Catchment Summary - George & Dragon Abergele
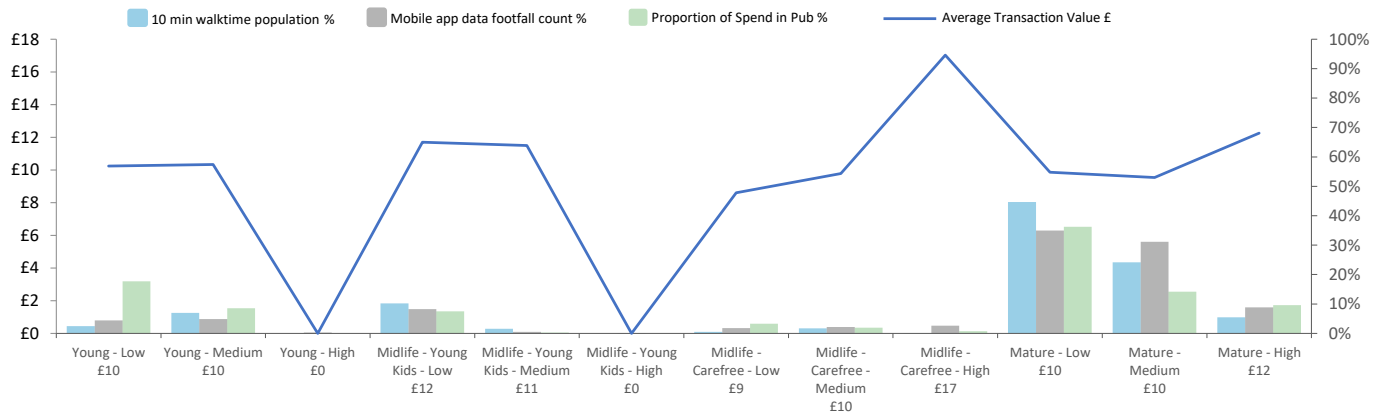
Ship To	Name	Postcode	Operator	Segment	Sparsity
627241	George & Dragon Abergele	LL22 7AF	Star Pubs & Bars	Premium Local	17
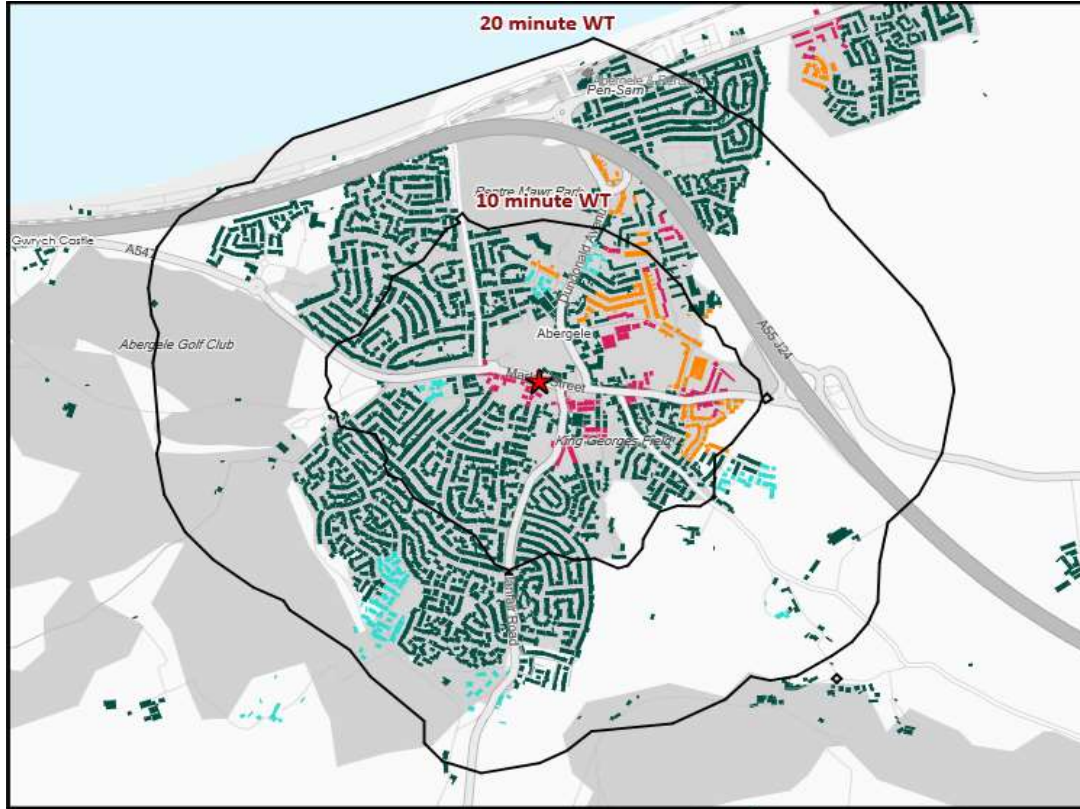
Legend:
- ★ Pub Sites
- Catchments

Polaris Segments
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

Polaris Plus Profile

Legend: 10 min walktime population %, Mobile app data footfall count %, Proportion of Spend in Pub %, Average Transaction Value £

X-axis categories: Young - Low £10, Young - Medium £10, Young - High £0, Midlife - Young Kids - Low £12, Midlife - Young Kids - Medium £11, Midlife - Young Kids - High £0, Midlife - Carefree - Low £9, Midlife - Carefree - Medium £10, Midlife - Carefree - High £17, Mature - Low £10, Mature - Medium £10, Mature - High £12

See the Glossary page for further information on the above variables

Catchment Summary - George & Dragon Abergele

star PUBS&BARS

*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	5,080	9,270	127,790	95	50	29
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	4,270	7,844	103,493	95	51	30
	Competition Pubs	9	10	157	50	28	38
	Adults 18+ per Competition Pub	474	784	659	55	91	77
	% Adults Likely to Drink	77.8%	78.6%	77.7%	102	103	102
Affluence	Low	57.9%	51.7%	47.8%	174	156	144
	Medium	34.5%	37.2%	38.8%	90	98	102
	High	5.6%	9.4%	11.8%	20	35	43
*Affluence does not include Not Private Households							
Age Profile	18-24	303	529	7,842	73	70	75
	25-34	515	856	13,468	76	69	79
	35-44	428	771	13,535	64	63	80
	45-64	1,217	2,319	34,214	93	97	104
	65+	1,807	3,369	34,434	185	189	140
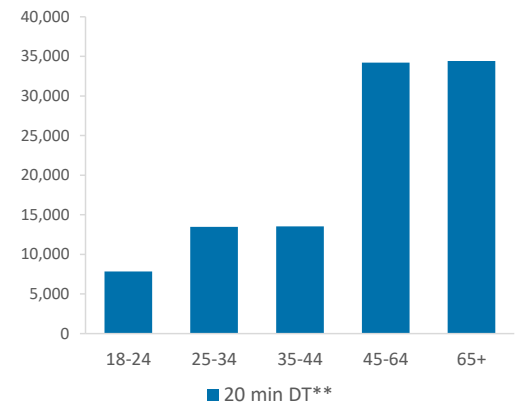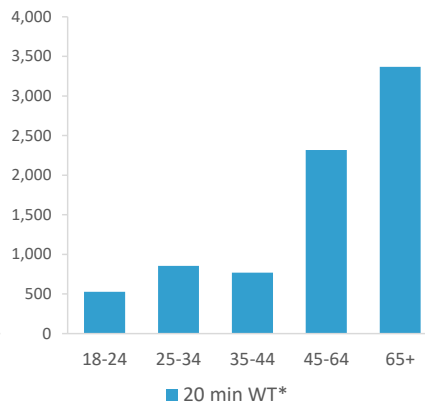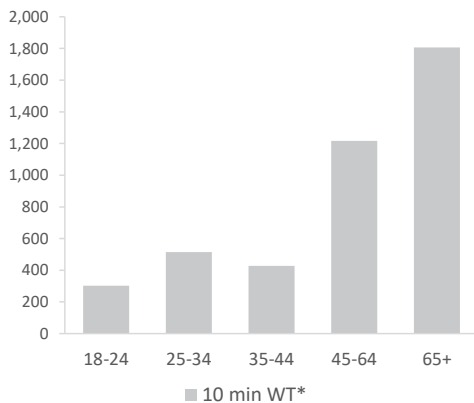
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,337 (46%)	4,363 (47%)	61,487 (48%)	94	96	98
	Female	2,743 (54%)	4,907 (53%)	66,303 (52%)	106	104	102
Economic Status (16+)	Employed: Full-time	1,152 (27%)	2,021 (25%)	30,025 (28%)	77	73	82
	Employed: Part-time	501 (12%)	894 (11%)	12,844 (12%)	97	94	102
	Self employed	281 (6%)	514 (6%)	8,847 (8%)	70	70	90
	Unemployed	84 (2%)	190 (2%)	2,868 (3%)	70	86	98
	Full-time student	49 (1%)	91 (1%)	1,671 (2%)	47	48	66
	Retired	1,621 (37%)	3,039 (38%)	31,858 (30%)	171	174	137
	Other	655 (15%)	1,244 (16%)	18,314 (17%)	87	89	99
	Total Worker Count	2,026	3,135	62,586			

Legend:
- Over GB Average
- Around GB Average
- Under GB Average
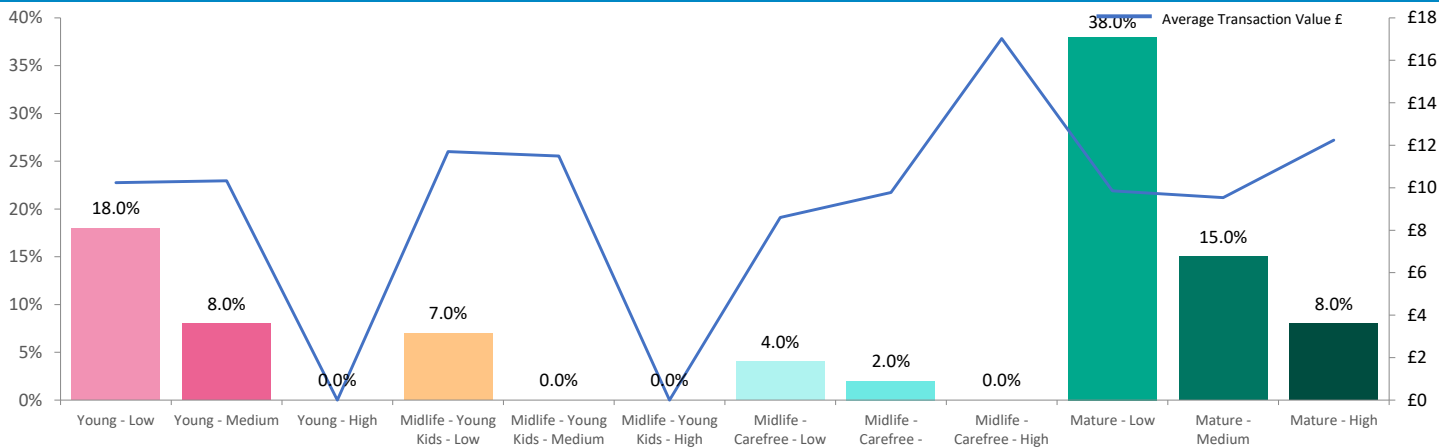
See the Glossary page for further information on the above variables

Transactional Data Summary - George & Dragon Abergele

star PUBS & BARS

## Spend by Polaris Plus

GB %

Polaris Plus Segment	Percentage
Young - Low	17.7%
Young - Medium	8.5%
Young - High	0.0%
Midlife - Young Kids - Low	7.5%
Midlife - Young Kids - Medium	0.3%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	3.3%
Midlife - Carefree - Medium	1.9%
Midlife - Carefree - High	0.8%
Mature - Low	36.3%
Mature - Medium	14.2%
Mature - High	9.6%

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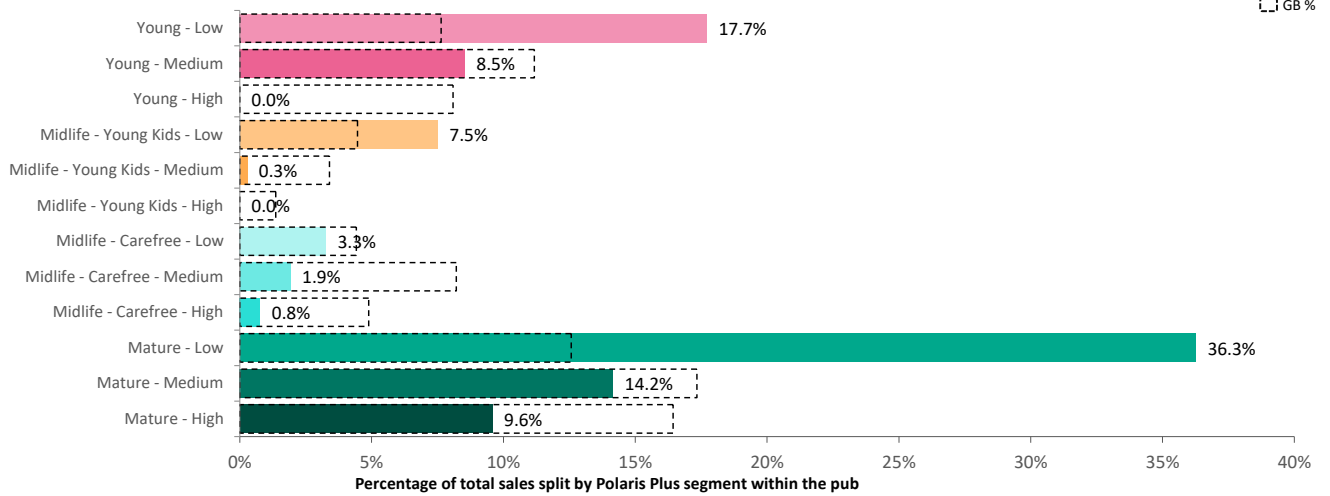
% of Transactions and Average Transaction Values (£) by Polaris Plus

Average Transaction Value £

Polaris Plus Segment	Percentage
Young - Low	18.0%
Young - Medium	8.0%
Young - High	0.0%
Midlife - Young Kids - Low	7.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	4.0%
Midlife - Carefree - Medium	2.0%
Midlife - Carefree - High	0.0%
Mature - Low	38.0%
Mature - Medium	15.0%
Mature - High	8.0%

Average transaction value of sales (£) within the pub split by Polaris Plus
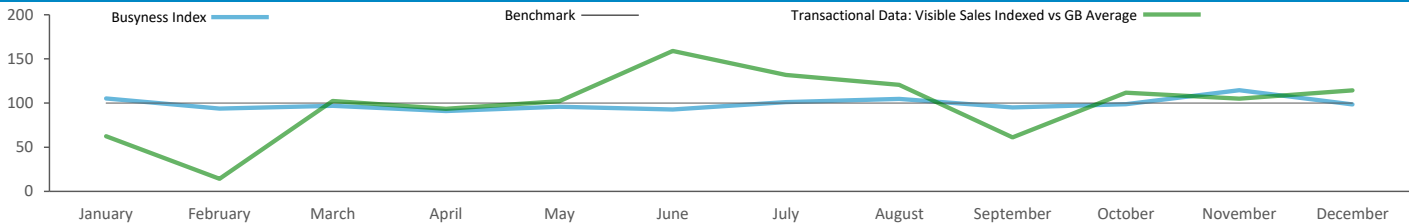
Spend by Month and Polaris
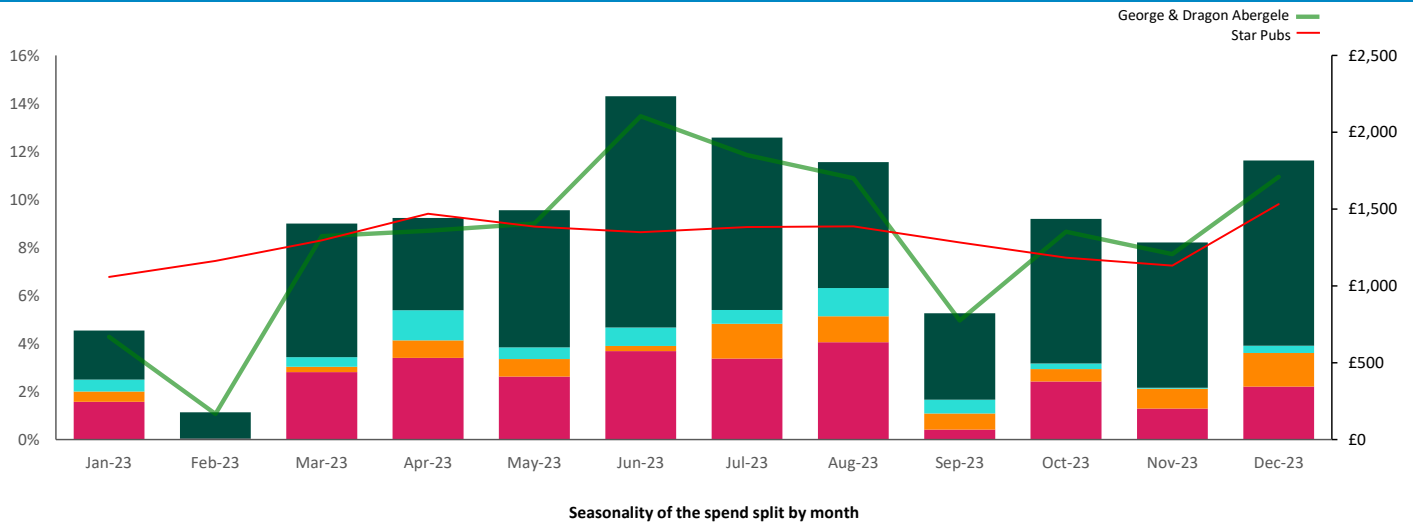
George & Dragon Abergele
Star Pubs

Seasonality of the spend split by month

Mobile Data Summary - George & Dragon Abergele
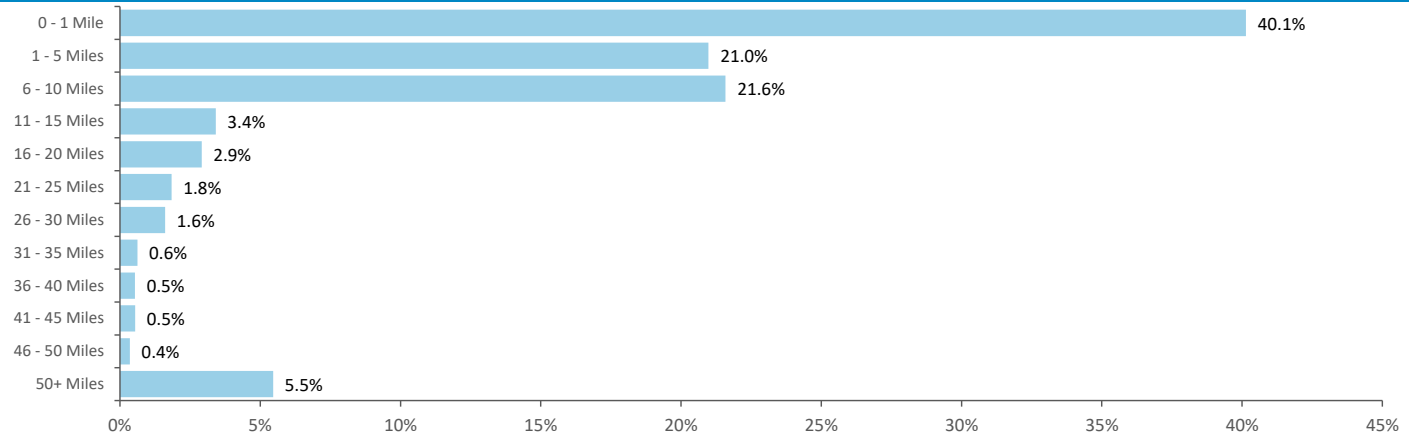
star
PUBS&BARS

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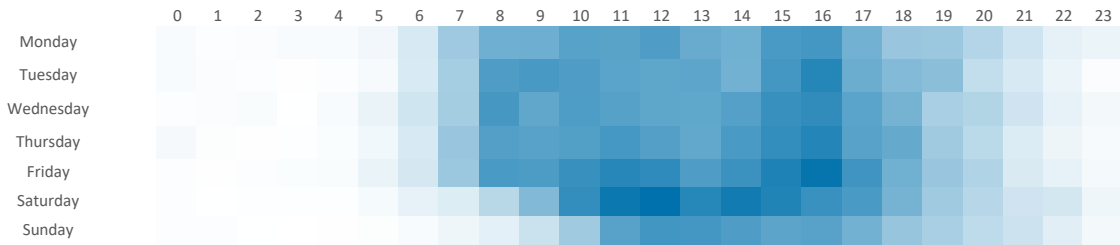
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

Distance	Percentage
0 - 1 Mile	40.1%
1 - 5 Miles	21.0%
6 - 10 Miles	21.6%
11 - 15 Miles	3.4%
16 - 20 Miles	2.9%
21 - 25 Miles	1.8%
26 - 30 Miles	1.6%
31 - 35 Miles	0.6%
36 - 40 Miles	0.5%
41 - 45 Miles	0.5%
46 - 50 Miles	0.4%
50+ Miles	5.5%

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

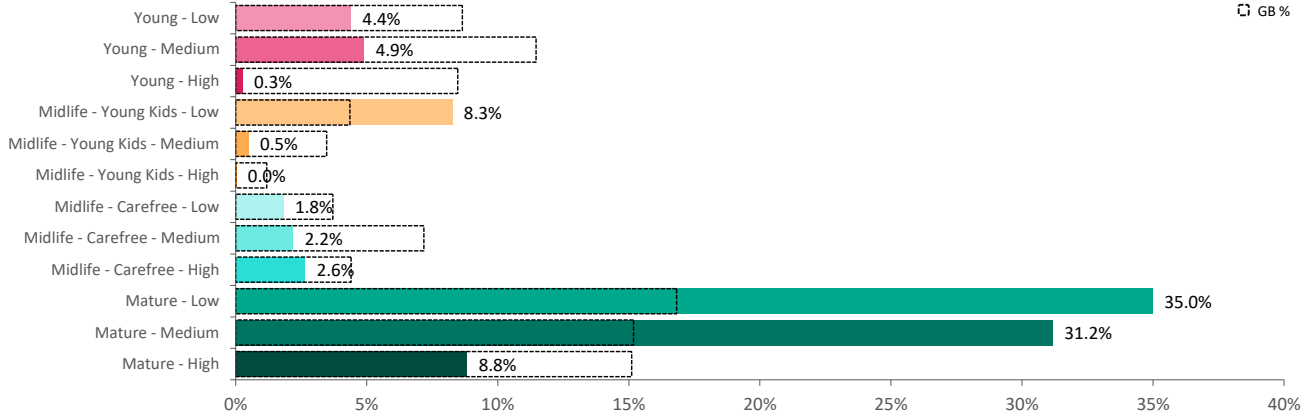## Audience Classification by Polaris Plus

Base: GB

Audience	Percentage
Resident	48.1%
Worker	9.4%
Tourist	12.2%
Local Tourist	30.3%
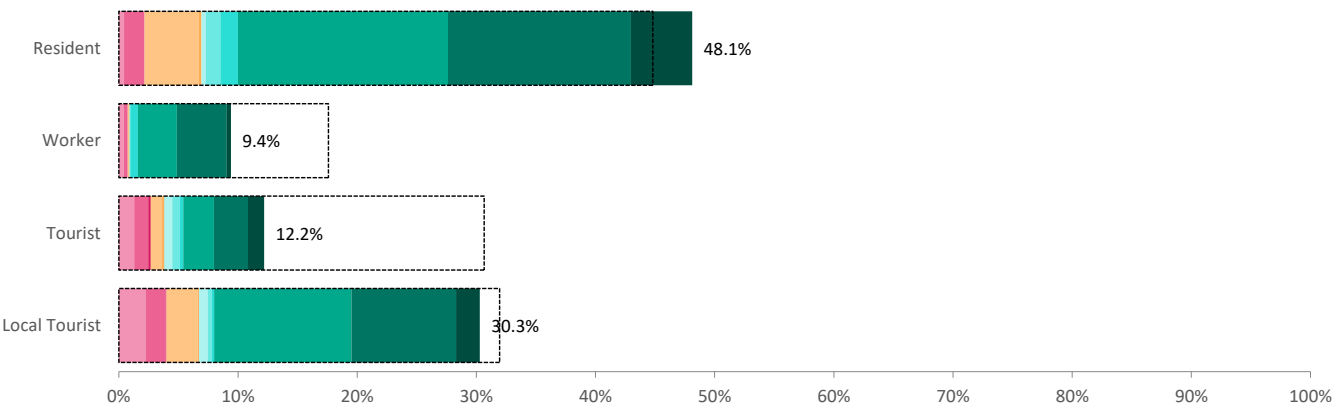
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification
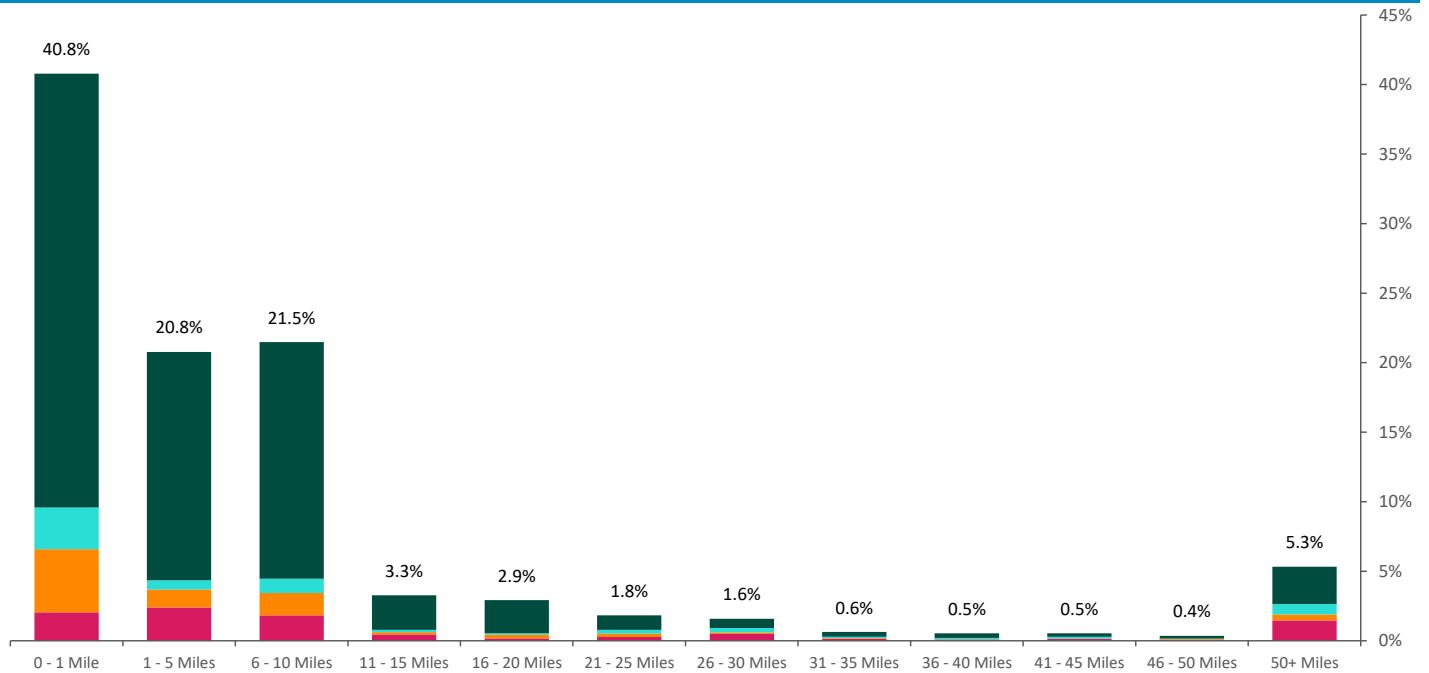
Mobile Data Summary - George & Dragon Abergele

★ star
PUBS & BARS

Polaris Plus Profile

⌑ GB %

Category	Value
Young - Low	4.4%
Young - Medium	4.9%
Young - High	0.3%
Midlife - Young Kids - Low	8.3%
Midlife - Young Kids - Medium	0.5%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	1.8%
Midlife - Carefree - Medium	2.2%
Midlife - Carefree - High	2.6%
Mature - Low	35.0%
Mature - Medium	31.2%
Mature - High	8.8%

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	Value
0 - 1 Mile	40.8%
1 - 5 Miles	20.8%
6 - 10 Miles	21.5%
11 - 15 Miles	3.3%
16 - 20 Miles	2.9%
21 - 25 Miles	1.8%
26 - 30 Miles	1.6%
31 - 35 Miles	0.6%
36 - 40 Miles	0.5%
41 - 45 Miles	0.5%
46 - 50 Miles	0.4%
50+ Miles	5.3%

Illustrates how far those seen within 60m of the pub have travelled from their home location to get there
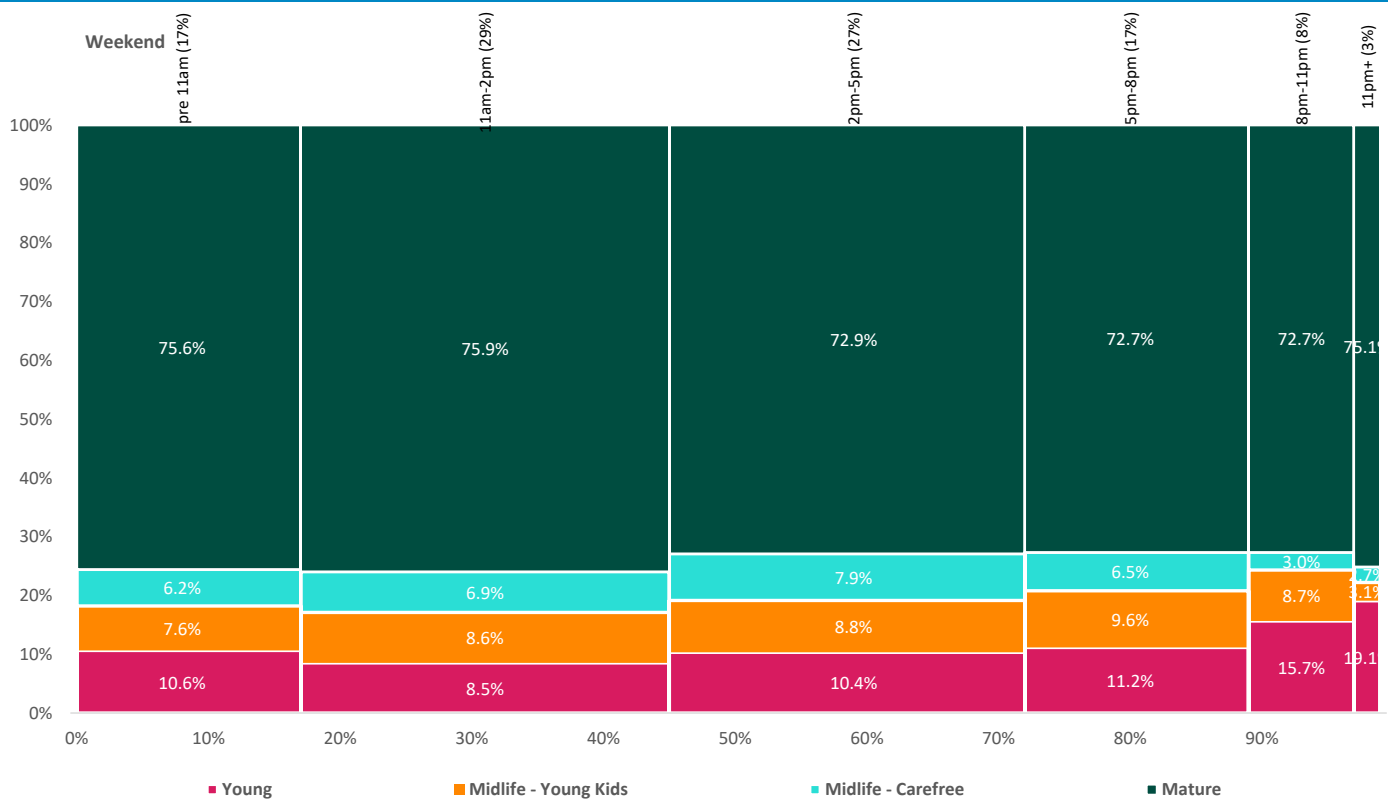
Mobile Data Summary - George & Dragon Abergele

star
PUBS&BARS

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

Weekday

Time period	pre 11am (29%)	11am-2pm (21%)	2pm-5pm (24%)	5pm-8pm (17%)	8pm-11pm (6%)	11pm+ (3%)
Mature	77.5%	73.3%	73.7%	75.8%	73.6%	78.9
Midlife - Carefree	6.1%	7.0%	8.6%	5.5%	4.1%	
Midlife - Young Kids	6.7%	8.0%	9.0%	9.6%	7.6%	1.7%
Young	9.8%	11.8%	8.7%	9.2%	14.7%	15.6

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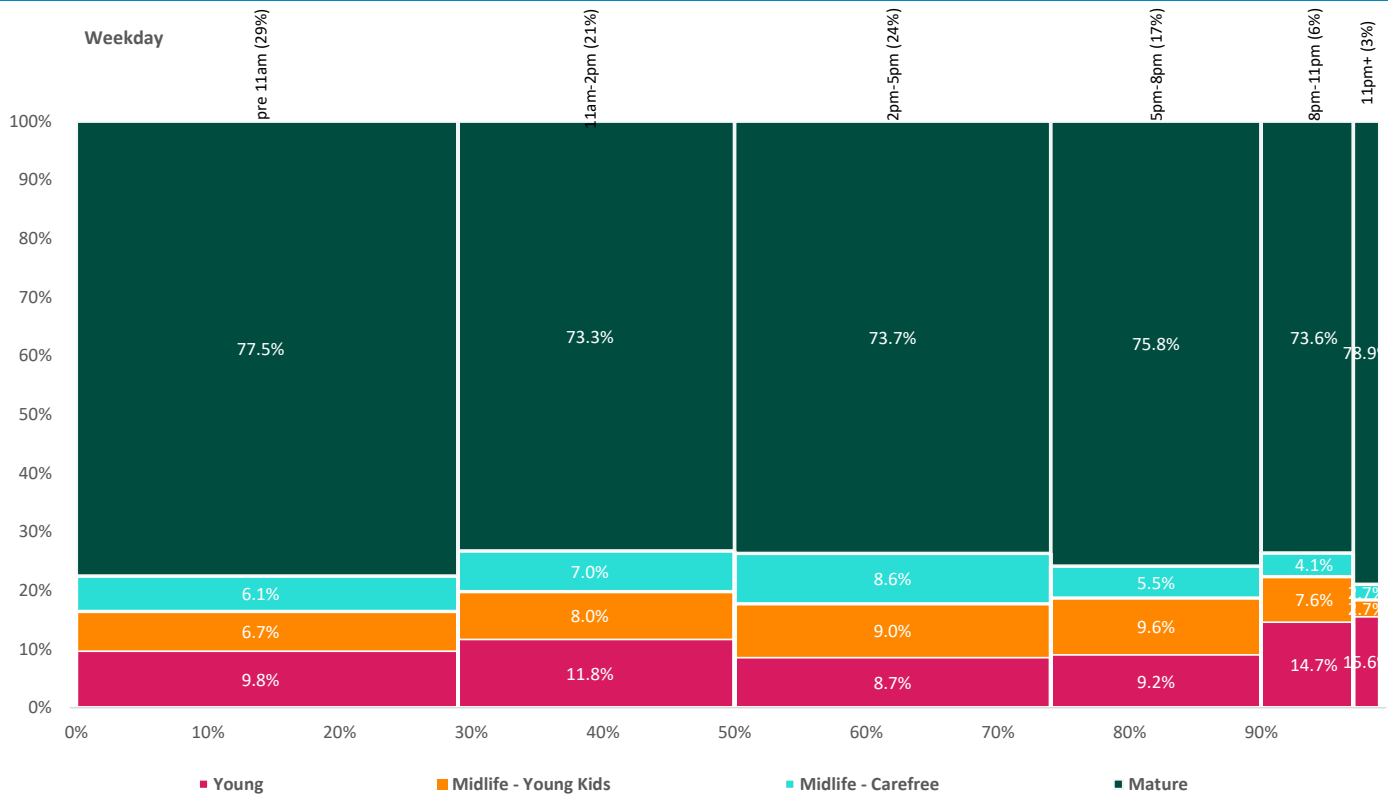
Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

Time period	pre 11am (17%)	11am-2pm (29%)	2pm-5pm (27%)	5pm-8pm (17%)	8pm-11pm (8%)	11pm+ (3%)
Mature	75.6%	75.9%	72.9%	72.7%	72.7%	75.1
Midlife - Carefree	6.2%	6.9%	7.9%	6.5%	3.0%	
Midlife - Young Kids	7.6%	8.6%	8.8%	9.6%	8.7%	
Young	10.6%	8.5%	10.4%	11.2%	15.7%	19.1

■ 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 - George & Dragon Abergele

★ star PUBS & BARS
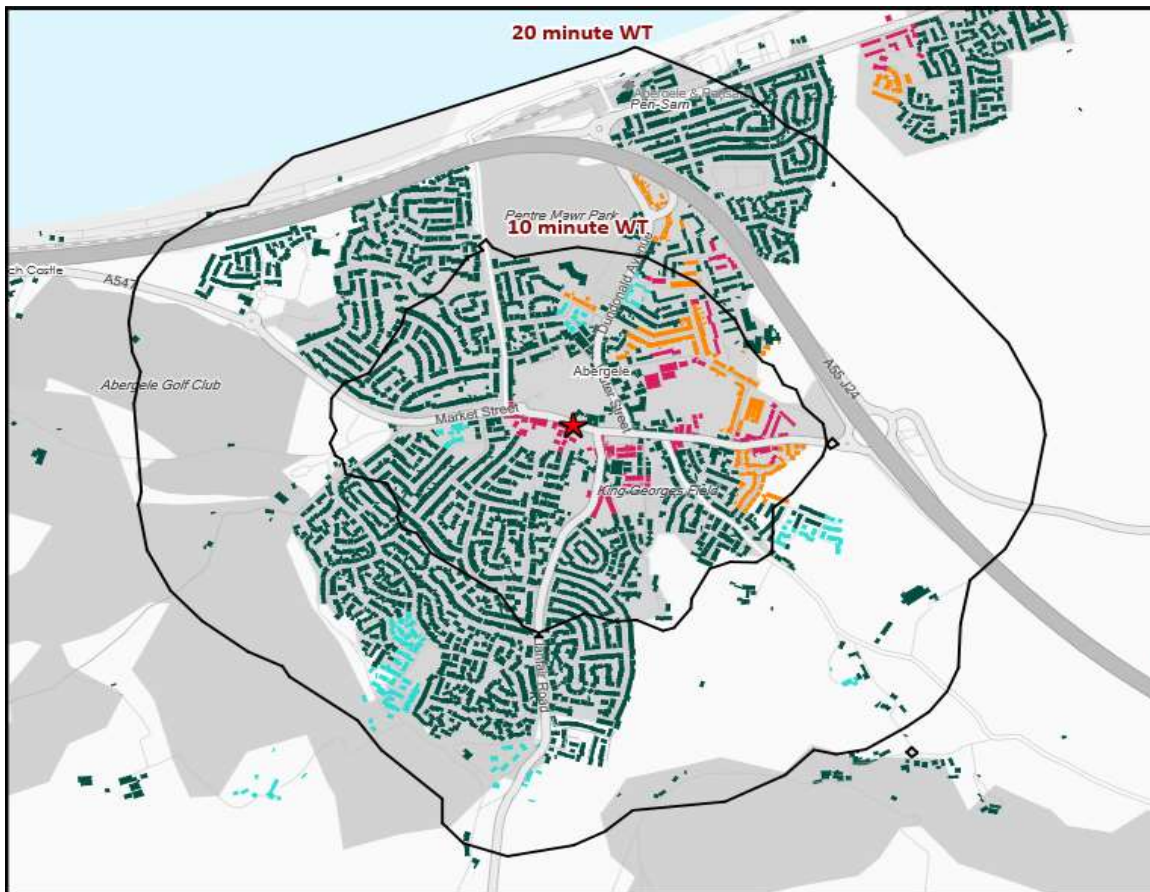
Legend:
- ★ Pub Sites
- N Catchment

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	403	445	12,292	34	21	43
Midlife - Young Kids	504	528	8,640	108	62	76
Midlife - Carefree	100	219	8,603	15	18	53
Mature	3,174	6,524	72,318	167	187	157
Not Private Households	89	128	1,640	159	124	121
Total	4,270	7,844	103,493			

Polaris Plus Summary - George & Dragon Abergele

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High
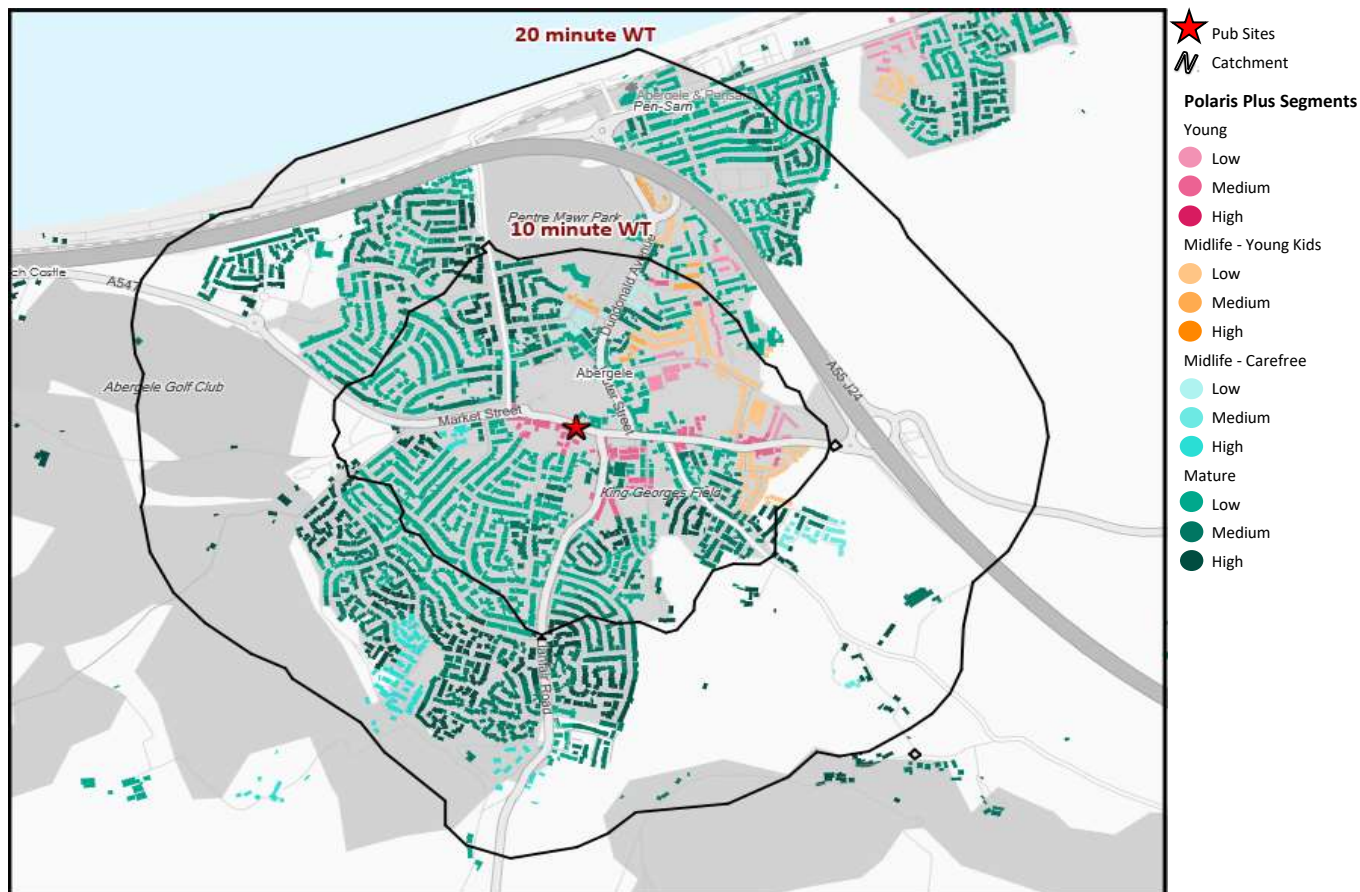
Polaris Plus Profile by Catchment

*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	106	148	5,476	25	19	54
Medium	297	297	6,678	63	34	59
High	0	0	138	0	0	2
Midlife - Young Kids						
Low	437	437	8,094	187	102	143
Medium	67	91	546	36	27	12
High	0	0	0	0	0	0
Midlife - Carefree						
Low	23	23	4,356	13	7	100
Medium	75	75	2,671	25	13	36
High	2	121	1,576	1	35	34
Mature						
Low	1,906	3,448	31,593	325	320	222
Medium	1,033	2,456	30,261	154	200	187
High	235	620	10,464	37	53	67
Not Private Households	89	128	1,640	159	124	121
Total	4,270	7,844	103,493			

CGA Summary - George & Dragon Abergele

Legend:
- ⭐ 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
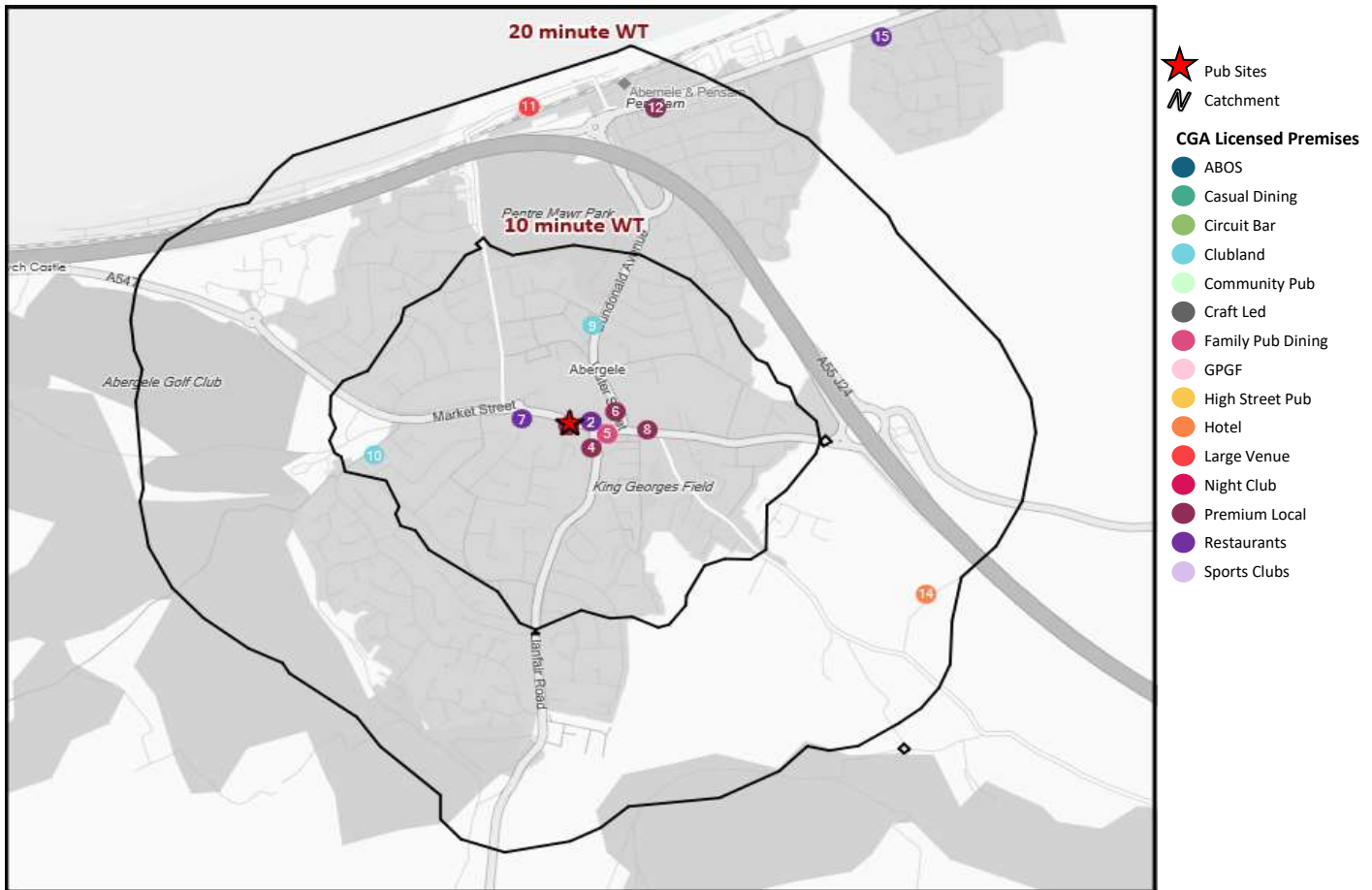
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Harp Hotel	LL22 7AF	Punch Pub Company	Premium Local	0.0
0	George & Dragon	LL22 7AF	Star Pubs & Bars	Premium Local	0.0
2	Hoptimist	LL22 7AA	Independent Free	Premium Local	0.0
2	Sakura	LL22 7AA	Independent Free	Restaurants	0.0
4	Bull Hotel	LL22 7AW	JW Lees	Premium Local	0.1
5	Gwindy	LL22 7AG	Admiral Taverns Ltd	Family Pub Dining	0.1
6	Castle Hotel	LL22 7SH	JW Lees	Premium Local	0.1
7	Abergele Grill	LL22 7BP	Independent Free	Restaurants	0.1
8	Pen Y Bont Inn	LL22 7HA	Independent Free	Premium Local	0.2
9	Abergele Rugby Club	LL22 7SP	Independent Free	Clubland	0.2
10	Abergelepensarn Golf Club	LL22 7DP	Independent Free	Clubland	0.4
11	Castle Cove Caravan Park	LL22 7PP	Independent Free	Large Venue	0.7
12	Trevs Food Glorious Food	LL22 7PR	Independent Free	Restaurants	0.7
12	Yacht	LL22 7PR	Punch Pub Company	Premium Local	0.7
14	Kinmel Manor Hotel	LL22 9AS	Independent Free	Hotel	0.8
15	Bj Cafe & Restaurant	LL22 9YP	Independent Free	Restaurants	1.0

Per Pub Analysis - George & Dragon Abergele

star PUBS&BARS

*WT= Walktime, **DT= Drivetime

Over GB Average	(green)
Around GB Average	(grey)
Under GB Average	(red)
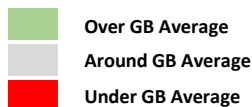
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,270	7,844	103,493
Number of Competition Pubs	9	10	157
Adults 18+ per Competition Pub	474	784	659

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	90	2.1%	26
Circuit Bar	0	195	4.6%	113
Community Pub	0	1,557	36.5%	191
Craft Led	0	52	1.2%	35
Great Pub Great Food	0	355	8.3%	47
High Street Pub	0	1,338	31.3%	170
Premium Local	6	495	11.6%	70

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	134	1.7%	21
Circuit Bar	0	317	4.0%	100
Community Pub	0	2,768	35.3%	185
Craft Led	0	56	0.7%	21
Great Pub Great Food	0	855	10.9%	62
High Street Pub	0	2,374	30.3%	164
Premium Local	7	1,114	14.2%	86

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	1	2,650	2.6%	32
Circuit Bar	17	3,824	3.7%	91
Community Pub	8	31,281	30.2%	158
Craft Led	0	1,298	1.3%	36
Great Pub Great Food	9	12,511	12.1%	68
High Street Pub	12	27,843	26.9%	146
Premium Local	46	15,419	14.9%	90

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