

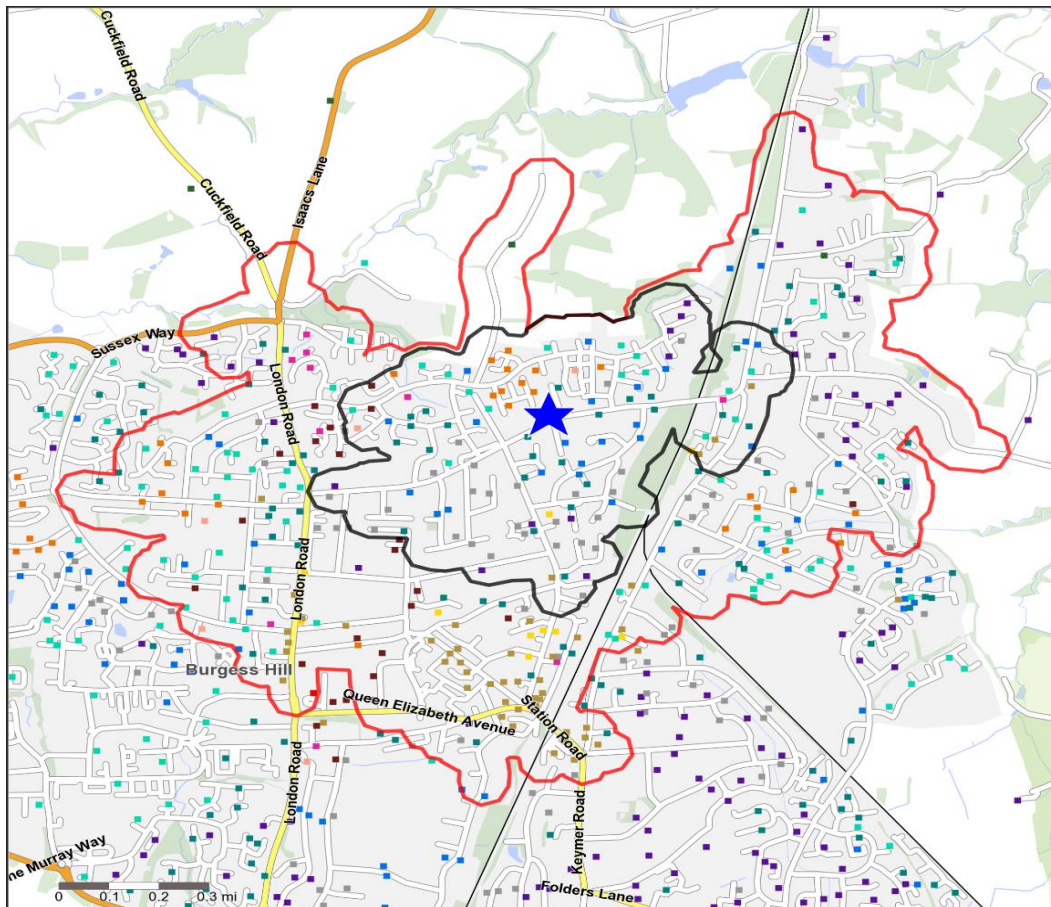
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	2	14	95
Catchment Adults 18+	3,964	13,535	123,852
Catchment Adults 18+ Per Pub	1,982	967	1,304
Populaton Projection 2018 to 2028 (% change)	8.30%	8.62%	8.39%

		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	3,296	83.1	161	1	High Street Pub	11,248	83.1	160	1	Premium Local	94,911	76.6	148
2	Premium Local	2,488	62.8	135	2	Premium Local	8,646	63.9	137	2	Great Pub Great Food	88,035	71.1	152
3	Great Pub Great Food	2,118	53.4	85	3	Great Pub Great Food	7,063	52.2	83	3	High Street Pub	74,441	60.1	95
4	Community Pub	1,439	36.3	281	4	Community Pub	5,805	42.9	332	4	Bit of Style	43,527	35.1	272
5	Bit of Style	1,324	33.4	83	5	Bit of Style	5,463	40.4	100	5	Community Pub	41,625	33.6	83
6	Circuit Bar	114	2.9	11	6	Circuit Bar	1,730	12.8	48	6	Circuit Bar	9,532	7.7	29
7	Craft Led	83	2.1	20	7	Craft Led	964	7.1	69	7	Craft Led	8,600	6.9	67

	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	318	8.0	91	1,277	9.4	107	14,803	12.0	135
C1	499	12.6	103	1,745	12.9	105	16,225	13.1	107
C2	350	8.8	107	1,238	9.1	111	8,846	7.1	87
DE	269	6.8	66	1,058	7.8	76	7,175	5.8	56

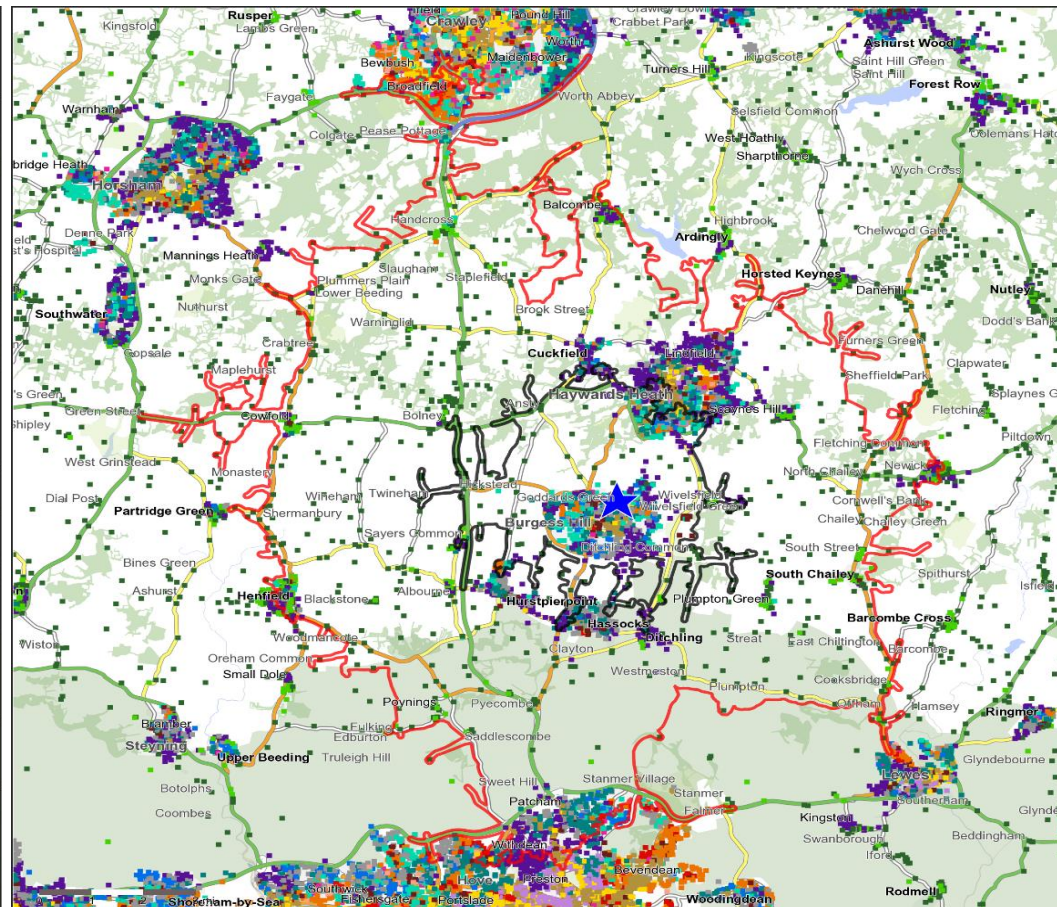
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	390	9.8	30	1,900	14.0	42	13,585	11.0	33
Medium (7-13)	1,197	30.2	91	4,578	33.8	102	30,158	24.4	73
High (14-19)	2,197	55.4	195	6,395	47.2	166	72,946	58.9	207

## 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	30	550
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	1	61
	B05	Premium Fortunes	0	0	561	2,587
	B06	Diamond Days	0	81	1,747	7,761
	B07	Alpha Families	0	213	1,558	6,587
	B08	Bank of Mum and Dad	199	468	1,777	3,772
	B09	Empty-Nest Adventure	0	265	1,065	1,471
	C10	Wealthy Landowners	0	10	1,143	8,120
	C11	Rural Vogue	0	1	165	1,500
	C12	Scattered Homesteads	0	0	0	133
	C13	Village Retirement	0	0	207	2,360
	D14	Satellite Settlers	0	0	265	4,194
	D15	Local Focus	0	0	139	1,660
	D16	Outlying Seniors	0	0	0	542
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	162	585	2,352	9,003
	E19	Bungalow Heaven	374	506	680	1,186
	E20	Classic Grandparents	138	267	765	881
	E21	Solo Retirees	118	401	938	1,782
	F22	Boomerang Boarders	463	748	1,638	2,292
	F23	Family Ties	241	746	1,607	2,108
	F24	Fledgling Free	0	0	0	12
	F25	Dependable Me	100	285	581	1,031
	G26	Cafés and Catchments	2	206	870	5,493
	G27	Thriving Independence	308	1,515	4,503	13,996
	G28	Modern Parents	0	170	1,726	2,167
	G29	Mid-Career Convention	530	631	1,582	2,671
	H30	Primary Ambitions	378	1,760	3,301	6,931
	H31	Affordable Fringe	41	41	41	62
	H32	First-Rung Futures	4	162	177	215
	H33	Contemporary Starts	16	196	1,684	2,733
	H34	New Foundations	8	67	538	1,188
	H35	Flying Solo	43	260	350	944

			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	362	1,041	2,239	6,412
	I37	Budget Generations	0	0	0	41
	I38	Economical Families	0	0	0	0
	I39	Families on a Budget	0	0	0	110
	J40	Value Rentals	0	0	0	1
	J41	Youthful Endeavours	0	0	0	90
	J42	Midlife Renters	42	263	301	1,053
	J43	Renting Rooms	0	0	0	69
	K44	Inner City Stalwarts	0	0	0	10
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	0
	K47	Single Essentials	0	46	118	863
	K48	Mature Workers	0	0	0	9
	L49	Flatlet Seniors	23	73	155	193
	L50	Pocket Pensions	27	265	279	949
	L51	Retirement Communities	62	300	995	2,810
	L52	Estate Veterans	0	127	139	441
	L53	Seasoned Survivors	0	0	0	27
	M54	Down-to-Earth Owners	0	0	0	0
	M55	Back with the Folks	115	178	216	723
	M56	Self Supporters	0	0	0	41
	N57	Community Elders	0	0	0	631
	N58	Culture & Comfort	0	0	0	348
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	126	270	503	1,972
	O61	Career Builders	35	369	2,115	6,311
	O62	Central Pulse	0	0	12	42
	O63	Flexible Workforce	0	127	130	177
	O64	Bus-Route Renters	43	872	1,192	3,233
	O65	Learners & Earners	0	0	0	35
	O66	Student Scene	0	0	0	13
	U99	Unclassified	5	19	479	1,255
Total			3,965	13,534	40,864	123,852



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 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. 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

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. 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

### 3. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



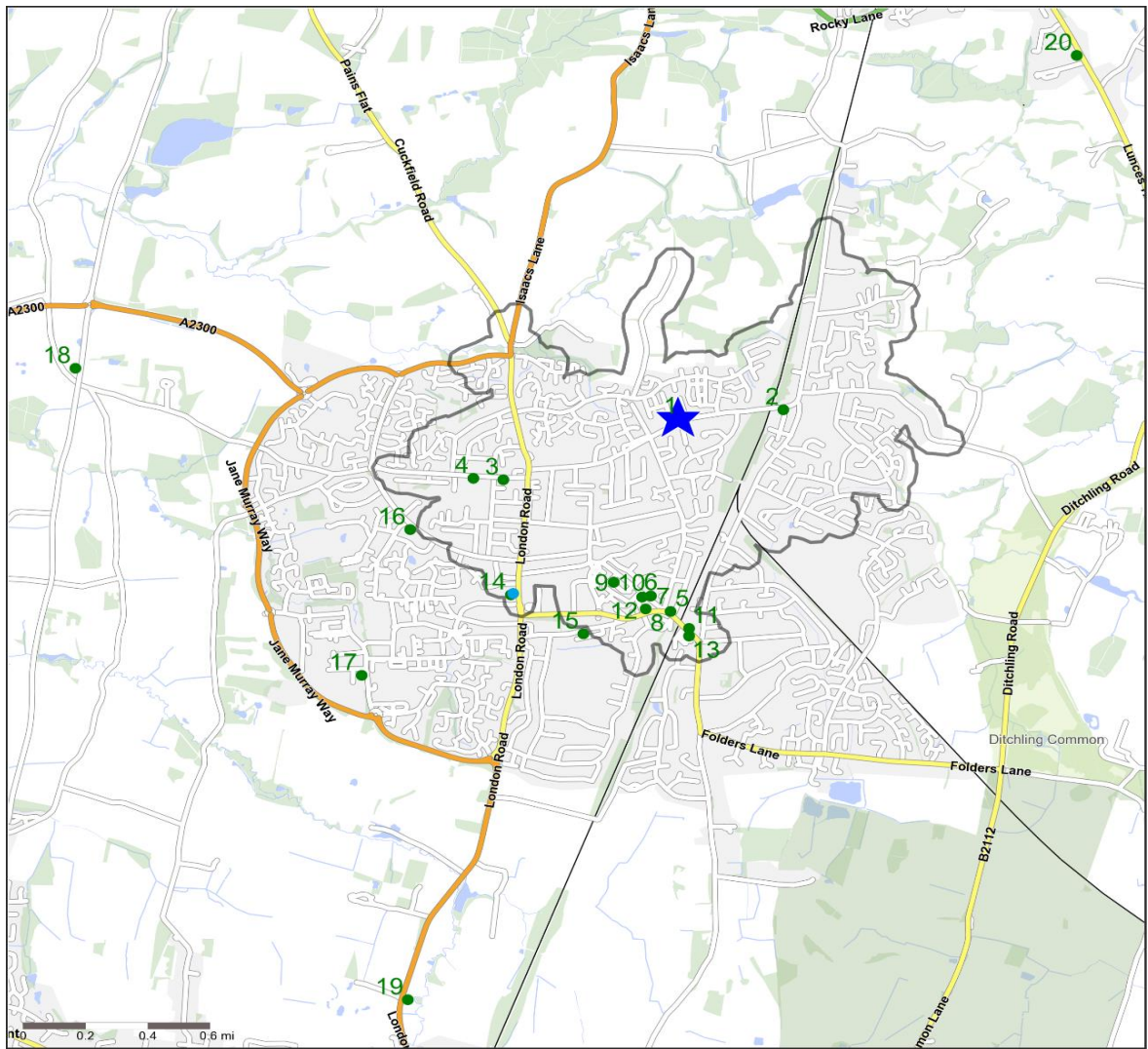
- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

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	5,912	43.7	144		1,663	12.3	75		5,940	43.9	84	
Male: Alone	4,169	30.8	103		2,731	20.2	129		6,616	48.9	92	
Male: Group	3,770	27.9	122		3,857	28.5	109		5,890	43.5	88	
Male: Pair	4,057	30.0	115		915	6.8	44		8,544	63.1	110	
Mixed Sex: Group	2,901	21.4	94		5,563	41.1	129		5,051	37.3	85	
Mixed Sex: Pair	4,386	32.4	138		4,820	35.6	110		4,310	31.8	75	
With Children	4,525	33.4	116		2,077	15.3	91		6,915	51.1	97	
Unknown	2,935	21.7	66		4,363	32.2	180		6,218	45.9	96	
For Eating:												
Upmarket	6,873	50.8	166		3,315	24.5	118		3,328	24.6	52	
Midmarket	6,053	44.7	130		1,301	9.6	107		6,162	45.5	82	
Downmarket	4,897	36.2	163		4,190	31.0	89		4,429	32.7	79	
For Drinking (monthly spend):												
Nothing	5,566	41.1	136		3,200	23.6	100		4,750	35.1	78	
Low (less than £10)	5,833	43.1	144		2,967	21.9	93		4,716	34.8	77	
Medium (Between £10 and £40)	5,833	43.1	141		1,591	11.8	66		6,093	45.0	90	
High (Greater than £40)	5,307	39.2	151		3,151	23.3	113		5,058	37.4	71	

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	29,852	24.1	80	25,398	20.5	125	67,347	54.4	104
Male: Alone	17,361	14.0	47	26,682	21.5	138	78,555	63.4	119
Male: Group	19,038	15.4	67	21,837	17.6	67	81,723	66.0	133
Male: Pair	17,512	14.1	54	5,045	4.1	27	100,040	80.8	141
Mixed Sex: Group	15,360	12.4	54	35,905	29.0	91	71,333	57.6	131
Mixed Sex: Pair	23,287	18.8	80	35,178	28.4	87	64,132	51.8	121
With Children	18,786	15.2	52	21,566	17.4	103	82,245	66.4	125
Unknown	21,940	17.7	54	38,621	31.2	174	62,036	50.1	105
For Eating:									
Upmarket	39,961	32.3	105	33,618	27.1	130	49,019	39.6	84
Midmarket	36,119	29.2	85	8,166	6.6	73	78,312	63.2	114
Downmarket	17,370	14.0	63	28,592	23.1	66	76,636	61.9	149
For Drinking (monthly spend):									
Nothing	29,042	23.4	78	20,436	16.5	70	73,119	59.0	132
Low (less than £10)	42,019	33.9	114	20,858	16.8	72	59,720	48.2	106
Medium (Between £10 and £40)	42,251	34.1	112	26,944	21.8	122	53,403	43.1	86
High (Greater than £40)	34,146	27.6	107	39,091	31.6	154	49,360	39.9	76

## 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	Windmill, RH15 8AB	Star Pubs & Bars	0.0	0.2
2	Watermill, RH15 0QF	Ei Group	6.6	1.5
3	Woolpack, RH15 8NN	Star Pubs & Bars	12.7	2.5
4	Cricketers Arms, RH15 8NY	Ei Group	13.9	3.0
5	Railway, RH15 9DQ	Greene King	15.4	3.1
6	Quench, RH15 9AE	Independent Free	15.7	3.4
7	Six Gold Martlets, RH15 9AE	Wetherspoon	15.7	3.4
8	Frizzys, RH15 9DS	Independent Free	16.3	3.5
9	Martlets Hall, RH15 9NN	Independent Free	16.6	3.7
10	Pulse, RH15 9NN	Independent Free	16.6	3.7
11	Burgess Hill Inn, RH15 0AD	Greene King	17.2	3.5
12	Block & Gasket, RH15 9BB	Stonegate Pub Company	17.5	3.5
13	Il Barolo, RH15 0AB	Independent Free	18.4	3.7
14	Brewers Arms, RH15 9QU	Star Pubs & Bars	19.3	3.8
15	Potters Arms, RH15 9ED	Star Pubs & Bars	21.4	4.3
16	Weald Inn, RH15 9SJ	Greene King	23.2	4.4
17	Acorn, RH15 9TQ	Whitbread	33.8	6.6
18	Sportsman, BN 6 9LQ	Independent Free	49.5	6.3
19	Friars Oak, BN 6 9NA	Mitchells & Butlers	49.5	7.0
20	Fox & Hounds, RH16 4QY	Mitchells & Butlers	55.5	8.8