

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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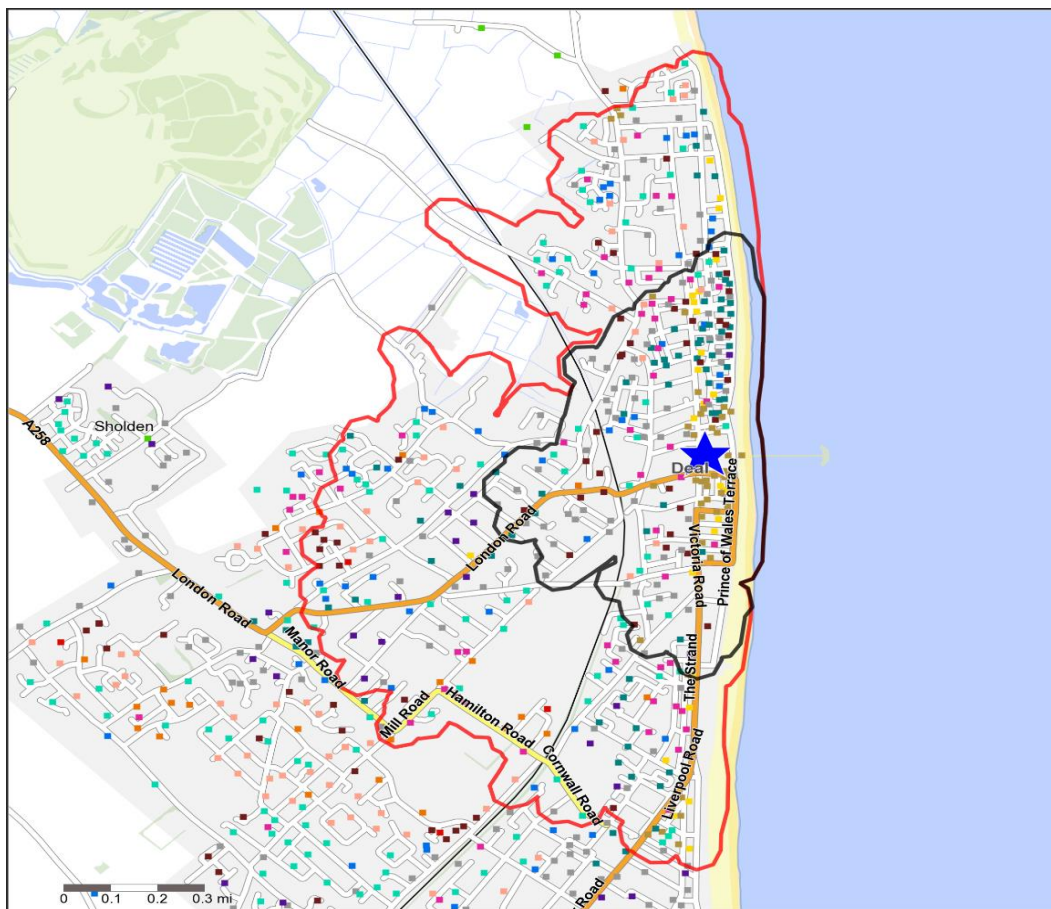
Number of Pubs	19	27	96
Catchment Adults 18+	5,056	13,484	59,974
Catchment Adults 18+ Per Pub	266	499	625
Populaton Projection 2018 to 2028 (% change)	3.94%	5.36%	4.92%

		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	4,710	93.2	180	1	High Street Pub	12,350	91.6	177	1	High Street Pub	35,759	59.6	115
2	Community Pub	3,921	77.6	166	2	Community Pub	10,528	78.1	168	2	Community Pub	33,774	56.3	121
3	Premium Local	1,723	34.1	54	3	Premium Local	5,405	40.1	64	3	Premium Local	29,957	49.9	79
4	Bit of Style	1,380	27.3	211	4	Bit of Style	3,639	27.0	209	4	Great Pub Great Food	23,306	38.9	301
5	Circuit Bar	1,154	22.8	57	5	Great Pub Great Food	3,035	22.5	56	5	Bit of Style	9,404	15.7	39
6	Great Pub Great Food	1,111	22.0	82	6	Circuit Bar	2,584	19.2	71	6	Circuit Bar	7,513	12.5	47
7	Craft Led	516	10.2	99	7	Craft Led	1,564	11.6	113	7	Craft Led	3,632	6.1	59

	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	400	7.9	89	1,030	7.6	86	4,400	7.3	83
C1	630	12.5	102	1,668	12.4	101	7,111	11.9	97
C2	386	7.6	92	1,178	8.7	106	4,989	8.3	101
DE	447	8.8	86	1,369	10.2	99	5,469	9.1	89

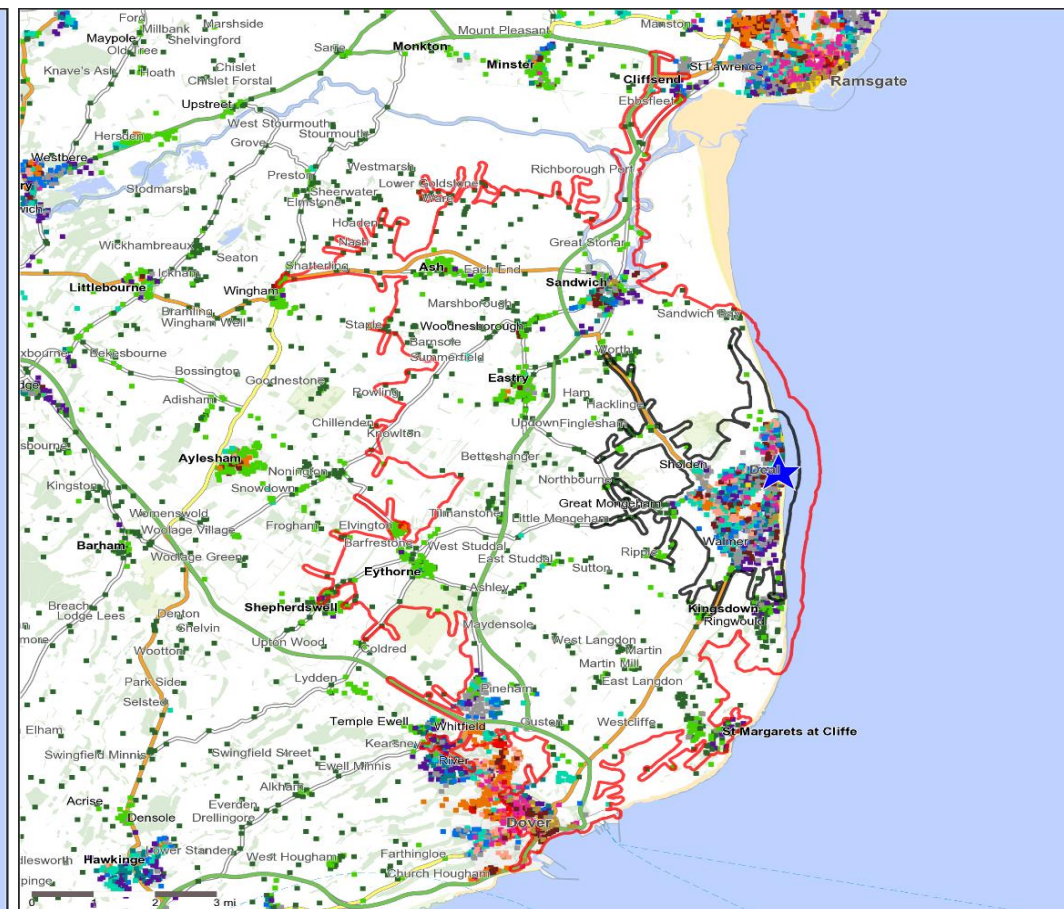
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	963	19.0	57	3,232	24.0	72	14,749	24.6	74
Medium (7-13)	1,855	36.7	111	5,600	41.5	125	21,872	36.5	110
High (14-19)	1,007	19.9	70	2,625	19.5	68	16,523	27.6	97

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	0	0	0	0	0	0
B06	Diamond Days	12	16	473	825	0	0
B07	Alpha Families	0	25	149	401	0	0
B08	Bank of Mum and Dad	0	86	269	738	0	0
B09	Empty-Nest Adventure	29	217	328	572	0	0
C10	Wealthy Landowners	0	0	153	1,152	0	0
C11	Rural Vogue	0	0	108	1,283	0	0
C12	Scattered Homesteads	0	0	37	669	0	0
C13	Village Retirement	0	0	334	3,718	0	0
D14	Satellite Settlers	0	0	408	5,332	0	0
D15	Local Focus	0	0	21	1,614	0	0
D16	Outlying Seniors	0	0	212	2,203	0	0
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	161	366	935	1,331	0	0
E19	Bungalow Heaven	156	286	1,635	4,311	0	0
E20	Classic Grandparents	139	515	678	695	0	0
E21	Solo Retirees	603	1,317	2,116	2,255	0	0
F22	Boomerang Boarders	48	174	630	964	0	0
F23	Family Ties	0	9	207	295	0	0
F24	Fledgling Free	0	108	163	334	0	0
F25	Dependable Me	104	762	1,309	1,880	0	0
G26	Cafés and Catchments	0	0	0	0	0	0
G27	Thriving Independence	821	1,518	1,739	2,161	0	0
G28	Modern Parents	0	0	41	127	0	0
G29	Mid-Career Convention	0	119	403	1,146	0	0
H30	Primary Ambitions	39	235	553	762	0	0
H31	Affordable Fringe	0	167	1,487	1,582	0	0
H32	First-Rung Futures	458	1,302	1,968	2,335	0	0
H33	Contemporary Starts	0	130	509	1,573	0	0
H34	New Foundations	3	8	26	171	0	0
H35	Flying Solo	33	214	371	586	0	0

				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	22	130	346	776	0	0
I37	Budget Generations	0	57	331	422	0	0
I38	Economical Families	0	113	192	209	0	0
I39	Families on a Budget	0	188	188	285	0	0
J40	Value Rentals	0	83	199	206	0	0
J41	Youthful Endeavours	15	20	20	202	0	0
J42	Midlife Renters	491	1,458	1,755	2,502	0	0
J43	Renting Rooms	15	15	15	1,114	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	0	0	0	0
K47	Single Essentials	0	18	114	378	0	0
K48	Mature Workers	0	26	26	182	0	0
L49	Flatlet Seniors	88	128	137	936	0	0
L50	Pocket Pensions	42	191	682	1,243	0	0
L51	Retirement Communities	698	823	1,266	1,996	0	0
L52	Estate Veterans	0	155	673	1,078	0	0
L53	Seasoned Survivors	0	5	12	229	0	0
M54	Down-to-Earth Owners	22	134	228	274	0	0
M55	Back with the Folks	104	709	2,167	2,523	0	0
M56	Self Supporters	50	219	584	960	0	0
N57	Community Elders	0	0	0	26	0	0
N58	Culture & Comfort	0	0	0	0	0	0
N59	Large Family Living	0	0	0	0	0	0
N60	Ageing Access	258	541	552	764	0	0
O61	Career Builders	0	5	5	206	0	0
O62	Central Pulse	0	0	0	0	0	0
O63	Flexible Workforce	25	25	25	127	0	0
O64	Bus-Route Renters	620	868	878	2,141	0	0
O65	Learners & Earners	0	0	0	0	0	0
O66	Student Scene	0	0	0	0	0	0
U99	Unclassified	0	0	8	178	0	0
Total				5,056	13,485	27,665	59,976

Top 3 Mosaic Types in a 20 Minute Walktime

1. G27 Thriving Independence

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



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

2. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

3. E21 Solo Retirees

Senior singles owning affordable but pleasant homes, whose reduced incomes are satisfactory



- Elderly singles
- Small private pension
- Long length of residence
- Own a suburban semi or terrace
- Keep bills down by turning things off
- Don't like new technology

Top 3 Mosaic Types in a 20 Minute Drivetime

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. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

3. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



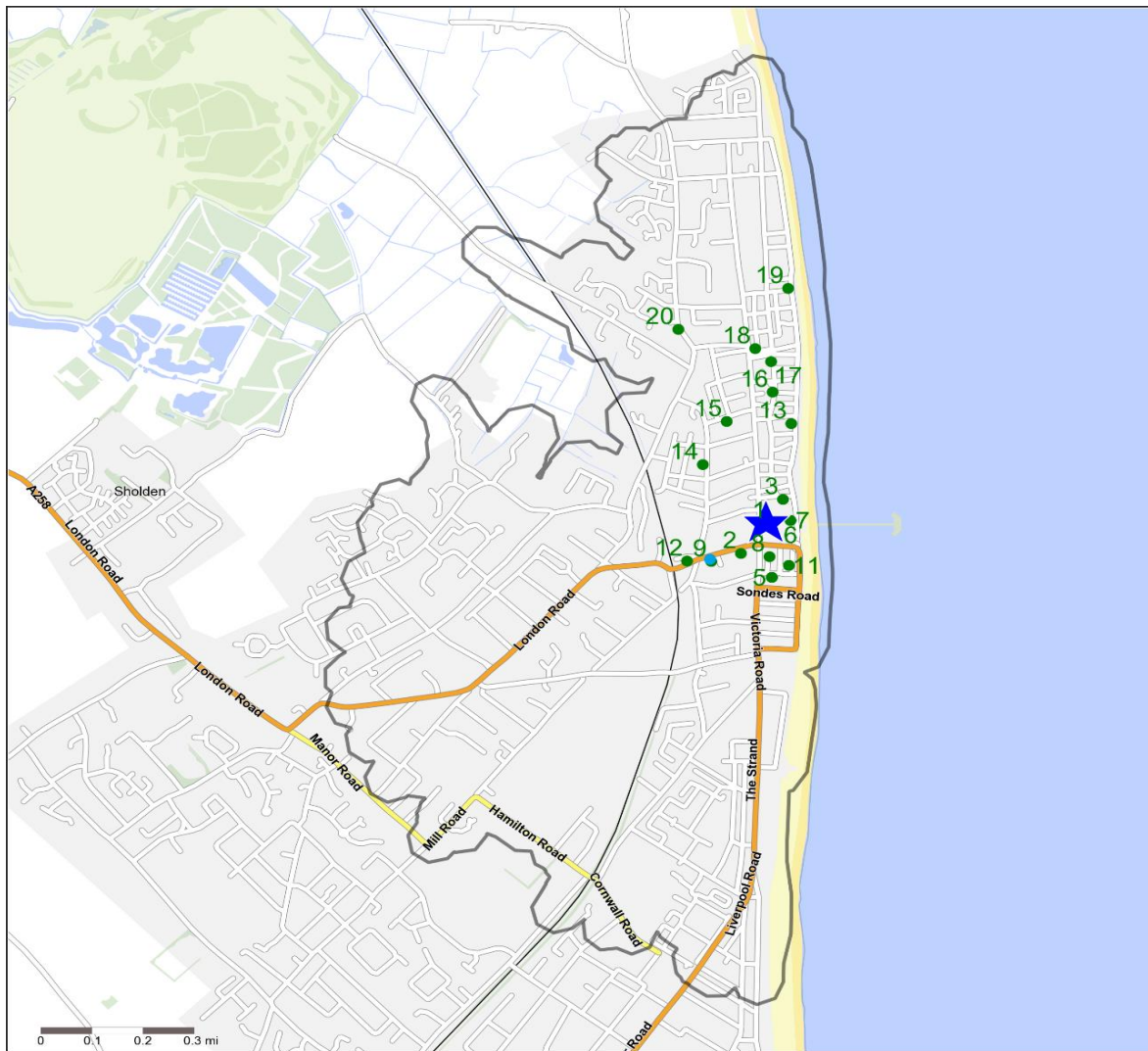
- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

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	Target Customers
Female: Alone, Pair or Group	4,456	33.0	109	398	3.0	18	8,629	64.0	123	
Male: Alone	6,061	44.9	151	1,931	14.3	92	5,492	40.7	76	
Male: Group	4,380	32.5	142	2,336	17.3	66	6,768	50.2	101	
Male: Pair	5,265	39.0	150	3,741	27.7	182	4,478	33.2	58	
Mixed Sex: Group	3,384	25.1	110	2,258	16.7	52	7,841	58.2	132	
Mixed Sex: Pair	4,161	30.9	132	2,791	20.7	64	6,532	48.4	113	
With Children	5,429	40.3	139	909	6.7	40	7,146	53.0	100	
Unknown	1,426	10.6	32	3,443	25.5	142	8,614	63.9	133	
For Eating:										
Upmarket	3,338	24.8	81	3,387	25.1	121	6,758	50.1	106	
Midmarket	4,395	32.6	95	552	4.1	45	8,537	63.3	114	
Downmarket	3,876	28.7	129	3,840	28.5	82	5,767	42.8	103	
For Drinking (monthly spend):										
Nothing	2,913	21.6	71	2,849	21.1	89	7,721	57.3	128	
Low (less than £10)	2,844	21.1	71	3,858	28.6	122	6,781	50.3	111	
Medium (Between £10 and £40)	2,844	21.1	69	1,277	9.5	53	9,362	69.4	138	
High (Greater than £40)	2,058	15.3	59	3,068	22.8	111	8,357	62.0	119	

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	13,484	22.5	74	11,447	19.1	117	34,866	58.1	112
Male: Alone	20,964	35.0	117	4,513	7.5	48	34,318	57.2	107
Male: Group	12,914	21.5	94	18,260	30.4	116	28,622	47.7	96
Male: Pair	16,533	27.6	106	9,179	15.3	100	34,084	56.8	99
Mixed Sex: Group	10,671	17.8	78	26,848	44.8	140	22,277	37.1	85
Mixed Sex: Pair	18,467	30.8	131	19,258	32.1	99	22,071	36.8	86
With Children	16,014	26.7	92	7,512	12.5	74	36,270	60.5	114
Unknown	15,502	25.8	79	11,028	18.4	103	33,265	55.5	116
For Eating:									
Upmarket	13,829	23.1	75	8,277	13.8	66	37,690	62.8	133
Midmarket	13,377	22.3	65	1,853	3.1	34	44,566	74.3	134
Downmarket	12,262	20.4	92	20,134	33.6	96	27,399	45.7	110
For Drinking (monthly spend):									
Nothing	15,075	25.1	83	13,953	23.3	98	30,768	51.3	114
Low (less than £10)	15,832	26.4	88	22,858	38.1	162	21,106	35.2	78
Medium (Between £10 and £40)	11,446	19.1	62	9,230	15.4	86	39,120	65.2	130
High (Greater than £40)	7,504	12.5	48	10,031	16.7	81	42,261	70.5	135

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	New Inn, CT14 6HE	Star Pubs & Bars	0.0	0.4
2	Sir Norman Wisdom, CT14 6ET	Wetherspoon	1.8	1.3
3	Just Reproach, CT14 6HX	Independent Free	1.8	1.6
4	Tap House Beer Cafe, CT14 7AW	Independent Free	2.4	2.2
5	Walmer Castle, CT14 7AW	Admiral Taverns Ltd	2.4	2.2
6	Bohemian, CT14 6HY	Ei Group	3.0	1.9
7	Clarendon Hotel, CT14 6HY	Shepherd Neame	3.0	1.9
8	Lane, CT14 7AF	Independent Free	3.0	2.3
9	Queen Street Tap, CT14 6EY	Star Pubs & Bars	3.3	1.1
10	Kings Head, CT14 7AH	Shepherd Neame	3.3	2.1
11	Port Arms, CT14 7AH	Ei Group	3.3	2.1
12	Eagle Tavern, CT14 6HD	*Other Small Retail Groups	4.5	1.1
13	Three Compasses, CT14 6JS	Independent Free	4.5	2.0
14	Alma, CT14 6EB	Ei Group	5.7	1.4
15	Deal Hoy, CT14 6DU	Shepherd Neame	6.6	1.7
16	Ship, CT14 6JZ	Independent Free	6.6	2.2
17	Prince Albert, CT14 6LW	Independent Free	7.9	2.5
18	Saracens Head, CT14 6LS	Shepherd Neame	9.1	2.4
19	Forester, CT14 6NG	Independent Free	10.0	3.1
20	Smugglers, CT14 6PY	Independent Free	11.2	2.5