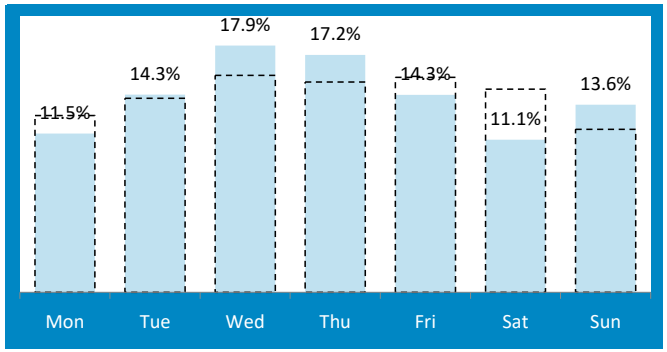
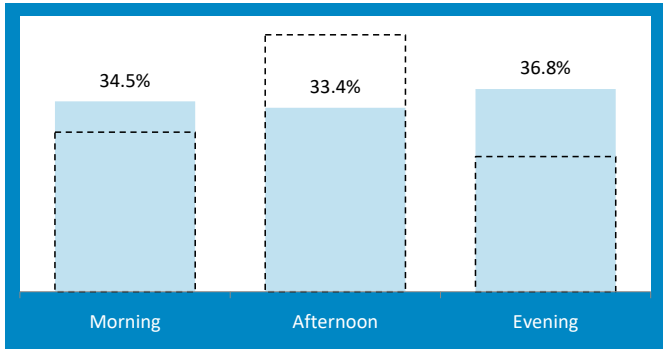
Wheatsheaf

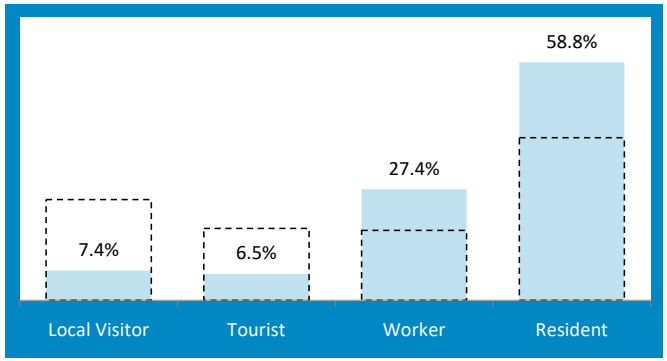
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		2,331	5,344
Adult Pop		1,868	4,529
Affluence	Low	48%	33%
	Medium	41%	38%
	High	11%	27%
Young		17%	28%
Midlife Young Kids		10%	11%
Midlife Carefree		17%	16%
Mature		55%	44%
Competition Count		2	43

Visitors

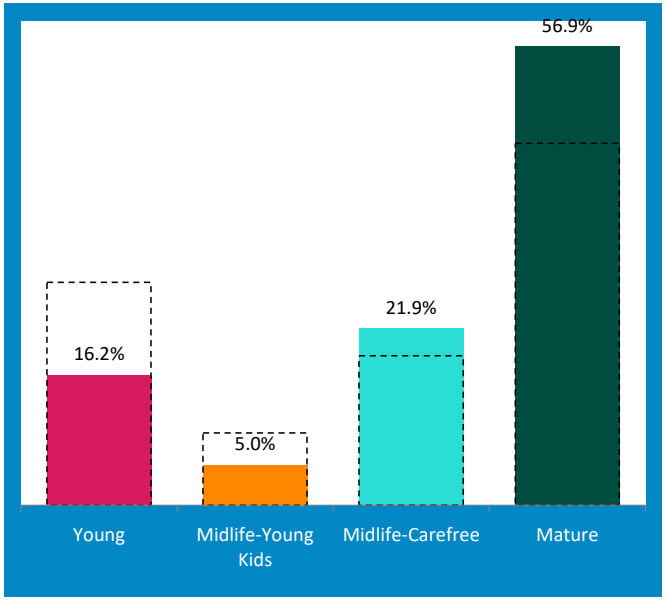






Spend Profile

	This Site	Benchmark
£ATV	£29	£30
Average Distance Travelled in miles	5	27



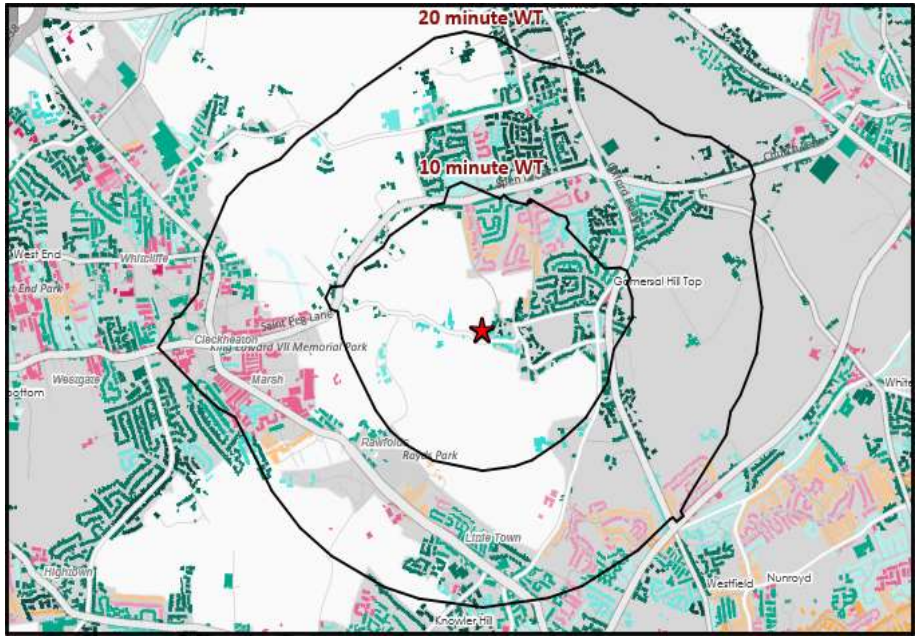
© Copyright CACI Ltd

Catchment Summary - Wheatsheaf

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		2,331	10,939	791,701	44	56	187
					Pop. & Adl. 18+ index based on all pubs		
Adults 18+		1,868	8,505	604,225	41	52	177
Competition Pubs		2	13	969	5	13	124
Adults 18+ per Competition Pub		934	654	624	136	96	91
% Adults Likely to Drink		82.0%	81.0%	74.0%	103	101	93
Affluence	Low	47.7%	45.4%	52.0%	144	137	157
	Medium	41.3%	39.3%	37.2%	108	103	97
	High	11.0%	14.7%	10.1%	40	54	37
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£22,278	£20,838	£19,613	99	92	87
Age Profile	18-24	156	749	75,944	79	80	113
	25-34	270	1,347	114,580	86	91	107
	35-44	285	1,431	113,066	91	97	106
	45-64	647	2,896	183,055	110	105	92
	65+	510	2,082	117,580	114	99	77



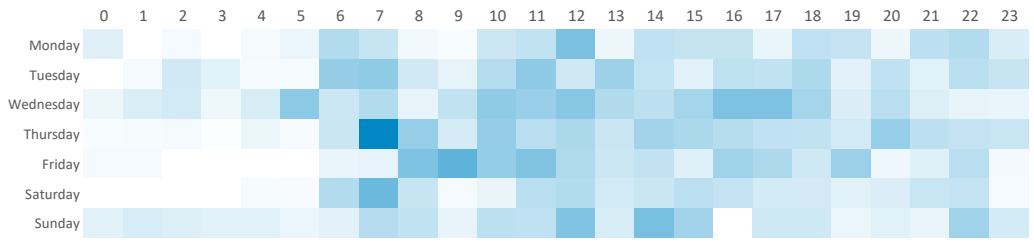
Pub Sites
Catchment

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	325	2,024	195,926	63	86	117
Midlife - Young Kids	190	618	135,332	93	67	205
Midlife - Carefree	326	804	69,238	111	60	73
Mature	1,027	5,008	199,024	124	133	74
Not Private Households	0	51	4,705	0	4,956	6,436
Total	**1,868**	**8,505**	**604,225**			

© 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 - Wheatsheaf

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	1,868	8,505	604,225
Number of Competition Pubs	2	13	969
Adults 18+ per Competition Pub	934	654	624

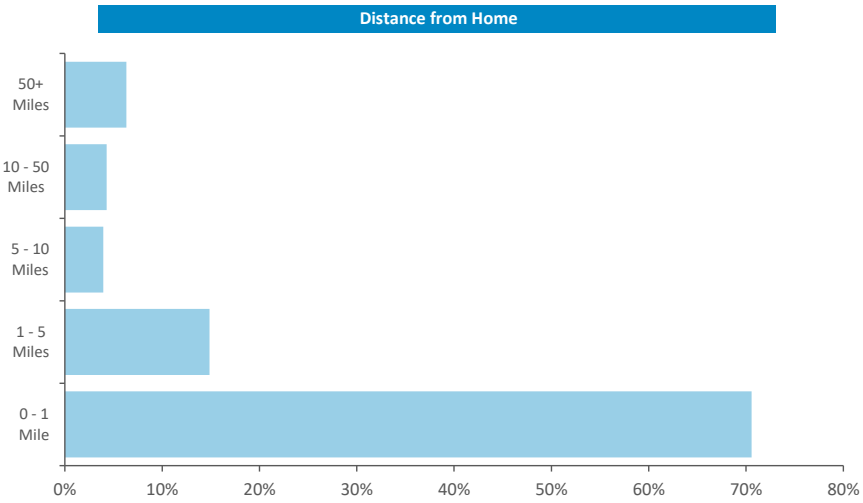
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	179	9.6%	122
Family Pub Dining	0	197	10.5%	116
Great Pub Great Food	0	294	15.7%	94
Leisure	0	193	10.3%	103
Mainstream	2	293	15.7%	112
Premium	0	251	13.5%	94
Restaurant	0	407	21.8%	95
Super Premium	0	54	2.9%	74

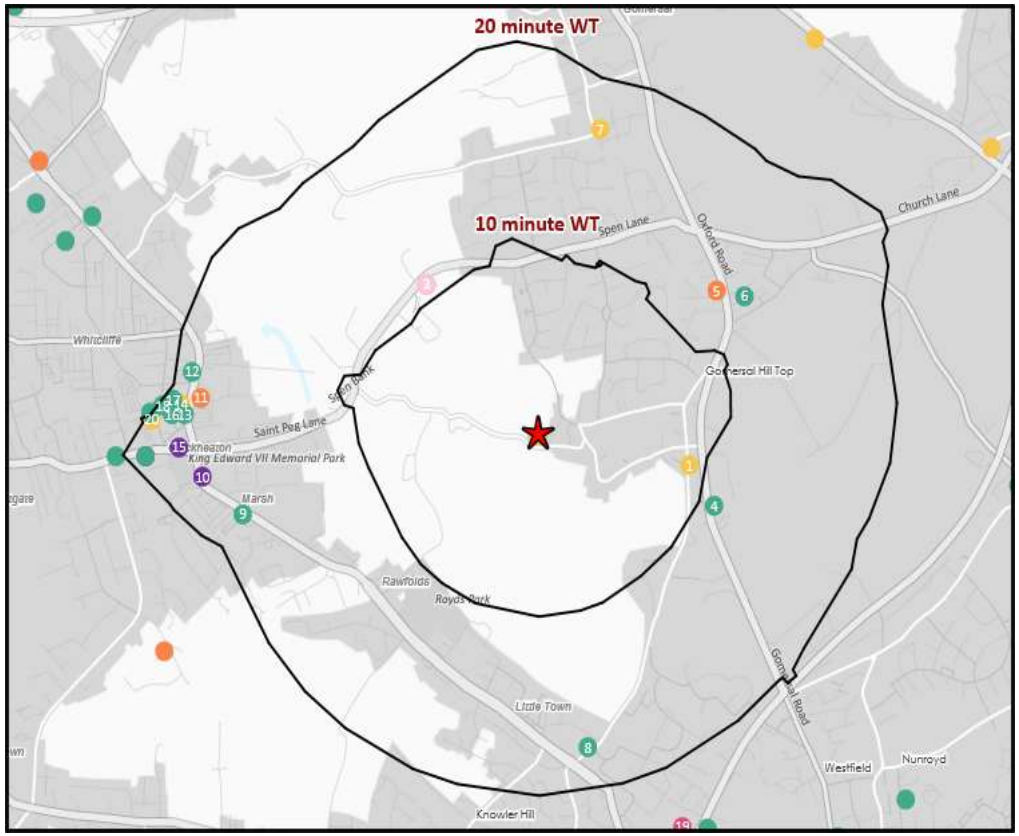
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	808	9.5%	121
Family Pub Dining	0	879	10.3%	114
Great Pub Great Food	1	1,327	15.6%	93
Leisure	3	861	10.1%	101
Mainstream	3	1,339	15.7%	113
Premium	0	1,152	13.5%	95
Restaurant	2	1,837	21.6%	94
Super Premium	0	249	2.9%	75

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	343	64,014	10.6%	135
Family Pub Dining	36	64,975	10.8%	118
Great Pub Great Food	32	85,108	14.1%	84
Leisure	169	59,633	9.9%	98
Mainstream	207	94,771	15.7%	112
Premium	48	79,654	13.2%	92
Restaurant	128	133,814	22.2%	96
Super Premium	6	17,523	2.9%	74



© 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 - Wheatsheaf



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)
14	Obediah Brooke	BD19 3JH	Wetherspoons GB	Mainstream	19.4%	0.81
10	Wok Ever Palace	BD19 5DL	Independent Free	Restaurant	18.1%	0.77
19	Healds Hall Hotel	WF15 6JA	Independent Free	Family Pub Dir	16.1%	0.88
9	Marsh Hotel	BD19 5BJ	Old Mill Brewery	Classic	15.9%	0.69
0	Wheatsheaf	BD19 4JQ	Star Pubs & Bars	Mainstream	6.2%	0.00
1	Bulls Head	BD19 4HX	Star Pubs & Bars	Mainstream	5.0%	0.35
5	Gomersal Cricket Club	BD19 4RQ	Independent Free	Leisure	4.5%	0.51
17	Old House At Home	BD19 3JD	Stonegate Pub Company	Classic	3.3%	0.83
7	West End	BD19 4JU	Stonegate Pub Company	Mainstream	3.0%	0.66
20	Blend Cafe Bar	BD19 3HW	Independent Free	Mainstream	2.1%	0.88
16	Chain Bar	BD19 5AF	Independent Free	Classic	1.7%	0.83
8	Toby Jug	WF15 6EP	Independent Free	Classic	1.1%	0.66
3	Spen Victoria Cricket and Bowlin	BD19 4PJ	Independent Free	Leisure	0.9%	0.41
6	Bankfield Inn	BD19 4RD	*Other Small Retail Groups	Classic	0.9%	0.55
13	Spen Tap	BD19 5AG	Independent Free	Classic	0.9%	0.80
18	Sams Gin Bar	BD19 5AE	Independent Free	Classic	0.5%	0.86
4	California Inn	BD19 4HQ	Trust Inns Limited	Classic	0.4%	0.43
2	Gomersal Lodge Hotel	BD19 4PJ	Independent Free	Great Pub Gre	0.0%	0.41
11	Town Hall	BD19 3RH	Independent Free	Leisure	0.0%	0.77
12	Commercial Hotel	BD19 3JN	*Other Small Retail Groups	Classic	0.0%	0.80
15	George	BD19 3RA	Independent Free	Restaurant	0.0%	0.82

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

Pub Sites
Catchment

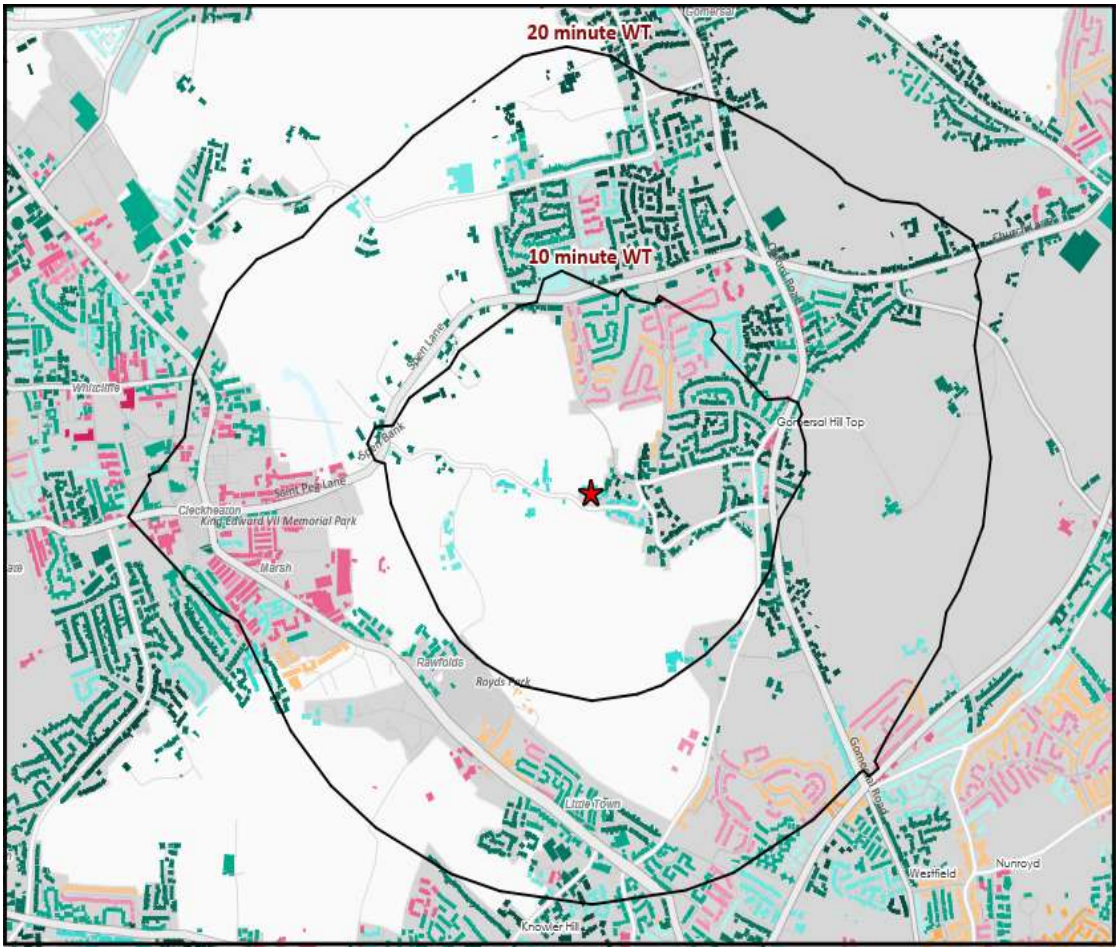
Classic
Family Pub Dining
Great Pub Great Food
Leisure
Mainstream
Premium
Restaurant
Super Premium

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

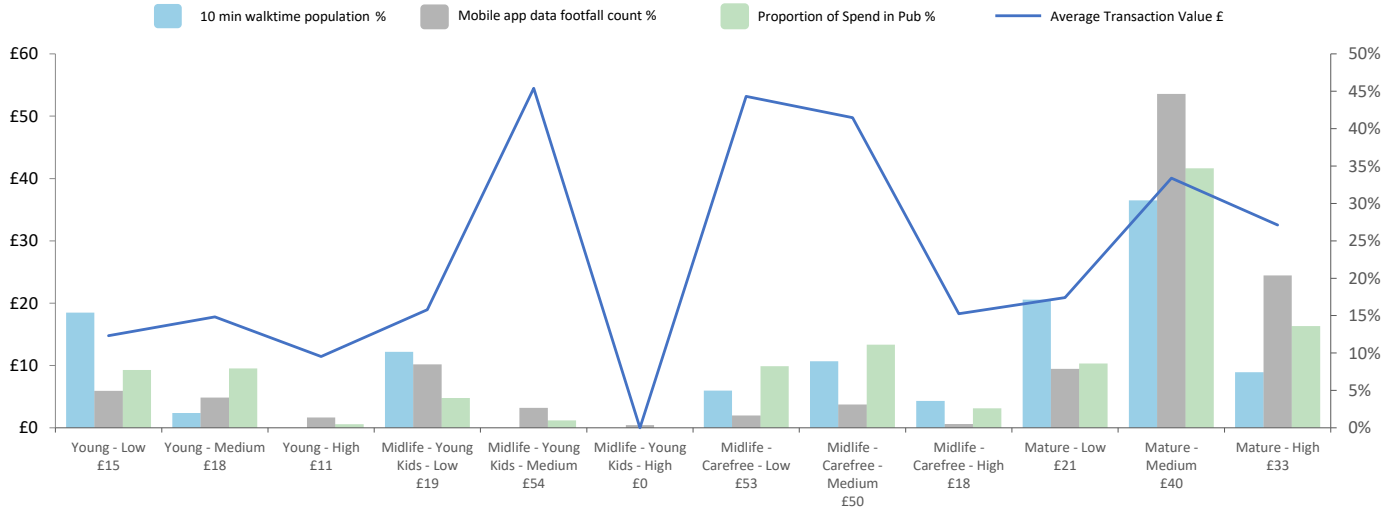
Catchment Summary - Wheatsheaf

© 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
7691	Wheatsheaf	BD19 4JQ	Star Pubs & Bars	Mainstream	5



Polaris Plus Profile



See the Glossary page for further information on the above variables

© Copyright CACI Ltd

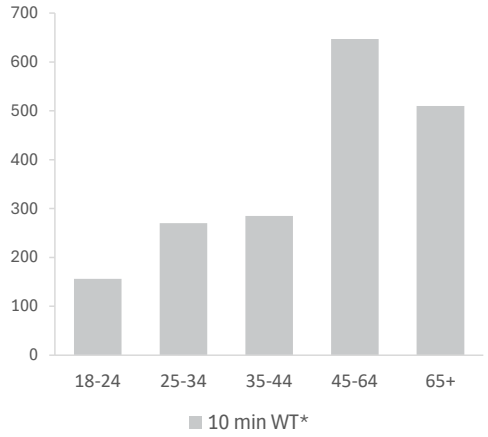
Catchment Summary - Wheatsheaf

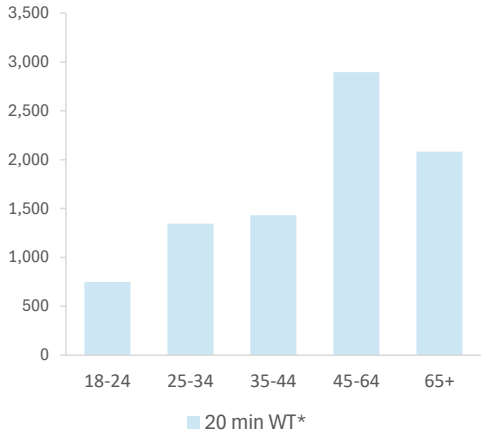
© 2026 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

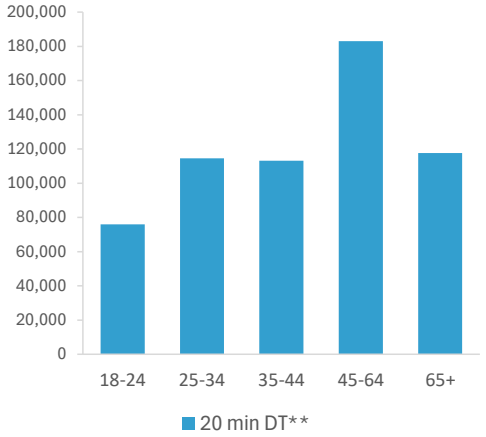
Over GB Average
Around GB Average
Under GB Average

*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		2,331	10,939	791,701	44	56	187
					Population & Adults 18+ index is based on all pubs		
Adults 18+		1,868	8,505	604,225	41	52	177
Competition Pubs		2	13	969	5	13	124
Adults 18+ per Competition Pub		934	654	624	136	96	91
% Adults Likely to Drink		82.0%	81.0%	74.0%	103	101	93
Affluence	Low	47.7%	45.4%	52.0%	144	137	157
	Medium	41.3%	39.3%	37.2%	108	103	97
	High	11.0%	14.7%	10.1%	40	54	37
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£22,278	£20,838	£19,613	99	92	87
Age Profile	18-24	156	749	75,944	79	80	113
	25-34	270	1,347	114,580	86	91	107
	35-44	285	1,431	113,066	91	97	106
	45-64	647	2,896	183,055	110	105	92
	65+	510	2,082	117,580	114	99	77







		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	1,125 (48%)	5,284 (48%)	390,642 (49%)	98	98	101
	Female	1,206 (52%)	5,655 (52%)	401,059 (51%)	102	101	99
Economic Status (16+)	Employed: Full-time	651 (34%)	3,181 (36%)	204,768 (33%)	100	106	96
	Employed: Part-time	257 (13%)	1,157 (13%)	79,836 (13%)	112	110	107
	Self employed	152 (8%)	674 (8%)	48,062 (8%)	86	83	83
	Unemployed	49 (3%)	210 (2%)	21,030 (3%)	93	87	122
	Full-time student	38 (2%)	146 (2%)	15,685 (3%)	79	67	100
	Retired	499 (26%)	2,085 (24%)	113,587 (18%)	119	109	83
	Other	274 (14%)	1,342 (15%)	143,531 (23%)	80	86	129
Total Worker Count		357	3,005	357,386			

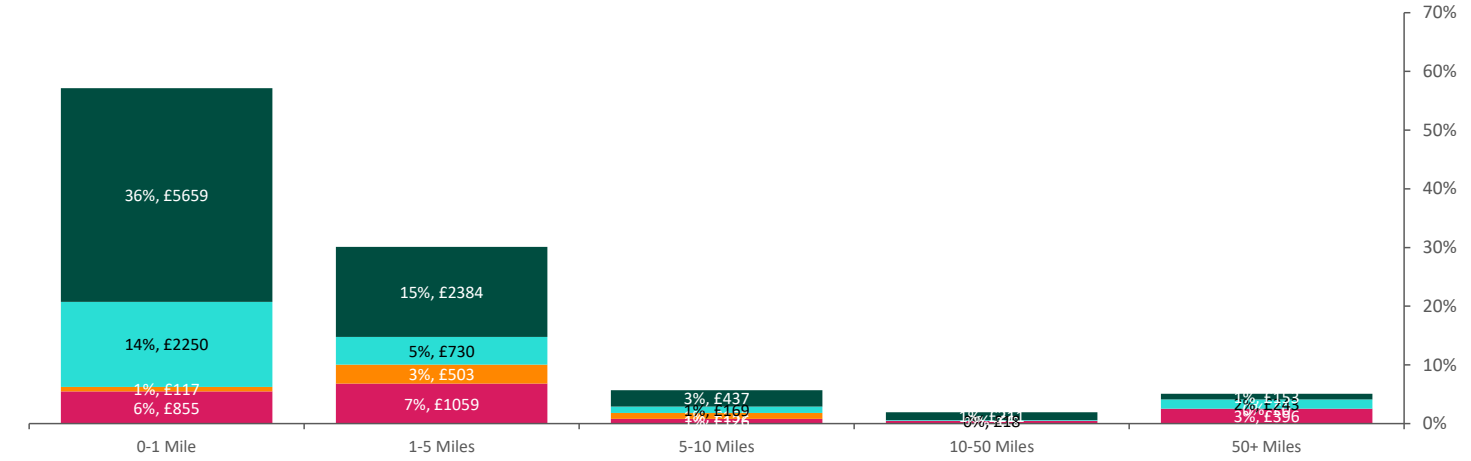
See the Glossary page for further information on the above variables

© Copyright CACI Ltd

Transactional Data Summary - Wheatsheaf

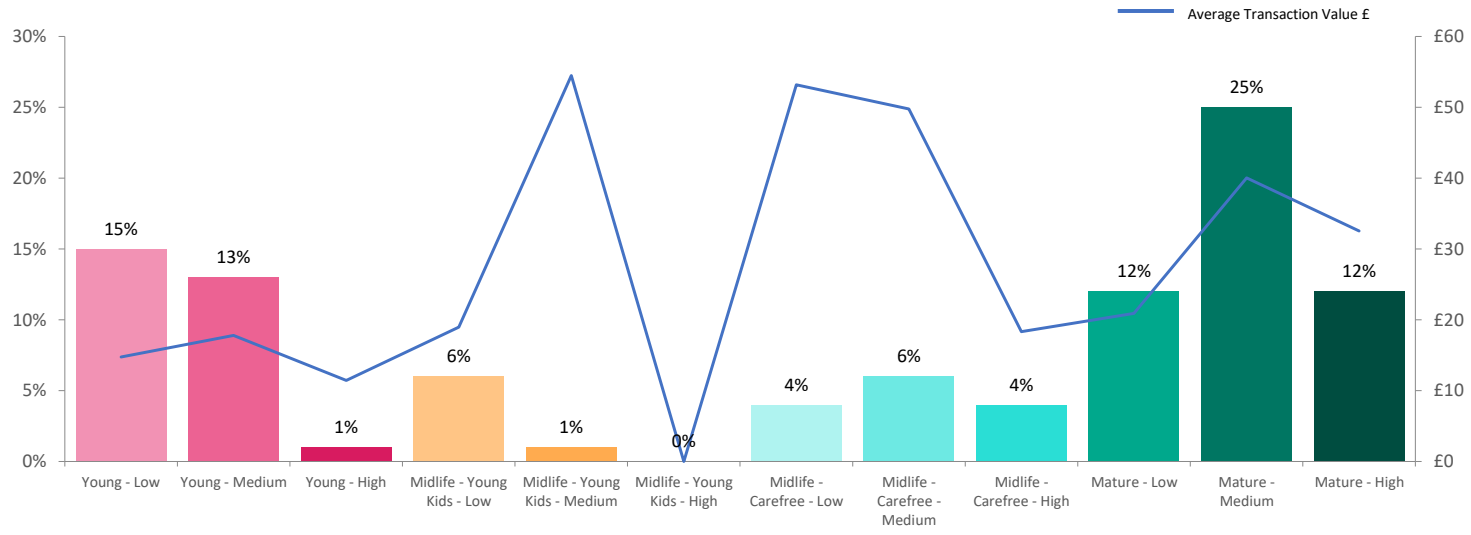
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Spend by Polaris and Distance from Home



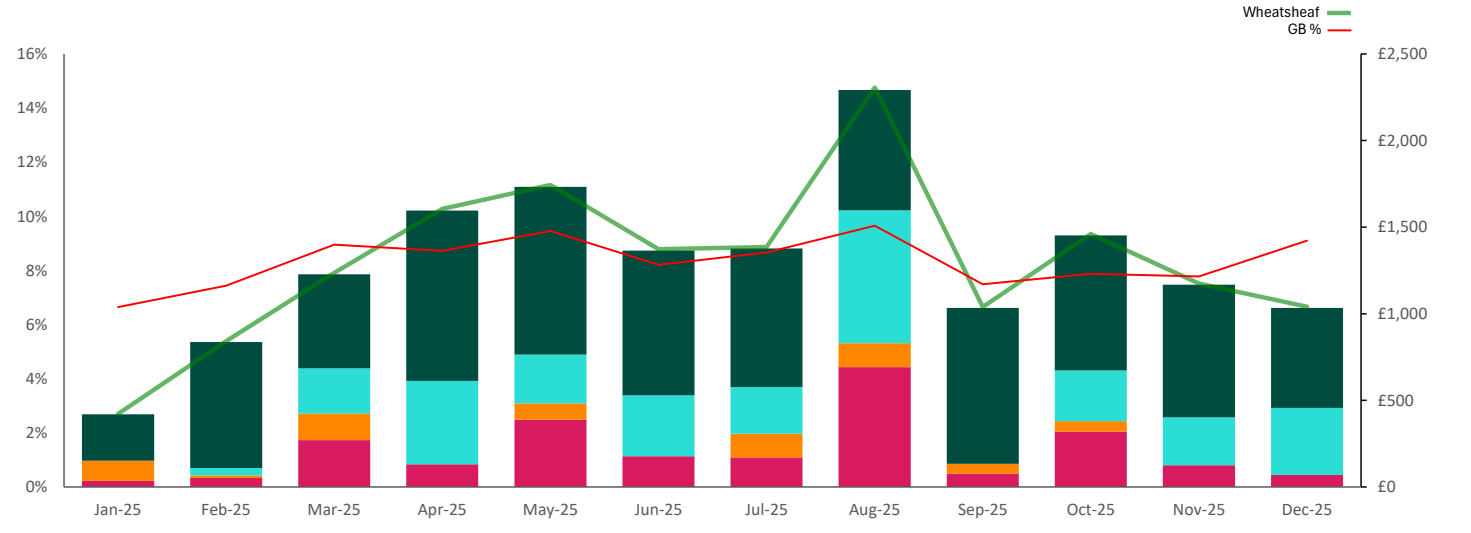
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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



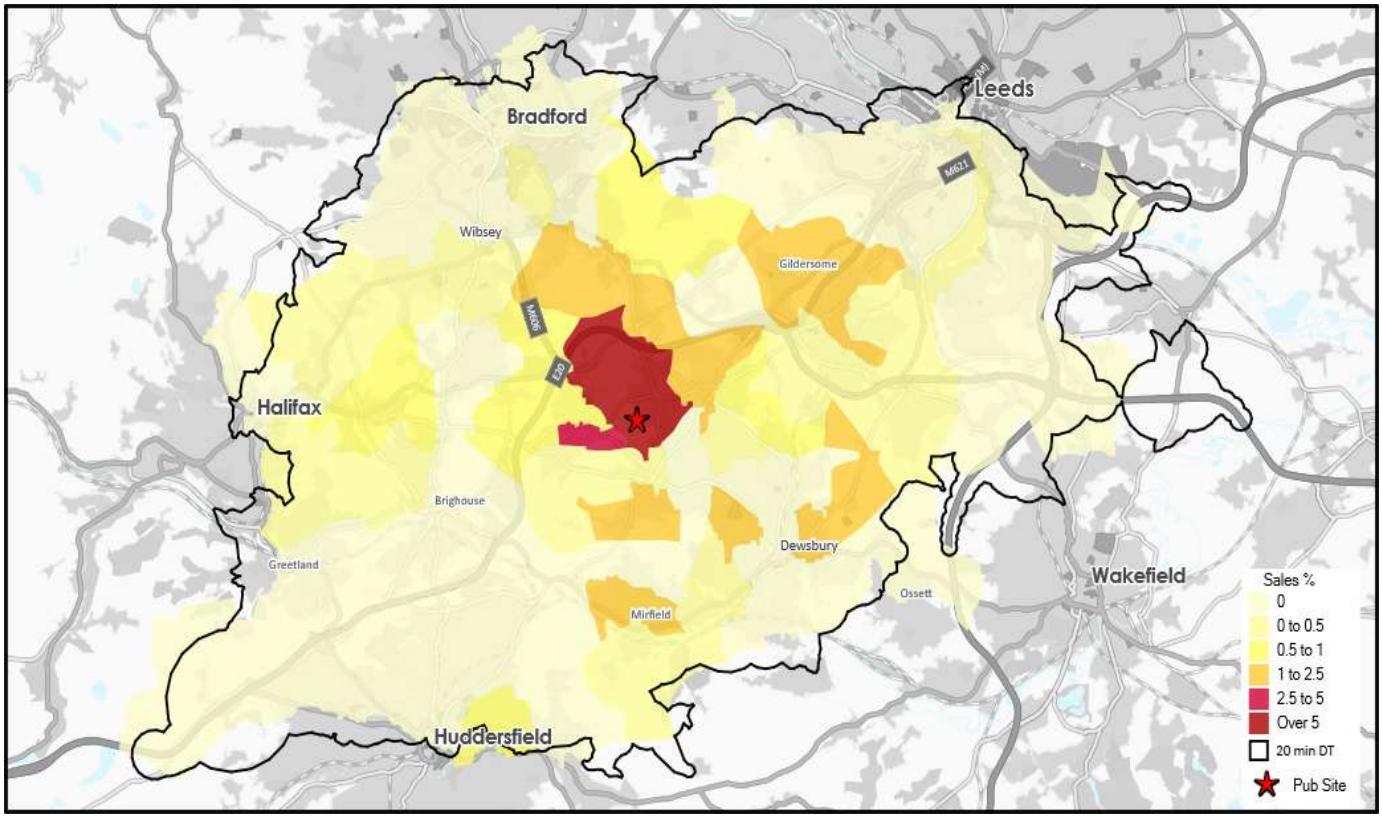
Seasonality of the spend split by month

© Copyright CACI Ltd

Transactional Data Maps - Wheatsheaf

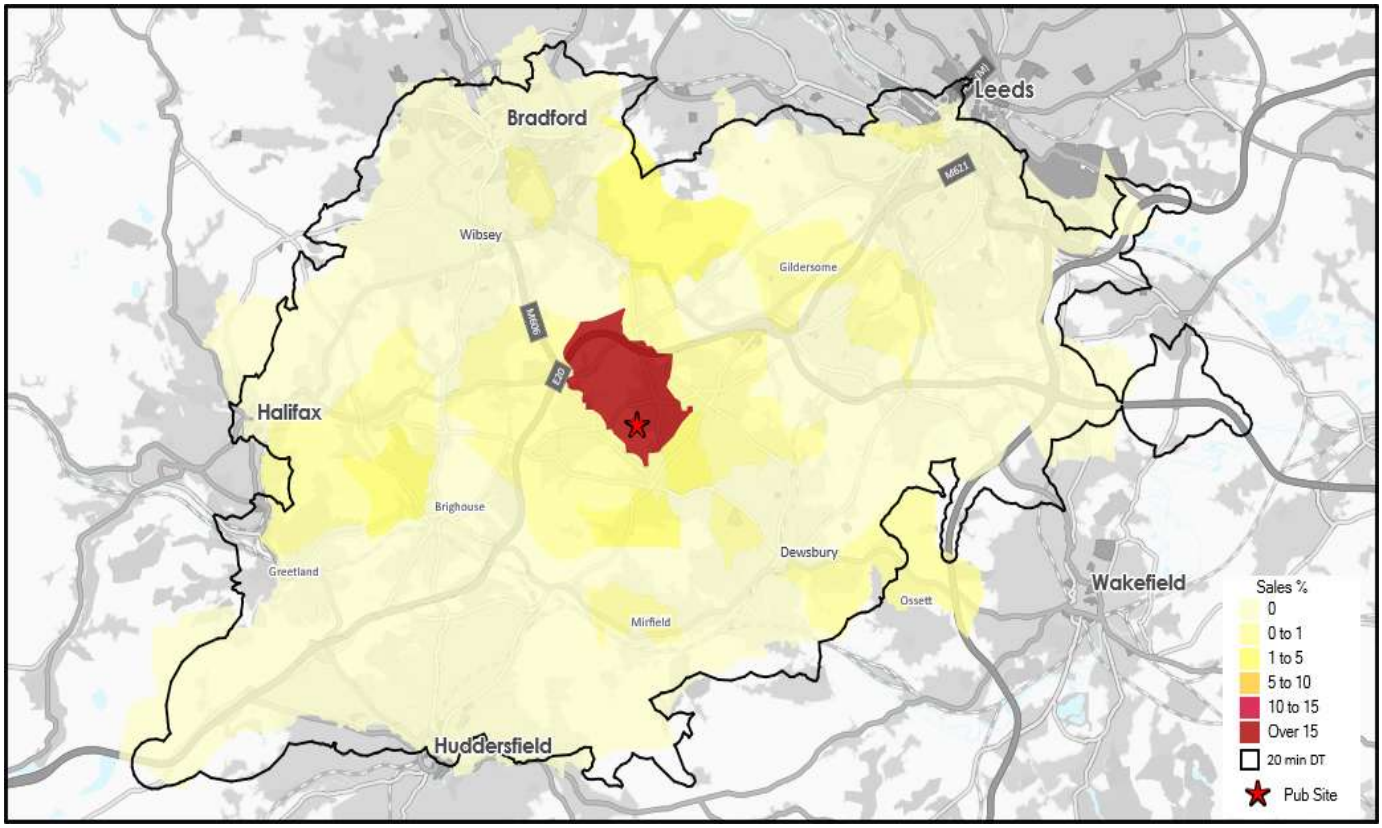
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Wheatsheaf 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 Wheatsheaf



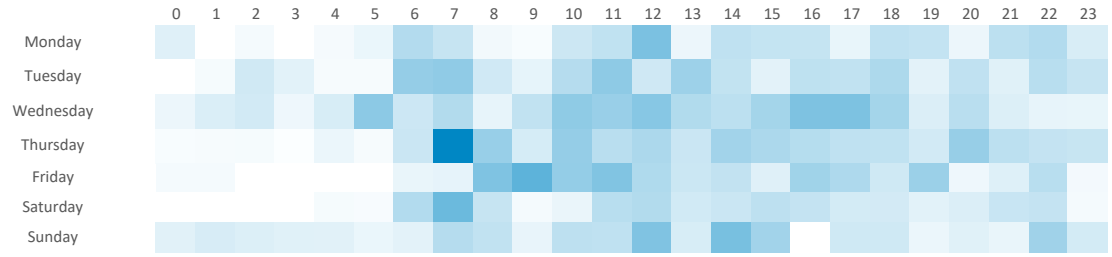
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

© Copyright CACI Ltd

Mobile Data Summary - Wheatsheaf

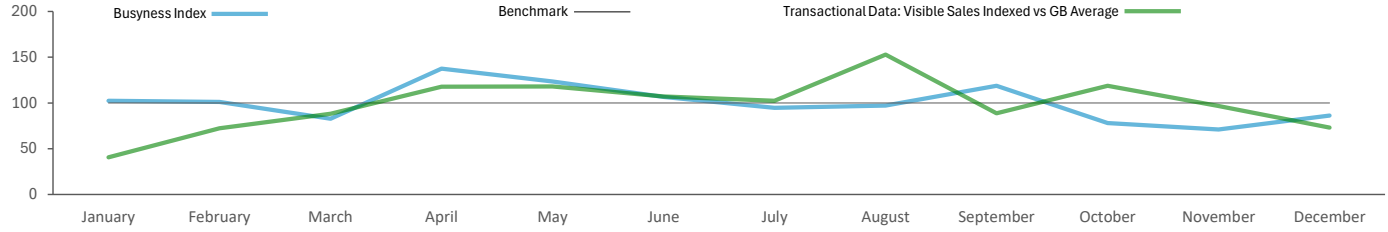
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Time of Day/Day of Week



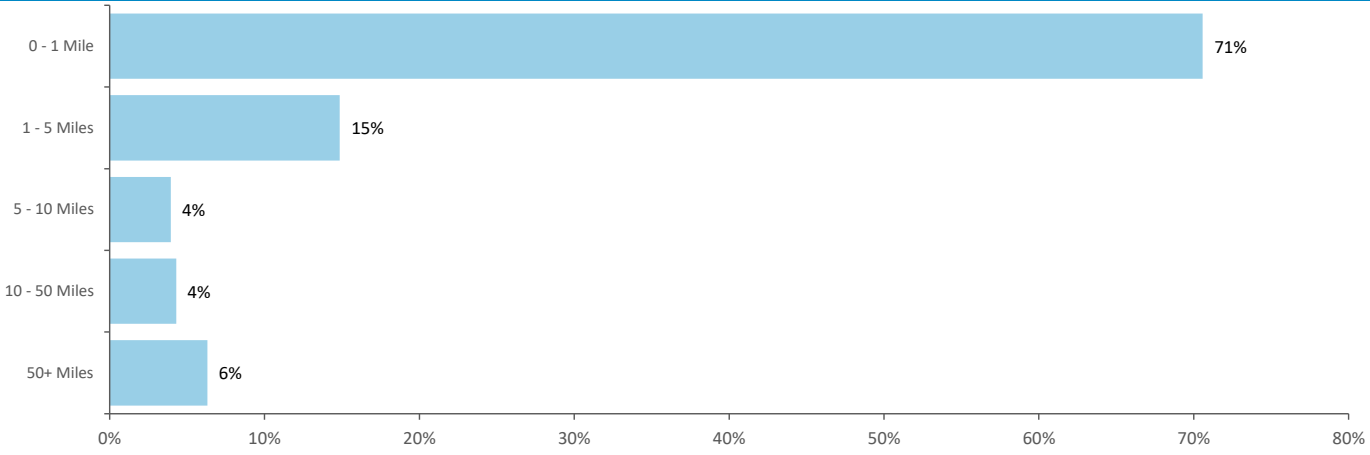
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



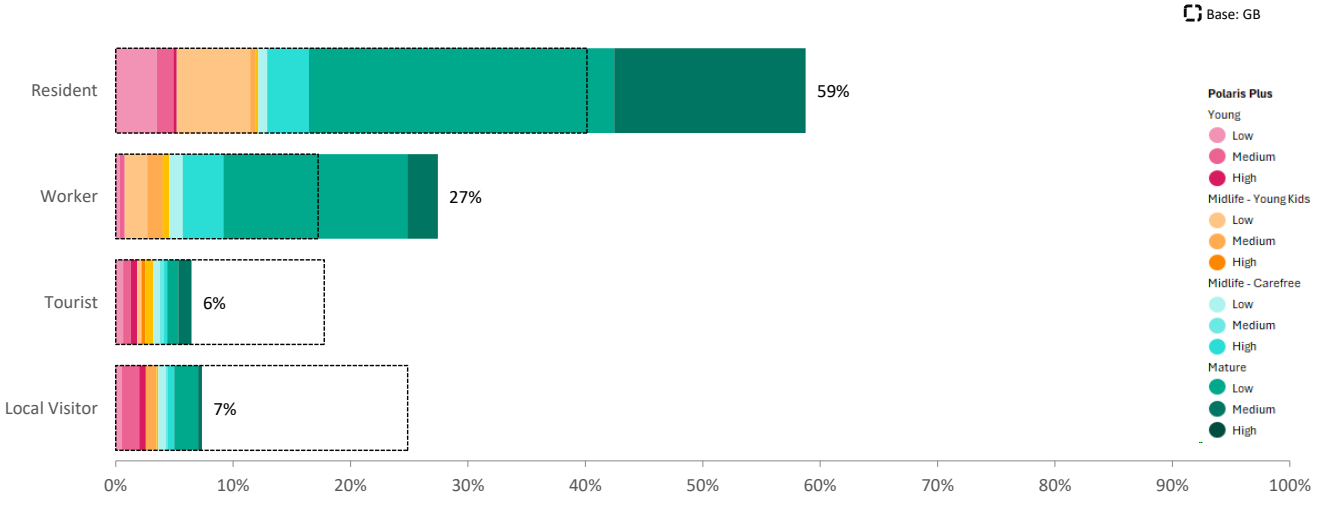
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

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



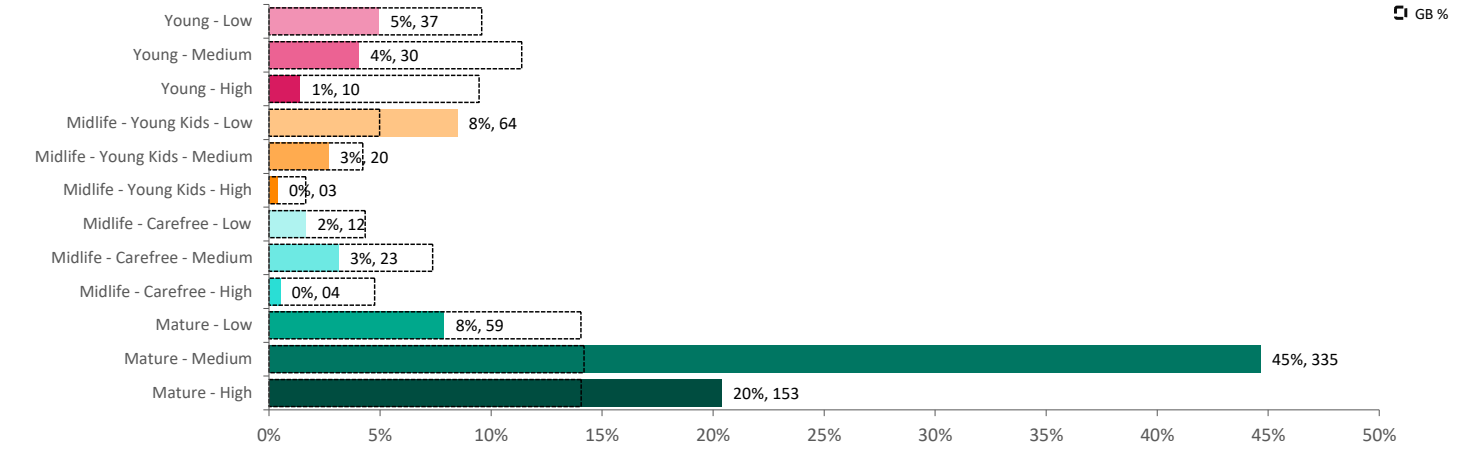
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

© Copyright CACI Ltd

Mobile Data Summary - Wheatsheaf

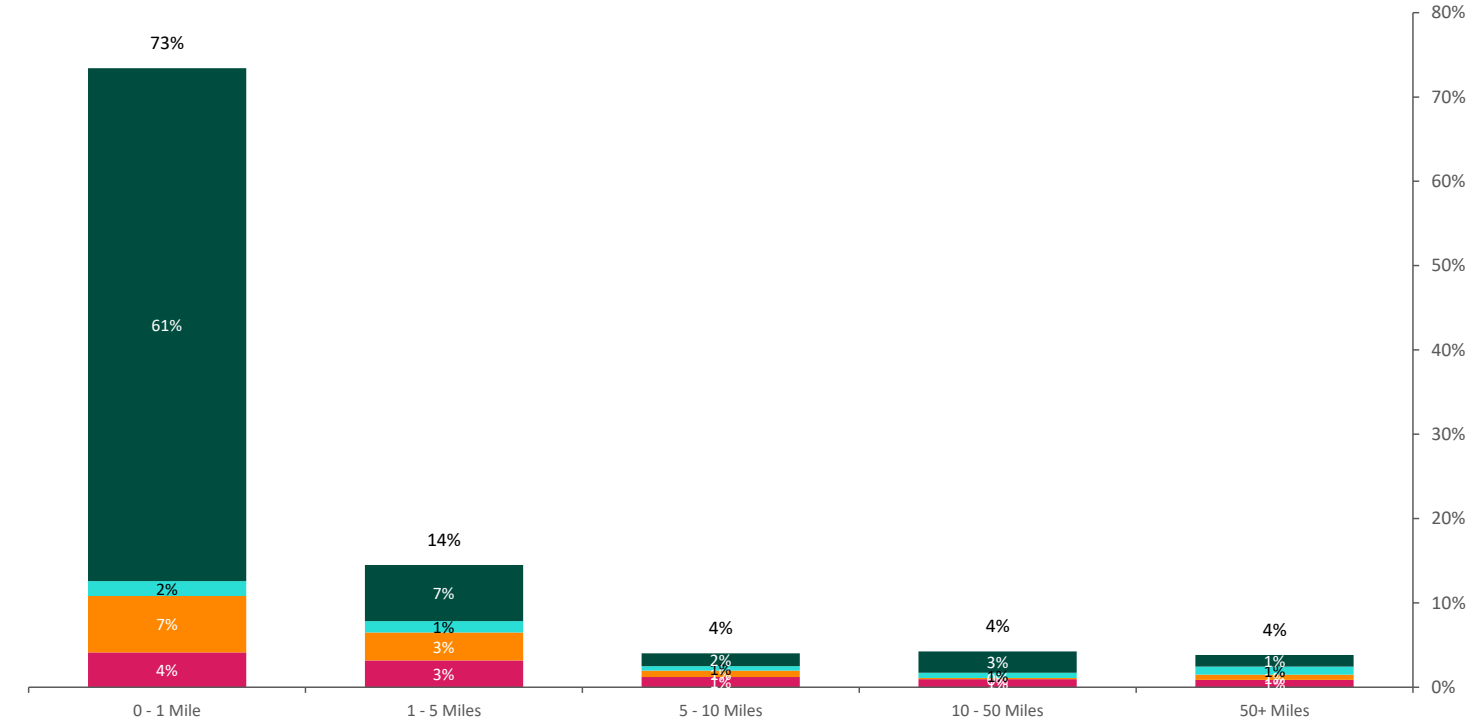
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

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



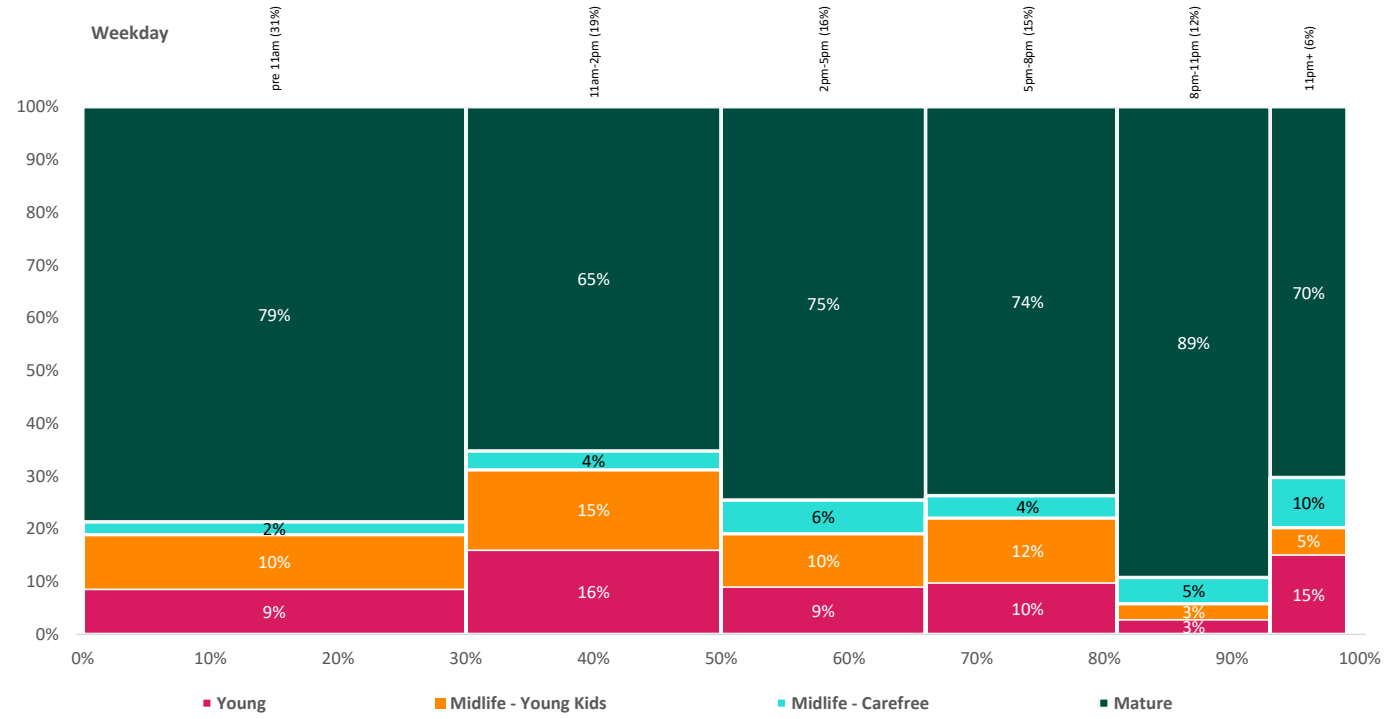
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

© Copyright CACI Ltd

Mobile Data Summary - Wheatsheaf

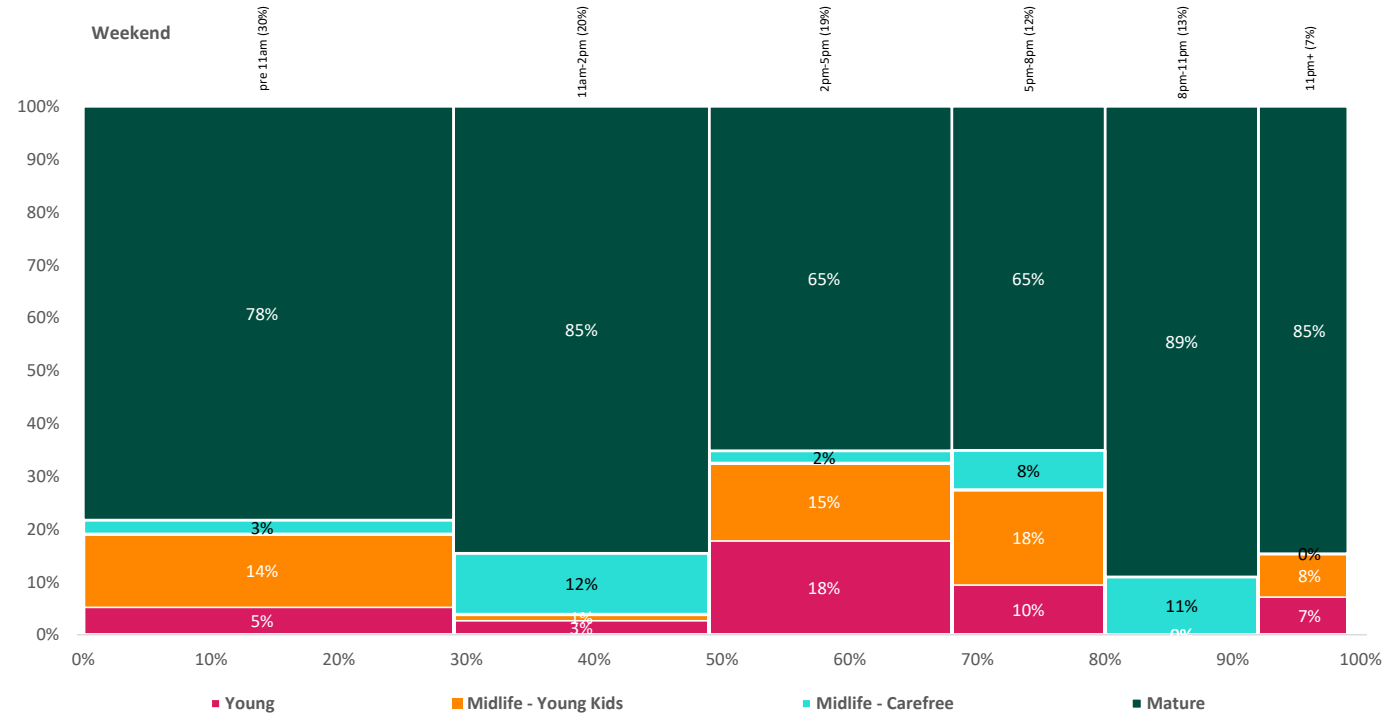
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	157	82	77	73	69	28	486
Midlife - Carefree	5	5	7	4	4	4	28
Midlife - Young Kids	20	19	10	12	2	2	66
Young	17	20	9	10	2	6	65
All	199	126	104	99	77	40	645

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



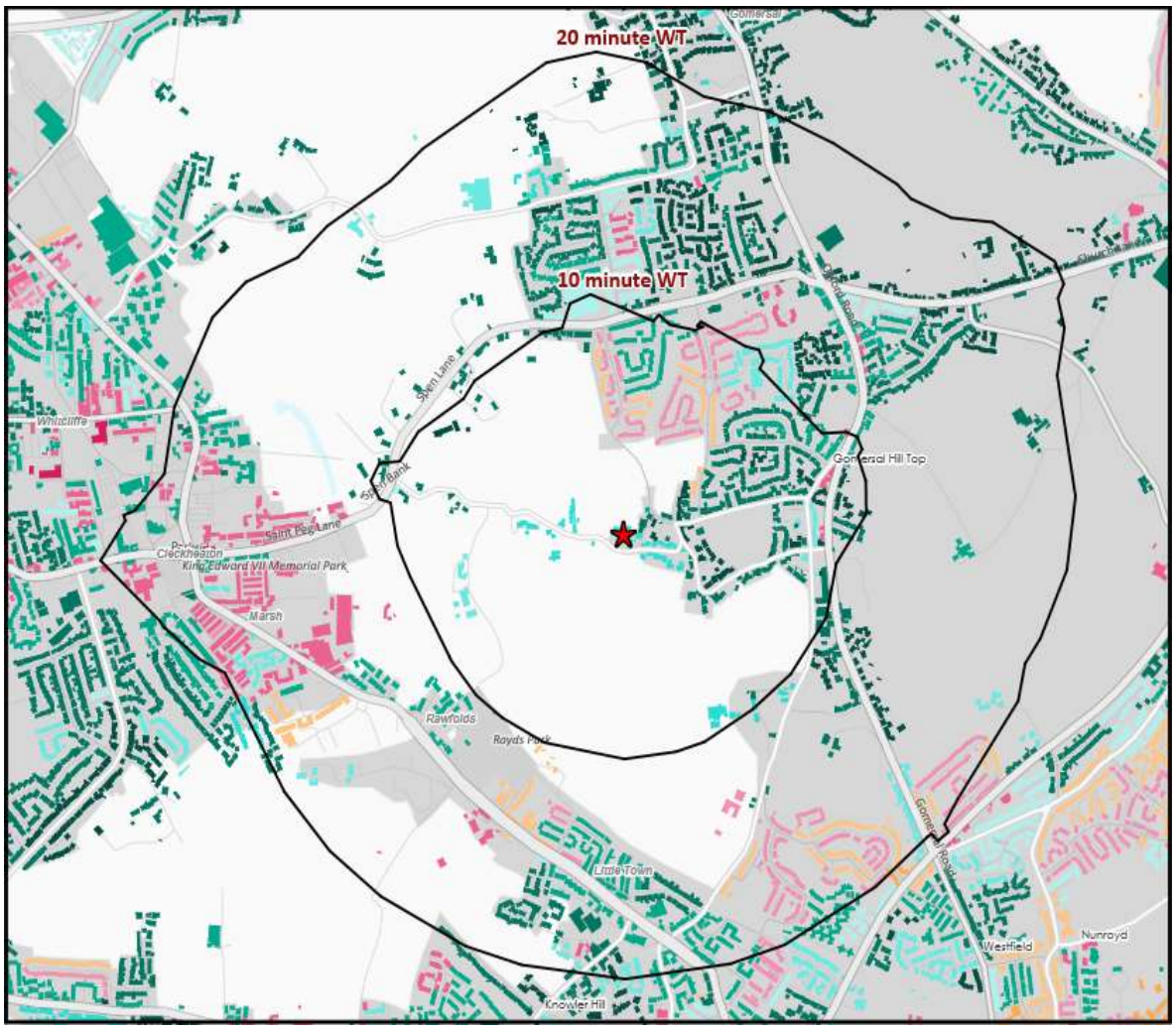
Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	49	36	26	16	24	13	164
Midlife - Young Kids	2	5	1	2	3	0	12
Midlife - Carefree	9	0	6	4	0	1	21
Mature	3	1	7	2	0	1	15
All	63	42	39	25	27	16	212

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

© Copyright CACI Ltd

Polaris Plus Summary - Wheatsheaf

© 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	288	1,081	107,688	157	129	182
Medium	37	943	74,561	18	101	112
High	0	0	13,677	0	0	34
Midlife - Young Kids						
Low	190	597	94,069	182	125	278
Medium	0	21	41,240	0	6	154
High	0	0	23	0	0	0
Midlife - Carefree						
Low	93	308	37,745	117	85	147
Medium	166	404	23,604	124	66	55
High	67	92	7,889	78	24	29
Mature						
Low	320	1,873	74,397	127	163	91
Medium	568	1,974	85,356	194	148	90
High	139	1,161	39,271	49	91	43
Not Private Households	0	51	4,705	0	56	73
Total	1,868	8,505	604,225			

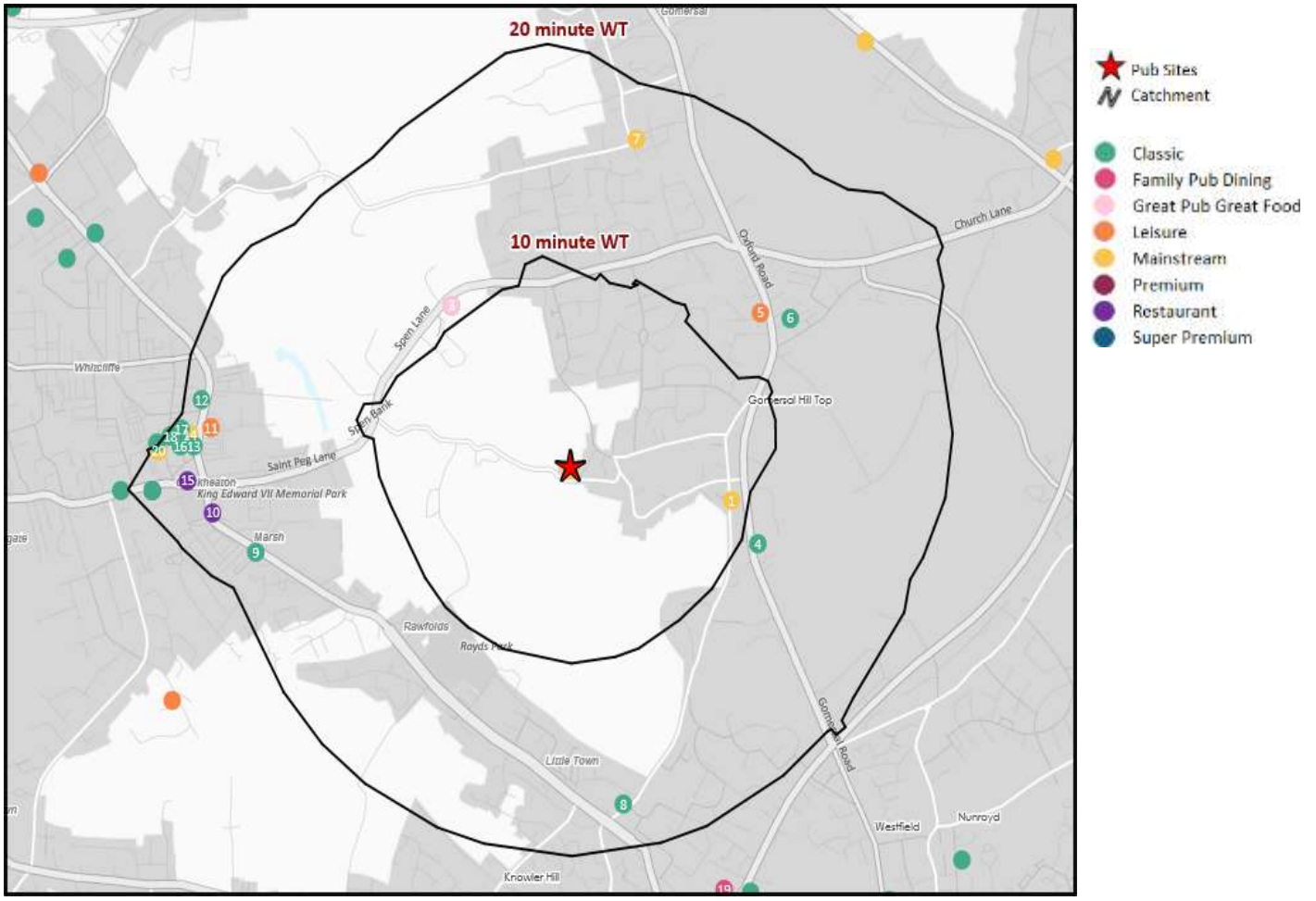
© Copyright CACI Ltd

CACI

CGA Summary - Wheatsheaf

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	Wheatsheaf	BD19 4JQ	Star Pubs & Bars	Mainstream	6.2%	89.0%	0.00
1	Bulls Head	BD19 4HX	Star Pubs & Bars	Mainstream	5.0%	94.5%	0.35
2	Gomersal Lodge Hotel	BD19 4PJ	Independent Free	Great Pub Great Food	0.0%	0.0%	0.41
3	Spen Victoria Cricket and Bowling Club	BD19 4PJ	Independent Free	Leisure	0.9%	79.3%	0.41
4	California Inn	BD19 4HQ	Trust Inns Limited	Classic	0.4%	84.0%	0.43
5	Gomersal Cricket Club	BD19 4RQ	Independent Free	Leisure	4.5%	96.5%	0.51
6	Bankfield Inn	BD19 4RD	*Other Small Retail Groups	Classic	0.9%	98.6%	0.55
7	West End	BD19 4JU	Stonegate Pub Company	Mainstream	3.0%	91.3%	0.66
8	Toby Jug	WF15 6EP	Independent Free	Classic	1.1%	99.2%	0.66
9	Marsh Hotel	BD19 5BJ	Old Mill Brewery	Classic	15.9%	90.4%	0.69
10	Wok Ever Palace	BD19 5DL	Independent Free	Restaurant	18.1%	89.4%	0.77
11	Town Hall	BD19 3RH	Independent Free	Leisure	0.0%	0.0%	0.77
12	Commercial Hotel	BD19 3JN	*Other Small Retail Groups	Classic	0.0%	0.0%	0.80
13	Spen Tap	BD19 5AG	Independent Free	Classic	0.9%	93.8%	0.80
14	Obediah Brooke	BD19 3JH	Wetherspoons GB	Mainstream	19.4%	91.2%	0.81
15	George	BD19 3RA	Independent Free	Restaurant	0.0%	0.0%	0.82
16	Chain Bar	BD19 5AF	Independent Free	Classic	1.7%	95.8%	0.83
17	Old House At Home	BD19 3JD	Stonegate Pub Company	Classic	3.3%	95.8%	0.83
18	Sams Gin Bar	BD19 5AE	Independent Free	Classic	0.5%	75.4%	0.86
19	Healds Hall Hotel	WF15 6JA	Independent Free	Family Pub Dining	16.1%	64.3%	0.88
20	Blend Cafe Bar	BD19 3HW	Independent Free	Mainstream	2.1%	81.2%	0.88

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 - Wheatsheaf

© 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+	1,868	8,505	604,225
Number of Competition Pubs	2	13	969
Adults 18+ per Competition Pub	934	654	624

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	179	9.6%	122
Family Pub Dining	0	197	10.5%	116
Great Pub Great Food	0	294	15.7%	94
Leisure	0	193	10.3%	103
Mainstream	2	293	15.7%	112
Premium	0	251	13.5%	94
Restaurant	0	407	21.8%	95
Super Premium	0	54	2.9%	74

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	808	9.5%	121
Family Pub Dining	0	879	10.3%	114
Great Pub Great Food	1	1,327	15.6%	93
Leisure	3	861	10.1%	101
Mainstream	3	1,339	15.7%	113
Premium	0	1,152	13.5%	95
Restaurant	2	1,837	21.6%	94
Super Premium	0	249	2.9%	75

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	343	64,014	10.6%	135
Family Pub Dining	36	64,975	10.8%	118
Great Pub Great Food	32	85,108	14.1%	84
Leisure	169	59,633	9.9%	98
Mainstream	207	94,771	15.7%	112
Premium	48	79,654	13.2%	92
Restaurant	128	133,814	22.2%	96
Super Premium	6	17,523	2.9%	74

© 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