

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	5	118
Catchment Adults 18+	2,545	6,653	106,676
Catchment Adults 18+ Per Pub	2,545	1,331	904
Populaton Projection 2018 to 2028 (% change)	2.57%	3.42%	4.90%

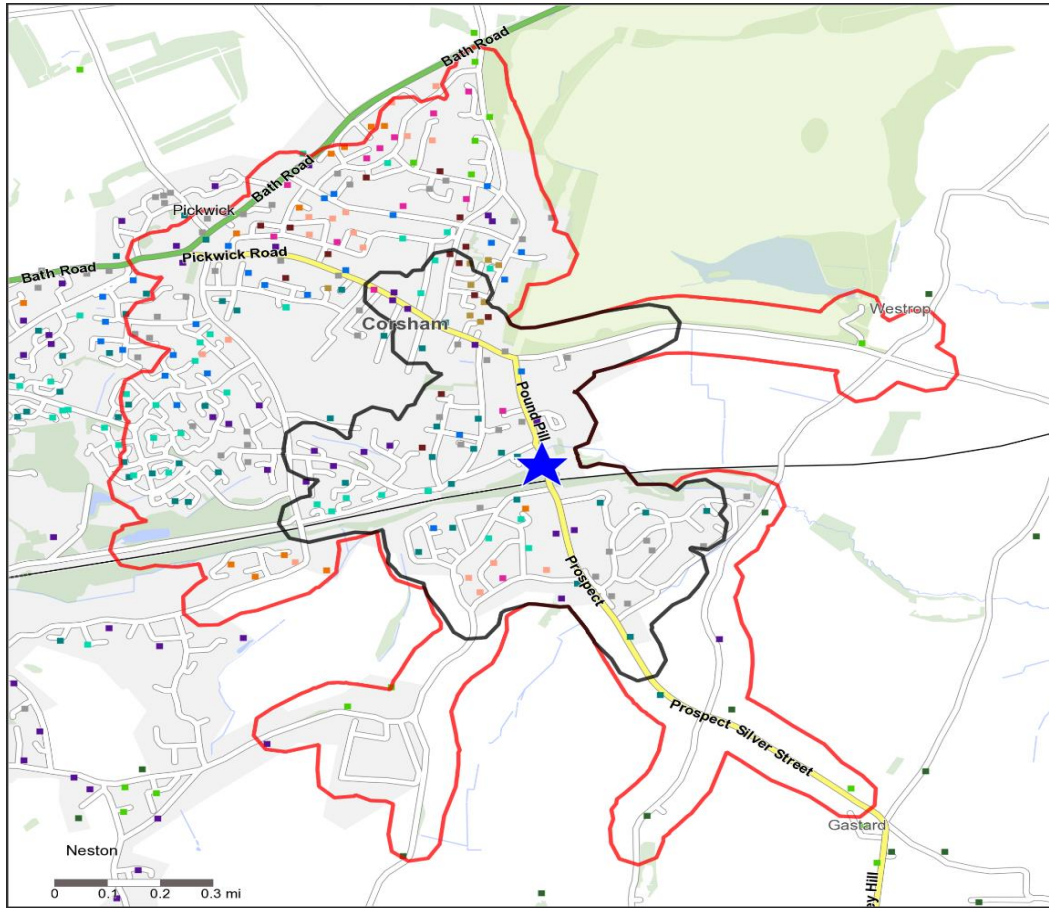
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	1,820	71.5	138	1	High Street Pub	4,777	71.8	139	1	Premium Local	73,129	68.6	132
2	Premium Local	1,608	63.2	136	2	Premium Local	3,968	59.6	128	2	High Street Pub	62,113	58.2	125
3	Great Pub Great Food	1,307	51.4	81	3	Community Pub	3,380	50.8	81	3	Great Pub Great Food	60,116	56.4	89
4	Community Pub	1,081	42.5	329	4	Great Pub Great Food	2,729	41.0	317	4	Community Pub	41,172	38.6	298
5	Bit of Style	1,080	42.4	105	5	Bit of Style	2,352	35.4	88	5	Bit of Style	32,334	30.3	75
6	Circuit Bar	415	16.3	61	6	Circuit Bar	1,103	16.6	62	6	Circuit Bar	14,383	13.5	50
7	Craft Led	223	8.8	85	7	Craft Led	404	6.1	59	7	Craft Led	6,862	6.4	62

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	268	10.5	119	726	10.9	123	12,632	11.8	134
C1	265	10.4	85	780	11.7	96	12,805	12.0	98
C2	153	6.0	73	450	6.8	82	8,160	7.6	93
DE	160	6.3	61	556	8.4	81	7,947	7.4	72

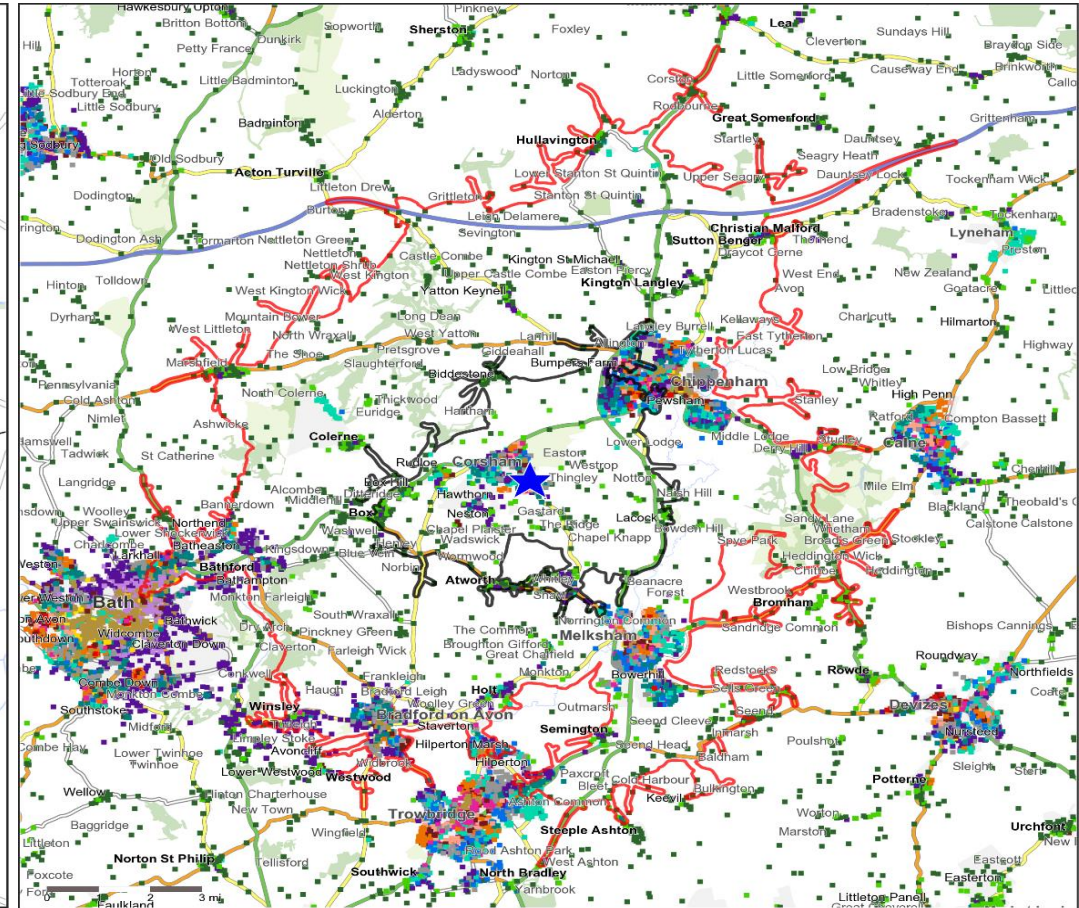
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	417	16.4	49	1,566	23.5	71	21,195	19.9	60
Medium (7-13)	981	38.5	116	2,516	37.8	114	36,563	34.3	103
High (14-19)	868	34.1	120	2,009	30.2	106	39,915	37.4	132

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

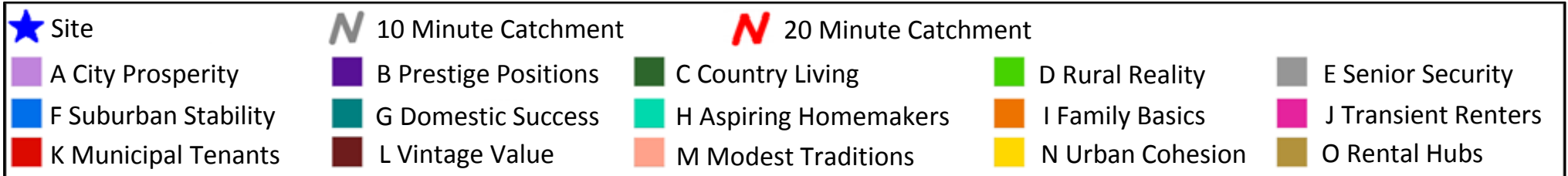
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	14
A02	Uptown Elite	0	0	0	921
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	138
B05	Premium Fortunes	0	1	8	251
B06	Diamond Days	19	45	154	1,657
B07	Alpha Families	37	50	651	3,499
B08	Bank of Mum and Dad	76	132	890	2,813
B09	Empty-Nest Adventure	96	313	1,618	3,737
C10	Wealthy Landowners	0	3	727	5,137
C11	Rural Vogue	0	8	191	1,444
C12	Scattered Homesteads	0	0	13	206
C13	Village Retirement	0	15	1,644	5,552
D14	Satellite Settlers	0	62	1,733	5,905
D15	Local Focus	0	88	554	1,127
D16	Outlying Seniors	0	8	293	1,639
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	228	390	536	3,568
E19	Bungalow Heaven	295	394	628	2,861
E20	Classic Grandparents	13	114	295	1,234
E21	Solo Retirees	20	191	295	1,609
F22	Boomerang Boarders	77	253	736	2,172
F23	Family Ties	0	0	182	1,299
F24	Fledgling Free	8	40	393	1,224
F25	Dependable Me	62	296	999	3,731
G26	Cafés and Catchments	0	0	8	654
G27	Thriving Independence	52	82	294	4,634
G28	Modern Parents	0	316	1,505	4,837
G29	Mid-Career Convention	715	949	2,350	5,683
H30	Primary Ambitions	0	32	348	2,778
H31	Affordable Fringe	0	17	131	1,787
H32	First-Rung Futures	149	240	389	1,771
H33	Contemporary Starts	90	532	2,169	5,943
H34	New Foundations	0	0	114	304
H35	Flying Solo	74	142	325	1,706

		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	13	190	664	3,419
I37	Budget Generations	0	97	200	830
I38	Economical Families	0	0	144	241
I39	Families on a Budget	0	116	169	593
J40	Value Rentals	0	38	116	288
J41	Youthful Endeavours	0	48	187	786
J42	Midlife Renters	83	261	632	2,523
J43	Renting Rooms	0	0	0	58
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	192
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	0	0	245	720
K48	Mature Workers	0	0	0	63
L49	Flatlet Seniors	39	45	45	456
L50	Pocket Pensions	63	132	371	1,812
L51	Retirement Communities	57	111	219	1,476
L52	Estate Veterans	0	31	159	755
L53	Seasoned Survivors	0	6	126	208
M54	Down-to-Earth Owners	0	171	470	778
M55	Back with the Folks	70	233	528	1,537
M56	Self Supporters	107	253	415	1,606
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	0	0	0	946
O61	Career Builders	0	22	23	1,508
O62	Central Pulse	0	0	0	897
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	102	141	146	1,996
O65	Learners & Earners	0	0	0	259
O66	Student Scene	0	0	0	1
U99	Unclassified	0	46	130	894
Total		2,545	6,654	25,162	106,677

Top 3 Mosaic Types in a 20 Minute Walktime

1. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

2. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

3. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

Top 3 Mosaic Types in a 20 Minute Drivetime

1. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

2. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



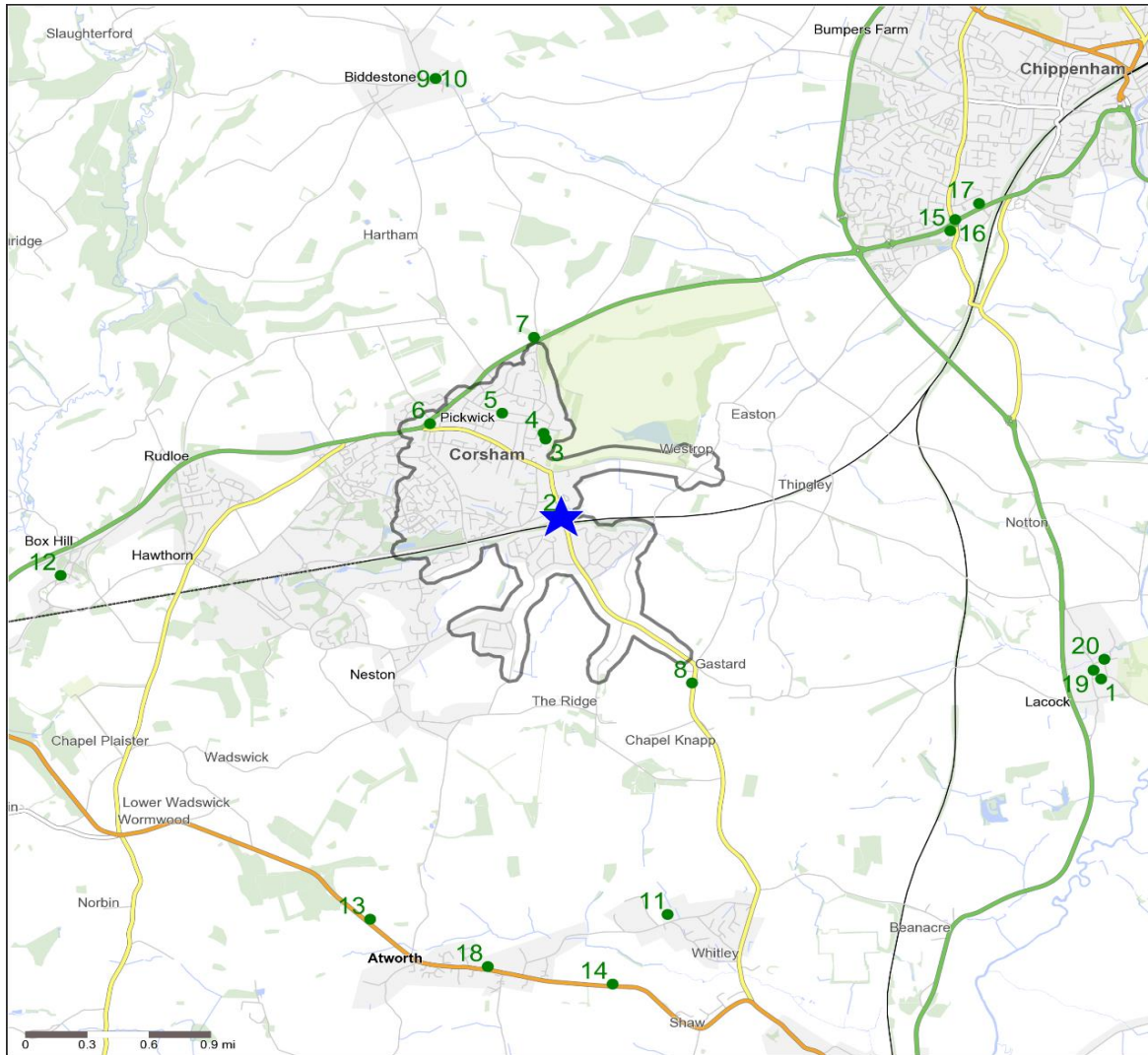
- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

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	1,937	29.1	96	527	7.9	48	4,142	62.3	120	
Male: Alone	1,765	26.5	89	1,523	22.9	147	3,319	49.9	94	
Male: Group	1,241	18.7	82	2,381	35.8	137	2,984	44.9	90	
Male: Pair	1,223	18.4	70	986	14.8	97	4,398	66.1	115	
Mixed Sex: Group	695	10.4	46	3,431	51.6	161	2,480	37.3	85	
Mixed Sex: Pair	2,575	38.7	165	1,650	24.8	76	2,382	35.8	84	
With Children	1,742	26.2	91	2,211	33.2	197	2,654	39.9	75	
Unknown	1,990	29.9	91	1,635	24.6	137	2,982	44.8	94	
For Eating:										
Upmarket	2,550	38.3	125	984	14.8	71	3,073	46.2	98	
Midmarket	1,208	18.2	53	495	7.4	82	4,903	73.7	133	
Downmarket	1,394	21.0	94	3,830	57.6	165	1,382	20.8	50	
For Drinking (monthly spend):										
Nothing	1,336	20.1	66	2,917	43.8	186	2,354	35.4	79	
Low (less than £10)	2,515	37.8	127	1,659	24.9	106	2,432	36.6	81	
Medium (Between £10 and £40)	2,501	37.6	123	442	6.6	37	3,663	55.1	110	
High (Greater than £40)	1,398	21.0	81	1,449	21.8	106	3,760	56.5	108	

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	30,681	28.8	95	18,271	17.1	105	56,831	53.3	102	
Male: Alone	23,452	22.0	74	19,184	18.0	115	63,146	59.2	111	
Male: Group	20,102	18.8	82	27,007	25.3	97	58,673	55.0	111	
Male: Pair	19,557	18.3	70	9,667	9.1	59	76,559	71.8	125	
Mixed Sex: Group	15,461	14.5	63	47,328	44.4	139	42,994	40.3	92	
Mixed Sex: Pair	33,773	31.7	135	30,663	28.7	88	41,346	38.8	91	
With Children	24,455	22.9	79	20,316	19.0	113	61,011	57.2	108	
Unknown	28,981	27.2	83	22,562	21.2	118	54,239	50.8	106	
For Eating:										
Upmarket	32,946	30.9	101	22,230	20.8	100	50,606	47.4	100	
Midmarket	21,712	20.4	59	7,562	7.1	79	76,508	71.7	130	
Downmarket	19,931	18.7	84	42,788	40.1	115	43,063	40.4	97	
For Drinking (monthly spend):										
Nothing	23,590	22.1	73	30,133	28.2	120	52,058	48.8	109	
Low (less than £10)	38,643	36.2	121	27,147	25.4	108	39,992	37.5	83	
Medium (Between £10 and £40)	34,429	32.3	106	20,155	18.9	106	51,198	48.0	95	
High (Greater than £40)	25,339	23.8	92	23,451	22.0	107	56,993	53.4	102	

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	Red Lion, SN15 2LQ	Wadworth & Co Limited	0.0	9.8
2	Great Western, SN13 9JA	Star Pubs & Bars	0.0	0.2
3	Royal Oak, SN13 0HF	Wadworth & Co Limited	11.8	2.5
4	Flemish Weaver, SN13 0EZ	Ei Group	12.4	2.6
5	Three Brewers, SN13 0AS	Unknown	14.8	3.0
6	Hare & Hounds, SN13 0HY	Ei Group	19.3	3.9
7	Cross Keys, SN13 0DT	Wellington	21.1	4.3
8	Harp & Crown, SN13 9PU	Cascade Pub Group	23.5	4.1
9	Biddestone Arms, SN14 7DG	Star Pubs & Bars	52.2	8.2
10	White Horse, SN14 7DG	Ei Group	52.2	8.2
11	Pear Tree, SN12 8QX	Star Pubs & Bars	56.4	8.0
12	Quarrymans Arms, SN13 8HN	Independent Free	58.2	8.2
13	Neston Park Farm Shop, SN12 8HP	Independent Free	59.1	8.3
14	Golden Fleece, SN12 8HB	Independent Free	73.4	10.2
15	Mill House, SN14 0GX	Greene King	75.4	7.6
16	Pheasant Inn, SN14 0AE	Wadworth & Co Limited	76.1	7.4
17	Jax Landing, SN14 0AD	Tavern Holdings	80.2	7.8
18	White Hart, SN12 8JR	Ei Group	85.5	8.9
19	George Inn, SN15 2LH	Wadworth & Co Limited	118.3	9.5
20	Carpenters Arms, SN15 2LB	Ei Group	119.0	9.3