

Catchment Summary - Three Horseshoes Bridgend



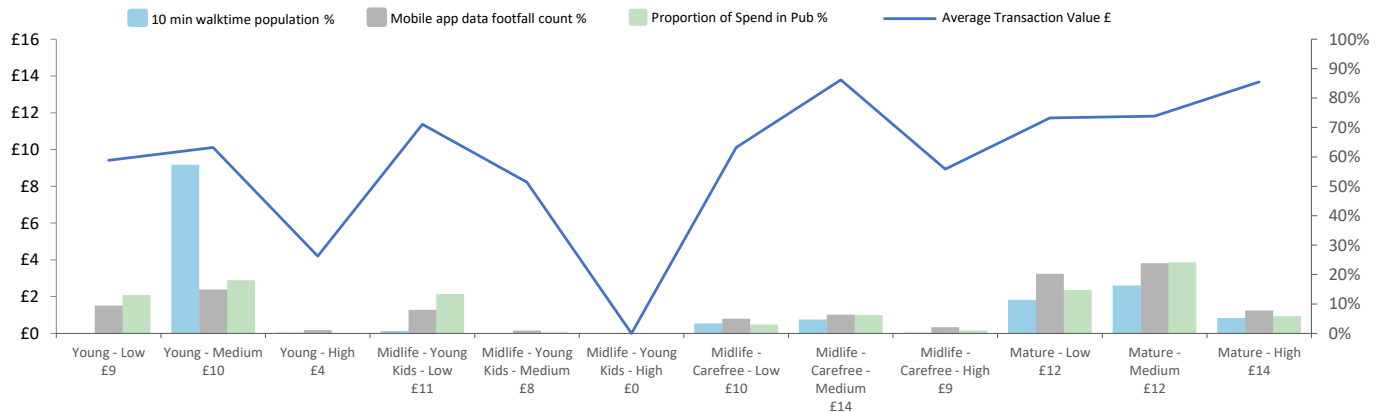
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Ship To	Name	Postcode	Operator	Segment	Sparsity
1344	Three Horseshoes Bridgend	CF31 1HU	Star Pubs & Bars	Family Pub Dining	12



- ★ Pub Sites
- 📍 Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Three Horseshoes Bridgend

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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

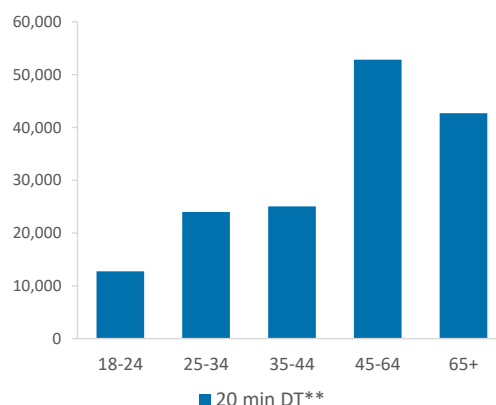
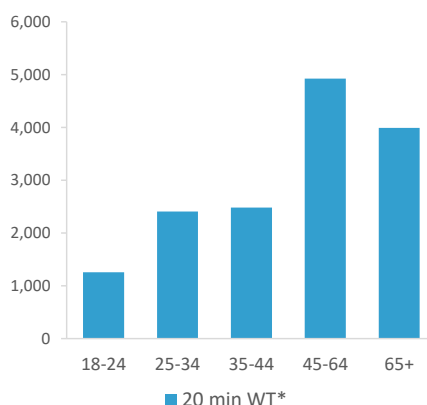
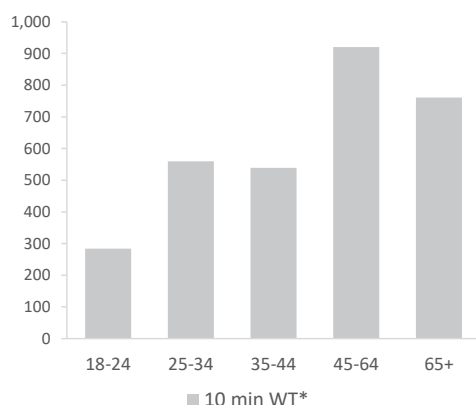
Population	3,650	18,571	196,397	68	100	45
Adults 18+	3,064	15,056	157,255	68	99	45
Competition Pubs	23	30	212	128	83	51
Adults 18+ per Competition Pub	133	502	742	16	58	86
% Adults Likely to Drink	78.5%	77.8%	78.4%	103	102	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	15.7%	41.9%	36.0%	47	126	108
	Medium	78.3%	49.8%	42.0%	205	131	110
	High	5.8%	7.7%	20.3%	21	28	74

*Affluence does not include Not Private Households

Age Profile	18-24	284	1,255	12,738	96	83	80
	25-34	560	2,407	23,962	115	97	91
	35-44	539	2,481	25,028	112	101	96
	45-64	920	4,923	52,842	98	103	105
	65+	761	3,990	42,685	109	112	113



Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	1,809 (50%)	9,107 (49%)	96,825 (49%)	101	100	101
	Female	1,841 (50%)	9,464 (51%)	99,572 (51%)	99	100	99

Economic Status (16+)	Employed: Full-time	1,104 (35%)	5,211 (34%)	55,775 (34%)	102	98	100
	Employed: Part-time	394 (13%)	1,775 (11%)	18,738 (12%)	106	97	97
	Self employed	222 (7%)	962 (6%)	11,658 (7%)	77	67	78
	Unemployed	112 (4%)	415 (3%)	3,923 (2%)	129	97	88
	Full-time student	42 (1%)	275 (2%)	2,788 (2%)	56	75	72
	Retired	743 (24%)	3,941 (25%)	40,580 (25%)	108	116	115
	Other	519 (17%)	2,891 (19%)	28,429 (18%)	95	107	101

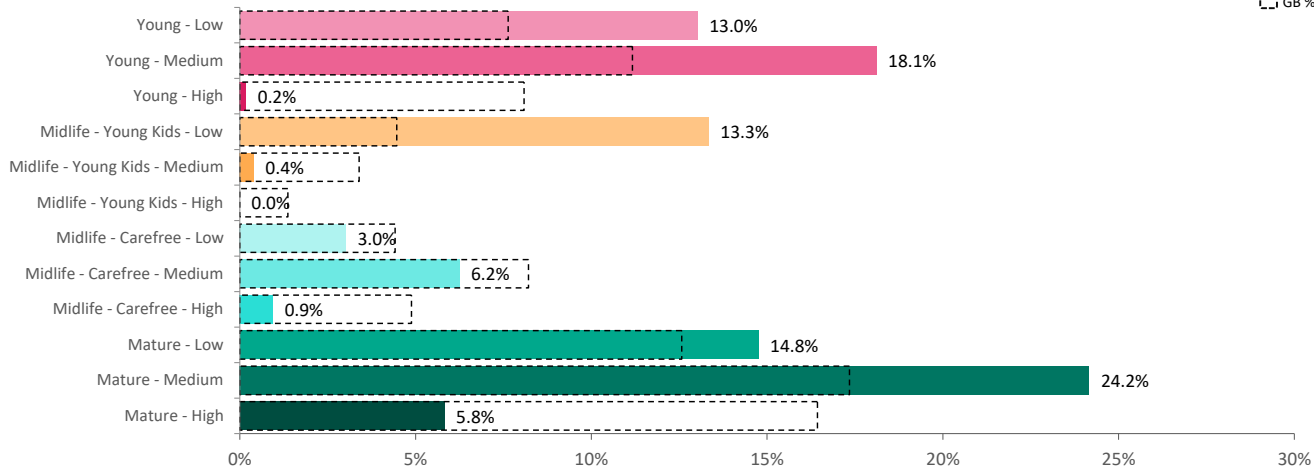
Total Worker Count	4,547	12,341	98,124
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See the Glossary page for further information on the above variables

Transactional Data Summary - Three Horseshoes Bridgend

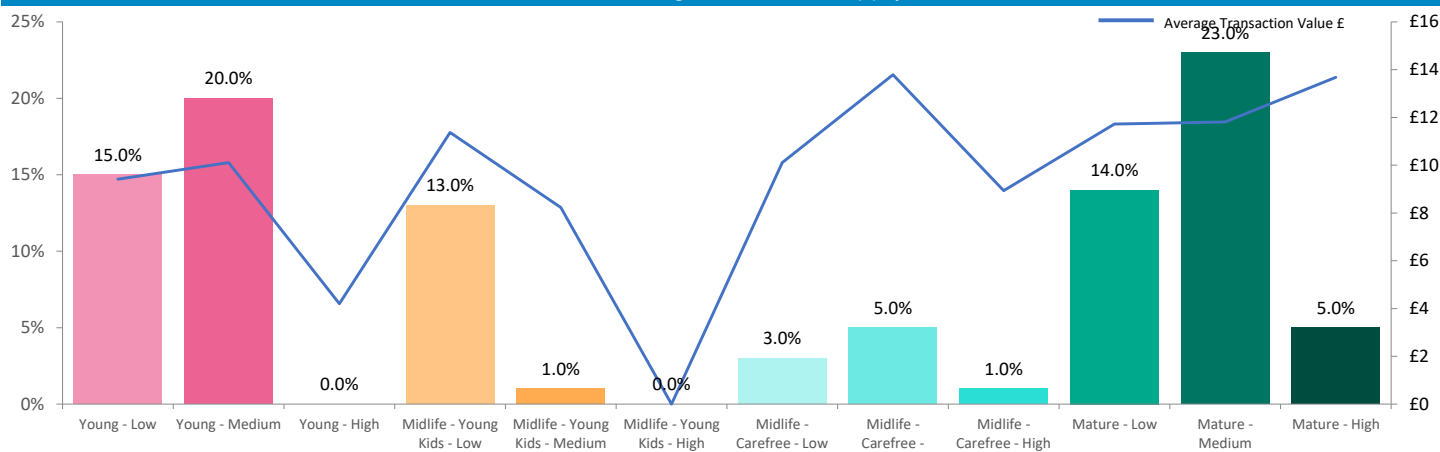
Spend by Polaris Plus

GB %



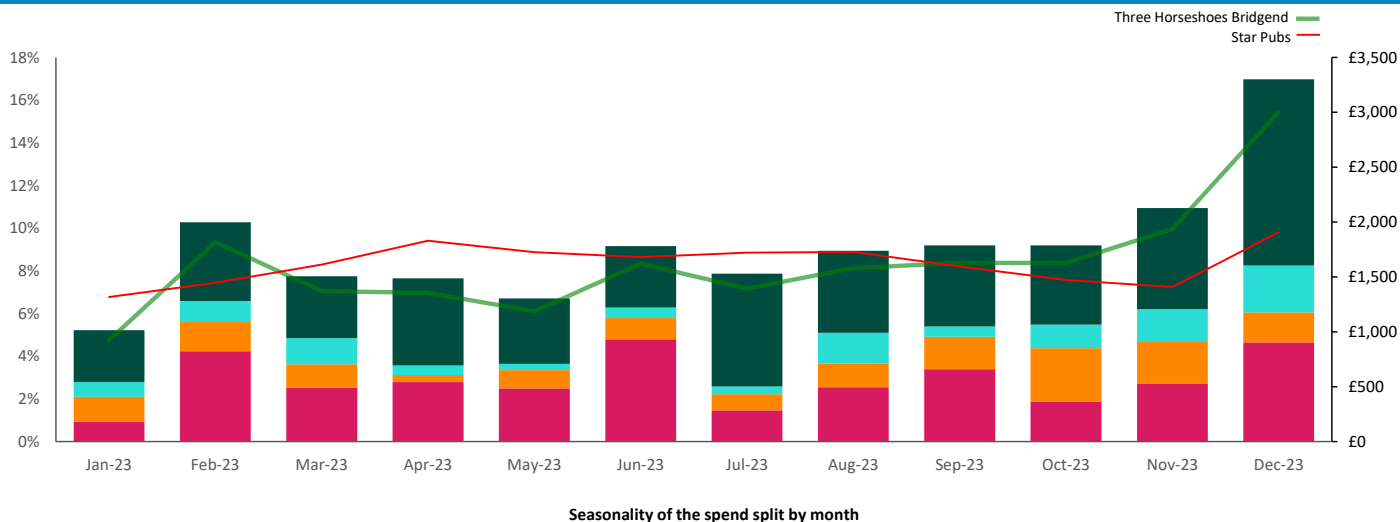
Percentage of total sales split by Polaris Plus segment within the pub

% of Transactions and Average Transaction Values (£) by Polaris Plus



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

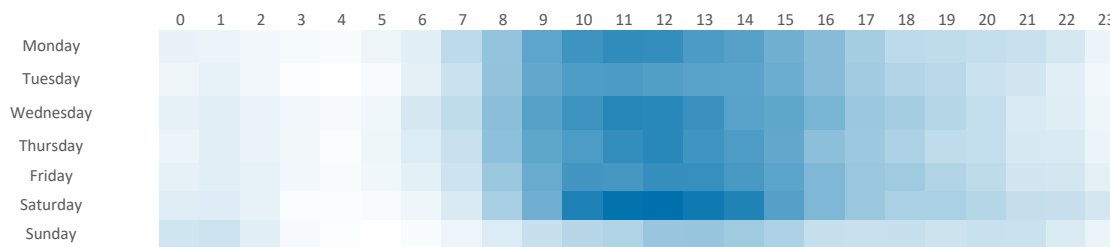
Spend by Month and Polaris



Seasonality of the spend split by month

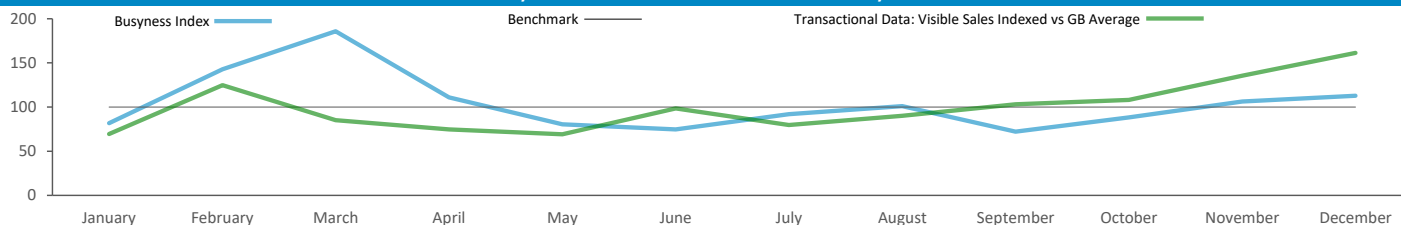
Mobile Data Summary - Three Horseshoes Bridgend

Time of Day/Day of Week



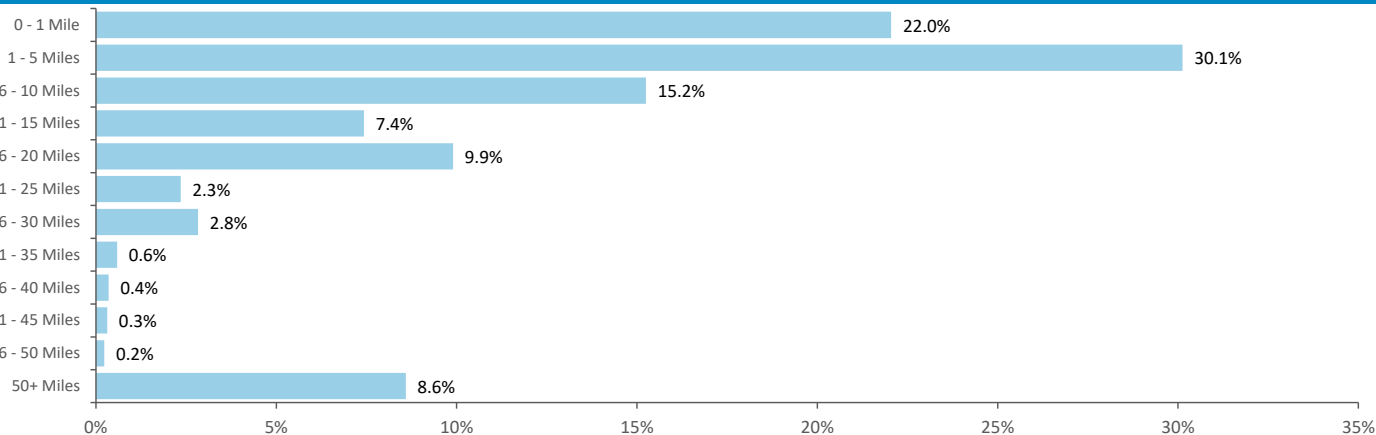
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

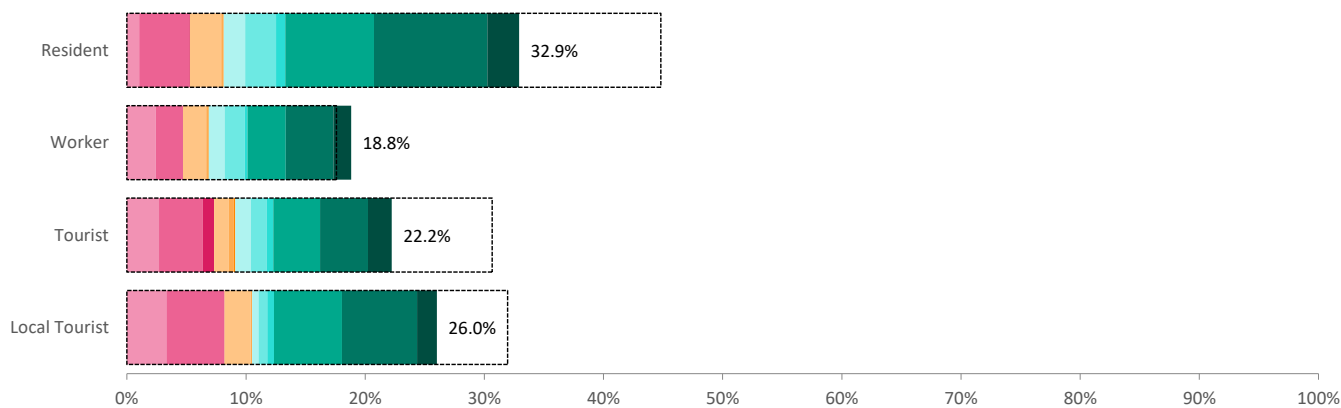
Distance from Home



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

Audience Classification by Polaris Plus

Base: GB

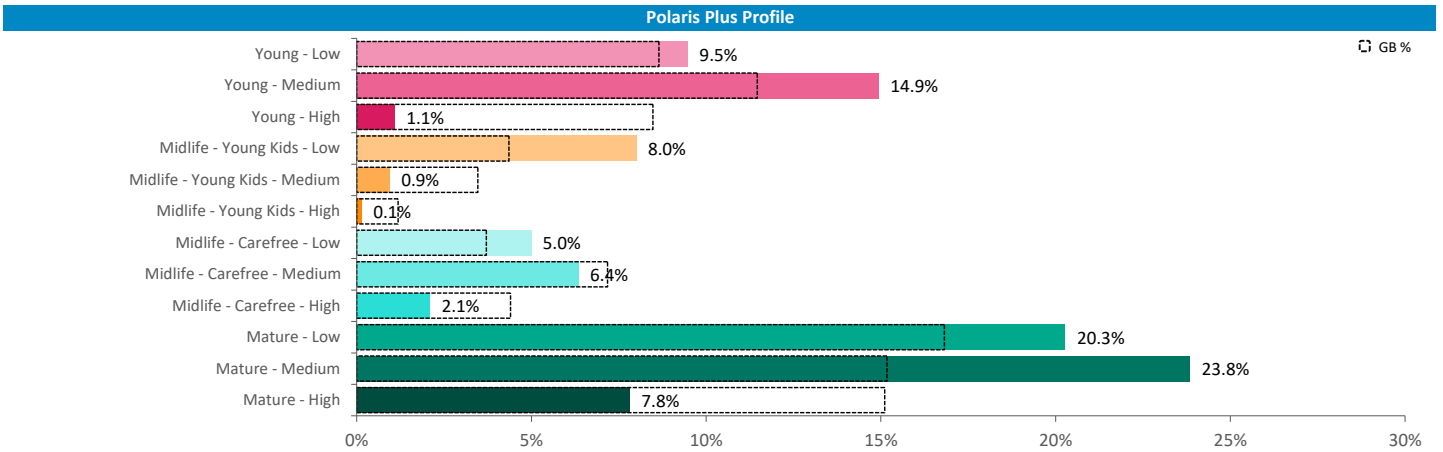


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

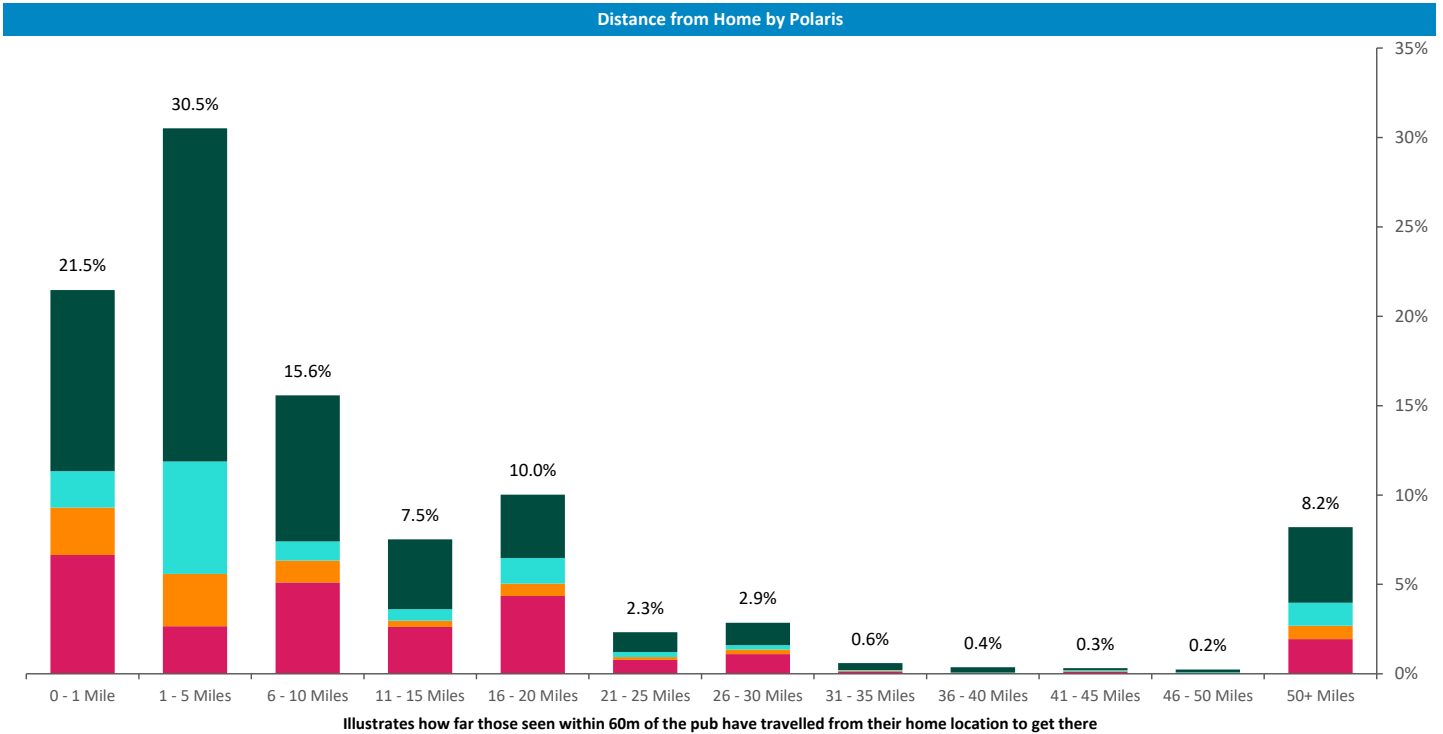
Mobile Data Summary - Three Horseshoes Bridgend



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

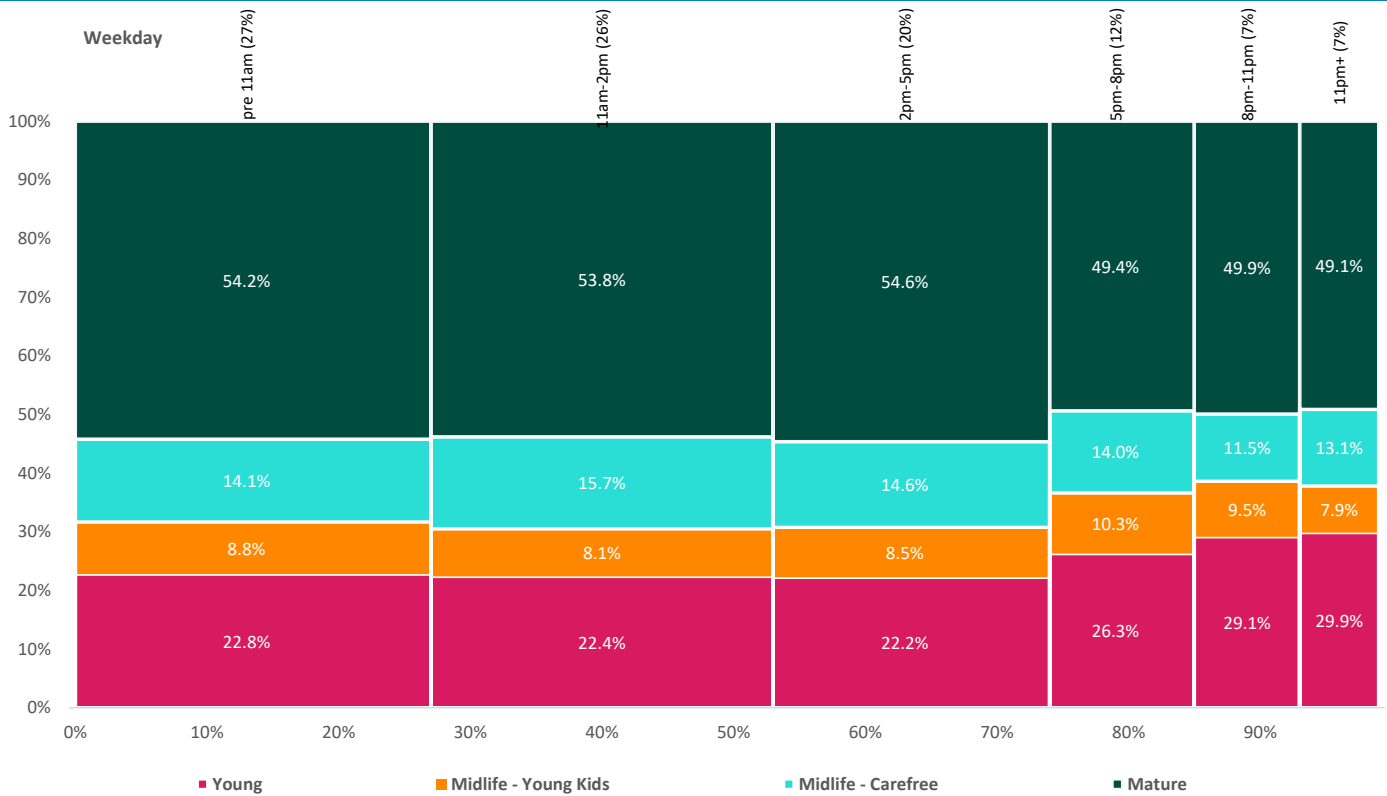


Mobile Data Summary - Three Horseshoes Bridgend

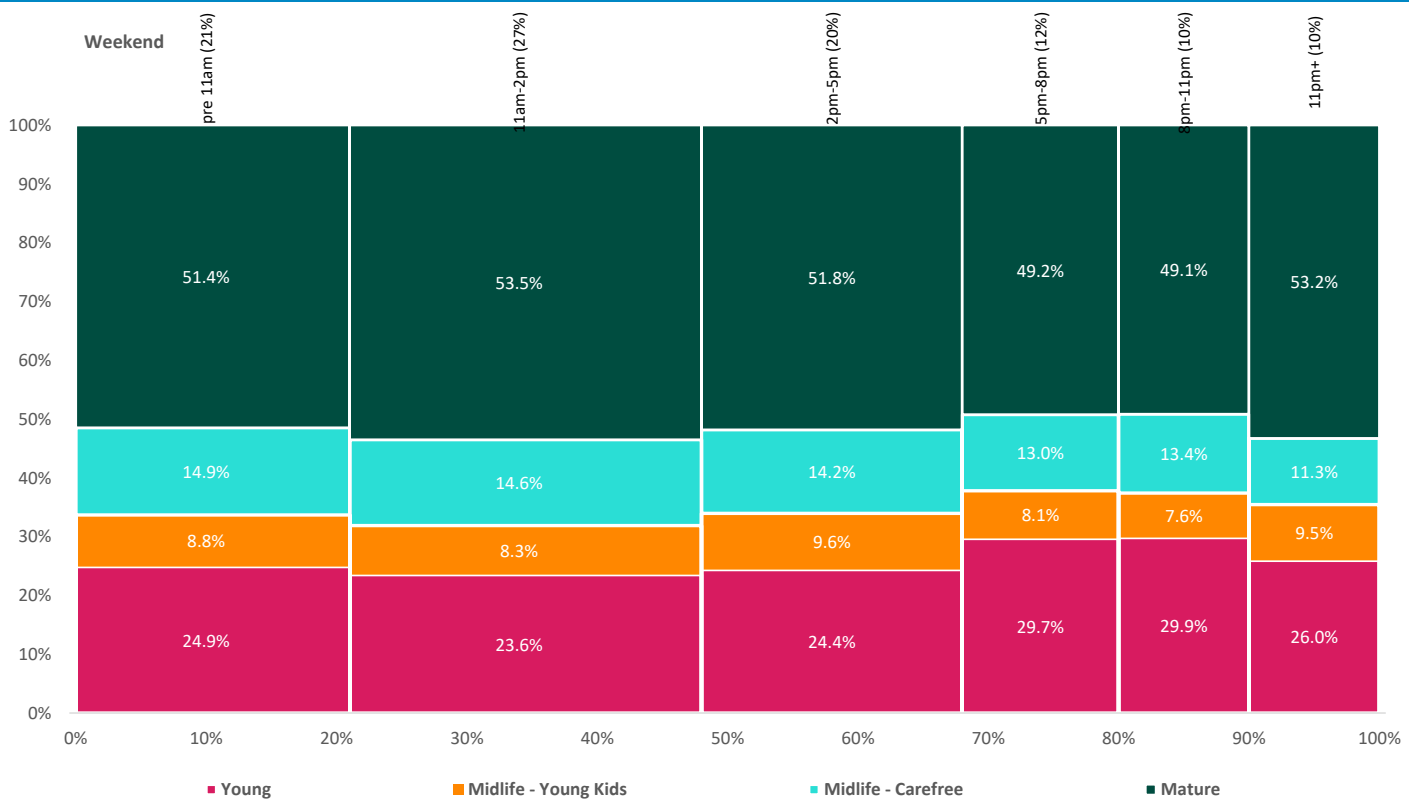


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Time of Day by Polaris: Weekday (Monday to Friday)

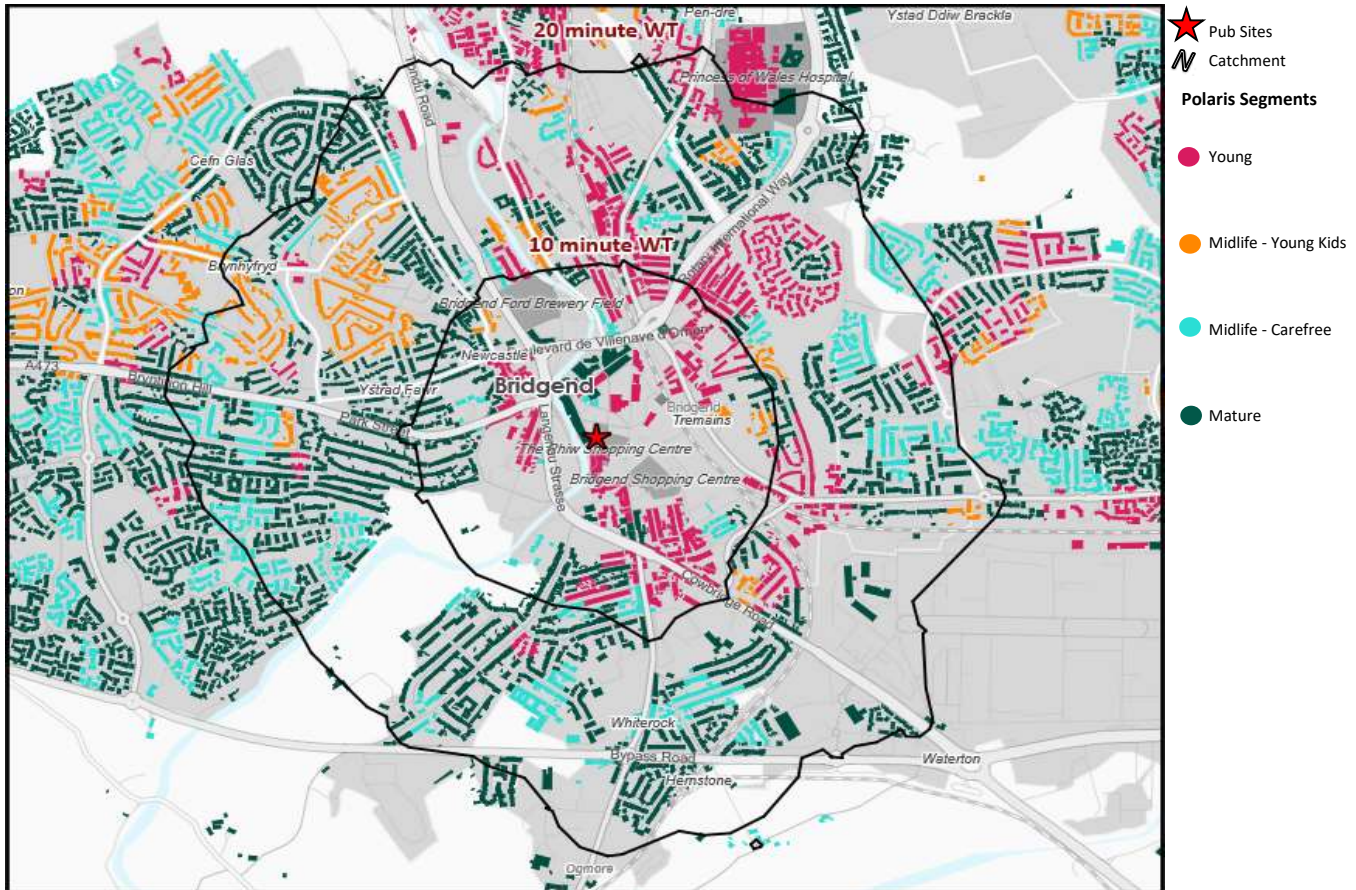


Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Three Horseshoes Bridgend

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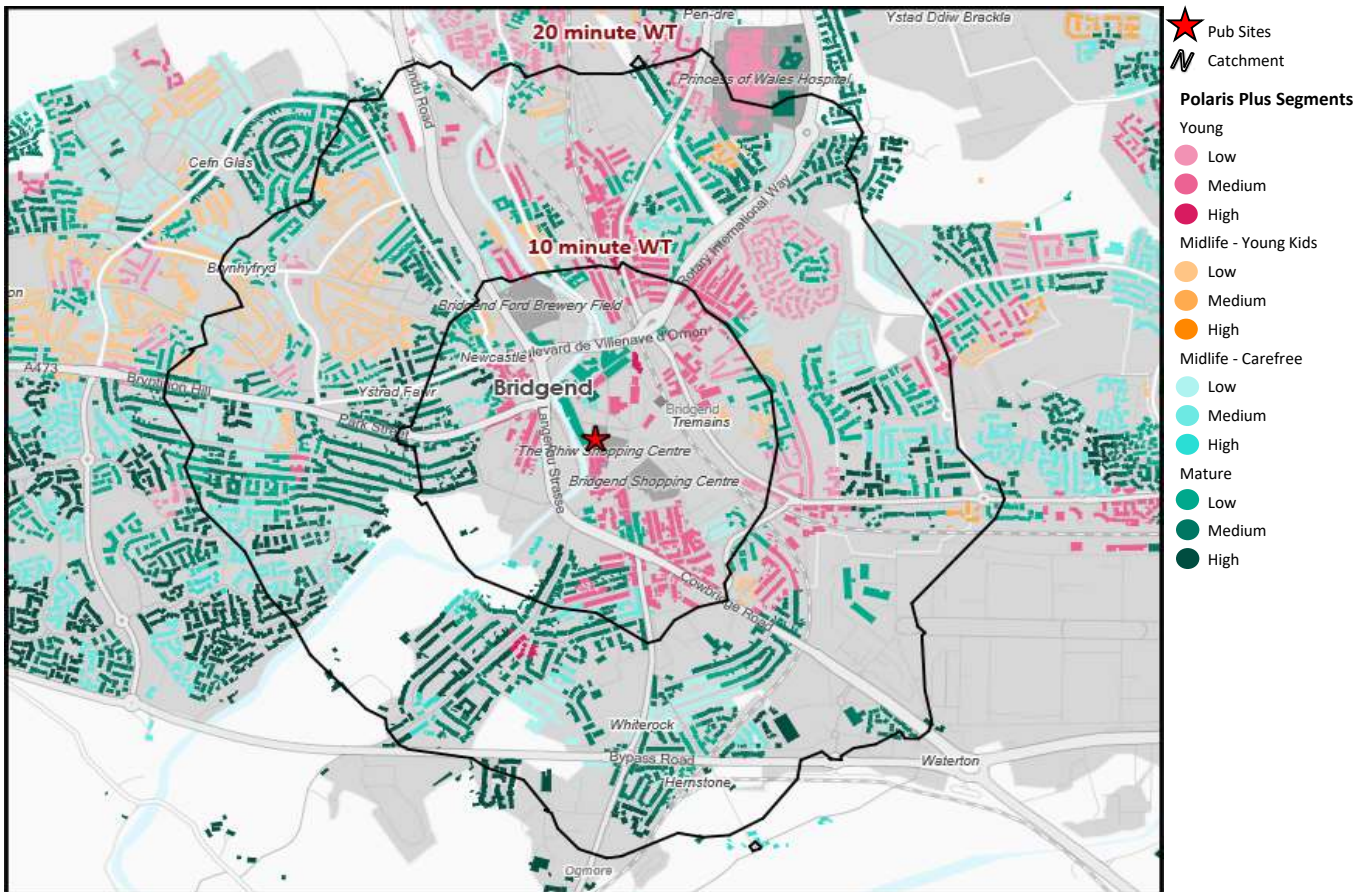


Polaris Profile by Catchment

*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	1,766	4,221	27,278	209	102	63
Midlife - Young Kids	26	1,401	14,816	8	85	86
Midlife - Carefree	256	2,295	26,316	53	96	106
Mature	1,009	7,036	86,054	74	105	123
Not Private Households	7	103	2,791	17	52	135
Total	3,064	15,056	157,255			

Polaris Plus Summary - Three Horseshoes Bridgend

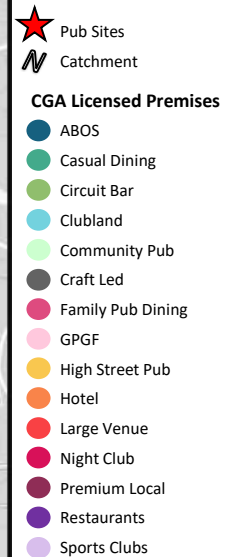
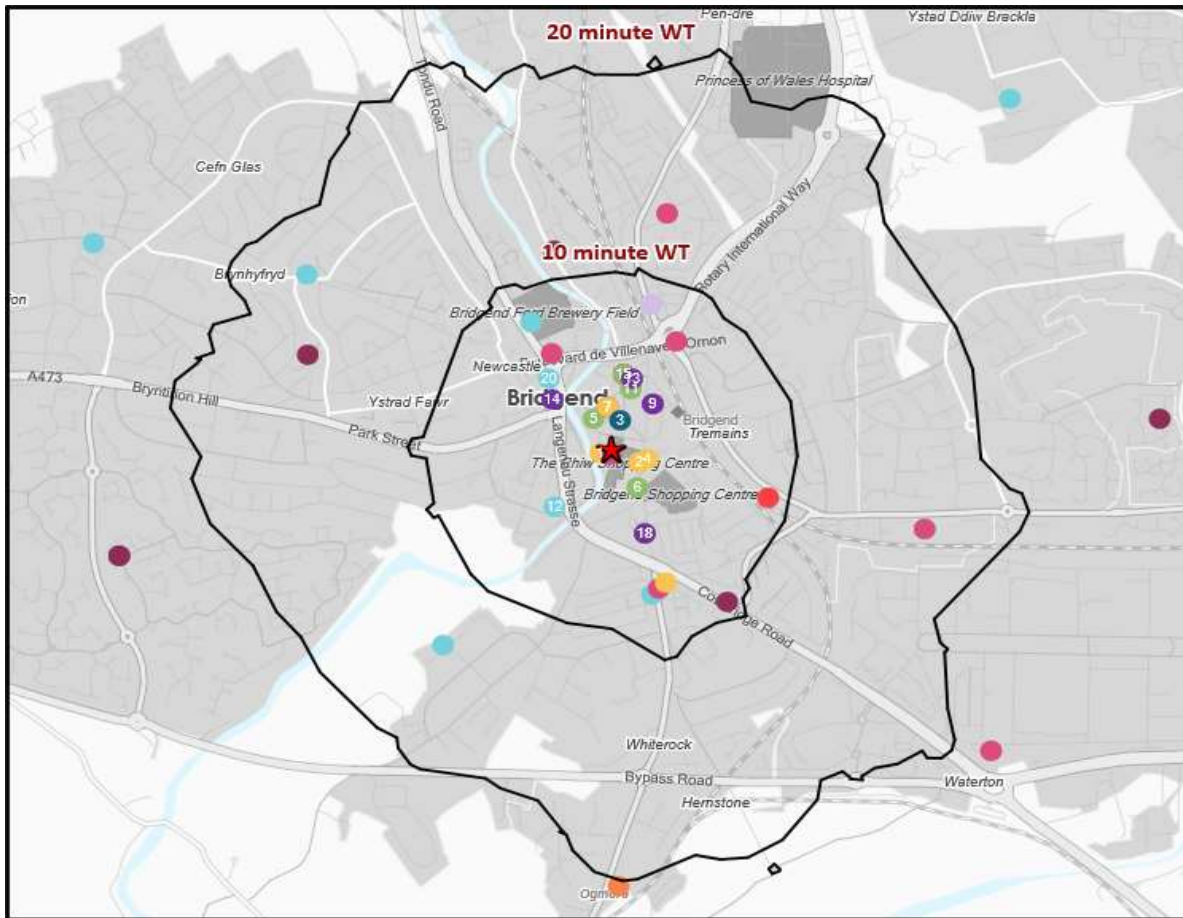


Polaris Plus Profile by Catchment

*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						
Low	0	1,132	11,067	0	77	72
Medium	1,756	3,076	16,064	522	186	93
High	10	13	147	5	1	1
Midlife - Young Kids						
Low	26	1,340	14,127	15	162	164
Medium	0	61	689	0	9	10
High	0	0	0	0	0	0
Midlife - Carefree						
Low	104	1,539	7,420	81	243	112
Medium	144	683	9,317	66	63	83
High	8	73	9,579	6	11	137
Mature						
Low	350	2,290	23,983	83	111	111
Medium	499	3,676	39,899	104	156	162
High	160	1,070	22,172	35	47	94
Not Private Households	7	103	2,791	17	52	135
Total	3,064	15,056	157,255			

CGA Summary - Three Horseshoes Bridgend



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Three Horseshoes	CF31 1HU	Star Pubs & Bars	Family Pub Dining	0.0
1	Hobos	CF31 1HX	Independent Free	High Street Pub	0.0
2	Nolton Corner	CF31 1DU	Independent Free	High Street Pub	0.1
3	Corvo Lounge	CF31 1ET	Loungers	ABOS	0.1
4	Book Club Bridgend	CF31 1BX	Independent Free	High Street Pub	0.1
5	Wyndham Arms	CF31 1JE	Wetherspoons GB	Circuit Bar	0.1
6	King's Head	CF31 3BN	Stonegate Pub Company	Circuit Bar	0.1
7	Natraj Tandoori Restaurant	CF31 1EF	Independent Free	Restaurants	0.1
7	Poco Poco	CF31 1EF	Independent Free	High Street Pub	0.1
9	Railway	CF31 1LH	Star Pubs & Bars	Family Pub Dining	0.1
9	La Cocina	CF31 1LH	Independent Free	Restaurants	0.1
11	Phoenix	CF31 1EH	Independent Free	Circuit Bar	0.1
12	Bridgend Town Cricket Club	CF31 4AH	Independent Free	Clubland	0.2
13	Pearl River Restaurant	CF31 1EB	Independent Free	Restaurants	0.2
14	An Khang	CF31 4AU	Independent Free	Restaurants	0.2
15	Star	CF31 1LJ	Wellington	Family Pub Dining	0.2
15	Eden Wine Bar & Grill	CF31 1LJ	Independent Free	Night Club	0.2
15	Roof	CF31 1LJ	Independent Free	Circuit Bar	0.2
18	Old Castle Inn	CF31 3BP	Star Pubs & Bars	Circuit Bar	0.2
18	Ashoka Tandoori	CF31 3BP	Independent Free	Restaurants	0.2
20	Bridgend District United Service Mens Club	CF31 4JA	Independent Free	Clubland	0.2

Per Pub Analysis - Three Horseshoes Bridgend



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,064	15,056	157,255
Number of Competition Pubs	23	30	212
Adults 18+ per Competition Pub	133	502	742

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	299	9.8%	121
Circuit Bar	5	224	7.3%	180
Community Pub	0	473	15.4%	81
Craft Led	0	257	8.4%	242
Great Pub Great Food	0	431	14.1%	80
High Street Pub	5	577	18.8%	102
Premium Local	1	548	17.9%	109

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	709	4.7%	58
Circuit Bar	5	665	4.4%	109
Community Pub	0	3,506	23.3%	122
Craft Led	0	509	3.4%	98
Great Pub Great Food	0	1,706	11.3%	64
High Street Pub	5	3,455	22.9%	125
Premium Local	3	2,182	14.5%	88

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	4	6,127	3.9%	48
Circuit Bar	11	5,045	3.2%	79
Community Pub	17	36,790	23.4%	122
Craft Led	0	2,949	1.9%	54
Great Pub Great Food	21	25,065	15.9%	90
High Street Pub	13	34,076	21.7%	118
Premium Local	49	27,675	17.6%	107

Glossary

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</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</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</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>Full-time: In full-time employment</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>Other: Includes long term sick, disabled, looking after home/family</p>																																								
Index vs GB Average	<p>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</p> <p>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td><p>18-34 year olds Wanting to look good in the group</p></td><td><p>35-54 year olds Children under 12 at home</p></td><td><p>35-54 year olds No children under 12 at home</p></td><td><p>55+ year olds</p></td></tr><tr><td><p>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</p></td><td><p>"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"</p></td><td><p>"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."</p></td><td><p>"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"</p></td></tr><tr><td><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	<p>18-34 year olds Wanting to look good in the group</p>	<p>35-54 year olds Children under 12 at home</p>	<p>35-54 year olds No children under 12 at home</p>	<p>55+ year olds</p>	<p>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</p>	<p>"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"</p>	<p>"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."</p>	<p>"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"</p>	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																								
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Consumer Insight																																									
Product needs																																									
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 7 categories, 22 groups and 65 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.																																									
Sparsity																																									
Sparsity is a measure of how built-up the area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																																									
<table><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td></tr><tr><td colspan="6">Metropolitan</td><td colspan="6">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">Rural</td></tr></table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Metropolitan						Large Urban						Small Urban				Rural			
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