

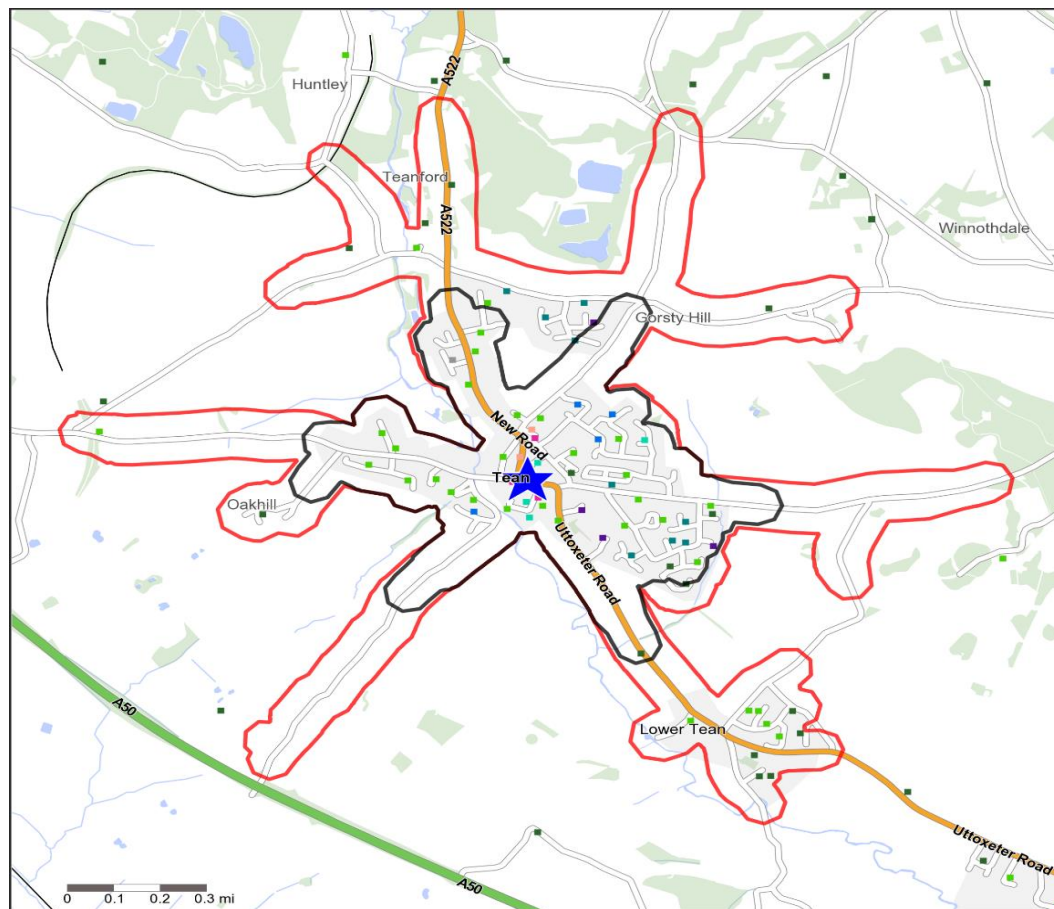
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	3	6	157
Catchment Adults 18+	2,312	3,158	124,835
Catchment Adults 18+ Per Pub	771	526	795
Populaton Projection 2018 to 2028 (% change)	2.33%	2.74%	2.61%

		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	1,519	65.7	127	1	Premium Local	1,805	57.2	110	1	High Street Pub	87,455	70.1	135
2	Community Pub	1,348	58.3	125	2	High Street Pub	1,724	54.6	117	2	Community Pub	75,227	60.3	129
3	Premium Local	1,054	45.6	72	3	Great Pub Great Food	1,623	51.4	82	3	Premium Local	60,605	48.5	77
4	Great Pub Great Food	872	37.7	292	4	Community Pub	1,474	46.7	361	4	Great Pub Great Food	48,919	39.2	303
5	Bit of Style	408	17.6	44	5	Bit of Style	611	19.3	48	5	Bit of Style	19,499	15.6	39
6	Circuit Bar	182	7.9	29	6	Circuit Bar	182	5.8	21	6	Circuit Bar	6,876	5.5	21
7	Craft Led	25	1.1	10	7	Craft Led	25	0.8	8	7	Craft Led	4,688	3.8	36

	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	188	8.1	92	278	8.8	100	7,589	6.1	69
C1	265	11.5	93	366	11.6	95	12,681	10.2	83
C2	255	11.0	134	327	10.4	125	12,597	10.1	122
DE	222	9.6	93	266	8.4	82	15,640	12.5	122

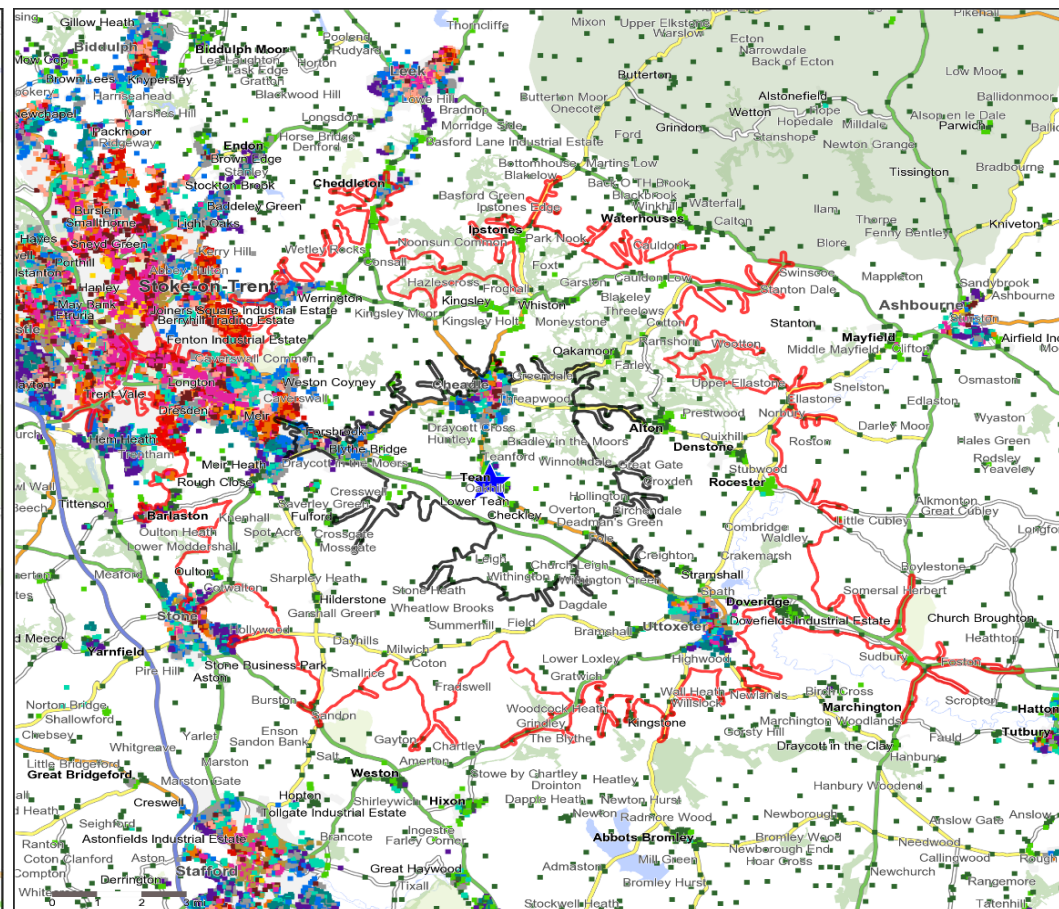
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	715	30.9	93	808	25.6	77	57,264	45.9	138
Medium (7-13)	1,181	51.1	154	1,539	48.7	147	44,765	35.9	108
High (14-19)	317	13.7	48	629	19.9	70	16,346	13.1	46

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	0	0
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	0	100
	B06	Diamond Days	0	0	27	239
	B07	Alpha Families	0	0	39	532
	B08	Bank of Mum and Dad	38	93	286	787
	B09	Empty-Nest Adventure	19	22	759	1,850
	C10	Wealthy Landowners	0	45	553	3,330
	C11	Rural Vogue	0	17	781	2,304
	C12	Scattered Homesteads	0	31	828	3,088
	C13	Village Retirement	101	302	769	3,941
	D14	Satellite Settlers	131	329	925	5,159
	D15	Local Focus	319	412	684	2,557
	D16	Outlying Seniors	740	742	1,629	3,875
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	6	216
	E19	Bungalow Heaven	27	27	2,735	8,759
	E20	Classic Grandparents	0	0	223	2,175
	E21	Solo Retirees	0	0	117	1,021
	F22	Boomerang Boarders	0	0	598	2,237
	F23	Family Ties	0	0	9	840
	F24	Fledgling Free	264	264	2,621	8,134
	F25	Dependable Me	0	0	588	2,752
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	0	0	0	158
	G28	Modern Parents	10	139	986	3,582
	G29	Mid-Career Convention	217	290	1,398	3,689
	H30	Primary Ambitions	0	0	0	804
	H31	Affordable Fringe	92	92	938	8,750
	H32	First-Rung Futures	25	25	685	3,132
	H33	Contemporary Starts	157	157	237	719
	H34	New Foundations	0	0	38	400
	H35	Flying Solo	0	0	170	674

			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	25	147
	I37	Budget Generations	0	0	339	1,472
	I38	Economical Families	0	0	20	2,876
	I39	Families on a Budget	0	0	5	5,731
	J40	Value Rentals	0	0	749	6,310
	J41	Youthful Endeavours	0	0	0	587
	J42	Midlife Renters	104	104	209	1,264
	J43	Renting Rooms	0	0	101	3,169
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	0
	K47	Single Essentials	0	0	134	852
	K48	Mature Workers	0	0	100	8,181
	L49	Flatlet Seniors	0	0	5	904
	L50	Pocket Pensions	0	0	293	2,266
	L51	Retirement Communities	0	0	0	253
	L52	Estate Veterans	0	0	475	1,255
	L53	Seasoned Survivors	0	0	36	2,211
	M54	Down-to-Earth Owners	0	0	408	3,836
	M55	Back with the Folks	0	0	201	2,580
	M56	Self Supporters	68	68	615	2,565
	N57	Community Elders	0	0	0	0
	N58	Culture & Comfort	0	0	0	18
	N59	Large Family Living	0	0	0	1,151
	N60	Ageing Access	0	0	0	2
	O61	Career Builders	0	0	0	19
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	0	0	26	501
	O65	Learners & Earners	0	0	0	6
	O66	Student Scene	0	0	0	5
	U99	Unclassified	0	0	29	859
Total			2,312	3,159	22,399	124,824

Top 3 Mosaic Types in a 20 Minute Walktime

1. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

2. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

3. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

Top 3 Mosaic Types in a 20 Minute Drivetime

1. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

2. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

3. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



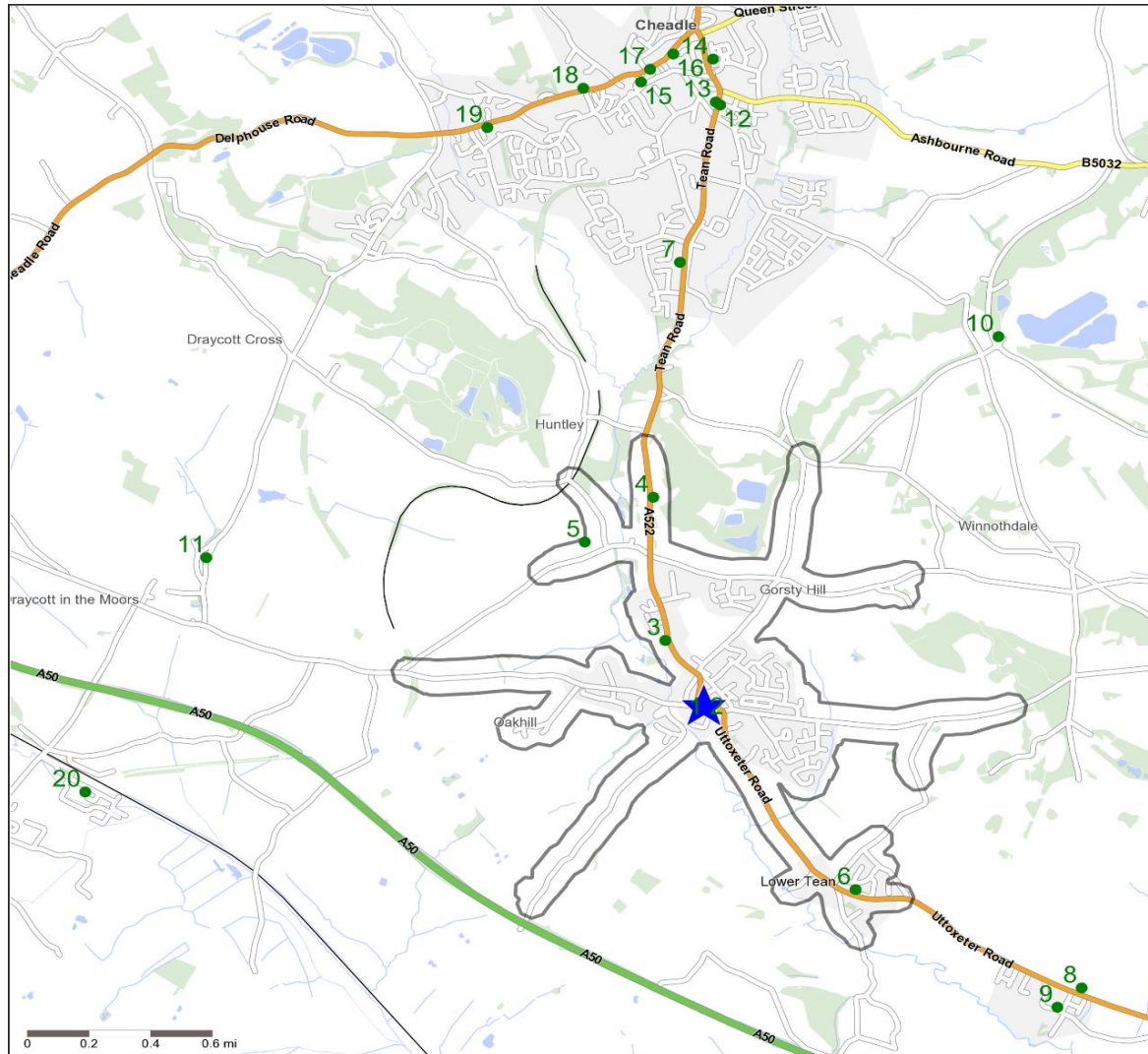
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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

	20 Minute Walktime											
	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	493	15.6	52	<div></div>	833	26.4	161	<div></div>	1,832	58.0	111	<div></div>
Male: Alone	938	29.7	100	<div></div>	429	13.6	87	<div></div>	1,791	56.7	106	<div></div>
Male: Group	196	6.2	27	<div></div>	1,192	37.7	144	<div></div>	1,770	56.0	113	<div></div>
Male: Pair	196	6.2	24	<div></div>	93	2.9	19	<div></div>	2,869	90.8	158	<div></div>
Mixed Sex: Group	289	9.2	40	<div></div>	2,398	75.9	238	<div></div>	471	14.9	34	<div></div>
Mixed Sex: Pair	1,047	33.2	141	<div></div>	1,124	35.6	109	<div></div>	987	31.3	73	<div></div>
With Children	360	11.4	39	<div></div>	927	29.4	174	<div></div>	1,871	59.2	112	<div></div>
Unknown	1,262	40.0	122	<div></div>	261	8.3	46	<div></div>	1,635	51.8	108	<div></div>
For Eating:												
Upmarket	632	20.0	65	<div></div>	243	7.7	37	<div></div>	2,283	72.3	153	<div></div>
Midmarket	197	6.2	18	<div></div>	0	0.0	0	<div></div>	2,961	93.8	169	<div></div>
Downmarket	356	11.3	51	<div></div>	2,054	65.0	186	<div></div>	748	23.7	57	<div></div>
For Drinking (monthly spend):												
Nothing	1,370	43.4	143	<div></div>	563	17.8	75	<div></div>	1,225	38.8	87	<div></div>
Low (less than £10)	969	30.7	103	<div></div>	1,895	60.0	256	<div></div>	295	9.3	21	<div></div>
Medium (Between £10 and £40)	636	20.1	66	<div></div>	641	20.3	114	<div></div>	1,881	59.6	118	<div></div>
High (Greater than £40)	254	8.0	31	<div></div>	691	21.9	107	<div></div>	2,214	70.1	134	<div></div>

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	23,767	19.0	63	21,806	17.5	107	78,393	62.8	121
Male: Alone	35,860	28.7	96	20,347	16.3	104	67,759	54.3	102
Male: Group	29,170	23.4	102	35,725	28.6	109	59,071	47.3	95
Male: Pair	22,862	18.3	70	18,126	14.5	95	82,978	66.5	116
Mixed Sex: Group	21,514	17.2	75	43,481	34.8	109	58,972	47.2	108
Mixed Sex: Pair	33,048	26.5	113	43,193	34.6	106	47,725	38.2	89
With Children	36,141	29.0	100	21,958	17.6	105	65,867	52.8	100
Unknown	42,306	33.9	103	6,309	5.1	28	75,351	60.4	126
For Eating:									
Upmarket	24,256	19.4	63	19,878	15.9	76	79,833	64.0	135
Midmarket	24,895	19.9	58	7,139	5.7	63	91,932	73.6	133
Downmarket	45,149	36.2	163	47,066	37.7	108	31,751	25.4	61
For Drinking (monthly spend):									
Nothing	45,060	36.1	119	34,005	27.2	115	44,901	36.0	80
Low (less than £10)	36,037	28.9	97	42,171	33.8	144	45,759	36.7	81
Medium (Between £10 and £40)	29,114	23.3	76	26,257	21.0	118	68,595	54.9	109
High (Greater than £40)	14,180	11.4	44	39,795	31.9	155	69,991	56.1	107

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	Blacks Head, ST10 4DY	*Other Small Retail Groups	0.0	0.3
2	White Hart, ST10 4DY	Star Pubs & Bars	0.0	0.3
3	Cross Keys, ST10 4DR	*Other Small Retail Groups	6.3	1.0
4	Ship Inn, ST10 4ES	Thwaites	16.0	2.6
5	Anchor Inn, ST10 4EW	Independent Free	16.0	2.9
6	Dog & Partridge, ST10 4LN	Greene King	16.9	2.3
7	Master Potter, ST10 1LW	Greene King	32.0	4.4
8	New Broom, ST10 4NB	Marston's	33.5	4.3
9	Red Lion, ST10 4NJ	Independent Free	34.4	4.6
10	Queens At Freehay, ST10 1RF	Independent Free	35.9	4.9
11	Draycott Arms, ST11 9RQ	*Other Small Retail Groups	36.5	4.9
12	Bird In Hand, ST10 1ER	Admiral Taverns Ltd	43.5	6.3
13	Lamplighter, ST10 1ES	Unknown	43.8	6.2
14	Railway, ST10 2HF	Ei Group	48.0	7.0
15	Talbot Inn, ST10 1NY	New River Retail	48.0	7.4
16	Wheatsheaf Hotel, ST10 1AR	Wetherspoon	49.2	7.7
17	Royal Oak, ST10 1AN	*Other Small Retail Groups	49.5	7.6
18	Swan, ST10 1PF	Independent Free	49.8	8.0
19	Huntsman, ST10 1XS	Independent Free	51.3	7.4
20	Isaac Walton, ST11 9RD	Penickerty	51.9	6.7