

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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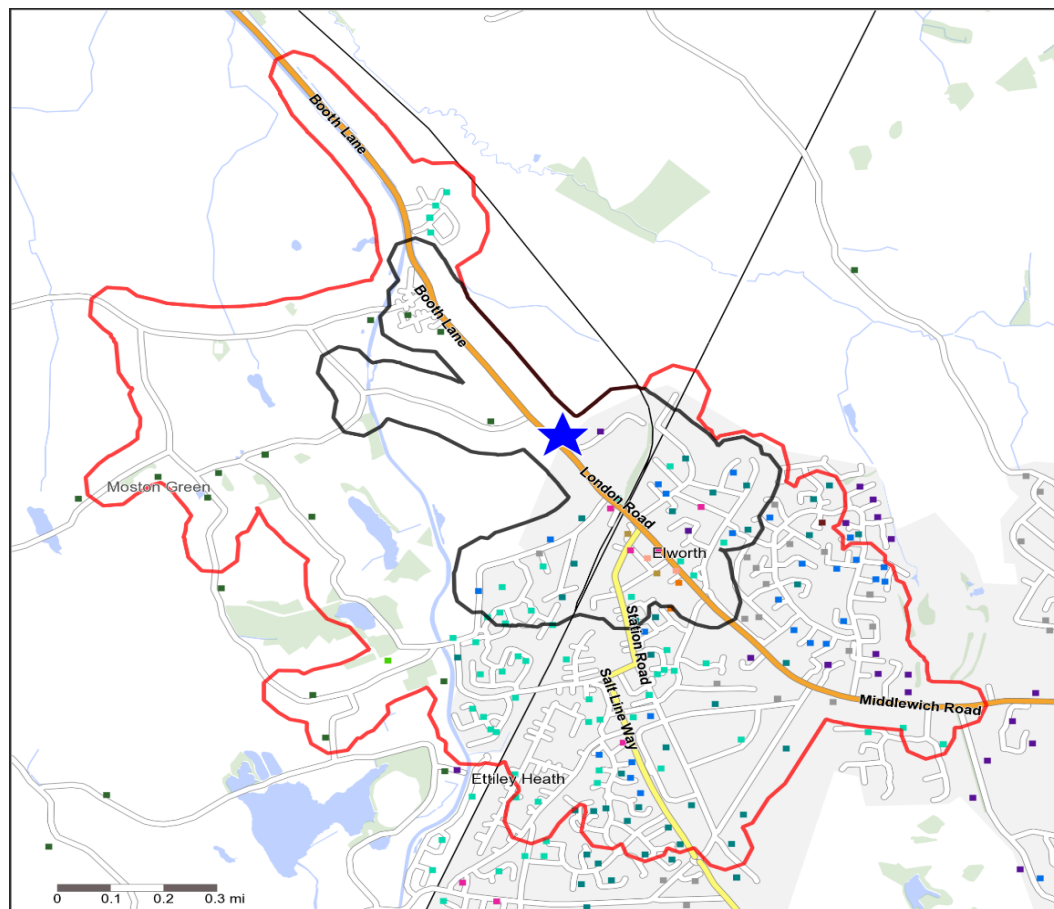
Number of Pubs	1	1	214
Catchment Adults 18+	1,328	4,639	197,548
Catchment Adults 18+ Per Pub	1,328	4,639	923
Populaton Projection 2018 to 2028 (% change)	5.81%	5.35%	3.96%

		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	920	69.3	134	1	Premium Local	3,607	77.8	150	1	High Street Pub	137,331	69.5	134
2	High Street Pub	815	61.4	132	2	High Street Pub	2,647	57.1	122	2	Premium Local	112,052	56.7	122
3	Bit of Style	716	53.9	86	3	Bit of Style	2,397	51.7	82	3	Community Pub	101,685	51.5	82
4	Community Pub	497	37.4	289	4	Great Pub Great Food	2,139	46.1	357	4	Great Pub Great Food	82,606	41.8	323
5	Circuit Bar	470	35.4	88	5	Community Pub	1,249	26.9	67	5	Bit of Style	43,851	22.2	55
6	Great Pub Great Food	468	35.2	131	6	Circuit Bar	1,226	26.4	98	6	Circuit Bar	18,512	9.4	35
7	Craft Led	135	10.2	99	7	Craft Led	308	6.6	64	7	Craft Led	9,179	4.6	45

	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	173	13.0	147	576	12.4	140	17,323	8.8	99
C1	186	14.0	114	599	12.9	105	21,948	11.1	91
C2	124	9.3	113	406	8.8	106	17,014	8.6	104
DE	105	7.9	77	333	7.2	70	21,149	10.7	104

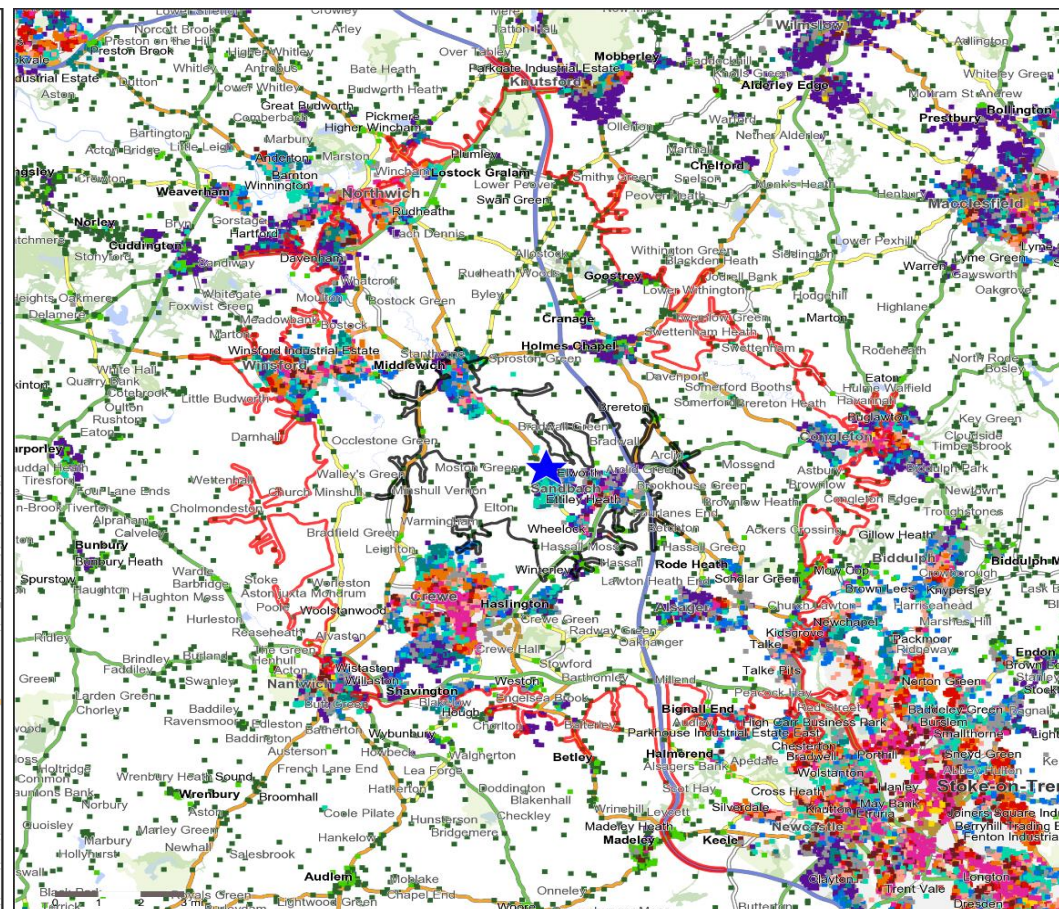
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	309	23.3	70	709	15.3	46	71,083	36.0	109
Medium (7-13)	731	55.0	166	2,637	56.8	171	75,659	38.3	115
High (14-19)	260	19.6	69	1,059	22.8	80	41,959	21.2	75

## 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	2	56	484
	B06	Diamond Days	0	17	130	1,401
	B07	Alpha Families	25	36	762	4,954
	B08	Bank of Mum and Dad	66	169	855	4,379
	B09	Empty-Nest Adventure	0	90	1,474	9,879
	C10	Wealthy Landowners	11	79	457	5,548
	C11	Rural Vogue	1	7	361	1,743
	C12	Scattered Homesteads	1	4	46	747
	C13	Village Retirement	29	126	395	2,876
	D14	Satellite Settlers	3	19	642	4,217
	D15	Local Focus	0	0	38	570
	D16	Outlying Seniors	0	0	104	901
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	222	1,845
	E19	Bungalow Heaven	34	494	2,373	11,984
	E20	Classic Grandparents	0	55	253	2,536
	E21	Solo Retirees	1	1	171	2,611
	F22	Boomerang Boarders	14	137	983	5,763
	F23	Family Ties	54	84	491	2,425
	F24	Fledgling Free	14	42	1,016	7,152
	F25	Dependable Me	56	337	1,750	7,729
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	6	19	80	775
	G28	Modern Parents	13	363	1,663	9,729
	G29	Mid-Career Convention	250	822	2,718	11,138
	H30	Primary Ambitions	37	41	90	1,350
	H31	Affordable Fringe	0	167	601	8,152
	H32	First-Rung Futures	66	202	1,326	6,106
	H33	Contemporary Starts	266	800	2,601	6,236
	H34	New Foundations	9	44	392	1,404
	H35	Flying Solo	69	106	351	1,092

			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	32	36	36	397
	I37	Budget Generations	0	0	26	4,002
	I38	Economical Families	0	0	35	2,980
	I39	Families on a Budget	0	0	101	7,514
	J40	Value Rentals	0	0	688	4,987
	J41	Youthful Endeavours	0	0	32	804
	J42	Midlife Renters	171	204	1,083	4,722
	J43	Renting Rooms	0	0	46	9,868
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	84
	K47	Single Essentials	0	0	41	949
	K48	Mature Workers	0	0	63	4,208
	L49	Flatlet Seniors	0	0	67	815
	L50	Pocket Pensions	0	16	639	3,265
	L51	Retirement Communities	0	0	111	848
	L52	Estate Veterans	0	0	194	2,822
	L53	Seasoned Survivors	0	0	59	2,211
	M54	Down-to-Earth Owners	0	0	752	5,249
	M55	Back with the Folks	0	0	597	3,841
	M56	Self Supporters	42	47	728	7,818
	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	0	0	70	155
	O61	Career Builders	0	0	23	473
	O62	Central Pulse	0	0	0	241
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	59	74	286	1,361
	O65	Learners & Earners	0	0	0	296
	O66	Student Scene	0	0	0	21
	U99	Unclassified	0	0	55	1,887
Total			1,329	4,640	28,133	197,544



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

### 2. 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

### 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

## 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. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

### 3. B09 Empty-Nest Adventure

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



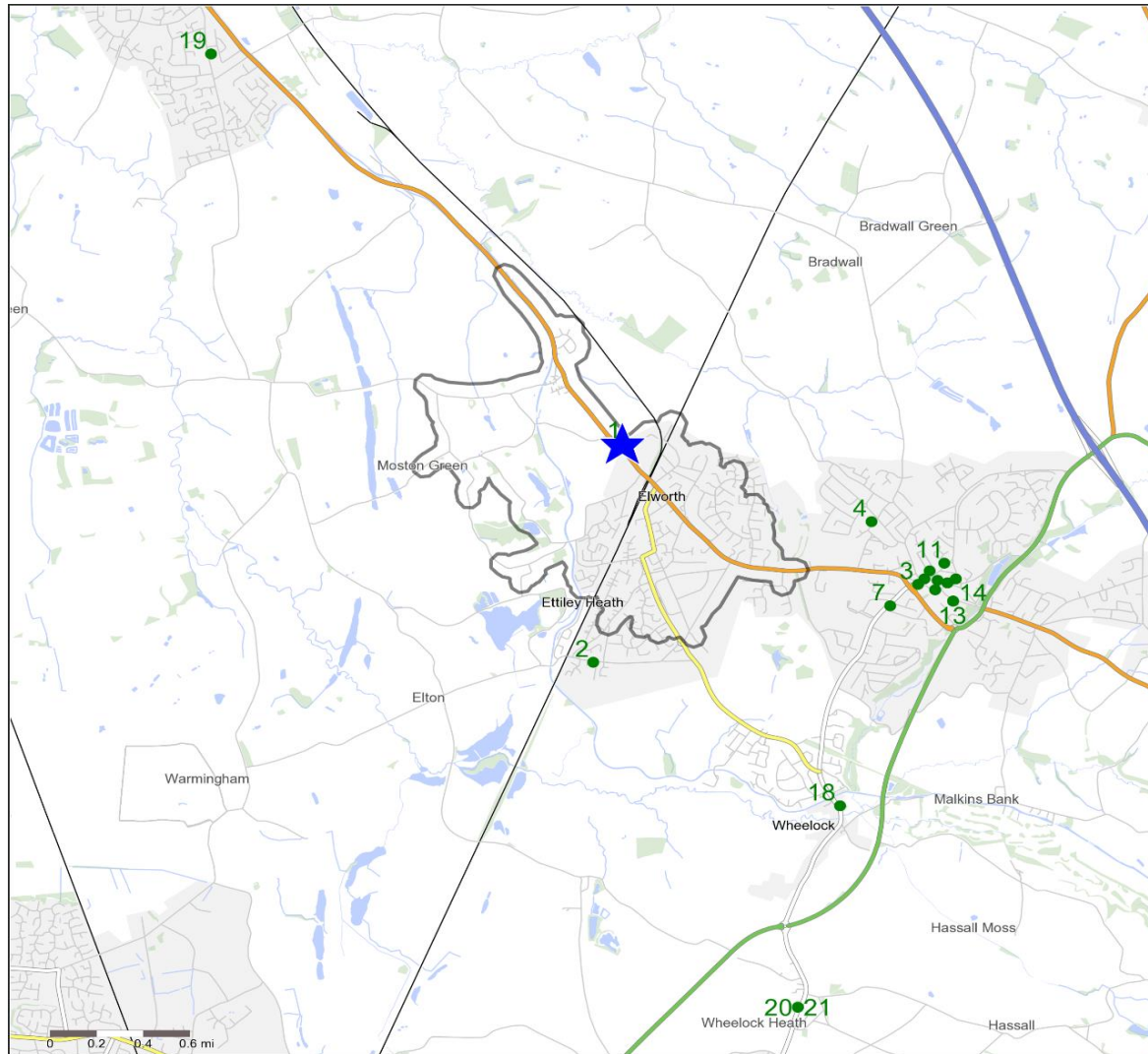
- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

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	Target Customers	% of Population	Index
Female: Alone, Pair or Group	1,916	41.3	136	258	5.6	34	2,466	53.2	102			
Male: Alone	1,019	22.0	74	1,204	26.0	166	2,417	52.1	98			
Male: Group	1,019	22.0	96	1,754	37.8	144	1,866	40.2	81			
Male: Pair	682	14.7	56	631	13.6	89	3,326	71.7	125			
Mixed Sex: Group	743	16.0	70	2,943	63.4	199	954	20.6	47			
Mixed Sex: Pair	2,094	45.1	192	1,128	24.3	75	1,417	30.5	71			
With Children	1,240	26.7	92	1,722	37.1	221	1,677	36.2	68			
Unknown	1,491	32.1	98	1,286	27.7	155	1,863	40.2	84			
For Eating:												
Upmarket	2,399	51.7	169	702	15.1	73	1,538	33.2	70			
Midmarket	709	15.3	44	142	3.1	34	3,789	81.7	148			
Downmarket	937	20.2	91	3,131	67.5	193	572	12.3	30			
For Drinking (monthly spend):												
Nothing	693	14.9	49	2,249	48.5	205	1,697	36.6	82			
Low (less than £10)	2,075	44.7	150	1,212	26.1	111	1,352	29.1	64			
Medium (Between £10 and £40)	1,947	42.0	137	361	7.8	44	2,331	50.2	100			
High (Greater than £40)	884	19.1	74	1,222	26.3	128	2,534	54.6	104			

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	50,925	25.8	85	32,634	16.5	101	112,101	56.7	109
Male: Alone	59,393	30.1	101	35,671	18.1	116	100,596	50.9	96
Male: Group	42,839	21.7	95	62,958	31.9	122	89,864	45.5	92
Male: Pair	35,740	18.1	69	40,727	20.6	135	119,193	60.3	105
Mixed Sex: Group	41,845	21.2	93	66,158	33.5	105	87,657	44.4	101
Mixed Sex: Pair	62,823	31.8	136	64,756	32.8	101	68,082	34.5	81
With Children	62,583	31.7	110	40,061	20.3	121	93,016	47.1	89
Unknown	62,570	31.7	96	21,116	10.7	60	111,975	56.7	118
For Eating:									
Upmarket	50,926	25.8	84	41,572	21.0	101	103,162	52.2	111
Midmarket	47,899	24.2	71	9,808	5.0	55	137,953	69.8	126
Downmarket	57,065	28.9	130	86,607	43.8	126	51,989	26.3	63
For Drinking (monthly spend):									
Nothing	48,604	24.6	81	72,540	36.7	155	74,517	37.7	84
Low (less than £10)	68,373	34.6	116	49,301	25.0	106	77,986	39.5	87
Medium (Between £10 and £40)	65,771	33.3	109	31,425	15.9	89	98,464	49.8	99
High (Greater than £40)	42,618	21.6	83	48,449	24.5	119	104,594	52.9	101

## 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	Fox Inn, CW11 3BF	Star Pubs & Bars	0.0	0.2
2	Rookery Tavern, CW11 3NF	Star Pubs & Bars	23.8	4.9
3	Wheatsheaf, CW11 1AG	Independent Free	29.9	5.1
4	Limes, CW11 1DB	Star Pubs & Bars	29.9	5.2
5	Swan & Chequers, CW11 1AE	Robinsons	31.4	5.1
6	Beer Emporium, CW11 1GT	Independent Free	31.4	5.4
7	Cricketers Arms, CW11 4NN	*Other Small Retail Groups	31.7	5.4
8	Lion, CW11 1AH	Amber Taverns	32.0	5.4
9	Mill Cafe, CW11 1AH	Independent Free	32.0	5.4
10	Dv8, CW11 1AX	Star Pubs & Bars	32.0	7.1
11	Military Arms, CW11 1HJ	Punch Pub Company	33.8	5.6
12	George Inn, CW11 1AL	Wetherspoon	34.7	6.8
13	Old Hall Hotel, CW11 1AL	Restaurant Group	34.7	6.8
14	Lower Chequers Inn, CW11 1FL	Joule's Brewery	35.3	6.1
15	Casa Mia, CW11 1AT	Independent Free	35.9	6.2
16	Crown, CW11 1AT	Robinsons	35.9	6.2
17	Market Tavern, CW11 1AT	Robinsons	35.9	6.2
18	Cheshire Cheese, CW11 3RL	Hydes Anvil	42.6	7.2
19	Turnpike, CW10 0DJ	Punch Pub Company	54.6	5.8
20	Foresters Arms, CW11 4RF	Independent Free	63.4	8.9