CACI

Catchment Summary - Fairy Falls Hotel Conwy

**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	603	603	16,684	11	4	4
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	521	521	13,681	12	3	5
	Competition Pubs	2	2	25	13	6	7
	Adults 18+ per Competition Pub	261	261	547	32	32	66
	% Adults Likely to Drink	81.9%	81.9%	83.1%	99	99	101
Affluence	Low	7.5%	7.5%	5.5%	29	29	22
	Medium	78.3%	78.3%	73.2%	199	199	186
	High	14.2%	14.2%	20.5%	42	42	61
Age Profile	18-24	28	28	1,013	57	57	75
	25-34	75	75	1,674	94	94	76
	35-44	50	50	1,625	64	64	76
	45-64	223	223	4,909	145	145	115
	65+	145	145	4,460	126	126	140
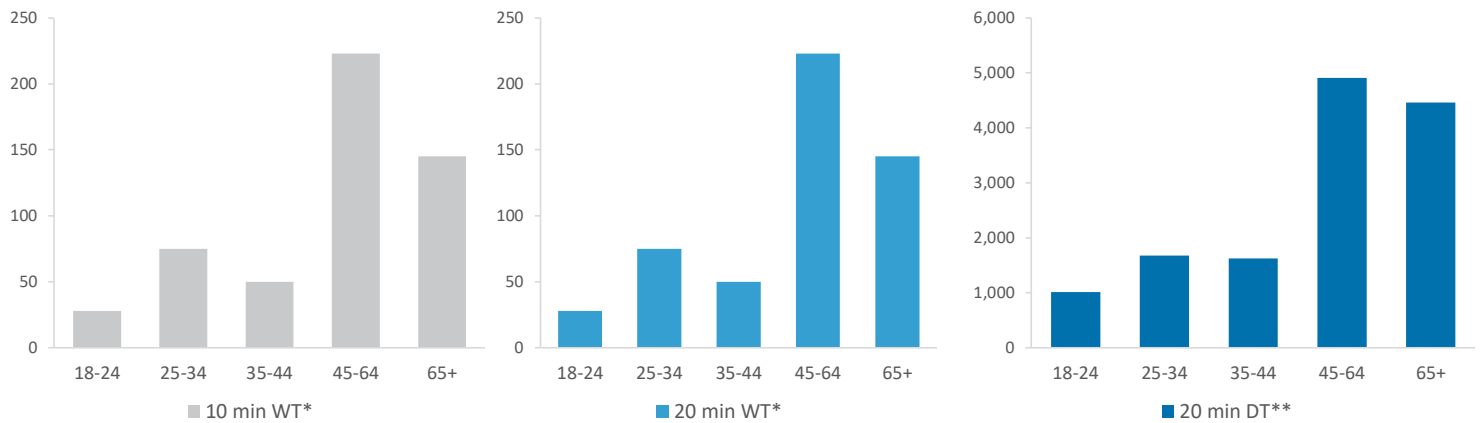
*Affluence does not include Not Private Households

		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	311 (52%)	311 (52%)	8,207 (49%)	104	104	99
	Female	292 (48%)	292 (48%)	8,477 (51%)	96	96	101
Economic Status (16-74)	Employed: Full-time	143 (31%)	143 (31%)	4,075 (35%)	75	75	83
	Employed: Part-time	75 (16%)	75 (16%)	1,663 (14%)	125	125	108
	Self employed	75 (16%)	75 (16%)	2,058 (17%)	170	170	183
	Unemployed	7 (2%)	7 (2%)	140 (1%)	64	64	50
	Retired	86 (19%)	86 (19%)	2,192 (19%)	135	135	135
	Other	75 (16%)	75 (16%)	1,676 (14%)	82	82	72
	Total Worker Count	318	318	7,033			

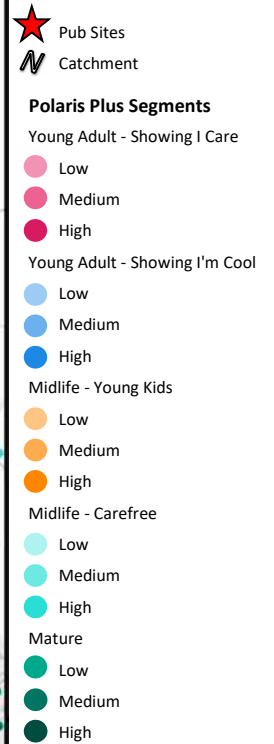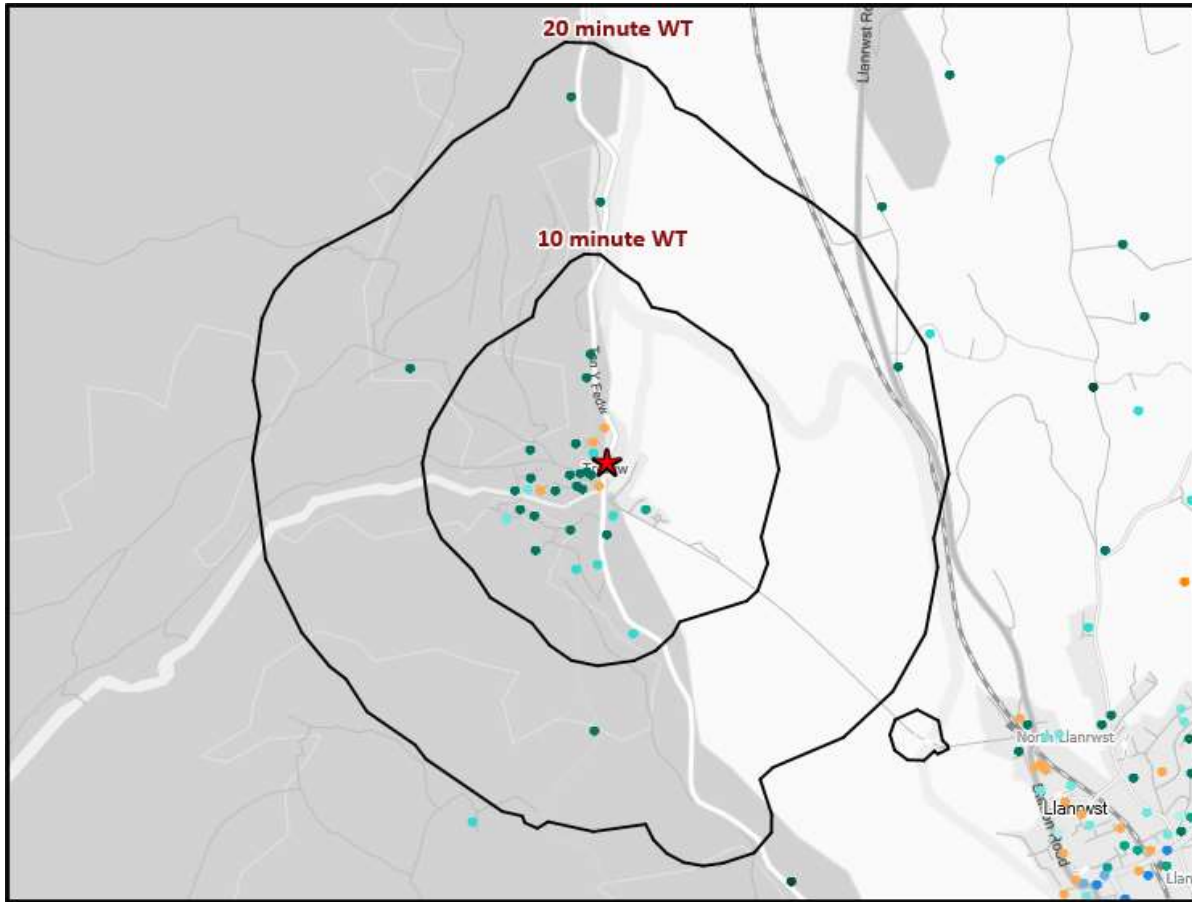See the Glossary page for further information on the above variables

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Polaris Summary - Fairy Falls Hotel Conwy

star
PUBS & BARS
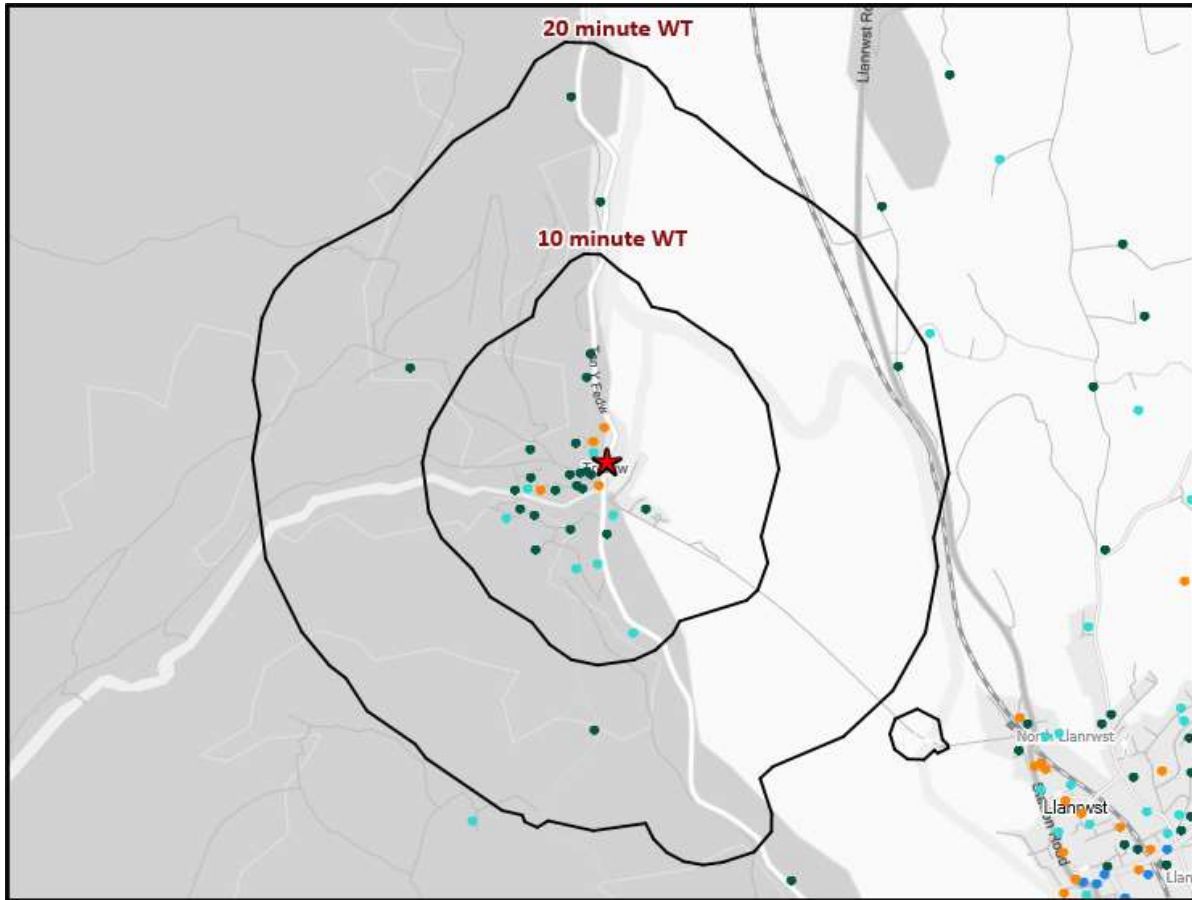
Legend:
- ★ Pub Sites
- N Catchment

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	61	0	0	5
Young Adult - Showing I'm Cool	0	0	252	0	0	20
Midlife - Young Kids	75	75	1,632	46	46	38
Midlife - Carefree	114	114	2,746	104	104	95
Mature	332	332	8,890	228	228	232
Not Private Households	0	0	100	0	0	51
Total	521	521	13,681			

CACI

Polaris Summary - Fairy Falls Hotel Conwy

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
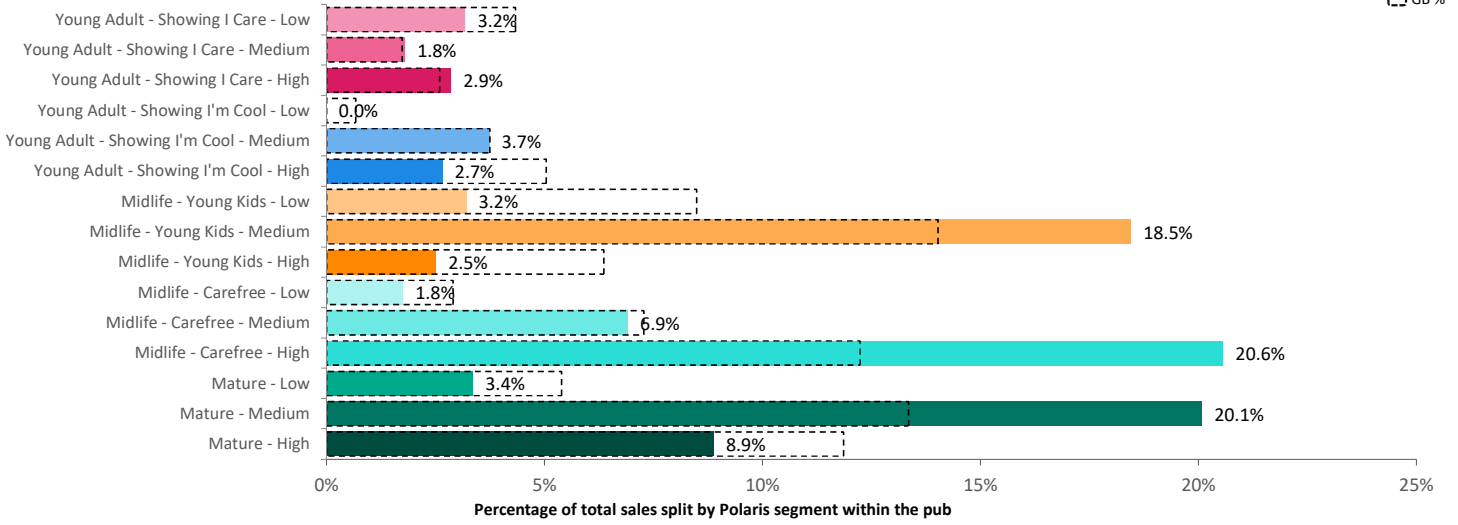- Low
- Medium
- High

Mature
- Low
- Medium
- High

Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

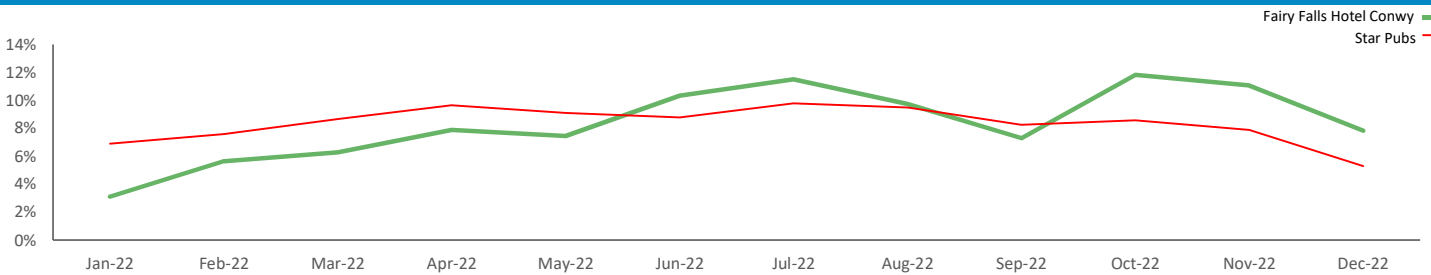| Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	0	0	0	0	0	0
Medium	0	0	0	0	0	0
High	0	0	61	0	0	13
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	67	0	0	13
High	0	0	185	0	0	30
Midlife - Young Kids						
Low	0	0	0	0	0	0
Medium	75	75	1,522	96	96	75
High	0	0	110	0	0	15
Midlife - Carefree						
Low	0	0	79	0	0	17
Medium	48	48	1,303	137	137	142
High	66	66	1,364	116	116	91
Mature						
Low	39	39	680	126	126	84
Medium	285	285	7,121	432	432	411
High	8	8	1,089	16	16	85
Not Private Households	0	0	100	0	0	51
Total	521	521	13,681			

Transactional Data Summary - Fairy Falls Hotel Conwy

star PUBS&BARS

Spend by Polaris

GB %

Segment	%
Young Adult - Showing I Care - Low	3.2%
Young Adult - Showing I Care - Medium	1.8%
Young Adult - Showing I Care - High	2.9%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	3.7%
Young Adult - Showing I'm Cool - High	2.7%
Midlife - Young Kids - Low	3.2%
Midlife - Young Kids - Medium	18.5%
Midlife - Young Kids - High	2.5%
Midlife - Carefree - Low	1.8%
Midlife - Carefree - Medium	6.9%
Midlife - Carefree - High	20.6%
Mature - Low	3.4%
Mature - Medium	20.1%
Mature - High	8.9%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	£
Young Adult - Showing I Care - Low	£29
Young Adult - Showing I Care - Medium	£38
Young Adult - Showing I Care - High	£30
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£23
Young Adult - Showing I'm Cool - High	£28
Midlife - Young Kids - Low	£26
Midlife - Young Kids - Medium	£24
Midlife - Young Kids - High	£31
Midlife - Carefree - Low	£25
Midlife - Carefree - Medium	£21
Midlife - Carefree - High	£19
Mature - Low	£35
Mature - Medium	£33
Mature - High	£38

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

Spend by Month

Fairy Falls Hotel Conwy
Star Pubs

Jan-22 Feb-22 Mar-22 Apr-22 May-22 Jun-22 Jul-22 Aug-22 Sep-22 Oct-22 Nov-22 Dec-22
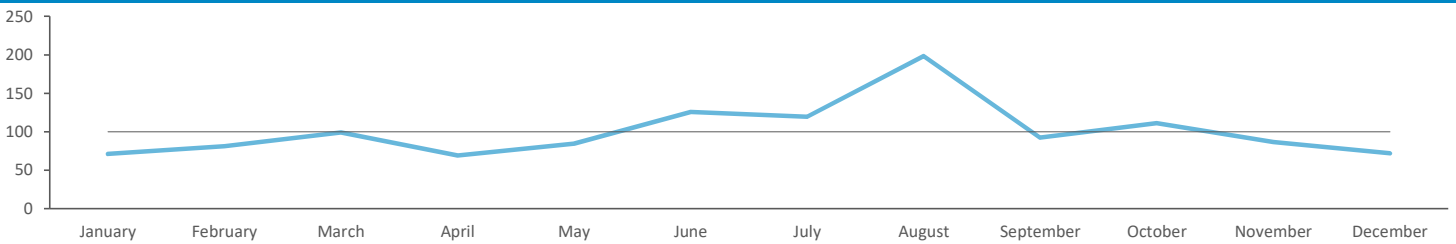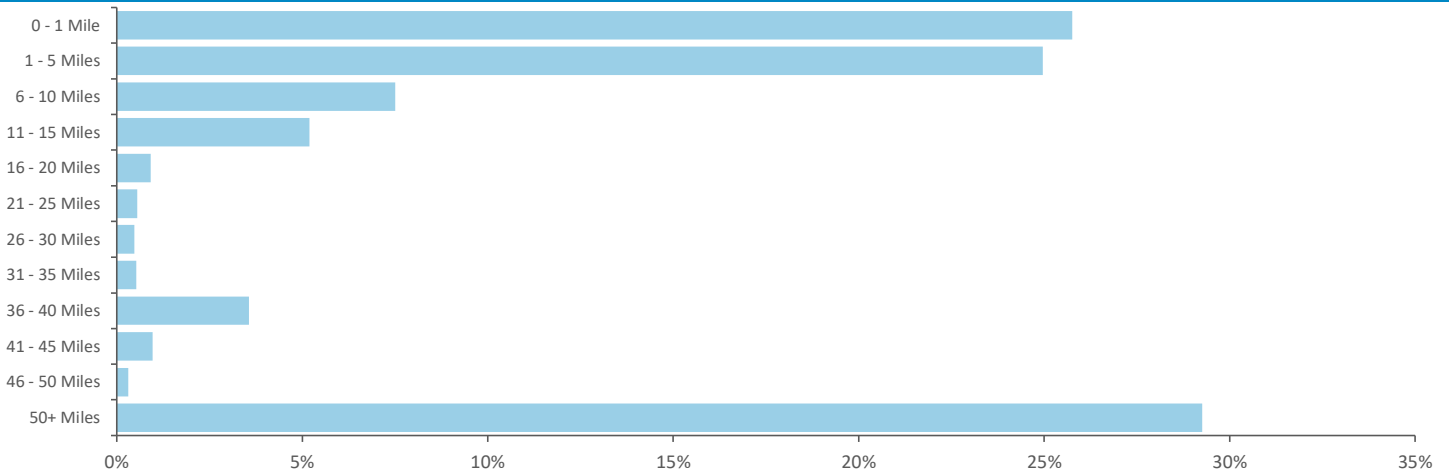
Time of Day/Day of Week
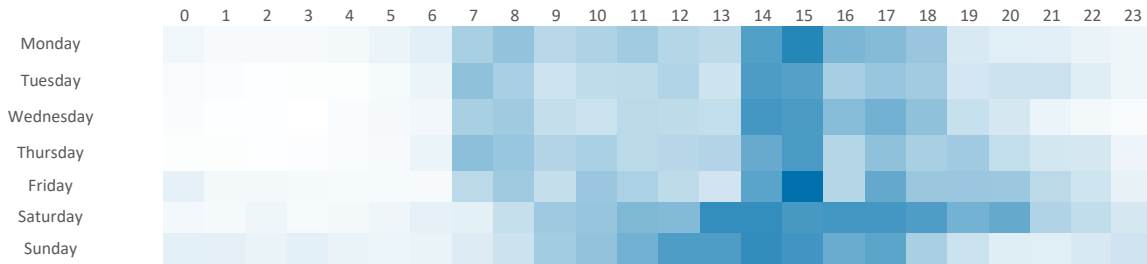
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data
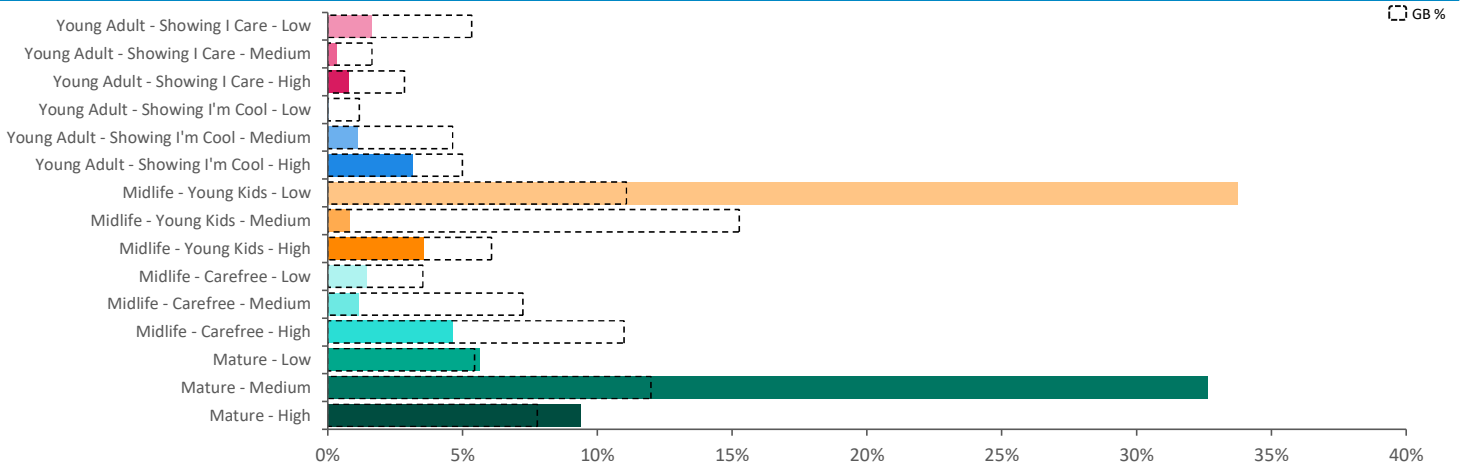
Index by Month

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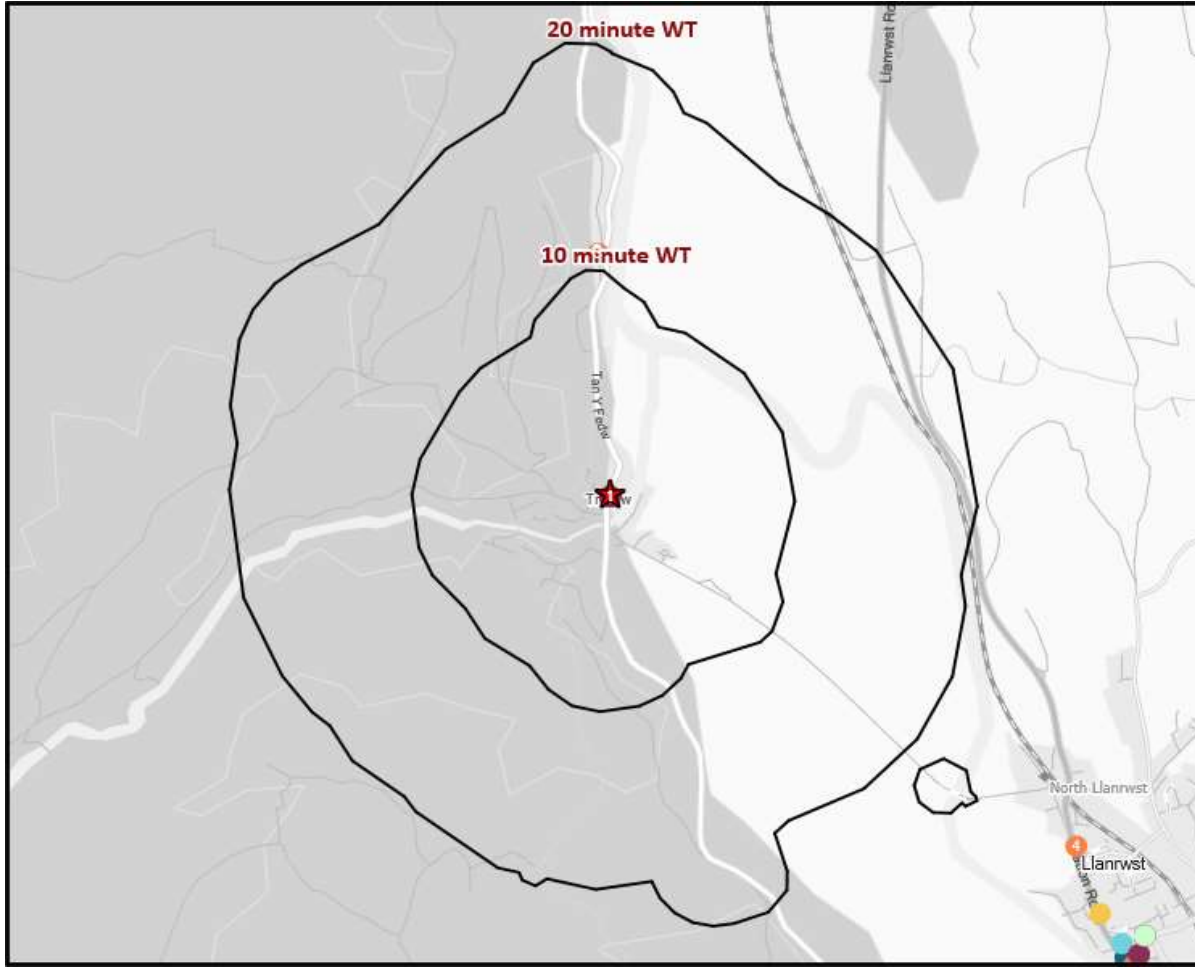
Distance from Home

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 - Fairy Falls Hotel Conwy

star
PUBS & BARS

★ 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	Fairy Falls Hotel	LL27 0JH	Star Pubs & Bars	Premium Local	0.0
1	Ye Olde Shippe Hotel	LL27 0JH	Independent Free	Premium Local	0.0
3	Princes Arms Hotel	LL27 0JP	Independent Free	Hotel	0.5
4	Meadowsweet Hotel & Restaurant	LL26 0DS	Independent Free	Hotel	1.2

Per Pub Analysis - Fairy Falls Hotel Conwy

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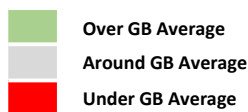
🟩	Over GB Average
⬜	Around GB Average
🟥	Under GB Average

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	521	521	13,681
Number of Competition Pubs	2	2	25
Adults 18+ per Competition Pub	261	261	547

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	21	4.0%	39
Circuit Bar	13	2.5%	68
Community Pub	114	21.9%	126
Craft Led	4	0.8%	26
Great Pub Great Food	92	17.6%	92
High Street Pub	112	21.4%	124
Premium Local	117	22.5%	128

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	21	4.0%	39
Circuit Bar	13	2.5%	68
Community Pub	114	21.9%	126
Craft Led	4	0.8%	26
Great Pub Great Food	92	17.6%	92
High Street Pub	112	21.4%	124
Premium Local	117	22.5%	128

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	625	4.6%	45
Circuit Bar	262	1.9%	52
Community Pub	2,634	19.3%	111
Craft Led	139	1.0%	32
Great Pub Great Food	2,721	19.9%	104
High Street Pub	2,644	19.3%	112
Premium Local	3,174	23.2%	132

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.