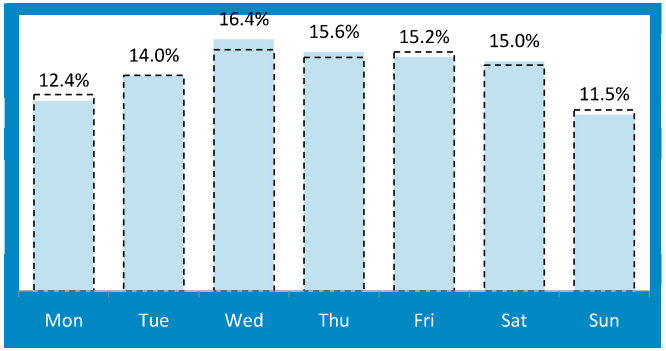
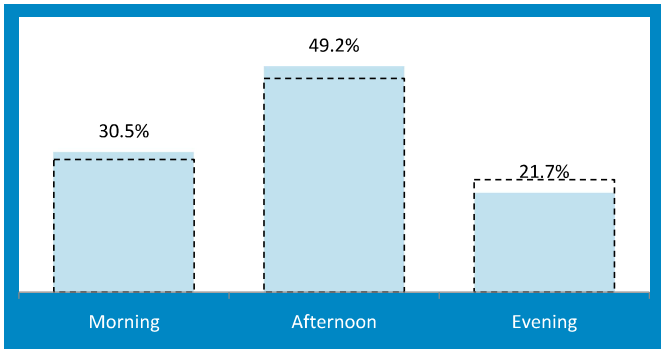
Cannon

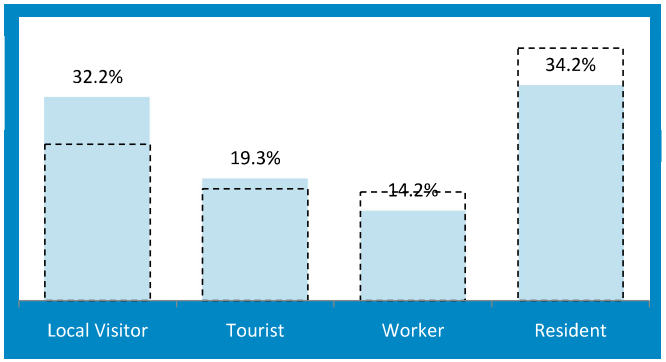
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		6.306	5.344
Adult Pop		5.419	4.529
Affluence	Low	9%	33%
	Medium	9%	38%
	High	81%	27%
Young		64%	28%
Midlife Young Kids		11%	11%
Midlife Carefree		4%	16%
Mature		20%	44%
Competition Count		57	43

Visitors

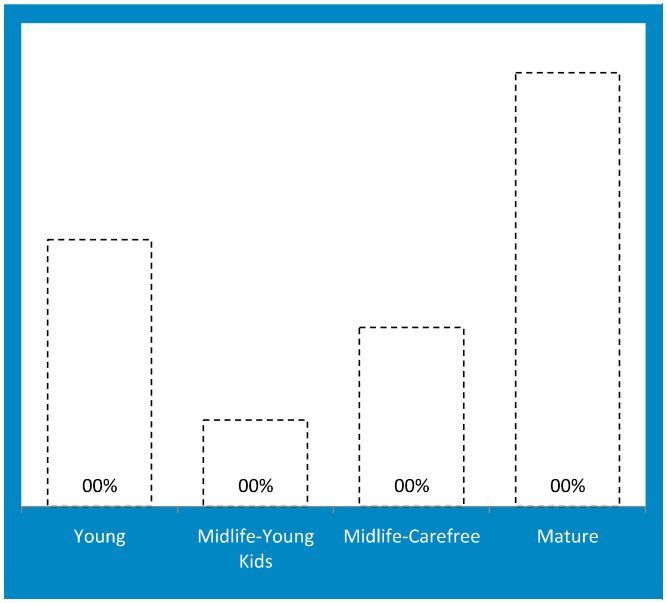






Spend Profile

	This Site	Benchmark
£ATV	£0	£30
Average Distance Travelled in miles	0	27



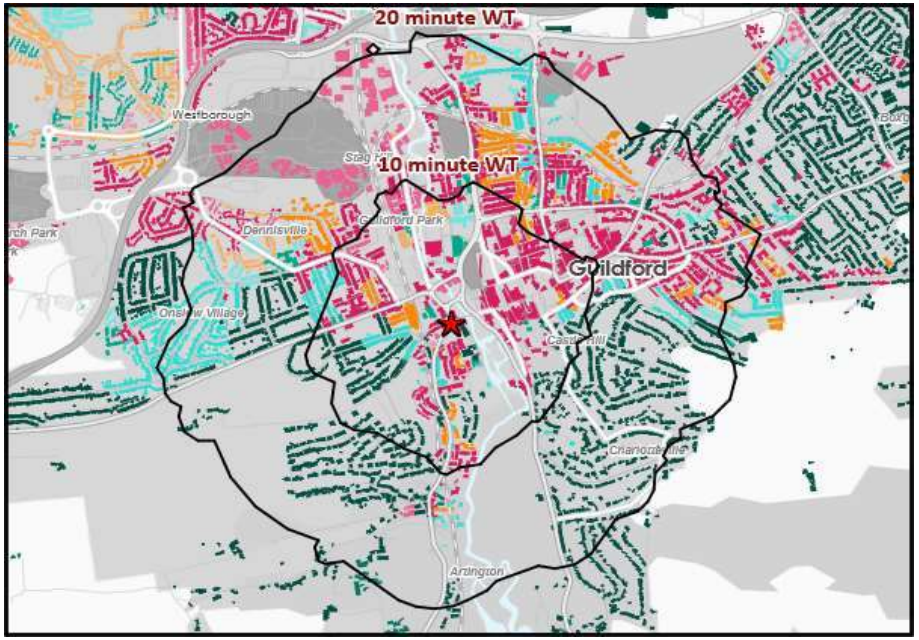
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Catchment Summary - Cannon

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		6.306	24.022	344.111	118	122	81
					Pop. & Adl. 18+ index based on all pubs		
Adults 18+		5.419	20.500	274.288	120	125	81
Competition Pubs		57	81	498	133	79	64
Adults 18+ per Competition Pub		95	253	551	14	37	80
% Adults Likely to Drink		81,0%	80,0%	81,0%	101	100	101
Affluence	Low	8,8%	4,0%	7,7%	27	12	23
	Medium	8,7%	20,6%	36,0%	23	54	94
	High	81,0%	75,0%	55,1%	295	273	200
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£19.402	£22.104	£26.289	86	98	116
Age Profile	18-24	1.263	5.300	32.872	235	259	112
	25-34	1.419	4.690	44.612	166	144	96
	35-44	906	3.101	47.176	106	96	102
	45-64	1.194	4.709	87.447	75	78	101
	65+	637	2.700	62.181	52	58	94



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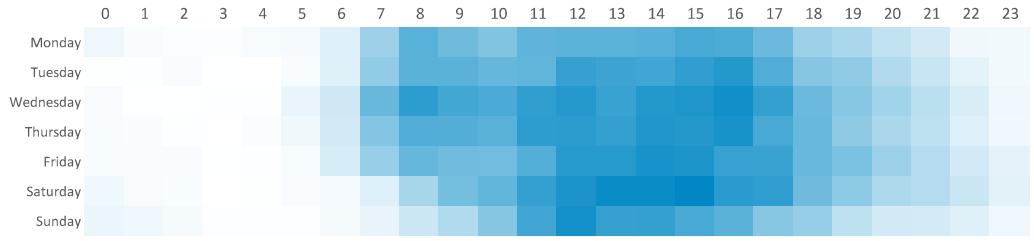
Pub Sites
Catchment

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			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	3.455	12.327	54.808	229	216	72
Midlife - Young Kids	608	2.186	28.788	103	98	96
Midlife - Carefree	221	2.324	59.530	26	72	138
Mature	1.057	3.578	127.602	44	39	105
Not Private Households	78	85	3.560	11.897	3.427	10.727
Total	**5.419**	**20.500**	**274.288**			

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Per Pub - Cannon

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	5.419	20.500	274.288
Number of Competition Pubs	57	81	498
Adults 18+ per Competition Pub	95	253	551

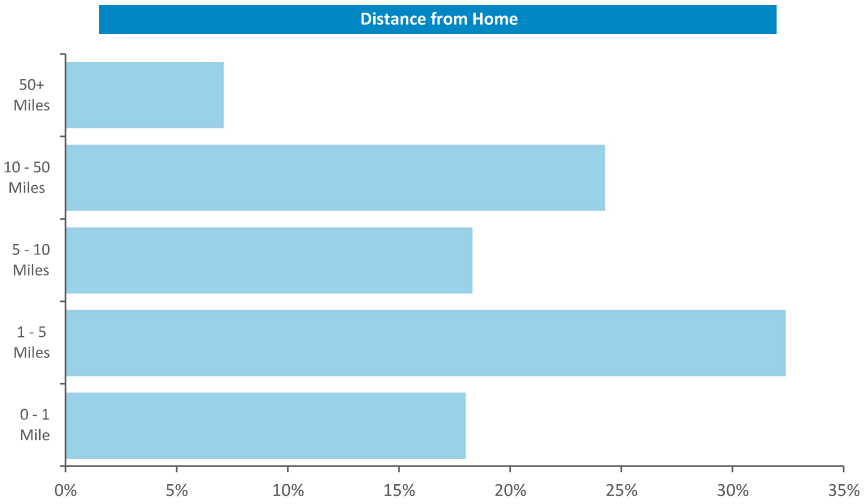
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	159	2,9%	38
Family Pub Dining	0	263	4,9%	53
Great Pub Great Food	7	1.073	19,8%	118
Leisure	4	482	8,9%	89
Mainstream	1	470	8,7%	62
Premium	8	932	17,2%	120
Restaurant	24	1.536	28,4%	123
Super Premium	13	424	7,8%	199

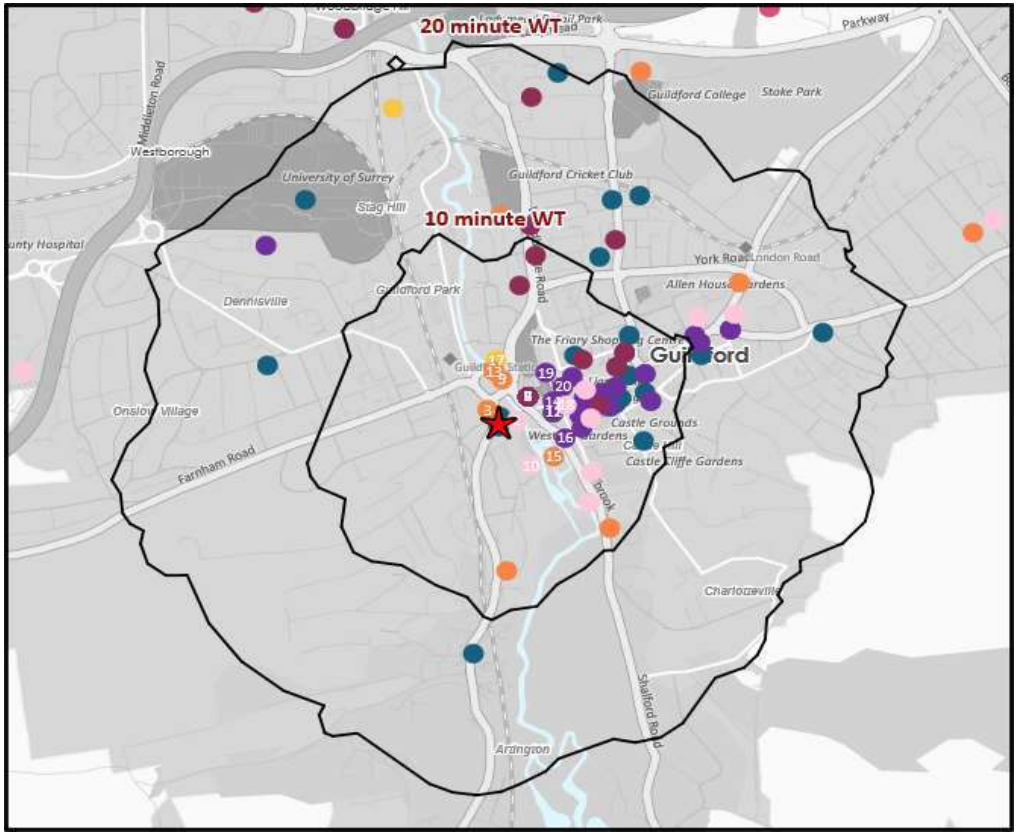
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	712	3,5%	44
Family Pub Dining	0	1.072	5,2%	58
Great Pub Great Food	9	4.086	19,9%	119
Leisure	9	1.899	9,3%	92
Mainstream	2	1.912	9,3%	67
Premium	10	3.494	17,1%	119
Restaurant	30	5.727	27,9%	121
Super Premium	21	1.509	7,4%	187

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	11.133	4,1%	52
Family Pub Dining	7	18.769	6,8%	75
Great Pub Great Food	84	55.582	20,3%	121
Leisure	115	28.553	10,4%	104
Mainstream	23	29.941	10,9%	78
Premium	69	43.252	15,8%	110
Restaurant	100	68.159	24,9%	108
Super Premium	100	15.284	5,6%	142



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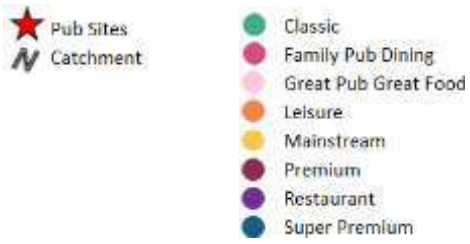
Competition - Cannon



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
14	Wagamama	GU 1 3DY	Restaurant Group	Restaurant	14,4%	0,14
18	Coppa Club	GU 1 3ES	Coppa Club Ltd	Great Pub Gre	12,2%	0,16
10	Britannia	GU 2 4BE	Shepherd Neame	Great Pub Gre	11,4%	0,12
17	Rodboro Buildings	GU 1 4RY	Wetherspoons GB	Mainstream	10,2%	0,16
12	Olivo Ristorante	GU 1 3TY	Independent Free	Restaurant	8,6%	0,13
2	White House	GU 2 4AJ	Fuller Smith & Turner	Great Pub Gre	8,2%	0,04
11	Star Inn	GU 1 3TY	Shepherd Neame	Super Premiur	5,8%	0,13
6	Rosas Thai	GU 1 4EH	Rosa's Thai	Premium	4,1%	0,10
15	Yvonne Arnaud Theatre Club	GU 1 3UX	Independent Free	Leisure	4,1%	0,15
4	Nandos	GU 1 4EH	Nandos Restaurants	Restaurant	4,0%	0,10
1	George Abbott Hogshead	GU 2 4AB	Greene King	Super Premiur	3,7%	0,02
8	Yo Sushi	GU 1 4EH	Yo! Sushi	Restaurant	3,5%	0,10
13	Pop World	GU 1 4SB	Stonegate Pub Company	Leisure	3,4%	0,13
5	Franco Manca	GU 1 4EH	Franco Manca	Restaurant	2,5%	0,10
7	Five Guys	GU 1 4EH	Five Guys	Restaurant	1,9%	0,10
20	Atto	GU 1 4EQ	Independent Free	Restaurant	1,8%	0,18
3	Thirty3Hz	GU 1 4XB	Independent Free	Leisure	0,2%	0,05
0	Cannon	GU 2 4BL	Star Pubs & Bars	Super Premiur	0,0%	0,00
9	Electric Theatre	GU 1 4SZ	Independent Free	Leisure	0,0%	0,11
16	Komo	GU 1 3YA	Independent Free	Restaurant	0,0%	0,16
19	Black Sheep Coffee	GU 1 4TA	Black Sheep Coffee	Restaurant	0,0%	0,17

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

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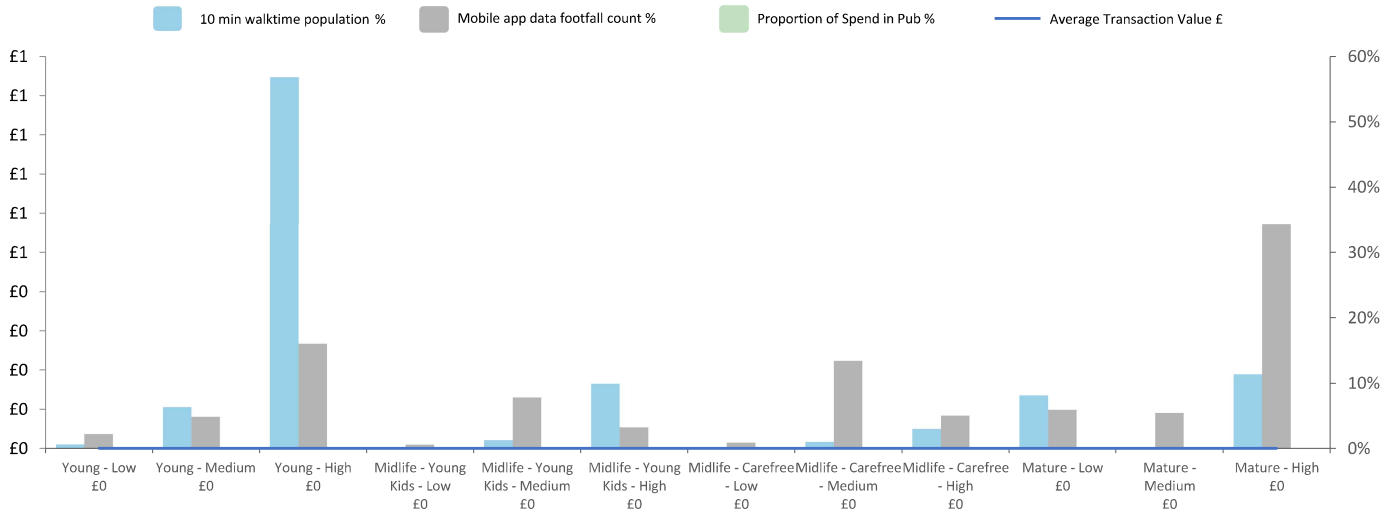
Catchment Summary - Cannon

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
51688	Cannon	GU 2 4BL	Star Pubs & Bars	Super Premium	10



Polaris Plus Profile



See the Glossary page for further information on the above variables

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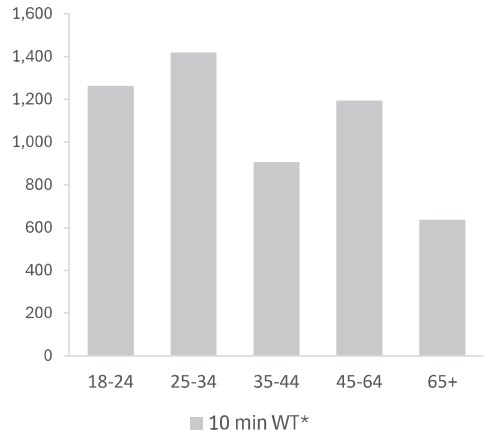
Catchment Summary - Cannon

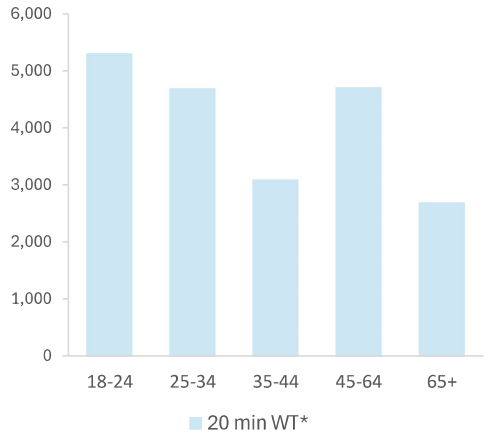
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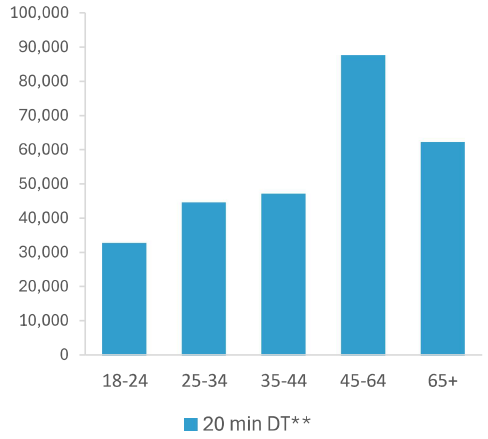
Over GB Average
Around GB Average
Under GB Average

*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		6.306	24.022	344.111	118	122	81
					Population & Adults 18+ index is based on all pubs		
Adults 18+		5.419	20.500	274.288	120	125	81
Competition Pubs		57	81	498	133	79	64
Adults 18+ per Competition Pub		95	253	551	14	37	80
% Adults Likely to Drink		81,0%	80,0%	81,0%	101	100	101
Affluence	Low	8,8%	4,0%	7,7%	27	12	23
	Medium	8,7%	20,6%	36,0%	23	54	94
	High	81,0%	75,0%	55,1%	295	273	200
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£19.402	£22.104	£26.289	86	98	116
Age Profile	18-24	1.263	5.300	32.872	235	259	112
	25-34	1.419	4.690	44.612	166	144	96
	35-44	906	3.101	47.176	106	96	102
	45-64	1.194	4.709	87.447	75	78	101
	65+	637	2.700	62.181	52	58	94







		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	3,292 (52%)	12,308 (51%)	169,662 (49%)	106	104	101
	Female	3,014 (48%)	11,714 (49%)	174,449 (51%)	94	96	99
Economic Status (16+)	Employed: Full-time	2,211 (40%)	7,545 (36%)	102,791 (36%)	118	106	107
	Employed: Part-time	445 (8%)	1,659 (8%)	31,327 (11%)	67	66	93
	Self employed	516 (9%)	1,808 (9%)	31,094 (11%)	101	93	119
	Unemployed	136 (2%)	445 (2%)	6,190 (2%)	89	77	80
	Full-time student	301 (5%)	1,451 (7%)	7,476 (3%)	218	277	106
	Retired	648 (12%)	2,456 (12%)	56,819 (20%)	54	54	92
	Other	1,265 (23%)	5,595 (27%)	47,313 (17%)	129	150	94
Total Worker Count		8.600	15.525	136.304			

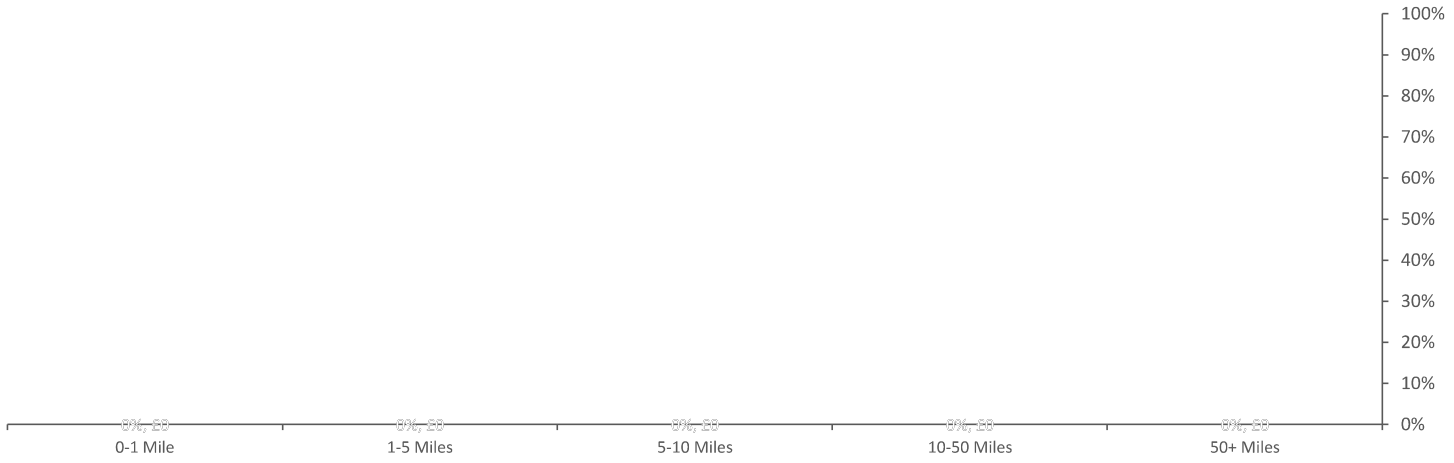
See the Glossary page for further information on the above variables

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Transactional Data Summary - Cannon

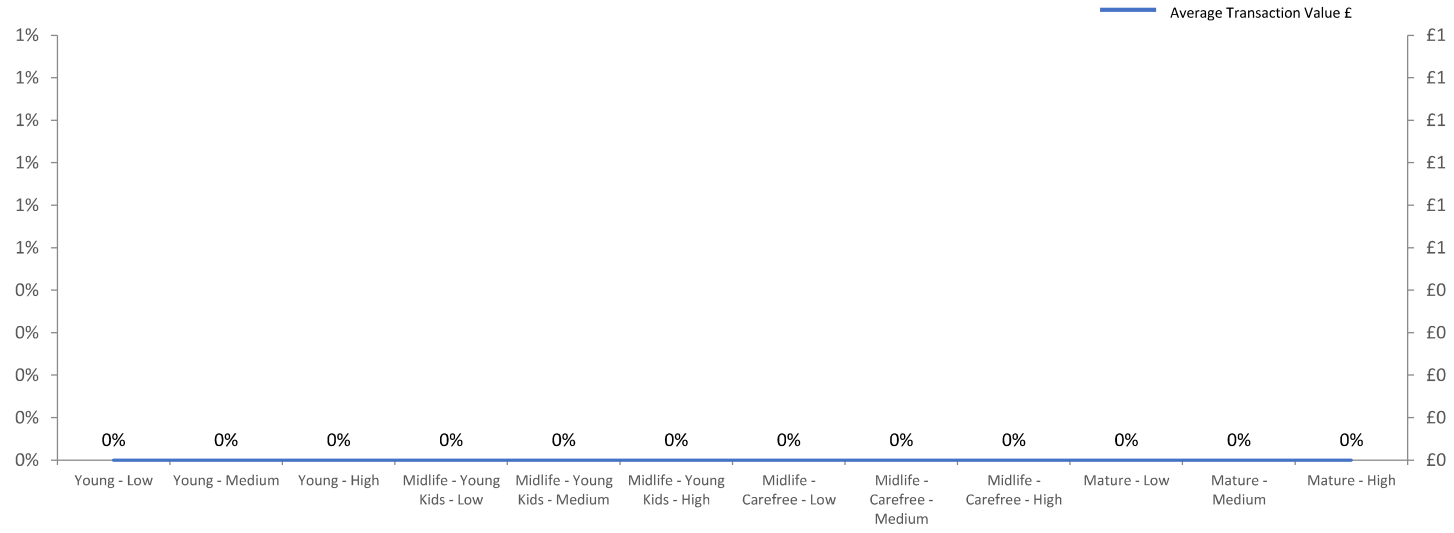
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Spend by Polaris and Distance from Home



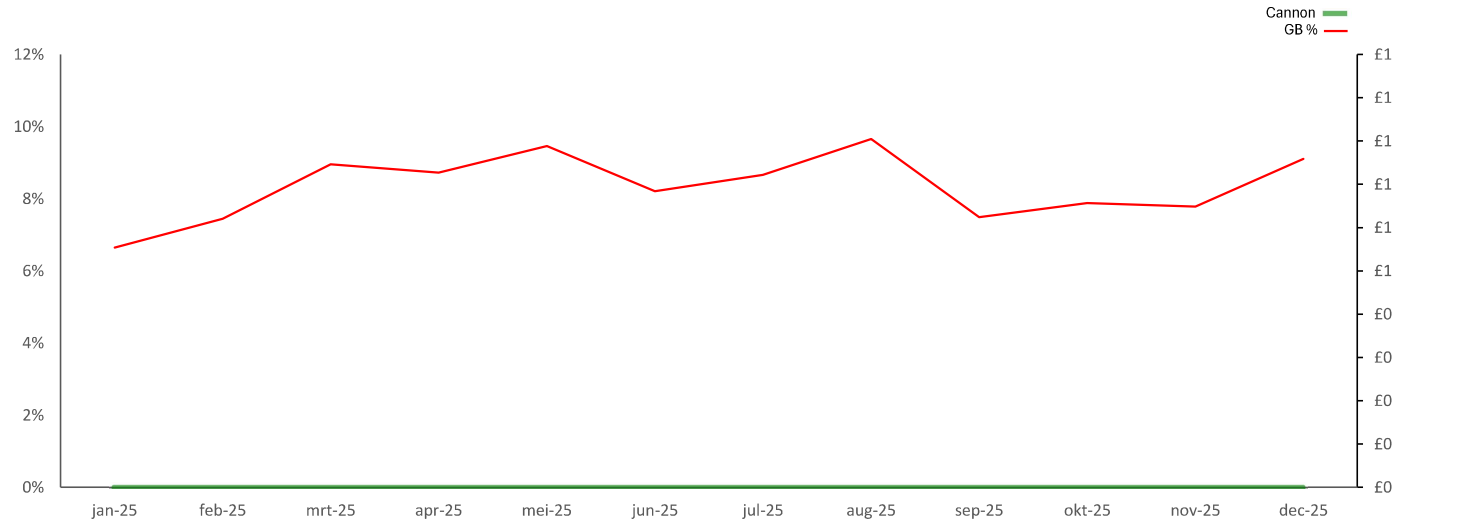
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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



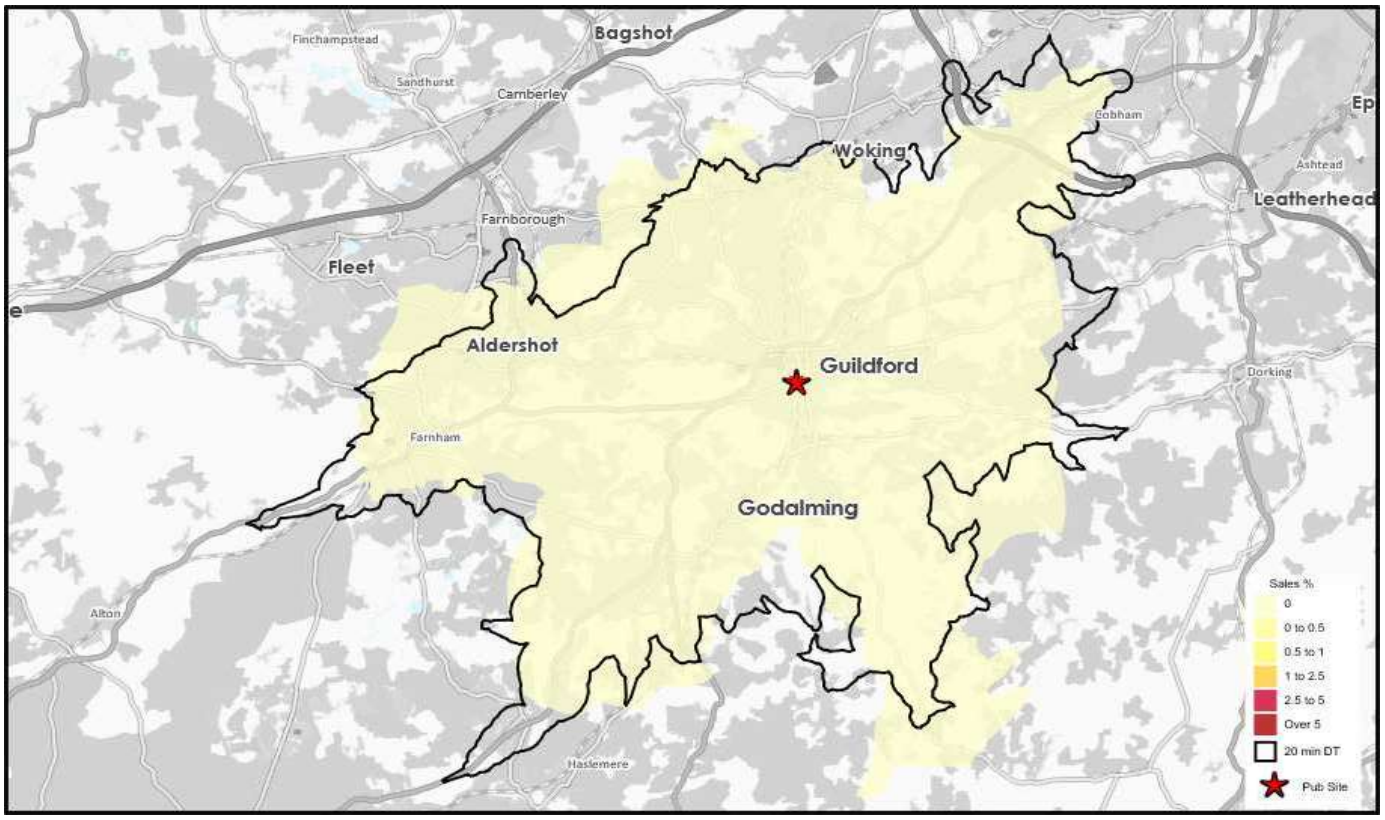
Seasonality of the spend split by month

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Transactional Data Maps - Cannon

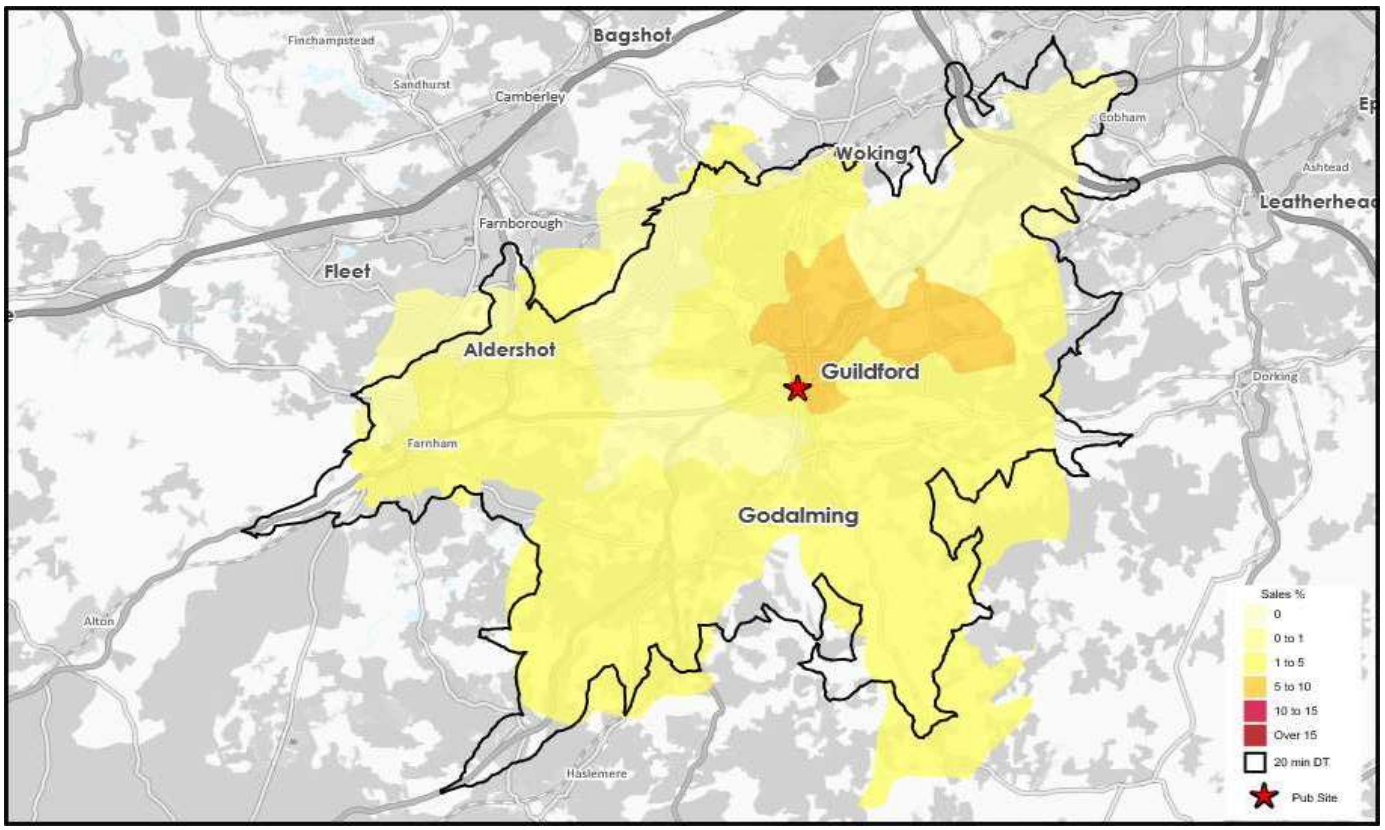
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Cannon Share of Spend from Postcode Sectors within 20 minute Drive



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 Cannon



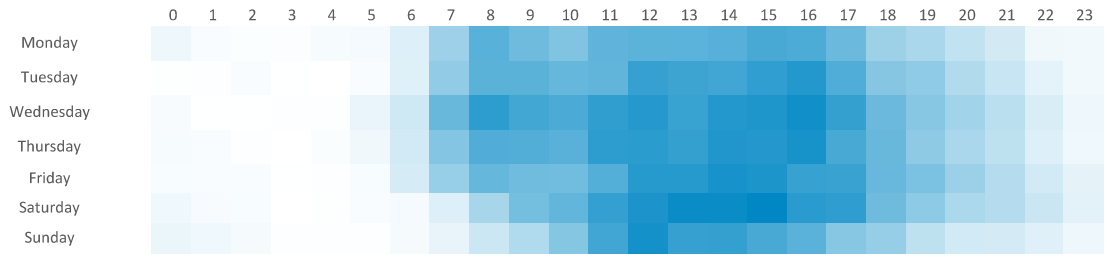
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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Mobile Data Summary - Cannon

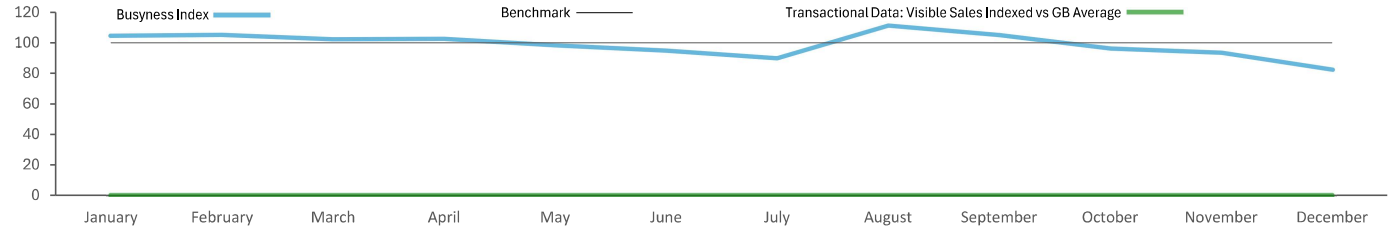
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Time of Day/Day of Week



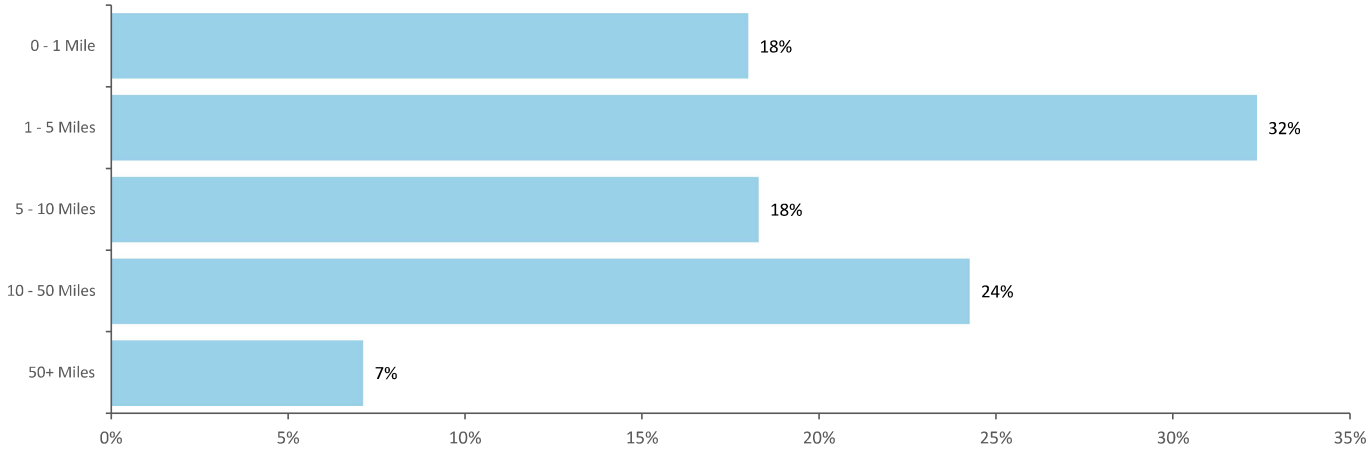
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



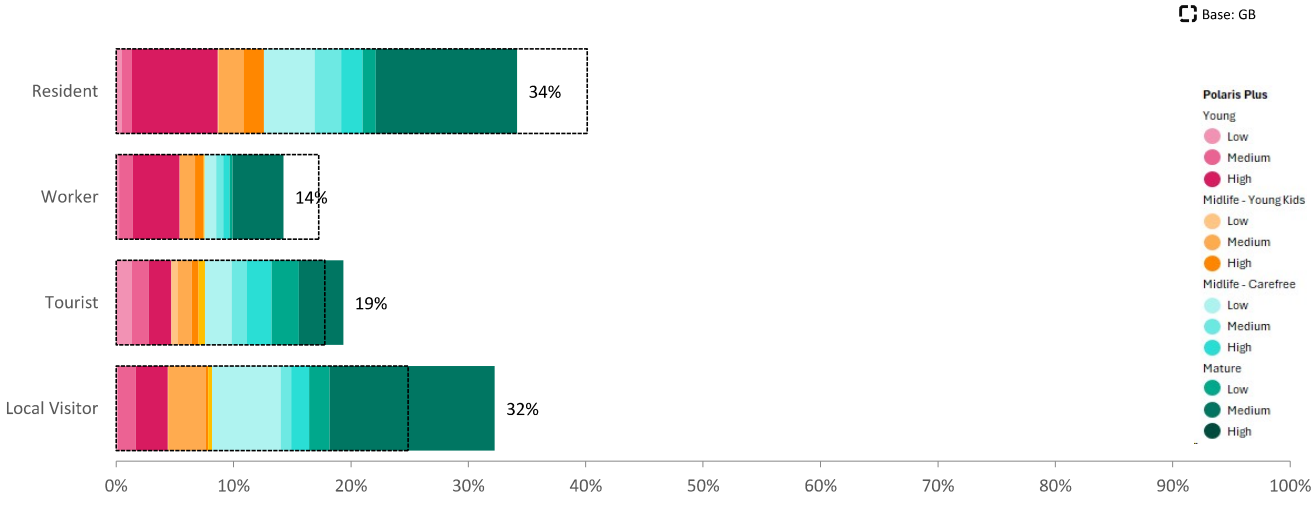
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



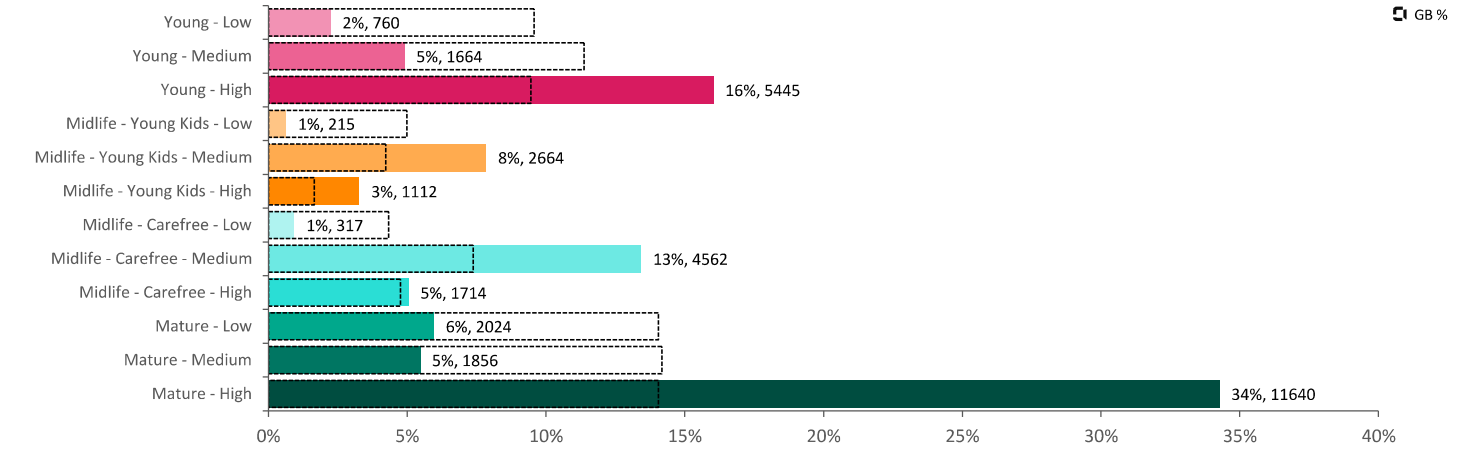
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

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Mobile Data Summary - Cannon

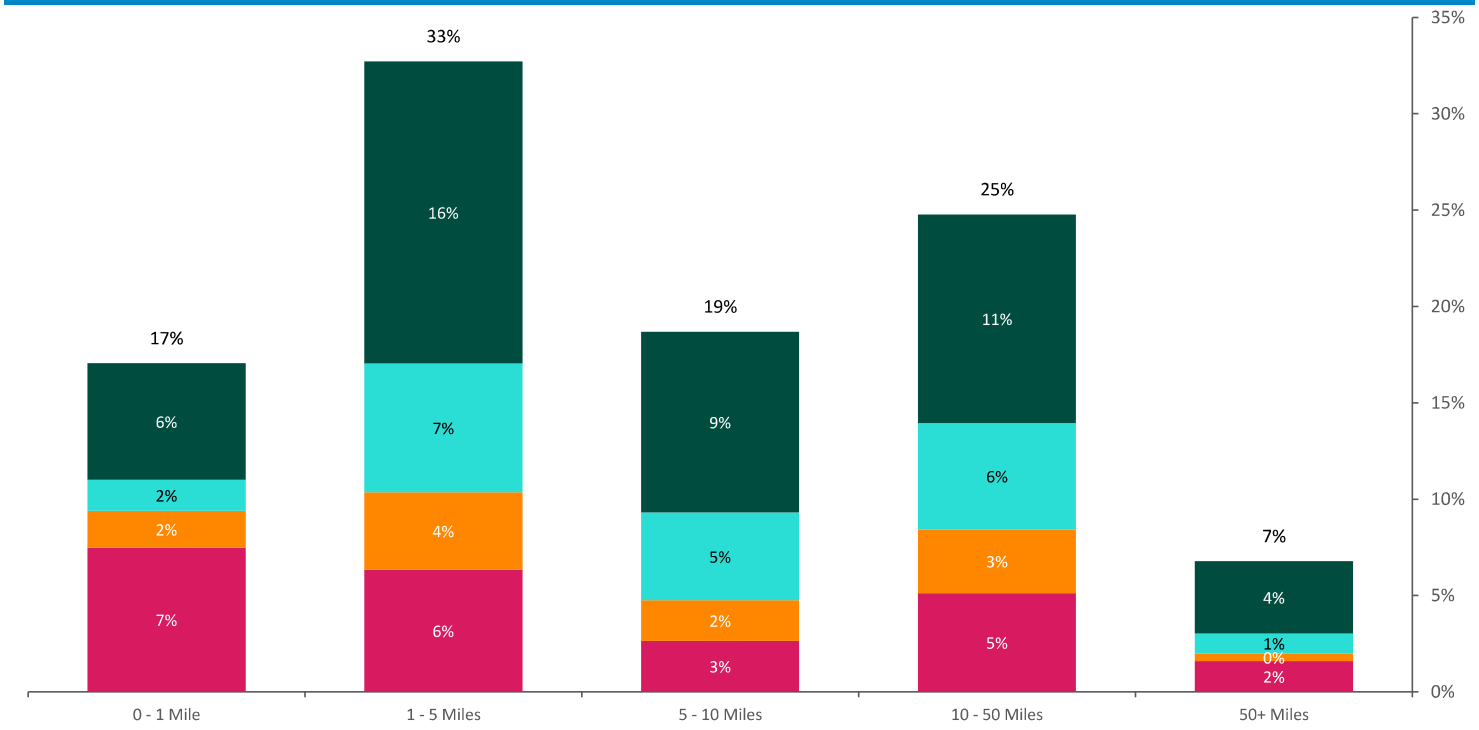
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Polaris Plus Profile



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



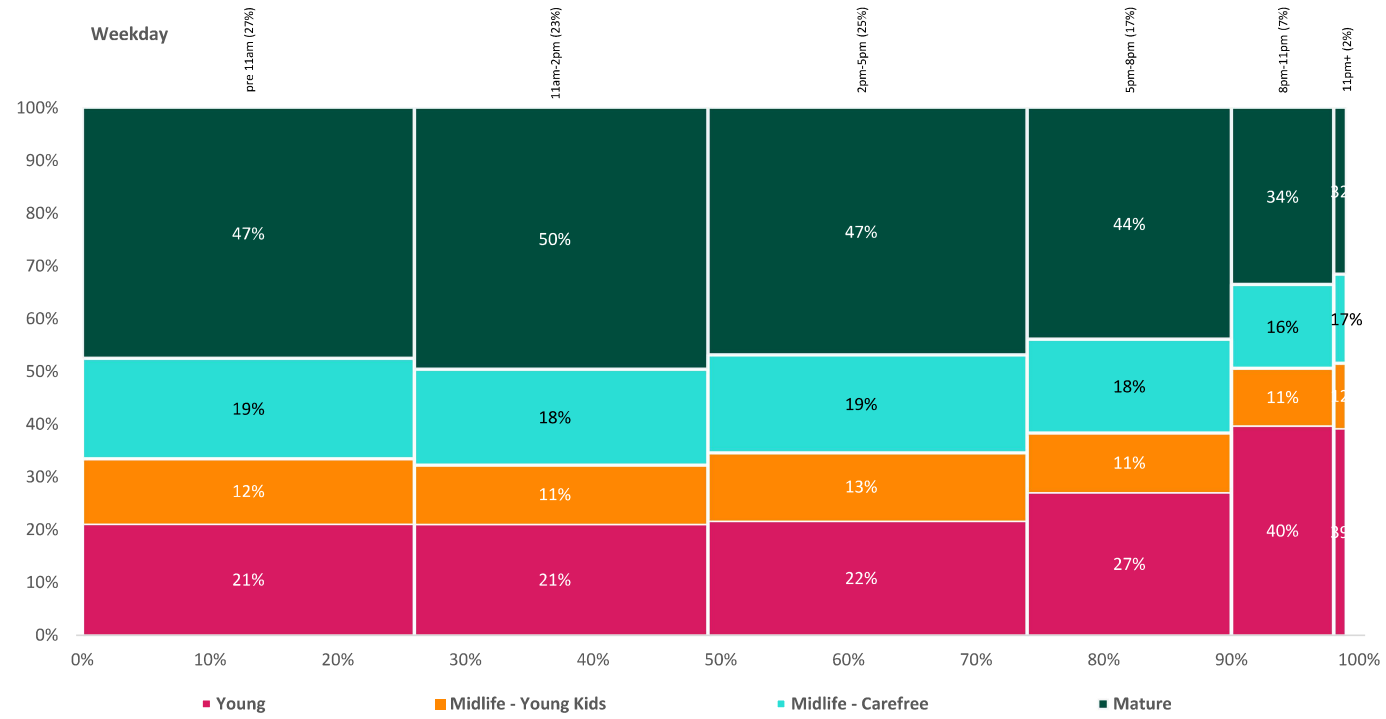
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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Mobile Data Summary - Cannon

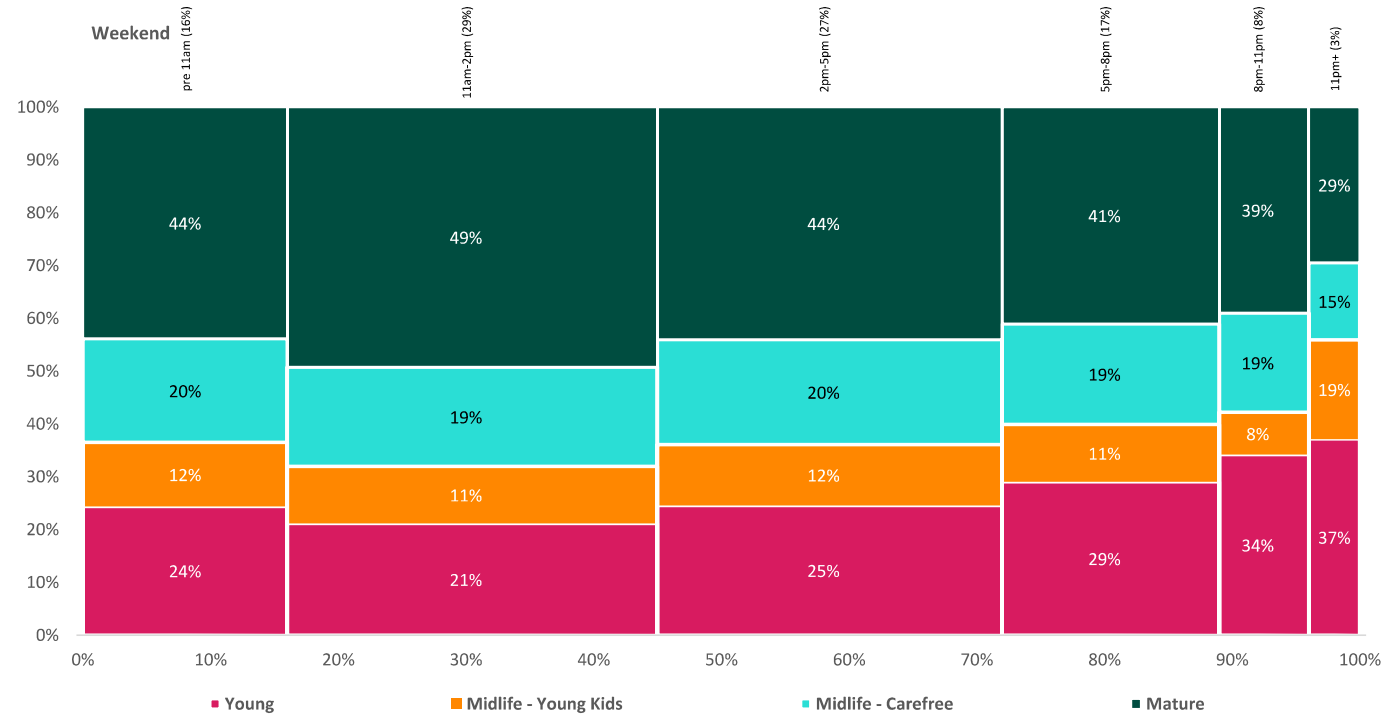
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Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	4.013	3.583	3.698	2.312	762	200	14.569
Midlife - Carefree	1.607	1.311	1.461	938	361	107	5.785
Midlife - Young Kids	1.034	801	1.011	588	245	78	3.757
Young	1.801	1.539	1.727	1.437	907	250	7.661
All	8.456	7.234	7.898	5.275	2.275	635	31.772

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	803	1.581	1.356	760	329	114	4.943
Midlife - Young Kids	360	603	612	352	159	56	2.142
Midlife - Carefree	221	347	355	202	67	73	1.265
Mature	447	680	757	537	288	144	2.853
All	1.832	3.210	3.080	1.851	844	386	11.203

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

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Polaris Plus Summary - Cannon

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Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

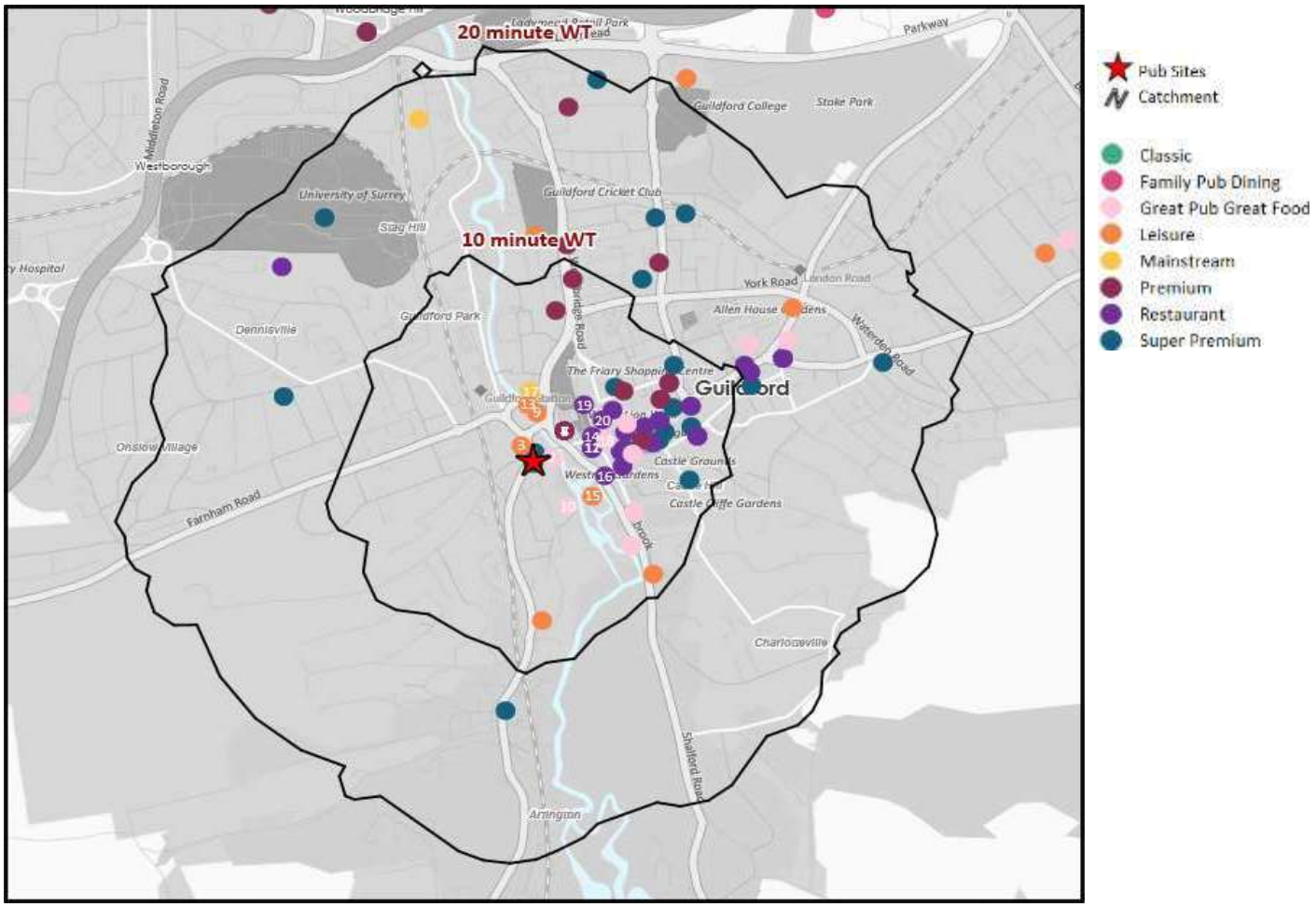
Over GB Average
Around GB Average
Under GB Average

	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	36	46	1.774	7	2	7
Medium	345	3.255	16.453	58	144	54
High	3.074	9.026	36.581	849	659	200
Midlife - Young Kids						
Low	0	0	342	0	0	2
Medium	71	404	23.692	30	45	195
High	537	1.782	4.754	849	744	148
Midlife - Carefree						
Low	0	0	813	0	0	7
Medium	56	547	45.339	14	37	231
High	165	1.777	13.378	67	190	107
Mature						
Low	442	770	18.133	60	28	49
Medium	0	22	13.200	0	1	31
High	615	2.786	96.269	75	90	233
Not Private Households	78	85	3.560	134	39	121
Total	5.419	20.500	274.288			

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CGA Summary - Cannon

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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	Cannon	GU 2 4BL	Star Pubs & Bars	Super Premium	0,0%	0,0%	0,00
1	George Abbott Hogshead	GU 2 4AB	Greene King	Super Premium	3,7%	53,2%	0,02
2	White House	GU 2 4AJ	Fuller Smith & Turner	Great Pub Great Food	8,2%	44,6%	0,04
3	Thirty3Hz	GU 1 4XB	Independent Free	Leisure	0,2%	48,6%	0,05
4	Nandos	GU 1 4EH	Nandos Restaurants	Restaurant	4,0%	43,9%	0,10
5	Franco Manca	GU 1 4EH	Franco Manca	Restaurant	2,5%	40,5%	0,10
6	Rosas Thai	GU 1 4EH	Rosa's Thai	Premium	4,1%	43,2%	0,10
7	Five Guys	GU 1 4EH	Five Guys	Restaurant	1,9%	40,5%	0,10
8	Yo Sushi	GU 1 4EH	Yo! Sushi	Restaurant	3,5%	42,9%	0,10
9	Electric Theatre	GU 1 4SZ	Independent Free	Leisure	0,0%	0,0%	0,11
10	Britannia	GU 2 4BE	Shepherd Neame	Great Pub Great Food	11,4%	59,2%	0,12
11	Star Inn	GU 1 3TY	Shepherd Neame	Super Premium	5,8%	35,9%	0,13
12	Olivo Ristorante	GU 1 3TY	Independent Free	Restaurant	8,6%	58,3%	0,13
13	Pop World	GU 1 4SB	Stonegate Pub Company	Leisure	3,4%	40,6%	0,13
14	Wagamama	GU 1 3DY	Restaurant Group	Restaurant	14,4%	40,0%	0,14
15	Yvonne Arnaud Theatre Club	GU 1 3UX	Independent Free	Leisure	4,1%	37,8%	0,15
16	Komo	GU 1 3YA	Independent Free	Restaurant	0,0%	0,0%	0,16
17	Rodboro Buildings	GU 1 4RY	Wetherspoons GB	Mainstream	10,2%	44,6%	0,16
18	Coppa Club	GU 1 3ES	Coppa Club Ltd	Great Pub Great Food	12,2%	39,4%	0,16
19	Black Sheep Coffee	GU 1 4TA	Black Sheep Coffee	Restaurant	0,0%	0,0%	0,17
20	Atto	GU 1 4EQ	Independent Free	Restaurant	1,8%	45,9%	0,18

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 - Cannon

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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+	5.419	20.500	274.288
Number of Competition Pubs	57	81	498
Adults 18+ per Competition Pub	95	253	551

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	159	2,9%	38
Family Pub Dining	0	263	4,9%	53
Great Pub Great Food	7	1.073	19,8%	118
Leisure	4	482	8,9%	89
Mainstream	1	470	8,7%	62
Premium	8	932	17,2%	120
Restaurant	24	1.536	28,4%	123
Super Premium	13	424	7,8%	199

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	712	3,5%	44
Family Pub Dining	0	1.072	5,2%	58
Great Pub Great Food	9	4.086	19,9%	119
Leisure	9	1.899	9,3%	92
Mainstream	2	1.912	9,3%	67
Premium	10	3.494	17,1%	119
Restaurant	30	5.727	27,9%	121
Super Premium	21	1.509	7,4%	187

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	11.133	4,1%	52
Family Pub Dining	7	18.769	6,8%	75
Great Pub Great Food	84	55.582	20,3%	121
Leisure	115	28.553	10,4%	104
Mainstream	23	29.941	10,9%	78
Premium	69	43.252	15,8%	110
Restaurant	100	68.159	24,9%	108
Super Premium	100	15.284	5,6%	142

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Glossary

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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.

	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	• 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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