

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	4	195
Catchment Adults 18+	2,397	9,210	216,061
Catchment Adults 18+ Per Pub	1,199	2,303	1,108
Populaton Projection 2020 to 2030 (% change)	-0.91%	-1.39%	-0.75%

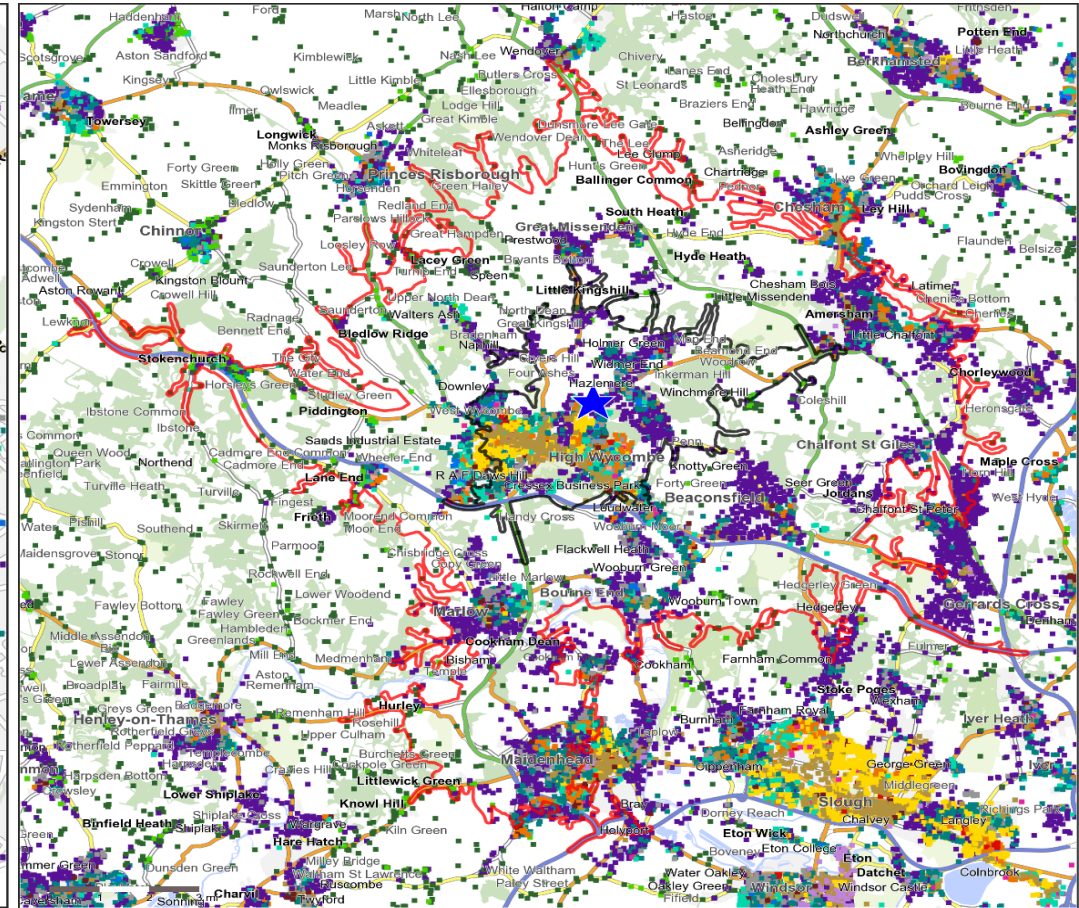
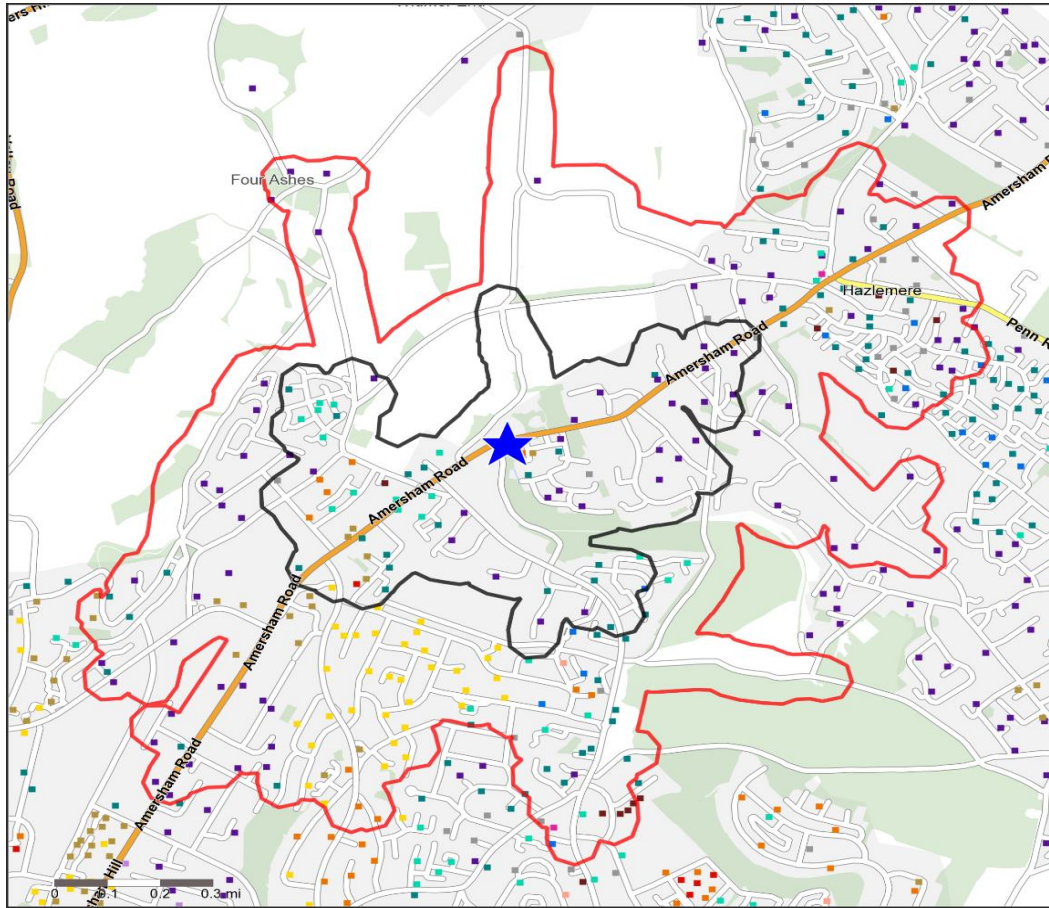
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	2,103	87.7	167	1	Premium Local	6,262	68.0	130	1	Premium Local	167,580	77.6	148
2	Great Pub Great Food	1,851	77.2	165	2	Great Pub Great Food	5,518	59.9	128	2	Great Pub Great Food	156,032	72.2	154
3	High Street Pub	1,461	61.0	95	3	High Street Pub	4,644	50.4	79	3	High Street Pub	111,984	51.8	81
4	Bit of Style	1,259	52.5	367	4	Bit of Style	3,321	36.1	252	4	Bit of Style	75,200	34.8	243
5	Community Pub	481	20.1	50	5	Community Pub	1,931	21.0	52	5	Community Pub	58,577	27.1	67
6	Circuit Bar	232	9.7	34	6	Circuit Bar	736	8.0	28	6	Craft Led	21,596	10.0	35
7	Craft Led	120	5.0	44	7	Craft Led	460	5.0	44	7	Circuit Bar	19,023	8.8	78

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	354	14.8	167	1,190	12.9	146	29,673	13.7	155
C1	300	12.5	102	1,062	11.5	94	26,013	12.0	98
C2	157	6.5	79	582	6.3	77	14,249	6.6	80
DE	126	5.3	51	598	6.5	63	12,819	5.9	58

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)	212	8.8	27	865	9.4	28	22,694	10.5	32
Medium (7-13)	695	29.0	87	2,859	31.0	93	49,060	22.7	68
High (14-19)	1,704	71.1	250	6,053	65.7	231	142,383	65.9	231

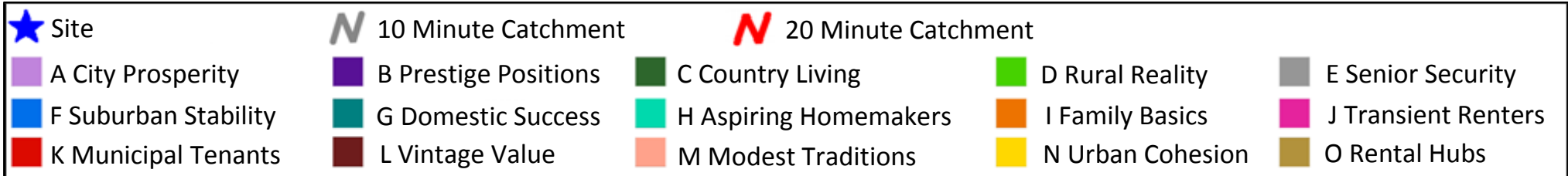
Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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	12
A02	Uptown Elite		0	0	194	1,404
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	33	49
B05	Premium Fortunes		289	775	2,585	20,421
B06	Diamond Days		86	571	2,716	17,165
B07	Alpha Families		124	321	5,230	20,550
B08	Bank of Mum and Dad		181	449	3,371	8,979
B09	Empty-Nest Adventure		19	113	1,625	3,141
C10	Wealthy Landowners		0	3	1,053	7,454
C11	Rural Vogue		0	0	3	235
C12	Scattered Homesteads		0	0	0	0
C13	Village Retirement		1	4	94	1,655
D14	Satellite Settlers		0	0	390	3,099
D15	Local Focus		0	0	0	562
D16	Outlying Seniors		0	0	0	116
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		97	358	2,886	10,819
E19	Bungalow Heaven		0	14	149	596
E20	Classic Grandparents		0	29	110	299
E21	Solo Retirees		0	40	439	1,469
F22	Boomerang Boarders		0	5	18	313
F23	Family Ties		46	171	751	2,301
F24	Fledgling Free		0	19	19	39
F25	Dependable Me		0	98	520	1,062
G26	Cafés and Catchments		197	635	3,468	11,670
G27	Thriving Independence		353	1,103	6,176	20,753
G28	Modern Parents		0	0	163	582
G29	Mid-Career Convention		45	236	2,360	4,922
H30	Primary Ambitions		338	545	4,852	10,722
H31	Affordable Fringe		0	56	90	183
H32	First-Rung Futures		0	59	398	586
H33	Contemporary Starts		201	271	1,070	3,075
H34	New Foundations		5	71	545	947
H35	Flying Solo		0	0	252	993

			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		186	342	4,950	14,046
I37	Budget Generations		0	13	46	132
I38	Economical Families		0	0	24	24
I39	Families on a Budget		0	0	0	41
J40	Value Rentals		0	0	0	12
J41	Youthful Endeavours		0	0	275	375
J42	Midlife Renters		0	6	335	863
J43	Renting Rooms		0	0	94	94
K44	Inner City Stalwarts		3	18	213	245
K45	City Diversity		0	0	109	195
K46	High Rise Residents		0	0	0	0
K47	Single Essentials		0	0	389	543
K48	Mature Workers		0	0	8	8
L49	Flatlet Seniors		0	0	391	515
L50	Pocket Pensions		49	252	996	2,538
L51	Retirement Communities		0	40	340	2,604
L52	Estate Veterans		0	0	47	302
L53	Seasoned Survivors		0	0	6	6
M54	Down-to-Earth Owners		0	0	0	0
M55	Back with the Folks		0	33	108	234
M56	Self Supporters		0	0	71	176
N57	Community Elders		30	1,032	3,590	4,286
N58	Culture & Comfort		0	823	3,130	3,945
N59	Large Family Living		0	46	1,209	2,359
N60	Ageing Access		0	0	1,279	1,977
O61	Career Builders		120	327	4,327	11,865
O62	Central Pulse		0	0	1,757	1,768
O63	Flexible Workforce		0	74	2,428	2,636
O64	Bus-Route Renters		27	261	3,113	4,895
O65	Learners & Earners		0	0	2,407	2,407
O66	Student Scene		0	0	799	799
U99	Unclassified		0	0	0	0
Total			2,397	9,213	74,001	216,063

Top 3 Mosaic Types in a 20 Minute Walktime

1. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

2. N57 Community Elders

Established older households owning city homes in diverse neighbourhoods



- Older households
- Own city terraces and semis
- Have lived there 20 years
- Some adult children at home
- Respond to direct mail charity appeals

3. N58 Culture & Comfort

Thriving families with good incomes in diverse suburbs



- Families with children
- Good income
- Own high cost urban semis and terraces
- Highest smart TV ownership
- Read online reviews for home and garden

Top 3 Mosaic Types in a 20 Minute Drivetime

1. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

2. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

3. B05 Premium Fortunes

Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves



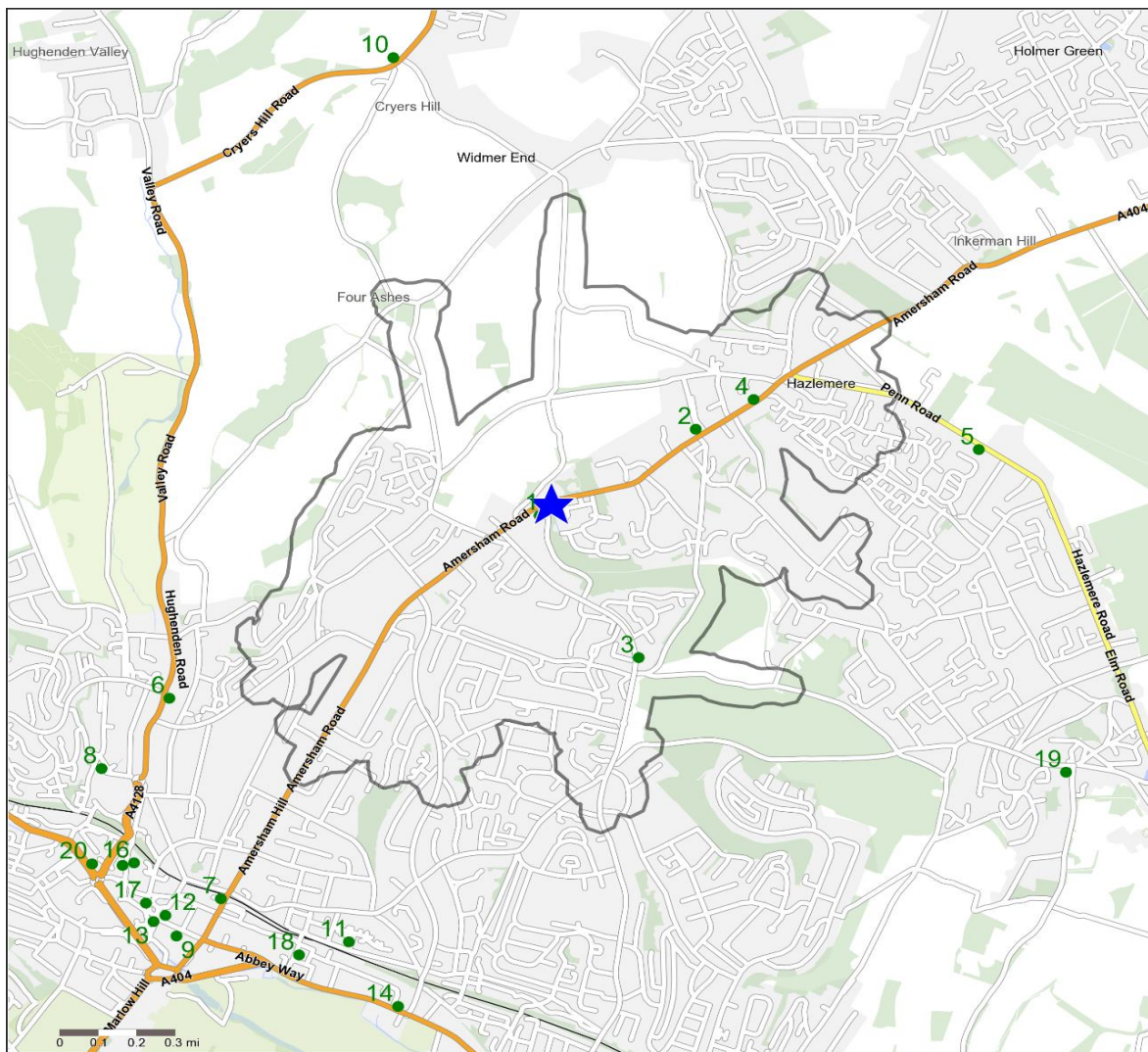
- Extensive detached homes
- Substantial income
- Teenage kids & students
- Portfolio of investments
- Directors and senior managers
- High mobile phone spend

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	1,885	20.5	63	1,058	11.5	68	6,267	68.0	134			
Male: Alone	1,072	11.6	39	1,665	18.1	109	6,473	70.3	131			
Male: Group	1,513	16.4	72	2,341	25.4	94	5,356	58.2	116			
Male: Pair	961	10.4	40	1,299	14.1	92	6,949	75.5	129			
Mixed Sex: Group	2,150	23.3	95	2,272	24.7	77	4,788	52.0	120			
Mixed Sex: Pair	1,257	13.6	56	2,095	22.7	69	5,858	63.6	149			
With Children	2,012	21.8	74	1,494	16.2	92	5,704	61.9	117			
Unknown	2,843	30.9	89	2,718	29.5	160	3,649	39.6	85			
For Eating:												
Upmarket	3,944	42.8	133	2,892	31.4	145	2,374	25.8	56			
Midmarket	4,437	48.2	134	342	3.7	41	4,431	48.1	88			
Downmarket	1,228	13.3	57	2,480	26.9	76	5,501	59.7	144			
For Drinking (monthly spend):												
Nothing	2,692	29.2	95	1,608	17.5	74	4,910	53.3	117			
Low (less than £10)	3,890	42.2	142	739	8.0	34	4,581	49.7	107			
Medium (Between £10 and £40)	4,661	50.6	164	1,026	11.1	61	3,522	38.2	75			
High (Greater than £40)	2,364	25.7	97	4,073	44.2	213	2,772	30.1	57			

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	44,687	20.7	64	50,580	23.4	138	120,794	55.9	110		
Male: Alone	25,534	11.8	40	40,920	18.9	114	149,607	69.2	129		
Male: Group	29,885	13.8	60	36,273	16.8	62	149,902	69.4	139		
Male: Pair	28,086	13.0	50	8,698	4.0	26	179,277	83.0	142		
Mixed Sex: Group	33,452	15.5	63	46,791	21.7	67	135,818	62.9	145		
Mixed Sex: Pair	31,776	14.7	61	58,686	27.2	82	125,599	58.1	136		
With Children	30,268	14.0	47	42,635	19.7	112	143,158	66.3	126		
Unknown	43,692	20.2	58	62,234	28.8	156	110,134	51.0	109		
For Eating:											
Upmarket	76,223	35.3	110	64,723	30.0	138	75,115	34.8	75		
Midmarket	73,262	33.9	94	16,908	7.8	86	125,891	58.3	106		
Downmarket	23,418	10.8	47	47,818	22.1	63	144,825	67.0	162		
For Drinking (monthly spend):											
Nothing	44,969	20.8	68	33,668	15.6	66	137,423	63.6	139		
Low (less than £10)	69,965	32.4	109	27,943	12.9	54	118,152	54.7	117		
Medium (Between £10 and £40)	92,955	43.0	140	49,375	22.9	126	73,730	34.1	67		
High (Greater than £40)	60,191	27.9	106	80,395	37.2	179	75,474	34.9	66		

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	Beech Tree, HP13 5AJ	Star Pubs & Bars	0.6	0.3
2	Crown, HP15 7QA	Greene King	8.5	1.7
3	Dolphin, HP13 7PZ	Unknown	11.5	2.1
4	Three Horseshoes, HP15 7PX	Punch Pub Company	12.4	2.1
5	Mayflower, HP15 7NE	Ei Group	25.7	4.5
6	Beaconsfield Arms, HP13 5PB	Greene King	26.9	4.3
7	Bootlegger, HP13 6NQ	Ei Group	28.4	4.8
8	Spindle And Thread, HP13 5HP	Marston's	30.5	5.3
9	Three Tuns, HP11 2AG	Ei Group	32.0	5.8
10	White Lion, HP15 6JP	Ei Group	32.6	4.7
11	Belle Vue, HP13 6EQ	Star Pubs & Bars	32.6	5.4
12	Antelope, HP11 2BN	Ei Group	32.9	5.7
13	Falcon, HP11 2AX	Wetherspoon	33.2	5.6
14	Pheasant, HP11 1BU	Wellington	33.5	5.3
15	Butlers, HP13 5DQ	Marston's	33.5	5.8
16	Yates, HP13 5DG	Stonegate Pub Company	33.5	5.8
17	Mad Squirrel, HP11 2DE	Red Squirrel Brewing Co	35.0	5.9
18	Sausage Tree, HP13 6AB	Ei Group	35.0	6.6
19	Horse & Jockey, HP10 8EG	Star Pubs & Bars	35.6	6.6
20	Chiltern Taps, HP11 2DN	Stonegate Pub Company	36.5	6.1