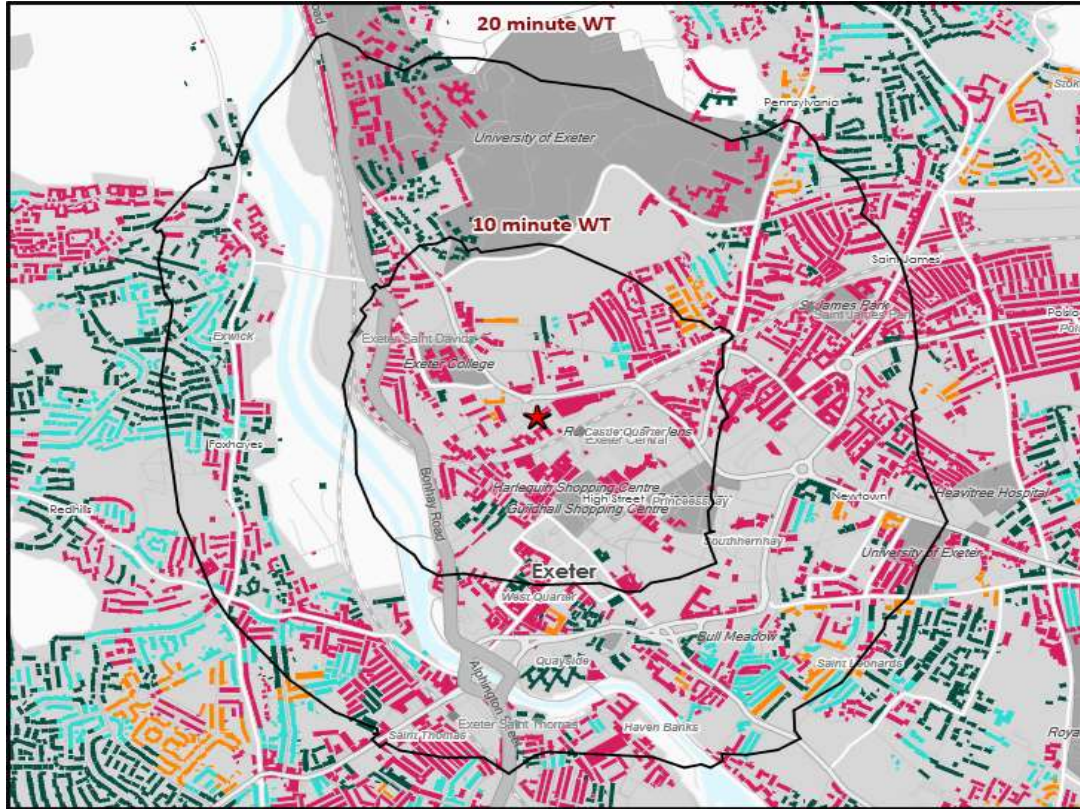


Catchment Summary - Angel Exeter



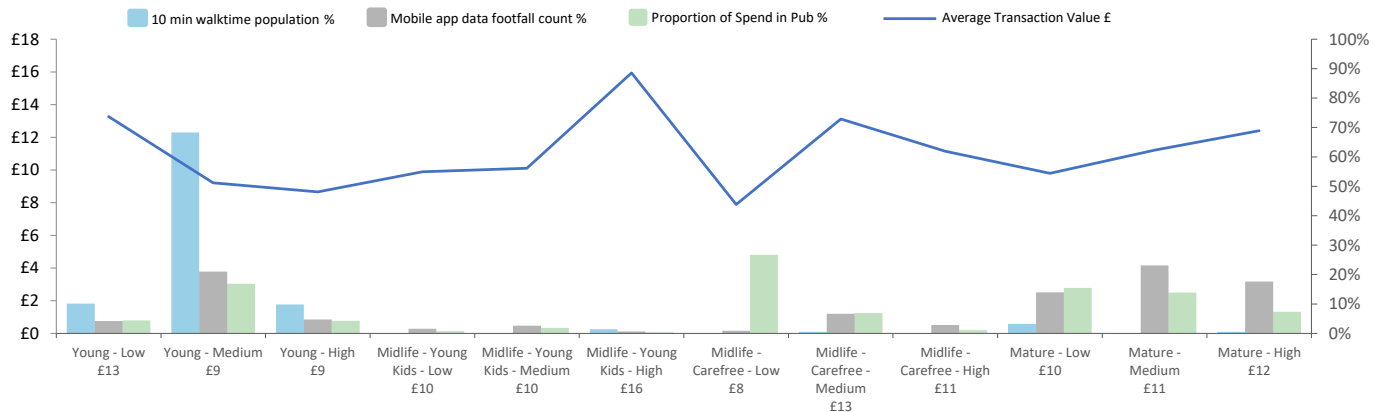
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 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Ship To	Name	Postcode	Operator	Segment	Sparsity
626258	Angel Exeter	EX 4 3SR	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 - Angel Exeter

	Over GB Average
	Around GB Average
	Under GB Average

*WT= Walktime, **DT= Drivetime

Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

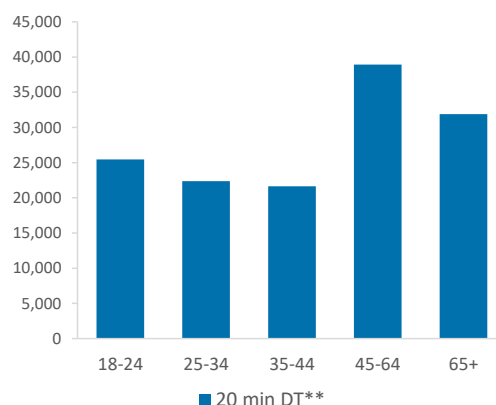
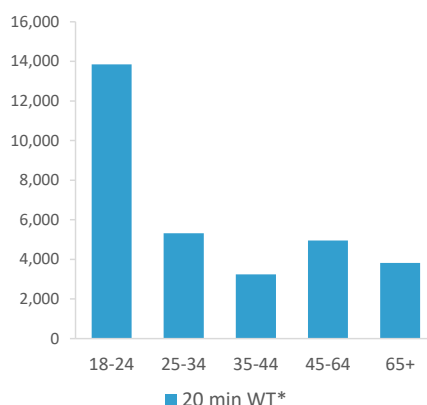
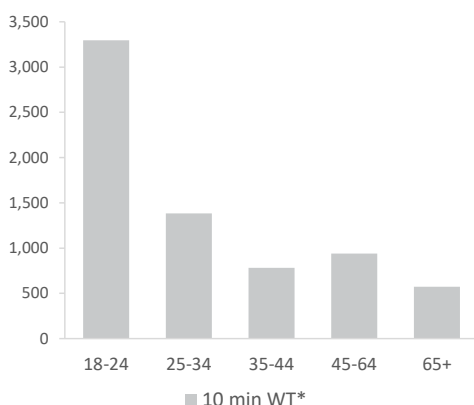
Population	7,592	34,347	170,135	142	186	39
Adults 18+	6,974	31,190	140,262	155	204	40
Competition Pubs	35	74	193	194	206	46
Adults 18+ per Competition Pub	199	421	727	23	49	85
% Adults Likely to Drink	79.1%	79.3%	78.8%	104	104	103

Population & Adults 18+ index is based on all pubs

Affluence	Low	13.3%	14.5%	19.4%	40	44	58
	Medium	68.8%	66.0%	54.3%	181	173	142
	High	11.8%	17.2%	25.1%	43	63	92

*Affluence does not include Not Private Households

Age Profile	18-24	3,295	13,852	25,452	533	495	184
	25-34	1,384	5,321	22,358	137	116	99
	35-44	783	3,244	21,642	78	71	96
	45-64	940	4,952	38,912	48	56	89
	65+	572	3,821	31,898	39	58	98



Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	3,906 (51%)	17,033 (50%)	83,107 (49%)	105	101	100
	Female	3,686 (49%)	17,314 (50%)	87,028 (51%)	95	99	100

Economic Status (16+)	Employed: Full-time	1,392 (20%)	6,752 (21%)	45,519 (32%)	57	62	92
	Employed: Part-time	463 (7%)	2,259 (7%)	17,727 (12%)	55	60	104
	Self employed	332 (5%)	1,591 (5%)	12,063 (8%)	51	55	91
	Unemployed	171 (2%)	577 (2%)	2,710 (2%)	88	66	68
	Full-time student	762 (11%)	2,891 (9%)	5,541 (4%)	454	385	162
	Retired	570 (8%)	3,297 (10%)	28,689 (20%)	37	48	91
	Other	3,369 (48%)	14,225 (45%)	31,358 (22%)	274	258	125

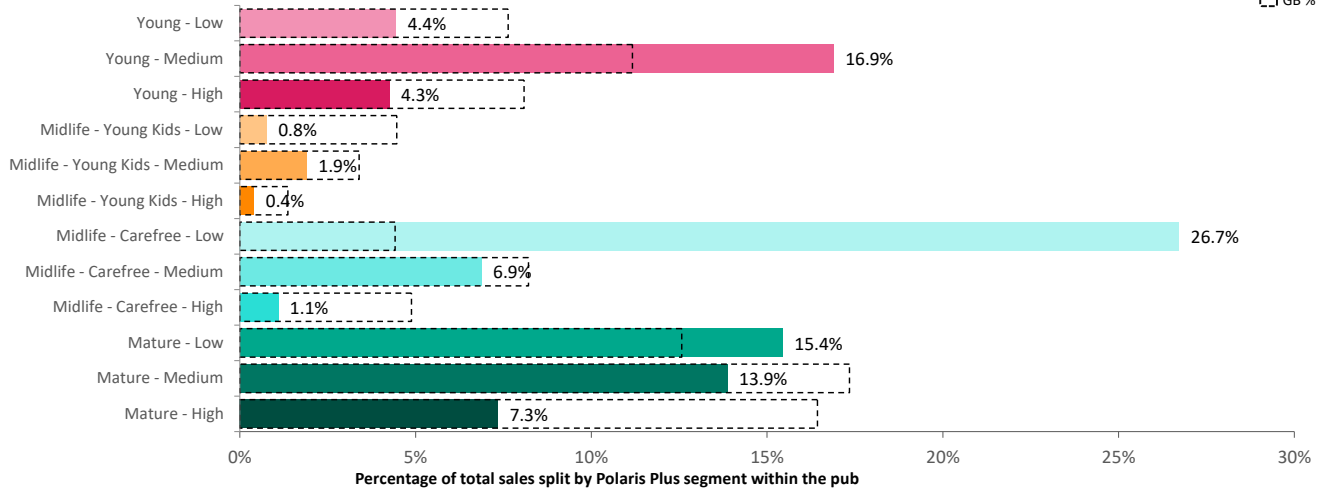
Total Worker Count	14,044	26,854	100,729
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See the Glossary page for further information on the above variables

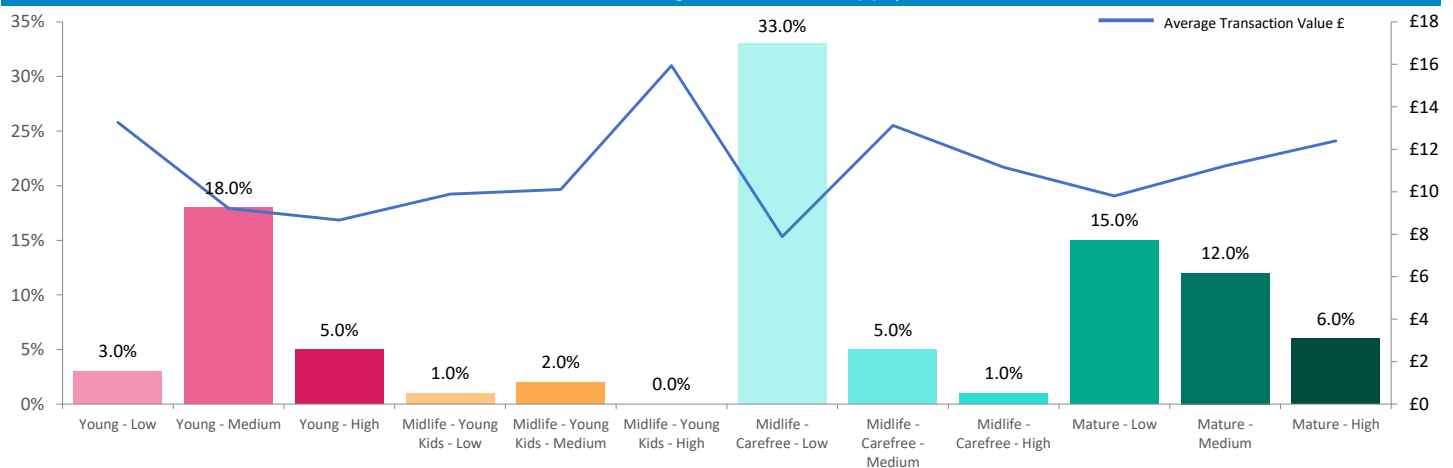
Transactional Data Summary - Angel Exeter

Spend by Polaris Plus

GB %

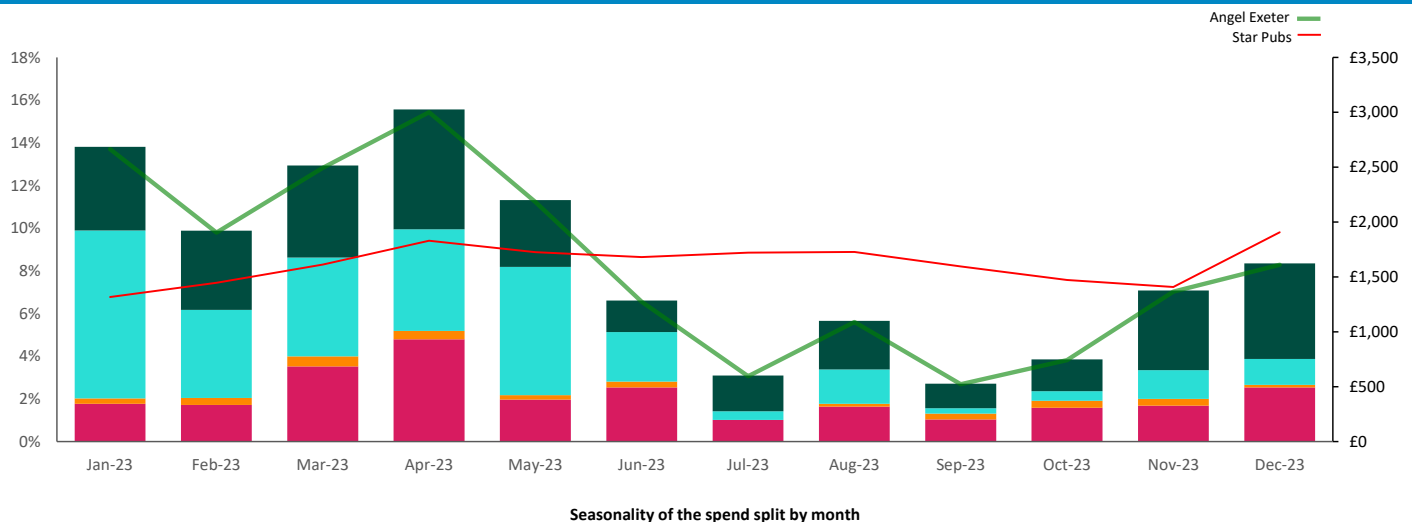


% of Transactions and Average Transaction Values (£) by Polaris Plus



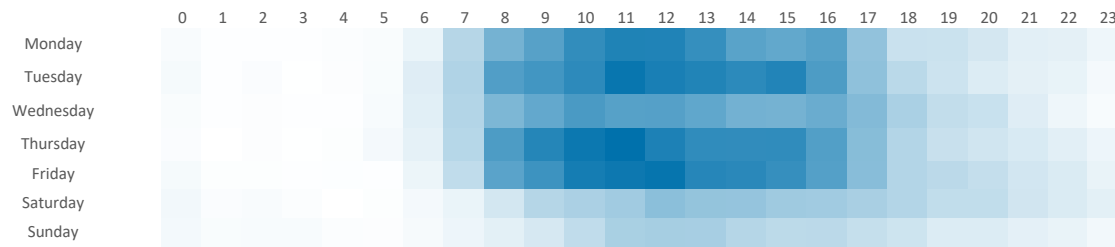
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



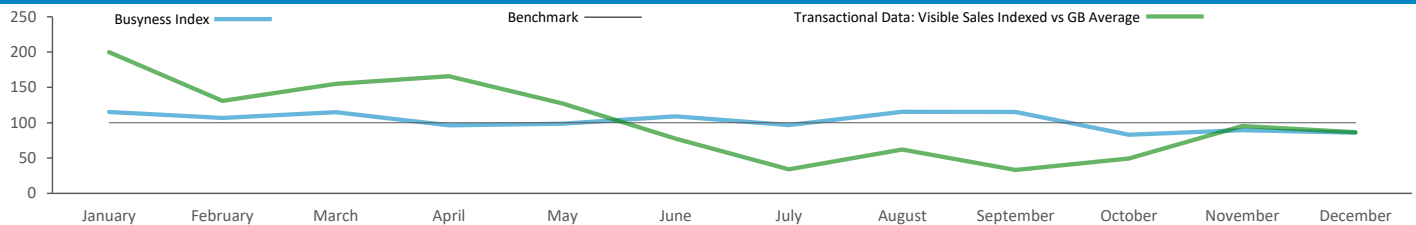
Mobile Data Summary - Angel Exeter

Time of Day/Day of Week



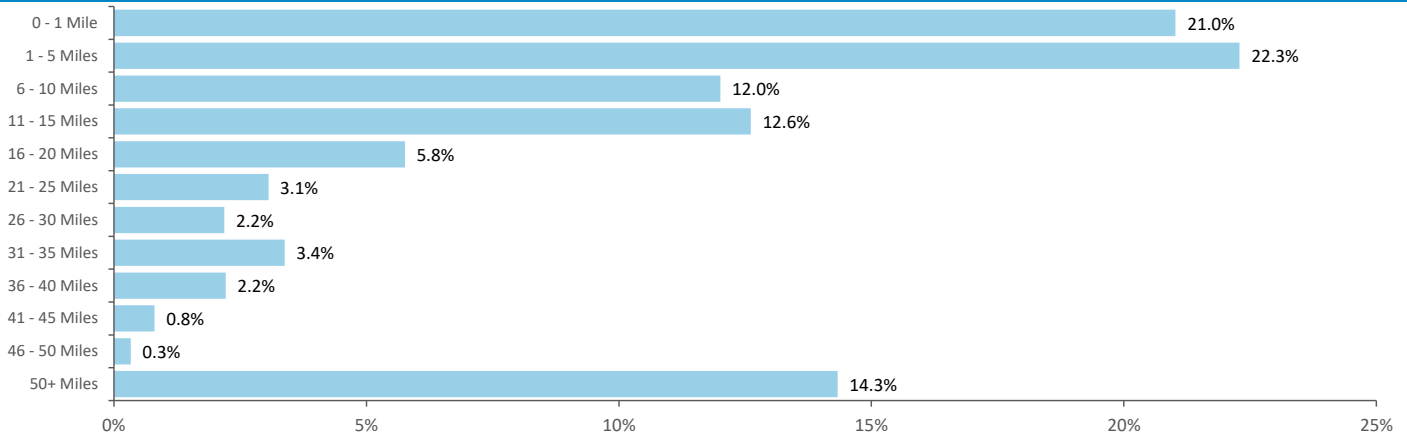
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

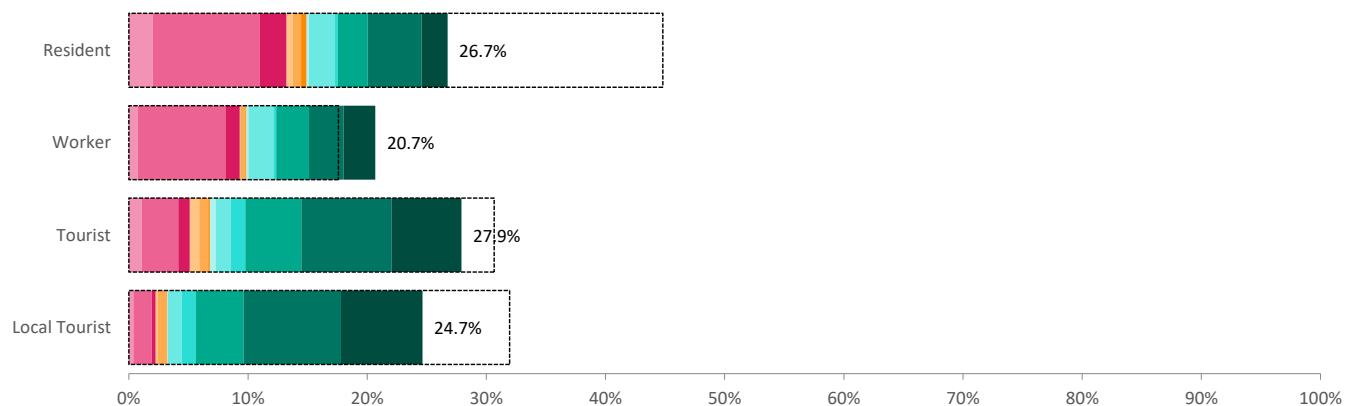
Distance from Home



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

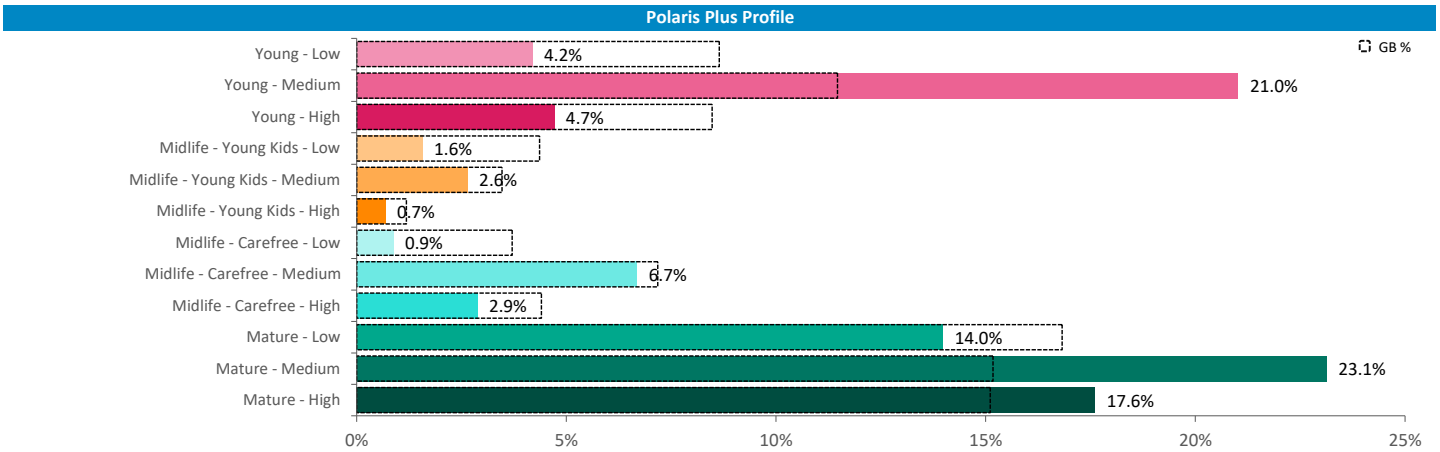
Audience Classification by Polaris Plus

Base: GB

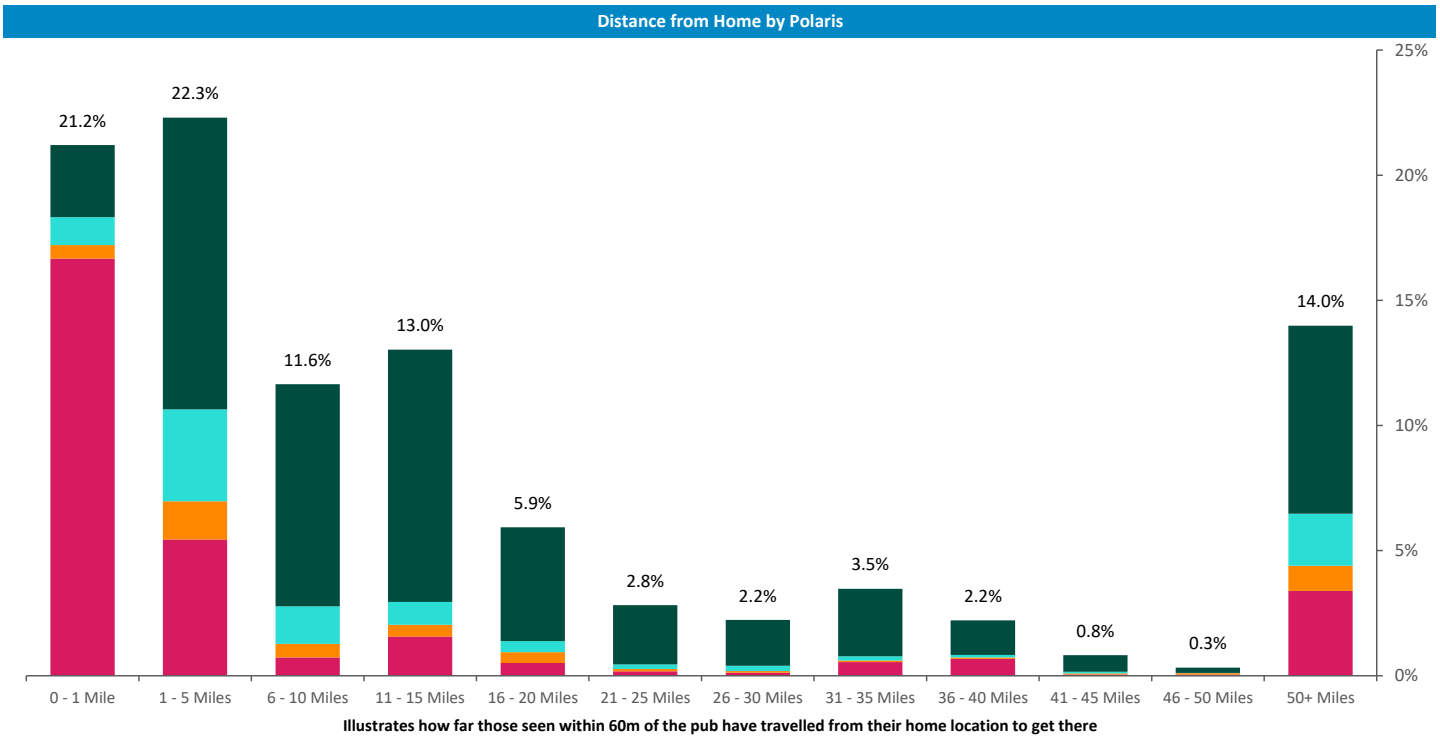


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Angel Exeter



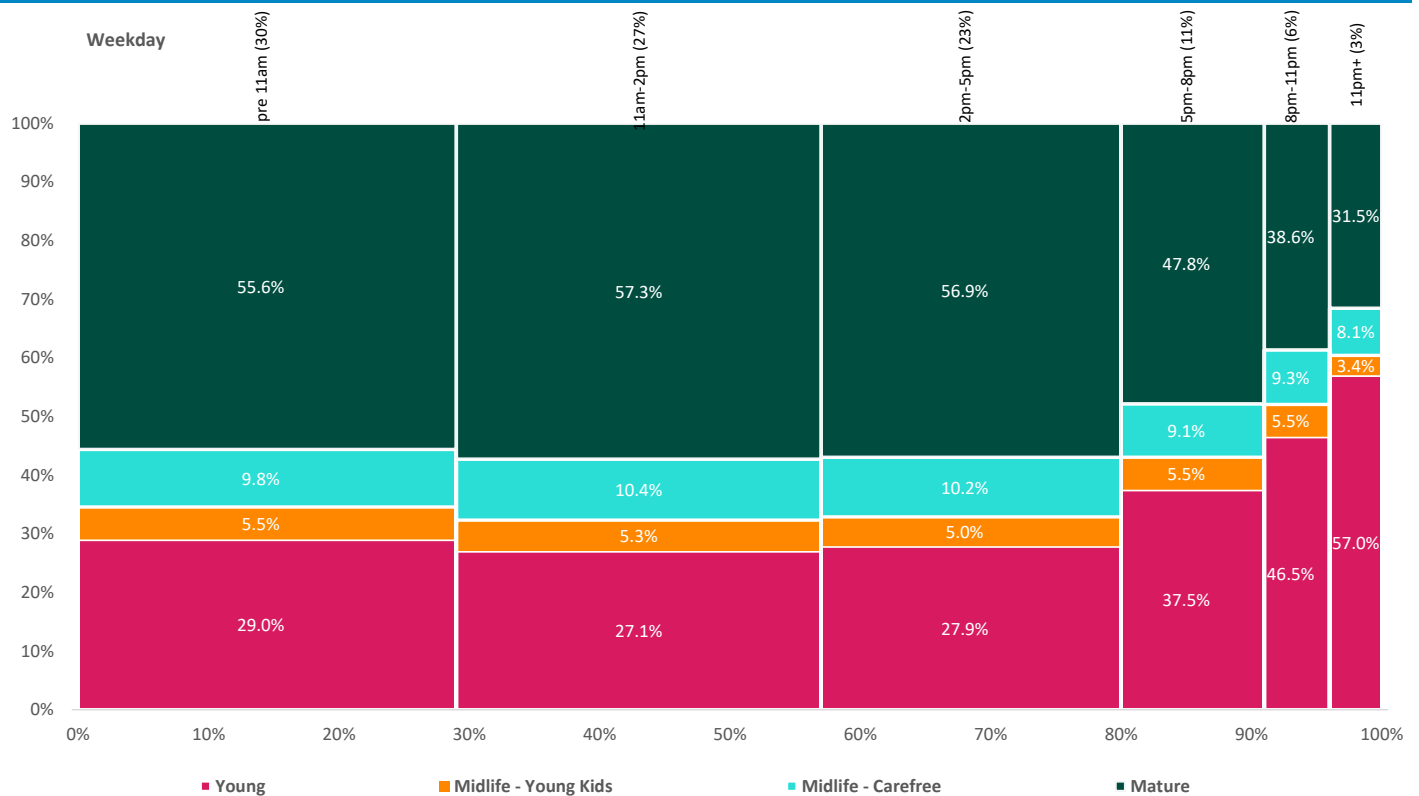
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door



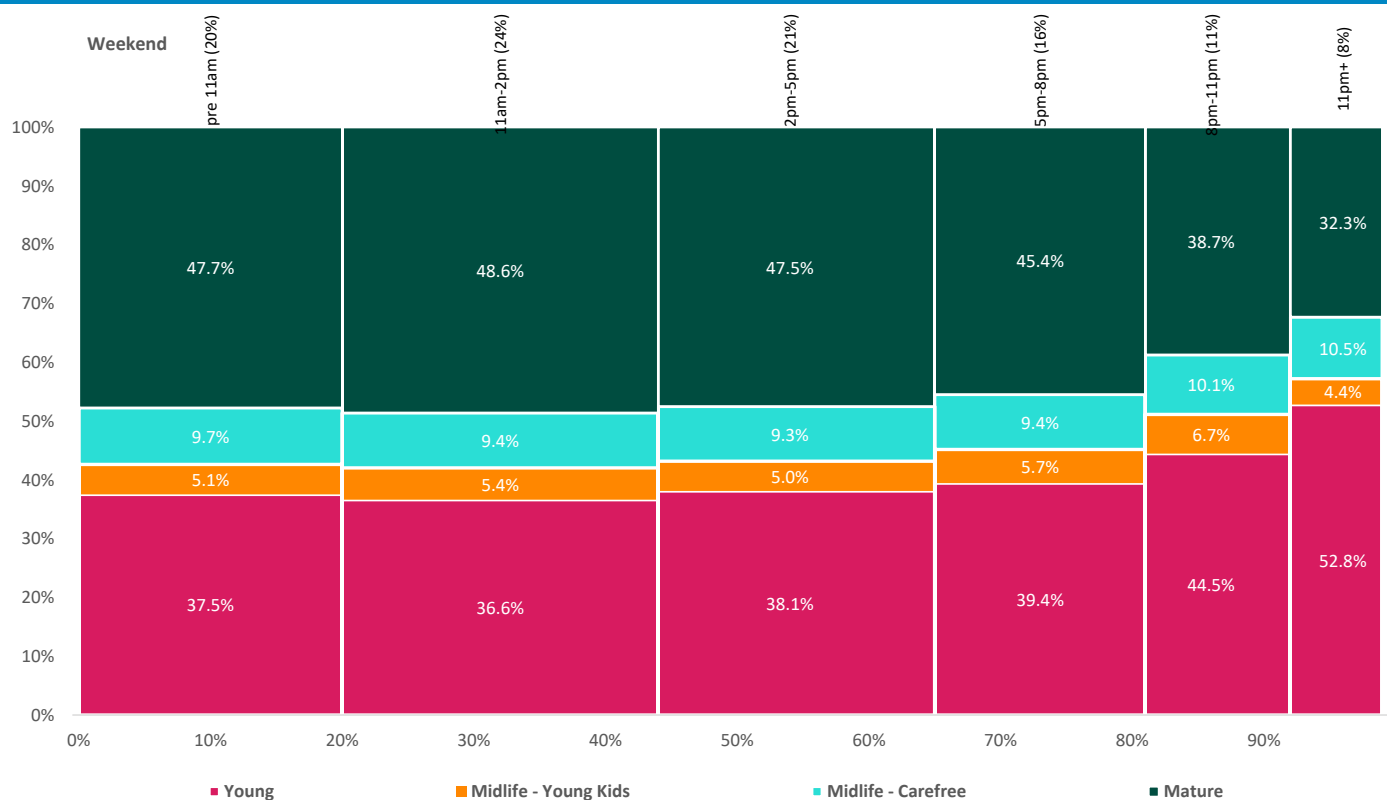
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Angel Exeter

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



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





Polaris Profile by Catchment

*WT= Walktime, **DT= Drivetime

	Population Count			Index vs GB average		
Polaris Segment	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	6,151	25,269	49,809	320	294	129
Midlife - Young Kids	98	702	8,737	13	21	57
Midlife - Carefree	38	1,531	20,157	3	31	91
Mature	265	3,003	59,819	9	22	96
Not Private Households	422	685	1,740	461	167	95
Total	6,974	31,190	140,262			

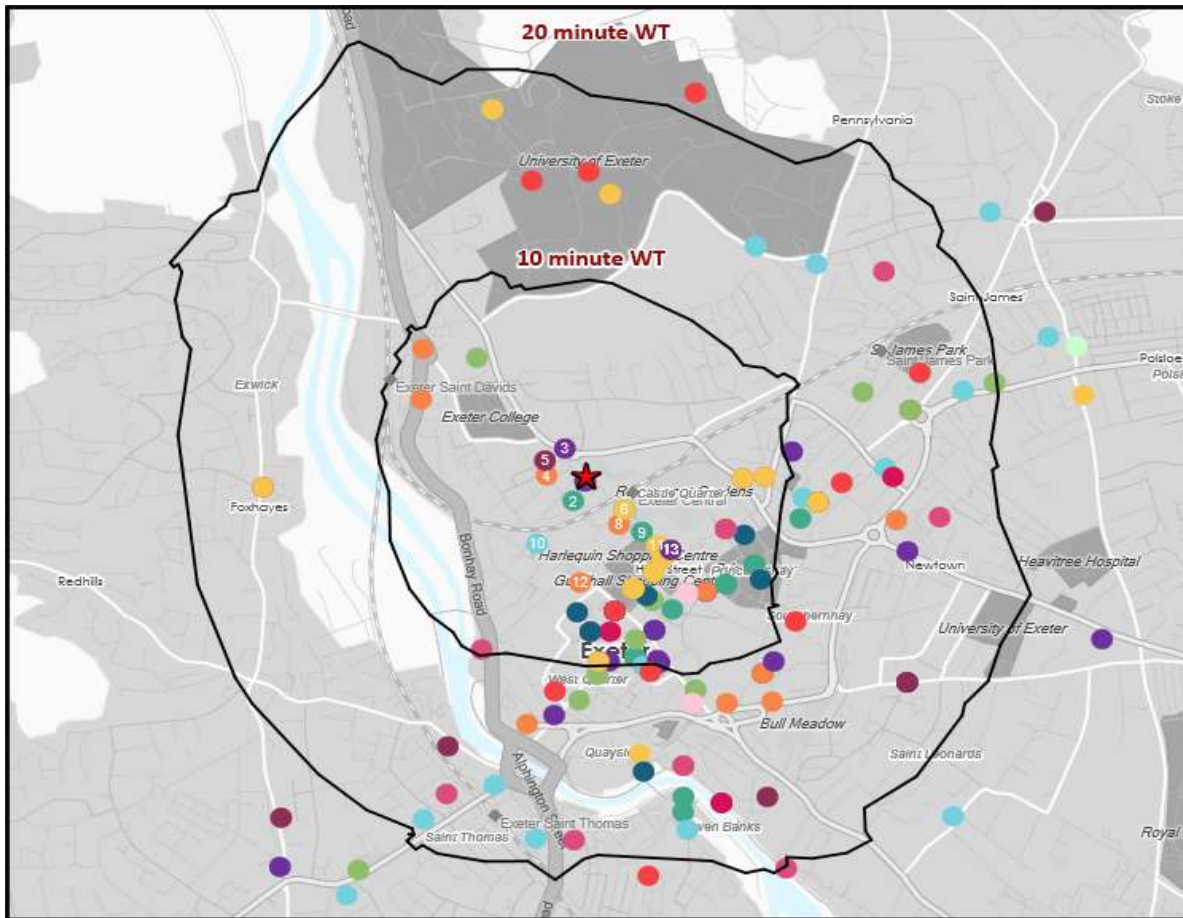


Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

	Population Count			Index vs GB average		
Polaris Plus Segment	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	705	2,292	6,970	103	75	51
Medium	4,763	18,901	32,219	622	552	209
High	683	4,076	10,620	145	194	112
Midlife - Young Kids						
Low	0	0	2,349	0	0	31
Medium	0	8	5,315	0	1	87
High	98	694	1,073	126	199	68
Midlife - Carefree						
Low	0	161	1,292	0	12	22
Medium	38	1,216	14,993	8	54	149
High	0	154	3,872	0	11	62
Mature						
Low	226	2,085	16,580	24	49	86
Medium	0	472	23,617	0	10	107
High	39	446	19,622	4	10	93
Not Private Households	422	685	1,740	461	167	95
Total	6,974	31,190	140,262			

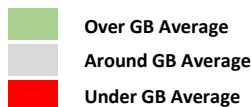
CGA Summary - Angel Exeter



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Angel	EX 4 3SR	Star Pubs & Bars	Circuit Bar	0.0
0	Pink Moon	EX 4 3SR	Independent Free	Restaurants	0.0
2	Bella Italia	EX 4 3RD	Big Table Group Ltd	Casual Dining	0.1
3	Gandhi Indian Cuisine	EX 4 4HH	Independent Free	Restaurants	0.1
4	Queens Court Hotel	EX 4 4HY	Independent Free	Hotel	0.1
5	Farmers Union	EX 4 4HR	Stonegate Pub Company	Premium Local	0.1
6	Pieminister	EX 4 3SB	Pie Minister Limited	Casual Dining	0.1
6	Tabac	EX 4 3SB	Independent Free	High Street Pub	0.1
8	Mercure Hotel	EX 4 3SP	Accor Hotels	Hotel	0.1
9	Five Guys	EX 4 3RX	Five Guys	Casual Dining	0.2
10	Community Centre Social	EX 4 3RG	Independent Free	Clubland	0.2
11	Crocketts	EX 4 3NB	Independent Free	High Street Pub	0.2
12	City Gate	EX 4 3RB	Youngs	Hotel	0.2
13	Queens Vaults	EX 4 3LS	Unknown	Night Club	0.2
13	Bills	EX 4 3LS	Bills Restaurants	Casual Dining	0.2
13	Phoenix Arts Centre	EX 4 3LS	Independent Free	Large Venue	0.2
13	Zizzi	EX 4 3LS	Azzurri Group Ltd	Casual Dining	0.2
13	Cocktail Club	EX 4 3LS	Independent Free	High Street Pub	0.2
13	Exeter Free Masonic Club	EX 4 3LS	Independent Free	Clubland	0.2
13	Coolings	EX 4 3LS	Independent Free	High Street Pub	0.2
13	Cork And Tile	EX 4 3LS	Independent Free	Restaurants	0.2

Per Pub Analysis - Angel Exeter



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,974	31,190	140,262
Number of Competition Pubs	35	74	193
Adults 18+ per Competition Pub	199	421	727

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	6	1,145	16.4%	204
Circuit Bar	6	642	9.2%	227
Community Pub	0	711	10.2%	53
Craft Led	0	840	12.1%	349
Great Pub Great Food	1	1,043	15.0%	85
High Street Pub	15	1,104	15.8%	86
Premium Local	1	1,027	14.7%	89

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	8	5,153	16.5%	205
Circuit Bar	13	2,574	8.3%	204
Community Pub	1	3,431	11.0%	58
Craft Led	0	3,538	11.3%	328
Great Pub Great Food	2	5,087	16.3%	92
High Street Pub	22	4,884	15.7%	85
Premium Local	5	4,461	14.3%	87

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	12	13,309	9.5%	118
Circuit Bar	14	6,438	4.6%	113
Community Pub	6	21,949	15.6%	82
Craft Led	0	7,102	5.1%	146
Great Pub Great Food	17	25,899	18.5%	104
High Street Pub	25	23,026	16.4%	89
Premium Local	38	24,515	17.5%	106

Glossary

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</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</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</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>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	<p>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</p> <p>Over GB Average Index value is > 120</p> <p>Around GB Average Index value is between 80 - 120</p> <p>Under GB Average Index value is < 80</p>																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																																									
	<table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td><p>18-34 year olds Wanting to look good in the group</p></td><td><p>35-54 year olds Children under 12 at home</p></td><td><p>35-54 year olds No children under 12 at home</p></td><td><p>55+ year olds</p></td></tr><tr><td><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><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>"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>"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><ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit</td><td><ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic</td><td><ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer</td><td><ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer</td></tr></table>	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	<p>18-34 year olds Wanting to look good in the group</p>	<p>35-54 year olds Children under 12 at home</p>	<p>35-54 year olds No children under 12 at home</p>	<p>55+ year olds</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>"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>"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>"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>	<ul style="list-style-type: none">Aids being part of the groupHelps me look good by standing out and making the right impressionEnergisingDiscovering new thingsAvoids bloatingPhysical benefit	<ul style="list-style-type: none">Helps me look good, and be on trendDiscovering new thingsSupports moderate calorie & alcohol intakeEnergisingBeing romantic	<ul style="list-style-type: none">Tastes good and looks goodDiscovering new thingsSupports connecting with friends and familyEnjoyable for longer	<ul style="list-style-type: none">Tastes greatGood qualityHelps me feel goodEnjoyable for longer																								
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Consumer Insight																																									
Product needs																																									
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																									