

Catchment Summary - Rhinesdale Tavern Ballieston



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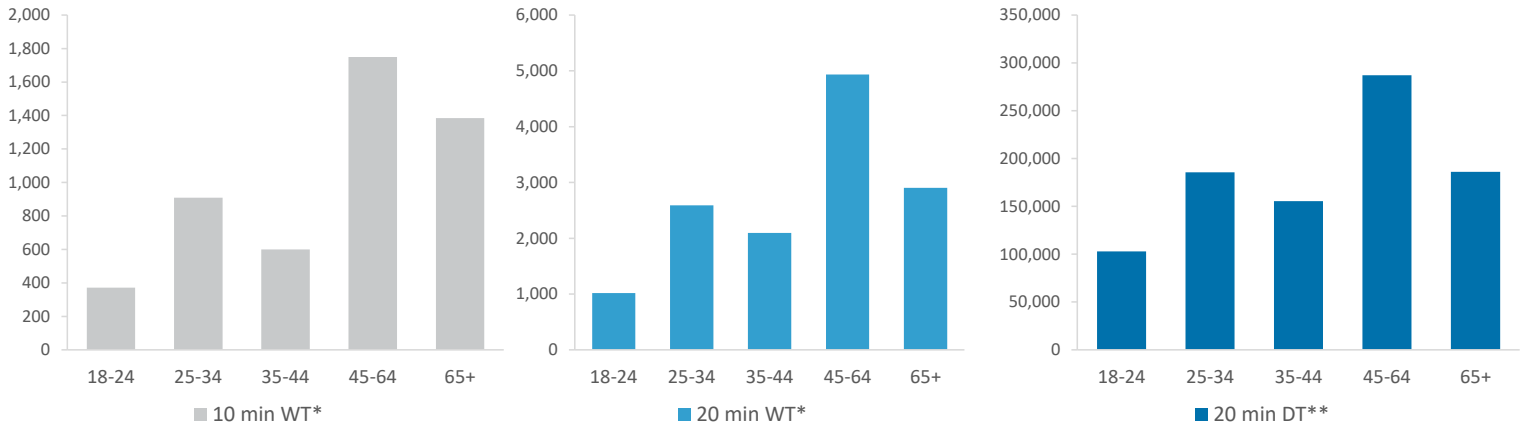


*WT= Walktime, **DT= Drivetime

		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		5,884	16,587	1,123,862	111	114	296
Adults 18+		5,015	13,546	916,761	115	76	307
Competition Pubs		7	9	1,029	47	28	284
Adults 18+ per Competition Pub		716	1,505	891	87	182	108
% Adults Likely to Drink		82.0%	82.8%	81.6%	99	100	99
Affluence	Low	27.6%	24.1%	45.7%	107	94	178
	Medium	56.9%	44.7%	28.1%	145	114	71
	High	12.9%	30.2%	25.0%	38	90	75
Age Profile	18-24	372	1,017	102,804	78	76	113
	25-34	909	2,592	185,534	116	118	124
	35-44	600	2,097	155,375	79	98	107
	45-64	1,749	4,935	287,061	116	116	100
	65+	1,385	2,905	185,987	123	92	87

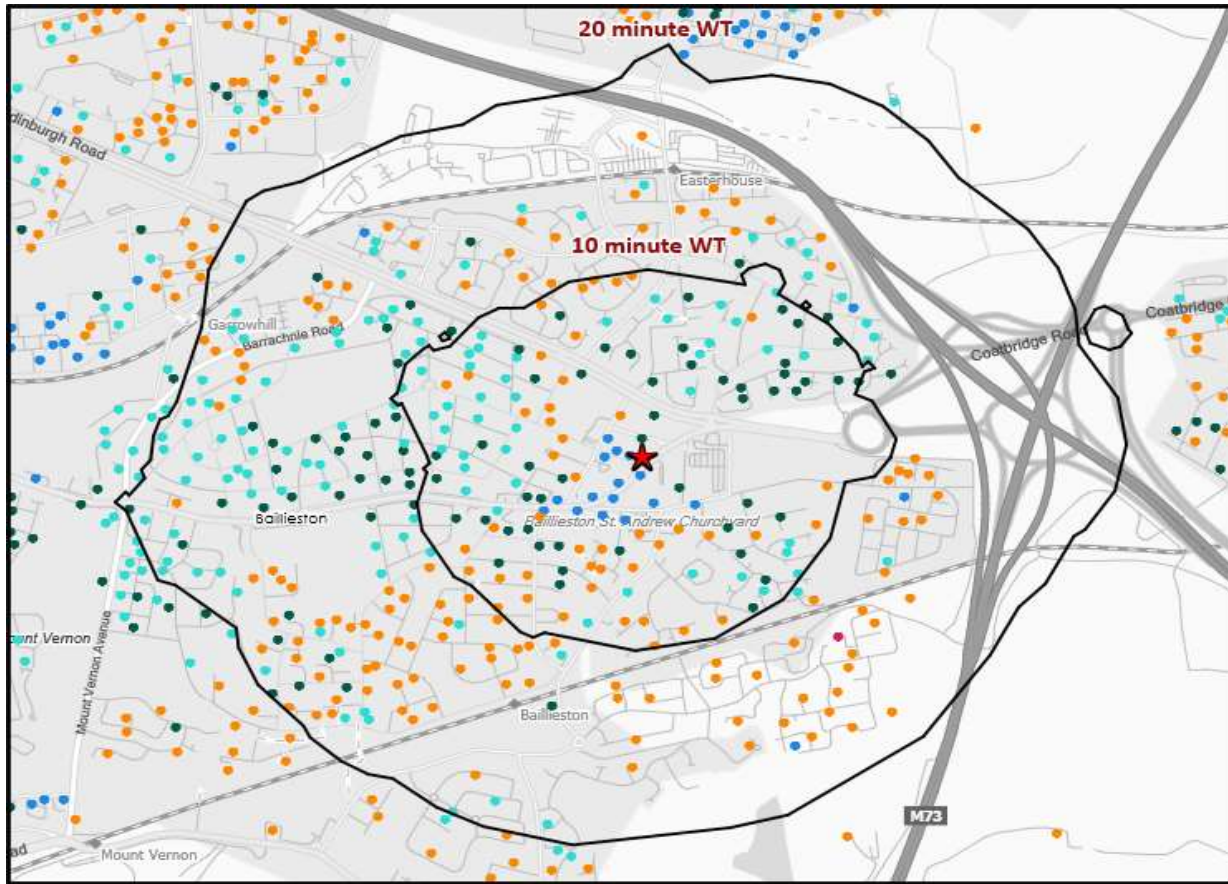
Population & Adults 18+ index is based on all pubs

*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	2,763 (47%)	7,920 (48%)	549,042 (49%)	95	97	99
	Female	3,121 (53%)	8,667 (52%)	574,820 (51%)	105	103	101
Economic Status (16-74)	Employed: Full-time	1,915 (42%)	5,758 (46%)	359,385 (42%)	102	110	101
	Employed: Part-time	581 (13%)	1,642 (13%)	99,476 (12%)	99	100	89
	Self employed	243 (5%)	802 (6%)	49,735 (6%)	56	66	61
	Unemployed	104 (2%)	282 (2%)	28,443 (3%)	97	94	140
	Retired	738 (16%)	1,679 (13%)	112,465 (13%)	119	96	95
	Other	936 (21%)	2,469 (20%)	207,951 (24%)	105	99	123
Total Worker Count		2,096	4,001	551,355			

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

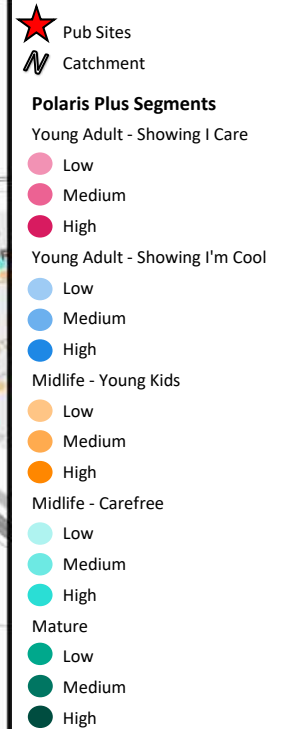
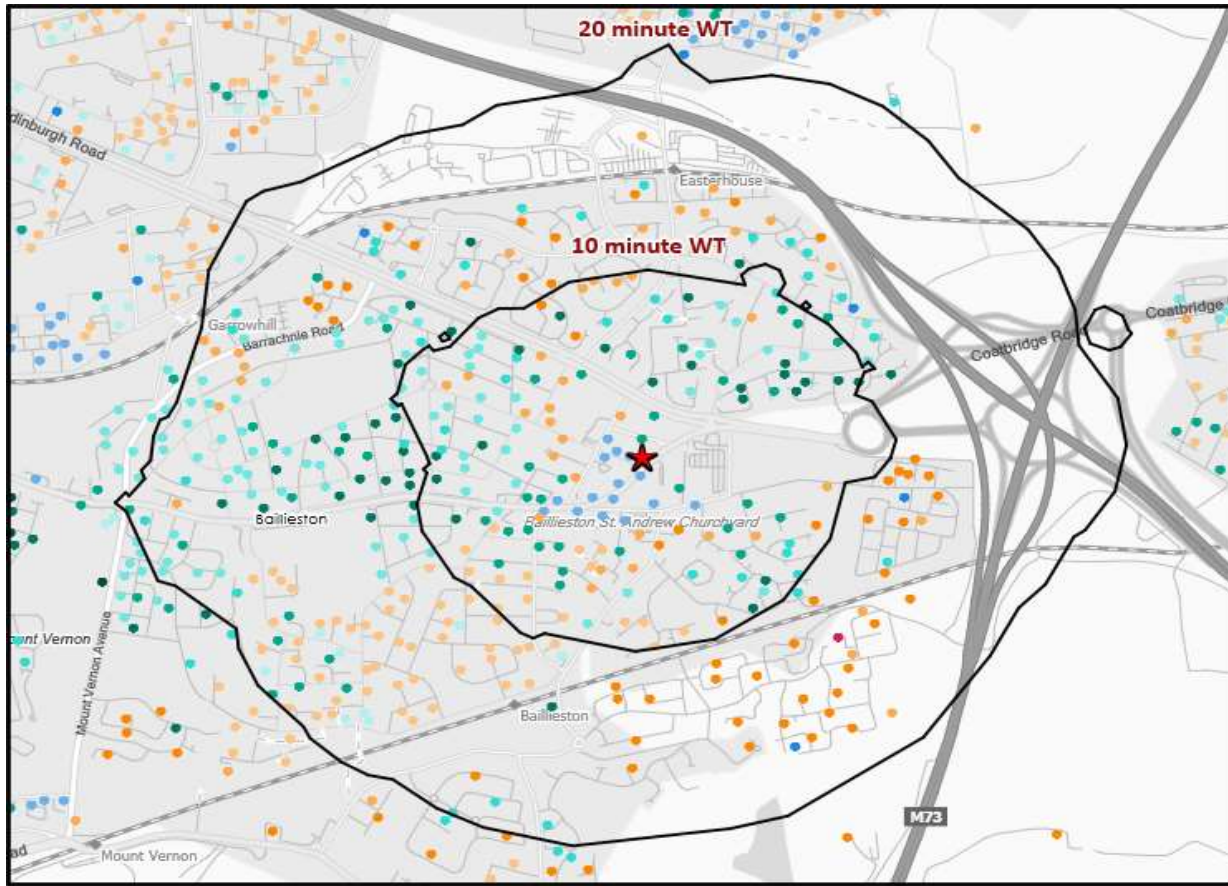
Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care	0	42	85,586	0	3	105
Young Adult - Showing I'm Cool	417	473	129,763	90	38	154
Midlife - Young Kids	1,480	6,054	320,573	94	142	111
Midlife - Carefree	1,654	4,534	204,057	157	159	106
Mature	1,332	2,311	165,979	95	61	65
Not Private Households	132	132	10,803	183	68	82
Total	5,015	13,546	916,761			

Polaris Summary - Rhinesdale Tavern Ballieston



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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 Adult - Showing I Care						
Low	0	0	77,195	0	0	201
Medium	0	0	2,884	0	0	23
High	0	42	5,507	0	9	18
Young Adult - Showing I'm Cool						
Low	0	0	354	0	0	4
Medium	417	417	54,894	225	83	162
High	0	56	74,515	0	9	182
Midlife - Young Kids						
Low	466	1,813	146,592	84	120	144
Medium	895	2,013	112,369	120	100	82
High	119	2,228	61,612	44	305	125
Midlife - Carefree						
Low	0	189	93,286	0	41	299
Medium	1,126	2,574	39,069	334	283	63
High	528	1,771	71,702	96	120	72
Mature						
Low	917	1,263	101,862	308	157	187
Medium	415	1,048	48,175	65	61	42
High	0	0	15,942	0	0	19
Not Private Households	132	132	10,803	183	68	82

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Total

5,015

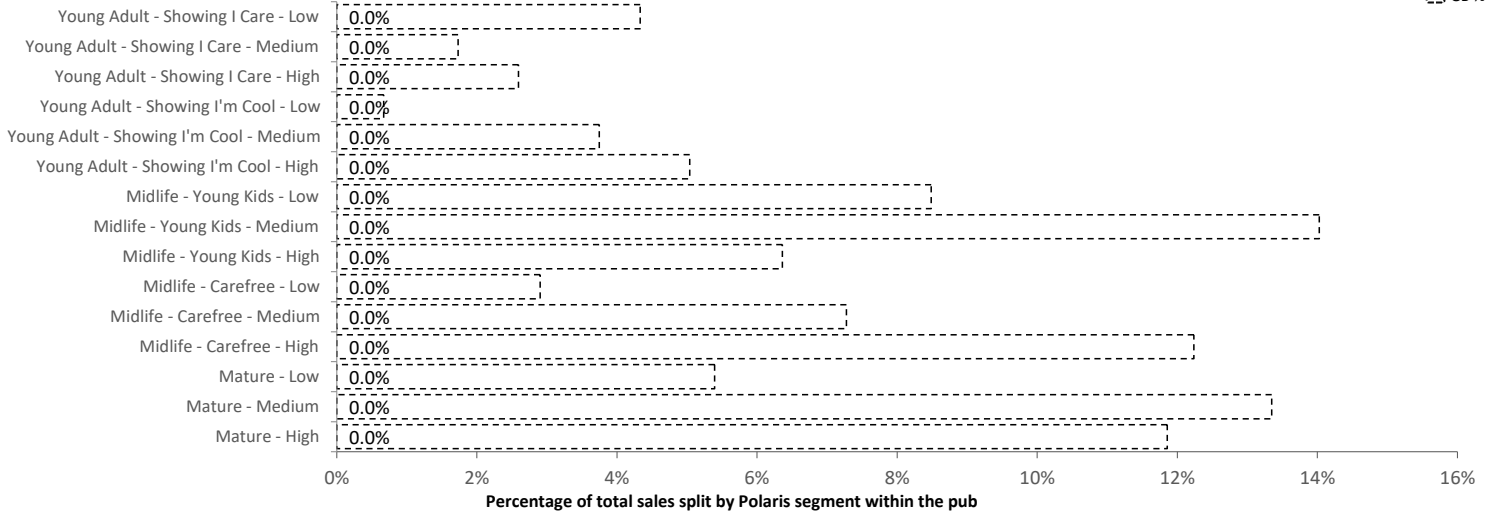
13,546

916,761

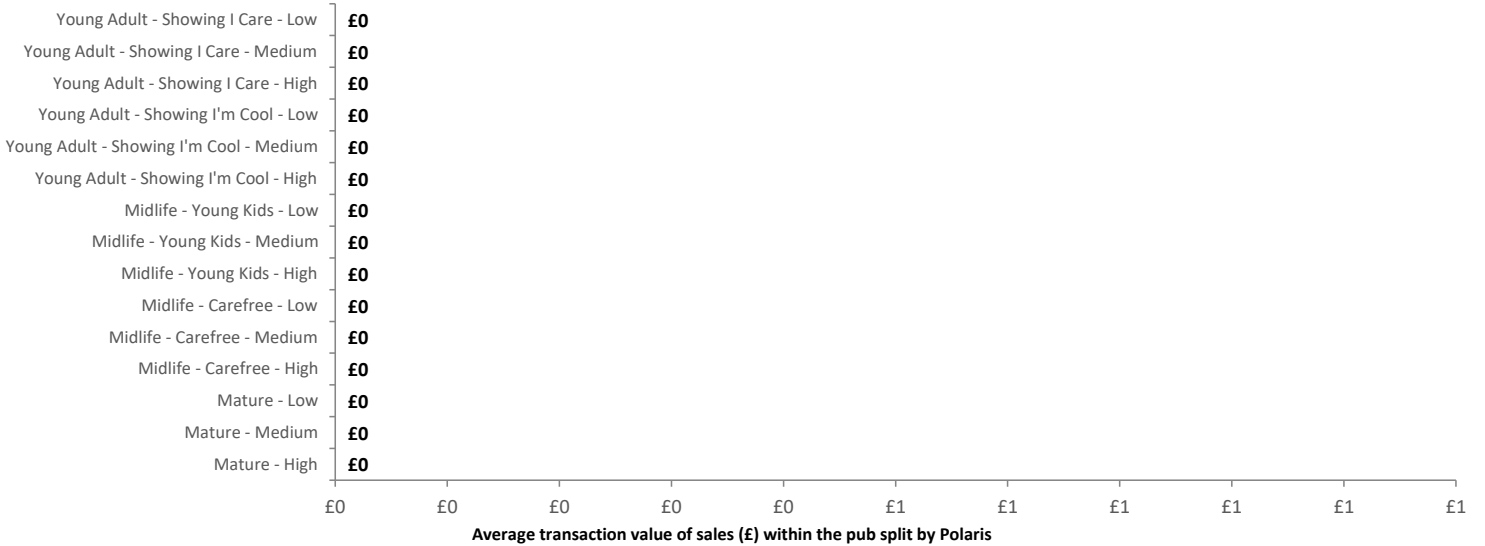


Spend by Polaris

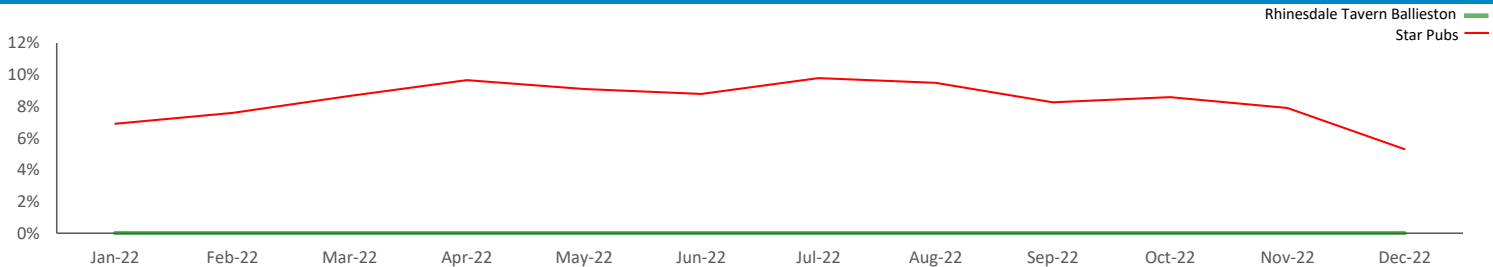
GB %



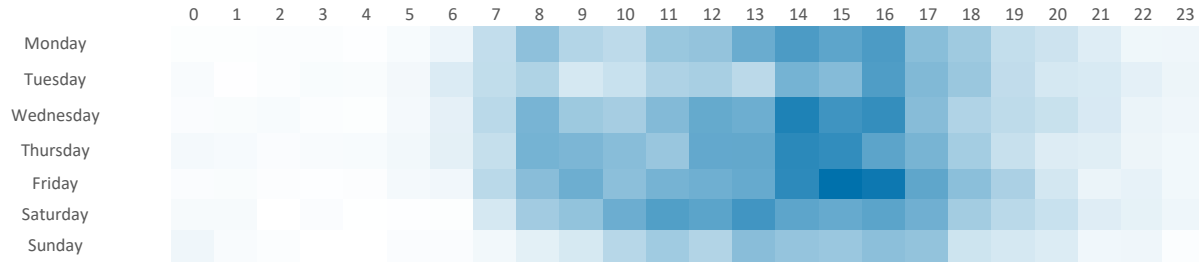
Average Transaction Values (£) by Polaris



Spend by Month

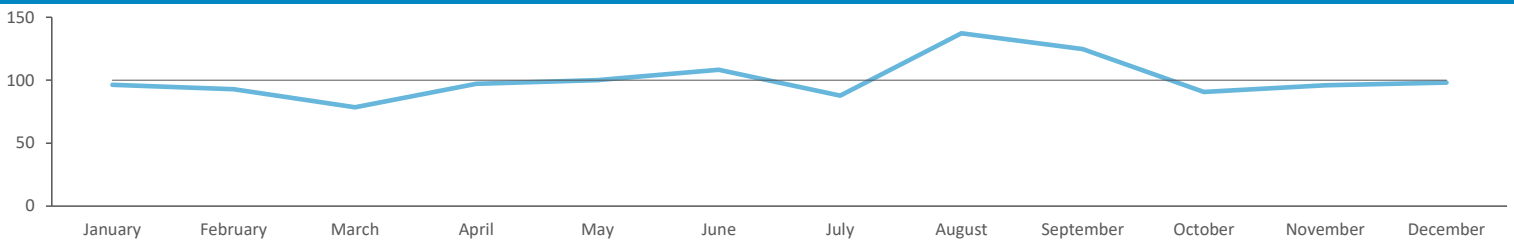


Time of Day/Day of Week



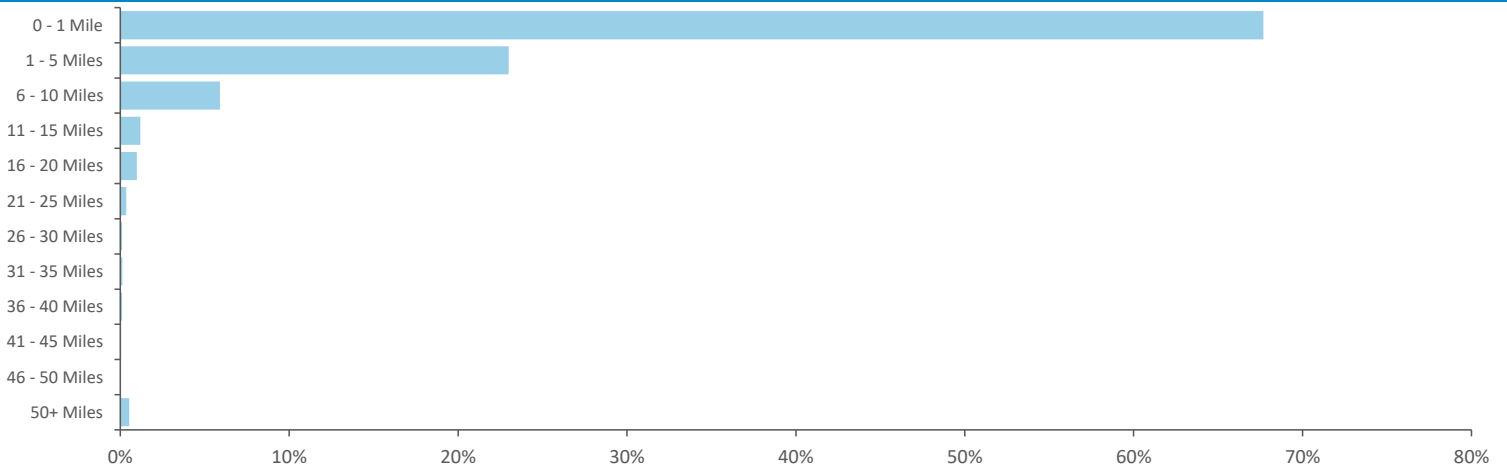
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



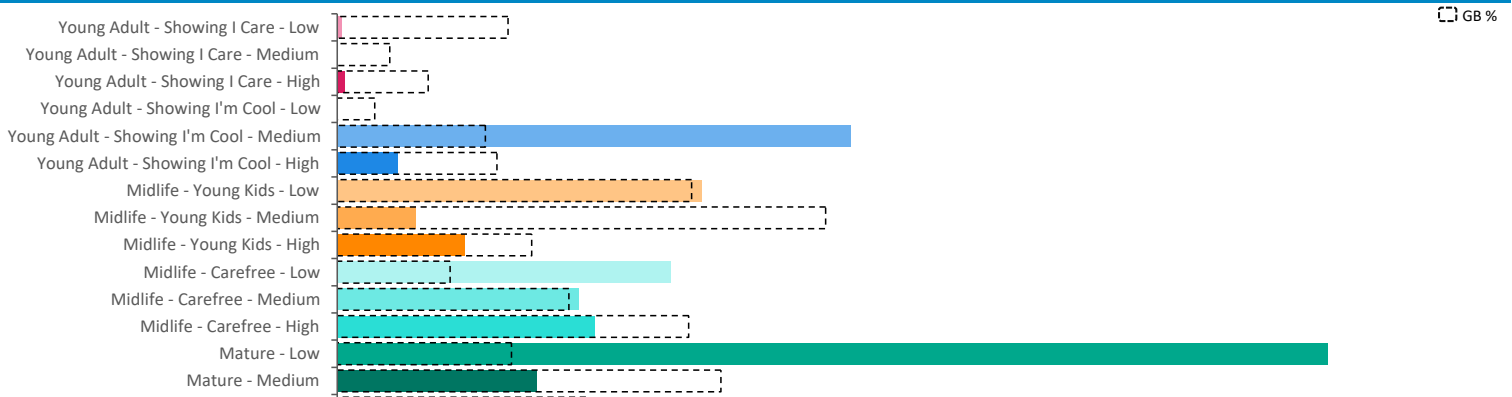
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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 - Rhinesdale Tavern Ballieston

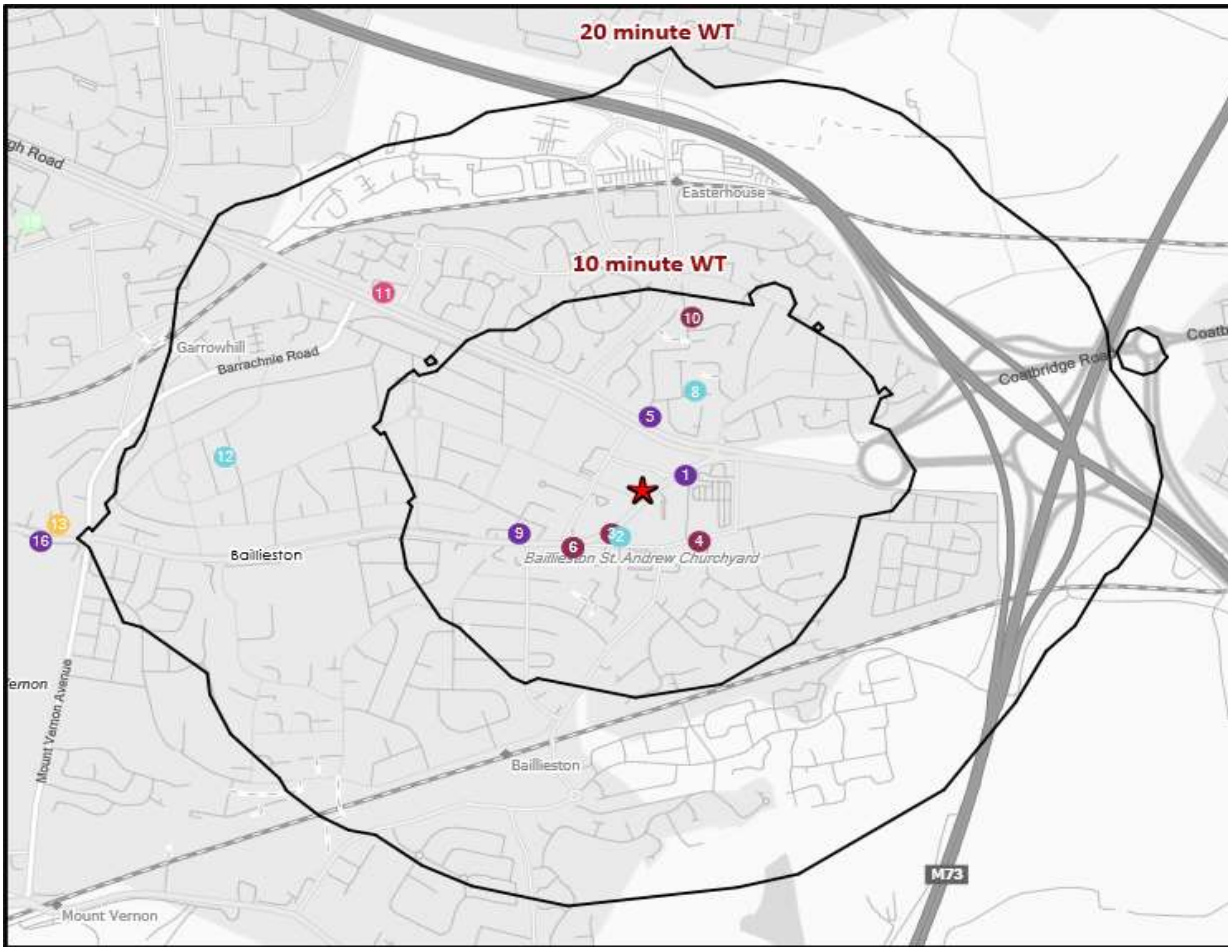


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Time of Day/Day of Week



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	Tigerlee	G 69 6AG	Independent Free	Restaurants	0.1
2	Lodge RBurns 440 Of Afa Mason	G 69 7EU	Independent Free	Clubland	0.1
3	Baillie	G 69 6AE	Independent Free	Premium Local	0.1
4	Log Cabin	G 69 7HL	Independent Free	Premium Local	0.1
5	Route 50	G 69 6DN	Independent Free	Restaurants	0.1
6	Argyle Tavern	G 69 6SL	Independent Free	Premium Local	0.2
6	Thistle Bar	G 69 6SL	Independent Free	Premium Local	0.2
8	Baillieston Bowling Club	G 69 6DR	Independent Free	Clubland	0.2
9	Kastriots	G 69 6SG	Independent Free	Restaurants	0.2
10	Swinton Tavern	G 69 6DP	Independent Free	Premium Local	0.3
11	Springcroft	G 69 6SF	Mitchells & Butlers	Family Pub Dining	0.6
12	Garrowhill Bowling Club	G 69 6NJ	Independent Free	Clubland	0.7
13	Clachan Bar	G 32 0TN	Independent Free	High Street Pub	1.0
14	Black Bear	G 71 7SA	Whitbread	GPGF	1.0
15	Mail Coach	G 71 7SG	Trust Inns Limited	Family Pub Dining	1.0
16	Clachen	G 32 0TH	Independent Free	Restaurants	1.0
17	1591 Masonic Lodge	G 34 0BG	Independent Free	Clubland	1.1
18	Calderbraes Golf Club	G 71 6NG	Independent Free	Clubland	1.1
19	Mcguires	G 33 4PF	Independent Free	Community Pub	1.2
20	Dannys Snacks	G 71 6NT	Independent Free	Large Venue	1.2