

Catchment Summary - Blue Bell Conway



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

*WT= Walktime, **DT= Drivetime

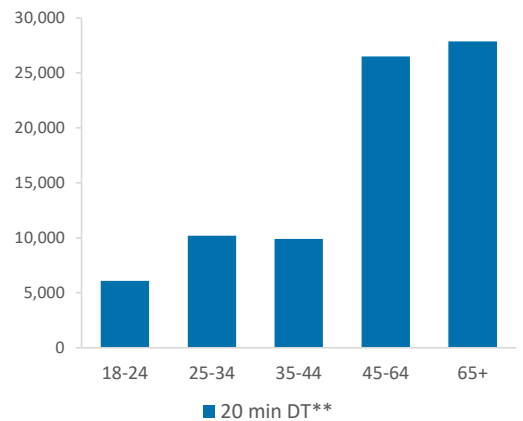
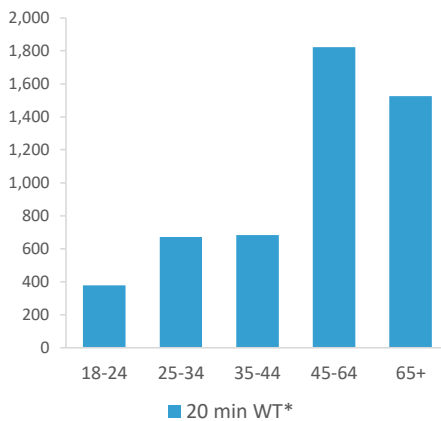
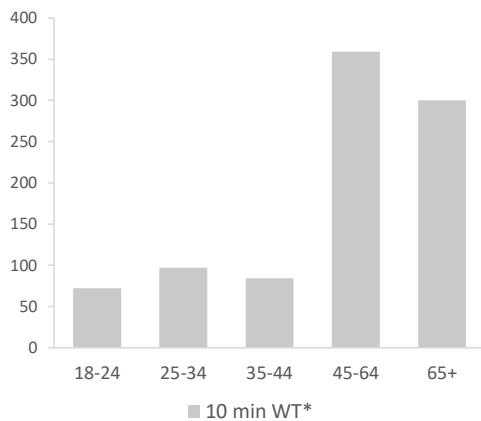
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	1,030	6,301	98,320	19	43	26
Adults 18+	912	5,081	80,589	21	28	27
Competition Pubs	11	14	134	73	44	37
Adults 18+ per Competition Pub	83	363	601	10	44	73
% Adults Likely to Drink	84.6%	83.1%	83.0%	103	101	101

Population & Adults 18+ index is based on all pubs

Affluence	Low	30.2%	16.5%	20.6%	117	64	80
	Medium	32.3%	56.5%	59.2%	82	144	150
	High	37.2%	26.7%	18.7%	111	80	56

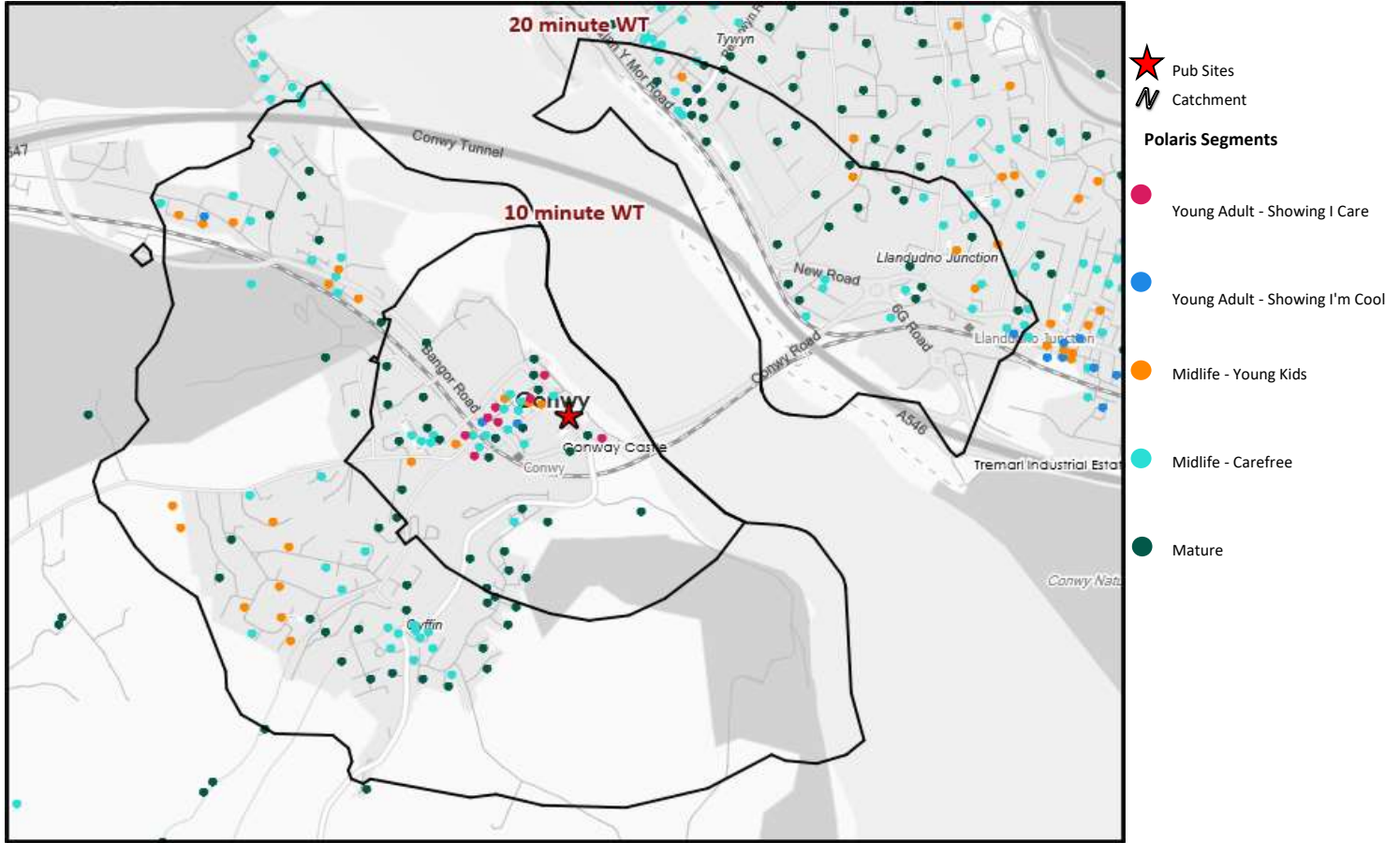
*Affluence does not include Not Private Households

Age Profile	18-24	72	378	6,090	86	74	76
	25-34	97	672	10,199	71	80	78
	35-44	84	684	9,919	63	84	78
	45-64	359	1,822	26,517	136	113	106
	65+	300	1,525	27,864	152	127	148



		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	500 (49%)	3,047 (48%)	47,827 (49%)	98	98	98
	Female	530 (51%)	3,254 (52%)	50,493 (51%)	102	102	102
Economic Status (16-74)	Employed: Full-time	271 (35%)	1,597 (36%)	24,440 (36%)	84	86	86
	Employed: Part-time	99 (13%)	683 (15%)	9,850 (14%)	99	118	111
	Self employed	101 (13%)	463 (10%)	7,074 (10%)	137	109	108
	Unemployed	13 (2%)	92 (2%)	1,390 (2%)	71	87	86
	Retired	145 (19%)	836 (19%)	13,600 (20%)	136	136	145
	Other	143 (19%)	782 (18%)	11,918 (17%)	94	89	89
Total Worker Count		1,295	3,158	50,814			

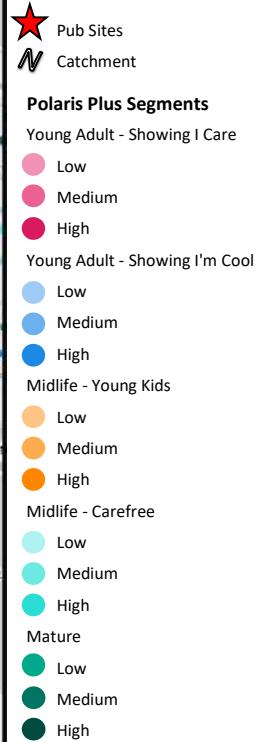
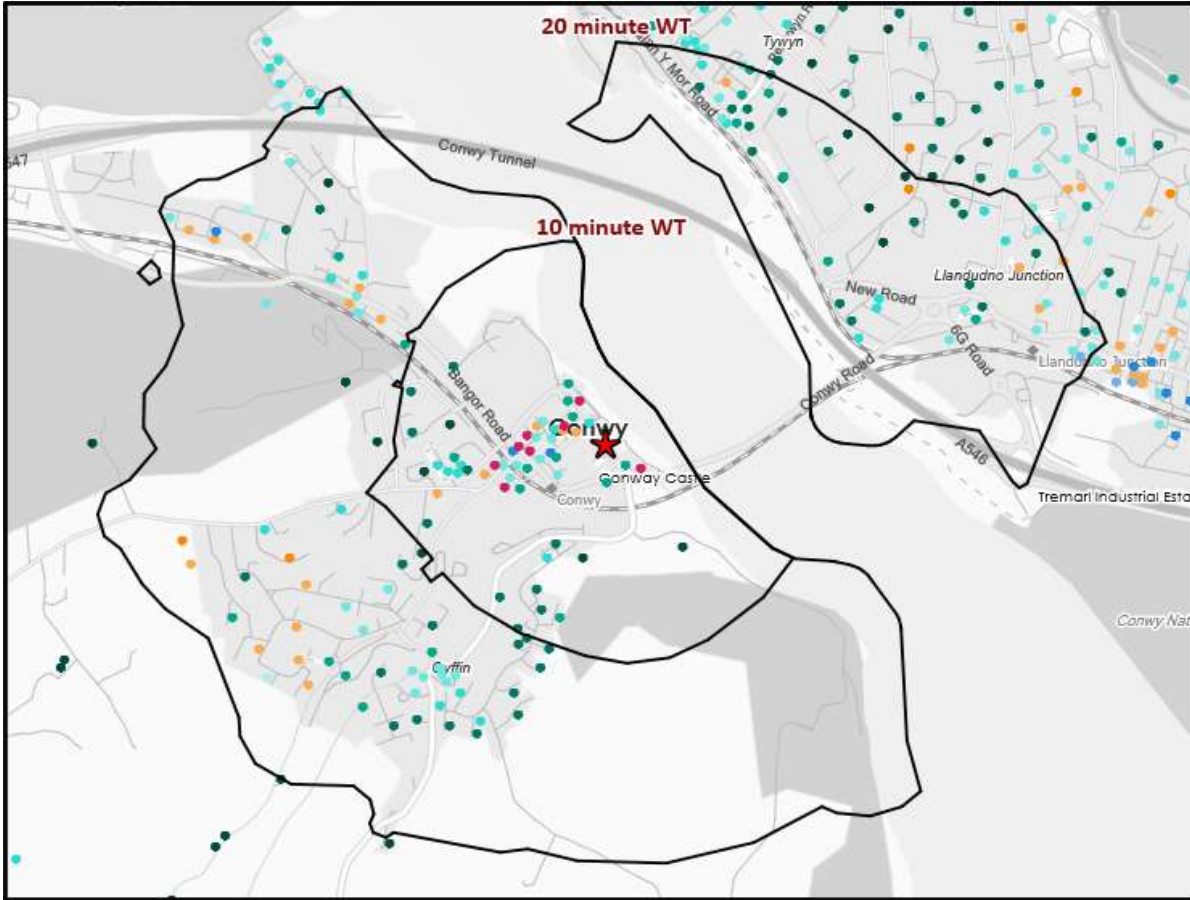
See the Glossary page for further information on the above variables



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	85	85	193	104	19	3
Young Adult - Showing I'm Cool	19	24	4,839	23	5	65
Midlife - Young Kids	123	962	15,835	43	60	63
Midlife - Carefree	219	1,517	16,041	114	142	95
Mature	463	2,480	42,402	181	174	188
Not Private Households	3	13	1,279	23	18	110
Total	912	5,081	80,589			



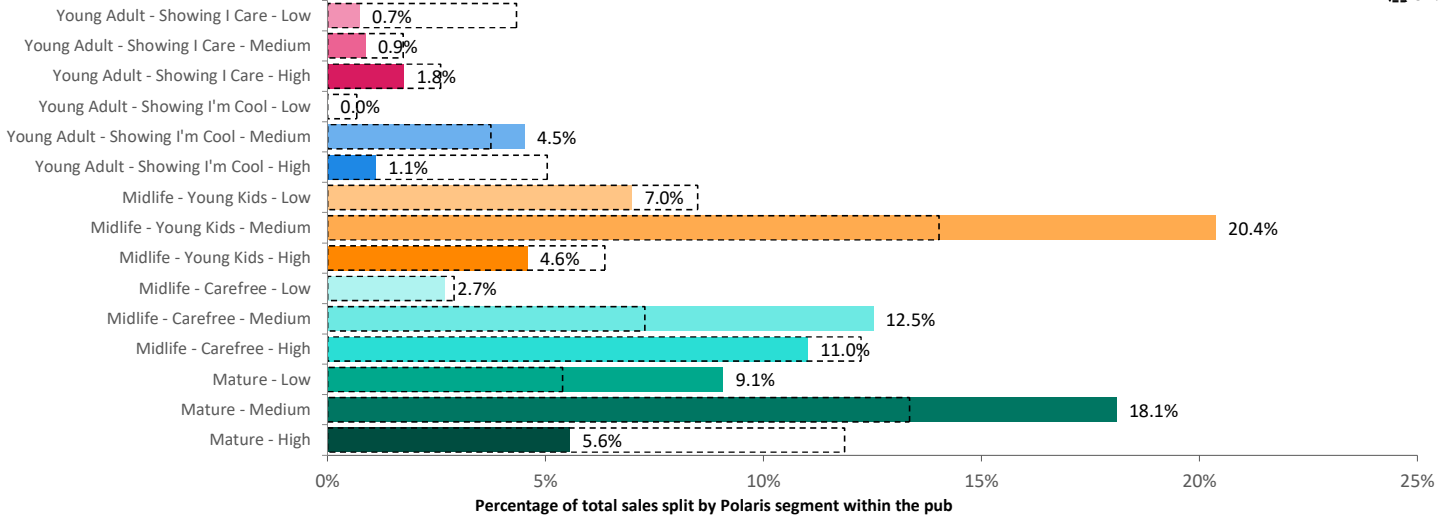
Polaris Plus Profile by Catchment

*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	87	0	0	3
Medium	0	0	0	0	0	0
High	85	85	106	277	50	4
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	3,367	0	0	113
High	19	24	1,472	47	11	41
Midlife - Young Kids						
Low	0	0	3,007	0	0	34
Medium	123	847	10,984	90	112	91
High	0	115	1,844	0	42	42
Midlife - Carefree						
Low	0	72	1,610	0	42	59
Medium	109	793	8,687	178	232	160
High	110	652	5,744	110	117	65
Mature						
Low	275	766	11,871	508	254	248
Medium	63	1,233	24,661	55	192	242
High	125	481	5,870	146	101	78
Not Private Households	3	13	1,279	23	18	110
Total	912	5,081	80,589			

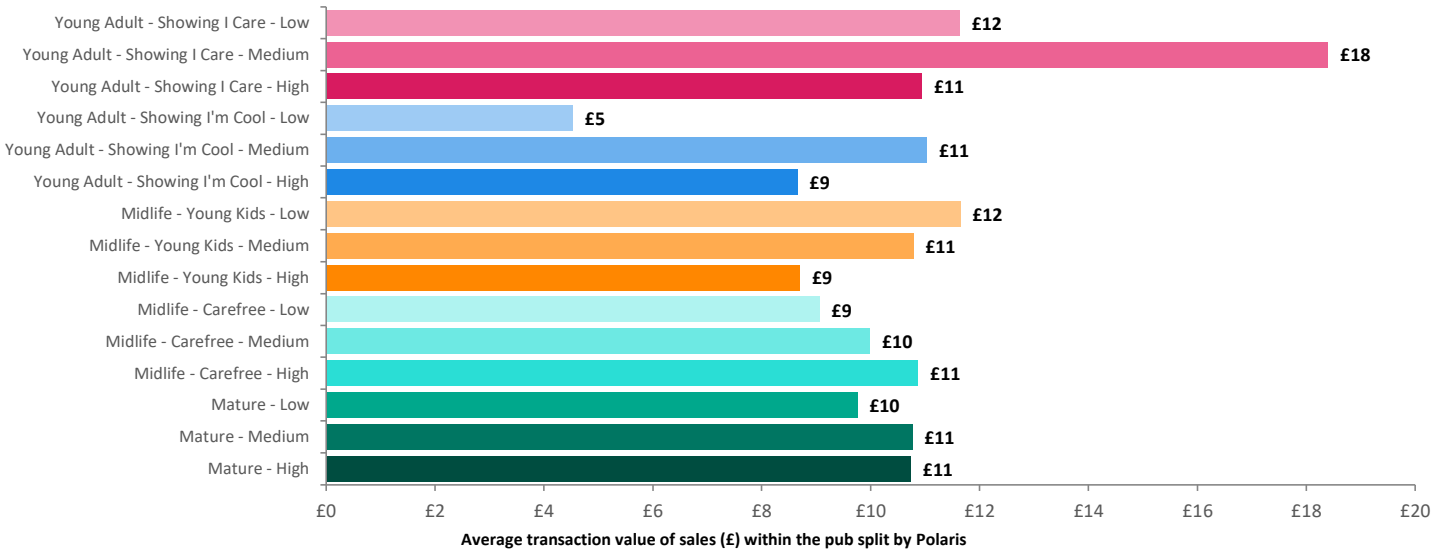
Spend by Polaris

GB %



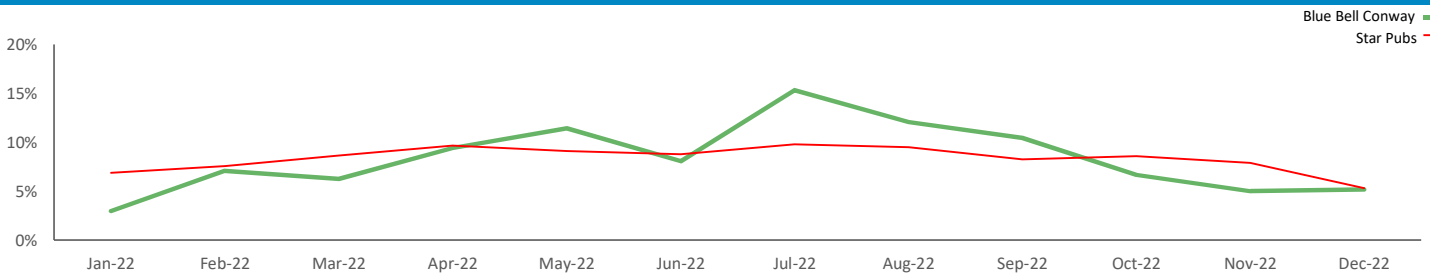
Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

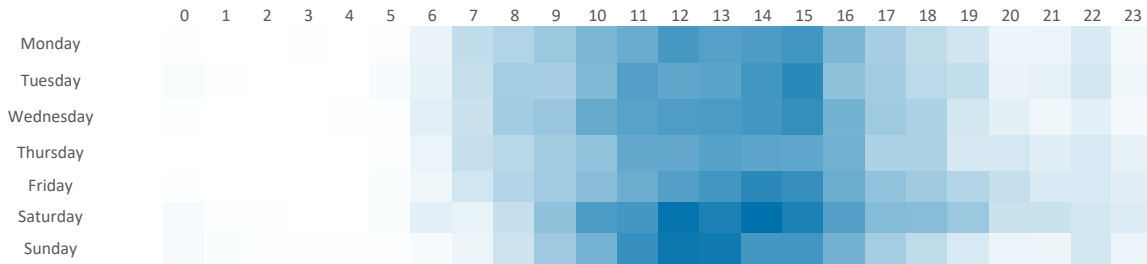


Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

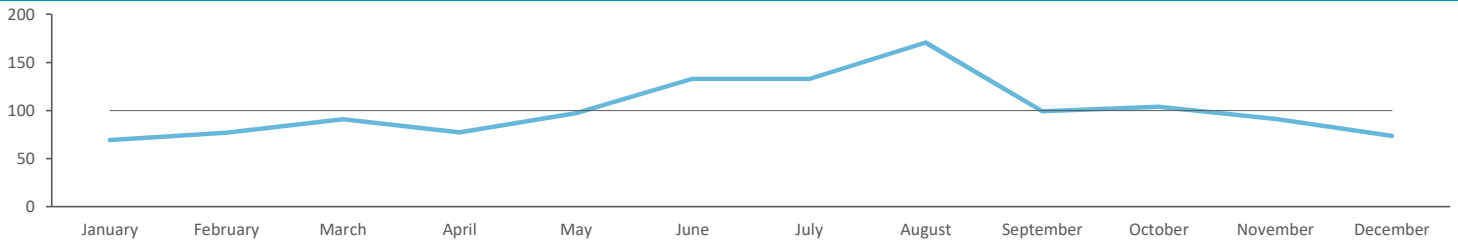


Time of Day/Day of Week



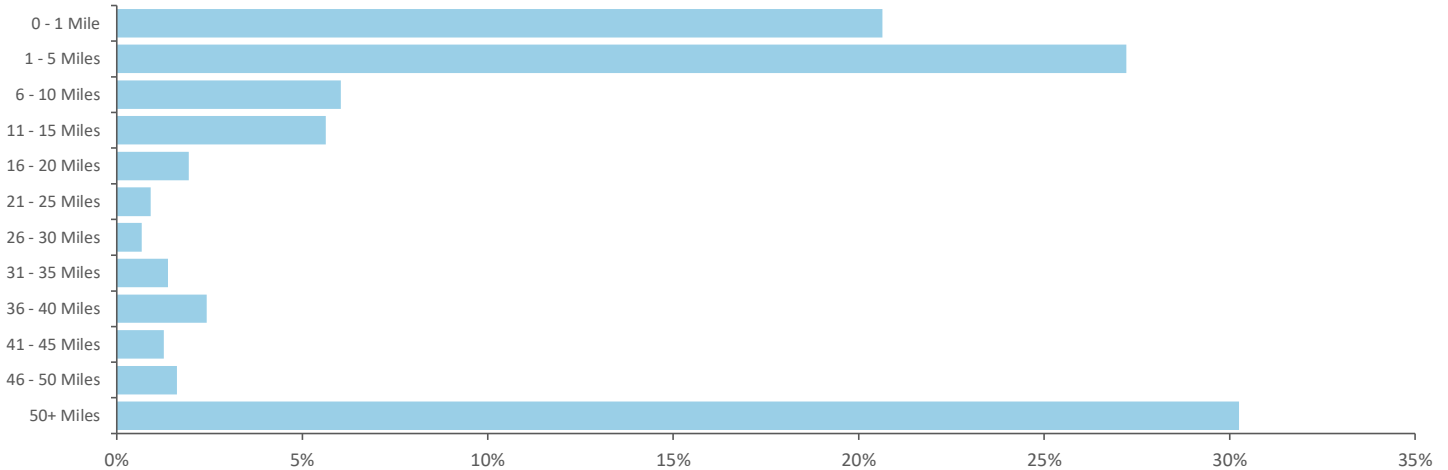
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



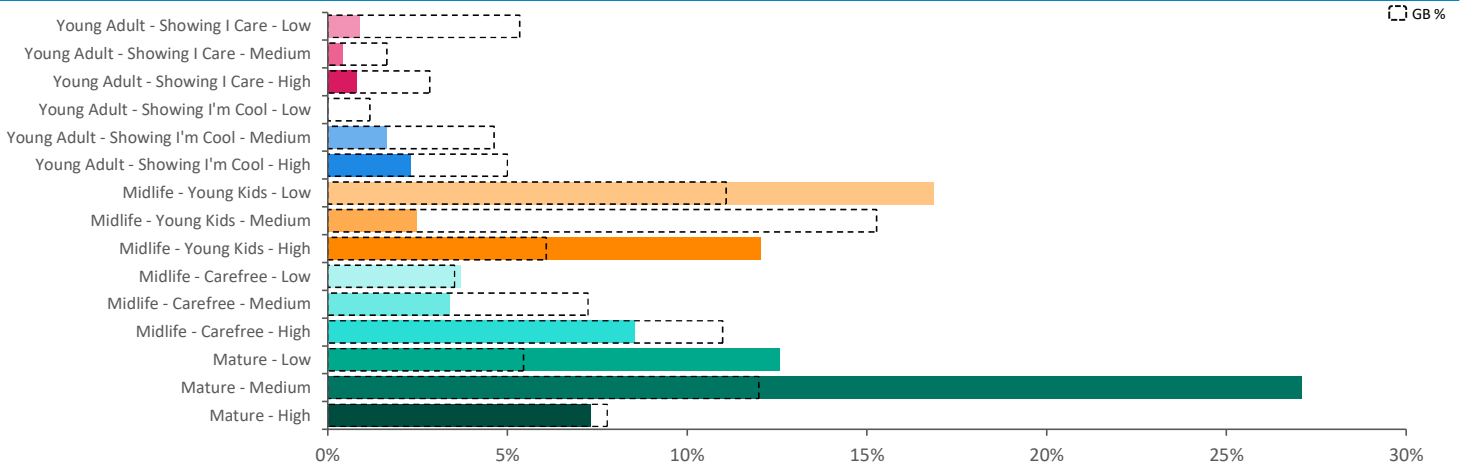
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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



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

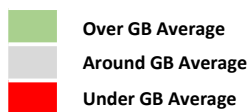
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Midland Tapas And Wine Bar	LL32 8AY	Independent Free	Casual Dining	0.0
1	Blue Bell	LL32 8AY	Star Pubs & Bars	Circuit Bar	0.0
1	George & Dragon	LL32 8AY	Star Pubs & Bars	Circuit Bar	0.0
4	North Wales Cruising Club	LL32 8AL	Independent Free	Clubland	0.1
5	Townhouse	LL32 8DB	Independent Free	Restaurants	0.1
5	Castle Hotel	LL32 8DB	RedCat Pub Company	Hotel	0.1
7	Bridge Inn	LL32 8LD	Independent Free	Circuit Bar	0.1
8	Conwy Kebab & Burger House	LL32 8DG	Independent Free	Casual Dining	0.1
9	Liverpool Arms	LL32 8BE	Stonegate Pub Company	Family Pub Dining	0.1
10	Ye Olde Mailcoach	LL32 8DE	Stonegate Pub Company	Circuit Bar	0.1
11	Erskine Arms	LL32 8AF	Stange & Co. Ltd	Premium Local	0.1
11	Conwy Comrades Sport And Social Club	LL32 8AF	Independent Free	Clubland	0.1
13	Alfredo Restaurant	LL32 8DA	Independent Free	Restaurants	0.1
14	Watsons Bistro	LL32 8BP	Independent Free	Restaurants	0.1
15	Bank Of Conwy	LL32 8HT	Independent Free	High Street Pub	0.1
15	Raj	LL32 8HT	Independent Free	Restaurants	0.1
17	Lava	LL32 8NG	Independent Free	Restaurants	0.2
18	Albion	LL32 8RF	*Other Small Retail Groups	Circuit Bar	0.2
19	Llys Llewelyn Hotel	LL32 8NY	Independent Free	Hotel	0.3
19	Castle Bank Hotel	LL32 8NY	Independent Free	Hotel	0.3

Per Pub Analysis - Blue Bell Conway



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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	912	5,081	80,589
Number of Competition Pubs	11	14	134
Adults 18+ per Competition Pub	83	363	601

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	86	9.4%	92
Circuit Bar	37	4.0%	110
Community Pub	185	20.2%	117
Craft Led	24	2.7%	85
Great Pub Great Food	179	19.6%	102
High Street Pub	148	16.2%	94
Premium Local	142	15.5%	88

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	325	6.4%	63
Circuit Bar	170	3.3%	91
Community Pub	899	17.7%	102
Craft Led	67	1.3%	42
Great Pub Great Food	920	18.1%	94
High Street Pub	831	16.4%	94
Premium Local	991	19.5%	111

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	4,690	5.8%	57
Circuit Bar	2,738	3.4%	93
Community Pub	16,581	20.6%	119
Craft Led	1,390	1.7%	55
Great Pub Great Food	12,783	15.9%	83
High Street Pub	15,987	19.8%	114
Premium Local	14,844	18.4%	105

Category	Explanation																		
Population	The population count within the specified catchment																		
Gender	Counts of Males and Females within the specified catchment																		
Affluence	<p>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.</p> <p>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</p> <p>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</p> <p>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</p>																		
Age Profile	Counts of residents by Age band																		
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</p> <p>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</p>																		
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.																			
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">'Showing I Care' Young Adults</th> <th style="background-color: #00bcd4; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #2e7d32; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="border: 1px dashed #e91e63; padding: 5px;"> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"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."</p> </td> <td style="border: 1px dashed #00bcd4; padding: 5px;"> <p>18-34 year olds Looking good and discovering what's new</p> <p>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. 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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.																			