

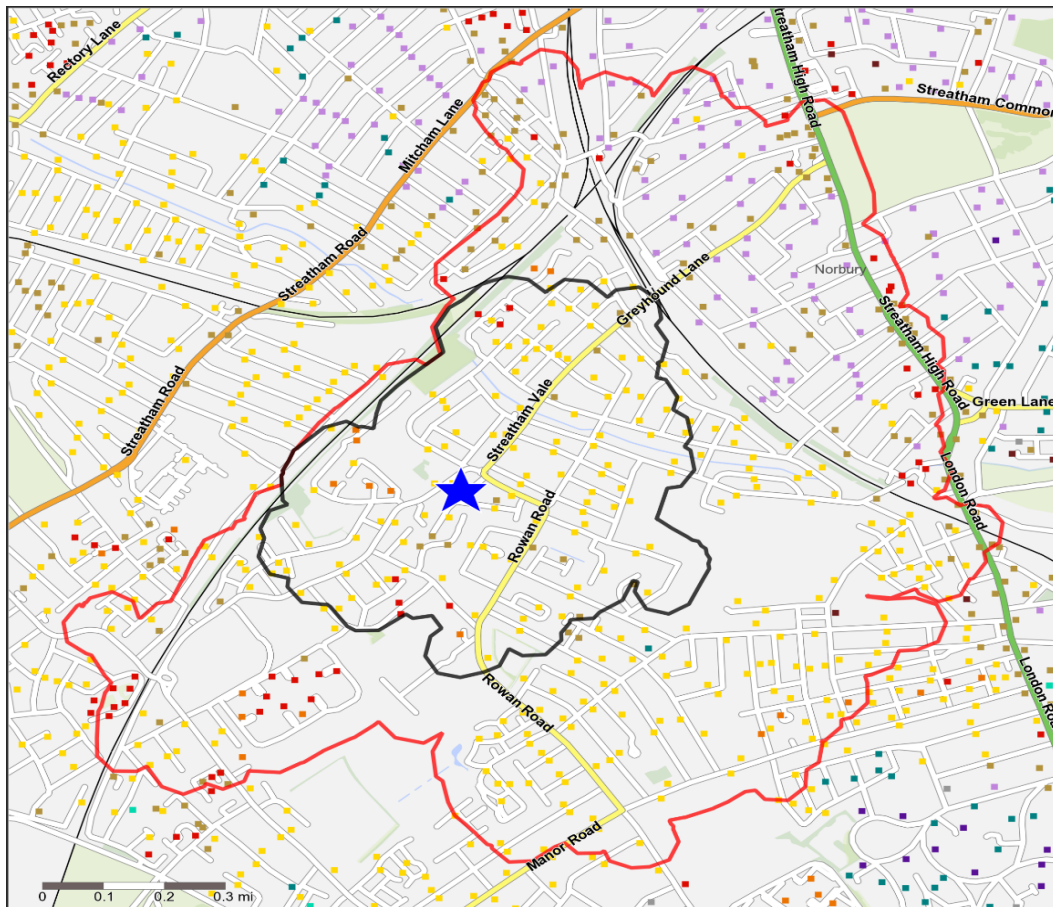
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	6	251
Catchment Adults 18+	7,080	25,930	482,570
Catchment Adults 18+ Per Pub	7,080	4,322	1,923
Populaton Projection 2018 to 2028 (% change)	6.95%	7.79%	9.26%

		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	Community Pub	739	10.4	20	<div></div>	1	Bit of Style	8,941	34.5	67	<div></div>	1	Bit of Style	277,771	57.6	111	<div></div>
2	High Street Pub	739	10.4	22	<div></div>	2	Premium Local	5,022	19.4	42	<div></div>	2	Great Pub Great Food	208,883	43.3	93	<div></div>
3	Bit of Style	702	9.9	16	<div></div>	3	Circuit Bar	4,981	19.2	30	<div></div>	3	High Street Pub	130,149	27.0	43	<div></div>
4	Circuit Bar	702	9.9	77	<div></div>	4	Craft Led	4,974	19.2	148	<div></div>	4	Community Pub	101,658	21.1	163	<div></div>
5	Craft Led	702	9.9	25	<div></div>	5	Great Pub Great Food	3,978	15.3	38	<div></div>	5	Premium Local	100,955	20.9	52	<div></div>
6	Premium Local	702	9.9	37	<div></div>	6	High Street Pub	2,854	11.0	41	<div></div>	6	Craft Led	79,364	16.4	61	<div></div>
7	Great Pub Great Food	0	0.0	0	<div></div>	7	Community Pub	2,806	10.8	105	<div></div>	7	Circuit Bar	72,999	15.1	147	<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	494	7.0	79	2,240	8.6	98	63,559	13.2	149
C1	968	13.7	112	3,784	14.6	119	72,631	15.1	123
C2	590	8.3	101	2,134	8.2	100	33,298	6.9	84
DE	734	10.4	101	2,669	10.3	100	46,629	9.7	94

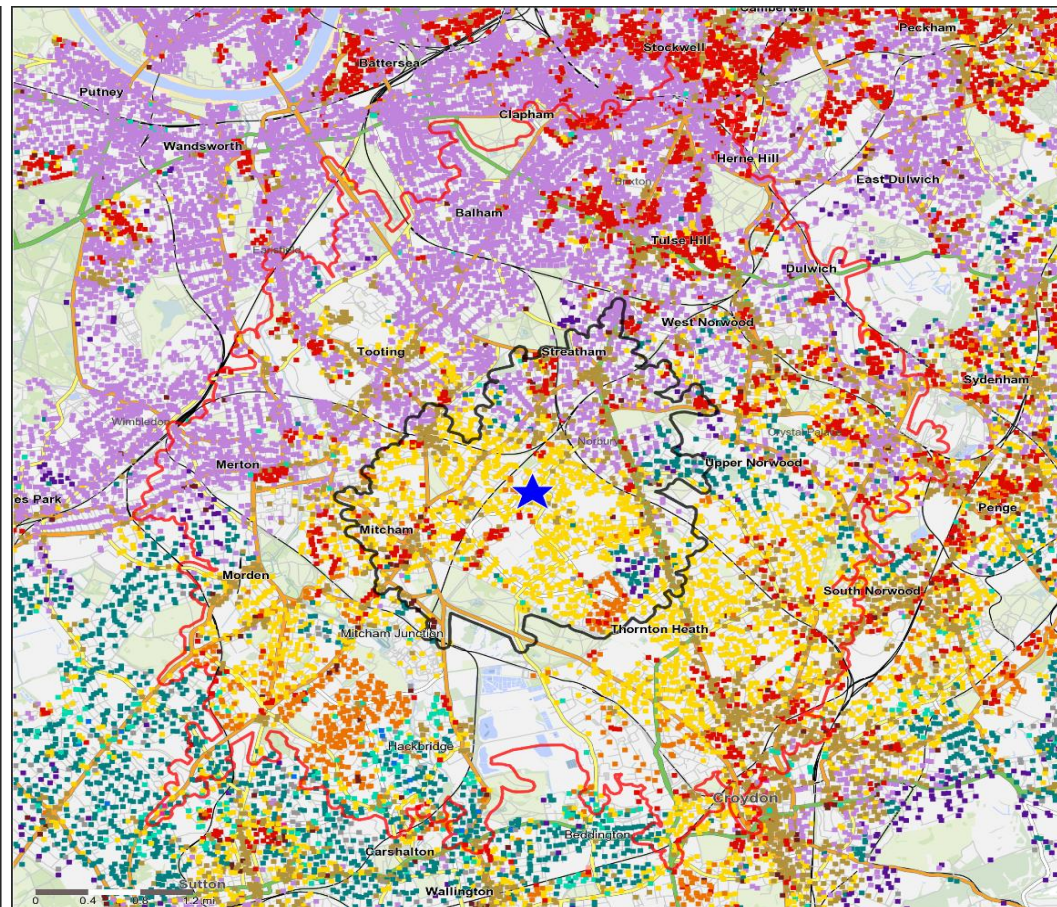
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	691	9.8	29	3,001	11.6	35	67,876	14.1	42
Medium (7-13)	2,792	39.4	119	10,106	39.0	118	173,425	35.9	108
High (14-19)	4,495	63.5	223	15,043	58.0	204	247,064	51.2	180

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	5	309	15,305		
A02	Uptown Elite	0	2,047	9,490	68,910		
A03	Penthouse Chic	0	0	0	1,659		
A04	Metro High-Flyers	0	1,868	9,296	88,883		
B05	Premium Fortunes	0	0	386	1,625		
B06	Diamond Days	0	0	110	619		
B07	Alpha Families	0	0	0	0		
B08	Bank of Mum and Dad	0	0	58	176		
B09	Empty-Nest Adventure	0	0	0	0		
C10	Wealthy Landowners	0	0	0	0		
C11	Rural Vogue	0	0	0	0		
C12	Scattered Homesteads	0	0	0	0		
C13	Village Retirement	0	0	0	0		
D14	Satellite Settlers	0	0	0	0		
D15	Local Focus	0	0	0	0		
D16	Outlying Seniors	0	0	0	0		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	0	113	522		
E19	Bungalow Heaven	0	0	0	0		
E20	Classic Grandparents	0	0	0	23		
E21	Solo Retirees	0	0	57	162		
F22	Boomerang Boarders	0	0	0	2		
F23	Family Ties	0	0	0	328		
F24	Fledgling Free	0	0	0	0		
F25	Dependable Me	0	0	0	9		
G26	Cafés and Catchments	0	19	3,318	16,360		
G27	Thriving Independence	0	0	133	3,257		
G28	Modern Parents	0	0	0	0		
G29	Mid-Career Convention	0	0	0	0		
H30	Primary Ambitions	0	29	157	4,070		
H31	Affordable Fringe	0	0	0	0		
H32	First-Rung Futures	0	0	0	0		
H33	Contemporary Starts	0	0	0	0		
H34	New Foundations	0	0	305	1,644		
H35	Flying Solo	0	0	34	103		

				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	391	880	4,090	22,321		
I37	Budget Generations	0	0	0	0		
I38	Economical Families	0	0	0	14		
I39	Families on a Budget	0	0	0	139		
J40	Value Rentals	0	0	0	0		
J41	Youthful Endeavours	0	0	0	7		
J42	Midlife Renters	0	0	0	19		
J43	Renting Rooms	0	0	0	0		
K44	Inner City Stalwarts	175	561	2,731	24,197		
K45	City Diversity	132	917	3,583	29,799		
K46	High Rise Residents	0	0	0	284		
K47	Single Essentials	0	0	0	23		
K48	Mature Workers	0	0	0	0		
L49	Flatlet Seniors	0	0	427	727		
L50	Pocket Pensions	0	93	173	580		
L51	Retirement Communities	0	52	775	2,162		
L52	Estate Veterans	0	0	0	133		
L53	Seasoned Survivors	0	0	0	0		
M54	Down-to-Earth Owners	0	0	0	0		
M55	Back with the Folks	0	0	0	0		
M56	Self Supporters	0	0	0	32		
N57	Community Elders	2,517	7,565	19,982	44,118		
N58	Culture & Comfort	3,122	6,628	19,610	61,887		
N59	Large Family Living	0	0	0	0		
N60	Ageing Access	41	275	1,138	11,769		
O61	Career Builders	0	11	452	7,495		
O62	Central Pulse	0	0	409	5,237		
O63	Flexible Workforce	702	4,964	17,802	64,782		
O64	Bus-Route Renters	0	17	151	1,138		
O65	Learners & Earners	0	0	0	66		
O66	Student Scene	0	0	0	0		
U99	Unclassified	0	0	180	1,985		
Total				7,080	25,931	95,269	482,571

Top 3 Mosaic Types in a 20 Minute Walktime

1. N57 Community Elders

Established older households owning city homes in diverse neighbourhoods



- Older households
- Own city terraces and semis
- Have lived there 20 years
- Some adult children at home
- Multicultural neighbourhoods
- Respond to direct mail charity appeals

2. N58 Culture & Comfort

Thriving families with good incomes in diverse suburbs



- Families with children
- Good income
- Areas with high South Asian population
- Own high cost urban semis and terraces
- Highest smart TV ownership
- Read online reviews for home and garden

3. O63 Flexible Workforce

Successful young renters ready to move to follow worthwhile incomes from service sector jobs



- Likely to be 26-35
- Singles and multiple sharers
- Many ethnicities
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

Top 3 Mosaic Types in a 20 Minute Drivetime

1. A04 Metro High-Flyers

Career-minded 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities



- Late 20s and 30s
- High priced 1 or 2 bed apartments
- Renting alone or sharing
- Highly educated professionals
- Easily commutable suburbs
- IT savvy

2. A02 Uptown Elite

High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort



- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

3. O63 Flexible Workforce

Successful young renters ready to move to follow worthwhile incomes from service sector jobs



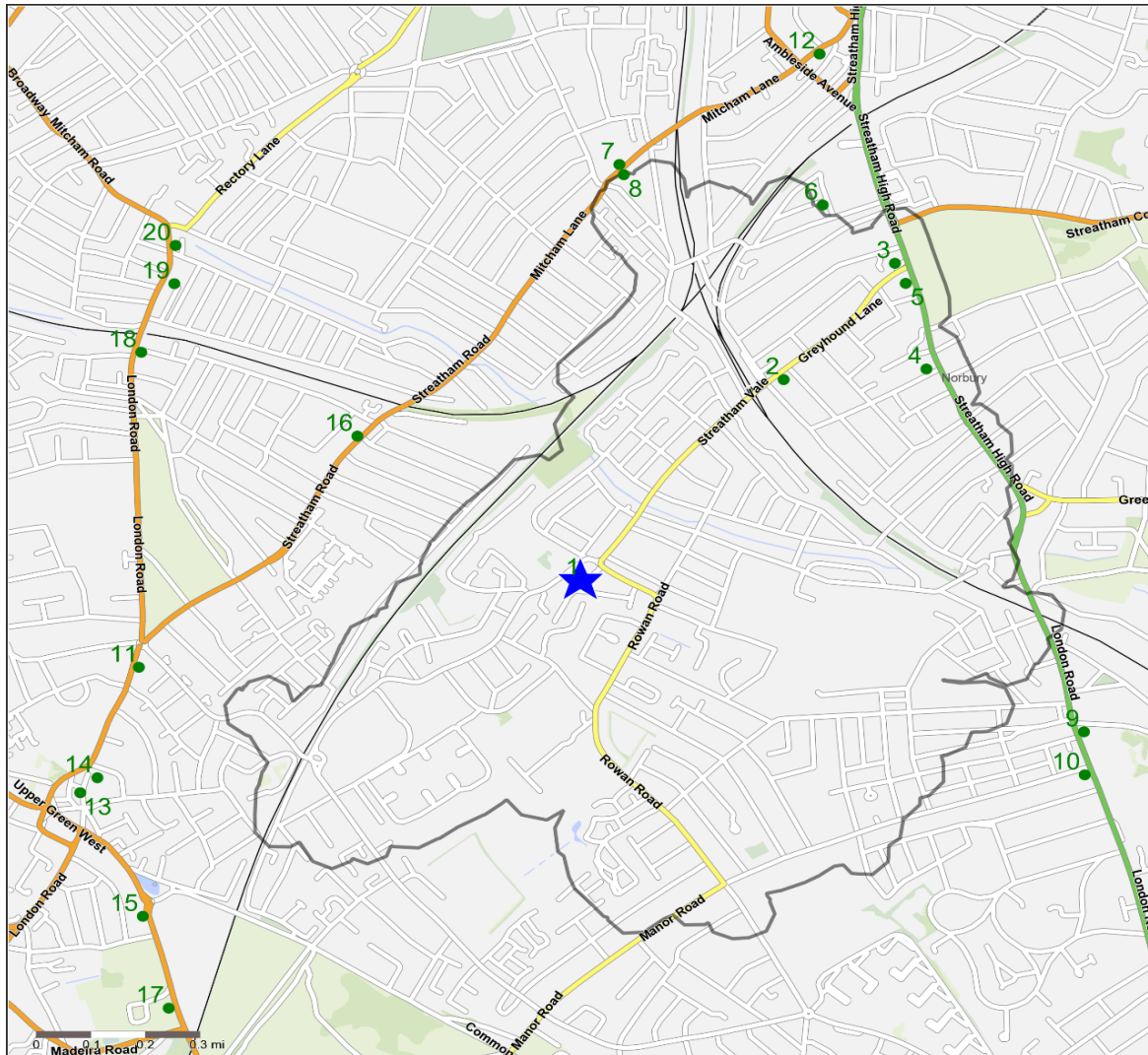
- Likely to be 26-35
- Singles and multiple sharers
- Many ethnicities
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

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	8,253	31.8	105	2,759	10.6	65	14,918	57.5	110	
Male: Alone	7,835	30.2	101	2,057	7.9	51	16,038	61.9	116	
Male: Group	3,017	11.6	51	7,594	29.3	112	15,319	59.1	119	
Male: Pair	8,009	30.9	118	9,432	36.4	239	8,489	32.7	57	
Mixed Sex: Group	13,382	51.6	226	9,589	37.0	116	2,959	11.4	26	
Mixed Sex: Pair	17	0.1	0	1,775	6.8	21	24,137	93.1	218	
With Children	10,594	40.9	141	5,844	22.5	134	9,492	36.6	69	
Unknown	24,518	94.6	288	982	3.8	21	430	1.7	3	
For Eating:										
Upmarket	13,811	53.3	174	11,053	42.6	205	1,066	4.1	9	
Midmarket	20,986	80.9	236	4,795	18.5	205	149	0.6	1	
Downmarket	46	0.2	1	9,281	35.8	103	16,602	64.0	154	
For Drinking (monthly spend):										
Nothing	9,311	35.9	119	2,176	8.4	36	14,444	55.7	124	
Low (less than £10)	9,934	38.3	128	898	3.5	15	15,098	58.2	128	
Medium (Between £10 and £40)	11,802	45.5	149	5,558	21.4	120	8,570	33.1	66	
High (Greater than £40)	9,216	35.5	137	8,143	31.4	153	8,570	33.1	63	

	20 Minute Drivetime											
	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	203,565	42.2	139	<div></div>	118,700	24.6	150	<div></div>	158,320	32.8	63	<div></div>
Male: Alone	209,967	43.5	146	<div></div>	80,108	16.6	106	<div></div>	190,511	39.5	74	<div></div>
Male: Group	144,581	30.0	131	<div></div>	48,791	10.1	39	<div></div>	287,213	59.5	120	<div></div>
Male: Pair	180,356	37.4	143	<div></div>	136,520	28.3	186	<div></div>	163,709	33.9	59	<div></div>
Mixed Sex: Group	153,801	31.9	139	<div></div>	173,325	35.9	112	<div></div>	153,460	31.8	72	<div></div>
Mixed Sex: Pair	6,988	1.4	6	<div></div>	87,416	18.1	56	<div></div>	386,181	80.0	187	<div></div>
With Children	241,674	50.1	173	<div></div>	87,893	18.2	108	<div></div>	151,018	31.3	59	<div></div>
Unknown	395,982	82.1	250	<div></div>	55,291	11.5	64	<div></div>	29,312	6.1	13	<div></div>
For Eating:												
Upmarket	262,296	54.4	177	<div></div>	164,511	34.1	164	<div></div>	53,779	11.1	24	<div></div>
Midmarket	271,764	56.3	164	<div></div>	180,363	37.4	414	<div></div>	28,458	5.9	11	<div></div>
Downmarket	5,649	1.2	5	<div></div>	109,152	22.6	65	<div></div>	365,784	75.8	182	<div></div>
For Drinking (monthly spend):												
Nothing	107,041	22.2	73	<div></div>	87,517	18.1	77	<div></div>	286,027	59.3	132	<div></div>
Low (less than £10)	146,375	30.3	102	<div></div>	23,567	4.9	21	<div></div>	310,644	64.4	142	<div></div>
Medium (Between £10 and £40)	242,186	50.2	164	<div></div>	113,215	23.5	132	<div></div>	125,185	25.9	52	<div></div>
High (Greater than £40)	285,326	59.1	228	<div></div>	74,968	15.5	76	<div></div>	120,292	24.9	48	<div></div>

Competitor Map



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★ Site ● Star Pubs ● Pubs N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Mitcham Mint, SW16 5HN	Star Pubs & Bars	0.0	0.1
2	Railway, SW16 5SD	Ei Group	11.5	4.0
3	Greyhound Brewery, SW16 5NJ	Independent Free	17.8	5.6
4	Pied Bull, SW16 3QB	Youngs	18.4	6.1
5	Waterfront Bar, SW16 3PX	Independent Free	19.0	6.0
6	Earl Ferrers, SW16 6JF	Ei Group	21.1	6.6
7	Furzedown, SW16 6NR	Ei Group	21.1	6.9
8	Wexford Inns Limited, SW16 6LY	Independent Free	21.1	7.0
9	Norbury, SW16 4DG	Independent Free	24.1	7.4
10	Moon Under Water, SW16 4AU	Wetherspoon	25.7	7.8
11	Gardeners Arms, CR 4 2JA	Unknown	26.0	5.8
12	Manor Arms, SW16 6LQ	Redcomb Pubs Ltd	28.1	8.0
13	Kings Arms, CR 4 3HD	Youngs	28.4	7.2
14	White Lion Of Mortimer, CR 4 2JD	Wetherspoon	29.0	7.2
15	Windmill Inn, CR 4 4HA	Independent Free	31.1	8.4
16	Purkins Wine Bar, CR 4 2AF	Independent Free	33.8	8.4
17	Toby Carvery, CR 4 4HB	Mitchells & Butlers	34.7	8.8
18	Gorringe Park, SW17 9JR	Wells and Youngs	35.9	9.1
19	Sole Mio, SW17 9JQ	Independent Free	39.2	9.4
20	Ramble Inn, SW17 9JG	Independent Free	39.8	9.7