

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	3	278
Catchment Adults 18+	3,710	9,116	411,917
Catchment Adults 18+ Per Pub	1,855	3,039	1,482
Populaton Projection 2018 to 2028 (% change)	10.16%	10.52%	10.28%

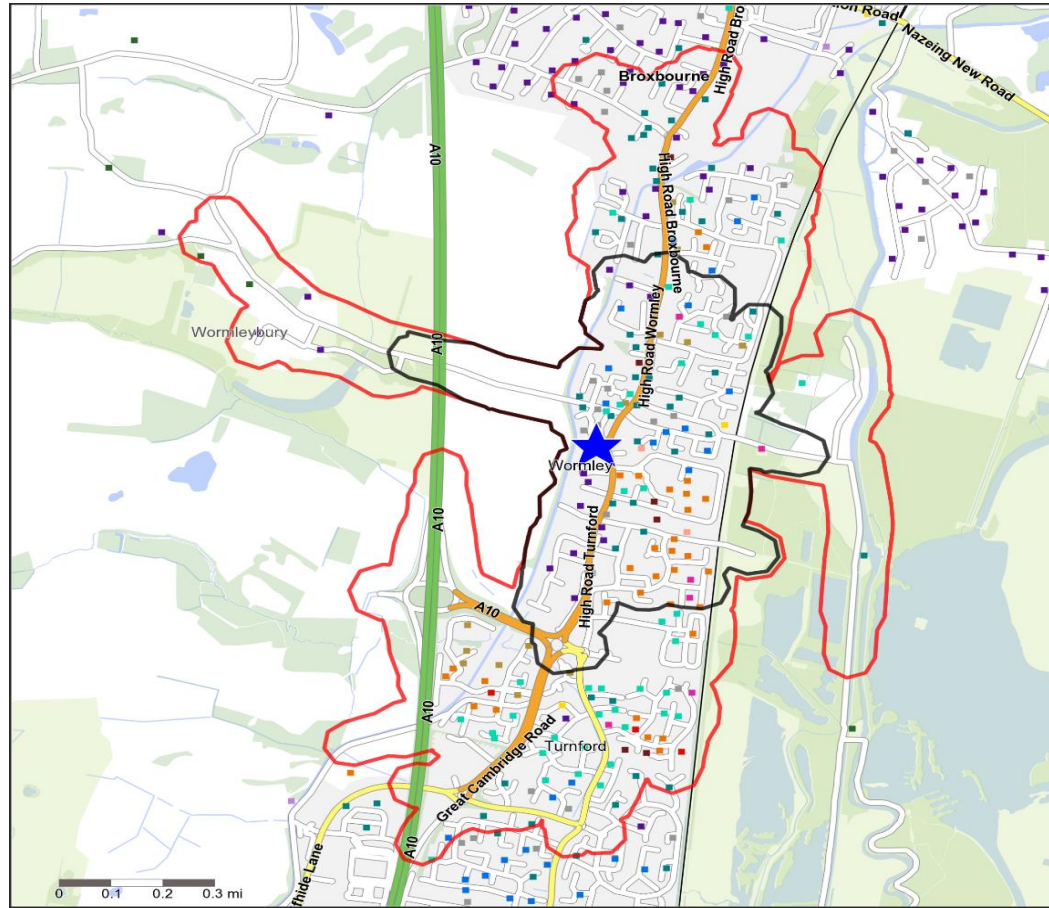
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	3,307	89.1	172	1	High Street Pub	7,619	83.6	161	1	High Street Pub	252,188	61.2	118
2	Community Pub	2,021	54.5	117	2	Premium Local	5,677	62.3	134	2	Premium Local	210,889	51.2	110
3	Premium Local	1,970	53.1	84	3	Great Pub Great Food	4,398	48.2	77	3	Great Pub Great Food	177,733	43.1	68
4	Great Pub Great Food	1,416	38.2	295	4	Community Pub	4,254	46.7	361	4	Community Pub	162,418	39.4	305
5	Bit of Style	1,105	29.8	74	5	Bit of Style	3,748	41.1	102	5	Bit of Style	126,325	30.7	76
6	Circuit Bar	484	13.0	49	6	Circuit Bar	1,386	15.2	57	6	Circuit Bar	45,937	11.2	42
7	Craft Led	181	4.9	47	7	Craft Led	1,081	11.9	115	7	Craft Led	40,633	9.9	96

	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	231	6.2	70	697	7.6	86	34,460	8.4	95
C1	492	13.3	108	1,298	14.2	116	54,161	13.1	107
C2	396	10.7	129	935	10.3	124	34,398	8.4	101
DE	433	11.7	113	1,019	11.2	109	42,201	10.2	100

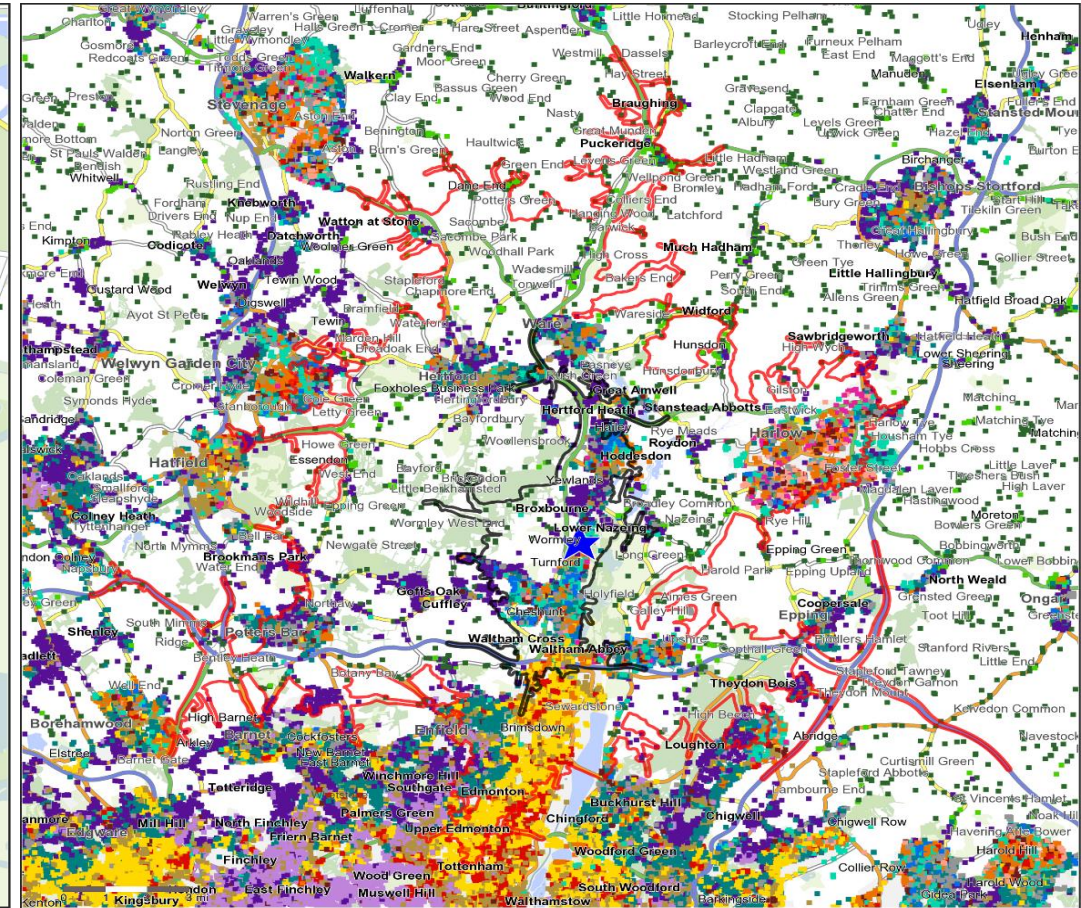
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	786	21.2	64	1,546	17.0	51	75,016	18.2	55
Medium (7-13)	1,071	28.9	87	2,880	31.6	95	126,919	30.8	93
High (14-19)	1,931	52.0	183	4,892	53.7	189	218,531	53.1	187

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		0	0	0	17
A02	Uptown Elite		0	1	40	2,763
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	352
B05	Premium Fortunes		25	45	970	10,085
B06	Diamond Days		159	237	2,382	10,561
B07	Alpha Families		6	107	3,566	11,415
B08	Bank of Mum and Dad		50	283	2,531	8,369
B09	Empty-Nest Adventure		112	164	1,099	2,808
C10	Wealthy Landowners		0	39	525	5,672
C11	Rural Vogue		0	0	57	1,092
C12	Scattered Homesteads		0	0	0	18
C13	Village Retirement		0	1	136	2,071
D14	Satellite Settlers		0	0	154	5,462
D15	Local Focus		0	0	2	837
D16	Outlying Seniors		0	0	0	811
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		90	363	4,413	17,188
E19	Bungalow Heaven		0	0	507	1,614
E20	Classic Grandparents		88	118	1,145	2,850
E21	Solo Retirees		158	278	3,554	9,575
F22	Boomerang Boarders		49	163	2,527	4,535
F23	Family Ties		363	755	4,840	8,741
F24	Fledgling Free		0	0	33	167
F25	Dependable Me		27	27	619	1,745
G26	Cafés and Catchments		33	186	2,245	28,353
G27	Thriving Independence		300	833	6,981	24,874
G28	Modern Parents		0	0	583	954
G29	Mid-Career Convention		280	426	2,079	6,255
H30	Primary Ambitions		294	1,272	8,706	19,604
H31	Affordable Fringe		17	17	295	1,001
H32	First-Rung Futures		147	147	753	2,068
H33	Contemporary Starts		17	78	934	4,663
H34	New Foundations		0	0	169	1,623
H35	Flying Solo		34	270	661	2,582

			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		870	1,470	9,427	37,833
I37	Budget Generations		0	0	2	600
I38	Economical Families		0	0	1	73
I39	Families on a Budget		0	0	11	539
J40	Value Rentals		0	0	0	167
J41	Youthful Endeavours		99	99	157	980
J42	Midlife Renters		85	155	877	5,523
J43	Renting Rooms		0	0	13	35
K44	Inner City Stalwarts		0	0	38	3,181
K45	City Diversity		0	0	340	10,201
K46	High Rise Residents		0	0	0	2,845
K47	Single Essentials		0	129	811	3,935
K48	Mature Workers		0	0	28	60
L49	Flatlet Seniors		0	0	325	1,264
L50	Pocket Pensions		0	148	890	4,640
L51	Retirement Communities		80	140	1,369	4,911
L52	Estate Veterans		0	0	849	4,062
L53	Seasoned Survivors		36	36	59	521
M54	Down-to-Earth Owners		0	0	0	367
M55	Back with the Folks		57	57	697	8,970
M56	Self Supporters		15	15	65	1,699
N57	Community Elders		0	0	3,435	35,201
N58	Culture & Comfort		0	0	1,159	33,128
N59	Large Family Living		0	0	0	2
N60	Ageing Access		31	132	426	5,070
O61	Career Builders		0	262	1,105	14,114
O62	Central Pulse		0	0	0	853
O63	Flexible Workforce		0	273	1,589	16,949
O64	Bus-Route Renters		187	390	4,945	12,152
O65	Learners & Earners		0	0	0	132
O66	Student Scene		0	0	0	0
U99	Unclassified		0	0	393	1,181
Total			3,709	9,116	81,517	411,913

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

3. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. N57 Community Elders

Established older households owning city homes in diverse neighbourhoods



- Older households
- Own city terraces and semis
- Have lived there 20 years
- Some adult children at home
- Multicultural neighbourhoods
- Respond to direct mail charity appeals

3. N58 Culture & Comfort

Thriving families with good incomes in diverse suburbs



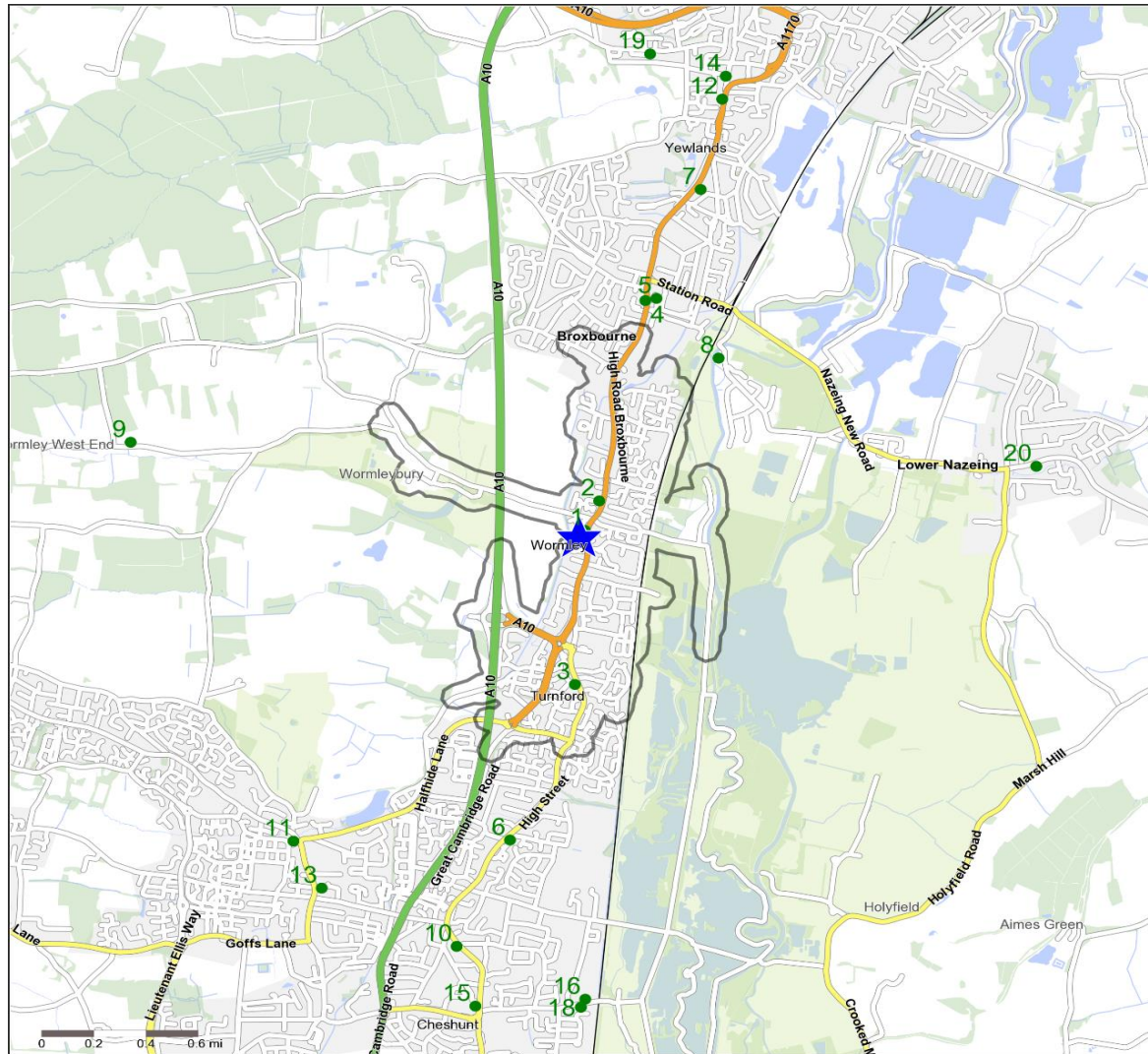
- Families with children
- Good income
- Areas with high South Asian population
- Own high cost urban semis and terraces
- Highest smart TV ownership
- Read online reviews for home and garden

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	3,688	40.5	134	1,856	20.4	124	3,572	39.2	75	
Male: Alone	2,257	24.8	83	1,651	18.1	116	5,209	57.1	107	
Male: Group	1,974	21.7	95	2,301	25.2	96	4,841	53.1	107	
Male: Pair	2,360	25.9	99	503	5.5	36	6,253	68.6	120	
Mixed Sex: Group	2,232	24.5	107	3,739	41.0	128	3,145	34.5	79	
Mixed Sex: Pair	2,364	25.9	111	3,742	41.0	126	3,010	33.0	77	
With Children	3,163	34.7	120	2,499	27.4	163	3,454	37.9	72	
Unknown	2,999	32.9	100	3,051	33.5	187	3,067	33.6	70	
For Eating:										
Upmarket	4,564	50.1	163	2,793	30.6	147	1,759	19.3	41	
Midmarket	4,056	44.5	130	1,840	20.2	224	3,220	35.3	64	
Downmarket	2,800	30.7	138	3,257	35.7	102	3,059	33.6	81	
For Drinking (monthly spend):										
Nothing	4,396	48.2	159	1,357	14.9	63	3,362	36.9	82	
Low (less than £10)	3,812	41.8	140	2,042	22.4	95	3,262	35.8	79	
Medium (Between £10 and £40)	3,856	42.3	138	1,071	11.7	66	4,189	46.0	91	
High (Greater than £40)	3,548	38.9	150	1,987	21.8	106	3,582	39.3	75	

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	118,140	28.7	95	71,648	17.4	106	220,948	53.6	103
Male: Alone	81,000	19.7	66	56,447	13.7	88	273,289	66.3	124
Male: Group	80,499	19.5	85	94,786	23.0	88	235,452	57.2	115
Male: Pair	91,530	22.2	85	52,892	12.8	84	266,313	64.7	113
Mixed Sex: Group	107,263	26.0	114	133,730	32.5	102	169,743	41.2	94
Mixed Sex: Pair	66,398	16.1	69	127,262	30.9	95	217,077	52.7	123
With Children	104,021	25.3	87	79,505	19.3	115	227,210	55.2	104
Unknown	163,375	39.7	121	117,539	28.5	159	129,822	31.5	66
For Eating:									
Upmarket	176,426	42.8	140	128,557	31.2	150	105,752	25.7	54
Midmarket	222,734	54.1	157	45,049	10.9	121	142,952	34.7	63
Downmarket	60,998	14.8	67	128,506	31.2	89	221,232	53.7	129
For Drinking (monthly spend):									
Nothing	142,058	34.5	114	67,592	16.4	69	201,086	48.8	109
Low (less than £10)	148,727	36.1	121	67,807	16.5	70	194,202	47.1	104
Medium (Between £10 and £40)	158,061	38.4	125	69,041	16.8	94	183,634	44.6	89
High (Greater than £40)	126,031	30.6	118	109,652	26.6	130	175,053	42.5	81

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	Queens Head, EN10 6JN	Star Pubs & Bars	0.0	0.2
2	Old Star, EN10 6LE	McMullen & Sons Ltd	3.0	0.7
3	Bulls Head, EN10 6BZ	McMullen & Sons Ltd	13.6	2.5
4	Bull, EN10 7DZ	McMullen & Sons Ltd	22.0	3.7
5	White Bear, EN10 7BN	Star Pubs & Bars	22.3	3.9
6	Old Anchor, EN 8 0AY	McMullen & Sons Ltd	30.2	5.4
7	George, EN11 8BL	Independent Free	32.9	5.6
8	Crown, EN10 6QT	Mitchells & Butlers	34.1	6.2
9	Woodman & Olive, EN10 7QN	McMullen & Sons Ltd	38.6	4.8
10	Old English Gentleman, EN 8 9DG	Star Pubs & Bars	38.6	5.0
11	Plough, EN 8 0JB	McMullen & Sons Ltd	39.2	5.8
12	Golden Lion, EN11 8SX	Punch Pub Company	41.9	7.1
13	Jolly Bricklayers, EN 8 0HH	Star Pubs & Bars	42.6	5.3
14	Sally Bs, EN11 8PA	Independent Free	44.1	7.7
15	O'shea's Bar & Kitchen, EN 8 9BD	Independent Free	44.7	6.1
16	Maltsters, EN 8 9AW	McMullen & Sons Ltd	49.2	7.9
17	Red Cow, EN 8 9AF	Ei Group	49.2	8.0
18	Windmill, EN 8 9AF	Save Investments	49.2	8.0
19	King William Iv, EN11 8NQ	Independent Free	52.8	9.2
20	Crooked Billet, EN 9 2LD	Independent Free	57.9	9.7