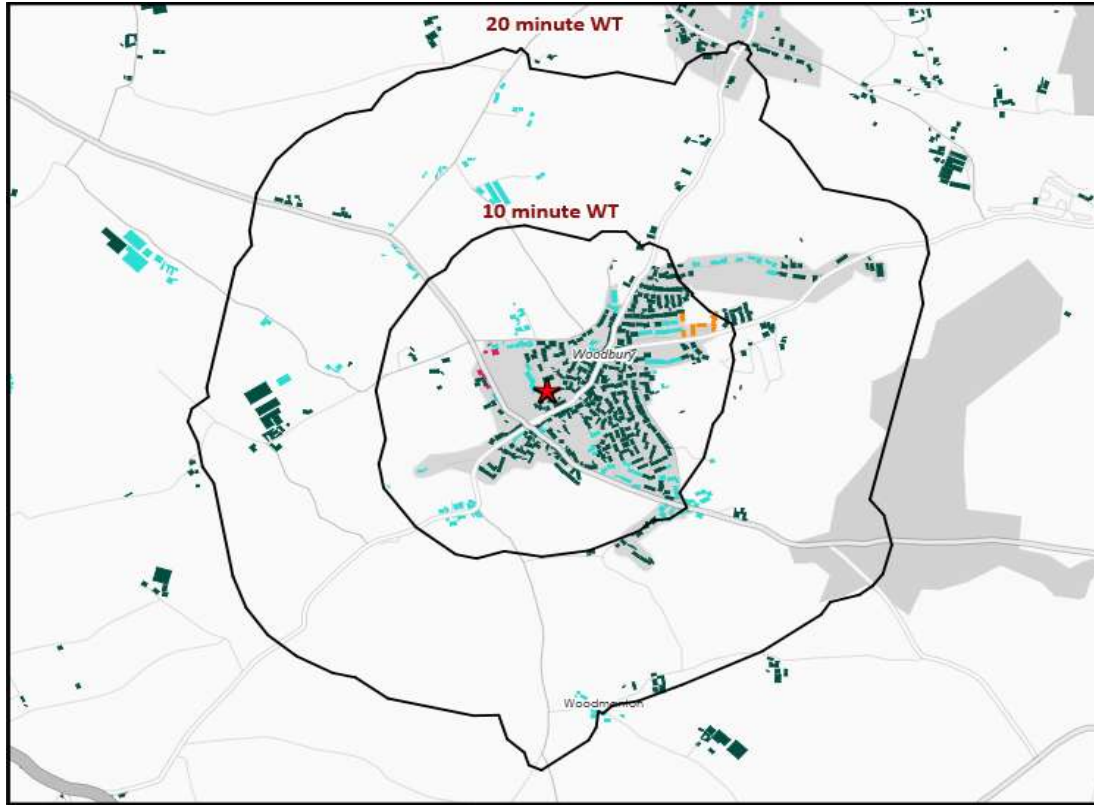


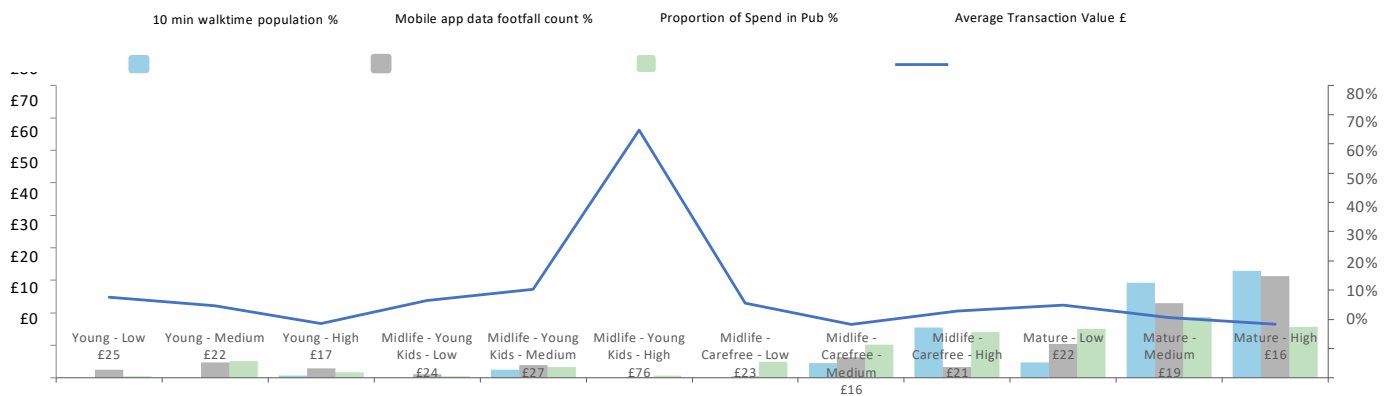
Catchment Summary - White Hart Nr Exeter

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Ship To	Name	Postcode	Operator	Segment	Sparsity
626350	White Hart Nr Exeter	EX 5 1HN	Star Pubs & Bars	GPGF	16



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - White Hart Nr Exeter

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	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

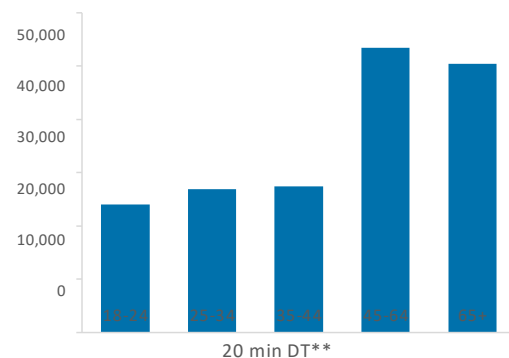
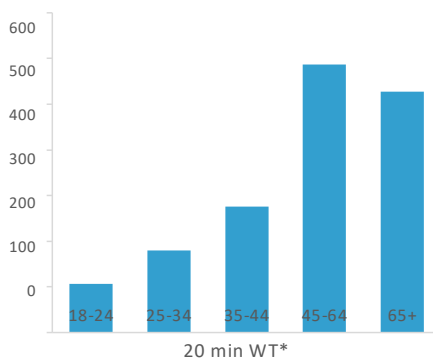
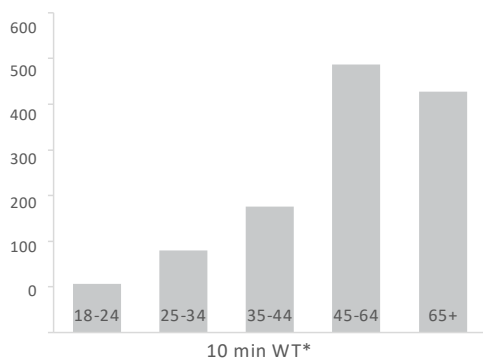
	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population	2,107	2,107	221,936	39	11	51
Adults 18+	1,677	1,677	182,382	37	11	52
Competition Pubs	1	1	257	6	3	62
Adults 18+ per Competition Pub	1,677	1,677	710	195	195	83
% Adults Likely to Drink	80.5%	80.5%	79.0%	106	106	104

Population & Adults 18+ index is based on all pubs

Affluence	Low	5.3%	5.3%	19.9%	16	16	60
	Medium	40.1%	40.1%	50.8%	105	105	133
	High	54.6%	54.6%	27.3%	200	200	100

*Affluence does not include Not Private Households

Age Profile	18-24	107	107	24,089	62	62	133
	25-34	180	180	26,969	64	64	91
	35-44	276	276	27,481	99	99	93
	45-64	587	587	53,435	108	108	94
	65+	527	527	50,408	130	130	118

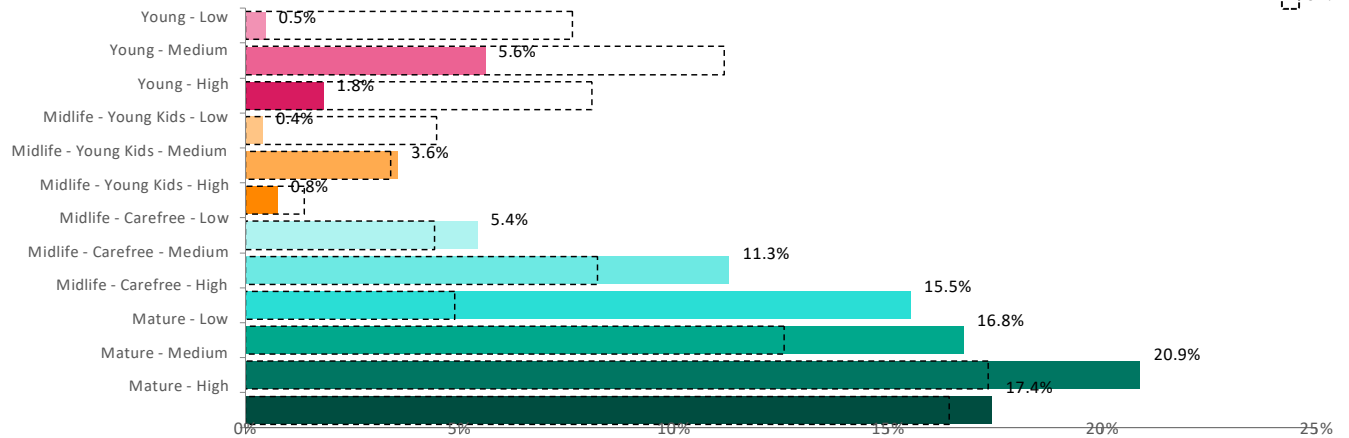


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,012 (48%)	1,012 (48%)	107,845 (49%)	98	98	99
	Female	1,095 (52%)	1,095 (52%)	114,091 (51%)	102	102	101
Economic Status (16+)	Employed: Full-time	543 (31%)	543 (31%)	58,412 (31%)	91	91	91
	Employed: Part-time	252 (15%)	252 (15%)	23,857 (13%)	122	122	107
	Self employed	228 (13%)	228 (13%)	16,708 (9%)	143	143	97
	Unemployed	19 (1%)	19 (1%)	3,461 (2%)	40	40	67
	Full-time student	7 (0%)	7 (0%)	5,139 (3%)	17	17	116
	Retired	556 (32%)	556 (32%)	47,412 (25%)	147	147	116
	Other	127 (7%)	127 (7%)	32,116 (17%)	42	42	99
Total Worker Count		338	413	121,808			

See the Glossary page for further information on the above variables

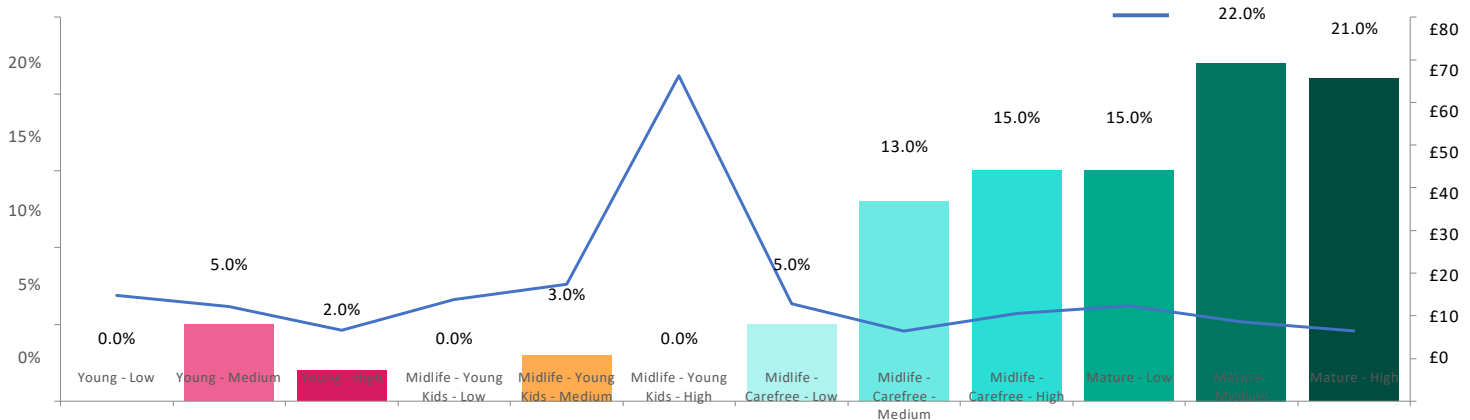
Transactional Data Summary - White Hart Nr Exeter

Spend by Polaris Plus



Percentage of total sales split by Polaris Plus segment within the pub

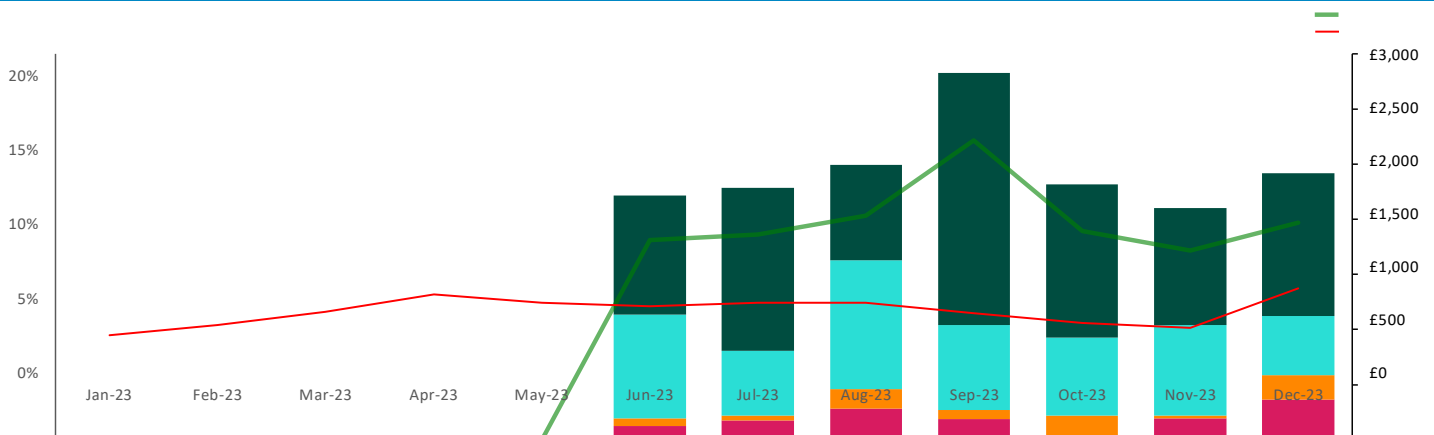
% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris

White Hart Nr Exeter
Star Pubs



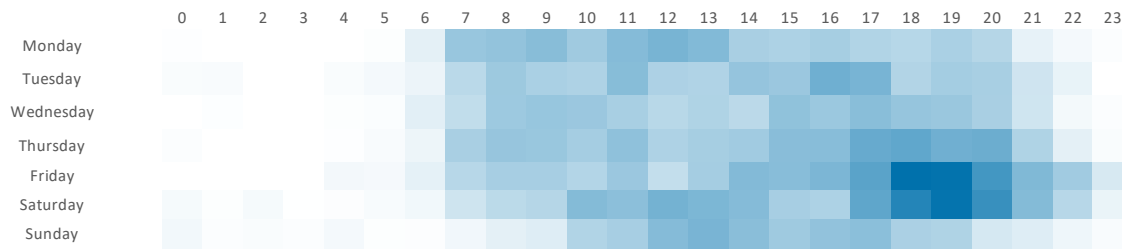
Seasonality of the spend split by month

Mobile Data Summary - White Hart Nr Exeter



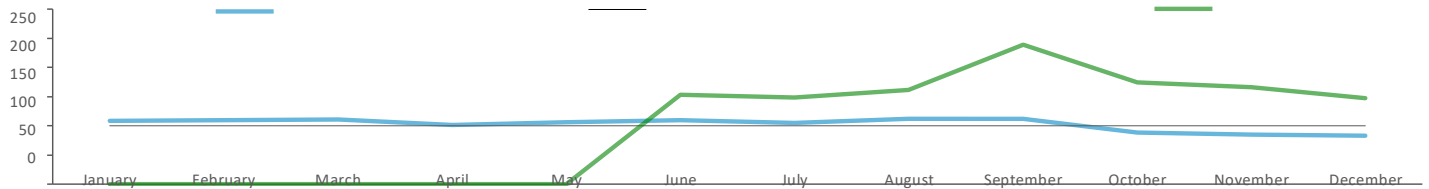
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Time of Day/Day of Week



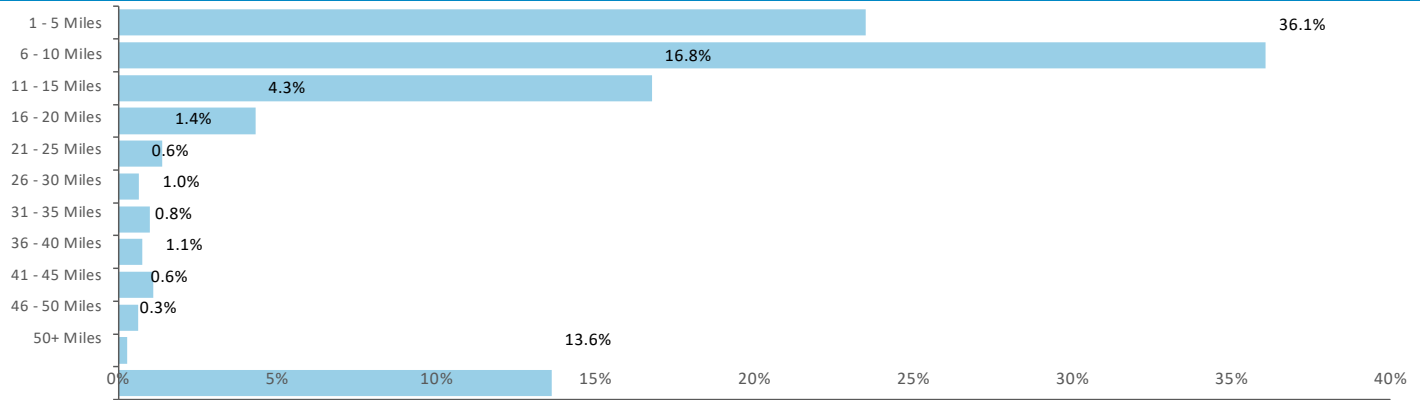
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



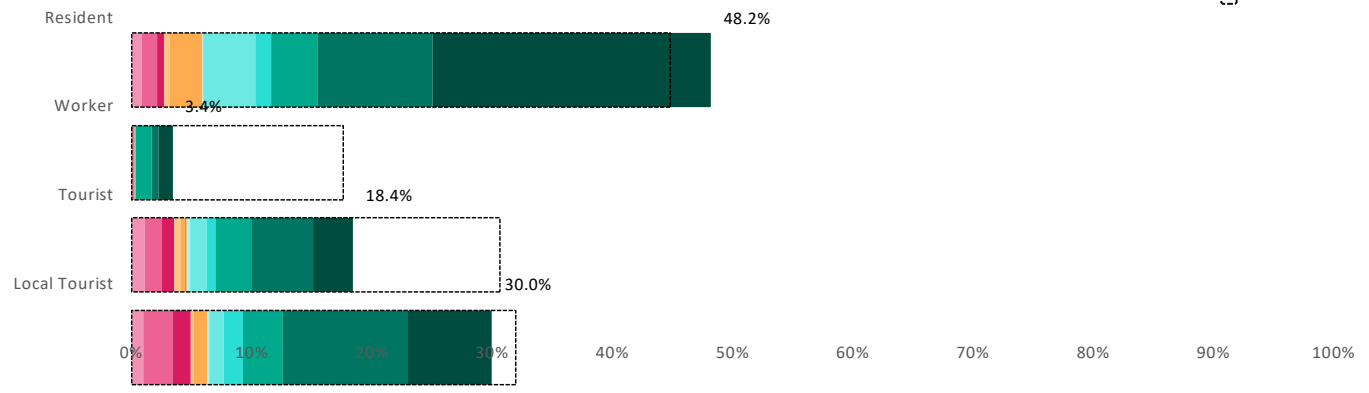
Seasonality of footfall from within 60m of the pub. Over 100 index indicates it is busier than average. Transactional: over 100 index indicates month's sales higher than month's GB average

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

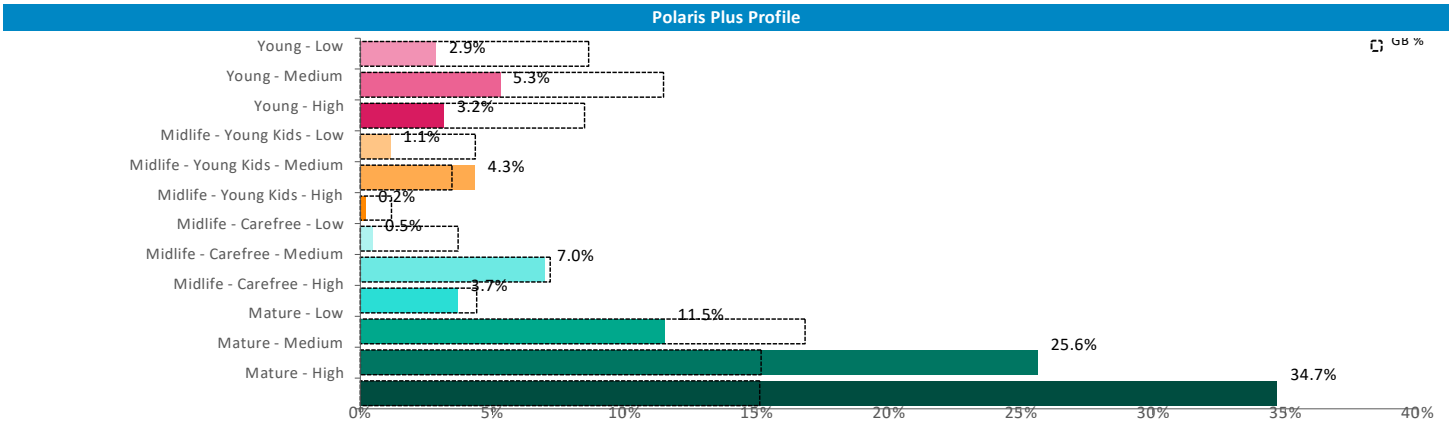


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

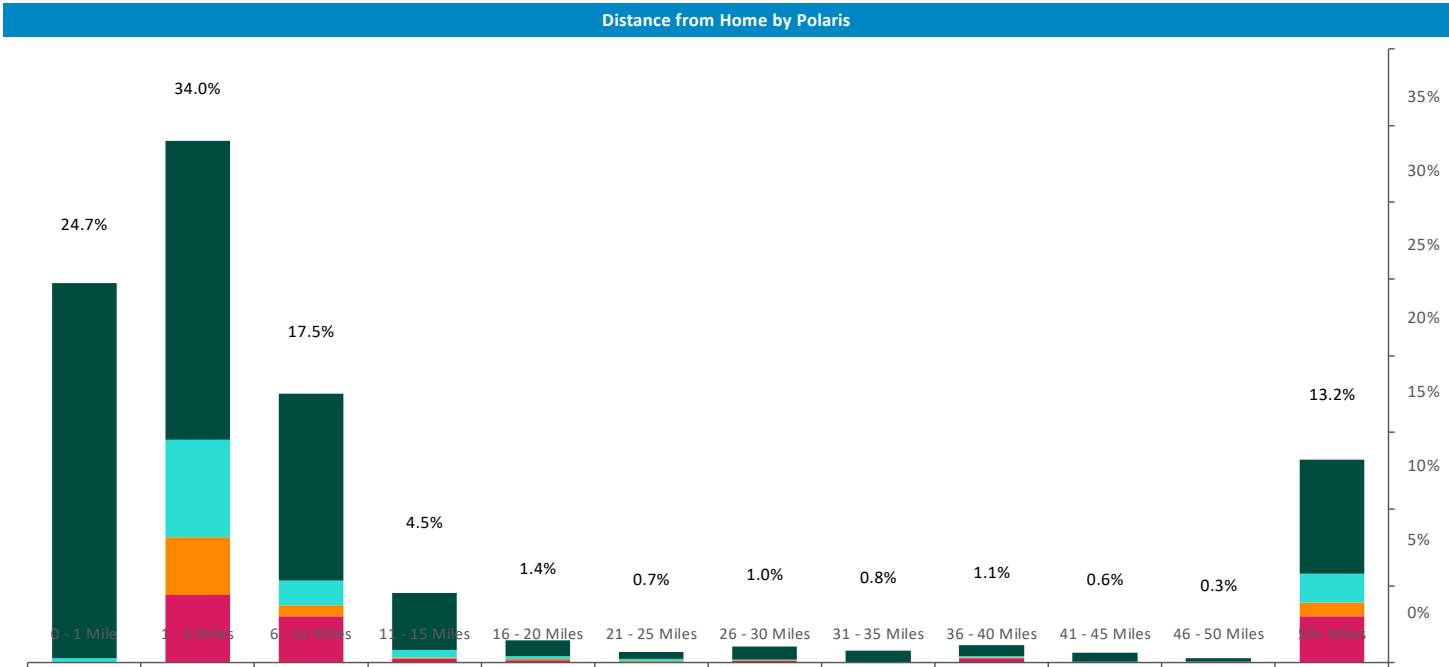
Mobile Data Summary - White Hart Nr Exeter



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

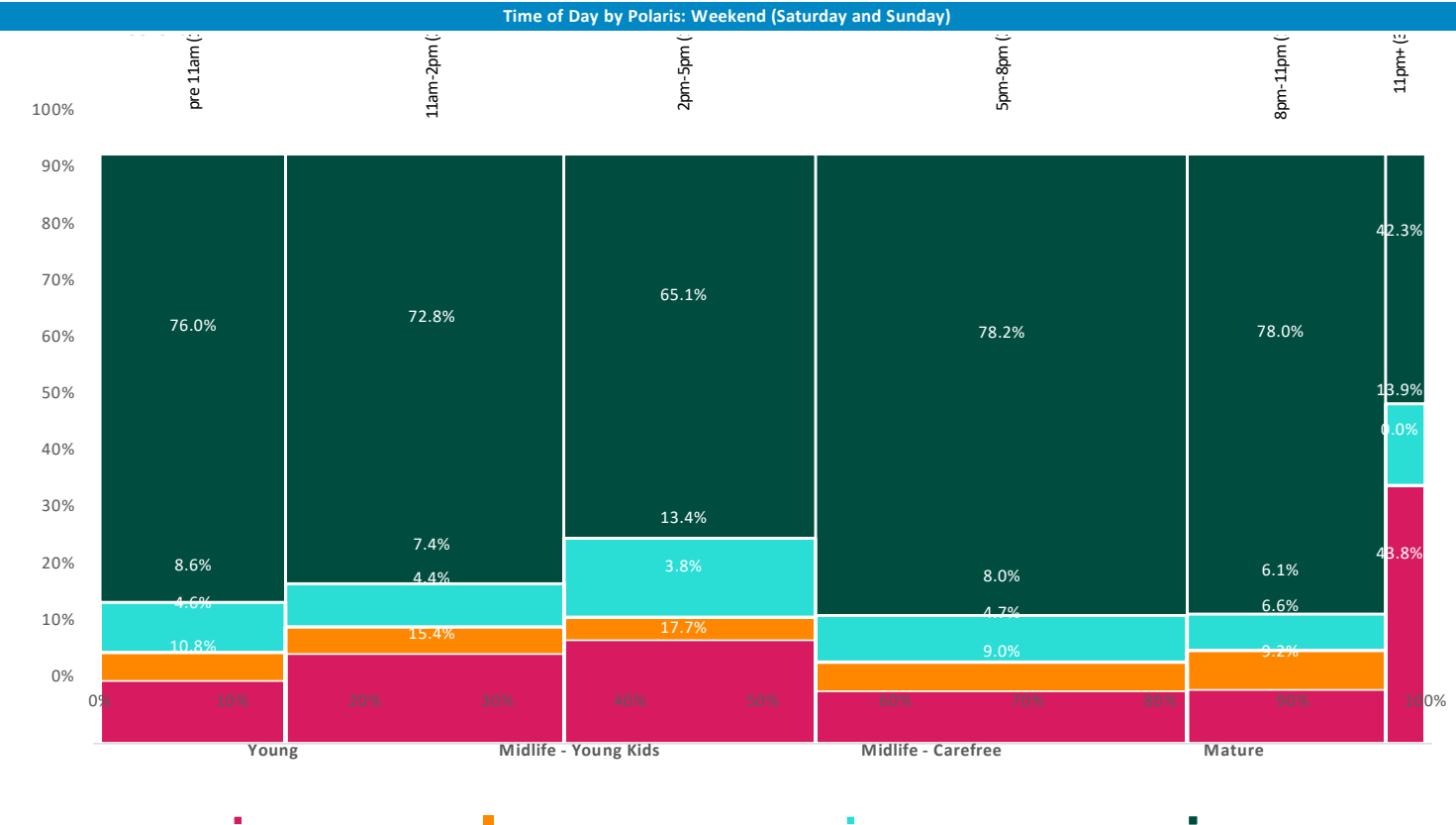
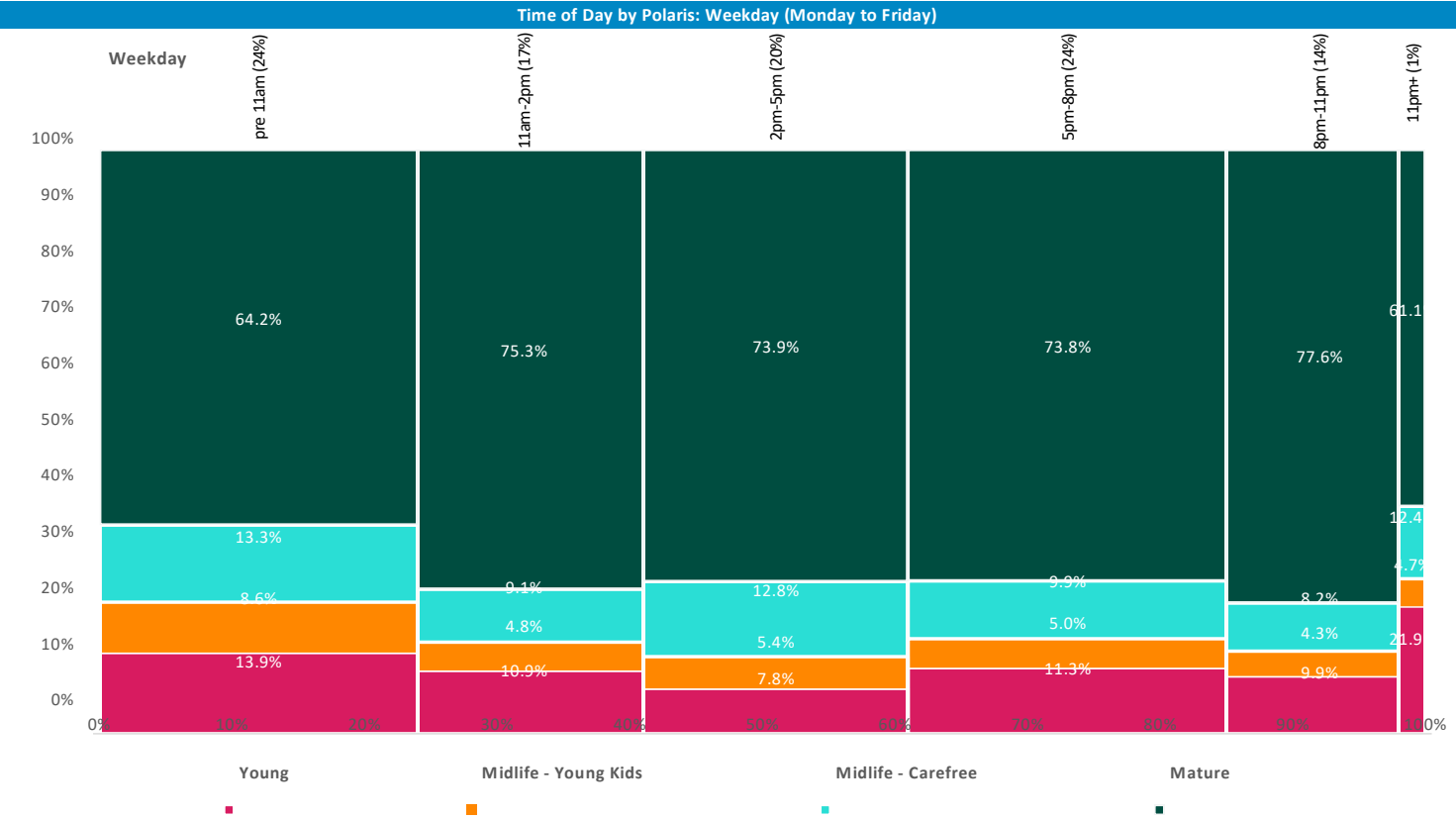


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

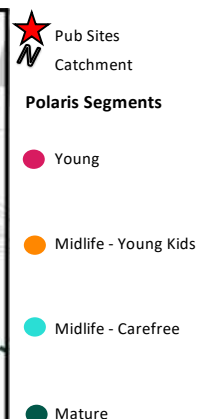
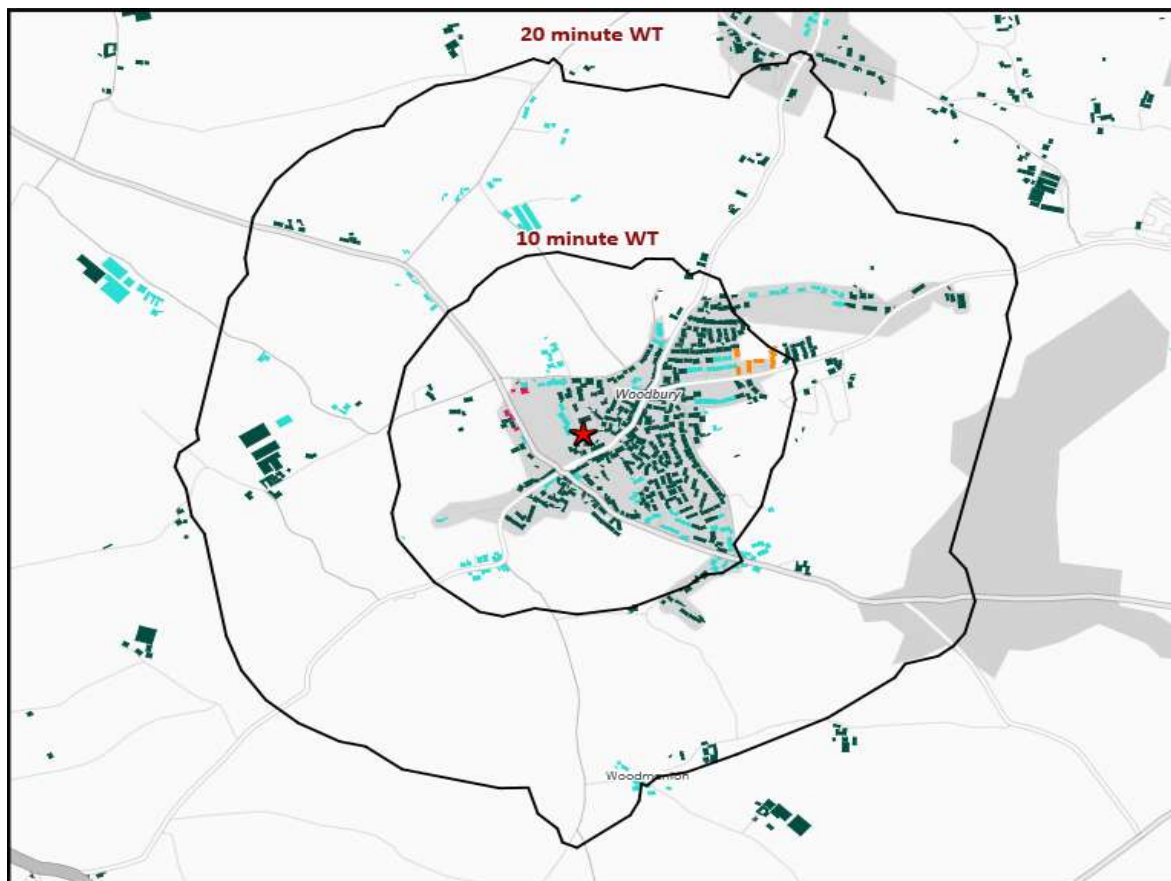
Mobile Data Summary - White Hart Nr Exeter



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Polaris Summary - White Hart Nr Exeter

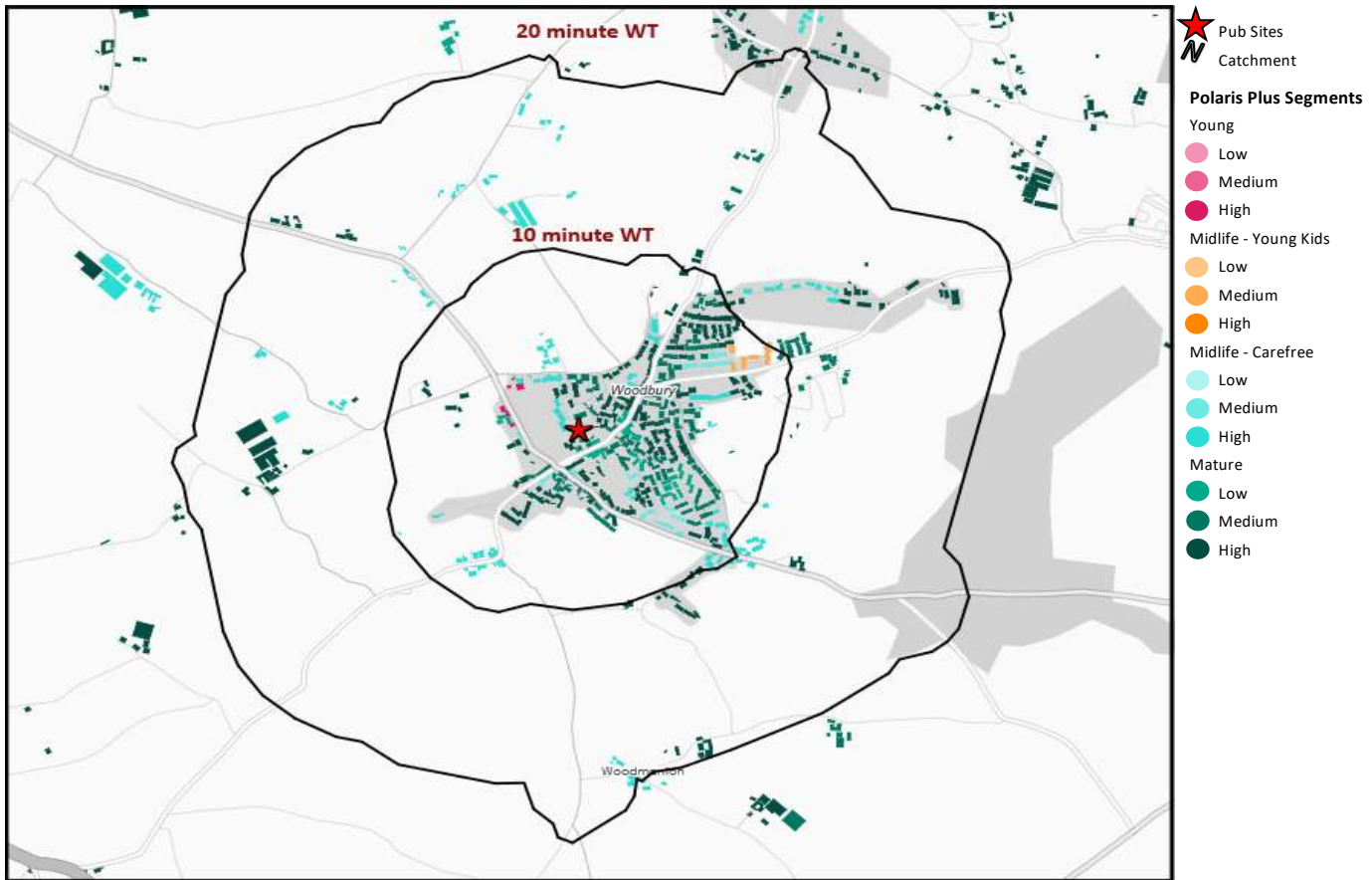


Polaris Profile by Catchment

*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	11	11	47,423	2	2	94
Midlife - Young Kids	45	45	11,958	25	25	60
Midlife - Carefree	373	373	27,346	140	140	95
Mature	1,248	1,248	91,892	168	168	113
Not Private Households	0	0	3,763	0	0	157
Total	1,677	1,677	182,382			

Polaris Plus Summary - White Hart Nr Exeter



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						
Low	0	0	7,244	0	0	40
Medium	0	0	29,170	0	0	146
High	11	11	11,009	10	10	90
Midlife - Young Kids						
Low	0	0	2,452	0	0	25
Medium	45	45	8,461	62	62	107
High	0	0	1,045	0	0	51
Midlife - Carefree						
Low	0	0	1,320	0	0	17
Medium	83	83	18,118	69	69	139
High	290	290	7,908	388	388	97
Mature						
Low	89	89	25,269	39	39	101
Medium	544	544	36,883	207	207	129
High	615	615	29,740	245	245	109
Not Private Households	0	0	3,763	0	0	157
Total	1,677	1,677	182,382			

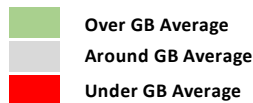


- Pub Sites
- Catchment
- CGA Licensed Premises**
- ABOS
 - Casual Dining
 - Circuit Bar
 - Clubland
 - Community Pub
 - Craft Led
 - Family Pub Dining
 - GPGF
 - High Street Pub
 - Hotel
 - Large Venue
 - Night Club
 - Premium Local
 - Restaurants
 - Sports Clubs

Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	White Hart	EX 5 1HN	Star Pubs & Bars	GPGF	0.0

Per Pub Analysis - White Hart Nr Exeter



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,677	1,677	182,382
Number of Competition Pubs	1	1	257
Adults 18+ per Competition Pub	1,677	1,677	710

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	77	4.6%	57
Circuit Bar	0	13	0.7%	18
Community Pub	0	238	14.2%	74
Craft Led	0	4	0.3%	8
Great Pub Great Food	1	539	32.2%	182
High Street Pub	0	209	12.5%	68
Premium Local	0	513	30.6%	186

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	0	77	4.6%	57
Circuit Bar	0	13	0.7%	18
Community Pub	0	238	14.2%	74
Craft Led	0	4	0.3%	8
Great Pub Great Food	1	539	32.2%	182
High Street Pub	0	209	12.5%	68
Premium Local	0	513	30.6%	186

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	18	14,659	8.0%	100
Circuit Bar	28	7,187	3.9%	97
Community Pub	5	30,770	16.9%	88
Craft Led	0	6,920	3.8%	110
Great Pub Great Food	26	35,141	19.3%	109
High Street Pub	30	30,526	16.7%	91
Premium Local	46	33,979	18.6%	113

Glossary

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 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3																																								
Age Profile	Counts of residents by Age band																																								
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ 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.																																									
Consumer Insight	18-34 year olds Wanting to look good in the group "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."																																								
	35-54 year olds Children under 12 at home "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"																																								
Product needs	35-54 year olds No children under 12 at home "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."																																								
	55+ year olds "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"																																								
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 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.																																									
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.																																									
Sparsity																																									
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><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="9">Large Urban</td><td colspan="4">Small Urban</td><td colspan="4">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			
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																									