

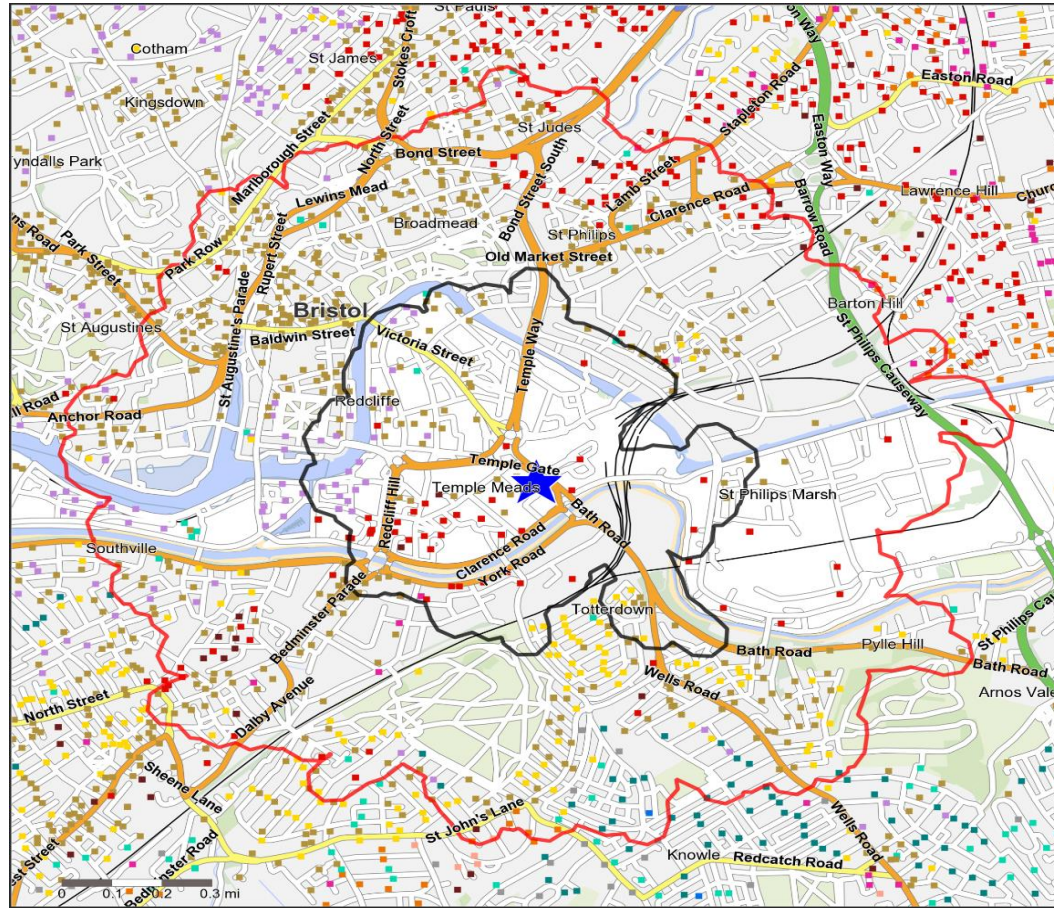
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	22	134	545
Catchment Adults 18+	5,150	31,743	541,757
Catchment Adults 18+ Per Pub	234	237	994
Populaton Projection 2018 to 2028 (% change)	12.07%	10.59%	8.97%

		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	4,394	85.3	165	1	High Street Pub	23,365	73.6	142	1	High Street Pub	406,932	75.1	145
2	Bit of Style	3,170	61.6	132	2	Bit of Style	19,657	61.9	133	2	Community Pub	285,803	52.8	113
3	Craft Led	2,912	56.5	90	3	Craft Led	15,846	49.9	79	3	Premium Local	238,740	44.1	70
4	Circuit Bar	2,836	55.1	426	4	Circuit Bar	15,048	47.4	367	4	Bit of Style	224,368	41.4	320
5	Community Pub	1,988	38.6	96	5	Community Pub	12,215	38.5	95	5	Great Pub Great Food	216,422	39.9	99
6	Great Pub Great Food	587	11.4	42	6	Premium Local	6,389	20.1	75	6	Circuit Bar	98,228	18.1	68
7	Premium Local	296	5.7	56	7	Great Pub Great Food	5,237	16.5	160	7	Craft Led	89,282	16.5	160

	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	1,055	20.5	232	4,487	14.1	160	58,353	10.8	122
C1	930	18.1	147	5,487	17.3	141	72,544	13.4	109
C2	341	6.6	80	1,692	5.3	65	42,038	7.8	94
DE	634	12.3	120	2,848	9.0	87	49,553	9.1	89

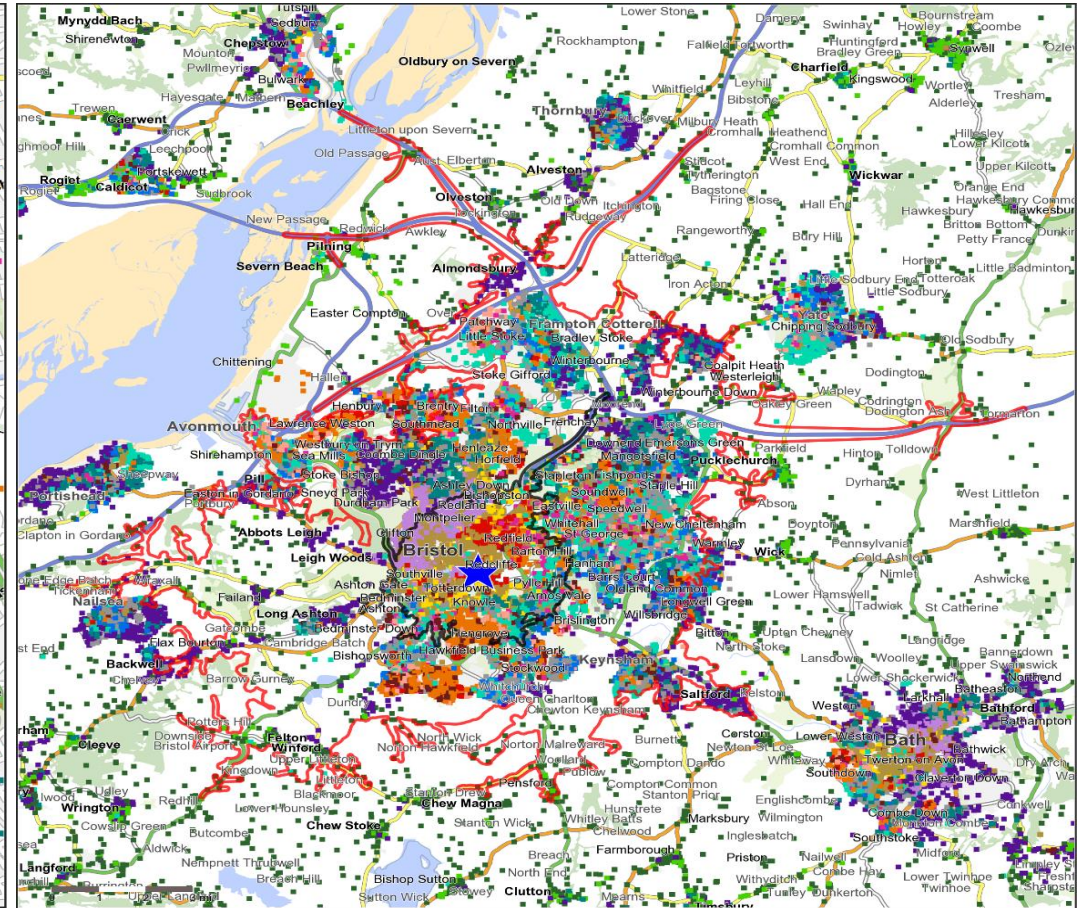
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,973	38.3	116	9,444	29.8	90	159,655	29.5	89
Medium (7-13)	1,472	28.6	86	9,794	30.9	93	206,172	38.1	115
High (14-19)	545	10.6	37	3,409	10.7	38	142,049	26.2	92

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

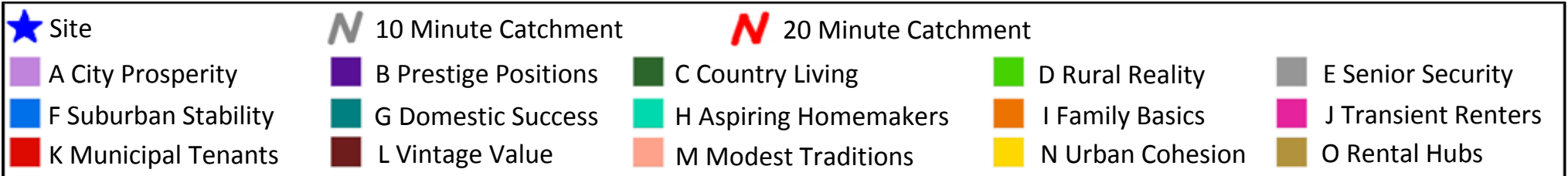


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	13	264	495		
A02	Uptown Elite	136	729	12,896	21,381		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	269	880	12,928	15,472		
B05	Premium Fortunes	0	0	64	3,235		
B06	Diamond Days	0	0	16	6,780		
B07	Alpha Families	0	0	1	7,601		
B08	Bank of Mum and Dad	0	0	12	6,152		
B09	Empty-Nest Adventure	0	0	0	9,148		
C10	Wealthy Landowners	0	0	2	3,050		
C11	Rural Vogue	0	0	1	679		
C12	Scattered Homesteads	0	0	0	54		
C13	Village Retirement	0	0	0	1,660		
D14	Satellite Settlers	0	0	1	1,642		
D15	Local Focus	0	0	0	582		
D16	Outlying Seniors	0	0	0	295		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	4	172	11,093		
E19	Bungalow Heaven	0	0	19	5,128		
E20	Classic Grandparents	0	54	1,865	19,297		
E21	Solo Retirees	0	51	2,874	19,054		
F22	Boomerang Boarders	0	0	331	8,473		
F23	Family Ties	0	0	434	5,940		
F24	Fledgling Free	0	0	6	1,239		
F25	Dependable Me	0	28	236	8,571		
G26	Cafés and Catchments	0	276	2,604	13,744		
G27	Thriving Independence	0	371	3,726	18,059		
G28	Modern Parents	0	0	0	10,225		
G29	Mid-Career Convention	0	0	3	10,769		
H30	Primary Ambitions	0	212	9,779	31,396		
H31	Affordable Fringe	0	0	910	9,055		
H32	First-Rung Futures	0	0	1,345	11,635		
H33	Contemporary Starts	0	0	19	14,745		
H34	New Foundations	60	1,621	1,953	3,408		
H35	Flying Solo	0	21	363	4,627		

				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	248	7,174	27,933		
I37	Budget Generations	0	0	1,154	7,373		
I38	Economical Families	0	0	574	2,379		
I39	Families on a Budget	0	27	2,159	11,556		
J40	Value Rentals	0	0	24	451		
J41	Youthful Endeavours	0	14	164	1,783		
J42	Midlife Renters	0	0	3,848	17,048		
J43	Renting Rooms	11	87	2,798	4,131		
K44	Inner City Stalwarts	227	837	3,705	3,755		
K45	City Diversity	107	1,124	4,935	5,310		
K46	High Rise Residents	969	1,299	4,513	4,773		
K47	Single Essentials	206	291	767	5,059		
K48	Mature Workers	0	0	16	1,176		
L49	Flatlet Seniors	57	366	1,640	4,546		
L50	Pocket Pensions	0	45	512	6,840		
L51	Retirement Communities	0	0	785	5,193		
L52	Estate Veterans	0	7	635	8,368		
L53	Seasoned Survivors	0	0	181	1,789		
M54	Down-to-Earth Owners	0	0	105	1,820		
M55	Back with the Folks	0	83	1,896	14,284		
M56	Self Supporters	0	0	362	4,004		
N57	Community Elders	0	0	853	1,648		
N58	Culture & Comfort	0	5	1,182	1,449		
N59	Large Family Living	0	1	796	796		
N60	Ageing Access	176	3,215	12,904	17,706		
O61	Career Builders	182	2,751	12,163	25,020		
O62	Central Pulse	2,463	10,314	22,728	24,181		
O63	Flexible Workforce	55	760	5,210	6,635		
O64	Bus-Route Renters	47	318	3,454	14,029		
O65	Learners & Earners	0	365	4,721	6,912		
O66	Student Scene	6	1,345	5,109	5,213		
U99	Unclassified	180	3,980	7,137	13,913		
Total				5,151	31,742	167,028	541,757

Top 3 Mosaic Types in a 20 Minute Walktime

1. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

2. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

3. O61 Career Builders

Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties



- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords



- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

3. O61 Career Builders

Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties



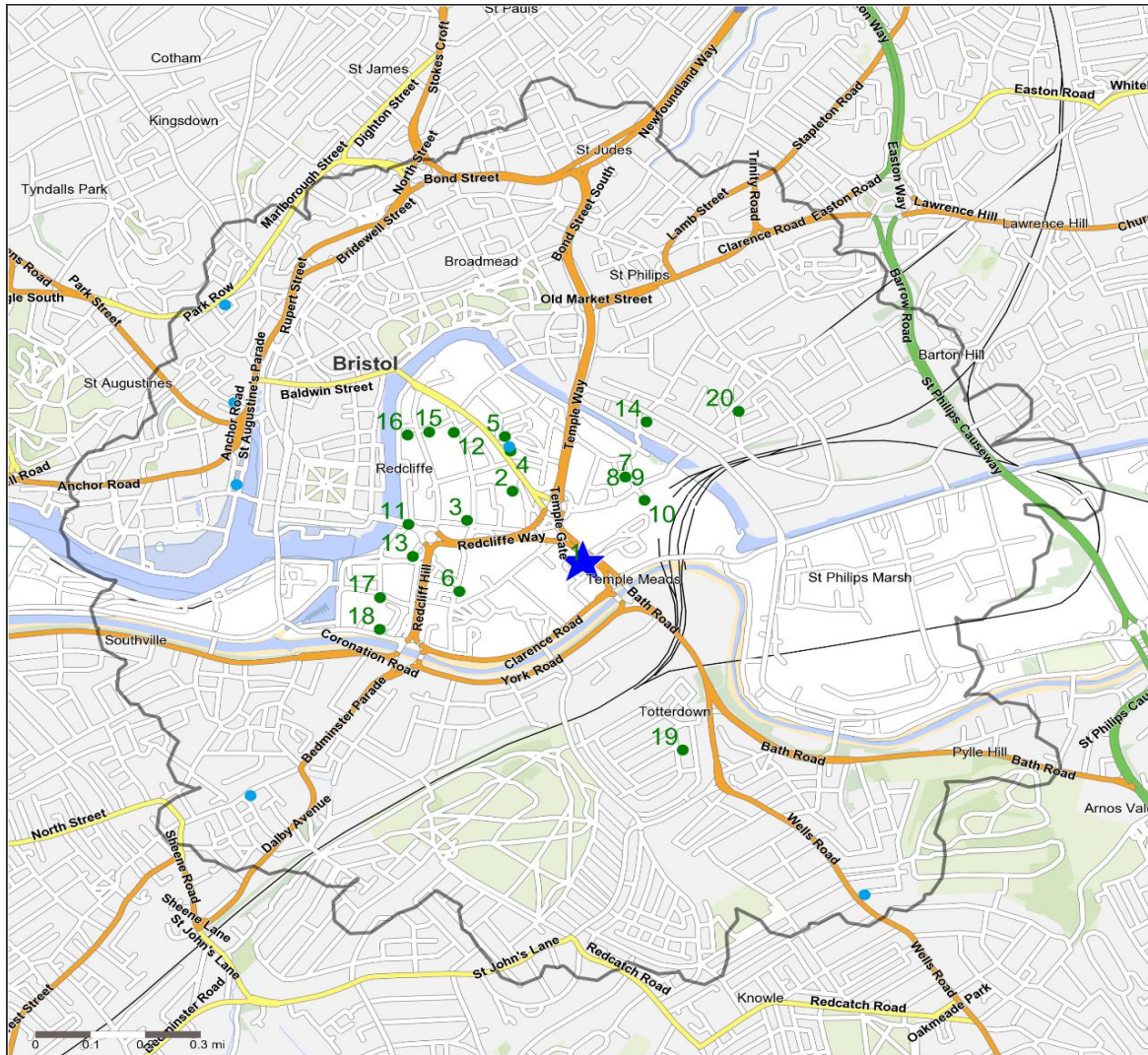
- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

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	21,688	68.3	226	<div><div></div></div>	3,965	12.5	76	<div><div></div></div>	2,109	6.6	13	<div><div></div></div>
Male: Alone	6,999	22.0	74	<div><div></div></div>	6,813	21.5	138	<div><div></div></div>	13,951	43.9	82	<div><div></div></div>
Male: Group	16,143	50.9	222	<div><div></div></div>	3,734	11.8	45	<div><div></div></div>	7,885	24.8	50	<div><div></div></div>
Male: Pair	18,631	58.7	225	<div><div></div></div>	2,667	8.4	55	<div><div></div></div>	6,465	20.4	36	<div><div></div></div>
Mixed Sex: Group	20,466	64.5	282	<div><div></div></div>	1,677	5.3	17	<div><div></div></div>	5,620	17.7	40	<div><div></div></div>
Mixed Sex: Pair	12,478	39.3	168	<div><div></div></div>	9,652	30.4	94	<div><div></div></div>	5,633	17.7	42	<div><div></div></div>
With Children	4,029	12.7	44	<div><div></div></div>	1,034	3.3	19	<div><div></div></div>	22,700	71.5	135	<div><div></div></div>
Unknown	15,301	48.2	147	<div><div></div></div>	5,256	16.6	92	<div><div></div></div>	7,205	22.7	47	<div><div></div></div>
For Eating:												
Upmarket	20,546	64.7	211	<div><div></div></div>	4,198	13.2	64	<div><div></div></div>	3,018	9.5	20	<div><div></div></div>
Midmarket	23,283	73.3	214	<div><div></div></div>	1,919	6.0	67	<div><div></div></div>	2,561	8.1	15	<div><div></div></div>
Downmarket	2,404	7.6	34	<div><div></div></div>	16,632	52.4	150	<div><div></div></div>	8,726	27.5	66	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	4,940	15.6	51	<div><div></div></div>	3,088	9.7	41	<div><div></div></div>	19,735	62.2	139	<div><div></div></div>
Low (less than £10)	4,570	14.4	48	<div><div></div></div>	959	3.0	13	<div><div></div></div>	22,234	70.0	154	<div><div></div></div>
Medium (Between £10 and £40)	16,128	50.8	166	<div><div></div></div>	5,978	18.8	106	<div><div></div></div>	5,656	17.8	35	<div><div></div></div>
High (Greater than £40)	20,897	65.8	254	<div><div></div></div>	1,527	4.8	23	<div><div></div></div>	5,339	16.8	32	<div><div></div></div>

	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	226,194	41.8	138	<div></div>	98,809	18.2	111	<div></div>	202,841	37.4	72	<div></div>
Male: Alone	159,369	29.4	99		112,505	20.8	133	<div></div>	255,971	47.2	89	<div></div>
Male: Group	164,314	30.3	133	<div></div>	122,827	22.7	87	<div></div>	240,704	44.4	90	<div></div>
Male: Pair	184,974	34.1	131	<div></div>	72,091	13.3	87	<div></div>	270,779	50.0	87	<div></div>
Mixed Sex: Group	147,181	27.2	119	<div></div>	161,448	29.8	93	<div></div>	219,216	40.5	92	<div></div>
Mixed Sex: Pair	160,593	29.6	126	<div></div>	180,454	33.3	102		186,797	34.5	81	<div></div>
With Children	184,637	34.1	118	<div></div>	83,455	15.4	92	<div></div>	259,752	47.9	91	<div></div>
Unknown	175,788	32.4	99		133,283	24.6	137	<div></div>	218,774	40.4	84	<div></div>
For Eating:												
Upmarket	243,971	45.0	147	<div></div>	124,860	23.0	111	<div></div>	159,013	29.4	62	<div></div>
Midmarket	233,856	43.2	126	<div></div>	82,752	15.3	169	<div></div>	211,236	39.0	70	<div></div>
Downmarket	137,157	25.3	114	<div></div>	187,902	34.7	99		202,785	37.4	90	<div></div>
For Drinking (monthly spend):												
Nothing	164,376	30.3	100		127,759	23.6	100		235,709	43.5	97	
Low (less than £10)	195,084	36.0	121	<div></div>	88,257	16.3	69	<div></div>	244,504	45.1	100	
Medium (Between £10 and £40)	243,170	44.9	147	<div></div>	72,510	13.4	75	<div></div>	212,164	39.2	78	<div></div>
High (Greater than £40)	229,309	42.3	164	<div></div>	76,995	14.2	69	<div></div>	221,540	40.9	78	<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	Sidings, BS 1 6PL	Star Pubs & Bars	0.6	2.4
2	Cornubia, BS 1 6EN	Independent Free	3.6	1.3
3	Portwall Tavern, BS 1 6NB	*Other Small Retail Groups	4.2	2.0
4	Ye Shakespeare, BS 1 6DR	Star Pubs & Bars	4.5	1.3
5	Kings Head, BS 1 6DE	Ei Group	5.7	1.5
6	Ship, BS 1 6PA	Ei Group	6.0	1.5
7	Goods Yard, BS 1 6DG	Independent Free	6.6	1.8
8	Knights Templar, BS 1 6DG	Wetherspoon	6.6	1.8
9	Yurt Lush, BS 1 6DG	Independent Free	6.6	1.8
10	Bonapartes, BS 1 6QF	Compass Catering	6.6	2.2
11	Wild Beer At Wapping Wharf, BS 1 6WE	Wild Beer Co Ltd Brewery	7.2	1.6
12	Fleece, BS 1 6JJ	Independent Free	7.2	1.9
13	Colosseum, BS 1 6SJ	Wellington	7.2	3.5
14	Veeno, BS 2 0EL	Veeno	8.5	4.4
15	Seven Stars, BS 1 6JG	Unknown	9.1	2.6
16	Toto Rothchilds Bar & Restaurant, BS 1 6HU	Independent Free	10.0	2.4
17	Golden Guinea, BS 1 6SX	Moles Brewery	10.0	3.2
18	Velindra, BS 1 6TG	Independent Free	10.3	2.8
19	Shakespeare, BS 3 4UD	Ei Group	10.9	4.2
20	Barley Mow, BS 2 0LF	Unknown	12.4	4.6