

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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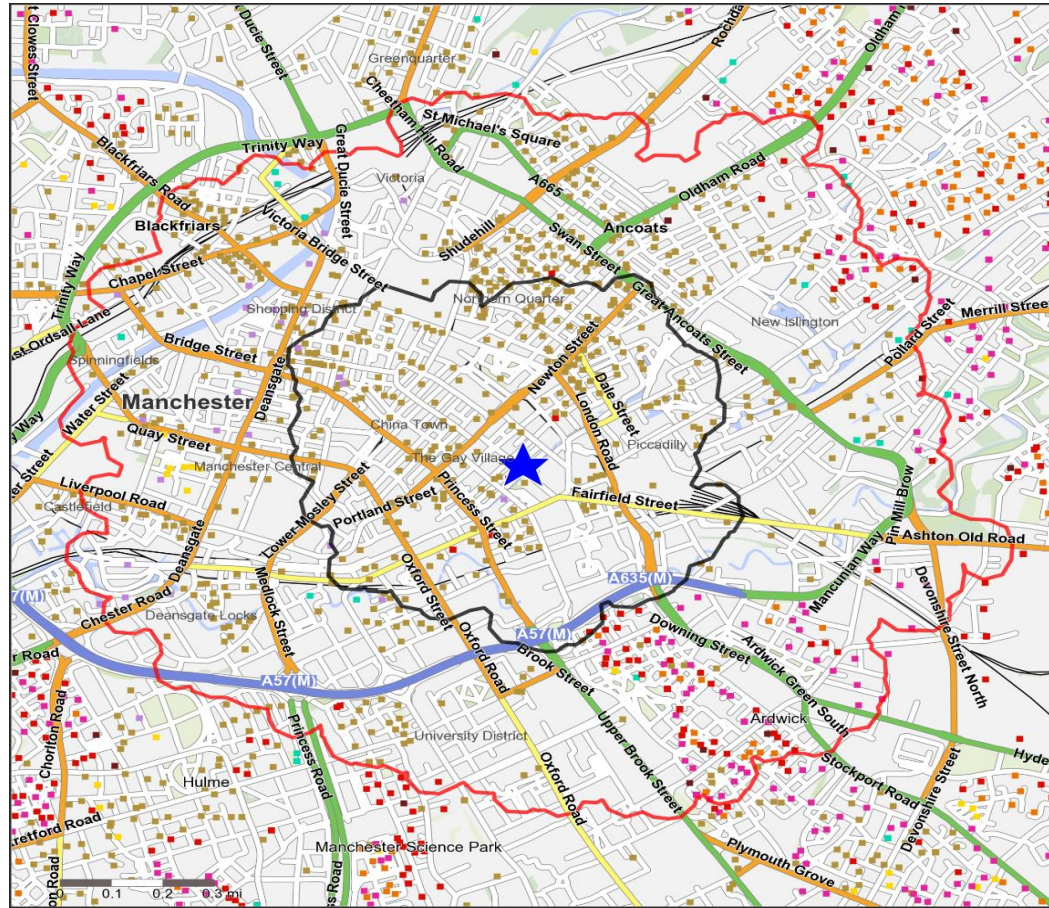
Number of Pubs	153	305	761
Catchment Adults 18+	11,583	43,100	663,645
Catchment Adults 18+ Per Pub	76	141	872
Populaton Projection 2018 to 2028 (% change)	10.59%	12.44%	7.51%

		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	8,399	72.5	140	1	High Street Pub	30,354	70.4	136	1	High Street Pub	530,800	80.0	154
2	Bit of Style	8,124	70.1	150	2	Bit of Style	29,755	69.0	148	2	Community Pub	403,738	60.8	131
3	Circuit Bar	8,024	69.3	110	3	Circuit Bar	29,190	67.7	107	3	Bit of Style	217,431	32.8	52
4	Craft Led	8,010	69.2	535	4	Craft Led	27,410	63.6	492	4	Premium Local	172,301	26.0	201
5	Community Pub	1,087	9.4	23	5	Community Pub	5,784	13.4	33	5	Craft Led	156,824	23.6	59
6	Great Pub Great Food	111	1.0	4	6	Premium Local	2,225	5.2	19	6	Circuit Bar	155,574	23.4	87
7	Premium Local	91	0.8	8	7	Great Pub Great Food	748	1.7	17	7	Great Pub Great Food	115,453	17.4	169

	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	1,938	16.7	189	6,984	16.2	183	58,716	8.8	100
C1	2,389	20.6	168	8,949	20.8	169	97,344	14.7	120
C2	207	1.8	22	1,052	2.4	30	46,323	7.0	85
DE	425	3.7	36	2,397	5.6	54	87,899	13.2	129

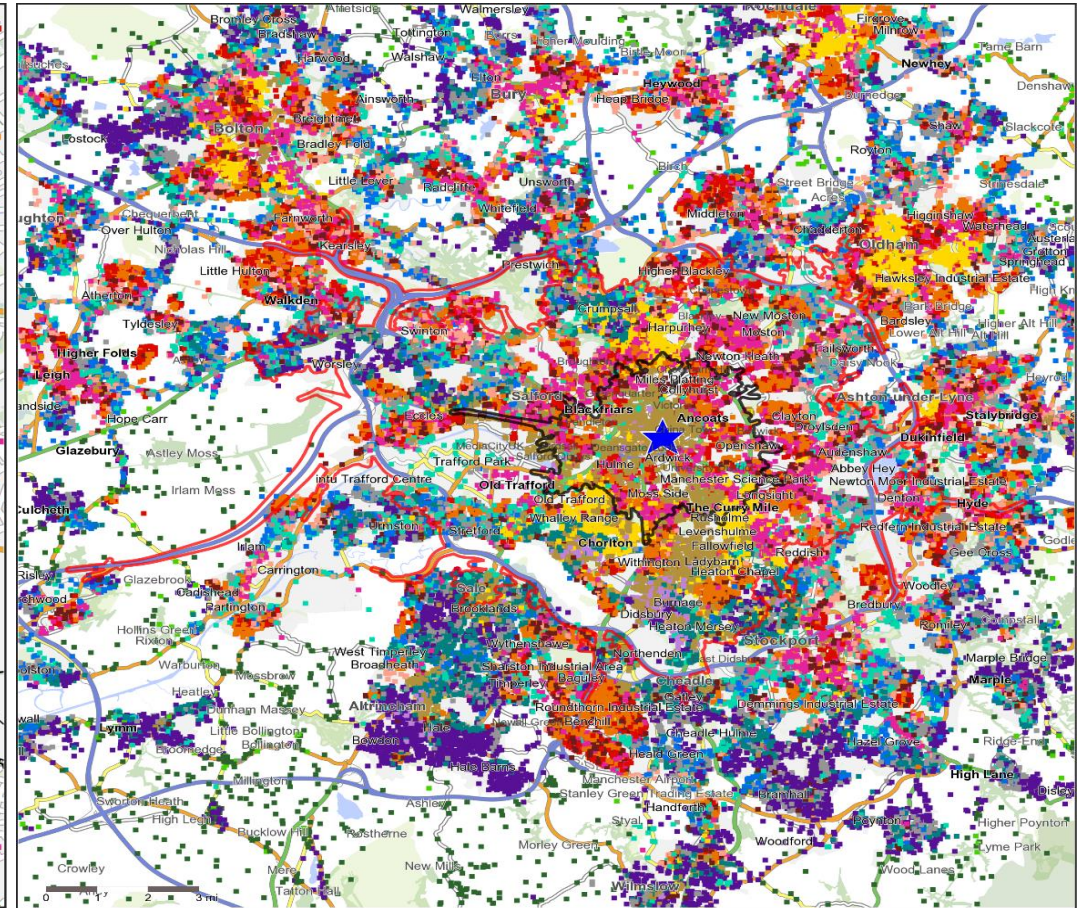
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	983	8.5	26	7,746	18.0	54	351,897	53.0	160
Medium (7-13)	3,676	31.7	96	11,994	27.8	84	192,023	28.9	87
High (14-19)	1,102	9.5	33	2,976	6.9	24	60,083	9.1	32

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

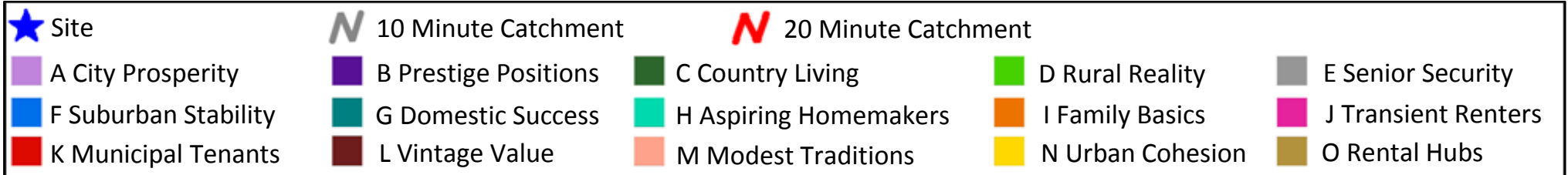


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	65		
A02	Uptown Elite	0	0	67	6,694		
A03	Penthouse Chic	0	64	64	64		
A04	Metro High-Flyers	111	681	931	3,898		
B05	Premium Fortunes	0	0	0	1,705		
B06	Diamond Days	0	0	0	2,630		
B07	Alpha Families	0	0	0	1,378		
B08	Bank of Mum and Dad	0	0	0	3,148		
B09	Empty-Nest Adventure	0	0	0	1,432		
C10	Wealthy Landowners	0	0	0	13		
C11	Rural Vogue	0	0	0	4		
C12	Scattered Homesteads	0	0	0	2		
C13	Village Retirement	0	0	0	0		
D14	Satellite Settlers	0	0	0	0		
D15	Local Focus	0	0	0	0		
D16	Outlying Seniors	0	0	0	0		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	0	0	4,924		
E19	Bungalow Heaven	0	0	0	2,614		
E20	Classic Grandparents	0	0	0	12,514		
E21	Solo Retirees	0	0	6	15,380		
F22	Boomerang Boarders	0	0	0	5,927		
F23	Family Ties	0	0	0	4,201		
F24	Fledgling Free	0	0	0	1,407		
F25	Dependable Me	0	0	0	5,609		
G26	Cafés and Catchments	0	0	0	13,300		
G27	Thriving Independence	0	0	17	17,302		
G28	Modern Parents	0	0	0	1,366		
G29	Mid-Career Convention	0	0	0	2,321		
H30	Primary Ambitions	0	0	150	13,322		
H31	Affordable Fringe	0	0	0	13,927		
H32	First-Rung Futures	0	0	0	13,839		
H33	Contemporary Starts	0	0	0	1,548		
H34	New Foundations	2	1,708	3,459	5,007		
H35	Flying Solo	0	1	5	1,836		

				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	32	1,394	14,997		
I37	Budget Generations	0	0	74	3,358		
I38	Economical Families	0	0	464	14,359		
I39	Families on a Budget	0	189	8,702	39,016		
J40	Value Rentals	0	0	13	4,097		
J41	Youthful Endeavours	0	63	756	5,411		
J42	Midlife Renters	0	8	118	13,501		
J43	Renting Rooms	0	777	20,152	70,862		
K44	Inner City Stalwarts	292	658	3,067	3,554		
K45	City Diversity	9	467	1,873	2,396		
K46	High Rise Residents	77	485	4,339	8,914		
K47	Single Essentials	0	44	1,807	8,313		
K48	Mature Workers	0	82	2,607	12,293		
L49	Flatlet Seniors	0	241	2,704	14,496		
L50	Pocket Pensions	0	0	0	3,294		
L51	Retirement Communities	0	0	1	4,575		
L52	Estate Veterans	0	41	555	8,618		
L53	Seasoned Survivors	0	0	1,285	15,095		
M54	Down-to-Earth Owners	0	0	8	2,378		
M55	Back with the Folks	0	0	18	13,228		
M56	Self Supporters	0	0	77	19,054		
N57	Community Elders	0	0	211	14,989		
N58	Culture & Comfort	0	0	506	7,608		
N59	Large Family Living	0	24	7,867	24,593		
N60	Ageing Access	0	150	710	9,876		
O61	Career Builders	0	3	280	20,624		
O62	Central Pulse	7,224	24,317	46,578	61,234		
O63	Flexible Workforce	0	18	4,318	11,973		
O64	Bus-Route Renters	11	75	516	7,472		
O65	Learners & Earners	88	496	8,814	23,014		
O66	Student Scene	698	2,468	5,987	15,927		
U99	Unclassified	3,070	10,008	21,488	27,148		
Total				11,582	43,100	151,988	663,644

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. H34 New Foundations

Occupants of brand new homes who are often younger singles or couples with children



- Recently built homes
- Singles and cohabiting couples
- Flats and other mixed housing
- Often aged under 35
- All have recently moved in
- Half own and half rent

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. 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. I39 Families on a Budget

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



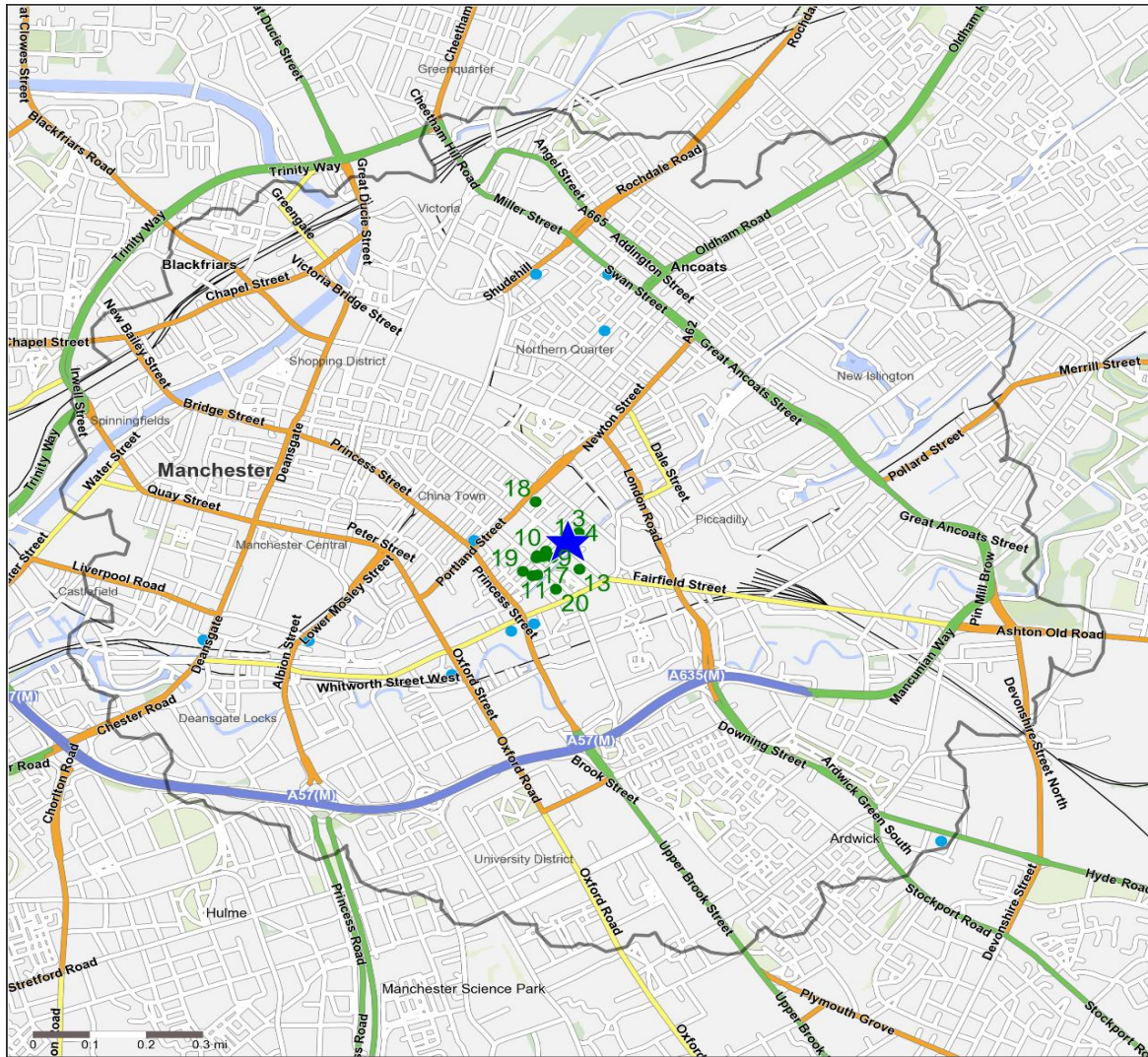
- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

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	30,236	70.2	232		1,493	3.5	21		1,363	3.2	6	
Male: Alone	3,128	7.3	24		3,189	7.4	47		26,775	62.1	117	
Male: Group	25,531	59.2	259		4,269	9.9	38		3,291	7.6	15	
Male: Pair	26,557	61.6	236		3,230	7.5	49		3,305	7.7	13	
Mixed Sex: Group	31,267	72.5	317		274	0.6	2		1,551	3.6	8	
Mixed Sex: Pair	27,363	63.5	271		2,643	6.1	19		3,086	7.2	17	
With Children	2,355	5.5	19		239	0.6	3		30,497	70.8	134	
Unknown	28,974	67.2	205		3,049	7.1	39		1,068	2.5	5	
For Eating:												
Upmarket	28,232	65.5	214		3,290	7.6	37		1,569	3.6	8	
Midmarket	29,989	69.6	203		966	2.2	25		2,137	5.0	9	
Downmarket	3,120	7.2	33		26,189	60.8	174		3,783	8.8	21	
For Drinking (monthly spend):												
Nothing	966	2.2	7		1,245	2.9	12		30,881	71.6	160	
Low (less than £10)	150	0.3	1		611	1.4	6		32,331	75.0	165	
Medium (Between £10 and £40)	25,644	59.5	194		1,239	2.9	16		6,209	14.4	29	
High (Greater than £40)	26,214	60.8	235		815	1.9	9		6,063	14.1	27	

	20 Minute Drivetime											
	High				Medium				Low			
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	235,582	35.5	117	<div></div>	129,045	19.4	119	<div></div>	271,869	41.0	79	<div></div>
Male: Alone	239,801	36.1	121	<div></div>	124,574	18.8	120	<div></div>	272,122	41.0	77	<div></div>
Male: Group	178,801	26.9	118	<div></div>	210,598	31.7	121	<div></div>	247,098	37.2	75	<div></div>
Male: Pair	247,404	37.3	143	<div></div>	178,156	26.8	176	<div></div>	210,937	31.8	55	<div></div>
Mixed Sex: Group	299,041	45.1	197	<div></div>	88,399	13.3	42	<div></div>	249,056	37.5	85	<div></div>
Mixed Sex: Pair	181,140	27.3	116	<div></div>	249,077	37.5	115	<div></div>	206,279	31.1	73	<div></div>
With Children	245,328	37.0	128	<div></div>	95,636	14.4	86	<div></div>	295,532	44.5	84	<div></div>
Unknown	293,253	44.2	135	<div></div>	94,755	14.3	80	<div></div>	248,488	37.4	78	<div></div>
For Eating:												
Upmarket	262,336	39.5	129	<div></div>	181,830	27.4	132	<div></div>	192,330	29.0	61	<div></div>
Midmarket	379,791	57.2	167	<div></div>	71,852	10.8	120	<div></div>	184,854	27.9	50	<div></div>
Downmarket	148,937	22.4	101	<div></div>	246,810	37.2	107	<div></div>	240,749	36.3	87	<div></div>
For Drinking (monthly spend):												
Nothing	150,388	22.7	75	<div></div>	134,103	20.2	86	<div></div>	352,005	53.0	118	<div></div>
Low (less than £10)	122,236	18.4	62	<div></div>	85,355	12.9	55	<div></div>	428,906	64.6	142	<div></div>
Medium (Between £10 and £40)	212,085	32.0	104	<div></div>	72,141	10.9	61	<div></div>	352,271	53.1	106	<div></div>
High (Greater than £40)	205,638	31.0	120	<div></div>	94,351	14.2	69	<div></div>	336,507	50.7	97	<div></div>

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	Churchills, M 1 3HN	Star Pubs & Bars	0.0	0.0
2	Kikis Bar, M 1 3HE	Independent Free	0.9	0.8
3	Velvet Bar & Restaurant, M 1 3HE	Independent Free	0.9	0.8
4	Void, M 1 3HE	Independent Free	0.9	0.8
5	Company & Molly House, M 1 3NB	Independent Free	1.2	1.5
6	Icon, M 1 3NB	Independent Free	1.2	1.5
7	Molly House, M 1 3NB	Independent Free	1.2	1.5
8	Bar Pop, M 1 3EZ	Unknown	1.2	1.5
9	Via, M 1 3EZ	Stonegate Pub Company	1.2	1.5
10	Eagle, M 1 3HZ	Independent Free	1.2	1.5
11	Gay, M 1 3WB	Unknown	1.2	1.9
12	Vanilla, M 1 3WB	Independent Free	1.2	1.9
13	View, M 1 3HW	Valleyhill	1.5	0.8
14	Paddys Goose, M 1 3JE	Punch Pub Company	1.5	1.5
15	Iconic, M 1 3LZ	Independent Free	1.5	1.5
16	Rembrandt Hotel, M 1 3LZ	JW Lees	1.5	1.5
17	Oscars, M 1 3WD	Independent Free	1.5	2.3
18	Yates, M 1 3LA	Stonegate Pub Company	2.1	1.4
19	New York New York, M 1 3LY	Ei Group	2.4	1.9
20	Bar Eden, M 1 3PW	Independent Free	3.0	1.5