

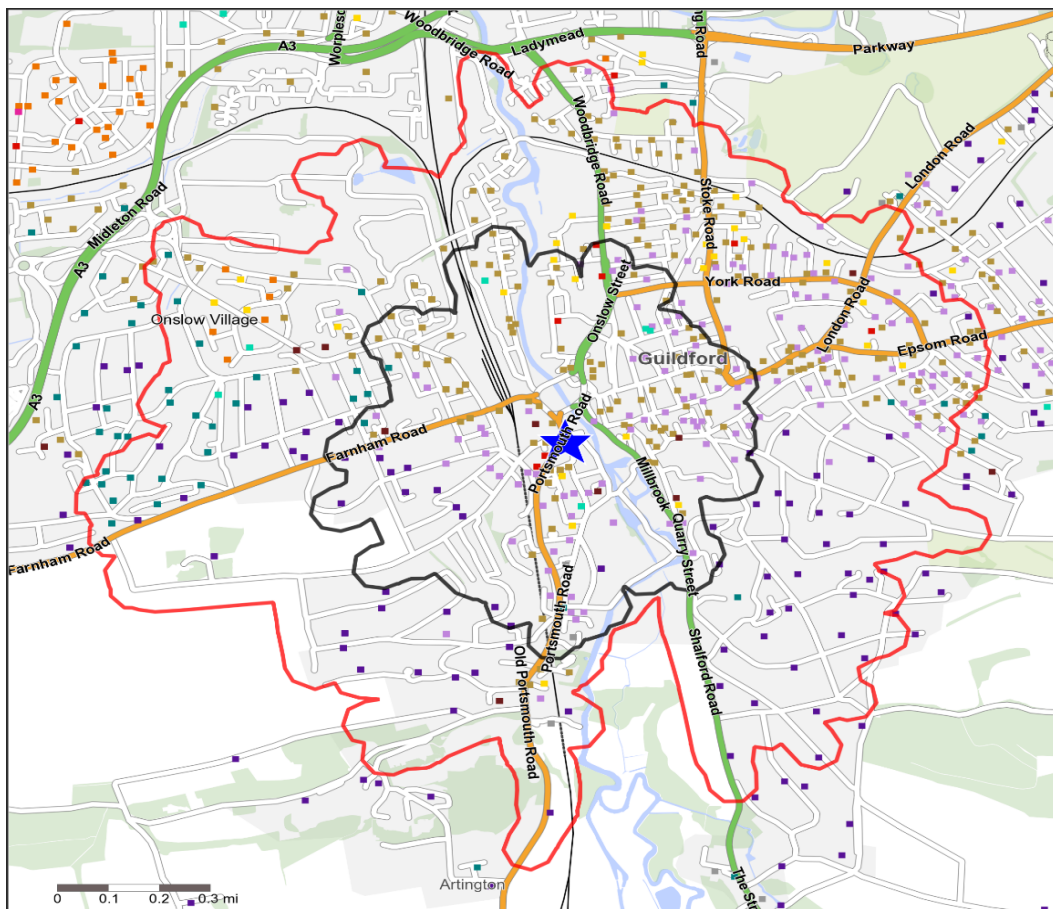
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	28	37	244
Catchment Adults 18+	6,047	18,736	311,985
Catchment Adults 18+ Per Pub	216	506	1,279
Populaton Projection 2018 to 2028 (% change)	8.73%	7.33%	5.98%

		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	Bit of Style	4,450	73.6	142	1	Bit of Style	12,597	67.2	130	1	Premium Local	229,487	73.6	142
2	High Street Pub	3,439	56.9	122	2	Great Pub Great Food	10,459	55.8	120	2	Great Pub Great Food	213,838	68.5	147
3	Great Pub Great Food	2,986	49.4	78	3	High Street Pub	10,044	53.6	85	3	High Street Pub	183,128	58.7	93
4	Craft Led	2,437	40.3	312	4	Premium Local	8,019	42.8	331	4	Bit of Style	130,255	41.8	323
5	Circuit Bar	2,157	35.7	88	5	Craft Led	7,051	37.6	93	5	Community Pub	98,151	31.5	78
6	Premium Local	2,148	35.5	132	6	Community Pub	5,285	28.2	105	6	Craft Led	40,329	12.9	48
7	Community Pub	1,611	26.6	259	7	Circuit Bar	4,499	24.0	233	7	Circuit Bar	33,015	10.6	103

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	1,080	17.9	202	3,190	17.0	193	42,689	13.7	155
C1	920	15.2	124	2,472	13.2	108	38,376	12.3	100
C2	272	4.5	54	755	4.0	49	20,736	6.6	81
DE	329	5.4	53	922	4.9	48	17,785	5.7	55

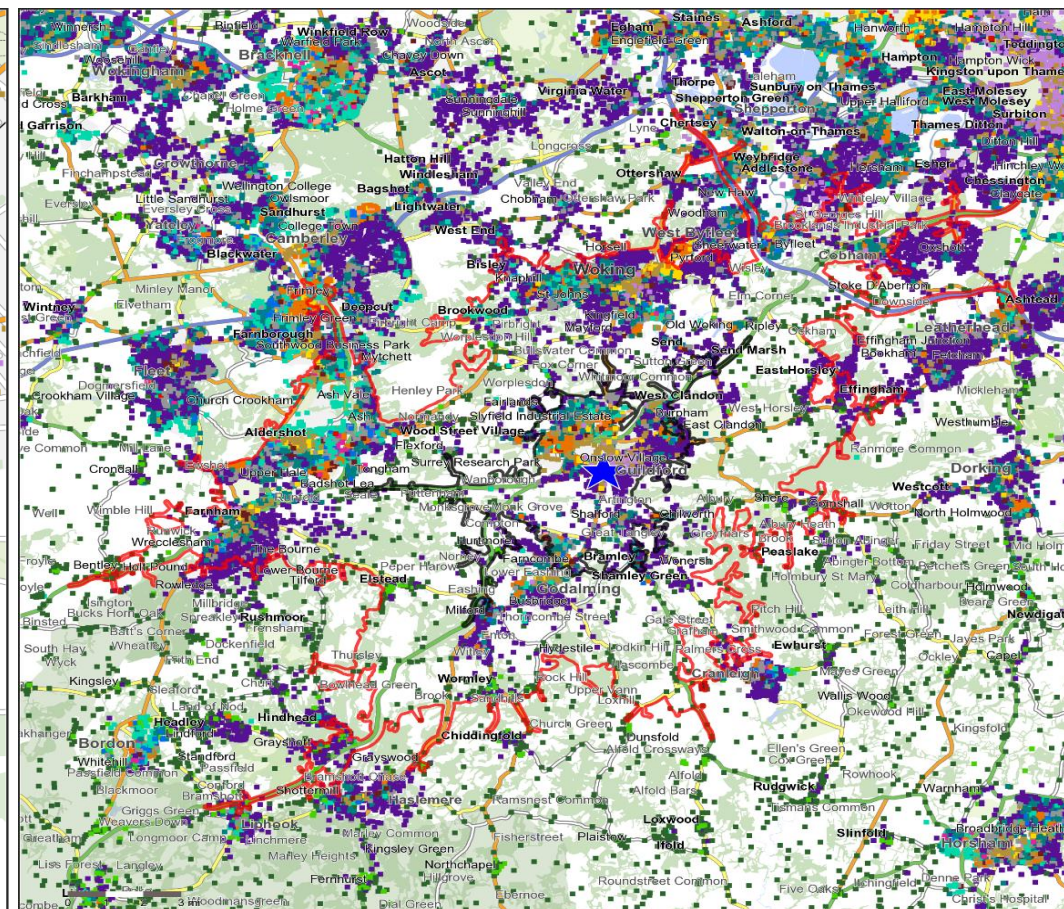
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	500	8.3	25	1,337	7.1	22	33,314	10.7	32
Medium (7-13)	1,771	29.3	88	5,337	28.5	86	76,788	24.6	74
High (14-19)	2,322	38.4	135	7,777	41.5	146	180,506	57.9	204

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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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	I Family Basics
	H Aspiring Homemakers	N Urban Cohesion
	M Modest Traditions	E Senior Security
		J Transient Renters
		O Rental Hubs

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		46	58	85	305
A02	Uptown Elite		1,072	2,453	3,255	4,890
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		589	1,742	1,806	2,334
B05	Premium Fortunes		305	1,511	6,181	23,996
B06	Diamond Days		207	523	4,192	18,907
B07	Alpha Families		4	92	2,969	18,355
B08	Bank of Mum and Dad		0	9	1,154	8,946
B09	Empty-Nest Adventure		0	7	130	3,789
C10	Wealthy Landowners		0	1	693	9,630
C11	Rural Vogue		0	0	8	426
C12	Scattered Homesteads		0	0	1	8
C13	Village Retirement		0	0	53	2,407
D14	Satellite Settlers		0	0	196	3,481
D15	Local Focus		0	0	0	467
D16	Outlying Seniors		0	0	7	464
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		41	80	3,575	16,293
E19	Bungalow Heaven		0	0	124	1,413
E20	Classic Grandparents		0	0	84	1,583
E21	Solo Retirees		0	0	763	3,344
F22	Boomerang Boarders		0	0	280	2,099
F23	Family Ties		0	0	299	3,836
F24	Fledgling Free		0	0	0	165
F25	Dependable Me		0	0	76	1,498
G26	Cafés and Catchments		138	1,019	7,710	20,487
G27	Thriving Independence		1	66	8,313	33,442
G28	Modern Parents		0	0	11	1,028
G29	Mid-Career Convention		0	0	287	3,955
H30	Primary Ambitions		0	0	2,092	15,549
H31	Affordable Fringe		0	0	0	259
H32	First-Rung Futures		0	0	86	678
H33	Contemporary Starts		0	0	251	7,604
H34	New Foundations		166	209	388	1,235
H35	Flying Solo		0	87	961	2,914

			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	200	7,095	19,350
I37	Budget Generations		0	0	0	221
I38	Economical Families		0	0	0	0
I39	Families on a Budget		0	0	0	245
J40	Value Rentals		0	0	0	8
J41	Youthful Endeavours		0	0	81	362
J42	Midlife Renters		0	0	122	2,204
J43	Renting Rooms		0	0	0	0
K44	Inner City Stalwarts		282	459	506	828
K45	City Diversity		0	0	46	254
K46	High Rise Residents		0	0	0	0
K47	Single Essentials		0	0	253	911
K48	Mature Workers		0	0	0	0
L49	Flatlet Seniors		0	0	140	513
L50	Pocket Pensions		0	0	553	2,381
L51	Retirement Communities		212	511	1,472	6,387
L52	Estate Veterans		0	0	469	1,948
L53	Seasoned Survivors		0	0	0	7
M54	Down-to-Earth Owners		0	0	0	0
M55	Back with the Folks		0	0	245	1,027
M56	Self Supporters		0	0	11	37
N57	Community Elders		0	87	363	1,676
N58	Culture & Comfort		0	91	117	2,747
N59	Large Family Living		0	0	0	376
N60	Ageing Access		262	701	1,630	3,867
O61	Career Builders		583	2,900	8,795	23,088
O62	Central Pulse		1,057	2,252	2,350	3,977
O63	Flexible Workforce		71	94	138	3,986
O64	Bus-Route Renters		136	139	957	6,573
O65	Learners & Earners		632	1,509	4,049	4,341
O66	Student Scene		94	209	300	434
U99	Unclassified		148	1,729	5,654	8,452
Total			6,046	18,738	81,376	311,987

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. A02 Uptown Elite

High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort



- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

3. 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

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

2. B05 Premium Fortunes

Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves



- Extensive detached homes
- Substantial income
- Teenage kids & students
- Portfolio of investments
- Directors and senior managers
- High mobile phone spend

3. O61 Career Builders

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



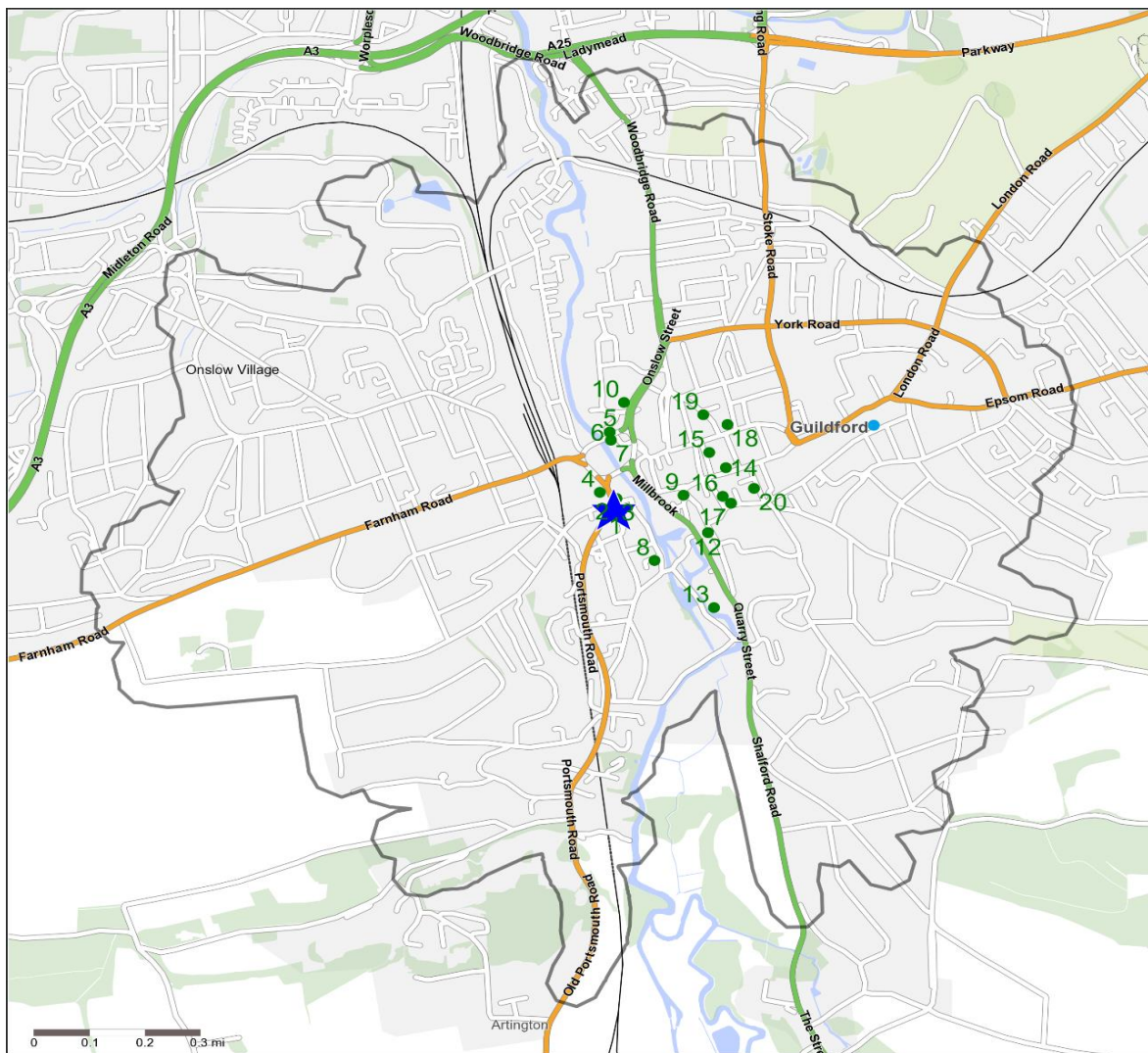
- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

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

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	7,633	40.7	135	4,933	26.3	161	4,440	23.7	46	
Male: Alone	5,213	27.8	93	5,627	30.0	192	6,166	32.9	62	
Male: Group	7,080	37.8	165	1,813	9.7	37	8,113	43.3	87	
Male: Pair	8,118	43.3	166	2,038	10.9	71	6,851	36.6	64	
Mixed Sex: Group	5,668	30.3	132	2,888	15.4	48	8,450	45.1	103	
Mixed Sex: Pair	4,118	22.0	94	5,285	28.2	87	7,603	40.6	95	
With Children	4,569	24.4	84	817	4.4	26	11,620	62.0	117	
Unknown	7,644	40.8	124	2,057	11.0	61	7,306	39.0	81	
For Eating:										
Upmarket	10,751	57.4	187	3,564	19.0	91	2,691	14.4	30	
Midmarket	9,468	50.5	147	4,481	23.9	265	3,057	16.3	29	
Downmarket	1,857	9.9	45	3,801	20.3	58	11,349	60.6	146	
For Drinking (monthly spend):										
Nothing	1,455	7.8	26	5,127	27.4	116	10,425	55.6	124	
Low (less than £10)	4,798	25.6	86	1,848	9.9	42	10,360	55.3	122	
Medium (Between £10 and £40)	11,811	63.0	206	3,743	20.0	112	1,452	7.7	15	
High (Greater than £40)	12,743	68.0	263	2,785	14.9	72	1,479	7.9	15	

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	73,073	23.4	77	67,554	21.7	132	162,905	52.2	100		
Male: Alone	43,498	13.9	47	68,001	21.8	140	192,034	61.6	115		
Male: Group	53,938	17.3	76	42,745	13.7	52	206,850	66.3	134		
Male: Pair	50,402	16.2	62	10,809	3.5	23	242,322	77.7	135		
Mixed Sex: Group	43,656	14.0	61	70,212	22.5	70	189,665	60.8	138		
Mixed Sex: Pair	43,963	14.1	60	94,778	30.4	93	164,792	52.8	124		
With Children	45,816	14.7	51	54,559	17.5	104	203,157	65.1	123		
Unknown	55,184	17.7	54	92,895	29.8	166	155,454	49.8	104		
For Eating:											
Upmarket	118,620	38.0	124	84,289	27.0	130	100,624	32.3	68		
Midmarket	107,434	34.4	100	30,095	9.6	107	166,003	53.2	96		
Downmarket	37,584	12.0	54	64,564	20.7	59	201,385	64.5	155		
For Drinking (monthly spend):											
Nothing	61,089	19.6	65	51,063	16.4	69	191,381	61.3	137		
Low (less than £10)	94,533	30.3	102	40,380	12.9	55	168,619	54.0	119		
Medium (Between £10 and £40)	126,766	40.6	133	65,345	20.9	117	111,421	35.7	71		
High (Greater than £40)	103,769	33.3	129	99,431	31.9	155	100,332	32.2	62		

Competitor Map



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★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Cannon, GU 2 4BL	Star Pubs & Bars	0.0	0.1
2	White House, GU 2 4AJ	Fuller Smith & Turner	0.0	0.1
3	George Abbott Hogshead, GU 2 4AB	Greene King	0.6	0.4
4	Thirty3Hz, GU 1 4XB	Independent Free	0.9	0.2
5	Bar Thirteen, GU 1 4RY	Independent Free	4.2	0.7
6	Rodboro Buildings, GU 1 4RY	Wetherspoon	4.2	0.7
7	Pop World, GU 1 4SB	Stonegate Pub Company	4.2	0.7
8	Britannia, GU 2 4BE	Shepherd Neame	4.5	0.9
9	Star Inn, GU 1 3TY	Shepherd Neame	4.8	1.5
10	Tickled Ivory Piano Bar, GU 1 4SS	Independent Free	5.1	0.9
11	Bar Des Arts, GU 1 3YA	Independent Free	5.7	2.0
12	Kokomo Cocktail Bar, GU 1 3YA	Independent Free	5.7	2.0
13	Weyside, GU 1 3XJ	Youngs	6.3	2.0
14	Cobbstar Bar, GU 1 3DP	Independent Free	6.6	1.8
15	Bills, GU 1 4AE	Bills	6.6	2.5
16	Pews Wine Bar, GU 1 3UL	Independent Free	6.9	1.9
17	Keep, GU 1 3UW	Ei Group	7.2	2.0
18	All Bar One, GU 1 4AF	Mitchells & Butlers	7.5	2.3
19	Five And Lime, GU 1 4JX	Ei Group	8.5	2.1
20	Cosy Club, GU 1 3QY	Loungers	9.4	2.4