

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	7	34	317
Catchment Adults 18+	4,458	13,223	293,796
Catchment Adults 18+ Per Pub	637	389	927
Populaton Projection 2018 to 2028 (% change)	1.08%	1.18%	2.43%

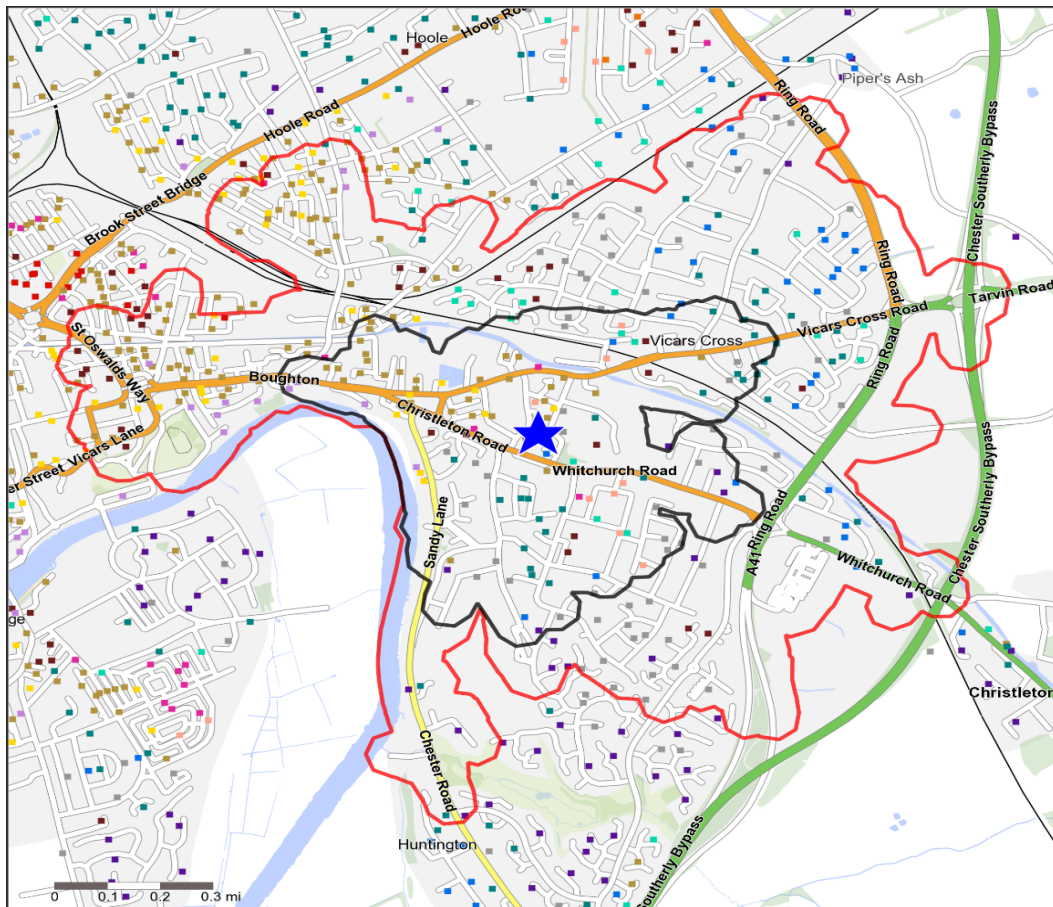
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	4,034	90.5	175	1	High Street Pub	11,294	85.4	165	1	High Street Pub	201,948	68.7	133
2	Community Pub	3,009	67.5	145	2	Community Pub	7,622	57.6	124	2	Premium Local	174,588	59.4	127
3	Premium Local	2,630	59.0	94	3	Premium Local	7,082	53.6	85	3	Community Pub	147,845	50.3	80
4	Great Pub Great Food	2,546	57.1	442	4	Great Pub Great Food	6,851	51.8	401	4	Great Pub Great Food	133,797	45.5	352
5	Bit of Style	1,991	44.7	111	5	Bit of Style	5,617	42.5	105	5	Bit of Style	66,811	22.7	56
6	Craft Led	922	20.7	77	6	Craft Led	3,334	25.2	94	6	Circuit Bar	37,467	12.8	48
7	Circuit Bar	235	5.3	51	7	Circuit Bar	1,793	13.6	132	7	Craft Led	29,013	9.9	96

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	563	12.6	143	1,739	13.2	149	26,354	9.0	101
C1	620	13.9	113	1,776	13.4	110	33,510	11.4	93
C2	303	6.8	82	849	6.4	78	23,272	7.9	96
DE	351	7.9	77	1,036	7.8	76	28,636	9.7	95

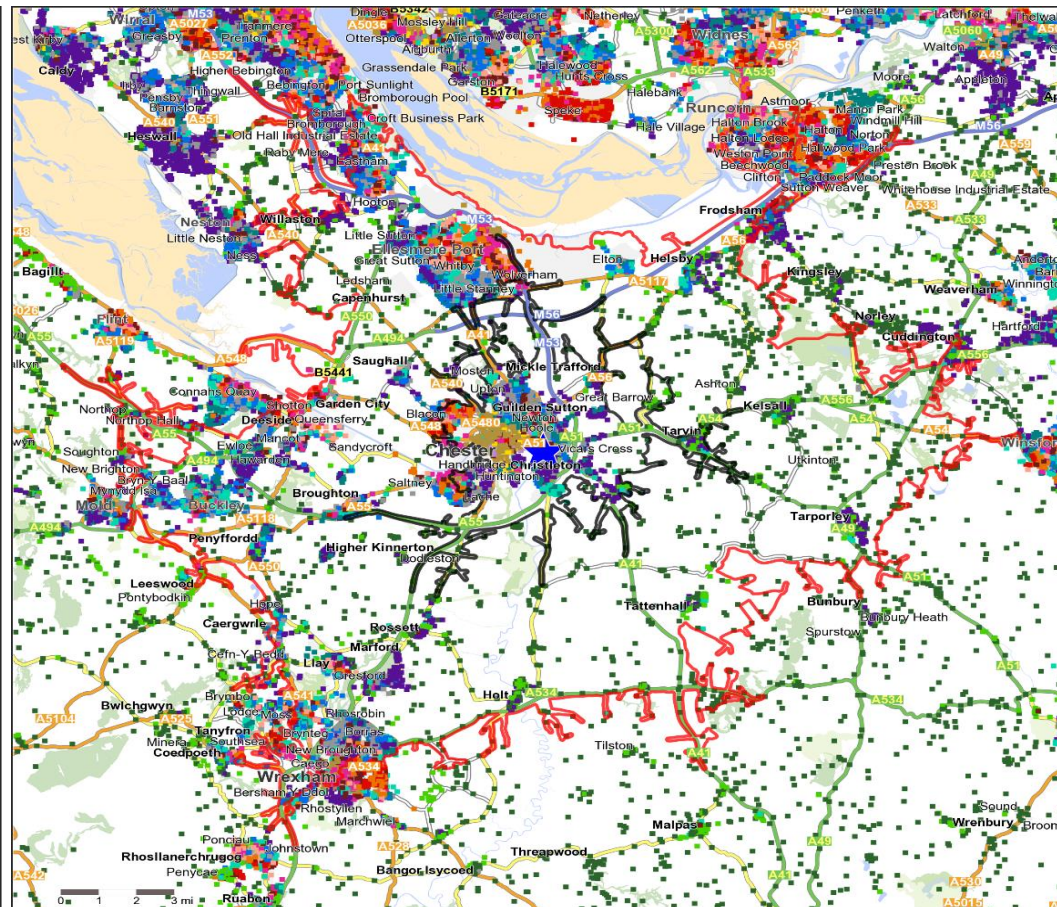
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,395	31.3	94	3,518	26.6	80	91,598	31.2	94
Medium (7-13)	2,073	46.5	140	6,429	48.6	147	117,924	40.1	121
High (14-19)	912	20.5	72	2,582	19.5	69	69,797	23.8	84

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

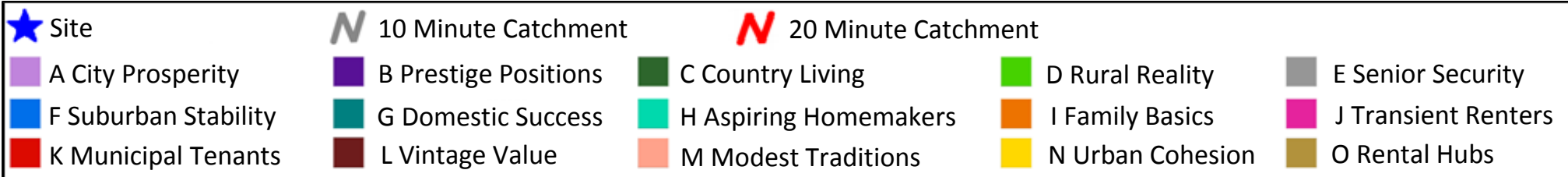
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0
A02	Uptown Elite	89	287	901	912
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	6	65	65
B05	Premium Fortunes	0	0	667	1,581
B06	Diamond Days	84	156	3,206	5,823
B07	Alpha Families	8	92	2,253	9,206
B08	Bank of Mum and Dad	67	265	1,496	5,527
B09	Empty-Nest Adventure	0	66	1,774	11,362
C10	Wealthy Landowners	0	0	1,434	11,170
C11	Rural Vogue	0	0	355	2,639
C12	Scattered Homesteads	0	0	23	501
C13	Village Retirement	0	0	635	6,910
D14	Satellite Settlers	0	0	1,010	8,318
D15	Local Focus	0	0	283	2,219
D16	Outlying Seniors	0	0	315	1,810
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	404	1,047	5,062	6,426
E19	Bungalow Heaven	34	253	725	10,519
E20	Classic Grandparents	33	672	1,971	8,925
E21	Solo Retirees	374	486	1,303	4,967
F22	Boomerang Boarders	46	918	2,726	12,099
F23	Family Ties	61	194	883	3,757
F24	Fledgling Free	0	0	168	9,973
F25	Dependable Me	4	167	670	11,130
G26	Cafés and Catchments	255	269	1,992	2,002
G27	Thriving Independence	496	1,168	4,479	5,292
G28	Modern Parents	0	0	763	7,100
G29	Mid-Career Convention	63	245	1,768	9,436
H30	Primary Ambitions	166	308	1,129	2,291
H31	Affordable Fringe	54	92	557	10,094
H32	First-Rung Futures	29	60	861	8,995
H33	Contemporary Starts	0	4	1,780	7,490
H34	New Foundations	0	5	378	1,580
H35	Flying Solo	0	95	221	1,142

		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	458	1,873
I37	Budget Generations	0	0	528	3,835
I38	Economical Families	0	0	621	5,482
I39	Families on a Budget	0	0	2,174	8,202
J40	Value Rentals	0	0	145	4,288
J41	Youthful Endeavours	0	0	314	1,643
J42	Midlife Renters	82	126	1,356	4,798
J43	Renting Rooms	34	57	577	3,901
K44	Inner City Stalwarts	0	20	20	20
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	274	808
K47	Single Essentials	0	8	573	2,658
K48	Mature Workers	0	0	577	4,495
L49	Flatlet Seniors	88	507	1,229	2,292
L50	Pocket Pensions	164	290	1,062	4,881
L51	Retirement Communities	255	515	1,494	2,574
L52	Estate Veterans	0	0	707	5,455
L53	Seasoned Survivors	0	0	364	3,578
M54	Down-to-Earth Owners	0	0	203	4,385
M55	Back with the Folks	165	165	1,437	6,809
M56	Self Supporters	129	129	634	6,168
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	252	861	2,904	2,913
O61	Career Builders	814	1,933	4,915	5,070
O62	Central Pulse	0	1,137	3,983	4,019
O63	Flexible Workforce	54	58	85	143
O64	Bus-Route Renters	127	383	1,203	2,812
O65	Learners & Earners	25	36	3,409	4,288
O66	Student Scene	0	8	2,630	2,698
U99	Unclassified	0	136	1,427	2,450
Total		4,456	13,224	77,156	293,799

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

2. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

3. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



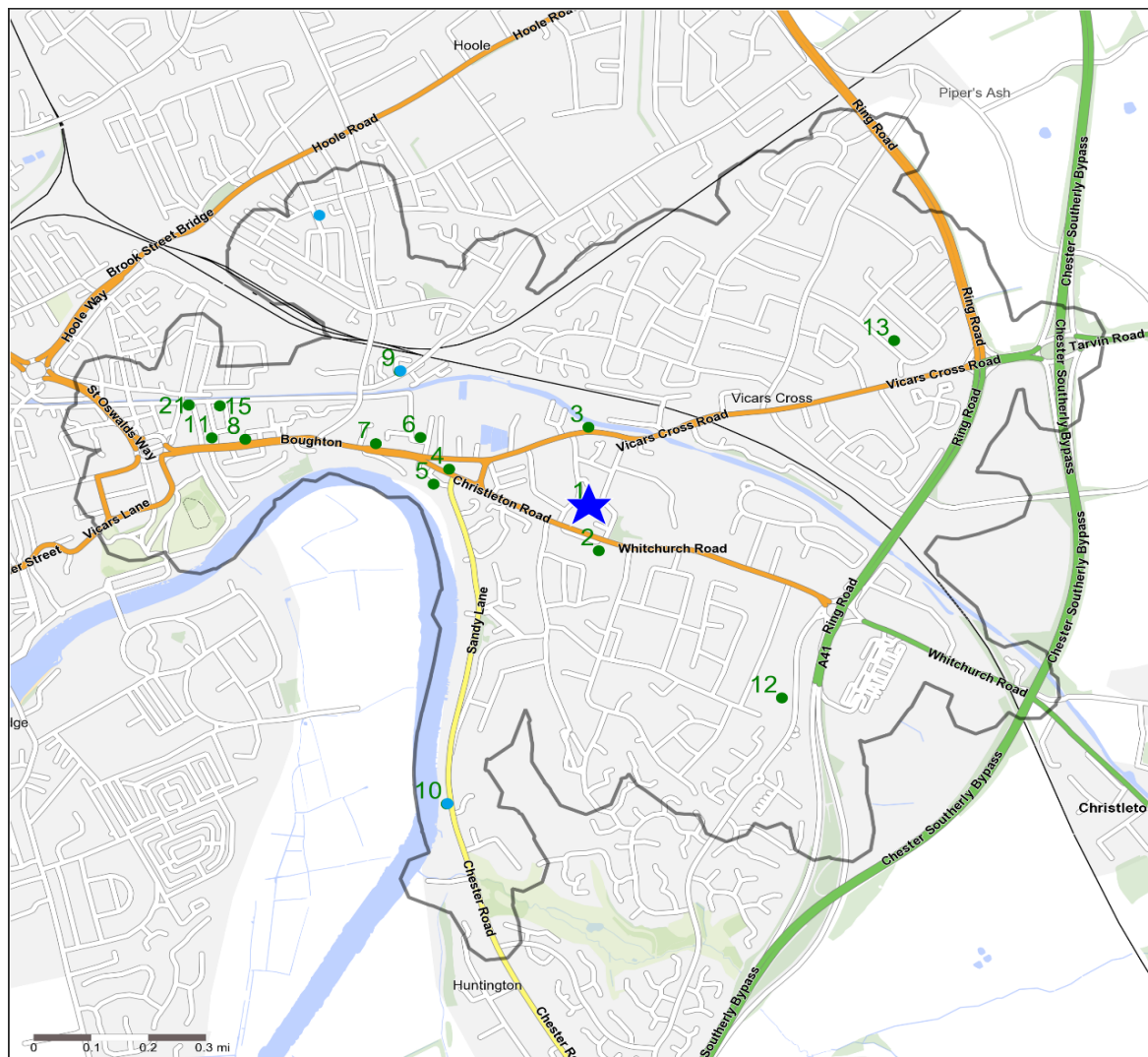
- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

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	4,762	36.0	119	2,181	16.5	101	6,145	46.5	89	
Male: Alone	4,395	33.2	112	3,648	27.6	177	5,044	38.1	72	
Male: Group	5,252	39.7	174	2,145	16.2	62	5,691	43.0	87	
Male: Pair	5,597	42.3	162	911	6.9	45	6,580	49.8	87	
Mixed Sex: Group	3,250	24.6	108	2,781	21.0	66	7,057	53.4	122	
Mixed Sex: Pair	4,241	32.1	137	4,448	33.6	103	4,398	33.3	78	
With Children	2,279	17.2	60	591	4.5	27	10,217	77.3	146	
Unknown	2,268	17.2	52	2,900	21.9	122	7,920	59.9	125	
For Eating:										
Upmarket	6,976	52.8	172	1,763	13.3	64	4,348	32.9	70	
Midmarket	6,745	51.0	149	388	2.9	33	5,954	45.0	81	
Downmarket	2,943	22.3	100	3,715	28.1	81	6,429	48.6	117	
For Drinking (monthly spend):										
Nothing	3,503	26.5	88	2,125	16.1	68	7,460	56.4	126	
Low (less than £10)	4,497	34.0	114	965	7.3	31	7,625	57.7	127	
Medium (Between £10 and £40)	5,677	42.9	140	2,486	18.8	105	4,924	37.2	74	
High (Greater than £40)	6,502	49.2	190	2,064	15.6	76	4,522	34.2	65	

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	82,472	28.1	93	44,580	15.2	93	164,294	55.9	107
Male: Alone	82,605	28.1	94	46,463	15.8	101	162,278	55.2	104
Male: Group	70,058	23.8	104	77,542	26.4	101	143,747	48.9	99
Male: Pair	71,331	24.3	93	45,867	15.6	102	174,148	59.3	103
Mixed Sex: Group	60,975	20.8	91	85,605	29.1	91	144,767	49.3	112
Mixed Sex: Pair	94,514	32.2	137	85,770	29.2	90	111,062	37.8	88
With Children	71,121	24.2	84	45,640	15.5	92	174,586	59.4	112
Unknown	74,968	25.5	78	39,106	13.3	74	177,272	60.3	126
For Eating:									
Upmarket	86,488	29.4	96	48,753	16.6	80	156,105	53.1	112
Midmarket	80,217	27.3	79	13,836	4.7	52	197,293	67.2	121
Downmarket	93,072	31.7	143	99,863	34.0	97	98,412	33.5	81
For Drinking (monthly spend):									
Nothing	79,693	27.1	90	82,257	28.0	118	129,397	44.0	98
Low (less than £10)	100,295	34.1	114	70,245	23.9	102	120,807	41.1	91
Medium (Between £10 and £40)	102,837	35.0	114	56,480	19.2	108	132,030	44.9	89
High (Greater than £40)	73,000	24.8	96	70,561	24.0	117	147,786	50.3	96

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	Cherry Orchard, CH 3 5EN	Star Pubs & Bars	0.0	0.1
2	Peacock Hotel, CH 3 5TD	Greene King	3.0	0.5
3	Bridge Inn, CH 3 5EF	Ei Group	3.6	0.8
4	Ye Gardeners Arms, CH 3 5UF	Admiral Taverns Ltd	5.1	1.0
5	Mount Inn, CH 3 5UD	Hydes Anvil	6.3	1.3
6	Spital Vaults, CH 3 5DB	Marston's	7.2	1.5
7	Little Oak, CH 3 5BH	*Other Small Retail Groups	8.2	1.5
8	Cross Foxes, CH 3 5AF	Ei Group	13.0	3.3
9	Lock Vaults, CH 2 3DU	Star Pubs & Bars	13.6	2.4
10	Red House, CH 3 5UX	Star Pubs & Bars	14.5	2.9
11	Bar Six T Nine, CH 3 5AE	*Other Small Retail Groups	14.5	3.3
12	Twirl Of Hay, CH 3 5PR	Whitbread	14.8	2.7
13	Centurion, CH 3 5LN	Admiral Taverns Ltd	16.0	3.1
14	Artichoke, CH 3 5AN	Independent Free	16.0	3.6
15	Globe, CH 3 5AN	*Other Small Retail Groups	16.0	3.6
16	Boardroom, CH 1 3AE	Independent Free	16.6	3.2
17	Cellar, CH 1 3AE	Independent Free	16.6	3.2
18	Compass, CH 1 3AE	Independent Free	16.6	3.2
19	Old Harkers Arms, CH 3 5AL	Restaurant Group	16.6	3.2
20	Town Crier, CH 1 3AE	Stonegate Pub Company	16.6	3.2