

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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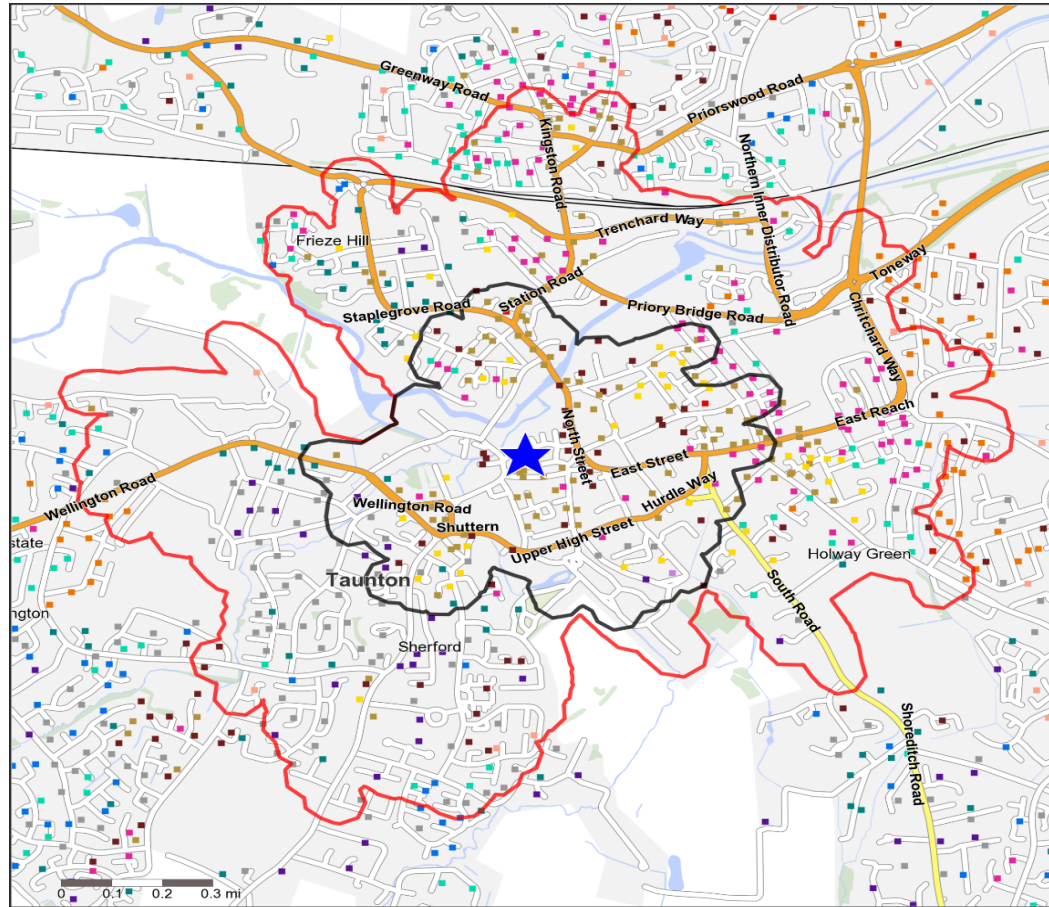
Number of Pubs	21	27	127
Catchment Adults 18+	4,415	15,314	107,122
Catchment Adults 18+ Per Pub	210	567	843
Populaton Projection 2018 to 2028 (% change)	6.57%	7.50%	7.53%

		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	4,040	91.5	177	1	High Street Pub	13,723	89.6	173	1	High Street Pub	65,795	61.4	119
2	Community Pub	3,863	87.5	188	2	Community Pub	12,283	80.2	172	2	Community Pub	59,371	55.4	119
3	Circuit Bar	1,645	37.3	59	3	Premium Local	4,729	30.9	49	3	Premium Local	58,066	54.2	86
4	Premium Local	714	16.2	125	4	Great Pub Great Food	3,942	25.7	199	4	Great Pub Great Food	42,405	39.6	306
5	Great Pub Great Food	682	15.4	38	5	Circuit Bar	3,429	22.4	55	5	Bit of Style	22,945	21.4	53
6	Bit of Style	655	14.8	55	6	Bit of Style	2,968	19.4	72	6	Circuit Bar	17,202	16.1	60
7	Craft Led	524	11.9	115	7	Craft Led	1,401	9.1	89	7	Craft Led	5,452	5.1	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	466	10.6	119	1,477	9.6	109	8,520	8.0	90
C1	640	14.5	118	2,072	13.5	110	12,307	11.5	94
C2	305	6.9	84	1,140	7.4	90	9,491	8.9	107
DE	539	12.2	119	1,634	10.7	104	10,407	9.7	94

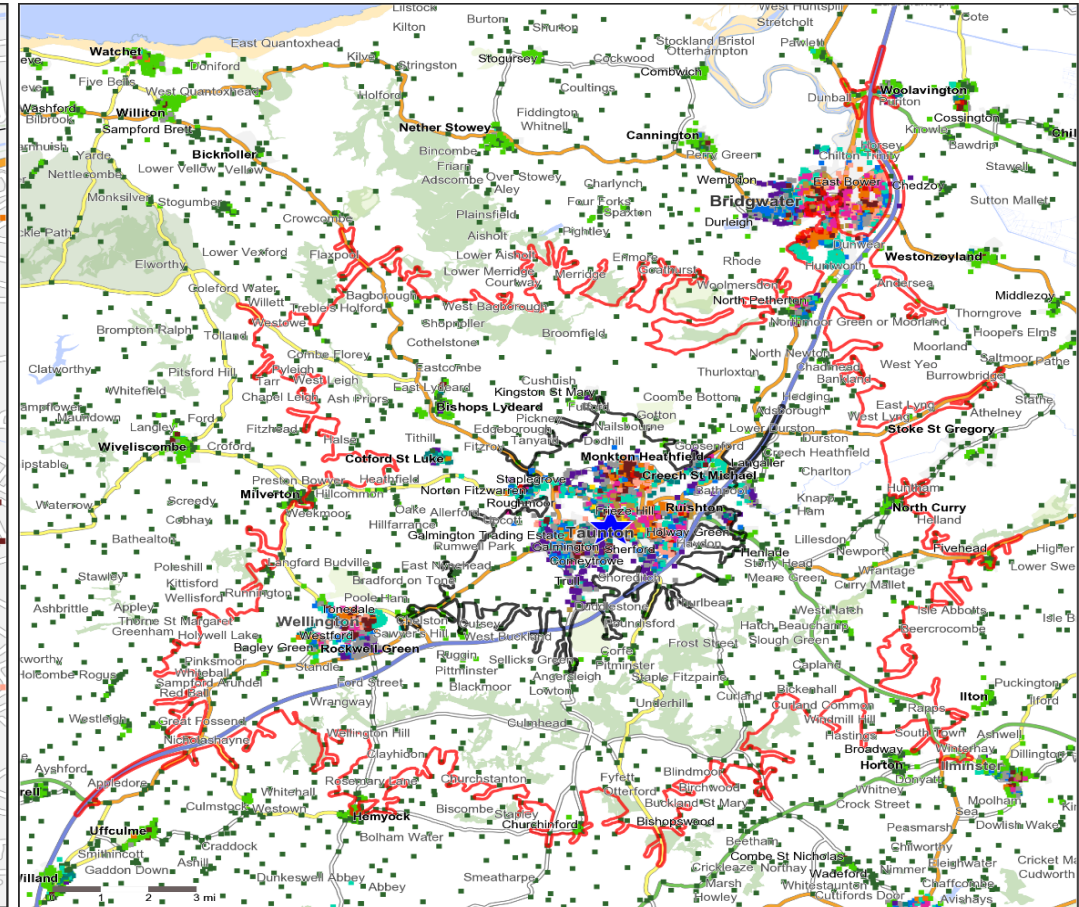
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,908	43.2	130	5,981	39.1	118	35,718	33.3	101
Medium (7-13)	1,269	28.7	87	5,163	33.7	102	38,297	35.8	108
High (14-19)	496	11.2	40	2,507	16.4	58	25,302	23.6	83

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

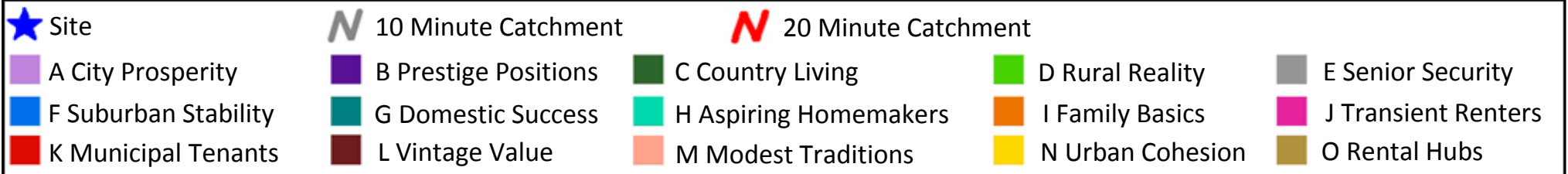


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	13	13	13	13	13	13
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	0	49	49	49	49
B06	Diamond Days	19	232	886	952	886	952
B07	Alpha Families	2	6	451	630	451	630
B08	Bank of Mum and Dad	37	115	783	968	783	968
B09	Empty-Nest Adventure	0	122	2,031	2,654	2,031	2,654
C10	Wealthy Landowners	0	0	828	4,618	828	4,618
C11	Rural Vogue	0	0	301	3,619	301	3,619
C12	Scattered Homesteads	0	0	103	3,114	103	3,114
C13	Village Retirement	0	0	728	4,348	728	4,348
D14	Satellite Settlers	0	0	621	3,554	621	3,554
D15	Local Focus	0	0	116	1,804	116	1,804
D16	Outlying Seniors	0	0	36	1,378	36	1,378
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	223	1,197	2,960	3,116	2,960	3,116
E19	Bungalow Heaven	21	259	1,690	3,792	1,690	3,792
E20	Classic Grandparents	20	269	1,823	2,130	1,823	2,130
E21	Solo Retirees	0	203	1,390	1,926	1,390	1,926
F22	Boomerang Boarders	0	141	1,266	1,715	1,266	1,715
F23	Family Ties	0	25	526	842	526	842
F24	Fledgling Free	0	4	409	898	409	898
F25	Dependable Me	0	111	1,689	2,768	1,689	2,768
G26	Cafés and Catchments	24	186	349	349	349	349
G27	Thriving Independence	158	653	1,848	1,881	1,848	1,881
G28	Modern Parents	0	0	418	1,451	418	1,451
G29	Mid-Career Convention	0	52	1,744	3,171	1,744	3,171
H30	Primary Ambitions	38	588	2,732	2,957	2,732	2,957
H31	Affordable Fringe	0	74	711	1,762	711	1,762
H32	First-Rung Futures	19	344	2,029	2,569	2,029	2,569
H33	Contemporary Starts	0	4	3,122	7,440	3,122	7,440
H34	New Foundations	1	182	420	679	420	679
H35	Flying Solo	0	44	456	946	456	946

				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	456	1,998	2,465	1,998	2,465
I37	Budget Generations	0	20	981	2,127	981	2,127
I38	Economical Families	0	60	186	1,087	186	1,087
I39	Families on a Budget	0	92	1,514	2,721	1,514	2,721
J40	Value Rentals	0	0	104	412	104	412
J41	Youthful Endeavours	9	41	60	335	60	335
J42	Midlife Renters	419	2,239	4,292	5,564	4,292	5,564
J43	Renting Rooms	181	632	762	1,669	762	1,669
K44	Inner City Stalwarts	0	0	0	0	0	0
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	0	0	0	0	0
K47	Single Essentials	104	111	426	859	426	859
K48	Mature Workers	0	1	393	727	393	727
L49	Flatlet Seniors	252	377	599	1,189	599	1,189
L50	Pocket Pensions	7	277	1,434	2,306	1,434	2,306
L51	Retirement Communities	580	1,072	1,504	1,824	1,504	1,824
L52	Estate Veterans	0	115	2,101	2,941	2,101	2,941
L53	Seasoned Survivors	0	90	289	569	289	569
M54	Down-to-Earth Owners	0	7	751	1,249	751	1,249
M55	Back with the Folks	0	66	2,192	2,760	2,192	2,760
M56	Self Supporters	0	71	485	936	485	936
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	603	1,392	1,460	1,498	1,460	1,498
O61	Career Builders	168	561	587	587	587	587
O62	Central Pulse	209	214	214	214	214	214
O63	Flexible Workforce	24	127	127	127	127	127
O64	Bus-Route Renters	1,278	2,362	3,407	3,884	3,407	3,884
O65	Learners & Earners	0	0	0	0	0	0
O66	Student Scene	0	0	146	149	146	149
U99	Unclassified	6	109	643	831	643	831
Total				4,415	15,316	59,183	107,123

Top 3 Mosaic Types in a 20 Minute Walktime

1. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

2. 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

3. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

Top 3 Mosaic Types in a 20 Minute Drivetime

1. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

2. 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

3. C10 Wealthy Landowners

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



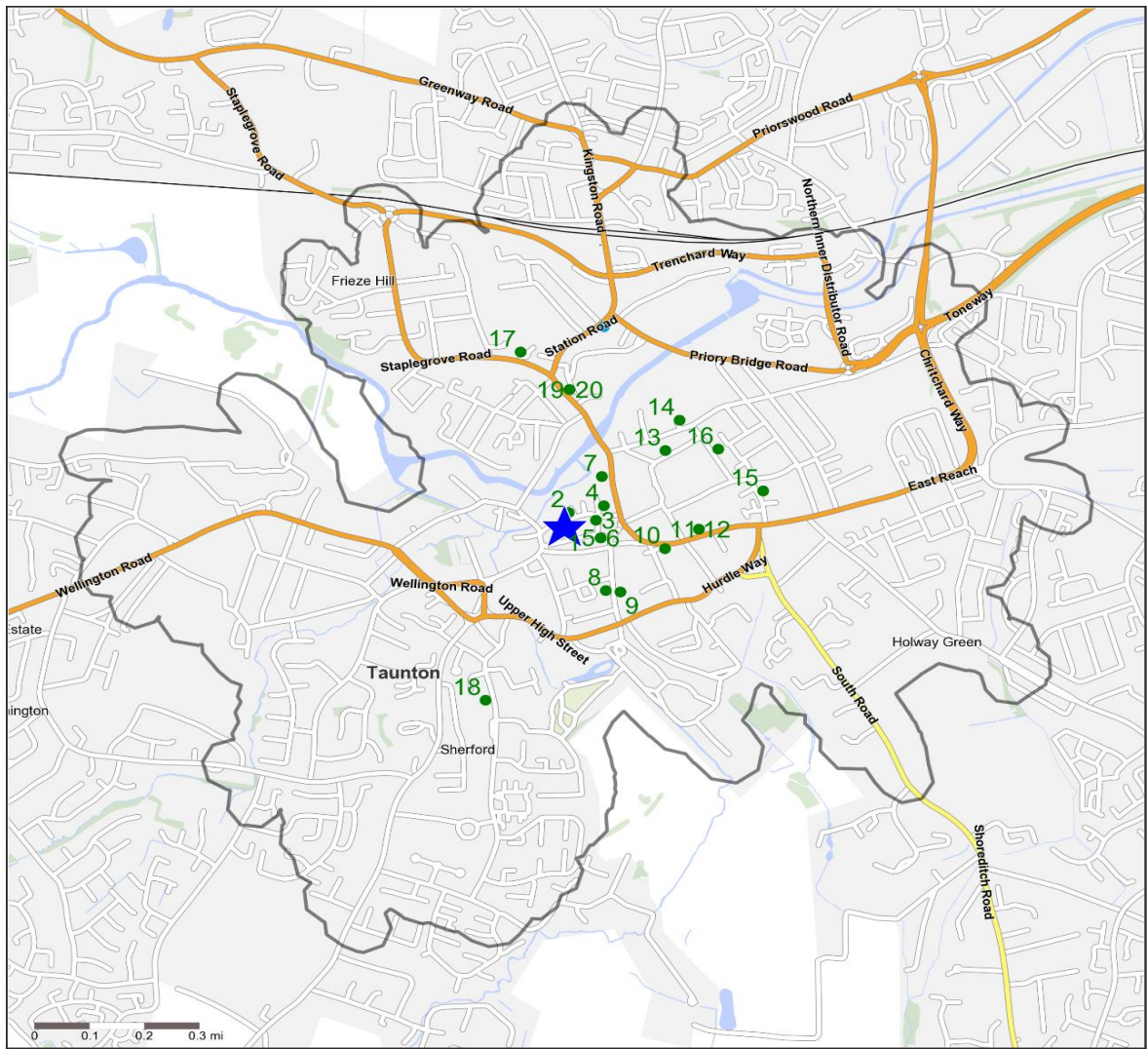
- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

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	7,638	49.9	165		1,750	11.4	70		5,817	38.0	73	
Male: Alone	8,922	58.3	196		1,482	9.7	62		4,801	31.4	59	
Male: Group	7,432	48.5	212		2,169	14.2	54		5,604	36.6	74	
Male: Pair	8,605	56.2	215		1,693	11.1	73		4,907	32.0	56	
Mixed Sex: Group	7,594	49.6	217		2,007	13.1	41		5,604	36.6	83	
Mixed Sex: Pair	5,576	36.4	155		4,995	32.6	100		4,633	30.3	71	
With Children	6,892	45.0	156		1,033	6.7	40		7,280	47.5	90	
Unknown	1,739	11.4	35		7,452	48.7	271		6,013	39.3	82	
For Eating:												
Upmarket	5,971	39.0	127		4,393	28.7	138		4,841	31.6	67	
Midmarket	8,838	57.7	168		646	4.2	47		5,720	37.4	68	
Downmarket	3,727	24.3	110		5,678	37.1	106		5,800	37.9	91	
For Drinking (monthly spend):												
Nothing	3,323	21.7	72		3,545	23.1	98		8,336	54.4	121	
Low (less than £10)	3,294	21.5	72		5,498	35.9	153		6,413	41.9	92	
Medium (Between £10 and £40)	3,508	22.9	75		3,127	20.4	114		8,570	56.0	111	
High (Greater than £40)	3,570	23.3	90		3,444	22.5	110		8,191	53.5	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	32,619	30.5	101	14,597	13.6	83	59,076	55.1	106
Male: Alone	32,662	30.5	102	11,243	10.5	67	62,386	58.2	109
Male: Group	24,958	23.3	102	26,791	25.0	95	54,542	50.9	103
Male: Pair	27,498	25.7	98	12,204	11.4	75	66,589	62.2	108
Mixed Sex: Group	21,764	20.3	89	40,231	37.6	118	44,296	41.4	94
Mixed Sex: Pair	30,289	28.3	121	35,020	32.7	101	40,983	38.3	90
With Children	30,405	28.4	98	20,027	18.7	111	55,860	52.1	98
Unknown	23,606	22.0	67	27,411	25.6	143	55,274	51.6	108
For Eating:									
Upmarket	31,495	29.4	96	17,044	15.9	76	57,752	53.9	114
Midmarket	27,768	25.9	75	6,480	6.0	67	72,043	67.3	122
Downmarket	25,054	23.4	105	40,367	37.7	108	40,871	38.2	92
For Drinking (monthly spend):									
Nothing	29,441	27.5	91	27,664	25.8	109	49,186	45.9	102
Low (less than £10)	32,810	30.6	103	32,062	29.9	127	41,420	38.7	85
Medium (Between £10 and £40)	25,611	23.9	78	20,541	19.2	108	60,139	56.1	112
High (Greater than £40)	18,262	17.0	66	20,277	18.9	92	67,752	63.2	121

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Moat House, TA 1 4AH	Star Pubs & Bars	0.0	0.2
2	Winchester Arms, TA 1 4AD	Ei Group	0.0	0.2
3	Hideout, TA 1 4AE	Greene King	1.2	0.8
4	Brazz, TA 1 1NF	*Other Small Retail Groups	1.2	1.3
5	Cosy Club, TA 1 4AJ	Loungers	1.8	0.8
6	Pitcher & Piano, TA 1 4AJ	Marston's	1.8	0.8
7	Cafe Mambo, TA 1 1LN	*Other Small Retail Groups	3.9	1.5
8	Henrys, TA 1 3PR	Ei Group	4.5	1.1
9	Bierkeller, TA 1 3PJ	Fever Bars	4.5	2.1
10	Bills, TA 1 3LG	Bills	4.8	1.5
11	All Stars Sports Bar, TA 1 3LP	Independent Free	6.6	1.9
12	Perkin Warbeck, TA 1 3LP	Wetherspoon	6.6	1.9
13	Bank, TA 1 1SJ	Independent Free	6.6	2.0
14	Ring Of Bells, TA 1 1JS	*Other Small Retail Groups	7.5	2.2
15	Molly Malones, TA 1 1SP	*Other Small Retail Groups	7.9	2.4
16	Princess Royal Inn, TA 1 1SW	Punch Pub Company	8.2	2.9
17	Kings Arms Hotel, TA 1 1DQ	Ei Group	9.4	1.7
18	Vivary Arms, TA 1 3JR	Ei Group	10.0	2.1
19	Black Horse, TA 1 1UD	Ei Group	10.3	1.4
20	Coal Orchard, TA 1 1UD	Wetherspoon	10.3	1.4