

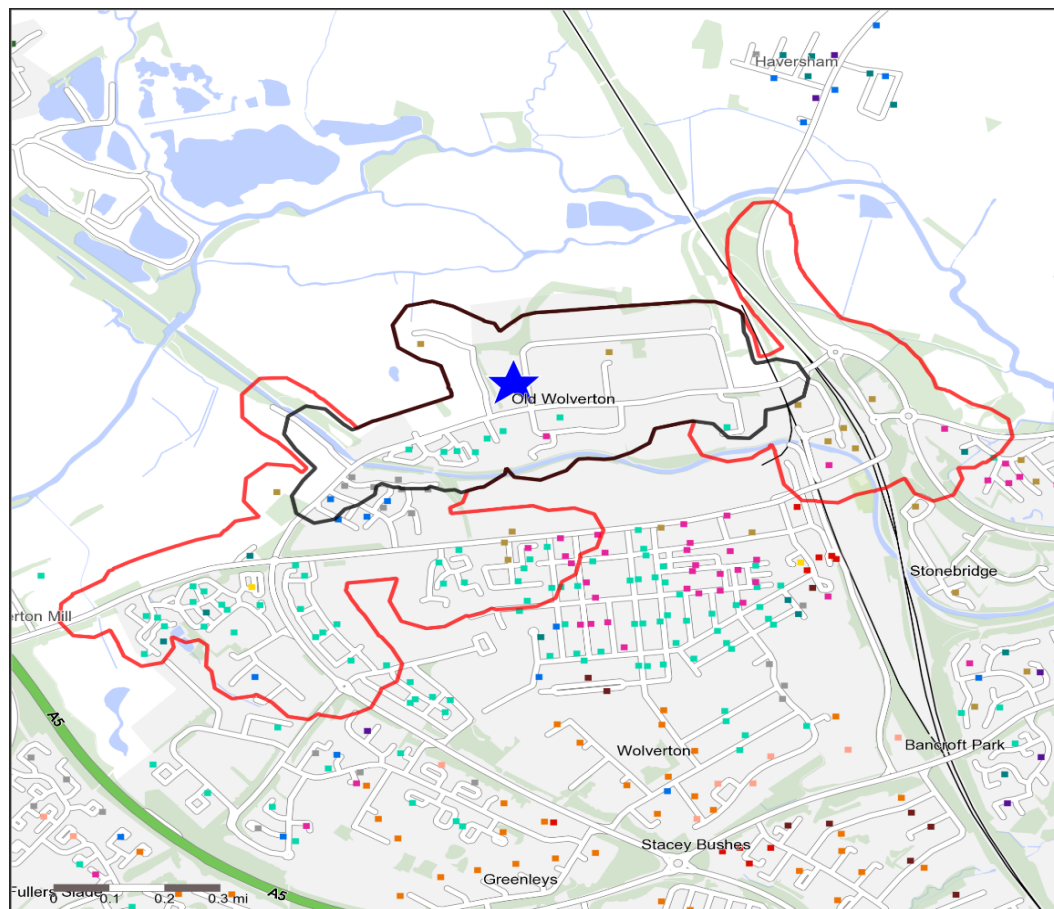
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	3	171
Catchment Adults 18+	348	2,562	228,023
Catchment Adults 18+ Per Pub	348	854	1,333
Populaton Projection 2018 to 2028 (% change)	10.49%	12.76%	10.68%

		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	213	61.2	118	1	Circuit Bar	1,642	64.1	124	1	High Street Pub	158,178	69.4	134
2	Bit of Style	197	56.6	121	2	Bit of Style	1,629	63.6	136	2	Premium Local	129,619	56.8	122
3	High Street Pub	190	54.6	87	3	Premium Local	1,604	62.6	99	3	Community Pub	106,427	46.7	74
4	Circuit Bar	158	45.4	351	4	High Street Pub	1,405	54.8	424	4	Great Pub Great Food	94,769	41.6	321
5	Community Pub	142	40.8	101	5	Community Pub	830	32.4	80	5	Bit of Style	82,104	36.0	89
6	Great Pub Great Food	63	18.1	67	6	Great Pub Great Food	474	18.5	69	6	Circuit Bar	39,823	17.5	65
7	Craft Led	15	4.3	42	7	Craft Led	234	9.1	89	7	Craft Led	17,035	7.5	73

	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	27	7.8	88	315	12.3	139	26,048	11.4	129
C1	39	11.2	91	415	16.2	132	31,838	14.0	114
C2	25	7.2	87	193	7.5	91	18,051	7.9	96
DE	30	8.6	84	258	10.1	98	22,475	9.9	96

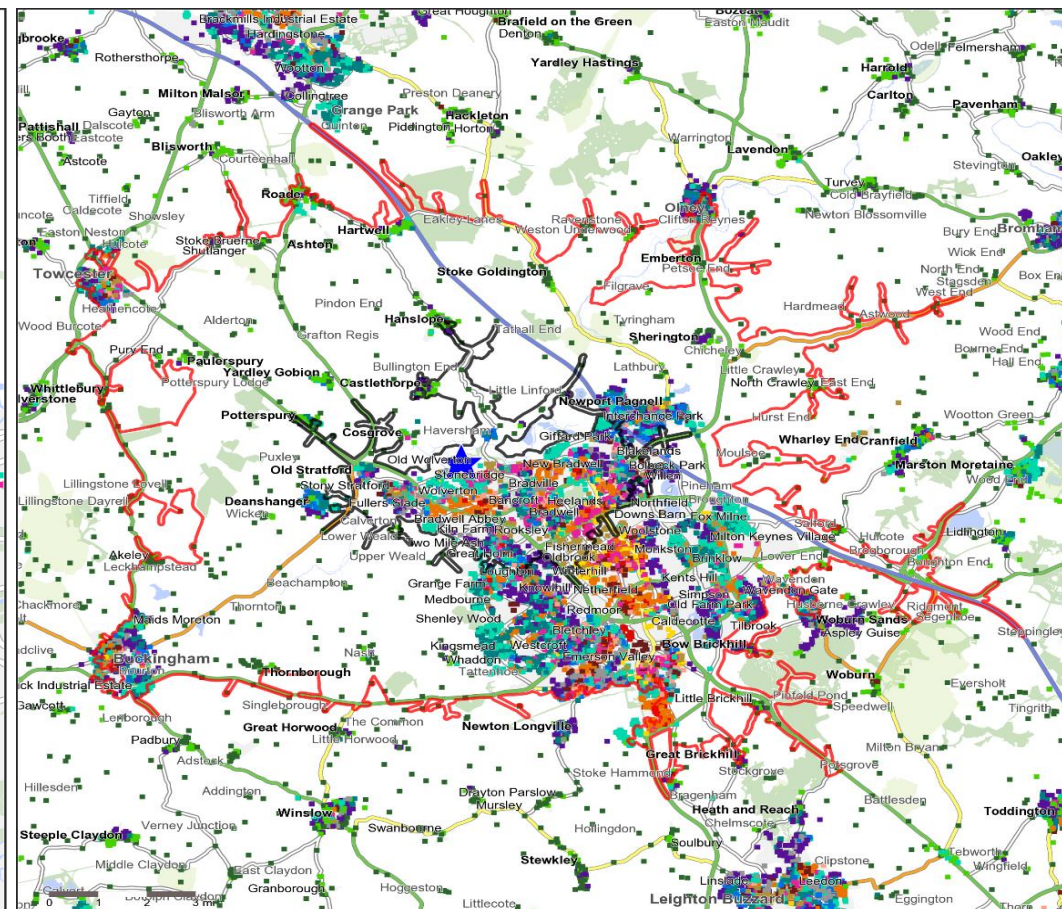
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	57	16.4	49	702	27.4	83	73,716	32.3	97
Medium (7-13)	176	50.6	153	1,296	50.6	153	83,839	36.8	111
High (14-19)	84	24.1	85	519	20.3	71	78,414	34.4	121

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
	A02	Uptown Elite	0	0	3	67
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	13	42
	B05	Premium Fortunes	0	0	86	1,153
	B06	Diamond Days	0	0	490	1,788
	B07	Alpha Families	0	13	775	5,398
	B08	Bank of Mum and Dad	0	1	2,159	7,489
	B09	Empty-Nest Adventure	0	0	1,419	5,079
	C10	Wealthy Landowners	0	0	151	3,657
	C11	Rural Vogue	0	0	12	1,261
	C12	Scattered Homesteads	0	0	1	160
	C13	Village Retirement	0	0	198	3,037
	D14	Satellite Settlers	0	0	784	6,151
	D15	Local Focus	0	0	217	1,989
	D16	Outlying Seniors	0	0	75	1,860
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	1,619	3,738
	E19	Bungalow Heaven	0	0	696	1,985
	E20	Classic Grandparents	56	128	523	2,684
	E21	Solo Retirees	53	75	1,734	4,132
	F22	Boomerang Boarders	6	31	1,013	2,970
	F23	Family Ties	0	0	523	3,323
	F24	Fledgling Free	18	101	331	1,186
	F25	Dependable Me	0	0	1,489	4,821
	G26	Cafés and Catchments	0	0	586	1,910
	G27	Thriving Independence	3	18	3,691	8,669
	G28	Modern Parents	0	6	890	12,914
	G29	Mid-Career Convention	0	0	607	4,518
	H30	Primary Ambitions	29	269	6,518	18,154
	H31	Affordable Fringe	0	0	542	1,845
	H32	First-Rung Futures	0	0	1,197	3,112
	H33	Contemporary Starts	150	1,125	3,473	19,171
	H34	New Foundations	0	0	372	1,433
	H35	Flying Solo	8	11	1,110	2,444

			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	0	5,250	14,717
	I37	Budget Generations	0	0	362	1,014
	I38	Economical Families	0	0	771	1,321
	I39	Families on a Budget	0	0	2,810	8,127
	J40	Value Rentals	0	0	224	506
	J41	Youthful Endeavours	0	17	392	1,158
	J42	Midlife Renters	4	118	6,563	16,274
	J43	Renting Rooms	0	50	2,205	4,694
	K44	Inner City Stalwarts	0	0	0	52
	K45	City Diversity	0	5	37	151
	K46	High Rise Residents	0	0	0	326
	K47	Single Essentials	0	25	743	2,314
	K48	Mature Workers	0	0	70	992
	L49	Flatlet Seniors	0	0	289	647
	L50	Pocket Pensions	0	0	1,195	3,694
	L51	Retirement Communities	0	0	397	2,501
	L52	Estate Veterans	0	0	760	2,774
	L53	Seasoned Survivors	0	0	61	870
	M54	Down-to-Earth Owners	0	0	105	340
	M55	Back with the Folks	0	0	2,212	6,382
	M56	Self Supporters	0	0	510	1,532
	N57	Community Elders	0	2	469	1,418
	N58	Culture & Comfort	0	0	108	1,411
	N59	Large Family Living	0	0	0	478
	N60	Ageing Access	14	67	174	994
	O61	Career Builders	7	34	654	3,579
	O62	Central Pulse	0	160	2,012	2,748
	O63	Flexible Workforce	0	5	174	2,159
	O64	Bus-Route Renters	0	300	1,709	4,605
	O65	Learners & Earners	0	0	0	599
	O66	Student Scene	0	0	0	79
	U99	Unclassified	0	0	45	1,425
Total			348	2,561	63,598	228,021

Top 3 Mosaic Types in a 20 Minute Walktime

1. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

2. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

2. 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

3. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



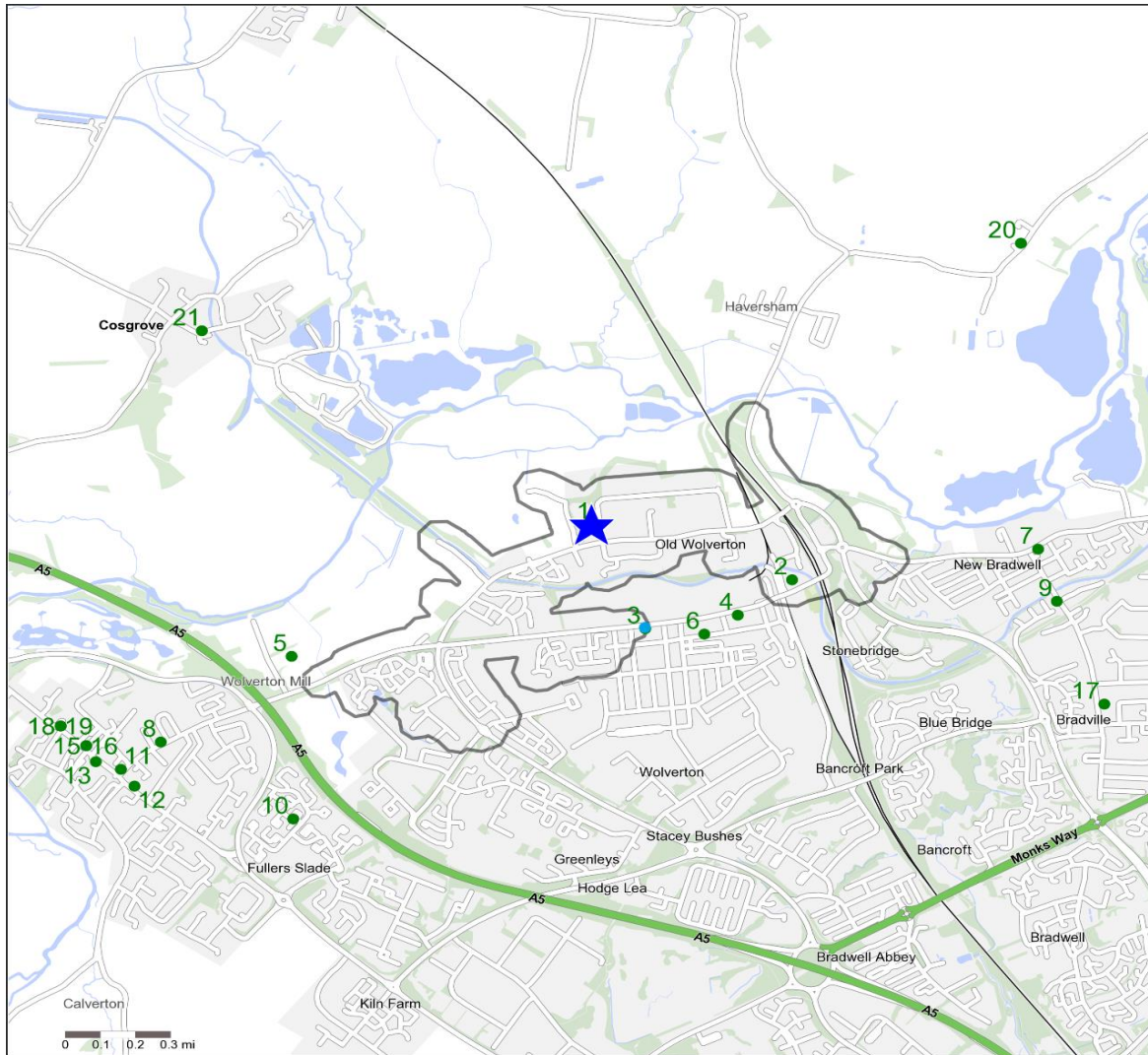
- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

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	Target Customers	% of Population	Index
Female: Alone, Pair or Group	2,112	82.4	272	97	3.8	23	353	13.8	26			
Male: Alone	572	22.3	75	83	3.2	21	1,907	74.4	140			
Male: Group	677	26.4	116	475	18.5	71	1,410	55.0	111			
Male: Pair	706	27.6	106	127	5.0	33	1,728	67.4	118			
Mixed Sex: Group	745	29.1	127	1,443	56.3	176	374	14.6	33			
Mixed Sex: Pair	745	29.1	124	462	18.0	55	1,355	52.9	124			
With Children	772	30.1	104	1,130	44.1	262	660	25.8	49			
Unknown	223	8.7	26	1,845	72.0	402	493	19.2	40			
For Eating:												
Upmarket	2,003	78.2	255	249	9.7	47	309	12.1	26			
Midmarket	1,066	41.6	121	28	1.1	12	1,468	57.3	104			
Downmarket	831	32.4	146	1,532	59.8	171	199	7.8	19			
For Drinking (monthly spend):												
Nothing	523	20.4	67	307	12.0	51	1,731	67.6	151			
Low (less than £10)	505	19.7	66	520	20.3	86	1,537	60.0	132			
Medium (Between £10 and £40)	665	26.0	85	453	17.7	99	1,444	56.4	112			
High (Greater than £40)	573	22.4	86	422	16.5	80	1,567	61.2	117			

	20 Minute Drivetime											
	High				Medium				Low			
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	103,979	45.6	151	<div><div></div></div>	39,430	17.3	106	<div><div></div></div>	83,189	36.5	70	<div><div></div></div>
Male: Alone	59,293	26.0	87	<div><div></div></div>	41,100	18.0	115	<div><div></div></div>	126,205	55.3	104	<div><div></div></div>
Male: Group	45,956	20.2	88	<div><div></div></div>	57,540	25.2	96	<div><div></div></div>	123,103	54.0	109	<div><div></div></div>
Male: Pair	54,752	24.0	92	<div><div></div></div>	23,374	10.3	67	<div><div></div></div>	148,472	65.1	113	<div><div></div></div>
Mixed Sex: Group	53,846	23.6	103	<div><div></div></div>	98,757	43.3	136	<div><div></div></div>	73,995	32.5	74	<div><div></div></div>
Mixed Sex: Pair	73,595	32.3	138	<div><div></div></div>	75,275	33.0	102	<div><div></div></div>	77,728	34.1	80	<div><div></div></div>
With Children	80,550	35.3	122	<div><div></div></div>	54,507	23.9	142	<div><div></div></div>	91,541	40.1	76	<div><div></div></div>
Unknown	67,828	29.7	91	<div><div></div></div>	71,800	31.5	176	<div><div></div></div>	86,970	38.1	80	<div><div></div></div>
For Eating:												
Upmarket	85,913	37.7	123	<div><div></div></div>	70,937	31.1	149	<div><div></div></div>	69,748	30.6	65	<div><div></div></div>
Midmarket	84,949	37.3	108	<div><div></div></div>	26,556	11.6	129	<div><div></div></div>	115,094	50.5	91	<div><div></div></div>
Downmarket	50,314	22.1	99	<div><div></div></div>	109,132	47.9	137	<div><div></div></div>	67,152	29.4	71	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	70,017	30.7	102	<div><div></div></div>	51,439	22.6	95	<div><div></div></div>	105,143	46.1	103	<div><div></div></div>
Low (less than £10)	75,746	33.2	111	<div><div></div></div>	57,110	25.0	107	<div><div></div></div>	93,743	41.1	91	<div><div></div></div>
Medium (Between £10 and £40)	77,090	33.8	111	<div><div></div></div>	25,822	11.3	63	<div><div></div></div>	123,686	54.2	108	<div><div></div></div>
High (Greater than £40)	69,748	30.6	118	<div><div></div></div>	31,546	13.8	67	<div><div></div></div>	125,305	55.0	105	<div><div></div></div>

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	Galleon, MK12 5NL	Star Pubs & Bars	0.0	0.0
2	Biergarten, MK12 5FJ	Independent Free	16.6	2.9
3	Crauford Arms Hotel, MK12 5LT	Star Pubs & Bars	20.5	4.4
4	North Western, MK12 5LJ	Wells and Youngs	22.6	4.0
5	Wolverton House, MK12 5NZ	Mitchells & Butlers	23.8	4.1
6	New Queen Victoria, MK12 5JW	Independent Free	24.7	4.9
7	Forresters Arms, MK13 0AG	Wells and Youngs	27.8	4.0
8	Duke Of Wellington, MK11 1ED	Ei Group	29.3	5.0
9	New Inn, MK13 0EN	Wells and Youngs	30.8	4.9
10	Abbarco, MK11 1NT	Independent Free	32.9	5.5
11	Smoke Shack, MK11 1DZ	*Other Small Retail Groups	33.5	7.6
12	Plough, MK11 1JA	Wells and Youngs	33.8	5.9
13	White Horse, MK11 1AA	Ei Group	35.0	7.6
14	Bull Hotel, MK11 1AQ	Star Pubs & Bars	35.6	7.1
15	Camerons Brasserie, MK11 1AQ	Independent Free	35.6	7.1
16	Stoney Wine, MK11 1AQ	Independent Free	35.6	7.1
17	Halleys, MK13 7AW	Greene King	37.7	5.8
18	Cock Hotel, MK11 1AH	Greene King	37.7	6.7
19	Stony Beer Bear, MK11 1AH	Independent Free	37.7	6.7
20	Greyhound, MK19 7DU	Hawthorn Leisure	40.7	5.5