

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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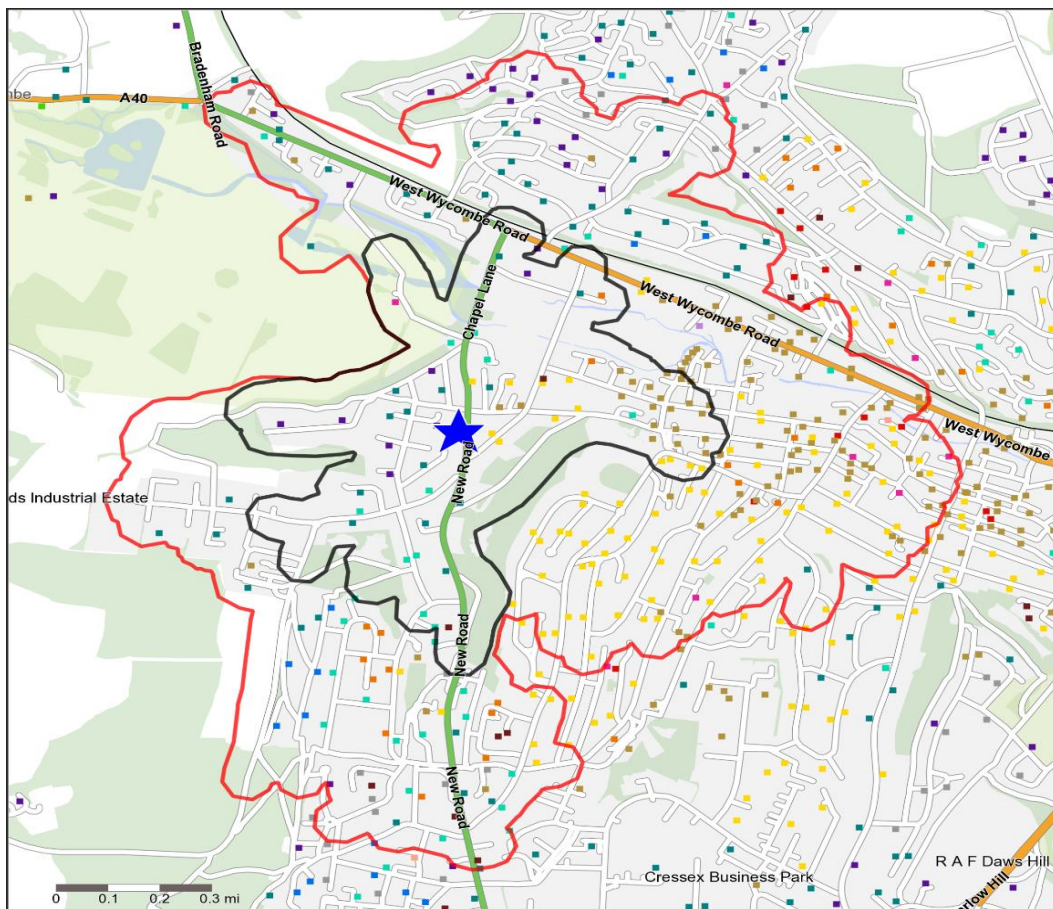
Number of Pubs	0	0	213
Catchment Adults 18+	2,813	14,274	221,177
Catchment Adults 18+ Per Pub	-	-	1,038
Populaton Projection 2020 to 2030 (% change)	-0.05%	-1.45%	-0.75%

		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	1,791	63.7	121	1	High Street Pub	7,572	53.0	101	1	Premium Local	169,989	76.9	146
2	Premium Local	1,753	62.3	133	2	Premium Local	7,134	50.0	107	2	Great Pub Great Food	157,223	71.1	152
3	Bit of Style	1,469	52.2	82	3	Bit of Style	5,888	41.2	65	3	High Street Pub	113,049	51.1	80
4	Great Pub Great Food	1,346	47.8	334	4	Great Pub Great Food	4,836	33.9	236	4	Bit of Style	76,436	34.6	241
5	Circuit Bar	831	29.5	73	5	Community Pub	3,663	25.7	64	5	Community Pub	59,622	27.0	67
6	Community Pub	775	27.6	96	6	Circuit Bar	3,413	23.9	83	6	Craft Led	23,112	10.4	36
7	Craft Led	476	16.9	149	7	Craft Led	2,545	17.8	157	7	Circuit Bar	20,437	9.2	82

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	320	11.4	128	1,343	9.4	106	30,110	13.6	154
C1	367	13.0	106	1,811	12.7	103	26,729	12.1	98
C2	285	10.1	123	1,281	9.0	109	14,903	6.7	82
DE	272	9.7	94	1,713	12.0	117	13,185	6.0	58

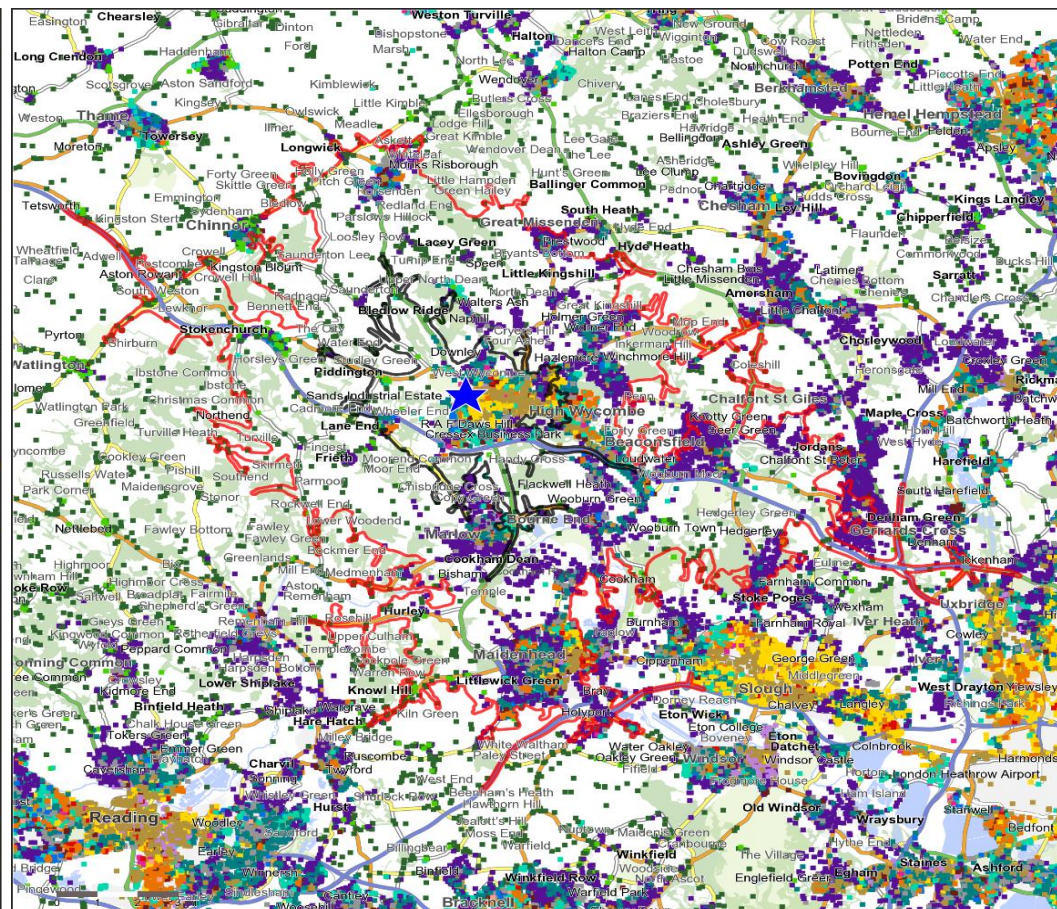
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	567	20.2	61	4,325	30.3	91	22,774	10.3	31
Medium (7-13)	1,202	42.7	129	6,306	44.2	133	50,550	22.9	69
High (14-19)	1,238	44.0	154	5,290	37.1	130	143,747	65.0	228

## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

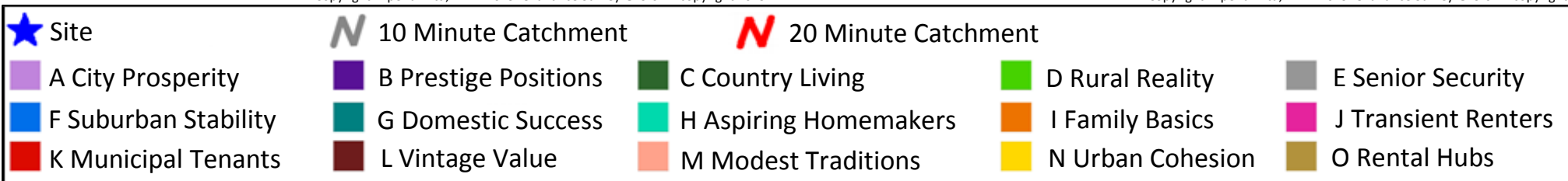


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## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	4	198	1,331
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	33	52
B05	Premium Fortunes		0	0	746	19,054
B06	Diamond Days		69	85	1,043	15,100
B07	Alpha Families		32	136	1,855	20,228
B08	Bank of Mum and Dad		160	322	1,243	10,043
B09	Empty-Nest Adventure		0	190	463	3,561
C10	Wealthy Landowners		0	0	963	9,376
C11	Rural Vogue		0	0	47	532
C12	Scattered Homesteads		0	0	0	24
C13	Village Retirement		0	0	455	2,305
D14	Satellite Settlers		0	0	652	3,376
D15	Local Focus		0	0	58	639
D16	Outlying Seniors		0	0	7	300
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	351	1,480	11,139
E19	Bungalow Heaven		0	0	111	1,286
E20	Classic Grandparents		0	66	167	290
E21	Solo Retirees		0	29	283	1,655
F22	Boomerang Boarders		0	0	41	520
F23	Family Ties		23	241	667	2,498
F24	Fledgling Free		0	0	0	39
F25	Dependable Me		0	151	324	1,178
G26	Cafés and Catchments		42	404	2,621	11,308
G27	Thriving Independence		513	1,939	4,819	20,777
G28	Modern Parents		0	0	104	733
G29	Mid-Career Convention		0	27	622	5,404
H30	Primary Ambitions		438	919	4,267	9,897
H31	Affordable Fringe		0	78	78	183
H32	First-Rung Futures		0	0	308	542
H33	Contemporary Starts		0	56	808	3,212
H34	New Foundations		0	18	533	1,184
H35	Flying Solo		0	61	253	1,059

			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		98	569	2,966	13,609
I37	Budget Generations		0	0	19	132
I38	Economical Families		0	0	0	24
I39	Families on a Budget		0	41	41	41
J40	Value Rentals		0	0	0	12
J41	Youthful Endeavours		0	65	172	371
J42	Midlife Renters		0	8	241	639
J43	Renting Rooms		0	94	94	94
K44	Inner City Stalwarts		0	107	171	437
K45	City Diversity		0	38	195	254
K46	High Rise Residents		0	0	0	0
K47	Single Essentials		0	23	158	586
K48	Mature Workers		0	0	0	8
L49	Flatlet Seniors		0	15	294	786
L50	Pocket Pensions		20	117	582	2,312
L51	Retirement Communities		0	48	431	2,426
L52	Estate Veterans		0	30	119	511
L53	Seasoned Survivors		5	6	6	6
M54	Down-to-Earth Owners		0	0	0	0
M55	Back with the Folks		0	6	122	330
M56	Self Supporters		0	26	72	176
N57	Community Elders		229	681	3,002	4,529
N58	Culture & Comfort		139	1,395	2,885	4,982
N59	Large Family Living		10	2,146	2,294	2,340
N60	Ageing Access		112	212	1,351	2,025
O61	Career Builders		93	381	3,637	12,240
O62	Central Pulse		0	213	1,757	2,351
O63	Flexible Workforce		384	1,594	2,146	3,129
O64	Bus-Route Renters		447	1,111	1,944	4,798
O65	Learners & Earners		0	243	2,407	2,407
O66	Student Scene		0	29	799	799
U99	Unclassified		0	0	0	0
<b>Total</b>			<b>2,814</b>	<b>14,275</b>	<b>53,154</b>	<b>221,179</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



- Large extended families
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

### 2. G27 Thriving Independence

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



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

### 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
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. G27 Thriving Independence

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



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

### 2. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

### 3. B05 Premium Fortunes

Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves



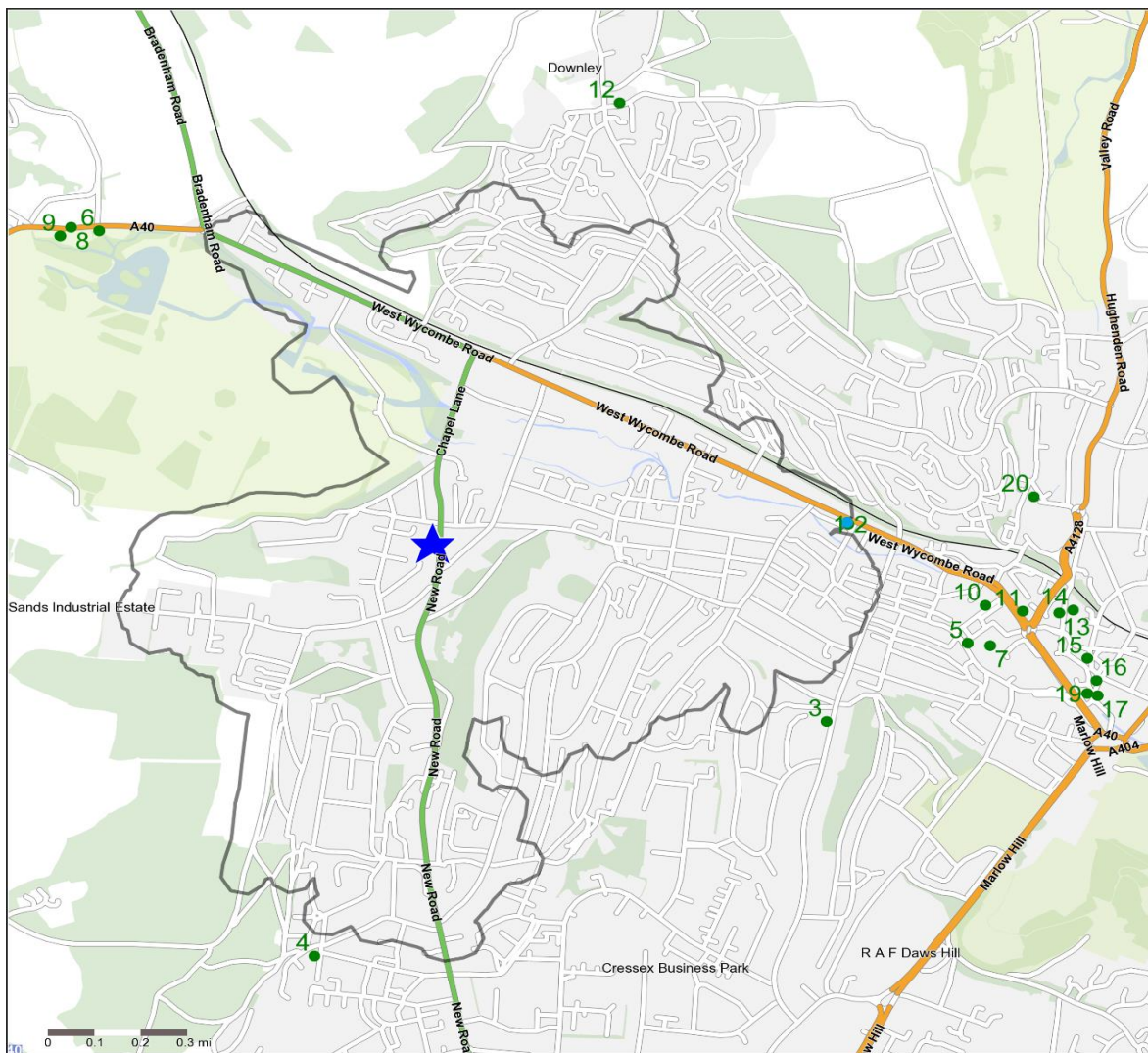
- Extensive detached homes
- Substantial income
- Teenage kids & students
- Portfolio of investments
- Directors and senior managers
- High mobile phone spend

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto: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	5,036	35.3	109	1,258	8.8	52	7,980	55.9	110		
Male: Alone	6,170	43.2	145	2,445	17.1	103	5,659	39.6	74		
Male: Group	2,661	18.6	81	2,436	17.1	63	9,177	64.3	128		
Male: Pair	6,196	43.4	166	1,005	7.0	46	7,073	49.6	85		
Mixed Sex: Group	5,038	35.3	143	3,051	21.4	66	6,185	43.3	100		
Mixed Sex: Pair	2,344	16.4	68	3,171	22.2	67	8,759	61.4	144		
With Children	6,141	43.0	145	2,396	16.8	96	5,736	40.2	76		
Unknown	7,182	50.3	145	3,130	21.9	119	3,962	27.8	59		
<b>For Eating:</b>											
Upmarket	9,436	66.1	206	3,643	25.5	118	1,194	8.4	18		
Midmarket	10,166	71.2	198	740	5.2	57	3,368	23.6	43		
Downmarket	2,844	19.9	86	2,621	18.4	52	8,809	61.7	149		
<b>For Drinking (monthly spend):</b>											
Nothing	3,223	22.6	74	2,314	16.2	69	8,737	61.2	134		
Low (less than £10)	3,234	22.7	76	2,082	14.6	61	8,958	62.8	135		
Medium (Between £10 and £40)	3,691	25.9	84	3,329	23.3	129	7,254	50.8	99		
High (Greater than £40)	4,729	33.1	126	4,028	28.2	136	5,517	38.7	73		

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	46,771	21.1	66	50,552	22.9	135	123,854	56.0	110	
Male: Alone	26,584	12.0	40	41,923	19.0	114	152,670	69.0	129	
Male: Group	30,504	13.8	60	38,786	17.5	65	151,888	68.7	137	
Male: Pair	29,608	13.4	51	9,440	4.3	28	182,130	82.3	141	
Mixed Sex: Group	36,228	16.4	67	49,769	22.5	70	135,181	61.1	141	
Mixed Sex: Pair	34,503	15.6	64	60,071	27.2	82	126,604	57.2	134	
With Children	30,791	13.9	47	41,322	18.7	106	149,064	67.4	128	
Unknown	46,984	21.2	61	59,745	27.0	146	114,448	51.7	111	
<b>For Eating:</b>										
Upmarket	79,707	36.0	112	64,554	29.2	135	76,916	34.8	75	
Midmarket	76,372	34.5	96	16,462	7.4	82	128,343	58.0	106	
Downmarket	23,102	10.4	45	51,805	23.4	66	146,270	66.1	159	
<b>For Drinking (monthly spend):</b>										
Nothing	46,074	20.8	68	35,067	15.9	67	140,037	63.3	138	
Low (less than £10)	70,214	31.7	107	28,826	13.0	55	122,137	55.2	119	
Medium (Between £10 and £40)	91,749	41.5	135	52,600	23.8	131	76,829	34.7	68	
High (Greater than £40)	62,556	28.3	107	79,729	36.0	174	78,892	35.7	67	

## 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	Bird In Hand, HP11 2LR	Ei Group	20.2	3.9
2	White Horse, HP11 2LR	Star Pubs & Bars	20.2	3.9
3	Wendover Arms, HP11 2SU	Unknown	22.6	4.5
4	Squirrel, HP12 4RZ	New River Retail	23.2	4.5
5	Rose & Crown, HP11 2PR	Ei Group	24.7	5.0
6	George & Dragon, HP14 3AB	Ei Group	25.1	4.2
7	Bills, HP11 2BZ	Bills Restaurants	25.7	5.7
8	Plough, HP14 3AG	Independent Free	26.3	4.3
9	Swan, HP14 3AE	Independent Free	26.3	4.6
10	Phoenix Bar, HP11 2EL	Independent Free	26.3	5.2
11	Chiltern Taps, HP11 2DN	Stonegate Pub Company	27.5	5.2
12	Bricklayers Arms, HP13 5XJ	Merlin Inns	27.8	4.7
13	Butlers, HP13 5DQ	Marston's	31.1	6.7
14	Yates, HP13 5DG	Stonegate Pub Company	31.1	6.7
15	Mad Squirrel, HP11 2DE	Red Squirrel Brewing Co	32.3	7.4
16	Falcon, HP11 2AX	Wetherspoon	33.2	7.1
17	Snug Bar, HP11 2HF	New River Retail	33.8	6.6
18	Heidrun, HP11 2HQ	Independent Free	33.8	6.6
19	Oneills, HP11 2HQ	Mitchells & Butlers	33.8	6.6
20	Spindle And Thread, HP13 5HP	Marston's	35.0	6.7