

Catchment Summary - Flying Horse Barrhead

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*WT= Walktime, **DT= Drivetime

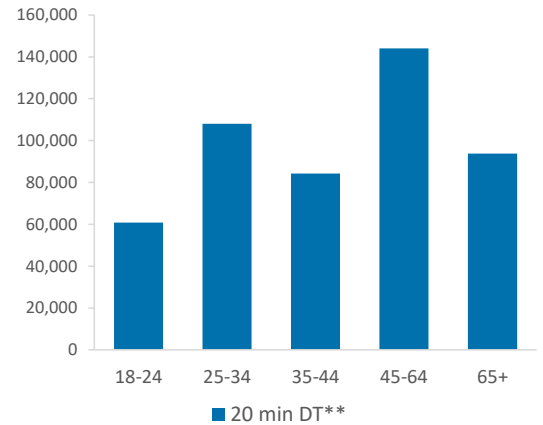
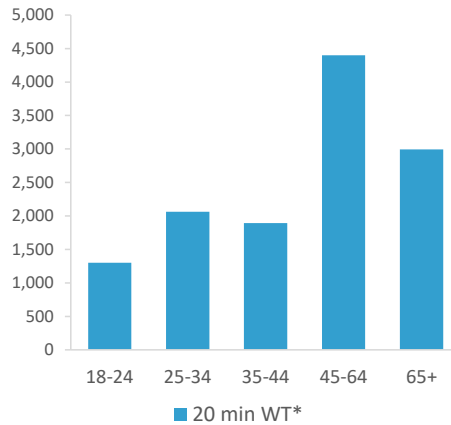
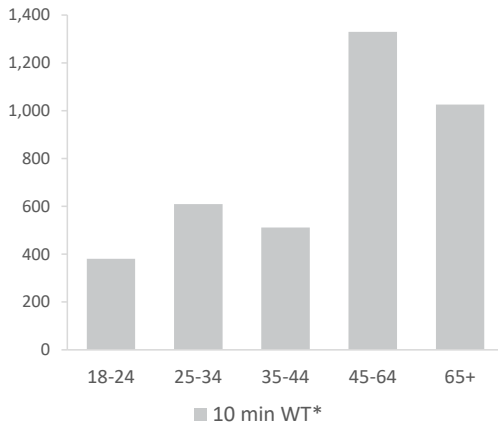
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	4,692	15,995	596,641	89	110	157
Adults 18+	3,858	12,649	491,153	89	71	164
Competition Pubs	6	13	665	40	41	184
Adults 18+ per Competition Pub	643	973	739	78	118	89
% Adults Likely to Drink	80.2%	81.0%	82.1%	97	98	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	53.3%	42.9%	43.2%	208	167	168
	Medium	31.1%	36.4%	23.3%	79	93	59
	High	11.8%	19.2%	32.2%	35	57	96

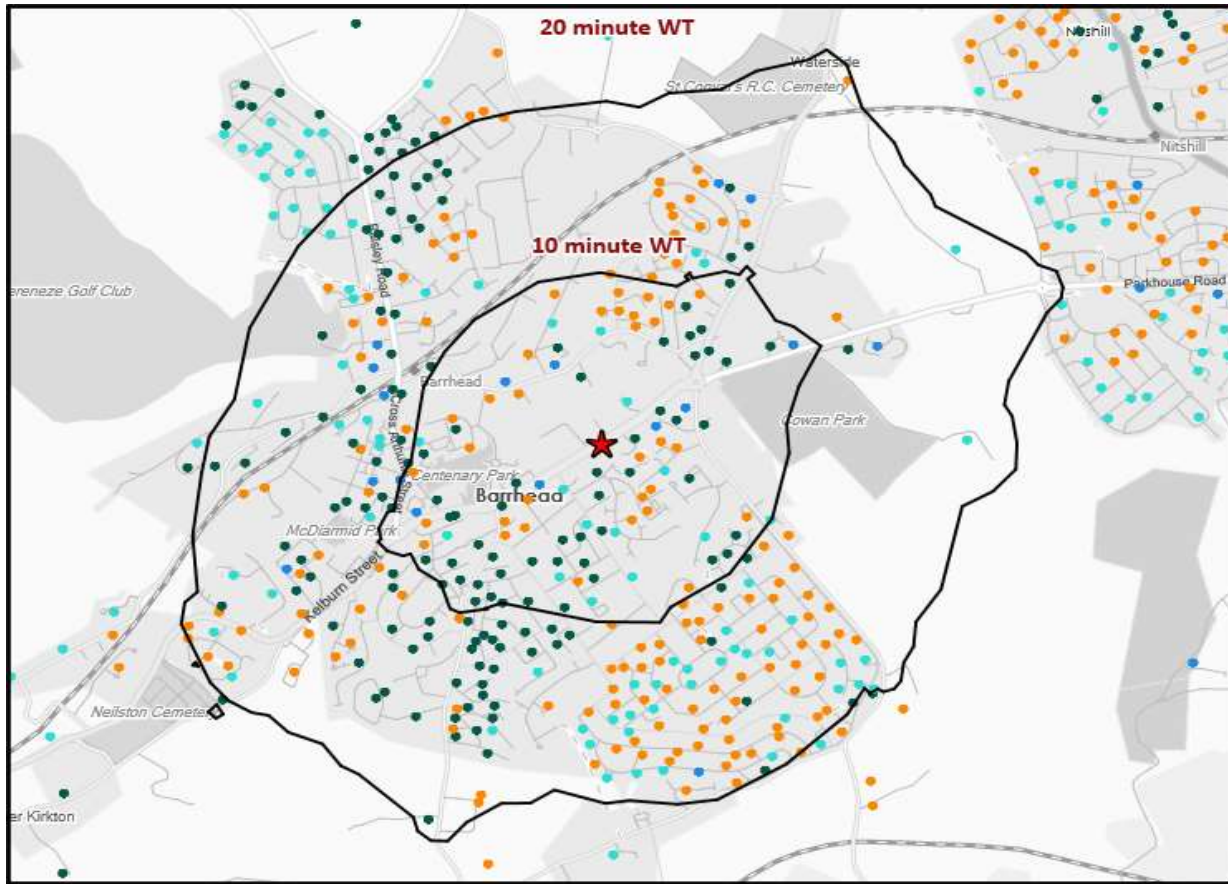
*Affluence does not include Not Private Households

Age Profile	18-24	381	1,300	60,866	100	100	126
	25-34	609	2,062	108,062	98	97	136
	35-44	512	1,895	84,303	85	92	110
	45-64	1,330	4,399	144,097	111	108	94
	65+	1,026	2,993	93,825	114	98	82



	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	2,240 (48%)	7,581 (47%)	294,326 (49%)	97	96	100
	Female	2,452 (52%)	8,414 (53%)	302,315 (51%)	103	104	100
Economic Status (16-74)							
	Employed: Full-time	1,373 (40%)	4,840 (42%)	188,824 (41%)	97	101	99
	Employed: Part-time	431 (13%)	1,493 (13%)	50,205 (11%)	97	99	84
	Self employed	154 (5%)	604 (5%)	28,740 (6%)	47	55	65
	Unemployed	113 (3%)	387 (3%)	13,810 (3%)	140	141	127
	Retired	559 (16%)	1,675 (14%)	55,914 (12%)	119	105	88
	Other	782 (23%)	2,576 (22%)	122,135 (27%)	116	113	135
Total Worker Count		3,580	6,500	317,065			

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

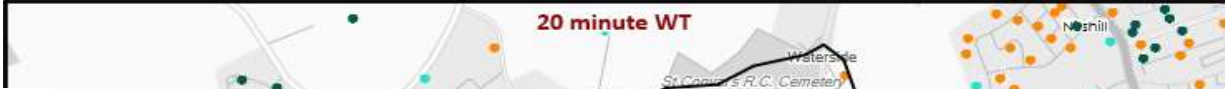
*WT= Walktime, **DT= Drivetime

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	0	73,334	0	0	167
Young Adult - Showing I'm Cool	323	595	89,645	91	51	198
Midlife - Young Kids	1,088	5,247	110,325	90	132	71
Midlife - Carefree	661	2,531	110,566	81	95	107
Mature	1,640	4,096	100,864	152	116	73
Not Private Households	146	180	6,419	263	99	91
Total	3,858	12,649	491,153			

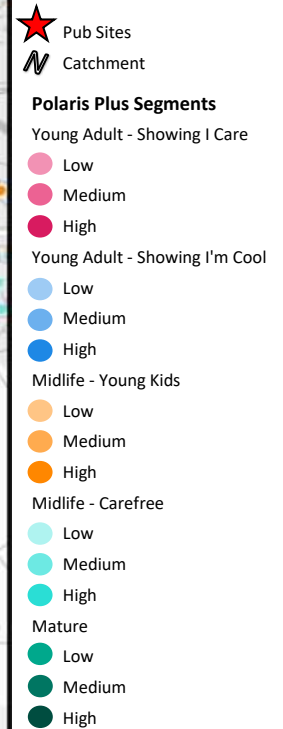
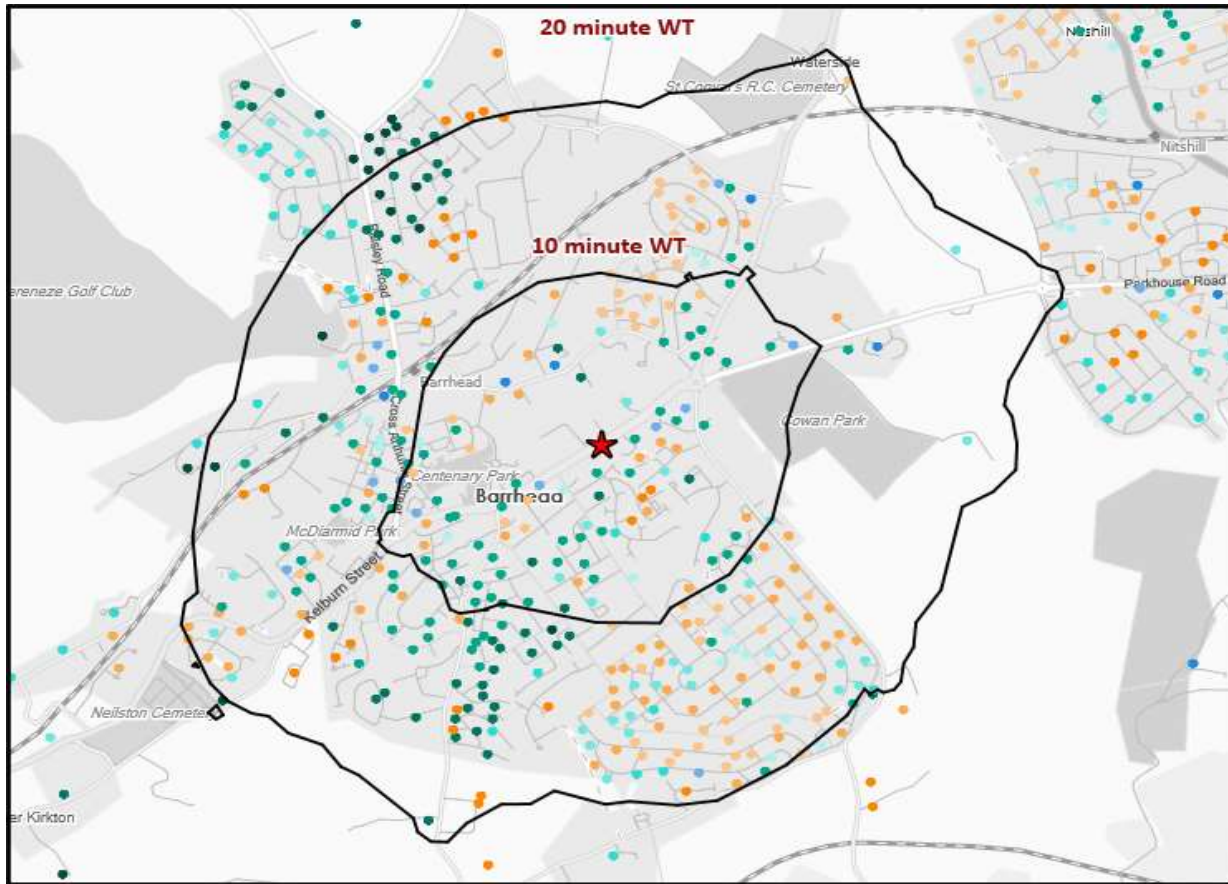
Polaris Summary - Flying Horse Barrhead



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★ Pub Sites



Polaris Plus Profile by Catchment

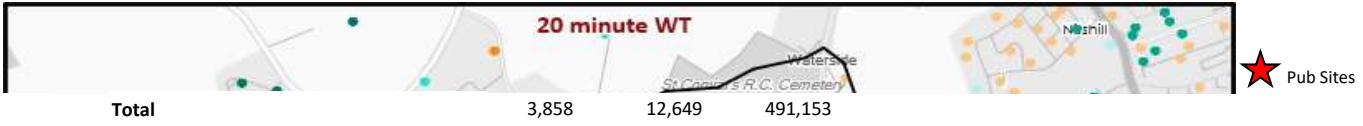
*WT= Walktime, **DT= Drivetime

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	0	66,060	0	0	321
Medium	0	0	1,840	0	0	27
High	0	0	5,434	0	0	33
Young Adult - Showing I'm Cool						
Low	0	0	354	0	0	7
Medium	242	438	29,937	170	94	165
High	81	157	59,354	47	28	270
Midlife - Young Kids						
Low	483	1,762	40,506	113	125	74
Medium	411	2,051	45,647	71	109	62
High	194	1,434	24,172	93	210	91
Midlife - Carefree						
Low	227	808	48,315	173	188	289
Medium	254	1,123	14,557	98	132	44
High	180	600	47,694	43	43	89
Mature						
Low	1,346	2,861	56,953	588	381	195
Medium	294	997	22,266	60	62	36
High	0	238	21,645	0	20	47
Not Private Households	146	180	6,419	263	99	91

Polaris Summary - Flying Horse Barrhead

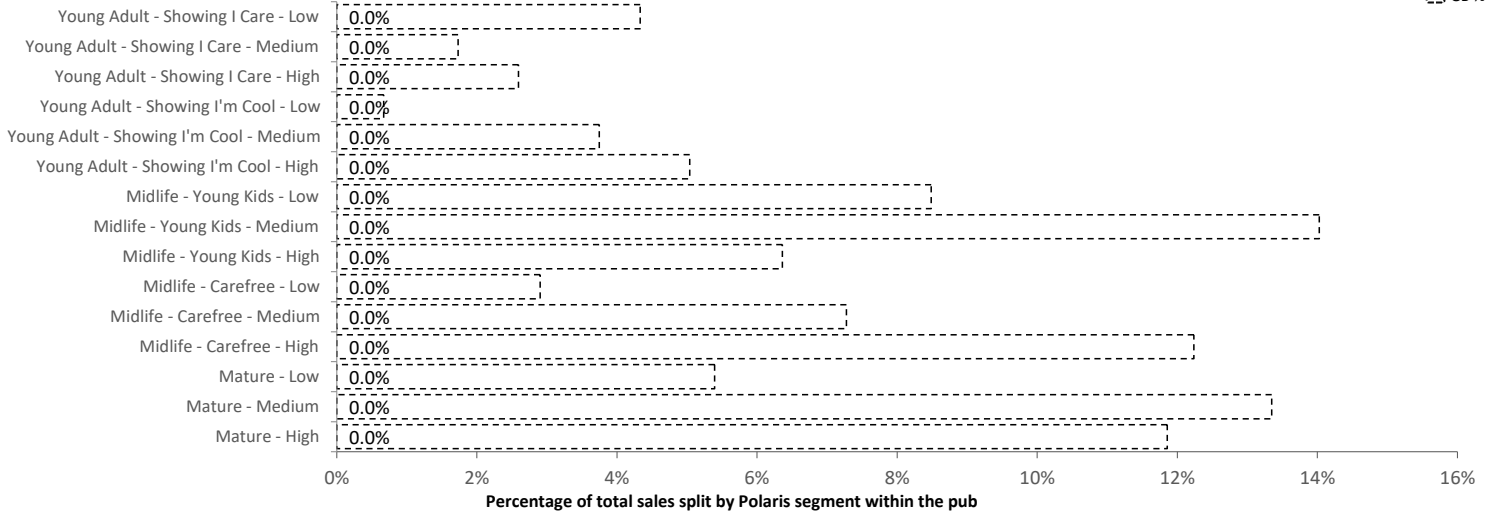


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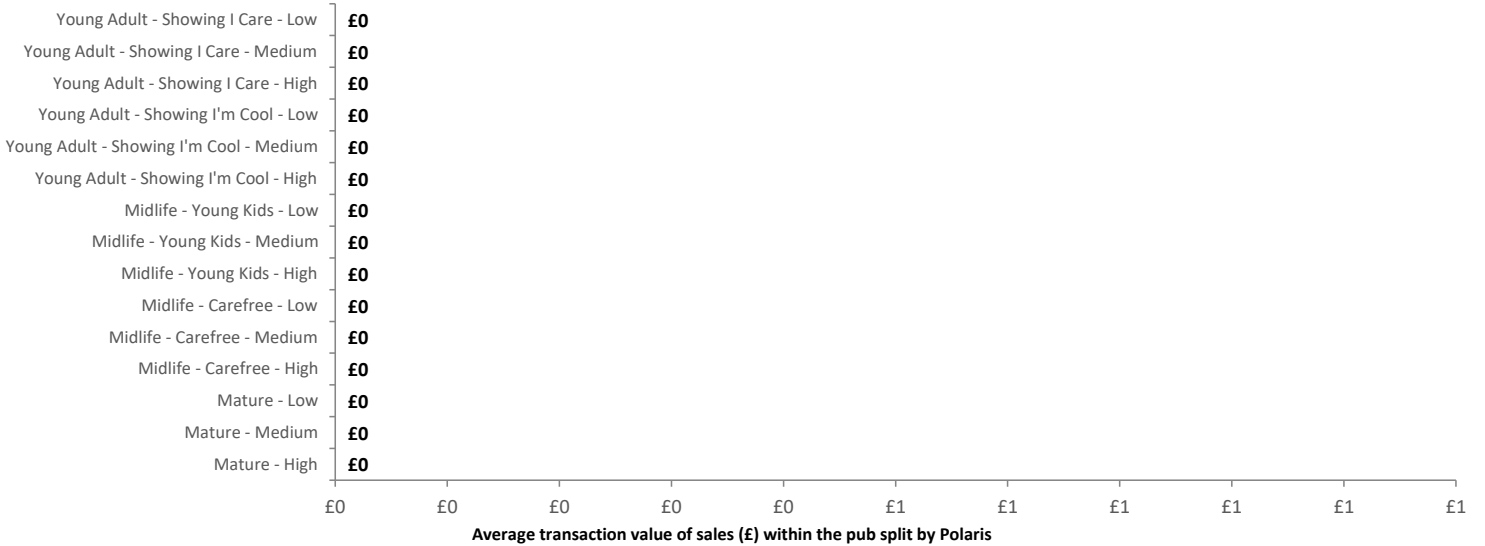


Spend by Polaris

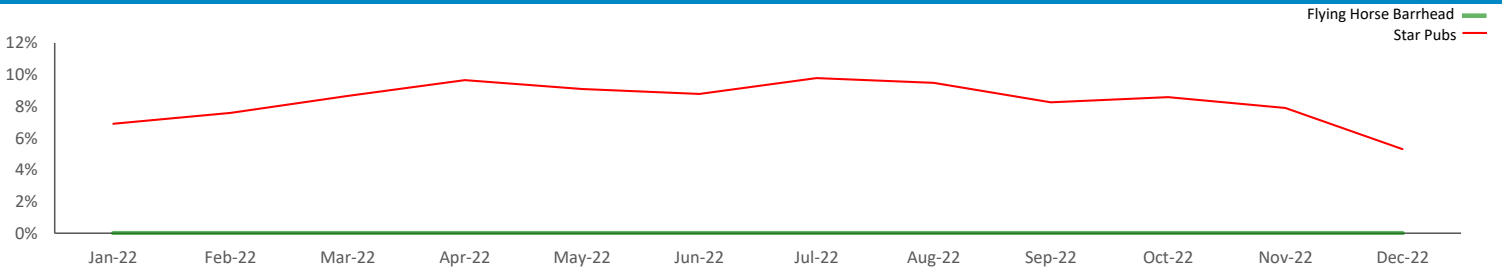
GB %



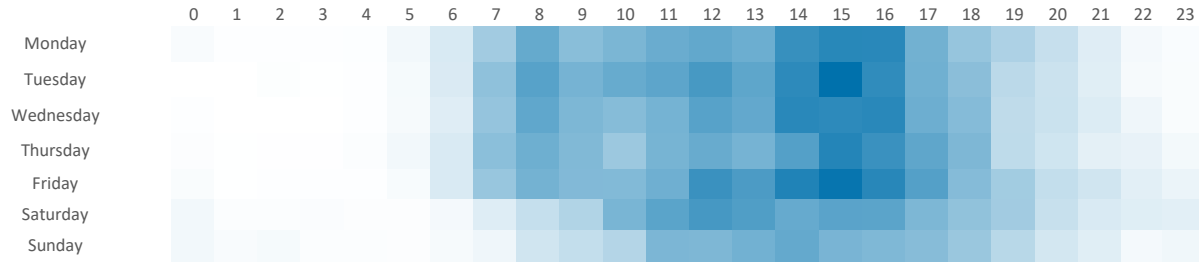
Average Transaction Values (£) by Polaris



Spend by Month

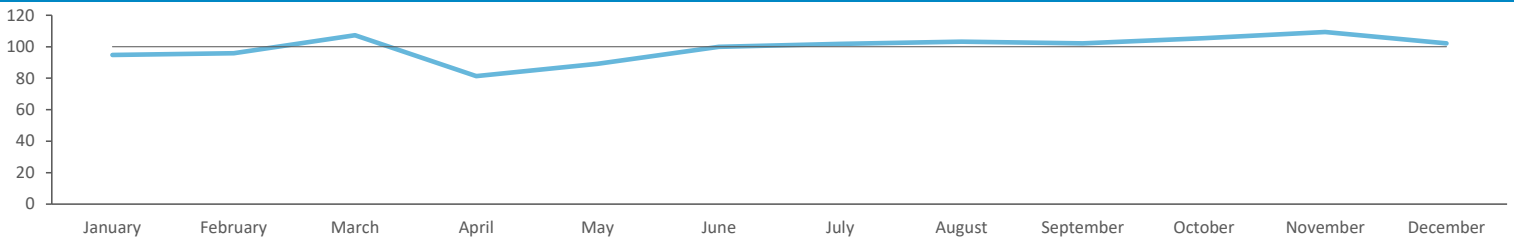


Time of Day/Day of Week



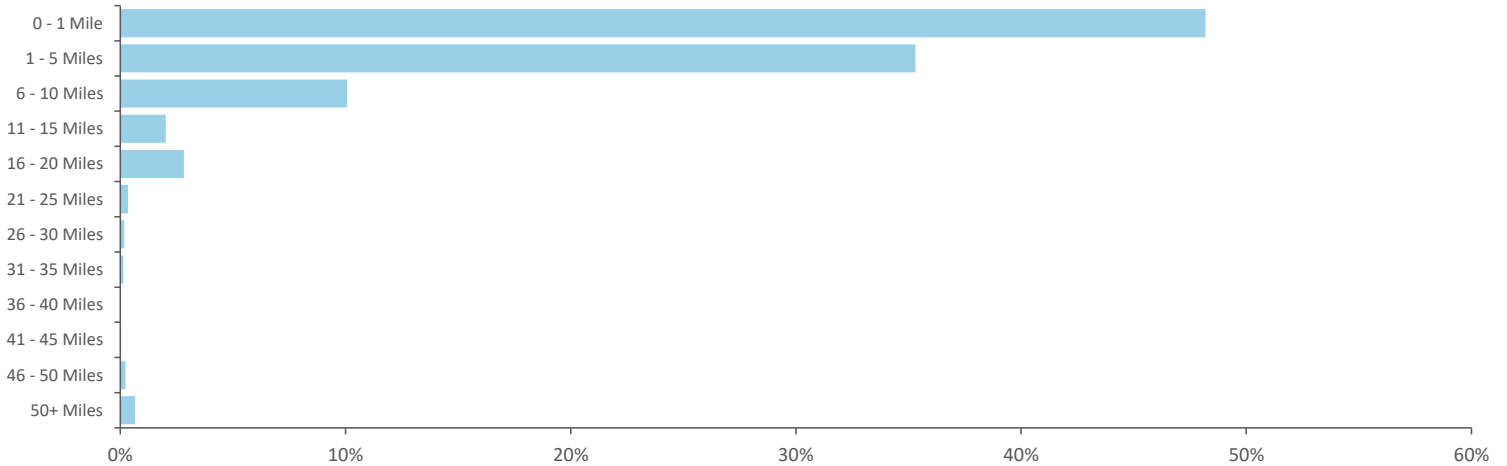
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



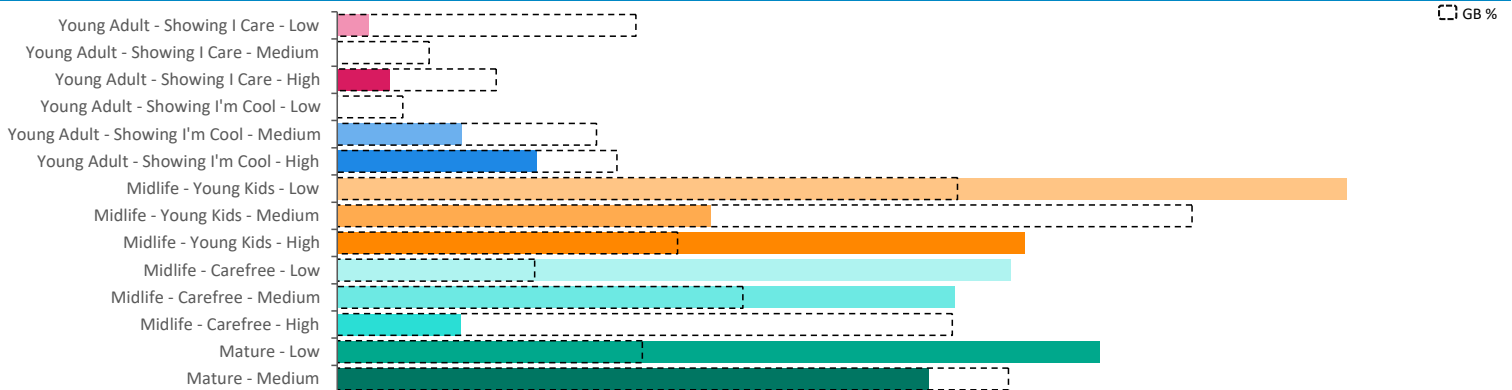
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

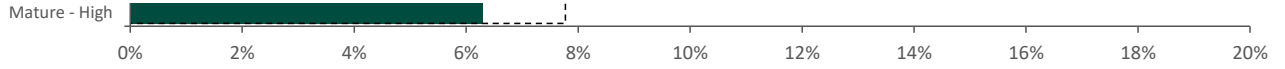


Mobile Data Summary - Flying Horse Barrhead

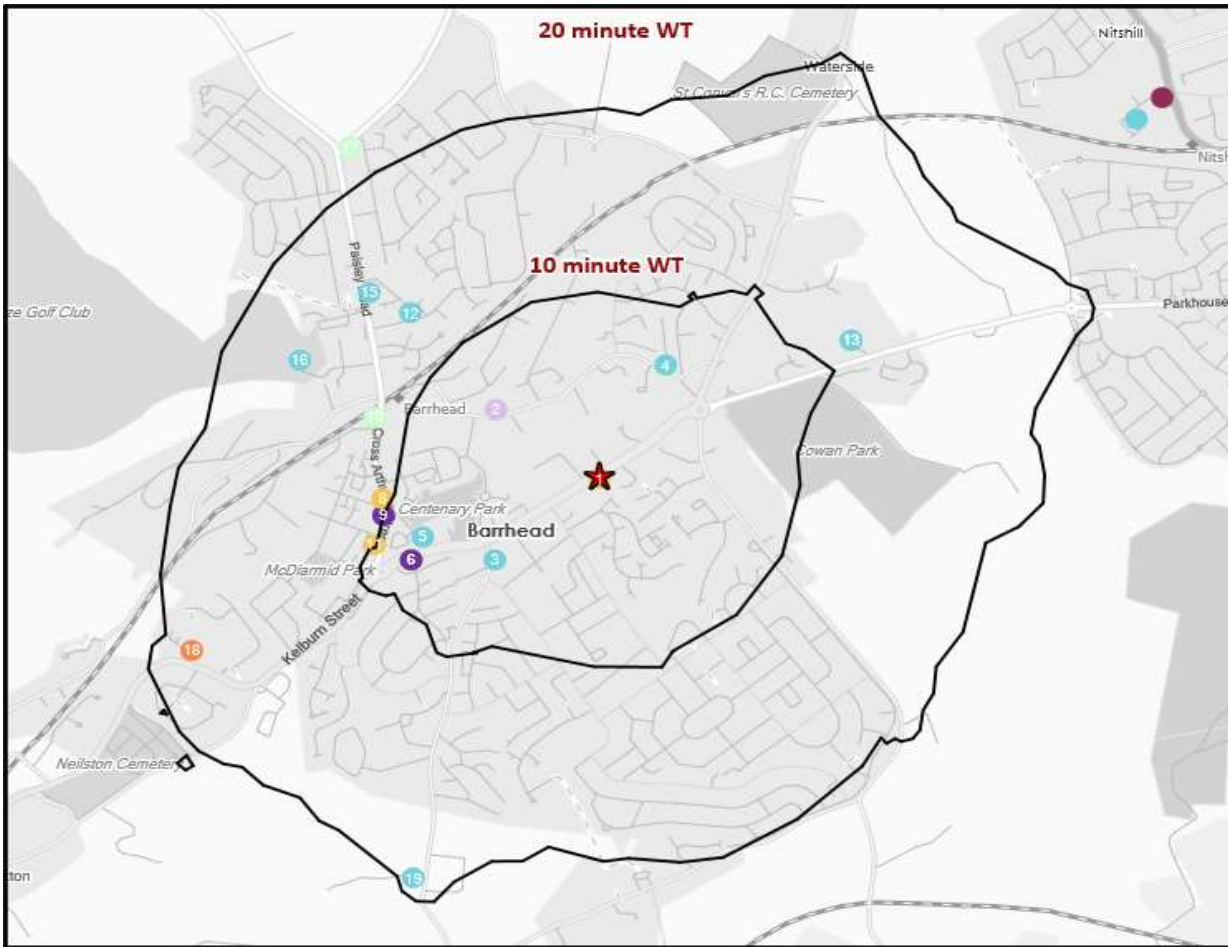


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Time of Day/Day of Week



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	Flying Horse	G 78 1SN	Star Pubs & Bars	High Street Pub	0.0
2	Arthurlie Football Club	G 78 1AD	Independent Free	Sports Clubs	0.2
3	Arthurlie Social Club	G 78 2QQ	Independent Free	Clubland	0.3
4	Barrhead Bowling Club	G 78 1BD	Independent Free	Clubland	0.3
5	Union Crown Social Club	G 78 1RF	Independent Free	Clubland	0.4
6	Arthurlie Inn	G 78 1RE	Independent Free	Circuit Bar	0.4
6	Canton House	G 78 1RE	Independent Free	Restaurants	0.4
8	Rumours	G 78 1RR	Independent Free	High Street Pub	0.4
9	Red Fort	G 78 1QU	Independent Free	Restaurants	0.4
10	Brigg Inn	G 78 1EX	Independent Free	Community Pub	0.4
11	Kelburn Bar	G 78 1QY	Independent Free	High Street Pub	0.4
12	Shanks Bowling Club	G 78 1NQ	Independent Free	Clubland	0.5
13	Cowan Park Community Bowling Club	G 78 1TA	Independent Free	Clubland	0.6
13	Columba Club	G 78 1TA	Independent Free	Clubland	0.6
15	United Services Club	G 78 1NN	Independent Free	Clubland	0.6
16	Freneze Golf Club	G 78 1HJ	Independent Free	Clubland	0.6
17	Cross Stobs Inn	G 78 1NS	Independent Free	Community Pub	0.8
18	Dalmeny Park Hotel	G 78 1LG	Independent Free	Hotel	0.8
19	Arthurlie Bowling Club	G 78 2SE	Independent Free	Clubland	0.9