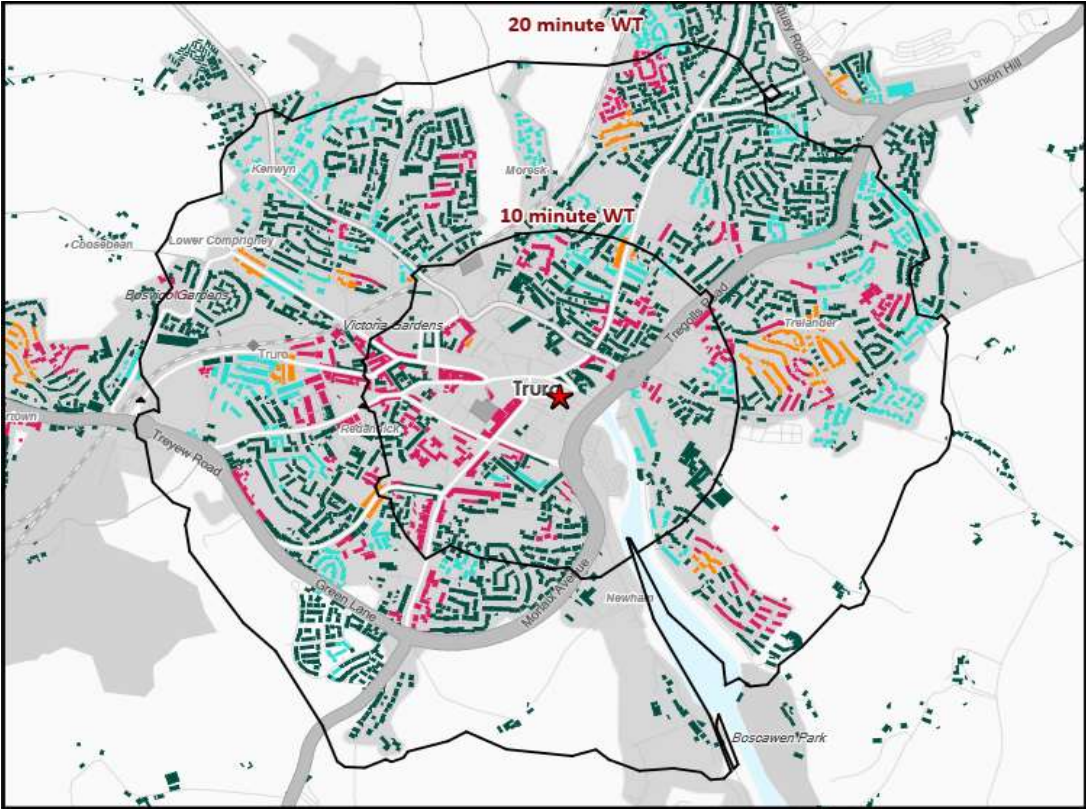


Catchment Summary - Market Inn Truro

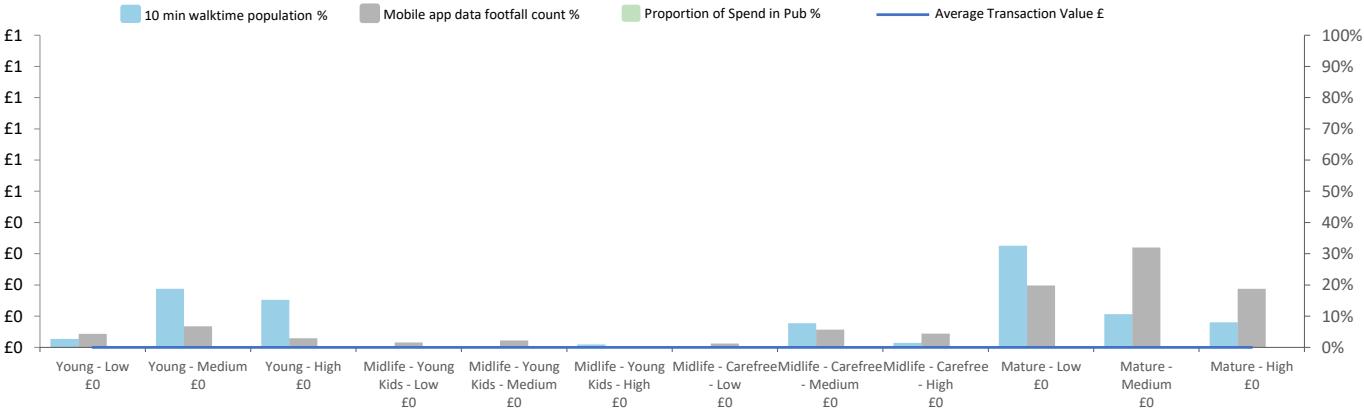
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Ship To	Name	Postcode	Operator	Segment	Sparsity
519870	Market Inn Truro	TR 1 2LL			17



- ★ 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 - Market Inn Truro

	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**

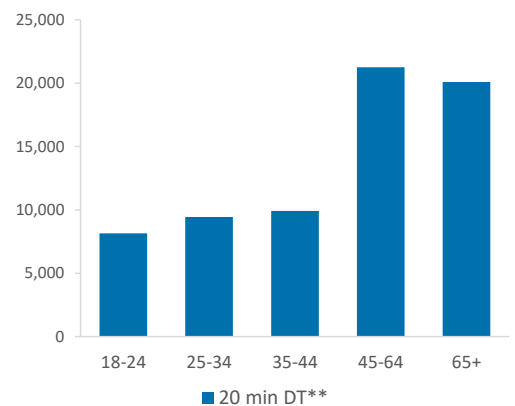
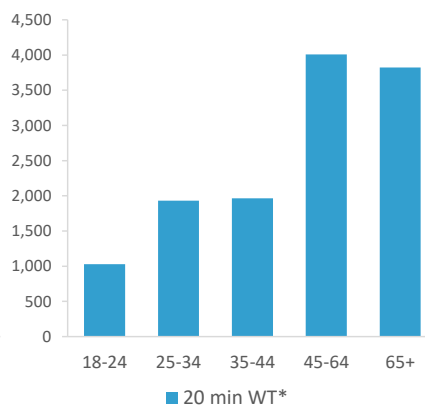
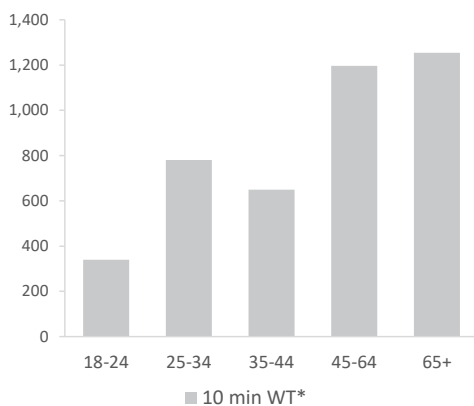
Population	4,984	15,690	84,666	93	85	19
Adults 18+	4,220	12,756	68,833	94	84	20
Competition Pubs	27	31	108	150	86	26
Adults 18+ per Competition Pub	156	411	637	18	48	74
% Adults Likely to Drink	78.7%	78.6%	79.1%	103	103	104

Population & Adults 18+ index is based on all pubs

Affluence	Low	35.3%	26.5%	19.7%	106	80	59
	Medium	37.2%	45.2%	49.4%	97	118	130
	High	25.7%	27.5%	30.3%	94	101	111

*Affluence does not include Not Private Households

Age Profile	18-24	340	1,029	8,143	84	81	118
	25-34	780	1,931	9,432	117	92	84
	35-44	649	1,966	9,920	98	95	88
	45-64	1,197	4,007	21,246	93	99	98
	65+	1,254	3,823	20,092	131	127	124



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	2,355 (47%)	7,400 (47%)	40,733 (48%)	96	96	98
	Female	2,629 (53%)	8,290 (53%)	43,933 (52%)	103	104	102

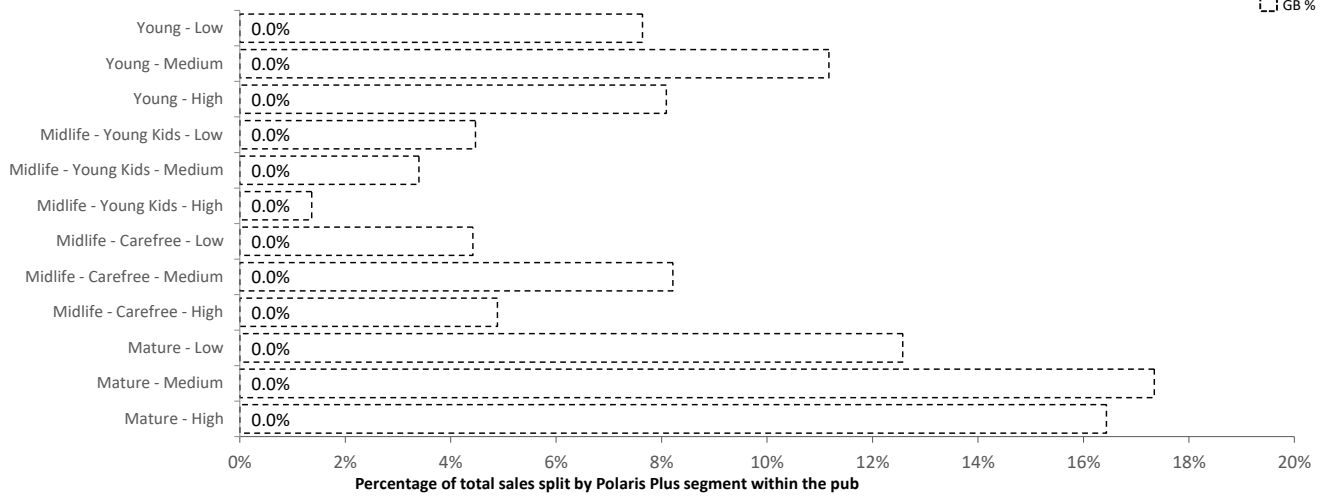
Economic Status (16+)	Employed: Full-time	1,318 (31%)	4,120 (31%)	20,347 (29%)	89	91	83
	Employed: Part-time	519 (12%)	1,738 (13%)	9,051 (13%)	101	111	108
	Self employed	371 (9%)	1,221 (9%)	8,016 (11%)	93	101	123
	Unemployed	101 (2%)	309 (2%)	1,292 (2%)	85	85	66
	Full-time student	82 (2%)	274 (2%)	1,760 (2%)	80	88	105
	Retired	1,303 (30%)	3,508 (27%)	18,581 (26%)	138	122	120
	Other	626 (14%)	1,990 (15%)	11,811 (17%)	83	87	96

Total Worker Count	7,717	15,873	57,214
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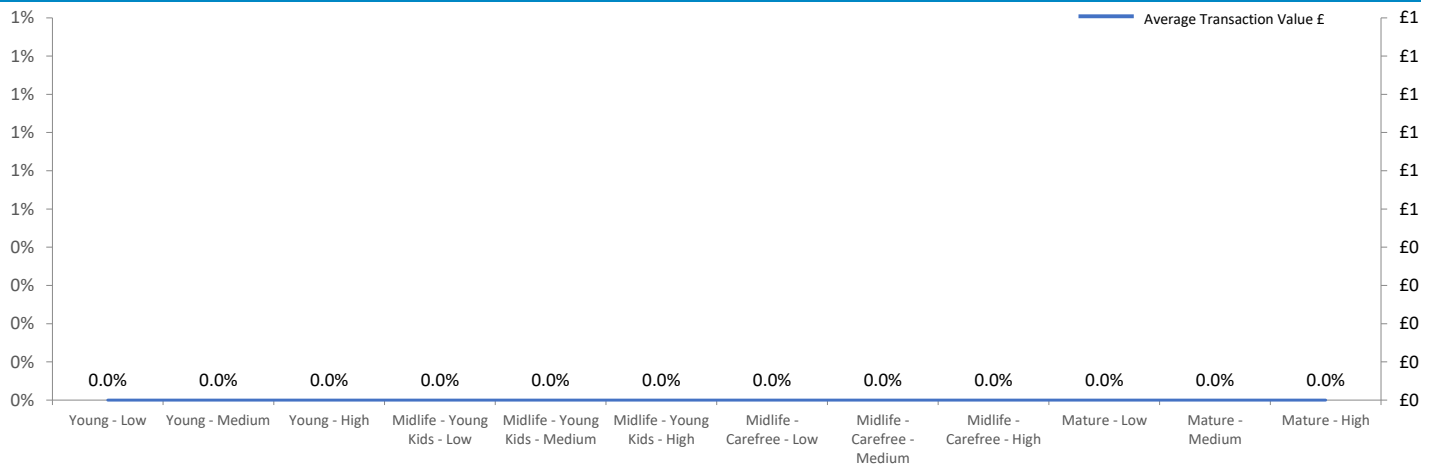
See the Glossary page for further information on the above variables

Transactional Data Summary - Market Inn Truro

Spend by Polaris Plus

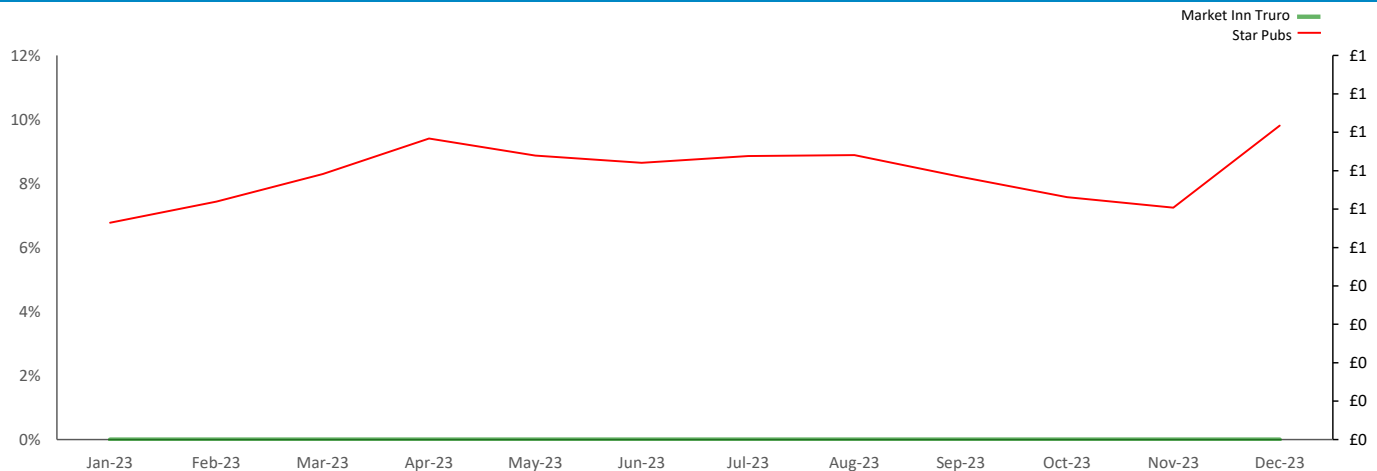


% of Transactions and Average Transaction Values (£) by Polaris Plus



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

Spend by Month and Polaris



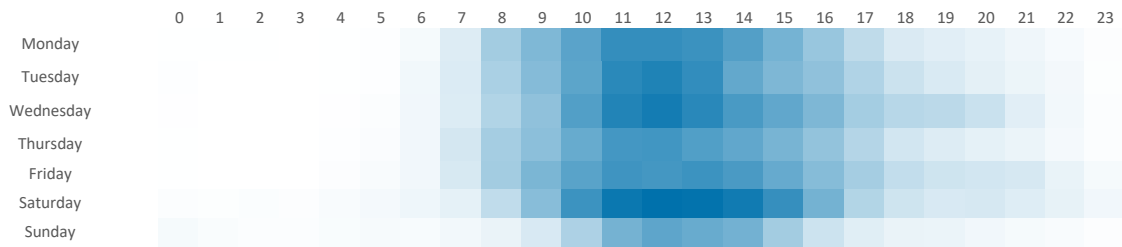
Seasonality of the spend split by month

Mobile Data Summary - Market Inn Truro



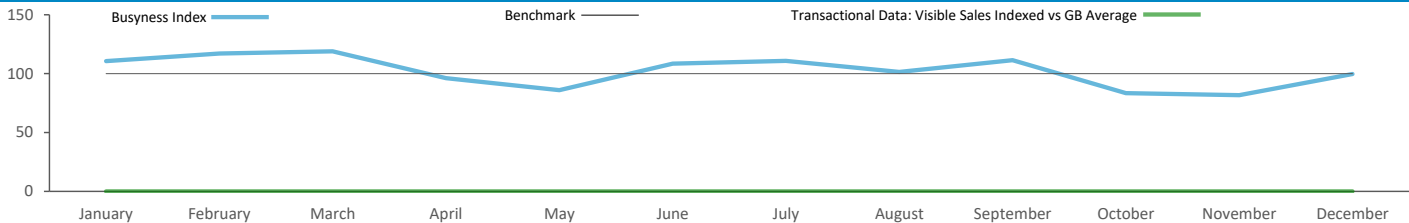
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Time of Day/Day of Week



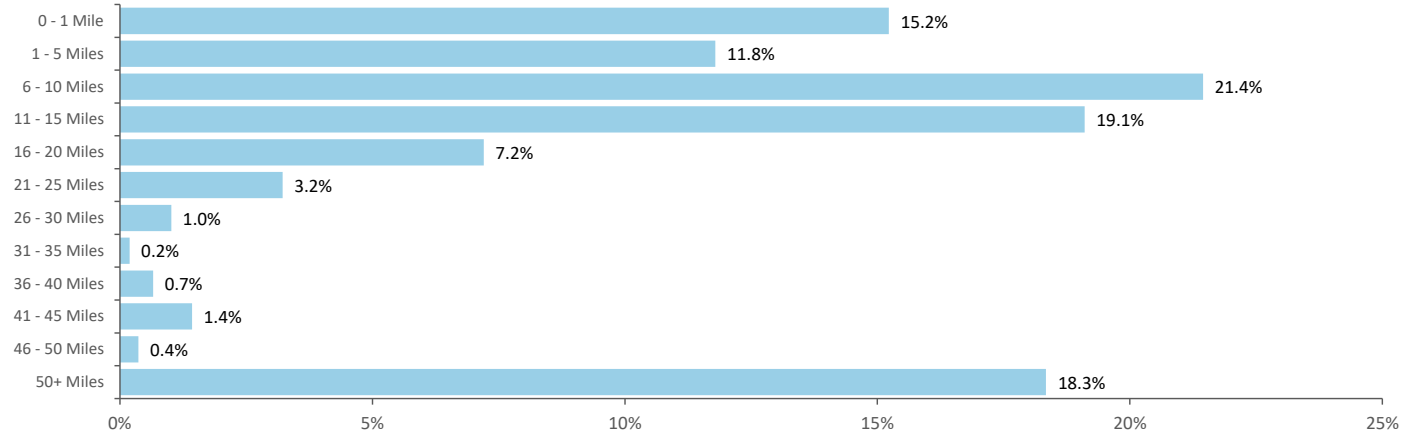
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

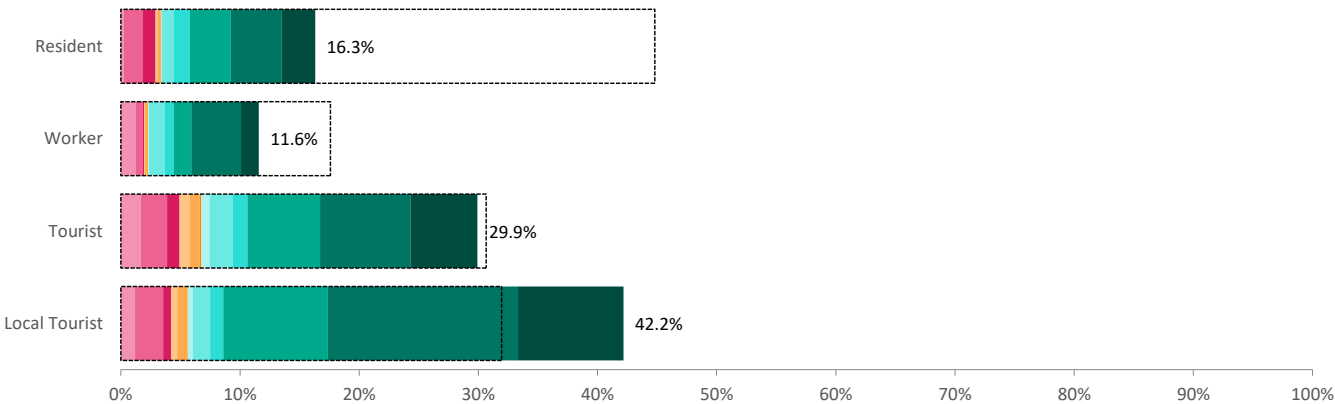
Distance from Home



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



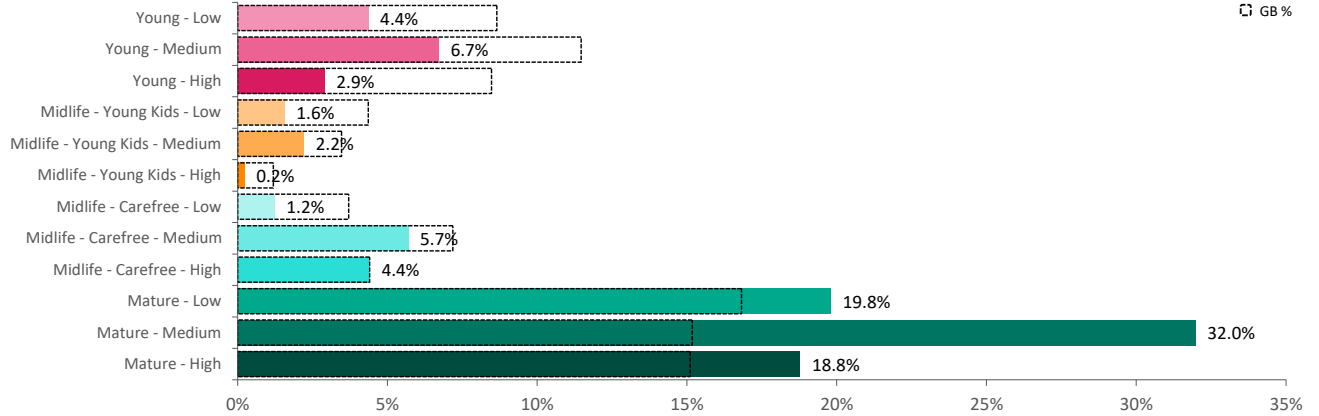
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Market Inn Truro



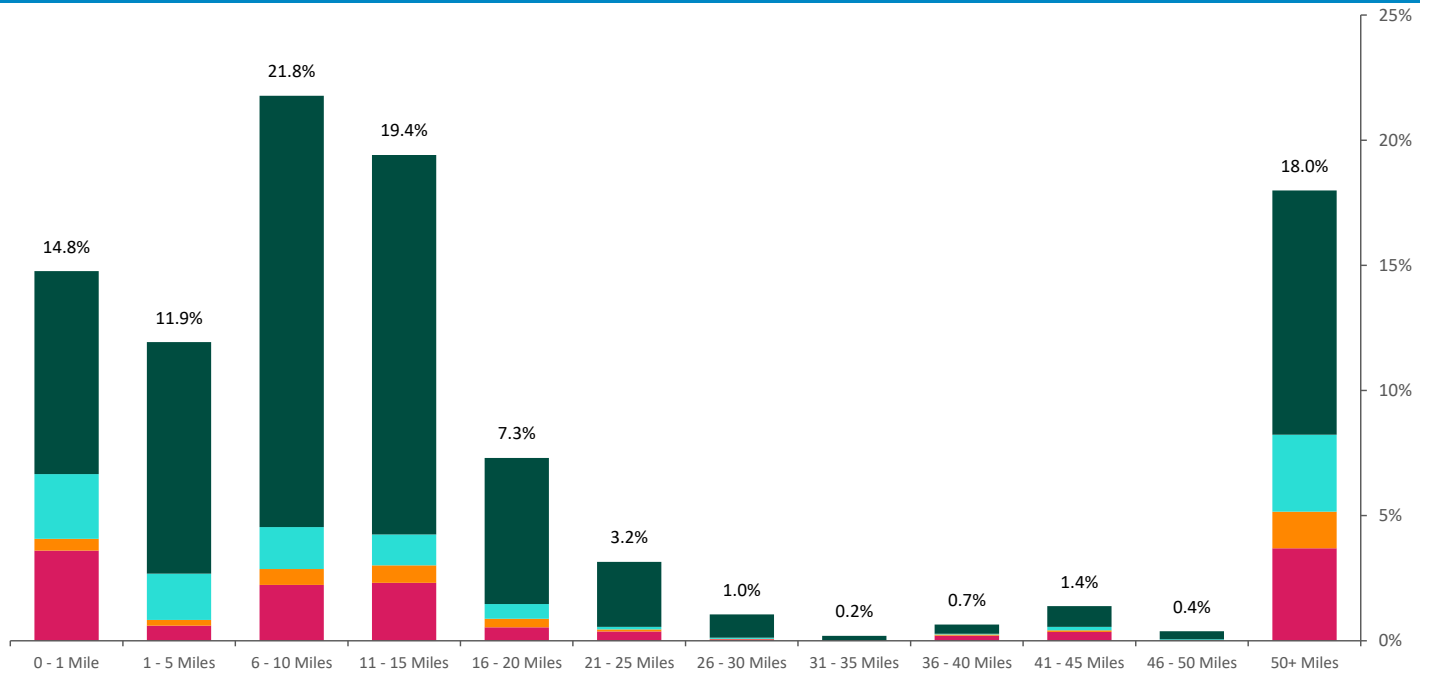
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Polaris Plus Profile



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



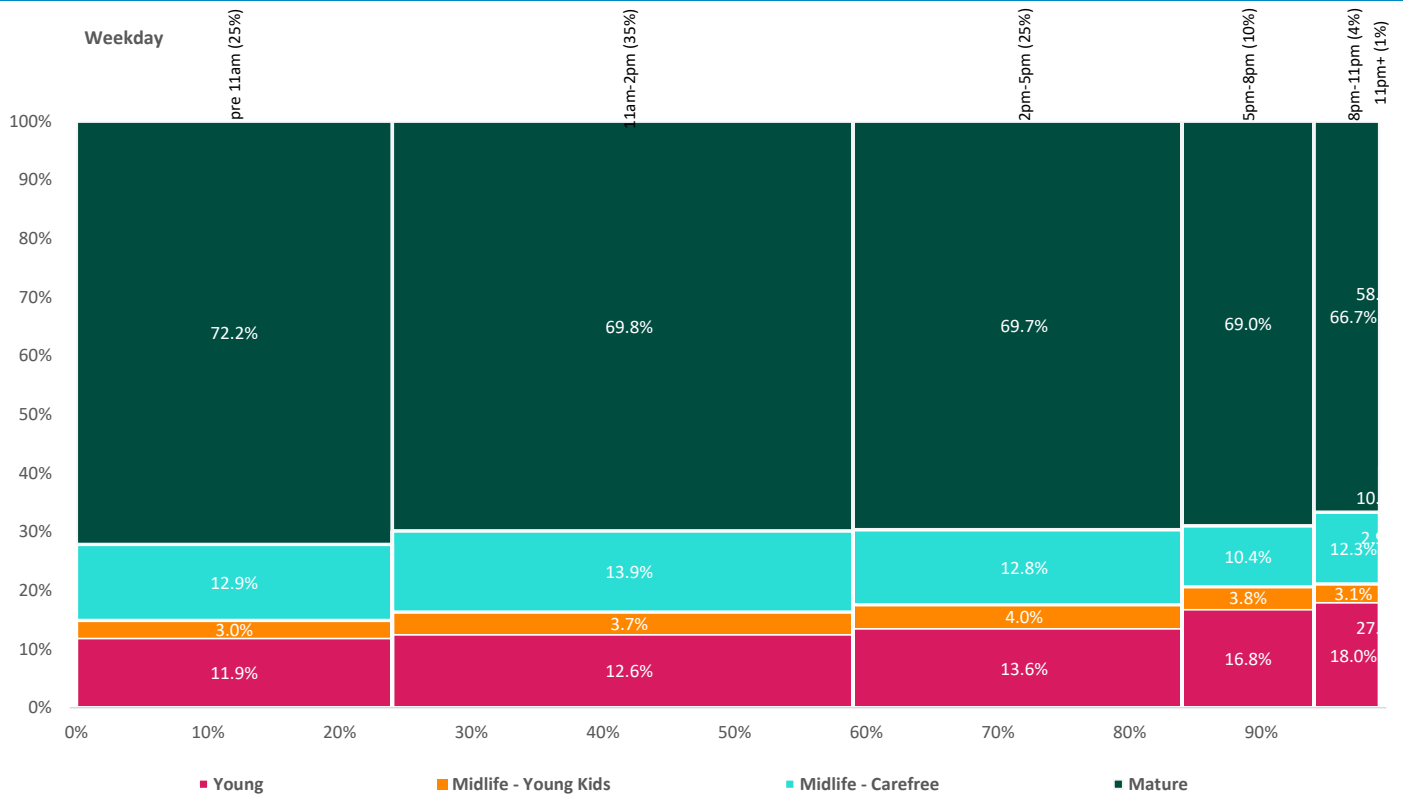
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Market Inn Truro

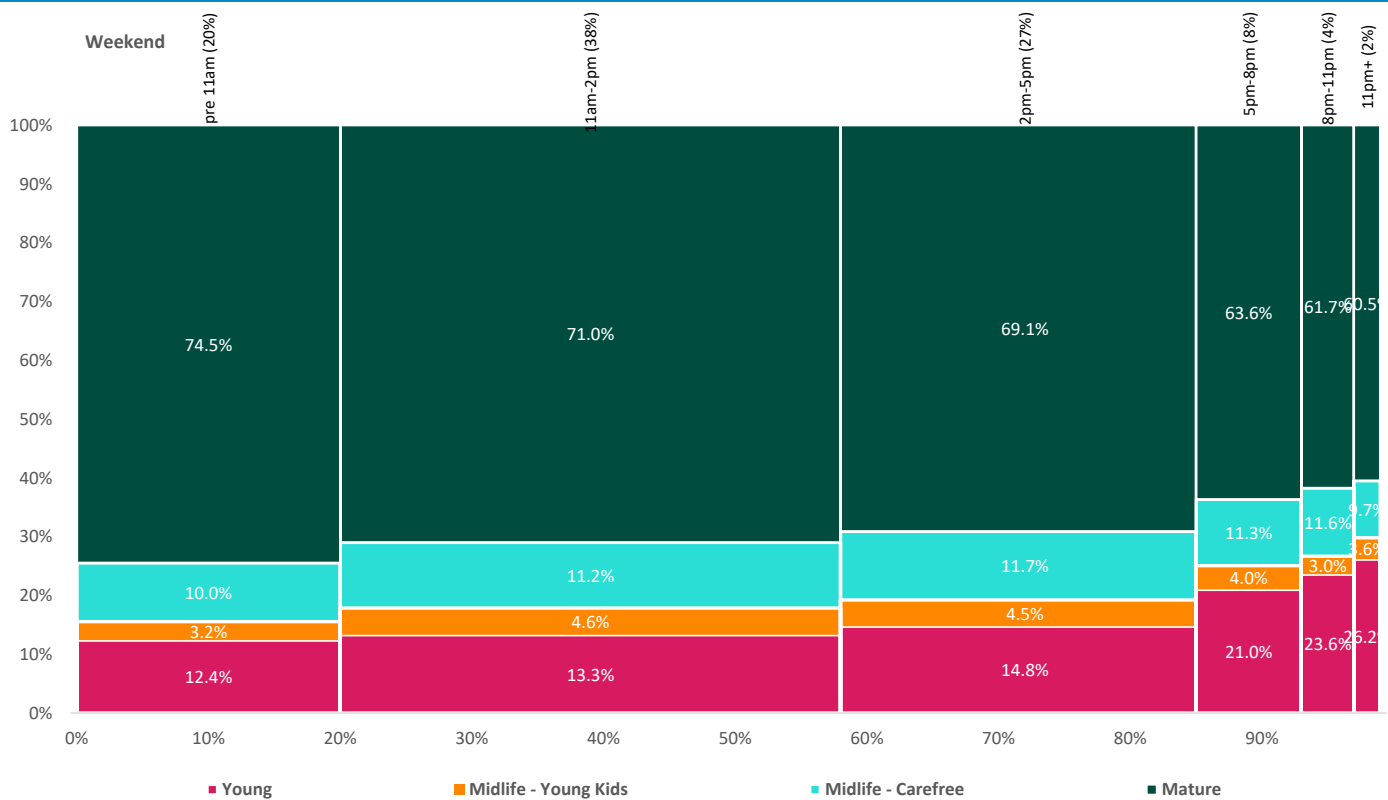


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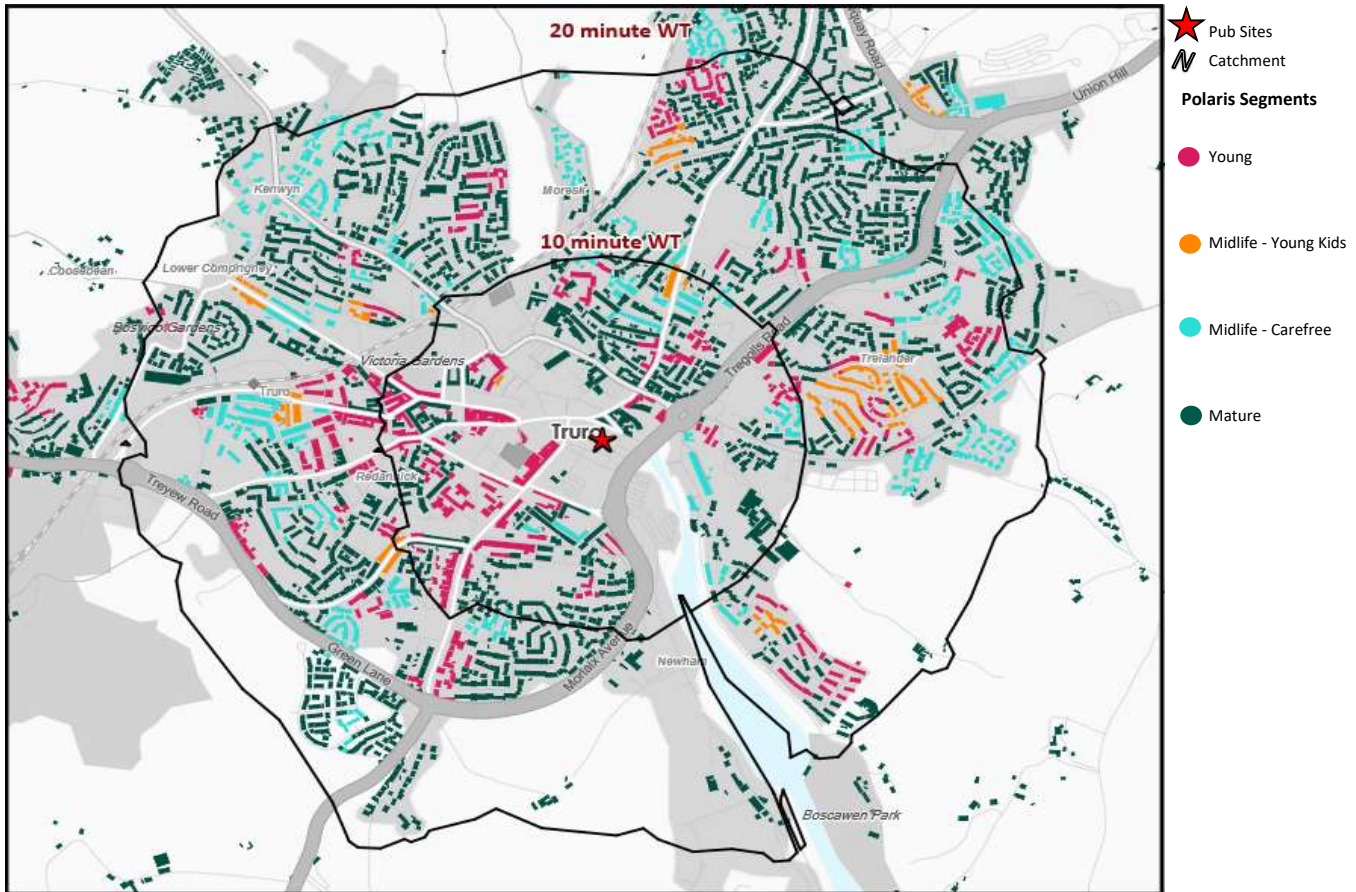
Time of Day by Polaris: Weekday (Monday to Friday)



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



Polaris Summary - Market Inn Truro

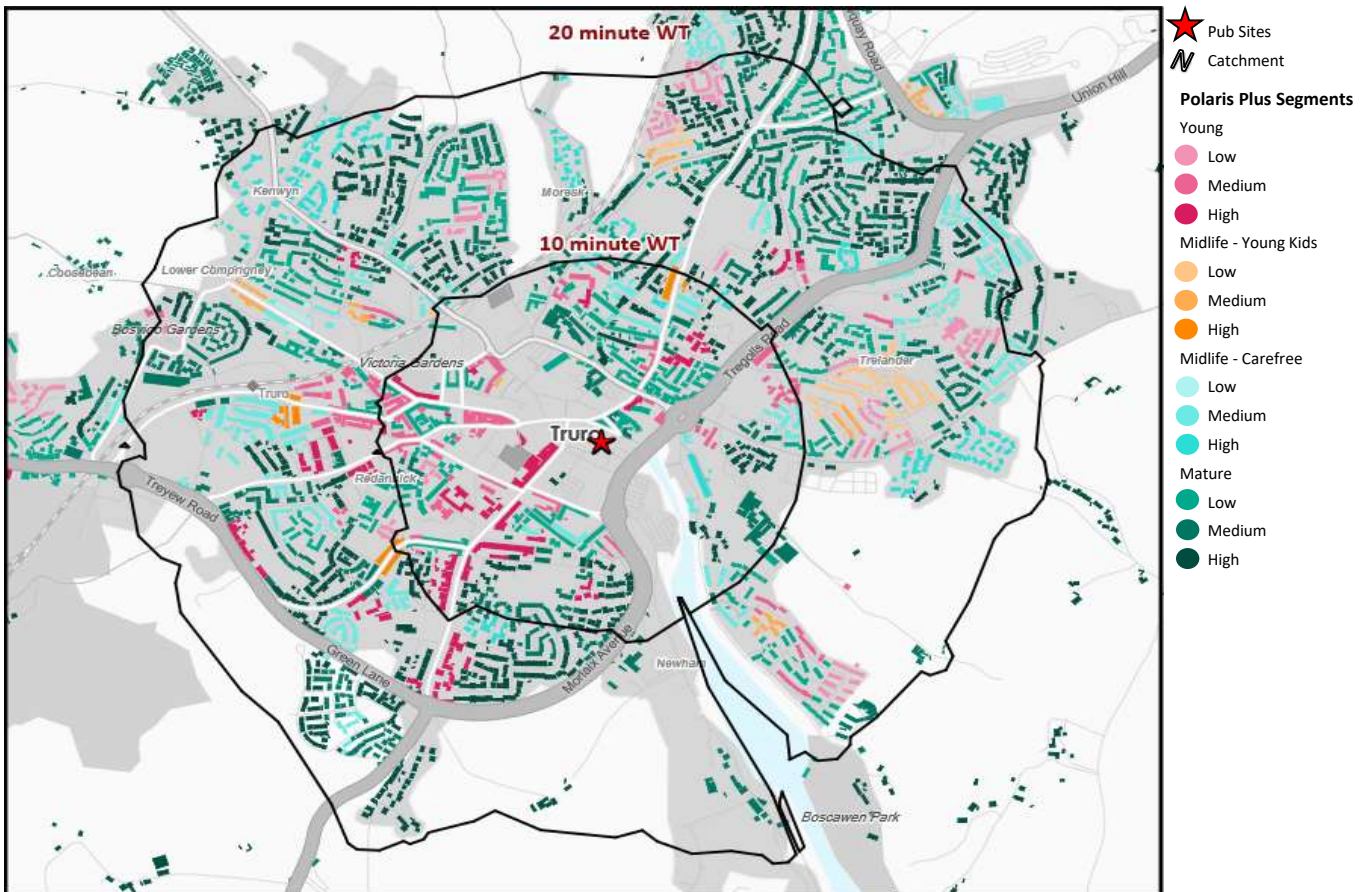


Polaris Profile by Catchment

*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	1,547	2,967	11,130	133	84	59
Midlife - Young Kids	44	679	2,364	10	49	31
Midlife - Carefree	387	1,713	7,194	58	85	66
Mature	2,162	7,287	47,714	115	129	156
Not Private Households	80	110	431	144	66	48
Total	4,220	12,756	68,833			

Polaris Plus Summary - Market Inn Truro

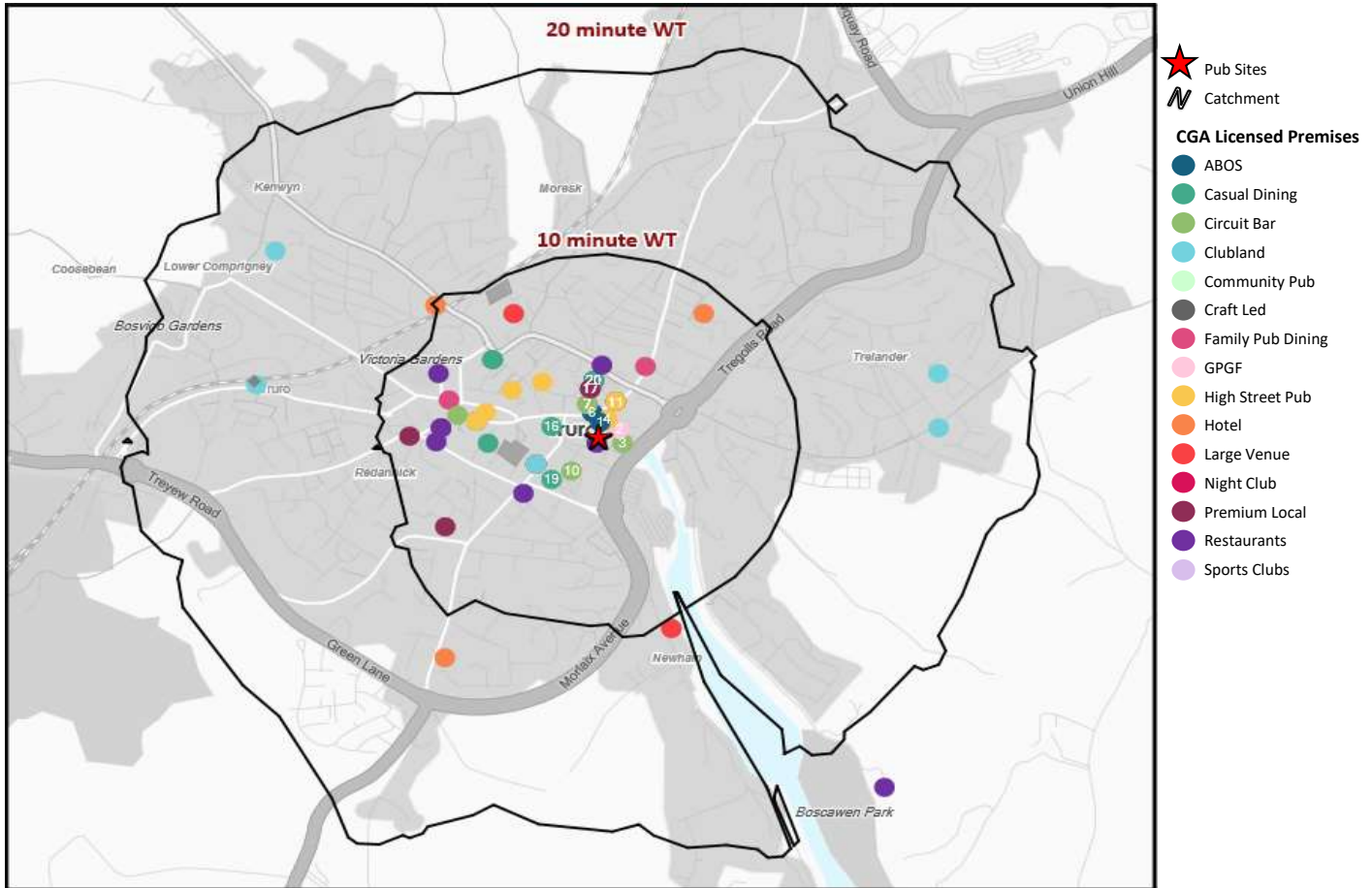


Polaris Plus Profile by Catchment

*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	113	655	3,269	27	52	48
Medium	792	1,404	5,687	171	100	75
High	642	908	2,174	226	106	47
Midlife - Young Kids						
Low	0	303	636	0	43	17
Medium	3	262	1,590	2	47	53
High	41	114	138	87	80	18
Midlife - Carefree						
Low	0	29	177	0	5	6
Medium	325	1,267	3,330	108	139	68
High	62	417	3,687	33	73	120
Mature						
Low	1,375	2,395	9,481	237	137	100
Medium	448	2,828	23,393	68	142	217
High	339	2,064	14,840	54	108	144
Not Private Households	80	110	431	144	66	48
Total	4,220	12,756	68,833			

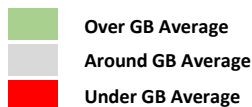
CGA Summary - Market Inn Truro



Nearest 20 Pubs

Ref.	Name	Postcode	Operator	Segment	Distance (miles)
0	Fodders Restaurant	TR 1 2LL	Independent Free	Restaurants	0.0
1	Truro Lounge	TR 1 2ES	Loungers	ABOS	0.0
2	Old Ale House	TR 1 2HD	Ei Group	GPGF	0.0
3	Britannia	TR 1 2HE	Unknown	Circuit Bar	0.0
4	Back Quay Bar	TR 1 2HB	Independent Free	High Street Pub	0.0
4	Bear	TR 1 2HB	Punch Pub Company	High Street Pub	0.0
6	On The Rocks	TR 1 2QE	Independent Free	ABOS	0.1
7	Office	TR 1 2AF	Independent Free	Night Club	0.1
7	Central Bar	TR 1 2AF	Independent Free	Community Pub	0.1
7	Vertigo	TR 1 2AF	Independent Free	Circuit Bar	0.1
10	Try Dowl	TR 1 2LW	Wetherspoons GB	Circuit Bar	0.1
11	Zafiros	TR 1 2AA	Independent Free	ABOS	0.1
11	Roccos	TR 1 2AA	Independent Free	High Street Pub	0.1
11	Sams In The City	TR 1 2AA	Independent Free	Circuit Bar	0.1
11	White Hart	TR 1 2AA	Punch Pub Company	Family Pub Dining	0.1
11	Lawrances Bakery & Bar	TR 1 2AA	Independent Free	High Street Pub	0.1
16	Pizza Express	TR 1 2QU	Hony Capital	Casual Dining	0.1
17	Katmandu	TR 1 2AH	Independent Free	Restaurants	0.1
17	Nightjar	TR 1 2AH	Independent Free	Premium Local	0.1
19	Hooked	TR 1 2EJ	Independent Free	Casual Dining	0.1
20	Barley	TR 1 2AQ	Star Pubs & Bars	Circuit Bar	0.1

Per Pub Analysis - Market Inn Truro



*WT= Walktime, **DT= Drivetime

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	4,220	12,756	68,833
Number of Competition Pubs	27	31	108
Adults 18+ per Competition Pub	156	411	637

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	3	443	10.5%	130
Circuit Bar	6	205	4.8%	120
Community Pub	1	933	22.1%	116
Craft Led	0	228	5.4%	156
Great Pub Great Food	2	674	16.0%	90
High Street Pub	8	842	19.9%	108
Premium Local	3	490	11.6%	70

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	3	923	7.2%	90
Circuit Bar	6	451	3.5%	87
Community Pub	1	2,556	20.0%	105
Craft Led	0	403	3.2%	91
Great Pub Great Food	2	2,378	18.6%	105
High Street Pub	8	2,411	18.9%	103
Premium Local	3	2,228	17.5%	106

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index
Bit of Style	5	3,819	5.5%	69
Circuit Bar	7	1,958	2.8%	70
Community Pub	3	13,697	19.9%	104
Craft Led	0	1,443	2.1%	61
Great Pub Great Food	11	15,207	22.1%	125
High Street Pub	11	13,159	19.1%	104
Premium Local	29	15,612	22.7%	138

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.																																									
	<table><tr><th>Young</th><th>Midlife 'Parents'</th><th>Midlife 'Carefree'</th><th>Mature</th></tr><tr><td> 18-34 year olds Wanting to look good in the group </td><td> 35-54 year olds Children under 12 at home </td><td> 35-54 year olds No children under 12 at home </td><td> 55+ year olds </td></tr><tr><td> "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." </td><td> "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" </td><td> "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." </td><td> "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" </td></tr><tr><td> - 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 </td><td> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable for longer </td></tr></table>	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	"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"	- 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																								
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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="4">Metropolitan</td><td colspan="8">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																						
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