

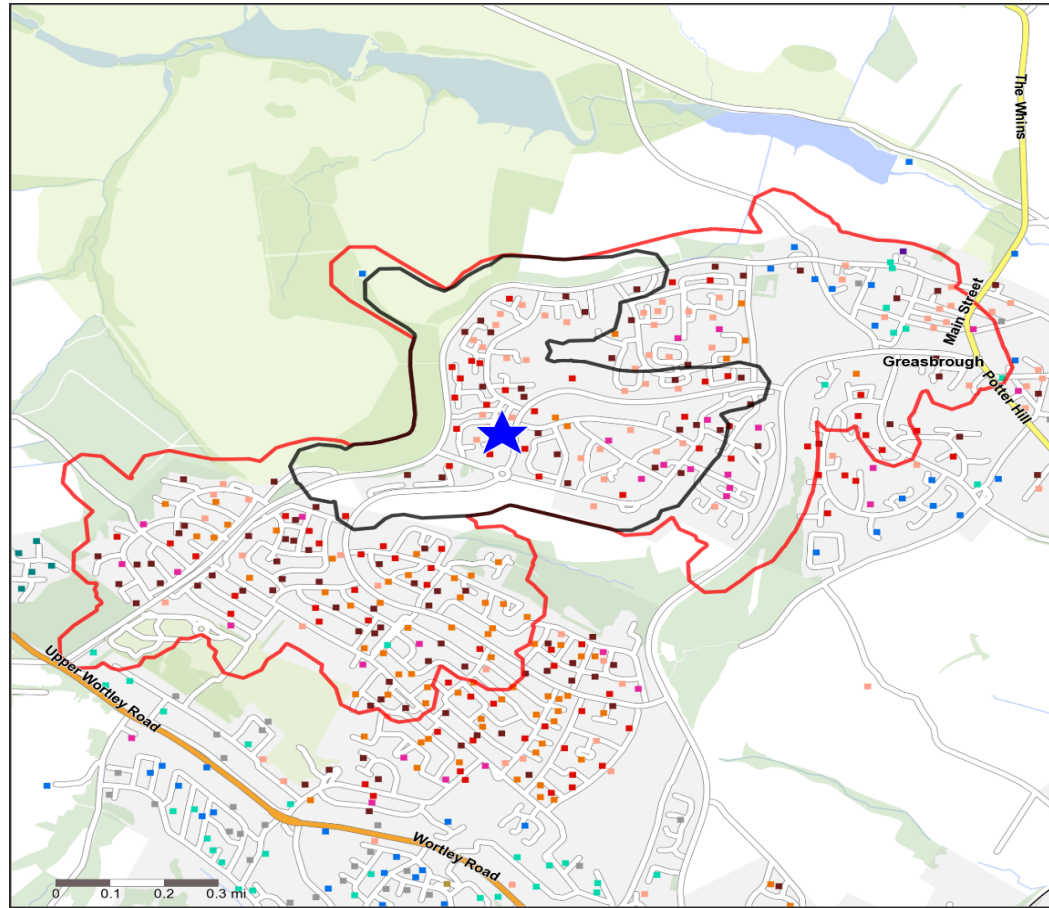
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	2	10	404
Catchment Adults 18+	2,274	7,675	428,190
Catchment Adults 18+ Per Pub	1,137	768	1,060
Populaton Projection 2018 to 2028 (% change)	1.05%	2.18%	4.71%

		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	Community Pub	2,274	100.0	193	1	Community Pub	7,568	98.6	190	1	High Street Pub	361,425	84.4	163
2	High Street Pub	2,070	91.0	195	2	High Street Pub	7,109	92.6	199	2	Community Pub	322,788	75.4	162
3	Circuit Bar	719	31.6	50	3	Premium Local	1,664	21.7	34	3	Premium Local	141,605	33.1	52
4	Craft Led	719	31.6	245	4	Circuit Bar	1,458	19.0	147	4	Great Pub Great Food	84,883	19.8	153
5	Premium Local	668	29.4	73	5	Craft Led	1,422	18.5	46	5	Bit of Style	65,649	15.3	38
6	Bit of Style	197	8.7	32	6	Bit of Style	625	8.1	30	6	Circuit Bar	35,357	8.3	31
7	Great Pub Great Food	0	0.0	0	7	Great Pub Great Food	141	1.8	18	7	Craft Led	22,010	5.1	50

	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	45	2.0	22	187	2.4	28	21,577	5.0	57
C1	228	10.0	82	725	9.4	77	45,219	10.6	86
C2	239	10.5	127	799	10.4	126	43,031	10.0	122
DE	437	19.2	187	1,442	18.8	183	62,375	14.6	142

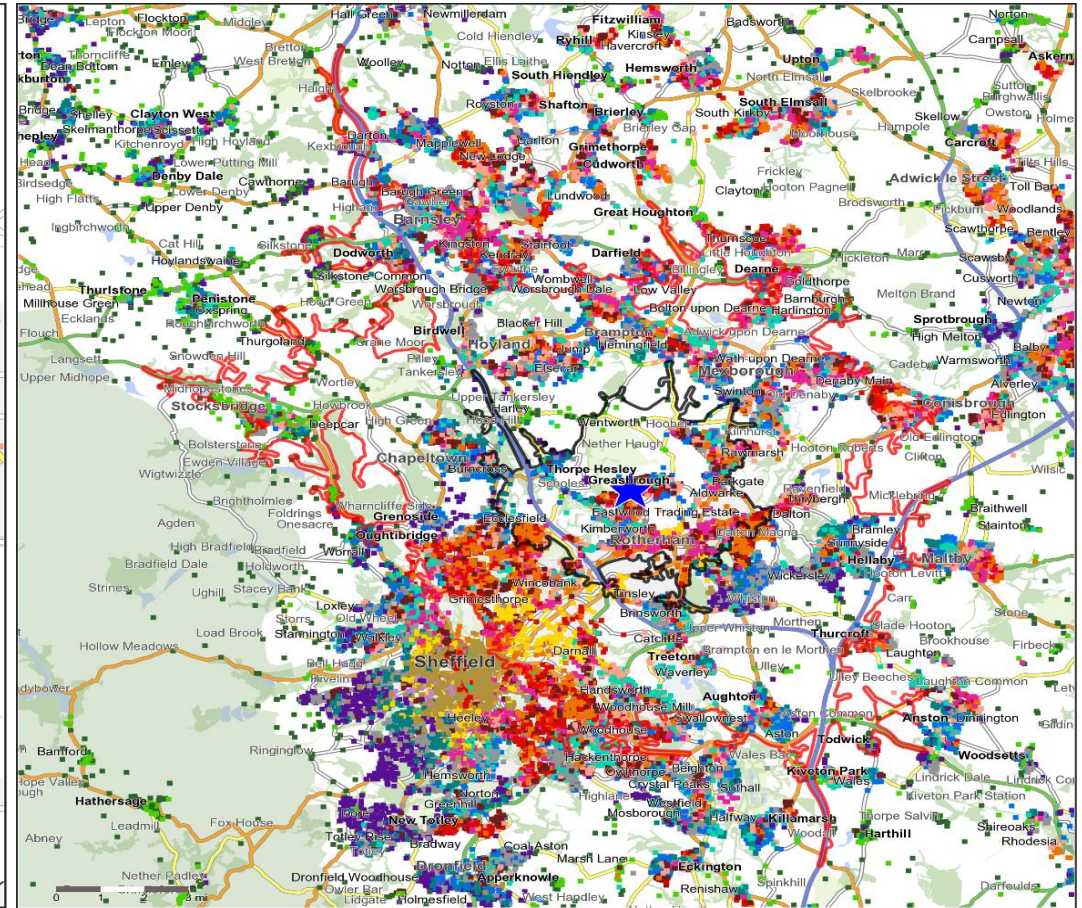
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,134	93.8	283	7,038	91.7	277	287,747	67.2	203
Medium (7-13)	179	7.9	24	748	9.7	29	121,053	28.3	85
High (14-19)	1	0.0	0	69	0.9	3	27,759	6.5	23

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

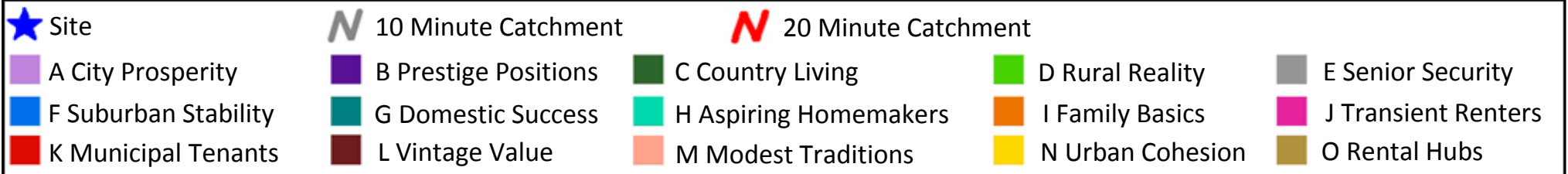


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	60
	B06	Diamond Days	0	0	9	663
	B07	Alpha Families	0	0	5	1,351
	B08	Bank of Mum and Dad	0	6	141	1,588
	B09	Empty-Nest Adventure	0	0	514	4,521
	C10	Wealthy Landowners	0	0	49	1,007
	C11	Rural Vogue	0	0	59	667
	C12	Scattered Homesteads	0	0	0	135
	C13	Village Retirement	0	0	31	1,821
	D14	Satellite Settlers	0	1	262	2,426
	D15	Local Focus	0	0	1	2,616
	D16	Outlying Seniors	0	0	33	3,004
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	29	2,209
	E19	Bungalow Heaven	0	0	1,507	16,197
	E20	Classic Grandparents	0	11	1,841	13,787
	E21	Solo Retirees	0	78	1,336	7,823
	F22	Boomerang Boarders	0	19	889	9,487
	F23	Family Ties	0	0	326	2,802
	F24	Fledgling Free	0	78	3,074	18,947
	F25	Dependable Me	0	29	1,229	8,549
	G26	Cafés and Catchments	0	0	0	37
	G27	Thriving Independence	0	0	87	702
	G28	Modern Parents	0	0	528	8,800
	G29	Mid-Career Convention	0	0	1,225	8,248
	H30	Primary Ambitions	0	0	261	2,716
	H31	Affordable Fringe	0	37	3,494	19,195
	H32	First-Rung Futures	0	126	1,949	13,511
	H33	Contemporary Starts	0	0	233	6,914
	H34	New Foundations	0	3	129	921
	H35	Flying Solo	0	0	197	1,026

			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	0	30	328
	I37	Budget Generations	54	432	1,702	12,883
	I38	Economical Families	9	301	3,546	13,328
	I39	Families on a Budget	0	350	7,066	34,413
	J40	Value Rentals	197	496	2,568	21,718
	J41	Youthful Endeavours	0	33	688	3,373
	J42	Midlife Renters	0	0	717	6,629
	J43	Renting Rooms	21	67	6,656	17,820
	K44	Inner City Stalwarts	0	0	3	7
	K45	City Diversity	0	0	0	287
	K46	High Rise Residents	0	0	0	0
	K47	Single Essentials	719	1,296	2,833	6,418
	K48	Mature Workers	25	595	5,213	30,005
	L49	Flatlet Seniors	204	556	2,433	9,787
	L50	Pocket Pensions	1	238	1,672	14,976
	L51	Retirement Communities	0	0	247	794
	L52	Estate Veterans	185	770	1,903	13,060
	L53	Seasoned Survivors	180	473	2,105	9,753
	M54	Down-to-Earth Owners	668	1,365	4,488	23,877
	M55	Back with the Folks	12	132	1,500	11,947
	M56	Self Supporters	0	182	2,617	16,265
	N57	Community Elders	0	0	157	933
	N58	Culture & Comfort	0	0	9	206
	N59	Large Family Living	0	0	2,088	13,247
	N60	Ageing Access	0	0	108	377
	O61	Career Builders	0	0	9	301
	O62	Central Pulse	0	0	198	461
	O63	Flexible Workforce	0	0	0	145
	O64	Bus-Route Renters	0	0	399	2,440
	O65	Learners & Earners	0	0	2	2
	O66	Student Scene	0	0	0	145
	U99	Unclassified	0	0	164	532
Total			2,275	7,674	70,559	428,187

Top 3 Mosaic Types in a 20 Minute Walktime

1. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

2. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

3. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

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. 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

3. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



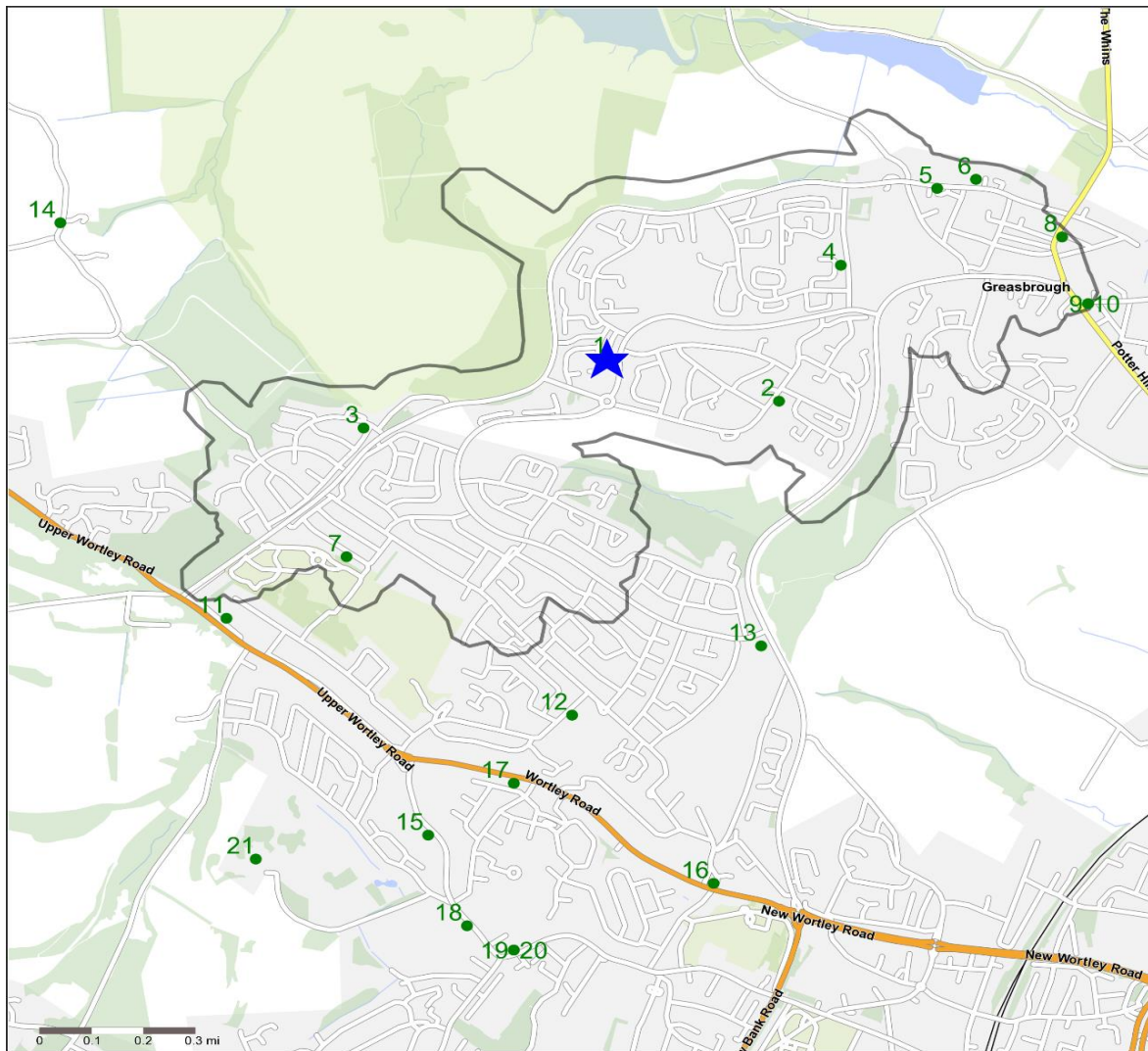
- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

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	2,251	29.3	97	537	7.0	43	4,887	63.7	122
Male: Alone	2,875	37.5	126	2,141	27.9	179	2,659	34.6	65
Male: Group	1,907	24.8	109	3,058	39.8	152	2,710	35.3	71
Male: Pair	3,049	39.7	152	1,259	16.4	108	3,368	43.9	76
Mixed Sex: Group	2,174	28.3	124	2,074	27.0	85	3,427	44.7	102
Mixed Sex: Pair	637	8.3	35	3,997	52.1	160	3,041	39.6	93
With Children	3,049	39.7	137	1,027	13.4	80	3,599	46.9	89
Unknown	1,465	19.1	58	593	7.7	43	5,618	73.2	153
For Eating:									
Upmarket	625	8.1	27	2,195	28.6	137	4,855	63.3	134
Midmarket	2,747	35.8	104	383	5.0	55	4,545	59.2	107
Downmarket	2,998	39.1	176	3,392	44.2	127	1,285	16.7	40
For Drinking (monthly spend):									
Nothing	4,193	54.6	181	799	10.4	44	2,683	35.0	78
Low (less than £10)	636	8.3	28	1,775	23.1	98	5,265	68.6	151
Medium (Between £10 and £40)	636	8.3	27	1,744	22.7	127	5,295	69.0	137
High (Greater than £40)	588	7.7	30	2,376	31.0	151	4,711	61.4	117

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	97,126	22.7	75	56,921	13.3	81	273,611	63.9	123
Male: Alone	157,969	36.9	124	80,746	18.9	121	188,943	44.1	83
Male: Group	117,635	27.5	120	124,380	29.0	111	185,643	43.4	87
Male: Pair	111,775	26.1	100	88,904	20.8	136	226,979	53.0	92
Mixed Sex: Group	89,468	20.9	91	109,400	25.5	80	228,790	53.4	122
Mixed Sex: Pair	100,841	23.6	100	147,008	34.3	106	179,809	42.0	98
With Children	163,588	38.2	132	91,311	21.3	127	172,759	40.3	76
Unknown	137,256	32.1	98	37,002	8.6	48	253,400	59.2	124
For Eating:									
Upmarket	94,168	22.0	72	82,329	19.2	92	251,161	58.7	124
Midmarket	125,923	29.4	86	39,140	9.1	101	262,595	61.3	111
Downmarket	170,110	39.7	179	163,376	38.2	109	94,172	22.0	53
For Drinking (monthly spend):									
Nothing	155,432	36.3	120	115,115	26.9	114	157,112	36.7	82
Low (less than £10)	99,940	23.3	78	99,010	23.1	98	228,708	53.4	118
Medium (Between £10 and £40)	98,507	23.0	75	63,360	14.8	83	265,791	62.1	123
High (Greater than £40)	56,067	13.1	51	119,413	27.9	136	252,179	58.9	113

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	Plough, S 61 4LF	Star Pubs & Bars	0.0	0.0
2	Keppels, S 61 4AT	Ei Group	9.1	1.7
3	Kimberworth Park, S 61 3AX	New River Retail	12.1	1.9
4	Alpine, S 61 4HH	*Other Small Retail Groups	14.2	2.5
5	Milton Arms, S 61 4DY	Ei Group	18.4	3.1
6	Yellow Lion, S 61 4DX	Ei Group	19.3	3.2
7	Haynook, S 61 3LY	Ei Group	19.6	3.0
8	Ship Inn, S 61 4PX	Punch Pub Company	19.9	3.5
9	Crown Inn, S 61 4NU	Ei Group	20.2	3.2
10	Prince Of Wales, S 61 4NU	Independent Free	20.2	3.2
11	Droppingwell, S 61 2AB	Greene King	22.6	3.4
12	Pewter Pot, S 61 3PF	Independent Free	24.1	4.1
13	Ring O Bells, S 61 3RG	Greene King	24.7	3.6
14	Bay Horse Inn, S 61 2RQ	Ei Group	29.9	6.4
15	Colin, S 61 1NQ	Greene King	33.2	4.5
16	Effingham Arms, S 61 1JR	Independent Free	35.0	5.3
17	Drawbridge, S 61 1JN	Mitchells & Butlers	35.9	5.3
18	Green Dragon Inn, S 61 2BH	Ei Group	37.1	5.2
19	Manor Barn Inn, S 61 1EP	Ei Group	39.2	5.4
20	Travellers Inn, S 61 1EP	Ei Group	39.2	5.4