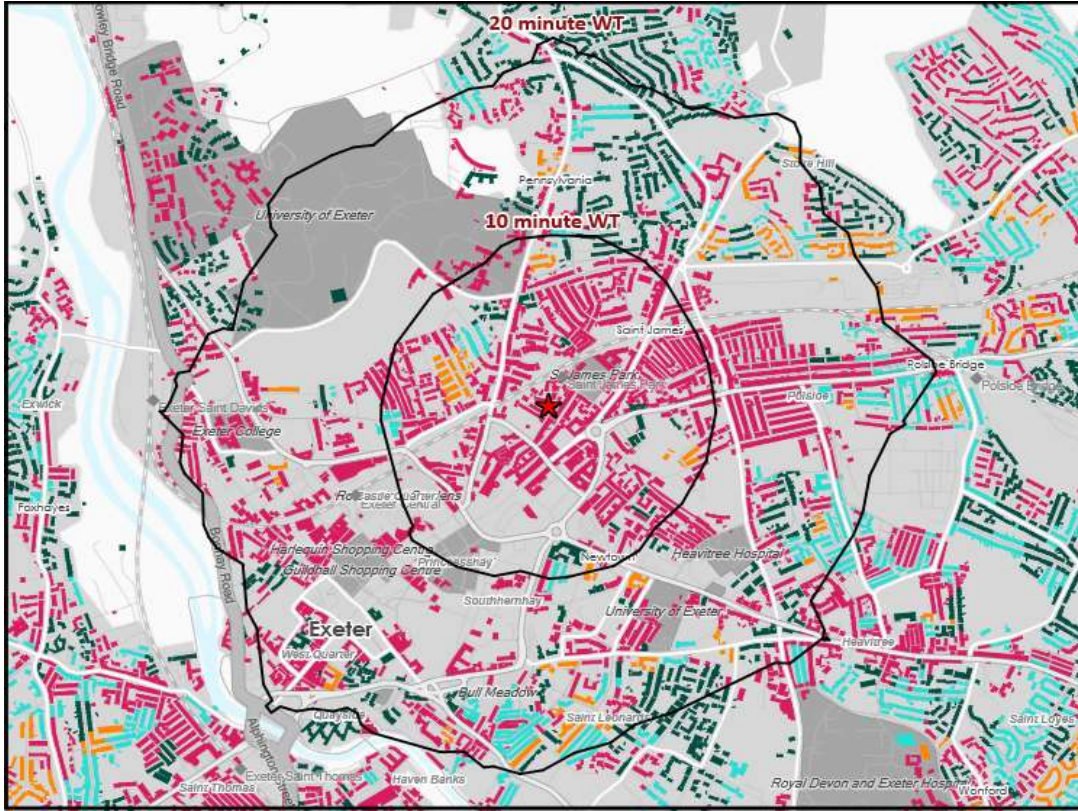


# Catchment Summary - St Annes Well Exeter

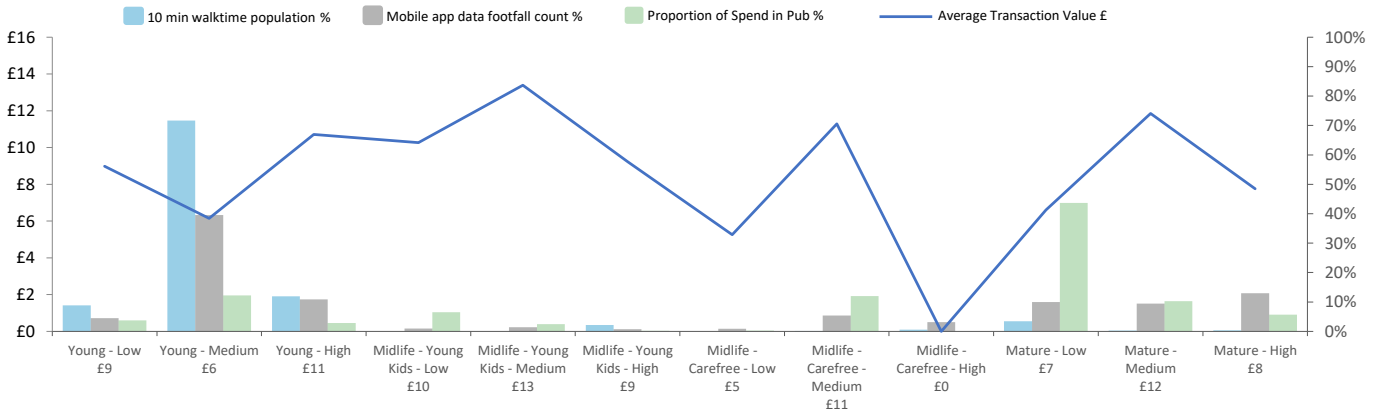
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Ship To	Name	Postcode	Operator	Segment	Sparsity
627188	St Annes Well Exeter	EX 4 6QL	Star Pubs & Bars	Circuit Bar	12



- Pub Sites
- Catchments
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

## Polaris Plus Profile



See the Glossary page for further information on the above variables

# Catchment Summary - St Annes Well Exeter



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	Over GB Average
	Around GB Average
	Under GB Average

\*WT= Walktime, \*\*DT= Drivetime

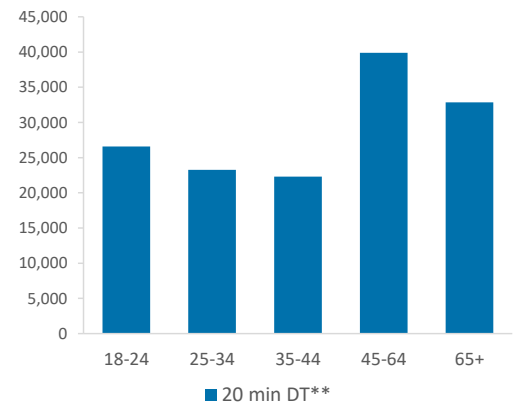
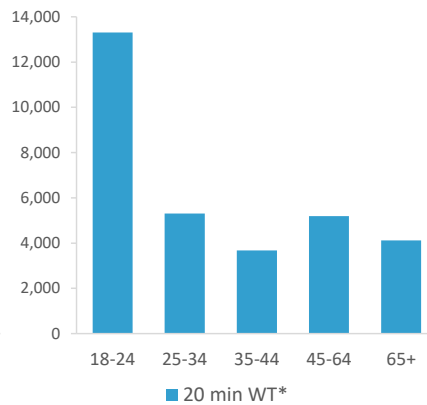
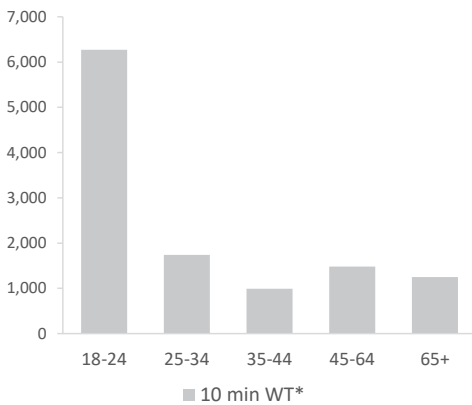
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	12,677	35,177	175,789	236	190	40
Adults 18+	11,724	31,597	144,867	260	207	41
Competition Pubs	21	68	194	117	189	47
Adults 18+ per Competition Pub	558	465	747	65	54	87
% Adults Likely to Drink	80.4%	80.1%	78.7%	105	105	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	12.3%	10.7%	18.7%	37	32	56
	Medium	72.1%	62.9%	53.6%	189	165	140
	High	15.1%	24.6%	25.6%	55	90	94

\*Affluence does not include Not Private Households

Age Profile	18-24	6,269	13,307	26,593	607	465	186
	25-34	1,737	5,309	23,257	103	113	99
	35-44	990	3,672	22,282	59	79	96
	45-64	1,481	5,194	39,901	45	57	88
	65+	1,247	4,115	32,834	51	61	97



	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	6,069 (48%)	17,496 (50%)	86,512 (49%)	98	102	100
	Female	6,608 (52%)	17,681 (50%)	89,277 (51%)	102	99	100
Economic Status (16+)	Employed: Full-time	2,107 (18%)	7,444 (23%)	47,598 (32%)	52	67	93
	Employed: Part-time	698 (6%)	2,414 (8%)	18,515 (12%)	50	63	105
	Self employed	539 (5%)	1,777 (6%)	12,470 (8%)	49	60	91
	Unemployed	179 (2%)	582 (2%)	2,761 (2%)	55	66	67
	Full-time student	1,363 (12%)	2,974 (9%)	5,632 (4%)	484	390	160
	Retired	871 (7%)	3,567 (11%)	29,521 (20%)	34	51	91
	Other	6,082 (51%)	13,287 (41%)	31,880 (21%)	295	238	123
Total Worker Count		10,066	22,355	103,074			

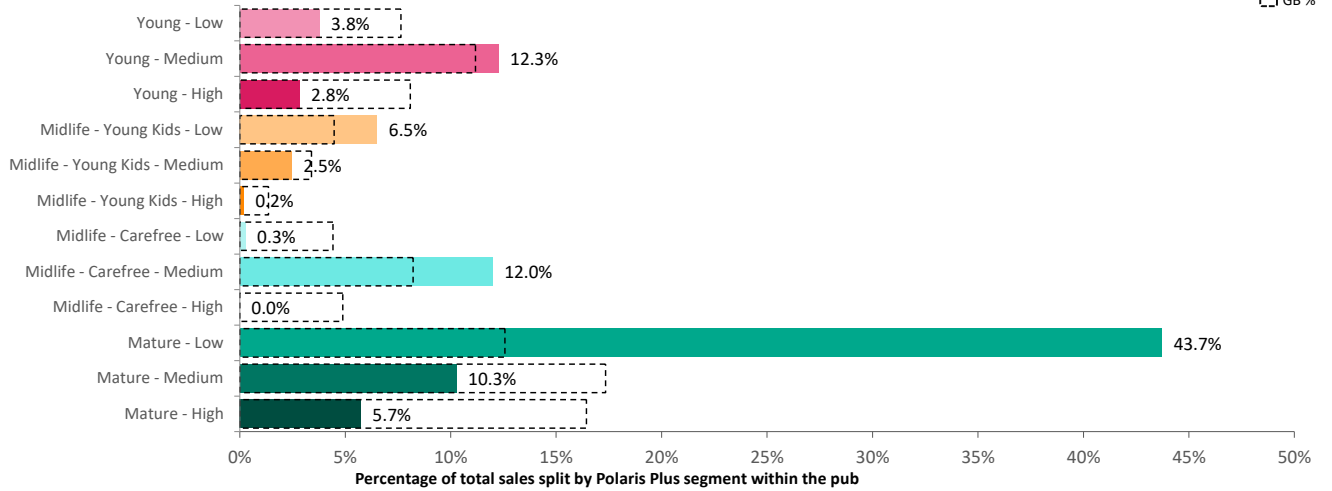
See the Glossary page for further information on the above variables

# Transactional Data Summary - St Annes Well Exeter

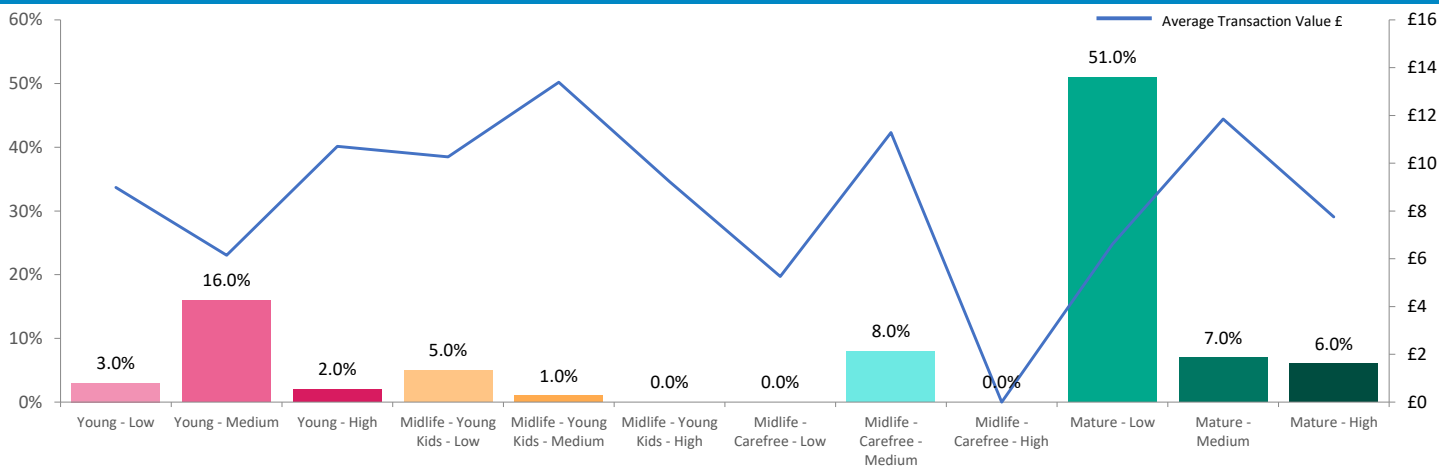


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## Spend by Polaris Plus

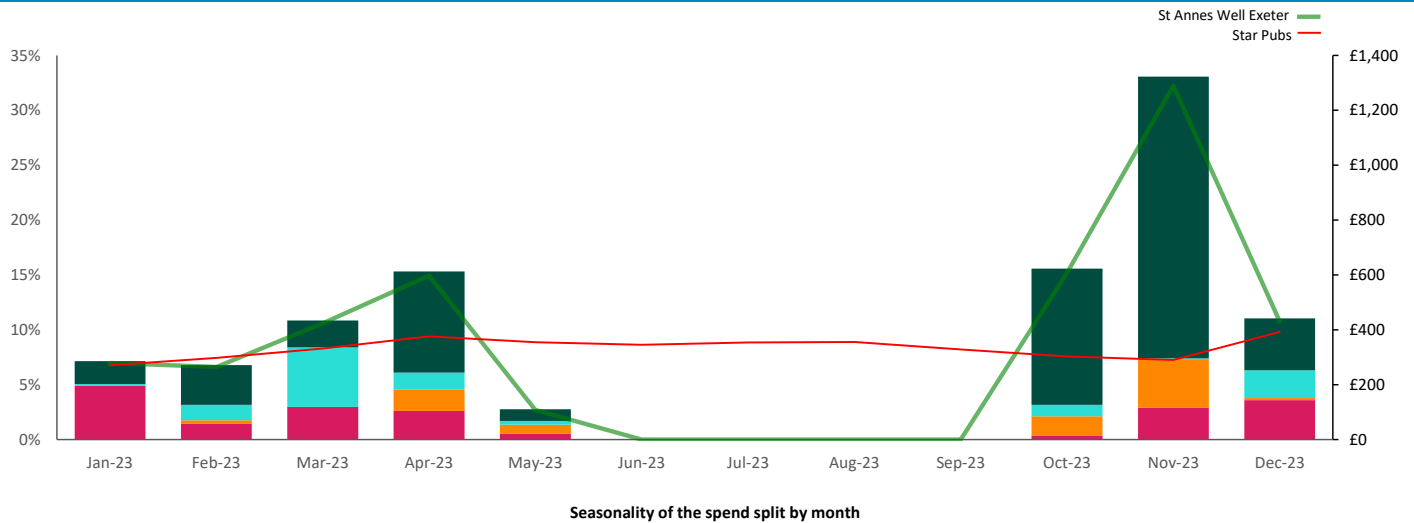


## % of Transactions and Average Transaction Values (£) by Polaris Plus



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

### Spend by Month and Polaris

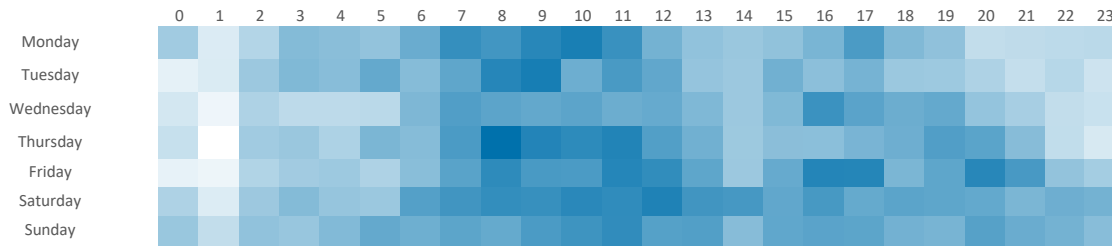


# Mobile Data Summary - St Annes Well Exeter



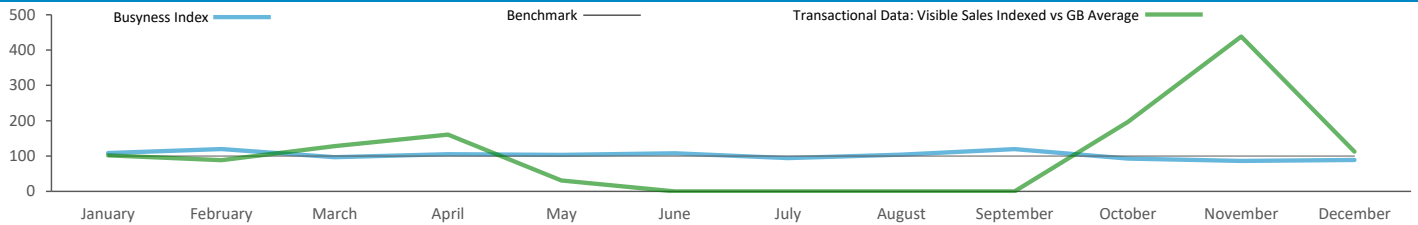
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## Time of Day/Day of Week



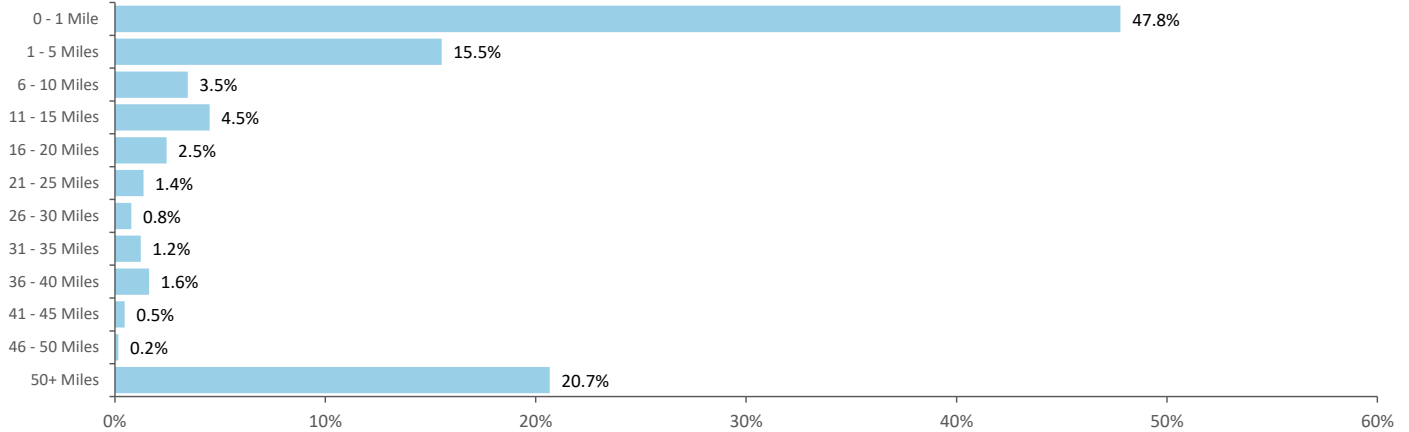
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

## Busyness Index and Transactional Visible Sales by Month



Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

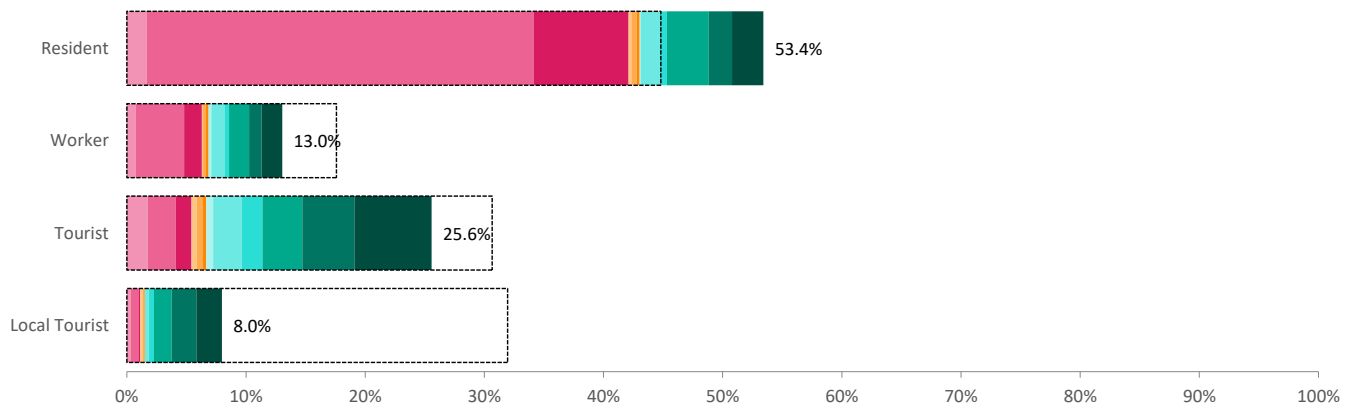
## Distance from Home



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

## Audience Classification by Polaris Plus

Base: GB



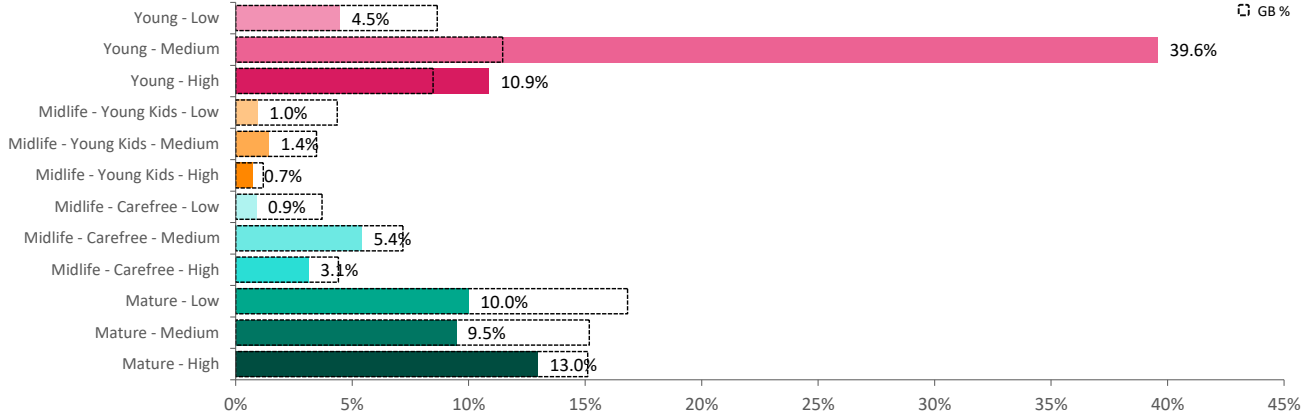
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - St Annes Well Exeter



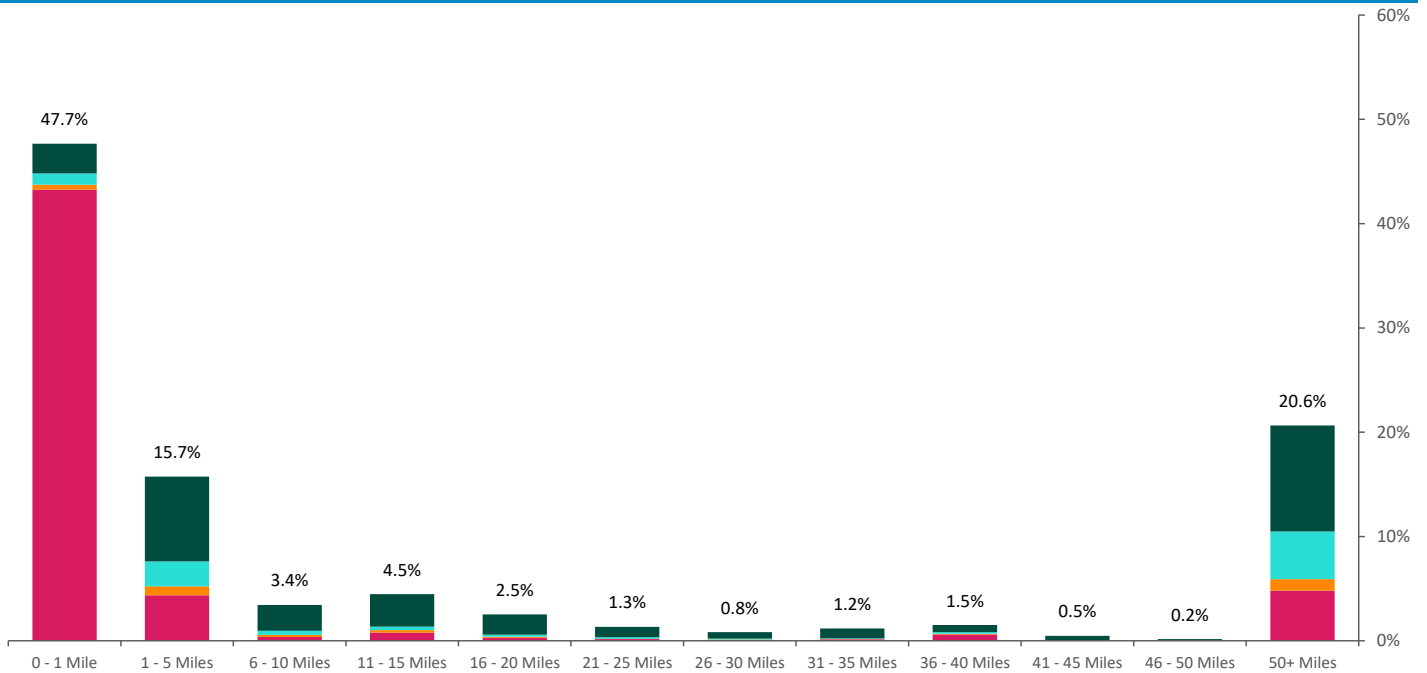
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## Polaris Plus Profile



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

## Distance from Home by Polaris

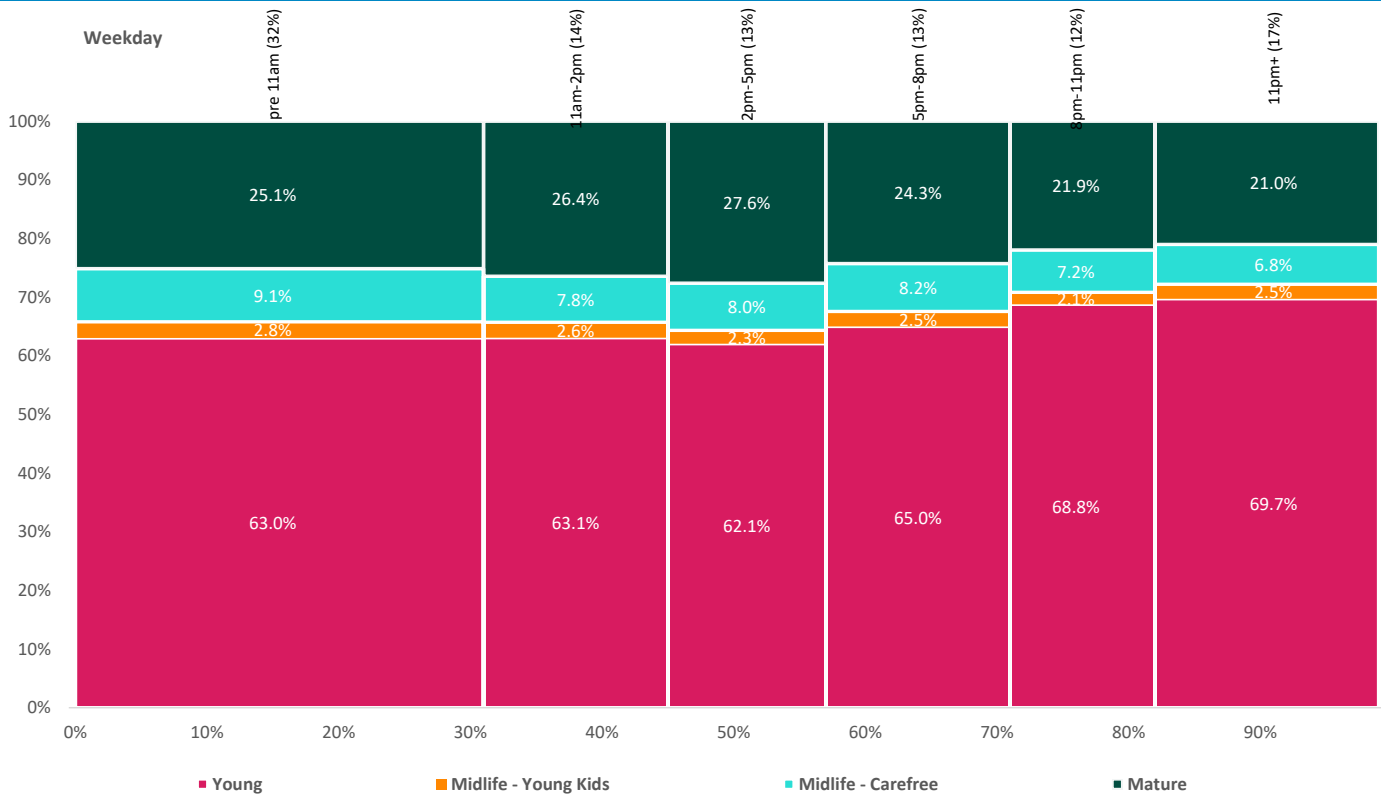


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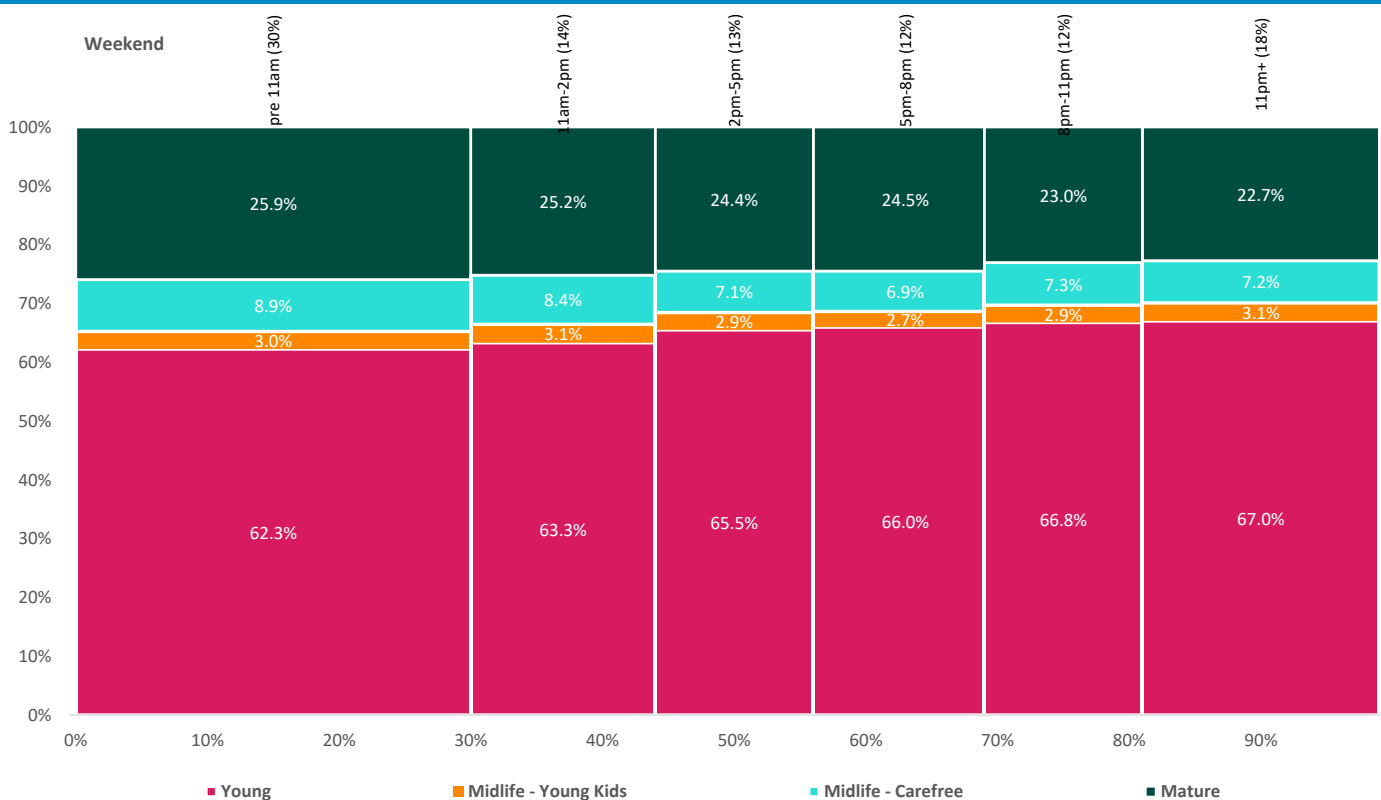
# Mobile Data Summary - St Annes Well Exeter

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## Time of Day by Polaris: Weekday (Monday to Friday)



## Time of Day by Polaris: Weekend (Saturday and Sunday)

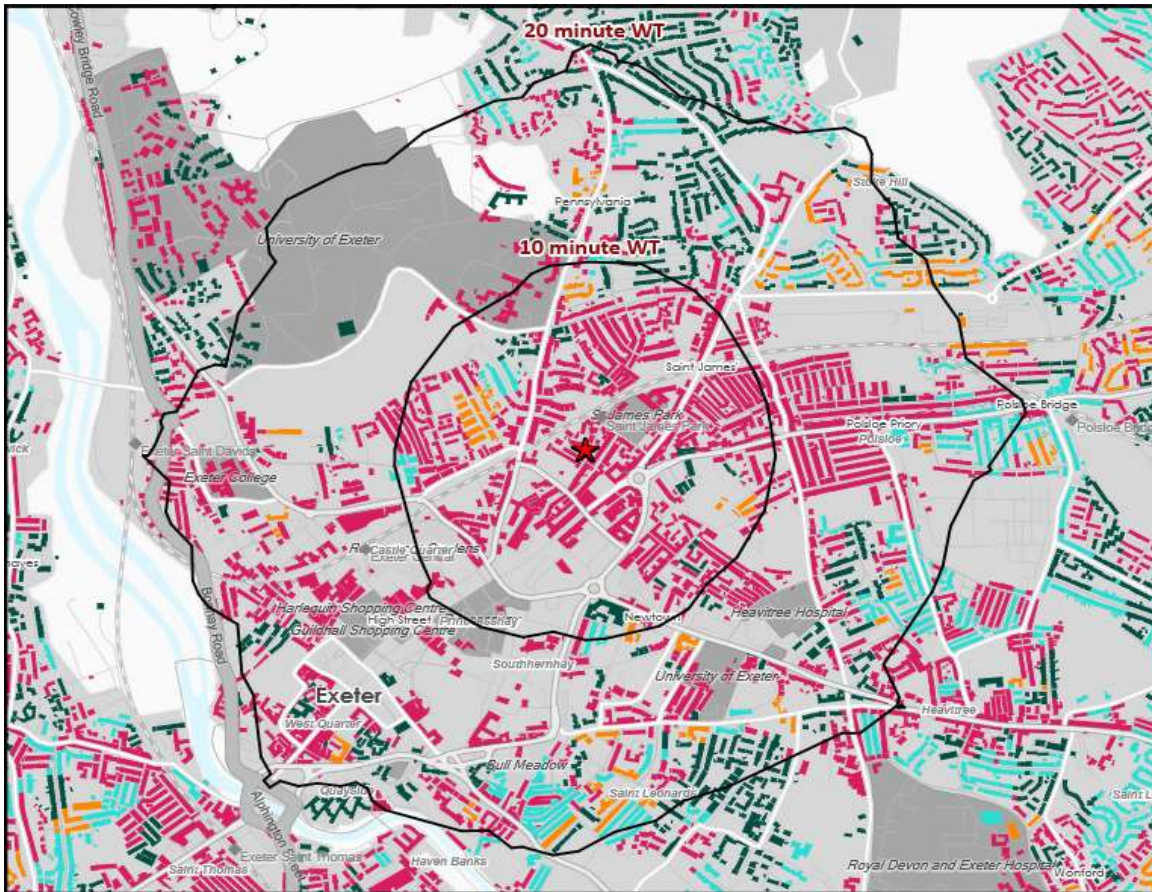




# Polaris Summary - St Annes Well Exeter



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- ★ Pub Sites
- N Catchment
- Polaris Segments**
- Young
- Midlife - Young Kids
- Midlife - Carefree
- Mature

## Polaris Profile by Catchment

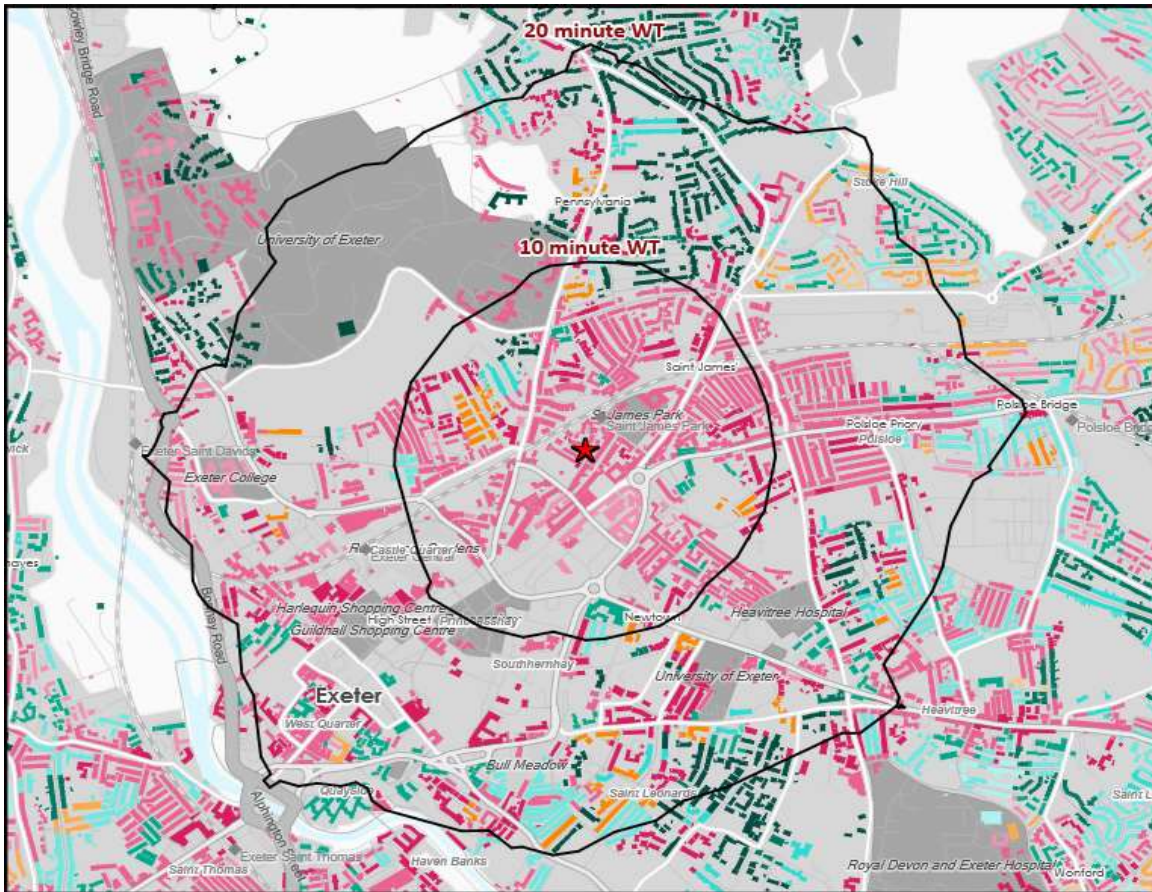
\*WT= Walktime, \*\*DT= Drivetime

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	10,845	25,054	49,792	336	288	125
Midlife - Young Kids	257	1,027	9,006	20	30	57
Midlife - Carefree	83	1,825	21,022	4	36	92
Mature	480	3,095	62,048	9	22	96
<b>Not Private Households</b>	59	596	2,999	38	144	158
<b>Total</b>	11,724	31,597	144,867			

# Polaris Plus Summary - St Annes Well Exeter



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★ Pub Sites  
 N Catchment

**Polaris Plus Segments**

**Young**

- Low
- Medium
- High

**Midlife - Young Kids**

- Low
- Medium
- High

**Midlife - Carefree**

- Low
- Medium
- High

**Mature**

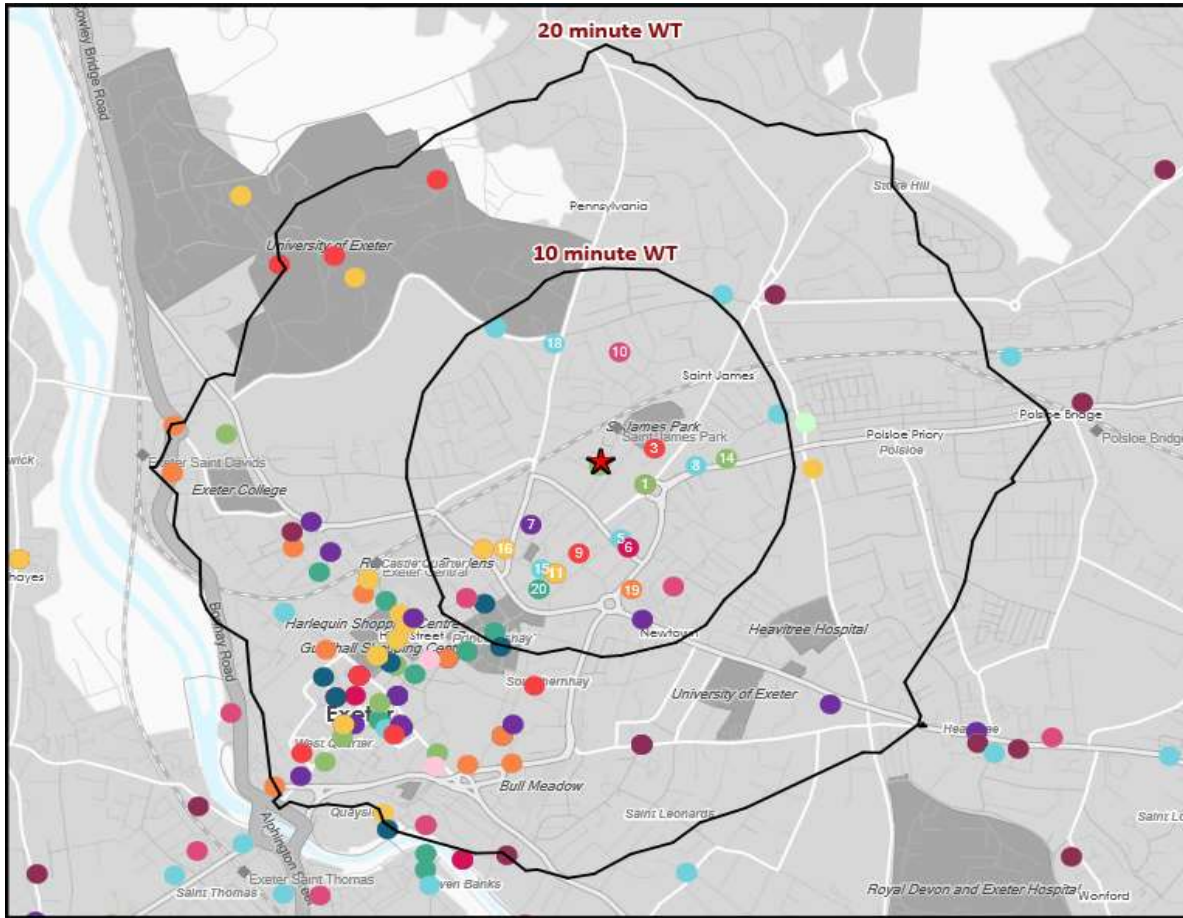
- Low
- Medium
- High

## 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**
<b>Young</b>						
Low	1,042	1,653	6,956	91	53	49
Medium	8,407	17,870	32,219	653	515	203
High	1,396	5,531	10,617	177	260	109
<b>Midlife - Young Kids</b>						
Low	0	10	2,349	0	1	30
Medium	0	311	5,584	0	23	89
High	257	706	1,073	196	200	66
<b>Midlife - Carefree</b>						
Low	0	33	1,292	0	2	21
Medium	13	1,518	15,261	2	67	147
High	70	274	4,469	13	19	69
<b>Mature</b>						
Low	401	1,679	16,552	25	39	83
Medium	34	166	24,554	2	3	108
High	45	1,250	20,942	3	26	96
<b>Not Private Households</b>	59	596	2,999	38	144	158
<b>Total</b>	11,724	31,597	144,867			



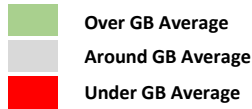


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	St Annes Well	EX 4 6QL	Star Pubs & Bars	Circuit Bar	0.0
1	Odeon	EX 4 6PH	Odeon Cinema Holdings	Large Venue	0.1
1	Duke Of York Inn	EX 4 6PH	Stonegate Pub Company	Circuit Bar	0.1
3	Exeter City Football Club	EX 4 6PX	Independent Free	Clubland	0.1
3	St James Centre	EX 4 6PX	Independent Free	Large Venue	0.1
5	Exeter Transport Recrtion Club	EX 1 2AT	Independent Free	Clubland	0.2
6	Unit 1	EX 1 2AZ	Rekom UK	Night Club	0.2
7	Harrys Restaurant	EX 4 6AP	Independent Free	Restaurants	0.2
8	Exeter Moose Club	EX 4 6SN	Independent Free	Clubland	0.2
9	Vue	EX 1 2DD	Omers Private Equity	Large Venue	0.2
10	Victoria Inn	EX 4 6JQ	Stonegate Pub Company	Family Pub Dining	0.2
11	Tyepyedong	EX 4 6RH	Independent Free	Casual Dining	0.2
11	Great Hall	EX 4 6RH	Independent Free	Large Venue	0.2
11	Monkey Suit	EX 4 6RH	Stonegate Pub Company	High Street Pub	0.2
14	Bowling Green	EX 4 6ST	Stonegate Pub Company	Circuit Bar	0.2
15	All Stars	EX 4 6NN	Independent Free	Clubland	0.2
16	Black Horse Inn	EX 4 6AB	Greene King	Family Pub Dining	0.3
16	Stand Off	EX 4 6AB	Independent Free	High Street Pub	0.3
18	Hope Hall Lodge	EX 4 4PN	Independent Free	Clubland	0.3
19	Jurys Inn	EX 1 2DB	Jurys Inn Group	Hotel	0.3
20	Eat The Bird	EX 4 6RD	*Other Small Retail Groups	Casual Dining	0.3

# Per Pub Analysis - St Annes Well Exeter



\*WT= Walktime, \*\*DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	11,724	31,597	144,867
Number of Competition Pubs	21	68	194
Adults 18+ per Competition Pub	558	465	747

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	2	2,099	17.9%	222
Circuit Bar	3	1,109	9.5%	233
Community Pub	0	1,215	10.4%	54
Craft Led	0	1,505	12.8%	371
Great Pub Great Food	0	1,966	16.8%	95
High Street Pub	5	1,913	16.3%	89
Premium Local	0	1,846	15.7%	95

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	7	5,661	17.9%	222
Circuit Bar	13	2,389	7.6%	186
Community Pub	1	2,914	9.2%	48
Craft Led	0	3,616	11.4%	331
Great Pub Great Food	2	5,966	18.9%	107
High Street Pub	20	4,320	13.7%	74
Premium Local	5	4,583	14.5%	88

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	12	13,497	9.3%	116
Circuit Bar	14	6,470	4.5%	110
Community Pub	6	22,293	15.4%	80
Craft Led	0	7,116	4.9%	142
Great Pub Great Food	19	27,013	18.6%	105
High Street Pub	25	23,344	16.1%	87
Premium Local	37	25,581	17.7%	107

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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low  <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium  <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High  <b>Polaris Plus Segments:</b> 1.3, 2.3, 3.3, 4.3</p>																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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																																								
<b>Polaris Segmentation</b>																																									
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;">Young</th> <th style="background-color: #ff9800;">Midlife 'Parents'</th> <th style="background-color: #00bcd4;">Midlife 'Carefree'</th> <th style="background-color: #00695c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="text-align: center; vertical-align: middle;">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Wanting to look good in the group</p> <p>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</p> </td> <td style="text-align: center;"> <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 style="text-align: center;"> <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 style="text-align: center;"> <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 style="text-align: center; vertical-align: middle;">Product needs</td> <td> <ul style="list-style-type: none"> <li>Aids being part of the <b>group</b></li> <li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li> <li><b>Energising</b></li> <li><b>Discovering</b> new things</li> <li><b>Avoids bloating</b></li> <li><b>Physical benefit</b></li> </ul> </td> <td> <ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li><b>Discovering</b> new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul> </td> <td> <ul style="list-style-type: none"> <li><b>Tastes good</b> and <b>looks good</b></li> <li><b>Discovering</b> new things</li> <li><b>Supports connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul> </td> <td> <ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li><b>Helps me feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul> </td> </tr> </tbody> </table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</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"> <li>Aids being part of the <b>group</b></li> <li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li> <li><b>Energising</b></li> <li><b>Discovering</b> new things</li> <li><b>Avoids bloating</b></li> <li><b>Physical benefit</b></li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li><b>Discovering</b> new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes good</b> and <b>looks good</b></li> <li><b>Discovering</b> new things</li> <li><b>Supports connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li><b>Helps me feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul>																									
	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature																																					
Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</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"> <li>Aids being part of the <b>group</b></li> <li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li> <li><b>Energising</b></li> <li><b>Discovering</b> new things</li> <li><b>Avoids bloating</b></li> <li><b>Physical benefit</b></li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li><b>Discovering</b> new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes good</b> and <b>looks good</b></li> <li><b>Discovering</b> new things</li> <li><b>Supports connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li><b>Helps me feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul>																																					
<b>Licensed Premises</b>																																									
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.																																									
<b>Competition Pubs</b>																																									
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.																																									
<b>Mobile data</b>																																									
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.																																									
<b>Acorn</b>																																									
Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 7 categories, 22 groups and 65 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.																																									
<b>Transactional data</b>																																									
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.																																									
<b>Sparsity</b>																																									
Sparsity is a measure of how built-up the area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																																									
<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td> </tr> <tr> <td colspan="3">Metropolitan</td> <td colspan="6">Large Urban</td> <td colspan="3">Small Urban</td> <td colspan="8">Rural</td> </tr> </table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Metropolitan			Large Urban						Small Urban			Rural							
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