

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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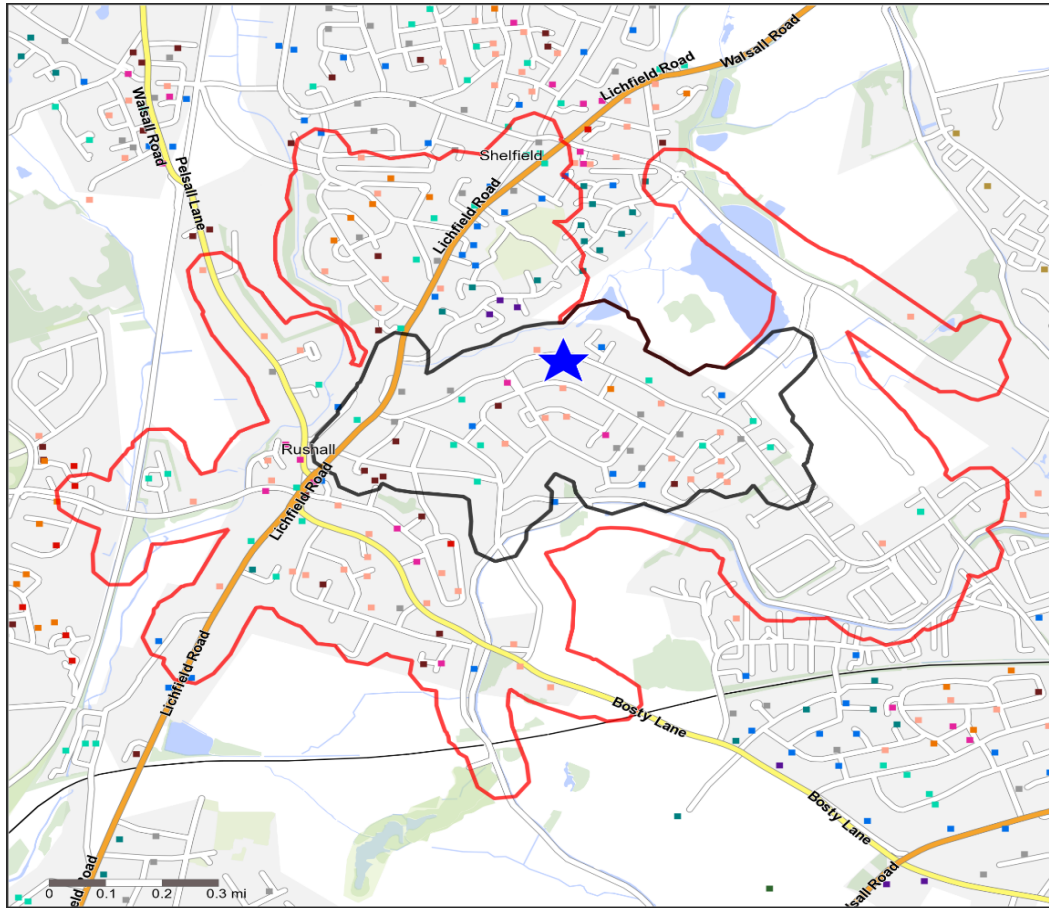
Number of Pubs	1	4	252
Catchment Adults 18+	2,113	6,376	327,444
Catchment Adults 18+ Per Pub	2,113	1,594	1,299
Populaton Projection 2018 to 2028 (% change)	4.16%	5.01%	5.07%

		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	2,096	99.2	192	1	High Street Pub	6,049	94.9	183	1	High Street Pub	253,264	77.3	149
2	Community Pub	1,972	93.3	200	2	Community Pub	5,172	81.1	174	2	Community Pub	203,169	62.0	133
3	Premium Local	952	45.1	71	3	Premium Local	2,659	41.7	66	3	Premium Local	147,542	45.1	71
4	Great Pub Great Food	410	19.4	150	4	Great Pub Great Food	1,316	20.6	160	4	Great Pub Great Food	112,410	34.3	266
5	Bit of Style	255	12.1	30	5	Bit of Style	1,017	16.0	40	5	Bit of Style	50,644	15.5	38
6	Circuit Bar	224	10.6	40	6	Circuit Bar	603	9.5	35	6	Circuit Bar	29,171	8.9	33
7	Craft Led	189	8.9	87	7	Craft Led	457	7.2	70	7	Craft Led	19,792	6.0	59

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	90	4.3	48	331	5.2	59	21,303	6.5	74
C1	198	9.4	76	661	10.4	85	34,214	10.4	85
C2	238	11.3	136	727	11.4	138	30,385	9.3	112
DE	210	9.9	97	648	10.2	99	36,696	11.2	109

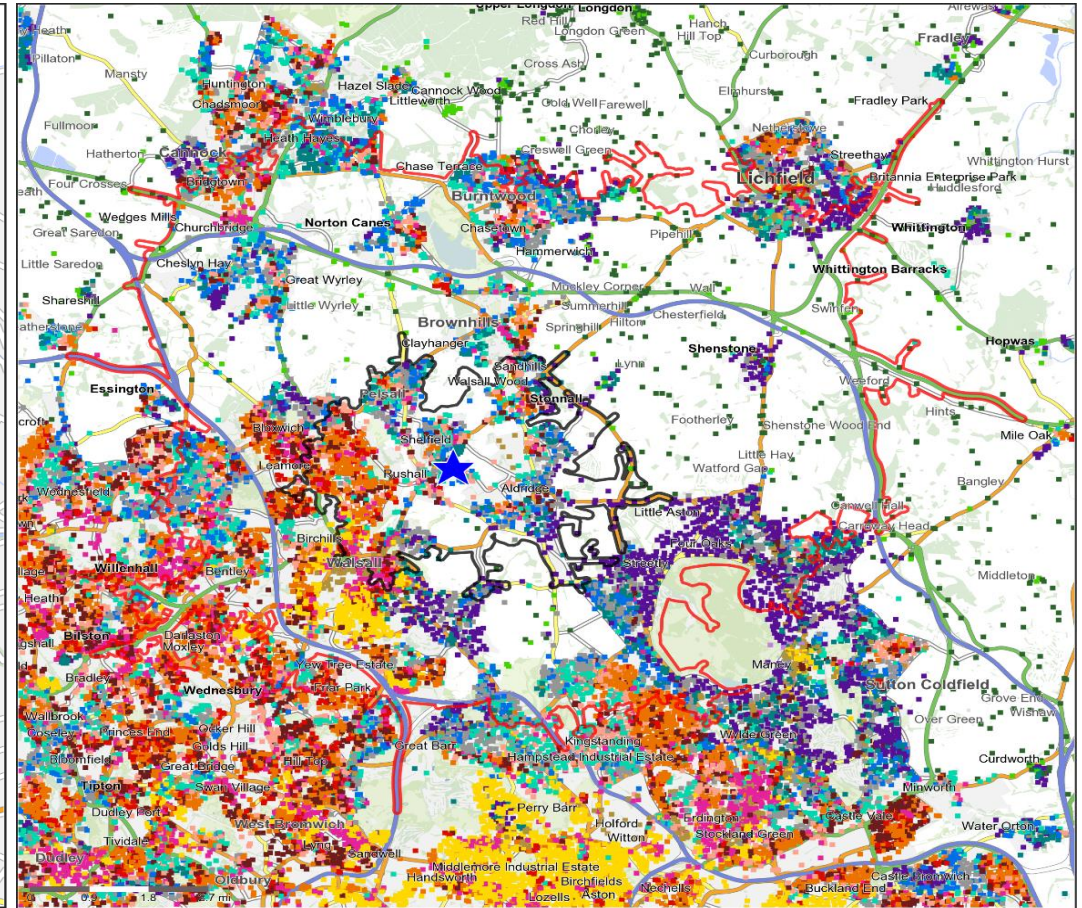
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	943	44.6	135	2,766	43.4	131	145,697	44.5	134
Medium (7-13)	981	46.4	140	2,889	45.3	137	116,420	35.6	107
High (14-19)	77	3.6	13	479	7.5	26	58,035	17.7	62

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

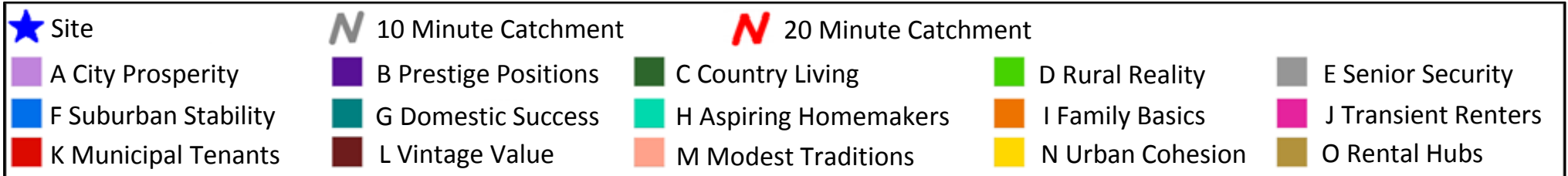


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	10	111
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		0	0	2	3,352
B06	Diamond Days		0	0	327	4,942
B07	Alpha Families		0	0	453	5,074
B08	Bank of Mum and Dad		0	72	1,230	8,027
B09	Empty-Nest Adventure		0	119	2,566	9,831
C10	Wealthy Landowners		0	0	40	1,053
C11	Rural Vogue		0	0	7	290
C12	Scattered Homesteads		0	0	0	31
C13	Village Retirement		0	0	1	459
D14	Satellite Settlers		0	0	46	1,515
D15	Local Focus		0	0	0	177
D16	Outlying Seniors		0	0	0	157
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	0	1,249	7,093
E19	Bungalow Heaven		0	0	2,625	11,084
E20	Classic Grandparents		206	466	2,748	13,085
E21	Solo Retirees		144	210	1,402	8,407
F22	Boomerang Boarders		28	124	3,066	9,926
F23	Family Ties		0	106	705	3,713
F24	Fledgling Free		72	336	2,378	14,036
F25	Dependable Me		75	170	1,157	6,865
G26	Cafés and Catchments		0	0	118	1,327
G27	Thriving Independence		0	66	429	4,214
G28	Modern Parents		0	42	1,219	8,030
G29	Mid-Career Convention		23	167	2,206	8,724
H30	Primary Ambitions		0	45	716	3,562
H31	Affordable Fringe		286	346	3,152	18,911
H32	First-Rung Futures		142	347	2,652	10,593
H33	Contemporary Starts		0	108	728	4,381
H34	New Foundations		17	20	241	714
H35	Flying Solo		0	8	308	1,252

			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		20	20	414	3,476
I37	Budget Generations		0	275	2,735	10,576
I38	Economical Families		0	61	2,379	10,804
I39	Families on a Budget		0	10	6,300	17,995
J40	Value Rentals		72	214	821	4,580
J41	Youthful Endeavours		18	18	830	2,684
J42	Midlife Renters		0	91	1,135	4,719
J43	Renting Rooms		0	0	1,912	5,706
K44	Inner City Stalwarts		0	0	1	23
K45	City Diversity		0	0	0	136
K46	High Rise Residents		0	0	861	1,863
K47	Single Essentials		47	102	1,272	4,793
K48	Mature Workers		0	27	2,525	7,808
L49	Flatlet Seniors		0	0	893	3,122
L50	Pocket Pensions		93	223	2,099	7,147
L51	Retirement Communities		0	0	568	2,687
L52	Estate Veterans		102	284	2,166	9,757
L53	Seasoned Survivors		0	51	1,057	4,917
M54	Down-to-Earth Owners		308	592	3,126	8,865
M55	Back with the Folks		360	1,135	3,650	12,553
M56	Self Supporters		99	522	1,565	6,326
N57	Community Elders		0	0	160	1,588
N58	Culture & Comfort		0	0	176	1,749
N59	Large Family Living		0	0	1,397	14,441
N60	Ageing Access		0	0	79	663
O61	Career Builders		0	0	44	1,898
O62	Central Pulse		0	0	221	1,144
O63	Flexible Workforce		0	0	52	112
O64	Bus-Route Renters		0	0	814	3,498
O65	Learners & Earners		0	0	0	0
O66	Student Scene		0	0	0	0
U99	Unclassified		0	0	90	872
Total			2,112	6,377	71,123	327,438

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

3. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. 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

3. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



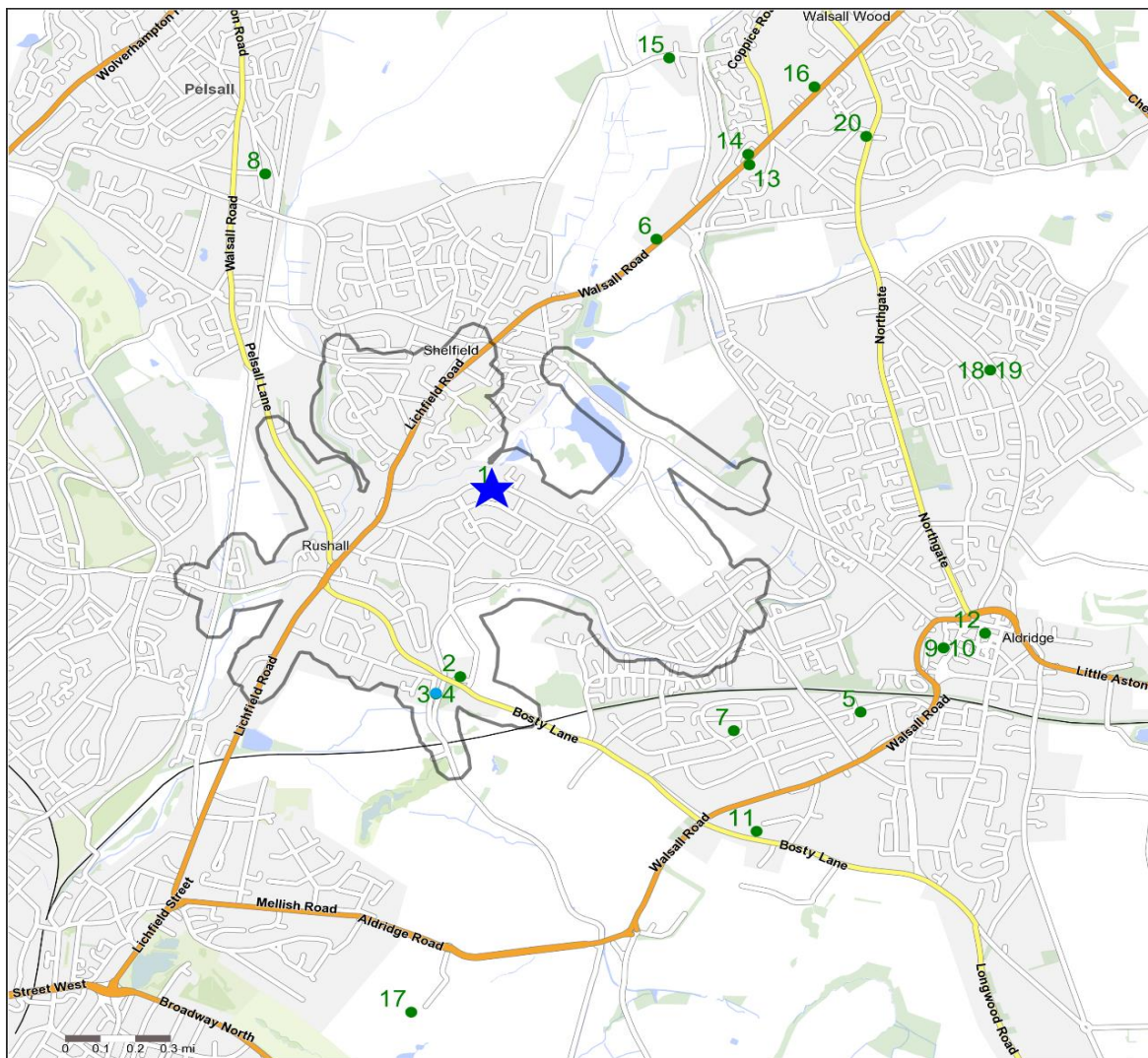
- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

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	2,120	33.2	110	640	10.0	61	3,616	56.7	109		
Male: Alone	3,061	48.0	161	600	9.4	60	2,714	42.6	80		
Male: Group	1,361	21.3	93	3,102	48.7	186	1,913	30.0	60		
Male: Pair	2,411	37.8	145	1,381	21.7	142	2,584	40.5	71		
Mixed Sex: Group	1,090	17.1	75	2,242	35.2	110	3,045	47.8	109		
Mixed Sex: Pair	2,823	44.3	189	1,137	17.8	55	2,416	37.9	89		
With Children	3,065	48.1	166	1,041	16.3	97	2,270	35.6	67		
Unknown	2,365	37.1	113	290	4.5	25	3,721	58.4	122		
For Eating:											
Upmarket	2,385	37.4	122	634	9.9	48	3,357	52.7	111		
Midmarket	2,225	34.9	102	56	0.9	10	4,096	64.2	116		
Downmarket	3,683	57.8	260	1,543	24.2	69	1,150	18.0	43		
For Drinking (monthly spend):											
Nothing	3,371	52.9	175	1,253	19.7	83	1,753	27.5	61		
Low (less than £10)	2,896	45.4	152	1,270	19.9	85	2,210	34.7	76		
Medium (Between £10 and £40)	2,896	45.4	148	989	15.5	87	2,491	39.1	78		
High (Greater than £40)	1,918	30.1	116	1,594	25.0	122	2,864	44.9	86		

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	83,330	25.4	84	47,335	14.5	88	195,906	59.8	115
Male: Alone	113,685	34.7	117	52,208	15.9	102	160,678	49.1	92
Male: Group	79,553	24.3	106	86,814	26.5	101	160,204	48.9	99
Male: Pair	99,183	30.3	116	55,920	17.1	112	171,468	52.4	91
Mixed Sex: Group	79,540	24.3	106	79,145	24.2	76	167,887	51.3	117
Mixed Sex: Pair	104,423	31.9	136	95,210	29.1	89	126,938	38.8	91
With Children	126,753	38.7	134	50,714	15.5	92	149,104	45.5	86
Unknown	107,935	33.0	100	39,293	12.0	67	179,343	54.8	114
For Eating:									
Upmarket	106,459	32.5	106	56,517	17.3	83	163,595	50.0	106
Midmarket	107,403	32.8	96	25,517	7.8	86	193,650	59.1	107
Downmarket	124,202	37.9	171	109,557	33.5	96	92,811	28.3	68
For Drinking (monthly spend):									
Nothing	118,741	36.3	120	83,091	25.4	107	124,739	38.1	85
Low (less than £10)	116,061	35.4	119	65,488	20.0	85	145,022	44.3	98
Medium (Between £10 and £40)	120,067	36.7	120	47,718	14.6	82	158,787	48.5	96
High (Greater than £40)	73,338	22.4	87	87,819	26.8	131	165,414	50.5	97

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	Farmers Boy, WS 4 1HH	Star Pubs & Bars	0.0	0.2
2	Royal Oak, WS 4 1LH	Ei Group	15.7	3.3
3	Boathouse, WS 4 1LG	Star Pubs & Bars	18.4	4.0
4	Manor Arms, WS 4 1LG	Marston's	18.4	4.0
5	Red Lion, WS 9 0BW	Independent Free	28.7	5.1
6	Horse And Jockey, WS 9 9AJ	Marston's	31.7	5.0
7	Bowman, WS 9 0DR	Star Pubs & Bars	32.9	5.5
8	Railway, WS 3 4BH	Ei Group	34.1	5.8
9	Avion, WS 9 8PT	Wetherspoon	34.4	5.0
10	Crown, WS 9 8PT	Mitchells & Butlers	34.4	5.0
11	White House, WS 9 0QE	Mitchells & Butlers	34.4	6.2
12	Turtles Head, WS 9 8LY	Independent Free	38.3	5.5
13	Drunken Duck, WS 9 9LR	Ei Group	38.3	6.4
14	Boatmans Rest, WS 9 9LP	Independent Free	39.2	6.3
15	Black Cock, WS 9 9BE	New River Retail	41.3	6.8
16	Royal Exchange, WS 9 9NP	Star Pubs & Bars	44.7	7.2
17	Dilke Arms, WS 4 2JL	Whitbread	47.1	8.7
18	Lazy Hill Tavern, WS 9 8HB	Independent Free	47.7	7.3
19	Unwined Bar & Coffee Shop, WS 9 8HB	Independent Free	47.7	7.3
20	Brickmakers Arms, WS 9 9JB	Star Pubs & Bars	48.0	7.8