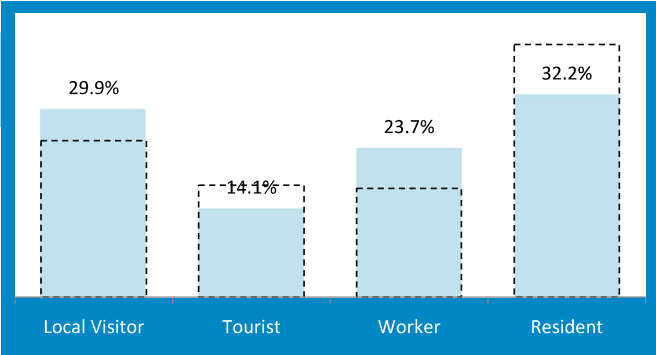
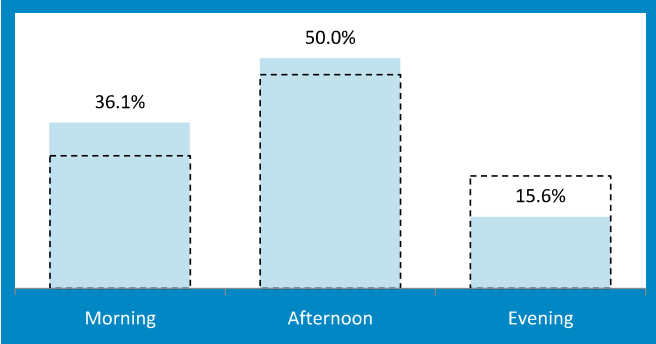
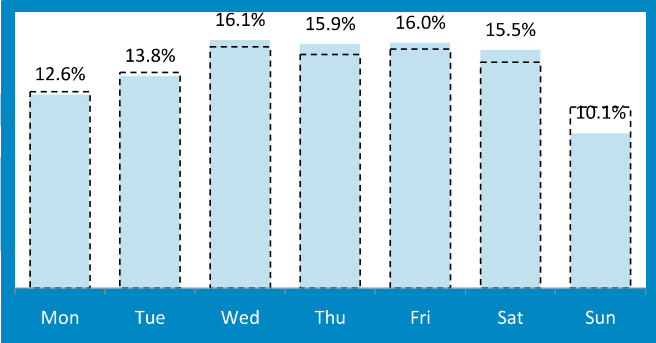


Area Quick Stats

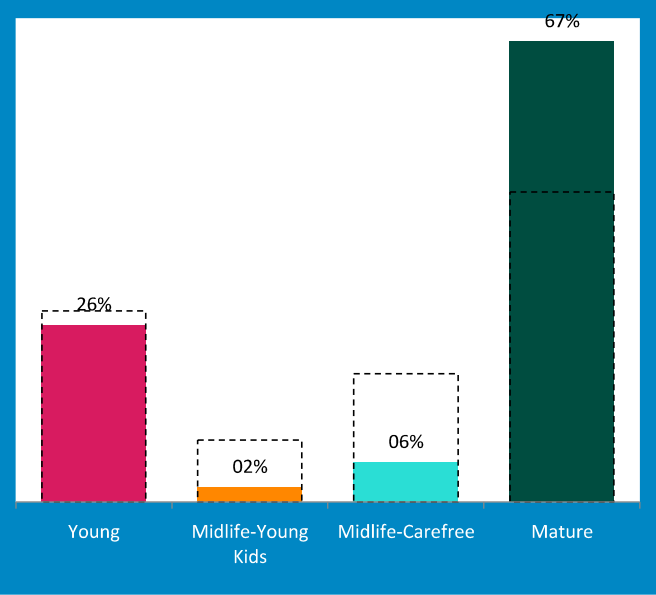
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		5.459	5.344
Adult Pop		4.762	4.529
Affluence	Low	48%	33%
	Medium	34%	38%
	High	14%	27%
Young		16%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		1%	16%
Mature		80%	44%
Competition Count		29	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£9	£30
Average Distance Travelled in miles	5	27



Catchment Summary - Gainsborough

Over GB Average

Around GB Average

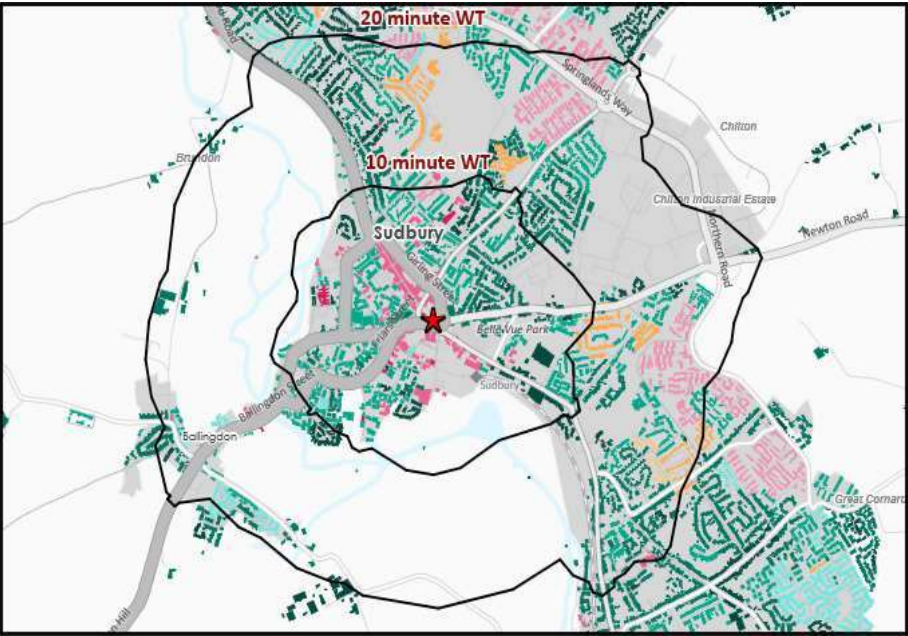
Under GB Average

*WT= Walktime

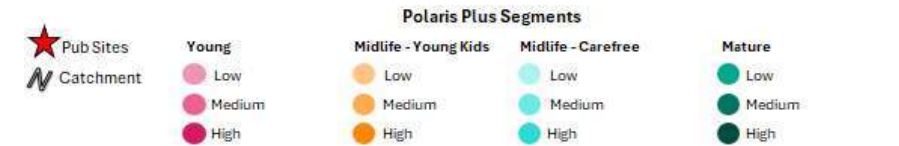
**DT= Drivetime

Catchment Size (Counts)				
10 min WT*	20 min WT*	20 min DT**		
5.459	13.890	91.069		
Population				
4.762	11.592	74.596		
Adults 18+				
Competition Pubs				
29	32	142		
Adults 18+ per Competition Pub				
164	362	525		
% Adults Likely to Drink				
80,0%	80,0%	82,0%		
Affluence	Low	48,3%	52,1%	25,1%
	Medium	34,2%	36,1%	45,3%
	High	14,0%	9,1%	28,3%
*Affluence does not include Not Private Households				
Mean Net Disposable income (£pa)		£21.615	£22.046	£25.590
Age Profile	18-24	369	977	5.611
	25-34	640	1.706	9.840
	35-44	551	1.502	10.259
	45-64	1.442	3.702	24.832
	65+	1.760	3.705	24.054

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
102	71	21
Pop. & Adl. 18+ index based on all pubs		
105	71	22
67	31	18
24	53	77
100	100	103
146	157	76
89	94	118
51	33	103
96	98	113
79	83	72
87	91	80
75	80	83
105	106	109
168	139	137



Datasource © 2024 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2024



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	752	2,233	4,761	57	69	23
Midlife - Young Kids	0	742	4,860	0	59	60
Midlife - Carefree	55	316	6,596	7	17	56
Mature	3,789	7,975	57,374	180	155	174
Not Private Households	166	326	1,005	28,812	23,244	11,135
Total	4,762	11,592	74,596			



© 2026 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

Per Pub - Gainsborough

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

WT= Walktime, DT= Drivetime

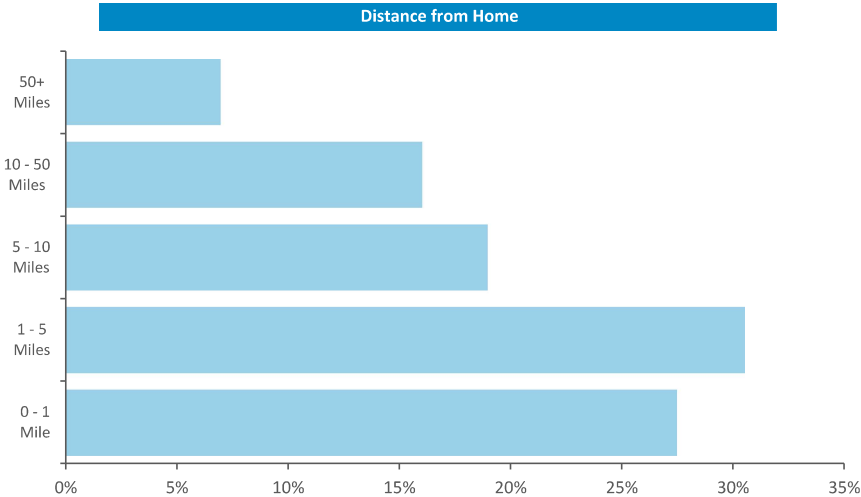
Adults 18+	4.762	11.592	74.596
Number of Competition Pubs	29	32	142
Adults 18+ per Competition Pub	164	362	525

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	411	8,6%	110
Family Pub Dining	2	481	10,1%	111
Great Pub Great Food	1	727	15,3%	91
Leisure	6	459	9,6%	96
Mainstream	5	764	16,0%	115
Premium	9	647	13,6%	95
Restaurant	4	970	20,4%	88
Super Premium	0	136	2,9%	73

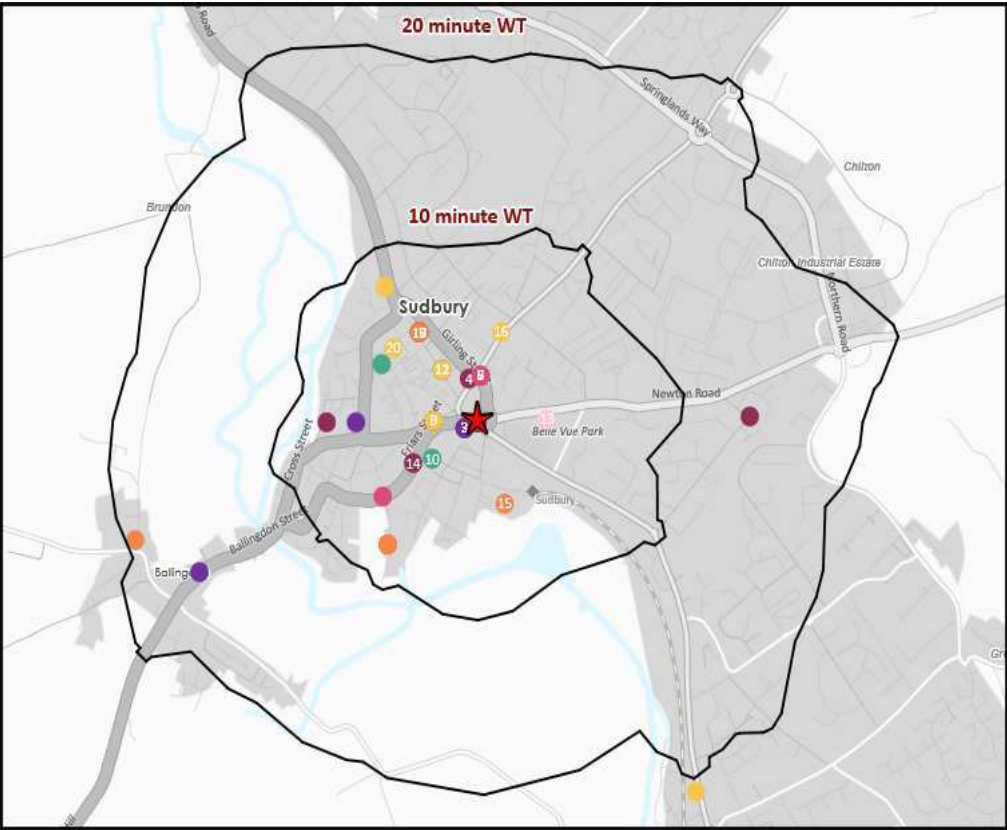
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	1.062	9,2%	117
Family Pub Dining	2	1.231	10,6%	117
Great Pub Great Food	1	1.722	14,9%	89
Leisure	7	1.133	9,8%	97
Mainstream	5	1.859	16,0%	115
Premium	10	1.551	13,4%	94
Restaurant	5	2.384	20,6%	89
Super Premium	0	319	2,8%	70

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	3	4.848	6,5%	83
Family Pub Dining	2	6.647	8,9%	98
Great Pub Great Food	21	13.761	18,5%	110
Leisure	25	7.815	10,5%	104
Mainstream	21	10.478	14,1%	101
Premium	55	10.811	14,5%	101
Restaurant	13	16.456	22,1%	96
Super Premium	2	2.754	3,7%	94



© 2026 CACI Limited and all other applicable third party notices (Population Estimates and Projections, CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Competition - Gainsborough



Datasource © 2024 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2024



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
9	Prado Lounge	CO10 2EA	Loungers	Premium	21,6%	0,10
12	White Horse	CO10 1RF	Greene King	Premium	16,0%	0,14
11	Grover and Allen	CO10 1RF	Wetherspoons GB	Mainstream	12,1%	0,14
14	Secret Garden Tea Rooms	CO10 2AA	Independent Free	Premium	11,7%	0,17
2	Huffers	CO10 2EQ	Independent Free	Restaurant	10,8%	0,03
17	Dough and Co	CO10 1RE	Dough & Co Essex Ltd	Restaurant	6,2%	0,23
20	Prince Of Wales	CO10 1JB	Independent Free	Mainstream	5,5%	0,25
15	King Fisher Leisure Pool	CO10 2SU	Independent Free	Leisure	3,1%	0,19
6	Brewery Tap	CO10 2TP	Mauldons	Premium	2,5%	0,10
18	Sudbury Snooker Club	CO10 1RE	Independent Free	Leisure	2,4%	0,23
7	Infinity	CO10 2TP	Independent Free	Leisure	2,4%	0,10
8	Lady Elizabeth	CO10 2EA	Greene King	Mainstream	2,3%	0,10
16	Horse and Groom	CO10 2TU	Admiral Taverns Ltd	Mainstream	1,4%	0,20
4	Weavers Tap	CO10 2HX	Stonegate Pub Company	Premium	1,3%	0,09
0	Gainsborough	CO10 2EB	Star Pubs & Bars	Premium	0,9%	0,00
1	Comfortable Cow	CO10 2EB	Independent Free	Premium	0,0%	0,00
3	Dough and Co	CO10 2EQ	Dough & Co Essex Ltd	Restaurant	0,0%	0,03
5	Waggon and Horses	CO10 2TP	Unknown	Family Pub Dir	0,0%	0,10
10	Sudbury Institute Club	CO10 2SP	Independent Free	Classic	0,0%	0,13
13	Hill Lodge Hotel	CO10 2RL	Independent Free	Great Pub Gre:	0,0%	0,16
19	North Street Tavern	CO10 1RE	Admiral Taverns Ltd	Premium	0,0%	0,23

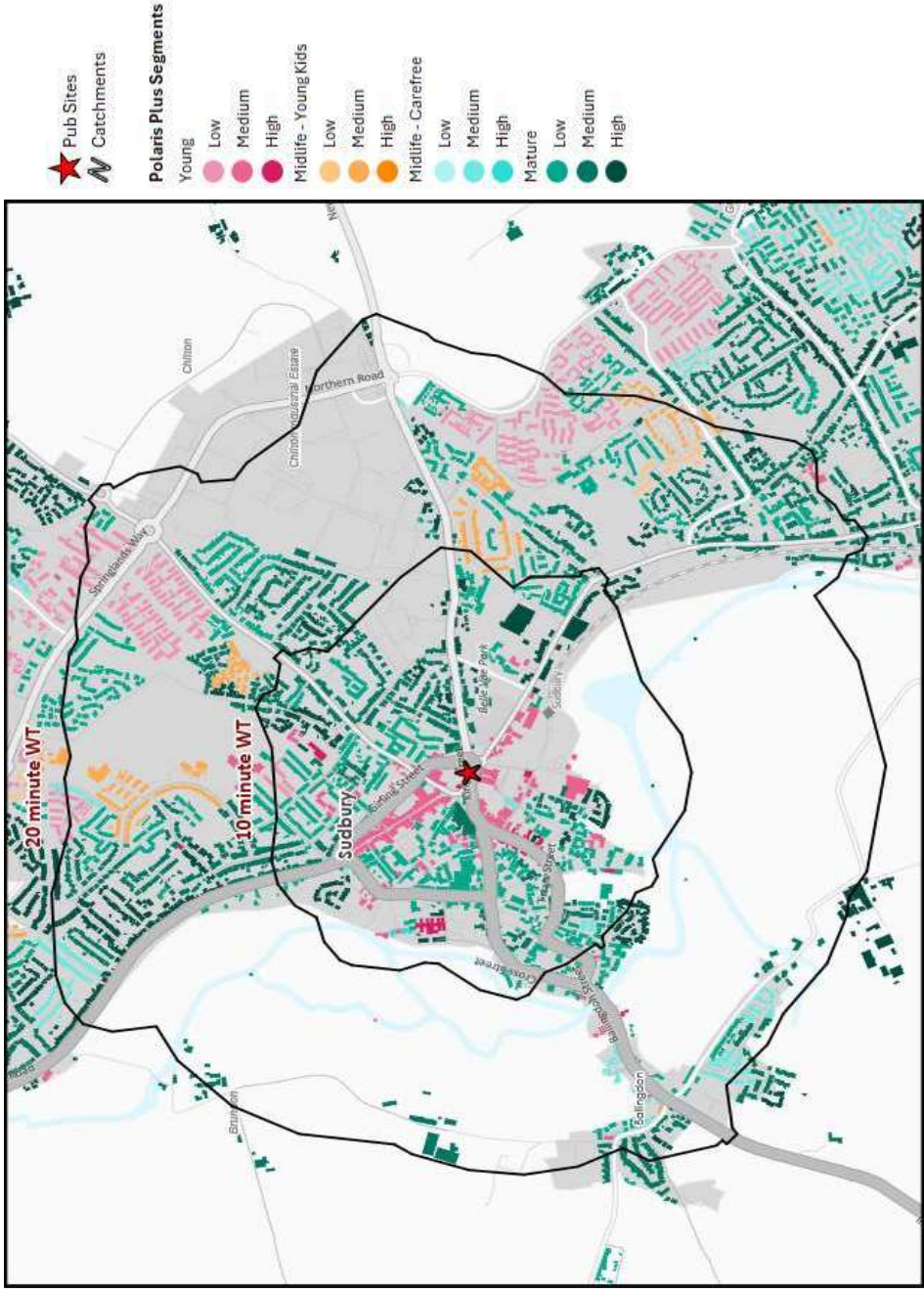
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

Catchment Summary - Gainsborough

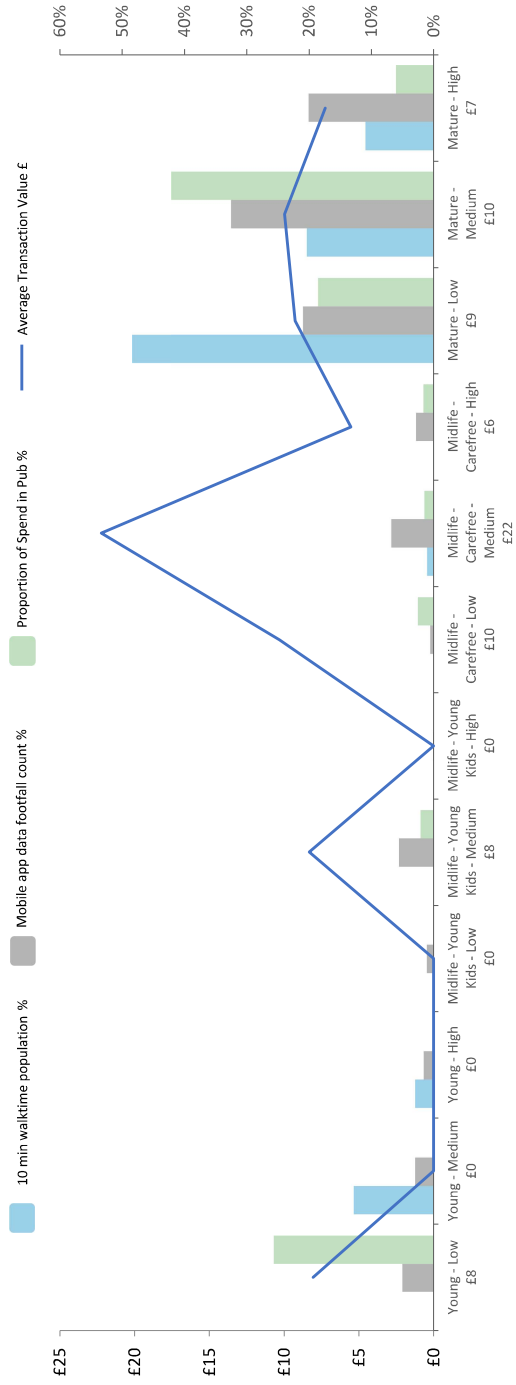


© 2026 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
Datasource: © 2024 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2024

CGA ID	Name	Postcode	Operator	Segment	Sparsity
22623	Gainsborough	CO10 2EB	Star Pubs & Bars	Premium	17



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Gainsborough

© 2026 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

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		5,459	13,890	91,069	102	71	21
Adults 18+		4,762	11,592	74,596	105	71	22
Competition Pubs		29	32	142	67	31	18
Adults 18+ per Competition Pub		164	362	525	24	53	77
% Adults Likely to Drink		80,0%	80,0%	82,0%	100	100	103

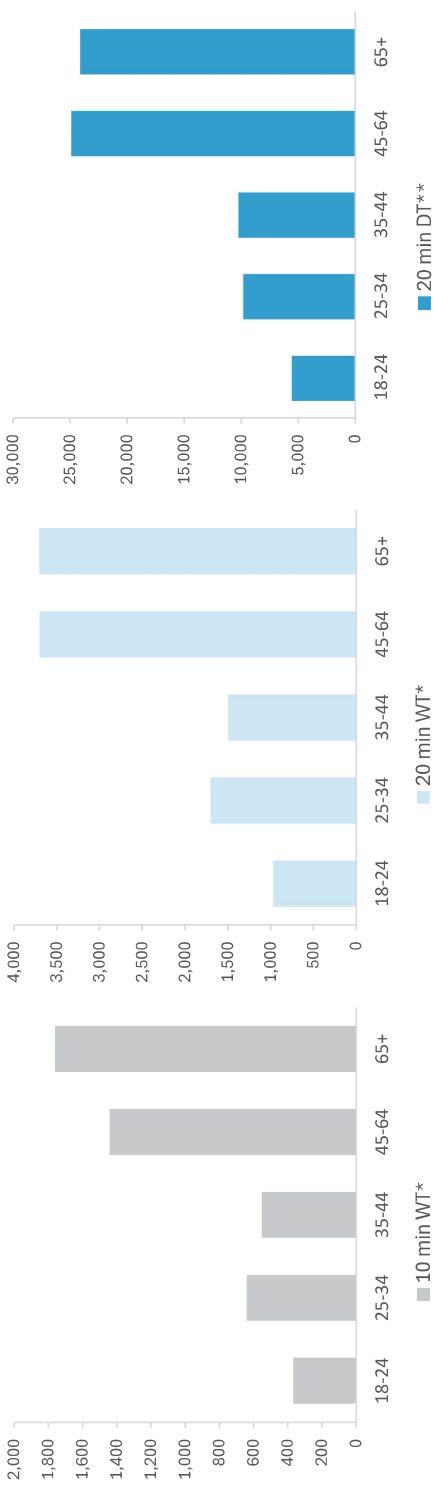
Population & Adults 18+ index is based on all pubs

Affluence	Low	48,3%	52,1%	25,1%	146	157	76
	Medium	34,2%	36,1%	45,3%	89	94	118
	High	14,0%	9,1%	28,3%	51	33	103

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)		£21,615	£22,046	£25,590	96	98	113
----------------------------------	--	---------	---------	---------	----	----	-----

Age Profile	18-24	369	977	5,611	79	83	72
	25-34	640	1,706	9,840	87	91	80
	35-44	551	1,502	10,259	75	80	83
	45-64	1,442	3,702	24,832	105	106	109
	65+	1,760	3,705	24,054	168	139	137



Catchment Size (Counts)		
10 min WT*	20 min WT*	20 min DT**

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**

Gender	Male	2,604 (48%)	6,680 (48%)	44,207 (49%)	97	98	99
	Female	2,855 (52%)	7,210 (52%)	46,862 (51%)	103	102	101
Economic Status (16+)	Employed: Full-time	1,360 (28%)	3,485 (29%)	22,954 (30%)	82	86	88
	Employed: Part-time	530 (11%)	1,472 (12%)	9,588 (13%)	91	104	105
	Self employed	463 (10%)	1,164 (10%)	9,294 (12%)	103	106	131
	Unemployed	143 (3%)	396 (3%)	1,680 (2%)	107	121	80
	Full-time student	44 (1%)	148 (1%)	1,002 (1%)	36	50	53
	Retired	1,682 (35%)	3,469 (29%)	22,281 (29%)	159	134	134
Other		628 (13%)	1,743 (15%)	9,822 (13%)	73	83	72

Total Worker Count		3,413	8,139	34,008			
--------------------	--	-------	-------	--------	--	--	--

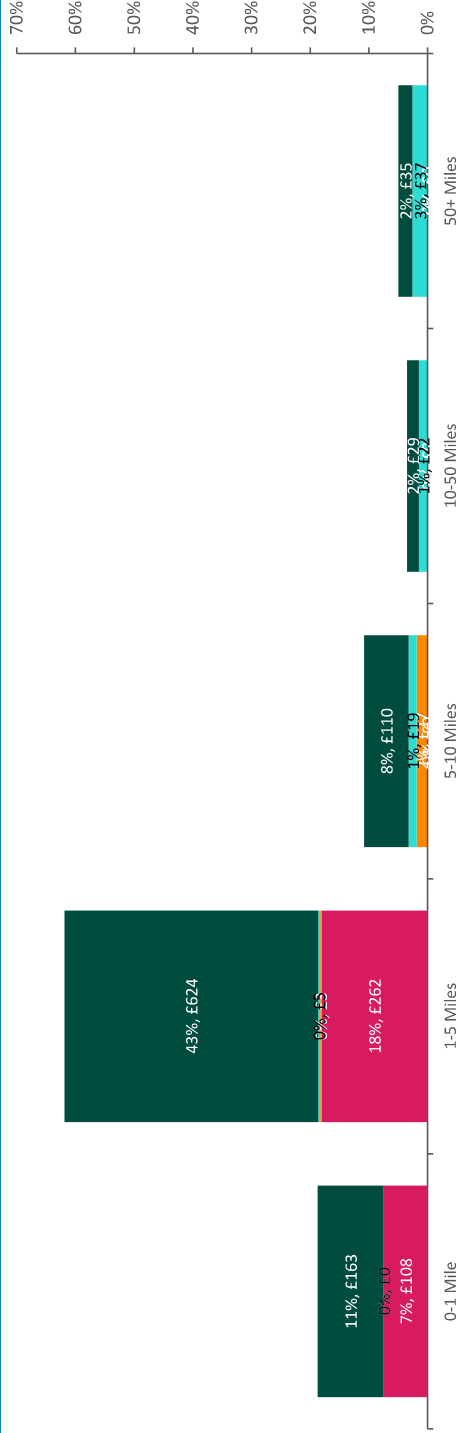
See the Glossary page for further information on the above variables

Transactional Data Summary - Gainsborough



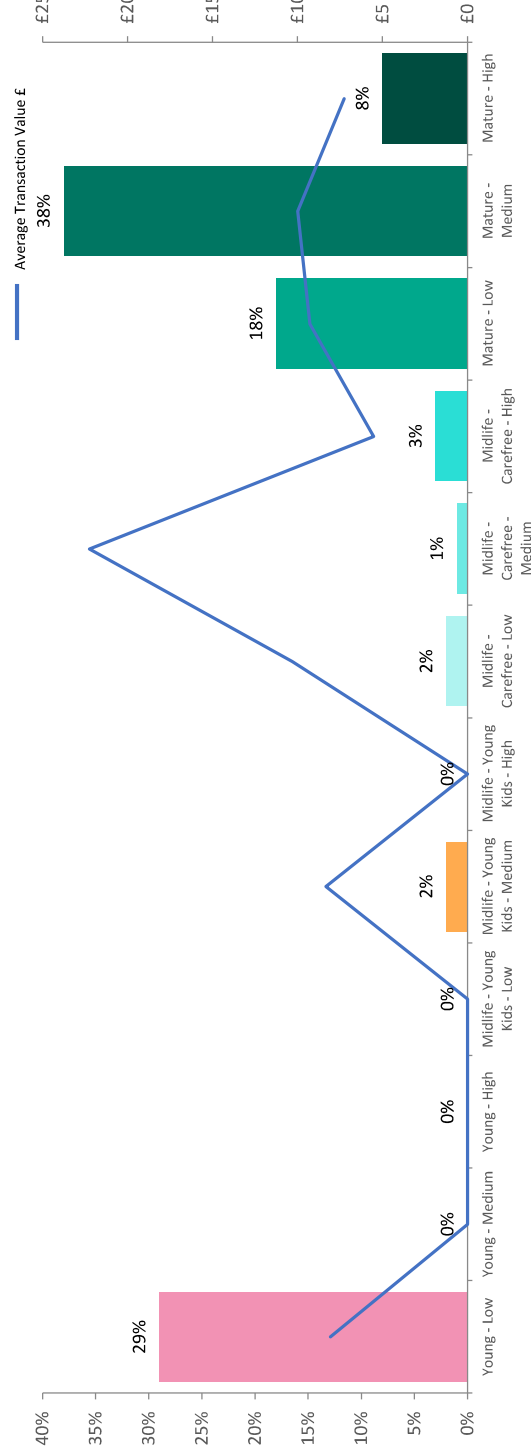
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Spend by Polaris and Distance from Home



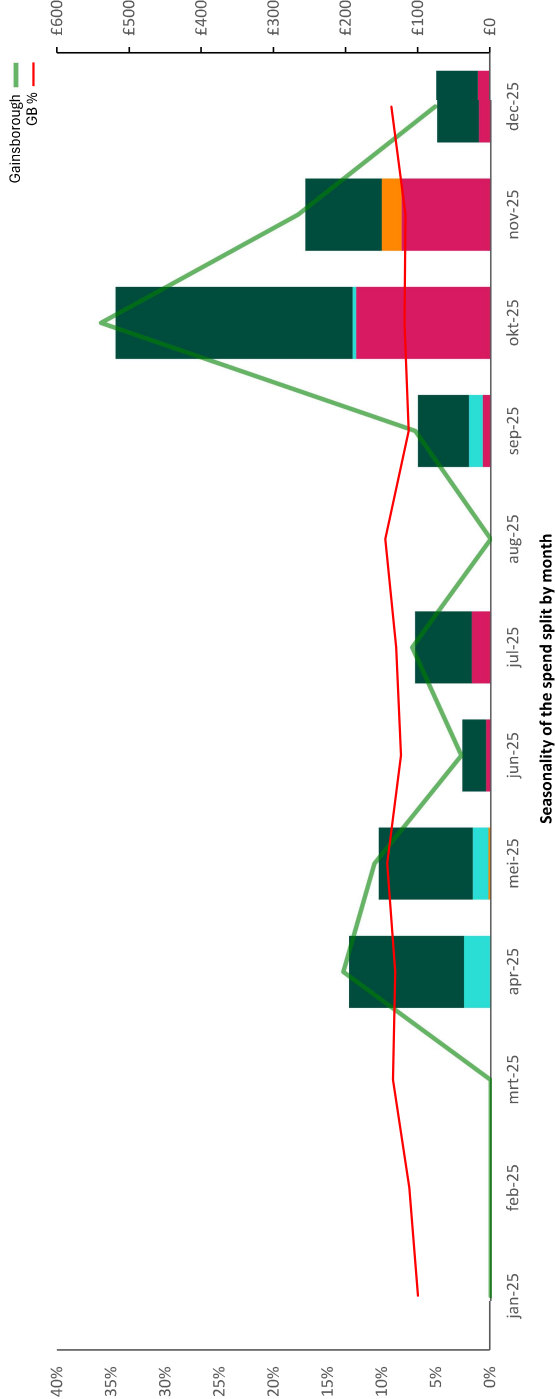
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



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

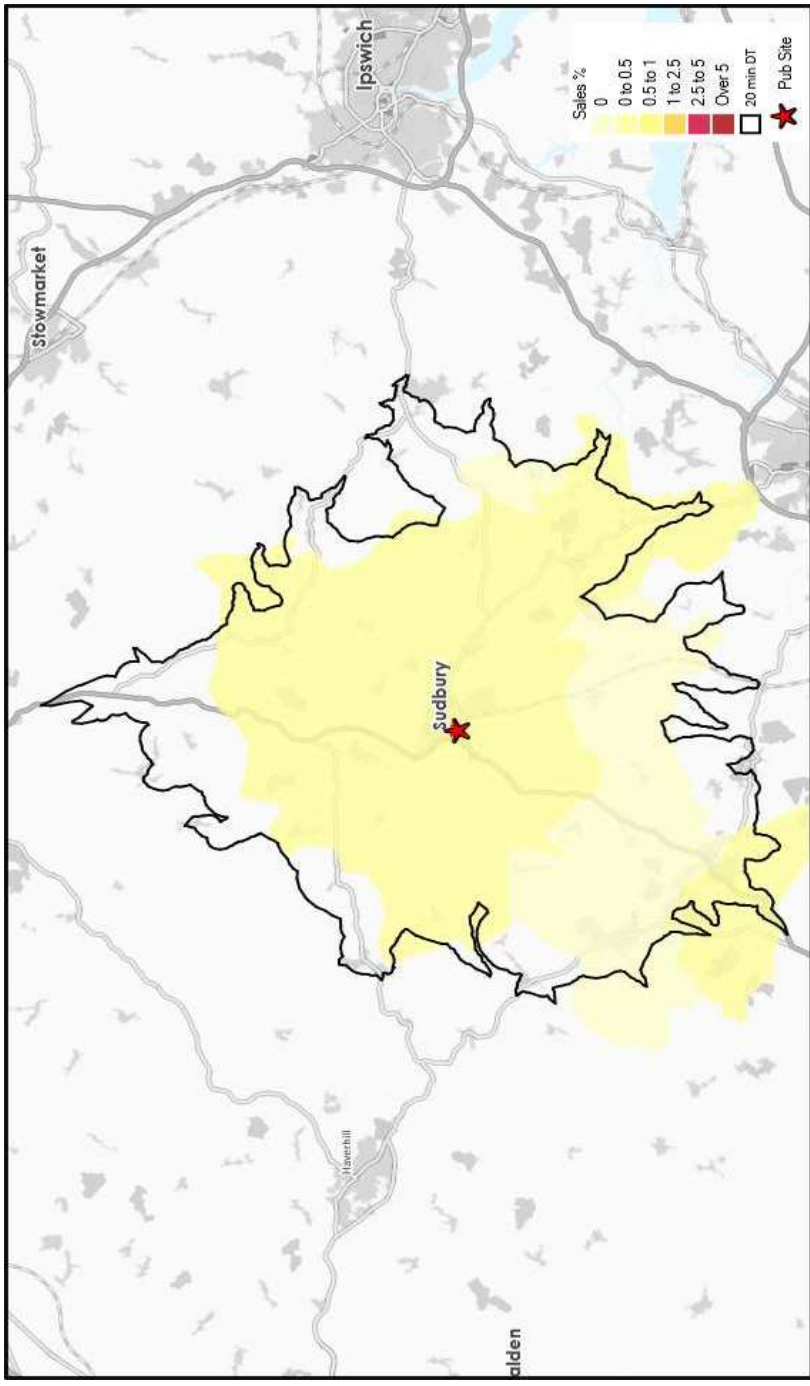
Spend by Month and Polaris



Seasonality of the spend split by month

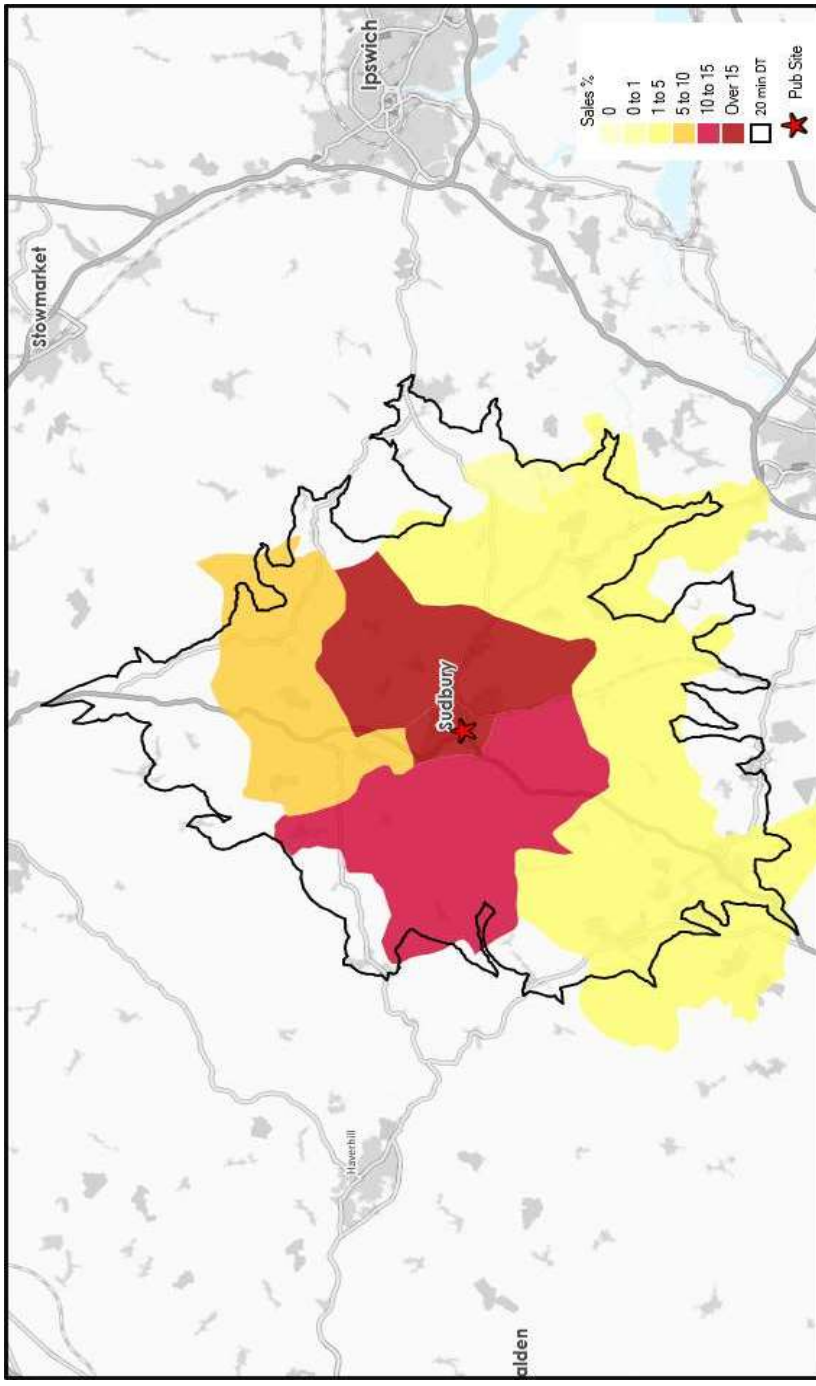
Transactional Data Maps - Gainsborough

Gainsborough 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 Gainsborough

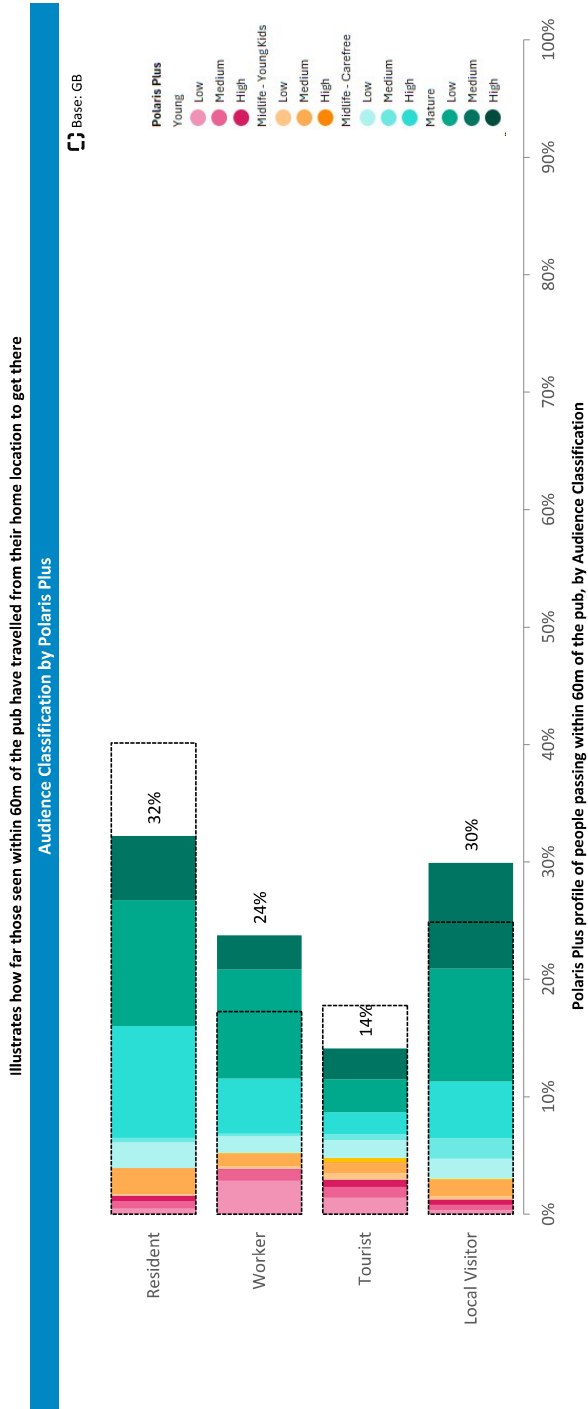
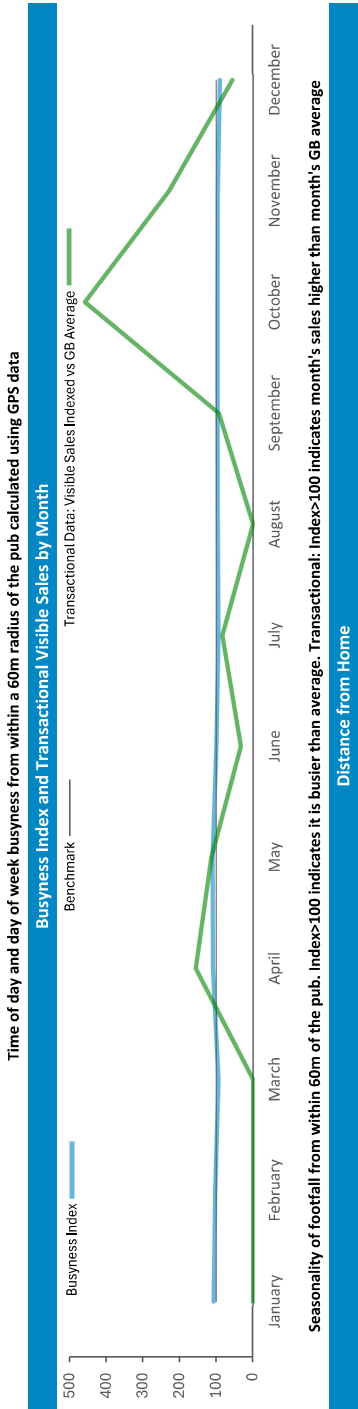
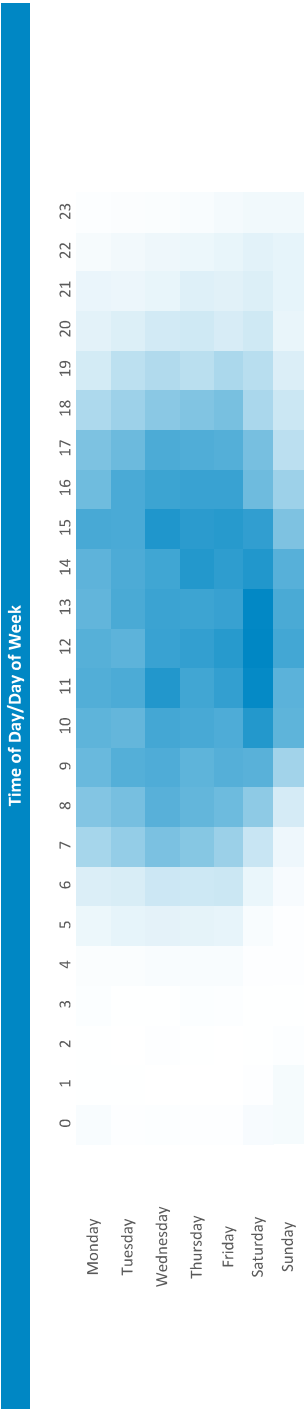


Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Mobile Data Summary - Gainsborough



© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

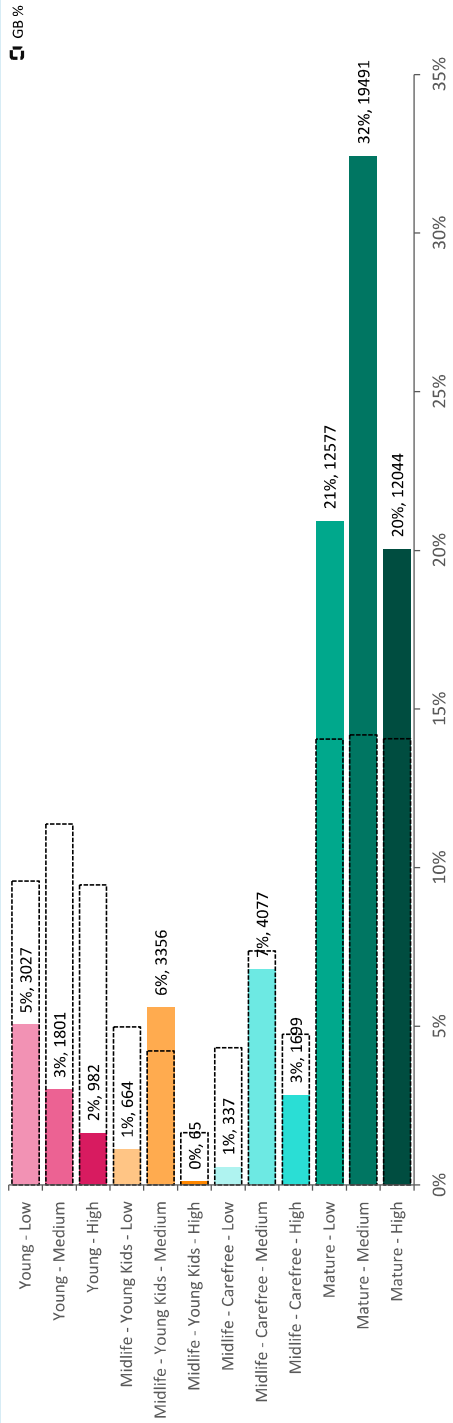


Mobile Data Summary - Gainsborough

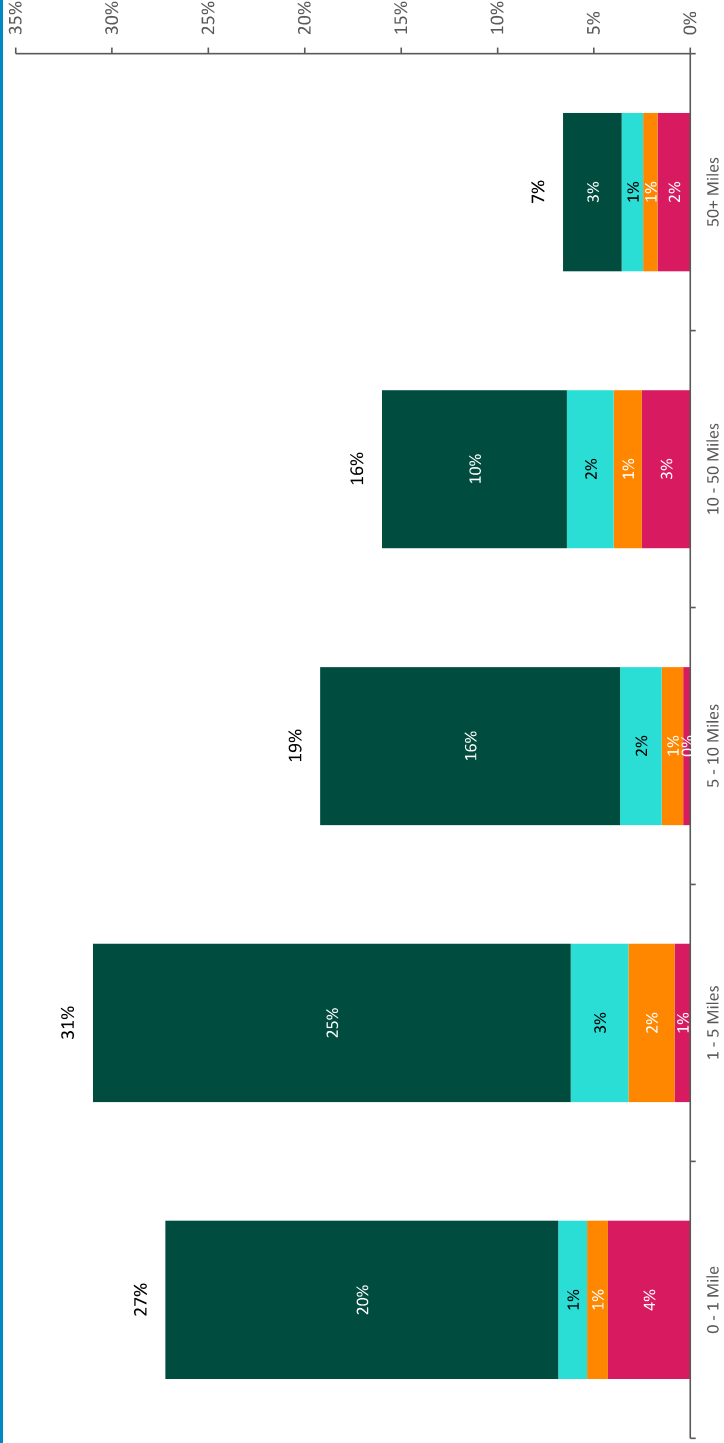


© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Polaris Plus Profile



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



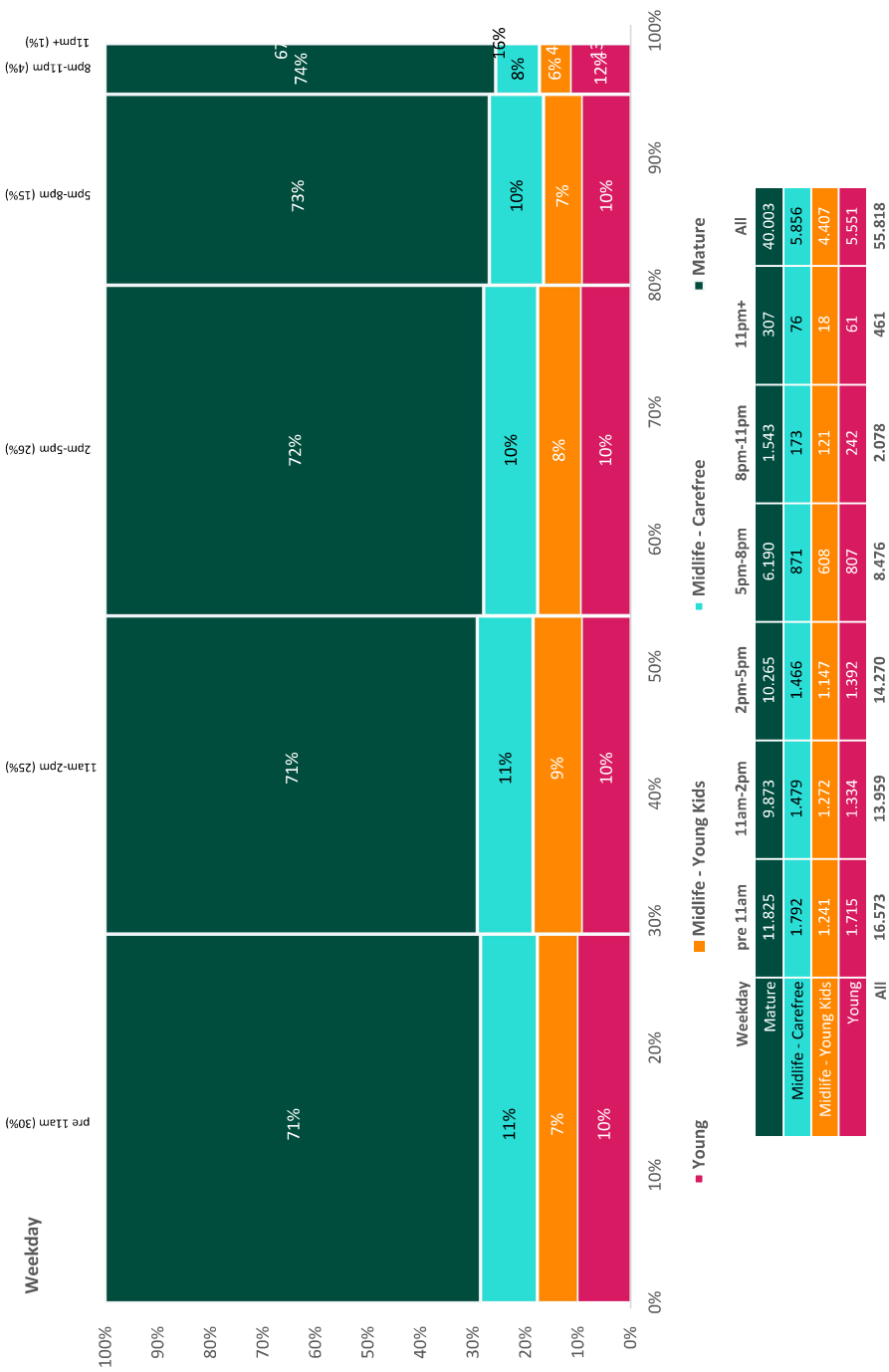
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Mobile Data Summary - Gainsborough



© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

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



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

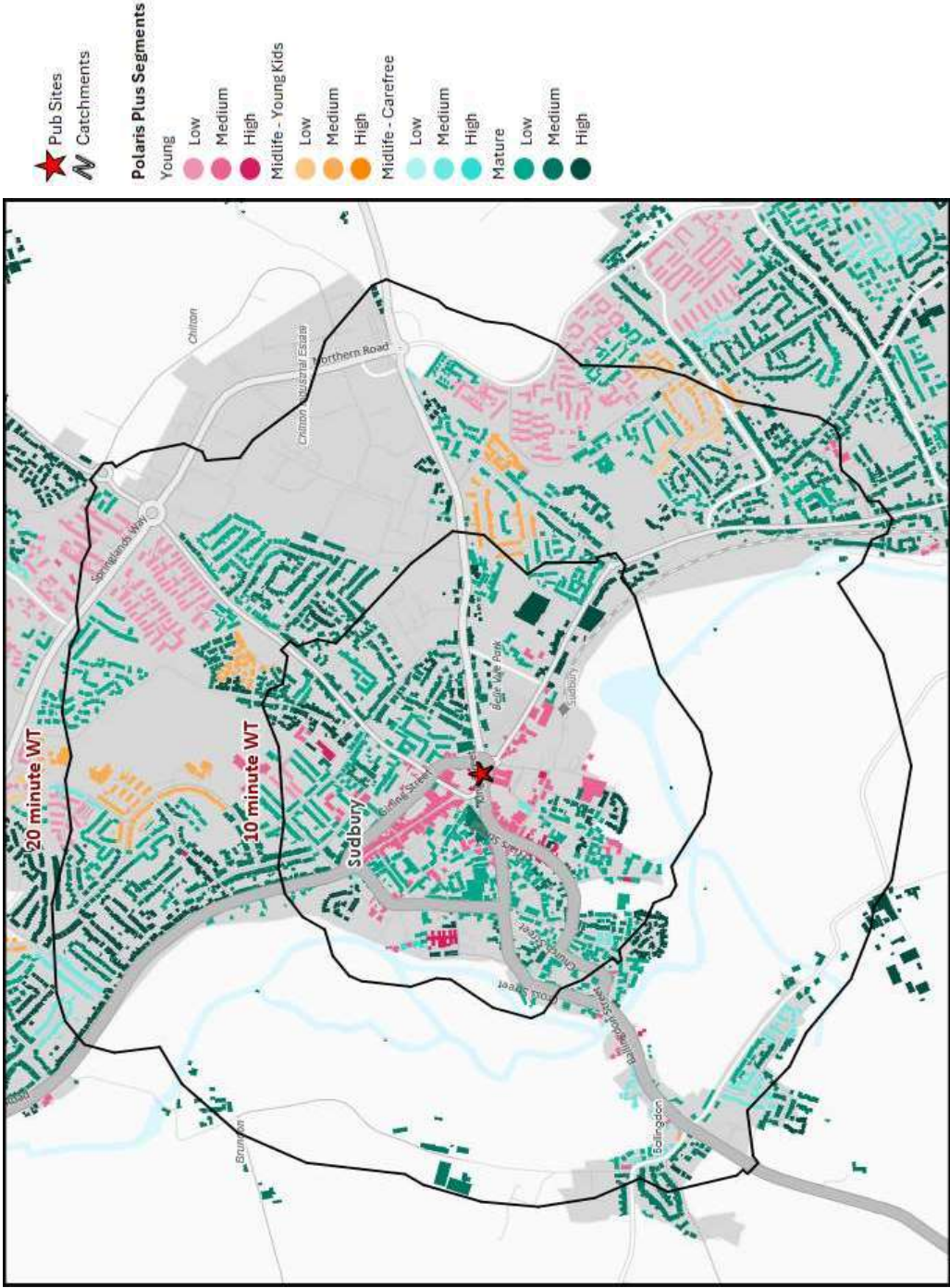


Time of day and busyness from within a 60m radius of the pub calculated using GPS data

Polaris Plus Summary - Gainsborough



© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf
Datasource © 2024 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2024

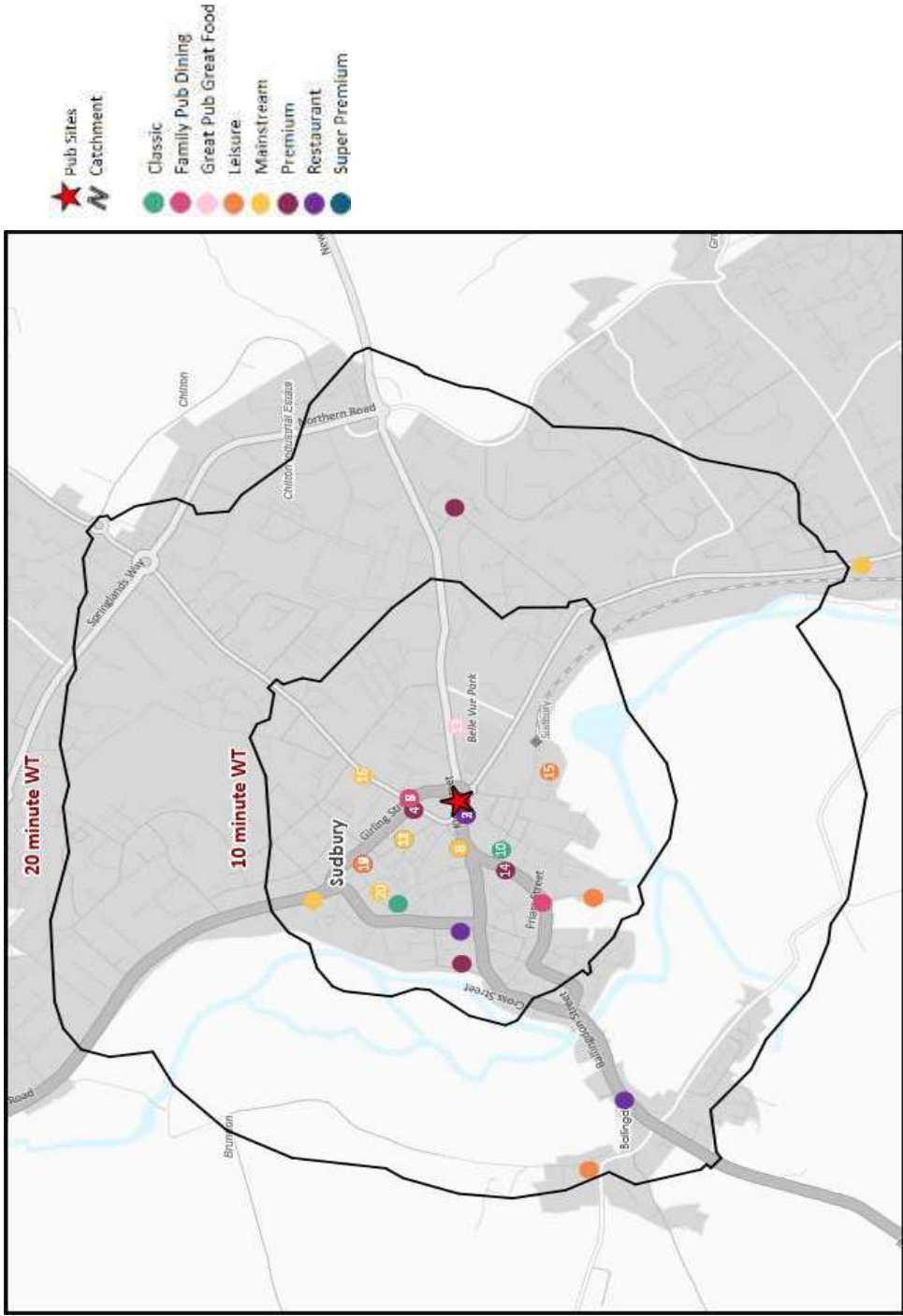


Polaris Plus Profile by Catchment

*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	0	1,397	3,003	0	123	41
Medium	610	685	1,564	116	54	19
High	142	151	194	45	20	4
Midlife - Young Kids						
Low	0	64	464	0	10	11
Medium	0	678	4,396	0	132	133
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	9	84	0	2	3
Medium	52	304	4,098	15	37	77
High	3	3	2,414	1	1	71
Mature						
Low	2,300	4,565	15,155	357	291	150
Medium	968	2,514	23,731	130	138	203
High	521	896	18,488	73	51	165
Not Private Households						
	166	326	1,005	326	263	126
Total	4,762	11,592	74,596			

CGA Summary - Gainsborough



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	Gainsborough	CO10 2EB	Star Pubs & Bars	Premium	0.9%	89.2%	0.00
1	Comfortable Cow	CO10 2EB	Independent Free	Premium	0.0%	0.0%	0.00
2	Huffers	CO10 2EQ	Independent Free	Restaurant	10.8%	60.5%	0.03
3	Dough and Co	CO10 2EQ	Dough & Co Essex Ltd	Restaurant	0.0%	0.0%	0.03
4	Weavers Tap	CO10 2HX	Stonegate Pub Company	Premium	1.3%	71.9%	0.09
5	Waggon and Horses	CO10 2TP	Unknown	Family Pub Dining	0.0%	0.0%	0.10
6	Brewery Tap	CO10 2TP	Mauldons	Premium	2.5%	87.8%	0.10
7	Infinity	CO10 2TP	Independent Free	Leisure	2.4%	84.0%	0.10
8	Lady Elizabeth	CO10 2EA	Greene King	Mainstream	2.3%	55.1%	0.10
9	Prado Lounge	CO10 2EA	Loungers	Premium	21.6%	72.7%	0.10
10	Sudbury Institute Club	CO10 2SP	Independent Free	Classic	0.0%	0.0%	0.13
11	Grover and Allen	CO10 1RF	Wetherspoons GB	Mainstream	12.1%	70.6%	0.14
12	White Horse	CO10 1RF	Greene King	Premium	16.0%	73.1%	0.14
13	Hill Lodge Hotel	CO10 2RL	Independent Free	Great Pub Great Food	0.0%	0.0%	0.16
14	Secret Garden Tea Rooms	CO10 2AA	Independent Free	Premium	11.7%	62.7%	0.17
15	King Fisher Leisure Pool	CO10 2SU	Independent Free	Leisure	3.1%	70.5%	0.19
16	Horse and Groom	CO10 2TU	Admiral Taverns Ltd	Mainstream	1.4%	93.3%	0.20
17	Dough and Co	CO10 1RE	Dough & Co Essex Ltd	Restaurant	6.2%	87.1%	0.23
18	Sudbury Snooker Club	CO10 1RE	Independent Free	Leisure	2.4%	81.7%	0.23
19	North Street Tavern	CO10 1RE	Admiral Taverns Ltd	Premium	0.0%	0.0%	0.23
20	Prince Of Wales	CO10 1JB	Independent Free	Mainstream	5.5%	88.9%	0.25

* 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 - Gainsborough

© 2026 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections) can be found at www.caci.co.uk/copyrightnotices.pdf

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

4,762	11,592	74,596
29	32	142
164	362	525

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	411	8,6%	110
Family Pub Dining	2	481	10,1%	111
Great Pub Great Food	1	727	15,3%	91
Leisure	6	459	9,6%	96
Mainstream	5	764	16,0%	115
Premium	9	647	13,6%	95
Restaurant	4	970	20,4%	88
Super Premium	0	136	2,9%	73

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	1,062	9,2%	117
Family Pub Dining	2	1,231	10,6%	117
Great Pub Great Food	1	1,722	14,9%	89
Leisure	7	1,133	9,8%	97
Mainstream	5	1,859	16,0%	115
Premium	10	1,551	13,4%	94
Restaurant	5	2,384	20,6%	89
Super Premium	0	319	2,8%	70

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	3	4,848	6,5%	83
Family Pub Dining	2	6,647	8,9%	98
Great Pub Great Food	21	13,761	18,5%	110
Leisure	25	7,815	10,5%	104
Mainstream	21	10,478	14,1%	101
Premium	55	10,811	14,5%	101
Restaurant	13	16,456	22,1%	96
Super Premium	2	2,754	3,7%	94

Glossary

© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyright/notice.pdf

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"
	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"										
Product needs	<table><tr><td> - Aids being part of the group - Helps me look good by standing out and making the right impression - Energising - Discovering new things - Avoids bloating - Physical benefit </td><td> - Helps me look good, and be on trend - Discovering new things - Supports moderate calorie & alcohol intake - Energising - Being romantic </td><td> - Tastes good and looks good - Discovering new things - Supports connecting with friends and family - Enjoyable for longer </td><td> - Tastes great - Good quality - Helps me feel good - Enjoyable for longer </td></tr></table>	- 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								
- 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.													