow Science Centre        | G 51 1EA | Independent Free           | Large Venue   | 0.5              |
| 18   | Village                       | G 51 1DA | KSL Capital Partners       | Hotel         | 0.5              |
| 19   | Sherbrooke Castle Hotel       | G 41 4PG | Independent Free           | Hotel         | 0.6              |
| 20   | Wonder World                  | G 41 1EE | Independent Free           | Large Venue   | 0.6              |