

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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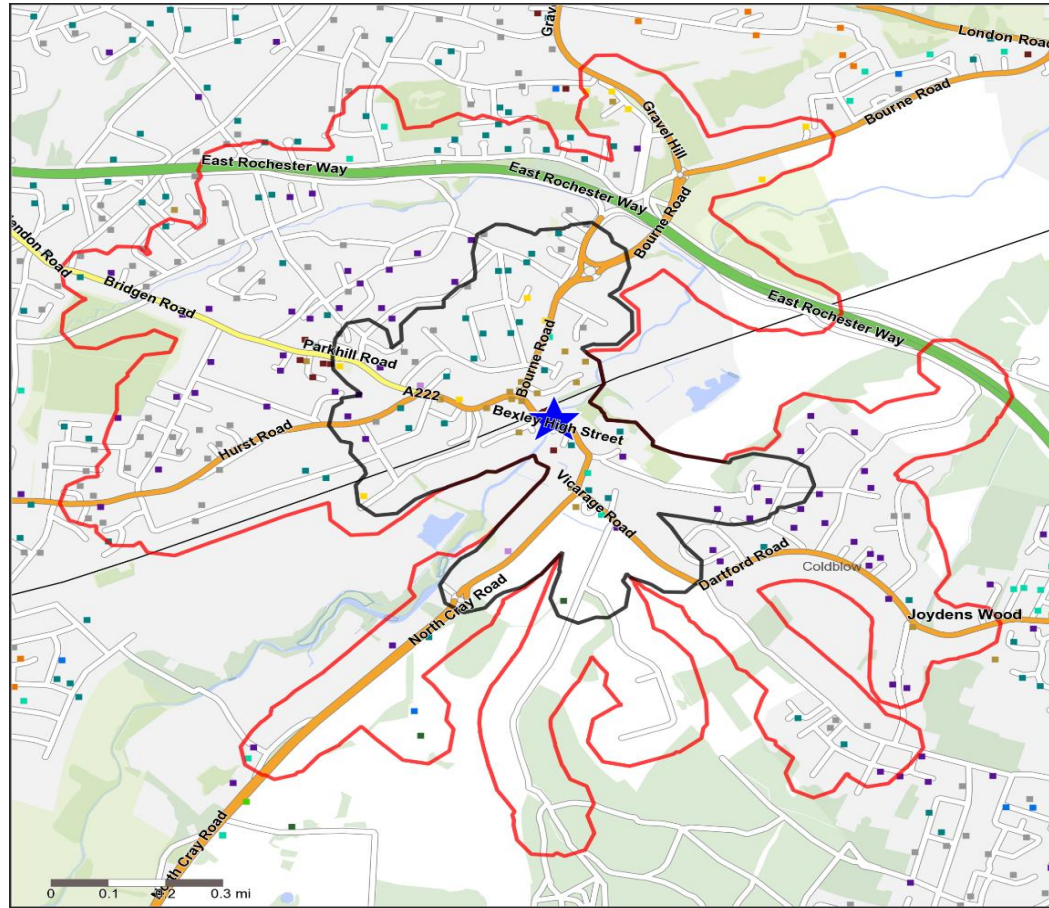
Number of Pubs	8	10	285
Catchment Adults 18+	2,188	6,698	521,967
Catchment Adults 18+ Per Pub	274	670	1,831
Populaton Projection 2018 to 2028 (% change)	10.53%	8.69%	10.95%

		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	1,882	86.0	166	1	Great Pub Great Food	6,059	90.5	175	1	High Street Pub	408,942	78.3	151
2	Great Pub Great Food	1,821	83.2	179	2	Premium Local	6,003	89.6	192	2	Premium Local	285,652	54.7	117
3	Premium Local	1,754	80.2	127	3	High Street Pub	4,801	71.7	114	3	Great Pub Great Food	270,233	51.8	82
4	Bit of Style	1,409	64.4	498	4	Community Pub	2,961	44.2	342	4	Community Pub	228,191	43.7	338
5	Community Pub	1,092	49.9	124	5	Bit of Style	2,519	37.6	93	5	Bit of Style	225,414	43.2	107
6	Craft Led	532	24.3	91	6	Craft Led	585	8.7	33	6	Circuit Bar	47,560	9.1	34
7	Circuit Bar	78	3.6	35	7	Circuit Bar	86	1.3	12	7	Craft Led	40,718	7.8	76

	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	266	12.2	137	752	11.2	127	45,049	8.6	98
C1	353	16.1	132	881	13.2	107	71,786	13.8	112
C2	136	6.2	75	367	5.5	66	44,918	8.6	104
DE	98	4.5	44	247	3.7	36	46,570	8.9	87

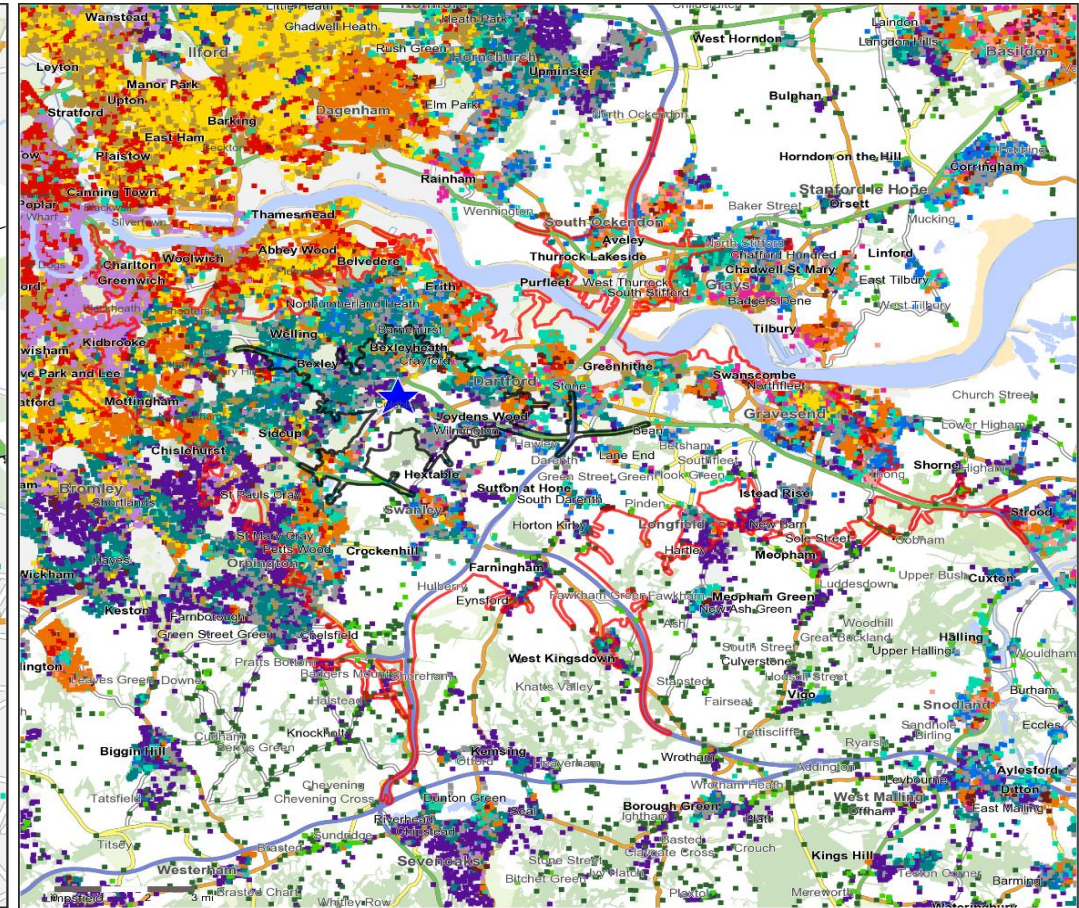
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	67	3.1	9	117	1.7	5	93,783	18.0	54
Medium (7-13)	511	23.4	70	908	13.6	41	166,795	32.0	96
High (14-19)	1,461	66.8	235	5,220	77.9	274	256,603	49.2	173

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

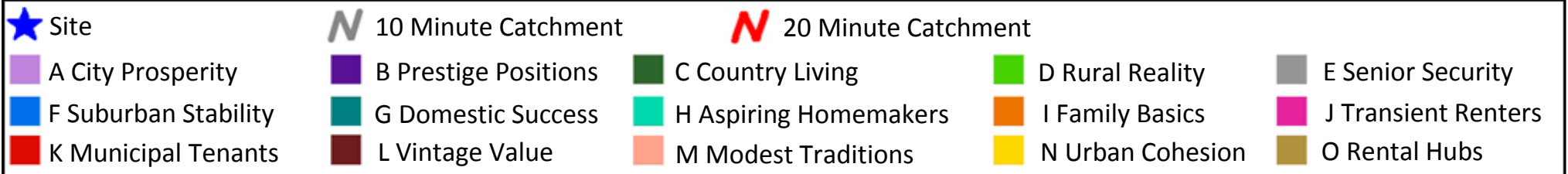


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	1,511		
A02	Uptown Elite	68	68	72	12,756		
A03	Penthouse Chic	0	0	0	47		
A04	Metro High-Flyers	0	0	0	9,924		
B05	Premium Fortunes	19	178	502	5,714		
B06	Diamond Days	147	1,138	1,538	8,696		
B07	Alpha Families	33	312	618	4,555		
B08	Bank of Mum and Dad	3	139	1,677	6,978		
B09	Empty-Nest Adventure	0	2	109	2,103		
C10	Wealthy Landowners	3	17	84	1,378		
C11	Rural Vogue	0	0	5	125		
C12	Scattered Homesteads	0	0	0	0		
C13	Village Retirement	0	0	7	564		
D14	Satellite Settlers	1	3	28	1,196		
D15	Local Focus	0	0	0	169		
D16	Outlying Seniors	0	0	0	24		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	251	1,803	9,397	29,089		
E19	Bungalow Heaven	0	0	625	5,537		
E20	Classic Grandparents	23	25	1,127	8,737		
E21	Solo Retirees	0	5	2,708	15,619		
F22	Boomerang Boarders	0	0	596	8,663		
F23	Family Ties	0	1	2,012	15,010		
F24	Fledgling Free	0	0	3	70		
F25	Dependable Me	2	10	394	2,404		
G26	Cafés and Catchments	227	648	9,538	57,723		
G27	Thriving Independence	482	1,069	10,519	46,301		
G28	Modern Parents	0	0	90	418		
G29	Mid-Career Convention	0	0	124	4,047		
H30	Primary Ambitions	100	148	7,680	51,218		
H31	Affordable Fringe	0	0	108	1,389		
H32	First-Rung Futures	0	0	235	1,907		
H33	Contemporary Starts	0	0	170	3,118		
H34	New Foundations	0	0	133	3,081		
H35	Flying Solo	32	40	345	1,989		

				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	5,194	58,292		
I37	Budget Generations	0	0	145	2,301		
I38	Economical Families	0	0	0	416		
I39	Families on a Budget	0	0	75	2,147		
J40	Value Rentals	0	0	0	22		
J41	Youthful Endeavours	0	0	40	849		
J42	Midlife Renters	0	0	746	7,951		
J43	Renting Rooms	0	0	34	2,050		
K44	Inner City Stalwarts	0	0	0	6,689		
K45	City Diversity	0	0	63	9,218		
K46	High Rise Residents	0	0	0	1,378		
K47	Single Essentials	0	0	482	5,424		
K48	Mature Workers	0	0	0	75		
L49	Flatlet Seniors	0	0	345	2,791		
L50	Pocket Pensions	0	0	403	3,677		
L51	Retirement Communities	92	228	1,046	8,030		
L52	Estate Veterans	0	0	334	4,191		
L53	Seasoned Survivors	0	0	0	347		
M54	Down-to-Earth Owners	0	0	0	224		
M55	Back with the Folks	0	0	386	5,870		
M56	Self Supporters	0	0	132	1,276		
N57	Community Elders	0	0	731	17,603		
N58	Culture & Comfort	0	0	110	7,491		
N59	Large Family Living	0	0	0	23		
N60	Ageing Access	172	284	1,041	12,267		
O61	Career Builders	486	533	1,725	15,769		
O62	Central Pulse	13	13	13	1,671		
O63	Flexible Workforce	0	0	312	13,334		
O64	Bus-Route Renters	33	33	2,005	15,610		
O65	Learners & Earners	0	0	0	578		
O66	Student Scene	0	0	0	0		
U99	Unclassified	0	0	4	2,344		
Total				2,187	6,697	65,810	521,968

Top 3 Mosaic Types in a 20 Minute Walktime

1. E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes



- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

2. 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

3. G27 Thriving Independence

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



- Singles and cohabitantes 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. 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

3. H30 Primary Ambitions

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



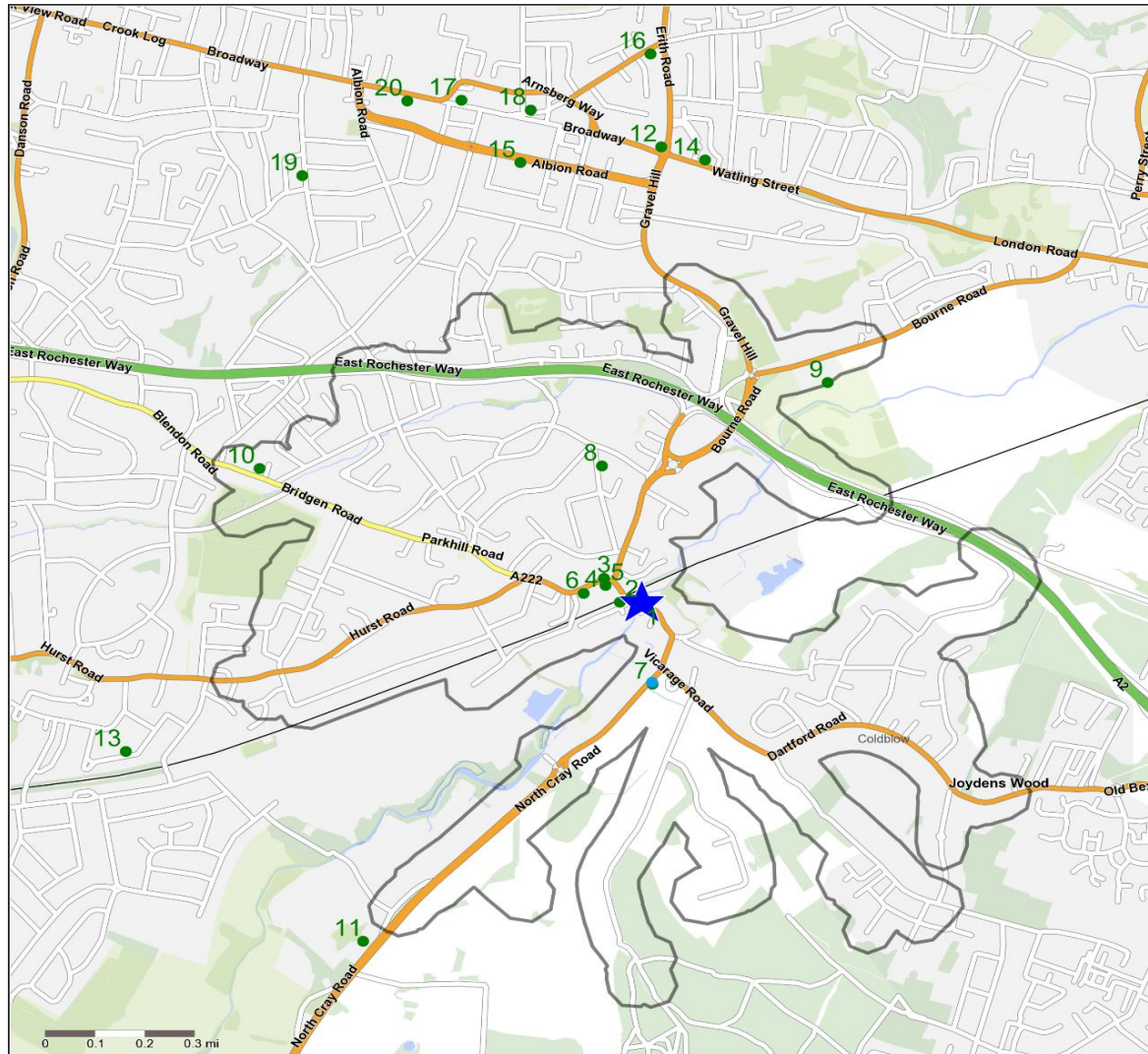
- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

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	686	10.2	34	849	12.7	77	5,164	77.1	148	
Male: Alone	557	8.3	28	1,670	24.9	160	4,471	66.8	125	
Male: Group	1,058	15.8	69	312	4.7	18	5,329	79.6	160	
Male: Pair	628	9.4	36	15	0.2	1	6,055	90.4	158	
Mixed Sex: Group	470	7.0	31	259	3.9	12	5,969	89.1	203	
Mixed Sex: Pair	215	3.2	14	1,625	24.3	75	4,859	72.5	170	
With Children	290	4.3	15	1,138	17.0	101	5,270	78.7	149	
Unknown	86	1.3	4	3,810	56.9	317	2,803	41.8	87	
For Eating:										
Upmarket	1,839	27.5	90	1,449	21.6	104	3,410	50.9	108	
Midmarket	1,799	26.9	78	108	1.6	18	4,792	71.5	129	
Downmarket	218	3.3	15	477	7.1	20	6,004	89.6	216	
For Drinking (monthly spend):										
Nothing	597	8.9	29	761	11.4	48	5,340	79.7	178	
Low (less than £10)	2,453	36.6	123	47	0.7	3	4,199	62.7	138	
Medium (Between £10 and £40)	2,644	39.5	129	896	13.4	75	3,159	47.2	94	
High (Greater than £40)	1,835	27.4	106	2,436	36.4	177	2,427	36.2	69	

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	176,493	33.8	112	95,644	18.3	112	247,486	47.4	91
Male: Alone	120,320	23.1	77	88,263	16.9	108	311,040	59.6	112
Male: Group	152,488	29.2	128	111,654	21.4	82	255,481	48.9	99
Male: Pair	127,302	24.4	94	54,675	10.5	69	337,646	64.7	113
Mixed Sex: Group	114,579	22.0	96	165,879	31.8	100	239,165	45.8	104
Mixed Sex: Pair	80,418	15.4	66	227,871	43.7	134	211,335	40.5	95
With Children	143,077	27.4	95	91,101	17.5	104	285,446	54.7	103
Unknown	162,183	31.1	95	192,710	36.9	206	164,730	31.6	66
For Eating:									
Upmarket	234,971	45.0	147	166,409	31.9	153	118,243	22.7	48
Midmarket	265,257	50.8	148	85,956	16.5	183	168,410	32.3	58
Downmarket	112,565	21.6	97	143,090	27.4	79	263,968	50.6	122
For Drinking (monthly spend):									
Nothing	201,350	38.6	128	109,780	21.0	89	208,494	39.9	89
Low (less than £10)	216,343	41.4	139	92,596	17.7	76	210,684	40.4	89
Medium (Between £10 and £40)	233,665	44.8	146	61,498	11.8	66	224,460	43.0	86
High (Greater than £40)	219,519	42.1	162	108,212	20.7	101	191,892	36.8	70

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	Millers Arms, DA 5 1JX	Star Pubs & Bars	0.3	0.1
2	Trax Cafe Bar, DA 5 1LA	Independent Free	1.2	0.4
3	Bar Lorca, DA 5 1AA	Independent Free	3.0	0.9
4	Kings Head, DA 5 1AA	Wellington	3.0	0.9
5	George, DA 5 1AJ	Greene King	3.0	0.9
6	Railway Tavern, DA 5 1AH	Wellington	4.2	1.2
7	Coach & Horses, DA 5 3NE	Star Pubs & Bars	5.4	1.3
8	Black Horse, DA 5 1NT	Ei Group	8.8	3.0
9	Miller & Carter, DA 5 1PQ	Mitchells & Butlers	17.8	4.3
10	Anchor, DA 5 1JE	Milton Pubs and Taverns	18.4	5.5
11	White Cross, DA14 5EL	Ei Group	21.4	6.2
12	Prince Albert, DA 6 7LE	Shepherd Neame	26.9	6.1
13	Albany Hotel, DA 5 3HN	Ei Group	26.9	7.6
14	Coach House, DA 6 7QG	Greene King	27.8	6.7
15	Brewers Fayre, DA 6 7LS	Whitbread	30.8	7.3
16	Jolly Millers, DA 7 4JR	Brakspear	31.4	7.4
17	Kings Arms, DA 6 7DW	Star Pubs & Bars	32.3	8.3
18	Furze Wren, DA 6 7DY	Wetherspoon	32.6	7.5
19	Robin Hood & Little John, DA 6 8PF	*Other Small Retail Groups	32.6	9.9
20	Rose, DA 6 7ES	Independent Free	33.8	8.8