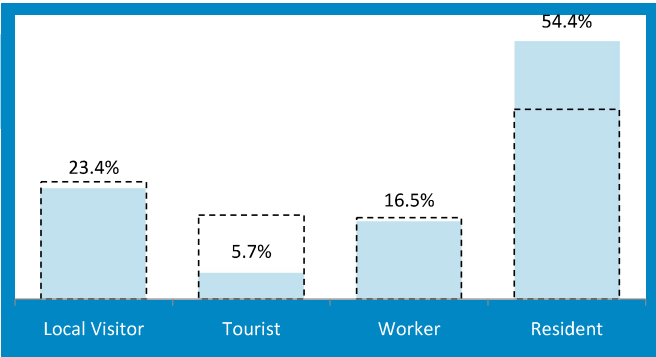
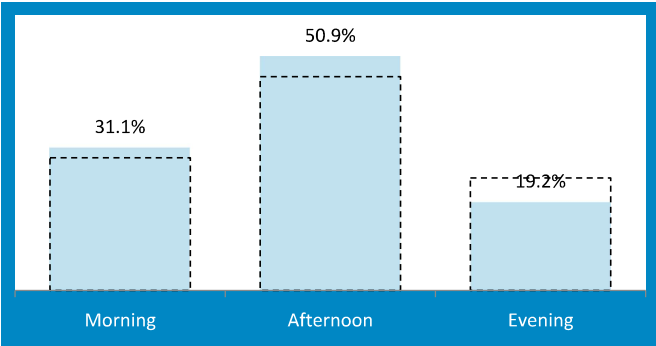
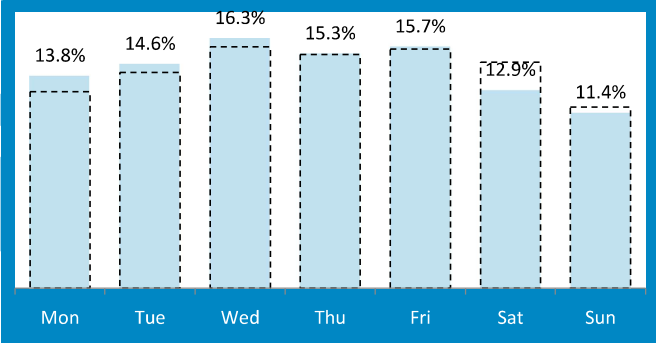


Area Quick Stats

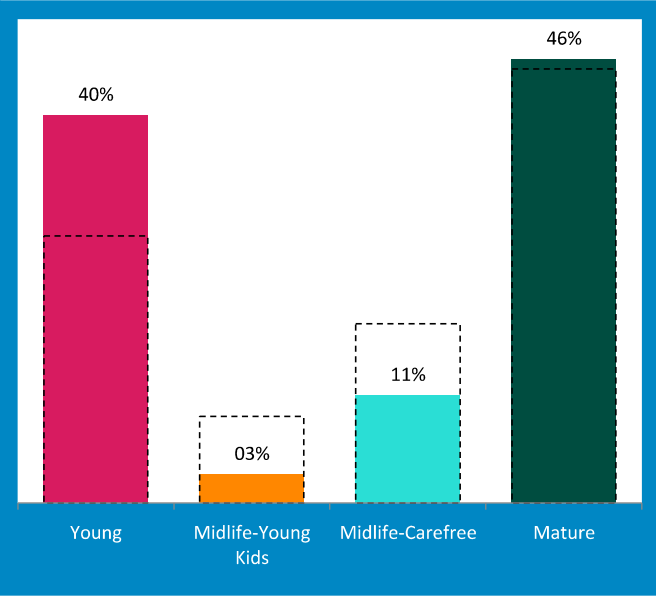
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		5.976	5.344
Adult Pop		5.192	4.529
Affluence	Low	27%	33%
	Medium	17%	38%
	High	55%	27%
Young		53%	28%
Midlife Young Kids		1%	11%
Midlife Carefree		5%	16%
Mature		41%	44%
Competition Count		7	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£15	£30
Average Distance Travelled in miles	12	27



Catchment Summary - Eala Bhan

Over GB Average

Around GB Average

Under GB Average

*WT= Walktime

**DT= Drivetime

Catchment Size (Counts)		Index vs GB Average					
10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**		
Population							
5.976	23.139	939.382	112	118	221		
Adults 18+							
5.192	20.114	773.606	115	123	227		
Competition Pubs							
7	34	1.550	16	33	198		
Adults 18+ per Competition Pub							
742	592	499	108	86	73		
% Adults Likely to Drink							
82,0%	82,0%	80,0%	103	103	100		
Affluence	Low	27,5%	14,9%	44,4%	83	45	134
	Medium	17,3%	17,6%	27,7%	45	46	72
	High	55,2%	67,3%	26,9%	201	245	98
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£23.578	£25.214	£21.502	104	112	95
Age Profile	18-24	402	1.525	97.505	79	77	122
	25-34	1.489	5.894	159.161	184	188	125
	35-44	918	3.655	133.501	114	117	105
	45-64	1.381	5.144	226.772	92	89	96
	65+	1.002	3.896	156.667	87	87	87

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Polaris Plus Segments

Pub Sites

Catchment

Young

Low

Medium

High

Midlife - Young Kids

Low

Medium

High

Midlife - Carefree

Low

Medium

High

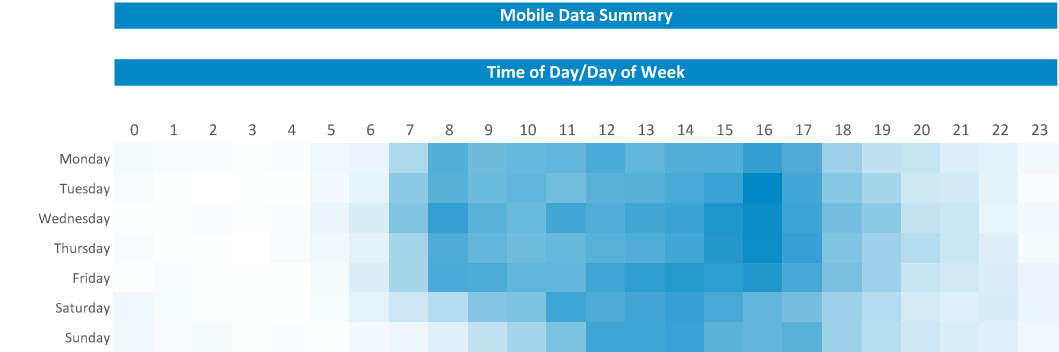
Mature

Low

Medium

High

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	2.747	11.876	228.260	190	212	106
Midlife - Young Kids	38	224	19.293	7	10	23
Midlife - Carefree	269	672	59.755	33	21	49
Mature	2.138	7.317	458.136	93	82	134
Not Private Households	0	25	8.162	0	1.027	8.720
Total	5.192	20.114	773.606			



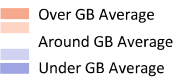
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Per Pub - Eala Bhan

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

WT= Walktime, DT= Drivetime

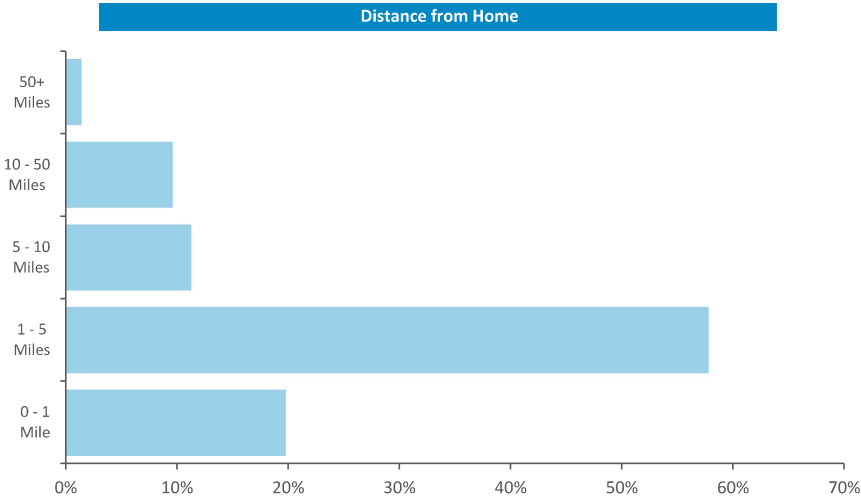
Adults 18+	5.192	20.114	773.606
Number of Competition Pubs	7	34	1.550
Adults 18+ per Competition Pub	742	592	499



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	316	6,1%	78
Family Pub Dining	0	393	7,6%	83
Great Pub Great Food	0	941	18,1%	108
Leisure	2	499	9,6%	96
Mainstream	1	632	12,2%	87
Premium	3	812	15,6%	109
Restaurant	0	1.310	25,2%	110
Super Premium	1	287	5,5%	141

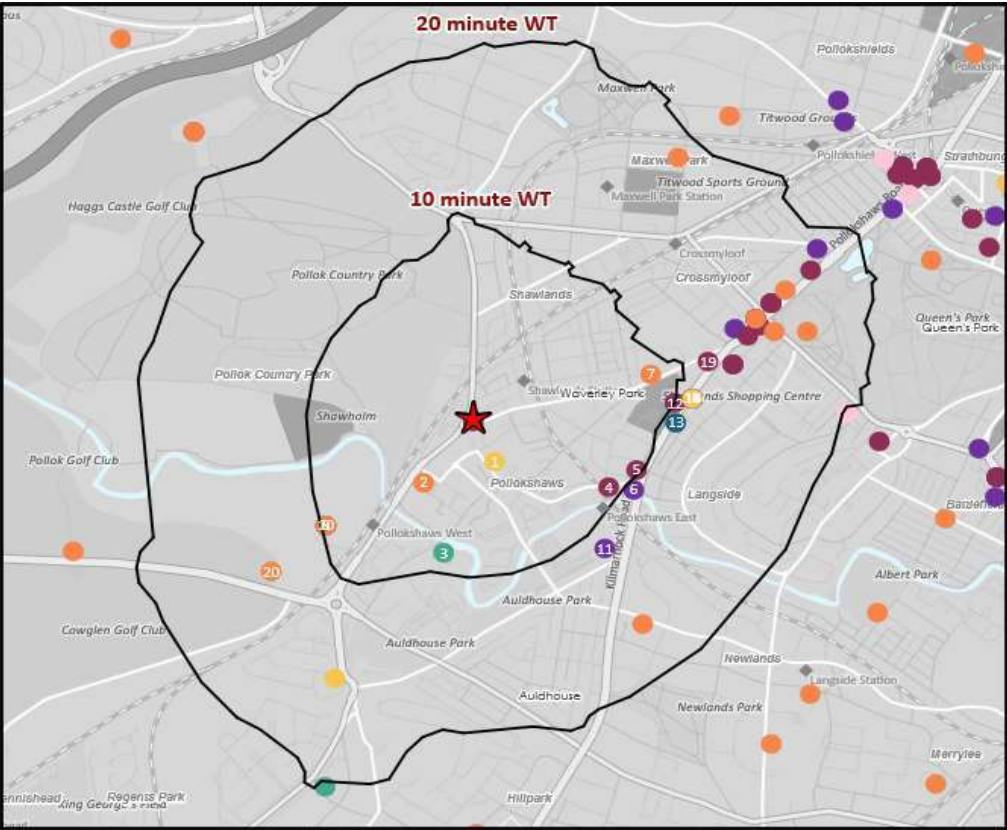
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	942	4,7%	60
Family Pub Dining	0	1.287	6,4%	70
Great Pub Great Food	0	3.861	19,2%	115
Leisure	6	1.904	9,5%	94
Mainstream	3	2.193	10,9%	78
Premium	12	3.308	16,5%	115
Restaurant	10	5.314	26,4%	115
Super Premium	2	1.278	6,4%	162

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	241	63.709	8,2%	105
Family Pub Dining	81	73.654	9,5%	105
Great Pub Great Food	82	124.619	16,1%	96
Leisure	273	75.707	9,8%	97
Mainstream	224	115.202	14,9%	107
Premium	148	110.305	14,3%	100
Restaurant	446	172.983	22,4%	97
Super Premium	55	28.981	3,8%	95



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Competition - Eala Bhan



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
13	Millwood	G 41 3YT	Admiral Taverns Ltd	Super Premium	21,4%	0,46
11	Loks Bar And Kitchen	G 43 2XU	Independent Free	Restaurant	19,9%	0,43
19	Granary	G 41 3NH	Mitchells & Butlers	Premium	15,2%	0,55
18	Himalyan Dine	G 41 3YR	Independent Free	Restaurant	9,3%	0,50
4	Quaich Bar	G 43 1UF	Greene King	Premium	8,6%	0,34
0	Eala Bhan	G 43 1RF	Star Pubs & Bars	Premium	5,8%	0,00
16	G41 Bar	G 41 3YR	Admiral Taverns Ltd	Premium	5,3%	0,50
17	Salt and Chilli Oriental	G 41 3YR	Independent Free	Restaurant	4,7%	0,50
6	Dapper Mongoose	G 43 1TT	Independent Free	Restaurant	4,2%	0,40
5	Kilmurry and Co	G 43 1TY	Independent Free	Premium	4,1%	0,39
2	Pollokshaws Burgh Hall	G 43 1NE	Independent Free	Leisure	0,7%	0,19
8	Pollok Cricket Club	G 43 1AT	Independent Free	Leisure	0,7%	0,42
3	Shawsbank Social Club	G 43 1QQ	Independent Free	Classic	0,1%	0,32
1	Old Stag Inn	G 43 1SN	Independent Free	Mainstream	0,0%	0,11
7	Shawland Bowling Club	G 41 3QP	Independent Free	Leisure	0,0%	0,42
9	Burrell Museum	G 43 1AT	Independent Free	Restaurant	0,0%	0,42
10	Pollokshaws Bowl Club	G 43 1AT	Independent Free	Leisure	0,0%	0,42
12	Phillies Of Shawlands	G 41 3NN	Independent Free	Premium	0,0%	0,46
14	James Tassie	G 41 3YR	Stonegate Pub Company	Mainstream	0,0%	0,50
15	Oro	G 41 3YR	Independent Free	Restaurant	0,0%	0,50
20	Pollok Golf Club	G 43 1BG	Independent Free	Leisure	0,0%	0,58

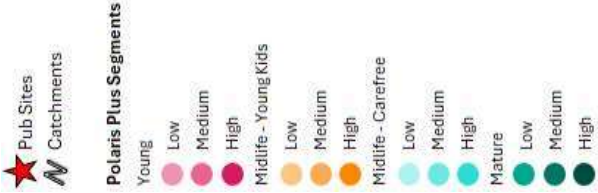
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - Eala Bhan

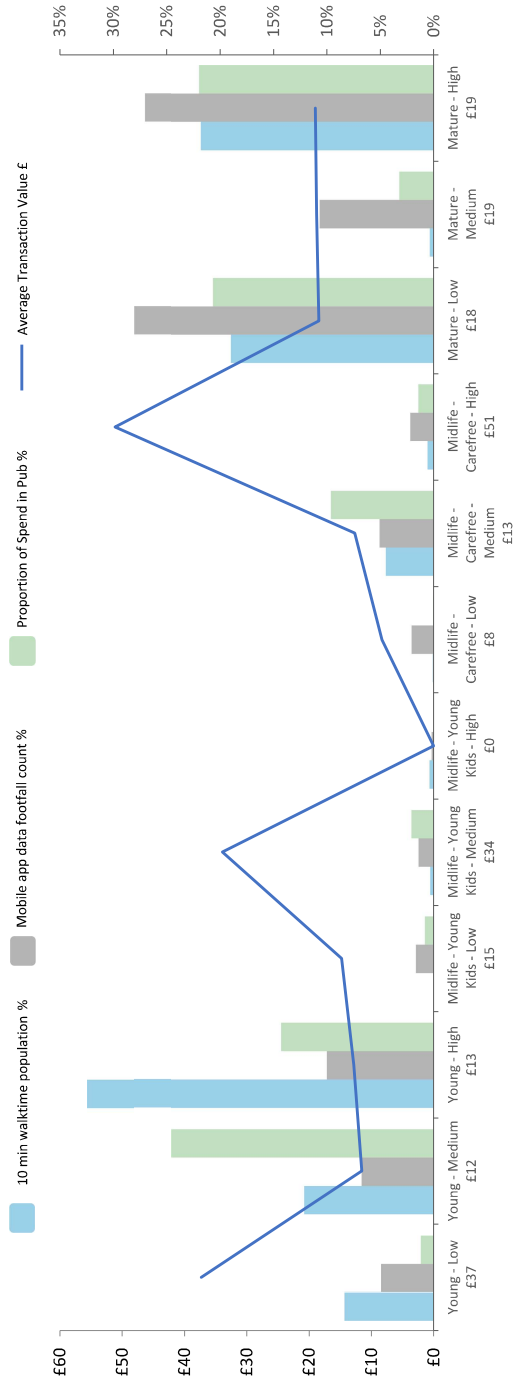


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
48437	Eala Bhan	G 43 1RF	Star Pubs & Bars	Premium	2



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Eala Bhan



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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**

*WT= Walktime, **DT= Drivetime

Population		5,976	23,139	939,382	112	118	221
Adults 18+		5,192	20,114	773,606	115	123	227
Competition Pubs		7	34	1,550	16	33	198
Adults 18+ per Competition Pub		742	592	499	108	86	73
% Adults Likely to Drink		82,0%	82,0%	80,0%	103	103	100

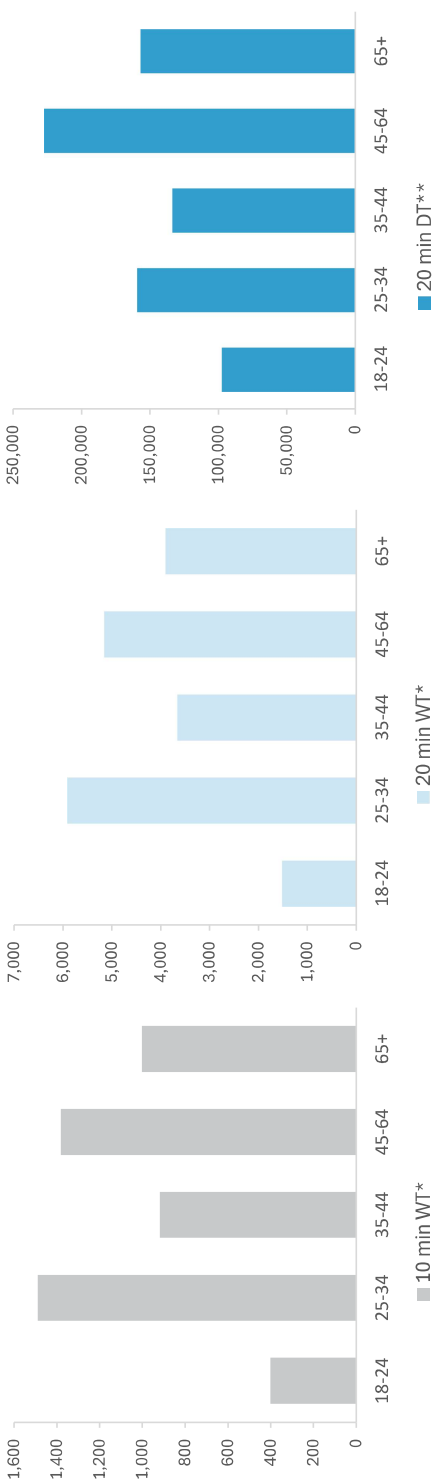
Population & Adults 18+ index is based on all pubs

Affluence	Low	27,5%	14,9%	44,4%	83	45	134
	Medium	17,3%	17,6%	27,7%	45	46	72
	High	55,2%	67,3%	26,9%	201	245	98

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)		£23,578	£25,214	£21,502	104	112	95
----------------------------------	--	---------	---------	---------	-----	-----	----

Age Profile	18-24	402	1,525	97,505	79	77	122
	25-34	1,489	5,894	159,161	184	188	125
	35-44	918	3,655	133,501	114	117	105
	45-64	1,381	5,144	226,772	92	89	96
	65+	1,002	3,896	156,667	87	87	87



Gender	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	3,023 (51%)	11,502 (50%)	459,182 (49%)	103	101	100
	Female	2,953 (49%)	11,637 (50%)	480,200 (51%)	97	99	100

Economic Status (16+)	Employed: Full-time	2,069 (39%)	8,509 (42%)	270,084 (34%)	115	123	100
	Employed: Part-time	505 (10%)	1,910 (9%)	83,513 (11%)	80	78	88
	Self employed	370 (7%)	1,588 (8%)	45,935 (6%)	76	84	63
	Unemployed	125 (2%)	433 (2%)	18,621 (2%)	86	77	85
	Full-time student	265 (5%)	1,008 (5%)	51,571 (7%)	201	198	261
	Retired	894 (17%)	3,412 (17%)	136,215 (17%)	78	77	79
Other		1,047 (20%)	3,571 (17%)	186,811 (24%)	112	98	132

Total Worker Count		2,079	6,175	426,089			
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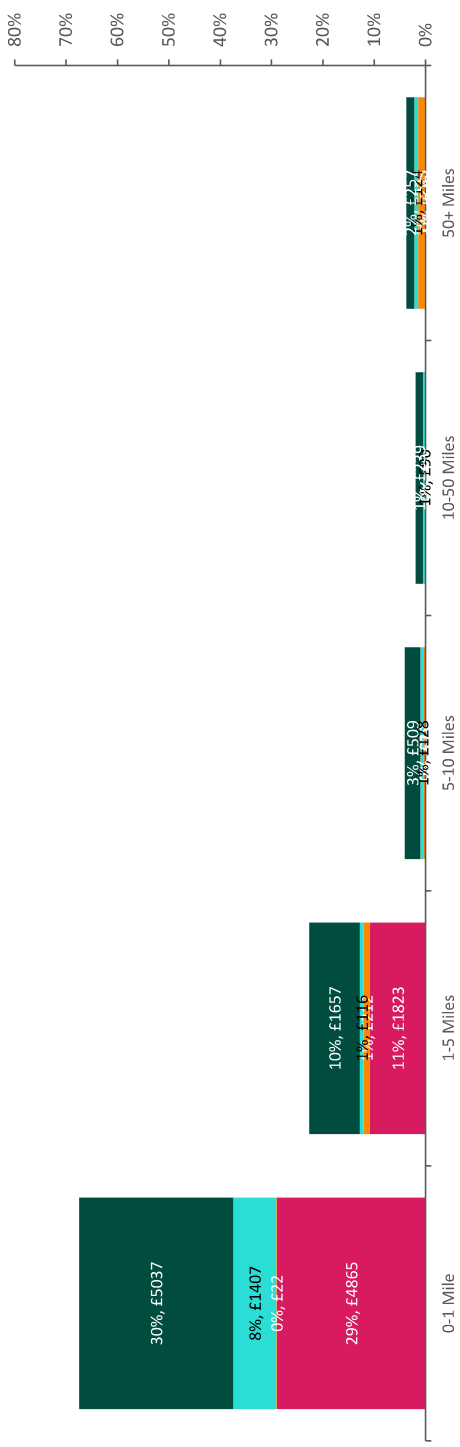
See the Glossary page for further information on the above variables

Transactional Data Summary - Eala Bhan



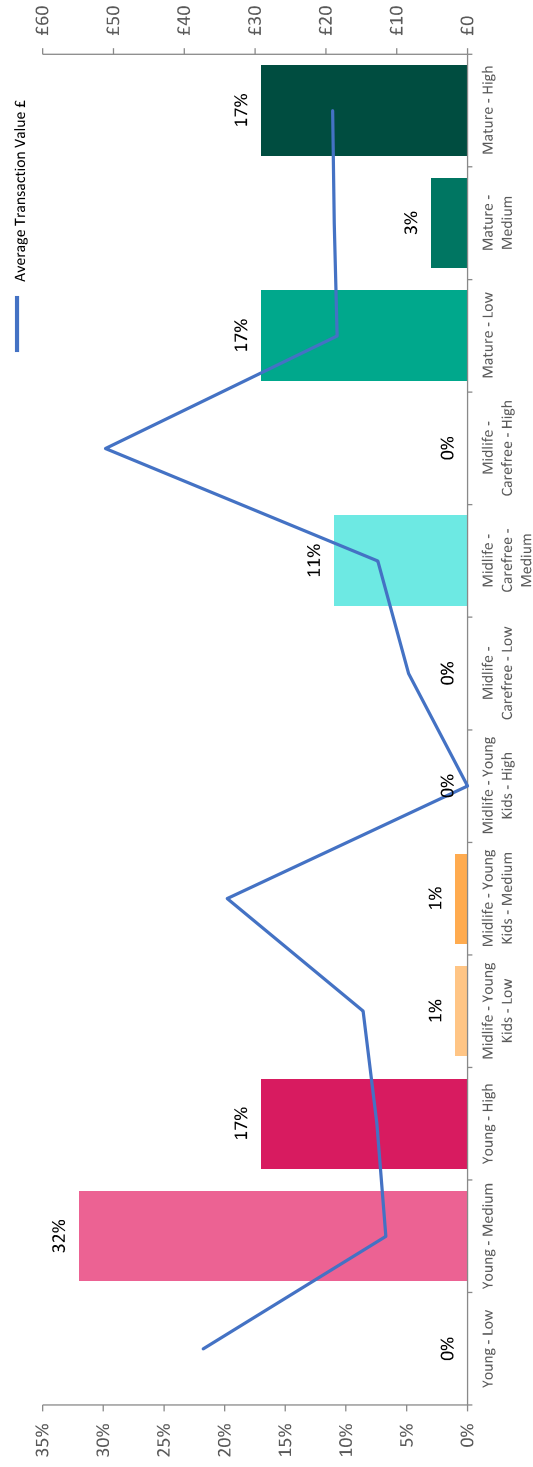
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Spend by Polaris and Distance from Home



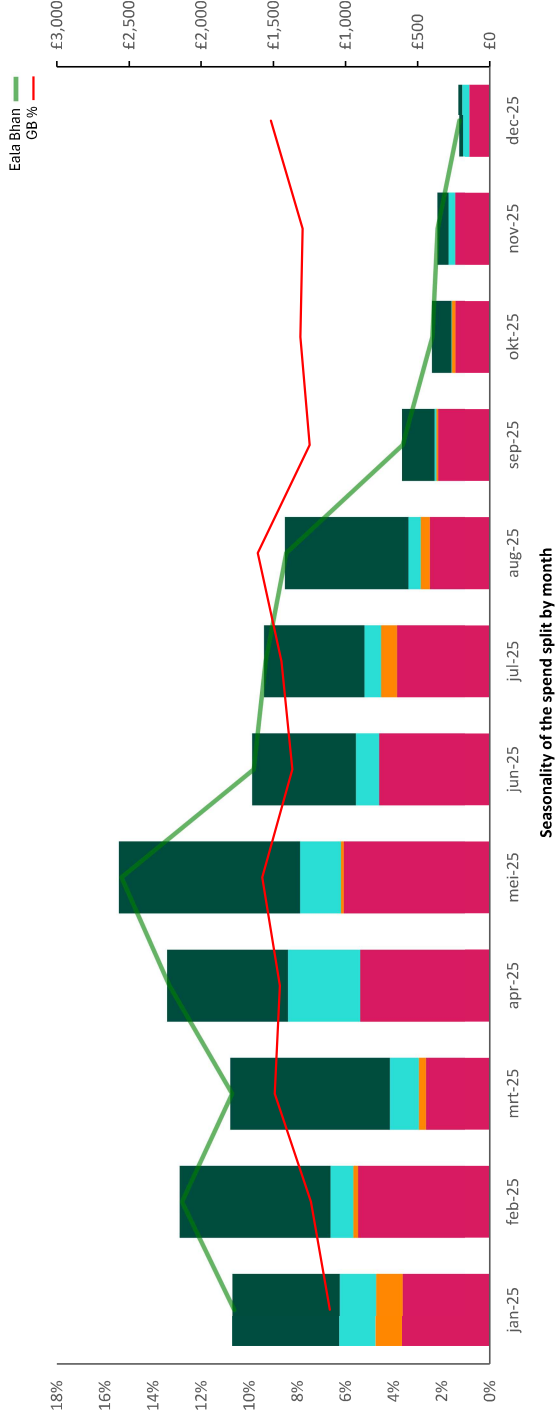
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



Average Transaction Value of sales (£) within the pub split by Polaris Plus

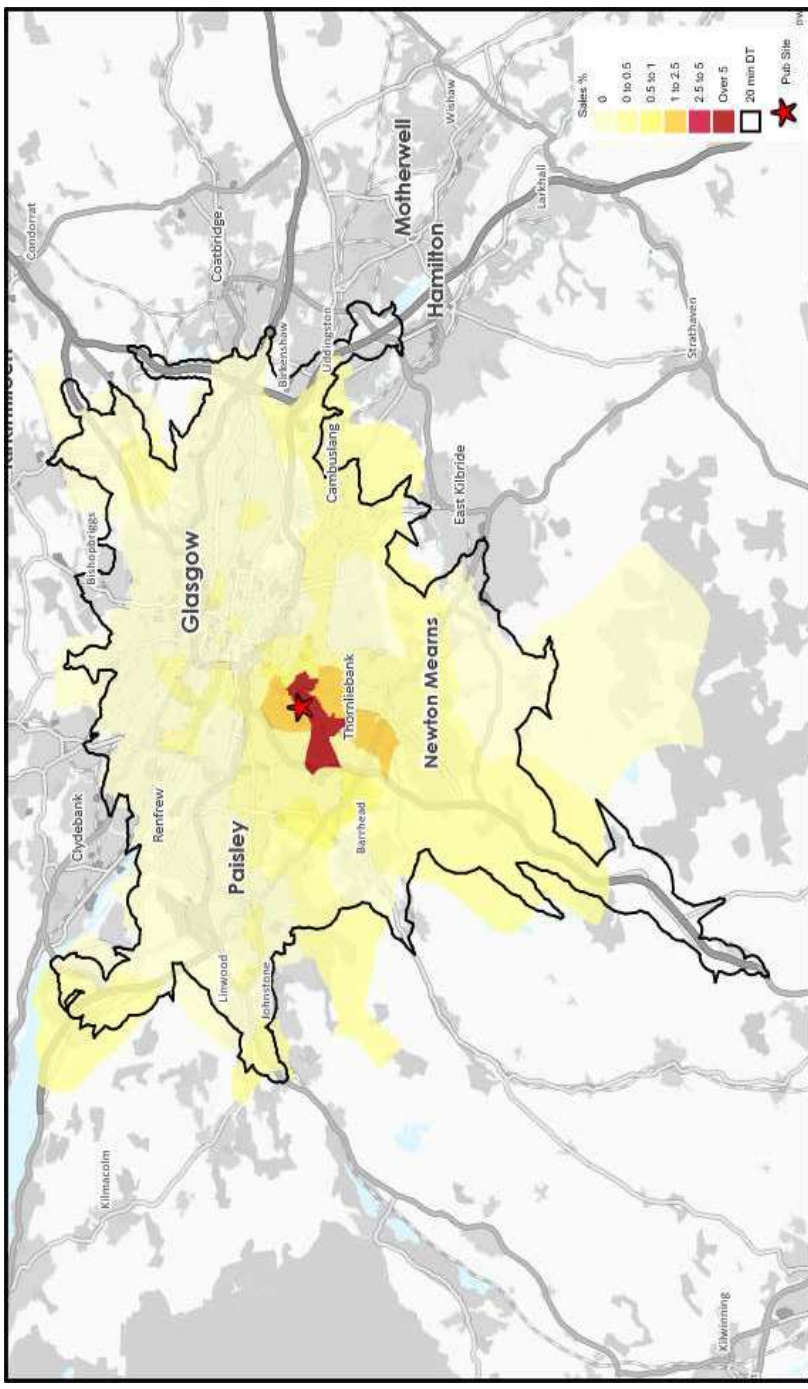
Spend by Month and Polaris



Seasonality of the spend split by month

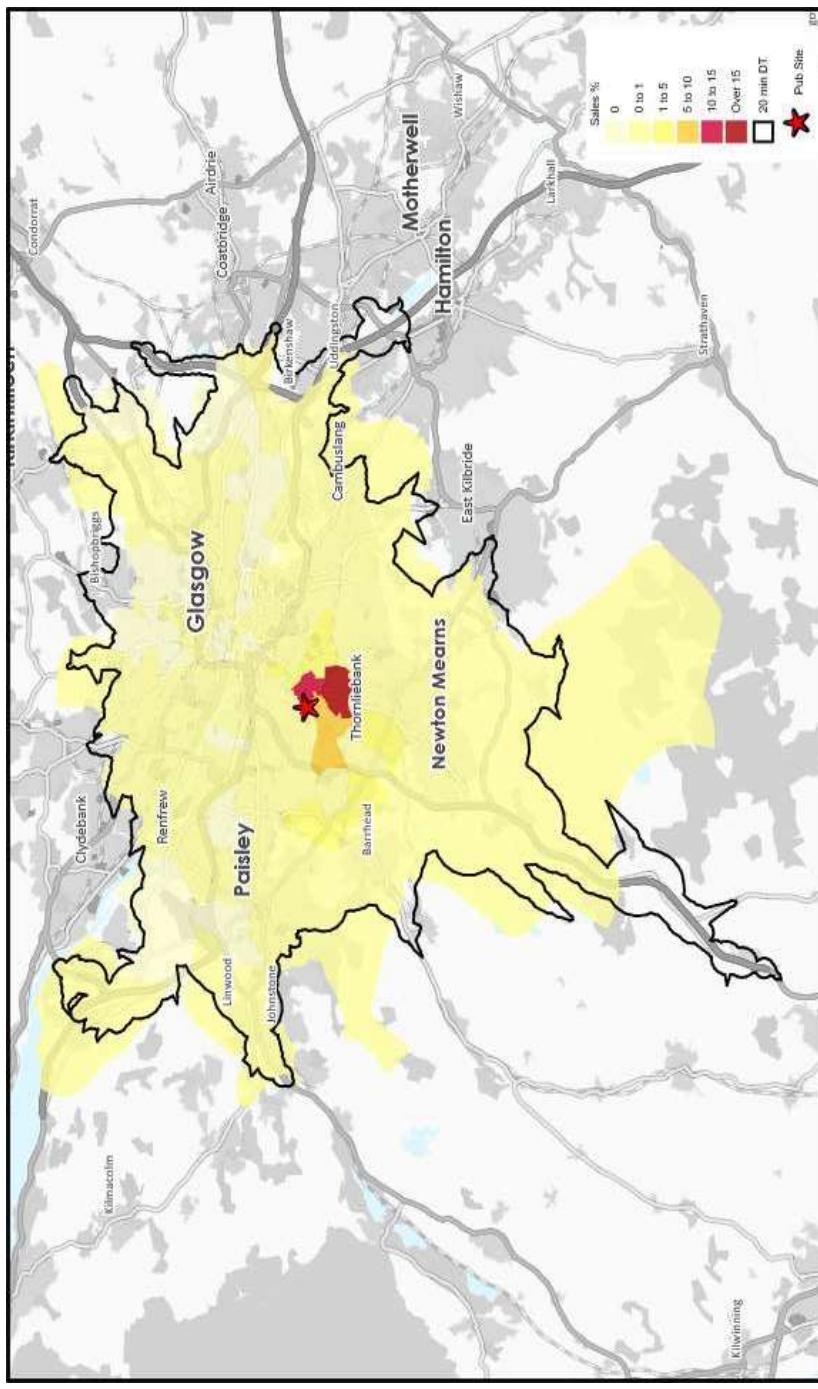
Transactional Data Maps - Eala Bhan

Eala Bhan 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 Eala Bhan



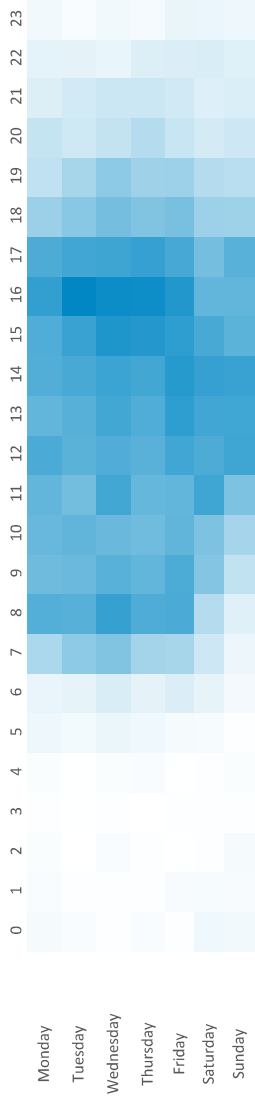
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Mobile Data Summary - Eala Bhan



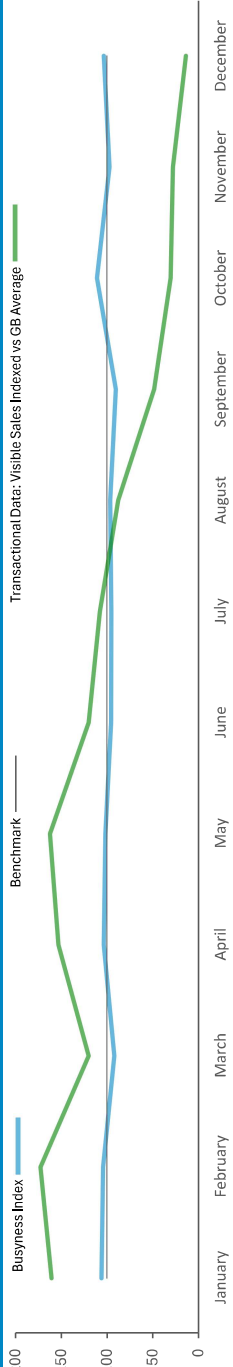
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Time of Day/Day of Week

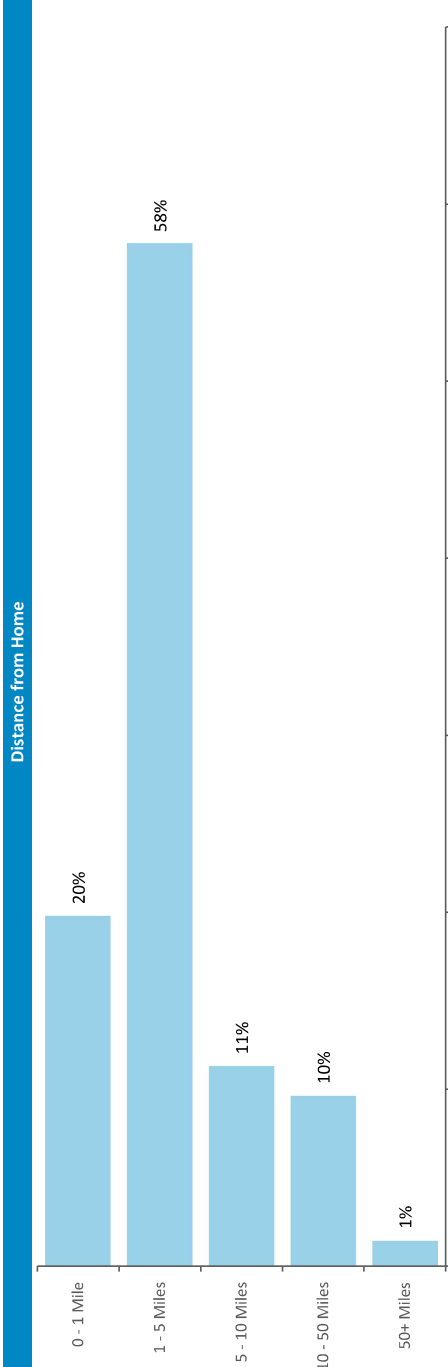


Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month

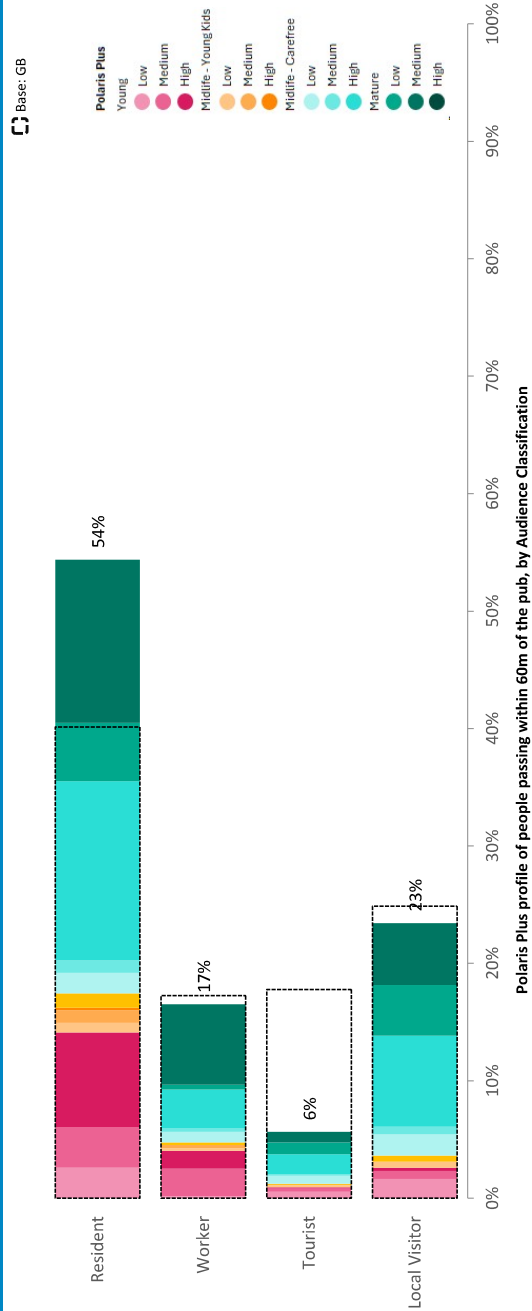


Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average



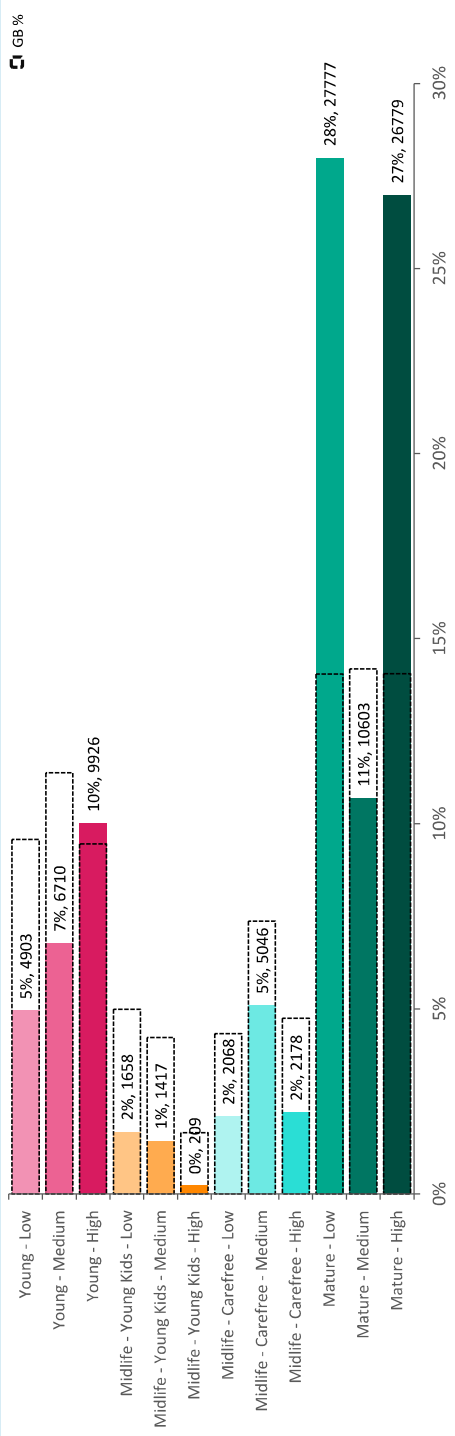
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Audience Classification by Polaris Plus



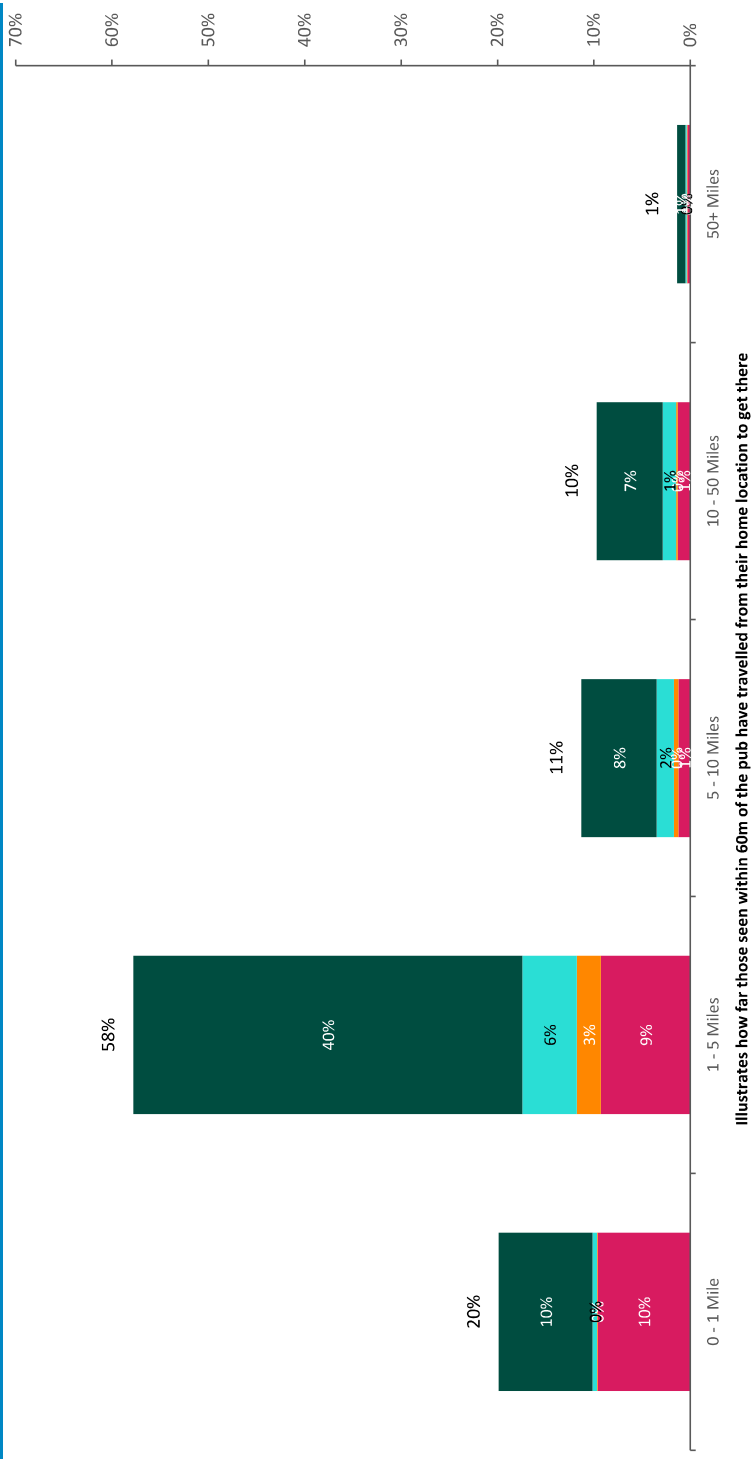
Mobile Data Summary - Eala Bhan

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



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



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



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

Polaris Plus Summary - Eala Bhan



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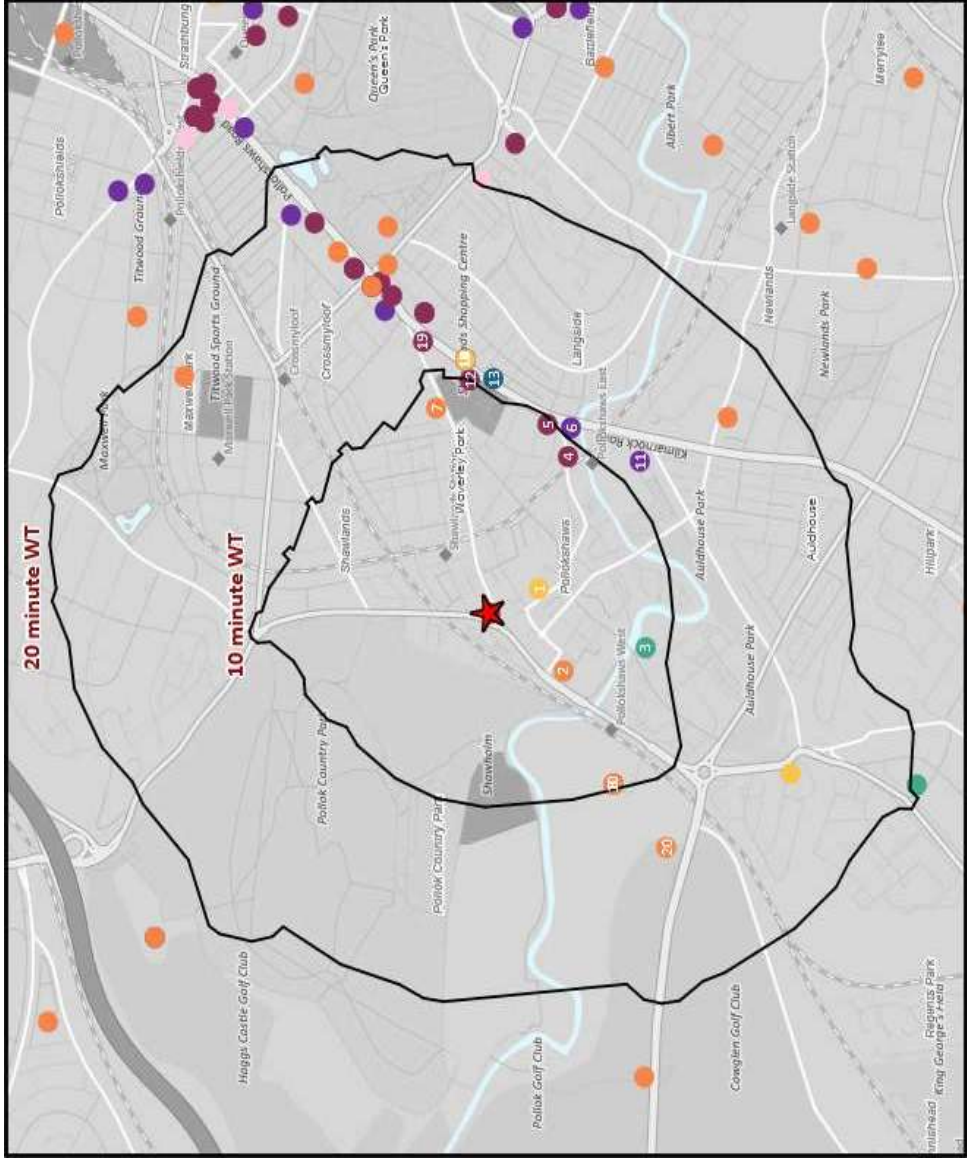


Polaris Plus Profile by Catchment

*WT= Walktime, **D|= Drivetime

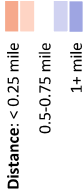
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	434	507	41.188	85	26	54
Medium	630	2.780	101.312	110	126	119
High	1.683	8.589	85.760	485	639	166
Midlife - Young Kids						
Low	0	0	10.762	0	0	25
Medium	17	203	8.186	7	23	24
High	21	21	345	35	9	4
Midlife - Carefree						
Low	5	20	16.181	2	2	49
Medium	233	518	32.063	63	36	58
High	31	134	11.511	13	15	33
Mature						
Low	986	2.476	275.648	141	91	264
Medium	20	41	72.307	2	1	60
High	1.132	4.800	110.181	145	158	95
Not Private Households						
	0	25	8.162	0	12	99
Total	5.192	20.114	773.606			

CGA Summary - Eala Bhan



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	Eala Bhan	G 43 1RF	Star Pubs & Bars	Premium	5.8%	92.8%	0.00
1	Old Stag Inn	G 43 1SN	Independent Free	Mainstream	0.0%	0.0%	0.11
2	Pollokshaws Burgh Hall	G 43 1NE	Independent Free	Leisure	0.7%	80.3%	0.19
3	Shawsbank Social Club	G 43 1QQ	Independent Free	Classic	0.1%	76.1%	0.32
4	Quaich Bar	G 43 1UF	Greene King	Premium	8.6%	90.8%	0.34
5	Kilmurry and Co	G 43 1TY	Independent Free	Premium	4.1%	77.2%	0.39
6	Dapper Mongoose	G 43 1TT	Independent Free	Restaurant	4.2%	77.5%	0.40
7	Shawland Bowling Club	G 41 3QP	Independent Free	Leisure	0.0%	0.0%	0.42
8	Pollok Cricket Club	G 43 1AT	Independent Free	Leisure	0.7%	79.7%	0.42
9	Burrell Museum	G 43 1AT	Independent Free	Restaurant	0.0%	0.0%	0.42
10	Pollokshaws Bowl Club	G 43 1AT	Independent Free	Leisure	0.0%	0.0%	0.42
11	Loks Bar And Kitchen	G 43 2XU	Independent Free	Restaurant	19.9%	82.4%	0.43
12	Phillies Of Shawlands	G 41 3NN	Independent Free	Premium	0.0%	0.0%	0.46
13	Millwood	G 41 3YT	Admiral Taverns Ltd	Super Premium	21.4%	83.3%	0.46
14	James Tassie	G 41 3YR	Stonegate Pub Company	Mainstream	0.0%	0.0%	0.50
15	Oro	G 41 3YR	Independent Free	Restaurant	0.0%	0.0%	0.50
16	G41 Bar	G 41 3YR	Admiral Taverns Ltd	Premium	5.3%	83.6%	0.50
17	Salt and Chilli Oriental	G 41 3YR	Independent Free	Restaurant	4.7%	82.7%	0.50
18	Himalyan Dine	G 41 3YR	Independent Free	Restaurant	9.3%	67.6%	0.50
19	Granary	G 41 3NH	Mitchells & Butlers	Premium	15.2%	84.7%	0.55
20	Pollok Golf Club	G 43 1BG	Independent Free	Leisure	0.0%	0.0%	0.58



* 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 - Eala Bhan

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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+
Number of Competition Pubs
Adults 18+ per Competition Pub

5.192
7
742

20.114
34
592

773.606
1.550
499

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	316	6,1%	78
Family Pub Dining	0	393	7,6%	83
Great Pub Great Food	0	941	18,1%	108
Leisure	2	499	9,6%	96
Mainstream	1	632	12,2%	87
Premium	3	812	15,6%	109
Restaurant	0	1.310	25,2%	110
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20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Great Pub Great Food	0	3.861	19,2%	115
Leisure	6	1.904	9,5%	94
Mainstream	3	2.193	10,9%	78
Premium	12	3.308	16,5%	115
Restaurant	10	5.314	26,4%	115
Super Premium	2	1.278	6,4%	162

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	241	63.709	8,2%	105
Family Pub Dining	81	73.654	9,5%	105
Great Pub Great Food	82	124.619	16,1%	96
Leisure	273	75.707	9,8%	97
Mainstream	224	115.202	14,9%	107
Premium	148	110.305	14,3%	100
Restaurant	446	172.983	22,4%	97
Super Premium	55	28.981	3,8%	95

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 Counts of residents by Age band 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. 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 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 Index value is ≥ 120 Index value is ≥ 105 and < 120 Index value is ≥ 95 and < 105 Index value is ≥ 80 and < 95 Index value is < 80												
Age Profile													
Net Disposable Income													
Economic Status (16+)													
Index vs GB Average													
Over GB Average													
Around GB Average													
Under GB Average													
Polaris Segmentation													
Polaris is Heineken's unique customer segmentation, which is based on Lifestyle, Energy Levels and Demand.													
Consumer Insight	<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></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"
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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.													