

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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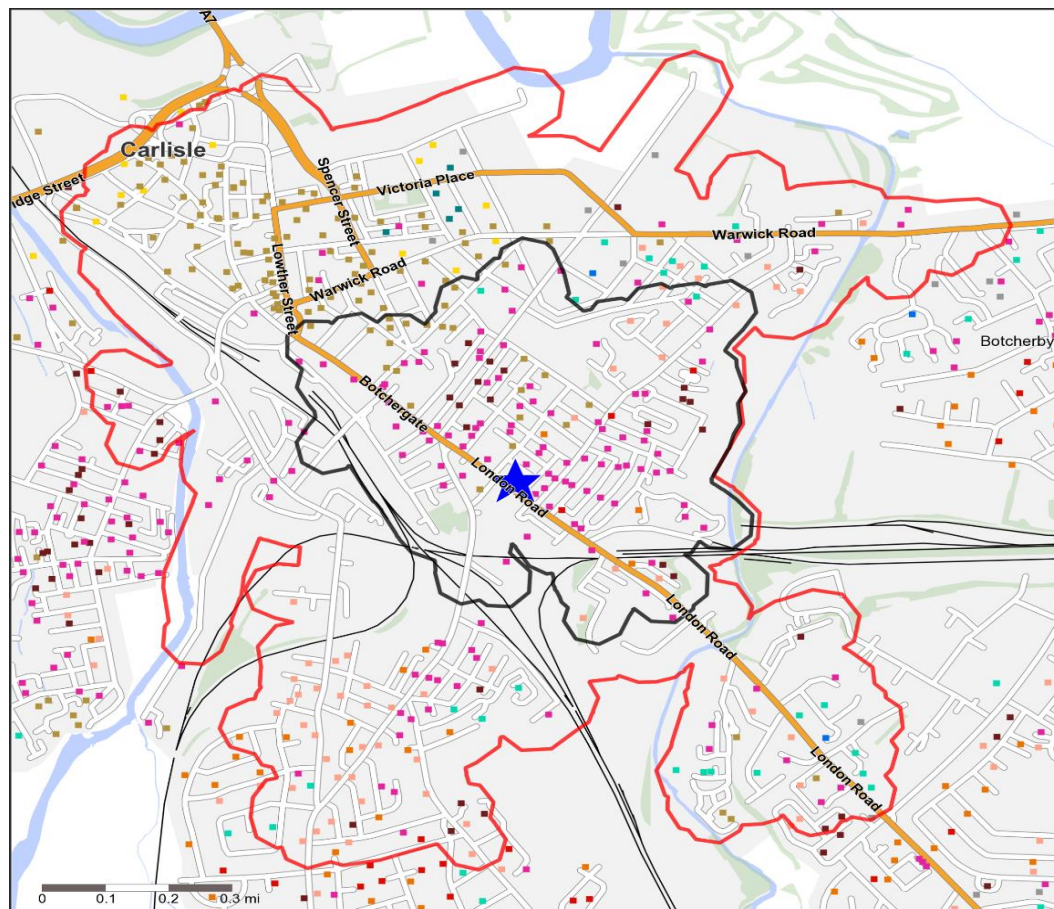
Number of Pubs	17	47	115
Catchment Adults 18+	4,694	11,845	90,300
Catchment Adults 18+ Per Pub	276	252	785
Populaton Projection 2018 to 2028 (% change)	1.79%	1.82%	1.25%

		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	4,270	91.0	176	1	High Street Pub	11,159	94.2	182	1	High Street Pub	62,234	68.9	133
2	Community Pub	4,008	85.4	183	2	Community Pub	10,286	86.8	186	2	Community Pub	60,101	66.6	143
3	Premium Local	779	16.6	26	3	Premium Local	2,537	21.4	34	3	Premium Local	41,847	46.3	74
4	Circuit Bar	719	15.3	118	4	Circuit Bar	2,232	18.8	146	4	Great Pub Great Food	31,632	35.0	271
5	Craft Led	648	13.8	34	5	Bit of Style	2,172	18.3	45	5	Bit of Style	13,217	14.6	36
6	Bit of Style	645	13.7	51	6	Craft Led	1,424	12.0	45	6	Circuit Bar	7,994	8.9	33
7	Great Pub Great Food	64	1.4	13	7	Great Pub Great Food	981	8.3	80	7	Craft Led	4,217	4.7	45

	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	300	6.4	72	753	6.4	72	5,673	6.3	71
C1	702	15.0	122	1,704	14.4	117	9,974	11.0	90
C2	483	10.3	125	1,295	10.9	132	9,135	10.1	123
DE	739	15.7	153	1,853	15.6	152	11,664	12.9	126

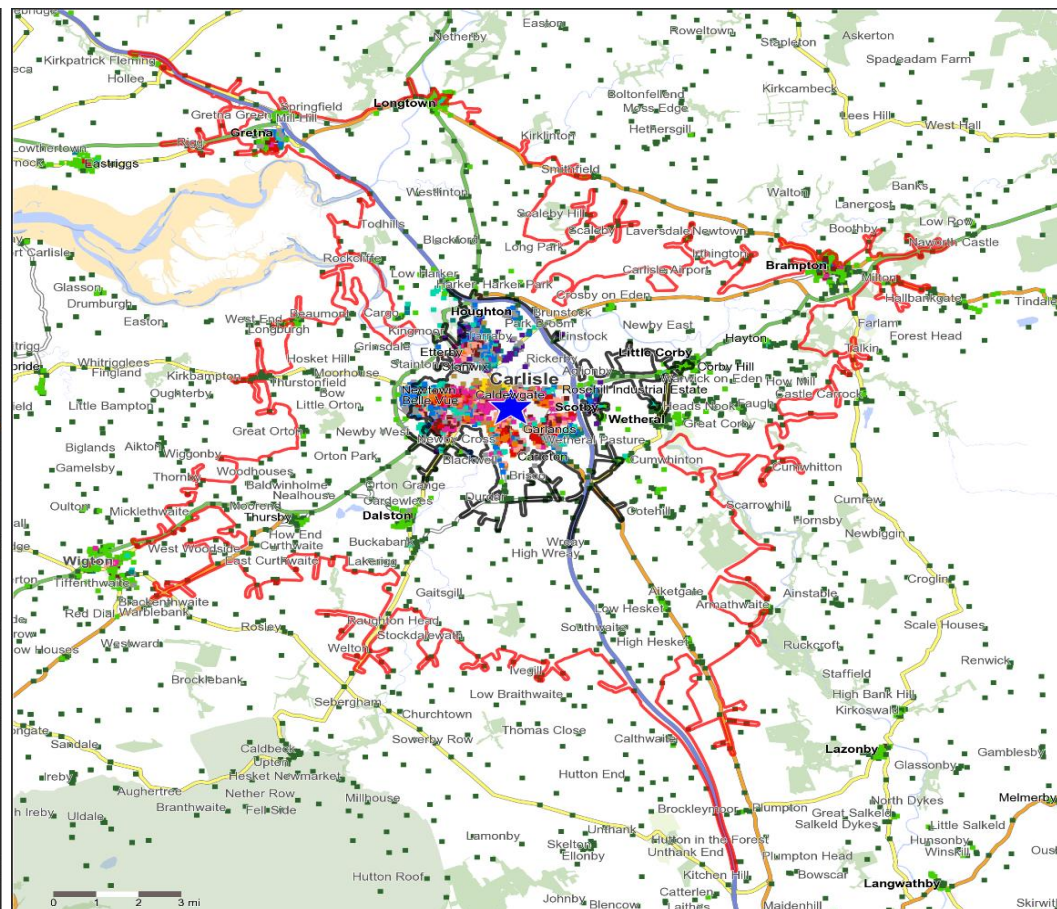
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,382	72.0	217	7,383	62.3	188	42,373	46.9	141
Medium (7-13)	682	14.5	44	2,797	23.6	71	30,411	33.7	102
High (14-19)	37	0.8	3	263	2.2	8	10,502	11.6	41

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	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	38	76
	B08	Bank of Mum and Dad	0	0	242	266
	B09	Empty-Nest Adventure	0	0	1,096	1,385
	C10	Wealthy Landowners	0	0	178	675
	C11	Rural Vogue	0	0	130	2,764
	C12	Scattered Homesteads	0	0	121	5,309
	C13	Village Retirement	0	0	1,048	4,464
	D14	Satellite Settlers	0	0	492	3,142
	D15	Local Focus	0	0	7	2,277
	D16	Outlying Seniors	0	0	199	3,228
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	74	425	463
	E19	Bungalow Heaven	0	0	2,251	3,153
	E20	Classic Grandparents	0	65	1,205	1,337
	E21	Solo Retirees	0	112	1,212	1,216
	F22	Boomerang Boarders	0	0	1,211	1,383
	F23	Family Ties	0	0	446	579
	F24	Fledgling Free	0	0	2,821	4,822
	F25	Dependable Me	14	111	1,529	1,668
	G26	Cafés and Catchments	0	0	11	11
	G27	Thriving Independence	0	180	354	354
	G28	Modern Parents	0	0	600	839
	G29	Mid-Career Convention	0	0	1,630	1,825
	H30	Primary Ambitions	40	174	630	630
	H31	Affordable Fringe	25	534	2,441	3,018
	H32	First-Rung Futures	38	209	1,760	1,760
	H33	Contemporary Starts	0	0	844	1,405
	H34	New Foundations	0	12	221	458
	H35	Flying Solo	0	0	340	352

			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	3	4	63	63
	I37	Budget Generations	0	0	652	662
	I38	Economical Families	45	270	1,913	1,913
	I39	Families on a Budget	0	164	2,904	3,045
	J40	Value Rentals	0	426	3,712	4,062
	J41	Youthful Endeavours	2	100	440	444
	J42	Midlife Renters	388	1,142	2,418	2,547
	J43	Renting Rooms	2,053	2,767	4,773	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	42	44	549	584
	K48	Mature Workers	4	117	3,767	4,234
	L49	Flatlet Seniors	339	555	1,582	1,582
	L50	Pocket Pensions	0	35	998	1,526
	L51	Retirement Communities	0	62	543	603
	L52	Estate Veterans	0	0	513	648
	L53	Seasoned Survivors	310	445	2,675	2,675
	M54	Down-to-Earth Owners	101	250	3,140	3,240
	M55	Back with the Folks	104	342	1,261	1,266
	M56	Self Supporters	405	1,465	3,424	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	65	219	267	267
	O61	Career Builders	0	19	158	158
	O62	Central Pulse	5	139	144	144
	O63	Flexible Workforce	5	39	39	39
	O64	Bus-Route Renters	70	716	1,524	1,628
	O65	Learners & Earners	557	935	1,066	1,066
	O66	Student Scene	2	39	114	114
	U99	Unclassified	80	80	671	671
Total			4,697	11,845	62,840	90,300

Top 3 Mosaic Types in a 20 Minute Walktime

1. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

2. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

3. 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

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. 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

3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



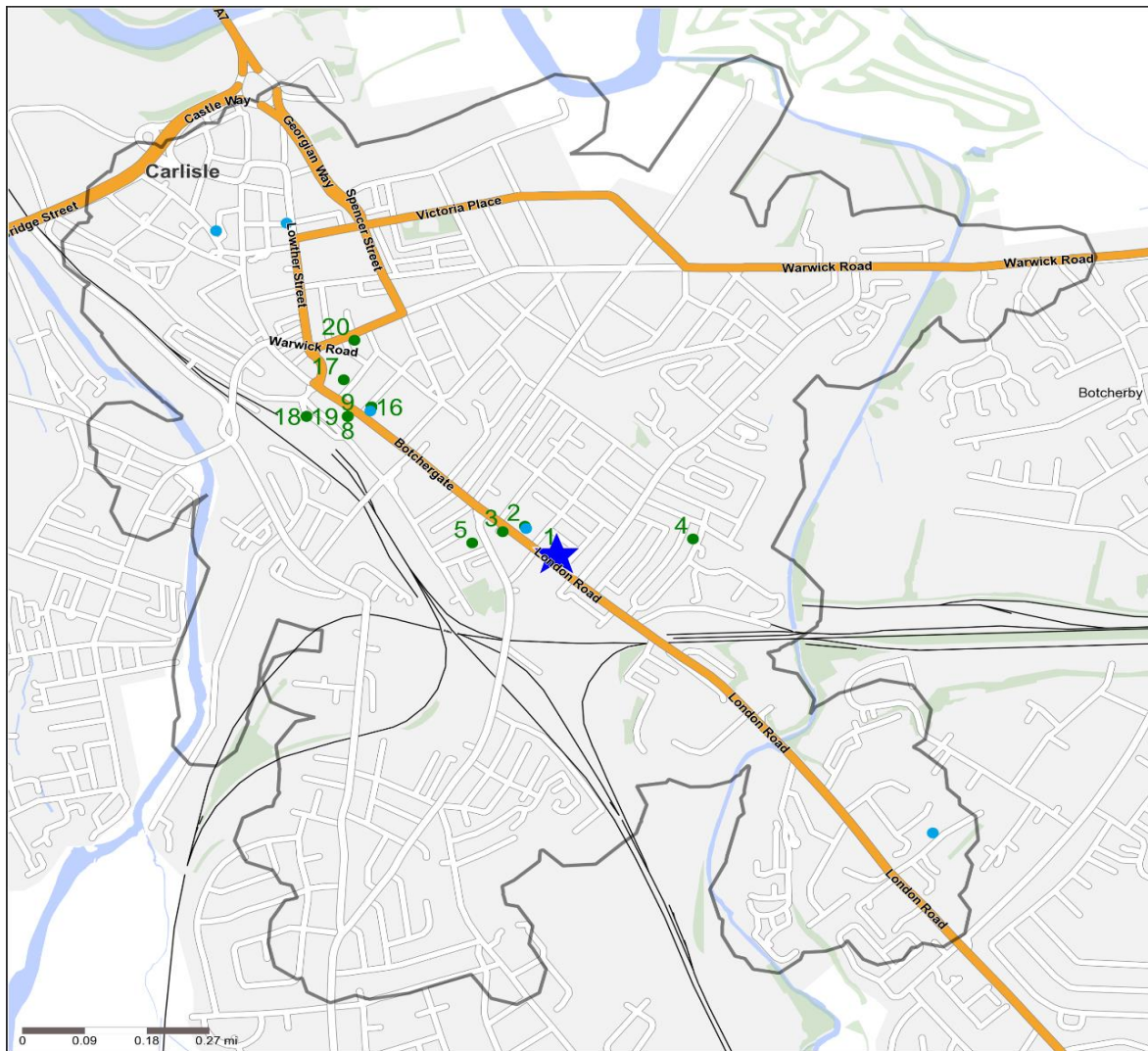
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	4,496	38.0	125		3,325	28.1	172		3,944	33.3	64	
Male: Alone	7,707	65.1	219		872	7.4	47		3,186	26.9	50	
Male: Group	3,569	30.1	132		6,081	51.3	196		2,115	17.9	36	
Male: Pair	4,762	40.2	154		5,392	45.5	299		1,612	13.6	24	
Mixed Sex: Group	6,956	58.7	257		1,325	11.2	35		3,484	29.4	67	
Mixed Sex: Pair	3,912	33.0	141		4,678	39.5	121		3,175	26.8	63	
With Children	7,059	59.6	206		2,098	17.7	105		2,608	22.0	42	
Unknown	4,561	38.5	117		2,772	23.4	131		4,432	37.4	78	
For Eating:												
Upmarket	3,157	26.7	87		4,944	41.7	200		3,664	30.9	65	
Midmarket	7,271	61.4	179		268	2.3	25		4,226	35.7	64	
Downmarket	3,553	30.0	135		4,703	39.7	114		3,509	29.6	71	
For Drinking (monthly spend):												
Nothing	2,019	17.0	56		3,426	28.9	122		6,320	53.4	119	
Low (less than £10)	1,335	11.3	38		3,427	28.9	123		7,003	59.1	130	
Medium (Between £10 and £40)	2,409	20.3	66		1,293	10.9	61		8,063	68.1	135	
High (Greater than £40)	1,867	15.8	61		2,067	17.5	85		7,831	66.1	126	

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	19,190	21.3	70	14,169	15.7	96	56,270	62.3	120
Male: Alone	29,075	32.2	108	10,981	12.2	78	49,573	54.9	103
Male: Group	19,249	21.3	93	28,435	31.5	120	41,946	46.5	94
Male: Pair	16,880	18.7	72	17,902	19.8	130	54,847	60.7	106
Mixed Sex: Group	18,502	20.5	90	28,849	31.9	100	42,278	46.8	107
Mixed Sex: Pair	19,816	21.9	94	35,917	39.8	122	33,896	37.5	88
With Children	25,233	27.9	97	16,197	17.9	107	48,199	53.4	101
Unknown	24,716	27.4	83	9,562	10.6	59	55,351	61.3	128
For Eating:									
Upmarket	14,813	16.4	54	16,113	17.8	86	58,703	65.0	138
Midmarket	22,092	24.5	71	3,904	4.3	48	63,633	70.5	127
Downmarket	27,560	30.5	137	33,582	37.2	107	28,487	31.5	76
For Drinking (monthly spend):									
Nothing	30,256	33.5	111	22,350	24.8	105	37,023	41.0	91
Low (less than £10)	23,283	25.8	86	31,512	34.9	149	34,834	38.6	85
Medium (Between £10 and £40)	14,726	16.3	53	22,324	24.7	139	52,579	58.2	116
High (Greater than £40)	8,695	9.6	37	21,756	24.1	117	59,178	65.5	125

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	St Nicholas Arms, CA 1 2LE	Star Pubs & Bars	0.0	0.1
2	Cranemakers, CA 1 2JZ	Star Pubs & Bars	3.0	0.5
3	Roadhouse, CA 1 2EL	Independent Free	3.3	0.4
4	Linton Holme Hotel, CA 1 2NB	Independent Free	6.0	1.5
5	Gallaghers, CA 1 2EE	Admiral Taverns Ltd	7.9	0.9
6	Cumberland, CA 1 1QS	Punch Pub Company	8.8	1.5
7	House Of Vodka, CA 1 1QS	Independent Free	8.8	1.5
8	William Rufus, CA 1 1QS	Wetherspoon	8.8	1.5
9	Woodrow Wilson, CA 1 1QS	Wetherspoon	8.8	1.5
10	Bar Solo, CA 1 1RP	Independent Free	8.8	1.9
11	Big Als, CA 1 1RP	Independent Free	8.8	1.9
12	Border Rambler, CA 1 1RP	Star Pubs & Bars	8.8	1.9
13	Church, CA 1 1RP	Unknown	8.8	1.9
14	Deja Vu, CA 1 1RP	Independent Free	8.8	1.9
15	Liquor Hut, CA 1 1RP	Independent Free	8.8	1.9
16	Walkabout, CA 1 1RP	Stonegate Pub Company	8.8	1.9
17	Caledonian, CA 1 1QP	Amber Taverns	10.6	2.3
18	Caffe Ritazza, CA 1 1QZ	SSP	11.2	1.8
19	Griffin, CA 1 1QX	Greene King	11.2	1.8
20	Yellow Jacket, CA 1 1DN	Independent Free	12.7	2.1