

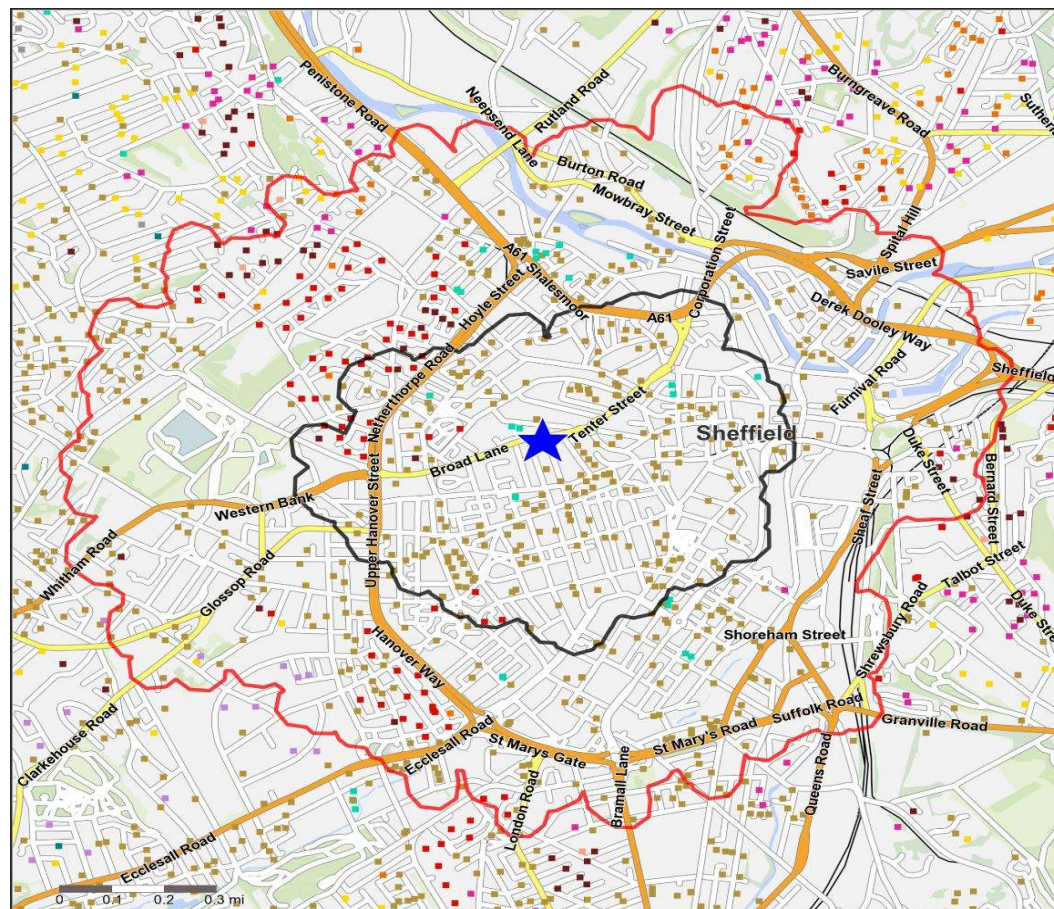
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	76	119	444
Catchment Adults 18+	19,594	45,161	471,964
Catchment Adults 18+ Per Pub	258	380	1,063
Populaton Projection 2018 to 2028 (% change)	9.86%	9.43%	5.95%

		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	Circuit Bar	13,736	70.1	135	1	High Street Pub	31,698	70.2	136	1	High Street Pub	387,981	82.2	159
2	Bit of Style	13,627	69.5	149	2	Circuit Bar	29,919	66.2	142	2	Community Pub	323,091	68.5	147
3	High Street Pub	12,776	65.2	103	3	Bit of Style	29,168	64.6	102	3	Premium Local	167,757	35.5	56
4	Craft Led	11,926	60.9	471	4	Craft Led	27,407	60.7	469	4	Bit of Style	122,826	26.0	201
5	Community Pub	8,540	43.6	108	5	Community Pub	19,286	42.7	106	5	Great Pub Great Food	113,134	24.0	59
6	Premium Local	2,731	13.9	52	6	Premium Local	6,658	14.7	55	6	Circuit Bar	88,903	18.8	70
7	Great Pub Great Food	0	0.0	0	7	Great Pub Great Food	169	0.4	4	7	Craft Led	86,725	18.4	178

	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	1,220	6.2	70	3,103	6.9	78	37,301	7.9	89
C1	3,463	17.7	144	7,837	17.4	142	57,690	12.2	100
C2	353	1.8	22	1,094	2.4	29	35,896	7.6	92
DE	868	4.4	43	2,842	6.3	61	52,939	11.2	109

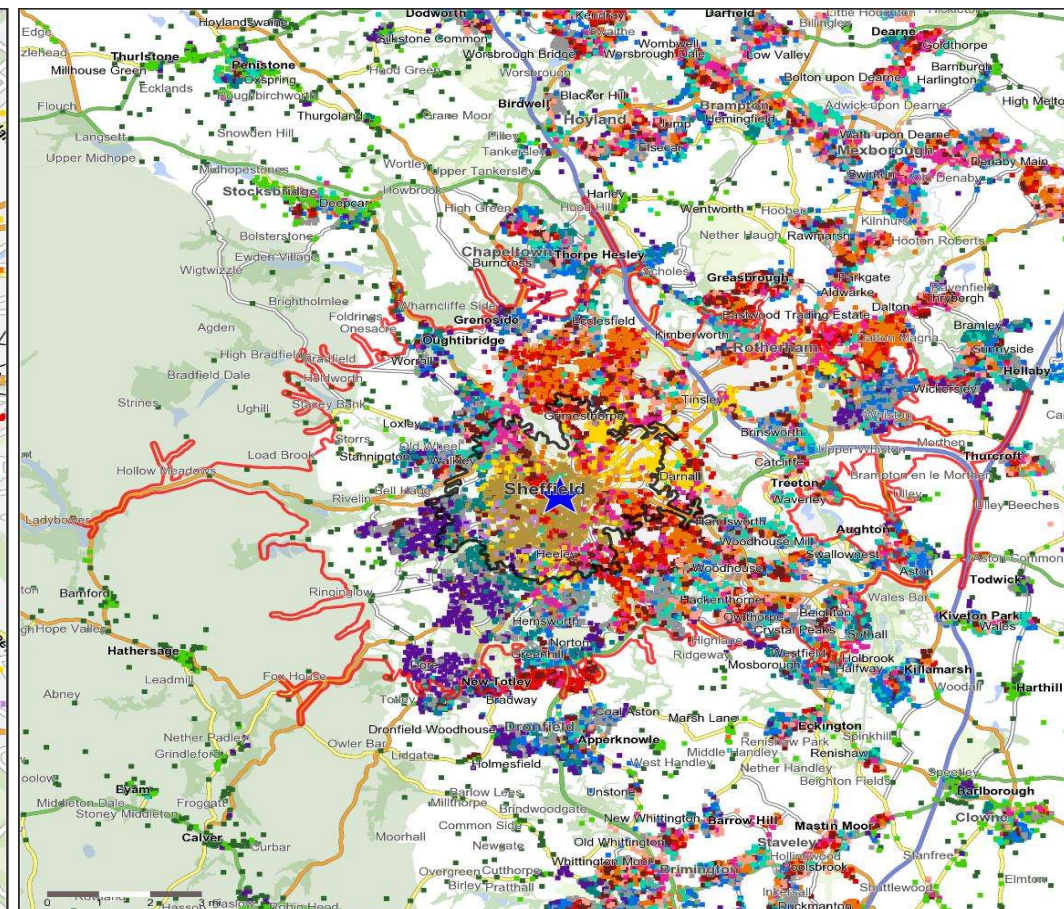
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	6,460	33.0	99	18,024	39.9	120	257,043	54.5	164
Medium (7-13)	1,501	7.7	23	4,872	10.8	33	131,637	27.9	84
High (14-19)	45	0.2	1	359	0.8	3	51,488	10.9	38

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



Copyright Experian Ltd, HERE 2017, Ordnance Survey © Crown copyright 2017

Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2017, Ordnance Survey © Crown copyright 2017



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	11	11
A02	Uptown Elite		0	148	2,926	3,087
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		0	0	716	3,449
B06	Diamond Days		0	0	459	6,014
B07	Alpha Families		0	0	185	4,008
B08	Bank of Mum and Dad		0	0	106	3,304
B09	Empty-Nest Adventure		0	0	200	5,531
C10	Wealthy Landowners		0	0	0	1,117
C11	Rural Vogue		0	0	0	255
C12	Scattered Homesteads		0	0	0	124
C13	Village Retirement		0	0	0	53
D14	Satellite Settlers		0	0	0	516
D15	Local Focus		0	0	0	148
D16	Outlying Seniors		0	0	0	134
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	0	2,113	13,157
E19	Bungalow Heaven		0	0	31	5,090
E20	Classic Grandparents		0	0	1,591	19,143
E21	Solo Retirees		0	0	1,265	11,218
F22	Boomerang Boarders		0	0	235	8,419
F23	Family Ties		0	0	0	1,771
F24	Fledgling Free		0	0	68	6,943
F25	Dependable Me		0	0	347	6,892
G26	Cafés and Catchments		0	0	2,681	6,013
G27	Thriving Independence		0	0	2,704	7,335
G28	Modern Parents		0	0	0	3,453
G29	Mid-Career Convention		0	0	77	8,070
H30	Primary Ambitions		0	0	2,004	6,179
H31	Affordable Fringe		0	0	277	16,932
H32	First-Rung Futures		0	0	1,336	12,293
H33	Contemporary Starts		0	0	0	1,979
H34	New Foundations		1,810	2,387	2,720	3,061
H35	Flying Solo		0	0	265	852

			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	60	365	1,130
I37	Budget Generations		0	0	81	6,005
I38	Economical Families		0	0	524	8,684
I39	Families on a Budget		0	313	5,395	28,148
J40	Value Rentals		0	0	397	6,344
J41	Youthful Endeavours		0	1	734	3,128
J42	Midlife Renters		0	18	5,979	13,446
J43	Renting Rooms		0	225	5,923	15,165
K44	Inner City Stalwarts		169	700	783	786
K45	City Diversity		263	788	1,304	1,418
K46	High Rise Residents		334	1,368	1,536	2,153
K47	Single Essentials		109	773	2,464	9,432
K48	Mature Workers		0	0	2,959	22,237
L49	Flatlet Seniors		89	408	3,175	11,782
L50	Pocket Pensions		0	4	771	7,225
L51	Retirement Communities		108	181	1,101	3,665
L52	Estate Veterans		0	403	3,003	13,233
L53	Seasoned Survivors		0	109	1,878	8,640
M54	Down-to-Earth Owners		0	12	606	11,648
M55	Back with the Folks		0	0	960	10,154
M56	Self Supporters		0	7	700	9,611
N57	Community Elders		0	15	1,126	1,676
N58	Culture & Comfort		0	0	831	842
N59	Large Family Living		0	88	5,925	14,447
N60	Ageing Access		0	157	9,751	11,551
O61	Career Builders		0	21	7,034	9,164
O62	Central Pulse		3,428	8,780	10,431	10,629
O63	Flexible Workforce		25	198	1,039	1,093
O64	Bus-Route Renters		0	145	1,498	3,174
O65	Learners & Earners		896	4,040	18,982	18,984
O66	Student Scene		7,468	13,594	24,279	24,279
U99	Unclassified		4,894	10,219	15,089	15,544
Total			19,593	45,162	158,940	471,968

Top 3 Mosaic Types in a 20 Minute Walktime

1. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

2. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

3. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

Top 3 Mosaic Types in a 20 Minute Drivetime

1. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

2. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

3. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



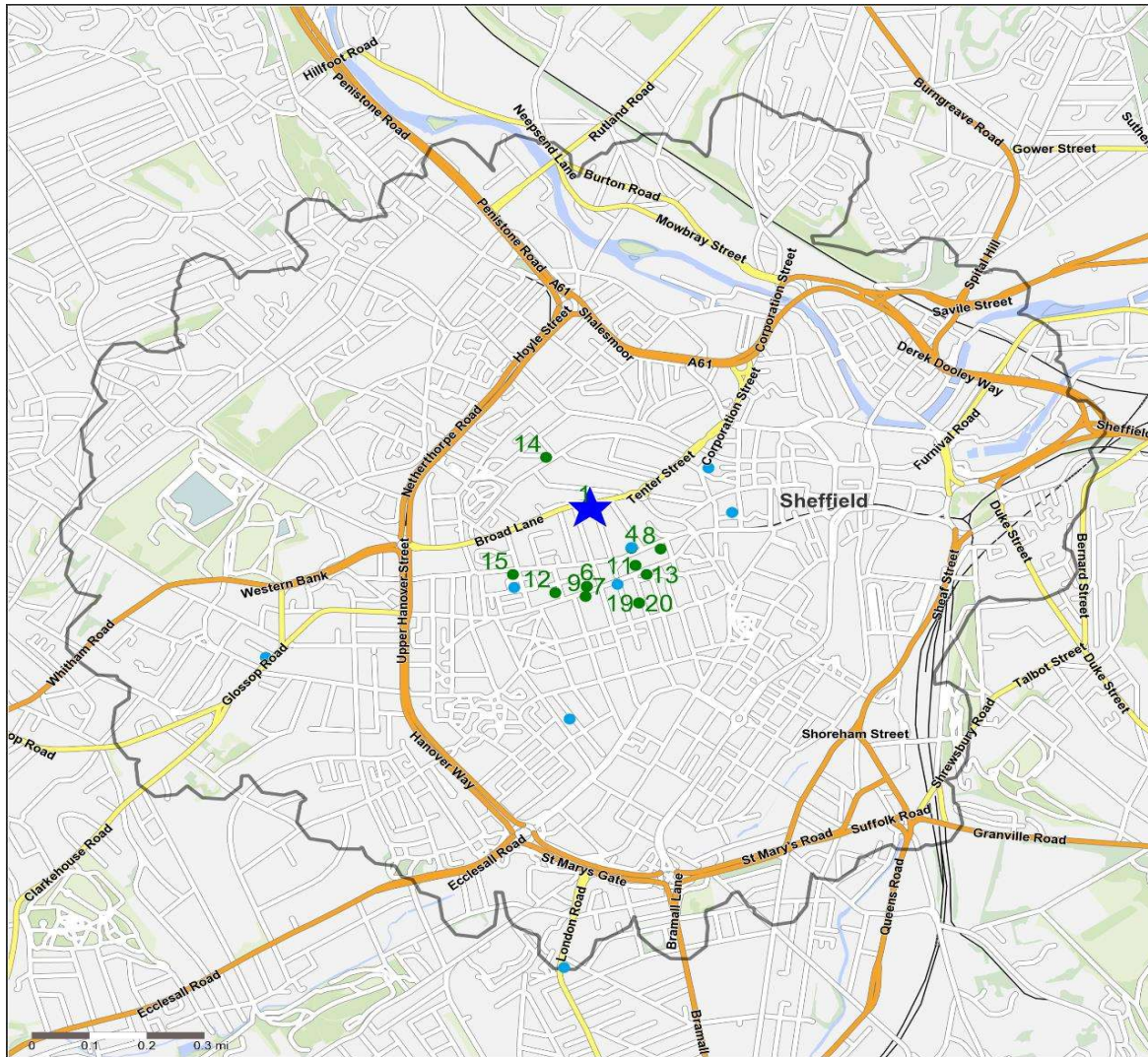
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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	32,395	71.7	237		306	0.7	4		2,241	5.0	10	
Male: Alone	6,175	13.7	46		16,217	35.9	230		12,551	27.8	52	
Male: Group	10,359	22.9	100		20,034	44.4	169		4,550	10.1	20	
Male: Pair	17,410	38.6	148		2,743	6.1	40		14,790	32.7	57	
Mixed Sex: Group	32,400	71.7	314		628	1.4	4		1,914	4.2	10	
Mixed Sex: Pair	26,577	58.8	251		4,037	8.9	27		4,328	9.6	22	
With Children	2,411	5.3	18		579	1.3	8		31,952	70.8	134	
Unknown	23,807	52.7	160		5,115	11.3	63		6,020	13.3	28	
For Eating:												
Upmarket	27,022	59.8	195		4,327	9.6	46		3,593	8.0	17	
Midmarket	30,908	68.4	199		523	1.2	13		3,511	7.8	14	
Downmarket	17,791	39.4	177		12,709	28.1	81		4,442	9.8	24	
For Drinking (monthly spend):												
Nothing	1,716	3.8	13		6,026	13.3	56		27,200	60.2	134	
Low (less than £10)	320	0.7	2		4,275	9.5	40		30,347	67.2	148	
Medium (Between £10 and £40)	13,140	29.1	95		2,443	5.4	30		19,360	42.9	85	
High (Greater than £40)	14,712	32.6	126		871	1.9	9		19,360	42.9	82	

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	152,605	32.3	107	53,068	11.2	69	250,747	53.1	102	
Male: Alone	163,282	34.6	116	101,465	21.5	138	191,673	40.6	76	
Male: Group	129,959	27.5	120	145,087	30.7	117	181,374	38.4	77	
Male: Pair	161,960	34.3	132	77,240	16.4	107	217,220	46.0	80	
Mixed Sex: Group	155,252	32.9	144	73,546	15.6	49	227,622	48.2	110	
Mixed Sex: Pair	148,278	31.4	134	142,786	30.3	93	165,356	35.0	82	
With Children	145,205	30.8	106	62,536	13.3	79	248,679	52.7	100	
Unknown	135,221	28.7	87	72,355	15.3	85	248,843	52.7	110	
For Eating:										
Upmarket	163,839	34.7	113	80,736	17.1	82	211,845	44.9	95	
Midmarket	195,110	41.3	120	36,344	7.7	85	224,965	47.7	86	
Downmarket	171,442	36.3	163	147,015	31.1	89	137,962	29.2	70	
For Drinking (monthly spend):										
Nothing	139,457	29.5	98	107,685	22.8	97	209,279	44.3	99	
Low (less than £10)	117,478	24.9	83	77,044	16.3	70	261,898	55.5	122	
Medium (Between £10 and £40)	150,362	31.9	104	48,958	10.4	58	257,099	54.5	108	
High (Greater than £40)	107,500	22.8	88	98,064	20.8	101	250,855	53.2	102	

Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

 Site
  Star Pubs
  Pubs
  Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Fagans, S 1 4BS	Star Pubs & Bars	0.3	0.1
2	Dog & Partridge, S 1 4EL	Star Pubs & Bars	2.7	0.8
3	Grapes, S 1 4EL	Trust Inns	2.7	0.8
4	Trippets, S 1 4EL	Independent Free	2.7	0.8
5	Huttons Bar, S 1 4ES	Independent Free	3.3	1.3
6	Tequila, S 1 4ES	Independent Free	3.3	1.3
7	West Street Live, S 1 4ES	Ei Group	3.3	1.3
8	Maggie Mays, S 1 4FG	Independent Free	3.6	1.0
9	Players Sports Bar, S 1 4ER	Independent Free	4.5	1.2
10	Maida Vale, S 1 4EP	Independent Free	4.8	1.2
11	Vault, S 1 4EP	Independent Free	4.8	1.2
12	Bloo 88, S 1 4ET	Greene King	4.8	1.4
13	Westway, S 1 4EQ	Star Pubs & Bars	5.7	1.4
14	Red House, S 1 4BB	*Other Small Retail Groups	5.7	1.5
15	Revolucion De Cuba, S 1 4DT	Inventive Leisure	5.7	1.6
16	Beg Borrow & Steal, S 1 4FS	Independent Free	5.7	1.7
17	Crystal, S 1 4FS	Brook Leisure	5.7	1.7
18	Pop World, S 1 4FS	Stonegate Pub Company	5.7	1.7
19	Viper Rooms, S 1 4FS	Ei Group	5.7	1.7
20	Walkabout, S 1 4FS	Stonegate Pub Company	5.7	1.7