

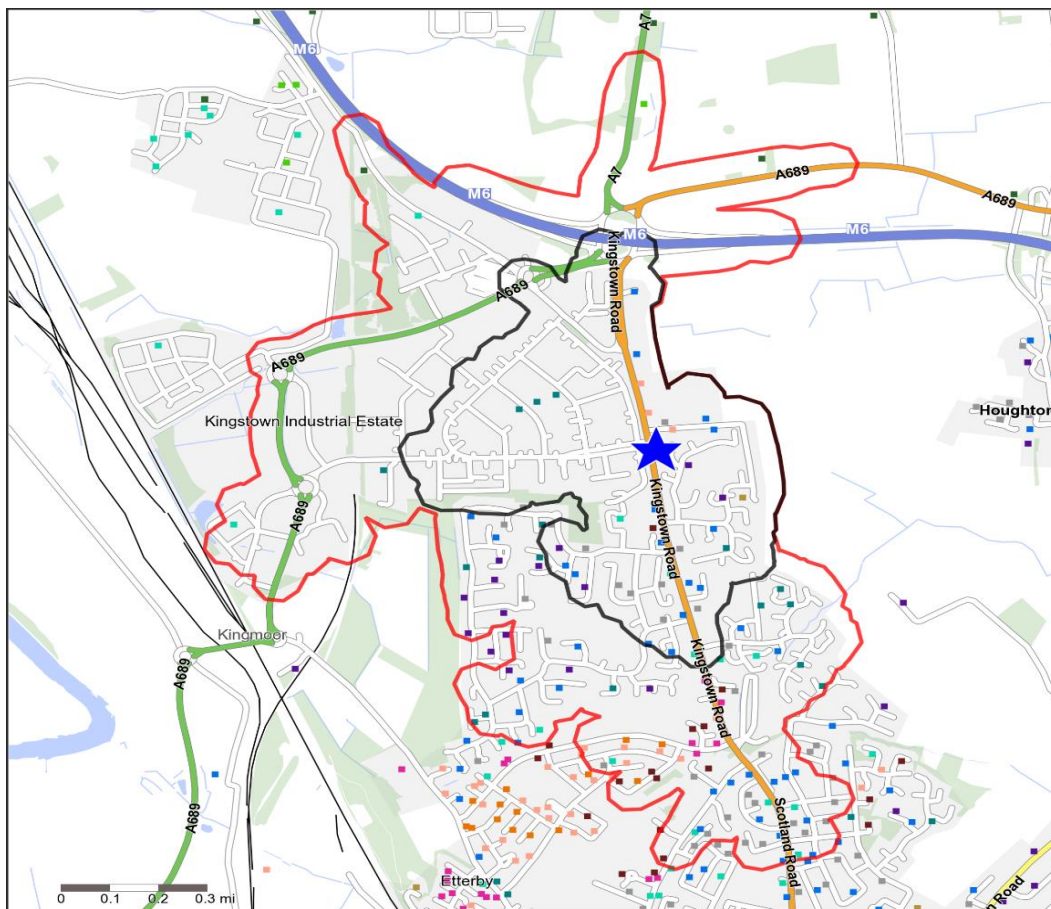
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	2	2	125
Catchment Adults 18+	1,487	4,536	97,616
Catchment Adults 18+ Per Pub	744	2,268	781
Populaton Projection 2018 to 2028 (% change)	1.59%	1.42%	1.12%

		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	Premium Local	878	59.0	114	1	High Street Pub	3,274	72.2	139	1	Community Pub	65,782	67.4	130
2	High Street Pub	872	58.6	126	2	Premium Local	2,864	63.1	135	2	High Street Pub	64,180	65.7	141
3	Great Pub Great Food	745	50.1	79	3	Great Pub Great Food	2,158	47.6	75	3	Premium Local	45,696	46.8	74
4	Community Pub	536	36.0	279	4	Community Pub	1,849	40.8	315	4	Great Pub Great Food	35,414	36.3	281
5	Bit of Style	326	21.9	54	5	Bit of Style	1,138	25.1	62	5	Bit of Style	13,363	13.7	34
6	Circuit Bar	253	17.0	63	6	Circuit Bar	494	10.9	41	6	Circuit Bar	8,032	8.2	31
7	Craft Led	200	13.4	131	7	Craft Led	398	8.8	85	7	Craft Led	4,216	4.3	42

	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	133	8.9	101	375	8.3	93	6,004	6.2	70
C1	173	11.6	95	506	11.2	91	10,599	10.9	89
C2	121	8.1	99	346	7.6	92	10,063	10.3	125
DE	90	6.1	59	312	6.9	67	12,397	12.7	123

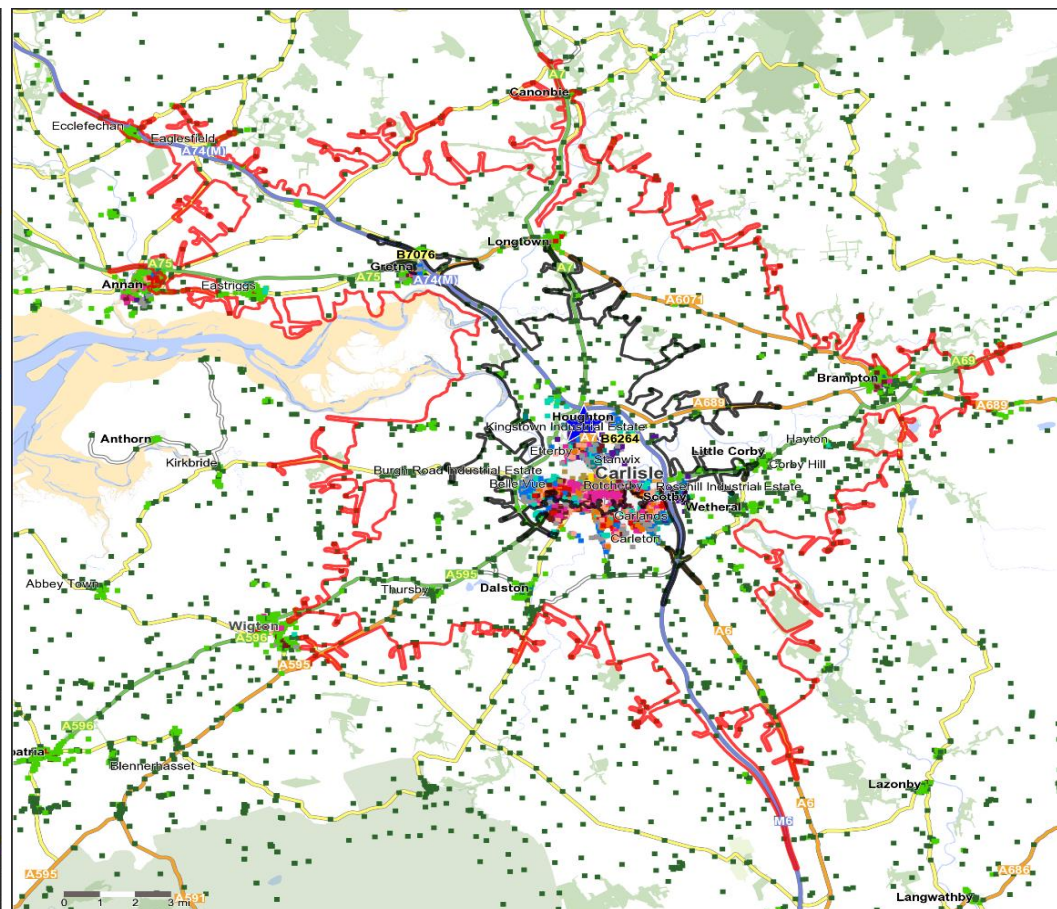
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	204	13.7	41	928	20.5	62	44,914	46.0	139
Medium (7-13)	824	55.4	167	2,302	50.7	153	33,121	33.9	102
High (14-19)	320	21.5	76	868	19.1	67	11,487	11.8	41

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



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

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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	0	0
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	6	6
	B06	Diamond Days	0	0	42	42
	B07	Alpha Families	0	0	57	76
	B08	Bank of Mum and Dad	0	0	176	266
	B09	Empty-Nest Adventure	283	670	1,285	1,385
	C10	Wealthy Landowners	0	1	95	680
	C11	Rural Vogue	0	3	667	3,382
	C12	Scattered Homesteads	0	0	909	7,537
	C13	Village Retirement	0	1	1,012	4,915
	D14	Satellite Settlers	0	1	470	3,517
	D15	Local Focus	0	6	271	3,890
	D16	Outlying Seniors	0	0	442	4,773
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	455	463
	E19	Bungalow Heaven	192	367	1,703	3,196
	E20	Classic Grandparents	84	331	950	1,337
	E21	Solo Retirees	23	127	865	1,216
	F22	Boomerang Boarders	233	555	1,096	1,383
	F23	Family Ties	14	125	466	579
	F24	Fledgling Free	103	240	3,525	4,822
	F25	Dependable Me	59	136	1,348	1,677
	G26	Cafés and Catchments	0	0	11	11
	G27	Thriving Independence	0	0	298	354
	G28	Modern Parents	0	125	417	839
	G29	Mid-Career Convention	126	555	1,336	1,930
	H30	Primary Ambitions	0	0	524	630
	H31	Affordable Fringe	0	6	2,040	3,018
	H32	First-Rung Futures	60	258	1,435	1,760
	H33	Contemporary Starts	0	34	785	1,436
	H34	New Foundations	0	9	138	466
	H35	Flying Solo	140	140	340	351

			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	0	61	63
	I37	Budget Generations	0	14	162	662
	I38	Economical Families	0	75	828	1,913
	I39	Families on a Budget	0	0	1,128	3,045
	J40	Value Rentals	0	16	1,545	4,066
	J41	Youthful Endeavours	0	0	333	444
	J42	Midlife Renters	0	49	1,960	2,547
	J43	Renting Rooms	0	16	4,477	4,773
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	0
	K47	Single Essentials	0	0	282	584
	K48	Mature Workers	0	0	1,158	4,450
	L49	Flatlet Seniors	0	29	989	1,582
	L50	Pocket Pensions	0	46	310	1,572
	L51	Retirement Communities	42	165	540	603
	L52	Estate Veterans	0	22	130	648
	L53	Seasoned Survivors	0	37	1,408	2,675
	M54	Down-to-Earth Owners	0	143	1,502	3,260
	M55	Back with the Folks	0	29	917	1,267
	M56	Self Supporters	75	151	2,781	3,439
	N57	Community Elders	0	0	0	0
	N58	Culture & Comfort	0	0	0	0
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	0	0	267	267
	O61	Career Builders	0	0	19	158
	O62	Central Pulse	0	0	144	144
	O63	Flexible Workforce	0	0	39	39
	O64	Bus-Route Renters	53	53	1,195	1,628
	O65	Learners & Earners	0	0	1,066	1,066
	O66	Student Scene	0	0	114	114
	U99	Unclassified	0	0	671	671
Total			1,487	4,535	47,190	97,617

Top 3 Mosaic Types in a 20 Minute Walktime

1. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

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. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

Top 3 Mosaic Types in a 20 Minute Drivetime

1. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

2. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

3. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



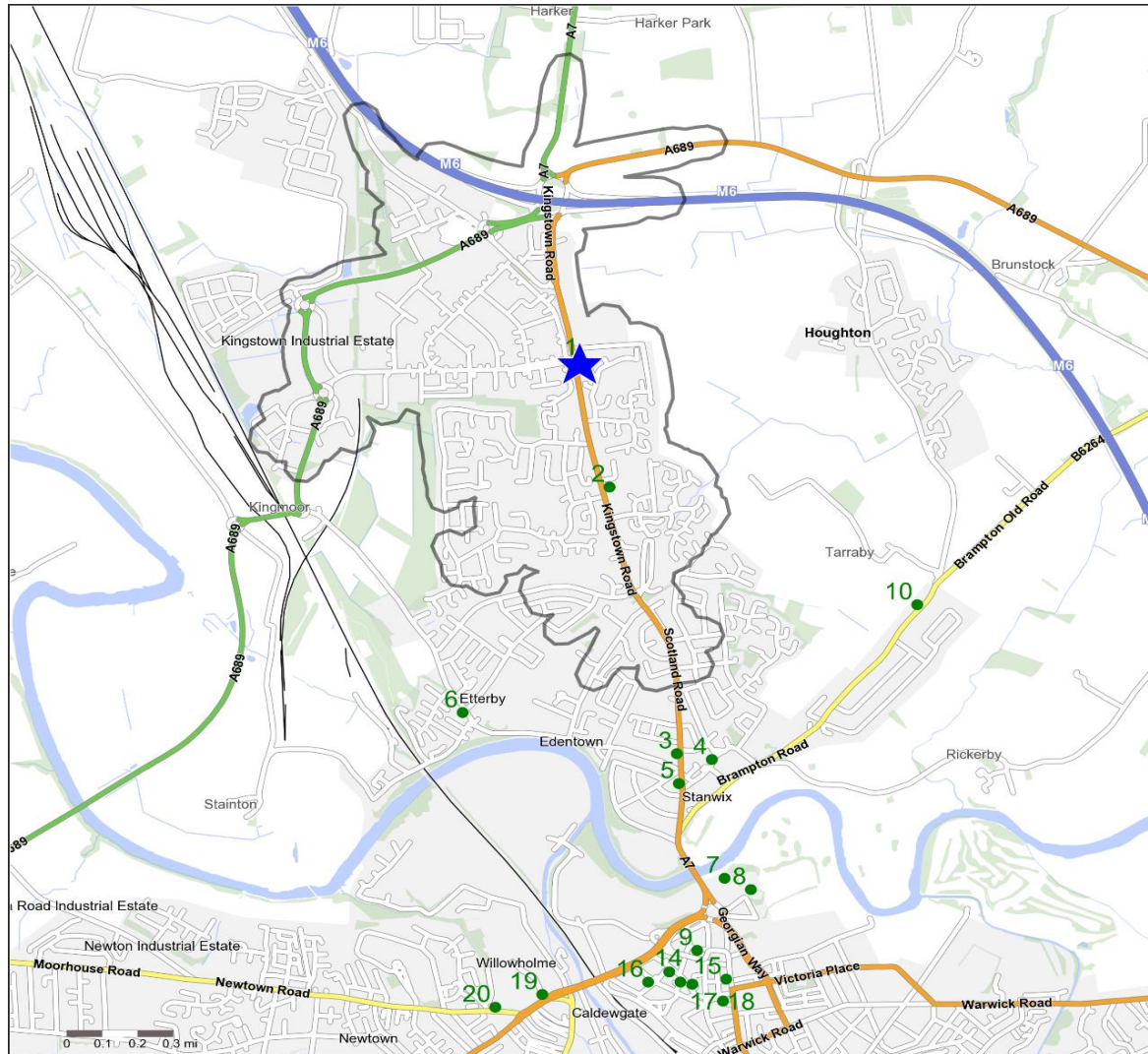
- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

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	% of Population	Index
Female: Alone, Pair or Group	1,071	23.6	78	42	0.9	6	3,423	75.5	145			
Male: Alone	1,366	30.1	101	696	15.3	98	2,474	54.5	102			
Male: Group	1,013	22.3	98	1,600	35.3	135	1,924	42.4	85			
Male: Pair	1,079	23.8	91	809	17.8	117	2,648	58.4	102			
Mixed Sex: Group	347	7.6	33	1,987	43.8	137	2,203	48.6	111			
Mixed Sex: Pair	1,844	40.7	173	1,438	31.7	98	1,254	27.6	65			
With Children	1,062	23.4	81	762	16.8	100	2,713	59.8	113			
Unknown	968	21.3	65	315	6.9	39	3,254	71.7	150			
For Eating:												
Upmarket	1,512	33.3	109	290	6.4	31	2,734	60.3	128			
Midmarket	932	20.5	60	140	3.1	34	3,465	76.4	138			
Downmarket	1,707	37.6	169	2,180	48.1	138	649	14.3	34			
For Drinking (monthly spend):												
Nothing	1,284	28.3	94	2,107	46.5	197	1,145	25.2	56			
Low (less than £10)	2,412	53.2	178	1,073	23.7	101	1,051	23.2	51			
Medium (Between £10 and £40)	2,411	53.2	174	513	11.3	63	1,613	35.6	71			
High (Greater than £40)	1,518	33.5	129	1,073	23.7	115	1,945	42.9	82			

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	19,233	19.7	65	16,157	16.6	101	61,555	63.1	121
Male: Alone	30,696	31.4	106	11,089	11.4	73	55,160	56.5	106
Male: Group	19,520	20.0	87	30,666	31.4	120	46,759	47.9	97
Male: Pair	16,927	17.3	66	17,919	18.4	120	62,099	63.6	111
Mixed Sex: Group	18,510	19.0	83	33,031	33.8	106	45,404	46.5	106
Mixed Sex: Pair	20,297	20.8	89	40,213	41.2	127	36,436	37.3	87
With Children	25,253	25.9	89	17,949	18.4	109	53,744	55.1	104
Unknown	26,813	27.5	84	9,600	9.8	55	60,532	62.0	129
For Eating:									
Upmarket	14,948	15.3	50	16,125	16.5	79	65,873	67.5	143
Midmarket	22,096	22.6	66	3,903	4.0	44	70,946	72.7	131
Downmarket	27,806	28.5	128	36,921	37.8	108	32,218	33.0	79
For Drinking (monthly spend):									
Nothing	35,879	36.8	122	23,170	23.7	100	37,897	38.8	87
Low (less than £10)	26,067	26.7	89	35,735	36.6	156	35,143	36.0	79
Medium (Between £10 and £40)	14,831	15.2	50	25,027	25.6	144	57,087	58.5	116
High (Greater than £40)	8,696	8.9	34	22,102	22.6	110	66,147	67.8	130

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	Coach & Horses, CA 3 ODE	Star Pubs & Bars	0.0	0.1
2	Gosling Bridge Inn, CA 3 OAT	Greene King	8.2	1.4
3	Crown Inn, CA 3 9HS	Greene King	24.1	4.2
4	Crown & Thistle, CA 3 9DS	Punch Pub Company	24.7	4.3
5	Hour Glass, CA 3 9HR	Independent Free	26.6	4.3
6	Redfern Inn, CA 3 9PS	Punch Pub Company	27.5	5.1
7	Sands Centre, CA 1 1JQ	Independent Free	33.2	5.2
8	Turf Tavern, CA 1 1JG	Greene King	36.2	5.7
9	McGrews Bistro, CA 3 8QW	Independent Free	39.5	6.4
10	Near Boot, CA 3 OJA	Star Pubs & Bars	40.7	7.5
11	Shabby Scholar, CA 3 8RY	Independent Free	41.0	7.7
12	Kings Head Inn, CA 3 8RF	Star Pubs & Bars	41.0	7.8
13	Quarter Lounge, CA 3 8RF	Independent Free	41.0	7.8
14	Lane Bar, CA 3 8RH	Independent Free	41.3	6.6
15	Howard Arms, CA 3 8ED	Star Pubs & Bars	42.6	6.9
16	Boardroom, CA 3 8TP	Ei Group	42.6	7.7
17	Apple Tree, CA 3 8EQ	Greene King	43.8	7.3
18	Coco Mill, CA 3 8EQ	Independent Free	43.8	7.3
19	Joiners Arms, CA 2 5TF	Star Pubs & Bars	45.0	7.7
20	Jovial Sailor, CA 2 7AA	Independent Free	48.9	7.7