

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	5	312
Catchment Adults 18+	1,619	9,461	452,508
Catchment Adults 18+ Per Pub	810	1,892	1,450
Populaton Projection 2018 to 2028 (% change)	4.03%	3.48%	5.58%

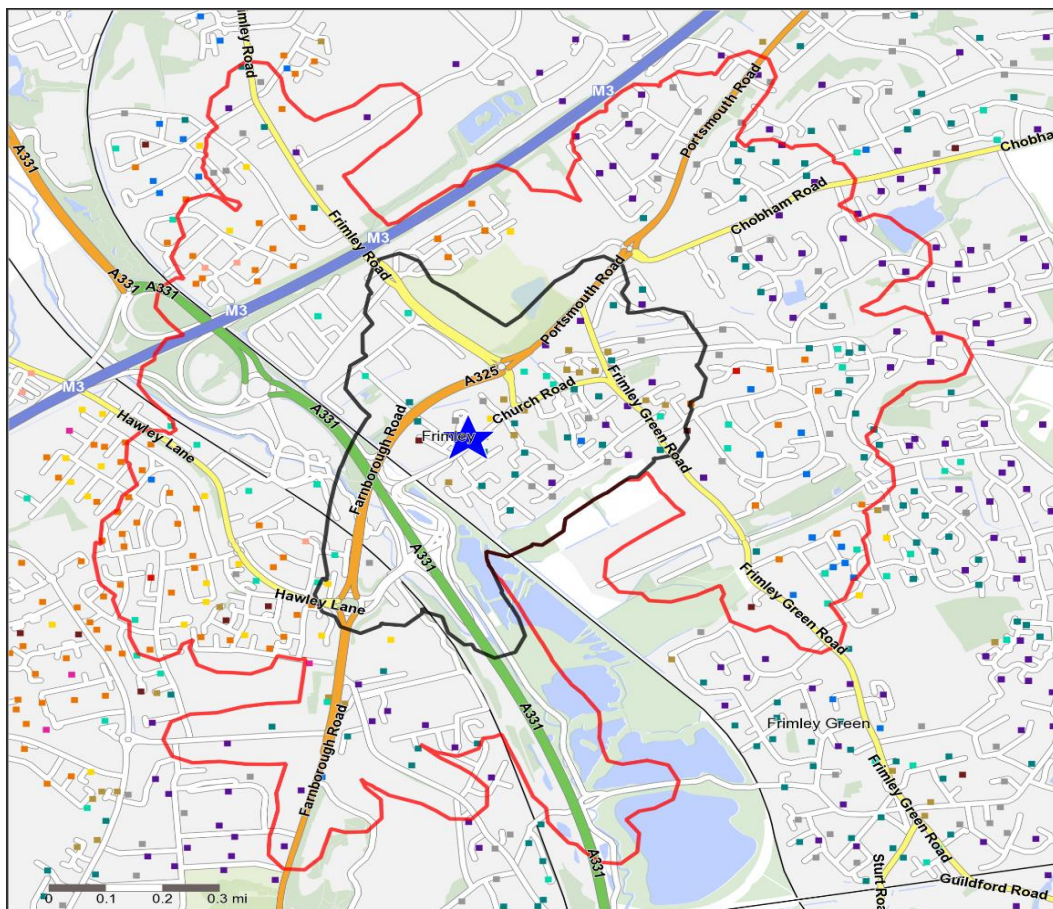
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	1,320	81.5	157	1	High Street Pub	7,200	76.1	147	1	Premium Local	343,205	75.8	146
2	Premium Local	1,238	76.5	164	2	Premium Local	5,405	57.1	123	2	Great Pub Great Food	302,002	66.7	143
3	Great Pub Great Food	1,182	73.0	116	3	Great Pub Great Food	4,788	50.6	80	3	High Street Pub	269,016	59.4	94
4	Bit of Style	808	49.9	386	4	Community Pub	4,765	50.4	390	4	Bit of Style	180,695	39.9	309
5	Community Pub	768	47.4	118	5	Bit of Style	2,509	26.5	66	5	Community Pub	138,036	30.5	76
6	Craft Led	246	15.2	57	6	Craft Led	536	5.7	21	6	Circuit Bar	53,393	11.8	44
7	Circuit Bar	177	10.9	106	7	Circuit Bar	466	4.9	48	7	Craft Led	38,621	8.5	83

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	11.1	125	868	9.2	104	58,466	12.9	146
C1	200	12.4	101	1,072	11.3	92	59,098	13.1	107
C2	125	7.7	94	772	8.2	99	32,269	7.1	86
DE	92	5.7	55	703	7.4	72	25,897	5.7	56

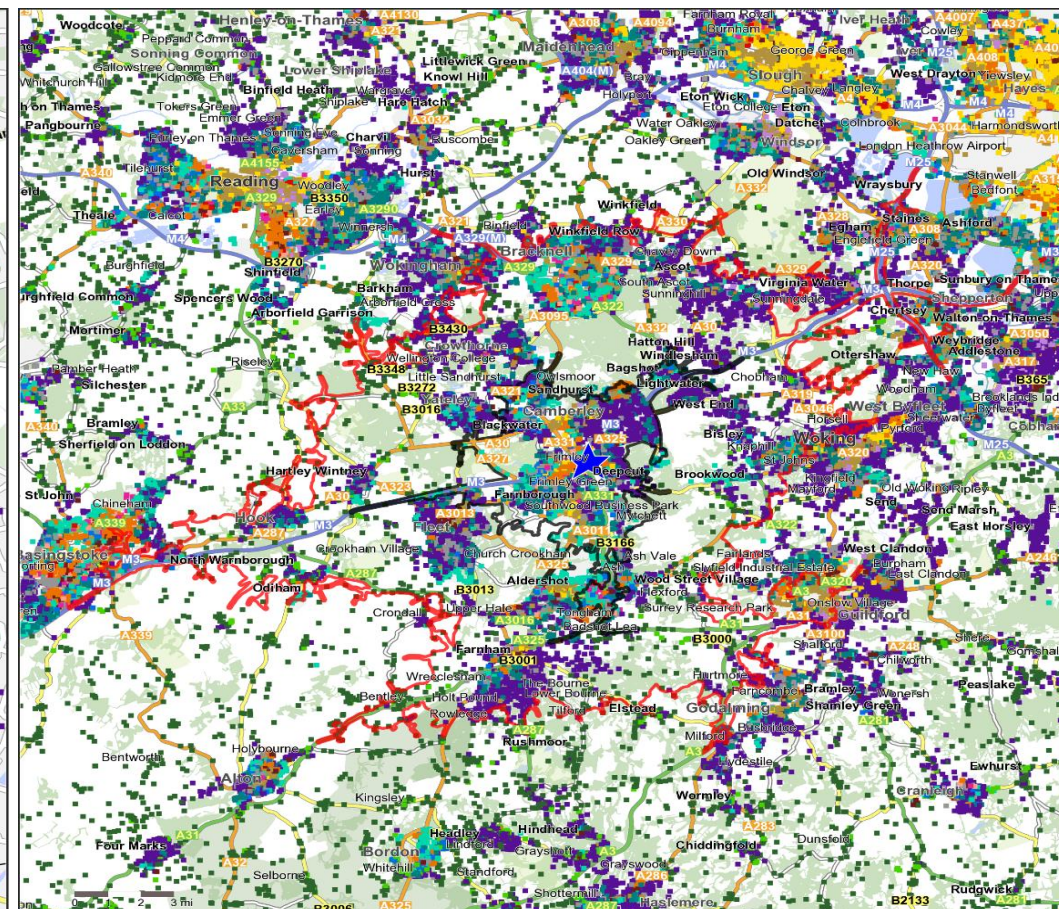
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	187	11.6	35	1,876	19.8	60	52,485	11.6	35
Medium (7-13)	442	27.3	82	2,920	30.9	93	115,689	25.6	77
High (14-19)	864	53.4	188	4,568	48.3	170	261,146	57.7	203

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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	I Family Basics
	H Aspiring Homemakers	N Urban Cohesion
	M Modest Traditions	E Senior Security
		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	0	126
A02	Uptown Elite		0	0	196	2,215
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	594
B05	Premium Fortunes		0	20	2,957	19,316
B06	Diamond Days		0	40	5,936	20,089
B07	Alpha Families		27	200	6,454	42,141
B08	Bank of Mum and Dad		146	634	8,495	24,553
B09	Empty-Nest Adventure		7	608	4,453	13,187
C10	Wealthy Landowners		0	0	56	8,444
C11	Rural Vogue		0	0	1	476
C12	Scattered Homesteads		0	0	0	18
C13	Village Retirement		0	0	24	1,848
D14	Satellite Settlers		0	0	3	2,633
D15	Local Focus		0	0	0	375
D16	Outlying Seniors		0	0	0	413
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		243	949	8,565	24,549
E19	Bungalow Heaven		0	0	940	3,059
E20	Classic Grandparents		0	22	2,101	3,547
E21	Solo Retirees		9	210	2,826	6,421
F22	Boomerang Boarders		0	11	1,395	3,139
F23	Family Ties		26	473	4,499	8,637
F24	Fledgling Free		0	0	45	240
F25	Dependable Me		0	19	1,379	3,524
G26	Cafés and Catchments		26	229	2,913	14,857
G27	Thriving Independence		512	1,399	21,969	51,026
G28	Modern Parents		0	0	1,396	7,816
G29	Mid-Career Convention		0	68	3,040	9,569
H30	Primary Ambitions		9	340	13,229	34,689
H31	Affordable Fringe		3	27	198	418
H32	First-Rung Futures		0	95	915	1,982
H33	Contemporary Starts		0	0	5,213	20,801
H34	New Foundations		29	30	448	2,484
H35	Flying Solo		22	84	1,106	4,651

			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		87	2,345	12,396	31,452
I37	Budget Generations		0	0	49	141
I38	Economical Families		0	0	0	0
I39	Families on a Budget		0	0	358	599
J40	Value Rentals		0	0	0	0
J41	Youthful Endeavours		0	0	83	598
J42	Midlife Renters		12	60	1,499	4,988
J43	Renting Rooms		0	0	9	104
K44	Inner City Stalwarts		0	0	7	505
K45	City Diversity		0	0	15	191
K46	High Rise Residents		0	0	0	155
K47	Single Essentials		15	93	784	2,104
K48	Mature Workers		0	0	0	0
L49	Flatlet Seniors		0	0	281	566
L50	Pocket Pensions		27	144	1,002	2,854
L51	Retirement Communities		0	30	1,864	7,176
L52	Estate Veterans		0	92	710	1,976
L53	Seasoned Survivors		2	6	13	29
M54	Down-to-Earth Owners		0	0	27	29
M55	Back with the Folks		5	98	699	3,169
M56	Self Supporters		0	0	140	368
N57	Community Elders		9	482	1,052	1,866
N58	Culture & Comfort		6	102	586	1,226
N59	Large Family Living		0	0	0	0
N60	Ageing Access		24	62	1,225	3,694
O61	Career Builders		209	264	7,278	20,058
O62	Central Pulse		0	0	499	2,711
O63	Flexible Workforce		0	0	491	2,774
O64	Bus-Route Renters		111	164	3,912	10,947
O65	Learners & Earners		0	0	0	3,907
O66	Student Scene		0	0	0	434
U99	Unclassified		52	62	1,220	10,048
Total			1,618	9,462	136,951	452,506

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

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. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. 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

3. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



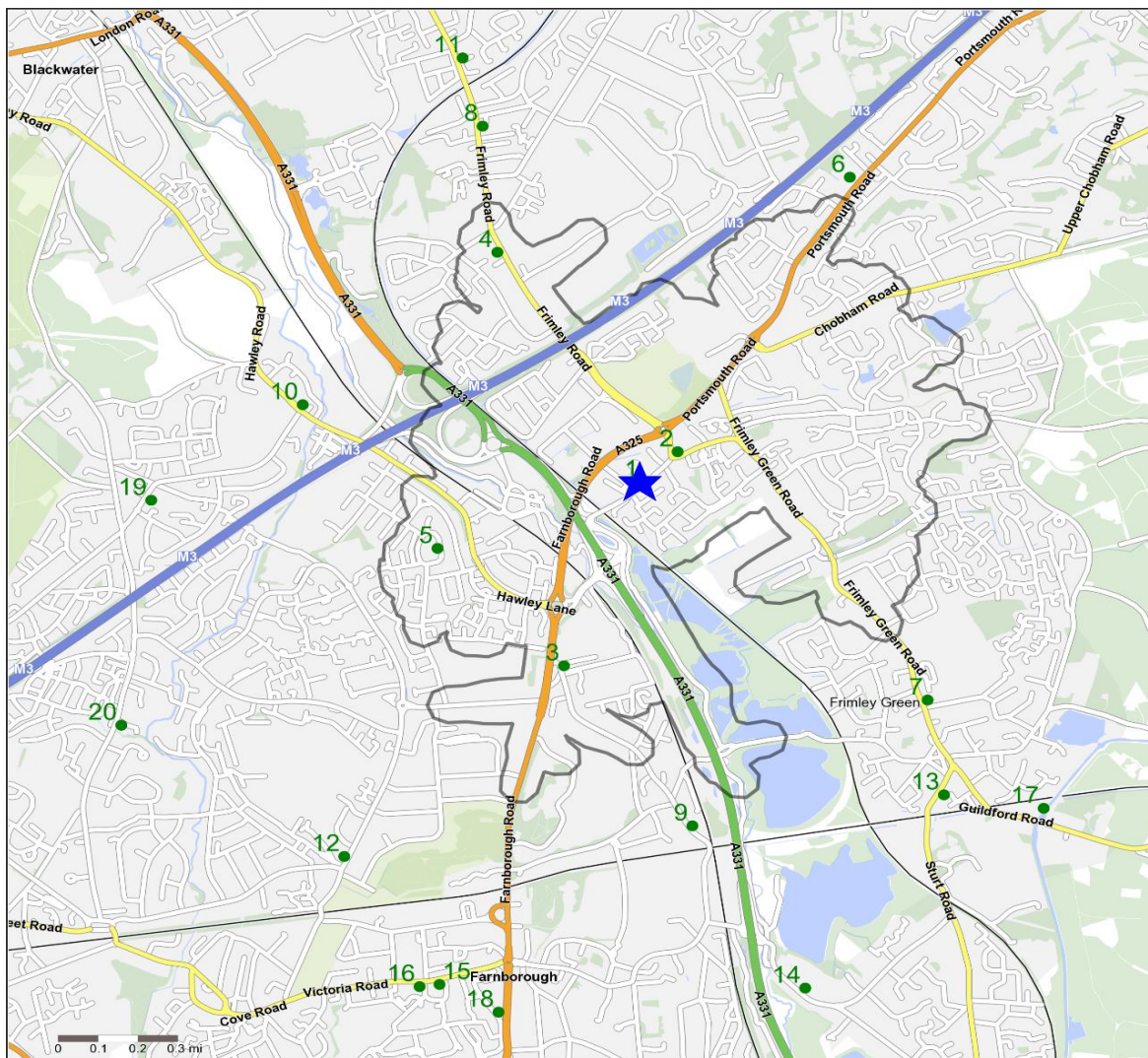
- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

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	1,964	20.8	69	2,836	30.0	183	4,599	48.6	93		
Male: Alone	1,088	11.5	39	1,824	19.3	124	6,487	68.6	129		
Male: Group	1,189	12.6	55	1,737	18.4	70	6,474	68.4	138		
Male: Pair	1,253	13.2	51	842	8.9	58	7,303	77.2	135		
Mixed Sex: Group	2,025	21.4	94	3,047	32.2	101	4,327	45.7	104		
Mixed Sex: Pair	1,557	16.5	70	3,960	41.9	129	3,882	41.0	96		
With Children	1,442	15.2	53	2,453	25.9	154	5,504	58.2	110		
Unknown	3,595	38.0	116	1,896	20.0	112	3,909	41.3	86		
For Eating:											
Upmarket	2,555	27.0	88	4,609	48.7	234	2,235	23.6	50		
Midmarket	3,012	31.8	93	2,429	25.7	285	3,959	41.8	76		
Downmarket	1,154	12.2	55	4,442	47.0	135	3,803	40.2	97		
For Drinking (monthly spend):											
Nothing	4,587	48.5	160	1,232	13.0	55	3,580	37.8	84		
Low (less than £10)	3,094	32.7	110	2,588	27.4	116	3,717	39.3	87		
Medium (Between £10 and £40)	3,113	32.9	108	628	6.6	37	5,658	59.8	119		
High (Greater than £40)	2,719	28.7	111	2,199	23.2	113	4,481	47.4	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	139,534	30.8	102	97,916	21.6	132	205,010	45.3	87	
Male: Alone	57,705	12.8	43	93,976	20.8	133	290,779	64.3	121	
Male: Group	59,322	13.1	57	89,776	19.8	76	293,361	64.8	131	
Male: Pair	61,935	13.7	52	17,373	3.8	25	363,152	80.3	140	
Mixed Sex: Group	71,020	15.7	69	127,776	28.2	88	243,663	53.8	123	
Mixed Sex: Pair	86,607	19.1	82	131,460	29.1	89	224,392	49.6	116	
With Children	83,050	18.4	63	86,027	19.0	113	273,383	60.4	114	
Unknown	76,765	17.0	52	139,565	30.8	172	226,131	50.0	104	
For Eating:										
Upmarket	170,968	37.8	123	147,300	32.6	156	124,192	27.4	58	
Midmarket	144,849	32.0	93	40,109	8.9	98	257,502	56.9	103	
Downmarket	72,820	16.1	72	134,061	29.6	85	235,578	52.1	125	
For Drinking (monthly spend):										
Nothing	118,751	26.2	87	73,534	16.3	69	250,175	55.3	123	
Low (less than £10)	153,452	33.9	114	62,044	13.7	58	226,964	50.2	111	
Medium (Between £10 and £40)	178,114	39.4	129	87,285	19.3	108	177,061	39.1	78	
High (Greater than £40)	146,422	32.4	125	122,450	27.1	132	173,588	38.4	73	

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	Railway Arms, GU16 7JE	Star Pubs & Bars	0.0	0.2
2	White Hart, GU16 7HU	Greene King	3.3	0.5
3	Ship Inn, GU14 8BE	Ei Group	13.3	1.9
4	Crabtree, GU15 2QJ	Mitchells & Butlers	17.5	2.8
5	Hawley Arms, GU14 8EL	Admiral Taverns Ltd	18.4	3.5
6	Toby Carvery, GU15 1HS	Mitchells & Butlers	21.4	3.0
7	Old Wheatsheaf, GU16 6LA	Greene King	24.4	4.5
8	Royal Standard, GU15 2PP	Greene King	25.4	4.1
9	Prince Of Wales, GU14 8AL	Independent Free	25.7	3.6
10	New Inn, GU17 9ES	Greene King	28.7	5.4
11	Four Horseshoes, GU15 3EQ	Star Pubs & Bars	30.8	5.2
12	Thatched Cottage, GU14 8NU	Greene King	31.1	4.4
13	Rose & Thistle, GU16 6HT	Mitchells & Butlers	31.4	5.9
14	Kingfisher On The Quay, GU16 6DS	McMullen & Sons Ltd	32.3	3.2
15	Tilly Shilling, GU14 7PG	Wetherspoon	32.6	4.6
16	Alexandra, GU14 7PH	Punch Pub Company	33.5	5.1
17	Kings Head, GU16 6NR	Mitchells & Butlers	33.5	6.3
18	Tumble Down Dick Hotel, GU14 7JT	Independent Free	33.8	4.8
19	Fox, GU14 9BN	Greene King	38.6	6.6
20	Snow Goose, GU14 9DX	Star Pubs & Bars	41.9	6.2