

Catchment Summary - Waverley Bar Bridgend



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- Over GB Average
- Around GB Average
- Under GB Average

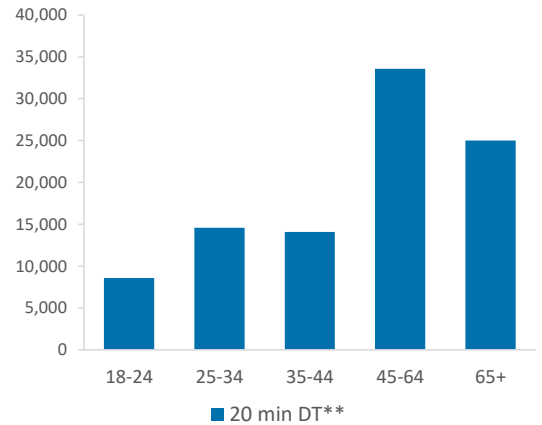
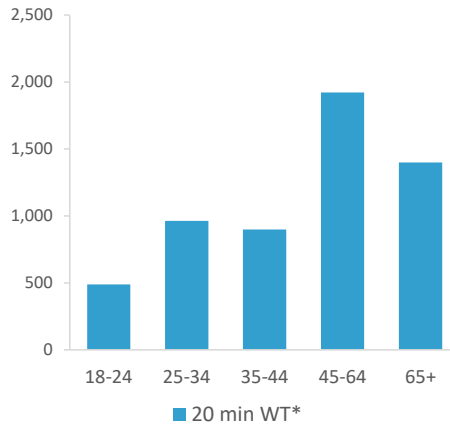
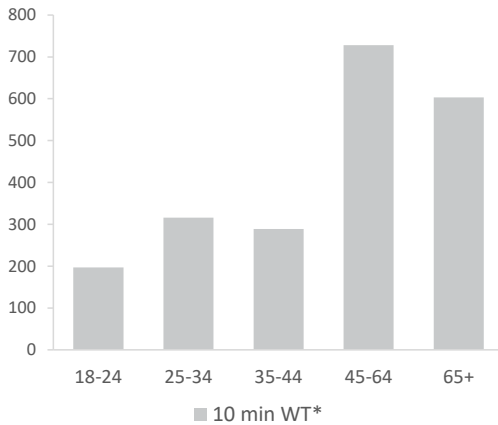
*WT= Walktime, **DT= Drivetime

	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	2,526	6,895	118,648	48	47	31
Population & Adults 18+ index is based on all pubs						
Adults 18+	2,133	5,671	95,836	49	32	32
Competition Pubs	12	20	98	80	63	27
Adults 18+ per Competition Pub	178	284	978	22	34	118
% Adults Likely to Drink	82.7%	81.9%	81.8%	100	99	99

Affluence	Low	39.6%	42.9%	39.9%	154	167	156
	Medium	31.4%	42.0%	35.3%	80	107	90
	High	27.9%	14.4%	23.3%	83	43	69

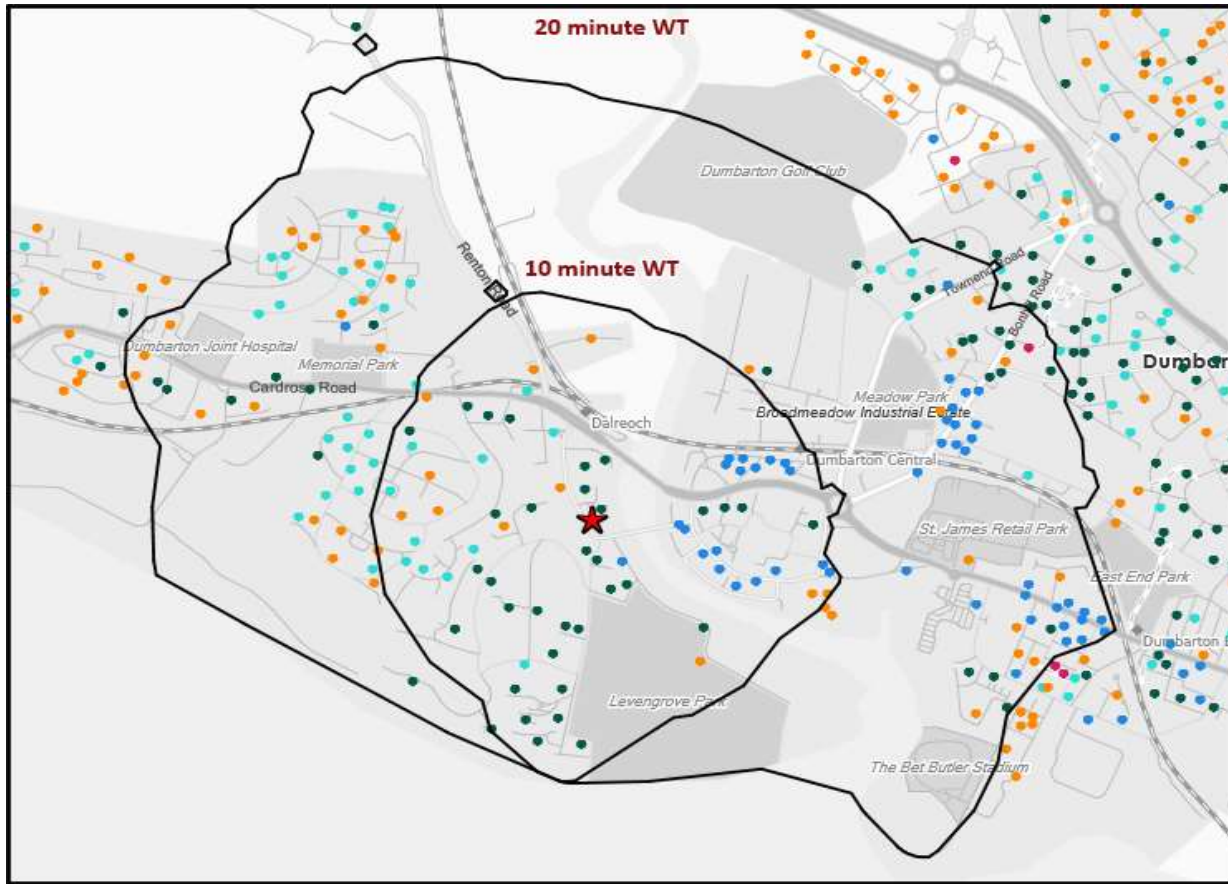
*Affluence does not include Not Private Households

Age Profile	18-24	197	489	8,583	96	87	89
	25-34	316	964	14,573	94	105	92
	35-44	289	898	14,081	89	101	92
	45-64	728	1,921	33,578	113	109	111
	65+	603	1,399	25,021	125	106	110



	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	1,243 (49%)	3,369 (49%)	56,929 (48%)	100	99	97
	Female	1,283 (51%)	3,526 (51%)	61,719 (52%)	100	101	103
Economic Status (16-74)							
	Employed: Full-time	828 (44%)	2,322 (45%)	36,666 (42%)	105	107	101
	Employed: Part-time	201 (11%)	619 (12%)	11,820 (14%)	82	92	104
	Self employed	118 (6%)	286 (6%)	4,663 (5%)	65	58	56
	Unemployed	56 (3%)	189 (4%)	2,813 (3%)	125	153	135
	Retired	310 (16%)	767 (15%)	14,034 (16%)	119	107	116
	Other	375 (20%)	1,012 (19%)	17,512 (20%)	101	99	101
Total Worker Count		2,476	5,360	39,989			

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	303	0	0	4
Young Adult - Showing I'm Cool	266	1,195	7,091	136	229	80
Midlife - Young Kids	461	1,542	39,187	69	87	130
Midlife - Carefree	392	1,248	19,806	87	105	98
Mature	991	1,648	28,024	166	104	105
Not Private Households	23	38	1,425	75	47	103
Total	2,133	5,671	95,836			

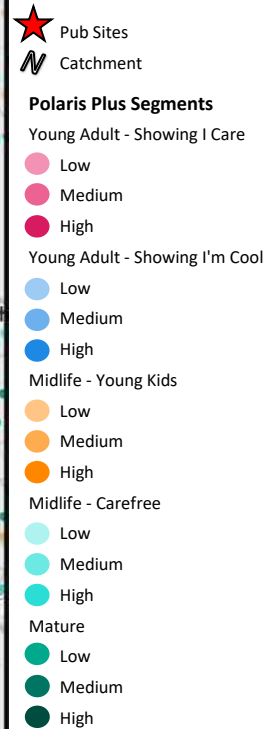
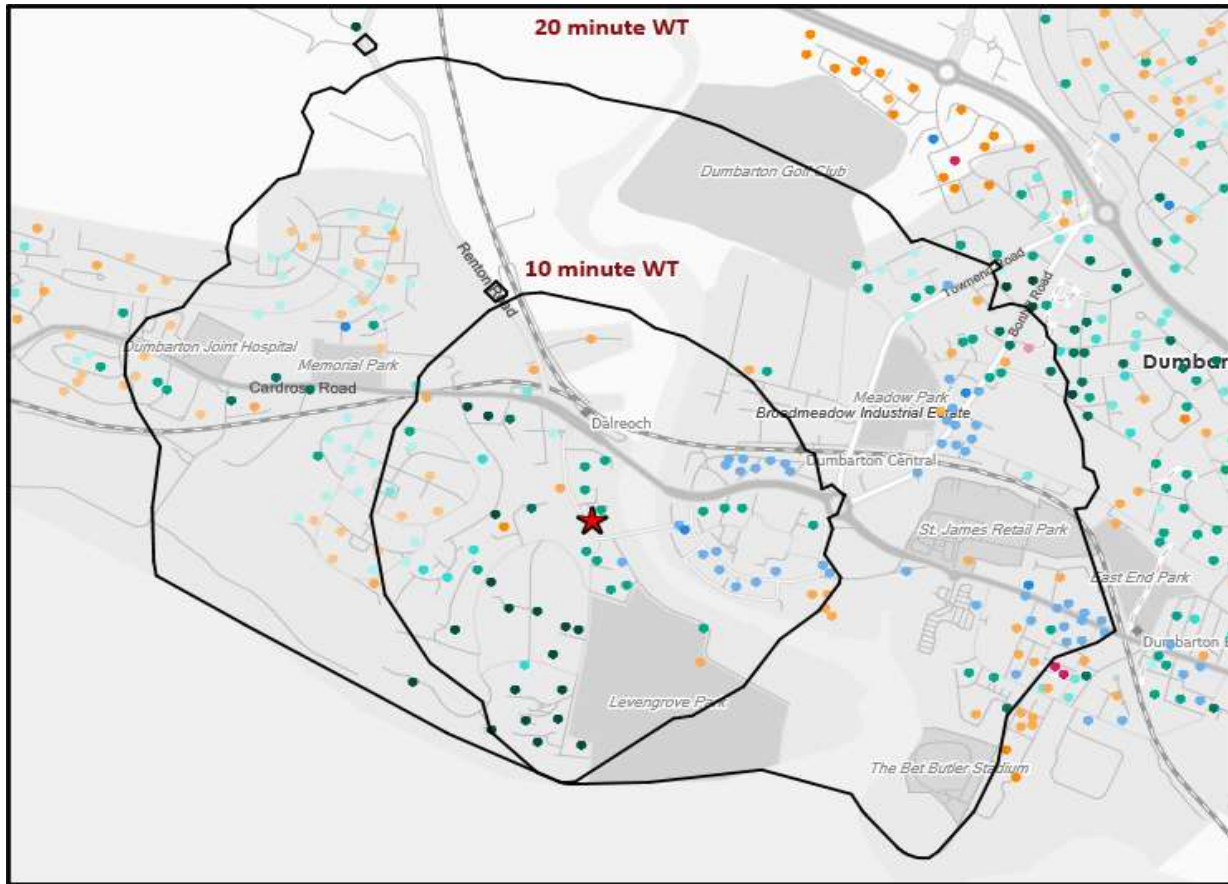
Polaris Summary - Waverley Bar Bridgend



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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	42	0	0	1
Medium	0	0	0	0	0	0
High	0	0	261	0	0	8
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	260	1,066	5,499	330	508	155
High	6	129	1,592	6	51	37
Midlife - Young Kids						
Low	124	572	16,231	52	91	152
Medium	310	916	17,056	97	108	119
High	27	54	5,900	23	18	114
Midlife - Carefree						
Low	103	840	8,526	142	436	262
Medium	38	138	3,783	27	36	59
High	251	270	7,497	108	44	72
Mature						
Low	617	1,023	13,465	487	304	237
Medium	62	259	7,474	23	36	62
High	312	366	7,085	156	69	79
Not Private Households	23	38	1,425	75	47	103

Polaris Summary - Waverley Bar Bridgend

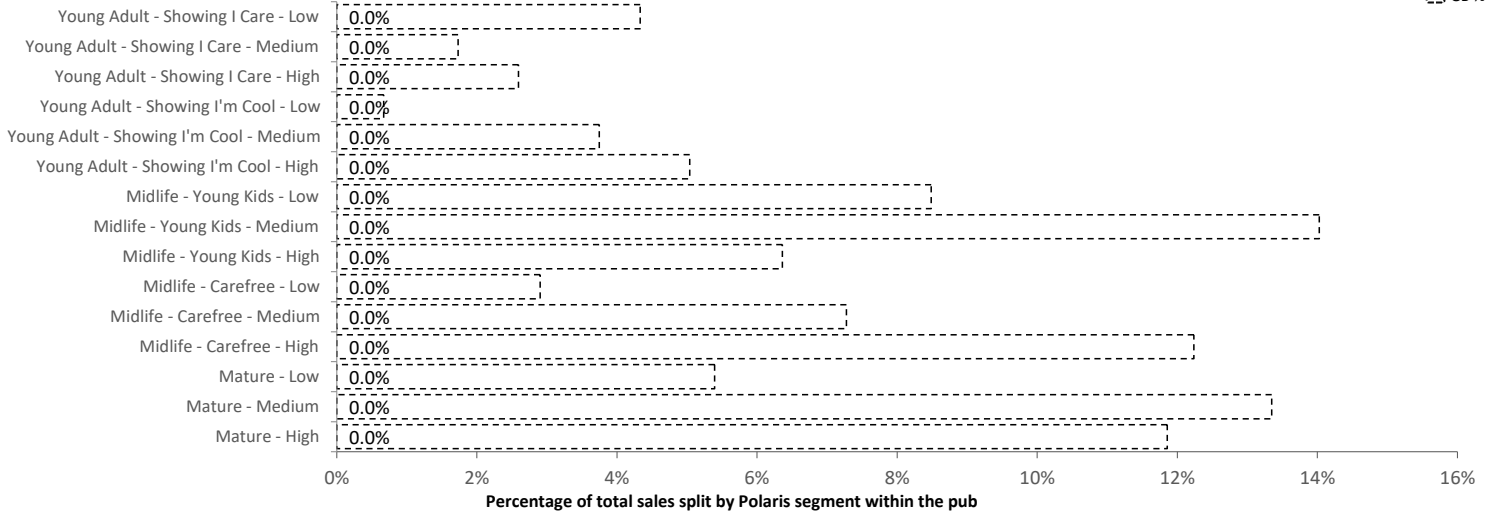


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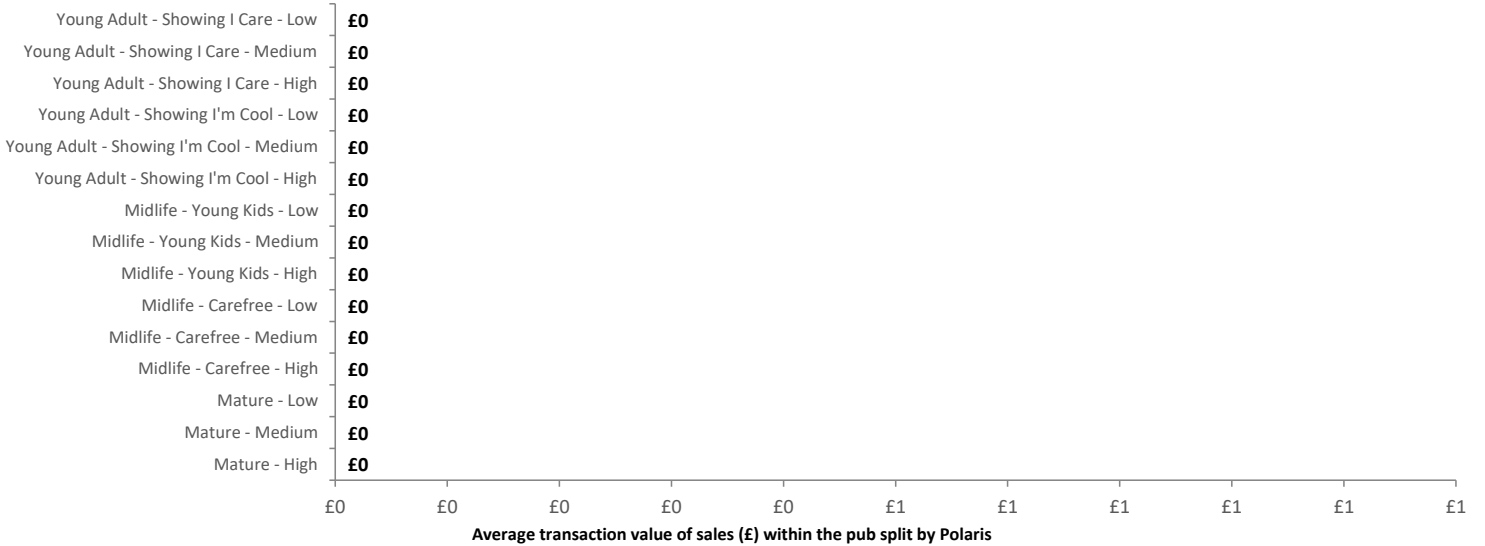


Spend by Polaris

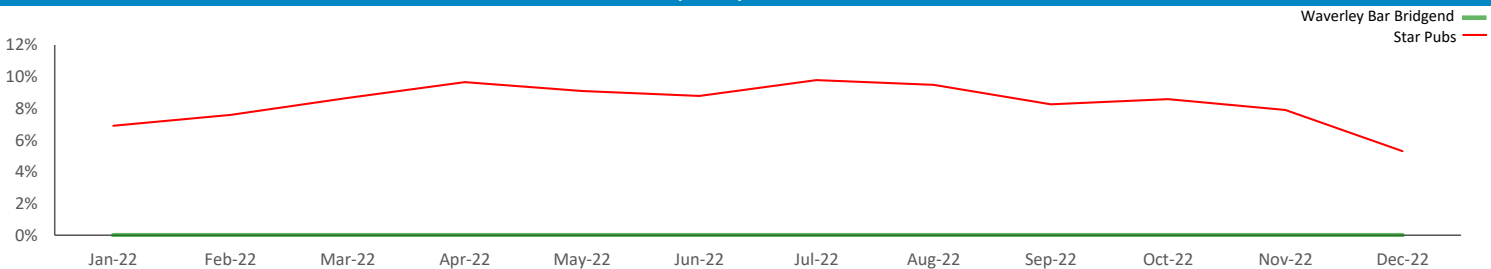
GB %



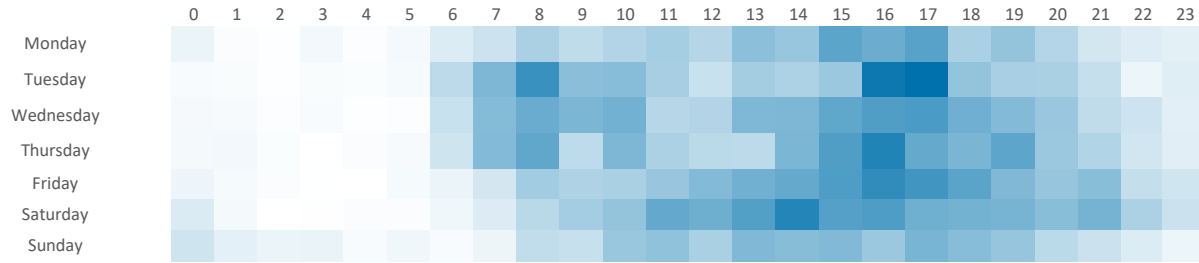
Average Transaction Values (£) by Polaris



Spend by Month

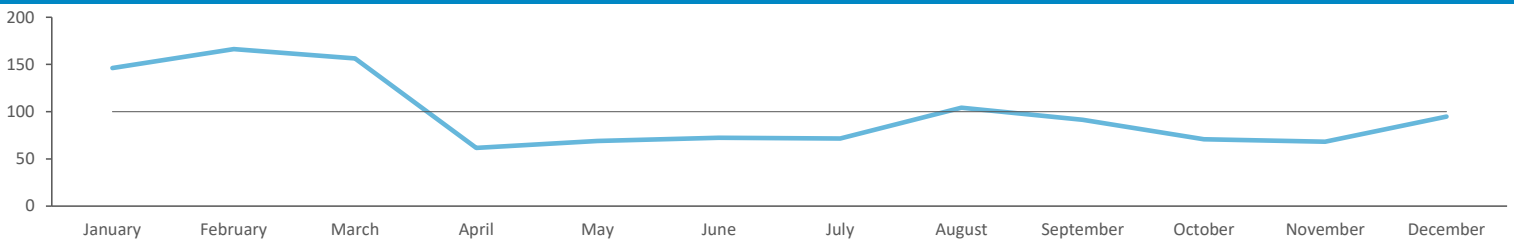


Time of Day/Day of Week



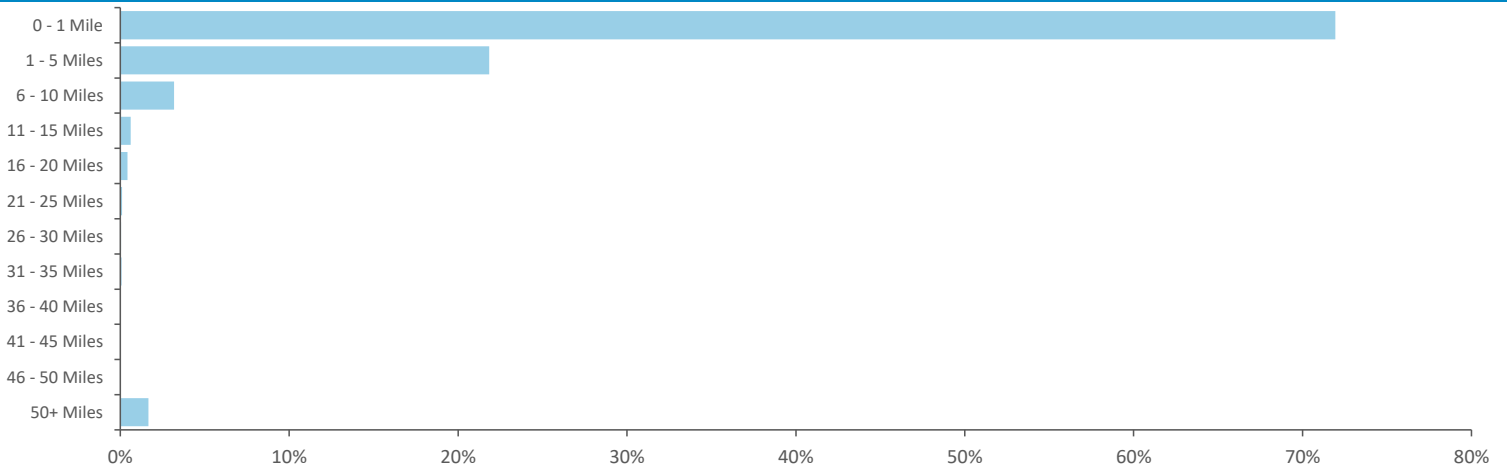
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



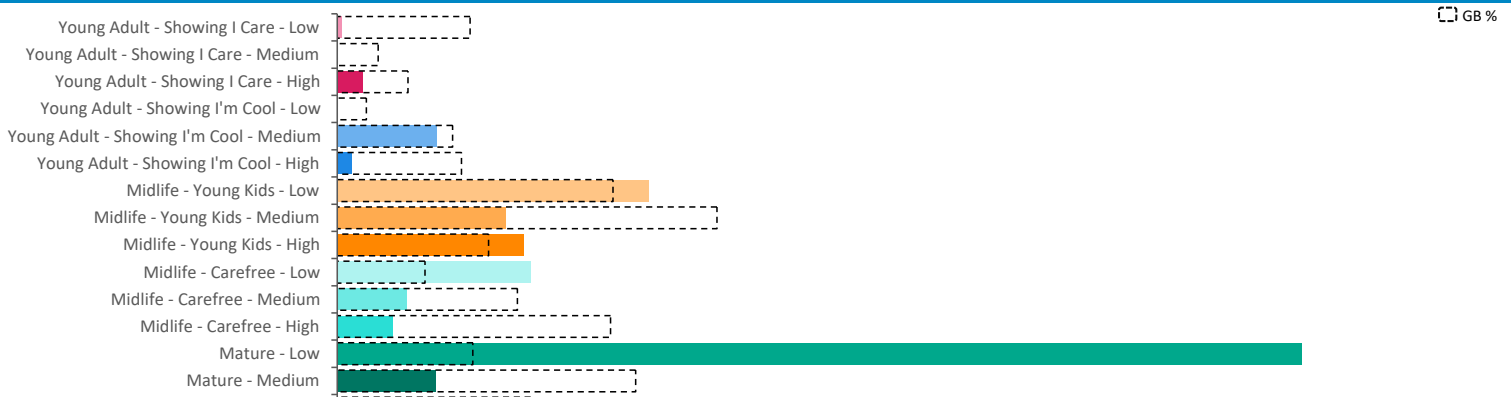
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

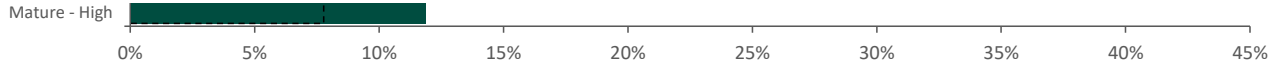


Mobile Data Summary - Waverley Bar Bridgend

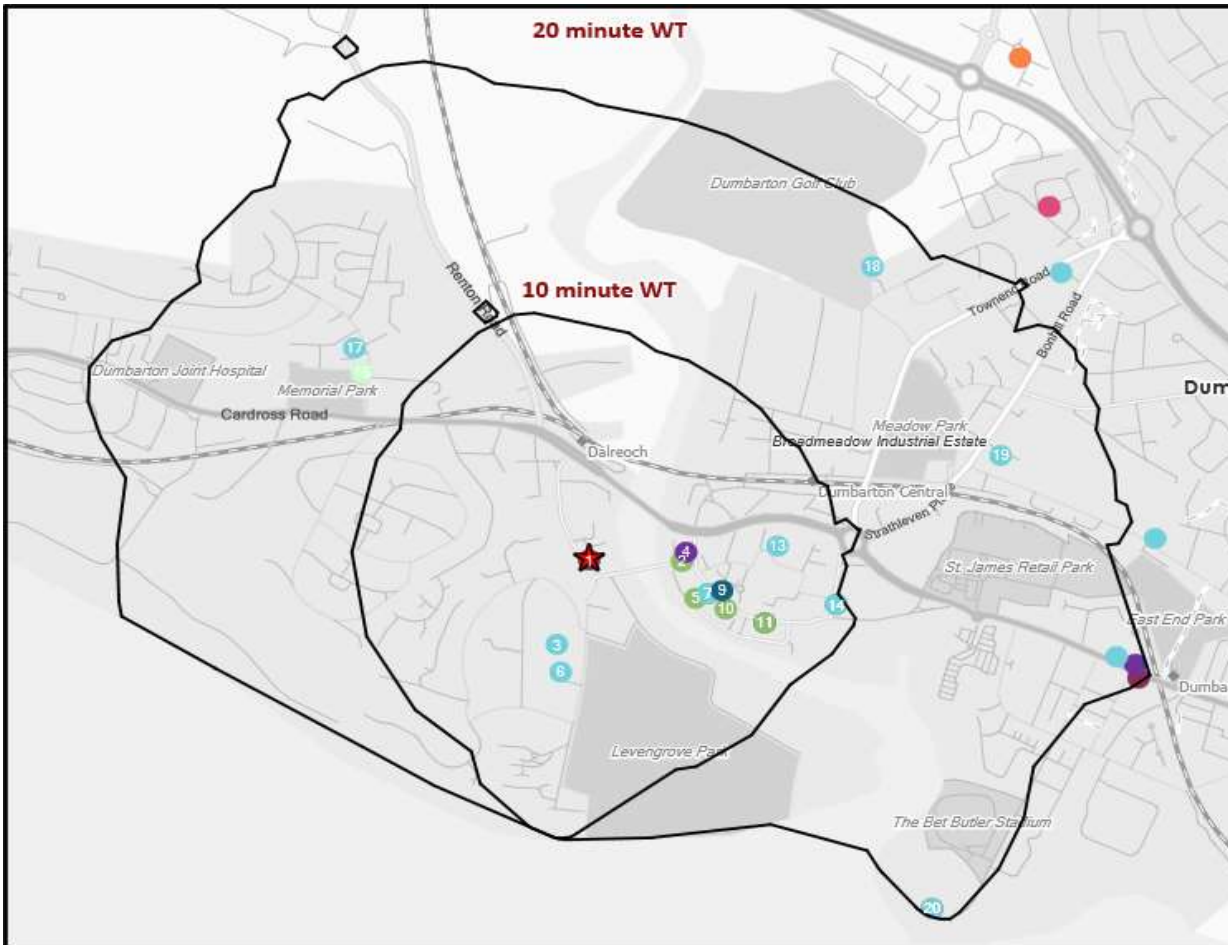


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Time of Day/Day of Week



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	Waverley Bar	G 82 4AB	Star Pubs & Bars	Premium Local	0.0
2	Glencairn Lounge	G 82 1NY	Admiral Taverns Ltd	Circuit Bar	0.1
3	Dixon Bowling Club	G 82 4AQ	Independent Free	Clubland	0.2
4	Grill On The Beach	G 82 1NT	Independent Free	Restaurants	0.2
5	Waterside Inn	G 82 1LB	Rosemount Taverns	Circuit Bar	0.2
6	Kirktonhill Lawn Tennis Club	G 82 4AT	Independent Free	Clubland	0.2
7	Lennox Bar	G 82 1LE	Greene King	Circuit Bar	0.2
7	Dumbarton Harp Social Club	G 82 1LE	Independent Free	Clubland	0.2
9	Captain James Lang	G 82 1PQ	Wetherspoons GB	ABOS	0.2
10	Burgh Bar	G 82 1LF	Punch Pub Company	Circuit Bar	0.2
11	Bollywood Lounge	G 82 1LS	Independent Free	Restaurants	0.3
11	Counting House	G 82 1LS	Greene King	Circuit Bar	0.3
13	Dumbarton Bowling Club	G 82 1NJ	Independent Free	Clubland	0.3
14	Jasmin Restaurant	G 82 1QL	Independent Free	Casual Dining	0.4
14	Dumbarton Kilwinning Lodge 18	G 82 1QL	Independent Free	Clubland	0.4
16	Keep Bar	G 82 5BL	Independent Free	Community Pub	0.5
17	Dumbarton & DisIndoor Bowling Club	G 82 5AA	Independent Free	Clubland	0.5
18	Dumbarton Golf Club	G 82 2BQ	Independent Free	Clubland	0.7
19	Territorial Army Centre Dumbarton	G 82 2DF	Independent Free	Clubland	0.7
20	Dumbarton Football Club	G 82 1JJ	Independent Free	Large Venue	0.8