

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	25	77	512
Catchment Adults 18+	10,113	33,263	466,580
Catchment Adults 18+ Per Pub	405	432	911
Populaton Projection 2018 to 2028 (% change)	9.59%	8.16%	9.03%

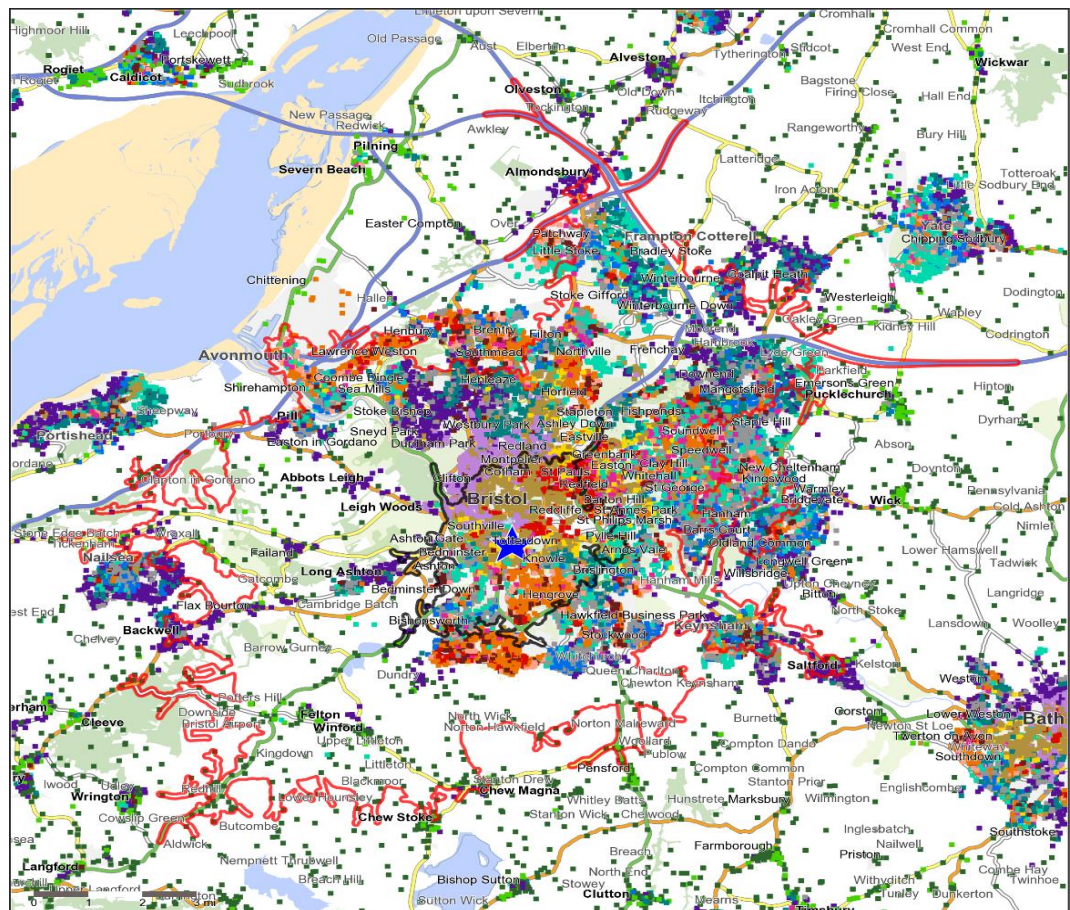
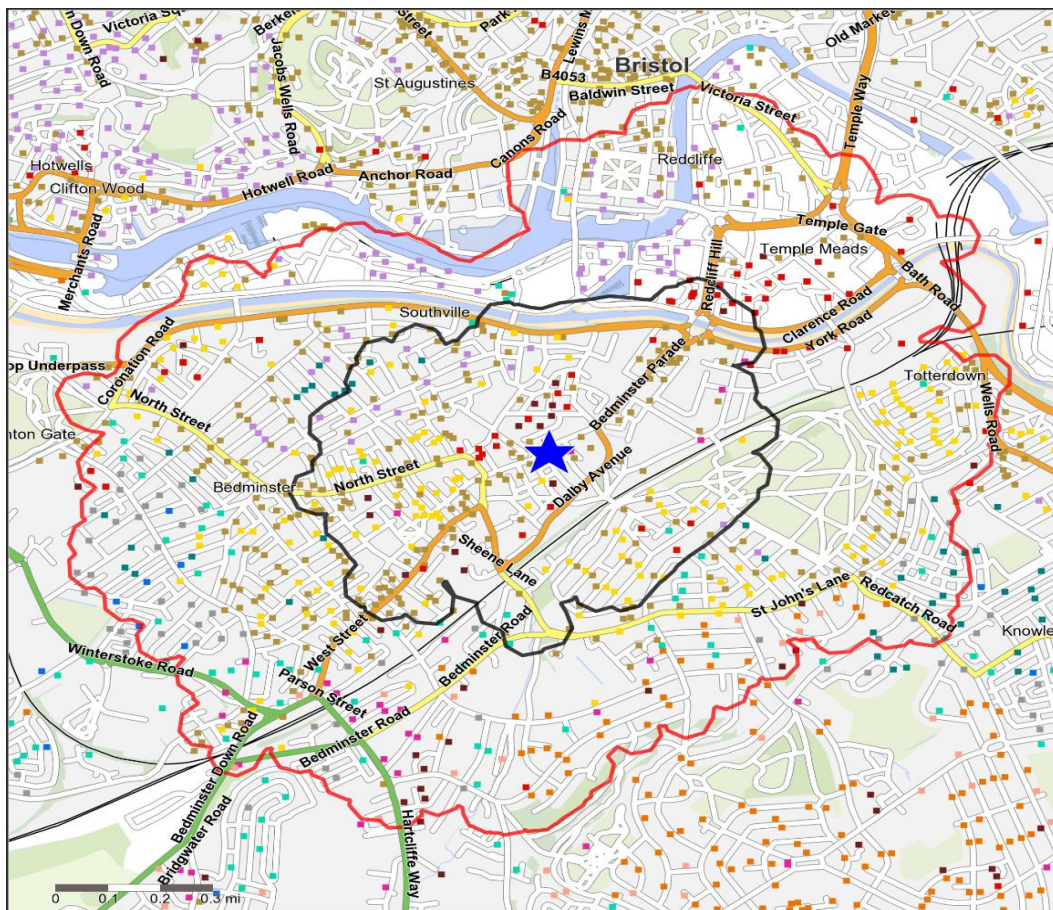
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	8,718	86.2	166	1	High Street Pub	29,261	88.0	170	1	High Street Pub	346,232	74.2	143
2	Community Pub	6,726	66.5	143	2	Community Pub	22,348	67.2	144	2	Community Pub	240,034	51.4	110
3	Bit of Style	5,891	58.3	92	3	Bit of Style	17,990	54.1	86	3	Bit of Style	204,152	43.8	69
4	Craft Led	5,206	51.5	398	4	Craft Led	13,172	39.6	306	4	Premium Local	199,933	42.9	331
5	Great Pub Great Food	3,329	32.9	82	5	Great Pub Great Food	12,865	38.7	96	5	Great Pub Great Food	188,676	40.4	100
6	Premium Local	3,115	30.8	115	6	Premium Local	11,438	34.4	128	6	Circuit Bar	87,268	18.7	70
7	Circuit Bar	2,892	28.6	278	7	Circuit Bar	6,114	18.4	178	7	Craft Led	85,046	18.2	177

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	1,649	16.3	184	5,030	15.1	171	52,621	11.3	128
C1	1,752	17.3	141	5,116	15.4	125	63,575	13.6	111
C2	718	7.1	86	2,363	7.1	86	34,830	7.5	90
DE	948	9.4	91	3,047	9.2	89	42,820	9.2	89

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)	3,551	35.1	106	10,103	30.4	92	139,341	29.9	90
Medium (7-13)	4,875	48.2	145	16,123	48.5	146	174,571	37.4	113
High (14-19)	1,229	12.2	43	5,122	15.4	54	121,519	26.0	92

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	E Senior Security
	H Aspiring Homemakers	I Family Basics
	M Modest Traditions	N Urban Cohesion
		J Transient Renters
		O Rental Hubs

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	13	168	495	
A02	Uptown Elite	398	1,599	6,652	21,381	
A03	Penthouse Chic	0	0	0	0	
A04	Metro High-Flyers	218	658	7,454	15,472	
B05	Premium Fortunes	0	0	65	3,179	
B06	Diamond Days	0	0	22	6,230	
B07	Alpha Families	0	0	16	6,050	
B08	Bank of Mum and Dad	0	0	38	4,380	
B09	Empty-Nest Adventure	0	0	50	5,759	
C10	Wealthy Landowners	0	0	27	3,154	
C11	Rural Vogue	0	0	0	672	
C12	Scattered Homesteads	0	0	0	50	
C13	Village Retirement	0	0	21	1,424	
D14	Satellite Settlers	0	0	5	1,110	
D15	Local Focus	0	0	0	433	
D16	Outlying Seniors	0	0	0	165	
D17	Far-Flung Outposts	0	0	0	0	
E18	Legacy Elders	0	0	75	9,490	
E19	Bungalow Heaven	0	0	156	4,038	
E20	Classic Grandparents	0	777	2,749	13,069	
E21	Solo Retirees	40	790	2,958	14,186	
F22	Boomerang Boarders	0	110	505	6,208	
F23	Family Ties	0	88	639	4,503	
F24	Fledgling Free	0	6	100	854	
F25	Dependable Me	0	27	340	6,580	
G26	Cafés and Catchments	97	630	1,774	13,585	
G27	Thriving Independence	26	653	2,950	16,836	
G28	Modern Parents	0	0	0	7,872	
G29	Mid-Career Convention	0	0	20	6,673	
H30	Primary Ambitions	106	1,494	4,945	27,284	
H31	Affordable Fringe	0	0	1,293	5,674	
H32	First-Rung Futures	15	48	949	8,418	
H33	Contemporary Starts	0	0	0	11,127	
H34	New Foundations	40	159	1,874	2,900	
H35	Flying Solo	6	69	357	4,043	

			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	58	1,165	4,626	22,735	
I37	Budget Generations	0	25	1,961	6,461	
I38	Economical Families	0	1	757	2,295	
I39	Families on a Budget	0	114	3,192	10,014	
J40	Value Rentals	0	0	36	320	
J41	Youthful Endeavours	0	0	105	1,180	
J42	Midlife Renters	7	690	1,826	14,504	
J43	Renting Rooms	63	104	649	3,882	
K44	Inner City Stalwarts	157	355	2,593	3,755	
K45	City Diversity	187	231	3,844	5,310	
K46	High Rise Residents	465	1,760	3,970	4,773	
K47	Single Essentials	199	388	652	4,839	
K48	Mature Workers	0	0	287	1,145	
L49	Flatlet Seniors	386	447	1,137	4,183	
L50	Pocket Pensions	0	127	630	5,308	
L51	Retirement Communities	149	211	535	4,706	
L52	Estate Veterans	0	269	1,229	7,062	
L53	Seasoned Survivors	0	0	191	1,556	
M54	Down-to-Earth Owners	0	0	189	1,567	
M55	Back with the Folks	0	183	2,461	10,103	
M56	Self Supporters	0	110	213	2,647	
N57	Community Elders	0	0	44	1,648	
N58	Culture & Comfort	0	0	77	1,449	
N59	Large Family Living	0	0	533	796	
N60	Ageing Access	2,379	6,217	9,688	17,665	
O61	Career Builders	2,484	7,702	10,183	24,844	
O62	Central Pulse	2,154	4,392	20,636	24,181	
O63	Flexible Workforce	348	464	2,739	6,597	
O64	Bus-Route Renters	130	485	2,343	11,858	
O65	Learners & Earners	0	57	3,000	6,912	
O66	Student Scene	0	51	4,819	5,213	
U99	Unclassified	0	593	6,974	13,776	
Total			10,112	33,262	128,321	466,578

Top 3 Mosaic Types in a 20 Minute Walktime

1. O61 Career Builders

Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties



- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

2. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

3. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern 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. O61 Career Builders

Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties



- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

3. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



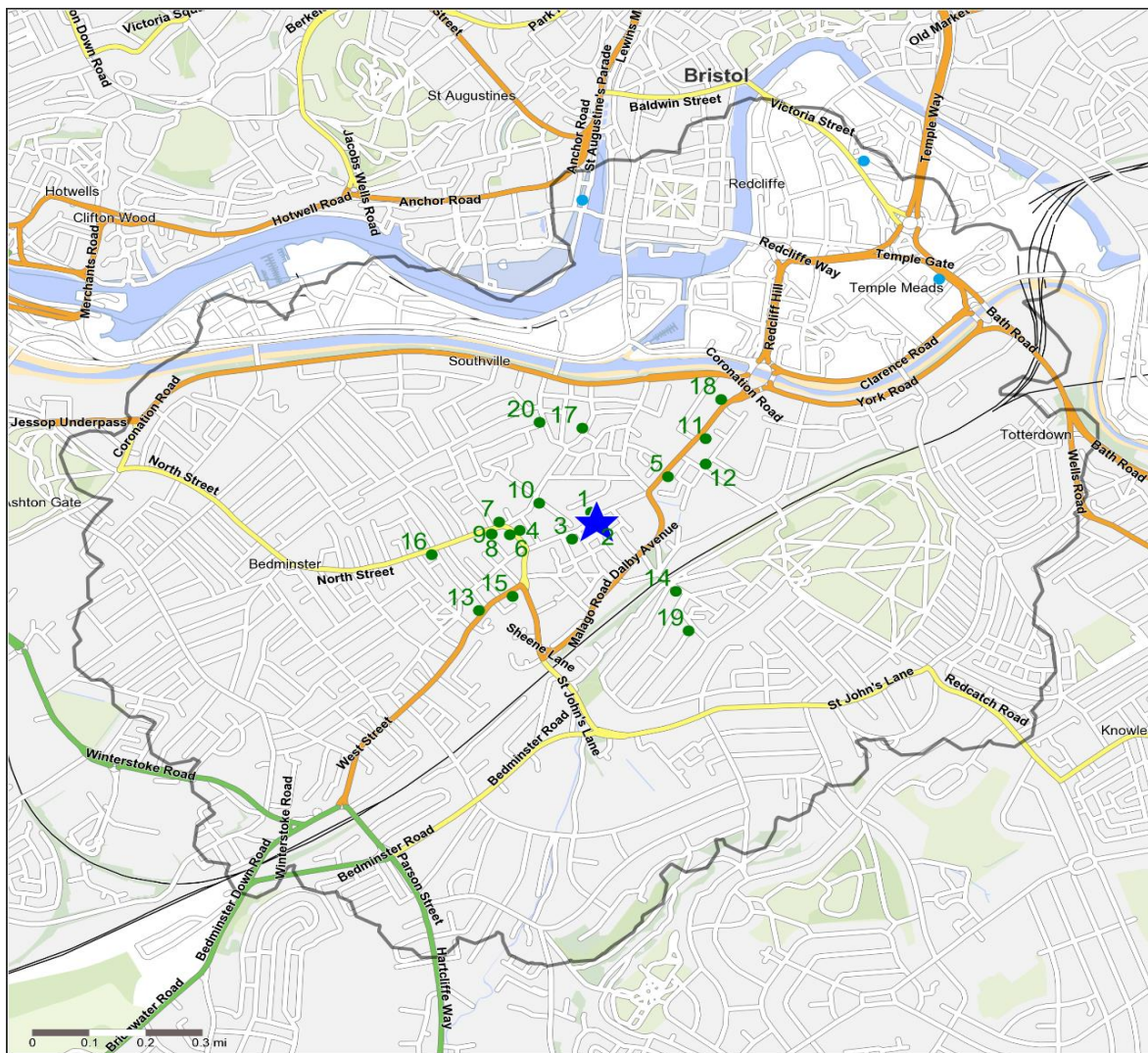
- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

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	18,382	55.3	183	9,654	29.0	177	4,634	13.9	27		
Male: Alone	10,262	30.9	104	12,267	36.9	236	10,141	30.5	57		
Male: Group	15,206	45.7	200	4,925	14.8	57	12,539	37.7	76		
Male: Pair	17,842	53.6	206	1,897	5.7	37	12,931	38.9	68		
Mixed Sex: Group	15,236	45.8	200	5,081	15.3	48	12,354	37.1	85		
Mixed Sex: Pair	6,859	20.6	88	20,404	61.3	189	5,407	16.3	38		
With Children	7,665	23.0	80	1,853	5.6	33	23,153	69.6	131		
Unknown	9,098	27.4	83	5,965	17.9	100	17,606	52.9	110		
For Eating:											
Upmarket	22,626	68.0	222	5,113	15.4	74	4,930	14.8	31		
Midmarket	25,428	76.4	223	3,605	10.8	120	3,637	10.9	20		
Downmarket	3,306	9.9	45	15,706	47.2	135	13,658	41.1	99		
For Drinking (monthly spend):											
Nothing	10,803	32.5	107	4,910	14.8	62	16,957	51.0	114		
Low (less than £10)	11,123	33.4	112	2,432	7.3	31	19,115	57.5	127		
Medium (Between £10 and £40)	16,230	48.8	160	10,787	32.4	182	5,653	17.0	34		
High (Greater than £40)	25,392	76.3	295	1,500	4.5	22	5,778	17.4	33		

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	200,721	43.0	142	86,661	18.6	114	165,423	35.5	68		
Male: Alone	137,396	29.4	99	102,763	22.0	141	212,645	45.6	85		
Male: Group	147,487	31.6	138	98,887	21.2	81	206,430	44.2	89		
Male: Pair	165,010	35.4	136	59,585	12.8	84	228,210	48.9	85		
Mixed Sex: Group	133,220	28.6	125	132,292	28.4	89	187,292	40.1	91		
Mixed Sex: Pair	128,720	27.6	118	160,619	34.4	106	163,465	35.0	82		
With Children	158,194	33.9	117	66,776	14.3	85	227,835	48.8	92		
Unknown	153,048	32.8	100	116,468	25.0	139	183,289	39.3	82		
For Eating:											
Upmarket	215,029	46.1	150	110,195	23.6	113	127,580	27.3	58		
Midmarket	213,366	45.7	133	74,825	16.0	178	164,614	35.3	64		
Downmarket	109,727	23.5	106	158,491	34.0	97	184,587	39.6	95		
For Drinking (monthly spend):											
Nothing	133,980	28.7	95	108,072	23.2	98	210,753	45.2	101		
Low (less than £10)	159,970	34.3	115	73,725	15.8	67	219,110	47.0	104		
Medium (Between £10 and £40)	208,240	44.6	146	67,716	14.5	81	176,849	37.9	75		
High (Greater than £40)	208,476	44.7	173	64,868	13.9	68	179,461	38.5	74		

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	Assembly, BS 3 4EY	*Other Small Retail Groups	0.0	0.1
2	Old Globe, BS 3 4EX	Star Pubs & Bars	0.0	4.0
3	Vx Bristol, BS 3 4ER	Independent Free	1.2	3.8
4	Robert Fitzharding, BS 3 1BN	Wetherspoon	3.0	3.5
5	Barley Mow, BS 3 4HH	Wellington	3.3	0.8
6	London Inn, BS 3 1BH	Inns & Leisure	3.9	3.5
7	Steam Crane, BS 3 1HT	Independent Free	3.9	3.7
8	Hare, BS 3 1EN	Independent Free	4.2	3.7
9	North Street Standard, BS 3 1EN	Independent Free	4.2	3.7
10	Tap & Barrel, BS 3 1BS	Trust Inns	4.2	4.6
11	White Hart, BS 3 4HL	Ei Group	5.1	1.2
12	Apple Tree, BS 3 4EA	Unknown	5.1	1.4
13	Black Cat, BS 3 3LH	*Other Small Retail Groups	5.1	3.4
14	Windmill, BS 3 4LU	Independent Free	5.4	2.2
15	Albert Inn, BS 3 3NN	Wellington	5.7	3.2
16	Old Bookshop, BS 3 1ES	Independent Free	6.0	4.1
17	Imp, BS 3 1DH	*Other Small Retail Groups	6.3	3.3
18	Rope Walk, BS 3 4JA	Youngs	6.6	1.4
19	Rising Sun, BS 3 4LE	Unknown	7.5	2.7
20	Coronation, BS 3 1DD	Hop Back Brewery	8.2	3.8