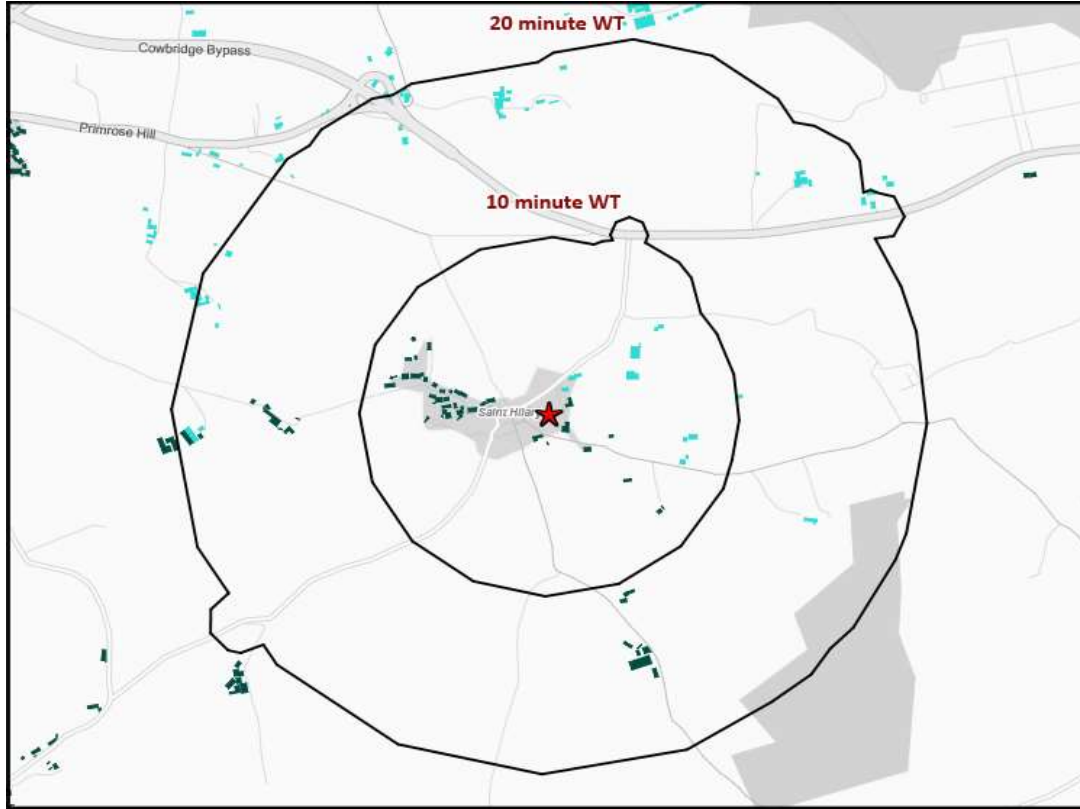


## Catchment Summary - Bush Inn Cowbridge



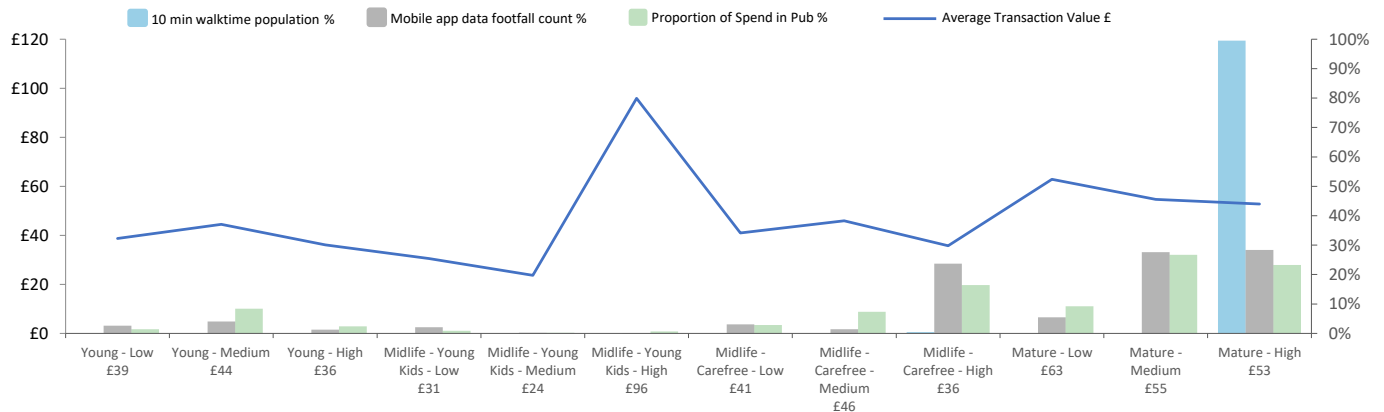
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Ship To	Name	Postcode	Operator	Segment	Sparsity
626508	Bush Inn Cowbridge	CF71 7DP	Star Pubs & Bars	Premium Local	16



- ★ 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 - Bush Inn Cowbridge

	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**

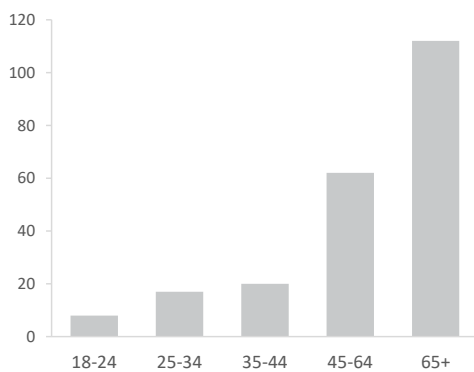
Population	262	262	210,541	5	1	48
Adults 18+	219	219	165,675	5	1	47
Competition Pubs	1	1	194	6	3	47
Adults 18+ per Competition Pub	219	219	854	25	25	99
% Adults Likely to Drink	90.4%	90.4%	78.0%	119	119	102

Population & Adults 18+ index is based on all pubs

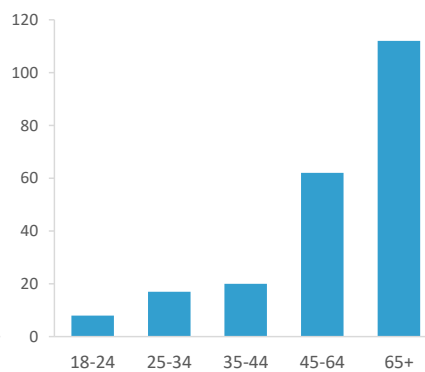
Affluence	Low	0.0%	0.0%	32.2%	0	0	97
	Medium	0.0%	0.0%	43.2%	0	0	113
	High	100.0%	100.0%	22.7%	366	366	83

\*Affluence does not include Not Private Households

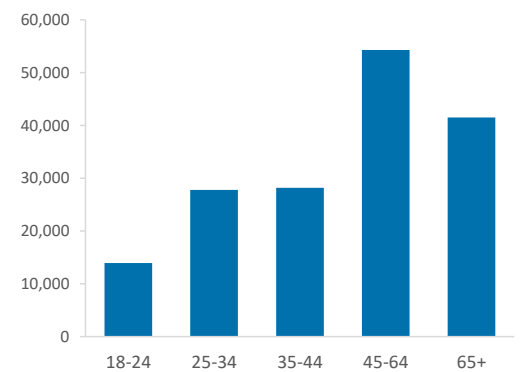
Age Profile	18-24	8	8	13,929	38	38	81
	25-34	17	17	27,764	49	49	99
	35-44	20	20	28,202	58	58	101
	45-64	62	62	54,283	92	92	100
	65+	112	112	41,497	222	222	103



■ 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	131 (50%)	131 (50%)	102,963 (49%)	102	102	100
	Female	131 (50%)	131 (50%)	107,578 (51%)	98	98	100

Economic Status (16+)	Employed: Full-time	30 (13%)	30 (13%)	60,007 (35%)	39	39	102
	Employed: Part-time	15 (7%)	15 (7%)	20,806 (12%)	56	56	102
	Self employed	36 (16%)	36 (16%)	12,933 (8%)	173	173	82
	Unemployed	7 (3%)	7 (3%)	4,432 (3%)	112	112	94
	Full-time student	3 (1%)	3 (1%)	3,341 (2%)	56	56	82
	Retired	107 (47%)	107 (47%)	38,927 (23%)	216	216	104
	Other	28 (12%)	28 (12%)	30,442 (18%)	71	71	102

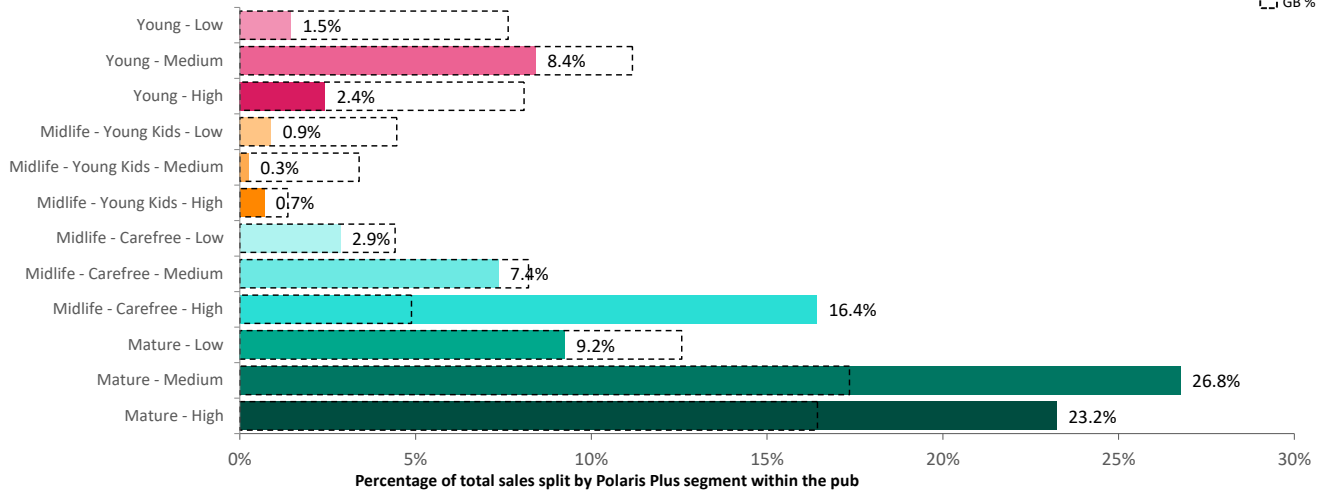
Total Worker Count	80	80	105,600
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See the Glossary page for further information on the above variables

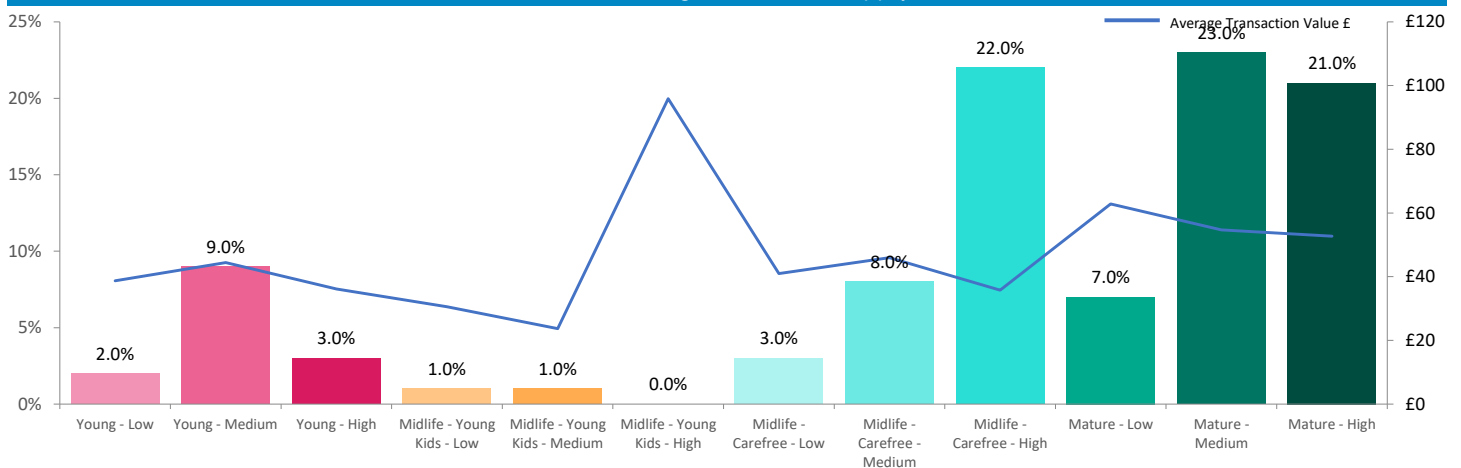
# Transactional Data Summary - Bush Inn Cowbridge

## Spend by Polaris Plus

GB %

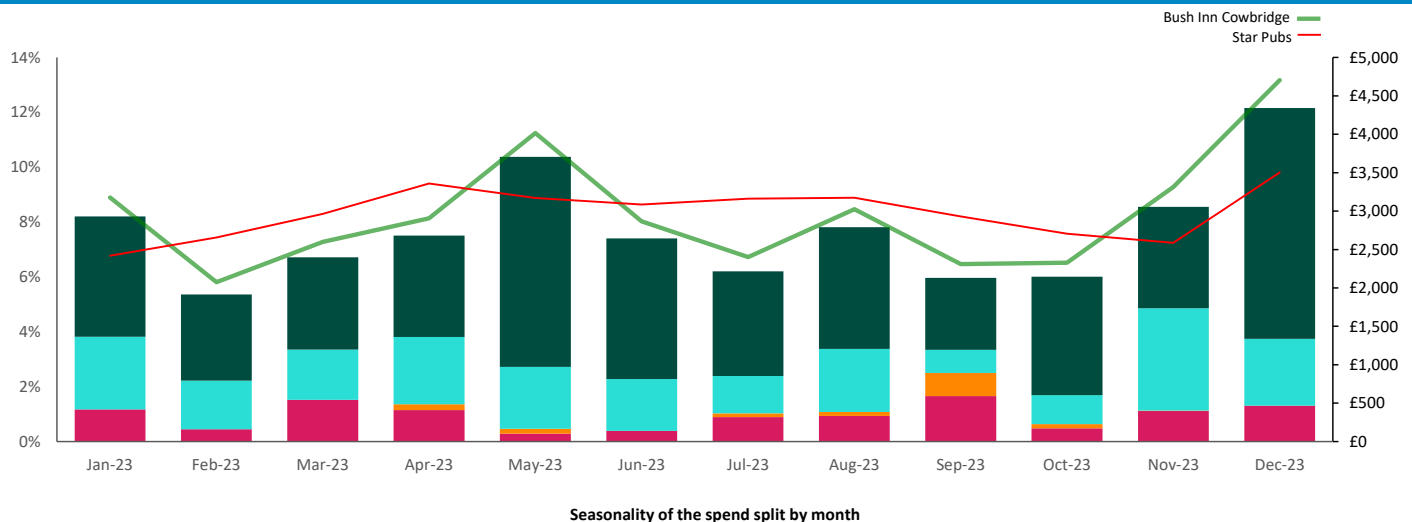


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris

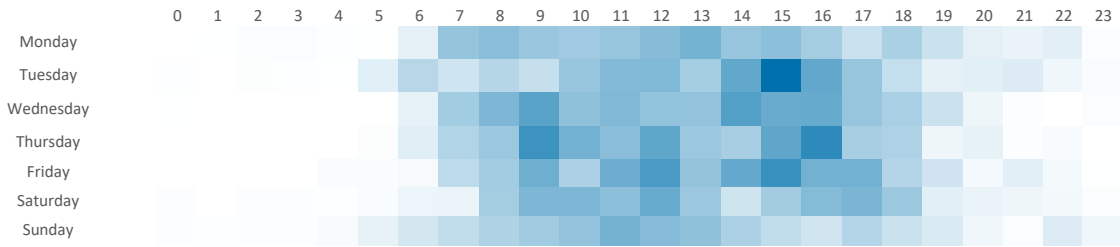


# Mobile Data Summary - Bush Inn Cowbridge



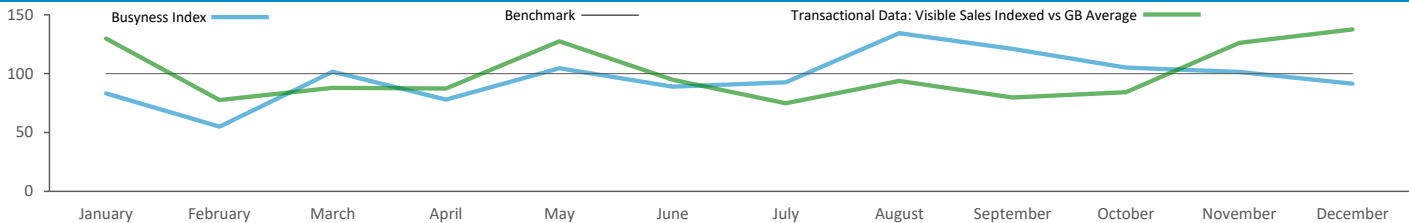
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## Time of Day/Day of Week



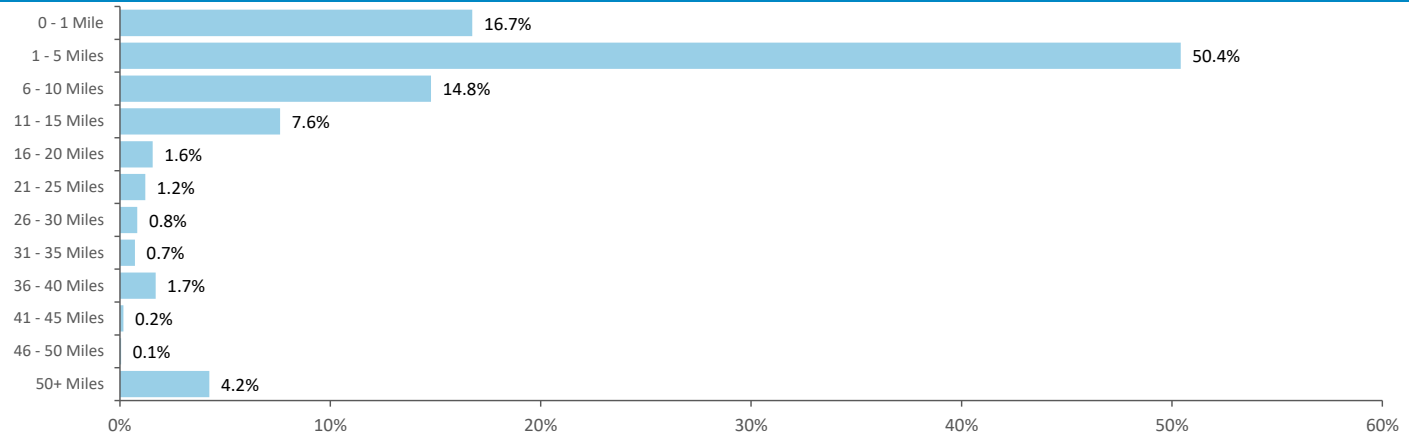
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## 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

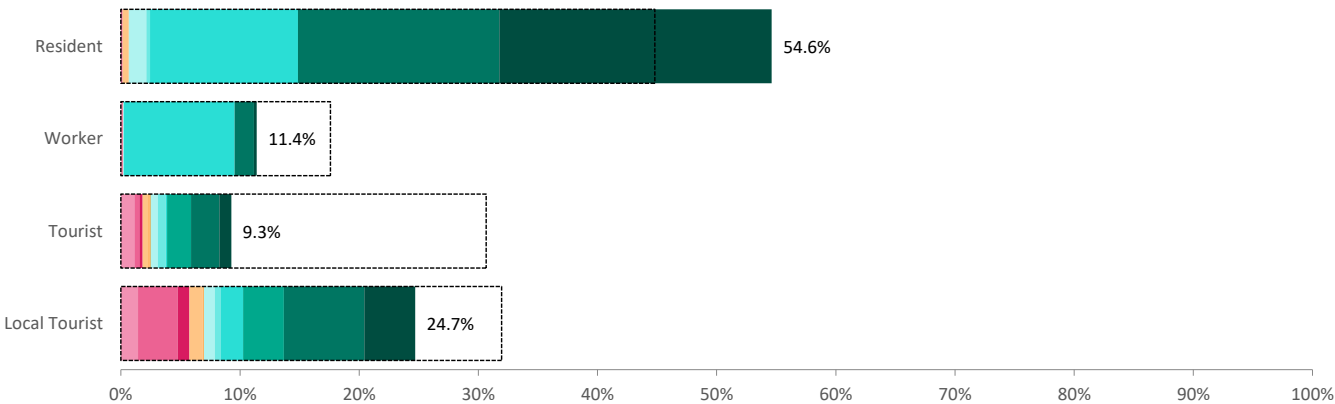
## Distance from Home



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



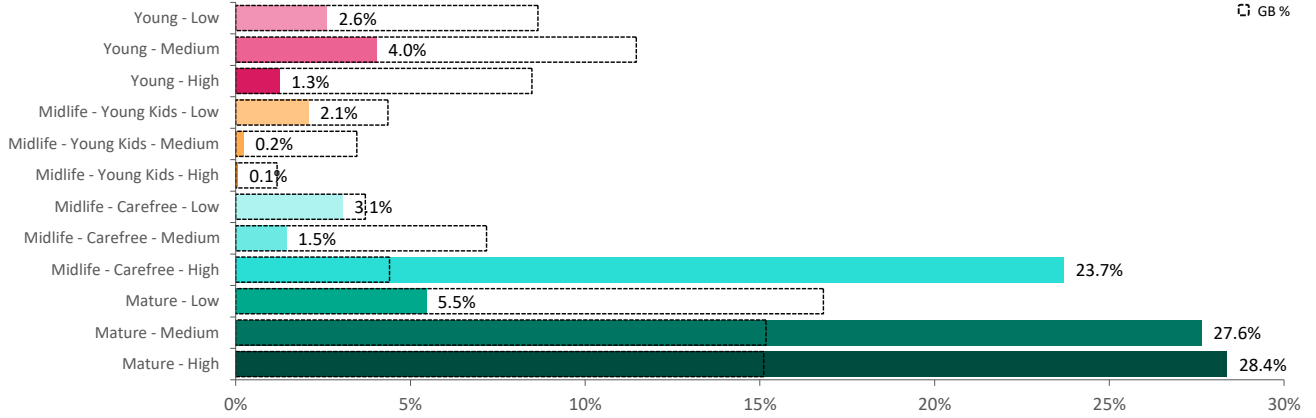
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Bush Inn Cowbridge



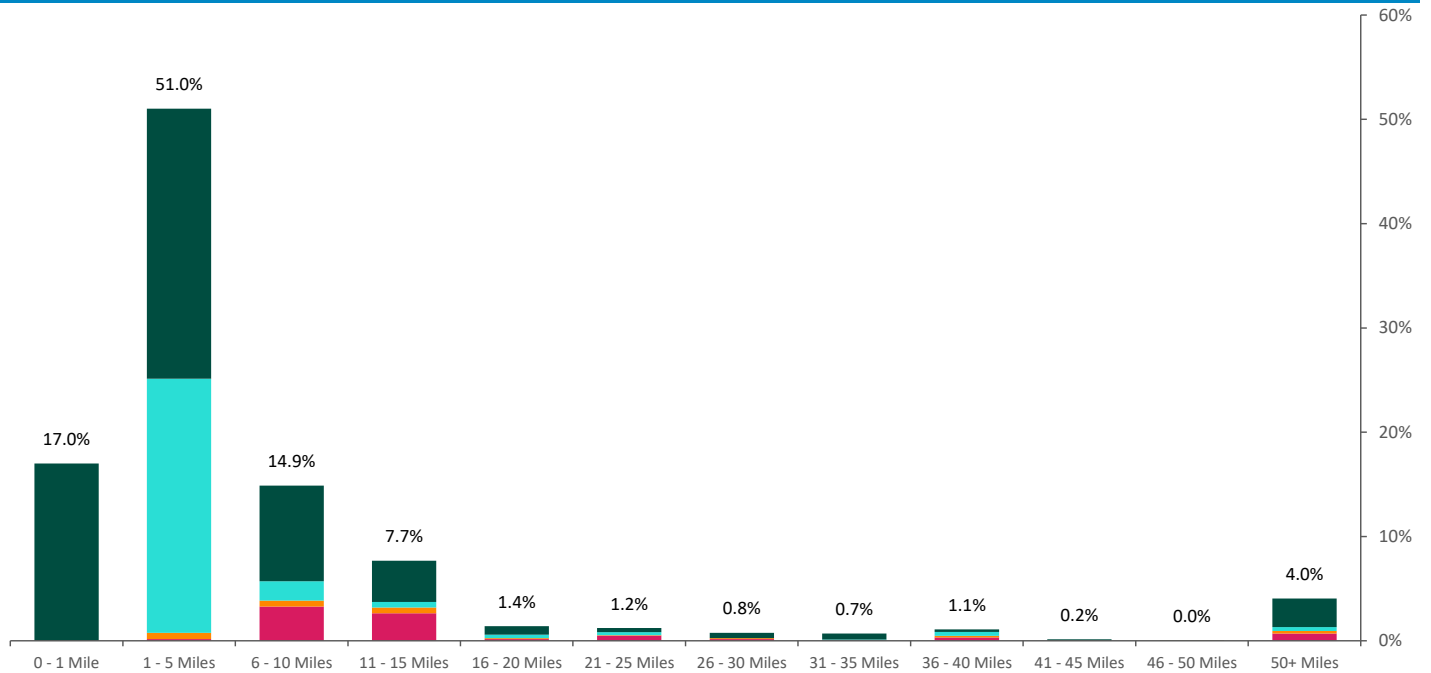
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## Polaris Plus Profile



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



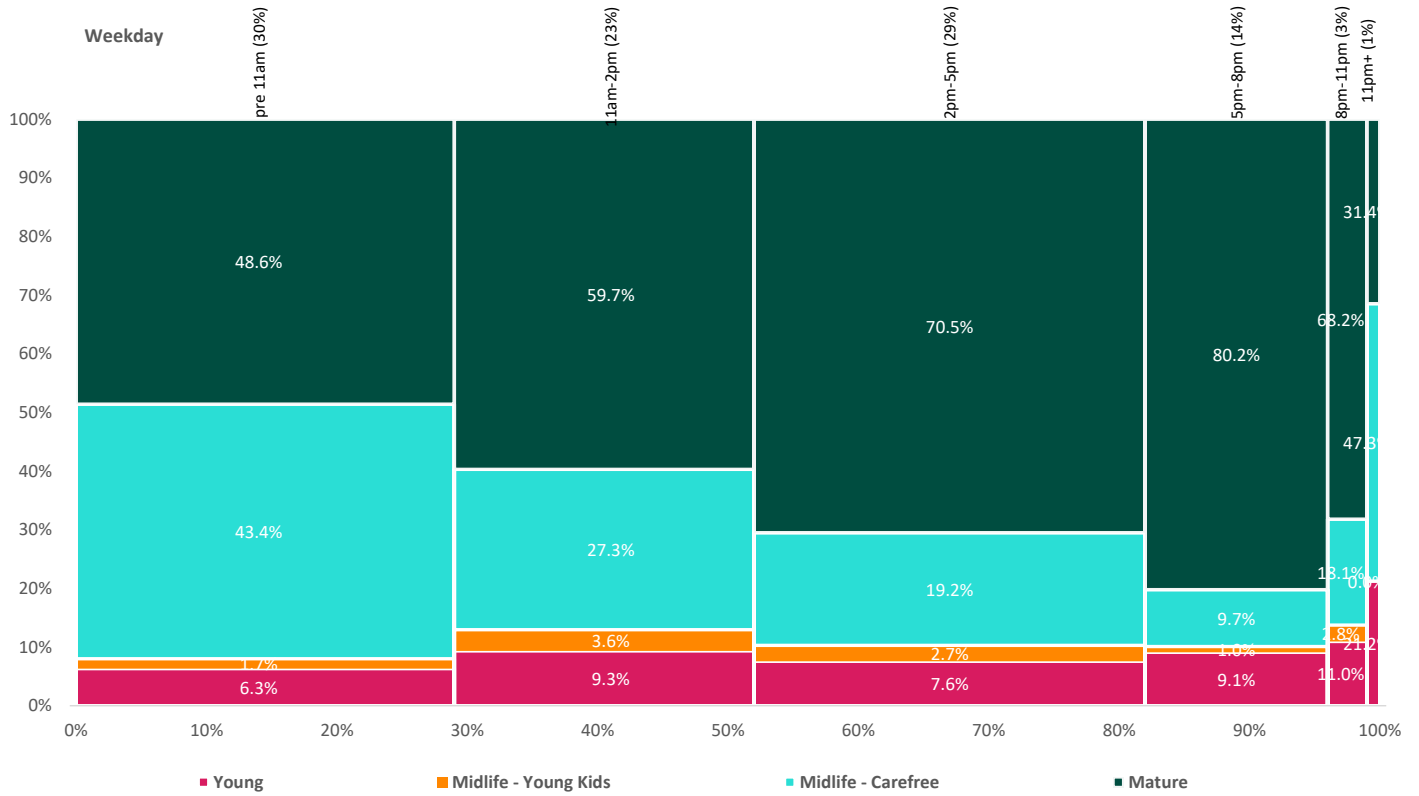
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

# Mobile Data Summary - Bush Inn Cowbridge

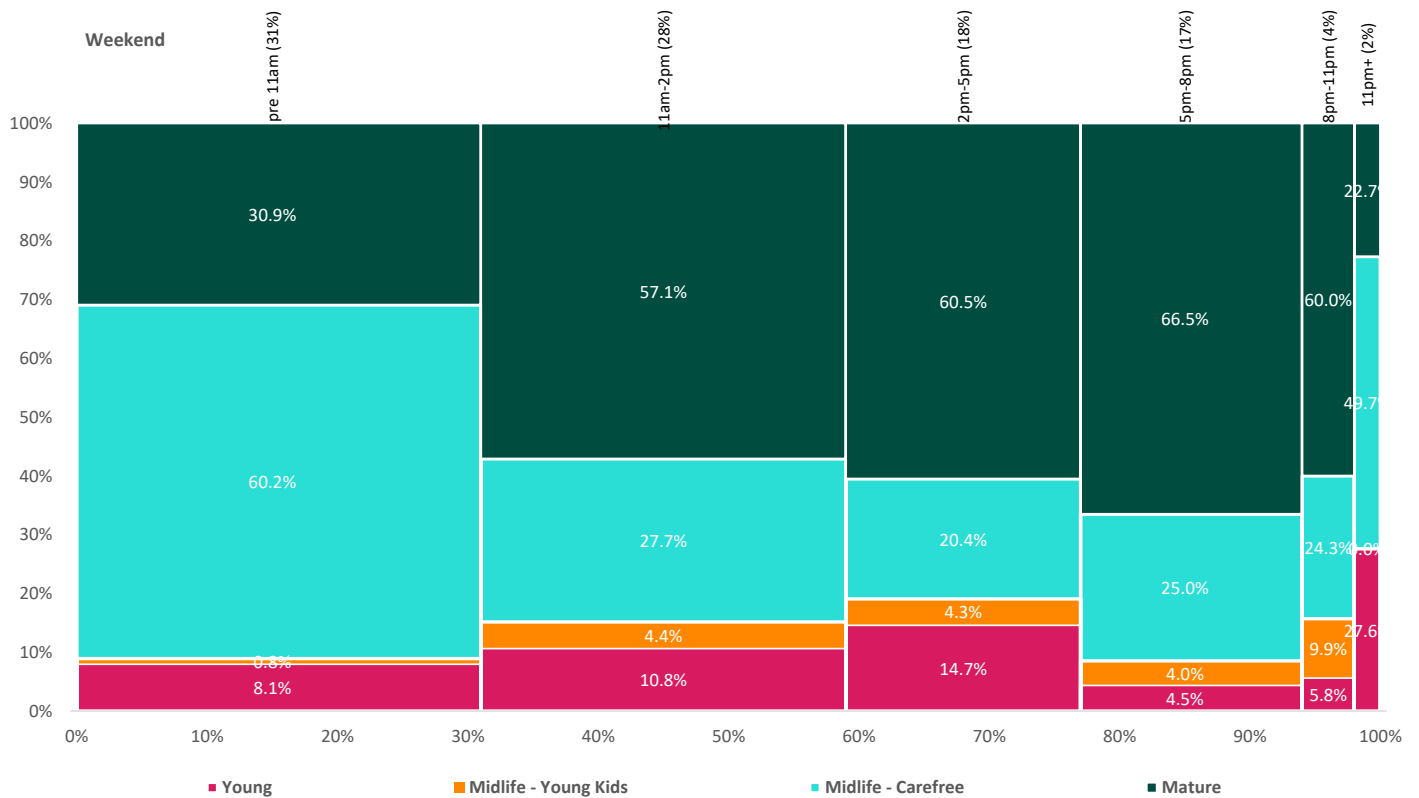


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## Time of Day by Polaris: Weekday (Monday to Friday)



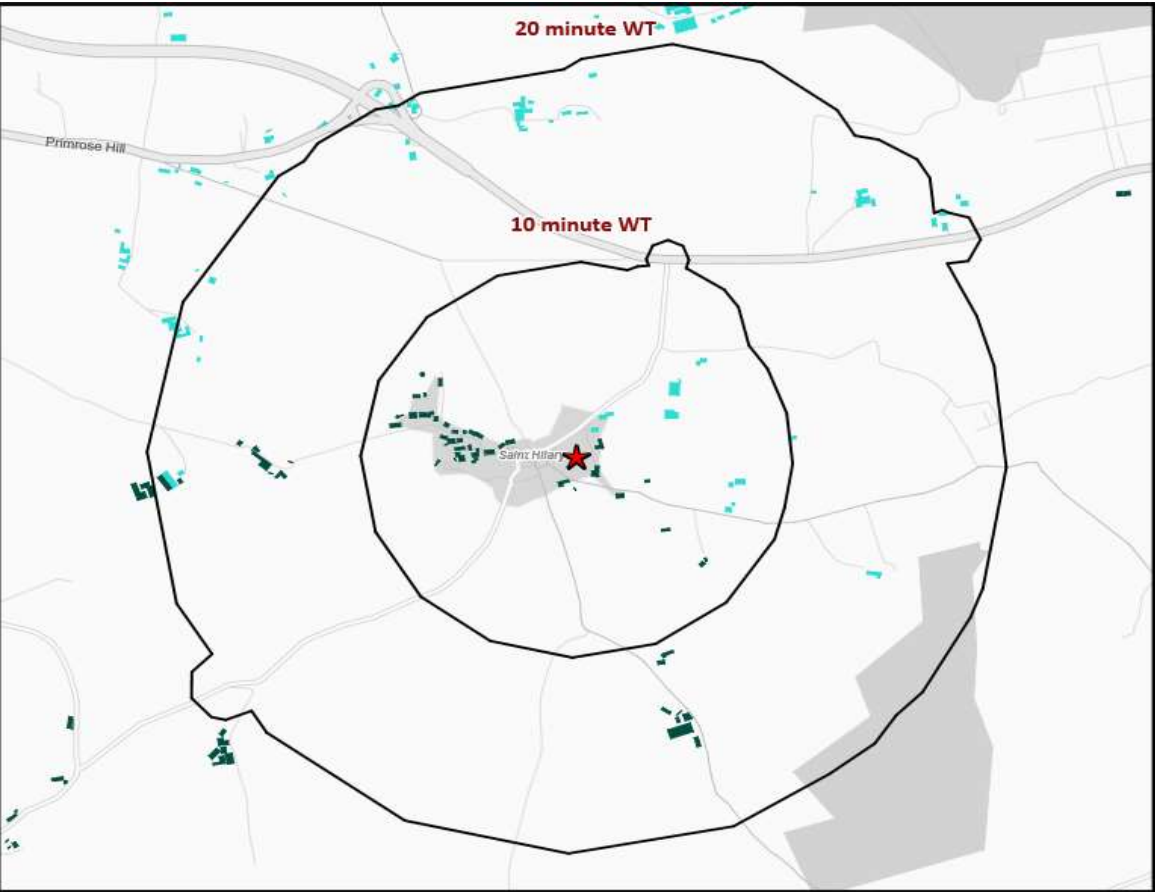
## Time of Day by Polaris: Weekend (Saturday and Sunday)



# Polaris Summary - Bush Inn Cowbridge



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- ★ Pub Sites
- N 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	0	0	32,123	0	0	70
Midlife - Young Kids	0	0	13,950	0	0	77
Midlife - Carefree	1	1	31,425	3	3	120
Mature	218	218	85,001	224	224	116
<b>Not Private Households</b>	0	0	3,176	0	0	146
<b>Total</b>	219	219	165,675			

## Polaris Plus Summary - Bush Inn Cowbridge



## 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	12,680	0	0	78
Medium	0	0	16,018	0	0	88
High	0	0	3,425	0	0	31
<b>Midlife - Young Kids</b>						
Low	0	0	12,103	0	0	133
Medium	0	0	1,739	0	0	24
High	0	0	108	0	0	6
<b>Midlife - Carefree</b>						
Low	0	0	9,681	0	0	139
Medium	0	0	12,016	0	0	101
High	1	1	9,728	10	10	132
<b>Mature</b>						
Low	0	0	18,873	0	0	83
Medium	0	0	41,753	0	0	161
High	218	218	24,375	664	664	98
<b>Not Private Households</b>	0	0	3,176	0	0	146
<b>Total</b>	219	219	165,675			



# CGA Summary - Bush Inn Cowbridge



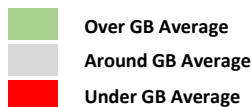
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Data Source © 2023 TomTom



- ★ 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	Bush Inn	CF71 7DP	Star Pubs & Bars	Premium Local	0.0
1	Farmers Arms	CF71 7HB	Stonegate Pub Company	Premium Local	1.2

# Per Pub Analysis - Bush Inn Cowbridge



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

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	219	219	165,675
Number of Competition Pubs	1	1	194
Adults 18+ per Competition Pub	219	219	854

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	16	7.1%	89
Circuit Bar	0	0	0.0%	0
Community Pub	0	0	0.1%	0
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	109	50.0%	282
High Street Pub	0	0	0.0%	0
Premium Local	1	94	42.8%	260

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	16	7.1%	89
Circuit Bar	0	0	0.0%	0
Community Pub	0	0	0.1%	0
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	109	50.0%	282
High Street Pub	0	0	0.0%	0
Premium Local	1	94	42.8%	260

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	7	8,057	4.9%	60
Circuit Bar	9	5,009	3.0%	75
Community Pub	3	34,192	20.6%	108
Craft Led	0	3,630	2.2%	63
Great Pub Great Food	17	28,114	17.0%	96
High Street Pub	11	32,390	19.6%	106
Premium Local	57	29,410	17.8%	108

## 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	<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><b>Over GB Average</b> Index value is &gt; 120</p> <p><b>Around GB Average</b> Index value is between 80 - 120</p> <p><b>Under GB Average</b> Index value is &lt; 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"><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 <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul></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"><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 <b>feel good</b></li><li><b>Enjoyable for longer</b></li></ul>																						
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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><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																						
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