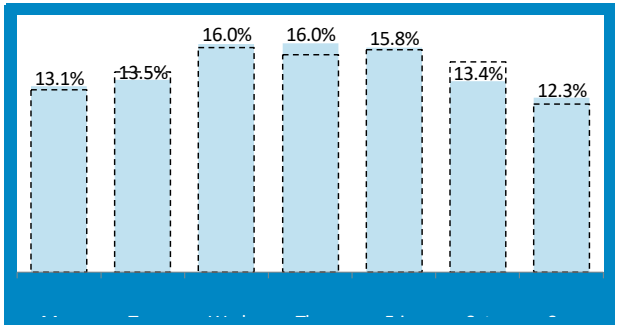
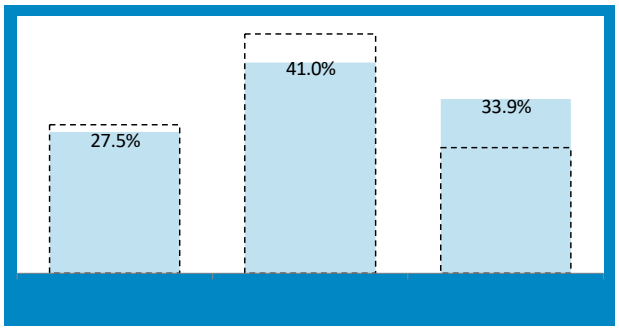
Walrus

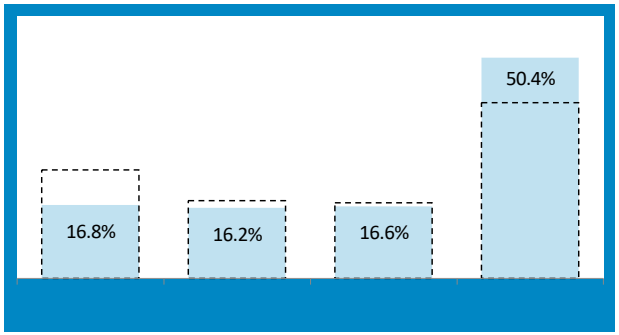
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		6,977	5,344
Adult Pop		6,122	4,529
Affluence	Low	33%	33%
	Medium	40%	38%
	High	26%	27%
Young		69%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		2%	16%
Mature		29%	44%
Competition Count		87	43

Visitors

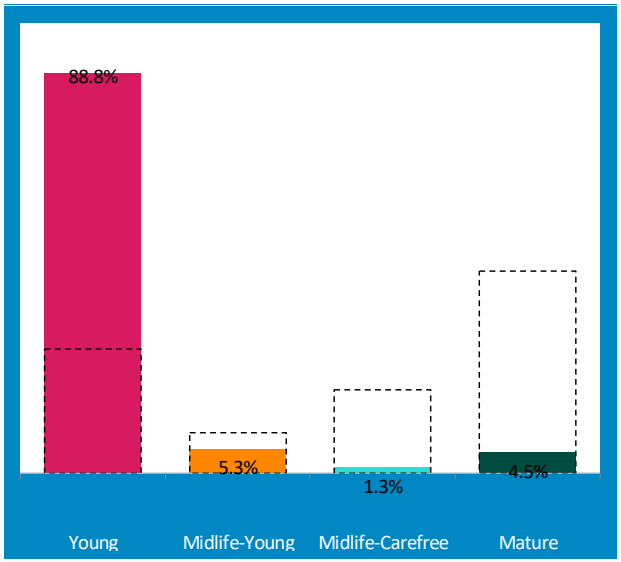






Spend Profile

	This Site	Benchmark
£ATV	£11	£30
Average Distance Travelled in miles	49	27



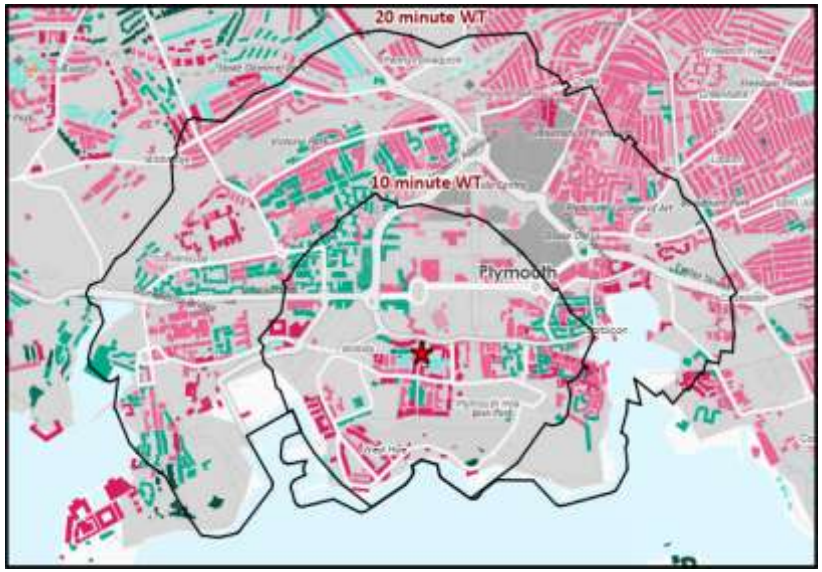
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Catchment Summary - Walrus

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		6,977	26,299	292,356	131	134	69
					Pop. & Adl. 18+ index based on all pubs		
Adults 18+		6,122	23,293	237,092	135	142	70
Competition Pubs		87	189	407	202	185	52
Adults 18+ per Competition Pub		70	123	583	10	18	85
% Adults Likely to Drink		78.0%	78.0%	80.0%	98	98	100
Affluence	Low	33.1%	34.4%	37.4%	100	104	113
	Medium	39.7%	50.0%	51.3%	104	131	134
	High	26.5%	12.8%	10.2%	96	46	37
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£14,957	£13,683	£20,662	66	61	91
Age Profile	18-24	1,572	7,979	31,952	265	356	128
	25-34	1,212	4,361	39,369	128	123	100
	35-44	810	3,009	39,119	86	85	99
	45-64	1,390	4,624	69,608	79	70	95
	65+	1,138	3,320	57,044	85	66	101



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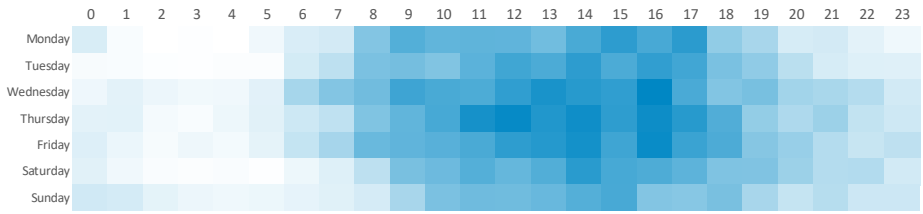
Pub Sites
Catchment

Polaris Plus Segments

Young	Midlife - Young Kids	Midlife - Carefree	Mature
Low	Low	Low	Low
Medium	Medium	Medium	Medium
High	High	High	High

Mobile Data Summary

Time of Day/Day of Week



Polaris Segment	Population Count 10 min WT*	20 min WT*	20 min DT**	Index vs GB average 10 min WT*	20 min WT*	20 min DT**
Young	4,200	16,970	99,156	247	262	150
Midlife - Young Kids	0	14	14,533	0	1	56
Midlife - Carefree	104	327	25,274	11	9	68
Mature	1,776	5,329	95,511	66	52	91
Not Private Households	42	653	2,618	5,670	23,171	9,126
Total	**6,122**	**23,293**	**237,092**			

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Per Pub - Walrus

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,122	23,293	237,092
Number of Competition Pubs	87	189	407
Adults 18+ per Competition Pub	70	123	583

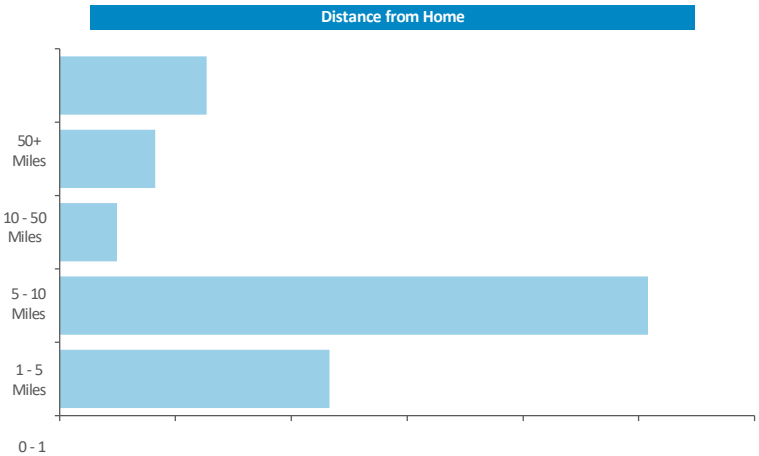
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	11	527	8.6%	110
Family Pub Dining	3	547	8.9%	98
Great Pub Great Food	7	896	14.6%	87
Leisure	14	550	9.0%	89
Mainstream	20	908	14.8%	106
Premium	1	933	15.2%	107
Restaurant	31	1,449	23.7%	103
Super Premium	0	268	4.4%	111

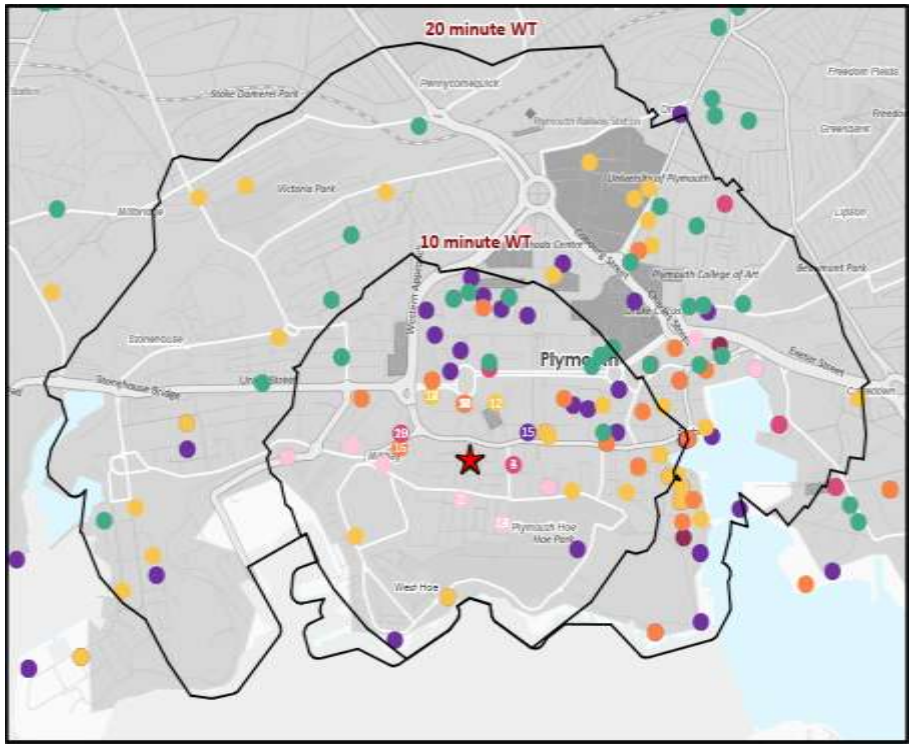
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	26	2,358	10.1%	129
Family Pub Dining	4	2,261	9.7%	107
Great Pub Great Food	10	3,036	13.0%	78
Leisure	26	2,069	8.9%	88
Mainstream	52	3,672	15.8%	113
Premium	7	3,304	14.2%	99
Restaurant	64	5,149	22.1%	96
Super Premium	0	787	3.4%	86

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	99	23,183	9.8%	125
Family Pub Dining	15	23,957	10.1%	111
Great Pub Great Food	17	34,578	14.6%	87
Leisure	59	23,091	9.7%	97
Mainstream	103	37,525	15.8%	113
Premium	20	32,978	13.9%	97
Restaurant	94	51,912	21.9%	95
Super Premium	0	7,215	3.0%	77



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Competition - Walrus



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
12	Bank	PL 1 2TG	Mitchells & Butlers	Mainstream	37.8%	0.13
18	Union Rooms	PL 1 2SU	Wetherspoons GB	Mainstream	22.6%	0.16
16	Plymouth Pavilions	PL 1 3LF	Independent Free	Leisure	7.0%	0.15
17	Walkabout	PL 1 2SU	Stonegate Pub Company	Mainstream	6.9%	0.16
19	New Continental Hotel	PL 1 3LD	Independent Free	Family Pub Di	5.7%	0.16
15	Fletchers	PL 1 2EX	Independent Free	Restaurant	5.6%	0.14
5	Plymouth Athenaeum	PL 1 2SW	Independent Free	Leisure	4.5%	0.12
13	Plymouth Conservative Club	PL 1 2PU	Independent Free	Mainstream	3.3%	0.14
10	Pizza Express	PL 1 2SW	Pizza Express Restaurants Ltd	Restaurant	2.2%	0.12
7	Fever	PL 1 2SW	Stonegate Pub Company	Leisure	2.1%	0.12
1	Everest Spice	PL 1 2RH	Independent Free	Mainstream	1.2%	0.00
0	Walrus	PL 1 2RH	Star Pubs & Bars	Classic	0.7%	0.00
9	Revolution	PL 1 2SW	Revolution Bars Group	Mainstream	0.5%	0.12
4	Drake Hotel	PL 1 2QD	Independent Free	Family Pub Di	0.1%	0.09
14	Invicta Hotel	PL 1 2PU	Independent Free	Great Pub Gre	0.0%	0.14
2	Craft House	PL 1 2PP	Independent Free	Great Pub Gre	0.0%	0.08
3	Imperial Hotel	PL 1 2QD	Independent Free	Great Pub Gre	0.0%	0.09
6	Grosvenor Casino	PL 1 2SW	Rank	Leisure	0.0%	0.12
8	Theatre Royal	PL 1 2SW	Independent Free	Leisure	0.0%	0.12
11	Wildwood	PL 1 2SW	Tasty	Restaurant	0.0%	0.12
20	Steves Brasserie	PL 1 3LD	Independent Free	Restaurant	0.0%	0.16

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

Pub Sites
Catchment

Classic
Family Pub Dining
Great Pub Great Food
Leisure
Mainstream
Premium
Restaurant
Super Premium

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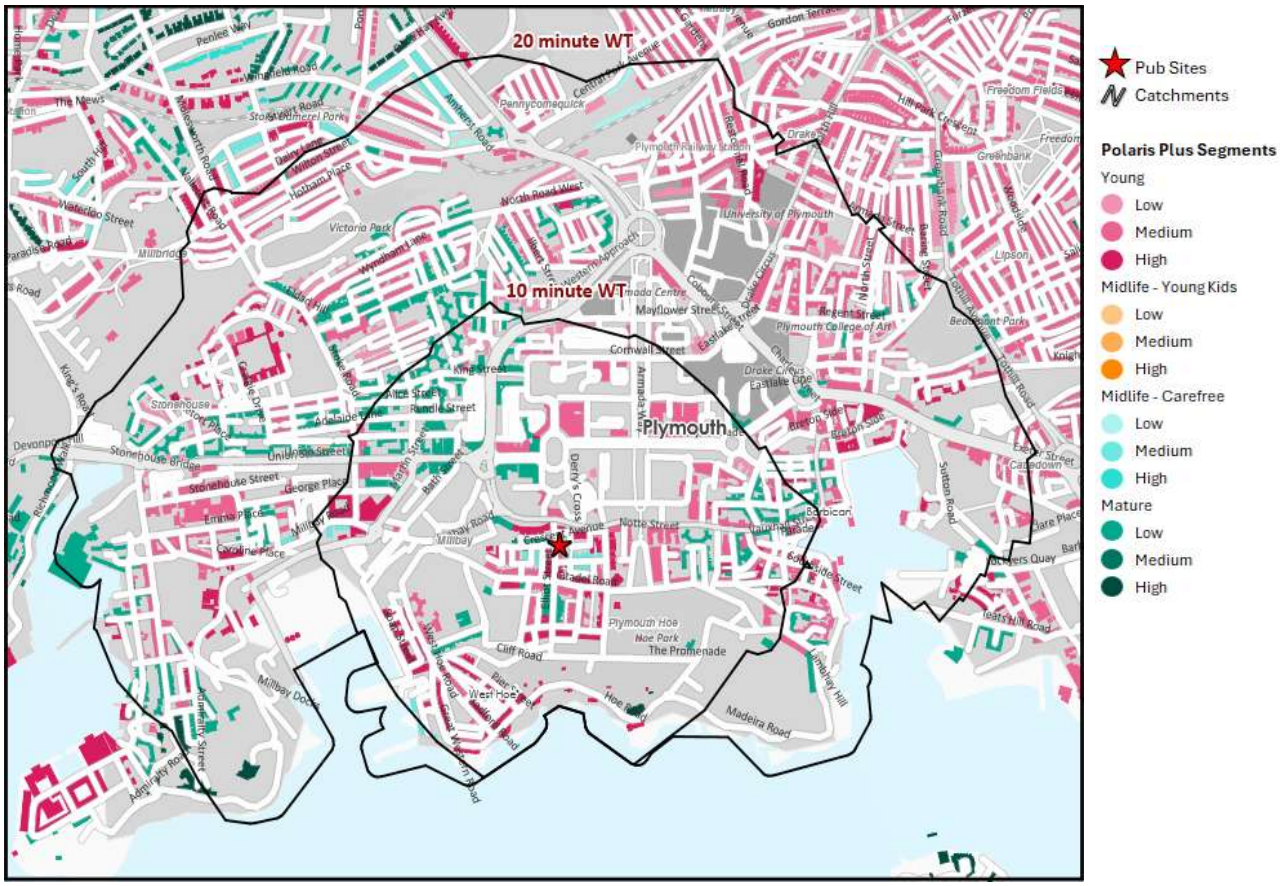
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Catchment Summary - Walrus

STAR PUBS

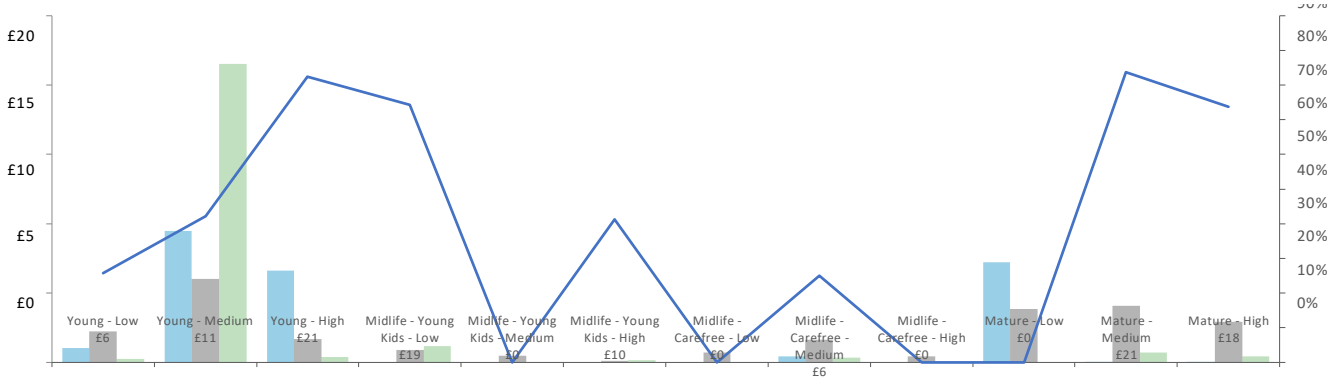
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CGA ID	Name	Postcode	Operator	Segment	Sparsity
100645	Walrus	PL 1 2RH	Star Pubs & Bars	Classic	11



Polaris Plus Profile

10 min walktime population % | Mobile app data footfall counted | Proportion of Spend in Pub % | Average Transaction Value £



See the Glossary page for further information on the above variables

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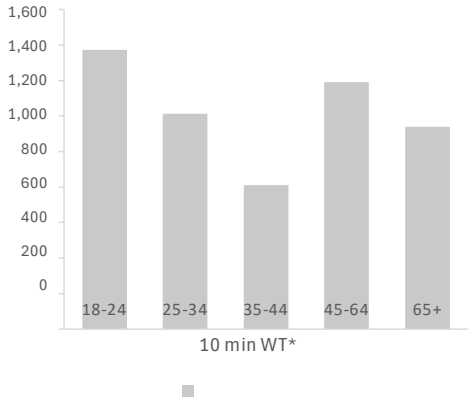
Catchment Summary - Walrus

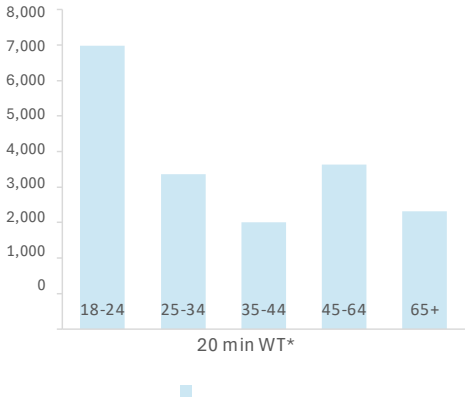
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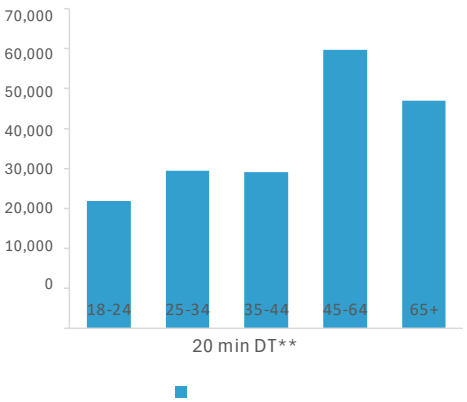
Over GB Average
Around GB Average
Under GB Average

*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		6,977	26,299	292,356	131	134	69
					Population & Adults 18+ index is based on all pubs		
Adults 18+		6,122	23,293	237,092	135	142	70
Competition Pubs		87	189	407	202	185	52
Adults 18+ per Competition Pub		70	123	583	10	18	85
% Adults Likely to Drink		78.0%	78.0%	80.0%	98	98	100
Affluence	Low	33.1%	34.4%	37.4%	100	104	113
	Medium	39.7%	50.0%	51.3%	104	131	134
	High	26.5%	12.8%	10.2%	96	46	37
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£14,957	£13,683	£20,662	66	61	91
Age Profile	18-24	1,572	7,979	31,952	265	356	128
	25-34	1,212	4,361	39,369	128	123	100
	35-44	810	3,009	39,119	86	85	99
	45-64	1,390	4,624	69,608	79	70	95
	65+	1,138	3,320	57,044	85	66	101







		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	3,571 (51%)	13,529 (51%)	143,753 (49%)	104	105	100
	Female	3,406 (49%)	12,770 (49%)	148,603 (51%)	96	95	100
Economic Status (16+)	Employed: Full-time	1,807 (29%)	5,801 (24%)	80,324 (33%)	85	72	97
	Employed: Part-time	635 (10%)	2,117 (9%)	31,564 (13%)	84	74	108
	Self employed	449 (7%)	1,386 (6%)	17,383 (7%)	77	63	77
	Unemployed	204 (3%)	743 (3%)	6,168 (3%)	118	113	92
	Full-time student	342 (5%)	2,053 (9%)	7,845 (3%)	218	346	129
	Retired	1,193 (19%)	3,301 (14%)	53,882 (22%)	87	64	102
	Other	1,660 (26%)	8,387 (35%)	46,615 (19%)	148	198	108
Total Worker Count		28,485	52,293	204,265			

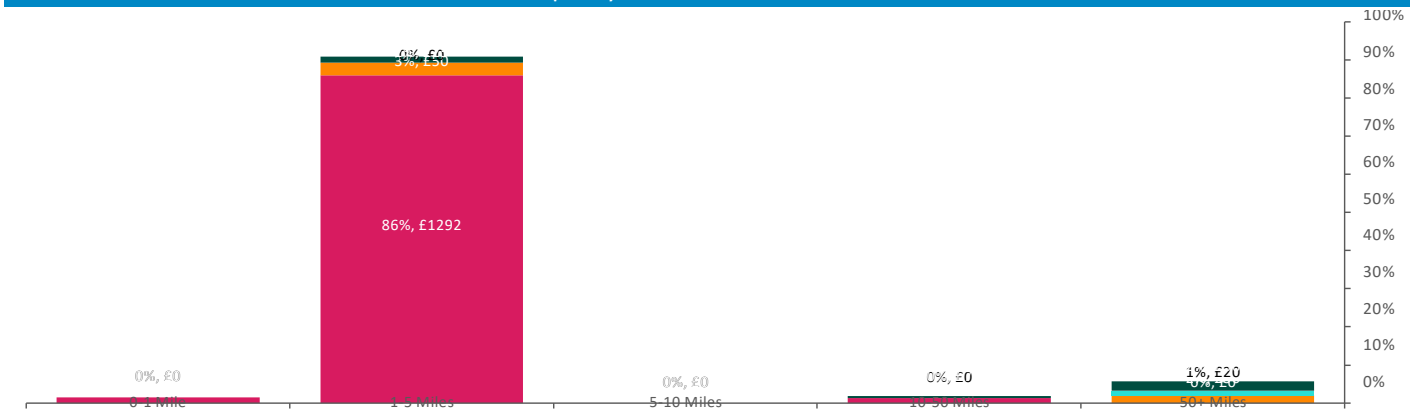
See the Glossary page for further information on the above variables

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Transactional Data Summary - Walrus

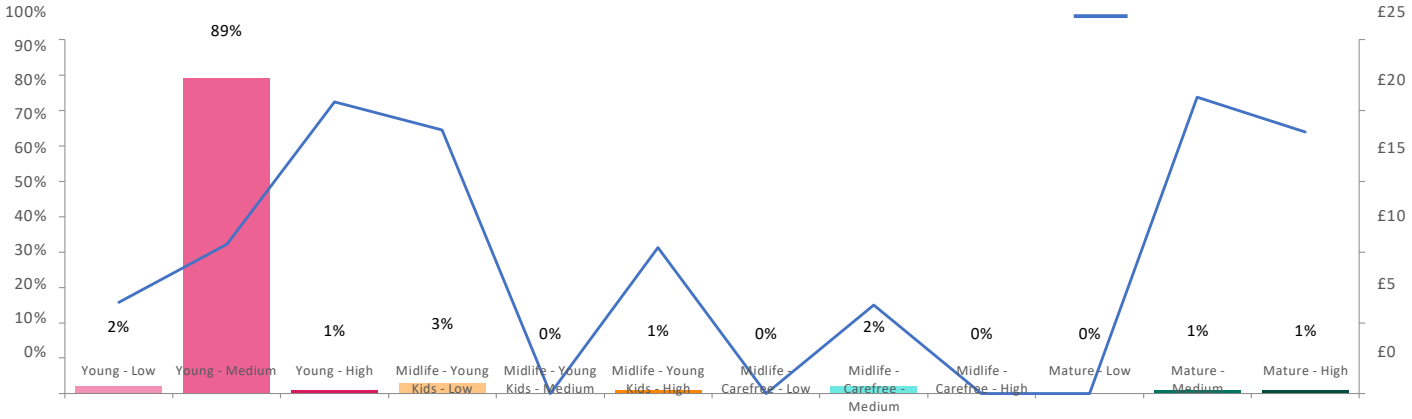
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Spend by Polaris and Distance from Home



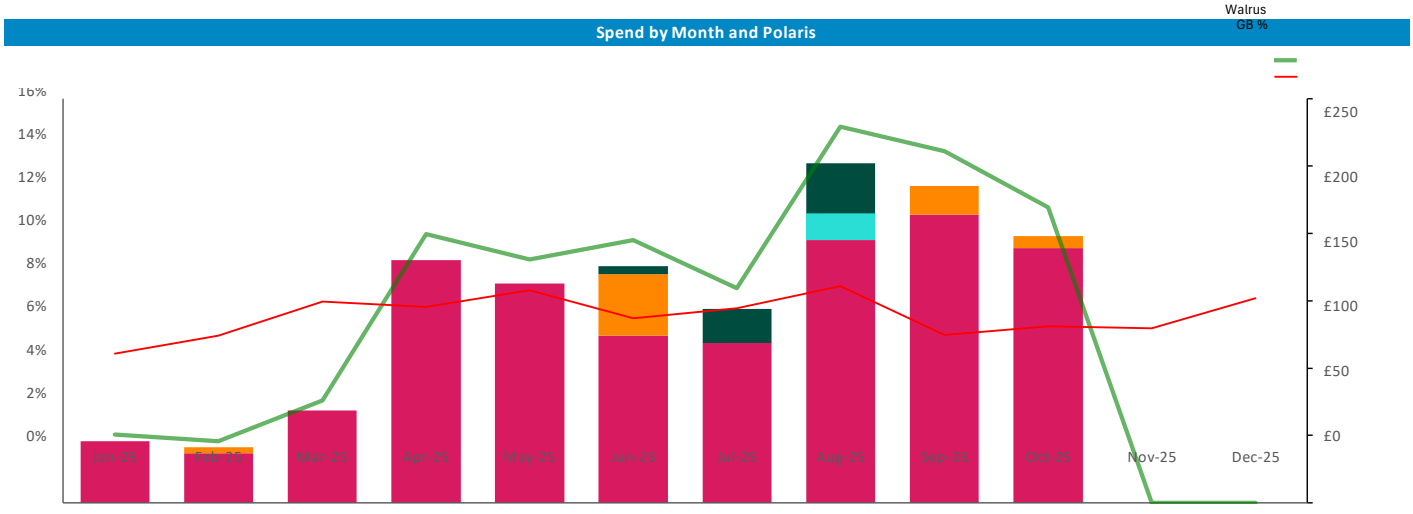
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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

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Transactional Data Maps - Walrus

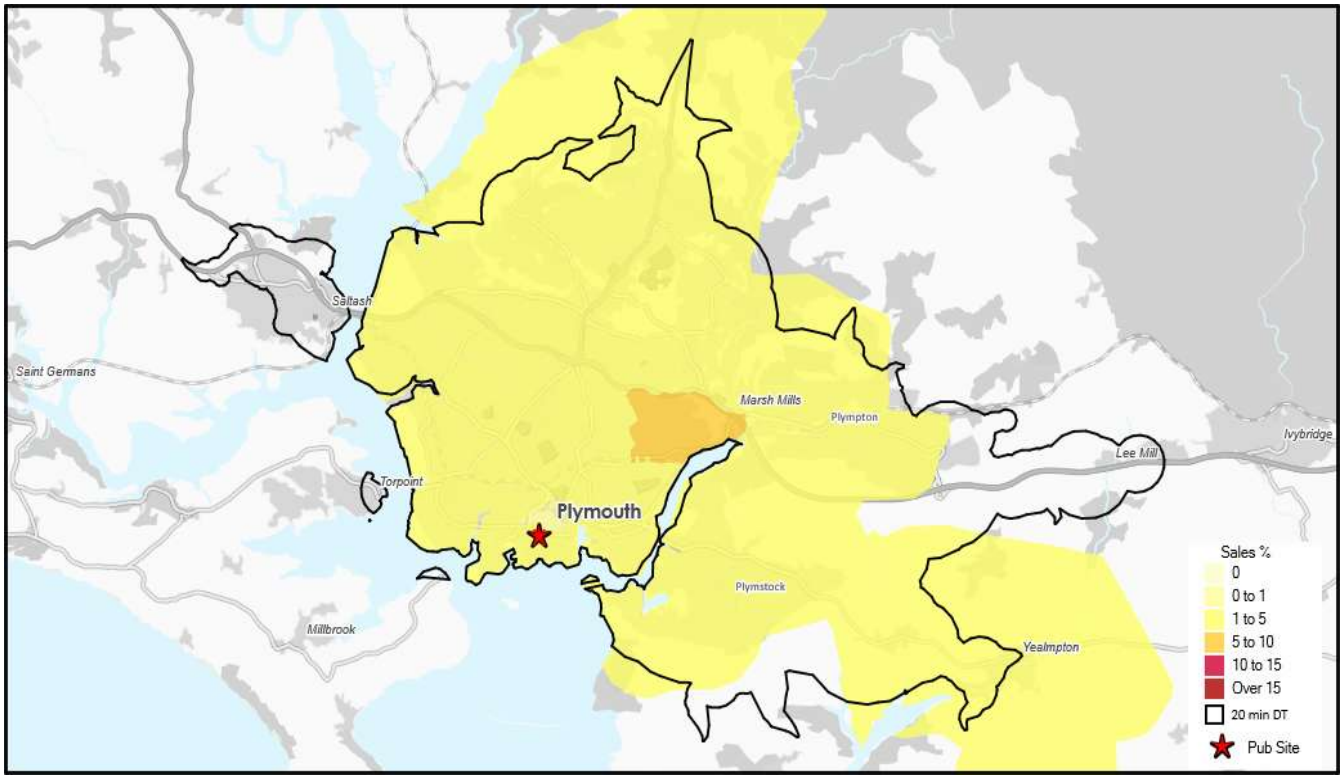
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Walrus Share of Spend from Postcode Sectors within 20 minute Drive



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 Walrus



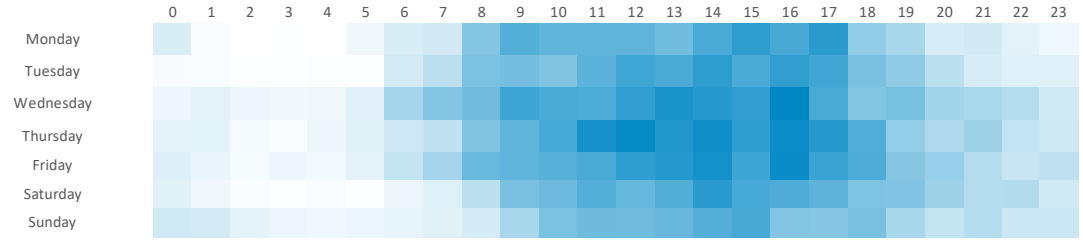
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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Mobile Data Summary - Walrus

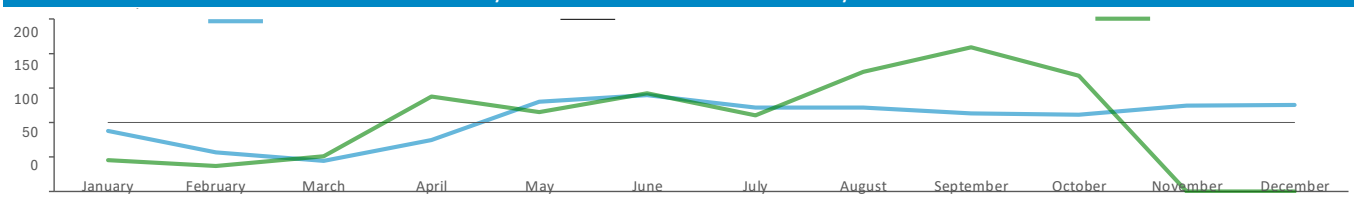
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Time of Day/Day of Week



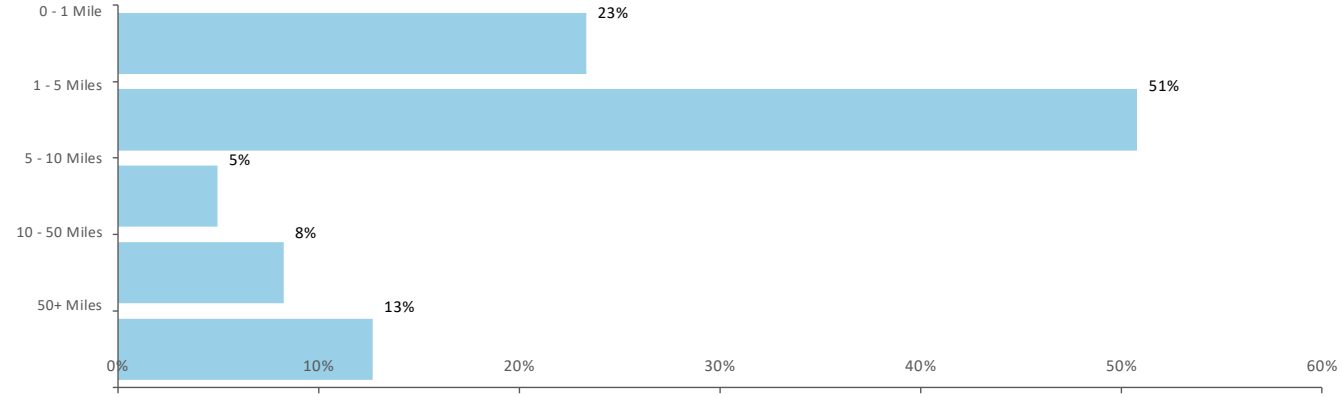
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



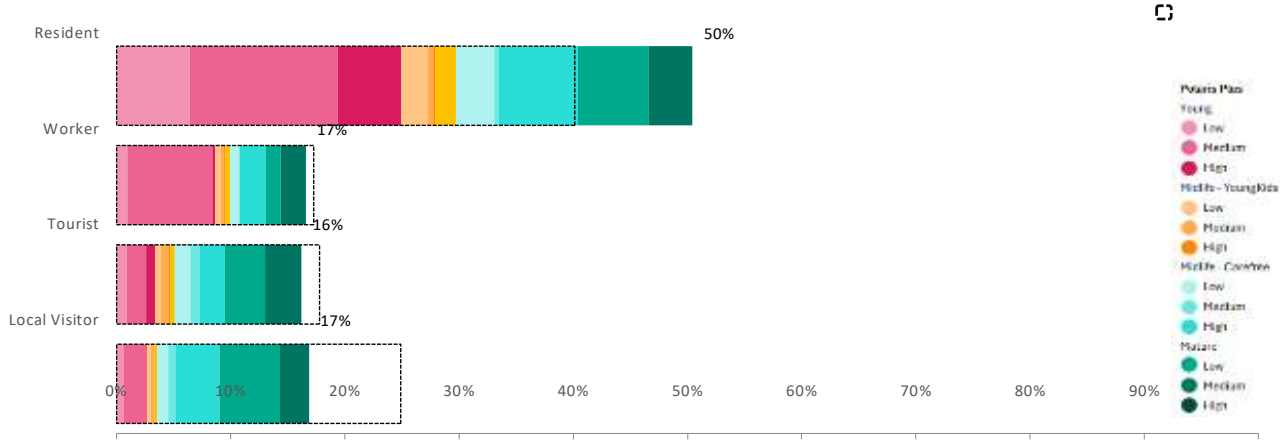
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



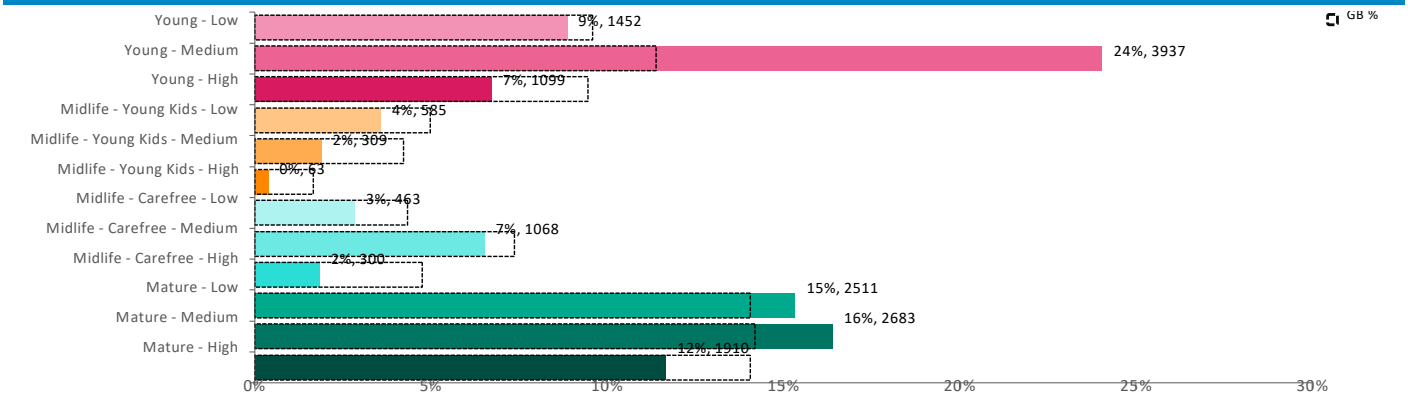
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Mobile Data Summary - Walrus

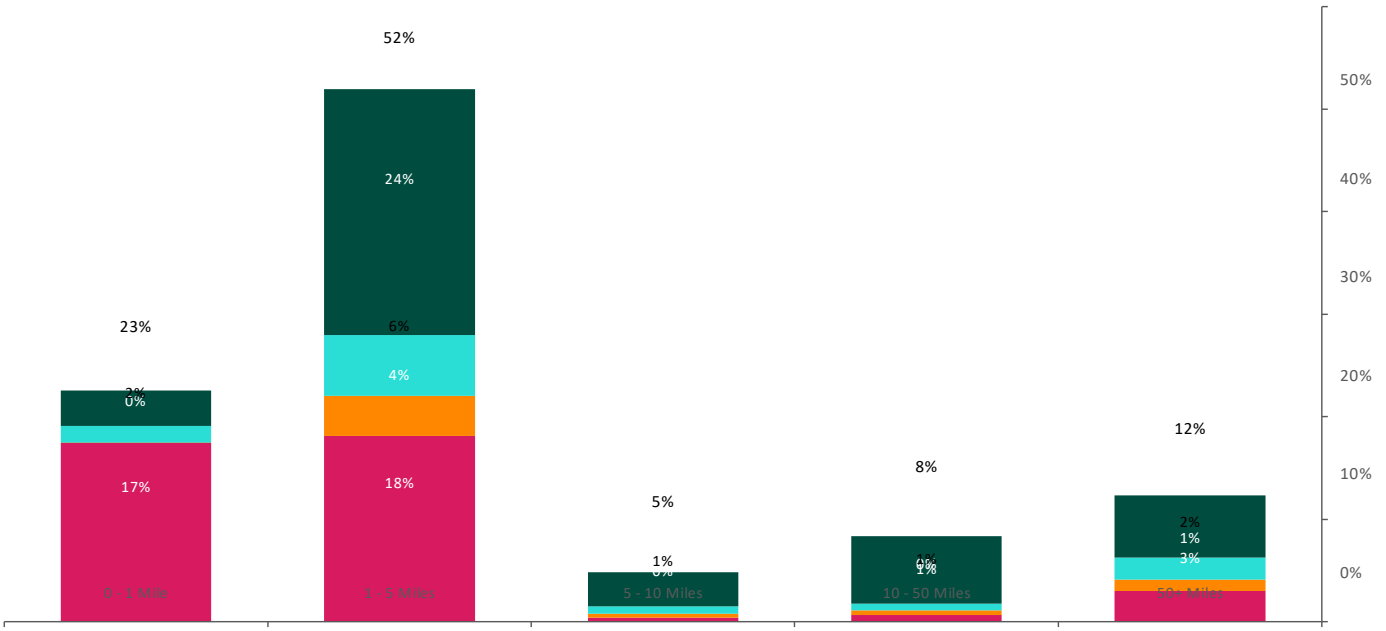
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Polaris Plus Profile



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



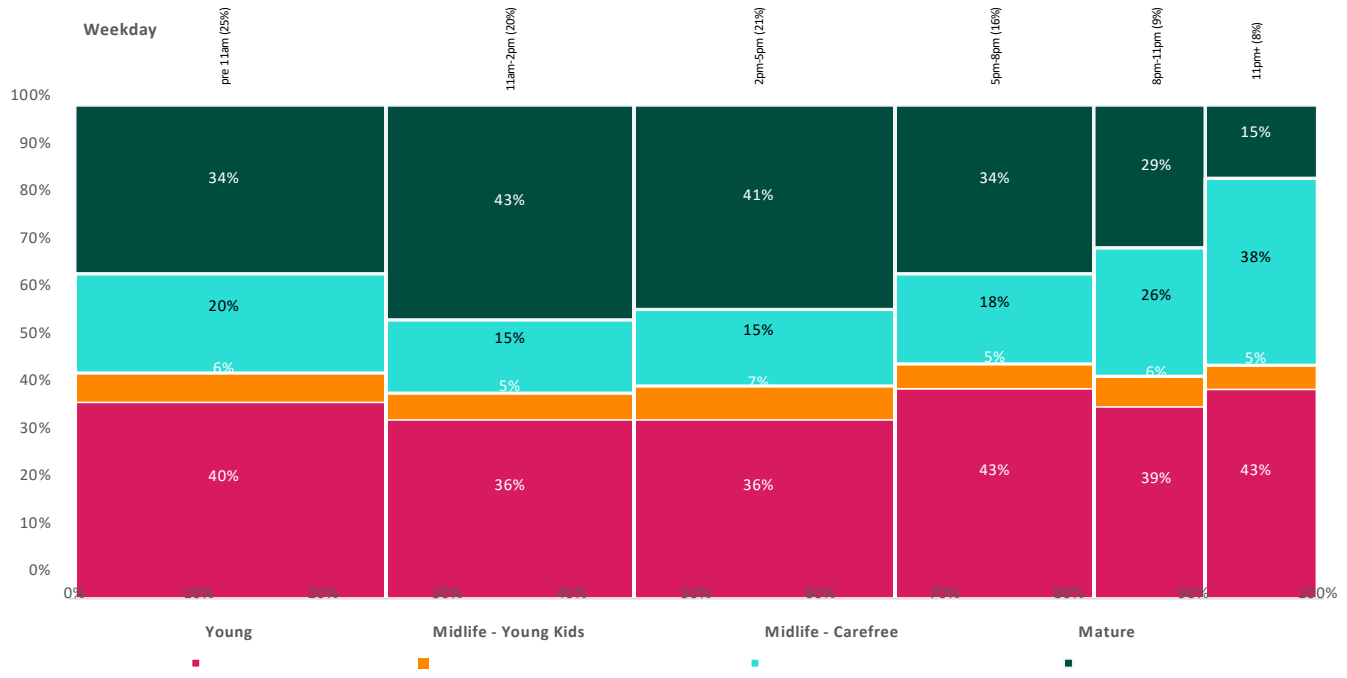
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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Mobile Data Summary - Walrus

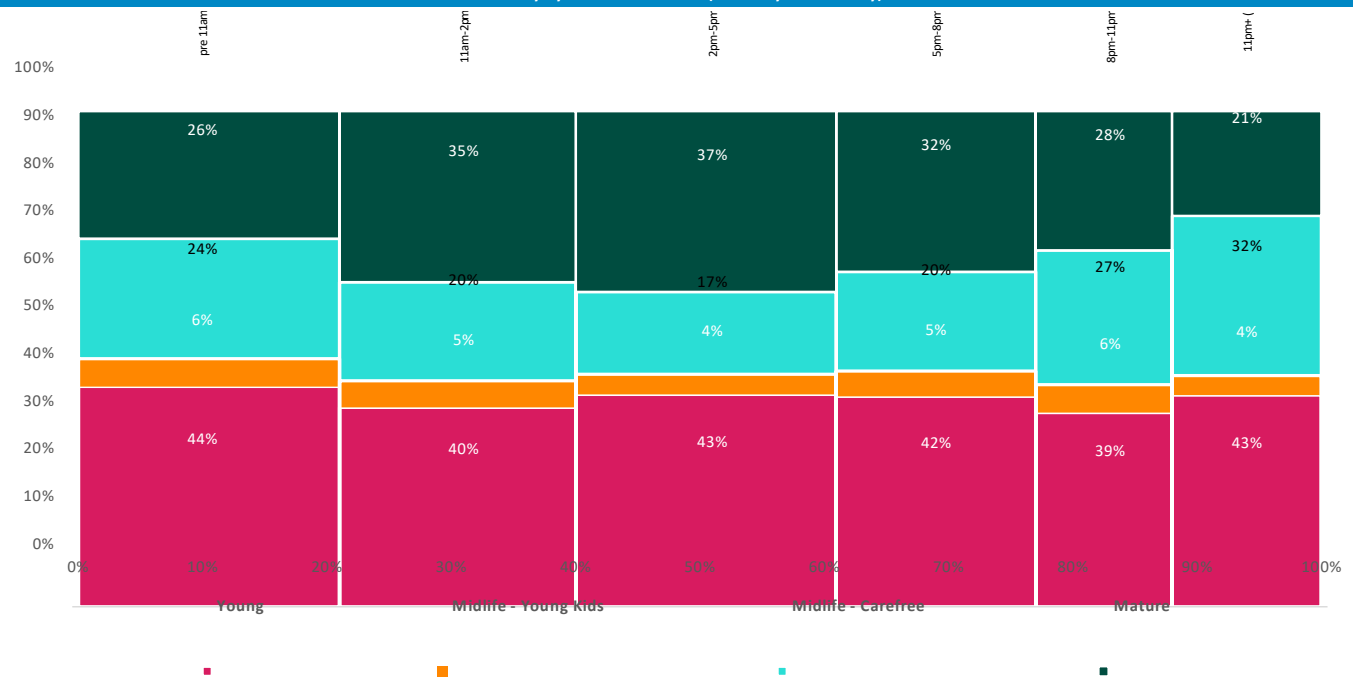
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Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	1,876	1,865	1,925	1,200	546	269	7,681
Midlife - Carefree	1,100	639	718	641	494	690	4,283
Midlife - Young Kids	321	228	312	171	114	85	1,232
Young	2,192	1,562	1,692	1,498	738	774	8,454
All	5,489	4,294	4,647	3,509	1,892	1,819	21,650

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	405	487	560	387	227	173	2,238
Midlife - Young Kids	381	280	255	241	218	266	1,641
Midlife - Carefree	87	75	61	61	45	32	362
Mature	699	568	659	508	317	351	3,101
All	1,572	1,409	1,535	1,196	808	821	7,342

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

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Polaris Plus Summary - Walrus

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Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

	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	257	2,807	27,678	43	123	119
Medium	2,325	11,352	66,075	345	443	253
High	1,618	2,811	5,403	396	181	34
Midlife - Young Kids						
Low	0	14	11,271	0	1	85
Medium	0	0	2,992	0	0	29
High	0	0	270	0	0	10
Midlife - Carefree						
Low	0	36	10,076	0	4	100
Medium	104	291	12,184	24	17	72
High	0	0	3,014	0	0	28
Mature						
Low	1,771	5,163	39,520	214	164	123
Medium	3	5	40,412	0	0	109
High	2	161	15,579	0	5	44
Not Private Households	42	653	2,618	64	262	103
Total	6,122	23,293	237,092			

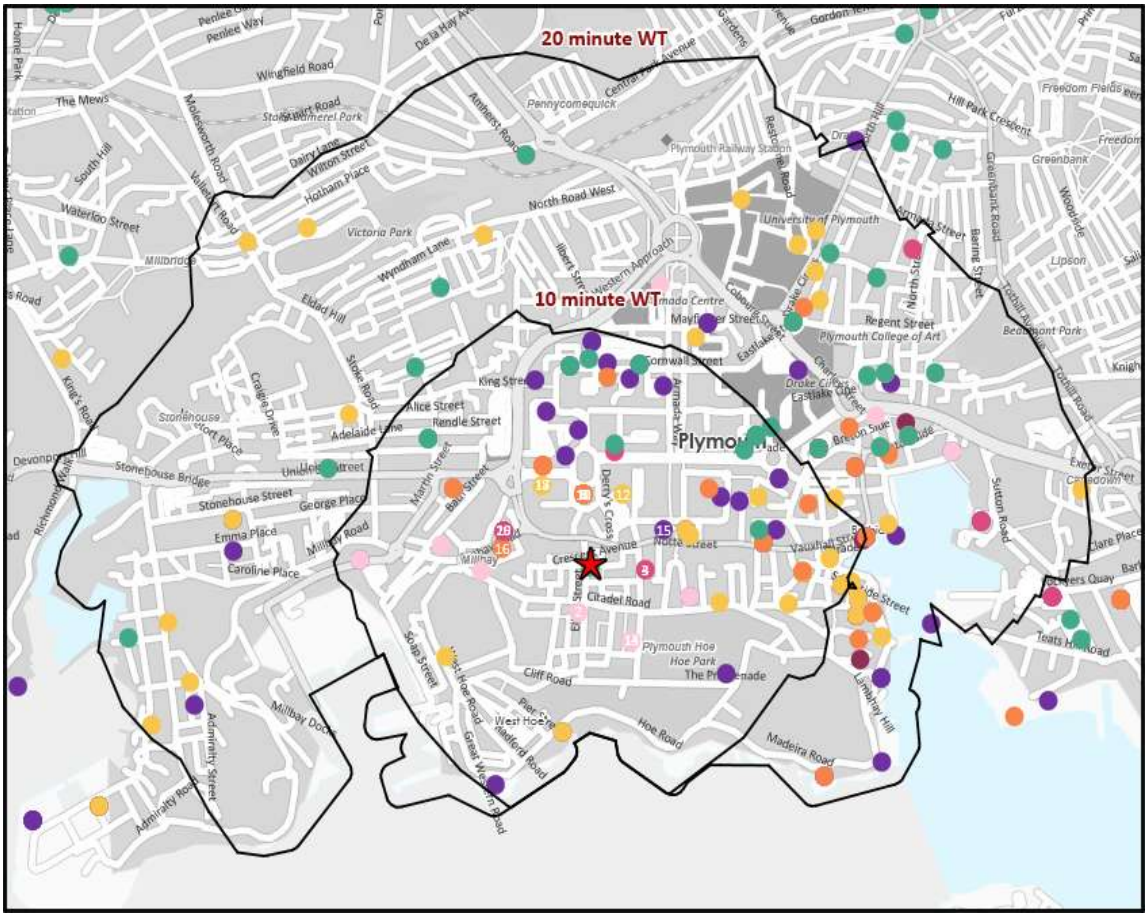
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CGA Summary - Walrus

STAR PUBS

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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	Walrus	PL 1 2RH	Star Pubs & Bars	Classic	0.7%	92.5%	0.00
1	Everest Spice	PL 1 2RH	Independent Free	Mainstream	1.2%	42.3%	0.00
2	Craft House	PL 1 2PP	Independent Free	Great Pub Great Food	0.0%	0.0%	0.08
3	Imperial Hotel	PL 1 2QD	Independent Free	Great Pub Great Food	0.0%	0.0%	0.09
4	Drake Hotel	PL 1 2QD	Independent Free	Family Pub Dining	0.1%	2.0%	0.09
5	Plymouth Athenaeum	PL 1 2SW	Independent Free	Leisure	4.5%	54.1%	0.12
6	Grosvenor Casino	PL 1 2SW	Rank	Leisure	0.0%	0.0%	0.12
7	Fever	PL 1 2SW	Stonegate Pub Company	Leisure	2.1%	22.3%	0.12
8	Theatre Royal	PL 1 2SW	Independent Free	Leisure	0.0%	0.0%	0.12
9	Revolution	PL 1 2SW	Revolution Bars Group	Mainstream	0.5%	95.3%	0.12
10	Pizza Express	PL 1 2SW	Pizza Express Restaurants Ltd	Restaurant	2.2%	49.8%	0.12
11	Wildwood	PL 1 2SW	Tasty	Restaurant	0.0%	0.0%	0.12
12	Bank	PL 1 2TG	Mitchells & Butlers	Mainstream	37.8%	71.4%	0.13
13	Plymouth Conservative Club	PL 1 2PU	Independent Free	Mainstream	3.3%	98.8%	0.14
14	Invicta Hotel	PL 1 2PU	Independent Free	Great Pub Great Food	0.0%	0.0%	0.14
15	Fletchers	PL 1 2EX	Independent Free	Restaurant	5.6%	57.0%	0.14
16	Plymouth Pavilions	PL 1 3LF	Independent Free	Leisure	7.0%	47.5%	0.15
17	Walkabout	PL 1 2SU	Stonegate Pub Company	Mainstream	6.9%	46.9%	0.16
18	Union Rooms	PL 1 2SU	Wetherspoons GB	Mainstream	22.6%	59.7%	0.16
19	New Continental Hotel	PL 1 3LD	Independent Free	Family Pub Dining	5.7%	26.9%	0.16
20	Steves Brasserie	PL 1 3LD	Independent Free	Restaurant	0.0%	0.0%	0.16

Distance: < 0.25 mile
0.5-0.75 mile
1+ mile

* 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

CGA Summary - Walrus

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Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,122	23,293	237,092
Number of Competition Pubs	87	189	407
Adults 18+ per Competition Pub	70	123	583

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	11	527	8.6%	110
Family Pub Dining	3	547	8.9%	98
Great Pub Great Food	7	896	14.6%	87
Leisure	14	550	9.0%	89
Mainstream	20	908	14.8%	106
Premium	1	933	15.2%	107
Restaurant	31	1,449	23.7%	103
Super Premium	0	268	4.4%	111

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	26	2,358	10.1%	129
Family Pub Dining	4	2,261	9.7%	107
Great Pub Great Food	10	3,036	13.0%	78
Leisure	26	2,069	8.9%	88
Mainstream	52	3,672	15.8%	113
Premium	7	3,304	14.2%	99
Restaurant	64	5,149	22.1%	96
Super Premium	0	787	3.4%	86

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	99	23,183	9.8%	125
Family Pub Dining	15	23,957	10.1%	111
Great Pub Great Food	17	34,578	14.6%	87
Leisure	59	23,091	9.7%	97
Mainstream	103	37,525	15.8%	113
Premium	20	32,978	13.9%	97
Restaurant	94	51,912	21.9%	95
Super Premium	0	7,215	3.0%	77

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Glossary

STAR PUBS

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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
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+
	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
	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.

	Midlife	Midlife	
	18-34 year olds	*35-54 year olds*	*35-54 year olds*	*55+ year olds*
	Wanting to look good in the group	*Children under 12 at home*	*No children under 12 at home*	
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	• Aids being part of the group • Helps me look good by standing out and making the right impression • Energising • Discovering new things • Avoids bloating • Physical benefit	• Helps me look good, and be on trend • Discovering new things • Supports moderate calorie & alcohol intake • Energising • Being romantic	• Tastes good and looks good • Discovering new things • Supports connecting with friends and family • Enjoyable for longer	• Tastes great • Good quality • Helps me feel good • Enjoyable for longer

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: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium

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



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