

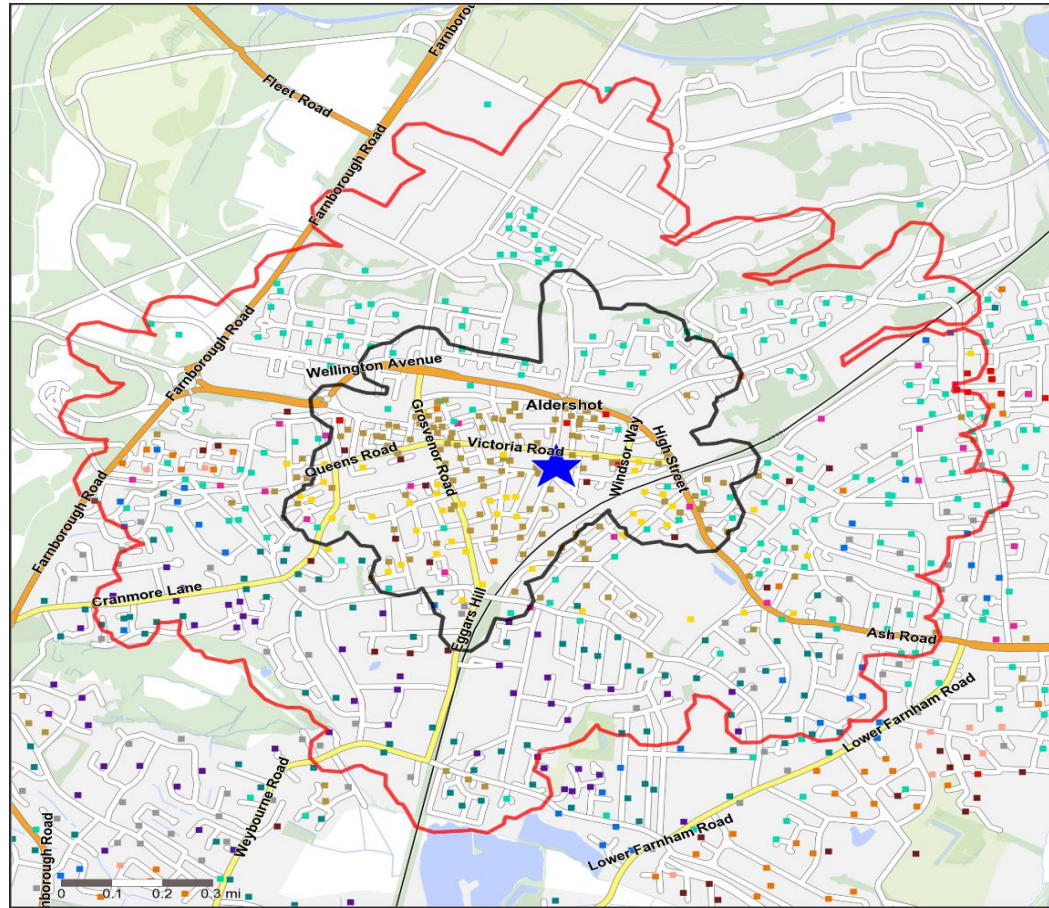
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	10	19	234
Catchment Adults 18+	7,272	20,203	313,583
Catchment Adults 18+ Per Pub	727	1,063	1,340
Populaton Projection 2018 to 2028 (% change)	3.29%	3.00%	5.09%

		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	Circuit Bar	4,728	65.0	126	1	High Street Pub	13,814	68.4	132	1	Premium Local	228,943	73.0	141
2	High Street Pub	3,914	53.8	115	2	Premium Local	12,613	62.4	134	2	Great Pub Great Food	204,743	65.3	140
3	Community Pub	3,499	48.1	76	3	Bit of Style	10,518	52.1	83	3	High Street Pub	195,161	62.2	99
4	Premium Local	2,980	41.0	317	4	Great Pub Great Food	7,792	38.6	298	4	Bit of Style	129,680	41.4	320
5	Bit of Style	2,907	40.0	99	5	Community Pub	7,567	37.5	93	5	Community Pub	103,521	33.0	82
6	Craft Led	1,966	27.0	101	6	Circuit Bar	7,091	35.1	131	6	Circuit Bar	37,125	11.8	44
7	Great Pub Great Food	608	8.4	81	7	Craft Led	2,846	14.1	137	7	Craft Led	33,577	10.7	104

	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	535	7.4	83	1,586	7.9	89	39,354	12.5	142
C1	1,173	16.1	132	3,200	15.8	129	39,661	12.6	103
C2	790	10.9	132	2,037	10.1	122	22,178	7.1	86
DE	879	12.1	117	1,861	9.2	90	17,783	5.7	55

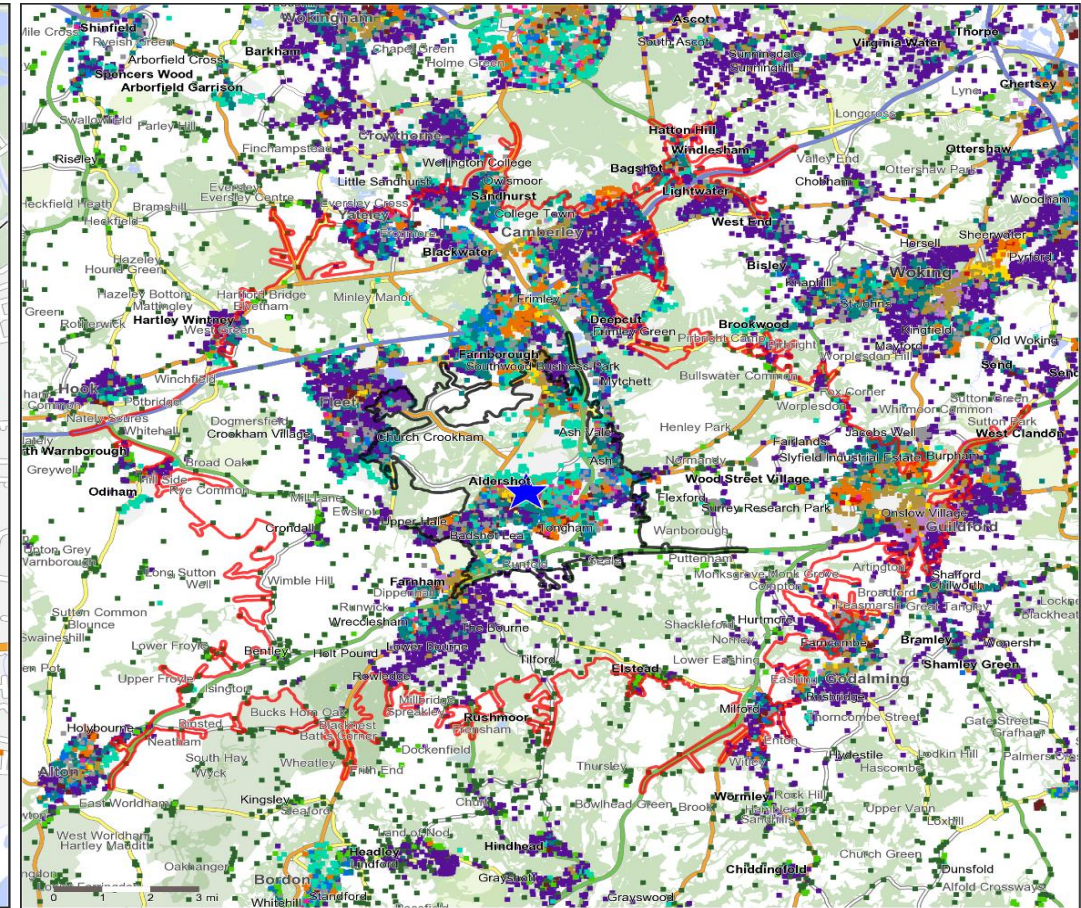
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,199	44.0	133	5,326	26.4	79	36,530	11.6	35
Medium (7-13)	2,722	37.4	113	8,438	41.8	126	80,047	25.5	77
High (14-19)	724	10.0	35	5,831	28.9	102	174,369	55.6	196

## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

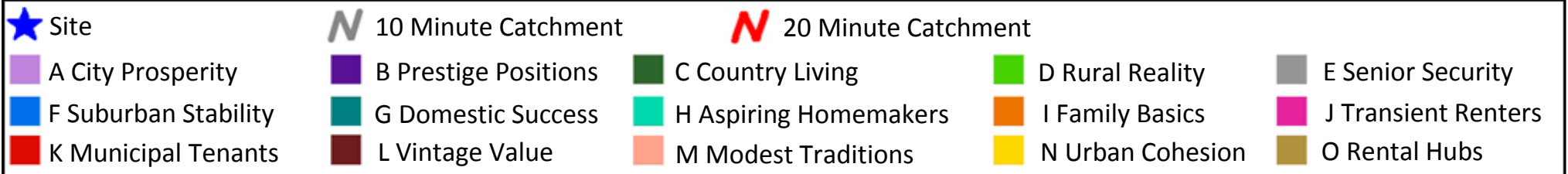


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## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	96		
A02	Uptown Elite	0	0	43	3,199		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	0	0	0	1,790		
B05	Premium Fortunes	0	0	234	11,546		
B06	Diamond Days	0	64	732	14,298		
B07	Alpha Families	8	28	1,802	19,020		
B08	Bank of Mum and Dad	42	668	3,461	16,175		
B09	Empty-Nest Adventure	0	260	2,724	9,000		
C10	Wealthy Landowners	0	0	168	5,842		
C11	Rural Vogue	0	0	10	393		
C12	Scattered Homesteads	0	0	4	18		
C13	Village Retirement	0	0	330	1,777		
D14	Satellite Settlers	0	0	13	2,050		
D15	Local Focus	0	0	0	212		
D16	Outlying Seniors	0	0	0	335		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	329	5,040	19,217		
E19	Bungalow Heaven	0	0	329	2,267		
E20	Classic Grandparents	27	166	1,033	3,230		
E21	Solo Retirees	5	608	1,480	3,849		
F22	Boomerang Boarders	25	200	835	2,693		
F23	Family Ties	0	609	1,360	6,203		
F24	Fledgling Free	0	18	159	165		
F25	Dependable Me	0	99	776	2,193		
G26	Cafés and Catchments	3	496	2,149	12,429		
G27	Thriving Independence	71	1,577	8,964	36,868		
G28	Modern Parents	0	7	509	3,470		
G29	Mid-Career Convention	0	148	1,618	7,323		
H30	Primary Ambitions	363	3,433	7,567	19,393		
H31	Affordable Fringe	0	7	231	397		
H32	First-Rung Futures	27	89	382	1,172		
H33	Contemporary Starts	570	1,979	5,033	11,132		
H34	New Foundations	117	222	345	1,760		
H35	Flying Solo	2	187	766	3,344		

				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	123	334	4,404	22,500		
I37	Budget Generations	0	69	71	127		
I38	Economical Families	0	0	0	0		
I39	Families on a Budget	0	0	153	511		
J40	Value Rentals	0	0	0	0		
J41	Youthful Endeavours	12	12	194	453		
J42	Midlife Renters	207	891	1,527	2,722		
J43	Renting Rooms	0	0	0	9		
K44	Inner City Stalwarts	27	30	67	573		
K45	City Diversity	6	15	89	135		
K46	High Rise Residents	0	0	0	0		
K47	Single Essentials	182	190	567	1,357		
K48	Mature Workers	0	0	0	0		
L49	Flatlet Seniors	60	68	356	554		
L50	Pocket Pensions	42	108	765	2,137		
L51	Retirement Communities	235	501	1,202	5,791		
L52	Estate Veterans	5	173	786	1,554		
L53	Seasoned Survivors	0	0	0	18		
M54	Down-to-Earth Owners	0	0	0	27		
M55	Back with the Folks	0	63	579	1,282		
M56	Self Supporters	0	0	0	142		
N57	Community Elders	438	618	621	1,815		
N58	Culture & Comfort	479	487	487	1,190		
N59	Large Family Living	0	0	0	0		
N60	Ageing Access	282	481	1,084	3,850		
O61	Career Builders	96	558	3,220	17,586		
O62	Central Pulse	0	0	131	2,885		
O63	Flexible Workforce	1,643	1,808	1,855	2,457		
O64	Bus-Route Renters	2,160	2,589	5,043	7,789		
O65	Learners & Earners	15	15	42	4,341		
O66	Student Scene	0	0	46	434		
U99	Unclassified	0	0	1,293	8,486		
Total				7,272	20,204	72,679	313,581

## Top 3 Mosaic Types in a 20 Minute Walktime

### 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. 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. 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

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

### 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. 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

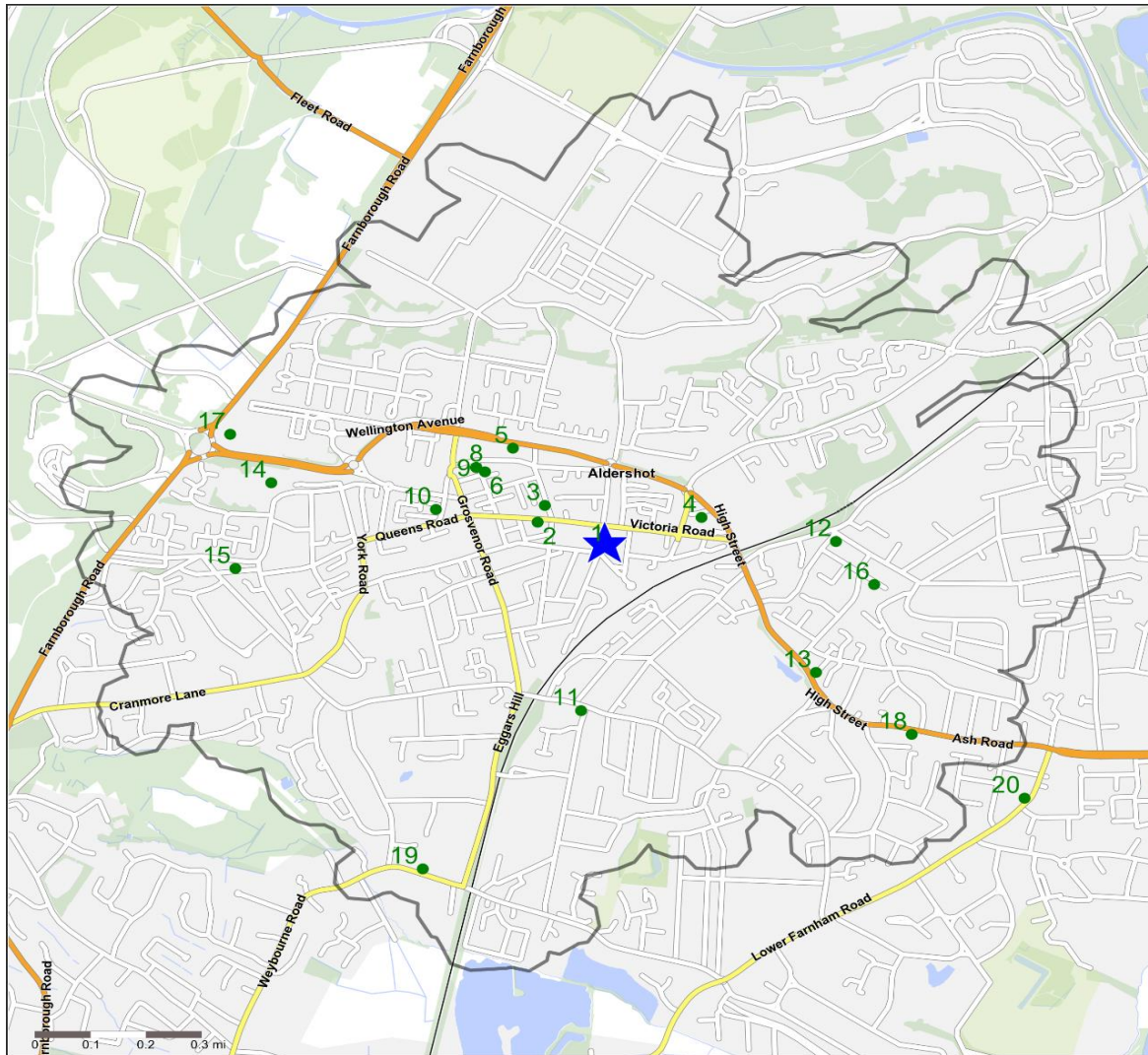
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 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	13,169	65.2	215		996	4.9	30		6,039	29.9	57	
Male: Alone	7,538	37.3	125		2,479	12.3	79		10,186	50.4	95	
Male: Group	5,647	28.0	122		5,301	26.2	100		9,255	45.8	92	
Male: Pair	7,733	38.3	147		1,637	8.1	53		10,834	53.6	93	
Mixed Sex: Group	8,209	40.6	178		6,906	34.2	107		5,089	25.2	57	
Mixed Sex: Pair	5,432	26.9	115		5,961	29.5	91		8,811	43.6	102	
With Children	8,510	42.1	146		4,333	21.4	127		7,360	36.4	69	
Unknown	4,180	20.7	63		10,285	50.9	284		5,739	28.4	59	
For Eating:												
Upmarket	13,797	68.3	223		3,908	19.3	93		2,498	12.4	26	
Midmarket	13,219	65.4	191		533	2.6	29		6,451	31.9	58	
Downmarket	7,269	36.0	162		5,872	29.1	83		7,062	35.0	84	
For Drinking (monthly spend):												
Nothing	6,868	34.0	112		3,723	18.4	78		9,613	47.6	106	
Low (less than £10)	7,289	36.1	121		3,947	19.5	83		8,967	44.4	98	
Medium (Between £10 and £40)	7,304	36.2	118		5,031	24.9	140		7,868	38.9	77	
High (Greater than £40)	8,666	42.9	166		5,052	25.0	122		6,485	32.1	61	

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	91,374	29.1	96	63,692	20.3	124	150,032	47.8	92
Male: Alone	45,366	14.5	49	70,748	22.6	145	188,983	60.3	113
Male: Group	47,847	15.3	67	59,785	19.1	73	197,465	63.0	127
Male: Pair	49,785	15.9	61	12,749	4.1	27	242,562	77.4	135
Mixed Sex: Group	53,349	17.0	74	82,844	26.4	83	168,905	53.9	123
Mixed Sex: Pair	61,120	19.5	83	94,832	30.2	93	149,144	47.6	111
With Children	53,218	17.0	59	58,576	18.7	111	193,303	61.6	116
Unknown	58,013	18.5	56	93,227	29.7	166	153,857	49.1	102
For Eating:									
Upmarket	122,821	39.2	128	93,747	29.9	144	88,529	28.2	60
Midmarket	105,446	33.6	98	31,798	10.1	112	167,852	53.5	97
Downmarket	48,273	15.4	69	90,640	28.9	83	166,184	53.0	127
For Drinking (monthly spend):									
Nothing	80,189	25.6	85	55,194	17.6	74	169,714	54.1	121
Low (less than £10)	106,680	34.0	114	44,994	14.3	61	153,423	48.9	108
Medium (Between £10 and £40)	125,447	40.0	131	55,348	17.7	99	124,302	39.6	79
High (Greater than £40)	106,977	34.1	132	86,642	27.6	135	111,479	35.6	68



## 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	Funky End, GU11 1HT	Star Pubs & Bars	0.0	1.9
2	Queen Victoria, GU11 1JW	Greene King	3.0	2.6
3	George, GU11 1DX	Stonegate Pub Company	3.3	2.7
4	Crimea, GU11 1UE	Punch Pub Company	6.3	1.4
5	Zuxon, GU11 1DJ	Independent Free	6.6	1.5
6	Trafalgar, GU11 1HA	New River Retail	6.6	1.7
7	Bar One, GU11 1BH	Independent Free	6.6	1.8
8	Famous Door, GU11 1BH	Independent Free	6.6	1.8
9	Queens Hotel, GU11 1BH	Wetherspoon	6.6	1.8
10	Alexandra Hotel, GU11 3NP	Ei Group	6.9	3.2
11	Garden Gate, GU11 3BT	Hawthorn Leisure	10.6	3.5
12	La Fontaine, GU12 4NJ	Independent Free	10.9	2.3
13	Golden Lion, GU12 4LU	Ei Group	12.1	2.2
14	Harvester Westgate, GU11 1QJ	Mitchells & Butlers	13.6	4.1
15	Imperial Standard, GU11 3PL	Independent Free	14.2	4.1
16	Royal Staff Hotel, GU12 4NW	Fuller Smith & Turner	14.8	2.9
17	Willem Park, GU11 1SQ	Whitbread	15.7	3.1
18	Red Lion, GU12 4EZ	Ei Group	16.9	3.0
19	Duke Of York, GU11 3NF	Ei Group	17.2	5.1
20	White Lion, GU12 4EA	Independent Free	23.5	4.2