

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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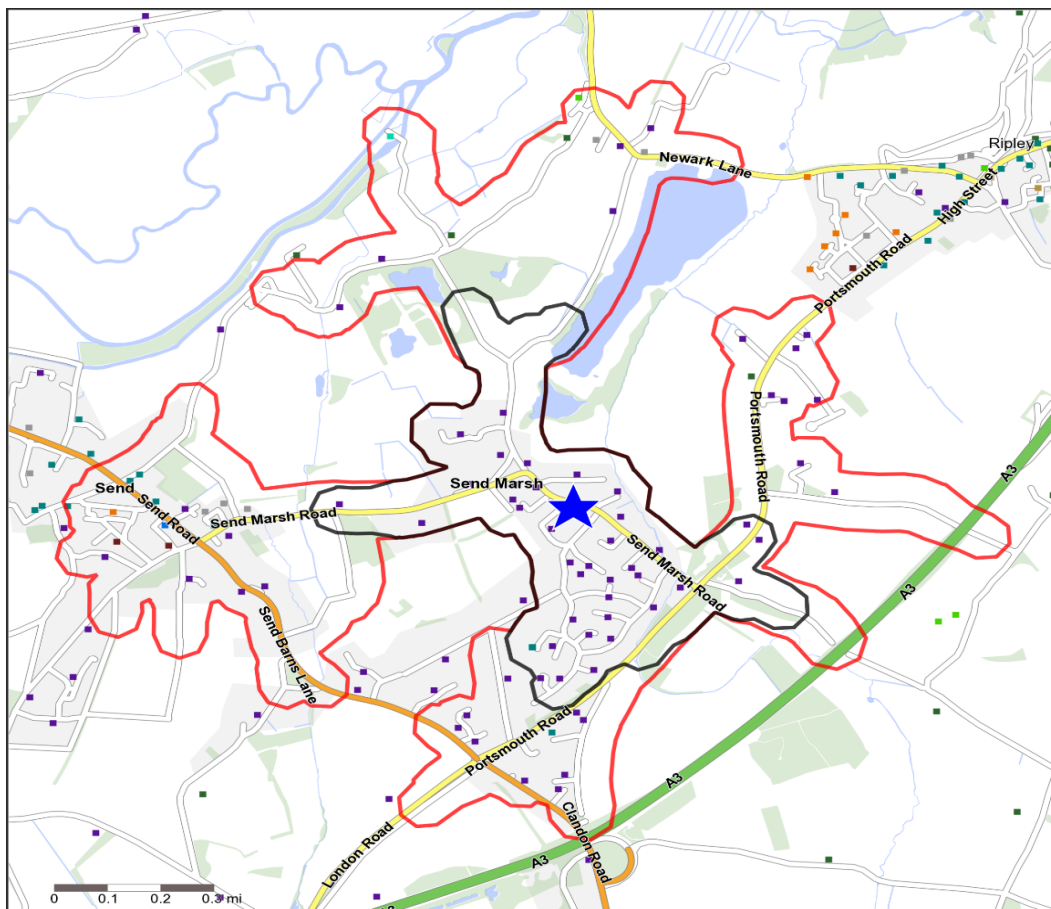
Number of Pubs	2	3	213
Catchment Adults 18+	1,136	2,556	290,916
Catchment Adults 18+ Per Pub	568	852	1,366
Populaton Projection 2018 to 2028 (% change)	7.94%	7.79%	6.83%

		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	1,135	99.9	193	1	Premium Local	2,349	91.9	177	1	Premium Local	219,642	75.5	146
2	Great Pub Great Food	1,134	99.8	214	2	Great Pub Great Food	2,323	90.9	195	2	Great Pub Great Food	215,585	74.1	159
3	High Street Pub	39	3.4	5	3	High Street Pub	503	19.7	31	3	High Street Pub	163,556	56.2	89
4	Bit of Style	37	3.3	25	4	Community Pub	261	10.2	79	4	Bit of Style	121,032	41.6	322
5	Community Pub	1	0.1	0	5	Bit of Style	220	8.6	21	5	Community Pub	87,676	30.1	75
6	Circuit Bar	0	0.0	0	6	Circuit Bar	2	0.1	0	6	Craft Led	41,894	14.4	54
7	Craft Led	0	0.0	0	7	Craft Led	2	0.1	1	7	Circuit Bar	21,392	7.4	71

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	179	15.8	178	371	14.5	164	42,404	14.6	165
C1	145	12.8	104	313	12.2	100	35,241	12.1	99
C2	54	4.8	58	147	5.8	70	17,722	6.1	74
DE	19	1.7	16	90	3.5	34	15,710	5.4	52

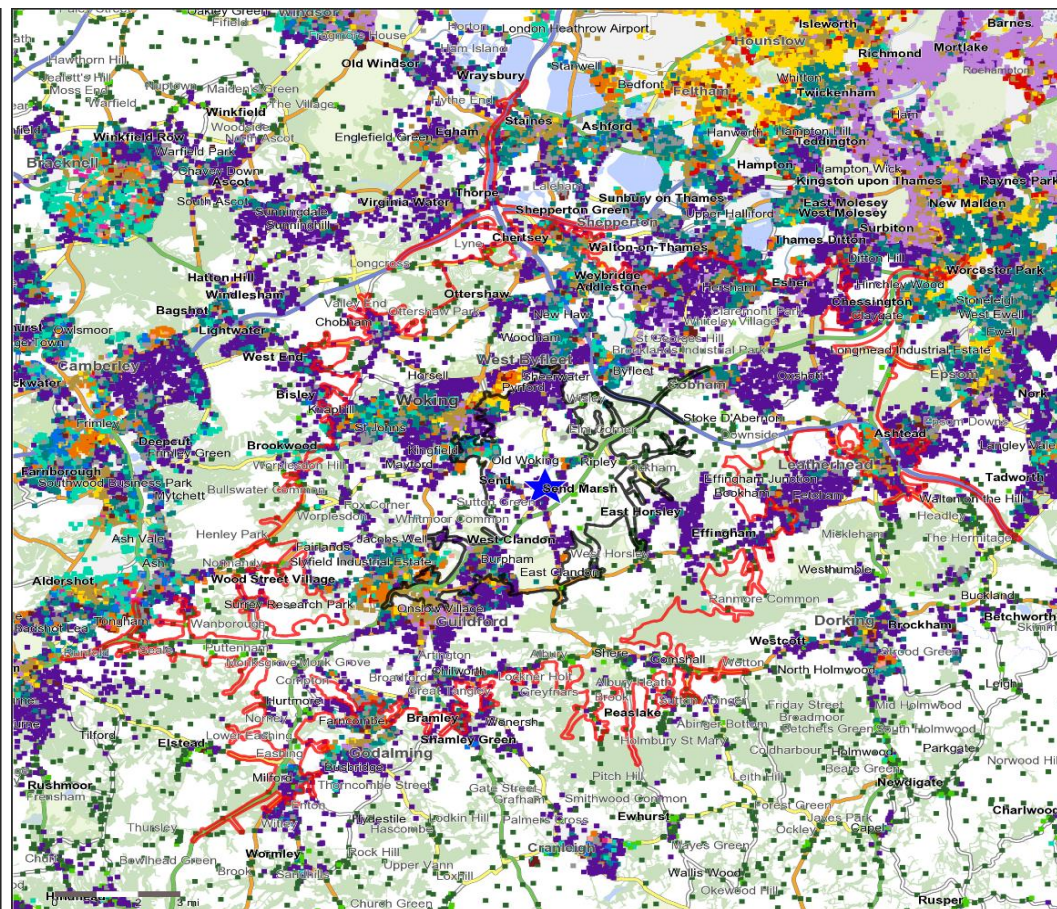
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2	0.2	1	137	5.4	16	23,157	8.0	24
Medium (7-13)	22	1.9	6	167	6.5	20	62,698	21.6	65
High (14-19)	1,015	89.3	314	2,044	80.0	281	188,796	64.9	228

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	E Senior Security
	H Aspiring Homemakers	I Family Basics
	M Modest Traditions	N Urban Cohesion
		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	9	1,037
A02	Uptown Elite		0	0	641	6,637
A03	Penthouse Chic		0	0	0	8
A04	Metro High-Flyers		0	0	142	2,384
B05	Premium Fortunes		136	225	3,682	37,814
B06	Diamond Days		218	376	4,503	21,232
B07	Alpha Families		533	877	3,088	16,982
B08	Bank of Mum and Dad		153	355	1,080	6,855
B09	Empty-Nest Adventure		53	53	141	1,295
C10	Wealthy Landowners		4	81	826	6,341
C11	Rural Vogue		0	0	16	206
C12	Scattered Homesteads		0	0	0	6
C13	Village Retirement		0	40	140	1,534
D14	Satellite Settlers		0	45	228	2,209
D15	Local Focus		0	0	34	283
D16	Outlying Seniors		0	0	64	72
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		1	54	2,191	15,693
E19	Bungalow Heaven		0	0	174	1,754
E20	Classic Grandparents		0	3	82	647
E21	Solo Retirees		0	0	248	2,460
F22	Boomerang Boarders		0	0	63	1,464
F23	Family Ties		1	26	402	2,938
F24	Fledgling Free		0	0	0	4
F25	Dependable Me		0	0	5	651
G26	Cafés and Catchments		32	93	2,247	25,001
G27	Thriving Independence		5	122	3,404	29,635
G28	Modern Parents		0	0	31	328
G29	Mid-Career Convention		0	3	124	2,400
H30	Primary Ambitions		0	0	849	8,948
H31	Affordable Fringe		0	0	0	0
H32	First-Rung Futures		0	0	21	301
H33	Contemporary Starts		0	0	321	2,745
H34	New Foundations		0	0	166	761
H35	Flying Solo		0	2	161	2,214

			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	96	1,879	17,985
I37	Budget Generations		0	0	3	143
I38	Economical Families		0	0	0	0
I39	Families on a Budget		0	0	0	136
J40	Value Rentals		0	0	4	8
J41	Youthful Endeavours		0	0	0	97
J42	Midlife Renters		0	0	93	268
J43	Renting Rooms		0	0	0	0
K44	Inner City Stalwarts		0	0	149	785
K45	City Diversity		0	0	0	277
K46	High Rise Residents		0	0	0	188
K47	Single Essentials		0	0	0	746
K48	Mature Workers		0	0	0	0
L49	Flatlet Seniors		0	0	22	416
L50	Pocket Pensions		0	35	127	1,525
L51	Retirement Communities		0	0	280	6,754
L52	Estate Veterans		0	71	202	1,116
L53	Seasoned Survivors		0	0	0	0
M54	Down-to-Earth Owners		0	0	0	0
M55	Back with the Folks		0	0	57	406
M56	Self Supporters		0	0	2	106
N57	Community Elders		0	0	434	2,109
N58	Culture & Comfort		0	0	1,418	2,983
N59	Large Family Living		0	0	58	376
N60	Ageing Access		0	0	719	3,046
O61	Career Builders		0	0	4,641	27,572
O62	Central Pulse		0	0	631	4,027
O63	Flexible Workforce		0	0	340	2,670
O64	Bus-Route Renters		0	0	445	3,475
O65	Learners & Earners		0	0	566	4,055
O66	Student Scene		0	0	2	300
U99	Unclassified		0	0	374	6,510
Total			1,136	2,557	37,529	290,918

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. 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

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

3. O61 Career Builders

Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties



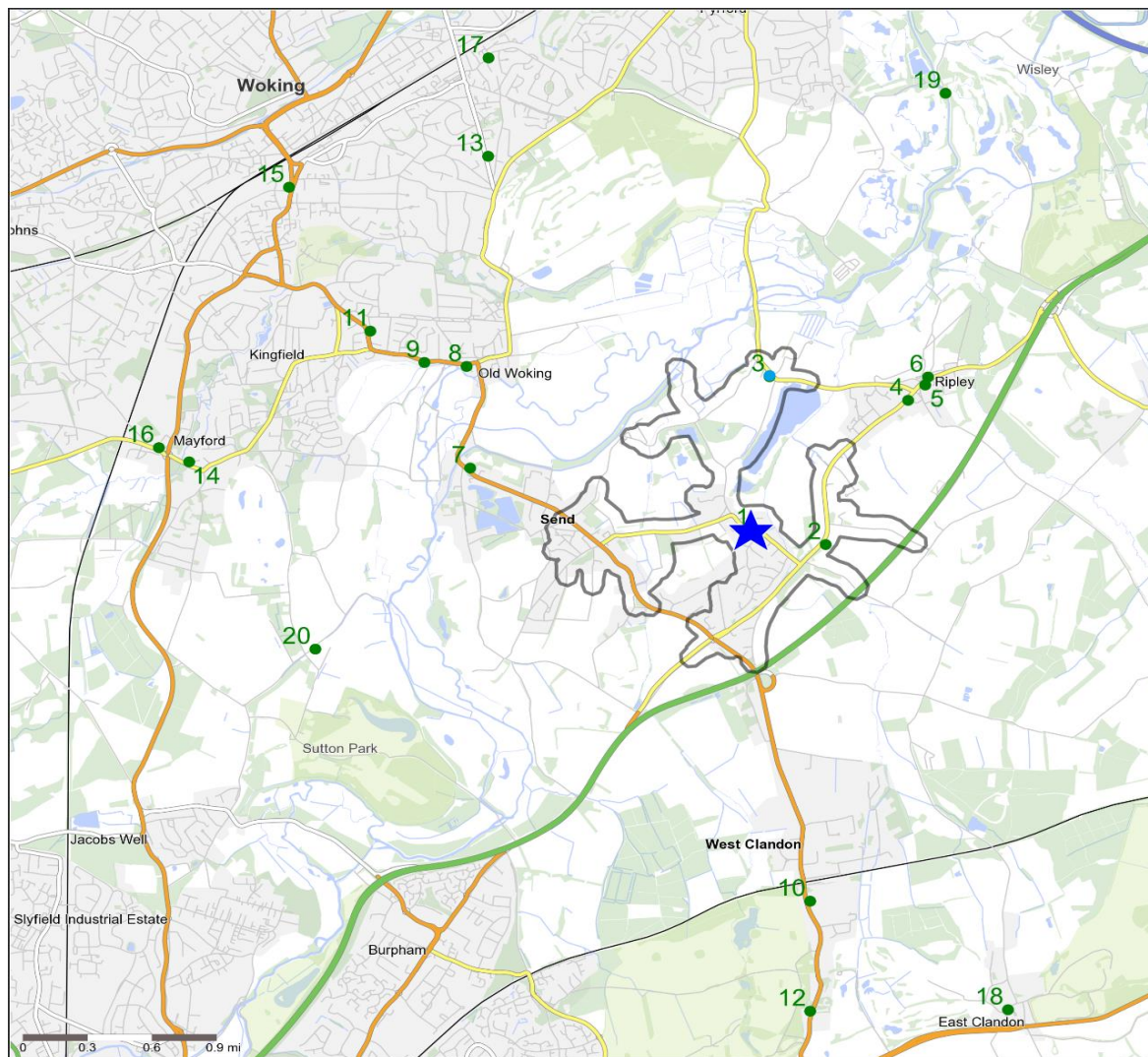
- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

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	380	14.9	49	1,018	39.8	243	1,158	45.3	87		
Male: Alone	61	2.4	8	125	4.9	31	2,370	92.7	174		
Male: Group	153	6.0	26	401	15.7	60	2,002	78.3	158		
Male: Pair	132	5.2	20	0	0.0	0	2,425	94.9	165		
Mixed Sex: Group	380	14.9	65	186	7.3	23	1,990	77.9	177		
Mixed Sex: Pair	432	16.9	72	281	11.0	34	1,843	72.1	169		
With Children	28	1.1	4	475	18.6	110	2,054	80.4	152		
Unknown	170	6.7	20	524	20.5	114	1,862	72.8	152		
For Eating:											
Upmarket	478	18.7	61	1,095	42.8	206	983	38.5	81		
Midmarket	473	18.5	54	98	3.8	42	1,986	77.7	140		
Downmarket	29	1.1	5	509	19.9	57	2,019	79.0	190		
For Drinking (monthly spend):											
Nothing	480	18.8	62	184	7.2	30	1,893	74.1	165		
Low (less than £10)	948	37.1	124	141	5.5	23	1,467	57.4	127		
Medium (Between £10 and £40)	1,134	44.4	145	998	39.0	219	425	16.6	33		
High (Greater than £40)	526	20.6	80	808	31.6	154	1,222	47.8	91		

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	51,180	17.6	58	67,558	23.2	142	165,669	56.9	109		
Male: Alone	32,464	11.2	37	67,950	23.4	150	183,992	63.2	119		
Male: Group	51,412	17.7	77	30,329	10.4	40	202,665	69.7	140		
Male: Pair	40,891	14.1	54	8,780	3.0	20	234,736	80.7	141		
Mixed Sex: Group	32,463	11.2	49	53,415	18.4	57	198,529	68.2	155		
Mixed Sex: Pair	29,515	10.1	43	90,231	31.0	95	164,661	56.6	132		
With Children	33,138	11.4	39	47,566	16.4	97	203,702	70.0	132		
Unknown	50,007	17.2	52	81,316	28.0	156	153,083	52.6	110		
For Eating:											
Upmarket	104,002	35.7	117	76,342	26.2	126	104,063	35.8	76		
Midmarket	98,639	33.9	99	29,453	10.1	112	156,315	53.7	97		
Downmarket	23,030	7.9	36	47,863	16.5	47	213,513	73.4	176		
For Drinking (monthly spend):											
Nothing	46,433	16.0	53	47,755	16.4	69	190,219	65.4	146		
Low (less than £10)	84,988	29.2	98	30,962	10.6	45	168,457	57.9	128		
Medium (Between £10 and £40)	131,727	45.3	148	60,593	20.8	117	92,086	31.7	63		
High (Greater than £40)	99,001	34.0	131	103,794	35.7	174	81,611	28.1	54		

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	Saddlers Arms, GU23 6JQ	Star Pubs & Bars	0.0	0.2
2	Jovial Sailor, GU23 6EZ	Greene King	9.1	1.4
3	Seven Stars, GU23 6DL	Star Pubs & Bars	17.5	2.3
4	Anchor, GU23 6AE	*Other Small Retail Groups	26.3	4.1
5	Ship, GU23 6AZ	Ei Group	28.7	4.2
6	Half Moon, GU23 6AN	Independent Free	29.6	4.4
7	New Inn, GU23 7EN	Star Pubs & Bars	29.6	4.8
8	Brasserie Rhone, GU22 9JN	Independent Free	41.3	6.4
9	Crown & Anchor, GU22 9LN	Star Pubs & Bars	45.3	7.1
10	Onslow Arms Inn, GU 4 7TE	Pear Main Pubs	45.6	5.9
11	Kingfield Arms, GU22 9EQ	Star Pubs & Bars	52.5	8.2
12	Bulls Head, GU 4 7ST	Ei Group	56.7	7.7
13	Inn At Maybury, GU22 8AB	Mitchells & Butlers	65.5	9.3
14	Mayford Arms, GU22 9QT	Greene King	74.1	12.3
15	Sovereigns, GU22 7QQ	Mitchells & Butlers	74.8	12.3
16	Bird In Hand, GU22 0NL	Ei Group	77.2	12.6
17	Princess, GU22 8EQ	Marston's	79.2	9.3
18	Queens Head, GU 4 7RY	Red Mist Leisure	86.5	9.6
19	Anchor, GU23 6QW	Hall & Woodhouse	101.0	7.6
20	Olive Tree, GU 4 7QD	Mitchells & Butlers	117.5	11.4