

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	5	221
Catchment Adults 18+	444	1,717	319,927
Catchment Adults 18+ Per Pub	444	343	1,448
Populaton Projection 2018 to 2028 (% change)	6.40%	6.17%	6.97%

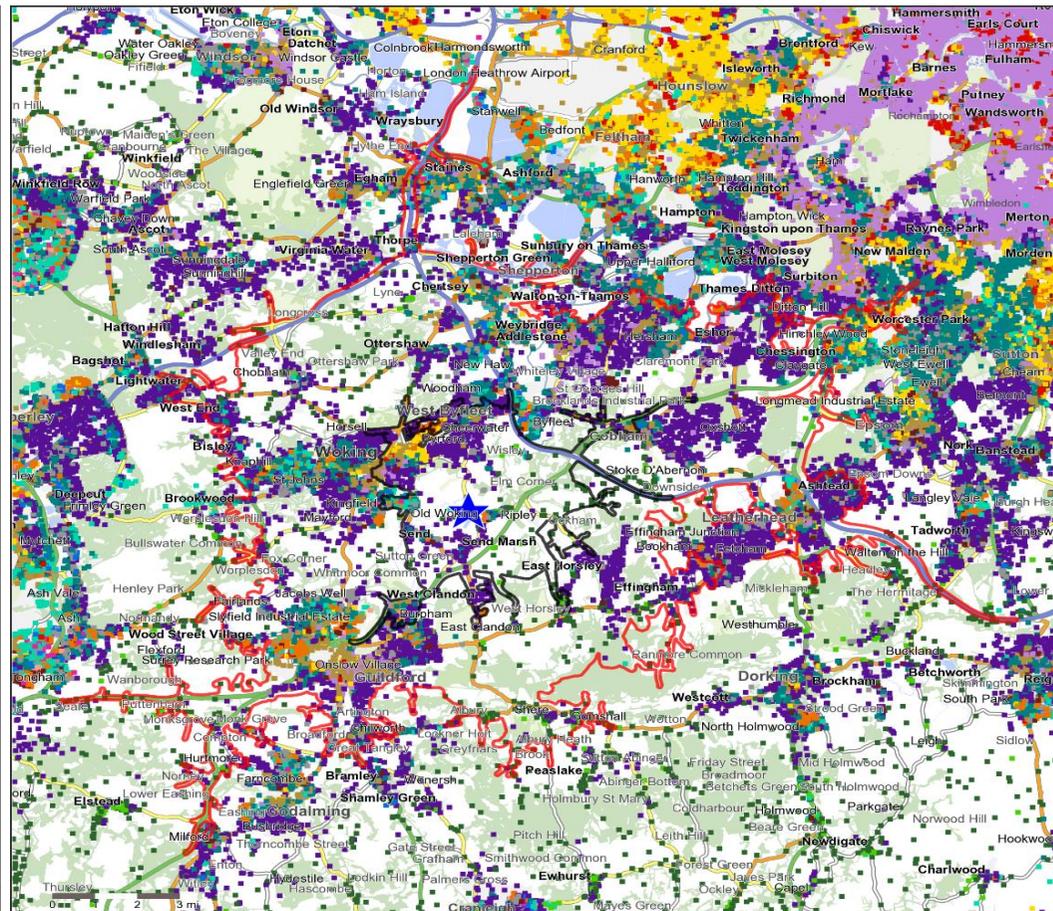
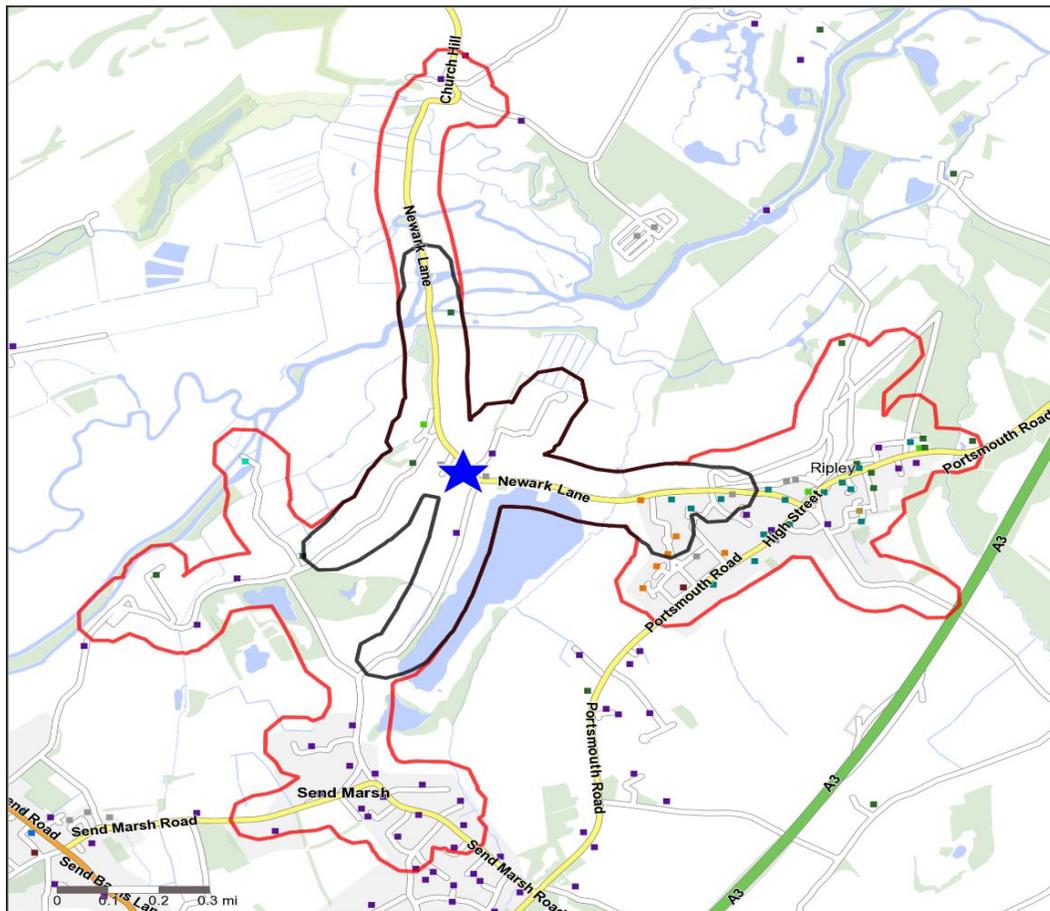
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Great Pub Great Food	319	71.8	139	1	Premium Local	1,443	84.0	162	1	Premium Local	244,443	76.4	148
2	Premium Local	319	71.8	154	2	Great Pub Great Food	1,442	84.0	180	2	Great Pub Great Food	239,591	74.9	161
3	High Street Pub	259	58.3	93	3	High Street Pub	802	46.7	74	3	High Street Pub	178,242	55.7	88
4	Community Pub	186	41.9	324	4	Community Pub	523	30.5	236	4	Bit of Style	136,324	42.6	330
5	Bit of Style	72	16.2	40	5	Bit of Style	358	20.9	52	5	Community Pub	92,889	29.0	72
6	Circuit Bar	0	0.0	0	6	Craft Led	80	4.7	17	6	Craft Led	46,044	14.4	54
7	Craft Led	0	0.0	0	7	Circuit Bar	0	0.0	0	7	Circuit Bar	23,213	7.3	70

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	46	10.4	117	203	11.8	134	47,046	14.7	166
C1	49	11.0	90	208	12.1	99	39,405	12.3	100
C2	38	8.6	104	107	6.2	75	19,326	6.0	73
DE	26	5.9	57	84	4.9	48	17,050	5.3	52

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)	50	11.3	34	115	6.7	20	24,072	7.5	23
Medium (7-13)	101	22.7	69	280	16.3	49	67,844	21.2	64
High (14-19)	259	58.3	205	1,125	65.5	230	212,301	66.4	233

## 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	64	1,044	
A02	Uptown Elite	0	0	452	7,398	
A03	Penthouse Chic	0	0	0	8	
A04	Metro High-Flyers	0	0	461	2,723	
B05	Premium Fortunes	0	128	5,098	42,579	
B06	Diamond Days	11	254	4,983	24,523	
B07	Alpha Families	22	228	2,686	19,348	
B08	Bank of Mum and Dad	34	59	1,025	7,922	
B09	Empty-Nest Adventure	0	0	144	1,657	
C10	Wealthy Landowners	37	81	819	5,623	
C11	Rural Vogue	0	0	16	149	
C12	Scattered Homesteads	0	0	0	1	
C13	Village Retirement	38	83	175	659	
D14	Satellite Settlers	43	80	211	2,024	
D15	Local Focus	0	0	34	185	
D16	Outlying Seniors	0	0	64	71	
D17	Far-Flung Outposts	0	0	0	0	
E18	Legacy Elders	61	170	1,381	16,476	
E19	Bungalow Heaven	0	0	169	1,520	
E20	Classic Grandparents	0	0	89	704	
E21	Solo Retirees	24	53	185	2,181	
F22	Boomerang Boarders	0	0	12	1,060	
F23	Family Ties	0	2	426	3,160	
F24	Fledgling Free	0	0	0	4	
F25	Dependable Me	0	0	13	694	
G26	Cafés and Catchments	0	1	2,027	31,169	
G27	Thriving Independence	64	253	2,525	32,377	
G28	Modern Parents	0	0	89	650	
G29	Mid-Career Convention	9	24	125	2,232	
H30	Primary Ambitions	0	0	700	9,287	
H31	Affordable Fringe	0	0	0	0	
H32	First-Rung Futures	0	0	10	307	
H33	Contemporary Starts	0	0	276	3,269	
H34	New Foundations	0	0	42	853	
H35	Flying Solo	0	0	106	2,114	

			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	81	176	1,933	18,441	
I37	Budget Generations	1	3	3	143	
I38	Economical Families	0	0	0	0	
I39	Families on a Budget	0	0	44	136	
J40	Value Rentals	0	0	0	8	
J41	Youthful Endeavours	0	0	0	81	
J42	Midlife Renters	0	0	32	288	
J43	Renting Rooms	0	0	0	0	
K44	Inner City Stalwarts	0	0	176	966	
K45	City Diversity	0	0	112	348	
K46	High Rise Residents	0	0	0	188	
K47	Single Essentials	0	0	77	730	
K48	Mature Workers	0	0	0	0	
L49	Flatlet Seniors	0	0	0	452	
L50	Pocket Pensions	0	0	49	1,306	
L51	Retirement Communities	0	0	446	7,388	
L52	Estate Veterans	19	41	226	1,018	
L53	Seasoned Survivors	0	0	0	0	
M54	Down-to-Earth Owners	0	0	0	0	
M55	Back with the Folks	0	0	0	347	
M56	Self Supporters	0	0	0	104	
N57	Community Elders	0	0	595	4,225	
N58	Culture & Comfort	0	0	2,679	3,002	
N59	Large Family Living	0	0	376	376	
N60	Ageing Access	0	0	122	3,517	
O61	Career Builders	0	80	3,537	30,677	
O62	Central Pulse	0	0	998	4,097	
O63	Flexible Workforce	0	0	1,785	3,674	
O64	Bus-Route Renters	0	0	199	3,651	
O65	Learners & Earners	0	0	0	4,069	
O66	Student Scene	0	0	0	367	
U99	Unclassified	0	0	282	6,356	
<b>Total</b>			<b>444</b>	<b>1,716</b>	<b>38,078</b>	<b>319,926</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions



- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

### 2. 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

### 3. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. 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

### 3. G26 Cafés and Catchments

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



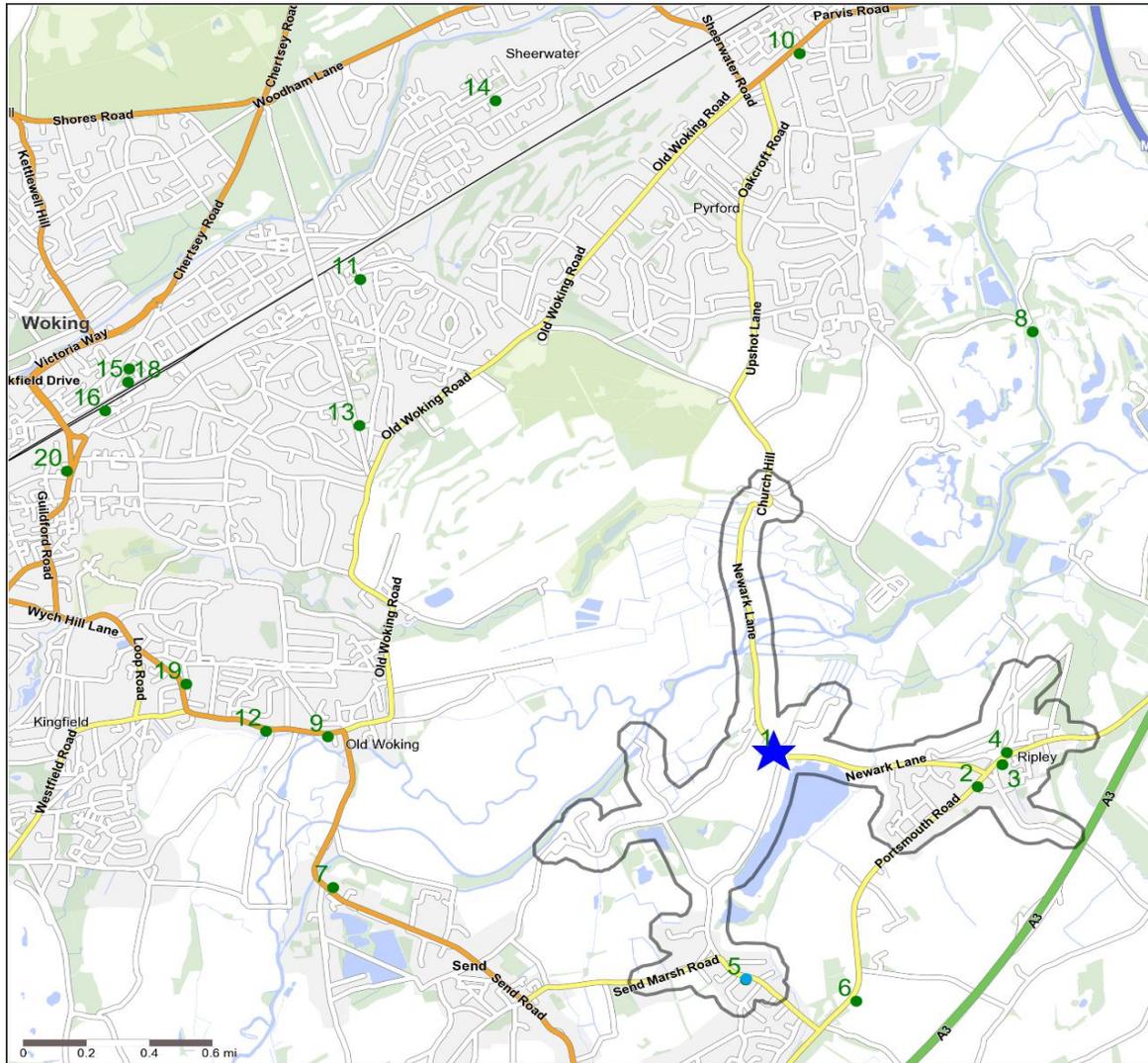
- Professional couples with kids
- Good income
- Pleasant family homes
- Attractive city suburbs
- Proximity to jobs and entertainment
- Most likely to have children 12-17

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto: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	61	3.6	12	567	33.0	202	1,088	63.4	122		
Male: Alone	5	0.3	1	357	20.8	133	1,355	78.9	148		
Male: Group	6	0.3	2	167	9.7	37	1,545	90.0	181		
Male: Pair	43	2.5	10	53	3.1	20	1,621	94.4	165		
Mixed Sex: Group	64	3.7	16	363	21.1	66	1,289	75.1	171		
Mixed Sex: Pair	169	9.8	42	340	19.8	61	1,208	70.4	165		
With Children	5	0.3	1	454	26.4	157	1,258	73.3	138		
Unknown	285	16.6	51	425	24.8	138	1,007	58.6	122		
<b>For Eating:</b>											
Upmarket	169	9.8	32	657	38.3	184	891	51.9	110		
Midmarket	145	8.4	25	176	10.3	114	1,396	81.3	147		
Downmarket	5	0.3	1	260	15.1	43	1,452	84.6	203		
<b>For Drinking (monthly spend):</b>											
Nothing	241	14.0	46	25	1.5	6	1,452	84.6	189		
Low (less than £10)	427	24.9	83	256	14.9	63	1,034	60.2	133		
Medium (Between £10 and £40)	472	27.5	90	472	27.5	154	773	45.0	90		
High (Greater than £40)	145	8.4	33	740	43.1	210	831	48.4	93		

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	55,928	17.5	58	73,541	23.0	141	184,102	57.5	111		
Male: Alone	34,929	10.9	37	74,764	23.4	150	203,878	63.7	120		
Male: Group	58,946	18.4	81	32,539	10.2	39	222,086	69.4	140		
Male: Pair	43,686	13.7	52	11,094	3.5	23	258,792	80.9	141		
Mixed Sex: Group	37,931	11.9	52	53,757	16.8	53	221,883	69.4	158		
Mixed Sex: Pair	30,715	9.6	41	100,247	31.3	96	182,609	57.1	134		
With Children	35,211	11.0	38	52,572	16.4	98	225,787	70.6	133		
Unknown	55,062	17.2	52	92,699	29.0	162	165,809	51.8	108		
<b>For Eating:</b>											
Upmarket	116,858	36.5	119	85,365	26.7	128	111,348	34.8	74		
Midmarket	113,271	35.4	103	30,894	9.7	107	169,406	53.0	96		
Downmarket	23,486	7.3	33	52,854	16.5	47	237,231	74.2	178		
<b>For Drinking (monthly spend):</b>											
Nothing	50,758	15.9	52	54,924	17.2	73	207,889	65.0	145		
Low (less than £10)	98,654	30.8	103	31,097	9.7	41	183,820	57.5	127		
Medium (Between £10 and £40)	151,462	47.3	155	65,835	20.6	115	96,273	30.1	60		
High (Greater than £40)	112,791	35.3	136	116,180	36.3	177	84,601	26.4	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	Seven Stars, GU23 6DL	Star Pubs & Bars	0.0	0.2
2	Anchor, GU23 6AE	*Other Small Retail Groups	14.5	2.5
3	Ship, GU23 6AZ	Ei Group	14.5	2.5
4	Half Moon, GU23 6AN	Independent Free	15.4	2.7
5	Saddlers Arms, GU23 6JQ	Star Pubs & Bars	17.5	2.4
6	Jovial Sailor, GU23 6EZ	Greene King	26.0	3.7
7	New Inn, GU23 7EN	Star Pubs & Bars	39.5	6.0
8	Anchor, GU23 6QW	Hall & Woodhouse	45.0	5.4
9	Brasserie Rhone, GU22 9JN	Independent Free	51.3	7.6
10	Yeoman, KT14 6JA	Mitchells & Butlers	52.5	7.2
11	Princess, GU22 8EQ	Marston's	55.2	7.0
12	Crown & Anchor, GU22 9LN	Star Pubs & Bars	55.2	8.3
13	Inn At Maybury, GU22 8AB	Mitchells & Butlers	57.3	7.0
14	Birch & Pines, GU21 5PJ	Ei Group	79.9	10.3
15	Made In Sud, GU21 5AP	Independent Free	81.9	10.1
16	Quick Snack, GU22 7AE	Compass Catering	82.8	9.8
17	Herbert Wells, GU21 5AJ	Wetherspoon	83.1	10.5
18	Ogilvy, GU21 5AJ	Stonegate Pub Company	83.1	10.5
19	Kingfield Arms, GU22 9EQ	Star Pubs & Bars	86.4	9.4
20	Sovereigns, GU22 7QQ	Mitchells & Butlers	87.2	10.1