

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	2	141
Catchment Adults 18+	2,578	4,907	131,694
Catchment Adults 18+ Per Pub	2,578	2,454	934
Populaton Projection 2018 to 2028 (% change)	10.13%	8.76%	8.72%

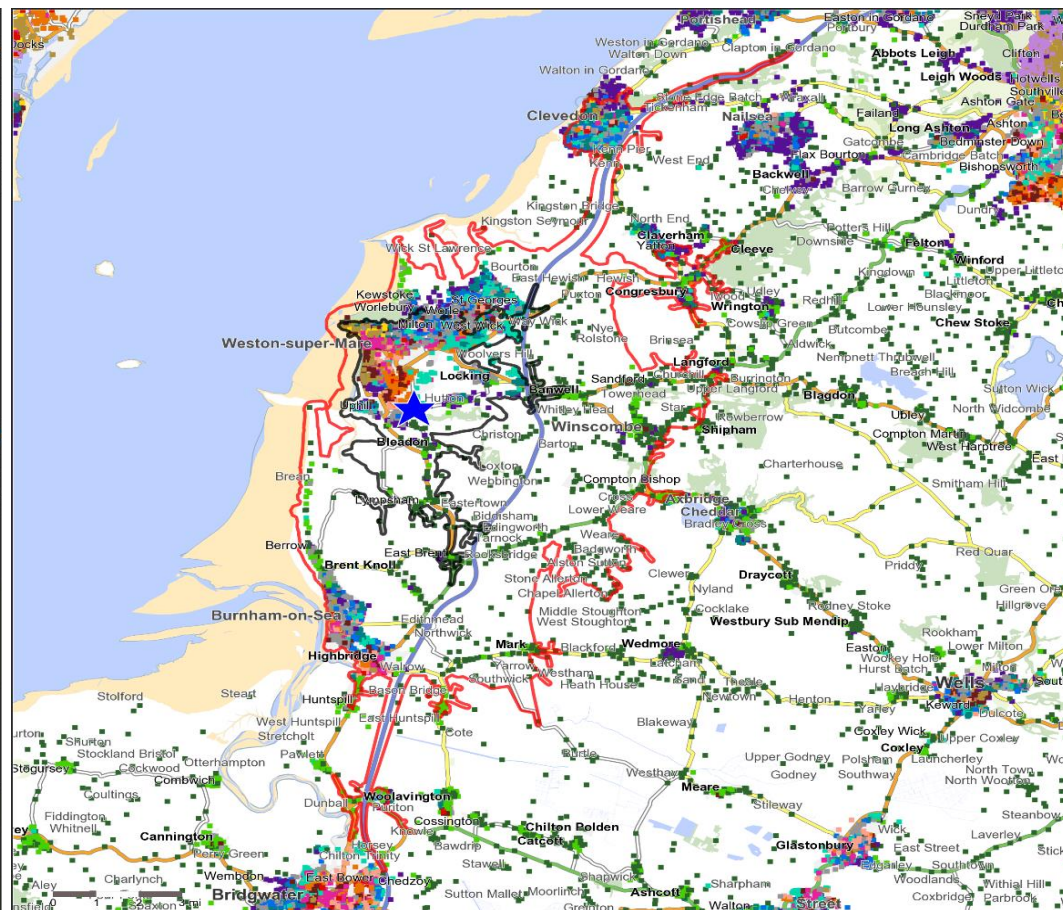
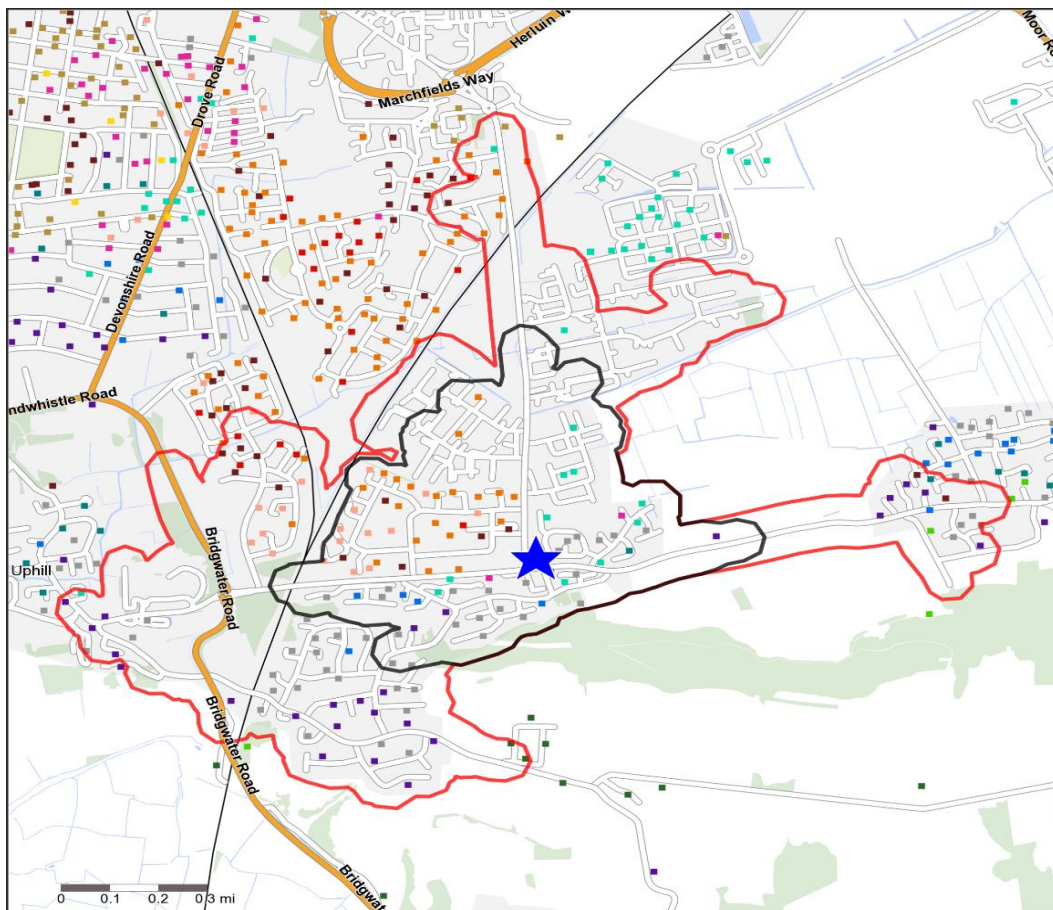
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	2,007	77.9	150	1	High Street Pub	3,148	64.2	124	1	High Street Pub	85,216	64.7	125
2	Community Pub	1,918	74.4	160	2	Community Pub	2,927	59.6	128	2	Premium Local	68,588	52.1	112
3	Premium Local	538	20.9	33	3	Premium Local	1,431	29.2	46	3	Community Pub	65,936	50.1	79
4	Great Pub Great Food	314	12.2	94	4	Great Pub Great Food	1,042	21.2	164	4	Great Pub Great Food	51,510	39.1	303
5	Circuit Bar	135	5.2	13	5	Circuit Bar	231	4.7	12	5	Bit of Style	28,129	21.4	53
6	Craft Led	124	4.8	18	6	Bit of Style	227	4.6	17	6	Circuit Bar	22,027	16.7	62
7	Bit of Style	109	4.2	41	7	Craft Led	169	3.4	33	7	Craft Led	6,491	4.9	48

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	100	3.9	44	229	4.7	53	9,470	7.2	81
C1	245	9.5	78	440	9.0	73	15,321	11.6	95
C2	256	9.9	120	420	8.6	104	12,273	9.3	113
DE	362	14.0	136	590	12.0	117	13,374	10.2	99

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)	1,153	44.7	135	1,819	37.1	112	35,185	26.7	81
Medium (7-13)	1,036	40.2	121	1,668	34.0	102	52,763	40.1	121
High (14-19)	334	13.0	46	1,177	24.0	84	34,871	26.5	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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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	E Senior Security
	H Aspiring Homemakers	I Family Basics
	M Modest Traditions	N Urban Cohesion
		J Transient Renters
		O Rental Hubs

Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	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	0	0	0
B06 Diamond Days	0	33	344	610
B07 Alpha Families	9	52	366	1,242
B08 Bank of Mum and Dad	16	42	490	1,260
B09 Empty-Nest Adventure	64	380	1,037	3,778
C10 Wealthy Landowners	0	0	534	3,998
C11 Rural Vogue	0	0	273	1,754
C12 Scattered Homesteads	0	0	45	769
C13 Village Retirement	0	67	1,038	5,298
D14 Satellite Settlers	7	33	748	5,053
D15 Local Focus	0	0	156	2,024
D16 Outlying Seniors	0	0	76	1,713
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	10	83	1,299	2,644
E19 Bungalow Heaven	454	1,090	4,920	11,699
E20 Classic Grandparents	0	0	904	1,666
E21 Solo Retirees	289	289	1,647	3,224
F22 Boomerang Boarders	58	123	1,396	3,030
F23 Family Ties	0	8	925	2,688
F24 Fledgling Free	0	0	730	2,764
F25 Dependable Me	8	17	726	3,469
G26 Cafés and Catchments	0	0	0	63
G27 Thriving Independence	0	0	924	2,478
G28 Modern Parents	0	0	881	2,578
G29 Mid-Career Convention	37	117	1,270	5,996
H30 Primary Ambitions	6	6	2,206	4,642
H31 Affordable Fringe	107	107	617	2,855
H32 First-Rung Futures	45	61	1,565	3,584
H33 Contemporary Starts	0	18	4,033	5,903
H34 New Foundations	9	11	330	517
H35 Flying Solo	11	14	693	1,178

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
I36 Solid Economy	108	228	1,340	2,136
I37 Budget Generations	195	262	844	1,288
I38 Economical Families	365	375	574	877
I39 Families on a Budget	133	216	1,724	1,933
J40 Value Rentals	0	0	54	448
J41 Youthful Endeavours	0	0	206	646
J42 Midlife Renters	58	58	3,528	5,572
J43 Renting Rooms	0	0	2,307	2,568
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	67	94	529	989
K48 Mature Workers	46	124	385	471
L49 Flatlet Seniors	0	20	708	1,031
L50 Pocket Pensions	25	56	751	2,225
L51 Retirement Communities	0	11	2,562	4,022
L52 Estate Veterans	77	210	1,049	1,768
L53 Seasoned Survivors	41	61	269	326
M54 Down-to-Earth Owners	161	272	345	876
M55 Back with the Folks	169	246	1,202	2,881
M56 Self Supporters	1	92	596	1,605
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	1,058	1,282
O61 Career Builders	0	0	57	699
O62 Central Pulse	0	0	0	0
O63 Flexible Workforce	0	0	0	0
O64 Bus-Route Renters	2	33	7,455	9,169
O65 Learners & Earners	0	0	41	41
O66 Student Scene	0	0	0	0
U99 Unclassified	0	0	30	365
Total	2,578	4,909	57,787	131,695

Top 3 Mosaic Types in a 20 Minute Walktime

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. 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

3. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

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. G29 Mid-Career Convention

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



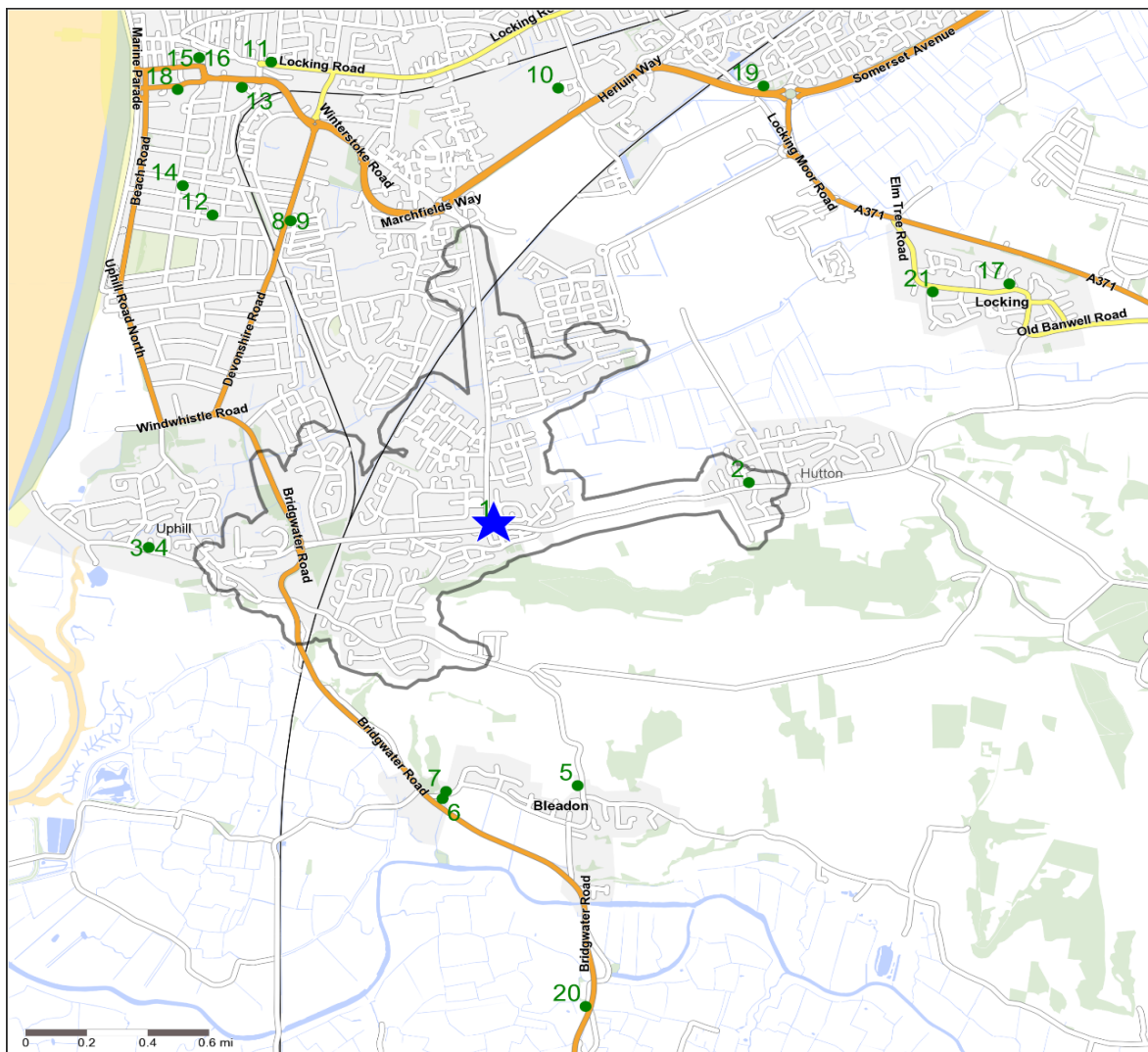
- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

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	1,014	20.7	68	682	13.9	85	3,212	65.5	126			
Male: Alone	1,212	24.7	83	426	8.7	56	3,269	66.6	125			
Male: Group	807	16.4	72	2,026	41.3	158	2,075	42.3	85			
Male: Pair	966	19.7	75	906	18.5	121	3,036	61.9	108			
Mixed Sex: Group	989	20.2	88	2,234	45.5	143	1,685	34.3	78			
Mixed Sex: Pair	1,028	20.9	89	2,764	56.3	173	1,115	22.7	53			
With Children	1,460	29.8	103	704	14.3	85	2,744	55.9	106			
Unknown	1,375	28.0	85	275	5.6	31	3,258	66.4	139			
For Eating:												
Upmarket	975	19.9	65	818	16.7	80	3,114	63.5	134			
Midmarket	1,246	25.4	74	457	9.3	103	3,204	65.3	118			
Downmarket	1,573	32.1	144	2,428	49.5	142	906	18.5	44			
For Drinking (monthly spend):												
Nothing	1,887	38.5	127	2,000	40.8	172	1,020	20.8	46			
Low (less than £10)	1,390	28.3	95	2,106	42.9	183	1,412	28.8	63			
Medium (Between £10 and £40)	1,324	27.0	88	798	16.3	91	2,786	56.8	113			
High (Greater than £40)	1,067	21.7	84	1,060	21.6	105	2,780	56.7	108			

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	41,878	31.8	105	17,864	13.6	83	71,587	54.4	104	
Male: Alone	44,709	33.9	114	15,122	11.5	74	71,498	54.3	102	
Male: Group	33,142	25.2	110	41,544	31.5	120	56,642	43.0	87	
Male: Pair	37,552	28.5	109	16,170	12.3	81	77,607	58.9	103	
Mixed Sex: Group	29,752	22.6	99	56,038	42.6	133	45,539	34.6	79	
Mixed Sex: Pair	44,076	33.5	143	44,468	33.8	104	42,784	32.5	76	
With Children	42,432	32.2	111	20,655	15.7	93	68,241	51.8	98	
Unknown	31,392	23.8	73	31,975	24.3	135	67,962	51.6	108	
For Eating:										
Upmarket	42,975	32.6	107	20,052	15.2	73	68,302	51.9	110	
Midmarket	37,497	28.5	83	5,893	4.5	50	87,938	66.8	121	
Downmarket	36,717	27.9	125	52,098	39.6	113	42,514	32.3	78	
For Drinking (monthly spend):										
Nothing	31,447	23.9	79	44,309	33.6	142	55,573	42.2	94	
Low (less than £10)	40,684	30.9	103	47,146	35.8	152	43,499	33.0	73	
Medium (Between £10 and £40)	34,658	26.3	86	25,691	19.5	109	70,979	53.9	107	
High (Greater than £40)	24,231	18.4	71	30,094	22.9	111	77,004	58.5	112	

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	Walnut Tree, BS24 9HD	Star Pubs & Bars	0.0	0.2
2	Old Inn, BS24 9QQ	Unknown	17.5	2.5
3	Dolphin, BS23 4TN	Ei Group	23.5	4.6
4	Ship Inn, BS23 4TN	Ei Group	23.5	4.6
5	Queens Arms, BS24 ONF	Butcombe Brewery	32.0	5.7
6	Anchor Inn, BS24 0AW	Independent Free	34.1	3.9
7	Catherines Inn, BS24 0PZ	Greene King	34.7	4.0
8	Jug & Bottle, BS23 3NX	Unknown	36.2	6.0
9	New Ancaster, BS23 3NX	Independent Free	36.2	6.0
10	Pavillion, BS22 8LY	Whitbread	37.4	5.2
11	Bristol Hotel, BS23 3BZ	Ei Group	42.3	6.1
12	Waverley, BS23 1DR	Unknown	42.3	7.0
13	Off The Rails, BS23 1XY	Independent Free	42.9	5.8
14	Balmoral Hotel, BS23 1ED	Independent Free	44.7	7.2
15	Bonds Wine Bar, BS23 1UG	Independent Free	45.9	6.4
16	Cameo, BS23 1UG	Independent Free	45.9	6.4
17	Coach House Inn, BS24 8DG	Butcombe Brewery	46.5	6.7
18	Scallys, BS23 1UA	Independent Free	47.7	6.5
19	Cuckoo Clock, BS24 7LB	Unknown	48.9	6.4
20	Hobbs Boat Inn, BS24 0BP	Whitbread	49.5	5.1