

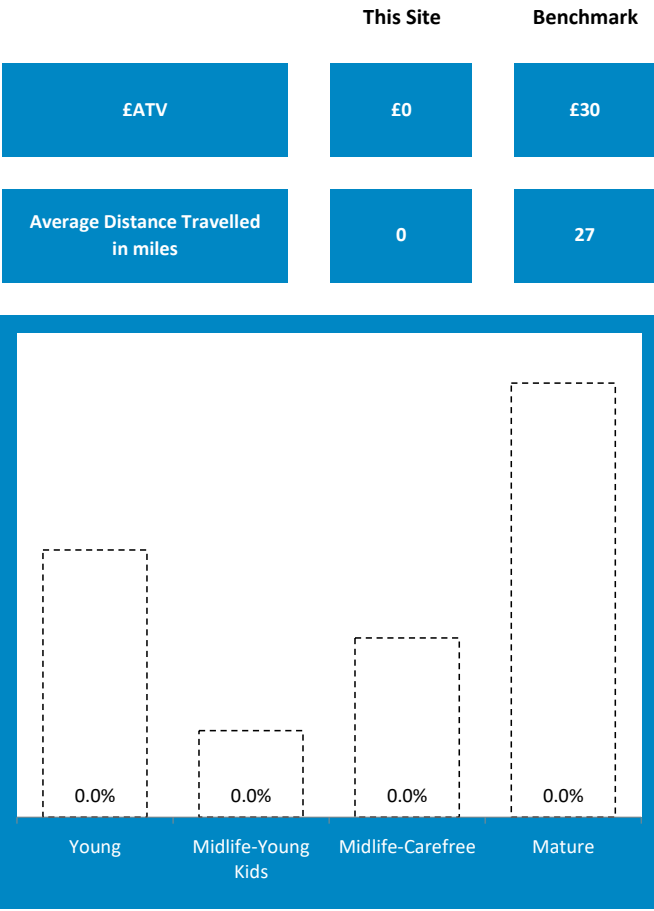
Area Quick Stats

		This Site 10 min WT	Benchmark 10 min WT
Total Pop		5,250	5,344
Adult Pop		4,063	4,529
Affluence	Low	72%	33%
	Medium	27%	38%
	High	0%	27%
Young		80%	28%
Midlife Young Kids		1%	11%
Midlife Carefree		5%	16%
Mature		14%	44%
Competition Count		4	43

Visitors



Spend Profile



Catchment Summary - Lord Nelson Hotel

Over GB Average

Around GB Average

Under GB Average

*WT= Walktime

**DT= Drivetime

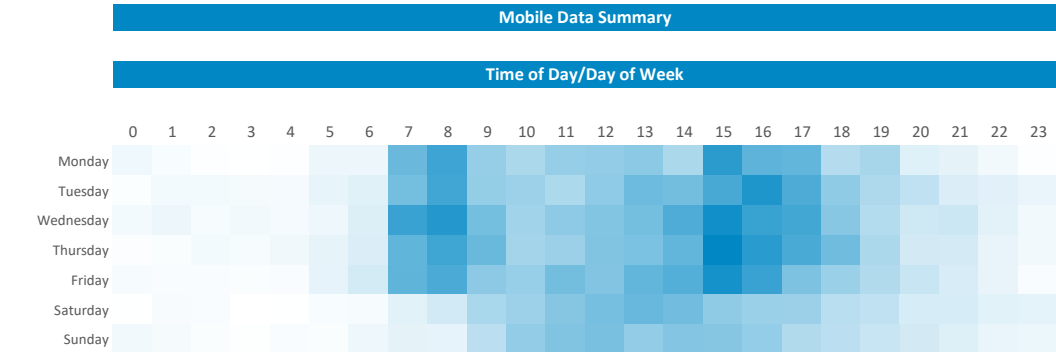
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Population		5,250	26,538	368,492	98	135	87
Adults 18+		4,063	21,225	291,940	Pop. & Adl. 18+ index based on all pubs		
Competition Pubs		4	13	474	90	129	86
Adults 18+ per Competition Pub		1,016	1,633	616	9	13	61
% Adults Likely to Drink		79.0%	79.0%	80.0%	148	238	90
Affluence	Low	72.4%	58.3%	48.8%	99	99	100
	Medium	27.3%	36.3%	39.2%	218	176	147
	High	0.3%	2.5%	10.6%	71	95	103
Mean Net Disposable income (Epa)		£12,134	£14,565	£18,315	1	9	38
Age Profile	18-24	725	5,758	31,297	54	64	81
	25-34	705	3,454	52,703	162	255	100
	35-44	663	3,317	50,517	99	96	106
	45-64	1,130	5,113	88,775	94	93	102
	65+	840	3,583	68,648	86	77	96

*Affluence does not include Not Private Households

Mean Net Disposable income (Epa)		£12,134	£14,565	£18,315	54	64	81
Age Profile	18-24	725	5,758	31,297	162	255	100
	25-34	705	3,454	52,703	99	96	106
	35-44	663	3,317	50,517	94	93	102
	45-64	1,130	5,113	88,775	86	77	96
	65+	840	3,583	68,648	83	70	97



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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	3,242	15,212	142,928	287	258	176
Midlife - Young Kids	34	418	8,422	8	18	26
Midlife - Carefree	202	1,354	32,280	32	40	70
Mature	585	3,622	104,287	33	39	81
Not Private Households	0	619	4,023	0	24,104	11,390
Total	4,063	21,225	291,940			



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Per Pub - Lord Nelson Hotel

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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WT= Walktime, DT= Drivetime

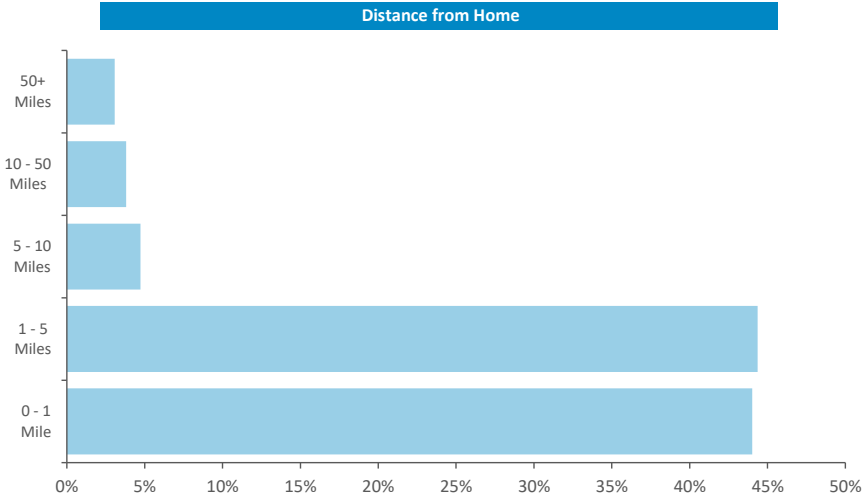
Adults 18+	4,063	21,225	291,940
Number of Competition Pubs	4	13	474
Adults 18+ per Competition Pub	1,016	1,633	616

- Over GB Average
- Around GB Average
- Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	564	13.9%	177
Family Pub Dining	0	504	12.4%	137
Great Pub Great Food	0	458	11.3%	67
Leisure	0	383	9.4%	94
Mainstream	0	704	17.3%	124
Premium	0	494	12.2%	85
Restaurant	0	868	21.4%	93
Super Premium	0	88	2.2%	55

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	6	2,655	12.5%	160
Family Pub Dining	1	2,416	11.4%	125
Great Pub Great Food	0	2,484	11.7%	70
Leisure	2	1,953	9.2%	92
Mainstream	4	3,502	16.5%	118
Premium	0	2,631	12.4%	87
Restaurant	0	4,463	21.0%	91
Super Premium	0	499	2.4%	60

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	137	31,292	10.7%	137
Family Pub Dining	28	31,077	10.7%	117
Great Pub Great Food	18	40,907	14.0%	84
Leisure	73	28,396	9.7%	97
Mainstream	94	46,351	15.9%	114
Premium	32	38,495	13.2%	92
Restaurant	90	63,177	21.6%	94
Super Premium	2	8,184	2.8%	71



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Competition - Lord Nelson Hotel



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
12	Meze Bar And Grill	HU 5 2PP	Independent Free	Restaurant	14.8%	0.77
5	Sanctuary Bar	HU 6 7RX	Wetherspoons GB	Mainstream	13.5%	0.47
16	Goodfellowship Inn	HU 5 4AT	Marston's	Classic	13.3%	0.87
3	Cross Keys Hotel	HU 6 7UP	Stonegate Pub Company	Classic	11.2%	0.25
7	Old Grey Mare	HU 5 2EG	Greene King	Family Pub Dir	11.1%	0.68
8	Rising Sun	HU 6 7AG	Marston's	Classic	9.3%	0.69
20	Grandale	HU 7 4BL	Star Pubs & Bars	Classic	9.3%	0.95
15	Roots Bar	HU 5 2ND	Independent Free	Restaurant	6.1%	0.87
19	Barista	HU 5 2ER	Independent Free	Restaurant	4.7%	0.94
4	Asylum	HU 6 7RX	Independent Free	Leisure	2.8%	0.47
11	Gardeners Arms	HU 5 2PP	Mitchells & Butlers	Mainstream	2.2%	0.77
13	Dancing Goat	HU 6 7LG	Independent Free	Mainstream	1.1%	0.78
14	Pint and Pot	HU 6 9RR	Marston's	Classic	0.5%	0.82
0	Lord Nelson Hotel	HU 6 7UA	Star Pubs & Bars	Classic	0.0%	0.00
1	Marist Sporting Club	HU 6 7TX	Independent Free	Classic	0.0%	0.09
2	Pilot	HU 6 9NA	Admiral Taverns Ltd	Classic	0.0%	0.25
6	University Of Hull	HU 6 7RX	Independent Free	Mainstream	0.0%	0.47
9	Marist Social Centre	HU 5 2DA	Independent Free	Mainstream	0.0%	0.70
10	Haworth Arms	HU 6 7LD	Stonegate Pub Company	Classic	0.0%	0.77
17	Kingston Bowling Club	HU 5 1LU	Independent Free	Leisure	0.0%	0.89
18	El Chupitos	HU 5 2EP	Independent Free	Restaurant	0.0%	0.91

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

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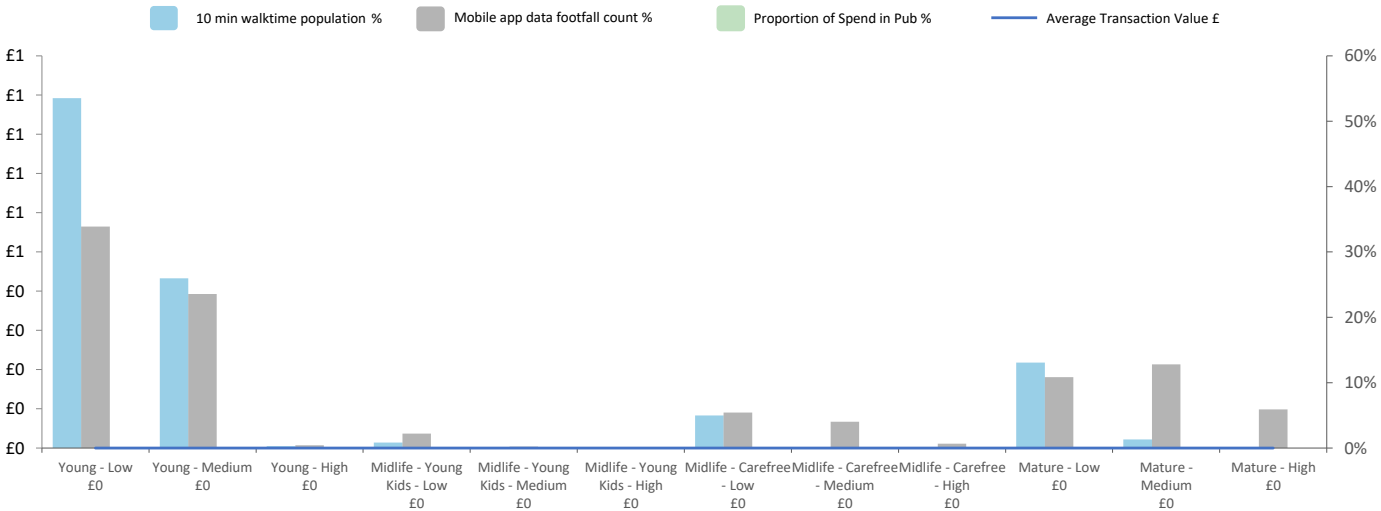
Catchment Summary - Lord Nelson Hotel

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
56945	Lord Nelson Hotel	HU 6 7UA	Star Pubs & Bars	Classic	9



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Lord Nelson Hotel

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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	5,250	26,538	368,492	98	135	87
Adults 18+	4,063	21,225	291,940	90	129	86
Competition Pubs	4	13	474	9	13	61
Adults 18+ per Competition Pub	1,016	1,633	616	148	238	90
% Adults Likely to Drink	79.0%	79.0%	80.0%	99	99	100

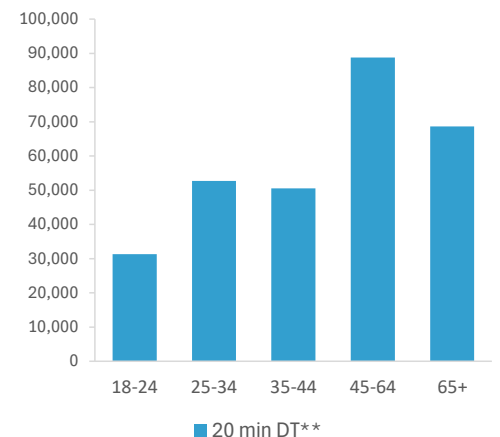
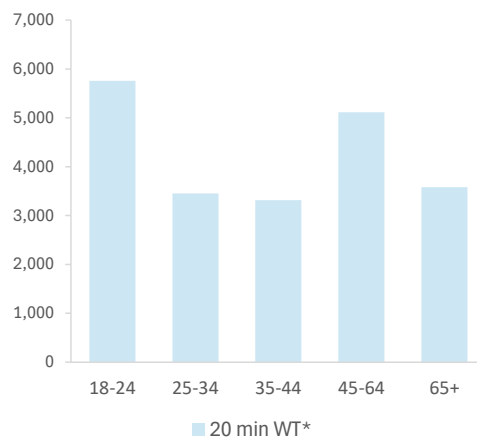
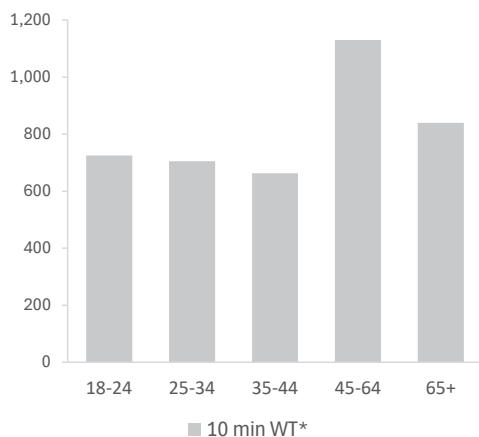
Population & Adults 18+ index is based on all pubs

Affluence	Low	72.4%	58.3%	48.8%	218	176	147
	Medium	27.3%	36.3%	39.2%	71	95	103
	High	0.3%	2.5%	10.6%	1	9	38

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)		£12,134	£14,565	£18,315	54	64	81
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Age Profile	18-24	725	5,758	31,297	162	255	100
	25-34	705	3,454	52,703	99	96	106
	35-44	663	3,317	50,517	94	93	102
	45-64	1,130	5,113	88,775	86	77	96
	65+	840	3,583	68,648	83	70	97



		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	2,451 (47%)	13,286 (50%)	183,964 (50%)	95	102	102
	Female	2,799 (53%)	13,252 (50%)	184,528 (50%)	105	98	98
Economic Status (16+)	Employed: Full-time	1,135 (27%)	5,981 (27%)	104,678 (35%)	79	80	102
	Employed: Part-time	487 (12%)	2,360 (11%)	38,826 (13%)	97	90	108
	Self employed	186 (4%)	980 (4%)	18,646 (6%)	48	48	67
	Unemployed	213 (5%)	745 (3%)	10,284 (3%)	184	124	124
	Full-time student	95 (2%)	1,374 (6%)	7,229 (2%)	90	251	96
	Retired	809 (19%)	3,391 (15%)	64,298 (21%)	88	71	98
	Other	1,288 (31%)	7,108 (32%)	57,242 (19%)	172	182	107
Total Worker Count		1,186	7,478	183,410			

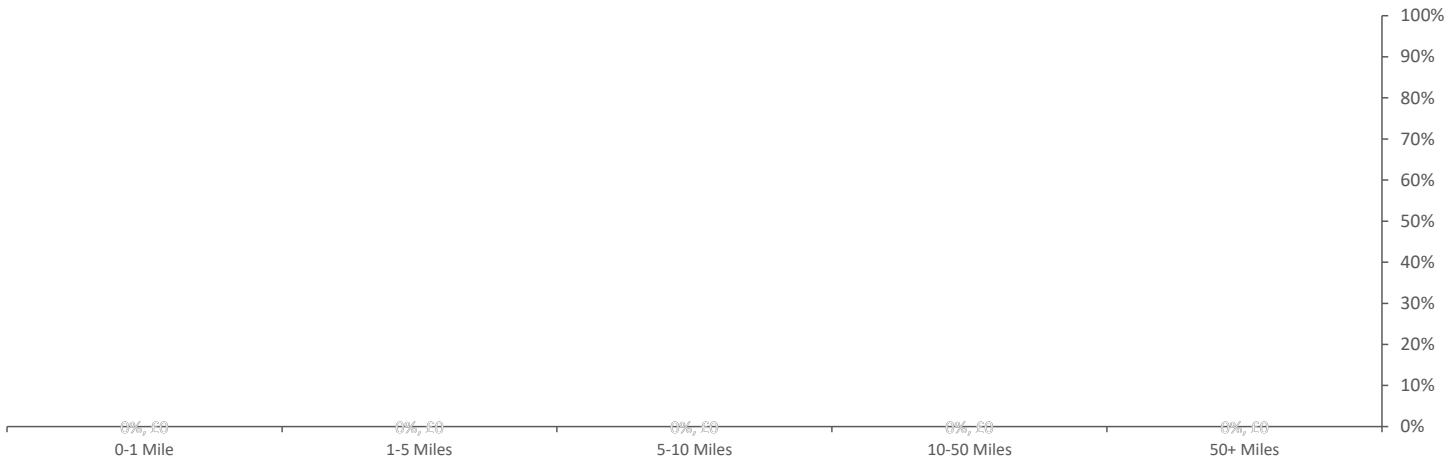
See the Glossary page for further information on the above variables

Transactional Data Summary - Lord Nelson Hotel



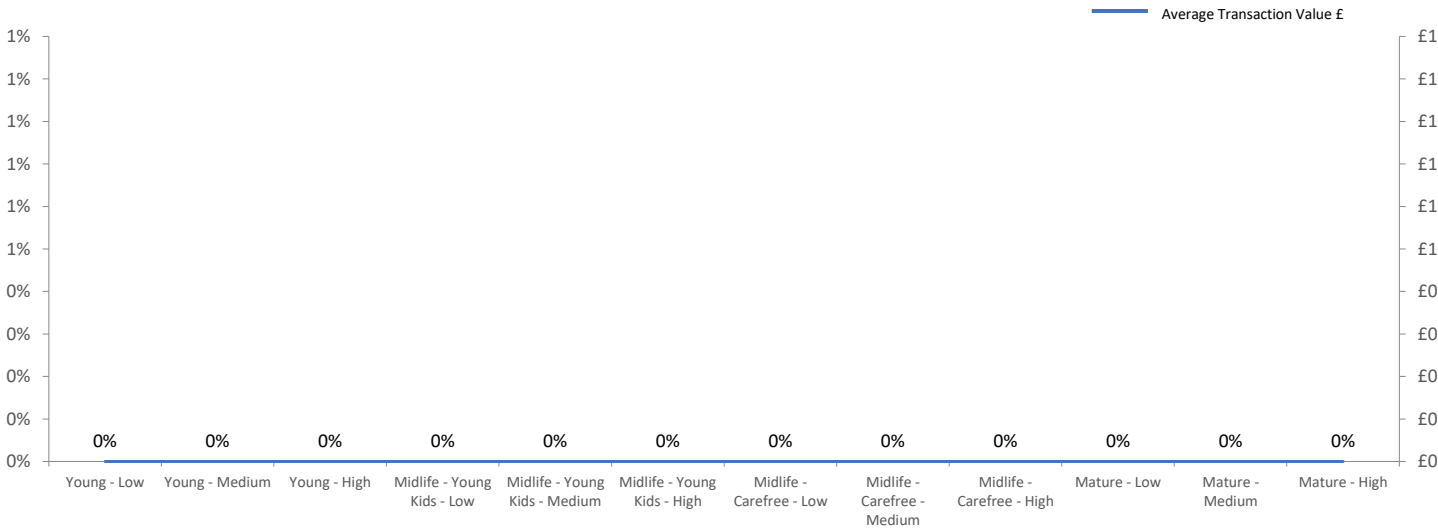
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Spend by Polaris and Distance from Home



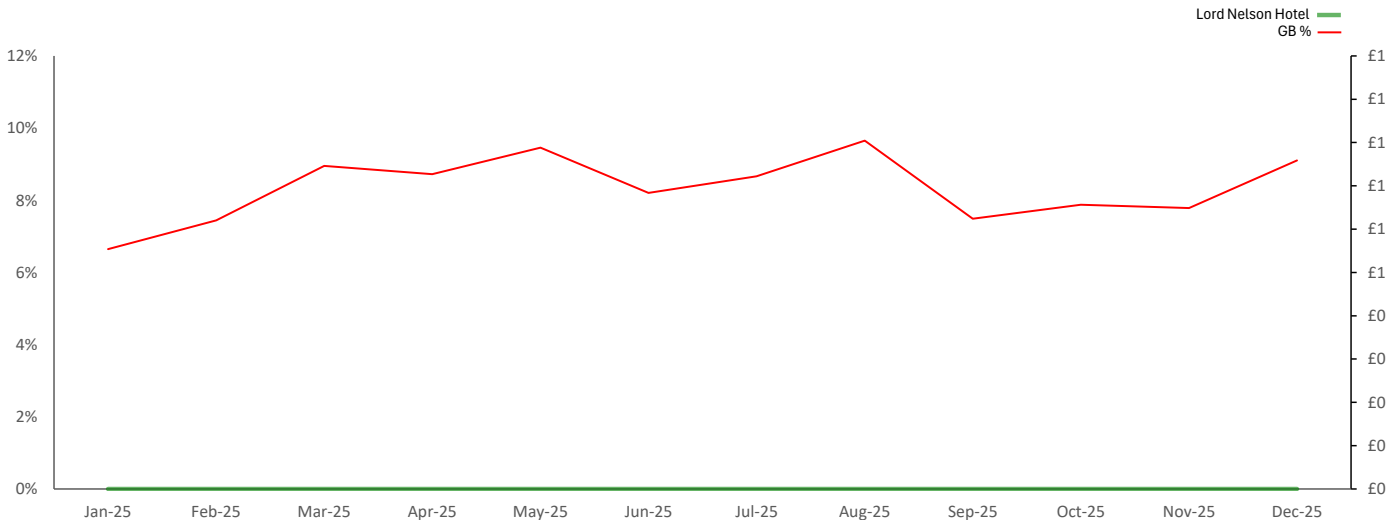
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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



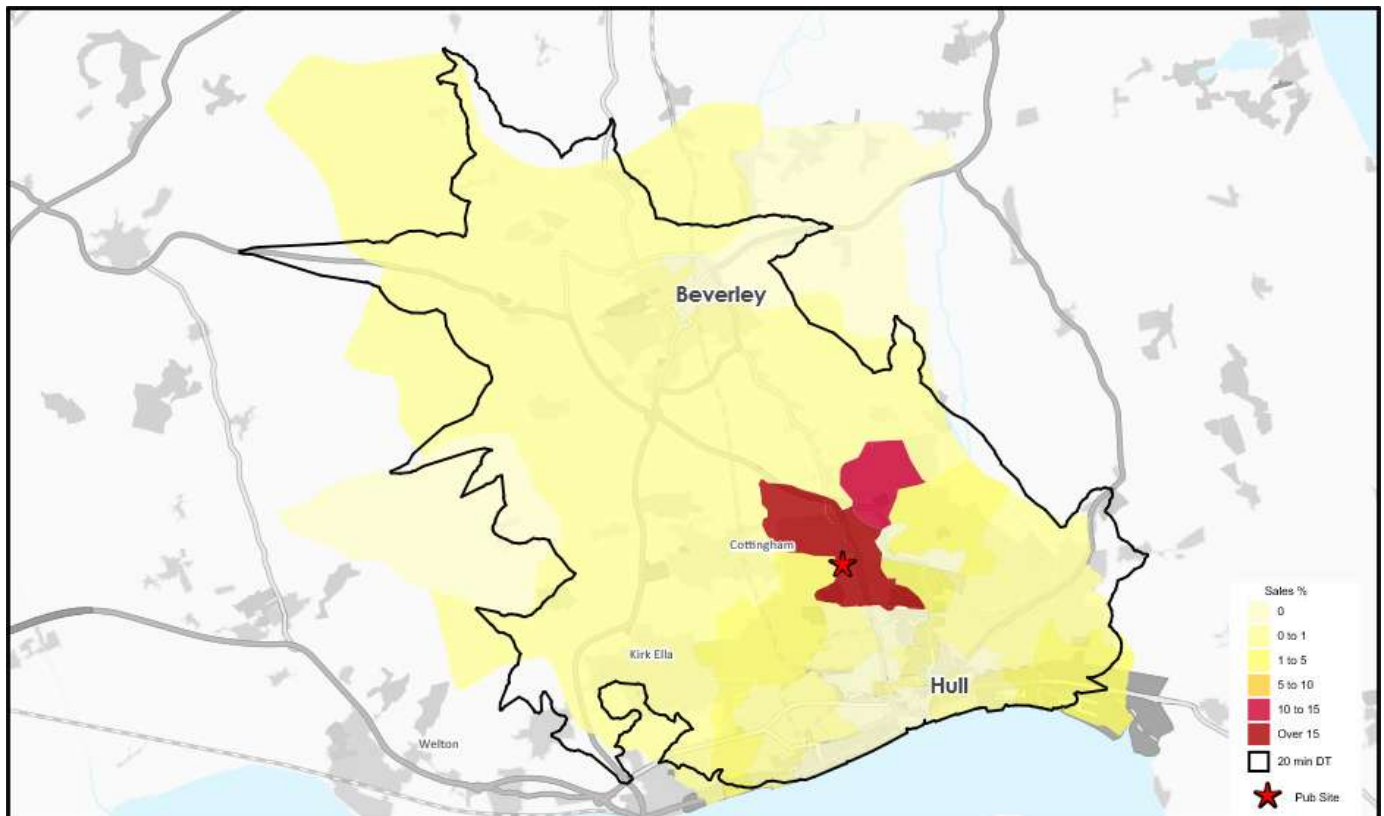
Seasonality of the spend split by month

Lord Nelson Hotel 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

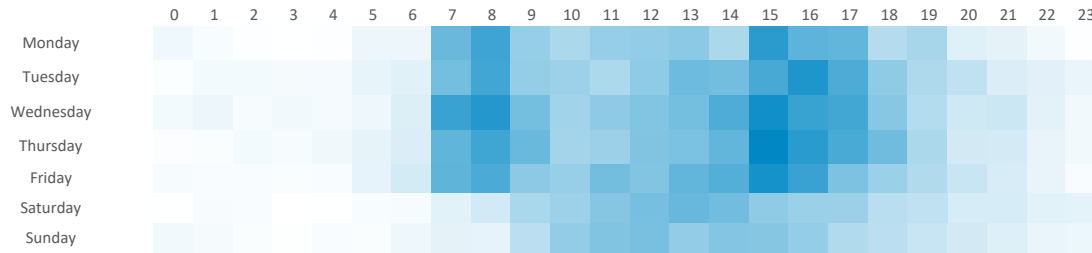
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Lord Nelson Hotel



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

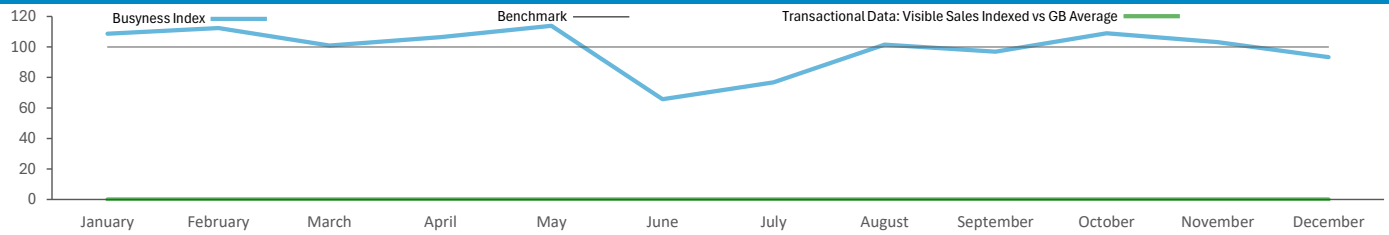
Mobile Data Summary - Lord Nelson Hotel

Time of Day/Day of Week



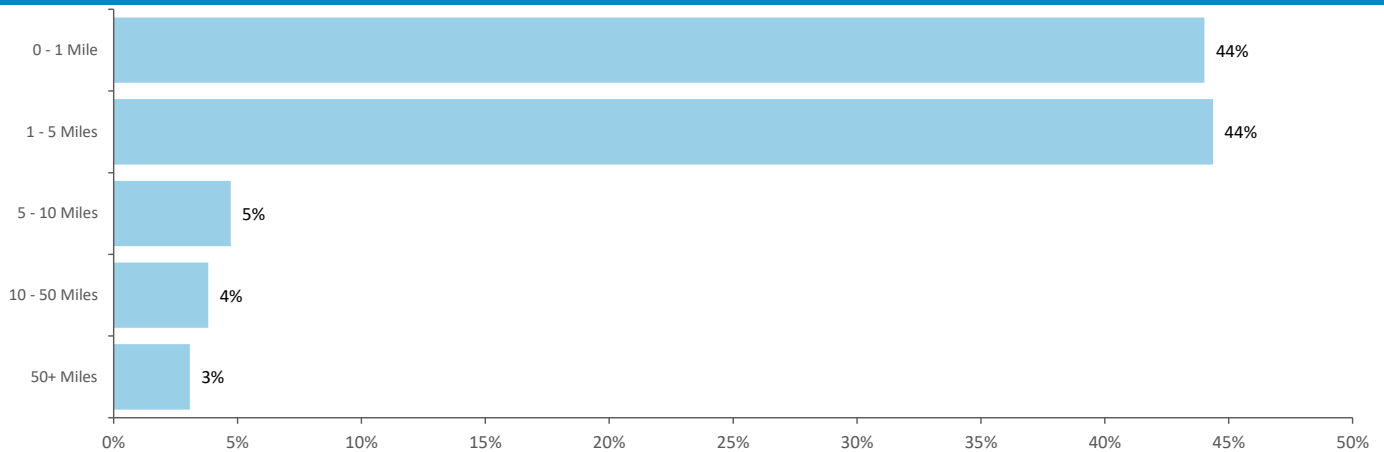
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

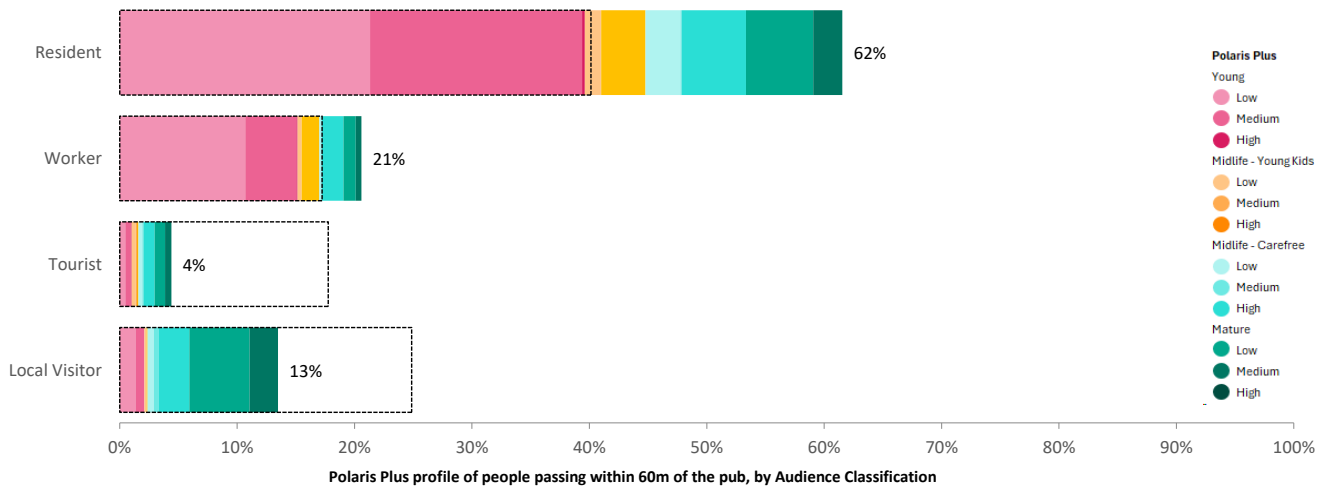
Distance from Home



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

Audience Classification by Polaris Plus

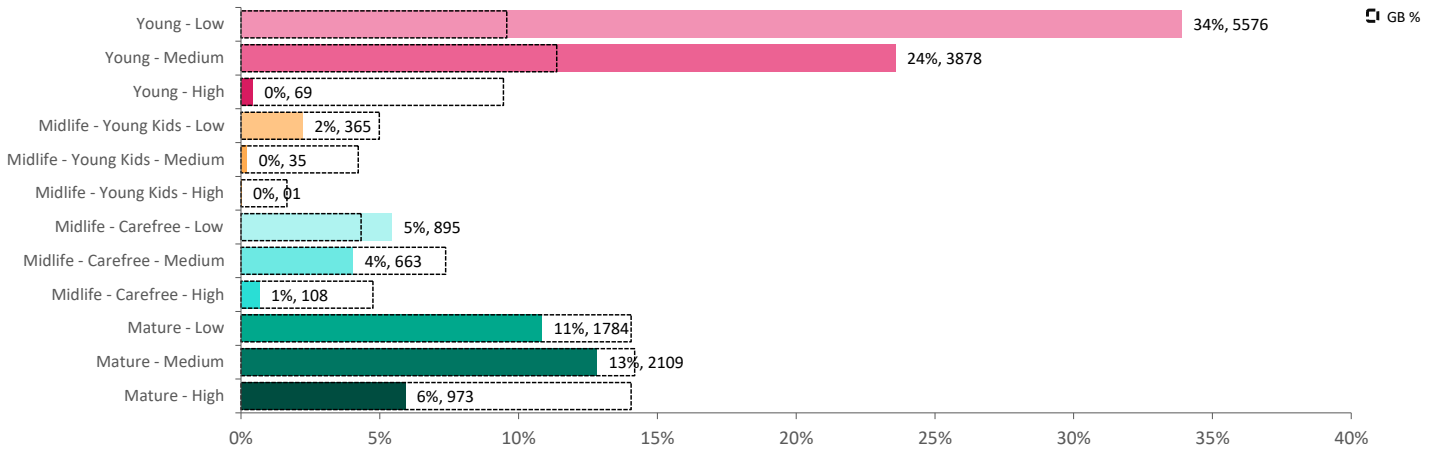
Base: GB



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

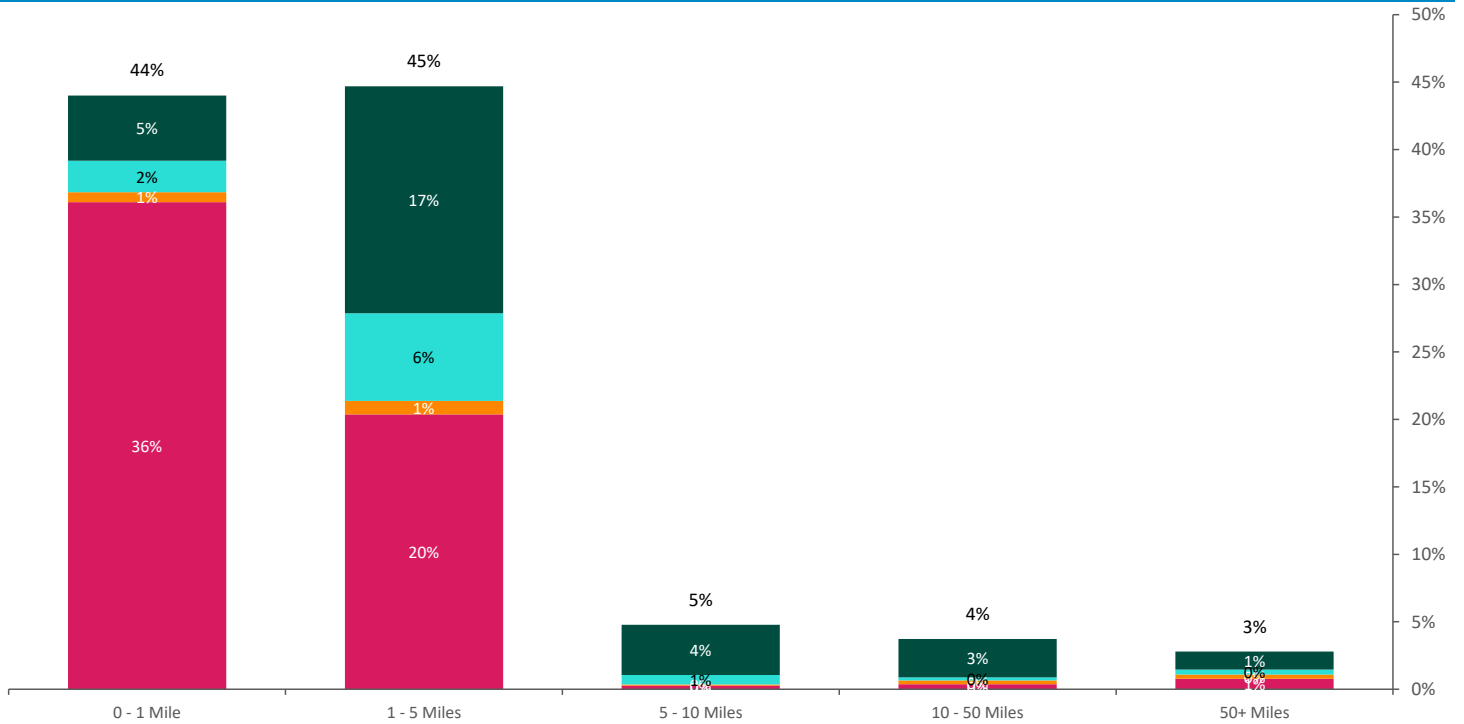
Mobile Data Summary - Lord Nelson Hotel

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



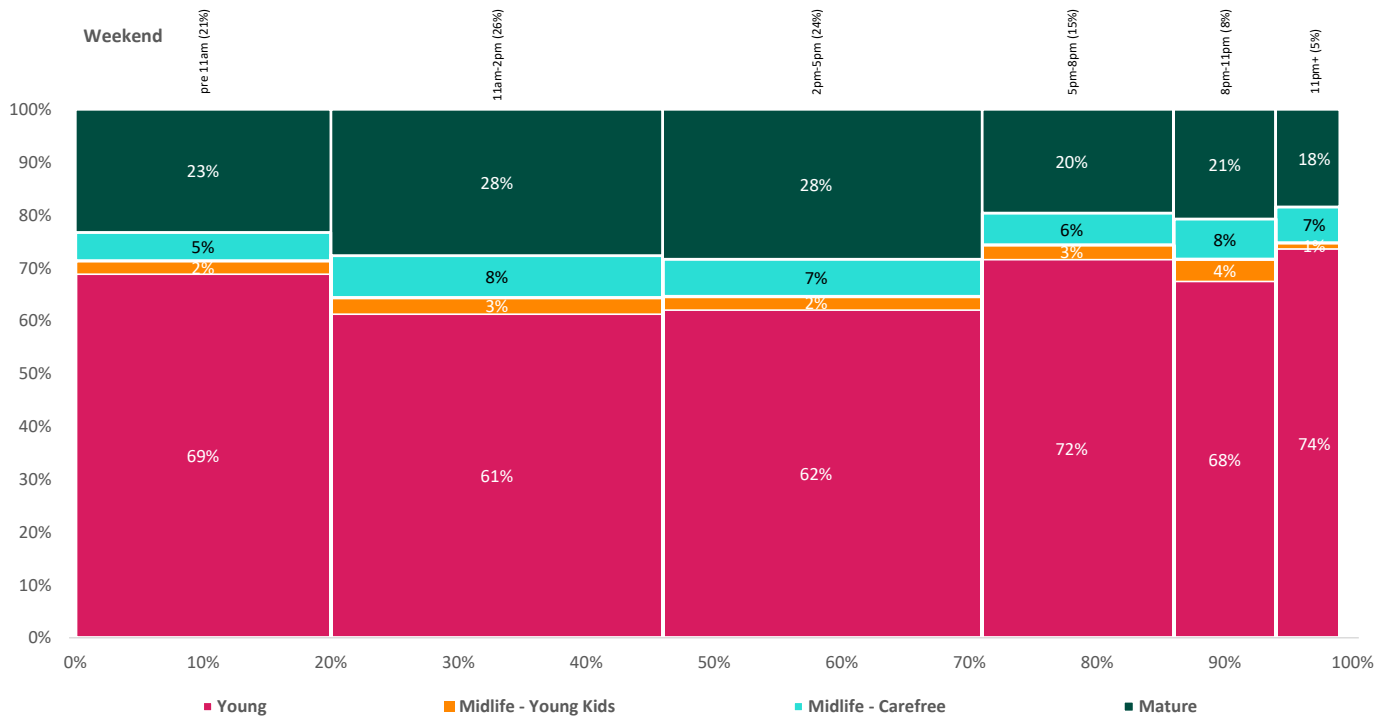
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	1,429	822	1,226	676	236	112	4,502
Midlife - Carefree	544	247	547	181	46	17	1,583
Midlife - Young Kids	112	68	112	49	17	21	379
Young	2,670	1,541	2,207	1,710	616	412	9,156
All	4,755	2,678	4,092	2,617	916	562	15,620

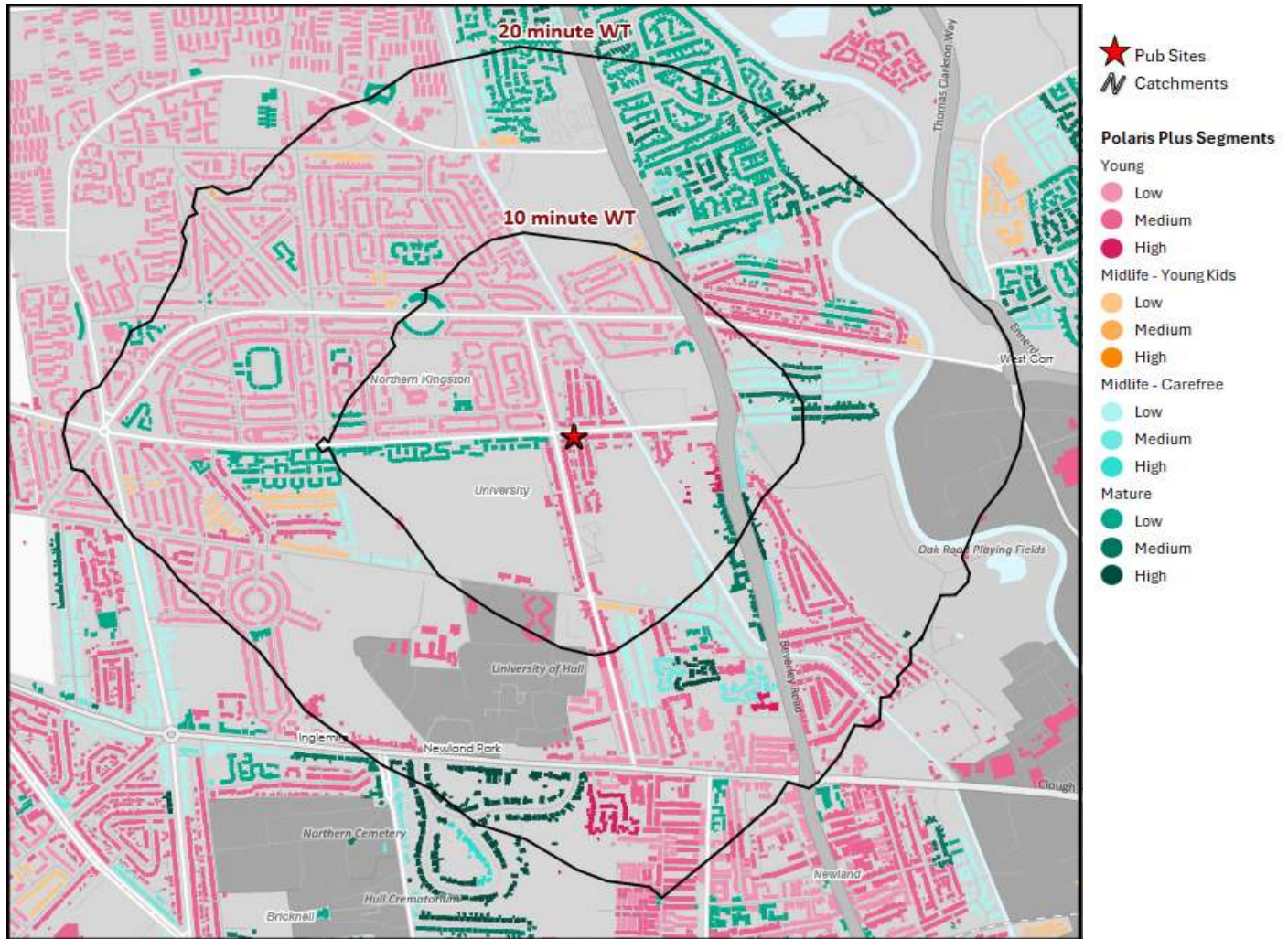
Time of Day by Polaris: Weekend (Saturday and Sunday)



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	204	312	295	130	73	41	1,055
Midlife - Young Kids	48	90	74	40	27	15	295
Midlife - Carefree	21	34	25	18	14	2	114
Mature	607	693	649	475	239	164	2,827
All	880	1,129	1,043	663	353	223	4,291

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

Polaris Plus Summary - Lord Nelson Hotel



Polaris Plus Profile by Catchment

*WT= Walktime, **DT= Drivetime

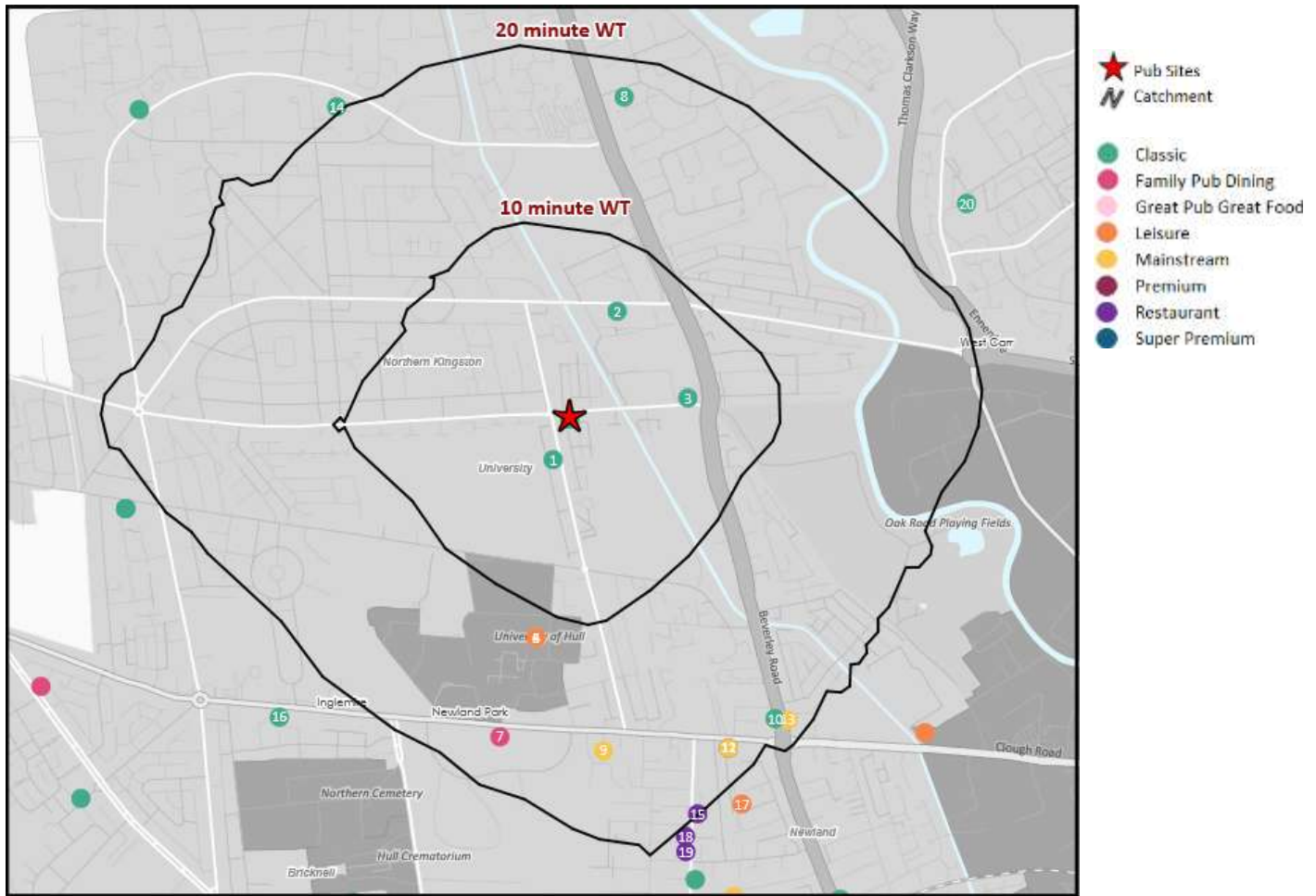
Polaris Plus Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young						
Low	2,175	8,512	77,521	545	408	270
Medium	1,055	6,566	62,767	236	281	195
High	12	134	2,640	4	9	14
Midlife - Young Kids						
Low	34	418	7,871	15	35	48
Medium	0	0	548	0	0	4
High	0	0	3	0	0	0
Midlife - Carefree						
Low	202	1,000	16,642	117	111	134
Medium	0	328	10,384	0	22	50
High	0	26	5,254	0	3	39
Mature						
Low	532	2,443	40,523	97	85	103
Medium	53	802	40,825	8	24	89
High	0	377	22,939	0	12	52
Not Private Households	0	619	4,023	0	273	129
Total	4,063	21,225	291,940			

Over GB Average

Around GB Average

Under GB Average

CGA Summary - Lord Nelson Hotel



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	Lord Nelson Hotel	HU 6 7UA	Star Pubs & Bars	Classic	0.0%	0.0%	0.00
1	Marist Sporting Club	HU 6 7TX	Independent Free	Classic	0.0%	0.0%	0.09
2	Pilot	HU 6 9NA	Admiral Taverns Ltd	Classic	0.0%	0.0%	0.25
3	Cross Keys Hotel	HU 6 7UP	Stonegate Pub Company	Classic	11.2%	95.2%	0.25
4	Asylum	HU 6 7RX	Independent Free	Leisure	2.8%	94.4%	0.47
5	Sanctuary Bar	HU 6 7RX	Wetherspoons GB	Mainstream	13.5%	73.2%	0.47
6	University Of Hull	HU 6 7RX	Independent Free	Mainstream	0.0%	0.0%	0.47
7	Old Grey Mare	HU 5 2EG	Greene King	Family Pub Dining	11.1%	75.4%	0.68
8	Rising Sun	HU 6 7AG	Marston's	Classic	9.3%	97.5%	0.69
9	Marist Social Centre	HU 5 2DA	Independent Free	Mainstream	0.0%	0.0%	0.70
10	Haworth Arms	HU 6 7LD	Stonegate Pub Company	Classic	0.0%	0.0%	0.77
11	Gardeners Arms	HU 5 2PP	Mitchells & Butlers	Mainstream	2.2%	87.1%	0.77
12	Meze Bar And Grill	HU 5 2PP	Independent Free	Restaurant	14.8%	88.7%	0.77
13	Dancing Goat	HU 6 7LG	Independent Free	Mainstream	1.1%	87.0%	0.78
14	Pint and Pot	HU 6 9RR	Marston's	Classic	0.5%	97.0%	0.82
15	Roots Bar	HU 5 2ND	Independent Free	Restaurant	6.1%	80.4%	0.87
16	Goodfellowship Inn	HU 5 4AT	Marston's	Classic	13.3%	87.9%	0.87
17	Kingston Bowling Club	HU 5 1LU	Independent Free	Leisure	0.0%	0.0%	0.89
18	El Chupitos	HU 5 2EP	Independent Free	Restaurant	0.0%	0.0%	0.91
19	Barista	HU 5 2ER	Independent Free	Restaurant	4.7%	81.9%	0.94
20	Grandale	HU 7 4BL	Star Pubs & Bars	Classic	9.3%	96.0%	0.95

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 - Lord Nelson Hotel

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Around GB Average
Under GB Average

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Leisure	73	28,396	9.7%	97
Mainstream	94	46,351	15.9%	114
Premium	32	38,495	13.2%	92
Restaurant	90	63,177	21.6%	94
Super Premium	2	8,184	2.8%	71

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.	
Consumer Insight	Young 18-34 year olds Wanting to look good in the group "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."
	Midlife 'Parents' 35-54 year olds Children under 12 at home "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"
	Midlife 'Carefree' 35-54 year olds No children under 12 at home "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."
Product needs	Mature 55+ year olds "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"
	- 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
Product needs	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.	
	