

# Catchment Summary - Ship Hotel Portmadoc

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Over GB Average  
Around GB Average  
Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

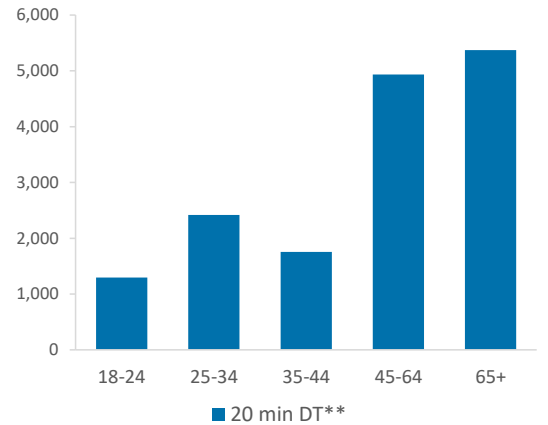
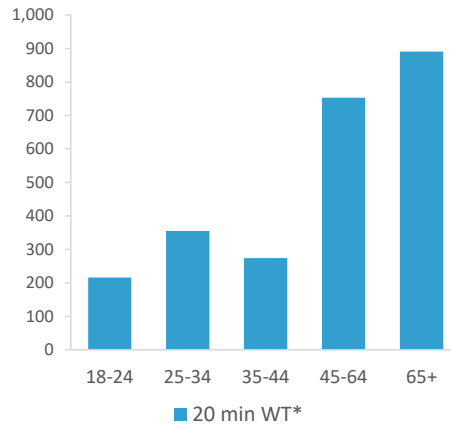
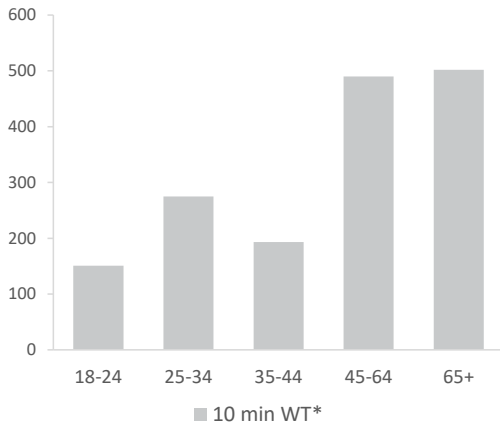
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	1,928	3,016	19,250	36	21	5
Adults 18+	1,611	2,489	15,773	37	14	5
Competition Pubs	8	11	37	53	34	10
Adults 18+ per Competition Pub	201	226	426	24	27	52
% Adults Likely to Drink	82.5%	82.8%	82.4%	100	100	100

Population & Adults 18+ index is based on all pubs

Affluence	Low	24.1%	17.9%	11.8%	94	70	46
	Medium	71.1%	66.6%	71.2%	181	169	181
	High	1.7%	11.9%	15.8%	5	35	47

\*Affluence does not include Not Private Households

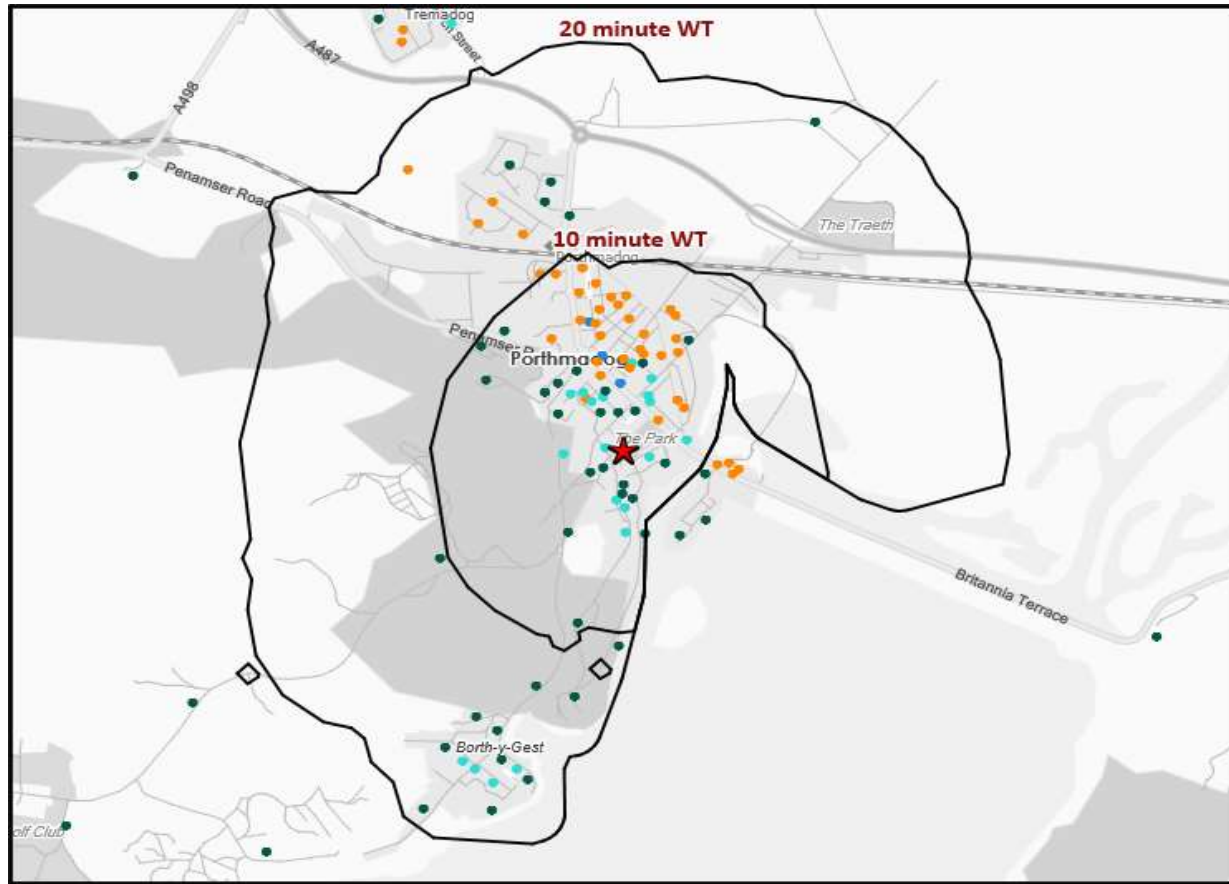
Age Profile	18-24	151	216	1,298	97	88	83
	25-34	275	355	2,417	107	89	94
	35-44	193	274	1,753	78	71	71
	45-64	490	753	4,933	99	98	100
	65+	502	891	5,372	136	155	146



		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	951 (49%)	1,465 (49%)	9,494 (49%)	100	98	100
	Female	977 (51%)	1,551 (51%)	9,756 (51%)	100	102	100
Economic Status (16-74)	Employed: Full-time	535 (40%)	753 (37%)	4,637 (35%)	96	88	83
	Employed: Part-time	198 (15%)	310 (15%)	1,869 (14%)	113	117	107
	Self employed	195 (14%)	270 (13%)	1,932 (14%)	152	138	151
	Unemployed	20 (1%)	32 (2%)	151 (1%)	63	66	47
	Retired	222 (16%)	392 (19%)	2,744 (20%)	120	139	148
	Other	177 (13%)	291 (14%)	2,082 (16%)	67	72	79
Total Worker Count		1,493	1,807	6,268			

See the Glossary page for further information on the above variables

## Polaris Summary - Ship Hotel Portmadoc



- ★ 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	35	0	0	2
Young Adult - Showing I'm Cool	42	42	80	28	18	6
Midlife - Young Kids	855	1,116	4,760	169	143	96
Midlife - Carefree	221	310	3,622	65	59	109
Mature	444	929	7,078	99	133	160
<b>Not Private Households</b>	49	92	198	212	257	87
<b>Total</b>	1,611	2,489	15,773			

Polaris Summary - Ship Hotel Portmadoc

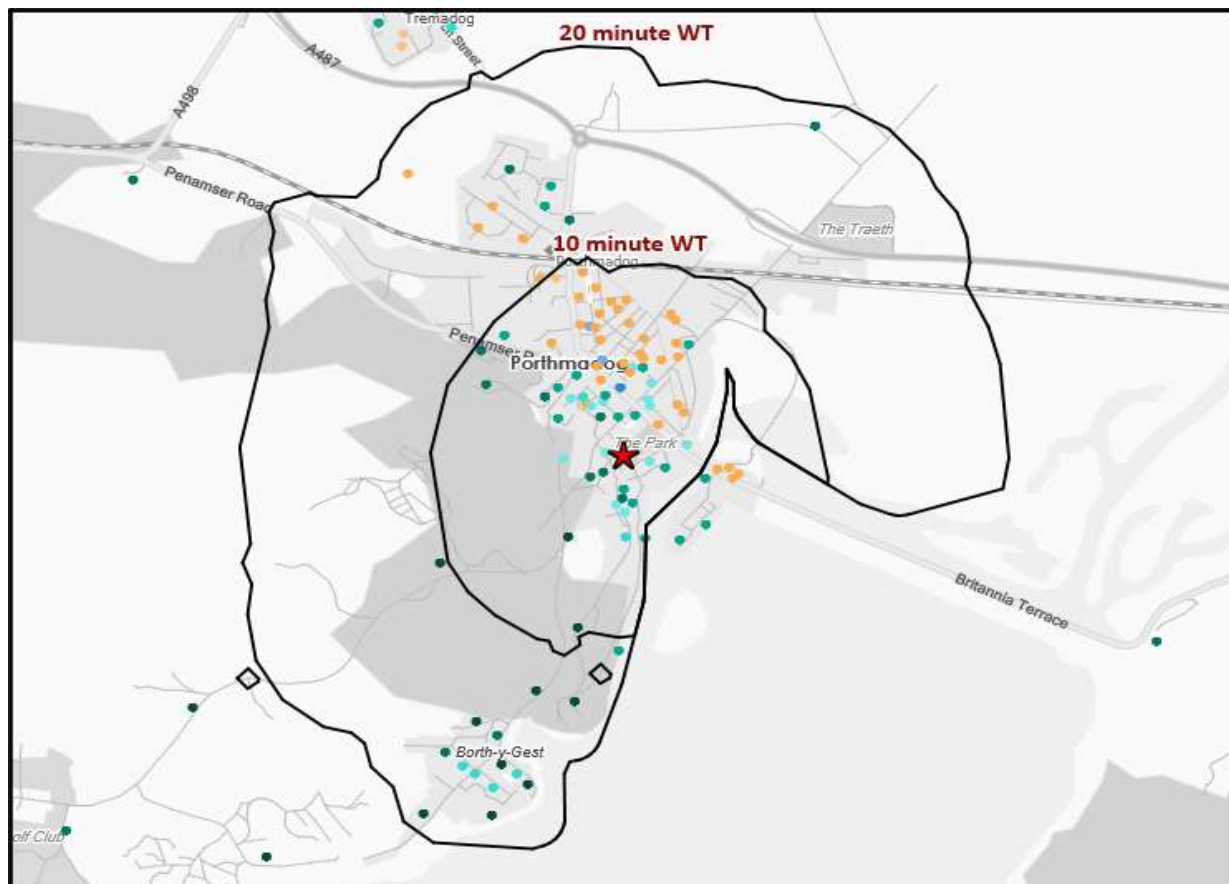


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Data Source © 2020 TomTom



★ Pub Sites

## Polaris Summary - Ship Hotel Portmadoc



- ★ 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**
<b>Young Adult - Showing I Care</b>						
Low	0	0	35	0	0	5
Medium	0	0	0	0	0	0
High	0	0	0	0	0	0
<b>Young Adult - Showing I'm Cool</b>						
Low	0	0	0	0	0	0
Medium	33	33	36	55	36	6
High	9	9	44	12	8	6
<b>Midlife - Young Kids</b>						
Low	15	15	851	8	5	49
Medium	840	1,101	3,872	350	297	165
High	0	0	37	0	0	4
<b>Midlife - Carefree</b>						
Low	0	0	190	0	0	35
Medium	202	202	1,659	187	121	157
High	19	108	1,773	11	40	103
<b>Mature</b>						
Low	373	430	781	390	291	83
Medium	71	321	5,657	35	102	283
High	0	178	640	0	76	43
<b>Not Private Households</b>	49	92	198	212	257	87

Polaris Summary - Ship Hotel Portmadoc



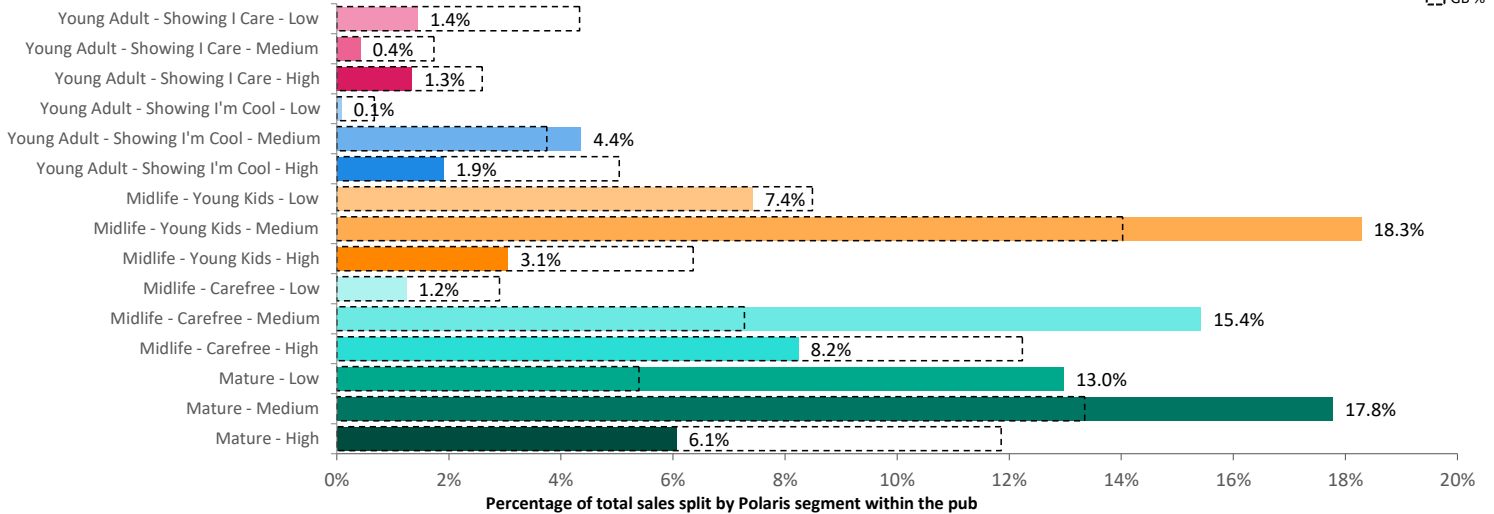
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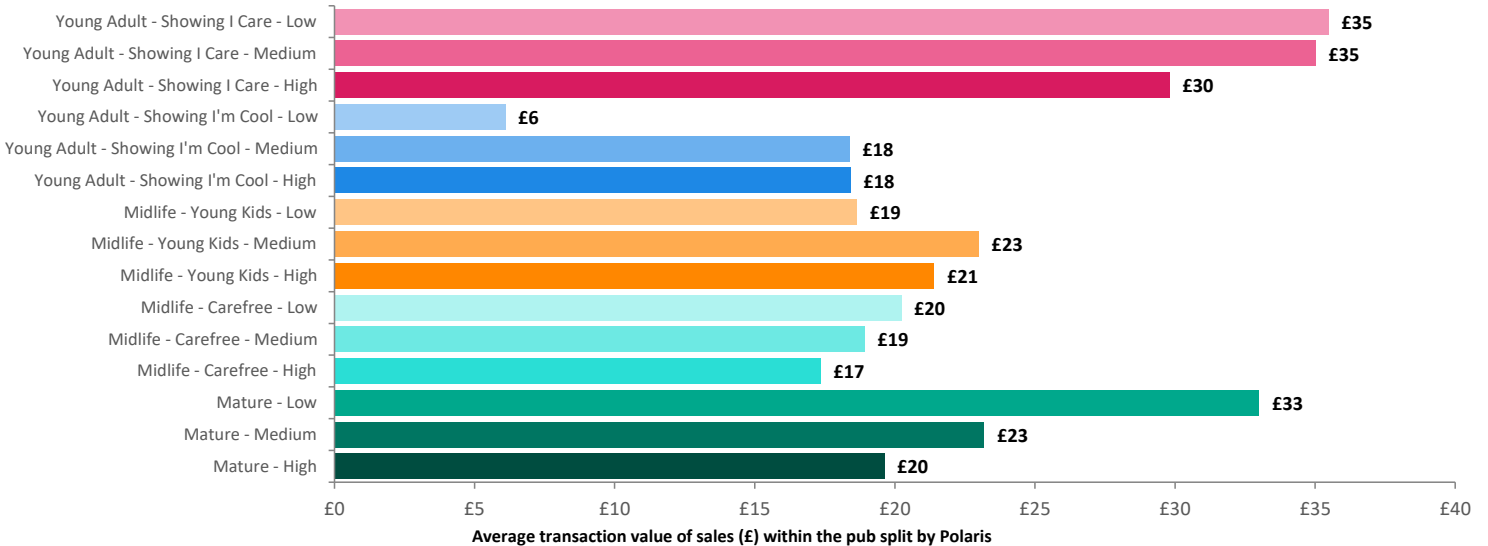
# Transactional Data Summary - Ship Hotel Portmadoc

## Spend by Polaris

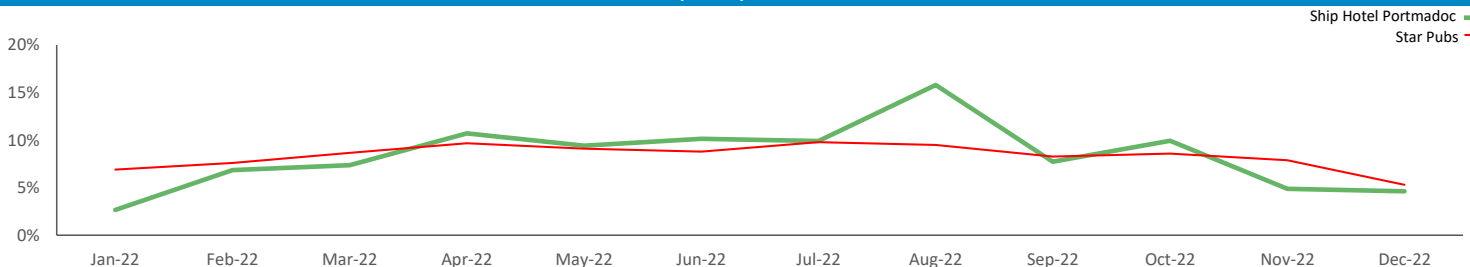
GB %



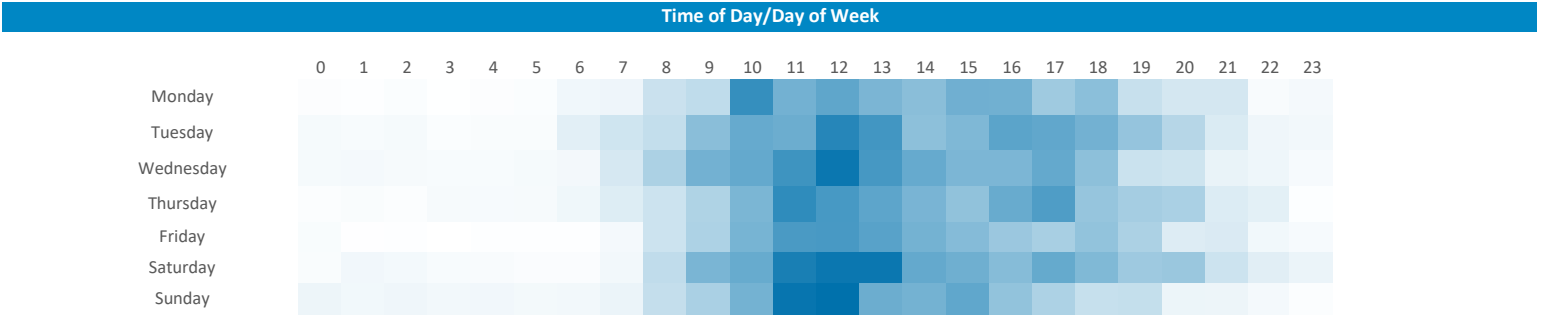
## Average Transaction Values (£) by Polaris



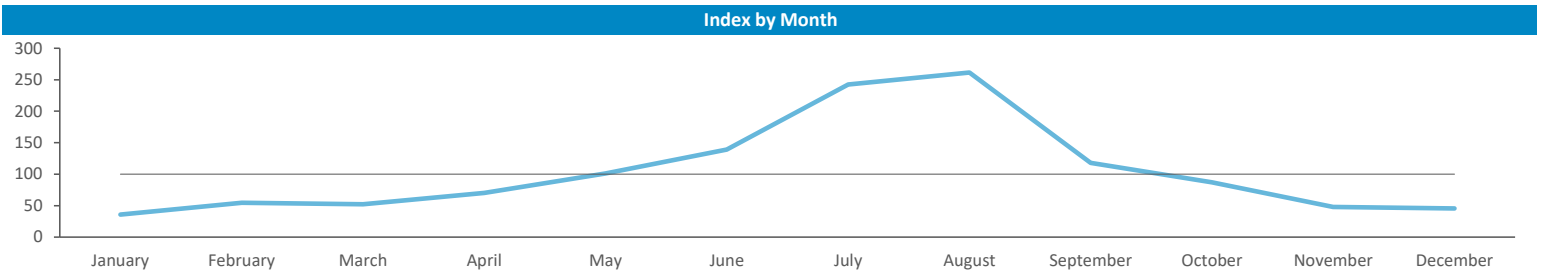
## Spend by Month



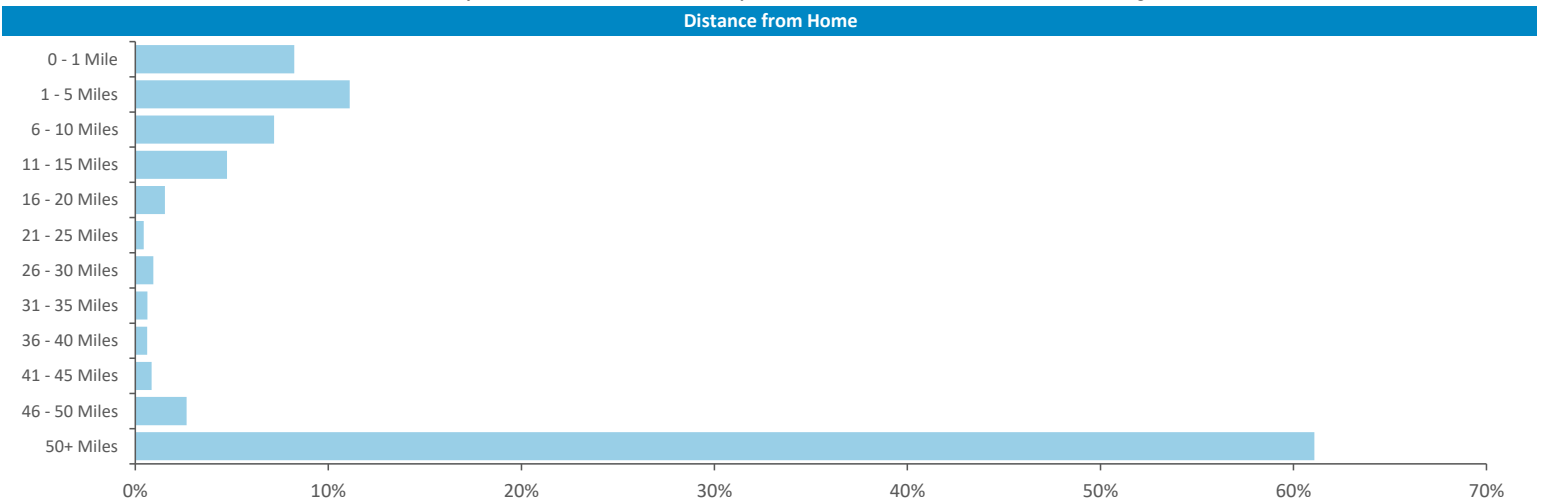
# Mobile Data Summary - Ship Hotel Portmadoc



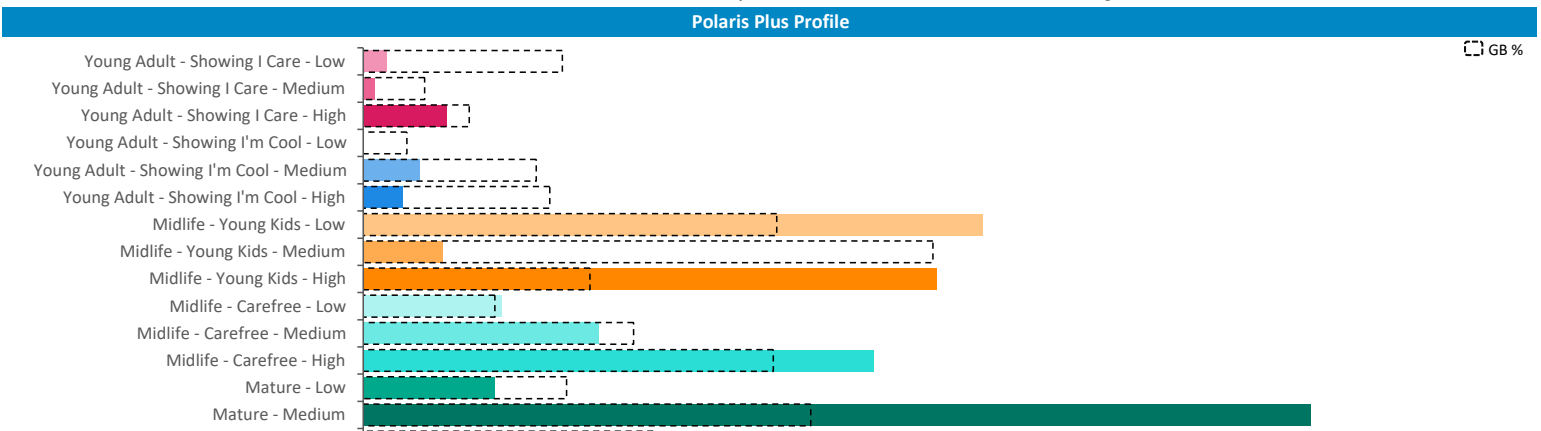
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data



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



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

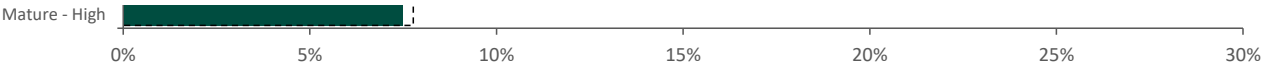


# Mobile Data Summary - Ship Hotel Portmadoc



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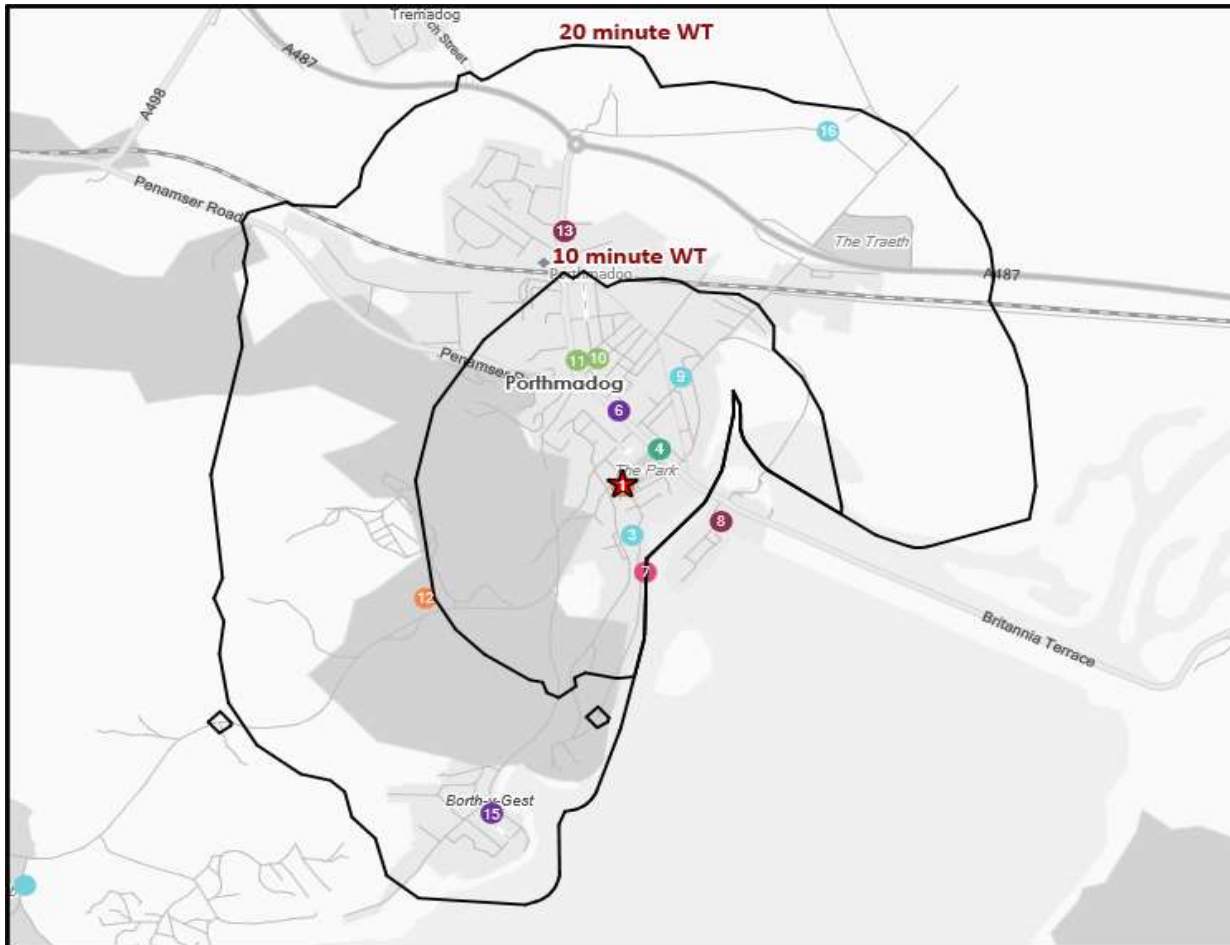
## Time of Day/Day of Week



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



## CGA Summary - Ship Hotel Portmadoc



- ★ Pub Sites  
N 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	Ship Hotel	LL49 9AP	Star Pubs & Bars	Circuit Bar	0.0
1	Yr Hen Fecws Bistro	LL49 9AP	Independent Free	Hotel	0.0
3	Madoc Yacht Club	LL49 9AT	Independent Free	Clubland	0.1
4	Australia	LL49 9LR	*Other Small Retail Groups	Circuit Bar	0.1
4	Yr Wylan Restaurant	LL49 9LR	Independent Free	Casual Dining	0.1
6	Sima Tandoori	LL49 9EU	Independent Free	Restaurants	0.1
7	Tavern Pen Cei	LL49 9AS	Independent Free	Family Pub Dining	0.2
8	Spooners	LL49 9NF	Independent Free	Premium Local	0.2
9	Clwb Llyn Bach	LL49 9DF	Independent Free	Clubland	0.2
10	Red Lion	LL49 9ED	Admiral Taverns Ltd	Circuit Bar	0.3
11	Royal Sportsman Hotel	LL49 9HB	Independent Free	Circuit Bar	0.3
12	Tyddyn Llwyn Hotel	LL49 9UR	Independent Free	Hotel	0.4
13	Queens Hotel	LL49 9HT	Independent Free	Premium Local	0.5
13	Station Inn	LL49 9HT	Independent Free	Premium Local	0.5
15	Bae Borth Deli Bar	LL49 9TS	Independent Free	Restaurants	0.7
16	Porth Madoc Football Club	LL49 9PP	Independent Free	Clubland	0.8
17	Golden Fleece Inn	LL49 9RB	Independent Free	Family Pub Dining	1.1
17	Y Sgwar	LL49 9RB	Independent Free	Restaurants	1.1
17	Union Inn	LL49 9RB	Independent Free	Family Pub Dining	1.1