

# Catchment Summary - Jolly Brewers

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

Catchment Size (Counts)	
10 min WT*	20 min WT*
7,724	21,346

Index vs GB Average	
10 min WT*	20 min WT*
146	110

<b>Population</b>	159,342
<b>Adults 18+</b>	124,172
<b>Competition Pubs</b>	126
<b>Adults 18+ per Competition Pub</b>	985
<b>% Adults Likely to Drink</b>	76.8%

Catchment Size (Counts)	
10 min WT*	20 min WT*
11	19
578	888
78.3%	77.1%

Index vs GB Average	
10 min WT*	20 min WT*
143	104
58	43
65	100
104	102

<b>Affluence</b>	11.9%
Low	41.5%
Medium	45.8%
High	

Catchment Size (Counts)	
10 min WT*	20 min WT*
20	27
74	103
236	186

Index vs GB Average	
10 min WT*	20 min WT*
20	27
74	103
236	186

\*Affluence does not include Not Private Households

<b>Mean Net Disposable Income (£pa)</b>	£23,590
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Catchment Size (Counts)	
10 min WT*	20 min WT*
98	103

Index vs GB Average	
10 min WT*	20 min WT*
98	103

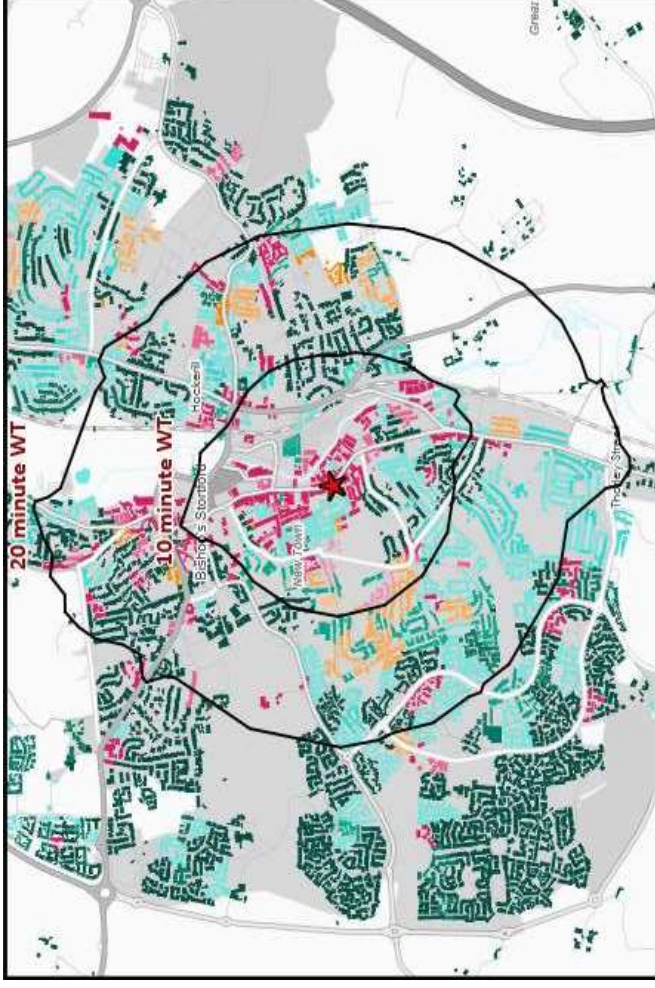
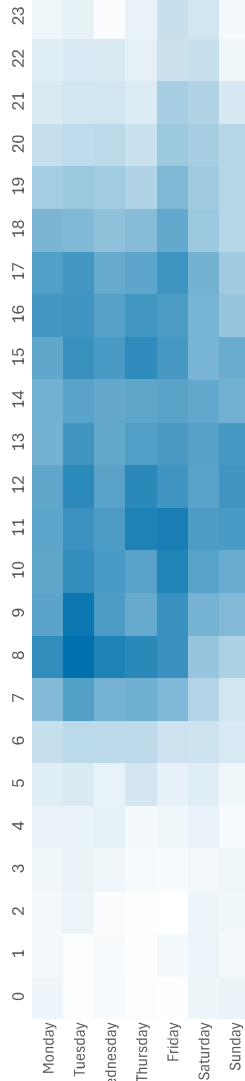
<b>Age Profile</b>	10,358
18-24	20,060
25-34	23,232
35-44	42,223
45-64	28,299
65+	

Catchment Size (Counts)	
10 min WT*	20 min WT*
93	90
158	121
134	114
90	97
64	79

Index vs GB Average	
10 min WT*	20 min WT*
93	90
158	121
134	114
90	97
64	79

## Mobile Data Summary

### Time of Day/Day of Week



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**Pub Sites**

**Catchment**

**Polaris Plus Segments**

- Young: Low, Medium, High
- Midlife - Young Kids: Low, Medium, High
- Midlife - Carefree: Low, Medium, High
- Mature: Low, Medium, High

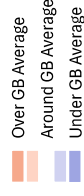
Polaris Segment	Population Count		Index vs GB average	
	10 min WT*	20 min WT*	10 min WT*	20 min DT**
<b>Young</b>	3,006	4,874	170	104
<b>Midlife - Young Kid</b>	213	1,692	31	92
<b>Midlife - Carefree</b>	1,515	5,299	151	199
<b>Mature</b>	1,624	4,936	58	66
<b>Not Private Households</b>	4	71	520	3,478
<b>Total</b>	<b>6,362</b>	<b>16,872</b>	<b>124,172</b>	<b>6,510</b>



# Per Pub - Jolly Brewers

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Adults 18+	6.362	16.872	124,172
Number of Competition Pubs	11	19	126
Adults 18+ per Competition Pub	578	888	985

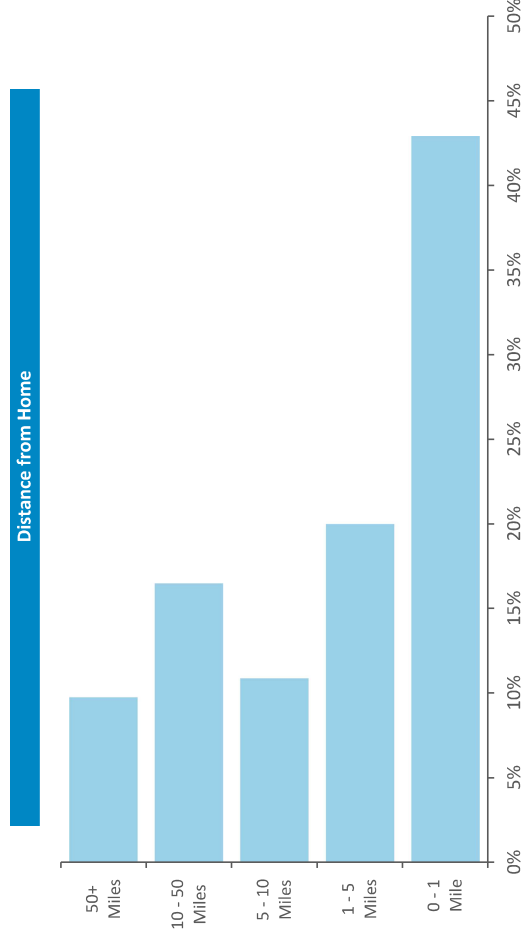
WT= Walktime, DT= Drivetime



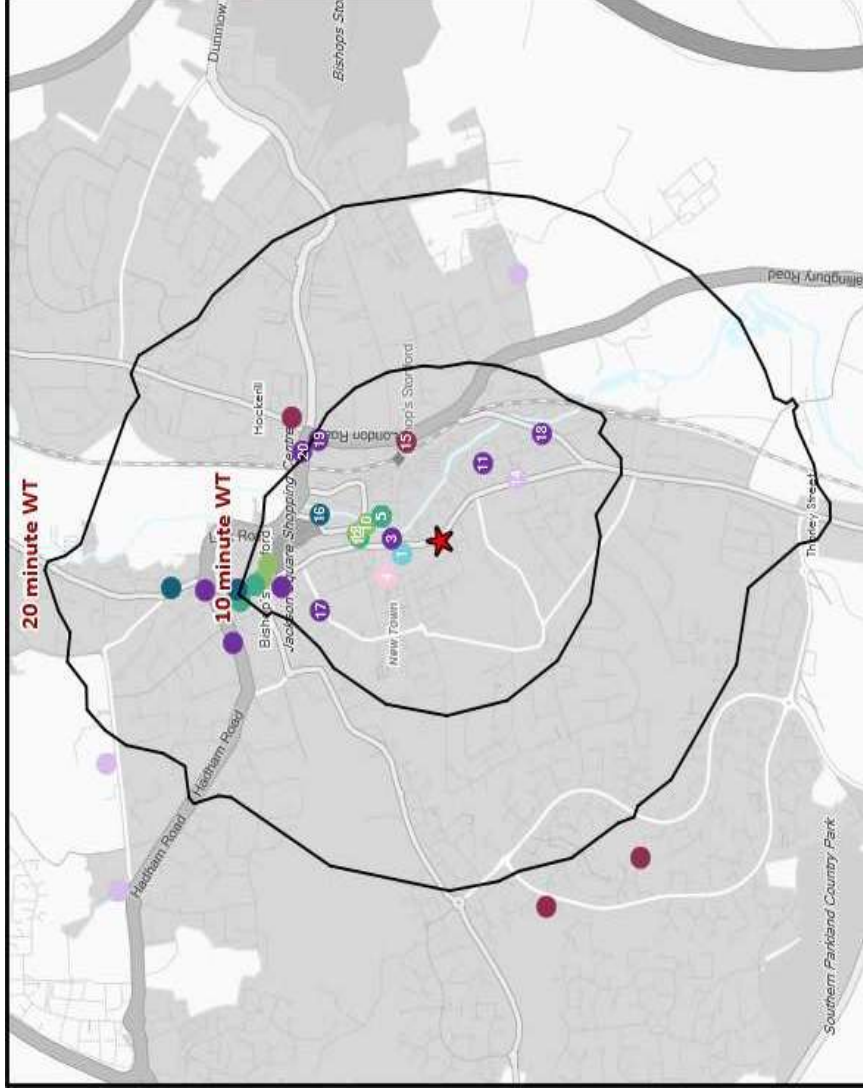
10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	2	1.281	20,1%	242
Circuit Bar	3	102	1,6%	38
Community Pub	0	302	4,7%	24
Craft Led	0	495	7,8%	217
Great Pub Great Food	3	1.903	29,9%	164
High Street Pub	0	282	4,4%	23
Premium Local	1	779	12,3%	72

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	4	2.472	14,7%	176
Circuit Bar	7	375	2,2%	53
Community Pub	0	1.116	6,6%	34
Craft Led	0	868	5,1%	144
Great Pub Great Food	4	4.184	24,8%	136
High Street Pub	0	1.052	6,2%	33
Premium Local	2	2.406	14,3%	84

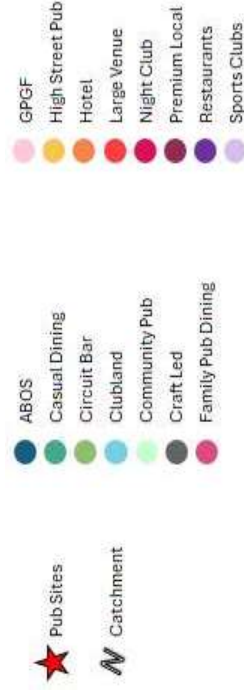
20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	10	10.826	8,7%	105
Circuit Bar	9	3.391	2,7%	65
Community Pub	8	12.221	9,8%	50
Craft Led	0	2.899	2,3%	65
Great Pub Great Food	27	32.011	25,8%	142
High Street Pub	1	12.125	9,8%	52
Premium Local	43	28.087	22,6%	134



# Competition - Jolly Brewers



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
13	Port Jackson	CM23 3AU	Wetherspoons GB	Circuit Bar	20.4%	0.21
1	Bridge House	CM23 3BG	Independent Free	Circuit Bar	19.7%	0.10
16	Skew	CM23 3AX	Independent Free	ABOS	19.4%	0.30
18	Baan Taihtayi	CM23 3DS	Independent Free	Restaurants	8.1%	0.33
11	Rivermill	CM23 3DH	Independent Free	Restaurants	7.3%	0.19
15	Three Tuns	CM23 5NF	Greene King	Premium Local	5.6%	0.23
19	Cafe Masala	CM23 5ND	Independent Free	Restaurants	5.0%	0.37
3	Shadhona	CM23 3AL	Independent Free	Restaurants	4.8%	0.12
0	Jolly Brewers	CM23 3BQ	Star Pubs & Bars	GPGF	3.7%	0.00
5	Nuffield Health Fitness & Wellbeing	CM23 3BP	Cannons Group Ltd	Sports Clubs	3.6%	0.16
5	Bacchus	CM23 3BP	Independent Free	ABOS	1.3%	0.16
10	Rose & Crown	CM23 3BL	Greene King	Circuit Bar	1.3%	0.19
1	Bishops Stortford Working Mens C	CM23 3BG	Independent Free	Clubland	0.0%	0.10
4	Castle	CM23 3TG	Independent Free	GPGF	0.0%	0.15
5	Ace Of Lanes	CM23 3BP	Independent Free	Clubland	0.0%	0.16
5	Dough & Co	CM23 3BP	*Other Small Retail Groups	Casual Dining	0.0%	0.16
5	Burger Amour	CM23 3BP	Independent Free	Casual Dining	0.0%	0.16
12	Butcher And Grill	CM23 3BJ	*Other Small Retail Groups	Casual Dining	0.0%	0.20
14	South Mill Arts	CM23 3IG	Independent Free	Sports Clubs	0.0%	0.22
17	Venue 97	CM23 3SN	Independent Free	Restaurants	0.0%	0.33
20	Prickly Pear	CM23 2DH	Independent Free	Restaurants	0.0%	0.39

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

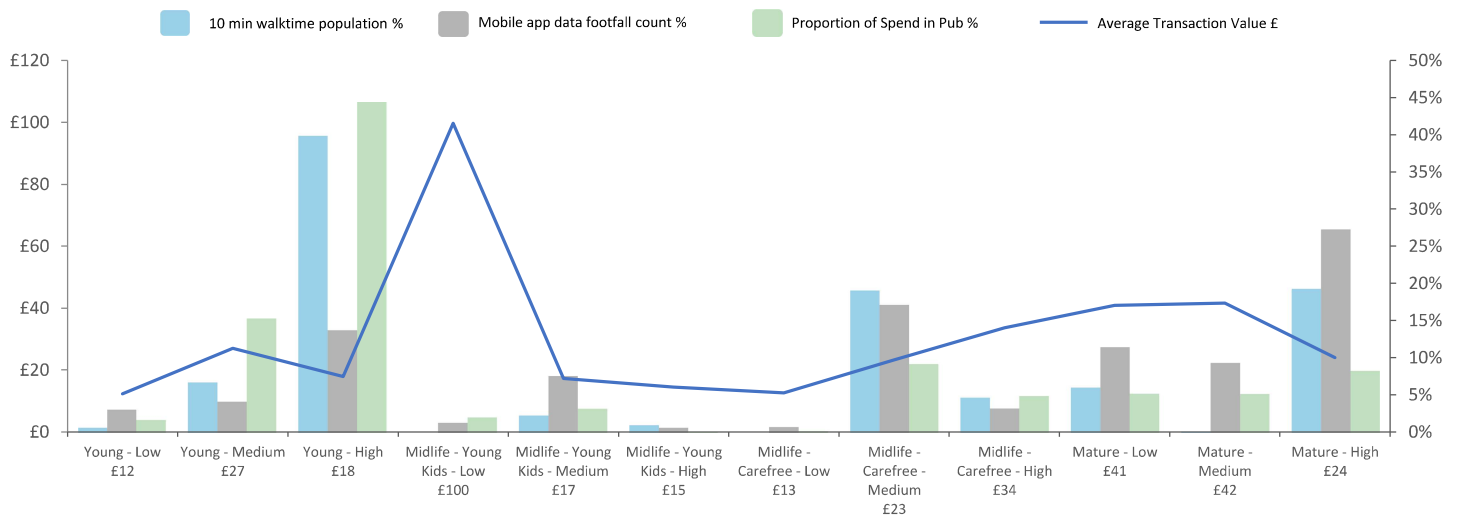
# Catchment Summary - Jolly Brewers

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CGA ID	Name	Postcode	Operator	Segment	Sparsity
21870	Jolly Brewers	CM23 3BQ	Star Pubs & Bars	GPGF	15



## Polarix Plus Profile



See the Glossary page for further information on the above variables

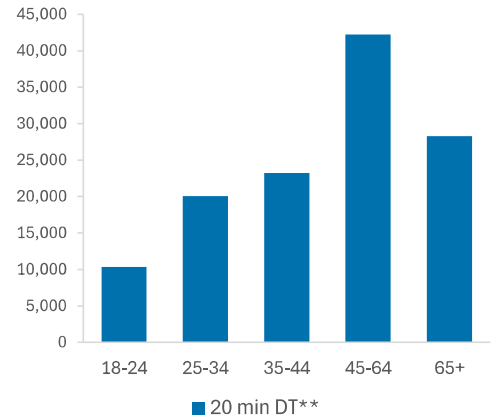
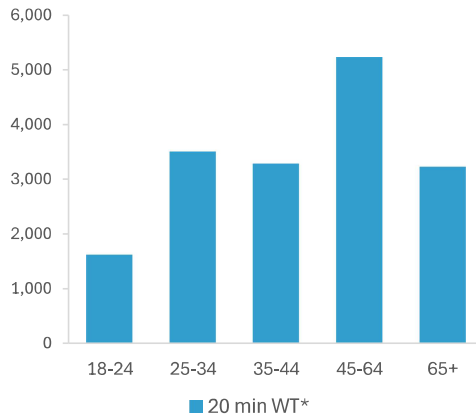
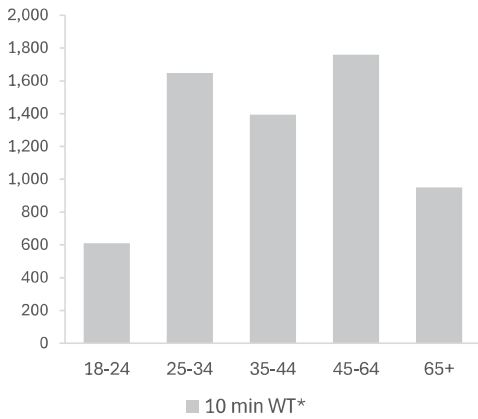
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■ Over GB Average  
■ Around GB Average  
■ Under GB Average

\*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**	
<b>Population</b>	7,724	21,346	159,342	146	110	38	
<b>Adults 18+</b>	6,362	16,872	124,172	143	104	37	
<b>Competition Pubs</b>	11	19	126	58	43	31	
<b>Adults 18+ per Competition Pub</b>	578	888	985	65	100	111	
<b>% Adults Likely to Drink</b>	78,3%	77,1%	76,8%	104	102	102	
<b>Affluence</b>	<b>Low</b>	6,7%	8,9%	11,9%	20	27	36
	<b>Medium</b>	28,3%	39,5%	41,5%	74	103	109
	<b>High</b>	64,9%	51,2%	45,8%	236	186	167
<small>Affluence does not include Not Private Households</small>							
<b>Mean Net Disposable income (£pa)</b>	£20.790	£21.988	£23.590	98	103	111	
<b>Age Profile</b>	<b>18-24</b>	610	1,623	10,358	93	90	77
	<b>25-34</b>	1,648	3,506	20,060	158	121	93
	<b>35-44</b>	1,395	3,286	23,232	134	114	108
	<b>45-64</b>	1,759	5,229	42,223	90	97	105
	<b>65+</b>	950	3,228	28,299	64	79	93



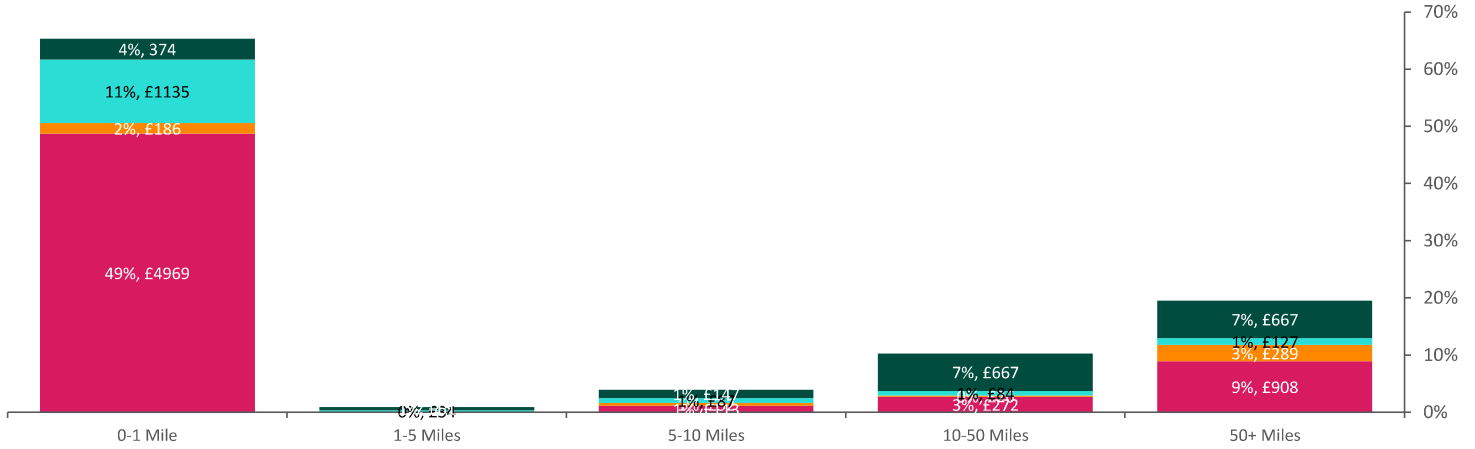
	Catchment Size (Counts)			Index vs GB Average			
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**	
<b>Gender</b>	<b>Male</b>	3,849 (50%)	10,443 (49%)	77,852 (49%)	102	100	100
	<b>Female</b>	3,875 (50%)	10,903 (51%)	81,490 (51%)	98	100	100
<b>Economic Status (16+)</b>	<b>Employed: Full-time</b>	2,849 (44%)	6,951 (40%)	48,735 (38%)	128	116	111
	<b>Employed: Part-time</b>	1,081 (17%)	2,695 (15%)	17,114 (13%)	137	127	110
	<b>Self employed</b>	604 (9%)	1,681 (10%)	14,926 (12%)	101	105	127
	<b>Unemployed</b>	165 (3%)	473 (3%)	2,994 (2%)	99	106	91
	<b>Full-time student</b>	97 (1%)	254 (1%)	2,020 (2%)	63	61	67
	<b>Retired</b>	876 (13%)	2,931 (17%)	25,207 (20%)	61	76	90
	<b>Other</b>	842 (13%)	2,496 (14%)	17,227 (13%)	74	82	77
<b>Total Worker Count</b>	4,623	10,183	75,717				

See the Glossary page for further information on the above variables

# Transactional Data Summary - Jolly Brewers

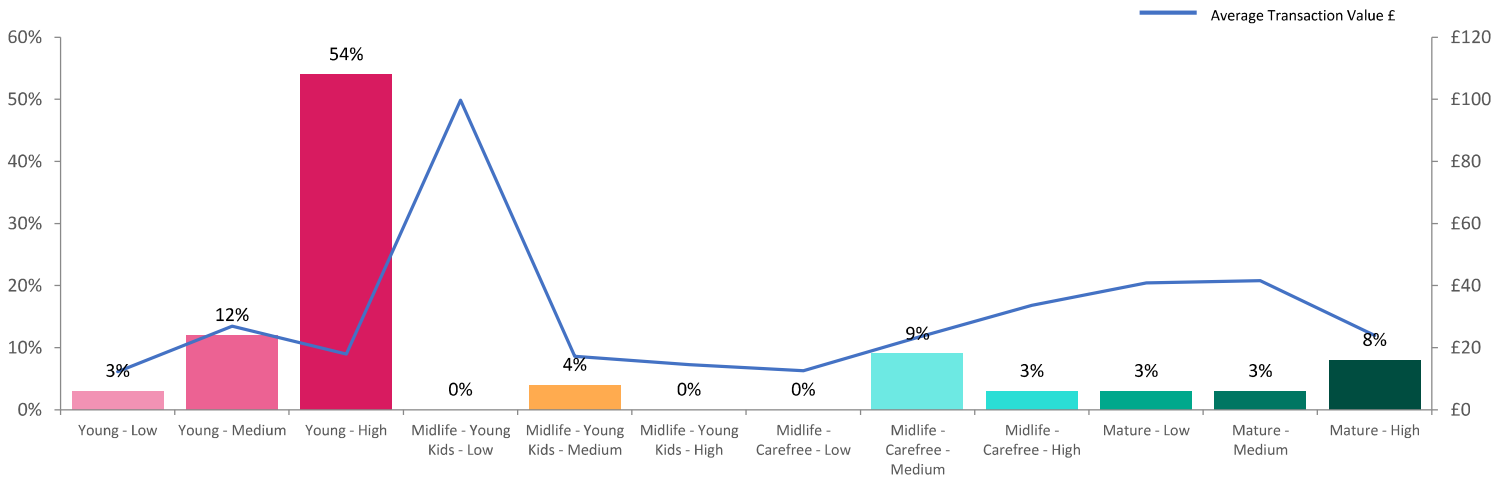
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## Spend by Polaris and Distance from Home



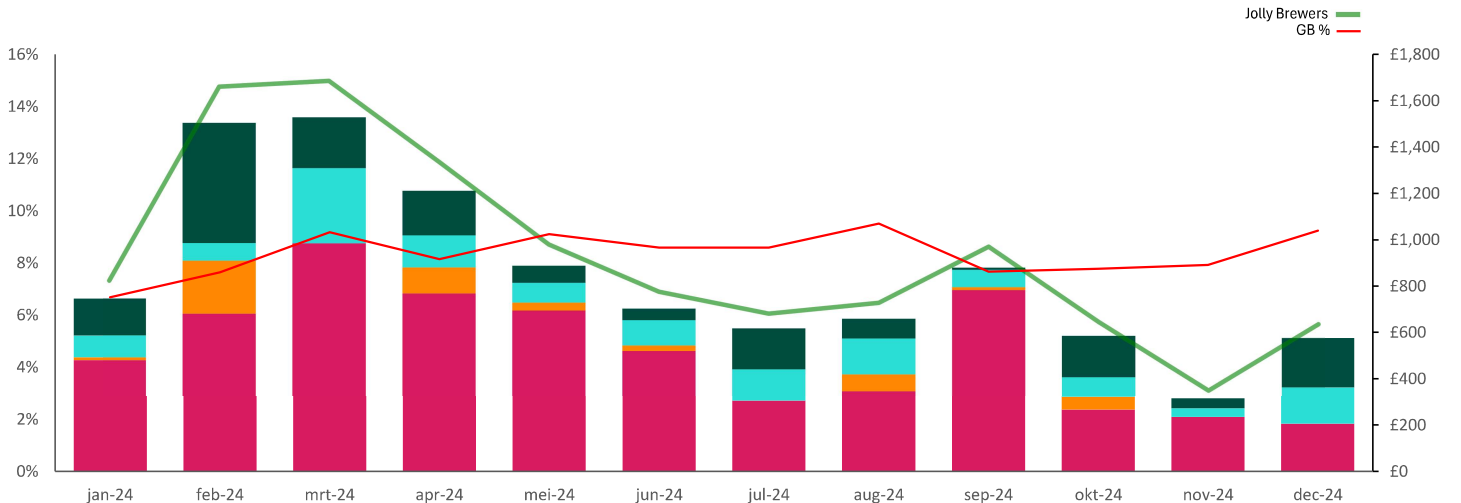
Percentage of total sales and Total sales split by Distance from Home and Polaris segment within the pub

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



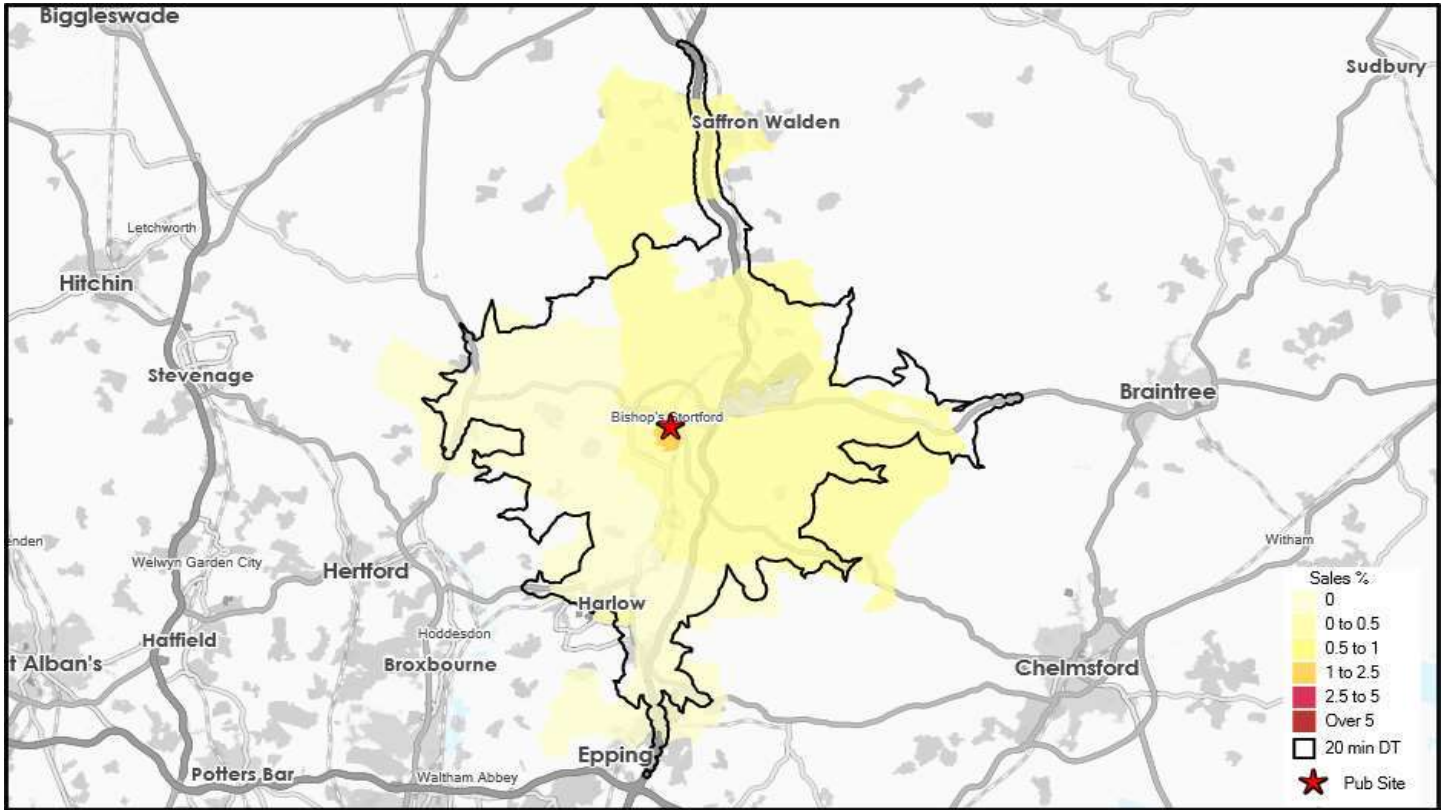
Average transaction value of sales (£) within the pub split by Polaris Plus

## Spend by Month and Polaris



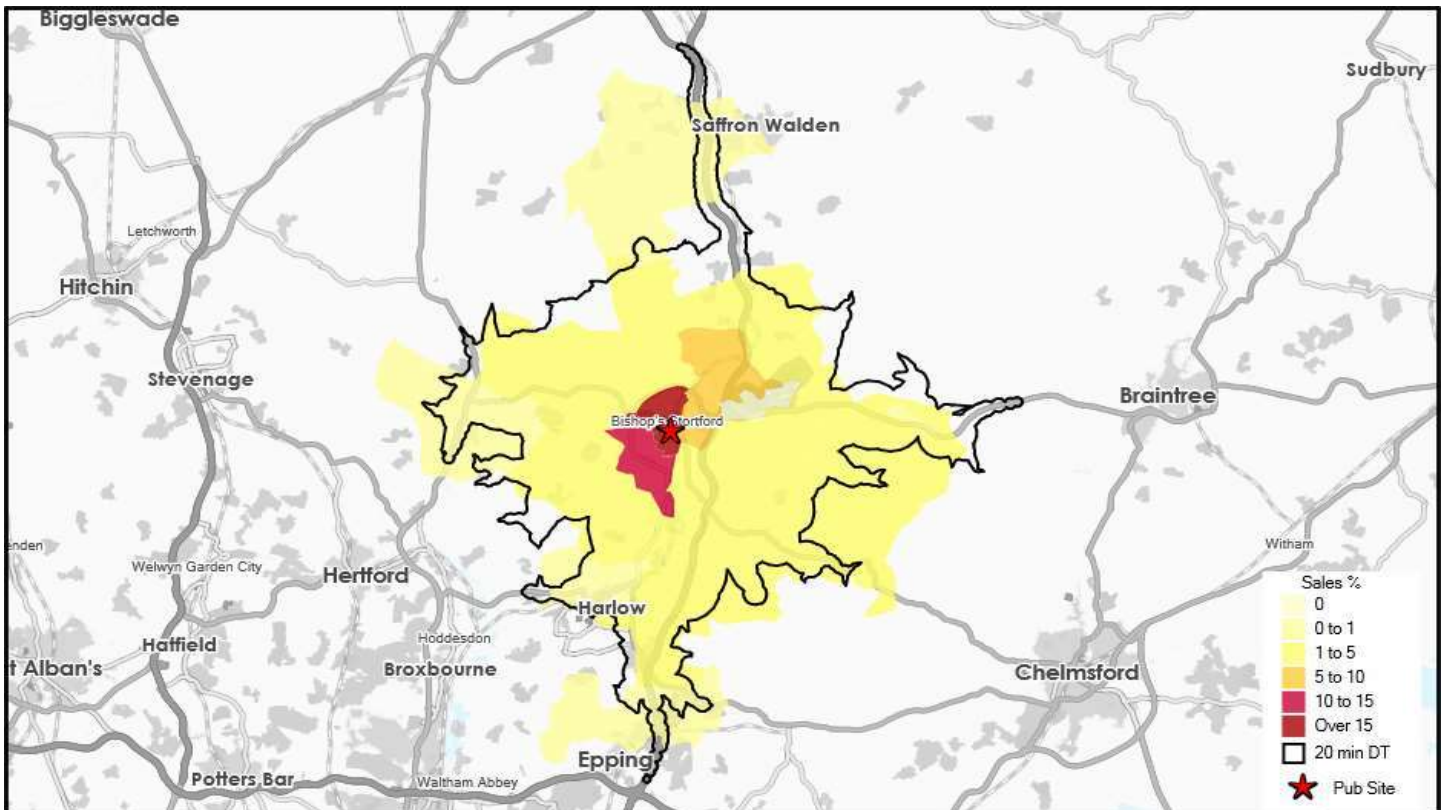
Seasonality of the spend split by month

Jolly Brewers Share of Spend from Postcode Sectors within 20 minute Drive



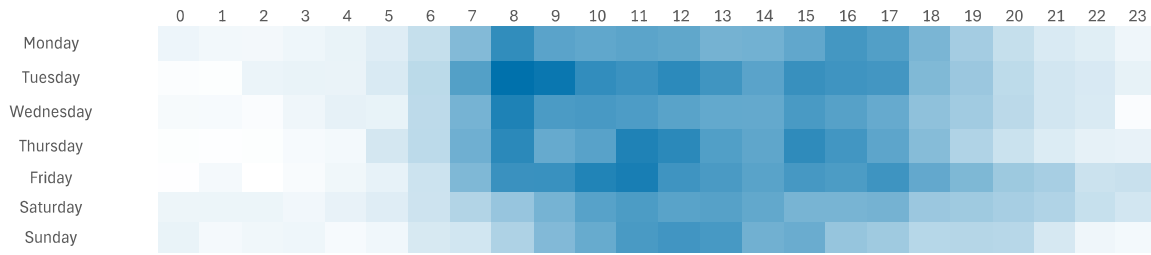
Sales % to reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

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



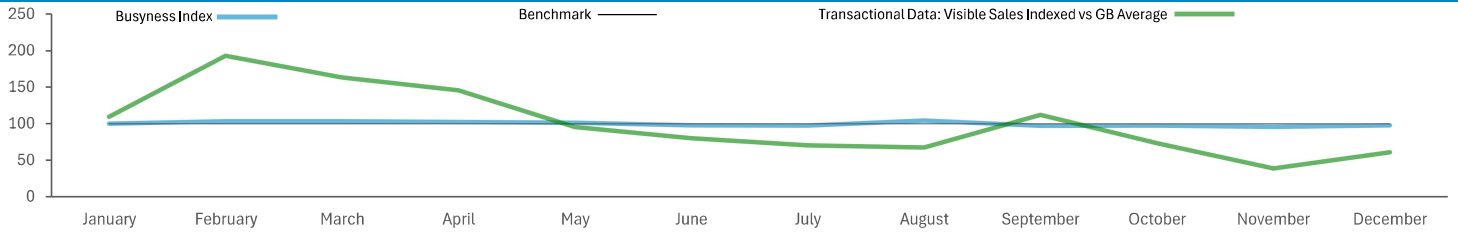
Sales % to competitors within 10 minute walktime of the reported pub, for postcode sectors that fall within the 20 minute drive catchment of the reported pub

Time of Day/Day of Week



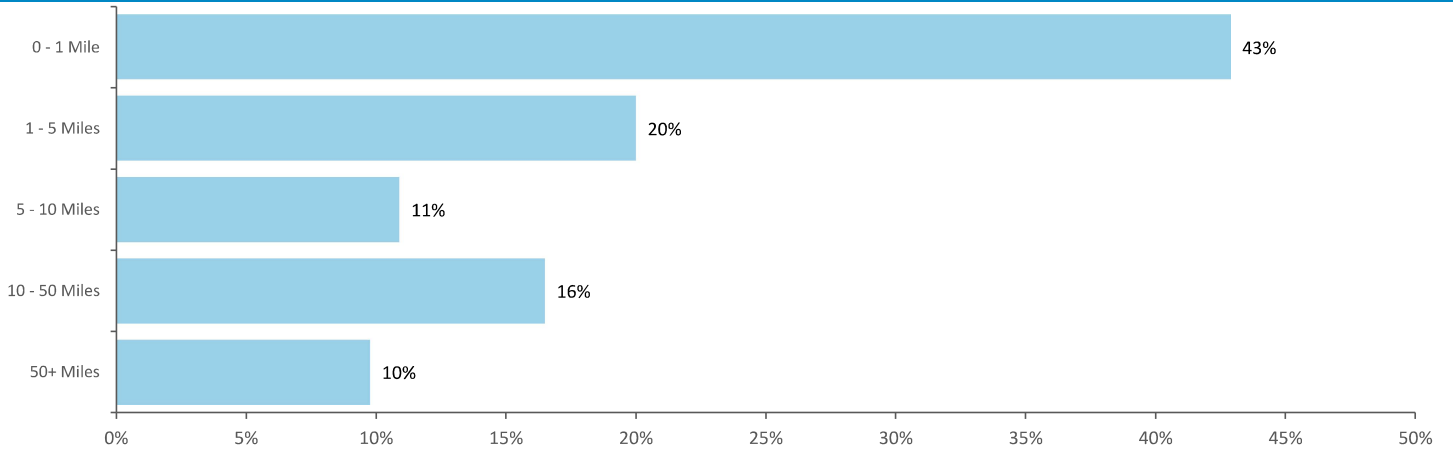
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

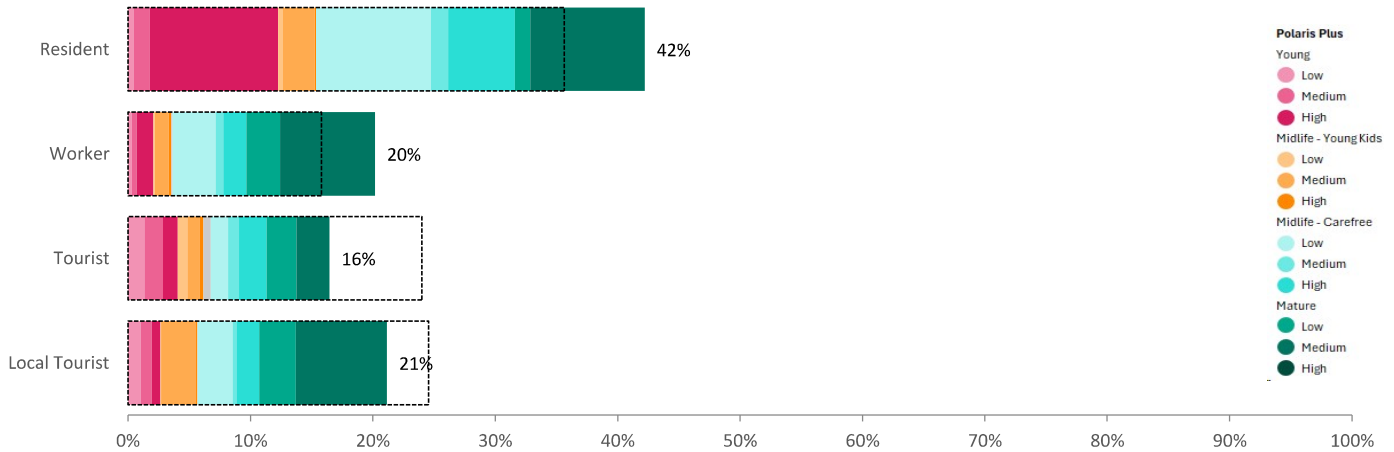
Distance from Home



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

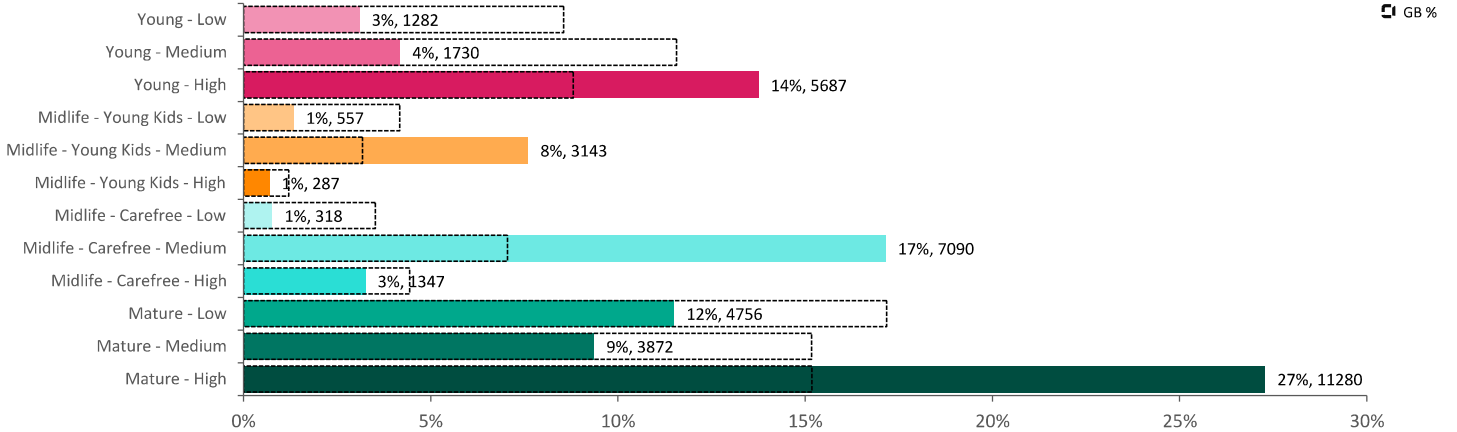
Audience Classification by Polaris Plus

Base: GB



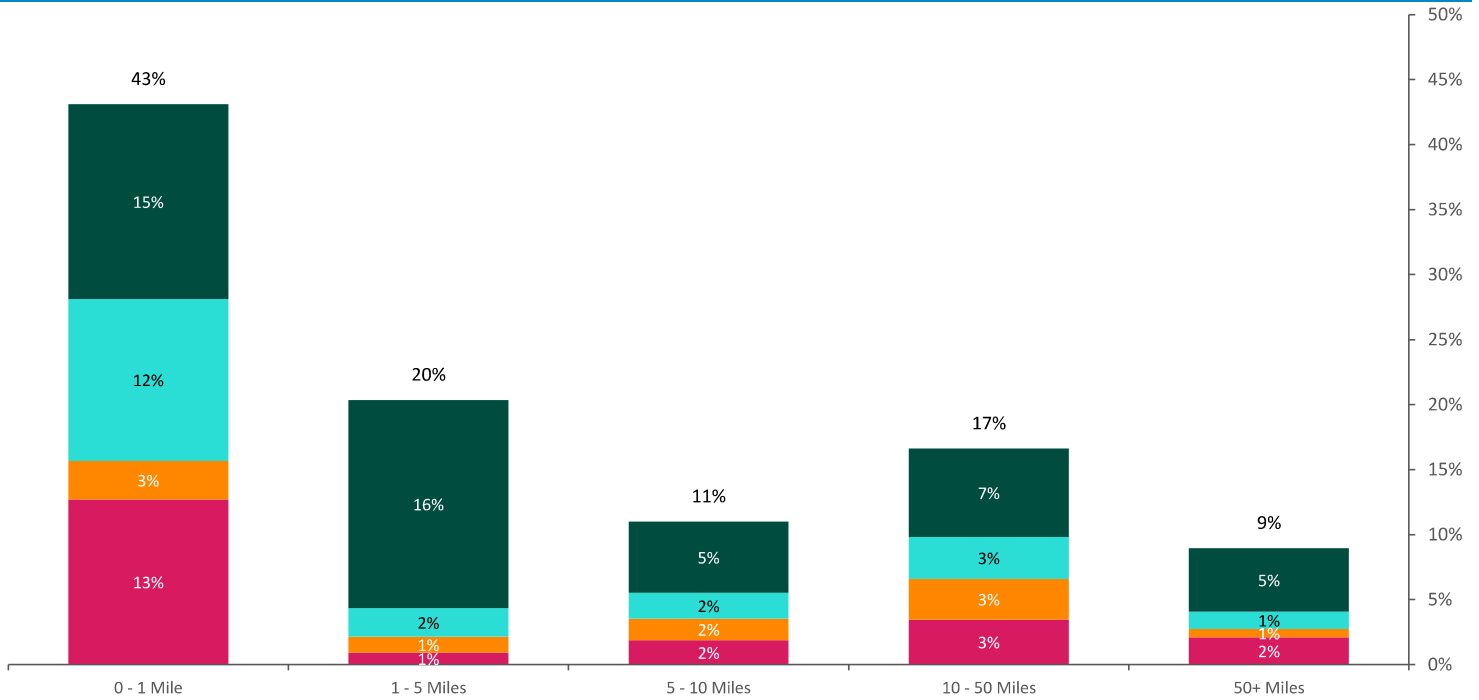
Polaris Plus profile of people passing within 60m of the pub, by Audience Classification

Polaris Plus Profile



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



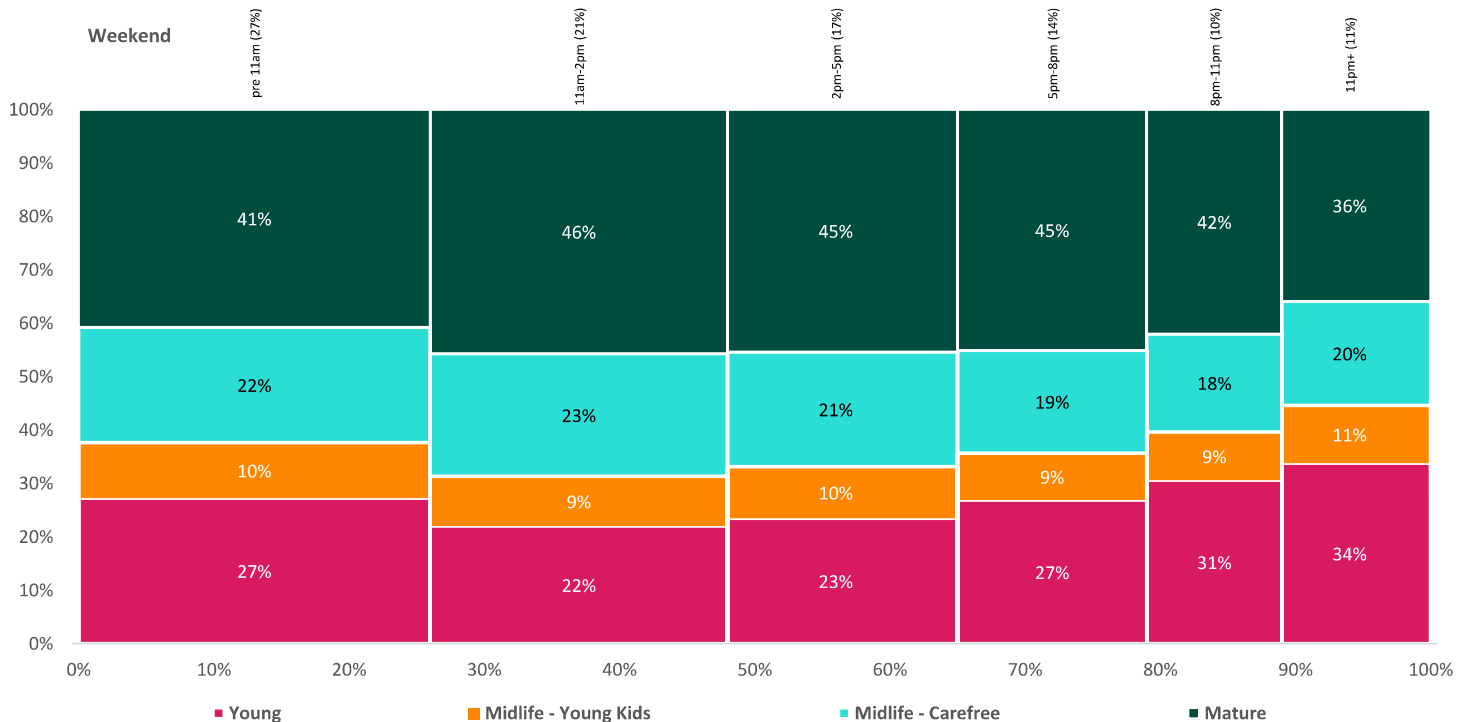
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



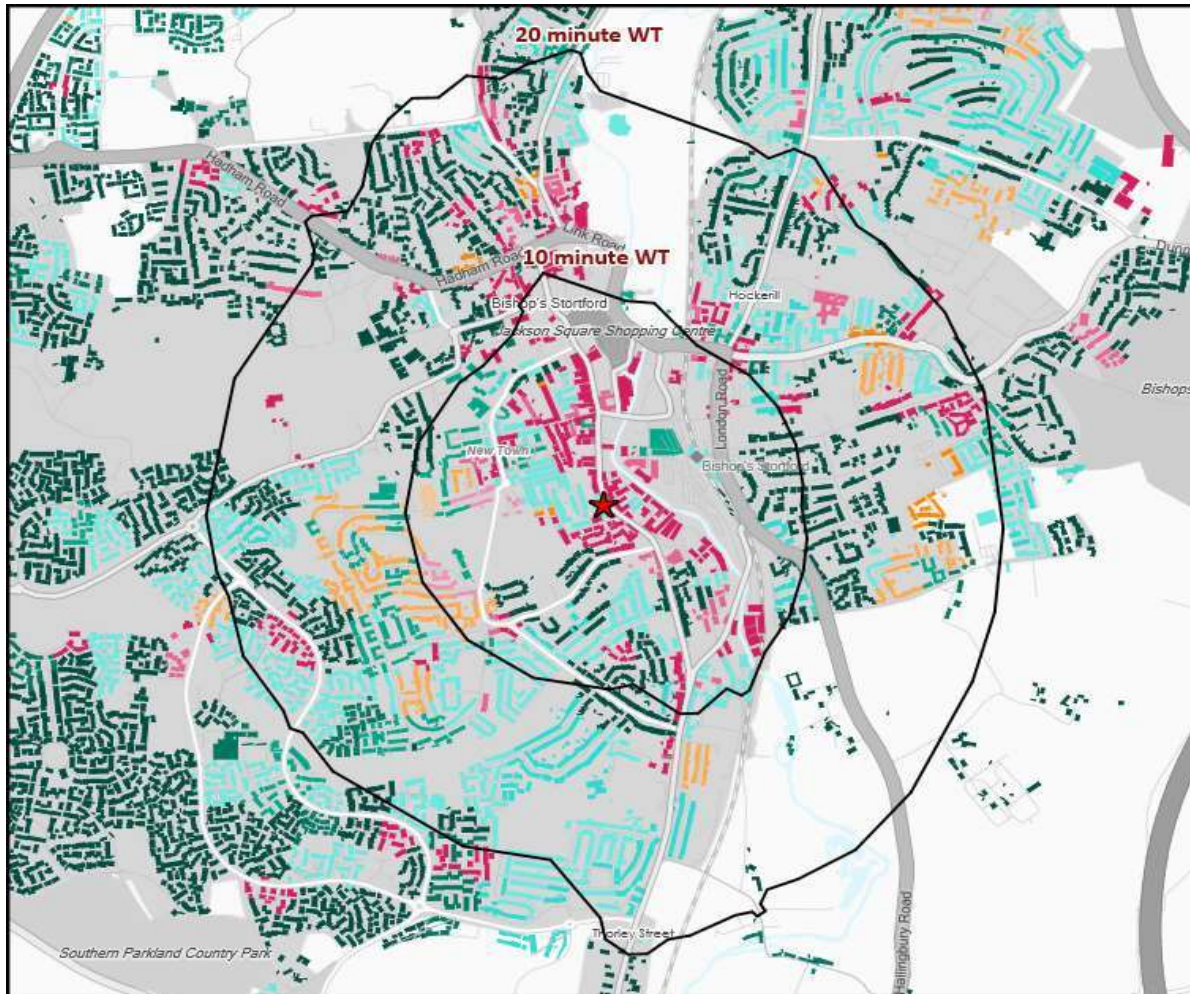
	Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature		6.772	4.575	4.365	3.321	1.547	1.295	21.875
Midlife - Carefree		3.291	1.828	1.811	1.539	870	887	10.227
Midlife - Young Kids		1.632	983	775	695	373	360	4.818
Young		3.780	1.860	1.810	1.661	1.171	1.470	11.752
All		15.474	9.247	8.761	7.217	3.961	4.012	48.672

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



	Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young		1.854	1.643	1.332	1.041	719	649	7.237
Midlife - Young Kids		986	828	631	444	315	354	3.557
Midlife - Carefree		471	334	284	204	155	195	1.643
Mature		1.242	793	690	621	524	612	4.482
All		4.552	3.598	2.937	2.310	1.713	1.811	16.920

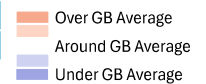
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

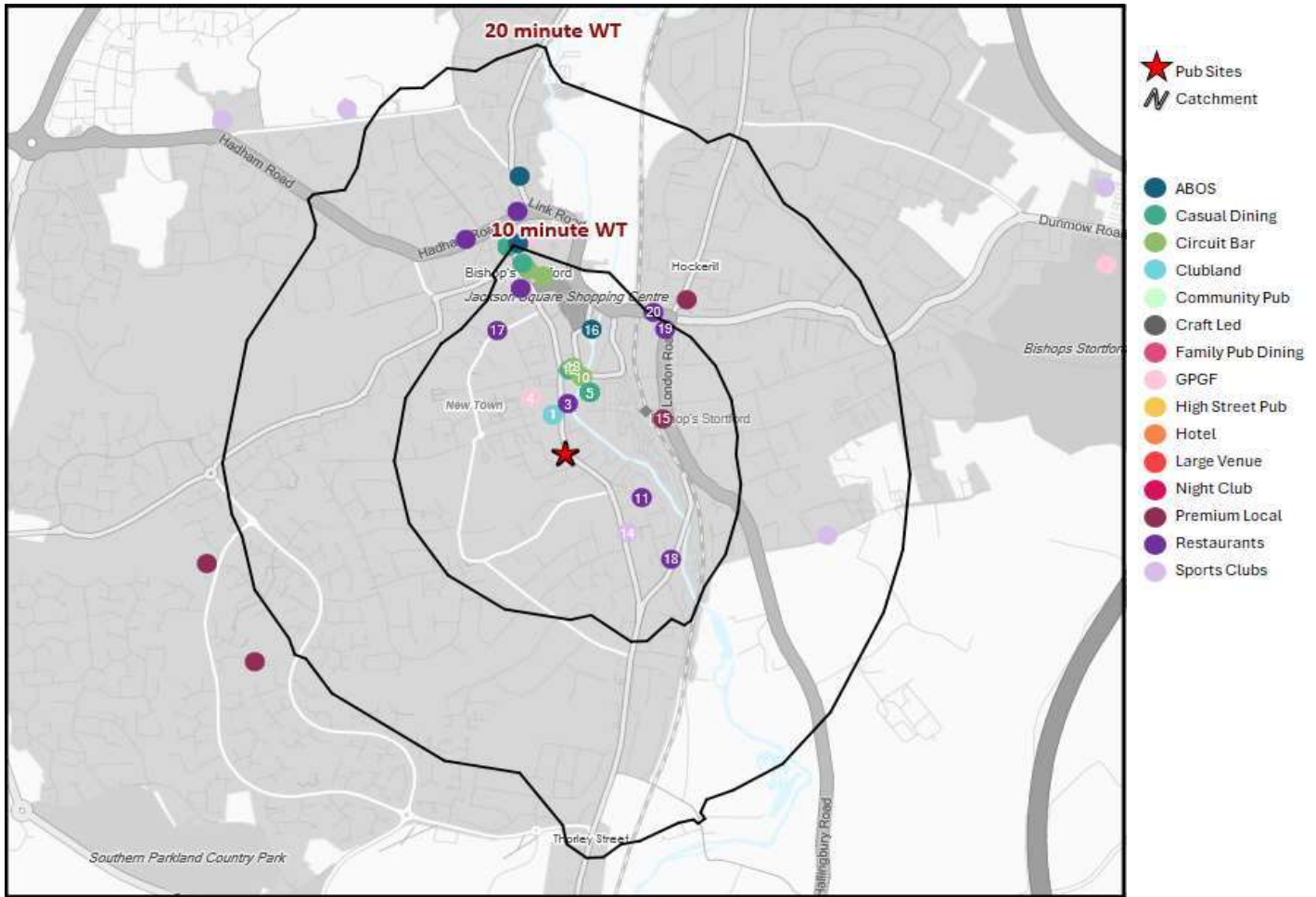


Polaris Plus Profile by Catchment

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**
<b>Young</b>						
Low	43	94	4.216	7	6	34
Medium	430	696	3.248	60	37	23
High	2.533	4.084	8.826	586	357	105
<b>Midlife - Young Kids</b>						
Low	0	29	66	0	3	1
Medium	148	1.408	12.927	54	194	242
High	65	255	379	90	134	27
<b>Midlife - Carefree</b>						
Low	0	83	119	0	12	2
Medium	1.214	4.245	21.515	268	353	243
High	301	971	2.385	106	129	43
<b>Mature</b>						
Low	386	1.298	10.349	44	56	61
Medium	9	314	13.848	1	12	72
High	1.229	3.324	45.316	128	131	242
<b>Not Private Households</b>	4	71	978	5	35	65
<b>Total</b>	6.362	16.872	124.172			

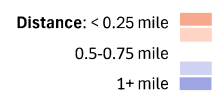
\*WT= Walktime, \*\*DT= Drivetime





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	Jolly Brewers	CM23 3BQ	Star Pubs & Bars	GPGF	3,7%	67,6%	0,00
1	Bridge House	CM23 3BG	Independent Free	Circuit Bar	19,7%	79,1%	0,10
1	Bishops Stortford Working Mens Club	CM23 3BG	Independent Free	Clubland	0,0%	0,0%	0,10
3	Shadhona	CM23 3AL	Independent Free	Restaurants	4,8%	71,3%	0,12
4	Castle	CM23 3TG	Independent Free	GPGF	0,0%	0,0%	0,15
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5	Burger Amour	CM23 3BP	Independent Free	Casual Dining	0,0%	0,0%	0,16
10	Rose & Crown	CM23 3BL	Greene King	Circuit Bar	1,3%	72,3%	0,19
11	Rivermill	CM23 3DH	Independent Free	Restaurants	7,3%	81,5%	0,19
12	Butcher And Grill	CM23 3BJ	*Other Small Retail Groups	Casual Dining	0,0%	0,0%	0,20
13	Port Jackson	CM23 3AJ	Wetherspoons GB	Circuit Bar	20,4%	66,9%	0,21
14	South Mill Arts	CM23 3JG	Independent Free	Sports Clubs	0,0%	0,0%	0,22
15	Three Tuns	CM23 5NF	Greene King	Premium Local	5,6%	83,7%	0,23
16	Skew	CM23 3AX	Independent Free	ABOS	19,4%	67,7%	0,30
17	Venue 97	CM23 3SN	Independent Free	Restaurants	0,0%	0,0%	0,33
18	Baan Taihtayi	CM23 3DS	Independent Free	Restaurants	8,1%	65,7%	0,33
19	Cafe Masala	CM23 5ND	Independent Free	Restaurants	5,0%	81,4%	0,37
20	Prickly Pear	CM23 2DH	Independent Free	Restaurants	0,0%	0,0%	0,39



\* 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

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High Street Pub	0	1.052	6,2%	33
Premium Local	2	2.406	14,3%	84

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Bit of Style	10	10.826	8,7%	105
Circuit Bar	9	3.391	2,7%	65
Community Pub	8	12.221	9,8%	50
Craft Led	0	2.899	2,3%	65
Great Pub Great Food	27	32.011	25,8%	142
High Street Pub	1	12.125	9,8%	52
Premium Local	43	28.087	22,6%	134

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 &amp; national insurance contributions, Food &amp; clothing costs, Mortgage &amp; rents, Council tax, utilities, water &amp; structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs.</p> <p><b>Low:</b> Count of population by Polaris Plus segments which are classified as Low  <b>Polaris Plus Segments:</b> 1.1, 2.1, 3.1, 4.1</p> <p><b>Medium:</b> Count of population by Polaris Plus segments which are classified as Medium  <b>Polaris Plus Segments:</b> 1.2, 2.2, 3.2, 4.2</p> <p><b>High:</b> Count of population by Polaris Plus segments which are classified as High  <b>Polaris Plus Segments:</b> 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><b>Full-time:</b> In full-time employment</p> <p><b>Part-time:</b> In part-time employment</p> <p><b>Self employed:</b> In full-time or part-time employment, with or without employees</p> <p><b>Unemployed:</b> Unemployed, not currently working but are actively seeking</p> <p><b>Retired:</b> a person who has retired from a working or professional career</p> <p><b>Other:</b> 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.

	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	<ul style="list-style-type: none"> <li>Aids being part of the <b>group</b></li> <li>Helps me <b>look good</b> by <b>standing out</b> and making the <b>right impression</b></li> <li><b>Energising</b></li> <li><b>Discovering</b> new things</li> <li><b>Avoids bloating</b></li> <li><b>Physical benefit</b></li> </ul>	<ul style="list-style-type: none"> <li>Helps me <b>look good</b>, and be <b>on trend</b></li> <li><b>Discovering</b> new things</li> <li>Supports <b>moderate calorie &amp; alcohol intake</b></li> <li><b>Energising</b></li> <li><b>Being romantic</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes good</b> and <b>looks good</b></li> <li><b>Discovering</b> new things</li> <li><b>Supports connecting</b> with friends and family</li> <li><b>Enjoyable for longer</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Tastes great</b></li> <li><b>Good quality</b></li> <li><b>Helps me feel good</b></li> <li><b>Enjoyable for longer</b></li> </ul>

**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.

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							