

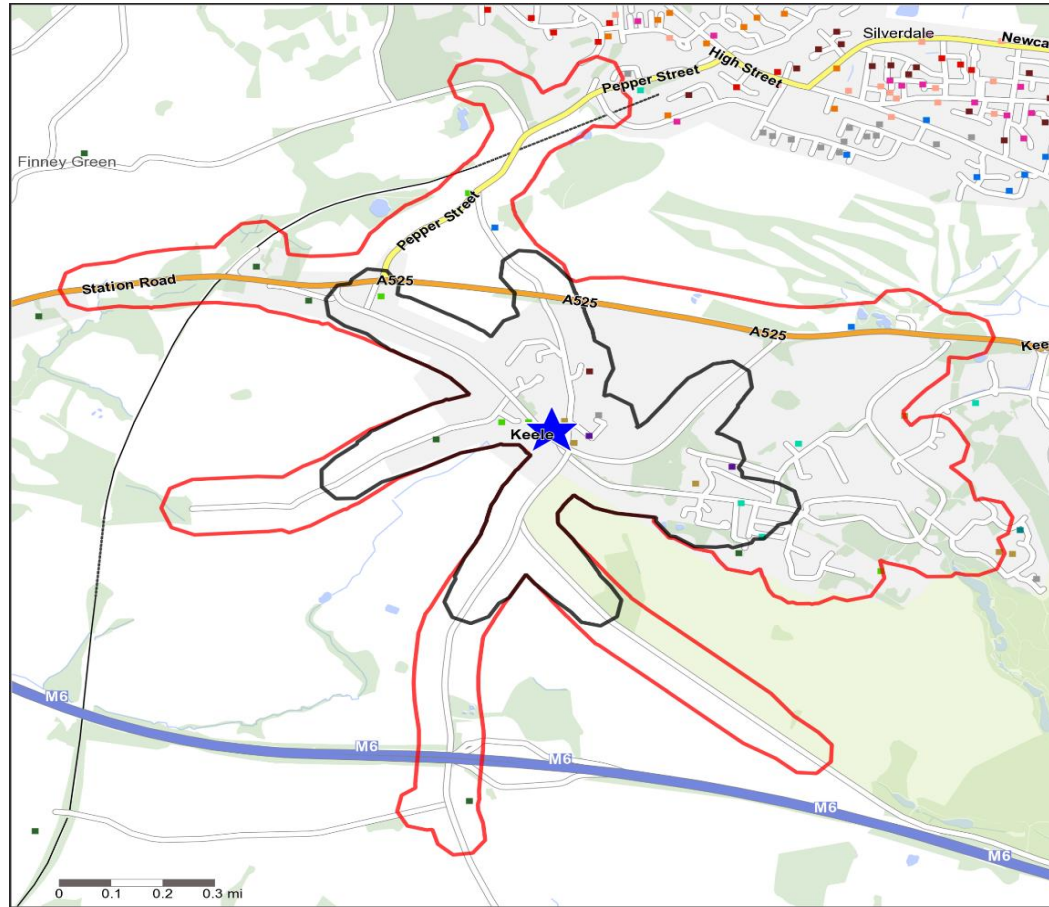
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	2	300
Catchment Adults 18+	1,359	3,372	202,045
Catchment Adults 18+ Per Pub	1,359	1,686	673
Populaton Projection 2018 to 2028 (% change)	-0.28%	0.11%	3.47%

		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	302	22.2	43	1	Premium Local	608	18.0	35	1	High Street Pub	153,956	76.2	147		
2	Great Pub Great Food	216	15.9	34	2	Great Pub Great Food	426	12.6	27	2	Community Pub	138,294	68.4	147		
3	High Street Pub	154	11.3	18	3	High Street Pub	393	11.7	18	3	Premium Local	74,768	37.0	59		
4	Bit of Style	120	8.8	68	4	Bit of Style	257	7.6	59	4	Great Pub Great Food	51,071	25.3	195		
5	Circuit Bar	86	6.3	16	5	Circuit Bar	178	5.3	13	5	Bit of Style	33,853	16.8	42		
6	Craft Led	86	6.3	24	6	Craft Led	176	5.2	19	6	Circuit Bar	20,741	10.3	38		
7	Community Pub	44	3.2	31	7	Community Pub	157	4.7	45	7	Craft Led	14,482	7.2	70		

	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	82	6.0	68	161	4.8	54	13,765	6.8	77
C1	30	2.2	18	59	1.7	14	23,763	11.8	96
C2	9	0.7	8	22	0.7	8	17,250	8.5	103
DE	14	1.0	10	31	0.9	9	25,941	12.8	125

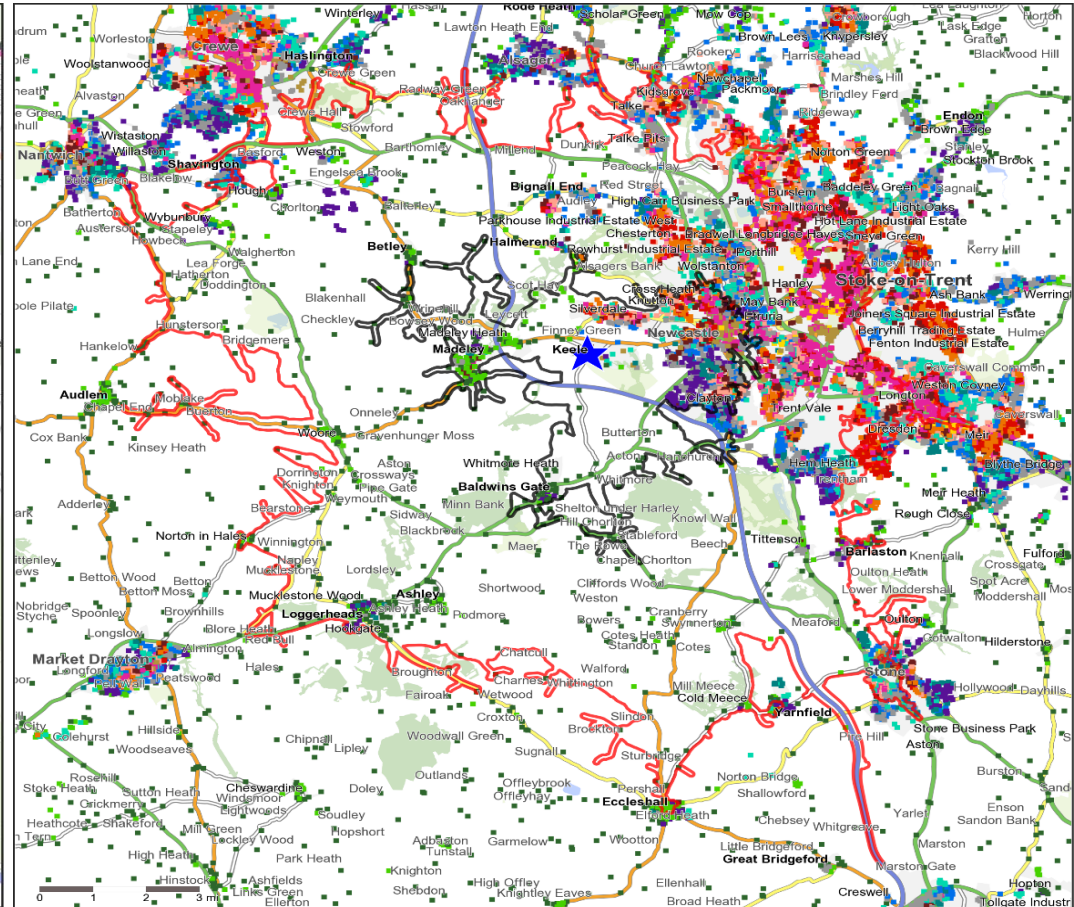
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	146	10.7	32	217	6.4	19	104,563	51.8	156
Medium (7-13)	90	6.6	20	206	6.1	18	57,227	28.3	85
High (14-19)	96	7.1	25	161	4.8	17	22,553	11.2	39

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

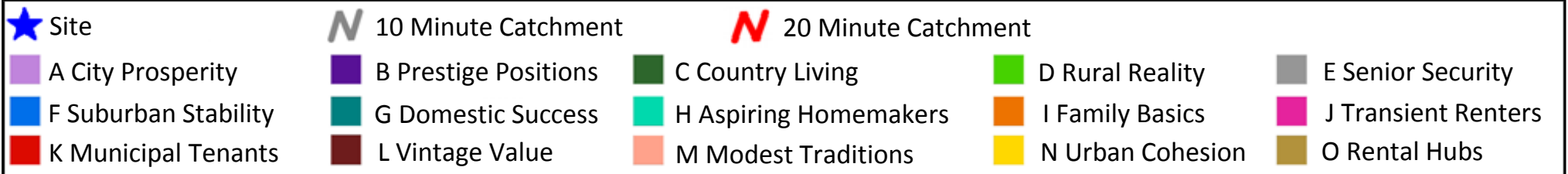


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	31	624
	B06	Diamond Days	0	0	870	1,325
	B07	Alpha Families	15	15	648	1,640
	B08	Bank of Mum and Dad	39	39	541	1,353
	B09	Empty-Nest Adventure	0	0	978	4,033
	C10	Wealthy Landowners	6	6	827	4,312
	C11	Rural Vogue	1	17	245	1,836
	C12	Scattered Homesteads	0	2	142	1,008
	C13	Village Retirement	46	108	1,071	4,317
	D14	Satellite Settlers	55	79	1,034	3,690
	D15	Local Focus	0	0	837	1,653
	D16	Outlying Seniors	0	6	708	1,912
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	10	42	1,058	1,578
	E19	Bungalow Heaven	0	0	1,511	8,073
	E20	Classic Grandparents	0	0	1,214	5,813
	E21	Solo Retirees	0	0	972	4,178
	F22	Boomerang Boarders	12	39	679	3,435
	F23	Family Ties	0	0	197	1,051
	F24	Fledgling Free	0	0	240	3,955
	F25	Dependable Me	5	16	792	4,943
	G26	Cafés and Catchments	0	0	97	97
	G27	Thriving Independence	0	0	533	1,046
	G28	Modern Parents	0	45	49	3,176
	G29	Mid-Career Convention	0	0	780	4,034
	H30	Primary Ambitions	34	34	169	2,044
	H31	Affordable Fringe	0	0	514	7,123
	H32	First-Rung Futures	12	40	895	5,857
	H33	Contemporary Starts	0	0	318	1,846
	H34	New Foundations	0	2	298	826
	H35	Flying Solo	5	5	206	585

			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	167	435
	I37	Budget Generations	0	0	821	3,485
	I38	Economical Families	0	0	671	5,178
	I39	Families on a Budget	0	0	1,274	5,977
	J40	Value Rentals	0	0	1,811	9,139
	J41	Youthful Endeavours	0	0	480	1,669
	J42	Midlife Renters	0	0	1,502	6,266
	J43	Renting Rooms	0	0	1,146	18,751
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	1,201
	K47	Single Essentials	0	0	1,040	2,836
	K48	Mature Workers	0	0	1,272	9,268
	L49	Flatlet Seniors	0	0	1,197	3,356
	L50	Pocket Pensions	12	40	865	3,427
	L51	Retirement Communities	0	0	235	732
	L52	Estate Veterans	0	0	1,352	3,377
	L53	Seasoned Survivors	0	0	890	6,640
	M54	Down-to-Earth Owners	0	0	1,511	5,772
	M55	Back with the Folks	0	0	854	4,441
	M56	Self Supporters	0	0	845	7,253
	N57	Community Elders	0	0	13	28
	N58	Culture & Comfort	0	0	0	36
	N59	Large Family Living	0	0	0	2,148
	N60	Ageing Access	0	0	115	390
	O61	Career Builders	0	0	202	445
	O62	Central Pulse	0	0	0	113
	O63	Flexible Workforce	0	0	0	89
	O64	Bus-Route Renters	0	0	518	2,364
	O65	Learners & Earners	70	124	1,114	3,313
	O66	Student Scene	0	6	144	1,243
	U99	Unclassified	1,040	2,707	2,849	5,311
Total			1,362	3,372	41,342	202,046

Top 3 Mosaic Types in a 20 Minute Walktime

1. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

2. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

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. 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. 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

3. J40 Value Rentals

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



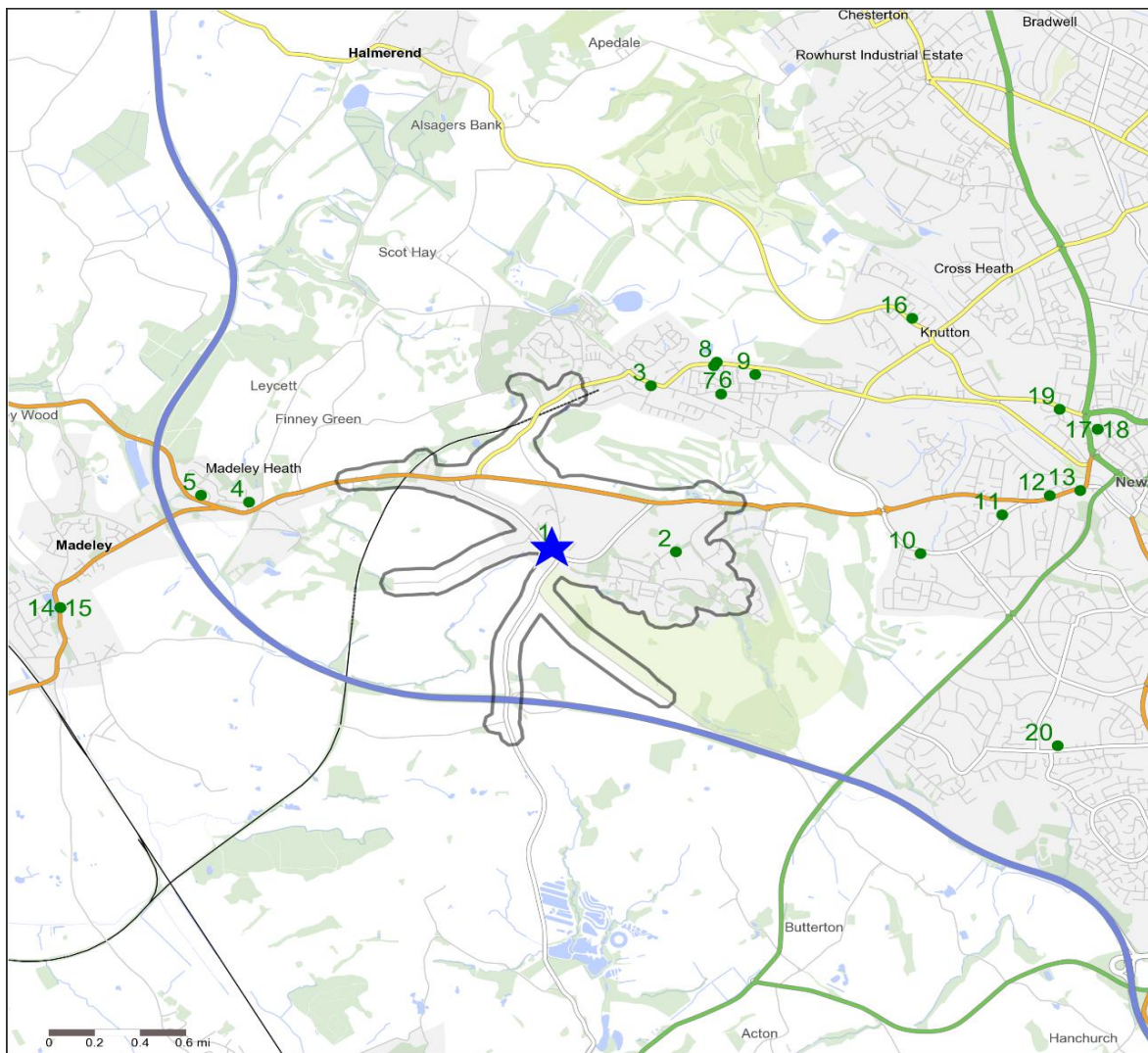
- Late 20s and early 30s
- Singles and cohabiters without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

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	290	8.6	28	94	2.8	17	282	8.4	16
Male: Alone	225	6.7	22	52	1.5	10	389	11.5	22
Male: Group	95	2.8	12	312	9.3	35	258	7.7	15
Male: Pair	203	6.0	23	58	1.7	11	404	12.0	21
Mixed Sex: Group	172	5.1	22	316	9.4	29	178	5.3	12
Mixed Sex: Pair	332	9.8	42	166	4.9	15	167	5.0	12
With Children	124	3.7	13	0	0.0	0	541	16.0	30
Unknown	130	3.9	12	83	2.5	14	452	13.4	28
For Eating:									
Upmarket	248	7.4	24	62	1.8	9	356	10.6	22
Midmarket	243	7.2	21	5	0.1	2	418	12.4	22
Downmarket	220	6.5	29	95	2.8	8	351	10.4	25
For Drinking (monthly spend):									
Nothing	119	3.5	12	243	7.2	30	303	9.0	20
Low (less than £10)	267	7.9	27	242	7.2	31	157	4.7	10
Medium (Between £10 and £40)	281	8.3	27	131	3.9	22	253	7.5	15
High (Greater than £40)	281	8.3	32	6	0.2	1	378	11.2	21

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	50,304	24.9	82	37,222	18.4	113	109,208	54.1	104
Male: Alone	72,997	36.1	121	29,097	14.4	92	94,640	46.8	88
Male: Group	45,317	22.4	98	72,124	35.7	136	79,292	39.2	79
Male: Pair	45,662	22.6	87	53,653	26.6	174	97,419	48.2	84
Mixed Sex: Group	57,279	28.3	124	48,805	24.2	76	90,651	44.9	102
Mixed Sex: Pair	50,900	25.2	107	72,436	35.9	110	73,398	36.3	85
With Children	74,502	36.9	127	31,750	15.7	93	90,481	44.8	85
Unknown	65,813	32.6	99	23,157	11.5	64	107,764	53.3	111
For Eating:									
Upmarket	39,634	19.6	64	50,990	25.2	121	106,110	52.5	111
Midmarket	69,445	34.4	100	8,666	4.3	48	118,623	58.7	106
Downmarket	63,428	31.4	141	71,968	35.6	102	61,339	30.4	73
For Drinking (monthly spend):									
Nothing	57,225	28.3	94	49,727	24.6	104	89,782	44.4	99
Low (less than £10)	47,152	23.3	78	49,392	24.4	104	100,190	49.6	109
Medium (Between £10 and £40)	45,877	22.7	74	30,282	15.0	84	120,575	59.7	119
High (Greater than £40)	28,665	14.2	55	45,029	22.3	109	123,040	60.9	116

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	Sneyd Arms, ST 5 5AD	Star Pubs & Bars	0.0	0.0
2	Le Cafe Bar, ST 5 5BG	Independent Free	14.5	2.8
3	Bush, ST 5 6JZ	Star Pubs & Bars	27.8	5.1
4	Crewe Arms, CW 3 9LP	Star Pubs & Bars	29.6	3.1
5	Old Swan Hotel, CW 3 9LD	Independent Free	32.6	3.6
6	Roebuck Inn, ST 5 6JH	Independent Free	33.5	6.0
7	Vine Inn, ST 5 6LX	Star Pubs & Bars	33.5	6.2
8	Silver Birch, ST 5 6JJ	Independent Free	33.5	6.3
9	Crown Inn, ST 5 6JG	Joule's Brewery	37.4	7.0
10	Dick Turpin, ST 5 2QS	Mitchells & Butlers	38.6	5.0
11	Thistleberry Hotel, ST 5 2LT	Star Pubs & Bars	45.6	5.9
12	Sneyd Arms, ST 5 2TG	Ei Group	47.7	6.4
13	Waggon & Horses, ST 5 2TF	Star Pubs & Bars	49.5	6.9
14	Evening Spice, CW 3 9DX	Independent Free	51.3	6.6
15	Offley Arms, CW 3 9DX	*Other Small Retail Groups	51.3	6.6
16	Masons Arms, ST 5 6DN	Trust Inns	56.4	8.3
17	Bridge Street Ale House, ST 5 2RY	Independent Free	58.2	8.2
18	Old Brown Jug, ST 5 2RY	Marston's	58.2	8.2
19	Dunkirk Tavern, ST 5 2SN	Admiral Taverns Ltd	59.5	8.5
20	Seabridge, ST 5 3HA	Mitchells & Butlers	66.5	9.0