

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

Number of Pubs	3	5	220
Catchment Adults 18+	1,376	5,901	301,462
Catchment Adults 18+ Per Pub	459	1,180	1,370
Populaton Projection 2018 to 2028 (% change)	2.78%	4.65%	5.21%

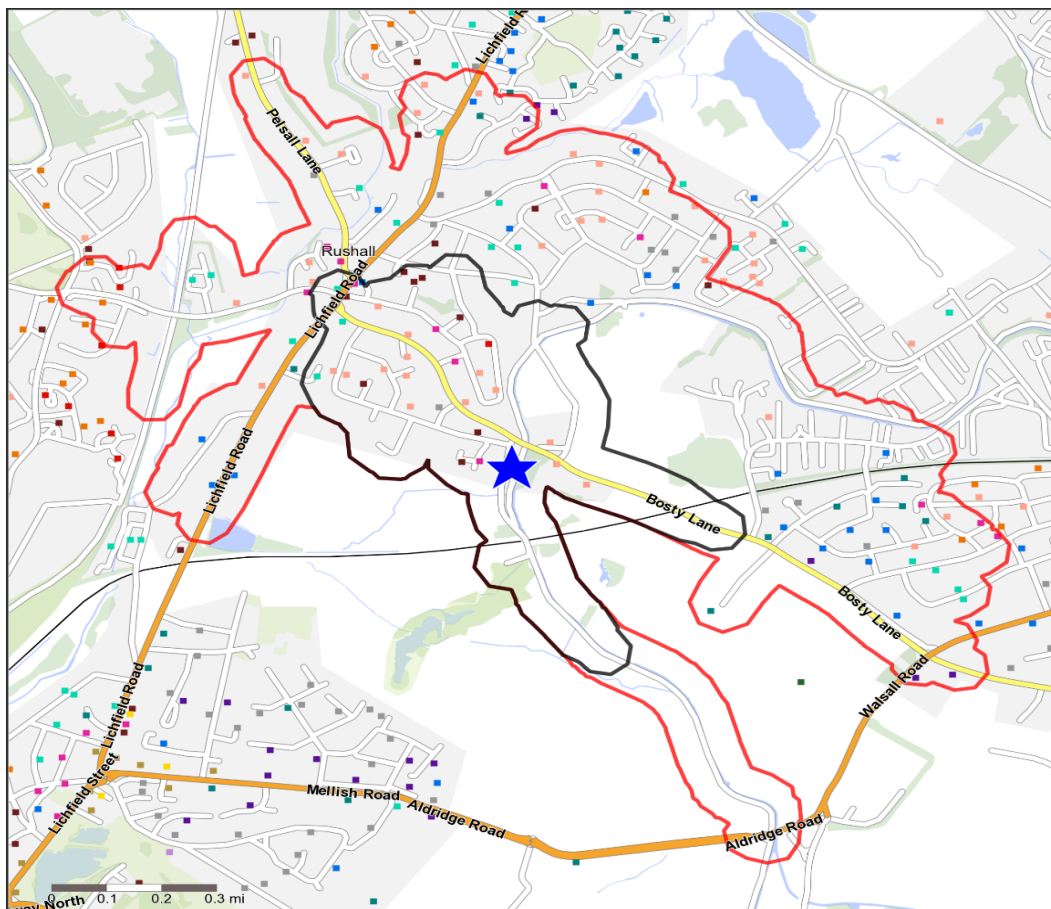
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	1,374	99.9	193	1	High Street Pub	5,634	95.5	184	1	High Street Pub	234,533	77.8	150
2	Community Pub	1,293	94.0	202	2	Community Pub	4,772	80.9	173	2	Community Pub	191,401	63.5	136
3	Premium Local	362	26.3	42	3	Premium Local	2,752	46.6	74	3	Premium Local	129,783	43.1	68
4	Bit of Style	163	11.8	92	4	Great Pub Great Food	1,487	25.2	195	4	Great Pub Great Food	98,776	32.8	253
5	Great Pub Great Food	87	6.3	16	5	Bit of Style	969	16.4	41	5	Bit of Style	43,947	14.6	36
6	Circuit Bar	75	5.5	20	6	Circuit Bar	566	9.6	36	6	Circuit Bar	26,481	8.8	33
7	Craft Led	73	5.3	52	7	Craft Led	416	7.0	68	7	Craft Led	17,858	5.9	58

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	70	5.1	58	344	5.8	66	18,717	6.2	70
C1	146	10.6	87	622	10.5	86	31,275	10.4	85
C2	160	11.6	141	643	10.9	132	28,110	9.3	113
DE	161	11.7	114	612	10.4	101	34,818	11.5	112

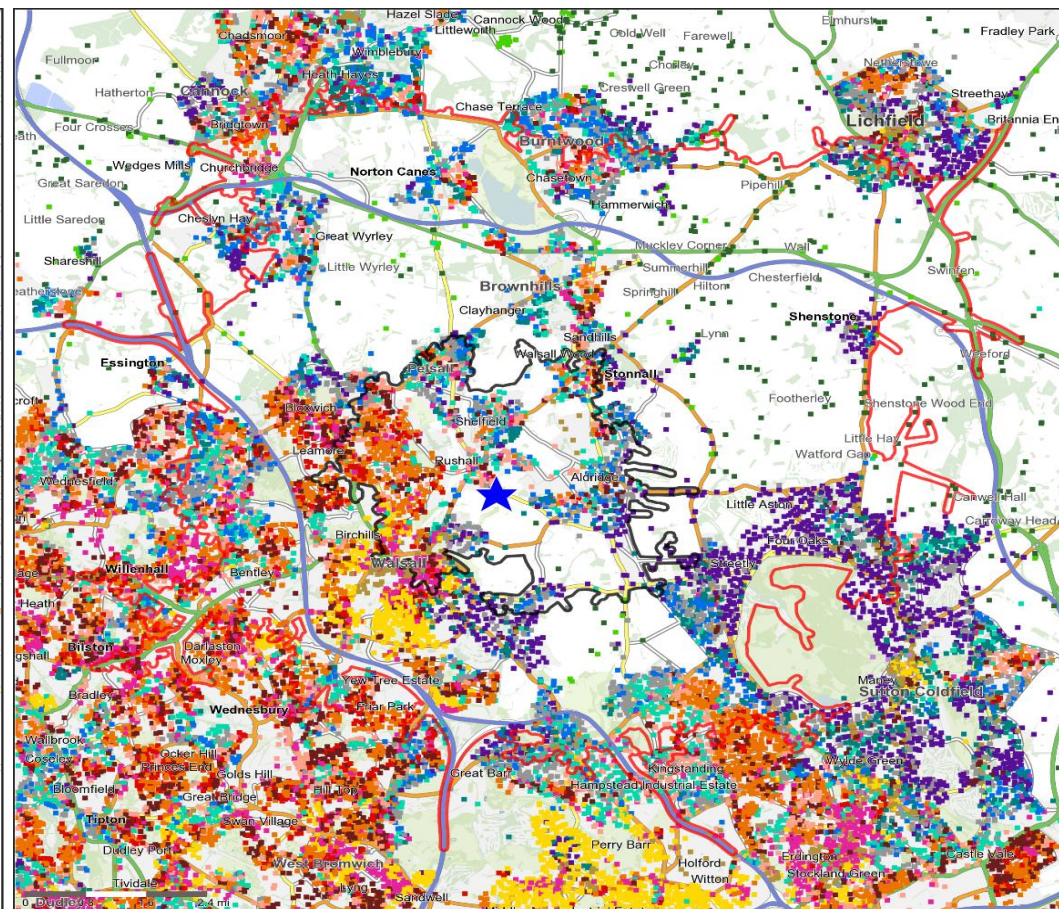
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	723	52.5	158	2,446	41.5	125	139,235	46.2	139
Medium (7-13)	557	40.5	122	2,780	47.1	142	105,846	35.1	106
High (14-19)	32	2.3	8	486	8.2	29	51,369	17.0	60

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

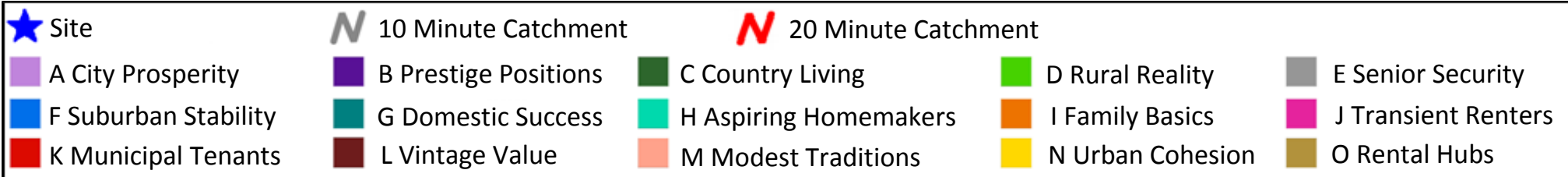
Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



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	10	34
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	2	2,813
B06	Diamond Days	0	0	308	4,213
B07	Alpha Families	0	0	426	4,086
B08	Bank of Mum and Dad	0	11	1,344	7,542
B09	Empty-Nest Adventure	0	96	1,728	8,826
C10	Wealthy Landowners	0	11	13	814
C11	Rural Vogue	0	0	0	200
C12	Scattered Homesteads	0	0	0	25
C13	Village Retirement	0	0	0	395
D14	Satellite Settlers	0	0	17	1,420
D15	Local Focus	0	0	0	57
D16	Outlying Seniors	0	0	0	95
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	5	1,522	6,601
E19	Bungalow Heaven	0	33	2,116	9,309
E20	Classic Grandparents	28	360	2,473	12,856
E21	Solo Retirees	35	135	1,256	8,266
F22	Boomerang Boarders	0	205	2,740	9,292
F23	Family Ties	0	101	645	3,537
F24	Fledgling Free	32	232	1,846	11,432
F25	Dependable Me	18	211	978	5,275
G26	Cafés and Catchments	0	0	166	1,205
G27	Thriving Independence	4	116	459	3,730
G28	Modern Parents	0	0	842	5,765
G29	Mid-Career Convention	0	172	1,591	7,593
H30	Primary Ambitions	45	45	694	3,638
H31	Affordable Fringe	5	594	2,582	17,820
H32	First-Rung Futures	19	306	2,296	9,570
H33	Contemporary Starts	2	108	715	3,759
H34	New Foundations	0	0	237	637
H35	Flying Solo	0	8	306	1,126

		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	0	41	411	3,435
I37	Budget Generations	0	50	2,533	10,381
I38	Economical Families	0	0	2,334	11,121
I39	Families on a Budget	0	41	6,190	17,574
J40	Value Rentals	93	214	714	4,308
J41	Youthful Endeavours	0	42	772	2,627
J42	Midlife Renters	14	127	1,016	3,811
J43	Renting Rooms	0	0	1,889	5,665
K44	Inner City Stalwarts	0	0	1	23
K45	City Diversity	0	0	0	136
K46	High Rise Residents	0	0	861	1,863
K47	Single Essentials	53	102	1,256	4,582
K48	Mature Workers	0	58	2,465	7,690
L49	Flatlet Seniors	0	0	869	2,977
L50	Pocket Pensions	24	203	1,851	6,334
L51	Retirement Communities	0	0	568	2,067
L52	Estate Veterans	147	234	1,730	9,437
L53	Seasoned Survivors	41	52	1,004	4,920
M54	Down-to-Earth Owners	236	539	2,658	8,135
M55	Back with the Folks	384	973	3,237	12,120
M56	Self Supporters	196	476	1,461	5,706
N57	Community Elders	0	0	160	1,697
N58	Culture & Comfort	0	0	176	1,749
N59	Large Family Living	0	0	1,396	14,441
N60	Ageing Access	0	0	79	537
O61	Career Builders	0	0	44	1,331
O62	Central Pulse	0	0	222	1,121
O63	Flexible Workforce	0	0	52	126
O64	Bus-Route Renters	0	0	814	2,930
O65	Learners & Earners	0	0	0	3
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	75	684
Total		1,376	5,901	64,150	301,462

Top 3 Mosaic Types in a 20 Minute Walktime

1. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

2. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

3. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

Top 3 Mosaic Types in a 20 Minute Drivetime

1. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

2. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

3. N59 Large Family Living

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



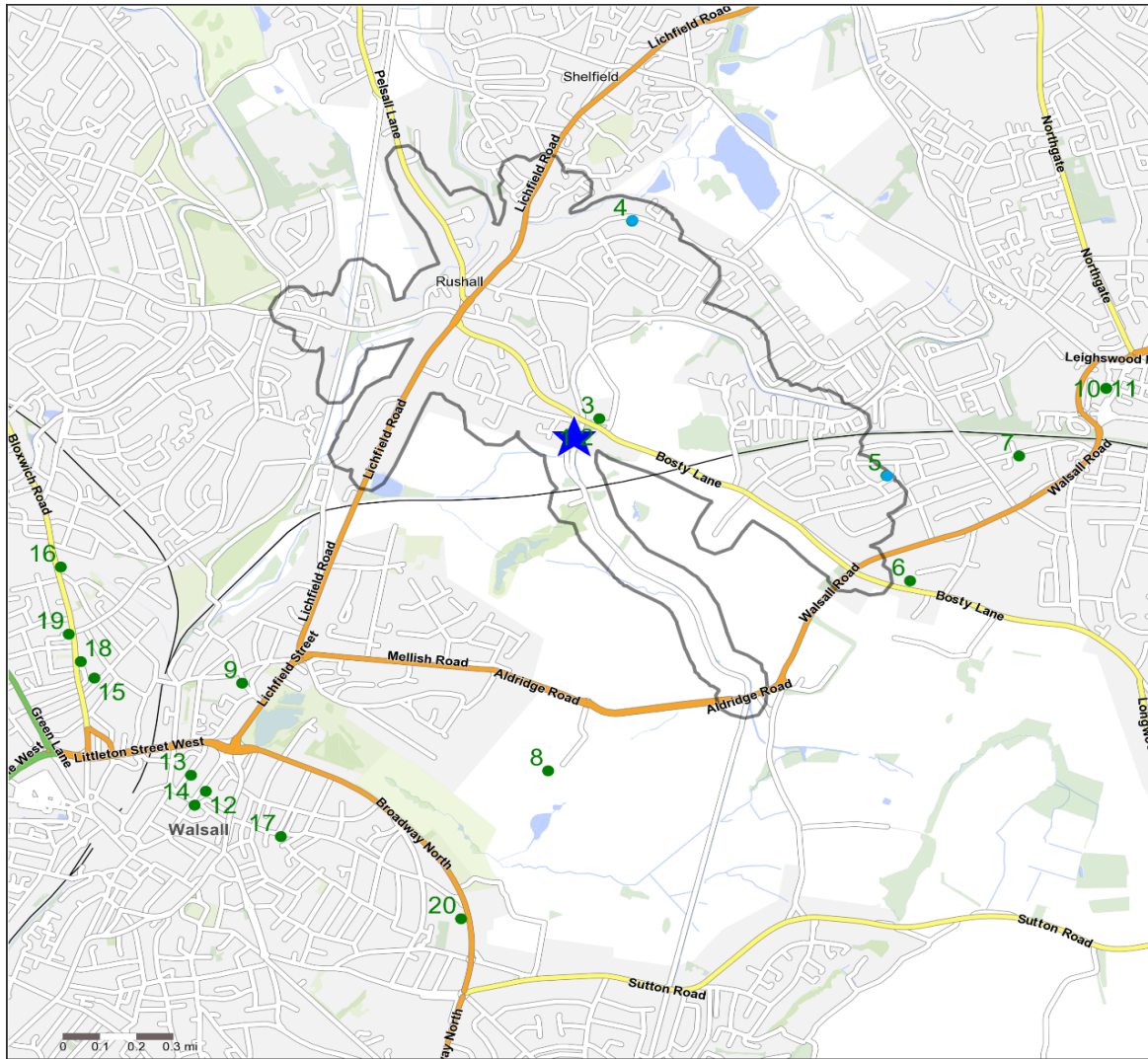
- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

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	1,887	32.0	106	685	11.6	71	3,329	56.4	108	
Male: Alone	3,004	50.9	171	645	10.9	70	2,252	38.2	72	
Male: Group	1,550	26.3	115	2,711	45.9	175	1,640	27.8	56	
Male: Pair	2,540	43.0	165	1,180	20.0	131	2,181	37.0	64	
Mixed Sex: Group	1,027	17.4	76	2,124	36.0	113	2,750	46.6	106	
Mixed Sex: Pair	2,593	43.9	187	1,150	19.5	60	2,158	36.6	86	
With Children	2,785	47.2	163	1,052	17.8	106	2,064	35.0	66	
Unknown	2,145	36.3	111	335	5.7	32	3,421	58.0	121	
For Eating:										
Upmarket	2,268	38.4	125	642	10.9	52	2,992	50.7	107	
Midmarket	1,828	31.0	90	132	2.2	25	3,941	66.8	121	
Downmarket	3,368	57.1	257	1,523	25.8	74	1,010	17.1	41	
For Drinking (monthly spend):										
Nothing	3,079	52.2	173	1,233	20.9	88	1,589	26.9	60	
Low (less than £10)	2,607	44.2	148	1,183	20.0	85	2,111	35.8	79	
Medium (Between £10 and £40)	2,607	44.2	144	781	13.2	74	2,513	42.6	85	
High (Greater than £40)	1,481	25.1	97	1,721	29.2	142	2,699	45.7	87	

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	76,863	25.5	84	44,195	14.7	90	179,721	59.6	114	
Male: Alone	105,570	35.0	118	46,780	15.5	99	148,429	49.2	92	
Male: Group	72,969	24.2	106	81,159	26.9	103	146,651	48.6	98	
Male: Pair	93,056	30.9	118	52,857	17.5	115	154,866	51.4	90	
Mixed Sex: Group	76,024	25.2	110	70,899	23.5	74	153,856	51.0	116	
Mixed Sex: Pair	96,191	31.9	136	88,638	29.4	90	115,950	38.5	90	
With Children	119,310	39.6	137	46,771	15.5	92	134,697	44.7	84	
Unknown	102,413	34.0	103	35,524	11.8	66	162,842	54.0	113	
For Eating:										
Upmarket	100,252	33.3	109	51,522	17.1	82	149,004	49.4	105	
Midmarket	103,159	34.2	100	24,797	8.2	91	172,822	57.3	104	
Downmarket	116,230	38.6	173	99,253	32.9	94	85,295	28.3	68	
For Drinking (monthly spend):										
Nothing	114,584	38.0	126	72,615	24.1	102	113,579	37.7	84	
Low (less than £10)	107,477	35.7	119	57,222	19.0	81	136,079	45.1	100	
Medium (Between £10 and £40)	110,994	36.8	120	42,281	14.0	79	147,503	48.9	97	
High (Greater than £40)	67,321	22.3	86	80,011	26.5	129	153,446	50.9	97	

Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Boathouse, WS 4 1LG	Star Pubs & Bars	0.0	0.1
2	Manor Arms, WS 4 1LG	Marston's	0.0	0.1
3	Royal Oak, WS 4 1LH	Ei Group	4.5	1.1
4	Farmers Boy, WS 4 1HH	Star Pubs & Bars	18.4	3.7
5	Bowman, WS 9 0DR	Star Pubs & Bars	20.5	4.1
6	White House, WS 9 0QE	Mitchells & Butlers	22.0	4.5
7	Red Lion, WS 9 0BW	Independent Free	27.2	6.0
8	Dilke Arms, WS 4 2JL	Whitbread	32.0	6.4
9	Butts Tavern, WS 4 2BJ	*Other Small Retail Groups	35.0	7.5
10	Avion, WS 9 8PT	Wetherspoon	38.6	7.5
11	Crown, WS 9 8PT	Mitchells & Butlers	38.6	7.5
12	Arbor Lights, WS 1 1SY	Punch Pub Company	40.7	9.0
13	Fountain Inn, WS 1 1XB	*Other Small Retail Groups	41.9	9.1
14	Equator, WS 1 1SL	Independent Free	41.9	9.3
15	Pretty Bricks, WS 2 8AF	*Other Small Retail Groups	42.6	9.9
16	Horse & Jockey, WS 2 8BU	*Other Small Retail Groups	43.2	9.5
17	Spring Cottage, WS 1 2HZ	Star Pubs & Bars	44.7	9.4
18	Rock Steady Eddies, WS 2 8EA	Independent Free	45.0	8.8
19	Seven Stars, WS 2 8DX	Global Star	46.2	9.4
20	Toby Carvery, WS 1 2QA	Mitchells & Butlers	48.9	11.1