

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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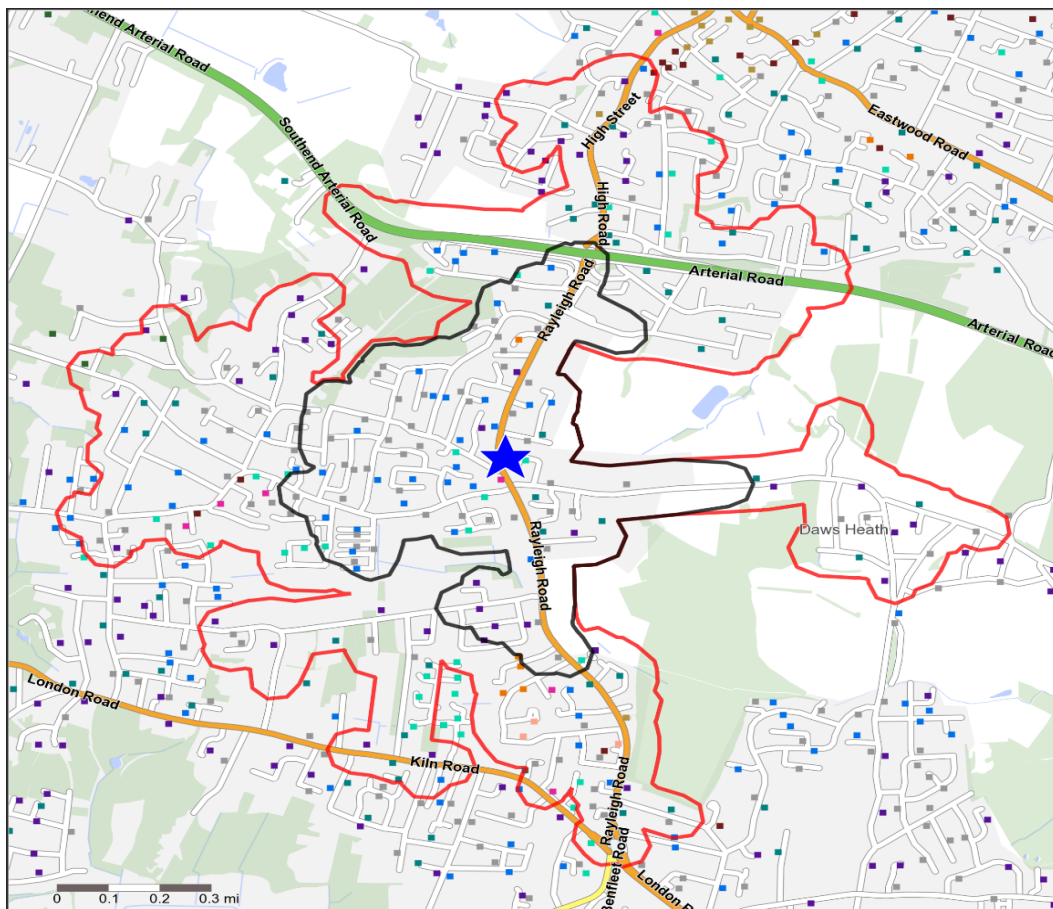
Number of Pubs	1	4	280
Catchment Adults 18+	3,182	8,882	464,113
Catchment Adults 18+ Per Pub	3,182	2,221	1,658
Populaton Projection 2018 to 2028 (% change)	2.94%	3.93%	7.36%

		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	2,229	70.1	135	1	High Street Pub	6,371	71.7	138	1	High Street Pub	371,723	80.1	155
2	Premium Local	1,804	56.7	122	2	Premium Local	5,380	60.6	130	2	Premium Local	254,805	54.9	118
3	Community Pub	1,306	41.0	65	3	Great Pub Great Food	4,027	45.3	72	3	Community Pub	239,556	51.6	82
4	Great Pub Great Food	1,236	38.8	300	4	Community Pub	3,606	40.6	314	4	Great Pub Great Food	206,551	44.5	344
5	Bit of Style	544	17.1	42	5	Bit of Style	1,948	21.9	54	5	Bit of Style	126,805	27.3	68
6	Circuit Bar	137	4.3	16	6	Circuit Bar	674	7.6	28	6	Circuit Bar	61,363	13.2	49
7	Craft Led	111	3.5	34	7	Craft Led	507	5.7	55	7	Craft Led	33,935	7.3	71

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	217	6.8	77	599	6.7	76	34,368	7.4	84
C1	392	12.3	100	1,072	12.1	98	61,015	13.1	107
C2	242	7.6	92	679	7.6	93	41,453	8.9	108
DE	157	4.9	48	474	5.3	52	41,104	8.9	86

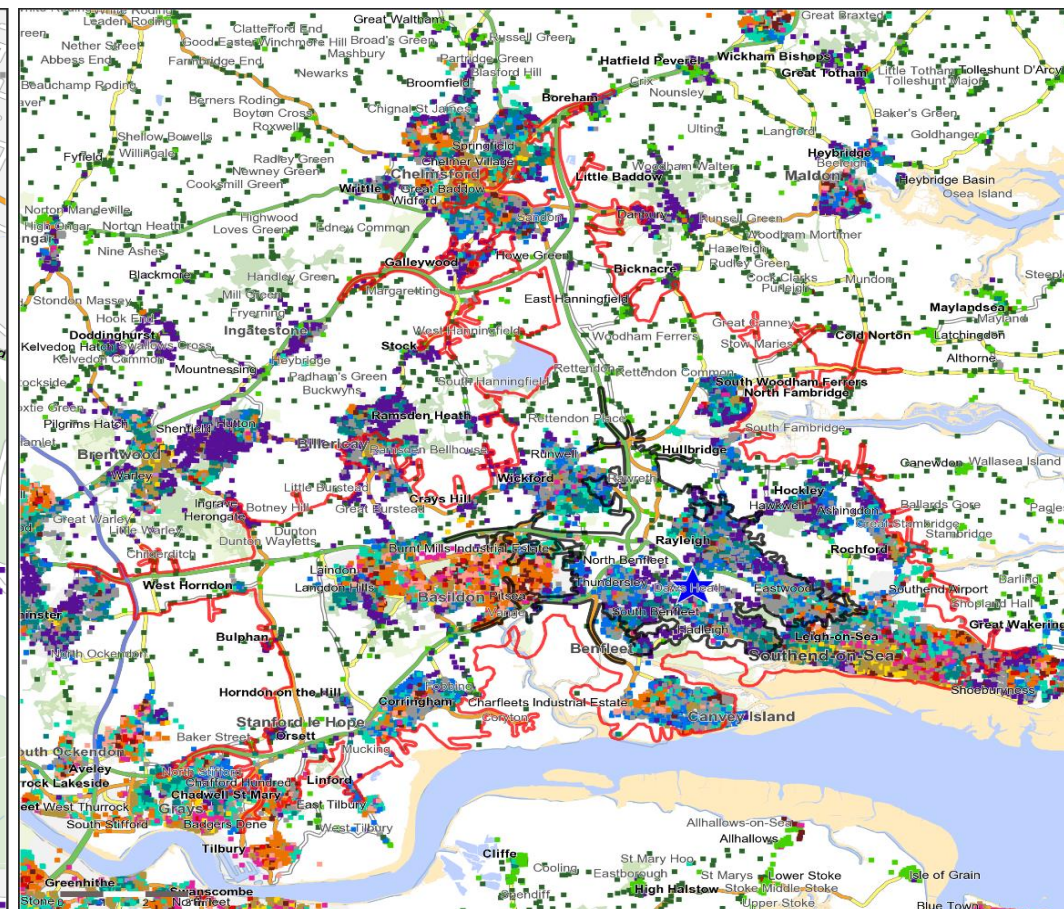
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	135	4.2	13	606	6.8	21	100,168	21.6	65
Medium (7-13)	1,151	36.2	109	2,990	33.7	102	161,488	34.8	105
High (14-19)	1,598	50.2	177	4,409	49.6	175	189,890	40.9	144

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	324
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	22
B05	Premium Fortunes	20	36	626	1,739
B06	Diamond Days	87	142	1,357	5,987
B07	Alpha Families	97	207	1,733	8,720
B08	Bank of Mum and Dad	50	278	3,877	13,574
B09	Empty-Nest Adventure	33	301	5,171	12,644
C10	Wealthy Landowners	0	0	155	3,595
C11	Rural Vogue	0	1	130	1,031
C12	Scattered Homesteads	0	0	2	42
C13	Village Retirement	0	4	312	2,937
D14	Satellite Settlers	0	0	309	2,386
D15	Local Focus	0	0	12	612
D16	Outlying Seniors	0	0	63	132
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	138	557	7,639	20,200
E19	Bungalow Heaven	617	1,132	6,212	18,508
E20	Classic Grandparents	223	417	6,921	17,148
E21	Solo Retirees	436	849	5,790	22,751
F22	Boomerang Boarders	397	1,100	10,723	27,795
F23	Family Ties	142	469	5,155	15,128
F24	Fledgling Free	0	44	533	4,315
F25	Dependable Me	312	442	2,883	8,645
G26	Cafés and Catchments	4	27	1,626	8,310
G27	Thriving Independence	85	414	6,135	25,894
G28	Modern Parents	0	0	1,304	7,901
G29	Mid-Career Convention	11	369	4,761	18,542
H30	Primary Ambitions	308	516	4,130	29,955
H31	Affordable Fringe	7	25	425	3,136
H32	First-Rung Futures	89	328	2,435	10,451
H33	Contemporary Starts	25	86	1,248	4,236
H34	New Foundations	0	28	218	2,994
H35	Flying Solo	23	174	1,076	3,612

		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	305	2,469	25,753
I37	Budget Generations	0	0	191	3,851
I38	Economical Families	0	0	83	1,875
I39	Families on a Budget	0	0	140	5,973
J40	Value Rentals	0	0	20	238
J41	Youthful Endeavours	0	0	186	3,751
J42	Midlife Renters	24	98	730	15,096
J43	Renting Rooms	0	0	44	4,711
K44	Inner City Stalwarts	0	0	0	90
K45	City Diversity	0	0	0	26
K46	High Rise Residents	0	0	131	1,599
K47	Single Essentials	0	0	296	5,545
K48	Mature Workers	0	0	0	419
L49	Flatlet Seniors	0	0	234	2,750
L50	Pocket Pensions	0	67	1,016	5,724
L51	Retirement Communities	2	141	1,536	6,568
L52	Estate Veterans	0	0	596	6,788
L53	Seasoned Survivors	0	0	124	3,373
M54	Down-to-Earth Owners	0	0	40	1,646
M55	Back with the Folks	0	140	1,111	14,314
M56	Self Supporters	0	0	116	2,735
N57	Community Elders	0	0	0	113
N58	Culture & Comfort	0	0	0	84
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	222	8,545
O61	Career Builders	0	5	361	7,502
O62	Central Pulse	0	0	0	1,321
O63	Flexible Workforce	0	0	15	5,476
O64	Bus-Route Renters	0	58	3,232	23,950
O65	Learners & Earners	0	0	0	23
O66	Student Scene	0	0	0	5
U99	Unclassified	0	120	203	1,004
Total		3,182	8,880	96,057	464,114

Top 3 Mosaic Types in a 20 Minute Walktime

1. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

2. 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

3. E21 Solo Retirees

Senior singles owning affordable but pleasant homes, whose reduced incomes are satisfactory



- Elderly singles
- Small private pension
- Long length of residence
- Own a suburban semi or terrace
- Keep bills down by turning things off
- Don't like new technology

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. 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

3. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



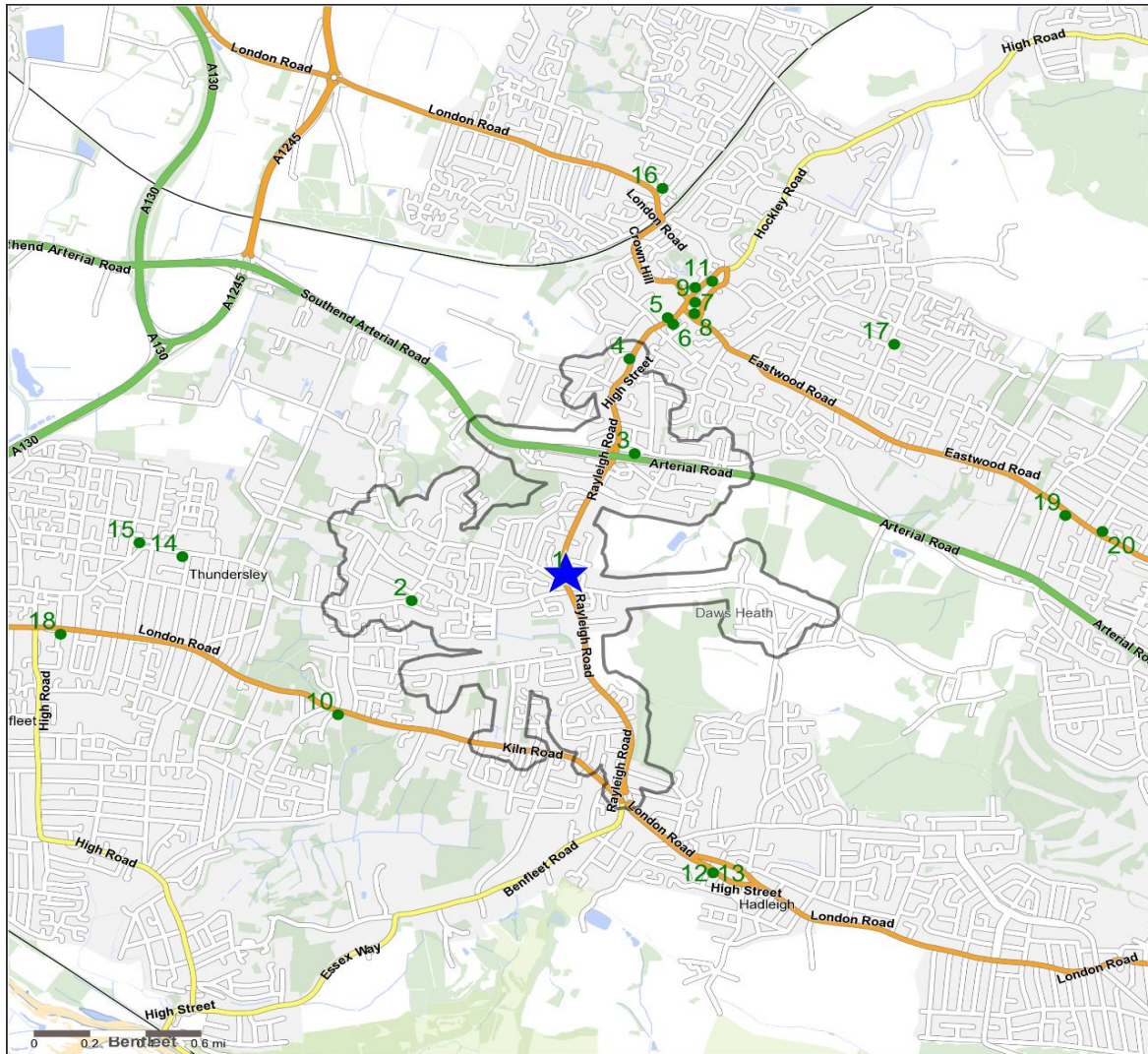
- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

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	2,774	31.2	103	542	6.1	37	5,445	61.3	118	
Male: Alone	2,540	28.6	96	788	8.9	57	5,433	61.2	115	
Male: Group	2,287	25.7	113	2,856	32.2	123	3,618	40.7	82	
Male: Pair	2,099	23.6	91	1,647	18.5	122	5,016	56.5	98	
Mixed Sex: Group	957	10.8	47	3,827	43.1	135	3,978	44.8	102	
Mixed Sex: Pair	2,955	33.3	142	2,733	30.8	95	3,074	34.6	81	
With Children	1,809	20.4	70	902	10.2	60	6,050	68.1	129	
Unknown	1,308	14.7	45	1,688	19.0	106	5,765	64.9	135	
For Eating:										
Upmarket	3,248	36.6	119	1,052	11.8	57	4,461	50.2	106	
Midmarket	2,692	30.3	88	479	5.4	60	5,590	62.9	114	
Downmarket	3,211	36.2	163	2,744	30.9	89	2,806	31.6	76	
For Drinking (monthly spend):										
Nothing	3,251	36.6	121	2,397	27.0	114	3,114	35.1	78	
Low (less than £10)	3,789	42.7	143	2,080	23.4	100	2,893	32.6	72	
Medium (Between £10 and £40)	3,821	43.0	141	318	3.6	20	4,622	52.0	104	
High (Greater than £40)	2,837	31.9	123	1,089	12.3	60	4,836	54.4	104	

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	179,920	38.8	128	56,692	12.2	75	226,497	48.8	94	
Male: Alone	147,601	31.8	107	73,523	15.8	101	241,985	52.1	98	
Male: Group	125,083	27.0	118	131,968	28.4	109	206,059	44.4	89	
Male: Pair	144,170	31.1	119	57,670	12.4	82	261,269	56.3	98	
Mixed Sex: Group	110,783	23.9	104	161,486	34.8	109	190,840	41.1	94	
Mixed Sex: Pair	164,168	35.4	151	150,914	32.5	100	148,027	31.9	75	
With Children	144,156	31.1	107	69,552	15.0	89	249,401	53.7	102	
Unknown	105,881	22.8	69	122,467	26.4	147	234,762	50.6	106	
For Eating:										
Upmarket	189,380	40.8	133	103,005	22.2	107	170,724	36.8	78	
Midmarket	189,127	40.8	119	39,434	8.5	94	234,549	50.5	91	
Downmarket	152,205	32.8	148	156,643	33.8	97	154,261	33.2	80	
For Drinking (monthly spend):										
Nothing	169,673	36.6	121	115,909	25.0	106	177,528	38.3	85	
Low (less than £10)	190,246	41.0	137	103,972	22.4	95	168,892	36.4	80	
Medium (Between £10 and £40)	190,372	41.0	134	61,748	13.3	75	210,990	45.5	90	
High (Greater than £40)	158,284	34.1	132	91,302	19.7	96	213,524	46.0	88	

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	Woodmans Arms, SS 7 3TA	Star Pubs & Bars	0.0	0.2
2	White Hart, SS 7 3PF	Mitchells & Butlers	15.1	3.1
3	Rayleigh Weir, SS 6 7SP	Mitchells & Butlers	19.3	2.1
4	Paul Pry, SS 6 7AA	Greene King	19.6	3.0
5	Roebuck, SS 6 7BU	Wetherspoon	23.2	3.7
6	Red Door, SS 6 7QA	Independent Free	24.4	4.2
7	Spread Eagle, SS 6 7EJ	Star Pubs & Bars	25.7	4.1
8	Bar Blanco, SS 6 7JD	Independent Free	26.0	4.1
9	Ye Olde Crown, SS 6 7EA	Milton Pubs and Taverns	26.3	4.2
10	Bread & Cheese, SS 7 1AA	Star Pubs & Bars	27.5	5.5
11	Half Moon, SS 6 7EW	Star Pubs & Bars	27.8	4.5
12	Castle, SS 7 2PB	Mitchells & Butlers	27.8	5.8
13	Fattys Bar, SS 7 2PB	Independent Free	27.8	5.8
14	Zach Willsher, SS 7 4PL	Greene King	31.7	6.6
15	Motowns, SS 7 4EW	Independent Free	35.3	7.0
16	Travellers Joy, SS 6 9JF	Greene King	36.5	6.3
17	Rayleigh Lodge, SS 6 8RW	Mitchells & Butlers	41.0	7.4
18	Tarpot, SS 7 5SQ	Mitchells & Butlers	42.9	8.3
19	Miller & Carter, SS 9 5HR	Mitchells & Butlers	48.6	6.6
20	Oakwood, SS 9 5HX	Stonegate Pub Company	51.0	6.9