

Catchment Summary - Three Tuns Honiton



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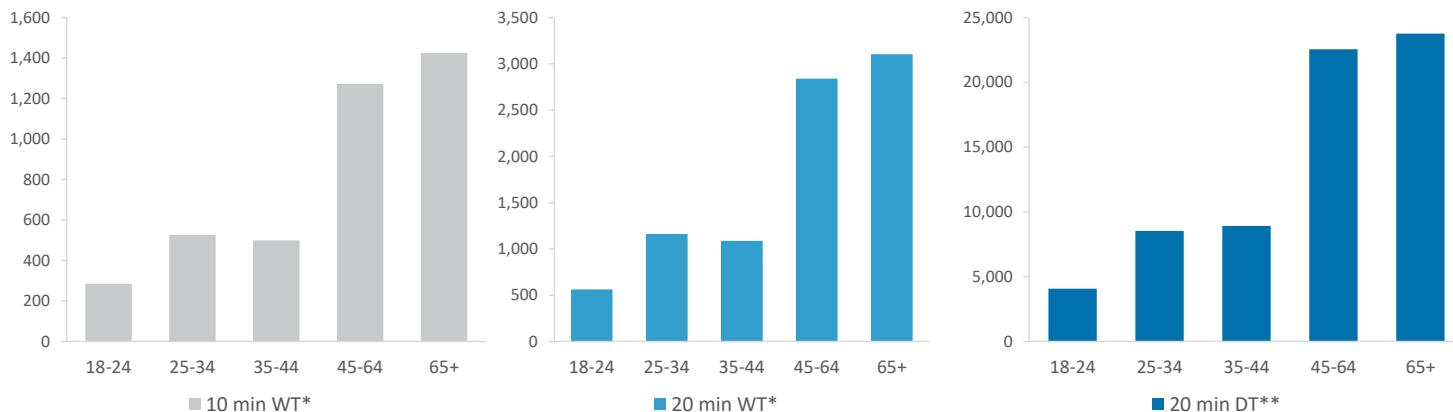
- Over GB Average
- Around GB Average
- Under GB Average

*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	4,799	10,612	84,085	91	73	22	
Adults 18+	4,009	8,754	67,843	92	49	23	
Competition Pubs	13	17	99	87	53	27	
Adults 18+ per Competition Pub	308	515	685	37	62	83	
% Adults Likely to Drink	82.3%	83.0%	84.0%	100	101	102	
Affluence	Low	31.5%	26.0%	12.6%	123	101	49
	Medium	52.2%	53.1%	47.2%	133	135	120
	High	16.1%	20.3%	38.9%	48	60	116
Age Profile	18-24	285	562	4,081	73	65	60
	25-34	526	1,162	8,540	82	82	76
	35-44	500	1,088	8,913	81	80	82
	45-64	1,273	2,839	22,553	104	105	105
	65+	1,425	3,103	23,756	155	153	148

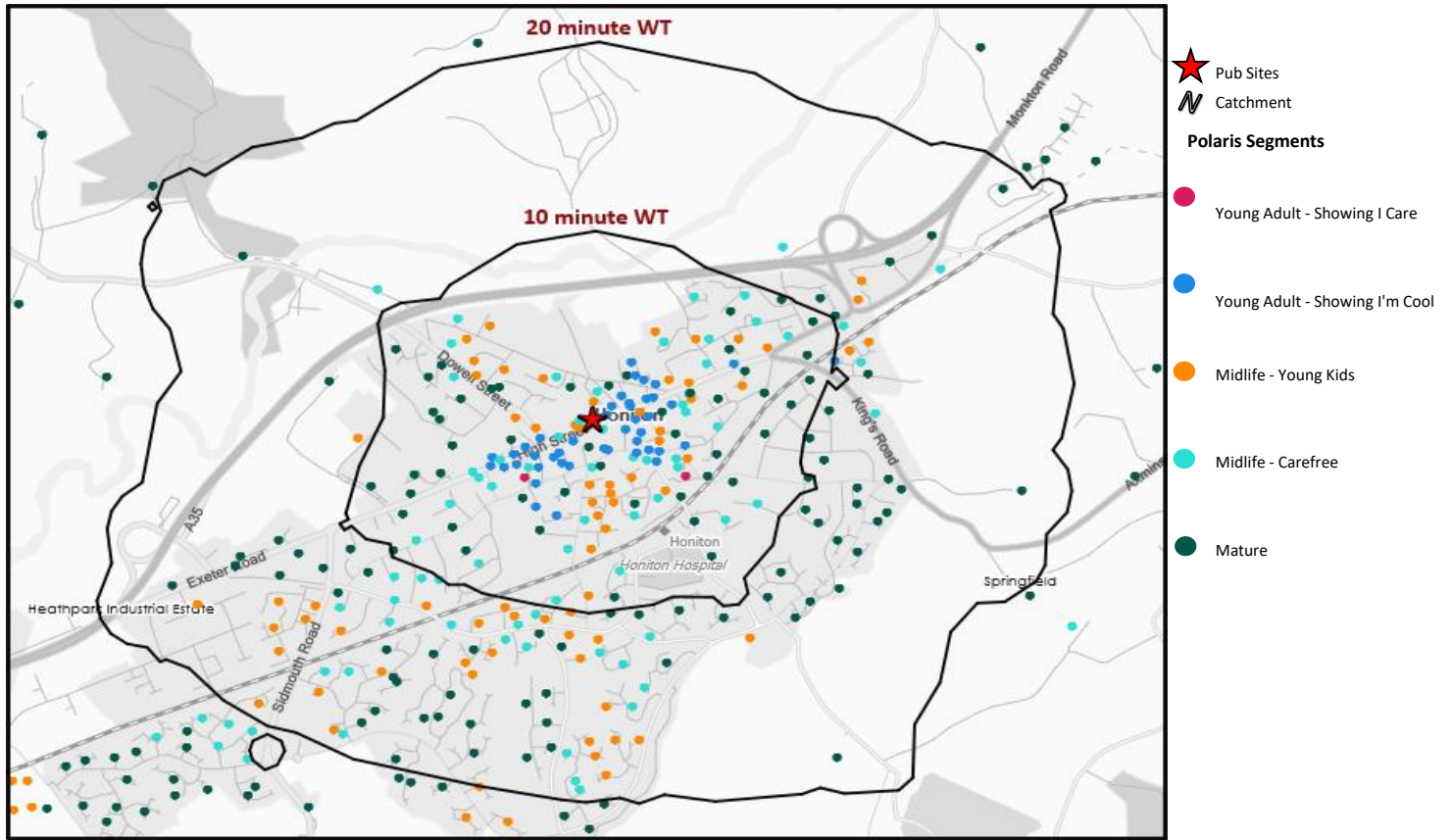
Population & Adults 18+ index is based on all pubs

*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	2,332 (49%)	5,114 (48%)	40,365 (48%)	98	97	97
	Female	2,467 (51%)	5,498 (52%)	43,720 (52%)	102	102	103
Economic Status (16-74)	Employed: Full-time	1,331 (40%)	2,848 (39%)	22,342 (39%)	97	94	94
	Employed: Part-time	526 (16%)	1,198 (16%)	8,590 (15%)	123	127	115
	Self employed	332 (10%)	689 (9%)	7,926 (14%)	105	99	145
	Unemployed	54 (2%)	133 (2%)	670 (1%)	69	77	49
	Retired	608 (18%)	1,417 (19%)	11,248 (20%)	134	141	142
Other	449 (14%)	1,000 (14%)	6,604 (12%)	69	70	58	
Total Worker Count	3,414	5,175	47,244				

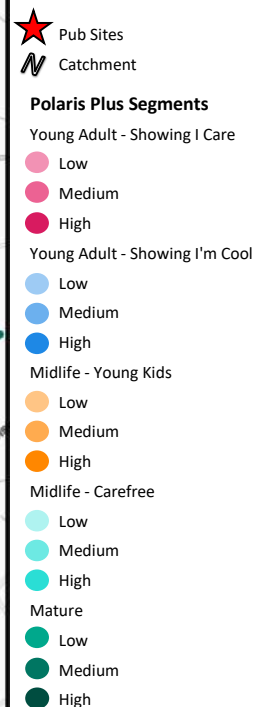
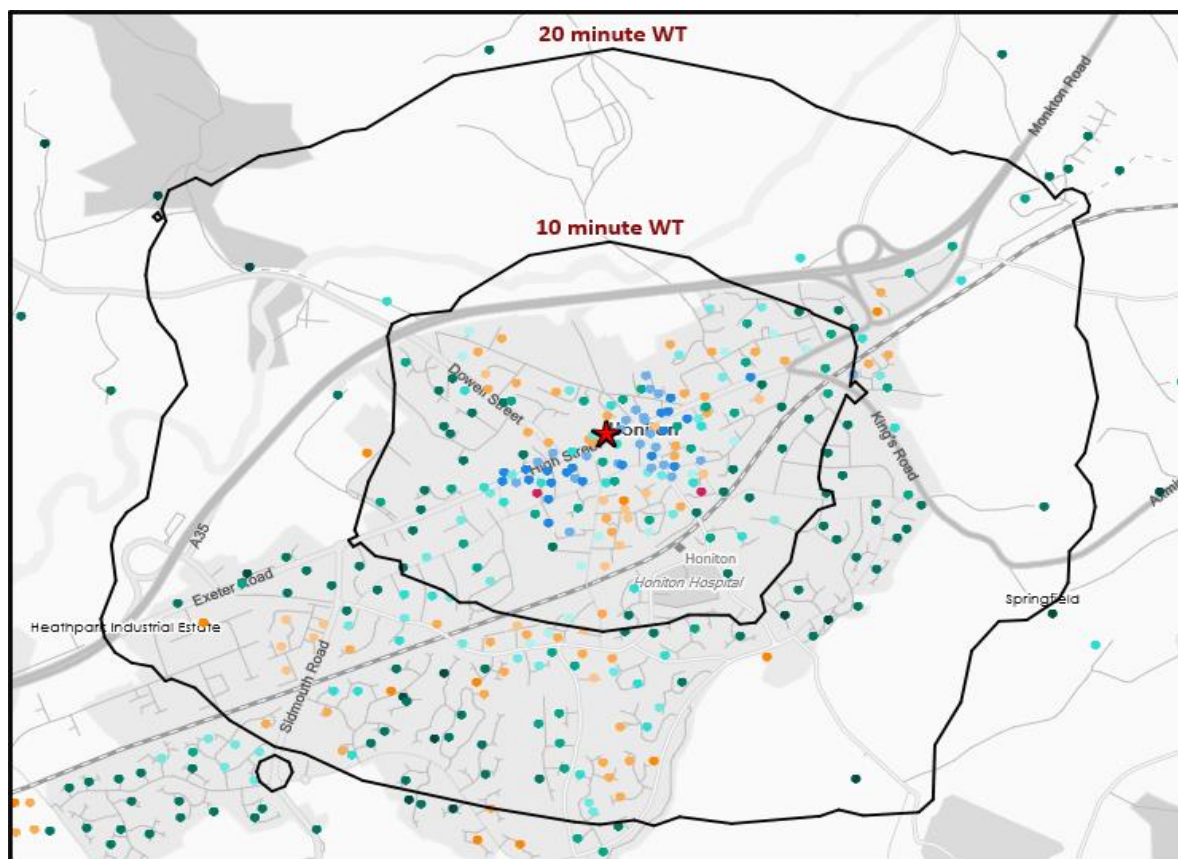
See the Glossary page for further information on the above variables



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	34	34	443	10	4	7
Young Adult - Showing I'm Cool	591	623	1,989	160	77	32
Midlife - Young Kids	775	2,129	12,541	62	77	59
Midlife - Carefree	1,286	2,573	14,297	152	140	100
Mature	1,312	3,342	37,662	117	136	198
Not Private Households	11	53	911	19	42	93
Total	4,009	8,754	67,843			



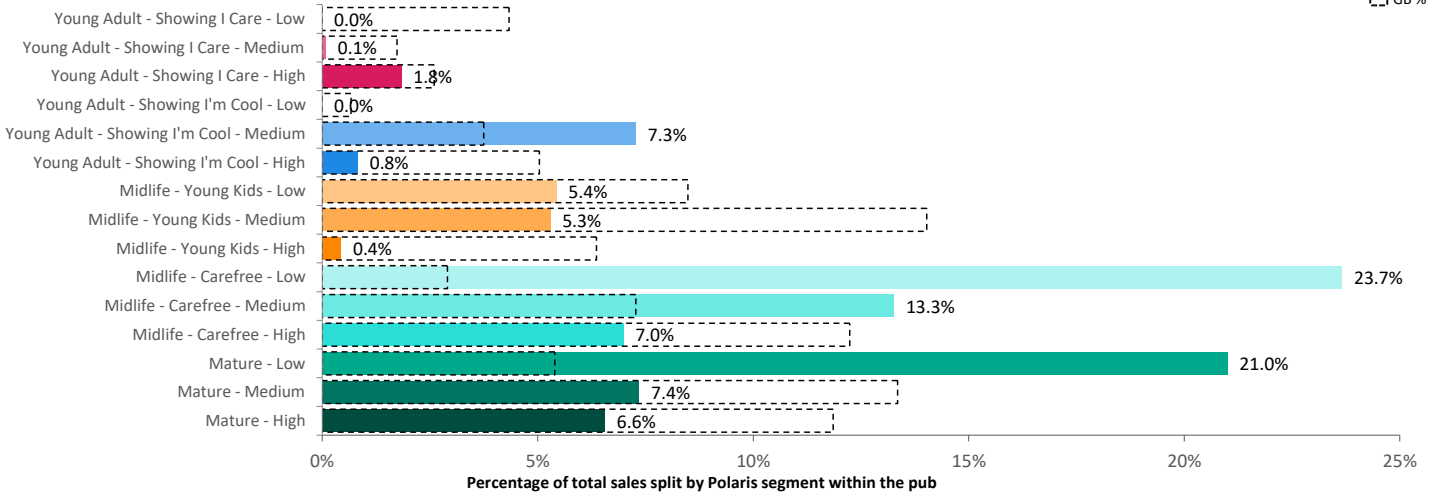
Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

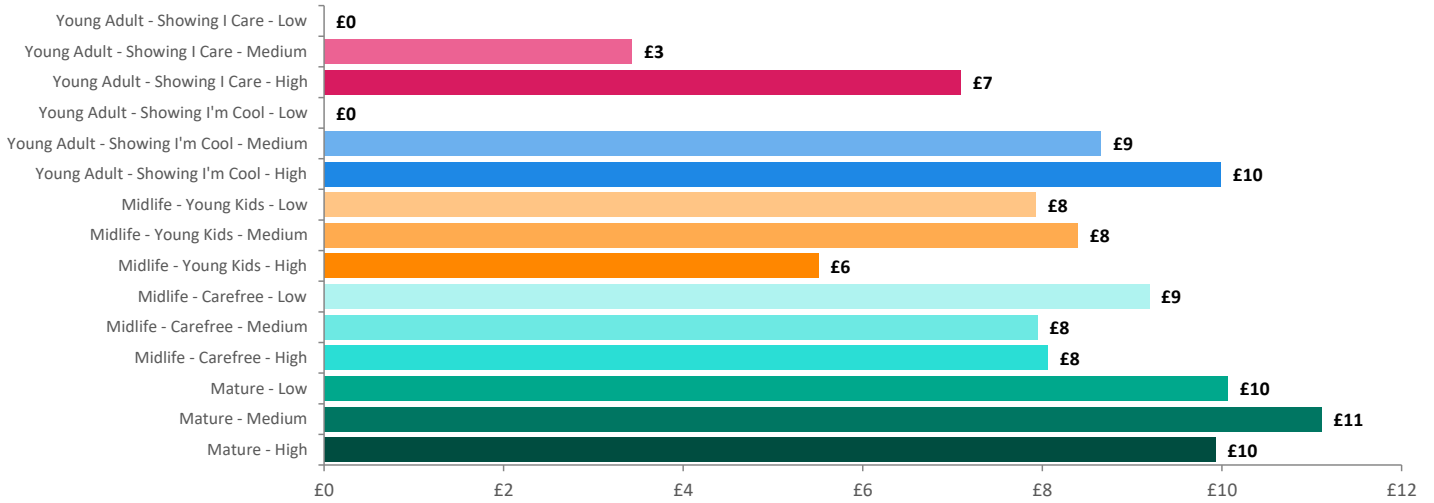
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young Adult - Showing I Care						
Low	0	0	2	0	0	0
Medium	0	0	0	0	0	0
High	34	34	441	25	12	19
Young Adult - Showing I'm Cool						
Low	0	0	0	0	0	0
Medium	308	340	721	208	105	29
High	283	283	1,268	158	72	42
Midlife - Young Kids						
Low	281	655	2,051	63	67	27
Medium	474	1,316	7,851	79	101	78
High	20	158	2,639	9	33	72
Midlife - Carefree						
Low	429	454	1,192	315	153	52
Medium	548	1,101	3,778	203	187	83
High	309	1,018	9,327	71	106	126
Mature						
Low	551	1,169	5,309	232	225	132
Medium	761	1,893	19,652	150	171	229
High	0	280	12,701	0	34	200
Not Private Households	11	53	911	19	42	93
Total	4,009	8,754	67,843			

Spend by Polaris

GB %



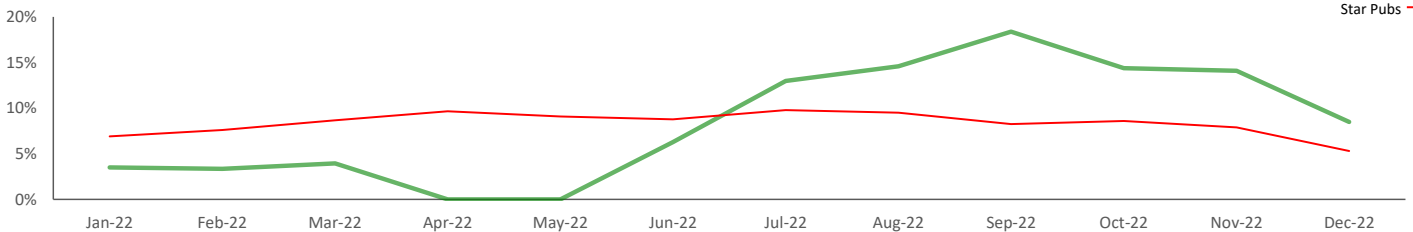
Average Transaction Values (£) by Polaris



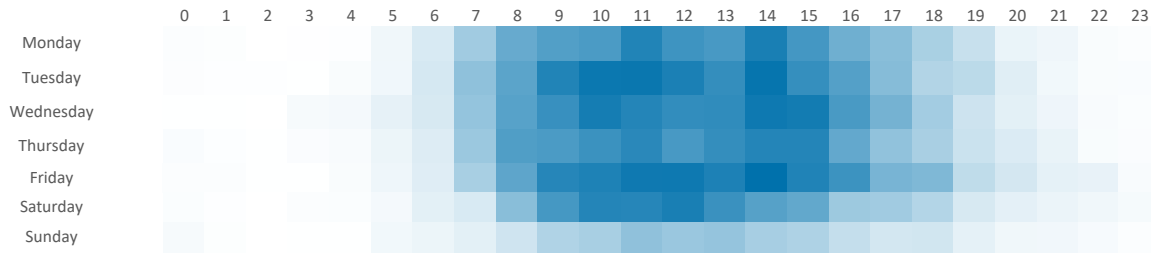
Average transaction value of sales (£) within the pub split by Polaris

Spend by Month

Three Tuns Honiton
Star Pubs

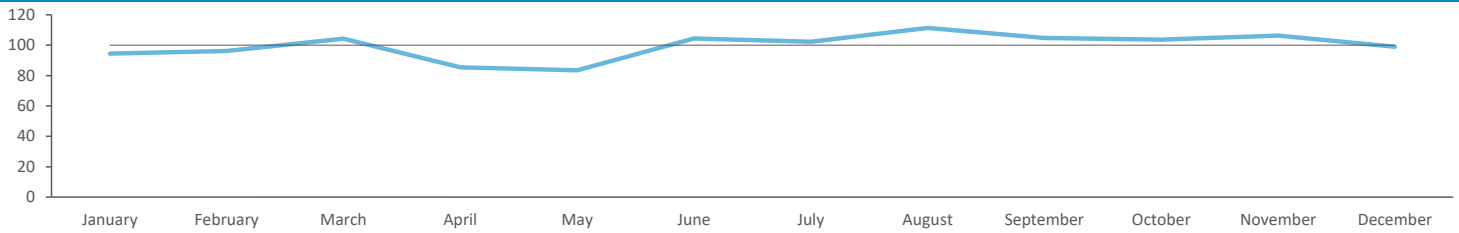


Time of Day/Day of Week



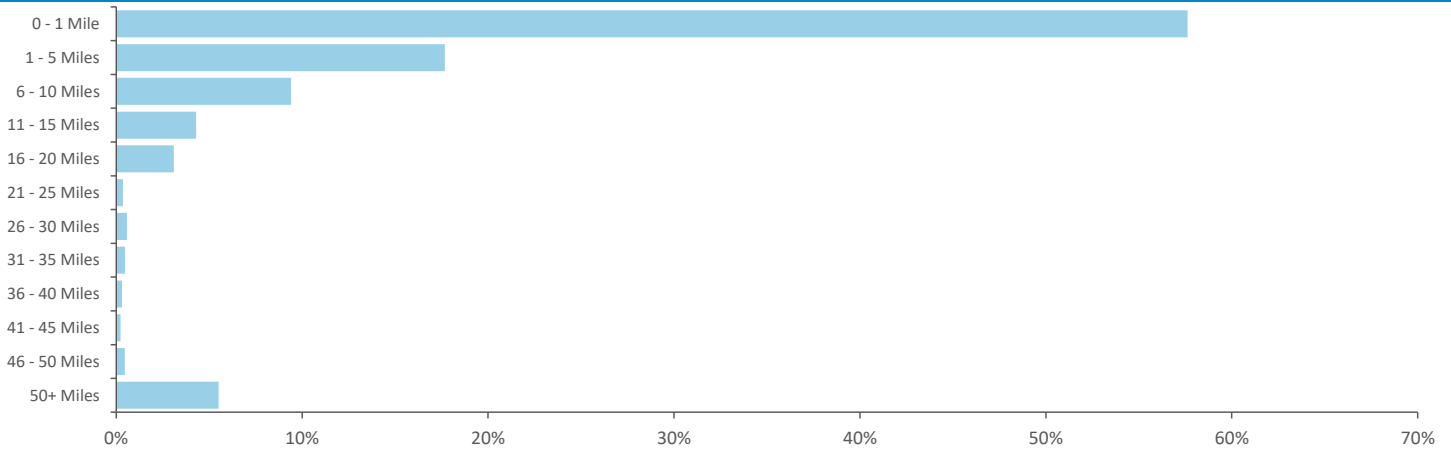
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Index by Month



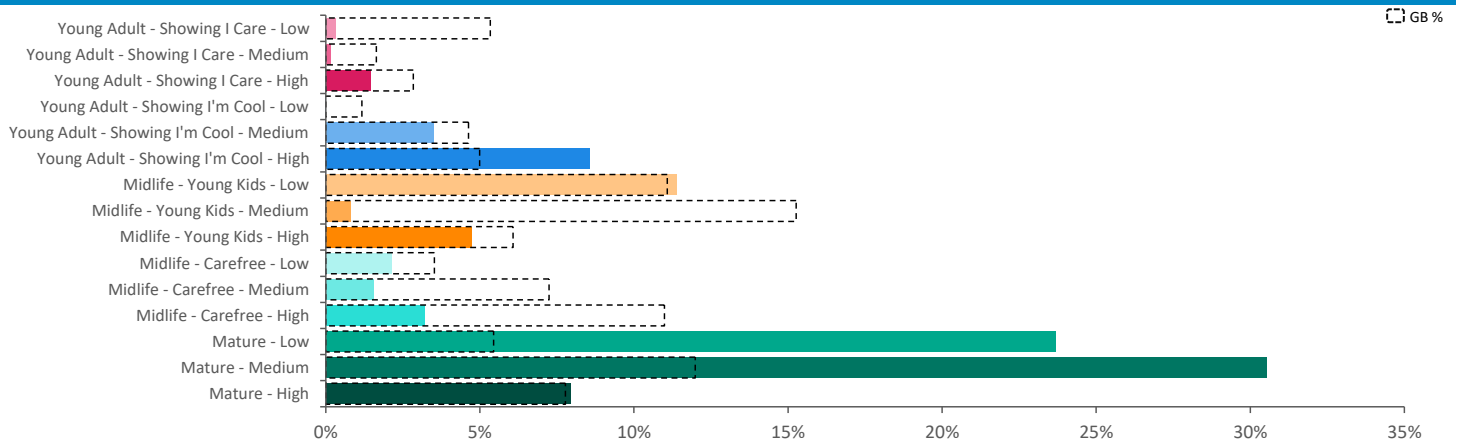
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average

Distance from Home

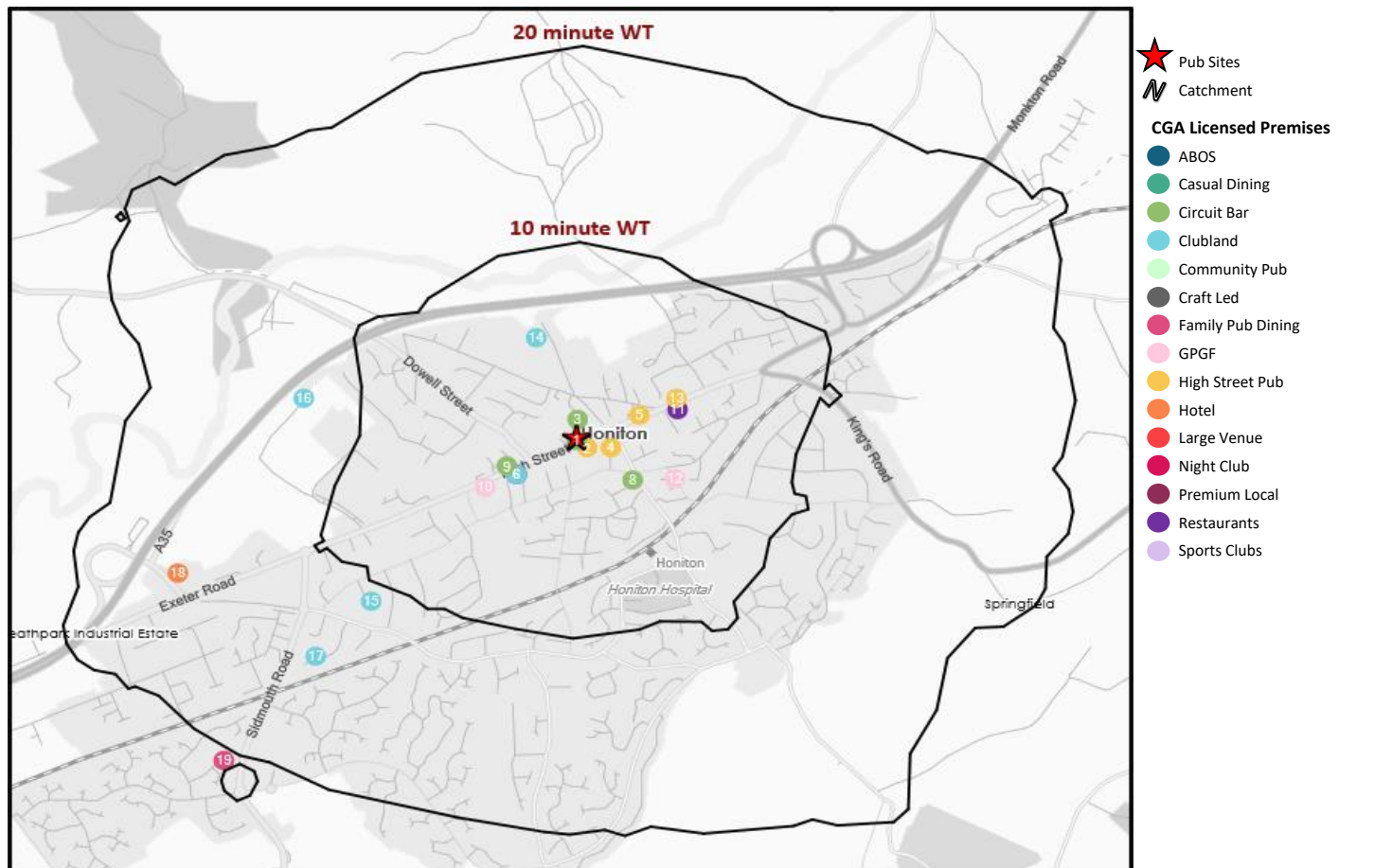


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Polaris Plus Profile

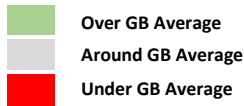


Polaris profile of people passing within 60m of the pub, these represent the potential customers walking past the door



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
1	Three Tuns	EX14 1HR	Star Pubs & Bars	Circuit Bar	0.0
2	Bruvs Bar	EX14 1JW	Independent Free	High Street Pub	0.0
3	Vine Inn	EX14 1NN	Independent Free	Circuit Bar	0.0
4	Zest Cafe & Restaurant	EX14 1ES	Independent Free	High Street Pub	0.1
5	Honiton Wine Bar	EX14 1PG	Independent Free	High Street Pub	0.1
6	Taste Of Bengal Restaurant	EX14 1JX	Independent Free	Restaurants	0.1
6	Honiton Conservative Club	EX14 1JX	Independent Free	Clubland	0.1
8	Star Inn	EX14 1BS	Wetherspoons GB	Circuit Bar	0.1
9	Volunteer	EX14 1LQ	Peninsula Inns	Circuit Bar	0.1
10	Holt	EX14 1LA	Independent Free	GPGF	0.2
11	Birds Nest	EX14 1PJ	Independent Free	Restaurants	0.2
12	Railway Inn	EX14 1HE	Independent Free	GPGF	0.2
13	Boston Tea Party	EX14 1PW	Boston Tea Party Group Ltd	High Street Pub	0.2
14	Honiton Rugby Club	EX14 1QW	Independent Free	Clubland	0.2
15	Honiton Working Mens Club	EX14 1RE	Independent Free	Clubland	0.5
16	Mountbatten Park Social Club	EX14 1AR	Independent Free	Clubland	0.5
17	Honiton Bowling Club	EX14 1RH	Independent Free	Clubland	0.6
18	Premier Inn	EX14 1BQ	Whitbread	Hotel	0.8
19	Heathfield Inn	EX14 2UG	Greene King	Family Pub Dining	0.9
20	Honiton Golf Club	EX14 9TR	Independent Free	Clubland	1.2



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,009	8,754	67,843
Number of Competition Pubs	13	17	99
Adults 18+ per Competition Pub	308	515	685

10 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	306	7.6%	75
Circuit Bar	139	3.5%	94
Community Pub	754	18.8%	108
Craft Led	125	3.1%	98
Great Pub Great Food	507	12.6%	66
High Street Pub	702	17.5%	101
Premium Local	488	12.2%	69

20 Minute Walktime Catchment	Target Customers	% Population	Index
Bit of Style	584	6.7%	65
Circuit Bar	301	3.4%	94
Community Pub	1,760	20.1%	116
Craft Led	178	2.0%	64
Great Pub Great Food	1,299	14.8%	77
High Street Pub	1,630	18.6%	107
Premium Local	1,394	15.9%	91

20 Minute Drivetime Catchment	Target Customers	% Population	Index
Bit of Style	4,526	6.7%	65
Circuit Bar	1,527	2.3%	61
Community Pub	11,269	16.6%	96
Craft Led	843	1.2%	39
Great Pub Great Food	16,414	24.2%	126
High Street Pub	10,867	16.0%	92
Premium Local	16,517	24.3%	139

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.																			