

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

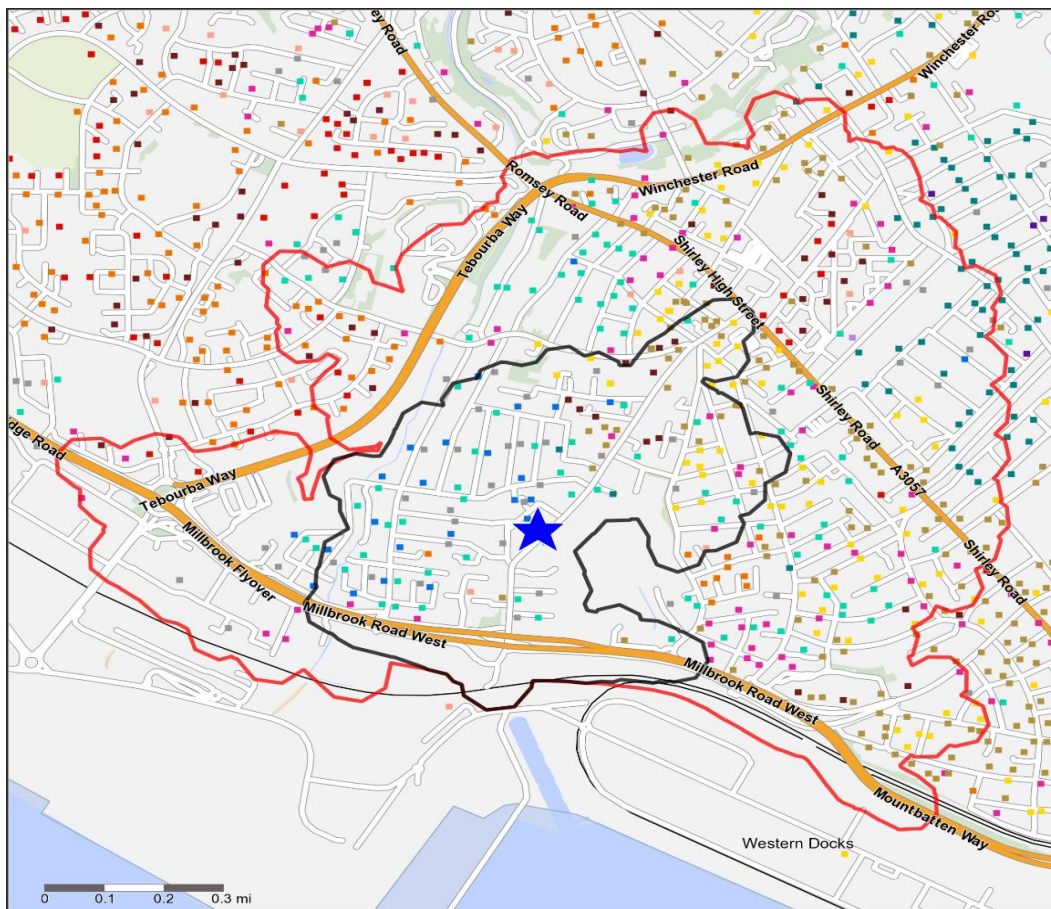
Number of Pubs	3	18	285
Catchment Adults 18+	4,929	16,999	390,090
Catchment Adults 18+ Per Pub	1,643	944	1,369
Populaton Projection 2018 to 2028 (% change)	2.75%	4.42%	7.02%

		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	4,760	96.6	186	1	High Street Pub	15,305	90.0	174	1	High Street Pub	293,563	75.3	145
2	Community Pub	3,417	69.3	149	2	Community Pub	11,880	69.9	150	2	Community Pub	200,926	51.5	111
3	Premium Local	2,054	41.7	66	3	Premium Local	6,324	37.2	59	3	Premium Local	200,798	51.5	82
4	Bit of Style	1,362	27.6	214	4	Bit of Style	5,190	30.5	236	4	Great Pub Great Food	144,132	36.9	286
5	Great Pub Great Food	1,239	25.1	62	5	Great Pub Great Food	4,458	26.2	65	5	Bit of Style	130,764	33.5	83
6	Circuit Bar	654	13.3	49	6	Circuit Bar	4,163	24.5	91	6	Circuit Bar	88,277	22.6	84
7	Craft Led	444	9.0	87	7	Craft Led	2,208	13.0	126	7	Craft Led	67,635	17.3	168

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	446	9.0	102	1,562	9.2	104	35,665	9.1	103
C1	680	13.8	113	2,323	13.7	111	49,801	12.8	104
C2	429	8.7	105	1,559	9.2	111	32,064	8.2	100
DE	436	8.8	86	2,016	11.9	115	36,865	9.5	92

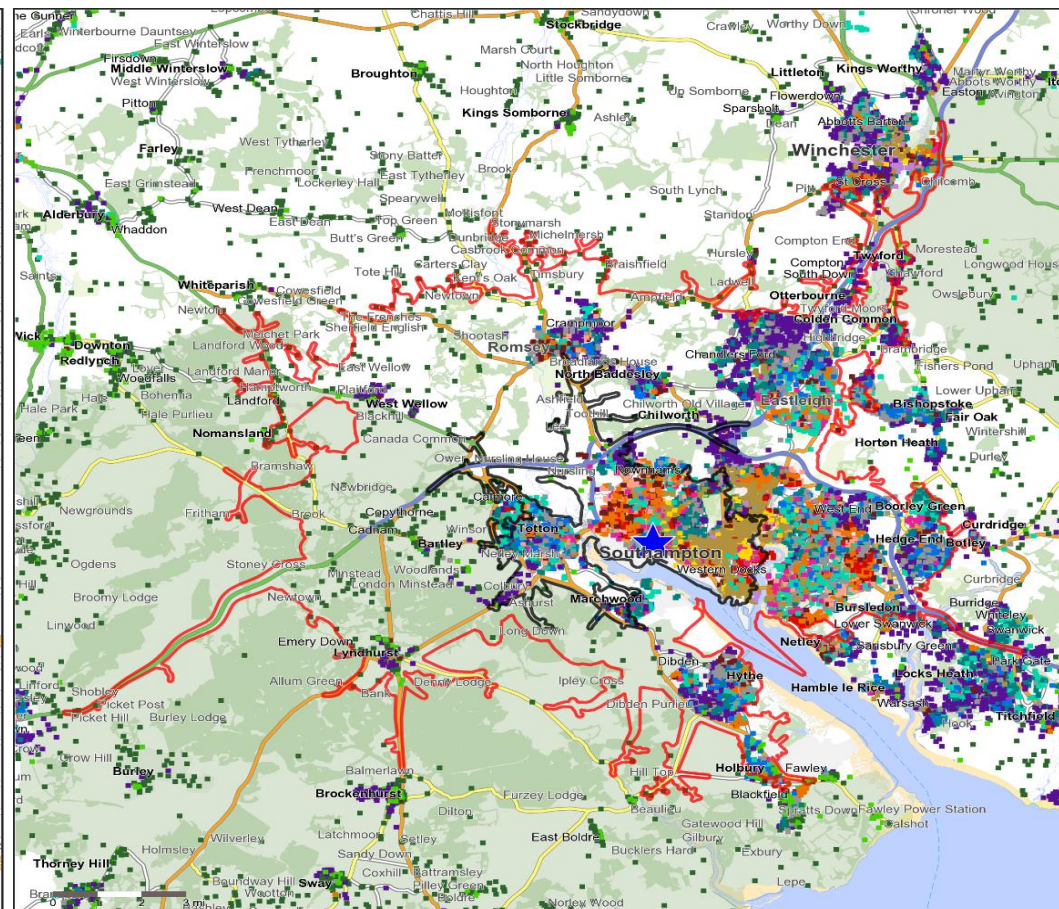
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,085	22.0	66	6,790	39.9	120	112,533	28.8	87
Medium (7-13)	2,855	57.9	175	7,619	44.8	135	132,276	33.9	102
High (14-19)	839	17.0	60	2,192	12.9	45	109,241	28.0	99

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



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	35	624	1,181
A03	Penthouse Chic	0	0	0	16
A04	Metro High-Flyers	0	0	123	179
B05	Premium Fortunes	0	0	112	2,173
B06	Diamond Days	0	0	137	4,062
B07	Alpha Families	0	0	829	9,182
B08	Bank of Mum and Dad	0	4	1,771	8,757
B09	Empty-Nest Adventure	0	1	1,938	10,754
C10	Wealthy Landowners	0	0	310	7,277
C11	Rural Vogue	0	0	50	625
C12	Scattered Homesteads	0	0	9	134
C13	Village Retirement	0	0	165	3,695
D14	Satellite Settlers	0	0	358	2,593
D15	Local Focus	0	0	0	788
D16	Outlying Seniors	0	0	0	470
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	191	2,252	11,765
E19	Bungalow Heaven	3	3	2,486	10,024
E20	Classic Grandparents	283	388	2,053	9,071
E21	Solo Retirees	649	831	2,784	11,741
F22	Boomerang Boarders	0	45	1,582	8,084
F23	Family Ties	534	656	1,725	7,282
F24	Fledgling Free	0	0	312	1,656
F25	Dependable Me	85	90	1,825	9,330
G26	Cafés and Catchments	0	389	3,137	4,422
G27	Thriving Independence	64	494	3,057	16,638
G28	Modern Parents	0	0	810	5,829
G29	Mid-Career Convention	0	0	1,238	9,174
H30	Primary Ambitions	853	2,405	5,144	22,237
H31	Affordable Fringe	73	291	1,470	5,503
H32	First-Rung Futures	156	288	1,320	8,984
H33	Contemporary Starts	0	0	626	7,001
H34	New Foundations	0	0	1,779	3,692
H35	Flying Solo	0	134	864	3,191

		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	45	610	5,600	16,877
I37	Budget Generations	0	108	1,188	4,202
I38	Economical Families	0	47	890	1,991
I39	Families on a Budget	0	22	1,747	4,836
J40	Value Rentals	0	0	66	590
J41	Youthful Endeavours	0	132	528	1,692
J42	Midlife Renters	170	1,460	3,703	14,099
J43	Renting Rooms	61	183	2,073	2,916
K44	Inner City Stalwarts	0	52	383	457
K45	City Diversity	0	0	793	812
K46	High Rise Residents	0	232	1,571	3,049
K47	Single Essentials	0	341	4,331	7,813
K48	Mature Workers	0	32	153	808
L49	Flatlet Seniors	109	457	2,695	4,469
L50	Pocket Pensions	104	246	923	5,127
L51	Retirement Communities	246	303	1,617	6,274
L52	Estate Veterans	0	32	2,311	5,592
L53	Seasoned Survivors	0	105	731	1,383
M54	Down-to-Earth Owners	0	37	1,303	2,540
M55	Back with the Folks	87	217	3,687	10,543
M56	Self Supporters	5	13	584	1,848
N57	Community Elders	17	246	253	319
N58	Culture & Comfort	0	0	12	30
N59	Large Family Living	0	0	2,739	2,740
N60	Ageing Access	637	2,008	5,303	8,394
O61	Career Builders	248	603	3,591	8,196
O62	Central Pulse	0	12	10,407	11,249
O63	Flexible Workforce	40	814	3,889	4,565
O64	Bus-Route Renters	459	2,426	6,741	16,469
O65	Learners & Earners	0	16	7,898	14,648
O66	Student Scene	0	0	7,113	8,972
U99	Unclassified	0	0	5,194	9,081
Total		4,928	16,999	130,907	390,091

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. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

3. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

Top 3 Mosaic Types in a 20 Minute Drivetime

1. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

2. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords



- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

3. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



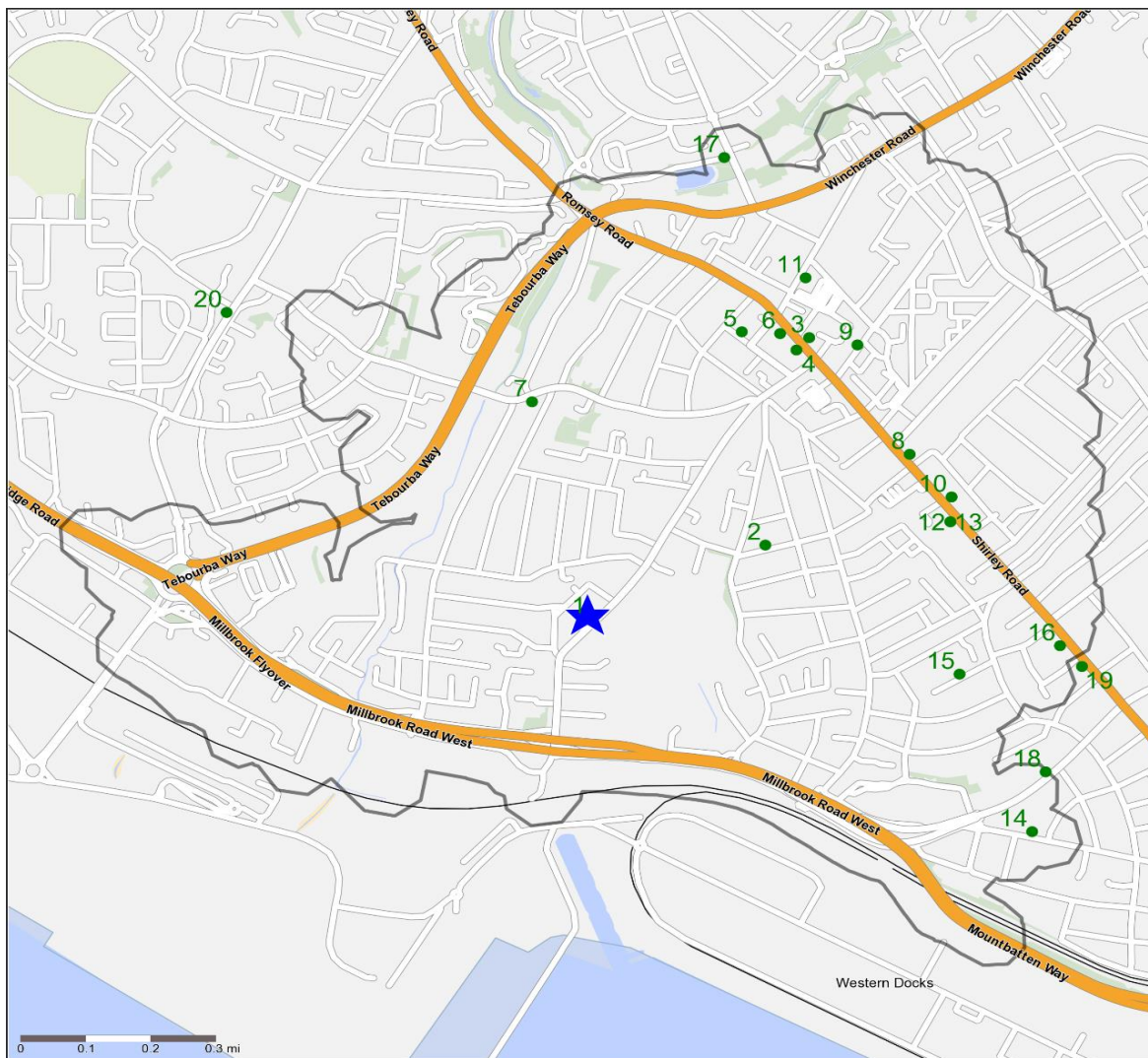
- Singles and cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

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	10,718	63.1	208	1,794	10.6	65	4,487	26.4	51			
Male: Alone	9,410	55.4	186	1,726	10.2	65	5,863	34.5	65			
Male: Group	8,307	48.9	214	4,085	24.0	92	4,607	27.1	55			
Male: Pair	9,643	56.7	217	1,803	10.6	70	5,552	32.7	57			
Mixed Sex: Group	9,028	53.1	232	3,944	23.2	73	4,028	23.7	54			
Mixed Sex: Pair	5,623	33.1	141	7,612	44.8	138	3,764	22.1	52			
With Children	9,110	53.6	185	1,459	8.6	51	6,430	37.8	71			
Unknown	3,271	19.2	59	7,826	46.0	257	5,902	34.7	72			
For Eating:												
Upmarket	10,128	59.6	195	3,599	21.2	102	3,272	19.2	41			
Midmarket	12,264	72.1	210	933	5.5	61	3,802	22.4	40			
Downmarket	6,759	39.8	179	5,832	34.3	98	4,409	25.9	62			
For Drinking (monthly spend):												
Nothing	7,487	44.0	146	3,473	20.4	86	6,039	35.5	79			
Low (less than £10)	6,793	40.0	134	4,689	27.6	117	5,517	32.5	72			
Medium (Between £10 and £40)	6,821	40.1	131	4,212	24.8	139	5,967	35.1	70			
High (Greater than £40)	7,545	44.4	171	3,625	21.3	104	5,829	34.3	66			

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	167,256	42.9	142	50,436	12.9	79	163,317	41.9	80		
Male: Alone	128,290	32.9	110	66,278	17.0	109	186,441	47.8	90		
Male: Group	101,076	25.9	113	116,394	29.8	114	163,540	41.9	84		
Male: Pair	137,538	35.3	135	42,399	10.9	71	201,072	51.5	90		
Mixed Sex: Group	126,070	32.3	141	108,724	27.9	87	146,215	37.5	85		
Mixed Sex: Pair	136,475	35.0	149	124,295	31.9	98	120,239	30.8	72		
With Children	119,125	30.5	106	49,740	12.8	76	212,144	54.4	103		
Unknown	97,979	25.1	76	96,960	24.9	139	186,070	47.7	100		
For Eating:											
Upmarket	165,839	42.5	139	83,275	21.3	103	131,895	33.8	72		
Midmarket	172,836	44.3	129	27,956	7.2	79	180,217	46.2	83		
Downmarket	123,336	31.6	142	133,061	34.1	98	124,612	31.9	77		
For Drinking (monthly spend):											
Nothing	116,269	29.8	99	97,316	24.9	106	167,425	42.9	96		
Low (less than £10)	123,642	31.7	106	92,109	23.6	101	165,259	42.4	93		
Medium (Between £10 and £40)	148,063	38.0	124	59,211	15.2	85	173,736	44.5	89		
High (Greater than £40)	133,586	34.2	132	69,068	17.7	86	178,355	45.7	87		

Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Regents Park Hotel, SO15 8PF	Star Pubs & Bars	0.0	0.2
2	Englishman Inn, SO15 8QF	Wadworth & Co Limited	7.9	2.1
3	Windsor Castle, SO16 4EX	Admiral Taverns Ltd	11.8	2.2
4	Shirley Hotel, SO16 4FB	Independent Free	11.8	2.2
5	Park Inn, SO16 4FN	Wadworth & Co Limited	11.8	2.4
6	Salisbury Arms, SO16 4EZ	Hawthorn Leisure	12.7	2.4
7	King George, SO16 4LJ	*Other Small Retail Groups	12.7	2.8
8	Santo Lounge, SO15 3JF	Loungers	13.0	2.8
9	Kings Arms, SO15 5LF	Ei Group	13.6	2.5
10	Overdraft, SO15 3JD	Independent Free	14.2	3.2
11	Griffin, SO15 5QH	Ei Group	14.5	3.0
12	Brass Monkey, SO15 3HY	Ei Group	14.5	3.5
13	Brightwater Inn, SO15 3HY	Wetherspoon	14.5	3.5
14	Waterloo Arms, SO15 3BS	Hop Back Brewery	19.0	3.1
15	Freemantle Arms, SO15 3EF	Hawthorn Leisure	19.0	4.8
16	Rover, SO15 3HP	Unknown	19.3	4.0
17	Ice House, SO16 6AA	Ei Group	19.9	3.9
18	Freemantle Hotel, SO15 3BX	Ei Group	20.2	2.8
19	Stile Inn, SO15 3HR	Punch Pub Company	20.2	3.8
20	Bricklayers Arms, SO16 4QD	Star Pubs & Bars	23.2	4.4