

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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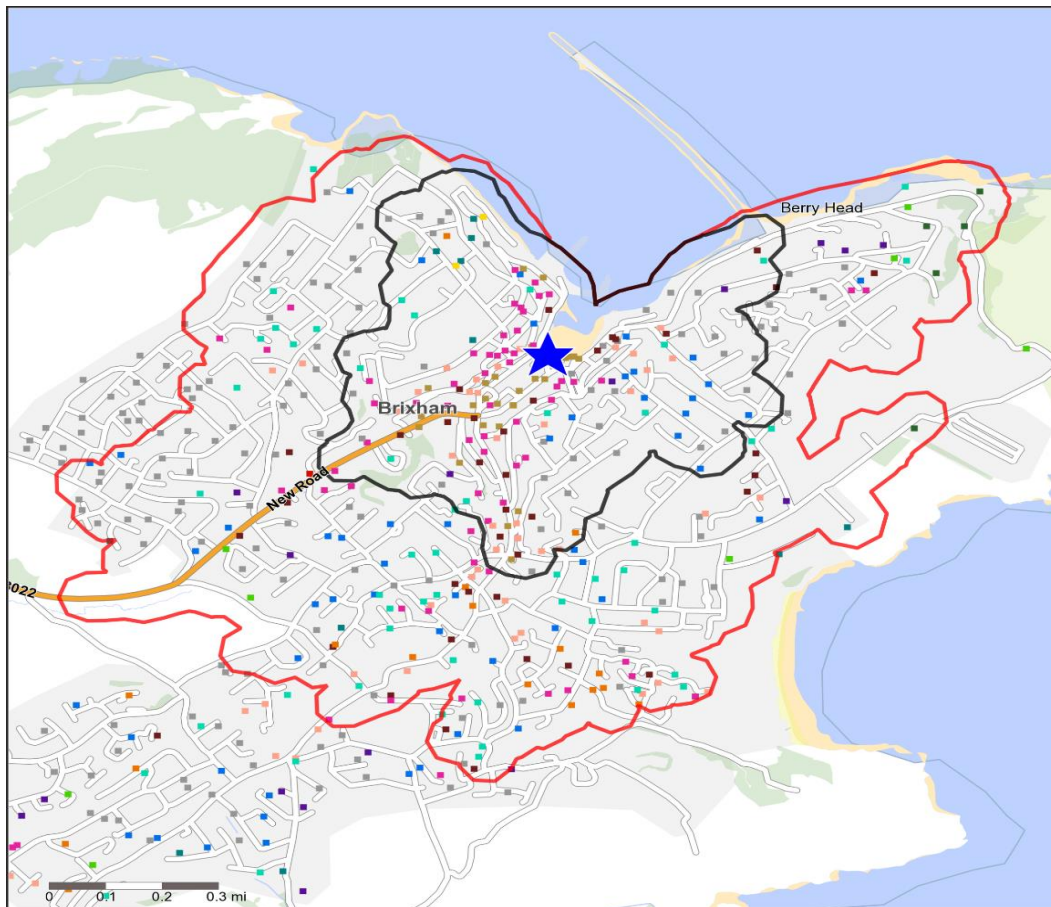
Number of Pubs	17	21	82
Catchment Adults 18+	4,457	11,431	63,558
Catchment Adults 18+ Per Pub	262	544	775
Populaton Projection 2018 to 2028 (% change)	4.43%	4.58%	4.52%

		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	3,717	83.4	161	1	High Street Pub	8,315	72.7	140	1	High Street Pub	44,336	69.8	135
2	Community Pub	3,258	73.1	157	2	Community Pub	7,219	63.2	135	2	Community Pub	37,337	58.7	126
3	Premium Local	1,151	25.8	41	3	Premium Local	3,428	30.0	48	3	Premium Local	24,830	39.1	62
4	Circuit Bar	781	17.5	136	4	Great Pub Great Food	2,194	19.2	148	4	Great Pub Great Food	18,671	29.4	227
5	Great Pub Great Food	740	16.6	41	5	Circuit Bar	1,514	13.2	33	5	Bit of Style	8,002	12.6	31
6	Bit of Style	479	10.7	40	6	Bit of Style	1,484	13.0	48	6	Circuit Bar	7,821	12.3	46
7	Craft Led	350	7.9	76	7	Craft Led	1,038	9.1	88	7	Craft Led	4,401	6.9	67

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	266	6.0	67	590	5.2	58	3,524	5.5	63
C1	527	11.8	96	1,184	10.4	84	6,551	10.3	84
C2	386	8.7	105	1,036	9.1	110	5,535	8.7	106
DE	483	10.8	105	1,124	9.8	96	6,320	9.9	97

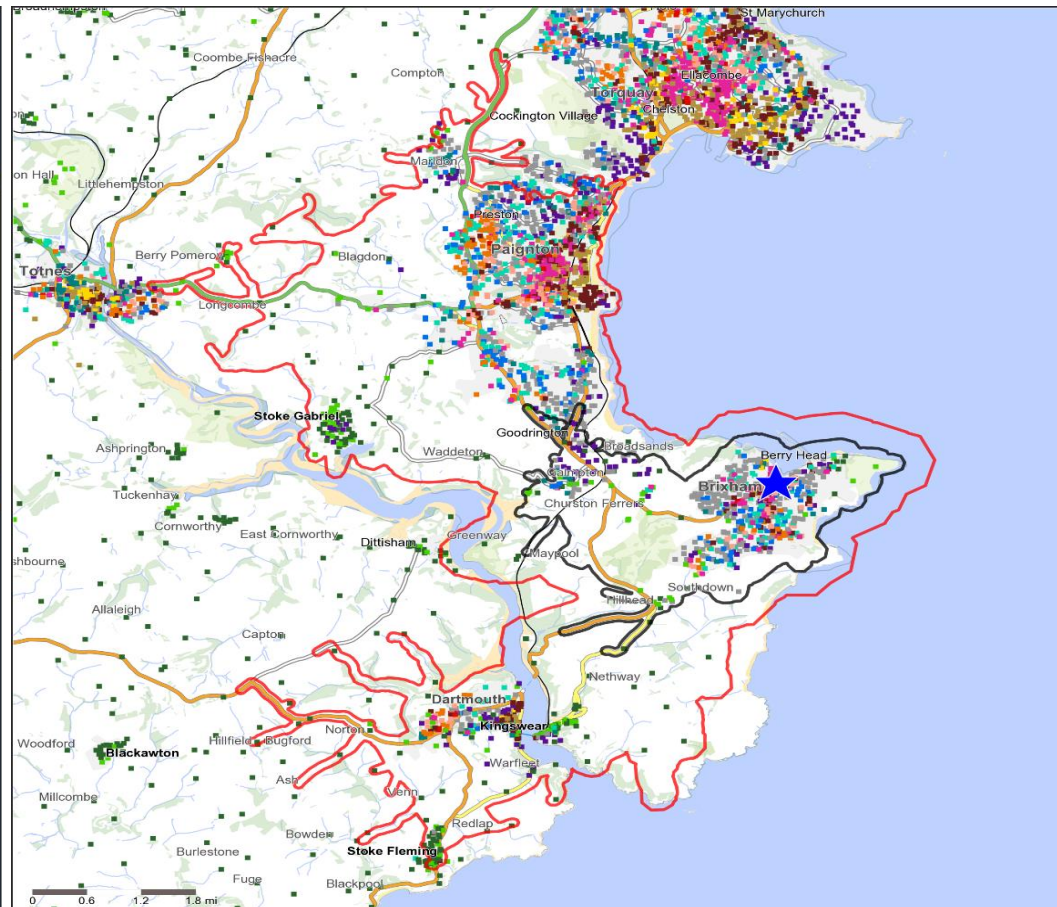
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,418	31.8	96	3,411	29.8	90	18,750	29.5	89
Medium (7-13)	1,820	40.8	123	5,081	44.4	134	27,370	43.1	130
High (14-19)	677	15.2	53	1,871	16.4	58	13,188	20.7	73

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	0	104
B06	Diamond Days	41	69	218	806
B07	Alpha Families	9	24	199	403
B08	Bank of Mum and Dad	0	3	136	706
B09	Empty-Nest Adventure	10	72	520	1,083
C10	Wealthy Landowners	0	12	45	812
C11	Rural Vogue	0	0	6	284
C12	Scattered Homesteads	0	0	0	67
C13	Village Retirement	0	48	266	1,513
D14	Satellite Settlers	11	116	497	1,671
D15	Local Focus	0	0	0	64
D16	Outlying Seniors	0	0	87	496
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	118	254	438	1,964
E19	Bungalow Heaven	632	2,583	4,893	10,010
E20	Classic Grandparents	56	71	107	976
E21	Solo Retirees	407	884	986	2,927
F22	Boomerang Boarders	294	564	785	2,272
F23	Family Ties	34	99	110	1,013
F24	Fledgling Free	39	266	503	1,451
F25	Dependable Me	20	101	299	953
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	116	116	116	743
G28	Modern Parents	0	0	0	36
G29	Mid-Career Convention	0	102	426	1,363
H30	Primary Ambitions	8	87	87	1,262
H31	Affordable Fringe	95	462	552	2,026
H32	First-Rung Futures	348	904	991	3,451
H33	Contemporary Starts	0	0	0	262
H34	New Foundations	6	51	51	88
H35	Flying Solo	2	109	135	427

		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	36	89	89	1,424
I37	Budget Generations	0	60	313	830
I38	Economical Families	0	217	217	810
I39	Families on a Budget	0	27	27	693
J40	Value Rentals	0	116	213	250
J41	Youthful Endeavours	0	0	0	246
J42	Midlife Renters	952	1,547	1,618	3,711
J43	Renting Rooms	66	66	66	1,333
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	25	25	403
K48	Mature Workers	0	0	0	56
L49	Flatlet Seniors	29	29	29	581
L50	Pocket Pensions	36	216	254	576
L51	Retirement Communities	150	425	452	3,447
L52	Estate Veterans	0	27	27	186
L53	Seasoned Survivors	133	224	225	1,278
M54	Down-to-Earth Owners	4	79	116	377
M55	Back with the Folks	174	412	539	3,056
M56	Self Supporters	168	410	512	1,568
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	40	40	40	124
O61	Career Builders	0	0	0	106
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	14
O64	Bus-Route Renters	425	425	425	2,930
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	0	326
Total		4,459	11,431	17,640	63,558

Top 3 Mosaic Types in a 20 Minute Walktime

1. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

2. 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

3. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

Top 3 Mosaic Types in a 20 Minute Drivetime

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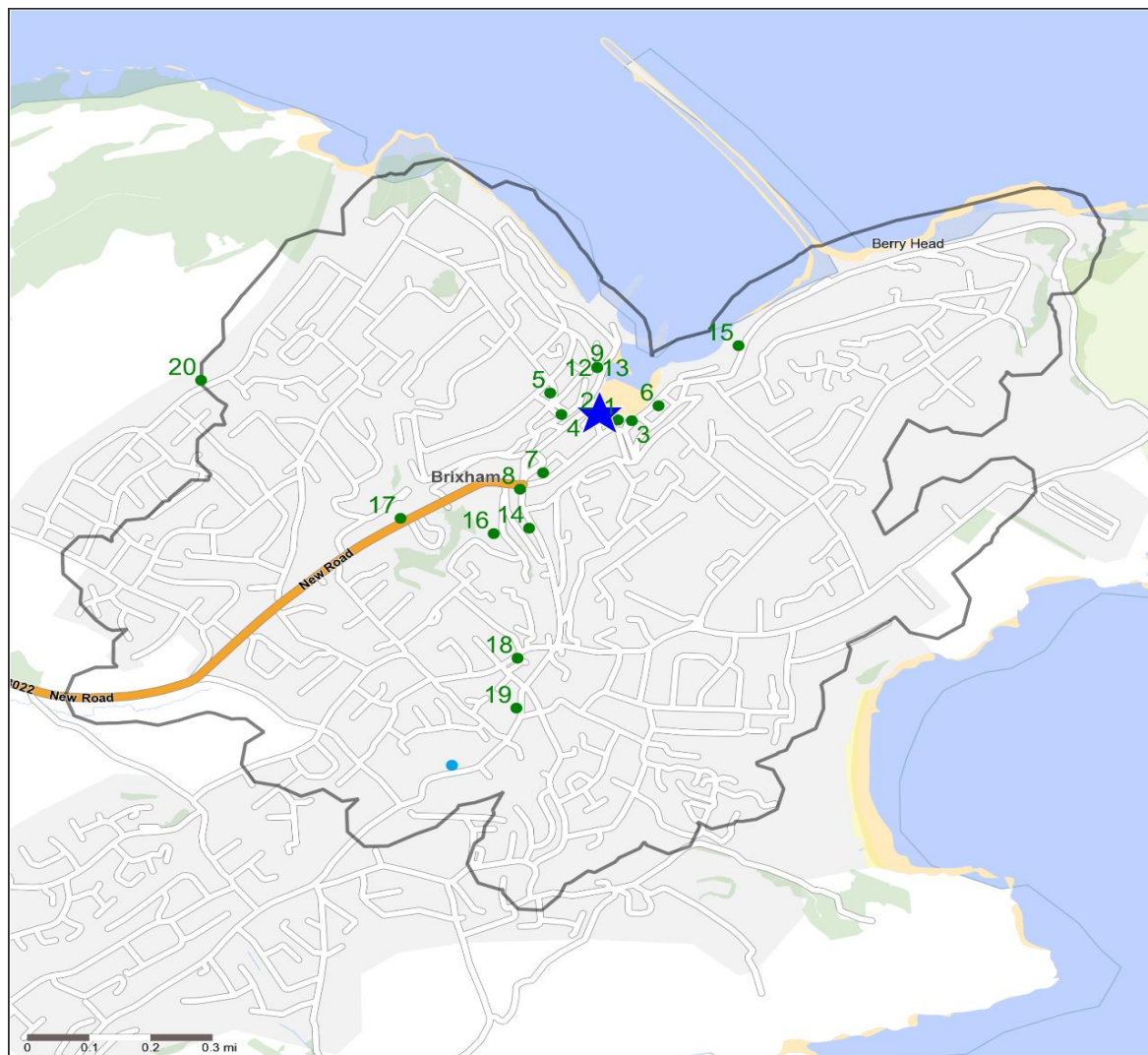
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Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 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	3,586	31.4	104	817	7.1	44	7,028	61.5	118	
Male: Alone	4,525	39.6	133	386	3.4	22	6,520	57.0	107	
Male: Group	3,544	31.0	136	3,886	34.0	130	4,001	35.0	71	
Male: Pair	4,271	37.4	143	2,857	25.0	164	4,303	37.6	66	
Mixed Sex: Group	2,995	26.2	115	4,218	36.9	116	4,218	36.9	84	
Mixed Sex: Pair	3,861	33.8	144	3,463	30.3	93	4,106	35.9	84	
With Children	4,496	39.3	136	813	7.1	42	6,122	53.6	101	
Unknown	1,738	15.2	46	2,572	22.5	125	7,121	62.3	130	
For Eating:										
Upmarket	2,363	20.7	67	2,251	19.7	95	6,817	59.6	126	
Midmarket	3,661	32.0	93	225	2.0	22	7,545	66.0	119	
Downmarket	2,843	24.9	112	5,376	47.0	135	3,211	28.1	68	
For Drinking (monthly spend):										
Nothing	2,208	19.3	64	3,936	34.4	146	5,287	46.3	103	
Low (less than £10)	2,089	18.3	61	5,423	47.4	202	3,918	34.3	76	
Medium (Between £10 and £40)	2,041	17.9	58	1,071	9.4	53	8,319	72.8	145	
High (Greater than £40)	1,337	11.7	45	1,748	15.3	75	8,346	73.0	140	

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	16,936	26.6	88	7,857	12.4	76	38,438	60.5	116	
Male: Alone	23,739	37.4	125	3,594	5.7	36	35,899	56.5	106	
Male: Group	15,072	23.7	104	22,631	35.6	136	25,529	40.2	81	
Male: Pair	20,339	32.0	123	12,408	19.5	128	30,485	48.0	84	
Mixed Sex: Group	14,234	22.4	98	24,813	39.0	122	24,185	38.1	87	
Mixed Sex: Pair	20,589	32.4	138	21,481	33.8	104	21,161	33.3	78	
With Children	22,089	34.8	120	6,444	10.1	60	34,699	54.6	103	
Unknown	13,890	21.9	67	12,277	19.3	108	37,065	58.3	122	
For Eating:										
Upmarket	16,390	25.8	84	9,447	14.9	71	37,394	58.8	125	
Midmarket	18,819	29.6	86	2,790	4.4	49	41,623	65.5	118	
Downmarket	18,011	28.3	128	24,726	38.9	112	20,495	32.2	78	
For Drinking (monthly spend):										
Nothing	15,962	25.1	83	19,497	30.7	130	27,774	43.7	97	
Low (less than £10)	17,133	27.0	90	24,180	38.0	162	21,919	34.5	76	
Medium (Between £10 and £40)	15,657	24.6	81	8,483	13.3	75	39,092	61.5	122	
High (Greater than £40)	10,501	16.5	64	11,478	18.1	88	41,253	64.9	124	

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	Blue Anchor, TQ 5 8AH	Punch Pub Company	0.3	0.3
2	Bullers Arms, TQ 5 8EH	Star Pubs & Bars	0.9	0.5
3	Hole In The Wall, TQ 5 9TW	Unknown	1.5	0.5
4	Manor Inn, TQ 5 8HW	Ei Group	1.8	0.8
5	Queens Arms, TQ 5 8BN	Unknown	2.1	1.0
6	Maritime Inn, TQ 5 9TH	Independent Free	3.0	0.8
7	Long Bar, TQ 5 8DS	Unknown	3.0	0.9
8	Bolton Hotel, TQ 5 8LT	Punch Pub Company	3.9	1.1
9	Crown & Anchor, TQ 5 8AW	Unknown	4.2	1.4
10	Liberty, TQ 5 8AW	Independent Free	4.2	1.4
11	Old Market House, TQ 5 8AW	St Austell	4.2	1.4
12	Rising Sun, TQ 5 8AW	Peninsula Inns	4.2	1.4
13	Sprat & Mackerel, TQ 5 8AW	Ei Group	4.2	1.4
14	Vigilance, TQ 5 9BZ	Wetherspoon	5.4	1.3
15	Prince William, TQ 5 9BP	Independent Free	5.7	1.5
16	Jackz, TQ 5 9BU	Independent Free	6.3	1.3
17	Golden Lion, TQ 5 8NL	Unknown	7.9	1.7
18	Burton, TQ 5 9HZ	Independent Free	12.4	2.3
19	Three Elms, TQ 5 9JU	Heavitree	12.4	2.5
20	Trawler, TQ 5 8LA	Trust Inns	20.2	4.4