

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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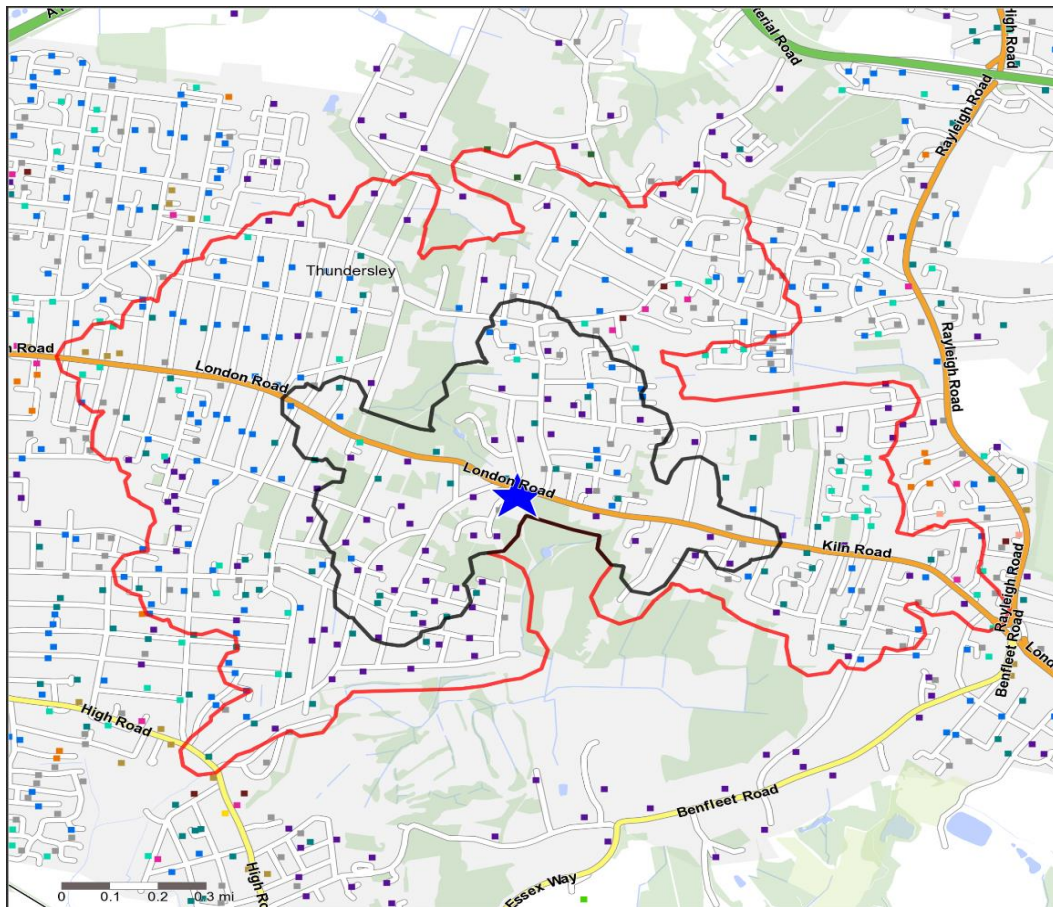
Number of Pubs	1	3	166
Catchment Adults 18+	2,528	12,827	371,535
Catchment Adults 18+ Per Pub	2,528	4,276	2,238
Populaton Projection 2018 to 2028 (% change)	6.00%	4.66%	7.41%

		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	Premium Local	2,256	89.2	172	<div></div>	1	Premium Local	10,312	80.4	155	<div></div>	1	High Street Pub	304,319	81.9	158	<div></div>
2	Great Pub Great Food	1,873	74.1	159	<div></div>	2	High Street Pub	9,019	70.3	151	<div></div>	2	Premium Local	202,162	54.4	117	<div></div>
3	High Street Pub	1,394	55.1	87	<div></div>	3	Great Pub Great Food	7,998	62.4	99	<div></div>	3	Community Pub	193,934	52.2	83	<div></div>
4	Community Pub	587	23.2	180	<div></div>	4	Community Pub	3,588	28.0	216	<div></div>	4	Great Pub Great Food	159,826	43.0	333	<div></div>
5	Bit of Style	564	22.3	55	<div></div>	5	Bit of Style	3,095	24.1	60	<div></div>	5	Bit of Style	97,521	26.2	65	<div></div>
6	Circuit Bar	113	4.5	17	<div></div>	6	Circuit Bar	863	6.7	25	<div></div>	6	Circuit Bar	47,156	12.7	47	<div></div>
7	Craft Led	22	0.9	8	<div></div>	7	Craft Led	481	3.7	36	<div></div>	7	Craft Led	23,269	6.3	61	<div></div>

	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	199	7.9	89	918	7.2	81	25,805	6.9	79
C1	309	12.2	100	1,496	11.7	95	48,051	12.9	105
C2	185	7.3	89	973	7.6	92	34,114	9.2	111
DE	116	4.6	45	671	5.2	51	33,086	8.9	87

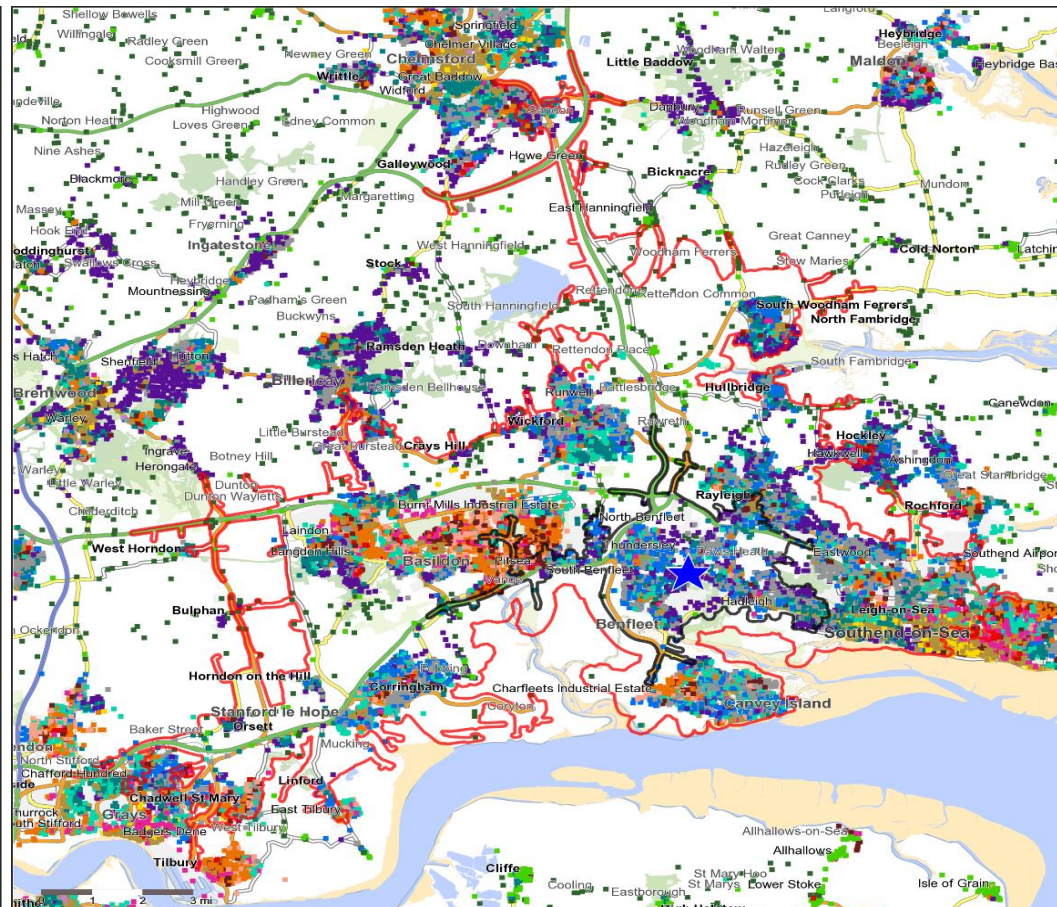
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	47	1.9	6	367	2.9	9	76,624	20.6	62
Medium (7-13)	548	21.7	65	3,573	27.9	84	134,327	36.2	109
High (14-19)	1,703	67.4	237	7,694	60.0	211	151,225	40.7	143

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0	258
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	3	45	508	1,191
	B06	Diamond Days	31	199	1,049	3,856
	B07	Alpha Families	105	273	1,009	4,719
	B08	Bank of Mum and Dad	350	1,006	2,905	10,780
	B09	Empty-Nest Adventure	441	1,186	3,330	10,418
	C10	Wealthy Landowners	0	1	35	1,840
	C11	Rural Vogue	0	1	31	591
	C12	Scattered Homesteads	0	0	0	24
	C13	Village Retirement	0	8	91	2,056
	D14	Satellite Settlers	0	0	55	1,636
	D15	Local Focus	0	0	0	348
	D16	Outlying Seniors	0	0	0	71
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	239	615	4,193	14,904
	E19	Bungalow Heaven	114	592	3,087	15,428
	E20	Classic Grandparents	43	791	3,471	15,865
	E21	Solo Retirees	105	636	3,415	20,215
	F22	Boomerang Boarders	255	2,324	7,336	24,908
	F23	Family Ties	102	869	3,262	14,424
	F24	Fledgling Free	0	0	525	4,398
	F25	Dependable Me	167	740	2,567	7,517
	G26	Cafés and Catchments	0	0	1,270	5,659
	G27	Thriving Independence	228	827	3,564	20,577
	G28	Modern Parents	21	44	148	7,286
	G29	Mid-Career Convention	188	1,121	2,742	13,367
	H30	Primary Ambitions	14	315	1,234	24,369
	H31	Affordable Fringe	0	19	268	3,334
	H32	First-Rung Futures	22	398	1,659	10,048
	H33	Contemporary Starts	90	240	372	3,907
	H34	New Foundations	1	67	110	2,543
	H35	Flying Solo	0	70	694	2,902

			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	0	19	1,541	21,715
	I37	Budget Generations	0	0	203	3,744
	I38	Economical Families	0	0	112	1,861
	I39	Families on a Budget	0	0	217	5,276
	J40	Value Rentals	0	0	27	199
	J41	Youthful Endeavours	0	0	131	3,391
	J42	Midlife Renters	5	45	689	9,678
	J43	Renting Rooms	0	0	44	1,273
	K44	Inner City Stalwarts	0	0	0	28
	K45	City Diversity	0	0	0	21
	K46	High Rise Residents	0	0	0	1,187
	K47	Single Essentials	0	0	178	3,912
	K48	Mature Workers	0	0	0	398
	L49	Flatlet Seniors	0	0	196	1,657
	L50	Pocket Pensions	0	12	531	5,391
	L51	Retirement Communities	6	67	924	4,132
	L52	Estate Veterans	0	0	179	5,986
	L53	Seasoned Survivors	0	0	163	3,246
	M54	Down-to-Earth Owners	0	0	107	1,732
	M55	Back with the Folks	0	75	715	14,430
	M56	Self Supporters	0	0	39	2,610
	N57	Community Elders	0	0	0	86
	N58	Culture & Comfort	0	0	0	72
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	0	0	210	5,483
	O61	Career Builders	0	13	268	3,655
	O62	Central Pulse	0	0	0	329
	O63	Flexible Workforce	0	0	11	2,422
	O64	Bus-Route Renters	0	89	2,368	17,701
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	120	124	482
Total			2,530	12,827	57,907	371,536

Top 3 Mosaic Types in a 20 Minute Walktime

1. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

2. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

Top 3 Mosaic Types in a 20 Minute Drivetime

1. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

2. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

3. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords



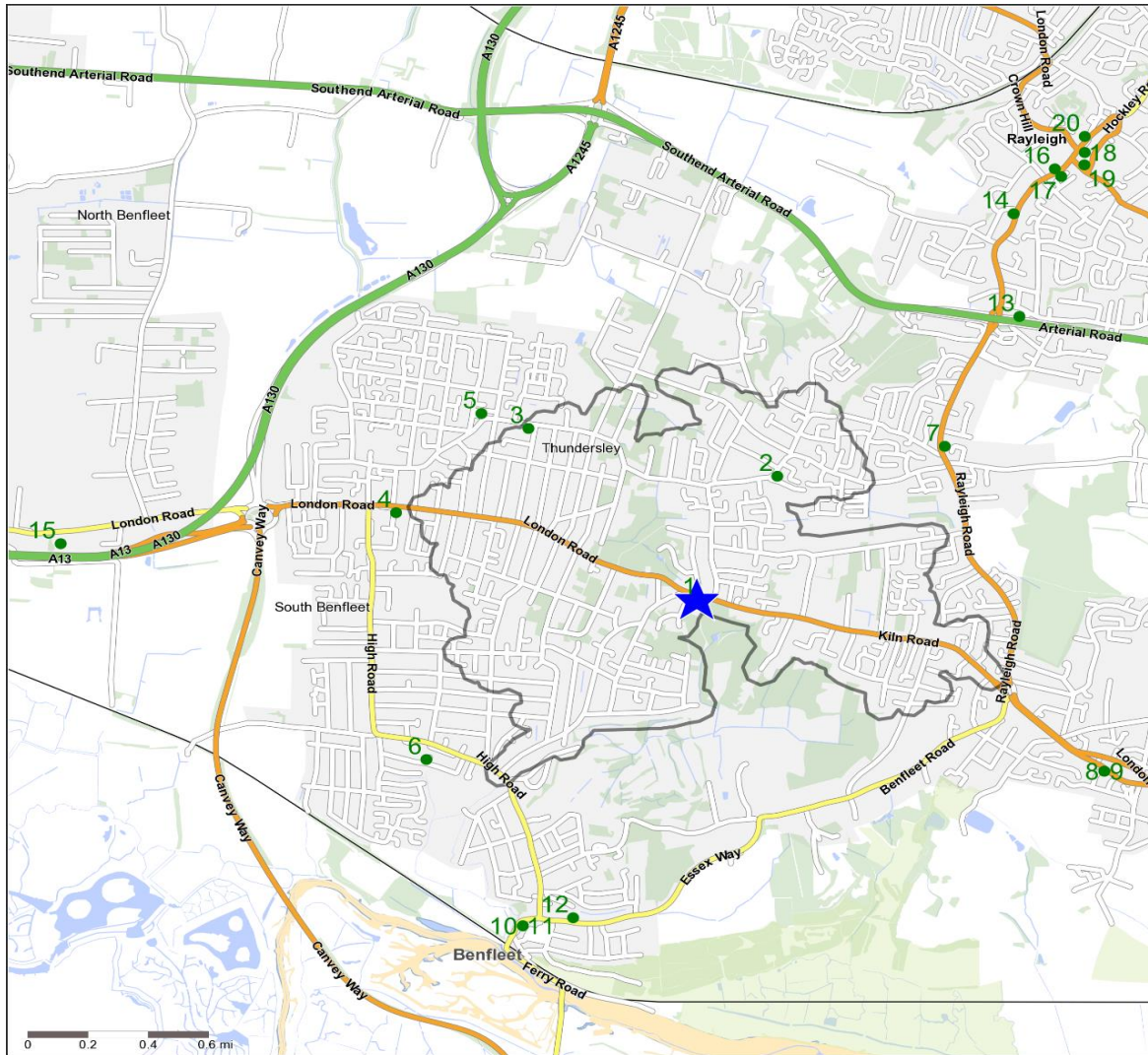
- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

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

Activity Group Structure	20 Minute Walktime											
	High			Medium			Low					
	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	5,073	39.5	131		324	2.5	15		7,309	57.0	109	
Male: Alone	4,240	33.1	111		2,006	15.6	100		6,461	50.4	94	
Male: Group	4,098	31.9	140		3,907	30.5	116		4,701	36.6	74	
Male: Pair	3,500	27.3	105		1,841	14.4	94		7,366	57.4	100	
Mixed Sex: Group	2,095	16.3	71		4,807	37.5	117		5,805	45.3	103	
Mixed Sex: Pair	6,383	49.8	212		2,872	22.4	69		3,451	26.9	63	
With Children	1,923	15.0	52		1,579	12.3	73		9,204	71.8	136	
Unknown	2,147	16.7	51		1,640	12.8	71		8,920	69.5	145	
For Eating:												
Upmarket	6,140	47.9	156		1,276	9.9	48		5,291	41.2	87	
Midmarket	4,736	36.9	108		89	0.7	8		7,882	61.4	111	
Downmarket	5,221	40.7	183		4,323	33.7	97		3,162	24.7	59	
For Drinking (monthly spend):												
Nothing	5,417	42.2	140		3,785	29.5	125		3,504	27.3	61	
Low (less than £10)	7,957	62.0	208		1,486	11.6	49		3,264	25.4	56	
Medium (Between £10 and £40)	7,994	62.3	204		384	3.0	17		4,329	33.7	67	
High (Greater than £40)	5,832	45.5	176		2,301	17.9	87		4,574	35.7	68	

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	145,697	39.2	130	40,425	10.9	67	184,931	49.8	96
Male: Alone	117,924	31.7	107	55,717	15.0	96	197,412	53.1	100
Male: Group	100,509	27.1	118	107,443	28.9	110	163,101	43.9	88
Male: Pair	115,260	31.0	119	49,399	13.3	87	206,395	55.6	97
Mixed Sex: Group	82,177	22.1	97	136,142	36.6	115	152,734	41.1	94
Mixed Sex: Pair	137,481	37.0	158	116,714	31.4	97	116,859	31.5	74
With Children	119,349	32.1	111	53,700	14.5	86	198,005	53.3	101
Unknown	86,813	23.4	71	91,776	24.7	138	192,465	51.8	108
For Eating:									
Upmarket	151,487	40.8	133	77,526	20.9	100	142,040	38.2	81
Midmarket	146,222	39.4	115	33,542	9.0	100	191,289	51.5	93
Downmarket	134,680	36.2	163	123,304	33.2	95	113,069	30.4	73
For Drinking (monthly spend):									
Nothing	147,511	39.7	131	92,689	24.9	106	130,854	35.2	79
Low (less than £10)	160,346	43.2	145	82,676	22.3	95	128,032	34.5	76
Medium (Between £10 and £40)	159,786	43.0	141	41,624	11.2	63	169,643	45.7	91
High (Greater than £40)	129,352	34.8	135	70,369	18.9	92	171,333	46.1	88

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Bread & Cheese, SS 7 1AA	Star Pubs & Bars	0.0	0.2
2	White Hart, SS 7 3PF	Mitchells & Butlers	13.6	2.8
3	Zach Willsher, SS 7 4PL	Greene King	19.6	4.2
4	Tarpot, SS 7 5SQ	Mitchells & Butlers	22.3	4.2
5	Motowns, SS 7 4EW	Independent Free	23.8	4.4
6	Benfleet Tavern, SS 7 5HF	Trust Inns	26.0	5.3
7	Woodmans Arms, SS 7 3TA	Star Pubs & Bars	27.5	5.2
8	Castle, SS 7 2PB	Mitchells & Butlers	30.2	6.2
9	Fattys Bar, SS 7 2PB	Independent Free	30.2	6.2
10	Half Crown, SS 7 1NA	Stonegate Pub Company	31.7	6.5
11	Hoy & Helmet, SS 7 1NA	Greene King	31.7	6.5
12	Anchor Inn, SS 7 1LS	Ei Group	32.9	6.6
13	Rayleigh Weir, SS 6 7SP	Mitchells & Butlers	45.3	7.2
14	Paul Pry, SS 6 7AA	Greene King	45.6	8.2
15	Gun Pub & Golzar Restaurant, SS13 2DU	Admiral Taverns Ltd	45.6	9.1
16	Roebuck, SS 6 7BU	Wetherspoon	49.2	8.9
17	Red Door, SS 6 7QA	Independent Free	50.4	9.3
18	Spread Eagle, SS 6 7EJ	Star Pubs & Bars	51.6	9.2
19	Bar Blanco, SS 6 7JD	Independent Free	51.9	9.3
20	Ye Olde Crown, SS 6 7EA	Milton Pubs and Taverns	52.2	9.4