CACI

Catchment Summary - Cowick Barton Exeter

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	2,592	14,096	216,306	49	97	57
					Population & Adults 18+ index is based on all pubs		
	Adults 18+	2,114	11,397	176,232	49	64	59
	Competition Pubs	4	14	235	27	44	65
	Adults 18+ per Competition Pub	529	814	750	64	99	91
	% Adults Likely to Drink	82.8%	83.1%	83.3%	100	101	101
Affluence	Low	14.6%	10.0%	23.6%	57	39	92
	Medium	48.9%	49.8%	34.8%	124	126	88
	High	34.8%	37.1%	39.7%	104	111	118

*Affluence does not include Not Private Households
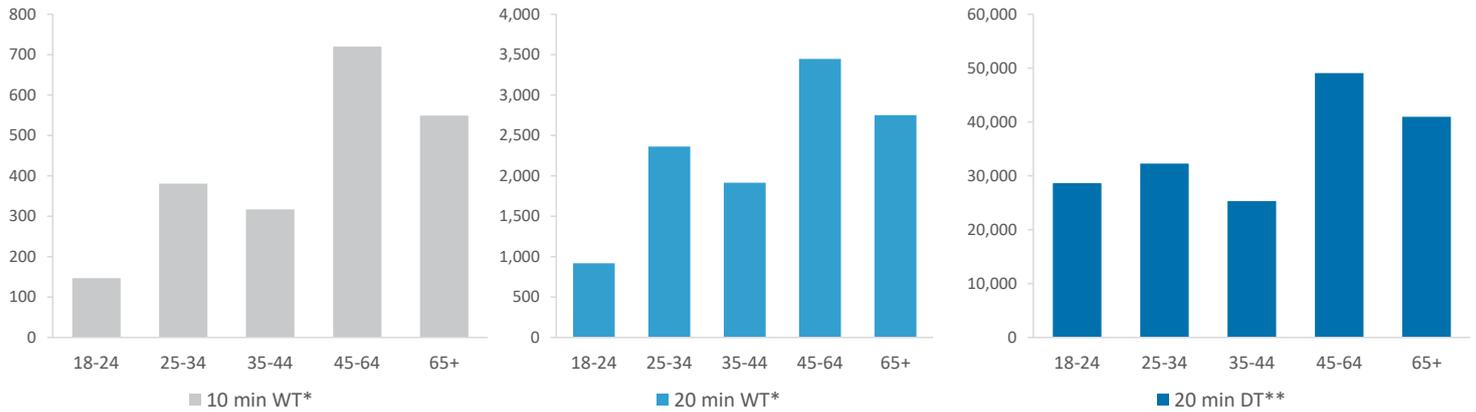
		Catchment Size (Counts)			Index vs GB Average		
Age Profile	18-24	147	919	28,643	70	80	163
	25-34	381	2,364	32,263	111	126	112
	35-44	317	1,915	25,321	95	106	91
	45-64	720	3,448	49,059	109	96	89
	65+	549	2,751	40,946	111	102	99

10 min WT*

20 min WT*

20 min DT**

		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	1,368 (53%)	7,139 (51%)	107,875 (50%)	107	102	101
	Female	1,224 (47%)	6,957 (49%)	108,431 (50%)	93	98	99
Economic Status (16-74)	Employed: Full-time	818 (44%)	4,616 (45%)	63,536 (40%)	105	109	95
	Employed: Part-time	325 (17%)	1,749 (17%)	22,421 (14%)	134	132	108
	Self employed	174 (9%)	924 (9%)	15,562 (10%)	97	95	102
	Unemployed	19 (1%)	154 (2%)	2,416 (2%)	43	64	64
	Retired	285 (15%)	1,339 (13%)	20,691 (13%)	111	95	94
	Other	249 (13%)	1,403 (14%)	35,471 (22%)	68	70	112
	Total Worker Count	5,221	13,692	121,062			

See the Glossary page for further information on the above variables

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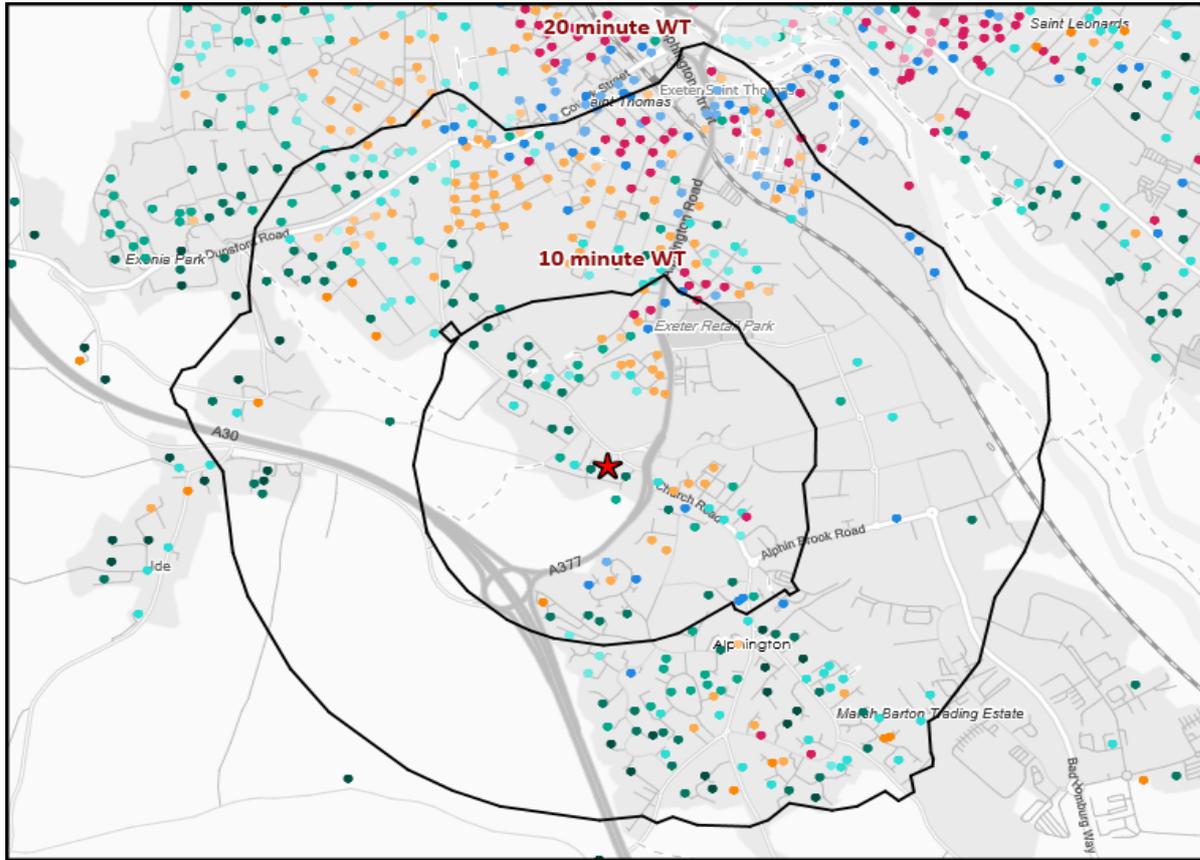## Polaris Summary - Cowick Barton Exeter

★ star PUBS & BARS
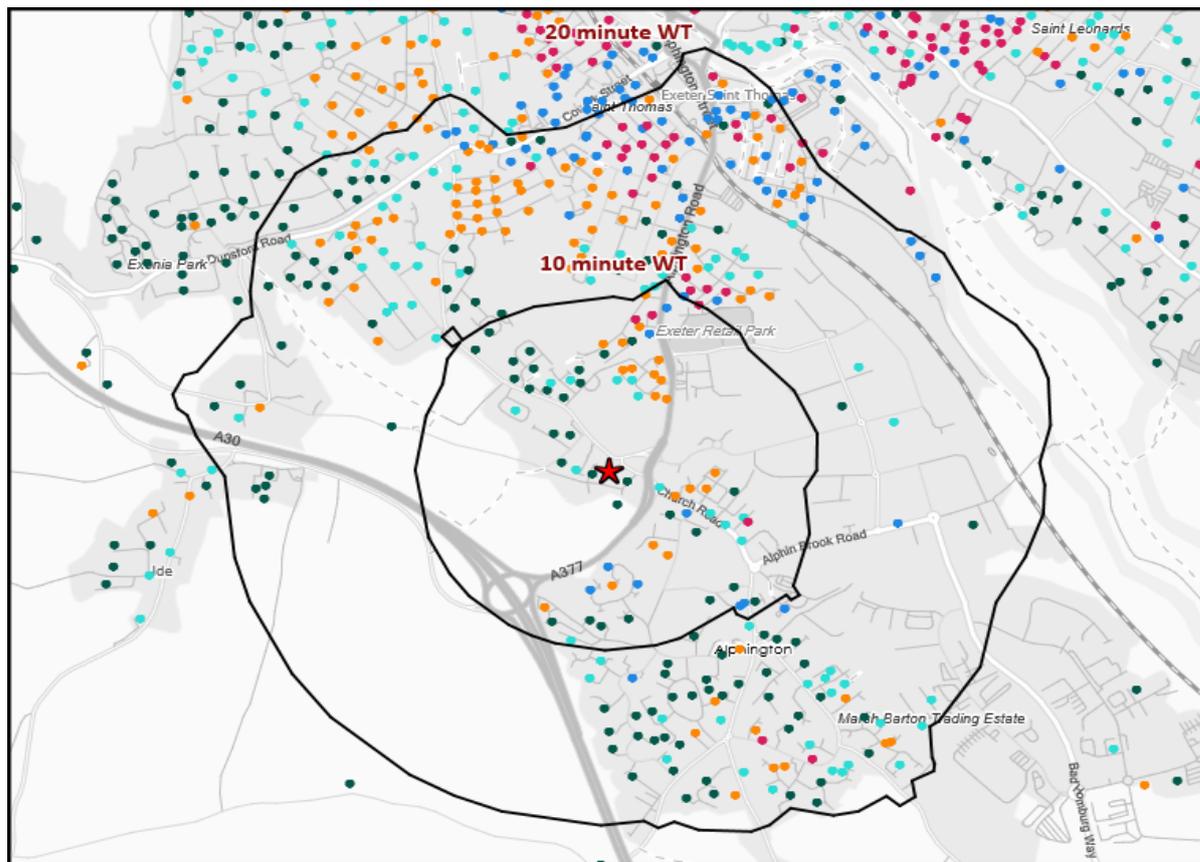
★ Pub Sites

Ⓝ Catchment

Polaris Segments

● Young Adult - Showing I Care

● Young Adult - Showing I'm Cool

● 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 Adult - Showing I Care	195	1,115	31,345	103	110	199
Young Adult - Showing I'm Cool	297	1,871	11,240	153	178	69
Midlife - Young Kids	509	3,327	45,066	77	93	81
Midlife - Carefree	367	1,956	31,412	83	82	85
Mature	709	2,778	53,658	120	87	109
Not Private Households	37	350	3,511	122	214	139
Total	2,114	11,397	176,232			

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Polaris Summary - Cowick Barton Exeter

star PUBS & BARS

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
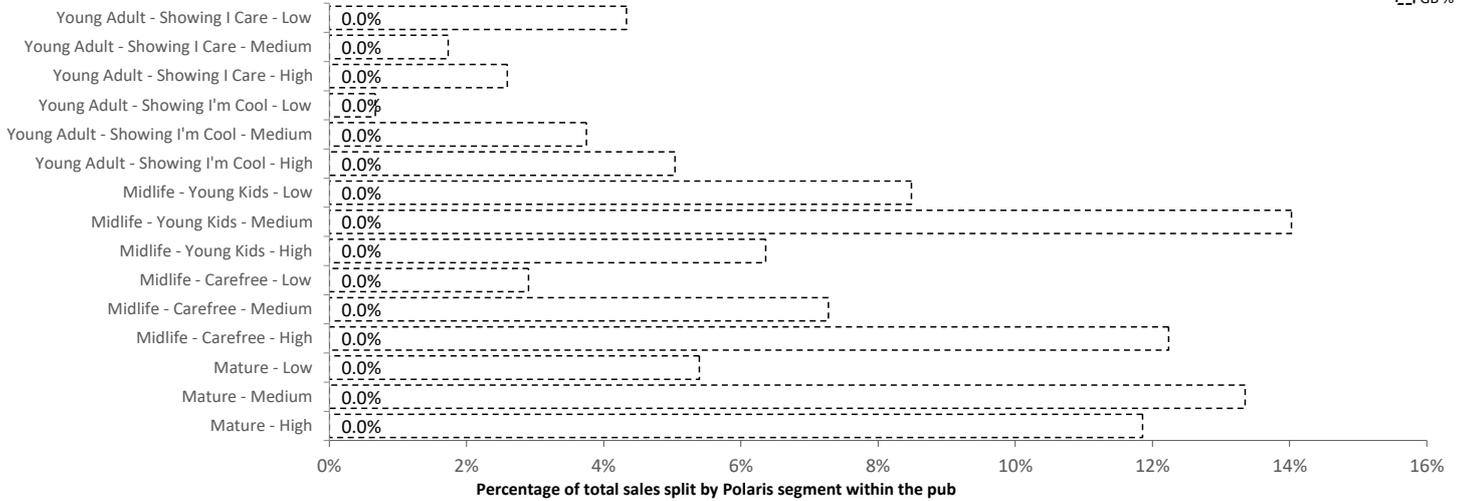- Low
- Medium
- High

Mature
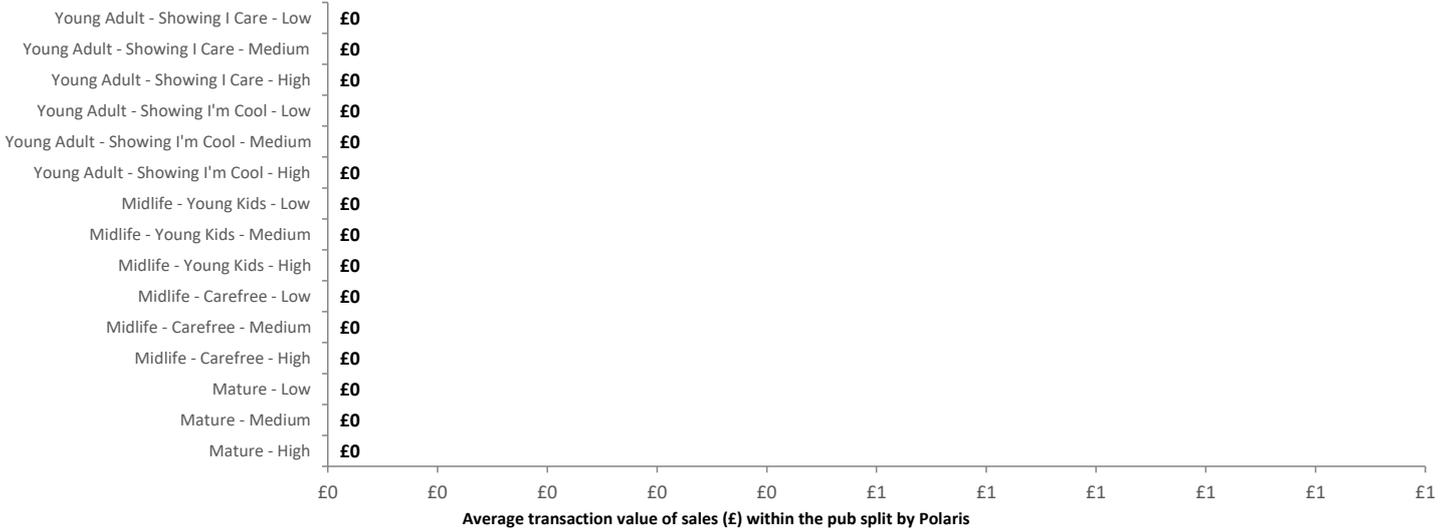- Low
- Medium
- High

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	14,783	0	0	200
Medium	0	0	6,882	0	0	286
High	195	1,115	9,680	274	290	163
Young Adult - Showing I'm Cool						
Low	0	0	9	0	0	0
Medium	35	737	2,357	45	175	36
High	262	1,134	8,874	277	222	113
Midlife - Young Kids						
Low	4	399	12,684	2	32	65
Medium	505	2,638	23,316	160	155	89
High	0	290	9,066	0	47	95
Midlife - Carefree						
Low	0	6	3,575	0	2	60
Medium	89	640	7,346	63	84	62
High	278	1,310	20,491	120	105	106
Mature						
Low	305	740	10,461	243	109	100
Medium	404	1,657	21,417	151	115	96
High	0	381	21,780	0	36	132
Not Private Households	37	350	3,511	122	214	139
Total	2,114	11,397	176,232			

Transactional Data Summary - Cowick Barton Exeter

Spend by Polaris

GB %

Segment	Percentage
Young Adult - Showing I Care - Low	0.0%
Young Adult - Showing I Care - Medium	0.0%
Young Adult - Showing I Care - High	0.0%
Young Adult - Showing I'm Cool - Low	0.0%
Young Adult - Showing I'm Cool - Medium	0.0%
Young Adult - Showing I'm Cool - High	0.0%
Midlife - Young Kids - Low	0.0%
Midlife - Young Kids - Medium	0.0%
Midlife - Young Kids - High	0.0%
Midlife - Carefree - Low	0.0%
Midlife - Carefree - Medium	0.0%
Midlife - Carefree - High	0.0%
Mature - Low	0.0%
Mature - Medium	0.0%
Mature - High	0.0%

Percentage of total sales split by Polaris segment within the pub

Average Transaction Values (£) by Polaris

Segment	Value
Young Adult - Showing I Care - Low	£0
Young Adult - Showing I Care - Medium	£0
Young Adult - Showing I Care - High	£0
Young Adult - Showing I'm Cool - Low	£0
Young Adult - Showing I'm Cool - Medium	£0
Young Adult - Showing I'm Cool - High	£0
Midlife - Young Kids - Low	£0
Midlife - Young Kids - Medium	£0
Midlife - Young Kids - High	£0
Midlife - Carefree - Low	£0
Midlife - Carefree - Medium	£0
Midlife - Carefree - High	£0
Mature - Low	£0
Mature - Medium	£0
Mature - High	£0

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

Spend by Month

Cowick Barton Exeter
Star Pubs

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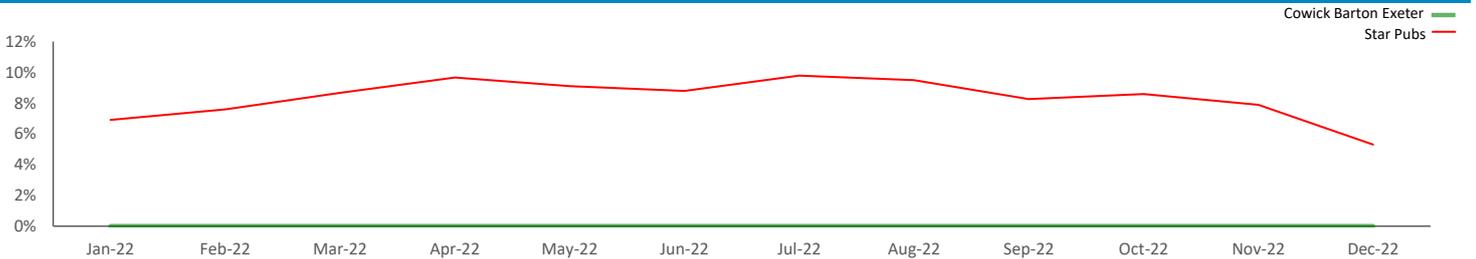
Time of Day/Day of Week
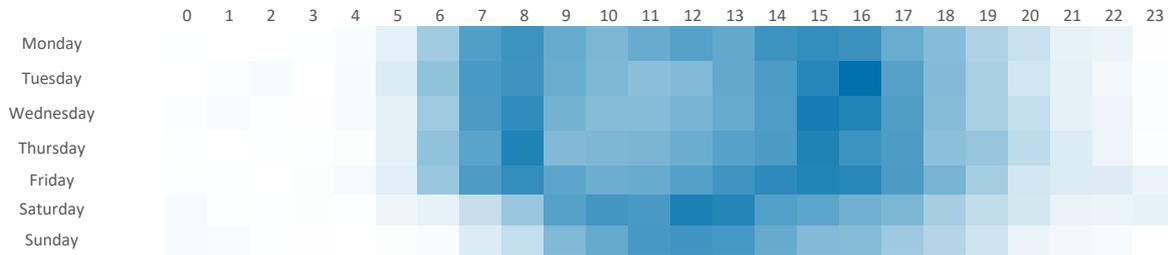
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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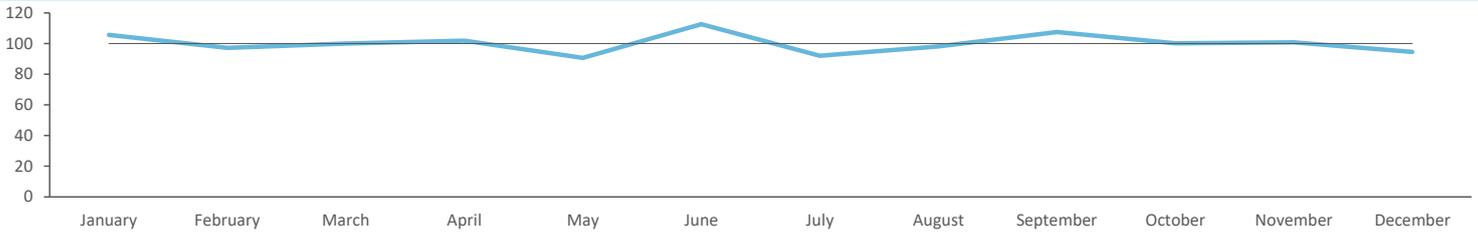
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

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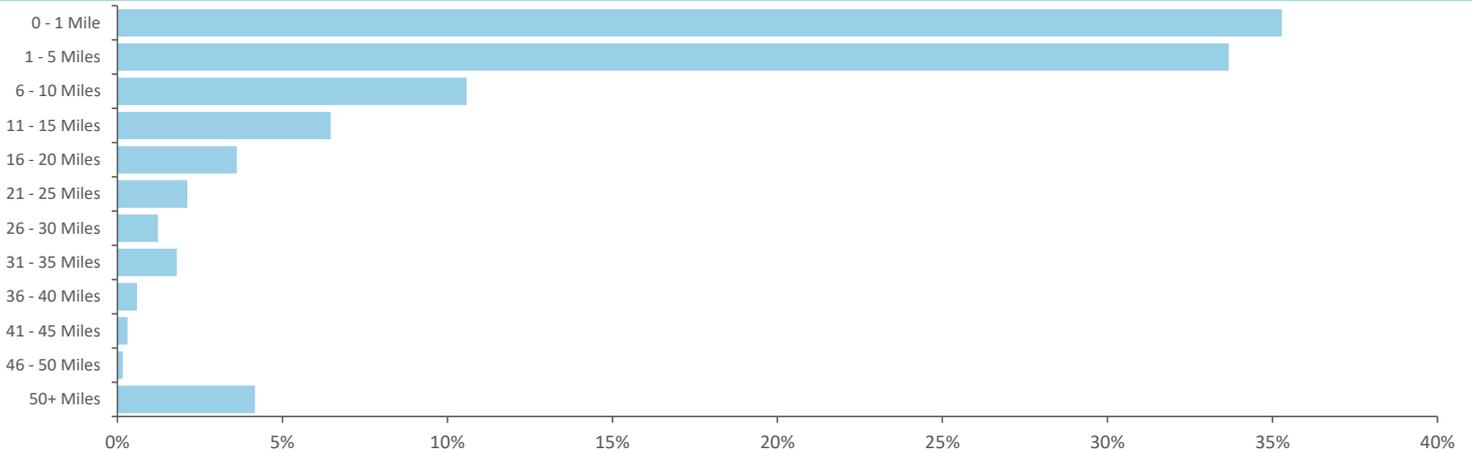
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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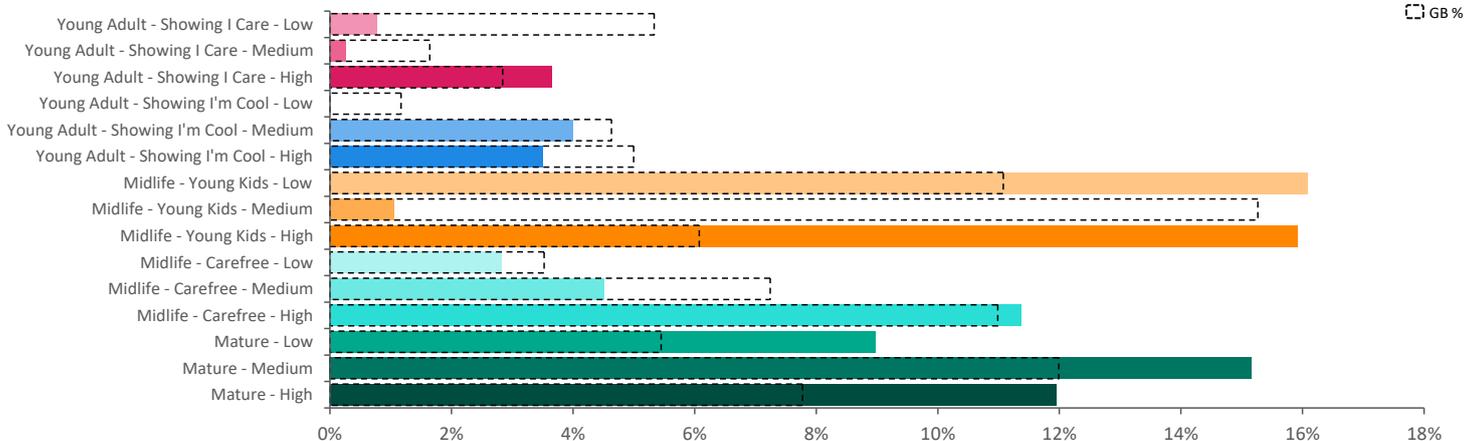
Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door

CGA Summary - Cowick Barton Exeter
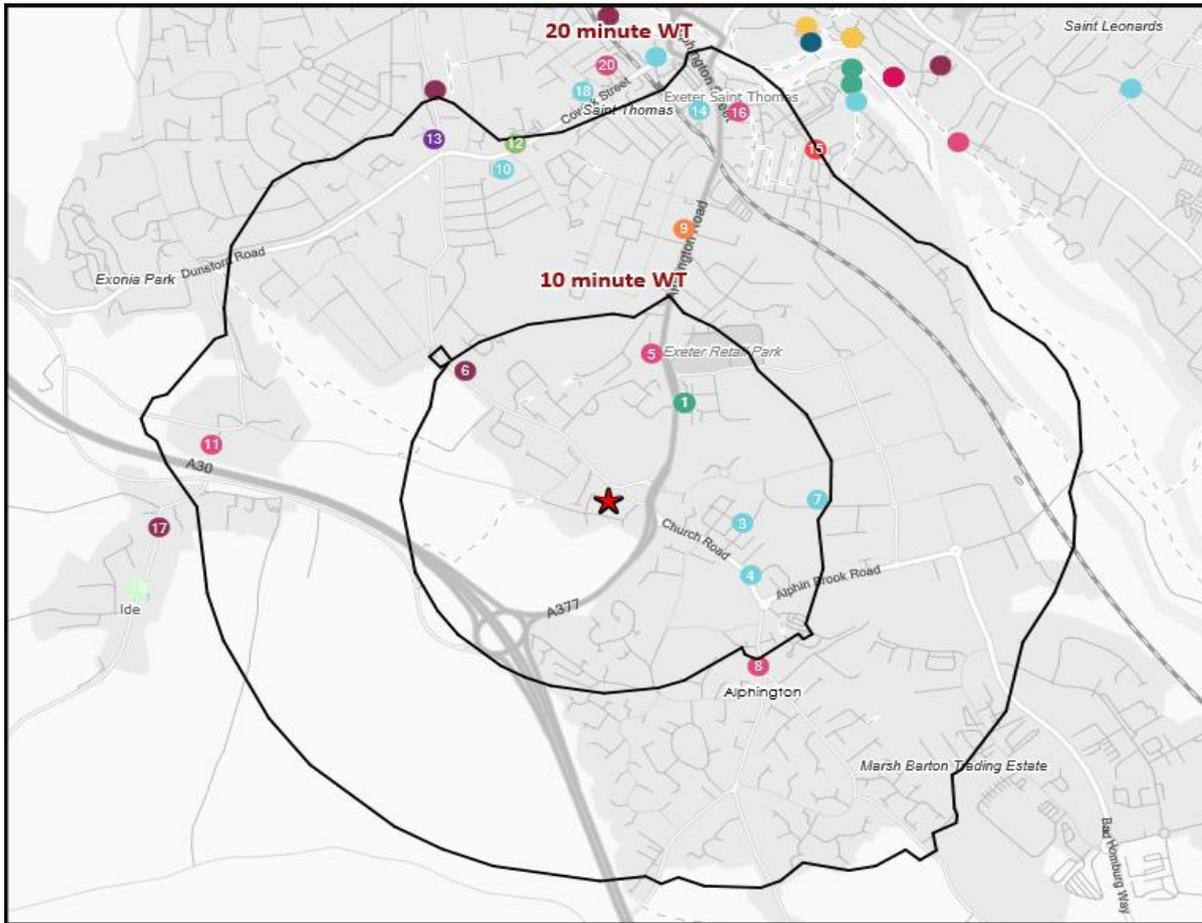
CGA Licensed Premises

- ★ Pub Sites
- Ν Catchment

- 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	Nandos	EX 2 8AA	Nandos Restaurants	Casual Dining	0.2
1	Frankie & Bennys	EX 2 8AA	Restaurant Group	Casual Dining	0.2
3	Royal British Legion Club	EX 2 8TF	Independent Free	Clubland	0.2
4	Alphington Sports Club	EX 2 8SW	Independent Free	Clubland	0.3
5	Seven Stars Hotel	EX 2 8JB	Mitchells & Butlers	Family Pub Dining	0.3
6	Cowick Barton	EX 2 9HF	Star Pubs & Bars	Premium Local	0.4
7	Exeter St Thomas Cricket Club	EX 2 8PU	Independent Free	Clubland	0.4
8	New Inn	EX 2 8TA	Heavitree	Family Pub Dining	0.4
9	St Andrew Hotel	EX 2 8HN	Independent Free	Hotel	0.6
10	St Thomas Social Club	EX 4 1HW	Independent Free	Clubland	0.7
11	Twisted Oak	EX 2 9RG	Stonegate Pub Company	Family Pub Dining	0.7
12	Sawyers Arms	EX 4 1JD	Wetherspoons GB	Circuit Bar	0.7
13	Argee Bhajee	EX 4 1JU	Independent Free	Restaurants	0.8
14	Riverside Leisure Centre	EX 4 1AF	Independent Free	Clubland	0.8
15	Tenpin	EX 2 8BY	Tenpin Ltd	Large Venue	0.8
16	Malt House	EX 2 8BP	Mitchells & Butlers	Family Pub Dining	0.8
17	Huntsman	EX 2 9RN	Punch Pub Company	Premium Local	0.8
18	Winchester Club	EX 4 1AU	Independent Free	Clubland	0.8
19	Poachers Inn	EX 2 9RW	*Other Small Retail Groups	Community Pub	0.9
20	Lucombe Oak	EX 4 1DG	Greene King	Family Pub Dining	0.9

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Per Pub Analysis - Cowick Barton Exeter

star PUBS&BARS

■ (green)	**Over GB Average**	
■ (grey)	**Around GB Average**	
■ (red)	**Under GB Average**	

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,114	11,397	176,232
Number of Competition Pubs	4	14	235
Adults 18+ per Competition Pub	529	814	750

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	321	15.2%	149
Circuit Bar	94	4.5%	122
Community Pub	358	16.9%	97
Craft Led	110	5.2%	165
Great Pub Great Food	446	21.1%	110
High Street Pub	331	15.6%	90
Premium Local	328	15.5%	88

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,784	15.7%	154
Circuit Bar	492	4.3%	118
Community Pub	1,536	13.5%	78
Craft Led	634	5.6%	176
Great Pub Great Food	2,490	21.8%	114
High Street Pub	1,578	13.8%	80
Premium Local	1,886	16.6%	94

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	20,298	11.5%	113
Circuit Bar	6,796	3.9%	105
Community Pub	28,217	16.0%	92
Craft Led	6,518	3.7%	117
Great Pub Great Food	38,491	21.8%	114
High Street Pub	28,465	16.2%	93
Premium Local	33,014	18.7%	107

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, 5.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2, 5.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3, 5.3
Age Profile	Counts of residents by Age band
Economic Status (16-74)	Current year estimates, CACI Up to date demographics. Number of adults aged 16-74
	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.

	'Showing I Care' Young Adults	'Showing I'm Cool' Young Adults	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Conscious choices on sustainability and health	18-34 year olds Looking good and discovering what's new	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"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."	"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."	"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	• 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**	• Helps me **look good**, and be **on trend** • Aids being **part of the group** • **Discovering** new things • **Affordable** • **Energising** • **Avoids bloating**	• 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 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.