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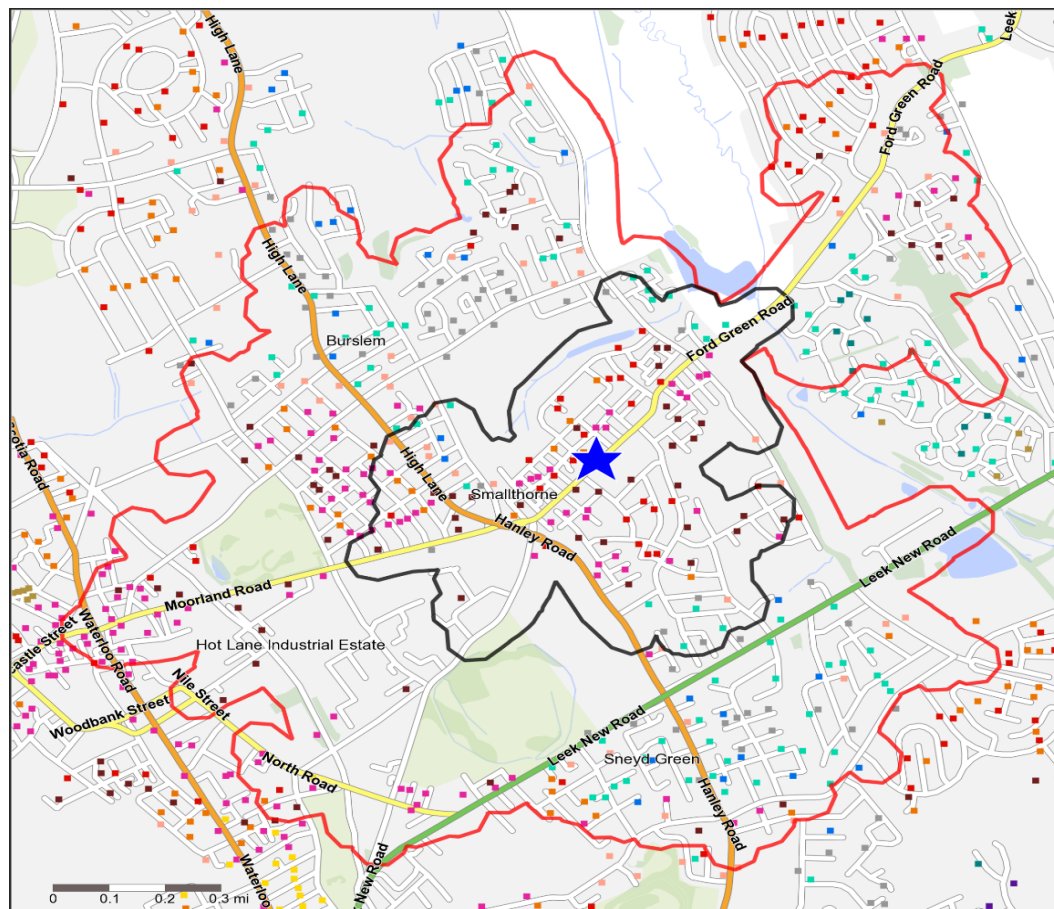
Number of Pubs	5	19	313
Catchment Adults 18+	4,593	15,978	269,895
Catchment Adults 18+ Per Pub	919	841	862
Populaton Projection 2018 to 2028 (% change)	2.36%	2.06%	3.16%

		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	Community Pub	4,503	98.0	189	1	High Street Pub	14,297	89.5	173	1	High Street Pub	227,635	84.3	163
2	High Street Pub	4,230	92.1	198	2	Community Pub	13,964	87.4	187	2	Community Pub	196,623	72.9	156
3	Bit of Style	697	15.2	24	3	Premium Local	4,622	28.9	46	3	Premium Local	93,616	34.7	55
4	Premium Local	566	12.3	95	4	Great Pub Great Food	3,524	22.1	171	4	Great Pub Great Food	61,367	22.7	176
5	Great Pub Great Food	476	10.4	26	5	Bit of Style	2,361	14.8	37	5	Bit of Style	43,581	16.1	40
6	Circuit Bar	166	3.6	13	6	Circuit Bar	962	6.0	22	6	Circuit Bar	23,890	8.9	33
7	Craft Led	22	0.5	5	7	Craft Led	600	3.8	36	7	Craft Led	16,803	6.2	60

	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	149	3.2	37		588	3.7	42		14,707	5.4	62	
C1	464	10.1	82		1,669	10.4	85		29,999	11.1	91	
C2	520	11.3	137		1,820	11.4	138		26,293	9.7	118	
DE	811	17.7	172		2,442	15.3	148		37,951	14.1	137	

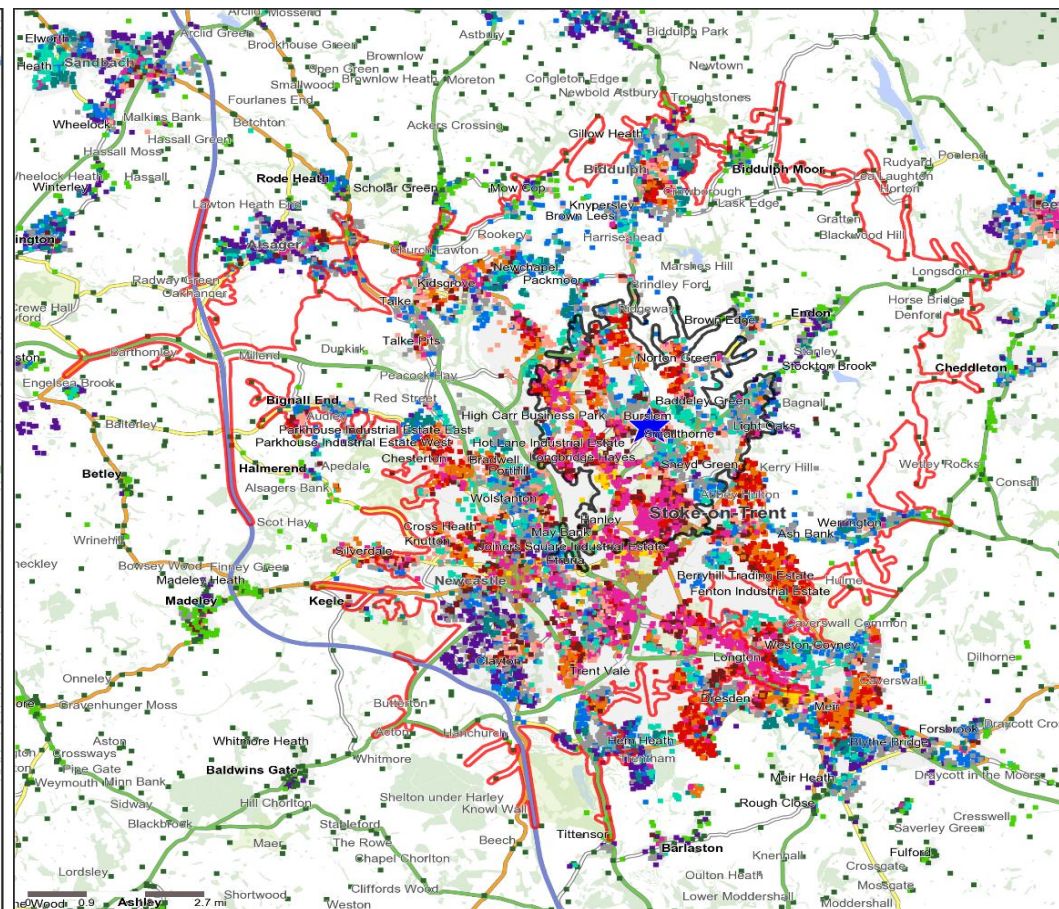
	10 Minute WT Catchment				20 Minute WT Catchment				20 Minute DT Catchment			
Affluence (Bands)	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Low (0-6)	3,794	82.6	249		10,679	66.8	202		154,936	57.4	173	
Medium (7-13)	748	16.3	49		4,900	30.7	92		82,236	30.5	92	
High (14-19)	13	0.3	1		218	1.4	5		17,215	6.4	22	

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

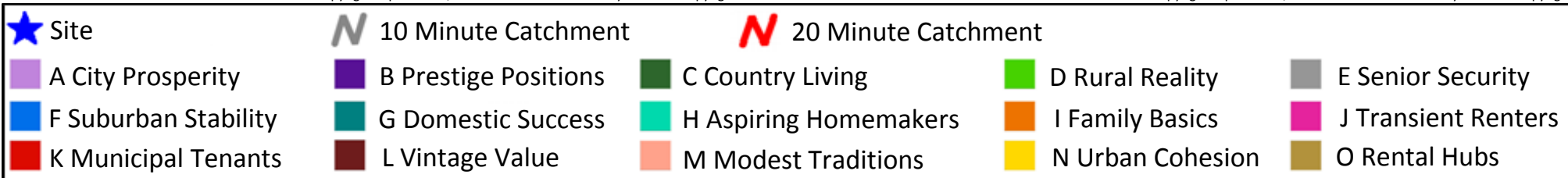


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0	0
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	0	59
	B06	Diamond Days	0	0	0	1,081
	B07	Alpha Families	0	0	47	955
	B08	Bank of Mum and Dad	0	0	16	1,076
	B09	Empty-Nest Adventure	0	0	144	3,837
	C10	Wealthy Landowners	0	0	3	1,402
	C11	Rural Vogue	0	0	18	320
	C12	Scattered Homesteads	0	0	4	297
	C13	Village Retirement	0	0	34	1,239
	D14	Satellite Settlers	0	0	21	2,824
	D15	Local Focus	0	0	0	216
	D16	Outlying Seniors	0	0	0	284
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	11	1,520
	E19	Bungalow Heaven	19	832	3,492	16,281
	E20	Classic Grandparents	97	366	2,117	8,221
	E21	Solo Retirees	60	666	1,255	5,496
	F22	Boomerang Boarders	0	13	659	5,934
	F23	Family Ties	0	15	319	1,638
	F24	Fledgling Free	42	654	2,689	11,483
	F25	Dependable Me	3	70	647	5,843
	G26	Cafés and Catchments	0	0	0	97
	G27	Thriving Independence	0	0	52	946
	G28	Modern Parents	0	167	785	4,964
	G29	Mid-Career Convention	0	0	117	5,159
	H30	Primary Ambitions	19	102	995	2,845
	H31	Affordable Fringe	416	2,587	5,455	15,034
	H32	First-Rung Futures	20	525	1,933	8,055
	H33	Contemporary Starts	11	219	858	2,081
	H34	New Foundations	0	0	18	886
	H35	Flying Solo	1	5	79	502

			10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile			Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchmen Adults 18+
	I36	Solid Economy	0	0	203	347
	I37	Budget Generations	0	14	142	4,283
	I38	Economical Families	201	838	3,147	7,757
	I39	Families on a Budget	24	303	4,536	14,119
	J40	Value Rentals	646	1,342	3,944	13,107
	J41	Youthful Endeavours	101	105	410	1,878
	J42	Midlife Renters	0	33	189	6,407
	J43	Renting Rooms	651	1,613	11,526	21,476
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	95	641	1,201
	K47	Single Essentials	0	69	815	3,306
	K48	Mature Workers	874	1,614	7,452	21,390
	L49	Flatlet Seniors	332	614	1,605	4,356
	L50	Pocket Pensions	133	394	932	4,834
	L51	Retirement Communities	0	0	0	677
	L52	Estate Veterans	48	48	593	4,439
	L53	Seasoned Survivors	538	1,147	4,041	9,283
	M54	Down-to-Earth Owners	55	268	2,630	10,453
	M55	Back with the Folks	199	738	2,664	7,391
	M56	Self Supporters	72	470	1,737	10,006
	N57	Community Elders	0	0	39	52
	N58	Culture & Comfort	0	0	27	36
	N59	Large Family Living	0	11	1,358	2,134
	N60	Ageing Access	0	0	0	372
	O61	Career Builders	0	0	0	294
	O62	Central Pulse	0	0	0	113
	O63	Flexible Workforce	0	0	71	89
	O64	Bus-Route Renters	32	38	768	2,537
	O65	Learners & Earners	0	0	22	3,205
	O66	Student Scene	0	0	0	1,238
	U99	Unclassified	0	0	158	2,537
Total			4,594	15,975	71,418	269,892

Top 3 Mosaic Types in a 20 Minute Walktime

1. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

2. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

Top 3 Mosaic Types in a 20 Minute Drivetime

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3. E19 Bungalow Haven

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



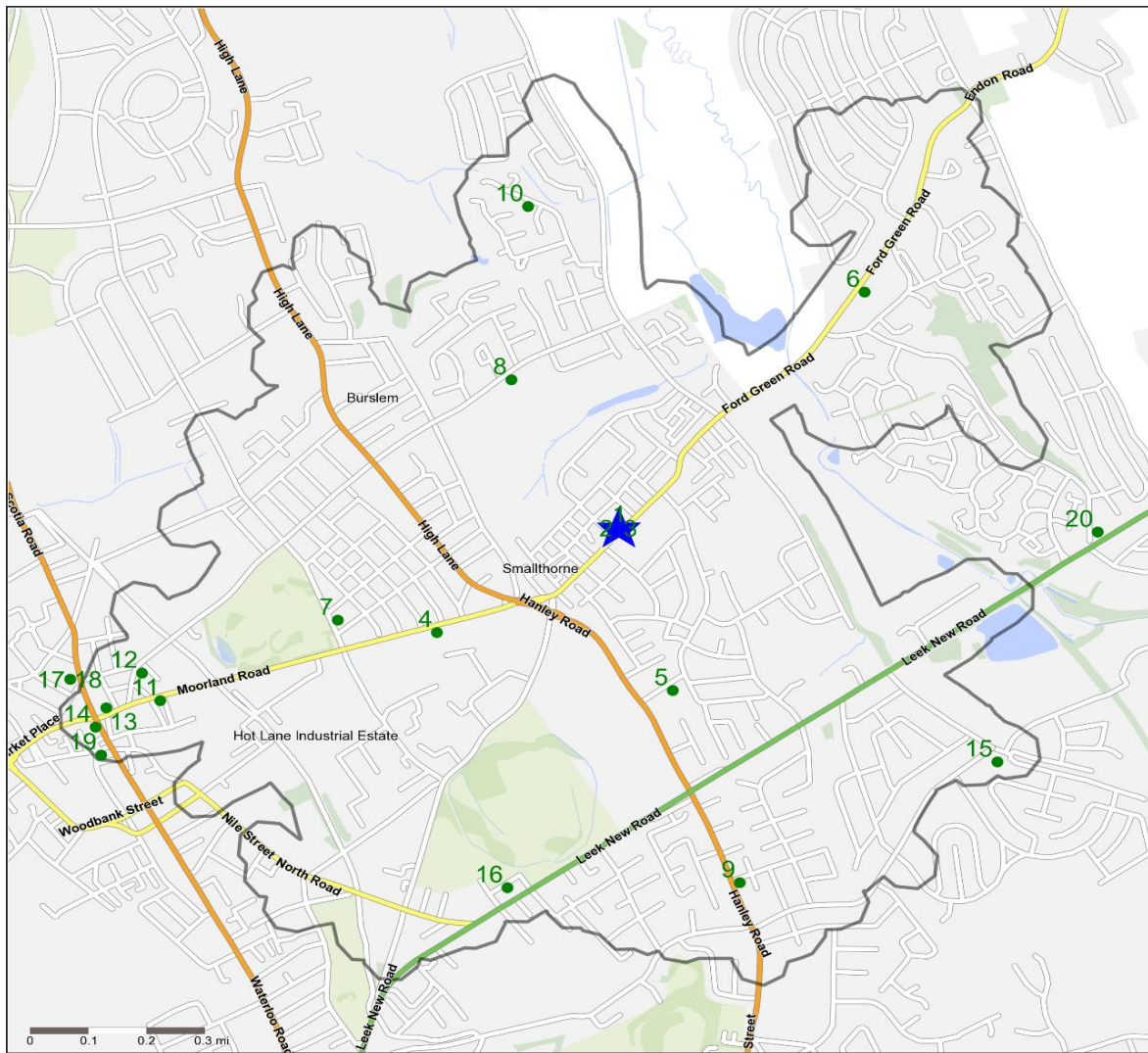
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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	3,670	23.0	76	4,214	26.4	161	8,093	50.7	97
Male: Alone	6,408	40.1	135	1,976	12.4	79	7,593	47.5	89
Male: Group	5,392	33.7	148	4,555	28.5	109	6,031	37.7	76
Male: Pair	4,655	29.1	112	5,330	33.4	219	5,992	37.5	65
Mixed Sex: Group	5,408	33.8	148	2,958	18.5	58	7,611	47.6	109
Mixed Sex: Pair	3,972	24.9	106	4,910	30.7	95	7,096	44.4	104
With Children	7,770	48.6	168	2,334	14.6	87	5,874	36.8	69
Unknown	7,325	45.8	140	1,212	7.6	42	7,440	46.6	97
For Eating:									
Upmarket	3,742	23.4	76	4,168	26.1	125	8,067	50.5	107
Midmarket	4,922	30.8	90	413	2.6	29	10,643	66.6	120
Downmarket	7,318	45.8	206	5,402	33.8	97	3,257	20.4	49
For Drinking (monthly spend):									
Nothing	6,625	41.5	137	2,369	14.8	63	6,983	43.7	98
Low (less than £10)	4,003	25.1	84	2,733	17.1	73	9,241	57.8	128
Medium (Between £10 and £40)	4,003	25.1	82	1,893	11.8	66	10,081	63.1	126
High (Greater than £40)	1,145	7.2	28	5,999	37.5	183	8,834	55.3	106

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	66,148	24.5	81	45,429	16.8	103	155,781	57.7	111
Male: Alone	96,949	35.9	121	44,335	16.4	105	126,074	46.7	88
Male: Group	72,839	27.0	118	93,365	34.6	132	101,154	37.5	76
Male: Pair	63,668	23.6	90	68,855	25.5	167	134,835	50.0	87
Mixed Sex: Group	72,549	26.9	118	64,912	24.1	75	129,897	48.1	110
Mixed Sex: Pair	70,024	25.9	111	96,286	35.7	110	101,049	37.4	88
With Children	102,947	38.1	132	46,205	17.1	102	118,205	43.8	83
Unknown	87,859	32.6	99	25,391	9.4	52	154,108	57.1	119
For Eating:									
Upmarket	56,058	20.8	68	62,082	23.0	110	149,218	55.3	117
Midmarket	86,590	32.1	93	16,847	6.2	69	163,921	60.7	110
Downmarket	109,253	40.5	182	98,948	36.7	105	59,157	21.9	53
For Drinking (monthly spend):									
Nothing	90,897	33.7	111	72,404	26.8	114	104,056	38.6	86
Low (less than £10)	63,521	23.5	79	67,957	25.2	107	135,880	50.3	111
Medium (Between £10 and £40)	65,362	24.2	79	37,707	14.0	78	164,289	60.9	121
High (Greater than £40)	37,340	13.8	53	77,352	28.7	140	152,666	56.6	108

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	Barrel, ST 6 1NT	Independent Free	0.0	0.1
2	Forresters, ST 6 1NT	Amber Taverns	0.0	0.1
3	Kings Head, ST 6 1NT	Star Pubs & Bars	0.0	0.1
4	Moorland Inn, ST 6 1JP	Mitchells & Butlers	8.2	2.2
5	Green Star, ST 6 1SF	Ei Group	8.2	2.5
6	Robin Hood, ST 6 8LS	New River Retail	12.4	3.3
7	Park Inn, ST 6 1EJ	*Other Small Retail Groups	12.7	3.3
8	Bradeley, ST 6 7NU	Ei Group	15.1	3.2
9	Sneyd Arms, ST 1 6DB	Greene King	15.7	3.6
10	Talbot Inn, ST 6 7NG	Thwaites	16.9	4.0
11	Ye Olde Smithy, ST 6 1DT	Independent Free	17.2	4.4
12	Vine, ST 6 1AE	Independent Free	19.0	4.4
13	Red Lion, ST 6 1DJ	Independent Free	19.0	4.6
14	Swan Inn, ST 6 3EA	Unknown	19.3	4.7
15	Berwick Inn, ST 1 6JU	*Other Small Retail Groups	19.6	4.4
16	Raven, ST 6 2LH	Admiral Taverns Ltd	19.9	4.5
17	Bursley Ale House, ST 6 4ED	Independent Free	20.8	4.9
18	Roebuck Inn, ST 6 4ED	Trust Inns	20.8	4.9
19	Queens Head, ST 6 3EL	*Other Small Retail Groups	21.1	5.1
20	Horn & Trumpet, ST 6 8XP	Marston's	23.8	5.8