

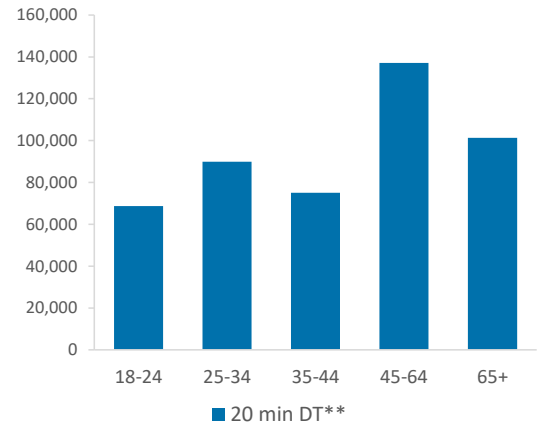
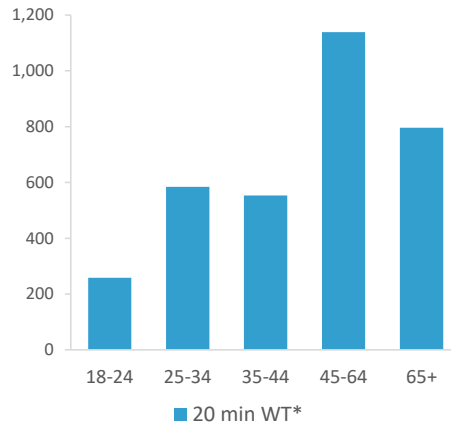
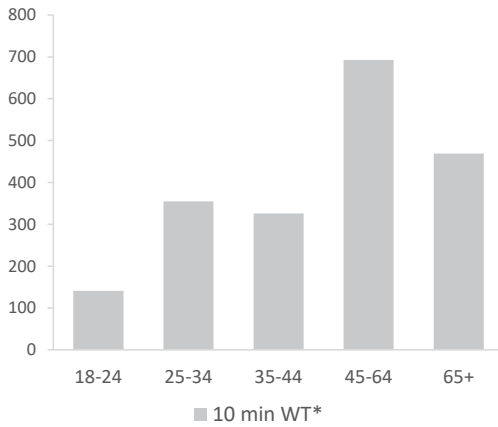
Catchment Summary - Taffs Well Inn Cardiff

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

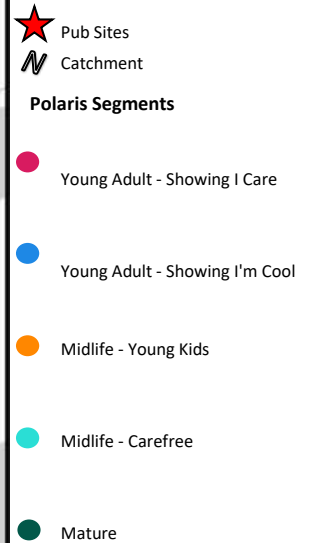
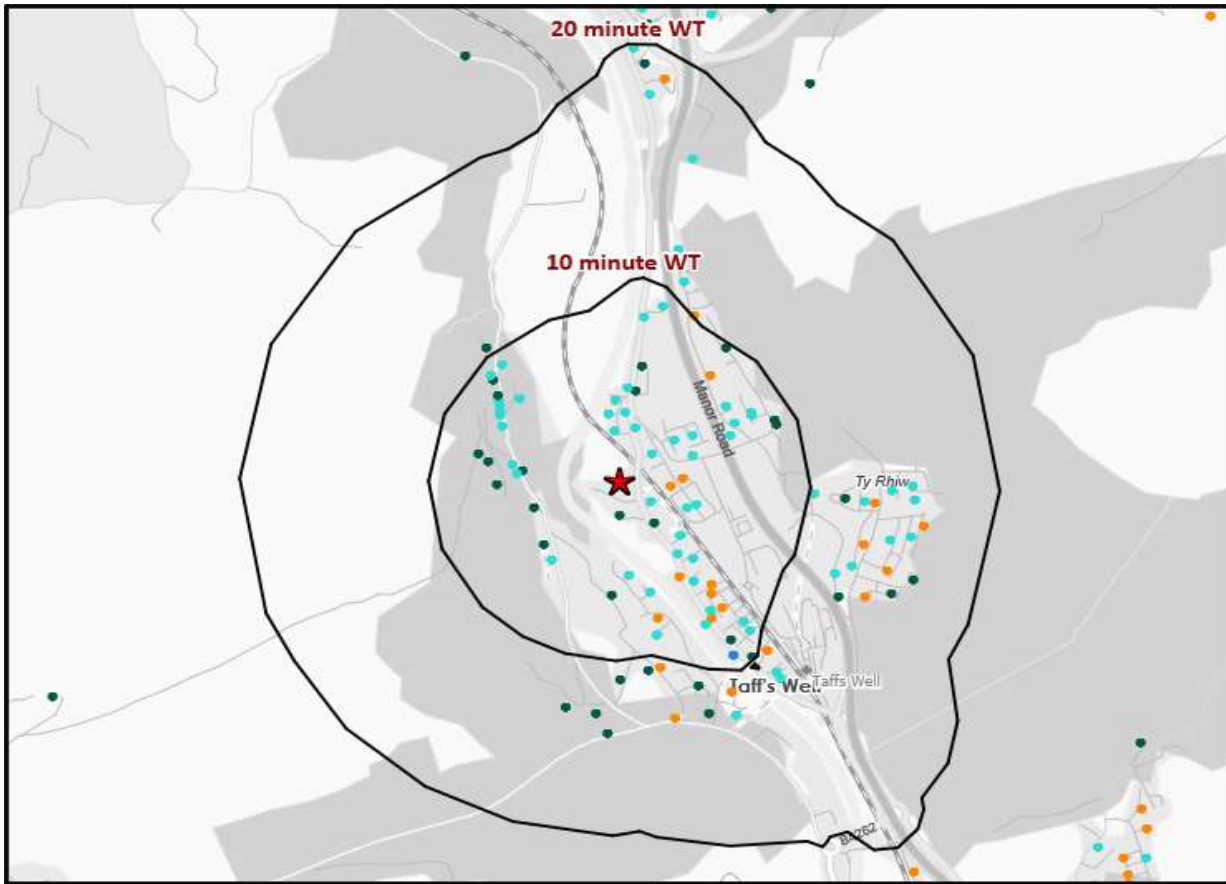
*WT= Walktime, **DT= Drivetime

	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	2,433	4,123	594,189	46	28	157	
<small>Population & Adults 18+ index is based on all pubs</small>							
Adults 18+	1,984	3,330	472,031	46	19	158	
Competition Pubs	3	6	521	20	19	144	
Adults 18+ per Competition Pub	661	555	906	80	67	110	
% Adults Likely to Drink	85.4%	84.5%	83.2%	104	103	101	
Affluence	Low	1.6%	3.0%	20.9%	6	12	82
	Medium	34.0%	43.7%	44.3%	86	111	113
	High	64.4%	52.8%	33.8%	192	157	101
<small>*Affluence does not include Not Private Households</small>							
Age Profile	18-24	141	258	68,651	71	77	142
	25-34	355	584	89,901	110	107	114
	35-44	326	553	75,009	104	104	98
	45-64	693	1,139	137,176	111	108	90
	65+	469	796	101,294	101	101	89



	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	1,228 (50%)	2,067 (50%)	293,745 (49%)	102	101	100
	Female	1,205 (50%)	2,056 (50%)	300,444 (51%)	98	99	100
Economic Status (16-74)	Employed: Full-time	856 (47%)	1,389 (45%)	173,812 (40%)	114	109	95
	Employed: Part-time	251 (14%)	425 (14%)	54,622 (12%)	107	107	96
	Self employed	177 (10%)	273 (9%)	31,241 (7%)	103	93	75
	Unemployed	24 (1%)	49 (2%)	10,793 (2%)	56	67	104
	Retired	252 (14%)	462 (15%)	55,949 (13%)	101	109	93
	Other	248 (14%)	470 (15%)	111,397 (25%)	70	78	129
Total Worker Count	1,685	2,875	292,871				

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	0	0	67,997	0	0	161
Young Adult - Showing I'm Cool	32	32	34,136	18	10	79
Midlife - Young Kids	421	935	155,339	68	89	105
Midlife - Carefree	957	1,460	106,952	229	208	108
Mature	574	885	103,046	103	95	78
Not Private Households	0	18	4,561	0	38	67
Total	1,984	3,330	472,031			

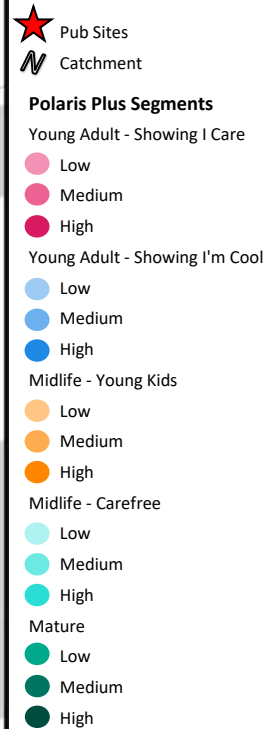
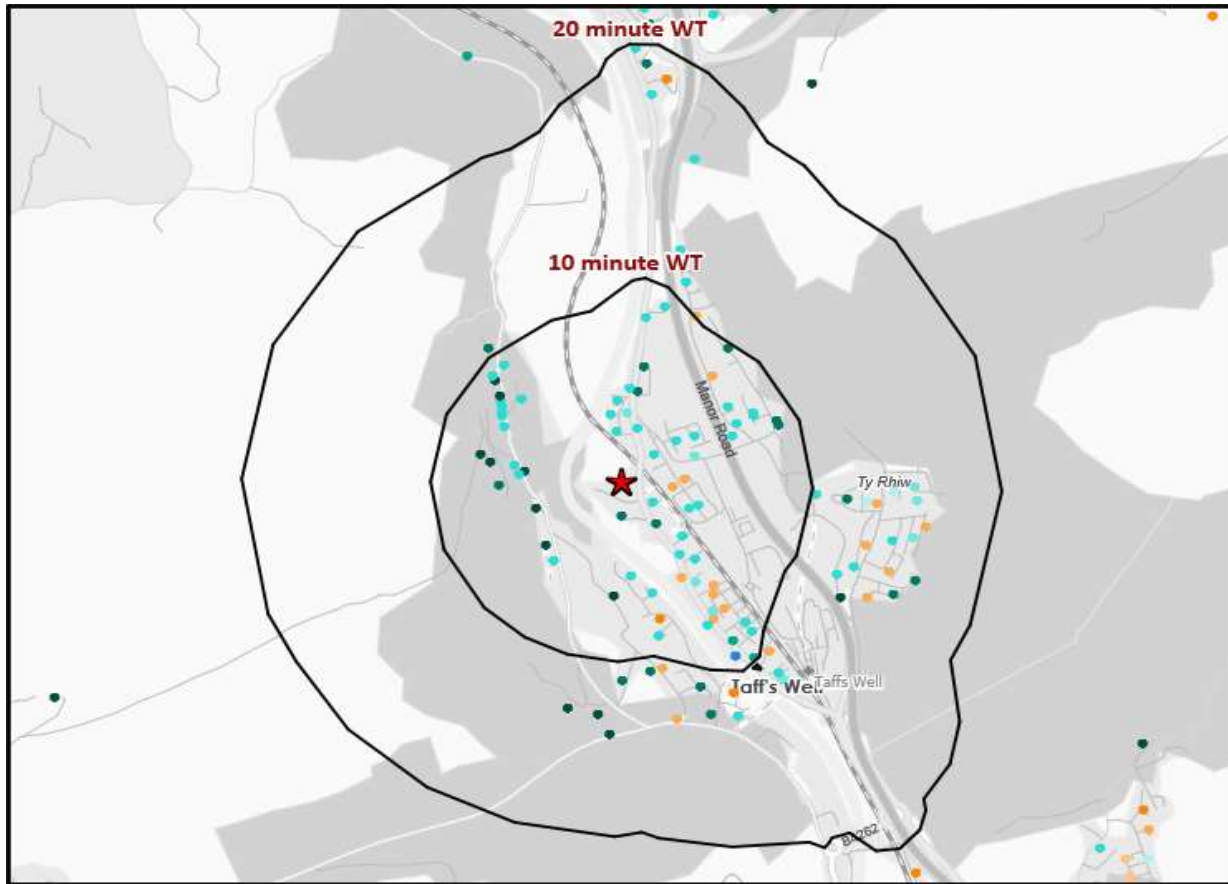
Polaris Summary - Taffs Well Inn Cardiff



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★ Pub Sites



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	22,158	0	0	112
Medium	0	0	21,165	0	0	329
High	0	0	24,674	0	0	155
Young Adult - Showing I'm Cool						
Low	0	0	89	0	0	2
Medium	0	0	12,009	0	0	69
High	32	32	22,038	36	21	104
Midlife - Young Kids						
Low	0	0	37,197	0	0	71
Medium	280	678	86,033	95	136	122
High	141	257	32,109	132	143	126
Midlife - Carefree						
Low	0	69	14,240	0	61	89
Medium	51	165	40,608	38	74	128
High	906	1,226	52,104	418	337	101
Mature						
Low	31	31	25,097	26	16	90
Medium	344	612	49,477	137	145	83
High	199	242	28,472	107	77	64
Not Private Households	0	18	4,561	0	38	67

Polaris Summary - Taffs Well Inn Cardiff



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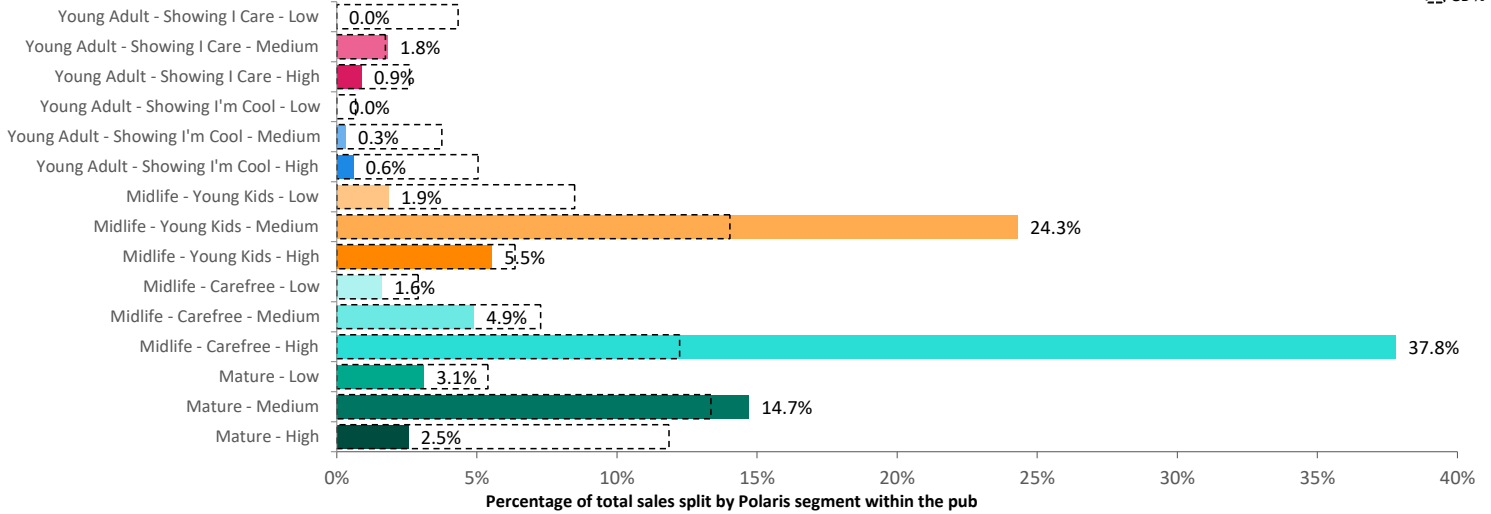


★ Pub Sites

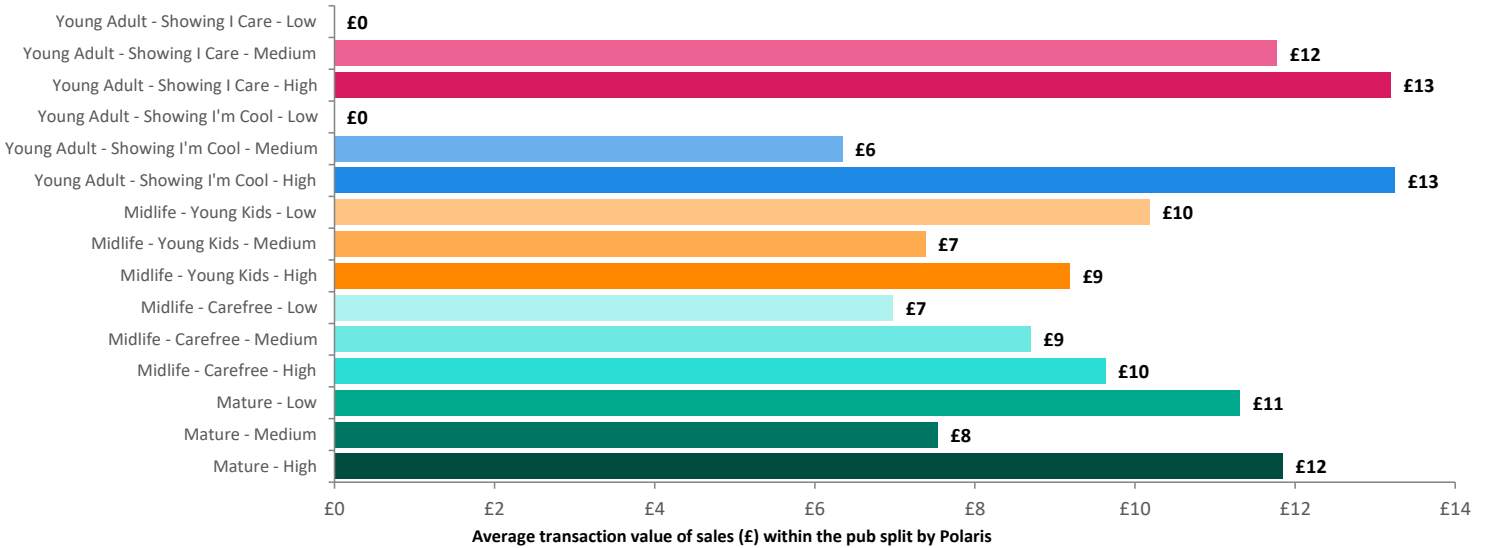
Total 1,984 3,330 472,031

Spend by Polaris

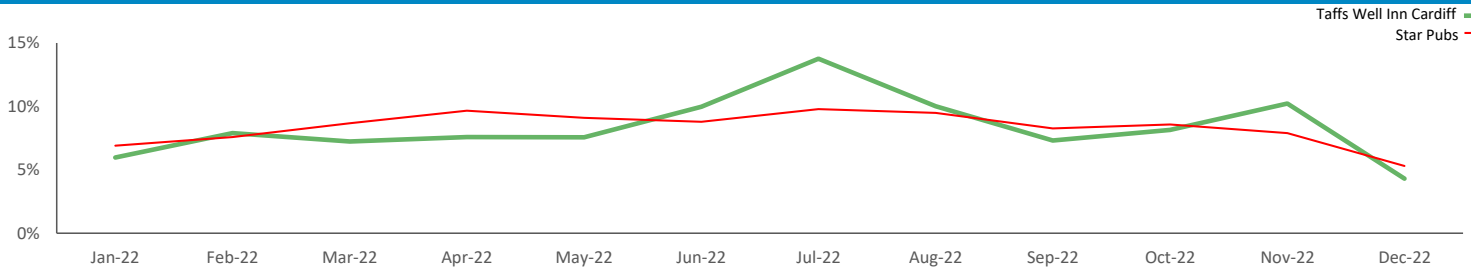
GB %



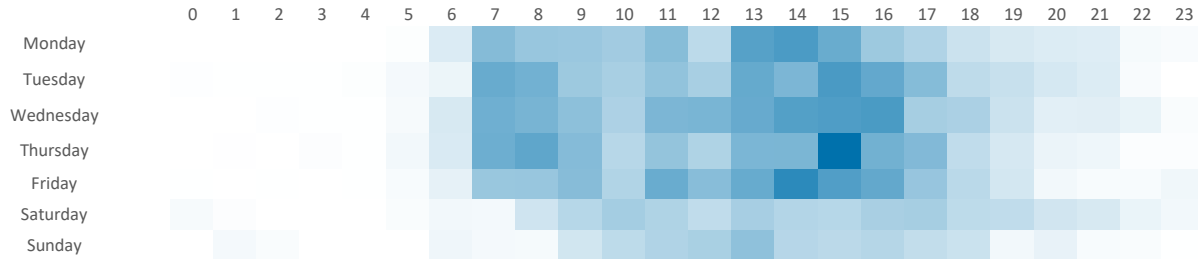
Average Transaction Values (£) by Polaris



Spend by Month

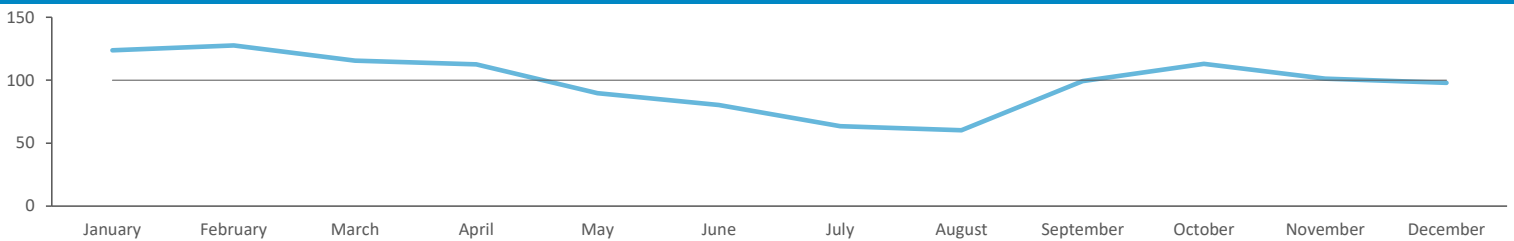


Time of Day/Day of Week



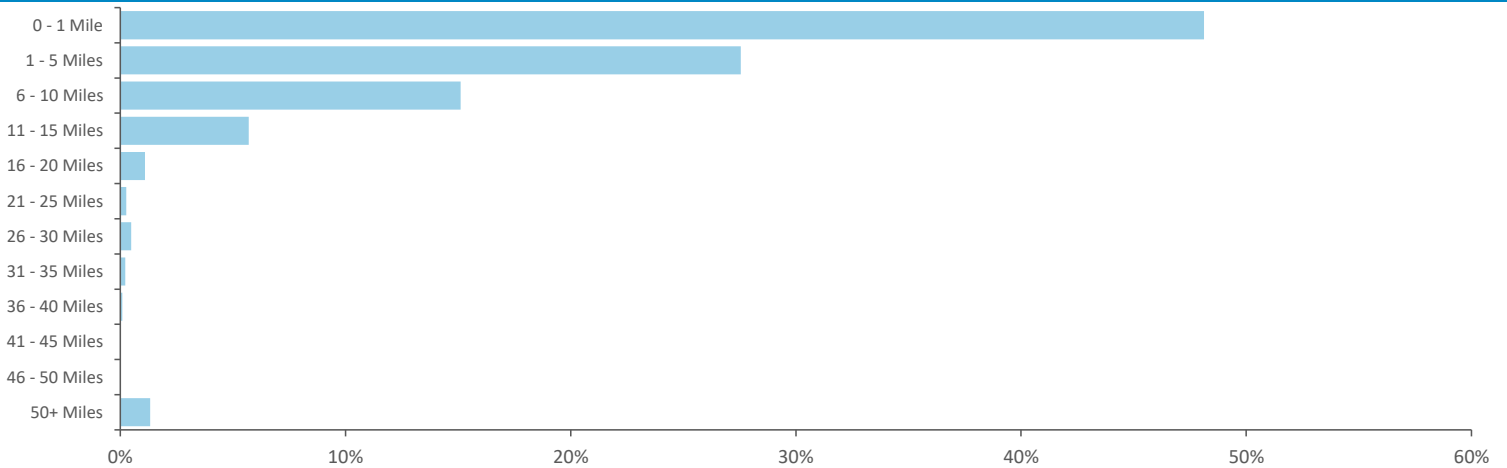
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



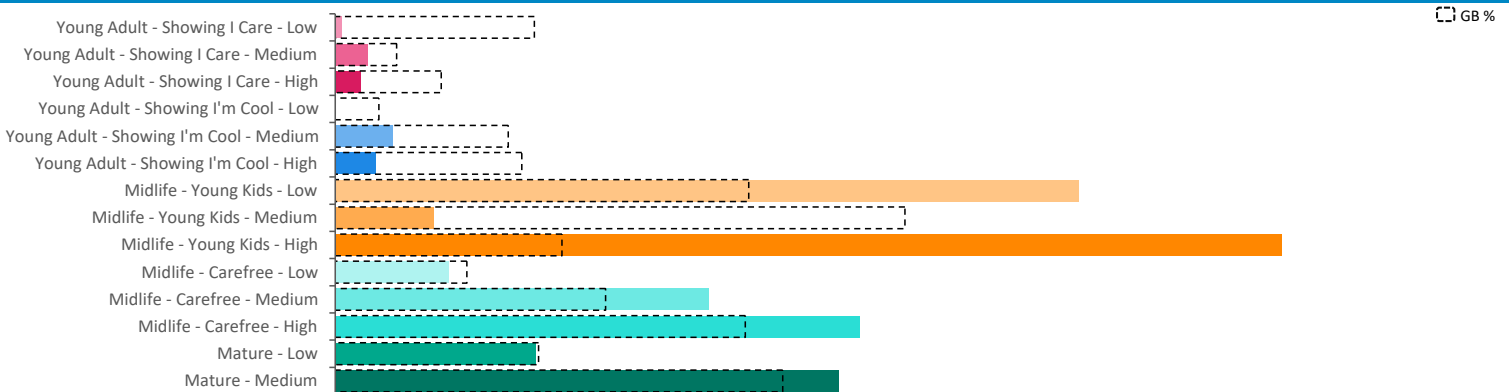
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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

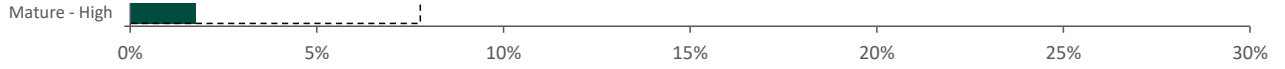


Mobile Data Summary - Taffs Well Inn Cardiff



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Time of Day/Day of Week



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	Taffs Well Inn	CF15 7PR	Star Pubs & Bars	Premium Local	0.0
2	Fagins Ale & Chop House	CF15 7QD	Independent Free	GPGF	0.1
3	Taffs Well Football Club	CF15 7PW	Independent Free	Sports Clubs	0.1
4	Taffs Well Rugby Club	CF15 7JD	Independent Free	Sports Clubs	0.2
5	Gwaelod Y Garth Inn	CF15 9HH	Independent Free	ABOS	0.2
6	Swan Inn	CF15 7QE	Admiral Taverns Ltd	Premium Local	0.2
7	Taffs Well Ex-Servicemens Social Club	CF15 7RZ	Independent Free	Clubland	0.5
8	Castlecoch Golf Club	CF15 7JQ	Independent Free	Sports Clubs	1.2