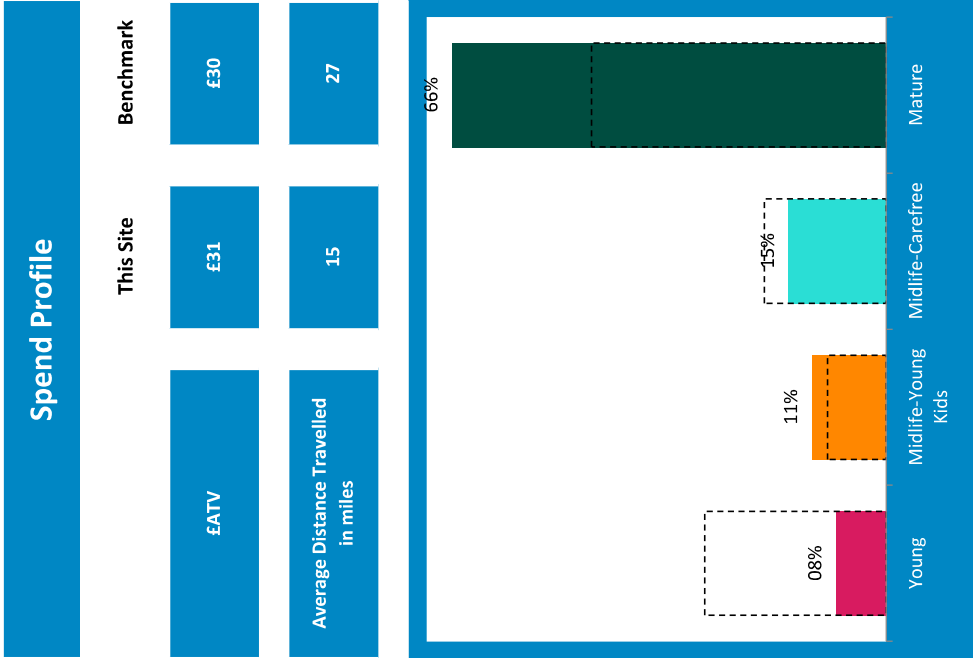
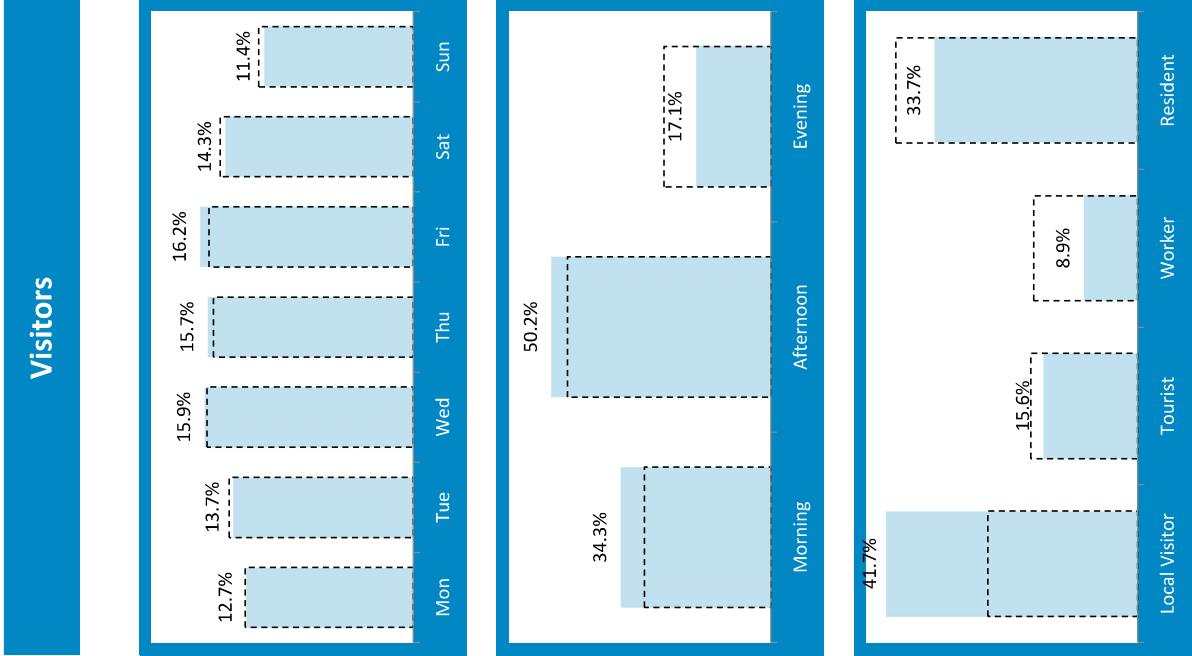


Area Quick Stats			
Total Pop	This Site 10 min WT	1.912	Benchmark 10 min WT
		5,344	
Adult Pop		1.445	4,529
	Affluence	Low	33%
		Medium	38%
		High	27%
Young		1%	28%
	Midlife Young Kids	34%	11%
Midlife Carefree		12%	16%
Mature		48%	44%
Competition Count		2	43



Catchment Summary - Phoenix

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

*WT= Walktime**DT= Drivetime

Population

Adults 18+
Competition Pubs
Adults 18+ per Competition Pub
% Adults Likely to Drink

Affluence
Low
Medium
High

*Affluence does not include Not Private Households

Mean Net Disposable Income (£pa)

Age Profile
18-24
25-34
35-44
45-64
65+

Catchment Size (Counts)			
10 min WT*	20 min WT*	20 min DT**	
1,912	4,687	373,328	

1,445	3,781	294,902
2	8	413
723	473	714
81,0%	82,0%	81,0%

2,4%	5,1%	10,9%
54,2%	37,1%	39,3%
37,9%	55,7%	48,4%

£23,951	£27,859	£25,950
---------	---------	---------

93	225	25,751
208	422	50,685
307	560	54,178
510	1,287	97,380
327	1,287	66,908

Index vs GB Average			
10 min WT*	20 min WT*	20 min DT**	
36	24	88	

32	23	87
5	8	53
105	69	104
101	103	101

7	15	33
142	97	103
138	203	176

106	123	115
-----	-----	-----

57	56	81
80	67	100
119	88	107
106	109	104
89	143	93

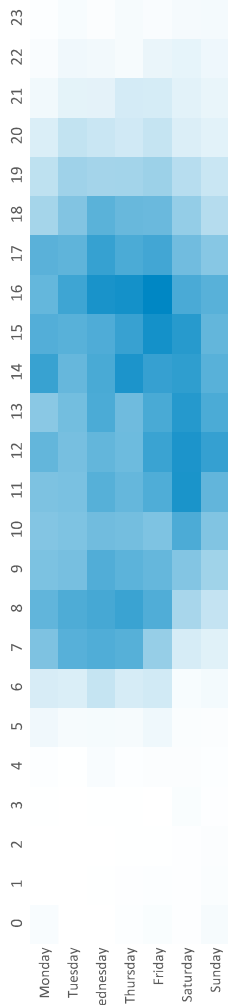
Pop. & Adlt. 18+ Index based on all pubs



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Mobile Data Summary

Time of Day/Day of Week



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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	13	54	47,694		3	5	58
Midlife - Young Kids	485	682	30,268		308	165	94
Midlife - Carefree	170	298	65,470		75	50	141
Mature	697	2,667	147,134		109	159	113
Not Private Households	80	80	4,336		45,759	17,488	12,152
Total	1,445	3,781	294,902				



Per Pub - Phoenix

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

Adults 18+
Number of Competition Pubs
Adults 18+ per Competition Pub

1.445
2
723

3.781
8
473

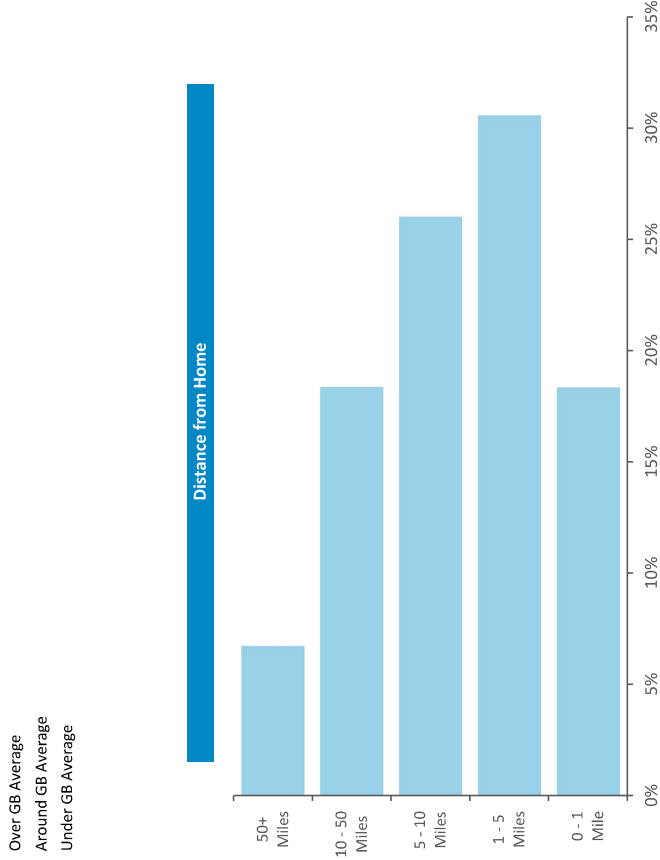
WT= Walktime, DT= Drivetime

Over GB Average
Around GB Average
Under GB Average

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	51	3.5%	45
Family Pub Dining	0	106	7.3%	81
Great Pub Great Food	0	276	19.1%	114
Leisure	0	149	10.3%	102
Mainstream	0	158	11.0%	79
Premium	0	220	15.2%	106
Restaurant	1	335	23.2%	101
Super Premium	1	69	4.8%	122

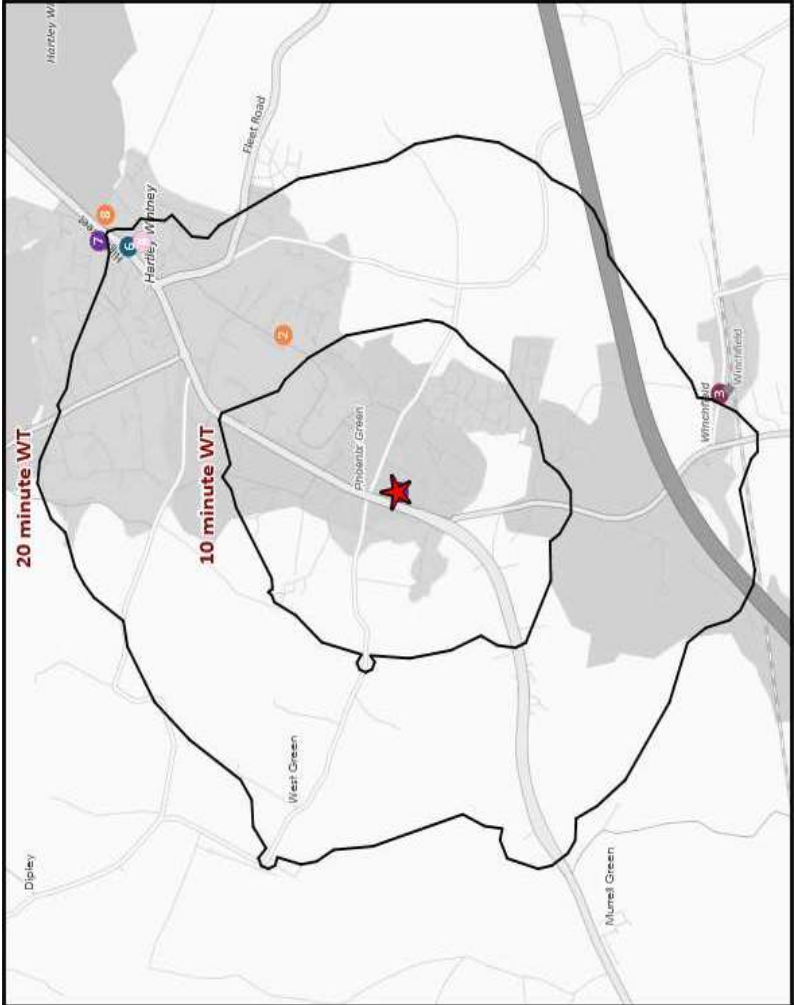
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	141	3.7%	48
Family Pub Dining	0	269	7.1%	78
Great Pub Great Food	1	797	21.1%	126
Leisure	1	409	10.8%	108
Mainstream	0	420	11.1%	80
Premium	1	578	15.3%	107
Restaurant	2	898	23.8%	103
Super Premium	3	188	5.0%	126

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	13.323	4.5%	58
Family Pub Dining	15	21.677	7.4%	81
Great Pub Great Food	82	58.579	19.9%	119
Leisure	69	31.056	10.5%	105
Mainstream	25	33.754	11.5%	82
Premium	88	45.594	15.5%	108
Restaurant	80	71.355	24.2%	105
Super Premium	50	15.172	5.1%	131



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Competition - Phoenix



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
13	Leather Bottle	RG27 8JU	Restaurant Group	Great Pub Gre.	14.6%	1.95
17	De Havilland Arms	GU51 4HT	Hall & Woodhouse	Super Premium	13.2%	2.42
11	Crooked Billet	RG27 9EH	Independent Free	Super Premium	9.5%	1.65
8	Hartley Wintney Golf Club	RG27 8PT	Independent Free	Leisure	8.3%	0.97
15	White Hart Hotel	RG27 9DZ	Mitchells & Butlers	Great Pub Gre.	7.5%	2.32
0	Phoenix	RG27 8RT	Star Pubs & Bars	Super Premium	7.4%	0.00
20	Hook Tandoori Restaurant	RG27 9HE	Independent Free	Restaurant	6.9%	2.46
5	Cricketers	RG27 8QB	Star Pubs & Bars	Great Pub Gre.	5.9%	0.86
7	Monsoon Tandoori Restaurant	RG27 8NW	Independent Free	Restaurant	5.4%	0.94
1	Mama Mia	RG27 8RT	Independent Free	Restaurant	5.0%	0.00
18	Old White Hart	RG27 9DJ	Greene King	Premium	4.7%	2.43
16	Raven Hotel	RG27 9HS	Greene King	Great Pub Gre.	3.7%	2.42
2	Hartley Wintney Football Club	RG27 8DX	Independent Free	Leisure	2.9%	0.46
4	Hartley Wintney Cricket Club	RG27 8QB	Independent Free	Super Premium	2.4%	0.86
10	Barley Mow	RG27 8DE	Punch Pub Company	Great Pub Gre.	2.3%	1.64
19	Pizza Express	GU51 1AA	Pizza Express Restaurants Ltd	Restaurant	0.4%	2.44
3	Woodyds	RG27 8BX	Unknown	Premium	0.0%	0.83
6	Wagon and Horses	RG27 8NY	Stonegate Pub Company	Super Premium	0.0%	0.87
9	Elvetham Hotel	RG27 8AR	Independent Free	Great Pub Gre.	0.0%	1.44
12	Hook House Hotel	RG27 9EQ	Independent Free	Great Pub Gre.	0.0%	1.79
14	Dogmersfield Cricket Club	RG27 8SS	Independent Free	Leisure	0.0%	2.24

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



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Catchment Summary - Phoenix

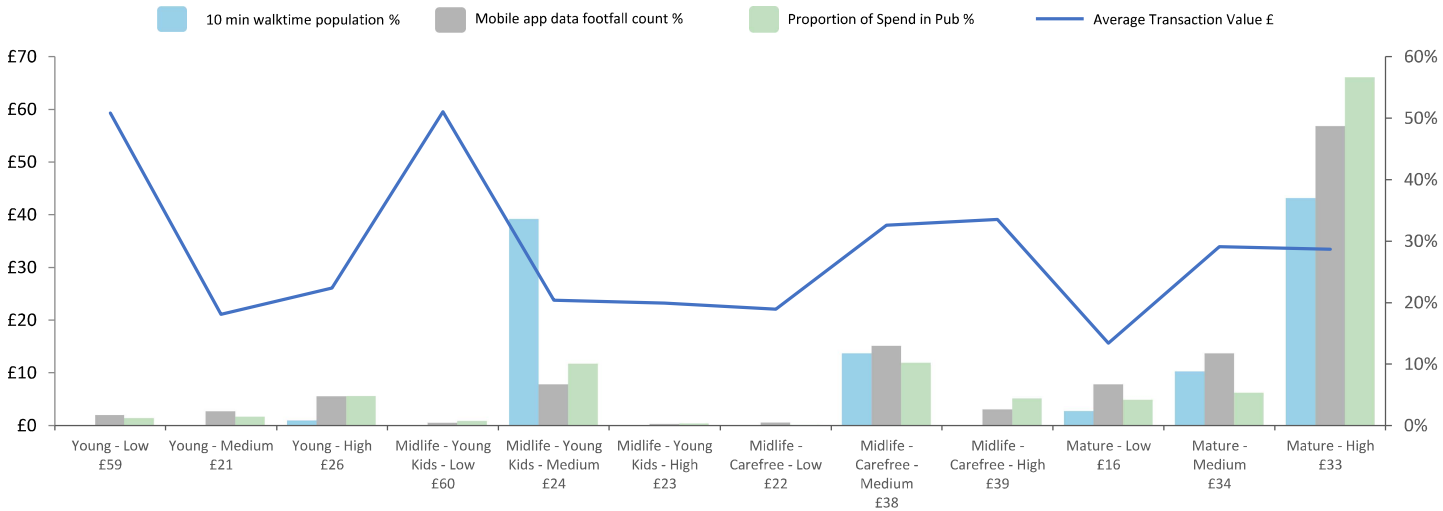


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
107172	Phoenix	RG27 8RT	Star Pubs & Bars	Super Premium	13



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Phoenix



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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	1,912	4,687	373,328	36	24	88
Adults 18+	1,445	3,781	294,902	32	23	87
Competition Pubs	2	8	413	5	8	53
Adults 18+ per Competition Pub	723	473	714	105	69	104
% Adults Likely to Drink	81,0%	82,0%	81,0%	101	103	101

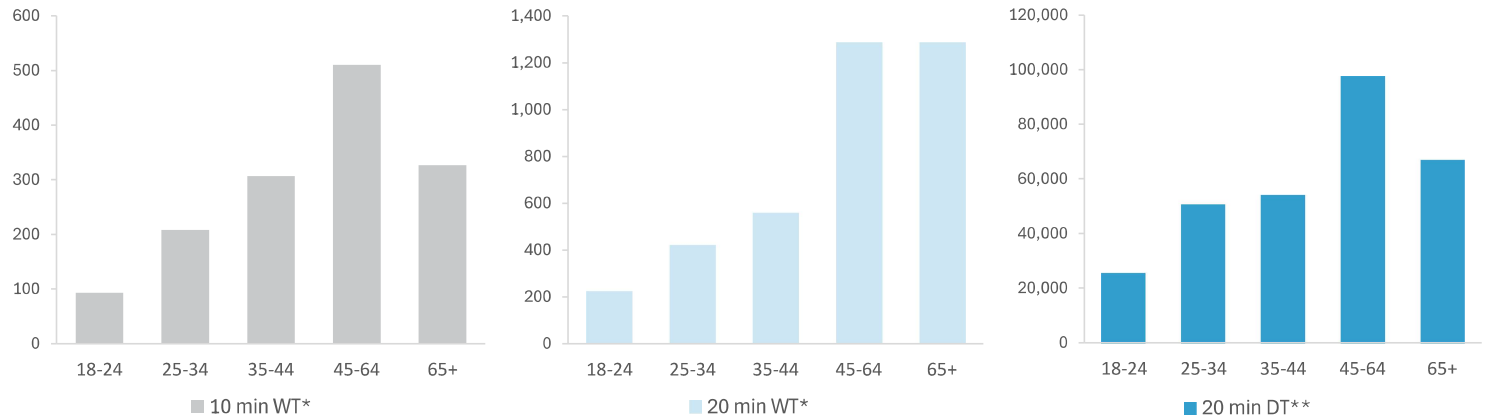
Population & Adults 18+ index is based on all pubs

Affluence	Low	2,4%	5,1%	10,9%	7	15	33
	Medium	54,2%	37,1%	39,3%	142	97	103
	High	37,9%	55,7%	48,4%	138	203	176

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£23.951	£27.859	£25.950	106	123	115
----------------------------------	---------	---------	---------	-----	-----	-----

Age Profile	18-24	93	225	25.751	57	56	81
	25-34	208	422	50.685	80	67	100
	35-44	307	560	54.178	119	88	107
	45-64	510	1,287	97.380	106	109	104
	65+	327	1,287	66.908	89	143	93

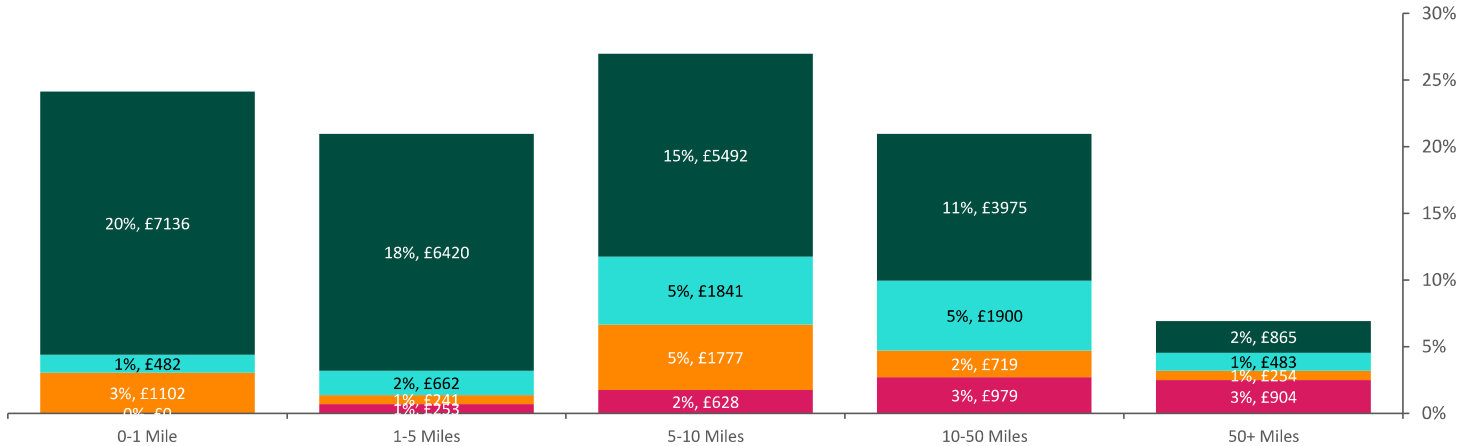


	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender						
Male	910 (48%)	2,196 (47%)	185,447 (50%)	97	96	101
Female	1,002 (52%)	2,491 (53%)	187,881 (50%)	103	104	99
Economic Status (16+)						
Employed: Full-time	584 (39%)	1,235 (32%)	125,601 (41%)	115	94	121
Employed: Part-time	203 (14%)	446 (12%)	35,520 (12%)	114	96	98
Self employed	166 (11%)	423 (11%)	29,390 (10%)	120	118	104
Unemployed	25 (2%)	70 (2%)	7,400 (2%)	61	66	88
Full-time student	20 (1%)	38 (1%)	5,352 (2%)	54	39	71
Retired	271 (18%)	1,145 (30%)	61,766 (20%)	83	136	93
Other	223 (15%)	517 (13%)	39,071 (13%)	84	75	72
Total Worker Count	270	1,336	184,812			

See the Glossary page for further information on the above variables

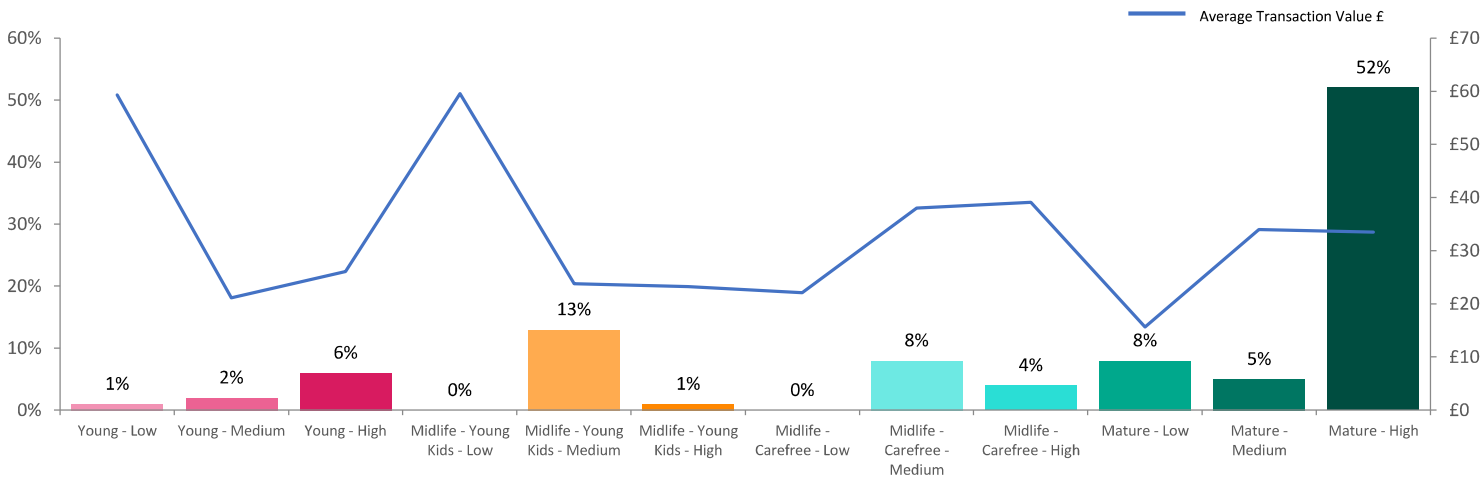
Transactional Data Summary - Phoenix

Spend by Polaris and Distance from Home



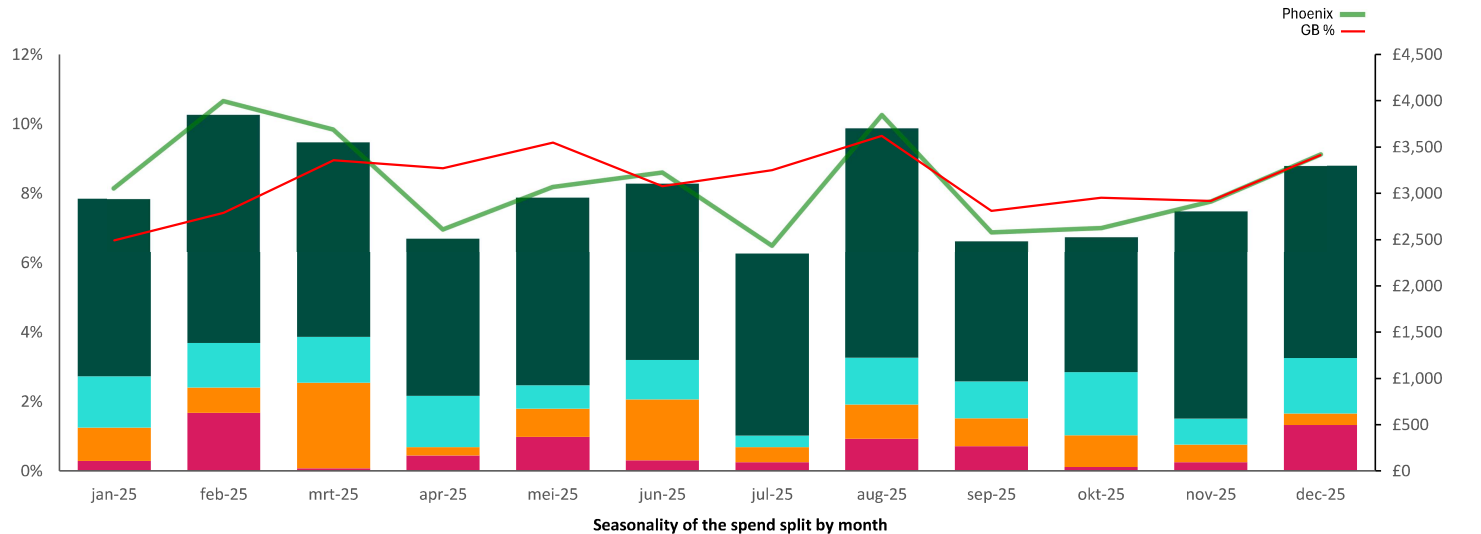
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



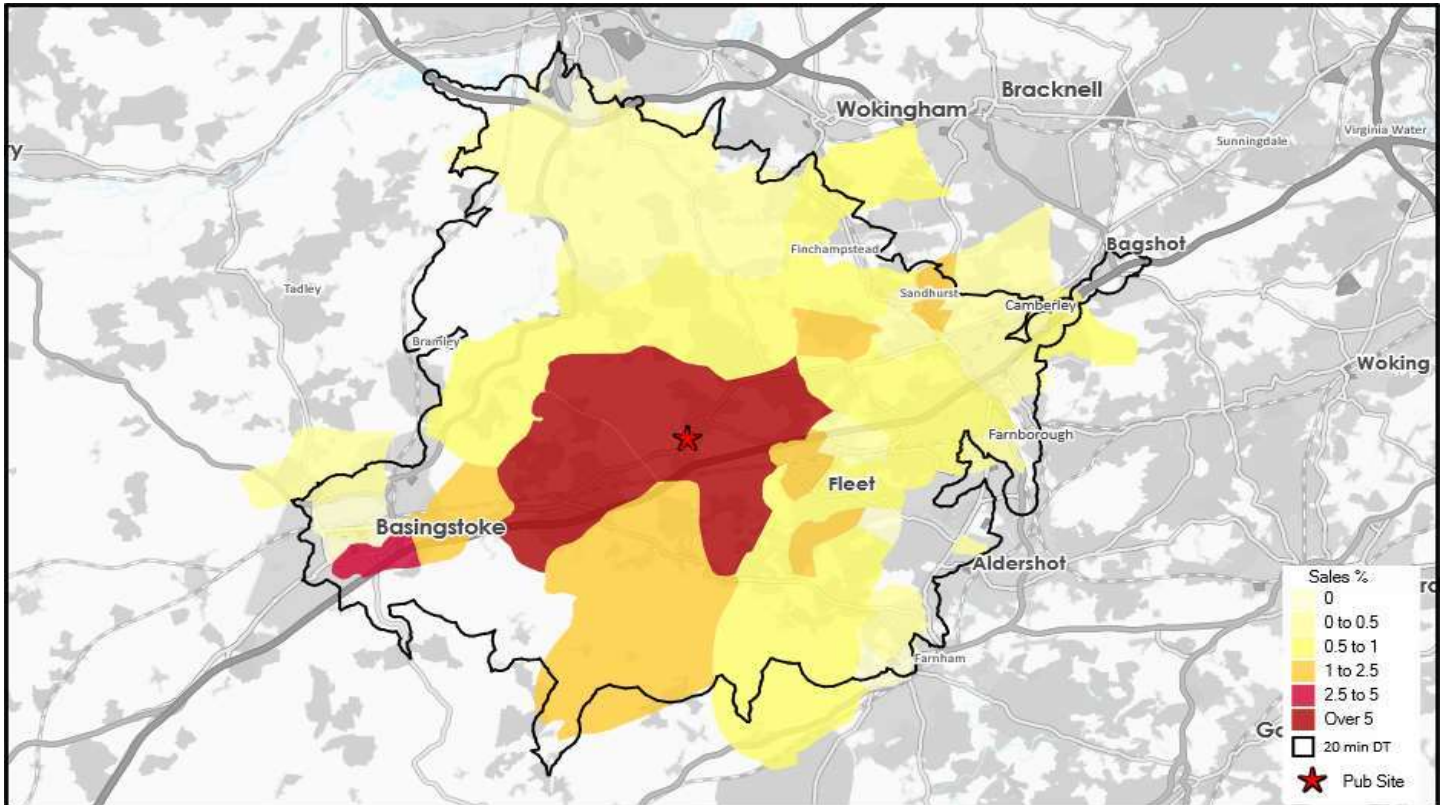
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



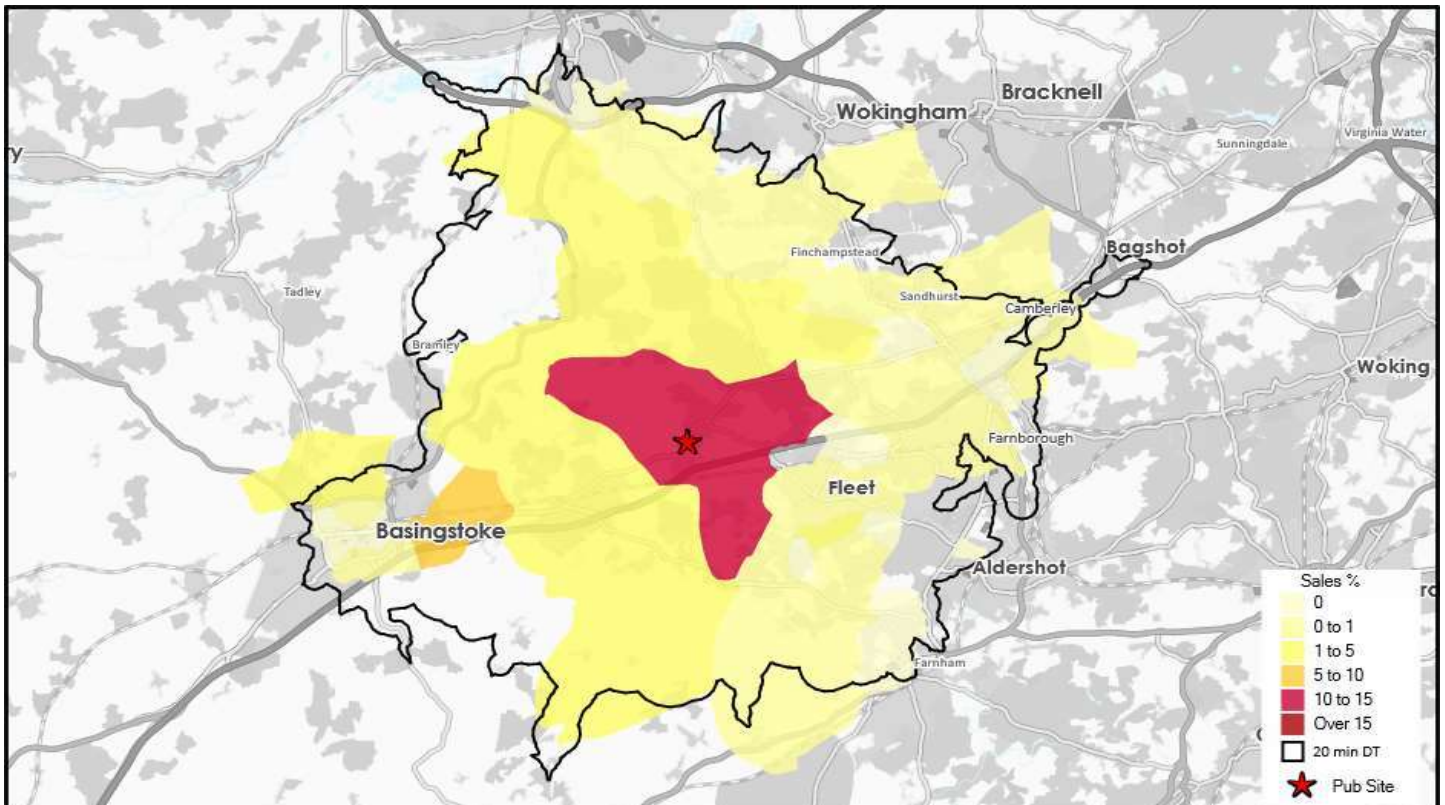
Seasonality of the spend split by month

Phoenix Share of Spend from Postcode Sectors within 20 minute Drive



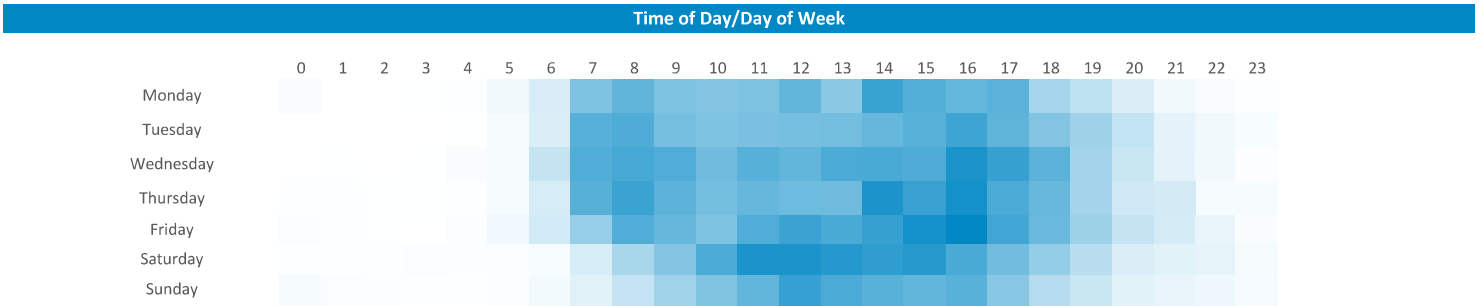
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Phoenix

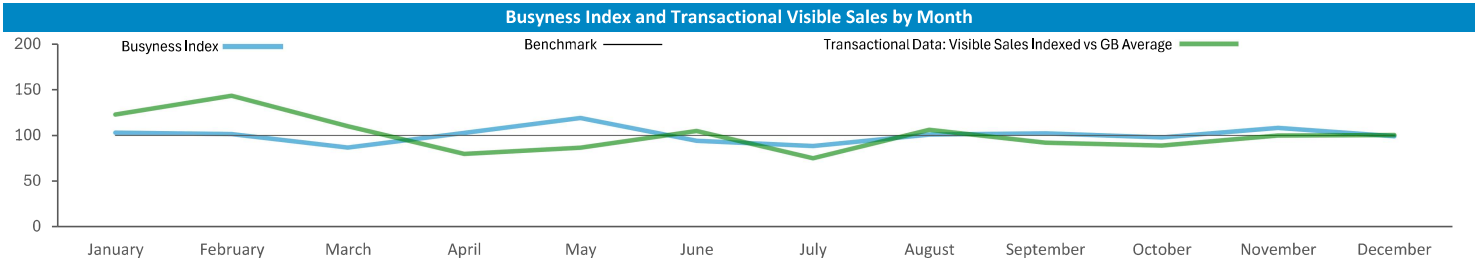


Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

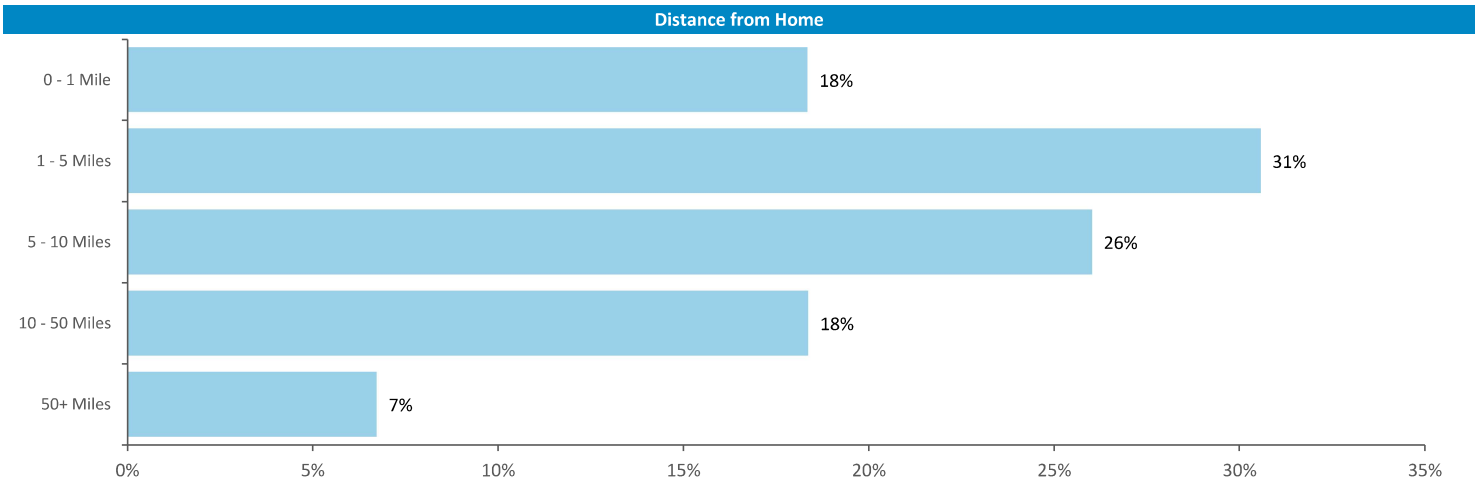
Mobile Data Summary - Phoenix



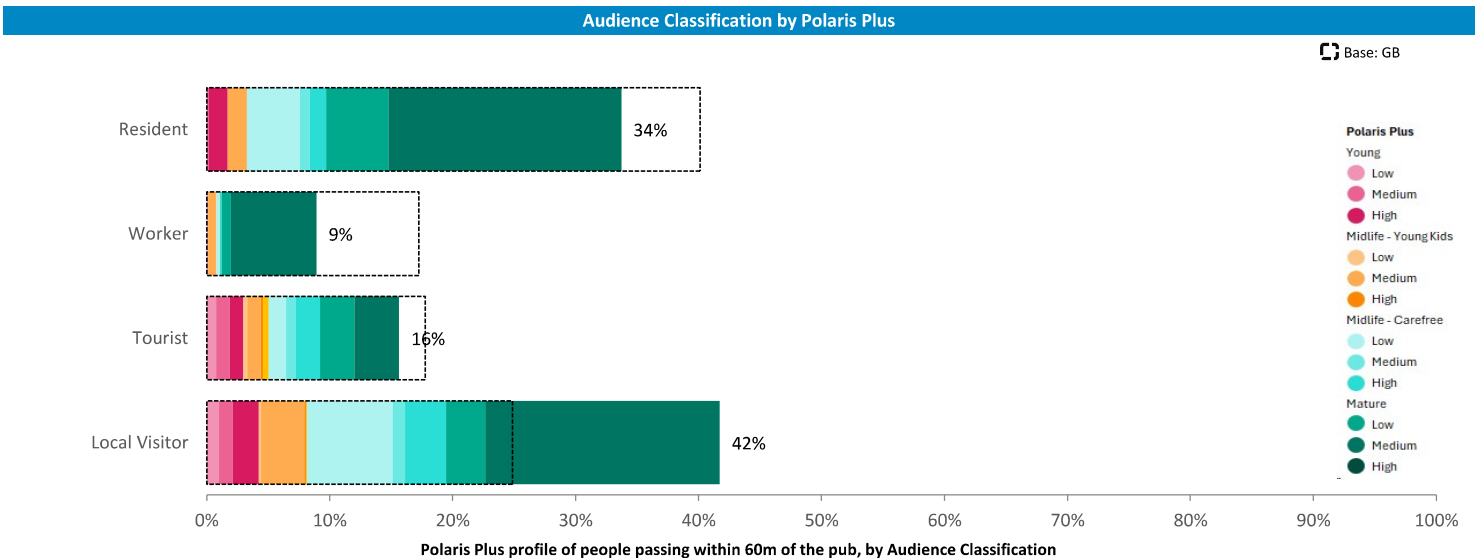
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data



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



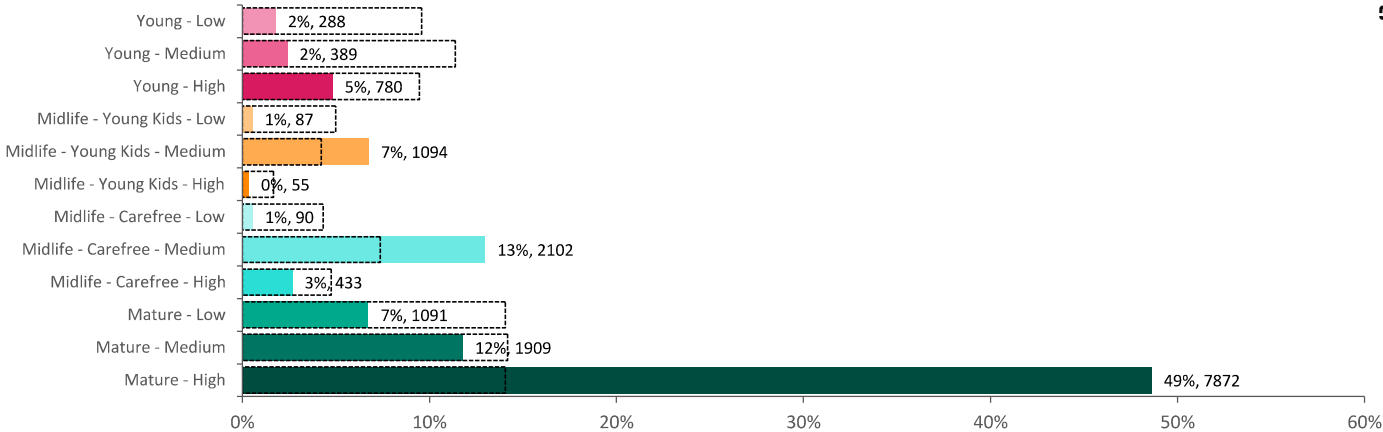
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there



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

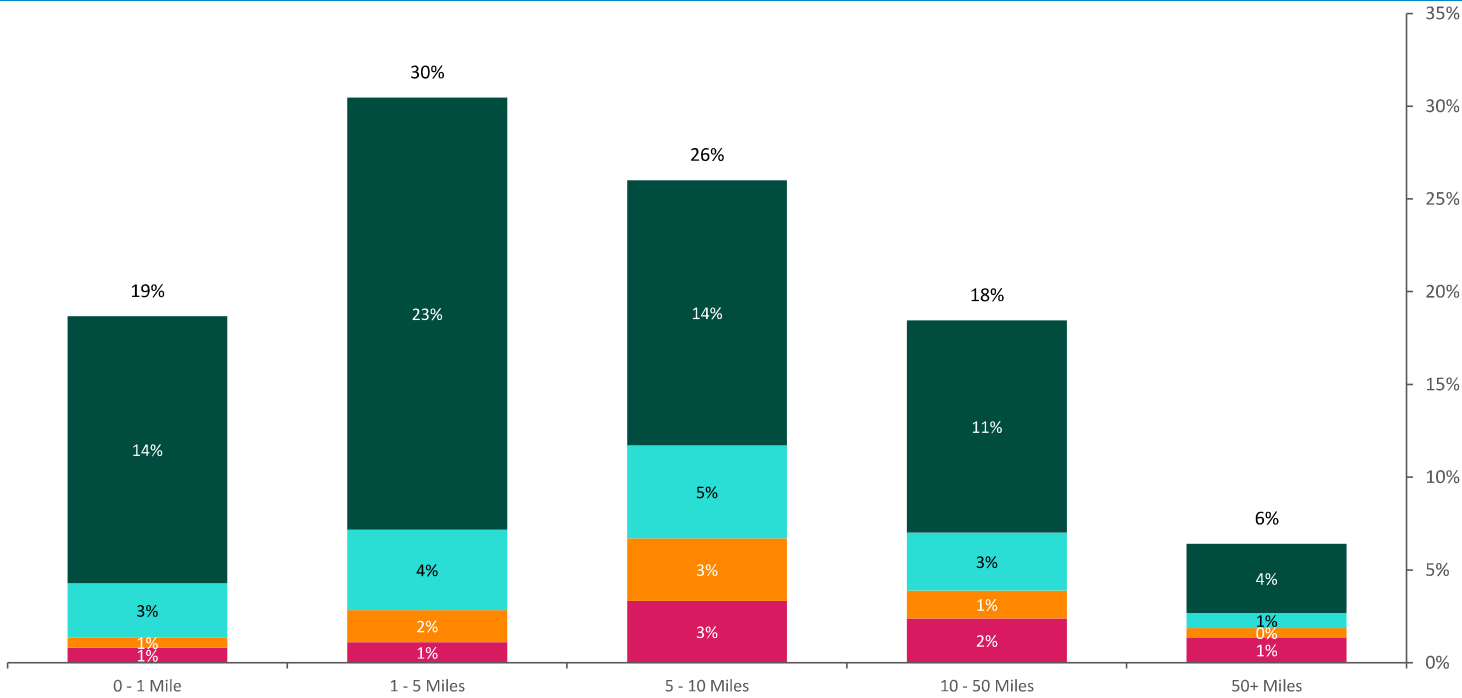
Polaris Plus Profile

GB %



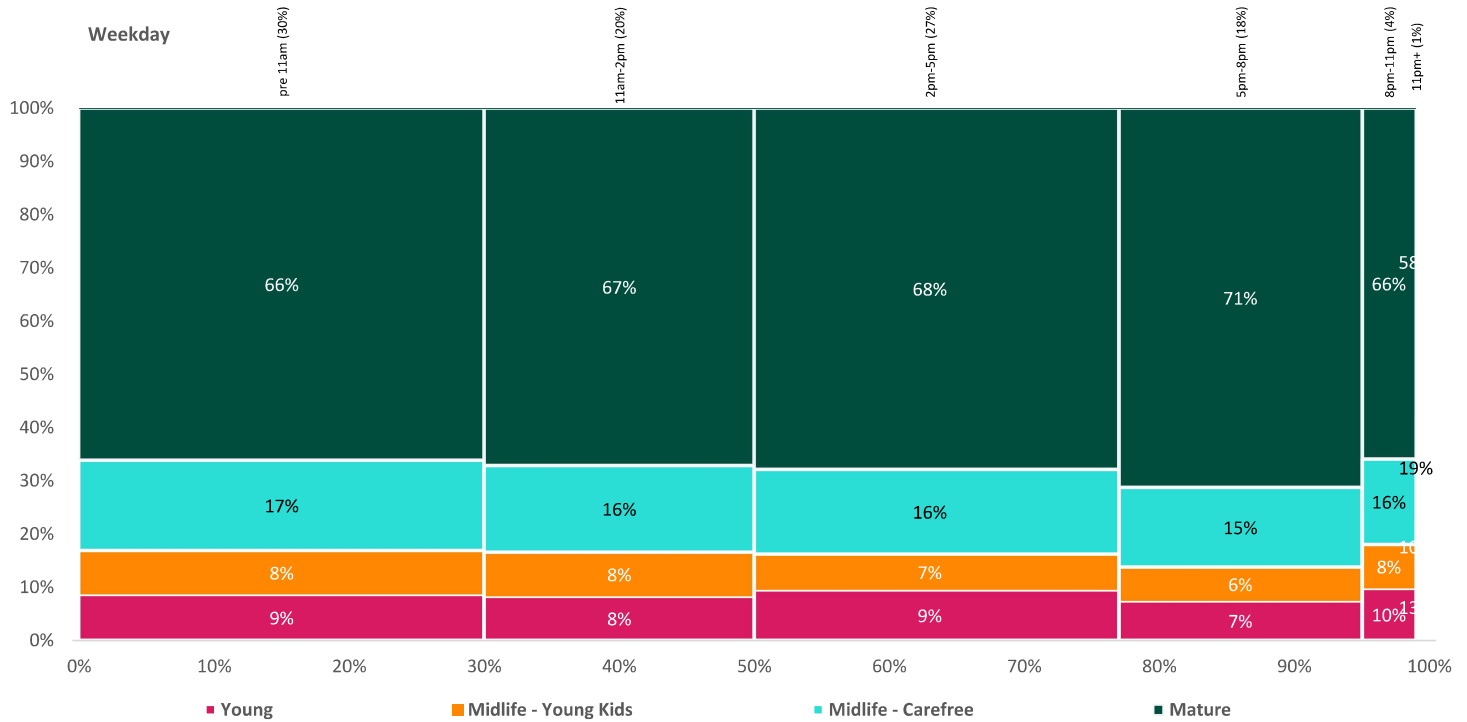
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



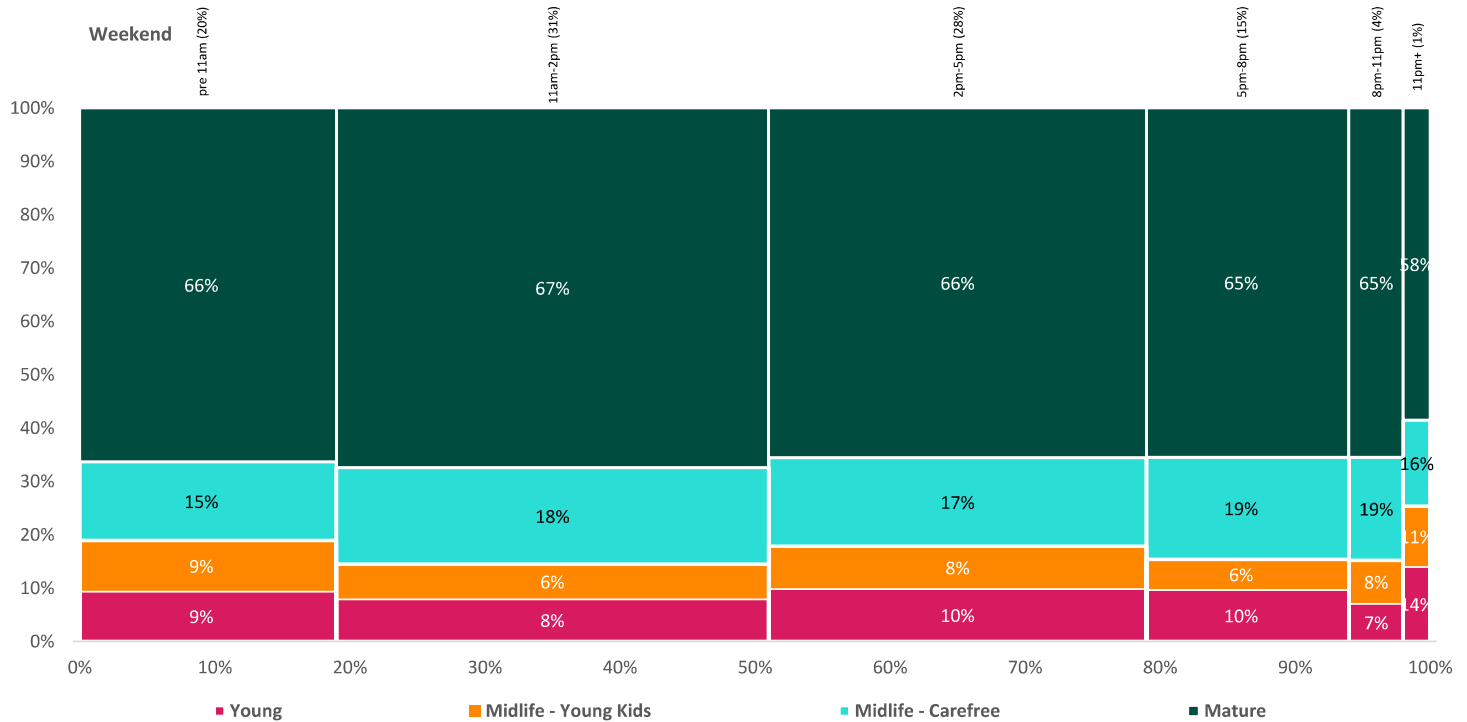
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		2.706	1.874	2.462	1.745	376	60	9.223
Midlife - Carefree		694	455	578	367	92	20	2.206
Midlife - Young Kids		339	232	244	155	47	11	1.028
Young		352	230	344	181	55	13	1.176
All		4.091	2.792	3.629	2.449	570	103	13.633

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		624	1.001	869	456	129	41	3.121
Midlife - Young Kids		140	271	221	134	38	11	815
Midlife - Carefree		88	95	104	39	16	8	350
Mature		89	120	132	68	14	10	434
All		942	1.487	1.326	697	198	70	4.720

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

Page 11 of 15

Polaris Plus Summary - Phoenix



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	0	0	8.931	0	0	31
Medium	0	29	10.886	0	7	34
High	13	25	27.877	13	10	142
Midlife - Young Kids						
Low	0	0	1.122	0	0	7
Medium	485	682	28.456	759	408	218
High	0	0	690	0	0	20
Midlife - Carefree						
Low	0	0	1.308	0	0	10
Medium	170	298	55.703	164	110	264
High	0	0	8.459	0	0	63
Mature						
Low	35	194	20.629	18	38	52
Medium	128	394	20.836	56	66	45
High	534	2,079	105.669	245	365	238
Not Private Households	80	80	4.336	517	198	137
Total	1,445	3,781	294.902			

Over GB Average

Around GB Average

Under GB Average



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	Phoenix	RG27 8RT	Star Pubs & Bars	Super Premium	7,4%	61,5%	0,00
1	Mama Mia	RG27 8RT	Independent Free	Restaurant	5,0%	68,2%	0,00
2	Hartley Wintney Football Club	RG27 8DX	Independent Free	Leisure	2,9%	78,5%	0,46
3	Woodys	RG27 8BX	Unknown	Premium	0,0%	0,0%	0,83
4	Hartley Wintney Cricket Club	RG27 8QB	Independent Free	Super Premium	2,4%	89,2%	0,86
5	Cricketers	RG27 8QB	Star Pubs & Bars	Great Pub Great Food	5,9%	84,1%	0,86
6	Waggon and Horses	RG27 8NY	Stonegate Pub Company	Super Premium	0,0%	0,0%	0,87
7	Monsoon Tandoori Restaurant	RG27 8NW	Independent Free	Restaurant	5,4%	71,8%	0,94
8	Hartley Wintney Golf Club	RG27 8PT	Independent Free	Leisure	8,3%	83,8%	0,97
9	Elvetham Hotel	RG27 8AR	Independent Free	Great Pub Great Food	0,0%	0,0%	1,44
10	Barley Mow	RG27 8DE	Punch Pub Company	Great Pub Great Food	2,3%	57,4%	1,64
11	Crooked Billet	RG27 9EH	Independent Free	Super Premium	9,5%	79,9%	1,65
12	Hook House Hotel	RG27 9EQ	Independent Free	Great Pub Great Food	0,0%	0,0%	1,79
13	Leather Bottle	RG27 8JU	Restaurant Group	Great Pub Great Food	14,6%	55,4%	1,95
14	Dogmersfield Cricket Club	RG27 8SS	Independent Free	Leisure	0,0%	0,0%	2,24
15	White Hart Hotel	RG27 9DZ	Mitchells & Butlers	Great Pub Great Food	7,5%	64,9%	2,32
16	Raven Hotel	RG27 9HS	Greene King	Great Pub Great Food	3,7%	53,1%	2,42
17	De Havilland Arms	GU51 4HT	Hall & Woodhouse	Super Premium	13,2%	82,7%	2,42
18	Old White Hart	RG27 9DJ	Greene King	Premium	4,7%	75,4%	2,43
19	Pizza Express	GU51 1AA	Pizza Express Restaurants Ltd	Restaurant	0,4%	3,4%	2,44
20	Hook Tandoori Restaurant	RG27 9HE	Independent Free	Restaurant	6,9%	73,9%	2,46

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 - Phoenix

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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+	1.445	3.781	294.902
Number of Competition Pubs	2	8	413
Adults 18+ per Competition Pub	723	473	714

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	51	3,5%	45
Family Pub Dining	0	106	7,3%	81
Great Pub Great Food	0	276	19,1%	114
Leisure	0	149	10,3%	102
Mainstream	0	158	11,0%	79
Premium	0	220	15,2%	106
Restaurant	1	335	23,2%	101
Super Premium	1	69	4,8%	122

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	0	141	3,7%	48
Family Pub Dining	0	269	7,1%	78
Great Pub Great Food	1	797	21,1%	126
Leisure	1	409	10,8%	108
Mainstream	0	420	11,1%	80
Premium	1	578	15,3%	107
Restaurant	2	898	23,8%	103
Super Premium	3	188	5,0%	126

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	13.323	4,5%	58
Family Pub Dining	15	21.677	7,4%	81
Great Pub Great Food	82	58.579	19,9%	119
Leisure	69	31.056	10,5%	105
Mainstream	25	33.754	11,5%	82
Premium	88	45.594	15,5%	108
Restaurant	80	71.355	24,2%	105
Super Premium	50	15.172	5,1%	131

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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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.																																									
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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																																									
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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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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.																																									
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