

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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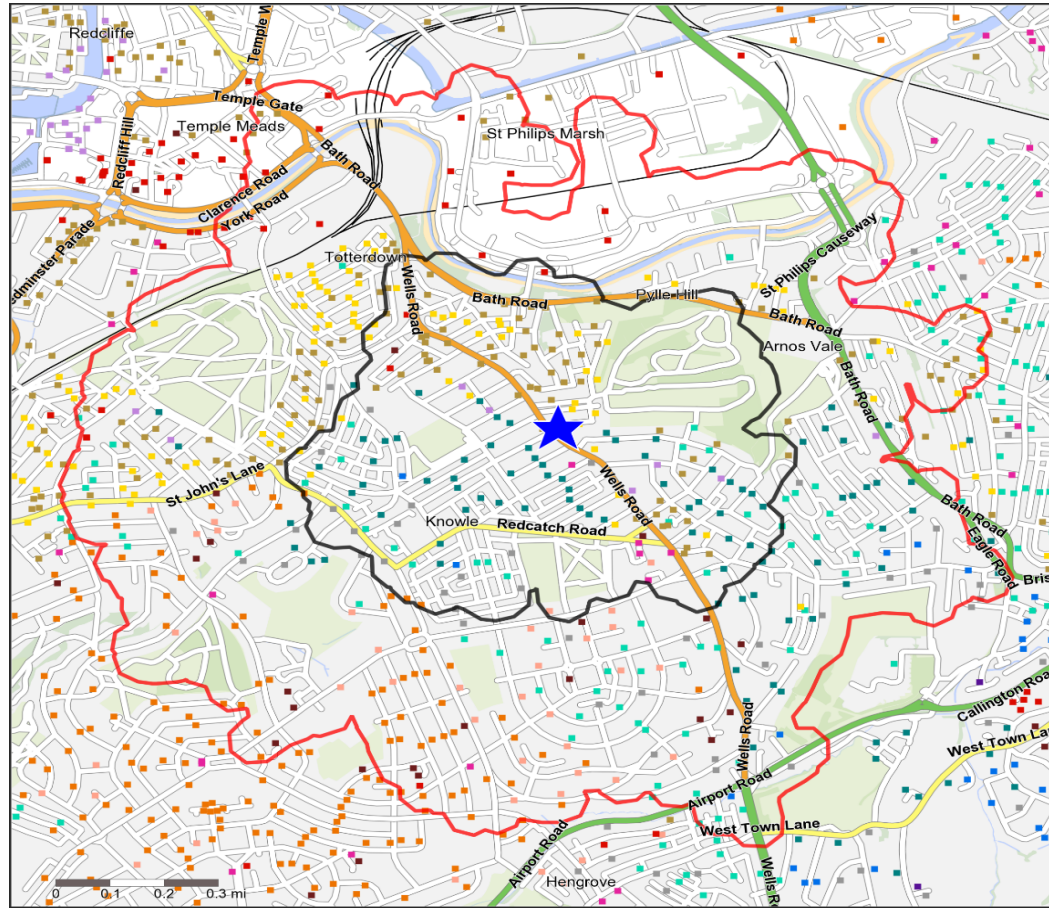
Number of Pubs	6	15	523
Catchment Adults 18+	7,267	21,011	488,513
Catchment Adults 18+ Per Pub	1,211	1,401	934
Populaton Projection 2018 to 2028 (% change)	5.99%	6.49%	8.97%

		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	6,877	94.6	183	1	High Street Pub	19,958	95.0	183	1	High Street Pub	366,016	74.9	145
2	Bit of Style	4,839	66.6	143	2	Community Pub	14,133	67.3	144	2	Community Pub	256,684	52.5	113
3	Premium Local	4,363	60.0	95	3	Bit of Style	10,090	48.0	76	3	Premium Local	208,625	42.7	68
4	Great Pub Great Food	4,298	59.1	457	4	Premium Local	9,922	47.2	365	4	Bit of Style	203,963	41.8	323
5	Community Pub	3,762	51.8	128	5	Great Pub Great Food	9,451	45.0	111	5	Great Pub Great Food	193,036	39.5	98
6	Craft Led	1,845	25.4	95	6	Craft Led	4,155	19.8	74	6	Circuit Bar	89,193	18.3	68
7	Circuit Bar	872	12.0	116	7	Circuit Bar	2,030	9.7	94	7	Craft Led	84,715	17.3	168

	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	1,030	14.2	160	2,475	11.8	133	52,721	10.8	122
C1	1,231	16.9	138	3,093	14.7	120	66,066	13.5	110
C2	582	8.0	97	1,837	8.7	106	37,548	7.7	93
DE	605	8.3	81	2,110	10.0	98	44,077	9.0	88

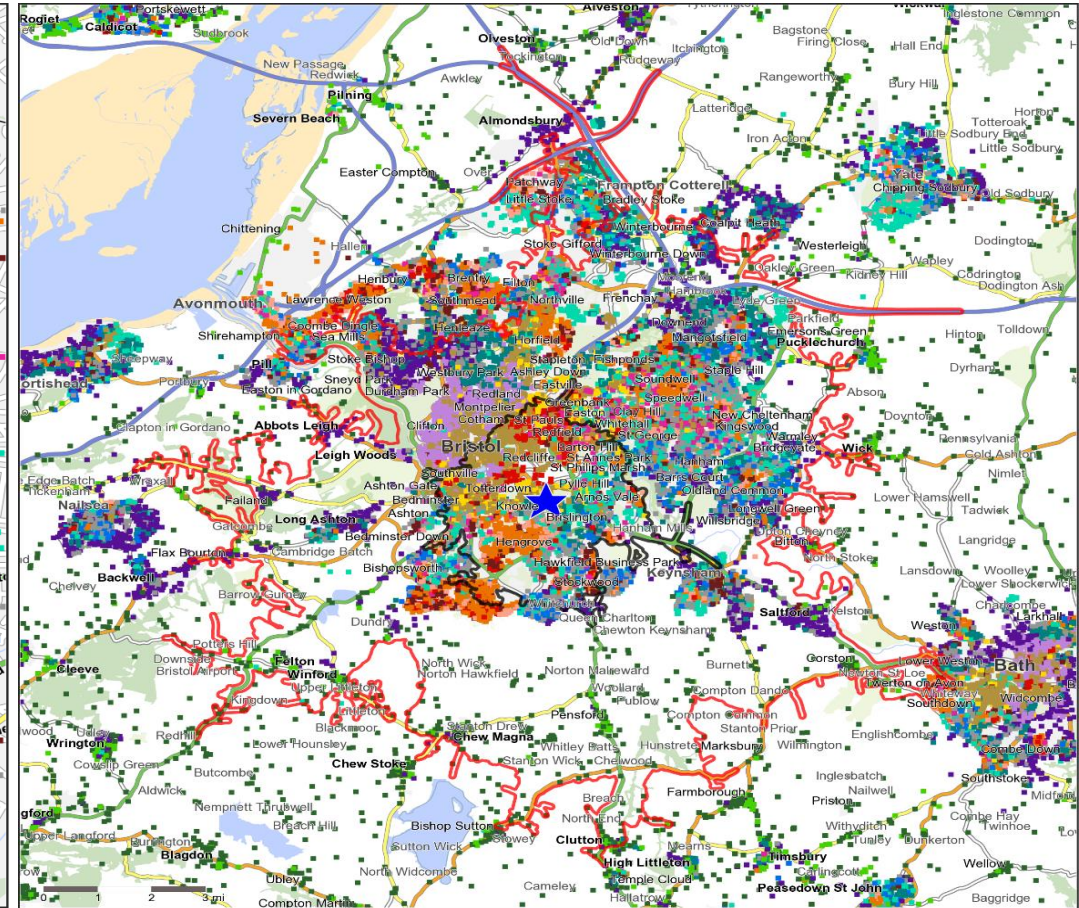
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,590	21.9	66	6,469	30.8	93	141,346	28.9	87
Medium (7-13)	3,395	46.7	141	10,514	50.0	151	187,093	38.3	115
High (14-19)	2,281	31.4	110	4,170	19.8	70	125,906	25.8	91

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	13	495
A02	Uptown Elite		184	312	1,928	21,351
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	5	1,162	15,472
B05	Premium Fortunes		0	0	0	2,924
B06	Diamond Days		0	0	3	5,338
B07	Alpha Families		0	0	12	5,586
B08	Bank of Mum and Dad		0	0	256	5,183
B09	Empty-Nest Adventure		0	0	511	7,709
C10	Wealthy Landowners		0	0	31	3,967
C11	Rural Vogue		0	0	0	738
C12	Scattered Homesteads		0	0	0	62
C13	Village Retirement		0	0	23	1,995
D14	Satellite Settlers		0	0	0	1,690
D15	Local Focus		0	0	0	535
D16	Outlying Seniors		0	0	0	514
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		21	73	539	9,066
E19	Bungalow Heaven		0	0	546	3,800
E20	Classic Grandparents		182	475	3,867	18,709
E21	Solo Retirees		288	793	3,587	17,736
F22	Boomerang Boarders		0	97	1,212	7,804
F23	Family Ties		18	67	1,073	6,016
F24	Fledgling Free		0	0	145	961
F25	Dependable Me		31	32	592	8,021
G26	Cafés and Catchments		887	1,258	1,970	11,691
G27	Thriving Independence		1,453	2,583	3,941	15,245
G28	Modern Parents		0	0	58	7,363
G29	Mid-Career Convention		0	0	163	8,845
H30	Primary Ambitions		452	1,654	9,593	28,930
H31	Affordable Fringe		13	501	2,239	7,434
H32	First-Rung Futures		29	207	2,191	10,751
H33	Contemporary Starts		0	0	239	10,104
H34	New Foundations		19	152	1,894	3,170
H35	Flying Solo		35	209	561	4,132

			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		39	1,326	7,657	24,750
I37	Budget Generations		23	389	2,366	5,467
I38	Economical Families		0	283	1,165	2,055
I39	Families on a Budget		0	209	4,513	9,182
J40	Value Rentals		0	0	69	326
J41	Youthful Endeavours		0	81	309	1,169
J42	Midlife Renters		88	196	3,834	16,073
J43	Renting Rooms		0	4	2,400	3,888
K44	Inner City Stalwarts		75	218	2,807	3,755
K45	City Diversity		0	92	4,703	5,310
K46	High Rise Residents		4	67	4,088	4,773
K47	Single Essentials		0	29	1,441	3,743
K48	Mature Workers		0	7	462	1,061
L49	Flatlet Seniors		0	74	2,152	3,892
L50	Pocket Pensions		45	218	848	6,052
L51	Retirement Communities		59	176	430	4,601
L52	Estate Veterans		1	93	2,433	6,890
L53	Seasoned Survivors		6	62	541	1,472
M54	Down-to-Earth Owners		0	38	255	1,338
M55	Back with the Folks		76	1,135	3,398	11,837
M56	Self Supporters		1	10	608	2,999
N57	Community Elders		0	0	29	1,637
N58	Culture & Comfort		0	0	107	1,437
N59	Large Family Living		0	0	579	796
N60	Ageing Access		1,163	3,556	10,680	17,467
O61	Career Builders		1,288	2,968	10,580	23,189
O62	Central Pulse		340	450	14,425	24,181
O63	Flexible Workforce		153	291	3,411	6,589
O64	Bus-Route Renters		296	610	4,170	13,224
O65	Learners & Earners		0	0	531	6,919
O66	Student Scene		0	0	1,856	5,211
U99	Unclassified		0	9	5,711	13,895
Total			7,269	21,009	136,907	488,515

Top 3 Mosaic Types in a 20 Minute Walktime

1. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

2. O61 Career Builders

Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties



- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

3. G27 Thriving Independence

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



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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

2. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords



- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

3. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



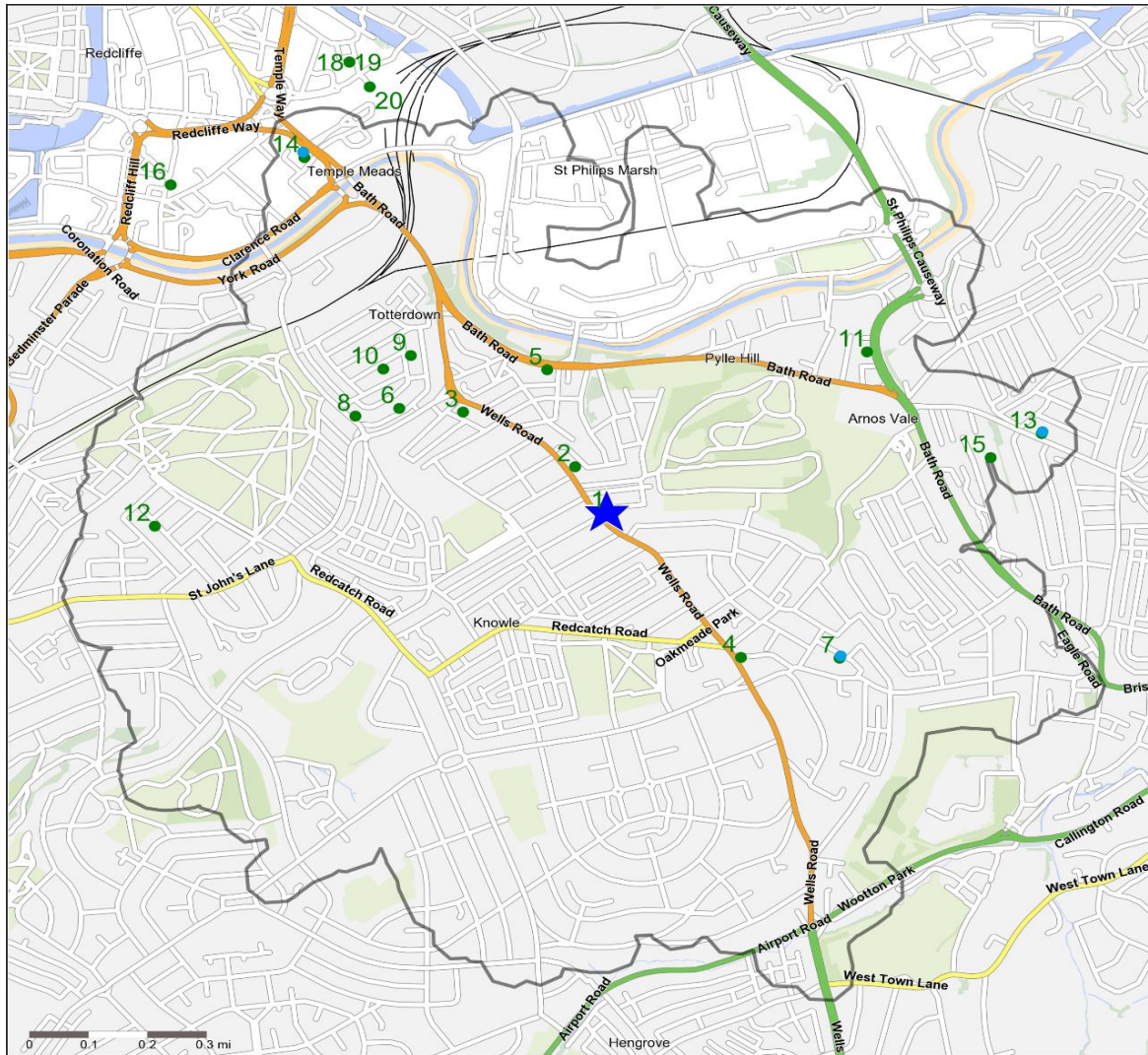
- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

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

	20 Minute Walktime											
	High			Medium			Low					
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	8,992	42.8	141	<div><div></div></div>	5,194	24.7	151	<div><div></div></div>	6,816	32.4	62	<div><div></div></div>
Male: Alone	7,609	36.2	122	<div><div></div></div>	6,168	29.4	188	<div><div></div></div>	7,225	34.4	65	<div><div></div></div>
Male: Group	7,987	38.0	166	<div><div></div></div>	3,412	16.2	62	<div><div></div></div>	9,602	45.7	92	<div><div></div></div>
Male: Pair	8,091	38.5	148	<div><div></div></div>	1,549	7.4	48	<div><div></div></div>	11,362	54.1	94	<div><div></div></div>
Mixed Sex: Group	6,896	32.8	144	<div><div></div></div>	4,846	23.1	72	<div><div></div></div>	9,259	44.1	100	<div><div></div></div>
Mixed Sex: Pair	3,921	18.7	80	<div><div></div></div>	11,799	56.2	173	<div><div></div></div>	5,282	25.1	59	<div><div></div></div>
With Children	5,834	27.8	96	<div><div></div></div>	1,836	8.7	52	<div><div></div></div>	13,332	63.5	120	<div><div></div></div>
Unknown	4,982	23.7	72	<div><div></div></div>	4,467	21.3	119	<div><div></div></div>	11,552	55.0	115	<div><div></div></div>
For Eating:												
Upmarket	13,191	62.8	205	<div><div></div></div>	5,186	24.7	119	<div><div></div></div>	2,625	12.5	26	<div><div></div></div>
Midmarket	13,366	63.6	185	<div><div></div></div>	2,142	10.2	113	<div><div></div></div>	5,494	26.1	47	<div><div></div></div>
Downmarket	5,288	25.2	113	<div><div></div></div>	6,489	30.9	89	<div><div></div></div>	9,224	43.9	106	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	9,776	46.5	154	<div><div></div></div>	2,717	12.9	55	<div><div></div></div>	8,510	40.5	90	<div><div></div></div>
Low (less than £10)	9,444	44.9	151	<div><div></div></div>	2,486	11.8	50	<div><div></div></div>	9,071	43.2	95	<div><div></div></div>
Medium (Between £10 and £40)	9,899	47.1	154	<div><div></div></div>	4,476	21.3	119	<div><div></div></div>	6,627	31.5	63	<div><div></div></div>
High (Greater than £40)	12,250	58.3	225	<div><div></div></div>	4,240	20.2	98	<div><div></div></div>	4,512	21.5	41	<div><div></div></div>

	20 Minute Drivetime											
	High				Medium				Low			
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	208,123	42.6	141	<div></div>	88,012	18.0	110	<div></div>	178,483	36.5	70	<div></div>
Male: Alone	147,654	30.2	102		99,227	20.3	130	<div></div>	227,737	46.6	87	<div></div>
Male: Group	153,983	31.5	138	<div></div>	110,341	22.6	86	<div></div>	210,295	43.0	87	<div></div>
Male: Pair	173,396	35.5	136	<div></div>	67,200	13.8	90	<div></div>	234,022	47.9	84	<div></div>
Mixed Sex: Group	137,954	28.2	124	<div></div>	140,812	28.8	90	<div></div>	195,852	40.1	91	<div></div>
Mixed Sex: Pair	145,955	29.9	127	<div></div>	161,923	33.1	102		166,740	34.1	80	<div></div>
With Children	167,893	34.4	119	<div></div>	68,668	14.1	84	<div></div>	238,057	48.7	92	<div></div>
Unknown	161,130	33.0	100		116,872	23.9	133	<div></div>	196,616	40.2	84	<div></div>
For Eating:												
Upmarket	221,926	45.4	148	<div></div>	110,112	22.5	108	<div></div>	142,580	29.2	62	<div></div>
Midmarket	217,500	44.5	130	<div></div>	76,057	15.6	173	<div></div>	181,061	37.1	67	<div></div>
Downmarket	124,985	25.6	115	<div></div>	163,603	33.5	96	<div></div>	186,029	38.1	92	<div></div>
For Drinking (monthly spend):												
Nothing	148,297	30.4	100		112,666	23.1	98	<div></div>	213,655	43.7	98	<div></div>
Low (less than £10)	174,836	35.8	120	<div></div>	80,619	16.5	70	<div></div>	219,164	44.9	99	<div></div>
Medium (Between £10 and £40)	222,275	45.5	149	<div></div>	67,988	13.9	78	<div></div>	184,355	37.7	75	<div></div>
High (Greater than £40)	212,434	43.5	168	<div></div>	67,782	13.9	68	<div></div>	194,402	39.8	76	<div></div>

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	George, BS 4 2AX	Star Pubs & Bars	0.0	0.1
2	Office Bar & Canteen, BS 4 2AL	Independent Free	2.4	0.8
3	Banco Lounge, BS 4 2BS	Loungers	7.5	2.2
4	Charlies Bar And Restaurant, BS 4 2QG	Independent Free	7.9	1.7
5	Thunderbolt, BS 4 3ED	Unknown	9.4	1.9
6	Oxford Inn, BS 3 4RL	Admiral Taverns Ltd	10.3	2.4
7	Knowle Hotel, BS 4 2LL	Star Pubs & Bars	11.5	2.8
8	Star & Dove, BS 3 4RY	Ei Group	12.4	2.5
9	Shakespeare, BS 3 4UD	Ei Group	12.7	2.7
10	New Found Out, BS 3 4UB	New River Retail	13.6	2.9
11	Castle, BS 4 3BD	Greene King	15.7	3.2
12	Victoria Park, BS 3 4QW	Ei Group	17.2	4.6
13	Sandringham Hotel, BS 4 3PE	Star Pubs & Bars	19.3	4.0
14	Sidings, BS 1 6PL	Star Pubs & Bars	19.3	4.3
15	Lodekka, BS 4 3DS	Greene King	23.8	5.3
16	Ship, BS 1 6PA	Ei Group	24.7	5.3
17	Goods Yard, BS 1 6DG	Independent Free	25.4	5.6
18	Knights Templar, BS 1 6DG	Wetherspoon	25.4	5.6
19	Yurt Lush, BS 1 6DG	Independent Free	25.4	5.6
20	Bonapartes, BS 1 6QF	Compass Catering	25.4	6.0