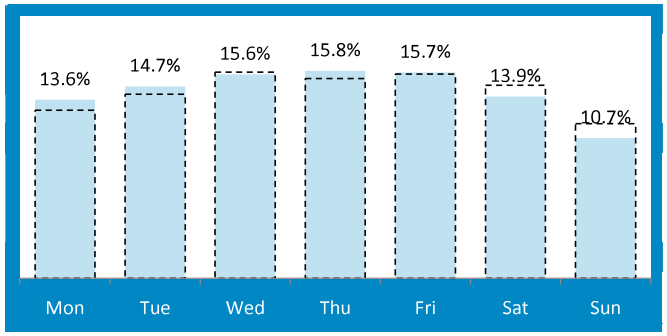
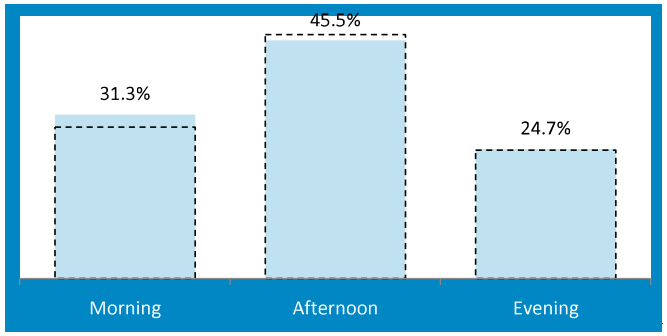
Lady Of Westminster

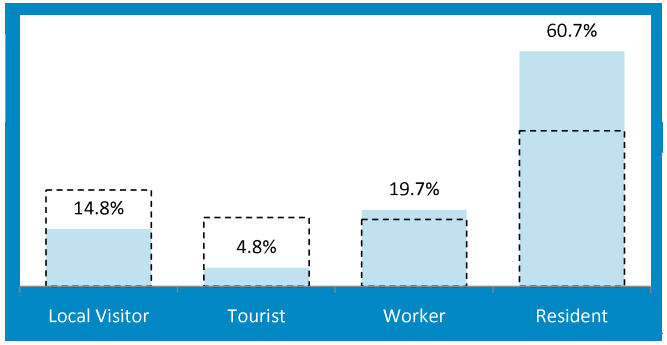
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		8,840	5,344
Adult Pop		6,660	4,529
Affluence	Low	48%	33%
	Medium	50%	38%
	High	2%	27%
Young		15%	28%
Midlife Young Kids		74%	11%
Midlife Carefree		5%	16%
Mature		5%	44%
Competition Count		7	43

Visitors

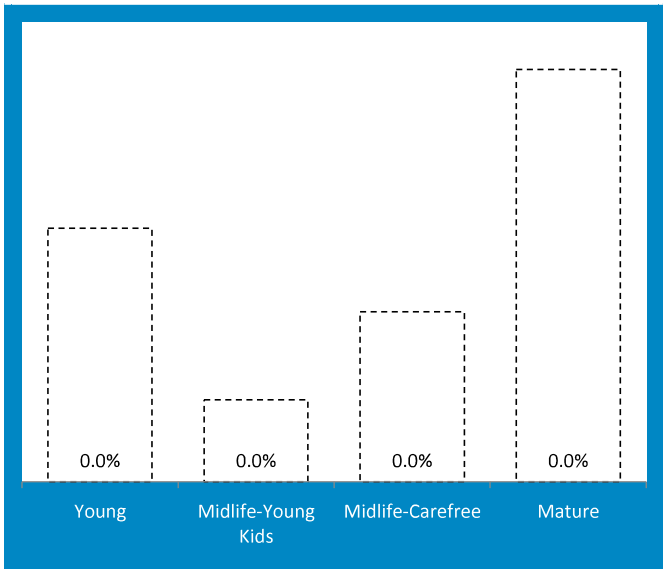






Spend Profile

	This Site	Benchmark
£ATV	£0	£30
Average Distance Travelled in miles	0	27



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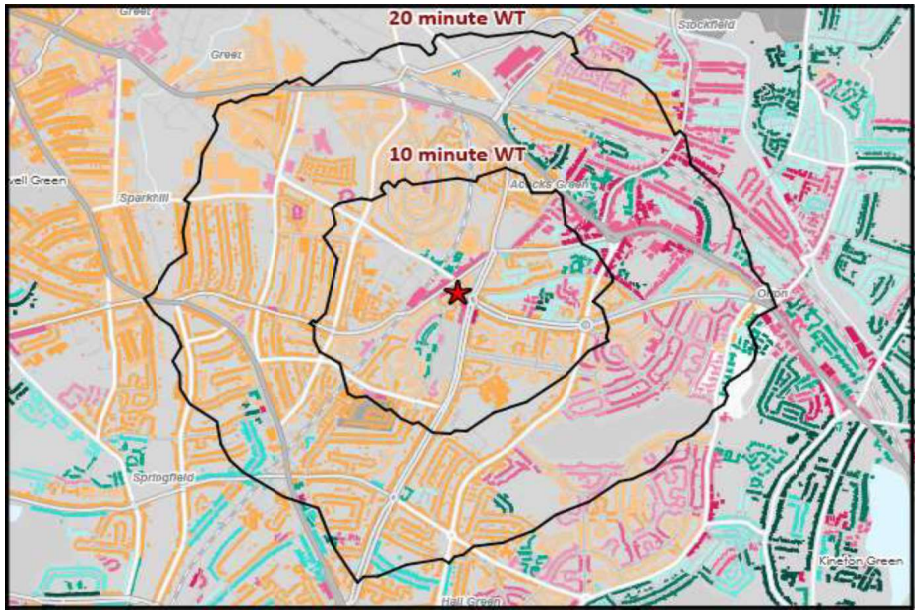
Catchment Summary - Lady Of Westminster

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		8,840	40,339	809,868	165	206	191
					Pop. & Adl. 18+ index based on all pubs		
Adults 18+		6,660	29,428	615,793	147	180	181
Competition Pubs		7	19	962	16	19	123
Adults 18+ per Competition Pub		951	1,549	640	139	226	93
% Adults Likely to Drink		59.0%	62.0%	72.0%	74	78	90
Affluence	Low	47.6%	35.9%	40.8%	143	108	123
	Medium	50.2%	59.2%	40.1%	131	155	105
	High	1.8%	4.5%	18.4%	7	16	67
*Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£19,545	£20,331	£20,910	87	90	93
Age Profile	18-24	864	4,197	105,002	115	122	152
	25-34	1,356	6,097	119,386	113	112	109
	35-44	1,191	6,052	110,615	100	111	101
	45-64	2,016	8,311	171,276	91	82	84
	65+	1,233	4,771	109,514	72	61	70



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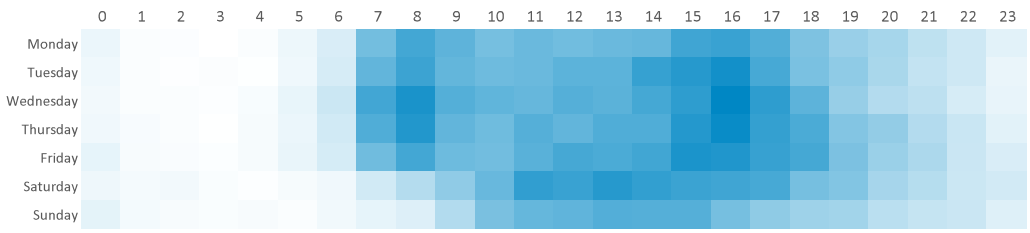
Pub Sites
Catchment

Polaris Plus Segments

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

Mobile Data Summary

Time of Day/Day of Week



Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	1,008	5,923	215,658	54	72	126
Midlife - Young Kid	4,941	21,190	187,209	680	660	279
Midlife - Carefree	334	806	72,030	32	17	74
Mature	347	1,393	136,697	12	11	50
Not Private Households	30	116	4,199	3,723	3,258	5,636
Total	**6,660**	**29,428**	**615,793**			

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Per Pub - Lady Of Westminster

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6,660	29,428	615,793
Number of Competition Pubs	7	19	962
Adults 18+ per Competition Pub	951	1,549	640

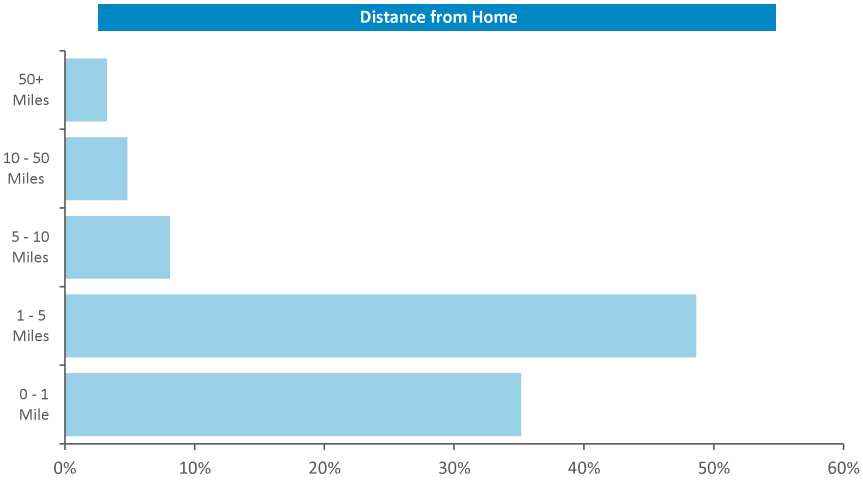
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	670	10.1%	128
Family Pub Dining	0	732	11.0%	121
Great Pub Great Food	0	874	13.1%	78
Leisure	4	652	9.8%	97
Mainstream	0	1,009	15.2%	109
Premium	0	916	13.8%	96
Restaurant	1	1,560	23.4%	102
Super Premium	0	215	3.2%	82

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	5	2,592	8.8%	112
Family Pub Dining	0	3,077	10.5%	115
Great Pub Great Food	1	4,103	13.9%	83
Leisure	6	2,881	9.8%	97
Mainstream	5	4,270	14.5%	104
Premium	0	4,274	14.5%	102
Restaurant	2	7,023	23.9%	104
Super Premium	0	1,085	3.7%	94

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	98	58,342	9.5%	121
Family Pub Dining	50	61,104	9.9%	109
Great Pub Great Food	79	91,351	14.8%	89
Leisure	163	60,474	9.8%	98
Mainstream	138	89,876	14.6%	105
Premium	101	85,294	13.9%	97
Restaurant	295	143,241	23.3%	101
Super Premium	30	21,874	3.6%	90



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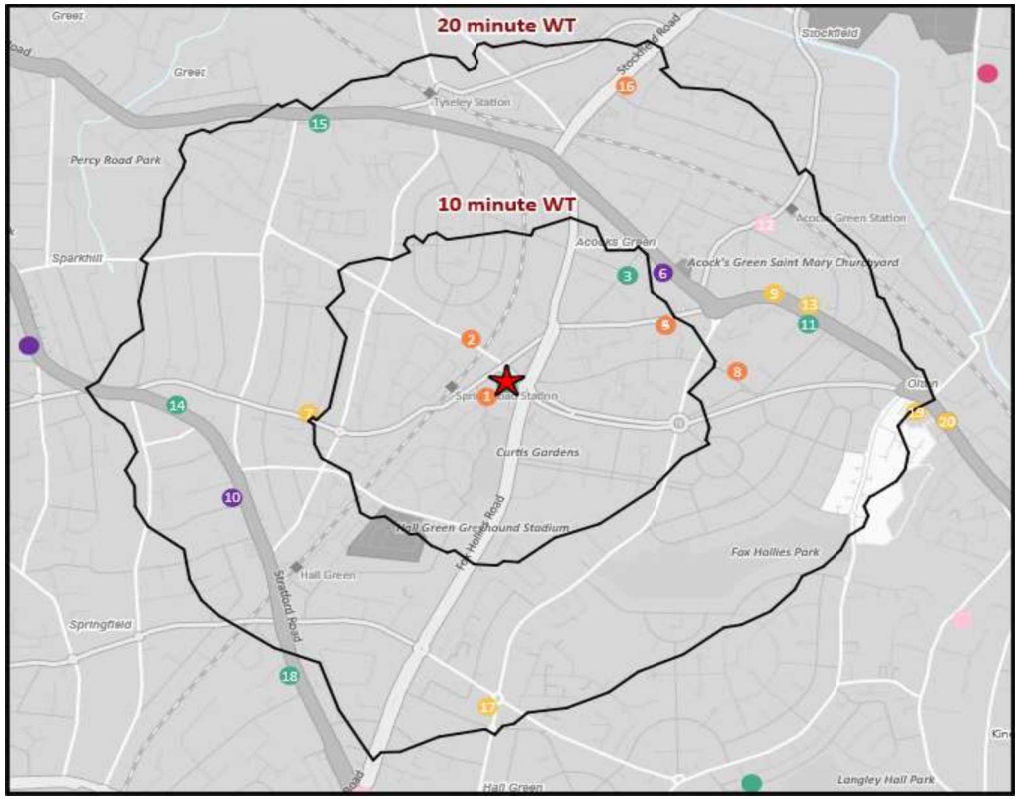
Competition - Lady Of Westminster



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
7	Summer House	B 28 8ST	Stonegate Pub Company	Mainstream	31.4%	0.45
9	Spread Eagle	B 27 6BL	Wetherspoons GB	Mainstream	25.7%	0.64
19	Casey Joes	B 27 6PU	Independent Free	Mainstream	11.9%	0.91
6	Pasta Di Piazza	B 27 6QT	Independent Free	Restaurant	7.5%	0.44
20	L'aragosta	B 92 7HS	Independent Free	Mainstream	7.1%	0.98
17	Maggies	B 28 9LA	Unknown	Mainstream	5.9%	0.80
10	Jyotis Vegetarian	B 28 8AS	Independent Free	Restaurant	3.3%	0.68
16	Mecca Bingo	B 27 6BB	Rank	Leisure	3.1%	0.78
18	Hall Green Conservative And Uni	B 28 9AA	Independent Free	Classic	2.3%	0.87
8	Botteville Club	B 27 7YD	Independent Free	Leisure	1.4%	0.51
1	Hall Green Little Theatre	B 27 7RY	Independent Free	Leisure	0.4%	0.05
0	Lady Of Westminster	B 27 7RR	Star Pubs & Bars	Classic	0.0%	0.00
2	Scanlons Snooker Club	B 11 3DW	Independent Free	Leisure	0.0%	0.14
3	Grange Social Club	B 27 7UZ	Independent Free	Classic	0.0%	0.38
4	Quasar Elite Birmingham	B 27 7UH	Independent Free	Leisure	0.0%	0.38
5	Acocks Green Bowling Club	B 27 7UH	Independent Free	Leisure	0.0%	0.38
11	Holy Souls Social Club	B 27 6RG	Independent Free	Classic	0.0%	0.69
12	Sure Hotel By Best Western Birm	B 27 6DX	Independent Free	Great Pub Gre	0.0%	0.70
13	Kundun	B 27 6BP	Independent Free	Mainstream	0.0%	0.70
14	College Arms	B 28 8BJ	Stonegate Pub Company	Classic	0.0%	0.74
15	Tyseley Working Mens Club	B 11 2EX	Independent Free	Classic	0.0%	0.77

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

Pub Sites
Catchment

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

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Catchment Summary - Lady Of Westminster

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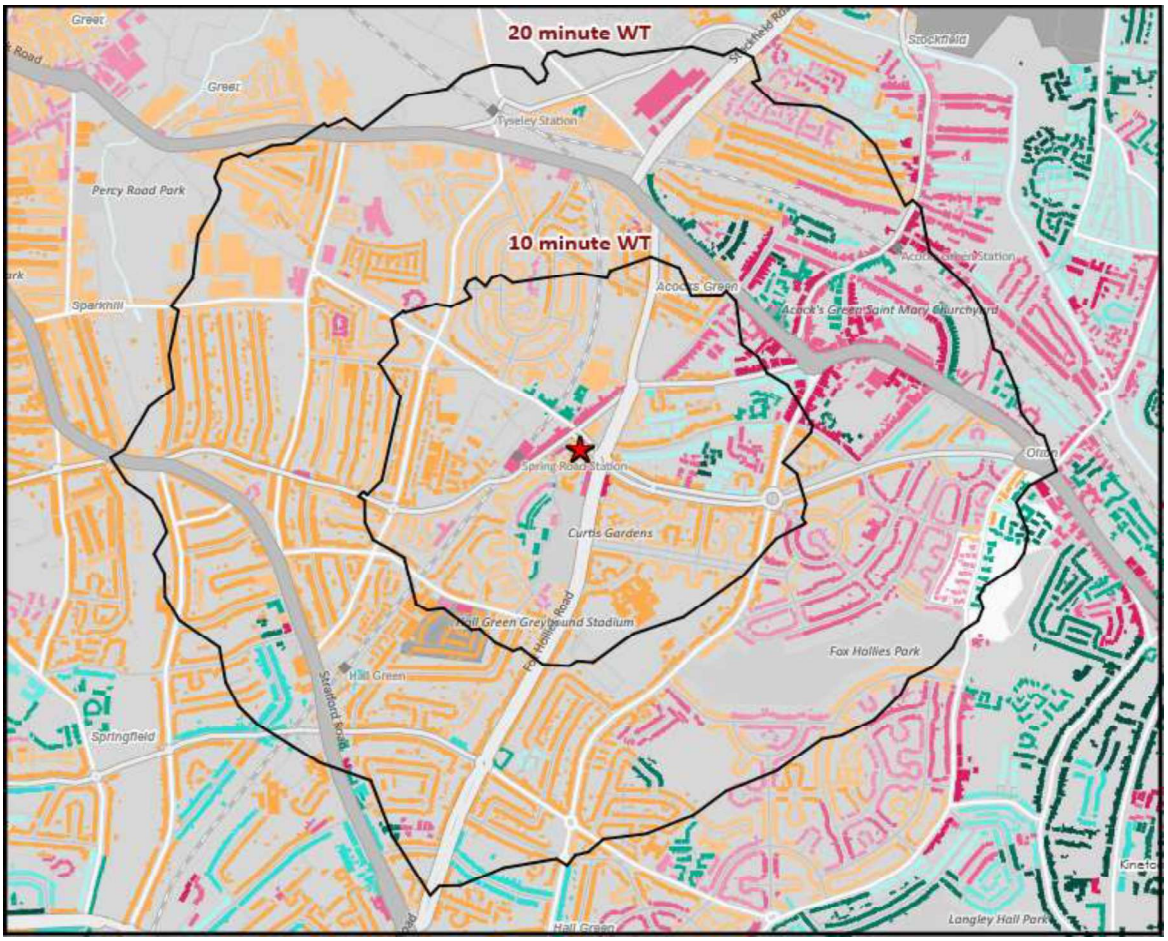
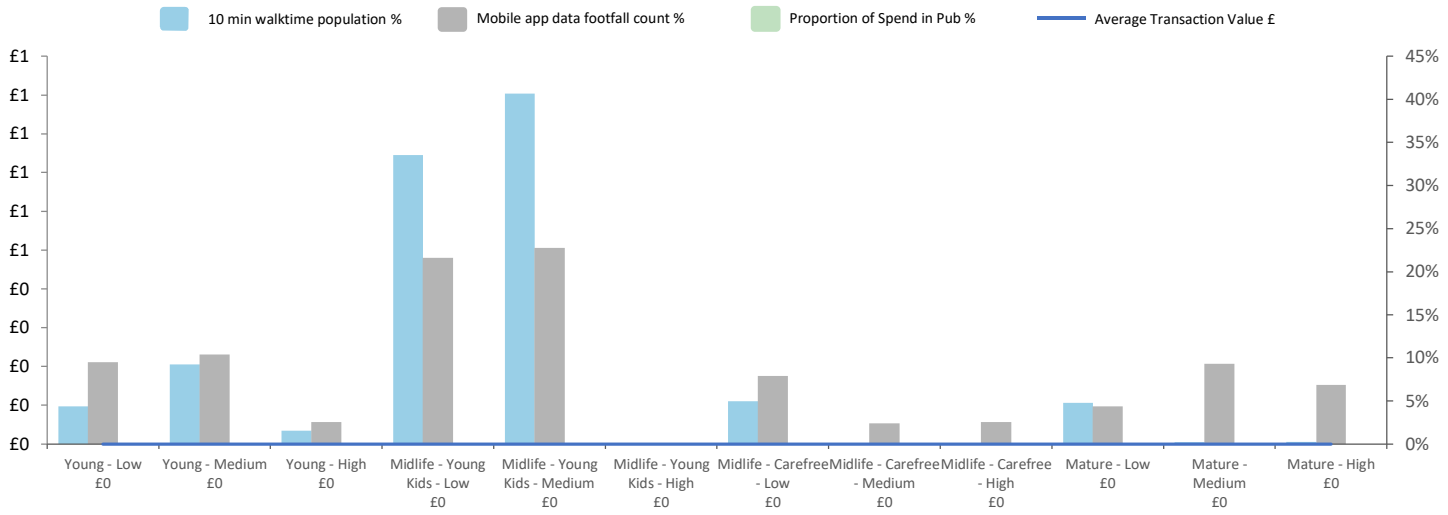
CGA ID	Name	Postcode	Operator	Segment	Sparsity
246871	Lady Of Westminster	B 27 7RR	Star Pubs & Bars	Classic	4



Polaris Plus Profile



See the Glossary page for further information on the above variables

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Catchment Summary - Lady Of Westminster

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Over GB Average
Around GB Average
Under GB Average

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		Catchment Size (Counts)			Index vs GB Average		
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Population		8,840	40,339	809,868	165	206	191
					Population & Adults 18+ index is based on all pubs		
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Competition Pubs		7	19	962	16	19	123
Adults 18+ per Competition Pub		951	1,549	640	139	226	93
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	Medium	50.2%	59.2%	40.1%	131	155	105
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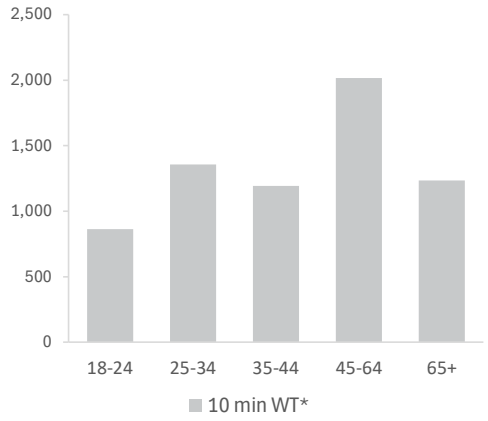
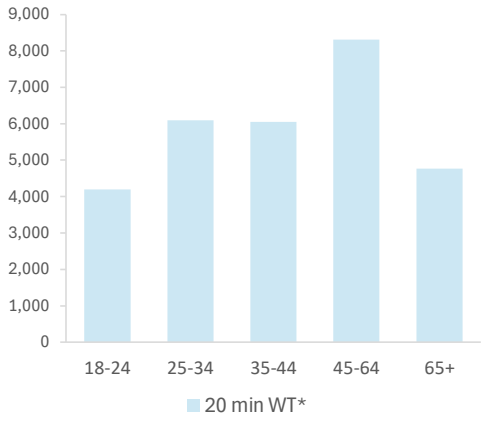
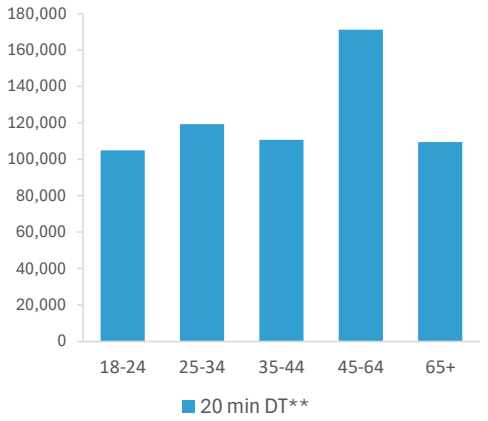
Affluence does not include Not Private Households							
Mean Net Disposable income (£pa)		£19,545	£20,331	£20,910	87	90	93
Age Profile	18-24	864	4,197	105,002	115	122	152
	25-34	1,356	6,097	119,386	113	112	109
	35-44	1,191	6,052	110,615	100	111	101
	45-64	2,016	8,311	171,276	91	82	84
	65+	1,233	4,771	109,514	72	61	70







		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	4,401 (50%)	20,127 (50%)	400,465 (49%)	102	102	101
	Female	4,439 (50%)	20,212 (50%)	409,403 (51%)	99	98	99
Economic Status (16+)	Employed: Full-time	1,791 (26%)	8,275 (27%)	181,958 (28%)	76	79	84
	Employed: Part-time	812 (12%)	3,773 (12%)	72,127 (11%)	98	103	94
	Self employed	544 (8%)	2,608 (9%)	49,166 (8%)	85	92	83
	Unemployed	348 (5%)	1,472 (5%)	27,447 (4%)	183	175	156
	Full-time student	178 (3%)	878 (3%)	23,906 (4%)	103	115	150
	Retired	1,160 (17%)	4,501 (15%)	104,698 (16%)	77	68	75
	Other	2,073 (30%)	9,124 (30%)	179,819 (28%)	169	168	158
Total Worker Count		2,818	12,224	335,530			

See the Glossary page for further information on the above variables

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Transactional Data Summary - Lady Of Westminster

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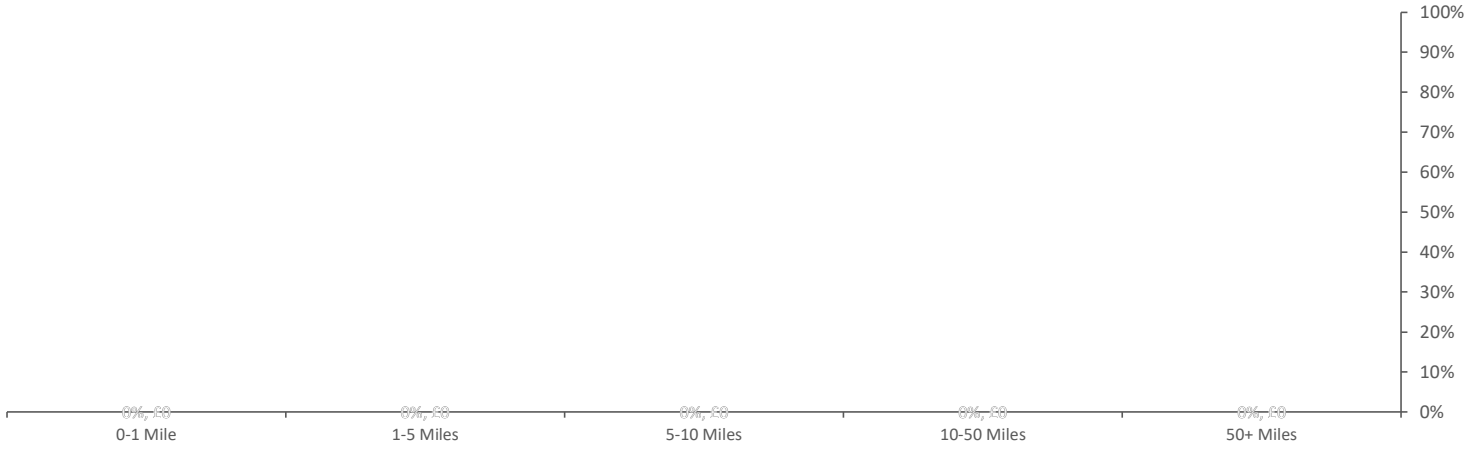
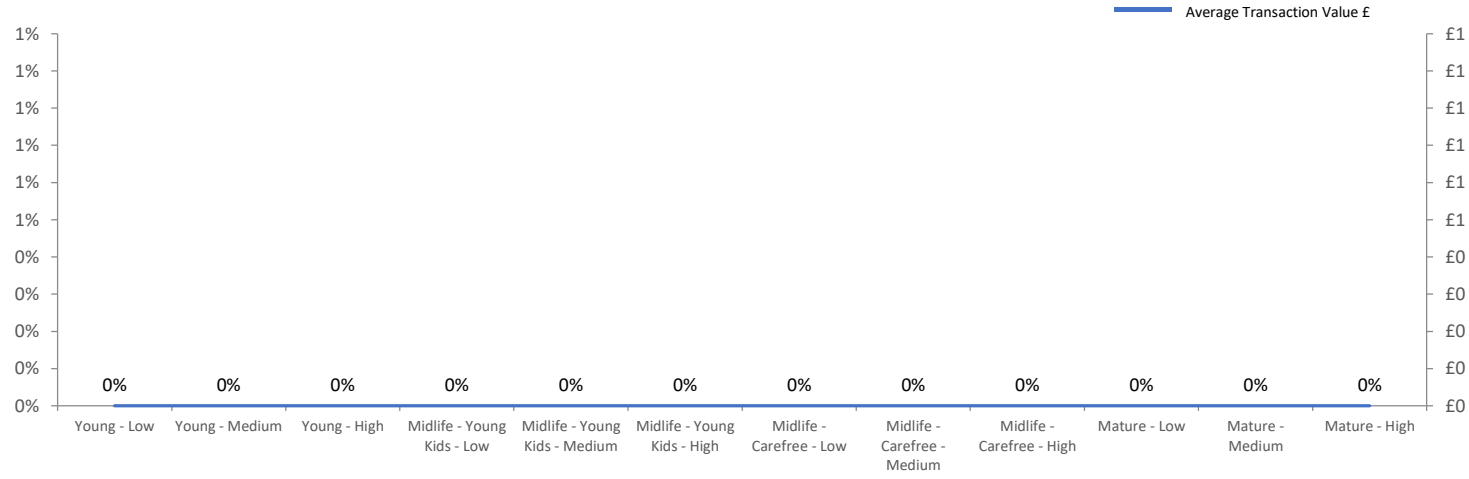
Spend by Polaris and Distance from Home



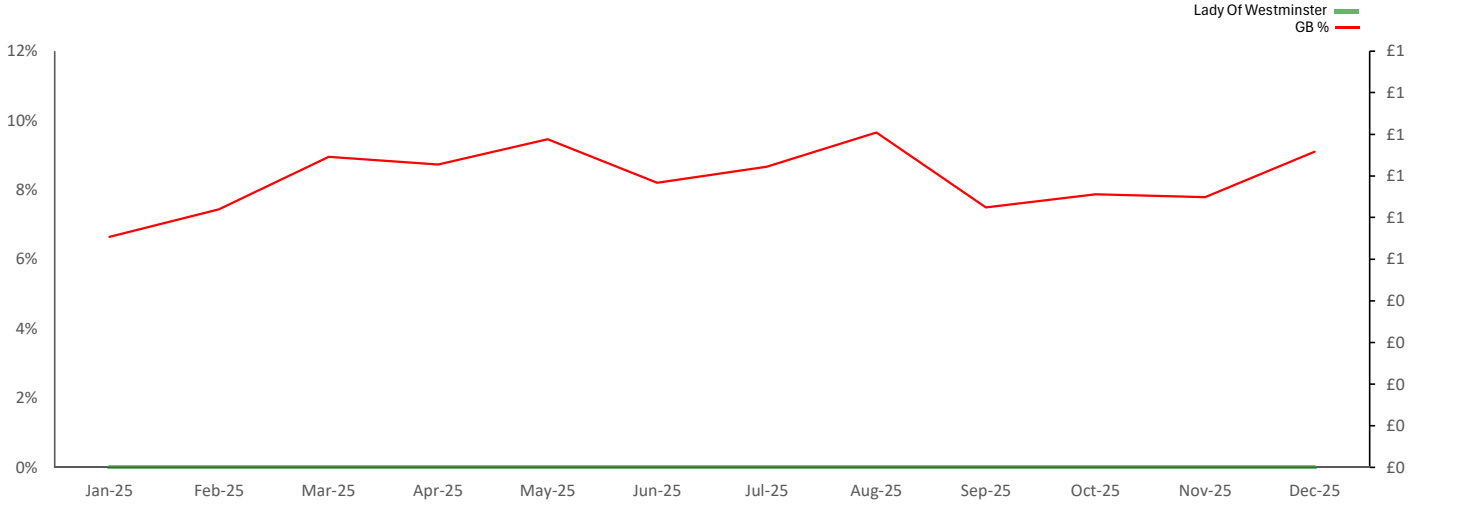
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



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

Spend by Month and Polaris



Seasonality of the spend split by month

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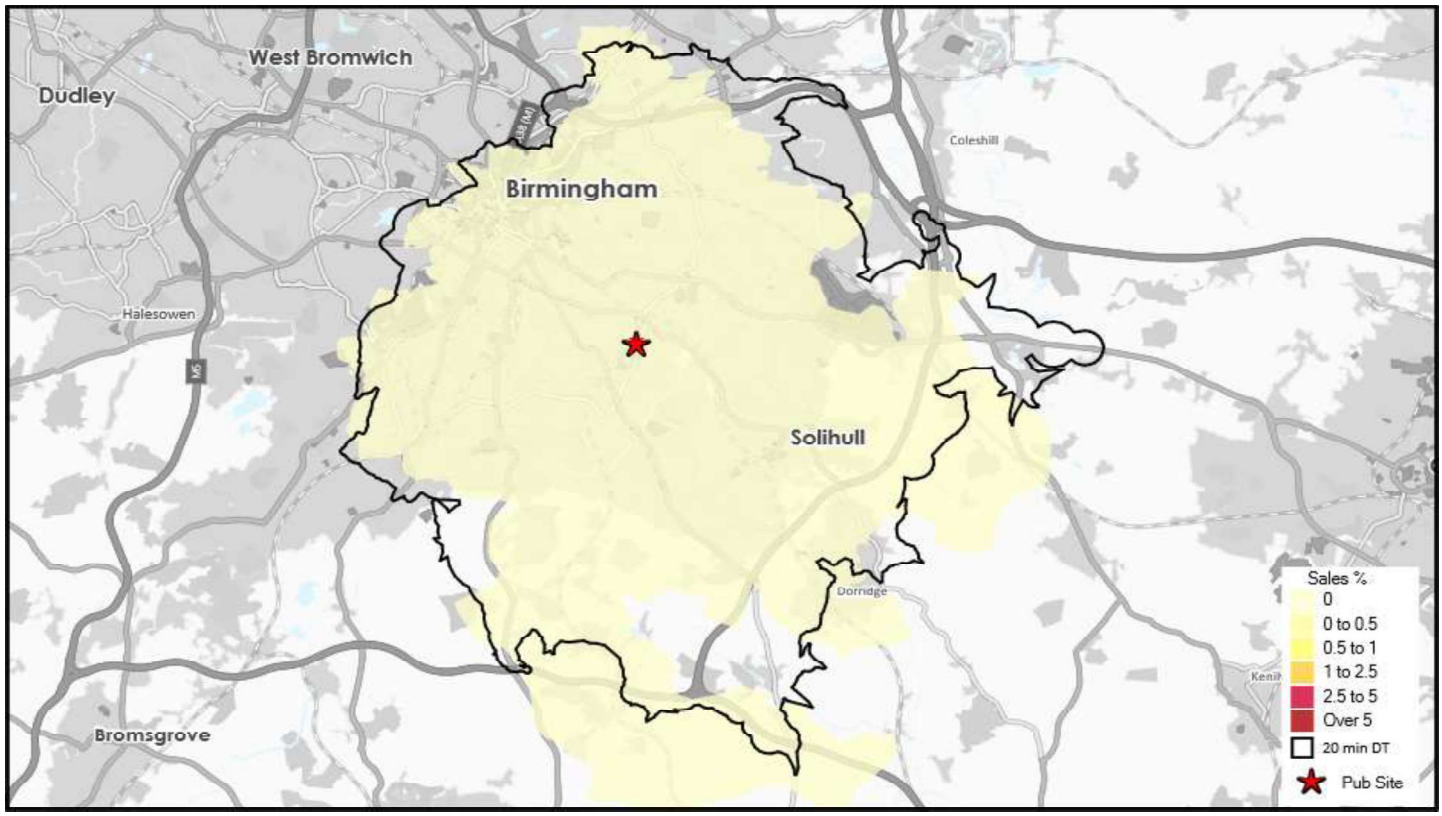
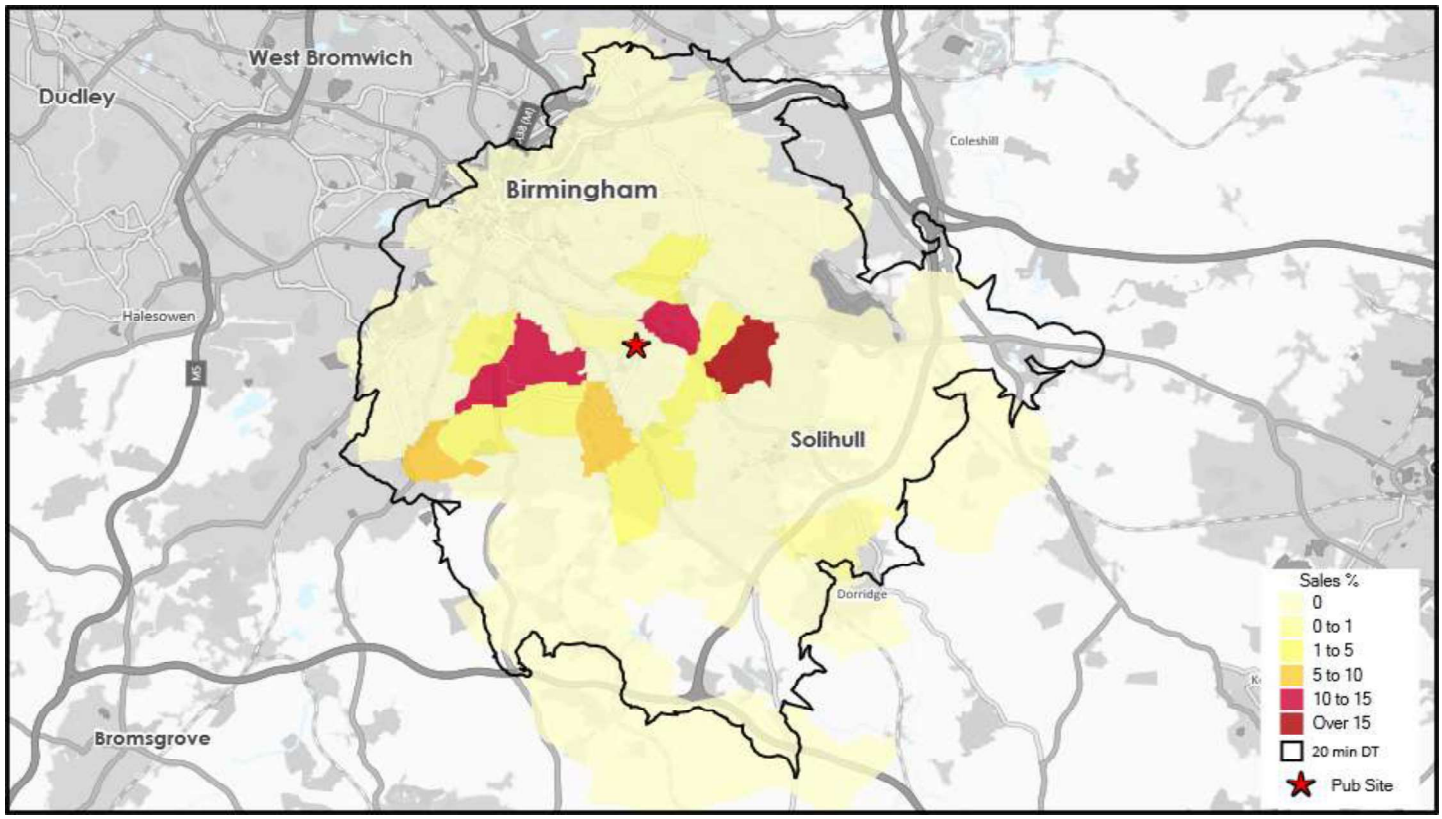
Lady Of Westminster Share of Spend from Postcode Sectors within 20 minute Drive



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 Lady Of Westminster



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

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Mobile Data Summary - Lady Of Westminster

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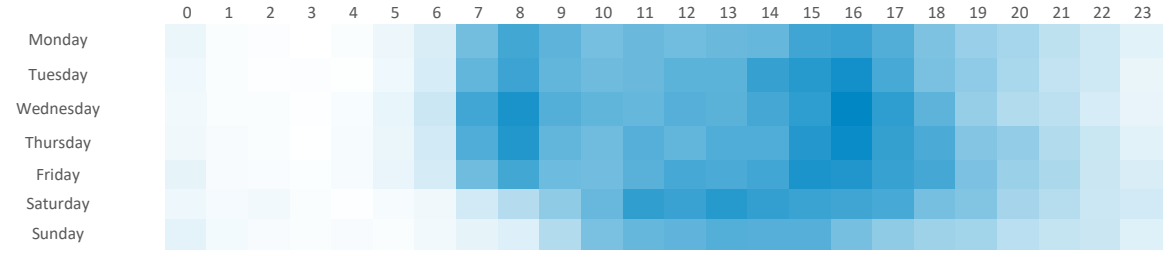
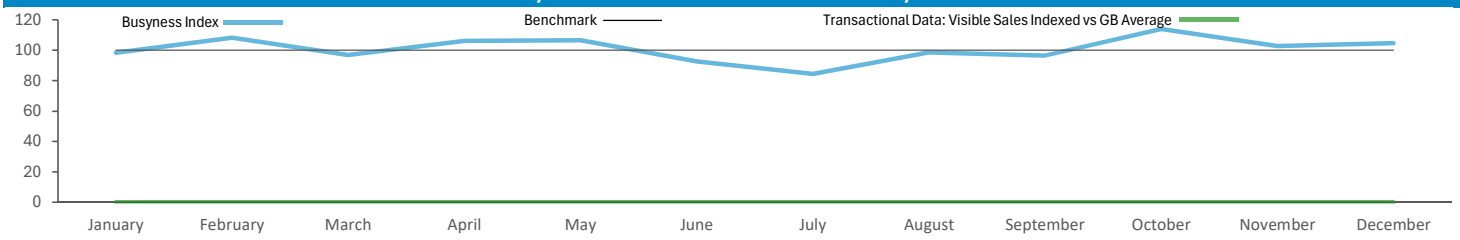
Time of Day/Day of Week



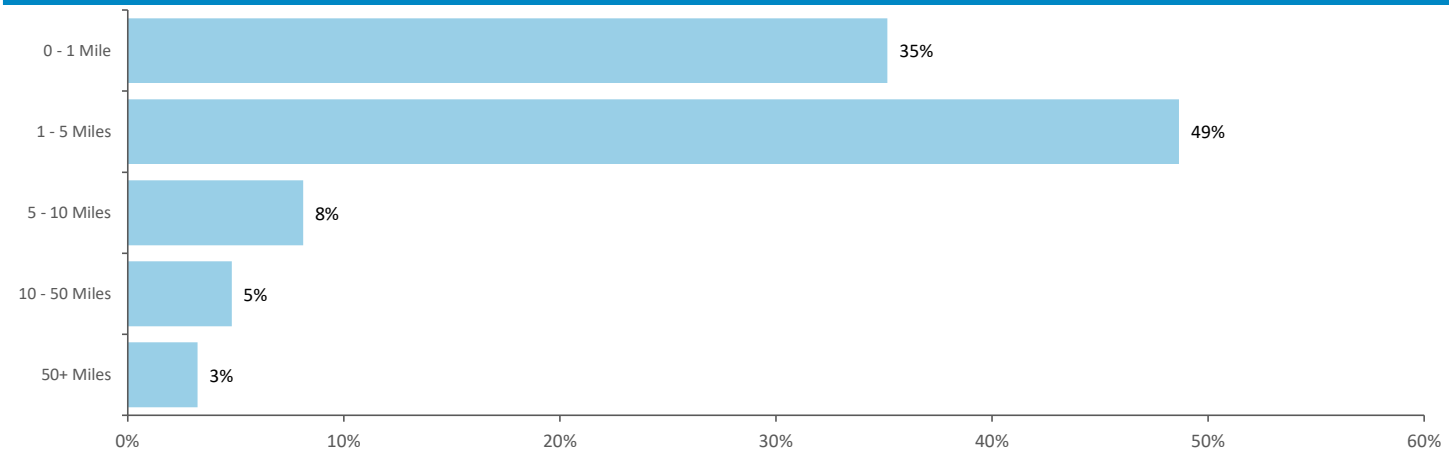
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

Busyness Index and Transactional Visible Sales by Month



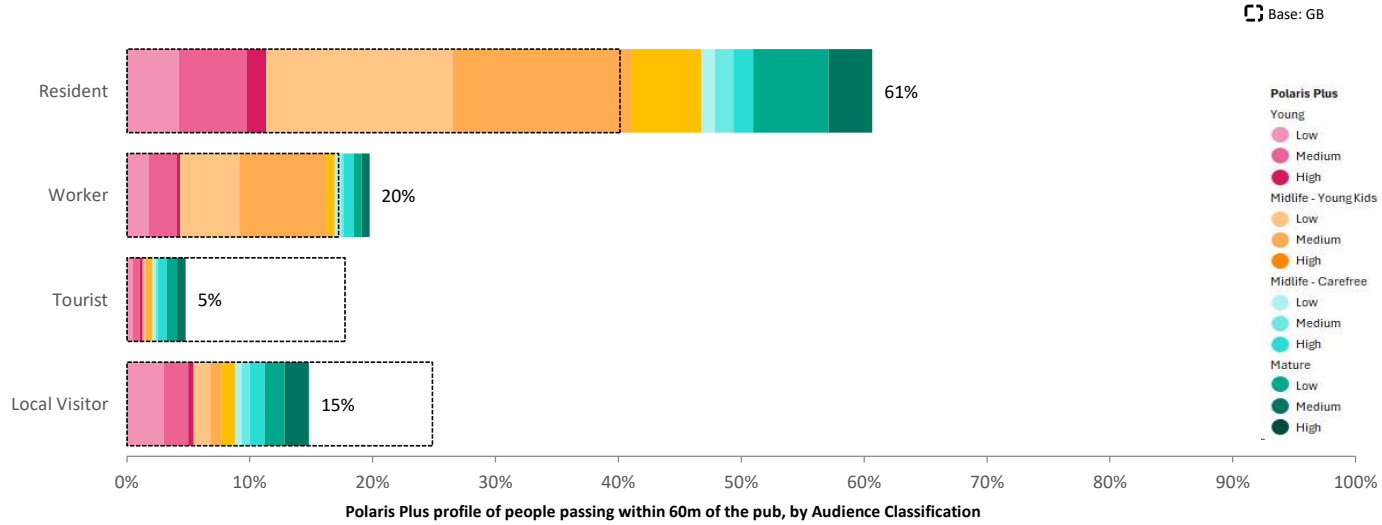
Seasonality of footfall from within 60m of the pub. Index>100 indicates it is busier than average. Transactional: Index>100 indicates month's sales higher than month's GB average

Distance from Home



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

Audience Classification by Polaris Plus



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

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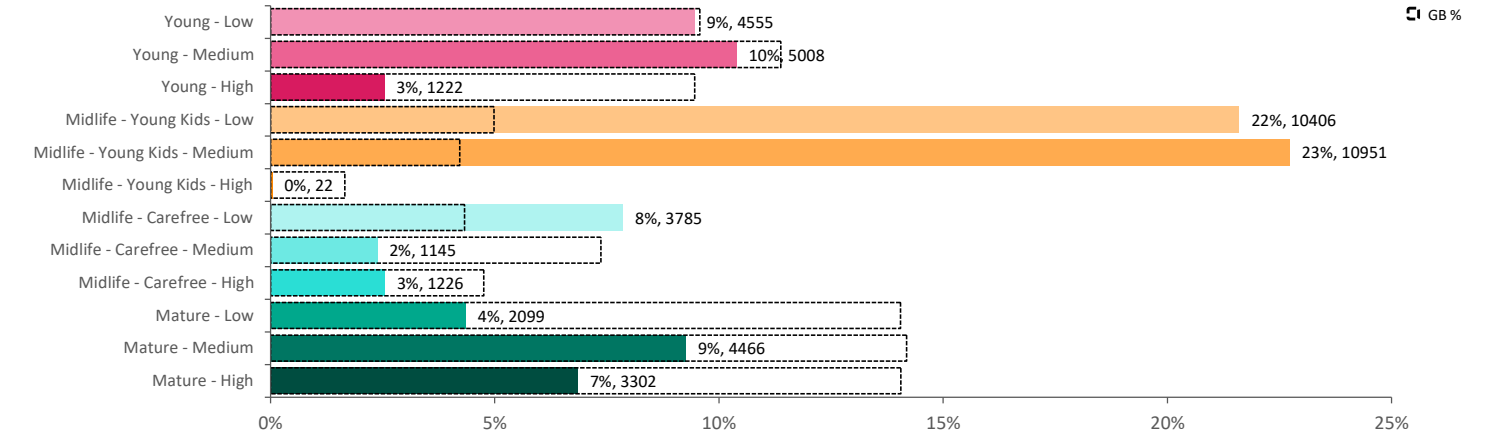
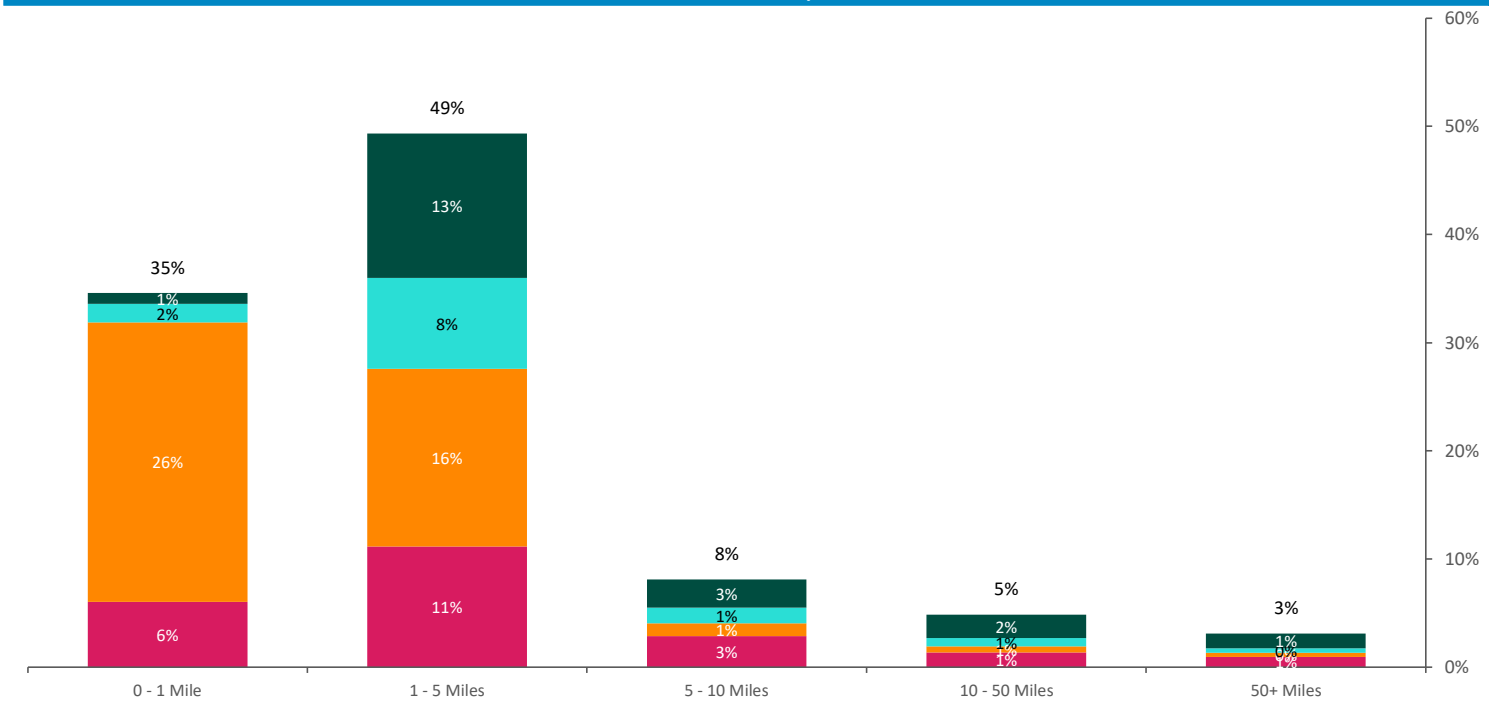
Polaris Plus Profile



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

Distance from Home by Polaris



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

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Mobile Data Summary - Lady Of Westminster

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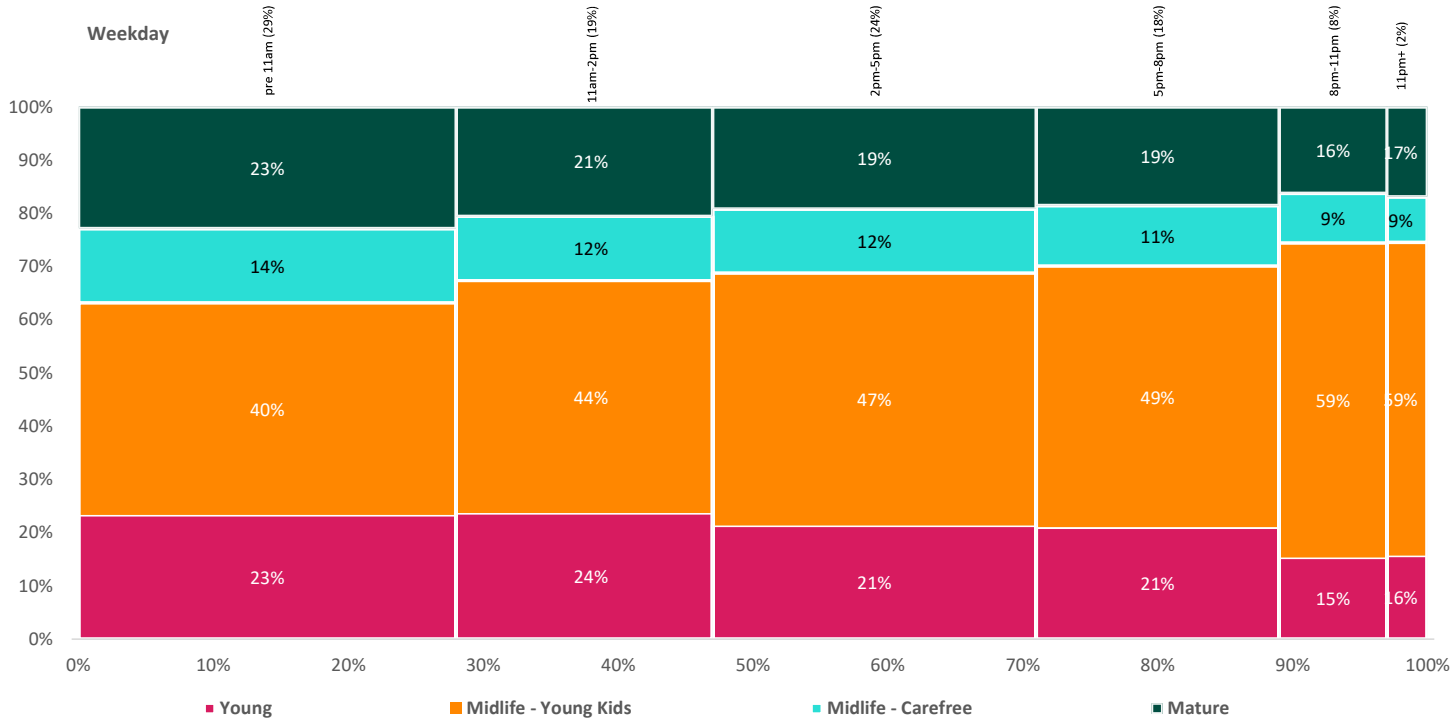
Time of Day by Polaris: Weekday (Monday to Friday)



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	2,889	1,730	2,064	1,444	585	184	8,895
Midlife - Carefree	1,770	1,020	1,300	889	336	93	5,409
Midlife - Young Kids	5,036	3,676	5,100	3,827	2,132	639	20,411
Young	2,950	1,997	2,300	1,641	553	171	9,612
All	12,646	8,423	10,765	7,800	3,606	1,086	44,327

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	531	776	696	479	180	91	2,754
Midlife - Young Kids	289	476	422	272	146	45	1,650
Midlife - Carefree	1,072	1,678	1,749	1,242	747	371	6,859
Mature	574	880	798	573	264	114	3,203
All	2,465	3,810	3,666	2,566	1,338	622	14,466

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

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Polaris Plus Summary - Lady Of Westminster

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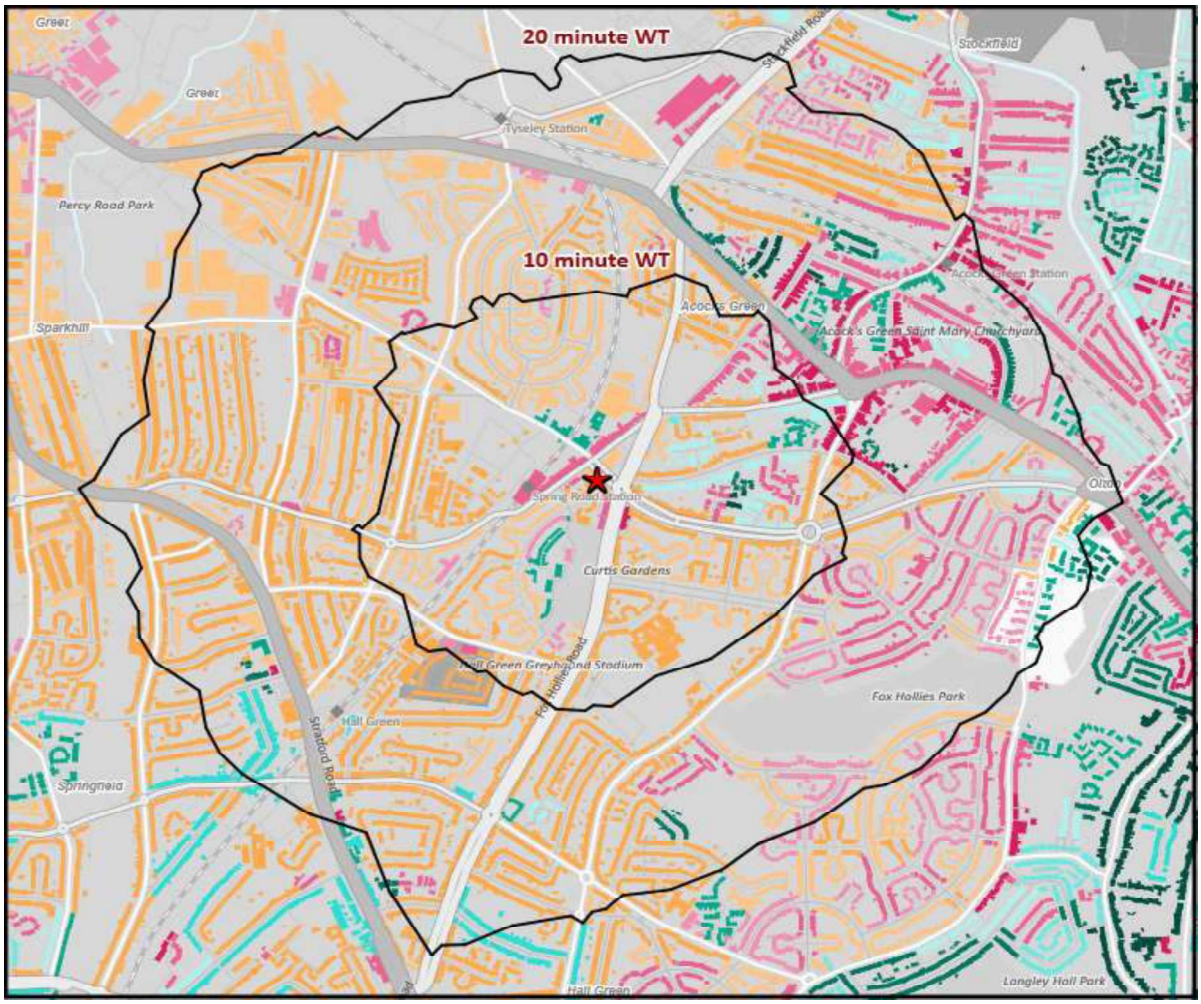

Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

	Population Count			Index vs GB average		
Polaris Plus Segment	**10 min WT***	**20 min WT***	**20 min DT****	**10 min WT***	**20 min WT***	**20 min DT****
Young						
Low	290	1,762	80,363	44	61	133
Medium	615	3,069	99,429	84	95	147
High	103	1,092	35,866	23	56	87
Midlife - Young Kids						
Low	2,232	7,352	99,685	599	447	289
Medium	2,709	13,838	86,605	920	1,064	318
High	0	0	919	0	0	13
Midlife - Carefree						
Low	331	582	40,584	117	46	155
Medium	3	65	11,891	1	3	27
High	0	159	19,555	0	12	69
Mature						
Low	318	860	30,873	35	22	37
Medium	13	456	49,196	1	10	51
High	16	77	56,628	2	2	61
Not Private Households	30	116	4,199	42	37	64
Total	6,660	29,428	615,793			

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CGA Summary - Lady Of Westminster

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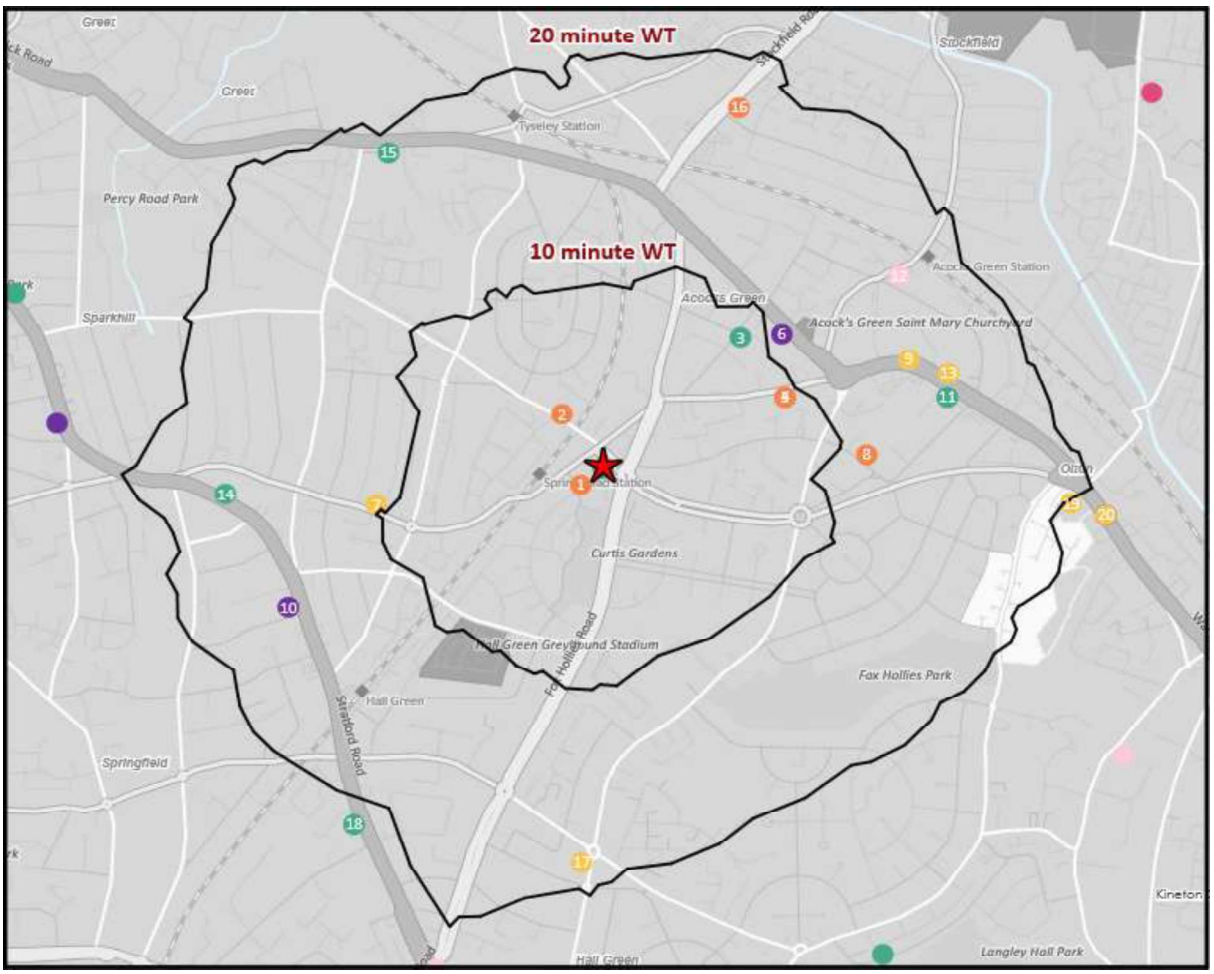

Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Lady Of Westminster	B 27 7RR	Star Pubs & Bars	Classic	0.0%	0.0%	0.00
1	Hall Green Little Theatre	B 27 7RY	Independent Free	Leisure	0.4%	89.3%	0.05
2	Scanlons Snooker Club	B 11 3DW	Independent Free	Leisure	0.0%	0.0%	0.14
3	Grange Social Club	B 27 7UZ	Independent Free	Classic	0.0%	0.0%	0.38
4	Quasar Elite Birmingham	B 27 7UH	Independent Free	Leisure	0.0%	0.0%	0.38
5	Acocks Green Bowling Club	B 27 7UH	Independent Free	Leisure	0.0%	0.0%	0.38
6	Pasta Di Piazza	B 27 6QT	Independent Free	Restaurant	7.5%	90.4%	0.44
7	Summer House	B 28 8ST	Stonegate Pub Company	Mainstream	31.4%	94.7%	0.45
8	Botteville Club	B 27 7YD	Independent Free	Leisure	1.4%	67.8%	0.51
9	Spread Eagle	B 27 6BL	Wetherspoons GB	Mainstream	25.7%	92.4%	0.64
10	Jyotis Vegetarian	B 28 8AS	Independent Free	Restaurant	3.3%	80.6%	0.68
11	Holy Souls Social Club	B 27 6RG	Independent Free	Classic	0.0%	0.0%	0.69
12	Sure Hotel By Best Western Birmingham Sout	B 27 6DX	Independent Free	Great Pub Great Food	0.0%	0.0%	0.70
13	Kundun	B 27 6BP	Independent Free	Mainstream	0.0%	0.0%	0.70
14	College Arms	B 28 8BJ	Stonegate Pub Company	Classic	0.0%	0.0%	0.74
15	Tyseley Working Mens Club	B 11 2EX	Independent Free	Classic	0.0%	0.0%	0.77
16	Mecca Bingo	B 27 6BB	Rank	Leisure	3.1%	74.6%	0.78
17	Maggies	B 28 9LA	Unknown	Mainstream	5.9%	85.9%	0.80
18	Hall Green Conservative And Unionist Club	B 28 9AA	Independent Free	Classic	2.3%	56.6%	0.87
19	Casey Joes	B 27 6PU	Independent Free	Mainstream	11.9%	91.8%	0.91
20	L'aragosta	B 92 7HS	Independent Free	Mainstream	7.1%	83.4%	0.98

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 - Lady Of Westminster

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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+	6,660	29,428	615,793
Number of Competition Pubs	7	19	962
Adults 18+ per Competition Pub	951	1,549	640

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	2	670	10.1%	128
Family Pub Dining	0	732	11.0%	121
Great Pub Great Food	0	874	13.1%	78
Leisure	4	652	9.8%	97
Mainstream	0	1,009	15.2%	109
Premium	0	916	13.8%	96
Restaurant	1	1,560	23.4%	102
Super Premium	0	215	3.2%	82

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	5	2,592	8.8%	112
Family Pub Dining	0	3,077	10.5%	115
Great Pub Great Food	1	4,103	13.9%	83
Leisure	6	2,881	9.8%	97
Mainstream	5	4,270	14.5%	104
Premium	0	4,274	14.5%	102
Restaurant	2	7,023	23.9%	104
Super Premium	0	1,085	3.7%	94

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	98	58,342	9.5%	121
Family Pub Dining	50	61,104	9.9%	109
Great Pub Great Food	79	91,351	14.8%	89
Leisure	163	60,474	9.8%	98
Mainstream	138	89,876	14.6%	105
Premium	101	85,294	13.9%	97
Restaurant	295	143,241	23.3%	101
Super Premium	30	21,874	3.6%	90

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Glossary

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

Polaris Segmentation

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

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

Licensed Premises

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

Competition Pubs

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

Mobile data

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

Mobile Data - Audience Classification

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

Acorn

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

Transactional data

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

Sparsity

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

1 2 3	4 5 6 7 8 9 10 11 12	13 14 15 16	17 18 19 20
Metropolitan	Large Urban	Small Urban	Rural

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