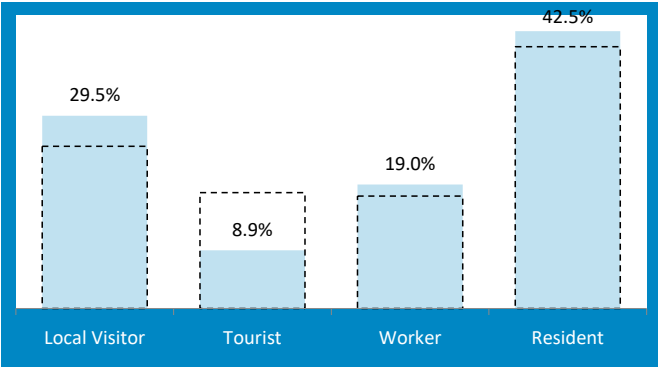
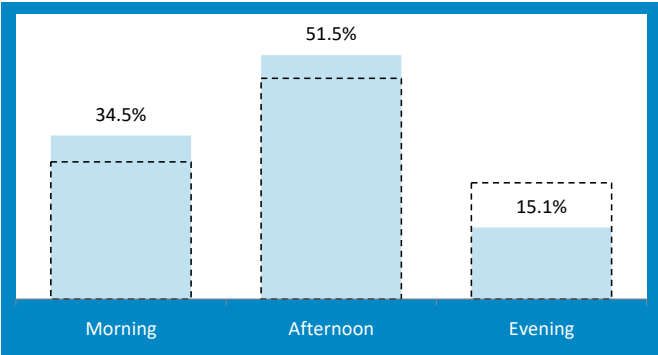
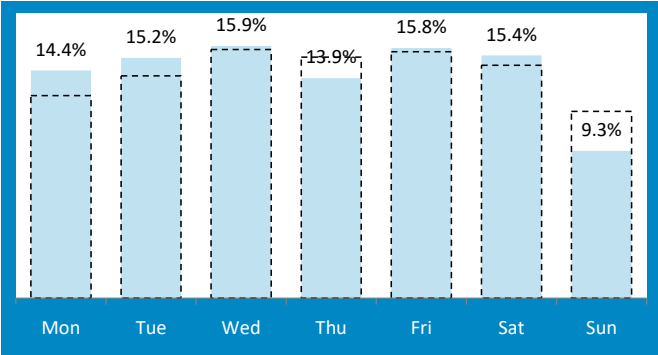


Three Fiddles

Area Quick Stats

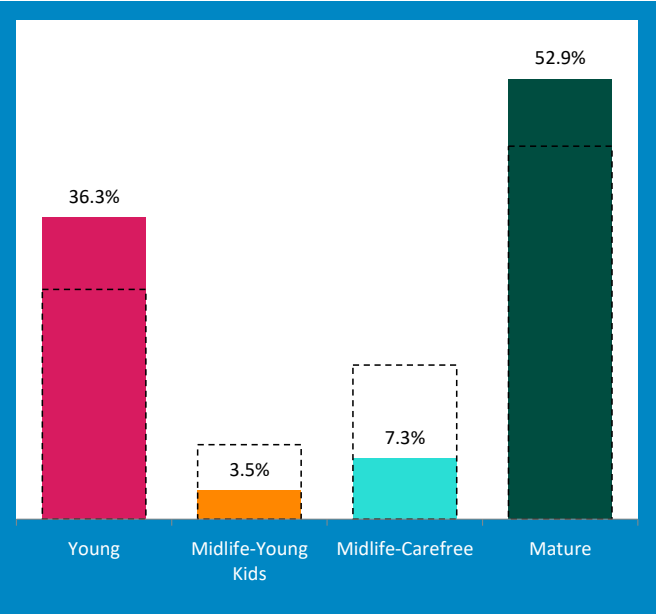
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		5,275	5,344
Adult Pop		4,444	4,529
Affluence	Low	57%	33%
	Medium	32%	38%
	High	5%	27%
Young		23%	28%
Midlife Young Kids		5%	11%
Midlife Carefree		3%	16%
Mature		64%	44%
Competition Count		27	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£8	£30
Average Distance Travelled in miles	11	27



Catchment Summary - Three Fiddles

Over GB Average

Around GB Average

Under GB Average

*WT= Walktime

**DT= Drivetime

Catchment Size (Counts)				Index vs GB Average		
				10 min WT*	20 min WT*	20 min DT**
Population	5,275	12,974	230,198	99	66	54
Adults 18+	4,444	10,677	183,681	Pop. & Adl. 18+ index based on all pubs		
Competition Pubs	27	31	282	98	65	54
Adults 18+ per Competition Pub	165	344	651	63	30	36
% Adults Likely to Drink	79.0%	81.0%	81.0%	24	50	95
Affluence	Low	57.5%	36.2%	50.2%	99	101
	Medium	32.3%	45.1%	35.2%	173	109
	High	5.4%	16.0%	13.4%	84	118
Mean Net Disposable income (£pa)				20	58	49
Age Profile	18-24	310	817	15,874	81	100
	25-34	616	1,464	28,316	69	74
	35-44	584	1,418	28,207	86	83
	45-64	1,327	3,339	57,845	82	81
	65+	1,607	3,639	53,439	100	102
				158	146	121

Affluence does not include Not Private Households

20 minute WT

10 minute WT

Guiseborough Cemetery

Guiseborough Primary Care Hospital

Guiseborough

Guiseborough Road

173

109

151

84

118

92

20

58

49

81

100

89

69

74

81

86

83

91

82

81

91

100

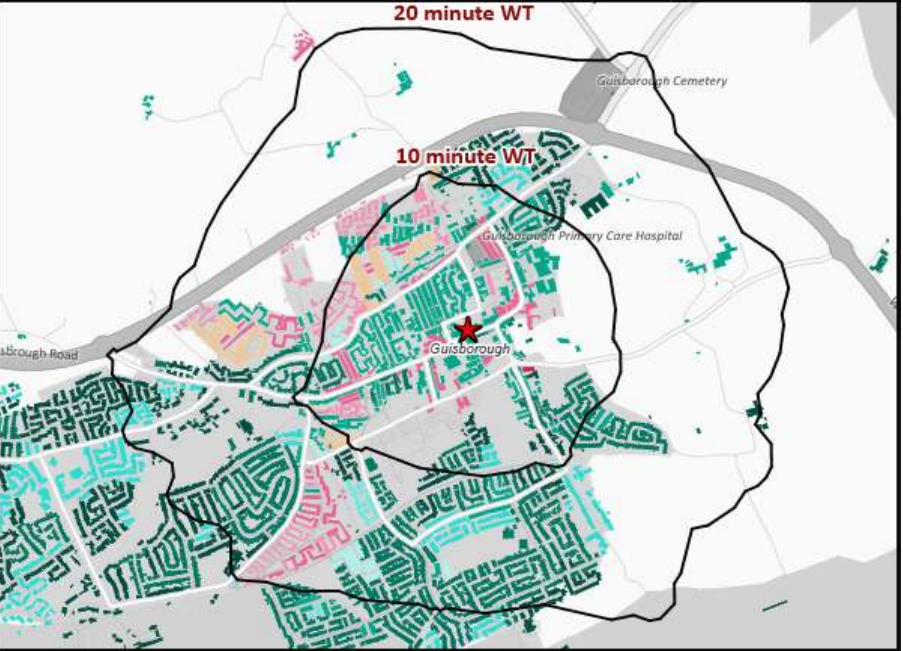
102

100

158

146

121



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Pub Sites

Catchment

Young

Low

Medium

High

Midlife - Young Kids

Low

Medium

High

Midlife - Carefree

Low

Medium

High

Mature

Low

Medium

High

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	1,024	2,020	46,630	83	68	91
Midlife - Young Kids	218	498	13,260	45	43	66
Midlife - Carefree	122	875	27,619	17	52	95
Mature	2,863	7,006	94,107	145	148	116
Not Private Households	217	278	2,065	40,359	21,520	9,292
Total	4,444	10,677	183,681			



Per Pub - Three Fiddles

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

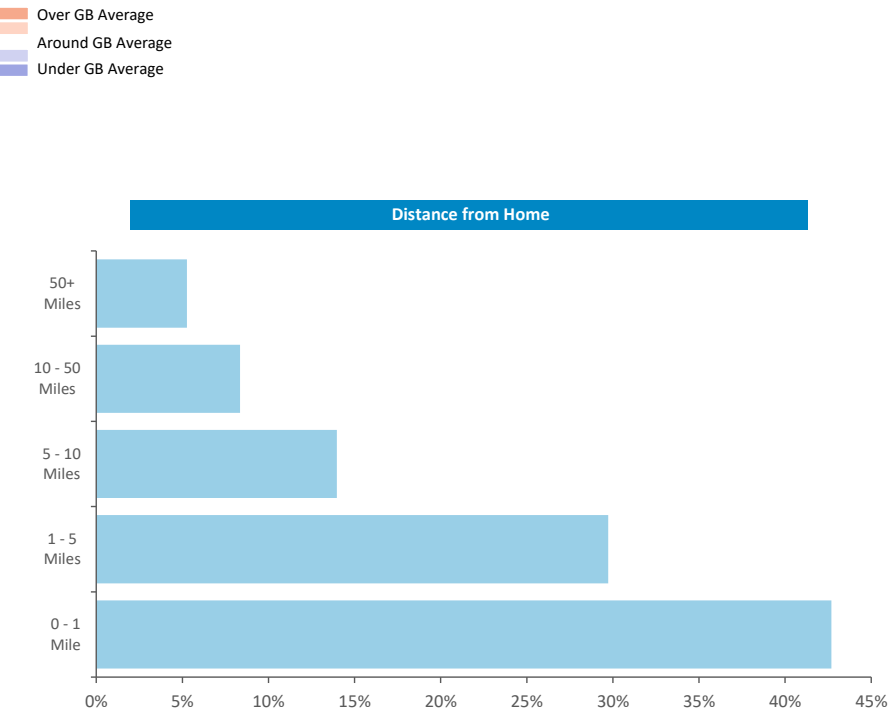
WT= Walktime, DT= Drivetime

Adults 18+	4,444	10,677	183,681	Over GB Average
Number of Competition Pubs	27	31	282	Around GB Average
Adults 18+ per Competition Pub	165	344	651	Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	450	10.1%	129
Family Pub Dining	1	477	10.7%	118
Great Pub Great Food	0	600	13.5%	81
Leisure	2	415	9.4%	93
Mainstream	17	734	16.5%	118
Premium	3	565	12.7%	89
Restaurant	3	880	19.8%	86
Super Premium	0	105	2.4%	60

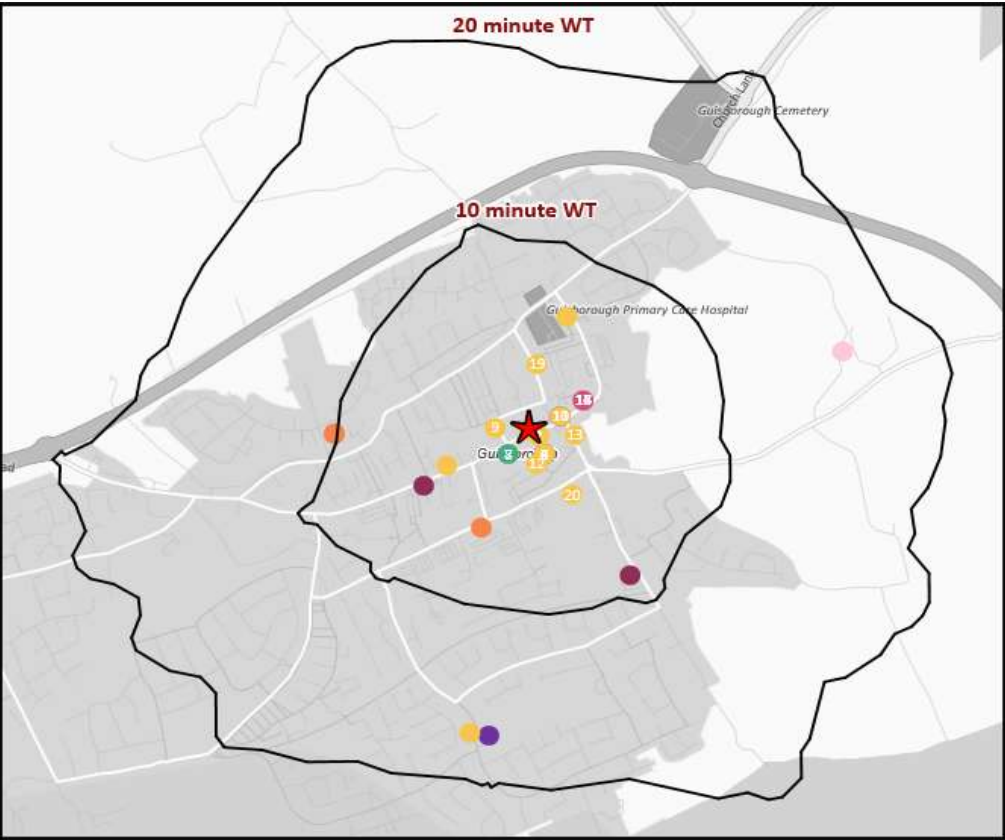
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	907	8.5%	108
Family Pub Dining	1	1,035	9.7%	107
Great Pub Great Food	1	1,724	16.1%	96
Leisure	3	1,064	10.0%	99
Mainstream	18	1,627	15.2%	109
Premium	3	1,457	13.6%	95
Restaurant	4	2,264	21.2%	92
Super Premium	0	320	3.0%	76

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	107	18,041	9.8%	125
Family Pub Dining	22	19,268	10.5%	115
Great Pub Great Food	10	28,025	15.3%	91
Leisure	37	18,559	10.1%	101
Mainstream	49	28,517	15.5%	111
Premium	21	24,234	13.2%	92
Restaurant	36	39,673	21.6%	94
Super Premium	0	5,277	2.9%	73



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Competition - Three Fiddles



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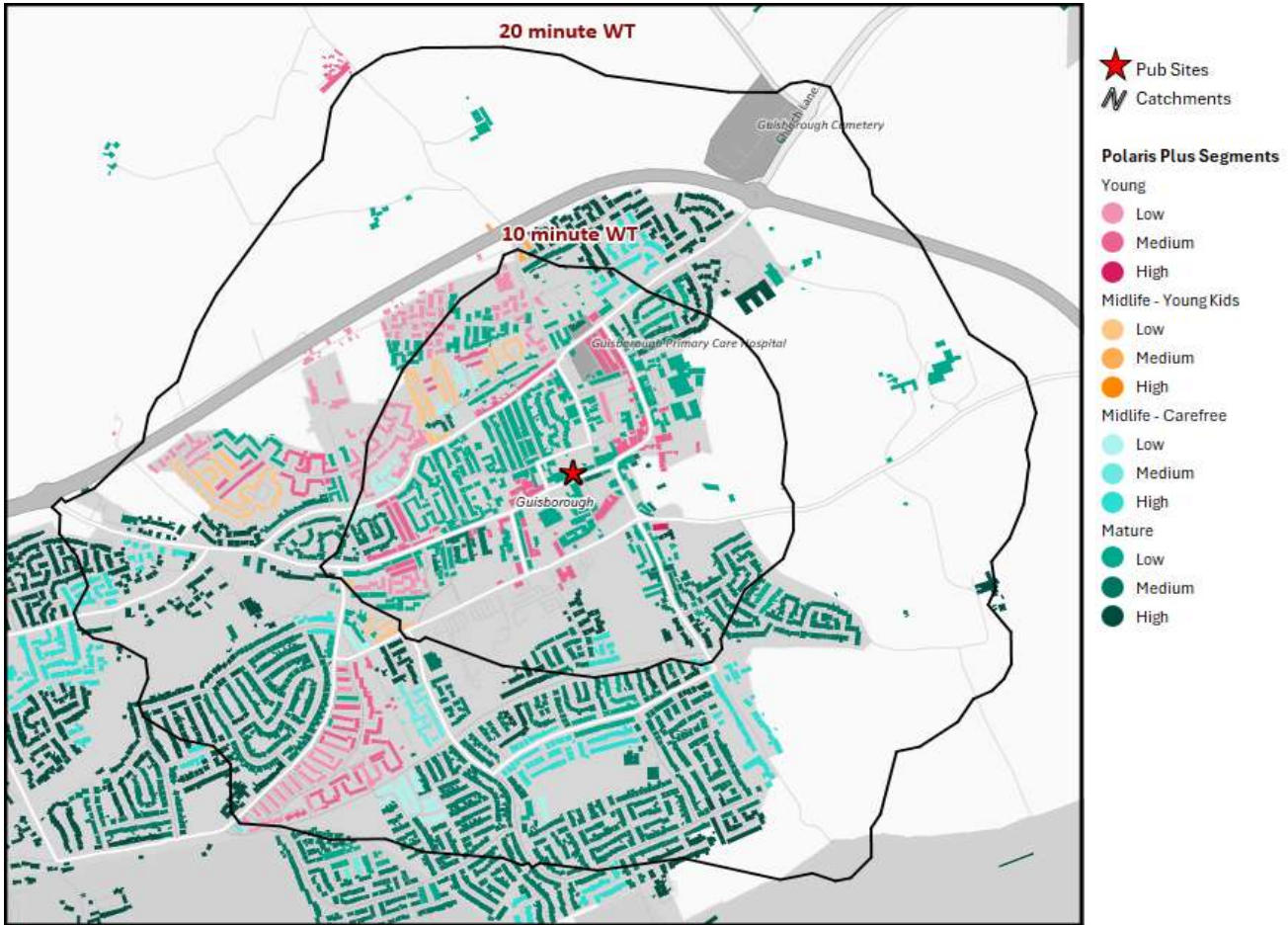
Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
13	Fox Inn	TS14 6BP	Punch Pub Company	Mainstream	15.6%	0.09
0	Three Fiddles	TS14 6BA	Star Pubs & Bars	Mainstream	14.8%	0.00
10	Buck Hotel	TS14 6HF	Independent Free	Mainstream	12.3%	0.07
1	Mermaid	TS14 6BG	Stonegate Pub Company	Mainstream	11.6%	0.02
16	Siting Room	TS14 6HG	Independent Free	Mainstream	10.3%	0.13
7	Kings Head Hotel	TS14 6AF	Stonegate Pub Company	Classic	9.9%	0.07
9	Francos Pizzeria	TS14 6EA	Independent Free	Mainstream	5.8%	0.07
4	Cats Whiskers	TS14 6QD	Independent Free	Restaurant	4.4%	0.06
12	Guisborough Conservative Club	TS14 6QE	Independent Free	Mainstream	4.4%	0.07
19	Guisborough Quoits Society	TS14 6JP	Independent Free	Mainstream	4.4%	0.14
17	Cookfellas Eatery and Wine Bar	TS14 6HG	Independent Free	Family Pub Dir	4.2%	0.13
5	Sergios	TS14 6QD	Independent Free	Restaurant	2.3%	0.06
2	Brass Monkey	TS14 6BG	Independent Free	Mainstream	0.0%	0.02
3	Guisborough Masonic Club	TS14 6QD	Independent Free	Mainstream	0.0%	0.06
6	Priory Coffee House and Bistro	TS14 6QD	Independent Free	Mainstream	0.0%	0.06
8	Courtyard	TS14 6AF	Independent Free	Mainstream	0.0%	0.07
11	Shurovi Indian	TS14 6HF	Independent Free	Restaurant	0.0%	0.07
14	Jin Rummie	TS14 6HG	Independent Free	Mainstream	0.0%	0.13
15	Monk	TS14 6HG	Independent Free	Mainstream	0.0%	0.13
18	Badger's Cafe	TS14 6HG	Independent Free	Premium	0.0%	0.13
20	Territorial Club	TS14 7DQ	Independent Free	Mainstream	0.0%	0.16

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

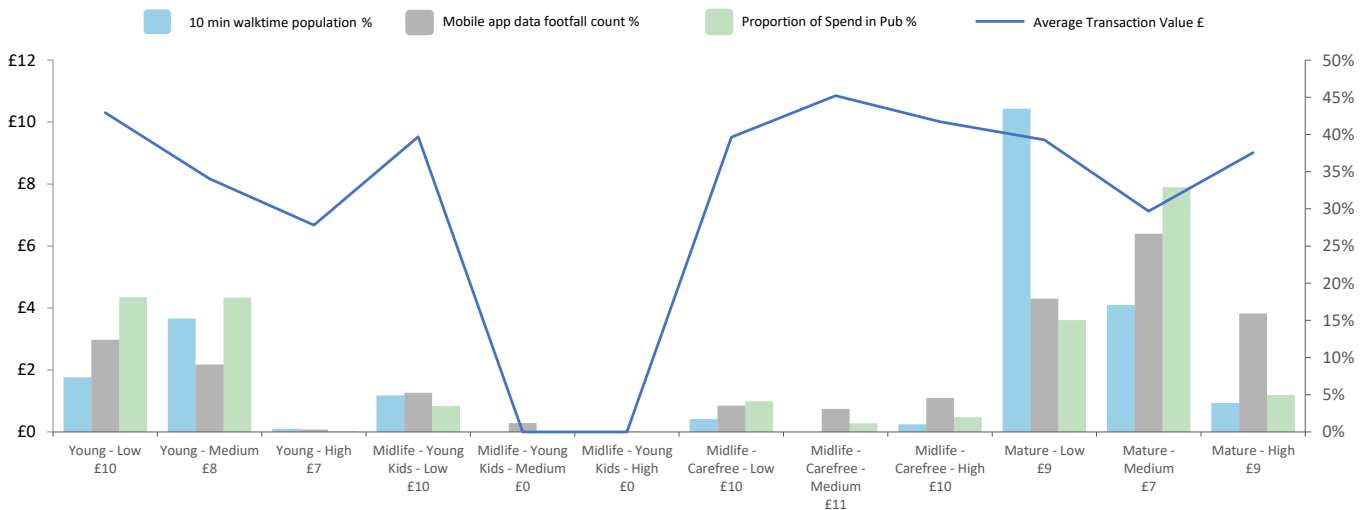
Catchment Summary - Three Fiddles

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
137253	Three Fiddles	TS14 6BA	Star Pubs & Bars	Mainstream	14



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Three Fiddles

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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	5,275	12,974	230,198	99	66	54
Adults 18+	4,444	10,677	183,681	98	65	54
Competition Pubs	27	31	282	63	30	36
Adults 18+ per Competition Pub	165	344	651	24	50	95
% Adults Likely to Drink	79.0%	81.0%	81.0%	99	101	101

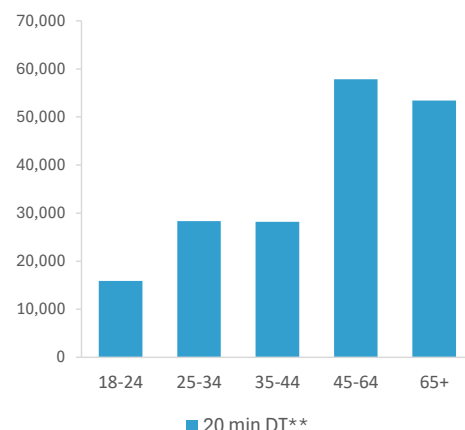
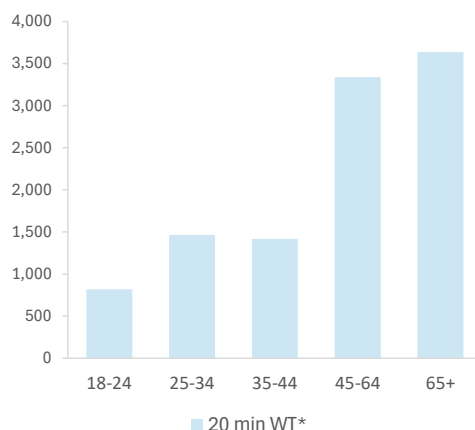
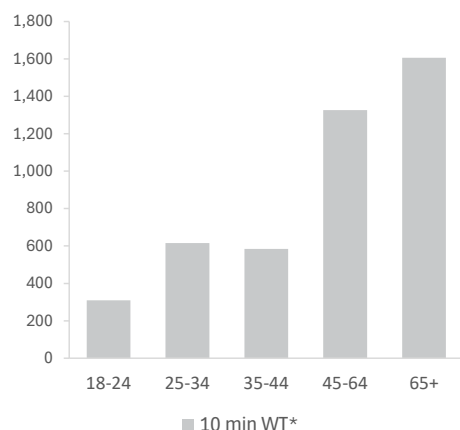
Population & Adults 18+ index is based on all pubs

Affluence	Low	57.5%	36.2%	50.2%	173	109	151
	Medium	32.3%	45.1%	35.2%	84	118	92
	High	5.4%	16.0%	13.4%	20	58	49

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£18,295	£22,563	£20,061	81	100	89
----------------------------------	---------	---------	---------	----	-----	----

Age Profile	18-24	310	817	15,874	69	74	81
	25-34	616	1,464	28,316	86	83	91
	35-44	584	1,418	28,207	82	81	91
	45-64	1,327	3,339	57,845	100	102	100
	65+	1,607	3,639	53,439	158	146	121

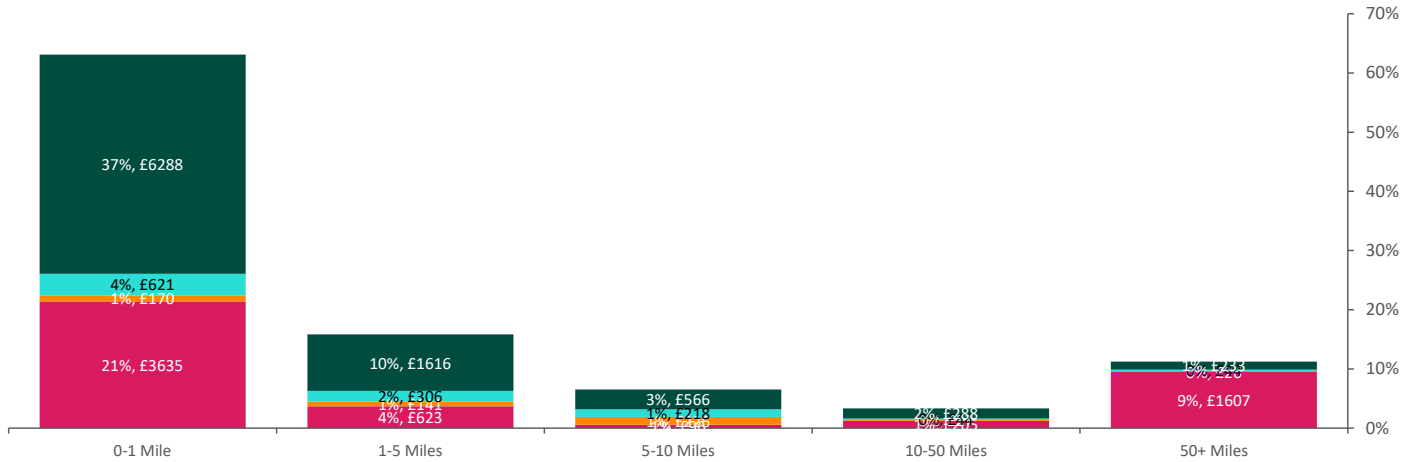


	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender						
Male	2,511 (48%)	6,301 (49%)	111,721 (49%)	97	99	99
Female	2,764 (52%)	6,673 (51%)	118,477 (51%)	103	101	101
Economic Status (16+)						
Employed: Full-time	1,176 (26%)	3,078 (28%)	56,274 (30%)	77	83	88
Employed: Part-time	509 (11%)	1,307 (12%)	24,155 (13%)	94	100	107
Self employed	247 (5%)	698 (6%)	11,196 (6%)	59	69	64
Unemployed	151 (3%)	310 (3%)	5,939 (3%)	121	103	114
Full-time student	49 (1%)	169 (2%)	3,143 (2%)	43	62	67
Retired	1,581 (35%)	3,701 (34%)	53,018 (28%)	161	156	129
Other	808 (18%)	1,673 (15%)	35,336 (19%)	100	86	105
Total Worker Count	4,042	5,180	79,444			

See the Glossary page for further information on the above variables

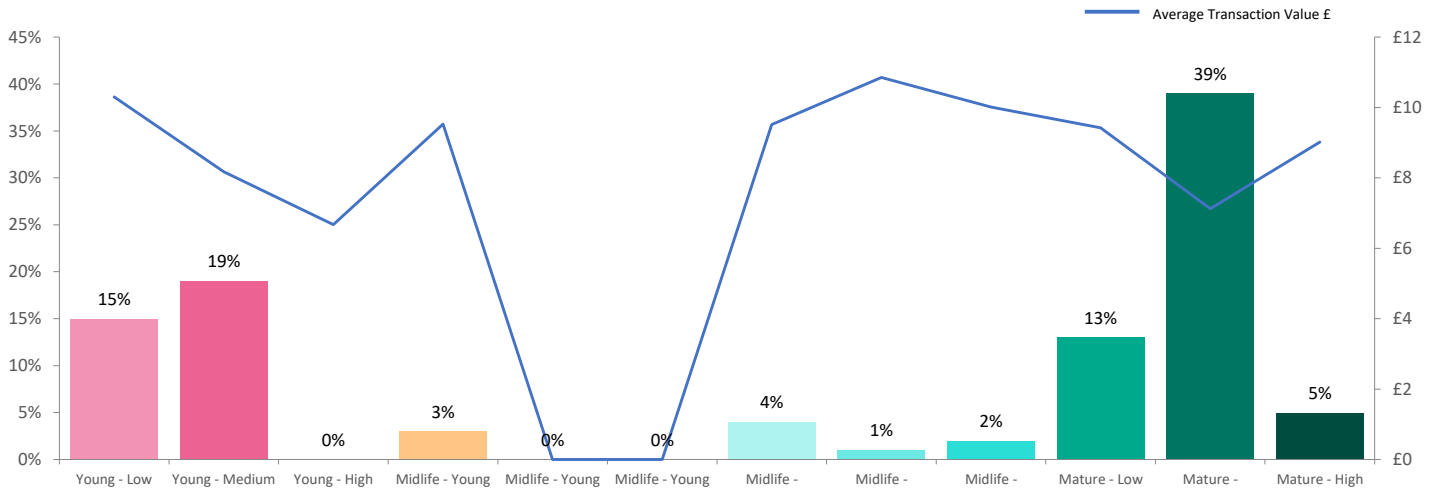
Transactional Data Summary - Three Fiddles

Spend by Polaris and Distance from Home



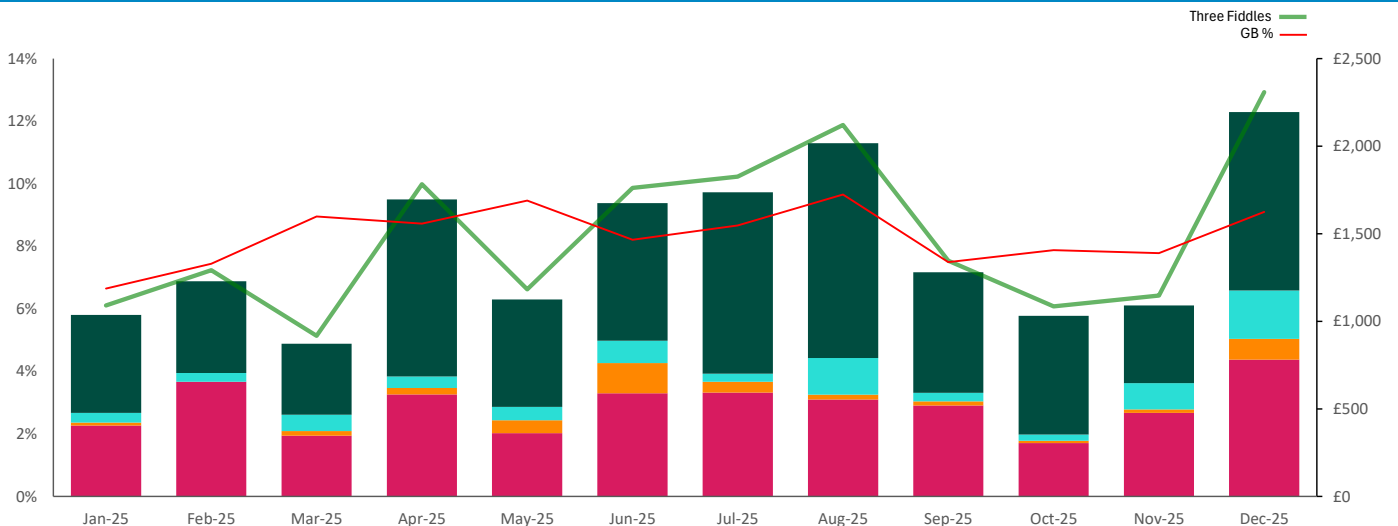
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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

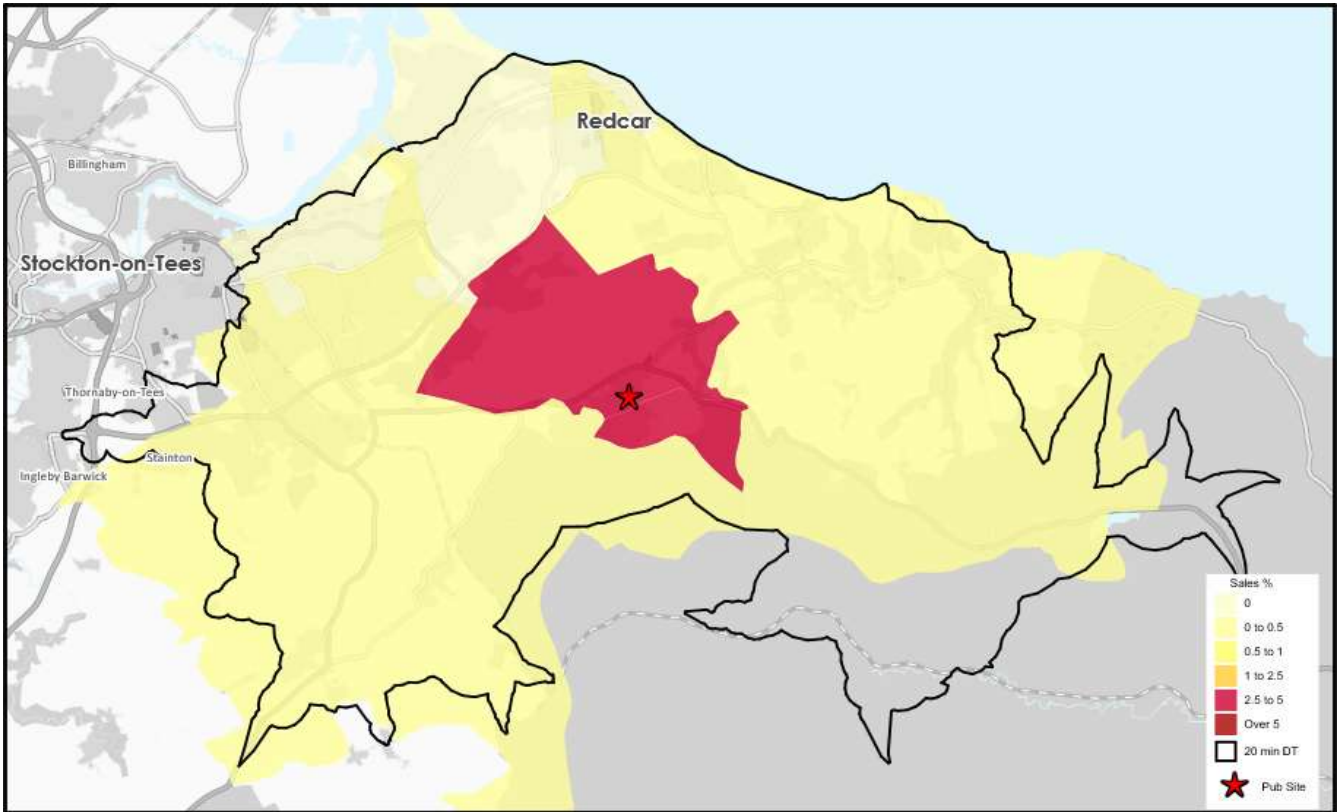


Seasonality of the spend split by month

Transactional Data Maps - Three Fiddles

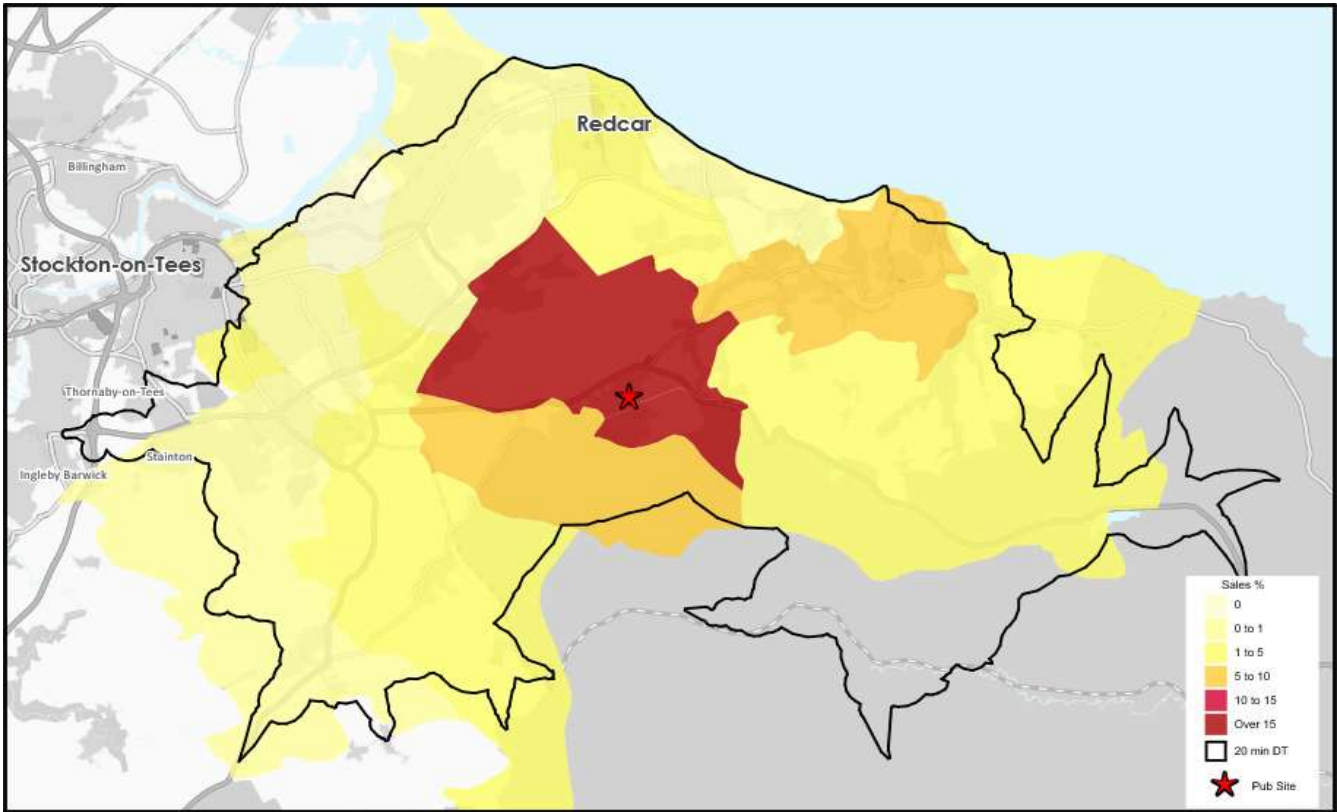
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Three Fiddles Share of Spend from Postcode Sectors within 20 minute Drive



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

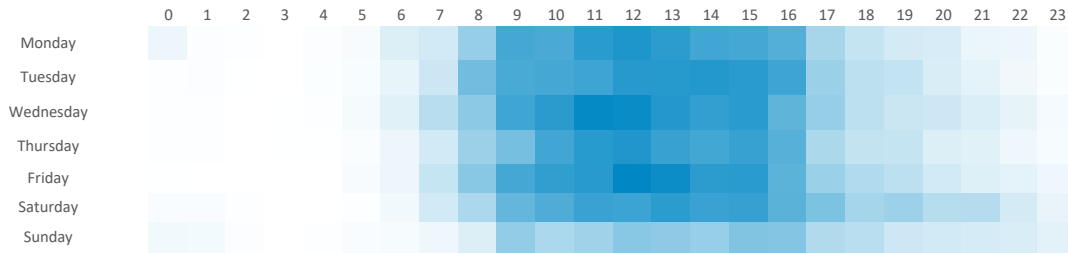
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Three Fiddles



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

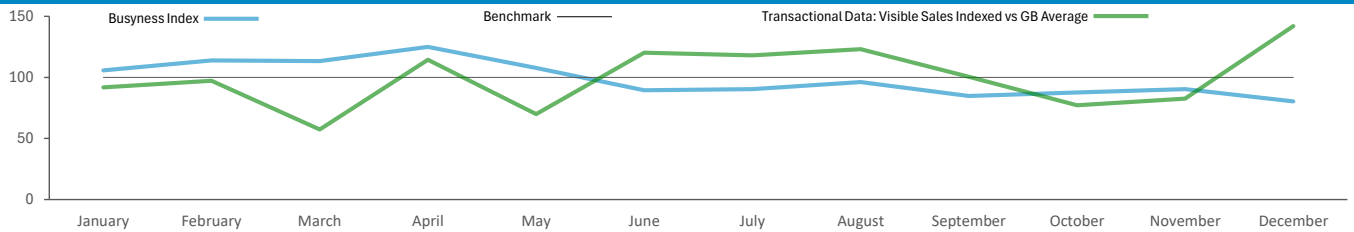
Mobile Data Summary - Three Fiddles

Time of Day/Day of Week



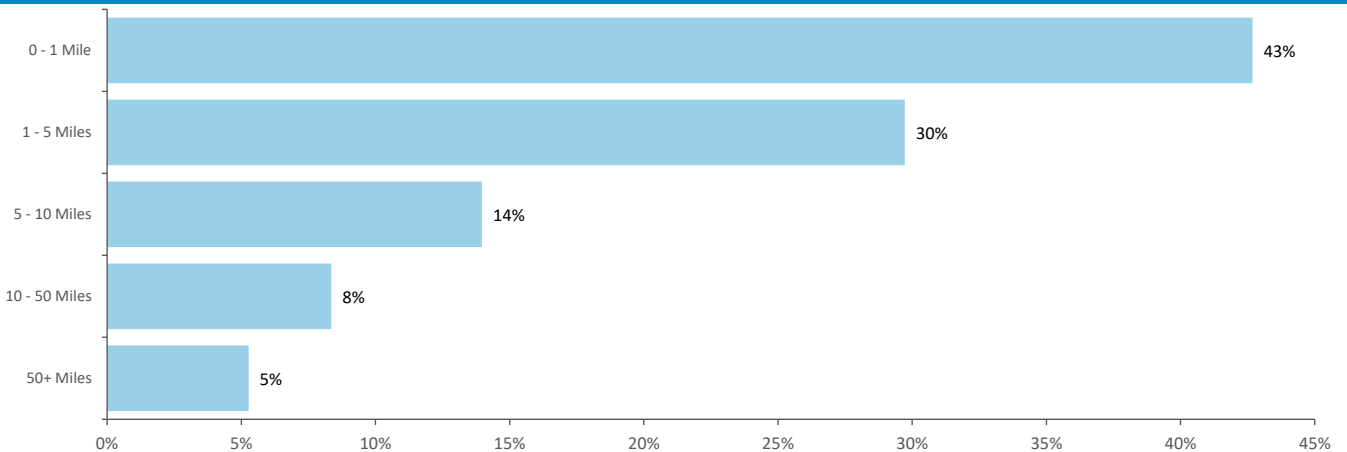
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



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

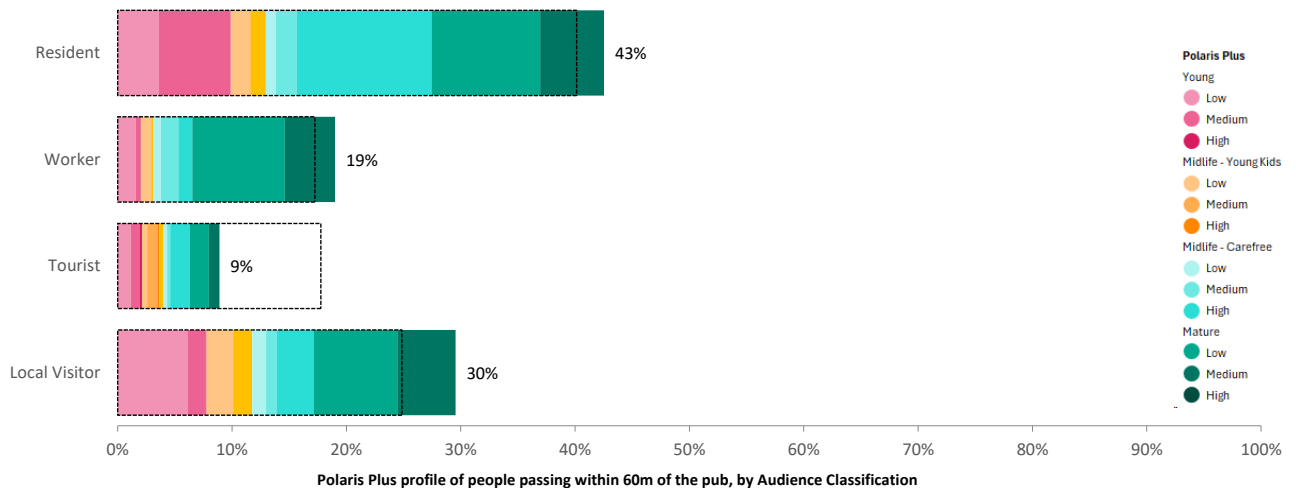
Distance from Home



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

Audience Classification by Polaris Plus

Base: GB

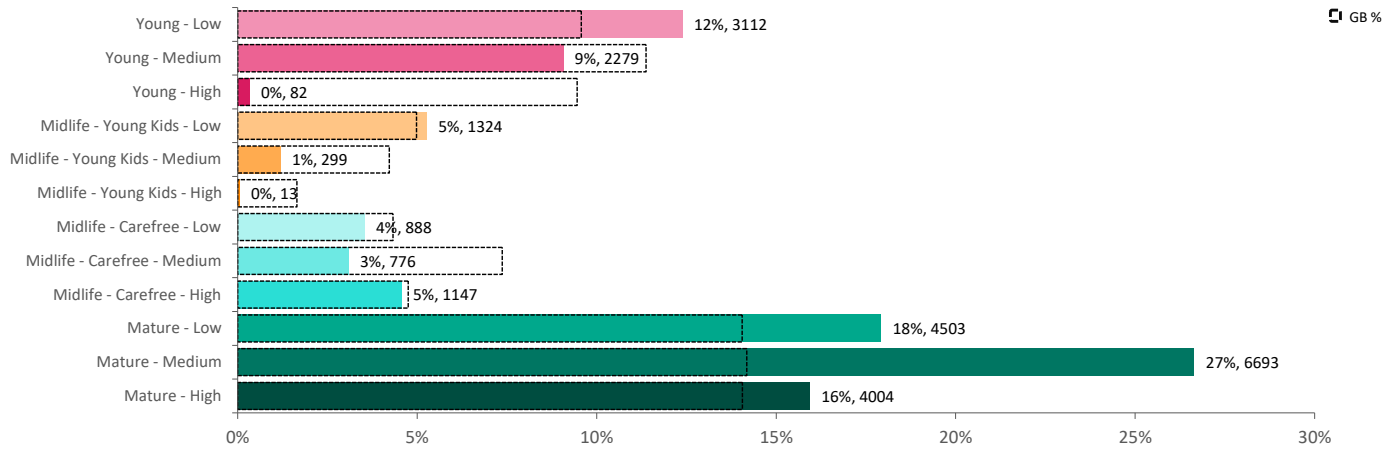


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Three Fiddles

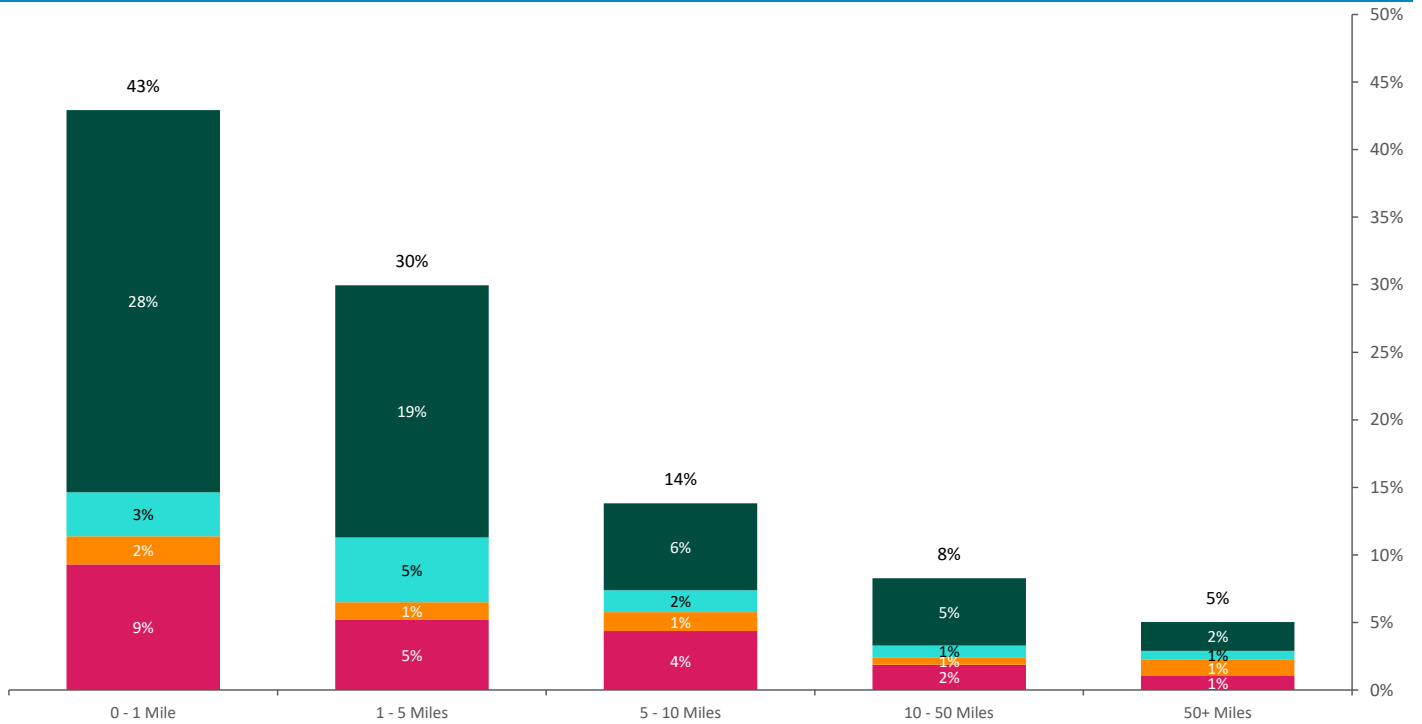
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Polaris Plus Profile



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

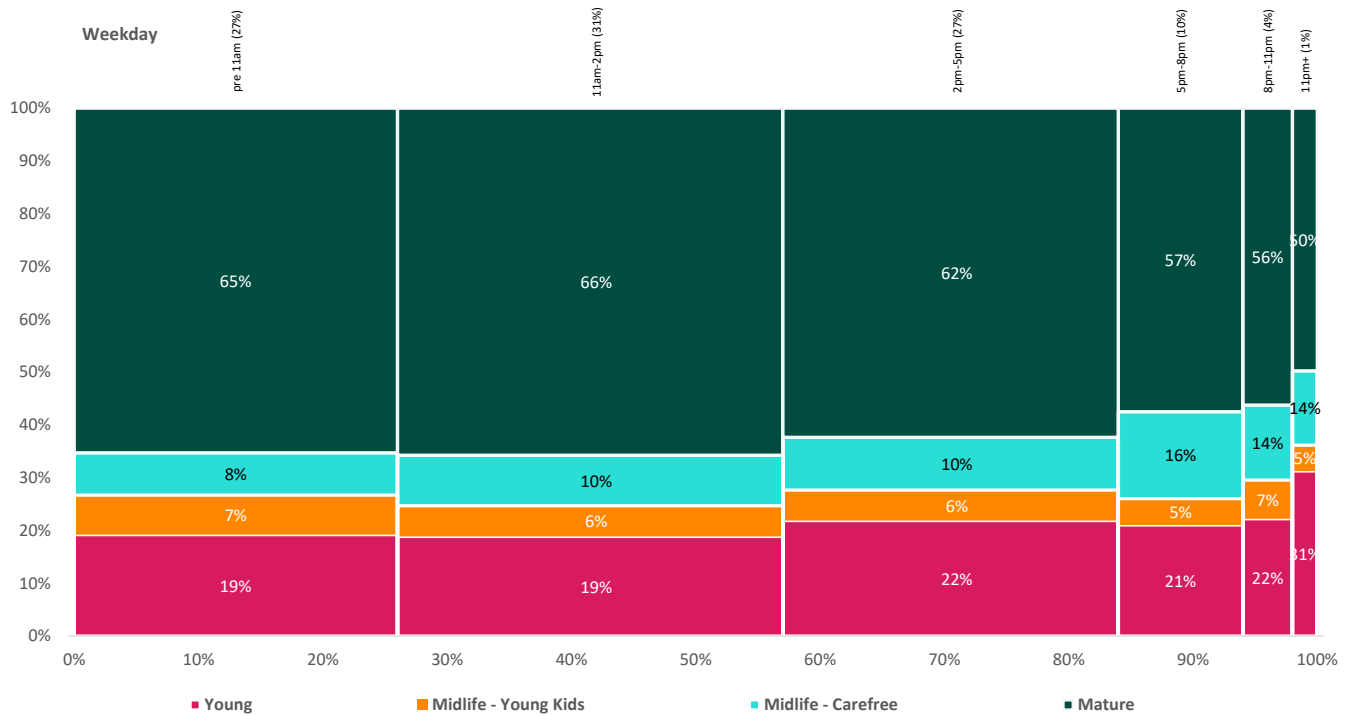


Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

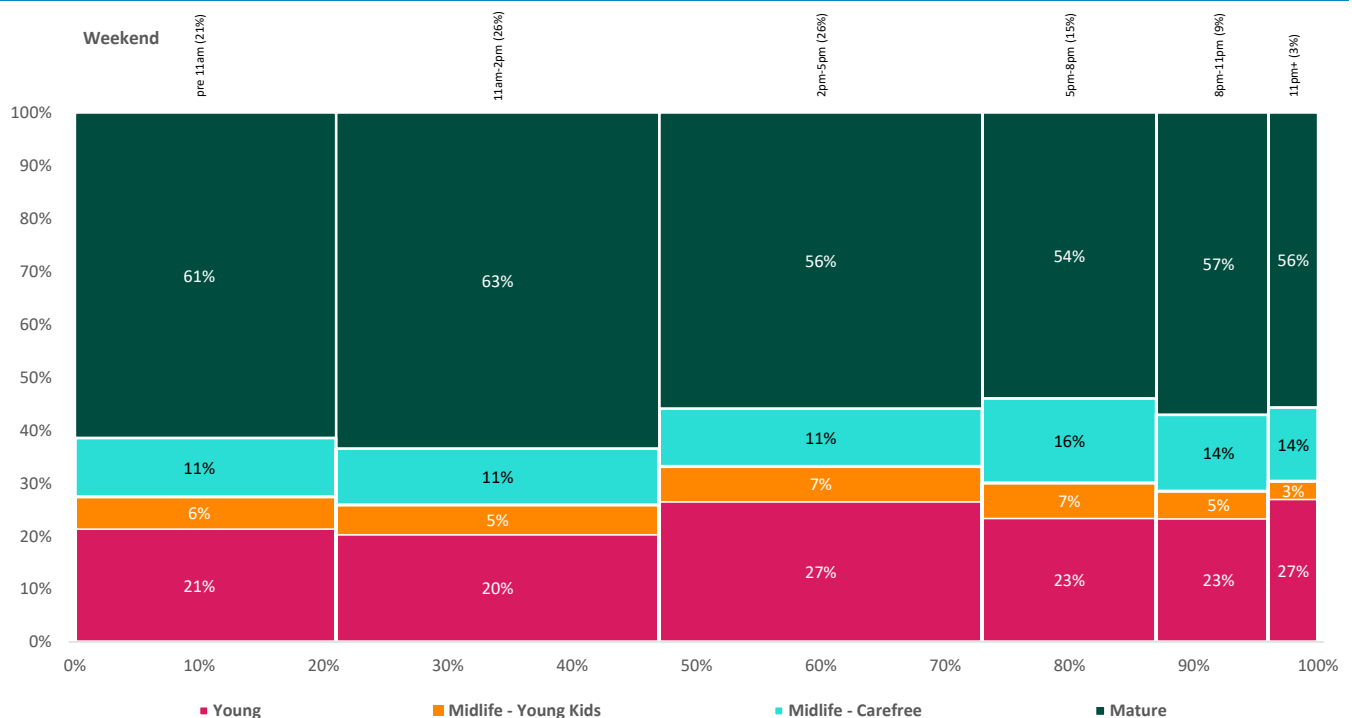
Mobile Data Summary - Three Fiddles

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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 - Three Fiddles



Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

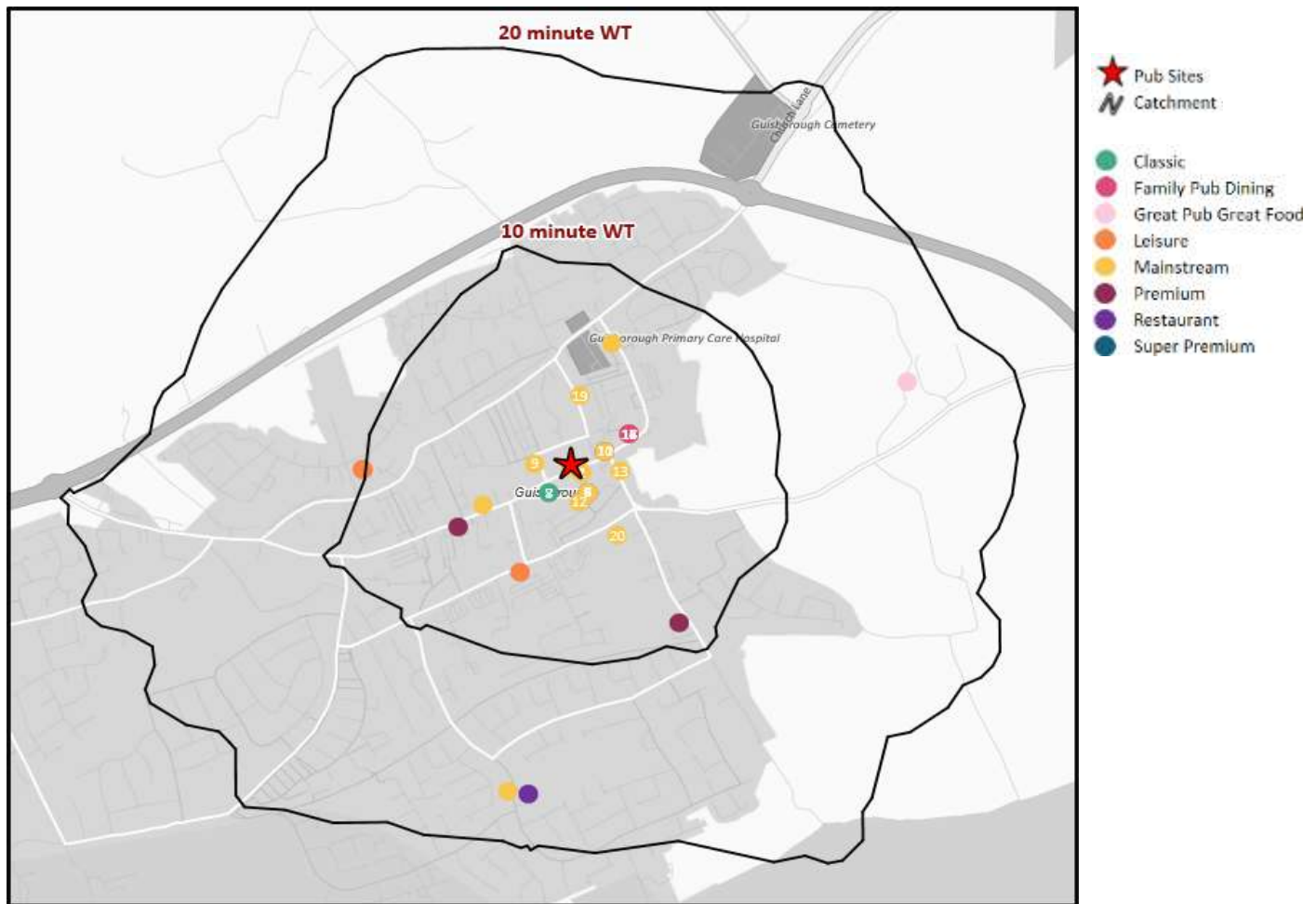
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	327	848	36,011	75	81	200
Medium	678	1,153	10,236	139	98	51
High	19	19	383	6	3	3
Midlife - Young Kids						
Low	218	473	12,917	88	79	126
Medium	0	25	343	0	5	4
High	0	0	0	0	0	0
Midlife - Carefree						
Low	77	228	11,747	41	50	150
Medium	0	94	10,911	0	12	83
High	45	553	4,961	22	113	59
Mature						
Low	1,931	2,317	31,586	322	161	127
Medium	758	3,548	43,198	109	212	150
High	174	1,141	19,323	26	71	70
Not Private Households	217	278	2,065	456	243	105
Total	4,444	10,677	183,681			

Over GB Average

Around GB Average

Under GB Average

CGA Summary - Three Fiddles



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	Three Fiddles	TS14 6BA	Star Pubs & Bars	Mainstream	14.8%	83.9%	0.00
1	Mermaid	TS14 6BG	Stonegate Pub Company	Mainstream	11.6%	76.4%	0.02
2	Brass Monkey	TS14 6BG	Independent Free	Mainstream	0.0%	0.0%	0.02
3	Guisborough Masonic Club	TS14 6QD	Independent Free	Mainstream	0.0%	0.0%	0.06
4	Cats Whiskers	TS14 6QD	Independent Free	Restaurant	4.4%	99.3%	0.06
5	Sergios	TS14 6QD	Independent Free	Restaurant	2.3%	85.9%	0.06
6	Priory Coffee House and Bistro	TS14 6QD	Independent Free	Mainstream	0.0%	0.0%	0.06
7	Kings Head Hotel	TS14 6AF	Stonegate Pub Company	Classic	9.9%	86.4%	0.07
8	Courtyard	TS14 6AF	Independent Free	Mainstream	0.0%	0.0%	0.07
9	Franco's Pizzeria	TS14 6EA	Independent Free	Mainstream	5.8%	91.8%	0.07
10	Buck Hotel	TS14 6HF	Independent Free	Mainstream	12.3%	80.5%	0.07
11	Shurovi Indian	TS14 6HF	Independent Free	Restaurant	0.0%	0.0%	0.07
12	Guisborough Conservative Club	TS14 6QE	Independent Free	Mainstream	4.4%	99.3%	0.07
13	Fox Inn	TS14 6BP	Punch Pub Company	Mainstream	15.6%	80.7%	0.09
14	Jin Rummie	TS14 6HG	Independent Free	Mainstream	0.0%	0.0%	0.13
15	Monk	TS14 6HG	Independent Free	Mainstream	0.0%	0.0%	0.13
16	Siting Room	TS14 6HG	Independent Free	Mainstream	10.3%	77.5%	0.13
17	Cookfellas Eatery and Wine Bar	TS14 6HG	Independent Free	Family Pub Dining	4.2%	84.7%	0.13
18	Badger's Cafe	TS14 6HQ	Independent Free	Premium	0.0%	0.0%	0.13
19	Guisborough Quoits Society	TS14 6JP	Independent Free	Mainstream	4.4%	99.3%	0.14
20	Territorial Club	TS14 7DQ	Independent Free	Mainstream	0.0%	0.0%	0.16

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 - Three Fiddles

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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+	4,444	10,677	183,681
Number of Competition Pubs	27	31	282
Adults 18+ per Competition Pub	165	344	651

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	450	10.1%	129
Family Pub Dining	1	477	10.7%	118
Great Pub Great Food	0	600	13.5%	81
Leisure	2	415	9.4%	93
Mainstream	17	734	16.5%	118
Premium	3	565	12.7%	89
Restaurant	3	880	19.8%	86
Super Premium	0	105	2.4%	60

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	1	907	8.5%	108
Family Pub Dining	1	1,035	9.7%	107
Great Pub Great Food	1	1,724	16.1%	96
Leisure	3	1,064	10.0%	99
Mainstream	18	1,627	15.2%	109
Premium	3	1,457	13.6%	95
Restaurant	4	2,264	21.2%	92
Super Premium	0	320	3.0%	76

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	107	18,041	9.8%	125
Family Pub Dining	22	19,268	10.5%	115
Great Pub Great Food	10	28,025	15.3%	91
Leisure	37	18,559	10.1%	101
Mainstream	49	28,517	15.5%	111
Premium	21	24,234	13.2%	92
Restaurant	36	39,673	21.6%	94
Super Premium	0	5,277	2.9%	73

Glossary

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.																					
	<table><tr><td></td><td>Young</td><td>Midlife 'Parents'</td><td>Midlife 'Carefree'</td><td>Mature</td></tr><tr><td></td><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>Consumer Insight</td><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><tr><td>Product needs</td><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>		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
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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.																					
