

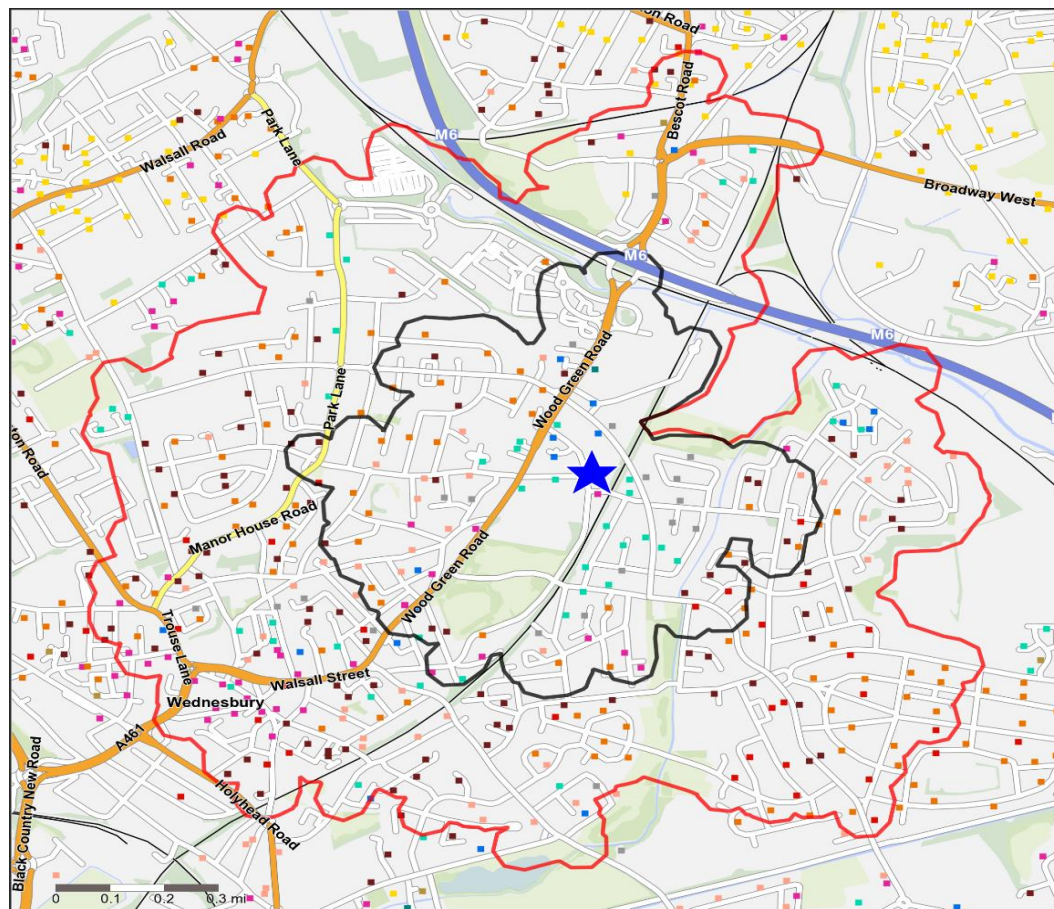
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	7	23	561
Catchment Adults 18+	5,320	18,085	777,435
Catchment Adults 18+ Per Pub	760	786	1,386
Populaton Projection 2018 to 2028 (% change)	8.53%	8.06%	6.60%

		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	5,273	99.1	191	1	Community Pub	17,115	94.6	183	1	High Street Pub	599,771	77.1	149
2	Community Pub	5,152	96.8	208	2	High Street Pub	17,099	94.5	203	2	Community Pub	552,045	71.0	152
3	Premium Local	1,305	24.5	39	3	Premium Local	3,158	17.5	28	3	Premium Local	183,740	23.6	37
4	Great Pub Great Food	819	15.4	119	4	Great Pub Great Food	2,080	11.5	89	4	Great Pub Great Food	118,501	15.2	118
5	Bit of Style	457	8.6	21	5	Bit of Style	1,001	5.5	14	5	Bit of Style	77,447	10.0	25
6	Circuit Bar	313	5.9	22	6	Circuit Bar	961	5.3	20	6	Circuit Bar	72,660	9.3	35
7	Craft Led	220	4.1	40	7	Craft Led	638	3.5	34	7	Craft Led	49,927	6.4	62

	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	213	4.0	45	614	3.4	38	36,426	4.7	53
C1	540	10.2	83	1,710	9.5	77	81,123	10.4	85
C2	590	11.1	134	1,980	10.9	133	72,629	9.3	113
DE	652	12.3	119	2,641	14.6	142	113,805	14.6	142

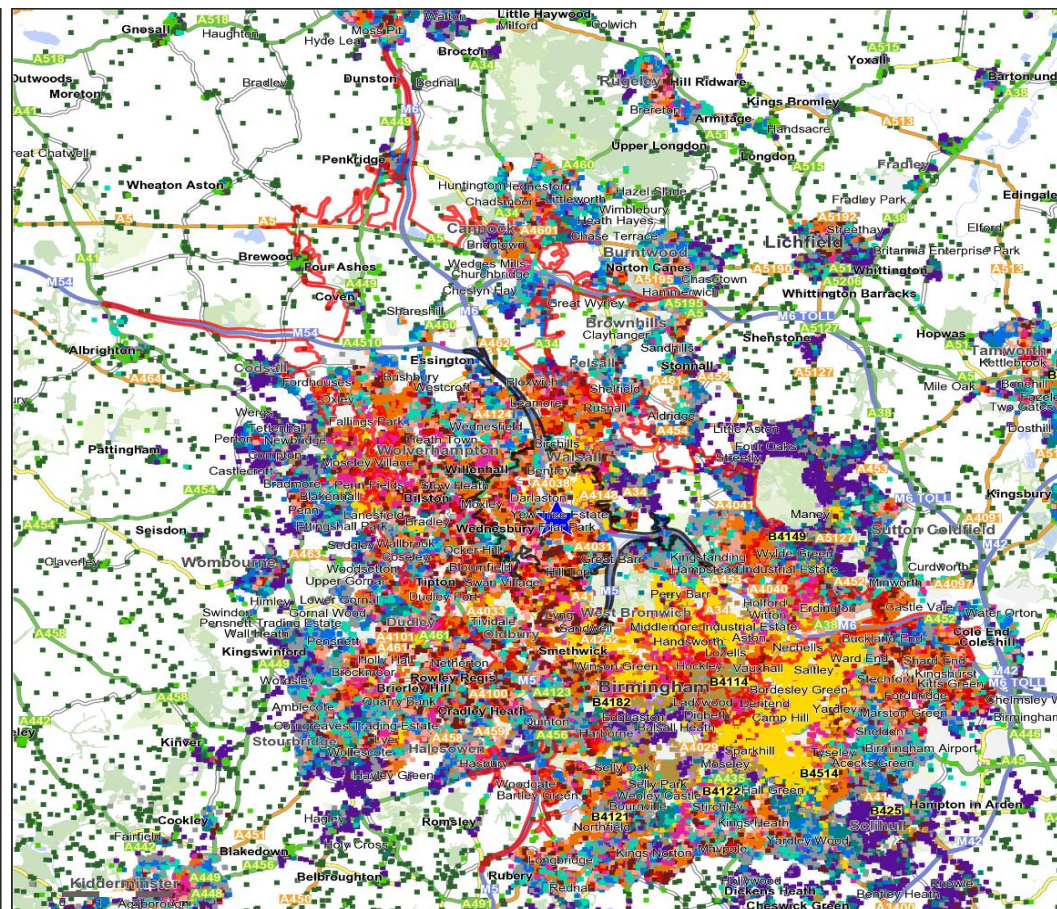
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,304	62.1	187	12,793	70.7	213	481,717	62.0	187
Medium (7-13)	1,643	30.9	93	4,364	24.1	73	236,620	30.4	92
High (14-19)	211	4.0	14	478	2.6	9	51,738	6.7	23

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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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	0	0	0
A02	Uptown Elite	0	0	0	77	0	0
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	114	0	0
B05	Premium Fortunes	0	0	0	639	0	0
B06	Diamond Days	0	0	0	1,180	0	0
B07	Alpha Families	0	0	29	1,436	0	0
B08	Bank of Mum and Dad	0	0	414	6,918	0	0
B09	Empty-Nest Adventure	0	0	249	5,208	0	0
C10	Wealthy Landowners	0	0	0	837	0	0
C11	Rural Vogue	0	0	0	365	0	0
C12	Scattered Homesteads	0	0	0	83	0	0
C13	Village Retirement	0	0	3	738	0	0
D14	Satellite Settlers	0	0	0	1,380	0	0
D15	Local Focus	0	0	0	151	0	0
D16	Outlying Seniors	0	0	0	149	0	0
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	0	198	4,696	0	0
E19	Bungalow Heaven	0	0	526	8,876	0	0
E20	Classic Grandparents	265	392	1,398	23,132	0	0
E21	Solo Retirees	345	539	1,889	20,771	0	0
F22	Boomerang Boarders	104	127	796	12,059	0	0
F23	Family Ties	46	48	680	6,258	0	0
F24	Fledgling Free	0	128	546	12,211	0	0
F25	Dependable Me	53	148	597	10,803	0	0
G26	Cafés and Catchments	0	0	25	1,190	0	0
G27	Thriving Independence	6	6	231	4,686	0	0
G28	Modern Parents	0	0	22	4,909	0	0
G29	Mid-Career Convention	0	0	148	5,948	0	0
H30	Primary Ambitions	12	270	1,176	12,297	0	0
H31	Affordable Fringe	697	1,500	4,670	39,977	0	0
H32	First-Rung Futures	153	303	1,721	19,387	0	0
H33	Contemporary Starts	0	0	0	4,142	0	0
H34	New Foundations	0	14	50	2,049	0	0
H35	Flying Solo	47	47	278	1,625	0	0

				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	104	192	1,712	12,518	0	0
I37	Budget Generations	789	1,832	5,193	23,190	0	0
I38	Economical Families	241	574	5,584	33,273	0	0
I39	Families on a Budget	327	2,211	9,250	59,397	0	0
J40	Value Rentals	239	312	1,131	8,498	0	0
J41	Youthful Endeavours	93	316	1,597	8,581	0	0
J42	Midlife Renters	247	389	1,440	16,852	0	0
J43	Renting Rooms	0	294	3,374	40,578	0	0
K44	Inner City Stalwarts	0	0	20	756	0	0
K45	City Diversity	0	0	110	2,619	0	0
K46	High Rise Residents	0	1	911	8,078	0	0
K47	Single Essentials	20	239	1,944	16,391	0	0
K48	Mature Workers	19	1,122	4,634	23,931	0	0
L49	Flatlet Seniors	0	547	1,659	14,999	0	0
L50	Pocket Pensions	45	255	1,624	10,713	0	0
L51	Retirement Communities	0	0	0	2,158	0	0
L52	Estate Veterans	742	2,980	8,715	39,566	0	0
L53	Seasoned Survivors	119	346	2,656	25,035	0	0
M54	Down-to-Earth Owners	235	565	2,148	17,587	0	0
M55	Back with the Folks	153	1,140	5,032	34,911	0	0
M56	Self Supporters	219	778	1,797	16,503	0	0
N57	Community Elders	0	106	808	16,797	0	0
N58	Culture & Comfort	0	11	936	11,521	0	0
N59	Large Family Living	0	261	12,696	78,678	0	0
N60	Ageing Access	0	0	0	2,300	0	0
O61	Career Builders	0	49	49	1,553	0	0
O62	Central Pulse	0	0	417	3,999	0	0
O63	Flexible Workforce	0	0	37	4,177	0	0
O64	Bus-Route Renters	0	42	668	9,513	0	0
O65	Learners & Earners	0	0	0	1,025	0	0
O66	Student Scene	0	0	0	1,769	0	0
U99	Unclassified	0	0	35	15,675	0	0
Total				5,320	18,084	91,823	777,432

Top 3 Mosaic Types in a 20 Minute Walktime

1. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

2. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

3. I37 Budget Generations

Families providing lodgings for adult children and gaining the benefit of pooled resources



- Extended families
- Supporting adult & younger children
- Ex-council owners and social renters
- Bills can be a struggle
- Price is important
- Likely to have a games console

Top 3 Mosaic Types in a 20 Minute Drivetime

1. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

2. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



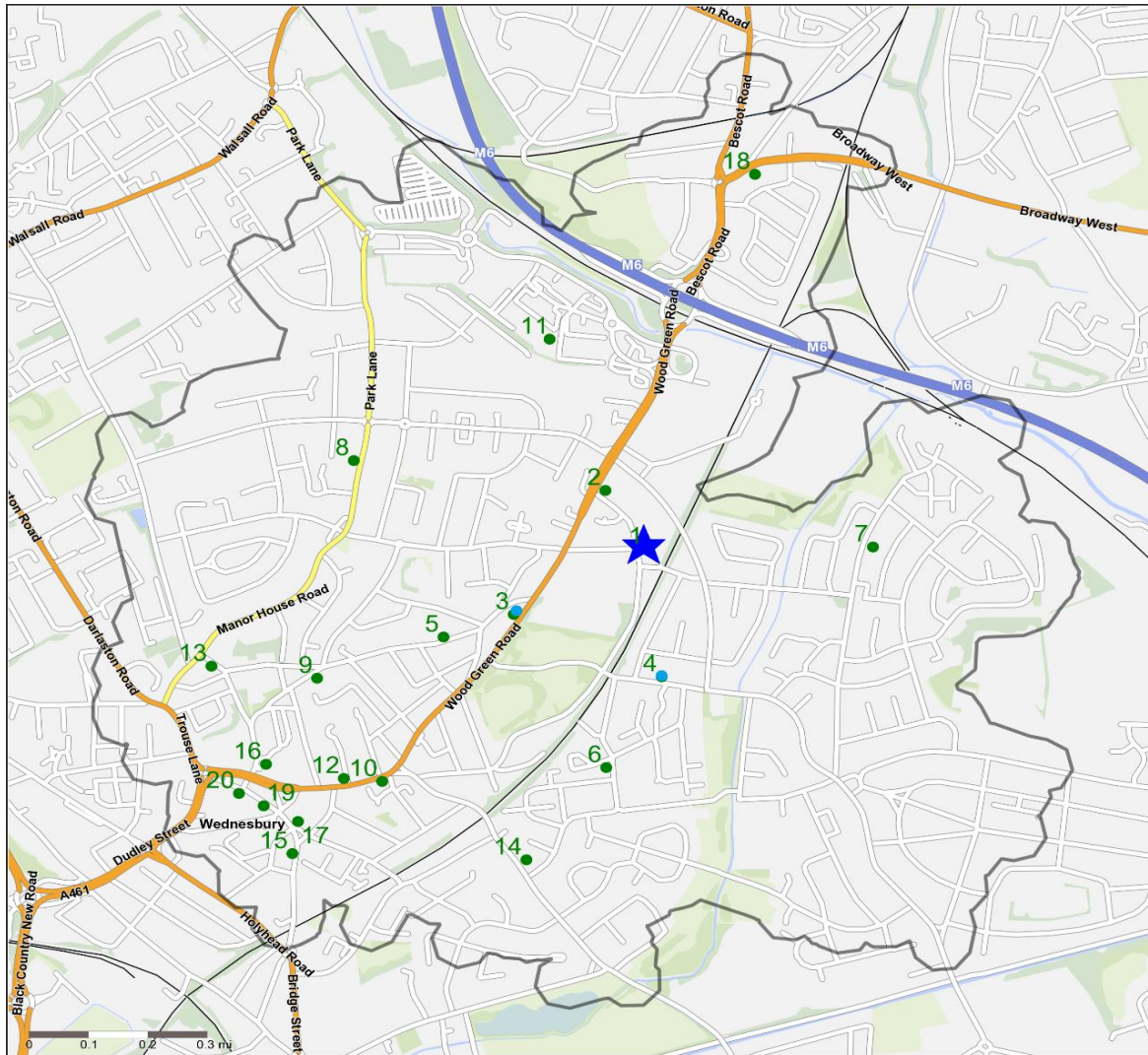
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	3,155	17.4	58	3,868	21.4	131	11,061	61.2	117
Male: Alone	7,149	39.5	133	2,818	15.6	100	8,118	44.9	84
Male: Group	6,011	33.2	145	3,785	20.9	80	8,288	45.8	92
Male: Pair	7,529	41.6	160	3,102	17.2	113	7,454	41.2	72
Mixed Sex: Group	5,355	29.6	130	2,899	16.0	50	9,831	54.4	124
Mixed Sex: Pair	5,471	30.3	129	5,406	29.9	92	7,208	39.9	93
With Children	8,140	45.0	156	3,493	19.3	115	6,451	35.7	67
Unknown	6,270	34.7	106	1,626	9.0	50	10,189	56.3	118
For Eating:									
Upmarket	5,327	29.5	96	2,442	13.5	65	10,316	57.0	121
Midmarket	5,695	31.5	92	2,766	15.3	170	9,624	53.2	96
Downmarket	7,888	43.6	196	5,485	30.3	87	4,712	26.1	63
For Drinking (monthly spend):									
Nothing	8,107	44.8	148	3,435	19.0	80	6,543	36.2	81
Low (less than £10)	5,416	29.9	100	2,038	11.3	48	10,631	58.8	130
Medium (Between £10 and £40)	5,416	29.9	98	1,358	7.5	42	11,311	62.5	124
High (Greater than £40)	3,467	19.2	74	4,043	22.4	109	10,575	58.5	112

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	192,118	24.7	82	120,896	15.6	95	448,747	57.7	111
Male: Alone	326,798	42.0	141	111,308	14.3	92	323,654	41.6	78
Male: Group	176,618	22.7	99	211,701	27.2	104	373,441	48.0	97
Male: Pair	302,489	38.9	149	185,310	23.8	156	273,962	35.2	61
Mixed Sex: Group	242,484	31.2	136	143,887	18.5	58	375,389	48.3	110
Mixed Sex: Pair	191,841	24.7	105	255,357	32.8	101	314,562	40.5	95
With Children	382,406	49.2	170	112,514	14.5	86	266,840	34.3	65
Unknown	329,479	42.4	129	87,823	11.3	63	344,458	44.3	92
For Eating:									
Upmarket	263,167	33.9	111	167,402	21.5	103	331,192	42.6	90
Midmarket	355,203	45.7	133	82,312	10.6	117	324,245	41.7	75
Downmarket	261,937	33.7	152	248,632	32.0	92	251,192	32.3	78
For Drinking (monthly spend):									
Nothing	282,679	36.4	120	142,606	18.3	78	336,476	43.3	97
Low (less than £10)	197,173	25.4	85	124,703	16.0	68	439,884	56.6	125
Medium (Between £10 and £40)	202,129	26.0	85	90,244	11.6	65	469,388	60.4	120
High (Greater than £40)	128,265	16.5	64	167,335	21.5	105	466,160	60.0	115

Competitor Map



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 Site
  Star Pubs
  Pubs
  Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Queens Head, WS10 9QR	Star Pubs & Bars	0.0	0.4
2	Casa Mia, WS10 9QW	Wellington	2.1	0.7
3	Horse & Jockey, WS10 9AX	Star Pubs & Bars	5.1	1.2
4	Brunswick, WS10 0QQ	Star Pubs & Bars	6.6	1.8
5	Ye Olde Leathern Bottle, WS10 9DW	Ei Group	7.2	2.0
6	Village Inn, WS10 0QB	Marston's	8.8	2.3
7	Windmill, WS10 0TW	Ei Group	10.3	4.1
8	Myvod, WS10 9PS	Mitchells & Butlers	12.1	3.0
9	Rosehill Tavern, WS10 9DJ	Admiral Taverns Ltd	12.1	3.5
10	Park Inn, WS10 9EN	Independent Free	12.7	3.0
11	Chestnut Tree, WS10 9QY	Marston's	12.7	3.2
12	Bell Wether, WS10 9EH	Wetherspoon	14.2	3.9
13	Old Blue Ball, WS10 9ED	Independent Free	14.8	4.0
14	Croft, WS10 0DF	Everards	15.1	3.8
15	Tavern, WS10 7AQ	Independent Free	16.6	4.5
16	Woden Inn, WS10 9DF	Admiral Taverns Ltd	16.9	4.1
17	Golden Cross, WS10 7AY	Ei Group	16.9	4.2
18	King George V, WS 2 9BZ	Independent Free	17.2	4.1
19	George Inn, WS10 7HF	New River Retail	17.2	4.5
20	Lamp Inn, WS10 7HQ	Independent Free	18.4	4.7