

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	2	248
Catchment Adults 18+	2,766	11,420	262,260
Catchment Adults 18+ Per Pub	2,766	5,710	1,058
Populaton Projection 2018 to 2028 (% change)	6.08%	8.00%	7.52%

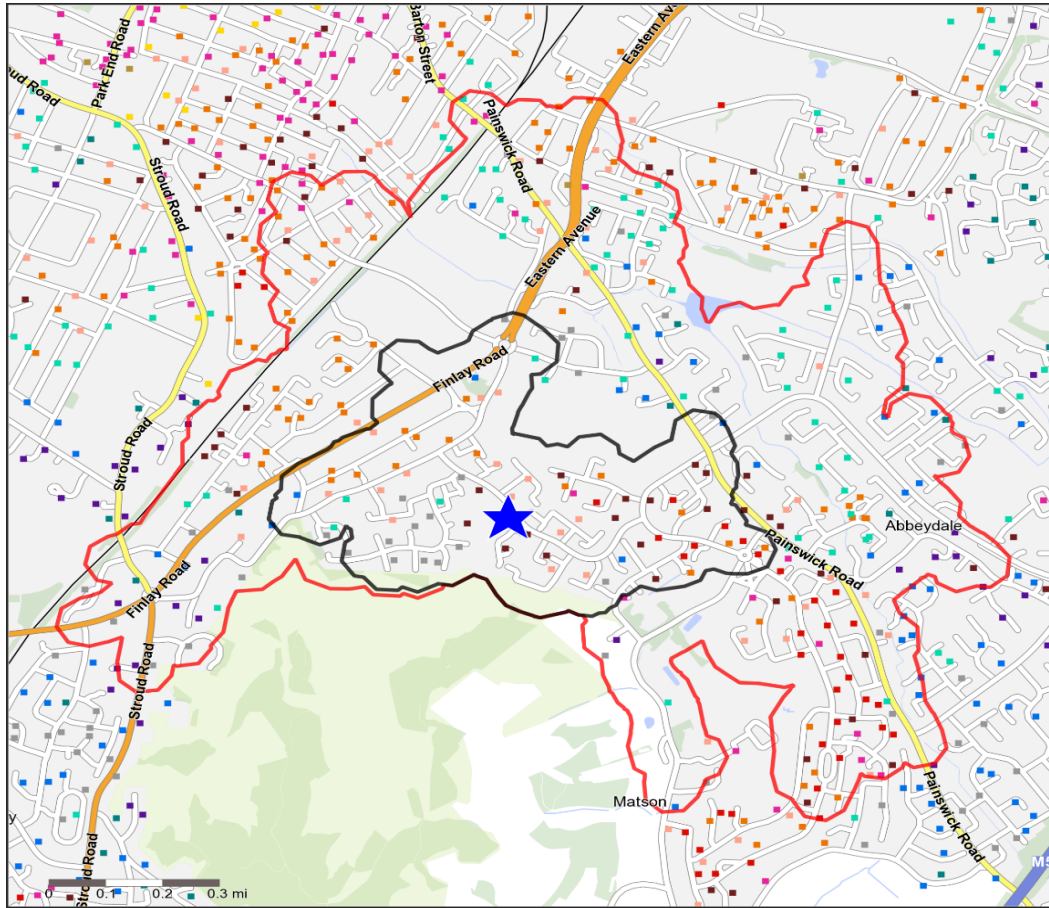
Rank	Type	10 Minute Walktime			Rank	Type	20 Minute Walktime			Rank	Type	20 Minute Drivetime		
		Target Customers	% of Population	Index			Target Customers	% of Population	Index			Target Customers	% of Population	Index
1	Community Pub	2,616	94.6	183	1	High Street Pub	10,861	95.1	184	1	High Street Pub	187,912	71.7	138
2	High Street Pub	2,614	94.5	203	2	Community Pub	9,899	86.7	186	2	Premium Local	142,551	54.4	117
3	Circuit Bar	378	13.7	22	3	Premium Local	3,767	33.0	52	3	Community Pub	134,807	51.4	82
4	Craft Led	362	13.1	101	4	Great Pub Great Food	2,409	21.1	163	4	Great Pub Great Food	105,347	40.2	311
5	Premium Local	321	11.6	29	5	Circuit Bar	1,532	13.4	33	5	Bit of Style	79,963	30.5	76
6	Bit of Style	202	7.3	27	6	Craft Led	1,238	10.8	40	6	Circuit Bar	48,567	18.5	69
7	Great Pub Great Food	84	3.0	29	7	Bit of Style	1,049	9.2	89	7	Craft Led	31,355	12.0	116

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	94	3.4	38	516	4.5	51	25,223	9.6	109
C1	263	9.5	78	1,240	10.9	89	34,798	13.3	108
C2	277	10.0	121	1,236	10.8	131	22,320	8.5	103
DE	429	15.5	151	1,693	14.8	144	24,268	9.3	90

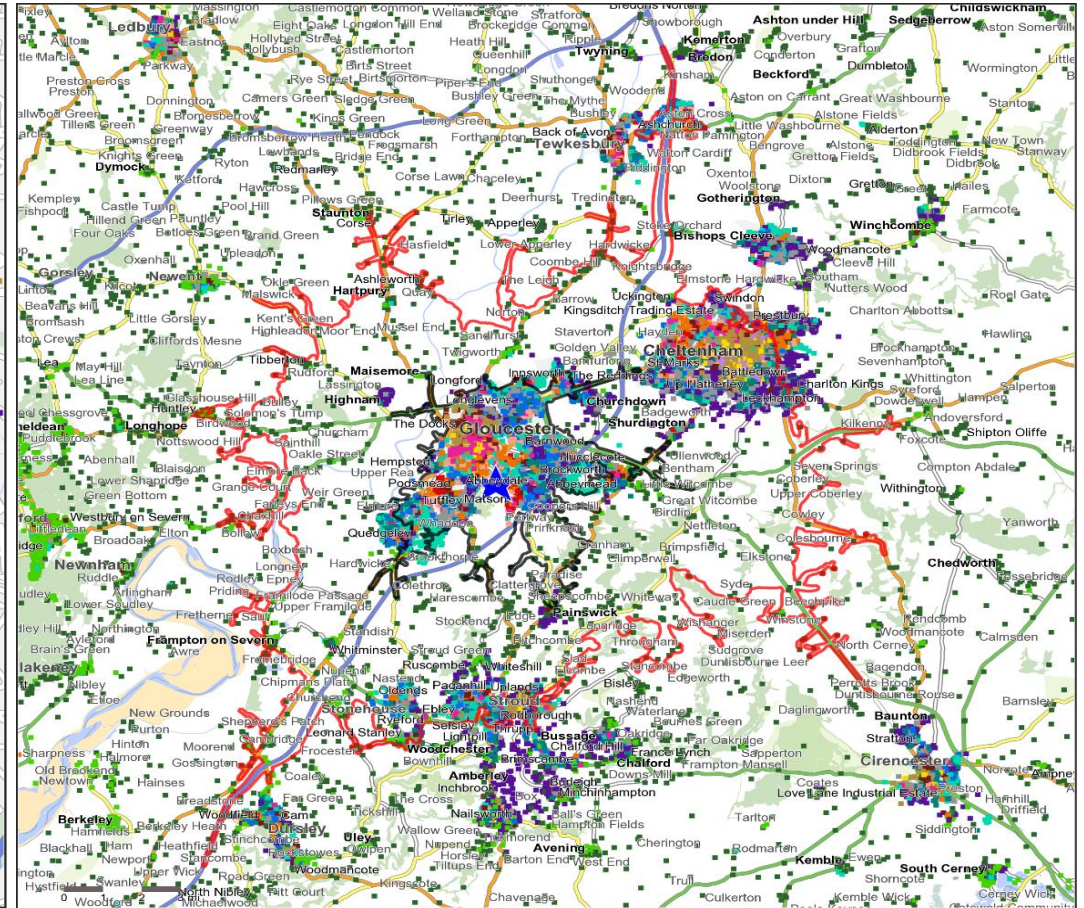
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,729	62.5	188	6,100	53.4	161	79,305	30.2	91
Medium (7-13)	874	31.6	95	4,402	38.5	116	102,053	38.9	117
High (14-19)	200	7.2	25	1,152	10.1	35	69,637	26.6	93

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

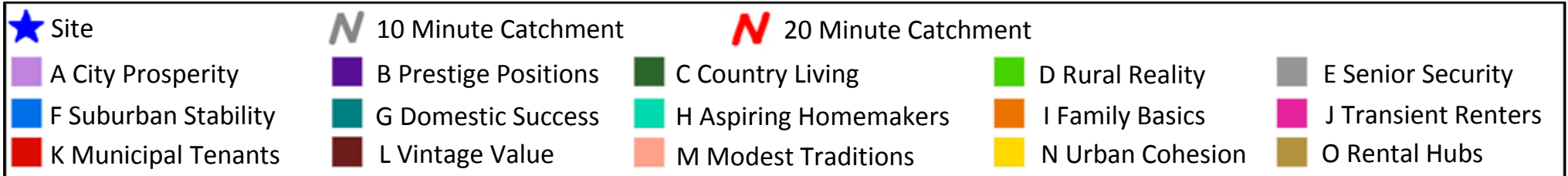
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	46
A02	Uptown Elite	0	0	2	3,072
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	515
B05	Premium Fortunes	0	0	0	831
B06	Diamond Days	0	9	193	3,644
B07	Alpha Families	10	20	389	2,518
B08	Bank of Mum and Dad	4	82	1,680	4,400
B09	Empty-Nest Adventure	0	161	3,353	6,779
C10	Wealthy Landowners	0	0	637	7,143
C11	Rural Vogue	0	0	179	2,506
C12	Scattered Homesteads	0	0	16	1,032
C13	Village Retirement	0	0	232	3,825
D14	Satellite Settlers	0	0	194	3,756
D15	Local Focus	0	0	29	1,144
D16	Outlying Seniors	0	0	30	856
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	13	135	1,601	6,567
E19	Bungalow Heaven	71	109	4,248	9,099
E20	Classic Grandparents	197	548	4,972	9,642
E21	Solo Retirees	99	309	3,329	7,101
F22	Boomerang Boarders	8	376	5,142	8,330
F23	Family Ties	32	194	2,612	4,258
F24	Fledgling Free	4	174	1,681	3,493
F25	Dependable Me	3	478	4,699	9,021
G26	Cafés and Catchments	0	5	93	2,675
G27	Thriving Independence	0	0	1,507	7,807
G28	Modern Parents	0	0	4,137	6,554
G29	Mid-Career Convention	6	179	2,902	7,550
H30	Primary Ambitions	15	159	3,453	7,409
H31	Affordable Fringe	24	1,109	4,533	7,064
H32	First-Rung Futures	146	532	2,222	5,320
H33	Contemporary Starts	0	53	8,248	15,008
H34	New Foundations	0	0	372	910
H35	Flying Solo	5	39	1,023	2,568

		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	19	273	2,154	6,063
I37	Budget Generations	92	494	1,707	3,486
I38	Economical Families	107	569	3,884	4,046
I39	Families on a Budget	365	1,167	2,496	4,582
J40	Value Rentals	31	82	302	521
J41	Youthful Endeavours	16	175	746	1,588
J42	Midlife Renters	0	192	4,464	8,184
J43	Renting Rooms	0	159	5,720	6,679
K44	Inner City Stalwarts	0	0	0	32
K45	City Diversity	0	0	0	166
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	211	667	1,397	3,460
K48	Mature Workers	21	97	931	1,143
L49	Flatlet Seniors	63	86	766	1,239
L50	Pocket Pensions	147	366	1,232	2,966
L51	Retirement Communities	52	65	1,449	4,366
L52	Estate Veterans	110	237	1,057	2,744
L53	Seasoned Survivors	117	276	1,429	1,609
M54	Down-to-Earth Owners	57	102	514	760
M55	Back with the Folks	622	1,145	3,843	6,242
M56	Self Supporters	100	530	1,658	2,553
N57	Community Elders	0	0	317	326
N58	Culture & Comfort	0	0	147	147
N59	Large Family Living	0	0	953	953
N60	Ageing Access	0	0	587	6,052
O61	Career Builders	0	0	402	7,830
O62	Central Pulse	0	0	1,328	5,971
O63	Flexible Workforce	0	0	266	520
O64	Bus-Route Renters	0	66	3,208	7,536
O65	Learners & Earners	0	0	83	5,041
O66	Student Scene	0	0	160	645
U99	Unclassified	0	0	466	2,366
Total		2,767	11,419	107,374	262,259

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

2. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

3. E19 Bungalow Haven

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



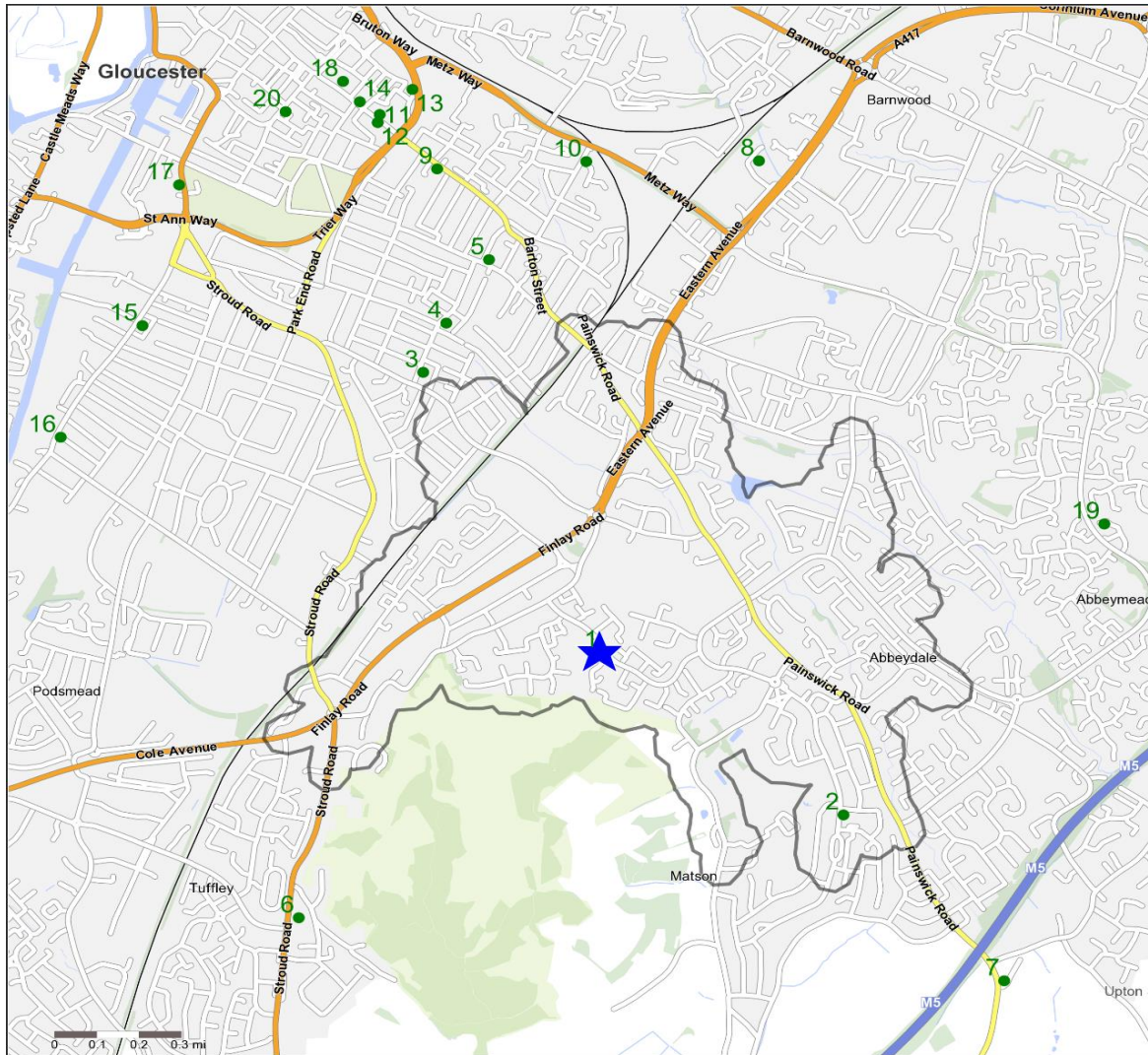
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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	3,586	31.4	104	2,055	18.0	110	5,779	50.6	97	
Male: Alone	4,832	42.3	142	2,096	18.4	118	4,493	39.3	74	
Male: Group	3,462	30.3	133	3,680	32.2	123	4,277	37.5	75	
Male: Pair	4,503	39.4	151	2,853	25.0	164	4,063	35.6	62	
Mixed Sex: Group	3,708	32.5	142	2,520	22.1	69	5,191	45.5	104	
Mixed Sex: Pair	4,385	38.4	164	4,110	36.0	111	2,924	25.6	60	
With Children	5,022	44.0	152	2,293	20.1	119	4,105	35.9	68	
Unknown	4,205	36.8	112	920	8.1	45	6,296	55.1	115	
For Eating:										
Upmarket	3,901	34.2	112	2,139	18.7	90	5,380	47.1	100	
Midmarket	4,191	36.7	107	1,655	14.5	161	5,574	48.8	88	
Downmarket	5,510	48.2	217	4,072	35.7	102	1,838	16.1	39	
For Drinking (monthly spend):										
Nothing	5,815	50.9	168	3,061	26.8	113	2,544	22.3	50	
Low (less than £10)	4,460	39.1	131	1,963	17.2	73	4,997	43.8	96	
Medium (Between £10 and £40)	4,460	39.1	128	931	8.2	46	6,028	52.8	105	
High (Greater than £40)	2,616	22.9	89	2,304	20.2	98	6,500	56.9	109	

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	98,372	37.5	124	39,054	14.9	91	122,467	46.7	90	
Male: Alone	84,145	32.1	108	42,022	16.0	103	133,727	51.0	96	
Male: Group	71,074	27.1	119	68,776	26.2	100	120,043	45.8	92	
Male: Pair	78,030	29.8	114	38,080	14.5	95	143,784	54.8	96	
Mixed Sex: Group	70,199	26.8	117	83,668	31.9	100	106,026	40.4	92	
Mixed Sex: Pair	88,660	33.8	144	83,028	31.7	97	88,206	33.6	79	
With Children	77,666	29.6	102	41,585	15.9	94	140,642	53.6	101	
Unknown	69,590	26.5	81	57,495	21.9	122	132,809	50.6	106	
For Eating:										
Upmarket	104,201	39.7	130	51,760	19.7	95	103,932	39.6	84	
Midmarket	94,910	36.2	105	18,388	7.0	78	146,595	55.9	101	
Downmarket	78,116	29.8	134	96,140	36.7	105	85,638	32.7	79	
For Drinking (monthly spend):										
Nothing	75,747	28.9	95	69,934	26.7	113	114,213	43.5	97	
Low (less than £10)	92,343	35.2	118	61,503	23.5	100	106,047	40.4	89	
Medium (Between £10 and £40)	99,843	38.1	124	38,780	14.8	83	121,270	46.2	92	
High (Greater than £40)	79,181	30.2	117	51,374	19.6	95	129,338	49.3	94	

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	Three Oaks, GL 4 6NR	Star Pubs & Bars	0.0	0.2
2	Robinswood Inn, GL 4 6LJ	Unknown	16.9	3.0
3	Victory Hotel, GL 1 4TD	Ei Group	21.4	3.4
4	Golden Hart, GL 1 4SY	Independent Free	24.4	4.0
5	Plough Inn, GL 1 4JT	Admiral Taverns Ltd	25.4	4.2
6	Fox & Elm, GL 4 0DA	New River Retail	27.8	4.3
7	Kings Head, GL 4 8AA	Greene King	28.7	4.3
8	Famous Pint Pot, GL 4 3SN	Independent Free	30.8	4.1
9	One Eyed Jacks, GL 1 4EN	Independent Free	30.8	5.3
10	Great Western, GL 1 4BU	Admiral Taverns Ltd	32.6	5.6
11	H20, GL 1 1QB	Independent Free	35.0	6.0
12	Tnt Cafe Bar, GL 1 1QT	*Other Small Retail Groups	35.0	6.0
13	Registry, GL 1 1EP	Independent Free	36.2	5.9
14	Butlers, GL 1 1PY	Independent Free	36.5	6.0
15	Linden Tree, GL 1 5SN	Wadworth & Co Limited	36.8	6.4
16	Avenue Hotel, GL 1 5TH	Marston's	37.7	6.0
17	Baker Street, GL 1 2EZ	Independent Free	37.7	6.2
18	Doctors, GL 1 1PN	Amber Taverns	38.0	6.2
19	Turmut-Hoer, GL 4 5GL	Mitchells & Butlers	39.2	6.1
20	Saraha Lounge, GL 1 1HG	Ei Group	41.0	6.9