

Catchment Summary - Cork & Bottle Barnstaple



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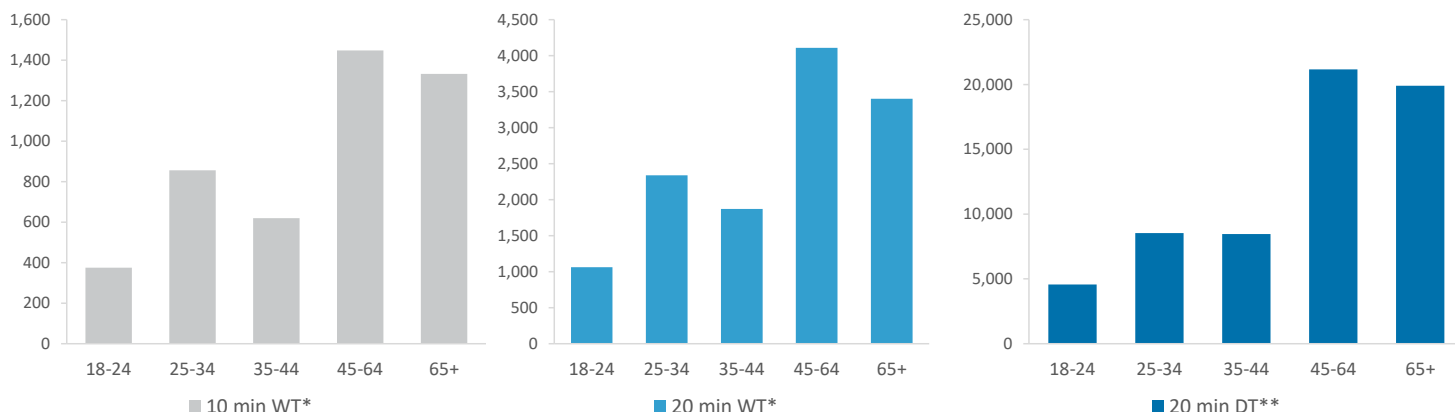
	Over GB Average
	Around GB Average
	Under GB Average

*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	5,544	16,000	78,325	105	110	21	
Adults 18+	4,631	12,783	62,619	106	71	21	
Competition Pubs	28	35	102	187	109	28	
Adults 18+ per Competition Pub	165	365	614	20	44	74	
% Adults Likely to Drink	81.4%	81.7%	83.2%	99	99	101	
Affluence	Low	27.3%	24.8%	13.9%	106	97	54
	Medium	61.5%	57.7%	54.8%	156	147	139
	High	11.1%	17.1%	29.1%	33	51	87
Age Profile	18-24	375	1,064	4,568	83	82	72
	25-34	856	2,338	8,532	116	110	82
	35-44	620	1,872	8,465	87	91	84
	45-64	1,448	4,108	21,158	102	100	106
	65+	1,332	3,401	19,896	126	111	133

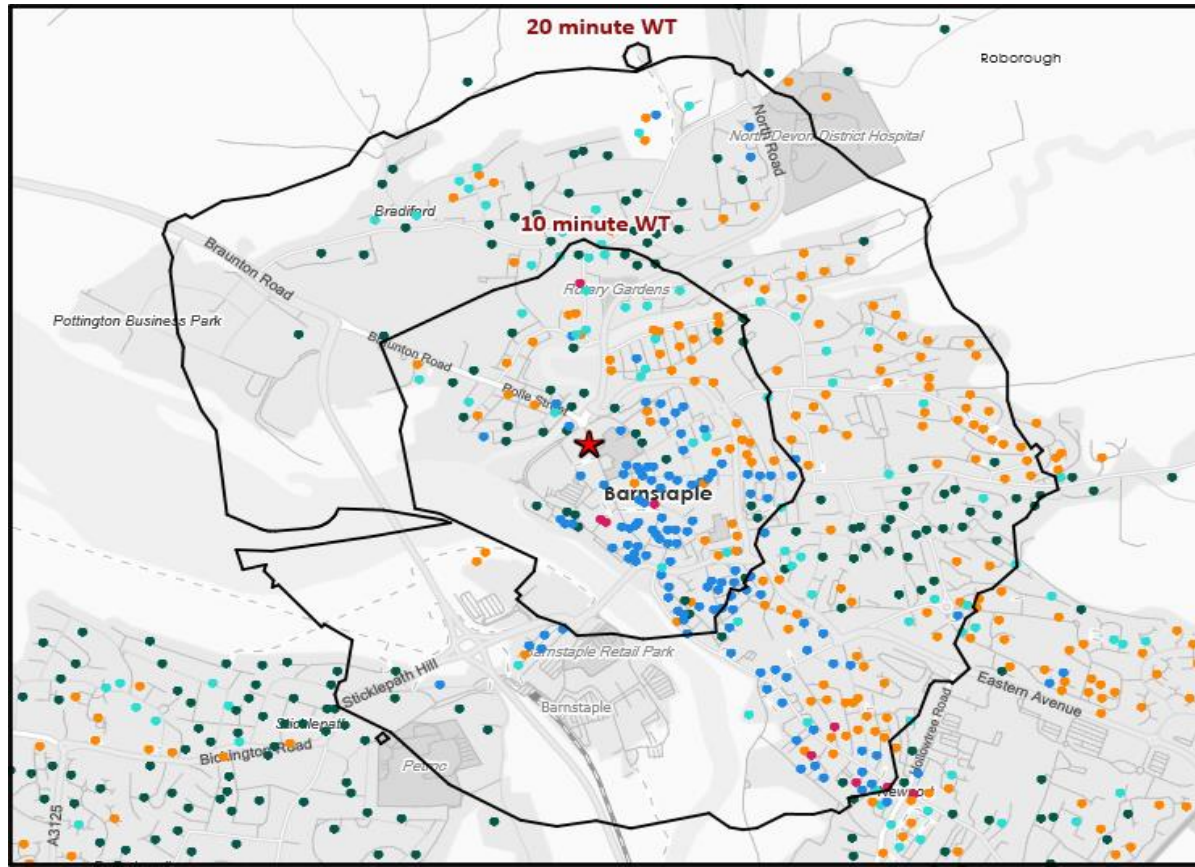
Population & Adults 18+ index is based on all pubs

*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	2,825 (51%)	7,939 (50%)	38,328 (49%)	103	100	99
	Female	2,719 (49%)	8,061 (50%)	39,997 (51%)	97	100	101
Economic Status (16-74)	Employed: Full-time	1,692 (43%)	4,678 (41%)	20,970 (39%)	102	99	93
	Employed: Part-time	652 (16%)	1,961 (17%)	8,692 (16%)	126	133	124
	Self employed	349 (9%)	978 (9%)	6,258 (12%)	92	90	121
	Unemployed	58 (1%)	222 (2%)	863 (2%)	62	82	67
	Retired	578 (15%)	1,606 (14%)	9,572 (18%)	106	102	128
Other	642 (16%)	1,937 (17%)	7,752 (14%)	82	86	73	
Total Worker Count	8,475	16,222	43,890				

See the Glossary page for further information on the above variables

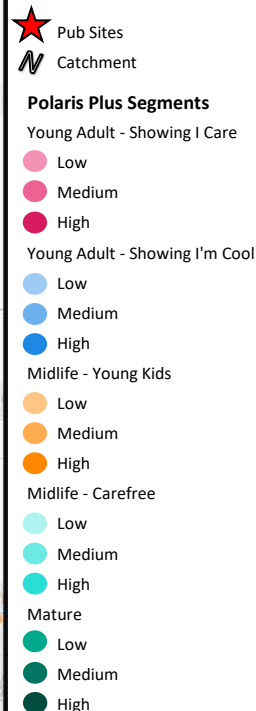
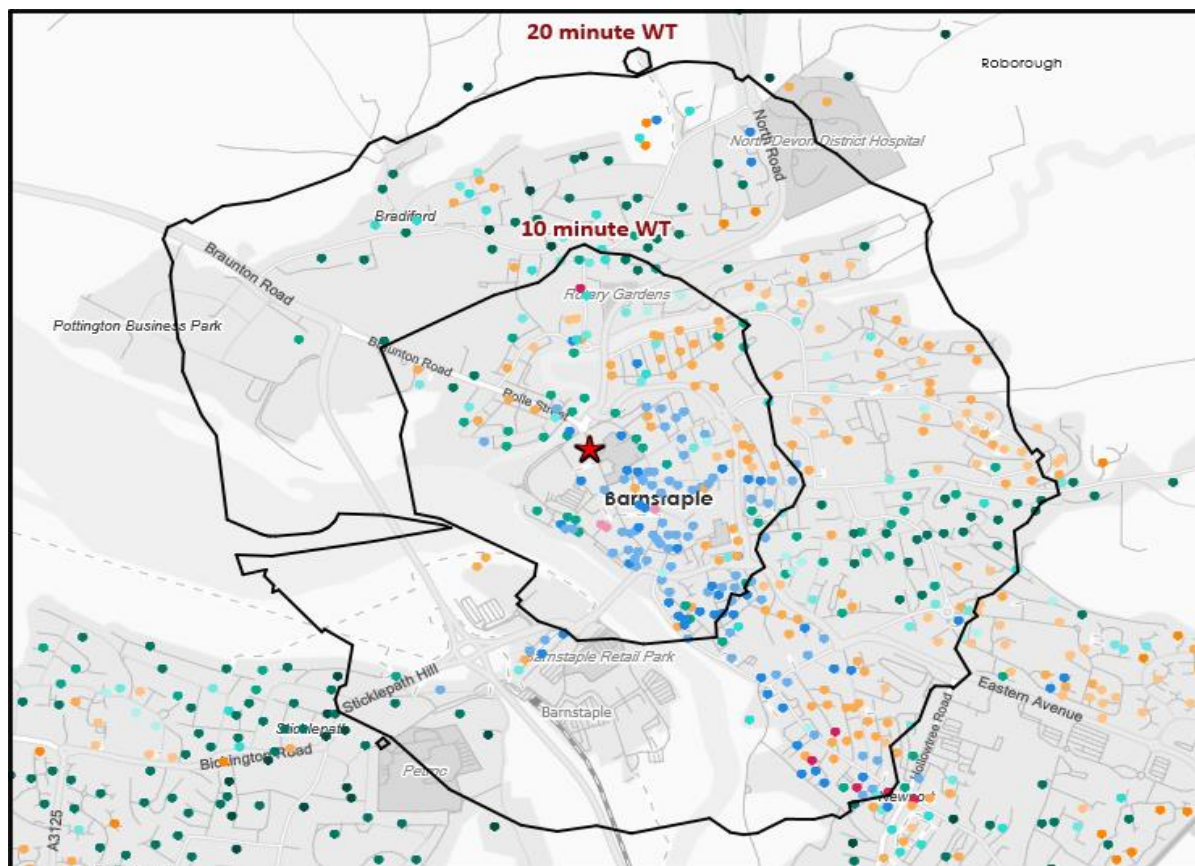


- Pub Sites
- Catchment
- Polaris Segments**
- Young Adult - Showing I Care
- Young Adult - Showing I'm Cool
- Midlife - Young Kids
- Midlife - Carefree
- Mature

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	89	222	358	22	19	6
Young Adult - Showing I'm Cool	1,491	2,779	5,304	350	236	92
Midlife - Young Kids	1,552	5,371	16,517	107	134	84
Midlife - Carefree	613	1,701	8,706	63	63	66
Mature	880	2,654	30,331	68	74	173
Not Private Households	6	56	1,403	9	30	156
Total	4,631	12,783	62,619			



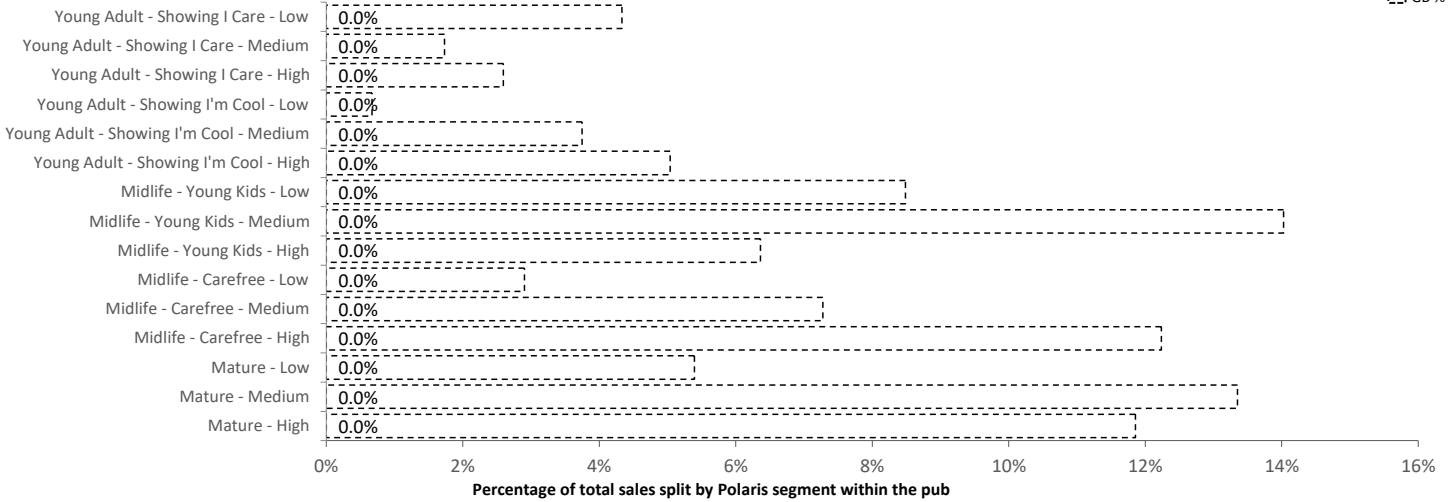
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

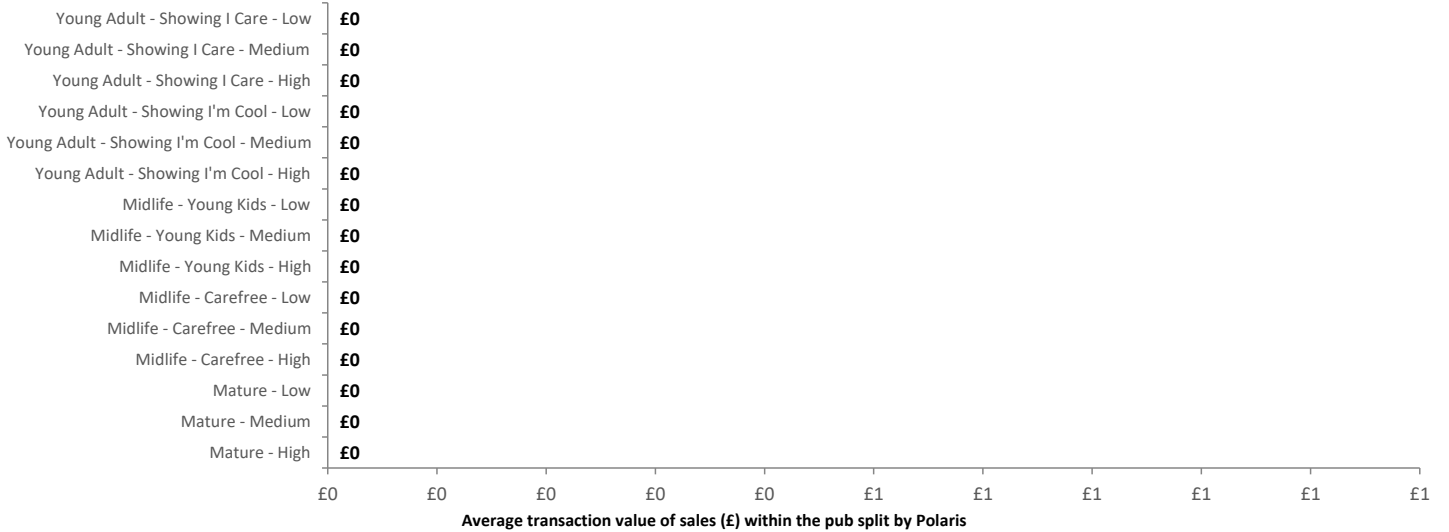
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	22	22	53	11	4	2
Medium	0	0	0	0	0	0
High	67	200	305	43	46	14
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	1,180	1,746	2,948	689	369	127
High	311	1,033	2,356	150	181	84
Midlife - Young Kids						
Low	152	1,274	3,561	30	90	51
Medium	1,400	3,870	10,029	203	203	107
High	0	227	2,927	0	33	87
Midlife - Carefree						
Low	257	488	1,125	163	112	53
Medium	220	614	2,666	71	72	63
High	136	599	4,915	27	43	72
Mature						
Low	832	1,383	3,946	303	182	106
Medium	48	1,145	18,650	8	71	235
High	0	126	7,735	0	11	132
Not Private Households	6	56	1,403	9	30	156
Total	4,631	12,783	62,619			

Spend by Polaris

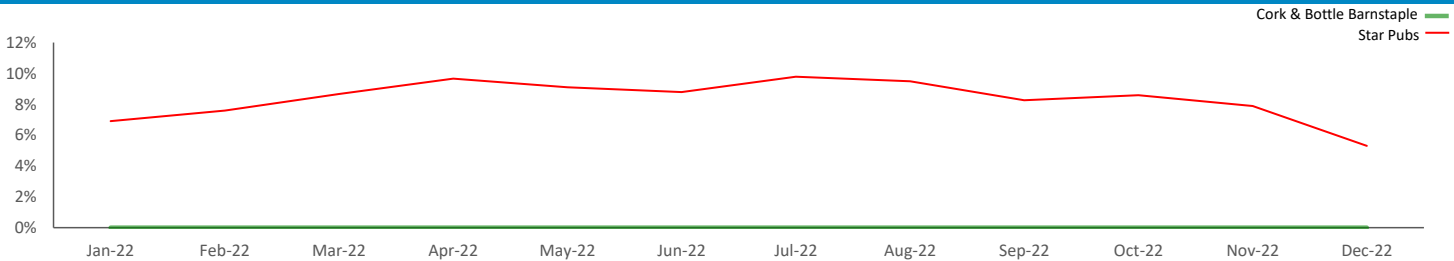
GB %



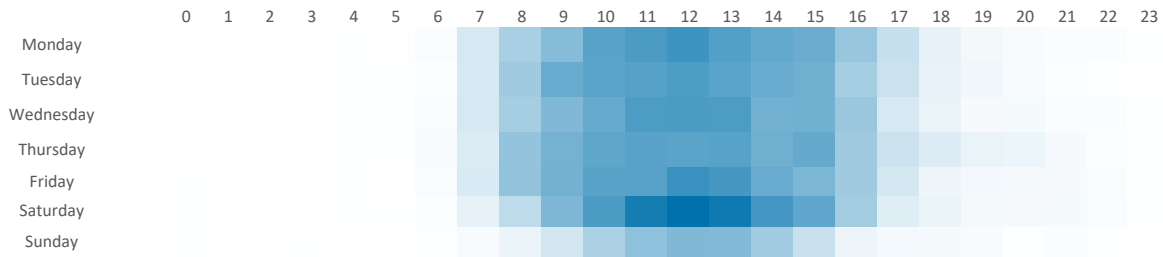
Average Transaction Values (£) by Polaris



Spend by Month

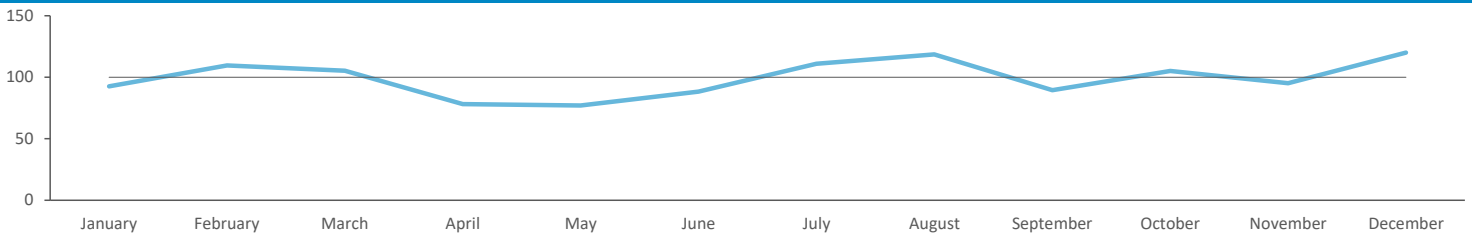


Time of Day/Day of Week



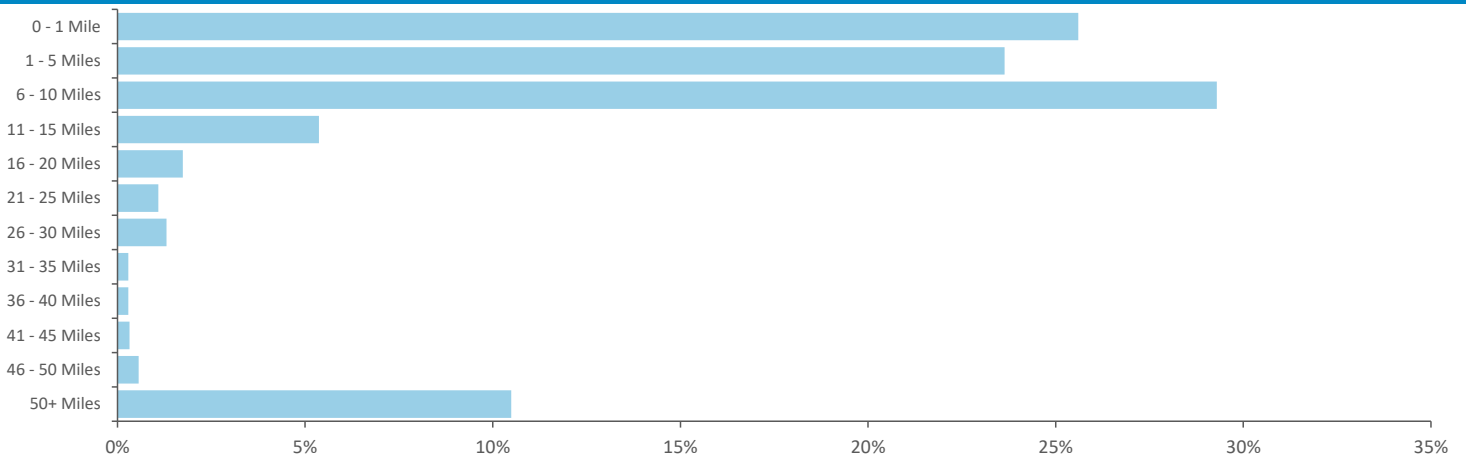
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



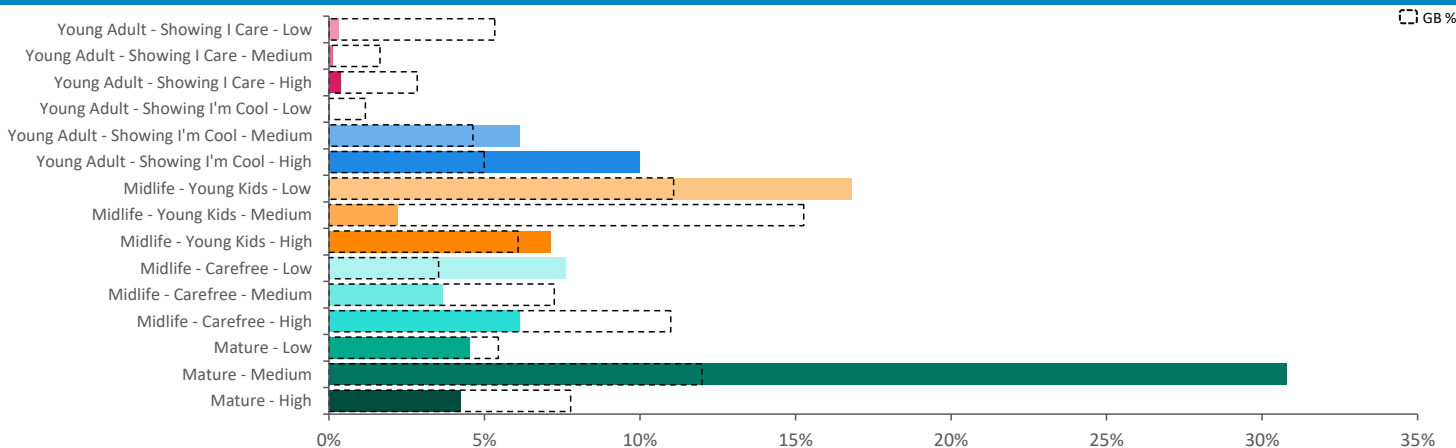
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

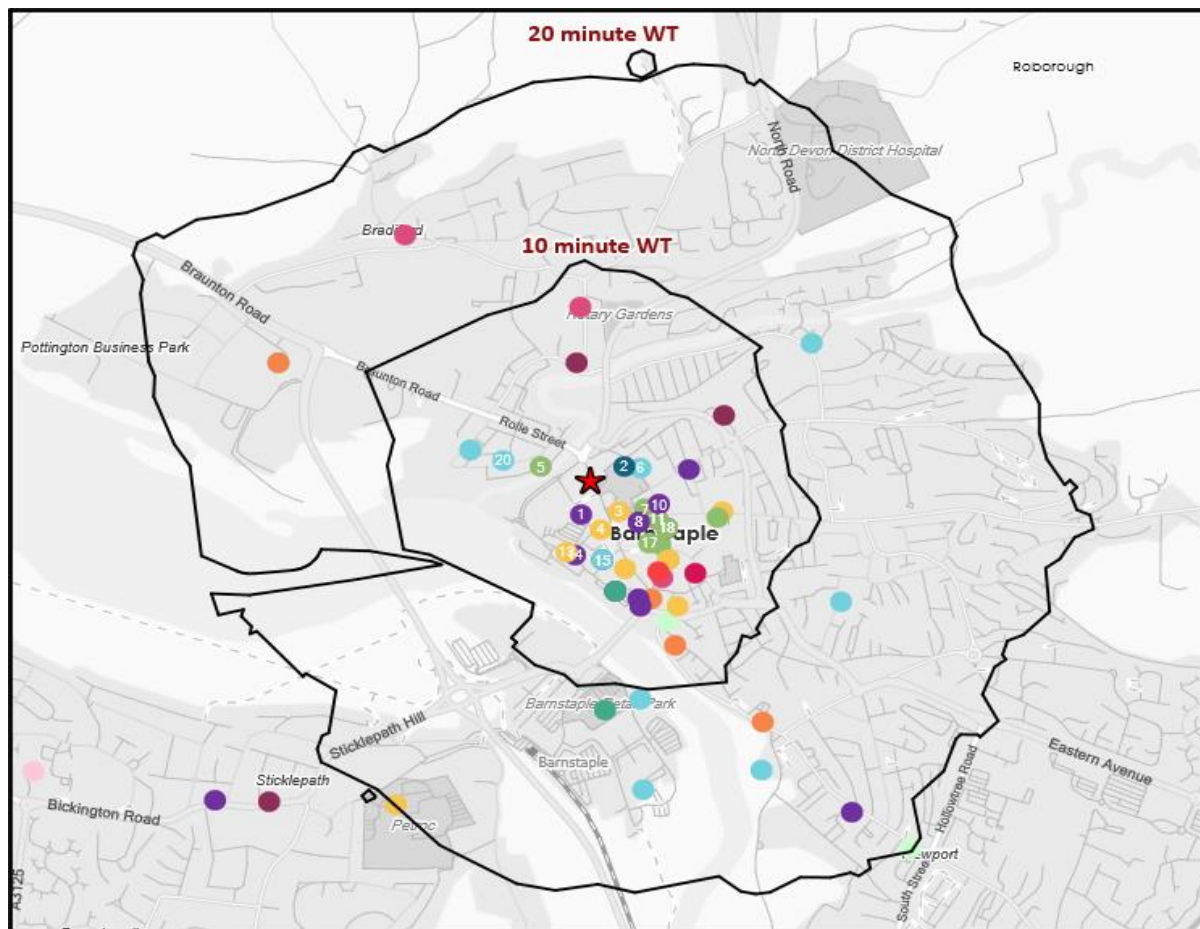


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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

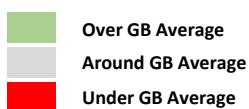
Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Fulham Chinese Cafe & Restaurant	EX31 1DH	Independent Free	Restaurants	0.1
2	Bull & Bear	EX31 1TD	Independent Free	ABOS	0.1
3	Tarko Lounge	EX31 1UH	Loungers	High Street Pub	0.1
4	Boston Tea Party	EX31 1DW	Boston Tea Party Group Ltd	High Street Pub	0.1
5	Rolle Quay	EX31 1JE	St Austell Brewery	Circuit Bar	0.1
6	Barnstaple Conservative & Unionist Club	EX31 1RW	Independent Free	Clubland	0.1
7	Royal Exchange	EX31 1BS	Punch Pub Company	Circuit Bar	0.1
8	Escape Down The Rabbit Hole	EX31 1BX	Independent Free	Restaurants	0.1
8	Gurkha Restaurant	EX31 1BX	Independent Free	Restaurants	0.1
10	Silver Tree Thai Restaurant	EX31 1RP	Independent Free	Restaurants	0.1
11	Queens Hall Theatre	EX31 1SY	Independent Free	Large Venue	0.1
11	Corner House	EX31 1SY	Independent Free	Circuit Bar	0.1
13	Watering Hole	EX31 1DR	Independent Free	High Street Pub	0.1
14	Painted Fan	EX31 1DP	Independent Free	Restaurants	0.1
15	Claytons & Glasshouse	EX31 1BA	Independent Free	ABOS	0.2
15	Barnstaple & N Devon Liberal Club	EX31 1BA	Independent Free	Clubland	0.2
17	Cork & Bottle	EX31 1BJ	Star Pubs & Bars	Circuit Bar	0.2
18	Giovanni Restaurant	EX31 1RX	Independent Free	Restaurants	0.2
18	Panniers	EX31 1RX	Wetherspoons GB	Circuit Bar	0.2
20	Barnstaple Town Association Football Sc	EX31 1JQ	Independent Free	Clubland	0.2

Per Pub Analysis - Cork & Bottle Barnstaple



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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+	4,631	12,783	62,619
Number of Competition Pubs	28	35	102
Adults 18+ per Competition Pub	165	365	614

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	655	14.1%	139
Circuit Bar	385	8.3%	227
Community Pub	776	16.7%	96
Craft Led	316	6.8%	216
Great Pub Great Food	558	12.1%	63
High Street Pub	826	17.8%	103
Premium Local	631	13.6%	78

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	1,709	13.4%	131
Circuit Bar	822	6.4%	175
Community Pub	2,308	18.1%	104
Craft Led	683	5.3%	169
Great Pub Great Food	1,810	14.2%	74
High Street Pub	2,408	18.8%	109
Premium Local	1,885	14.7%	84

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	5,154	8.2%	81
Circuit Bar	1,978	3.2%	86
Community Pub	10,926	17.4%	101
Craft Led	1,453	2.3%	73
Great Pub Great Food	12,902	20.6%	107
High Street Pub	11,360	18.1%	105
Premium Local	13,652	21.8%	124

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: #ff9900; color: white;">Midlife 'Parents'</th> <th style="background-color: #00b050; color: white;">Midlife 'Carefree'</th> <th style="background-color: #006d4c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="vertical-align: top; text-align: center;">Consumer insight</td> <td style="border: 1px dashed black; padding: 5px;"> 18-34 year olds 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."</i> </td> <td style="border: 1px dashed black; padding: 5px;"> 18-34 year olds 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."</i> </td> <td style="border: 1px dashed black; padding: 5px;"> 35-54 year olds 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"</i> </td> <td style="border: 1px dashed black; padding: 5px;"> 35-54 year olds 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."</i> </td> <td style="border: 1px dashed black; padding: 5px;"> 55+ year olds <i>"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.																			