

Catchment Summary - Maltsters Wadebridge

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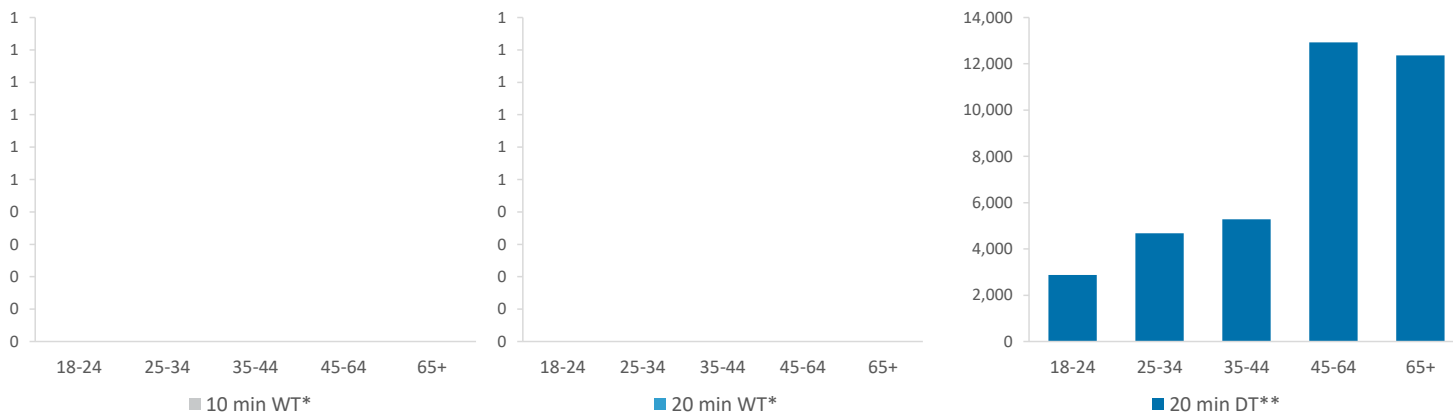
- Over GB Average
- Around GB Average
- Under GB Average

*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	0	0	47,847	0	0	13	
Adults 18+	0	0	38,120	0	0	13	
Competition Pubs	0	0	82	0	0	23	
Adults 18+ per Competition Pub	0	0	465	0	0	56	
% Adults Likely to Drink	0.0%	0.0%	82.9%	0	0	101	
Affluence	Low	0.0%	0.0%	16.7%	0	0	65
	Medium	0.0%	0.0%	56.2%	0	0	143
	High	0.0%	0.0%	25.6%	0	0	76
Age Profile	18-24	0	0	2,878	0	0	74
	25-34	0	0	4,676	0	0	74
	35-44	0	0	5,279	0	0	86
	45-64	0	0	12,925	0	0	106
	65+	0	0	12,362	0	0	135

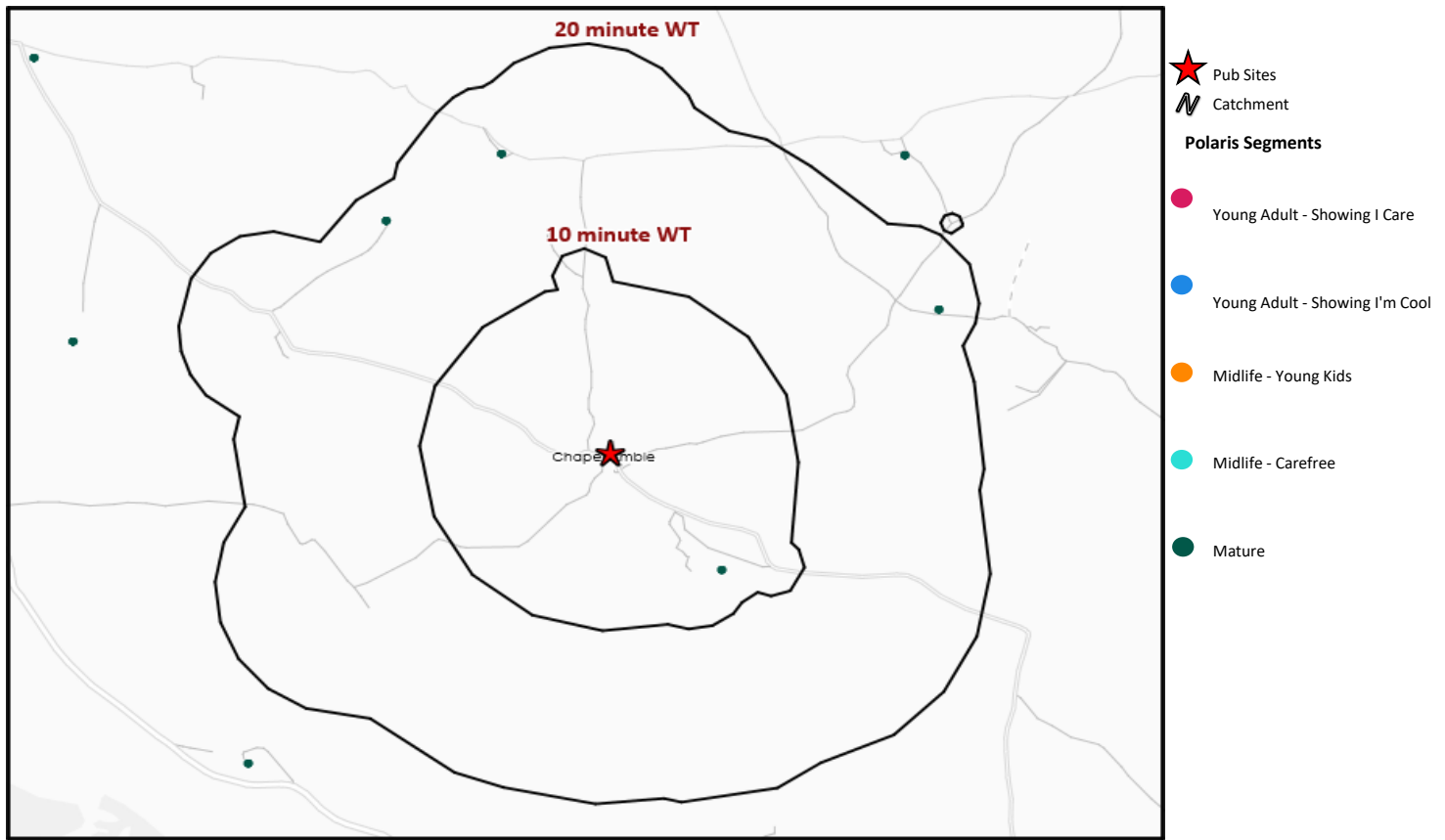
Population & Adults 18+ index is based on all pubs

*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	0 (0%)	0 (0%)	23,120 (48%)	0	0	98
	Female	0 (0%)	0 (0%)	24,727 (52%)	0	0	102
Economic Status (16-74)	Employed: Full-time	0 (0%)	0 (0%)	11,346 (34%)	0	0	83
	Employed: Part-time	0 (0%)	0 (0%)	4,773 (14%)	0	0	111
	Self employed	0 (0%)	0 (0%)	4,996 (15%)	0	0	158
	Unemployed	0 (0%)	0 (0%)	580 (2%)	0	0	74
	Retired	0 (0%)	0 (0%)	6,355 (19%)	0	0	140
Other	0 (0%)	0 (0%)	4,983 (15%)	0	0	76	
Total Worker Count	0	0	27,287				

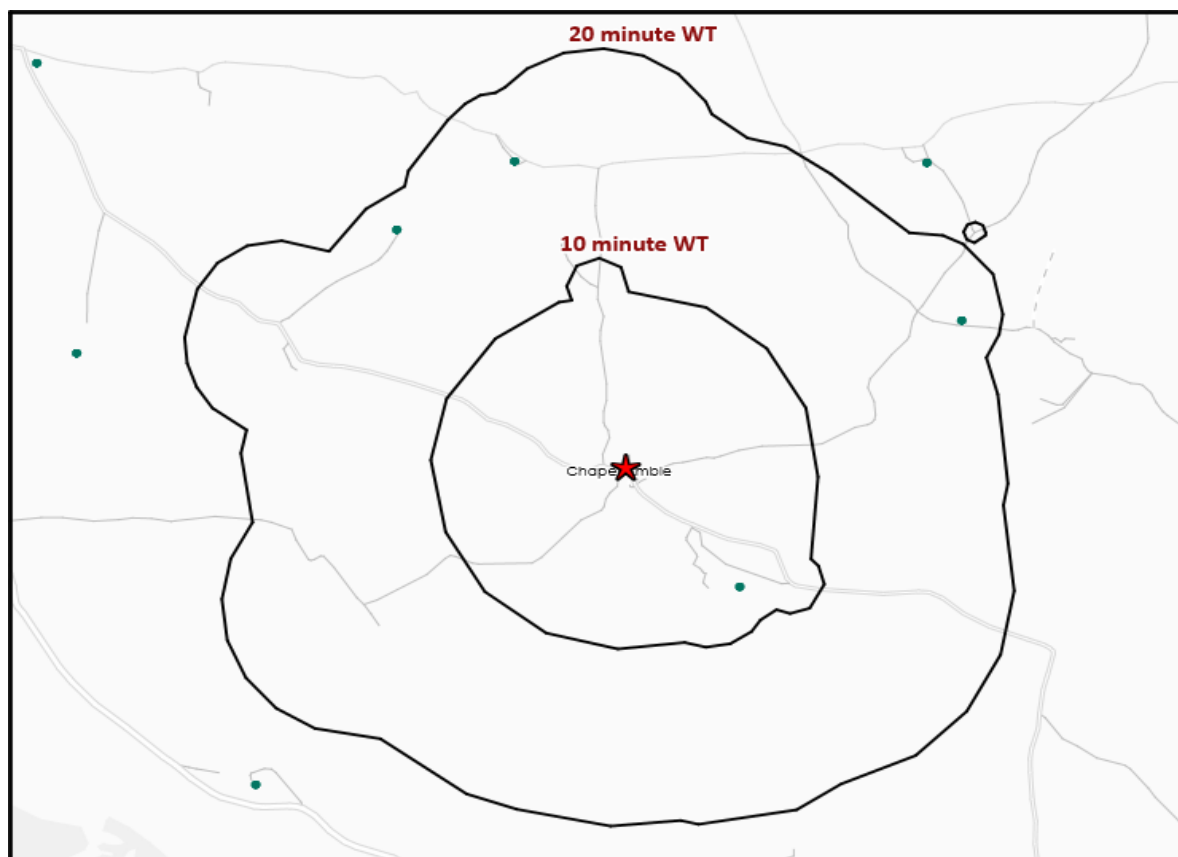
See the Glossary page for further information on the above variables



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	9	0	0	0
Young Adult - Showing I'm Cool	0	0	1,660	0	0	47
Midlife - Young Kids	0	0	9,705	0	0	81
Midlife - Carefree	0	0	7,374	0	0	92
Mature	0	0	18,802	0	0	176
Not Private Households	0	0	570	0	0	104
Total	0	0	38,120			



- 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

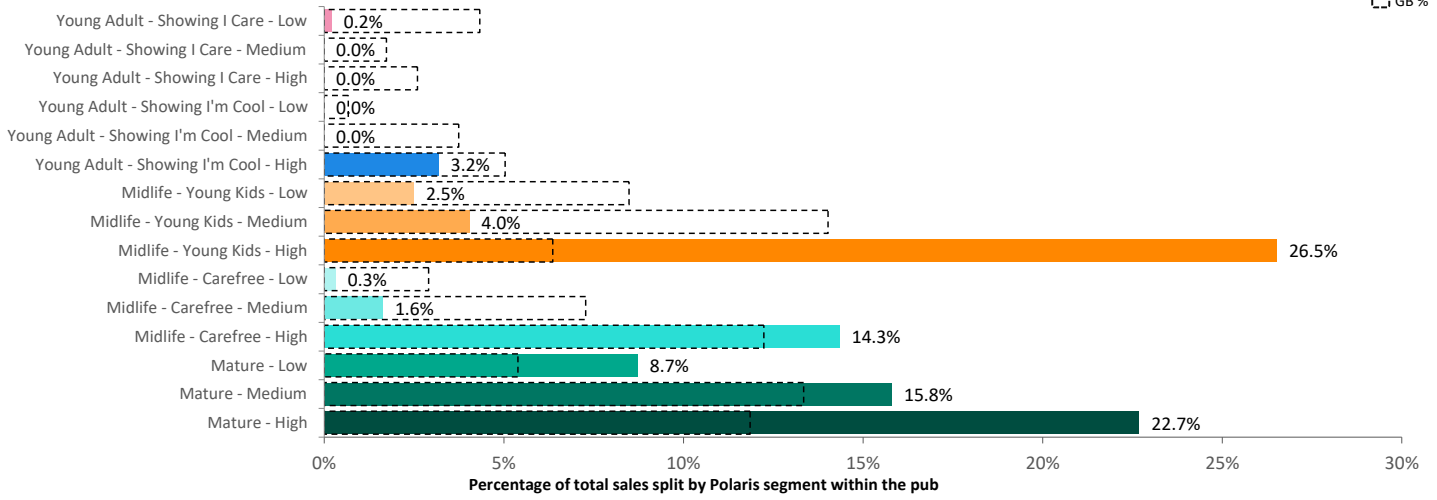
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

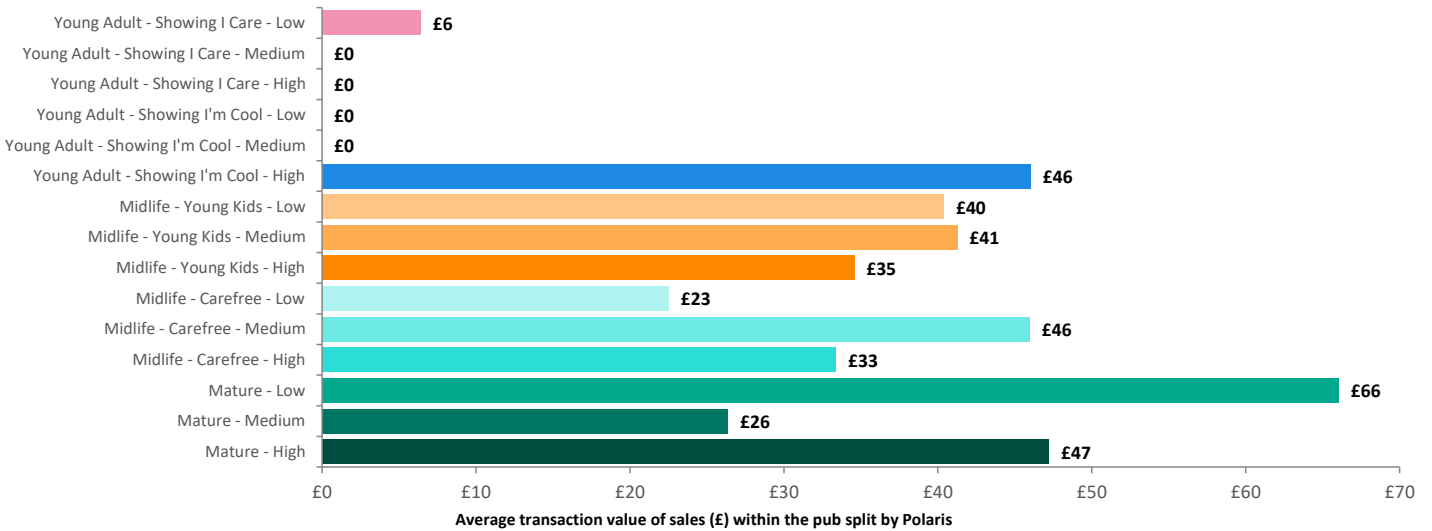
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	0	0	0	0	0	0
Medium	0	0	0	0	0	0
High	0	0	9	0	0	1
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	0	0	659	0	0	47
High	0	0	1,001	0	0	59
Midlife - Young Kids						
Low	0	0	3,058	0	0	72
Medium	0	0	5,623	0	0	99
High	0	0	1,024	0	0	50
Midlife - Carefree						
Low	0	0	1,059	0	0	82
Medium	0	0	2,292	0	0	90
High	0	0	4,023	0	0	97
Mature						
Low	0	0	2,247	0	0	99
Medium	0	0	12,854	0	0	266
High	0	0	3,701	0	0	103
Not Private Households	0	0	570	0	0	104
Total	0	0	38,120			

Spend by Polaris

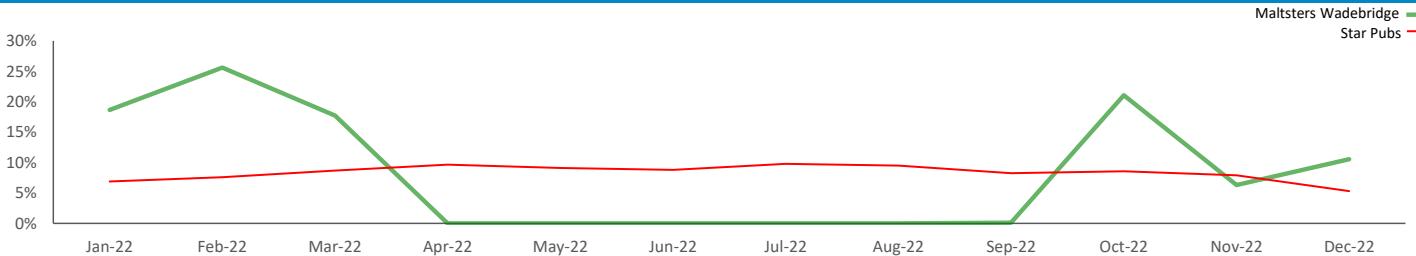
GB %



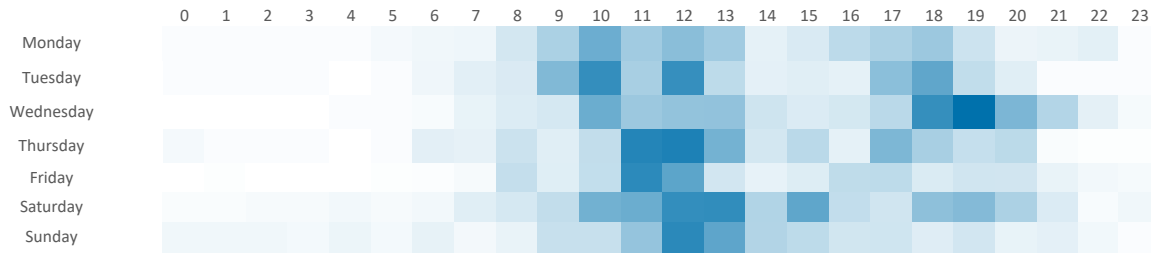
Average Transaction Values (£) by Polaris



Spend by Month

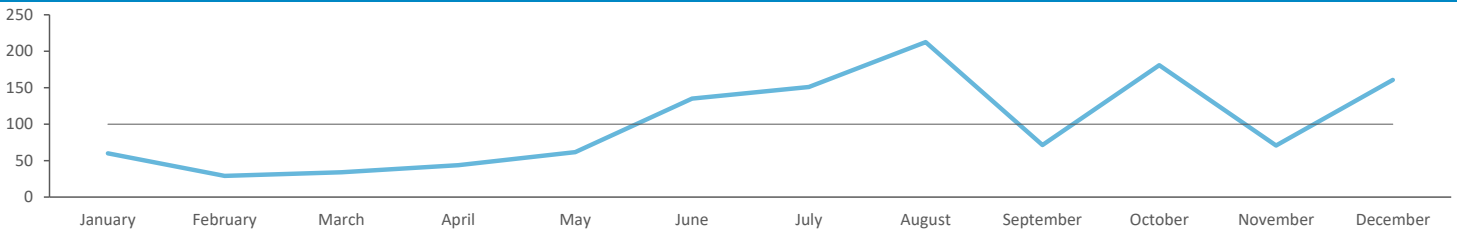


Time of Day/Day of Week



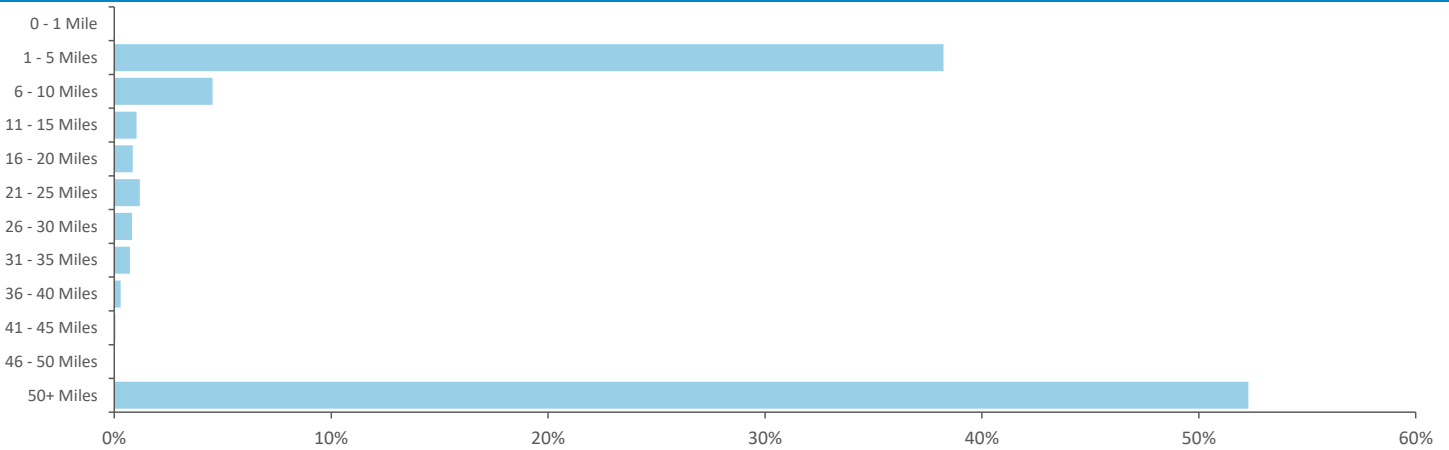
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



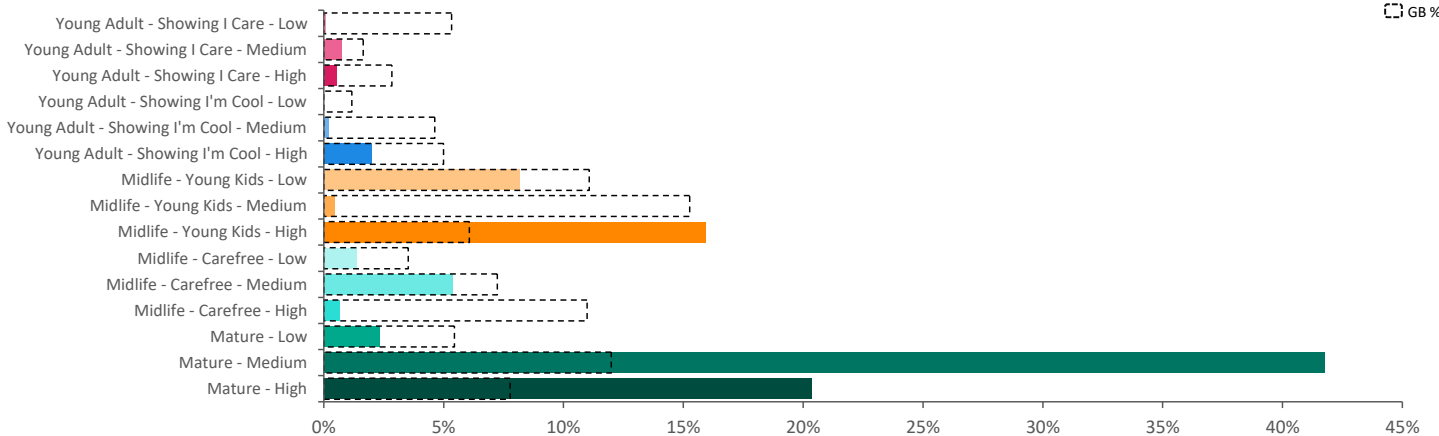
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

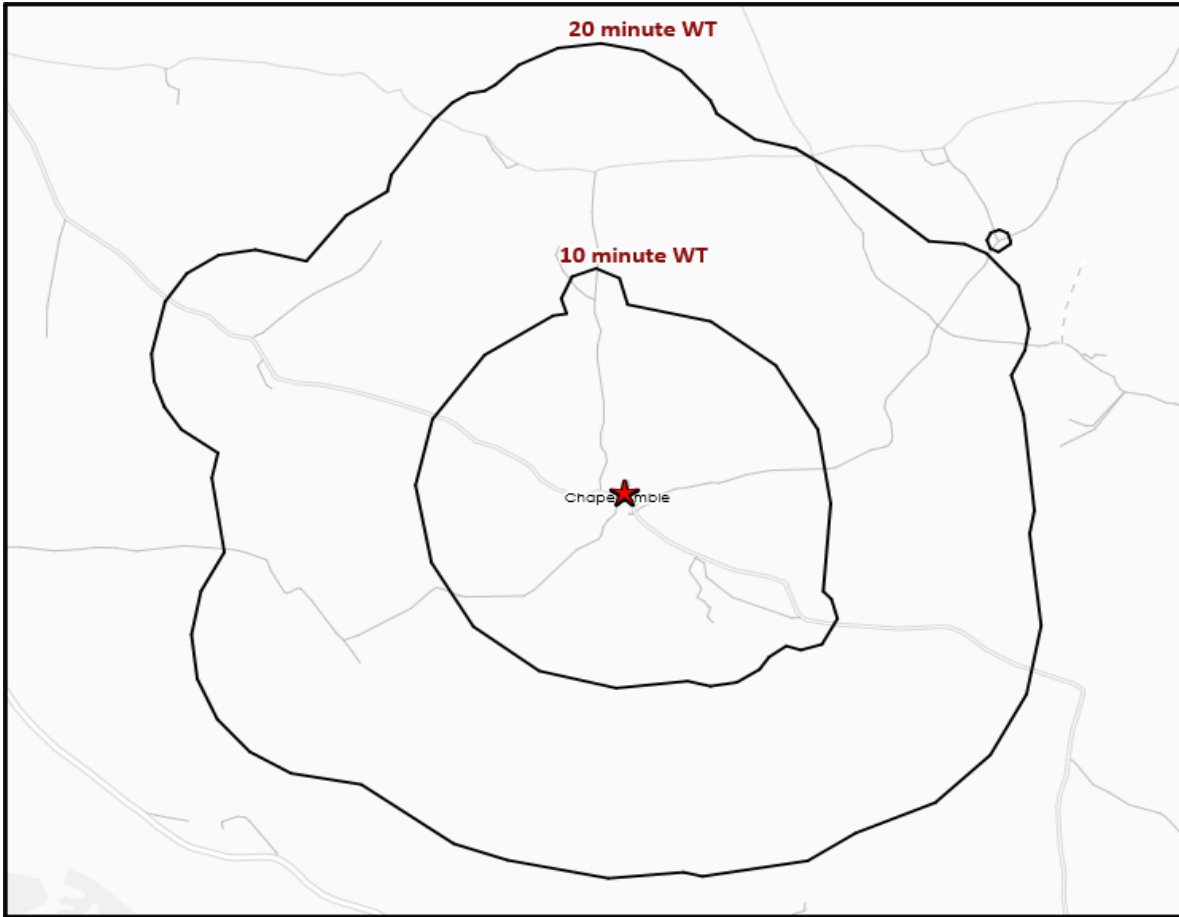


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile



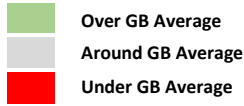
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door



- 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)
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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+	0	0	38,120
Number of Competition Pubs	0	0	82
Adults 18+ per Competition Pub	0	0	465

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	0	0.0%	0
Circuit Bar	0	0.0%	0
Community Pub	0	0.0%	0
Craft Led	0	0.0%	0
Great Pub Great Food	0	0.0%	0
High Street Pub	0	0.0%	0
Premium Local	0	0.0%	0

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	0	0.0%	0
Circuit Bar	0	0.0%	0
Community Pub	0	0.0%	0
Craft Led	0	0.0%	0
Great Pub Great Food	0	0.0%	0
High Street Pub	0	0.0%	0
Premium Local	0	0.0%	0

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	2,446	6.4%	63
Circuit Bar	996	2.6%	71
Community Pub	7,452	19.5%	113
Craft Led	588	1.5%	49
Great Pub Great Food	7,355	19.3%	101
High Street Pub	7,322	19.2%	111
Premium Local	8,039	21.1%	120

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"> <thead> <tr> <th></th> <th>'Showing I Care' Young Adults</th> <th>'Showing I'm Cool' Young Adults</th> <th>Midlife 'Parents'</th> <th>Midlife 'Carefree'</th> <th>Mature</th> </tr> </thead> <tbody> <tr> <td>Consumer Insight</td> <td> <p>18-34 year olds Conscious choices on sustainability and health</p> <p>"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."</p> </td> <td> <p>18-34 year olds Looking good and discovering what's new</p> <p>"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."</p> </td> <td> <p>35-54 year olds Children under 12 at home</p> <p>"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"</p> </td> <td> <p>35-54 year olds No children under 12 at home</p> <p>"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."</p> </td> <td> <p>55+ year olds</p> <p>"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"</p> </td> </tr> <tr> <td>Product needs</td> <td> <ul style="list-style-type: none"> Fits sustainability values Helps them stand out and be seen to be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Avoids bloating </td> <td> <ul style="list-style-type: none"> Helps me look good, and be on trend Aids being part of the group Discovering new things Affordable Energising Avoids bloating </td> <td> <ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic </td> <td> <ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td> <td> <ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer </td> </tr> </tbody> </table>		'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	<p>18-34 year olds Conscious choices on sustainability and health</p> <p>"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."</p>	<p>18-34 year olds Looking good and discovering what's new</p> <p>"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."</p>	<p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>55+ year olds</p> <p>"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"</p>	Product needs	<ul style="list-style-type: none"> Fits sustainability values Helps them stand out and be seen to be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Avoids bloating 	<ul style="list-style-type: none"> Helps me look good, and be on trend Aids being part of the group Discovering new things Affordable Energising Avoids bloating 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer
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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.																			