

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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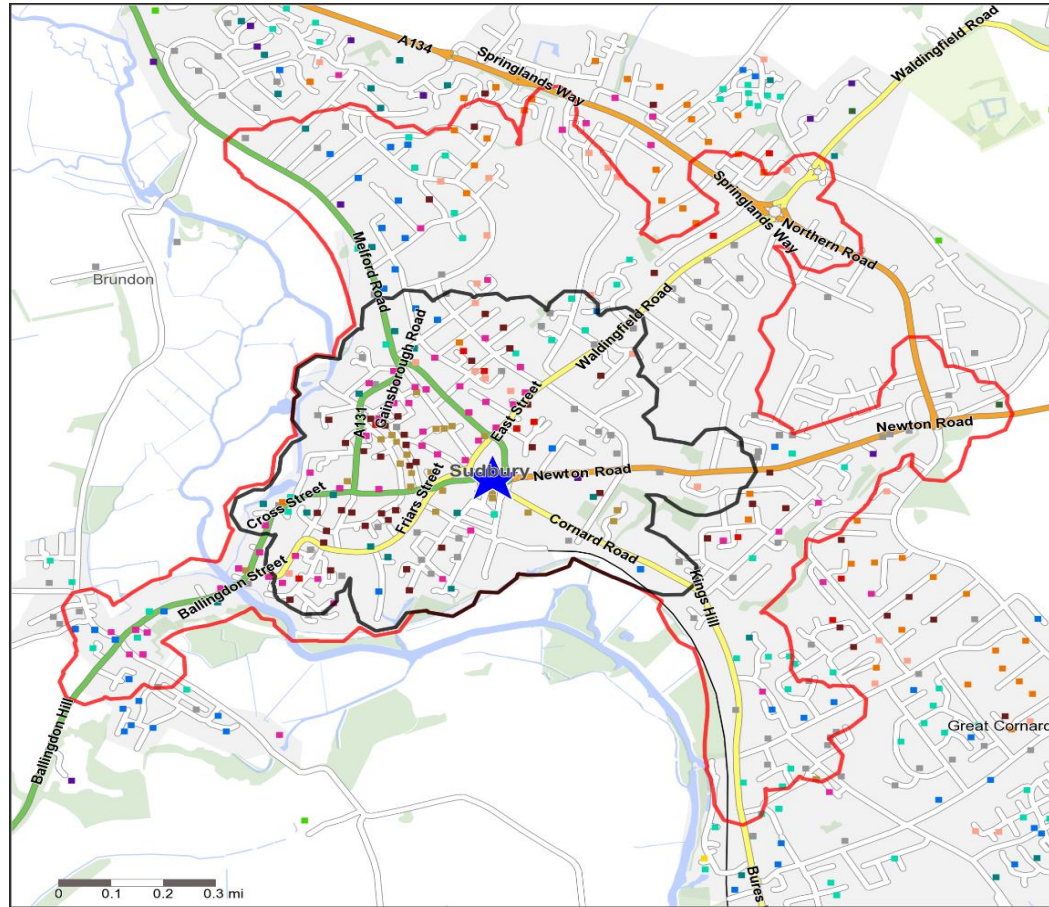
Number of Pubs	15	18	85
Catchment Adults 18+	4,475	8,912	62,791
Catchment Adults 18+ Per Pub	298	495	739
Populaton Projection 2018 to 2028 (% change)	1.33%	2.72%	5.21%

		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	3,865	86.4	167	1	High Street Pub	7,514	84.3	163	1	Premium Local	35,219	56.1	108
2	Community Pub	3,754	83.9	180	2	Community Pub	6,835	76.7	165	2	Community Pub	31,297	49.8	107
3	Circuit Bar	981	21.9	35	3	Premium Local	2,390	26.8	43	3	High Street Pub	30,990	49.4	78
4	Premium Local	775	17.3	134	4	Circuit Bar	1,674	18.8	145	4	Great Pub Great Food	29,358	46.8	362
5	Bit of Style	517	11.6	29	5	Bit of Style	1,306	14.7	36	5	Bit of Style	7,833	12.5	31
6	Craft Led	472	10.5	39	6	Great Pub Great Food	1,261	14.1	53	6	Circuit Bar	5,794	9.2	34
7	Great Pub Great Food	360	8.0	78	7	Craft Led	1,043	11.7	114	7	Craft Led	3,157	5.0	49

	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	287	6.4	73	545	6.1	69	4,790	7.6	86
C1	475	10.6	87	872	9.8	80	6,838	10.9	89
C2	377	8.4	102	831	9.3	113	6,136	9.8	118
DE	563	12.6	122	1,069	12.0	117	5,368	8.5	83

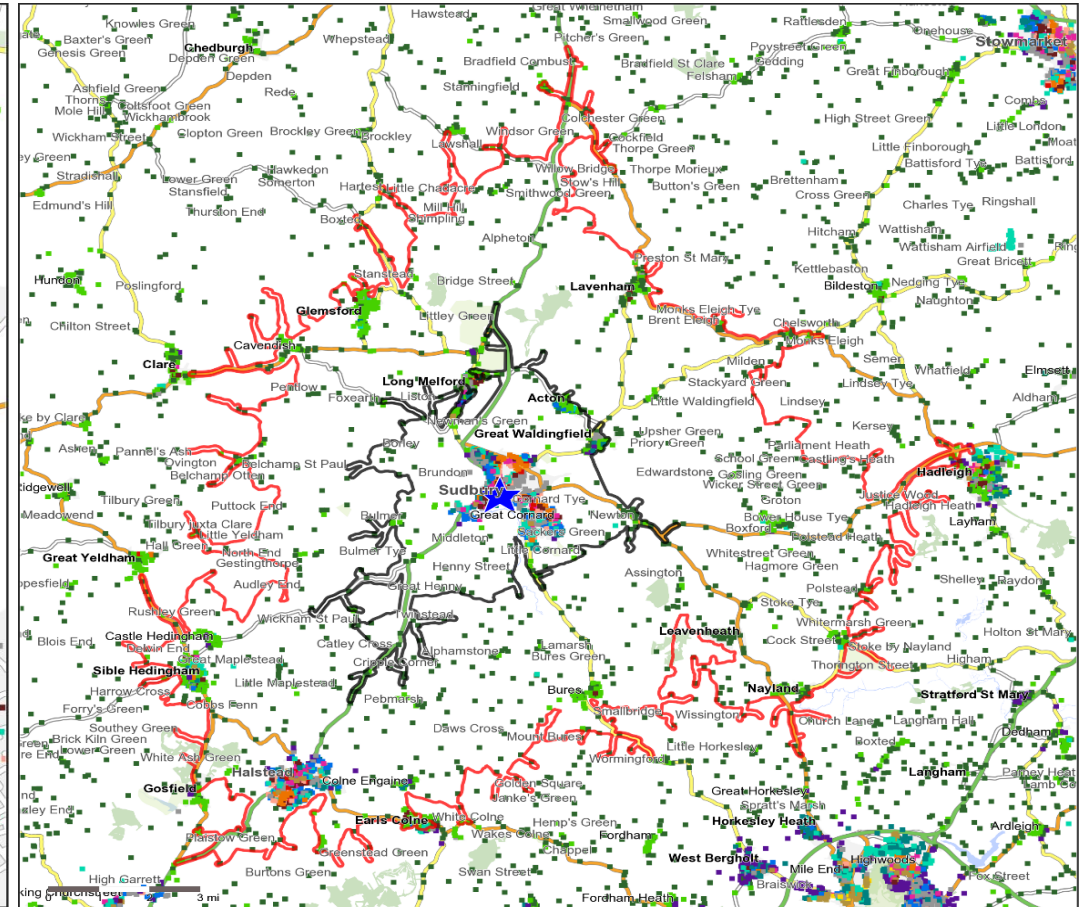
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,587	35.5	107	2,951	33.1	100	14,997	23.9	72
Medium (7-13)	1,586	35.4	107	3,664	41.1	124	21,542	34.3	103
High (14-19)	793	17.7	62	1,662	18.6	66	20,449	32.6	115

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

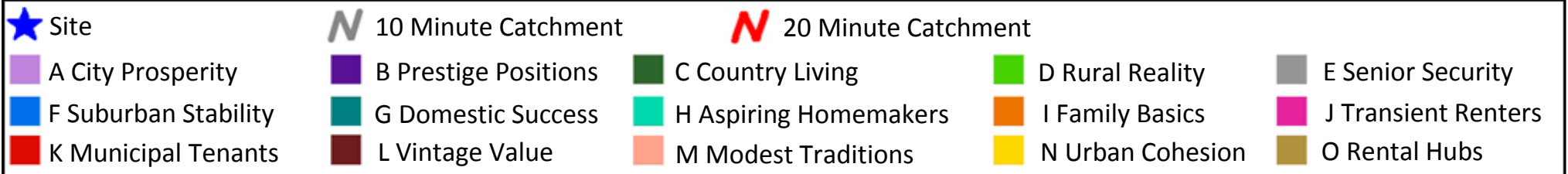


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## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0
	A02	Uptown Elite	0	0	0	0
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	0	0
	B06	Diamond Days	0	0	0	53
	B07	Alpha Families	0	0	20	180
	B08	Bank of Mum and Dad	28	55	255	349
	B09	Empty-Nest Adventure	0	2	166	358
	C10	Wealthy Landowners	0	0	562	3,880
	C11	Rural Vogue	0	0	435	2,946
	C12	Scattered Homesteads	0	0	138	1,081
	C13	Village Retirement	0	3	1,129	6,654
	D14	Satellite Settlers	0	4	1,067	6,977
	D15	Local Focus	0	0	874	4,505
	D16	Outlying Seniors	0	0	506	3,470
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	28	81	94	186
	E19	Bungalow Heaven	298	987	1,787	2,520
	E20	Classic Grandparents	83	146	443	566
	E21	Solo Retirees	251	593	716	1,153
	F22	Boomerang Boarders	0	201	449	860
	F23	Family Ties	98	98	424	740
	F24	Fledgling Free	0	253	540	758
	F25	Dependable Me	145	243	542	1,421
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	206	264	309	500
	G28	Modern Parents	0	0	217	460
	G29	Mid-Career Convention	26	81	1,156	2,077
	H30	Primary Ambitions	0	12	295	594
	H31	Affordable Fringe	50	285	1,227	1,413
	H32	First-Rung Futures	129	679	983	1,983
	H33	Contemporary Starts	0	32	697	1,171
	H34	New Foundations	11	32	91	280
	H35	Flying Solo	2	12	15	453

			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	108	482	1,186
	I37	Budget Generations	41	321	975	1,023
	I38	Economical Families	0	40	223	256
	I39	Families on a Budget	0	92	881	1,091
	J40	Value Rentals	122	175	229	283
	J41	Youthful Endeavours	3	53	66	66
	J42	Midlife Renters	847	1,233	1,618	2,814
	J43	Renting Rooms	76	91	183	183
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	0
	K47	Single Essentials	321	332	396	689
	K48	Mature Workers	0	78	183	183
	L49	Flatlet Seniors	217	217	217	257
	L50	Pocket Pensions	105	137	426	1,822
	L51	Retirement Communities	493	511	513	724
	L52	Estate Veterans	91	276	638	1,174
	L53	Seasoned Survivors	7	48	48	63
	M54	Down-to-Earth Owners	32	45	174	266
	M55	Back with the Folks	82	242	399	731
	M56	Self Supporters	90	233	649	1,020
	N57	Community Elders	0	0	0	0
	N58	Culture & Comfort	0	0	0	0
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	0	8	51	51
	O61	Career Builders	21	21	21	32
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	516	535	622	1,152
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	54	54	54	136
Total			4,473	8,913	24,185	62,790



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

### 2. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

### 3. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

### 2. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

### 3. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



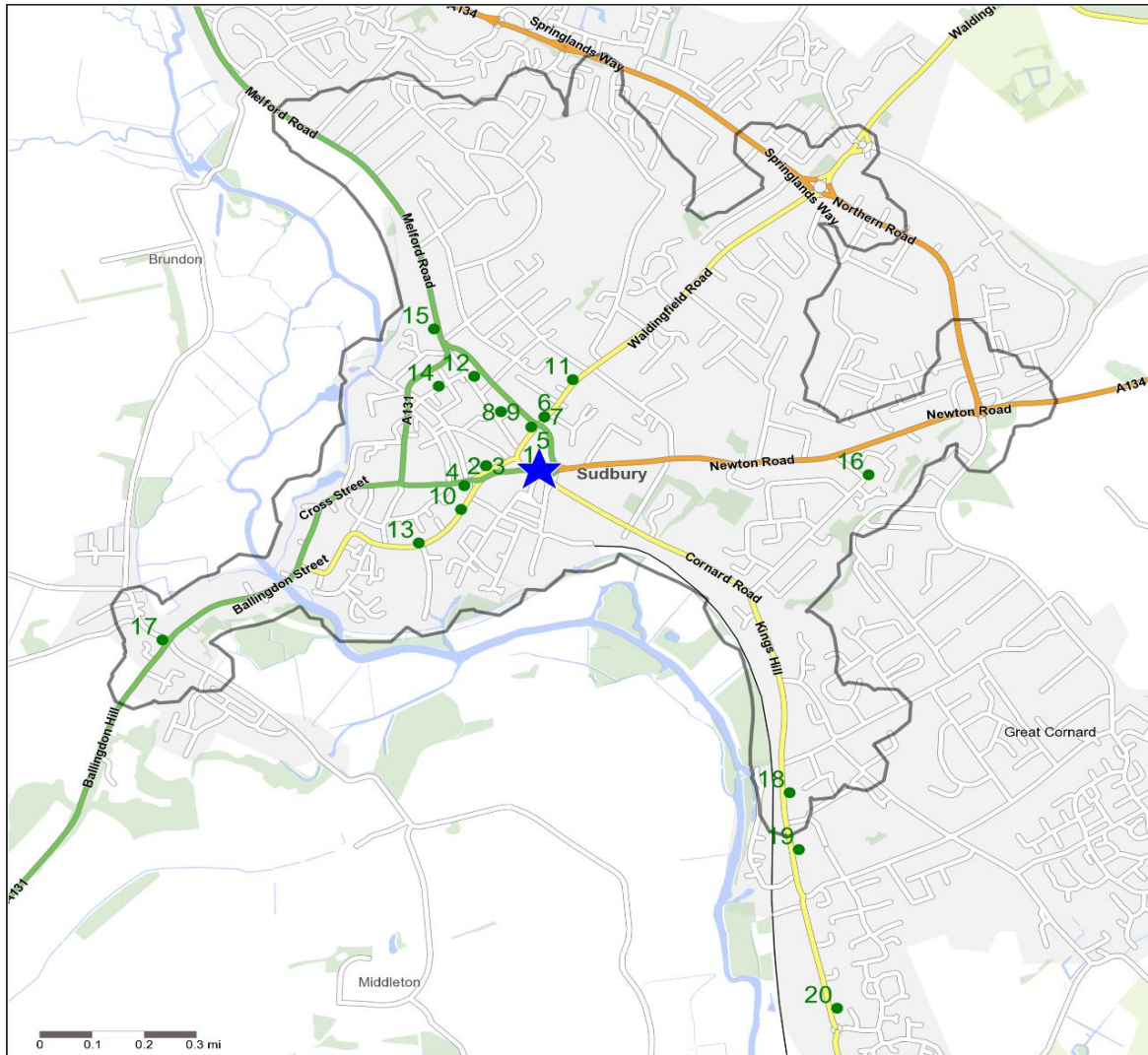
- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

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

	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	2,995	33.6	111	<div><div></div></div>	831	9.3	57	<div><div></div></div>	5,032	56.5	108	<div><div></div></div>
Male: Alone	4,168	46.8	157	<div><div></div></div>	964	10.8	69	<div><div></div></div>	3,726	41.8	78	<div><div></div></div>
Male: Group	3,357	37.7	165	<div><div></div></div>	2,227	25.0	95	<div><div></div></div>	3,274	36.7	74	<div><div></div></div>
Male: Pair	4,075	45.7	175	<div><div></div></div>	1,959	22.0	144	<div><div></div></div>	2,823	31.7	55	<div><div></div></div>
Mixed Sex: Group	3,084	34.6	151	<div><div></div></div>	1,943	21.8	68	<div><div></div></div>	3,830	43.0	98	<div><div></div></div>
Mixed Sex: Pair	3,201	35.9	153	<div><div></div></div>	2,255	25.3	78	<div><div></div></div>	3,402	38.2	89	<div><div></div></div>
With Children	3,864	43.4	150	<div><div></div></div>	720	8.1	48	<div><div></div></div>	4,275	48.0	91	<div><div></div></div>
Unknown	1,445	16.2	49	<div><div></div></div>	2,207	24.8	138	<div><div></div></div>	5,206	58.4	122	<div><div></div></div>
For Eating:												
Upmarket	1,902	21.3	70	<div><div></div></div>	2,329	26.1	126	<div><div></div></div>	4,627	51.9	110	<div><div></div></div>
Midmarket	3,364	37.7	110	<div><div></div></div>	264	3.0	33	<div><div></div></div>	5,229	58.7	106	<div><div></div></div>
Downmarket	2,500	28.1	126	<div><div></div></div>	3,667	41.1	118	<div><div></div></div>	2,691	30.2	73	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	1,972	22.1	73	<div><div></div></div>	2,309	25.9	110	<div><div></div></div>	4,577	51.4	115	<div><div></div></div>
Low (less than £10)	1,453	16.3	55	<div><div></div></div>	3,449	38.7	165	<div><div></div></div>	3,955	44.4	98	<div><div></div></div>
Medium (Between £10 and £40)	1,450	16.3	53	<div><div></div></div>	897	10.1	56	<div><div></div></div>	6,510	73.0	145	<div><div></div></div>
High (Greater than £40)	960	10.8	42	<div><div></div></div>	1,581	17.7	86	<div><div></div></div>	6,317	70.9	136	<div><div></div></div>

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	10,429	16.6	55	15,500	24.7	151	36,726	58.5	112	
Male: Alone	16,927	27.0	91	5,132	8.2	52	40,596	64.7	121	
Male: Group	11,736	18.7	82	20,155	32.1	123	30,764	49.0	99	
Male: Pair	12,427	19.8	76	6,359	10.1	66	43,869	69.9	122	
Mixed Sex: Group	9,016	14.4	63	32,181	51.3	160	21,458	34.2	78	
Mixed Sex: Pair	19,162	30.5	130	20,175	32.1	99	23,319	37.1	87	
With Children	12,391	19.7	68	11,387	18.1	108	38,878	61.9	117	
Unknown	19,835	31.6	96	7,026	11.2	62	35,795	57.0	119	
For Eating:										
Upmarket	10,647	17.0	55	6,897	11.0	53	45,111	71.8	152	
Midmarket	9,757	15.5	45	2,796	4.5	49	50,102	79.8	144	
Downmarket	9,963	15.9	71	22,883	36.4	104	29,809	47.5	114	
For Drinking (monthly spend):										
Nothing	17,964	28.6	95	14,867	23.7	100	29,824	47.5	106	
Low (less than £10)	17,010	27.1	91	28,271	45.0	192	17,374	27.7	61	
Medium (Between £10 and £40)	9,275	14.8	48	14,259	22.7	127	39,121	62.3	124	
High (Greater than £40)	5,198	8.3	32	10,539	16.8	82	46,918	74.7	143	

## 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	Royal Oak, CO10 2EB	Star Pubs & Bars	0.3	0.1
2	Black Boy, CO10 2EA	Greene King	2.7	0.5
3	Prado Lounge, CO10 2EA	Loungers	2.7	0.5
4	Fiftytwo, CO10 2ET	Independent Free	3.0	0.6
5	Weavers Tap, CO10 2HX	Stonegate Pub Company	3.0	0.7
6	Brewery Tap, CO10 2TP	Mauldons	3.6	0.8
7	Waggon & Horses, CO10 2TP	Unknown	3.6	0.8
8	Grover & Allen, CO10 1RF	Wetherspoon	3.6	2.1
9	White Horse, CO10 1RF	Greene King	3.6	2.1
10	Secret Garden Tea Rooms, CO10 2AA	Independent Free	3.9	0.8
11	Horse & Groom, CO10 2TU	Hawthorn Leisure	4.8	1.1
12	North Street Tavern, CO10 1RE	Hawthorn Leisure	5.4	2.0
13	Angel Inn, CO10 2AG	Hawthorn Leisure	5.7	1.2
14	Prince Of Wales, CO10 1JB	Independent Free	6.0	1.6
15	Bay Horse, CO10 1JS	*Other Small Retail Groups	8.2	1.9
16	Maldon Grey, CO10 2RZ	Greene King	13.3	2.9
17	Cyclist, CO10 2BZ	Independent Free	17.2	3.1
18	Five Bells, CO10 0HU	Hawthorn Leisure	19.0	4.4
19	Kings Head, CO10 0JE	Greene King	20.5	4.9
20	Brook Inn, CO10 0JQ	Independent Free	27.5	6.0