

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	20	31	309
Catchment Adults 18+	6,287	27,893	519,824
Catchment Adults 18+ Per Pub	314	900	1,682
Populaton Projection 2020 to 2030 (% change)	0.57%	0.20%	1.81%

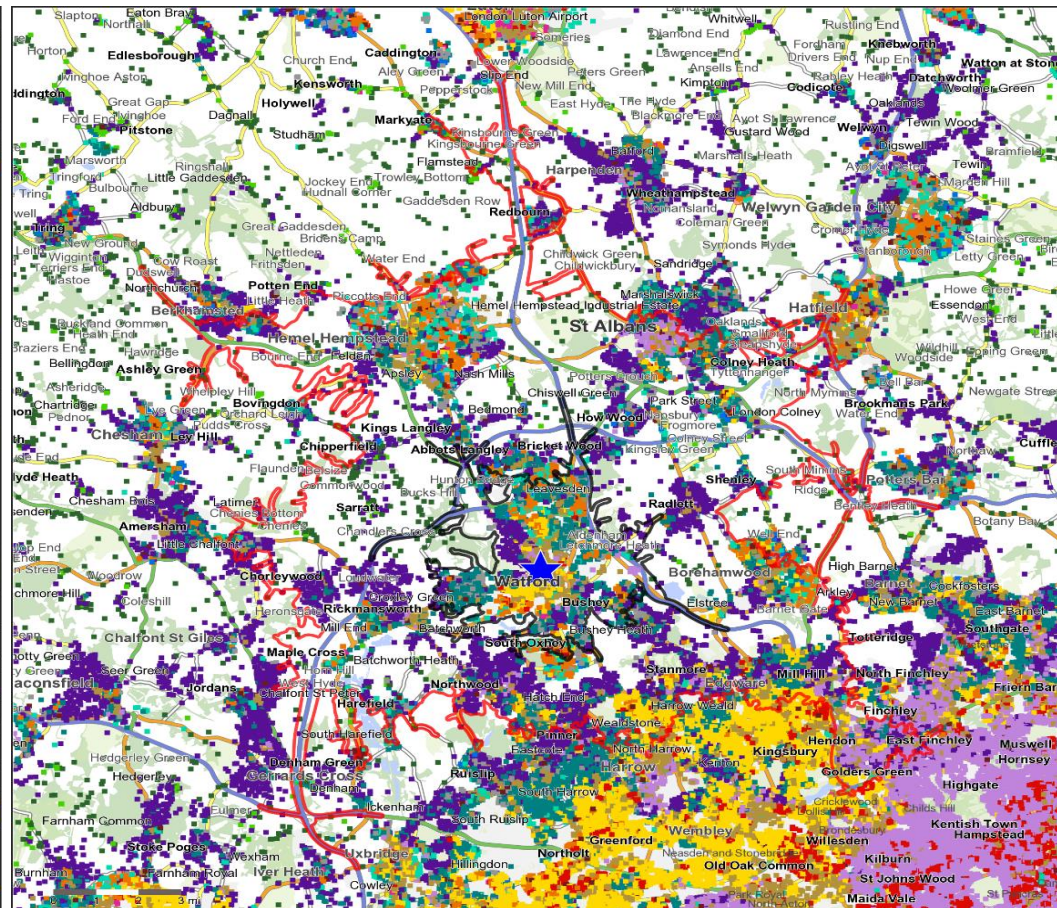
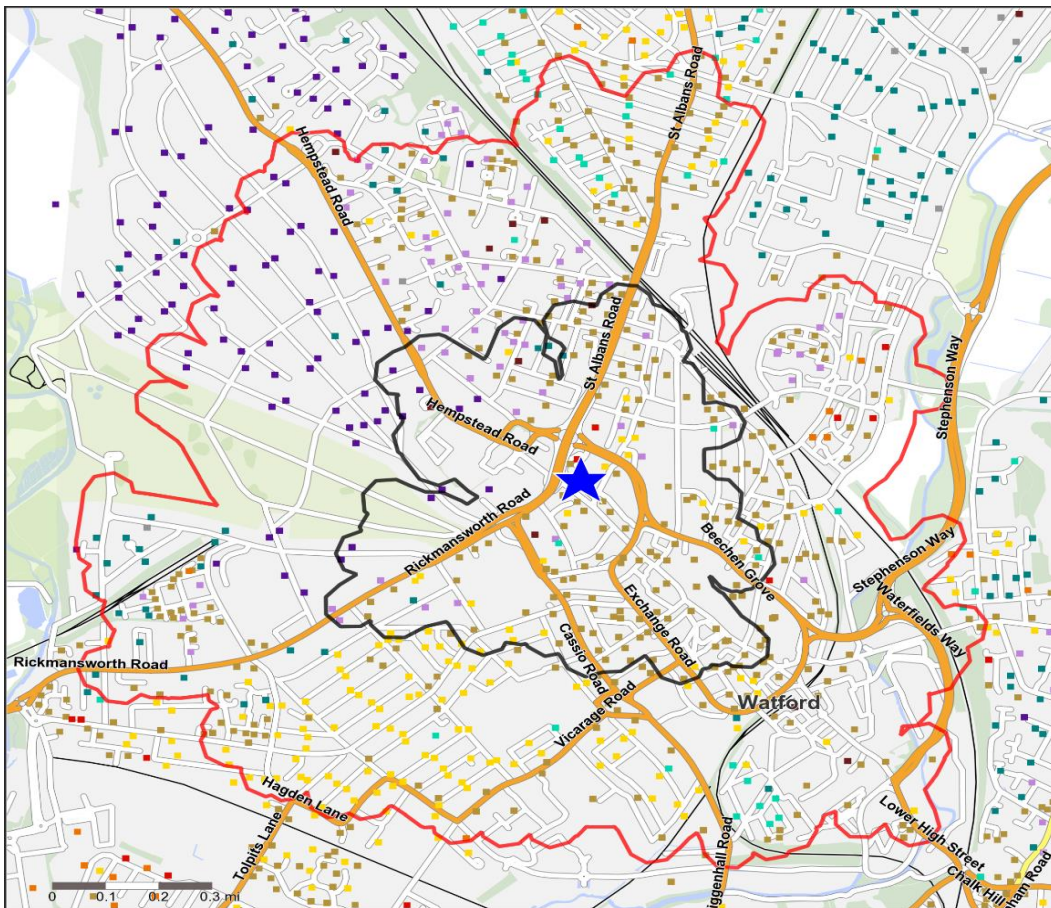
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Bit of Style	5,066	80.6	153	1	Bit of Style	17,618	63.2	120	1	Premium Local	337,287	64.9	124
2	Craft Led	4,323	68.8	147	2	Premium Local	16,539	59.3	126	2	Great Pub Great Food	327,986	63.1	135
3	Premium Local	4,125	65.6	103	3	Craft Led	13,098	47.0	74	3	High Street Pub	291,865	56.1	88
4	Circuit Bar	3,055	48.6	339	4	Great Pub Great Food	12,295	44.1	308	4	Bit of Style	248,984	47.9	334
5	High Street Pub	2,938	46.7	116	5	High Street Pub	12,291	44.1	109	5	Community Pub	153,805	29.6	73
6	Great Pub Great Food	2,421	38.5	134	6	Community Pub	8,484	30.4	106	6	Craft Led	80,294	15.4	54
7	Community Pub	1,989	31.6	279	7	Circuit Bar	7,557	27.1	239	7	Circuit Bar	55,920	10.8	95

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	966	15.4	173	4,080	14.6	165	65,462	12.6	142
C1	1,023	16.3	132	4,377	15.7	128	66,924	12.9	105
C2	455	7.2	88	2,218	8.0	96	35,209	6.8	82
DE	647	10.3	100	2,626	9.4	91	37,385	7.2	70

Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	822	13.1	39	3,637	13.0	39	55,415	10.7	32
Medium (7-13)	3,168	50.4	152	13,702	49.1	148	138,850	26.7	80
High (14-19)	2,020	32.1	113	10,821	38.8	136	324,430	62.4	219

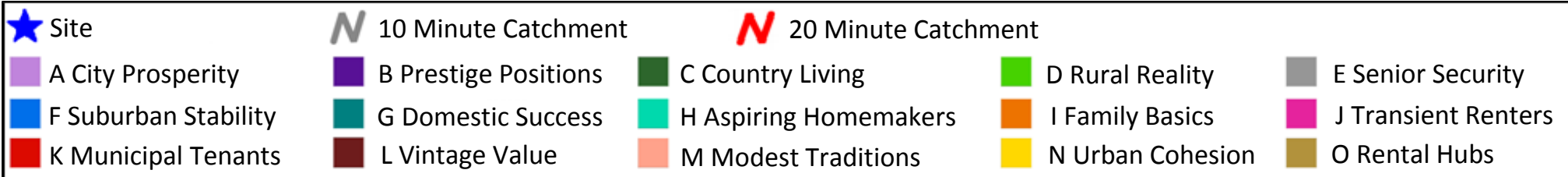
Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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	11	24	39	3,172
A02	Uptown Elite	459	1,346	2,181	24,471
A03	Penthouse Chic	0	0	0	2
A04	Metro High-Flyers	66	452	452	5,898
B05	Premium Fortunes	301	963	3,794	49,843
B06	Diamond Days	30	728	4,056	26,836
B07	Alpha Families	0	84	1,839	13,304
B08	Bank of Mum and Dad	0	35	1,554	9,500
B09	Empty-Nest Adventure	0	0	40	705
C10	Wealthy Landowners	0	0	173	3,034
C11	Rural Vogue	0	0	6	158
C12	Scattered Homesteads	0	0	0	4
C13	Village Retirement	0	0	19	684
D14	Satellite Settlers	0	0	0	1,108
D15	Local Focus	0	0	0	4
D16	Outlying Seniors	0	0	0	134
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	60	5,315	18,087
E19	Bungalow Heaven	0	0	28	1,305
E20	Classic Grandparents	0	0	138	905
E21	Solo Retirees	0	0	664	4,438
F22	Boomerang Boarders	0	0	59	812
F23	Family Ties	0	0	851	4,352
F24	Fledgling Free	0	0	0	59
F25	Dependable Me	0	0	112	741
G26	Cafés and Catchments	166	1,077	20,221	65,027
G27	Thriving Independence	47	83	10,026	36,912
G28	Modern Parents	0	0	158	856
G29	Mid-Career Convention	0	0	134	1,306
H30	Primary Ambitions	0	1,521	5,824	26,150
H31	Affordable Fringe	0	0	0	13
H32	First-Rung Futures	0	0	0	410
H33	Contemporary Starts	0	0	699	3,855
H34	New Foundations	43	118	780	3,178
H35	Flying Solo	0	0	152	2,222

		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	240	10,108	41,434
I37	Budget Generations	0	0	0	27
I38	Economical Families	0	0	0	0
I39	Families on a Budget	0	0	0	0
J40	Value Rentals	0	0	0	0
J41	Youthful Endeavours	0	0	29	323
J42	Midlife Renters	0	0	136	2,030
J43	Renting Rooms	0	0	0	55
K44	Inner City Stalwarts	31	195	675	4,202
K45	City Diversity	0	13	503	2,694
K46	High Rise Residents	0	0	292	511
K47	Single Essentials	49	101	453	2,136
K48	Mature Workers	0	0	0	0
L49	Flatlet Seniors	0	0	0	1,309
L50	Pocket Pensions	0	0	965	3,221
L51	Retirement Communities	219	590	1,919	9,205
L52	Estate Veterans	0	0	79	1,167
L53	Seasoned Survivors	0	0	29	105
M54	Down-to-Earth Owners	0	0	0	12
M55	Back with the Folks	0	0	71	1,591
M56	Self Supporters	0	0	24	347
N57	Community Elders	0	1,504	4,047	24,872
N58	Culture & Comfort	241	4,399	6,384	24,090
N59	Large Family Living	0	0	0	0
N60	Ageing Access	319	1,099	2,098	7,166
O61	Career Builders	1,341	5,922	11,747	40,045
O62	Central Pulse	736	1,127	1,606	4,234
O63	Flexible Workforce	2,197	5,948	7,653	28,406
O64	Bus-Route Renters	30	263	1,616	8,316
O65	Learners & Earners	0	0	0	1,889
O66	Student Scene	0	0	0	950
U99	Unclassified	0	0	0	0
Total		6,286	27,892	109,748	519,822

Top 3 Mosaic Types in a 20 Minute Walktime

1. O63 Flexible Workforce

Successful young renters ready to move to follow worthwhile incomes from service sector jobs



- Likely to be 26-35
- Singles and multiple sharers
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

2. O61 Career Builders

Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties



- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

3. N58 Culture & Comfort

Thriving families with good incomes in diverse suburbs



- Families with children
- Good income
- Own high cost urban semis and terraces
- Highest smart TV ownership
- Read online reviews for home and garden

Top 3 Mosaic Types in a 20 Minute Drivetime

1. G26 Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs



- Professional couples with kids
- Good income
- Pleasant family homes
- Attractive city suburbs
- Proximity to jobs and entertainment
- Most likely to have children 12-17

2. B05 Premium Fortunes

Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves



- Extensive detached homes
- Substantial income
- Teenage kids & students
- Portfolio of investments
- Directors and senior managers
- High mobile phone spend

3. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords



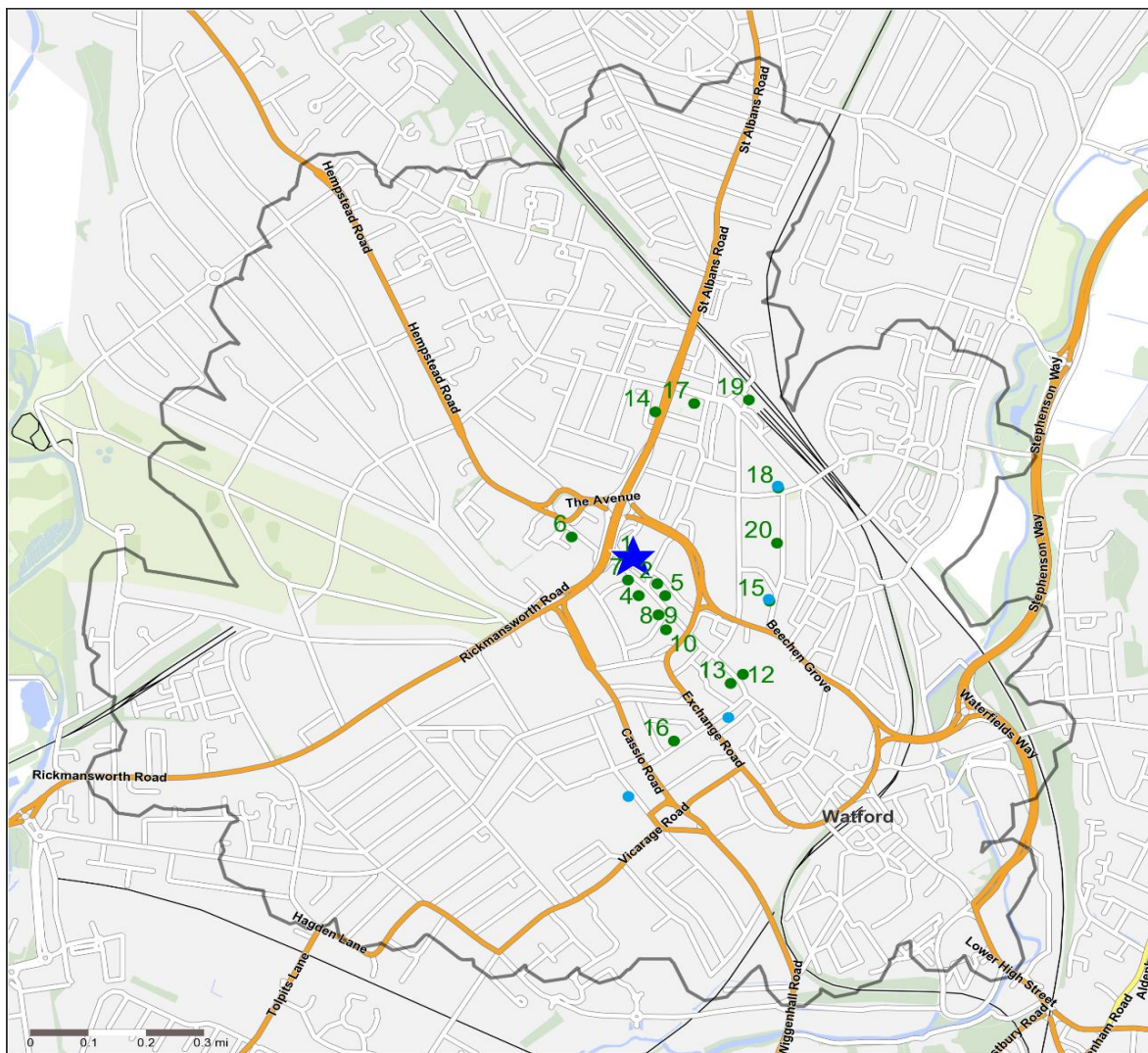
- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

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	11,596	41.6	129	6,698	24.0	141	9,599	34.4	68		
Male: Alone	8,572	30.7	103	7,452	26.7	161	11,869	42.6	79		
Male: Group	5,131	18.4	80	3,161	11.3	42	19,600	70.3	140		
Male: Pair	10,670	38.3	146	2,074	7.4	48	15,148	54.3	93		
Mixed Sex: Group	10,391	37.3	151	7,529	27.0	84	9,972	35.8	83		
Mixed Sex: Pair	1,425	5.1	21	10,155	36.4	110	16,313	58.5	137		
With Children	8,005	28.7	97	6,916	24.8	141	12,972	46.5	88		
Unknown	15,235	54.6	157	3,780	13.6	73	8,878	31.8	68		
For Eating:											
Upmarket	21,843	78.3	243	3,671	13.2	61	2,379	8.5	18		
Midmarket	23,204	83.2	231	2,038	7.3	80	2,650	9.5	17		
Downmarket	1,784	6.4	28	4,301	15.4	44	21,807	78.2	188		
For Drinking (monthly spend):											
Nothing	4,696	16.8	55	2,686	9.6	41	20,511	73.5	161		
Low (less than £10)	7,311	26.2	88	502	1.8	8	20,080	72.0	155		
Medium (Between £10 and £40)	9,853	35.3	115	12,436	44.6	246	5,603	20.1	39		
High (Greater than £40)	18,551	66.5	252	3,736	13.4	65	5,605	20.1	38		

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	136,271	26.2	81	101,887	19.6	115	281,666	54.2	107		
Male: Alone	82,552	15.9	53	107,187	20.6	124	330,086	63.5	118		
Male: Group	129,093	24.8	108	72,218	13.9	51	318,513	61.3	122		
Male: Pair	105,030	20.2	77	40,047	7.7	50	374,747	72.1	123		
Mixed Sex: Group	102,161	19.7	80	134,516	25.9	81	283,147	54.5	126		
Mixed Sex: Pair	37,890	7.3	30	191,944	36.9	112	289,991	55.8	130		
With Children	105,809	20.4	69	102,188	19.7	112	311,827	60.0	114		
Unknown	171,043	32.9	95	160,539	30.9	167	188,243	36.2	77		
For Eating:											
Upmarket	235,851	45.4	141	153,773	29.6	137	130,200	25.0	54		
Midmarket	259,058	49.8	138	74,347	14.3	157	186,419	35.9	65		
Downmarket	45,818	8.8	38	108,556	20.9	59	365,450	70.3	169		
For Drinking (monthly spend):											
Nothing	123,315	23.7	77	108,853	20.9	89	287,656	55.3	121		
Low (less than £10)	195,278	37.6	126	57,190	11.0	46	267,356	51.4	111		
Medium (Between £10 and £40)	256,454	49.3	160	101,748	19.6	108	161,622	31.1	61		
High (Greater than £40)	224,814	43.2	164	155,405	29.9	144	139,605	26.9	51		

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	Bodega, WD17 1NA	Star Pubs & Bars	0.6	0.4
2	Bosleys, WD17 1LU	Stonegate Pub Company	1.2	3.2
3	Colombia Press, WD17 1AW	Wetherspoon	1.5	1.1
4	Walkabout, WD17 1AW	Stonegate Pub Company	1.5	1.1
5	Rehab, WD17 1LN	Unknown	2.1	3.1
6	Horns, WD17 3RL	Ei Group	2.7	1.1
7	Chocolate Bar, WD17 1AU	Independent Free	3.0	1.1
8	Pop World, WD17 1AH	Stonegate Pub Company	3.0	1.7
9	Slug And Lettuce, WD17 1AH	Stonegate Pub Company	3.0	1.7
10	Faborje, WD17 1AY	Independent Free	3.0	1.8
11	Cassio Lounge, WD17 2DJ	Loungers	5.7	2.8
12	Florist, WD17 2DJ	New World Trading Company	5.7	2.8
13	Moon Under Water, WD17 2BS	Wetherspoon	5.7	2.8
14	White Lion, WD17 1SJ	Ei Group	7.9	1.4
15	Golden Lion, WD17 2PT	Star Pubs & Bars	8.5	2.8
16	Mangans, WD18 0PY	Independent Free	8.8	2.6
17	Platform, WD17 1AP	Independent Free	9.1	2.4
18	Estcourt Arms, WD17 1PT	Star Pubs & Bars	10.0	2.1
19	Oneills, WD17 1ET	Mitchells & Butlers	10.9	2.0
20	Estcourt Tavern, WD17 2PY	Greene King	11.5	2.8