

Catchment Summary - Wern Inn Landore



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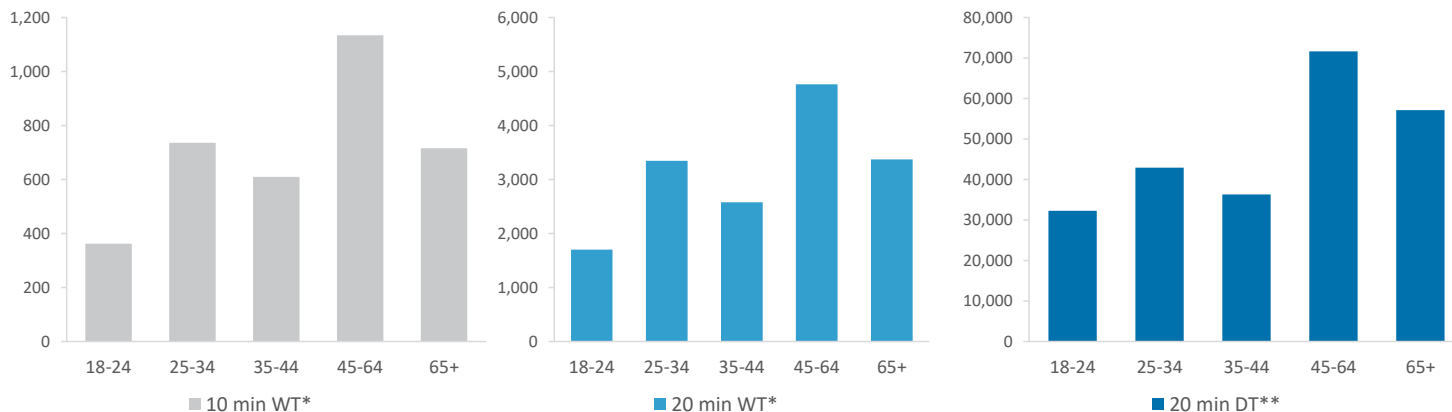
- Over GB Average
- Around GB Average
- Under GB Average

*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	4,402	19,748	297,061	83	136	78	
Adults 18+	3,558	15,764	240,274	82	88	80	
Competition Pubs	11	21	331	73	66	91	
Adults 18+ per Competition Pub	323	751	726	39	91	88	
% Adults Likely to Drink	81.3%	81.0%	82.3%	99	98	100	
Affluence	Low	10.6%	22.9%	24.2%	41	89	94
	Medium	84.1%	70.2%	56.4%	214	178	143
	High	5.3%	6.7%	18.7%	16	20	56
Age Profile	18-24	362	1,700	32,269	101	106	134
	25-34	736	3,347	42,953	126	128	109
	35-44	610	2,580	36,298	108	102	95
	45-64	1,134	4,762	71,612	101	94	94
	65+	716	3,375	57,142	85	89	101

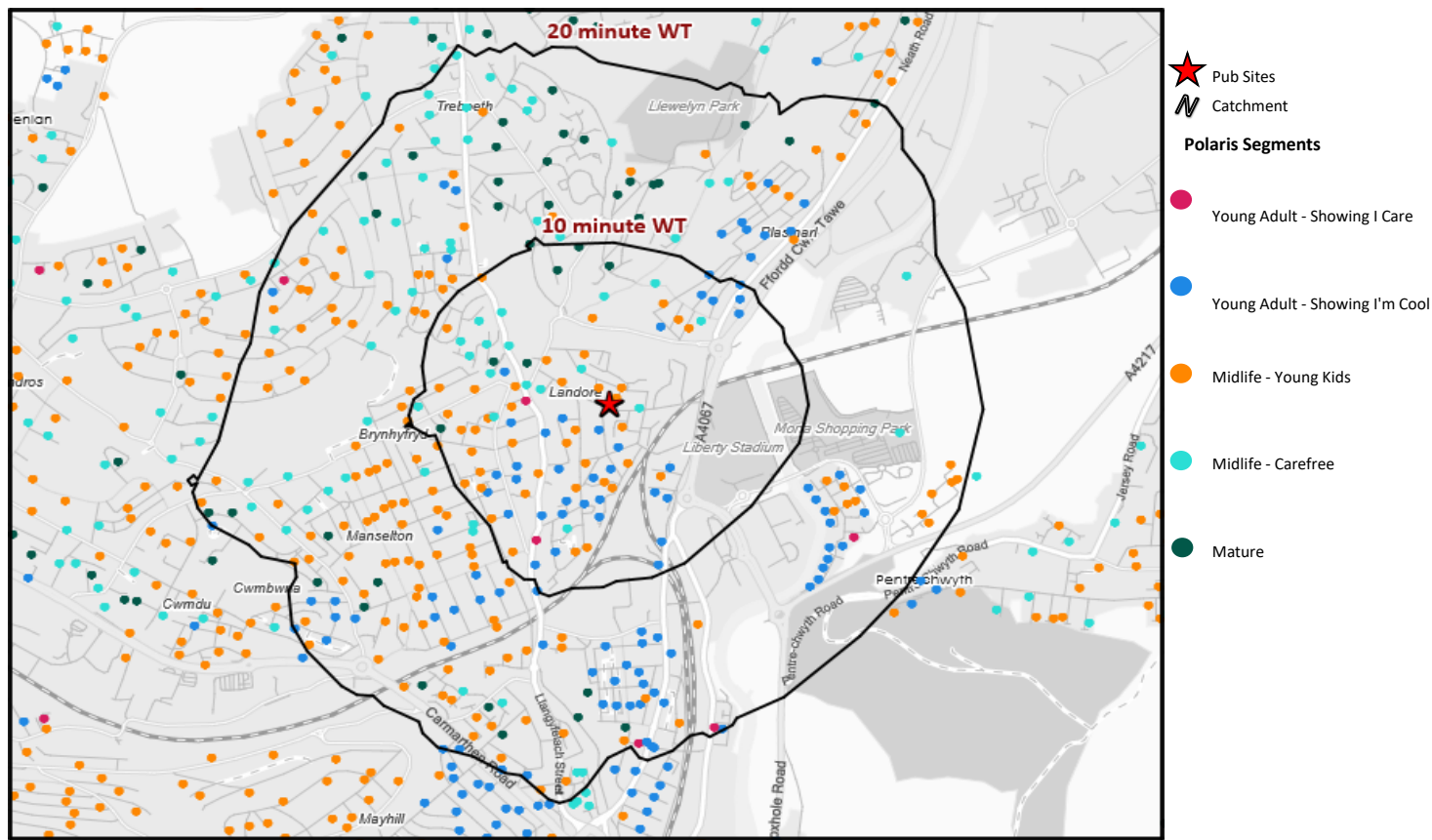
Population & Adults 18+ index is based on all pubs

*Affluence does not include Not Private Households



	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	2,162 (49%)	9,705 (49%)	148,121 (50%)	99	99	101
	Female	2,240 (51%)	10,043 (51%)	148,940 (50%)	101	101	99
Economic Status (16-74)	Employed: Full-time	1,277 (38%)	5,671 (39%)	80,931 (37%)	92	93	89
	Employed: Part-time	564 (17%)	2,332 (16%)	29,687 (14%)	129	123	104
	Self employed	209 (6%)	786 (5%)	13,425 (6%)	65	56	64
	Unemployed	80 (2%)	396 (3%)	5,158 (2%)	100	114	99
	Retired	436 (13%)	1,958 (13%)	33,324 (15%)	94	97	110
Other	789 (24%)	3,485 (24%)	56,700 (26%)	119	121	131	
Total Worker Count	1,410	5,102	159,026				

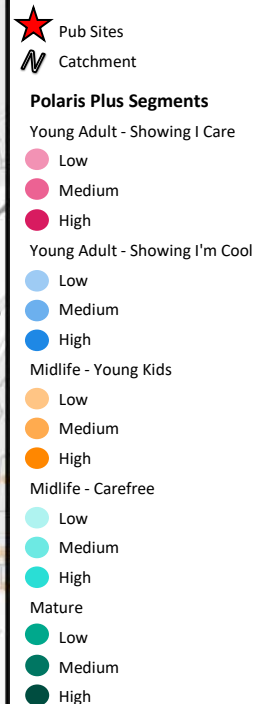
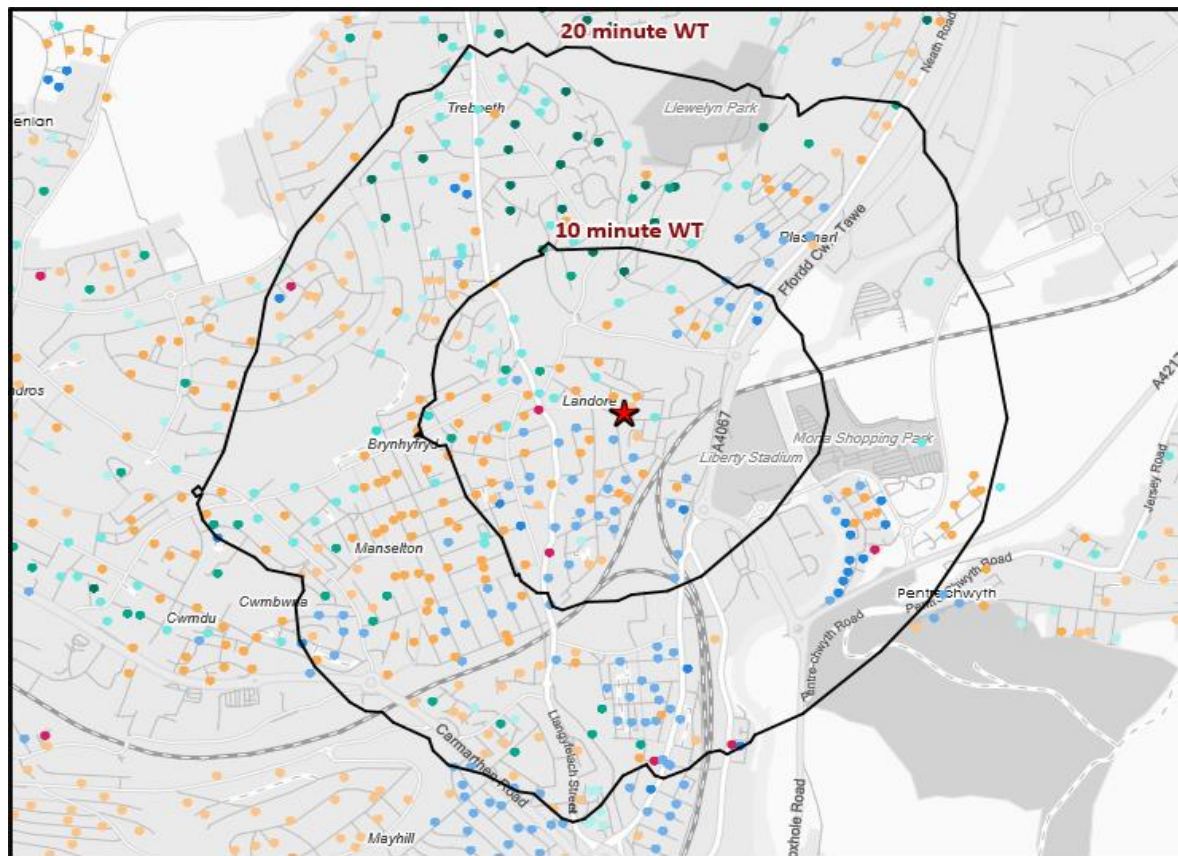
See the Glossary page for further information on the above variables



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	86	161	16,690	27	11	78
Young Adult - Showing I'm Cool	1,274	4,316	22,957	389	298	104
Midlife - Young Kids	1,480	7,072	72,871	132	143	97
Midlife - Carefree	503	2,671	58,125	67	81	115
Mature	215	1,519	67,841	22	34	101
Not Private Households	0	25	1,790	0	11	52
Total	3,558	15,764	240,274			



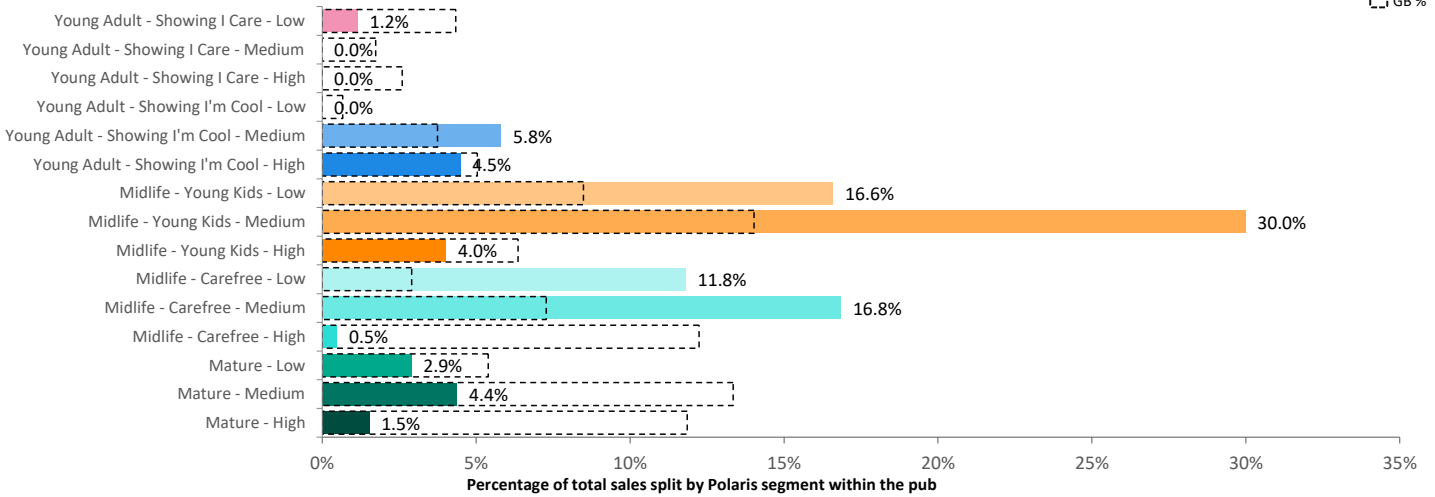
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

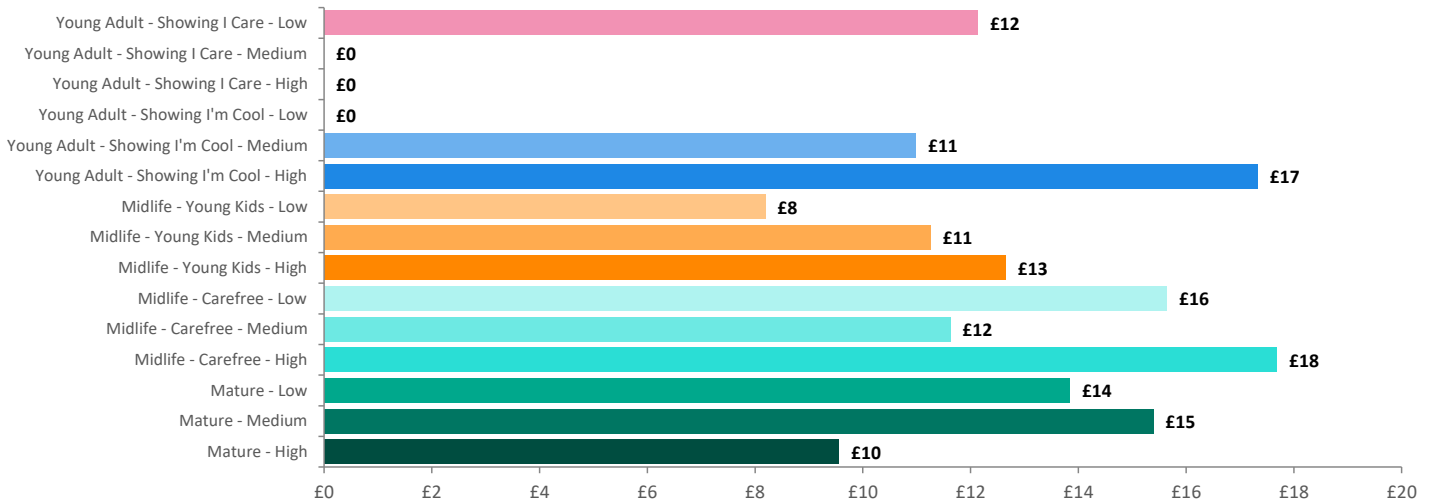
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	0	0	5,030	0	0	50
Medium	0	0	7,551	0	0	231
High	86	161	4,109	72	30	51
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	1,172	3,448	14,484	891	591	163
High	102	868	8,473	64	123	79
Midlife - Young Kids						
Low	206	2,291	22,116	52	131	83
Medium	1,274	4,781	38,969	240	203	109
High	0	0	11,786	0	0	91
Midlife - Carefree						
Low	107	675	14,205	88	126	174
Medium	396	1,965	31,196	166	186	193
High	0	31	12,724	0	2	48
Mature						
Low	63	643	16,775	30	69	118
Medium	152	876	43,263	34	44	142
High	0	0	7,803	0	0	35
Not Private Households	0	25	1,790	0	11	52
Total	3,558	15,764	240,274			

Spend by Polaris

GB %



Average Transaction Values (£) by Polaris

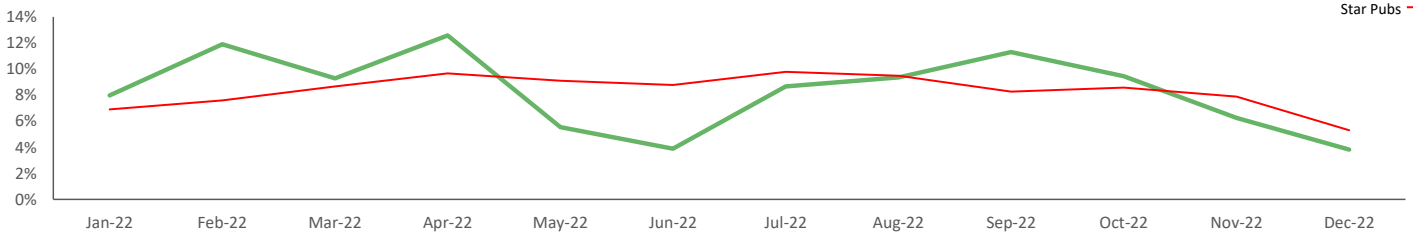


Average transaction value of sales (£) within the pub split by Polaris

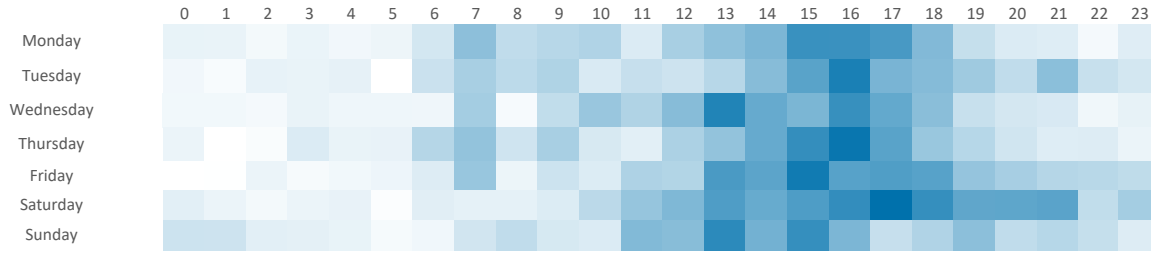
Spend by Month

Wern Inn Landore

Star Pubs

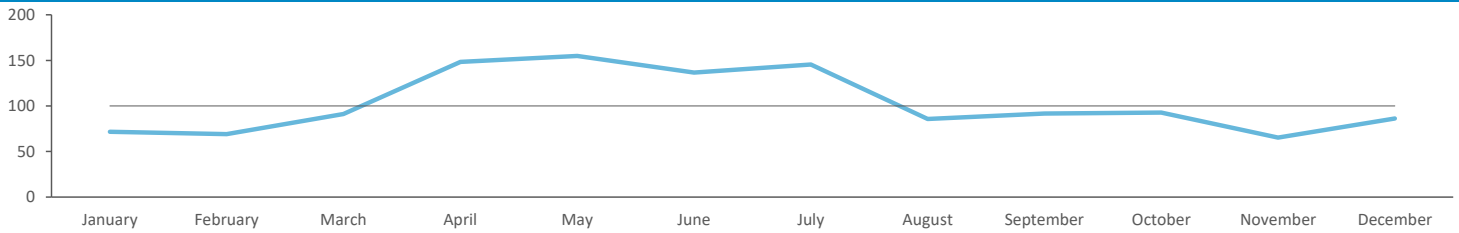


Time of Day/Day of Week



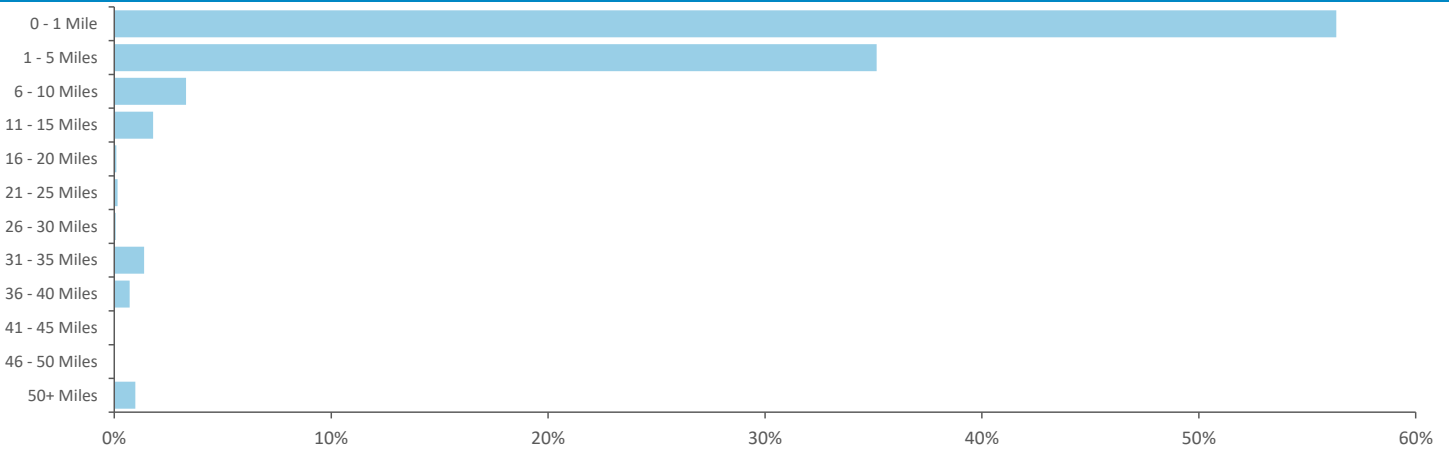
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



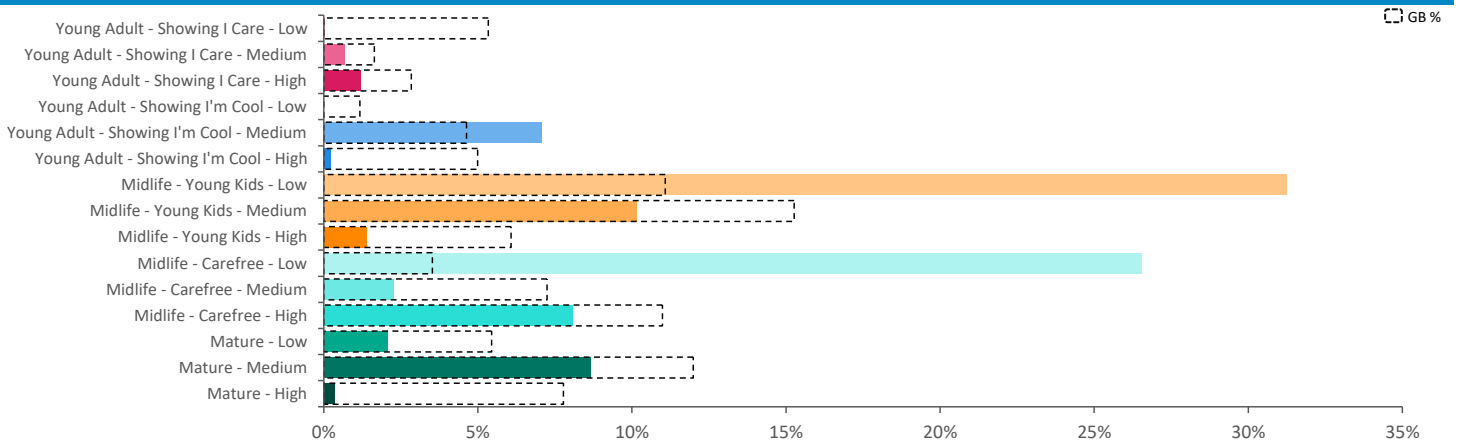
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

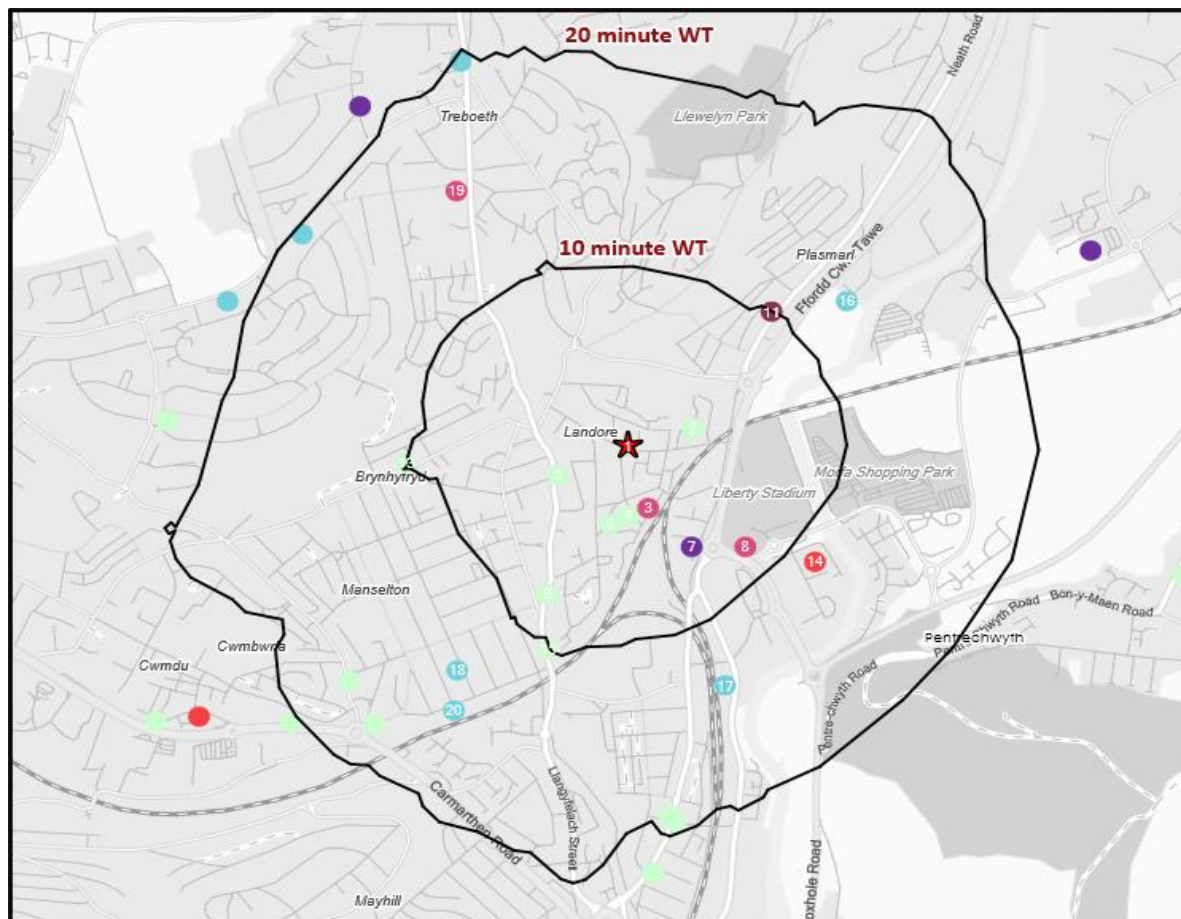


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



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



- 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

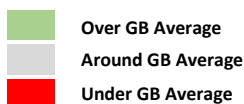
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Wern Inn	SA 1 2PE	Star Pubs & Bars	Community Pub	0.0
2	Railway Inn	SA 1 2NT	Independent Free	Community Pub	0.1
3	Station Inn	SA 1 2QJ	Wellington	Family Pub Dining	0.1
4	Alma Inn	SA 1 2QH	Independent Free	Community Pub	0.1
5	Morris Arms	SA 5 9LN	Wellington	Community Pub	0.1
6	Globe	SA 1 2QD	*Other Small Retail Groups	Community Pub	0.2
7	Pizzeria Versuvio	SA 1 2JT	Independent Free	Restaurants	0.2
8	Morfa Parc	SA 1 2FB	Mitchells & Butlers	Family Pub Dining	0.3
9	Commercial Inn	SA 5 9LG	Unknown	Community Pub	0.3
9	Plough & Harrow	SA 5 9LG	Stonegate Pub Company	Community Pub	0.3
11	Commercial Inn	SA 6 8JU	Wellington	Community Pub	0.4
11	Coopers Arms	SA 6 8JU	Valiant Pub Company Ltd	Premium Local	0.4
13	Manselton Hotel	SA 5 9HX	Stonegate Pub Company	Community Pub	0.4
14	Swansea Football Club	SA 1 2LH	Independent Free	Large Venue	0.4
15	Maggie Dicks	SA 5 9LD	Independent Free	Community Pub	0.4
16	City & County Of Swansea Indoor Bowls Club	SA 6 8AX	Independent Free	Clubland	0.5
17	Landore Social Club	SA 1 2LE	Independent Free	Clubland	0.5
18	Manselton Social Club	SA 5 9NN	Independent Free	Clubland	0.6
19	Kings Head Hotel	SA 5 9EL	Stonegate Pub Company	Family Pub Dining	0.6
20	Cwmfelin Steelworks Welfare Social Club	SA 5 9NR	Independent Free	Clubland	0.6

Per Pub Analysis - Wern Inn Landore



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*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	3,558	15,764	240,274
Number of Competition Pubs	11	21	331
Adults 18+ per Competition Pub	323	751	726

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	537	15.1%	148
Circuit Bar	308	8.7%	236
Community Pub	402	11.3%	65
Craft Led	275	7.7%	244
Great Pub Great Food	422	11.9%	62
High Street Pub	549	15.4%	89
Premium Local	562	15.8%	90

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,998	12.7%	124
Circuit Bar	1,080	6.9%	187
Community Pub	2,545	16.1%	93
Craft Led	948	6.0%	190
Great Pub Great Food	1,650	10.5%	55
High Street Pub	2,855	18.1%	105
Premium Local	2,023	12.8%	73

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	21,215	8.8%	87
Circuit Bar	9,590	4.0%	109
Community Pub	41,093	17.1%	99
Craft Led	7,795	3.2%	103
Great Pub Great Food	33,781	14.1%	73
High Street Pub	43,189	18.0%	104
Premium Local	36,421	15.2%	86

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, 5.1</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, 5.2</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, 5.3</p>																		
Age Profile	Counts of residents by Age band																		
Economic Status (16-74)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16-74</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	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 border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">'Showing I Care' Young Adults</th> <th style="background-color: #0070c0; color: white;">'Showing I'm Cool' Young Adults</th> <th style="background-color: #f4a460; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b09b; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="border: 1px dashed black; padding: 5px;"> 18-34 year olds <i>Conscious choices on sustainability and health</i> <i>"With the climate catastrophe, impact of Covid, the economic crisis, it might seem a bit bleak but I really believe by making better choices, we'll be looking after ourselves and the planet."</i> </td> <td style="border: 1px dashed black; padding: 5px;"> 18-34 year olds <i>Looking good and discovering what's new</i> <i>"Whether it's drinks, bands, restaurants or memes, I like to be the one that people look to know exactly what's going down. Nothing too flashy as I still have the rent to pay."</i> </td> <td style="border: 1px dashed black; padding: 5px;"> 35-54 year olds <i>Children under 12 at home</i> <i>"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"</i> </td> <td style="border: 1px dashed black; padding: 5px;"> 35-54 year olds <i>No children under 12 at home</i> <i>"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> </td> <td style="border: 1px dashed black; padding: 5px;"> 55+ year olds <i>"I'm comfortable with my own choices and mostly stick to what I know and like. 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Nothing too flashy as I still have the rent to pay."</i>	35-54 year olds <i>Children under 12 at home</i> <i>"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"</i>	35-54 year olds <i>No children under 12 at home</i> <i>"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>	55+ year olds <i>"I'm comfortable with my own choices and mostly stick to what I know and like. 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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 6 categories, 18 groups and 62 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.																			