

Catchment Summary - Ponthir House Newport

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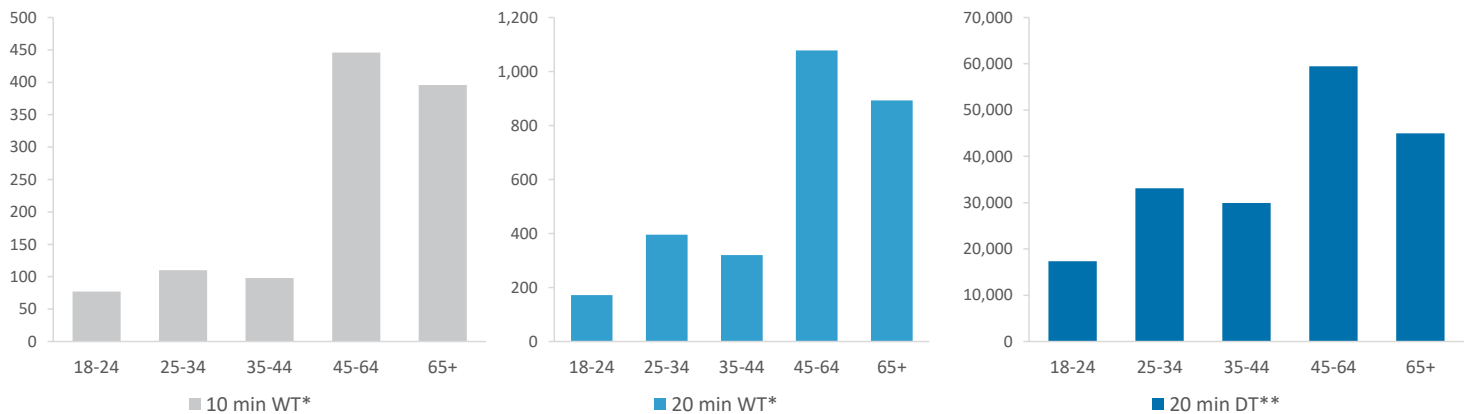
- Over GB Average
- Around GB Average
- Under GB Average

*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	1,300	3,462	235,433	25	24	62	
Adults 18+	1,127	2,859	184,796	26	16	62	
Competition Pubs	2	3	236	13	9	65	
Adults 18+ per Competition Pub	564	953	783	68	115	95	
% Adults Likely to Drink	84.9%	84.3%	82.0%	103	102	99	
Affluence	Low	11.4%	18.6%	23.6%	45	72	92
	Medium	32.3%	29.7%	52.2%	82	75	133
	High	56.3%	51.8%	23.4%	168	154	70
Age Profile	18-24	77	172	17,369	73	61	91
	25-34	110	396	33,084	64	86	106
	35-44	98	320	29,919	59	72	99
	45-64	446	1,078	59,443	134	122	99
	65+	396	893	44,981	159	135	100

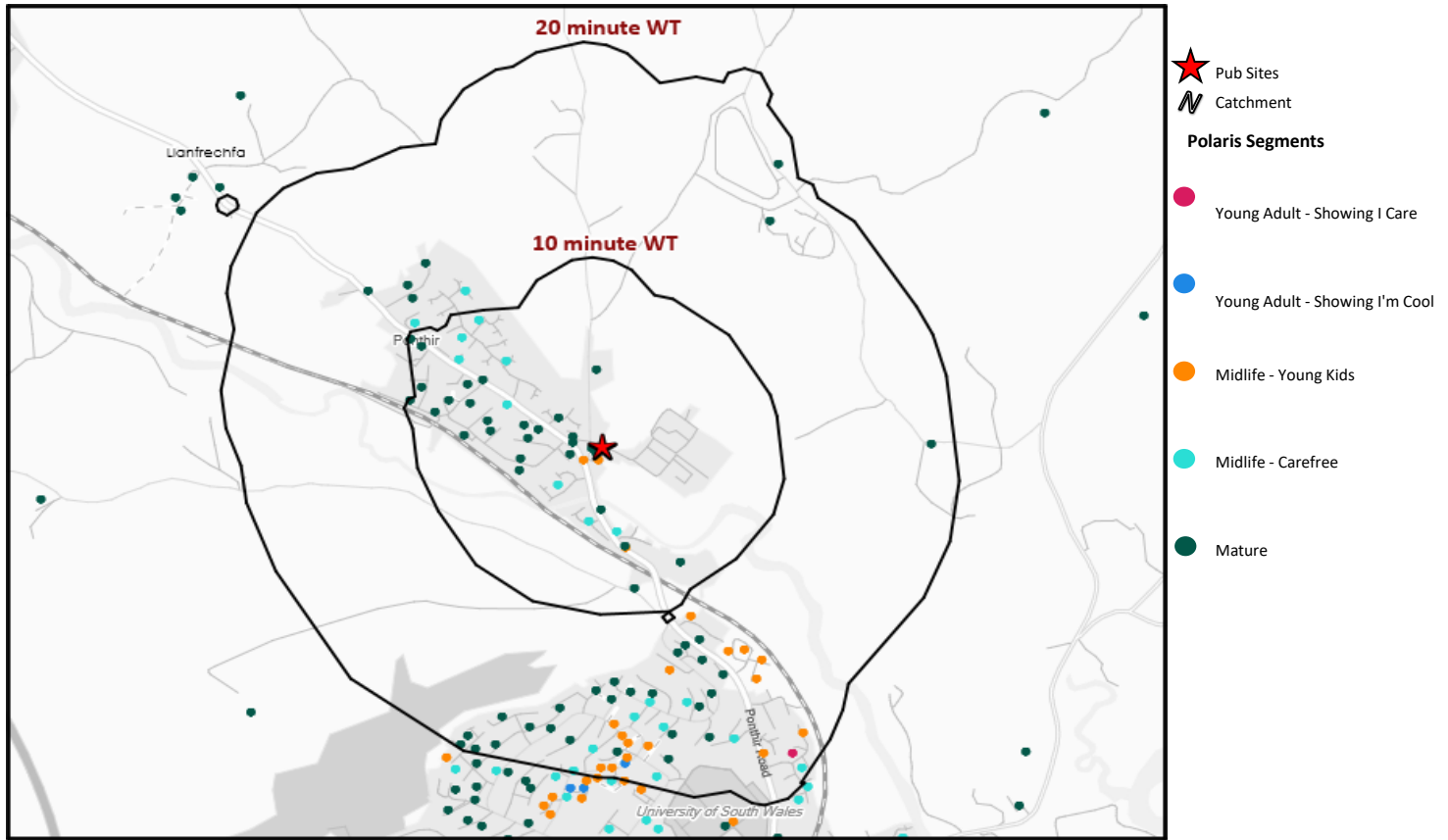
Population & Adults 18+ index is based on all pubs

*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	641 (49%)	1,686 (49%)	115,936 (49%)	100	98	100
	Female	659 (51%)	1,776 (51%)	119,497 (51%)	100	101	100
Economic Status (16-74)	Employed: Full-time	415 (44%)	1,092 (44%)	67,949 (40%)	107	106	97
	Employed: Part-time	111 (12%)	322 (13%)	23,835 (14%)	91	100	109
	Self employed	73 (8%)	162 (7%)	10,636 (6%)	82	68	66
	Unemployed	9 (1%)	34 (1%)	4,786 (3%)	41	58	120
	Retired	206 (22%)	477 (19%)	25,975 (15%)	160	139	112
	Other	121 (13%)	395 (16%)	35,188 (21%)	66	81	106
Total Worker Count		257	1,500	104,049			

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	21	5,481	0	8	33
Young Adult - Showing I'm Cool	0	26	16,966	0	10	100
Midlife - Young Kids	19	426	72,764	5	47	125
Midlife - Carefree	431	1,084	45,713	182	180	118
Mature	677	1,302	42,452	215	163	82
Not Private Households	0	0	1,420	0	0	53
Total	1,127	2,859	184,796			



- Pub Sites
- Catchment
- Polaris Plus Segments**
- Young Adult - Showing I Care
 - Low
 - Medium
 - High
- Young Adult - Showing I'm Cool
 - Low
 - Medium
 - High
- Midlife - Young Kids
 - Low
 - Medium
 - High
- Midlife - Carefree
 - Low
 - Medium
 - High
- Mature
 - Low
 - Medium
 - High

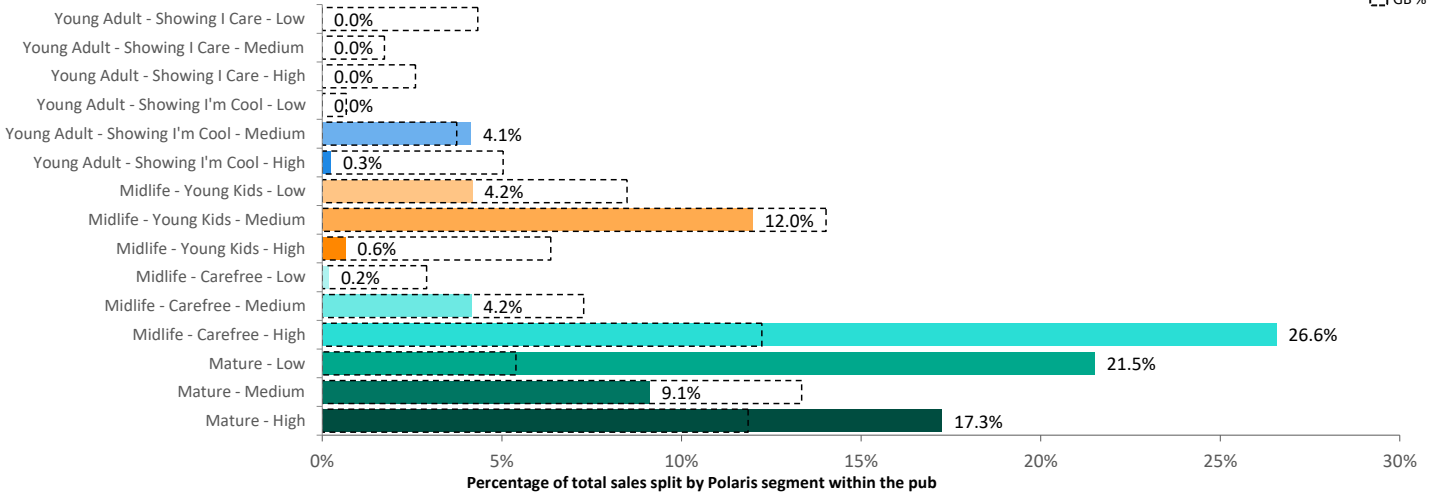
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

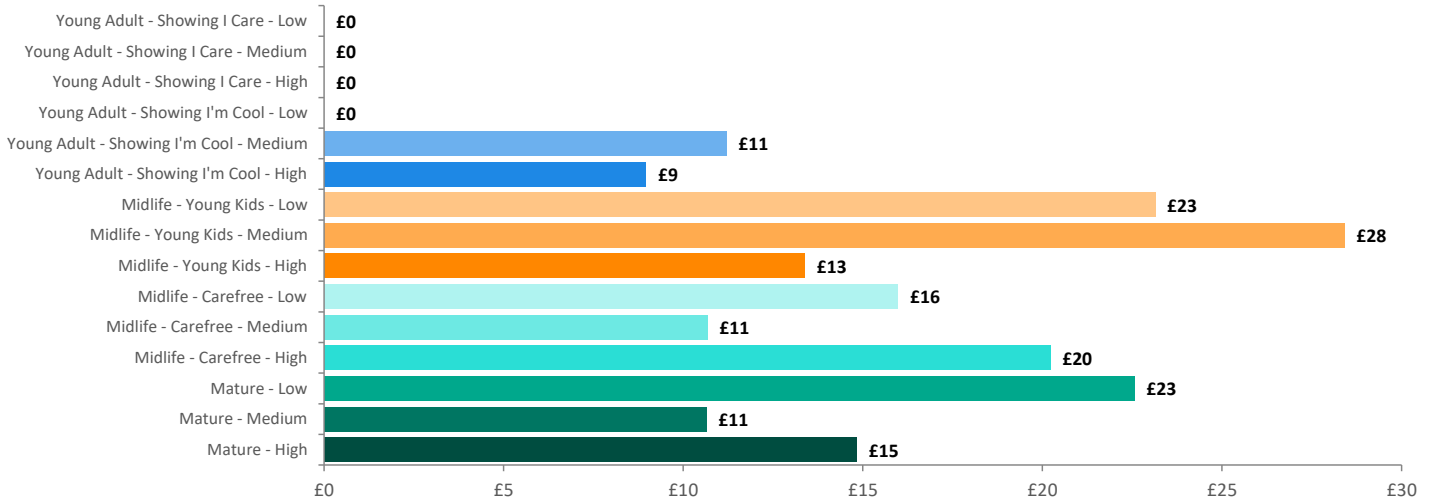
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	0	0	1,281	0	0	17
Medium	0	0	138	0	0	5
High	0	21	4,062	0	22	65
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	26	11,077	0	25	162
High	0	0	5,889	0	0	71
Midlife - Young Kids						
Low	0	160	25,387	0	50	124
Medium	3	69	39,085	2	16	142
High	16	197	8,292	26	128	83
Midlife - Carefree						
Low	0	128	6,298	0	132	100
Medium	0	72	25,253	0	37	203
High	431	884	14,162	350	283	70
Mature						
Low	129	243	10,658	193	143	97
Medium	361	681	20,980	253	188	90
High	187	378	10,814	177	141	62
Not Private Households	0	0	1,420	0	0	53
Total	1,127	2,859	184,796			

Spend by Polaris

GB %



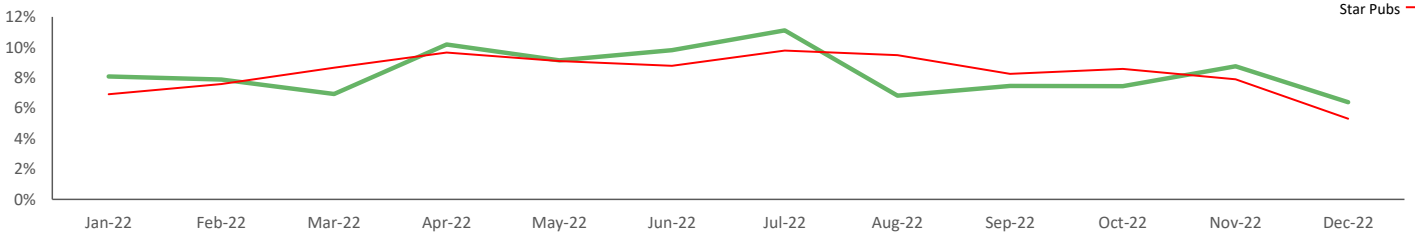
Average Transaction Values (£) by Polaris



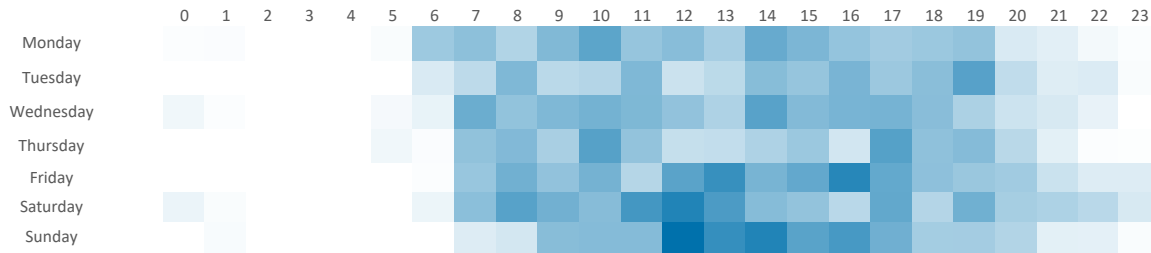
Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

Ponthir House Newport
Star Pubs

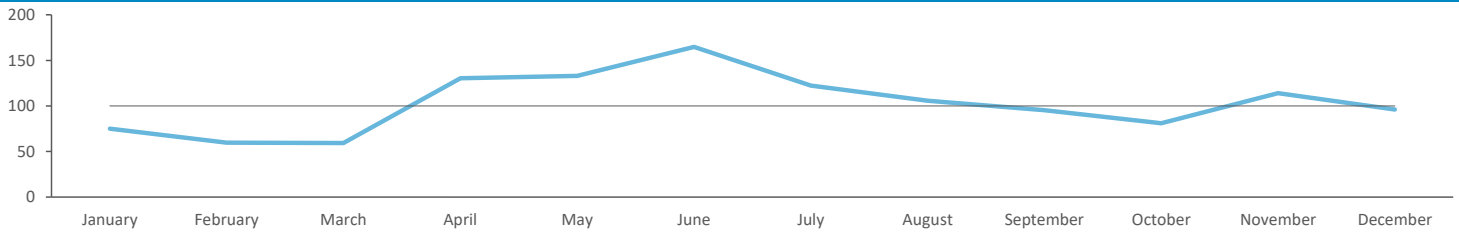


Time of Day/Day of Week



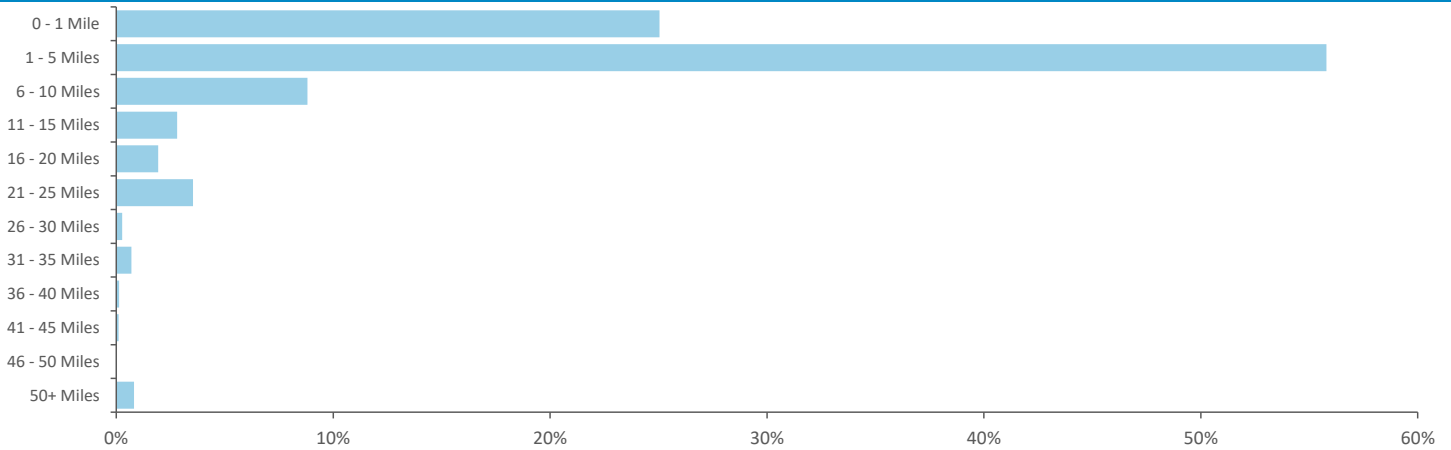
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



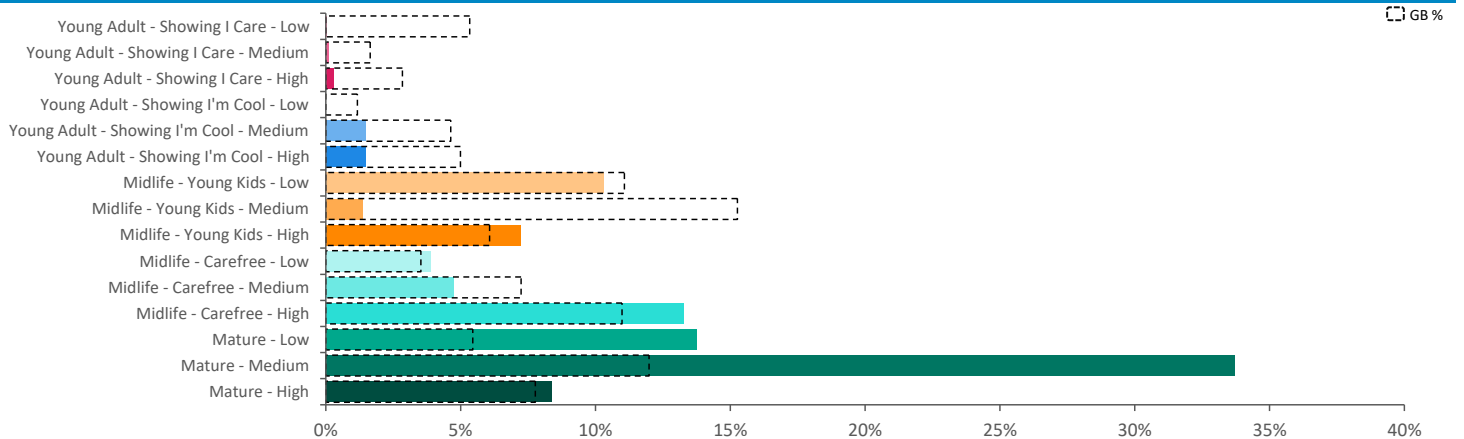
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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



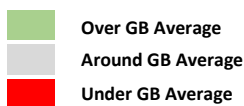
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Ponthir House	NP18 1PG	Star Pubs & Bars	Premium Local	0.0
2	Ponthir Village Hall	NP18 1GX	Independent Free	Large Venue	0.3
3	Ponthir District Sports Club	NP18 1GS	Independent Free	Sports Clubs	0.4
4	Star Inn	NP18 1GZ	Punch Pub Company	GPGF	0.5
5	No.2 Augustan	NP18 3NY	Independent Free	Hotel	0.5
6	University Of Wales Students Union	NP18 3QT	Independent Free	ABOS	0.9
7	Gate	NP44 8DQ	Independent Free	Restaurants	1.0
8	Newport Old Boys Rugby Club	NP18 1LL	Independent Free	Sports Clubs	1.1
9	Minstrels	NP18 1NH	Independent Free	Premium Local	1.1
10	Goldcroft Inn	NP18 1NG	Stonegate Pub Company	Premium Local	1.2
10	Green	NP18 1NG	Independent Free	Restaurants	1.2
12	Caerleon Football Club	NP18 1NF	Independent Free	Sports Clubs	1.2

Per Pub Analysis - Ponthir House Newport



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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+	1,127	2,859	184,796
Number of Competition Pubs	2	3	236
Adults 18+ per Competition Pub	564	953	783

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	46	4.1%	40
Circuit Bar	10	0.9%	24
Community Pub	223	19.8%	114
Craft Led	0	0.0%	0
Great Pub Great Food	350	31.0%	162
High Street Pub	173	15.4%	89
Premium Local	326	28.9%	165

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	151	5.3%	52
Circuit Bar	30	1.0%	29
Community Pub	524	18.3%	106
Craft Led	11	0.4%	12
Great Pub Great Food	774	27.1%	141
High Street Pub	449	15.7%	91
Premium Local	720	25.2%	144

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	17,662	9.6%	94
Circuit Bar	7,468	4.0%	110
Community Pub	31,817	17.2%	99
Craft Led	5,605	3.0%	96
Great Pub Great Food	28,134	15.2%	79
High Street Pub	32,272	17.5%	101
Premium Local	28,867	15.6%	89

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;">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 #ccc; padding: 5px;"> 18-34 year olds <i>Conscious choices on sustainability and health</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." </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 18-34 year olds <i>Looking good and discovering what's new</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." </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds <i>Children under 12 at home</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." </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 35-54 year olds <i>No children under 12 at home</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." </td> <td style="border: 1px dashed #ccc; padding: 5px;"> 55+ year olds "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.																			