CACI

Catchment Summary - Fontygary Inn Rhoose

star PUBS & BARS

Ship To	Name	Postcode	Operator	Segment	Sparsity
627028	Fontygary Inn Rhoose	CF62 3DZ	Star Pubs & Bars	Family Pub Dining	20
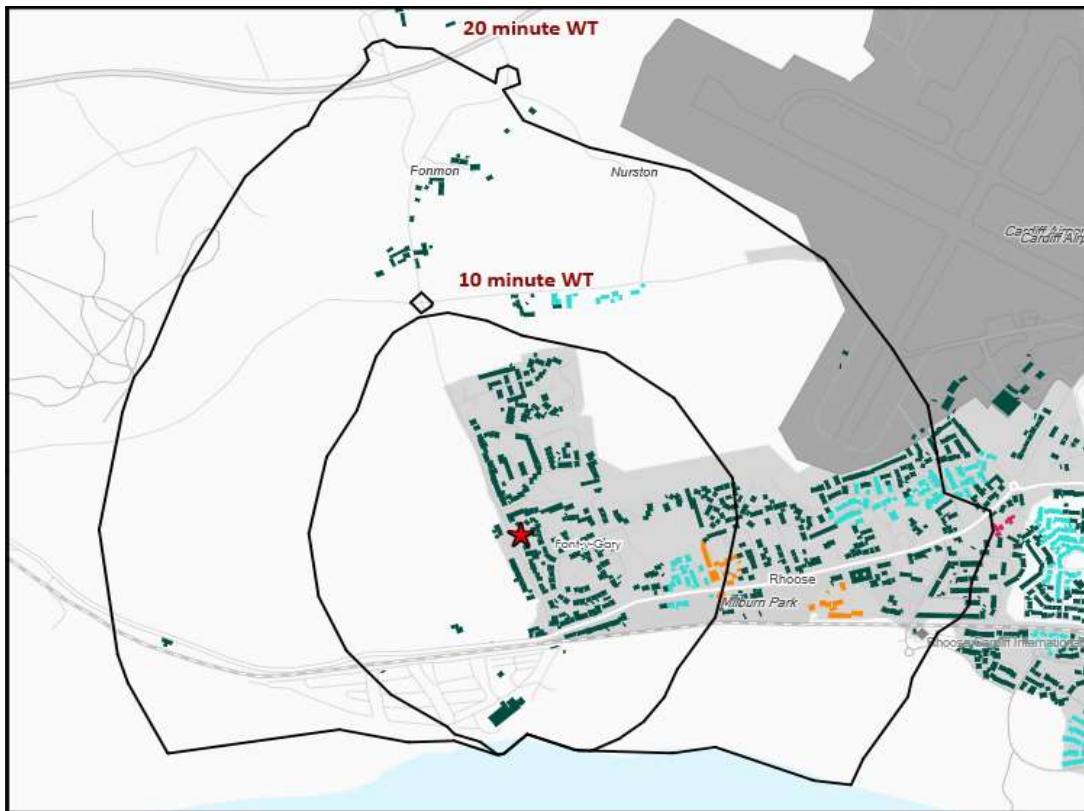
Polaris Segments

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

Pub Sites (★)
Catchments (N)

Polaris Plus Profile
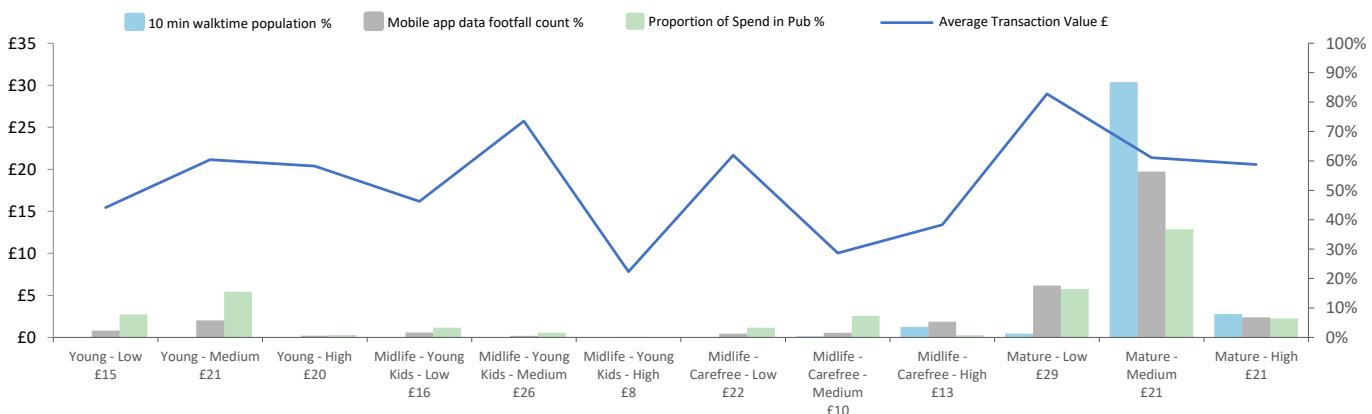
See the Glossary page for further information on the above variables

Catchment Summary - Fontygary Inn Rhoose

star PUBS & BARS

*WT= Walktime, **DT= Drivetime

	Over GB Average
	Around GB Average
	Under GB Average

	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	1,820	3,121	79,639	34	17	18

Population & Adults 18+ index is based on all pubs

	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**
Adults 18+	1,550	2,602	62,896	34	17	18
Competition Pubs	4	5	73	22	14	18
Adults 18+ per Competition Pub	388	520	862	45	61	100
% Adults Likely to Drink	80.7%	79.7%	78.2%	106	105	103
Affluence Low	1.3%	9.9%	27.0%	4	30	81
Medium	87.2%	77.5%	51.2%	229	203	134
High	11.5%	12.6%	20.3%	42	46	74

*Affluence does not include Not Private Households

	Catchment Size (Counts)			Index vs GB Average		
Age Profile 18-24	103	185	5,246	70	73	81
25-34	147	288	10,062	61	69	95
35-44	172	314	10,235	71	76	97
45-64	551	945	20,631	118	118	101
65+	577	870	16,722	165	145	109
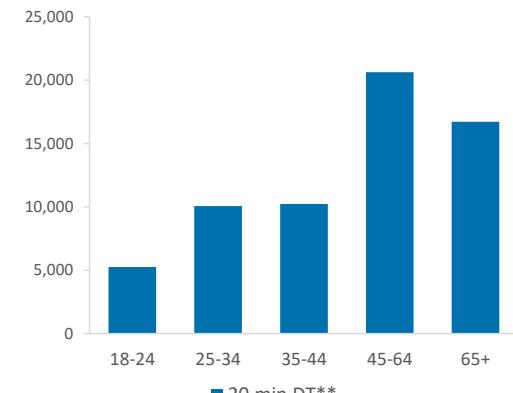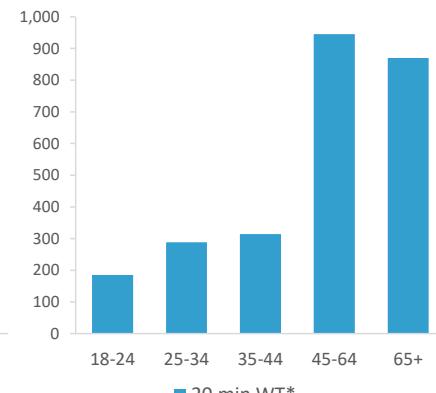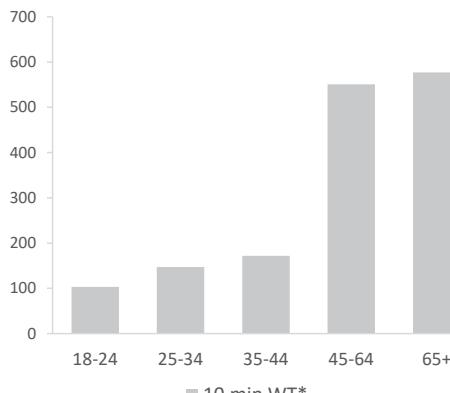
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender Male	894 (49%)	1,517 (49%)	38,370 (48%)	100	99	98
Female	926 (51%)	1,604 (51%)	41,269 (52%)	100	101	102
Economic Status (16+) Employed: Full-time	480 (30%)	812 (30%)	21,747 (34%)	87	88	97
Employed: Part-time	193 (12%)	314 (12%)	8,455 (13%)	102	99	110
Self employed	121 (8%)	177 (7%)	4,966 (8%)	82	72	83
Unemployed	39 (2%)	77 (3%)	1,812 (3%)	89	104	101
Full-time student	14 (1%)	30 (1%)	1,215 (2%)	37	47	79
Retired	569 (36%)	924 (34%)	15,727 (24%)	163	158	111
Other	178 (11%)	346 (13%)	10,860 (17%)	64	74	96
Total Worker Count	631	1,336	29,282			

See the Glossary page for further information on the above variables

Transactional Data Summary - Fontygary Inn Rhoose

Spend by Polaris Plus

GB %

Segment	%
Young - Low	7.8%
Young - Medium	15.5%
Young - High	0.8%
Midlife - Young Kids - Low	3.3%
Midlife - Young Kids - Medium	1.6%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	3.3%
Midlife - Carefree - Medium	7.3%
Midlife - Carefree - High	0.7%
Mature - Low	16.4%
Mature - Medium	36.8%
Mature - High	6.5%

Percentage of total sales split by Polaris Plus segment within the pub
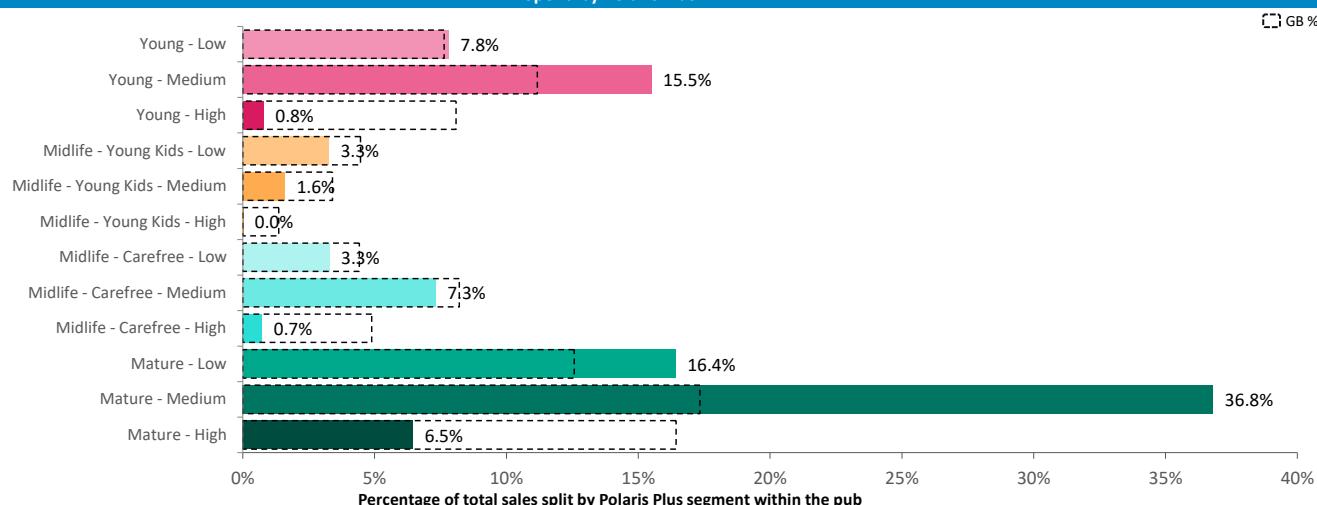
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

| Segment	%
Young - Low	10.0%
Young - Medium	14.0%
Young - High	1.0%
Midlife - Young Kids - Low	4.0%
Midlife - Young Kids - Medium	1.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	3.0%
Midlife - Carefree - Medium	14.0%
Midlife - Carefree - High	1.0%
Mature - Low	11.0%
Mature - Medium	34.0%
Mature - High	6.0%
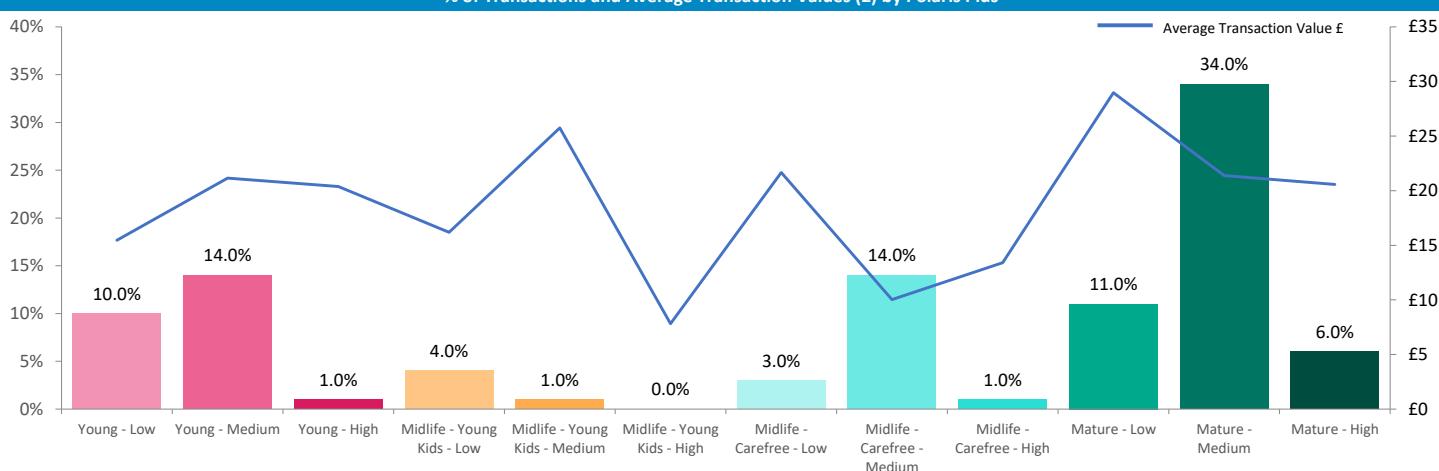
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris

Fontygary Inn Rhoose
Star Pubs
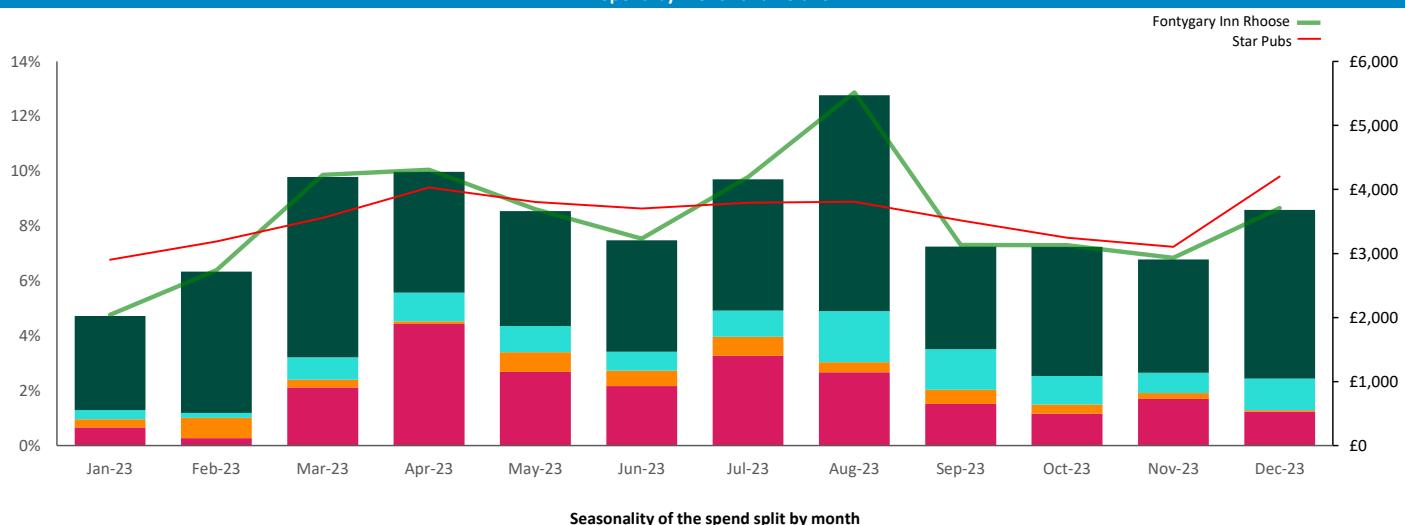
Seasonality of the spend split by month

# Mobile Data Summary - Fontygary Inn Rhoose

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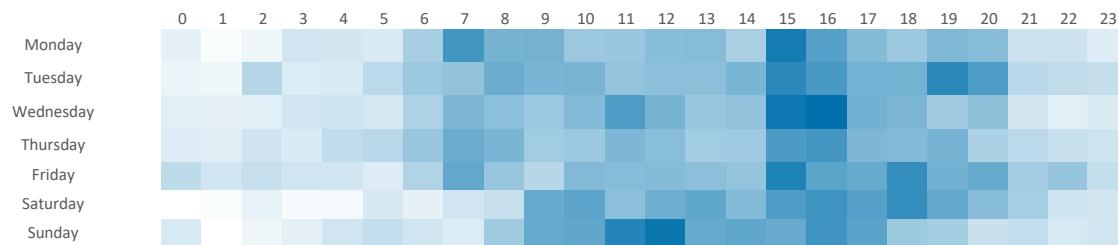
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

Busyness Index — Benchmark — Transactional Data: Visible Sales Indexed vs GB Average
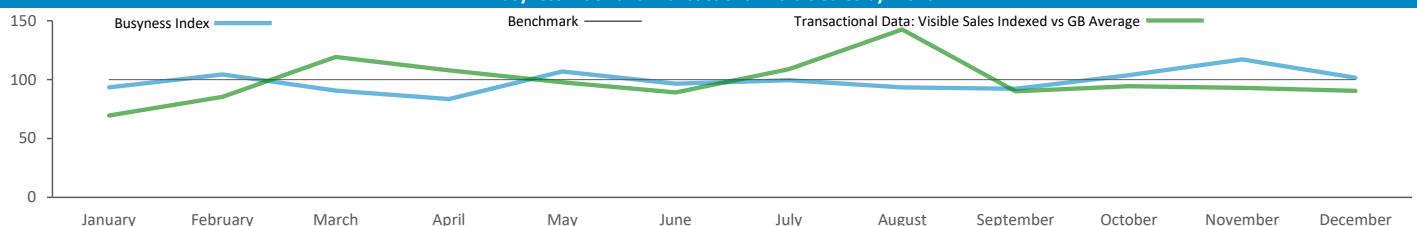
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

Distance from Home
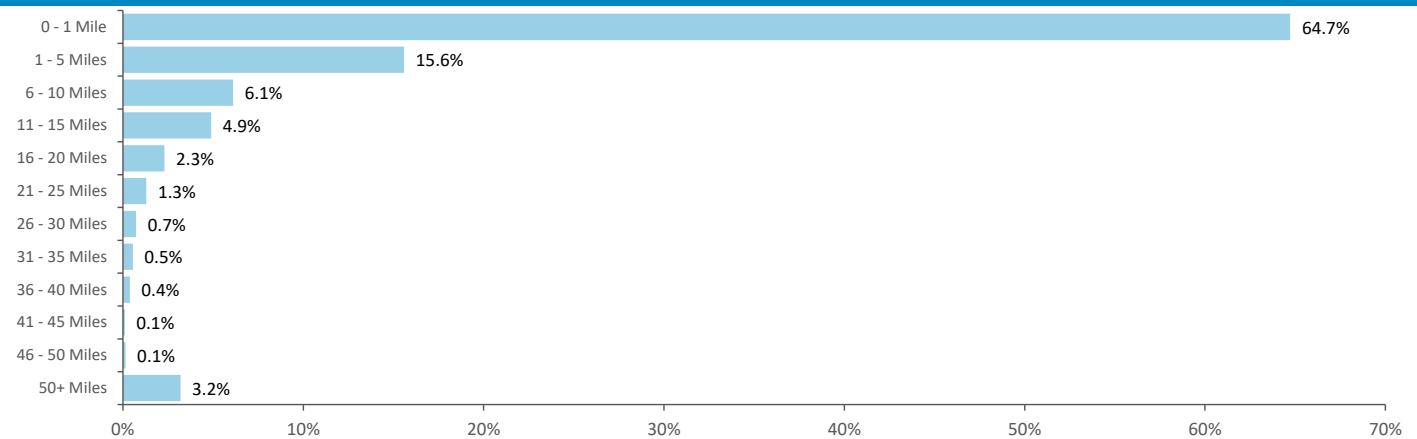
Distance	%
0 - 1 Mile	64.7%
1 - 5 Miles	15.6%
6 - 10 Miles	6.1%
11 - 15 Miles	4.9%
16 - 20 Miles	2.3%
21 - 25 Miles	1.3%
26 - 30 Miles	0.7%
31 - 35 Miles	0.5%
36 - 40 Miles	0.4%
41 - 45 Miles	0.1%
46 - 50 Miles	0.1%
50+ Miles	3.2%

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

Classification	%
Resident	58.9%
Worker	19.0%
Tourist	7.7%
Local Tourist	14.4%
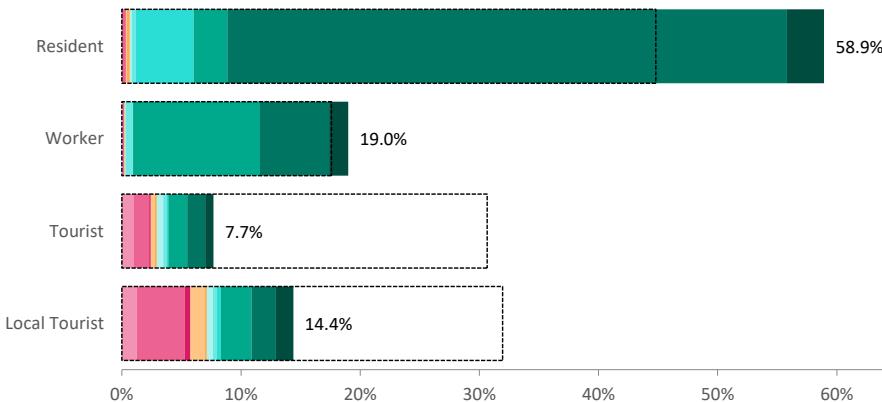
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Fontygary Inn Rhoose

★ star
PUBS & BARS

Polaris Plus Profile

⊡ GB %

Segment	%
Young - Low	2.3%
Young - Medium	5.7%
Young - High	0.6%
Midlife - Young Kids - Low	1.7%
Midlife - Young Kids - Medium	0.5%
Midlife - Young Kids - High	0.1%
Midlife - Carefree - Low	1.2%
Midlife - Carefree - Medium	1.6%
Midlife - Carefree - High	5.4%
Mature - Low	17.6%
Mature - Medium	56.3%
Mature - High	6.9%
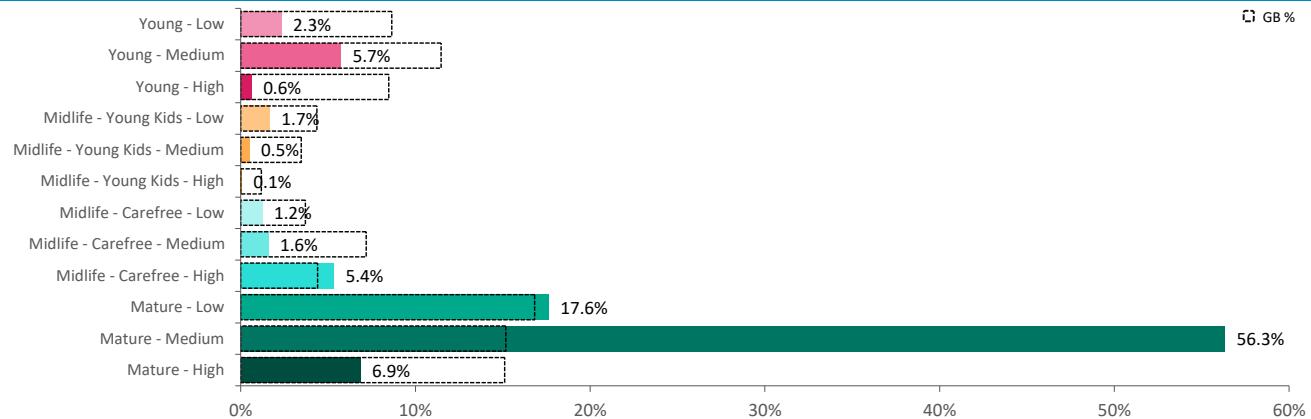
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris
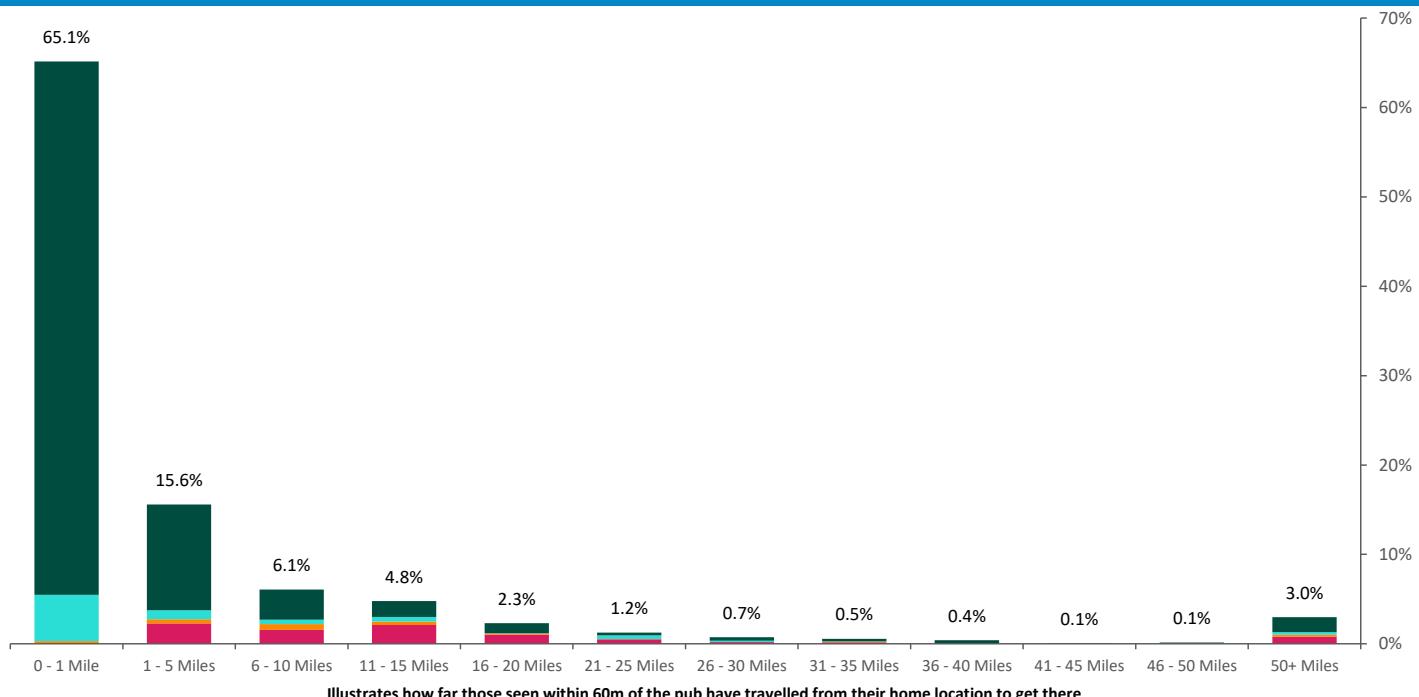
Distance	%
0 - 1 Mile	65.1%
1 - 5 Miles	15.6%
6 - 10 Miles	6.1%
11 - 15 Miles	4.8%
16 - 20 Miles	2.3%
21 - 25 Miles	1.2%
26 - 30 Miles	0.7%
31 - 35 Miles	0.5%
36 - 40 Miles	0.4%
41 - 45 Miles	0.1%
46 - 50 Miles	0.1%
50+ Miles	3.0%

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

# Mobile Data Summary - Fontygary Inn Rhoose

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

Weekday

Time of Day	Young	Midlife - Young Kids	Midlife - Carefree	Mature
pre 11am (29%)	11.5%	4.0%	6.2%	78.3%
11am-2pm (14%)	8.8%	4.2%	7.0%	80.0%
2pm-5pm (18%)	9.1%	2.9%	9.9%	78.2%
5pm-8pm (16%)	12.6%	3.1%	11.4%	72.9%
8pm-11pm (11%)	18.5%	3.2%	15.1%	63.2%
11pm+ (13%)	20.0%	6.7%	7.5%	65.7%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
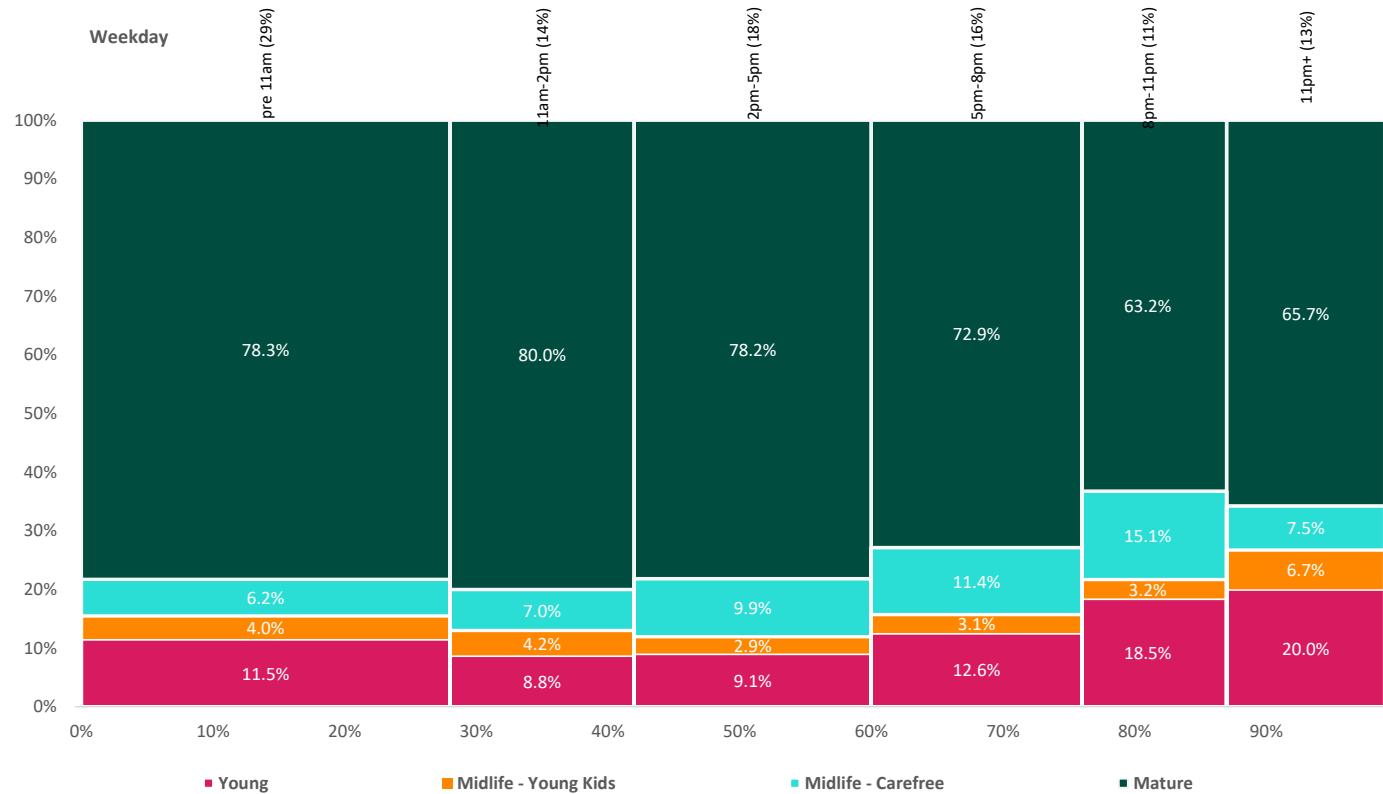
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

Time of Day	Young	Midlife - Young Kids	Midlife - Carefree	Mature
pre 11am (26%)	13.2%	4.1%	8.1%	74.6%
11am-2pm (19%)	14.0%	3.2%	3.5%	79.3%
2pm-5pm (18%)	13.0%	2.1%	6.3%	78.7%
5pm-8pm (17%)	10.7%	1.6%	12.3%	75.3%
8pm-11pm (10%)	15.9%	3.4%	11.1%	69.6%
11pm+ (11%)	20.0%	4.8%	8.2%	67.1%

Legend: ■ Young ■ Midlife - Young Kids ■ Midlife - Carefree ■ Mature
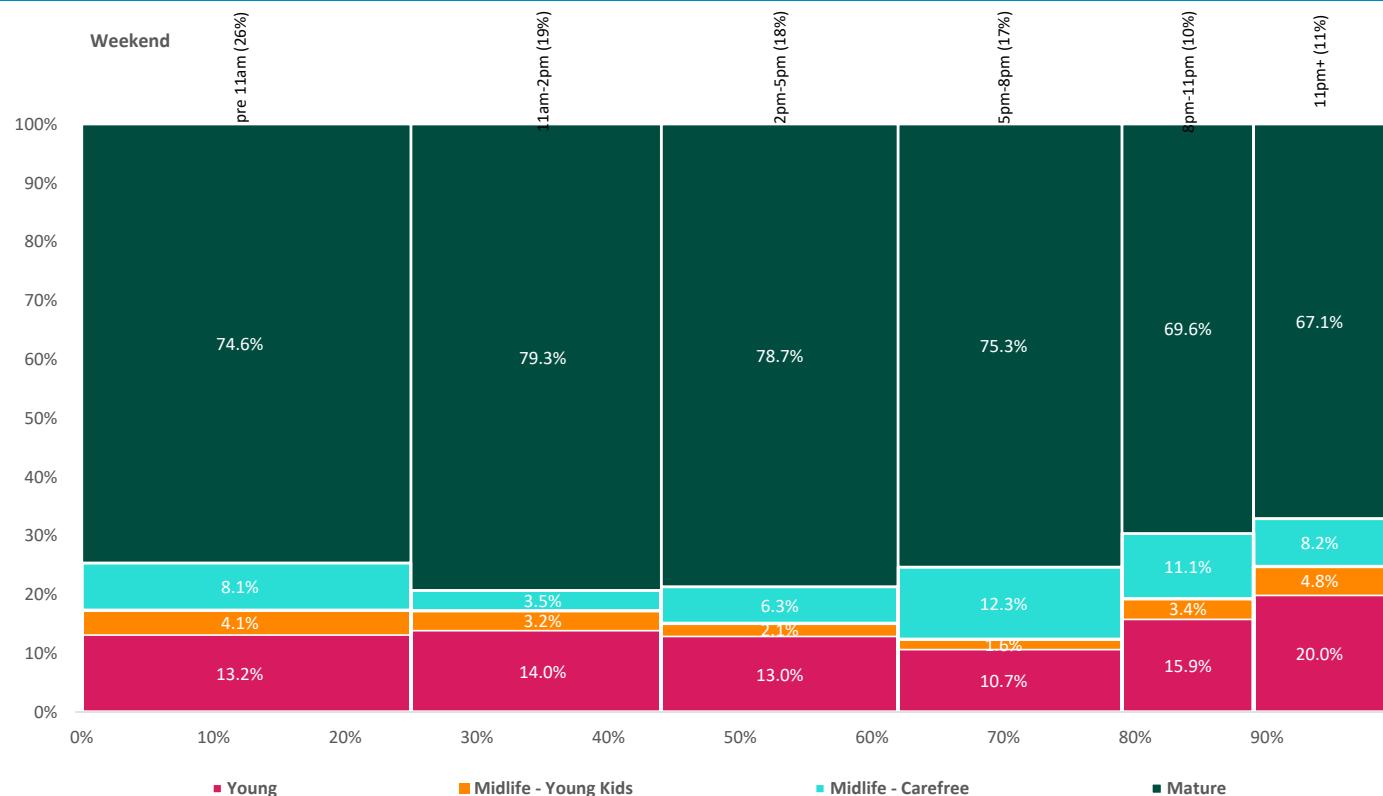
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

Polaris Summary - Fontygary Inn Rhoose

Polaris Segments

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

★ Pub Sites
N Catchment

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	16,512	0	0	95
Midlife - Young Kids	0	115	4,219	0	40	61
Midlife - Carefree	62	246	10,786	25	60	108
Mature	1,488	2,241	30,425	216	194	109
Not Private Households	0	0	954	0	0	116
Total	1,550	2,602	62,896			

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High

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	0	0	3,323	0	0	54
Medium	0	0	12,895	0	0	187
High	0	0	294	0	0	7
Midlife - Young Kids						
Low	0	0	3,697	0	0	107
Medium	0	115	522	0	102	19
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	3,017	0	0	114
Medium	6	162	3,944	5	87	88
High	56	84	3,825	81	72	137
Mature						
Low	20	257	6,967	9	72	81
Medium	1,345	1,739	14,817	554	427	150
High	123	245	8,641	53	63	92
Not Private Households	0	0	954	0	0	116
Total	1,550	2,602	62,896			

CGA Summary - Fontygary Inn Rhoose

★ Pub Sites

N 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
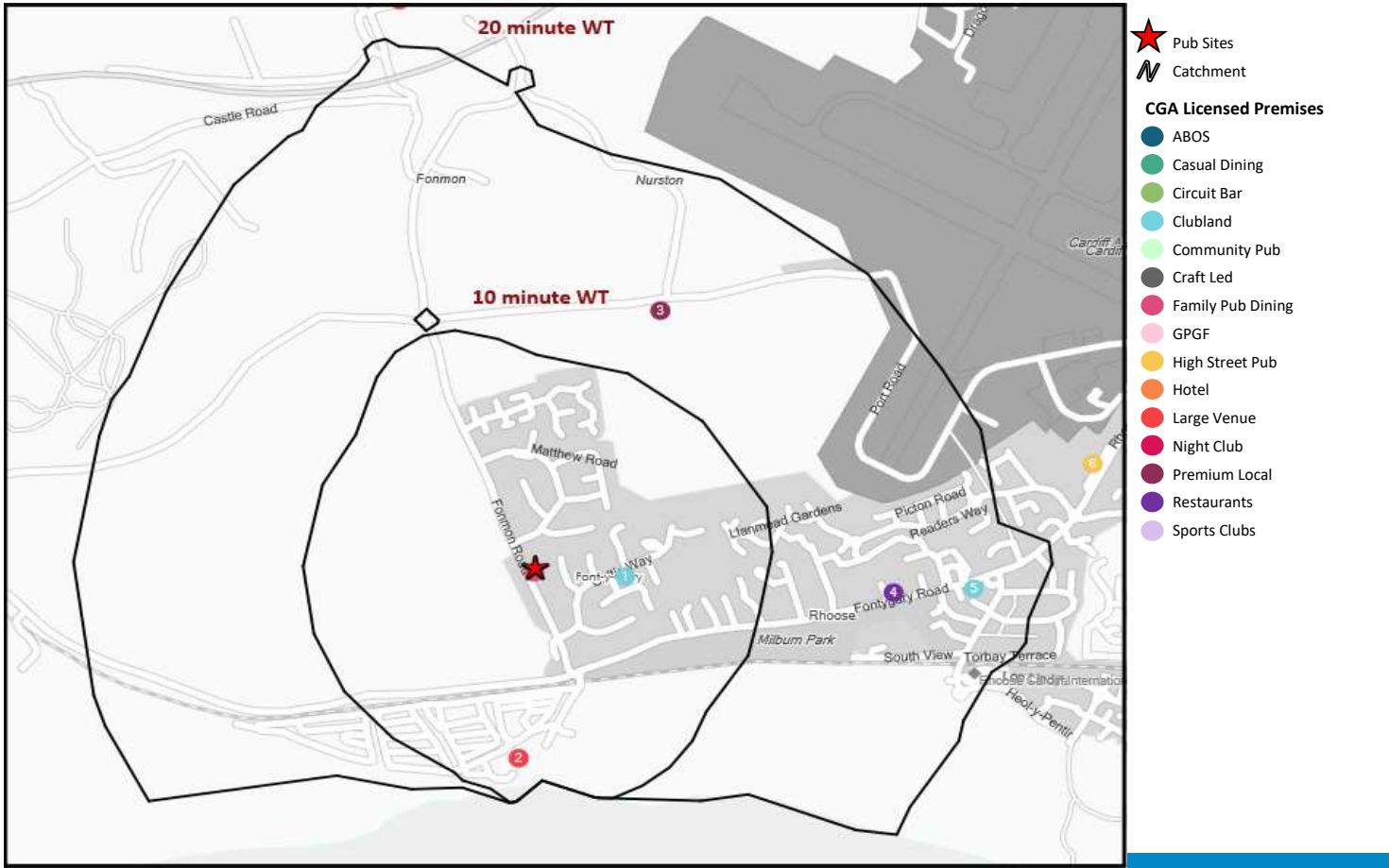
Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Fontygary Inn	CF62 3DZ	Star Pubs & Bars	Family Pub Dining	0.0
1	Rhoose Bowling Club	CF62 3FT	Independent Free	Clubland	0.1
2	Fontgary Holiday & Leisure Park	CF62 3ZT	Independent Free	Large Venue	0.3
3	Highwayman	CF62 3BH	Independent Free	Premium Local	0.5
4	Raj Kinara	CF62 3DS	Independent Free	Restaurants	0.6
5	Rhoose Sports & Social Club	CF62 3DR	Independent Free	Clubland	0.7
6	Cambrian Restaurant And Bar	CF62 3EQ	Independent Free	High Street Pub	0.9
7	Blue Anchor Inn	CF62 3DD	Independent Free	Family Pub Dining	1.0
8	Fonmon Castle	CF62 3ZN	Independent Free	Large Venue	1.0

Per Pub Analysis - Fontygary Inn Rhoose

	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+	1,550	2,602	62,896
Number of Competition Pubs	4	5	73
Adults 18+ per Competition Pub	388	520	862

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	13	0.8%	10
Circuit Bar	0	1	0.1%	2
Community Pub	0	387	24.9%	130
Craft Led	0	0	0.0%	0
Great Pub Great Food	0	324	20.9%	118
High Street Pub	0	400	25.8%	140
Premium Local	1	419	27.0%	164

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	47	1.8%	23
Circuit Bar	0	34	1.3%	32
Community Pub	0	631	24.2%	127
Craft Led	0	7	0.3%	7
Great Pub Great Food	0	481	18.5%	104
High Street Pub	0	626	24.0%	130
Premium Local	1	615	23.6%	143

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	3	3,517	5.6%	69
Circuit Bar	2	2,451	3.9%	96
Community Pub	3	12,219	19.4%	102
Craft Led	0	2,117	3.4%	97
Great Pub Great Food	2	10,744	17.1%	97
High Street Pub	6	12,094	19.2%	104
Premium Local	25	11,837	18.8%	114

Glossary

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
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.

	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	• Aids being part of the **group** • Helps me **look good** by **standing out** and making the **right impression** • **Energising** • **Discovering** new things • **Avoids bloating** • **Physical benefit**	• Helps me **look good**, and be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Being romantic**	• **Tastes good** and **looks good** • **Discovering** new things • **Supports connecting** with friends and family • **Enjoyable for longer**	• **Tastes great** • **Good quality** • Helps me **feel good** • **Enjoyable for longer**

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.

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