

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	5	6	126
Catchment Adults 18+	4,278	6,345	134,405
Catchment Adults 18+ Per Pub	856	1,058	1,067
Populaton Projection 2020 to 2030 (% change)	-2.59%	-2.69%	3.14%

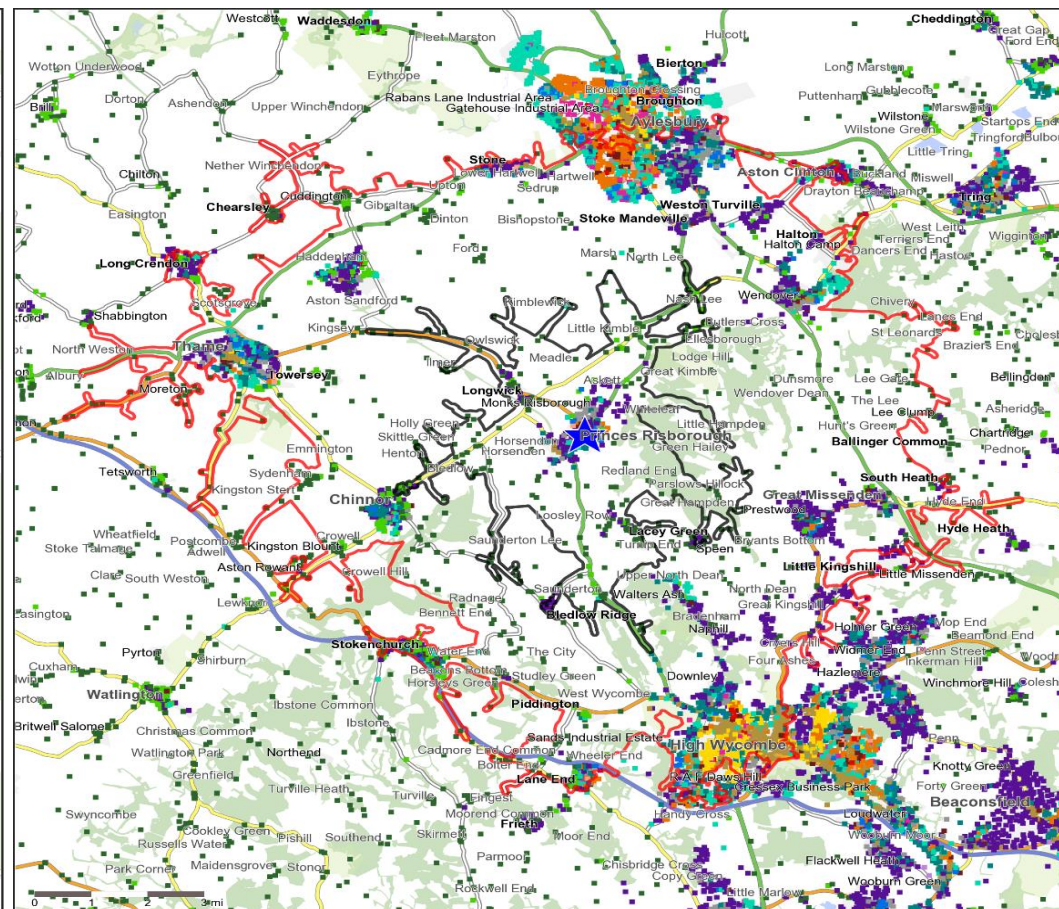
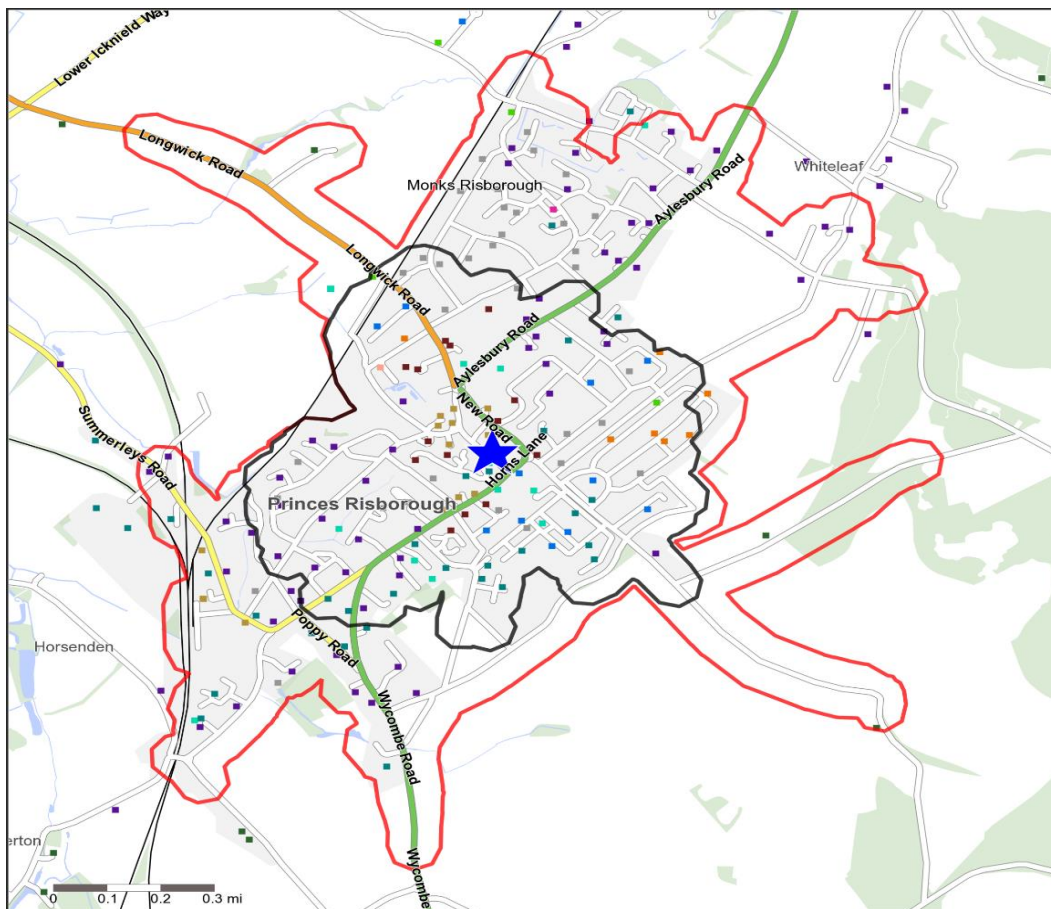
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	2,907	68.0	129	1	Premium Local	4,300	67.8	129	1	Premium Local	100,264	74.6	142
2	Premium Local	2,710	63.3	135	2	Great Pub Great Food	3,698	58.3	124	2	Great Pub Great Food	83,553	62.2	133
3	Great Pub Great Food	2,189	51.2	80	3	High Street Pub	3,518	55.4	87	3	High Street Pub	66,154	49.2	77
4	Community Pub	2,097	49.0	342	4	Community Pub	2,395	37.7	263	4	Bit of Style	44,510	33.1	231
5	Bit of Style	979	22.9	57	5	Bit of Style	1,446	22.8	56	5	Community Pub	35,085	26.1	65
6	Circuit Bar	426	10.0	35	6	Circuit Bar	507	8.0	28	6	Circuit Bar	18,678	13.9	48
7	Craft Led	82	1.9	17	7	Craft Led	133	2.1	19	7	Craft Led	12,413	9.2	82

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	413	9.7	109	684	10.8	122	15,909	11.8	133
C1	470	11.0	89	678	10.7	87	16,773	12.5	102
C2	313	7.3	89	430	6.8	82	10,088	7.5	91
DE	231	5.4	52	314	4.9	48	8,651	6.4	63

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)	527	12.3	37	570	9.0	27	17,509	13.0	39
Medium (7-13)	966	22.6	68	1,169	18.4	55	35,160	26.2	79
High (14-19)	2,312	54.0	190	3,886	61.2	215	75,955	56.5	198

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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	15
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	25
B05	Premium Fortunes	42	127	323	1,746
B06	Diamond Days	163	421	893	5,881
B07	Alpha Families	351	586	1,242	12,873
B08	Bank of Mum and Dad	147	332	420	5,026
B09	Empty-Nest Adventure	64	223	226	3,035
C10	Wealthy Landowners	11	31	2,955	9,768
C11	Rural Vogue	0	1	165	589
C12	Scattered Homesteads	0	0	0	16
C13	Village Retirement	0	0	1,139	3,302
D14	Satellite Settlers	5	18	851	5,841
D15	Local Focus	65	87	87	1,337
D16	Outlying Seniors	0	0	24	480
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	530	698	704	4,918
E19	Bungalow Heaven	131	528	528	1,480
E20	Classic Grandparents	0	0	0	701
E21	Solo Retirees	173	173	173	1,201
F22	Boomerang Boarders	189	189	189	793
F23	Family Ties	181	181	261	3,122
F24	Fledgling Free	0	0	0	38
F25	Dependable Me	73	74	74	1,560
G26	Cafés and Catchments	0	0	0	2,840
G27	Thriving Independence	295	535	603	8,069
G28	Modern Parents	0	0	0	1,468
G29	Mid-Career Convention	362	457	465	6,482
H30	Primary Ambitions	0	0	0	6,970
H31	Affordable Fringe	0	0	0	487
H32	First-Rung Futures	27	27	27	925
H33	Contemporary Starts	75	100	125	5,477
H34	New Foundations	165	221	278	1,340
H35	Flying Solo	26	26	26	880

		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	403	437	437	6,995
I37	Budget Generations	0	0	0	114
I38	Economical Families	0	0	0	0
I39	Families on a Budget	0	0	0	41
J40	Value Rentals	0	0	0	41
J41	Youthful Endeavours	0	0	0	185
J42	Midlife Renters	0	9	9	1,652
J43	Renting Rooms	0	0	0	106
K44	Inner City Stalwarts	0	0	0	153
K45	City Diversity	0	0	0	195
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	0	0	0	631
K48	Mature Workers	0	0	0	0
L49	Flatlet Seniors	126	126	126	277
L50	Pocket Pensions	0	0	0	1,546
L51	Retirement Communities	415	430	466	1,860
L52	Estate Veterans	0	0	0	451
L53	Seasoned Survivors	0	0	0	60
M54	Down-to-Earth Owners	0	0	0	31
M55	Back with the Folks	96	96	96	631
M56	Self Supporters	0	0	0	166
N57	Community Elders	0	0	0	2,237
N58	Culture & Comfort	0	0	0	2,605
N59	Large Family Living	0	0	0	2,360
N60	Ageing Access	0	0	0	773
O61	Career Builders	29	80	85	3,372
O62	Central Pulse	0	0	0	1,642
O63	Flexible Workforce	0	0	0	2,142
O64	Bus-Route Renters	133	133	133	2,635
O65	Learners & Earners	0	0	0	2,155
O66	Student Scene	0	0	0	666
U99	Unclassified	0	0	0	0
Total		4,277	6,346	13,130	134,407

Top 3 Mosaic Types in a 20 Minute Walktime

1. E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes



- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

2. 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

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

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. G27 Thriving Independence

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



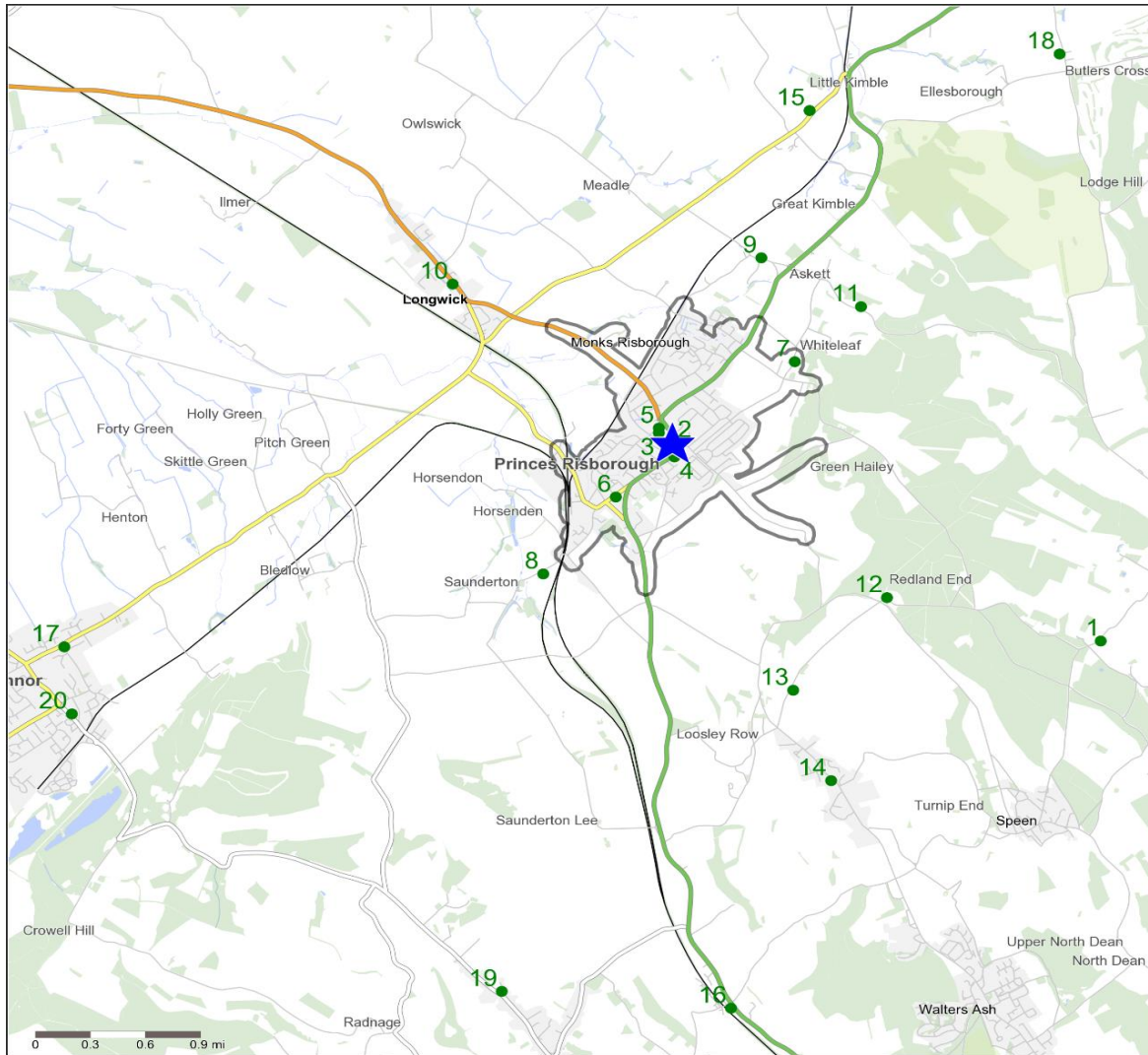
- Singles and cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

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	1,261	19.9	62	1,208	19.0	112	3,876	61.1	120		
Male: Alone	1,238	19.5	66	1,072	16.9	102	4,036	63.6	119		
Male: Group	712	11.2	49	1,500	23.6	88	4,133	65.1	130		
Male: Pair	1,164	18.3	70	495	7.8	51	4,686	73.9	126		
Mixed Sex: Group	876	13.8	56	2,064	32.5	101	3,405	53.7	124		
Mixed Sex: Pair	1,415	22.3	92	1,468	23.1	70	3,462	54.6	128		
With Children	598	9.4	32	1,502	23.7	135	4,246	66.9	127		
Unknown	1,276	20.1	58	1,734	27.3	148	3,336	52.6	113		
For Eating:											
Upmarket	1,594	25.1	78	1,788	28.2	130	2,963	46.7	101		
Midmarket	1,020	16.1	45	463	7.3	80	4,862	76.6	140		
Downmarket	673	10.6	46	2,325	36.6	104	3,347	52.8	127		
For Drinking (monthly spend):											
Nothing	1,322	20.8	68	1,415	22.3	95	3,608	56.9	124		
Low (less than £10)	1,899	29.9	101	1,287	20.3	85	3,160	49.8	107		
Medium (Between £10 and £40)	2,026	31.9	104	830	13.1	72	3,490	55.0	108		
High (Greater than £40)	1,101	17.4	66	1,704	26.9	129	3,541	55.8	106		

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	37,375	27.8	86	31,150	23.2	136	65,881	49.0	97	
Male: Alone	22,903	17.0	57	20,785	15.5	93	90,718	67.5	126	
Male: Group	17,610	13.1	57	31,921	23.7	88	84,875	63.1	126	
Male: Pair	23,325	17.4	66	7,619	5.7	37	103,460	77.0	132	
Mixed Sex: Group	25,066	18.6	76	45,064	33.5	104	64,275	47.8	111	
Mixed Sex: Pair	33,416	24.9	103	32,245	24.0	73	68,744	51.1	120	
With Children	24,488	18.2	61	28,562	21.3	121	81,355	60.5	115	
Unknown	38,470	28.6	82	33,250	24.7	134	62,685	46.6	100	
For Eating:										
Upmarket	51,199	38.1	118	35,765	26.6	123	47,442	35.3	76	
Midmarket	42,862	31.9	88	8,142	6.1	66	83,401	62.1	113	
Downmarket	19,903	14.8	64	40,518	30.1	85	73,983	55.0	133	
For Drinking (monthly spend):										
Nothing	30,497	22.7	74	24,012	17.9	76	79,896	59.4	130	
Low (less than £10)	43,893	32.7	110	24,793	18.4	78	65,720	48.9	105	
Medium (Between £10 and £40)	46,143	34.3	112	34,329	25.5	141	53,933	40.1	79	
High (Greater than £40)	34,124	25.4	96	37,526	27.9	135	62,755	46.7	88	

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	Hampden Arms, HP16 9RQ	Independent Free	0.0	7.7
2	George & Dragon, HP27 0AX	Star Pubs & Bars	0.0	0.1
3	Whiteleaf Cross, HP27 0AN	Greene King	1.5	1.6
4	Bell Inn, HP27 0AD	Admiral Taverns Ltd	1.8	0.5
5	Duke Street Wine Bar, HP27 0AT	Independent Free	2.4	1.4
6	Bird In Hand, HP27 9DE	Greene King	9.7	1.8
7	Red Lion, HP27 0LL	Independent Free	18.7	4.6
8	Lions Of Bledlow, HP27 9NG	Independent Free	23.2	4.4
9	Three Crowns, HP27 9LT	Unknown	30.5	4.9
10	Red Lion, HP27 9SG	Independent Free	32.6	4.7
11	Plough, HP27 0NB	Independent Free	35.0	5.5
12	Pink & Lily, HP27 0RJ	Oak Taverns	35.3	5.0
13	Whip Inn, HP27 0PG	Ei Group	48.0	6.7
14	Black Horse, HP27 0QU	Admiral Taverns Ltd	52.2	7.5
15	Swan, HP17 9TR	Independent Free	55.2	6.8
16	Golden Cross, HP14 4HU	Ei Group	71.2	7.4
17	Red Lion, OX39 4DL	Ei Group	86.6	10.2
18	Russell Arms, HP17 0TS	Unknown	89.4	9.6
19	Boot, HP14 4AL	Independent Free	94.5	10.9
20	Crown, OX39 4EX	Star Pubs & Bars	98.9	12.2