

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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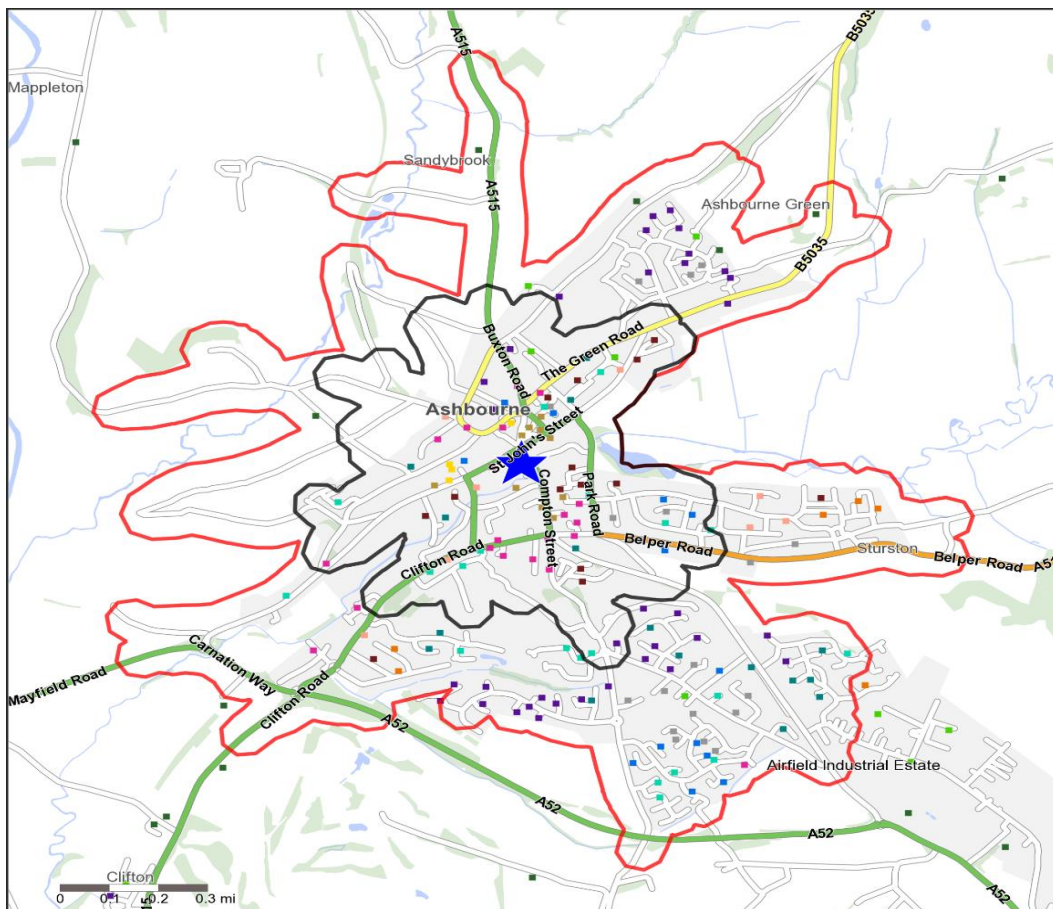
Number of Pubs	11	13	99
Catchment Adults 18+	2,587	6,737	37,008
Catchment Adults 18+ Per Pub	235	518	374
Populaton Projection 2018 to 2028 (% change)	3.49%	4.51%	2.93%

		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	2,284	88.3	170	1	High Street Pub	4,700	69.8	135	1	Premium Local	25,808	69.7	135
2	Community Pub	2,006	77.5	166	2	Community Pub	3,680	54.6	117	2	Great Pub Great Food	23,936	64.7	139
3	Premium Local	906	35.0	56	3	Premium Local	3,680	54.6	87	3	Community Pub	15,495	41.9	66
4	Great Pub Great Food	604	23.3	181	4	Great Pub Great Food	2,690	39.9	309	4	High Street Pub	10,207	27.6	213
5	Bit of Style	590	22.8	57	5	Bit of Style	1,478	21.9	54	5	Bit of Style	2,540	6.9	17
6	Circuit Bar	525	20.3	76	6	Circuit Bar	945	14.0	52	6	Circuit Bar	1,795	4.9	18
7	Craft Led	299	11.6	112	7	Craft Led	476	7.1	69	7	Craft Led	702	1.9	18

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	226	8.7	99	633	9.4	106	3,641	9.8	111
C1	225	8.7	71	596	8.8	72	3,341	9.0	74
C2	271	10.5	127	694	10.3	125	3,529	9.5	116
DE	306	11.8	115	693	10.3	100	2,672	7.2	70

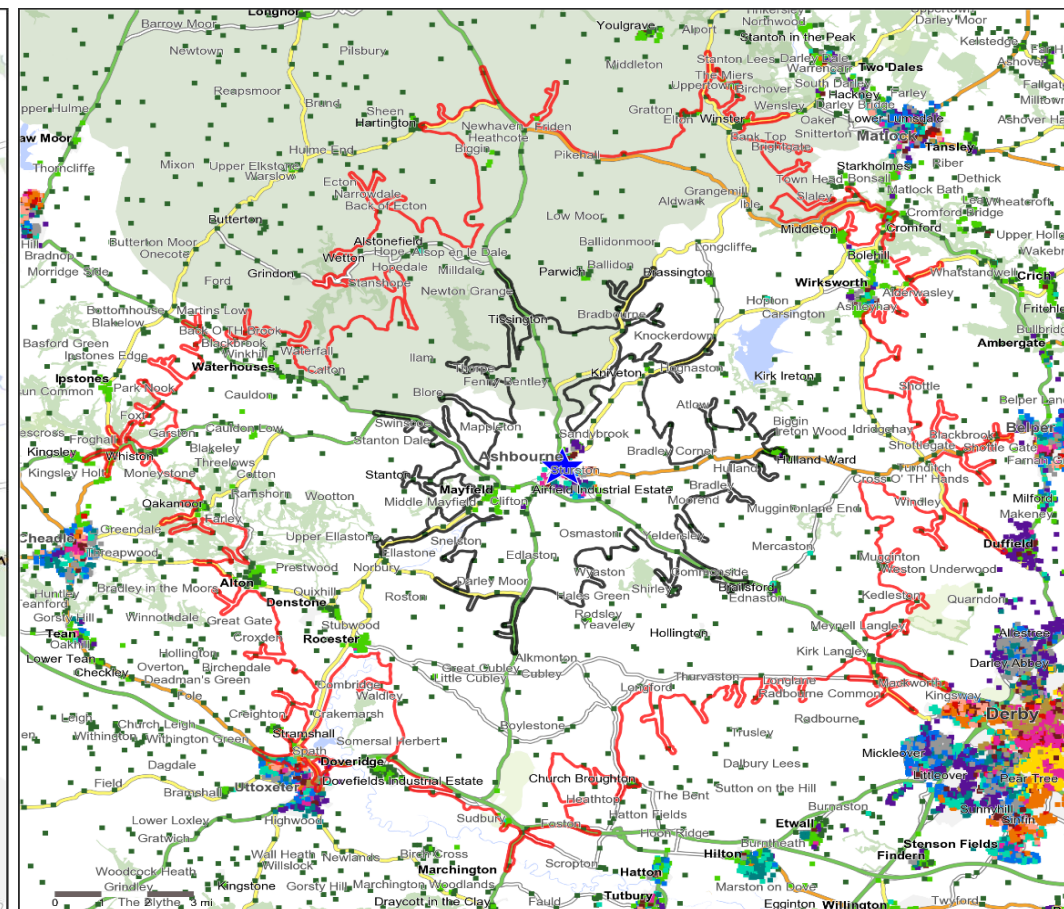
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	952	36.8	111	1,925	28.6	86	7,036	19.0	57
Medium (7-13)	1,003	38.8	117	2,490	37.0	111	11,551	31.2	94
High (14-19)	391	15.1	53	1,938	28.8	101	12,930	34.9	123

## 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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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

		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	0	0	0
B06	Diamond Days	57	57	57	58
B07	Alpha Families	18	440	488	515
B08	Bank of Mum and Dad	0	101	108	129
B09	Empty-Nest Adventure	35	518	525	617
C10	Wealthy Landowners	0	89	1,964	6,992
C11	Rural Vogue	0	0	347	1,656
C12	Scattered Homesteads	0	17	938	4,162
C13	Village Retirement	0	47	545	3,548
D14	Satellite Settlers	48	89	572	4,047
D15	Local Focus	0	12	320	2,646
D16	Outlying Seniors	11	62	419	2,922
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	133	133	143
E19	Bungalow Heaven	0	229	229	774
E20	Classic Grandparents	35	80	80	97
E21	Solo Retirees	58	58	58	69
F22	Boomerang Boarders	0	142	142	199
F23	Family Ties	0	69	69	103
F24	Fledgling Free	160	268	268	334
F25	Dependable Me	45	168	168	372
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	21	21	21	23
G28	Modern Parents	31	195	239	279
G29	Mid-Career Convention	202	496	496	759
H30	Primary Ambitions	0	10	10	10
H31	Affordable Fringe	32	67	67	465
H32	First-Rung Futures	243	404	404	526
H33	Contemporary Starts	0	217	279	533
H34	New Foundations	9	35	37	163
H35	Flying Solo	56	72	72	86

		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	18	260	329	351
I37	Budget Generations	0	118	118	214
I38	Economical Families	0	0	0	0
I39	Families on a Budget	0	49	49	248
J40	Value Rentals	28	28	65	160
J41	Youthful Endeavours	0	0	0	1
J42	Midlife Renters	673	773	782	836
J43	Renting Rooms	56	56	56	67
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	0	0	0	90
K48	Mature Workers	0	0	0	0
L49	Flatlet Seniors	80	80	80	100
L50	Pocket Pensions	169	234	234	435
L51	Retirement Communities	132	132	132	163
L52	Estate Veterans	0	187	187	260
L53	Seasoned Survivors	0	0	0	14
M54	Down-to-Earth Owners	4	97	97	175
M55	Back with the Folks	61	290	290	352
M56	Self Supporters	13	13	13	72
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	73	73	73	73
O61	Career Builders	0	0	0	0
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	217	217	217	395
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	34	34	768
<b>Total</b>		<b>2,585</b>	<b>6,737</b>	<b>11,811</b>	<b>37,001</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

### 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. 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. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

### 2. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

### 3. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



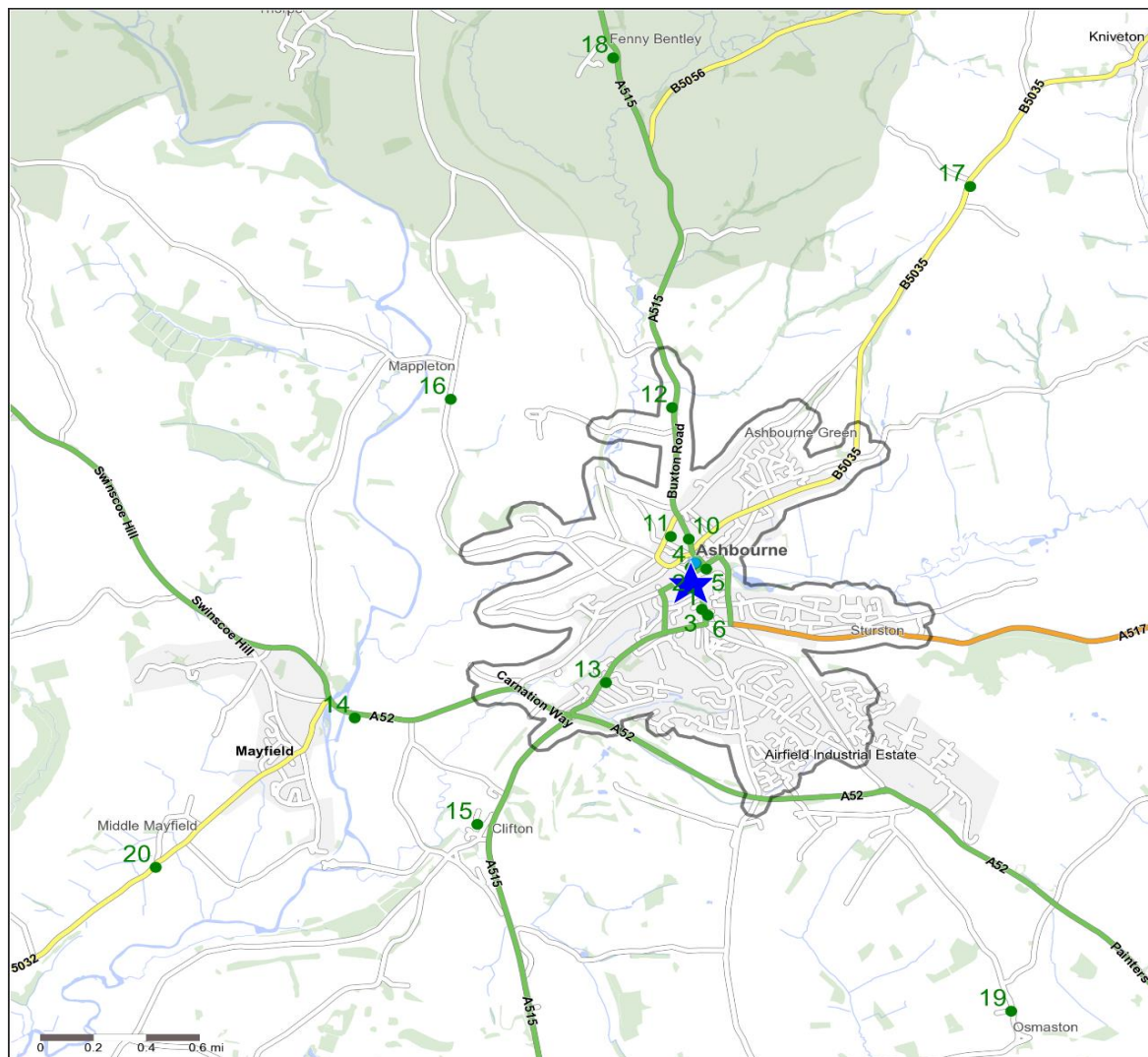
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

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	
Female: Alone, Pair or Group	2,150	31.9	105	1,041	15.5	94	3,511	52.1	100	
Male: Alone	2,578	38.3	129	789	11.7	75	3,336	49.5	93	
Male: Group	1,941	28.8	126	1,431	21.2	81	3,330	49.4	100	
Male: Pair	2,264	33.6	129	734	10.9	71	3,704	55.0	96	
Mixed Sex: Group	1,510	22.4	98	2,297	34.1	107	2,896	43.0	98	
Mixed Sex: Pair	2,637	39.1	167	1,665	24.7	76	2,400	35.6	83	
With Children	2,448	36.3	126	1,131	16.8	100	3,123	46.4	88	
Unknown	1,679	24.9	76	1,594	23.7	132	3,430	50.9	106	
<b>For Eating:</b>										
Upmarket	1,872	27.8	91	1,808	26.8	129	3,023	44.9	95	
Midmarket	1,878	27.9	81	381	5.7	63	4,444	66.0	119	
Downmarket	1,526	22.7	102	3,177	47.2	135	1,999	29.7	71	
<b>For Drinking (monthly spend):</b>										
Nothing	1,398	20.8	69	2,118	31.4	133	3,186	47.3	106	
Low (less than £10)	2,280	33.8	113	2,174	32.3	137	2,248	33.4	74	
Medium (Between £10 and £40)	2,216	32.9	108	1,176	17.5	98	3,311	49.1	98	
High (Greater than £40)	1,516	22.5	87	1,312	19.5	95	3,874	57.5	110	

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	3,321	9.0	30	8,306	22.4	137	24,607	66.5	128			
Male: Alone	6,871	18.6	62	1,558	4.2	27	27,804	75.1	141			
Male: Group	3,191	8.6	38	8,718	23.6	90	24,324	65.7	132			
Male: Pair	3,470	9.4	36	1,283	3.5	23	31,481	85.1	148			
Mixed Sex: Group	2,537	6.9	30	16,781	45.3	142	16,916	45.7	104			
Mixed Sex: Pair	7,874	21.3	91	13,510	36.5	112	14,849	40.1	94			
With Children	3,609	9.8	34	4,827	13.0	78	27,797	75.1	142			
Unknown	9,442	25.5	78	2,326	6.3	35	24,466	66.1	138			
<b>For Eating:</b>												
Upmarket	3,318	9.0	29	2,486	6.7	32	30,430	82.2	174			
Midmarket	2,627	7.1	21	687	1.9	21	32,919	89.0	161			
Downmarket	2,716	7.3	33	10,691	28.9	83	22,827	61.7	148			
<b>For Drinking (monthly spend):</b>												
Nothing	11,988	32.4	107	5,606	15.1	64	18,640	50.4	112			
Low (less than £10)	11,064	29.9	100	14,508	39.2	167	10,661	28.8	64			
Medium (Between £10 and £40)	3,355	9.1	30	16,121	43.6	244	16,758	45.3	90			
High (Greater than £40)	1,976	5.3	21	9,201	24.9	121	25,057	67.7	129			

## 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	Bridge, DE 6 1GF	Marston's	0.0	0.1
2	Coach & Horses, DE 6 1GF	Star Pubs & Bars	0.0	0.1
3	Wheel Inn, DE 6 1BX	Ei Group	2.7	0.6
4	Horns, DE 6 1GG	Marston's	2.7	0.7
5	Smiths Tavern, DE 6 1GH	Marston's	3.0	0.5
6	Jam's Coffee Shop, DE 6 1DA	Independent Free	3.0	0.6
7	George & Dragon, DE 6 1EU	Star Pubs & Bars	3.0	0.7
8	White Swan, DE 6 1EU	Unknown	3.0	0.7
9	Ye Olde Vaults, DE 6 1EU	Ei Group	3.0	0.7
10	Whites, DE 6 1EX	Independent Free	4.5	0.9
11	Bowling Green Inn, DE 6 1EZ	Independent Free	6.9	1.8
12	Coach House Restaurant, DE 6 2AQ	Independent Free	16.0	2.1
13	Stepping Stones, DE 6 1DT	Marston's	17.8	2.0
14	Royal Oak, DE 6 2BN	Independent Free	29.3	3.6
15	Cock Inn, DE 6 2GJ	Ei Group	31.1	4.1
16	Okeover Arms, DE 6 2AB	Independent Free	32.9	5.3
17	Ketch, DE 6 1JF	Independent Free	41.9	4.5
18	Coach & Horses, DE 6 1LB	Independent Free	45.0	4.7
19	Shoulder Of Mutton, DE 6 1LW	Independent Free	46.5	5.8
20	Rose & Crown, DE 6 2JT	Independent Free	50.1	6.6