

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	1	190
Catchment Adults 18+	1,279	4,048	175,471
Catchment Adults 18+ Per Pub	1,279	4,048	924
Populaton Projection 2018 to 2028 (% change)	7.30%	6.44%	3.98%

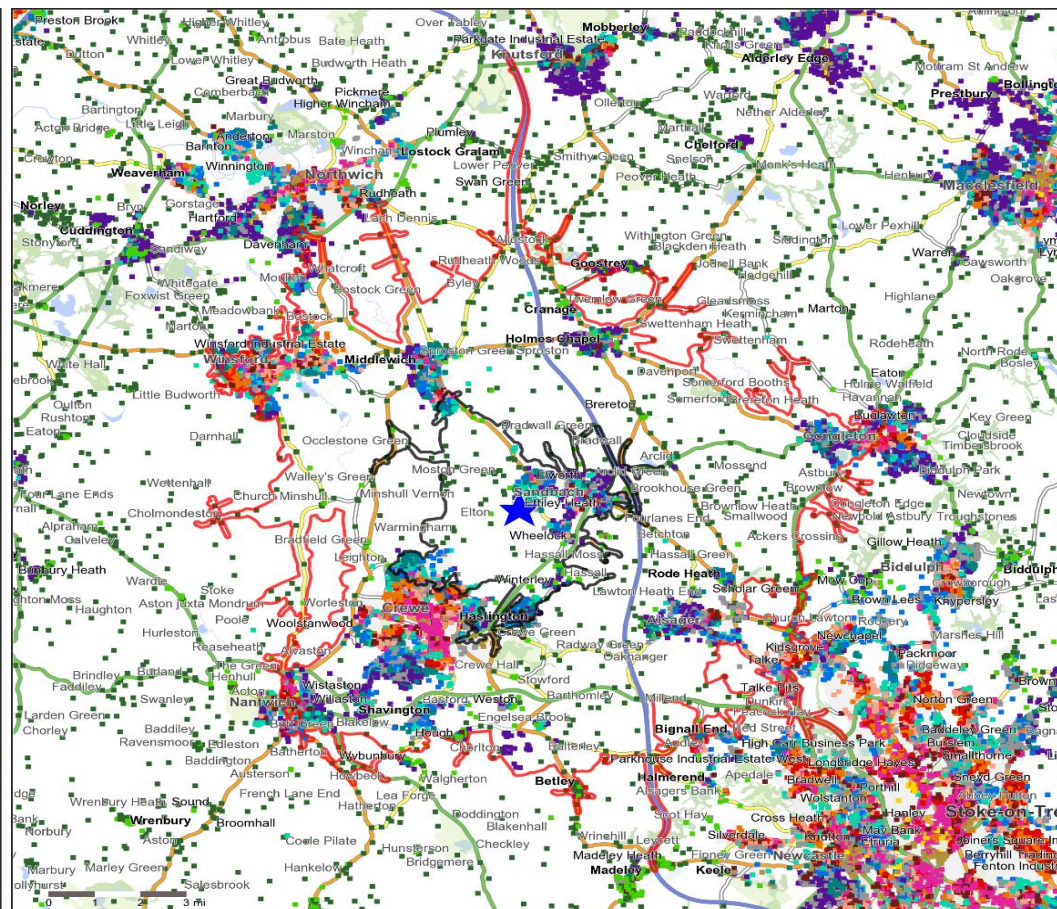
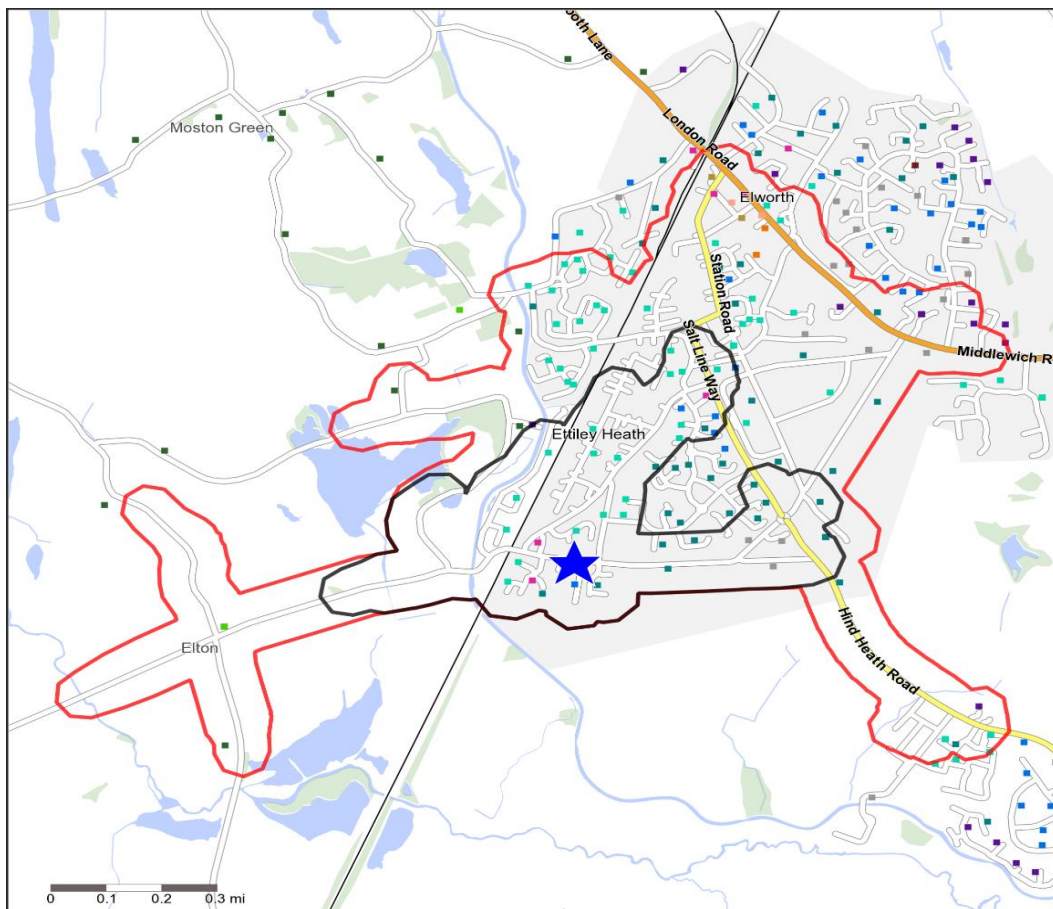
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	1,094	85.5	165	1	Premium Local	3,343	82.6	159	1	High Street Pub	119,294	68.0	131
2	Bit of Style	1,001	78.3	168	2	Bit of Style	2,700	66.7	143	2	Premium Local	100,208	57.1	123
3	High Street Pub	778	60.8	97	3	High Street Pub	2,439	60.3	96	3	Community Pub	87,695	50.0	79
4	Great Pub Great Food	580	45.3	351	4	Great Pub Great Food	1,846	45.6	353	4	Great Pub Great Food	73,589	41.9	324
5	Circuit Bar	448	35.0	87	5	Circuit Bar	1,363	33.7	83	5	Bit of Style	39,459	22.5	56
6	Community Pub	227	17.7	66	6	Community Pub	975	24.1	90	6	Circuit Bar	17,643	10.1	37
7	Craft Led	9	0.7	7	7	Craft Led	161	4.0	39	7	Craft Led	8,684	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	205	16.0	181	557	13.8	156	15,694	8.9	101
C1	206	16.1	131	587	14.5	118	19,516	11.1	91
C2	130	10.2	123	389	9.6	116	14,828	8.5	102
DE	108	8.4	82	315	7.8	76	18,330	10.4	101

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)	216	16.9	51	694	17.1	52	60,198	34.3	103
Medium (7-13)	835	65.3	197	2,421	59.8	180	68,293	38.9	117
High (14-19)	284	22.2	78	830	20.5	72	38,046	21.7	76

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	H Aspiring Homemakers	I Family Basics
	L Vintage Value	N Urban Cohesion
		E Senior Security
		J Transient Renters
		O Rental Hubs

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	4	56	863
B06	Diamond Days	0	8	125	1,139
B07	Alpha Families	0	8	694	4,124
B08	Bank of Mum and Dad	0	44	1,107	4,169
B09	Empty-Nest Adventure	0	54	1,404	9,306
C10	Wealthy Landowners	0	17	359	4,450
C11	Rural Vogue	0	1	264	1,457
C12	Scattered Homesteads	0	1	45	644
C13	Village Retirement	0	33	363	2,598
D14	Satellite Settlers	0	4	624	3,766
D15	Local Focus	0	0	35	536
D16	Outlying Seniors	0	0	93	881
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	222	1,845
E19	Bungalow Heaven	59	244	2,440	12,057
E20	Classic Grandparents	5	60	320	2,208
E21	Solo Retirees	0	1	246	2,564
F22	Boomerang Boarders	0	98	1,025	5,127
F23	Family Ties	0	7	881	2,164
F24	Fledgling Free	0	11	770	6,240
F25	Dependable Me	67	232	1,641	7,294
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	6	84	678
G28	Modern Parents	391	714	2,534	9,176
G29	Mid-Career Convention	161	634	2,474	9,920
H30	Primary Ambitions	0	41	298	1,229
H31	Affordable Fringe	27	167	1,784	6,647
H32	First-Rung Futures	7	115	1,375	5,846
H33	Contemporary Starts	439	1,100	2,345	5,725
H34	New Foundations	0	44	489	1,315
H35	Flying Solo	2	46	307	1,183

		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	36	59	209
I37	Budget Generations	0	0	156	2,244
I38	Economical Families	0	0	195	2,195
I39	Families on a Budget	0	0	97	6,562
J40	Value Rentals	0	0	366	3,722
J41	Youthful Endeavours	0	0	15	694
J42	Midlife Renters	119	211	1,108	4,678
J43	Renting Rooms	0	0	27	9,497
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	0	989
K48	Mature Workers	0	0	142	3,494
L49	Flatlet Seniors	0	0	67	1,007
L50	Pocket Pensions	0	2	502	2,622
L51	Retirement Communities	0	0	112	987
L52	Estate Veterans	0	0	230	1,847
L53	Seasoned Survivors	0	0	53	1,996
M54	Down-to-Earth Owners	0	0	400	3,978
M55	Back with the Folks	0	0	508	3,294
M56	Self Supporters	0	47	907	6,112
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	168
O61	Career Builders	0	0	23	210
O62	Central Pulse	0	0	0	138
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	57	146	1,436
O65	Learners & Earners	0	0	90	296
O66	Student Scene	0	0	20	21
U99	Unclassified	0	0	937	1,839
Total		1,277	4,047	30,634	175,470

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

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

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. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



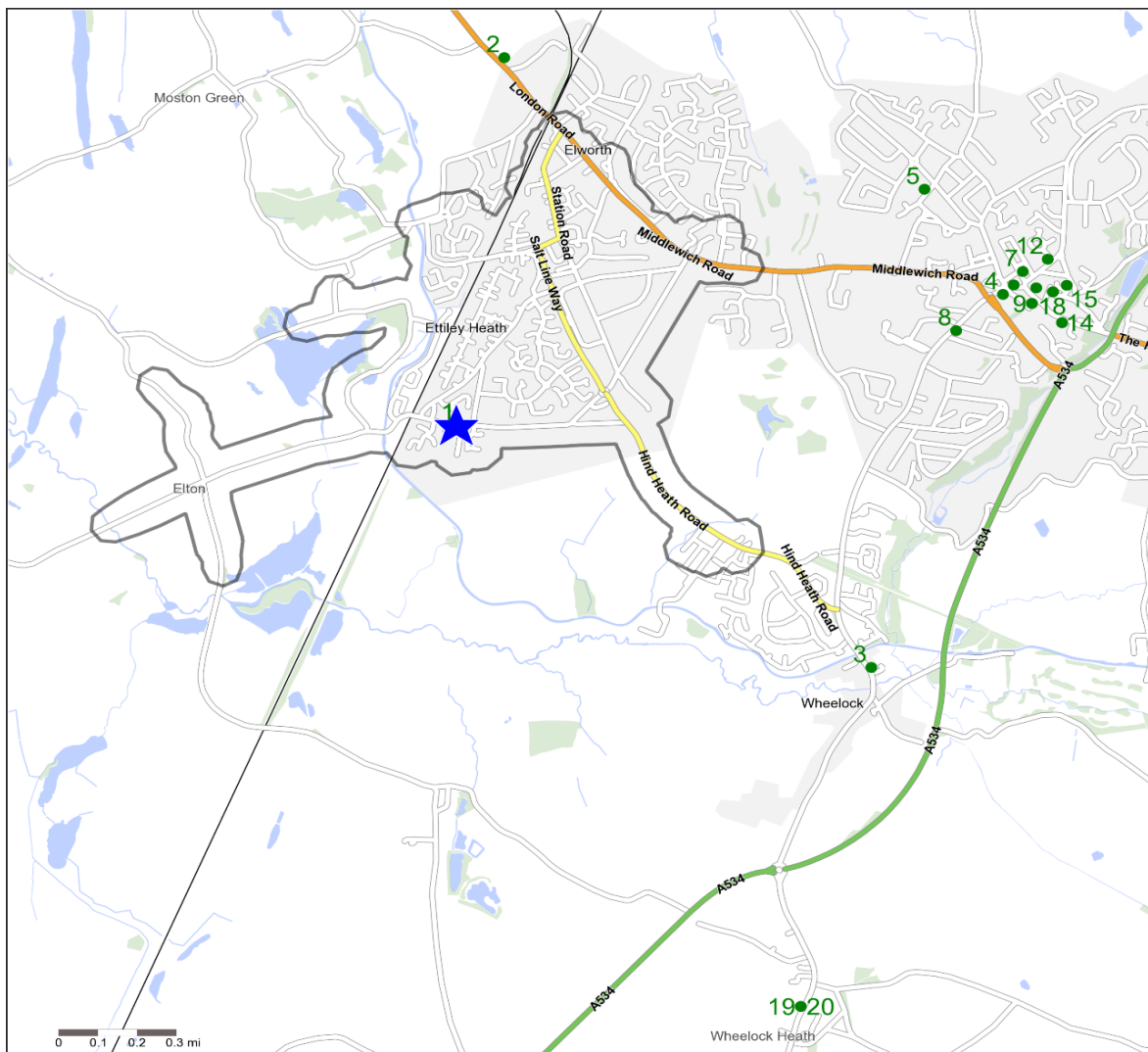
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	2,316	57.2	189	215	5.3	32	1,517	37.5	72			
Male: Alone	774	19.1	64	1,354	33.4	214	1,920	47.4	89			
Male: Group	774	19.1	84	1,103	27.2	104	2,171	53.6	108			
Male: Pair	542	13.4	51	439	10.8	71	3,066	75.7	132			
Mixed Sex: Group	531	13.1	57	2,950	72.9	228	567	14.0	32			
Mixed Sex: Pair	1,996	49.3	210	641	15.8	49	1,410	34.8	82			
With Children	1,358	33.5	116	1,824	45.1	268	866	21.4	40			
Unknown	1,562	38.6	117	1,507	37.2	208	979	24.2	50			
For Eating:												
Upmarket	2,194	54.2	177	1,019	25.2	121	835	20.6	44			
Midmarket	459	11.3	33	82	2.0	22	3,507	86.6	157			
Downmarket	673	16.6	75	3,130	77.3	222	245	6.1	15			
For Drinking (monthly spend):												
Nothing	454	11.2	37	1,985	49.0	208	1,608	39.7	89			
Low (less than £10)	1,862	46.0	154	796	19.7	84	1,391	34.4	76			
Medium (Between £10 and £40)	1,832	45.3	148	127	3.1	18	2,089	51.6	103			
High (Greater than £40)	959	23.7	92	903	22.3	109	2,185	54.0	103			

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	45,927	26.2	86	27,234	15.5	95	100,472	57.3	110	
Male: Alone	52,321	29.8	100	31,362	17.9	115	89,950	51.3	96	
Male: Group	37,020	21.1	92	56,988	32.5	124	79,624	45.4	91	
Male: Pair	31,486	17.9	69	36,818	21.0	138	105,329	60.0	105	
Mixed Sex: Group	36,737	20.9	92	60,685	34.6	108	76,211	43.4	99	
Mixed Sex: Pair	55,285	31.5	134	59,601	34.0	104	58,746	33.5	78	
With Children	55,353	31.5	109	33,924	19.3	115	84,355	48.1	91	
Unknown	53,530	30.5	93	20,335	11.6	65	99,768	56.9	119	
For Eating:										
Upmarket	43,972	25.1	82	37,278	21.2	102	92,383	52.6	111	
Midmarket	41,662	23.7	69	8,648	4.9	55	123,322	70.3	127	
Downmarket	47,867	27.3	123	79,311	45.2	130	46,454	26.5	64	
For Drinking (monthly spend):										
Nothing	40,178	22.9	76	66,321	37.8	160	67,134	38.3	85	
Low (less than £10)	60,035	34.2	115	45,022	25.7	109	68,576	39.1	86	
Medium (Between £10 and £40)	58,089	33.1	108	25,959	14.8	83	89,584	51.1	102	
High (Greater than £40)	37,606	21.4	83	41,041	23.4	114	94,985	54.1	104	

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Rookery Tavern, CW11 3NF	Star Pubs & Bars	0.0	0.1
2	Fox Inn, CW11 3BF	Star Pubs & Bars	23.8	4.9
3	Cheshire Cheese, CW11 3RL	Hydes Anvil	30.2	5.7
4	Wheatsheaf, CW11 1AG	Independent Free	32.9	6.3
5	Limes, CW11 1DB	Star Pubs & Bars	32.9	6.3
6	Swan & Chequers, CW11 1AE	Robinsons	34.4	6.3
7	Beer Emporium, CW11 1GT	Independent Free	34.4	6.6
8	Cricketers Arms, CW11 4NN	*Other Small Retail Groups	34.7	6.5
9	Lion, CW11 1AH	Amber Taverns	35.0	6.5
10	Mill Cafe, CW11 1AH	Independent Free	35.0	6.5
11	Dv8, CW11 1AX	Star Pubs & Bars	35.0	8.2
12	Military Arms, CW11 1HJ	Punch Pub Company	36.8	6.8
13	George Inn, CW11 1AL	Wetherspoon	37.7	8.0
14	Old Hall Hotel, CW11 1AL	Restaurant Group	37.7	8.0
15	Lower Chequers Inn, CW11 1FL	Joule's Brewery	38.3	7.3
16	Casa Mia, CW11 1AT	Independent Free	38.9	7.3
17	Crown, CW11 1AT	Robinsons	38.9	7.3
18	Market Tavern, CW11 1AT	Robinsons	38.9	7.3
19	Foresters Arms, CW11 4RF	Independent Free	50.1	7.6
20	Holly Bush, CW11 4RF	Independent Free	50.1	7.6