

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	12	72	272
Catchment Adults 18+	7,338	17,496	257,161
Catchment Adults 18+ Per Pub	612	243	945
Populaton Projection 2018 to 2028 (% change)	3.12%	2.48%	2.34%

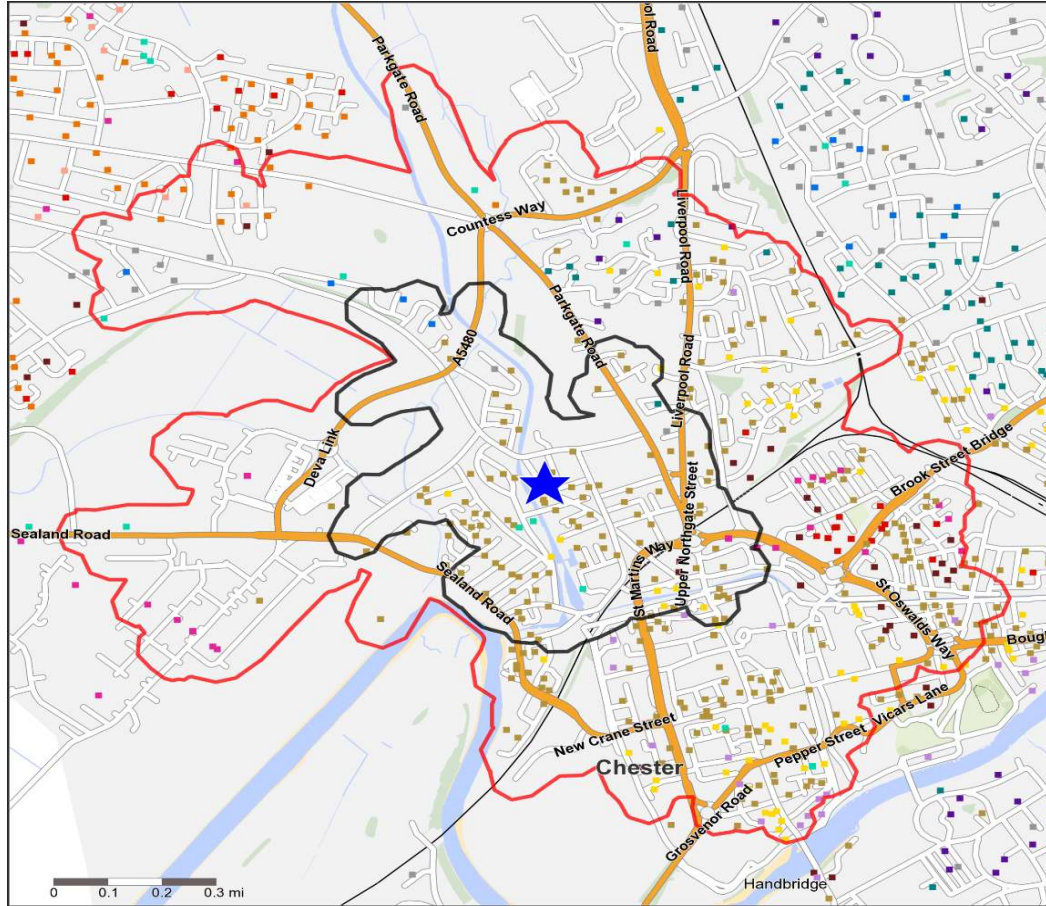
		10 Minute Walktime						20 Minute Walktime						20 Minute Drivetime			
Rank	Type	Target Customers	% of Population	Index		Rank	Type	Target Customers	% of Population	Index		Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	6,289	85.7	165		1	High Street Pub	14,825	84.7	164		1	High Street Pub	182,670	71.0	137	
2	Bit of Style	6,035	82.2	176		2	Bit of Style	10,991	62.8	135		2	Premium Local	152,123	59.2	127	
3	Circuit Bar	5,964	81.3	129		3	Craft Led	10,173	58.1	92		3	Community Pub	132,757	51.6	82	
4	Craft Led	5,705	77.7	601		4	Circuit Bar	9,806	56.0	433		4	Great Pub Great Food	117,255	45.6	353	
5	Community Pub	3,113	42.4	105		5	Community Pub	9,210	52.6	130		5	Bit of Style	59,577	23.2	57	
6	Premium Local	3,024	41.2	154		6	Premium Local	5,621	32.1	120		6	Circuit Bar	32,162	12.5	47	
7	Great Pub Great Food	273	3.7	36		7	Great Pub Great Food	2,460	14.1	136		7	Craft Led	26,004	10.1	98	

	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	473	6.4	73	1,800	10.3	116	23,131	9.0	102
C1	1,069	14.6	119	2,550	14.6	119	29,197	11.4	93
C2	213	2.9	35	831	4.7	58	20,269	7.9	95
DE	400	5.5	53	1,493	8.5	83	25,328	9.8	96

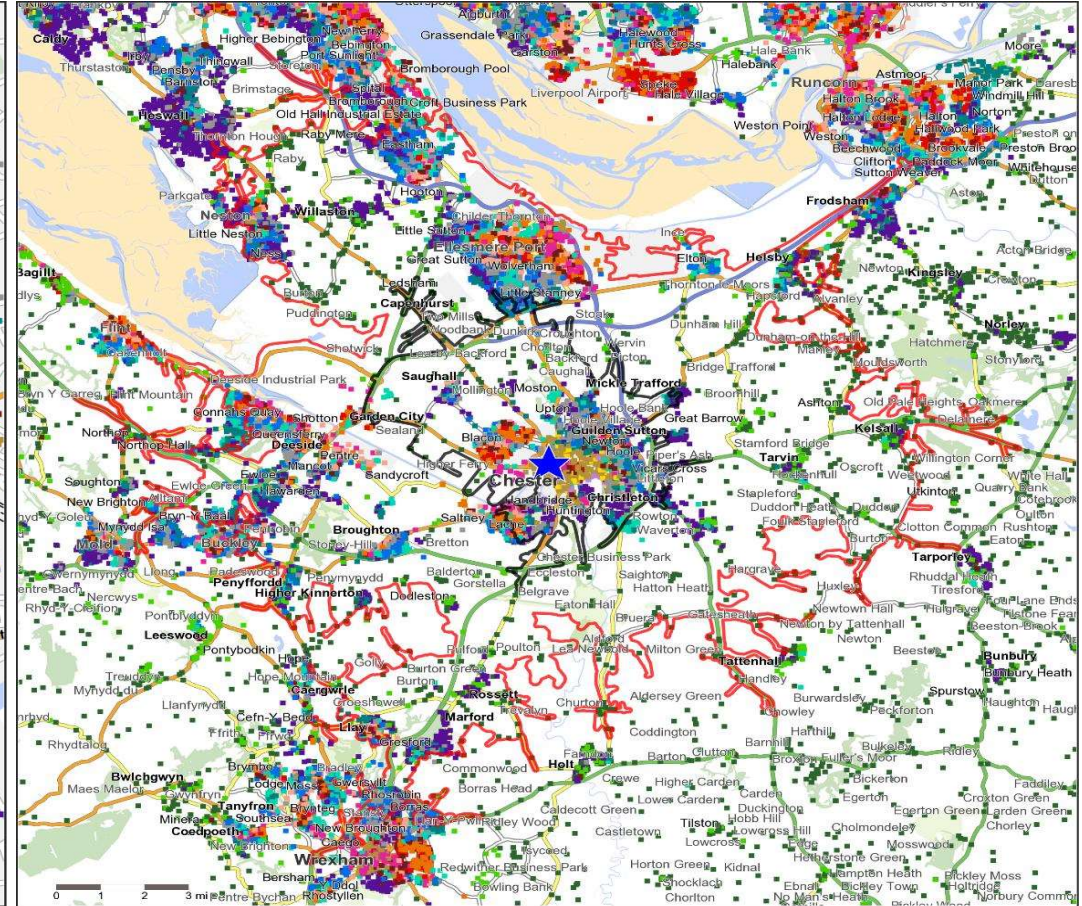
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,086	28.4	86	6,013	34.4	104	82,351	32.0	97
Medium (7-13)	1,507	20.5	62	4,945	28.3	85	104,135	40.5	122
High (14-19)	265	3.6	13	1,349	7.7	27	59,698	23.2	82

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	0	0
A02	Uptown Elite	69	350	901	901	901	901
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	10	65	65	65	65	65
B05	Premium Fortunes	0	0	491	1,544	1,544	1,544
B06	Diamond Days	0	111	2,949	6,102	6,102	6,102
B07	Alpha Families	0	0	1,052	7,871	7,871	7,871
B08	Bank of Mum and Dad	0	40	1,391	4,922	4,922	4,922
B09	Empty-Nest Adventure	0	0	1,350	10,814	10,814	10,814
C10	Wealthy Landowners	0	0	972	8,169	8,169	8,169
C11	Rural Vogue	0	0	135	1,703	1,703	1,703
C12	Scattered Homesteads	0	0	16	337	337	337
C13	Village Retirement	0	0	186	4,440	4,440	4,440
D14	Satellite Settlers	0	0	218	5,558	5,558	5,558
D15	Local Focus	0	0	23	1,413	1,413	1,413
D16	Outlying Seniors	0	0	45	870	870	870
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	20	251	5,124	6,121	6,121	6,121
E19	Bungalow Heaven	0	82	915	8,483	8,483	8,483
E20	Classic Grandparents	8	296	2,368	8,355	8,355	8,355
E21	Solo Retirees	56	75	1,590	4,856	4,856	4,856
F22	Boomerang Boarders	7	54	3,104	11,274	11,274	11,274
F23	Family Ties	0	0	1,080	3,200	3,200	3,200
F24	Fledgling Free	0	2	394	9,027	9,027	9,027
F25	Dependable Me	26	55	1,078	10,123	10,123	10,123
G26	Cafés and Catchments	61	137	1,992	1,992	1,992	1,992
G27	Thriving Independence	0	159	4,320	5,015	5,015	5,015
G28	Modern Parents	0	0	724	5,897	5,897	5,897
G29	Mid-Career Convention	0	0	1,676	8,783	8,783	8,783
H30	Primary Ambitions	0	34	1,042	2,108	2,108	2,108
H31	Affordable Fringe	0	0	1,253	9,611	9,611	9,611
H32	First-Rung Futures	12	145	1,452	7,554	7,554	7,554
H33	Contemporary Starts	0	0	1,024	6,155	6,155	6,155
H34	New Foundations	190	236	317	1,157	1,157	1,157
H35	Flying Solo	0	0	173	949	949	949

				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	4	509	1,493	1,493	1,493
I37	Budget Generations	0	156	611	3,295	3,295	3,295
I38	Economical Families	0	168	773	5,247	5,247	5,247
I39	Families on a Budget	0	186	2,961	7,249	7,249	7,249
J40	Value Rentals	0	23	225	3,846	3,846	3,846
J41	Youthful Endeavours	0	0	250	1,495	1,495	1,495
J42	Midlife Renters	0	53	1,677	3,673	3,673	3,673
J43	Renting Rooms	1	358	631	3,695	3,695	3,695
K44	Inner City Stalwarts	0	0	20	20	20	20
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	245	649	808	808	808
K47	Single Essentials	0	186	856	2,347	2,347	2,347
K48	Mature Workers	0	0	1,134	3,716	3,716	3,716
L49	Flatlet Seniors	58	757	1,432	2,120	2,120	2,120
L50	Pocket Pensions	0	37	1,262	4,192	4,192	4,192
L51	Retirement Communities	120	492	1,494	2,605	2,605	2,605
L52	Estate Veterans	0	3	877	4,425	4,425	4,425
L53	Seasoned Survivors	0	35	516	3,404	3,404	3,404
M54	Down-to-Earth Owners	0	16	398	4,109	4,109	4,109
M55	Back with the Folks	0	35	1,856	6,413	6,413	6,413
M56	Self Supporters	0	0	809	5,526	5,526	5,526
N57	Community Elders	0	0	0	0	0	0
N58	Culture & Comfort	0	0	0	0	0	0
N59	Large Family Living	0	0	0	0	0	0
N60	Ageing Access	110	1,128	2,904	2,904	2,904	2,904
O61	Career Builders	106	1,256	4,934	4,999	4,999	4,999
O62	Central Pulse	564	2,863	3,983	3,983	3,983	3,983
O63	Flexible Workforce	0	2	85	85	85	85
O64	Bus-Route Renters	175	653	1,264	2,350	2,350	2,350
O65	Learners & Earners	2,601	3,122	3,409	3,451	3,451	3,451
O66	Student Scene	2,421	2,599	2,630	2,636	2,636	2,636
U99	Unclassified	723	1,029	1,450	1,703	1,703	1,703
Total				7,338	17,498	79,019	257,158

Top 3 Mosaic Types in a 20 Minute Walktime

1. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

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. 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

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. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



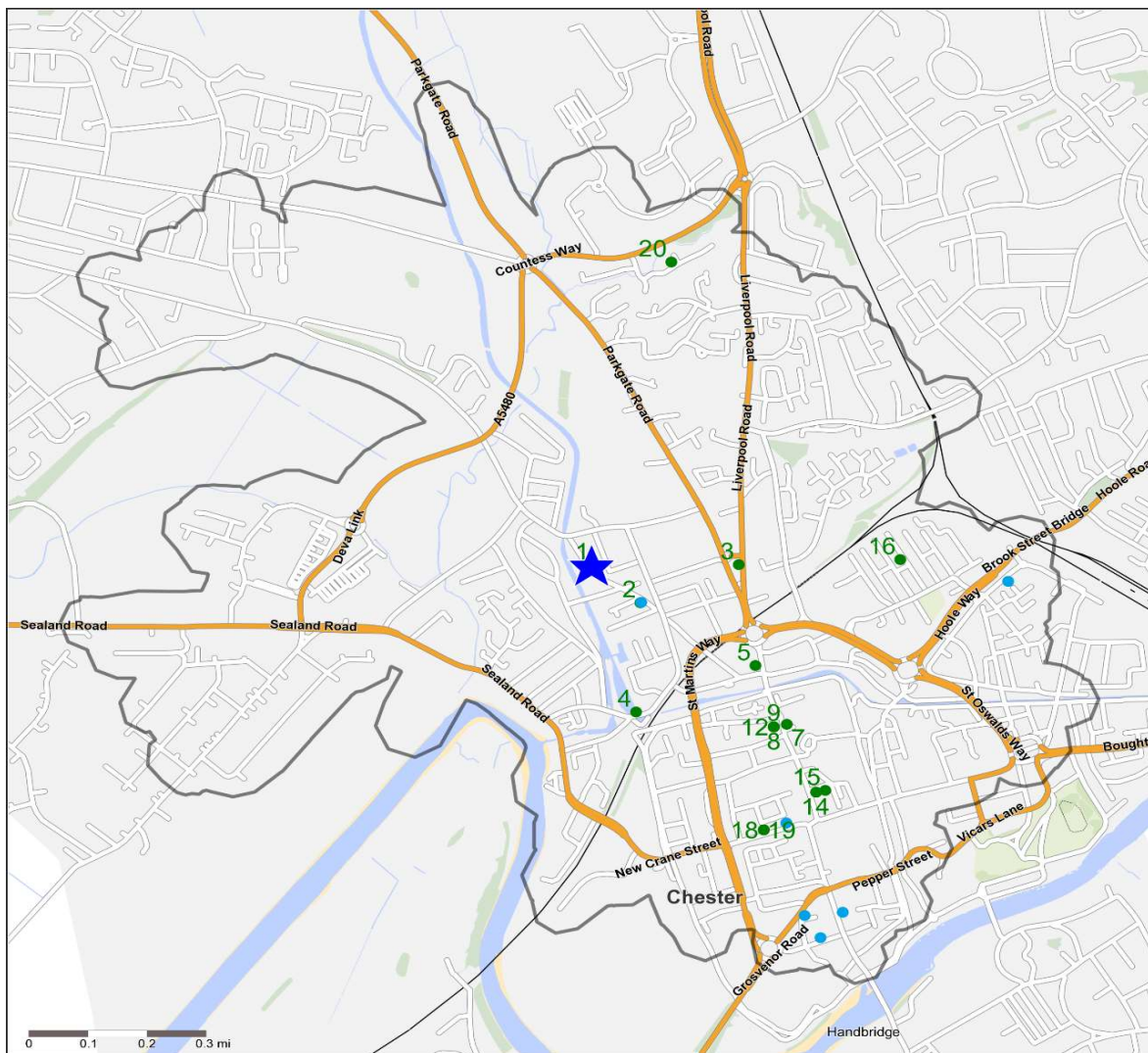
- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

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	11,789	67.4	223		1,838	10.5	64		2,839	16.2	31	
Male: Alone	6,981	39.9	134		5,004	28.6	183		4,482	25.6	48	
Male: Group	6,242	35.7	156		7,012	40.1	153		3,214	18.4	37	
Male: Pair	9,979	57.0	219		1,137	6.5	43		5,352	30.6	53	
Mixed Sex: Group	11,807	67.5	295		1,331	7.6	24		3,329	19.0	43	
Mixed Sex: Pair	9,870	56.4	241		4,611	26.4	81		1,987	11.4	27	
With Children	3,034	17.3	60		326	1.9	11		13,108	74.9	142	
Unknown	6,621	37.8	115		2,477	14.2	79		7,369	42.1	88	
For Eating:												
Upmarket	12,143	69.4	227		1,537	8.8	42		2,787	15.9	34	
Midmarket	13,110	74.9	218		605	3.5	38		2,752	15.7	28	
Downmarket	7,189	41.1	185		5,600	32.0	92		3,678	21.0	51	
For Drinking (monthly spend):												
Nothing	2,115	12.1	40		4,868	27.8	118		9,484	54.2	121	
Low (less than £10)	2,340	13.4	45		4,155	23.7	101		9,972	57.0	126	
Medium (Between £10 and £40)	8,390	48.0	157		2,341	13.4	75		5,736	32.8	65	
High (Greater than £40)	9,486	54.2	209		1,109	6.3	31		5,872	33.6	64	

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	73,359	28.5	94	38,001	14.8	90	144,099	56.0	108
Male: Alone	74,056	28.8	97	42,482	16.5	106	138,921	54.0	101
Male: Group	63,355	24.6	108	67,490	26.2	100	124,613	48.5	98
Male: Pair	64,362	25.0	96	41,628	16.2	106	149,468	58.1	101
Mixed Sex: Group	54,880	21.3	93	70,967	27.6	86	129,612	50.4	115
Mixed Sex: Pair	83,403	32.4	138	75,653	29.4	90	96,403	37.5	88
With Children	63,490	24.7	85	40,652	15.8	94	151,316	58.8	111
Unknown	66,143	25.7	78	35,030	13.6	76	154,286	60.0	125
For Eating:									
Upmarket	79,177	30.8	101	42,657	16.6	80	133,625	52.0	110
Midmarket	73,250	28.5	83	12,152	4.7	52	170,057	66.1	120
Downmarket	84,917	33.0	149	87,154	33.9	97	83,388	32.4	78
For Drinking (monthly spend):									
Nothing	71,635	27.9	92	72,273	28.1	119	111,550	43.4	97
Low (less than £10)	91,350	35.5	119	57,501	22.4	95	106,608	41.5	91
Medium (Between £10 and £40)	95,616	37.2	122	47,462	18.5	103	112,381	43.7	87
High (Greater than £40)	67,112	26.1	101	63,694	24.8	121	124,652	48.5	93

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	Chichester Arms, CH 1 4EY	Star Pubs & Bars	0.0	0.0
2	Bouverie Arms, CH 1 4EW	Star Pubs & Bars	2.4	1.4
3	George & Dragon Hotel, CH 2 1AA	Greene King	7.9	1.5
4	Telfords Warehouse, CH 1 4EZ	Independent Free	8.2	1.9
5	Bull & Stirrup, CH 1 4EE	Wetherspoon	8.2	2.0
6	Coach House, CH 1 2HQ	Independent Free	10.9	2.6
7	Ginger, CH 1 2HT	Independent Free	10.9	2.6
8	Liverpool Arms, CH 1 2HQ	Punch Pub Company	10.9	2.6
9	Marmalade, CH 1 2HQ	Independent Free	10.9	2.6
10	Pied Bull, CH 1 2HQ	Independent Free	10.9	2.6
11	Red Lion, CH 1 2HQ	Mitchells & Butlers	10.9	2.6
12	Shropshire Arms, CH 1 2HQ	Ei Group	10.9	2.6
13	Dublin Packet, CH 1 2HA	Greene King	13.3	4.0
14	Veeno, CH 1 2HA	Veeno	13.3	4.0
15	Music Hall Tap, CH 1 2EU	Stonegate Pub Company	13.9	3.2
16	Talbot Inn, CH 1 3JG	Marston's	16.0	3.4
17	Katies Tea Rooms, CH 1 2LA	Independent Free	17.8	5.0
18	Kuckoo, CH 1 2LA	Independent Free	17.8	5.0
19	Prohibition, CH 1 2LA	Independent Free	17.8	5.0
20	Little Owl, CH 1 4DA	Marston's	18.4	2.8