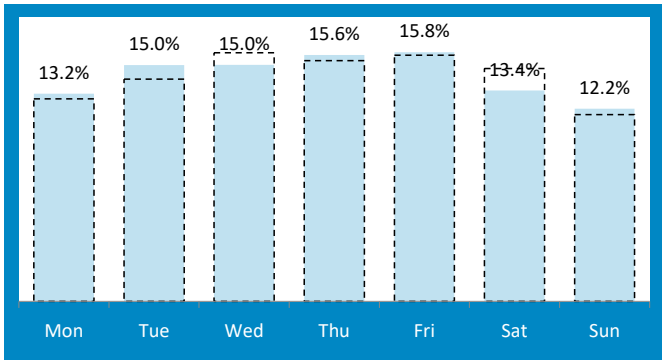
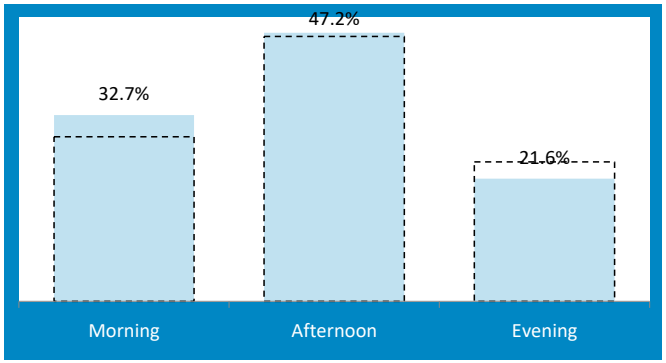
Royal

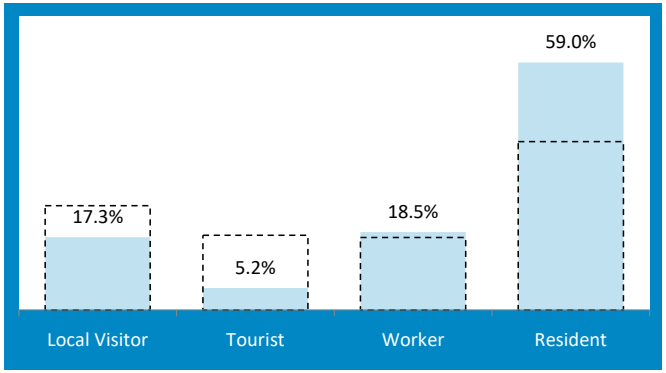
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		2,628	5,344
Adult Pop		2,154	4,529
Affluence	Low	50%	33%
	Medium	34%	38%
	High	16%	27%
Young		16%	28%
Midlife Young Kids		2%	11%
Midlife Carefree		19%	16%
Mature		63%	44%
Competition Count		3	43

Visitors

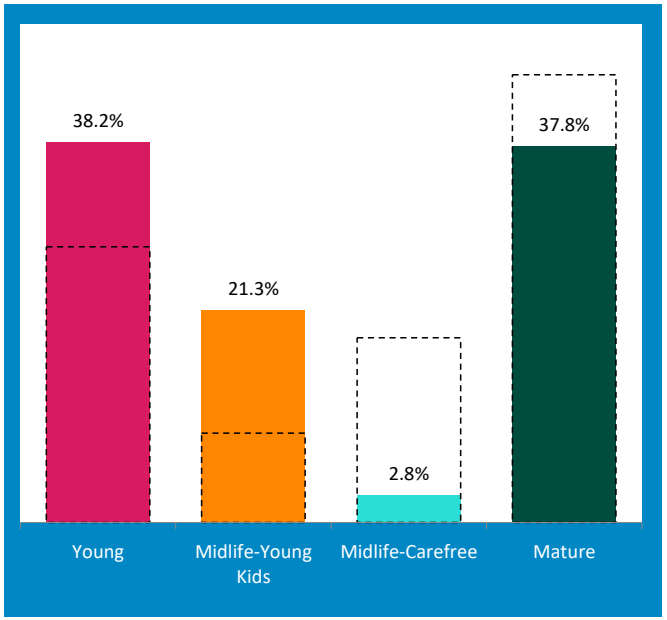






Spend Profile

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



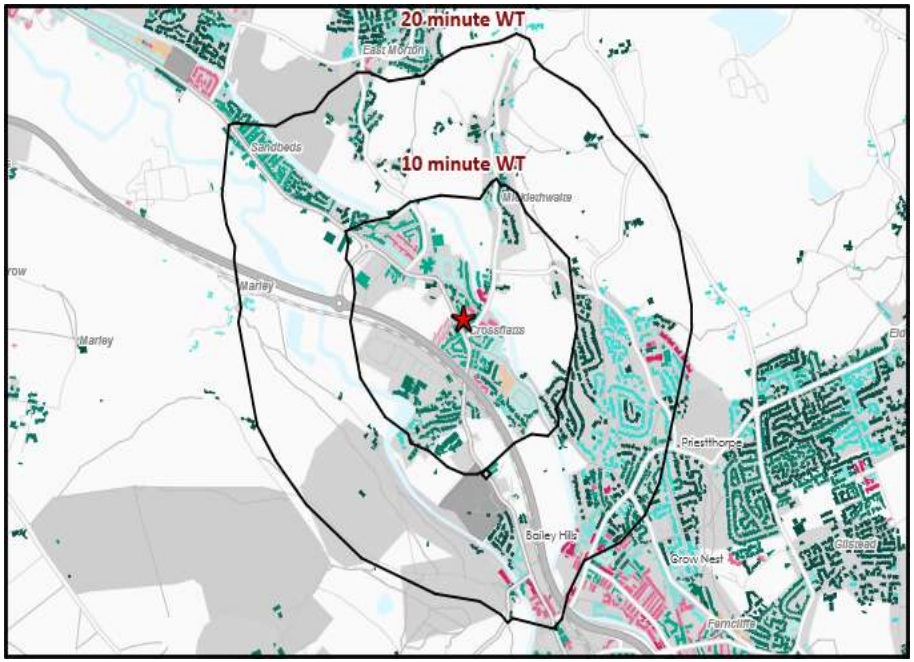
© Copyright CACI Ltd

Catchment Summary - Royal

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		2,628	6,646	389,911	49	34	92
					Pop. & Adl. 18+ index based on all pubs		
Adults 18+		2,154	5,696	300,601	48	35	88
Competition Pubs		3	22	485	7	22	62
Adults 18+ per Competition Pub		718	259	620	105	38	90
% Adults Likely to Drink		81.0%	82.0%	74.0%	101	103	93
Affluence	Low	49.8%	26.4%	41.5%	150	80	125
	Medium	34.3%	31.6%	40.0%	90	83	105
	High	15.9%	39.0%	17.5%	58	142	64
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£23,848	£26,845	£22,317	106	119	99
Age Profile	18-24	141	431	32,906	63	76	99
	25-34	303	660	51,093	85	73	97
	35-44	338	795	53,348	95	89	101
	45-64	735	1,783	93,992	111	107	96
	65+	637	2,027	69,262	126	158	92



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

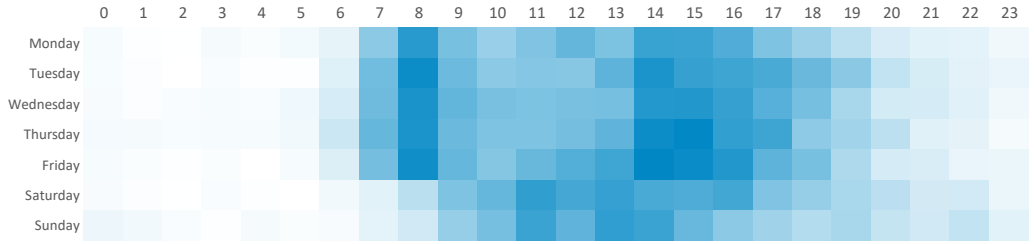
Pub Sites
Catchment

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*	20 min WT*	20 min DT**	Index vs GB average 10 min WT*	20 min WT*	20 min DT**
Young	335	981	57,505	56	62	69
Midlife - Young Kids	44	44	79,275	19	7	242
Midlife - Carefree	415	1,134	39,472	122	126	83
Mature	1,360	3,367	121,467	143	133	91
Not Private Households	0	170	2,882	0	24,668	7,924
Total	**2,154**	**5,696**	**300,601**			

© 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 - Royal

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	2,154	5,696	300,601
Number of Competition Pubs	3	22	485
Adults 18+ per Competition Pub	718	259	620

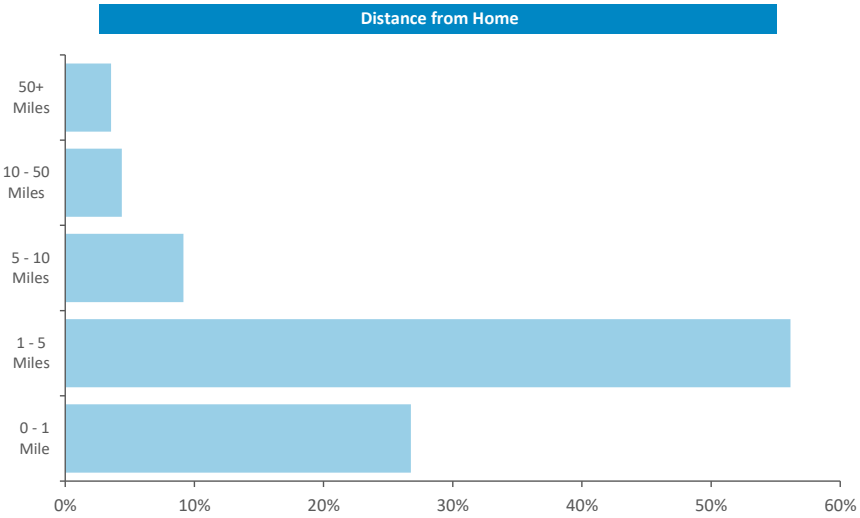
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	195	9.1%	116
Family Pub Dining	0	218	10.1%	112
Great Pub Great Food	0	343	15.9%	95
Leisure	1	218	10.1%	101
Mainstream	0	342	15.9%	114
Premium	0	299	13.9%	97
Restaurant	0	471	21.9%	95
Super Premium	0	66	3.1%	78

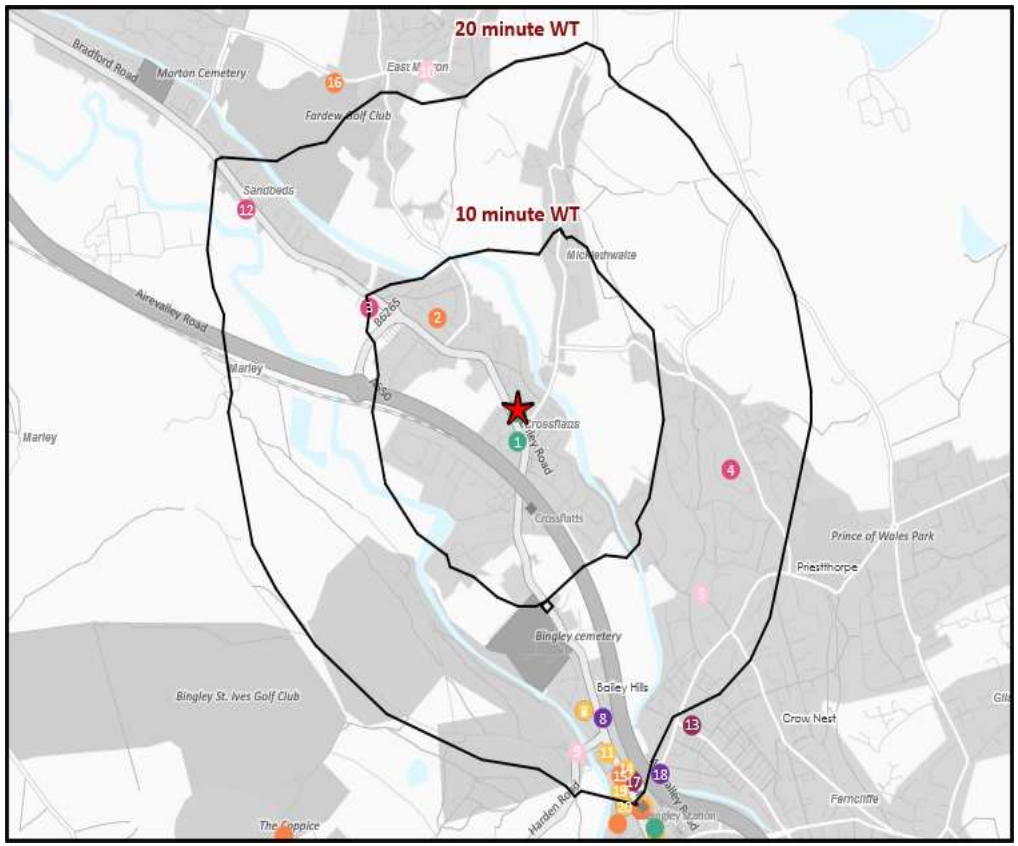
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	3	351	6.2%	79
Family Pub Dining	3	456	8.0%	88
Great Pub Great Food	2	1,042	18.3%	109
Leisure	2	570	10.0%	100
Mainstream	7	737	13.0%	93
Premium	2	824	14.5%	101
Restaurant	3	1,301	22.8%	99
Super Premium	0	244	4.3%	109

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	142	27,145	9.0%	115
Family Pub Dining	20	29,976	10.0%	110
Great Pub Great Food	29	46,837	15.6%	93
Leisure	90	30,314	10.1%	100
Mainstream	92	44,477	14.8%	106
Premium	47	41,185	13.7%	96
Restaurant	57	67,779	22.6%	98
Super Premium	8	9,974	3.3%	84



© 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 - Royal



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)
12	Airedale Heifer	BD20 5LY	Punch Pub Company	Family Pub Dir	16.2%	0.85
9	Brown Cow Inn	BD16 2QX	Timothy Taylor	Great Pub Gre	13.8%	0.82
3	Dales Way	BD20 5NG	Whitbread	Family Pub Dir	12.4%	0.46
10	Busfield Arms	BD20 5SP	Independent Free	Great Pub Gre	11.8%	0.84
8	Shama Tandoori Restaurant	BD16 2RD	Independent Free	Restaurant	9.6%	0.76
7	Old White Horse Inn	BD16 2RH	Stonegate Pub Company	Premium	7.8%	0.73
20	Lounge	BD16 2JS	Independent Free	Restaurant	7.7%	0.97
19	Engine Room On The Aire	BD16 2HP	Mountain Pub Company	Mainstream	6.4%	0.93
15	Mavericks 80S Lounge	BD16 2HL	Greene King	Leisure	4.4%	0.90
0	Royal	BD16 2EZ	Star Pubs & Bars	Classic	3.6%	0.00
2	Crossflatts Cricket Club	BD16 2EH	Independent Free	Leisure	2.8%	0.30
17	Chip N Ern	BD16 2JA	Independent Free	Premium	1.9%	0.92
1	Ryshworth Club	BD16 2HB	Independent Free	Classic	1.4%	0.07
4	Oakwood Hall Hotel	BD16 4AW	Independent Free	Family Pub Dir	0.1%	0.57
5	Five Rise Locks Hotel	BD16 4DD	Independent Free	Great Pub Gre	0.0%	0.64
6	Fisherman Inn	BD16 2RH	Independent Free	Mainstream	0.0%	0.73
11	Martinez Wine	BD16 2JH	Independent Free	Mainstream	0.0%	0.84
13	Masonic Hall	BD16 4LG	Independent Free	Premium	0.0%	0.87
14	Reuben's Beer and Gin House	BD16 2HZ	Independent Free	Mainstream	0.0%	0.89
16	East Morton Golf Club	BD20 5RY	Independent Free	Leisure	0.0%	0.91
18	Station Masters	BD16 4JD	Independent Free	Restaurant	0.0%	0.93

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

Pub Sites
Catchment

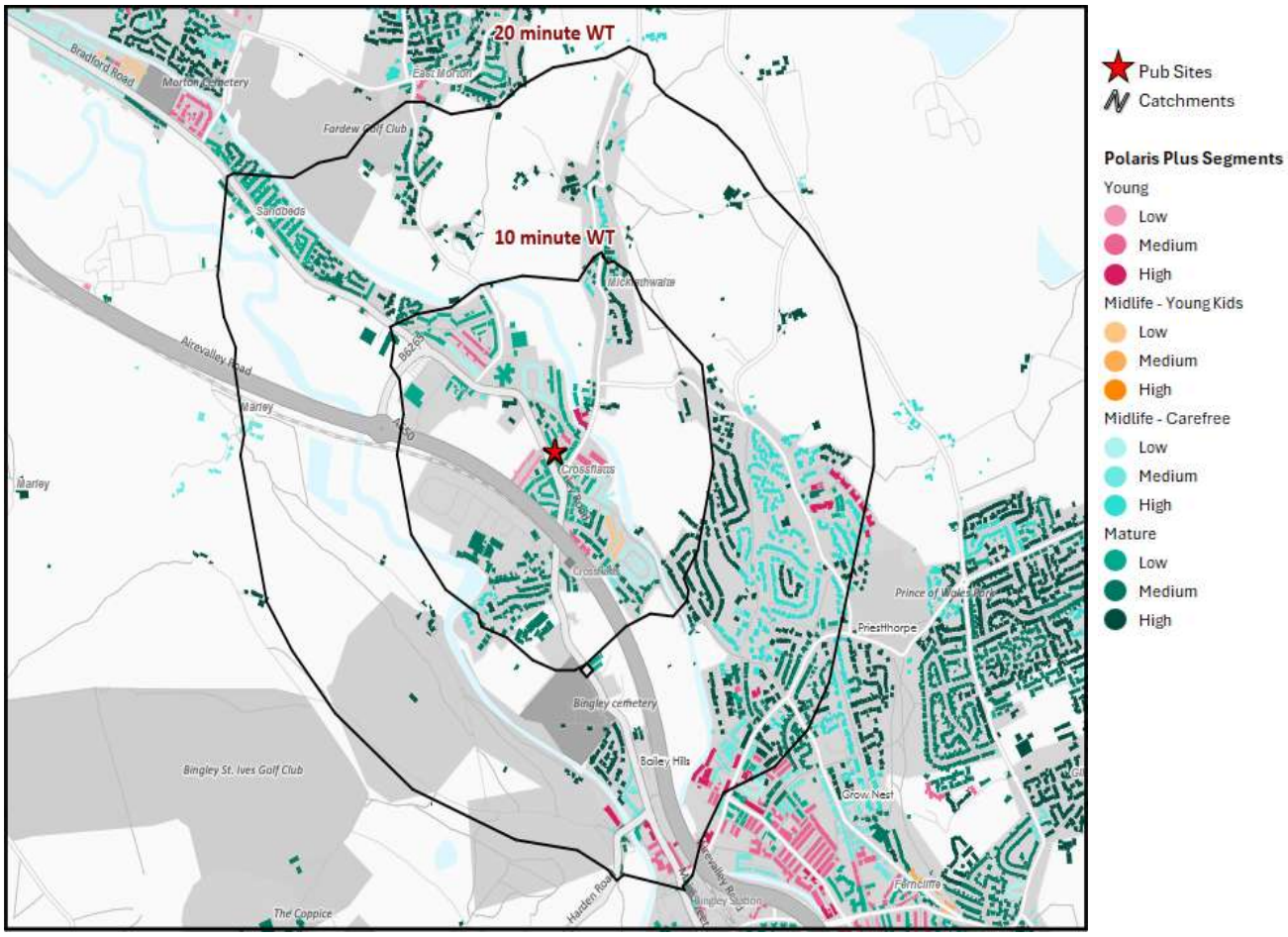
Classic
Family Pub Dining
Great Pub Great Food
Leisure
Mainstream
Premium
Restaurant
Super Premium

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

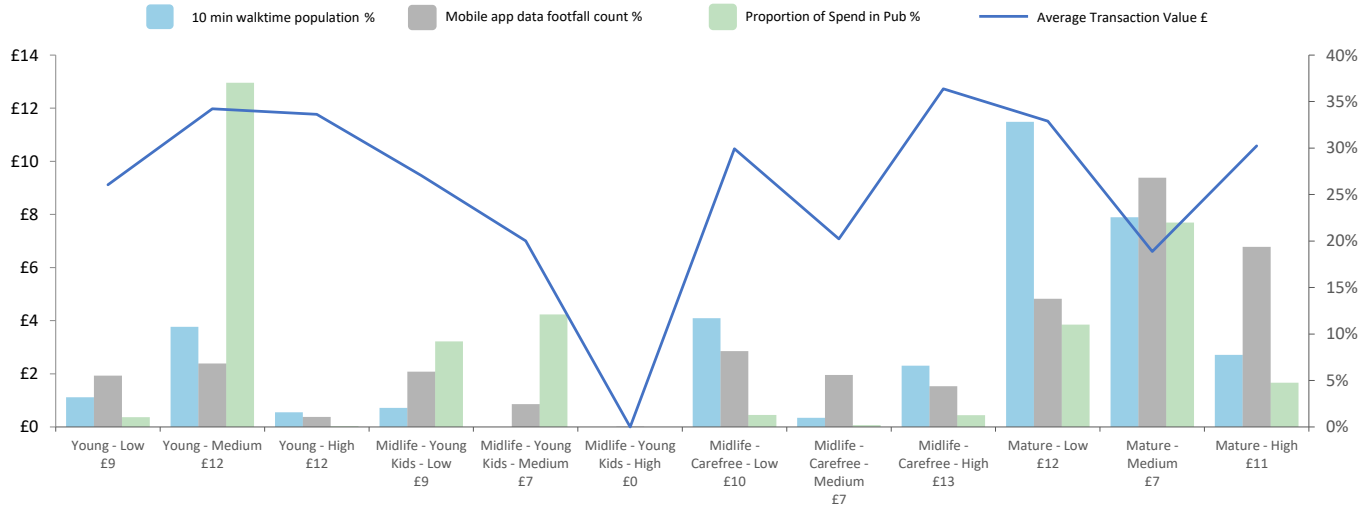
Catchment Summary - Royal

© 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
7517	Royal	BD16 2EZ	Star Pubs & Bars	Classic	11



Polaris Plus Profile



See the Glossary page for further information on the above variables

© Copyright CACI Ltd

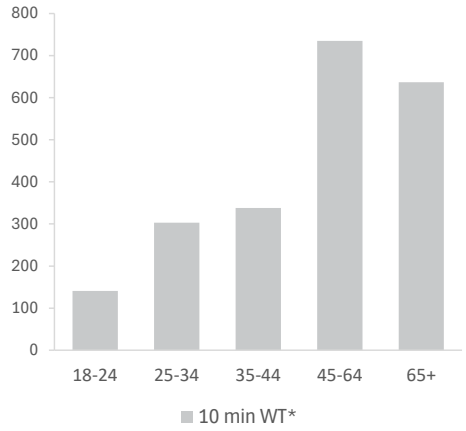
Catchment Summary - Royal

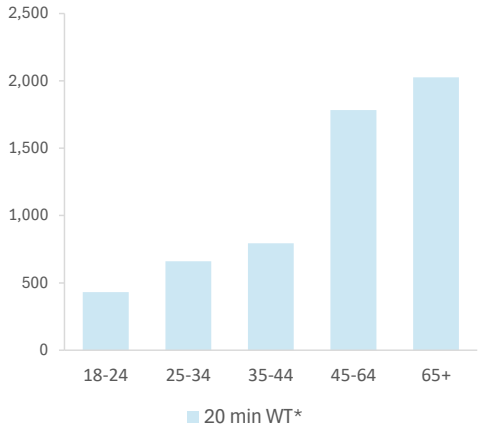
© 2026 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

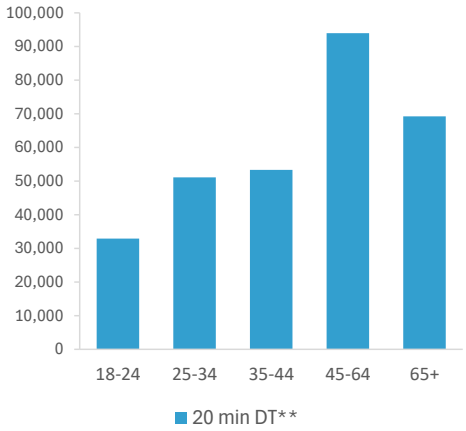
Over GB Average
Around GB Average
Under GB Average

*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		2,628	6,646	389,911	49	34	92
					Population & Adults 18+ index is based on all pubs		
Adults 18+		2,154	5,696	300,601	48	35	88
Competition Pubs		3	22	485	7	22	62
Adults 18+ per Competition Pub		718	259	620	105	38	90
% Adults Likely to Drink		81.0%	82.0%	74.0%	101	103	93
Affluence	Low	49.8%	26.4%	41.5%	150	80	125
	Medium	34.3%	31.6%	40.0%	90	83	105
	High	15.9%	39.0%	17.5%	58	142	64
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£23,848	£26,845	£22,317	106	119	99
Age Profile	18-24	141	431	32,906	63	76	99
	25-34	303	660	51,093	85	73	97
	35-44	338	795	53,348	95	89	101
	45-64	735	1,783	93,992	111	107	96
	65+	637	2,027	69,262	126	158	92







		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	1,292 (49%)	3,296 (50%)	192,191 (49%)	100	101	101
	Female	1,336 (51%)	3,350 (50%)	197,720 (51%)	100	99	100
Economic Status (16+)	Employed: Full-time	775 (35%)	1,840 (32%)	95,552 (31%)	103	93	90
	Employed: Part-time	290 (13%)	647 (11%)	39,896 (13%)	110	93	107
	Self employed	192 (9%)	531 (9%)	28,059 (9%)	94	99	97
	Unemployed	40 (2%)	76 (1%)	9,001 (3%)	66	48	105
	Full-time student	31 (1%)	73 (1%)	6,498 (2%)	56	50	84
	Retired	629 (28%)	1,986 (34%)	67,323 (22%)	131	157	99
	Other	252 (11%)	655 (11%)	64,957 (21%)	64	63	117
Total Worker Count		1,064	2,185	128,289			

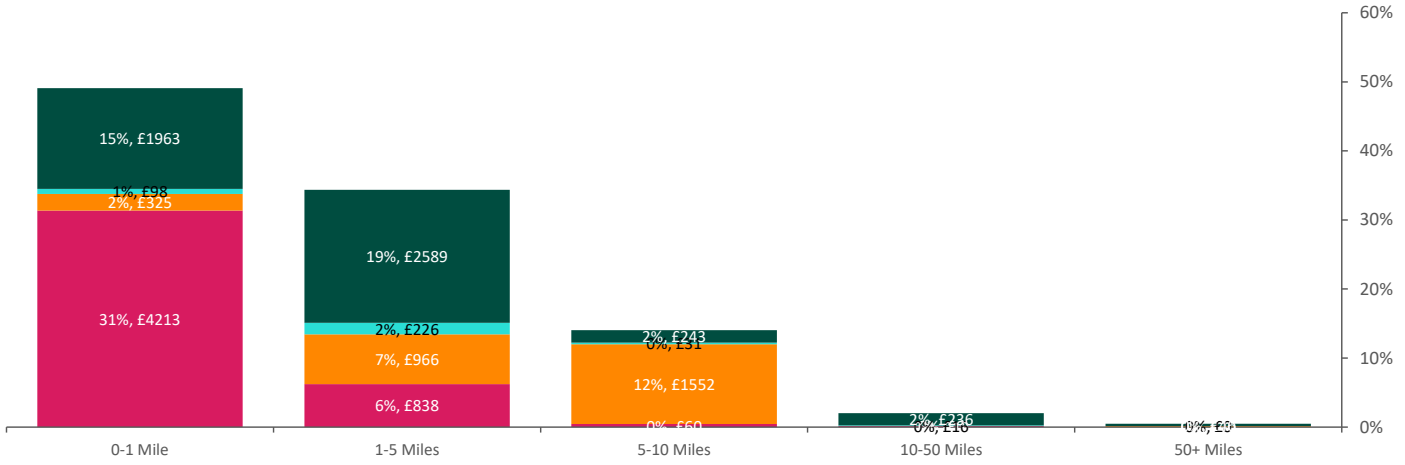
See the Glossary page for further information on the above variables

© Copyright CACI Ltd

Transactional Data Summary - Royal

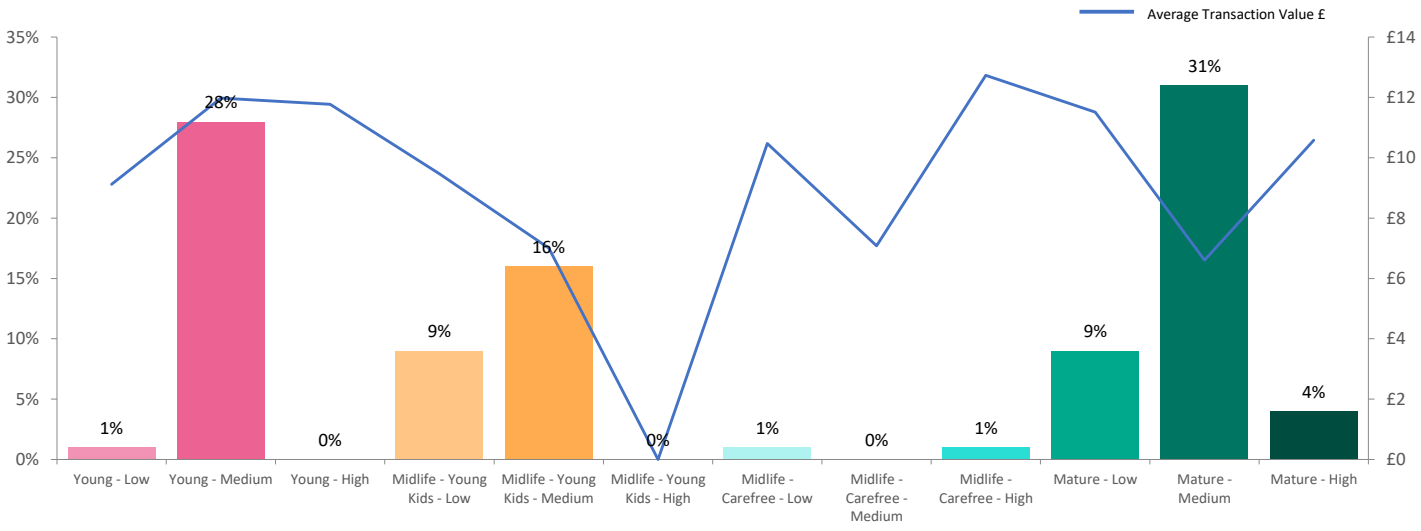
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Spend by Polaris and Distance from Home



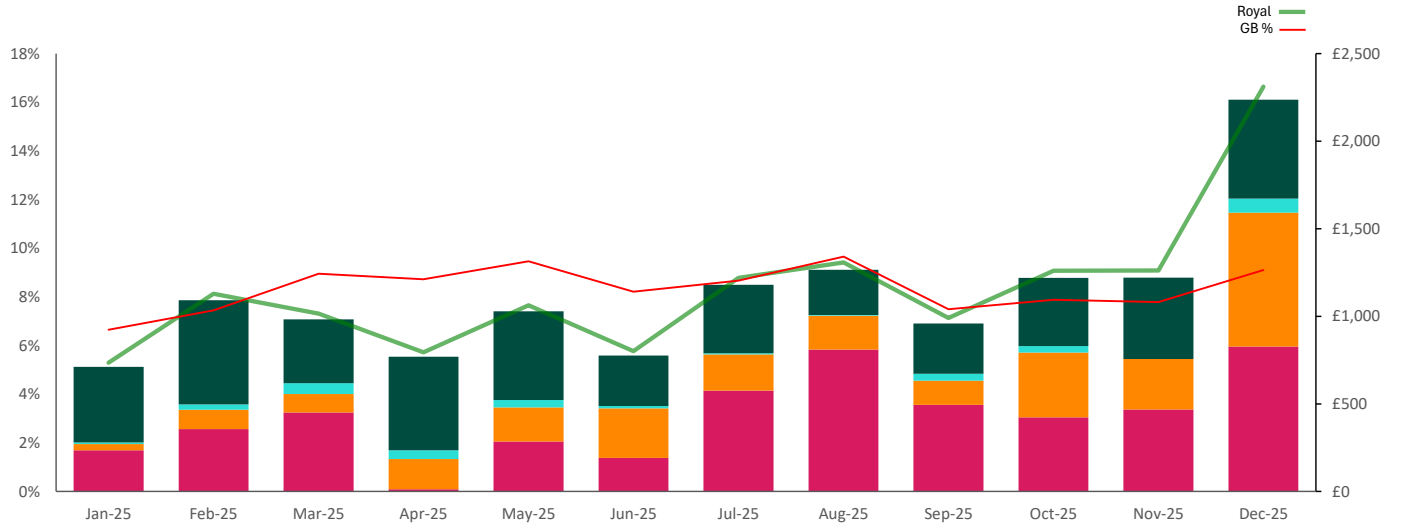
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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



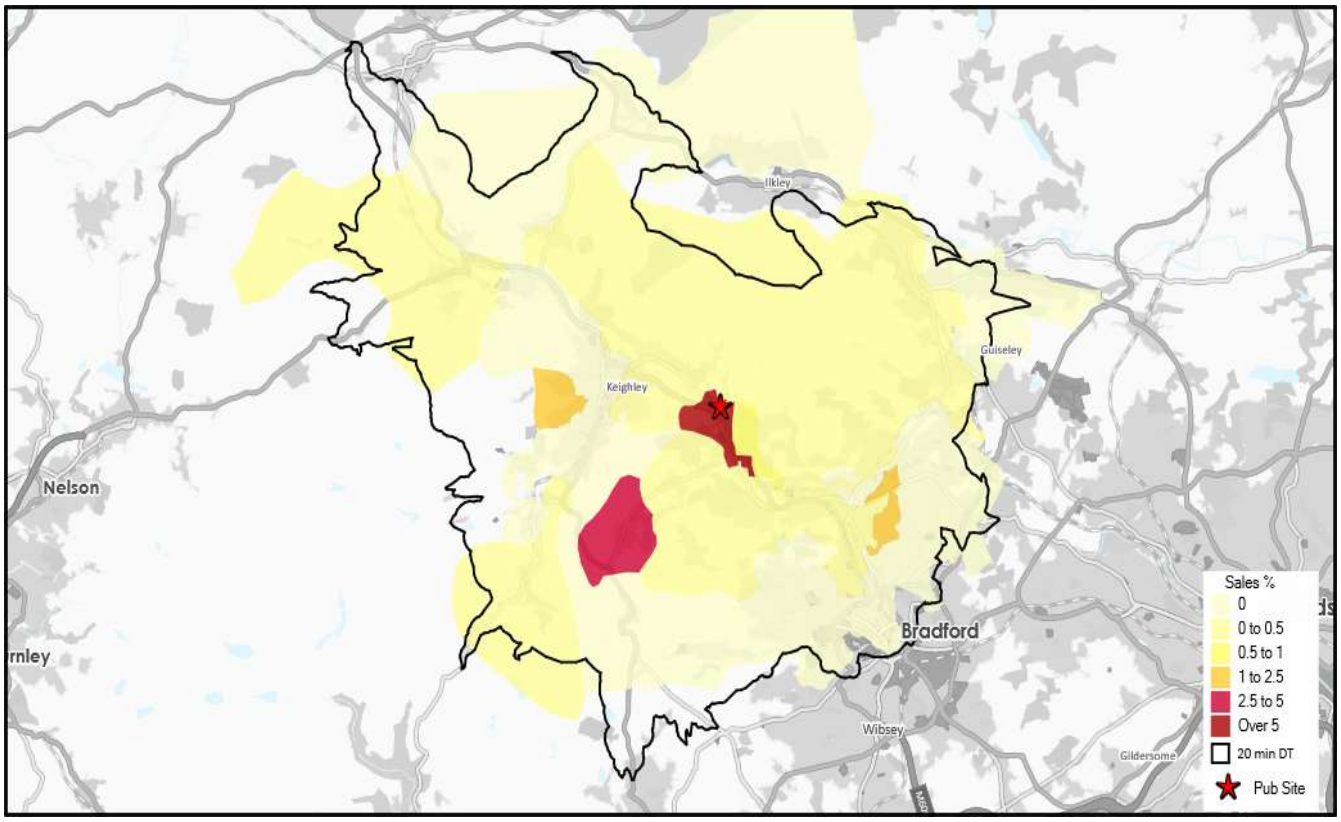
Seasonality of the spend split by month

© Copyright CACI Ltd

Transactional Data Maps - Royal

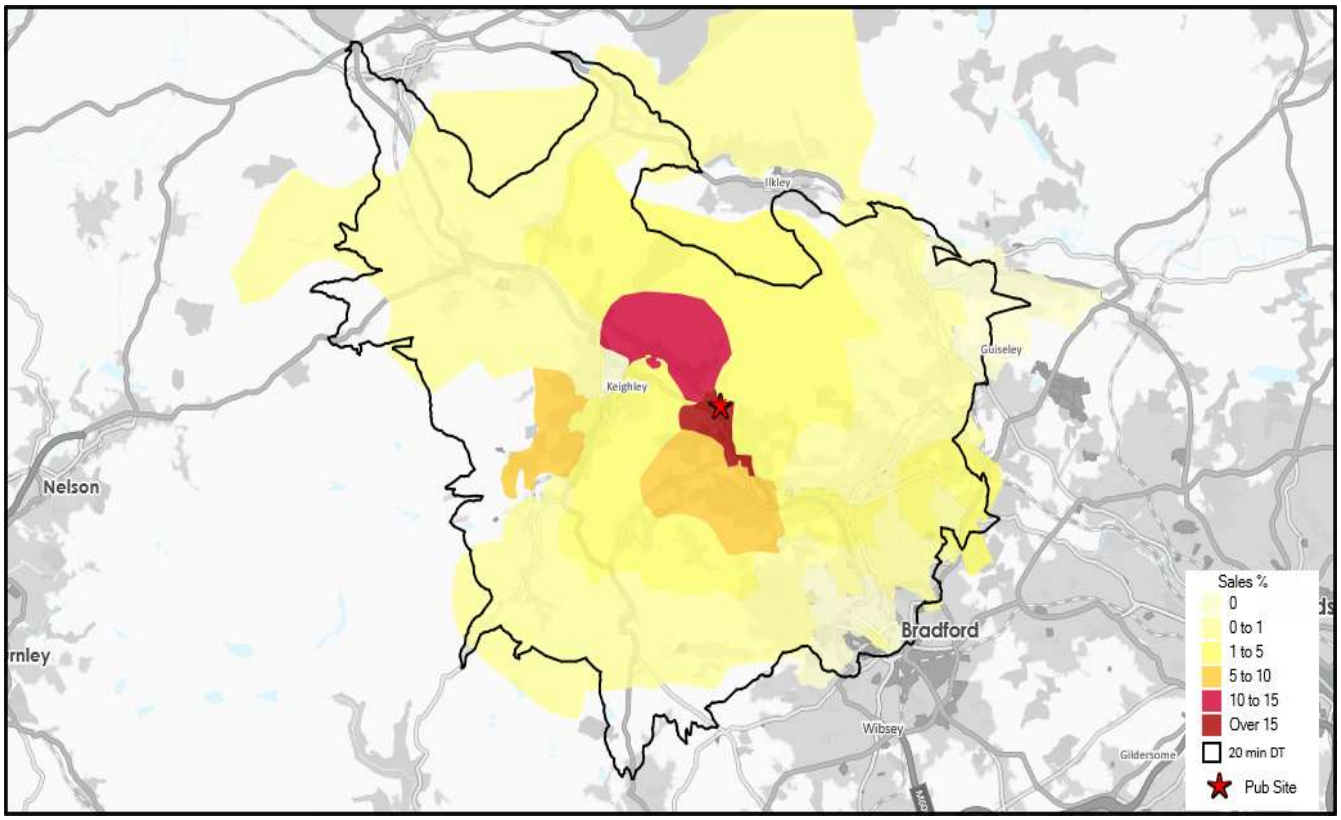
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Royal 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 Royal



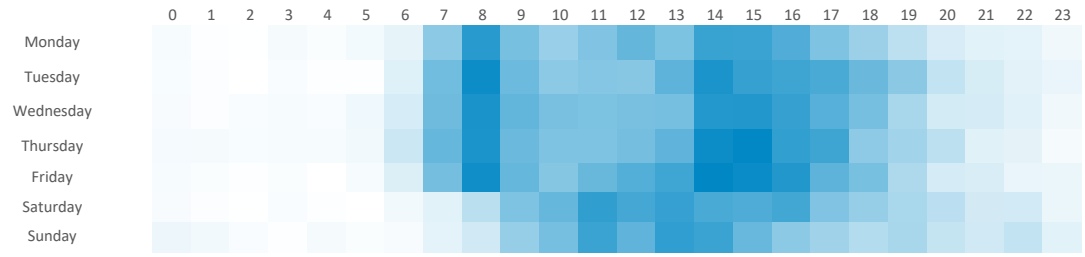
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

© Copyright CACI Ltd

Mobile Data Summary - Royal

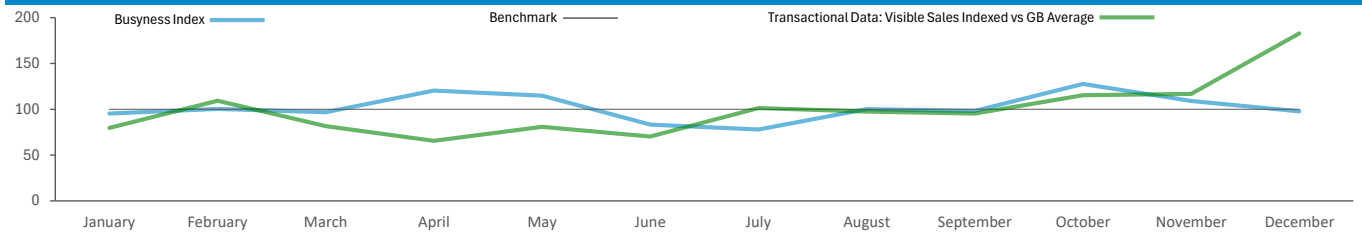
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day/Day of Week



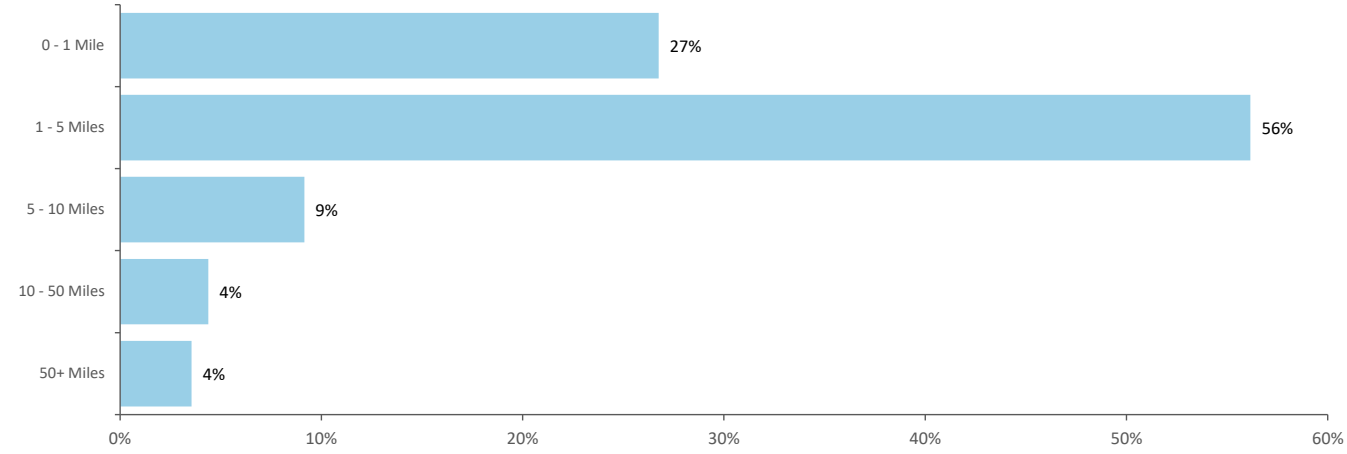
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



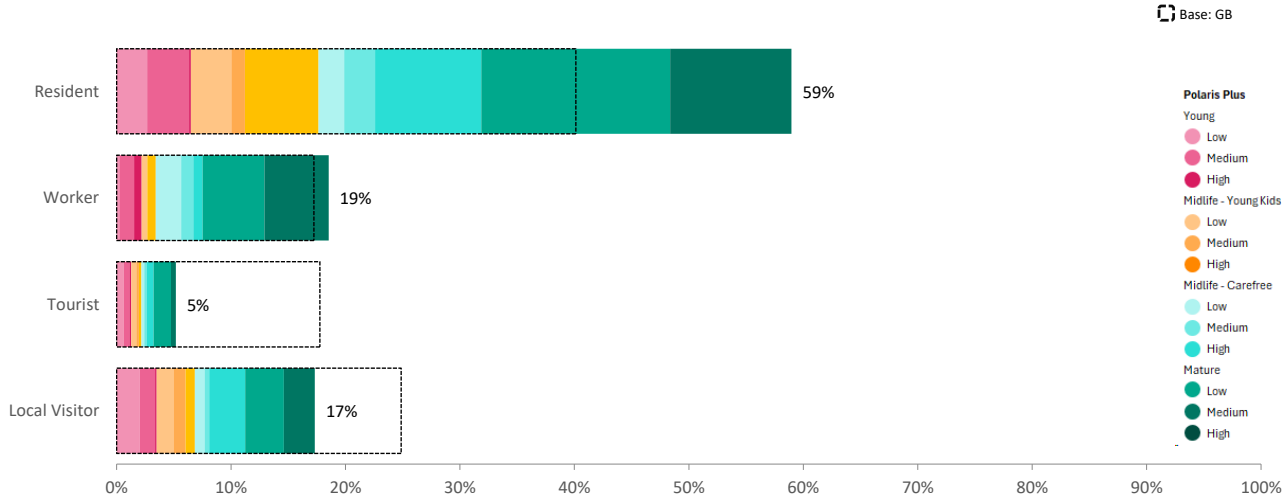
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



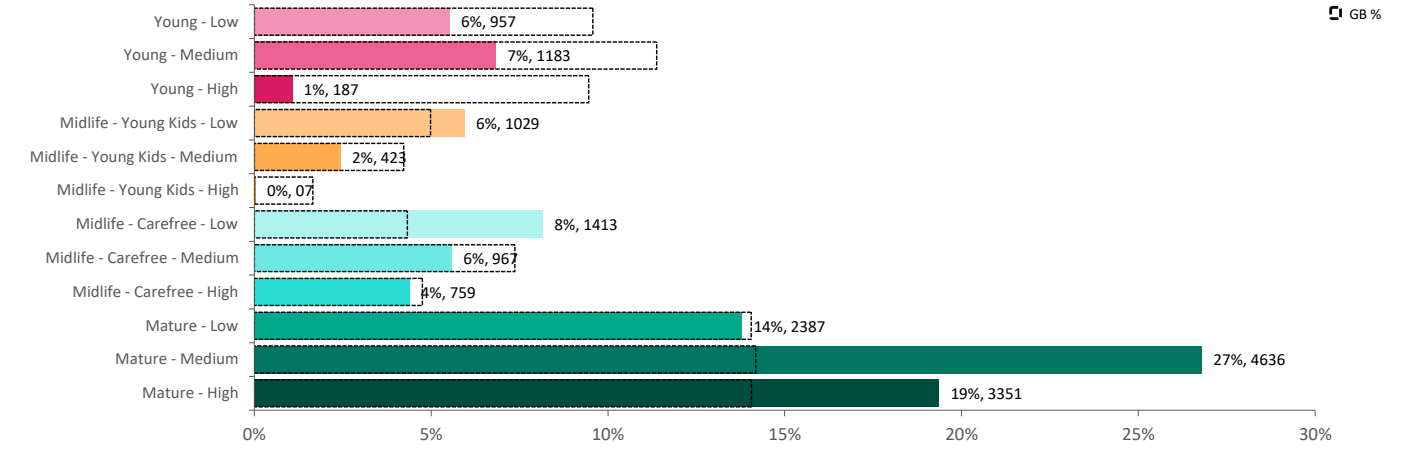
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

© Copyright CACI Ltd

Mobile Data Summary - Royal

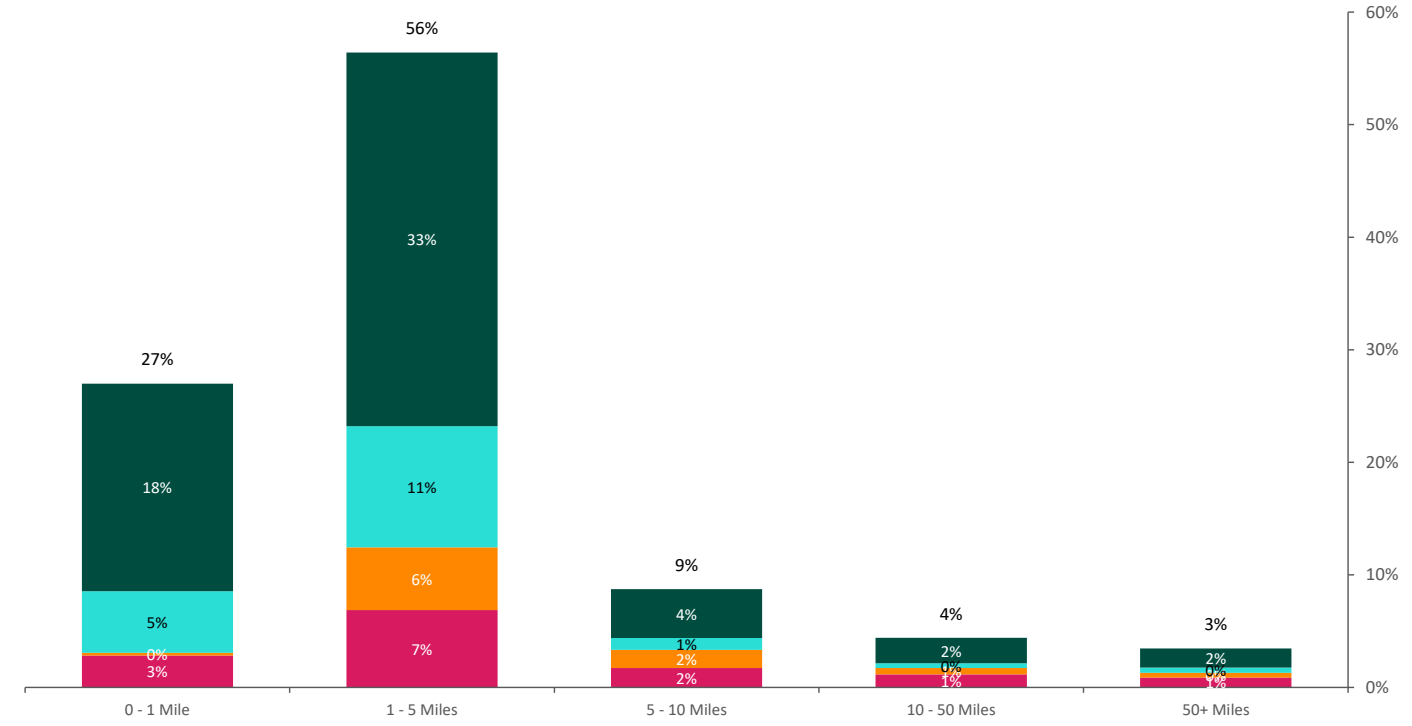
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

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



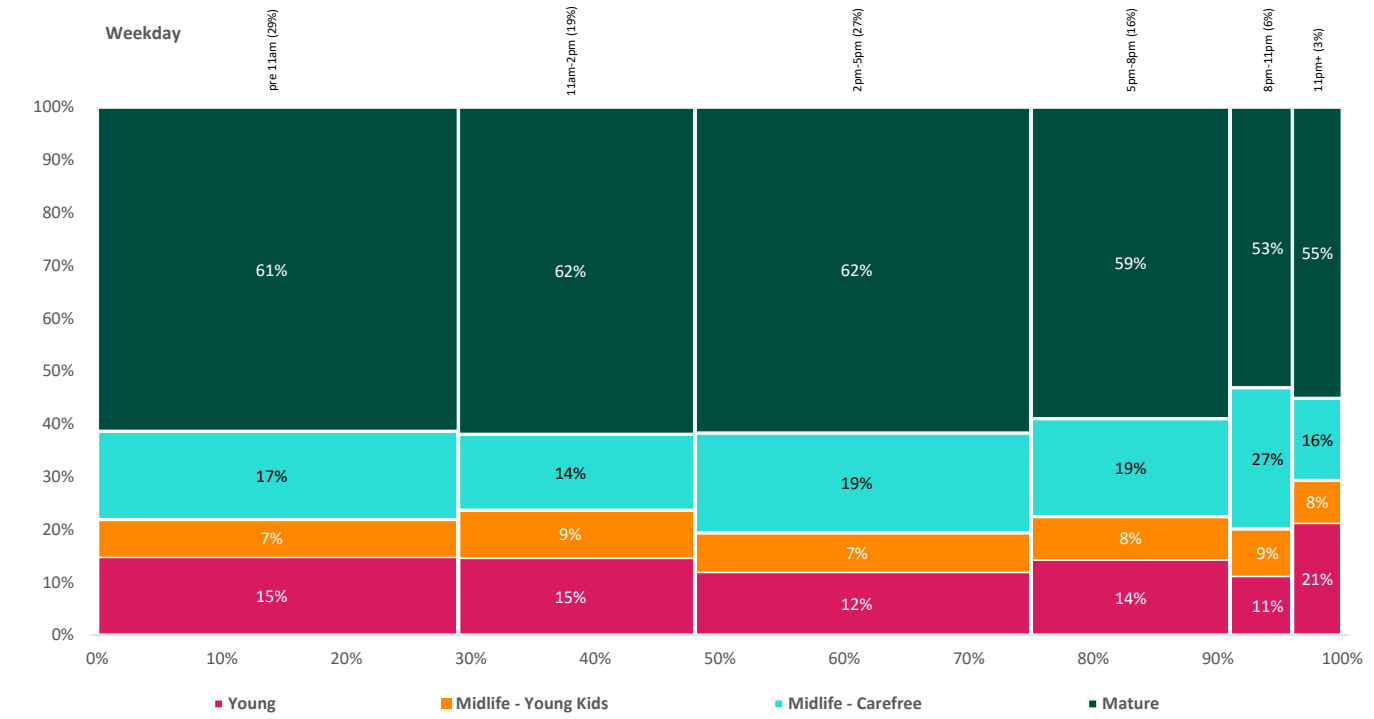
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

© Copyright CACI Ltd

Mobile Data Summary - Royal

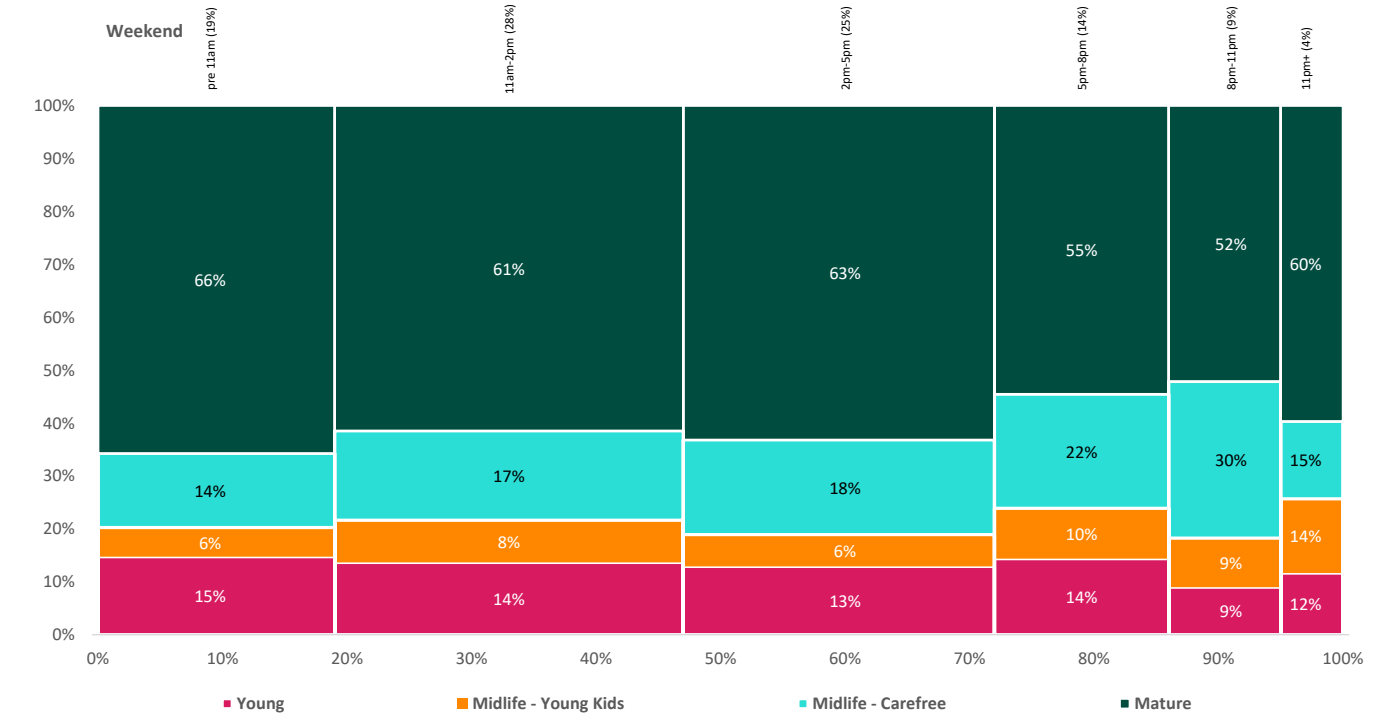
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	2,815	1,816	2,614	1,492	462	276	9,476
Midlife - Carefree	767	422	805	471	233	78	2,776
Midlife - Young Kids	323	262	310	204	77	40	1,215
Young	682	431	509	363	98	107	2,190
All	4,587	2,932	4,238	2,529	871	501	15,657

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



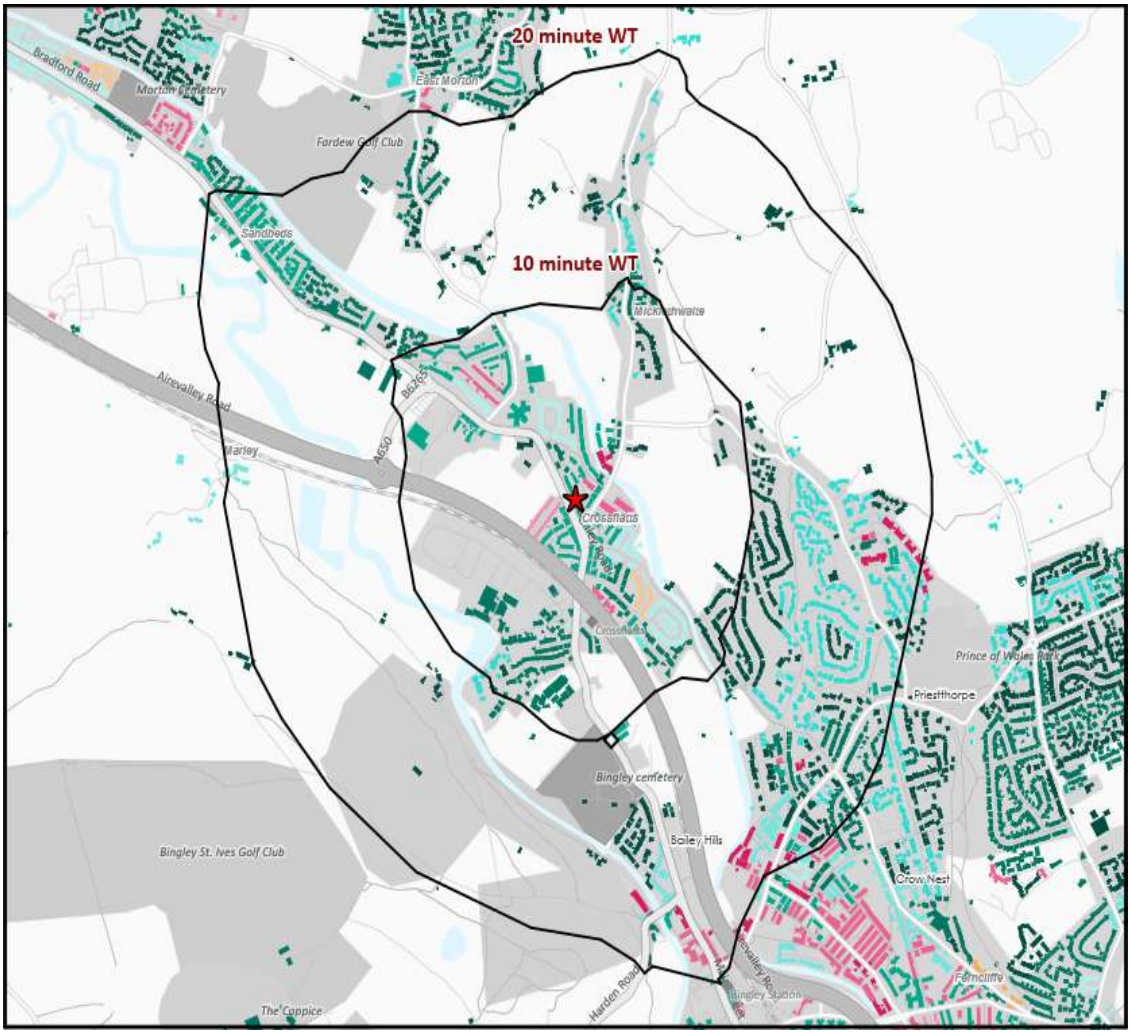
Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	697	952	851	428	249	140	3,317
Midlife - Young Kids	148	262	241	170	141	34	997
Midlife - Carefree	59	124	81	75	44	33	414
Mature	156	211	174	113	43	27	725
All	1,061	1,548	1,347	785	477	235	5,453

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

© Copyright CACI Ltd

Polaris Plus Summary - Royal

© 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, **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	69	69	25,981	33	12	88
Medium	232	382	27,200	98	61	82
High	34	530	4,324	24	139	22
Midlife - Young Kids						
Low	44	44	46,065	37	14	274
Medium	0	0	33,163	0	0	250
High	0	0	47	0	0	1
Midlife - Carefree						
Low	252	252	17,425	275	104	136
Medium	21	205	11,915	14	50	55
High	142	677	10,132	144	260	74
Mature						
Low	707	1,138	35,349	243	148	87
Medium	486	1,214	47,949	144	136	102
High	167	1,015	38,169	51	118	84
Not Private Households	0	170	2,882	0	279	90
Total	2,154	5,696	300,601			

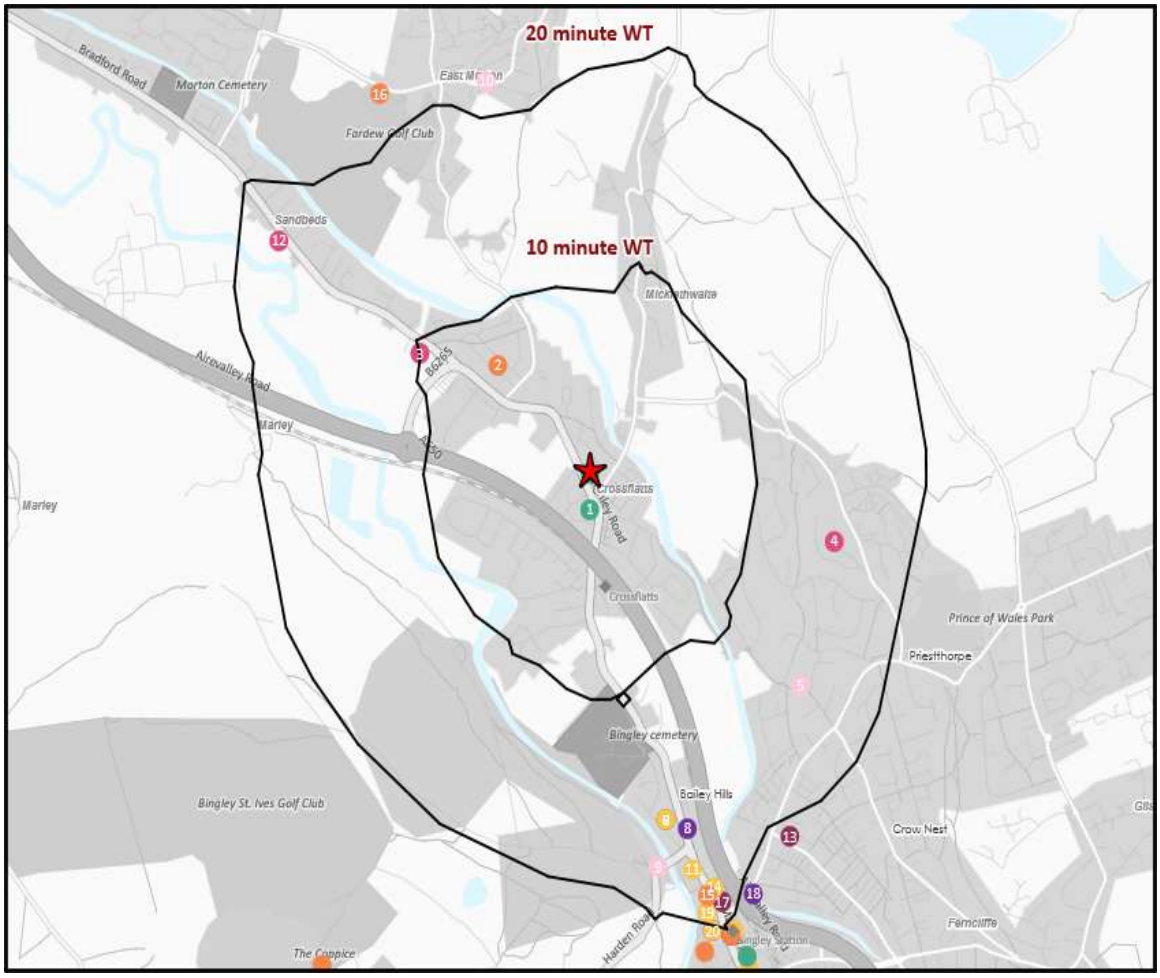
© Copyright CACI Ltd

CACI

CGA Summary - Royal

STAR PUBS

© 2026 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf
Datasource © 2024 TomTom



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	Royal	BD16 2EZ	Star Pubs & Bars	Classic	3.6%	84.9%	0.00
1	Ryshworth Club	BD16 2HB	Independent Free	Classic	1.4%	90.7%	0.07
2	Crossflatts Cricket Club	BD16 2EH	Independent Free	Leisure	2.8%	96.4%	0.30
3	Dales Way	BD20 5NG	Whitbread	Family Pub Dining	12.4%	67.0%	0.46
4	Oakwood Hall Hotel	BD16 4AW	Independent Free	Family Pub Dining	0.1%	38.7%	0.57
5	Five Rise Locks Hotel	BD16 4DD	Independent Free	Great Pub Great Food	0.0%	0.0%	0.64
6	Fisherman Inn	BD16 2RH	Independent Free	Mainstream	0.0%	0.0%	0.73
7	Old White Horse Inn	BD16 2RH	Stonegate Pub Company	Premium	7.8%	80.4%	0.73
8	Shama Tandoori Restaurant	BD16 2RD	Independent Free	Restaurant	9.6%	88.6%	0.76
9	Brown Cow Inn	BD16 2QX	Timothy Taylor	Great Pub Great Food	13.8%	77.8%	0.82
10	Busfield Arms	BD20 5SP	Independent Free	Great Pub Great Food	11.8%	77.3%	0.84
11	Martinez Wine	BD16 2JH	Independent Free	Mainstream	0.0%	0.0%	0.84
12	Airedale Heifer	BD20 5LY	Punch Pub Company	Family Pub Dining	16.2%	77.1%	0.85
13	Masonic Hall	BD16 4LG	Independent Free	Premium	0.0%	0.0%	0.87
14	Reuben's Beer and Gin House	BD16 2HZ	Independent Free	Mainstream	0.0%	0.0%	0.89
15	Mavericks 80S Lounge	BD16 2HL	Greene King	Leisure	4.4%	88.0%	0.90
16	East Morton Golf Club	BD20 5RY	Independent Free	Leisure	0.0%	0.0%	0.91
17	Chip N Ern	BD16 2JA	Independent Free	Premium	1.9%	90.9%	0.92
18	Station Masters	BD16 4JD	Independent Free	Restaurant	0.0%	0.0%	0.93
19	Engine Room On The Aire	BD16 2HP	Mountain Pub Company	Mainstream	6.4%	92.7%	0.93
20	Lounge	BD16 2JS	Independent Free	Restaurant	7.7%	83.3%	0.97

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 - Royal

© 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+	2,154	5,696	300,601
Number of Competition Pubs	3	22	485
Adults 18+ per Competition Pub	718	259	620

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	195	9.1%	116
Family Pub Dining	0	218	10.1%	112
Great Pub Great Food	0	343	15.9%	95
Leisure	1	218	10.1%	101
Mainstream	0	342	15.9%	114
Premium	0	299	13.9%	97
Restaurant	0	471	21.9%	95
Super Premium	0	66	3.1%	78

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	3	351	6.2%	79
Family Pub Dining	3	456	8.0%	88
Great Pub Great Food	2	1,042	18.3%	109
Leisure	2	570	10.0%	100
Mainstream	7	737	13.0%	93
Premium	2	824	14.5%	101
Restaurant	3	1,301	22.8%	99
Super Premium	0	244	4.3%	109

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	142	27,145	9.0%	115
Family Pub Dining	20	29,976	10.0%	110
Great Pub Great Food	29	46,837	15.6%	93
Leisure	90	30,314	10.1%	100
Mainstream	92	44,477	14.8%	106
Premium	47	41,185	13.7%	96
Restaurant	57	67,779	22.6%	98
Super Premium	8	9,974	3.3%	84

© Copyright CACI Ltd

Glossary

STAR PUBS

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



© Copyright CACI Ltd