

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

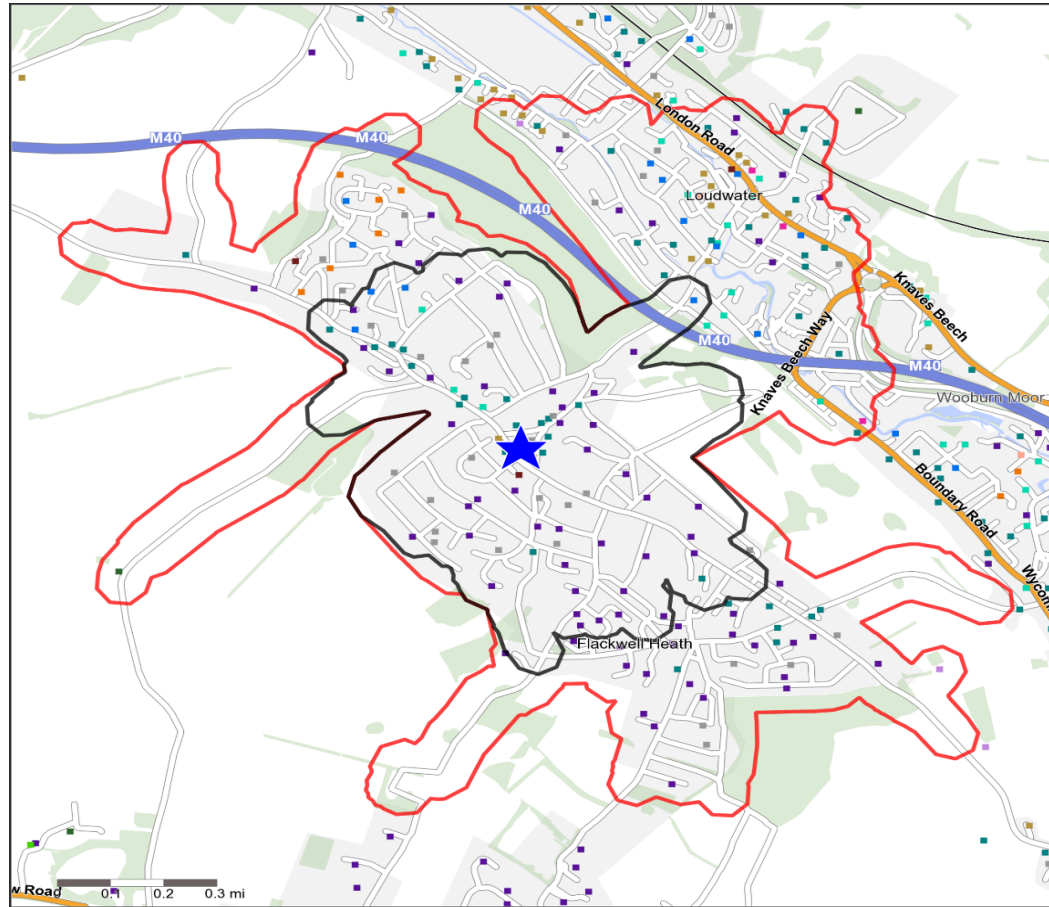
Number of Pubs	2	7	268
Catchment Adults 18+	2,725	6,705	301,761
Catchment Adults 18+ Per Pub	1,363	958	1,126
Populaton Projection 2018 to 2028 (% change)	4.57%	4.62%	6.79%

		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	Premium Local	2,711	99.5	192	1	Premium Local	5,822	86.8	168	1	Premium Local	223,847	74.2	143
2	Great Pub Great Food	2,592	95.1	204	2	Great Pub Great Food	5,377	80.2	172	2	Great Pub Great Food	208,686	69.2	148
3	High Street Pub	1,232	45.2	72	3	High Street Pub	3,676	54.8	87	3	High Street Pub	154,850	51.3	81
4	Community Pub	761	27.9	216	4	Community Pub	2,199	32.8	254	4	Bit of Style	103,714	34.4	266
5	Bit of Style	408	15.0	37	5	Bit of Style	1,584	23.6	59	5	Community Pub	83,718	27.7	69
6	Craft Led	49	1.8	7	6	Craft Led	340	5.1	19	6	Craft Led	32,338	10.7	40
7	Circuit Bar	1	0.0	0	7	Circuit Bar	320	4.8	46	7	Circuit Bar	24,992	8.3	80

	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	318	11.7	132	746	11.1	126	39,140	13.0	147
C1	318	11.7	95	832	12.4	101	37,172	12.3	100
C2	149	5.5	66	523	7.8	94	20,779	6.9	83
DE	74	2.7	26	310	4.6	45	19,200	6.4	62

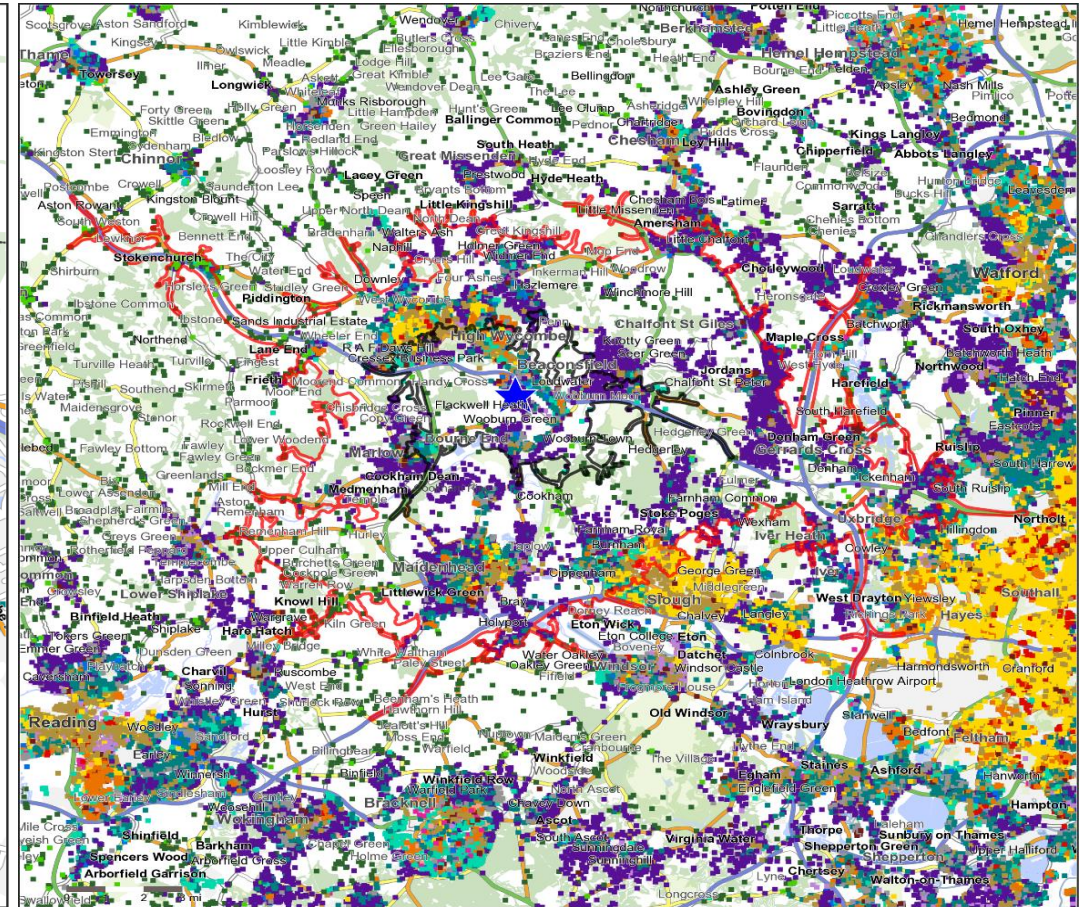
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	47	1.7	5	441	6.6	20	31,859	10.6	32
Medium (7-13)	216	7.9	24	1,060	15.8	48	70,446	23.3	70
High (14-19)	2,275	83.5	294	4,930	73.5	259	193,540	64.1	226

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

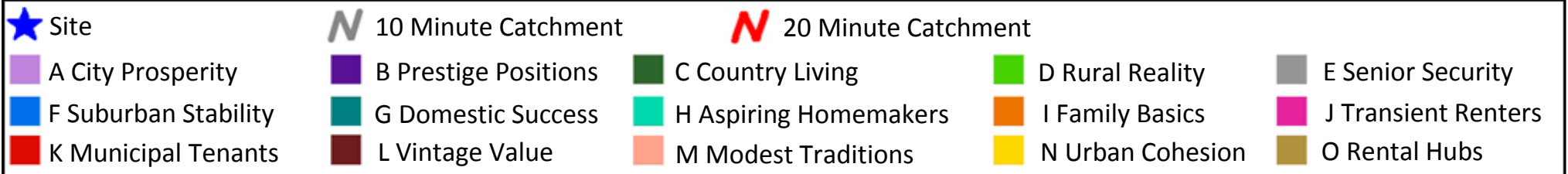


Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

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	27
	A02	Uptown Elite	0	8	370	2,211
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	6	268
	B05	Premium Fortunes	58	87	3,829	30,639
	B06	Diamond Days	485	558	2,933	23,961
	B07	Alpha Families	481	706	2,903	23,886
	B08	Bank of Mum and Dad	335	937	2,354	14,214
	B09	Empty-Nest Adventure	135	503	590	3,741
	C10	Wealthy Landowners	0	34	382	5,838
	C11	Rural Vogue	0	1	5	202
	C12	Scattered Homesteads	0	0	0	1
	C13	Village Retirement	0	1	61	1,262
	D14	Satellite Settlers	0	4	75	2,615
	D15	Local Focus	0	0	0	322
	D16	Outlying Seniors	0	0	0	201
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	692	1,025	3,195	15,777
	E19	Bungalow Heaven	0	0	100	783
	E20	Classic Grandparents	0	5	40	527
	E21	Solo Retirees	0	163	733	2,835
	F22	Boomerang Boarders	0	71	230	470
	F23	Family Ties	112	340	882	2,882
	F24	Fledgling Free	0	20	20	40
	F25	Dependable Me	6	66	189	1,658
	G26	Cafés and Catchments	18	155	2,395	19,504
	G27	Thriving Independence	257	633	6,411	26,703
	G28	Modern Parents	0	0	9	515
	G29	Mid-Career Convention	0	247	815	4,904
	H30	Primary Ambitions	85	169	4,343	14,616
	H31	Affordable Fringe	0	0	50	122
	H32	First-Rung Futures	0	16	282	860
	H33	Contemporary Starts	0	32	749	2,668
	H34	New Foundations	0	0	282	846
	H35	Flying Solo	0	107	395	1,817

			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	258	3,115	18,582
	I37	Budget Generations	0	0	33	175
	I38	Economical Families	0	0	24	24
	I39	Families on a Budget	0	0	0	129
	J40	Value Rentals	0	0	0	0
	J41	Youthful Endeavours	0	0	185	293
	J42	Midlife Renters	0	31	273	1,136
	J43	Renting Rooms	0	0	0	126
	K44	Inner City Stalwarts	0	0	60	1,140
	K45	City Diversity	0	0	51	449
	K46	High Rise Residents	0	0	0	114
	K47	Single Essentials	0	0	123	886
	K48	Mature Workers	0	0	8	8
	L49	Flatlet Seniors	0	51	232	930
	L50	Pocket Pensions	0	35	778	3,220
	L51	Retirement Communities	14	14	660	3,642
	L52	Estate Veterans	0	0	0	703
	L53	Seasoned Survivors	0	0	0	171
	M54	Down-to-Earth Owners	0	0	0	0
	M55	Back with the Folks	0	0	105	757
	M56	Self Supporters	0	46	66	274
	N57	Community Elders	0	0	357	8,645
	N58	Culture & Comfort	0	0	55	10,876
	N59	Large Family Living	0	0	2	3,075
	N60	Ageing Access	0	0	638	3,299
	O61	Career Builders	48	218	3,615	17,170
	O62	Central Pulse	0	0	644	2,498
	O63	Flexible Workforce	0	0	344	6,683
	O64	Bus-Route Renters	0	165	1,870	6,017
	O65	Learners & Earners	0	0	250	2,069
	O66	Student Scene	0	0	126	355
	U99	Unclassified	0	0	418	1,401
Total			2,726	6,706	48,660	301,762

Top 3 Mosaic Types in a 20 Minute Walktime

1. E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes



- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

2. B08 Bank of Mum and Dad

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support



- Married couples aged 50-65
- Adult children at home
- High salaries from senior positions
- Quality 4 bed detached homes
- Mortgage nearly paid off
- Use technology practically

3. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

Top 3 Mosaic Types in a 20 Minute Drivetime

1. B05 Premium Fortunes

Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves



- Extensive detached homes
- Substantial income
- Teenage kids & students
- Portfolio of investments
- Directors and senior managers
- High mobile phone spend

2. 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

3. B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions



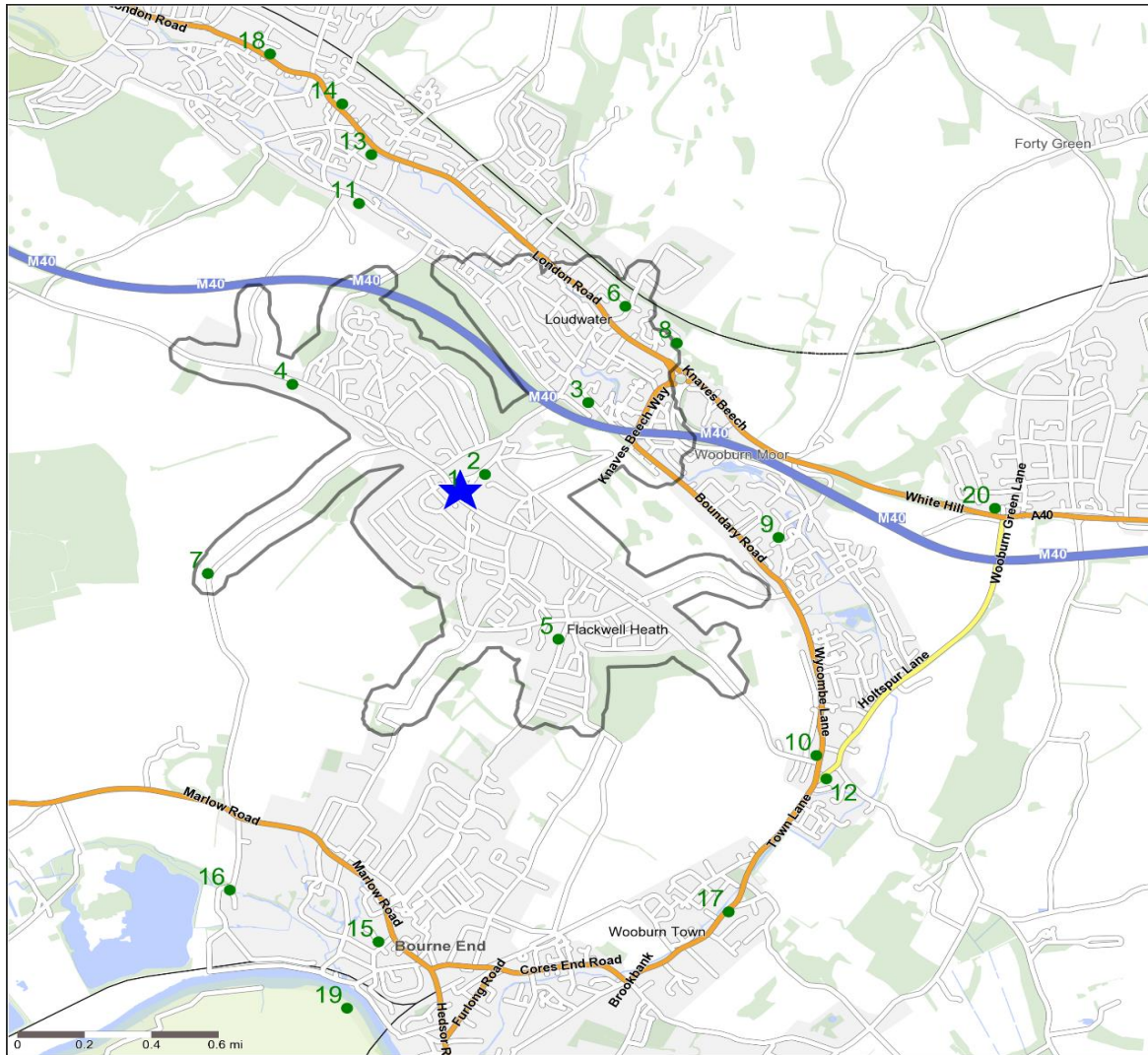
- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

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	1,753	26.1	86	1,186	17.7	108	3,766	56.2	108
Male: Alone	772	11.5	39	1,105	16.5	106	4,827	72.0	135
Male: Group	921	13.7	60	1,406	21.0	80	4,378	65.3	132
Male: Pair	714	10.6	41	290	4.3	28	5,700	85.0	148
Mixed Sex: Group	1,473	22.0	96	949	14.2	44	4,284	63.9	146
Mixed Sex: Pair	1,801	26.9	115	1,421	21.2	65	3,484	52.0	122
With Children	886	13.2	46	1,142	17.0	101	4,678	69.8	132
Unknown	857	12.8	39	2,293	34.2	191	3,555	53.0	111
For Eating:									
Upmarket	2,441	36.4	119	1,635	24.4	117	2,629	39.2	83
Midmarket	2,086	31.1	91	373	5.6	62	4,247	63.3	114
Downmarket	836	12.5	56	2,213	33.0	95	3,657	54.5	131
For Drinking (monthly spend):									
Nothing	1,780	26.5	88	1,225	18.3	77	3,699	55.2	123
Low (less than £10)	2,995	44.7	150	544	8.1	35	3,166	47.2	104
Medium (Between £10 and £40)	3,080	45.9	150	1,144	17.1	96	2,480	37.0	74
High (Greater than £40)	2,401	35.8	138	1,744	26.0	127	2,560	38.2	73

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	62,735	20.8	69	63,266	21.0	128	174,358	57.8	111
Male: Alone	37,897	12.6	42	52,987	17.6	113	209,475	69.4	130
Male: Group	45,297	15.0	66	49,852	16.5	63	205,211	68.0	137
Male: Pair	41,854	13.9	53	15,707	5.2	34	242,799	80.5	140
Mixed Sex: Group	51,524	17.1	75	63,555	21.1	66	185,281	61.4	140
Mixed Sex: Pair	39,257	13.0	55	84,457	28.0	86	176,646	58.5	137
With Children	46,840	15.5	54	57,523	19.1	113	195,997	65.0	123
Unknown	66,802	22.1	67	88,128	29.2	163	145,430	48.2	101
For Eating:									
Upmarket	114,440	37.9	124	84,992	28.2	135	100,928	33.4	71
Midmarket	117,180	38.8	113	23,299	7.7	86	159,881	53.0	96
Downmarket	29,720	9.8	44	67,261	22.3	64	203,379	67.4	162
For Drinking (monthly spend):									
Nothing	66,870	22.2	73	45,340	15.0	64	188,150	62.4	139
Low (less than £10)	101,804	33.7	113	33,649	11.2	47	164,907	54.6	120
Medium (Between £10 and £40)	136,016	45.1	147	62,203	20.6	116	102,141	33.8	67
High (Greater than £40)	91,212	30.2	117	108,042	35.8	174	101,105	33.5	64

Competitor Map



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

Site
 Star Pubs
 Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Cherry Tree, HP10 9LS	Star Pubs & Bars	0.0	0.6
2	Three Horseshoes, HP10 9PG	Ei Group	2.4	0.6
3	Happy Union, HP10 9QN	Ei Group	12.7	2.8
4	Stag, HP10 9ES	Ei Group	13.0	2.1
5	Green Dragon, HP10 9LD	Ei Group	13.6	3.4
6	Derehams Inn, HP10 9RH	Independent Free	17.8	3.5
7	Crooked Billet, SL 7 3SG	Punch Pub Company	19.0	2.5
8	Papermill, HP10 9YL	Whitbread	21.7	4.2
9	Falcon, HP10 0NE	Star Pubs & Bars	25.7	4.1
10	Red Lion, HP10 0EU	Greene King	27.5	4.0
11	General Havelock, HP11 1HZ	Fuller Smith & Turner	27.8	4.6
12	Queen & Albert, HP10 0EJ	Independent Free	29.0	4.2
13	King George V, HP11 1HA	Star Pubs & Bars	30.2	6.6
14	Junction Pub & Kitchen, HP11 1ET	Independent Free	34.7	6.4
15	Keg Craft Beer, SL 8 5QN	Independent Free	36.8	6.4
16	Spade Oak, SL 8 5PS	Mitchells & Butlers	38.6	5.2
17	Old Bell, HP10 0PL	Ei Group	39.2	5.5
18	Rifle Butts, HP11 1EL	Wellington	41.0	7.3
19	Bounty, SL 8 5RG	Independent Free	41.9	7.1
20	Kings Head, HP 9 1UD	Mitchells & Butlers	43.2	5.7