CACI

Catchment Summary - Bull Inn Holyhead

star PUBS&BARS

	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		1,759	2,354	42,676	33	16	11
					Population & Adults 18+ index is based on all pubs		
Adults 18+		1,445	1,968	33,954	33	11	11
Competition Pubs		4	4	56	27	13	15
Adults 18+ per Competition Pub		361	492	606	44	60	73
% Adults Likely to Drink		81.6%	81.9%	81.8%	99	99	99
Affluence	Low	18.5%	13.6%	17.9%	72	53	70
	Medium	62.3%	62.1%	53.7%	158	158	136
	High	19.0%	24.1%	27.6%	57	72	82

*Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	121	134	2,805	85	70	81
	25-34	202	241	4,807	86	77	85
	35-44	162	220	4,675	72	73	85
	45-64	468	644	11,264	104	107	103
	65+	492	729	10,403	146	162	128
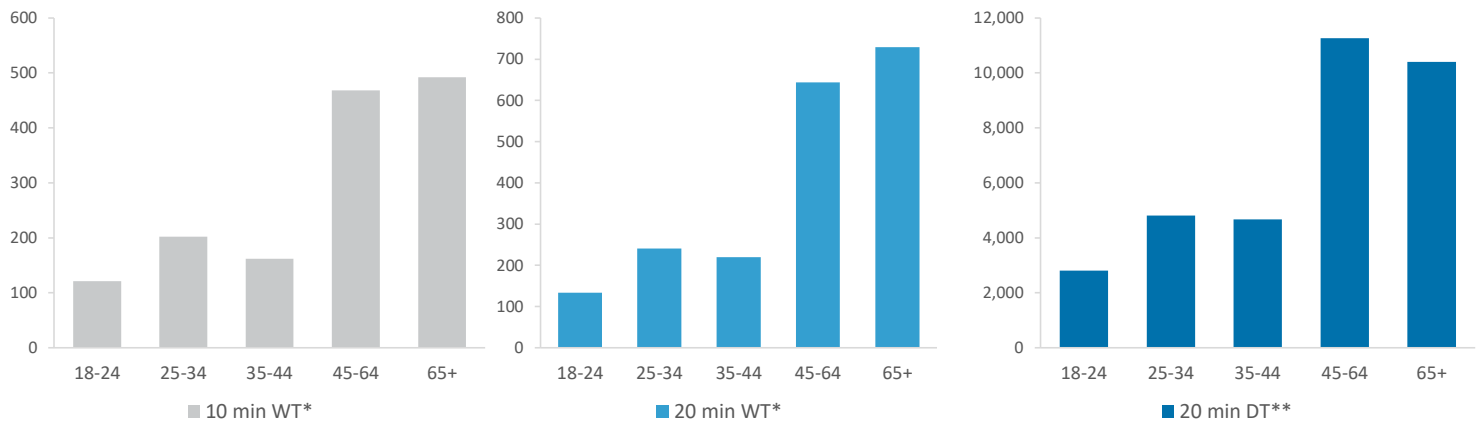
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	870 (49%)	1,179 (50%)	21,116 (49%)	100	101	100
	Female	889 (51%)	1,175 (50%)	21,560 (51%)	100	99	100
Economic Status (16-74)	Employed: Full-time	474 (38%)	608 (36%)	11,428 (38%)	92	87	92
	Employed: Part-time	166 (13%)	224 (13%)	4,039 (14%)	103	103	104
	Self employed	92 (7%)	142 (8%)	2,773 (9%)	77	89	97
	Unemployed	36 (3%)	38 (2%)	757 (3%)	122	96	107
	Retired	276 (22%)	414 (25%)	5,516 (18%)	161	180	134
	Other	199 (16%)	246 (15%)	5,316 (18%)	81	75	90
Total Worker Count		486	611	21,818			

See the Glossary page for further information on the above variables

Polaris Summary - Bull Inn Holyhead

Legend:
- ★ Pub Sites
- Ⅳ Catchment

Polaris Segments
- ● Young Adult - Showing I Care
- ● Young Adult - Showing I'm Cool
- ● Midlife - Young Kids
- ● Midlife - Carefree
- ● Mature
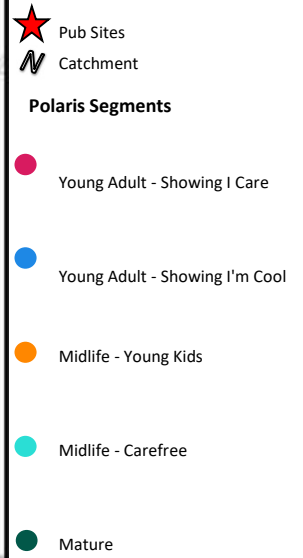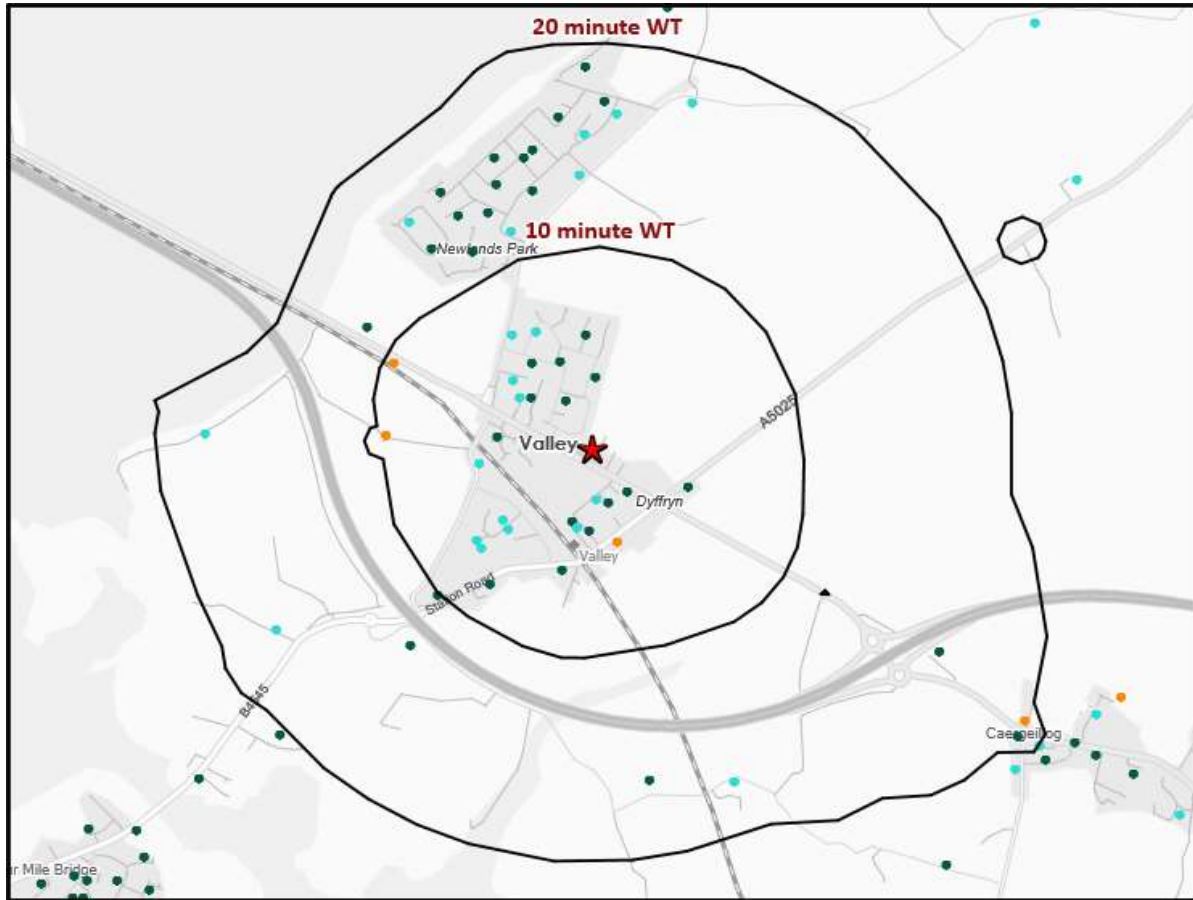
Polaris Profile by Catchment

*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	15	0	0	0
Young Adult - Showing I'm Cool	0	0	1,005	0	0	32
Midlife - Young Kids	99	99	7,735	22	16	73
Midlife - Carefree	624	802	10,751	205	194	150
Mature	719	1,064	14,181	178	193	149
Not Private Households	3	3	267	14	11	55
Total	1,445	1,968	33,954			

Polaris Summary - Bull Inn Holyhead

star PUBS & BARS

★ Pub Sites
N Catchment

Polaris Plus Segments

Young Adult - Showing I Care
- Low
- Medium
- High

Young Adult - Showing I'm Cool
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High
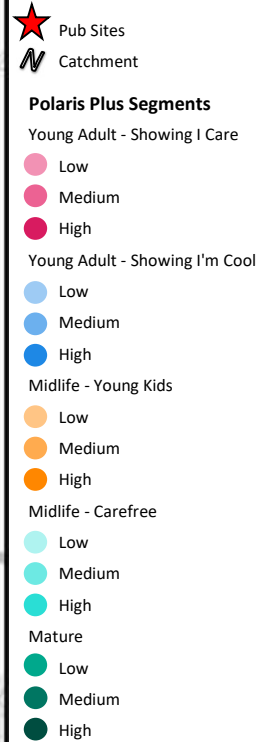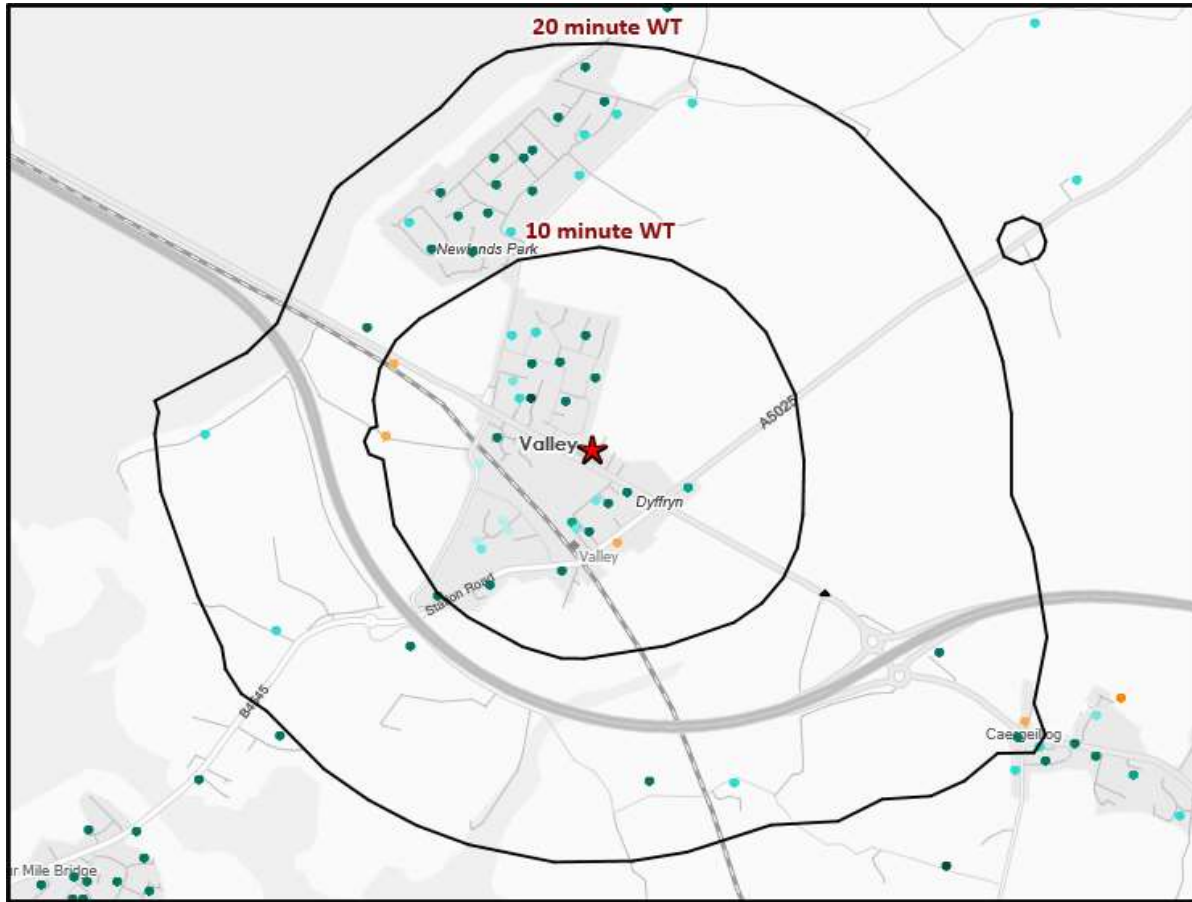
Polaris Plus Profile by Catchment

*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	0	0	0	0
Medium	0	0	0	0	0	0
High	0	0	15	0	0	1
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	863	0	0	69
High	0	0	142	0	0	9
Midlife - Young Kids						
Low	0	0	3,325	0	0	88
Medium	99	99	3,829	46	34	76
High	0	0	581	0	0	32
Midlife - Carefree						
Low	263	263	1,561	535	393	135
Medium	105	105	2,449	108	79	107
High	256	434	6,741	162	202	182
Mature						
Low	4	4	1,197	5	3	59
Medium	696	1,019	11,078	381	409	258
High	19	41	1,906	14	22	60
Not Private Households	3	3	267	14	11	55
Total	1,445	1,968	33,954			

Transactional Data Summary - Bull Inn Holyhead

Spend by Polaris

GB %

Segment	%
Young Adult - Showing I Care - Low	1.6%
Young Adult - Showing I Care - Medium	0.5%
Young Adult - Showing I Care - High	0.1%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	1.0%
Young Adult - Showing I'm Cool - High	3.7%
Midlife - Young Kids - Low	14.6%
Midlife - Young Kids - Medium	10.3%
Midlife - Young Kids - High	1.5%
Midlife - Carefree - Low	20.1%
Midlife - Carefree - Medium	13.3%
Midlife - Carefree - High	13.2%
Mature - Low	2.6%
Mature - Medium	14.9%
Mature - High	2.6%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£43
Young Adult - Showing I Care - Medium	£20
Young Adult - Showing I Care - High	£18
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£18
Young Adult - Showing I'm Cool - High	£24
Midlife - Young Kids - Low	£12
Midlife - Young Kids - Medium	£22
Midlife - Young Kids - High	£27
Midlife - Carefree - Low	£14
Midlife - Carefree - Medium	£16
Midlife - Carefree - High	£17
Mature - Low	£28
Mature - Medium	£14
Mature - High	£23

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

Spend by Month

Bull Inn Holyhead — Star Pubs

Mobile Data Summary - Bull Inn Holyhead

star PUBS&BARS
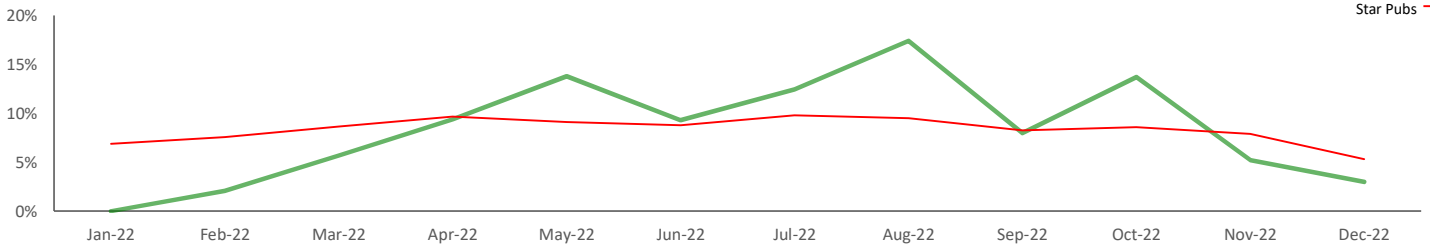
Time of Day/Day of Week
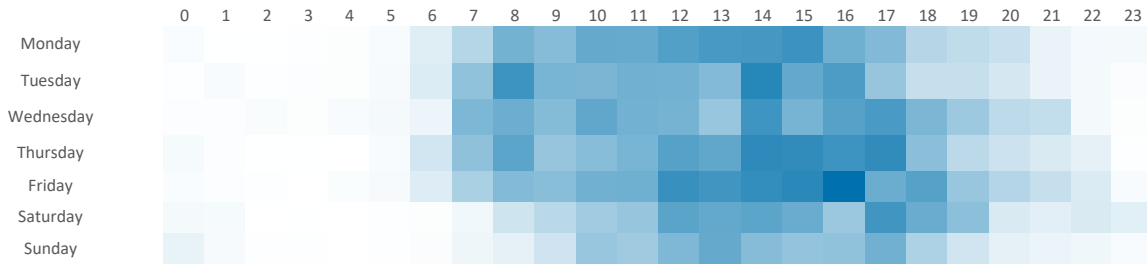
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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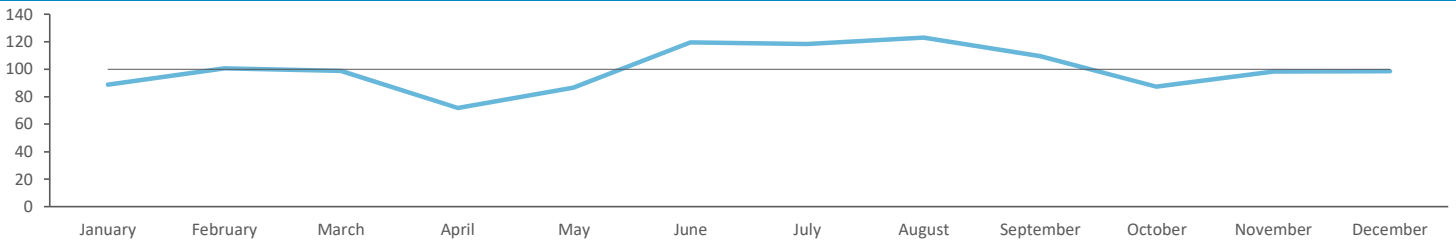
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home
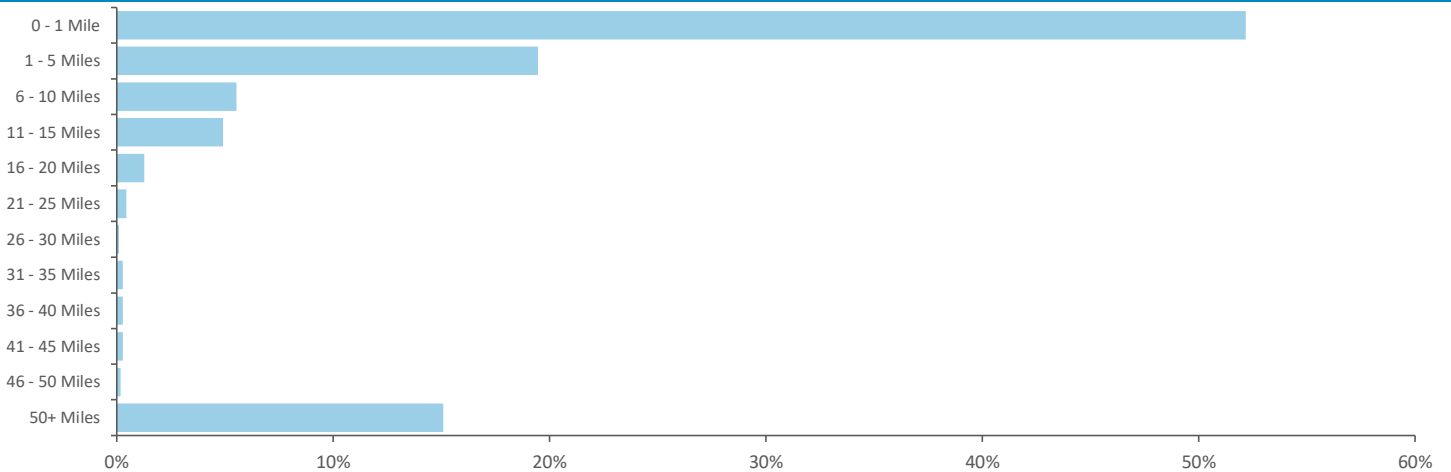
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile
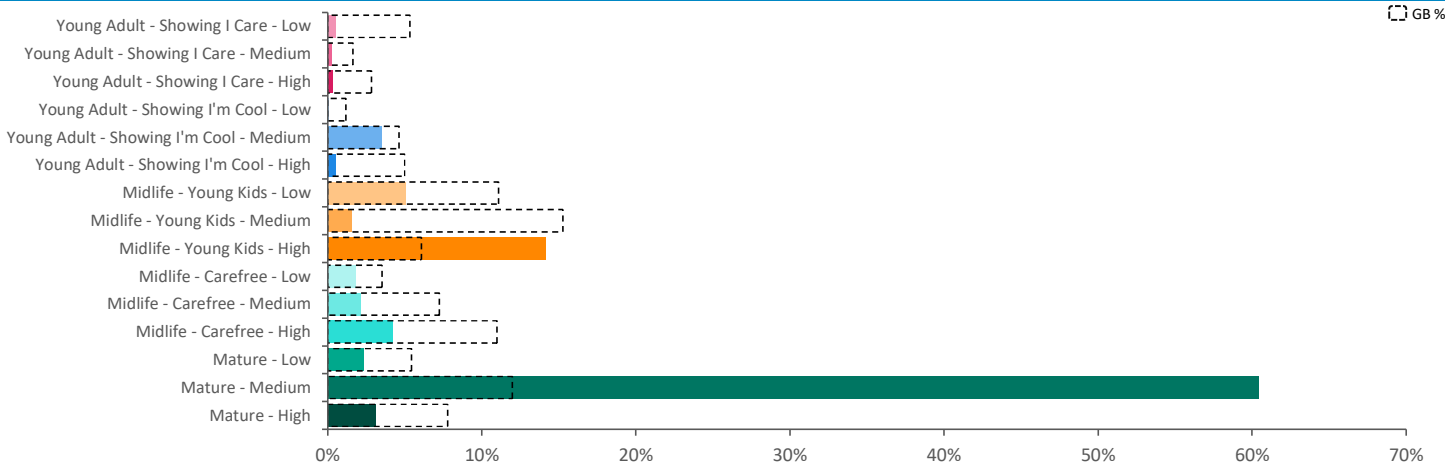
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Bull Inn Holyhead

Pub Sites (red star)
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
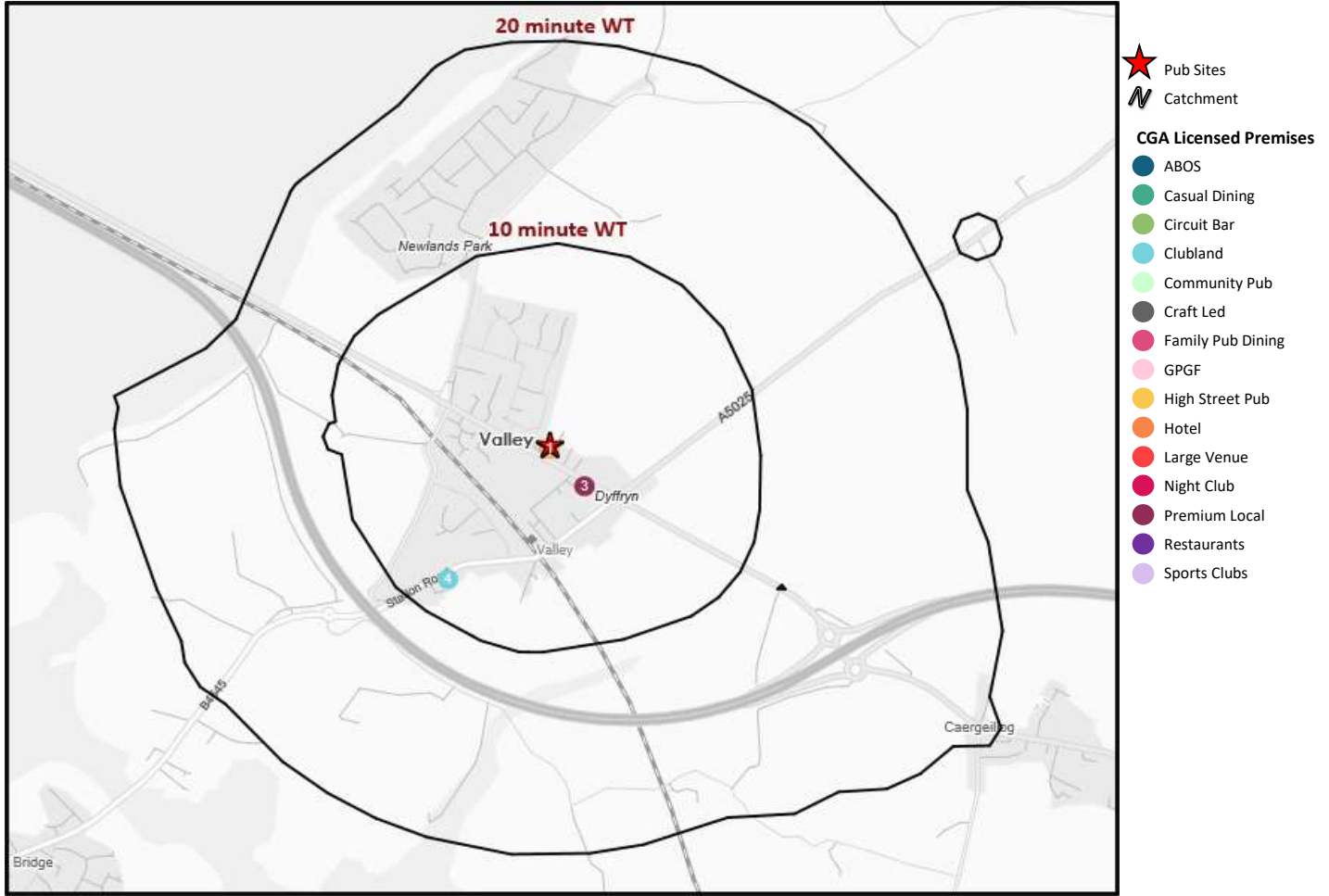
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Bull Inn	LL65 3DP	Star Pubs & Bars	Family Pub Dining	0.0
1	Catch 22 Brasserie	LL65 3DP	Independent Free	High Street Pub	0.0
3	Valley Hotel	LL65 3DU	Independent Free	Premium Local	0.1
4	Holyhead & District Angling Club	LL65 3EL	Independent Free	Clubland	0.3

Per Pub Analysis - Bull Inn Holyhead

Over GB Average
Around GB Average
Under GB Average
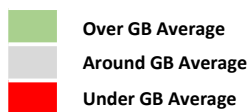
*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,445	1,968	33,954
Number of Competition Pubs	4	4	56
Adults 18+ per Competition Pub	361	492	606

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	39	2.7%	27
Circuit Bar	14	0.9%	26
Community Pub	237	16.4%	94
Craft Led	6	0.4%	12
Great Pub Great Food	255	17.7%	92
High Street Pub	227	15.7%	91
Premium Local	296	20.5%	117

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	53	2.7%	26
Circuit Bar	14	0.7%	19
Community Pub	349	17.7%	102
Craft Led	6	0.3%	9
Great Pub Great Food	401	20.4%	106
High Street Pub	327	16.6%	96
Premium Local	448	22.8%	130

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	1,712	5.0%	49
Circuit Bar	700	2.1%	56
Community Pub	6,778	20.0%	115
Craft Led	372	1.1%	35
Great Pub Great Food	6,651	19.6%	102
High Street Pub	6,283	18.5%	107
Premium Local	7,181	21.2%	121

Category	Explanation
Population	The population count within the specified catchment
Gender	Counts of Males and Females within the specified catchment
Affluence	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.
	Low: Count of population by Polaris Plus segments which are classified as Low **Polaris Plus Segments:** 1.1, 2.1, 3.1, 4.1, 5.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74
	Full-time: In full-time employment
	Part-time: In part-time employment
	Self employed: In full-time or part-time employment, with or without employees
	Unemployed: Unemployed, not currently working but are actively seeking
	Retired: a person who has retired from a working or professional career
	Other: Includes long term sick, disabled, looking after home/family
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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."	"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."	"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"	"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."	"I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"
Product needs	• Fits **sustainability** values • Helps them **stand out** and be seen to be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Avoids bloating**	• Helps me **look good**, and be **on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• Helps me **look good**, and be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Being romantic**	• **Tastes good** and **looks good** • **Discovering** new things • **Supports connecting** with friends and family • **Enjoyable for longer**	• **Tastes great** • **Good quality** • Helps me **feel good** • **Enjoyable for longer**

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 6 categories, 18 groups and 62 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.