

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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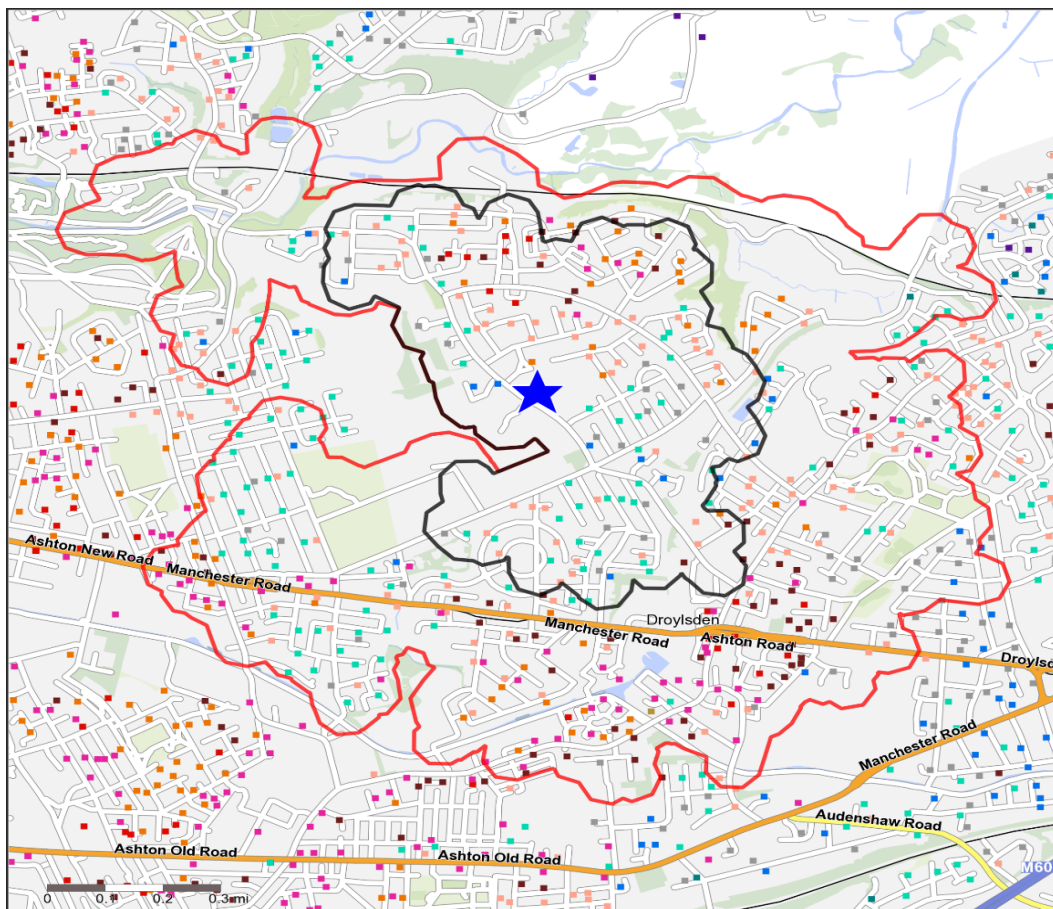
Number of Pubs	1	15	564
Catchment Adults 18+	5,491	14,851	425,669
Catchment Adults 18+ Per Pub	5,491	990	755
Populaton Projection 2018 to 2028 (% change)	3.95%	3.51%	5.42%

		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	5,421	98.7	191	1	High Street Pub	13,938	93.9	181	1	High Street Pub	355,683	83.6	161
2	Community Pub	5,212	94.9	204	2	Community Pub	13,695	92.2	198	2	Community Pub	316,985	74.5	160
3	Premium Local	1,702	31.0	49	3	Premium Local	4,573	30.8	49	3	Premium Local	82,284	19.3	31
4	Great Pub Great Food	1,222	22.3	172	4	Great Pub Great Food	3,170	21.3	165	4	Bit of Style	68,272	16.0	124
5	Circuit Bar	510	9.3	23	5	Bit of Style	1,640	11.0	27	5	Circuit Bar	64,507	15.2	38
6	Craft Led	464	8.5	31	6	Circuit Bar	1,619	10.9	41	6	Craft Led	54,566	12.8	48
7	Bit of Style	364	6.6	64	7	Craft Led	1,309	8.8	86	7	Great Pub Great Food	43,213	10.2	99

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	213	3.9	44	615	4.1	47	23,506	5.5	62
C1	699	12.7	104	1,907	12.8	105	55,749	13.1	107
C2	643	11.7	142	1,680	11.3	137	38,906	9.1	111
DE	661	12.0	117	1,839	12.4	120	67,214	15.8	153

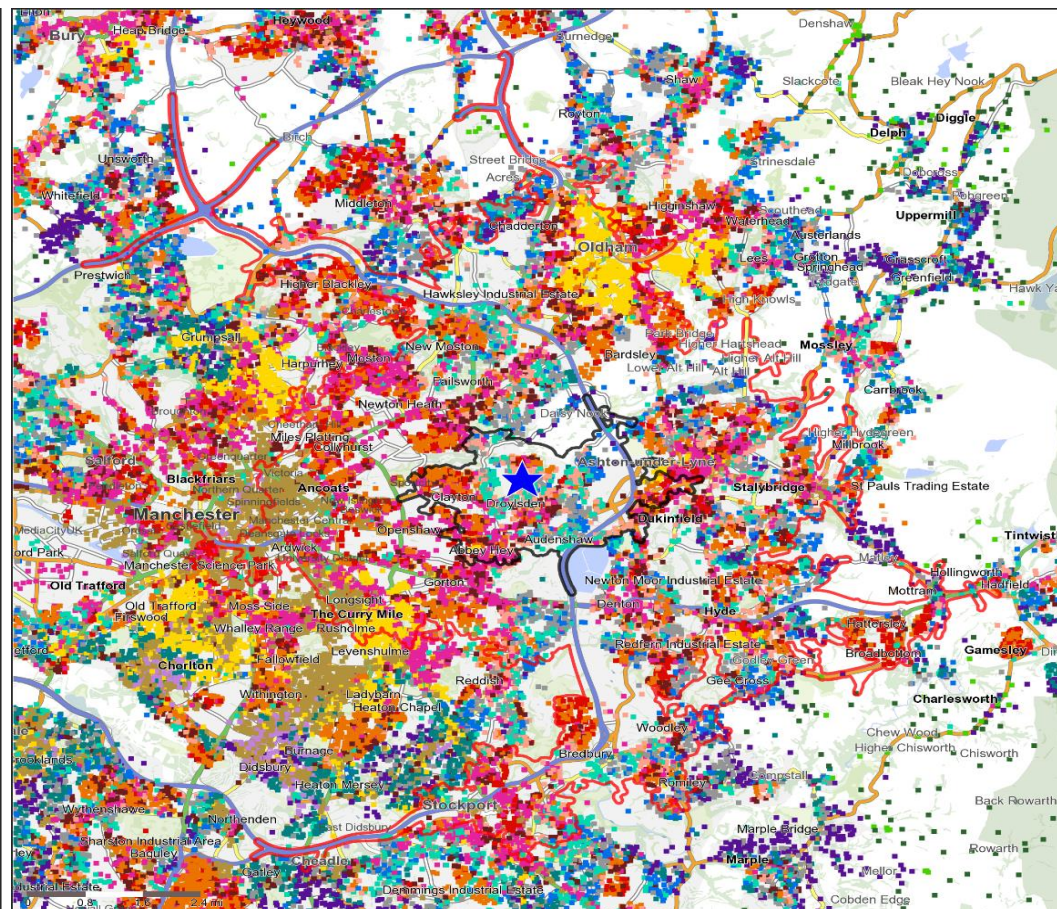
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,157	57.5	173	8,590	57.8	174	268,100	63.0	190
Medium (7-13)	2,225	40.5	122	5,829	39.2	118	116,647	27.4	83
High (14-19)	146	2.7	9	395	2.7	9	19,636	4.6	16

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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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	I Family Basics
	H Aspiring Homemakers	N Urban Cohesion
	M Modest Traditions	E Senior Security
		J Transient Renters
		O Rental Hubs

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	13
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	195
B05	Premium Fortunes	0	0	0	13
B06	Diamond Days	0	0	0	187
B07	Alpha Families	0	0	3	362
B08	Bank of Mum and Dad	0	0	58	1,630
B09	Empty-Nest Adventure	0	0	22	2,441
C10	Wealthy Landowners	0	0	0	129
C11	Rural Vogue	0	0	0	1
C12	Scattered Homesteads	0	0	0	1
C13	Village Retirement	0	0	0	12
D14	Satellite Settlers	0	0	0	209
D15	Local Focus	0	0	0	0
D16	Outlying Seniors	0	0	0	1
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	0	985
E19	Bungalow Heaven	0	17	98	4,645
E20	Classic Grandparents	236	565	1,567	16,248
E21	Solo Retirees	373	825	2,098	12,100
F22	Boomerang Boarders	0	94	812	7,032
F23	Family Ties	151	258	697	4,070
F24	Fledgling Free	57	65	153	2,519
F25	Dependable Me	99	190	680	7,374
G26	Cafés and Catchments	0	0	0	102
G27	Thriving Independence	0	0	277	1,591
G28	Modern Parents	0	20	55	2,409
G29	Mid-Career Convention	0	0	240	1,279
H30	Primary Ambitions	25	475	770	6,427
H31	Affordable Fringe	1,140	2,516	3,540	15,565
H32	First-Rung Futures	184	749	2,240	12,970
H33	Contemporary Starts	0	0	462	1,361
H34	New Foundations	2	13	119	1,782
H35	Flying Solo	7	10	58	590

		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	28	55	243	2,293
I37	Budget Generations	0	0	18	3,673
I38	Economical Families	678	1,476	2,341	20,777
I39	Families on a Budget	0	73	3,358	35,493
J40	Value Rentals	147	373	500	7,453
J41	Youthful Endeavours	44	216	353	3,629
J42	Midlife Renters	0	187	634	10,080
J43	Renting Rooms	1	545	6,130	43,948
K44	Inner City Stalwarts	0	0	0	1,363
K45	City Diversity	0	0	0	860
K46	High Rise Residents	0	0	584	7,309
K47	Single Essentials	273	550	927	8,907
K48	Mature Workers	0	46	1,261	17,331
L49	Flatlet Seniors	17	659	1,531	11,892
L50	Pocket Pensions	0	89	338	4,706
L51	Retirement Communities	0	0	0	564
L52	Estate Veterans	57	128	414	6,464
L53	Seasoned Survivors	264	753	2,074	14,267
M54	Down-to-Earth Owners	44	193	411	4,151
M55	Back with the Folks	784	1,701	2,722	13,073
M56	Self Supporters	835	1,714	3,827	25,546
N57	Community Elders	0	0	0	546
N58	Culture & Comfort	0	0	377	1,405
N59	Large Family Living	0	0	588	26,442
N60	Ageing Access	0	0	0	315
O61	Career Builders	0	0	0	110
O62	Central Pulse	0	0	0	20,752
O63	Flexible Workforce	0	0	50	2,572
O64	Bus-Route Renters	0	81	106	3,280
O65	Learners & Earners	0	0	0	5,000
O66	Student Scene	0	0	0	3,666
U99	Unclassified	44	214	214	13,557
Total		5,490	14,850	42,950	425,667

Top 3 Mosaic Types in a 20 Minute Walktime

1. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

2. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

3. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

Top 3 Mosaic Types in a 20 Minute Drivetime

1. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

2. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

3. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



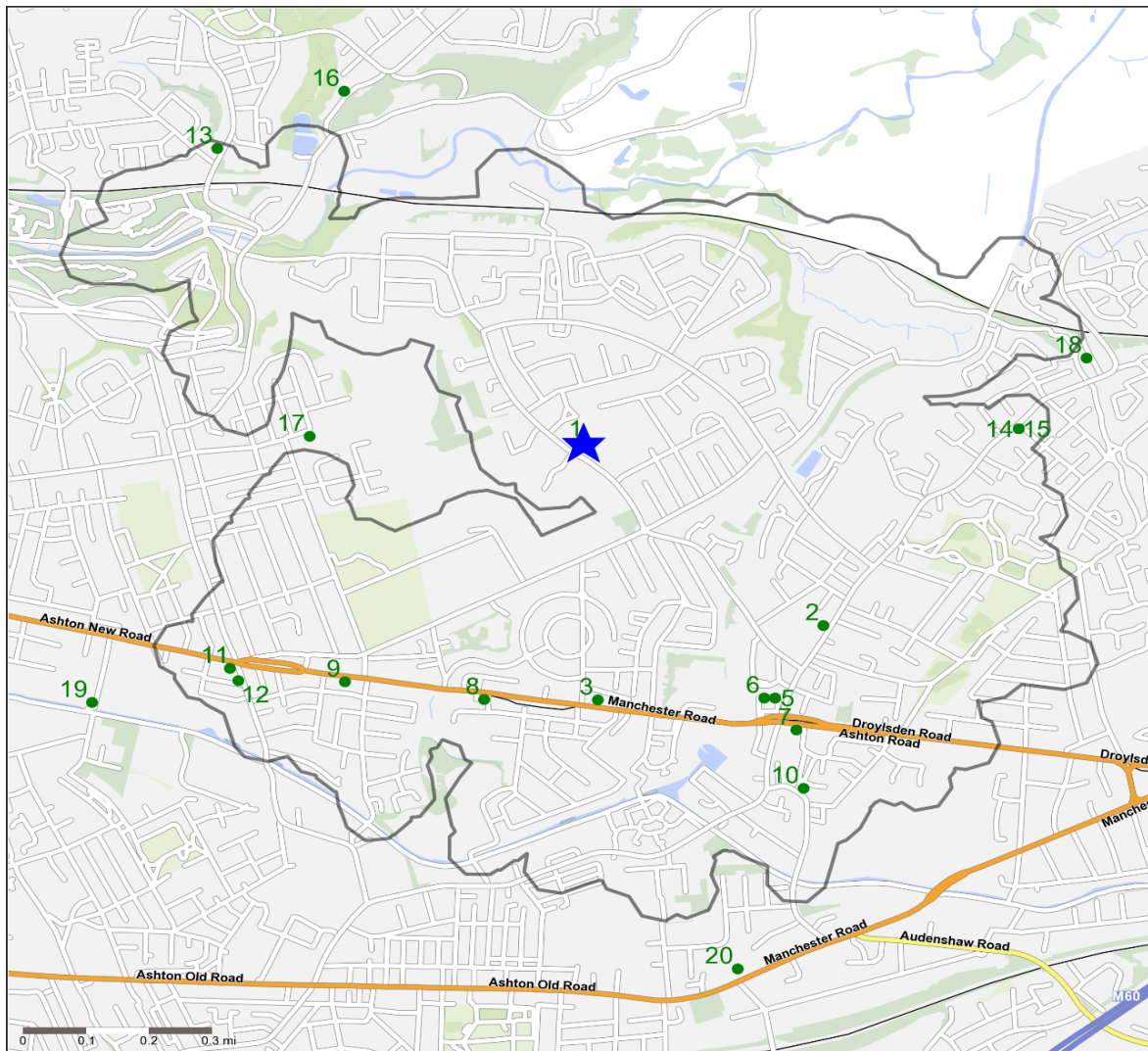
- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

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	5,228	35.2	116	3,117	21.0	128	6,292	42.4	81		
Male: Alone	6,513	43.9	147	1,016	6.8	44	7,108	47.9	90		
Male: Group	4,119	27.7	121	5,761	38.8	148	4,757	32.0	65		
Male: Pair	6,263	42.2	162	6,265	42.2	277	2,109	14.2	25		
Mixed Sex: Group	5,842	39.3	172	3,224	21.7	68	5,570	37.5	85		
Mixed Sex: Pair	5,423	36.5	156	4,449	30.0	92	4,765	32.1	75		
With Children	9,087	61.2	212	2,215	14.9	89	3,335	22.5	42		
Unknown	6,945	46.8	142	1,641	11.0	62	6,051	40.7	85		
For Eating:											
Upmarket	5,135	34.6	113	3,436	23.1	111	6,066	40.8	86		
Midmarket	5,740	38.7	113	354	2.4	26	8,542	57.5	104		
Downmarket	7,660	51.6	232	4,627	31.2	89	2,350	15.8	38		
For Drinking (monthly spend):											
Nothing	7,930	53.4	177	2,183	14.7	62	4,524	30.5	68		
Low (less than £10)	5,630	37.9	127	2,264	15.2	65	6,743	45.4	100		
Medium (Between £10 and £40)	5,630	37.9	124	1,815	12.2	69	7,192	48.4	96		
High (Greater than £40)	2,549	17.2	66	4,377	29.5	144	7,712	51.9	99		

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	128,769	30.3	100	66,354	15.6	95	216,989	51.0	98	
Male: Alone	165,295	38.8	130	68,231	16.0	103	178,586	42.0	79	
Male: Group	107,548	25.3	110	142,387	33.5	128	162,176	38.1	77	
Male: Pair	149,399	35.1	135	139,505	32.8	215	123,208	28.9	50	
Mixed Sex: Group	158,863	37.3	163	56,794	13.3	42	196,455	46.2	105	
Mixed Sex: Pair	107,966	25.4	108	161,190	37.9	116	142,956	33.6	79	
With Children	191,899	45.1	156	76,185	17.9	106	144,028	33.8	64	
Unknown	171,703	40.3	123	48,485	11.4	64	191,924	45.1	94	
For Eating:										
Upmarket	118,538	27.8	91	105,154	24.7	119	188,420	44.3	94	
Midmarket	200,792	47.2	137	42,214	9.9	110	169,106	39.7	72	
Downmarket	130,186	30.6	138	164,203	38.6	111	117,723	27.7	67	
For Drinking (monthly spend):										
Nothing	123,405	29.0	96	99,598	23.4	99	189,109	44.4	99	
Low (less than £10)	75,025	17.6	59	60,330	14.2	60	276,757	65.0	143	
Medium (Between £10 and £40)	100,971	23.7	78	42,584	10.0	56	268,557	63.1	126	
High (Greater than £40)	77,122	18.1	70	68,731	16.1	79	266,258	62.6	120	

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	Pig On The Wall, M 43 7RA	Star Pubs & Bars	0.0	0.0
2	Kings Head, M 43 7AY	Holt	12.1	2.8
3	Royal Oak Inn, M 43 6PF	*Other Small Retail Groups	12.1	3.2
4	Beehive, M 43 7AR	Ei Group	12.4	2.8
5	Silly Country, M 43 7AR	Independent Free	12.4	2.8
6	Cafe Rioba, M 43 7AD	Independent Free	13.0	2.8
7	Church Hotel, M 43 7BP	*Other Small Retail Groups	14.2	4.5
8	Jolly Carter, M 43 6HE	Independent Free	14.5	3.6
9	Buxton Inn, M 43 6GE	Unknown	15.1	3.4
10	Lazy Toad, M 43 7UB	Independent Free	16.3	3.6
11	Halfway House, M 43 6JE	Holt	17.8	4.5
12	Gardeners Arms, M 43 6BS	Dorbiere	19.0	5.0
13	Railway Hotel, M 40 1GG	Punch Pub Company	19.6	8.7
14	Bush Inn, M 43 7HL	Thwaites	19.9	4.4
15	Strawberry Gardens, M 43 7HL	Admiral Taverns Ltd	19.9	4.4
16	Nelson Tavern, M 35 0PW	Ei Group	22.0	8.9
17	Haddon Hall, M 43 6LB	Mitchells & Butlers	22.3	5.9
18	Railway Hotel, M 43 7LA	Ei Group	23.2	5.4
19	Strawberry Duck, M 11 4GU	Unknown	24.7	6.2
20	Fairfield Arms, M 34 5PZ	Mitchells & Butlers	25.4	5.7