

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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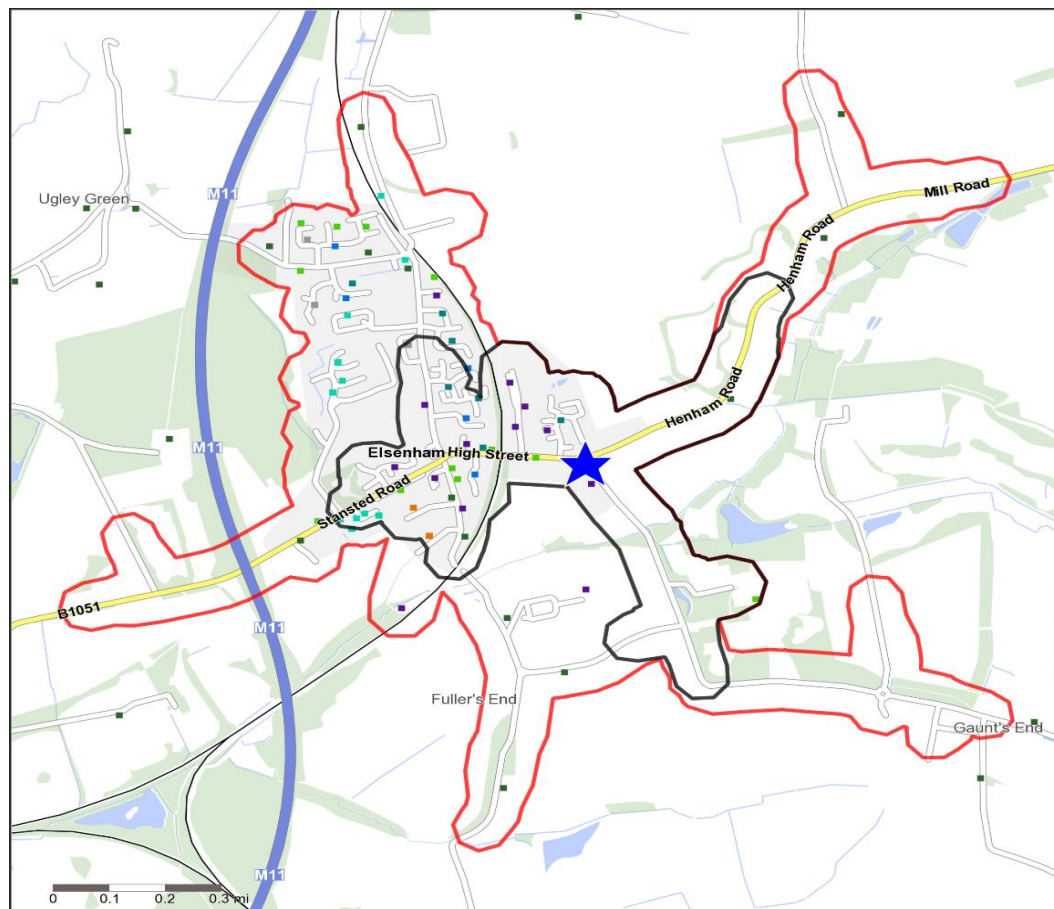
Number of Pubs	1	1	92
Catchment Adults 18+	1,138	2,168	71,304
Catchment Adults 18+ Per Pub	1,138	2,168	775
Populaton Projection 2018 to 2028 (% change)	16.23%	15.27%	12.61%

		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	Premium Local	996	87.5	169	1	Premium Local	1,805	83.3	161	1	Premium Local	59,017	82.8	160
2	Great Pub Great Food	775	68.1	146	2	Great Pub Great Food	1,380	63.7	137	2	Great Pub Great Food	53,044	74.4	160
3	High Street Pub	547	48.1	76	3	High Street Pub	964	44.5	71	3	High Street Pub	33,024	46.3	73
4	Bit of Style	335	29.4	228	4	Bit of Style	660	30.4	235	4	Bit of Style	24,912	34.9	270
5	Community Pub	202	17.8	44	5	Community Pub	403	18.6	46	5	Community Pub	17,890	25.1	62
6	Circuit Bar	58	5.1	19	6	Circuit Bar	220	10.1	38	6	Circuit Bar	7,268	10.2	38
7	Craft Led	0	0.0	0	7	Craft Led	32	1.5	14	7	Craft Led	5,851	8.2	80

	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	105	9.2	104	173	8.0	90	9,088	12.7	144
C1	152	13.4	109	294	13.6	111	9,422	13.2	108
C2	123	10.8	131	228	10.5	127	5,365	7.5	91
DE	78	6.9	67	130	6.0	58	3,977	5.6	54

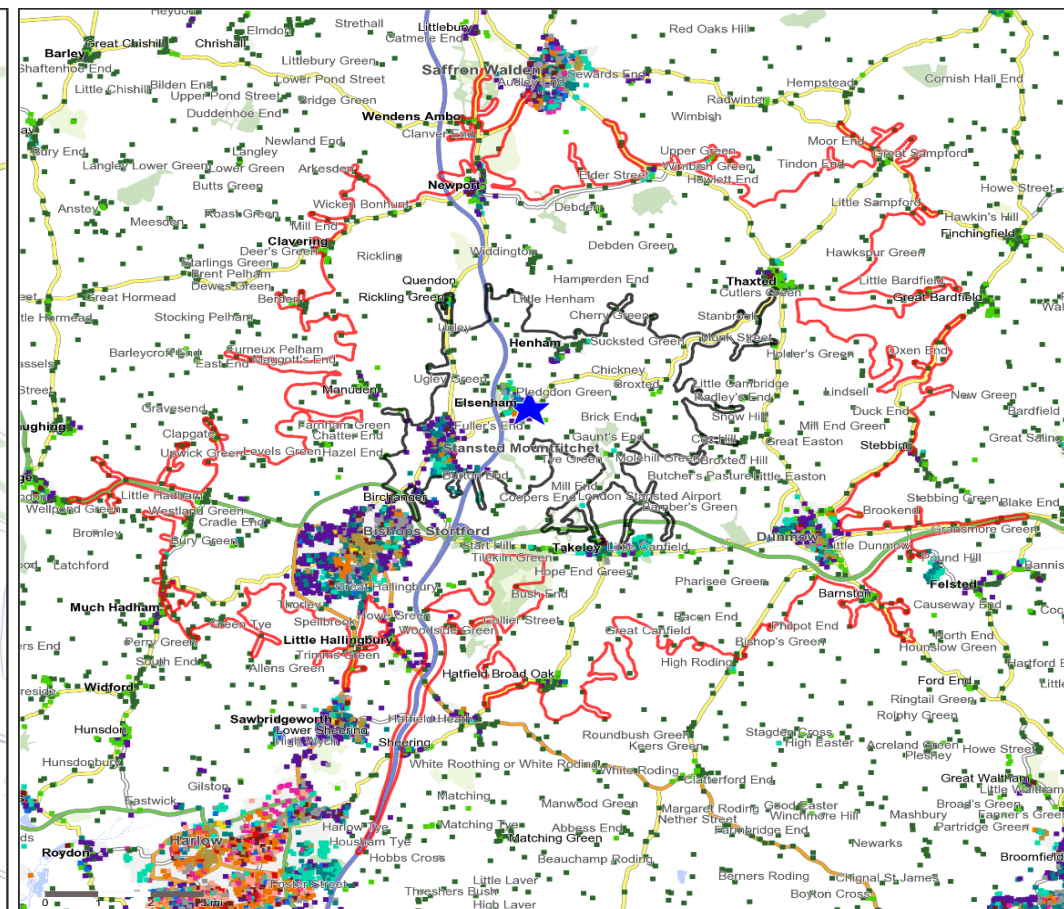
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	87	7.6	23	142	6.5	20	6,649	9.3	28
Medium (7-13)	293	25.7	78	569	26.2	79	17,187	24.1	73
High (14-19)	708	62.2	219	1,293	59.6	210	46,321	65.0	229

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	0	0
A02	Uptown Elite	0	0	0	98	0	0
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	6	7	53	1,223	0	0
B06	Diamond Days	2	2	83	1,475	0	0
B07	Alpha Families	116	147	901	4,804	0	0
B08	Bank of Mum and Dad	102	128	598	3,932	0	0
B09	Empty-Nest Adventure	23	28	300	1,455	0	0
C10	Wealthy Landowners	75	164	1,495	8,052	0	0
C11	Rural Vogue	5	10	409	2,082	0	0
C12	Scattered Homesteads	0	2	23	116	0	0
C13	Village Retirement	49	179	584	2,867	0	0
D14	Satellite Settlers	121	203	494	4,834	0	0
D15	Local Focus	34	91	138	1,060	0	0
D16	Outlying Seniors	0	10	121	800	0	0
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	0	302	2,467	0	0
E19	Bungalow Heaven	0	23	23	837	0	0
E20	Classic Grandparents	7	44	57	308	0	0
E21	Solo Retirees	0	63	63	499	0	0
F22	Boomerang Boarders	0	17	21	252	0	0
F23	Family Ties	102	176	176	951	0	0
F24	Fledgling Free	0	53	59	300	0	0
F25	Dependable Me	61	61	86	554	0	0
G26	Cafés and Catchments	0	0	3	2,021	0	0
G27	Thriving Independence	0	0	921	4,792	0	0
G28	Modern Parents	131	131	515	2,944	0	0
G29	Mid-Career Convention	146	309	1,299	3,182	0	0
H30	Primary Ambitions	0	0	182	1,901	0	0
H31	Affordable Fringe	0	0	22	56	0	0
H32	First-Rung Futures	0	0	0	94	0	0
H33	Contemporary Starts	0	100	1,266	3,801	0	0
H34	New Foundations	58	88	106	404	0	0
H35	Flying Solo	0	32	32	626	0	0

				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	100	100	566	2,927	0	0
I37	Budget Generations	0	0	0	0	0	0
I38	Economical Families	0	0	0	0	0	0
I39	Families on a Budget	0	0	0	0	0	0
J40	Value Rentals	0	0	0	0	0	0
J41	Youthful Endeavours	0	0	13	31	0	0
J42	Midlife Renters	0	0	114	369	0	0
J43	Renting Rooms	0	0	0	2	0	0
K44	Inner City Stalwarts	0	0	0	42	0	0
K45	City Diversity	0	0	0	100	0	0
K46	High Rise Residents	0	0	0	0	0	0
K47	Single Essentials	0	0	0	83	0	0
K48	Mature Workers	0	0	0	0	0	0
L49	Flatlet Seniors	0	0	0	0	0	0
L50	Pocket Pensions	0	0	99	855	0	0
L51	Retirement Communities	0	0	0	775	0	0
L52	Estate Veterans	0	0	29	188	0	0
L53	Seasoned Survivors	0	0	0	0	0	0
M54	Down-to-Earth Owners	0	0	0	0	0	0
M55	Back with the Folks	0	0	0	38	0	0
M56	Self Supporters	0	0	0	0	0	0
N57	Community Elders	0	0	0	0	0	0
N58	Culture & Comfort	0	0	0	0	0	0
N59	Large Family Living	0	0	0	0	0	0
N60	Ageing Access	0	0	2	339	0	0
O61	Career Builders	0	0	449	4,190	0	0
O62	Central Pulse	0	0	0	592	0	0
O63	Flexible Workforce	0	0	0	266	0	0
O64	Bus-Route Renters	0	0	112	1,371	0	0
O65	Learners & Earners	0	0	0	0	0	0
O66	Student Scene	0	0	0	0	0	0
U99	Unclassified	0	0	0	347	0	0
Total				1,138	2,168	11,716	71,302

Top 3 Mosaic Types in a 20 Minute Walktime

1. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

2. 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

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. 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

3. B07 Alpha Families

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



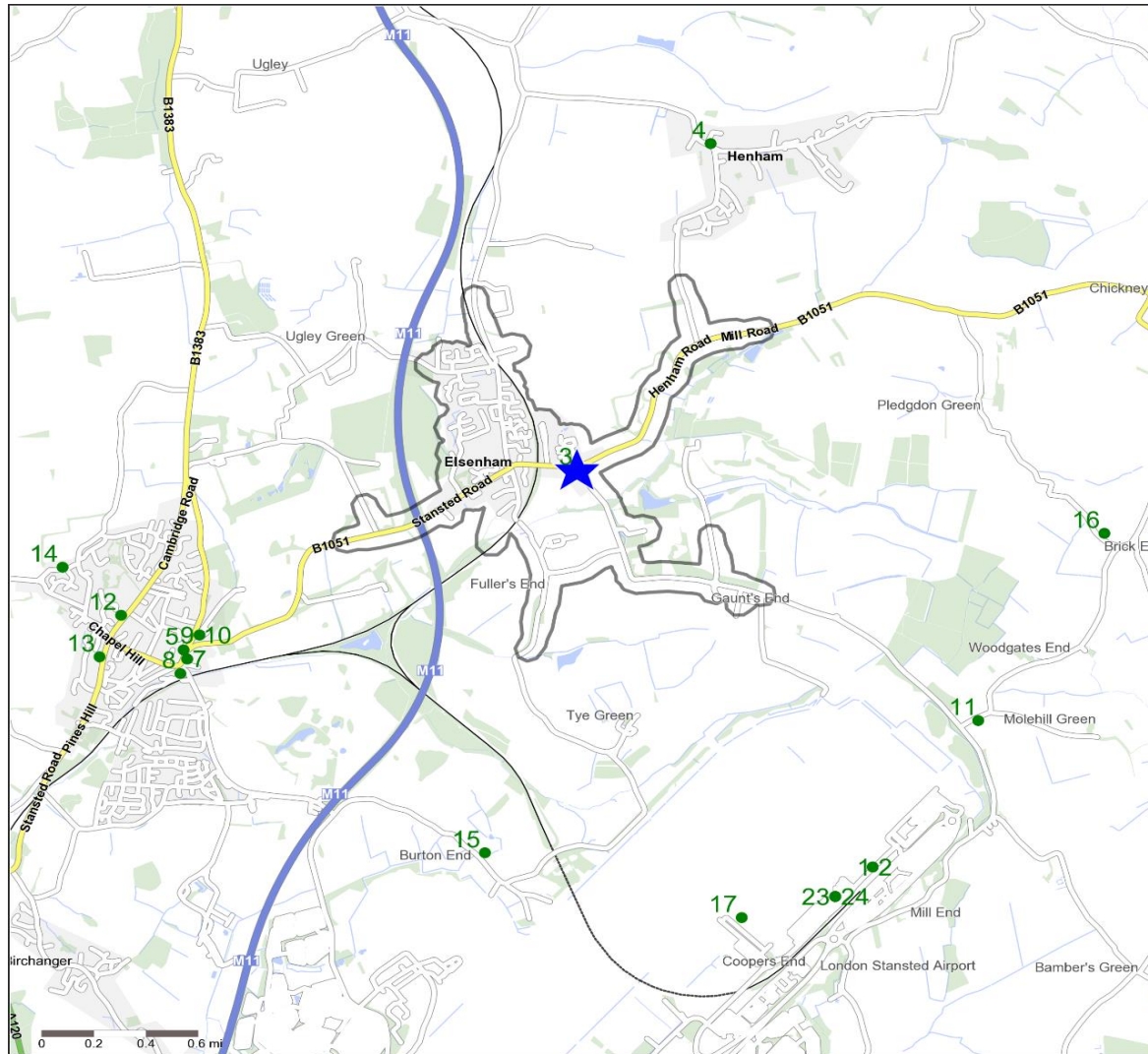
- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

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
Female: Alone, Pair or Group	640	29.5	98	541	25.0	153	987	45.5	87	
Male: Alone	264	12.2	41	440	20.3	130	1,464	67.5	127	
Male: Group	254	11.7	51	774	35.7	136	1,139	52.5	106	
Male: Pair	193	8.9	34	212	9.8	64	1,763	81.3	142	
Mixed Sex: Group	392	18.1	79	1,195	55.1	173	581	26.8	61	
Mixed Sex: Pair	1,008	46.5	198	403	18.6	57	756	34.9	82	
With Children	339	15.6	54	602	27.8	165	1,227	56.6	107	
Unknown	1,010	46.6	142	222	10.2	57	936	43.2	90	
For Eating:										
Upmarket	762	35.1	115	466	21.5	103	940	43.4	92	
Midmarket	321	14.8	43	132	6.1	67	1,715	79.1	143	
Downmarket	351	16.2	73	952	43.9	126	865	39.9	96	
For Drinking (monthly spend):										
Nothing	568	26.2	87	562	25.9	110	1,037	47.8	107	
Low (less than £10)	1,016	46.9	157	551	25.4	108	600	27.7	61	
Medium (Between £10 and £40)	842	38.8	127	545	25.1	141	781	36.0	72	
High (Greater than £40)	480	22.1	86	535	24.7	120	1,153	53.2	102	

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	17,442	24.5	81	17,873	25.1	153	35,642	50.0	96
Male: Alone	6,670	9.4	31	15,289	21.4	137	48,997	68.7	129
Male: Group	7,500	10.5	46	14,211	19.9	76	49,246	69.1	139
Male: Pair	6,275	8.8	34	1,554	2.2	14	63,128	88.5	154
Mixed Sex: Group	8,438	11.8	52	26,168	36.7	115	36,350	51.0	116
Mixed Sex: Pair	18,830	26.4	113	18,165	25.5	78	33,962	47.6	111
With Children	8,481	11.9	41	12,712	17.8	106	49,764	69.8	132
Unknown	16,993	23.8	73	14,566	20.4	114	39,398	55.3	115
For Eating:									
Upmarket	23,519	33.0	108	16,496	23.1	111	30,943	43.4	92
Midmarket	16,449	23.1	67	3,682	5.2	57	50,826	71.3	129
Downmarket	5,731	8.0	36	23,021	32.3	93	42,205	59.2	142
For Drinking (monthly spend):									
Nothing	12,805	18.0	59	15,400	21.6	91	42,752	60.0	134
Low (less than £10)	21,936	30.8	103	15,136	21.2	90	33,886	47.5	105
Medium (Between £10 and £40)	20,768	29.1	95	22,007	30.9	173	28,182	39.5	79
High (Greater than £40)	18,979	26.6	103	20,494	28.7	140	31,484	44.2	84

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	Halo, CM24 1RW	Independent Free	0.0	12.1
2	No1 Lounge Stanstead, CM24 1RW	Independent Free	0.0	12.1
3	Crown Inn, CM22 6DG	Star Pubs & Bars	0.0	0.1
4	Cock Inn, CM22 6AL	Independent Free	33.5	4.6
5	Queens Head, CM24 8LN	*Other Small Retail Groups	36.2	4.9
6	Lower Street Brasserie, CM24 8LP	Independent Free	37.4	5.0
7	Mix Bar, CM24 8LP	Independent Free	37.4	5.0
8	Kings Arms Hotel, CM24 8BE	Punch Pub Company	38.6	5.3
9	Cork House, CM24 8LR	Independent Free	39.8	5.2
10	Dog & Duck, CM24 8LR	Greene King	39.8	5.2
11	Three Horseshoes, CM22 6PQ	Independent Free	40.1	5.0
12	Feathers, CM24 8BX	Independent Free	45.6	6.6
13	Cock, CM24 8HD	Greene King	45.9	6.6
14	Rose & Crown, CM24 8HX	Independent Free	52.8	8.0
15	Ash, CM24 8UQ	Greene King	53.4	6.3
16	Prince Of Wales, CM 6 2BJ	Unknown	59.5	5.8
17	Illustrious, CM24 1QJ	Independent Free	119.6	11.4
18	Bridge, CM24 1QW	Restaurant Group	120.0	11.8
19	Camden Bar And Kitchen, CM24 1QW	Independent Free	120.0	11.8
20	Est Presso, CM24 1QW	Independent Free	120.0	11.8