

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

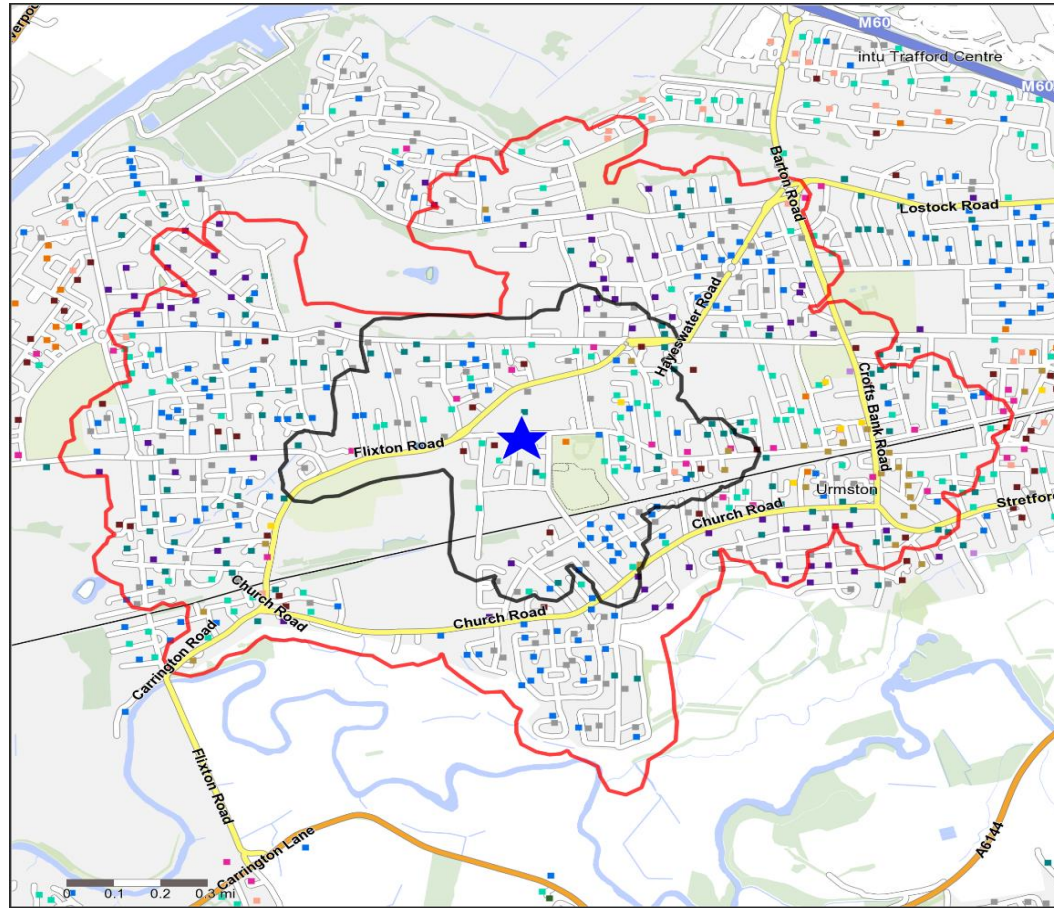
Number of Pubs	2	14	191
Catchment Adults 18+	3,978	17,166	231,983
Catchment Adults 18+ Per Pub	1,989	1,226	1,215
Populaton Projection 2018 to 2028 (% change)	7.76%	6.40%	7.78%

		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	3,600	90.5	175	1	High Street Pub	15,065	87.8	169	1	High Street Pub	201,425	86.8	168
2	Premium Local	2,655	66.7	143	2	Premium Local	11,802	68.8	147	2	Community Pub	145,631	62.8	135
3	Great Pub Great Food	1,815	45.6	72	3	Great Pub Great Food	8,827	51.4	82	3	Premium Local	109,233	47.1	75
4	Community Pub	1,673	42.1	325	4	Community Pub	8,050	46.9	363	4	Great Pub Great Food	84,510	36.4	282
5	Bit of Style	1,667	41.9	104	5	Bit of Style	5,510	32.1	80	5	Bit of Style	76,136	32.8	81
6	Circuit Bar	327	8.2	31	6	Circuit Bar	1,590	9.3	35	6	Circuit Bar	33,852	14.6	54
7	Craft Led	323	8.1	79	7	Craft Led	1,168	6.8	66	7	Craft Led	33,544	14.5	140

	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	426	10.7	121	1,813	10.6	119	23,466	10.1	114
C1	583	14.7	120	2,443	14.2	116	33,459	14.4	118
C2	308	7.7	94	1,246	7.3	88	18,224	7.9	95
DE	259	6.5	63	1,086	6.3	61	24,522	10.6	103

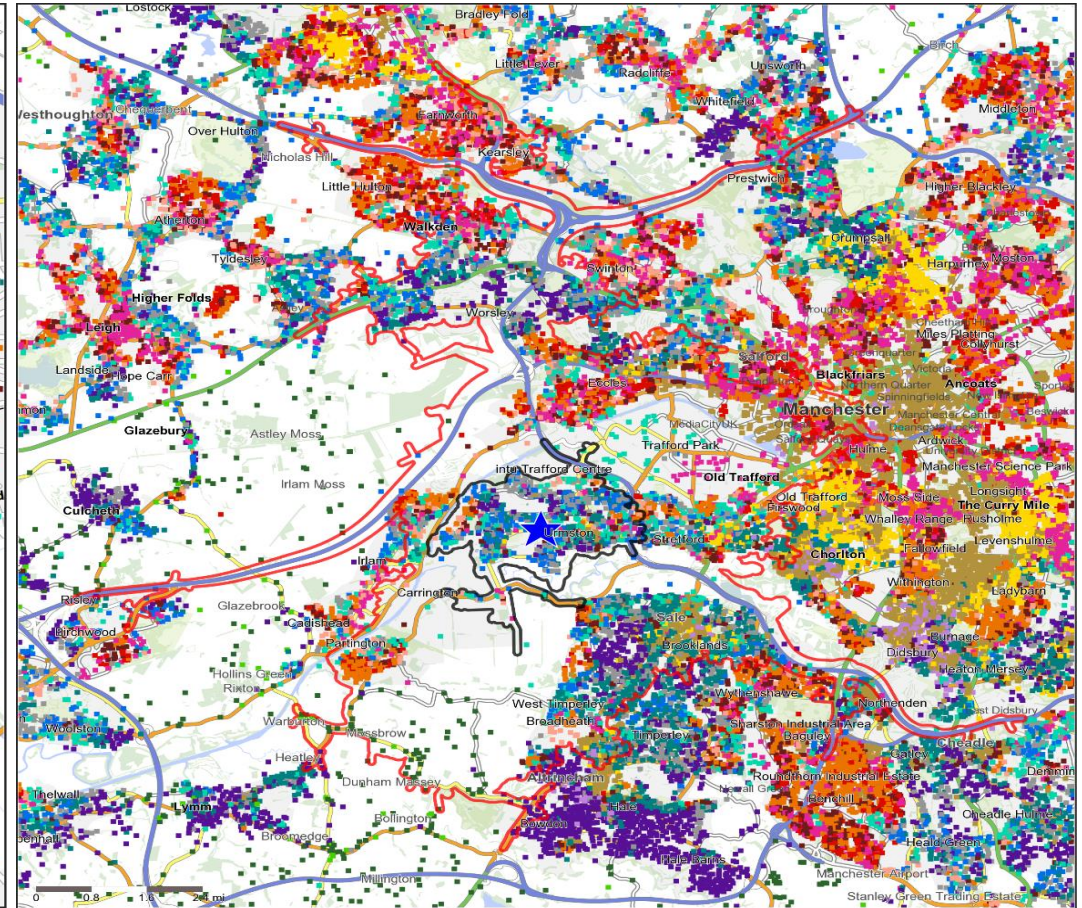
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	693	17.4	53	2,347	13.7	41	89,983	38.8	117
Medium (7-13)	2,101	52.8	159	8,639	50.3	152	87,551	37.7	114
High (14-19)	950	23.9	84	5,015	29.2	103	44,848	19.3	68

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



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	9	13	677
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	112
	B05	Premium Fortunes	0	0	0	1,478
	B06	Diamond Days	5	84	109	2,856
	B07	Alpha Families	0	132	163	1,823
	B08	Bank of Mum and Dad	102	830	1,055	4,068
	B09	Empty-Nest Adventure	72	618	813	2,657
	C10	Wealthy Landowners	0	0	5	403
	C11	Rural Vogue	0	0	0	130
	C12	Scattered Homesteads	0	0	0	11
	C13	Village Retirement	0	0	0	41
	D14	Satellite Settlers	0	0	0	86
	D15	Local Focus	0	0	0	0
	D16	Outlying Seniors	0	0	0	20
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	66	818	1,251	7,611
	E19	Bungalow Heaven	121	205	648	2,342
	E20	Classic Grandparents	229	1,257	2,582	7,872
	E21	Solo Retirees	359	1,320	2,007	7,504
	F22	Boomerang Boarders	208	1,689	3,047	7,979
	F23	Family Ties	438	1,176	2,443	4,720
	F24	Fledgling Free	8	31	57	822
	F25	Dependable Me	160	979	1,661	6,332
	G26	Cafés and Catchments	76	313	450	8,084
	G27	Thriving Independence	457	1,469	2,045	14,867
	G28	Modern Parents	0	0	0	1,709
	G29	Mid-Career Convention	93	859	1,177	3,642
	H30	Primary Ambitions	719	1,692	2,176	10,901
	H31	Affordable Fringe	0	158	1,061	4,930
	H32	First-Rung Futures	243	829	1,733	8,357
	H33	Contemporary Starts	0	0	0	1,749
	H34	New Foundations	0	0	27	2,048
	H35	Flying Solo	70	214	293	1,446

			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	15	73	634	5,977
	I37	Budget Generations	0	0	308	2,554
	I38	Economical Families	0	0	114	4,117
	I39	Families on a Budget	0	0	3	9,148
	J40	Value Rentals	0	0	0	2,220
	J41	Youthful Endeavours	0	19	47	1,619
	J42	Midlife Renters	165	486	907	7,641
	J43	Renting Rooms	0	10	54	7,152
	K44	Inner City Stalwarts	0	0	0	143
	K45	City Diversity	0	0	0	47
	K46	High Rise Residents	0	0	0	2,155
	K47	Single Essentials	0	0	43	3,416
	K48	Mature Workers	0	0	0	4,562
	L49	Flatlet Seniors	0	0	224	5,592
	L50	Pocket Pensions	211	536	816	3,267
	L51	Retirement Communities	104	466	684	3,169
	L52	Estate Veterans	0	19	421	4,060
	L53	Seasoned Survivors	0	0	65	4,026
	M54	Down-to-Earth Owners	0	0	33	1,620
	M55	Back with the Folks	26	52	933	5,095
	M56	Self Supporters	0	90	369	5,758
	N57	Community Elders	8	8	8	1,246
	N58	Culture & Comfort	0	0	0	352
	N59	Large Family Living	0	0	0	278
	N60	Ageing Access	0	73	176	3,921
	O61	Career Builders	10	124	220	9,623
	O62	Central Pulse	0	0	0	9,862
	O63	Flexible Workforce	0	0	0	428
	O64	Bus-Route Renters	14	527	657	4,514
	O65	Learners & Earners	0	0	0	258
	O66	Student Scene	0	0	0	154
	U99	Unclassified	0	0	0	733
Total			3,979	17,165	31,532	231,984

Top 3 Mosaic Types in a 20 Minute Walktime

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. 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

3. G27 Thriving Independence

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



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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. G27 Thriving Independence

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



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

2. 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

3. O62 Central Pulse

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



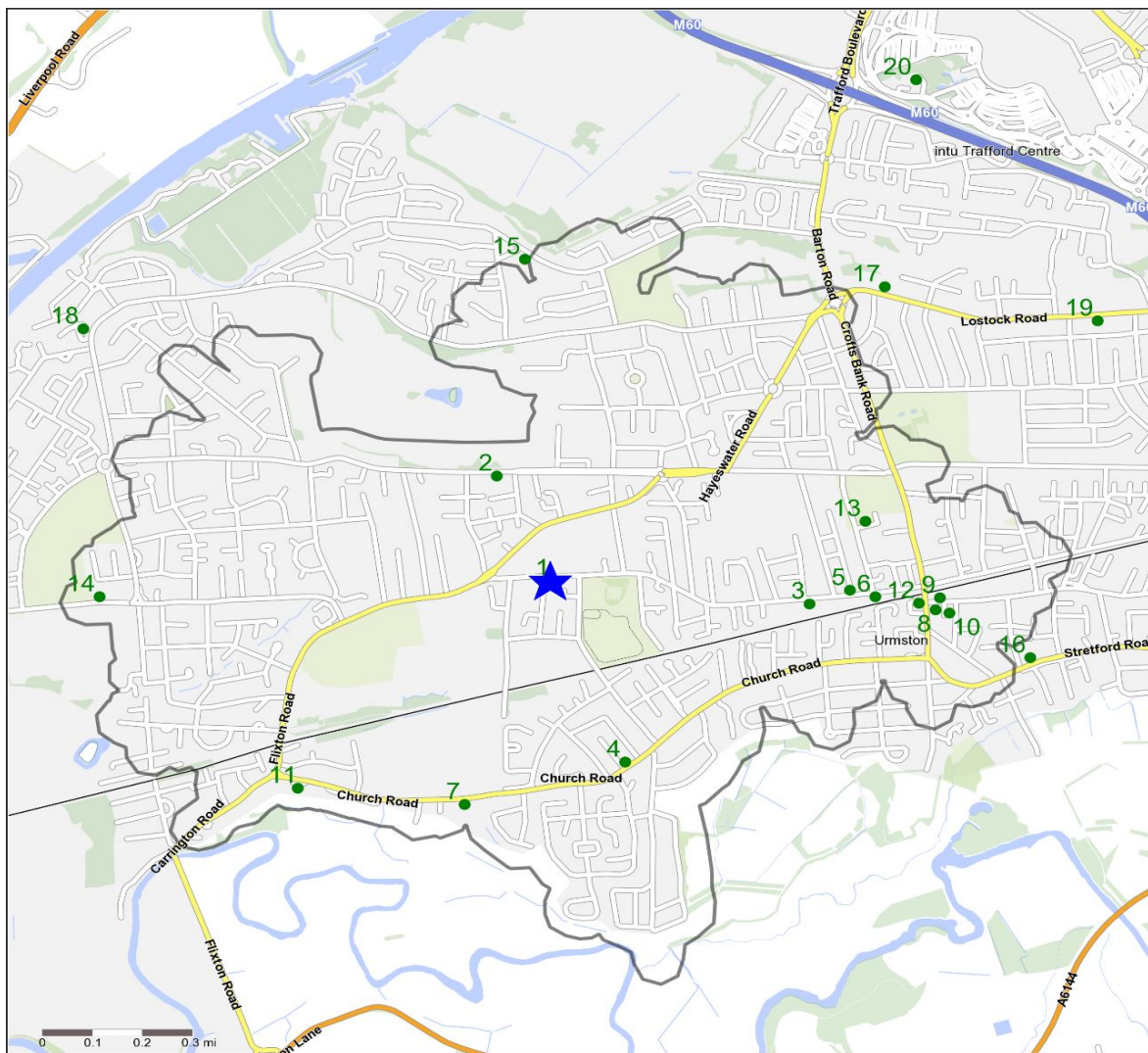
- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

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

Activity Group Structure	20 Minute Walktime											
	High			Medium			Low					
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	6,535	38.1	126	497	2.9	18	10,134	59.0	113			
Male: Alone	6,152	35.8	120	2,462	14.3	92	8,552	49.8	93			
Male: Group	5,946	34.6	151	5,002	29.1	111	6,217	36.2	73			
Male: Pair	5,191	30.2	116	3,236	18.9	124	8,739	50.9	89			
Mixed Sex: Group	3,288	19.2	84	4,793	27.9	87	9,085	52.9	121			
Mixed Sex: Pair	7,034	41.0	175	4,106	23.9	74	6,026	35.1	82			
With Children	5,173	30.1	104	1,106	6.4	38	10,887	63.4	120			
Unknown	2,345	13.7	42	4,154	24.2	135	10,666	62.1	130			
For Eating:												
Upmarket	7,707	44.9	147	2,207	12.9	62	7,252	42.2	89			
Midmarket	6,981	40.7	118	316	1.8	20	9,869	57.5	104			
Downmarket	7,560	44.0	198	3,476	20.2	58	6,130	35.7	86			
For Drinking (monthly spend):												
Nothing	7,008	40.8	135	4,136	24.1	102	6,022	35.1	78			
Low (less than £10)	8,818	51.4	172	2,301	13.4	57	6,047	35.2	78			
Medium (Between £10 and £40)	8,818	51.4	168	814	4.7	27	7,534	43.9	87			
High (Greater than £40)	6,577	38.3	148	3,136	18.3	89	7,453	43.4	83			

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	77,678	33.5	111	32,257	13.9	85	121,315	52.3	100
Male: Alone	69,724	30.1	101	47,610	20.5	131	113,916	49.1	92
Male: Group	74,777	32.2	141	55,720	24.0	92	100,754	43.4	88
Male: Pair	72,105	31.1	119	46,652	20.1	132	112,493	48.5	85
Mixed Sex: Group	64,945	28.0	122	49,228	21.2	66	117,077	50.5	115
Mixed Sex: Pair	65,082	28.1	120	84,871	36.6	113	81,297	35.0	82
With Children	75,540	32.6	113	31,778	13.7	81	123,932	53.4	101
Unknown	55,453	23.9	73	56,262	24.3	135	119,534	51.5	108
For Eating:									
Upmarket	84,668	36.5	119	54,656	23.6	113	91,926	39.6	84
Midmarket	100,925	43.5	127	18,980	8.2	91	111,345	48.0	87
Downmarket	66,429	28.6	129	80,358	34.6	99	84,464	36.4	88
For Drinking (monthly spend):									
Nothing	73,151	31.5	104	50,673	21.8	92	107,426	46.3	103
Low (less than £10)	72,962	31.5	105	33,858	14.6	62	124,430	53.6	118
Medium (Between £10 and £40)	84,621	36.5	119	25,700	11.1	62	120,930	52.1	104
High (Greater than £40)	74,802	32.2	125	45,199	19.5	95	111,249	48.0	92

Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site ● Star Pubs ● Pubs N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Bird lth Hand, M 41 5DN	Star Pubs & Bars	0.0	0.0
2	Garricks Head, M 41 5SH	Punch Pub Company	8.2	2.8
3	Tim Bobbin, M 41 5AN	Wetherspoon	10.3	4.0
4	Roebuck Hotel, M 41 6HD	Holt	10.9	4.3
5	Three Barrels, M 41 5AB	Independent Free	12.1	5.0
6	Champs Sports Bar & Grill, M 41 5AW	*Other Small Retail Groups	13.0	4.8
7	Village Inn, M 41 6EP	Trust Inns	14.5	4.5
8	Hop House, M 41 9BQ	Independent Free	16.0	5.1
9	Barking Dog, M 41 9AB	Independent Free	16.0	5.2
10	Boogie Piano, M 41 9BP	Independent Free	16.6	5.5
11	Church Inn, M 41 6HS	Greene King	17.2	5.0
12	Steamhouse, M 41 9SB	Independent Free	17.5	5.6
13	Bevano Lounge, M 41 5BE	Loungers	18.4	5.7
14	Red Lion, M 41 6NA	Independent Free	18.7	4.8
15	Bent Brook, M 41 7NW	Greene King	21.1	7.3
16	Lord Nelson Hotel, M 41 9LG	Holt	21.7	6.9
17	Nags Head, M 41 0SU	Ei Group	22.9	7.7
18	Fox & Hounds, M 41 8QW	Star Pubs & Bars	26.3	6.6
19	Moss Vale, M 41 0TA	Punch Pub Company	31.7	10.4
20	Coach House, M 17 8WW	Whitbread	37.1	12.5