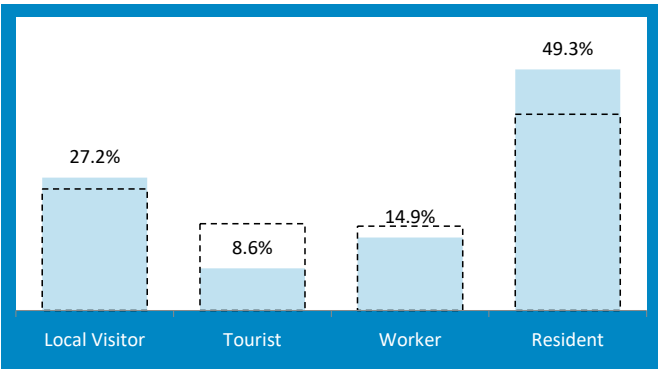
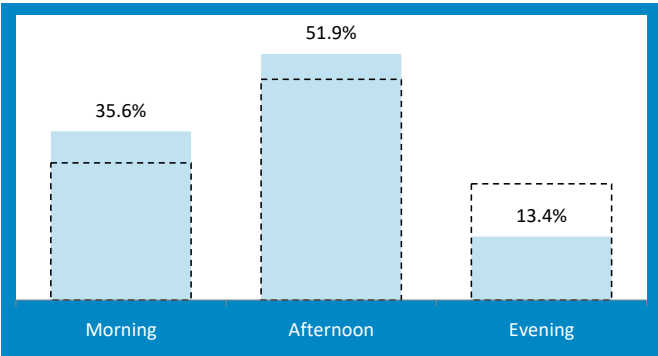
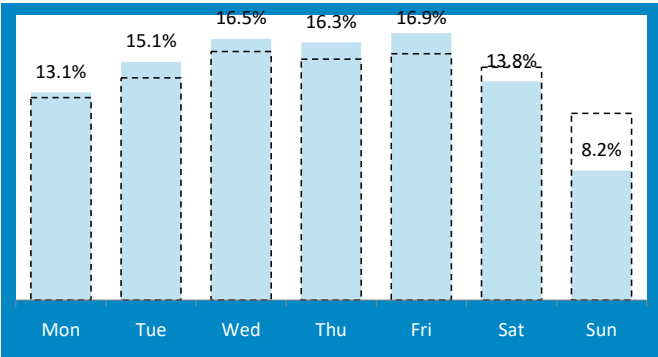


Area Quick Stats

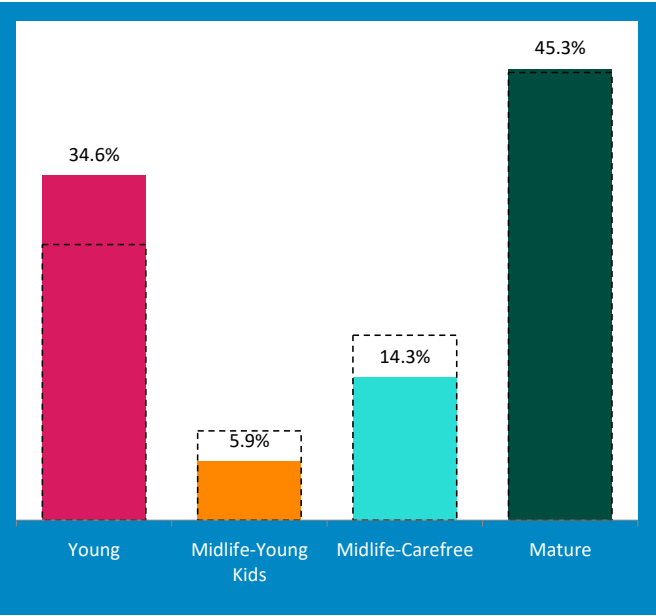
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		6,546	5,344
Adult Pop		5,335	4,529
Affluence	Low	42%	33%
	Medium	49%	38%
	High	9%	27%
Young		21%	28%
Midlife Young Kids		3%	11%
Midlife Carefree		6%	16%
Mature		70%	44%
Competition Count		13	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£12	£30
Average Distance Travelled in miles	9	27



Catchment Summary - Barley

Over GB Average

Around GB Average

Under GB Average

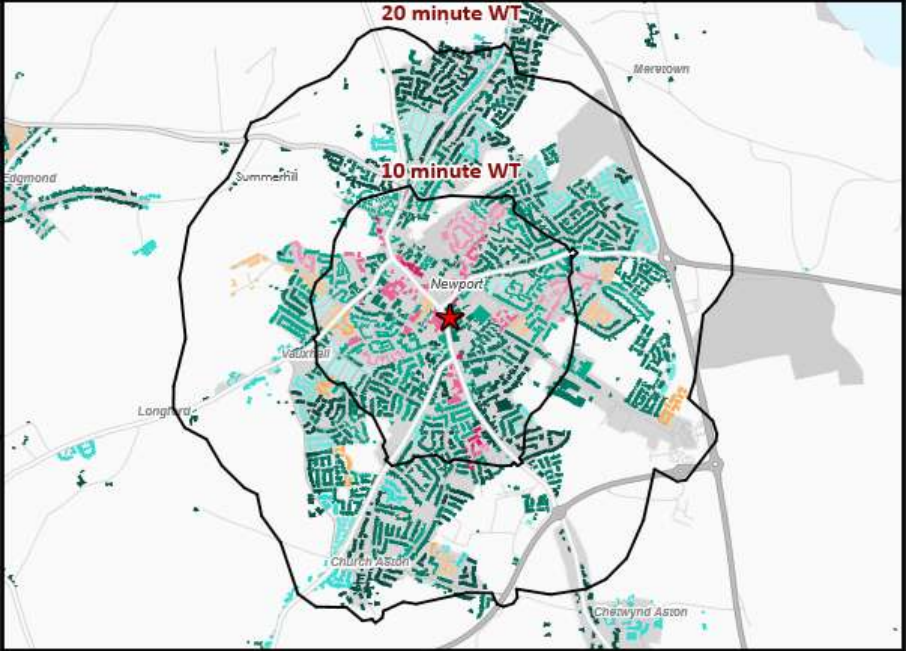
*WT= Walktime

**DT= Drivetime

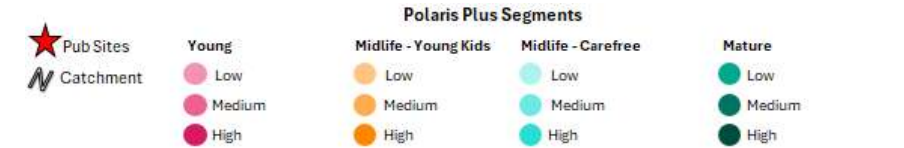
Catchment Size (Counts)		10 min WT*	20 min WT*	20 min DT**
Population		6,546	14,839	116,045
Adults 18+		5,335	11,943	93,220
Competition Pubs		13	18	156
Adults 18+ per Competition Pub		410	664	598
% Adults Likely to Drink		80.0%	82.0%	82.0%
Affluence	Low	41.9%	26.9%	33.7%
	Medium	49.4%	54.4%	40.4%
	High	8.8%	18.7%	22.9%
Mean Net Disposable income (£pa)		£19,433	£22,831	£22,982
Age Profile	18-24	855	1,588	9,904
	25-34	543	1,328	13,942
	35-44	723	1,686	15,073
	45-64	1,482	3,711	30,438
	65+	1,732	3,630	23,863

Affluence does not include Not Private Households

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
122	76	27
Pop. & Adl. 18+ index based on all pubs		
118	73	27
30	18	20
60	97	87
100	103	103
126	81	102
129	142	106
32	68	83
86	101	102
153	126	100
61	66	89
82	84	96
90	100	104
137	127	107



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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	1,094	1,160	10,472	74	35	40
Midlife - Young Kids	137	575	11,179	24	44	110
Midlife - Carefree	346	1,503	17,004	41	80	116
Mature	3,758	8,705	51,727	159	165	125
Not Private Households	0	0	2,838	0	0	25,163
Total	5,335	11,943	93,220			



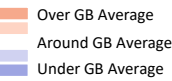
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Per Pub - Barley

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

WT= Walktime, DT= Drivetime

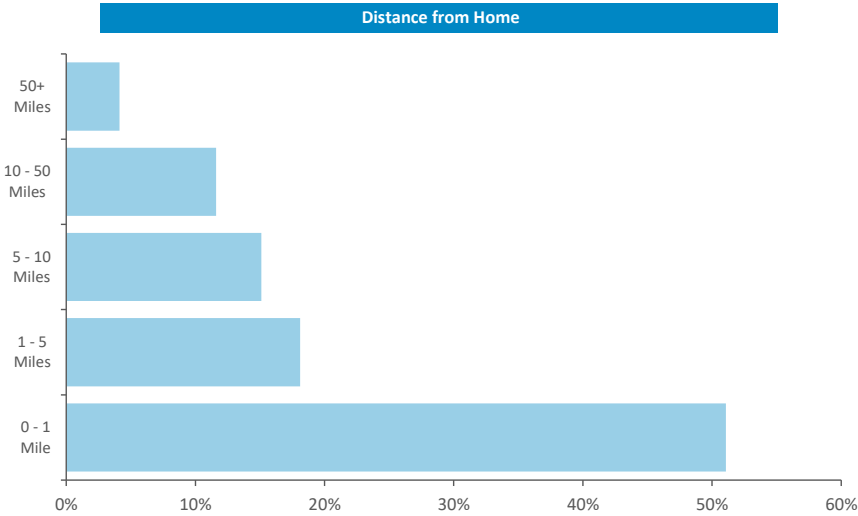
Adults 18+	5,335	11,943	93,220
Number of Competition Pubs	13	18	156
Adults 18+ per Competition Pub	410	664	598



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	484	9.1%	116
Family Pub Dining	1	552	10.4%	114
Great Pub Great Food	0	843	15.8%	94
Leisure	0	539	10.1%	101
Mainstream	11	870	16.3%	117
Premium	1	751	14.1%	98
Restaurant	0	1,143	21.4%	93
Super Premium	0	152	2.9%	73

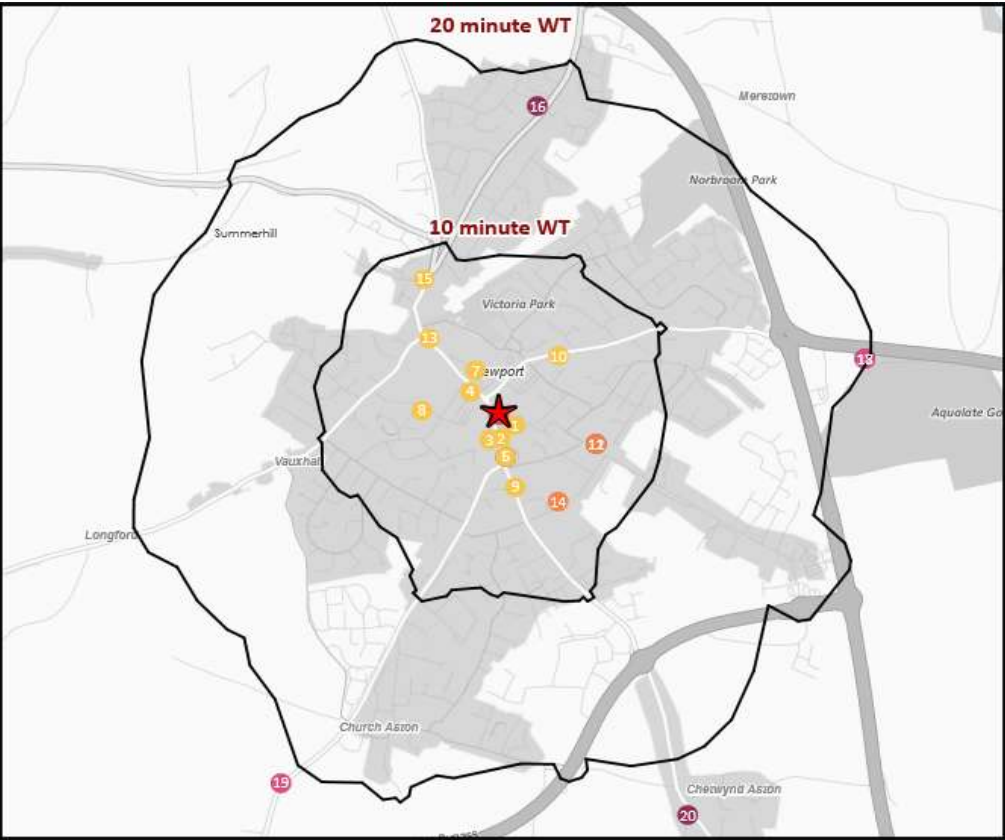
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	882	7.4%	94
Family Pub Dining	2	1,119	9.4%	103
Great Pub Great Food	0	2,121	17.8%	106
Leisure	2	1,254	10.5%	105
Mainstream	11	1,783	14.9%	107
Premium	3	1,739	14.6%	102
Restaurant	0	2,638	22.1%	96
Super Premium	0	405	3.4%	86

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	27	7,260	7.8%	99
Family Pub Dining	13	8,568	9.2%	101
Great Pub Great Food	13	15,648	16.8%	100
Leisure	30	9,469	10.2%	101
Mainstream	34	13,133	14.1%	101
Premium	27	12,730	13.7%	95
Restaurant	11	20,396	21.9%	95
Super Premium	1	3,167	3.4%	86



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Competition - Barley



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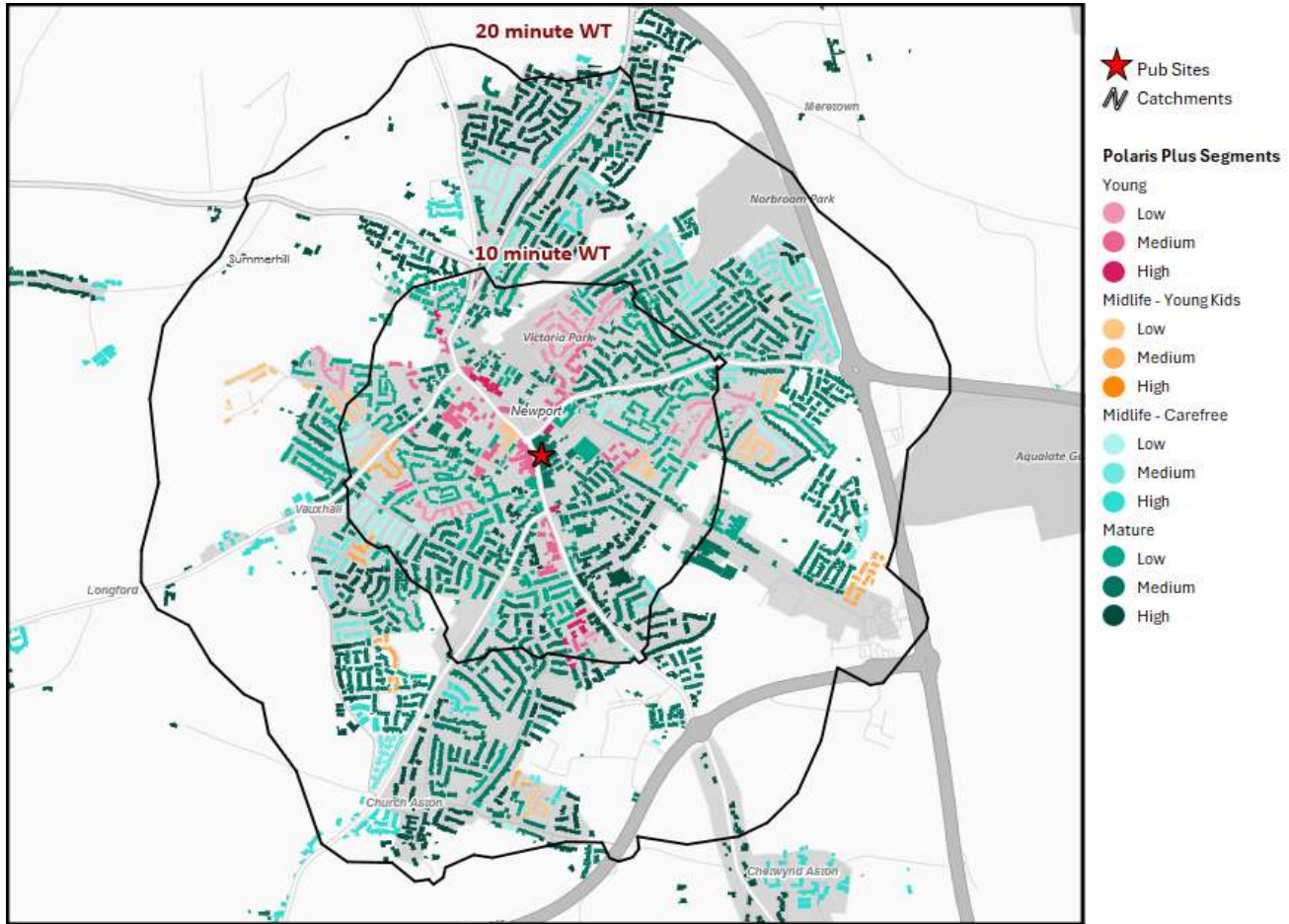
Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
17	Mere Park Restaurant	TF10 9BY	Independent Free	Restaurant	18.0%	0.84
18	Three Fish	TF10 9BY	Whitbread	Family Pub Dir	13.7%	0.84
9	Railway Tavern	TF10 7EJ	Black Country Ales	Mainstream	12.8%	0.18
10	New Inn	TF10 7LX	Joule's Brewery	Mainstream	9.8%	0.19
5	Pheasant Inn	TF10 7AW	Stonegate Pub Company	Mainstream	9.5%	0.10
19	Last Inn	TF10 9EJ	*Other Small Retail Groups	Family Pub Dir	6.3%	1.00
20	Wheatsheaf Inn	TF10 9LF	Admiral Taverns Ltd	Premium	5.3%	1.04
6	Shakespeare Inn	TF10 7AW	Star Pubs & Bars	Premium	4.8%	0.10
16	Newport Rugby Club	TF10 8BU	Independent Free	Premium	4.3%	0.73
0	Barley	TF10 7AQ	Star Pubs & Bars	Family Pub Dir	3.8%	0.00
7	Ozzys	TF10 7AB	Independent Free	Mainstream	3.5%	0.12
15	Kings Head Inn	TF10 7JJ	Admiral Taverns Ltd	Mainstream	2.9%	0.36
4	Novella	TF10 7AU	Independent Free	Mainstream	1.9%	0.08
13	Swan	TF10 7BQ	Marston's	Mainstream	1.9%	0.24
8	Honeysuckle Inn	TF10 7BN	Marston's	Mainstream	1.5%	0.17
1	Royal Navy Association	TF10 7AJ	Independent Free	Mainstream	0.0%	0.04
2	Bod	TF10 7AN	Titanic	Mainstream	0.0%	0.06
3	Newport Literary and Social Insti	TF10 7AR	Independent Free	Mainstream	0.0%	0.06
11	Royal British Legion Club	TF10 7DP	Independent Free	Premium	0.0%	0.23
12	Newport Cricket Club	TF10 7DP	Independent Free	Leisure	0.0%	0.23
14	Newport Bowling Club	TF10 7DX	Independent Free	Leisure	0.0%	0.25

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

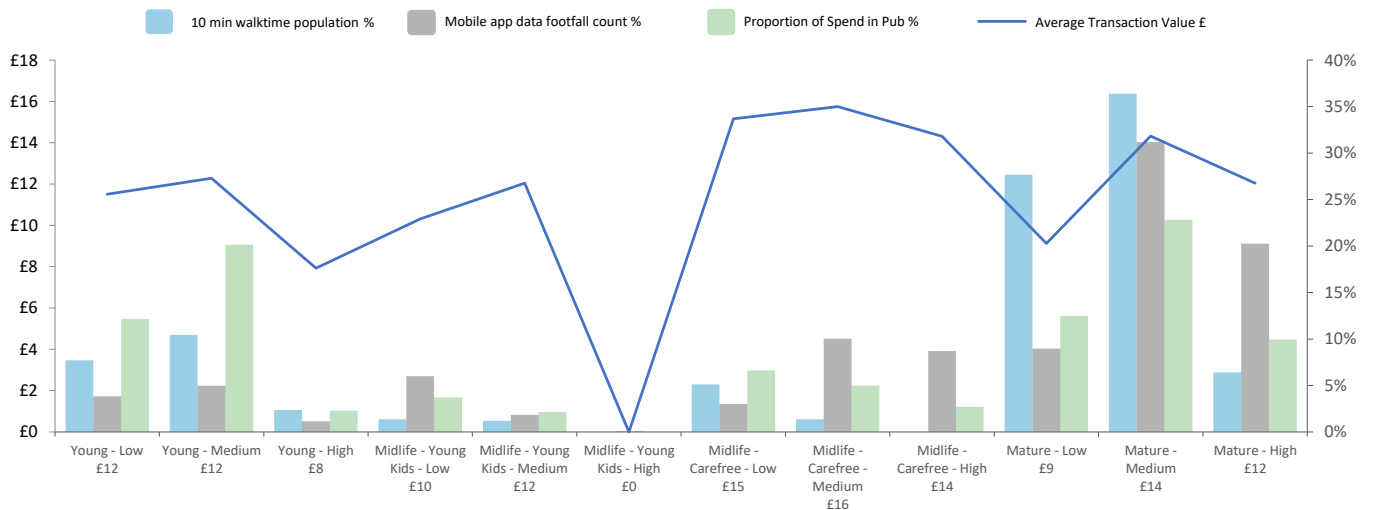
Catchment Summary - Barley

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
131167	Barley	TF10 7AQ	Star Pubs & Bars	Family Pub Dining	17



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Barley

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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	6,546	14,839	116,045	122	76	27
Adults 18+	5,335	11,943	93,220	118	73	27
Competition Pubs	13	18	156	30	18	20
Adults 18+ per Competition Pub	410	664	598	60	97	87
% Adults Likely to Drink	80.0%	82.0%	82.0%	100	103	103

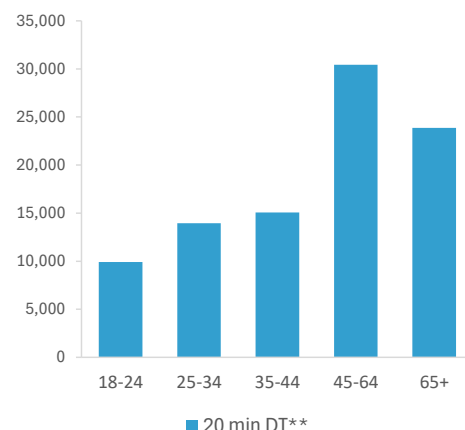
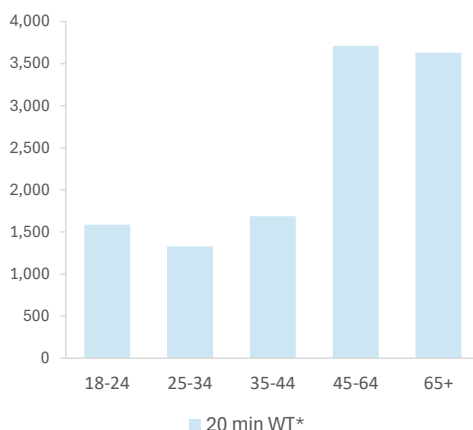
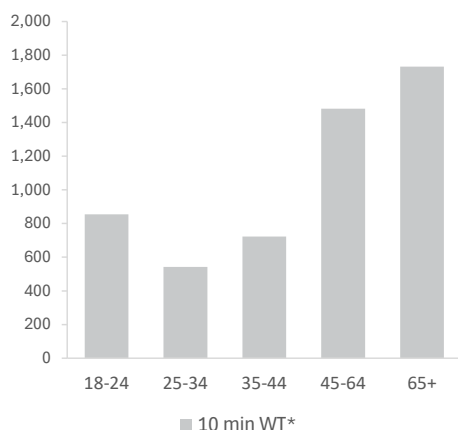
Population & Adults 18+ index is based on all pubs

Affluence	Low	41.9%	26.9%	33.7%	126	81	102
	Medium	49.4%	54.4%	40.4%	129	142	106
	High	8.8%	18.7%	22.9%	32	68	83

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£19,433	£22,831	£22,982	86	101	102
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Age Profile	18-24	855	1,588	9,904	153	126	100
	25-34	543	1,328	13,942	61	66	89
	35-44	723	1,686	15,073	82	84	96
	45-64	1,482	3,711	30,438	90	100	104
	65+	1,732	3,630	23,863	137	127	107

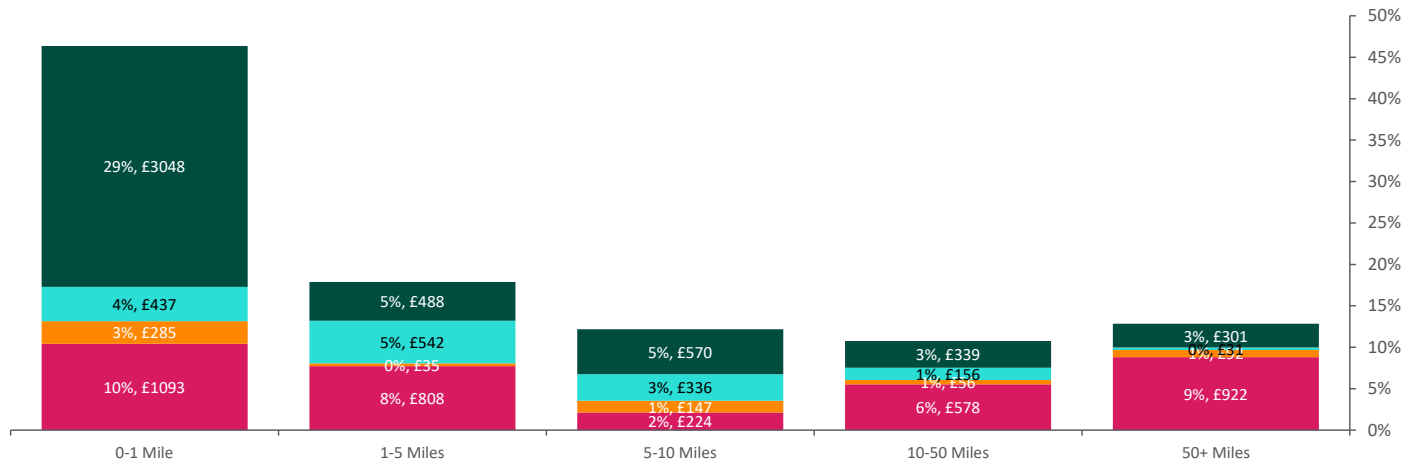


		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	3,026 (46%)	7,004 (47%)	57,848 (50%)	94	96	102
	Female	3,520 (54%)	7,835 (53%)	58,197 (50%)	106	104	98
Economic Status (16+)	Employed: Full-time	1,576 (29%)	3,970 (32%)	35,384 (37%)	84	95	108
	Employed: Part-time	584 (11%)	1,436 (12%)	10,835 (11%)	89	98	94
	Self employed	335 (6%)	829 (7%)	7,796 (8%)	66	73	88
	Unemployed	86 (2%)	224 (2%)	2,084 (2%)	57	66	79
	Full-time student	203 (4%)	371 (3%)	1,939 (2%)	148	121	81
	Retired	1,507 (27%)	3,286 (27%)	22,210 (23%)	126	123	106
	Other	1,207 (22%)	2,193 (18%)	15,748 (16%)	123	100	92
Total Worker Count		4,287	5,867	54,709			

See the Glossary page for further information on the above variables

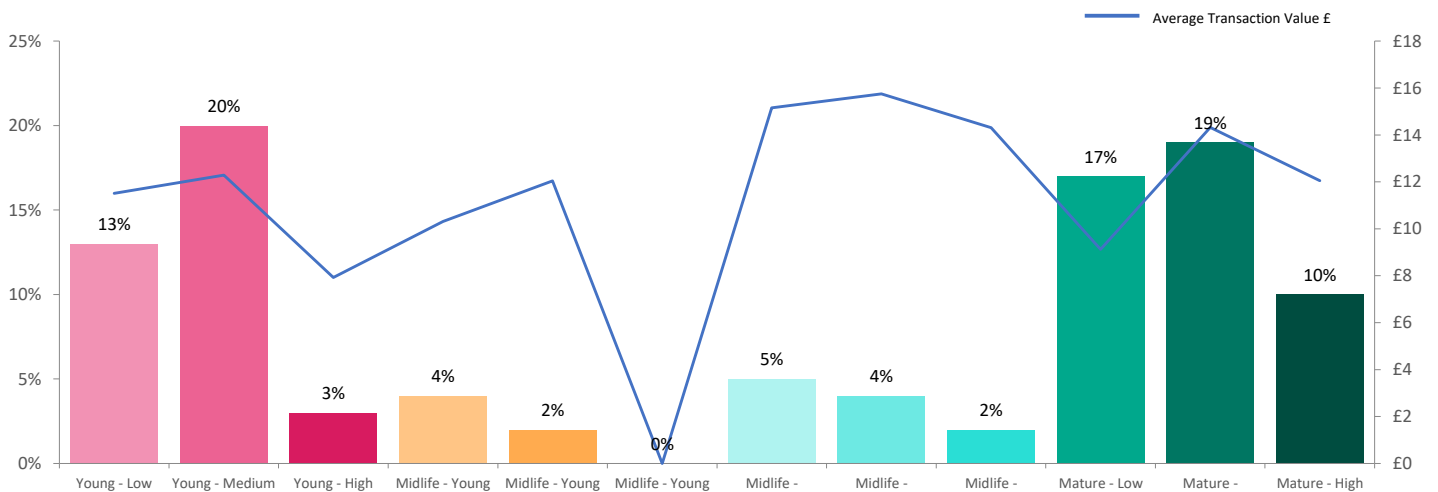
Transactional Data Summary - Barley

Spend by Polaris and Distance from Home



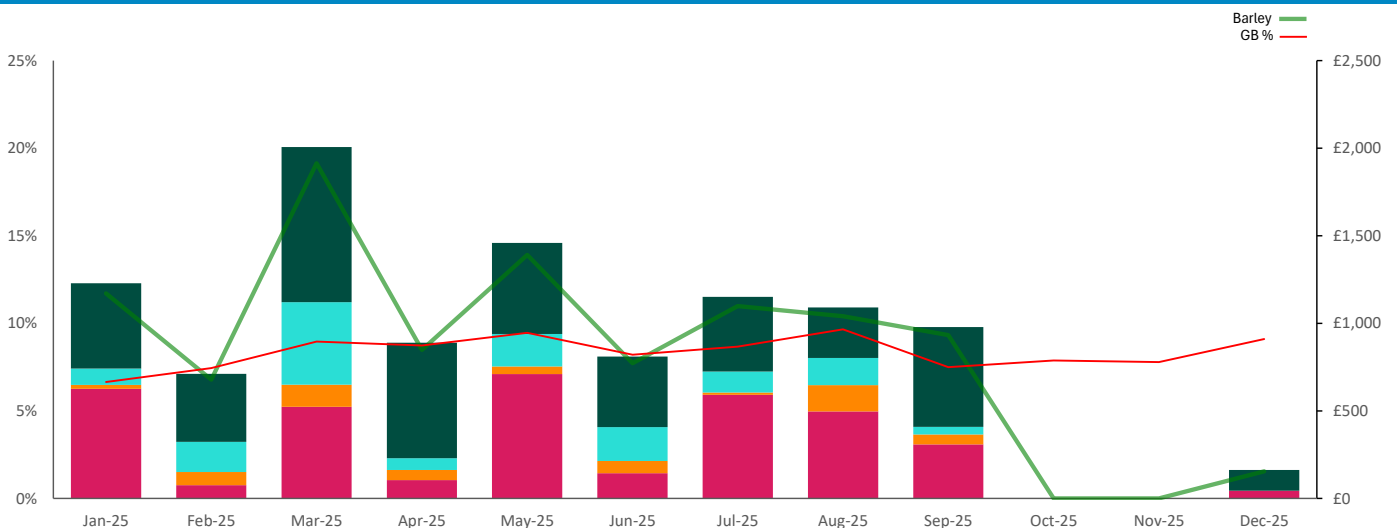
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

% 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

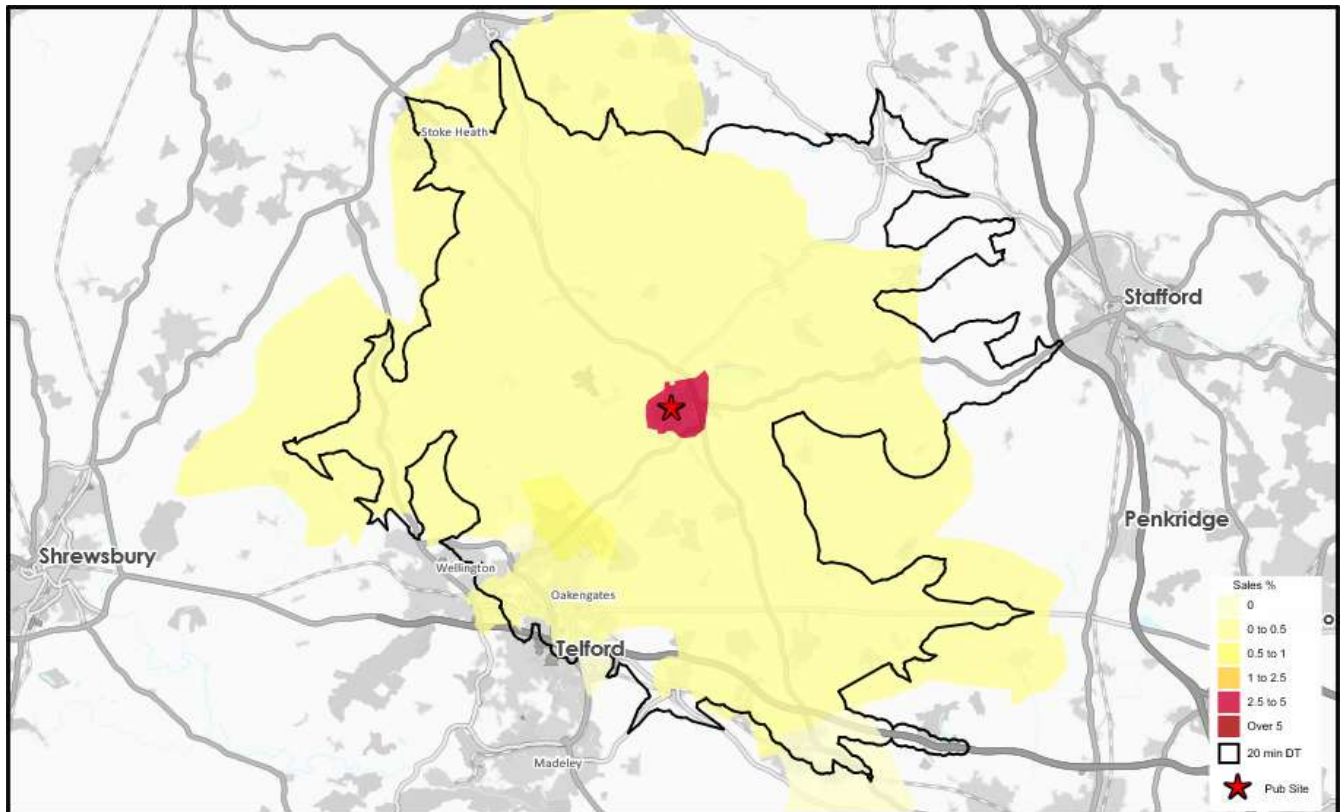


Seasonality of the spend split by month

Transactional Data Maps - Barley

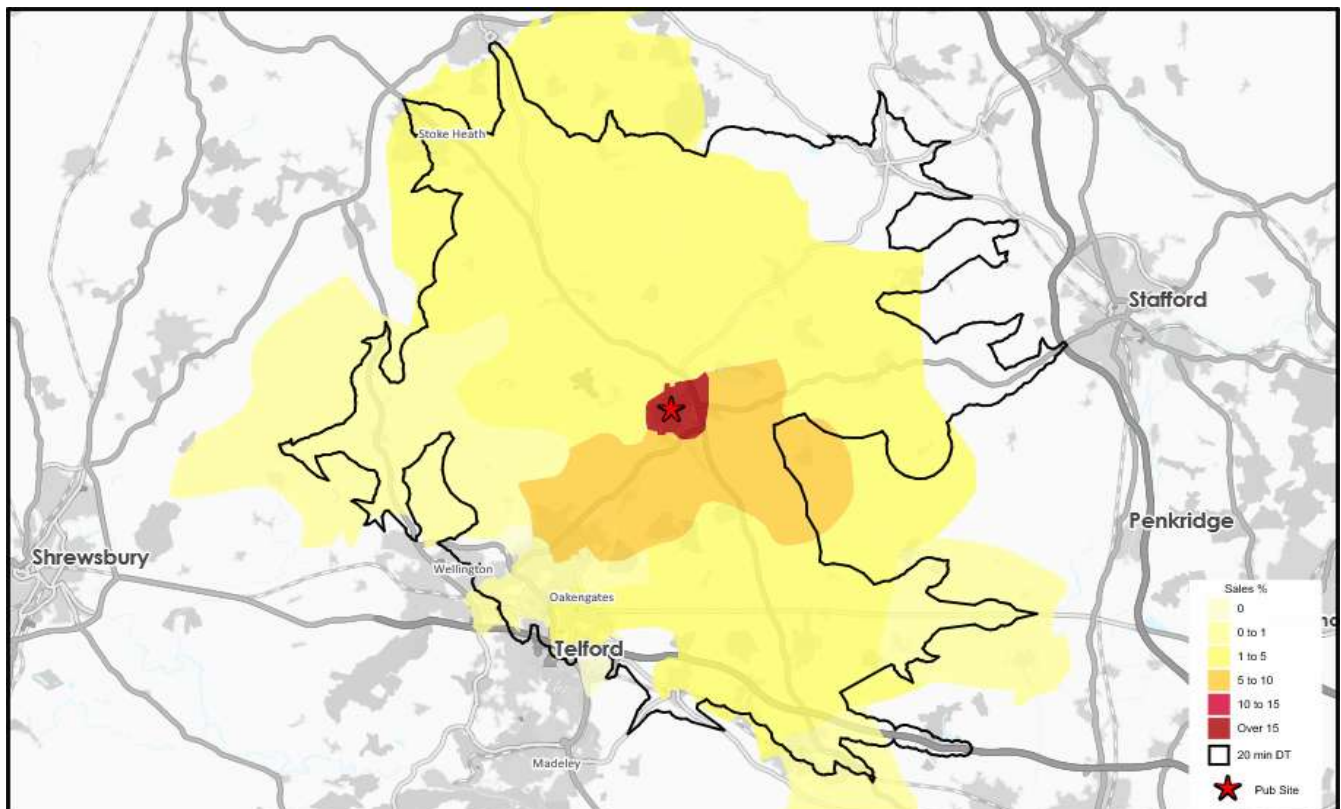
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Barley Share of Spend from Postcode Sectors within 20 minute Drive



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 Barley

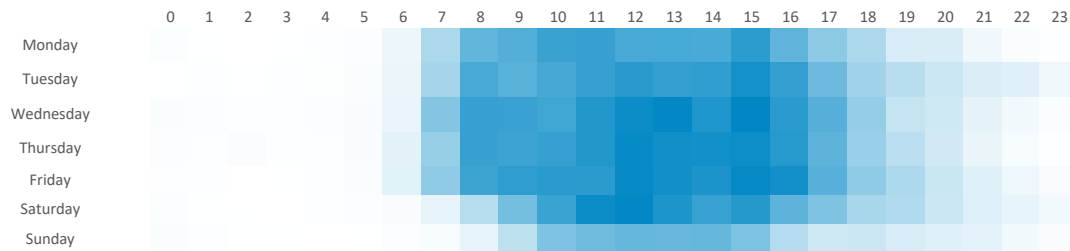


Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Mobile Data Summary - Barley

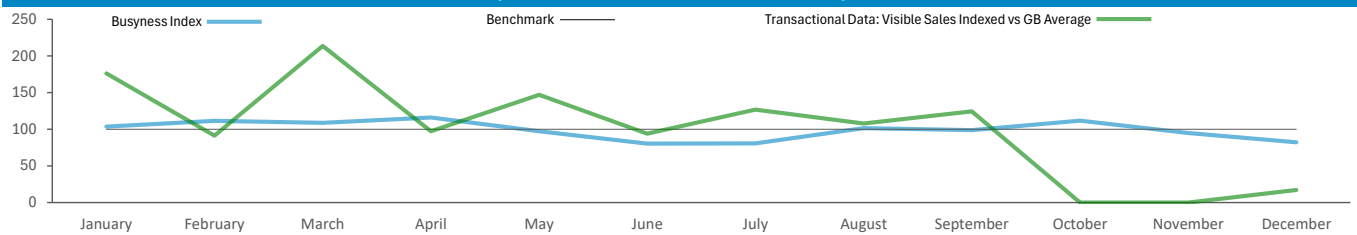
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Time of Day/Day of Week



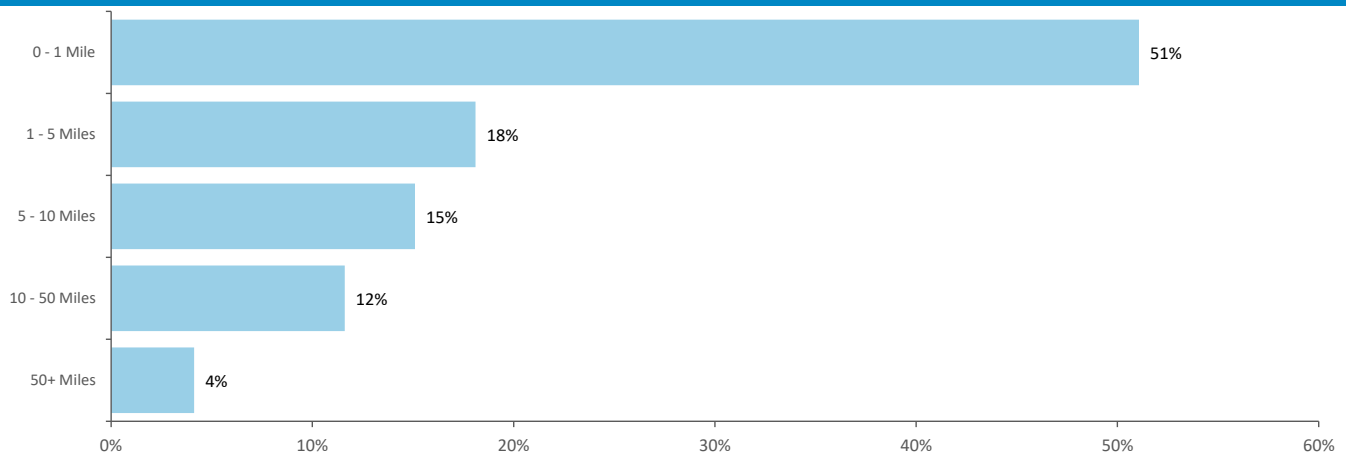
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

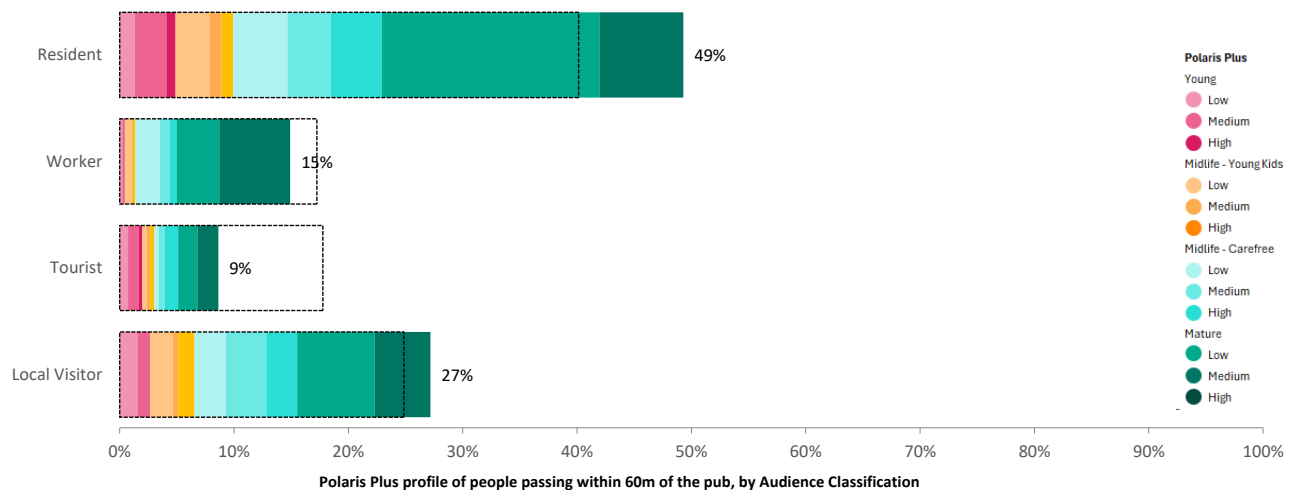
Distance from Home



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

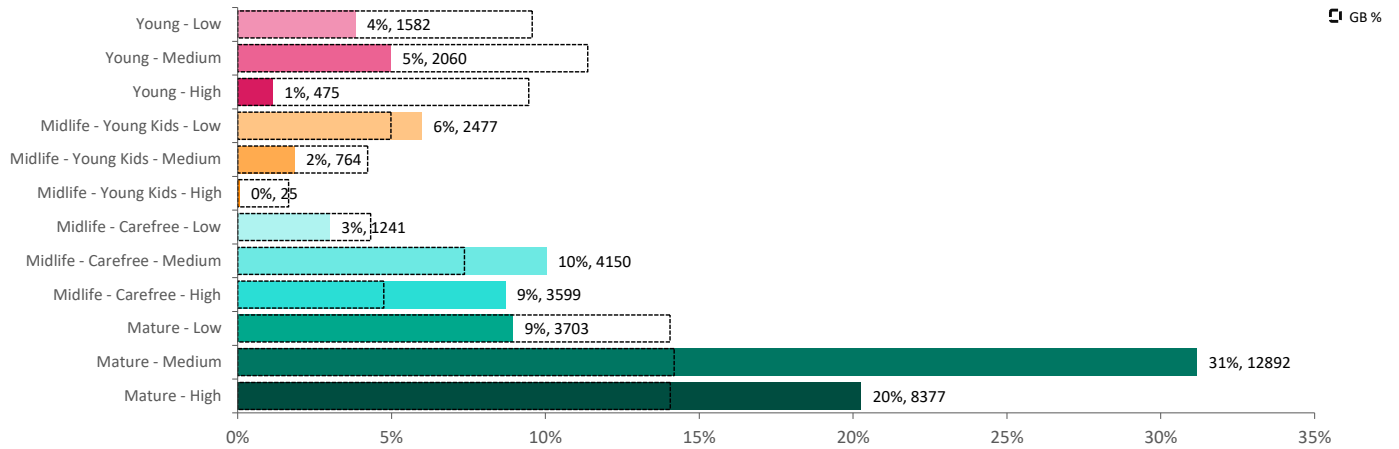


Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Barley

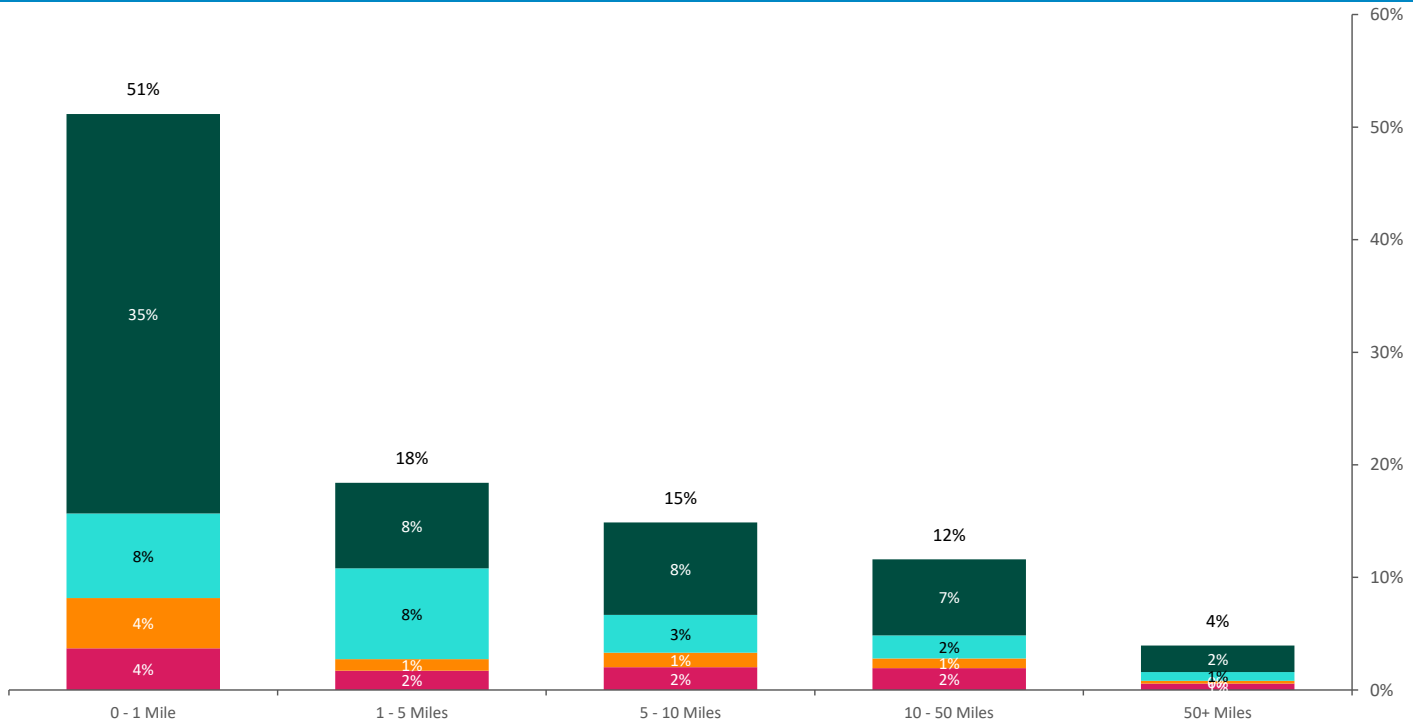
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Polaris Plus Profile



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

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



Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	7,942	7,580	7,698	3,578	1,128	225	28,151
Midlife - Carefree	3,513	2,866	3,039	1,488	249	41	11,196
Midlife - Young Kids	1,062	1,072	843	324	102	49	3,452
Young	1,106	1,136	980	678	307	119	4,325
All	13,623	12,654	12,560	6,068	1,786	433	47,124

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

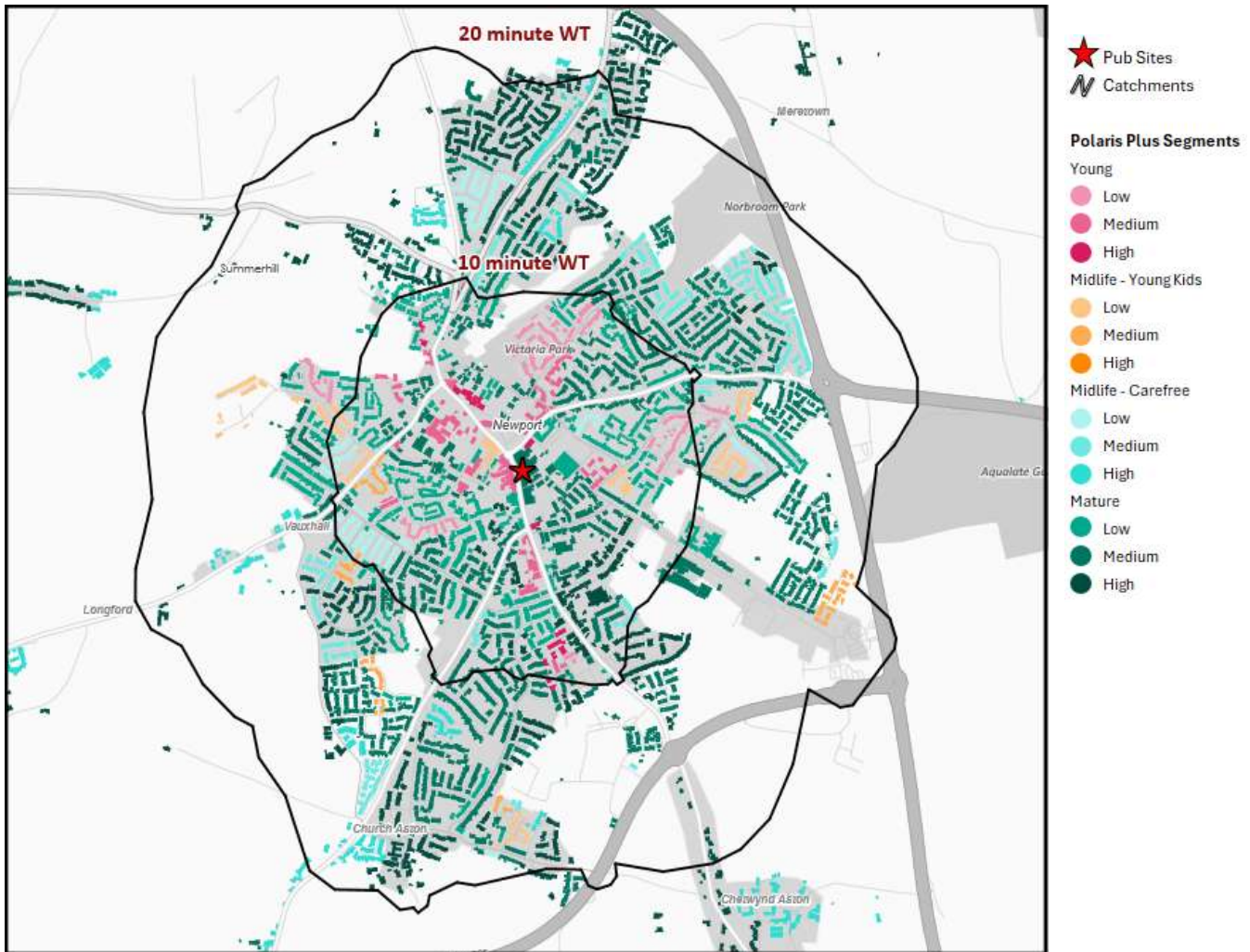


Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	1,629	2,677	2,087	956	436	75	7,860
Midlife - Young Kids	531	979	787	375	119	31	2,824
Midlife - Carefree	226	346	277	113	58	22	1,041
Mature	271	451	424	245	122	63	1,577
All	2,657	4,454	3,576	1,689	735	191	13,302

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

Polaris Plus Summary - Barley

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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	411	469	5,754	78	40	63
Medium	557	565	4,476	95	43	44
High	126	126	242	35	16	4
Midlife - Young Kids						
Low	73	303	8,531	24	45	164
Medium	64	272	2,648	27	52	64
High	0	0	0	0	0	0
Midlife - Carefree						
Low	273	459	4,986	120	90	126
Medium	73	788	6,941	19	92	104
High	0	256	5,077	0	47	119
Mature						
Low	1,476	1,987	12,135	205	123	96
Medium	1,941	4,867	23,613	232	260	162
High	341	1,851	15,979	42	103	114
Not Private Households	0	0	2,838	0	0	284
Total	5,335	11,943	93,220			

*WT= Walktime, **DT= Drivetime

Over GB Average
 Around GB Average
 Under GB Average

CGA Summary - Barley



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	Barley	TF10 7AQ	Star Pubs & Bars	Family Pub Dining	3.8%	69.4%	0.00
1	Royal Navy Association	TF10 7AJ	Independent Free	Mainstream	0.0%	0.0%	0.04
2	Bod	TF10 7AN	Titanic	Mainstream	0.0%	0.0%	0.06
3	Newport Literary and Social Institute	TF10 7AR	Independent Free	Mainstream	0.0%	0.0%	0.06
4	Novella	TF10 7AU	Independent Free	Mainstream	1.9%	91.0%	0.08
5	Pheasant Inn	TF10 7AW	Stonegate Pub Company	Mainstream	9.5%	80.3%	0.10
6	Shakespeare Inn	TF10 7AW	Star Pubs & Bars	Premium	4.8%	62.6%	0.10
7	Ozzys	TF10 7AB	Independent Free	Mainstream	3.5%	74.3%	0.12
8	Honeysuckle Inn	TF10 7BN	Marston's	Mainstream	1.5%	85.7%	0.17
9	Railway Tavern	TF10 7EJ	Black Country Ales	Mainstream	12.8%	90.3%	0.18
10	New Inn	TF10 7LX	Joule's Brewery	Mainstream	9.8%	45.0%	0.19
11	Royal British Legion Club	TF10 7DP	Independent Free	Premium	0.0%	0.0%	0.23
12	Newport Cricket Club	TF10 7DP	Independent Free	Leisure	0.0%	0.0%	0.23
13	Swan	TF10 7BQ	Marston's	Mainstream	1.9%	64.9%	0.24
14	Newport Bowling Club	TF10 7DX	Independent Free	Leisure	0.0%	0.0%	0.25
15	Kings Head Inn	TF10 7JJ	Admiral Taverns Ltd	Mainstream	2.9%	88.0%	0.36
16	Newport Rugby Club	TF10 8BU	Independent Free	Premium	4.3%	65.7%	0.73
17	Mere Park Restaurant	TF10 9BY	Independent Free	Restaurant	18.0%	46.0%	0.84
18	Three Fish	TF10 9BY	Whitbread	Family Pub Dining	13.7%	50.7%	0.84
19	Last Inn	TF10 9EJ	*Other Small Retail Groups	Family Pub Dining	6.3%	72.8%	1.00
20	Wheatsheaf Inn	TF10 9LF	Admiral Taverns Ltd	Premium	5.3%	72.1%	1.04

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 - Barley

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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+	5,335	11,943	93,220
Number of Competition Pubs	13	18	156
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Leisure	2	1,254	10.5%	105
Mainstream	11	1,783	14.9%	107
Premium	3	1,739	14.6%	102
Restaurant	0	2,638	22.1%	96
Super Premium	0	405	3.4%	86

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	27	7,260	7.8%	99
Family Pub Dining	13	8,568	9.2%	101
Great Pub Great Food	13	15,648	16.8%	100
Leisure	30	9,469	10.2%	101
Mainstream	34	13,133	14.1%	101
Premium	27	12,730	13.7%	95
Restaurant	11	20,396	21.9%	95
Super Premium	1	3,167	3.4%	86

Glossary

Category	Explanation																				
Population	The population count within the specified catchment																				
Gender	Counts of Males and Females within the specified catchment																				
Affluence	Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs. Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3																				
Age Profile	Counts of residents by Age band																				
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.																				
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ Full-time: In full-time employment Part-time: In part-time employment Self employed: In full-time or part-time employment, with or without employees Unemployed: Unemployed, not currently working but are actively seeking Retired: a person who has retired from a working or professional career Other: Includes long term sick, disabled, looking after home/family																				
Index vs GB Average	The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB																				
Over GB Average	Index value is >= 120																				
	Index value is >= 105 and < 120																				
Around GB Average	Index value is >= 95 and < 105																				
	Index value is >= 80 and < 95																				
Under GB Average	Index value is < 80																				
Polaris Segmentation																					
Polaris is Heineken's unique customer segmentation, which is based on Lifestage, Energy Levels and Demand.																					
	<table><tr><td></td><td>Young</td><td>Midlife 'Parents'</td><td>Midlife 'Carefree'</td><td>Mature</td></tr><tr><td></td><td>18-34 year olds Wanting to look good in the group</td><td>35-54 year olds Children under 12 at home</td><td>35-54 year olds No children under 12 at home</td><td>55+ year olds</td></tr><tr><td>Consumer Insight</td><td>"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."</td><td>"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"</td><td>"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."</td><td>"I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"</td></tr><tr><td>Product needs</td><td> - Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit </td><td> - Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic </td><td> Tastes good and looks good Discovering new things - Supports connecting with friends and family Enjoyable for longer </td><td> Tastes great Good quality - Helps me feel good Enjoyable for longer </td></tr></table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature		18-34 year olds Wanting to look good in the group	35-54 year olds Children under 12 at home	35-54 year olds No children under 12 at home	55+ year olds	Consumer Insight	"Whether it's drinks, bands, restaurants or memes, I know my choices make an impression and I want it to be the right impression when I'm on a group night in/out."	"With work, chores and getting the kids to where they should be, life is all go. When we finally get a moment to ourselves, we're looking to re-energise and for something a little bit less ordinary and even romantic"	"Without the ties of younger children at home, we like spending quality time with each other and with friends, connecting across drinks or a meal and shedding life's cares."	"I'm comfortable with my own choices and mostly stick to what I know and like. Taste and quality are important to me, and I enjoy a couple of decent beers or a few glasses of good quality wine"	Product needs	- Aids being part of the group - Helps me look good by standing out and making the right impression Energising Discovering new things Avoids bloating Physical benefit	- Helps me look good, and be on trend Discovering new things - Supports moderate calorie & alcohol intake Energising Being romantic	Tastes good and looks good Discovering new things - Supports connecting with friends and family Enjoyable for longer	Tastes great Good quality - Helps me feel good Enjoyable for longer
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Licensed Premises																					
The data on the map and in the table originates from CGA. They collect licensed premise data, anywhere with a liquor license, for example; hotels, sports, clubs, restaurants, pubs, etc.																					
Competition Pubs																					
Competition Pubs are the following HUK Segments: Classic, Family Pub Dining, Great Pub Great Food, Leisure, Mainstream, Premium, Restaurant, Super Premium																					
Mobile data																					
Mobile App data identifies where consumers are at specific times of day, week and year, using GPS data and gives a better understanding of which consumers are likely to be using which pubs and when. The data is measuring anyone from within a 60m radius from the pub.																					
Mobile Data - Audience Classification																					
Resident: Lives in the area. Worker: Works in the area but doesn't live there.																					
Local Tourist: Doesn't live or work in the area, comes from up to 6km-25km away. Tourist: Doesn't live or work there, comes from 25km+ away.																					
Acorn																					
Acorn is a geodemographic segmentation of the UK's population. It segments households, postcodes and neighbourhoods into 7 categories, 22 groups and 65 types. By analysing significant social factors and population behaviour, it provides precise information and an in-depth understanding of the different types of people.																					
Transactional data																					
Consumer Spend data provides actual credit and debit card expenditure for hospitality venues allowing you to see spend and average transaction value at an pub level. The data shows who from a Polaris segmentation is spending in the pub.																					
Sparsity																					
Sparsity is a measure of how built-up an area is on a scale of 1-20, with 1 being the most built-up and 20 the least.																					
