

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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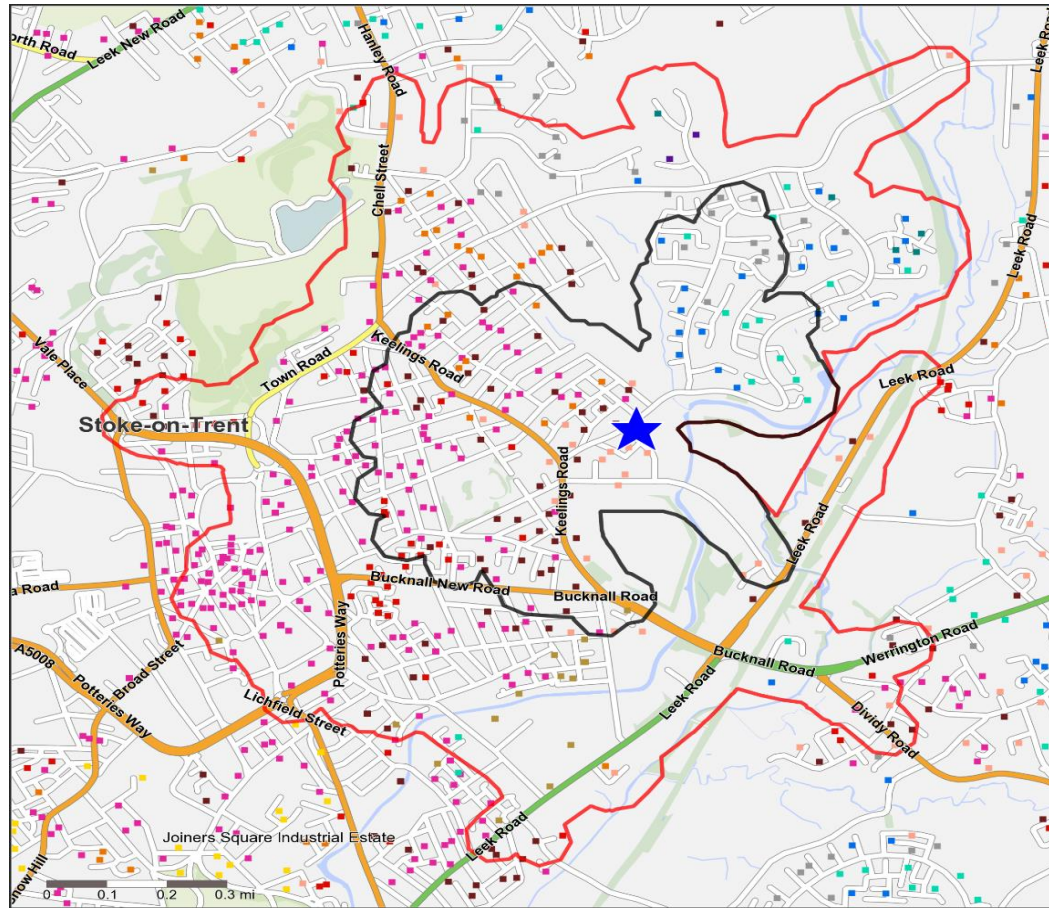
Number of Pubs	5	31	307
Catchment Adults 18+	5,337	12,819	284,312
Catchment Adults 18+ Per Pub	1,067	414	926
Populaton Projection 2018 to 2028 (% change)	2.28%	1.57%	3.04%

		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	5,280	98.9	191	1	High Street Pub	12,010	93.7	181	1	High Street Pub	242,207	85.2	164
2	Community Pub	5,032	94.3	202	2	Community Pub	11,519	89.9	193	2	Community Pub	213,327	75.0	161
3	Premium Local	1,067	20.0	32	3	Premium Local	2,280	17.8	28	3	Premium Local	97,043	34.1	54
4	Great Pub Great Food	706	13.2	102	4	Great Pub Great Food	1,456	11.4	88	4	Great Pub Great Food	64,566	22.7	176
5	Bit of Style	569	10.7	26	5	Bit of Style	1,033	8.1	20	5	Bit of Style	44,009	15.5	38
6	Circuit Bar	261	4.9	18	6	Circuit Bar	937	7.3	27	6	Circuit Bar	24,140	8.5	32
7	Craft Led	188	3.5	34	7	Craft Led	453	3.5	34	7	Craft Led	16,674	5.9	57

	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	225	4.2	48	575	4.5	51	14,946	5.3	59
C1	670	12.6	102	1,673	13.1	106	31,450	11.1	90
C2	623	11.7	141	1,483	11.6	140	28,042	9.9	119
DE	920	17.2	167	2,143	16.7	162	41,892	14.7	143

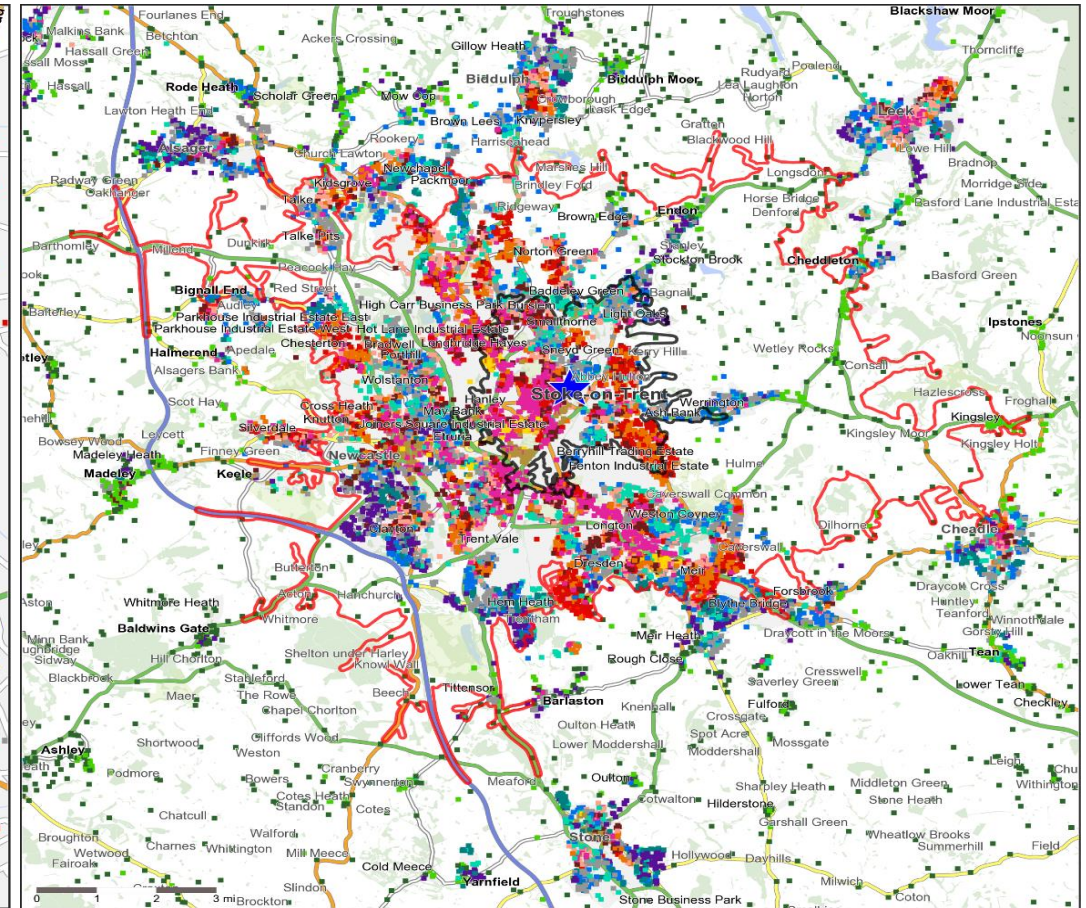
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,973	74.4	224	9,281	72.4	218	169,909	59.8	180
Medium (7-13)	1,232	23.1	70	3,040	23.7	72	84,702	29.8	90
High (14-19)	64	1.2	4	241	1.9	7	17,321	6.1	21

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	0	0	0
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	0	0	84	0	84
B06	Diamond Days	0	0	0	1,115	0	1,115
B07	Alpha Families	0	0	51	1,010	51	1,010
B08	Bank of Mum and Dad	0	0	2	1,214	2	1,214
B09	Empty-Nest Adventure	0	114	429	4,128	114	4,128
C10	Wealthy Landowners	0	0	0	1,444	0	1,444
C11	Rural Vogue	0	0	0	566	0	566
C12	Scattered Homesteads	0	0	0	566	0	566
C13	Village Retirement	0	0	1	1,333	1	1,333
D14	Satellite Settlers	0	0	2	2,603	2	2,603
D15	Local Focus	0	0	0	469	0	469
D16	Outlying Seniors	0	0	0	697	0	697
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	0	11	1,518	11	1,518
E19	Bungalow Heaven	49	438	2,568	13,911	438	13,911
E20	Classic Grandparents	338	687	2,056	9,043	687	9,043
E21	Solo Retirees	15	105	1,071	5,686	105	5,686
F22	Boomerang Boarders	0	43	752	5,082	43	5,082
F23	Family Ties	0	138	302	1,808	138	1,808
F24	Fledgling Free	256	454	2,453	11,040	454	11,040
F25	Dependable Me	163	229	505	5,723	229	5,723
G26	Cafés and Catchments	0	0	0	97	0	97
G27	Thriving Independence	0	42	42	986	42	986
G28	Modern Parents	0	9	418	4,768	9	4,768
G29	Mid-Career Convention	0	39	297	4,902	39	4,902
H30	Primary Ambitions	0	0	719	3,034	0	3,034
H31	Affordable Fringe	450	755	4,138	18,781	755	18,781
H32	First-Rung Futures	15	117	1,690	7,666	117	7,666
H33	Contemporary Starts	0	0	364	1,941	0	1,941
H34	New Foundations	0	14	352	1,092	14	1,092
H35	Flying Solo	0	0	1	518	0	518

				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	0	382	0	382
I37	Budget Generations	0	0	100	3,397	0	3,397
I38	Economical Families	152	674	2,240	8,994	674	8,994
I39	Families on a Budget	0	0	4,590	17,323	0	17,323
J40	Value Rentals	554	803	3,018	14,089	803	14,089
J41	Youthful Endeavours	51	93	391	2,190	93	2,190
J42	Midlife Renters	0	0	124	6,088	0	6,088
J43	Renting Rooms	1,411	3,217	10,523	22,196	3,217	22,196
K44	Inner City Stalwarts	0	0	0	0	0	0
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	103	546	882	1,201	546	1,201
K47	Single Essentials	173	326	801	3,574	326	3,574
K48	Mature Workers	78	170	8,284	25,966	170	25,966
L49	Flatlet Seniors	8	243	1,489	4,580	243	4,580
L50	Pocket Pensions	123	180	1,012	5,043	180	5,043
L51	Retirement Communities	0	0	0	701	0	701
L52	Estate Veterans	95	144	813	4,047	144	4,047
L53	Seasoned Survivors	836	1,818	4,387	10,099	1,818	10,099
M54	Down-to-Earth Owners	183	317	1,498	10,974	317	10,974
M55	Back with the Folks	145	347	1,610	8,157	347	8,157
M56	Self Supporters	115	372	1,675	9,219	372	9,219
N57	Community Elders	0	0	15	52	0	52
N58	Culture & Comfort	0	0	9	52	0	52
N59	Large Family Living	0	0	1,841	3,269	0	3,269
N60	Ageing Access	0	0	0	372	0	372
O61	Career Builders	0	0	0	294	0	294
O62	Central Pulse	0	0	113	113	0	113
O63	Flexible Workforce	0	0	22	89	0	89
O64	Bus-Route Renters	22	378	910	2,537	378	2,537
O65	Learners & Earners	0	10	1,870	3,184	10	3,184
O66	Student Scene	0	0	1,052	1,236	0	1,236
U99	Unclassified	0	0	1,489	2,067	0	2,067
Total				5,335	12,822	68,982	284,310

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. L53 Seasoned Survivors

Single elderly who are long-term owners of their low value properties which provide some financial security



- Very elderly
- Most are living alone
- Longest length of residence (29 years)
- Modest income
- Own mostly 2 or 3 bed terraces
- Retired from routine / semi-skilled jobs

3. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. 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

3. H31 Affordable Fringe

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



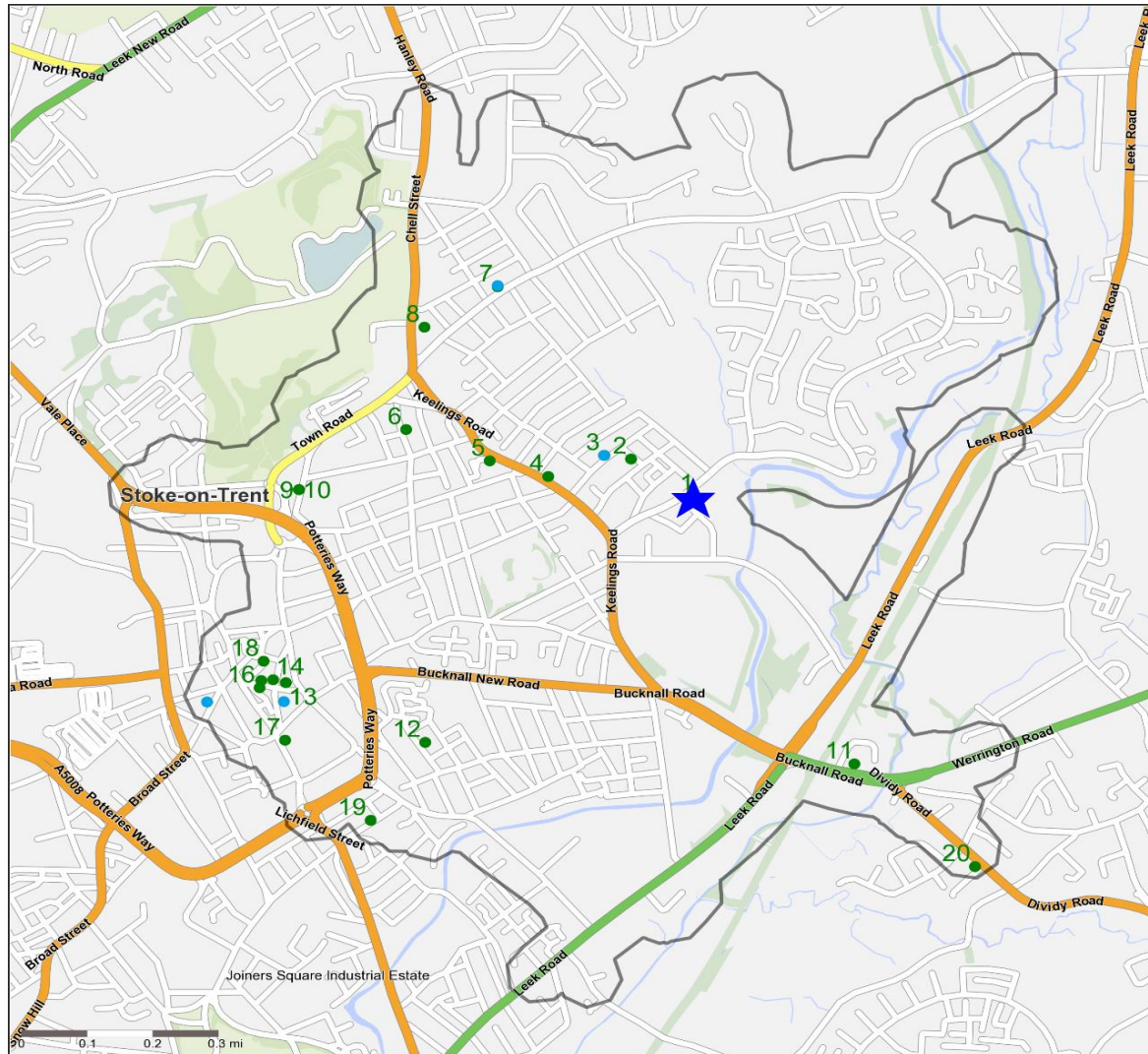
- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

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	3,287	25.6	85	3,972	31.0	189	5,560	43.4	83			
Male: Alone	5,856	45.7	153	1,765	13.8	88	5,198	40.5	76			
Male: Group	2,135	16.7	73	6,298	49.1	188	4,386	34.2	69			
Male: Pair	3,110	24.3	93	6,544	51.0	335	3,165	24.7	43			
Mixed Sex: Group	6,150	48.0	210	1,436	11.2	35	5,233	40.8	93			
Mixed Sex: Pair	2,406	18.8	80	6,196	48.3	149	4,217	32.9	77			
With Children	6,834	53.3	184	1,213	9.5	56	4,772	37.2	70			
Unknown	5,981	46.7	142	1,274	9.9	55	5,564	43.4	91			
For Eating:												
Upmarket	1,710	13.3	44	5,177	40.4	194	5,932	46.3	98			
Midmarket	6,481	50.6	147	93	0.7	8	6,245	48.7	88			
Downmarket	4,201	32.8	147	4,800	37.4	107	3,817	29.8	72			
For Drinking (monthly spend):												
Nothing	3,457	27.0	89	2,314	18.1	76	7,048	55.0	123			
Low (less than £10)	2,132	16.6	56	2,499	19.5	83	8,187	63.9	141			
Medium (Between £10 and £40)	2,142	16.7	55	2,369	18.5	104	8,308	64.8	129			
High (Greater than £40)	1,207	9.4	36	2,829	22.1	108	8,783	68.5	131			

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	68,573	24.1	80	49,133	17.3	106	164,539	57.9	111
Male: Alone	102,678	36.1	121	48,372	17.0	109	131,195	46.1	87
Male: Group	79,586	28.0	122	93,699	33.0	126	108,959	38.3	77
Male: Pair	68,627	24.1	93	70,726	24.9	163	142,892	50.3	88
Mixed Sex: Group	78,118	27.5	120	63,403	22.3	70	140,724	49.5	113
Mixed Sex: Pair	72,912	25.6	109	101,569	35.7	110	107,763	37.9	89
With Children	110,211	38.8	134	49,529	17.4	104	122,505	43.1	81
Unknown	95,357	33.5	102	25,912	9.1	51	160,976	56.6	118
For Eating:									
Upmarket	60,078	21.1	69	65,421	23.0	111	156,746	55.1	117
Midmarket	90,129	31.7	92	20,413	7.2	80	171,703	60.4	109
Downmarket	118,957	41.8	188	101,829	35.8	103	61,459	21.6	52
For Drinking (monthly spend):									
Nothing	102,563	36.1	119	72,601	25.5	108	107,081	37.7	84
Low (less than £10)	67,850	23.9	80	67,168	23.6	101	147,227	51.8	114
Medium (Between £10 and £40)	69,332	24.4	80	39,483	13.9	78	173,430	61.0	121
High (Greater than £40)	36,938	13.0	50	86,876	30.6	149	158,431	55.7	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	Northwood Inn, ST 1 6PU	Star Pubs & Bars	0.6	0.2
2	Cross Guns, ST 1 6PW	Admiral Taverns Ltd	3.0	1.1
3	Hollybush, ST 1 6PL	Star Pubs & Bars	5.1	1.1
4	Cat Inn, ST 1 6PA	Unknown	5.7	1.2
5	Wheat Sheaf Stores, ST 1 6PB	Unknown	8.2	1.5
6	Masons Arms, ST 1 2LJ	Admiral Taverns Ltd	11.2	2.4
7	Birches Head, ST 1 6LL	Star Pubs & Bars	13.0	3.1
8	Cheshire Cheese, ST 1 6BA	Admiral Taverns Ltd	13.3	2.9
9	Church, ST 1 2JS	Independent Free	13.6	3.4
10	Golden Cup, ST 1 2JS	Admiral Taverns Ltd	13.6	3.4
11	New Finney Gardens, ST 1 6AJ	New River Retail	14.8	3.1
12	Rising Sun, ST 1 3PS	Independent Free	16.3	4.0
13	Reginald Mitchell, ST 1 1SB	Wetherspoon	17.2	3.9
14	Tontine, ST 1 1NQ	Star Pubs & Bars	17.2	4.2
15	Auctioneer, ST 1 1NE	Amber Taverns	18.1	4.1
16	Market Tavern, ST 1 1NA	Ei Group	18.1	4.3
17	Albion, ST 1 1QS	Marston's	18.1	5.1
18	Metro, ST 1 1LD	*Other Small Retail Groups	18.7	4.1
19	New Inn, ST 1 3LE	*Other Small Retail Groups	19.3	4.7
20	Trent Tavern, ST 2 9JP	Ei Group	20.8	4.4