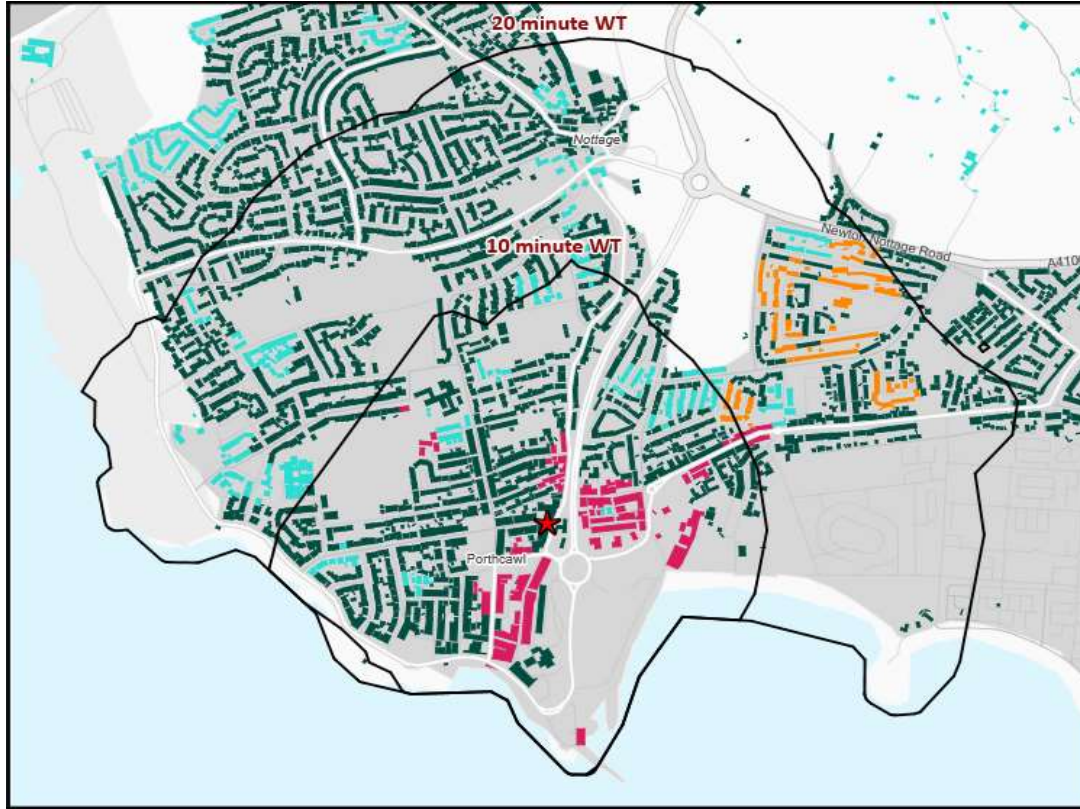


## Catchment Summary - Rock Inn Porthcawl



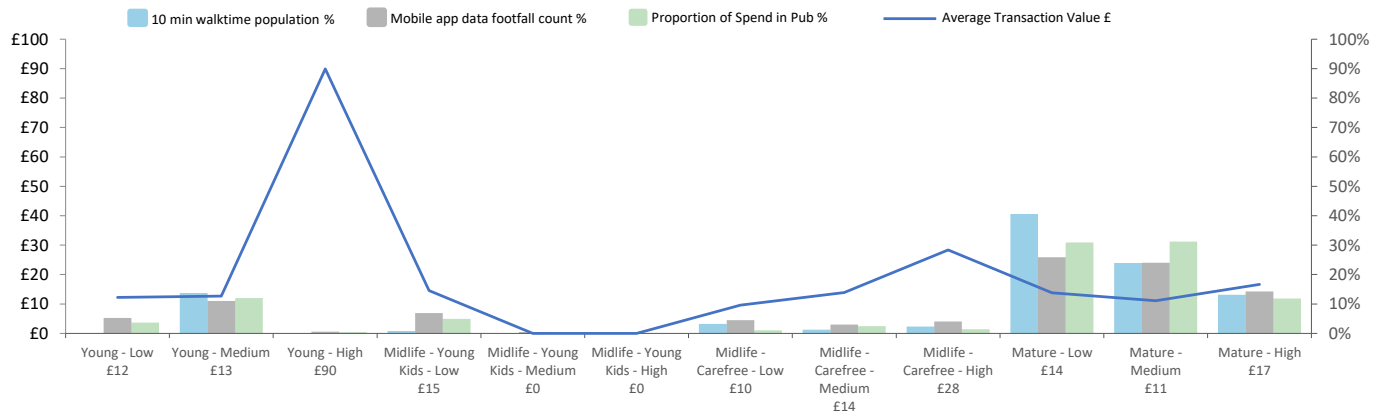
© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)  
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
626345	Rock Inn Porthcawl	CF36 3DT	Star Pubs & Bars	GPGF	17



- ★ 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 - Rock Inn Porthcawl

© 2023 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

	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**

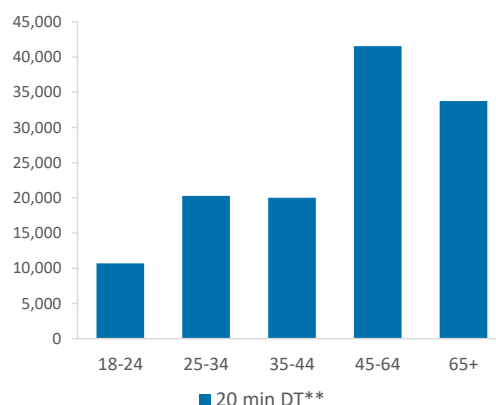
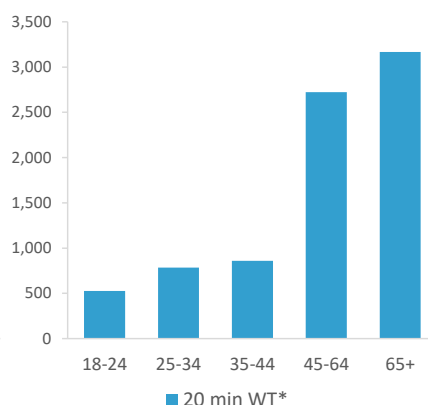
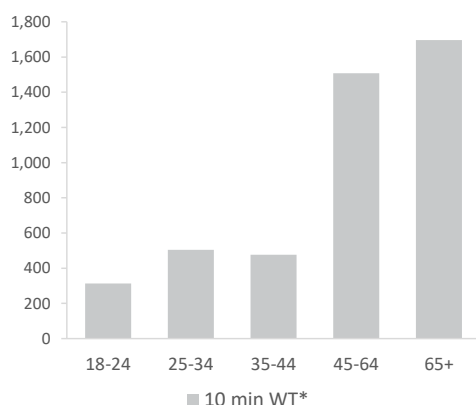
Population	5,336	9,512	157,126	99	51	36
Adults 18+	4,498	8,062	126,281	100	53	36
Competition Pubs	15	19	152	83	53	37
Adults 18+ per Competition Pub	300	424	831	35	49	97
% Adults Likely to Drink	79.8%	79.9%	77.6%	105	105	102

Population & Adults 18+ index is based on all pubs

Affluence	Low	44.7%	40.0%	45.1%	134	120	136
	Medium	38.9%	39.2%	41.4%	102	103	109
	High	15.5%	18.1%	11.3%	57	66	41

\*Affluence does not include Not Private Households

Age Profile	18-24	313	526	10,685	72	68	84
	25-34	504	785	20,281	71	62	97
	35-44	477	860	20,015	68	68	96
	45-64	1,508	2,724	41,556	110	111	103
	65+	1,696	3,167	33,744	165	173	112



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	2,542 (48%)	4,588 (48%)	77,483 (49%)	97	98	101
	Female	2,794 (52%)	4,924 (52%)	79,643 (51%)	103	101	99

Economic Status (16+)	Employed: Full-time	1,198 (26%)	2,180 (26%)	44,321 (34%)	75	77	99
	Employed: Part-time	454 (10%)	824 (10%)	15,208 (12%)	83	84	99
	Self employed	332 (7%)	631 (8%)	8,198 (6%)	78	83	68
	Unemployed	147 (3%)	219 (3%)	3,278 (3%)	115	96	91
	Full-time student	57 (1%)	115 (1%)	2,220 (2%)	52	59	72
	Retired	1,560 (34%)	2,903 (35%)	31,985 (25%)	155	160	113
	Other	866 (19%)	1,398 (17%)	24,639 (19%)	108	97	109

Total Worker Count	3,522	5,143	80,305
--------------------	-------	-------	--------

See the Glossary page for further information on the above variables

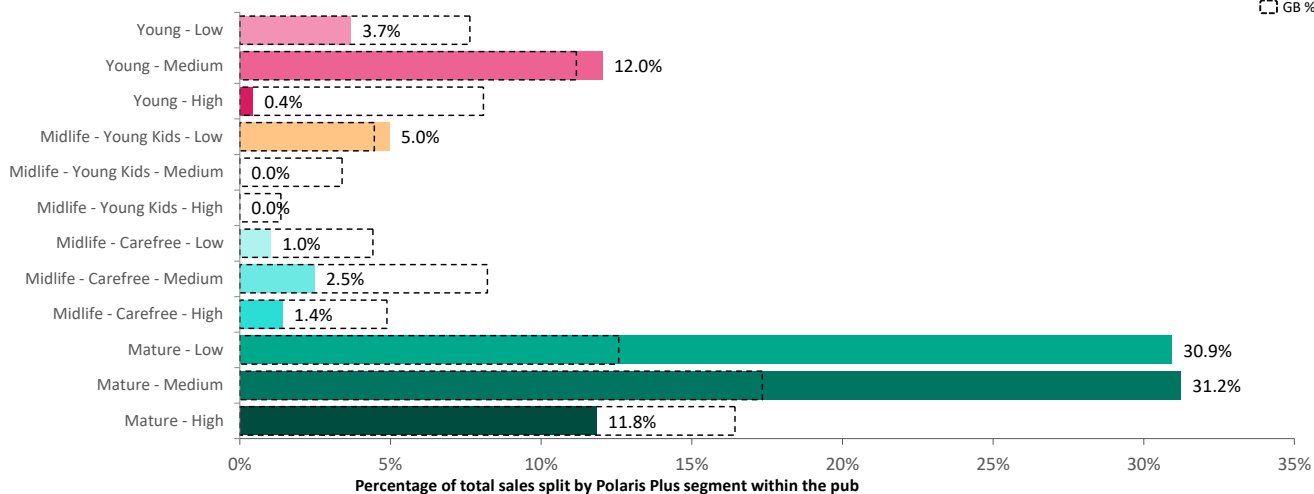
# Transactional Data Summary - Rock Inn Porthcawl



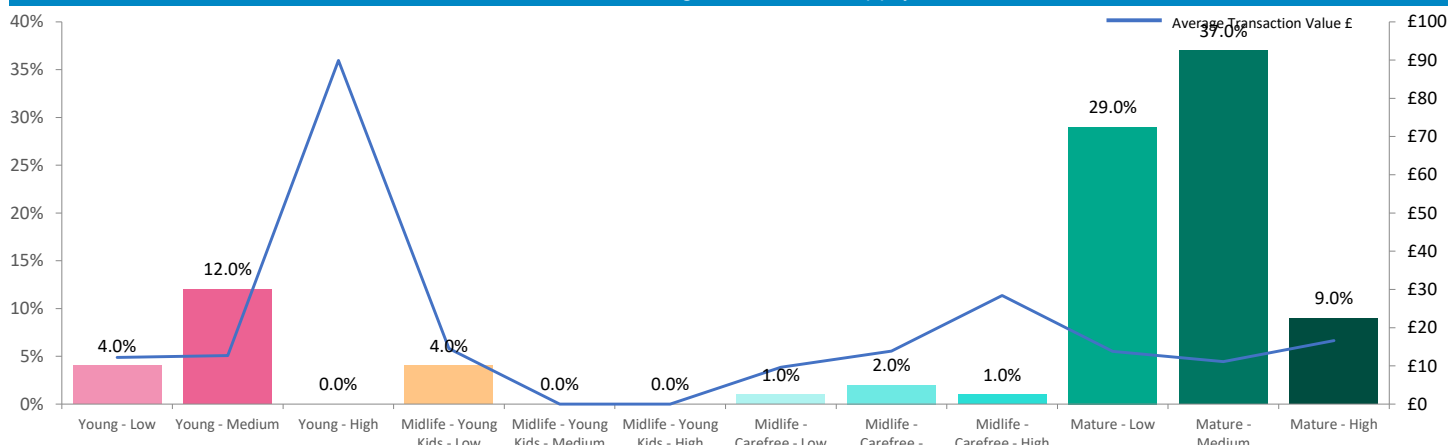
© 2023 CACI Limited and all other applicable third party notices (Reward Insight) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

## Spend by Polaris Plus

GB %

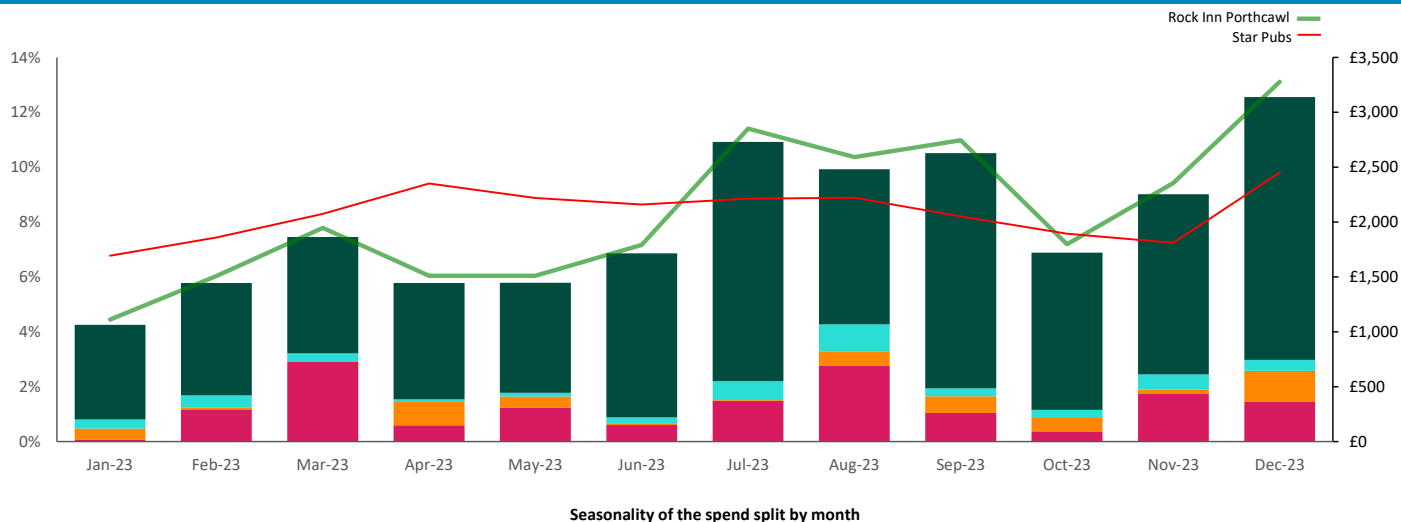


## % of Transactions and Average Transaction Values (£) by Polaris Plus



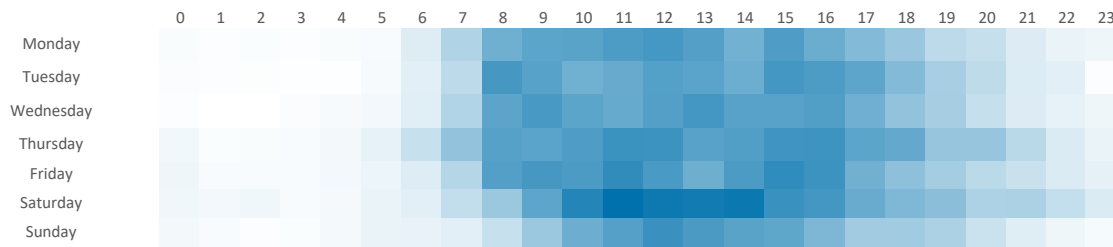
## Average transaction value of sales (£) within the pub split by Polaris Plus

### Spend by Month and Polaris



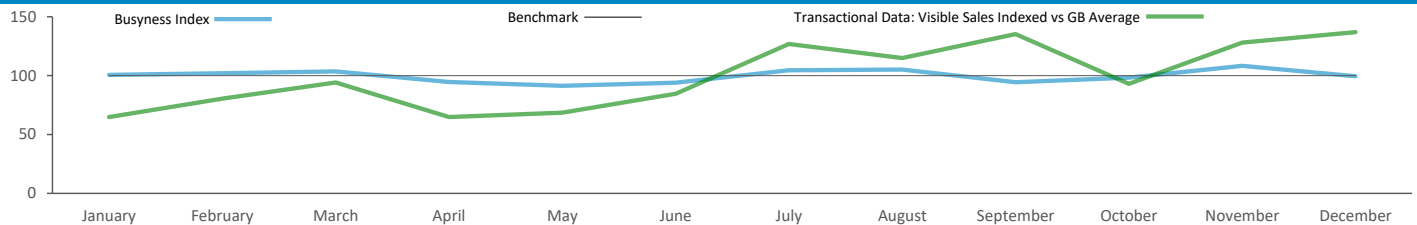
# Mobile Data Summary - Rock Inn Porthcawl

## Time of Day/Day of Week



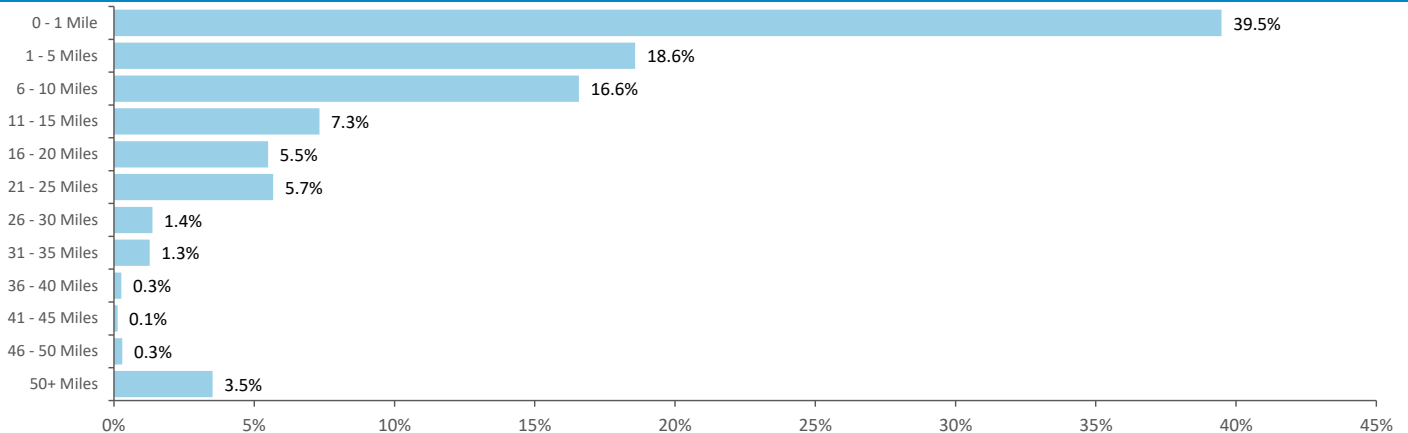
## Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

### 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

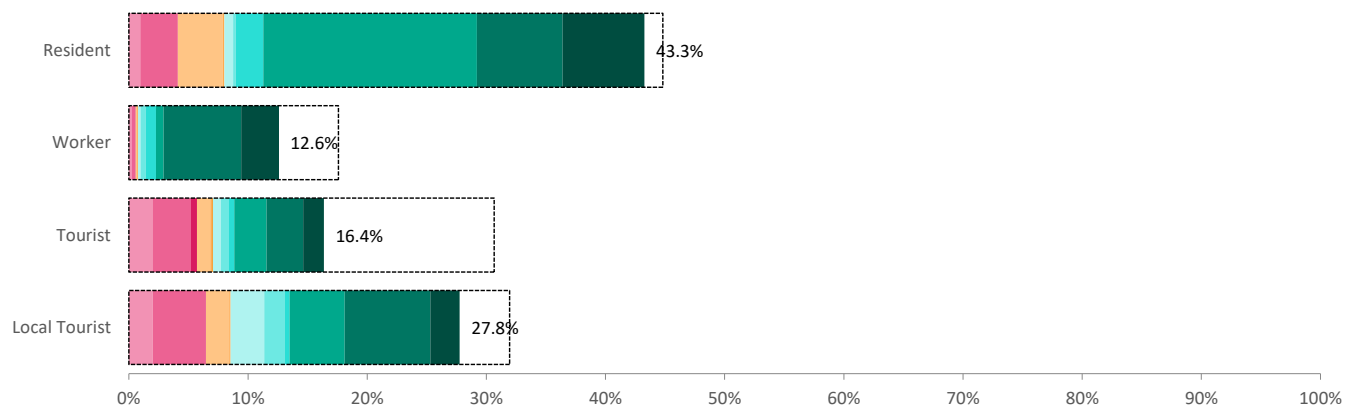
## Distance from Home



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



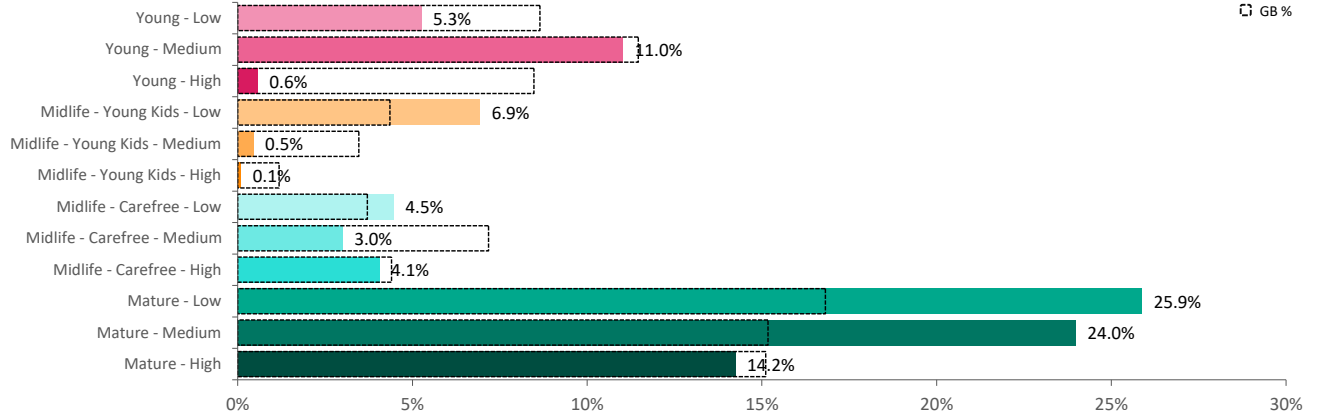
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Rock Inn Porthcawl



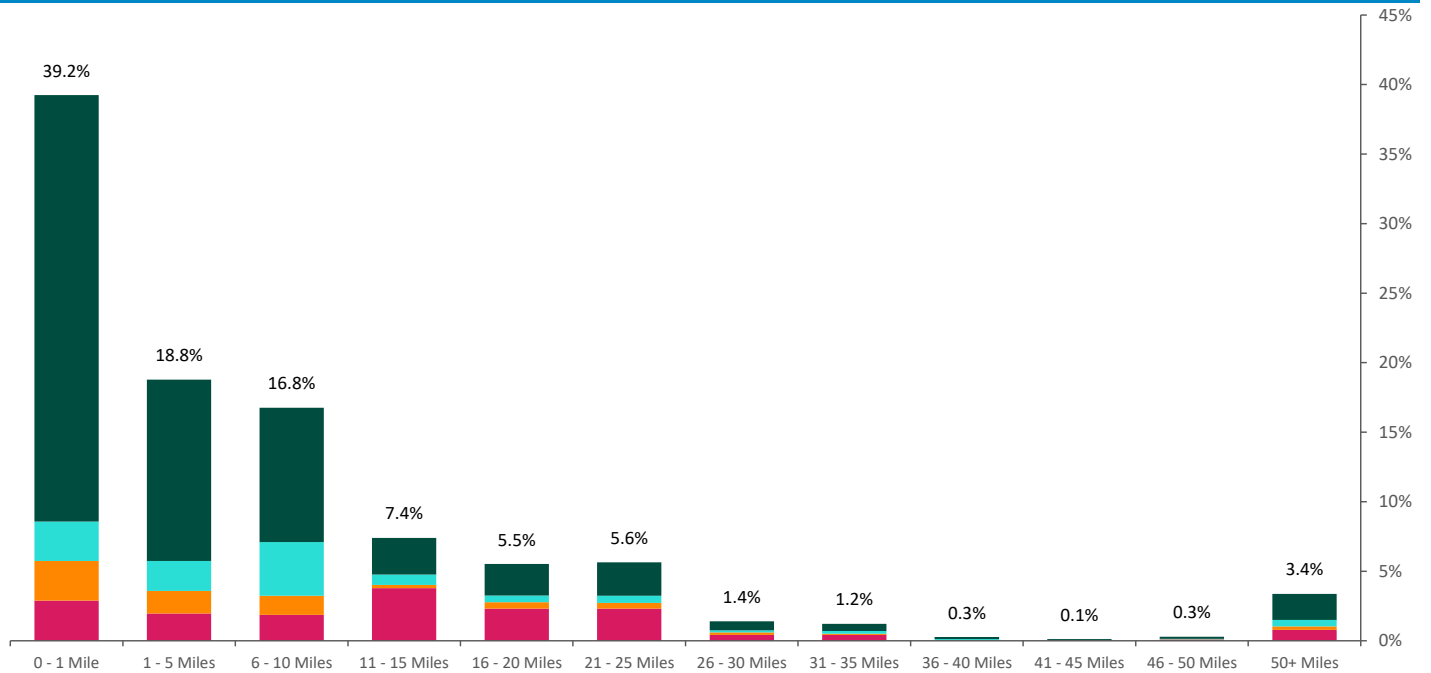
© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

## Polaris Plus Profile



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

## Distance from Home by Polaris



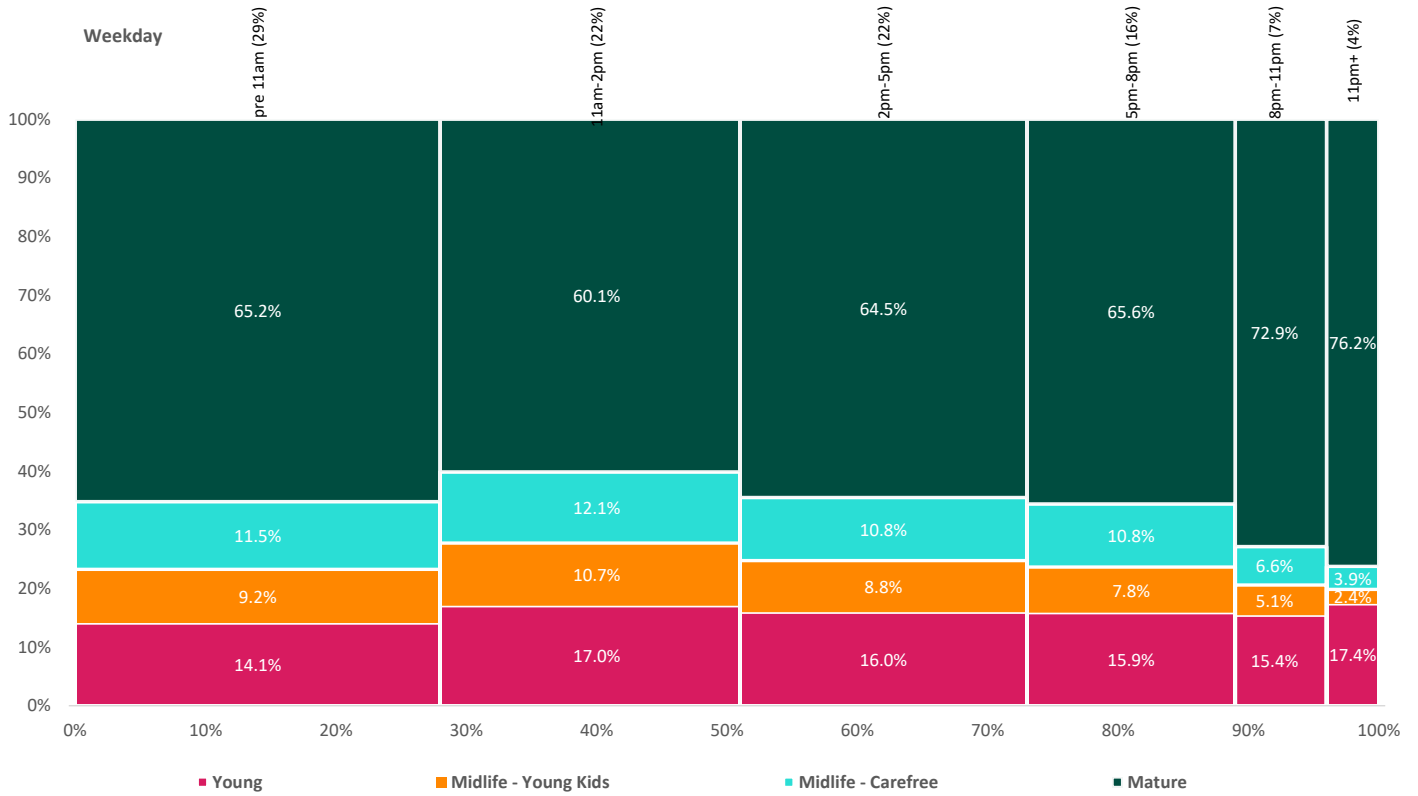
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Rock Inn Porthcawl

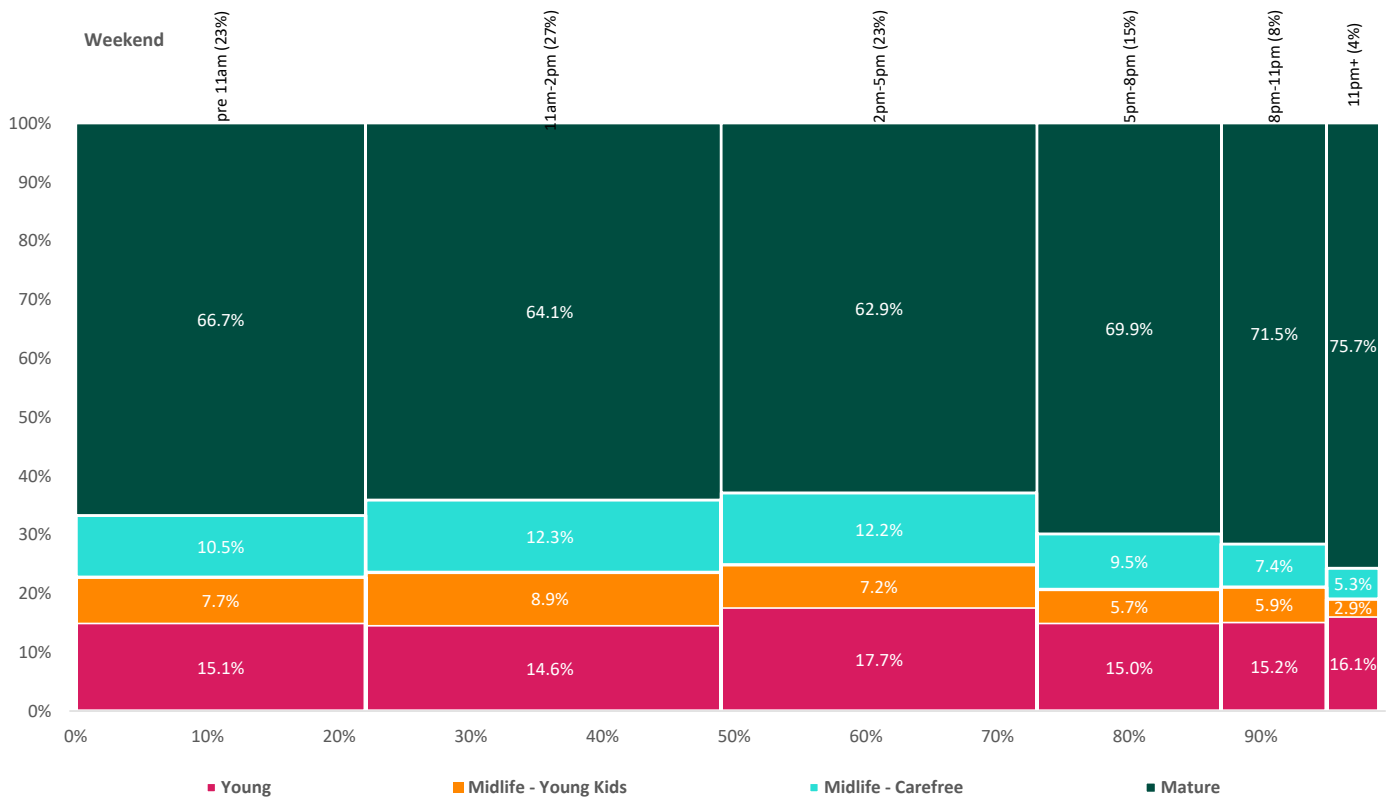


© 2023 CACI Limited and all other applicable third party notices (©2022, Digital Envoy. All Rights Reserved) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

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



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



## Polaris Summary - Rock Inn Porthcawl



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	618	618	25,253	50	28	73
Midlife - Young Kids	38	603	15,669	8	68	113
Midlife - Carefree	305	600	18,026	43	47	90
Mature	3,494	6,027	64,543	175	168	115
<b>Not Private Households</b>	43	214	2,790	73	202	168
<b>Total</b>	4,498	8,062	126,281			



## Polaris Plus Summary - Rock Inn Porthcawl



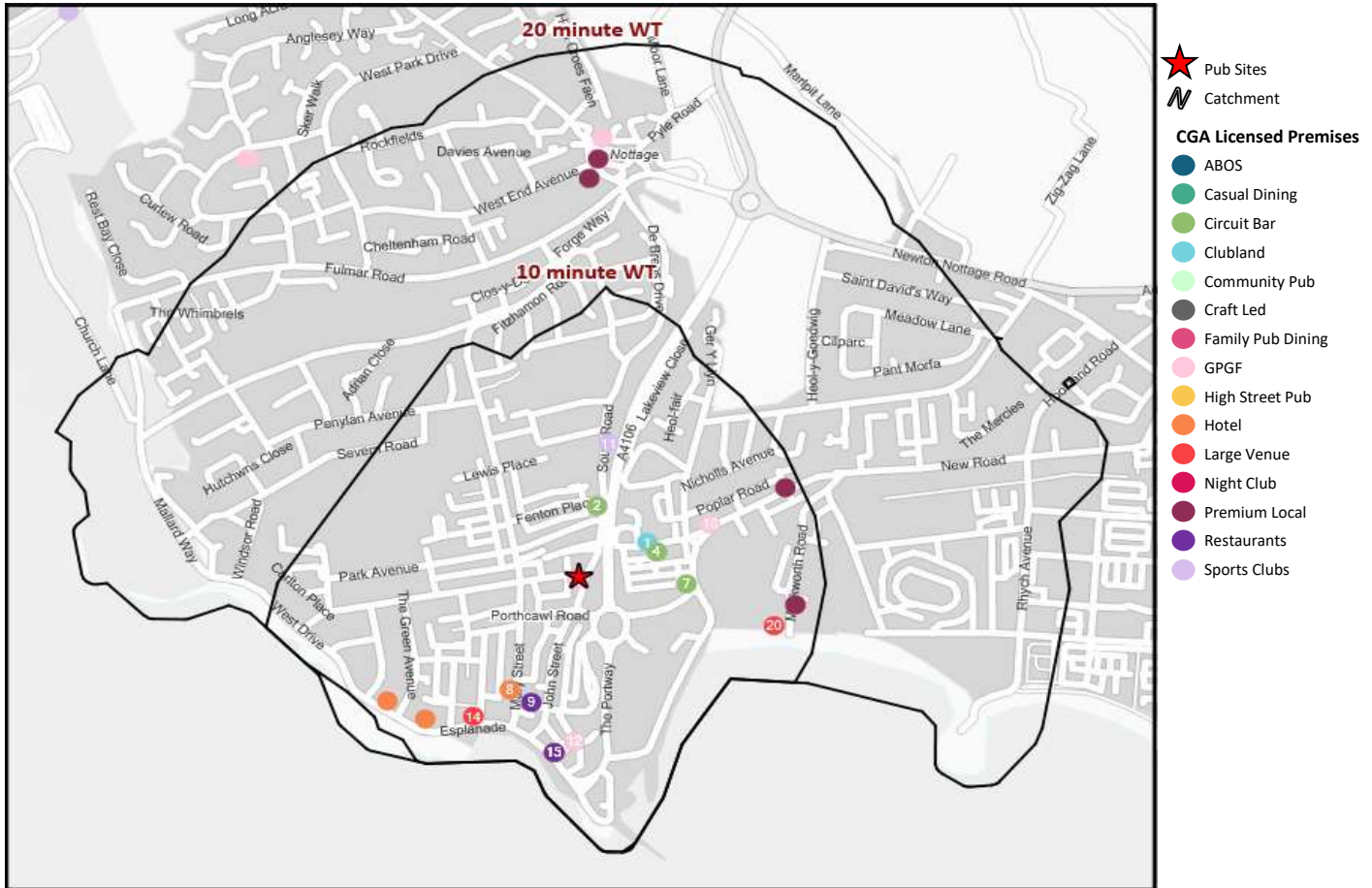
## Polaris Plus Profile by Catchment

\*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</b>						
Low	0	0	11,915	0	0	96
Medium	618	618	13,304	125	70	96
High	0	0	34	0	0	0
<b>Midlife - Young Kids</b>						
Low	38	603	14,993	15	136	216
Medium	0	0	676	0	0	12
High	0	0	0	0	0	0
<b>Midlife - Carefree</b>						
Low	144	185	7,489	76	54	141
Medium	56	118	7,934	17	20	88
High	105	297	2,603	52	83	46
<b>Mature</b>						
Low	1,827	2,439	22,560	296	220	130
Medium	1,077	2,423	30,413	153	192	154
High	590	1,165	11,570	87	96	61
<b>Not Private Households</b>	43	214	2,790	73	202	168
<b>Total</b>	4,498	8,062	126,281			



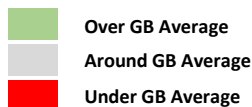
## CGA Summary - Rock Inn Porthcawl



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Rock Inn	CF36 3DT	Star Pubs & Bars	GPGF	0.0
1	Porthcawl United Services Club	CF36 3DL	Independent Free	Clubland	0.1
2	Royal Oak Inn	CF36 3DH	Independent Free	GPGF	0.1
2	Sea Horse	CF36 3DH	Stonegate Pub Company	Circuit Bar	0.1
4	Raf Porthcawl	CF36 3DN	Independent Free	Clubland	0.1
4	Prince Of Wales	CF36 3DN	Admiral Taverns Ltd	GPGF	0.1
4	Sandpiper	CF36 3DN	Independent Free	Circuit Bar	0.1
7	Cabin Bar	CF36 3TS	*Other Small Retail Groups	Circuit Bar	0.2
8	Bar 19	CF36 3YL	Independent Free	Hotel	0.2
9	Isabella's	CF36 3BE	Independent Free	Restaurants	0.2
10	General Picton Inn	CF36 3DH	Independent Free	GPGF	0.2
11	Porthcawl Rugby Club	CF36 3DG	Independent Free	Sports Clubs	0.2
12	Pirates Club Porthcawl	CF36 3BW	Independent Free	Clubland	0.3
12	Saltwater Inn	CF36 3BW	Independent Free	GPGF	0.3
14	Grand Pavilion Theatre	CF36 3YW	Independent Free	Large Venue	0.3
15	Harbour Bar & Kitchen	CF36 3YR	Independent Free	High Street Pub	0.3
15	Jaipur Indian Rest	CF36 3YR	Independent Free	Restaurants	0.3
15	Marine Flatlets & Anchor Bar	CF36 3YR	Independent Free	Hotel	0.3
15	Waterfront	CF36 3YR	Independent Free	Hotel	0.3
15	Pepe Picante	CF36 3YR	Independent Free	Restaurants	0.3
20	Coney Beach Leisure	CF36 3BY	Independent Free	Large Venue	0.3

# Per Pub Analysis - Rock Inn Porthcawl



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,498	8,062	126,281
Number of Competition Pubs	15	19	152
Adults 18+ per Competition Pub	300	424	831

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	149	3.3%	41
Circuit Bar	3	203	4.5%	112
Community Pub	0	1,315	29.2%	153
Craft Led	0	90	2.0%	58
Great Pub Great Food	6	621	13.8%	78
High Street Pub	1	1,146	25.5%	138
Premium Local	2	730	16.2%	98

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	203	2.5%	31
Circuit Bar	3	248	3.1%	76
Community Pub	0	2,328	28.9%	151
Craft Led	0	90	1.1%	32
Great Pub Great Food	7	1,231	15.3%	86
High Street Pub	1	2,043	25.3%	138
Premium Local	4	1,403	17.4%	105

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	4,494	3.6%	44
Circuit Bar	9	4,733	3.7%	92
Community Pub	18	33,027	26.2%	137
Craft Led	0	2,572	2.0%	59
Great Pub Great Food	9	14,630	11.6%	65
High Street Pub	11	30,762	24.4%	132
Premium Local	24	17,850	14.1%	86

## 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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> Includes long term sick, disabled, looking after home/family</p>																																								
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.																																									
	<table><tr><th></th><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td></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>Consumer Insight</td><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>Product needs</td><td><ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul></td><td><ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul></td><td><ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me feel good</li><li><b>Enjoyable for longer</b></li></ul></td></tr></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	Consumer Insight	"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"	Product needs	<ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul>	<ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me feel good</li><li><b>Enjoyable for longer</b></li></ul>																				
	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																																					
Consumer Insight	"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"																																					
Product needs	<ul style="list-style-type: none"><li>Aids being part of the <b>group</b></li><li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li><li><b>Energising</b></li><li><b>Discovering</b> new things</li><li><b>Avoids bloating</b></li><li><b>Physical benefit</b></li></ul>	<ul style="list-style-type: none"><li>Helps me <b>look good</b>, and be <b>on trend</b></li><li><b>Discovering</b> new things</li><li>Supports <b>moderate calorie &amp; alcohol intake</b></li><li><b>Energising</b></li><li><b>Being romantic</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes good</b> and <b>looks good</b></li><li><b>Discovering</b> new things</li><li><b>Supports connecting</b> with friends and family</li><li><b>Enjoyable for longer</b></li></ul>	<ul style="list-style-type: none"><li><b>Tastes great</b></li><li><b>Good quality</b></li><li>Helps me feel good</li><li><b>Enjoyable for longer</b></li></ul>																																					
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																										