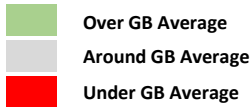


Catchment Summary - District Bar Glasgow

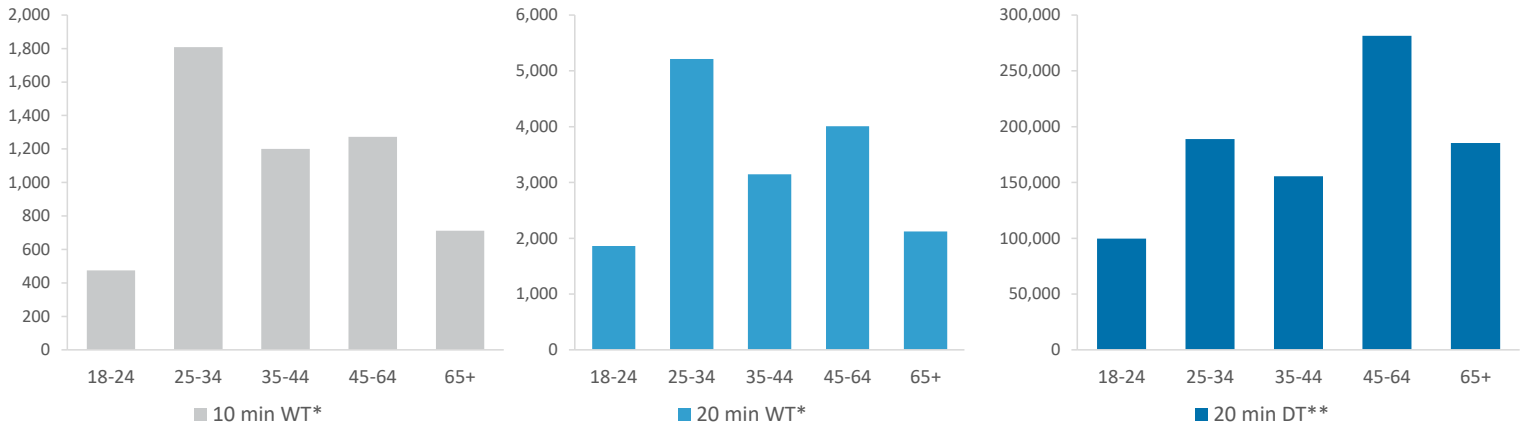
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*WT= Walktime, **DT= Drivetime

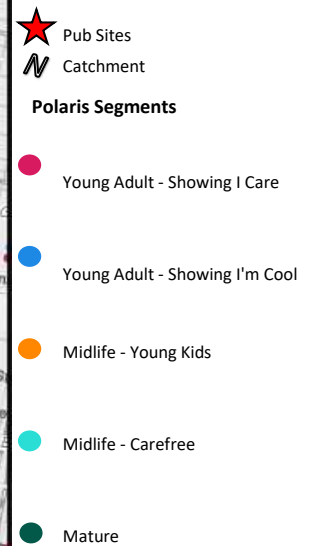
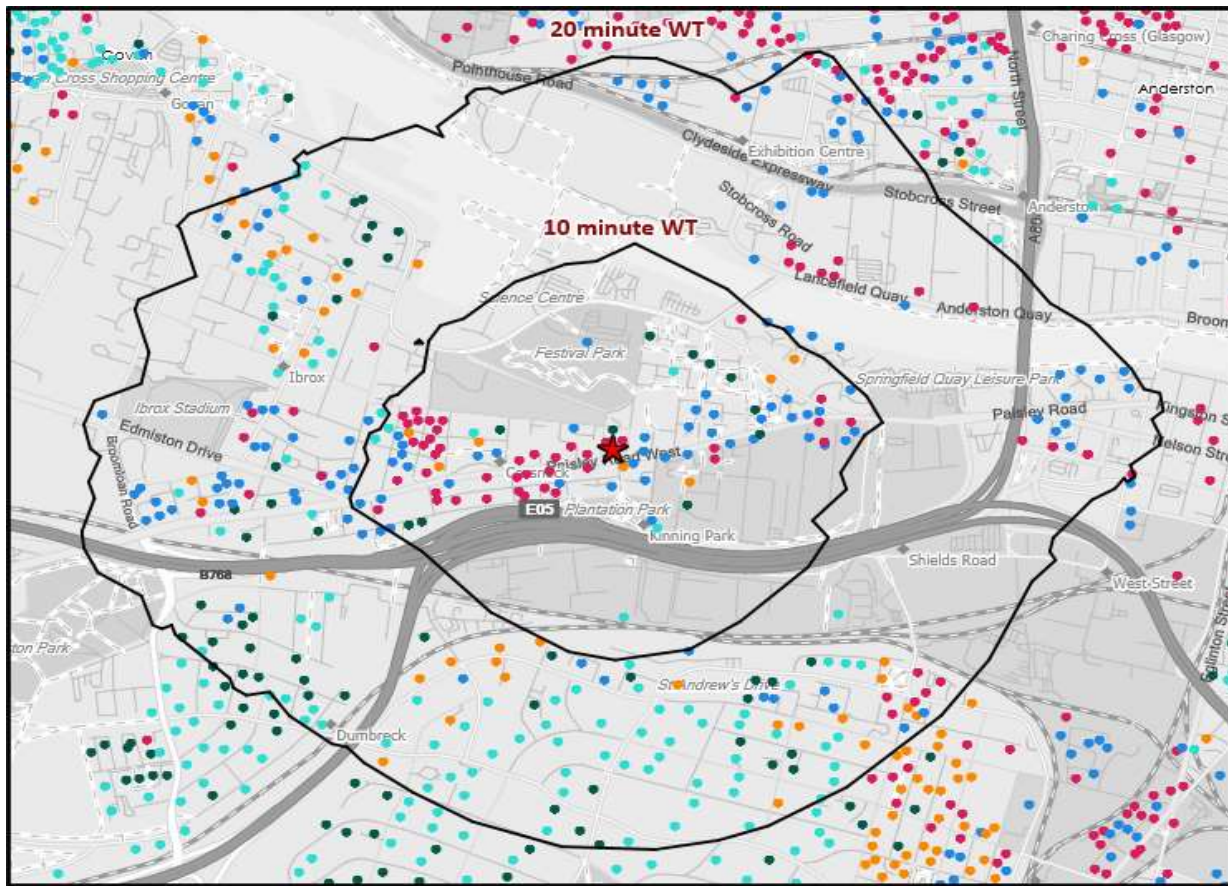
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		6,359	19,124	1,117,607	120	131	295
Adults 18+		5,469	16,350	910,958	126	91	305
Competition Pubs		13	18	981	87	56	271
Adults 18+ per Competition Pub		421	908	929	51	110	112
% Adults Likely to Drink		81.2%	81.7%	82.0%	98	99	99
Affluence	Low	52.7%	49.7%	43.4%	205	194	169
	Medium	20.6%	15.6%	26.5%	52	40	67
	High	20.1%	31.4%	28.7%	60	93	86
*Affluence does not include Not Private Households							
Age Profile	18-24	475	1,862	99,710	92	120	110
	25-34	1,809	5,213	188,895	214	205	127
	35-44	1,201	3,145	155,500	147	128	108
	45-64	1,272	4,007	281,511	78	82	99
	65+	712	2,123	185,342	59	58	87

Population & Adults 18+ index is based on all pubs



		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	3,469 (55%)	10,480 (55%)	545,033 (49%)	110	111	99
	Female	2,890 (45%)	8,644 (45%)	572,574 (51%)	90	89	101
Economic Status (16-74)	Employed: Full-time	2,280 (44%)	6,458 (41%)	348,715 (41%)	105	99	99
	Employed: Part-time	454 (9%)	1,305 (8%)	97,552 (11%)	67	64	88
	Self employed	331 (6%)	1,154 (7%)	50,716 (6%)	67	77	63
	Unemployed	234 (4%)	580 (4%)	27,023 (3%)	189	156	134
	Retired	409 (8%)	1,322 (8%)	111,162 (13%)	57	61	95
	Other	1,502 (29%)	4,806 (31%)	214,399 (25%)	146	156	128
Total Worker Count		7,572	14,261	493,716			

See the Glossary page for further information on the above variables



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	2,014	4,385	92,576	413	301	114
Young Adult - Showing I'm Cool	1,892	5,455	133,788	376	363	160
Midlife - Young Kids	406	1,474	259,730	24	29	91
Midlife - Carefree	302	2,640	214,491	26	77	112
Mature	494	1,855	198,135	32	41	78
Not Private Households	361	541	12,238	459	230	93
Total	5,469	16,350	910,958			

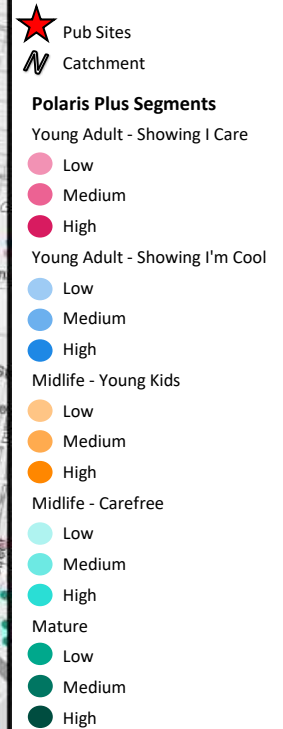
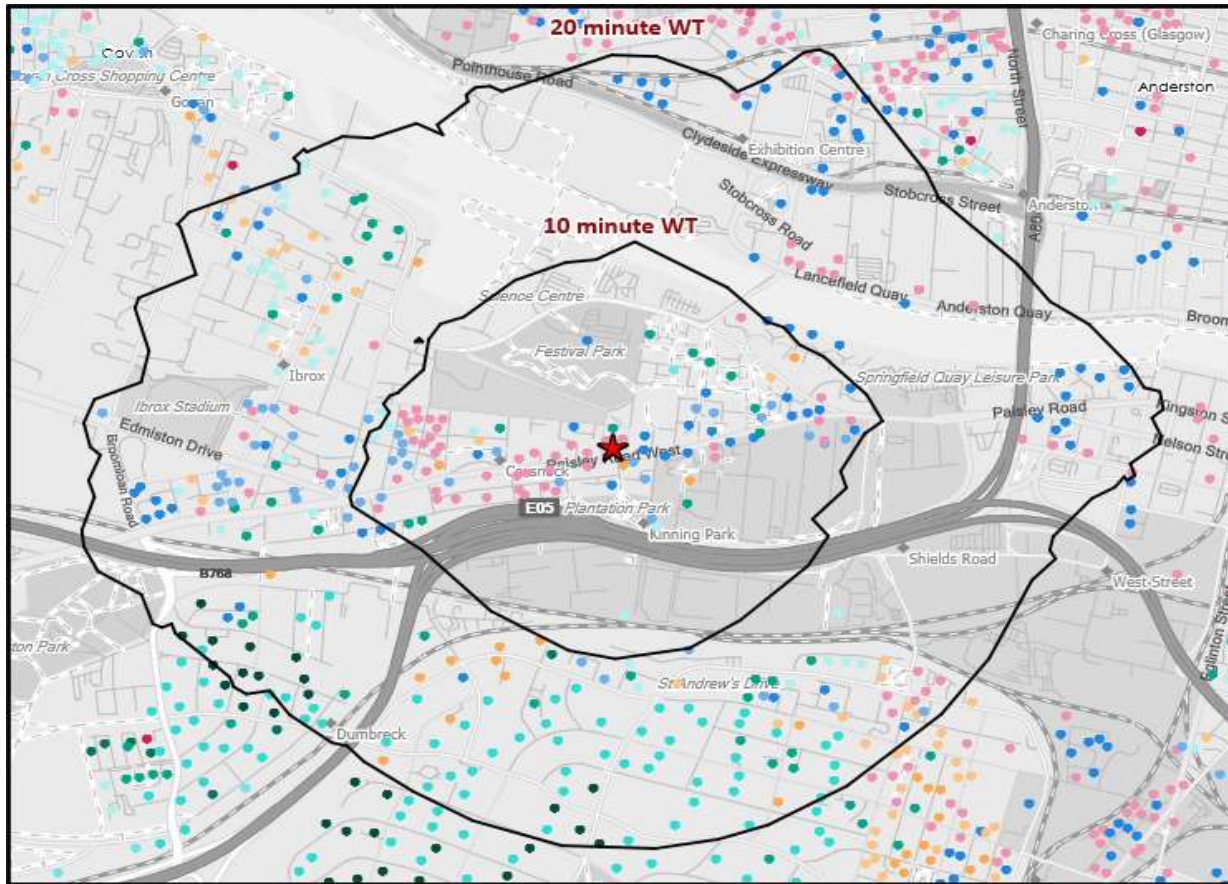
Polaris Summary - District Bar Glasgow



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★ Pub Sites



Polaris Plus Profile by Catchment

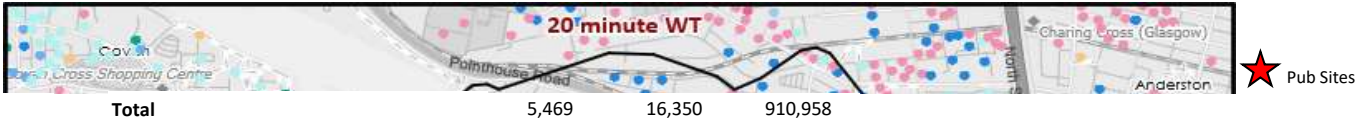
*WT= Walktime, **DT= Drivetime

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**
Young Adult - Showing I Care						
Low	2,014	4,385	80,606	878	640	211
Medium	0	0	2,884	0	0	23
High	0	0	9,086	0	0	30
Young Adult - Showing I'm Cool						
Low	0	0	354	0	0	4
Medium	794	1,817	54,003	393	301	160
High	1,098	3,638	79,431	449	497	195
Midlife - Young Kids						
Low	147	812	109,052	24	45	108
Medium	259	662	100,484	32	27	74
High	0	0	50,194	0	0	102
Midlife - Carefree						
Low	228	1,218	95,691	123	219	309
Medium	74	74	35,035	20	7	57
High	0	1,348	83,765	0	75	84
Mature						
Low	494	1,712	110,079	152	176	204
Medium	0	3	49,264	0	0	43
High	0	140	38,792	0	9	45
Not Private Households	361	541	12,238	459	230	93

Polaris Summary - District Bar Glasgow

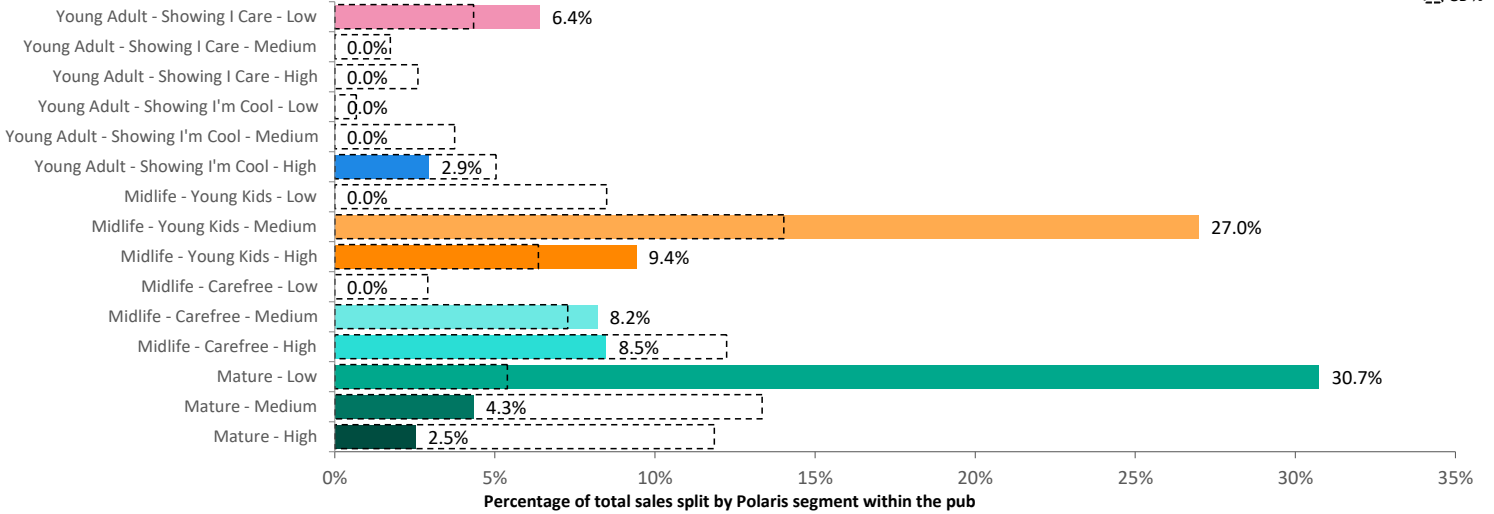


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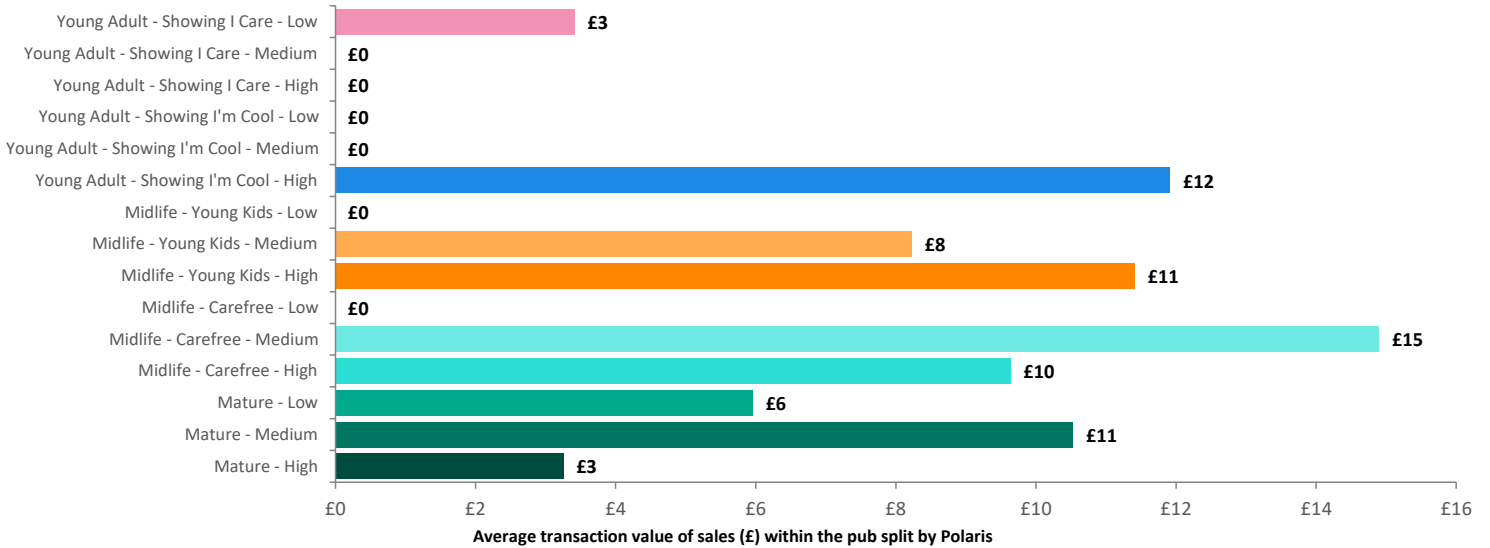


Spend by Polaris

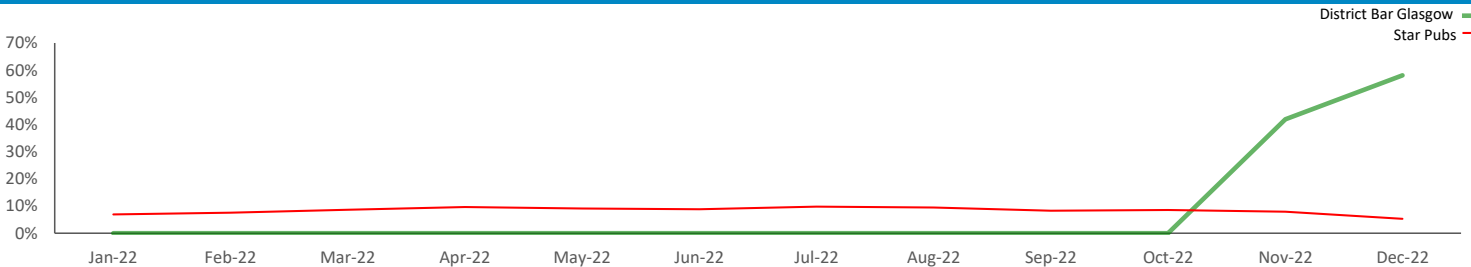
GB %



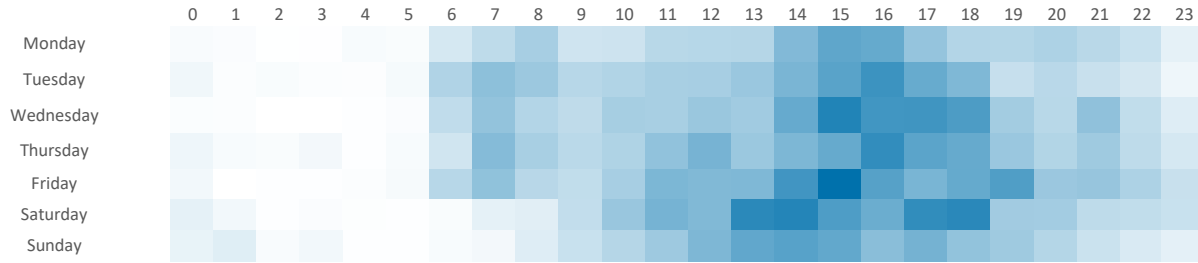
Average Transaction Values (£) by Polaris



Spend by Month

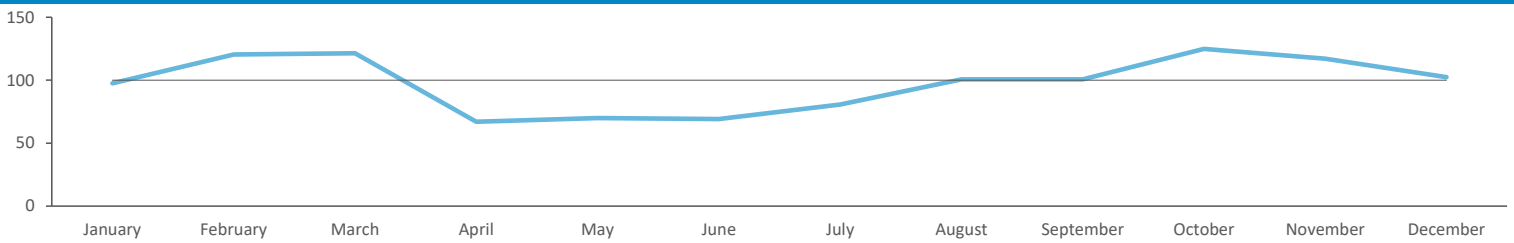


Time of Day/Day of Week



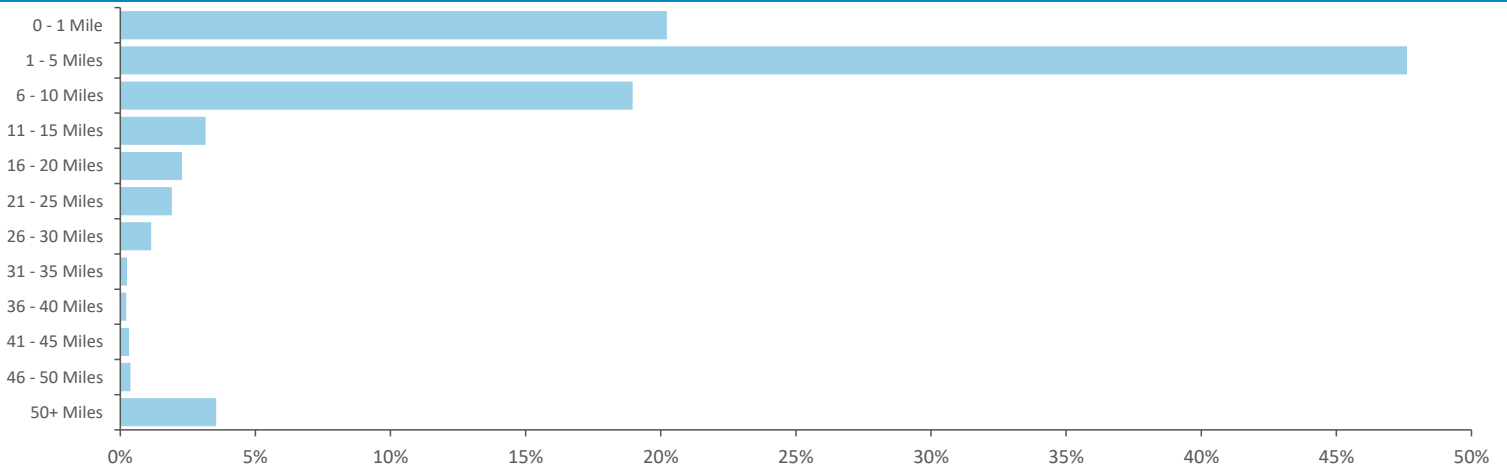
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



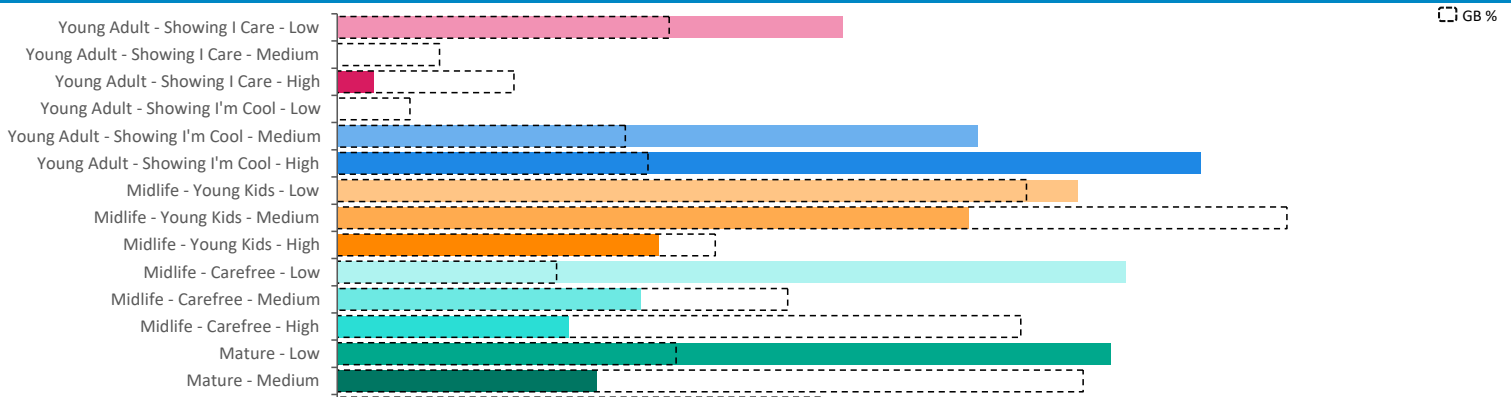
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

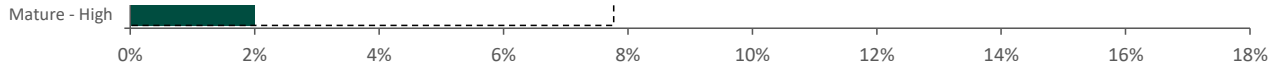


Mobile Data Summary - District Bar Glasgow

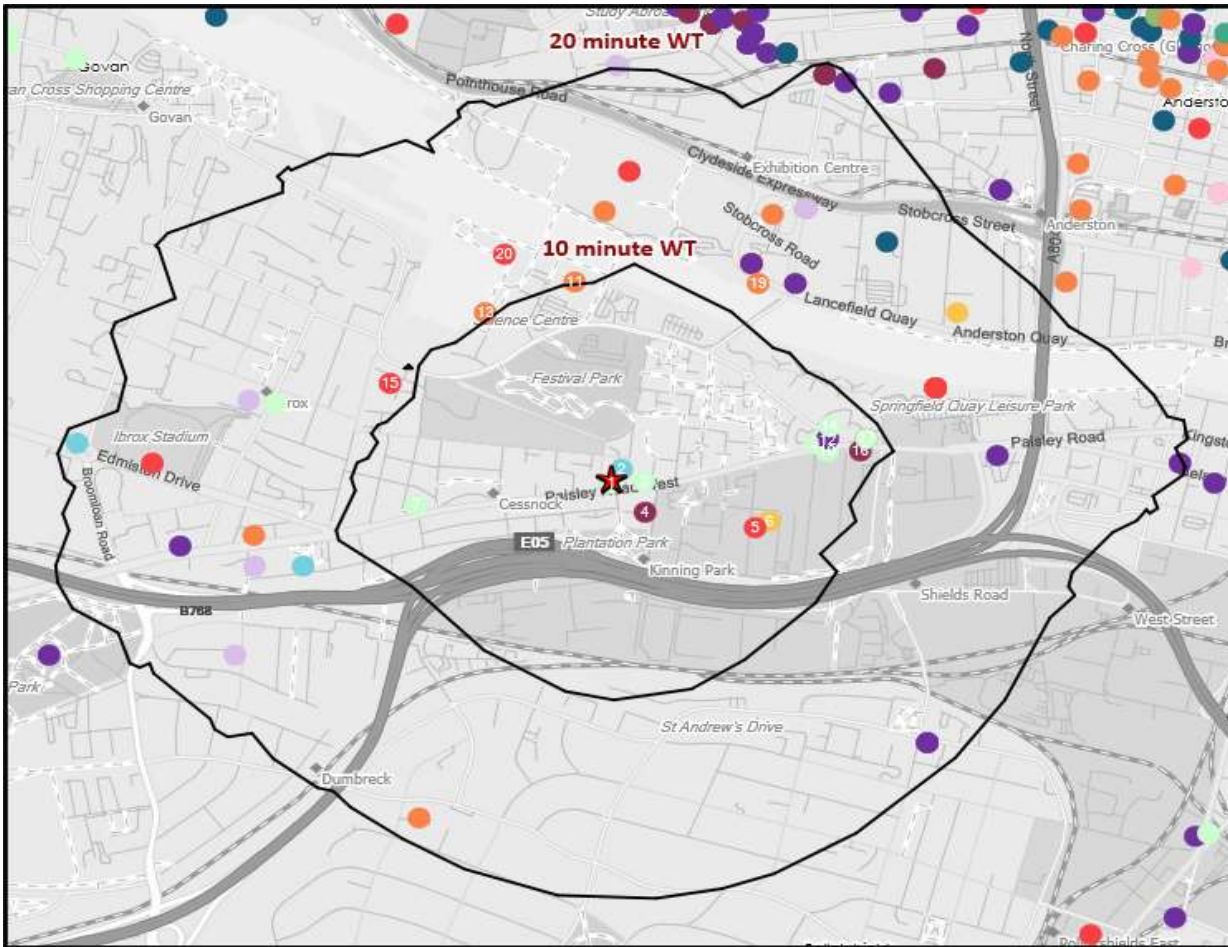


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Time of Day/Day of Week



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	District Bar	G 51 1BS	Star Pubs & Bars	Community Pub	0.0
2	Blue Star Social Club	G 51 1DP	Independent Free	Clubland	0.0
3	Grapes Bar	G 51 1BU	G1 Group	Community Pub	0.1
4	Bellrock	G 41 1AQ	Trust Inns Limited	Premium Local	0.1
5	Wonder World	G 41 1EE	Independent Free	Large Venue	0.3
6	Fore Play Crazy Golf	G 41 1EJ	Independent Free	High Street Pub	0.3
7	Park Bar	G 51 1BE	Star Pubs & Bars	Community Pub	0.3
7	Kensington Bar	G 51 1BE	Admiral Taverns Ltd	Community Pub	0.3
9	Viceroy Bar	G 51 1LB	Independent Free	Community Pub	0.4
10	Old Toll Bar	G 51 1LF	Independent Free	Community Pub	0.4
11	Village	G 51 1DA	KSL Capital Partners	Hotel	0.4
12	La Fiorentina	G 51 1LE	Independent Free	Restaurants	0.4
13	Premier Inn	G 51 1DZ	Whitbread	Hotel	0.4
14	Grand Old Oprey	G 51 1HS	Independent Free	Community Pub	0.4
15	Big Feed	G 51 2SE	Independent Free	Large Venue	0.4
16	Union Bar	G 5 8RJ	Rosemount Taverns	Premium Local	0.4
17	Quayside	G 5 8RE	Admiral Taverns Ltd	Premium Local	0.4
17	Three Cheers	G 5 8RE	Independent Free	Community Pub	0.4
19	Hilton Garden Inn Hotel	G 3 8HN	Hilton Group	Hotel	0.4
20	Glasgow Science Centre	G 51 1EA	Independent Free	Large Venue	0.5