

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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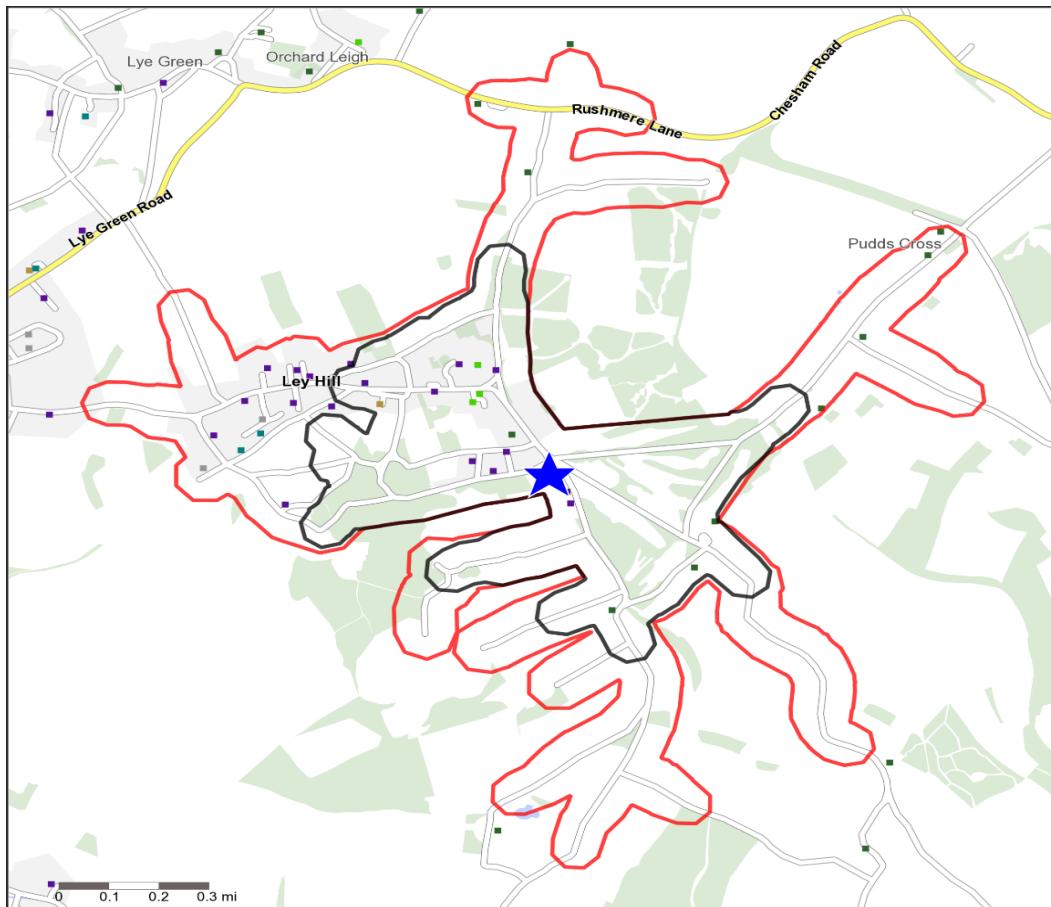
Number of Pubs	2	2	176
Catchment Adults 18+	366	846	197,479
Catchment Adults 18+ Per Pub	183	423	1,122
Populaton Projection 2018 to 2028 (% change)	2.32%	3.32%	8.16%

		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	Great Pub Great Food	355	97.0	187	<div></div>	1	Great Pub Great Food	835	98.7	191	<div></div>	1	Premium Local	149,227	75.6	146	<div></div>
2	Premium Local	355	97.0	208	<div></div>	2	Premium Local	835	98.7	212	<div></div>	2	Great Pub Great Food	143,000	72.4	155	<div></div>
3	Community Pub	25	6.8	11	<div></div>	3	High Street Pub	165	19.5	31	<div></div>	3	High Street Pub	120,556	61.0	97	<div></div>
4	High Street Pub	25	6.8	53	<div></div>	4	Community Pub	101	11.9	92	<div></div>	4	Bit of Style	72,894	36.9	285	<div></div>
5	Bit of Style	14	3.8	9	<div></div>	5	Bit of Style	79	9.3	23	<div></div>	5	Community Pub	67,314	34.1	84	<div></div>
6	Craft Led	14	3.8	14	<div></div>	6	Craft Led	15	1.8	7	<div></div>	6	Craft Led	18,205	9.2	34	<div></div>
7	Circuit Bar	0	0.0	0	<div></div>	7	Circuit Bar	0	0.0	0	<div></div>	7	Circuit Bar	11,716	5.9	58	<div></div>

	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	57	15.6	176	131	15.5	175	26,196	13.3	150
C1	29	7.9	65	85	10.0	82	24,888	12.6	103
C2	24	6.6	79	50	5.9	72	13,403	6.8	82
DE	11	3.0	29	24	2.8	28	11,933	6.0	59

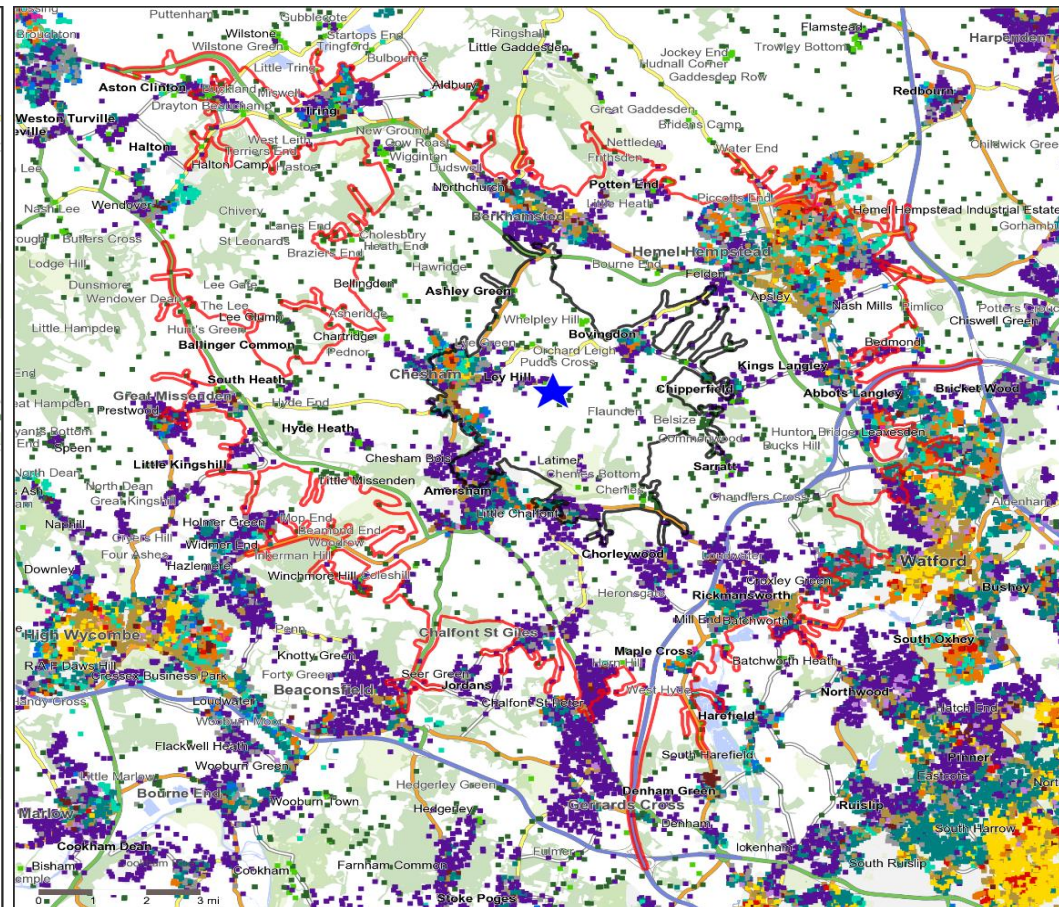
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	15	4.1	12	19	2.2	7	22,029	11.2	34
Medium (7-13)	44	12.0	36	74	8.7	26	44,114	22.3	67
High (14-19)	295	80.6	284	741	87.6	308	124,694	63.1	222

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	19
A02	Uptown Elite		0	0	114	1,448
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		8	33	1,899	17,097
B06	Diamond Days		35	98	2,270	17,084
B07	Alpha Families		195	293	2,312	14,288
B08	Bank of Mum and Dad		0	0	668	5,764
B09	Empty-Nest Adventure		0	0	112	1,141
C10	Wealthy Landowners		45	194	1,567	6,865
C11	Rural Vogue		0	3	46	159
C12	Scattered Homesteads		0	0	0	0
C13	Village Retirement		0	0	144	1,200
D14	Satellite Settlers		58	60	462	2,657
D15	Local Focus		0	0	0	409
D16	Outlying Seniors		11	11	11	240
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	75	1,434	9,520
E19	Bungalow Heaven		0	0	169	966
E20	Classic Grandparents		0	0	20	682
E21	Solo Retirees		0	0	244	3,610
F22	Boomerang Boarders		0	0	417	1,129
F23	Family Ties		0	0	211	2,607
F24	Fledgling Free		0	0	0	61
F25	Dependable Me		0	0	131	842
G26	Cafés and Catchments		0	0	1,132	14,756
G27	Thriving Independence		0	62	2,820	19,328
G28	Modern Parents		0	0	0	397
G29	Mid-Career Convention		0	2	513	2,703
H30	Primary Ambitions		0	0	1,468	13,449
H31	Affordable Fringe		0	0	22	35
H32	First-Rung Futures		0	0	79	429
H33	Contemporary Starts		0	0	208	2,418
H34	New Foundations		0	0	114	1,027
H35	Flying Solo		0	0	217	1,443

			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	2,637	18,852
I37	Budget Generations		0	0	0	0
I38	Economical Families		0	0	0	0
I39	Families on a Budget		0	0	0	0
J40	Value Rentals		0	0	0	0
J41	Youthful Endeavours		0	0	7	88
J42	Midlife Renters		0	0	155	1,731
J43	Renting Rooms		0	0	0	38
K44	Inner City Stalwarts		0	0	0	80
K45	City Diversity		0	0	0	158
K46	High Rise Residents		0	0	0	0
K47	Single Essentials		0	0	70	857
K48	Mature Workers		0	0	0	0
L49	Flatlet Seniors		0	0	74	543
L50	Pocket Pensions		0	0	206	1,982
L51	Retirement Communities		0	0	470	3,699
L52	Estate Veterans		0	0	43	872
L53	Seasoned Survivors		0	0	0	0
M54	Down-to-Earth Owners		0	0	0	2
M55	Back with the Folks		0	0	0	1,314
M56	Self Supporters		0	0	0	353
N57	Community Elders		0	0	119	616
N58	Culture & Comfort		0	0	172	247
N59	Large Family Living		0	0	166	166
N60	Ageing Access		0	0	366	1,758
O61	Career Builders		14	15	1,736	13,899
O62	Central Pulse		0	0	0	1,206
O63	Flexible Workforce		0	0	19	371
O64	Bus-Route Renters		0	0	823	3,878
O65	Learners & Earners		0	0	0	0
O66	Student Scene		0	0	0	0
U99	Unclassified		0	0	756	995
Total			366	846	26,623	197,478

Top 3 Mosaic Types in a 20 Minute Walktime

1. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

2. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

3. B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions



- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

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. B05 Premium Fortunes

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



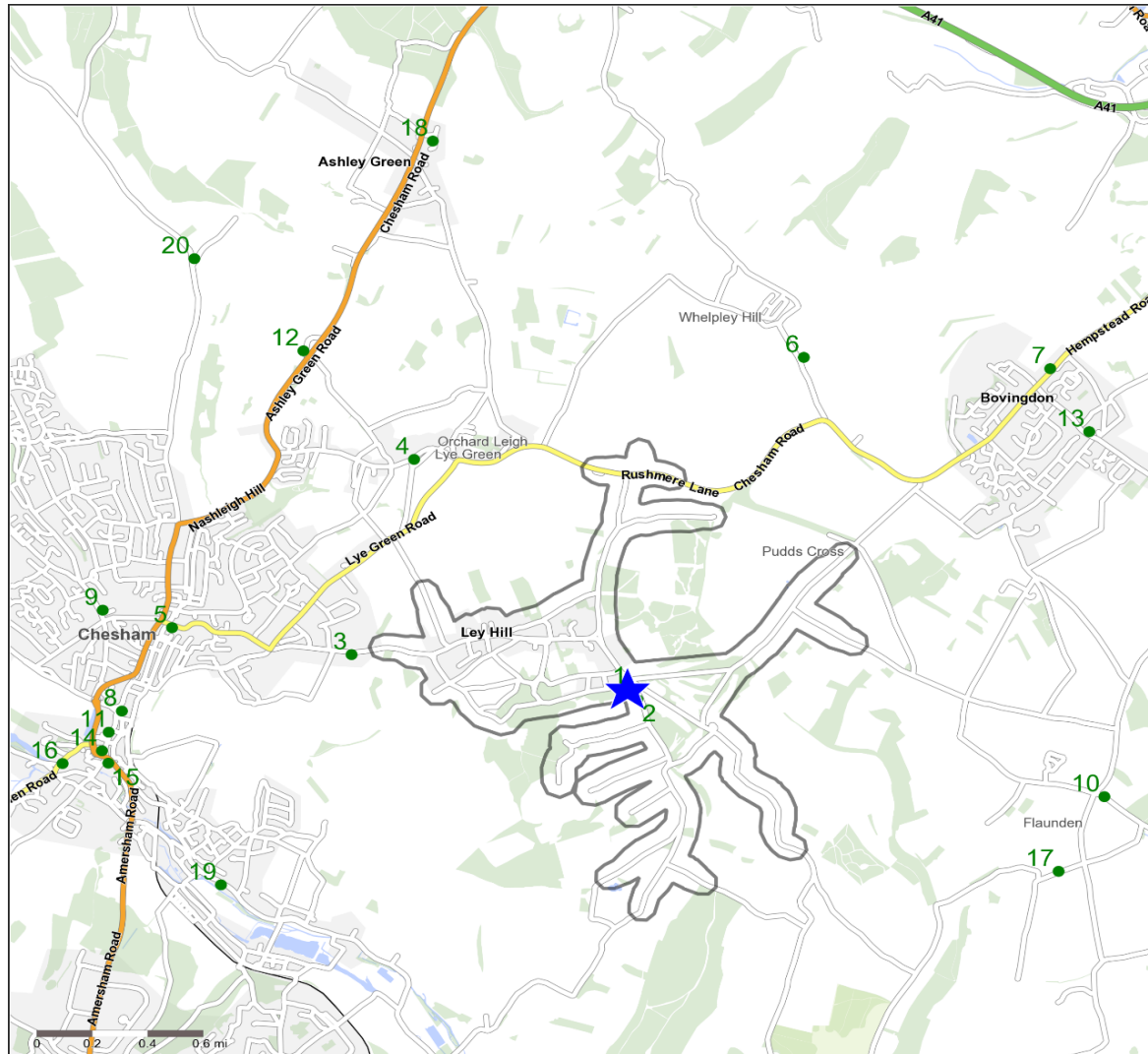
- Extensive detached homes
- Substantial income
- Teenage kids & students
- Portfolio of investments
- Directors and senior managers
- High mobile phone spend

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	0	0.0	0	368	43.5	266	478	56.5	109			
Male: Alone	11	1.3	4	79	9.3	60	756	89.4	168			
Male: Group	0	0.0	0	2	0.2	1	844	99.8	201			
Male: Pair	0	0.0	0	0	0.0	0	846	100.0	174			
Mixed Sex: Group	0	0.0	0	73	8.6	27	773	91.4	208			
Mixed Sex: Pair	62	7.3	31	26	3.1	9	758	89.6	210			
With Children	0	0.0	0	100	11.8	70	746	88.2	167			
Unknown	62	7.3	22	173	20.4	114	611	72.2	151			
For Eating:												
Upmarket	17	2.0	7	355	42.0	202	474	56.0	119			
Midmarket	15	1.8	5	0	0.0	0	831	98.2	178			
Downmarket	0	0.0	0	13	1.5	4	833	98.5	237			
For Drinking (monthly spend):												
Nothing	11	1.3	4	5	0.6	3	830	98.1	219			
Low (less than £10)	100	11.8	40	74	8.7	37	672	79.4	175			
Medium (Between £10 and £40)	133	15.7	51	502	59.3	333	211	24.9	50			
High (Greater than £40)	15	1.8	7	389	46.0	224	442	52.2	100			

Activity Group Structure	20 Minute Drivetime									
	High			Medium			Low			
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers
Female: Alone, Pair or Group	39,530	20.0	66	50,178	25.4	155	106,776	54.1	104	
Male: Alone	20,434	10.3	35	38,633	19.6	125	137,417	69.6	131	
Male: Group	32,014	16.2	71	28,354	14.4	55	136,116	68.9	139	
Male: Pair	23,676	12.0	46	6,915	3.5	23	165,893	84.0	146	
Mixed Sex: Group	20,056	10.2	44	49,436	25.0	78	126,992	64.3	146	
Mixed Sex: Pair	24,102	12.2	52	68,712	34.8	107	103,670	52.5	123	
With Children	27,834	14.1	49	42,191	21.4	127	126,459	64.0	121	
Unknown	33,165	16.8	51	66,096	33.5	187	97,223	49.2	103	
For Eating:										
Upmarket	67,143	34.0	111	58,750	29.7	143	70,590	35.7	76	
Midmarket	64,025	32.4	94	21,831	11.1	123	110,628	56.0	101	
Downmarket	23,997	12.2	55	41,566	21.0	60	130,921	66.3	159	
For Drinking (monthly spend):										
Nothing	47,793	24.2	80	28,625	14.5	61	120,065	60.8	136	
Low (less than £10)	66,084	33.5	112	29,795	15.1	64	100,604	50.9	112	
Medium (Between £10 and £40)	83,187	42.1	138	40,663	20.6	115	72,634	36.8	73	
High (Greater than £40)	59,258	30.0	116	67,749	34.3	167	69,476	35.2	67	

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	Crown, HP 5 1UY	Star Pubs & Bars	0.0	0.3
2	Swan, HP 5 1UT	Independent Free	1.8	0.4
3	Hen & Chickens, HP 5 1XG	Independent Free	21.7	4.2
4	Black Cat, HP 5 3LF	Independent Free	31.1	5.2
5	Jolly Sportsman, HP 5 3AX	Punch Pub Company	35.6	7.0
6	White Hart, HP 5 3RL	Independent Free	38.0	5.1
7	Halfway House, HP 3 0HF	Greene King	40.1	6.1
8	Generals Arms, HP 5 1BX	*Other Small Retail Groups	40.7	8.4
9	Gamekeepers Lodge, HP 5 2NN	Star Pubs & Bars	41.0	8.2
10	Bricklayers Arms, HP 3 0PH	Independent Free	42.6	5.3
11	George & Dragon, HP 5 1EP	Star Pubs & Bars	42.6	8.3
12	Golden Eagle, HP 5 3PF	Punch Pub Company	42.9	7.9
13	Bell, HP 3 0HP	Independent Free	43.8	6.6
14	Mad Squirrel, HP 5 1ES	Red Squirrel Brewing Co	43.8	8.5
15	Red Lion, HP 5 1ET	Greene King	43.8	8.6
16	Queens Head, HP 5 1JD	Fuller Smith & Turner	47.4	9.2
17	Green Dragon, HP 3 0PP	Independent Free	48.9	5.9
18	Bellcote, HP 5 3PR	Marston's	51.3	7.9
19	Pheasant, HP 5 1QE	Star Pubs & Bars	55.8	8.3
20	Black Horse, HP 5 3NS	*Other Small Retail Groups	82.9	11.8