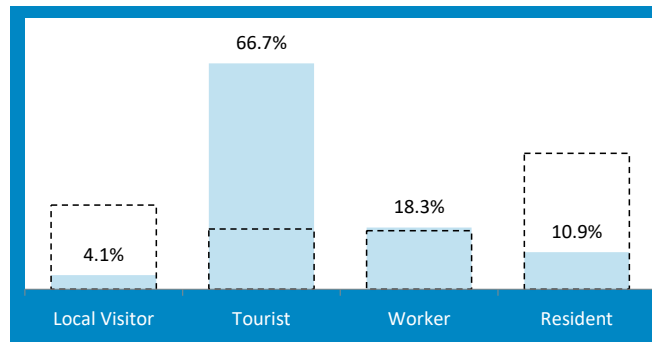
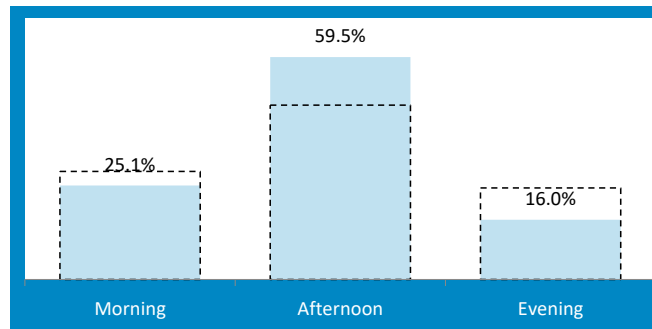
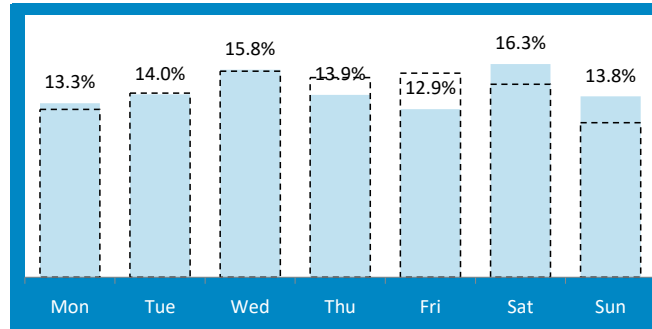


Area Quick Stats

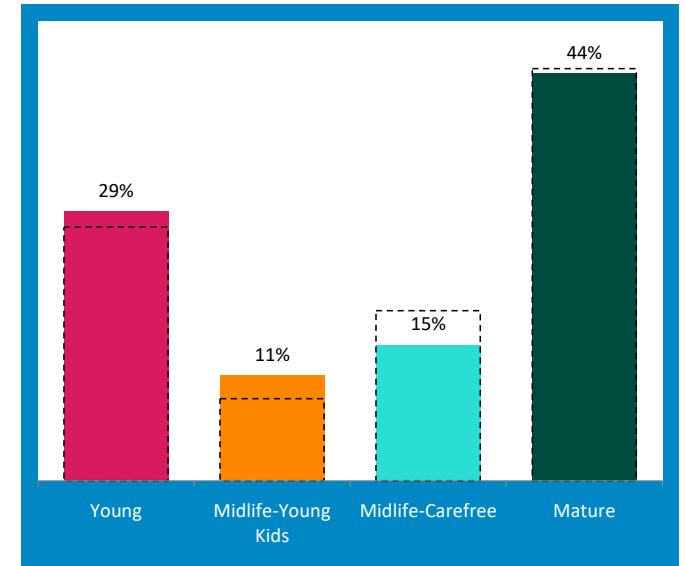
	This Site 10 min WT	Benchmark 10 min WT
Total Pop	3.030	5.344
Adult Pop	2.736	4.529
Affluence	Low	58%
	Medium	38%
	High	4%
Young	15%	28%
Midlife Young Kids	0%	11%
Midlife Carefree	6%	16%
Mature	79%	44%
Competition Count	69	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£11	£30
Average Distance Travelled in miles	69	27



Catchment Summary - Golden Lion

- 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**
3.030	9.435	21.704

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
57	48	5

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

Population	3.030
Adults 18+	2.736
Competition Pubs	69
Adults 18+ per Competition Pub	40
% Adults Likely to Drink	79,0%

Population	3.030	9.435	21.704
Adults 18+	2.736	8.113	18.371
Competition Pubs	69	85	140
Adults 18+ per Competition Pub	40	95	131
% Adults Likely to Drink	79,0%	80,0%	82,0%

Index vs GB Average	57	48	5
Pop. & Adl. 18+ index based on all pubs	60	49	5
Competition Pubs	160	83	18
Adults 18+ per Competition Pub	6	14	19
% Adults Likely to Drink	99	100	103

Affluence	Low	58,2%	49,0%	33,8%
	Medium	37,8%	40,9%	40,1%
	High	4,0%	8,6%	25,2%

Affluence	58,2%	49,0%	33,8%
Affluence	37,8%	40,9%	40,1%
Affluence	4,0%	8,6%	25,2%

Affluence	175	148	102
Affluence	99	107	105
Affluence	14	31	92

*Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£22.967	£22.025	£23.938
---	---------	---------	---------

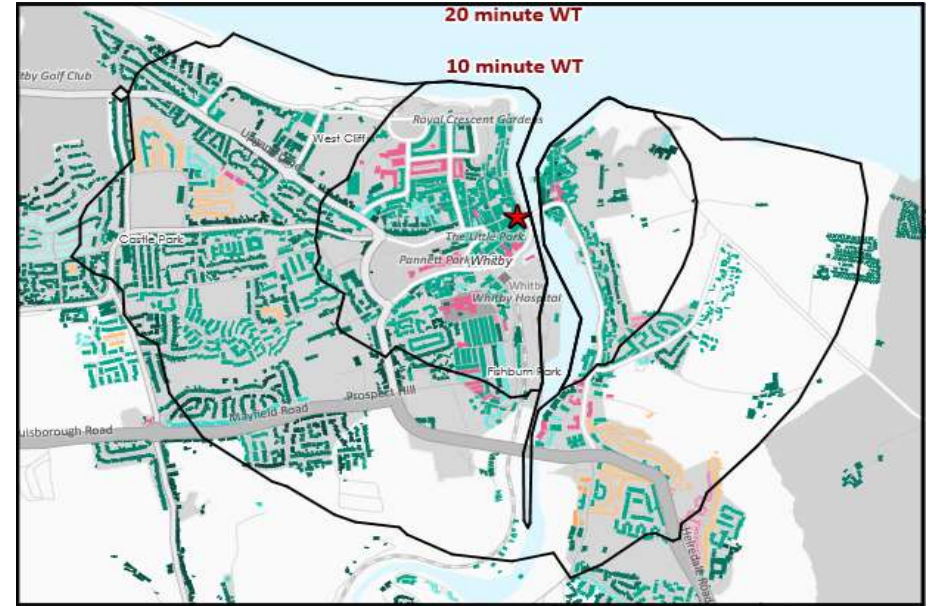
Mean Net Disposable income (£pa)	£22.967	£22.025	£23.938
---	---------	---------	---------

Mean Net Disposable income (£pa)	102	98	106
---	-----	----	-----

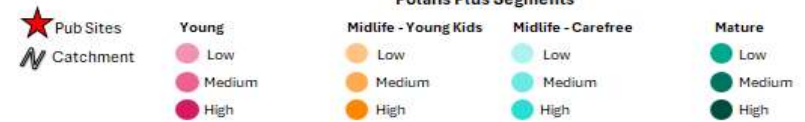
Age Profile	18-24	143	551	1.173
	25-34	283	827	1.922
	35-44	303	978	2.199
	45-64	1.064	2.784	6.295
	65+	943	2.973	6.782

Age Profile	143	551	1.173
Age Profile	283	827	1.922
Age Profile	303	978	2.199
Age Profile	1.064	2.784	6.295
Age Profile	943	2.973	6.782

Age Profile	55	69	64
Age Profile	69	65	65
Age Profile	74	77	75
Age Profile	140	117	115
Age Profile	162	164	162

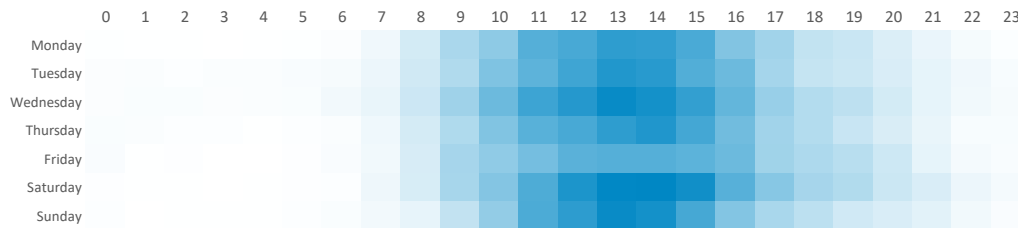


Datasource © 2024 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2024



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	402	636	857	53	28	17
Midlife - Young Kids	0	529	1.017	0	60	51
Midlife - Carefree	172	301	1.480	40	24	51
Mature	2.162	6.515	14.834	178	181	182
<i>Not Private Households</i>	0	132	183	0	13.448	8.233
Total	2.736	8.113	18.371			



© 2026 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

Per Pub - Golden Lion

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

Adults 18+	2.736	8.113	18.371
Number of Competition Pubs	69	85	140
Adults 18+ per Competition Pub	40	95	131

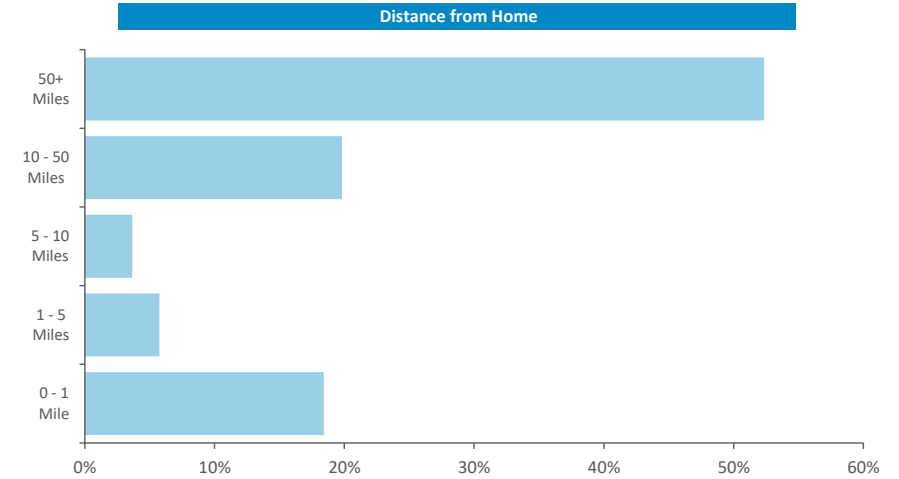
WT= Walktime, DT= Drivetime

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	15	266	9,7%	124
Family Pub Dining	4	305	11,2%	123
Great Pub Great Food	4	404	14,8%	88
Leisure	5	272	10,0%	99
Mainstream	22	476	17,4%	125
Premium	1	378	13,8%	97
Restaurant	18	562	20,5%	89
Super Premium	0	71	2,6%	66

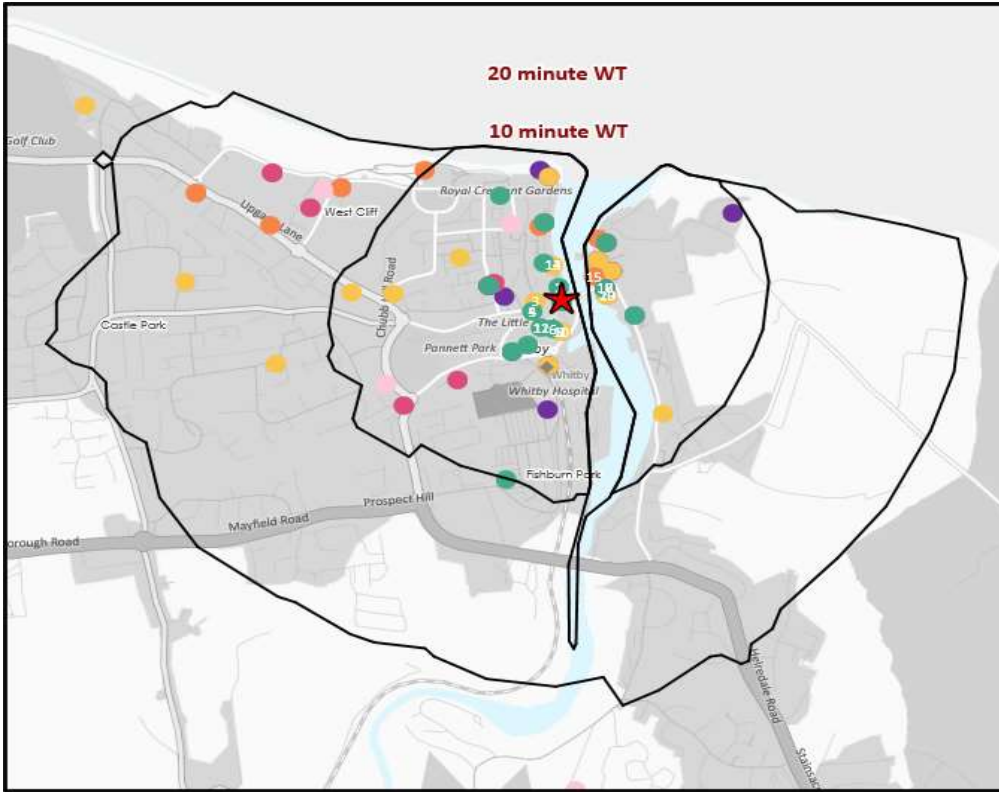
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	15	737	9,1%	116
Family Pub Dining	7	856	10,6%	116
Great Pub Great Food	5	1.261	15,6%	93
Leisure	9	813	10,0%	100
Mainstream	27	1.333	16,4%	118
Premium	2	1.097	13,5%	95
Restaurant	20	1.667	20,6%	89
Super Premium	0	214	2,6%	67

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	17	1.360	7,4%	94
Family Pub Dining	9	1.719	9,4%	103
Great Pub Great Food	18	3.280	17,9%	107
Leisure	12	1.910	10,4%	104
Mainstream	43	2.719	14,8%	106
Premium	15	2.590	14,1%	99
Restaurant	24	3.988	21,7%	94
Super Premium	2	618	3,4%	86



© 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 - Golden Lion



Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
7	Macy Browns	YO21 1DH	Macy Browns	Mainstream	21,7%	0,06
4	Beer O'clock	YO21 3BA	Independent Free	Mainstream	16,4%	0,06
8	Station Inn	YO21 1DH	Stonegate Pub Company	Mainstream	12,1%	0,06
14	Ship Inn	YO21 3PR	Punch Pub Company	Mainstream	10,7%	0,08
9	Angel Hotel	YO21 1DH	Wetherspoons GB	Mainstream	9,6%	0,06
19	Moutreys	YO22 4BA	Unknown	Restaurant	5,3%	0,09
5	Little Angel	YO21 3BA	Star Pubs & Bars	Classic	4,9%	0,06
3	Elsinore	YO21 3BB	Punch Pub Company	Mainstream	3,2%	0,05
18	Dolphin Hotel	YO22 4BG	Punch Pub Company	Classic	3,0%	0,09
12	No54	YO21 1BL	Independent Free	Mainstream	2,6%	0,07
10	Trenchers	YO21 1DH	Independent Free	Restaurant	2,4%	0,06
1	Jolly Sailors	YO21 3PW	Sam Smith	Great Pub Gre	2,2%	0,03
11	Black Swan	YO21 1BL	Punch Pub Company	Classic	1,6%	0,07
0	Golden Lion	YO21 3BS	Star Pubs & Bars	Classic	1,5%	0,00
15	Whitby Fishermans Amateur Rov	YO22 4DB	Independent Free	Leisure	1,1%	0,08
17	Greens Restaurant	YO22 4BG	Independent Free	Restaurant	1,0%	0,09
6	Plough Inn	YO21 1BW	Sam Smith	Classic	0,5%	0,06
2	Buck Inn	YO21 3PW	Stonegate Pub Company	Classic	0,0%	0,03
13	Moon and Sixpence	YO21 3PR	Independent Free	Mainstream	0,0%	0,08
16	Hadleys Fish Restaurant and Acc	YO22 4BG	Independent Free	Restaurant	0,0%	0,09
20	Quirky Den	YO22 4BA	Independent Free	Mainstream	0,0%	0,09

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

Datasource © 2024 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2024

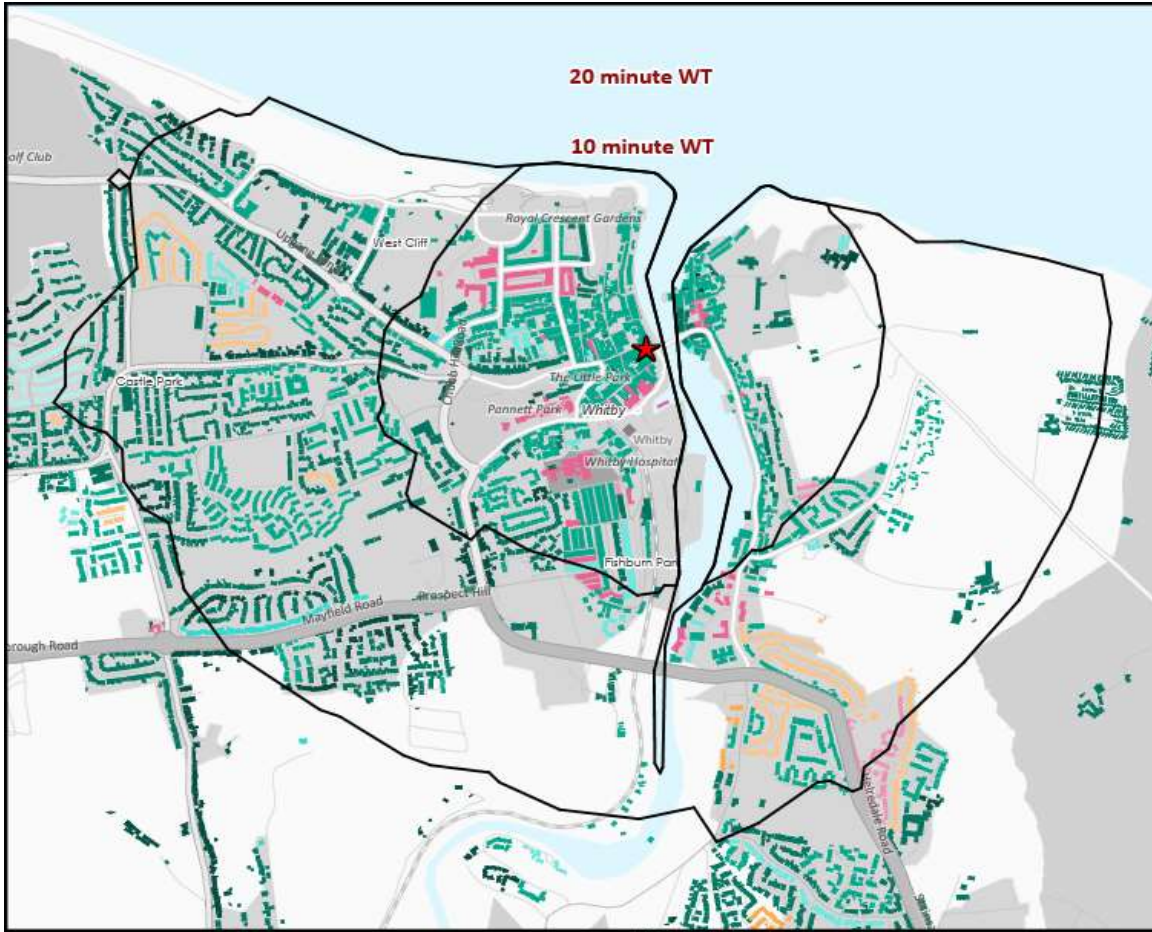


© 2026 CACI Limited and all other applicable third party notices (CGA) can be found at www.caci.co.uk/copyrightnotices.pdf

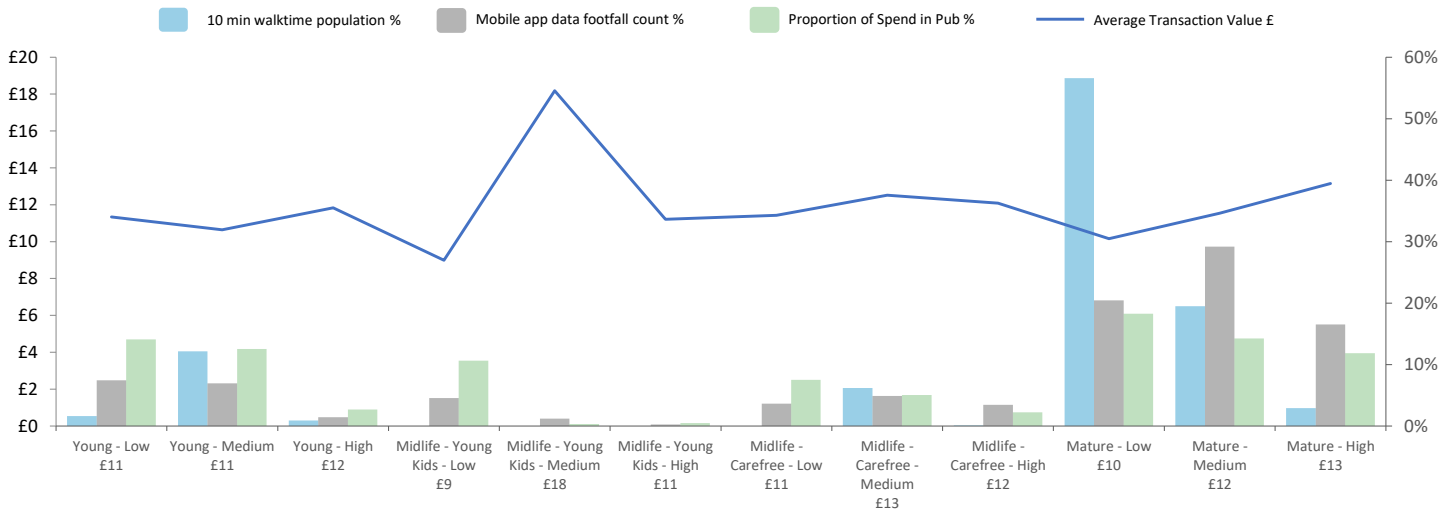
Catchment Summary - Golden Lion

© 2026 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 © 2024 TomTom, Contains Ordnance Survey data © Crown copyright and database right 2024

CGA ID	Name	Postcode	Operator	Segment	Sparsity
150327	Golden Lion	YO21 3BS	Star Pubs & Bars	Classic	20



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Golden Lion

© 2026 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

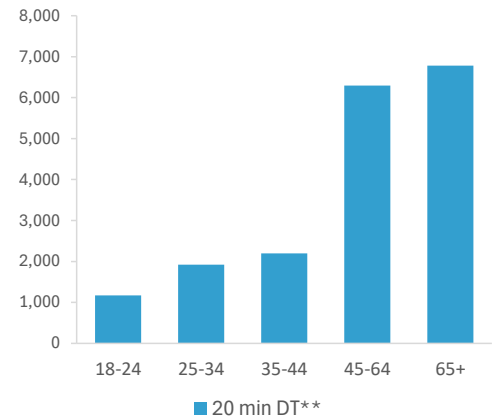
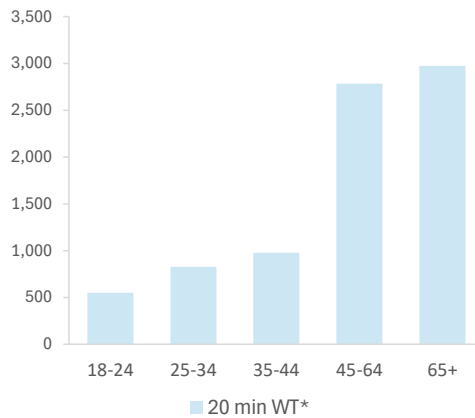
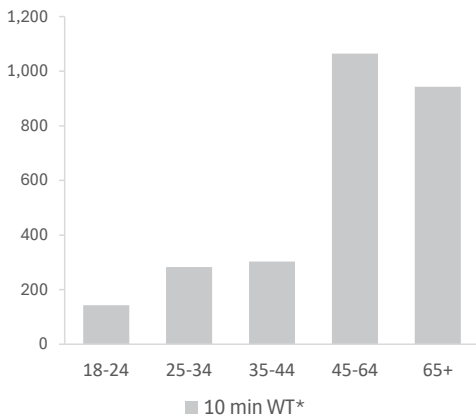
Over GB Average
Around GB Average
Under GB Average

*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		3,030	9,435	21,704	57	48	5
Adults 18+		2,736	8,113	18,371	60	49	5
Competition Pubs		69	85	140	160	83	18
Adults 18+ per Competition Pub		40	95	131	6	14	19
% Adults Likely to Drink		79,0%	80,0%	82,0%	99	100	103
Affluence	Low	58,2%	49,0%	33,8%	175	148	102
	Medium	37,8%	40,9%	40,1%	99	107	105
	High	4,0%	8,6%	25,2%	14	31	92
Mean Net Disposable income (£pa)		£22,967	£22,025	£23,938	102	98	106
Age Profile	18-24	143	551	1,173	55	69	64
	25-34	283	827	1,922	69	65	65
	35-44	303	978	2,199	74	77	75
	45-64	1,064	2,784	6,295	140	117	115
	65+	943	2,973	6,782	162	164	162

Affluence does not include Not Private Households

Population & Adults 18+ index is based on all pubs



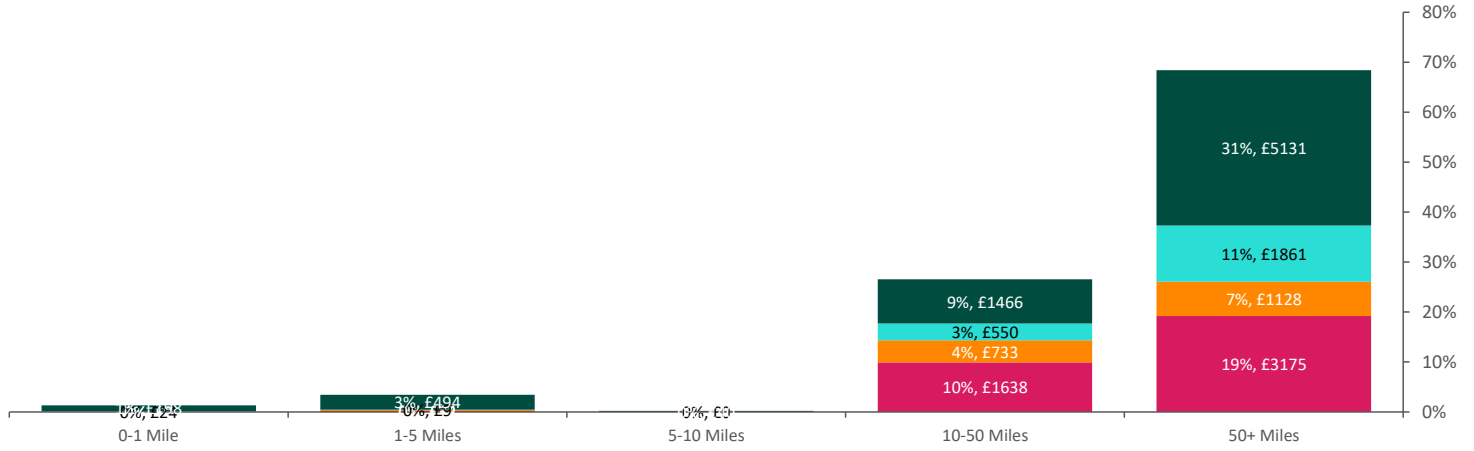
		Catchment Size (Counts)			Index vs GB Average		
		10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender	Male	1,585 (52%)	4,626 (49%)	10,654 (49%)	107	100	100
	Female	1,445 (48%)	4,809 (51%)	11,050 (51%)	94	100	100
Economic Status (16+)	Employed: Full-time	635 (23%)	1,913 (23%)	4,247 (23%)	67	68	66
	Employed: Part-time	368 (13%)	1,138 (14%)	2,494 (13%)	111	115	111
	Self employed	362 (13%)	836 (10%)	2,392 (13%)	141	109	137
	Unemployed	52 (2%)	166 (2%)	279 (1%)	68	73	54
	Full-time student	12 (0%)	87 (1%)	196 (1%)	17	42	42
	Retired	887 (32%)	2,828 (34%)	6,593 (35%)	147	157	161
	Other	461 (17%)	1,321 (16%)	2,623 (14%)	93	90	78
Total Worker Count		4,239	6,567	11,714			

See the Glossary page for further information on the above variables

Transactional Data Summary - Golden Lion

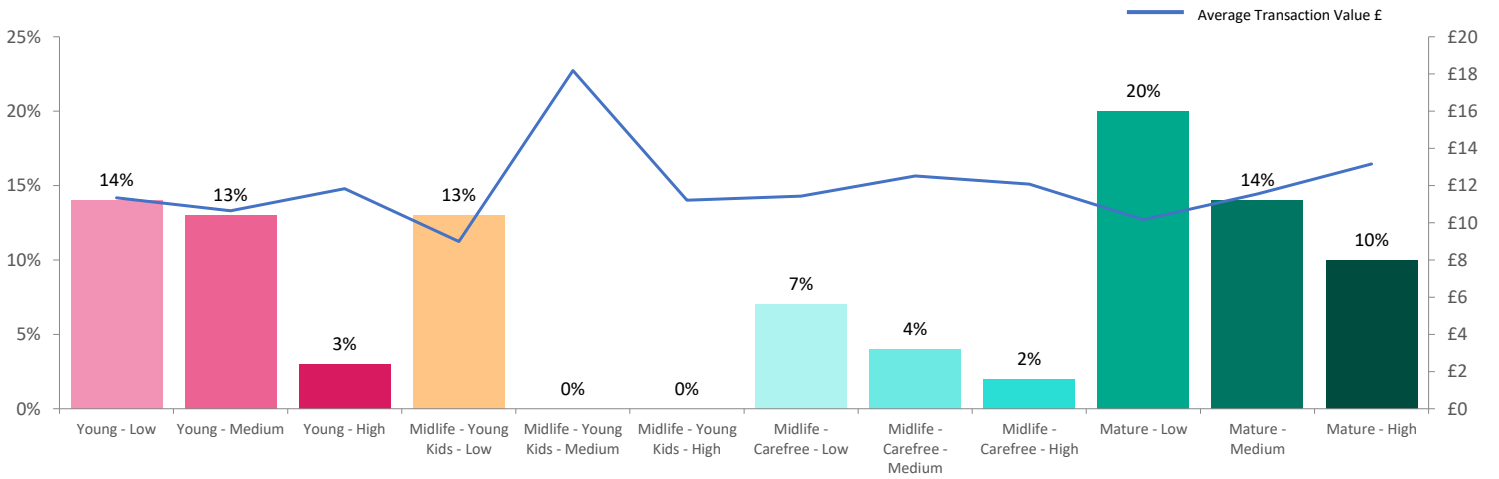
© 2026 CACI Limited and all other applicable third party notices can be found at www.caci.co.uk/copyrightnotices.pdf

Spend by Polaris and Distance from Home



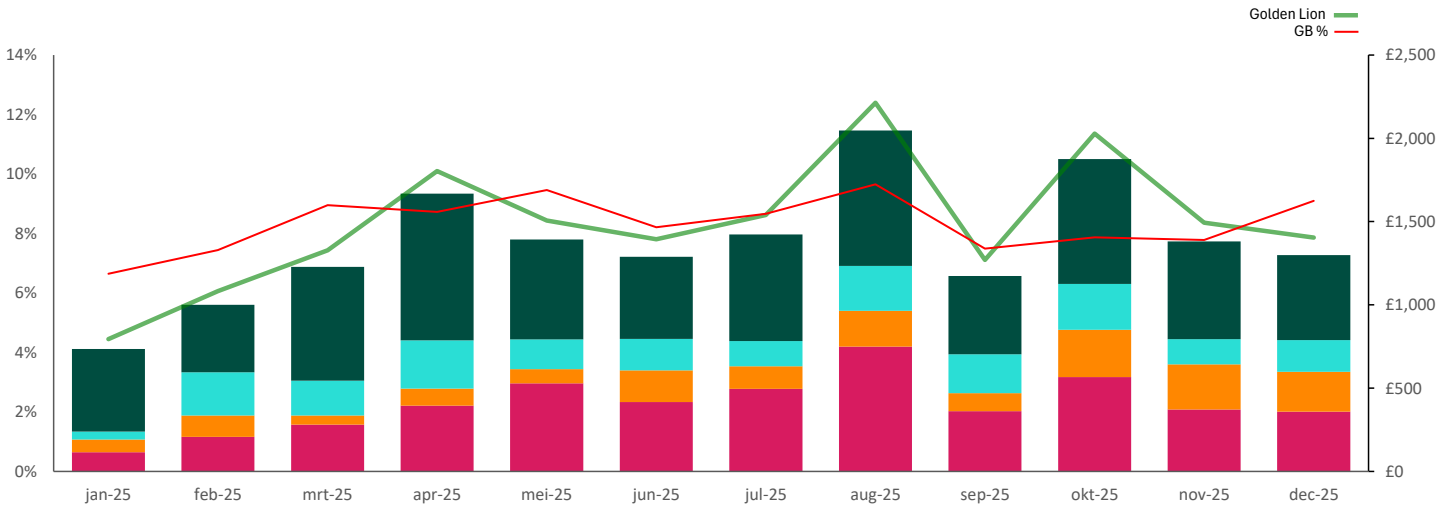
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



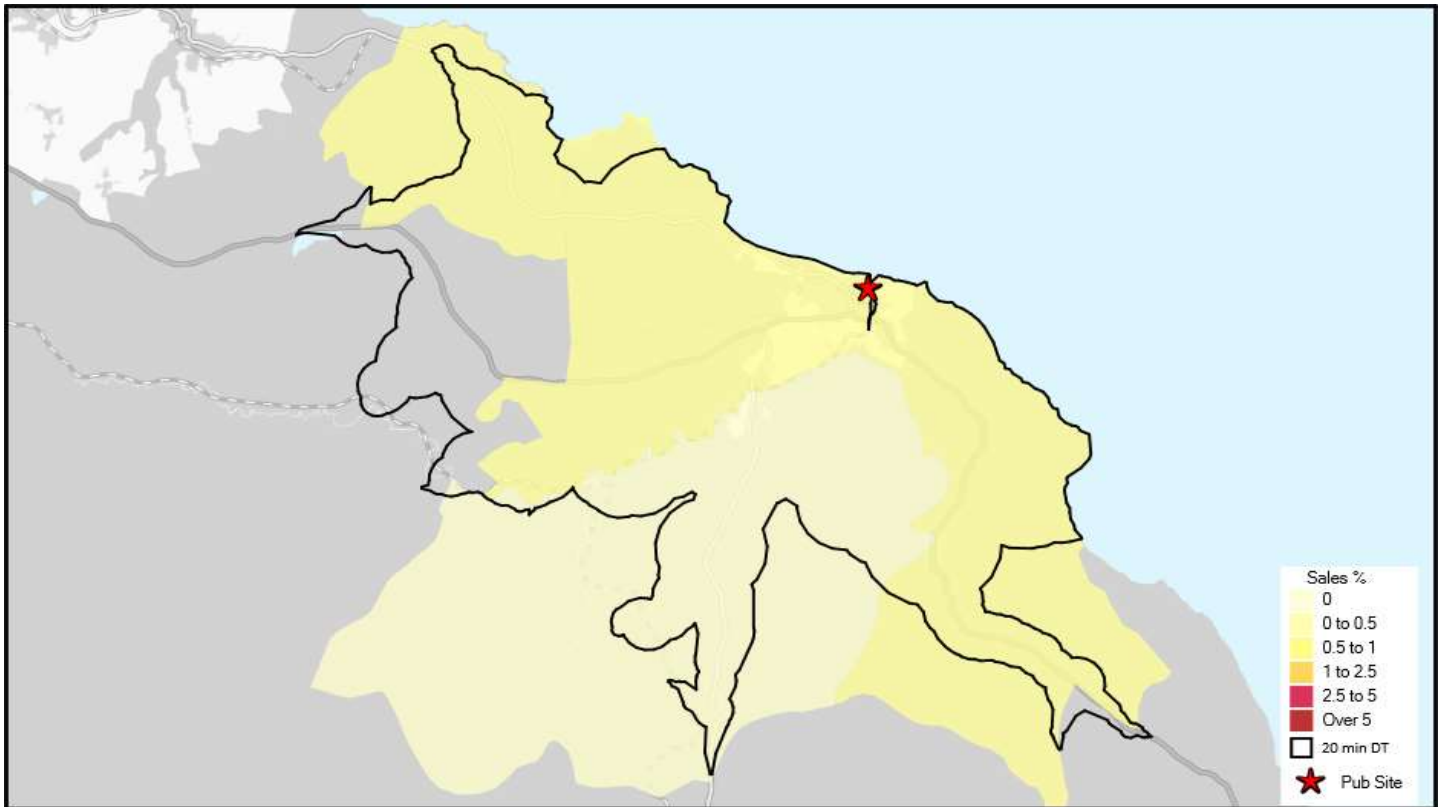
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



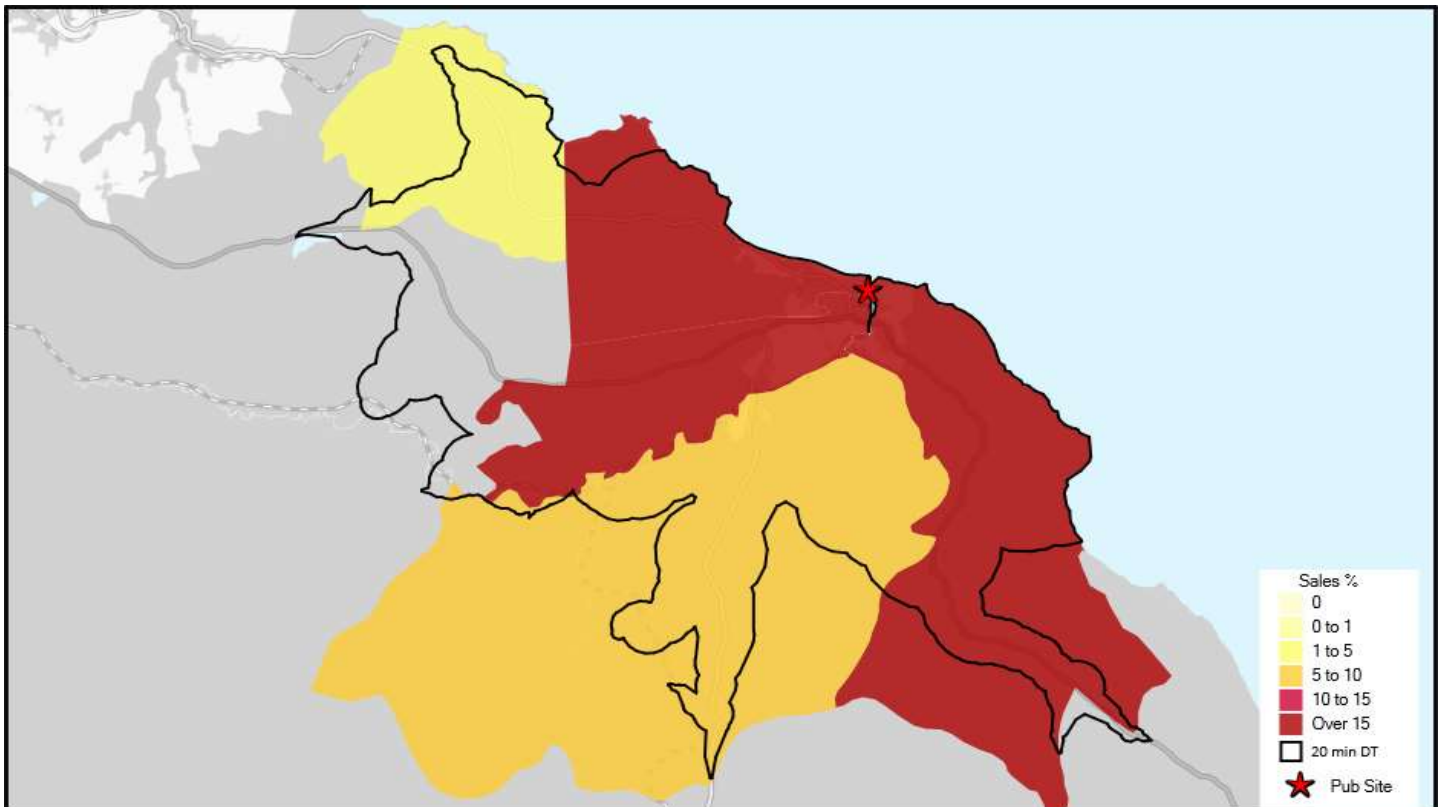
Seasonality of the spend split by month

Golden Lion Share of Spend from Postcode Sectors within 20 minute Drive



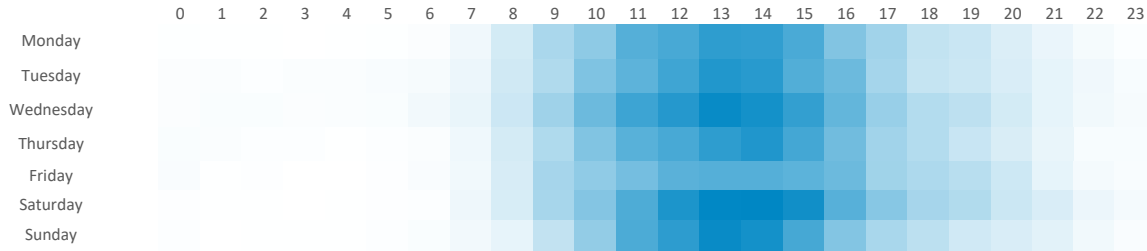
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



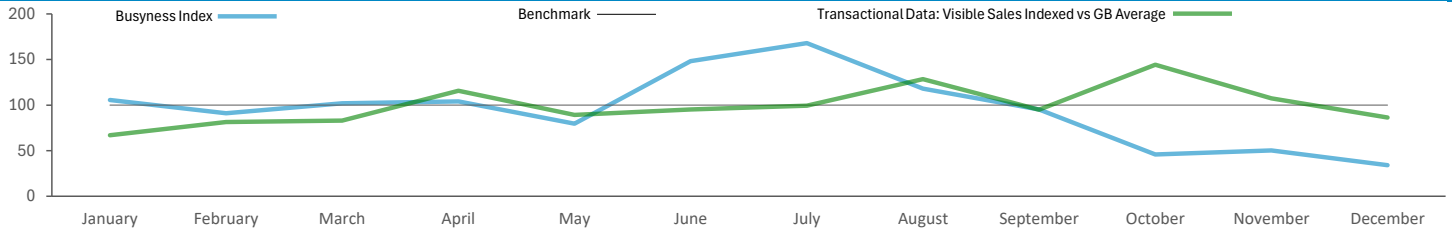
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



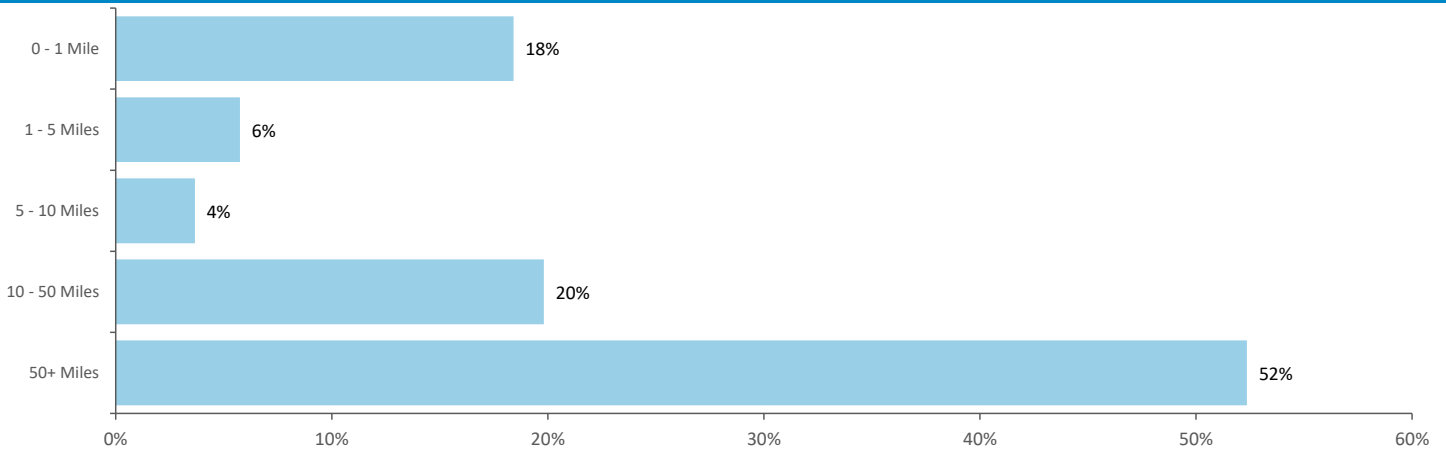
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

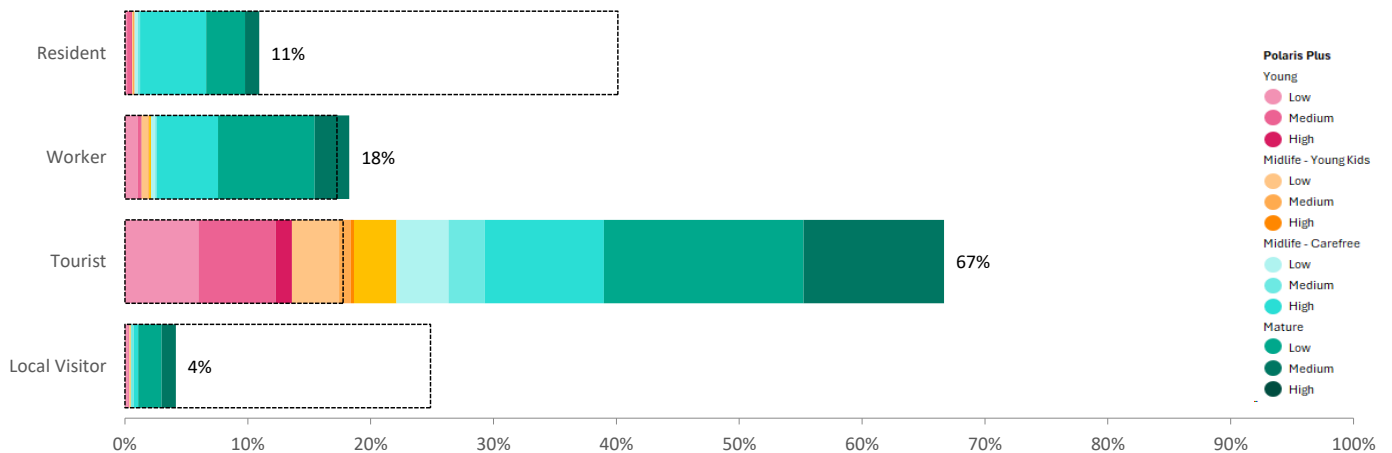
Distance from Home



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



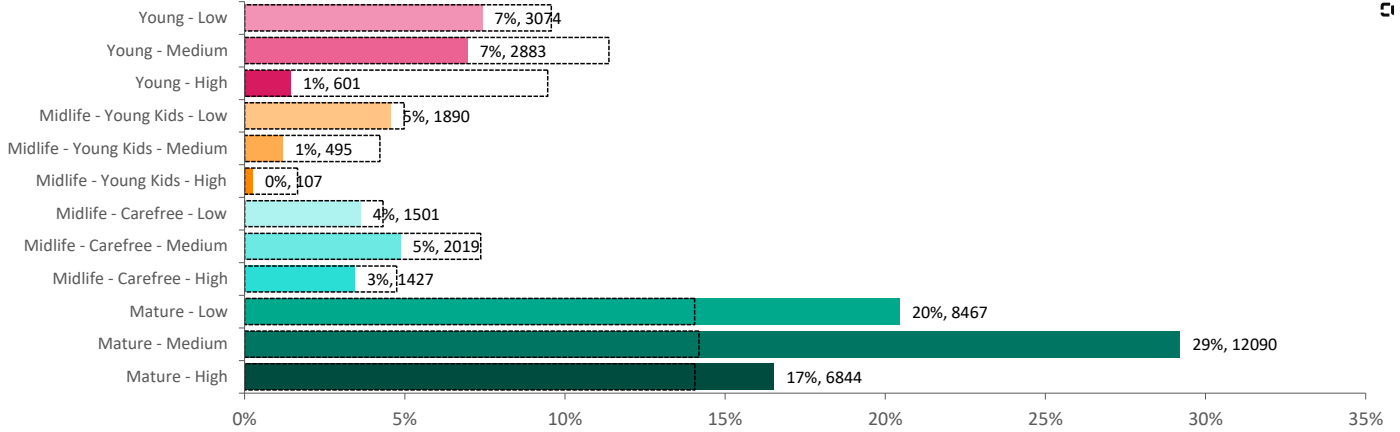
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Mobile Data Summary - Golden Lion

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

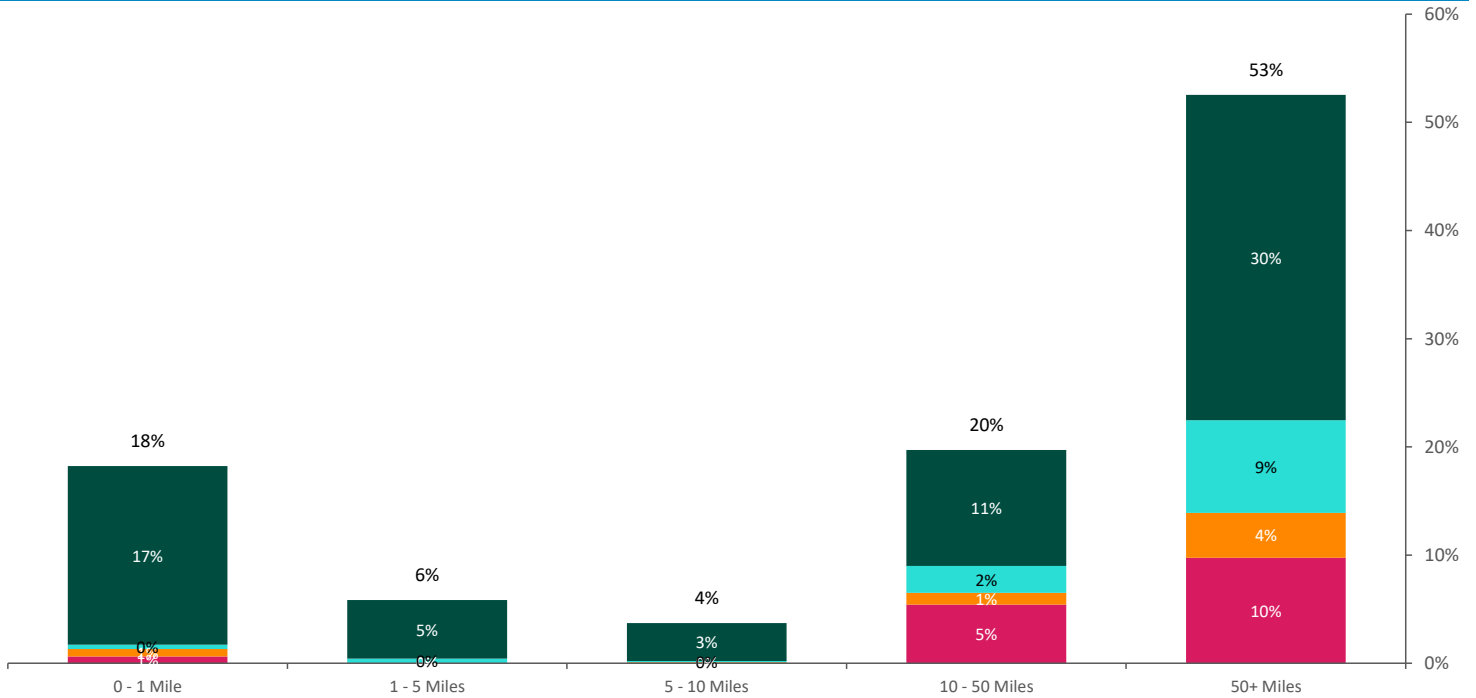
Polaris Plus Profile

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		6.228	10.297	9.988	4.385	1.599	673	33.170
Midlife - Carefree		669	1.799	1.641	723	217	122	5.171
Midlife - Young Kids		347	908	815	334	121	30	2.557
Young		1.154	2.440	2.201	903	341	160	7.199
All		8.398	15.445	14.646	6.346	2.277	985	48.096

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		1.957	4.366	4.134	1.733	725	220	13.135
Midlife - Young Kids		281	845	809	340	133	38	2.445
Midlife - Carefree		169	481	465	184	76	20	1.396
Mature		516	1.369	1.193	481	194	52	3.806
All		2.923	7.061	6.601	2.738	1.128	331	20.781

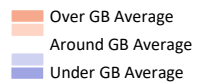
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

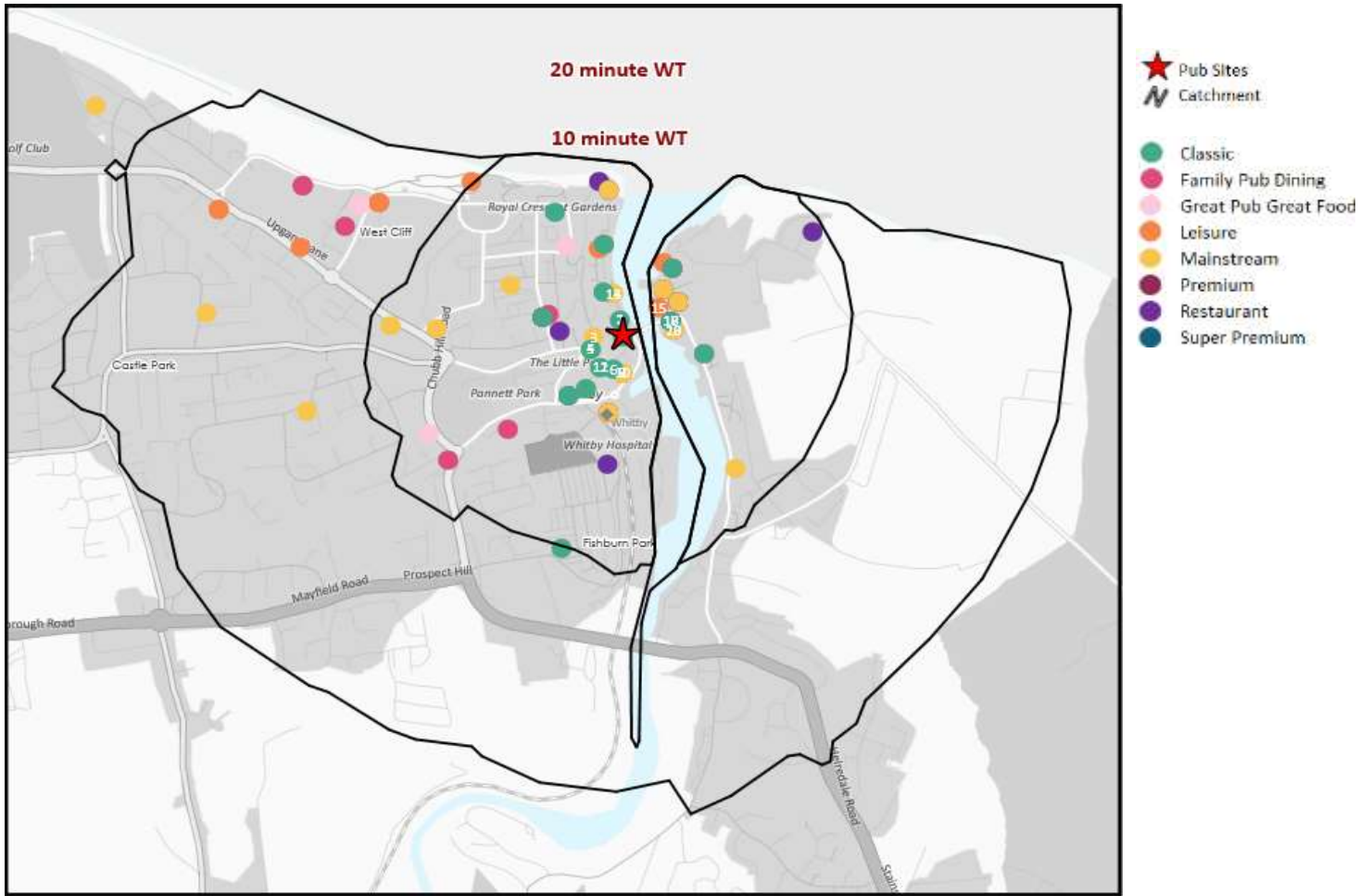


Polaris Plus Profile by Catchment

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	44	212	381	16	27	21
Medium	333	399	445	111	45	22
High	25	25	31	14	5	3
Midlife - Young Kids						
Low	0	529	841	0	117	82
Medium	0	0	176	0	0	22
High	0	0	0	0	0	0
Midlife - Carefree						
Low	0	0	149	0	0	19
Medium	169	248	426	86	43	32
High	3	53	905	2	14	108
Mature						
Low	1.549	3.232	4.837	419	295	195
Medium	533	2.667	6.310	124	210	219
High	80	616	3.687	19	50	133
Not Private Households	0	132	183	0	152	93
Total	2.736	8.113	18.371			

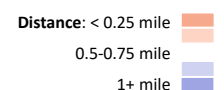
*WT= Walktime, **DT= Drivetime





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	Golden Lion	YO21 3BS	Star Pubs & Bars	Classic	1,5%	5,0%	0,00
1	Jolly Sailors	YO21 3PW	Sam Smith	Great Pub Great Food	2,2%	4,8%	0,03
2	Buck Inn	YO21 3PW	Stonegate Pub Company	Classic	0,0%	0,0%	0,03
3	Elsinore	YO21 3BB	Punch Pub Company	Mainstream	3,2%	9,5%	0,05
4	Beer O'clock	YO21 3BA	Independent Free	Mainstream	16,4%	17,1%	0,06
5	Little Angel	YO21 3BA	Star Pubs & Bars	Classic	4,9%	19,3%	0,06
6	Plough Inn	YO21 1BW	Sam Smith	Classic	0,5%	3,8%	0,06
7	Macy Browns	YO21 1DH	Macy Browns	Mainstream	21,7%	32,1%	0,06
8	Station Inn	YO21 1DH	Stonegate Pub Company	Mainstream	12,1%	2,8%	0,06
9	Angel Hotel	YO21 1DH	Wetherspoons GB	Mainstream	9,6%	3,3%	0,06
10	Trenchers	YO21 1DH	Independent Free	Restaurant	2,4%	6,4%	0,06
11	Black Swan	YO21 1BL	Punch Pub Company	Classic	1,6%	12,9%	0,07
12	No54	YO21 1BL	Independent Free	Mainstream	2,6%	8,6%	0,07
13	Moon and Sixpence	YO21 3PR	Independent Free	Mainstream	0,0%	0,0%	0,08
14	Ship Inn	YO21 3PR	Punch Pub Company	Mainstream	10,7%	37,0%	0,08
15	Whitby Fishermans Amateur Rowing Club	YO22 4DB	Independent Free	Leisure	1,1%	45,7%	0,08
16	Hadleys Fish Restaurant and Accommodation	YO22 4BG	Independent Free	Restaurant	0,0%	0,0%	0,09
17	Greens Restaurant	YO22 4BG	Independent Free	Restaurant	1,0%	1,0%	0,09
18	Dolphin Hotel	YO22 4BG	Punch Pub Company	Classic	3,0%	3,5%	0,09
19	Moutreys	YO22 4BA	Unknown	Restaurant	5,3%	20,2%	0,09
20	Quirky Den	YO22 4BA	Independent Free	Mainstream	0,0%	0,0%	0,09



* 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+	2.736	8.113	18.371
Number of Competition Pubs	69	85	140
Adults 18+ per Competition Pub	40	95	131

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	15	266	9,7%	124
Family Pub Dining	4	305	11,2%	123
Great Pub Great Food	4	404	14,8%	88
Leisure	5	272	10,0%	99
Mainstream	22	476	17,4%	125
Premium	1	378	13,8%	97
Restaurant	18	562	20,5%	89
Super Premium	0	71	2,6%	66

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	15	737	9,1%	116
Family Pub Dining	7	856	10,6%	116
Great Pub Great Food	5	1.261	15,6%	93
Leisure	9	813	10,0%	100
Mainstream	27	1.333	16,4%	118
Premium	2	1.097	13,5%	95
Restaurant	20	1.667	20,6%	89
Super Premium	0	214	2,6%	67

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	17	1.360	7,4%	94
Family Pub Dining	9	1.719	9,4%	103
Great Pub Great Food	18	3.280	17,9%	107
Leisure	12	1.910	10,4%	104
Mainstream	43	2.719	14,8%	106
Premium	15	2.590	14,1%	99
Restaurant	24	3.988	21,7%	94
Super Premium	2	618	3,4%	86

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</p> <p>Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2</p> <p>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</p> <p>Part-time: In part-time employment</p> <p>Self employed: In full-time or part-time employment, with or without employees</p> <p>Unemployed: Unemployed, not currently working but are actively seeking</p> <p>Retired: a person who has retired from a working or professional career</p> <p>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;">Midlife 'Parents'</th> <th style="background-color: #00bcd4;">Midlife 'Carefree'</th> <th style="background-color: #00695c; color: white;">Mature</th> </tr> </thead> <tbody> <tr> <td style="background-color: #e91e63; color: white; text-align: center; vertical-align: middle;">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; text-align: center; vertical-align: middle;">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: 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.																																									
<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="6">Large Urban</td> <td colspan="4">Small Urban</td> <td colspan="7">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																												