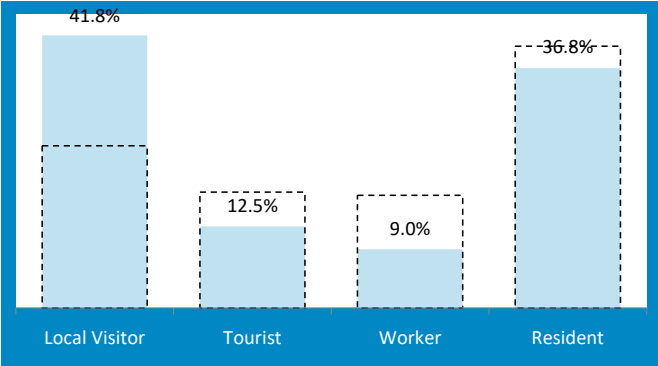
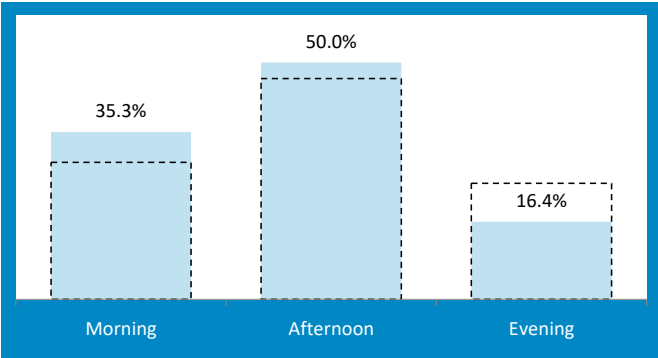
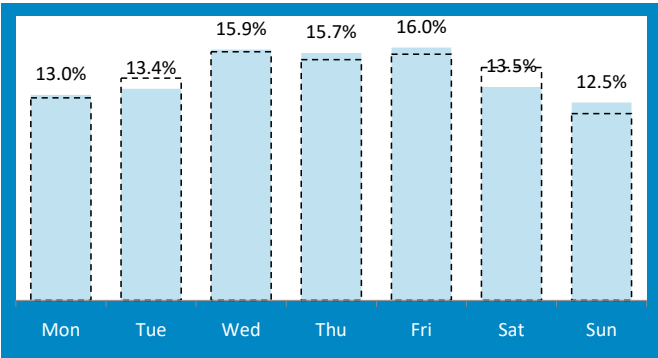


Area Quick Stats

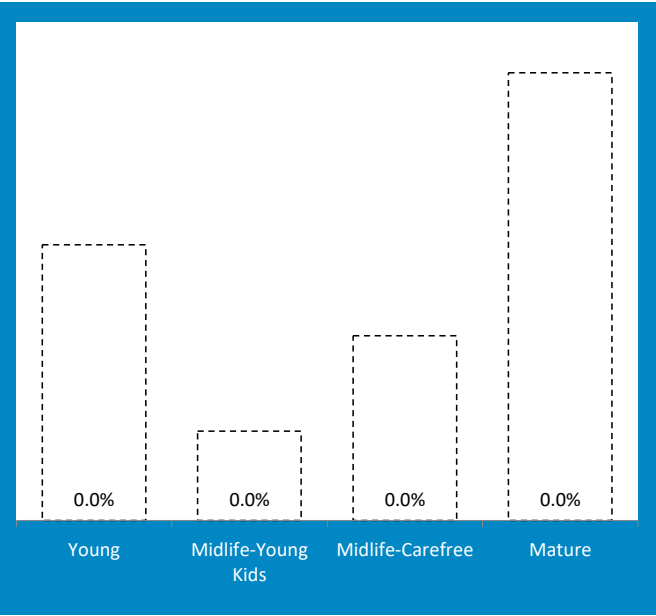
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		1,057	5,344
Adult Pop		811	4,529
Affluence	Low	0%	33%
	Medium	51%	38%
	High	49%	27%
Young		4%	28%
Midlife Young Kids		0%	11%
Midlife Carefree		45%	16%
Mature		52%	44%
Competition Count		1	43

Visitors



Spend Profile

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



Catchment Summary - Sun

Over GB Average

Around GB Average

Under GB Average

*WT= Walktime

**DT= Drivetime

	Catchment Size (Counts)		
	10 min WT*	20 min WT*	20 min DT**
Population	1,057	6,017	530,219
Adults 18+	811	4,798	413,838
Competition Pubs	1	5	705
Adults 18+ per Competition Pub	811	960	587
% Adults Likely to Drink	82.0%	82.0%	80.0%

Affluence	Low	0.0%	8.5%	11.1%
	Medium	50.8%	31.8%	39.8%
	High	49.2%	58.1%	47.9%

*Affluence does not include Not Private Households

Mean Net Disposable income (Epa)	£29,825	£28,820	£25,617
----------------------------------	---------	---------	---------

Age Profile	18-24	97	386	39,495
	25-34	108	534	67,762
	35-44	142	730	75,984
	45-64	277	1,637	138,687
	65+	187	1,511	91,910

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
20	31	125

Pop. & Adl. 18+ index based on all pubs

18	29	122
2	5	90
118	140	86
103	103	100

0	25	34
133	83	104
179	211	174

132	128	113
-----	-----	-----

108	75	88
76	66	95
99	90	106
104	108	104
92	130	90



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★ Pub Sites

N Catchment

Young

Low

Medium

High

Midlife - Young Kids

Low

Medium

High

Midlife - Carefree

Low

Medium

High

Mature

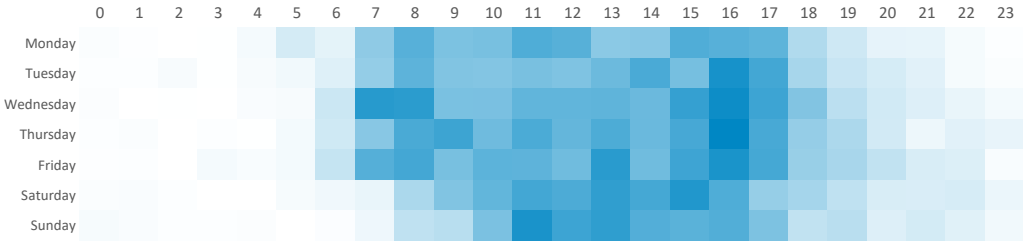
Low

Medium

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	29	247	87,425	13	18	76
Midlife - Young Kids	0	361	70,361	0	69	156
Midlife - Carefree	362	1,917	110,081	283	253	169
Mature	420	2,194	141,003	117	103	77
Not Private Households	0	79	4,968	0	13,609	9,922
Total	811	4,798	413,838			



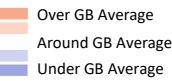
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Per Pub - Sun

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

WT= Walktime, DT= Drivetime

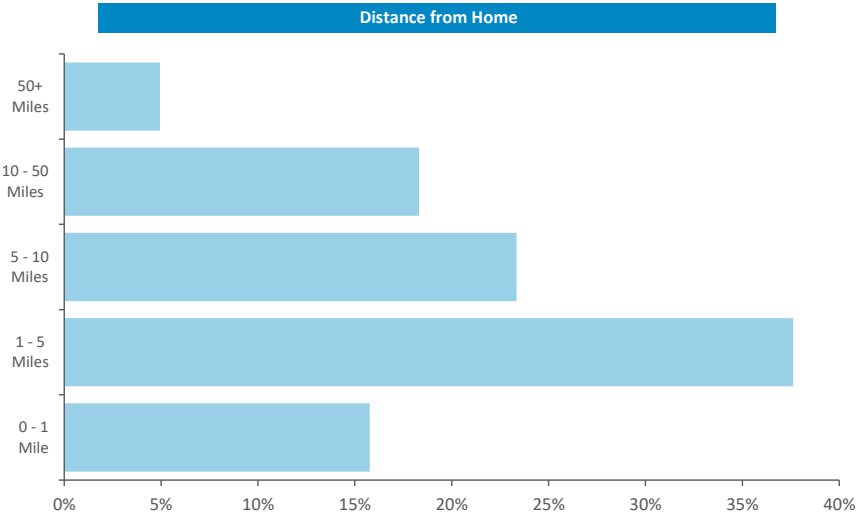
Adults 18+	811	4,798	413,838
Number of Competition Pubs	1	5	705
Adults 18+ per Competition Pub	811	960	587



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	29	3.6%	46
Family Pub Dining	0	56	6.9%	76
Great Pub Great Food	1	175	21.6%	129
Leisure	0	91	11.3%	112
Mainstream	0	89	11.0%	79
Premium	0	129	15.9%	111
Restaurant	0	198	24.4%	106
Super Premium	0	43	5.4%	136

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	178	3.7%	47
Family Pub Dining	0	317	6.6%	73
Great Pub Great Food	2	1,018	21.2%	127
Leisure	2	514	10.7%	107
Mainstream	0	499	10.4%	75
Premium	1	737	15.4%	107
Restaurant	0	1,185	24.7%	107
Super Premium	0	270	5.6%	143

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	7	18,841	4.6%	58
Family Pub Dining	22	29,686	7.2%	79
Great Pub Great Food	108	80,467	19.4%	116
Leisure	123	42,508	10.3%	102
Mainstream	38	46,257	11.2%	80
Premium	114	64,932	15.7%	110
Restaurant	180	103,239	25.0%	108
Super Premium	113	22,821	5.5%	140



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Competition - Sun



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
20	Megans	AL 8 6AP	Chelsea Fine Food Ltd	Restaurant	18.3%	1.05
14	Two Willows	AL 8 6AL	Stonegate Pub Company	Premium	14.7%	1.00
15	Cote	AL 8 6AL	Cote Restaurants	Restaurant	10.8%	1.00
10	Misya Meze and Grill	AL 8 6JQ	Stonegate Pub Company	Restaurant	9.3%	0.90
8	Waggoners	AL 6 9AA	Star Pubs & Bars	Restaurant	8.7%	0.85
13	Doctors Tonic	AL 8 6PR	Greene King	Great Pub Gre:	6.6%	0.92
2	Welwyn Garden City Golf Club	AL 8 7BP	Independent Free	Leisure	6.4%	0.49
17	Pizza Express	AL 8 6BJ	Pizza Express Restaurants Ltd	Restaurant	6.2%	1.01
9	Crooked Chimney	AL 8 7XE	Mitchells & Butlers	Great Pub Gre:	6.1%	0.88
16	Postino Lounge	AL 8 6AA	Loungers	Premium	4.1%	1.01
7	Gosling Sports Park	AL 8 6XD	Independent Free	Leisure	3.4%	0.80
11	Terranova Italian	AL 8 6DF	Independent Free	Restaurant	2.3%	0.91
12	Premier Inn	AL 8 6DQ	Whitbread Hotels	Family Pub Dir:	1.7%	0.91
18	Neem Tree	AL 8 6NU	Independent Free	Restaurant	1.2%	1.03
6	Auberge Du Lac	AL 8 7XG	Independent Free	Restaurant	0.3%	0.70
0	Sun	AL 8 7TN	Star Pubs & Bars	Great Pub Gre:	0.0%	0.00
1	Lemsford Village Hall	AL 8 7TT	Independent Free	Premium	0.0%	0.36
3	Welwyn Rugby Club	AL 8 6HX	Independent Free	Premium	0.0%	0.66
4	Barn Theatre Club	AL 8 6ST	Independent Free	Leisure	0.0%	0.67
5	Brocket Hall Golf Club	AL 8 7XG	Independent Free	Leisure	0.0%	0.70
19	Fu Hao Restaurant	AL 8 6PG	Independent Free	Restaurant	0.0%	1.04

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

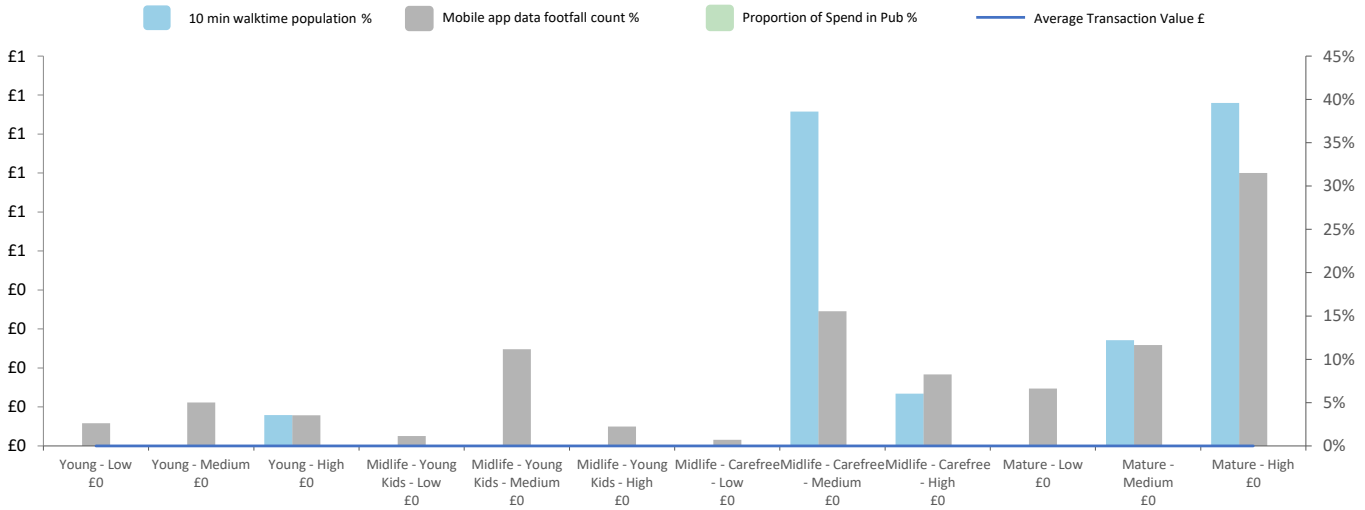
Catchment Summary - Sun

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
1457	Sun	AL 8 7TN	Star Pubs & Bars	Great Pub Great Food	9



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Sun

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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	1,057	6,017	530,219	20	31	125
Adults 18+	811	4,798	413,838	18	29	122
Competition Pubs	1	5	705	2	5	90
Adults 18+ per Competition Pub	811	960	587	118	140	86
% Adults Likely to Drink	82.0%	82.0%	80.0%	103	103	100

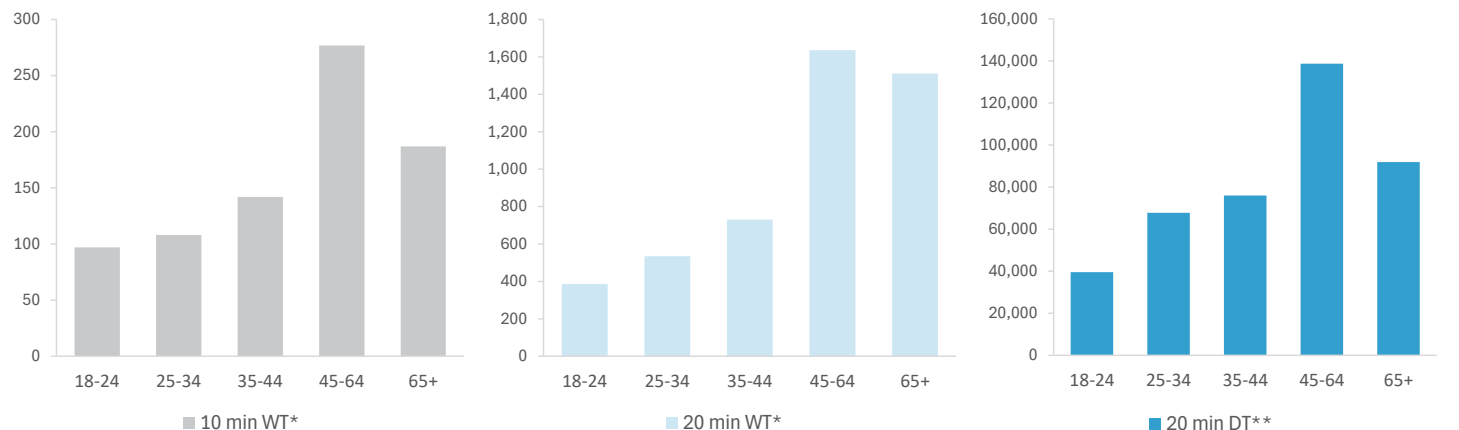
Population & Adults 18+ index is based on all pubs

Affluence	Low	0.0%	8.5%	11.1%	0	25	34
	Medium	50.8%	31.8%	39.8%	133	83	104
	High	49.2%	58.1%	47.9%	179	211	174

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£29,825	£28,820	£25,617	132	128	113
----------------------------------	---------	---------	---------	-----	-----	-----

Age Profile	18-24	97	386	39,495	108	75	88
	25-34	108	534	67,762	76	66	95
	35-44	142	730	75,984	99	90	106
	45-64	277	1,637	138,687	104	108	104
	65+	187	1,511	91,910	92	130	90

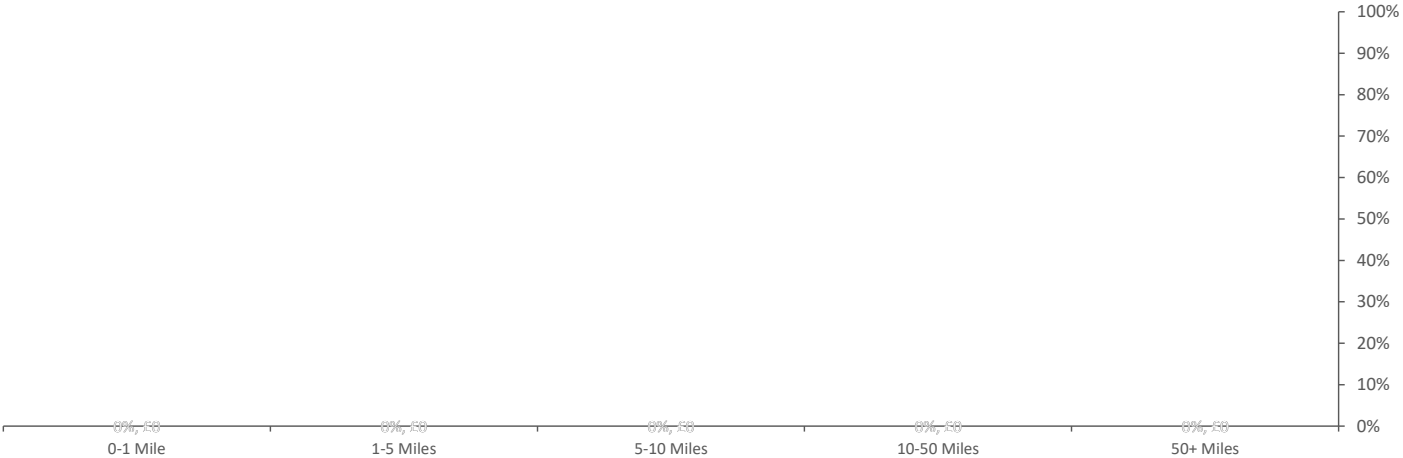


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	540 (51%)	2,858 (47%)	259,568 (49%)	104	97	100
	Female	517 (49%)	3,159 (53%)	270,651 (51%)	96	103	100
Economic Status (16+)	Employed: Full-time	339 (40%)	1,731 (35%)	160,564 (38%)	118	103	110
	Employed: Part-time	128 (15%)	574 (12%)	50,000 (12%)	127	97	98
	Self employed	89 (11%)	480 (10%)	46,990 (11%)	114	105	119
	Unemployed	11 (1%)	67 (1%)	10,592 (2%)	47	49	90
	Full-time student	21 (2%)	85 (2%)	10,848 (3%)	100	69	102
	Retired	158 (19%)	1,415 (29%)	82,873 (19%)	86	131	89
	Other	98 (12%)	597 (12%)	65,979 (15%)	65	68	87
Total Worker Count		229	3,645	268,169			

See the Glossary page for further information on the above variables

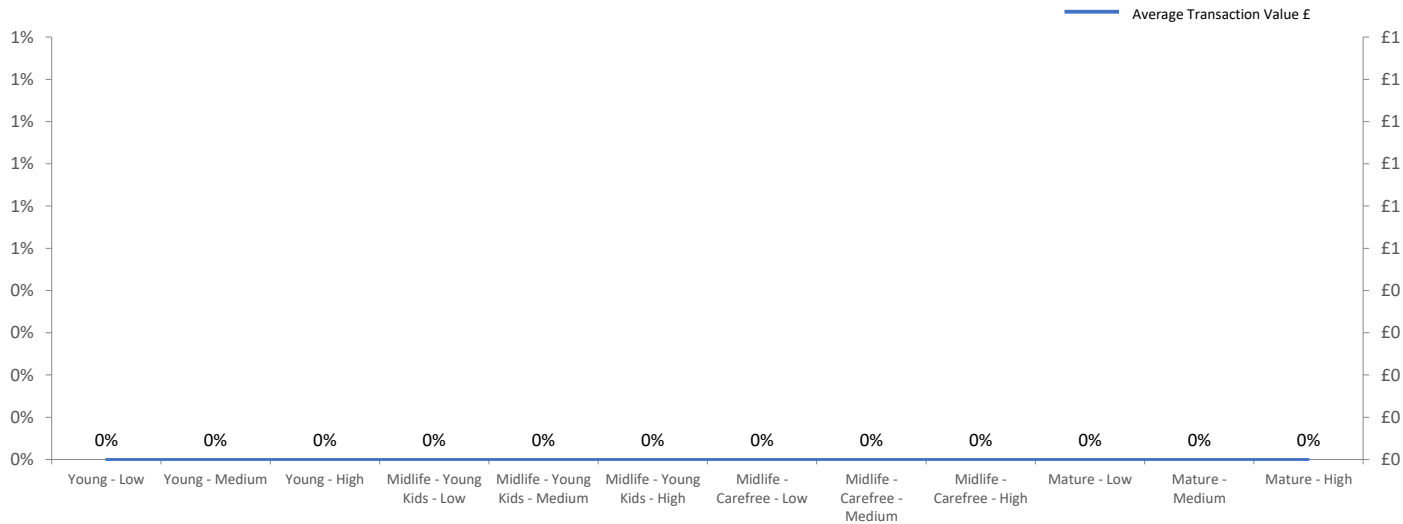
Transactional Data Summary - Sun

Spend by Polaris and Distance from Home



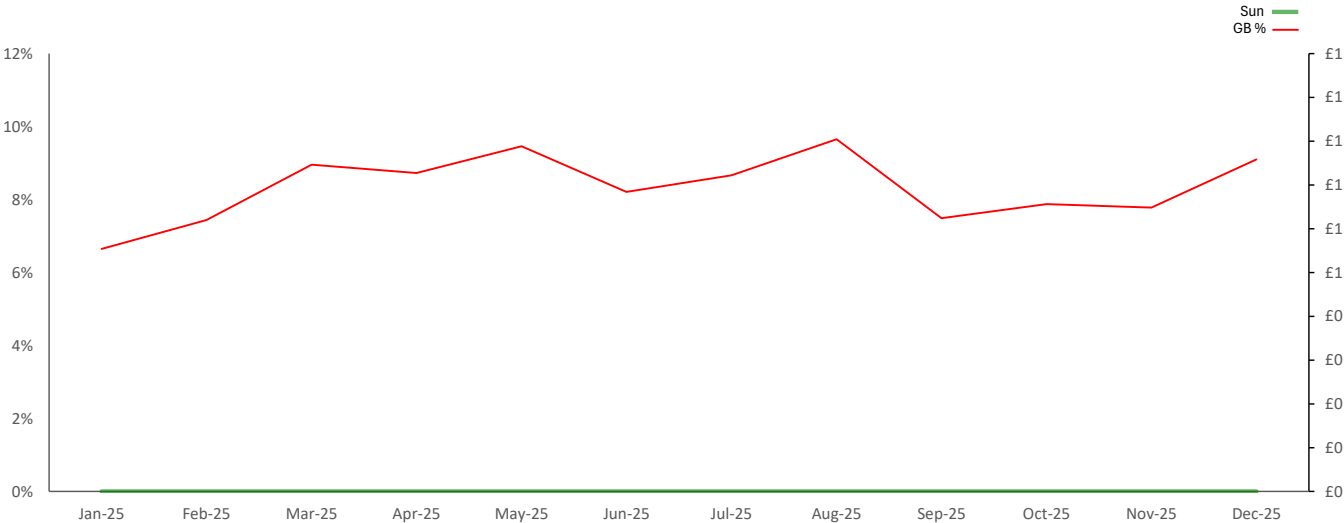
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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

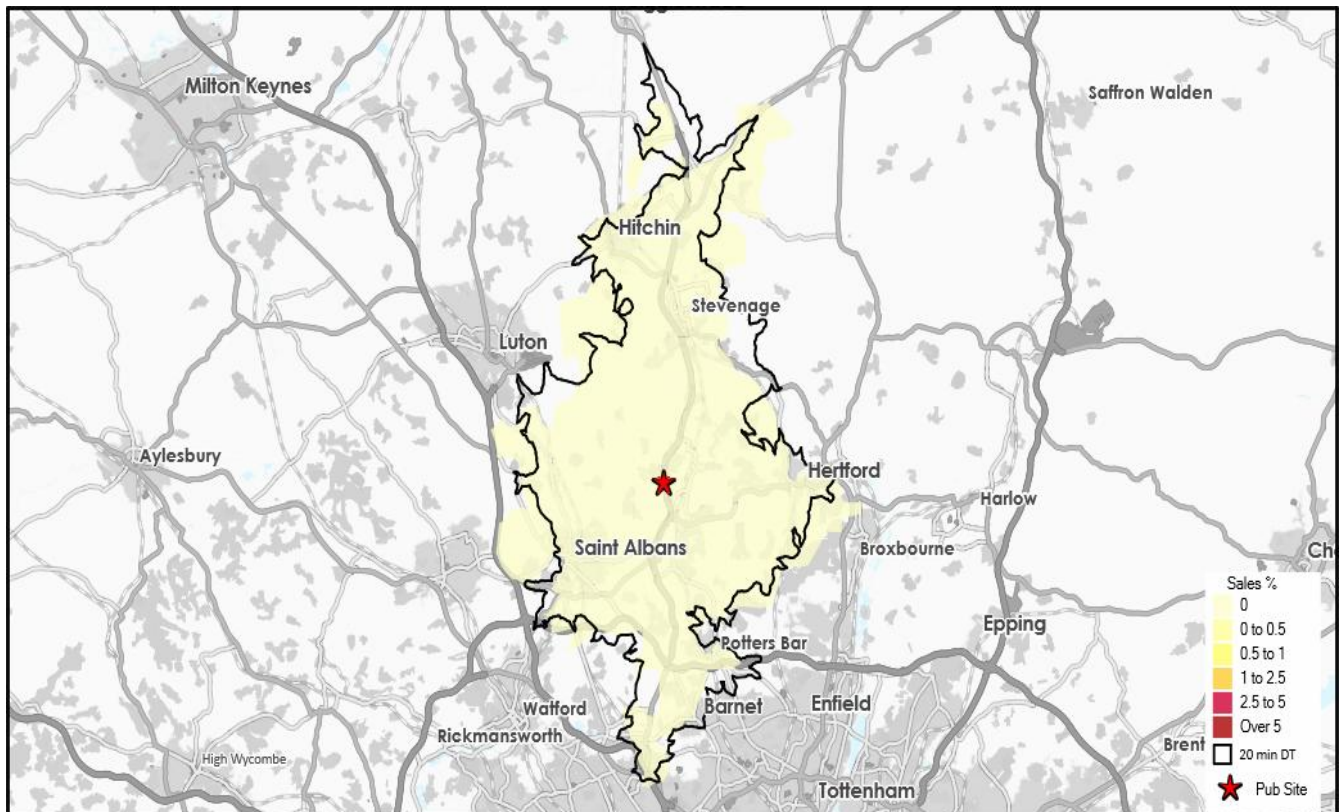


Seasonality of the spend split by month

Transactional Data Maps - Sun

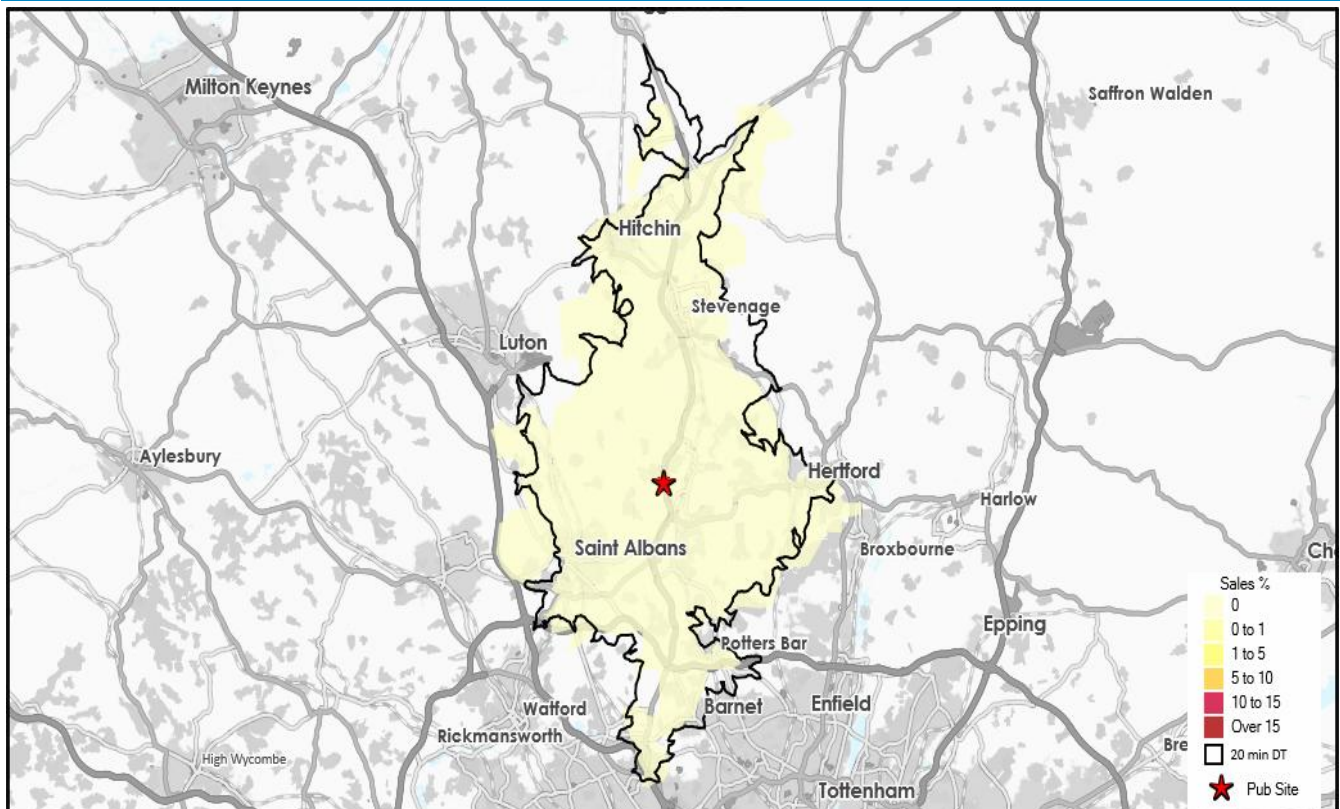
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Sun Share of Spend from Postcode Sectors within 20 minute Drive



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 Sun

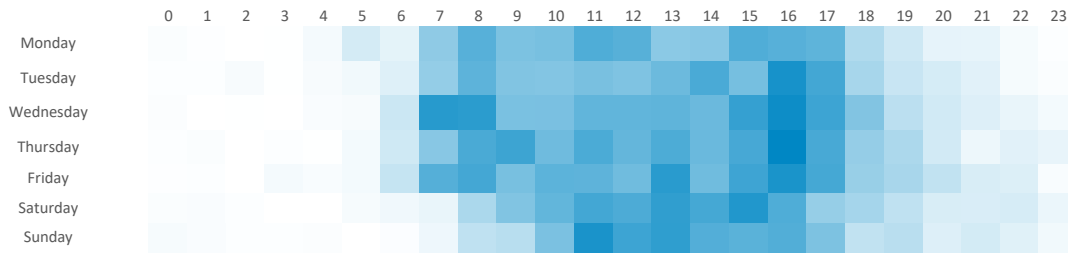


Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Mobile Data Summary - Sun

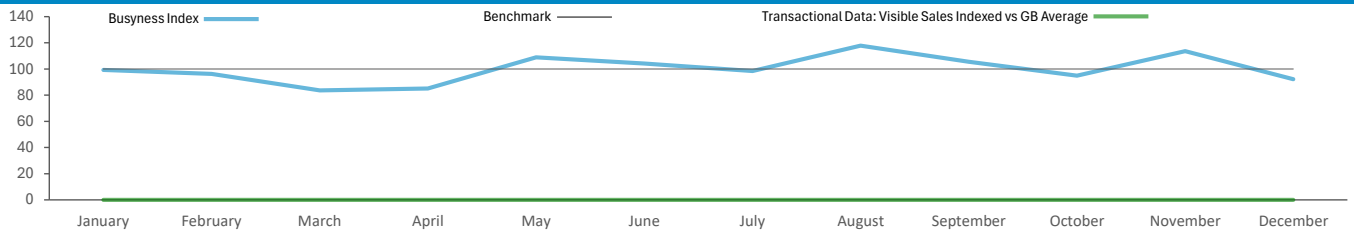
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Time of Day/Day of Week



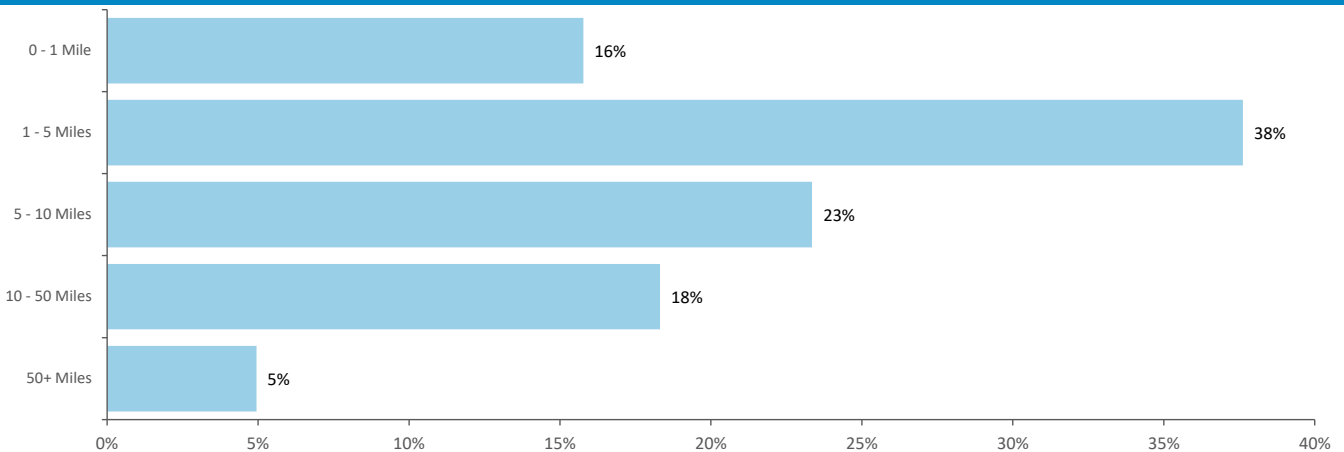
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

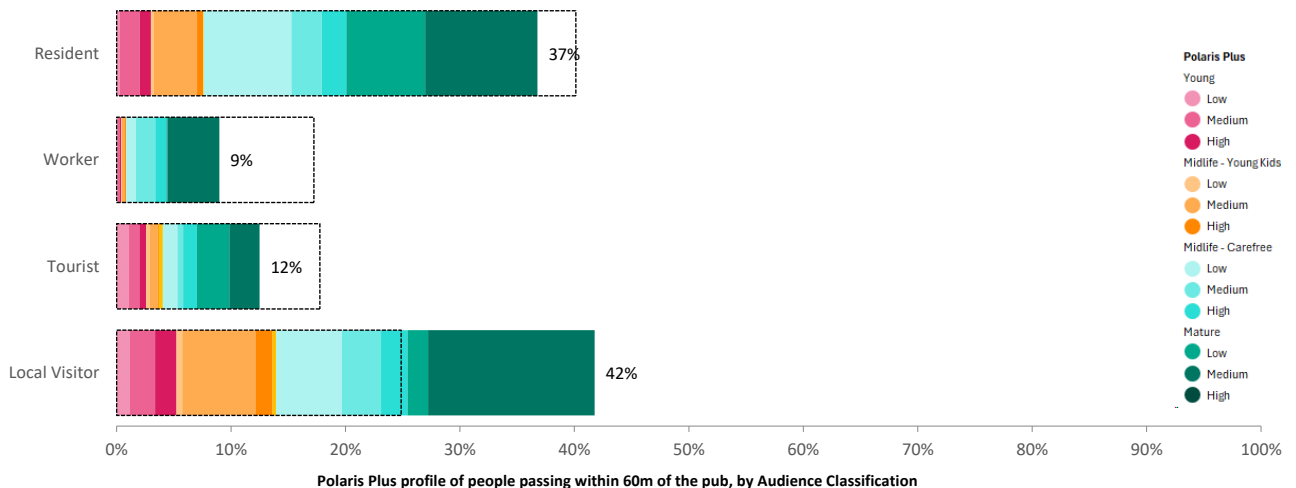
Distance from Home



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

Audience Classification by Polaris Plus

Base: GB

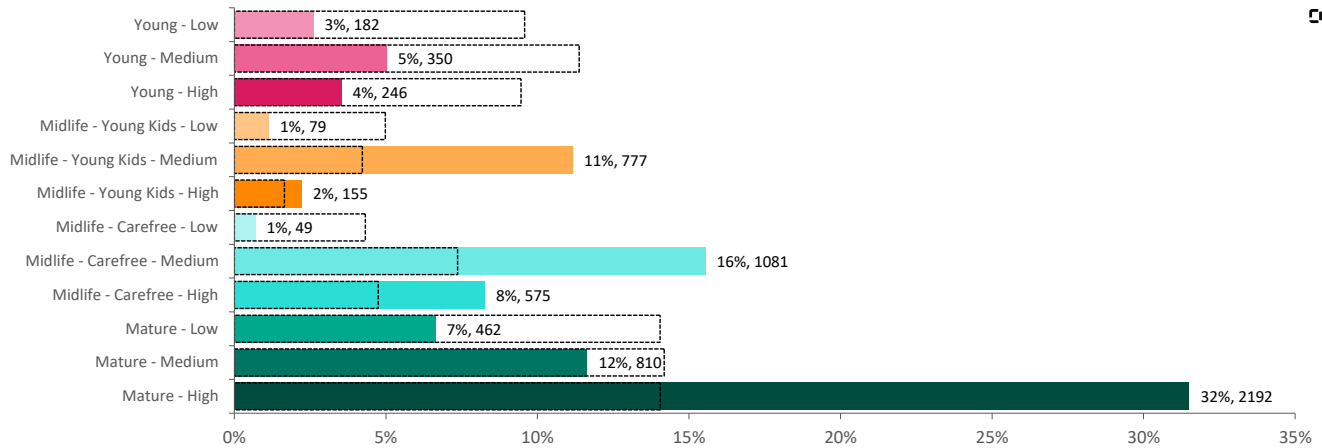


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Sun

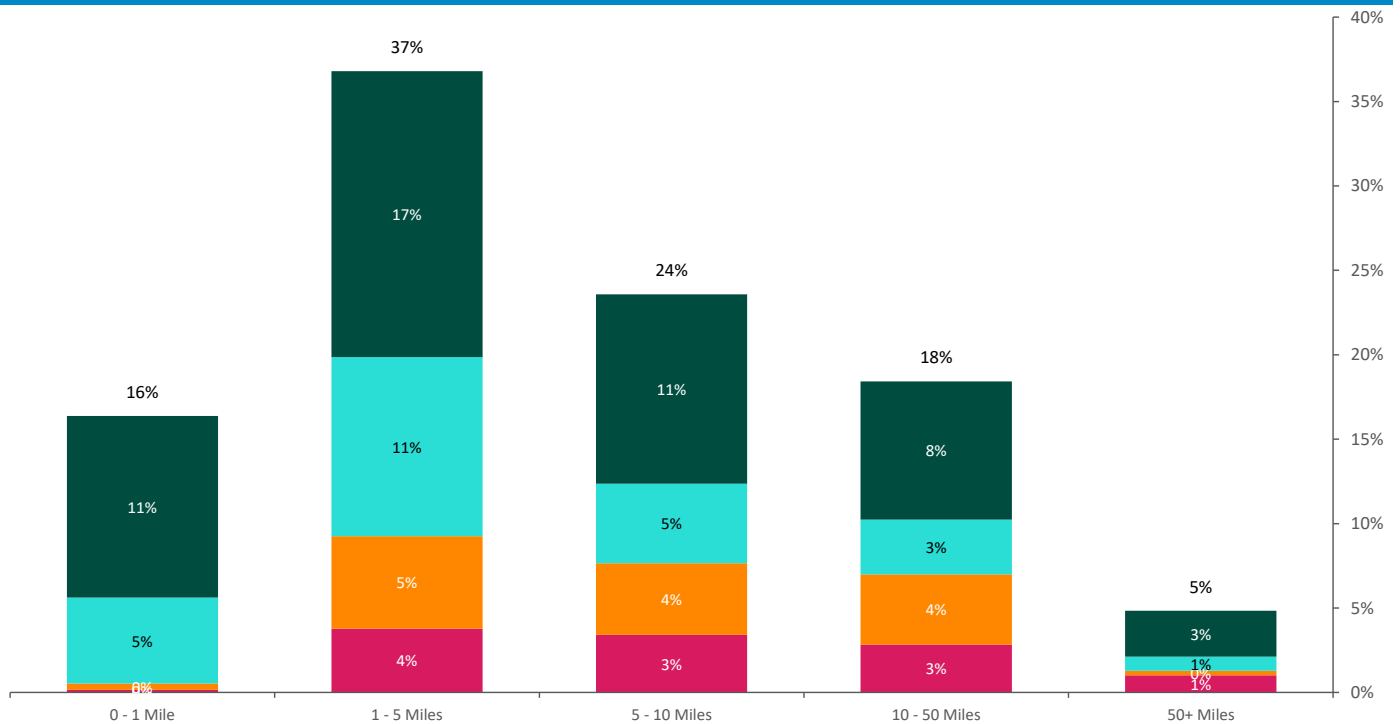
Polaris Plus Profile

GB %



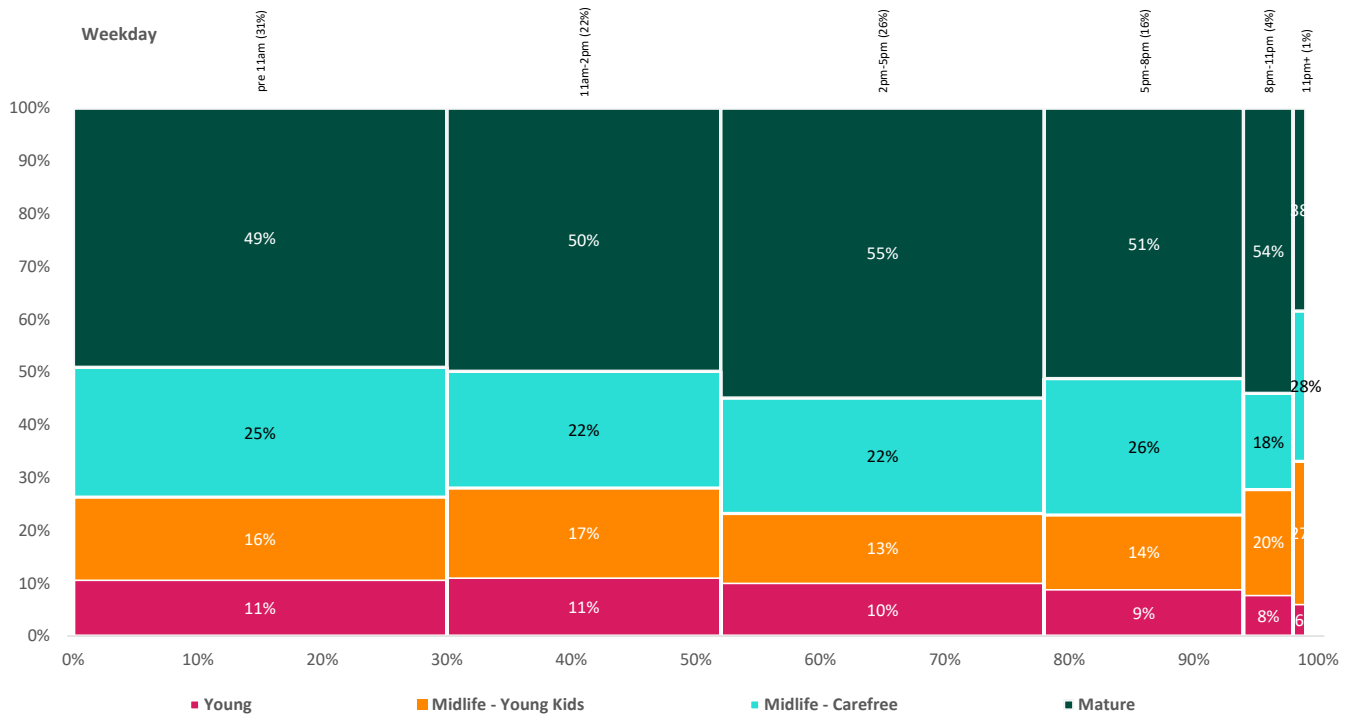
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



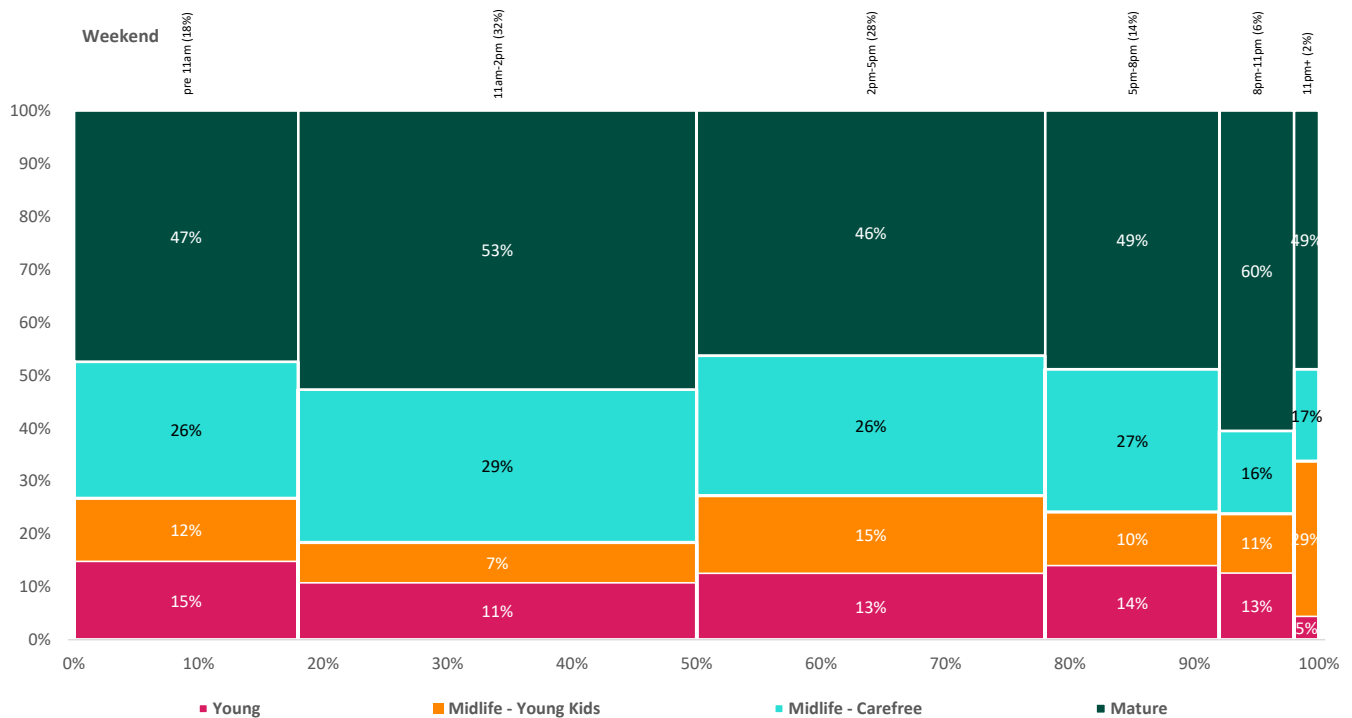
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	848	609	783	461	131	23	2,855
Midlife - Carefree	425	270	312	233	44	17	1,302
Midlife - Young Kids	270	207	186	126	49	16	853
Young	185	136	145	80	19	4	569
All	1,728	1,222	1,425	900	243	59	5,579

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	172	327	258	132	68	18	974
Midlife - Young Kids	94	180	148	73	18	6	518
Midlife - Carefree	43	46	81	27	12	11	220
Mature	54	68	71	38	14	2	247
All	362	620	557	270	113	37	1,959

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

Polaris Plus Summary - Sun

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- ★ Pub Sites
- ⬮ Catchments

Polaris Plus Segments

Young

- Low
- Medium
- High

Midlife - Young Kids

- Low
- Medium
- High

Midlife - Carefree

- Low
- Medium
- High

Mature

- Low
- Medium
- High

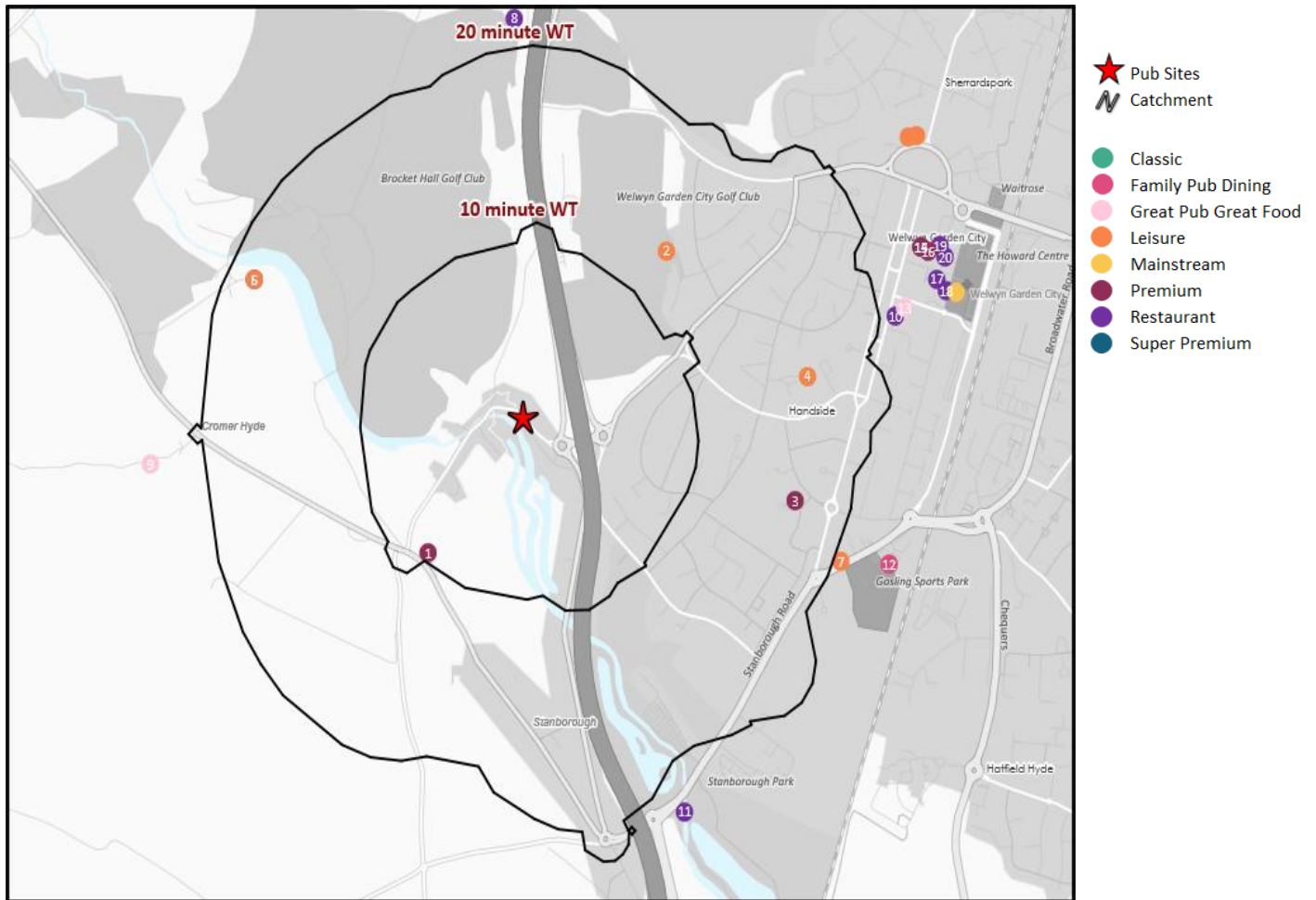
Polaris Plus Profile by Catchment

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	0	0	9,921	0	0	24
Medium	0	118	31,897	0	22	70
High	29	129	45,607	54	40	165
Midlife - Young Kids						
Low	0	0	3,448	0	0	15
Medium	0	118	51,217	0	56	280
High	0	243	15,696	0	434	325
Midlife - Carefree						
Low	0	0	2,537	0	0	14
Medium	313	1,066	67,491	539	310	228
High	49	851	40,053	132	388	212
Mature						
Low	0	406	30,184	0	63	54
Medium	99	223	13,991	78	30	22
High	321	1,565	96,828	263	217	155
Not Private Households	0	79	4,968	0	154	112
Total	811	4,798	413,838			

*WT= Walktime, **DT= Drivetime

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

CGA Summary - Sun



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	Sun	AL 8 7TN	Star Pubs & Bars	Great Pub Great Food	0.0%	0.0%	0.00
1	Lemsford Village Hall	AL 8 7TT	Independent Free	Premium	0.0%	0.0%	0.36
2	Welwyn Garden City Golf Club	AL 8 7BP	Independent Free	Leisure	6.4%	58.8%	0.49
3	Welwyn Rugby Club	AL 8 6HX	Independent Free	Premium	0.0%	0.0%	0.66
4	Barn Theatre Club	AL 8 6ST	Independent Free	Leisure	0.0%	0.0%	0.67
5	Brocket Hall Golf Club	AL 8 7XG	Independent Free	Leisure	0.0%	0.0%	0.70
6	Auberge Du Lac	AL 8 7XG	Independent Free	Restaurant	0.3%	10.5%	0.70
7	Gosling Sports Park	AL 8 6XD	Independent Free	Leisure	3.4%	62.0%	0.80
8	Waggoners	AL 6 9AA	Star Pubs & Bars	Restaurant	8.7%	78.9%	0.85
9	Crooked Chimney	AL 8 7XE	Mitchells & Butlers	Great Pub Great Food	6.1%	54.3%	0.88
10	Misya Meze and Grill	AL 8 6JQ	Stonegate Pub Company	Restaurant	9.8%	72.2%	0.90
11	Terranova Italian	AL 8 6DF	Independent Free	Restaurant	2.3%	70.2%	0.91
12	Premier Inn	AL 8 6DQ	Whitbread Hotels	Family Pub Dining	1.7%	8.5%	0.91
13	Doctors Tonic	AL 8 6PR	Greene King	Great Pub Great Food	6.6%	68.1%	0.92
14	Two Willows	AL 8 6AL	Stonegate Pub Company	Premium	14.7%	66.7%	1.00
15	Cote	AL 8 6AA	Cote Restaurants	Restaurant	10.8%	75.3%	1.00
16	Postino Lounge	AL 8 6AA	Loungers	Premium	4.1%	67.8%	1.01
17	Pizza Express	AL 8 6BJ	Pizza Express Restaurants Ltd	Restaurant	6.2%	68.7%	1.01
18	Neem Tree	AL 8 6NU	Independent Free	Restaurant	1.2%	66.7%	1.03
19	Fu Hao Restaurant	AL 8 6PG	Independent Free	Restaurant	0.0%	0.0%	1.04
20	Megans	AL 8 6AP	Chelsea Fine Food Ltd	Restaurant	18.3%	57.2%	1.05

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 - Sun

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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+	811	4,798	413,838
Number of Competition Pubs	1	5	705
Adults 18+ per Competition Pub	811	960	587

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	29	3.6%	46
Family Pub Dining	0	56	6.9%	76
Great Pub Great Food	1	175	21.6%	129
Leisure	0	91	11.3%	112
Mainstream	0	89	11.0%	79
Premium	0	129	15.9%	111
Restaurant	0	198	24.4%	106
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20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
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Premium	1	737	15.4%	107
Restaurant	0	1,185	24.7%	107
Super Premium	0	270	5.6%	143

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	7	18,841	4.6%	58
Family Pub Dining	22	29,686	7.2%	79
Great Pub Great Food	108	80,467	19.4%	116
Leisure	123	42,508	10.3%	102
Mainstream	38	46,257	11.2%	80
Premium	114	64,932	15.7%	110
Restaurant	180	103,239	25.0%	108
Super Premium	113	22,821	5.5%	140

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.																																													
Consumer Insight	<table><tr><th>Young</th><th>Midlife ‘Parents’</th><th>Midlife ‘Carefree’</th><th>Mature</th></tr><tr><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>“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></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	“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”																																
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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.																																													
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