

# Catchment Summary - Hole In The Wall

- 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

5,357	13,754	65,677
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102	71	16
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## Adults 18+

4,297	10,778	53,221
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Pop. & Adl. 18+ index based on all pubs

96	67	16
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## Competition Pubs

10	12	76
----	----	----

53	27	19
----	----	----

## Adults 18+ per Competition Pub

430	898	700
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49	101	79
----	-----	----

## % Adults Likely to Drink

74,1%	74,1%	77,4%
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98	98	102
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Affluence	Low
	Medium
	High

55,0%	50,3%	36,1%
36,6%	39,6%	47,8%
8,4%	10,1%	15,3%

166	151	109
96	104	125
31	37	56

\*Affluence does not include Not Private Households

## Mean Net Disposable income (£pa)

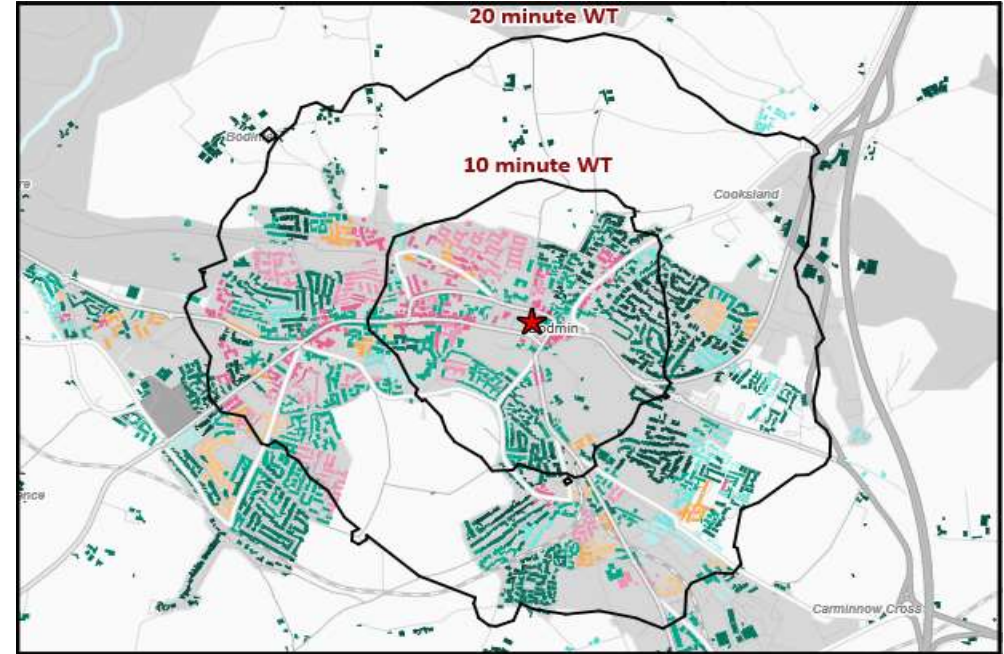
£17,544	£19,072	£22,403
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82	89	105
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Age Profile	18-24
	25-34
	35-44
	45-64
	65+

424	1,038	4,152
729	1,809	7,289
717	1,836	7,687
1,346	3,438	17,733
1,081	2,657	16,360

94	89	75
101	97	82
99	99	87
99	99	107
105	101	130



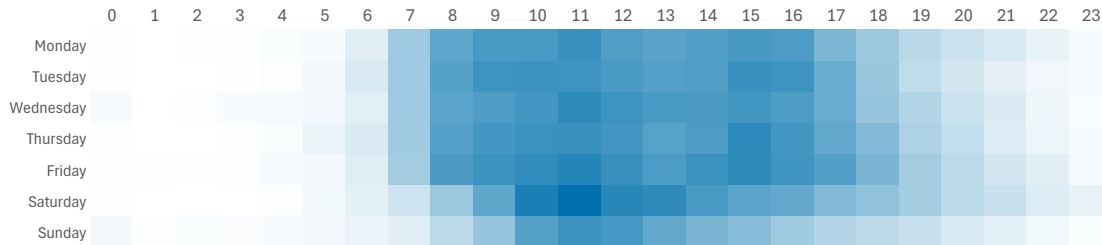
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### Polaris Plus Segments

- ★ Pub Sites
- N Catchment
- Young**
  - Low (pink)
  - Medium (light pink)
  - High (red)
- Midlife - Young Kids**
  - Low (light orange)
  - Medium (orange)
  - High (dark orange)
- Midlife - Carefree**
  - Low (light blue)
  - Medium (medium blue)
  - High (dark blue)
- Mature**
  - Low (light green)
  - Medium (medium green)
  - High (dark green)

## Mobile Data Summary

## Time of Day/Day of Week



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	1,797	3,308	5,496	150	110	37
Midlife - Young Kid	111	927	3,483	24	79	60
Midlife - Carefree	22	609	3,185	3	36	38
Mature	2,367	5,934	40,629	124	124	172
Not Private Households	0	0	428	0	0	6,647
<b>Total</b>	<b>4,297</b>	<b>10,778</b>	<b>53,221</b>			

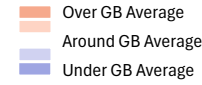


# Per Pub - Hole In The Wall

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

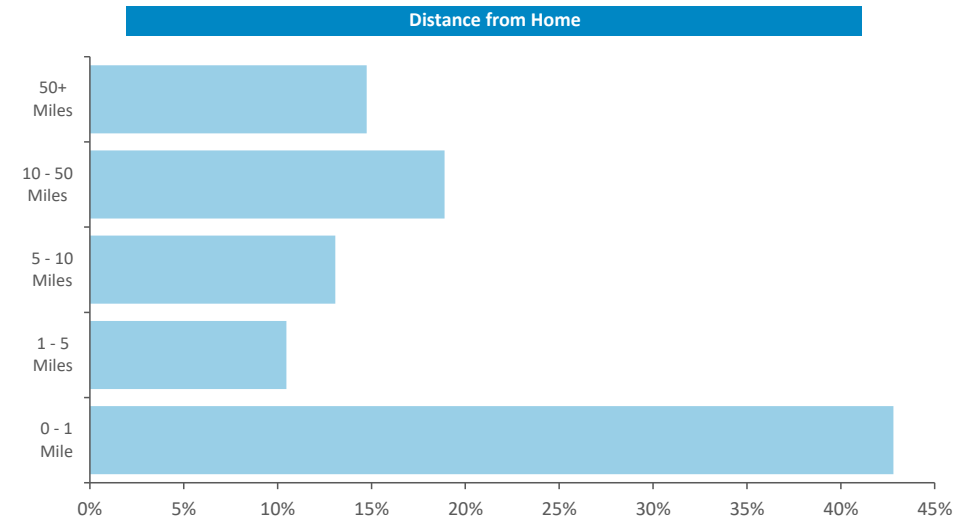
Adults 18+	4.297	10.778	53.221
Number of Competition Pubs	10	12	76
Adults 18+ per Competition Pub	430	898	700



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	280	6,5%	78
Circuit Bar	0	329	7,6%	183
Community Pub	2	1.254	29,2%	149
Craft Led	0	175	4,1%	114
Great Pub Great Food	0	446	10,4%	57
High Street Pub	2	1.191	27,7%	147
Premium Local	0	601	14,0%	83

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	618	5,7%	69
Circuit Bar	0	689	6,4%	153
Community Pub	2	2.951	27,4%	140
Craft Led	0	316	2,9%	82
Great Pub Great Food	0	1.206	11,2%	61
High Street Pub	2	2.803	26,0%	138
Premium Local	0	1.595	14,8%	87

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	1	1.599	3,0%	36
Circuit Bar	0	1.804	3,4%	81
Community Pub	2	14.733	27,7%	142
Craft Led	0	565	1,1%	30
Great Pub Great Food	5	8.125	15,3%	84
High Street Pub	6	13.571	25,5%	135
Premium Local	21	9.857	18,5%	109



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# Competition - Hole In The Wall



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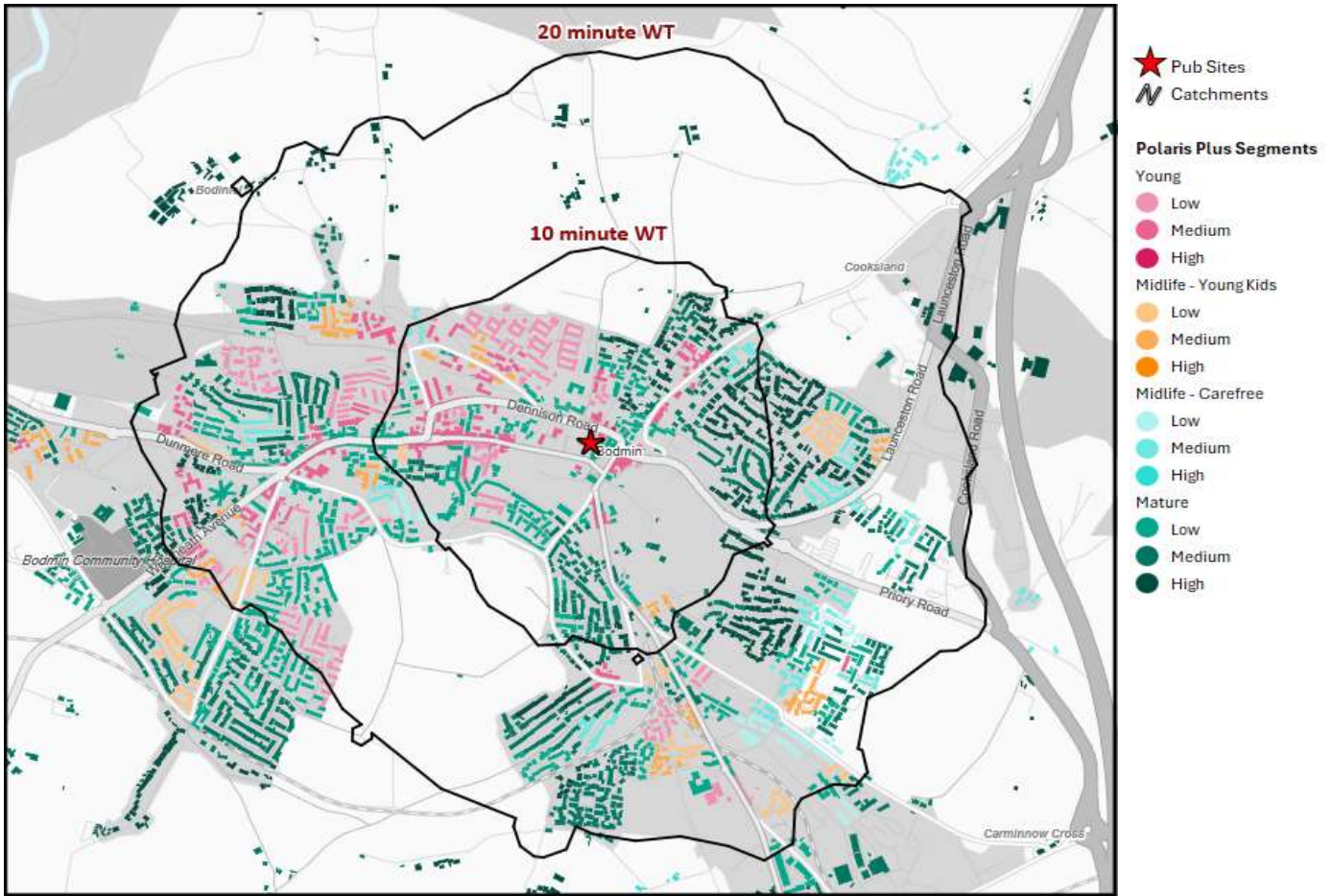
Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
0	Hole In The Wall	PL31 2DS	Star Pubs & Bars	High Street Pub	27,8%	0,00
13	Masons Arms	PL31 1JS	Unknown	Community Pu	21,6%	0,41
13	Garland Ox	PL31 1JS	Independent Free	Community Pu	14,0%	0,41
10	Q Bar	PL31 2HR	Independent Free	Clubland	10,1%	0,16
1	Weavers	PL31 2DL	St Austell Brewery	Family Pub Din	8,6%	0,03
5	Florys	PL31 2DG	Independent Free	Restaurants	7,9%	0,06
8	Westberry Hotel	PL31 2EL	Independent Free	Hotel	4,9%	0,12
4	White Hart	PL31 2HA	Punch Pub Company	Family Pub Din	2,6%	0,05
9	Bodmin Town Football Club	PL31 2AE	Independent Free	Clubland	1,9%	0,16
15	Callywith	PL31 2RW	Whitbread	Family Pub Din	0,7%	0,65
12	Bodmin Jail	PL31 2NR	Independent Free	Large Venue	0,1%	0,39
1	Bodmin Band & Social Club	PL31 2DL	Independent Free	Clubland	0,0%	0,03
1	Jaks	PL31 2DL	Independent Free	High Street Pub	0,0%	0,03
5	Capitol Cinema	PL31 2DG	Merlin Cinemas Ltd	Large Venue	0,0%	0,06
7	Shrire Hall	PL31 2DQ	Independent Free	Large Venue	0,0%	0,08
11	Bodmin Firemans Social Club	PL31 2NS	Independent Free	Clubland	0,0%	0,25
16	Eclipse	PL31 1EB	Independent Free	Night Club	0,0%	0,69
17	Syds Bar	PL31 1ES	Independent Free	Clubland	0,0%	0,71
18	Bodmin & Wadebridge Electrical	PL31 1DE	Independent Free	Clubland	0,0%	1,22

\* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

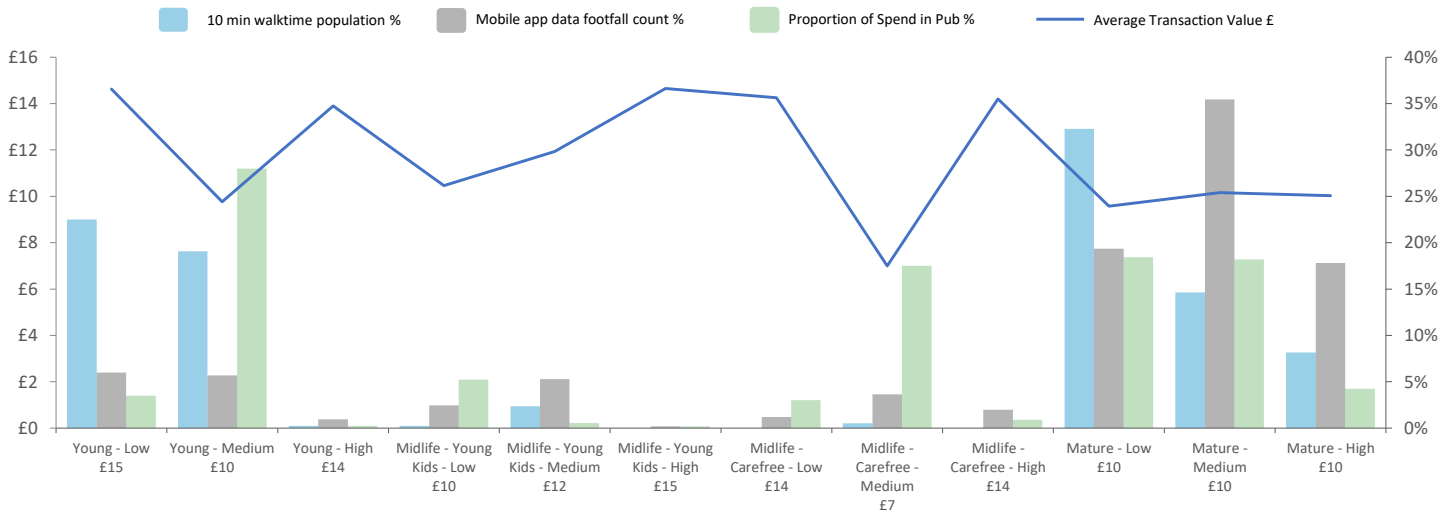
# Catchment Summary - Hole In The Wall

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
101924	Hole In The Wall	PL31 2DS	Star Pubs & Bars	High Street Pub	18



## Polaris Plus Profile



See the Glossary page for further information on the above variables

# Catchment Summary - Hole In The Wall

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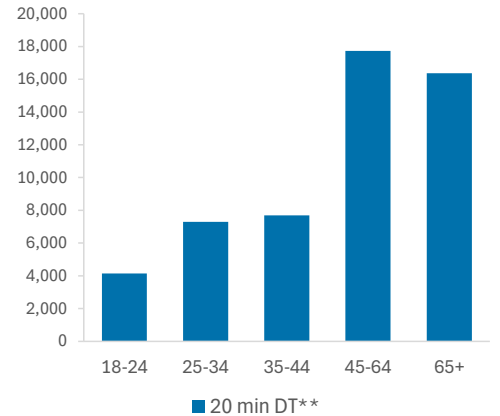
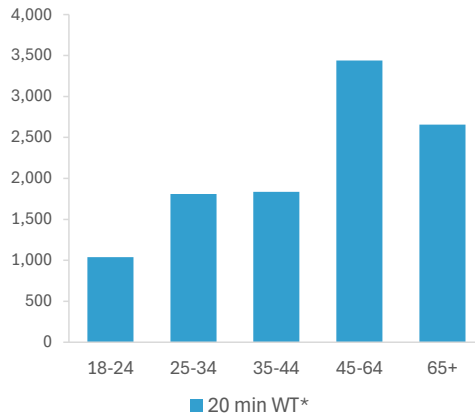
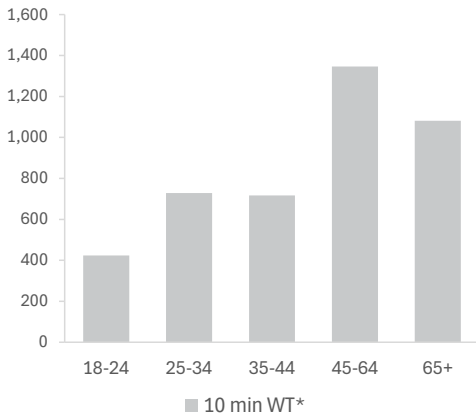
Over GB Average  
Around GB Average  
Under GB Average

\*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		5,357	13,754	65,677	102	71	16
Adults 18+		4,297	10,778	53,221	96	67	16
Competition Pubs		10	12	76	53	27	19
Adults 18+ per Competition Pub		430	898	700	49	101	79
% Adults Likely to Drink		74,1%	74,1%	77,4%	98	98	102
Affluence	Low	55,0%	50,3%	36,1%	166	151	109
	Medium	36,6%	39,6%	47,8%	96	104	125
	High	8,4%	10,1%	15,3%	31	37	56
Mean Net Disposable income (£pa)		£17,544	£19,072	£22,403	82	89	105
Age Profile	18-24	424	1,038	4,152	94	89	75
	25-34	729	1,809	7,289	101	97	82
	35-44	717	1,836	7,687	99	99	87
	45-64	1,346	3,438	17,733	99	99	107
	65+	1,081	2,657	16,360	105	101	130

Affluence does not include Not Private Households

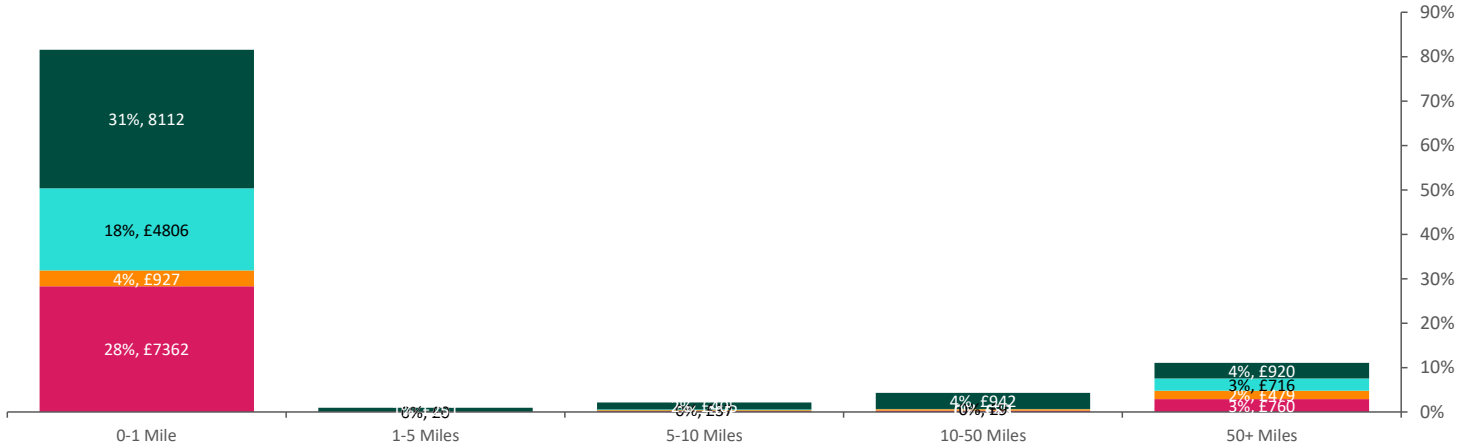
Population & Adults 18+ index is based on all pubs



		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	2,617 (49%)	6,671 (49%)	31,669 (48%)	100	99	98
	Female	2,740 (51%)	7,083 (51%)	34,008 (52%)	100	101	102
Economic Status (16+)	Employed: Full-time	1,374 (31%)	3,677 (33%)	15,841 (29%)	90	96	84
	Employed: Part-time	626 (14%)	1,597 (14%)	7,401 (14%)	116	118	112
	Self employed	315 (7%)	887 (8%)	6,406 (12%)	77	87	127
	Unemployed	146 (3%)	299 (3%)	1,147 (2%)	129	105	82
	Full-time student	41 (1%)	139 (1%)	736 (1%)	39	53	57
	Retired	1,055 (24%)	2,452 (22%)	14,828 (27%)	108	100	124
	Other	873 (20%)	2,078 (19%)	8,313 (15%)	113	107	87
Total Worker Count		2,586	7,572	29,911			

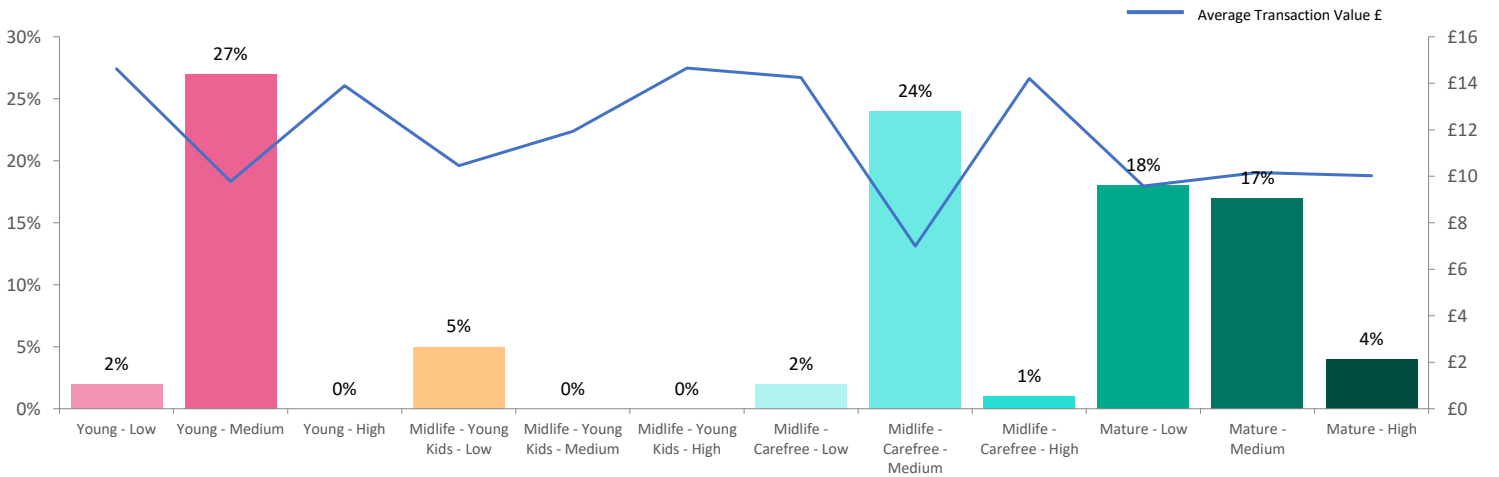
See the Glossary page for further information on the above variables

Spend by Polaris and Distance from Home



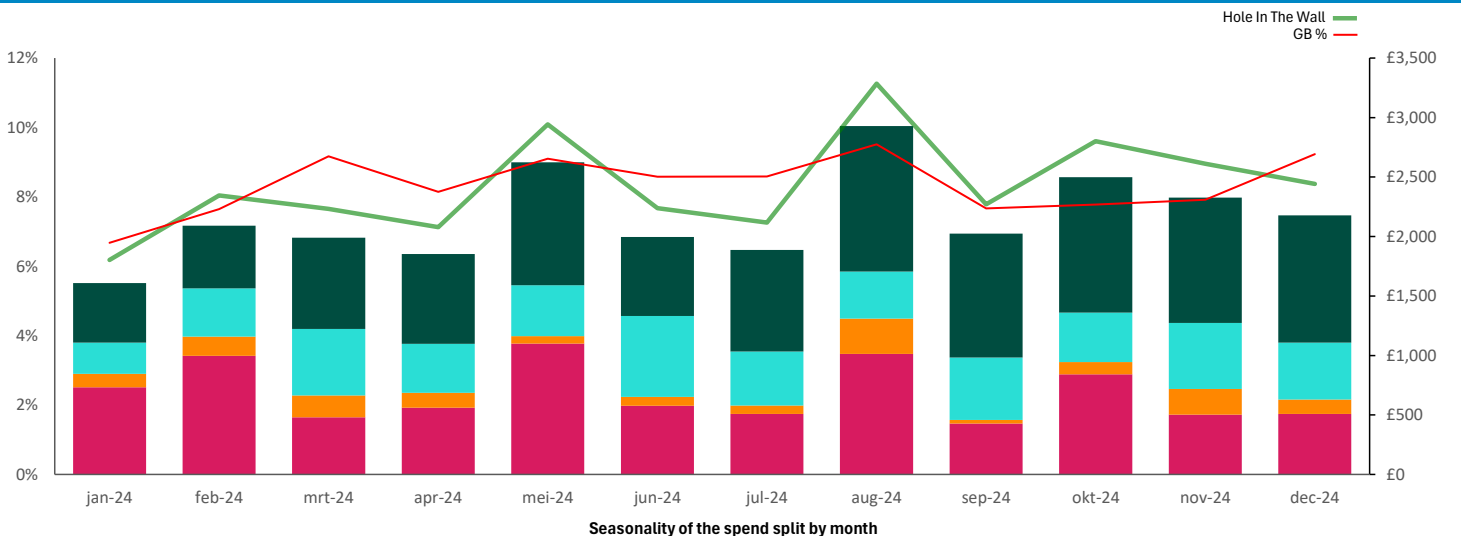
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



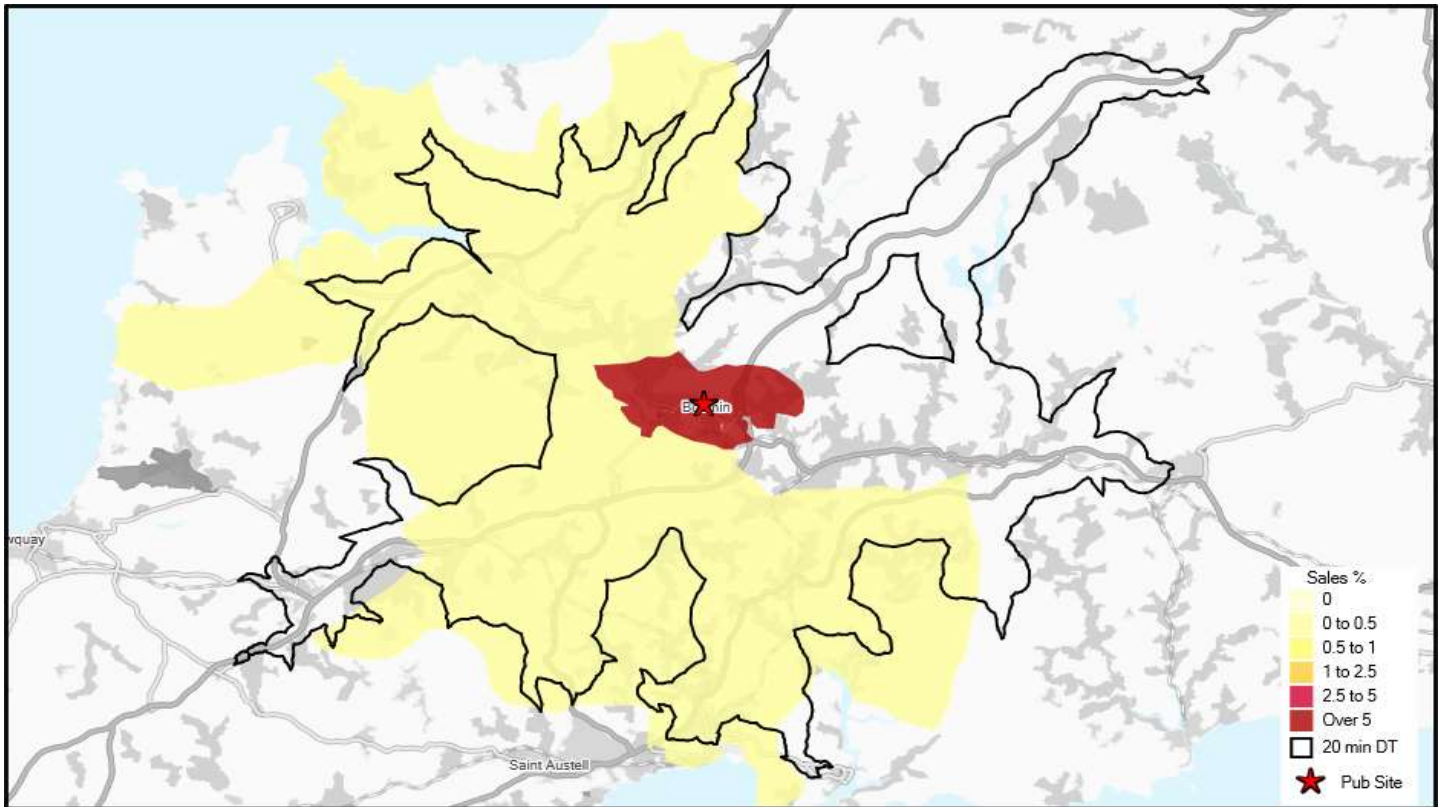
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



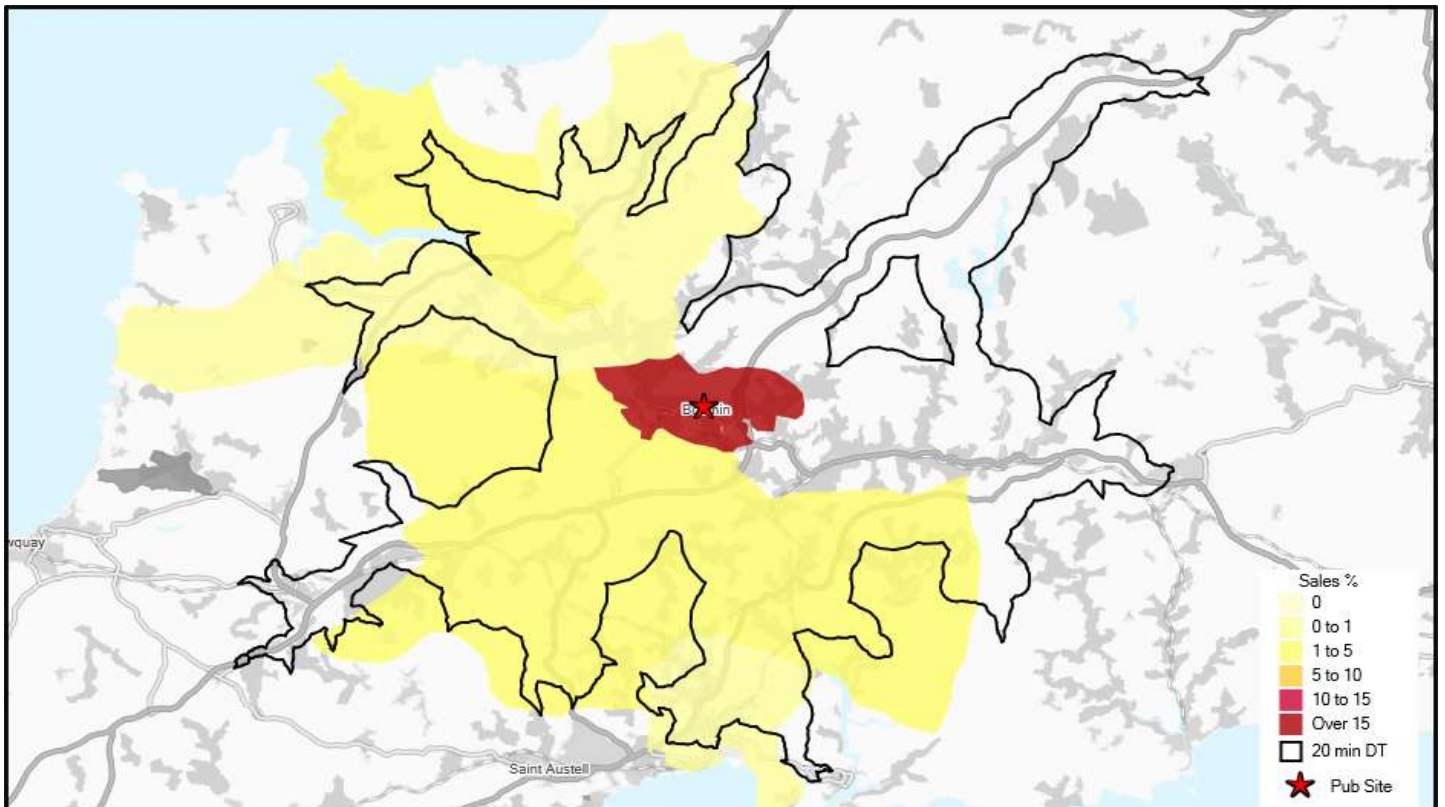
Seasonality of the spend split by month

Hole In The Wall Share of Spend from Postcode Sectors within 20 minute Drive



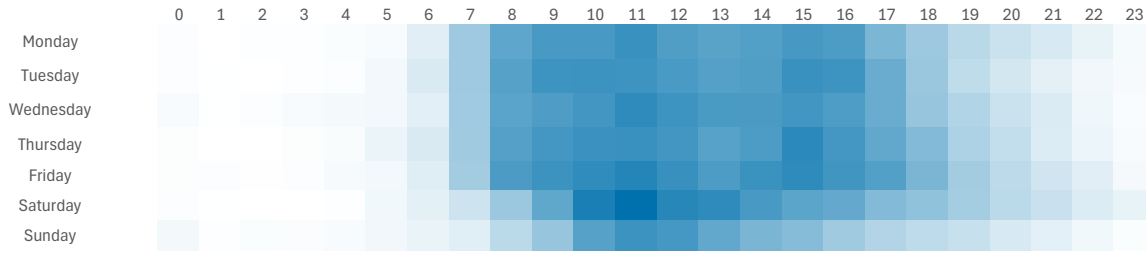
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Hole In The Wall



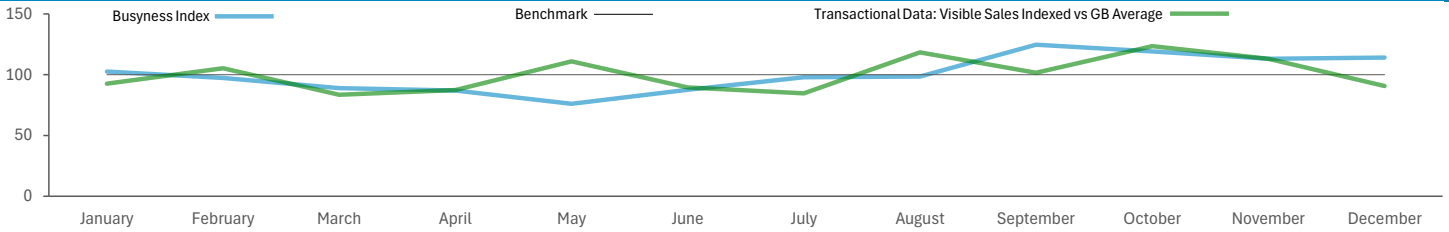
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



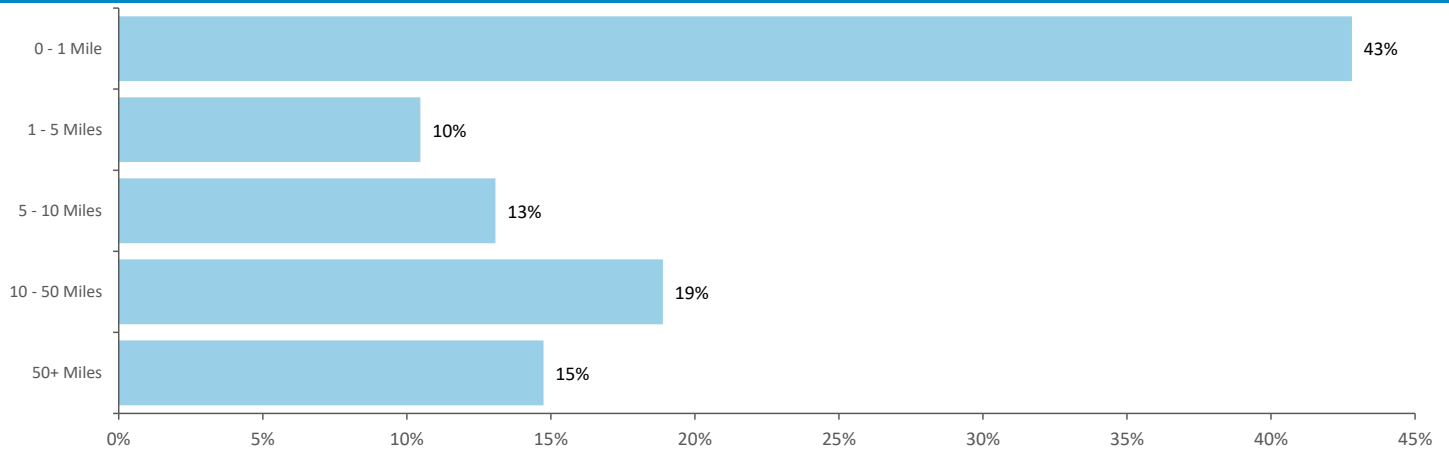
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



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

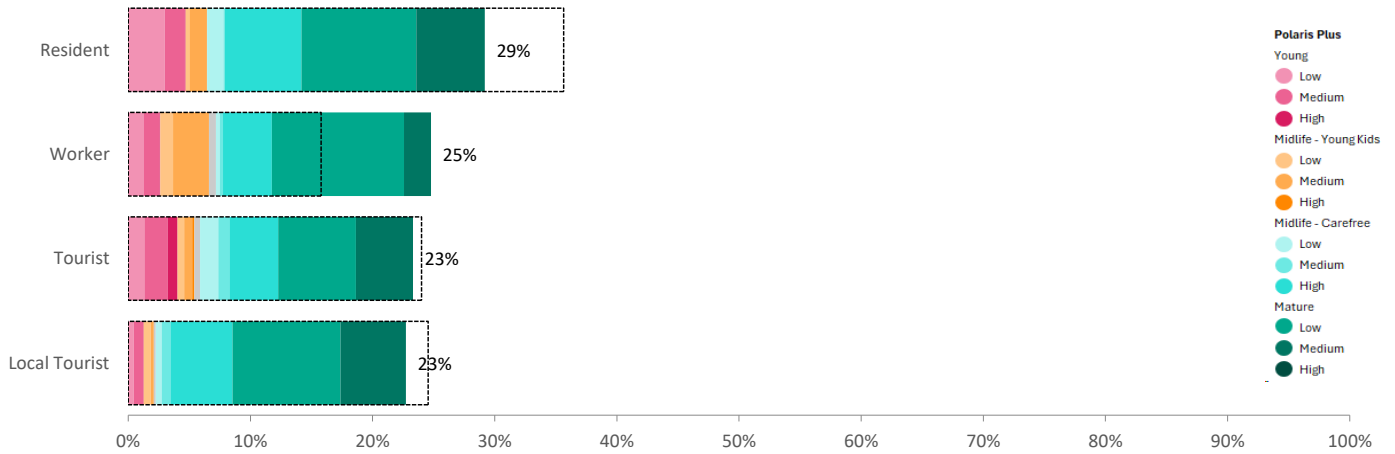
Distance from Home



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



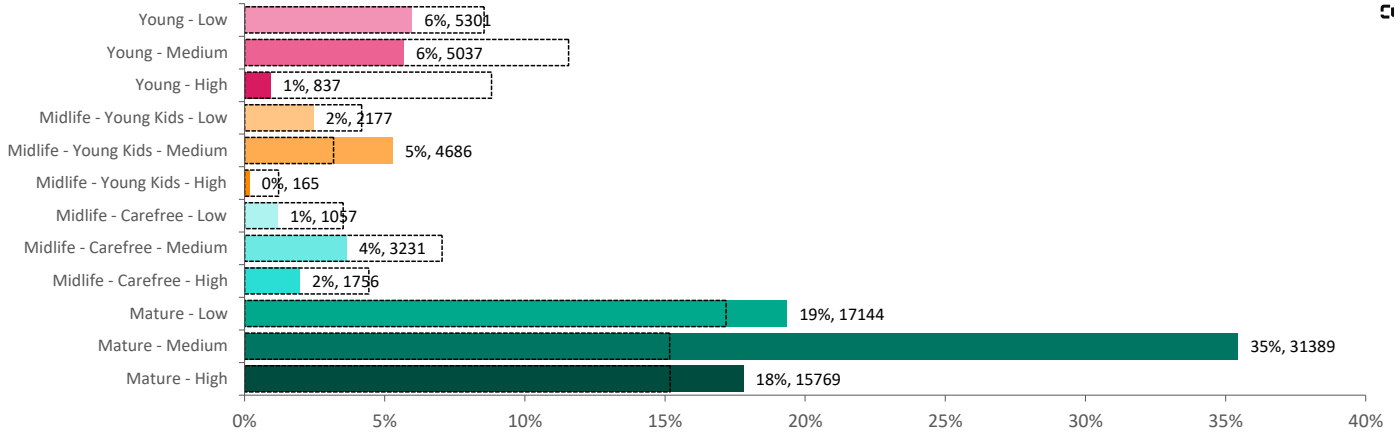
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

# Mobile Data Summary - Hole In The Wall

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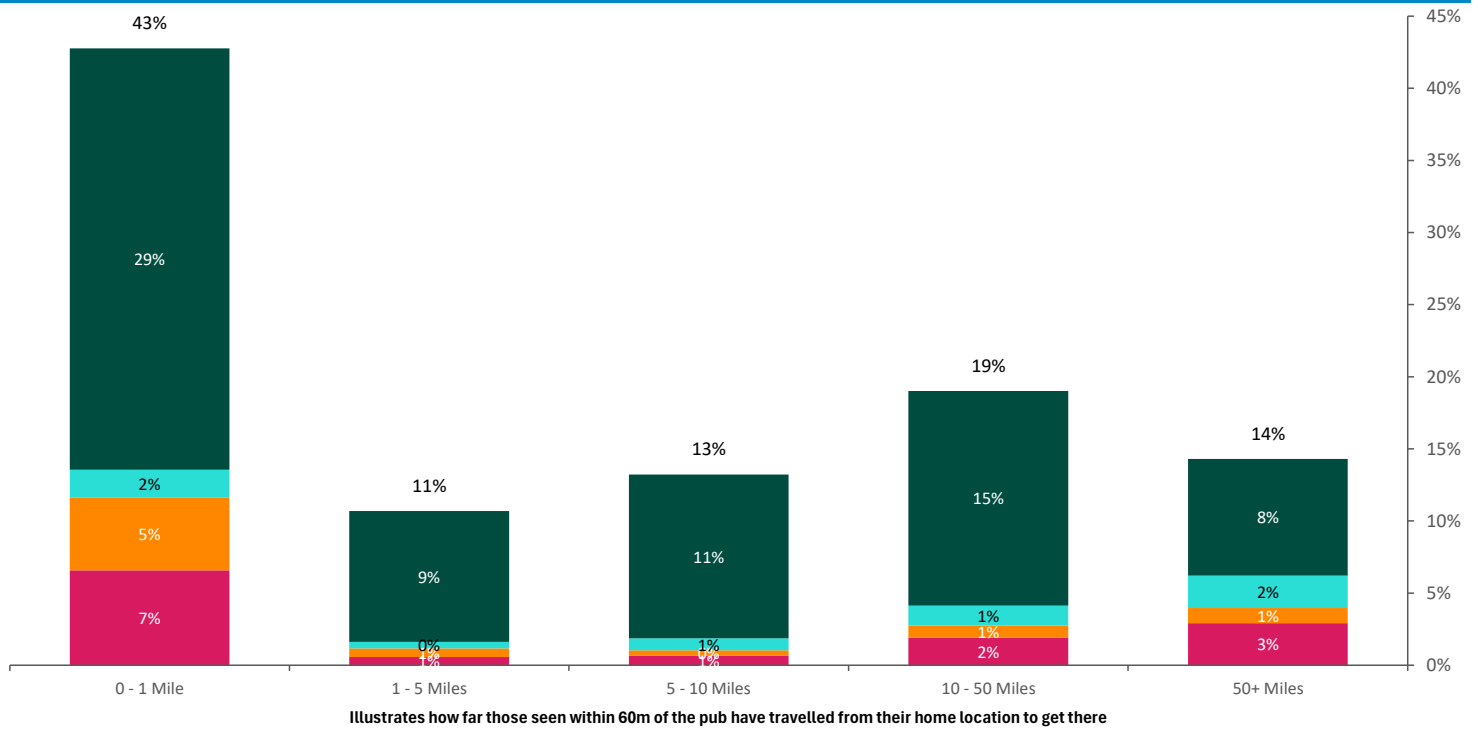
## Polaris Plus Profile

GB %



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



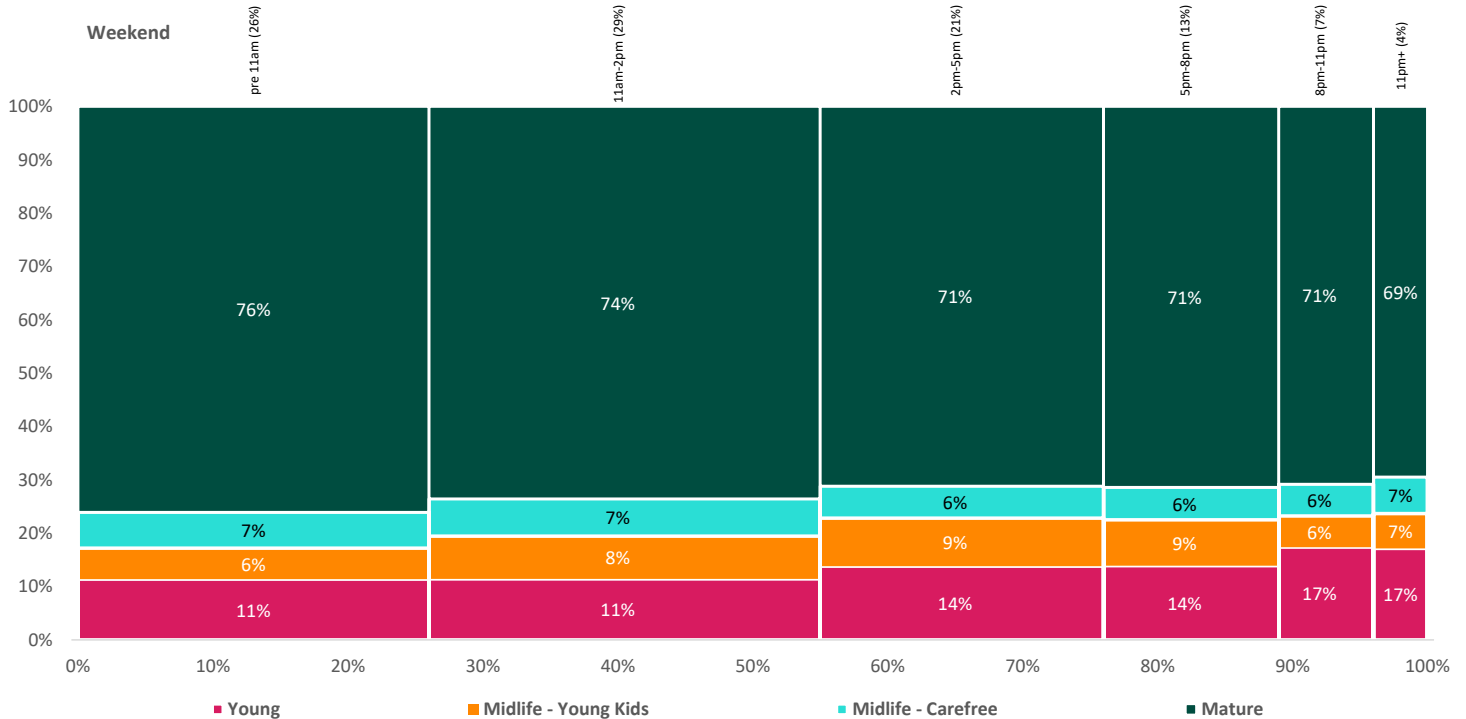
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



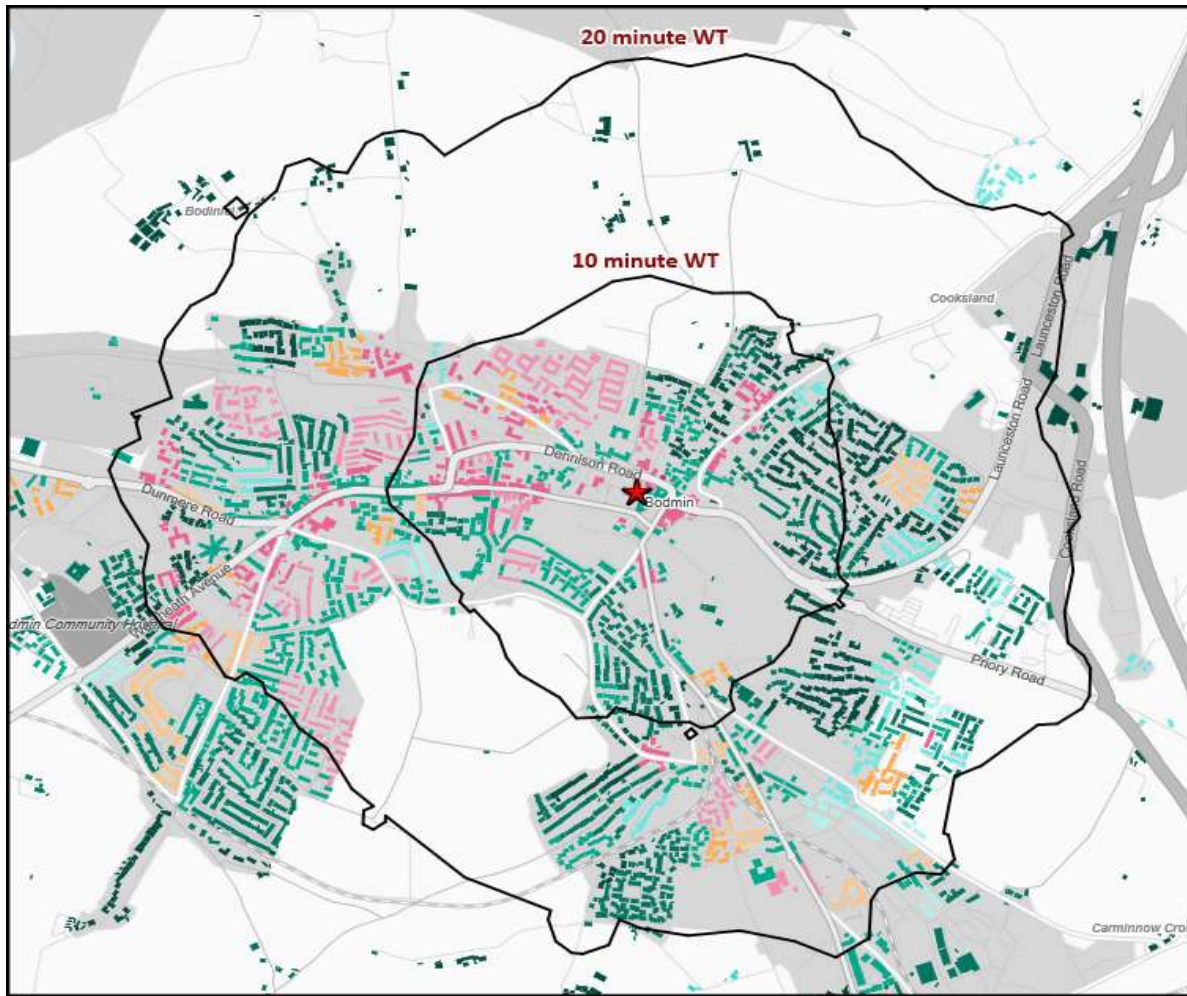
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	20.713	15.998	15.600	9.558	3.413	1.705	66.987	
Midlife - Carefree	1.756	1.447	1.191	766	270	166	5.595	
Midlife - Young Kids	1.893	1.441	1.687	1.064	329	89	6.503	
Young	3.246	2.387	2.796	1.846	1.045	506	11.826	
All	27.608	21.272	21.275	13.234	5.057	2.465	90.910	

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	6.229	6.747	4.650	2.952	1.512	785	22.873	
Midlife - Young Kids	551	647	394	253	128	78	2.052	
Midlife - Carefree	477	732	588	355	125	74	2.351	
Mature	932	1.051	902	576	372	194	4.026	
All	8.189	9.178	6.535	4.136	2.135	1.130	31.303	

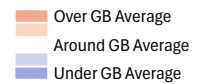
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

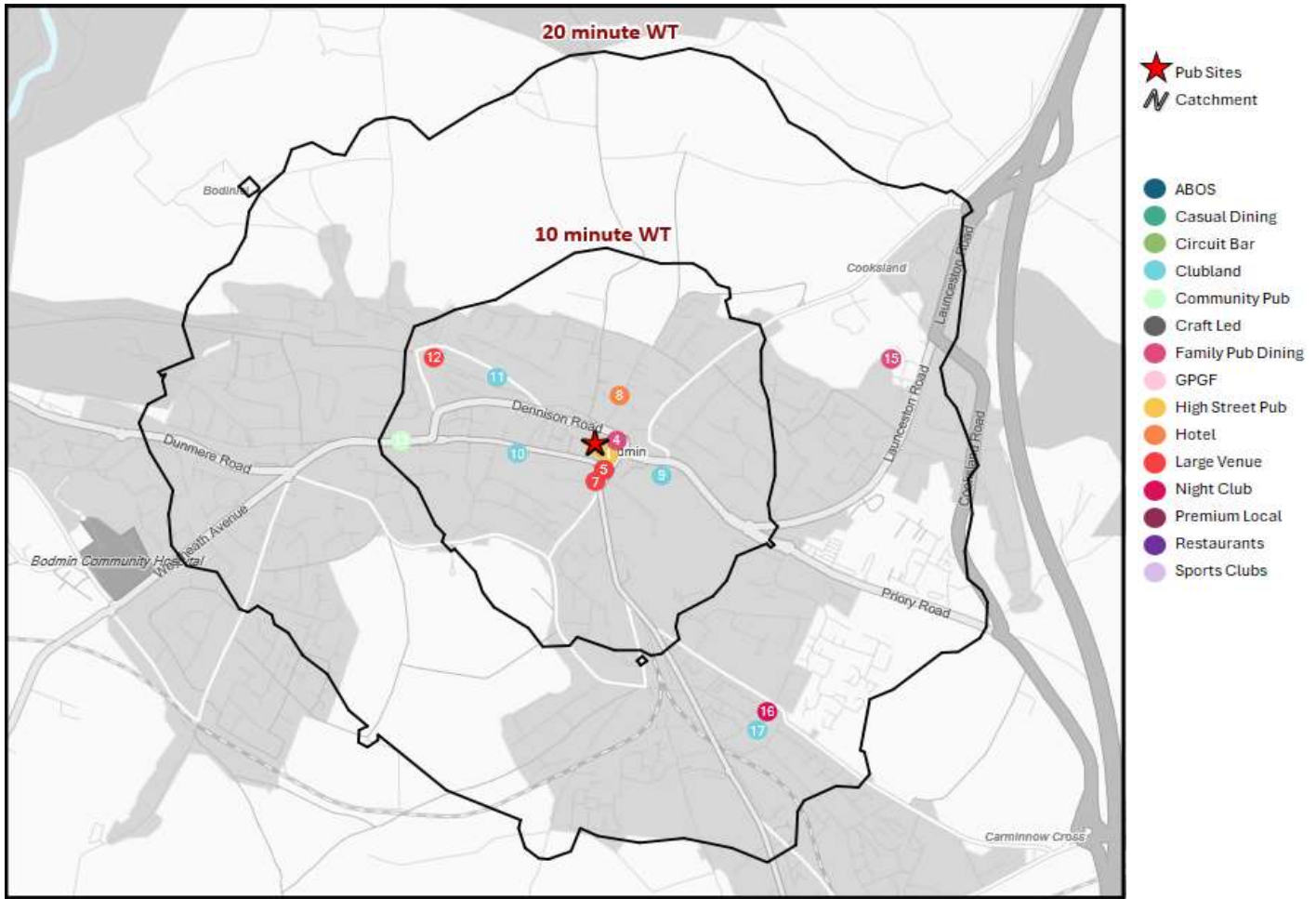


Polaris Plus Profile by Catchment

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	967	2.108	3.375	228	199	64
Medium	820	1.190	1.971	171	99	33
High	10	10	150	3	1	4
<b>Midlife - Young Kids</b>						
Low	10	292	1.990	4	49	68
Medium	101	635	1.469	55	137	64
High	0	0	24	0	0	4
<b>Midlife - Carefree</b>						
Low	0	209	687	0	46	31
Medium	22	390	1.853	7	51	49
High	0	10	645	0	2	27
<b>Mature</b>						
Low	1.387	2.810	13.145	236	191	181
Medium	629	2.056	20.169	94	123	244
High	351	1.068	7.315	54	66	91
<b>Not Private Households</b>	0	0	428	0	0	66
<b>Total</b>	4.297	10.778	53.221			

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



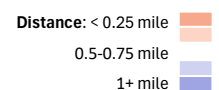


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Hole In The Wall	PL31 2DS	Star Pubs & Bars	High Street Pub	27,8%	83,6%	0,00
1	Weavers	PL31 2DL	St Austell Brewery	Family Pub Dining	8,6%	40,5%	0,03
1	Bodmin Band & Social Club	PL31 2DL	Independent Free	Clubland	0,0%	0,0%	0,03
1	Jaks	PL31 2DL	Independent Free	High Street Pub	0,0%	0,0%	0,03
4	White Hart	PL31 2HA	Punch Pub Company	Family Pub Dining	2,6%	49,7%	0,05
5	Florys	PL31 2DG	Independent Free	Restaurants	7,9%	46,9%	0,06
5	Capitol Cinema	PL31 2DG	Merlin Cinemas Ltd	Large Venue	0,0%	0,0%	0,06
7	Shrire Hall	PL31 2DQ	Independent Free	Large Venue	0,0%	0,0%	0,08
8	Westberry Hotel	PL31 2EL	Independent Free	Hotel	4,9%	32,9%	0,12
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11	Bodmin Firemans Social Club	PL31 2NS	Independent Free	Clubland	0,0%	0,0%	0,25
12	Bodmin Jail	PL31 2NR	Independent Free	Large Venue	0,1%	0,2%	0,39
13	Masons Arms	PL31 1JS	Unknown	Community Pub	21,6%	77,8%	0,41
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16	Eclipse	PL31 1EB	Independent Free	Night Club	0,0%	0,0%	0,69
17	Syds Bar	PL31 1ES	Independent Free	Clubland	0,0%	0,0%	0,71
18	Bodmin & Wadebridge Electrical Social Club	PL31 1DE	Independent Free	Clubland	0,0%	0,0%	1,22

\* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations

\*\* Share of sales originating from postcode sectors within 20 min DT vs total sales for each CGA location



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■ Under GB Average

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Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Premium Local	21	9.857	18,5%	109

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. <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 <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 <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
Age Profile	Counts of residents by Age band
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ <b>Full-time:</b> In full-time employment <b>Part-time:</b> In part-time employment <b>Self employed:</b> In full-time or part-time employment, with or without employees <b>Unemployed:</b> Unemployed, not currently working but are actively seeking <b>Retired:</b> a person who has retired from a working or professional career <b>Other:</b> 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
	Index value is >= 105 and < 120
Around GB Average	Index value is >= 95 and < 105
	Index value is >= 80 and < 95
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.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds
Consumer Insight	"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."	"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"	"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'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"
Product needs	<ul style="list-style-type: none"> <li>Aids being part of the group</li> <li>Helps me look good by standing out and making the right impression</li> <li>Energising</li> <li>Discovering new things</li> <li>Avoids bloating</li> <li>Physical benefit</li> </ul>	<ul style="list-style-type: none"> <li>Helps me look good, and be on trend</li> <li>Discovering new things</li> <li>Supports moderate calorie &amp; alcohol intake</li> <li>Energising</li> <li>Being romantic</li> </ul>	<ul style="list-style-type: none"> <li>Tastes good and looks good</li> <li>Discovering new things</li> <li>Supports connecting with friends and family</li> <li>Enjoyable for longer</li> </ul>	<ul style="list-style-type: none"> <li>Tastes great</li> <li>Good quality</li> <li>Helps me feel good</li> <li>Enjoyable for longer</li> </ul>

**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.

**Mobile Data - Audience Classification**

**Resident:** Lives in the area. **Worker:** Works in the area but doesn't live there.

**Local Tourist:** Doesn't live or work in the area, comes from up to 6km-25km away. **Tourist:** Doesn't live or work there, comes from 25km+ away.

**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 a pub level. The data shows who from a Polaris segmentation is spending in the pub.

**Sparsity**

Sparsity is a measure of how built-up an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.

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							