

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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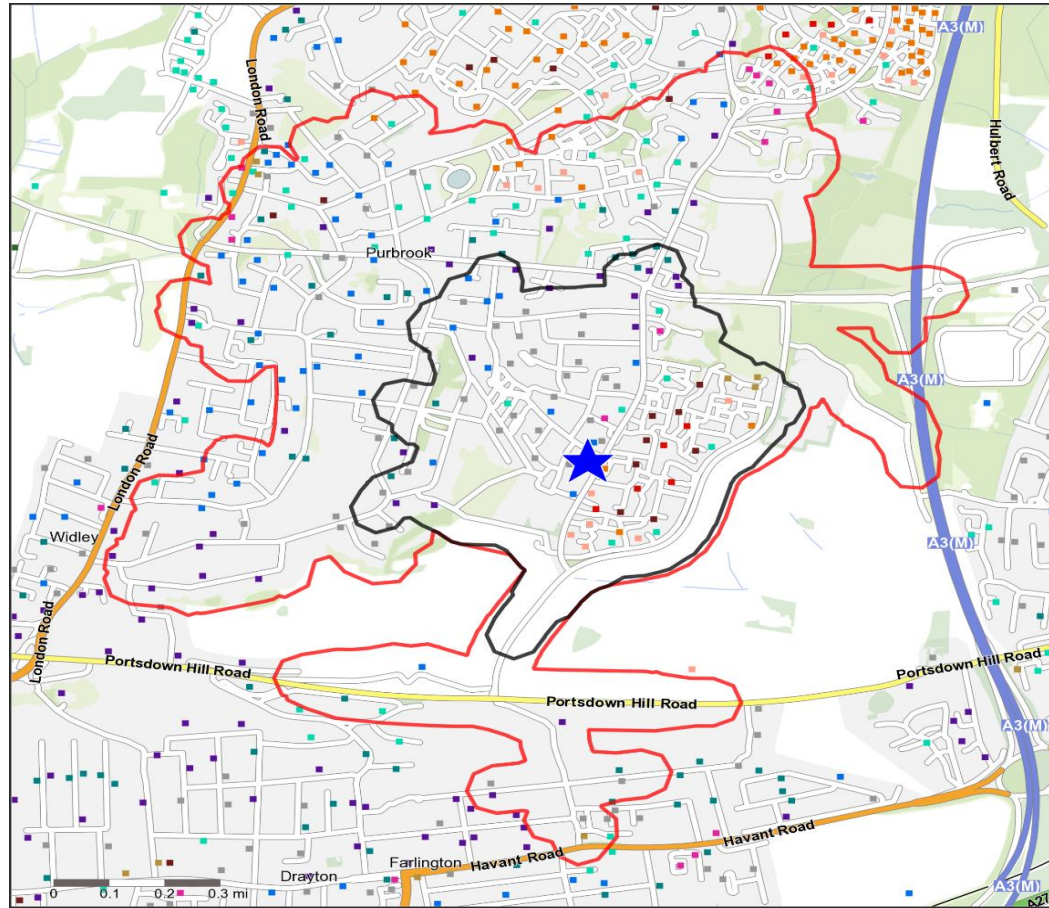
Number of Pubs	1	3	331
Catchment Adults 18+	3,076	8,921	381,378
Catchment Adults 18+ Per Pub	3,076	2,974	1,152
Populaton Projection 2018 to 2028 (% change)	3.78%	5.75%	5.54%

		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	2,246	73.0	141	<div></div>	1	High Street Pub	7,095	79.5	154	<div></div>	1	High Street Pub	302,852	79.4	153	<div></div>
2	Community Pub	2,073	67.4	145	<div></div>	2	Premium Local	5,401	60.5	130	<div></div>	2	Community Pub	212,993	55.8	120	<div></div>
3	Premium Local	1,018	33.1	53	<div></div>	3	Community Pub	4,667	52.3	83	<div></div>	3	Premium Local	179,395	47.0	75	<div></div>
4	Great Pub Great Food	714	23.2	180	<div></div>	4	Great Pub Great Food	3,973	44.5	344	<div></div>	4	Great Pub Great Food	128,669	33.7	261	<div></div>
5	Circuit Bar	509	16.5	41	<div></div>	5	Bit of Style	1,751	19.6	49	<div></div>	5	Bit of Style	102,981	27.0	67	<div></div>
6	Craft Led	327	10.6	40	<div></div>	6	Circuit Bar	957	10.7	40	<div></div>	6	Circuit Bar	68,834	18.0	67	<div></div>
7	Bit of Style	268	8.7	85	<div></div>	7	Craft Led	629	7.1	68	<div></div>	7	Craft Led	49,875	13.1	127	<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	208	6.8	76	719	8.1	91	31,811	8.3	94
C1	338	11.0	90	1,062	11.9	97	47,821	12.5	102
C2	281	9.1	111	811	9.1	110	30,872	8.1	98
DE	295	9.6	93	703	7.9	77	35,177	9.2	90

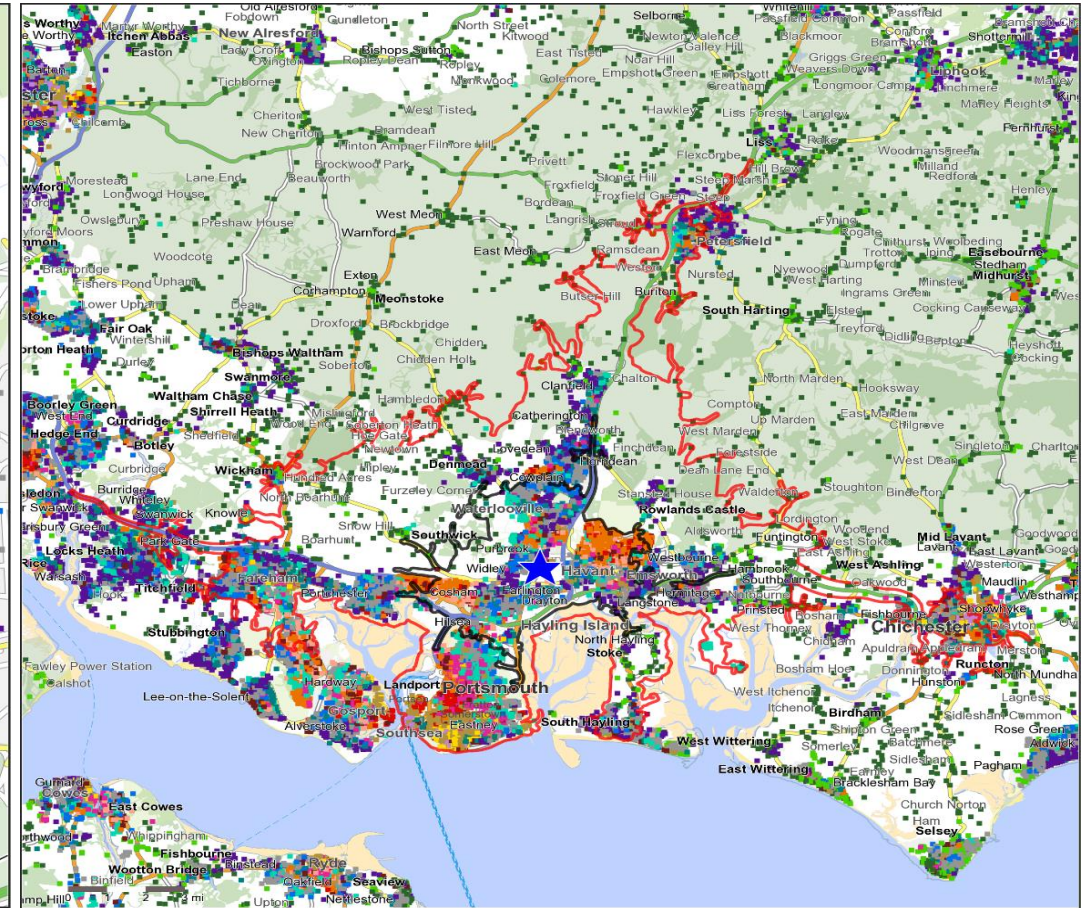
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	996	32.4	98	1,831	20.5	62	117,088	30.7	93
Medium (7-13)	1,096	35.6	107	3,579	40.1	121	132,197	34.7	105
High (14-19)	890	28.9	102	3,416	38.3	135	104,361	27.4	96

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

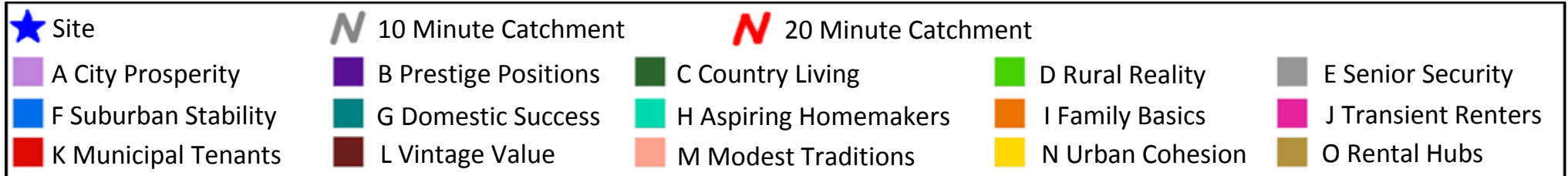


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	2		
A02	Uptown Elite	0	0	0	1,821		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	0	0	0	150		
B05	Premium Fortunes	0	8	39	382		
B06	Diamond Days	0	13	1,231	5,013		
B07	Alpha Families	38	74	953	4,400		
B08	Bank of Mum and Dad	22	339	2,403	8,043		
B09	Empty-Nest Adventure	92	475	3,564	11,085		
C10	Wealthy Landowners	0	0	105	3,272		
C11	Rural Vogue	0	0	67	625		
C12	Scattered Homesteads	0	0	16	86		
C13	Village Retirement	0	0	17	2,828		
D14	Satellite Settlers	0	0	8	3,665		
D15	Local Focus	0	0	17	716		
D16	Outlying Seniors	0	0	0	206		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	91	459	4,880	15,936		
E19	Bungalow Heaven	348	410	4,677	15,510		
E20	Classic Grandparents	401	711	4,688	12,743		
E21	Solo Retirees	39	173	4,403	13,870		
F22	Boomerang Boarders	200	983	4,534	9,850		
F23	Family Ties	74	522	3,201	8,630		
F24	Fledgling Free	0	6	379	1,466		
F25	Dependable Me	31	366	2,390	7,962		
G26	Cafés and Catchments	7	61	349	2,666		
G27	Thriving Independence	25	232	3,580	12,664		
G28	Modern Parents	27	61	158	1,657		
G29	Mid-Career Convention	43	424	2,511	10,656		
H30	Primary Ambitions	82	489	3,446	25,376		
H31	Affordable Fringe	86	350	1,390	3,390		
H32	First-Rung Futures	39	264	1,917	6,033		
H33	Contemporary Starts	44	158	2,390	7,038		
H34	New Foundations	0	0	645	1,734		
H35	Flying Solo	0	63	1,011	2,363		

				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	87	323	4,882	12,288		
I37	Budget Generations	12	58	6,144	8,713		
I38	Economical Families	0	3	2,342	4,743		
I39	Families on a Budget	0	2	4,037	8,447		
J40	Value Rentals	0	0	113	274		
J41	Youthful Endeavours	0	0	488	1,466		
J42	Midlife Renters	70	331	2,399	23,363		
J43	Renting Rooms	0	0	145	5,839		
K44	Inner City Stalwarts	0	0	0	681		
K45	City Diversity	0	0	37	1,586		
K46	High Rise Residents	0	0	0	2,907		
K47	Single Essentials	288	302	3,901	10,931		
K48	Mature Workers	0	0	1,348	2,229		
L49	Flatlet Seniors	286	286	932	3,617		
L50	Pocket Pensions	0	20	1,177	4,437		
L51	Retirement Communities	0	71	1,505	8,003		
L52	Estate Veterans	293	294	2,685	5,618		
L53	Seasoned Survivors	0	0	685	2,272		
M54	Down-to-Earth Owners	116	118	2,571	3,658		
M55	Back with the Folks	57	246	3,479	7,441		
M56	Self Supporters	40	56	704	1,884		
N57	Community Elders	0	0	0	261		
N58	Culture & Comfort	0	0	0	24		
N59	Large Family Living	0	0	0	0		
N60	Ageing Access	0	0	117	10,600		
O61	Career Builders	0	0	131	3,638		
O62	Central Pulse	0	0	0	6,570		
O63	Flexible Workforce	0	0	0	540		
O64	Bus-Route Renters	138	171	3,452	12,359		
O65	Learners & Earners	0	0	0	17,103		
O66	Student Scene	0	0	0	2,696		
U99	Unclassified	0	0	80	5,373		
Total				3,076	8,922	98,323	381,399

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. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

3. F23 Family Ties

Active families with adult children and some teens, giving prolonged support to the next generation



- Parents aged 41-55
- Adult children at home, often students
- Also have a child under 18
- Own semi or detached homes
- Supporting kids can cause money strains
- Technology for entertainment

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. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

3. O65 Learners & Earners

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



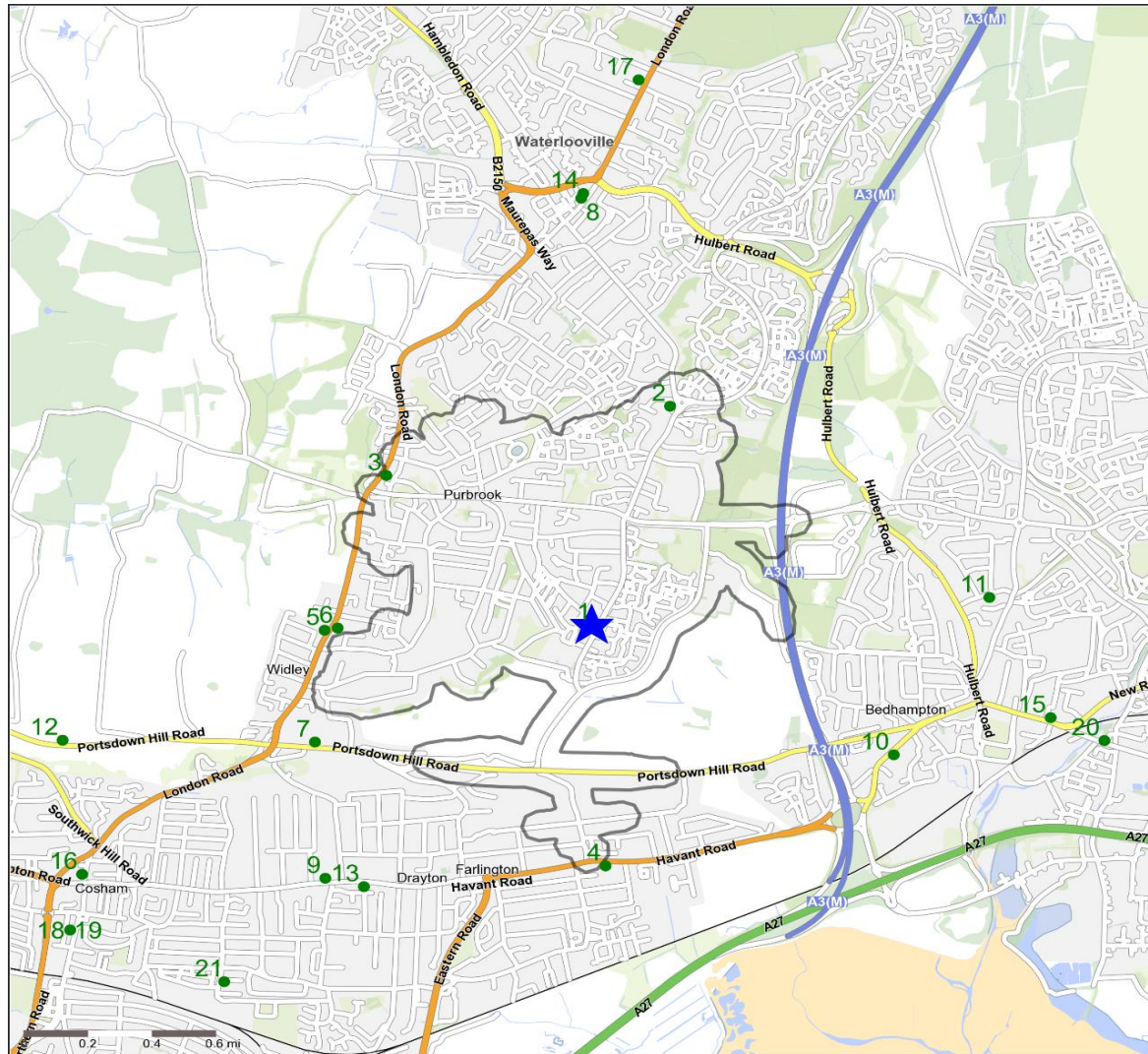
- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

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	Target Customers
Female: Alone, Pair or Group	3,605	40.4	134	805	9.0	55	4,511	50.6	97	
Male: Alone	3,521	39.5	133	1,021	11.4	73	4,379	49.1	92	
Male: Group	3,148	35.3	154	3,095	34.7	132	2,678	30.0	60	
Male: Pair	3,576	40.1	154	862	9.7	63	4,483	50.3	88	
Mixed Sex: Group	2,077	23.3	102	3,561	39.9	125	3,284	36.8	84	
Mixed Sex: Pair	4,195	47.0	201	2,836	31.8	98	1,889	21.2	50	
With Children	2,962	33.2	115	977	11.0	65	4,981	55.8	105	
Unknown	1,988	22.3	68	2,031	22.8	127	4,902	54.9	115	
For Eating:										
Upmarket	3,863	43.3	141	1,326	14.9	71	3,731	41.8	89	
Midmarket	3,505	39.3	114	388	4.3	48	5,027	56.4	102	
Downmarket	4,022	45.1	203	3,231	36.2	104	1,668	18.7	45	
For Drinking (monthly spend):										
Nothing	4,444	49.8	165	2,046	22.9	97	2,431	27.3	61	
Low (less than £10)	4,732	53.0	178	1,729	19.4	83	2,460	27.6	61	
Medium (Between £10 and £40)	4,740	53.1	174	372	4.2	23	3,809	42.7	85	
High (Greater than £40)	3,234	36.3	140	1,326	14.9	72	4,362	48.9	94	

	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	165,263	43.3	143	<div></div>	42,799	11.2	69	<div></div>	167,962	44.0	85	<div></div>
Male: Alone	136,544	35.8	120	<div></div>	55,690	14.6	94	<div></div>	183,790	48.2	90	<div></div>
Male: Group	106,889	28.0	123	<div></div>	128,591	33.7	129	<div></div>	140,544	36.9	74	<div></div>
Male: Pair	137,861	36.1	139	<div></div>	44,747	11.7	77	<div></div>	193,416	50.7	88	<div></div>
Mixed Sex: Group	130,570	34.2	150	<div></div>	108,714	28.5	89	<div></div>	136,740	35.9	82	<div></div>
Mixed Sex: Pair	136,879	35.9	153	<div></div>	134,533	35.3	109	<div></div>	104,612	27.4	64	<div></div>
With Children	123,551	32.4	112	<div></div>	46,856	12.3	73	<div></div>	205,618	53.9	102	<div></div>
Unknown	80,757	21.2	64	<div></div>	105,424	27.6	154	<div></div>	189,844	49.8	104	<div></div>
For Eating:												
Upmarket	147,846	38.8	127	<div></div>	82,122	21.5	103	<div></div>	146,056	38.3	81	<div></div>
Midmarket	174,834	45.8	133	<div></div>	26,535	7.0	77	<div></div>	174,655	45.8	83	<div></div>
Downmarket	128,359	33.7	151	<div></div>	142,834	37.5	107	<div></div>	104,831	27.5	66	<div></div>
For Drinking (monthly spend):												
Nothing	130,585	34.2	113	<div></div>	99,118	26.0	110	<div></div>	146,322	38.4	86	<div></div>
Low (less than £10)	130,858	34.3	115	<div></div>	103,663	27.2	116	<div></div>	141,503	37.1	82	<div></div>
Medium (Between £10 and £40)	152,151	39.9	130	<div></div>	40,578	10.6	60	<div></div>	183,295	48.1	96	<div></div>
High (Greater than £40)	126,792	33.2	128	<div></div>	60,774	15.9	78	<div></div>	188,458	49.4	95	<div></div>

Competitor Map



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Site
 Star Pubs
 Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Centurion, PO 7 5RE	Star Pubs & Bars	0.0	0.1
2	Fox & Hounds, PO 7 7BS	Admiral Taverns Ltd	17.8	2.8
3	Woodman, PO 7 5LJ	Fuller Smith & Turner	21.1	3.8
4	Sunshine Inn, PO 6 1AB	Ei Group	21.1	4.8
5	Wellington Inn, PO 7 5AQ	Greene King	21.7	5.1
6	Hampshire Rose, PO 7 5AG	Ei Group	22.6	5.1
7	George Inn, PO 6 1BE	Ei Group	26.3	3.4
8	Heroes, PO 7 7DZ	Fuller Smith & Turner	35.0	6.2
9	Kassia, PO 6 2AA	Independent Free	35.3	6.6
10	Rusty Cutter, PO 9 3JN	Whitbread	35.9	5.2
11	Swan Inn, PO 9 3TH	Punch Pub Company	36.5	5.9
12	Churchillian, PO 6 3LS	Ei Group	37.4	5.1
13	Red Lounge, PO 6 1PA	Independent Free	37.4	6.9
14	Denmead Queen, PO 7 7EB	Wetherspoon	38.0	6.1
15	Golden Lion, PO 9 3EY	Star Pubs & Bars	39.8	7.1
16	Red Lion Hotel, PO 6 3EE	Mitchells & Butlers	40.1	6.1
17	Woodpecker, PO 7 7RL	Mitchells & Butlers	44.4	7.3
18	First Post, PO 6 3AG	Wetherspoon	44.4	7.9
19	Swan, PO 6 3AG	*Other Small Retail Groups	44.4	7.9
20	Prince Of Wales, PO 9 1LR	Admiral Taverns Ltd	46.5	7.8