

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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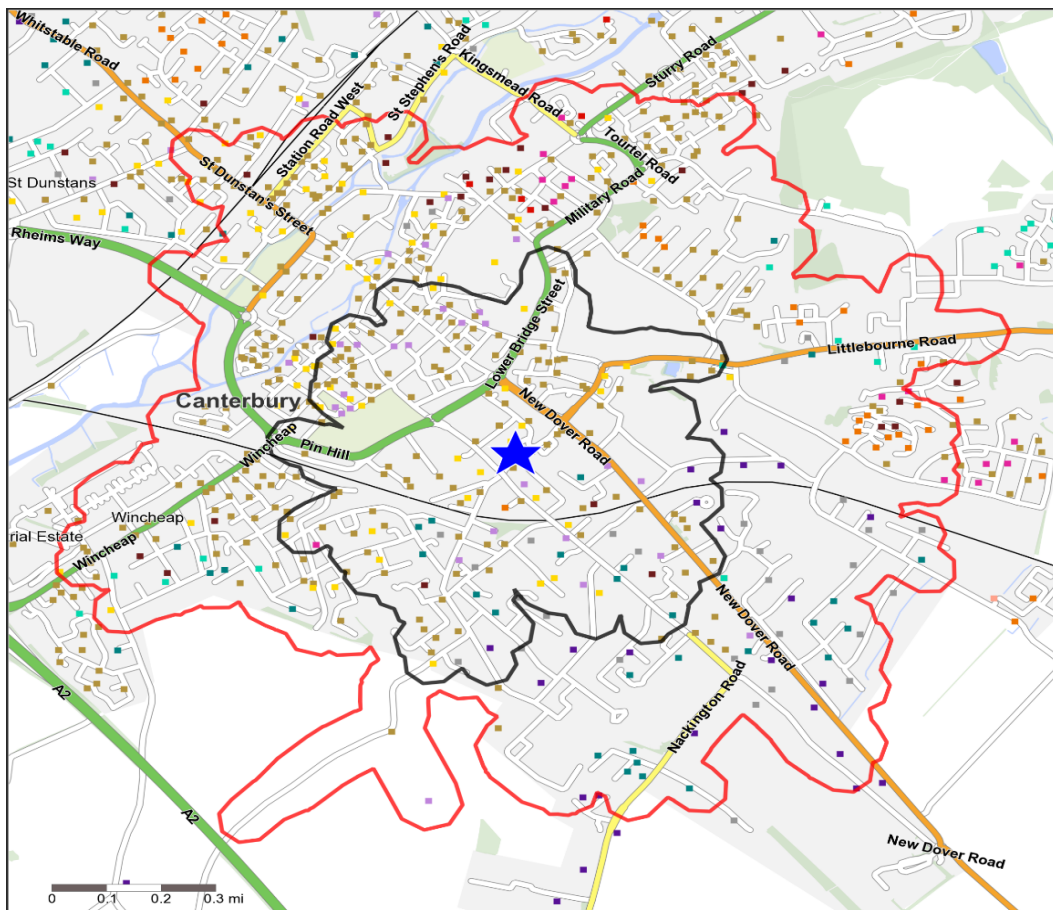
Number of Pubs	22	50	185
Catchment Adults 18+	6,846	21,370	157,729
Catchment Adults 18+ Per Pub	311	427	853
Populaton Projection 2018 to 2028 (% change)	9.14%	9.09%	8.24%

		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	6,044	88.3	170	1	High Street Pub	18,816	88.0	170	1	Premium Local	92,197	58.5	113
2	Bit of Style	5,256	76.8	165	2	Bit of Style	14,729	68.9	148	2	High Street Pub	90,200	57.2	123
3	Craft Led	4,469	65.3	104	3	Craft Led	12,743	59.6	95	3	Great Pub Great Food	67,212	42.6	68
4	Circuit Bar	3,919	57.2	443	4	Circuit Bar	11,920	55.8	431	4	Community Pub	60,074	38.1	295
5	Premium Local	3,651	53.3	132	5	Premium Local	11,014	51.5	128	5	Bit of Style	47,356	30.0	74
6	Community Pub	2,948	43.1	160	6	Community Pub	9,620	45.0	168	6	Circuit Bar	31,306	19.8	74
7	Great Pub Great Food	1,841	26.9	261	7	Great Pub Great Food	4,774	22.3	217	7	Craft Led	27,607	17.5	170

	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	896	13.1	148	2,558	12.0	135	13,703	8.7	98
C1	912	13.3	109	3,150	14.7	120	18,629	11.8	96
C2	206	3.0	36	860	4.0	49	11,112	7.0	85
DE	332	4.8	47	1,392	6.5	63	11,329	7.2	70

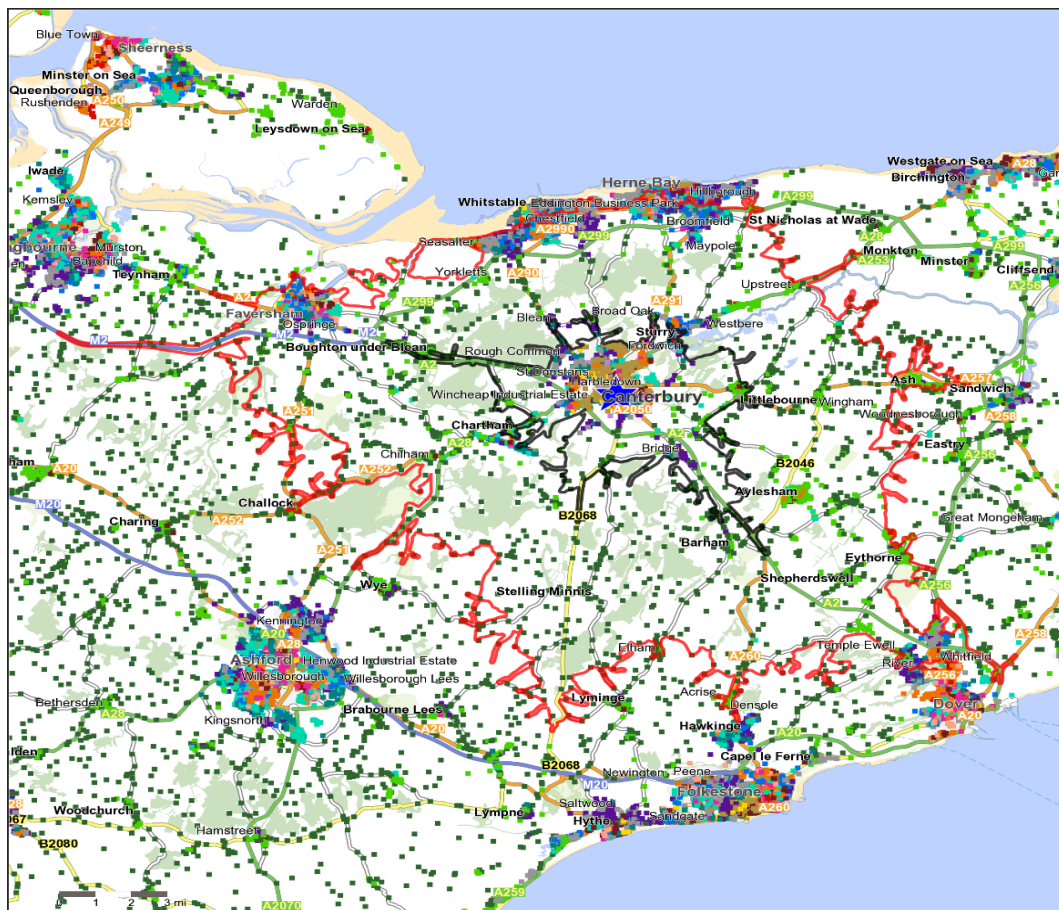
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,126	16.4	50	4,840	22.6	68	28,837	18.3	55
Medium (7-13)	1,957	28.6	86	6,268	29.3	88	51,307	32.5	98
High (14-19)	1,567	22.9	81	4,339	20.3	71	50,120	31.8	112

## 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		218	303	503	516
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		111	148	148	148
B05	Premium Fortunes		7	13	99	139
B06	Diamond Days		149	434	1,048	1,819
B07	Alpha Families		0	99	812	1,819
B08	Bank of Mum and Dad		80	135	692	2,352
B09	Empty-Nest Adventure		0	0	220	2,246
C10	Wealthy Landowners		0	0	930	6,011
C11	Rural Vogue		0	0	336	4,468
C12	Scattered Homesteads		0	0	32	1,312
C13	Village Retirement		0	0	966	6,122
D14	Satellite Settlers		0	0	2,129	10,653
D15	Local Focus		0	0	242	5,798
D16	Outlying Seniors		0	0	128	2,874
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		210	930	2,617	4,337
E19	Bungalow Heaven		0	0	823	9,437
E20	Classic Grandparents		3	24	144	1,995
E21	Solo Retirees		0	96	393	3,037
F22	Boomerang Boarders		0	0	539	5,056
F23	Family Ties		0	0	94	2,433
F24	Fledgling Free		0	0	82	1,638
F25	Dependable Me		0	0	144	3,074
G26	Cafés and Catchments		219	496	1,363	1,387
G27	Thriving Independence		168	661	2,318	4,116
G28	Modern Parents		0	0	14	1,937
G29	Mid-Career Convention		0	0	338	3,771
H30	Primary Ambitions		0	112	842	3,585
H31	Affordable Fringe		0	0	36	1,333
H32	First-Rung Futures		0	99	149	1,675
H33	Contemporary Starts		17	199	811	3,923
H34	New Foundations		53	100	168	569
H35	Flying Solo		0	89	576	1,581

			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		35	200	2,302	4,376
I37	Budget Generations		0	0	4	806
I38	Economical Families		0	0	16	65
I39	Families on a Budget		0	642	1,443	3,182
J40	Value Rentals		0	0	0	243
J41	Youthful Endeavours		0	79	428	492
J42	Midlife Renters		31	84	824	3,189
J43	Renting Rooms		0	167	229	282
K44	Inner City Stalwarts		0	59	99	99
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	0	0	0
K47	Single Essentials		0	33	118	446
K48	Mature Workers		0	0	0	672
L49	Flatlet Seniors		0	285	415	709
L50	Pocket Pensions		66	185	394	1,165
L51	Retirement Communities		147	520	1,060	2,189
L52	Estate Veterans		0	38	152	1,273
L53	Seasoned Survivors		0	0	0	21
M54	Down-to-Earth Owners		0	0	0	300
M55	Back with the Folks		0	0	237	1,445
M56	Self Supporters		0	0	21	497
N57	Community Elders		0	0	76	76
N58	Culture & Comfort		0	0	21	31
N59	Large Family Living		0	0	0	0
N60	Ageing Access		650	1,754	2,420	2,658
O61	Career Builders		679	1,443	2,181	2,448
O62	Central Pulse		653	2,135	2,442	2,442
O63	Flexible Workforce		12	127	514	514
O64	Bus-Route Renters		58	242	357	1,163
O65	Learners & Earners		2,056	6,165	13,151	13,161
O66	Student Scene		1,069	2,651	5,330	5,340
U99	Unclassified		153	622	5,448	7,286
Total			6,844	21,369	59,418	157,731

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

### 2. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

### 3. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

### 2. 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

### 3. E19 Bungalow Haven

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



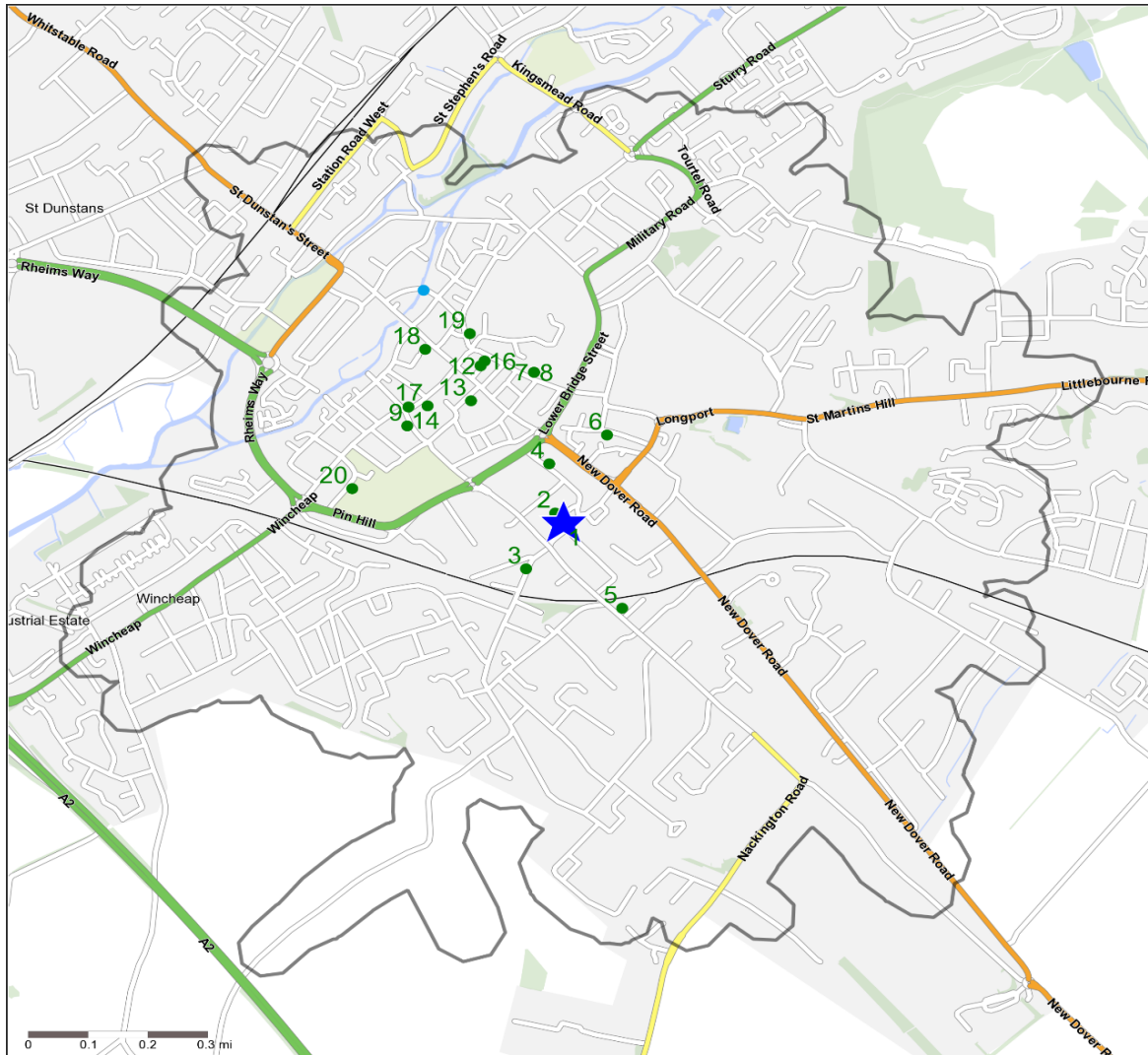
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](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	14,041	65.7	217		2,056	9.6	59		4,651	21.8	42	
Male: Alone	9,737	45.6	153		5,733	26.8	172		5,278	24.7	46	
Male: Group	5,544	25.9	113		9,287	43.5	166		5,917	27.7	56	
Male: Pair	11,931	55.8	214		610	2.9	19		8,207	38.4	67	
Mixed Sex: Group	13,732	64.3	281		1,188	5.6	17		5,828	27.3	62	
Mixed Sex: Pair	11,437	53.5	228		5,270	24.7	76		4,041	18.9	44	
With Children	1,608	7.5	26		1,602	7.5	45		17,538	82.1	155	
Unknown	5,791	27.1	82		3,050	14.3	80		11,907	55.7	116	
For Eating:												
Upmarket	15,697	73.5	240		1,785	8.4	40		3,266	15.3	32	
Midmarket	15,604	73.0	213		1,460	6.8	76		3,683	17.2	31	
Downmarket	9,194	43.0	194		5,695	26.6	76		5,859	27.4	66	
For Drinking (monthly spend):												
Nothing	2,317	10.8	36		8,033	37.6	159		10,398	48.7	109	
Low (less than £10)	3,258	15.2	51		6,690	31.3	133		10,799	50.5	111	
Medium (Between £10 and £40)	11,719	54.8	179		1,970	9.2	52		7,058	33.0	66	
High (Greater than £40)	12,818	60.0	232		1,410	6.6	32		6,520	30.5	58	

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	51,036	32.4	107	27,663	17.5	107	71,744	45.5	87
Male: Alone	42,596	27.0	91	21,998	13.9	89	85,849	54.4	102
Male: Group	26,700	16.9	74	54,608	34.6	132	69,135	43.8	88
Male: Pair	39,789	25.2	97	9,444	6.0	39	101,210	64.2	112
Mixed Sex: Group	37,418	23.7	104	62,114	39.4	123	50,910	32.3	74
Mixed Sex: Pair	57,074	36.2	154	45,092	28.6	88	48,276	30.6	72
With Children	21,690	13.8	48	24,123	15.3	91	104,630	66.3	125
Unknown	42,307	26.8	82	22,755	14.4	80	85,381	54.1	113
For Eating:									
Upmarket	55,576	35.2	115	18,224	11.6	55	76,643	48.6	103
Midmarket	49,220	31.2	91	10,294	6.5	72	90,929	57.6	104
Downmarket	42,065	26.7	120	52,348	33.2	95	56,030	35.5	85
For Drinking (monthly spend):									
Nothing	37,679	23.9	79	46,002	29.2	123	66,761	42.3	94
Low (less than £10)	40,847	25.9	87	60,195	38.2	162	49,400	31.3	69
Medium (Between £10 and £40)	49,303	31.3	102	21,491	13.6	76	79,648	50.5	100
High (Greater than £40)	43,132	27.3	106	21,202	13.4	65	86,109	54.6	104

## Competitor Map



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## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Cross Keys, CT 1 3HZ	Star Pubs & Bars	0.0	0.2
2	Old City Bar, CT 1 3HJ	*Other Small Retail Groups	1.5	0.4
3	Two Doves, CT 1 3JN	*Other Small Retail Groups	1.8	0.8
4	Corner House, CT 1 3HD	*Other Small Retail Groups	2.7	1.1
5	Phoenix, CT 1 3DB	Unknown	4.5	0.9
6	Two Sawyers Inn, CT 1 1TU	Punch Pub Company	6.6	1.3
7	Chapter, CT 1 2HG	Mosaic Pub & Dining	7.5	1.4
8	Thomas Ingoldsby, CT 1 2HG	Wetherspoon	7.5	1.4
9	Three Tuns, CT 1 2UD	Greene King	8.2	1.4
10	City Arms, CT 1 2JR	Independent Free	8.5	1.8
11	Essence, CT 1 2JR	Independent Free	8.5	1.8
12	Shakespeare, CT 1 2JR	Shepherd Neame	8.5	1.8
13	Bills, CT 1 2SJ	Bills	8.8	1.8
14	Alberrys Wine Bar, CT 1 2TY	Independent Free	8.8	2.4
15	Old Butter Market, CT 1 2HW	Mitchells & Butlers	9.4	1.7
16	Shakespeare, CT 1 2HW	Independent Free	9.4	1.7
17	Loft, CT 1 2TP	*Other Small Retail Groups	9.4	2.5
18	Cuban, CT 1 2RY	Independent Free	10.6	2.2
19	Deakins, CT 1 2HX	Independent Free	10.9	4.9
20	White Hart, CT 1 2QX	Shepherd Neame	11.2	2.2