

Catchment Summary - Royal Oak

- 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**
6,146	19,296	443,430

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
117	100	106

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

111	93	108
37	32	108
80	122	94
101	103	103

Population

Adults 18+

Competition Pubs

Adults 18+ per Competition Pub

% Adults Likely to Drink

6,146	19,296	443,430
4,968	15,109	363,912
7	14	438
710	1,079	831
76,2%	77,5%	78,0%

Affluence	Low	Medium	High
	67,5%	40,4%	28,8%
	28,5%	32,4%	30,4%
4,0%	24,4%	39,3%	

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)

£22,900	£25,880	£24,261
---------	---------	---------

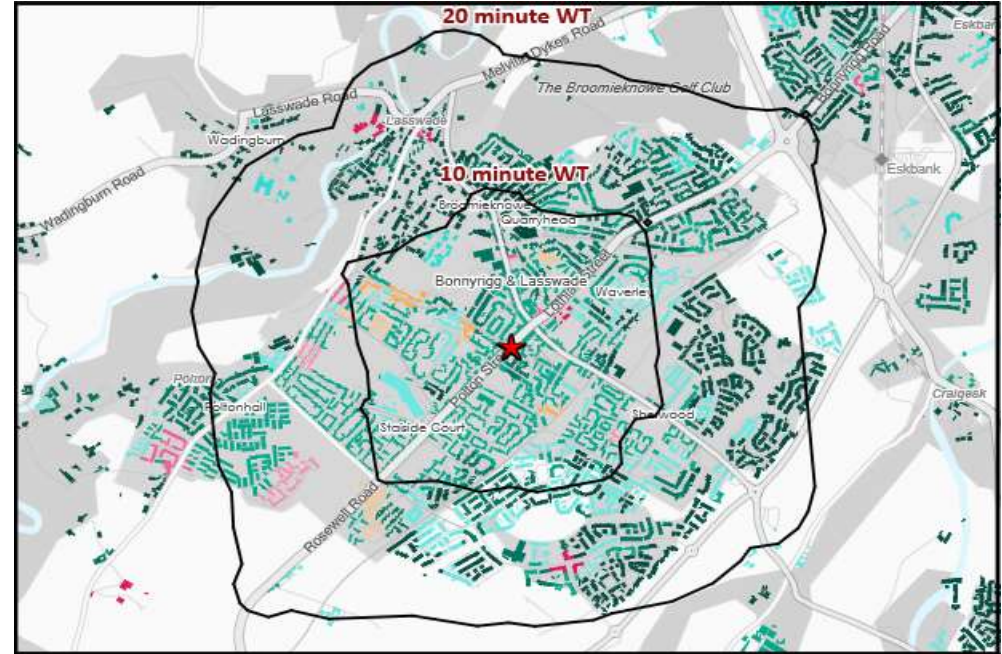
Age Profile	18-24	25-34	35-44	45-64	65+
	488	1,317	44,444	81	119
	811	2,326	71,486	89	119
	758	2,954	64,099	114	107
	1,611	4,870	105,826	100	94
1,300	3,642	78,057	99	92	

488	1,317	44,444
811	2,326	71,486
758	2,954	64,099
1,611	4,870	105,826
1,300	3,642	78,057

203	122	87
75	85	80
15	89	143

107	121	114
-----	-----	-----

94	81	119
98	89	119
91	114	107
104	100	94
111	99	92



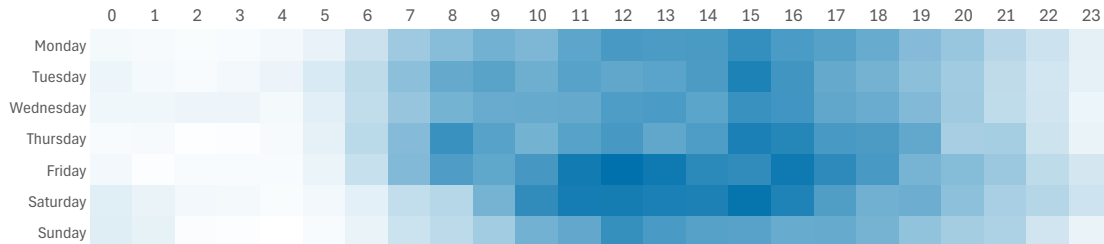
Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

Polaris Plus Segments



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	56	404	109,905	4	10	109
Midlife - Young Kid	188	277	10,345	35	17	26
Midlife - Carefree	540	2,159	38,235	69	91	67
Mature	4,184	11,843	199,908	190	177	124
Not Private Households	0	426	5,519	0	23,304	12,535
Total	4,968	15,109	363,912			

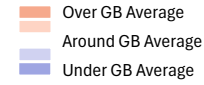


Per Pub - Royal Oak

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

WT= Walktime, DT= Drivetime

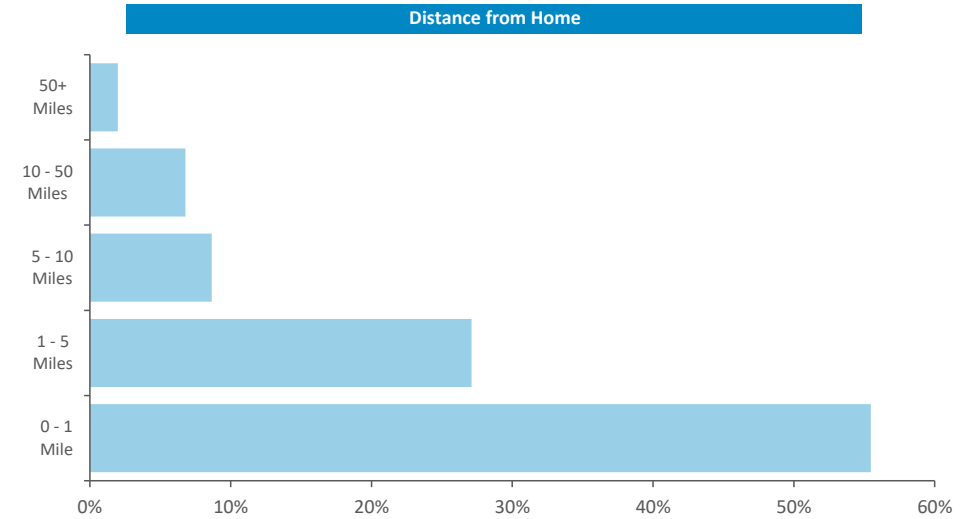
Adults 18+	4.968	15.109	363.912
Number of Competition Pubs	7	14	438
Adults 18+ per Competition Pub	710	1.079	831



10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	55	1,1%	13
Circuit Bar	0	258	5,2%	125
Community Pub	4	1.935	39,0%	199
Craft Led	0	16	0,3%	9
Great Pub Great Food	0	243	4,9%	27
High Street Pub	0	1.550	31,2%	165
Premium Local	1	370	7,5%	44

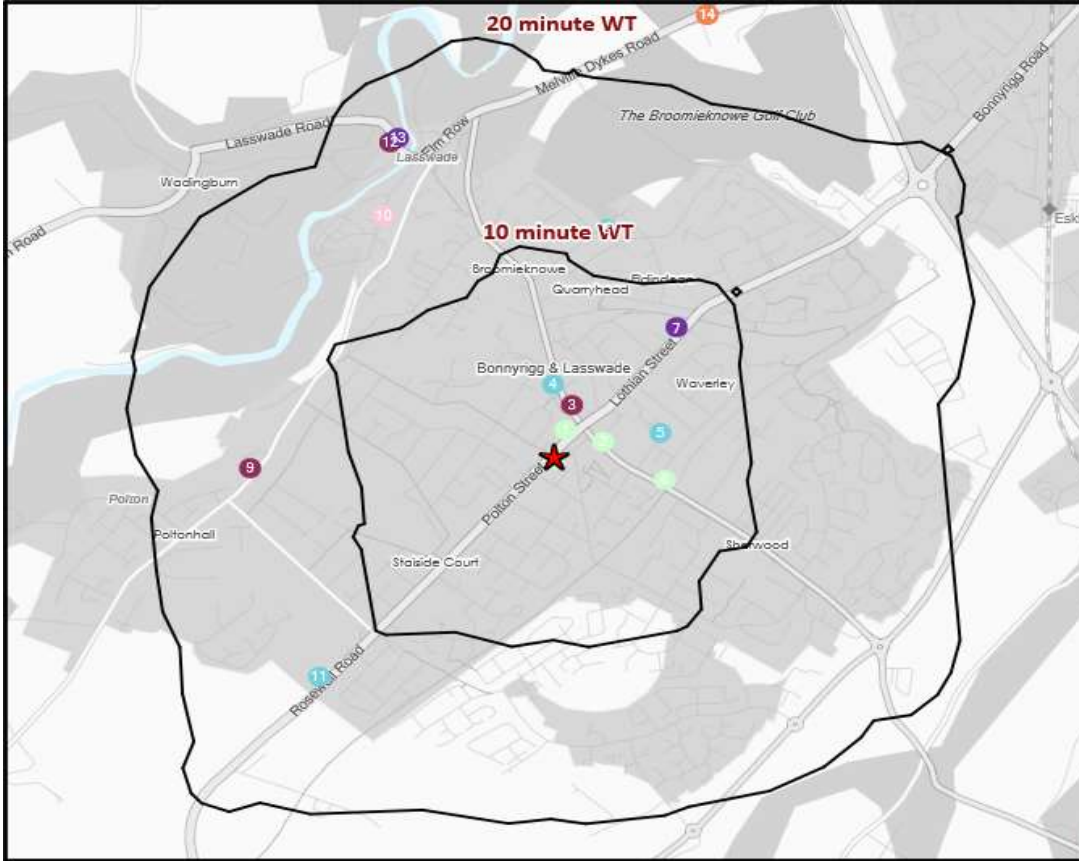
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	361	2,4%	29
Circuit Bar	0	469	3,1%	74
Community Pub	4	3.848	25,5%	130
Craft Led	0	47	0,3%	9
Great Pub Great Food	2	2.327	15,4%	85
High Street Pub	0	3.187	21,1%	112
Premium Local	3	2.402	15,9%	94

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	97	39.955	11,0%	132
Circuit Bar	59	13.046	3,6%	86
Community Pub	21	68.303	18,8%	96
Craft Led	0	16.898	4,6%	130
Great Pub Great Food	37	79.236	21,8%	120
High Street Pub	31	60.286	16,6%	88
Premium Local	55	56.232	15,5%	91



© 2026 CACI Limited and all other applicable third party notices (Population Estimates and Projections, CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Competition - Royal Oak



Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
7	Gi Gis	EH19 3AQ	Independent Free	Restaurants	26,6%	0,36
10	Paper Mill	EH18 1LX	Independent Free	GPGF	18,4%	0,61
12	Laird & Dog Hotel	EH18 1NA	*Other Small Retail Groups	Premium Local	12,6%	0,74
8	Broomieknowe Golf Club	EH19 2HZ	Independent Free	Clubland	10,0%	0,50
13	Luci's Restaurant & Cocktail Bar	EH18 1ND	Independent Free	Restaurants	8,4%	0,74
19	Kings Acre Golf Course & Academ	EH18 1AU	Independent Free	Sports Clubs	5,7%	1,24
9	Polton Inn	EH18 1BS	Star Pubs & Bars	Premium Local	3,3%	0,58
14	Esk Valley	EH18 1AN	Whitbread	Family Pub Din	3,0%	0,98
2	Calderwood Arms	EH19 3AS	Caledonian Heritable	Community Pu	2,8%	0,10
5	Bonny Rigg Rose Social Club	EH19 3AU	Independent Free	Clubland	2,0%	0,21
18	Melville Castle Hotel	EH18 1AP	Independent Free	Hotel	1,8%	1,20
16	Sun Inn	EH22 4TR	Independent Free	GPGF	1,8%	1,12
0	Royal Oak	EH19 3DE	Star Pubs & Bars	Community Pu	1,3%	0,00
11	Lasswade Rugby Club	EH19 3PR	Independent Free	Clubland	1,2%	0,64
4	Bonnyrigg Bowling Club	EH19 2AB	Independent Free	Clubland	0,6%	0,16
14	Premier Inn	EH18 1AN	Whitbread	Hotel	0,3%	0,98
6	Waverley Hotel	EH19 3BB	Star Pubs & Bars	Community Pu	0,0%	0,22
1	Beetroot Bar & Grill	EH19 3HB	Independent Free	Community Pu	0,0%	0,07
3	Anvil Inn	EH19 2DA	Iona Bars	Premium Local	0,0%	0,12
17	Polton Bowling & Social Club	EH18 1JT	Independent Free	Clubland	0,0%	1,18

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

© 2026 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

Catchment Summary - Royal Oak

© 2025 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf
 Datasource © 2023 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2023

CGA ID	Name	Postcode	Operator	Segment	Sparsity
40369	Royal Oak	EH19 3DE	Star Pubs & Bars	Community Pub	10



- ★ Pub Sites
- ⌘ Catchments

Polaris Plus Segments

Young

- Low
- Medium
- High

Midlife - Young Kids

- Low
- Medium
- High

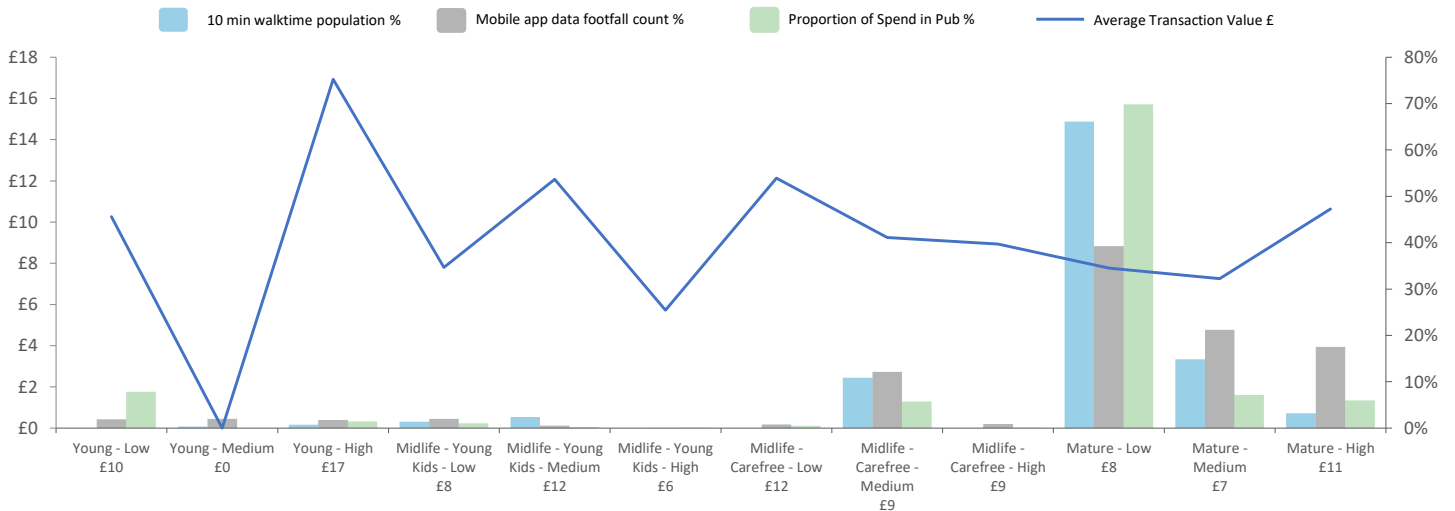
Midlife - Carefree

- Low
- Medium
- High

Mature

- Low
- Medium
- High

Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Royal Oak

© 2025 CACI Limited and all other applicable third party notices (Acorn, Population Estimates and Projections, Up to Date Demographics) can be found at www.caci.co.uk/copyrightnotices.pdf

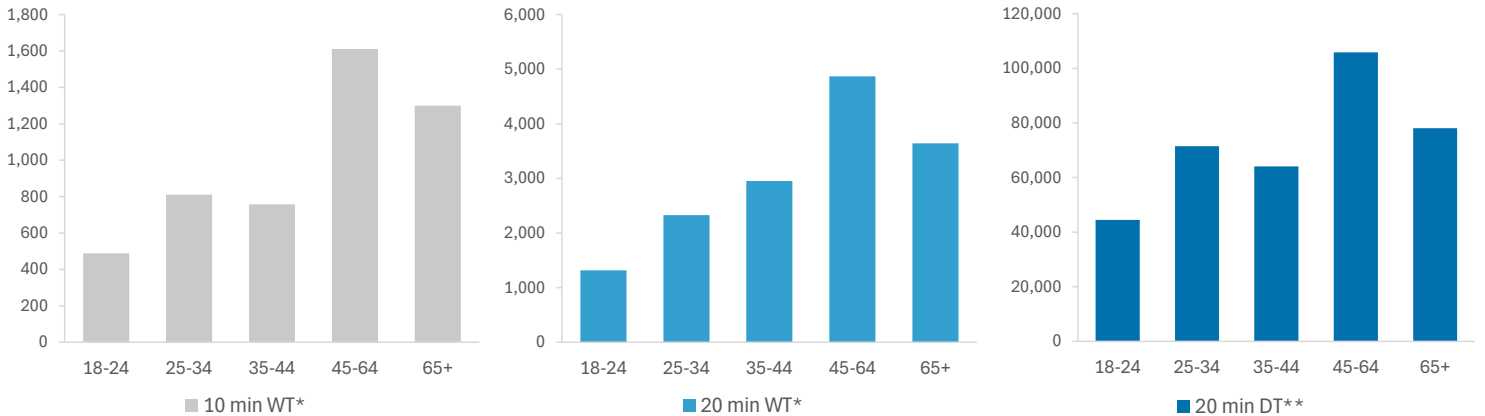
Over GB Average
Around GB Average
Under GB Average

*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		6,146	19,296	443,430	117	100	106
Adults 18+		4,968	15,109	363,912	111	93	108
Competition Pubs		7	14	438	37	32	108
Adults 18+ per Competition Pub		710	1,079	831	80	122	94
% Adults Likely to Drink		76,2%	77,5%	78,0%	101	103	103
Affluence	Low	67,5%	40,4%	28,8%	203	122	87
	Medium	28,5%	32,4%	30,4%	75	85	80
	High	4,0%	24,4%	39,3%	15	89	143
Mean Net Disposable income (£pa)		£22,900	£25,880	£24,261	107	121	114
Age Profile	18-24	488	1,317	44,444	94	81	119
	25-34	811	2,326	71,486	98	89	119
	35-44	758	2,954	64,099	91	114	107
	45-64	1,611	4,870	105,826	104	100	94
	65+	1,300	3,642	78,057	111	99	92

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



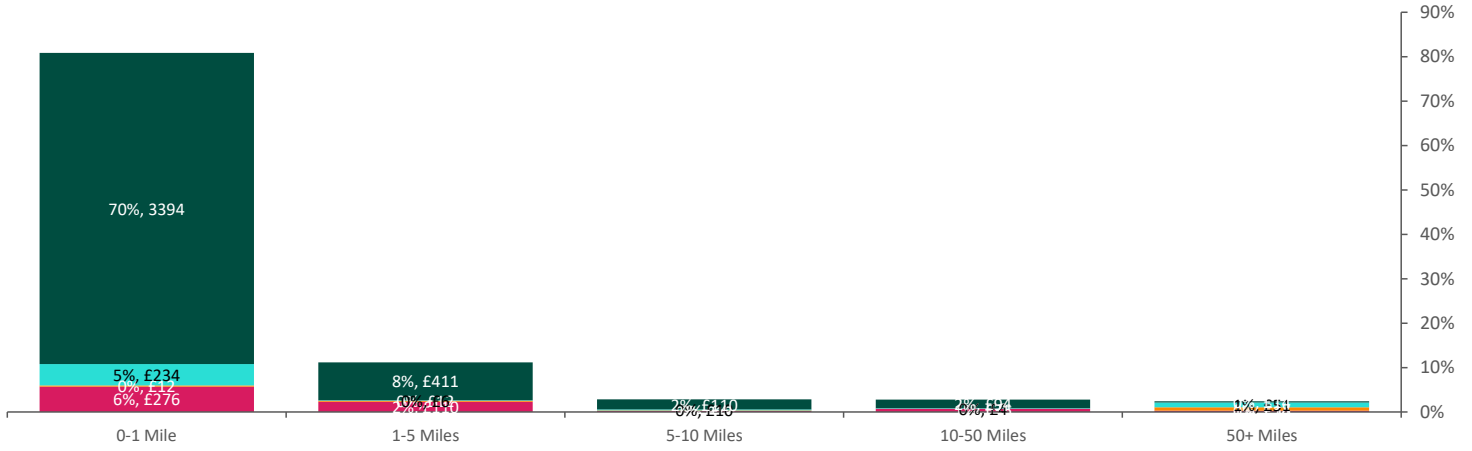
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	2,872 (47%)	9,239 (48%)	214,249 (48%)	95	98	99
	Female	3,274 (53%)	10,057 (52%)	229,181 (52%)	105	102	101
Economic Status (16+)	Employed: Full-time	1,919 (38%)	6,521 (42%)	138,100 (37%)	110	122	108
	Employed: Part-time	654 (13%)	1,977 (13%)	40,600 (11%)	106	105	90
	Self employed	271 (5%)	1,070 (7%)	24,999 (7%)	58	75	73
	Unemployed	106 (2%)	240 (2%)	7,309 (2%)	81	60	77
	Full-time student	119 (2%)	393 (3%)	16,478 (4%)	99	107	187
	Retired	1,407 (28%)	3,695 (24%)	80,201 (22%)	126	108	98
	Other	623 (12%)	1,638 (11%)	65,277 (18%)	70	60	100
Total Worker Count		2,641	6,052	208,492			

See the Glossary page for further information on the above variables

Transactional Data Summary - Royal Oak

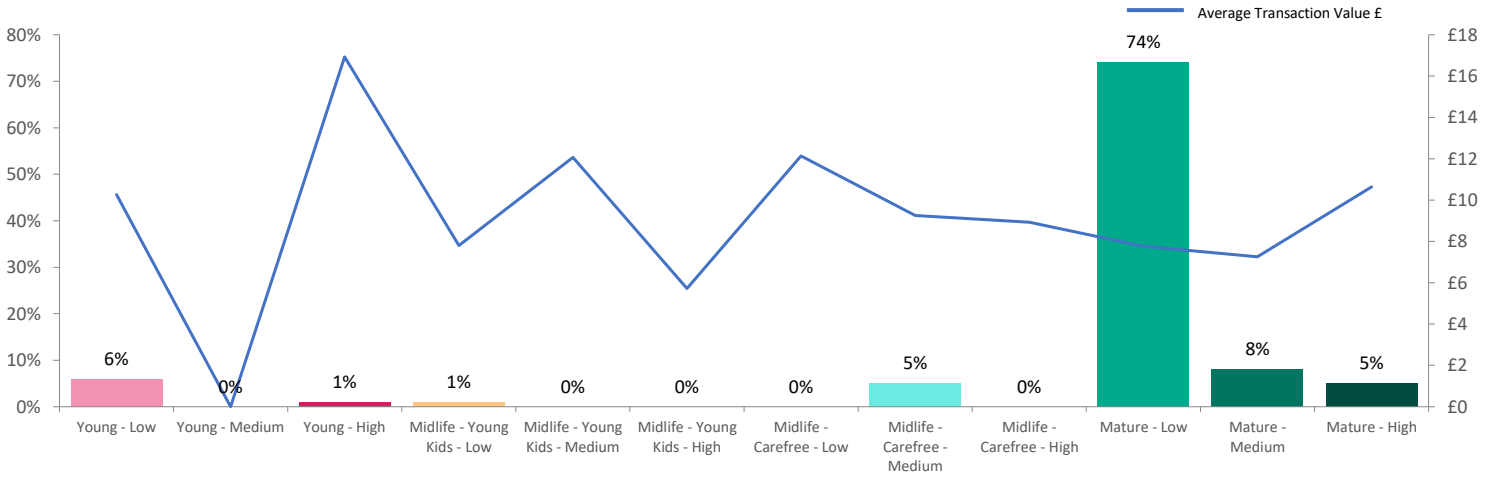
© 2025 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Spend by Polaris and Distance from Home



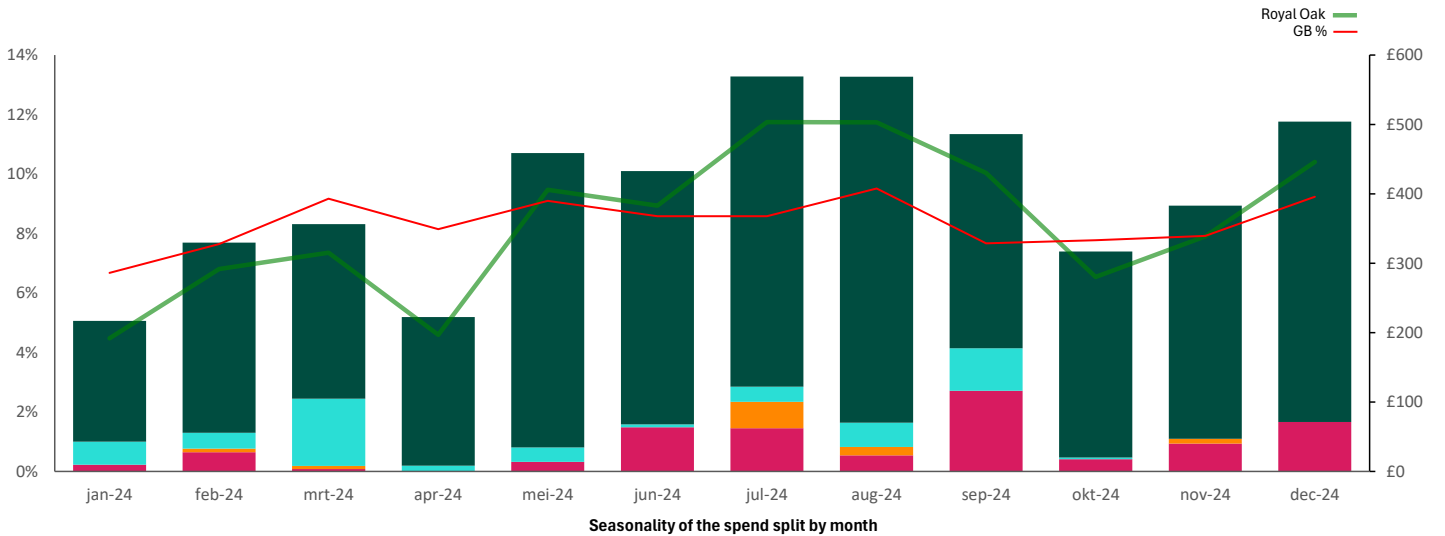
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



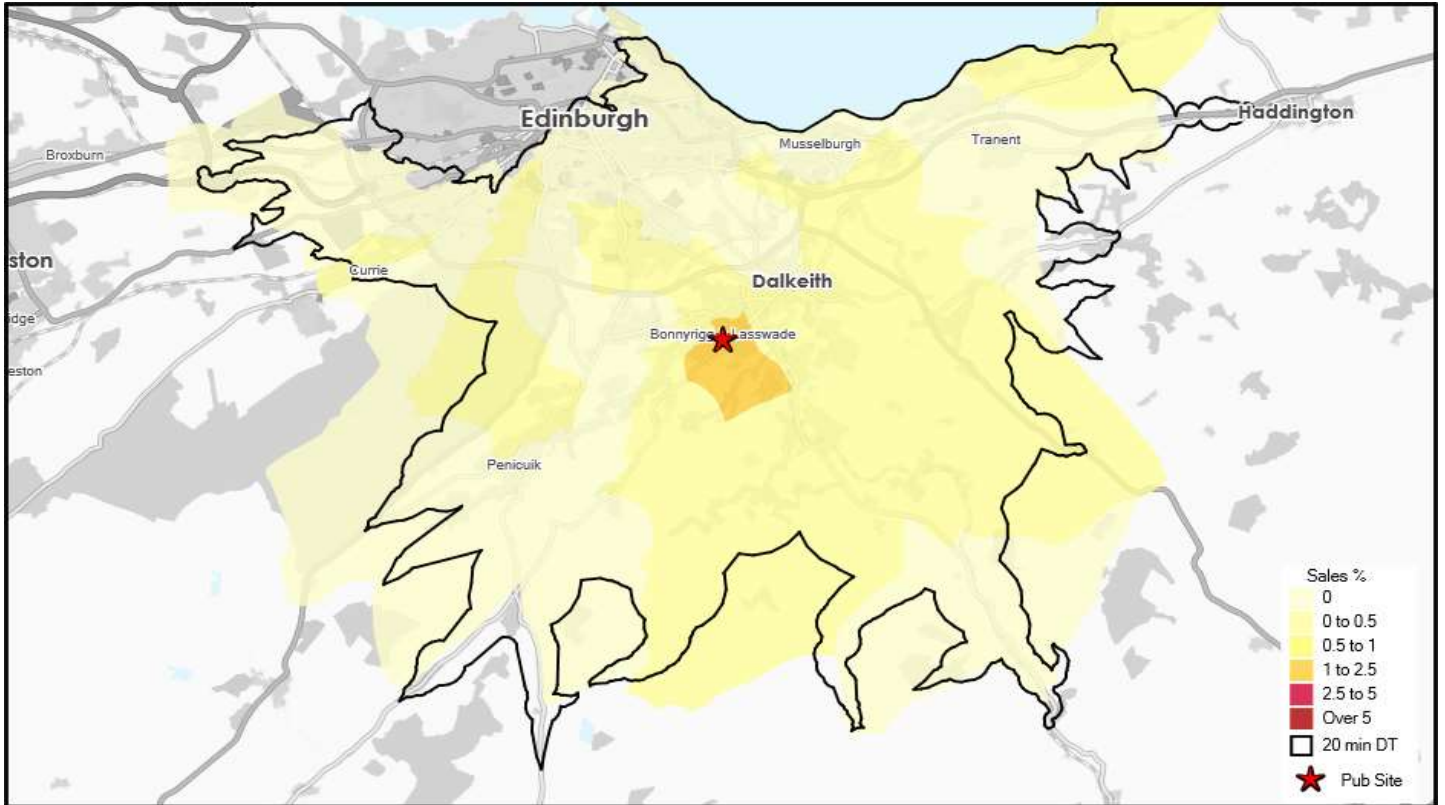
Average transaction value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



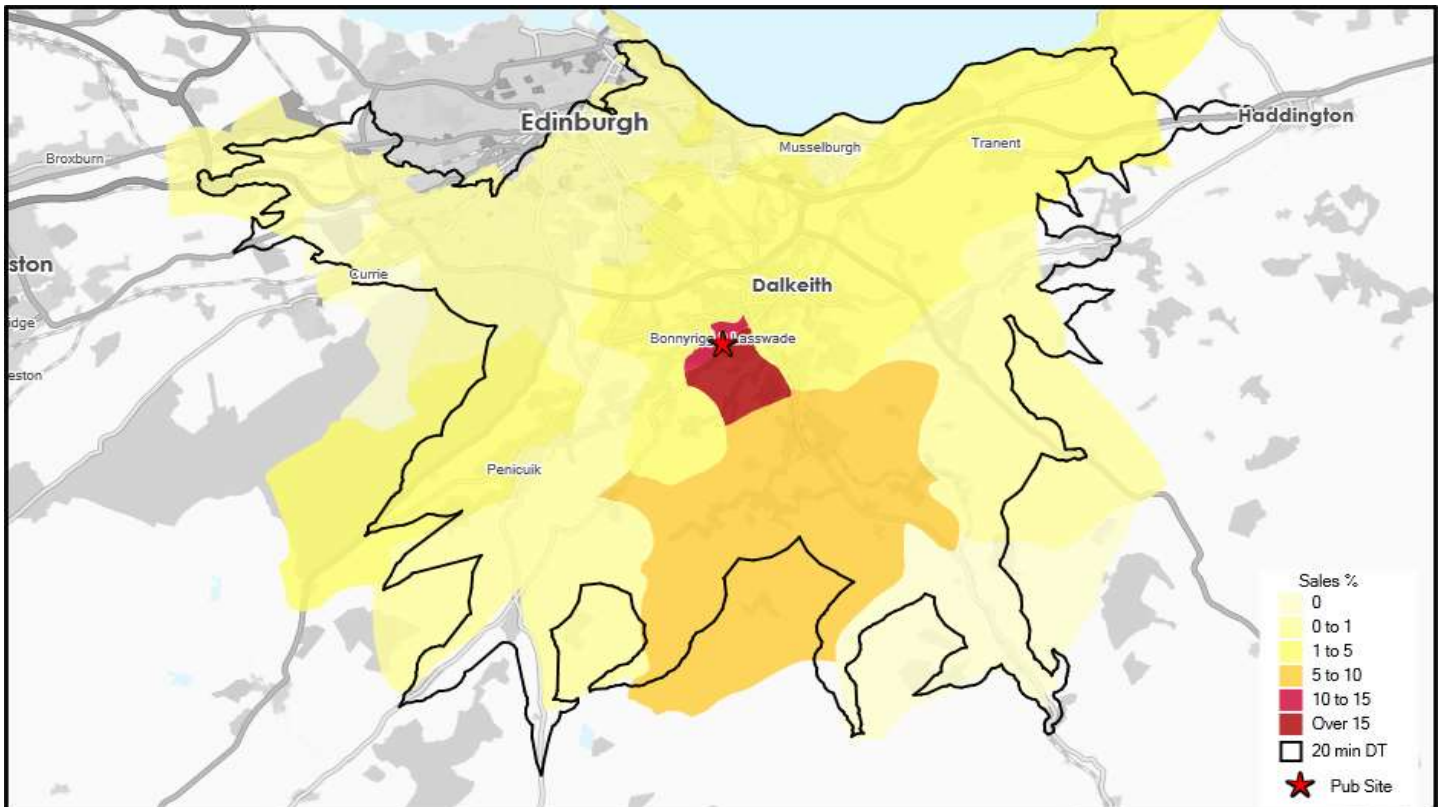
Seasonality of the spend split by month

Royal Oak Share of Spend from Postcode Sectors within 20 minute Drive



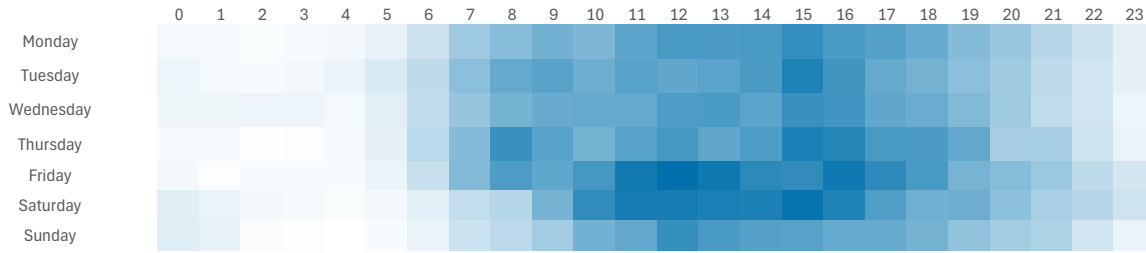
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



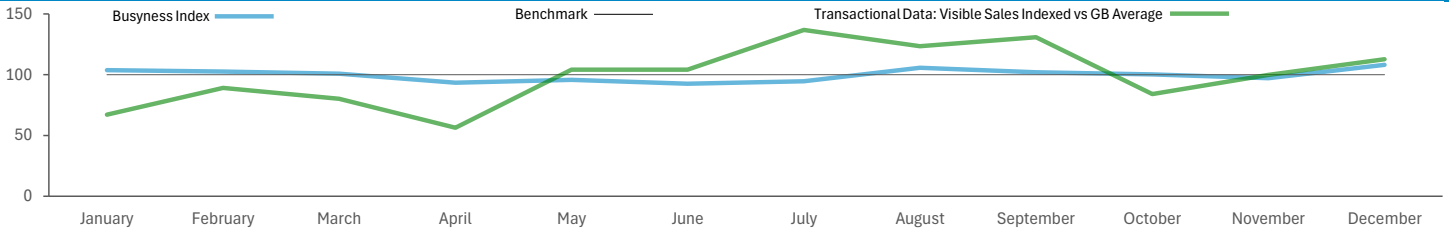
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



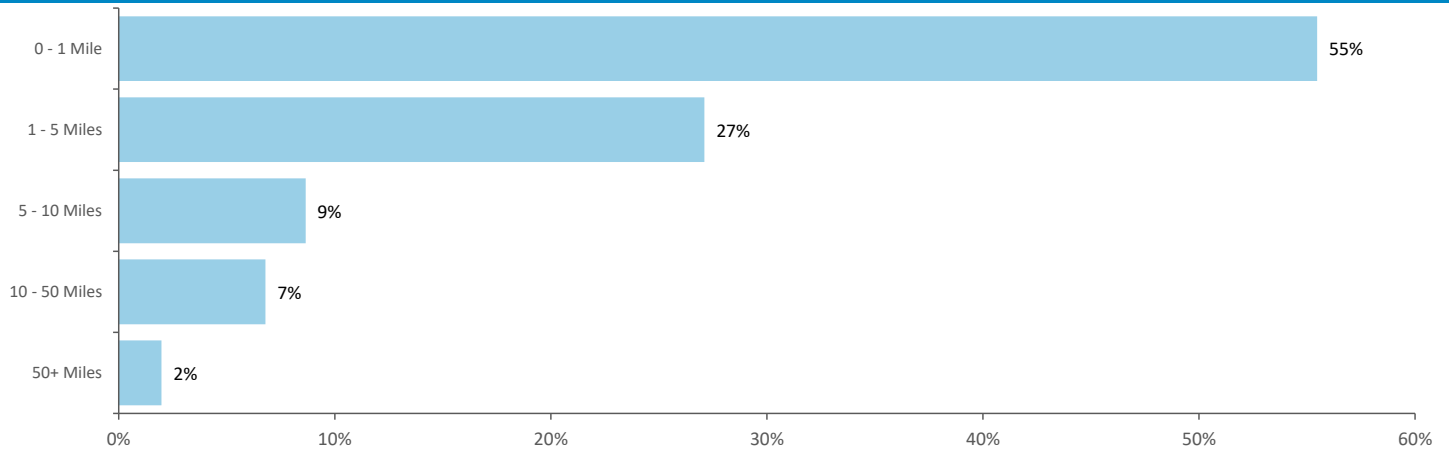
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

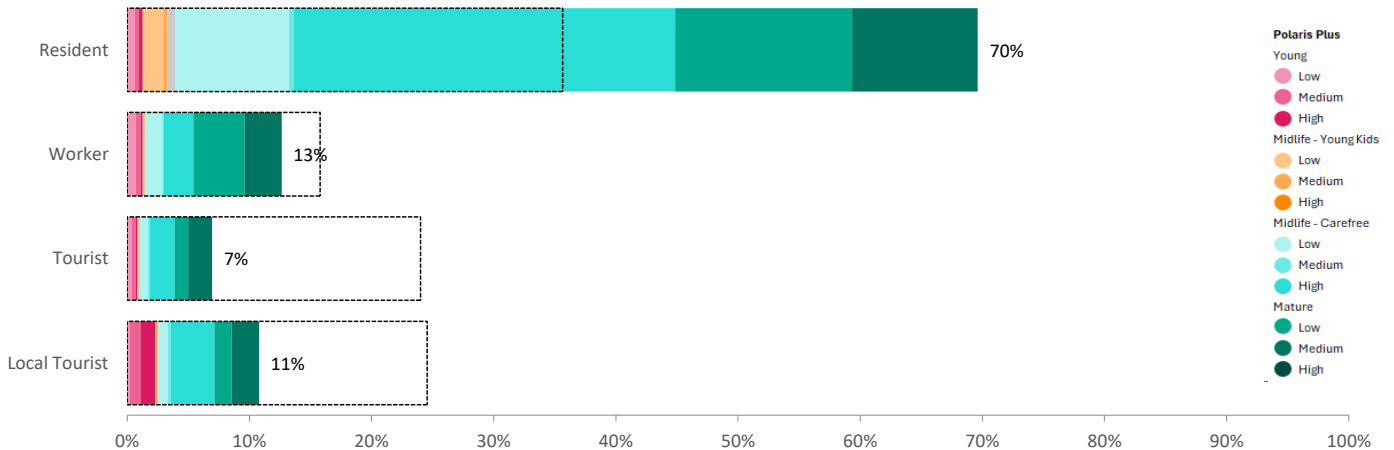
Distance from Home



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

Audience Classification by Polaris Plus

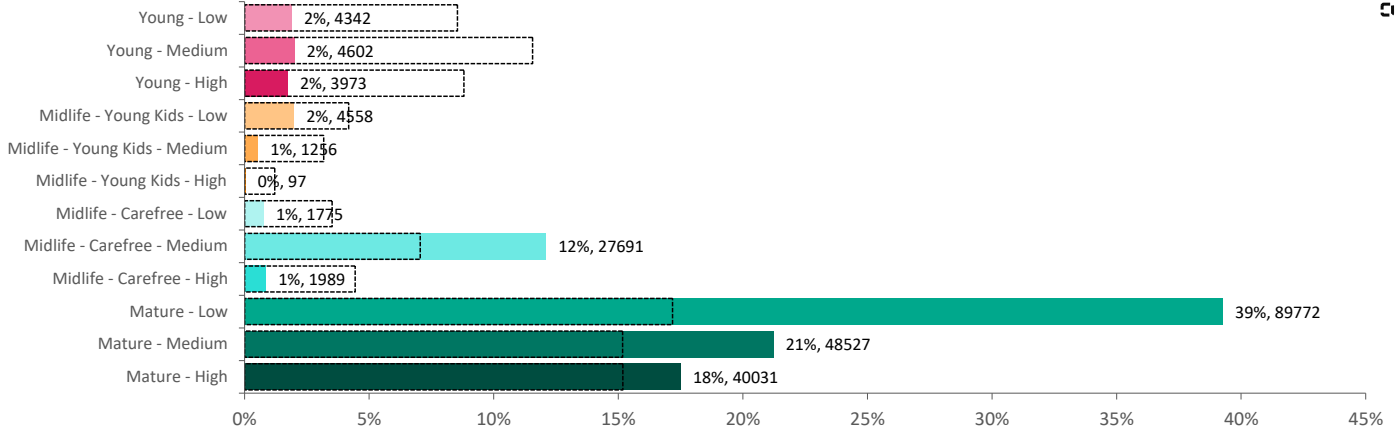
Base: GB



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

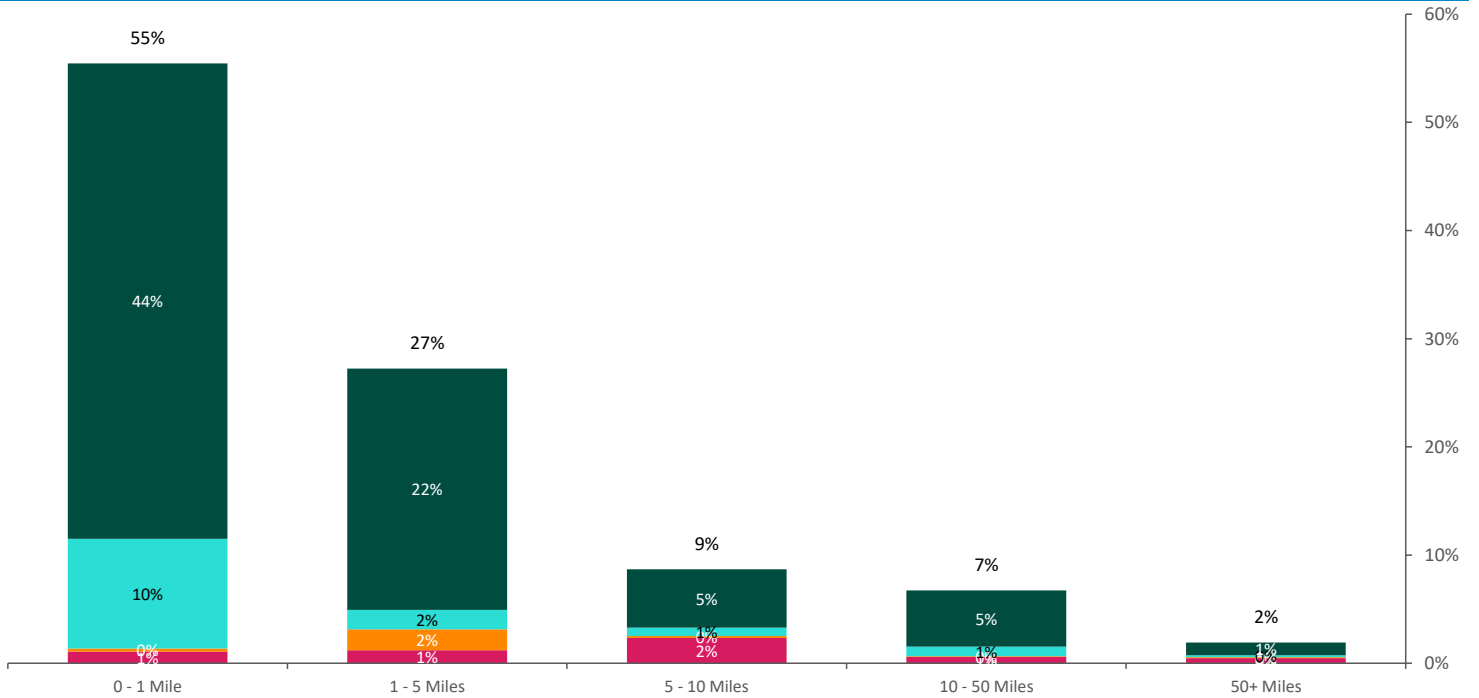
Polaris Plus Profile

GB %



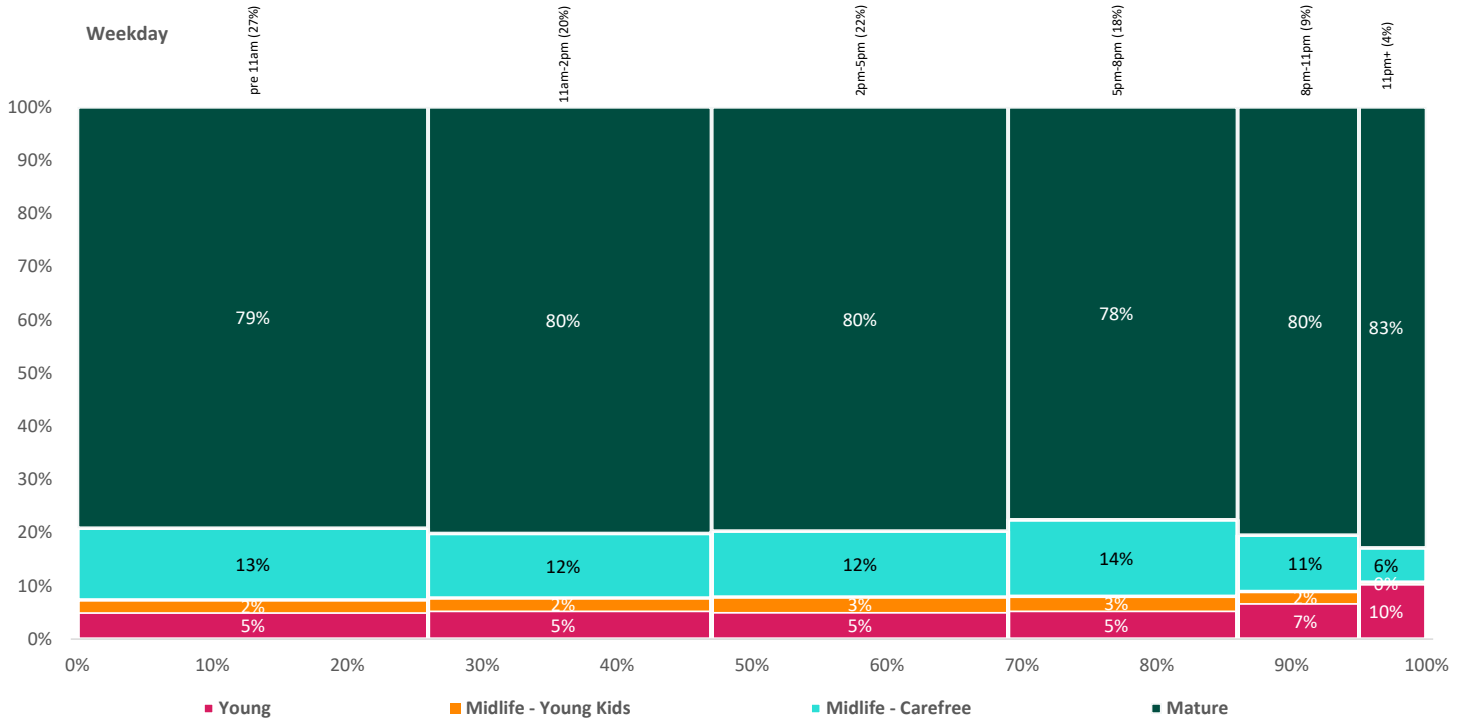
Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door

Distance from Home by Polaris



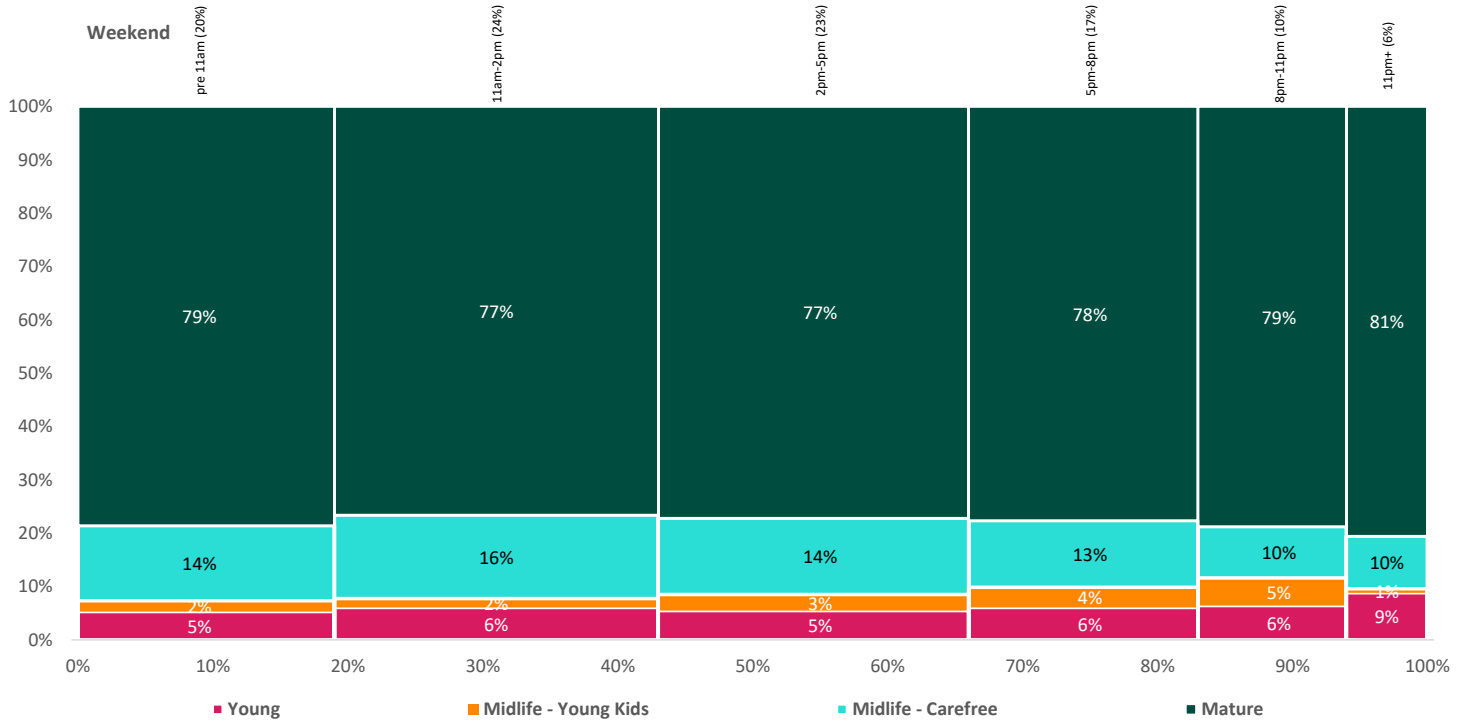
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		44.509	34.840	37.464	28.839	15.734	7.184	168.570
Midlife - Carefree		7.568	5.270	5.831	5.341	2.074	561	26.645
Midlife - Young Kids		1.292	1.007	1.313	996	418	27	5.052
Young		2.855	2.345	2.401	1.994	1.326	899	11.819
All		56.223	43.462	47.008	37.171	19.551	8.671	212.086

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		12.330	14.892	14.318	10.687	6.526	3.705	62.458
Midlife - Young Kids		2.217	3.051	2.660	1.722	797	451	10.898
Midlife - Carefree		313	318	557	518	431	35	2.173
Mature		836	1.186	1.018	837	533	407	4.816
All		15.697	19.446	18.553	13.764	8.287	4.598	80.346

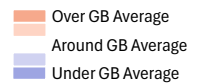
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

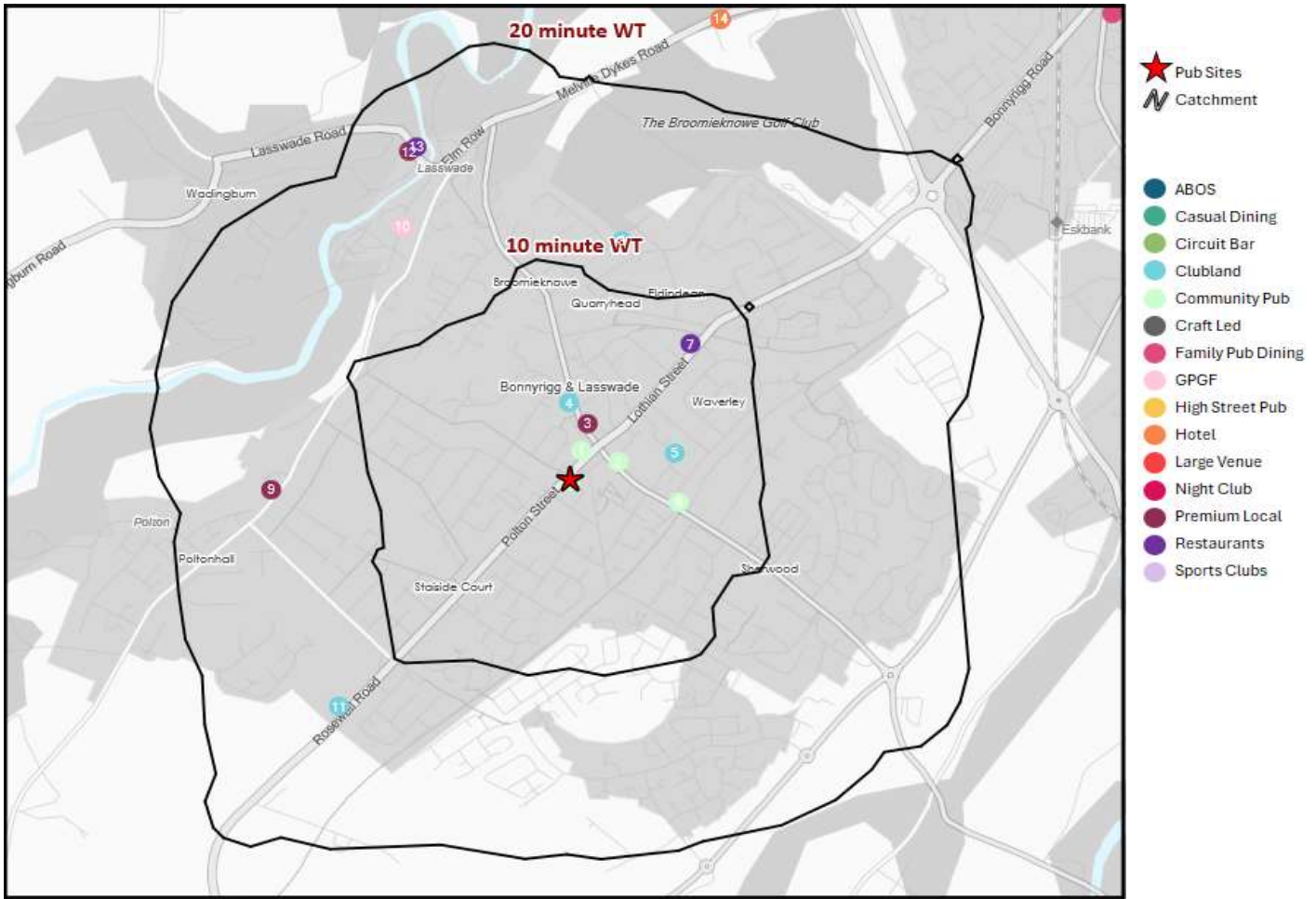


Polaris Plus Profile by Catchment

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	226	6.676	0	15	19
Medium	18	57	42.327	3	3	104
High	38	121	60.902	11	12	247
Midlife - Young Kids						
Low	69	158	3.324	25	19	17
Medium	119	119	4.672	56	18	30
High	0	0	2.349	0	0	57
Midlife - Carefree						
Low	0	0	1.721	0	0	11
Medium	540	2.042	22.716	153	190	88
High	0	117	13.798	0	17	85
Mature						
Low	3.285	5.719	92.991	483	277	187
Medium	739	2.678	40.767	96	114	72
High	160	3.446	66.150	21	152	121
Not Private Households	0	426	5.519	0	233	125
Total	4.968	15.109	363.912			

*WT= Walktime, **DT= Drivetime



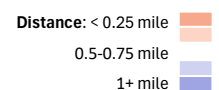


Nearest 20 CGA Locations

Number on Map	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	20 min DT sales % **	Distance (miles)
0	Royal Oak	EH19 3DE	Star Pubs & Bars	Community Pub	1,3%	94,5%	0,00
1	Beetroot Bar & Grill	EH19 3HB	Independent Free	Community Pub	0,0%	0,0%	0,07
2	Calderwood Arms	EH19 3AS	Caledonian Heritable	Community Pub	2,8%	96,0%	0,10
3	Anvil Inn	EH19 2DA	Iona Bars	Premium Local	0,0%	0,0%	0,12
4	Bonnyrigg Bowling Club	EH19 2AB	Independent Free	Clubland	0,6%	96,9%	0,16
5	Bonny Rigg Rose Social Club	EH19 3AU	Independent Free	Clubland	2,0%	89,3%	0,21
6	Waverley Hotel	EH19 3BB	Star Pubs & Bars	Community Pub	0,0%	100,0%	0,22
7	Gi Gis	EH19 3AQ	Independent Free	Restaurants	26,6%	81,5%	0,36
8	Broomieknowe Golf Club	EH19 2HZ	Independent Free	Clubland	10,0%	87,0%	0,50
9	Polton Inn	EH18 1BS	Star Pubs & Bars	Premium Local	3,3%	96,4%	0,58
10	Paper Mill	EH18 1LX	Independent Free	GPGF	18,4%	79,1%	0,61
11	Lasswade Rugby Club	EH19 3PR	Independent Free	Clubland	1,2%	73,5%	0,64
12	Laird & Dog Hotel	EH18 1NA	*Other Small Retail Groups	Premium Local	12,6%	76,7%	0,74
13	Luci's Restaurant & Cocktail Bar	EH18 1ND	Independent Free	Restaurants	8,4%	85,2%	0,74
14	Esk Valley	EH18 1AN	Whitbread	Family Pub Dining	3,0%	68,5%	0,98
14	Premier Inn	EH18 1AN	Whitbread	Hotel	0,3%	4,9%	0,98
16	Sun Inn	EH22 4TR	Independent Free	GPGF	1,8%	75,3%	1,12
17	Polton Bowling & Social Club	EH18 1JT	Independent Free	Clubland	0,0%	0,0%	1,18
18	Melville Castle Hotel	EH18 1AP	Independent Free	Hotel	1,8%	20,1%	1,20
19	Kings Acre Golf Course & Academy	EH18 1AU	Independent Free	Sports Clubs	5,7%	73,1%	1,24

* 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



■ 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+	4.968	15.109	363.912
Number of Competition Pubs	7	14	438
Adults 18+ per Competition Pub	710	1.079	831

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	55	1,1%	13
Circuit Bar	0	258	5,2%	125
Community Pub	4	1.935	39,0%	199
Craft Led	0	16	0,3%	9
Great Pub Great Food	0	243	4,9%	27
High Street Pub	0	1.550	31,2%	165
Premium Local	1	370	7,5%	44

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	0	361	2,4%	29
Circuit Bar	0	469	3,1%	74
Community Pub	4	3.848	25,5%	130
Craft Led	0	47	0,3%	9
Great Pub Great Food	2	2.327	15,4%	85
High Street Pub	0	3.187	21,1%	112
Premium Local	3	2.402	15,9%	94

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	97	39.955	11,0%	132
Circuit Bar	59	13.046	3,6%	86
Community Pub	21	68.303	18,8%	96
Craft Led	0	16.898	4,6%	130
Great Pub Great Food	37	79.236	21,8%	120
High Street Pub	31	60.286	16,6%	88
Premium Local	55	56.232	15,5%	91

Category	Explanation																																				
Population	The population count within the specified catchment																																				
Gender	Counts of Males and Females within the specified catchment																																				
Affluence	<p>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.</p> <p>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</p>																																				
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+)	<p>Current year estimates, CACI Up to date demographics. Number of adults aged 16+</p> <p>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</p>																																				
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 border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="background-color: #e91e63; color: white;">Young</th> <th style="background-color: #ff9800; color: white;">Midlife 'Parents'</th> <th style="background-color: #00bcd4; color: white;">Midlife 'Carefree'</th> <th style="background-color: #00695c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; writing-mode: vertical-rl; transform: rotate(180deg);">Consumer Insight</td> <td style="text-align: center;"> <p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>35-54 year olds Children under 12 at home</p> <p>"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"</p> </td> <td style="text-align: center;"> <p>35-54 year olds No children under 12 at home</p> <p>"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."</p> </td> <td style="text-align: center;"> <p>55+ year olds</p> <p>"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"</p> </td> </tr> <tr> <td style="background-color: #e91e63; color: white; writing-mode: vertical-rl; transform: rotate(180deg);">Product needs</td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> 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 style="vertical-align: top;"> <ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer </td> </tr> </tbody> </table>		Young	Midlife 'Parents'	Midlife 'Carefree'	Mature	Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p>	<p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>55+ year olds</p> <p>"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"</p>	Product needs	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> Tastes great Good quality Helps me feel good Enjoyable for longer 																					
	Young	Midlife 'Parents'	Midlife 'Carefree'	Mature																																	
Consumer Insight	<p>18-34 year olds Wanting to look good in the group</p> <p>"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."</p>	<p>35-54 year olds Children under 12 at home</p> <p>"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"</p>	<p>35-54 year olds No children under 12 at home</p> <p>"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."</p>	<p>55+ year olds</p> <p>"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"</p>																																	
Product needs	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Helps me look good, and be on trend Discovering new things Supports moderate calorie & alcohol intake Energising Being romantic 	<ul style="list-style-type: none"> Tastes good and looks good Discovering new things Supports connecting with friends and family Enjoyable for longer 	<ul style="list-style-type: none"> 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: Craft Led, Good Pub Good Food, A Bit of Style, High Street Pub, Circuit Bar, Premium Local, Community Pub, Clubland, Family Pub Dining.																																					
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 a 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.																																					
<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td> </tr> <tr> <td colspan="3">Metropolitan</td> <td colspan="5">Large Urban</td> <td colspan="4">Small Urban</td> <td colspan="4">Rural</td> </tr> </table>		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Metropolitan			Large Urban					Small Urban				Rural			
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20																		
Metropolitan			Large Urban					Small Urban				Rural																									