Catchment Summary - Glen

	Legend		
Over GB Average		*WT= Walktime	
Around GB Average		**DT= Drivetime	
Under GB Average			

	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	2.559	10.144	360.979	49	52	86
				Pop. & Adl. 18+ index based on all pubs		
Adults 18+	2.007	8.275	276.387	45	51	82
Competition Pubs	2	4	334	11	9	83
Adults 18+ per Competition Pub	1.004	2.069	828	113	234	93
% Adults Likely to Drink	80,0%	80,0%	64,9%	106	106	86

Affluence		Catchment Size			Index vs GB Average		
	Low	7,1%	16,2%	43,0%	21	49	129
	Medium	36,4%	40,8%	40,2%	95	107	105
	High	56,5%	42,9%	15,9%	206	156	58

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£27.964	£25.841	£20.586	131	121	97

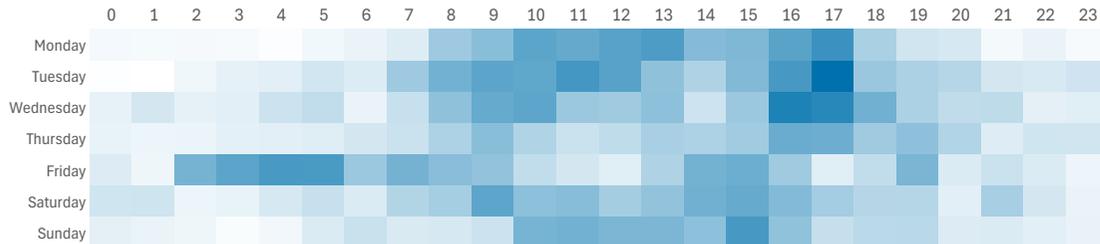| Age Profile		Catchment Size			Index vs GB Average		
	18-24	127	550	31.416	59	64	103
	25-34	241	1.119	47.613	70	82	98
	35-44	361	1.297	50.649	105	95	104
	45-64	797	2.865	85.892	123	112	94
	65+	481	2.444	60.817	98	126	88

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Polaris Plus Segments

- ★ Pub Sites
- Catchment

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	66	1.120	54.333	12	49	71
Midlife - Young Kids	0	158	79.740	0	18	264
Midlife - Carefree	137	1.150	35.427	43	88	81
Mature	1.804	5.847	104.184	203	160	85
Not Private Households	0	0	2.703	0	0	8.083
Total	**2.007**	**8.275**	**276.387**			

STAR PUBS

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Per Pub - Glen

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment

WT= Walktime, DT= Drivetime

	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2.007	8.275	276.387
Number of Competition Pubs	2	4	334
Adults 18+ per Competition Pub	1.004	2.069	828

Legend:
- Over GB Average
- Around GB Average
- Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	103	5,1%	62
Circuit Bar	0	5	0,3%	6
Community Pub	0	222	11,1%	57
Craft Led	0	11	0,5%	15
Great Pub Great Food	1	682	34,0%	187
High Street Pub	0	224	11,2%	59
Premium Local	1	635	31,7%	187

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	473	5,7%	69
Circuit Bar	0	176	2,1%	51
Community Pub	0	1.268	15,3%	78
Craft Led	0	168	2,0%	57
Great Pub Great Food	1	2.254	27,2%	150
High Street Pub	0	1.208	14,6%	77
Premium Local	2	2.172	26,2%	155

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	13	18.133	6,6%	79
Circuit Bar	20	12.734	4,6%	110
Community Pub	53	65.748	23,8%	122
Craft Led	0	7.586	2,7%	77
Great Pub Great Food	10	36.632	13,3%	73
High Street Pub	52	62.942	22,8%	121
Premium Local	55	42.342	15,3%	90

Distance from Home

Competition - Glen

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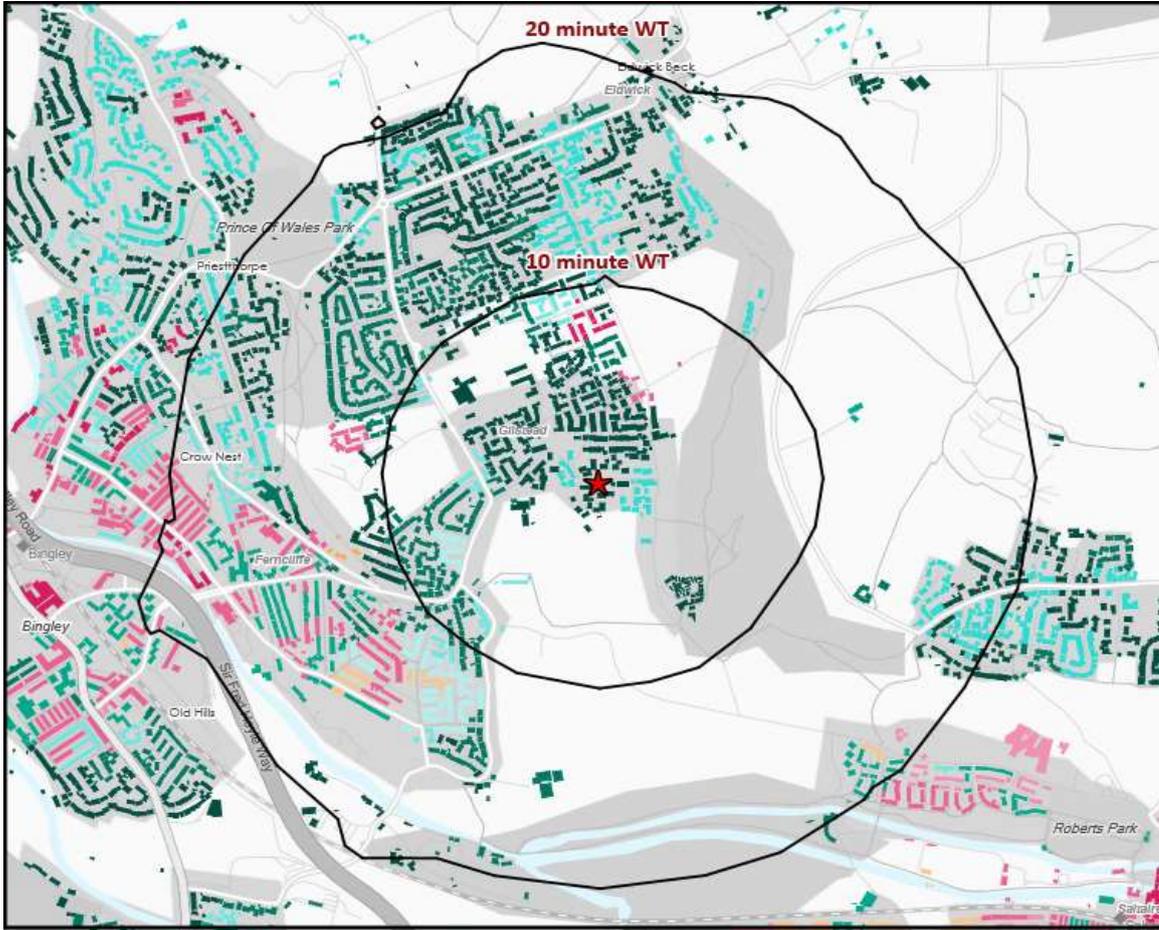| Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
15	Potting Shed	BD16 2HT	Burning Night Group Ltd	ABOS	21,7%	1,05
15	Library Tap	BD16 2HT	Amber Taverns	Night Club	19,4%	1,05
13	Myrtle Grove	BD16 1AJ	Wetherspoons GB	Circuit Bar	18,9%	1,02
0	Glen	BD16 3LN	Star Pubs & Bars	Premium Local	10,1%	0,00
14	Peacock	BD16 2NB	Independent Free	High Street Pub	6,3%	1,04
5	Star	BD16 2NL	Admiral Taverns Ltd	Premium Local	5,4%	0,87
18	Chip N Ern	BD16 2JA	Independent Free	ABOS	3,5%	1,06
2	Fishermans	BD16 1TS	Stonegate Pub Company	GPGF	3,5%	0,74
4	Acorn	BD16 3AW	Stonegate Pub Company	Premium Local	3,4%	0,85
11	Three Locks	BD16 2NG	Independent Free	Premium Local	2,9%	1,02
3	Old Glen House	BD17 5BN	Star Pubs & Bars	Premium Local	2,7%	0,74
6	Oakwood Hall Hotel	BD16 4AW	Independent Free	Hotel	1,6%	0,90
15	Ninetynine & Main	BD16 2HT	Independent Free	ABOS	0,6%	1,05
1	Bradford Amateur Rowing Club	BD17 5SP	Independent Free	Clubland	0,0%	0,68
7	Masonic Hall	BD16 4LG	Independent Free	Clubland	0,0%	0,91
8	Five Rise Locks Hotel	BD16 4DD	Independent Free	Hotel	0,0%	0,95
9	Station Masters	BD16 4JD	Independent Free	Casual Dining	0,0%	0,99
10	Bradford & Bingley Sports & Socia	BD16 1LT	Independent Free	Clubland	0,0%	1,00
11	Chapter 2	BD16 2NG	Independent Free	ABOS	0,0%	1,02
19	Reuben's Beer & Gin House	BD16 2HZ	Independent Free	Circuit Bar	0,0%	1,08
20	Mercure Hotel	BD16 1TU	Accor Hotels	Hotel	0,0%	1,09

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

Legend:
- ★ Pub Sites
- N Catchment
- ABOS
- Casual Dining
- Circuit Bar
- Clubland
- Community Pub
- Craft Led
- Family Pub Dining
- GPGF
- High Street Pub
- Hotel
- Large Venue
- Night Club
- Premium Local
- Restaurants
- Sports Clubs

Catchment Summary - Glen

CGA ID	Name	Postcode	Operator	Segment	Sparsity
7543	Glen	BD16 3LN	Star Pubs & Bars	Premium Local	15

Polaris Plus Profile
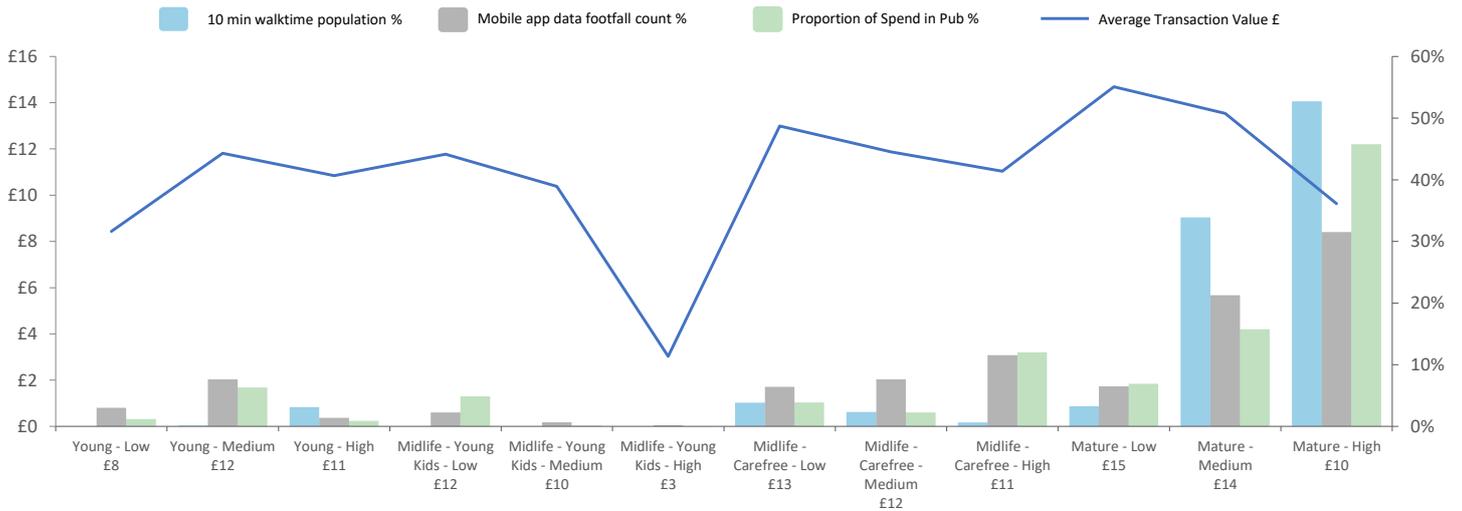
See the Glossary page for further information on the above variables

Catchment Summary - Glen

STAR PUBS

*WT= Walktime, **DT= Drivetime

- Over GB Average
- Around GB Average
- Under GB Average

		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		2.559	10.144	360.979	49	52	86

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**
Adults 18+		2.007	8.275	276.387	45	51	82
Competition Pubs		2	4	334	11	9	83
Adults 18+ per Competition Pub		1.004	2.069	828	113	234	93
% Adults Likely to Drink		80,0%	80,0%	64,9%	106	106	86
Affluence	Low	7,1%	16,2%	43,0%	21	49	129
	Medium	36,4%	40,8%	40,2%	95	107	105
	High	56,5%	42,9%	15,9%	206	156	58

Affluence does not include Not Private Households

		Catchment Size (Counts)			Index vs GB Average		
Mean Net Disposable income (£pa)		£27.964	£25.841	£20.586	131	121	97
Age Profile	18-24	127	550	31.416	59	64	103
	25-34	241	1.119	47.613	70	82	98
	35-44	361	1.297	50.649	105	95	104
	45-64	797	2.865	85.892	123	112	94
	65+	481	2.444	60.817	98	126	88

		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	1,259 (49%)	5,069 (50%)	177,564 (49%)	100	102	100
	Female	1,300 (51%)	5,075 (50%)	183,415 (51%)	100	98	100
Economic Status (16+)	Employed: Full-time	803 (39%)	3,066 (36%)	88,355 (31%)	113	106	90
	Employed: Part-time	261 (13%)	1,081 (13%)	37,505 (13%)	104	105	108
	Self employed	215 (10%)	775 (9%)	25,305 (9%)	113	99	96
	Unemployed	26 (1%)	145 (2%)	8,146 (3%)	49	67	111
	Full-time student	32 (2%)	110 (1%)	6,060 (2%)	65	55	89
	Retired	538 (26%)	2,429 (29%)	59,473 (21%)	118	131	95
	Other	194 (9%)	868 (10%)	61,683 (22%)	54	59	123
Total Worker Count		535	1.562	118.749			

See the Glossary page for further information on the above variables
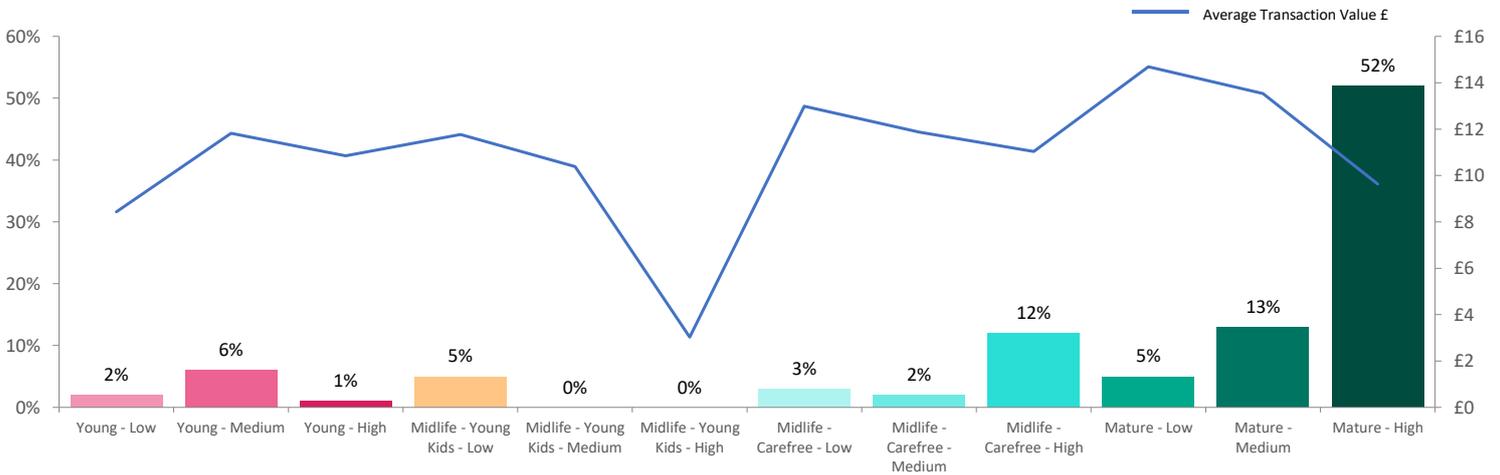
Transactional Data Summary - Glen

STAR PUBS

Spend by Polaris and Distance from Home

	0-1 Mile	1-5 Miles	5-10 Miles	10-50 Miles	50+ Miles
	51%, 12840	13%, £3315	3%, £707		
	14%, £3504	3%, £758	1%, £222		
		5%, £1179			
	0%, £39				
	3%, £675	3%, £814		1%, £95	0%, £21
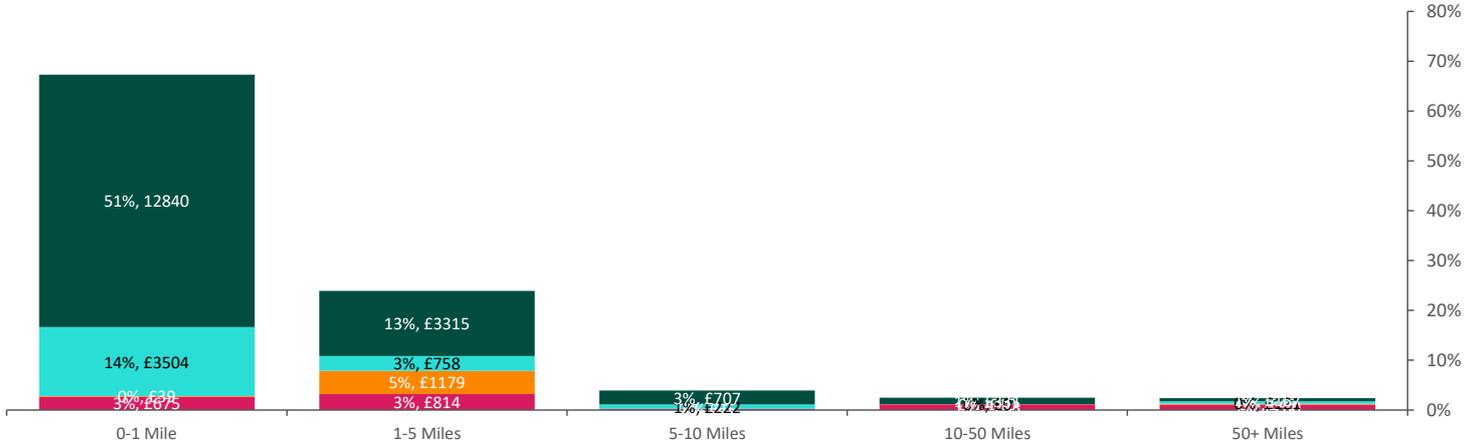
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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

— Average Transaction Value £

Young - Low	Young - Medium	Young - High	Midlife - Young Kids - Low	Midlife - Young Kids - Medium	Midlife - Young Kids - High	Midlife - Carefree - Low	Midlife - Carefree - Medium	Midlife - Carefree - High	Mature - Low	Mature - Medium	Mature - High
2%	6%	1%	5%	0%	0%	3%	2%	12%	5%	13%	52%

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

Spend by Month and Polaris
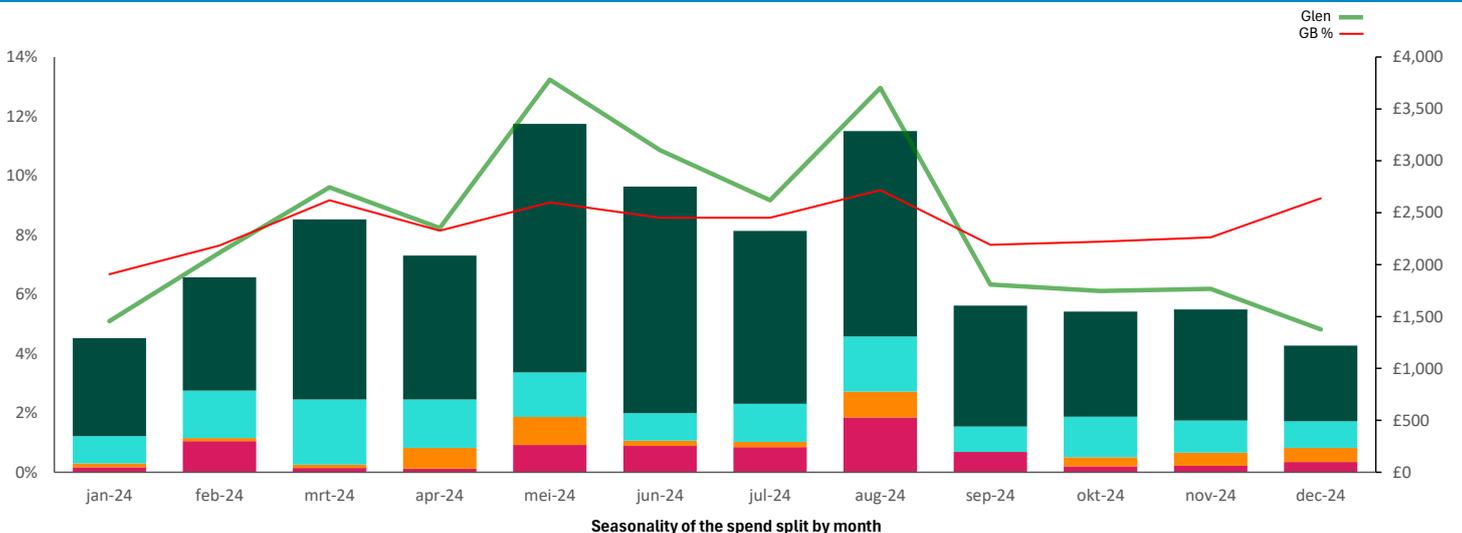
— Glen
— GB %

Seasonality of the spend split by month

Transactional Data Maps - Glen

Glen Share of Spend from Postcode Sectors within 20 minute Drive

Sales %
- 0
- 0 to 0.5
- 0.5 to 1
- 1 to 2.5
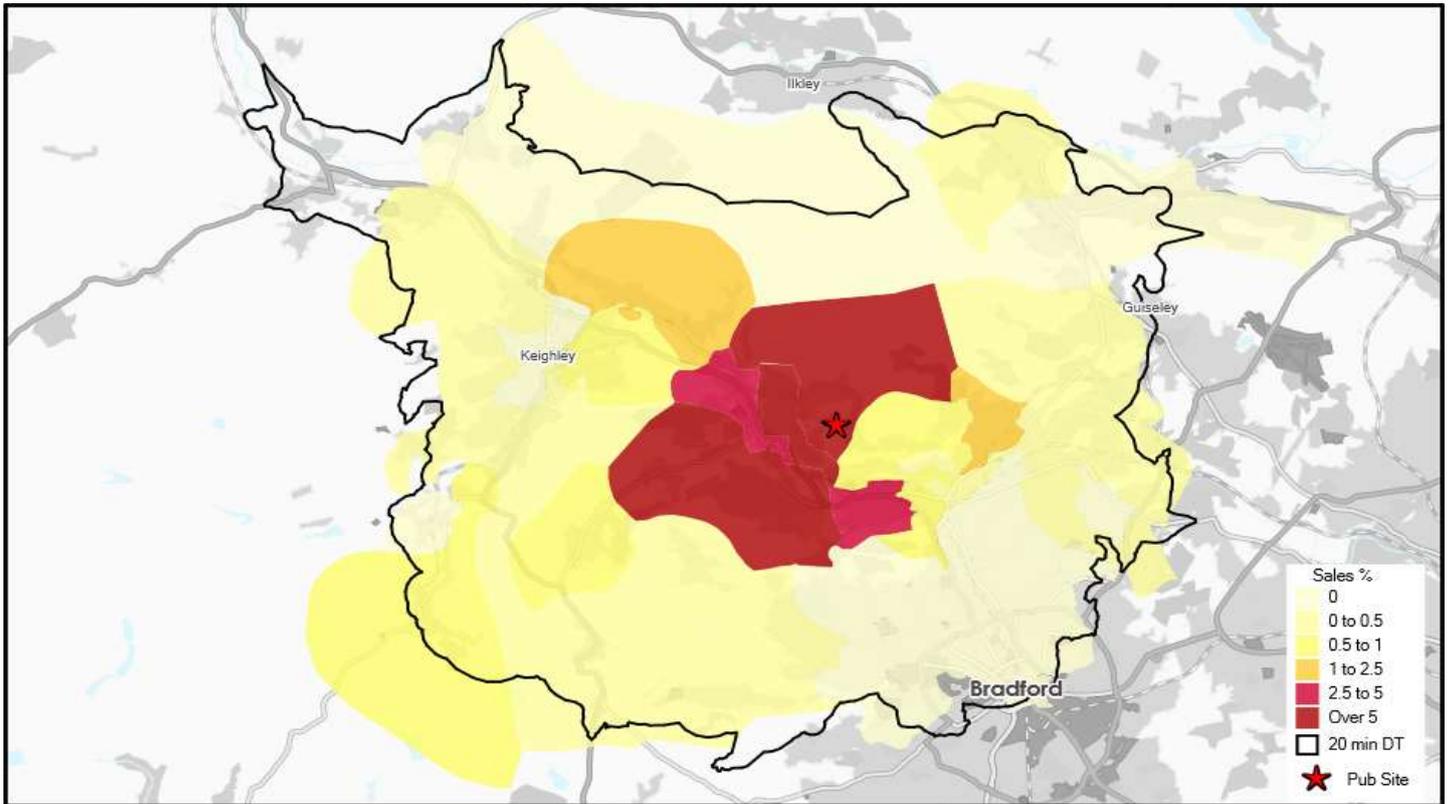- 2.5 to 5
- Over 5
- 20 min DT
- Pub Site

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 Glen

Sales %
- 0
- 0 to 1
- 1 to 5
- 5 to 10
- 10 to 15
- Over 15
- 20 min DT
- Pub Site
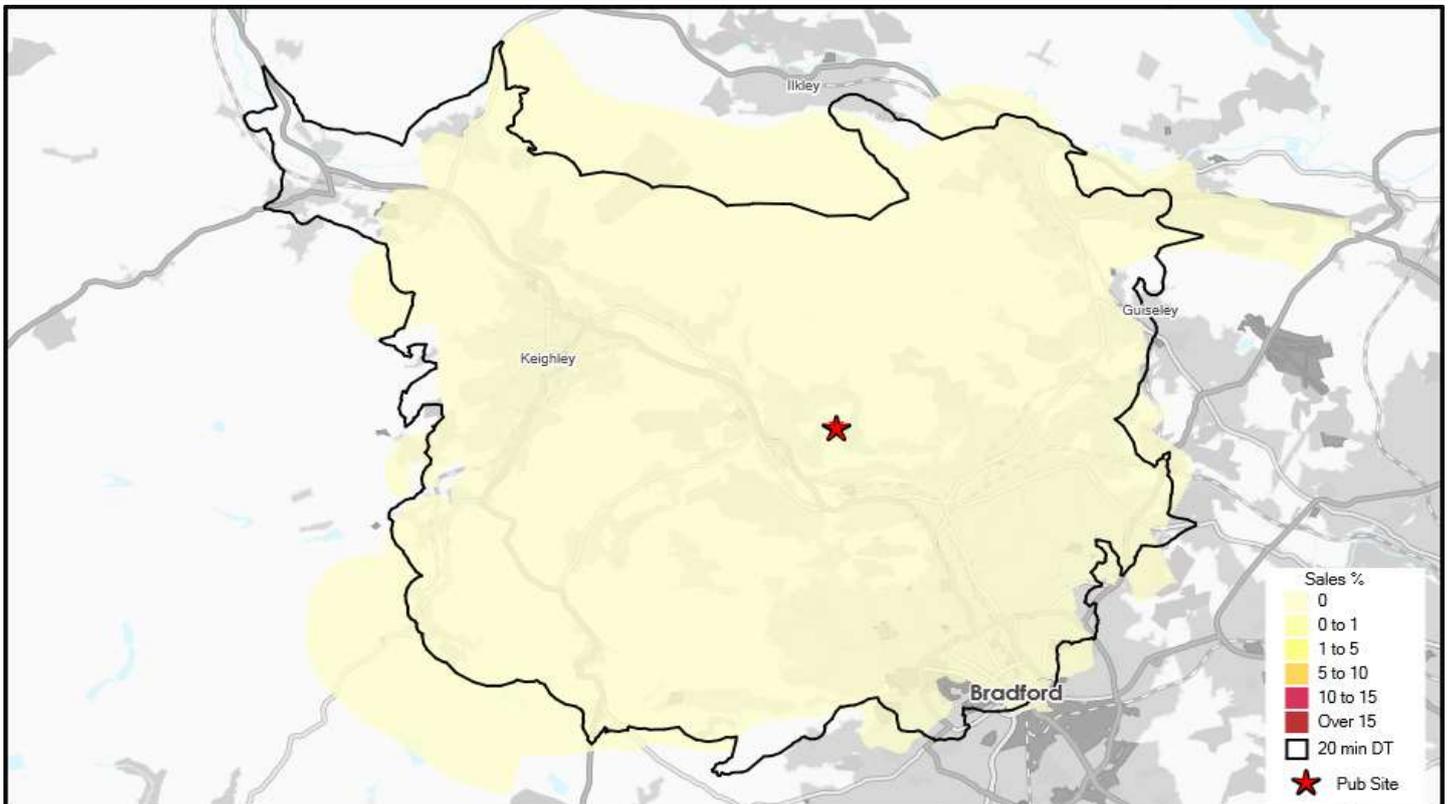
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Mobile Data Summary - Glen

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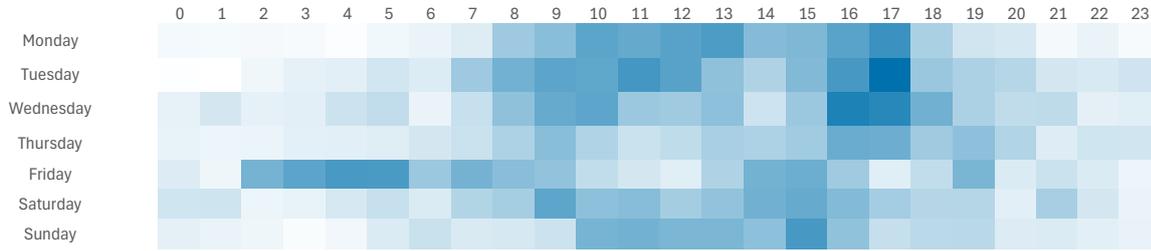
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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
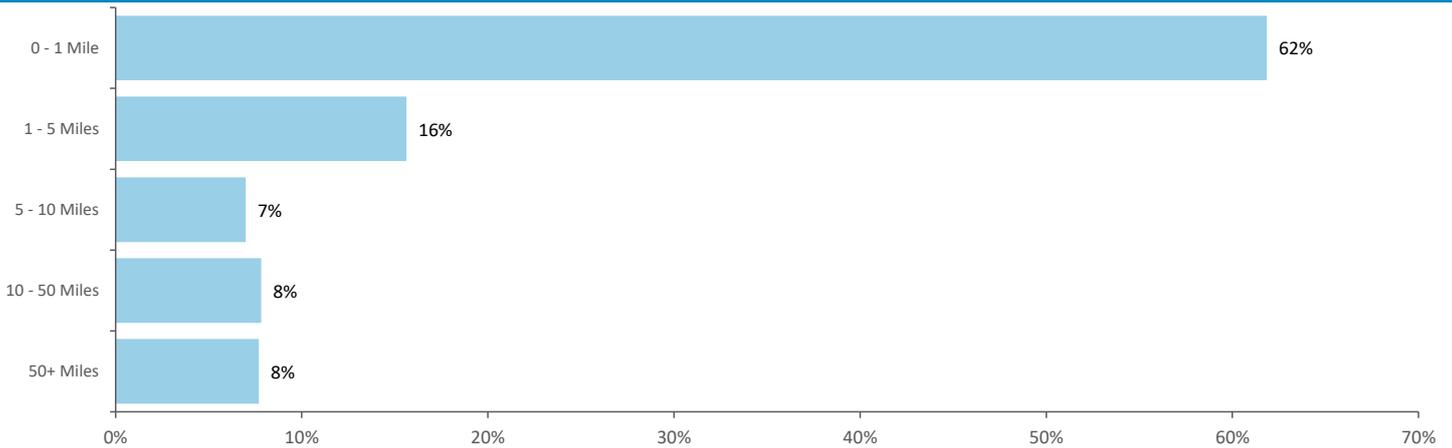
Distance	Percentage
0 - 1 Mile	62%
1 - 5 Miles	16%
5 - 10 Miles	7%
10 - 50 Miles	8%
50+ Miles	8%

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

Audience	Percentage
Resident	65%
Worker	11%
Tourist	11%
Local Tourist	12%

Polaris Plus

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High
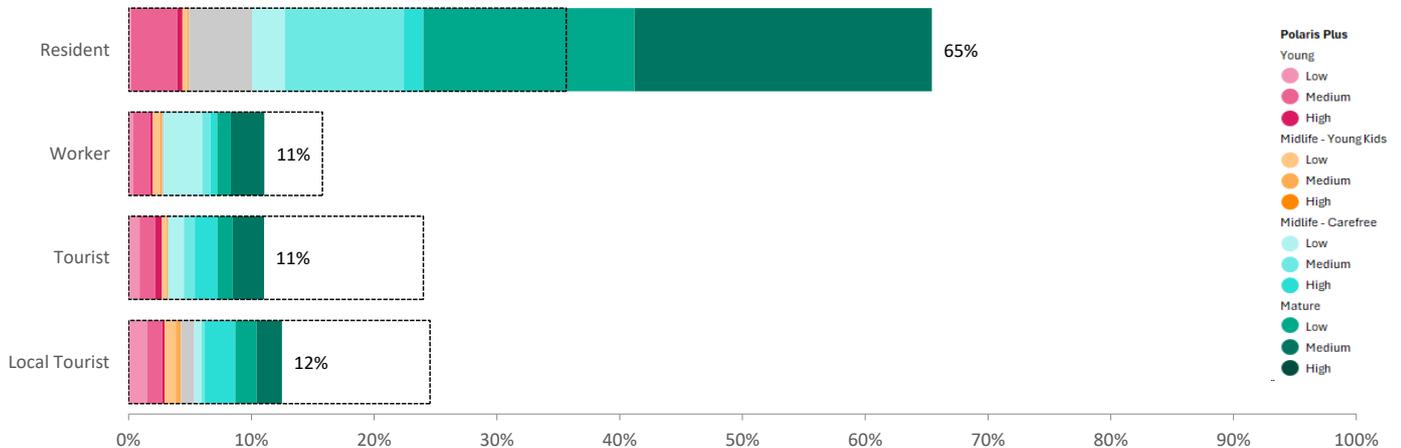
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Glen

Polaris Plus Profile

GB %

Category	%	Value
Young - Low	3%	69
Young - Medium	8%	174
Young - High	1%	32
Midlife - Young Kids - Low	2%	52
Midlife - Young Kids - Medium	1%	15
Midlife - Young Kids - High	0%	04
Midlife - Carefree - Low	6%	147
Midlife - Carefree - Medium	8%	174
Midlife - Carefree - High	12%	265
Mature - Low	6%	149
Mature - Medium	21%	488
Mature - High	32%	723
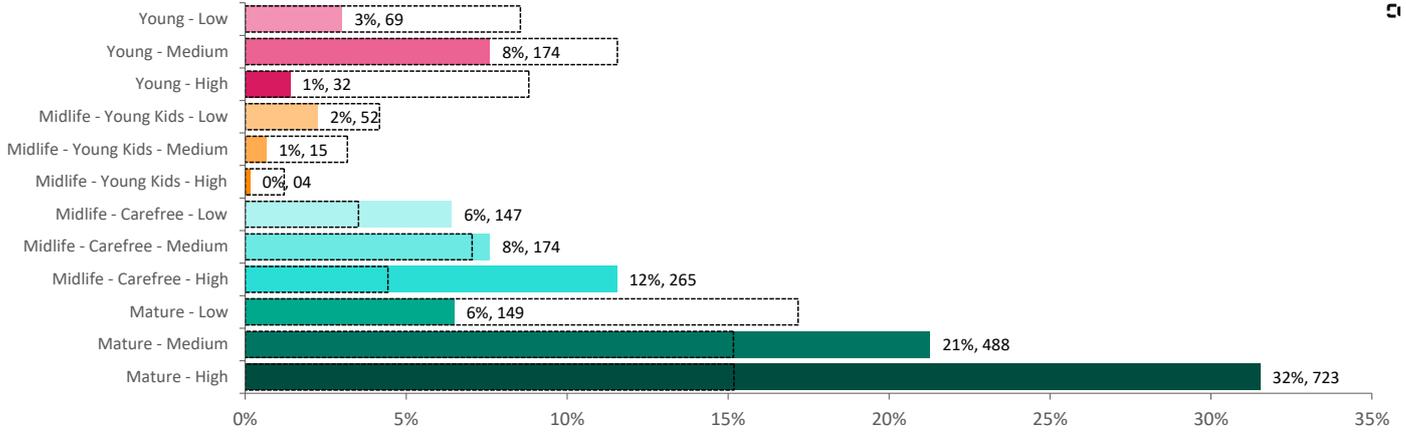
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris
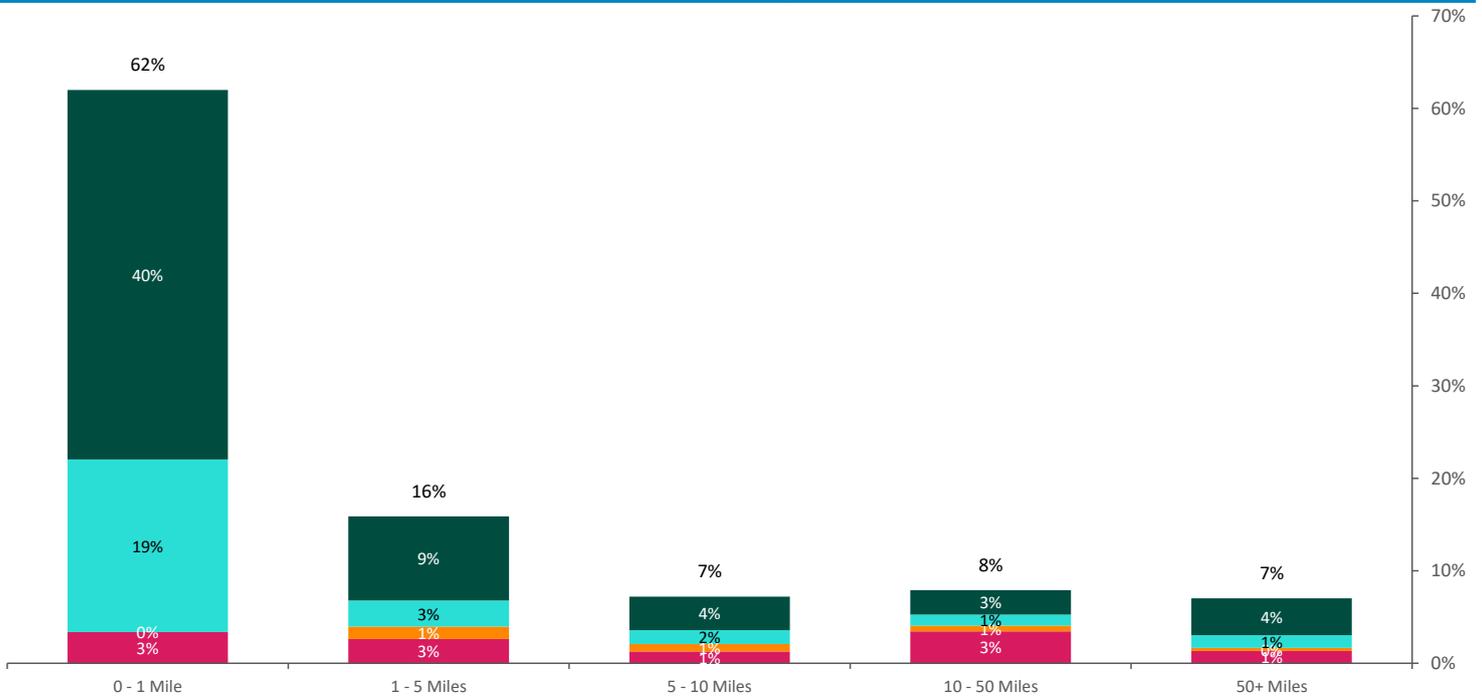
Distance	Total
0 - 1 Mile	62% (40%, 19%, 0%, 3%)
1 - 5 Miles	16% (9%, 3%, 1%, 3%)
5 - 10 Miles	7% (4%, 2%, 1%, 1%)
10 - 50 Miles	8% (3%, 1%, 1%, 3%)
50+ Miles	7% (4%, 1%, 1%, 1%)

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

Mobile Data Summary - Glen

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

Weekday

Columns: pre 11am (31%), 11am-2pm (17%), 2pm-5pm (19%), 5pm-8pm (17%), 8pm-11pm (7%), 11pm+ (9%)

Mature: 59%, 53%, 59%, 66%, 53%, 72%
Midlife - Carefree: 23%, 35%, 24%, 20%, 29%, 15%
Midlife - Young Kids: 1%, 3%, 3%, 4%, 3%, 0%
Young: 17%, 9%, 14%, 11%, 14%, 12%

Legend: ■ Young   ■ Midlife - Young Kids   ■ Midlife - Carefree   ■ Mature
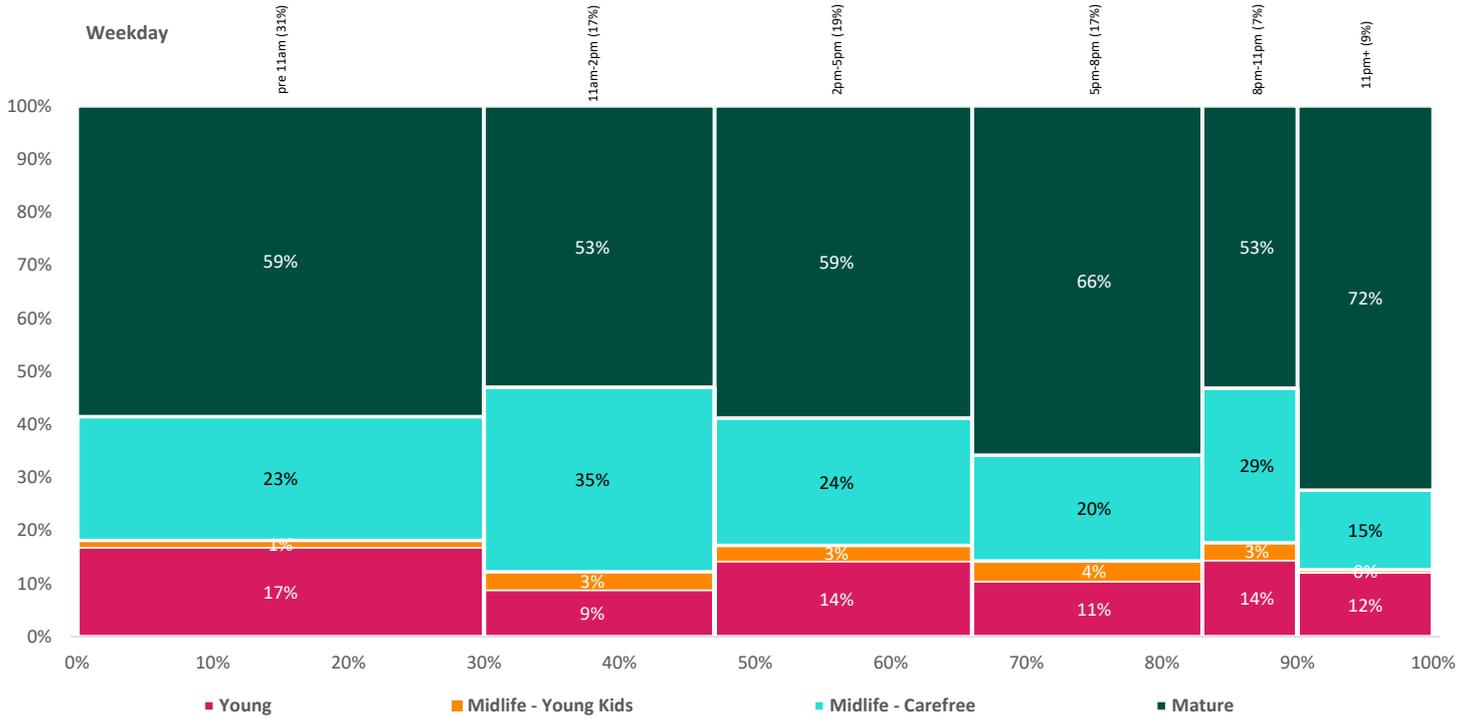
Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	468	232	293	300	98	172	1.563
Midlife - Carefree	187	152	120	91	54	36	638
Midlife - Young Kids	10	15	15	17	6	1	63
Young	135	39	71	48	27	29	349
All	799	437	498	456	185	238	2.613

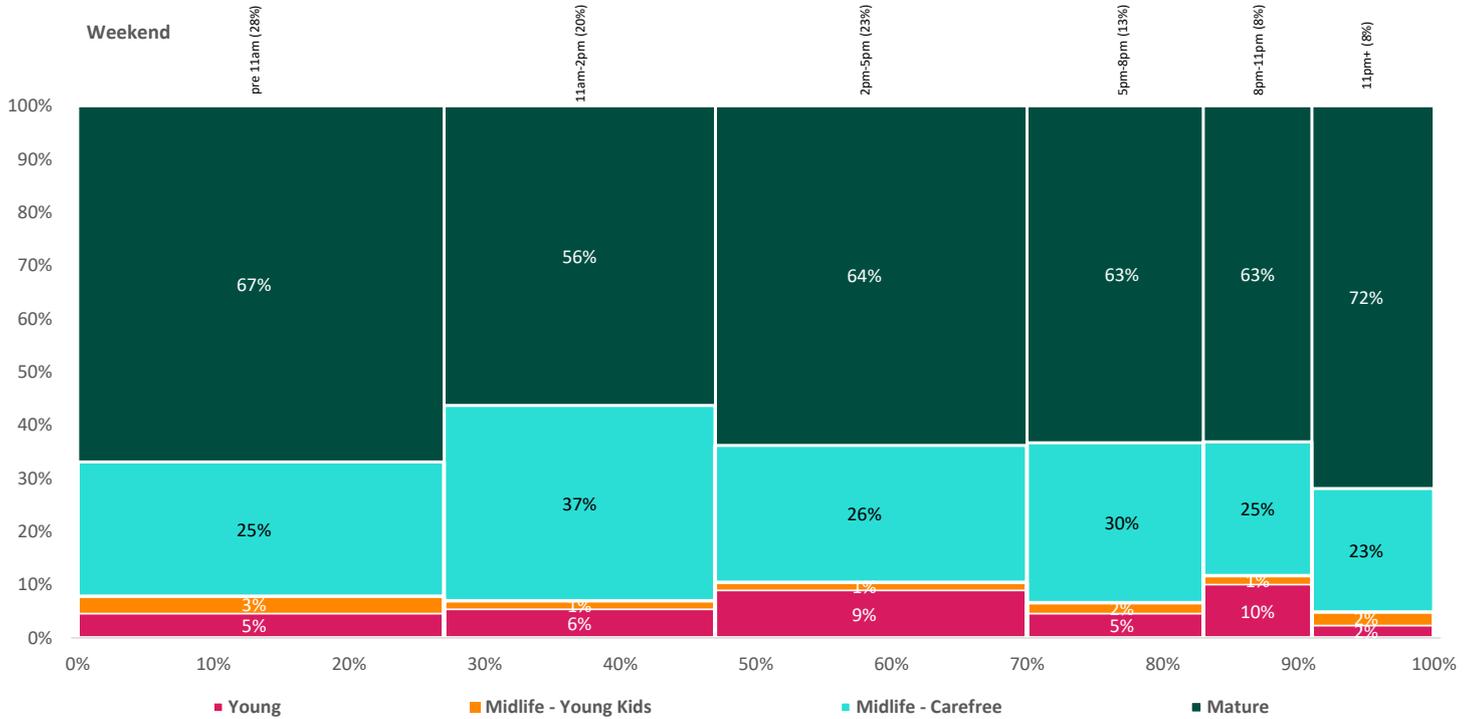## Time of Day by Polaris: Weekend (Saturday and Sunday)

Weekend

Columns: pre 11am (28%), 11am-2pm (20%), 2pm-5pm (23%), 5pm-8pm (13%), 8pm-11pm (8%), 11pm+ (8%)

Mature: 67%, 56%, 64%, 63%, 63%, 72%
Midlife - Carefree: 25%, 37%, 26%, 30%, 25%, 23%
Midlife - Young Kids: 3%, 1%, 1%, 2%, 1%, 2%
Young: 5%, 6%, 9%, 5%, 10%, 2%

Legend: ■ Young   ■ Midlife - Young Kids   ■ Midlife - Carefree   ■ Mature

Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	166	100	134	74	47	52	572
Midlife - Young Kids	63	65	54	35	19	17	253
Midlife - Carefree	8	2	3	2	1	2	18
Mature	12	10	19	6	8	2	56
All	248	177	210	117	75	72	899

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

Polaris Plus Summary - Glen

STAR PUBS

Pub Sites
Catchments

Polaris Plus Segments

Young
- Low
- Medium
- High

Midlife - Young Kids
- Low
- Medium
- High

Midlife - Carefree
- Low
- Medium
- High

Mature
- Low
- Medium
- High

Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

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	0	8	24.209	0	1	89
Medium	3	937	26.260	1	101	85
High	63	175	3.864	46	31	21
Midlife - Young Kids						
Low	0	114	46.390	0	25	306
Medium	0	44	33.270	0	12	280
High	0	0	80	0	0	3
Midlife - Carefree						
Low	77	357	17.206	92	103	149
Medium	47	200	10.361	33	34	53
High	13	593	7.860	14	160	64
Mature						
Low	66	863	30.940	24	76	82
Medium	680	2.199	41.189	218	171	96
High	1.058	2.785	32.055	350	224	77
Not Private Households	0	0	2.703	0	0	81
Total	2.007	8.275	276.387			

CGA Summary - Glen

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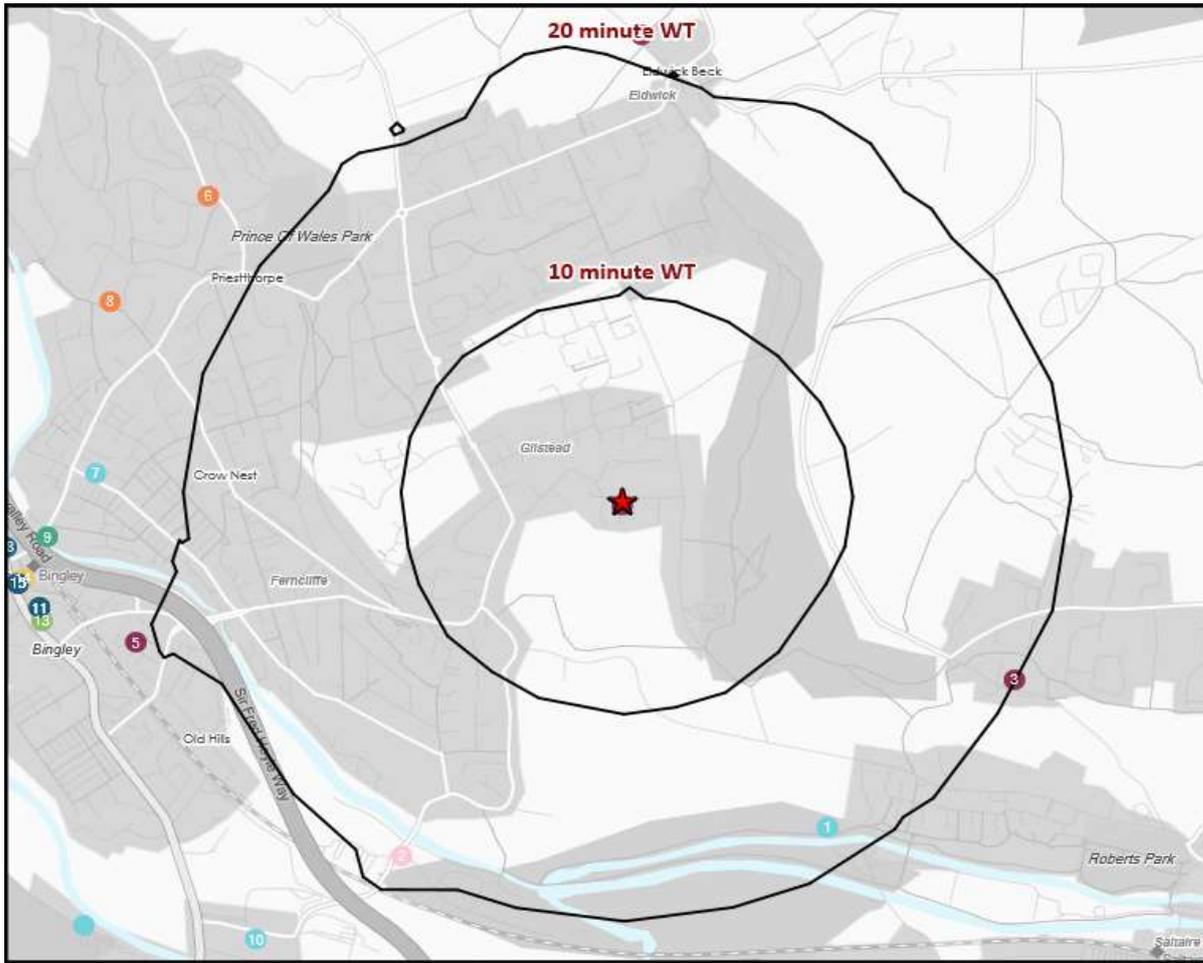
Legend:
- ★ Pub Sites
- Catchment
- ● ABOS
- ● Casual Dining
- ● Circuit Bar
- ● Clubland
- ● Community Pub
- ● Craft Led
- ● Family Pub Dining
- ● GPGF
- ● High Street Pub
- ● Hotel
- ● Large Venue
- ● Night Club
- ● Premium Local
- ● Restaurants
- ● Sports Clubs

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	Glen	BD16 3LN	Star Pubs & Bars	Premium Local	10,1%	92,1%	0,00
1	Bradford Amateur Rowing Club	BD17 5SP	Independent Free	Clubland	0,0%	0,0%	0,68
2	Fishermans	BD16 1TS	Stonegate Pub Company	GPGF	3,5%	84,8%	0,74
3	Old Glen House	BD17 5BN	Star Pubs & Bars	Premium Local	2,7%	82,2%	0,74
4	Acorn	BD16 3AW	Stonegate Pub Company	Premium Local	3,4%	79,6%	0,85
5	Star	BD16 2NL	Admiral Taverns Ltd	Premium Local	5,4%	99,3%	0,87
6	Oakwood Hall Hotel	BD16 4AW	Independent Free	Hotel	1,6%	78,5%	0,90
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9	Station Masters	BD16 4JD	Independent Free	Casual Dining	0,0%	0,0%	0,99
10	Bradford & Bingley Sports & Social Club	BD16 1LT	Independent Free	Clubland	0,0%	0,0%	1,00
11	Three Locks	BD16 2NG	Independent Free	Premium Local	2,9%	97,2%	1,02
11	Chapter 2	BD16 2NG	Independent Free	ABOS	0,0%	0,0%	1,02
13	Myrtle Grove	BD16 1AJ	Wetherspoons GB	Circuit Bar	18,9%	85,3%	1,02
14	Peacock	BD16 2NB	Independent Free	High Street Pub	6,3%	85,5%	1,04
15	Potting Shed	BD16 2HT	Burning Night Group Ltd	ABOS	21,7%	78,7%	1,05
15	Library Tap	BD16 2HT	Amber Taverns	Night Club	19,4%	94,4%	1,05
15	Ninetynine & Main	BD16 2HT	Independent Free	ABOS	0,6%	80,2%	1,05
18	Chip N Ern	BD16 2JA	Independent Free	ABOS	3,5%	91,2%	1,06
19	Reuben's Beer & Gin House	BD16 2HZ	Independent Free	Circuit Bar	0,0%	0,0%	1,08
20	Mercure Hotel	BD16 1TU	Accor Hotels	Hotel	0,0%	0,0%	1,09

* 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

Distance: < 0.25 mile

0.5-0.75 mile

1+ mile

CGA Summary - Glen

- 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+	2.007	8.275	276.387
Number of Competition Pubs	2	4	334
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Circuit Bar	0	5	0,3%	6
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Craft Led	0	11	0,5%	15
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High Street Pub	0	224	11,2%	59
Premium Local	1	635	31,7%	187

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	473	5,7%	69
Circuit Bar	0	176	2,1%	51
Community Pub	0	1.268	15,3%	78
Craft Led	0	168	2,0%	57
Great Pub Great Food	1	2.254	27,2%	150
High Street Pub	0	1.208	14,6%	77
Premium Local	2	2.172	26,2%	155

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	13	18.133	6,6%	79
Circuit Bar	20	12.734	4,6%	110
Community Pub	53	65.748	23,8%	122
Craft Led	0	7.586	2,7%	77
Great Pub Great Food	10	36.632	13,3%	73
High Street Pub	52	62.942	22,8%	121
Premium Local	55	42.342	15,3%	90

STAR PUBS

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: 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 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.

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			