

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	5	6	277
Catchment Adults 18+	2,185	5,981	313,844
Catchment Adults 18+ Per Pub	437	997	1,133
Populaton Projection 2018 to 2028 (% change)	2.37%	3.84%	4.36%

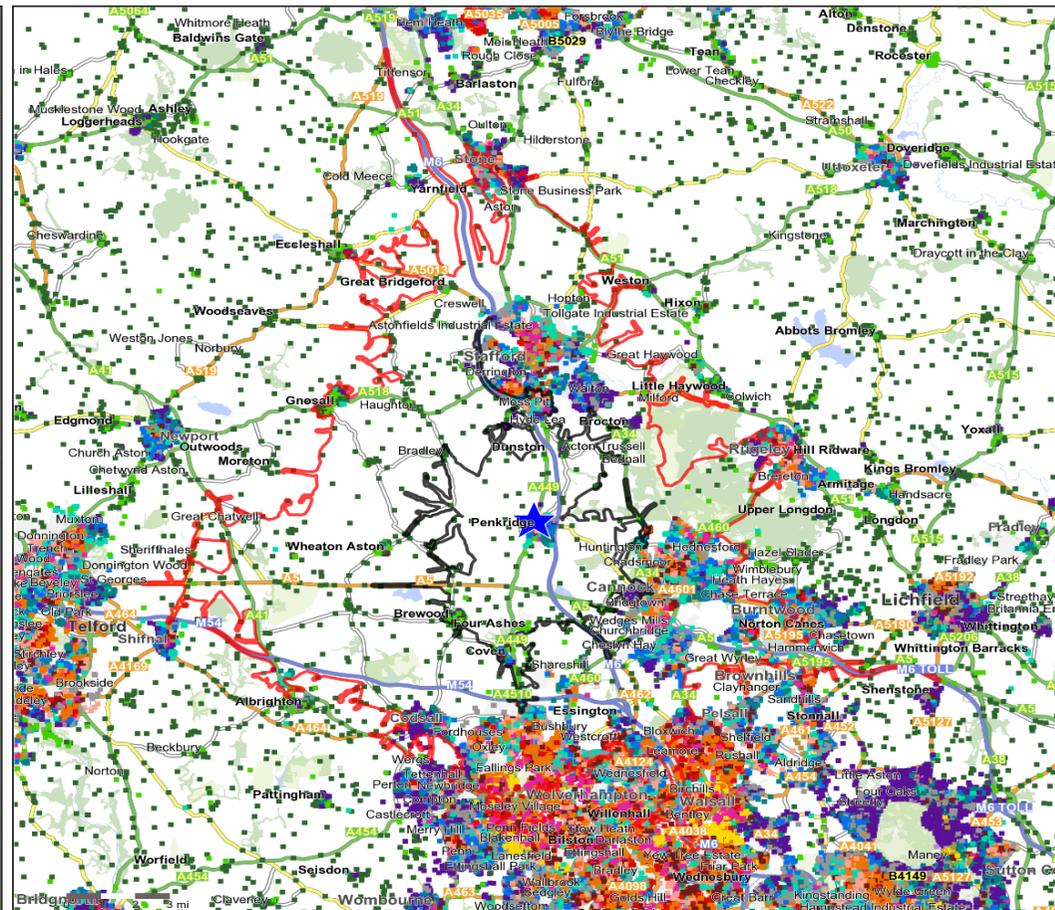
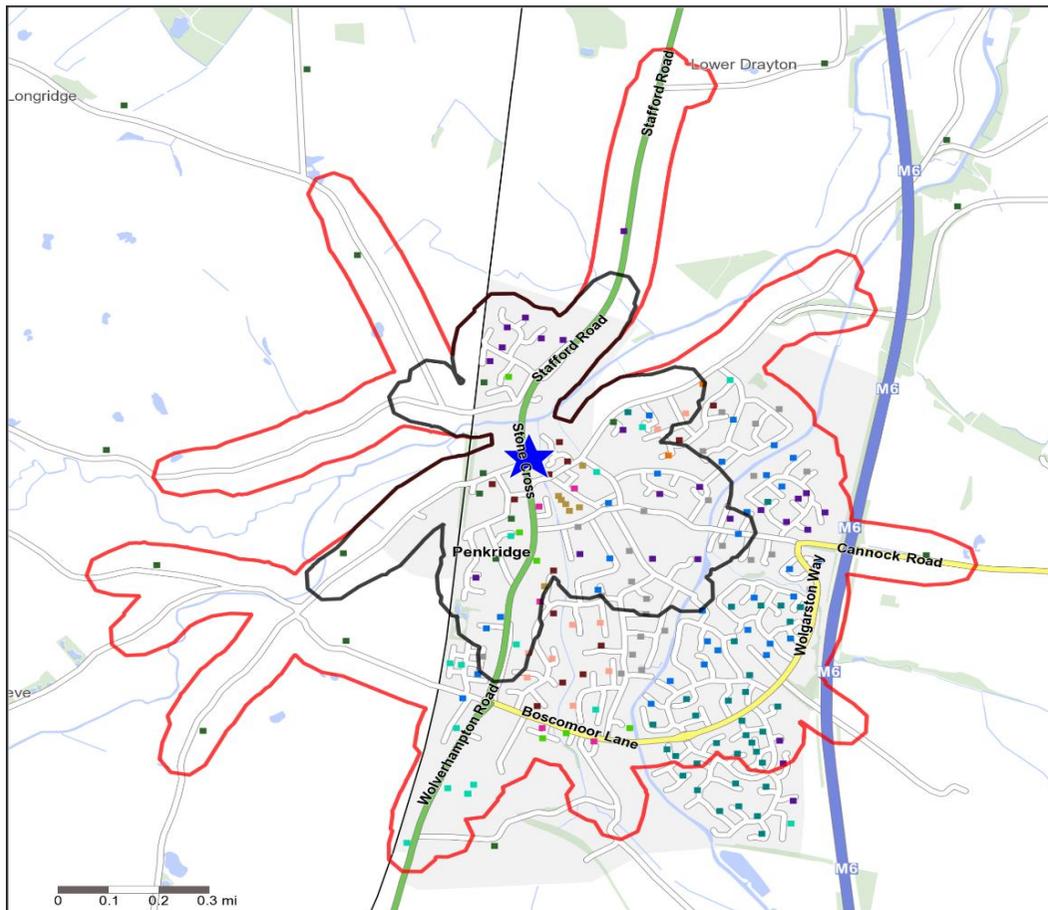
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	1,477	67.6	131	1	High Street Pub	4,065	68.0	131	1	High Street Pub	239,151	76.2	147
2	Great Pub Great Food	1,298	59.4	127	2	Premium Local	4,009	67.0	144	2	Community Pub	195,019	62.1	133
3	High Street Pub	1,296	59.3	94	3	Great Pub Great Food	3,239	54.2	86	3	Premium Local	148,726	47.4	75
4	Community Pub	849	38.9	301	4	Community Pub	2,013	33.7	260	4	Great Pub Great Food	103,707	33.0	256
5	Bit of Style	178	8.1	20	5	Bit of Style	1,249	20.9	52	5	Bit of Style	53,030	16.9	42
6	Circuit Bar	174	8.0	30	6	Circuit Bar	411	6.9	26	6	Circuit Bar	35,753	11.4	42
7	Craft Led	100	4.6	44	7	Craft Led	280	4.7	45	7	Craft Led	20,391	6.5	63

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	171	7.8	89	482	8.1	91	20,493	6.5	74
C1	236	10.8	88	681	11.4	93	35,481	11.3	92
C2	172	7.9	95	511	8.5	104	29,229	9.3	113
DE	155	7.1	69	429	7.2	70	34,995	11.2	108

Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	443	20.3	61	1,191	19.9	60	142,329	45.4	137
Medium (7-13)	836	38.3	115	2,774	46.4	140	110,400	35.2	106
High (14-19)	680	31.1	109	1,531	25.6	90	42,397	13.5	48

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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	37	114
B06	Diamond Days		12	16	418	1,964
B07	Alpha Families		61	62	688	2,754
B08	Bank of Mum and Dad		97	138	575	3,653
B09	Empty-Nest Adventure		321	557	1,617	8,828
C10	Wealthy Landowners		6	52	1,433	5,032
C11	Rural Vogue		0	5	626	2,045
C12	Scattered Homesteads		2	13	217	1,035
C13	Village Retirement		157	200	1,696	5,974
D14	Satellite Settlers		55	57	1,385	5,319
D15	Local Focus		0	52	239	1,097
D16	Outlying Seniors		0	0	233	1,372
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		116	127	315	2,495
E19	Bungalow Heaven		168	700	1,818	11,655
E20	Classic Grandparents		7	50	492	8,456
E21	Solo Retirees		2	8	140	4,562
F22	Boomerang Boarders		304	942	1,518	8,776
F23	Family Ties		0	161	289	2,720
F24	Fledgling Free		111	184	684	12,883
F25	Dependable Me		69	206	618	12,063
G26	Cafés and Catchments		0	0	0	24
G27	Thriving Independence		0	0	31	1,099
G28	Modern Parents		0	309	917	10,279
G29	Mid-Career Convention		35	522	1,133	8,398
H30	Primary Ambitions		0	0	92	2,935
H31	Affordable Fringe		22	55	458	19,613
H32	First-Rung Futures		100	280	818	10,798
H33	Contemporary Starts		10	10	130	6,971
H34	New Foundations		0	53	115	1,769
H35	Flying Solo		0	0	7	1,130

			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		9	46	176	2,501
I37	Budget Generations		0	0	27	7,171
I38	Economical Families		0	0	158	8,890
I39	Families on a Budget		0	0	335	17,687
J40	Value Rentals		33	75	277	4,975
J41	Youthful Endeavours		0	0	187	2,268
J42	Midlife Renters		59	87	349	8,134
J43	Renting Rooms		0	0	0	12,969
K44	Inner City Stalwarts		0	0	0	17
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	0	0	1,139
K47	Single Essentials		0	0	150	3,811
K48	Mature Workers		0	0	86	5,903
L49	Flatlet Seniors		0	0	229	3,259
L50	Pocket Pensions		80	119	708	7,528
L51	Retirement Communities		112	121	145	1,010
L52	Estate Veterans		46	287	652	6,199
L53	Seasoned Survivors		5	5	107	5,845
M54	Down-to-Earth Owners		0	60	273	8,934
M55	Back with the Folks		113	303	1,003	11,293
M56	Self Supporters		10	52	547	6,884
N57	Community Elders		0	0	0	613
N58	Culture & Comfort		0	0	0	293
N59	Large Family Living		0	0	0	3,651
N60	Ageing Access		0	0	0	296
O61	Career Builders		0	0	0	486
O62	Central Pulse		0	0	0	2,045
O63	Flexible Workforce		0	0	0	269
O64	Bus-Route Renters		64	68	278	4,841
O65	Learners & Earners		0	0	0	1,495
O66	Student Scene		0	0	0	357
U99	Unclassified		0	0	0	7,266
Total			2,186	5,982	24,426	313,842

Top 3 Mosaic Types in a 20 Minute Walktime

1. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

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. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

Top 3 Mosaic Types in a 20 Minute Drivetime

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. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



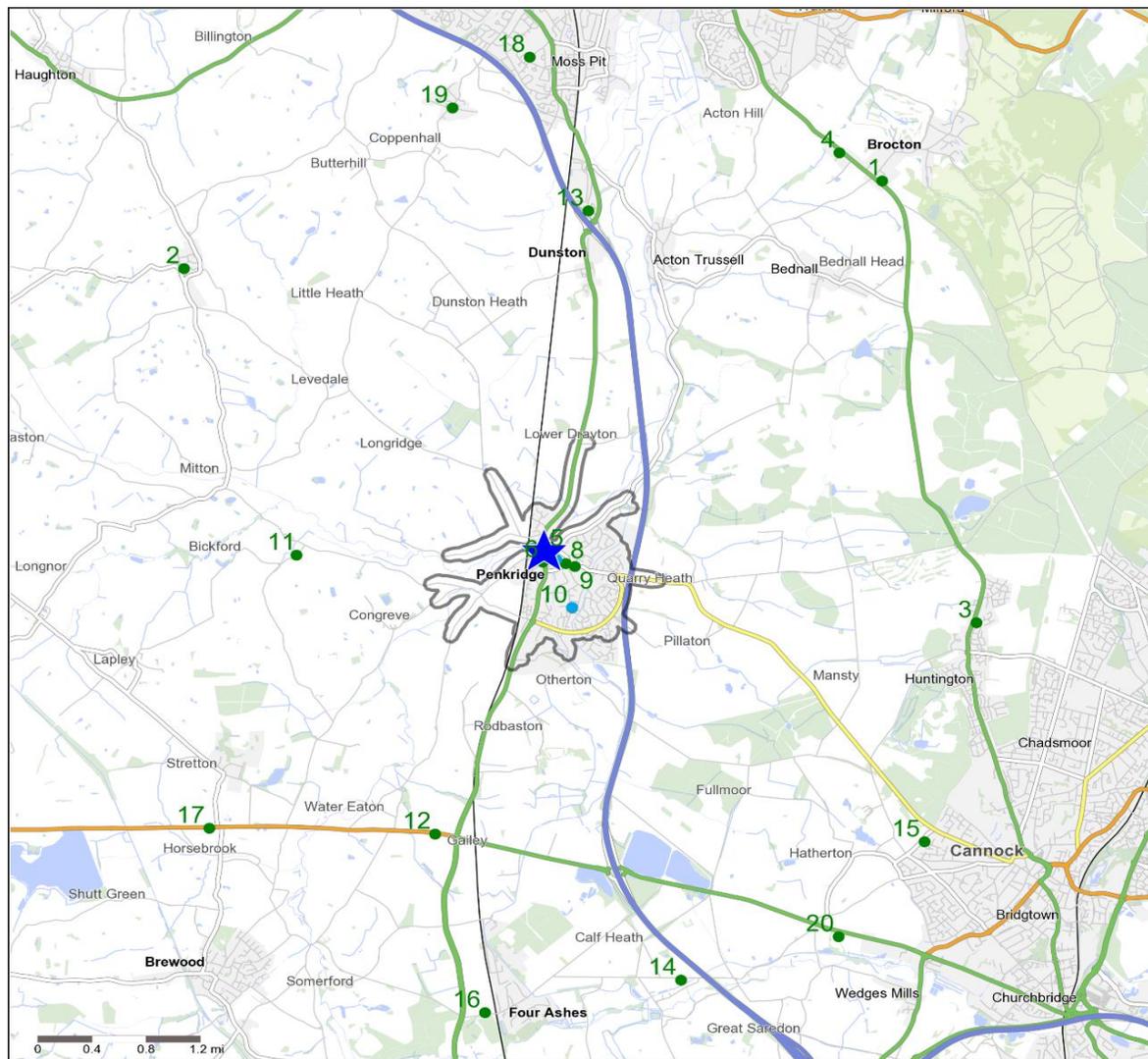
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	2,145	35.9	119	271	4.5	28	3,565	59.6	114	
Male: Alone	2,121	35.5	119	905	15.1	97	2,954	49.4	93	
Male: Group	1,638	27.4	120	2,077	34.7	133	2,267	37.9	76	
Male: Pair	2,142	35.8	137	604	10.1	66	3,234	54.1	94	
Mixed Sex: Group	562	9.4	41	3,200	53.5	168	2,219	37.1	85	
Mixed Sex: Pair	2,691	45.0	192	1,782	29.8	92	1,508	25.2	59	
With Children	1,322	22.1	76	772	12.9	77	3,886	65.0	123	
Unknown	1,578	26.4	80	361	6.0	34	4,041	67.6	141	
For Eating:										
Upmarket	2,199	36.8	120	631	10.6	51	3,151	52.7	112	
Midmarket	1,773	29.6	86	46	0.8	9	4,161	69.6	126	
Downmarket	2,028	33.9	153	2,552	42.7	122	1,400	23.4	56	
For Drinking (monthly spend):										
Nothing	1,819	30.4	101	2,538	42.4	180	1,624	27.2	61	
Low (less than £10)	3,265	54.6	183	1,464	24.5	104	1,251	20.9	46	
Medium (Between £10 and £40)	3,052	51.0	167	639	10.7	60	2,289	38.3	76	
High (Greater than £40)	2,409	40.3	156	957	16.0	78	2,615	43.7	84	

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	84,647	27.0	89	51,910	16.5	101	170,020	54.2	104
Male: Alone	115,412	36.8	123	48,231	15.4	98	142,935	45.5	85
Male: Group	82,391	26.3	115	89,663	28.6	109	134,524	42.9	86
Male: Pair	86,096	27.4	105	64,393	20.5	135	156,088	49.7	87
Mixed Sex: Group	82,070	26.1	114	90,186	28.7	90	134,322	42.8	97
Mixed Sex: Pair	102,550	32.7	139	106,143	33.8	104	97,885	31.2	73
With Children	120,316	38.3	133	50,747	16.2	96	135,515	43.2	82
Unknown	102,470	32.6	99	36,930	11.8	66	167,178	53.3	111
For Eating:									
Upmarket	86,417	27.5	90	60,078	19.1	92	160,082	51.0	108
Midmarket	90,853	28.9	84	23,586	7.5	83	192,139	61.2	111
Downmarket	116,329	37.1	167	112,859	36.0	103	77,390	24.7	59
For Drinking (monthly spend):									
Nothing	99,085	31.6	104	92,867	29.6	125	114,626	36.5	81
Low (less than £10)	102,029	32.5	109	81,229	25.9	110	123,320	39.3	87
Medium (Between £10 and £40)	98,674	31.4	103	52,254	16.6	93	155,650	49.6	99
High (Greater than £40)	61,409	19.6	76	78,301	24.9	122	166,867	53.2	102

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	Chetwynd Arms, ST17 OST	Marston's	0.0	9.5
2	Red Lion Inn, ST18 9DZ	Thwaites	0.0	9.6
3	Littleton Arms, WS12 4PD	Star Pubs & Bars	0.0	9.9
4	Seven Stars, ST17 OSU	Parogon Pub Group Ltd	0.0	10.1
5	White Hart, ST19 5AS	Star Pubs & Bars	0.3	0.1
6	Littleton Arms, ST19 5AL	Mitchells & Butlers	2.1	0.6
7	Horse & Jockey, ST19 5DH	Star Pubs & Bars	2.4	1.5
8	Star, ST19 5DJ	Marston's	4.5	1.5
9	Boat, ST19 5DT	Greene King	5.1	1.3
10	Cross Keys, ST19 5HJ	Star Pubs & Bars	12.1	2.7
11	Swan Inn, ST19 5QH	Independent Free	41.0	5.2
12	Spread Eagle, ST19 5PN	Marston's	49.8	4.7
13	Catch Corner, ST18 9AP	Greene King	58.2	5.3
14	Dog & Partridge, WV10 7DW	Star Pubs & Bars	77.3	10.0
15	Shoal Hill Tavern, WS11 1RF	Unknown	80.9	8.0
16	Four Ashes Inn, WV10 7BU	New River Retail	81.1	6.5
17	Bell Inn, ST19 9LN	Ei Group	83.0	7.0
18	Nesbitt Arms, ST17 9PA	*Other Small Retail Groups	87.4	8.9
19	Crown Inn, ST18 9BG	Ei Group	100.8	11.5
20	Truckers Rest, WS11 1SF	Independent Free	106.6	10.1