

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	2	201
Catchment Adults 18+	1,654	3,379	175,596
Catchment Adults 18+ Per Pub	1,654	1,690	874
Populaton Projection 2018 to 2028 (% change)	1.86%	1.31%	4.16%

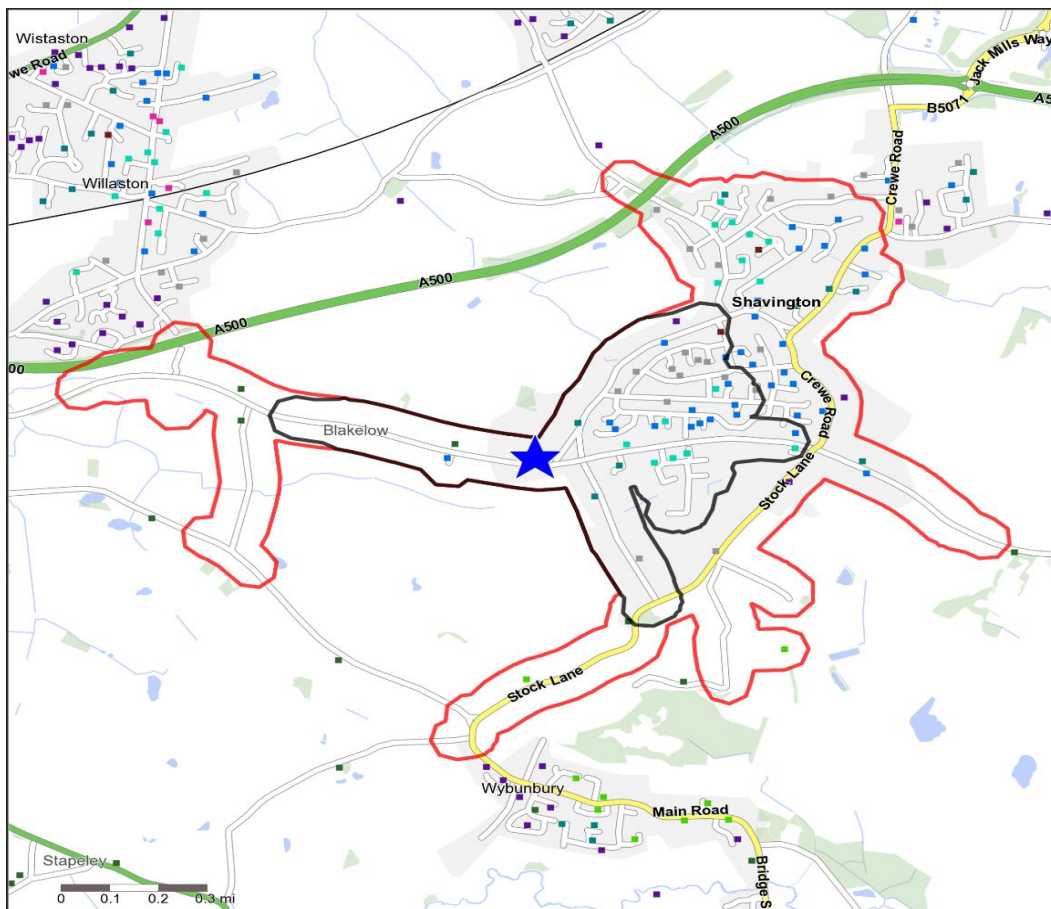
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	1,200	72.6	140	1	Premium Local	2,412	71.4	138	1	High Street Pub	121,585	69.2	134
2	High Street Pub	993	60.0	129	2	High Street Pub	2,039	60.3	129	2	Community Pub	99,133	56.5	121
3	Great Pub Great Food	788	47.6	76	3	Great Pub Great Food	1,536	45.5	72	3	Premium Local	91,185	51.9	82
4	Community Pub	391	23.6	183	4	Community Pub	962	28.5	220	4	Great Pub Great Food	68,509	39.0	302
5	Bit of Style	350	21.2	52	5	Bit of Style	878	26.0	64	5	Bit of Style	33,061	18.8	47
6	Circuit Bar	176	10.6	40	6	Circuit Bar	526	15.6	58	6	Circuit Bar	15,329	8.7	33
7	Craft Led	108	6.5	63	7	Craft Led	438	13.0	126	7	Craft Led	9,729	5.5	54

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	123	7.4	84	263	7.8	88	14,775	8.4	95
C1	167	10.1	82	332	9.8	80	19,186	10.9	89
C2	164	9.9	120	302	8.9	108	15,306	8.7	106
DE	97	5.9	57	216	6.4	62	19,191	10.9	106

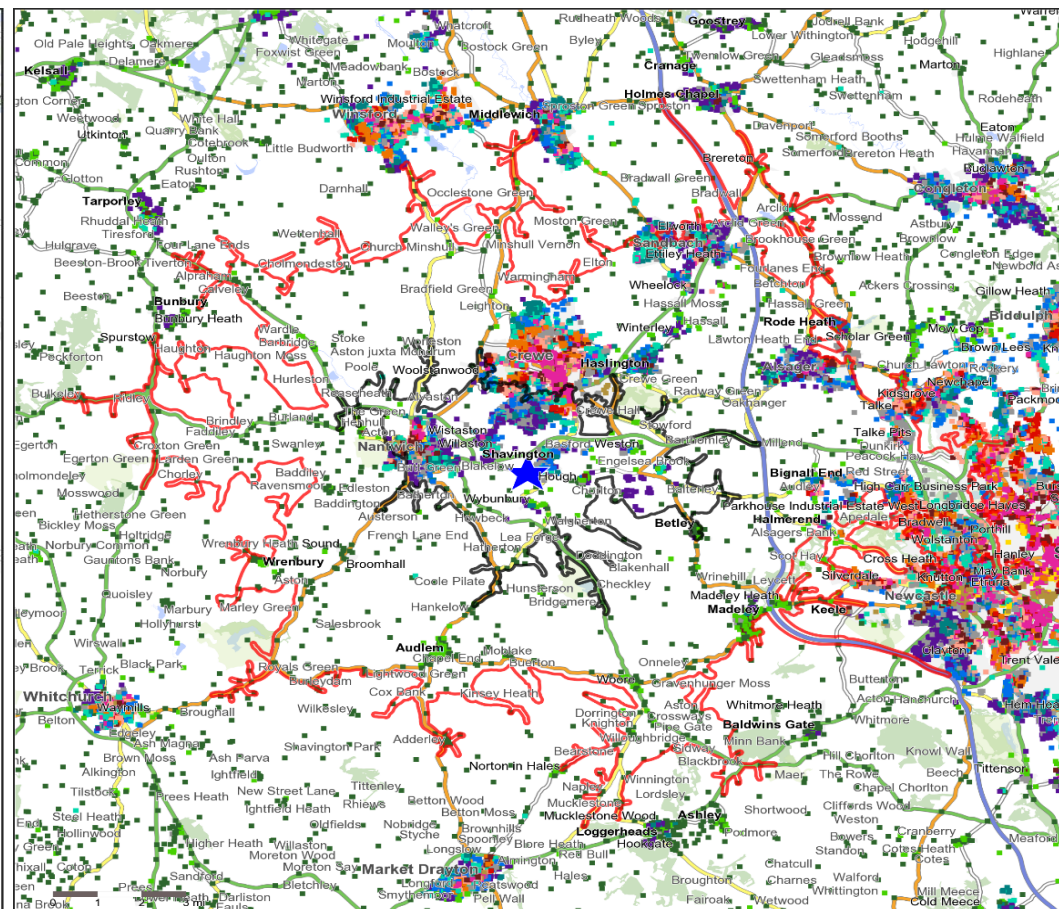
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	234	14.1	43	515	15.2	46	69,436	39.5	119
Medium (7-13)	938	56.7	171	1,966	58.2	175	62,139	35.4	107
High (14-19)	262	15.8	56	556	16.5	58	32,941	18.8	66

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

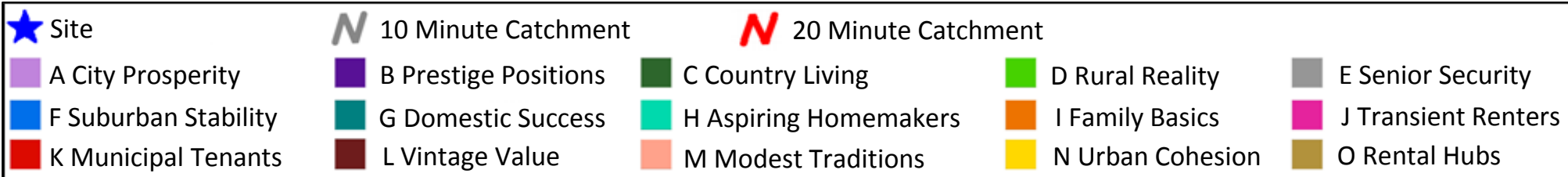
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	584	671
B06	Diamond Days	0	2	501	821
B07	Alpha Families	22	34	1,198	2,333
B08	Bank of Mum and Dad	0	16	1,261	3,293
B09	Empty-Nest Adventure	41	166	3,081	6,354
C10	Wealthy Landowners	34	48	1,020	6,198
C11	Rural Vogue	0	0	187	2,939
C12	Scattered Homesteads	0	0	45	1,503
C13	Village Retirement	59	72	911	4,154
D14	Satellite Settlers	5	12	1,035	4,932
D15	Local Focus	0	0	35	1,385
D16	Outlying Seniors	0	0	257	1,886
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	13	1,035	1,669
E19	Bungalow Heaven	432	823	3,071	10,772
E20	Classic Grandparents	0	0	719	3,038
E21	Solo Retirees	20	23	1,126	3,044
F22	Boomerang Boarders	32	184	1,548	4,195
F23	Family Ties	0	10	172	1,644
F24	Fledgling Free	395	611	1,172	4,997
F25	Dependable Me	236	418	1,810	5,589
G26	Cafés and Catchments	0	0	21	21
G27	Thriving Independence	0	2	604	887
G28	Modern Parents	0	18	3,050	7,962
G29	Mid-Career Convention	174	332	1,638	5,687
H30	Primary Ambitions	0	0	435	1,715
H31	Affordable Fringe	26	27	1,019	7,339
H32	First-Rung Futures	108	359	1,365	6,084
H33	Contemporary Starts	0	0	911	3,552
H34	New Foundations	68	88	379	1,149
H35	Flying Solo	0	79	438	996

		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	0	136	318
I37	Budget Generations	0	0	80	3,375
I38	Economical Families	0	0	232	3,354
I39	Families on a Budget	0	0	585	6,411
J40	Value Rentals	0	0	212	3,654
J41	Youthful Endeavours	0	0	33	731
J42	Midlife Renters	0	0	1,552	4,598
J43	Renting Rooms	0	0	1,424	10,356
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	338	1,294
K48	Mature Workers	0	0	621	6,022
L49	Flatlet Seniors	0	0	320	1,264
L50	Pocket Pensions	1	43	539	2,747
L51	Retirement Communities	0	0	526	925
L52	Estate Veterans	0	0	616	3,094
L53	Seasoned Survivors	0	0	199	2,202
M54	Down-to-Earth Owners	0	0	658	4,302
M55	Back with the Folks	0	0	545	3,639
M56	Self Supporters	0	0	412	6,161
N57	Community Elders	0	0	0	2
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	3
N60	Ageing Access	0	0	129	199
O61	Career Builders	0	0	744	840
O62	Central Pulse	0	0	0	138
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	0	401	1,008
O65	Learners & Earners	0	0	16	356
O66	Student Scene	0	0	0	21
U99	Unclassified	0	0	573	1,689
Total		1,653	3,380	41,519	175,596

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. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

3. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

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. 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

3. G28 Modern Parents

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



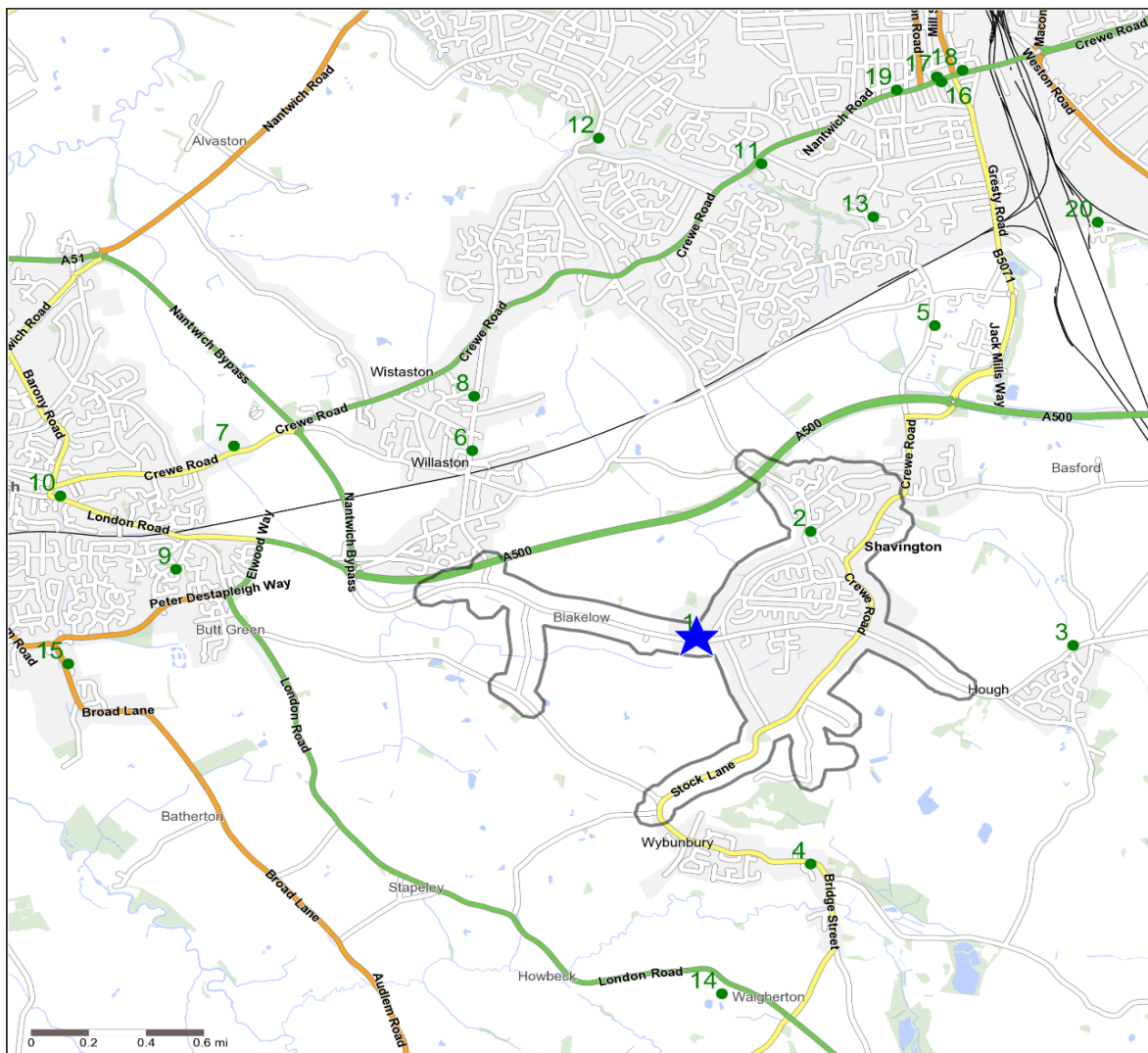
- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

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	316	9.4	31	73	2.2	13	2,990	88.5	170	
Male: Alone	682	20.2	68	352	10.4	67	2,346	69.4	130	
Male: Group	682	20.2	88	1,243	36.8	140	1,455	43.1	87	
Male: Pair	264	7.8	30	888	26.3	172	2,228	65.9	115	
Mixed Sex: Group	141	4.2	18	1,520	45.0	141	1,719	50.9	116	
Mixed Sex: Pair	599	17.7	76	1,479	43.8	135	1,301	38.5	90	
With Children	493	14.6	50	334	9.9	59	2,552	75.5	143	
Unknown	400	11.8	36	182	5.4	30	2,798	82.8	173	
For Eating:										
Upmarket	648	19.2	63	142	4.2	20	2,590	76.6	162	
Midmarket	210	6.2	18	79	2.3	26	3,091	91.5	165	
Downmarket	1,249	37.0	166	1,434	42.4	122	696	20.6	50	
For Drinking (monthly spend):										
Nothing	237	7.0	23	1,800	53.3	225	1,343	39.7	89	
Low (less than £10)	827	24.5	82	1,864	55.2	235	689	20.4	45	
Medium (Between £10 and £40)	755	22.3	73	765	22.6	127	1,860	55.0	110	
High (Greater than £40)	394	11.7	45	1,021	30.2	147	1,964	58.1	111	

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	41,854	23.8	79	30,879	17.6	107	101,174	57.6	111	
Male: Alone	53,425	30.4	102	26,840	15.3	98	93,642	53.3	100	
Male: Group	38,139	21.7	95	56,259	32.0	122	79,509	45.3	91	
Male: Pair	32,526	18.5	71	37,941	21.6	142	103,440	58.9	103	
Mixed Sex: Group	38,941	22.2	97	56,760	32.3	101	78,206	44.5	101	
Mixed Sex: Pair	51,224	29.2	124	61,149	34.8	107	61,535	35.0	82	
With Children	58,455	33.3	115	27,990	15.9	95	87,462	49.8	94	
Unknown	53,809	30.6	93	17,608	10.0	56	102,490	58.4	122	
For Eating:										
Upmarket	38,020	21.7	71	36,638	20.9	100	99,249	56.5	120	
Midmarket	43,789	24.9	73	8,457	4.8	53	121,662	69.3	125	
Downmarket	50,593	28.8	130	68,945	39.3	113	54,369	31.0	74	
For Drinking (monthly spend):										
Nothing	48,502	27.6	91	56,091	31.9	135	69,313	39.5	88	
Low (less than £10)	54,939	31.3	105	46,439	26.4	113	72,530	41.3	91	
Medium (Between £10 and £40)	50,446	28.7	94	28,774	16.4	92	94,687	53.9	107	
High (Greater than £40)	33,813	19.3	74	41,288	23.5	115	98,805	56.3	108	

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	Elephant, CW 2 5DZ	Star Pubs & Bars	0.0	0.2
2	Vine Inn, CW 2 5DT	New River Retail	12.4	2.8
3	White Hart Inn, CW 2 5JS	Punch Pub Company	28.4	3.3
4	Swan Inn, CW 5 7NA	Robinsons	31.4	5.4
5	Cheshire Cheese, CW 2 5AF	Greene King	32.9	5.7
6	Lamb Hotel, CW 5 6PX	Punch Pub Company	40.7	6.3
7	Peacock, CW 5 6NE	Mitchells & Butlers	43.2	4.8
8	Nags Head Inn, CW 5 6QP	Punch Pub Company	45.0	6.7
9	Cronkinsons Farm, CW 5 7GZ	Marston's	46.5	5.3
10	Leopard, CW 5 6LJ	Joule's Brewery	47.1	5.8
11	Ye Olde Manor, CW 2 6PB	Mitchells & Butlers	48.9	8.6
12	Woodside, CW 2 8JU	Greene King	49.8	8.5
13	Raven, CW 2 6NA	Independent Free	50.4	9.1
14	Boars Head, CW 5 7LA	Paragon Pub Group Ltd	51.0	6.3
15	Globe Inn, CW 5 7EA	Independent Free	52.8	6.0
16	British Lion, CW 2 6AL	*Other Small Retail Groups	57.6	9.9
17	Brunswick Hotel, CW 2 6AW	Greene King	57.9	10.0
18	Cheshire Inn, CW 2 6AF	Hawthorn Leisure	59.1	9.8
19	Beerdock, CW 2 6DF	Independent Free	59.5	10.2
20	Rookery Wood Farm, CW 1 6NE	Greene King	78.5	9.7