

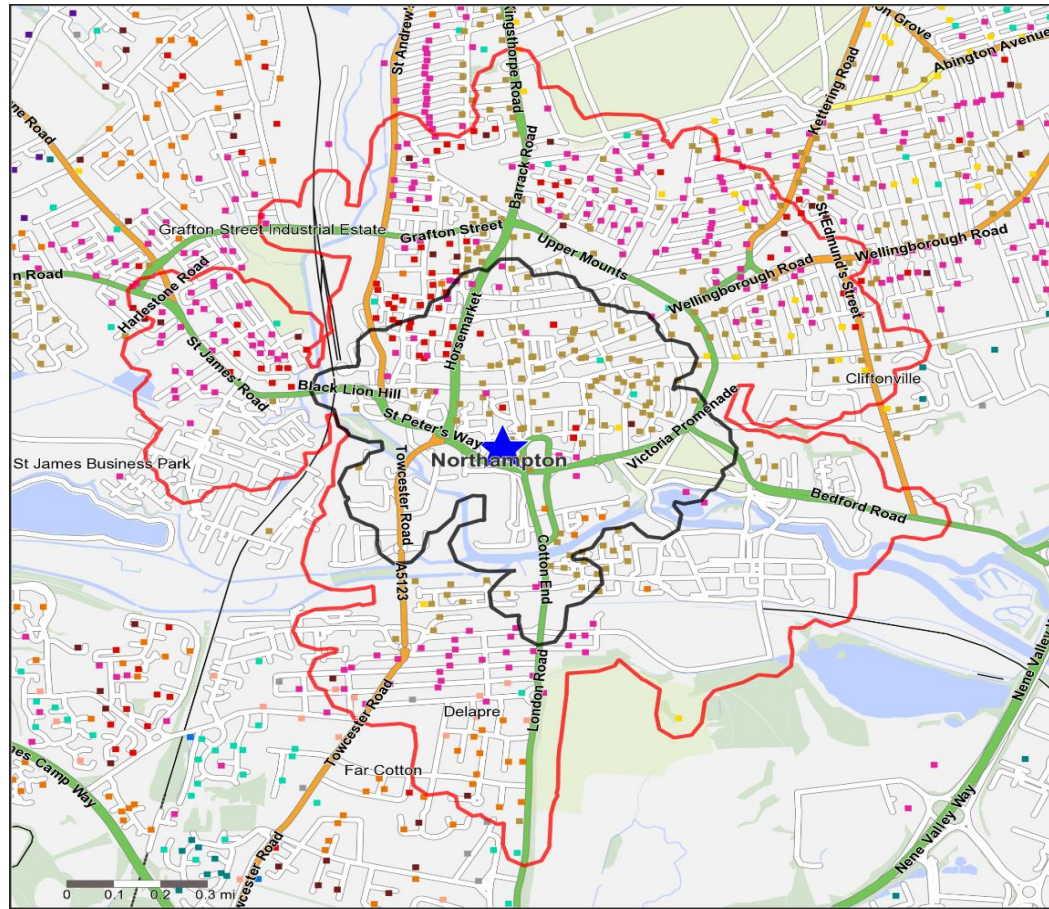
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	34	53	214
Catchment Adults 18+	4,185	20,411	255,236
Catchment Adults 18+ Per Pub	123	385	1,193
Populaton Projection 2020 to 2030 (% change)	-2.26%	0.12%	3.75%

		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	3,944	94.2	180	1	High Street Pub	18,522	90.7	173	1	High Street Pub	186,934	73.2	139
2	Circuit Bar	3,242	77.5	165	2	Community Pub	14,136	69.3	148	2	Community Pub	136,741	53.6	114
3	Craft Led	3,228	77.1	121	3	Circuit Bar	9,557	46.8	73	3	Premium Local	129,152	50.6	79
4	Bit of Style	2,763	66.0	461	4	Craft Led	9,224	45.2	315	4	Great Pub Great Food	92,745	36.3	254
5	Community Pub	1,709	40.8	101	5	Bit of Style	7,134	35.0	87	5	Bit of Style	75,905	29.7	74
6	Premium Local	541	12.9	45	6	Premium Local	3,285	16.1	56	6	Circuit Bar	45,219	17.7	62
7	Great Pub Great Food	285	6.8	60	7	Great Pub Great Food	812	4.0	35	7	Craft Led	28,100	11.0	97

	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	446	10.7	120	1,754	8.6	97	23,156	9.1	102
C1	735	17.6	143	3,323	16.3	132	34,370	13.5	110
C2	381	9.1	110	1,899	9.3	113	22,950	9.0	109
DE	735	17.6	171	3,826	18.7	182	28,225	11.1	107

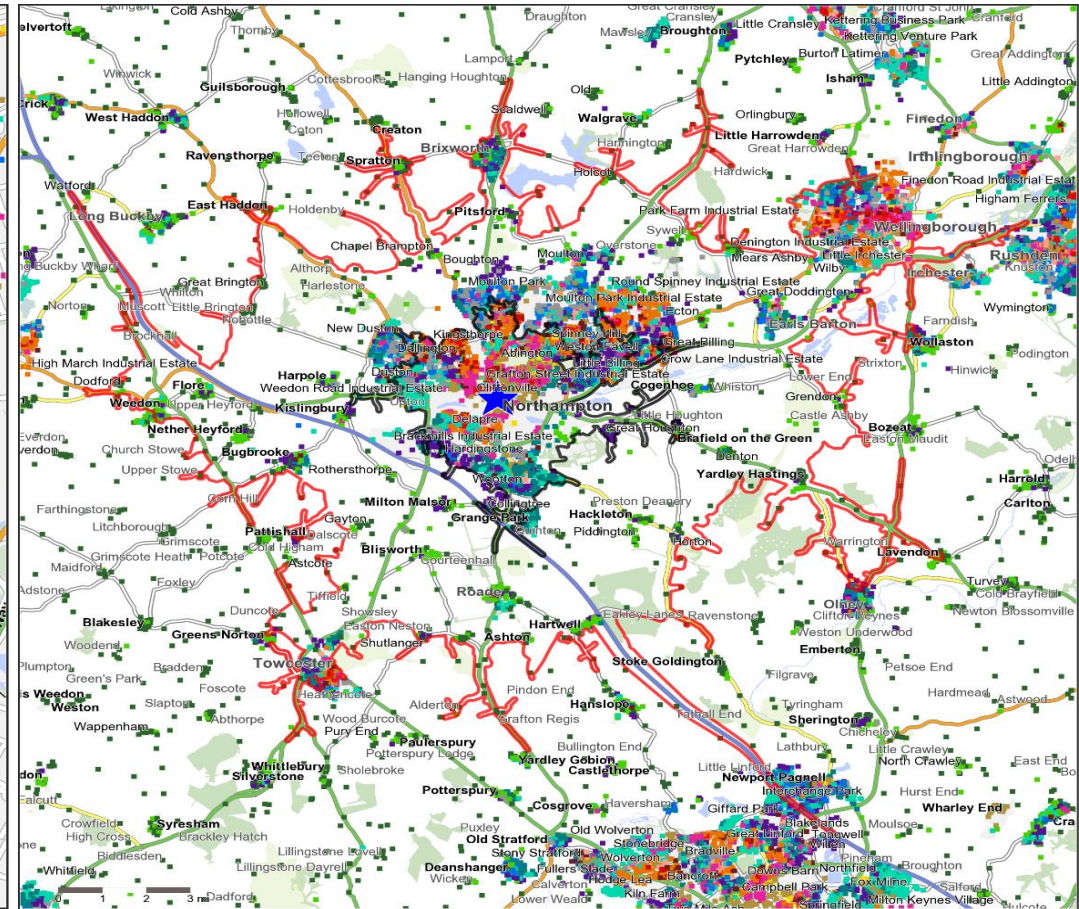
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,273	54.3	163	15,075	73.9	222	93,601	36.7	110
Medium (7-13)	1,124	26.9	81	4,551	22.3	67	95,442	37.4	112
High (14-19)	58	1.4	5	253	1.2	4	62,803	24.6	86

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

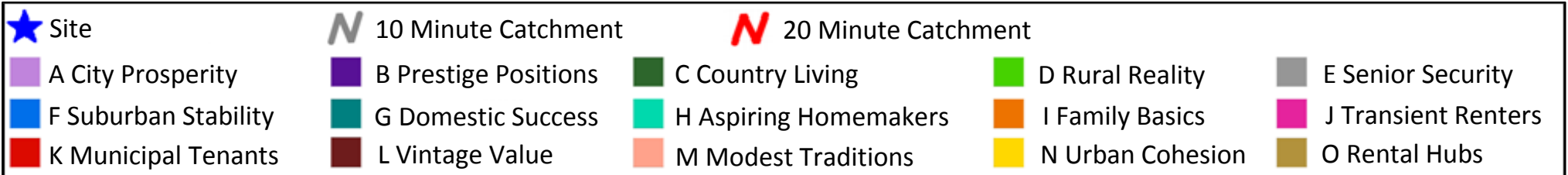


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	2	2
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	91	405
	B06	Diamond Days	0	0	1,402	2,509
	B07	Alpha Families	0	0	1,044	4,639
	B08	Bank of Mum and Dad	0	0	1,369	3,876
	B09	Empty-Nest Adventure	0	0	2,659	6,198
	C10	Wealthy Landowners	0	0	26	2,837
	C11	Rural Vogue	0	0	0	1,400
	C12	Scattered Homesteads	0	0	0	146
	C13	Village Retirement	0	0	345	5,438
	D14	Satellite Settlers	0	0	355	10,067
	D15	Local Focus	0	0	90	3,644
	D16	Outlying Seniors	0	0	117	3,294
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	1,444	2,455
	E19	Bungalow Heaven	0	0	2,113	7,398
	E20	Classic Grandparents	0	0	2,088	6,566
	E21	Solo Retirees	0	122	3,219	6,937
	F22	Boomerang Boarders	0	0	908	4,161
	F23	Family Ties	0	0	900	3,942
	F24	Fledgling Free	0	0	331	2,788
	F25	Dependable Me	0	0	1,364	4,985
	G26	Cafés and Catchments	0	0	334	379
	G27	Thriving Independence	0	31	2,801	4,180
	G28	Modern Parents	0	0	6,705	13,931
	G29	Mid-Career Convention	0	0	1,076	7,493
	H30	Primary Ambitions	0	14	8,707	12,371
	H31	Affordable Fringe	0	29	1,139	4,137
	H32	First-Rung Futures	0	21	2,762	6,648
	H33	Contemporary Starts	0	0	4,987	12,197
	H34	New Foundations	33	109	530	1,301
	H35	Flying Solo	0	0	789	1,853

			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	115	393	4,669	6,751
	I37	Budget Generations	0	0	390	1,805
	I38	Economical Families	0	49	1,230	4,434
	I39	Families on a Budget	0	245	6,312	16,384
	J40	Value Rentals	0	0	241	1,233
	J41	Youthful Endeavours	1	6	1,179	2,249
	J42	Midlife Renters	0	1,092	8,186	11,663
	J43	Renting Rooms	323	6,355	11,977	13,989
	K44	Inner City Stalwarts	108	115	115	115
	K45	City Diversity	7	15	15	15
	K46	High Rise Residents	0	189	189	189
	K47	Single Essentials	498	2,244	3,587	5,282
	K48	Mature Workers	0	0	1,006	3,192
	L49	Flatlet Seniors	0	479	1,062	1,430
	L50	Pocket Pensions	0	0	1,019	2,758
	L51	Retirement Communities	75	75	1,108	2,175
	L52	Estate Veterans	0	84	2,657	4,010
	L53	Seasoned Survivors	0	100	381	791
	M54	Down-to-Earth Owners	0	0	42	845
	M55	Back with the Folks	0	142	1,252	3,566
	M56	Self Supporters	0	218	1,067	2,926
	N57	Community Elders	0	0	165	165
	N58	Culture & Comfort	0	0	288	288
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	32	368	1,763	1,780
	O61	Career Builders	285	738	2,854	3,333
	O62	Central Pulse	2,220	3,778	4,040	4,040
	O63	Flexible Workforce	208	1,302	2,508	2,508
	O64	Bus-Route Renters	265	956	2,963	4,704
	O65	Learners & Earners	15	1,042	3,956	3,982
	O66	Student Scene	3	100	167	455
	U99	Unclassified	0	0	0	0
Total			4,188	20,411	116,085	255,234

Top 3 Mosaic Types in a 20 Minute Walktime

1. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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. 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

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. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

3. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



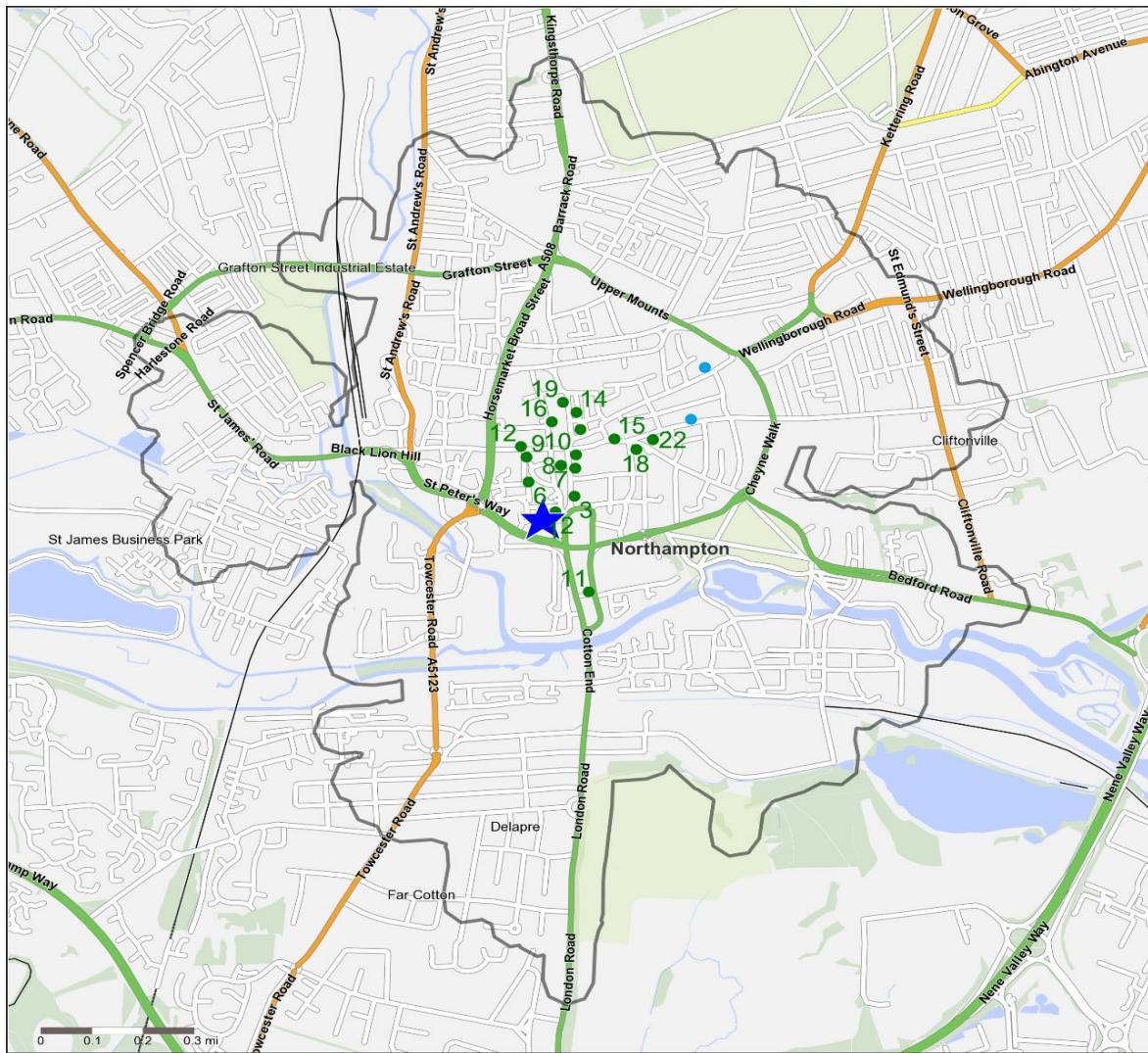
- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

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

	20 Minute Walktime											
	High				Medium				Low			
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	11,400	55.9	173	<div></div>	7,515	36.8	217	<div></div>	1,497	7.3	14	<div></div>
Male: Alone	11,955	58.6	197	<div></div>	3,547	17.4	105	<div></div>	4,909	24.1	45	<div></div>
Male: Group	6,818	33.4	146	<div></div>	10,303	50.5	187	<div></div>	3,291	16.1	32	<div></div>
Male: Pair	11,895	58.3	223	<div></div>	6,974	34.2	223	<div></div>	1,543	7.6	13	<div></div>
Mixed Sex: Group	17,734	86.9	353	<div></div>	1,028	5.0	16	<div></div>	1,650	8.1	19	<div></div>
Mixed Sex: Pair	7,139	35.0	144	<div></div>	11,196	54.9	166	<div></div>	2,077	10.2	24	<div></div>
With Children	9,332	45.7	154	<div></div>	2,158	10.6	60	<div></div>	8,922	43.7	83	<div></div>
Unknown	12,262	60.1	173	<div></div>	2,861	14.0	76	<div></div>	5,289	25.9	55	<div></div>
For Eating:												
Upmarket	8,469	41.5	129	<div></div>	10,394	50.9	235	<div></div>	1,548	7.6	16	<div></div>
Midmarket	18,499	90.6	251	<div></div>	644	3.2	35	<div></div>	1,268	6.2	11	<div></div>
Downmarket	2,331	11.4	49	<div></div>	9,228	45.2	128	<div></div>	8,852	43.4	105	<div></div>
For Drinking (monthly spend):												
Nothing	3,353	16.4	53	<div></div>	2,650	13.0	55	<div></div>	14,408	70.6	154	<div></div>
Low (less than £10)	553	2.7	9	<div></div>	3,532	17.3	73	<div></div>	16,326	80.0	172	<div></div>
Medium (Between £10 and £40)	5,373	26.3	86	<div></div>	3,350	16.4	91	<div></div>	11,689	57.3	112	<div></div>
High (Greater than £40)	7,573	37.1	141	<div></div>	1,180	5.8	28	<div></div>	11,658	57.1	108	<div></div>

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	95,632	37.5	116	48,365	18.9	112	111,240	43.6	86
Male: Alone	71,839	28.1	94	52,481	20.6	124	130,916	51.3	96
Male: Group	49,093	19.2	84	78,185	30.6	113	127,958	50.1	100
Male: Pair	60,443	23.7	90	42,176	16.5	108	152,616	59.8	102
Mixed Sex: Group	70,616	27.7	112	94,729	37.1	115	89,891	35.2	81
Mixed Sex: Pair	84,389	33.1	137	96,990	38.0	115	73,857	28.9	68
With Children	88,046	34.5	116	55,644	21.8	124	111,546	43.7	83
Unknown	82,564	32.3	93	53,315	20.9	113	119,356	46.8	100
For Eating:									
Upmarket	76,869	30.1	94	69,934	27.4	127	108,433	42.5	92
Midmarket	88,273	34.6	96	27,239	10.7	117	139,723	54.7	100
Downmarket	61,934	24.3	105	114,883	45.0	128	78,419	30.7	74
For Drinking (monthly spend):									
Nothing	70,073	27.5	89	72,729	28.5	121	112,433	44.1	96
Low (less than £10)	78,465	30.7	104	65,957	25.8	109	110,814	43.4	93
Medium (Between £10 and £40)	81,307	31.9	103	31,977	12.5	69	141,952	55.6	109
High (Greater than £40)	66,062	25.9	98	37,803	14.8	71	151,370	59.3	112

Competitor Map



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Site
 Star Pubs
 Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	King Billy Rock Bar, NN 1 1PJ	Star Pubs & Bars	0.0	0.1
2	Albion Brewery Bar, NN 1 1PR	Independent Free	1.5	1.0
3	Revolution, NN 1 1NS	Revolution Bars Group	1.5	4.2
4	Balloon, NN 1 1NH	Harmony Leisure	2.4	3.9
5	Nbs, NN 1 1NH	Independent Free	2.4	3.9
6	Bar With No Name, NN 1 1PS	Independent Free	3.0	1.5
7	Retro Bar, NN 1 1NW	Independent Free	3.6	4.0
8	Shoko, NN 1 1NW	Ei Group	3.6	4.0
9	Cafe Morandi, NN 1 1RA	Independent Free	3.9	1.2
10	Baileys, NN 1 1DJ	Oak Taverns	3.9	3.5
11	Malt Shovel, NN 1 1QF	Independent Free	4.2	1.3
12	Au-Ra, NN 1 1RS	Independent Free	4.5	2.9
13	Rifle Drum, NN 1 2QW	Independent Free	4.5	3.9
14	Auctioneer, NN 1 2DL	Marston's	4.8	3.3
15	Old Bank, NN 1 1DA	Greene King	5.1	3.3
16	Boston Clipper, NN 1 2QP	Independent Free	5.4	2.7
17	Mailcoach, NN 1 1UB	Ei Group	5.4	3.5
18	Maule Collective, NN 1 1UB	Maule Brewing Company	5.4	3.5
19	Oneills, NN 1 2EU	Mitchells & Butlers	5.7	3.3
20	Gin And Temple, NN 1 1JA	Independent Free	6.6	3.3