

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	1	369
Catchment Adults 18+	1,413	2,484	783,300
Catchment Adults 18+ Per Pub	1,413	2,484	2,123
Populaton Projection 2018 to 2028 (% change)	12.75%	11.84%	10.80%

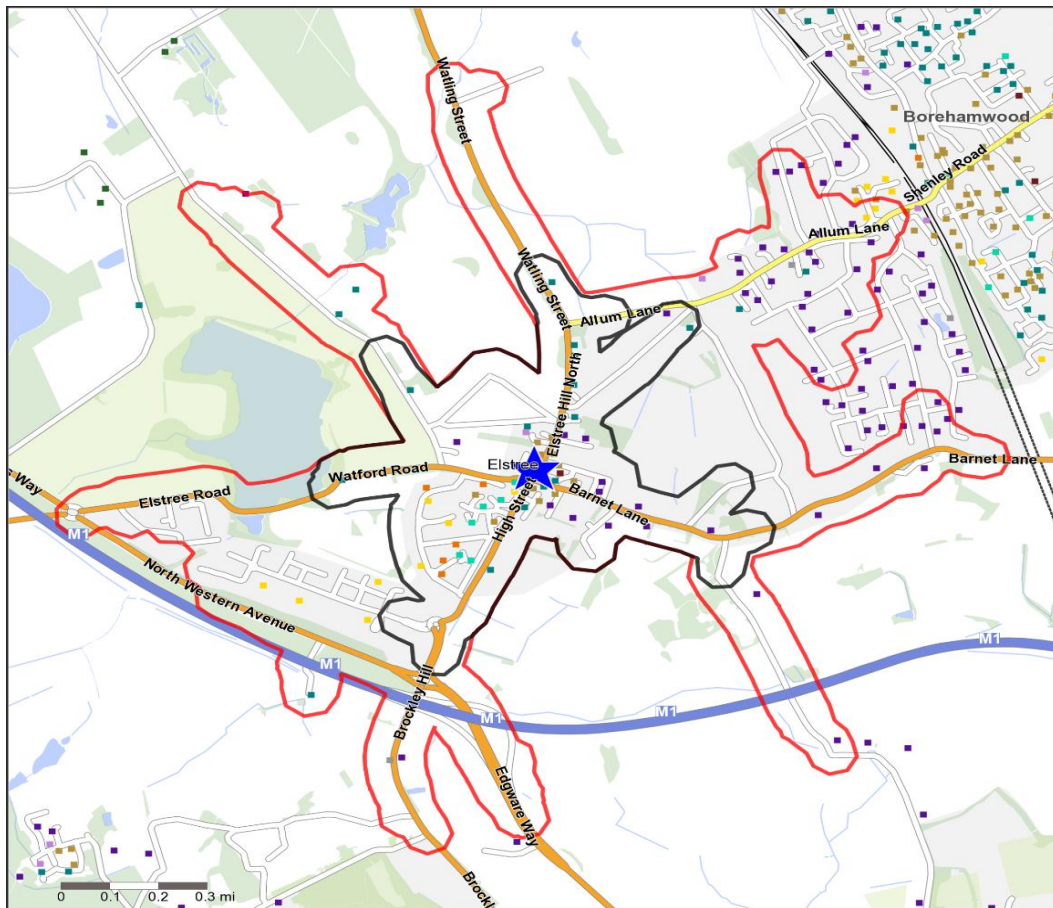
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	969	68.6	132	1	Great Pub Great Food	1,859	74.8	144	1	Great Pub Great Food	419,586	53.6	103
2	Great Pub Great Food	833	59.0	126	2	Premium Local	1,829	73.6	158	2	Premium Local	406,335	51.9	111
3	Premium Local	814	57.6	91	3	High Street Pub	1,162	46.8	74	3	Bit of Style	383,375	48.9	78
4	Bit of Style	725	51.3	397	4	Bit of Style	859	34.6	267	4	High Street Pub	346,500	44.2	342
5	Community Pub	562	39.8	99	5	Community Pub	663	26.7	66	5	Community Pub	186,905	23.9	59
6	Craft Led	248	17.6	65	6	Craft Led	275	11.1	41	6	Craft Led	131,501	16.8	63
7	Circuit Bar	84	5.9	58	7	Circuit Bar	87	3.5	34	7	Circuit Bar	106,734	13.6	132

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	144	10.2	115	336	13.5	153	91,710	11.7	132
C1	206	14.6	119	302	12.2	99	98,950	12.6	103
C2	126	8.9	108	152	6.1	74	51,030	6.5	79
DE	105	7.4	72	128	5.2	50	61,117	7.8	76

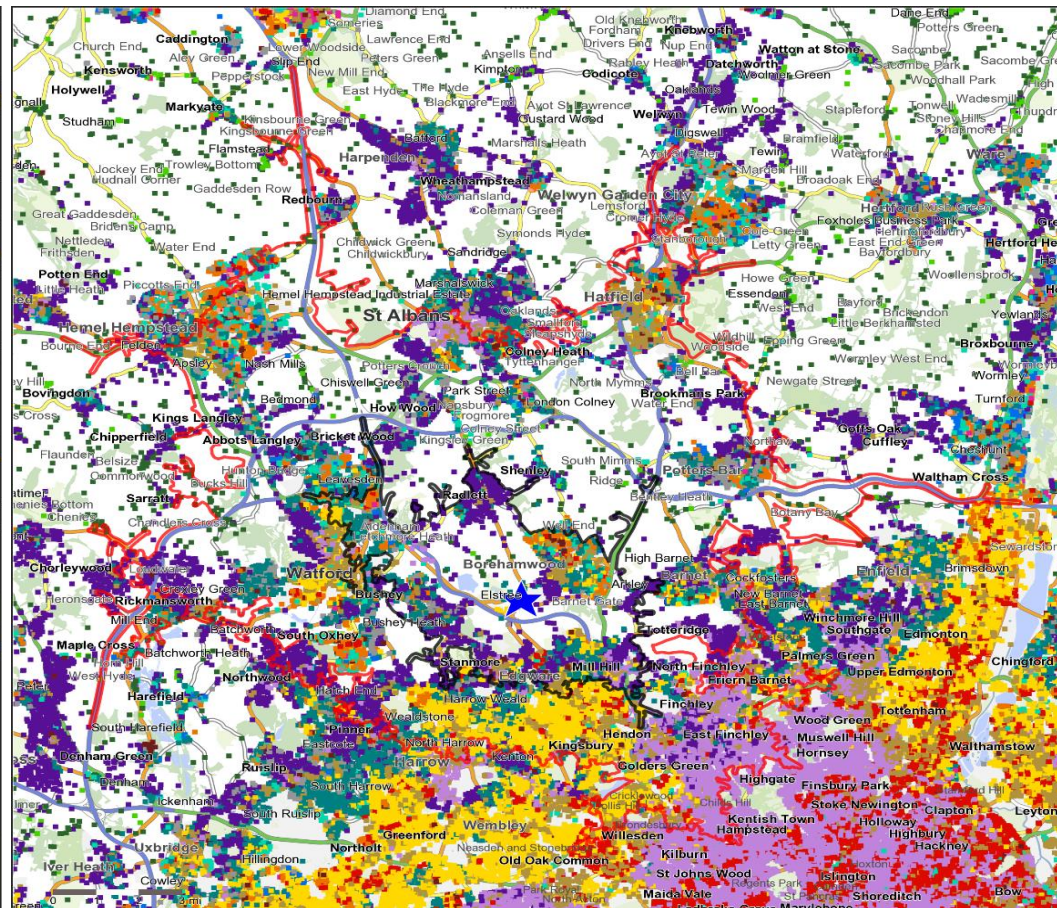
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	118	8.4	25	127	5.1	15	84,483	10.8	33
Medium (7-13)	513	36.3	109	584	23.5	71	207,358	26.5	80
High (14-19)	811	57.4	202	1,797	72.3	254	488,328	62.3	219

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

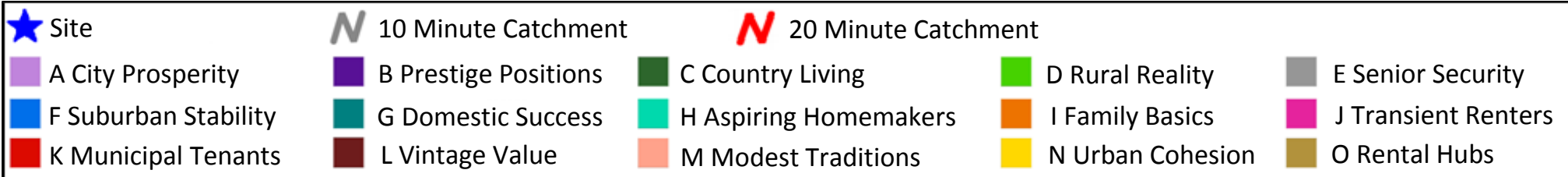
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	372	18,921
A02	Uptown Elite	18	21	4,513	57,164
A03	Penthouse Chic	0	0	0	3,375
A04	Metro High-Flyers	0	12	250	24,304
B05	Premium Fortunes	131	883	18,430	56,545
B06	Diamond Days	8	107	5,808	26,325
B07	Alpha Families	0	0	1,097	10,941
B08	Bank of Mum and Dad	21	22	669	9,821
B09	Empty-Nest Adventure	0	0	68	673
C10	Wealthy Landowners	0	0	144	2,098
C11	Rural Vogue	0	0	19	176
C12	Scattered Homesteads	0	0	0	2
C13	Village Retirement	0	0	2	207
D14	Satellite Settlers	0	0	17	537
D15	Local Focus	0	0	0	7
D16	Outlying Seniors	0	0	0	139
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	43	3,713	23,801
E19	Bungalow Heaven	0	0	246	1,519
E20	Classic Grandparents	0	0	98	933
E21	Solo Retirees	0	0	801	4,610
F22	Boomerang Boarders	0	0	91	810
F23	Family Ties	0	0	688	4,523
F24	Fledgling Free	0	0	0	40
F25	Dependable Me	0	0	108	887
G26	Cafés and Catchments	72	90	21,646	84,331
G27	Thriving Independence	175	250	7,788	36,409
G28	Modern Parents	0	0	241	544
G29	Mid-Career Convention	0	0	2	1,073
H30	Primary Ambitions	211	211	4,651	22,244
H31	Affordable Fringe	0	0	0	19
H32	First-Rung Futures	0	0	52	699
H33	Contemporary Starts	0	0	504	3,813
H34	New Foundations	0	0	897	5,502
H35	Flying Solo	52	52	536	3,198

		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	236	246	9,349	39,122
I37	Budget Generations	0	0	0	18
I38	Economical Families	0	0	0	0
I39	Families on a Budget	0	0	0	0
J40	Value Rentals	0	0	0	0
J41	Youthful Endeavours	0	0	48	306
J42	Midlife Renters	0	0	195	1,656
J43	Renting Rooms	0	0	0	182
K44	Inner City Stalwarts	0	0	738	12,389
K45	City Diversity	0	0	1,047	15,388
K46	High Rise Residents	0	0	512	512
K47	Single Essentials	0	0	565	2,433
K48	Mature Workers	0	0	0	0
L49	Flatlet Seniors	0	0	476	1,727
L50	Pocket Pensions	0	0	534	3,823
L51	Retirement Communities	35	35	3,407	11,889
L52	Estate Veterans	0	0	81	1,239
L53	Seasoned Survivors	0	0	0	106
M54	Down-to-Earth Owners	0	0	0	7
M55	Back with the Folks	0	0	134	1,196
M56	Self Supporters	0	0	32	322
N57	Community Elders	214	222	8,031	79,527
N58	Culture & Comfort	0	0	3,363	57,553
N59	Large Family Living	0	0	0	0
N60	Ageing Access	11	35	1,479	10,538
O61	Career Builders	196	219	7,858	39,225
O62	Central Pulse	0	0	275	5,170
O63	Flexible Workforce	0	3	8,175	65,698
O64	Bus-Route Renters	32	32	1,441	8,211
O65	Learners & Earners	0	0	0	9,384
O66	Student Scene	0	0	0	2,319
U99	Unclassified	0	0	343	7,167
Total		1,412	2,483	121,534	783,297

Top 3 Mosaic Types in a 20 Minute Walktime

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. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords



- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

Top 3 Mosaic Types in a 20 Minute Drivetime

1. G26 Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs



- Professional couples with kids
- Good income
- Pleasant family homes
- Attractive city suburbs
- Proximity to jobs and entertainment
- Most likely to have children 12-17

2. N57 Community Elders

Established older households owning city homes in diverse neighbourhoods



- Older households
- Own city terraces and semis
- Have lived there 20 years
- Some adult children at home
- Multicultural neighbourhoods
- Respond to direct mail charity appeals

3. O63 Flexible Workforce

Successful young renters ready to move to follow worthwhile incomes from service sector jobs



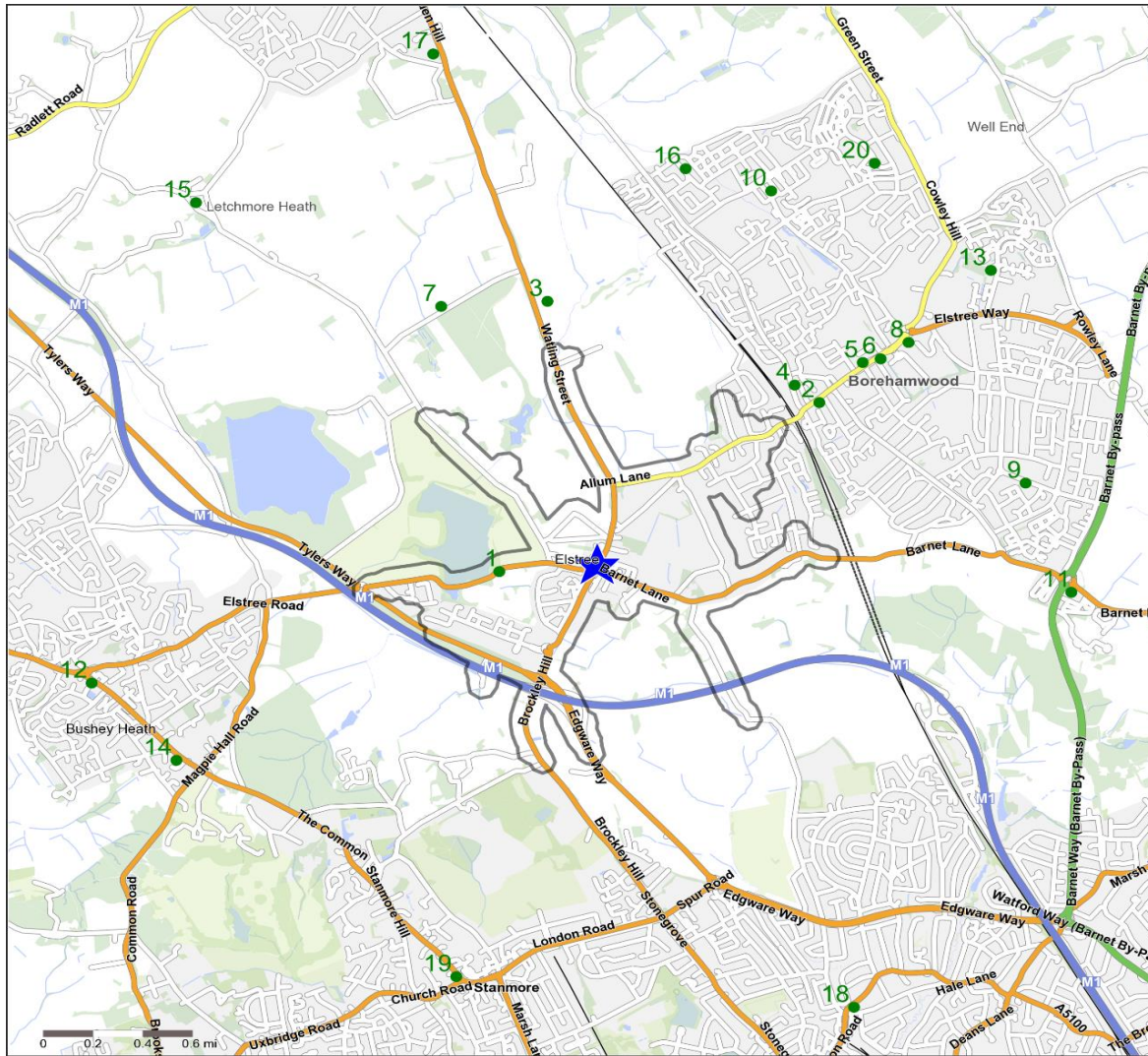
- Likely to be 26-35
- Singles and multiple sharers
- Many ethnicities
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

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	324	13.0	43	478	19.2	118	1,682	67.7	130		
Male: Alone	118	4.8	16	490	19.7	126	1,876	75.5	142		
Male: Group	178	7.2	31	455	18.3	70	1,851	74.5	150		
Male: Pair	126	5.1	19	234	9.4	62	2,123	85.5	149		
Mixed Sex: Group	314	12.6	55	530	21.3	67	1,640	66.0	150		
Mixed Sex: Pair	54	2.2	9	802	32.3	99	1,629	65.6	153		
With Children	328	13.2	46	356	14.3	85	1,800	72.5	137		
Unknown	505	20.3	62	536	21.6	120	1,444	58.1	121		
For Eating:											
Upmarket	677	27.3	89	739	29.8	143	1,068	43.0	91		
Midmarket	835	33.6	98	331	13.3	148	1,318	53.1	96		
Downmarket	243	9.8	44	577	23.2	67	1,664	67.0	161		
For Drinking (monthly spend):											
Nothing	736	29.6	98	143	5.8	24	1,605	64.6	144		
Low (less than £10)	708	28.5	95	278	11.2	48	1,498	60.3	133		
Medium (Between £10 and £40)	1,604	64.6	211	255	10.3	58	626	25.2	50		
High (Greater than £40)	614	24.7	96	1,494	60.1	293	376	15.1	29		

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	245,848	31.4	104	114,355	14.6	89	415,929	53.1	102	
Male: Alone	176,322	22.5	76	139,679	17.8	114	460,131	58.7	110	
Male: Group	210,189	26.8	117	131,686	16.8	64	434,258	55.4	112	
Male: Pair	198,382	25.3	97	119,515	15.3	100	458,236	58.5	102	
Mixed Sex: Group	218,207	27.9	122	209,783	26.8	84	348,143	44.4	101	
Mixed Sex: Pair	46,216	5.9	25	216,442	27.6	85	513,474	65.6	153	
With Children	202,986	25.9	90	136,360	17.4	103	436,787	55.8	105	
Unknown	370,267	47.3	144	197,014	25.2	140	208,851	26.7	56	
For Eating:										
Upmarket	353,449	45.1	147	246,175	31.4	151	176,509	22.5	48	
Midmarket	433,126	55.3	161	124,096	15.8	176	218,911	27.9	51	
Downmarket	50,593	6.5	29	174,596	22.3	64	550,945	70.3	169	
For Drinking (monthly spend):										
Nothing	183,728	23.5	78	168,620	21.5	91	423,784	54.1	121	
Low (less than £10)	299,949	38.3	128	61,686	7.9	34	414,498	52.9	117	
Medium (Between £10 and £40)	395,144	50.4	165	158,250	20.2	113	222,739	28.4	57	
High (Greater than £40)	358,453	45.8	177	222,643	28.4	138	195,037	24.9	48	

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	Fishery Inn, WD 6 3BE	McMullen & Sons Ltd	7.9	1.1
2	Alfred Arms, WD 6 1DR	*Other Small Retail Groups	24.1	4.7
3	Waggon & Horses, WD 6 3AA	Ei Group	25.4	2.8
4	Wellington, WD 6 4SE	Punch Pub Company	25.4	4.9
5	Wishing Well, WD 6 1AH	Ei Group	28.7	5.9
6	Hart & Spool, WD 6 1EQ	Wetherspoon	30.5	7.4
7	Battle Axes, WD 6 3AD	Greene King	32.9	4.1
8	Star Bar, WD 6 1JG	Independent Free	33.2	6.9
9	Directors Arms, WD 6 2HS	Star Pubs & Bars	39.5	7.2
10	Green Dragon, WD 6 4EB	Independent Free	43.5	8.5
11	Miller & Carter, EN 5 3JG	Mitchells & Butlers	44.1	6.4
12	Three Crowns, WD23 1EA	Ei Group	45.0	5.5
13	Toby Carvery, WD 6 5JY	Mitchells & Butlers	45.6	8.6
14	Windmill, WD23 1JD	Mitchells & Butlers	46.2	5.8
15	Three Horseshoes, WD25 8ER	Independent Free	46.8	6.3
16	Oak, WD 6 4LA	Admiral Taverns Ltd	46.8	9.1
17	Cat & Fiddle, WD 7 7JR	Ei Group	47.1	4.6
18	Haandi Restaurant, HA 8 7AX	Independent Free	48.3	6.4
19	Alfies Bar, HA 7 3DP	Independent Free	48.6	7.9
20	Cannon, WD 6 5AY	Independent Free	50.7	10.2