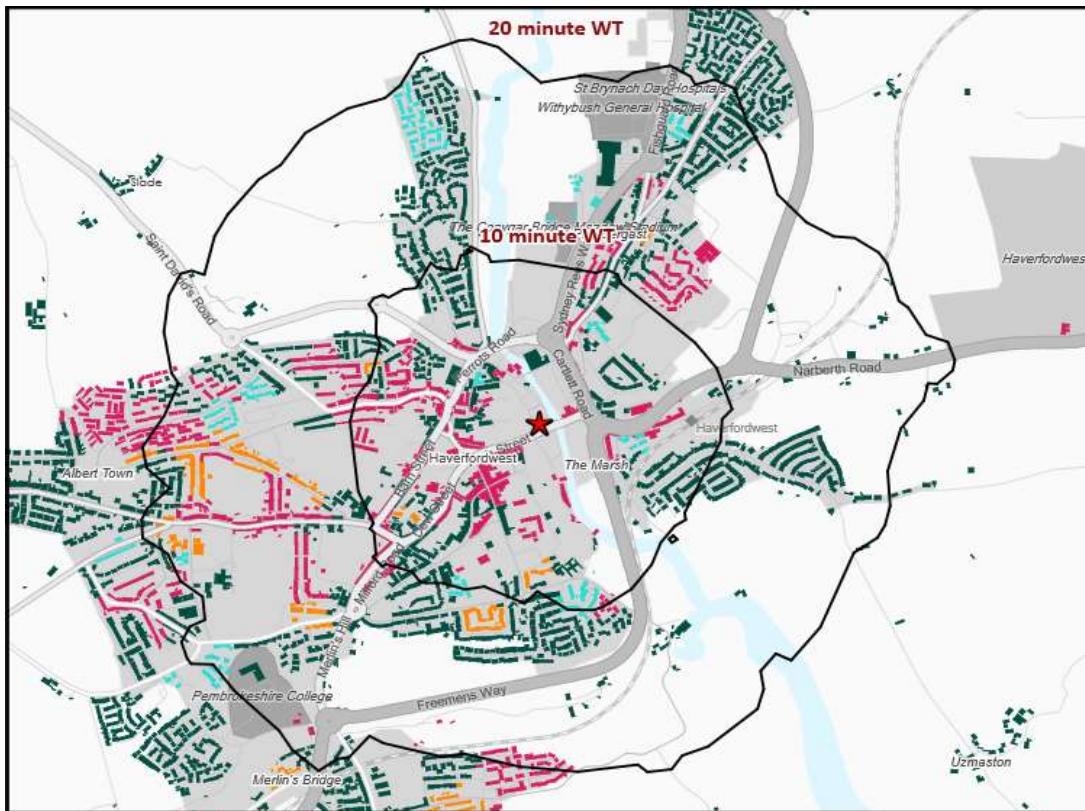


Catchment Summary - Friars Vaults Haverfordwest

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Ship To	Name	Postcode	Operator	Segment	Sparsity
625536	Friars Vaults Haverfordwest	SA61 2AB	Star Pubs & Bars	Family Pub Dining	18

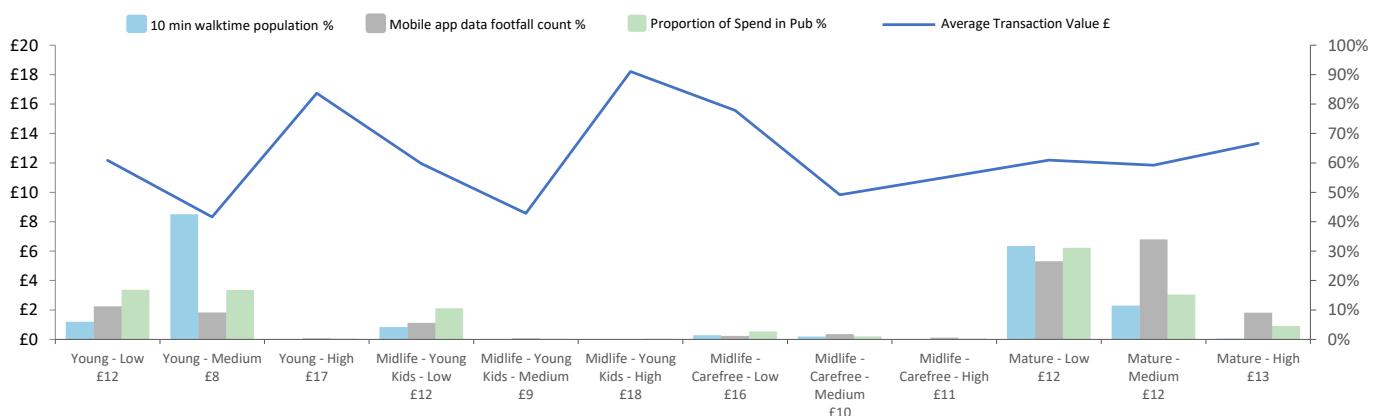


★ Pub Sites
N Catchments

Polaris Segments

- Young (pink)
- Midlife - Young Kids (orange)
- Midlife - Carefree (light blue)
- Mature (dark green)

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Friars Vaults Haverfordwest

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	Over GB Average
	Around GB Average
	Under GB Average

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**

*WT= Walktime, **DT= Drivetime

Population	4,031	9,734	51,148
Adults 18+	3,188	7,645	40,922
Competition Pubs	17	19	80
Adults 18+ per Competition Pub	188	402	512
% Adults Likely to Drink	75.9%	76.0%	77.0%

75	53	12
Population & Adults 18+ index is based on all pubs		
71	50	12
94	53	19
22	47	60
100	100	101

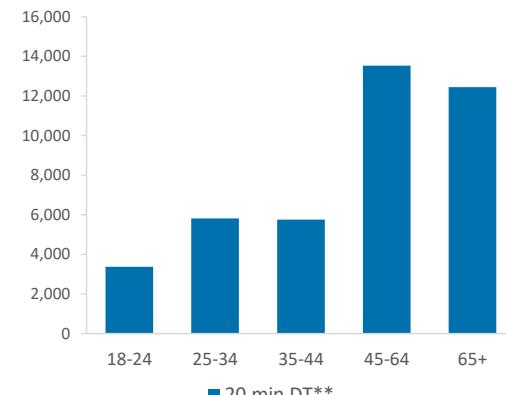
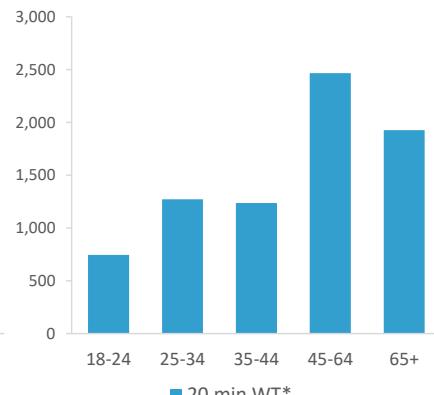
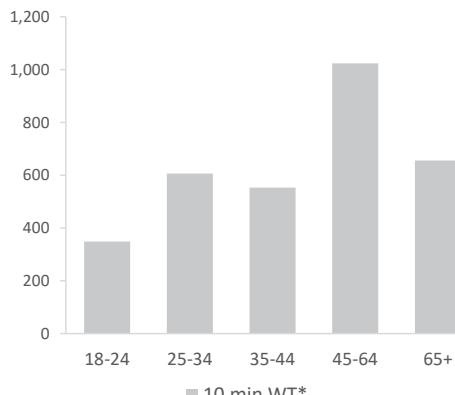
Affluence	Low	43.4%	48.5%	45.3%
	Medium	55.1%	49.1%	45.5%
	High	0.3%	1.4%	8.1%

130	146	136
144	129	119
1	5	30

*Affluence does not include Not Private Households

Age Profile	18-24	349	746	3,371
	25-34	606	1,271	5,818
	35-44	553	1,236	5,758
	45-64	1,024	2,466	13,531
	65+	656	1,926	12,444

106	94	81
113	98	85
104	96	85
99	99	103
85	103	127



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	2,049 (51%)	4,793 (49%)	24,829 (49%)
	Female	1,982 (49%)	4,941 (51%)	26,319 (51%)

104	101	99
96	99	101

Economic Status (16+)	Employed: Full-time	1,085 (33%)	2,501 (32%)	12,424 (30%)
	Employed: Part-time	493 (15%)	1,131 (14%)	5,588 (13%)
	Self employed	264 (8%)	609 (8%)	3,918 (9%)
	Unemployed	120 (4%)	259 (3%)	1,046 (2%)
	Full-time student	68 (2%)	150 (2%)	603 (1%)
	Retired	620 (19%)	1,764 (22%)	11,253 (27%)
	Other	623 (19%)	1,452 (18%)	7,273 (17%)

96	92	86
127	121	112
87	84	101
133	119	90
87	80	60
87	102	122
109	106	99

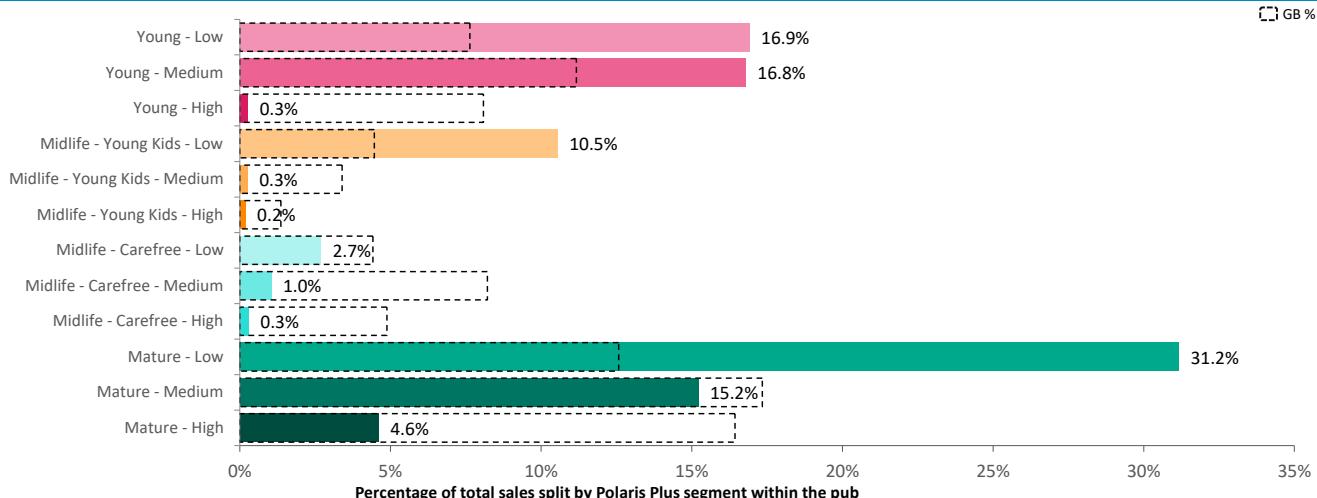
Total Worker Count	6,805	10,261	25,782
--------------------	-------	--------	--------

See the Glossary page for further information on the above variables

Transactional Data Summary - Friars Vaults Haverfordwest

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Spend by Polaris Plus

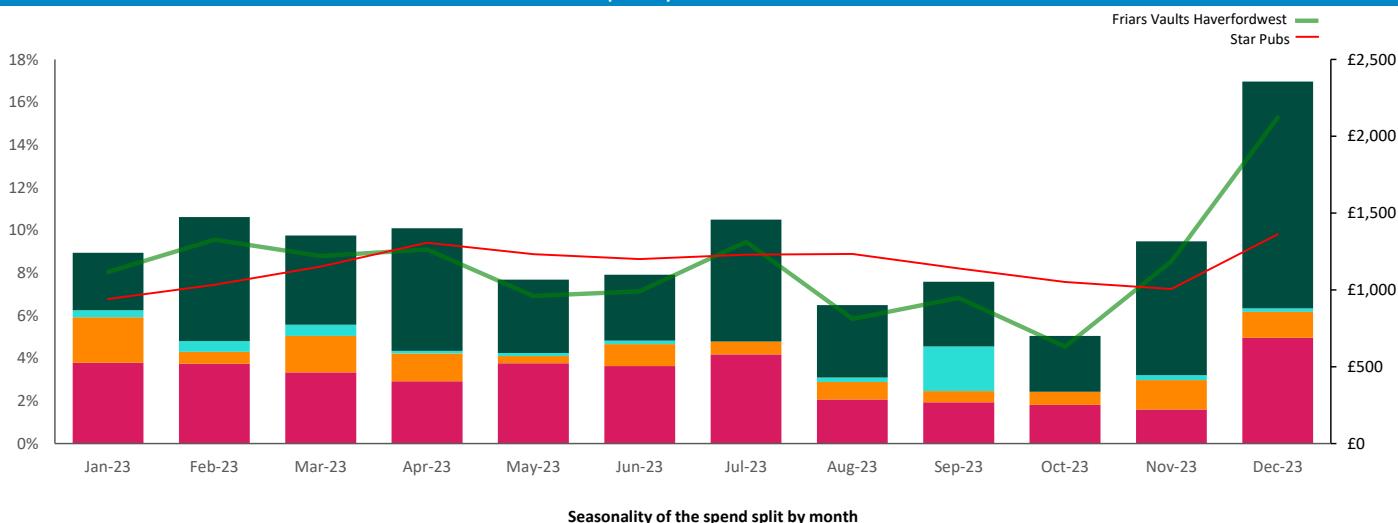


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

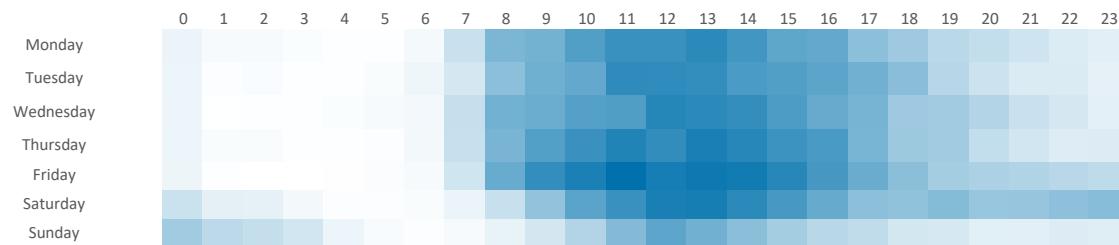


Seasonality of the spend split by month

Mobile Data Summary - Friars Vaults Haverfordwest

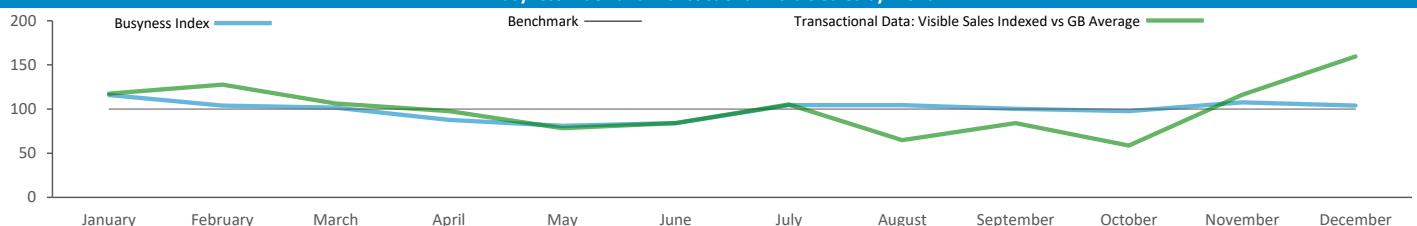
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Time of Day/Day of Week



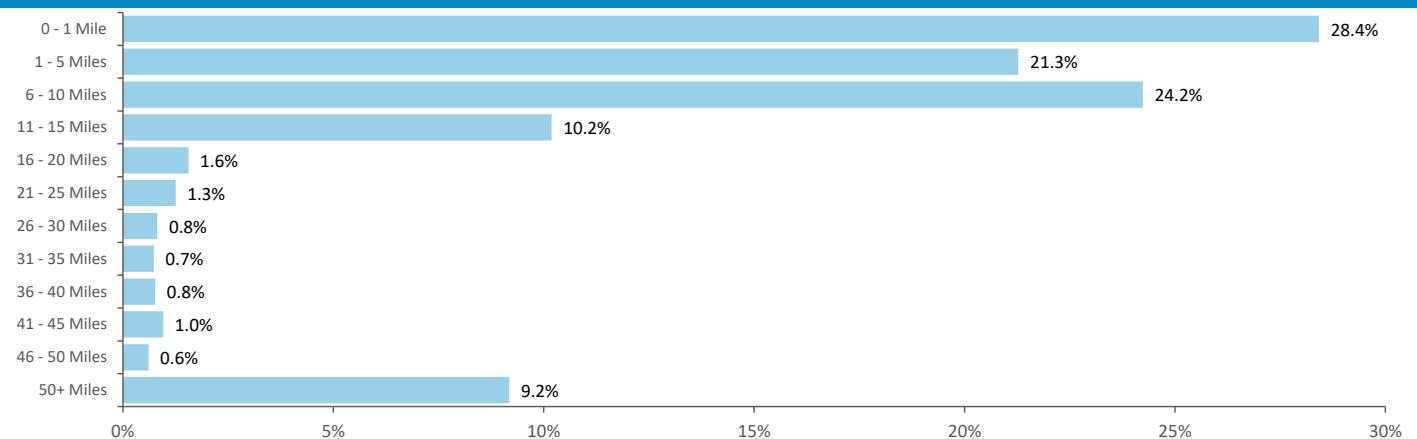
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

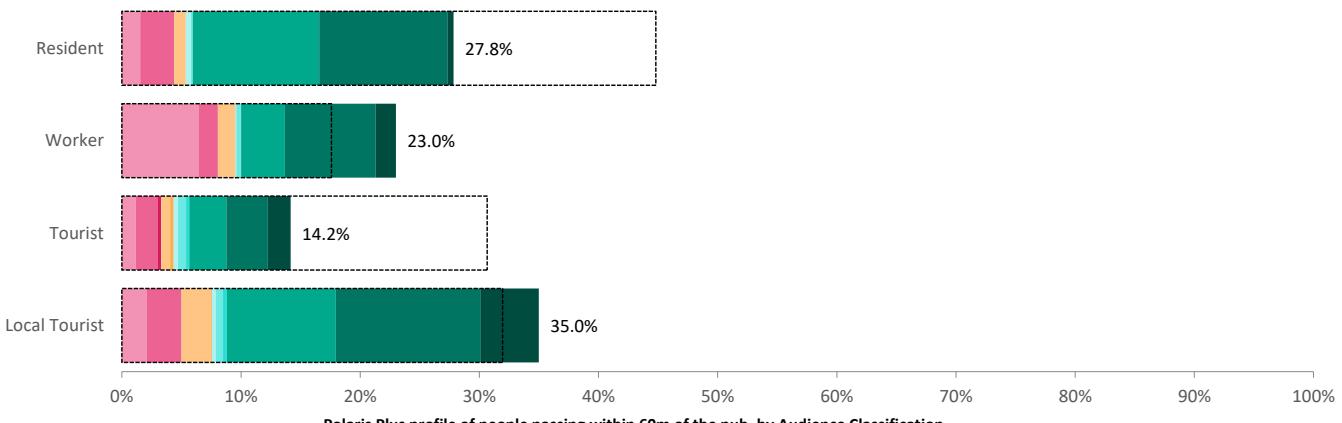
Distance from Home



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

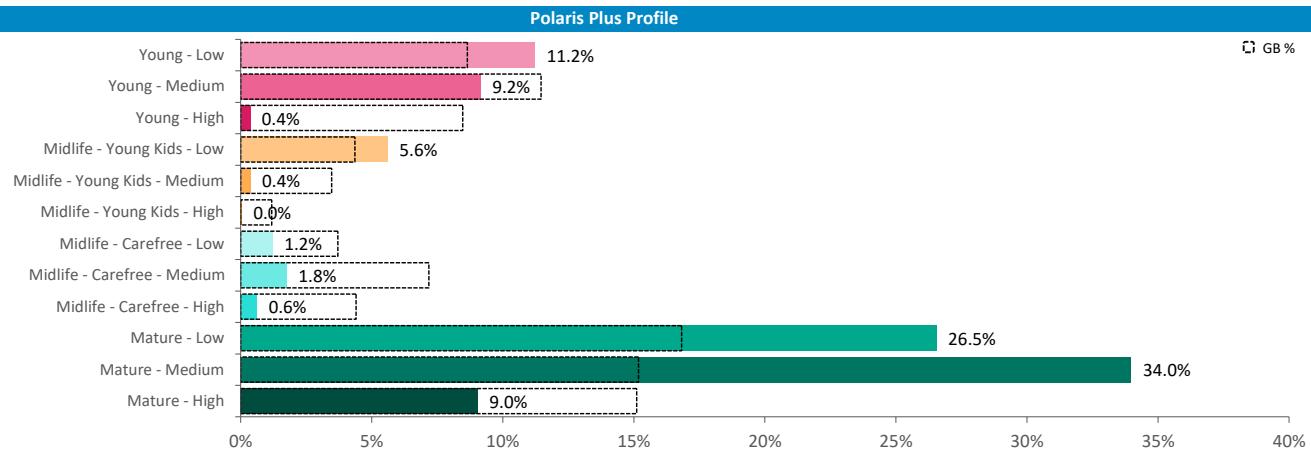
Audience Classification by Polaris Plus

 Base: GB

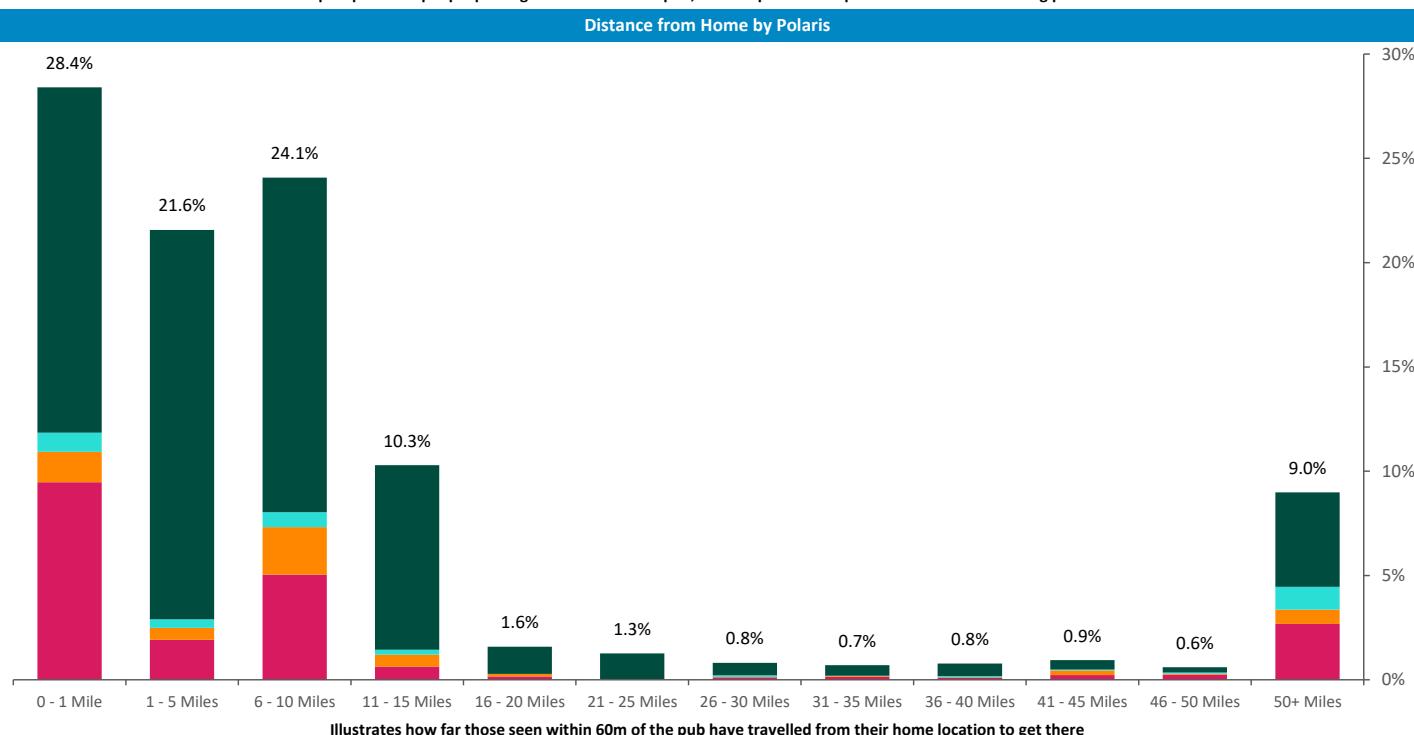


Mobile Data Summary - Friars Vaults Haverfordwest

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

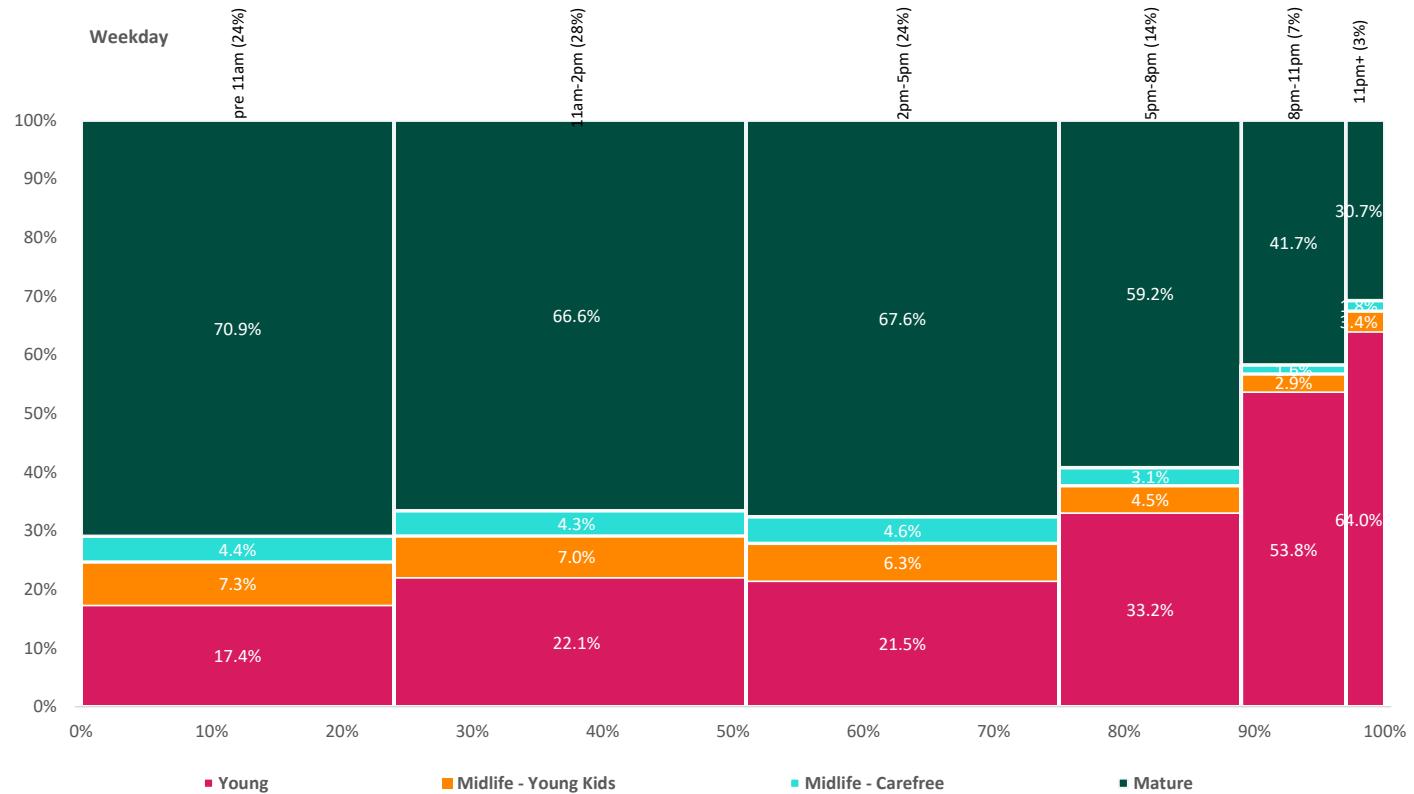


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

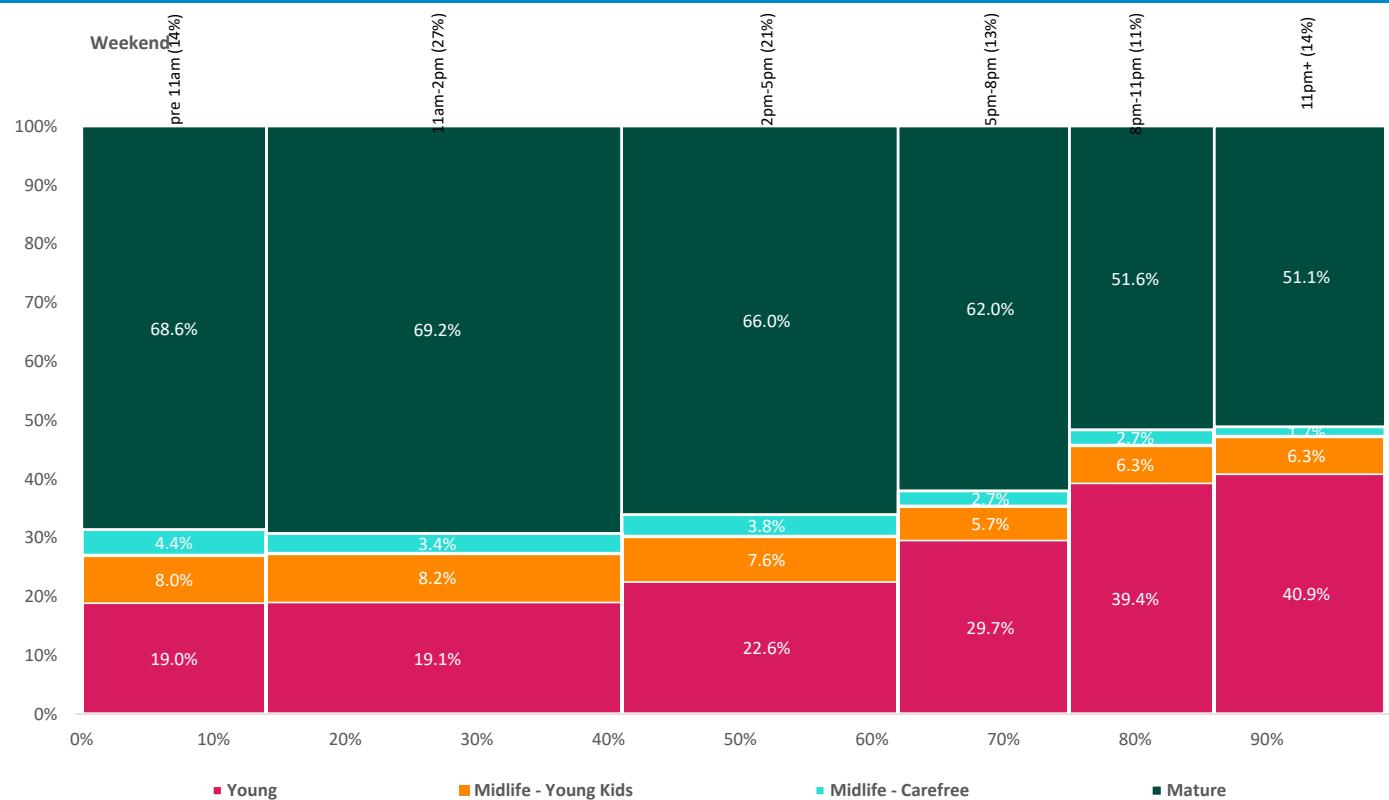
Mobile Data Summary - Friars Vaults Haverfordwest

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



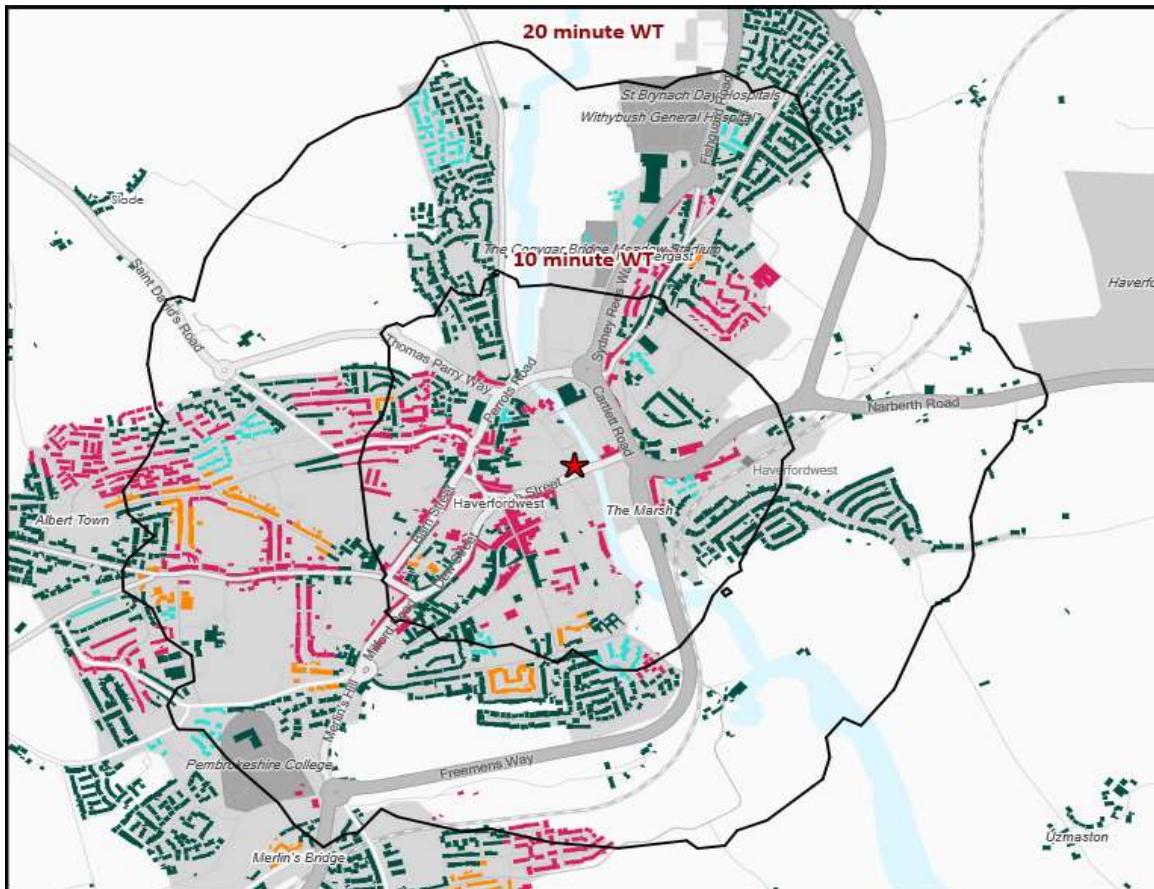
Time of Day by Polaris: Weekend (Saturday and Sunday)



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

Page 6 of 11

Polaris Summary - Friars Vaults Haverfordwest



★ Pub Sites
 ▽ Catchment

Polaris Segments

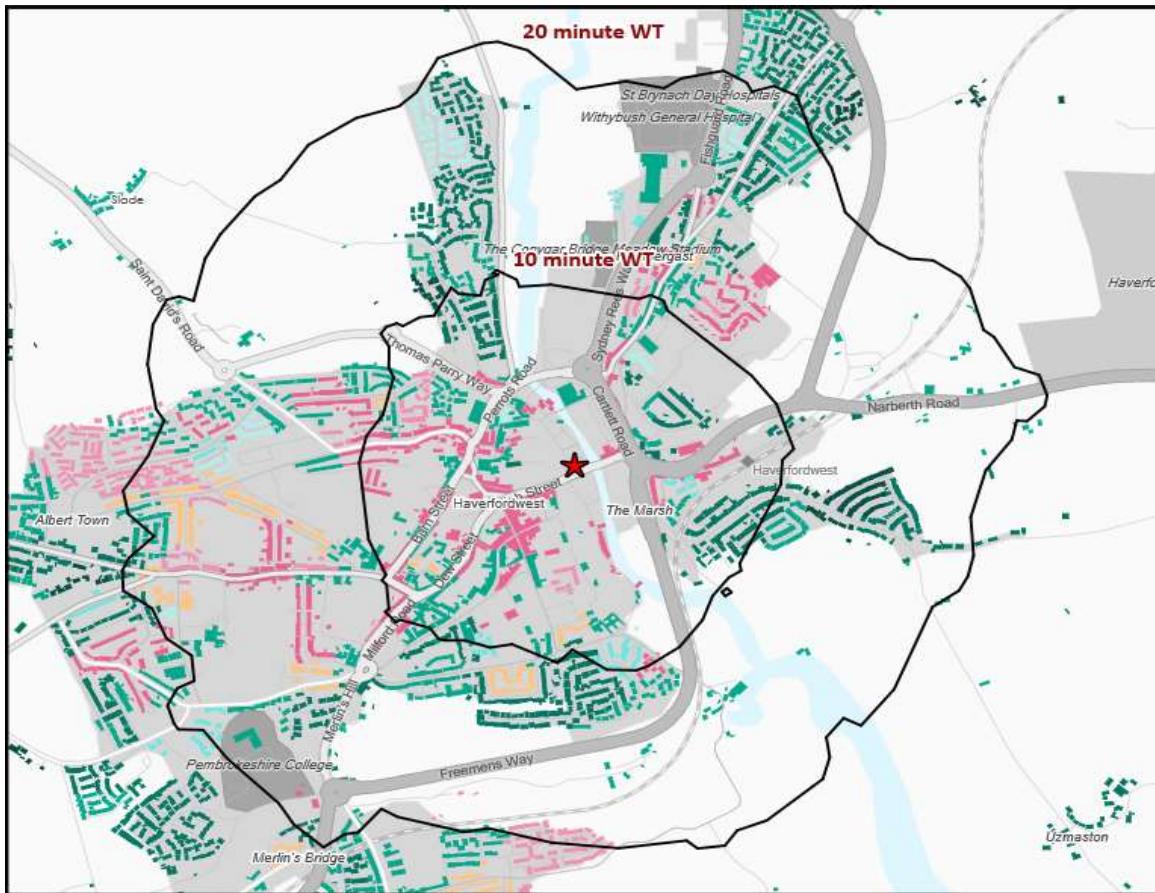
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	1,549	2,558	8,463	177	122	75
Midlife - Young Kids	133	477	3,125	38	57	70
Midlife - Carefree	77	347	1,343	15	29	21
Mature	1,389	4,179	27,527	98	123	152
<i>Not Private Households</i>	40	84	464	96	84	86
Total	3,188	7,645	40,922			

Polaris Plus Summary - Friars Vaults Haverfordwest

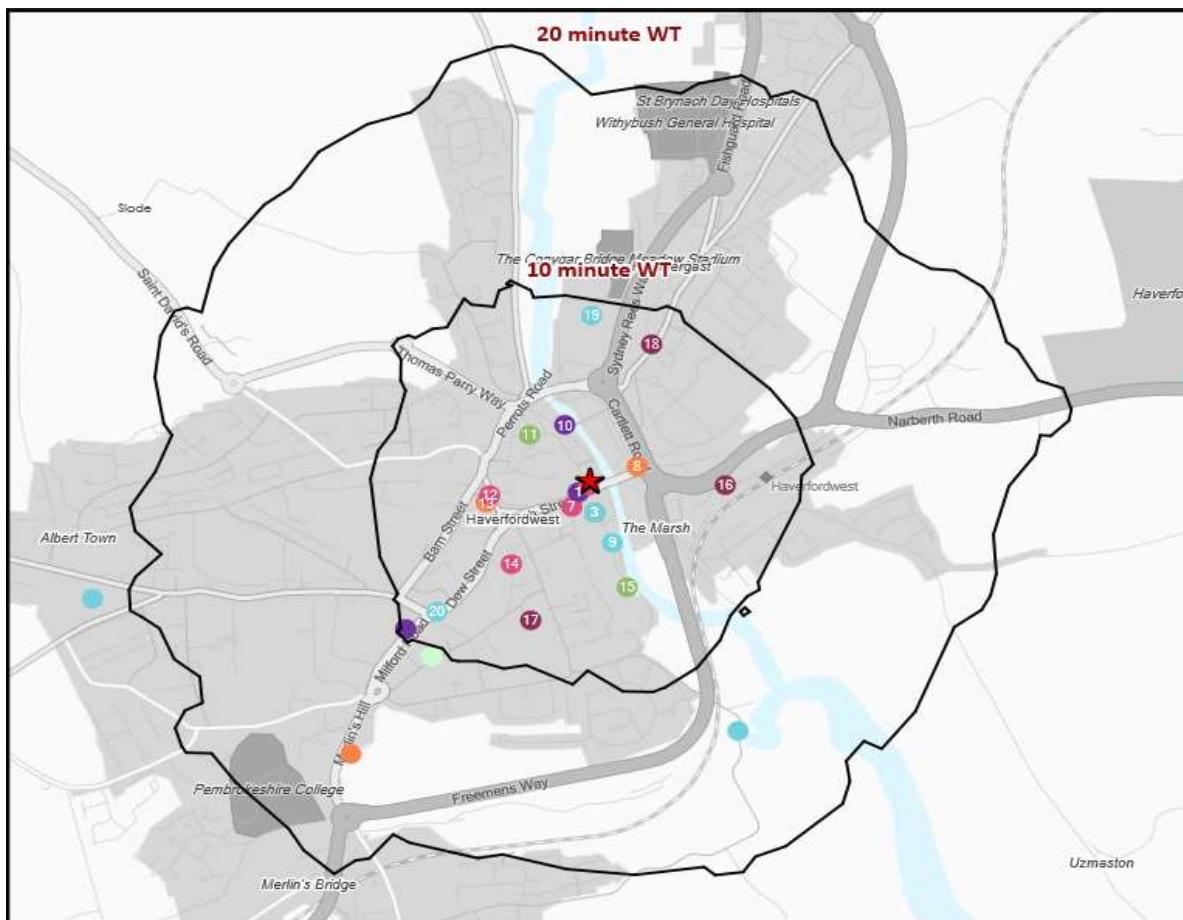


Polaris Plus Profile by Catchment

*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	192	513	3,372	61	68	84
Medium	1,357	2,045	5,081	388	244	113
High	0	0	10	0	0	0
Midlife - Young Kids						
Low	133	477	2,868	76	114	128
Medium	0	0	257	0	0	15
High	0	0	0	0	0	0
Midlife - Carefree						
Low	45	257	465	33	80	27
Medium	32	90	626	14	16	21
High	0	0	252	0	0	14
Mature						
Low	1,013	2,460	11,823	231	234	210
Medium	366	1,615	12,636	73	135	197
High	10	104	3,068	2	9	50
Not Private Households	40	84	464	96	84	86
Total	3,188	7,645	40,922			

CGA Summary - Friars Vaults Haverfordwest



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Friars Vaults	SA61 2AB	Star Pubs & Bars	Family Pub Dining	0.0
1	Castle Hotel	SA61 2AA	Independent Free	Circuit Bar	0.0
1	Block And Barrel	SA61 2AA	Independent Free	Restaurants	0.0
3	Balfour Conservative Club	SA61 1BG	Independent Free	Clubland	0.1
3	Labyrinth	SA61 1BG	Independent Free	Circuit Bar	0.1
3	William Owen	SA61 1BG	Wetherspoons GB	Circuit Bar	0.1
3	Eddies Rocks	SA61 1BG	Independent Free	Clubland	0.1
7	Three Crowns	SA61 2BN	Independent Free	Family Pub Dining	0.1
8	County Hotel	SA61 2NB	Independent Free	Hotel	0.1
9	Services Club	SA61 1BB	Independent Free	Clubland	0.1
10	Dragon & Pearl	SA61 2AN	Independent Free	Restaurants	0.1
11	Farmers Arms	SA61 2JL	*Other Small Retail Groups	Circuit Bar	0.2
12	Greyhound Hotel	SA61 2DT	Independent Free	Family Pub Dining	0.2
13	Hotel Mariners	SA61 2DU	Independent Free	Hotel	0.2
14	Pembroke Yeoman	SA61 1QQ	Independent Free	Family Pub Dining	0.2
15	Bristol Trader	SA61 1BE	Independent Free	Circuit Bar	0.2
16	Milford Arms	SA61 2LH	Independent Free	Premium Local	0.3
17	Oak Inn	SA61 1QX	Independent Free	Premium Local	0.3
18	Bull Inn	SA61 2PP	Unknown	Premium Local	0.3
19	Haverford West Football Club	SA61 2EX	Independent Free	Clubland	0.3
20	Haverford West Labour Club	SA61 1SY	Independent Free	Clubland	0.4

Per Pub Analysis - Friars Vaults Haverfordwest

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- 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+	3,188	7,645	40,922
Number of Competition Pubs	17	19	80
Adults 18+ per Competition Pub	188	402	512

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	239	7.5%	93
Circuit Bar	5	251	7.9%	194
Community Pub	0	858	26.9%	141
Craft Led	0	207	6.5%	187
Great Pub Great Food	0	272	8.5%	48
High Street Pub	0	844	26.5%	144
Premium Local	3	400	12.6%	76

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	389	5.1%	63
Circuit Bar	5	475	6.2%	153
Community Pub	1	2,278	29.8%	156
Craft Led	0	323	4.2%	122
Great Pub Great Food	0	648	8.5%	48
High Street Pub	0	2,146	28.1%	152
Premium Local	3	956	12.5%	76

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	1,451	3.5%	44
Circuit Bar	5	1,895	4.6%	114
Community Pub	10	12,544	30.7%	160
Craft Led	0	923	2.3%	65
Great Pub Great Food	7	4,741	11.6%	65
High Street Pub	8	11,569	28.3%	153
Premium Local	16	6,244	15.3%	93

Glossary



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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																																																																																
	Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2																																																																																
	High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3																																																																																
Age Profile	Counts of residents by Age band																																																																																
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ 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																																																																																
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Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																																																																	
Consumer Insight	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Young</th> <th>Midlife 'Parents'</th> <th>Midlife 'Carefree'</th> <th>Mature</th> </tr> </thead> <tbody> <tr> <td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr> <tr> <td>"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."</td><td>"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"</td><td>"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."</td><td>"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"</td></tr> <tr> <td> <ul style="list-style-type: none"> • Aids being part of the group • Helps me look good by standing out and making the right impression • Energy • Discovering new things • Avoids bloating • Physical benefit </td><td> <ul style="list-style-type: none"> • Helps me look good, and be on trend • Discovering new things • Supports moderate calorie & alcohol intake • Energy • Being romantic </td><td> <ul style="list-style-type: none"> • Tastes good and looks good • Discovering new things • Supports connecting with friends and family • Enjoyable for longer </td><td> <ul style="list-style-type: none"> • Tastes great • Good quality • Helps me feel good • Enjoyable for longer </td></tr> </tbody> </table>	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds	"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."	"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"	<ul style="list-style-type: none"> • Aids being part of the group • Helps me look good by standing out and making the right impression • Energy • Discovering new things • Avoids bloating • Physical benefit 	<ul style="list-style-type: none"> • Helps me look good, and be on trend • Discovering new things • Supports moderate calorie & alcohol intake • Energy • Being romantic 	<ul style="list-style-type: none"> • Tastes good and looks good • Discovering new things • Supports connecting with friends and family • Enjoyable for longer 	<ul style="list-style-type: none"> • Tastes great • Good quality • Helps me feel good • Enjoyable for longer 																																																																
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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 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 border="1" style="width: 100%; border-collapse: collapse;"> <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>Metropolitan</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Metropolitan																																																											
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