

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

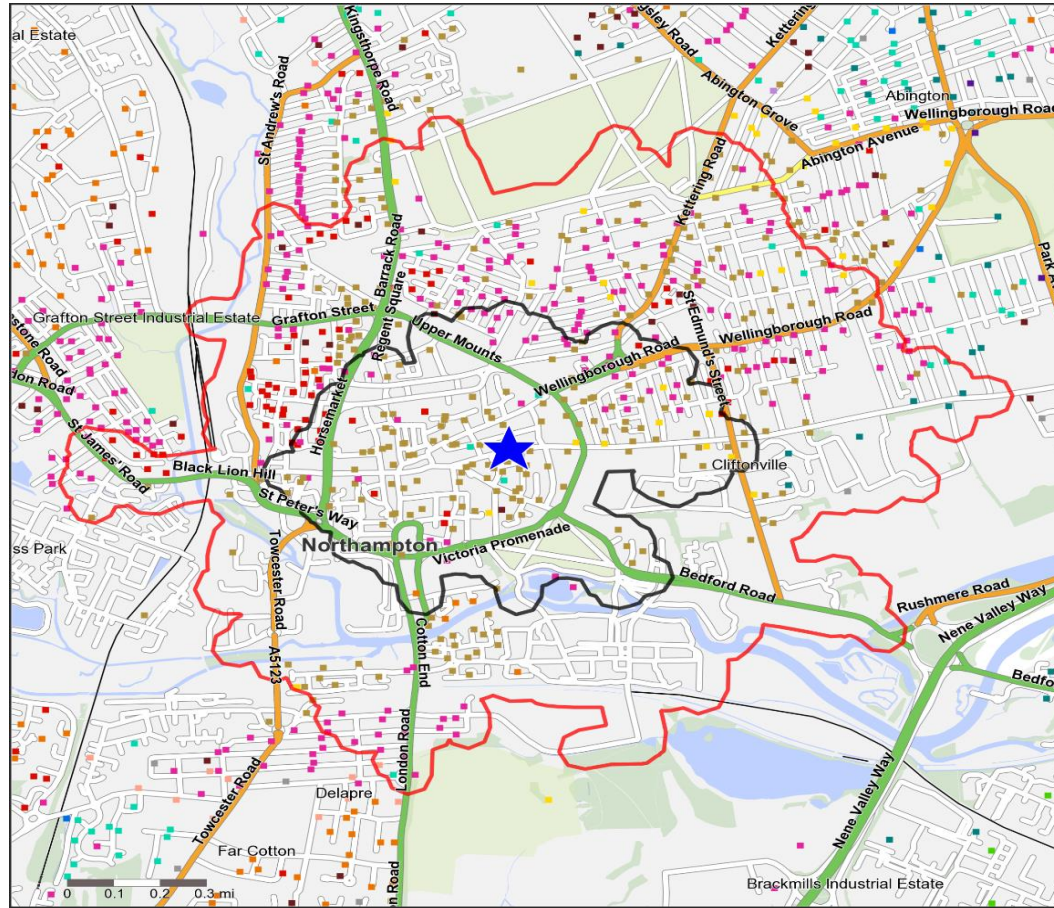
Number of Pubs	42	61	206
Catchment Adults 18+	6,540	23,357	249,037
Catchment Adults 18+ Per Pub	156	383	1,209
Populaton Projection 2020 to 2030 (% change)	-1.03%	0.07%	3.61%

		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	6,090	93.1	177	1	High Street Pub	20,608	88.2	168	1	High Street Pub	183,343	73.6	140
2	Craft Led	4,161	63.6	136	2	Community Pub	14,580	62.4	133	2	Community Pub	134,102	53.8	115
3	Circuit Bar	4,144	63.4	99	3	Circuit Bar	11,559	49.5	77	3	Premium Local	125,431	50.4	79
4	Bit of Style	3,806	58.2	406	4	Craft Led	11,293	48.3	337	4	Great Pub Great Food	89,367	35.9	250
5	Community Pub	3,280	50.2	124	5	Bit of Style	9,839	42.1	104	5	Bit of Style	74,353	29.9	74
6	Premium Local	1,617	24.7	86	6	Premium Local	5,947	25.5	89	6	Circuit Bar	44,611	17.9	63
7	Great Pub Great Food	575	8.8	78	7	Great Pub Great Food	1,775	7.6	67	7	Craft Led	27,917	11.2	99

	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Social Grade	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	698	10.7	120	2,224	9.5	107	22,452	9.0	102
C1	1,120	17.1	139	3,861	16.5	134	33,597	13.5	110
C2	563	8.6	104	1,982	8.5	103	22,415	9.0	109
DE	1,011	15.5	150	4,060	17.4	169	27,642	11.1	108

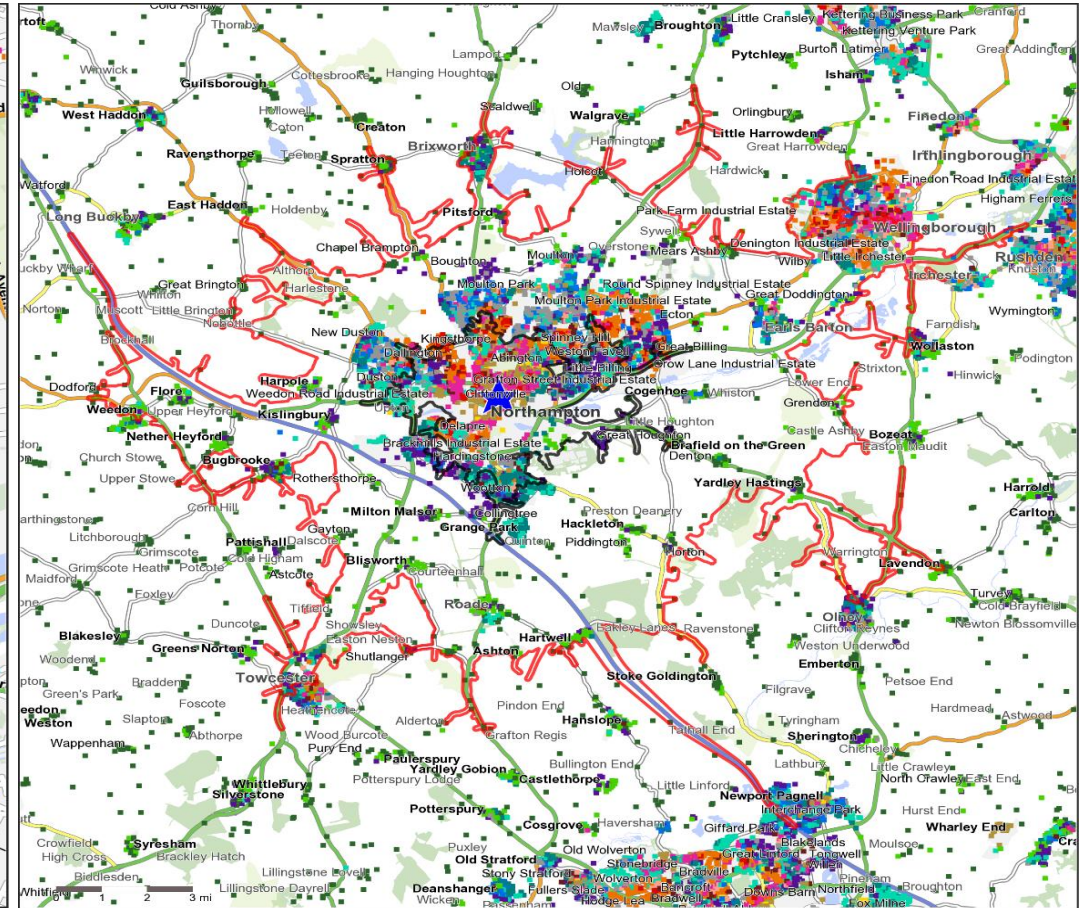
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	4,094	62.6	188	16,191	69.3	209	91,802	36.9	111
Medium (7-13)	1,758	26.9	81	5,931	25.4	76	93,584	37.6	113
High (14-19)	98	1.5	5	637	2.7	10	60,551	24.3	85

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



Copyright Experian Ltd, HERE 2019. Ordnance Survey © Crown copyright 2019

Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2019. Ordnance Survey © Crown copyright 2019



Adults 18+ by Mosaic Type in Each Catchment

			10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile			Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
	A01	World-Class Wealth	0	0	0	0
	A02	Uptown Elite	0	0	2	2
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	35	405
	B06	Diamond Days	0	0	1,245	2,500
	B07	Alpha Families	0	0	678	4,523
	B08	Bank of Mum and Dad	0	0	977	3,678
	B09	Empty-Nest Adventure	0	0	1,811	5,953
	C10	Wealthy Landowners	0	0	26	2,335
	C11	Rural Vogue	0	0	0	1,263
	C12	Scattered Homesteads	0	0	0	118
	C13	Village Retirement	0	0	279	5,204
	D14	Satellite Settlers	0	0	354	9,456
	D15	Local Focus	0	0	90	3,426
	D16	Outlying Seniors	0	0	114	3,131
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	1,139	2,455
	E19	Bungalow Heaven	0	0	1,121	7,341
	E20	Classic Grandparents	0	0	1,382	6,499
	E21	Solo Retirees	0	0	2,556	6,922
	F22	Boomerang Boarders	0	0	636	4,137
	F23	Family Ties	0	1	736	3,936
	F24	Fledgling Free	0	0	108	2,784
	F25	Dependable Me	0	0	937	4,917
	G26	Cafés and Catchments	0	24	334	379
	G27	Thriving Independence	31	278	2,487	4,151
	G28	Modern Parents	0	0	3,374	13,324
	G29	Mid-Career Convention	0	0	732	7,083
	H30	Primary Ambitions	0	288	6,620	12,233
	H31	Affordable Fringe	0	0	939	4,133
	H32	First-Rung Futures	0	0	2,229	6,615
	H33	Contemporary Starts	0	0	2,579	11,985
	H34	New Foundations	64	102	298	1,278
	H35	Flying Solo	0	0	475	1,846

			10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile			Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
	I36	Solid Economy	52	183	4,177	6,703
	I37	Budget Generations	0	0	297	1,588
	I38	Economical Families	0	0	918	4,426
	I39	Families on a Budget	0	12	4,298	16,085
	J40	Value Rentals	0	0	144	1,222
	J41	Youthful Endeavours	1	68	918	2,216
	J42	Midlife Renters	28	1,120	7,564	11,285
	J43	Renting Rooms	1,282	6,864	11,890	13,608
	K44	Inner City Stalwarts	105	115	115	115
	K45	City Diversity	3	15	15	15
	K46	High Rise Residents	0	189	189	189
	K47	Single Essentials	450	2,146	3,323	5,222
	K48	Mature Workers	0	0	593	3,192
	L49	Flatlet Seniors	43	488	953	1,418
	L50	Pocket Pensions	0	0	825	2,668
	L51	Retirement Communities	75	77	939	2,127
	L52	Estate Veterans	0	10	2,006	3,991
	L53	Seasoned Survivors	0	18	362	750
	M54	Down-to-Earth Owners	0	0	19	845
	M55	Back with the Folks	0	20	1,124	3,499
	M56	Self Supporters	0	53	999	2,926
	N57	Community Elders	0	0	165	165
	N58	Culture & Comfort	0	276	288	288
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	232	581	1,762	1,780
	O61	Career Builders	544	1,184	2,678	3,250
	O62	Central Pulse	2,187	3,738	4,040	4,040
	O63	Flexible Workforce	343	1,882	2,508	2,508
	O64	Bus-Route Renters	463	1,280	2,832	4,464
	O65	Learners & Earners	635	2,186	3,904	3,982
	O66	Student Scene	3	156	167	455
	U99	Unclassified	0	0	0	0
Total			6,541	23,354	94,305	249,034

Top 3 Mosaic Types in a 20 Minute Walktime

1. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

2. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

3. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

Top 3 Mosaic Types in a 20 Minute Drivetime

1. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

2. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

3. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



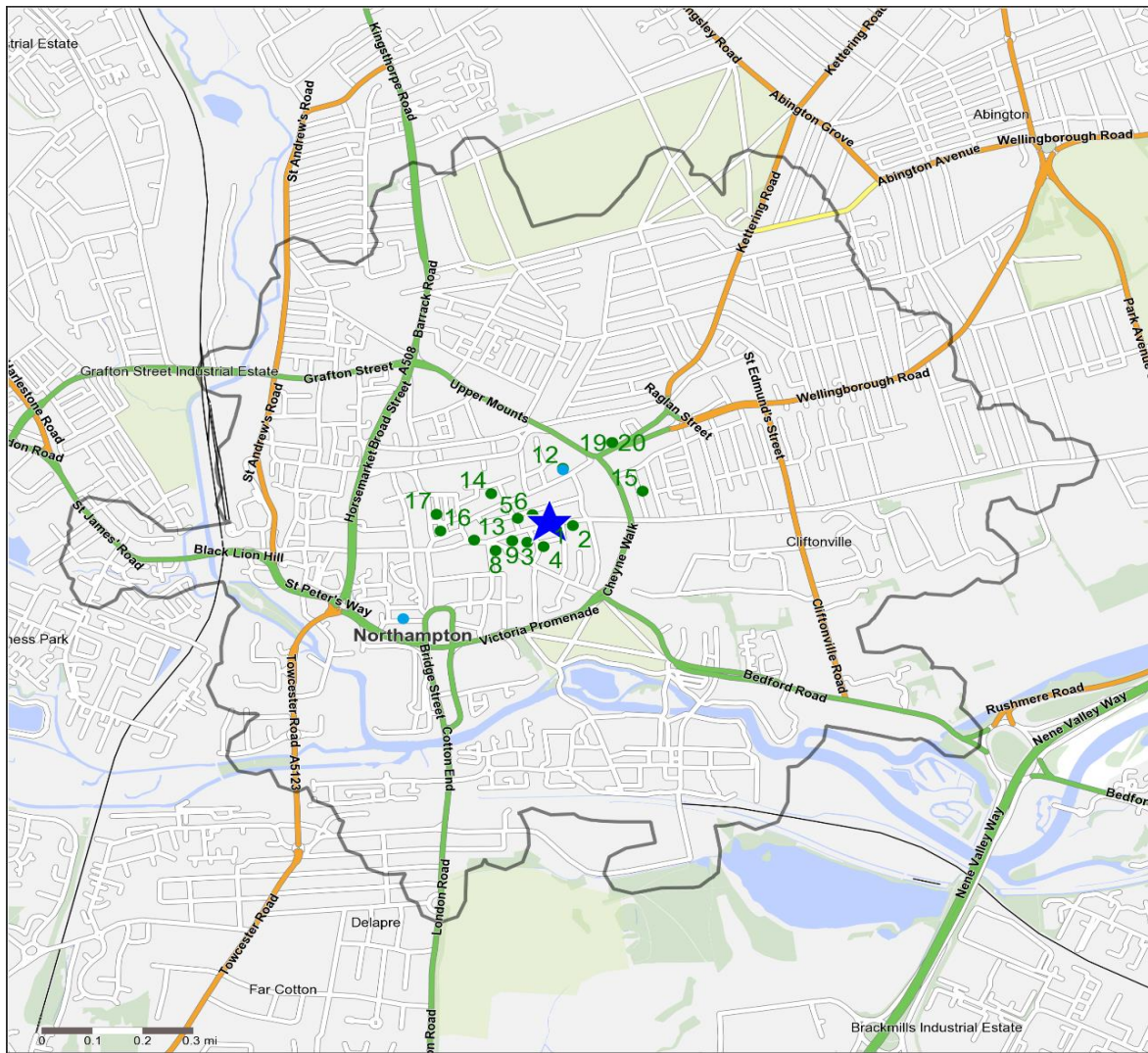
- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

	20 Minute Walktime											
	High				Medium				Low			
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	13,706	58.7	182	<div></div>	8,231	35.2	208	<div></div>	1,421	6.1	12	<div></div>
Male: Alone	14,615	62.6	210	<div></div>	3,965	17.0	102	<div></div>	4,777	20.5	38	<div></div>
Male: Group	7,347	31.5	137	<div></div>	11,903	51.0	189	<div></div>	4,106	17.6	35	<div></div>
Male: Pair	13,835	59.2	226	<div></div>	7,037	30.1	196	<div></div>	2,485	10.6	18	<div></div>
Mixed Sex: Group	20,429	87.5	355	<div></div>	1,256	5.4	17	<div></div>	1,672	7.2	17	<div></div>
Mixed Sex: Pair	8,502	36.4	150	<div></div>	12,142	52.0	157	<div></div>	2,713	11.6	27	<div></div>
With Children	10,595	45.4	153	<div></div>	2,131	9.1	52	<div></div>	10,631	45.5	86	<div></div>
Unknown	13,236	56.7	163	<div></div>	3,575	15.3	83	<div></div>	6,546	28.0	60	<div></div>
For Eating:												
Upmarket	11,617	49.7	155	<div></div>	10,876	46.6	215	<div></div>	863	3.7	8	<div></div>
Midmarket	22,066	94.5	262	<div></div>	263	1.1	12	<div></div>	1,028	4.4	8	<div></div>
Downmarket	3,932	16.8	72	<div></div>	8,712	37.3	106	<div></div>	10,713	45.9	111	<div></div>
For Drinking (monthly spend):												
Nothing	3,335	14.3	46	<div></div>	3,745	16.0	68	<div></div>	16,277	69.7	152	<div></div>
Low (less than £10)	915	3.9	13	<div></div>	4,769	20.4	86	<div></div>	17,673	75.7	163	<div></div>
Medium (Between £10 and £40)	6,839	29.3	95	<div></div>	4,650	19.9	110	<div></div>	11,867	50.8	99	<div></div>
High (Greater than £40)	10,094	43.2	164	<div></div>	1,673	7.2	35	<div></div>	11,589	49.6	94	<div></div>

Activity Group Structure	20 Minute Drivetime								
	High			Medium			Low		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	93,661	37.6	117	46,687	18.7	110	108,689	43.6	86
Male: Alone	70,141	28.2	95	50,983	20.5	124	127,913	51.4	96
Male: Group	48,054	19.3	84	76,355	30.7	114	124,627	50.0	100
Male: Pair	59,496	23.9	91	41,607	16.7	109	147,933	59.4	102
Mixed Sex: Group	69,068	27.7	113	91,922	36.9	115	88,046	35.4	82
Mixed Sex: Pair	81,560	32.8	135	95,133	38.2	116	72,343	29.0	68
With Children	85,916	34.5	116	54,437	21.9	125	108,683	43.6	83
Unknown	79,978	32.1	92	52,263	21.0	113	116,796	46.9	100
For Eating:									
Upmarket	75,263	30.2	94	68,241	27.4	127	105,532	42.4	92
Midmarket	86,464	34.7	96	26,853	10.8	118	135,720	54.5	99
Downmarket	61,091	24.5	106	111,884	44.9	127	76,062	30.5	74
For Drinking (monthly spend):									
Nothing	68,827	27.6	90	70,576	28.3	120	109,634	44.0	96
Low (less than £10)	76,212	30.6	103	64,024	25.7	108	108,801	43.7	94
Medium (Between £10 and £40)	79,316	31.8	103	30,762	12.4	68	138,958	55.8	109
High (Greater than £40)	64,479	25.9	98	36,599	14.7	71	147,959	59.4	112

Competitor Map



Copyright Experian Ltd, HERE 2019. Ordnance Survey © Crown copyright 2019

Site
 Star Pubs
 Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Baroque, NN 1 1JF	Star Pubs & Bars	0.0	0.1
2	Cafe Cest La Vie, NN 1 1JW	Independent Free	0.3	3.3
3	Borija, NN 1 1JS	Independent Free	1.5	1.5
4	Sazerac, NN 1 1JX	Independent Free	1.5	1.7
5	Market Tavern, NN 1 2AA	Greene King	1.8	3.7
6	Cordwainer, NN 1 2AQ	Wetherspoon	2.4	3.7
7	Mailcoach, NN 1 1UB	Ei Group	3.0	1.2
8	Maule Collective, NN 1 1UB	Maule Brewing Company	3.0	1.2
9	Gin And Temple, NN 1 1JA	Independent Free	3.3	0.8
10	Optimist, NN 1 1JA	Mitchells & Butlers	3.3	0.8
11	Wig & Pen, NN 1 1JA	Independent Free	3.3	0.8
12	Wedgwood, NN 1 2BH	Star Pubs & Bars	3.3	4.1
13	Old Bank, NN 1 1DA	Greene King	3.6	1.0
14	Zapato Lounge, NN 1 2EB	Loungers	3.6	4.0
15	Princess Alexandra, NN 1 5QP	*Other Small Retail Groups	4.8	3.9
16	Rifle Drum, NN 1 2QW	Independent Free	5.1	1.6
17	Auctioneer, NN 1 2DL	Marston's	5.4	4.4
18	Aruba, NN 1 4AE	*Other Small Retail Groups	5.7	3.1
19	Black Prince, NN 1 4AE	Independent Free	5.7	3.1
20	Press, NN 1 4AE	Trust Inns Limited	5.7	3.1