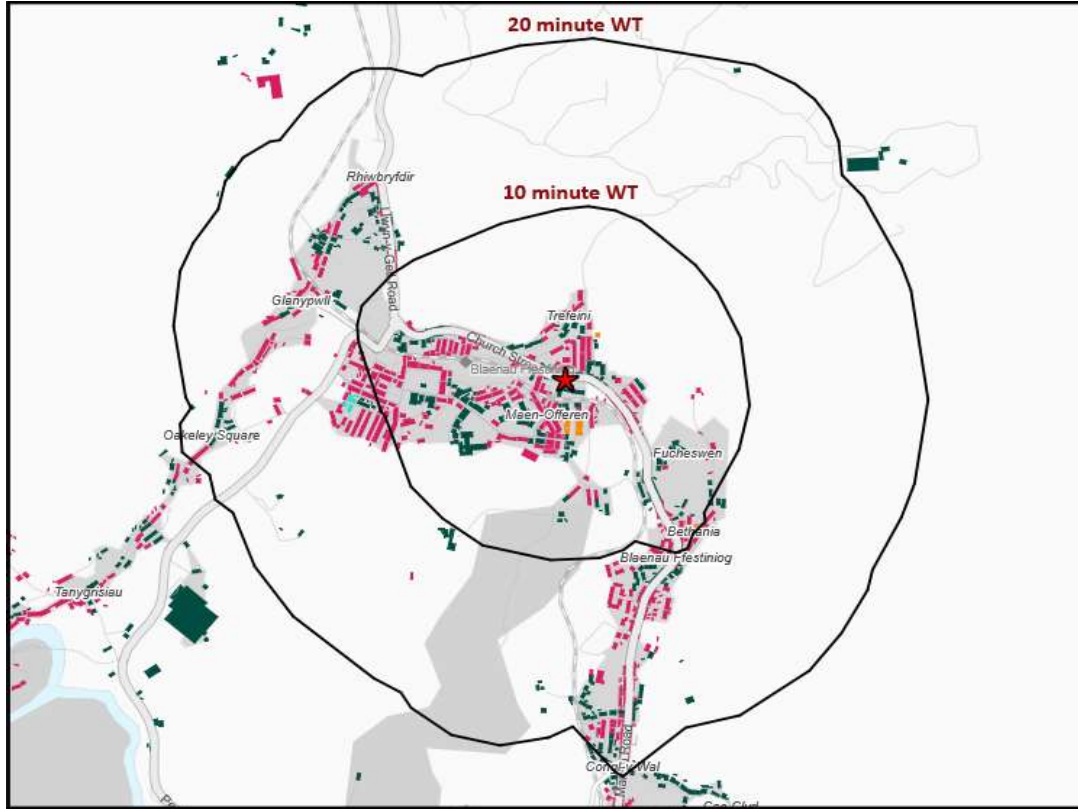


Catchment Summary - Meirion Vaults Blaenau Ffestiniog



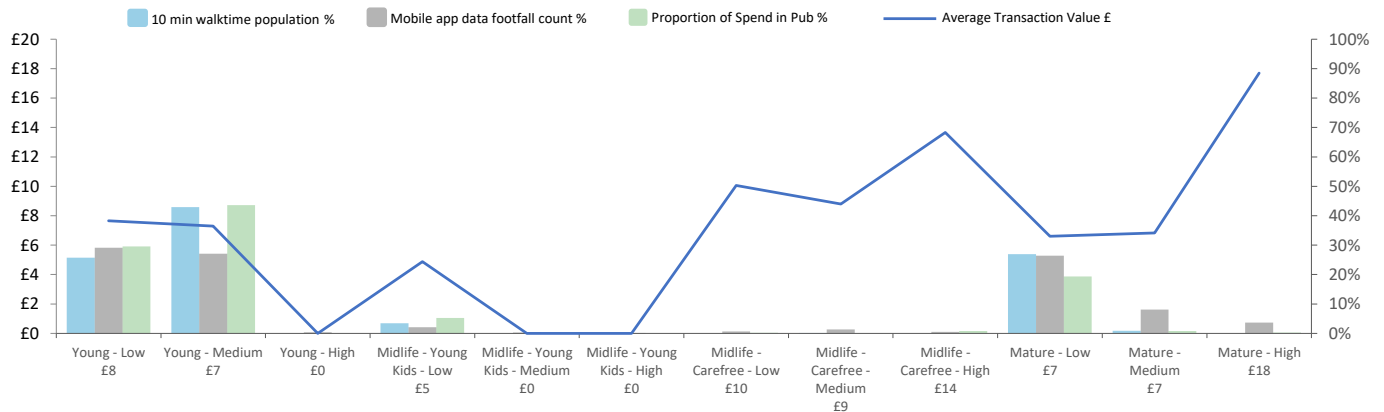
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Ship To	Name	Postcode	Operator	Segment	Sparsity
625544	Meirion Vaults Blaenau Ffestiniog	LL41 3AE	Star Pubs & Bars	Community Pub	20



- ★ 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 - Meirion Vaults Blaenau Ffestiniog

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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**

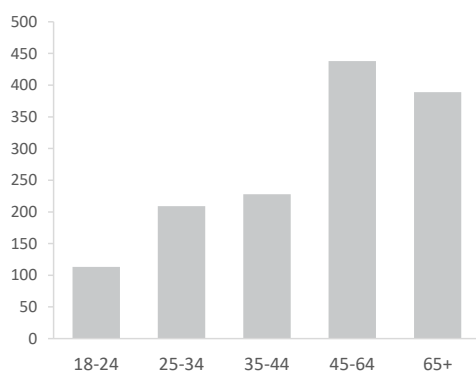
Population	1,737	3,486	10,622	32	19	2
Adults 18+	1,377	2,742	8,631	31	18	2
Competition Pubs	3	6	20	17	17	5
Adults 18+ per Competition Pub	459	457	432	53	53	50
% Adults Likely to Drink	75.3%	74.7%	76.8%	99	98	101

Population & Adults 18+ index is based on all pubs

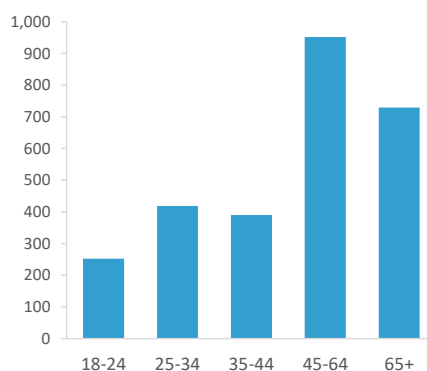
Affluence	Low	56.1%	60.4%	53.7%	169	182	161
	Medium	43.9%	39.5%	41.1%	115	104	108
	High	0.0%	0.0%	3.5%	0	0	13

*Affluence does not include Not Private Households

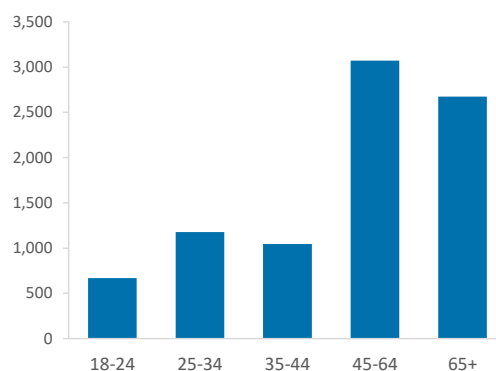
Age Profile	18-24	113	252	668	80	89	77
	25-34	209	419	1,176	90	90	83
	35-44	228	390	1,044	99	84	74
	45-64	438	952	3,070	98	106	113
	65+	389	729	2,673	117	109	131



■ 10 min WT*



■ 20 min WT*



■ 20 min DT**

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	868 (50%)	1,757 (50%)	5,218 (49%)	102	103	100
	Female	869 (50%)	1,729 (50%)	5,404 (51%)	98	97	100

Economic Status (16+)	Employed: Full-time	429 (30%)	829 (29%)	2,555 (29%)	87	85	83
	Employed: Part-time	198 (14%)	398 (14%)	1,112 (13%)	117	118	105
	Self employed	105 (7%)	255 (9%)	1,055 (12%)	80	97	129
	Unemployed	51 (4%)	91 (3%)	208 (2%)	129	116	85
	Full-time student	19 (1%)	53 (2%)	115 (1%)	56	78	54
	Retired	373 (26%)	691 (24%)	2,521 (28%)	119	111	130
	Other	252 (18%)	530 (19%)	1,327 (15%)	101	107	86

Total Worker Count	802	1,050	4,043
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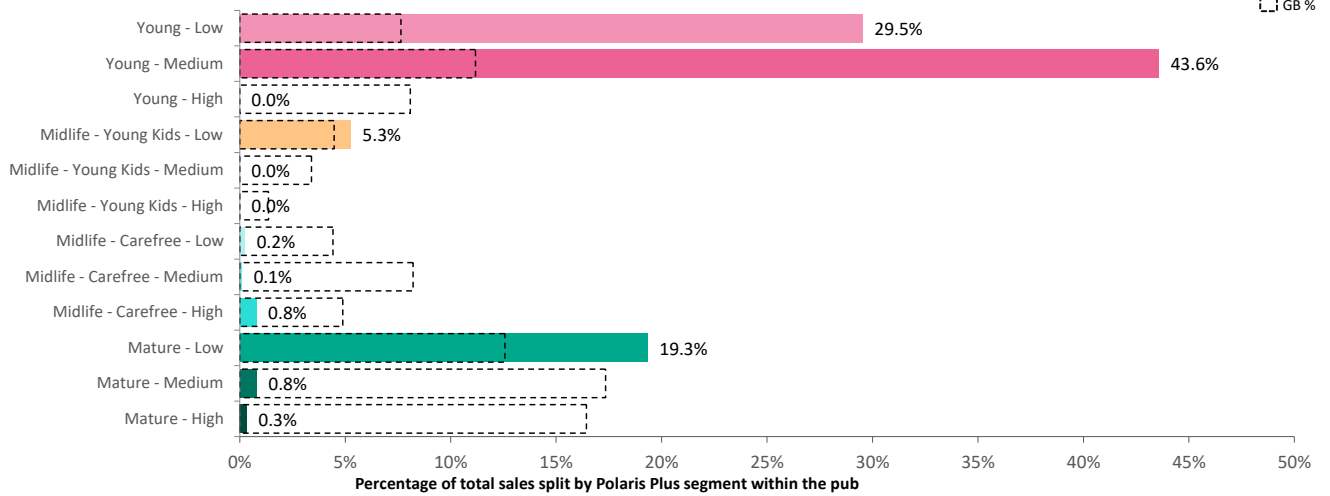
See the Glossary page for further information on the above variables

Transactional Data Summary - Meirion Vaults Blaenau Ffestiniog

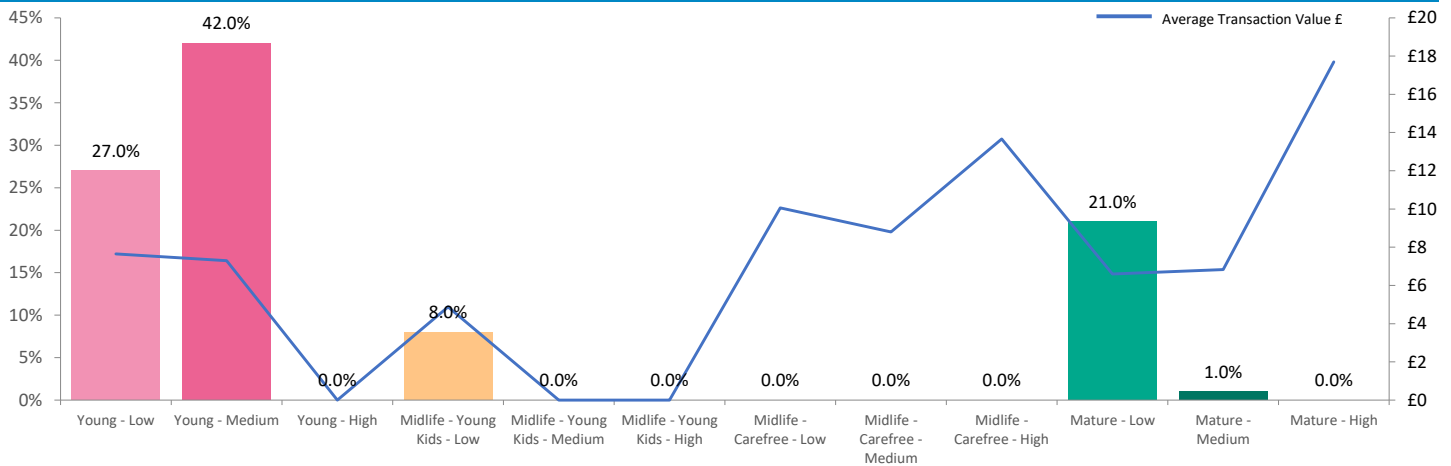


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Spend by Polaris Plus

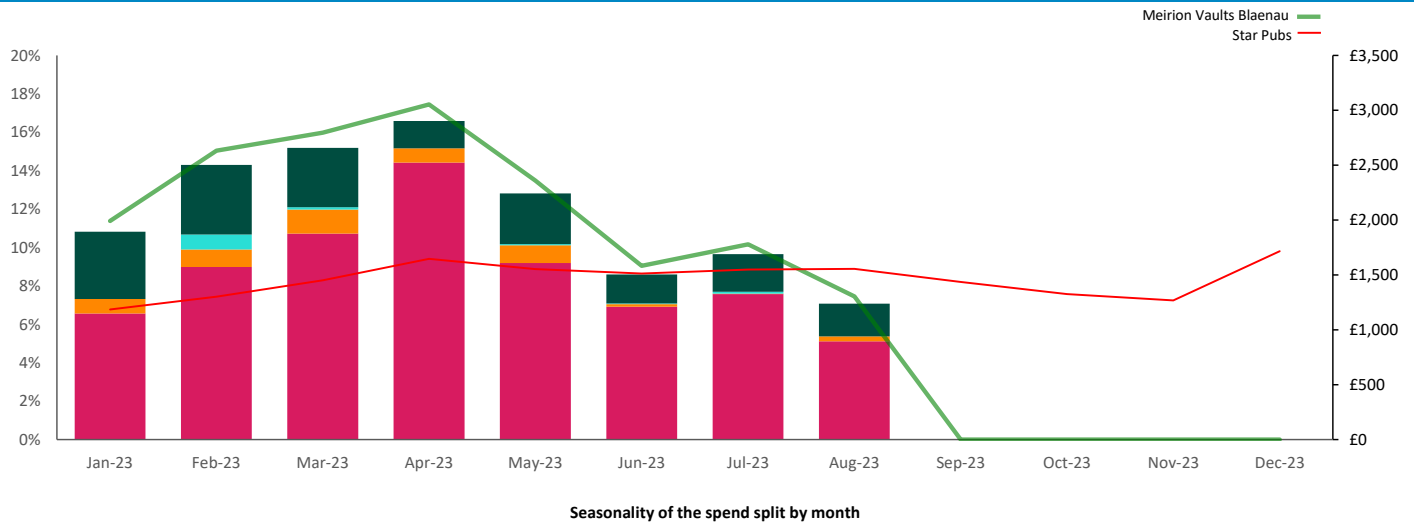


% of Transactions and Average Transaction Values (£) by Polaris Plus



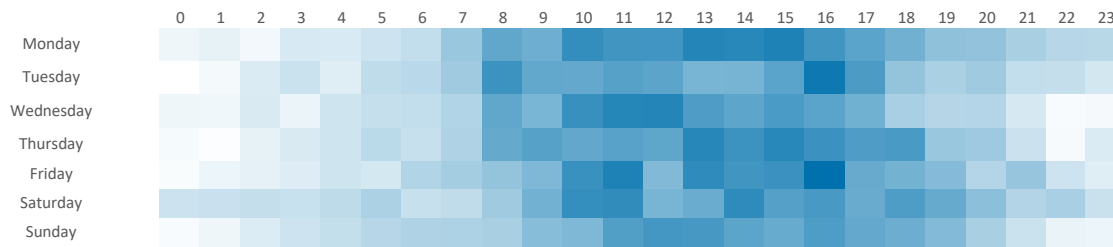
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



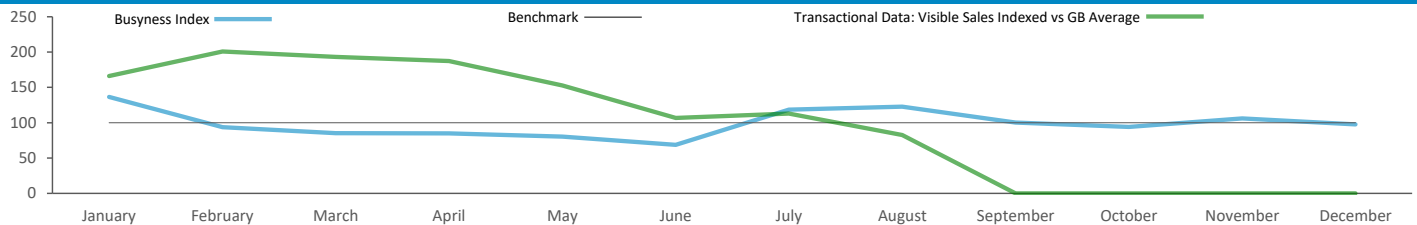
Mobile Data Summary - Meirion Vaults Blaenau Ffestiniog

Time of Day/Day of Week



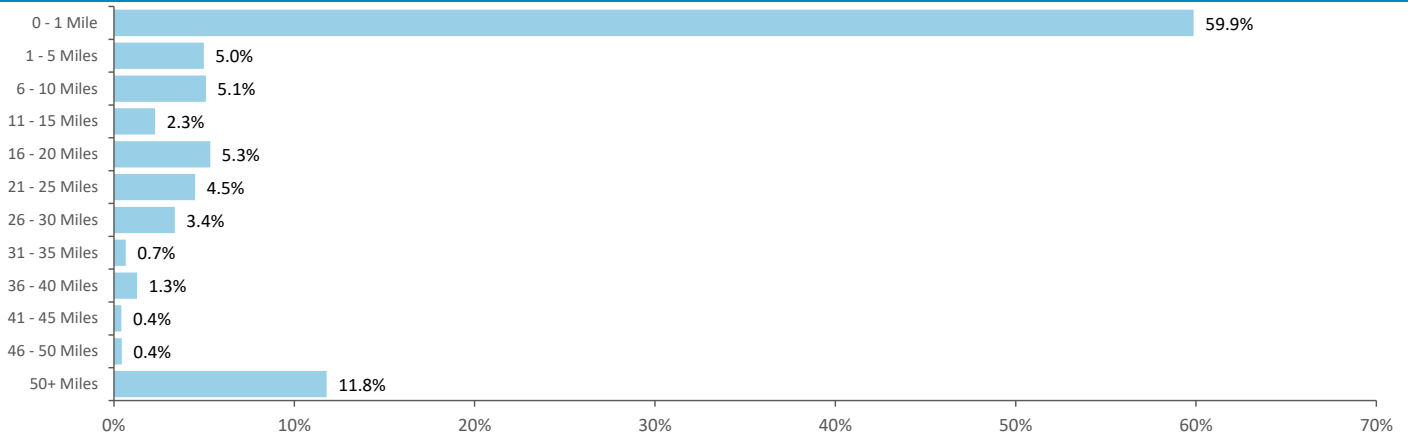
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

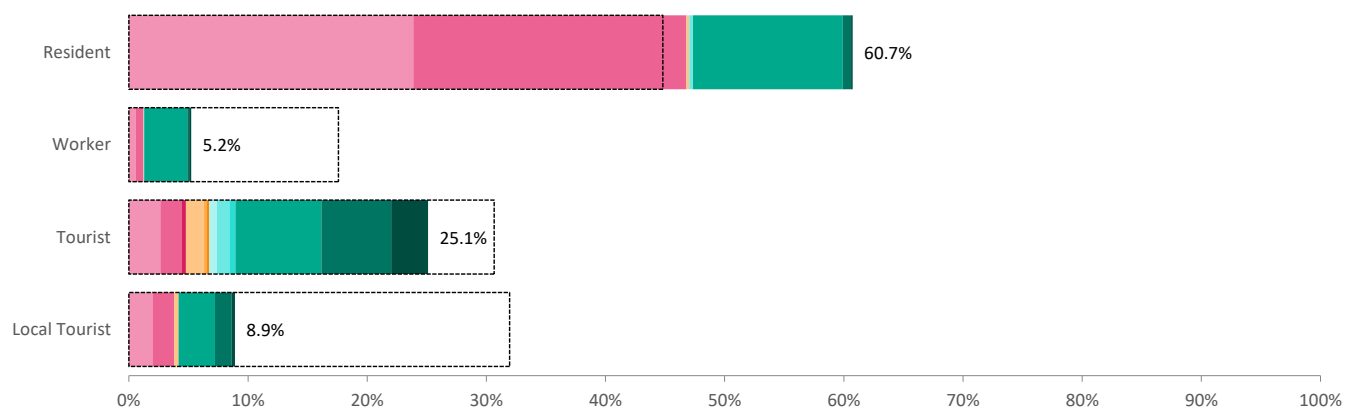
Distance from Home



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

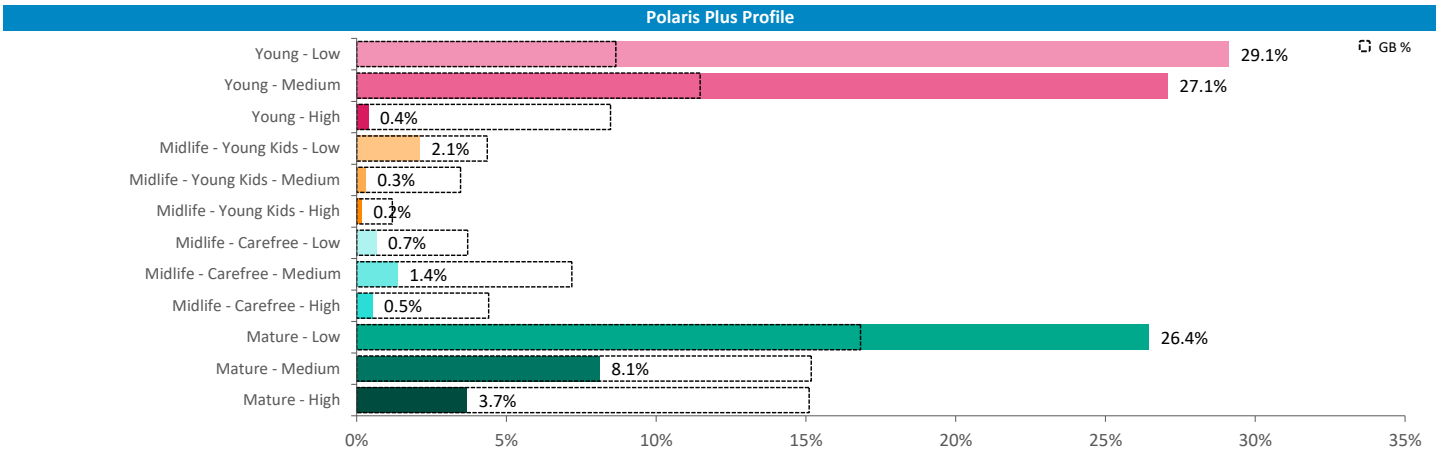


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

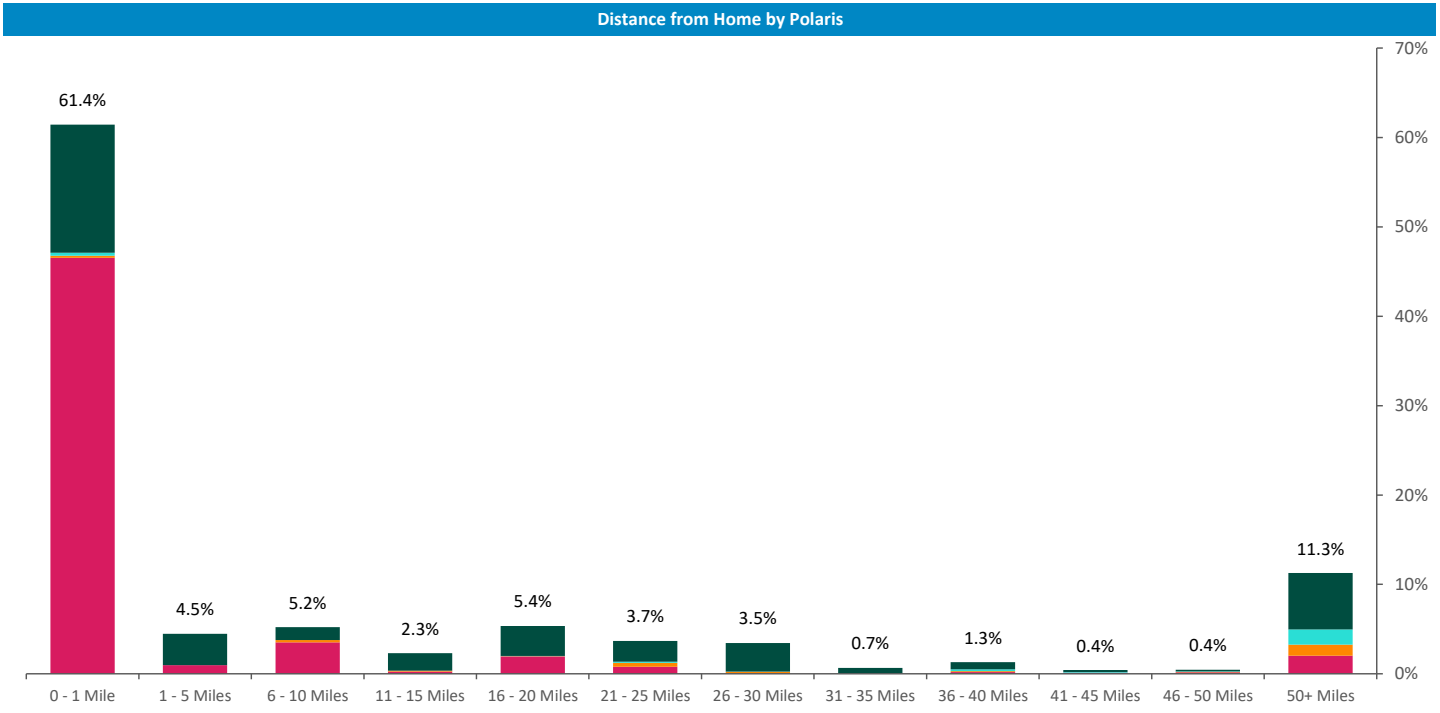
Mobile Data Summary - Meirion Vaults Blaenau Ffestiniog



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



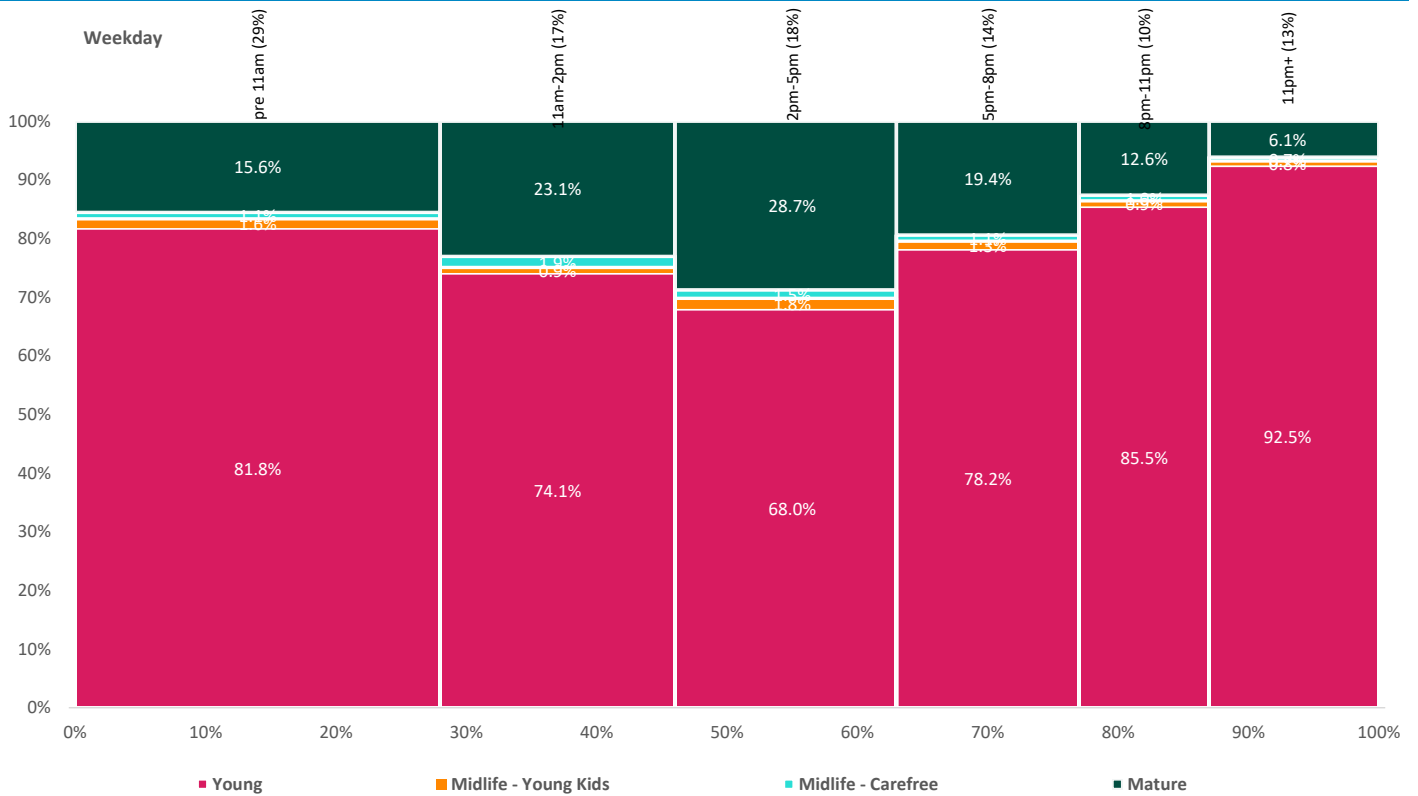
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Meirion Vaults Blaenau Ffestiniog

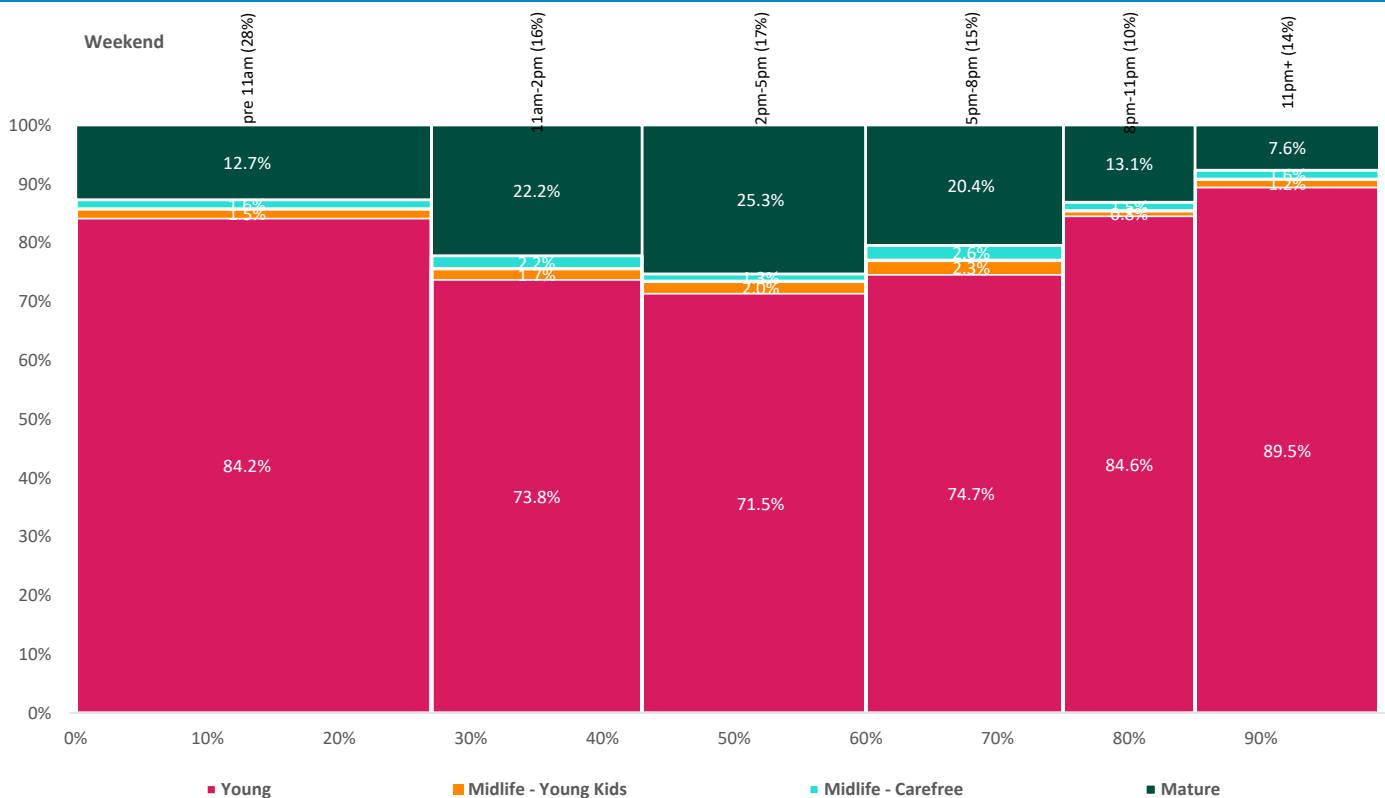


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Time of Day by Polaris: Weekday (Monday to Friday)

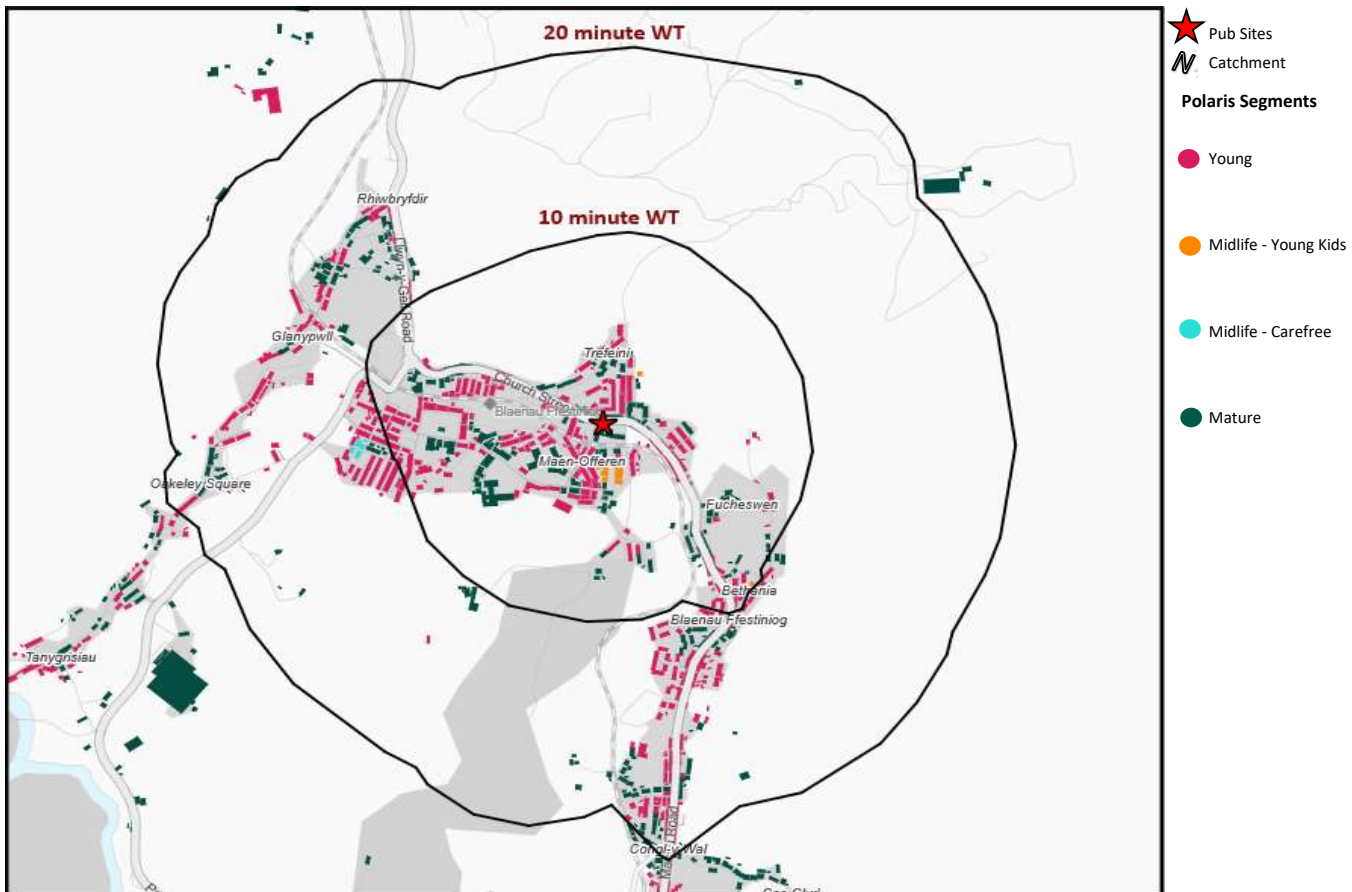


Time of Day by Polaris: Weekend (Saturday and Sunday)



Polaris Summary - Meirion Vaults Blaenau Ffestiniog

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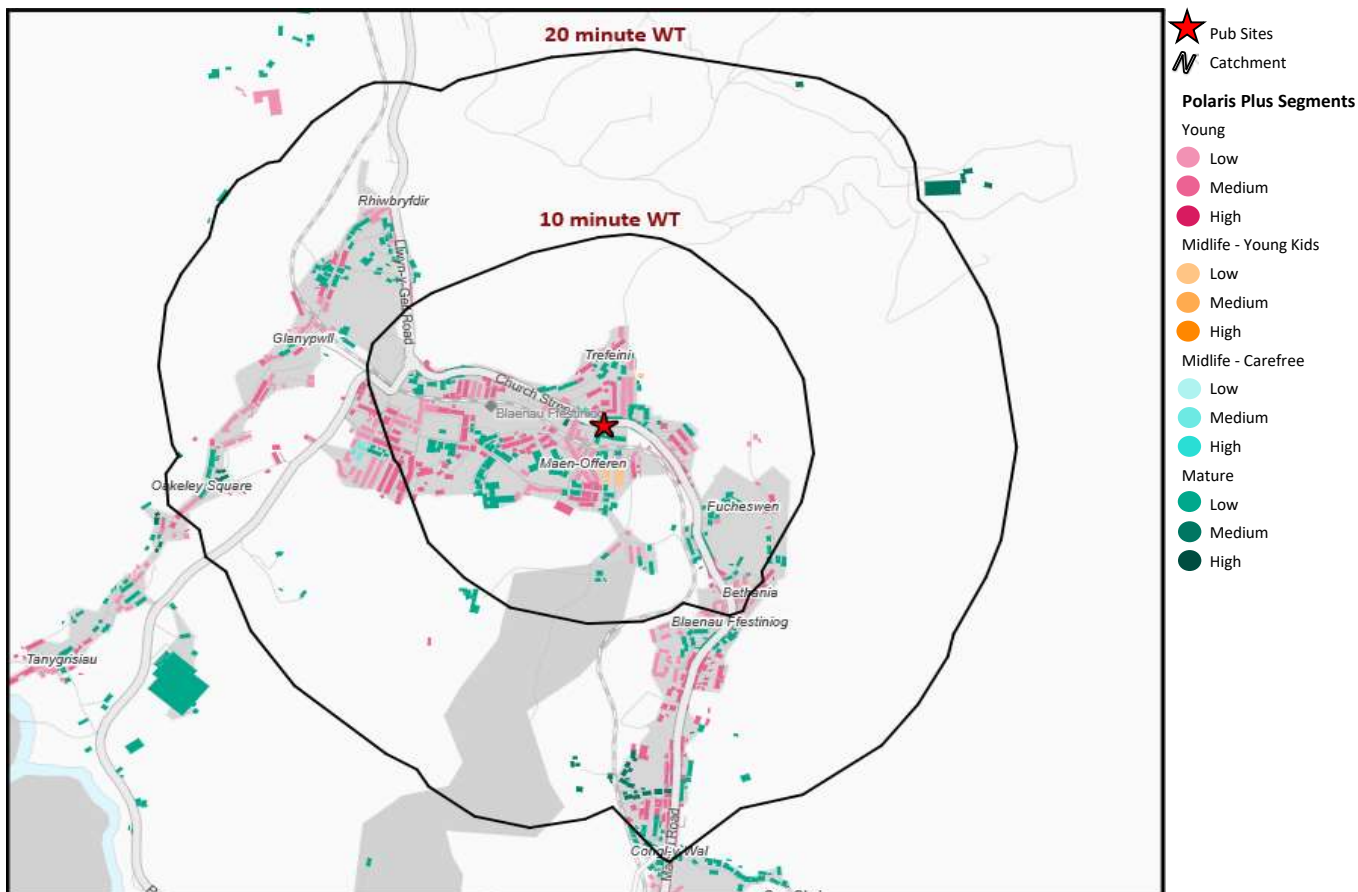


Polaris Profile by Catchment

*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	945	1,979	3,480	249	262	146
Midlife - Young Kids	47	54	182	31	18	19
Midlife - Carefree	2	2	40	1	0	3
Mature	383	707	4,782	63	58	125
Not Private Households	0	0	147	0	0	130
Total	1,377	2,742	8,631			

Polaris Plus Summary - Meirion Vaults Blaenau Ffestiniog

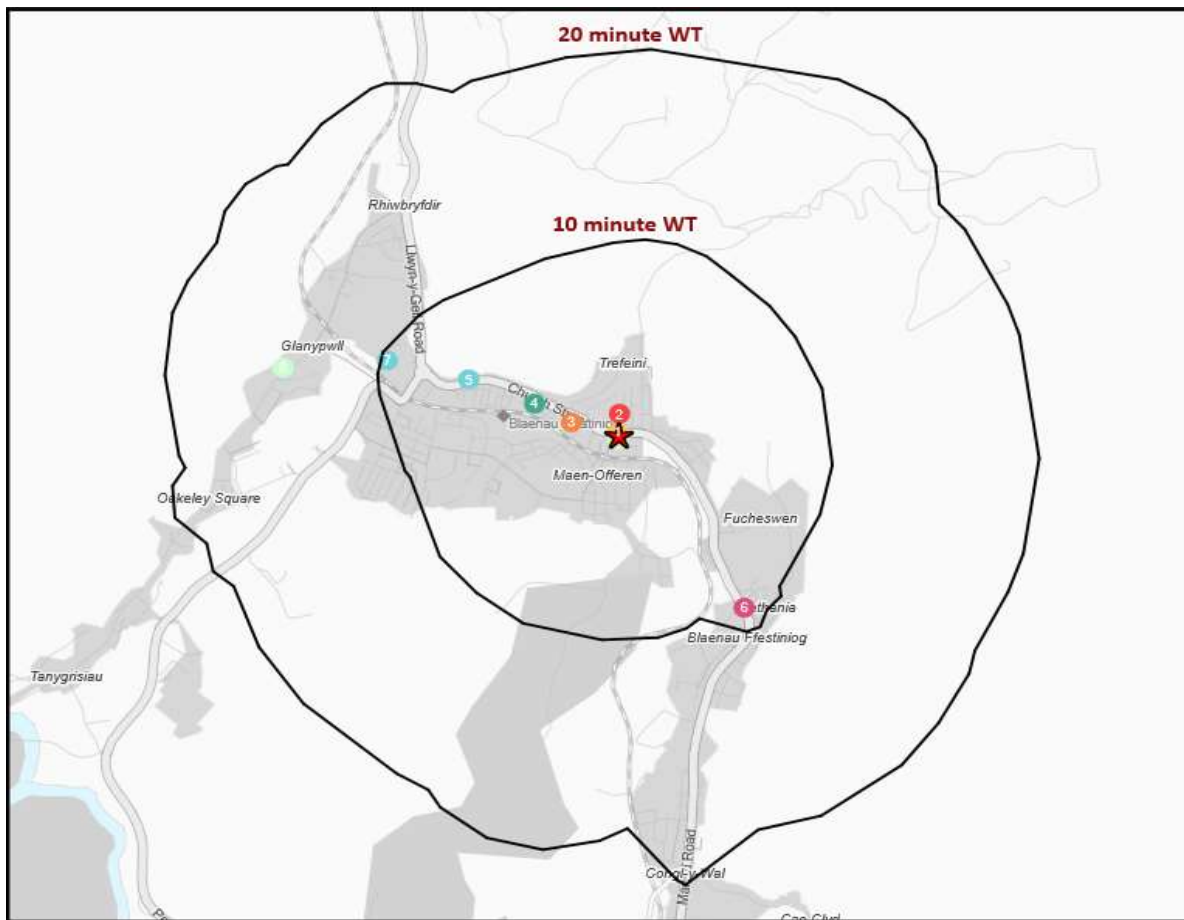



Polaris Plus Profile by Catchment

*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	354	970	1,451	262	360	171
Medium	591	1,009	2,029	391	335	214
High	0	0	0	0	0	0
Midlife - Young Kids						
Low	47	54	130	62	36	27
Medium	0	0	52	0	0	14
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	8	0	0	2
Medium	2	2	29	2	1	5
High	0	0	3	0	0	1
Mature						
Low	371	633	3,045	196	168	257
Medium	12	73	1,441	6	17	107
High	0	1	296	0	0	23
Not Private Households	0	0	147	0	0	130
Total	1,377	2,742	8,631			

CGA Summary - Meirion Vaults Blaenau Ffestiniog



- ★ 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)
0	Meirion Vaults	LL41 3AE	Star Pubs & Bars	Community Pub	0.0
1	De Niro's	LL41 3AA	Independent Free	High Street Pub	0.0
2	Cellb	LL41 3AD	Independent Free	Large Venue	0.0
3	Queens Hotel	LL41 3ES	Admiral Taverns Ltd	Hotel	0.1
4	Quarryman	LL41 3HE	Independent Free	Casual Dining	0.2
5	Royal Welch Fusiliers Asc Club	LL41 3HB	Independent Free	Clubland	0.3
6	Manod Hotel	LL41 4DB	Independent Free	Family Pub Dining	0.4
7	Blaenau Ffestiniog Rugby Club	LL41 3NE	Independent Free	Clubland	0.4
8	Kings Head	LL41 3PD	Independent Free	Community Pub	0.6

Per Pub Analysis - Meirion Vaults Blaenau Ffestiniog



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,377	2,742	8,631
Number of Competition Pubs	3	6	20
Adults 18+ per Competition Pub	459	457	432

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	131	9.5%	118
Circuit Bar	0	138	10.0%	247
Community Pub	1	372	27.1%	141
Craft Led	0	103	7.5%	217
Great Pub Great Food	0	97	7.0%	40
High Street Pub	1	380	27.6%	150
Premium Local	0	153	11.1%	67

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	260	9.5%	118
Circuit Bar	0	281	10.3%	253
Community Pub	2	746	27.2%	142
Craft Led	0	195	7.1%	206
Great Pub Great Food	0	184	6.7%	38
High Street Pub	1	771	28.1%	153
Premium Local	0	303	11.0%	67

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	505	5.8%	73
Circuit Bar	0	640	7.4%	183
Community Pub	3	2,629	30.5%	159
Craft Led	0	370	4.3%	124
Great Pub Great Food	0	742	8.6%	49
High Street Pub	2	2,474	28.7%	155
Premium Local	6	1,088	12.6%	76

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></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td rowspan="3">Consumer Insight</td><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 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	Consumer Insight	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 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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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="3">Metropolitan</td><td colspan="8">Large Urban</td><td colspan="4">Small Urban</td><td colspan="5">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				
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																										