

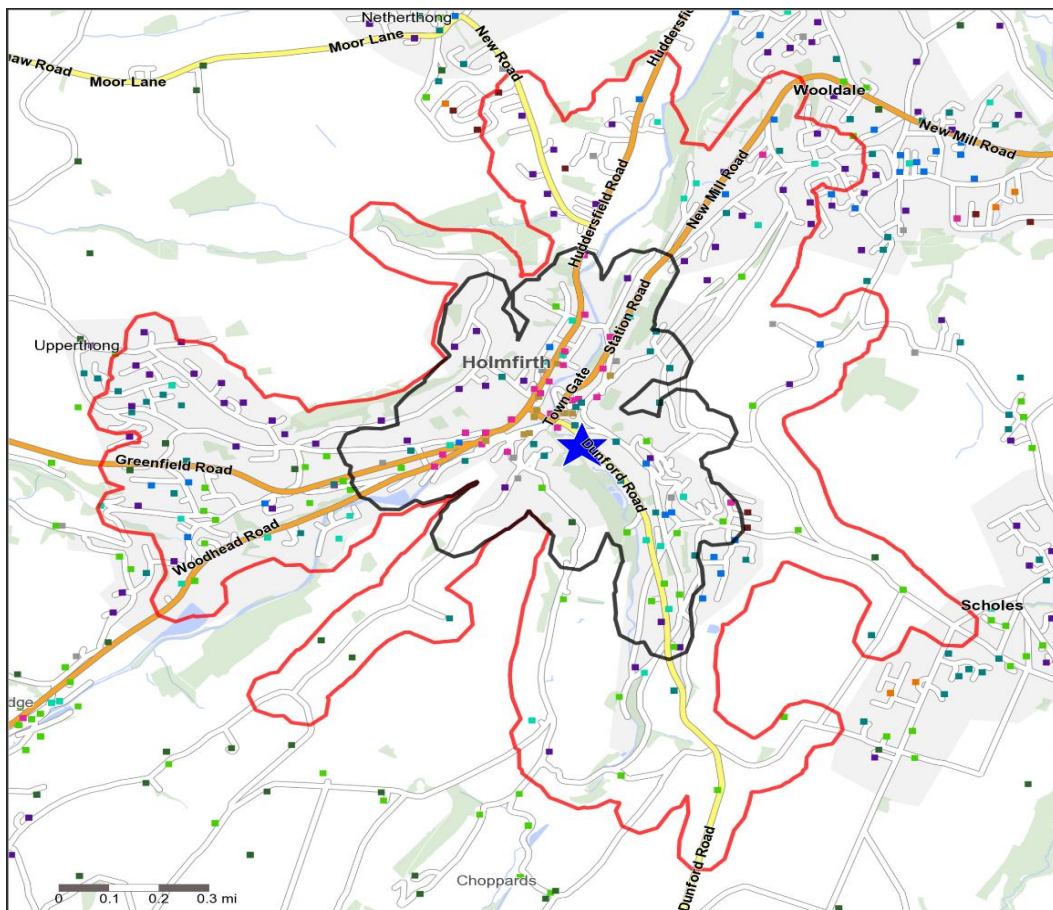
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	10	11	135
Catchment Adults 18+	2,087	5,420	127,875
Catchment Adults 18+ Per Pub	209	493	947
Populaton Projection 2020 to 2030 (% change)	1.03%	2.14%	2.62%

		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	Premium Local	1,373	65.8	125	1	Premium Local	4,214	77.7	148	1	High Street Pub	82,033	64.2	122
2	High Street Pub	1,205	57.7	123	2	Great Pub Great Food	3,279	60.5	129	2	Community Pub	68,578	53.6	114
3	Great Pub Great Food	1,128	54.0	85	3	High Street Pub	2,628	48.5	76	3	Premium Local	67,021	52.4	82
4	Community Pub	929	44.5	311	4	Community Pub	1,917	35.4	247	4	Great Pub Great Food	49,968	39.1	273
5	Bit of Style	715	34.3	85	5	Bit of Style	1,737	32.0	79	5	Bit of Style	32,347	25.3	63
6	Circuit Bar	329	15.8	55	6	Circuit Bar	756	13.9	49	6	Circuit Bar	17,795	13.9	49
7	Craft Led	206	9.9	87	7	Craft Led	414	7.6	67	7	Craft Led	12,945	10.1	89

	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	348	16.7	188	804	14.8	167	12,387	9.7	109
C1	278	13.3	108	678	12.5	102	15,407	12.0	98
C2	167	8.0	97	416	7.7	93	10,623	8.3	101
DE	138	6.6	64	316	5.8	57	11,468	9.0	87

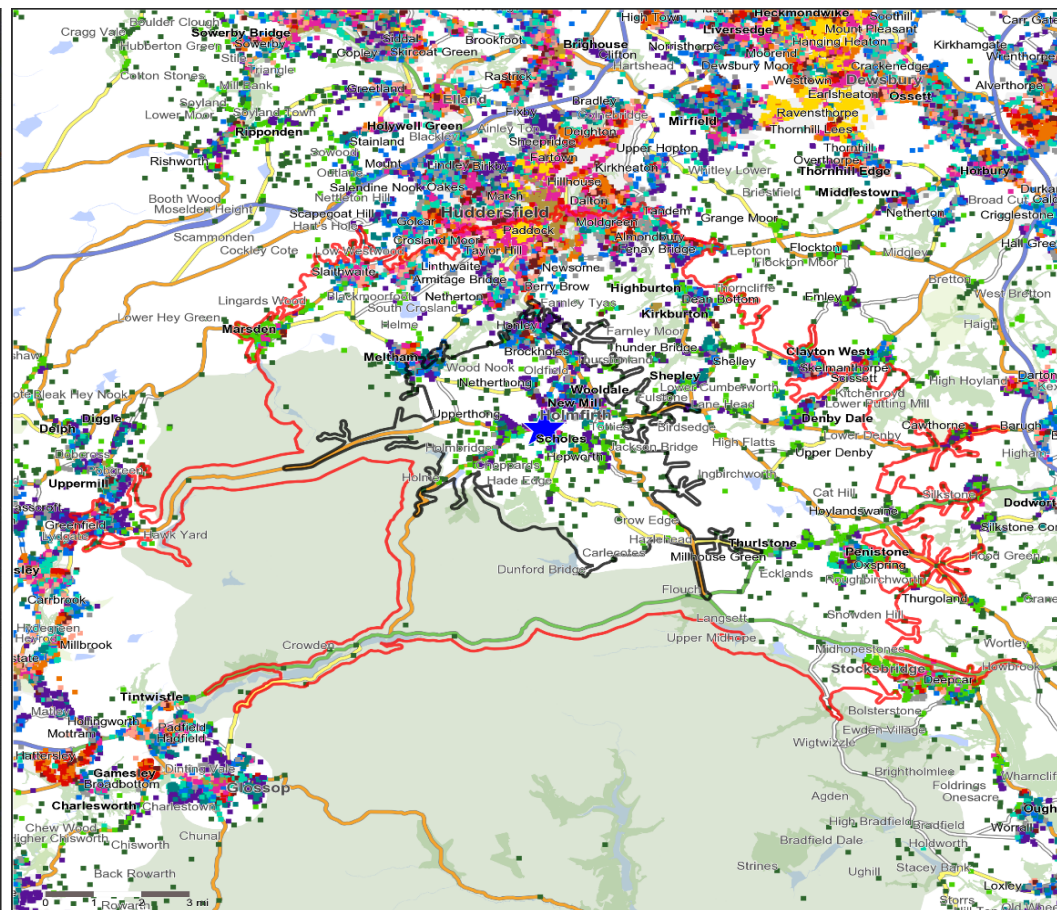
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	530	25.4	76	1,159	21.4	64	51,481	40.3	121
Medium (7-13)	879	42.1	127	2,213	40.8	123	44,892	35.1	106
High (14-19)	601	28.8	101	1,835	33.9	119	25,214	19.7	69

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	0	0
A02	Uptown Elite	0	0	0	4	0	4
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	10	27	99	244	10	27
B06	Diamond Days	70	104	397	999	70	104
B07	Alpha Families	83	386	1,224	2,809	83	386
B08	Bank of Mum and Dad	127	273	791	1,859	127	273
B09	Empty-Nest Adventure	29	426	1,930	5,328	29	426
C10	Wealthy Landowners	2	38	671	2,136	2	38
C11	Rural Vogue	10	57	411	1,153	10	57
C12	Scattered Homesteads	0	3	207	440	0	3
C13	Village Retirement	15	74	940	3,372	15	74
D14	Satellite Settlers	312	769	3,037	9,735	312	769
D15	Local Focus	12	99	577	4,663	12	99
D16	Outlying Seniors	0	48	356	4,190	0	48
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	3	33	431	1,682	3	33
E19	Bungalow Heaven	0	8	754	3,840	0	8
E20	Classic Grandparents	0	1	99	1,518	0	1
E21	Solo Retirees	42	45	170	1,971	42	45
F22	Boomerang Boarders	6	7	393	2,005	6	7
F23	Family Ties	0	0	88	950	0	0
F24	Fledgling Free	0	53	328	1,509	0	53
F25	Dependable Me	159	518	1,824	5,823	159	518
G26	Cafés and Catchments	0	0	0	0	0	0
G27	Thriving Independence	136	232	520	1,254	136	232
G28	Modern Parents	0	26	760	3,620	0	26
G29	Mid-Career Convention	283	729	3,117	8,780	283	729
H30	Primary Ambitions	16	16	32	703	16	16
H31	Affordable Fringe	0	0	533	2,168	0	0
H32	First-Rung Futures	28	139	654	3,999	28	139
H33	Contemporary Starts	48	260	871	3,171	48	260
H34	New Foundations	11	18	39	629	11	18
H35	Flying Solo	153	250	439	1,032	153	250

				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	88	207	0	0
I37	Budget Generations	0	0	585	1,415	0	0
I38	Economical Families	0	0	122	1,187	0	0
I39	Families on a Budget	0	0	83	3,134	0	0
J40	Value Rentals	13	41	255	2,127	13	41
J41	Youthful Endeavours	0	0	6	575	0	0
J42	Midlife Renters	390	473	1,252	5,729	390	473
J43	Renting Rooms	0	0	24	4,658	0	0
K44	Inner City Stalwarts	0	0	0	0	0	0
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	0	2	372	0	0
K47	Single Essentials	0	0	0	887	0	0
K48	Mature Workers	0	0	22	1,051	0	0
L49	Flatlet Seniors	0	0	28	1,258	0	0
L50	Pocket Pensions	0	1	498	2,828	0	1
L51	Retirement Communities	0	105	194	363	0	105
L52	Estate Veterans	15	45	449	1,270	15	45
L53	Seasoned Survivors	0	0	27	1,083	0	0
M54	Down-to-Earth Owners	0	0	2	596	0	0
M55	Back with the Folks	0	0	33	2,022	0	0
M56	Self Supporters	0	0	323	4,605	0	0
N57	Community Elders	0	0	0	47	0	0
N58	Culture & Comfort	0	0	0	22	0	0
N59	Large Family Living	0	0	0	3,099	0	0
N60	Ageing Access	0	0	16	81	0	0
O61	Career Builders	25	25	163	168	25	25
O62	Central Pulse	0	0	0	140	0	0
O63	Flexible Workforce	0	0	0	0	0	0
O64	Bus-Route Renters	89	89	130	643	89	89
O65	Learners & Earners	0	0	0	1,888	0	0
O66	Student Scene	0	0	0	4,831	0	0
U99	Unclassified	0	0	0	0	0	0
Total				2,087	5,418	25,994	127,872

Top 3 Mosaic Types in a 20 Minute Walktime

1. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

2. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

3. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

Top 3 Mosaic Types in a 20 Minute Drivetime

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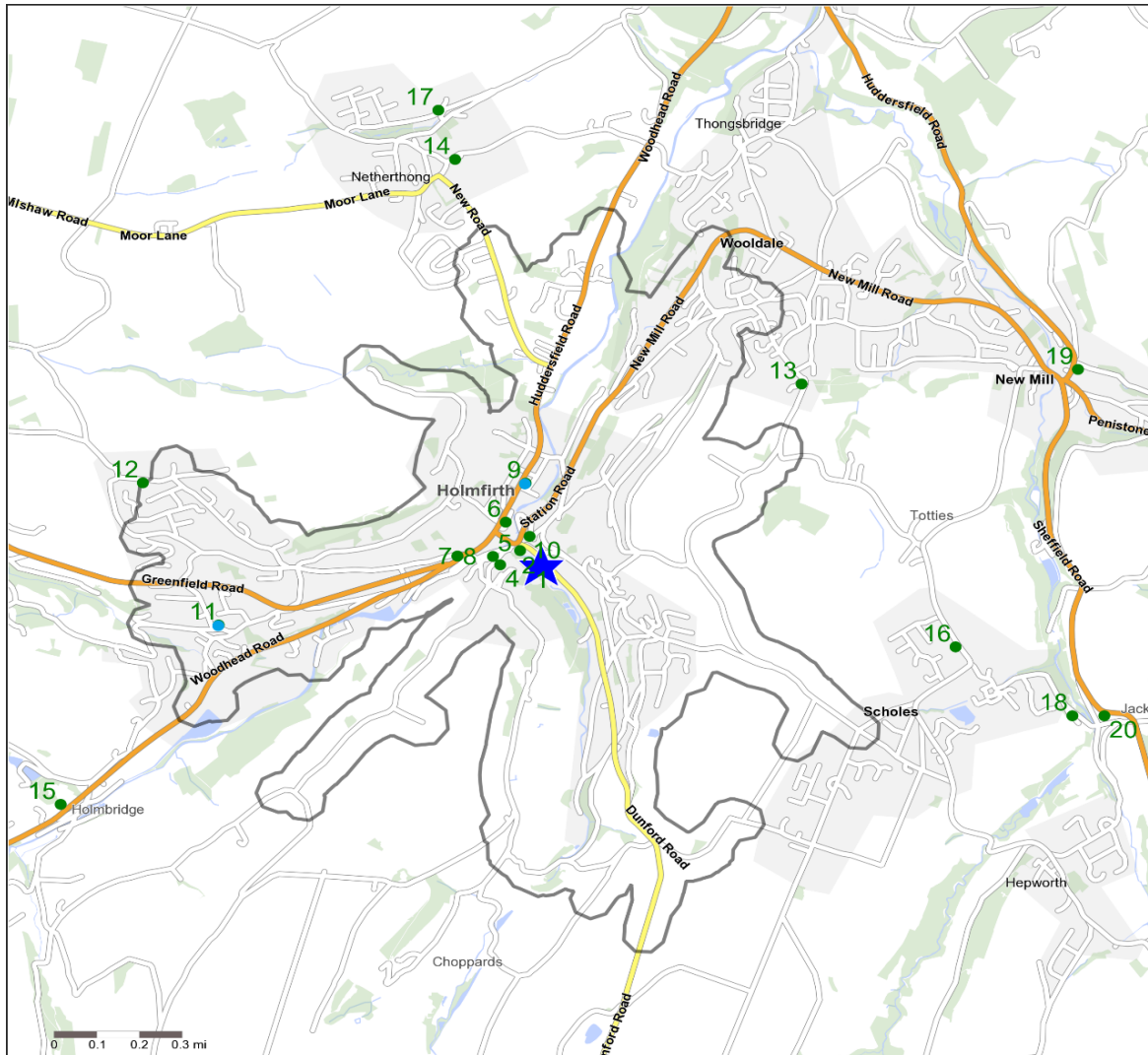
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Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 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	1,203	22.2	69	1,279	23.6	139	2,939	54.2	107
Male: Alone	1,241	22.9	77	1,053	19.4	117	3,125	57.7	107
Male: Group	1,088	20.1	88	1,200	22.1	82	3,131	57.8	115
Male: Pair	720	13.3	51	721	13.3	87	3,978	73.4	125
Mixed Sex: Group	853	15.7	64	2,286	42.2	131	2,281	42.1	97
Mixed Sex: Pair	2,367	43.7	180	1,118	20.6	62	1,934	35.7	83
With Children	994	18.3	62	1,233	22.7	130	3,193	58.9	112
Unknown	1,664	30.7	88	1,243	22.9	124	2,513	46.4	99
For Eating:									
Upmarket	1,649	30.4	95	1,176	21.7	100	2,595	47.9	104
Midmarket	924	17.0	47	250	4.6	51	4,246	78.3	143
Downmarket	684	12.6	54	2,633	48.6	138	2,103	38.8	94
For Drinking (monthly spend):									
Nothing	447	8.2	27	1,855	34.2	145	3,118	57.5	126
Low (less than £10)	1,660	30.6	103	2,114	39.0	164	1,646	30.4	65
Medium (Between £10 and £40)	1,609	29.7	96	668	12.3	68	3,142	58.0	113
High (Greater than £40)	773	14.3	54	1,272	23.5	113	3,375	62.3	118

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	32,846	25.7	80	25,823	20.2	119	69,205	54.1	107
Male: Alone	39,715	31.1	104	25,177	19.7	119	62,983	49.3	92
Male: Group	24,094	18.8	82	44,641	34.9	129	59,140	46.2	92
Male: Pair	25,706	20.1	77	24,004	18.8	122	78,165	61.1	105
Mixed Sex: Group	28,057	21.9	89	49,221	38.5	120	50,596	39.6	92
Mixed Sex: Pair	47,302	37.0	153	36,819	28.8	87	43,753	34.2	80
With Children	34,053	26.6	90	27,687	21.7	123	66,136	51.7	98
Unknown	49,675	38.8	112	16,794	13.1	71	61,405	48.0	103
For Eating:									
Upmarket	34,977	27.4	85	23,732	18.6	86	69,166	54.1	117
Midmarket	34,832	27.2	76	4,953	3.9	42	88,090	68.9	126
Downmarket	28,308	22.1	95	56,729	44.4	126	42,838	33.5	81
For Drinking (monthly spend):									
Nothing	25,988	20.3	66	42,018	32.9	139	59,868	46.8	102
Low (less than £10)	35,311	27.6	93	41,162	32.2	136	51,402	40.2	86
Medium (Between £10 and £40)	33,771	26.4	86	13,232	10.3	57	80,872	63.2	124
High (Greater than £40)	20,555	16.1	61	20,613	16.1	78	86,706	67.8	128

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	Shoulder Of Mutton, HD 9 2DP	Star Pubs & Bars	0.0	0.0
2	Ten Fourteen, HD 9 2DP	Independent Free	0.0	0.0
3	Nook, HD 9 2DN	Independent Free	1.2	0.4
4	Oscars Cafe & Wine Bar, HD 9 2DL	Independent Free	2.7	0.8
5	Elephant & Castle Inn, HD 9 2DG	Ei Group	3.0	0.8
6	Y's Bar & Snap, HD 9 7BB	Independent Free	3.9	1.0
7	Mezze, HD 9 2JR	Independent Free	5.1	0.9
8	Winking Stag, HD 9 2JR	Independent Free	5.1	0.9
9	Postcard Inn, HD 9 3AS	Star Pubs & Bars	5.4	1.2
10	Harveys, HD 9 1HA	Independent Free	6.3	1.4
11	Farmers, HD 9 2LR	Admiral Taverns Ltd	16.9	3.1
12	Royal Oak, HD 9 3UX	Independent Free	20.2	4.0
13	Wooldale Arms, HD 9 1QG	Ei Group	22.6	4.5
14	Clothiers Arms, HD 9 3EB	Daniel Thwaites plc	25.1	4.3
15	Stumble Inn, HD 9 2NL	Independent Free	26.6	4.7
16	Boot & Shoe Inn, HD 9 1UQ	Independent Free	26.6	4.9
17	Cricketers Arms, HD 9 3UG	Marston's	29.6	5.2
18	White Horse, HD 9 1LY	Star Pubs & Bars	32.6	6.0
19	White Hart, HD 9 7JU	Independent Free	37.1	6.3
20	Red Lion Inn, HD 9 7HB	Ei Group	37.1	6.7