

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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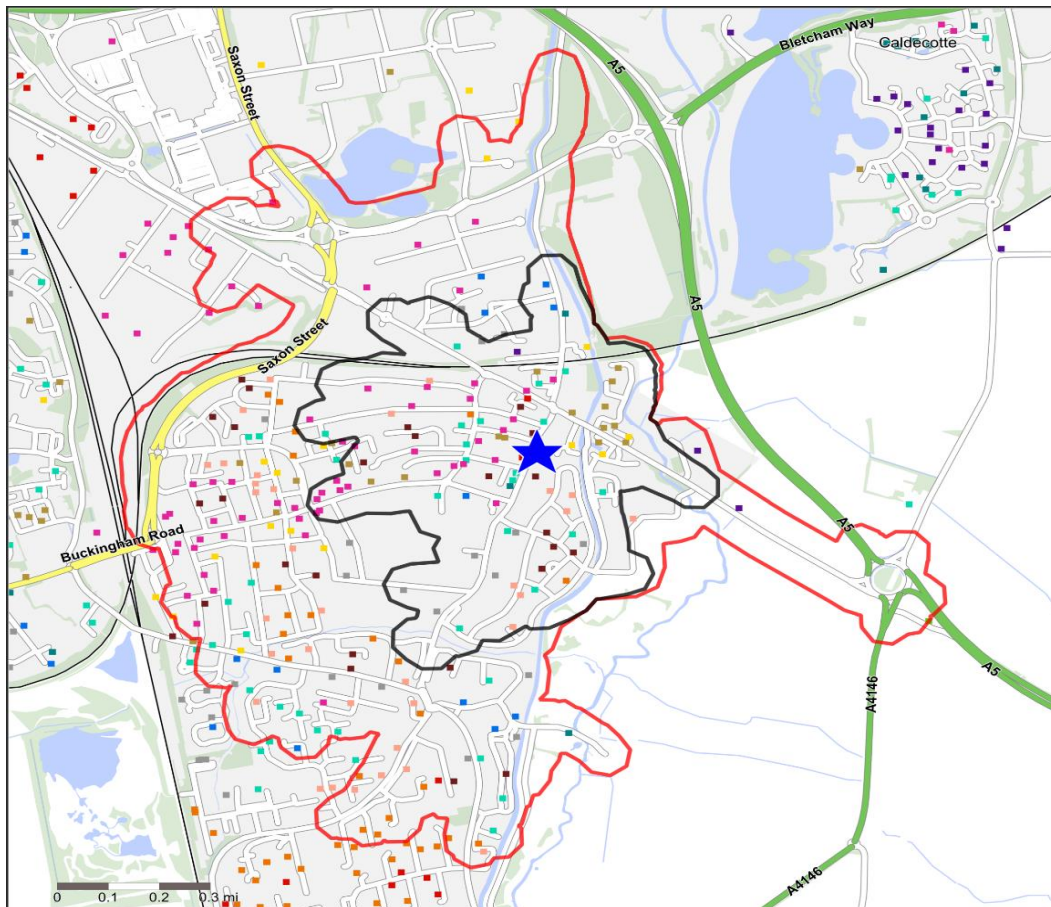
Number of Pubs	8	11	221
Catchment Adults 18+	3,430	8,262	294,513
Catchment Adults 18+ Per Pub	429	751	1,333
Populaton Projection 2020 to 2030 (% change)	1.14%	0.90%	4.17%

		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	3,215	93.7	179	1	High Street Pub	7,664	92.8	177	1	High Street Pub	198,801	67.5	129
2	Community Pub	3,050	88.9	190	2	Community Pub	6,985	84.5	180	2	Premium Local	174,809	59.4	127
3	Circuit Bar	867	25.3	40	3	Premium Local	1,736	21.0	33	3	Community Pub	133,307	45.3	71
4	Premium Local	475	13.8	97	4	Circuit Bar	1,386	16.8	117	4	Great Pub Great Food	122,190	41.5	290
5	Bit of Style	358	10.4	26	5	Great Pub Great Food	1,211	14.7	36	5	Bit of Style	110,558	37.5	93
6	Great Pub Great Food	335	9.8	34	6	Bit of Style	1,091	13.2	46	6	Circuit Bar	59,979	20.4	71
7	Craft Led	141	4.1	36	7	Craft Led	391	4.7	42	7	Craft Led	20,380	6.9	61

	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	242	7.1	80	463	5.6	63	32,769	11.1	125
C1	475	13.8	113	952	11.5	94	40,915	13.9	113
C2	286	8.3	101	699	8.5	102	24,020	8.2	99
DE	413	12.0	117	1,050	12.7	123	27,791	9.4	92

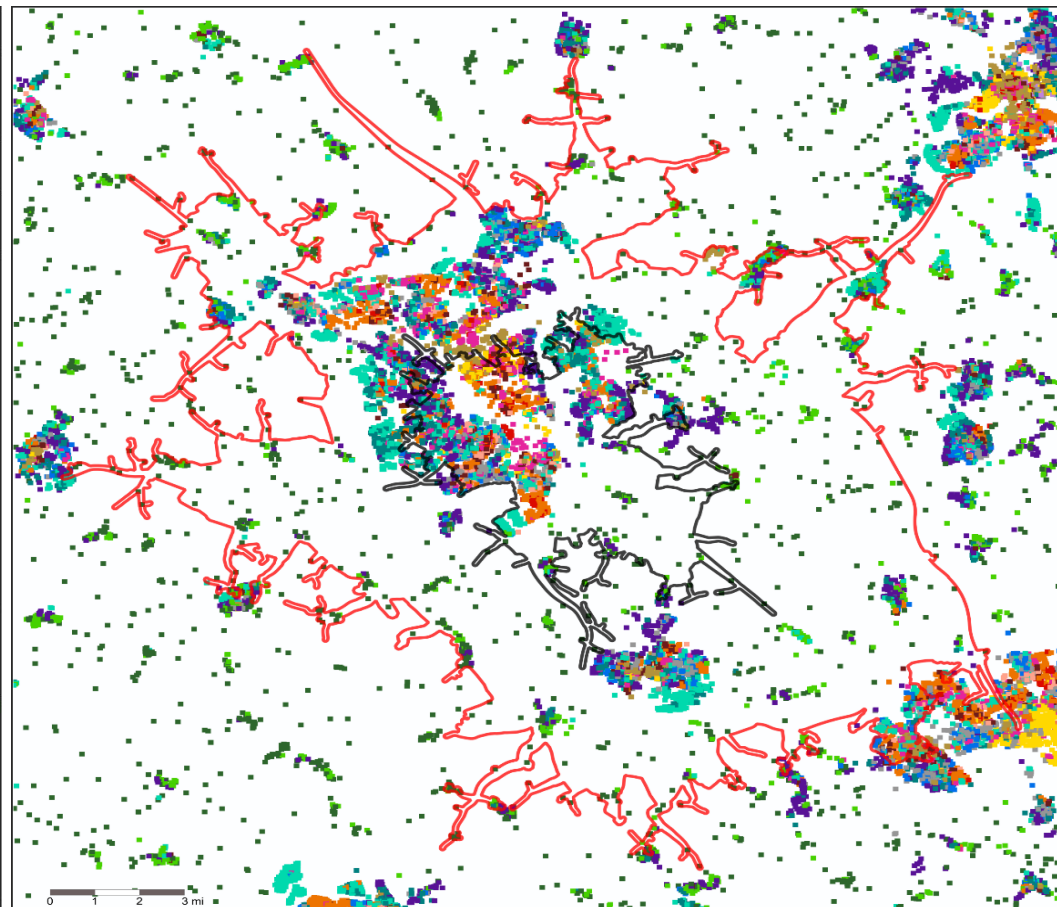
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,130	32.9	99	2,999	36.3	109	78,200	26.6	80
Medium (7-13)	1,683	49.1	148	3,853	46.6	140	107,036	36.3	109
High (14-19)	508	14.8	52	1,134	13.7	48	103,079	35.0	123

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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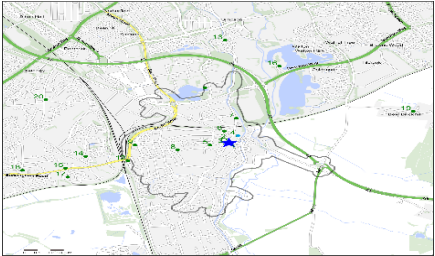
Adults 18+ by Mosaic Type in Each Catchment

				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	25	62		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	0	0	9	55		
B05	Premium Fortunes	0	0	447	1,505		
B06	Diamond Days	0	0	703	3,139		
B07	Alpha Families	0	4	2,156	6,848		
B08	Bank of Mum and Dad	2	9	2,368	8,461		
B09	Empty-Nest Adventure	0	3	1,221	5,867		
C10	Wealthy Landowners	0	0	615	5,486		
C11	Rural Vogue	0	0	65	2,102		
C12	Scattered Homesteads	0	0	3	130		
C13	Village Retirement	0	0	173	3,727		
D14	Satellite Settlers	0	0	1,102	10,373		
D15	Local Focus	0	0	177	2,941		
D16	Outlying Seniors	0	0	176	2,255		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	53	57	1,225	4,712		
E19	Bungalow Heaven	16	74	295	2,794		
E20	Classic Grandparents	175	229	1,546	3,361		
E21	Solo Retirees	82	292	1,907	5,181		
F22	Boomerang Boarders	64	168	696	3,316		
F23	Family Ties	3	52	807	5,111		
F24	Fledgling Free	0	0	226	967		
F25	Dependable Me	4	120	825	6,470		
G26	Cafés and Catchments	0	0	800	1,967		
G27	Thriving Independence	20	28	2,201	11,152		
G28	Modern Parents	0	0	4,624	13,638		
G29	Mid-Career Convention	0	2	496	7,872		
H30	Primary Ambitions	150	569	7,716	24,173		
H31	Affordable Fringe	22	345	1,224	2,438		
H32	First-Rung Futures	24	207	920	4,365		
H33	Contemporary Starts	0	0	7,698	31,513		
H34	New Foundations	108	109	474	2,197		
H35	Flying Solo	31	98	374	2,077		

				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	29	293	7,845	19,872		
I37	Budget Generations	23	160	781	1,656		
I38	Economical Families	0	126	971	1,742		
I39	Families on a Budget	0	324	5,875	9,439		
J40	Value Rentals	0	52	201	471		
J41	Youthful Endeavours	0	75	685	1,546		
J42	Midlife Renters	808	1,028	6,746	17,516		
J43	Renting Rooms	96	436	1,523	5,286		
K44	Inner City Stalwarts	0	0	50	50		
K45	City Diversity	0	0	96	181		
K46	High Rise Residents	0	0	324	324		
K47	Single Essentials	61	61	1,518	2,921		
K48	Mature Workers	0	92	1,010	1,285		
L49	Flatlet Seniors	42	42	263	807		
L50	Pocket Pensions	125	380	1,369	4,326		
L51	Retirement Communities	98	144	377	3,667		
L52	Estate Veterans	59	152	1,458	3,525		
L53	Seasoned Survivors	9	198	573	777		
M54	Down-to-Earth Owners	0	36	126	214		
M55	Back with the Folks	520	888	3,377	7,322		
M56	Self Supporters	9	174	710	1,460		
N57	Community Elders	2	92	729	1,413		
N58	Culture & Comfort	15	77	1,107	1,461		
N59	Large Family Living	0	90	307	348		
N60	Ageing Access	114	116	472	1,088		
O61	Career Builders	24	25	1,264	4,202		
O62	Central Pulse	0	0	997	2,795		
O63	Flexible Workforce	0	0	1,827	2,407		
O64	Bus-Route Renters	643	836	2,097	8,545		
O65	Learners & Earners	0	0	61	459		
O66	Student Scene	0	0	0	1,154		
U99	Unclassified	0	0	0	0		
Total				3,431	8,263	88,033	294,514

Top 3 Mosaic Types in a 20 Minute Walktime

1.



2.

No Relevant
Mosaic Type

3.

No Relevant
Mosaic Type

Top 3 Mosaic Types in a 20 Minute Drivetime

1.

No Relevant
Mosaic Type

2.

No Relevant
Mosaic Type

3.

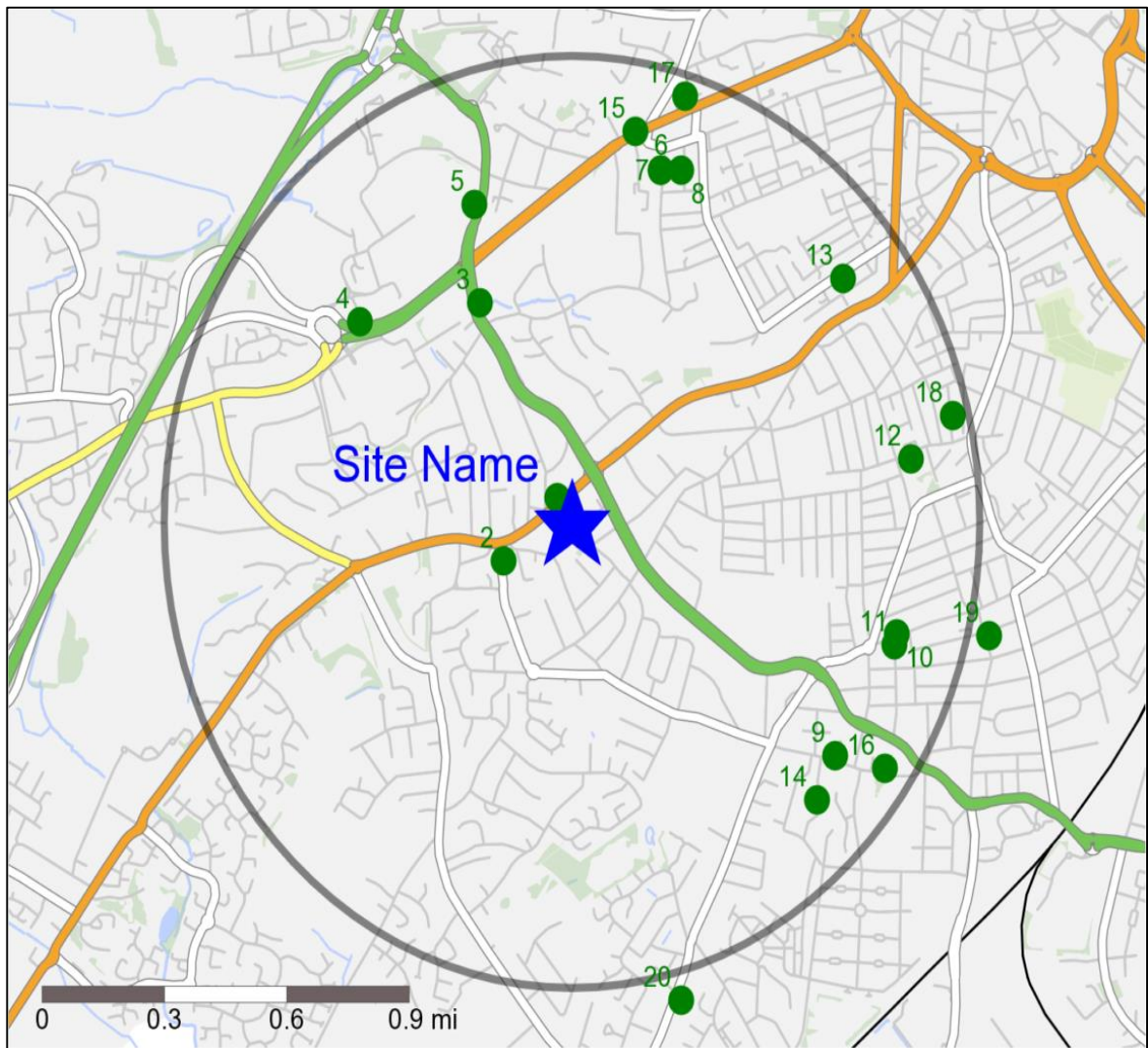
No Relevant
Mosaic Type

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	4,013	48.6	150		1,263	15.3	90		2,986	36.1	71	
Male: Alone	4,840	58.6	197		492	6.0	36		2,930	35.5	66	
Male: Group	3,339	40.4	176		2,571	31.1	115		2,352	28.5	57	
Male: Pair	4,301	52.1	199		1,753	21.2	138		2,208	26.7	46	
Mixed Sex: Group	3,444	41.7	169		2,247	27.2	85		2,570	31.1	72	
Mixed Sex: Pair	3,717	45.0	186		2,300	27.8	84		2,245	27.2	64	
With Children	5,065	61.3	206		844	10.2	58		2,353	28.5	54	
Unknown	2,613	31.6	91		2,814	34.1	184		2,835	34.3	73	
For Eating:												
Upmarket	3,434	41.6	129		2,304	27.9	129		2,524	30.5	66	
Midmarket	4,784	57.9	161		790	9.6	105		2,689	32.5	59	
Downmarket	3,622	43.8	189		2,640	32.0	91		2,000	24.2	58	
For Drinking (monthly spend):												
Nothing	3,236	39.2	128		1,912	23.1	98		3,113	37.7	82	
Low (less than £10)	2,633	31.9	107		2,513	30.4	128		3,116	37.7	81	
Medium (Between £10 and £40)	2,633	31.9	104		1,027	12.4	69		4,601	55.7	109	
High (Greater than £40)	1,989	24.1	91		1,559	18.9	91		4,714	57.1	108	

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	135,394	46.0	142	53,671	18.2	107	105,447	35.8	71
Male: Alone	73,336	24.9	84	51,234	17.4	105	169,942	57.7	108
Male: Group	57,431	19.5	85	73,882	25.1	93	163,200	55.4	111
Male: Pair	67,025	22.8	87	28,947	9.8	64	198,541	67.4	115
Mixed Sex: Group	67,108	22.8	93	134,417	45.6	142	92,987	31.6	73
Mixed Sex: Pair	94,018	31.9	132	94,873	32.2	98	105,622	35.9	84
With Children	98,686	33.5	113	79,114	26.9	153	116,713	39.6	75
Unknown	88,466	30.0	86	98,697	33.5	181	107,350	36.5	78
For Eating:									
Upmarket	118,419	40.2	125	84,713	28.8	133	91,381	31.0	67
Midmarket	104,367	35.4	98	33,052	11.2	123	157,094	53.3	97
Downmarket	68,212	23.2	100	137,897	46.8	133	88,403	30.0	72
For Drinking (monthly spend):									
Nothing	89,748	30.5	99	65,325	22.2	94	139,439	47.3	104
Low (less than £10)	94,740	32.2	108	76,249	25.9	109	123,523	41.9	90
Medium (Between £10 and £40)	95,697	32.5	106	34,641	11.8	65	164,175	55.7	109
High (Greater than £40)	82,902	28.1	107	45,807	15.6	75	165,804	56.3	107

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	Bull & Butcher, MK 2 2BA	Star Pubs & Bars	0.0	0.1
2	Fenny Kitchen, MK 2 2BH	Independent Free	0.3	0.3
3	Maltsters Arms, MK 2 2BQ	*Other Small Retail Groups	0.9	0.1
4	Swan Hotel, MK 2 2BL	Star Pubs & Bars	3.0	0.8
5	Foundry Arms, MK 2 2NQ	Independent Free	3.6	0.9
6	Chequers, MK 2 2BY	Vale Brewery Company	5.4	1.1
7	Red Lion, MK 1 1BA	Punch Pub Company	7.5	1.9
8	Captain Ridley's Shooting Party, MK 2 2ED	Wetherspoon	9.7	2.0
9	Enigma Tavern, MK 2 2EN	*Other Small Retail Groups	16.3	3.5
10	Beacon, MK 1 1PA	*Other Small Retail Groups	19.6	3.9
11	Inn On The Lake, MK 1 1PA	Independent Free	19.6	3.9
12	Park Hotel, MK 2 2SN	Ei Group	21.1	5.0
13	Plough, MK 6 3AH	Wells & Co	28.4	4.9
14	Wilton Hall, MK 3 6BN	Independent Free	30.2	6.5
15	Eight Belles, MK 3 5HL	Star Pubs & Bars	31.1	6.5
16	Caldecotte, MK 7 8HP	Greene King	31.7	4.7
17	Turing Key, MK 3 5AH	Marston's	32.0	6.7
18	Old Swan, MK 3 6EZ	Greene King	38.9	7.9
19	Wheatsheaf, MK17 9JU	Unique Hospitality	42.9	5.1
20	Dolphin, MK 3 7JZ	Unknown	44.7	8.1