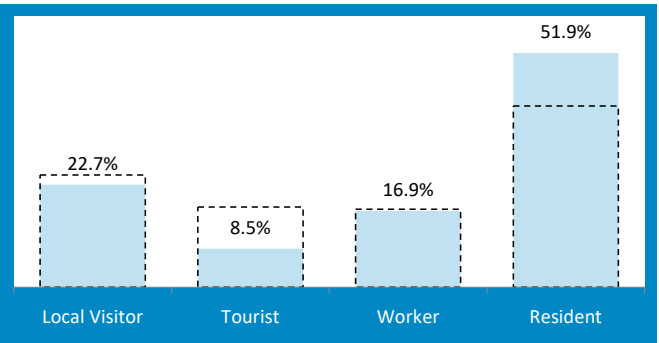
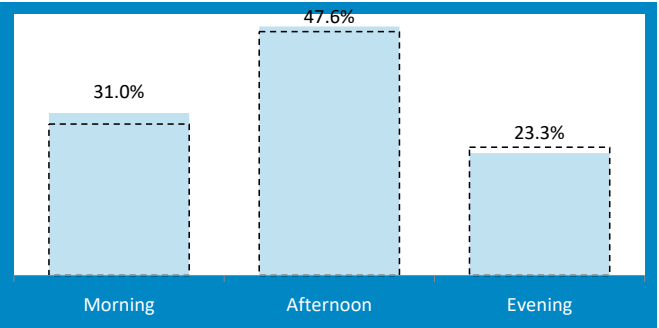
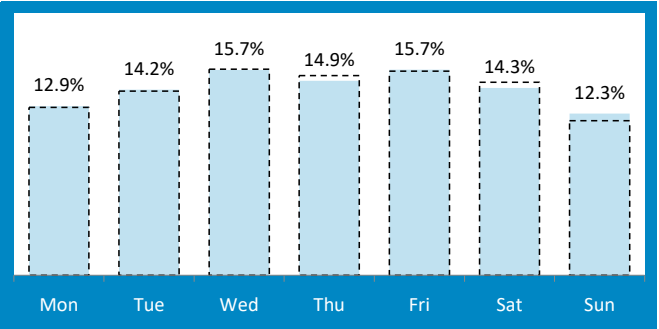


Area Quick Stats

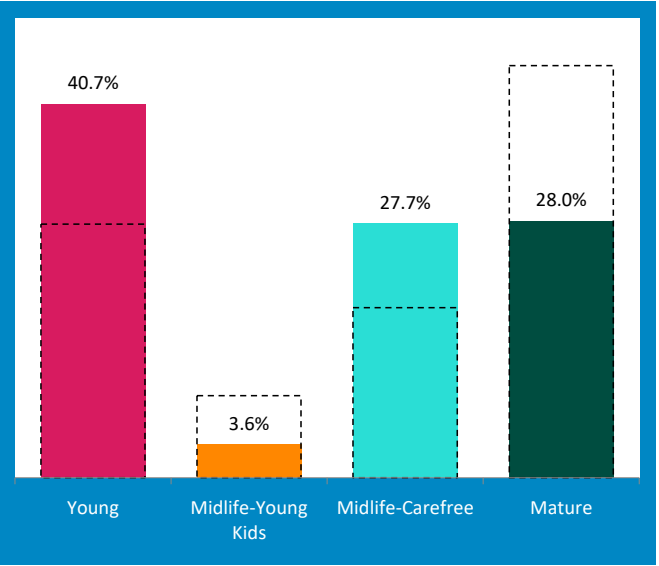
		This Site 10 min WT	Benchmark 10 min WT
Total Pop		5,349	5,344
Adult Pop		4,341	4,529
Affluence	Low	66%	33%
	Medium	32%	38%
	High	0%	27%
Young		29%	28%
Midlife Young Kids		6%	11%
Midlife Carefree		17%	16%
Mature		45%	44%
Competition Count		8	43

Visitors



Spend Profile

	This Site	Benchmark
£ATV	£8	£30
Average Distance Travelled in miles	3	27



Catchment Summary - Pheasant Inn

Over GB Average

Around GB Average

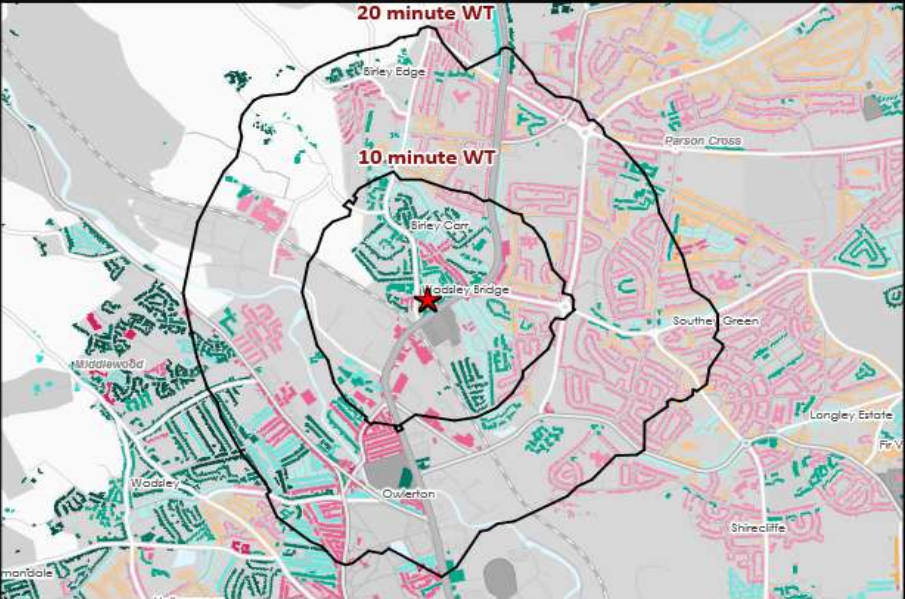
Under GB Average

*WT= Walktime

**DT= Drivetime

Catchment Size (Counts)				
10 min WT*	20 min WT*	20 min DT**		
Population	5,349	21,770	536,655	
Adults 18+	4,341	16,874	432,355	
Competition Pubs	8	18	796	
Adults 18+ per Competition Pub	543	937	543	
% Adults Likely to Drink	80.0%	80.0%	79.0%	
Affluence	Low	66.1%	68.1%	44.3%
	Medium	32.3%	29.7%	36.9%
	High	0.0%	1.4%	17.7%
*Affluence does not include Not Private Households				
Mean Net Disposable income (£pa)		£19,681	£17,224	£20,143
Age Profile	18-24	383	1,793	72,475
	25-34	792	3,399	82,306
	35-44	664	3,080	71,354
	45-64	1,387	5,138	118,857
	65+	1,115	3,464	87,363

Index vs GB Average		
10 min WT*	20 min WT*	20 min DT**
100	111	126
Pop. & Adl. 18+ index based on all pubs		
96	103	127
19	18	102
79	137	79
100	100	99
199	205	134
84	78	96
0	5	65
87	76	89
84	97	159
109	115	113
92	105	98
103	94	88
108	83	85



Pub Sites

Catchment

Young

Low

Medium

High

Midlife - Young Kids

Low

Medium

High

Midlife - Carefree

Low

Medium

High

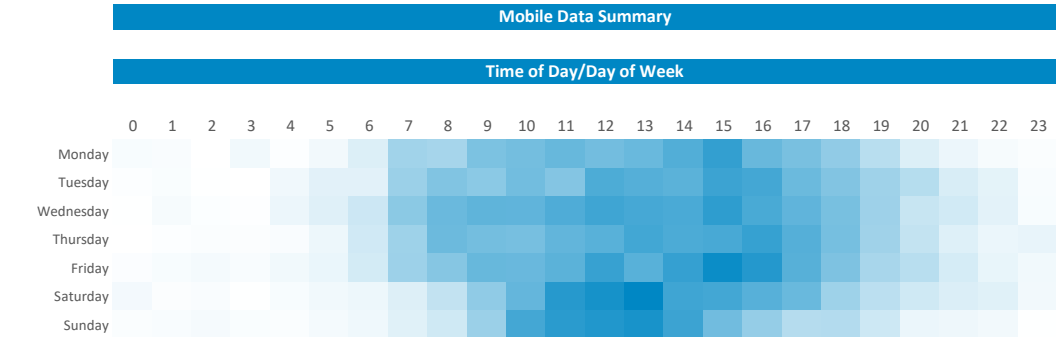
Mature

Low

Medium

High

Polaris Segment	Population Count			Index vs GB average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Young	1,280	9,402	185,888	106	200	154
Midlife - Young Kids	270	1,217	57,619	57	66	122
Midlife - Carefree	751	1,939	40,679	110	73	60
Mature	1,973	4,178	143,646	103	56	75
Not Private Households	67	138	4,523	12,757	6,759	8,646
Total	4,341	16,874	432,355			



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Per Pub - Pheasant Inn

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

WT= Walktime, DT= Drivetime

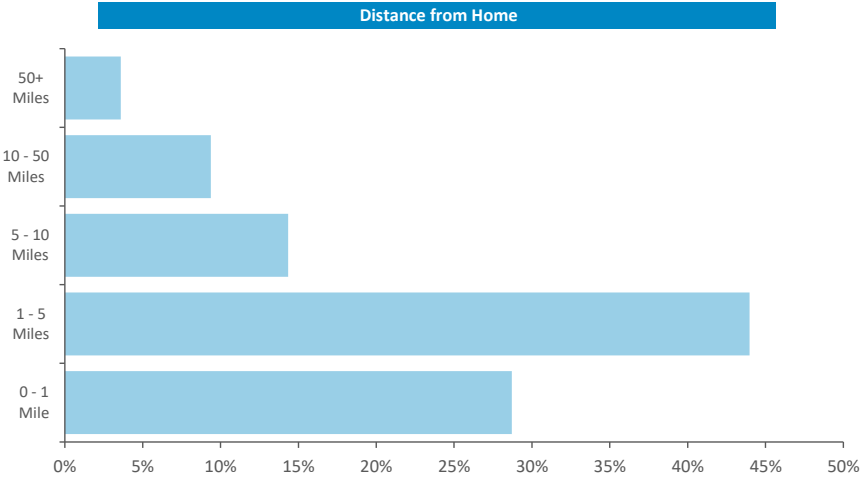
Adults 18+	4,341	16,874	432,355
Number of Competition Pubs	8	18	796
Adults 18+ per Competition Pub	543	937	543

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

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	499	11.5%	147
Family Pub Dining	0	496	11.4%	126
Great Pub Great Food	1	570	13.1%	79
Leisure	3	424	9.8%	97
Mainstream	0	731	16.8%	121
Premium	0	548	12.6%	88
Restaurant	0	908	20.9%	91
Super Premium	0	96	2.2%	56

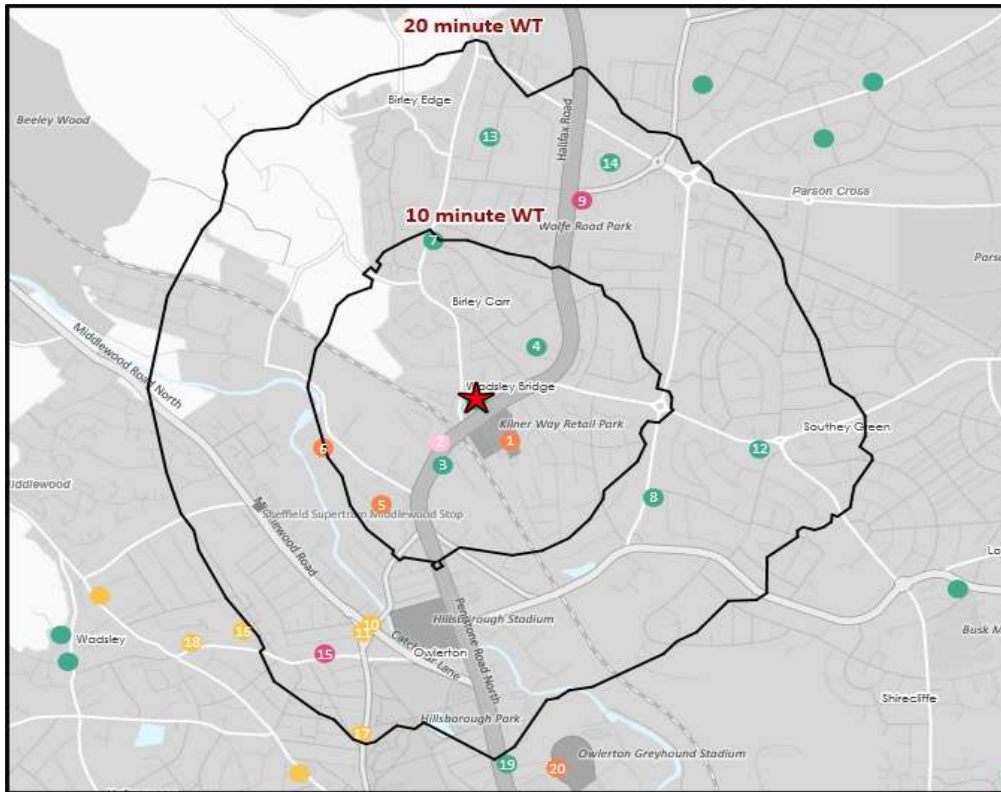
20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	8	2,137	12.7%	162
Family Pub Dining	2	2,013	11.9%	131
Great Pub Great Food	1	2,075	12.3%	73
Leisure	3	1,631	9.7%	96
Mainstream	4	2,826	16.8%	120
Premium	0	2,076	12.3%	86
Restaurant	0	3,592	21.3%	92
Super Premium	0	386	2.3%	58

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	185	43,601	10.1%	129
Family Pub Dining	40	43,798	10.1%	111
Great Pub Great Food	38	63,313	14.6%	88
Leisure	124	42,175	9.8%	97
Mainstream	154	65,697	15.2%	109
Premium	83	58,281	13.5%	94
Restaurant	159	96,975	22.4%	97
Super Premium	13	13,977	3.2%	82



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Competition - Pheasant Inn



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Ref	Name	Postcode	Operator	Segment	Each pub's share of 20 min DT Sales *	Distance (miles)
9	Eight Foot Way	S 5 9QY	Marston's	Family Pub Dir	23.4%	0.58
15	Park	S 6 4EB	Mitchells & Butlers	Family Pub Dir	23.3%	0.75
4	Wadsley Bridge Working Mens C	S 6 1LB	Independent Free	Classic	13.0%	0.20
18	Horse and Jockey	S 6 4EF	Trust Inns Limited	Mainstream	11.5%	0.92
19	Old Crown Inn	S 6 2DF	Stonegate Pub Company	Classic	6.2%	0.95
6	Jubilee Sports and Social Club	S 6 1LZ	Independent Free	Leisure	6.2%	0.38
11	Antler	S 6 1TD	Independent Free	Mainstream	5.9%	0.66
0	Pheasant Inn	S 6 1JY	Star Pubs & Bars	Classic	2.8%	0.00
16	Wadsley House Social Club	S 6 4AL	Independent Free	Mainstream	2.4%	0.81
17	Brass Monkey	S 6 4HD	Independent Free	Mainstream	2.2%	0.91
13	Foxhill and District Community A	S 6 1AZ	Independent Free	Classic	1.3%	0.69
8	Forty Foot	S 5 8ND	Stonegate Pub Company	Classic	1.2%	0.48
10	Riverside Cafe and Bar	S 6 1TA	Independent Free	Mainstream	0.5%	0.63
1	Buzz Bingo	S 6 1NN	Buzz Group Limited	Leisure	0.0%	0.13
2	New Bridge Inn	S 6 1LQ	Stonegate Pub Company	Great Pub Gre:	0.0%	0.14
3	Railway Hotel	S 6 1LP	Independent Free	Classic	0.0%	0.18
5	S Yorkshire Police Sports and Soc	S 6 1LU	Independent Free	Leisure	0.0%	0.35
7	Fox	S 6 1HJ	*Other Small Retail Groups	Classic	0.0%	0.43
12	Southey Green Social Club	S 5 7QQ	Independent Free	Classic	0.0%	0.68
14	Parson Cross Farm Social Centre	S 5 9QE	Independent Free	Classic	0.0%	0.69
20	Owlerton Stadium	S 6 2DE	Independent Free	Leisure	0.0%	0.97

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

Catchment Summary - Pheasant Inn

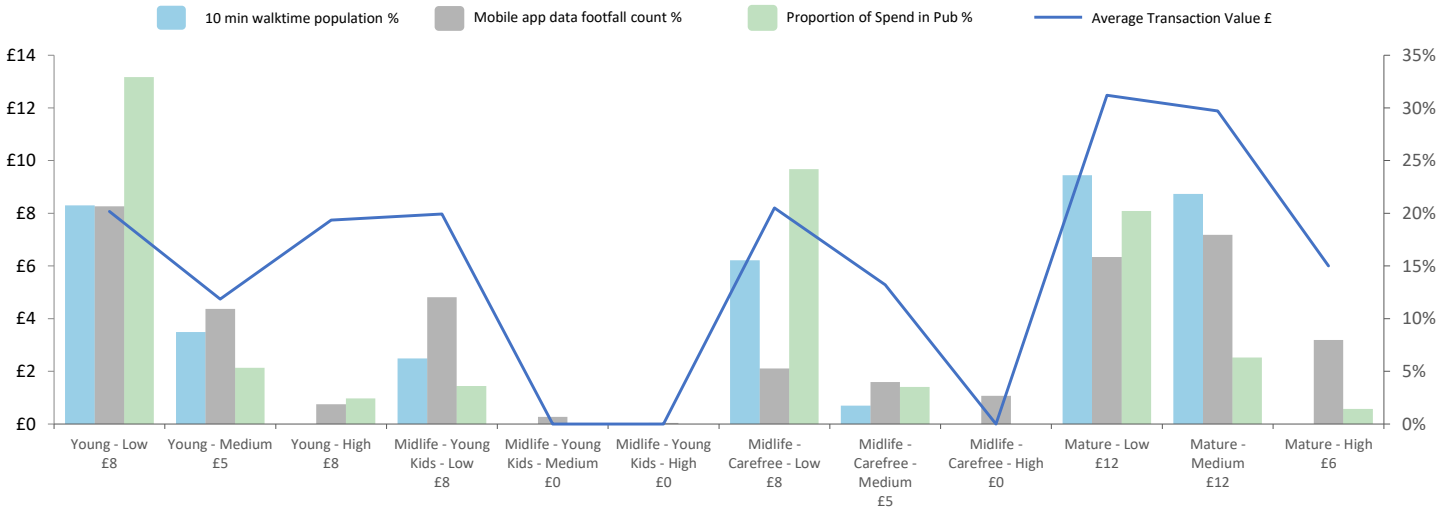


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CGA ID	Name	Postcode	Operator	Segment	Sparsity
110850	Pheasant Inn	S 6 1JY	Star Pubs & Bars	Classic	5



Polaris Plus Profile



See the Glossary page for further information on the above variables

Catchment Summary - Pheasant Inn

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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	5,349	21,770	536,655	100	111	126
Adults 18+	4,341	16,874	432,355	96	103	127
Competition Pubs	8	18	796	19	18	102
Adults 18+ per Competition Pub	543	937	543	79	137	79
% Adults Likely to Drink	80.0%	80.0%	79.0%	100	100	99

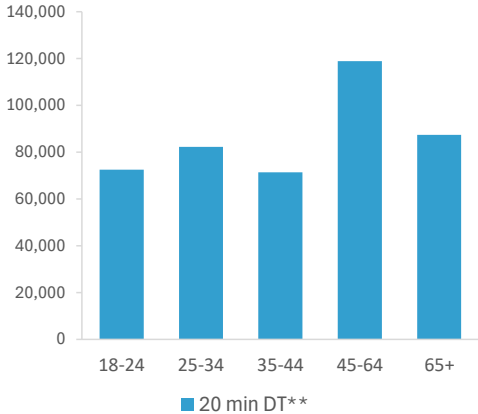
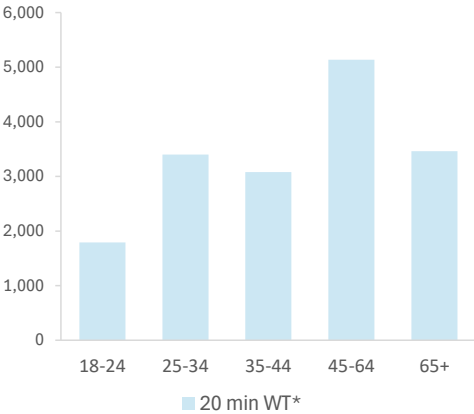
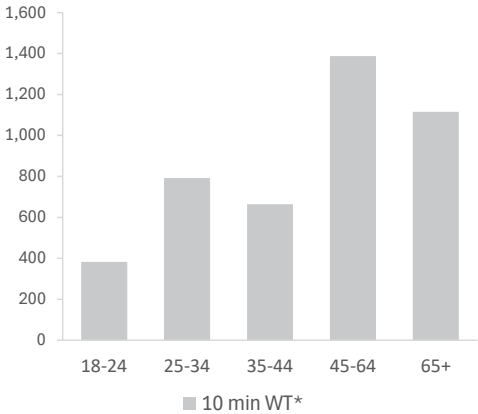
Population & Adults 18+ index is based on all pubs

Affluence	Low	66.1%	68.1%	44.3%	199	205	134
	Medium	32.3%	29.7%	36.9%	84	78	96
	High	0.0%	1.4%	17.7%	0	5	65

Affluence does not include Not Private Households

Mean Net Disposable income (£pa)	£19,681	£17,224	£20,143	87	76	89
----------------------------------	---------	---------	---------	----	----	----

Age Profile	18-24	383	1,793	72,475	84	97	159
	25-34	792	3,399	82,306	109	115	113
	35-44	664	3,080	71,354	92	105	98
	45-64	1,387	5,138	118,857	103	94	88
	65+	1,115	3,464	87,363	108	83	85

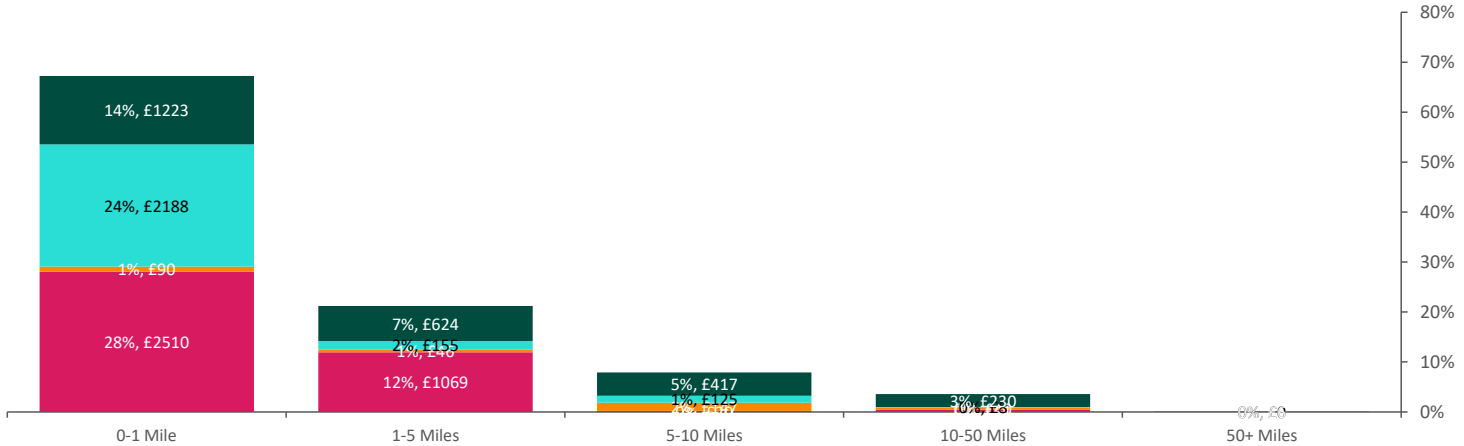


	Catchment Size (Counts)			Index vs GB Average		
	10 min WT*	20 min WT*	20 min DT**	10 min WT*	20 min WT*	20 min DT**
Gender						
Male	2,627 (49%)	10,579 (49%)	267,321 (50%)	100	99	102
Female	2,722 (51%)	11,191 (51%)	269,334 (50%)	100	101	98
Economic Status (16+)						
Employed: Full-time	1,507 (34%)	5,611 (32%)	135,410 (30%)	100	95	90
Employed: Part-time	646 (15%)	2,669 (15%)	54,111 (12%)	122	128	102
Self employed	291 (7%)	1,045 (6%)	31,916 (7%)	71	65	78
Unemployed	112 (3%)	627 (4%)	11,815 (3%)	92	131	97
Full-time student	84 (2%)	324 (2%)	18,785 (4%)	76	75	169
Retired	1,038 (23%)	3,255 (19%)	84,918 (19%)	107	86	88
Other	769 (17%)	3,882 (22%)	107,719 (24%)	97	125	136
Total Worker Count	2,654	7,483	244,949			

See the Glossary page for further information on the above variables

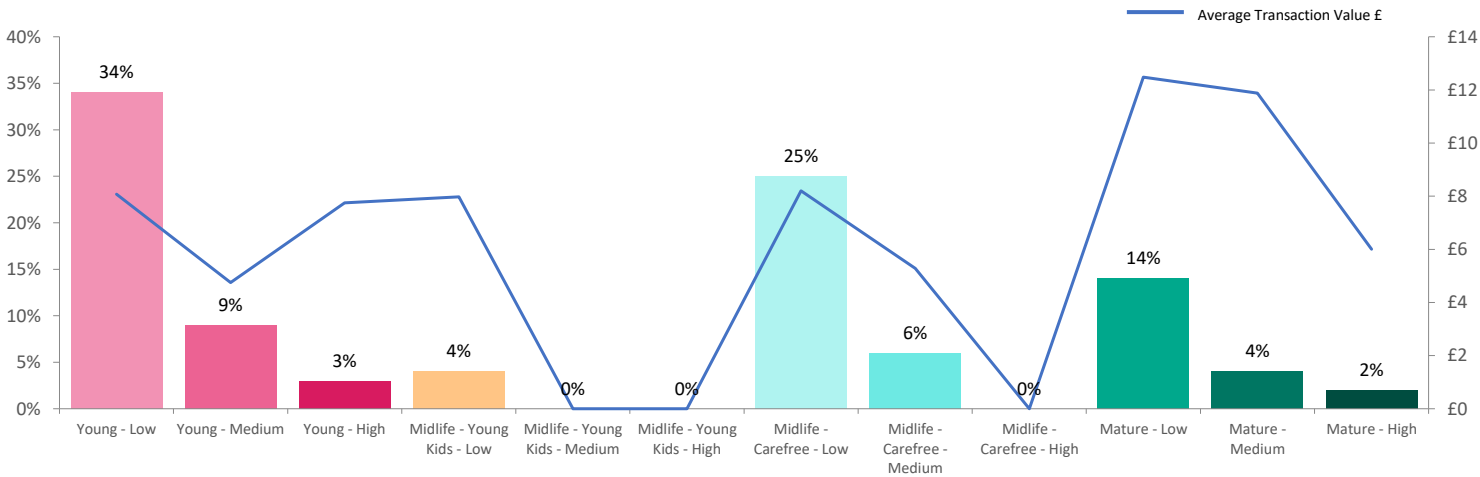
Transactional Data Summary - Pheasant Inn

Spend by Polaris and Distance from Home



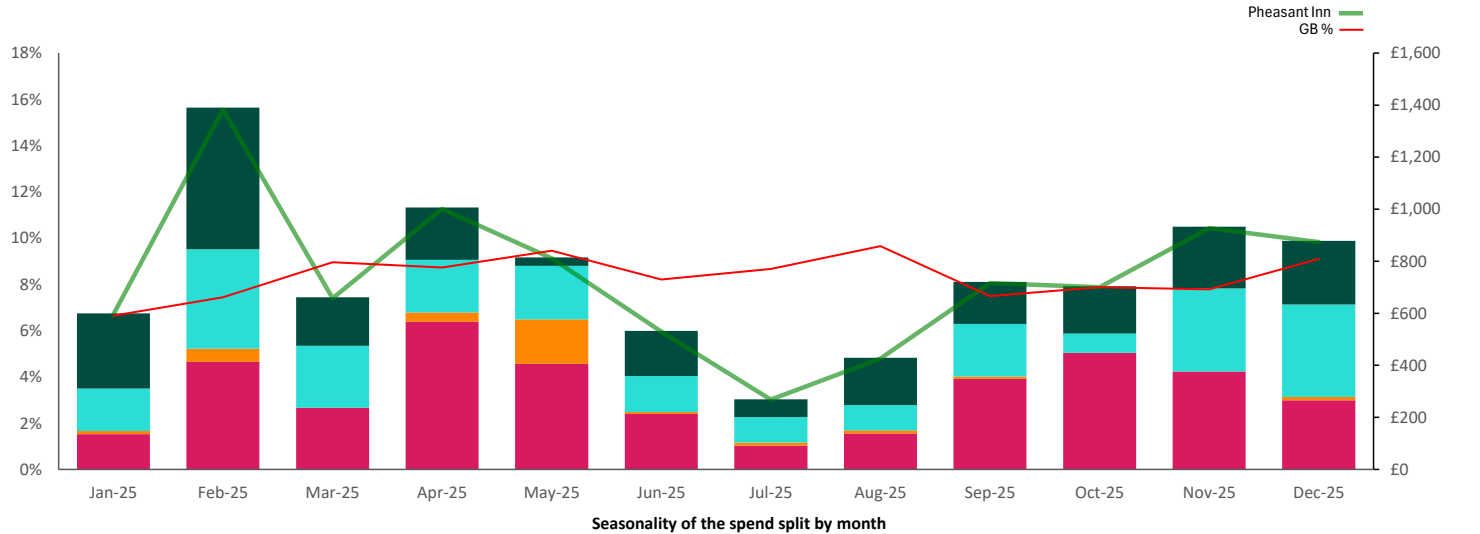
Percentage of Total Sales and Total Sales split by Distance from Home and Polaris segment within the pub

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



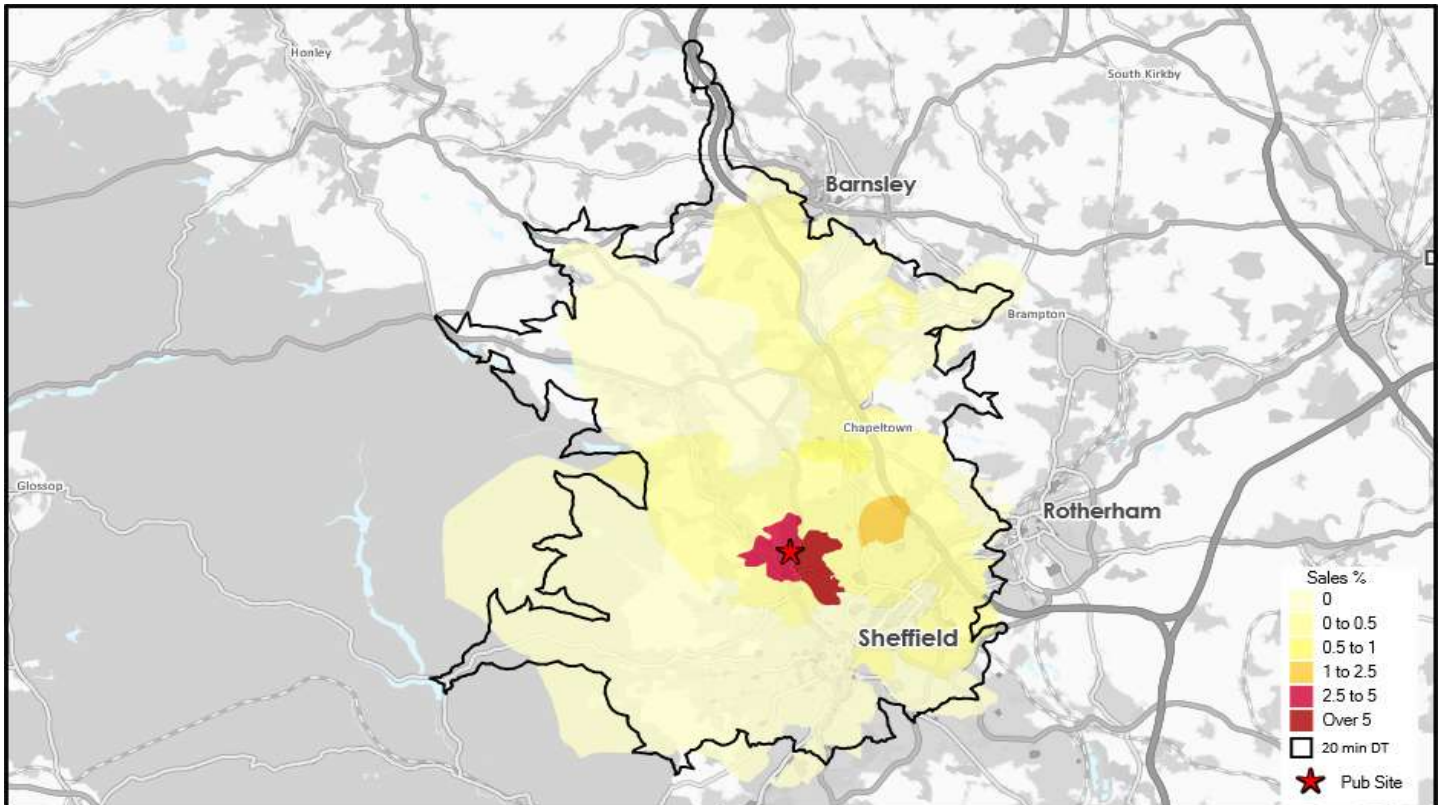
Average Transaction Value of sales (£) within the pub split by Polaris Plus

Spend by Month and Polaris



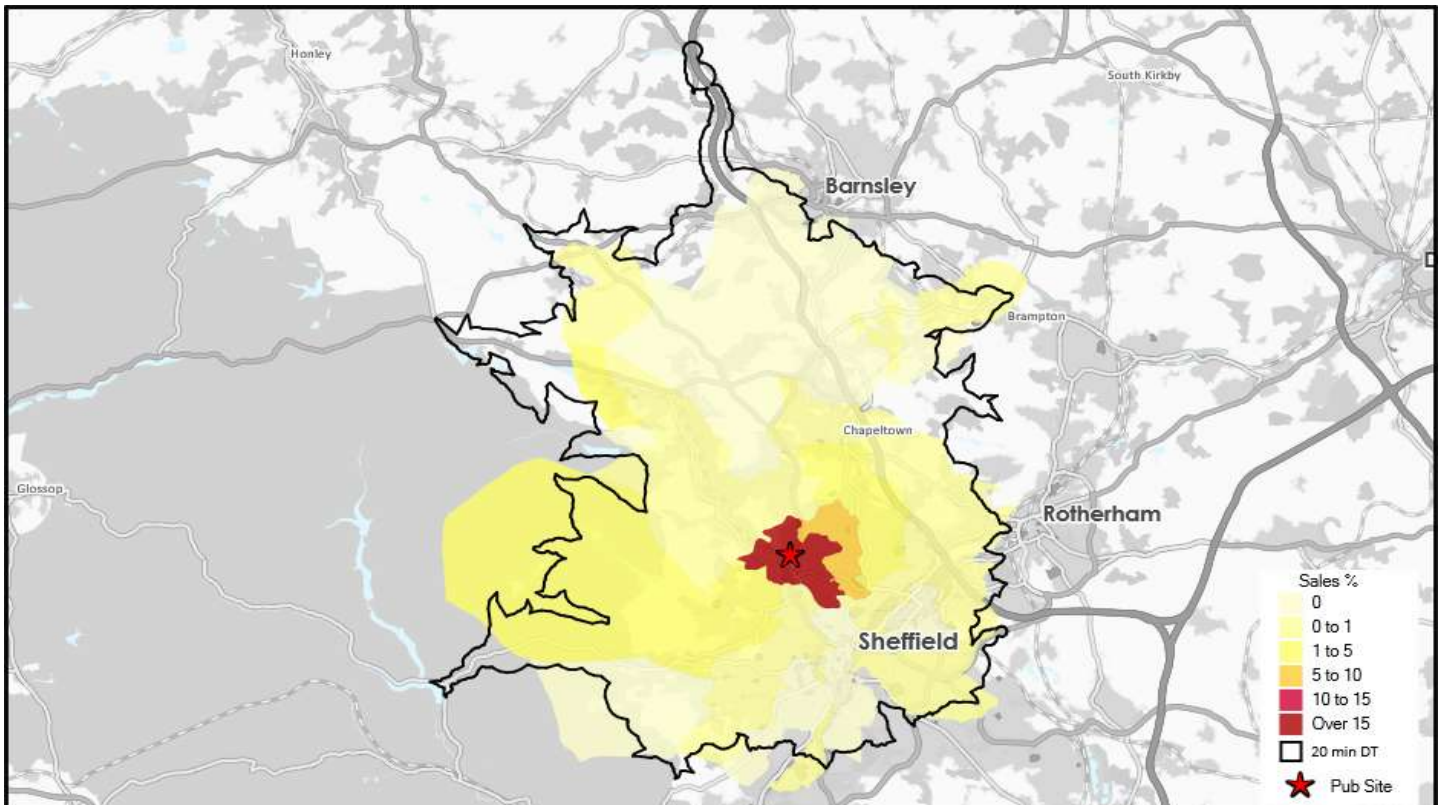
Seasonality of the spend split by month

Pheasant Inn 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

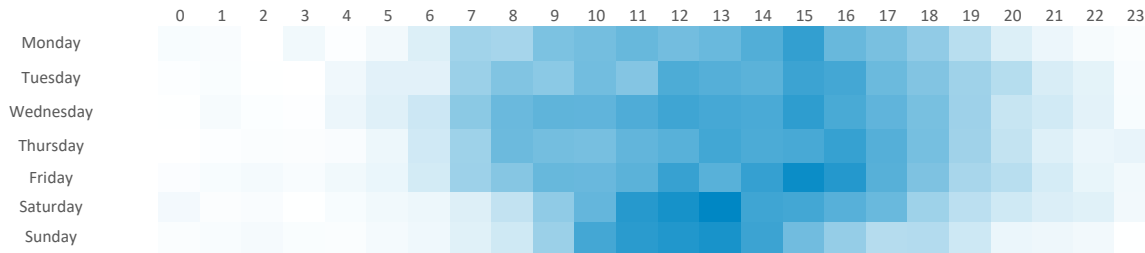
Competitors within 10 min WT: Share of Spend from Postcode Sectors within 20 minute Drive of Pheasant Inn



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

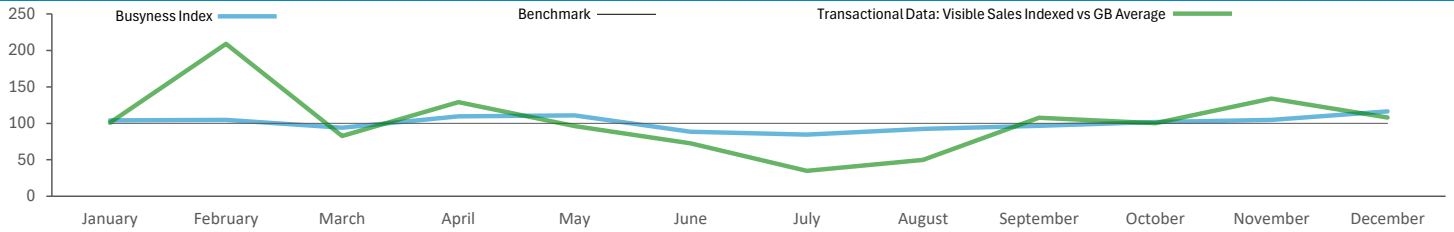
Mobile Data Summary - Pheasant Inn

Time of Day/Day of Week



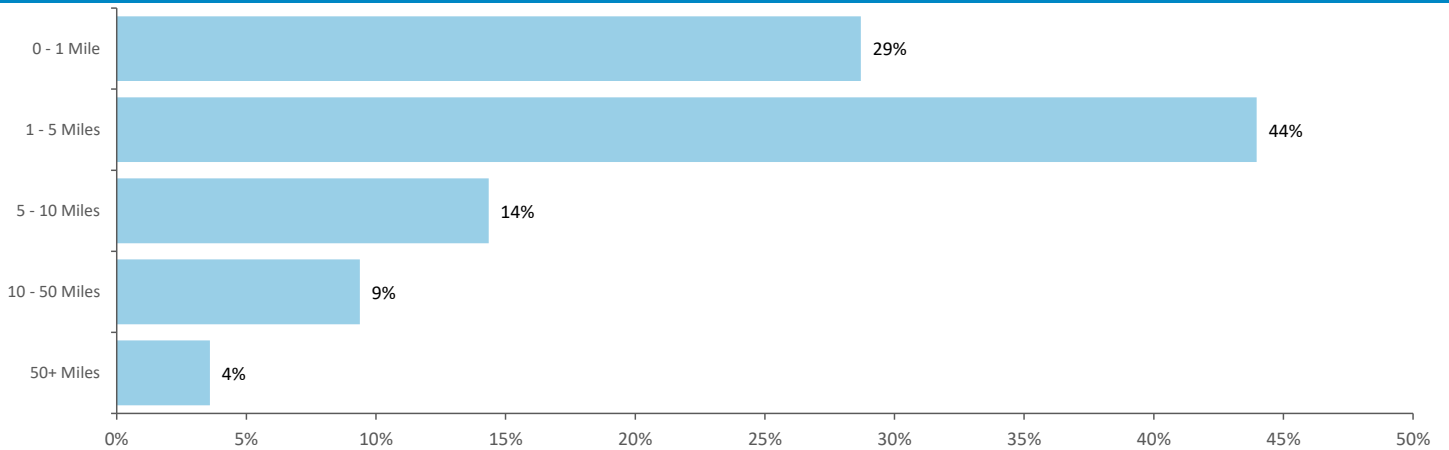
Time of day and day of week busyness from within a 60m radius of the pub calculated using GPS data

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

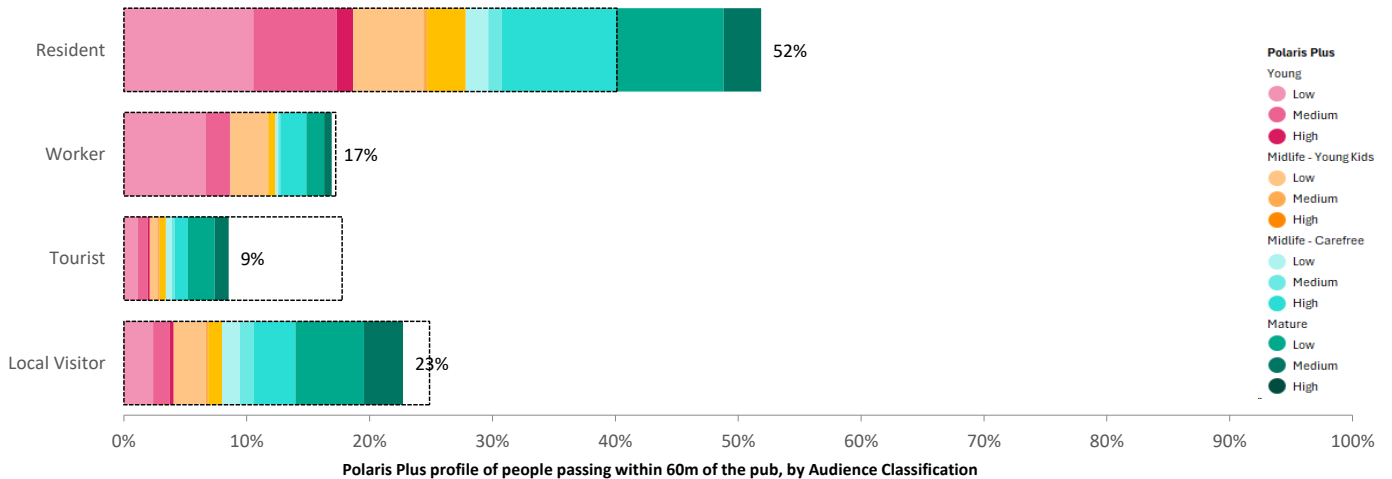
Distance from Home



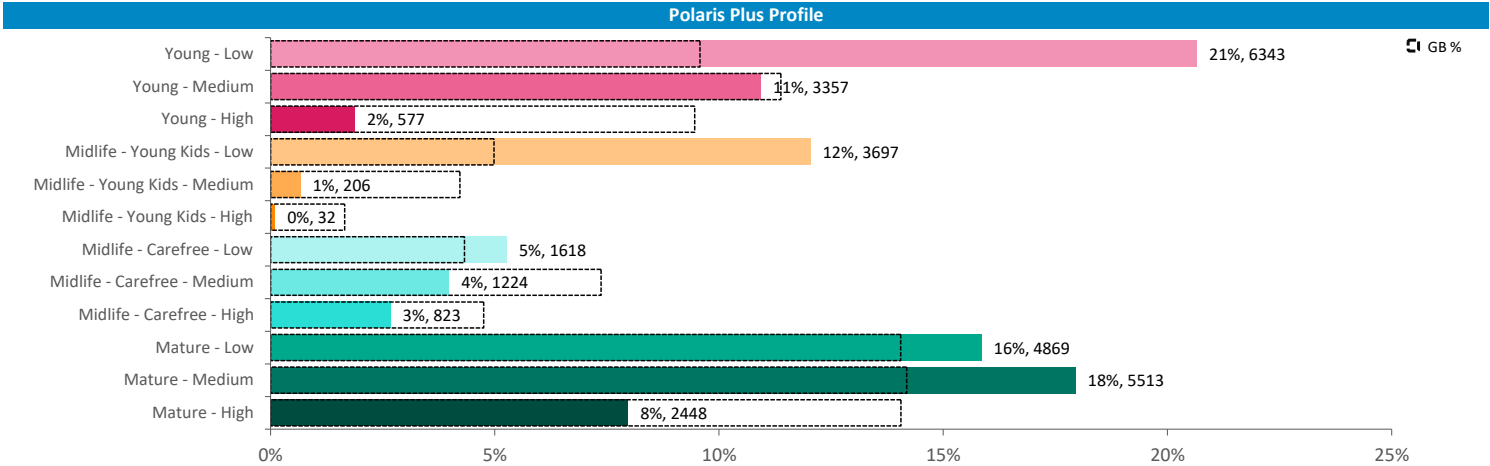
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

Audience Classification by Polaris Plus

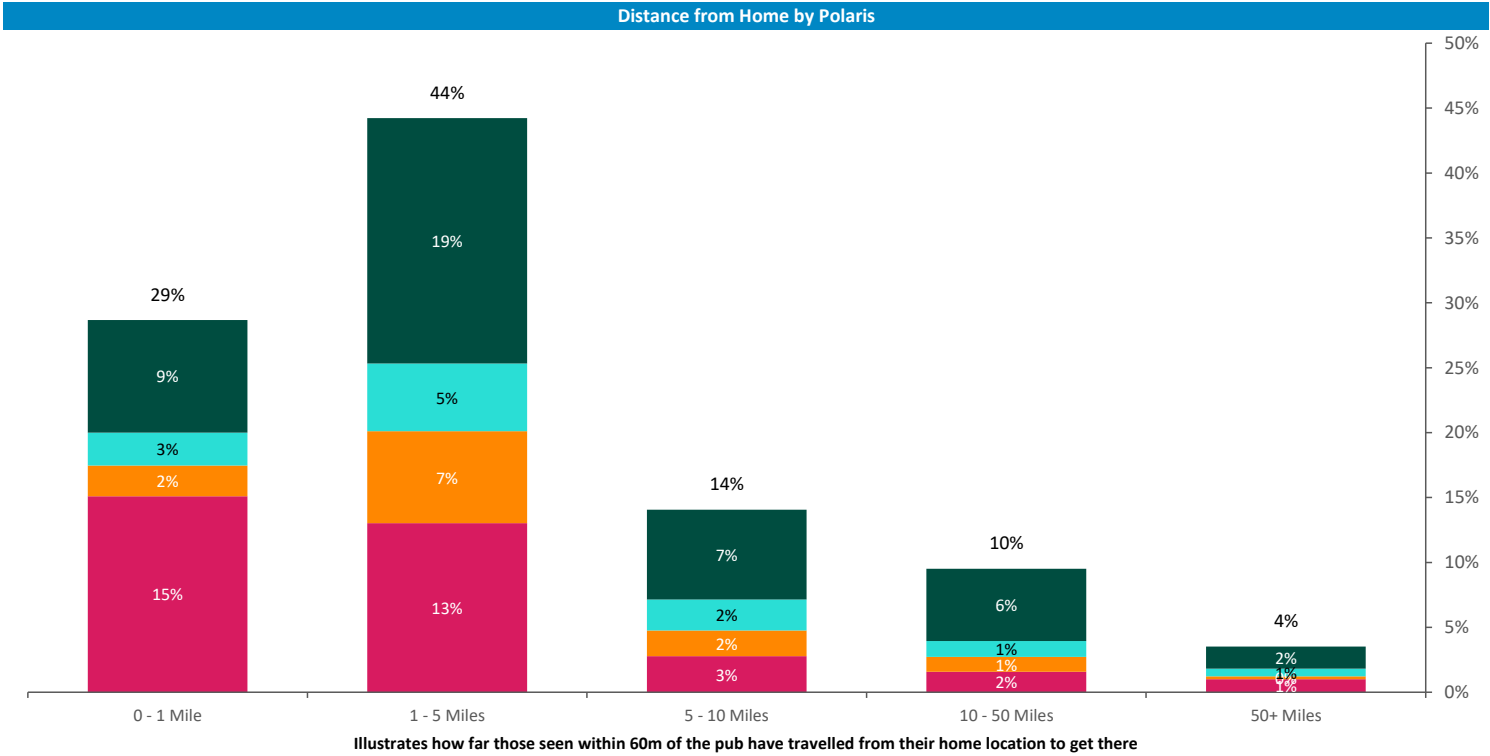
Base: GB



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

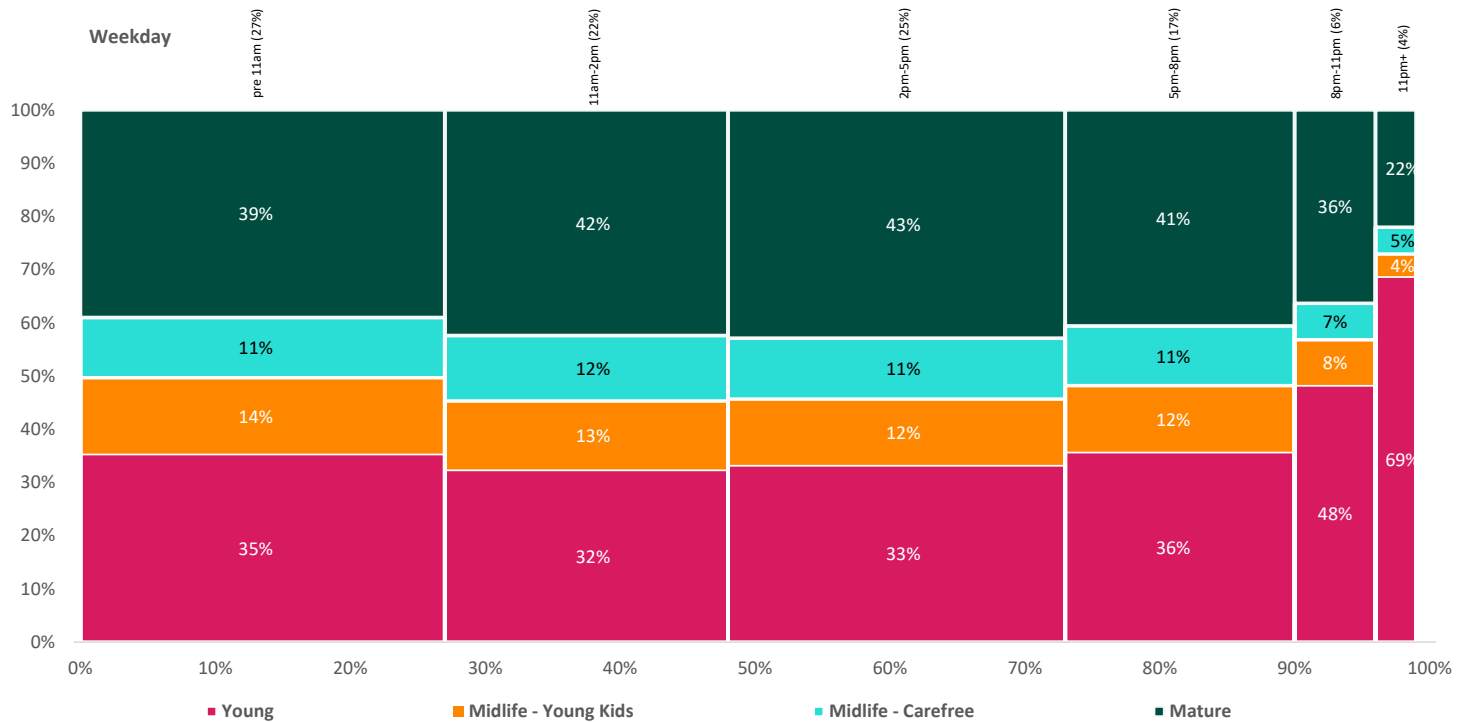


Polaris plus profile of people passing within 60m of the pub, these represent the potential customers walking past the door



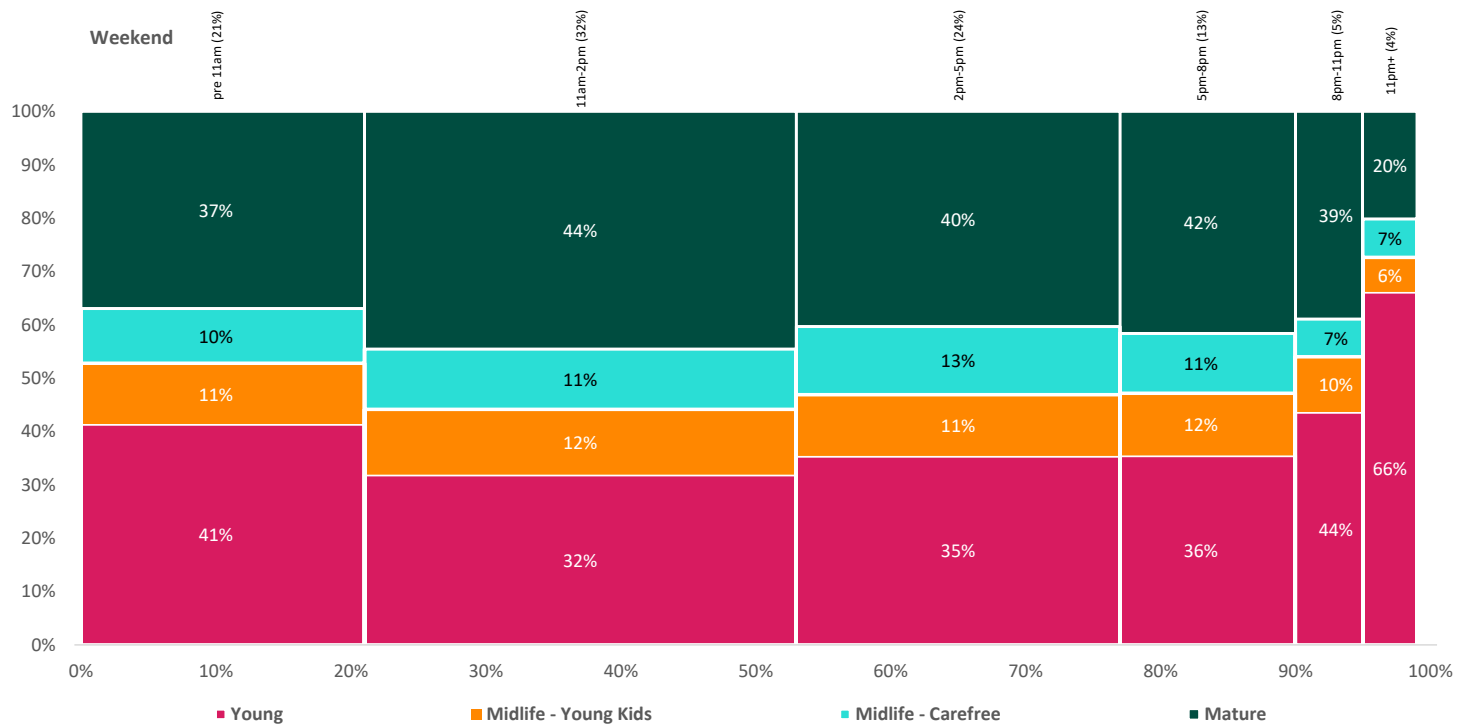
Illustrates how far those seen within 60m of the pub have travelled from their home location to get there

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



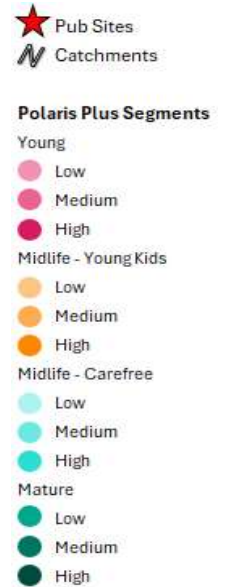
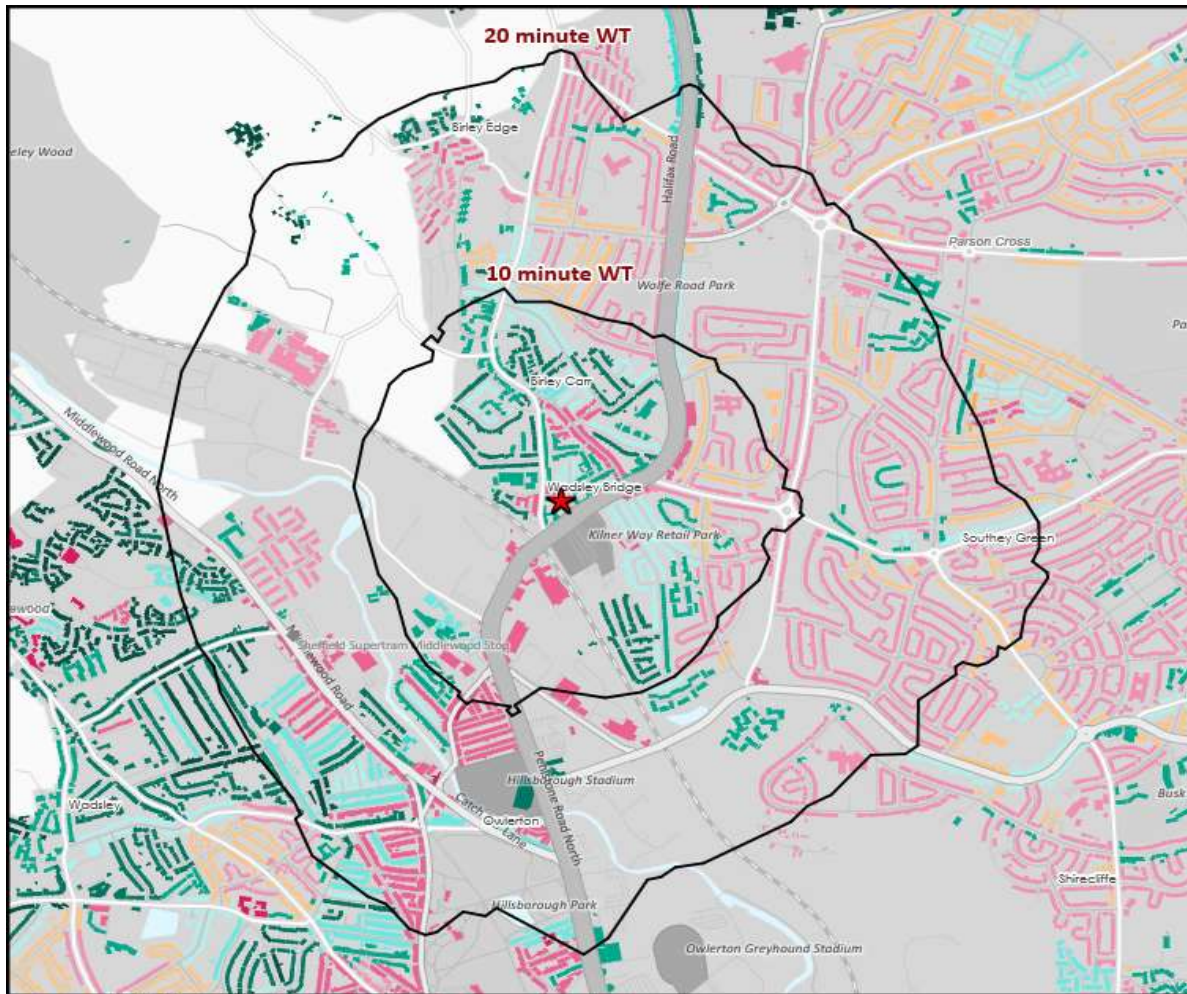
Weekday	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Mature	2,849	2,468	2,839	1,804	609	223	10,792
Midlife - Carefree	829	718	761	500	115	51	2,974
Midlife - Young Kids	1,042	750	818	552	142	42	3,345
Young	2,587	1,888	2,205	1,590	811	694	9,776
All	7,307	5,824	6,622	4,446	1,677	1,010	26,887

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



Weekend	pre 11am	11am-2pm	2pm-5pm	5pm-8pm	8pm-11pm	11pm+	All
Young	766	1,395	931	531	201	85	3,909
Midlife - Young Kids	214	355	298	144	37	30	1,077
Midlife - Carefree	236	385	265	149	54	27	1,116
Mature	860	1,001	820	454	226	279	3,639
All	2,076	3,135	2,313	1,278	518	421	9,741

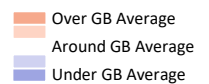
Time of day and busyness from within a 60m radius of the pub calculated using GPS data

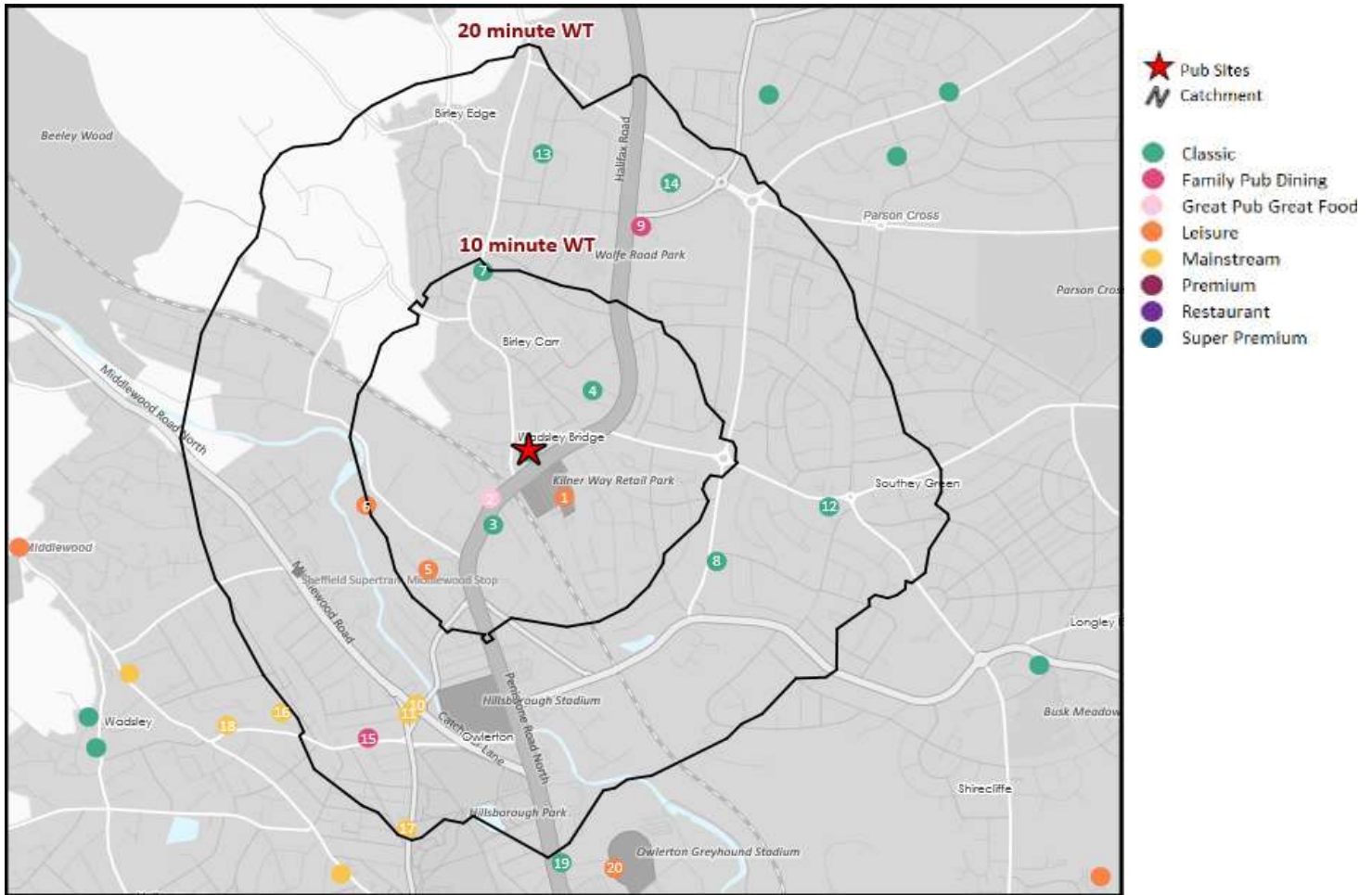


Polaris Plus Profile by Catchment

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	901	6,941	79,763	211	419	188
Medium	379	2,429	84,245	79	131	177
High	0	32	21,880	0	3	76
Midlife - Young Kids						
Low	270	1,124	47,837	111	119	198
Medium	0	93	8,408	0	12	44
High	0	0	1,374	0	0	27
Midlife - Carefree						
Low	675	1,076	17,943	365	150	97
Medium	76	857	13,690	24	71	44
High	0	6	9,046	0	1	46
Mature						
Low	1,025	2,354	46,087	175	103	79
Medium	948	1,632	53,163	139	62	78
High	0	192	44,396	0	8	68
Not Private Households	67	138	4,523	144	76	98
Total	4,341	16,874	432,355			

*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	Pheasant Inn	S 6 1JY	Star Pubs & Bars	Classic	2.8%	89.0%	0.00
1	Buzz Bingo	S 6 1NN	Buzz Group Limited	Leisure	0.0%	0.0%	0.13
2	New Bridge Inn	S 6 1LQ	Stonegate Pub Company	Great Pub Great Food	0.0%	0.0%	0.14
3	Railway Hotel	S 6 1LP	Independent Free	Classic	0.0%	0.0%	0.18
4	Wadsley Bridge Working Mens Club and Instit	S 6 1LB	Independent Free	Classic	13.0%	89.3%	0.20
5	S Yorkshire Police Sports and Social Club	S 6 1LU	Independent Free	Leisure	0.0%	0.0%	0.35
6	Jubilee Sports and Social Club	S 6 1LZ	Independent Free	Leisure	6.2%	84.9%	0.38
7	Fox	S 6 1HJ	*Other Small Retail Groups	Classic	0.0%	0.0%	0.43
8	Forty Foot	S 5 8ND	Stonegate Pub Company	Classic	1.2%	81.0%	0.48
9	Eight Foot Way	S 5 9QY	Marston's	Family Pub Dining	23.4%	88.8%	0.58
10	Riverside Cafe and Bar	S 6 1TA	Independent Free	Mainstream	0.5%	34.7%	0.63
11	Antler	S 6 1TD	Independent Free	Mainstream	5.9%	79.5%	0.66
12	Southey Green Social Club	S 5 7QQ	Independent Free	Classic	0.0%	0.0%	0.68
13	Foxhill and District Community Association	S 6 1AZ	Independent Free	Classic	1.3%	99.4%	0.69
14	Parson Cross Farm Social Centre	S 5 9QE	Independent Free	Classic	0.0%	0.0%	0.69
15	Park	S 6 4EB	Mitchells & Butlers	Family Pub Dining	23.3%	90.1%	0.75
16	Wadsley House Social Club	S 6 4AL	Independent Free	Mainstream	2.4%	92.4%	0.81
17	Brass Monkey	S 6 4HD	Independent Free	Mainstream	2.2%	89.2%	0.91
18	Horse and Jockey	S 6 4EF	Trust Inns Limited	Mainstream	11.5%	93.5%	0.92
19	Old Crown Inn	S 6 2DF	Stonegate Pub Company	Classic	6.2%	67.5%	0.95
20	Owlerton Stadium	S 6 2DE	Independent Free	Leisure	0.0%	0.0%	0.97

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 - Pheasant Inn

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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+	4,341	16,874	432,355
Number of Competition Pubs	8	18	796
Adults 18+ per Competition Pub	543	937	543

10 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	4	499	11.5%	147
Family Pub Dining	0	496	11.4%	126
Great Pub Great Food	1	570	13.1%	79
Leisure	3	424	9.8%	97
Mainstream	0	731	16.8%	121
Premium	0	548	12.6%	88
Restaurant	0	908	20.9%	91
Super Premium	0	96	2.2%	56

20 Minute Walktime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	8	2,137	12.7%	162
Family Pub Dining	2	2,013	11.9%	131
Great Pub Great Food	1	2,075	12.3%	73
Leisure	3	1,631	9.7%	96
Mainstream	4	2,826	16.8%	120
Premium	0	2,076	12.3%	86
Restaurant	0	3,592	21.3%	92
Super Premium	0	386	2.3%	58

20 Minute Drivetime Catchment	Pubs	Target Customers	% Population	Index (av=100)
Classic	185	43,601	10.1%	129
Family Pub Dining	40	43,798	10.1%	111
Great Pub Great Food	38	63,313	14.6%	88
Leisure	124	42,175	9.8%	97
Mainstream	154	65,697	15.2%	109
Premium	83	58,281	13.5%	94
Restaurant	159	96,975	22.4%	97
Super Premium	13	13,977	3.2%	82

Glossary

Category	Explanation																																								
Population	The population count within the specified catchment																																								
Gender	Counts of Males and Females within the specified catchment																																								
Affluence	Affluence is based on the disposable income level of the group relative to its age level. CACI calculates disposable income as gross income minus essential outgoings. Essential outgoings are: Tax & national insurance contributions, Food & clothing costs, Mortgage & rents, Council tax, utilities, water & structural insurance, Childcare, student loans and pensions contributions, and Travel to work costs. Low: Count of population by Polaris Plus segments which are classified as Low Polaris Plus Segments: 1.1, 2.1, 3.1, 4.1 Medium: Count of population by Polaris Plus segments which are classified as Medium Polaris Plus Segments: 1.2, 2.2, 3.2, 4.2 High: Count of population by Polaris Plus segments which are classified as High Polaris Plus Segments: 1.3, 2.3, 3.3, 4.3																																								
Age Profile	Counts of residents by Age band																																								
Net Disposable Income	Annual household income after deduction of Income tax, national insurance, council tax, utilities, water bills, structural insurance, food and clothing, childcare, student loans, pension contributions and travel to work costs.																																								
Economic Status (16+)	Current year estimates, CACI Up to date demographics. Number of adults aged 16+ Full-time: In full-time employment Part-time: In part-time employment Self employed: In full-time or part-time employment, with or without employees Unemployed: Unemployed, not currently working but are actively seeking Retired: a person who has retired from a working or professional career Other: Includes long term sick, disabled, looking after home/family																																								
Index vs GB Average	The index is a comparison between the target catchment area % and the GB base % for a set of variables. An index of 100 means the catchment area is in line with GB. Less than 100: there is a lower catchment area % than the GB. Greater than 100 means that you have a higher % of customers in your catchment area for that particular variable than you would expect compared to GB																																								
Over GB Average	Index value is >= 120																																								
	Index value is >= 105 and < 120																																								
Around GB Average	Index value is >= 95 and < 105																																								
	Index value is >= 80 and < 95																																								
Under GB Average	Index value is < 80																																								
Polaris Segmentation																																									
Polaris is Heineken's unique customer segmentation, which is based on Lifestyle, 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																																									
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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.																																									
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