

Catchment Summary - Spateston Inn Johnstone

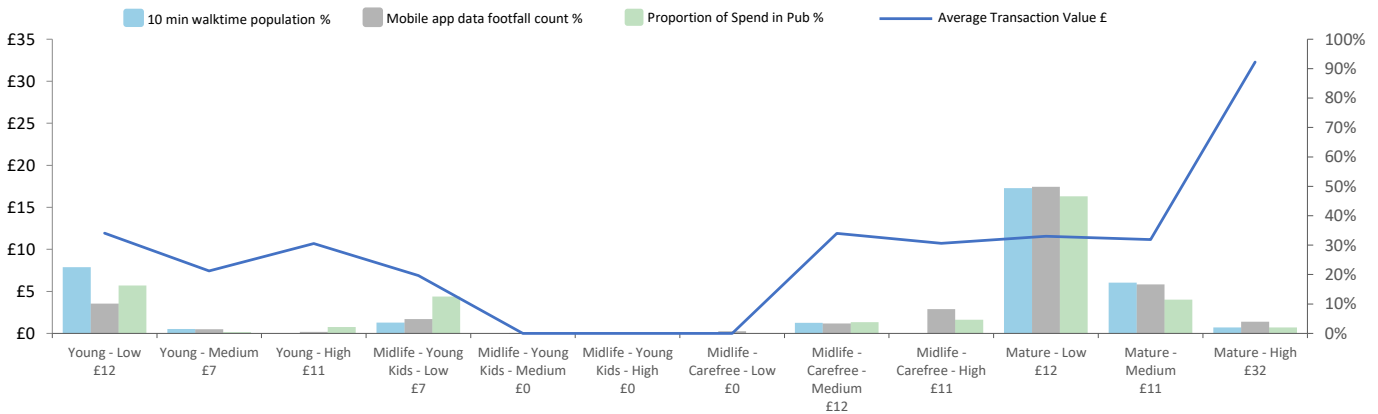
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625991	Spateston Inn Johnstone	PA 5 0SA	Star Pubs & Bars	Community Pub	11



- ★ 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

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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

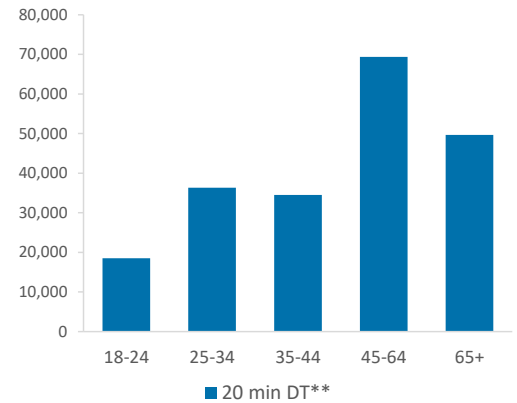
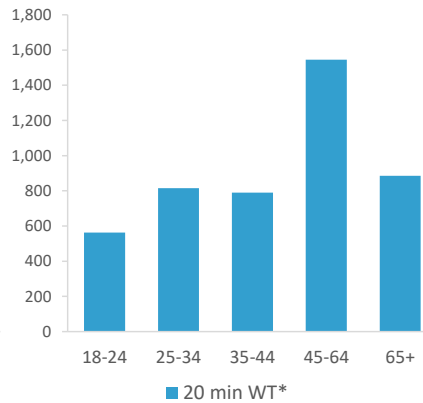
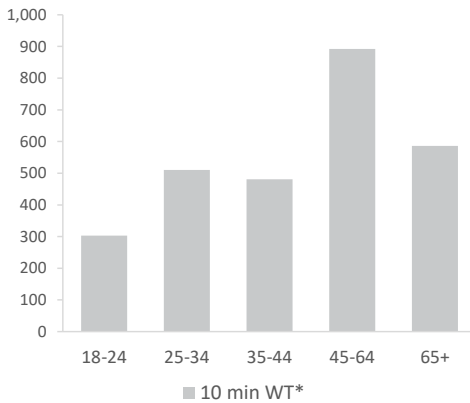
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	3,616	6,117	254,300	67	33	58
Adults 18+	2,772	4,598	208,336	62	30	60
Competition Pubs	2	3	232	11	8	56
Adults 18+ per Competition Pub	1,386	1,533	898	161	178	105
% Adults Likely to Drink	75.7%	74.1%	77.7%	99	97	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	75.6%	76.5%	55.4%	227	230	167
	Medium	22.3%	19.4%	26.5%	58	51	69
	High	2.0%	4.1%	16.5%	7	15	61

*Affluence does not include Not Private Households

Age Profile	18-24	303	563	18,511	103	113	89
	25-34	510	815	36,322	106	100	107
	35-44	481	790	34,483	100	98	102
	45-64	892	1,545	69,364	96	98	106
	65+	586	885	49,656	84	75	102



	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	1,654 (46%)	2,883 (47%)	123,799 (49%)	93	96	99
	Female	1,962 (54%)	3,234 (53%)	130,501 (51%)	106	104	101
Economic Status (16+)	Employed: Full-time	1,107 (39%)	1,736 (36%)	81,721 (38%)	112	105	111
	Employed: Part-time	346 (12%)	613 (13%)	24,439 (11%)	102	108	96
	Self employed	132 (5%)	201 (4%)	10,446 (5%)	50	46	53
	Unemployed	66 (2%)	145 (3%)	5,259 (2%)	83	110	89
	Full-time student	79 (3%)	135 (3%)	7,350 (3%)	116	119	145
	Retired	699 (24%)	1,062 (22%)	51,638 (24%)	112	102	110
	Other	433 (15%)	889 (19%)	32,791 (15%)	87	107	88
Total Worker Count		305	858	128,049			

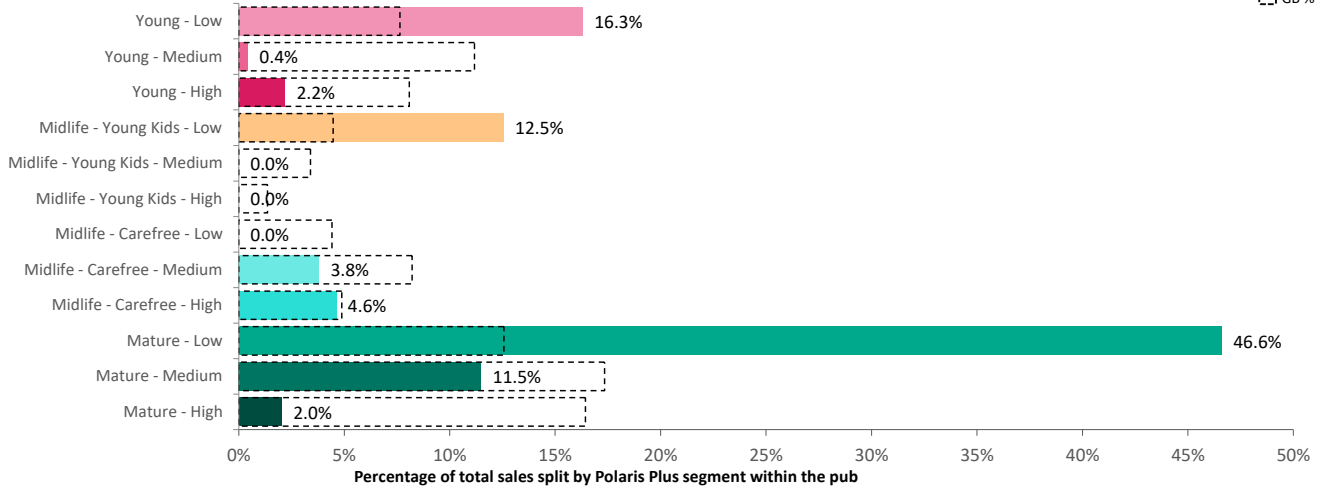
See the Glossary page for further information on the above variables

Transactional Data Summary - Spateston Inn Johnstone

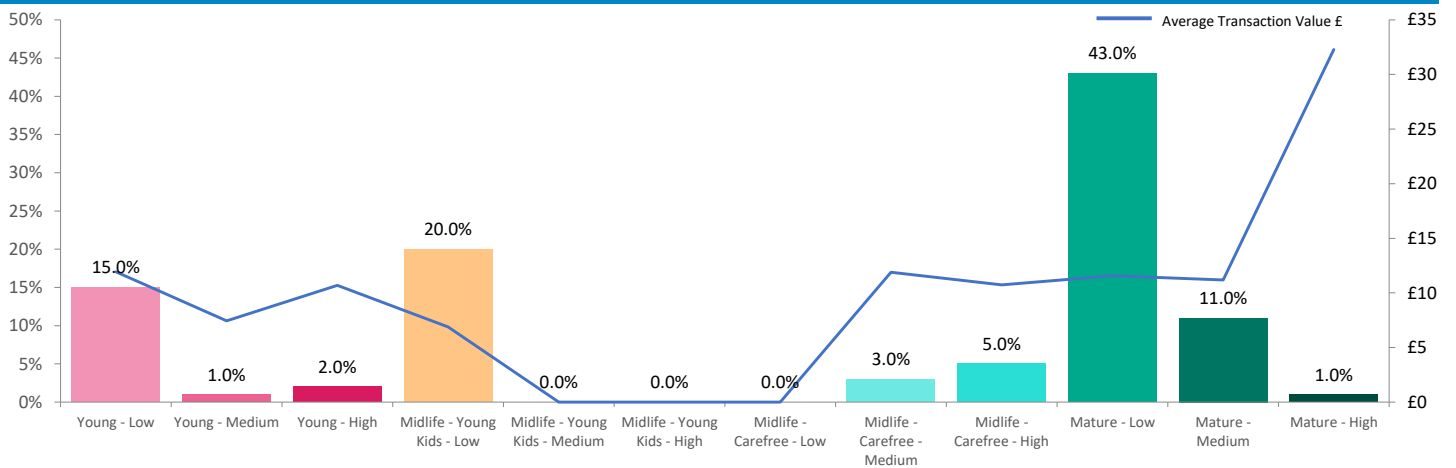


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Spend by Polaris Plus

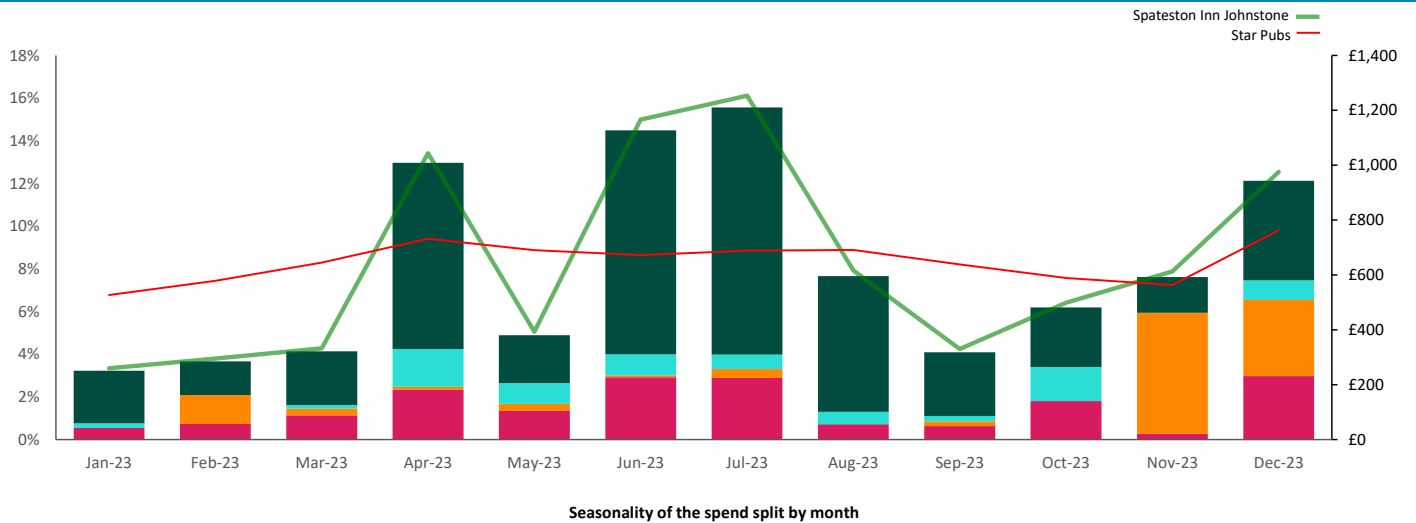


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

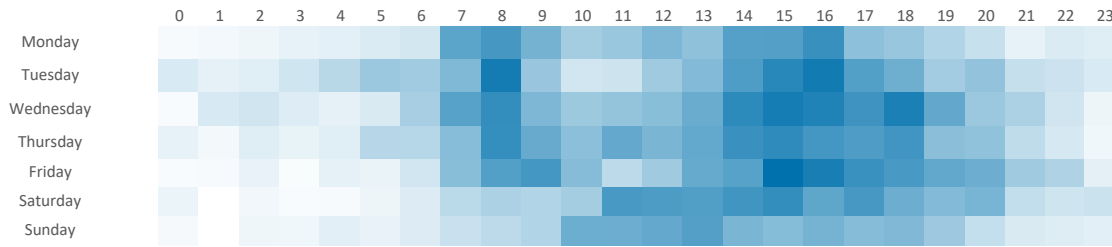


Mobile Data Summary - Spateston Inn Johnstone



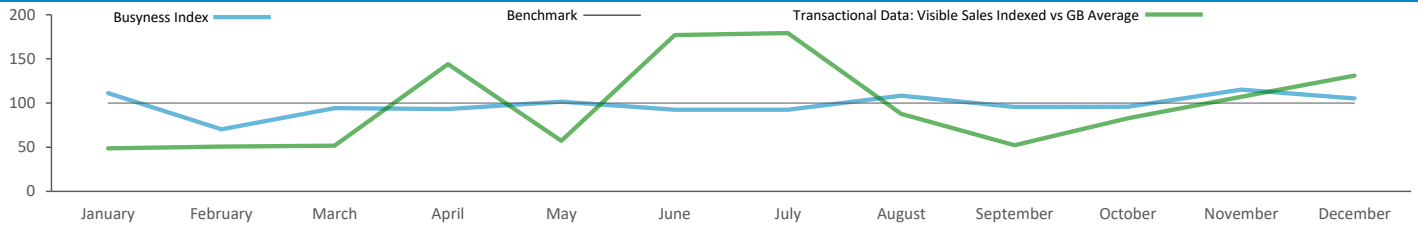
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Time of Day/Day of Week



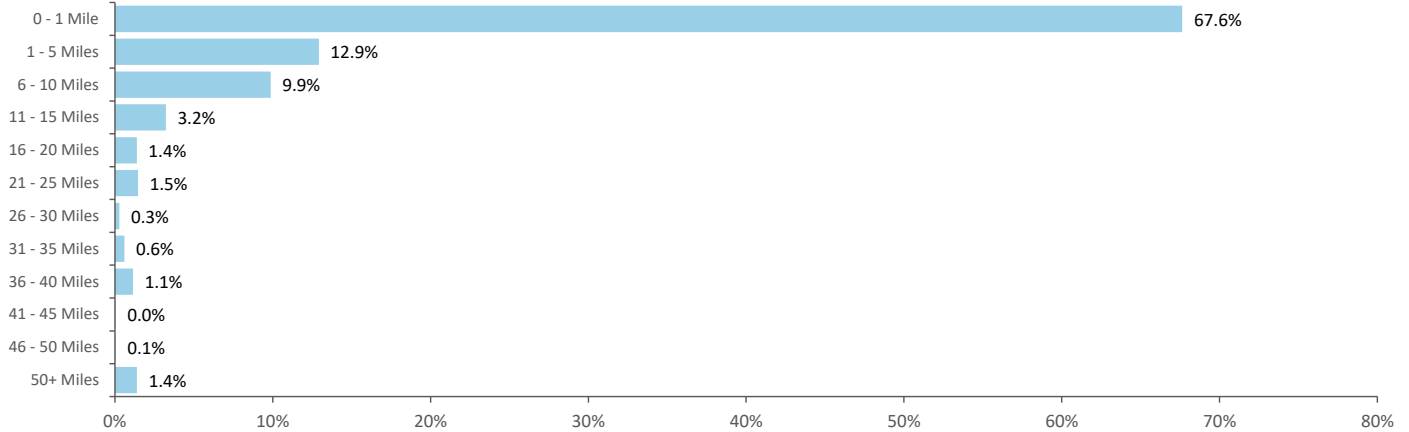
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

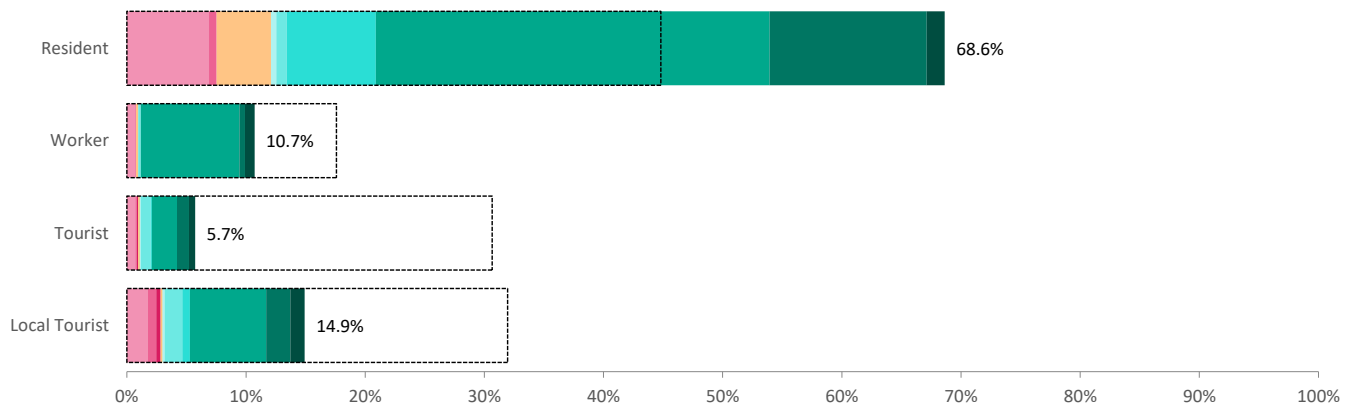
Distance from Home



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



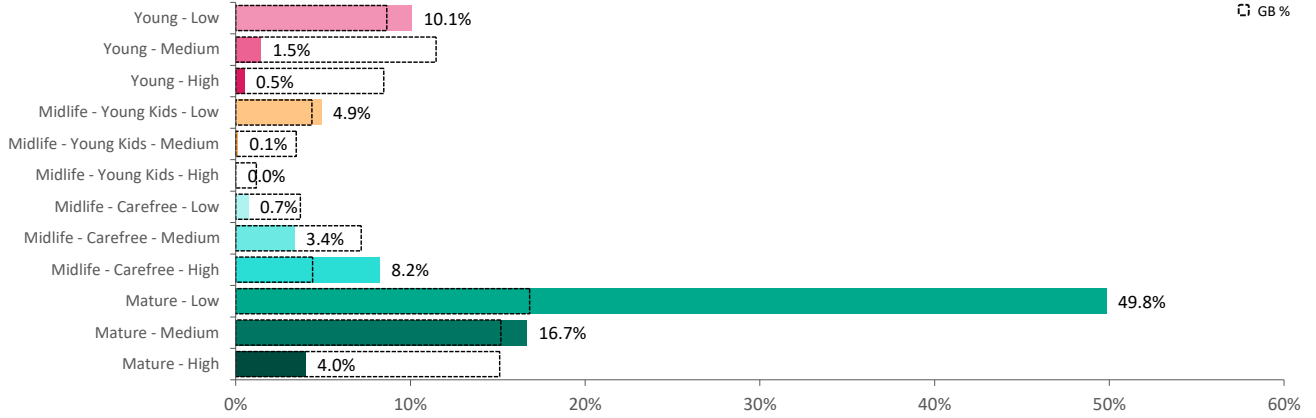
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Spateston Inn Johnstone



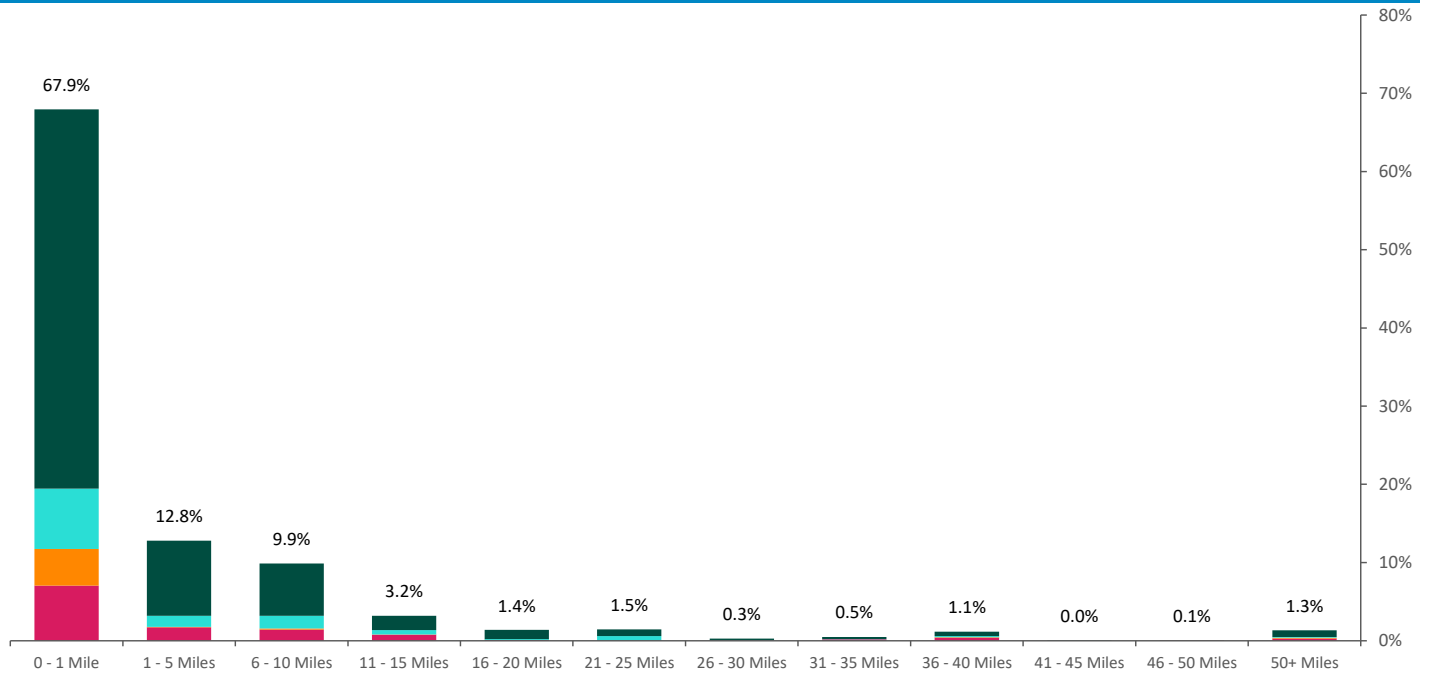
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Polaris Plus Profile



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



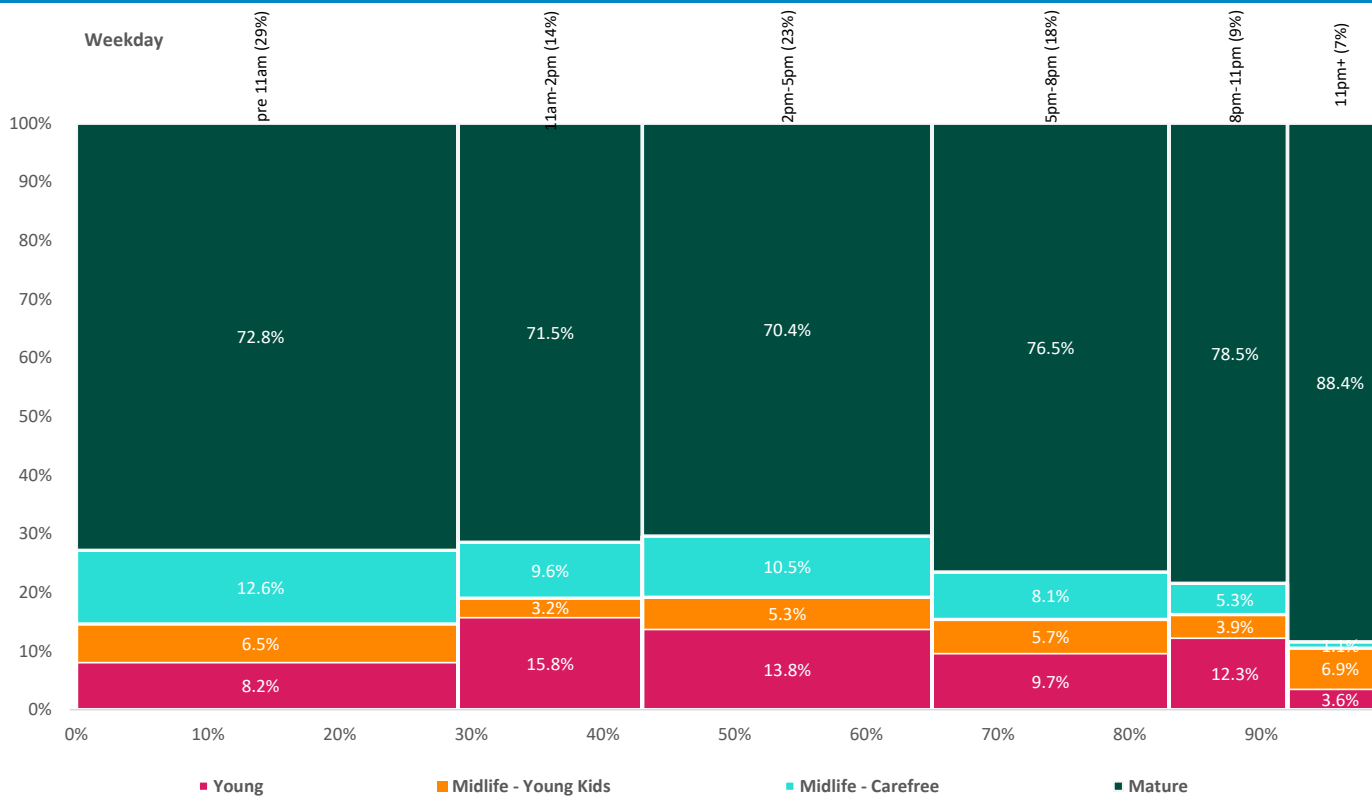
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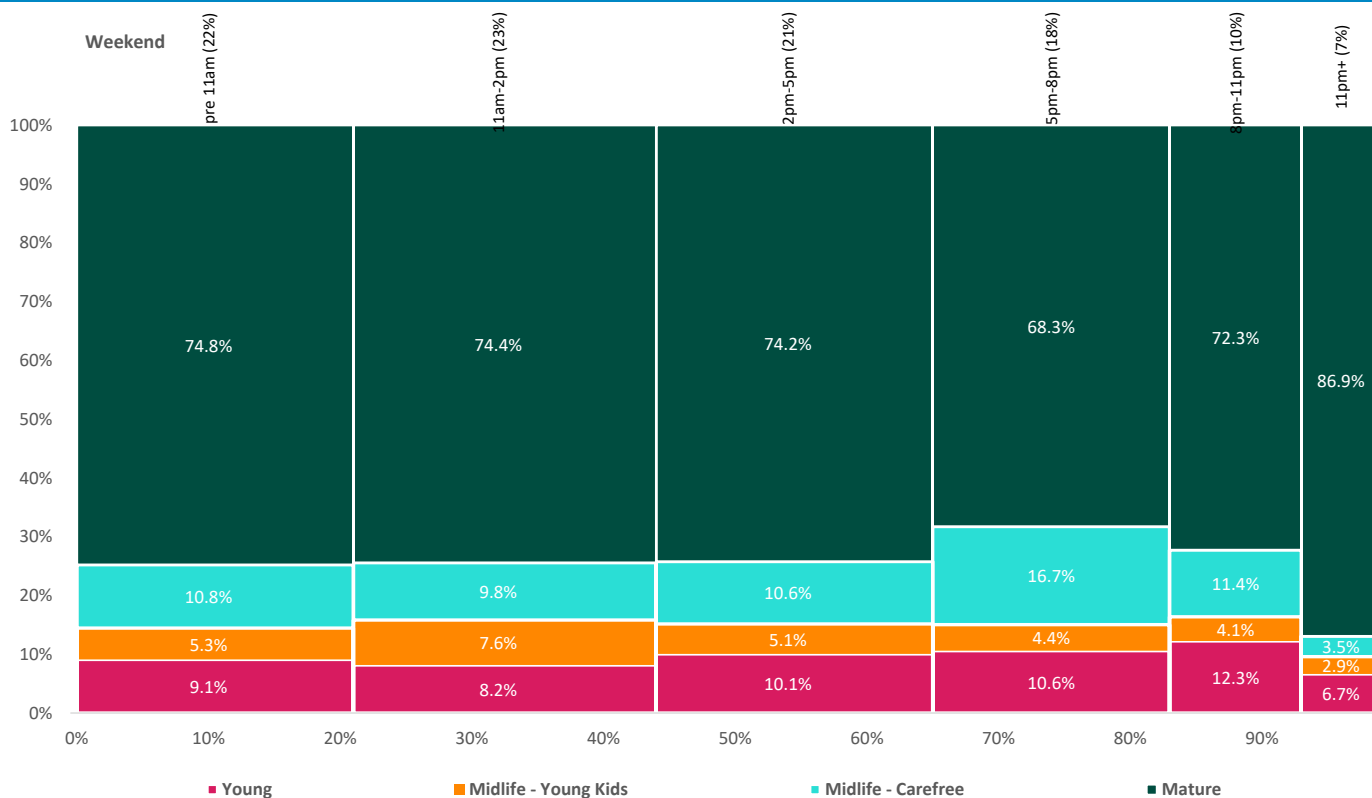


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Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Spateston Inn Johnstone



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- ★ 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	665	1,215	31,467	87	96	55
Midlife - Young Kids	102	180	2,481	34	36	11
Midlife - Carefree	99	289	19,647	23	40	60
Mature	1,903	2,911	151,562	155	143	164
Not Private Households	3	3	3,179	8	5	116
Total	2,772	4,598	208,336			

Polaris Plus Summary - Spateston Inn Johnstone



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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	624	1,174	11,148	229	260	55
Medium	41	41	14,329	13	8	63
High	0	0	5,990	0	0	43
Midlife - Young Kids						
Low	102	180	1,833	67	71	16
Medium	0	0	629	0	0	7
High	0	0	19	0	0	1
Midlife - Carefree						
Low	0	0	2,952	0	0	34
Medium	99	289	12,432	50	88	83
High	0	0	4,263	0	0	46
Mature						
Low	1,369	2,164	99,589	360	343	348
Medium	478	560	27,831	110	78	85
High	56	187	24,142	13	27	77
Not Private Households	3	3	3,179	8	5	116
Total	2,772	4,598	208,336			

CGA Summary - Spateston Inn Johnstone



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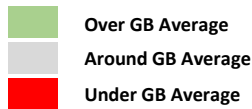


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Spateston	PA 5 0SA	Star Pubs & Bars	Community Pub	0.0
1	Spateston Bowling Club	PA 5 0SQ	Independent Free	Clubland	0.2
2	Cochrane Castle Golf Club	PA 5 0HF	Independent Free	Clubland	0.7
3	Midton Bowling & Social Club	PA 9 1AJ	Independent Free	Clubland	0.9
4	Kilbarchan Bowling Club	PA10 2AS	Independent Free	Clubland	0.9
5	Lynnhurst Hotel	PA 5 8LS	Manorview Hotels Ltd	Hotel	1.1
6	Howwood Inn	PA 9 1BQ	Independent Free	Premium Local	1.1
7	Trust Inn	PA10 2ET	Star Pubs & Bars	Premium Local	1.2
8	Hagg Bar	PA 5 8QY	Admiral Taverns Ltd	High Street Pub	1.2
9	Johnstone Bowling Club	PA 5 8LR	Independent Free	Clubland	1.2

Per Pub Analysis - Spateston Inn Johnstone



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,772	4,598	208,336
Number of Competition Pubs	2	3	232
Adults 18+ per Competition Pub	1,386	1,533	898

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	73	2.6%	33
Circuit Bar	0	183	6.6%	163
Community Pub	1	1,078	38.9%	203
Craft Led	0	37	1.3%	39
Great Pub Great Food	0	134	4.8%	27
High Street Pub	0	930	33.5%	182
Premium Local	0	235	8.5%	52

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	137	3.0%	37
Circuit Bar	0	310	6.7%	166
Community Pub	1	1,714	37.3%	195
Craft Led	0	65	1.4%	41
Great Pub Great Food	0	228	5.0%	28
High Street Pub	0	1,478	32.2%	174
Premium Local	0	373	8.1%	49

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	7	8,067	3.9%	48
Circuit Bar	18	10,383	5.0%	123
Community Pub	27	64,756	31.1%	163
Craft Led	0	3,672	1.8%	51
Great Pub Great Food	8	23,789	11.4%	65
High Street Pub	33	53,967	25.9%	141
Premium Local	38	25,139	12.1%	73

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 & 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.</p> <p>Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: 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																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
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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 border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <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="6">Large Urban</td> <td colspan="4">Small Urban</td> <td colspan="7">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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