

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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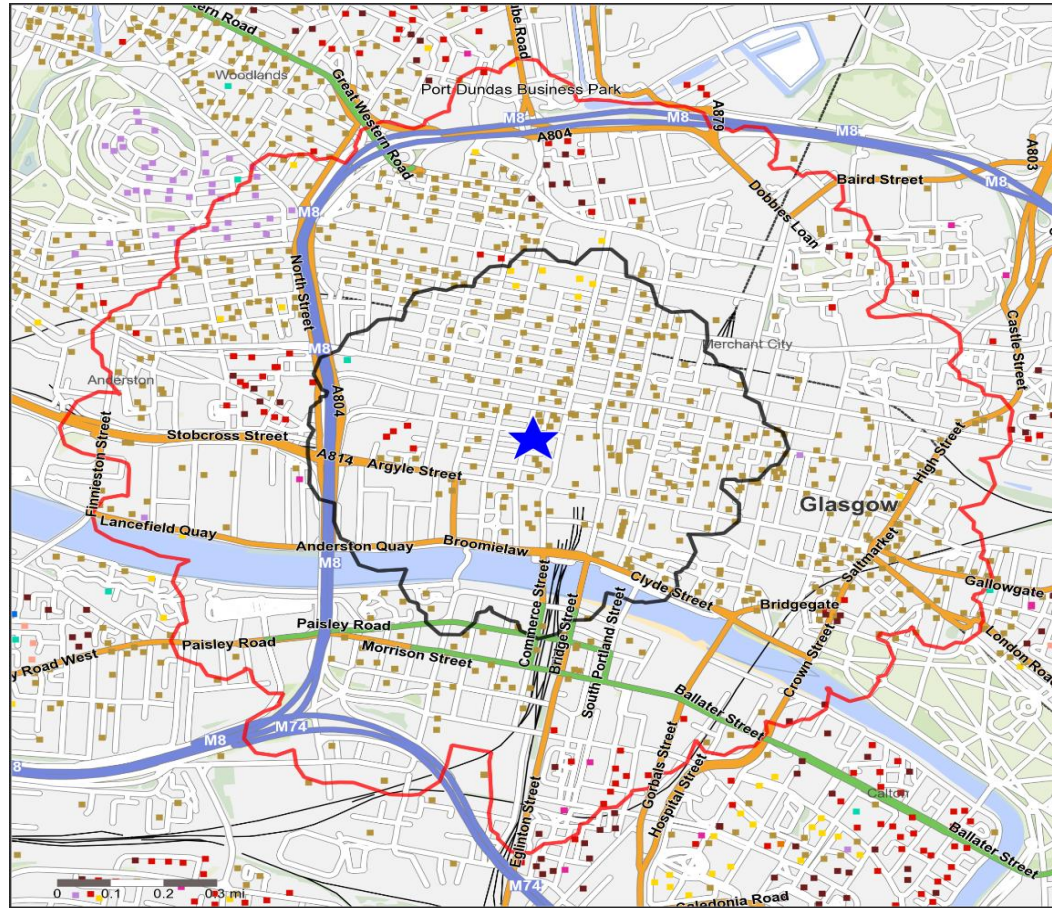
Number of Pubs	108	211	728
Catchment Adults 18+	4,564	27,151	815,472
Catchment Adults 18+ Per Pub	42	129	1,120
Populaton Projection 2018 to 2028 (% change)	11.24%	7.96%	2.55%

		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	4,109	90.0	174	1	High Street Pub	21,607	79.6	154	1	High Street Pub	644,592	79.0	153
2	Bit of Style	3,697	81.0	174	2	Circuit Bar	18,780	69.2	148	2	Community Pub	513,646	63.0	135
3	Circuit Bar	3,697	81.0	129	3	Craft Led	18,465	68.0	108	3	Premium Local	284,381	34.9	55
4	Craft Led	3,695	81.0	626	4	Bit of Style	18,433	67.9	525	4	Circuit Bar	247,935	30.4	235
5	Community Pub	714	15.6	39	5	Community Pub	7,456	27.5	68	5	Great Pub Great Food	219,959	27.0	67
6	Premium Local	2	0.0	0	6	Premium Local	742	2.7	10	6	Bit of Style	209,158	25.6	96
7	Great Pub Great Food	0	0.0	0	7	Great Pub Great Food	419	1.5	15	7	Craft Led	199,449	24.5	237

	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	707	15.5	175	3,328	12.3	139	66,584	8.2	92
C1	1,247	27.3	223	6,495	23.9	195	120,564	14.8	121
C2	149	3.3	40	1,104	4.1	49	61,833	7.6	92
DE	347	7.6	74	2,431	9.0	87	112,322	13.8	134

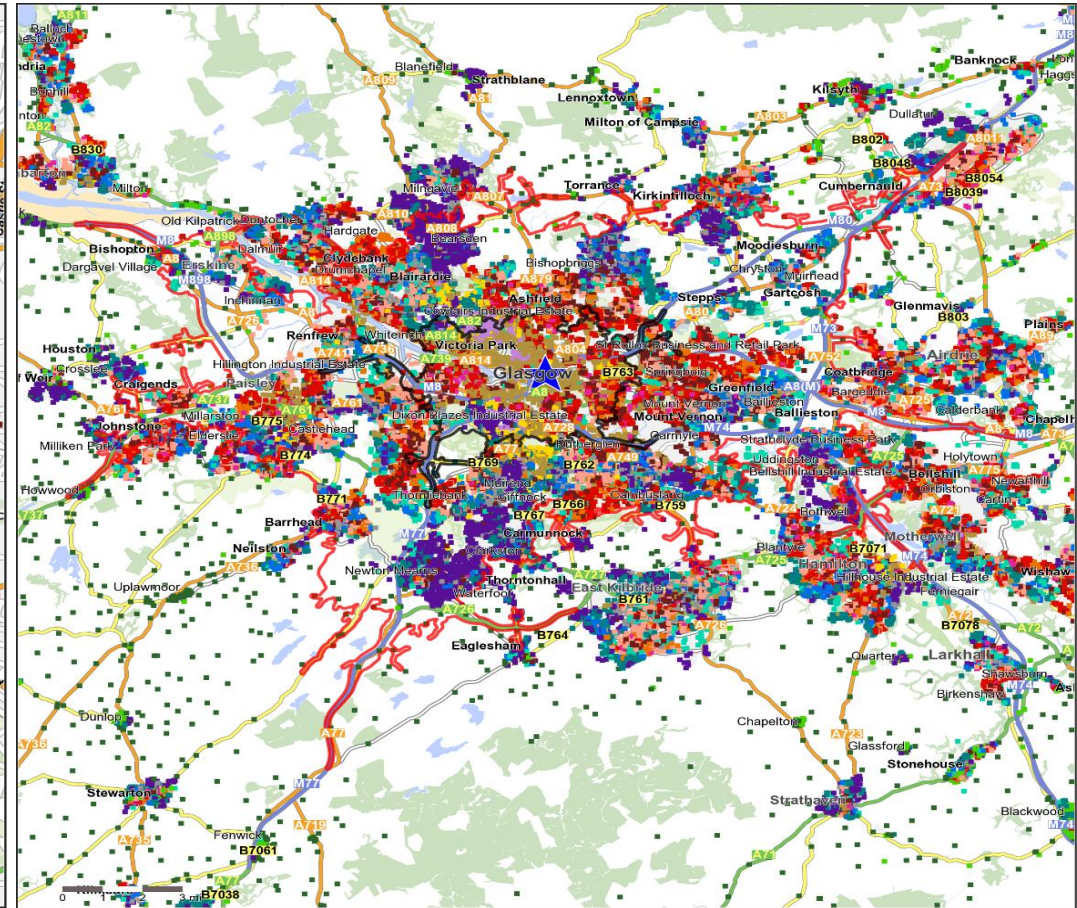
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	314	6.9	21	6,279	23.1	70	326,233	40.0	121
Medium (7-13)	1,099	24.1	73	7,222	26.6	80	252,580	31.0	93
High (14-19)	437	9.6	34	1,327	4.9	17	148,317	18.2	64

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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★ Site	N 10 Minute Catchment	N 20 Minute Catchment		
A City Prosperity	B Prestige Positions	C Country Living	D Rural Reality	E Senior Security
F Suburban Stability	G Domestic Success	H Aspiring Homemakers	I Family Basics	J Transient Renters
K Municipal Tenants	L Vintage Value	M Modest Traditions	N Urban Cohesion	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	22	291	392
A02	Uptown Elite		0	121	8,649	13,035
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	187	2,746	3,050
B05	Premium Fortunes		0	0	2,638	13,017
B06	Diamond Days		0	0	750	17,742
B07	Alpha Families		0	0	14	10,729
B08	Bank of Mum and Dad		0	0	373	14,743
B09	Empty-Nest Adventure		0	0	33	12,301
C10	Wealthy Landowners		0	0	0	610
C11	Rural Vogue		0	0	0	266
C12	Scattered Homesteads		0	0	0	111
C13	Village Retirement		0	0	0	126
D14	Satellite Settlers		0	0	0	377
D15	Local Focus		0	0	0	36
D16	Outlying Seniors		0	0	0	58
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	0	780	17,228
E19	Bungalow Heaven		0	0	9	1,913
E20	Classic Grandparents		0	0	288	11,335
E21	Solo Retirees		0	0	915	9,997
F22	Boomerang Boarders		0	0	80	17,580
F23	Family Ties		0	0	152	10,962
F24	Fledgling Free		0	0	18	4,628
F25	Dependable Me		0	0	249	11,487
G26	Cafés and Catchments		0	0	2,146	14,196
G27	Thriving Independence		0	0	919	9,685
G28	Modern Parents		0	0	0	28,554
G29	Mid-Career Convention		0	0	0	8,118
H30	Primary Ambitions		0	0	817	15,379
H31	Affordable Fringe		0	0	666	12,709
H32	First-Rung Futures		0	0	377	12,267
H33	Contemporary Starts		0	0	0	7,213
H34	New Foundations		2	9	343	2,517
H35	Flying Solo		0	0	0	1,130

			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	798	4,220
I37	Budget Generations		0	0	215	5,516
I38	Economical Families		0	0	336	6,326
I39	Families on a Budget		0	0	1,321	22,004
J40	Value Rentals		0	0	27	2,797
J41	Youthful Endeavours		0	0	329	3,650
J42	Midlife Renters		0	0	229	2,618
J43	Renting Rooms		0	62	4,894	8,857
K44	Inner City Stalwarts		0	195	5,113	5,638
K45	City Diversity		0	188	2,823	4,257
K46	High Rise Residents		402	2,127	8,617	23,975
K47	Single Essentials		0	371	19,769	95,229
K48	Mature Workers		0	0	327	8,601
L49	Flatlet Seniors		0	1,068	13,063	46,850
L50	Pocket Pensions		0	0	0	2,636
L51	Retirement Communities		0	0	1,432	11,767
L52	Estate Veterans		0	0	794	13,173
L53	Seasoned Survivors		0	0	1,638	15,189
M54	Down-to-Earth Owners		0	0	1,063	26,824
M55	Back with the Folks		0	0	2,362	28,292
M56	Self Supporters		0	0	584	14,538
N57	Community Elders		0	0	539	771
N58	Culture & Comfort		0	0	1,401	1,828
N59	Large Family Living		0	0	435	435
N60	Ageing Access		11	377	11,366	28,712
O61	Career Builders		0	89	1,245	5,382
O62	Central Pulse		3,394	14,776	56,136	66,061
O63	Flexible Workforce		0	202	5,165	5,719
O64	Bus-Route Renters		0	395	13,111	40,487
O65	Learners & Earners		0	442	3,755	3,910
O66	Student Scene		301	2,585	9,318	9,751
U99	Unclassified		453	3,936	11,431	15,967
Total			4,563	27,152	202,889	815,471

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

3. K46 High Rise Residents

Tenants of social flats located in high rise blocks, often living alone



- Singles and sharers
- High rise social flats
- Urban locations
- Least likely to own a car
- Shop around to find cheapest price
- Low use of insurance

Top 3 Mosaic Types in a 20 Minute Drivetime

1. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

2. 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

3. L49 Flatlet Seniors

Ageing singles with basic income renting small flats in centrally located developments



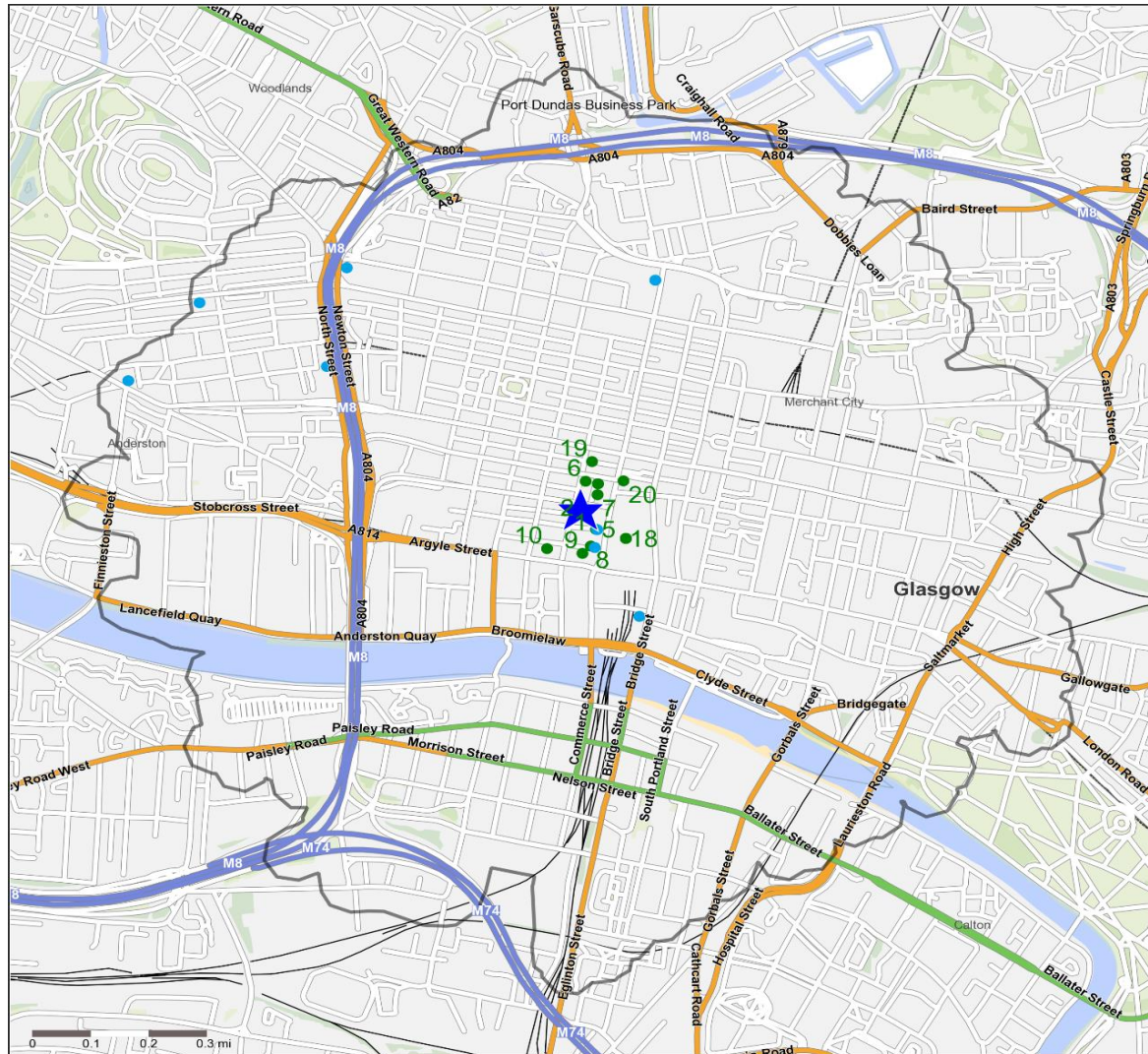
- Ageing singles
- Vulnerable to poor health
- 1 bedroom socially rented units
- Disabled parking permits
- Low income
- City location

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	21,615	79.6	263		338	1.2	8		1,263	4.7	9	
Male: Alone	2,948	10.9	36		5,293	19.5	125		14,973	55.1	103	
Male: Group	16,953	62.4	273		5,587	20.6	79		675	2.5	5	
Male: Pair	20,073	73.9	283		258	1.0	6		2,884	10.6	19	
Mixed Sex: Group	21,541	79.3	347		1,210	4.5	14		464	1.7	4	
Mixed Sex: Pair	18,198	67.0	286		4,288	15.8	49		729	2.7	6	
With Children	3,981	14.7	51		202	0.7	4		19,032	70.1	132	
Unknown	18,149	66.8	203		3,787	13.9	78		1,279	4.7	10	
For Eating:												
Upmarket	19,053	70.2	229		757	2.8	13		3,405	12.5	27	
Midmarket	21,809	80.3	234		308	1.1	13		1,099	4.0	7	
Downmarket	3,422	12.6	57		18,913	69.7	200		880	3.2	8	
For Drinking (monthly spend):												
Nothing	942	3.5	11		3,085	11.4	48		19,187	70.7	158	
Low (less than £10)	497	1.8	6		837	3.1	13		21,880	80.6	178	
Medium (Between £10 and £40)	15,902	58.6	191		3,030	11.2	63		4,282	15.8	31	
High (Greater than £40)	18,343	67.6	261		590	2.2	11		4,282	15.8	30	

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	428,510	52.5	174		50,876	6.2	38		320,119	39.3	75	
Male: Alone	274,499	33.7	113		218,531	26.8	172		306,475	37.6	70	
Male: Group	287,482	35.3	154		263,797	32.3	124		248,226	30.4	61	
Male: Pair	429,788	52.7	202		84,999	10.4	68		284,718	34.9	61	
Mixed Sex: Group	348,150	42.7	187		201,928	24.8	78		249,427	30.6	70	
Mixed Sex: Pair	261,014	32.0	136		333,238	40.9	126		205,253	25.2	59	
With Children	293,137	35.9	124		82,388	10.1	60		423,980	52.0	98	
Unknown	223,445	27.4	83		197,244	24.2	135		378,816	46.5	97	
For Eating:												
Upmarket	301,174	36.9	121		194,626	23.9	115		303,705	37.2	79	
Midmarket	419,421	51.4	150		47,090	5.8	64		332,994	40.8	74	
Downmarket	213,787	26.2	118		406,318	49.8	143		179,400	22.0	53	
For Drinking (monthly spend):												
Nothing	293,041	35.9	119		197,421	24.2	102		309,043	37.9	85	
Low (less than £10)	240,182	29.5	99		103,151	12.6	54		456,171	55.9	123	
Medium (Between £10 and £40)	325,983	40.0	131		130,947	16.1	90		342,575	42.0	84	
High (Greater than £40)	297,759	36.5	141		155,157	19.0	93		346,589	42.5	81	

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	Kudos, G 2 6BZ	Star Pubs & Bars	0.0	1.2
2	Rhoderick Dhu, G 2 6BZ	Greene King	0.0	1.2
3	Drop, G 2 6AY	Independent Free	0.0	1.3
4	Pivo Pivo, G 2 6AY	Independent Free	0.0	1.3
5	La Fertis, G 2 6AE	Star Pubs & Bars	1.2	0.3
6	Grill On The Corner, G 2 6NL	Living Ventures	1.2	1.1
7	Smoking Fox, G 2 6DA	Independent Free	1.2	1.3
8	Denholms, G 2 6AB	Star Pubs & Bars	1.8	0.5
9	Sir John Moore, G 2 8QW	Wetherspoon	1.8	0.5
10	Waterloo, G 2 8LY	Trust Inns	2.1	0.6
11	Ad Lib, G 2 6LL	Baby Grand Group	2.1	1.4
12	Toby Jug, G 2 6LL	Independent Free	2.1	1.4
13	26 Hope Street, G 2 6AA	Independent Free	2.4	0.9
14	Alston Bar And Beef, G 1 3SQ	Glendola Leisure	2.4	0.9
15	Beer House, G 1 3SQ	SSP	2.4	0.9
16	Gordon Street Coffee, G 1 3SQ	Glendola Leisure	2.4	0.9
17	Grant Arms, G 2 8HA	Retail & Licensed Properties	2.4	0.9
18	Mcginns, G 2 6AA	Independent Free	2.4	0.9
19	Bavaria Brauhaus, G 2 6NU	Independent Free	2.4	1.6
20	Stereo, G 2 6PH	Independent Free	2.7	1.1