

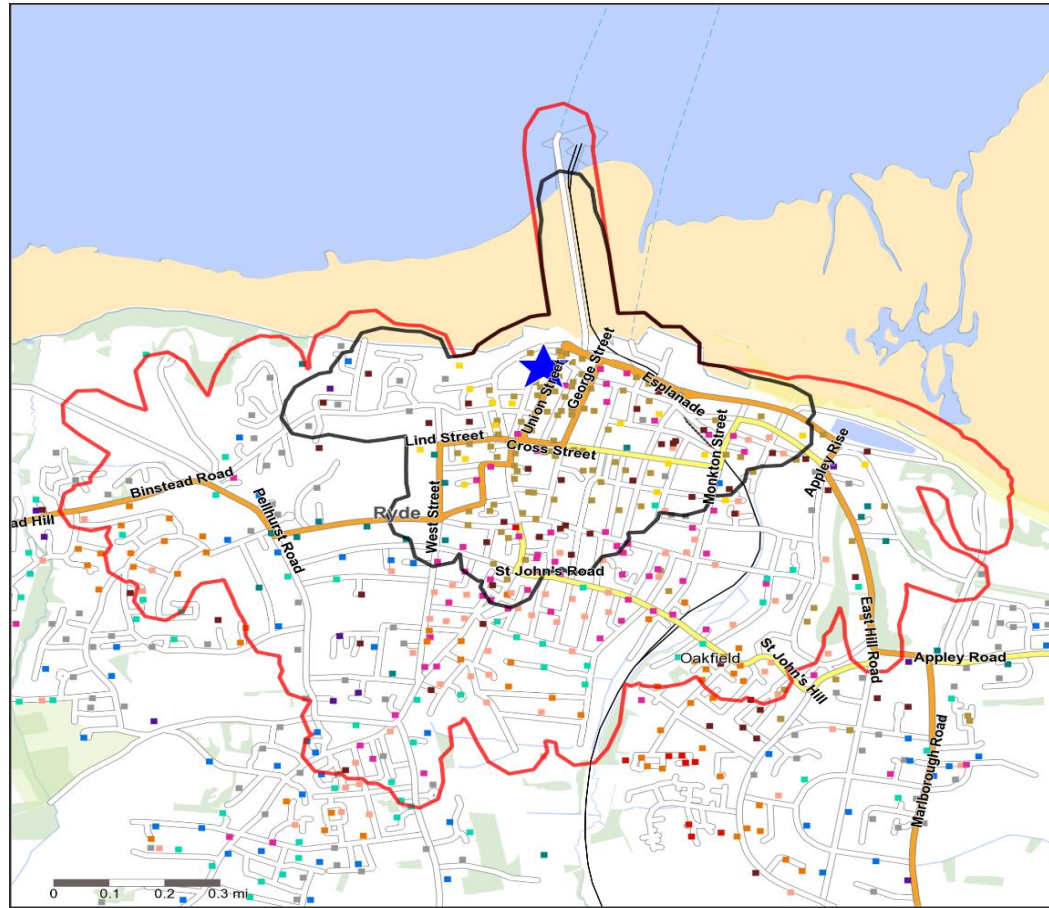
| Per Pub Analysis | 10 Minute WT Catchment | 20 Minute WT Catchment | 20 Minute DT Catchment |
|--|------------------------|------------------------|------------------------|
| Number of Pubs | 16 | 19 | 87 |
| Catchment Adults 18+ | 4,432 | 11,132 | 58,545 |
| Catchment Adults 18+ Per Pub | 277 | 586 | 673 |
| Populaton Projection 2018 to 2028 (% change) | 5.52% | 5.66% | 5.16% |

| | | 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 | High Street Pub | 4,370 | 98.6 | 190 | <div></div> | 1 | High Street Pub | 10,712 | 96.2 | 186 | <div></div> | 1 | High Street Pub | 38,874 | 66.4 | 128 | <div></div> |
| 2 | Community Pub | 4,322 | 97.5 | 209 | <div></div> | 2 | Community Pub | 9,968 | 89.5 | 192 | <div></div> | 2 | Community Pub | 36,071 | 61.6 | 132 | <div></div> |
| 3 | Circuit Bar | 2,499 | 56.4 | 89 | <div></div> | 3 | Circuit Bar | 3,180 | 28.6 | 45 | <div></div> | 3 | Premium Local | 22,611 | 38.6 | 61 | <div></div> |
| 4 | Premium Local | 307 | 6.9 | 54 | <div></div> | 4 | Premium Local | 2,227 | 20.0 | 155 | <div></div> | 4 | Great Pub Great Food | 18,232 | 31.1 | 241 | <div></div> |
| 5 | Great Pub Great Food | 288 | 6.5 | 16 | <div></div> | 5 | Great Pub Great Food | 1,792 | 16.1 | 40 | <div></div> | 5 | Circuit Bar | 8,182 | 14.0 | 35 | <div></div> |
| 6 | Bit of Style | 76 | 1.7 | 6 | <div></div> | 6 | Bit of Style | 824 | 7.4 | 28 | <div></div> | 6 | Bit of Style | 4,878 | 8.3 | 31 | <div></div> |
| 7 | Craft Led | 30 | 0.7 | 7 | <div></div> | 7 | Craft Led | 195 | 1.8 | 17 | <div></div> | 7 | Craft Led | 2,691 | 4.6 | 45 | <div></div> |

| | 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 | 332 | 7.5 | 85 | 791 | 7.1 | 80 | 3,665 | 6.3 | 71 |
| C1 | 612 | 13.8 | 113 | 1,383 | 12.4 | 101 | 6,353 | 10.9 | 88 |
| C2 | 461 | 10.4 | 126 | 1,186 | 10.7 | 129 | 5,468 | 9.3 | 113 |
| DE | 765 | 17.3 | 168 | 1,669 | 15.0 | 146 | 6,511 | 11.1 | 108 |

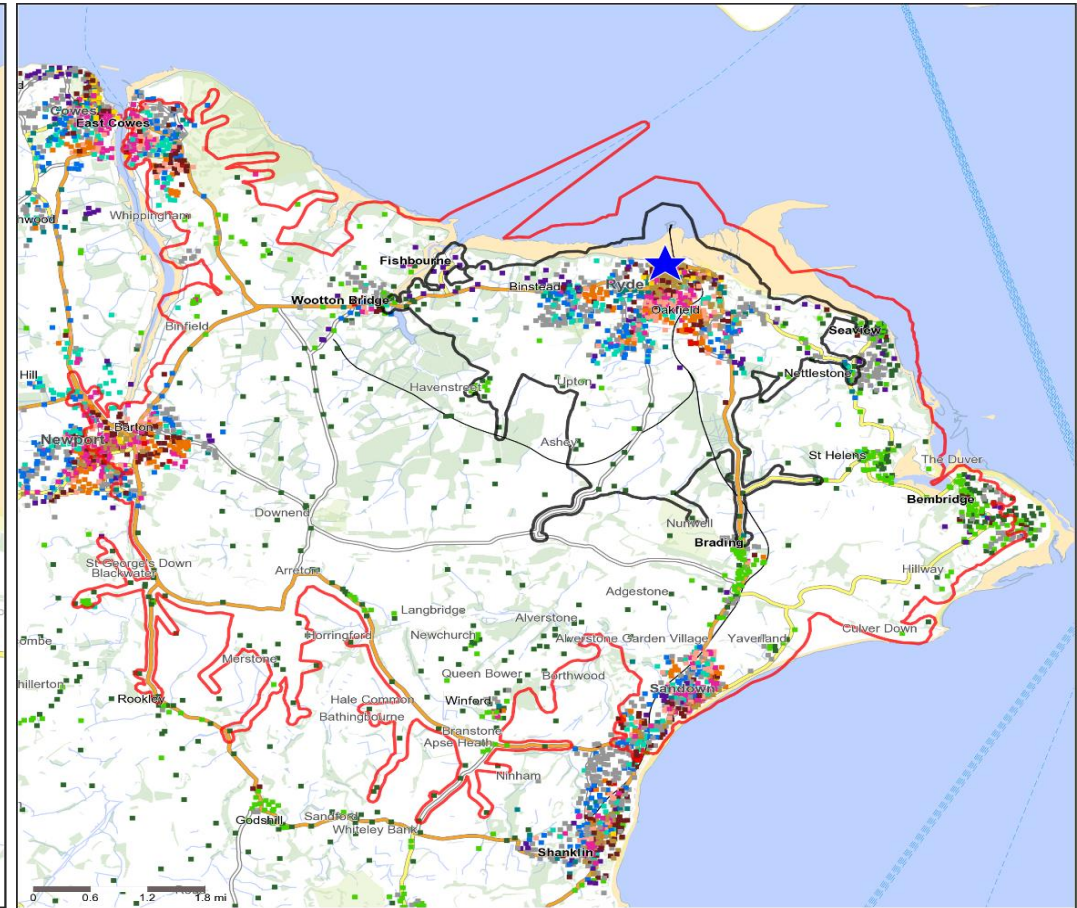
| | 10 Minute WT Catchment | | | 20 Minute WT Catchment | | | 20 Minute DT Catchment | | |
|-------------------|------------------------|-----------------|-------|------------------------|-----------------|-------|------------------------|-----------------|-------|
| Affluence (Bands) | Target Customers | % of Population | Index | Target Customers | % of Population | Index | Target Customers | % of Population | Index |
| Low (0-6) | 2,286 | 51.6 | 156 | 5,042 | 45.3 | 137 | 18,001 | 30.7 | 93 |
| Medium (7-13) | 1,076 | 24.3 | 73 | 3,793 | 34.1 | 103 | 22,999 | 39.3 | 118 |
| High (14-19) | 408 | 9.2 | 32 | 1,441 | 12.9 | 46 | 13,245 | 22.6 | 80 |

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 | 0 | 0 | 0 |
| 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 | 9 | 10 | 128 | 327 | | |
| B07 | Alpha Families | 0 | 0 | 290 | 322 | | |
| B08 | Bank of Mum and Dad | 0 | 51 | 168 | 380 | | |
| B09 | Empty-Nest Adventure | 0 | 32 | 247 | 715 | | |
| C10 | Wealthy Landowners | 0 | 0 | 117 | 526 | | |
| C11 | Rural Vogue | 0 | 0 | 95 | 460 | | |
| C12 | Scattered Homesteads | 0 | 0 | 50 | 595 | | |
| C13 | Village Retirement | 0 | 0 | 647 | 3,921 | | |
| D14 | Satellite Settlers | 0 | 0 | 318 | 4,264 | | |
| D15 | Local Focus | 0 | 0 | 33 | 558 | | |
| D16 | Outlying Seniors | 0 | 0 | 20 | 751 | | |
| D17 | Far-Flung Outposts | 0 | 0 | 0 | 0 | | |
| E18 | Legacy Elders | 181 | 458 | 646 | 818 | | |
| E19 | Bungalow Heaven | 3 | 148 | 1,899 | 6,258 | | |
| E20 | Classic Grandparents | 0 | 111 | 300 | 538 | | |
| E21 | Solo Retirees | 38 | 290 | 963 | 2,257 | | |
| F22 | Boomerang Boarders | 1 | 77 | 488 | 1,226 | | |
| F23 | Family Ties | 5 | 143 | 353 | 617 | | |
| F24 | Fledgling Free | 29 | 29 | 264 | 1,053 | | |
| F25 | Dependable Me | 2 | 110 | 826 | 1,322 | | |
| G26 | Cafés and Catchments | 0 | 4 | 5 | 5 | | |
| G27 | Thriving Independence | 64 | 274 | 319 | 336 | | |
| G28 | Modern Parents | 0 | 0 | 0 | 2 | | |
| G29 | Mid-Career Convention | 0 | 119 | 385 | 995 | | |
| H30 | Primary Ambitions | 0 | 219 | 385 | 709 | | |
| H31 | Affordable Fringe | 5 | 518 | 816 | 1,580 | | |
| H32 | First-Rung Futures | 12 | 120 | 672 | 1,796 | | |
| H33 | Contemporary Starts | 0 | 6 | 13 | 158 | | |
| H34 | New Foundations | 0 | 12 | 32 | 154 | | |
| H35 | Flying Solo | 0 | 57 | 158 | 623 | | |

| | | | | 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 | 0 | 438 | 846 | 1,693 | | |
| I37 | Budget Generations | 0 | 282 | 366 | 813 | | |
| I38 | Economical Families | 1 | 76 | 146 | 616 | | |
| I39 | Families on a Budget | 0 | 173 | 560 | 1,208 | | |
| J40 | Value Rentals | 0 | 13 | 13 | 100 | | |
| J41 | Youthful Endeavours | 6 | 45 | 153 | 854 | | |
| J42 | Midlife Renters | 354 | 1,117 | 1,361 | 4,007 | | |
| J43 | Renting Rooms | 207 | 259 | 259 | 566 | | |
| K44 | Inner City Stalwarts | 0 | 0 | 0 | 0 | | |
| K45 | City Diversity | 0 | 0 | 0 | 0 | | |
| K46 | High Rise Residents | 0 | 0 | 0 | 0 | | |
| K47 | Single Essentials | 18 | 18 | 110 | 272 | | |
| K48 | Mature Workers | 0 | 0 | 1 | 47 | | |
| L49 | Flatlet Seniors | 50 | 64 | 64 | 364 | | |
| L50 | Pocket Pensions | 0 | 102 | 219 | 855 | | |
| L51 | Retirement Communities | 277 | 396 | 494 | 1,605 | | |
| L52 | Estate Veterans | 8 | 58 | 107 | 1,359 | | |
| L53 | Seasoned Survivors | 184 | 248 | 483 | 798 | | |
| M54 | Down-to-Earth Owners | 0 | 45 | 68 | 331 | | |
| M55 | Back with the Folks | 92 | 1,227 | 1,466 | 3,018 | | |
| M56 | Self Supporters | 101 | 435 | 611 | 1,967 | | |
| N57 | Community Elders | 0 | 0 | 0 | 0 | | |
| N58 | Culture & Comfort | 0 | 0 | 0 | 0 | | |
| N59 | Large Family Living | 0 | 0 | 0 | 0 | | |
| N60 | Ageing Access | 322 | 389 | 390 | 434 | | |
| O61 | Career Builders | 0 | 0 | 0 | 0 | | |
| O62 | Central Pulse | 0 | 0 | 0 | 0 | | |
| O63 | Flexible Workforce | 0 | 0 | 0 | 0 | | |
| O64 | Bus-Route Renters | 2,463 | 2,922 | 3,226 | 4,326 | | |
| O65 | Learners & Earners | 0 | 0 | 0 | 0 | | |
| O66 | Student Scene | 0 | 0 | 0 | 0 | | |
| U99 | Unclassified | 0 | 39 | 47 | 47 | | |
| Total | | | | 4,432 | 11,134 | 21,627 | 58,546 |

Top 3 Mosaic Types in a 20 Minute Walktime

1. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

3. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



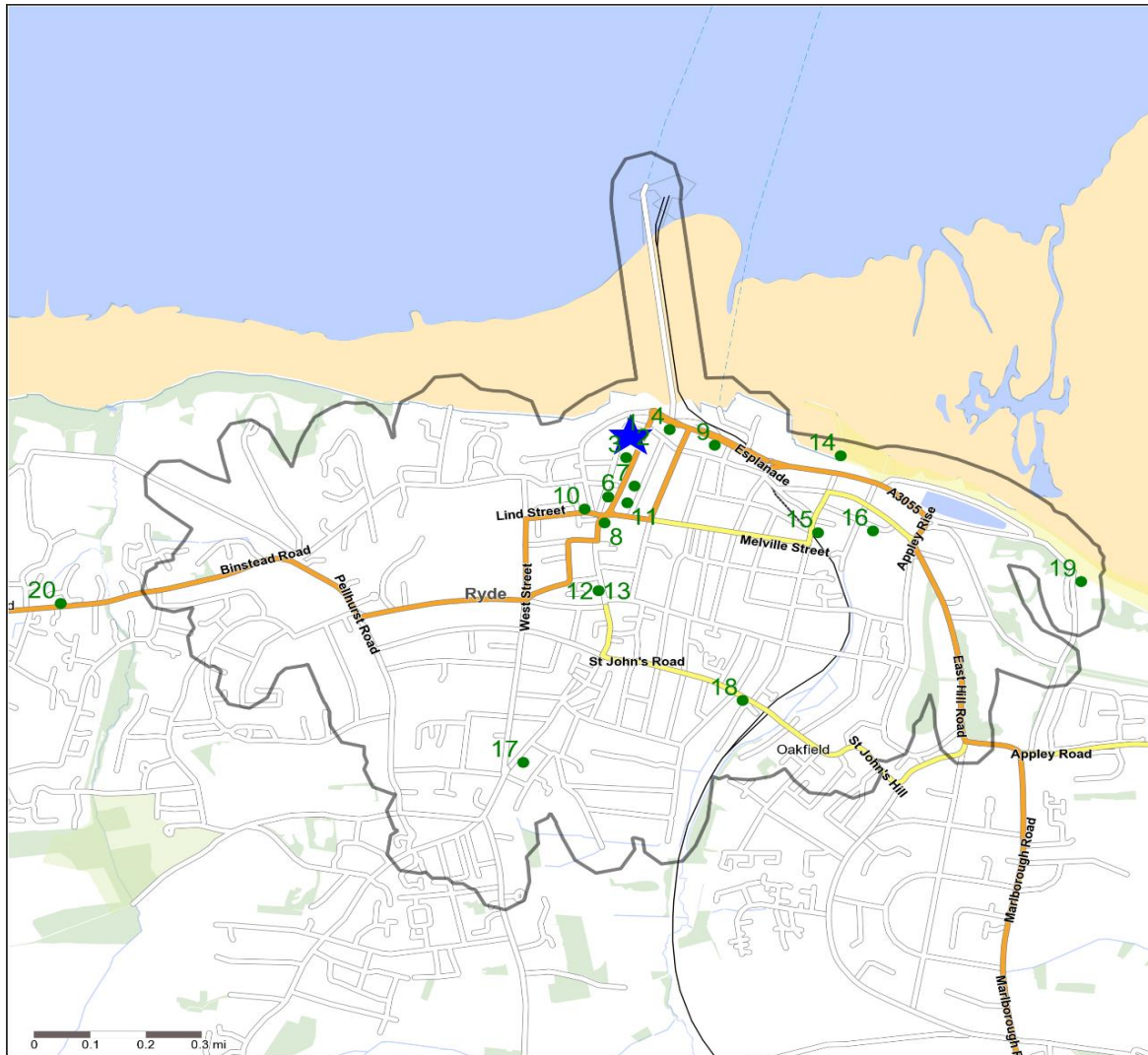
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

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 | 6,271 | 56.3 | 186 | | 1,497 | 13.4 | 82 | | 3,325 | 29.9 | 57 | |
| Male: Alone | 7,650 | 68.7 | 231 | | 597 | 5.4 | 34 | | 2,846 | 25.6 | 48 | |
| Male: Group | 5,728 | 51.5 | 225 | | 2,632 | 23.6 | 90 | | 2,733 | 24.6 | 49 | |
| Male: Pair | 7,031 | 63.2 | 242 | | 1,549 | 13.9 | 91 | | 2,514 | 22.6 | 39 | |
| Mixed Sex: Group | 5,832 | 52.4 | 229 | | 2,399 | 21.6 | 67 | | 2,861 | 25.7 | 59 | |
| Mixed Sex: Pair | 6,567 | 59.0 | 252 | | 2,019 | 18.1 | 56 | | 2,507 | 22.5 | 53 | |
| With Children | 7,093 | 63.7 | 220 | | 1,193 | 10.7 | 64 | | 2,807 | 25.2 | 48 | |
| Unknown | 3,074 | 27.6 | 84 | | 4,914 | 44.1 | 246 | | 3,105 | 27.9 | 58 | |
| For Eating: | | | | | | | | | | | | |
| Upmarket | 6,015 | 54.0 | 176 | | 2,252 | 20.2 | 97 | | 2,826 | 25.4 | 54 | |
| Midmarket | 6,797 | 61.1 | 178 | | 712 | 6.4 | 71 | | 3,583 | 32.2 | 58 | |
| Downmarket | 5,758 | 51.7 | 233 | | 3,352 | 30.1 | 86 | | 1,983 | 17.8 | 43 | |
| For Drinking (monthly spend): | | | | | | | | | | | | |
| Nothing | 3,594 | 32.3 | 107 | | 4,044 | 36.3 | 154 | | 3,455 | 31.0 | 69 | |
| Low (less than £10) | 3,183 | 28.6 | 96 | | 4,883 | 43.9 | 187 | | 3,027 | 27.2 | 60 | |
| Medium (Between £10 and £40) | 3,183 | 28.6 | 93 | | 3,071 | 27.6 | 155 | | 4,839 | 43.5 | 86 | |
| High (Greater than £40) | 2,425 | 21.8 | 84 | | 3,993 | 35.9 | 175 | | 4,675 | 42.0 | 80 | |

| 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 | 16,018 | 27.4 | 90 | 9,795 | 16.7 | 102 | 32,684 | 55.8 | 107 |
| Male: Alone | 21,816 | 37.3 | 125 | 2,913 | 5.0 | 32 | 33,769 | 57.7 | 108 |
| Male: Group | 15,596 | 26.6 | 116 | 19,513 | 33.3 | 127 | 23,388 | 39.9 | 80 |
| Male: Pair | 19,663 | 33.6 | 129 | 9,474 | 16.2 | 106 | 29,360 | 50.1 | 87 |
| Mixed Sex: Group | 14,618 | 25.0 | 109 | 24,871 | 42.5 | 133 | 19,008 | 32.5 | 74 |
| Mixed Sex: Pair | 21,766 | 37.2 | 159 | 20,613 | 35.2 | 108 | 16,118 | 27.5 | 64 |
| With Children | 20,223 | 34.5 | 119 | 7,005 | 12.0 | 71 | 31,270 | 53.4 | 101 |
| Unknown | 14,821 | 25.3 | 77 | 12,345 | 21.1 | 118 | 31,332 | 53.5 | 112 |
| For Eating: | | | | | | | | | |
| Upmarket | 14,884 | 25.4 | 83 | 8,921 | 15.2 | 73 | 34,693 | 59.3 | 125 |
| Midmarket | 17,089 | 29.2 | 85 | 4,377 | 7.5 | 83 | 37,031 | 63.3 | 114 |
| Downmarket | 16,197 | 27.7 | 124 | 22,137 | 37.8 | 108 | 20,164 | 34.4 | 83 |
| For Drinking (monthly spend): | | | | | | | | | |
| Nothing | 14,178 | 24.2 | 80 | 18,113 | 30.9 | 131 | 26,207 | 44.8 | 100 |
| Low (less than £10) | 15,874 | 27.1 | 91 | 25,640 | 43.8 | 186 | 16,983 | 29.0 | 64 |
| Medium (Between £10 and £40) | 11,358 | 19.4 | 63 | 11,690 | 20.0 | 112 | 35,449 | 60.6 | 120 |
| High (Greater than £40) | 7,918 | 13.5 | 52 | 10,137 | 17.3 | 84 | 40,442 | 69.1 | 132 |

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 | Bradleys, PO33 2LN | Independent Free | 0.0 | 0.1 |
| 2 | Coburgs, PO33 2LN | Unknown | 0.0 | 0.1 |
| 3 | Alternative, PO33 2LG | Independent Free | 1.2 | 1.3 |
| 4 | King Lud, PO33 2DY | Ei Group | 1.5 | 2.4 |
| 5 | Black Sheep, PO33 2LF | *Other Small Retail Groups | 2.4 | 0.8 |
| 6 | S Fowler & Co, PO33 2LF | Wetherspoon | 2.4 | 0.8 |
| 7 | Bottega, PO33 2DT | Independent Free | 3.6 | 2.5 |
| 8 | Crown Hotel, PO33 2PJ | Punch Pub Company | 3.9 | 0.9 |
| 9 | Marine Hotel, PO33 2DZ | *Other Small Retail Groups | 3.9 | 1.9 |
| 10 | Wight Rock Bar, PO33 2NE | Independent Free | 4.2 | 1.0 |
| 11 | Olivo, PO33 2LE | Independent Free | 4.5 | 2.6 |
| 12 | Castle Inn, PO33 2HT | Fuller Smith & Turner | 7.2 | 1.5 |
| 13 | Star Hotel, PO33 2HT | Admiral Taverns Ltd | 7.2 | 1.5 |
| 14 | Ryde Castle Hotel, PO33 1JA | Greene King | 8.5 | 1.8 |
| 15 | Solent Inn, PO33 1JW | New River Retail | 8.8 | 2.1 |
| 16 | Simeon Arms, PO33 1JG | Independent Free | 10.6 | 2.5 |
| 17 | Falcon, PO33 2TG | Punch Pub Company | 14.2 | 3.1 |
| 18 | Railway, PO33 2RT | Unknown | 15.1 | 3.1 |
| 19 | Three Boys Restaurant, PO33 1ND | Independent Free | 18.4 | 3.7 |
| 20 | Fleming Arms, PO33 3RD | Ei Group | 23.5 | 4.5 |