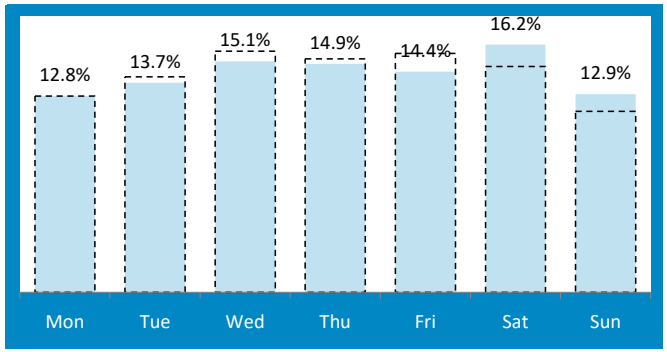
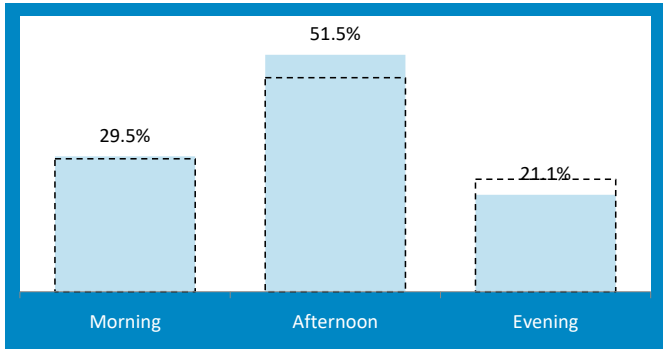
Hemingways

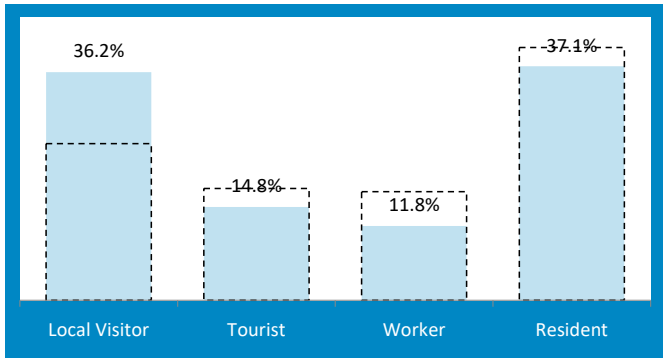
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		12.769	5.344
Adult Pop		11.413	4.529
Affluence	Low	12%	33%
	Medium	18%	38%
	High	69%	27%
Young		83%	28%
Midlife Young Kids		2%	11%
Midlife Carefree		2%	16%
Mature		12%	44%
Competition Count		63	43

Visitors

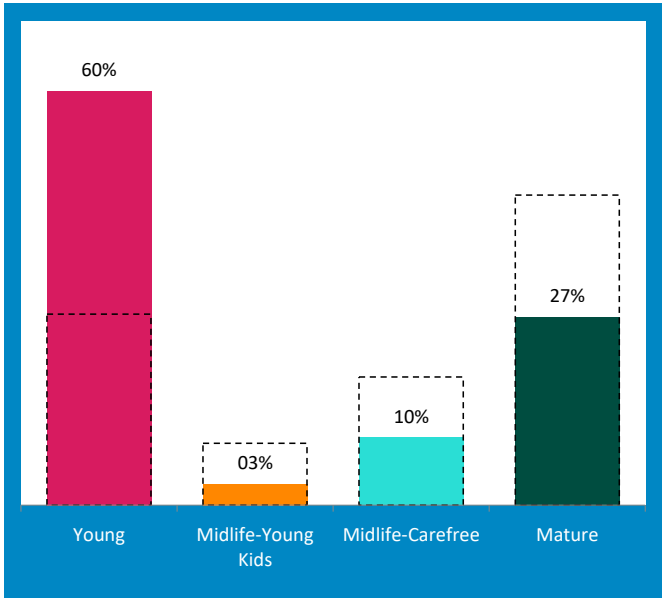






Spend Profile

	This Site	Benchmark
£ATV	£17	£30
Average Distance Travelled in miles	28	27



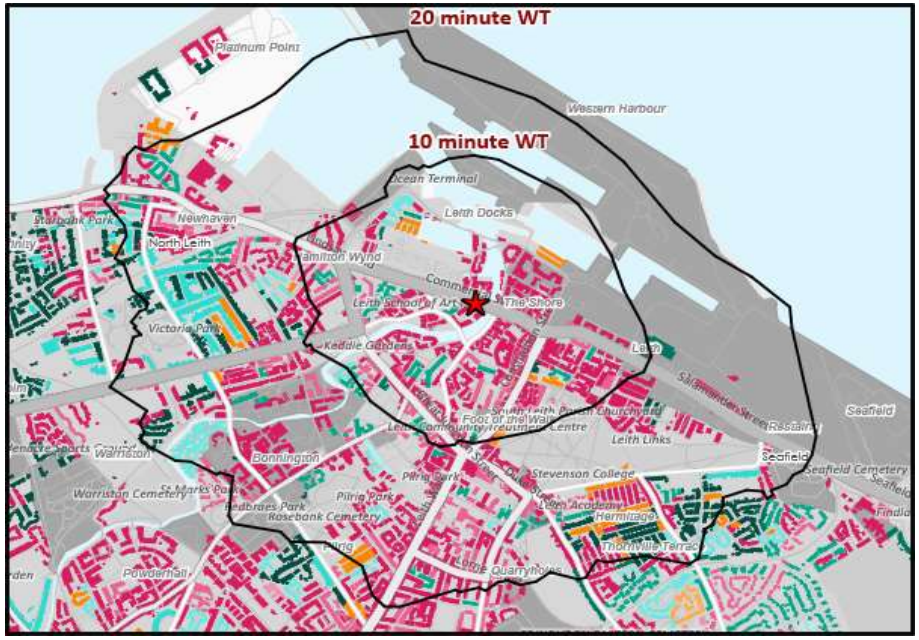
© Copyright CACI Ltd

Catchment Summary - Hemingways

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	12.769	35.204	508.174	239	179	120
				Pop. & Adl. 18+ index based on all pubs		
Adults 18+	11.413	30.859	429.635	252	188	126
Competition Pubs	63	105	1.256	147	103	160
Adults 18+ per Competition Pub	181	294	342	26	43	50
% Adults Likely to Drink	82,0%	83,0%	82,0%	103	104	103
Affluence – Low	12,1%	8,7%	18,2%	36	26	55
Affluence – Medium	17,9%	15,8%	27,7%	47	41	72
Affluence – High	69,5%	74,6%	53,0%	253	271	193
*Affluence does not include Not Private Households						
Mean Net Disposable income (£pa)	£21.120	£22.640	£24.940	94	100	110
Age Profile – 18-24	1.090	2.763	66.860	100	92	155
Age Profile – 25-34	3.860	9.610	91.218	224	202	133
Age Profile – 35-44	2.580	6.881	73.519	150	145	107
Age Profile – 45-64	2.631	7.686	115.625	82	87	91
Age Profile – 65+	1.252	3.919	82.413	51	58	84



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

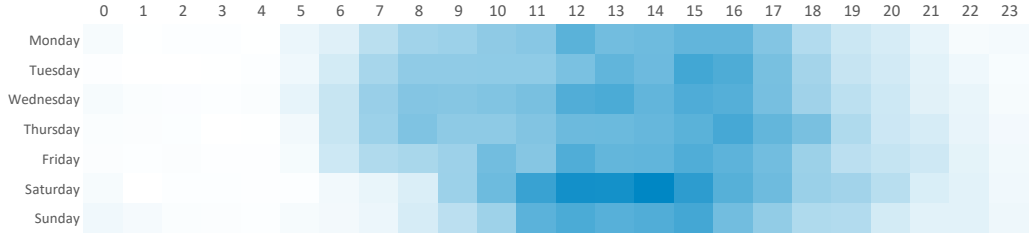
Pub Sites
Catchment

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*	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	9.473	23.921	209.304	298	279	175
Midlife - Young Kids	260	991	12.276	21	29	26
Midlife - Carefree	248	1.411	41.984	14	29	62
Mature	1.377	4.251	161.299	27	31	85
Not Private Households	55	285	4.772	3.983	7.633	9.180
Total	**11.413**	**30.859**	**429.635**			

© 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 - Hemingways

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	11.413	30.859	429.635
Number of Competition Pubs	63	105	1.256
Adults 18+ per Competition Pub	181	294	342

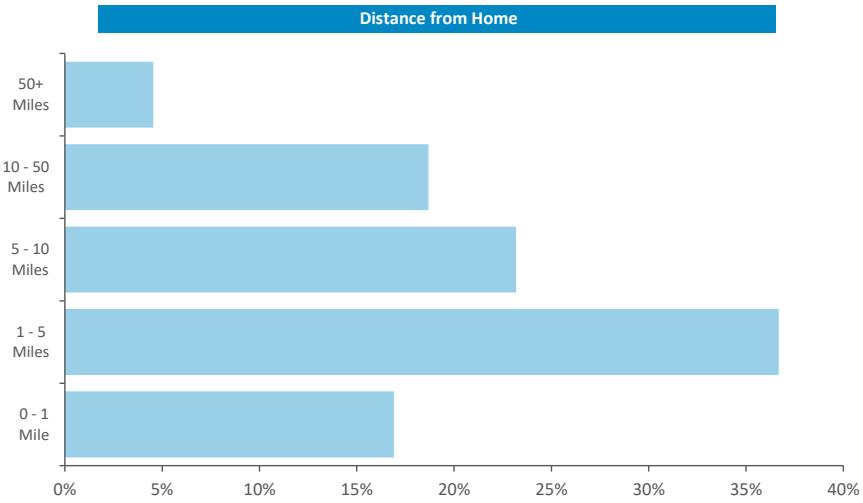
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	470	4,1%	53
Family Pub Dining	0	636	5,6%	61
Great Pub Great Food	7	2.082	18,3%	109
Leisure	4	985	8,6%	86
Mainstream	4	1.146	10,0%	72
Premium	21	1.991	17,4%	122
Restaurant	20	3.202	28,1%	122
Super Premium	7	844	7,4%	188

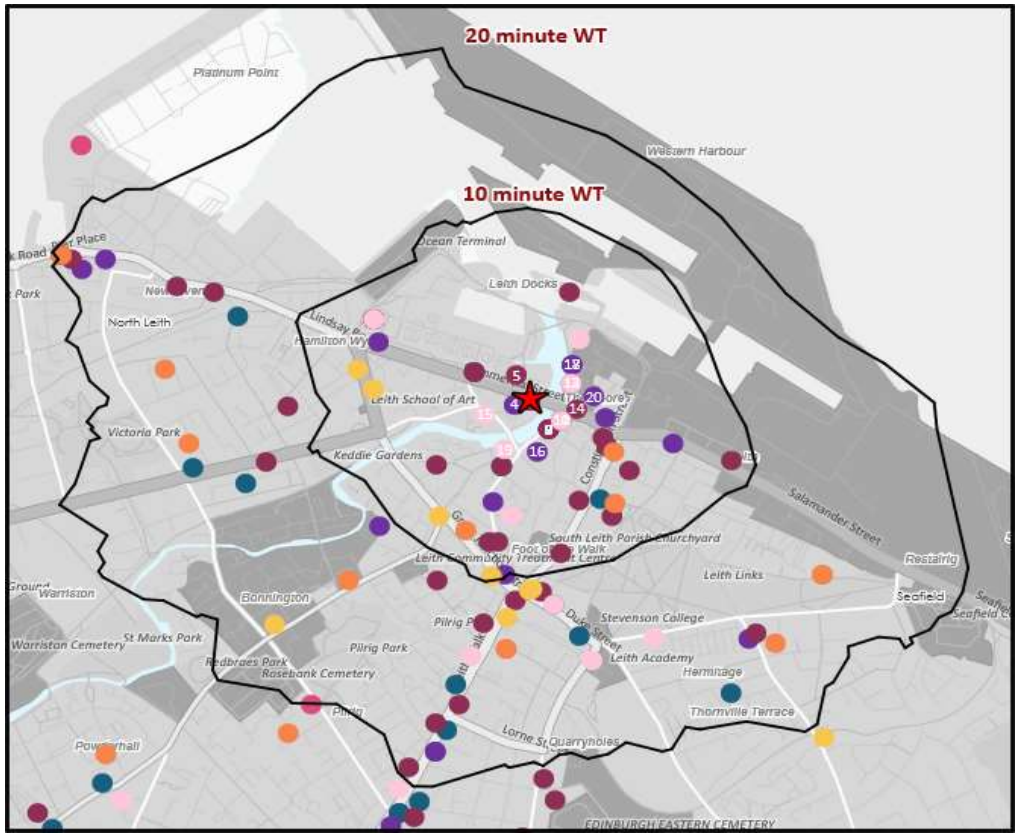
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	1.102	3,6%	46
Family Pub Dining	0	1.609	5,2%	57
Great Pub Great Food	11	5.847	19,0%	113
Leisure	12	2.701	8,8%	87
Mainstream	8	2.921	9,5%	68
Premium	33	5.372	17,4%	122
Restaurant	25	8.690	28,2%	122
Super Premium	16	2.328	7,6%	192

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	11	23.366	5,4%	69
Family Pub Dining	25	30.344	7,1%	78
Great Pub Great Food	164	78.668	18,3%	109
Leisure	200	40.866	9,5%	95
Mainstream	95	50.847	11,8%	85
Premium	230	68.156	15,9%	111
Restaurant	381	108.303	25,2%	110
Super Premium	149	24.221	5,6%	143



© 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 - Hemingways



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

Pub Sites
Catchment

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

Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
5	Teuchters Landing	EH 6 6LU	Independent Free	Premium	24,6%	0,06
15	Roseleaf	EH 6 6EW	Trust Inns Limited	Great Pub Gre	9,7%	0,10
8	Restaurant Martin Wishart	EH 6 6RA	Martin Wishart Group	Restaurant	8,2%	0,07
16	Tapa	EH 6 6SW	Independent Free	Restaurant	6,9%	0,11
11	Kings Wark	EH 6 6QU	Star Pubs & Bars	Great Pub Gre	6,8%	0,08
20	Ship On The Shore	EH 6 6QH	Independent Free	Restaurant	6,2%	0,13
14	Carriers Quarters	EH 6 6PR	Caledonian Heritable	Premium	6,0%	0,10
1	Pizza Geeks	EH 6 6JA	*Other Small Retail Groups	Restaurant	5,2%	0,00
6	Mimis	EH 6 6RA	Independent Free	Premium	5,0%	0,07
13	Granary	EH 6 6QN	Scotsman Group	Premium	4,9%	0,09
10	Malt and Hops	EH 6 6QU	Independent Free	Super Premiun	4,6%	0,08
7	Mara	EH 6 6RA	Independent Free	Premium	4,4%	0,07
9	Toast	EH 6 6RA	Independent Free	Super Premiun	3,3%	0,07
3	Sandport Tavern	EH 6 6JA	Greene King	Premium	2,0%	0,00
12	Ocean Mist	EH 6 6QN	Independent Free	Great Pub Gre	1,2%	0,09
0	Hemingways	EH 6 6JA	Star Pubs & Bars	Restaurant	1,0%	0,00
2	Kezban	EH 6 6JA	Independent Free	Restaurant	0,0%	0,00
4	Domenicos	EH 6 6EP	Independent Free	Restaurant	0,0%	0,03
17	Fishers Bistro	EH 6 6QW	Independent Free	Restaurant	0,0%	0,11
18	Shore	EH 6 6QW	Independent Free	Restaurant	0,0%	0,11
19	Royal Scotsman Train	EH 6 6RG	Independent Free	Great Pub Gre	0,0%	0,12

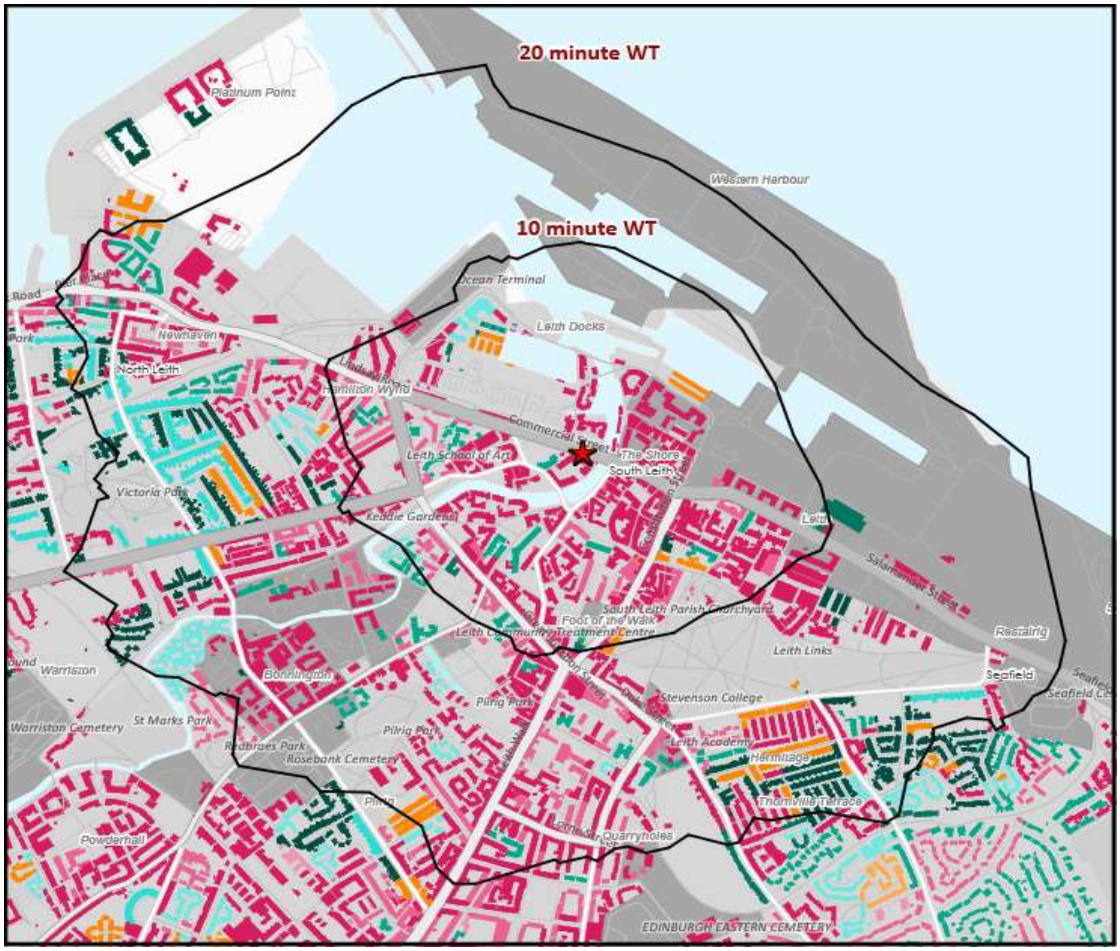
* Share of sales originating from postcode sectors within 20 min DT to the listed CGA locations.

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

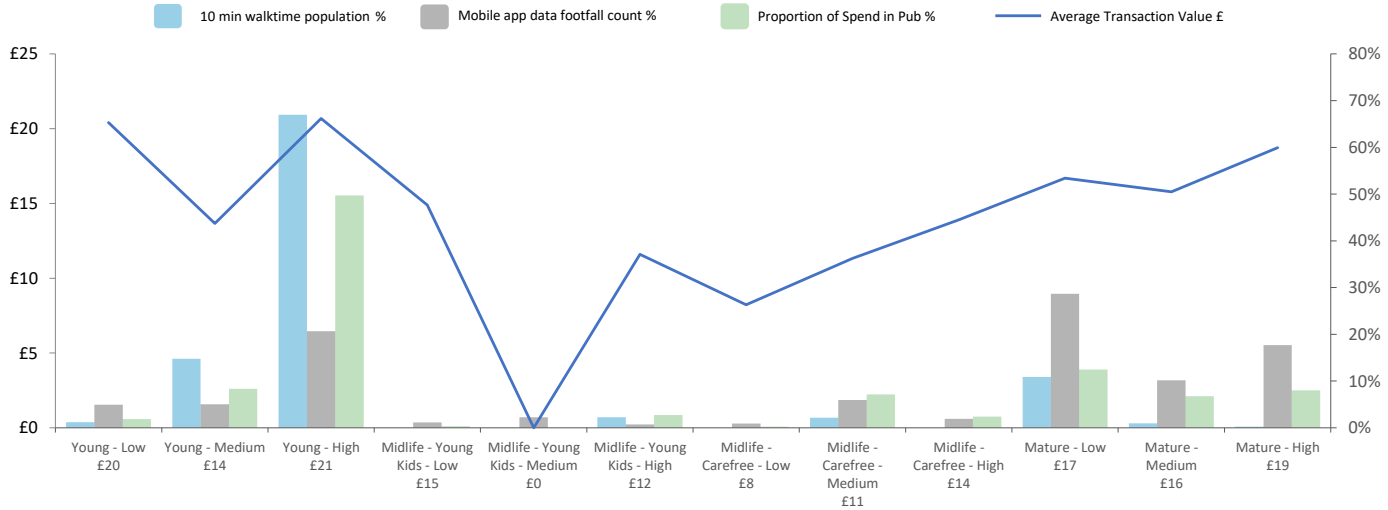
Catchment Summary - Hemingways

© 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
41646	Hemingways	EH 6 6JA	Star Pubs & Bars	Restaurant	6



Polaris Plus Profile



See the Glossary page for further information on the above variables

© Copyright CACI Ltd

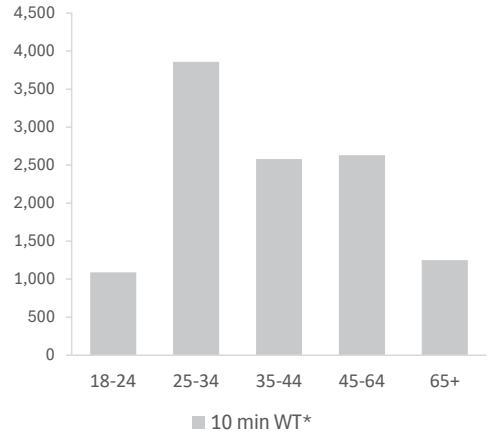
Catchment Summary - Hemingways

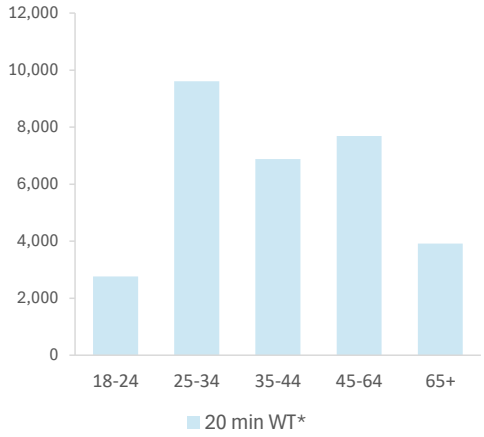
© 2026 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

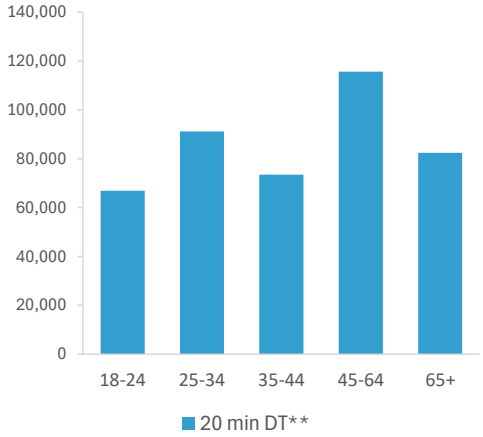
Over GB Average
Around GB Average
Under GB Average

*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		12.769	35.204	508.174	239	179	120
					Population & Adults 18+ index is based on all pubs		
Adults 18+		11.413	30.859	429.635	252	188	126
Competition Pubs		63	105	1.256	147	103	160
Adults 18+ per Competition Pub		181	294	342	26	43	50
% Adults Likely to Drink		82,0%	83,0%	82,0%	103	104	103
Affluence	Low	12,1%	8,7%	18,2%	36	26	55
	Medium	17,9%	15,8%	27,7%	47	41	72
	High	69,5%	74,6%	53,0%	253	271	193
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£21.120	£22.640	£24.940	94	100	110
Age Profile	18-24	1.090	2.763	66.860	100	92	155
	25-34	3.860	9.610	91.218	224	202	133
	35-44	2.580	6.881	73.519	150	145	107
	45-64	2.631	7.686	115.625	82	87	91
	65+	1.252	3.919	82.413	51	58	84







		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	6,503 (51%)	17,498 (50%)	243,534 (48%)	104	101	98
	Female	6,266 (49%)	17,706 (50%)	264,640 (52%)	96	99	102
Economic Status (16+)	Employed: Full-time	5,661 (49%)	15,031 (48%)	160,264 (37%)	144	141	107
	Employed: Part-time	1,104 (10%)	3,261 (10%)	44,733 (10%)	80	87	85
	Self employed	929 (8%)	2,547 (8%)	31,021 (7%)	87	88	76
	Unemployed	259 (2%)	639 (2%)	7,944 (2%)	81	74	66
	Full-time student	629 (5%)	1,683 (5%)	32,246 (7%)	218	215	294
	Retired	1,022 (9%)	3,293 (11%)	73,176 (17%)	41	48	77
	Other	1,938 (17%)	4,867 (16%)	89,661 (20%)	94	87	115
Total Worker Count		8.872	17.872	239.867			

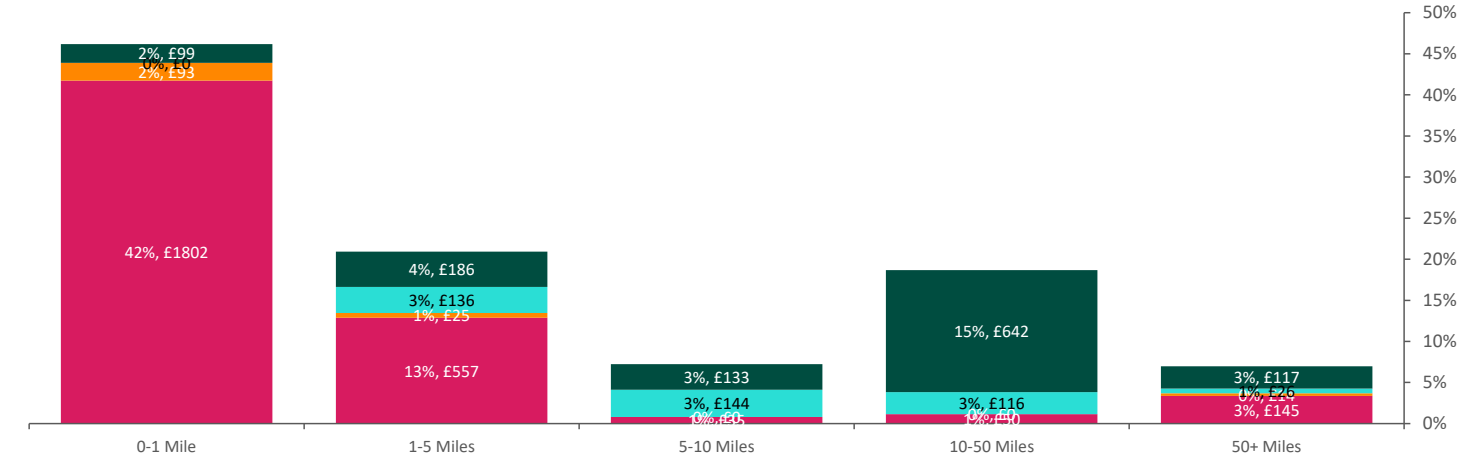
See the Glossary page for further information on the above variables

© Copyright CACI Ltd

Transactional Data Summary - Hemingways

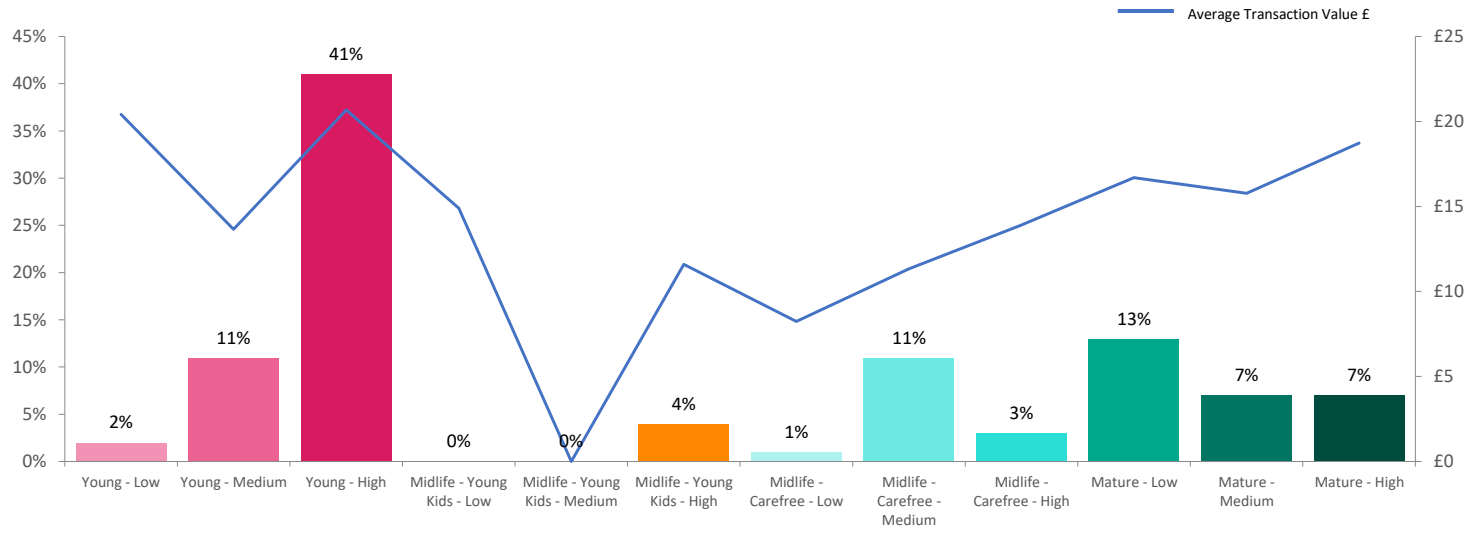
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Spend by Polaris and Distance from Home



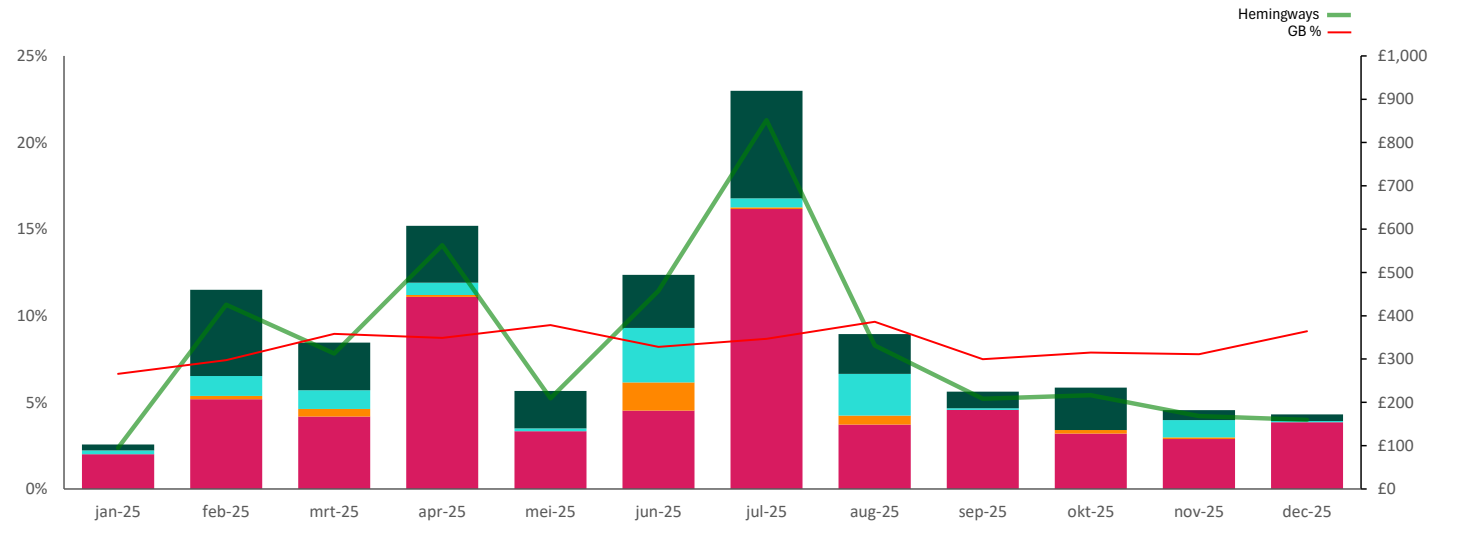
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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



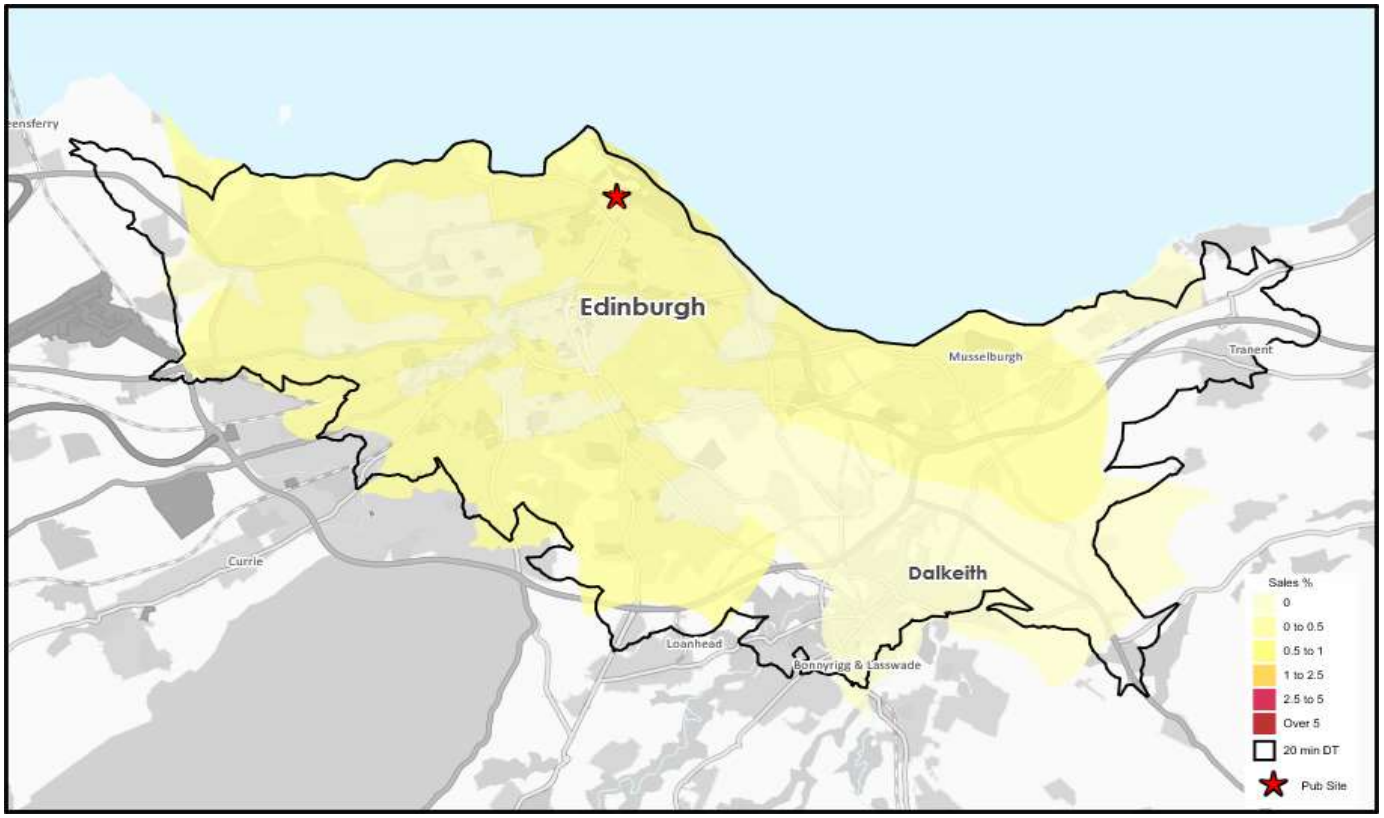
Seasonality of the spend split by month

© Copyright CACI Ltd

Transactional Data Maps - Hemingways

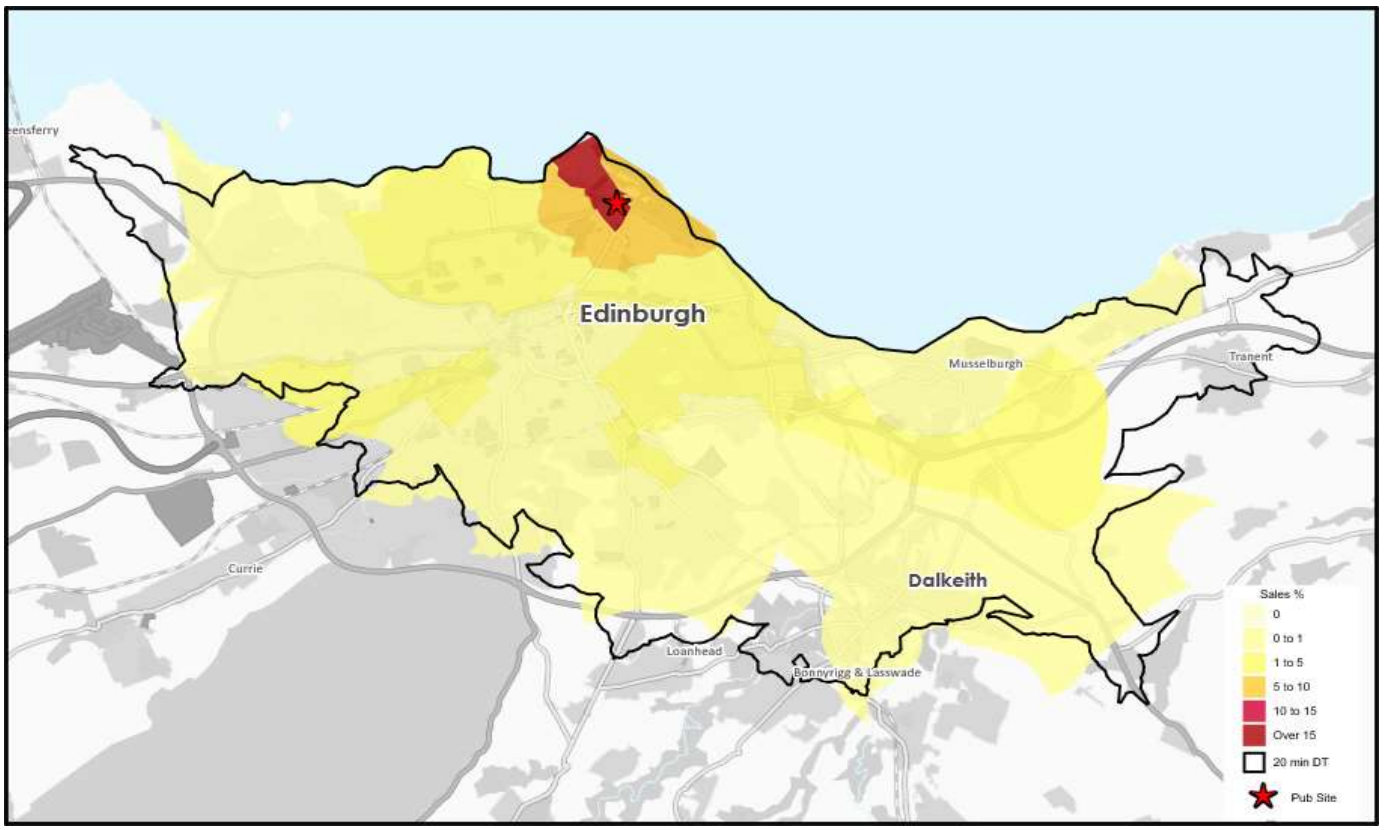
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Hemingways 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 Hemingways



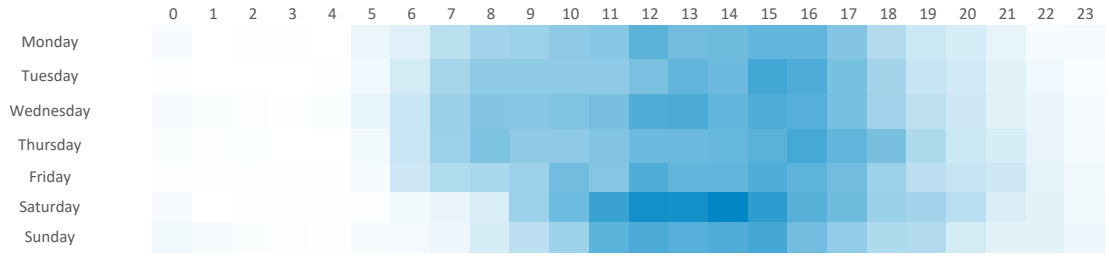
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

© Copyright CACI Ltd

Mobile Data Summary - Hemingways

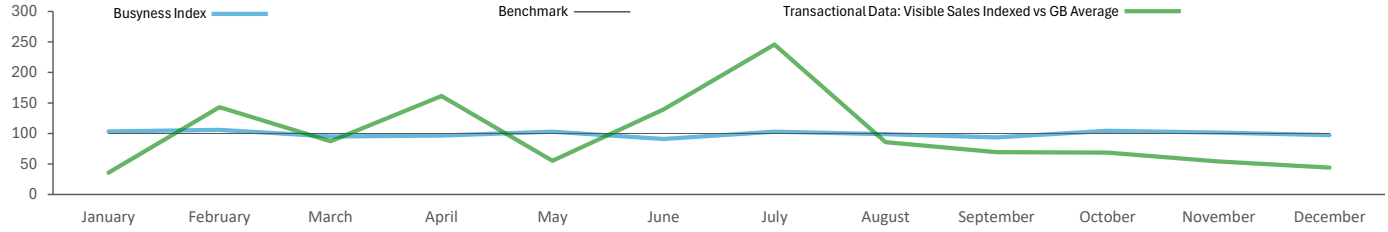
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day/Day of Week



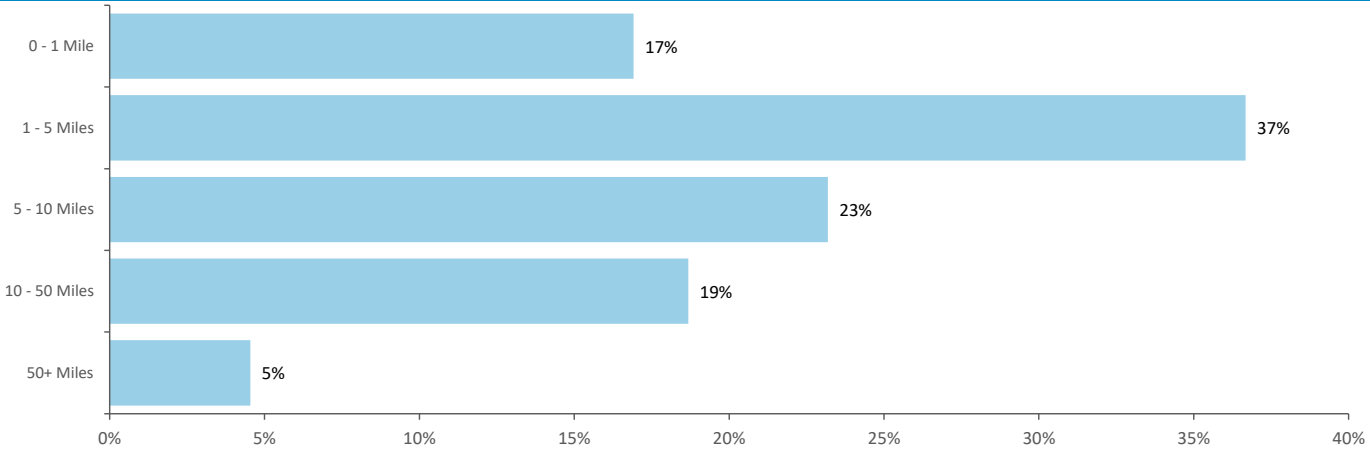
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



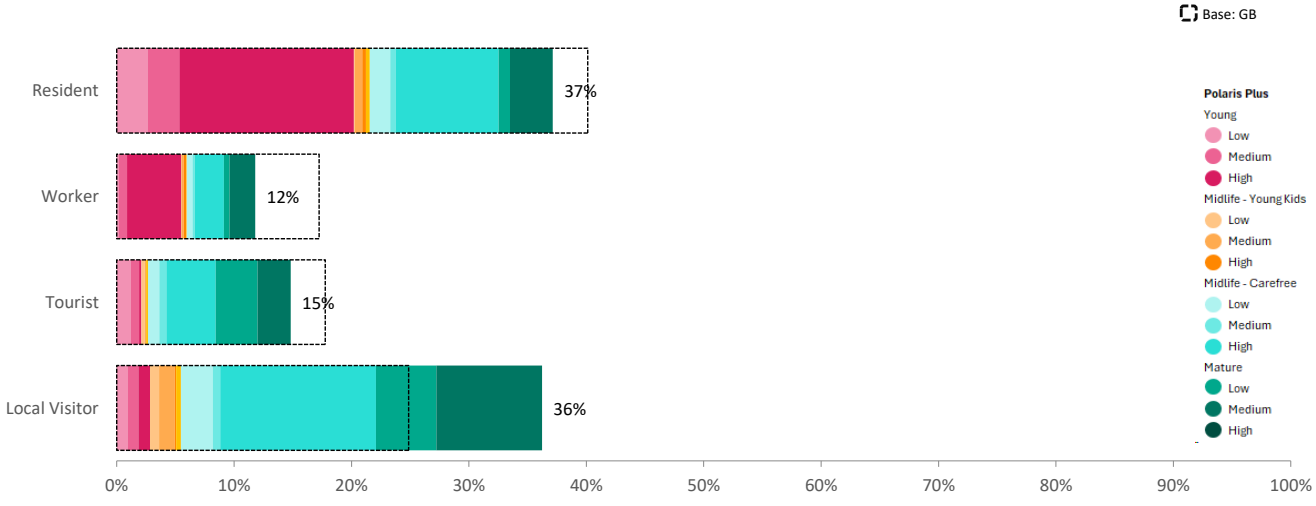
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



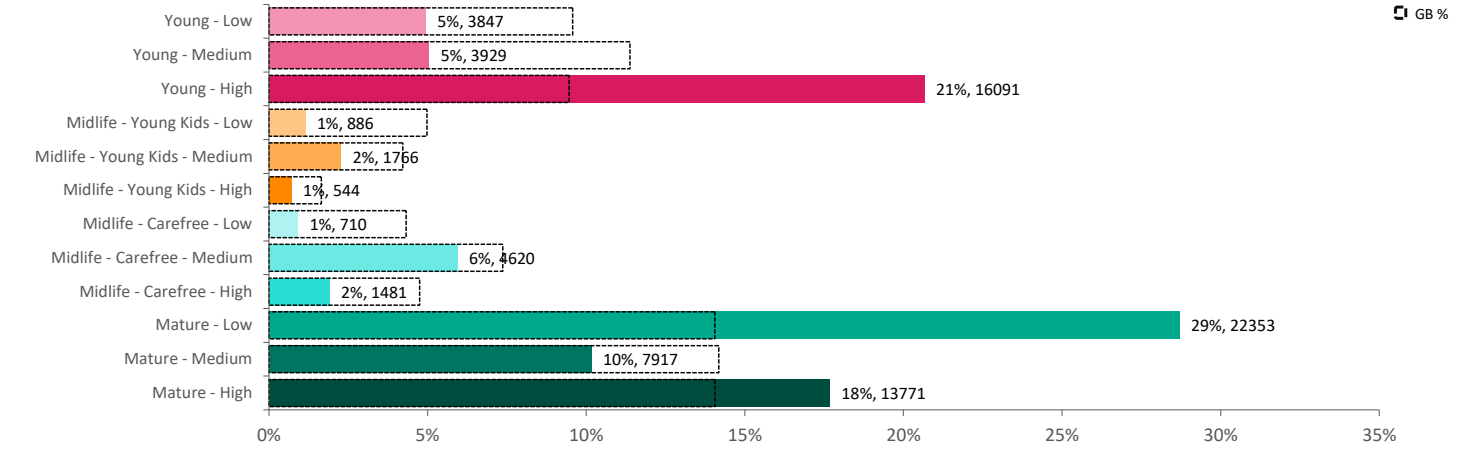
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

© Copyright CACI Ltd

Mobile Data Summary - Hemingways

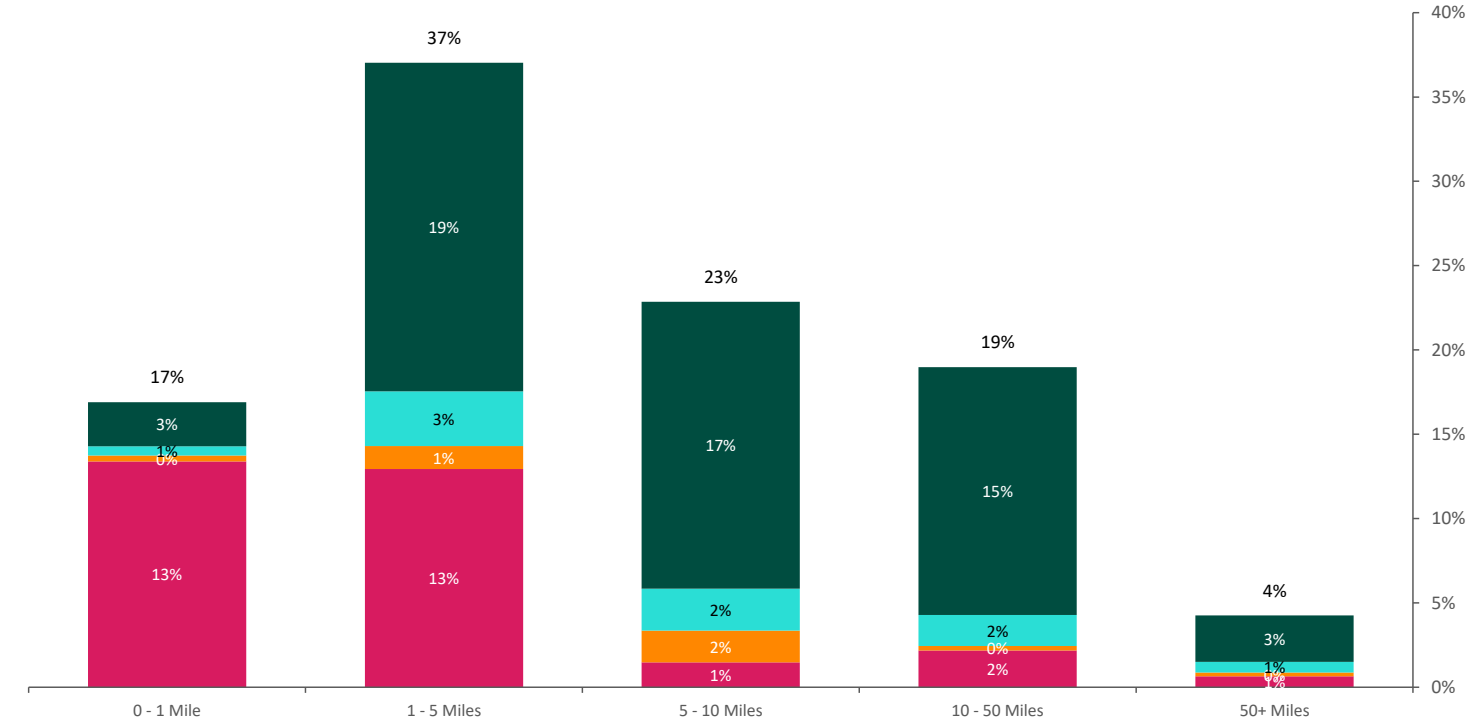
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

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



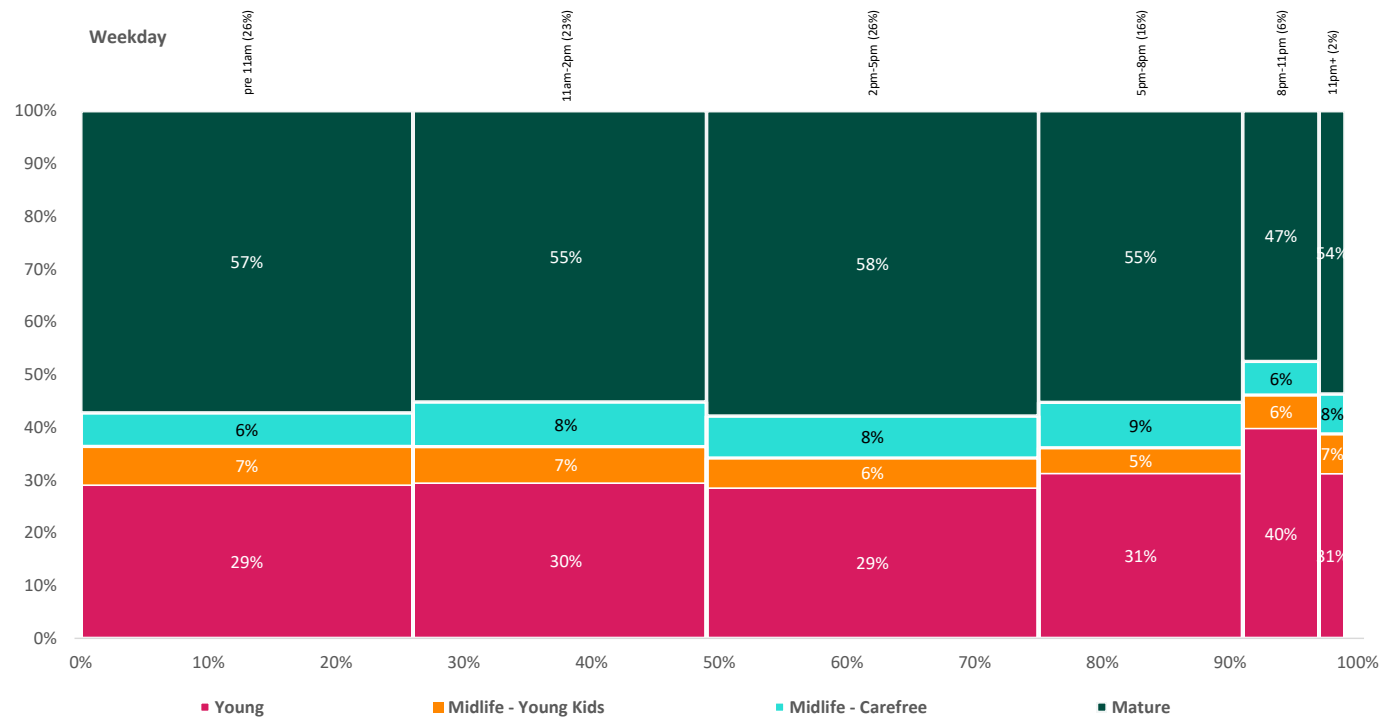
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

© Copyright CACI Ltd

Mobile Data Summary - Hemingways

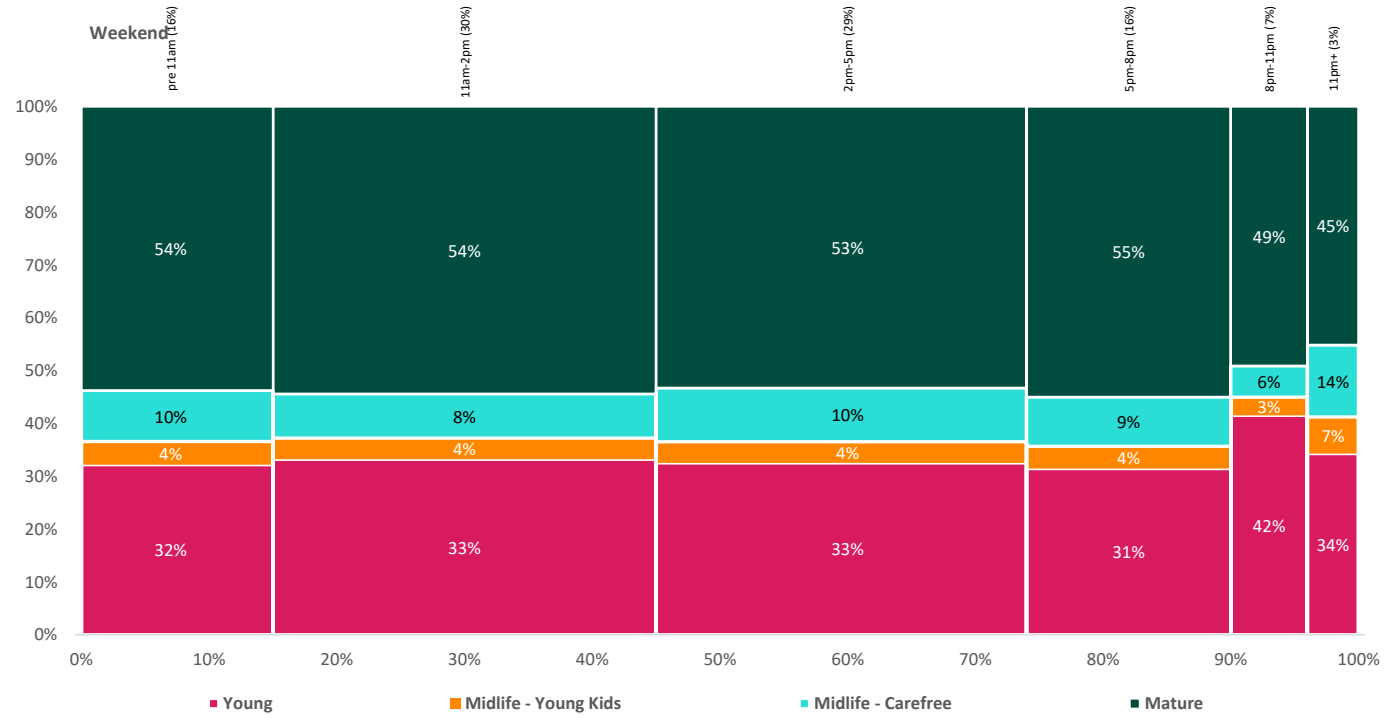
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	10.336	8.738	10.291	5.982	1.961	901	38.209
Midlife - Carefree	1.156	1.341	1.420	937	264	127	5.246
Midlife - Young Kids	1.292	1.068	991	510	256	124	4.243
Young	5.274	4.683	5.093	3.399	1.649	527	20.625
All	18.059	15.830	17.795	10.829	4.130	1.679	68.322

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



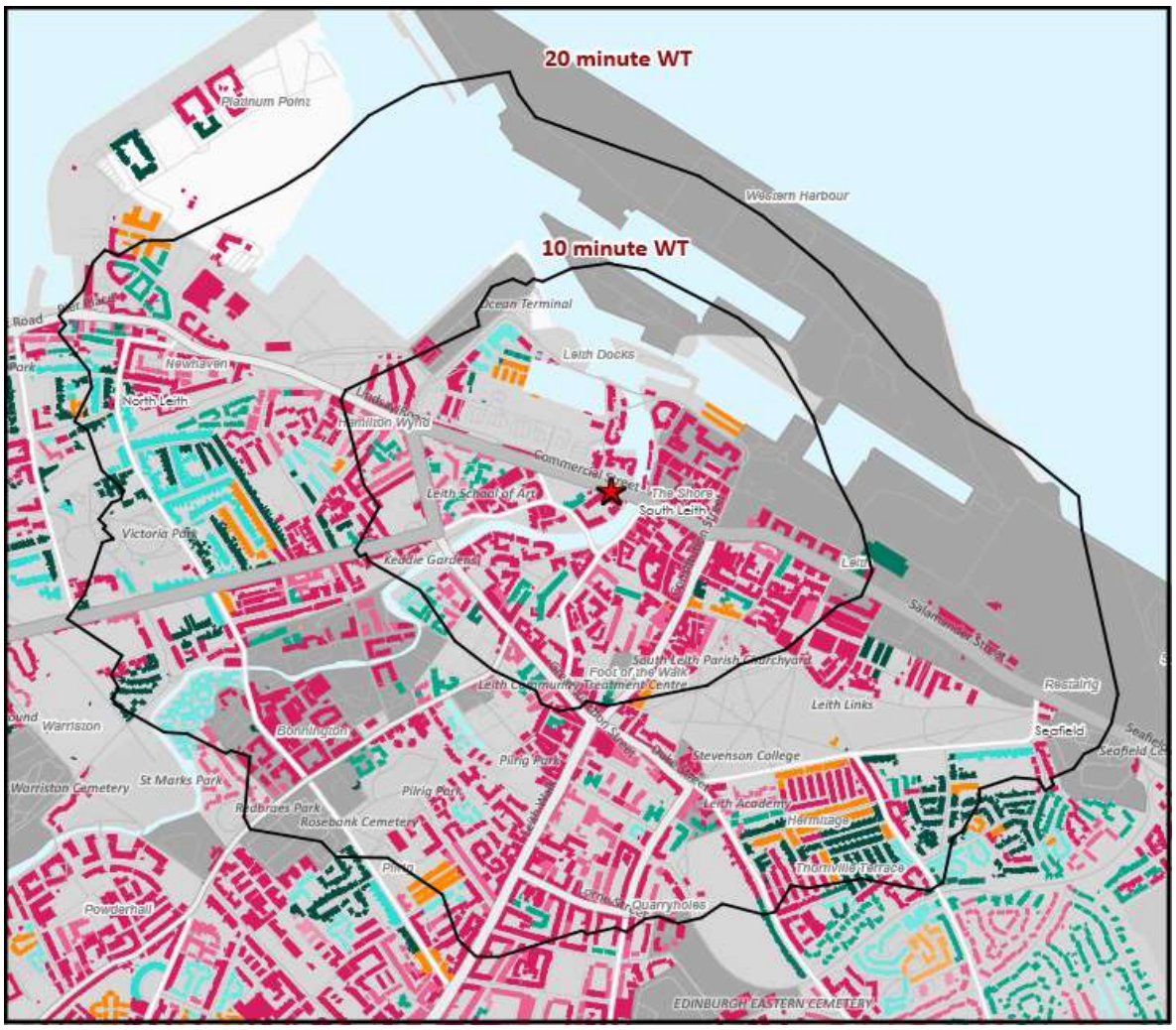
Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	2.391	4.610	4.358	2.454	928	403	15.144
Midlife - Young Kids	431	712	833	417	112	122	2.627
Midlife - Carefree	196	338	325	189	65	62	1.175
Mature	1.432	2.815	2.662	1.404	785	306	9.406
All	4.450	8.476	8.179	4.464	1.891	893	28.352

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

© Copyright CACI Ltd

Polaris Plus Summary - Hemingways

© 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

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	139	139	6.972	12	5	17
Medium	1.688	3.949	68.374	134	116	145
High	7.646	19.833	133.958	1.003	962	467
Midlife - Young Kids						
Low	0	0	1.541	0	0	6
Medium	0	60	5.295	0	4	28
High	260	931	5.440	195	258	108
Midlife - Carefree						
Low	0	18	1.979	0	1	11
Medium	248	756	19.577	30	34	64
High	0	637	20.428	0	45	104
Mature						
Low	1.241	2.520	67.703	80	60	117
Medium	111	113	25.564	6	2	38
High	25	1.618	68.032	1	35	105
Not Private Households	55	285	4.772	45	86	104
Total	11.413	30.859	429.635			

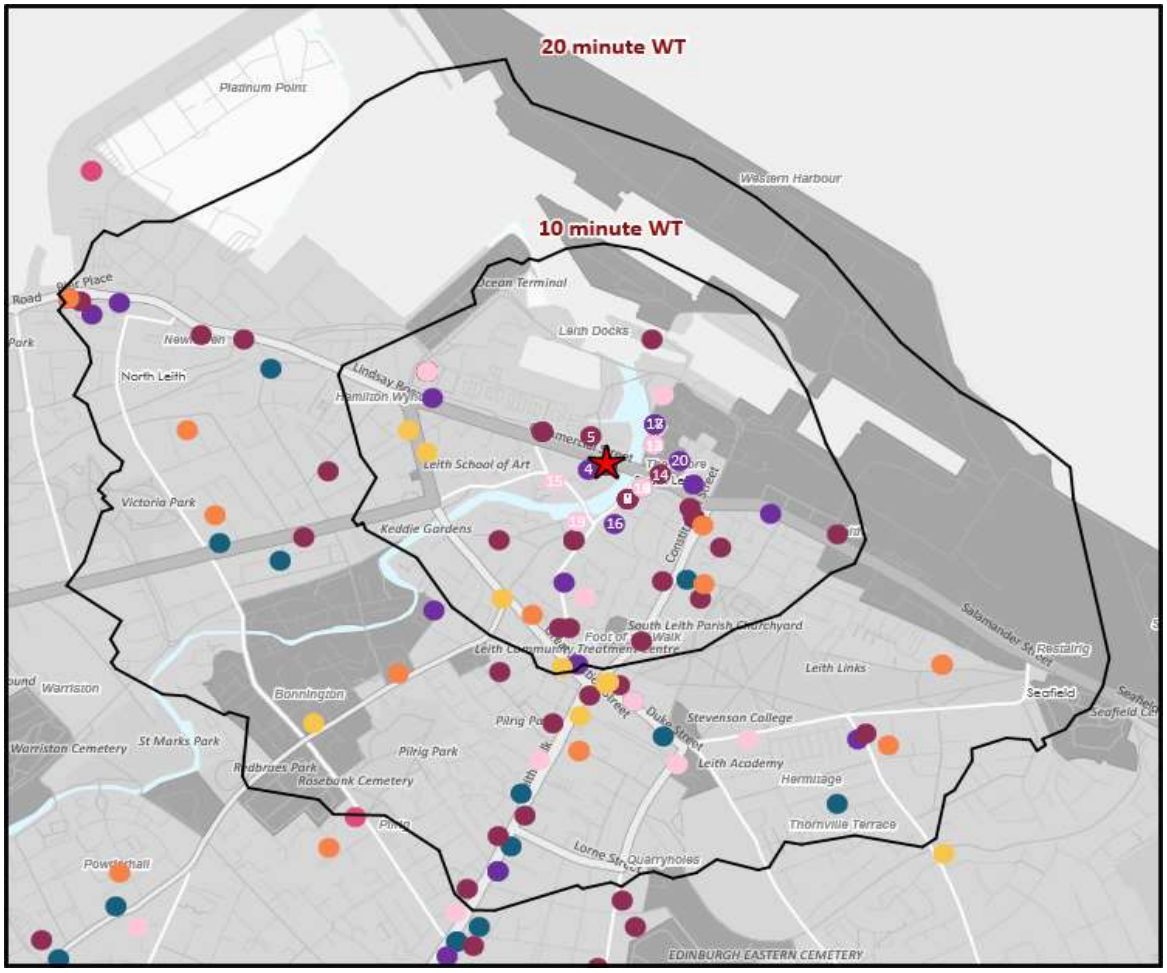
© Copyright CACI Ltd

CACI

CGA Summary - Hemingways

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	Hemingways	EH 6 6JA	Star Pubs & Bars	Restaurant	1,0%	70,5%	0,00
1	Pizza Geeks	EH 6 6JA	*Other Small Retail Groups	Restaurant	5,2%	51,4%	0,00
2	Kezban	EH 6 6JA	Independent Free	Restaurant	0,0%	0,0%	0,00
3	Sandport Tavern	EH 6 6JA	Greene King	Premium	2,0%	59,6%	0,00
4	Domenicos	EH 6 6EP	Independent Free	Restaurant	0,0%	0,0%	0,03
5	Teuchters Landing	EH 6 6LU	Independent Free	Premium	24,6%	61,3%	0,06
6	Mimis	EH 6 6RA	Independent Free	Premium	5,0%	52,1%	0,07
7	Mara	EH 6 6RA	Independent Free	Premium	4,4%	50,5%	0,07
8	Restaurant Martin Wishart	EH 6 6RA	Martin Wishart Group	Restaurant	8,2%	74,6%	0,07
9	Toast	EH 6 6RA	Independent Free	Super Premium	3,3%	50,2%	0,07
10	Malt and Hops	EH 6 6QU	Independent Free	Super Premium	4,6%	45,9%	0,08
11	Kings Wark	EH 6 6QU	Star Pubs & Bars	Great Pub Great Food	6,8%	68,7%	0,08
12	Ocean Mist	EH 6 6QN	Independent Free	Great Pub Great Food	1,2%	17,3%	0,09
13	Granary	EH 6 6QN	Scotsman Group	Premium	4,9%	38,6%	0,09
14	Carriers Quarters	EH 6 6PR	Caledonian Heritable	Premium	6,0%	80,0%	0,10
15	Roseleaf	EH 6 6EW	Trust Inns Limited	Great Pub Great Food	9,7%	63,5%	0,10
16	Tapa	EH 6 6SW	Independent Free	Restaurant	6,9%	64,6%	0,11
17	Fishers Bistro	EH 6 6QW	Independent Free	Restaurant	0,0%	0,0%	0,11
18	Shore	EH 6 6QW	Independent Free	Restaurant	0,0%	0,0%	0,11
19	Royal Scotsman Train	EH 6 6RG	Independent Free	Great Pub Great Food	0,0%	0,0%	0,12
20	Ship On The Shore	EH 6 6QH	Independent Free	Restaurant	6,2%	39,0%	0,13

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 - Hemingways

© 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+	11.413	30.859	429.635
Number of Competition Pubs	63	105	1.256
Adults 18+ per Competition Pub	181	294	342

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	470	4,1%	53
Family Pub Dining	0	636	5,6%	61
Great Pub Great Food	7	2.082	18,3%	109
Leisure	4	985	8,6%	86
Mainstream	4	1.146	10,0%	72
Premium	21	1.991	17,4%	122
Restaurant	20	3.202	28,1%	122
Super Premium	7	844	7,4%	188

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	1.102	3,6%	46
Family Pub Dining	0	1.609	5,2%	57
Great Pub Great Food	11	5.847	19,0%	113
Leisure	12	2.701	8,8%	87
Mainstream	8	2.921	9,5%	68
Premium	33	5.372	17,4%	122
Restaurant	25	8.690	28,2%	122
Super Premium	16	2.328	7,6%	192

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	11	23.366	5,4%	69
Family Pub Dining	25	30.344	7,1%	78
Great Pub Great Food	164	78.668	18,3%	109
Leisure	200	40.866	9,5%	95
Mainstream	95	50.847	11,8%	85
Premium	230	68.156	15,9%	111
Restaurant	381	108.303	25,2%	110
Super Premium	149	24.221	5,6%	143

© Copyright CACI Ltd

CACI

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