

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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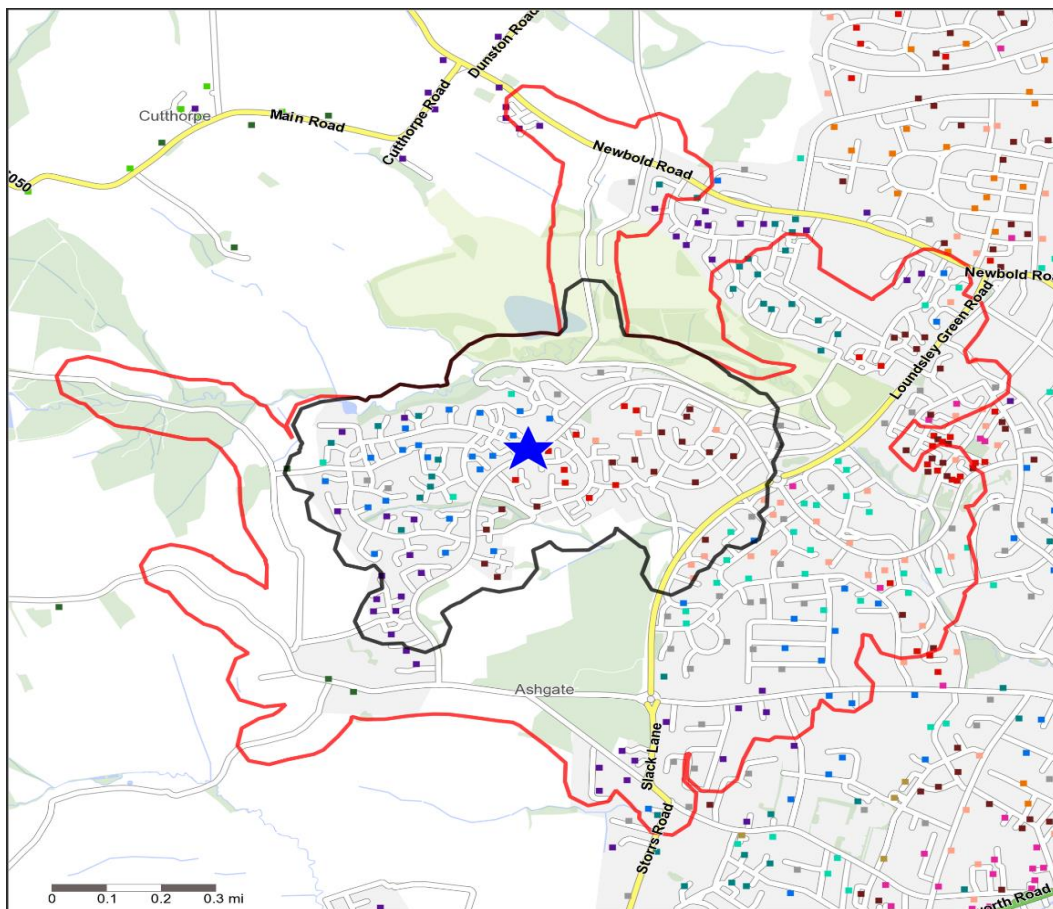
Number of Pubs	1	3	206
Catchment Adults 18+	3,330	6,867	166,726
Catchment Adults 18+ Per Pub	3,330	2,289	809
Populaton Projection 2020 to 2030 (% change)	1.78%	1.59%	2.27%

		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	2,767	83.1	158	1	High Street Pub	5,291	77.0	147	1	High Street Pub	128,308	77.0	147
2	Community Pub	2,159	64.8	138	2	Community Pub	4,108	59.8	128	2	Community Pub	105,985	63.6	136
3	Premium Local	1,839	55.2	86	3	Premium Local	3,980	58.0	91	3	Premium Local	76,647	46.0	72
4	Great Pub Great Food	1,150	34.5	241	4	Great Pub Great Food	2,737	39.9	278	4	Great Pub Great Food	55,550	33.3	233
5	Circuit Bar	603	18.1	45	5	Bit of Style	1,127	16.4	41	5	Bit of Style	30,709	18.4	46
6	Craft Led	603	18.1	63	6	Circuit Bar	1,117	16.3	57	6	Circuit Bar	16,618	10.0	35
7	Bit of Style	376	11.3	100	7	Craft Led	1,094	15.9	141	7	Craft Led	13,246	7.9	70

	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	256	7.7	87	577	8.4	95	12,228	7.3	83
C1	426	12.8	104	817	11.9	97	18,720	11.2	91
C2	275	8.3	100	544	7.9	96	15,019	9.0	109
DE	418	12.6	122	746	10.9	106	18,540	11.1	108

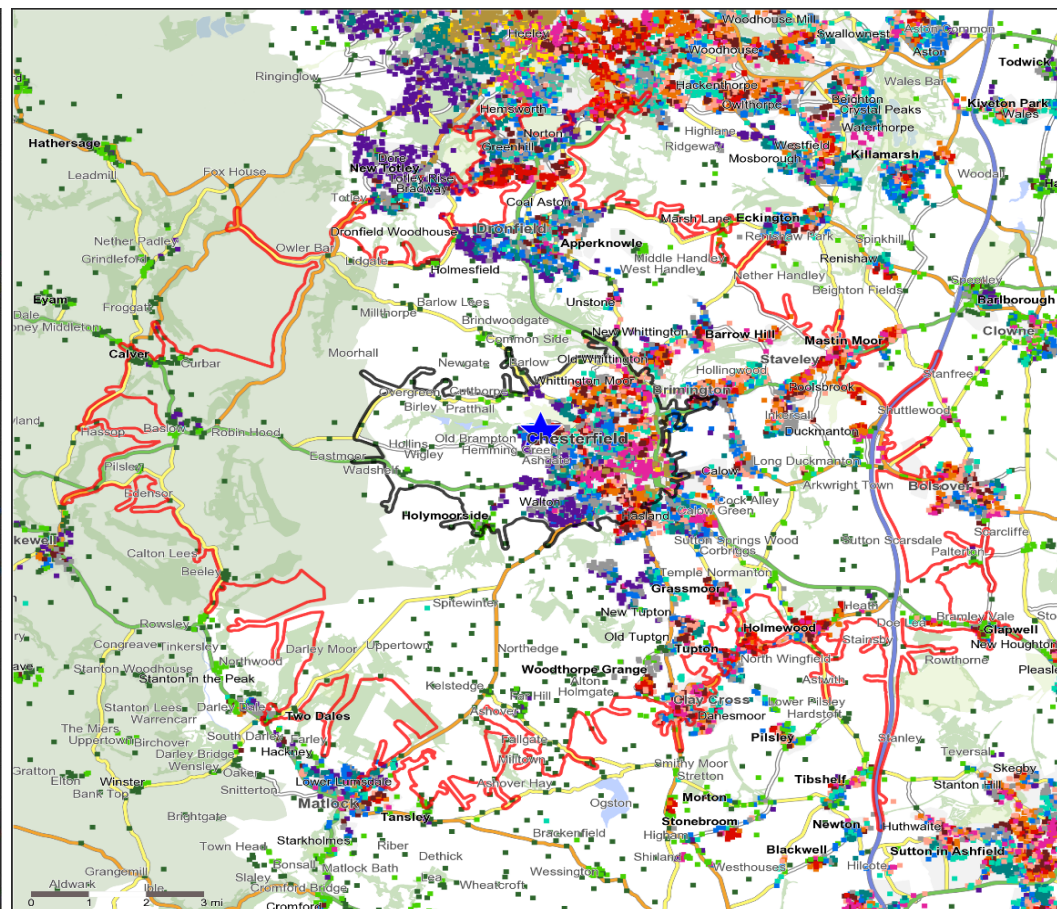
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,377	41.4	124	2,368	34.5	104	76,058	45.6	137
Medium (7-13)	1,135	34.1	103	2,526	36.8	111	53,572	32.1	97
High (14-19)	482	14.5	51	1,310	19.1	67	25,570	15.3	54

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	50	85
	B06	Diamond Days	63	92	506	1,024
	B07	Alpha Families	0	24	518	1,375
	B08	Bank of Mum and Dad	154	292	968	1,644
	B09	Empty-Nest Adventure	181	529	3,240	7,891
	C10	Wealthy Landowners	4	24	661	4,137
	C11	Rural Vogue	0	1	93	527
	C12	Scattered Homesteads	0	0	38	250
	C13	Village Retirement	0	0	175	2,404
	D14	Satellite Settlers	0	0	499	2,788
	D15	Local Focus	0	0	28	1,009
	D16	Outlying Seniors	0	0	154	1,825
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	40	157	1,458	3,349
	E19	Bungalow Heaven	133	552	1,798	10,570
	E20	Classic Grandparents	0	71	1,180	3,927
	E21	Solo Retirees	28	105	774	2,606
	F22	Boomerang Boarders	187	253	1,308	5,793
	F23	Family Ties	0	0	252	1,137
	F24	Fledgling Free	150	183	630	5,514
	F25	Dependable Me	524	810	2,485	7,189
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	0	0	509	1,355
	G28	Modern Parents	7	456	937	2,390
	G29	Mid-Career Convention	291	354	1,287	8,331
	H30	Primary Ambitions	0	0	614	1,535
	H31	Affordable Fringe	73	365	1,159	4,580
	H32	First-Rung Futures	59	263	2,235	5,743
	H33	Contemporary Starts	0	0	276	1,367
	H34	New Foundations	0	0	73	509
	H35	Flying Solo	17	17	125	608

			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	28	211
	I37	Budget Generations	0	0	1,743	4,270
	I38	Economical Families	0	0	796	2,810
	I39	Families on a Budget	0	0	1,212	4,373
	J40	Value Rentals	3	28	1,048	7,928
	J41	Youthful Endeavours	0	31	385	964
	J42	Midlife Renters	0	13	2,691	4,483
	J43	Renting Rooms	0	0	2,147	2,363
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	0
	K47	Single Essentials	527	805	2,038	5,953
	K48	Mature Workers	78	78	1,174	8,309
	L49	Flatlet Seniors	10	46	894	2,229
	L50	Pocket Pensions	369	457	1,631	5,060
	L51	Retirement Communities	0	62	292	745
	L52	Estate Veterans	204	222	2,151	5,005
	L53	Seasoned Survivors	52	52	1,021	3,159
	M54	Down-to-Earth Owners	106	169	1,083	5,151
	M55	Back with the Folks	36	269	1,510	3,626
	M56	Self Supporters	35	78	1,398	6,441
	N57	Community Elders	0	0	0	0
	N58	Culture & Comfort	0	0	0	0
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	0	0	51	129
	O61	Career Builders	0	8	430	578
	O62	Central Pulse	0	0	364	364
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	0	0	810	1,110
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	0	0
Total			3,331	6,866	48,927	166,723

Top 3 Mosaic Types in a 20 Minute Walktime

1. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

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. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

Top 3 Mosaic Types in a 20 Minute Drivetime

1. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

2. 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

3. K48 Mature Workers

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



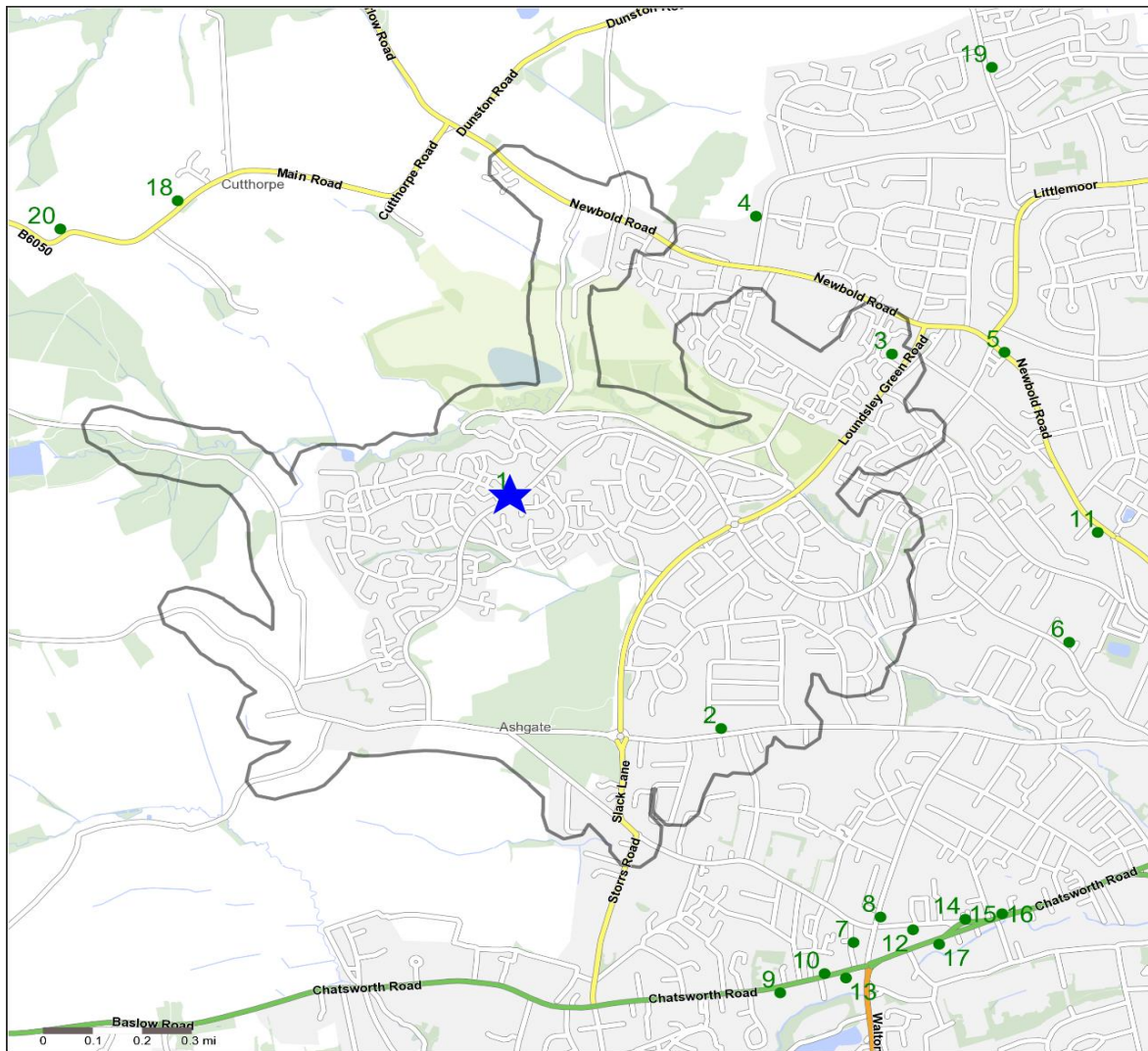
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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	2,116	30.8	95	397	5.8	34	4,355	63.4	125
Male: Alone	2,444	35.6	119	1,651	24.0	145	2,772	40.4	75
Male: Group	2,021	29.4	128	2,591	37.7	140	2,255	32.8	66
Male: Pair	2,492	36.3	139	1,309	19.1	124	3,067	44.7	76
Mixed Sex: Group	1,505	21.9	89	2,117	30.8	96	3,245	47.3	109
Mixed Sex: Pair	2,072	30.2	125	2,951	43.0	130	1,844	26.9	63
With Children	1,630	23.7	80	553	8.1	46	4,685	68.2	129
Unknown	1,472	21.4	62	357	5.2	28	5,038	73.4	157
For Eating:									
Upmarket	1,558	22.7	71	1,358	19.8	91	3,952	57.6	125
Midmarket	1,668	24.3	67	48	0.7	8	5,151	75.0	137
Downmarket	2,198	32.0	138	3,253	47.4	134	1,416	20.6	50
For Drinking (monthly spend):									
Nothing	2,302	33.5	109	3,236	47.1	200	1,329	19.4	42
Low (less than £10)	2,680	39.0	131	1,727	25.1	106	2,460	35.8	77
Medium (Between £10 and £40)	2,680	39.0	127	408	5.9	33	3,779	55.0	108
High (Greater than £40)	1,807	26.3	100	1,264	18.4	89	3,796	55.3	105

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	40,779	24.5	76	17,174	10.3	61	108,773	65.2	129
Male: Alone	49,692	29.8	100	30,909	18.5	112	86,125	51.7	96
Male: Group	44,654	26.8	117	52,955	31.8	118	69,117	41.5	83
Male: Pair	40,215	24.1	92	30,821	18.5	121	95,690	57.4	98
Mixed Sex: Group	30,317	18.2	74	49,838	29.9	93	86,571	51.9	120
Mixed Sex: Pair	44,443	26.7	110	56,425	33.8	102	65,858	39.5	92
With Children	43,000	25.8	87	30,685	18.4	105	93,040	55.8	106
Unknown	41,808	25.1	72	17,178	10.3	56	107,740	64.6	138
For Eating:									
Upmarket	35,071	21.0	65	30,342	18.2	84	101,312	60.8	132
Midmarket	43,723	26.2	73	6,156	3.7	40	116,847	70.1	128
Downmarket	54,951	33.0	142	71,872	43.1	122	39,903	23.9	58
For Drinking (monthly spend):									
Nothing	52,159	31.3	102	53,883	32.3	137	60,684	36.4	80
Low (less than £10)	48,931	29.3	99	43,189	25.9	109	74,606	44.7	96
Medium (Between £10 and £40)	46,726	28.0	91	23,329	14.0	77	96,670	58.0	113
High (Greater than £40)	29,357	17.6	67	42,407	25.4	123	94,962	57.0	108

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	Holme Hall Inn, S 40 4UX	Star Pubs & Bars	0.0	0.0
2	Woodside, S 40 4DB	Ei Group	18.1	3.4
3	Olde House, S 40 4RN	Marston's	20.5	3.3
4	Moonrakers, S 41 8HQ	Admiral Taverns Ltd	24.4	5.4
5	Nags Head, S 41 8RJ	Pub People Co Ltd	24.7	4.2
6	Badger, S 40 4ED	*Other Small Retail Groups	28.7	4.9
7	Victoria, S 40 3QY	Punch Pub Company	30.2	5.5
8	Britannia Inn, S 40 1HD	Ei Group	30.5	4.9
9	Star Inn, S 40 3BD	Star Pubs & Bars	30.5	5.1
10	Mes Amis, S 40 3AD	Independent Free	30.8	5.3
11	Highfield, S 41 7AA	Mitchells & Butlers	30.8	5.7
12	Rose & Crown, S 40 2QT	Everards	31.7	5.1
13	Peacock Inn, S 40 3BQ	Ei Group	31.7	5.3
14	Maison Mes Amis, S 40 2RE	Independent Free	33.8	5.5
15	Barrel Inn, S 40 2BL	Ei Group	34.1	5.9
16	Crafty Dog, S 40 2BL	Independent Free	34.1	5.9
17	Tap House, S 40 2BY	Independent Free	34.1	5.9
18	Three Merry Lads, S 42 7AJ	Admiral Taverns Ltd	35.9	8.0
19	Dunston Inn, S 41 8HA	Independent Free	36.5	6.2
20	Peacock Inn, S 42 7AS	Unknown	39.5	7.0