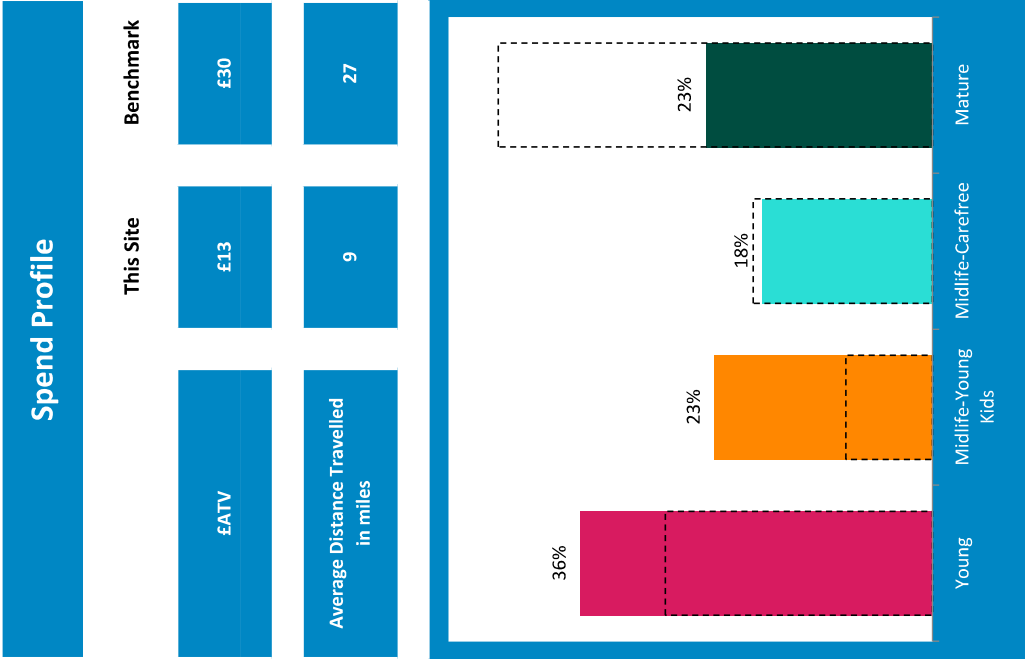
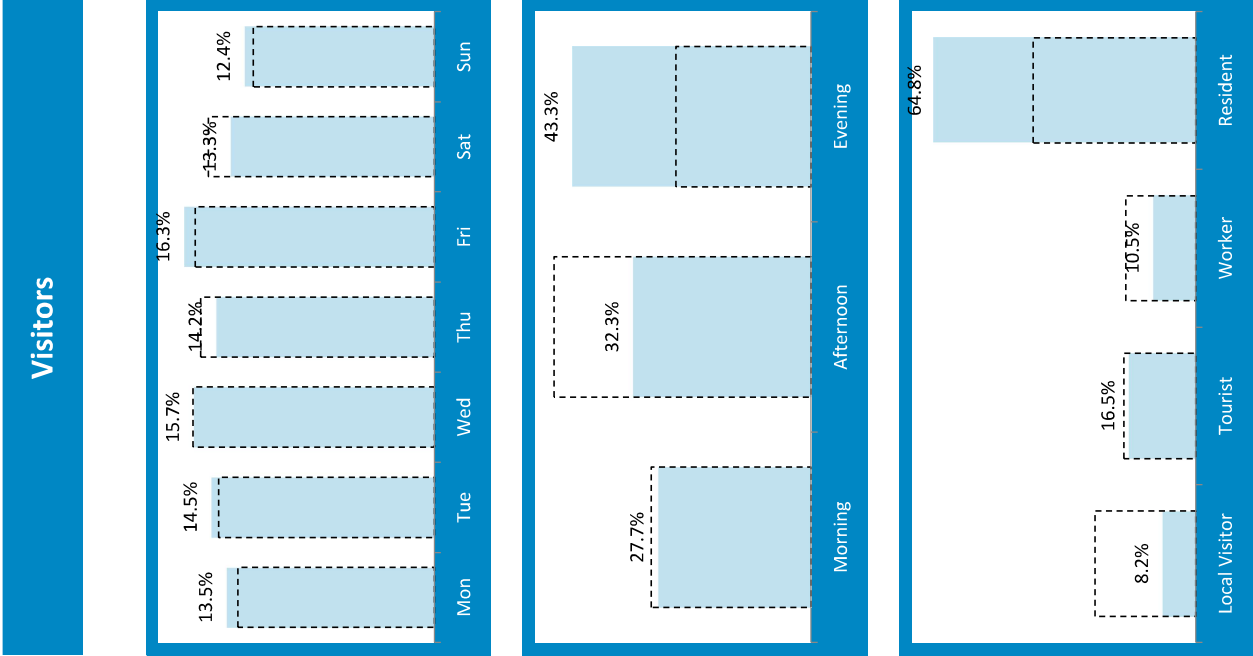
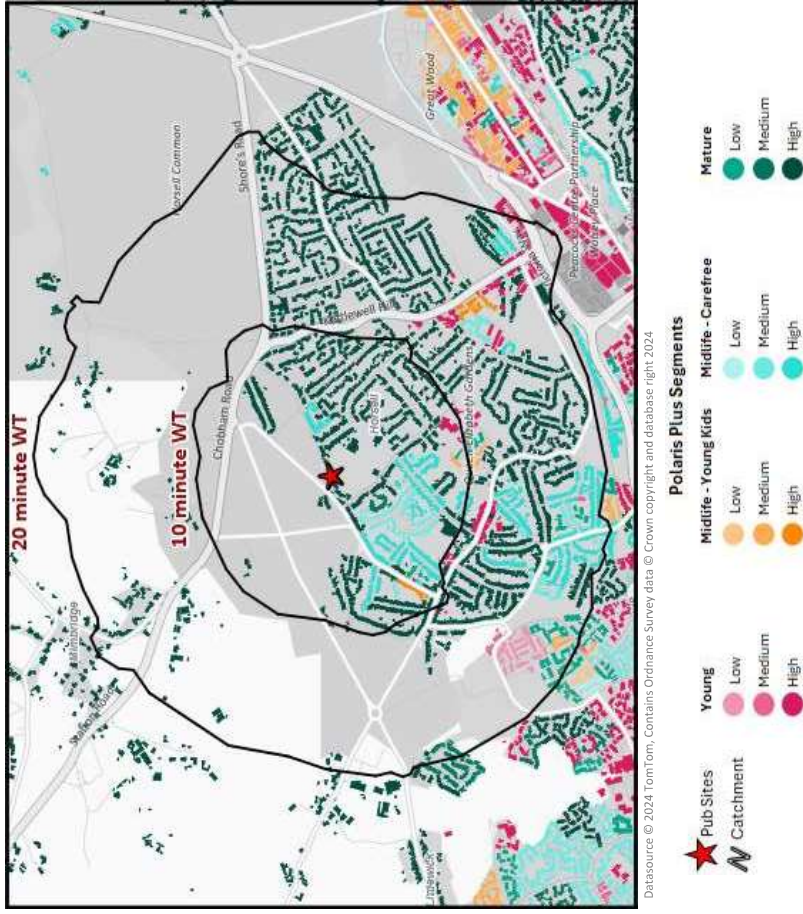


Area Quick Stats			
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		2,545	5,344
Adult Pop		1,958	4,529
Affluence	Low	0%	33%
	Medium	11%	38%
	High	84%	27%
Young		1%	28%
Midlife Young Kids		3%	11%
Midlife Carefree		39%	16%
Mature		53%	44%
Competition Count		2	43



Catchment Summary - Plough Inn



Over GB Average

Around GB Average

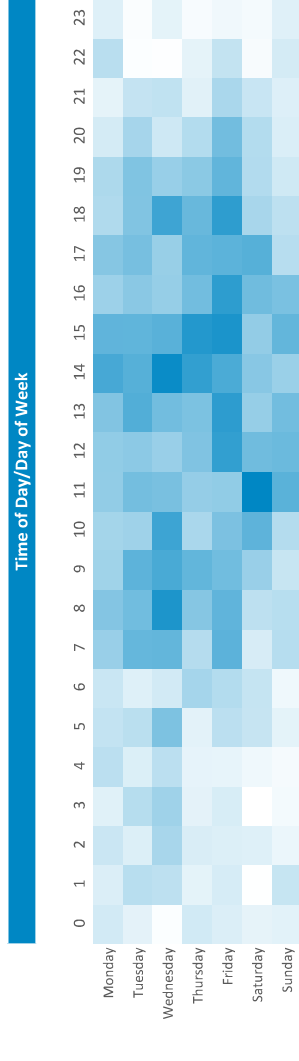
Under GB Average

*WT= Walktime

**DT= Drivetime

Population		Index vs GB Average			
		10 min WT*	20 min WT*	20 min DT**	
		48	53	71	
Pop. & Adl. 18+ Index based on all pubs					
Adults 18+		43	48	70	
Competition Pubs		5	11	47	
Adults 18+ per Competition Pub		143	104	94	
% Adults Likely to Drink		101	103	101	
Affluence		0	40	21	
Low		30	23	90	
Medium		305	276	205	
High					
*Affluence does not include Not Private Households					
Mean Net Disposable income (£pa)		162	136	120	
Age Profile		65	69	81	
18-24		44	62	91	
25-34		95	108	105	
35-44		125	113	107	
45-64		110	97	97	
65+					

Mobile Data Summary



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Per Pub - Plough Inn

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

1.958
2
979

7.852
11
714

239,552
371
646

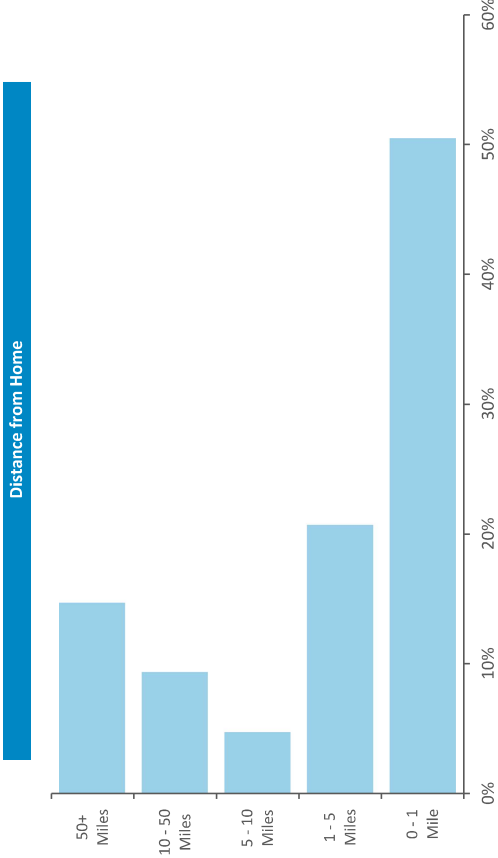
10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	43	2,2%	28
Family Pub Dining	0	100	5,1%	56
Great Pub Great Food	0	454	23,2%	139
Leisure	0	209	10,7%	106
Mainstream	0	163	8,3%	60
Premium	0	289	14,8%	103
Restaurant	1	484	24,7%	107
Super Premium	1	118	6,0%	153

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	293	3,7%	48
Family Pub Dining	0	496	6,3%	69
Great Pub Great Food	3	1.730	22,0%	132
Leisure	3	837	10,7%	106
Mainstream	0	776	9,9%	71
Premium	0	1.167	14,9%	104
Restaurant	2	1.945	24,8%	108
Super Premium	3	446	5,7%	144

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	8.803	3,7%	47
Family Pub Dining	11	16.046	6,7%	74
Great Pub Great Food	64	49.184	20,5%	123
Leisure	93	25.118	10,5%	104
Mainstream	12	25.185	10,5%	75
Premium	43	37.309	15,6%	109
Restaurant	77	58.902	24,6%	107
Super Premium	71	13.308	5,6%	141

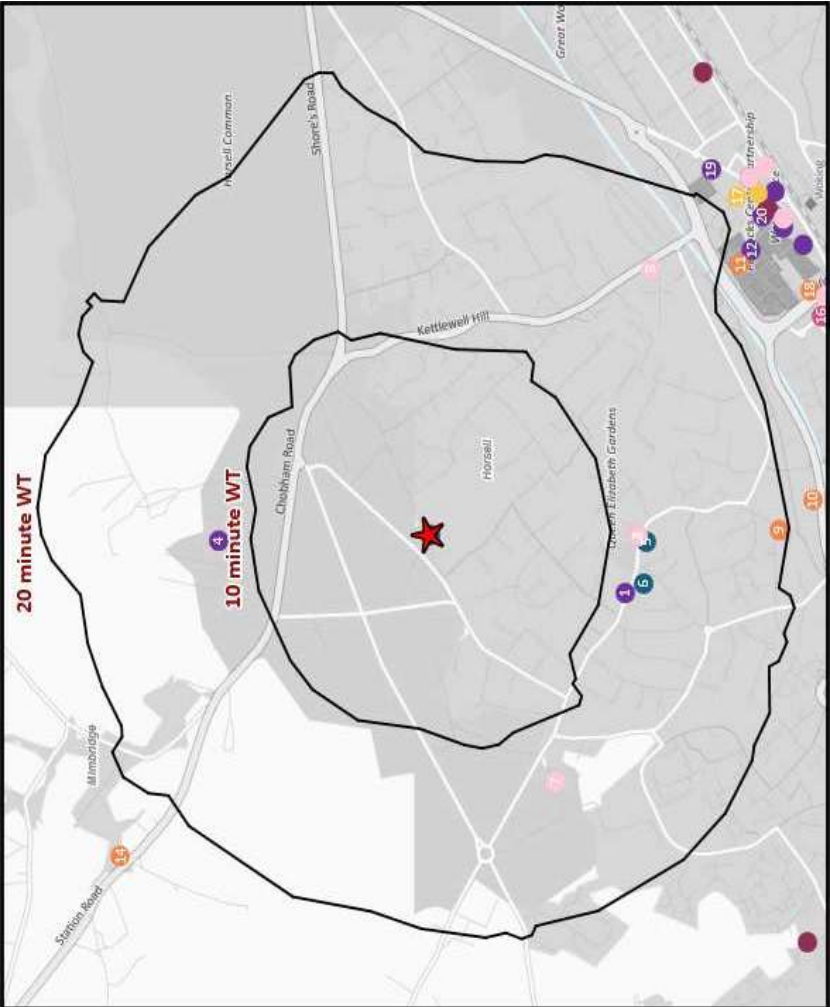
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average



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Competition - Plough Inn



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
3	Horsell Bowling Club	GU21 4SS	Independent Free	Leisure	22.5%	0.43
7	Cricketers	GU21 4XB	Barons Pub Company	Great Pub Gre.	21.3%	0.55
4	Heather Farm Cafe	GU21 4XY	Barons Pub Company	Restaurant	14.4%	0.44
14	Chobham Football Club	GU24 8AZ	Independent Free	Leisure	10.1%	0.91
11	New Victoria Theatre	GU21 6GQ	Ambassador Theatre Group L	Leisure	6.5%	0.84
17	Onells	GU21 6HR	Mitchells & Butlers	Mainstream	4.3%	0.93
15	Pizza Express	GU21 6U	Pizza Express Restaurants Ltd	Restaurant	4.2%	0.92
8	Wheatshaf	GU21 4AL	Mitchells & Butlers	Great Pub Gre.	3.9%	0.70
18	Woking Superbowl	GU21 6BU	American Amusements Ltd	Leisure	3.9%	0.93
5	Crown Inn	GU21 4ST	Star Pubs & Bars	Super Premium	3.0%	0.45
12	Mokka	GU21 6GA	Independent Free	Restaurant	2.7%	0.88
6	Ahmic Class	GU21 4SU	Independent Free	Super Premium	0.8%	0.45
16	Premier Inn	GU21 6HT	Whitbread Hotels	Family Pub Dir	0.7%	0.92
0	Plough Inn	GU21 4L	Star Pubs & Bars	Super Premium	0.6%	0.00
19	Bulgogi Korean Restaurant	GU21 5BG	Independent Free	Restaurant	0.5%	0.93
13	Premier Inn	GU21 6NL	Whitbread Hotels	Family Pub Dir	0.4%	0.89
1	Beijing	GU21 4SY	Independent Free	Restaurant	0.3%	0.42
2	Red Lion	GU21 4SS	Pearmain Pubs	Great Pub Gre.	0.1%	0.43
10	Woking Horsell Cricket	GU21 4NQ	Independent Free	Leisure	0.0%	0.80
9	Woking Squash Rackets Club	GU21 4NR	Independent Free	Leisure	0.0%	0.73
20	Street Burger	GU21 6HN	Gordon Ramsay Restaurants	Restaurant	0.0%	0.94

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

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Catchment Summary - Plough Inn

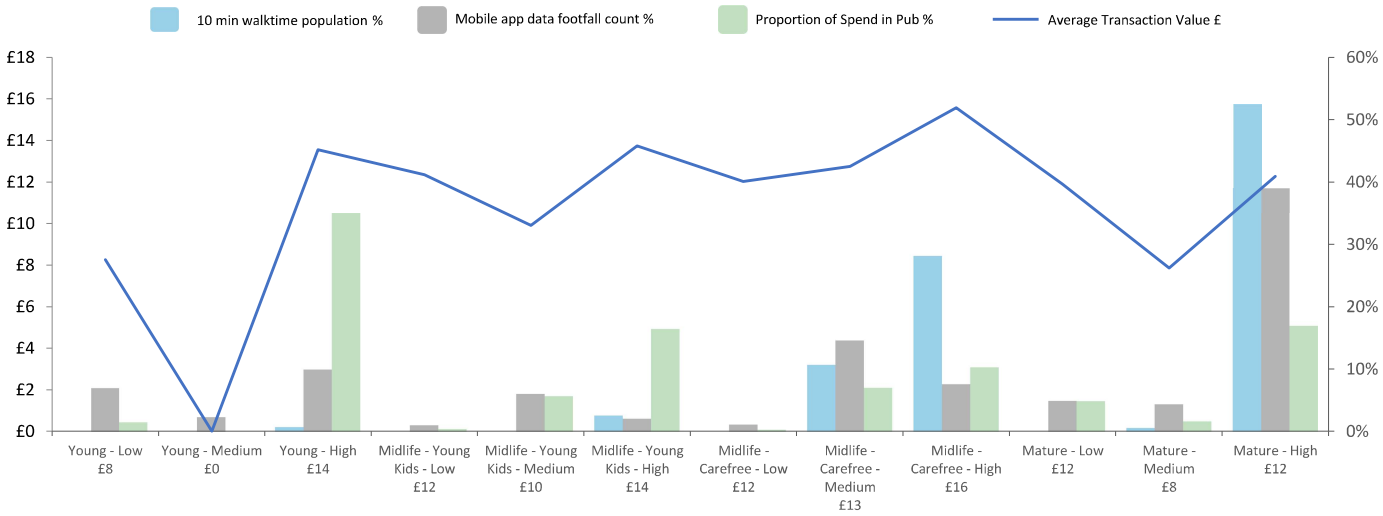


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
51777	Plough Inn	GU21 4JL	Star Pubs & Bars	Super Premium	11



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Plough Inn

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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**
Population	2,545	10,323	303,149	48	53	71
Adults 18+	1,958	7,852	239,552	43	48	70
Competition Pubs	2	11	371	5	11	47
Adults 18+ per Competition Pub	979	714	646	143	104	94
% Adults Likely to Drink	81,0%	82,0%	81,0%	101	103	101

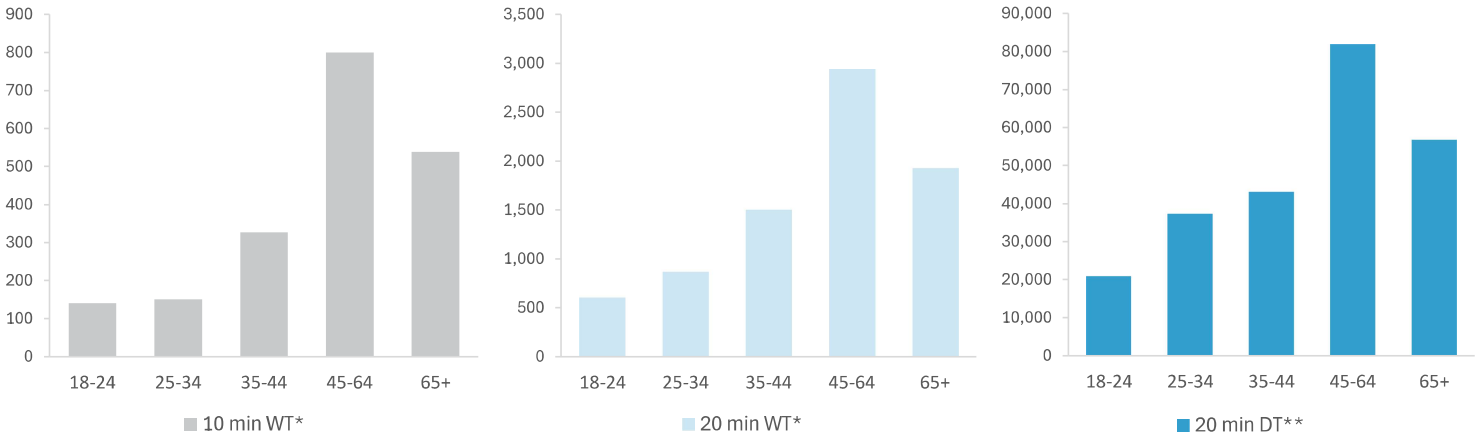
Population & Adults 18+ index is based on all pubs

Affluence	Low	0,0%	13,4%	6,9%	0	40	21
	Medium	11,3%	8,6%	34,5%	30	23	90
	High	83,8%	75,9%	56,3%	305	276	205

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£36,540	£30,717	£27,121	162	136	120
----------------------------------	---------	---------	---------	-----	-----	-----

Age Profile	18-24	141	608	20,928	65	69	81
	25-34	151	870	37,260	44	62	91
	35-44	327	1,504	42,991	95	108	105
	45-64	800	2,941	81,699	125	113	107
	65+	539	1,929	56,674	110	97	97

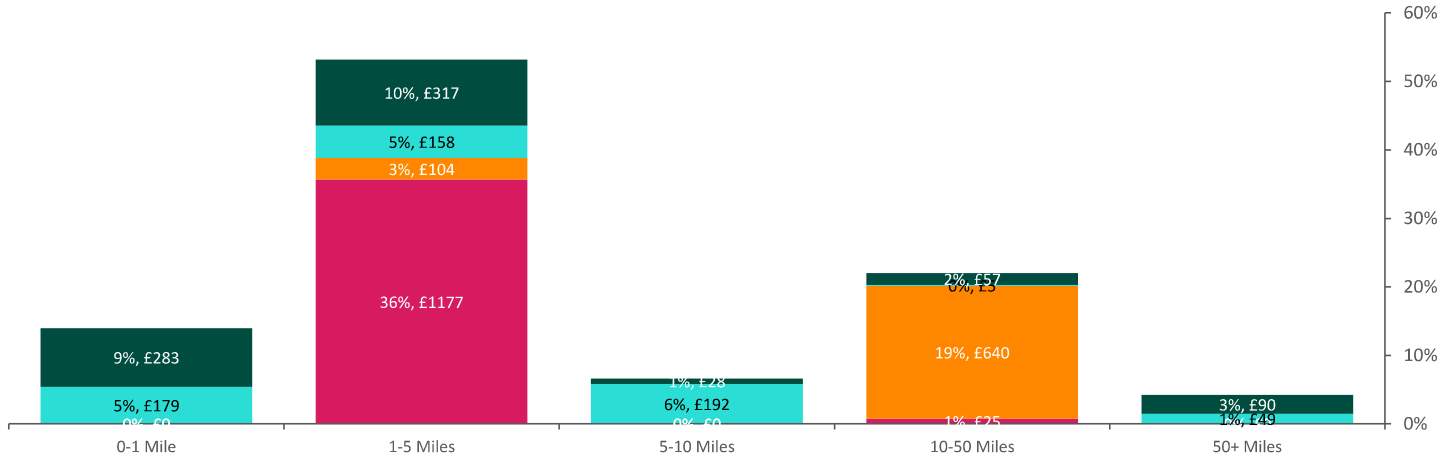


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,266 (50%)	5,058 (49%)	149,496 (49%)	101	100	101
	Female	1,279 (50%)	5,265 (51%)	153,653 (51%)	99	100	99
Economic Status (16+)	Employed: Full-time	763 (37%)	2,932 (36%)	94,429 (38%)	110	106	112
	Employed: Part-time	211 (10%)	922 (11%)	28,336 (11%)	86	95	96
	Self employed	229 (11%)	907 (11%)	27,627 (11%)	121	120	121
	Unemployed	35 (2%)	192 (2%)	6,367 (3%)	62	86	94
	Full-time student	42 (2%)	143 (2%)	4,449 (2%)	83	71	72
	Retired	481 (24%)	1,849 (23%)	50,521 (20%)	108	104	94
	Other	280 (14%)	1,195 (15%)	35,518 (14%)	77	83	81
Total Worker Count		1.008	3.746	136.103			

See the Glossary page for further information on the above variables

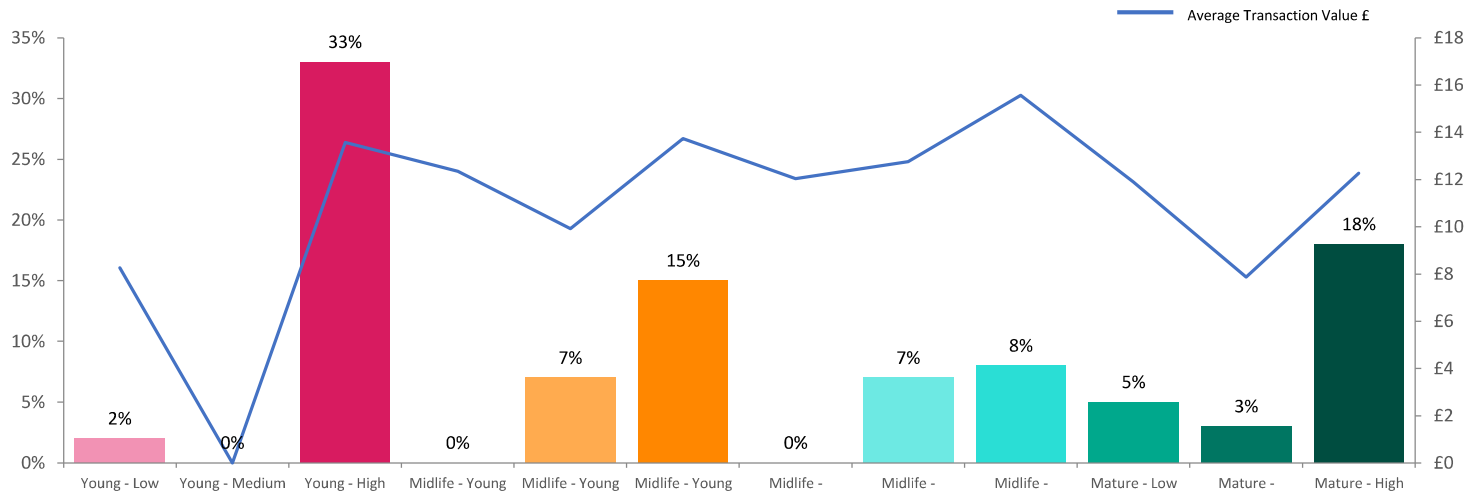
Transactional Data Summary - Plough Inn

Spend by Polaris and Distance from Home



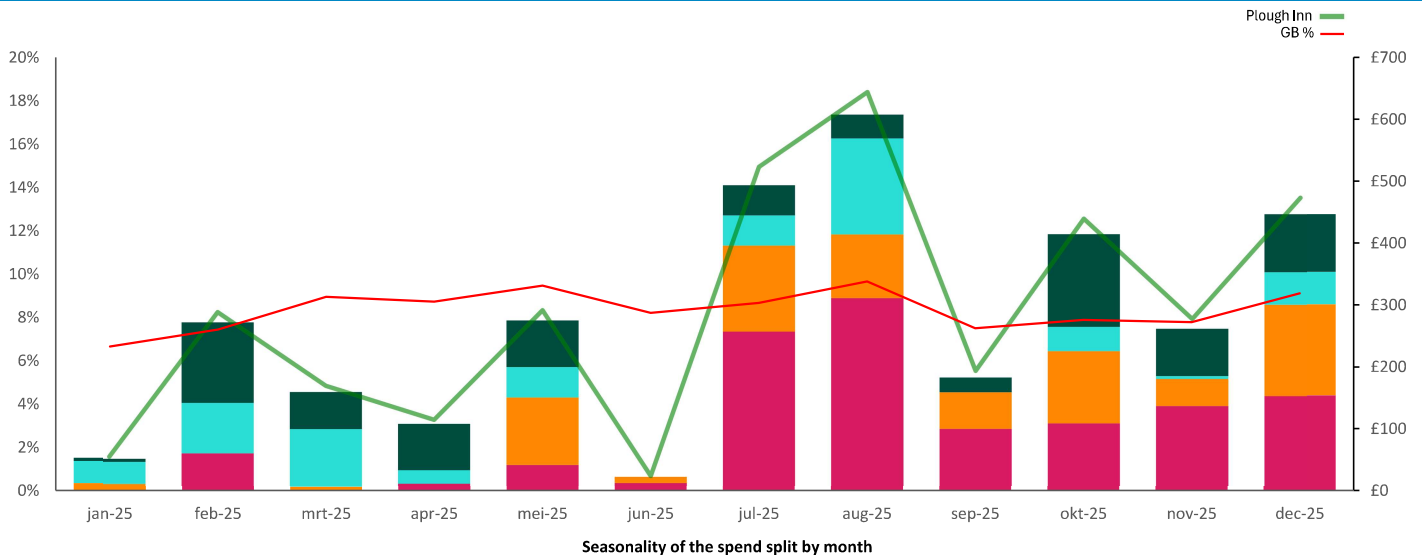
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



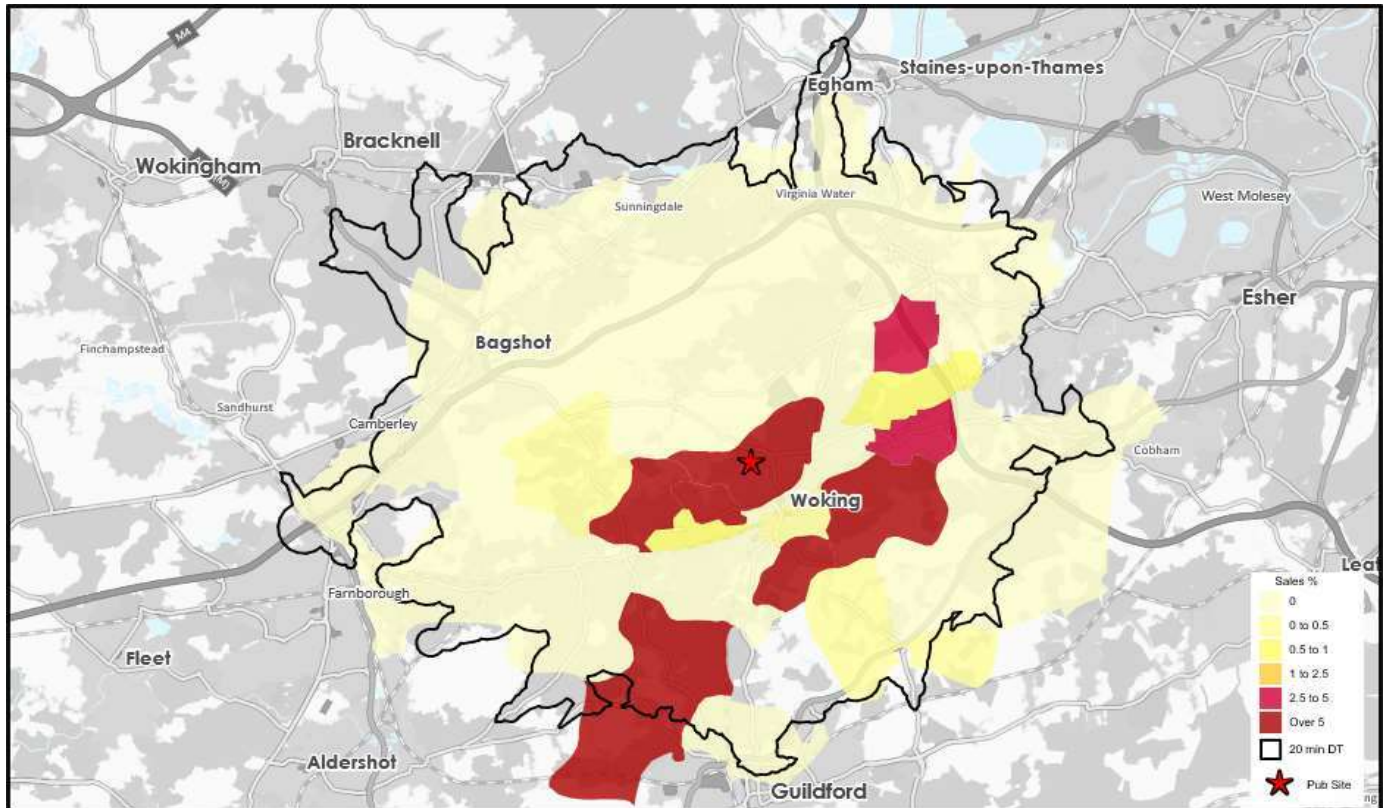
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



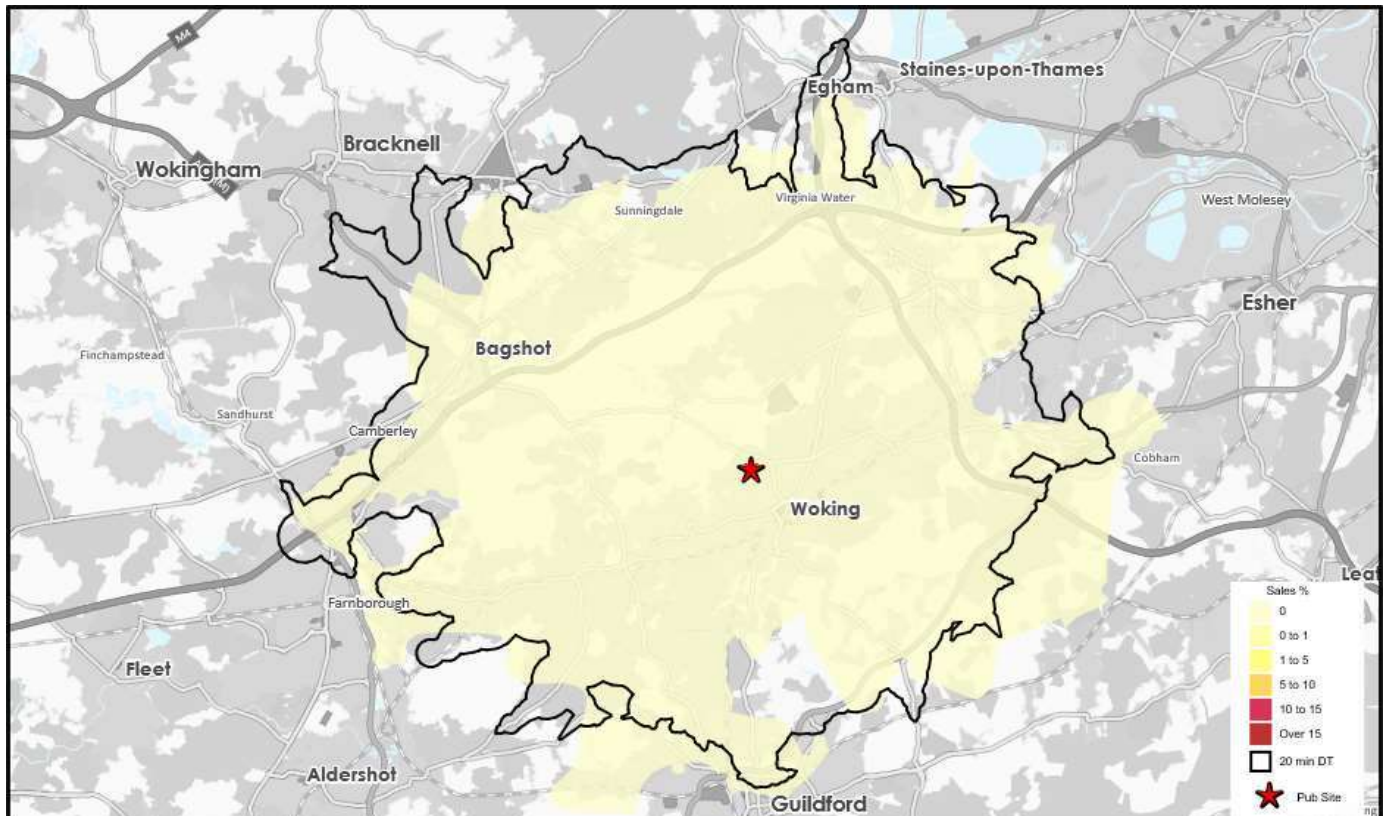
Seasonality of the spend split by month

Plough Inn 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

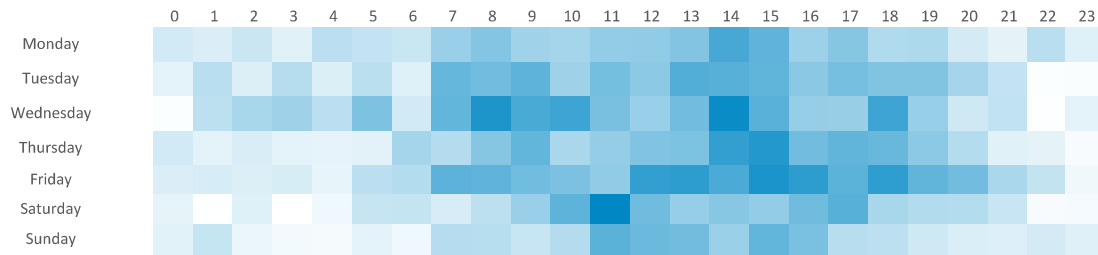
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Plough Inn



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

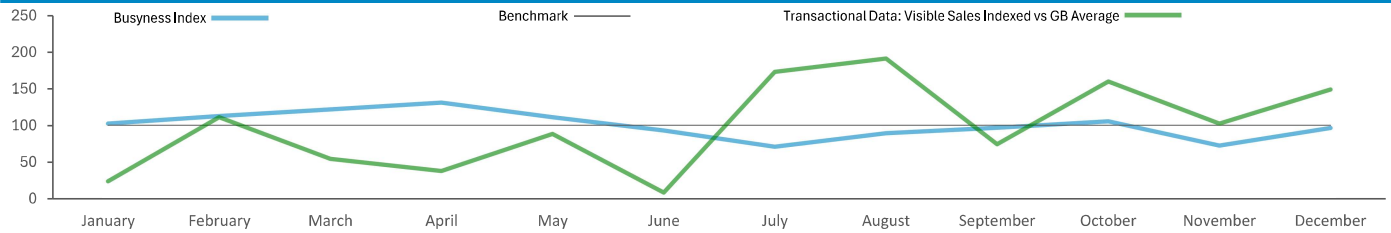
Mobile Data Summary - Plough Inn

Time of Day/Day of Week



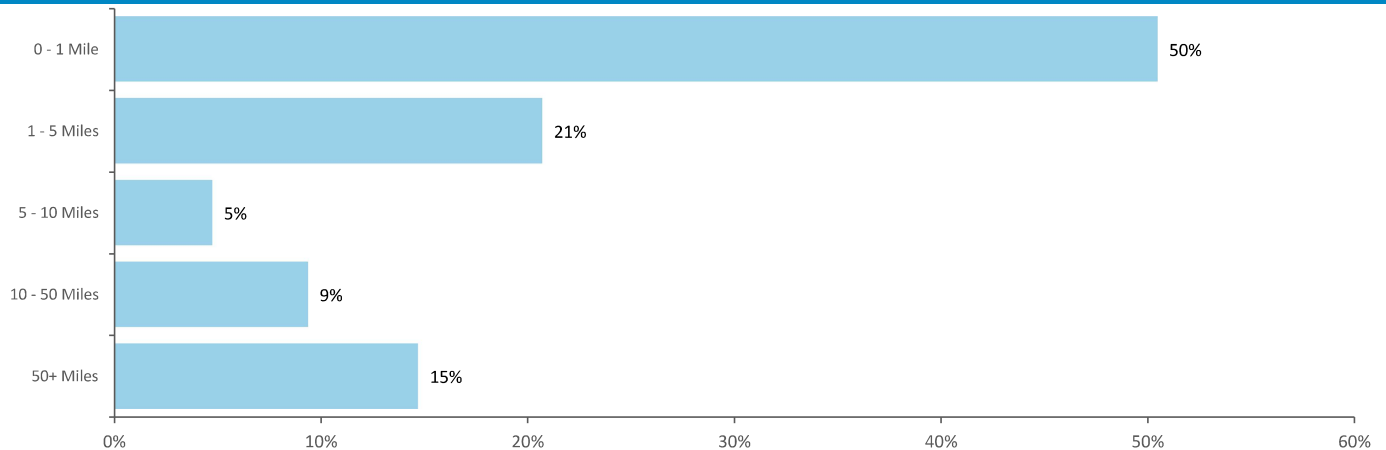
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

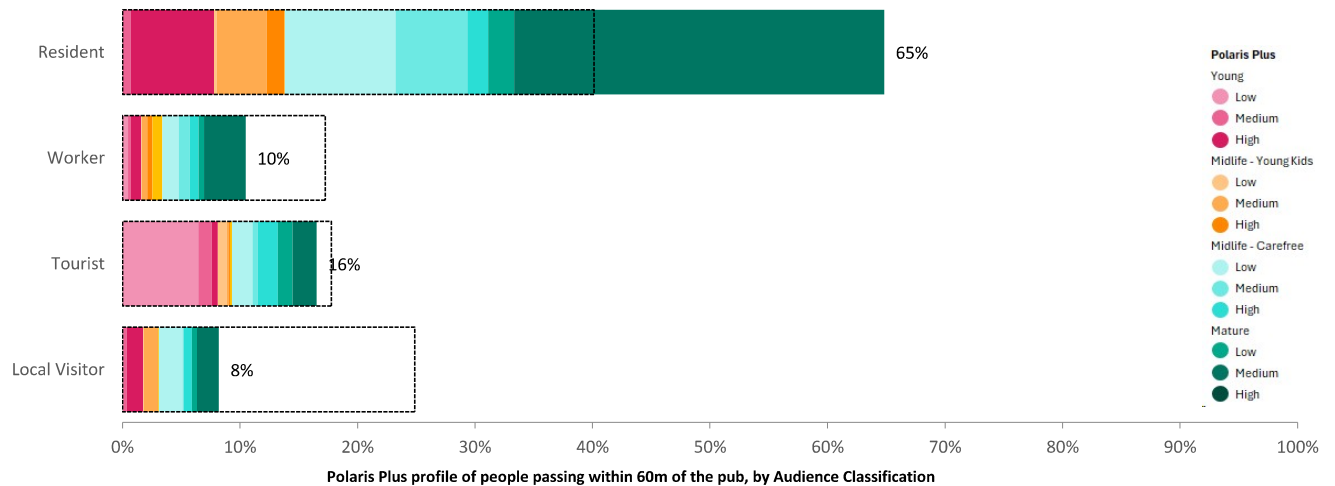
Distance from Home



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

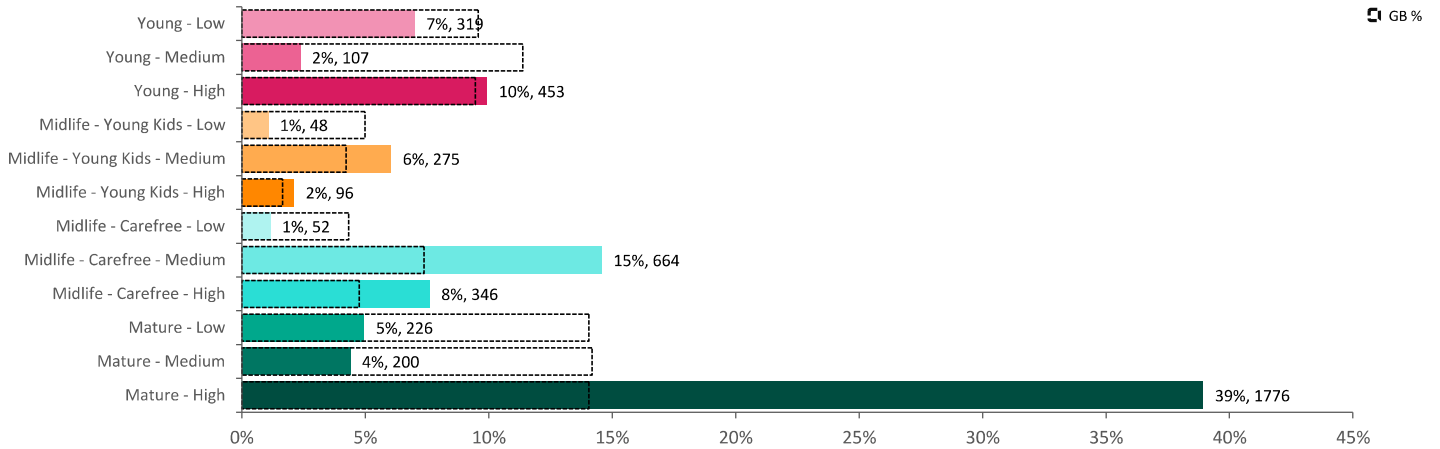
Audience Classification by Polaris Plus

Base: GB



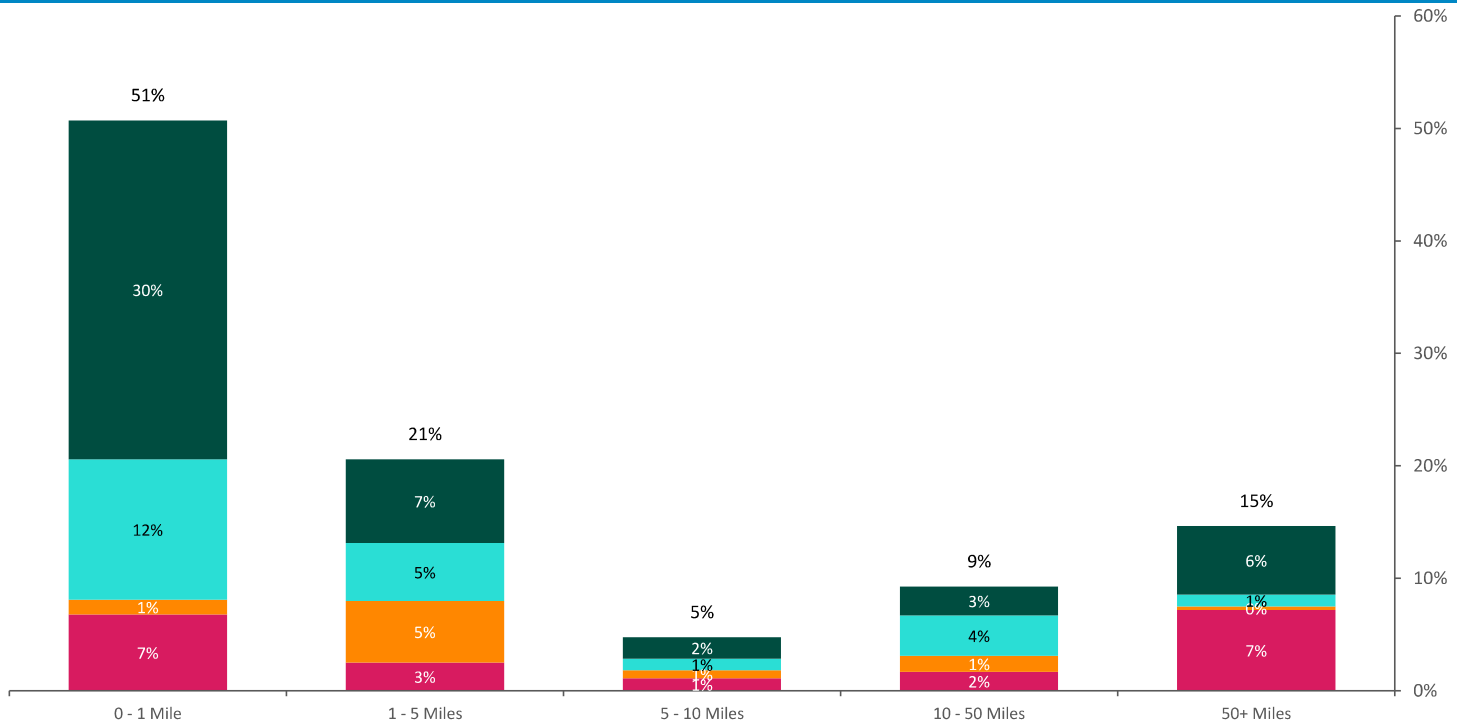
Mobile Data Summary - Plough Inn

Polaris Plus Profile



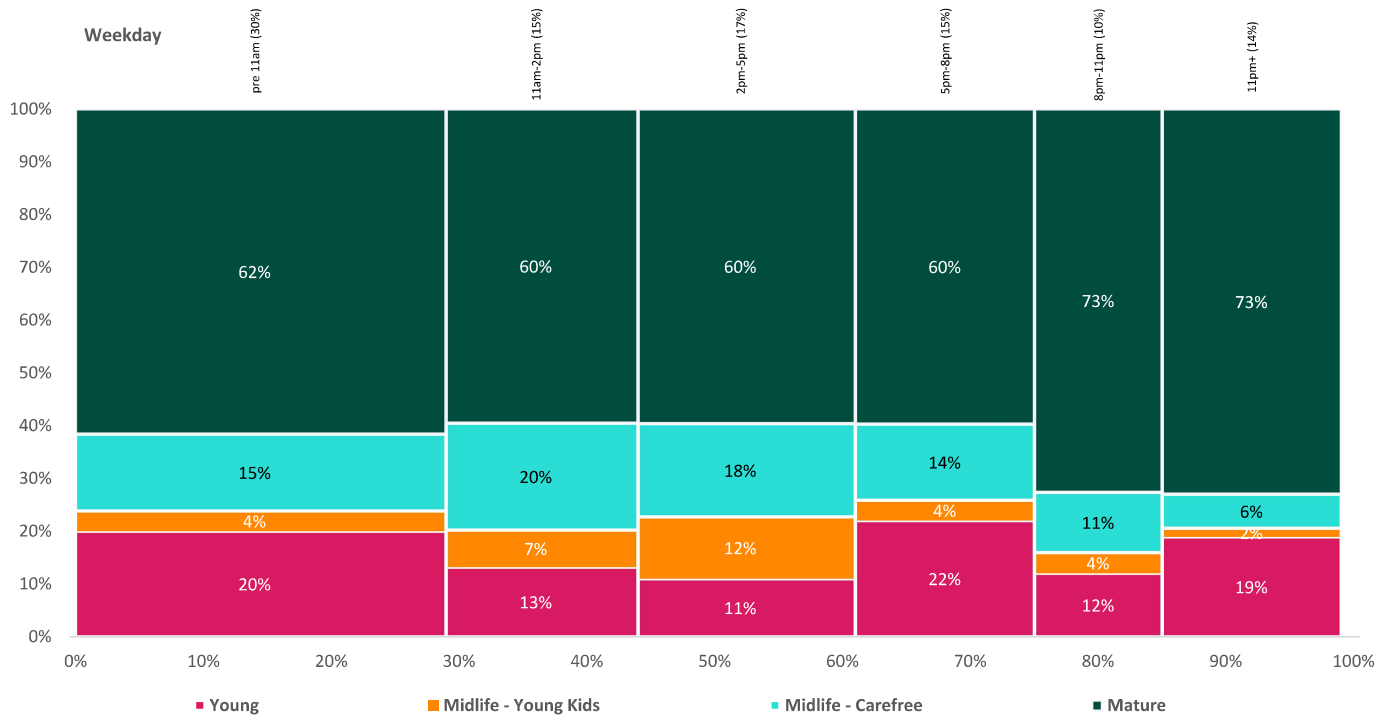
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



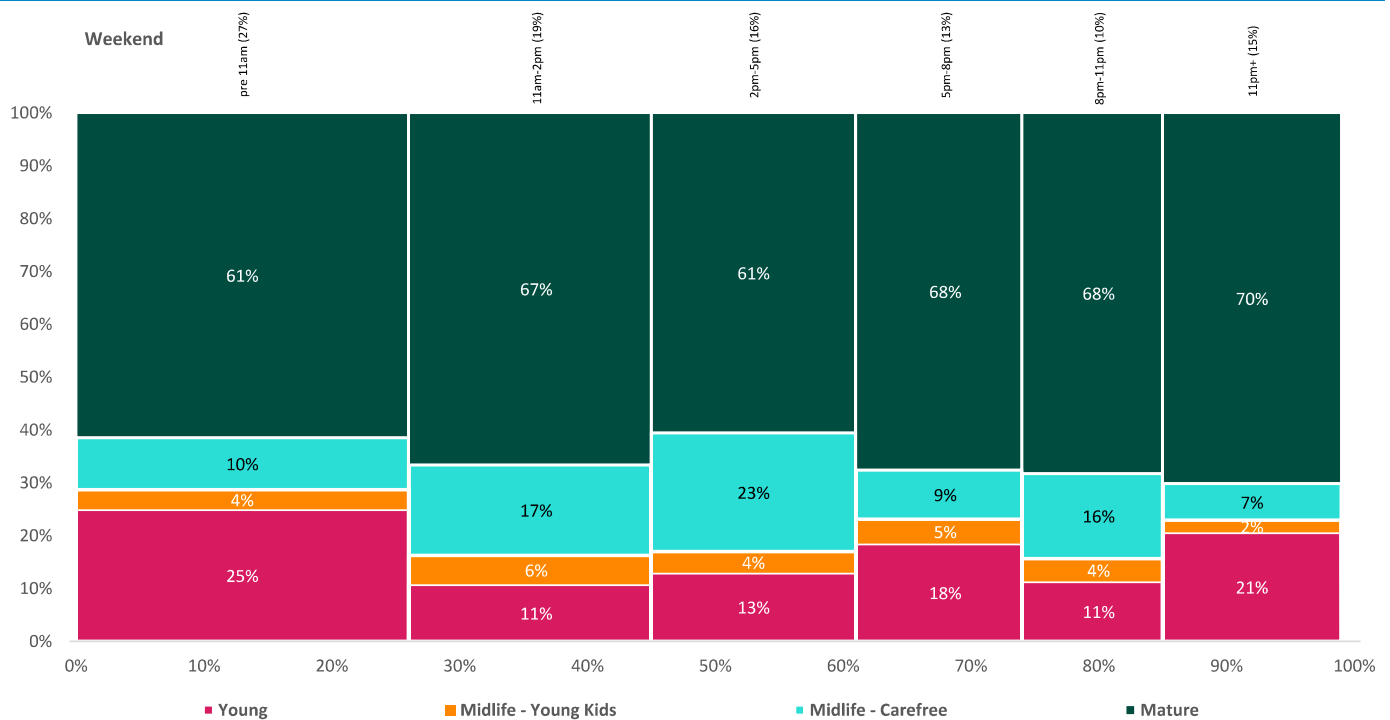
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		1.491	718	828	714	568	863	5.182
Midlife - Carefree		352	244	245	172	89	76	1.180
Midlife - Young Kids		93	85	162	46	31	19	436
Young		485	159	153	264	94	224	1.378
All		2.420	1.206	1.388	1.196	782	1.182	8.176

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		459	349	273	255	197	289	1.822
Midlife - Young Kids		74	90	102	35	47	29	376
Midlife - Carefree		28	29	18	18	13	9	114
Mature		187	56	59	70	33	85	489
All		748	524	451	377	289	412	2.802

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

Polaris Plus Summary - Plough Inn



Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

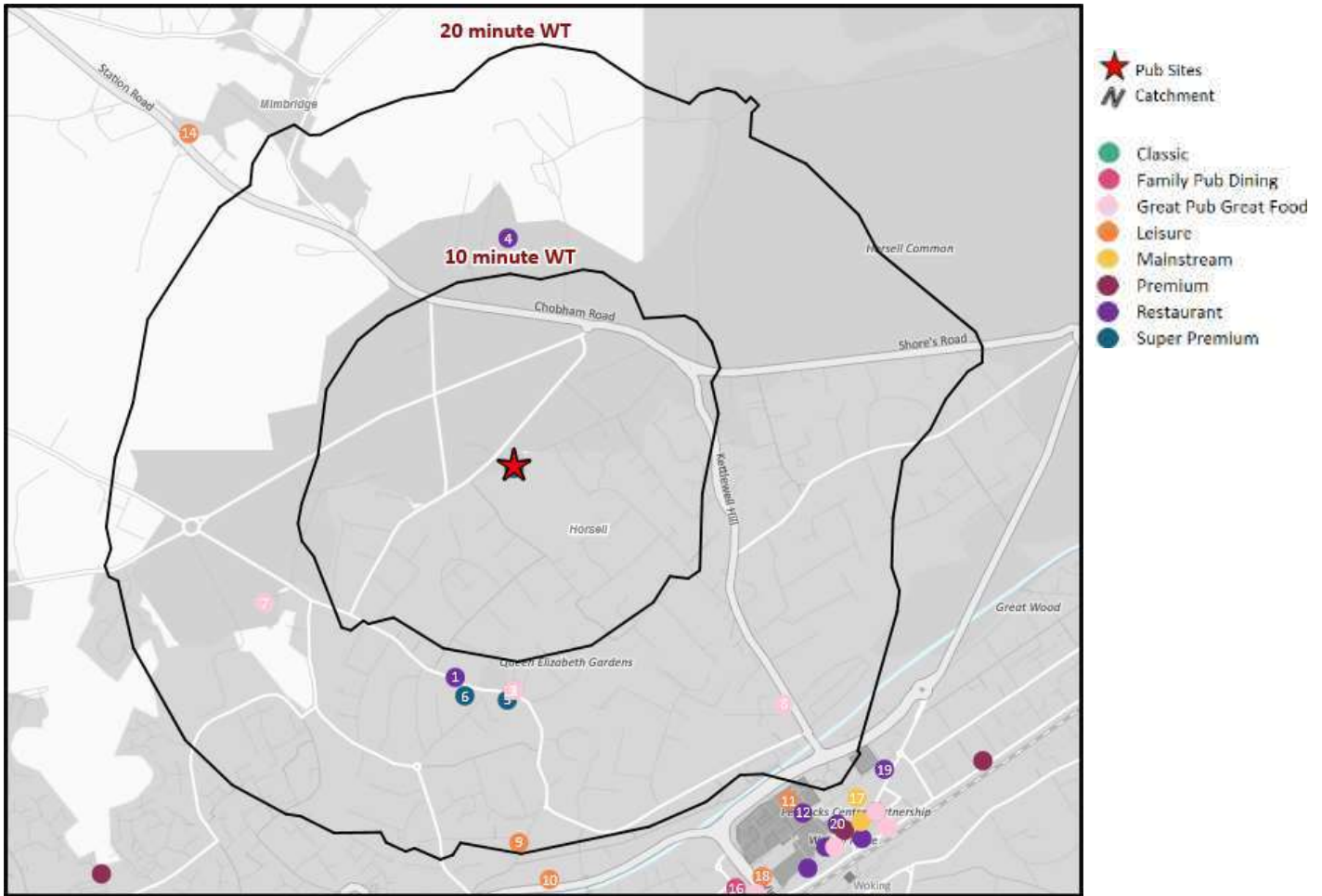
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	0	402	1.547	0	52	7
Medium	0	23	4.214	0	3	16
High	15	451	27.099	11	86	169
Midlife - Young Kids						
Low	0	0	997	0	0	7
Medium	0	151	22.784	0	43	215
High	51	116	2.677	223	126	96
Midlife - Carefree						
Low	0	0	865	0	0	8
Medium	209	486	46.068	149	86	269
High	549	1,548	13.378	613	431	122
Mature						
Low	0	650	13.113	0	61	41
Medium	12	18	9.475	4	1	25
High	1,025	3,847	91.687	348	325	254
Not Private Households	97	160	5.648	463	190	220
Total	1,958	7,852	239,552			

Over GB Average

Around GB Average

Under GB Average

CGA Summary - Plough Inn



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	Plough Inn	GU21 4JL	Star Pubs & Bars	Super Premium	0,6%	71,6%	0,00
1	Beijing	GU21 4SY	Independent Free	Restaurant	0,3%	70,6%	0,42
2	Red Lion	GU21 4SS	Pearmain Pubs	Great Pub Great Food	0,1%	96,2%	0,43
3	Horsell Bowling Club	GU21 4SS	Independent Free	Leisure	22,5%	75,3%	0,43
4	Heather Farm Cafe	GU21 4XY	Barons Pub Company	Restaurant	14,4%	69,6%	0,44
5	Crown Inn	GU21 4ST	Star Pubs & Bars	Super Premium	3,0%	77,9%	0,45
6	Ahmic Class	GU21 4SU	Independent Free	Super Premium	0,8%	79,9%	0,45
7	Cricketers	GU21 4XB	Barons Pub Company	Great Pub Great Food	21,3%	59,8%	0,55
8	Wheatsheaf	GU21 4AL	Mitchells & Butlers	Great Pub Great Food	3,9%	57,2%	0,70
9	Woking Squash Rackets Club	GU21 4NR	Independent Free	Leisure	0,0%	0,0%	0,73
10	Woking Horsell Cricket	GU21 4NQ	Independent Free	Leisure	0,0%	100,0%	0,80
11	New Victoria Theatre	GU21 6GQ	Ambassador Theatre Group Ltd	Leisure	6,5%	30,9%	0,84
12	Mokka	GU21 6GA	Independent Free	Restaurant	2,7%	50,2%	0,88
13	Premier Inn	GU21 6NL	Whitbread Hotels	Family Pub Dining	0,4%	6,2%	0,89
14	Chobham Football Club	GU24 8AZ	Independent Free	Leisure	10,1%	38,6%	0,91
15	Pizza Express	GU21 6LJ	Pizza Express Restaurants Ltd	Restaurant	4,2%	62,9%	0,92
16	Premier Inn	GU21 6HT	Whitbread Hotels	Family Pub Dining	0,7%	6,1%	0,92
17	Oneills	GU21 6HR	Mitchells & Butlers	Mainstream	4,3%	51,3%	0,93
18	Woking Superbowl	GU21 6BU	American Amusements Ltd	Leisure	3,9%	98,2%	0,93
19	Bulgogi Korean Restaurant	GU21 5BG	Independent Free	Restaurant	0,5%	57,5%	0,93
20	Street Burger	GU21 6HN	Gordon Ramsay Restaurants Ltd	Restaurant	0,0%	0,0%	0,94

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 - Plough Inn

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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+	1.958	7.852	239.552
Number of Competition Pubs	2	11	371
Adults 18+ per Competition Pub	979	714	646

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	43	2,2%	28
Family Pub Dining	0	100	5,1%	56
Great Pub Great Food	0	454	23,2%	139
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20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	293	3,7%	48
Family Pub Dining	0	496	6,3%	69
Great Pub Great Food	3	1.730	22,0%	132
Leisure	3	837	10,7%	106
Mainstream	0	776	9,9%	71
Premium	0	1.167	14,9%	104
Restaurant	2	1.945	24,8%	108
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Great Pub Great Food	64	49.184	20,5%	123
Leisure	93	25.118	10,5%	104
Mainstream	12	25.185	10,5%	75
Premium	43	37.309	15,6%	109
Restaurant	77	58.902	24,6%	107
Super Premium	71	13.308	5,6%	141

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.																																									
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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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.																																									
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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.																																									
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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.																																									
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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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