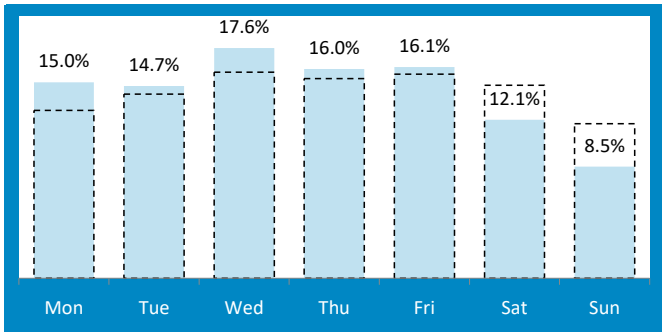
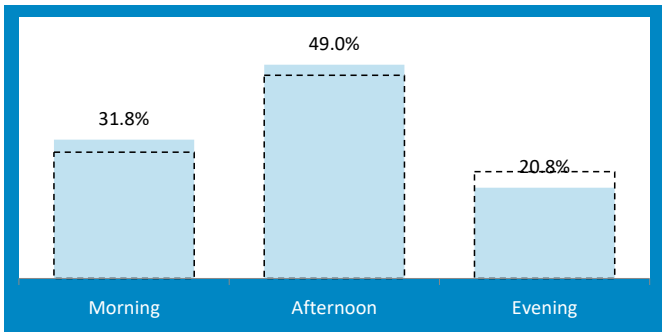
Castle Tavern

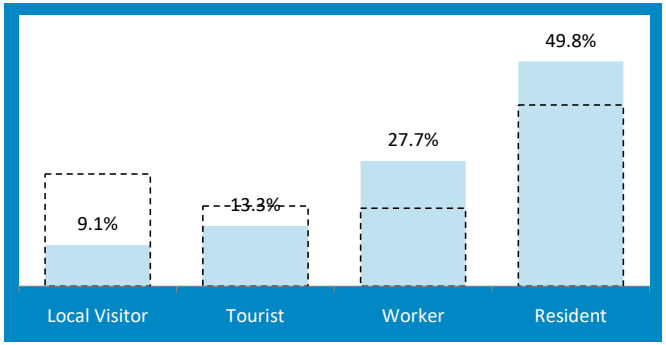
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		14.244	5.344
Adult Pop		11.276	4.529
Affluence	Low	53%	33%
	Medium	43%	38%
	High	2%	27%
Young		90%	28%
Midlife Young Kids		2%	11%
Midlife Carefree		0%	16%
Mature		6%	44%
Competition Count		47	43

Visitors

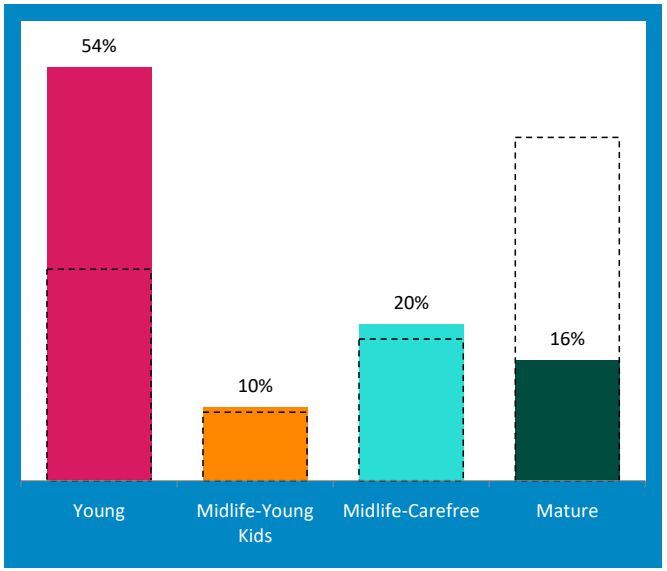






Spend Profile

	This Site	Benchmark
£ATV	£6	£30
Average Distance Travelled in miles	15	27



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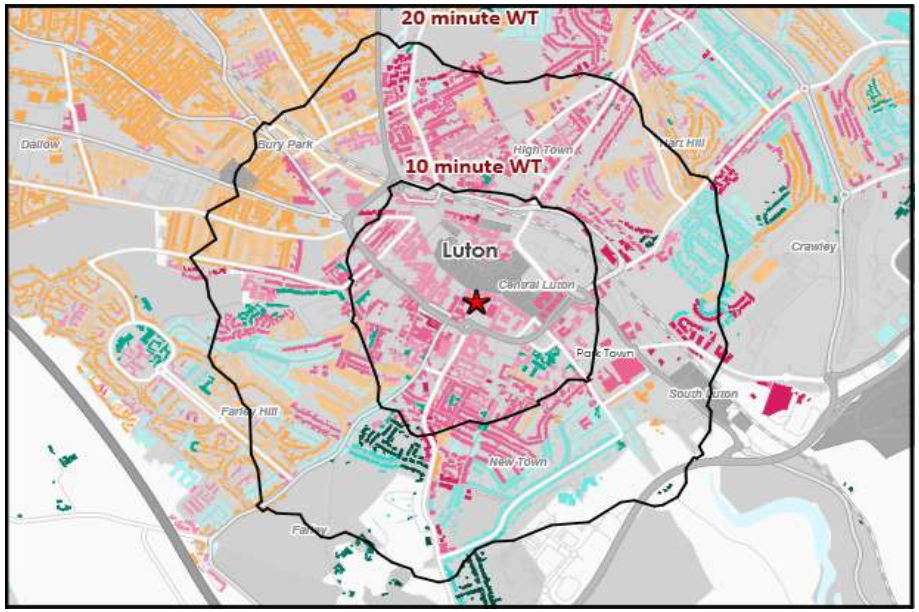
Catchment Summary - Castle Tavern

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		14.244	50.280	402.619	267	256	95
					Pop. & Adl. 18+ index based on all pubs		
Adults 18+		11.276	38.824	304.843	249	237	90
Competition Pubs		47	67	371	109	66	47
Adults 18+ per Competition Pub		240	579	822	35	85	120
% Adults Likely to Drink		74,0%	71,0%	75,0%	93	89	94
Affluence	Low	52,6%	45,2%	27,1%	159	136	82
	Medium	43,4%	48,2%	50,7%	113	126	132
	High	1,8%	5,8%	21,5%	6	21	78
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£11.234	£13.251	£22.494	50	59	100
Age Profile	18-24	1.974	5.775	32.536	163	135	95
	25-34	3.827	11.270	56.821	199	166	104
	35-44	2.329	8.416	60.177	121	124	111
	45-64	2.380	9.937	96.633	67	79	96
	65+	766	3.426	58.676	28	35	76



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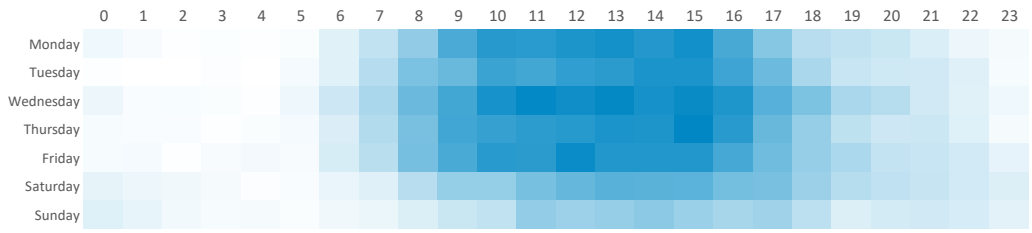
Pub Sites
Catchment

Polaris Plus Segments

Young	Midlife - Young Kids	Midlife - Carefree	Mature
Low	Low	Low	Low
Medium	Medium	Medium	Medium
High	High	High	High

Mobile Data Summary

Time of Day/Day of Week



Polaris Segment	Population Count 10 min WT*	Population Count 20 min WT*	Population Count 20 min DT**	Index vs GB average 10 min WT*	Index vs GB average 20 min WT*	Index vs GB average 20 min DT**
Young	10.100	23.833	71.258	322	221	84
Midlife - Young Kid	269	9.696	84.999	22	229	256
Midlife - Carefree	5	3.413	73.177	0	56	152
Mature	656	1.560	73.341	13	9	54
Not Private Households	246	322	2.068	18.031	6.855	5.607
Total	**11.276**	**38.824**	**304.843**			

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Per Pub - Castle Tavern

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	11.276	38.824	304.843
Number of Competition Pubs	47	67	371
Adults 18+ per Competition Pub	240	579	822

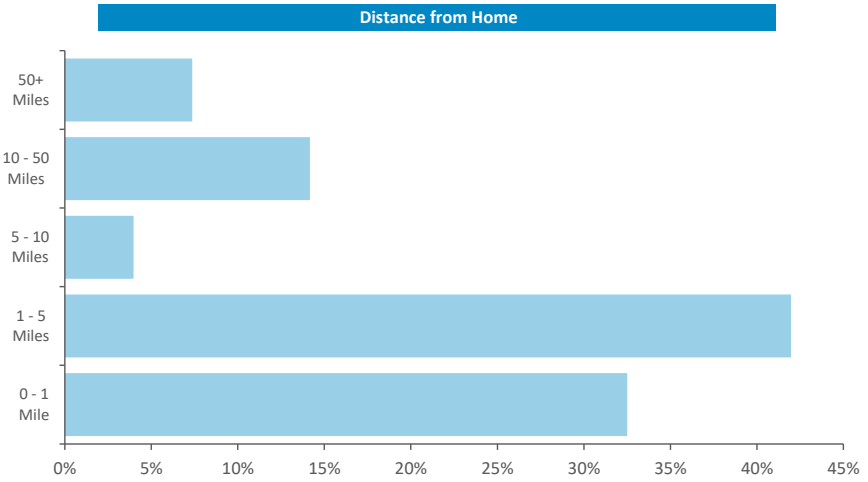
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	10	1.474	13,1%	167
Family Pub Dining	3	1.289	11,4%	126
Great Pub Great Food	1	1.260	11,2%	67
Leisure	6	1.018	9,0%	90
Mainstream	10	1.886	16,7%	120
Premium	1	1.421	12,6%	88
Restaurant	16	2.410	21,4%	93
Super Premium	0	272	2,4%	61

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	11	4.493	11,6%	148
Family Pub Dining	5	4.176	10,8%	118
Great Pub Great Food	2	4.836	12,5%	74
Leisure	10	3.644	9,4%	93
Mainstream	17	6.172	15,9%	114
Premium	1	5.212	13,4%	94
Restaurant	21	8.803	22,7%	98
Super Premium	0	1.166	3,0%	76

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	28	22.176	7,3%	93
Family Pub Dining	20	27.822	9,1%	100
Great Pub Great Food	31	50.270	16,5%	99
Leisure	74	31.087	10,2%	102
Mainstream	54	40.972	13,4%	96
Premium	59	45.210	14,8%	104
Restaurant	77	72.344	23,7%	103
Super Premium	28	12.826	4,2%	107



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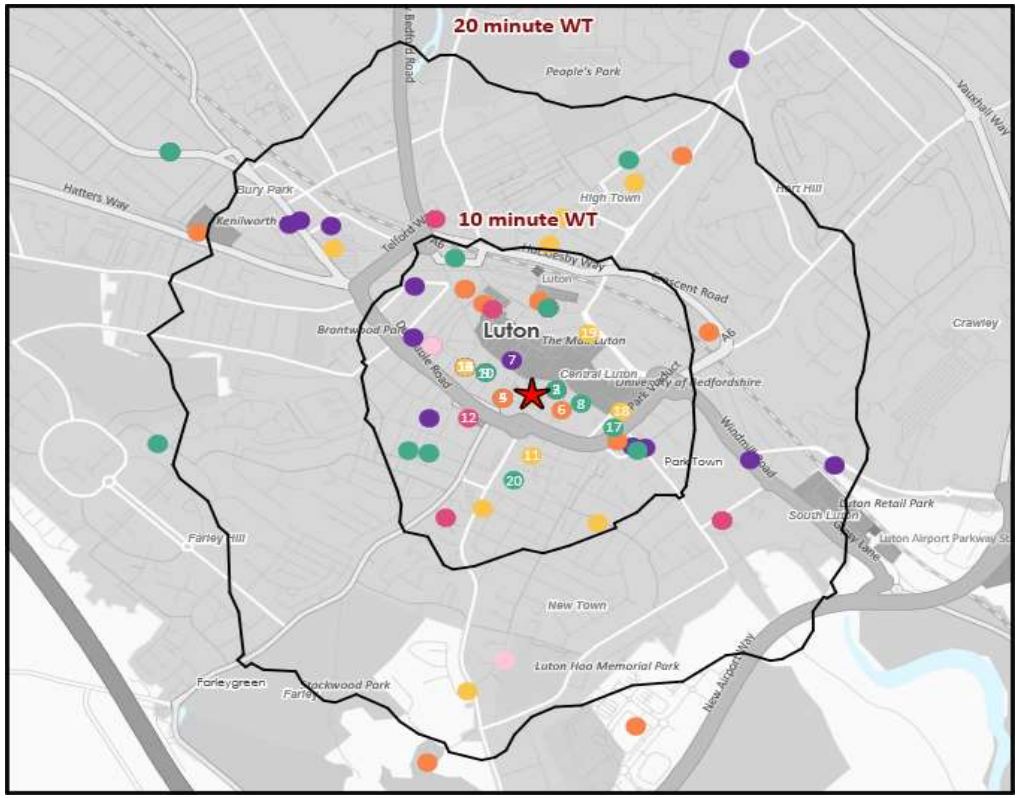
Competition - Castle Tavern



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
1	Red Lion	LU 1 3AA	Stonegate Pub Company	Mainstream	16,1%	0,00
0	Castle Tavern	LU 1 3AA	Star Pubs & Bars	Mainstream	14,6%	0,00
12	Premier Inn	LU 1 5FA	Whitbread Hotels	Family Pub Dir	9,7%	0,16
20	Phoenix	LU 1 3EQ	*Other Small Retail Groups	Classic	9,3%	0,22
17	Four Horseshoes	LU 1 3EU	Independent Free	Classic	9,1%	0,20
16	Papa J's	LU 1 2QH	Independent Free	Restaurant	8,9%	0,17
2	Pizza Hut	LU 1 3EP	Pizza Hut UK Ltd	Restaurant	8,9%	0,06
9	Kankis	LU 1 2DW	Independent Free	Classic	6,3%	0,12
15	Flame At The Wellington	LU 1 2QH	Punch Pub Company	Mainstream	6,0%	0,17
13	Steakout Meat House	LU 1 2QH	Steakout Meat House	Restaurant	4,9%	0,17
6	Grosvenor Casino	LU 1 3BE	Rank	Leisure	2,7%	0,08
14	Nakorn Thai Restaurant	LU 1 2QH	Independent Free	Restaurant	2,4%	0,17
3	Off The Wall	LU 1 3EP	Stonegate Pub Company	Classic	1,2%	0,06
4	Qba and Las Tapas	LU 1 2SE	Independent Free	Restaurant	0,0%	0,07
5	Venue Central	LU 1 2SE	Independent Free	Leisure	0,0%	0,07
7	Sizzall	LU 1 2AZ	Independent Free	Restaurant	0,0%	0,11
8	Brewery Tap	LU 1 3ET	Greene King	Classic	0,0%	0,11
10	U Grubego	LU 1 2DW	Independent Free	Restaurant	0,0%	0,12
11	Globe	LU 1 3AN	Stonegate Pub Company	Mainstream	0,0%	0,15
18	University Of Bedfordshire Stude	LU 1 3HZ	Independent Free	Mainstream	0,0%	0,21
19	Bentleys	LU 1 3JG	Stonegate Pub Company	Mainstream	0,0%	0,21

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

Pub Sites
Catchment

- Classic
- Family Pub Dining
- Great Pub Great Food
- Leisure
- Mainstream
- Premium
- Restaurant
- Super Premium

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Catchment Summary - Castle Tavern

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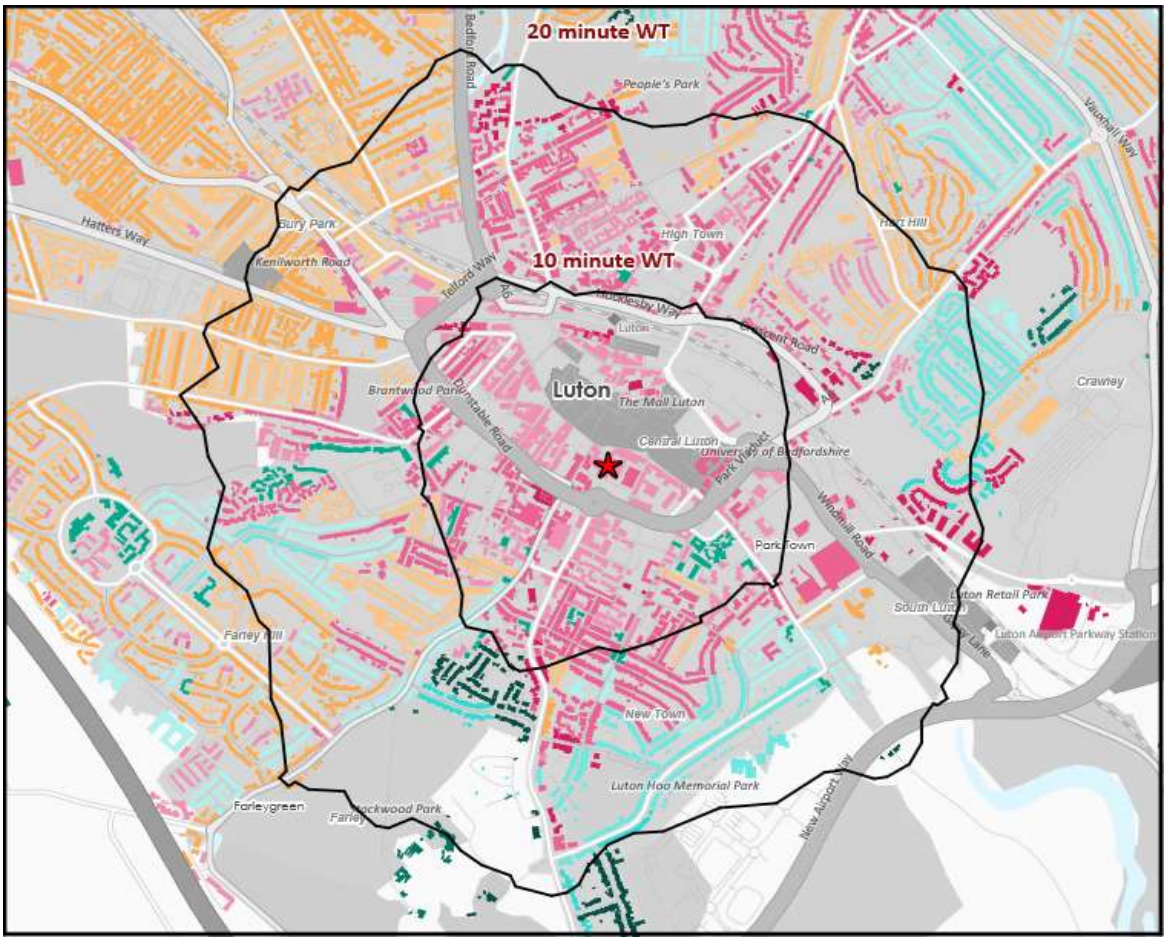
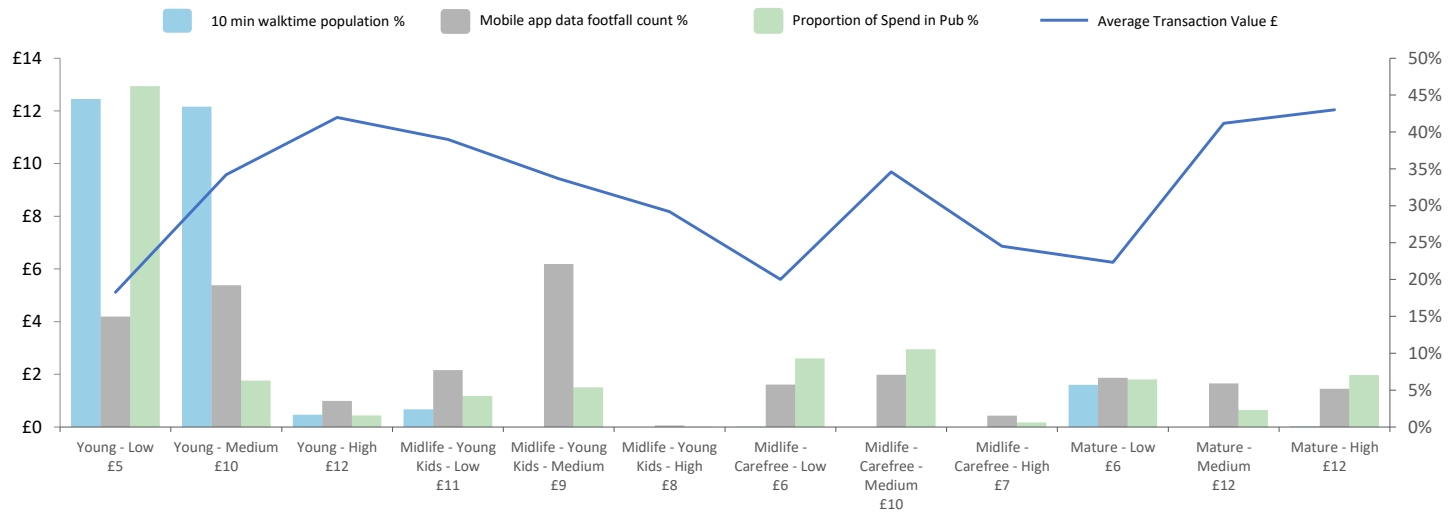
CGA ID	Name	Postcode	Operator	Segment	Sparsity
272917	Castle Tavern	LU 1 3AA	Star Pubs & Bars	Mainstream	8



Polaris Plus Profile



See the Glossary page for further information on the above variables

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Catchment Summary - Castle Tavern

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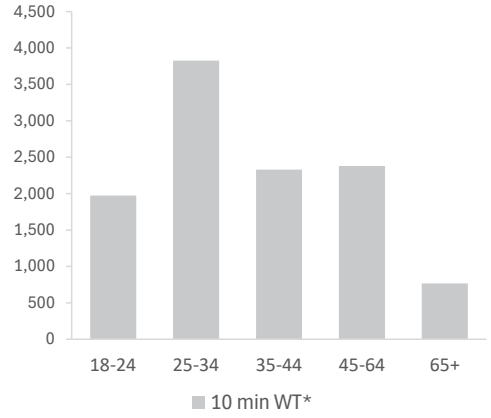
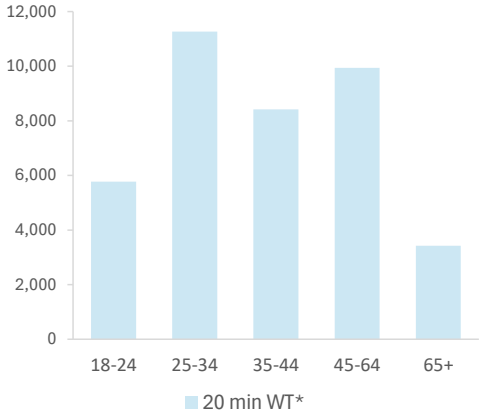
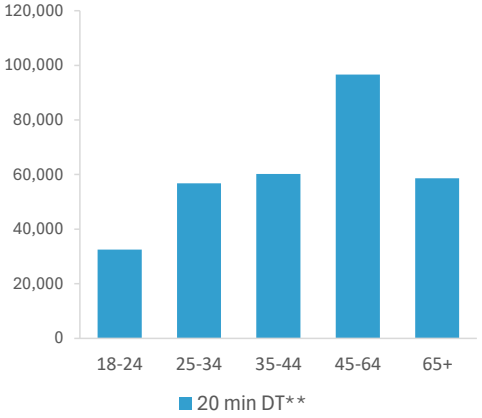
Over GB Average
Around GB Average
Under GB Average

*WT= Walktime, **DT= Drivetime

		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		14.244	50.280	402.619	267	256	95
					Population & Adults 18+ index is based on all pubs		
Adults 18+		11.276	38.824	304.843	249	237	90
Competition Pubs		47	67	371	109	66	47
Adults 18+ per Competition Pub		240	579	822	35	85	120
% Adults Likely to Drink		74,0%	71,0%	75,0%	93	89	94
Affluence	Low	52,6%	45,2%	27,1%	159	136	82
	Medium	43,4%	48,2%	50,7%	113	126	132
	High	1,8%	5,8%	21,5%	6	21	78
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£11.234	£13.251	£22.494	50	59	100
Age Profile	18-24	1.974	5.775	32.536	163	135	95
	25-34	3.827	11.270	56.821	199	166	104
	35-44	2.329	8.416	60.177	121	124	111
	45-64	2.380	9.937	96.633	67	79	96
	65+	766	3.426	58.676	28	35	76







		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	7,734 (54%)	27,142 (54%)	202,395 (50%)	111	110	102
	Female	6,510 (46%)	23,138 (46%)	200,224 (50%)	90	90	98
Economic Status (16+)	Employed: Full-time	3,651 (32%)	13,628 (34%)	109,608 (35%)	93	100	102
	Employed: Part-time	1,164 (10%)	4,512 (11%)	37,909 (12%)	84	94	100
	Self employed	901 (8%)	3,652 (9%)	33,178 (10%)	84	98	113
	Unemployed	715 (6%)	2,453 (6%)	11,170 (4%)	225	223	128
	Full-time student	1,282 (11%)	2,843 (7%)	10,267 (3%)	444	285	130
	Retired	800 (7%)	3,211 (8%)	53,449 (17%)	32	37	78
	Other	3,052 (26%)	9,759 (24%)	60,527 (19%)	148	137	108
Total Worker Count		9.007	22.427	179.209			

See the Glossary page for further information on the above variables

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Transactional Data Summary - Castle Tavern

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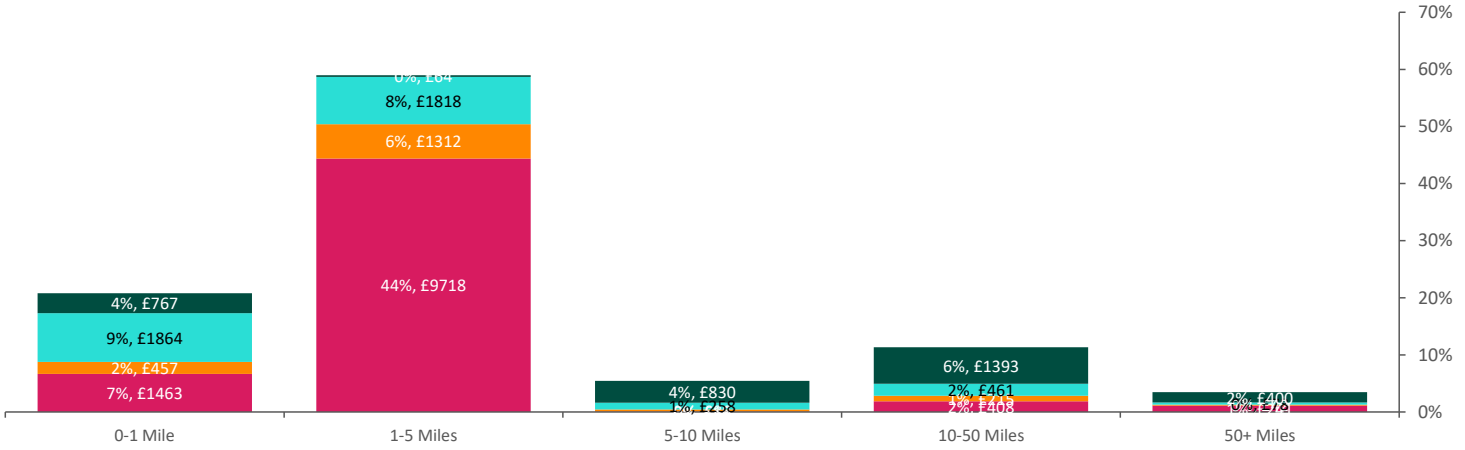
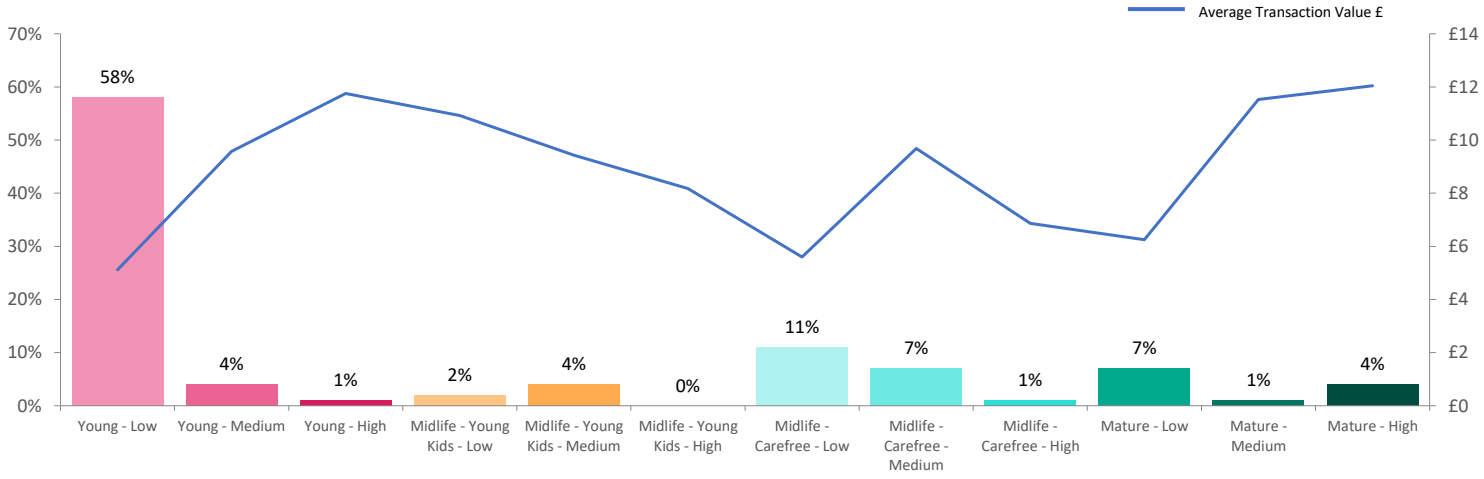
Spend by Polaris and Distance from Home



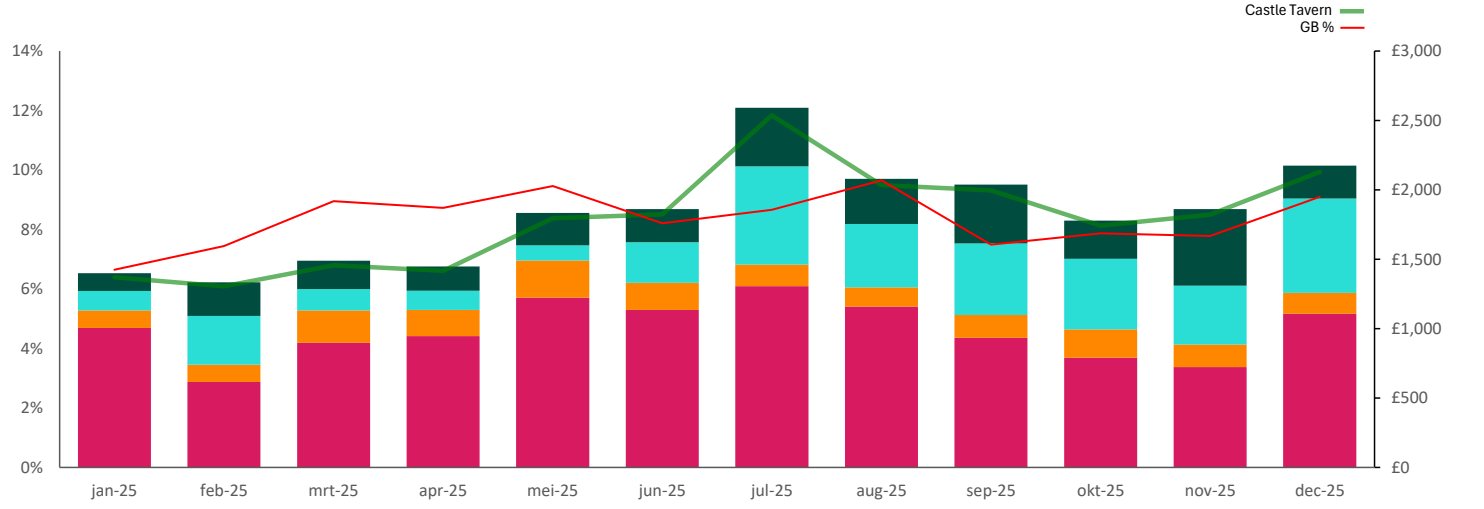
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



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

Spend by Month and Polaris



Seasonality of the spend split by month

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Transactional Data Maps - Castle Tavern

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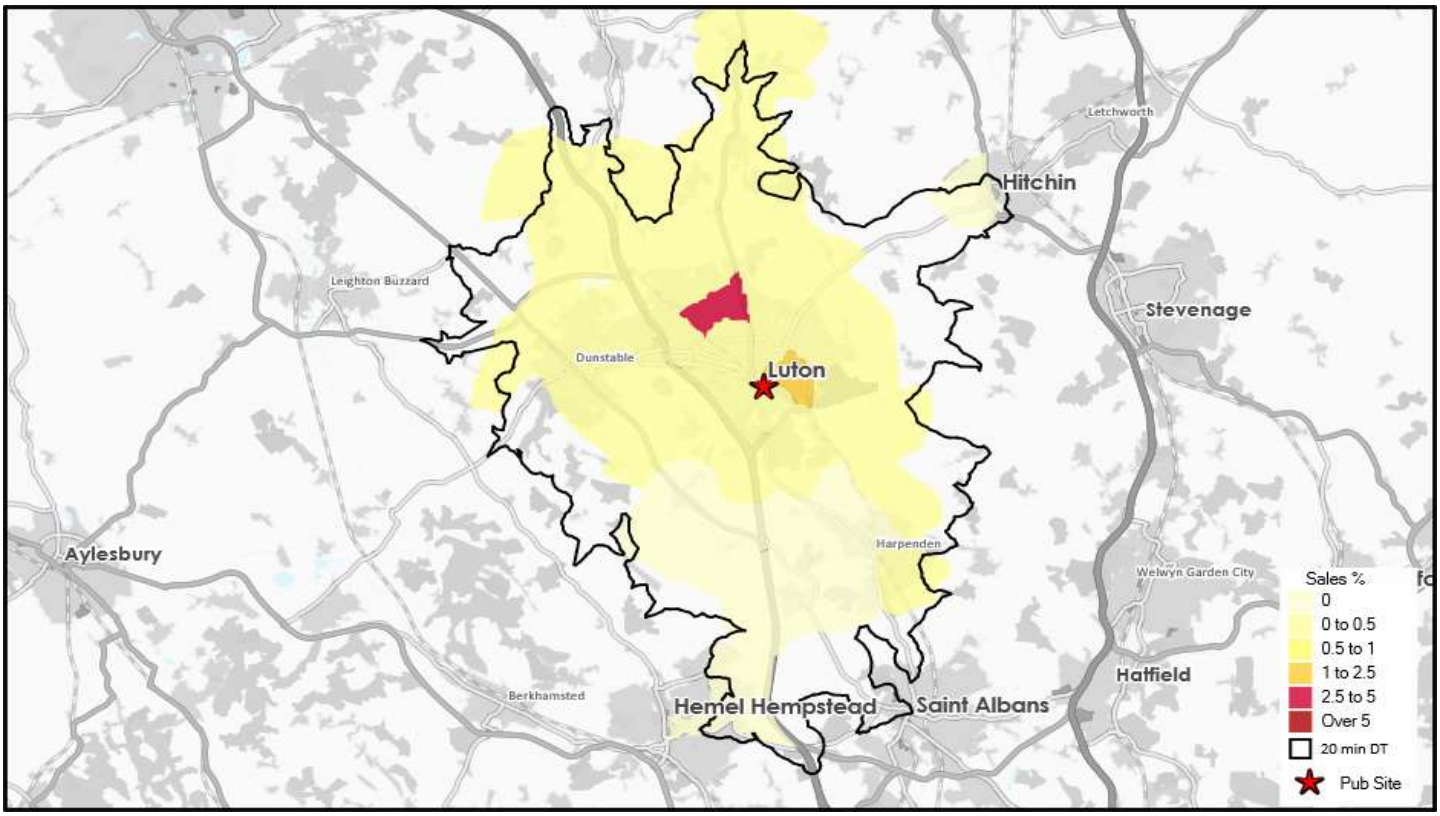
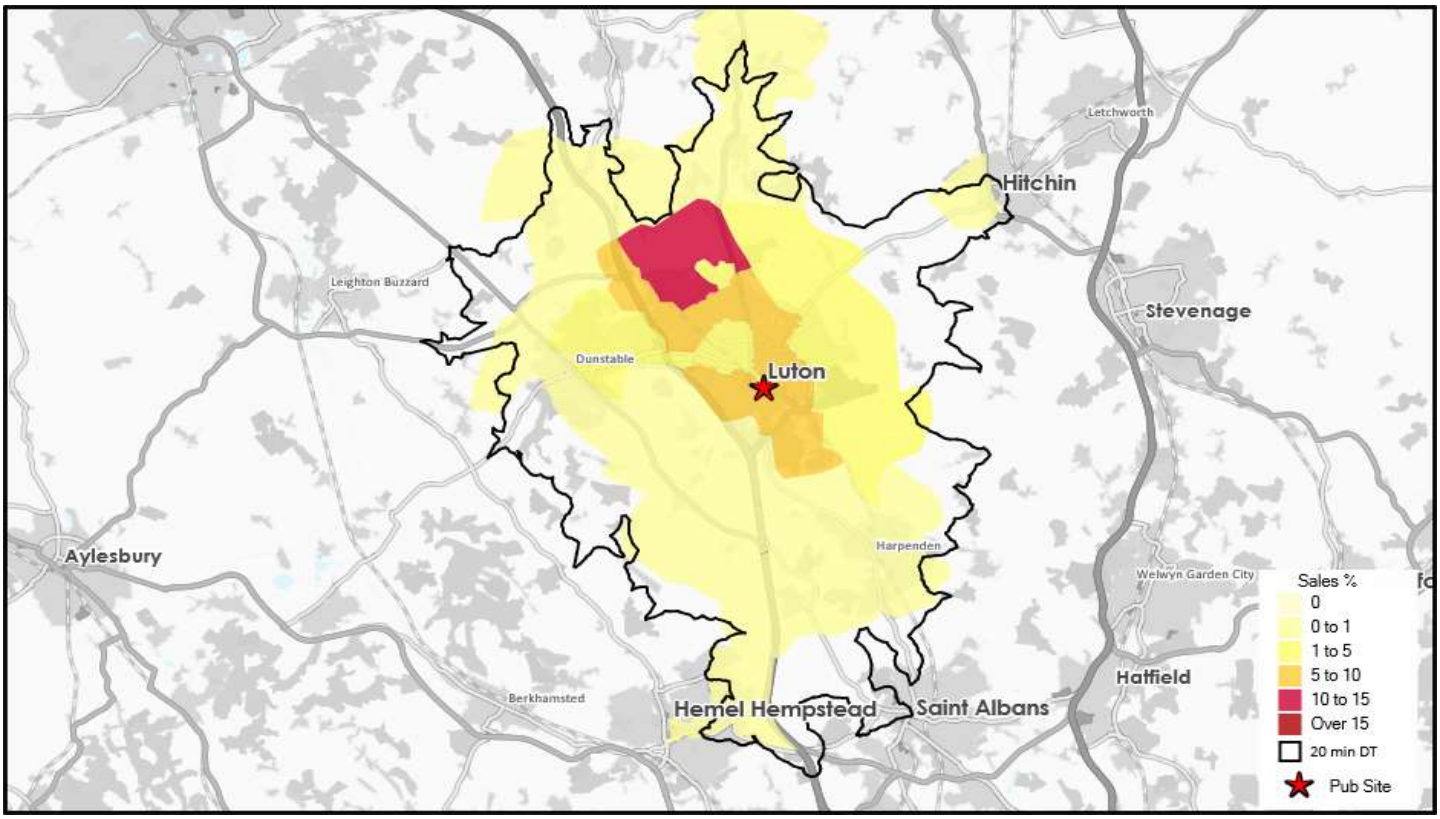
Castle Tavern Share of Spend from Postcode Sectors within 20 minute Drive



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 Castle Tavern



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

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Mobile Data Summary - Castle Tavern

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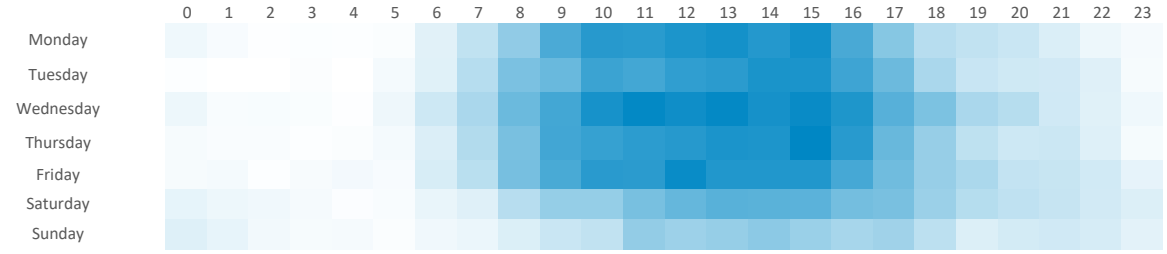
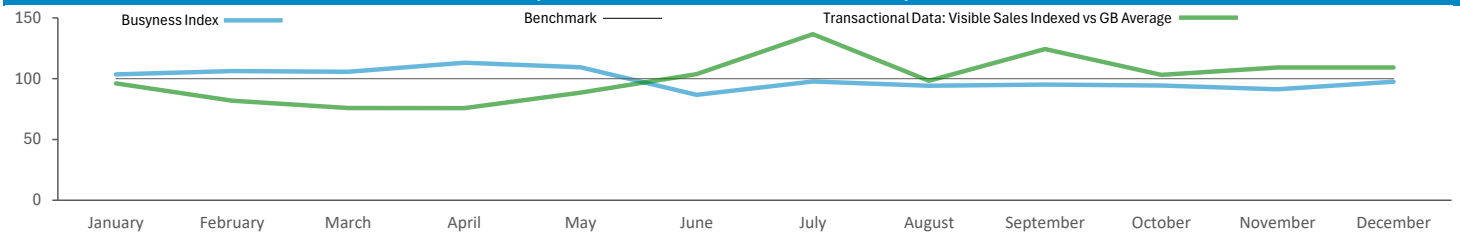
Time of Day/Day of Week



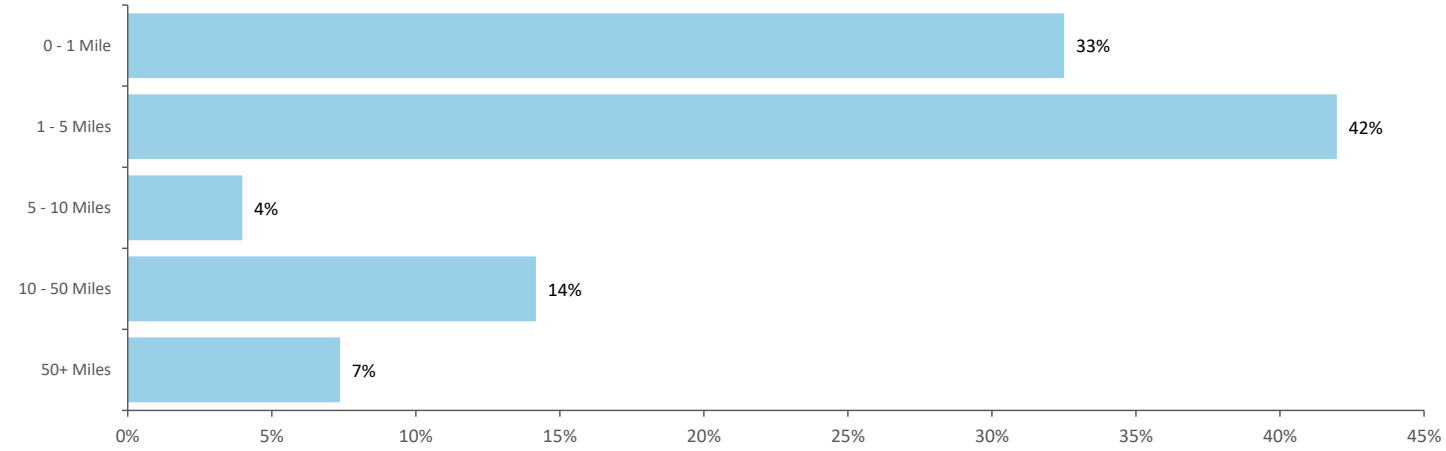
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



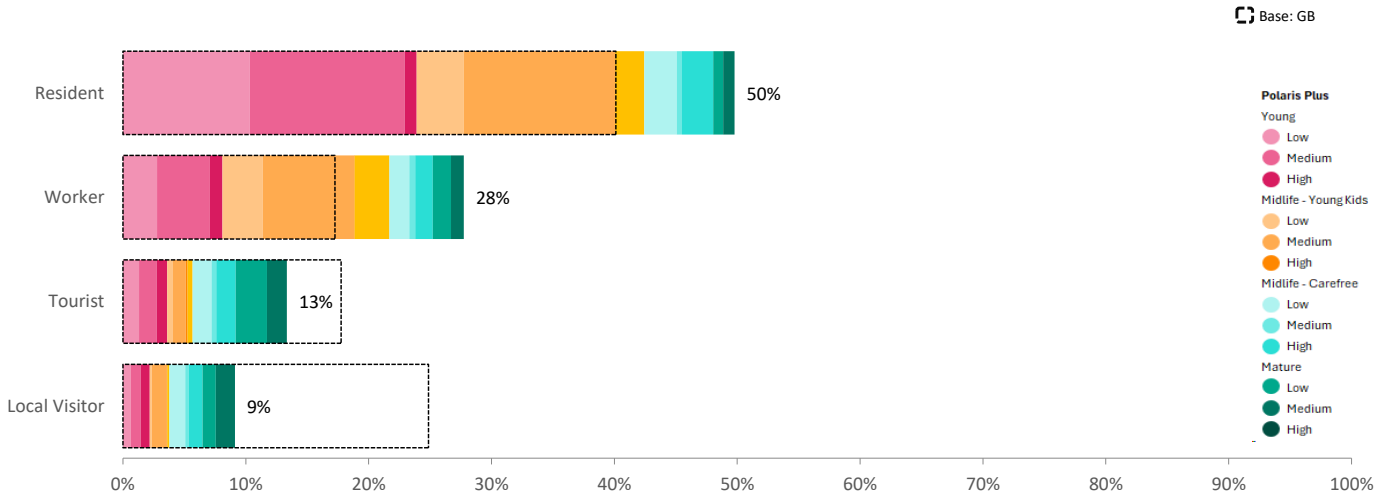
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

Distance from Home



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

Audience Classification by Polaris Plus



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

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Mobile Data Summary - Castle Tavern

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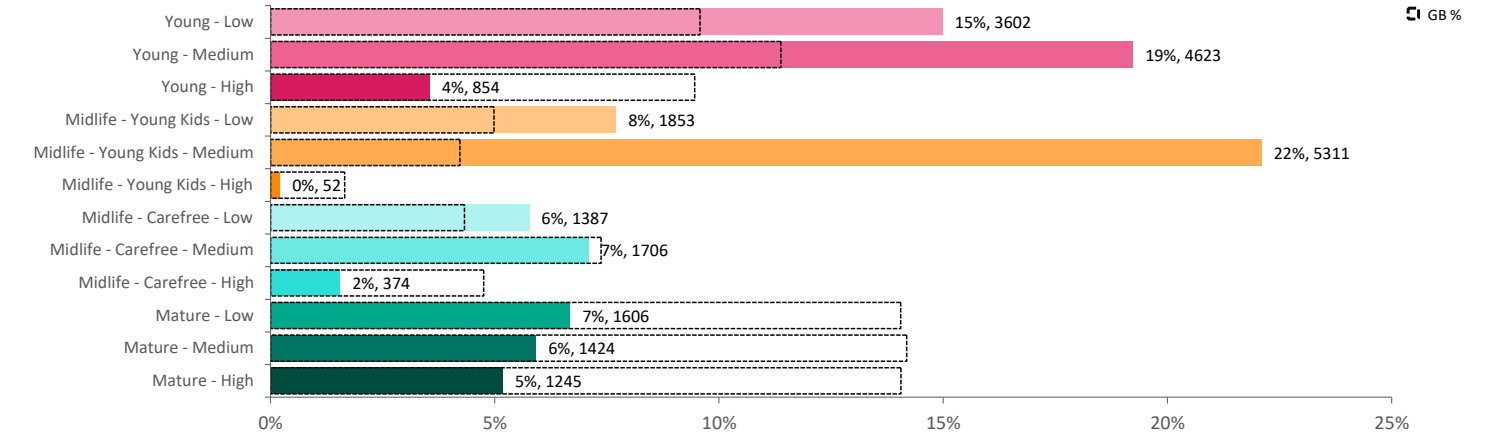
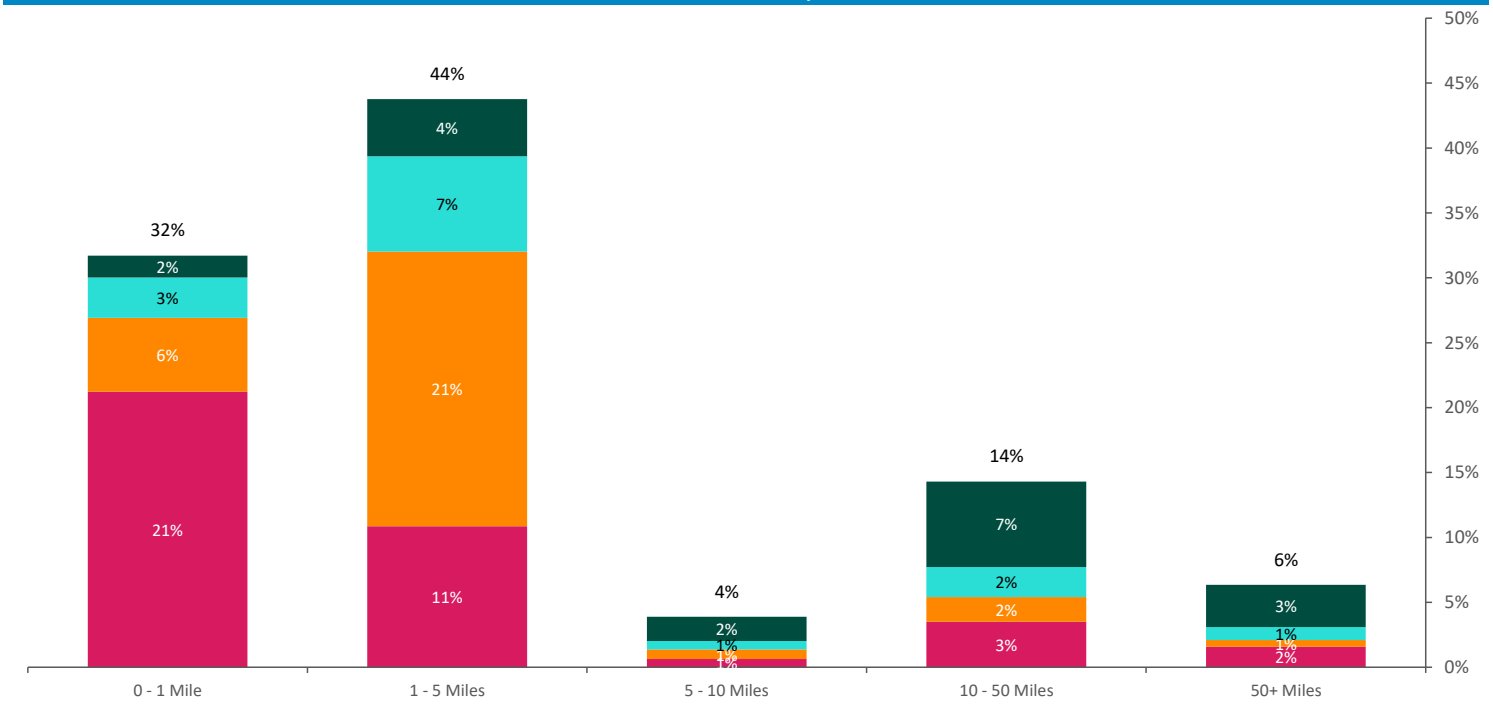
Polaris Plus Profile



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

Distance from Home by Polaris



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

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Mobile Data Summary - Castle Tavern

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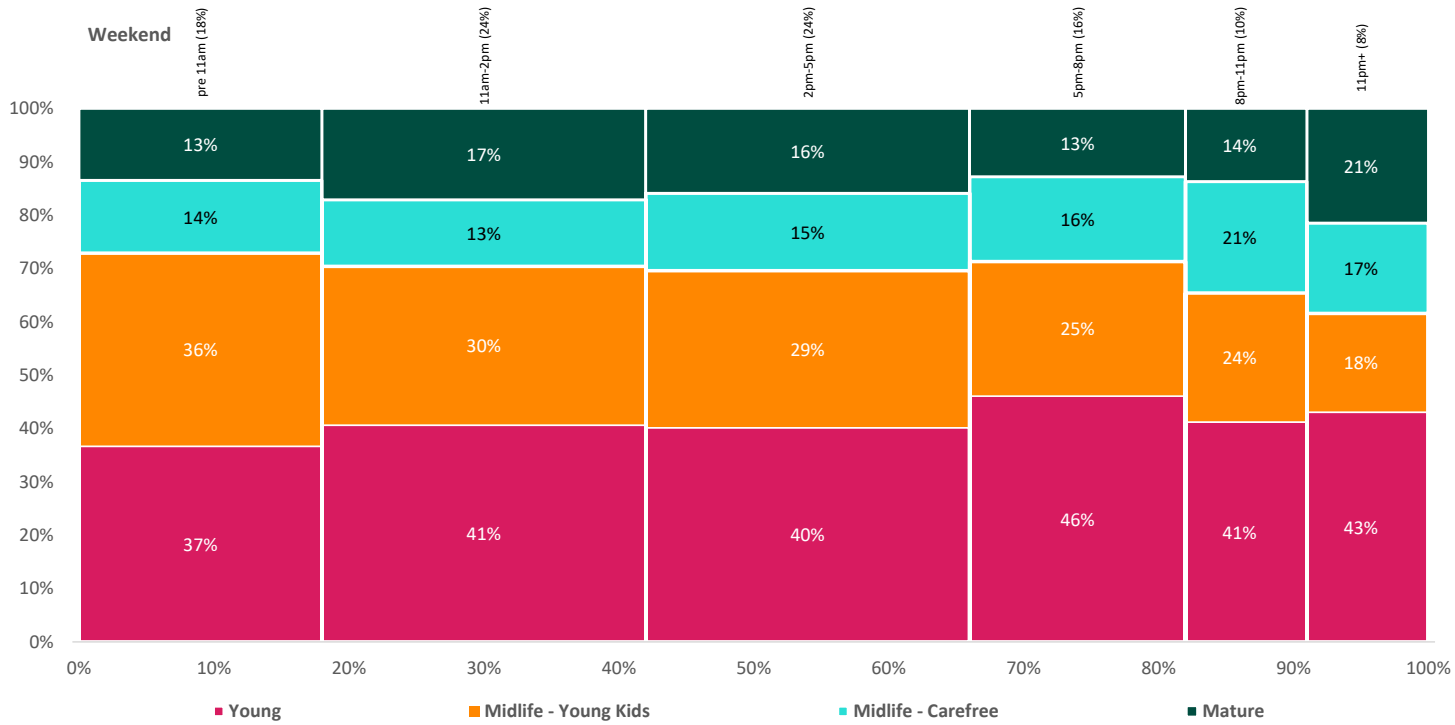
Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	1.955	2.130	1.898	626	261	123	6.994
Midlife - Carefree	1.053	1.002	1.170	557	264	206	4.252
Midlife - Young Kids	2.049	2.389	2.120	942	409	174	8.083
Young	2.829	2.484	2.651	1.527	743	341	10.575
All	7.886	8.005	7.840	3.652	1.677	844	29.904

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	181	304	281	150	98	130	1.143
Midlife - Young Kids	184	223	258	187	150	102	1.105
Midlife - Carefree	485	527	521	295	172	111	2.111
Mature	495	726	715	543	296	261	3.037
All	1.345	1.781	1.776	1.175	716	604	7.396

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

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Polaris Plus Summary - Castle Tavern

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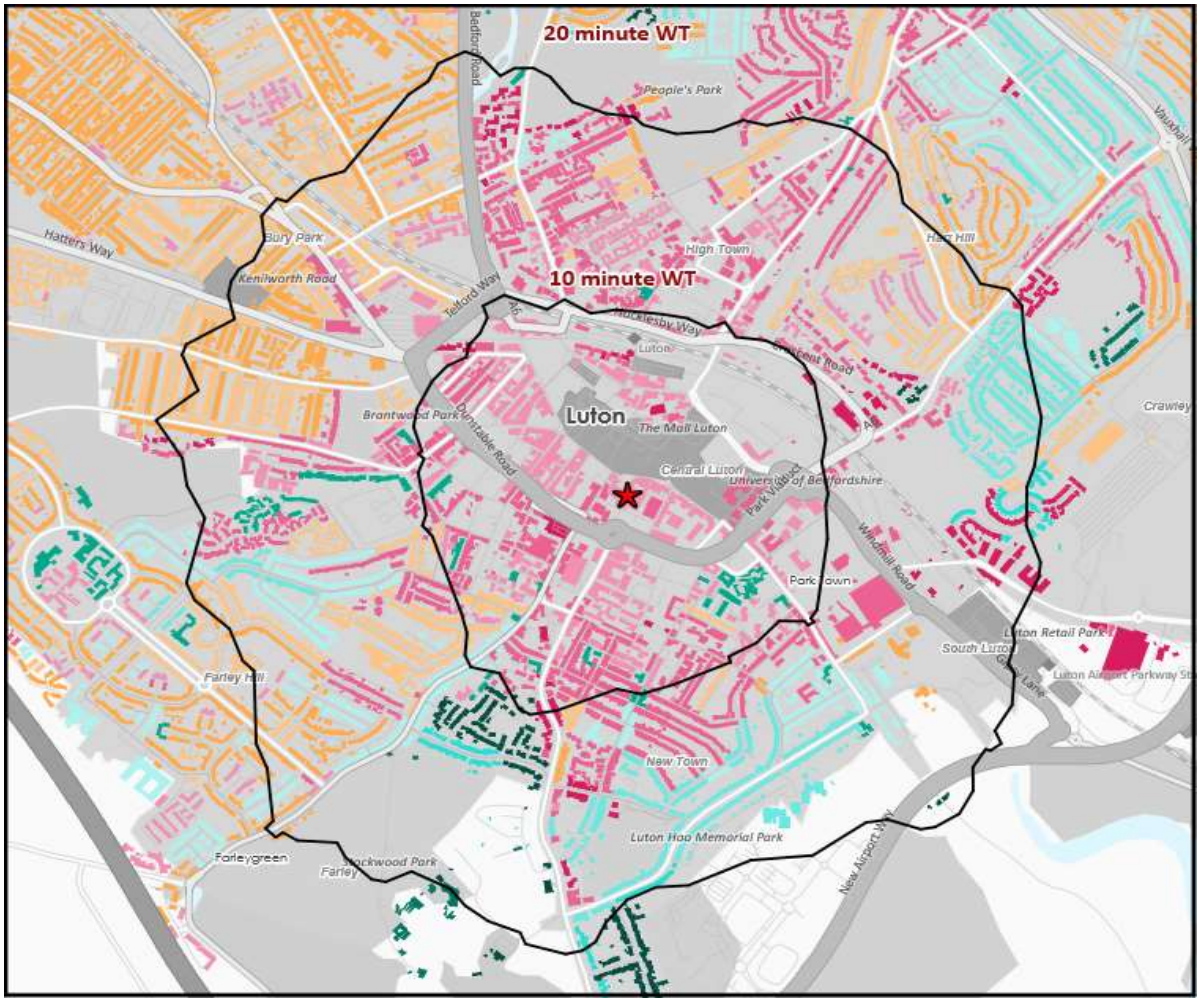

Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

	Population Count			Index vs GB average		
Polaris Plus Segment	**10 min WT***	**20 min WT***	**20 min DT****	**10 min WT***	**20 min WT***	**20 min DT****
Young						
Low	5.014	8.337	26.100	453	219	87
Medium	4.897	13.681	33.225	394	320	99
High	189	1.815	11.933	25	70	59
Midlife - Young Kids						
Low	269	6.302	20.496	43	290	120
Medium	0	3.394	61.317	0	198	455
High	0	0	3.186	0	0	89
Midlife - Carefree						
Low	5	1.563	18.365	1	95	141
Medium	0	1.618	45.920	0	58	210
High	0	232	8.892	0	13	64
Mature						
Low	645	1.342	17.754	42	26	43
Medium	0	9	14.095	0	0	29
High	11	209	41.492	1	4	90
Not Private Households	246	322	2.068	204	77	63
Total	11.276	38.824	304.843			

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CGA Summary - Castle Tavern

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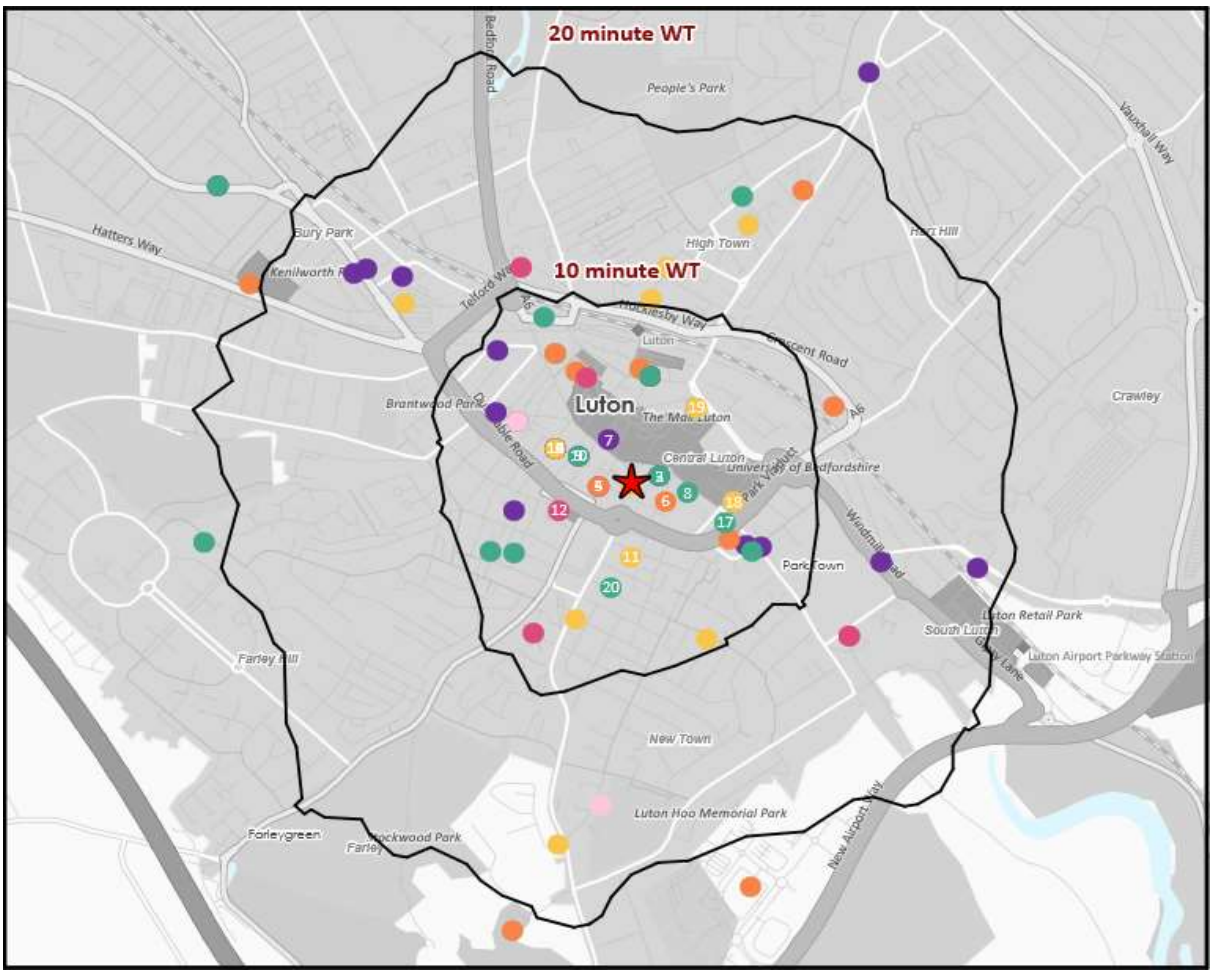

Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Castle Tavern	LU 1 3AA	Star Pubs & Bars	Mainstream	14,6%	82,1%	0,00
1	Red Lion	LU 1 3AA	Stonegate Pub Company	Mainstream	16,1%	77,1%	0,00
2	Pizza Hut	LU 1 3EP	Pizza Hut UK Ltd	Restaurant	8,9%	81,3%	0,06
3	Off The Wall	LU 1 3EP	Stonegate Pub Company	Classic	1,2%	75,0%	0,06
4	Qba and Las Tapas	LU 1 2SE	Independent Free	Restaurant	0,0%	0,0%	0,07
5	Venue Central	LU 1 2SE	Independent Free	Leisure	0,0%	0,0%	0,07
6	Grosvenor Casino	LU 1 3BE	Rank	Leisure	2,7%	30,9%	0,08
7	Sizzall	LU 1 2AZ	Independent Free	Restaurant	0,0%	0,0%	0,11
8	Brewery Tap	LU 1 3ET	Greene King	Classic	0,0%	0,0%	0,11
9	Kankis	LU 1 2DW	Independent Free	Classic	6,3%	79,5%	0,12
10	U Grubego	LU 1 2DW	Independent Free	Restaurant	0,0%	0,0%	0,12
11	Globe	LU 1 3AN	Stonegate Pub Company	Mainstream	0,0%	0,0%	0,15
12	Premier Inn	LU 1 5FA	Whitbread Hotels	Family Pub Dining	9,7%	21,0%	0,16
13	Steakout Meat House	LU 1 2QH	Steakout Meat House	Restaurant	4,9%	66,8%	0,17
14	Nakorn Thai Restaurant	LU 1 2QH	Independent Free	Restaurant	2,4%	68,9%	0,17
15	Flame At The Wellington	LU 1 2QH	Punch Pub Company	Mainstream	6,0%	65,9%	0,17
16	Papa J's	LU 1 2QH	Independent Free	Restaurant	8,9%	71,0%	0,17
17	Four Horseshoes	LU 1 3EU	Independent Free	Classic	9,1%	97,1%	0,20
18	University Of Bedfordshire Students Union	LU 1 3HZ	Independent Free	Mainstream	0,0%	0,0%	0,21
19	Bentleys	LU 1 3JG	Stonegate Pub Company	Mainstream	0,0%	0,0%	0,21
20	Phoenix	LU 1 3EQ	*Other Small Retail Groups	Classic	9,3%	84,7%	0,22

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 - Castle Tavern

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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+	11.276	38.824	304.843
Number of Competition Pubs	47	67	371
Adults 18+ per Competition Pub	240	579	822

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	10	1.474	13,1%	167
Family Pub Dining	3	1.289	11,4%	126
Great Pub Great Food	1	1.260	11,2%	67
Leisure	6	1.018	9,0%	90
Mainstream	10	1.886	16,7%	120
Premium	1	1.421	12,6%	88
Restaurant	16	2.410	21,4%	93
Super Premium	0	272	2,4%	61

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	11	4.493	11,6%	148
Family Pub Dining	5	4.176	10,8%	118
Great Pub Great Food	2	4.836	12,5%	74
Leisure	10	3.644	9,4%	93
Mainstream	17	6.172	15,9%	114
Premium	1	5.212	13,4%	94
Restaurant	21	8.803	22,7%	98
Super Premium	0	1.166	3,0%	76

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	28	22.176	7,3%	93
Family Pub Dining	20	27.822	9,1%	100
Great Pub Great Food	31	50.270	16,5%	99
Leisure	74	31.087	10,2%	102
Mainstream	54	40.972	13,4%	96
Premium	59	45.210	14,8%	104
Restaurant	77	72.344	23,7%	103
Super Premium	28	12.826	4,2%	107

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Glossary

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Category	Explanation
Population	The population count within the specified catchment
Gender	Counts of Males and Females within the specified catchment
Affluence	Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.
	Low: Count of population by Polaris Plus segments which are classified as Low **Polaris Plus Segments:** 1.1, 2.1, 3.1, 4.1
	Medium: Count of population by Polaris Plus segments which are classified as Medium **Polaris Plus Segments:** 1.2, 2.2, 3.2, 4.2
	High: Count of population by Polaris Plus segments which are classified as High **Polaris Plus Segments:** 1.3, 2.3, 3.3, 4.3
Age Profile	Counts of residents by Age band
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+
	Full-time: In full-time employment
	Part-time: In part-time employment
	Self employed: In full-time or part-time employment, with or without employees
	Unemployed: Unemployed, not currently working but are actively seeking
	Retired: a person who has retired from a working or professional career
	Other: Includes long term sick, disabled, looking after home/family
Index vs GB Average	The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB
Over GB Average	Index value is > = 120
	Index value is >= 105 and < 120
Around GB Average	Index value is >= 95 and < 105
	Index value is >= 80 and < 95
Under GB Average	Index value is < 80

Polaris Segmentation

Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.

	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature
	18-34 year olds *Wanting to look good in the group*	*35-54 year olds* *Children under 12 at home*	*35-54 year olds* *No children under 12 at home*	*55+ year olds*
Consumer Insight	*"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."*	*"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"*	*"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."*	*"I'm comfortable with my own choices and mostly stick to what I know and like.* *Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"*
Product needs	• Aids being part of the **group** • Helps me **look good** by **standing out** and making the **right impression** • **Energising** • **Discovering** new things • **Avoids bloating** • **Physical benefit**	• Helps me **look good**, and be **on trend** • **Discovering** new things • Supports **moderate calorie & alcohol intake** • **Energising** • **Being romantic**	• **Tastes good** and **looks good** • **Discovering** new things • **Supports connecting** with friends and family • **Enjoyable for longer**	• **Tastes great** • **Good quality** • Helps me **feel good** • **Enjoyable for longer**

Licensed Premises

The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc.

Competition Pubs

Competition Pubs are the following HUK Segments: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium

Mobile data

Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.

Mobile Data - Audience Classification

Resident: Lives in the area. **Worker:** Works in the area but doesn't live there.
Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. **Tourist:** Doesn't live or work there, comes from 25km+ away.

Acorn

Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 7 categories, 22 groups and 65 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.

Transactional data

Consumer Spend data provides actual credit and debit card expenditure for hospitality venues allowing you to see spend and average transaction value at an pub level. The data shows who from a Polaris segmentation is spending in the pub.

Sparsity

Sparsity is a measure of how built-up an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.

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

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