

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	7	31	375
Catchment Adults 18+	4,462	15,140	340,572
Catchment Adults 18+ Per Pub	637	488	908
Populaton Projection 2018 to 2028 (% change)	4.04%	3.22%	3.20%

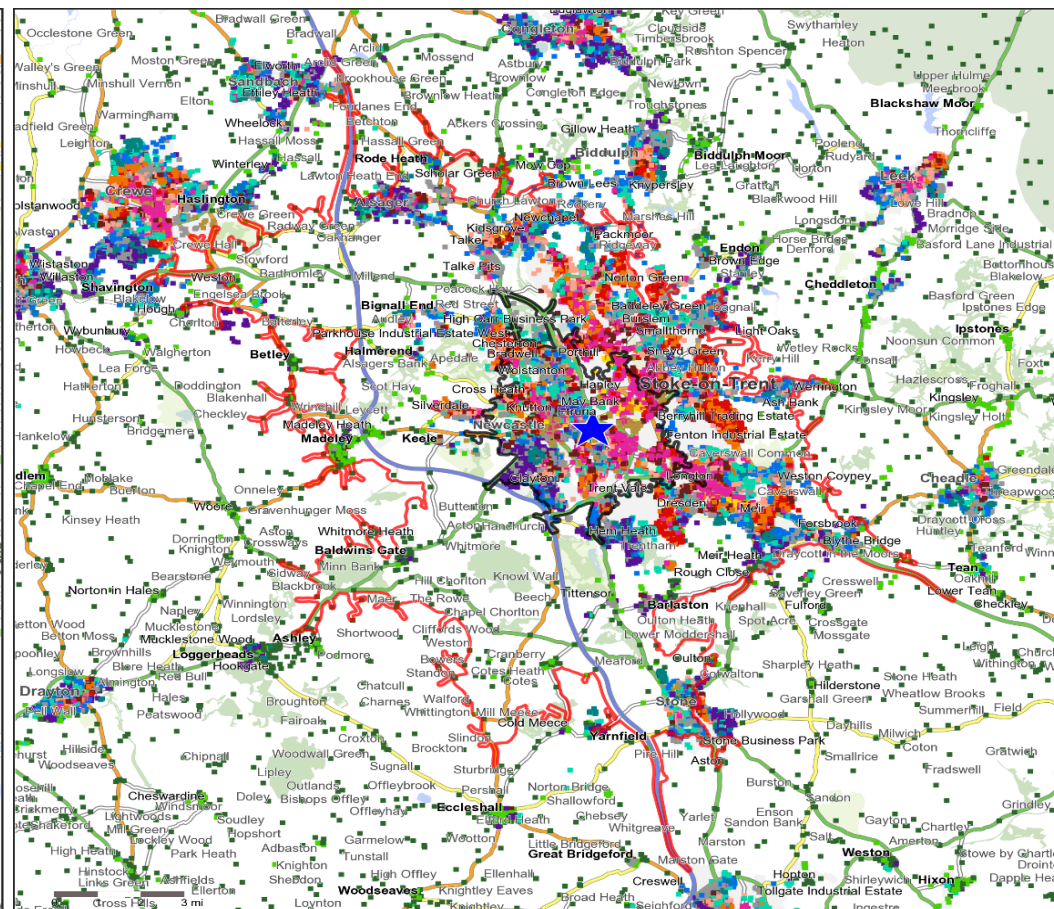
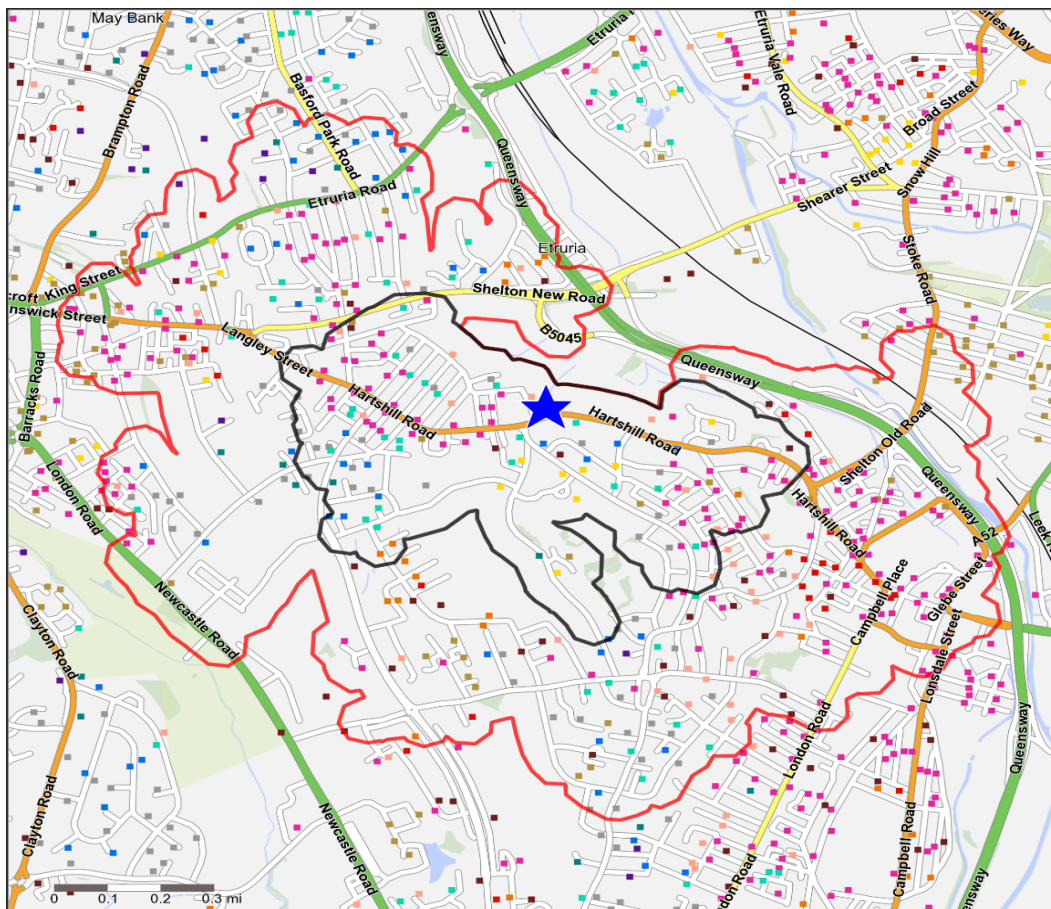
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	4,416	99.0	191	1	High Street Pub	14,478	95.6	185	1	High Street Pub	276,522	81.2	157
2	Community Pub	4,182	93.7	201	2	Community Pub	12,949	85.5	183	2	Community Pub	238,486	70.0	150
3	Premium Local	1,147	25.7	41	3	Premium Local	3,849	25.4	40	3	Premium Local	127,945	37.6	60
4	Bit of Style	686	15.4	119	4	Circuit Bar	3,291	21.7	168	4	Great Pub Great Food	86,815	25.5	197
5	Circuit Bar	626	14.0	35	5	Bit of Style	2,643	17.5	43	5	Bit of Style	56,496	16.6	41
6	Craft Led	546	12.2	46	6	Craft Led	2,286	15.1	56	6	Circuit Bar	30,657	9.0	34
7	Great Pub Great Food	475	10.6	103	7	Great Pub Great Food	1,378	9.1	88	7	Craft Led	21,278	6.2	61

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	392	8.8	99	1,197	7.9	89	20,041	5.9	67
C1	743	16.7	136	2,411	15.9	130	37,479	11.0	90
C2	359	8.0	97	1,185	7.8	95	32,304	9.5	115
DE	476	10.7	104	1,919	12.7	123	46,646	13.7	133

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)	2,259	50.6	153	8,169	54.0	163	186,591	54.8	165
Medium (7-13)	1,683	37.7	114	4,350	28.7	87	107,031	31.4	95
High (14-19)	163	3.7	13	646	4.3	15	27,521	8.1	28

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
	M Modest Traditions	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	0	34	280
B06	Diamond Days		0	6	766	1,378
B07	Alpha Families		0	5	369	1,828
B08	Bank of Mum and Dad		7	68	601	2,223
B09	Empty-Nest Adventure		0	36	1,921	6,886
C10	Wealthy Landowners		0	0	16	2,601
C11	Rural Vogue		0	0	6	1,227
C12	Scattered Homesteads		0	0	0	622
C13	Village Retirement		0	0	0	2,755
D14	Satellite Settlers		0	0	7	3,894
D15	Local Focus		0	0	0	1,410
D16	Outlying Seniors		0	0	0	1,681
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		43	100	1,280	2,079
E19	Bungalow Heaven		0	108	2,033	19,681
E20	Classic Grandparents		142	763	4,205	9,883
E21	Solo Retirees		280	525	3,137	6,148
F22	Boomerang Boarders		78	414	2,064	6,521
F23	Family Ties		0	24	566	2,032
F24	Fledgling Free		12	12	676	15,128
F25	Dependable Me		193	519	2,622	8,435
G26	Cafés and Catchments		0	39	97	97
G27	Thriving Independence		45	152	799	1,196
G28	Modern Parents		0	0	19	6,631
G29	Mid-Career Convention		0	19	1,388	7,579
H30	Primary Ambitions		106	257	1,605	3,296
H31	Affordable Fringe		118	175	3,667	20,087
H32	First-Rung Futures		424	797	3,048	10,524
H33	Contemporary Starts		0	0	436	3,500
H34	New Foundations		0	225	408	1,360
H35	Flying Solo		10	28	326	1,202

			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	72	557
I37	Budget Generations		12	120	1,485	4,849
I38	Economical Families		74	242	2,836	9,605
I39	Families on a Budget		2	162	3,092	17,795
J40	Value Rentals		2	67	4,563	15,845
J41	Youthful Endeavours		10	368	1,166	2,225
J42	Midlife Renters		1,374	2,844	5,648	7,106
J43	Renting Rooms		537	2,422	11,932	22,253
K44	Inner City Stalwarts		0	0	0	0
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	225	625	1,201
K47	Single Essentials		13	401	1,790	4,286
K48	Mature Workers		2	50	3,451	26,956
L49	Flatlet Seniors		29	119	2,212	4,636
L50	Pocket Pensions		28	118	1,703	6,239
L51	Retirement Communities		0	37	565	1,033
L52	Estate Veterans		39	163	1,913	4,958
L53	Seasoned Survivors		62	303	3,612	10,312
M54	Down-to-Earth Owners		22	147	2,349	11,877
M55	Back with the Folks		61	347	2,963	8,806
M56	Self Supporters		274	786	4,370	10,933
N57	Community Elders		0	13	28	52
N58	Culture & Comfort		0	0	34	52
N59	Large Family Living		0	0	1,423	3,269
N60	Ageing Access		229	313	372	393
O61	Career Builders		67	96	294	508
O62	Central Pulse		0	0	113	113
O63	Flexible Workforce		0	0	89	89
O64	Bus-Route Renters		137	509	2,090	2,801
O65	Learners & Earners		32	759	3,181	3,313
O66	Student Scene		0	204	1,236	1,243
U99	Unclassified		0	54	1,835	5,104
Total			4,464	15,141	99,138	340,573

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. 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. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

Top 3 Mosaic Types in a 20 Minute Drivetime

1. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



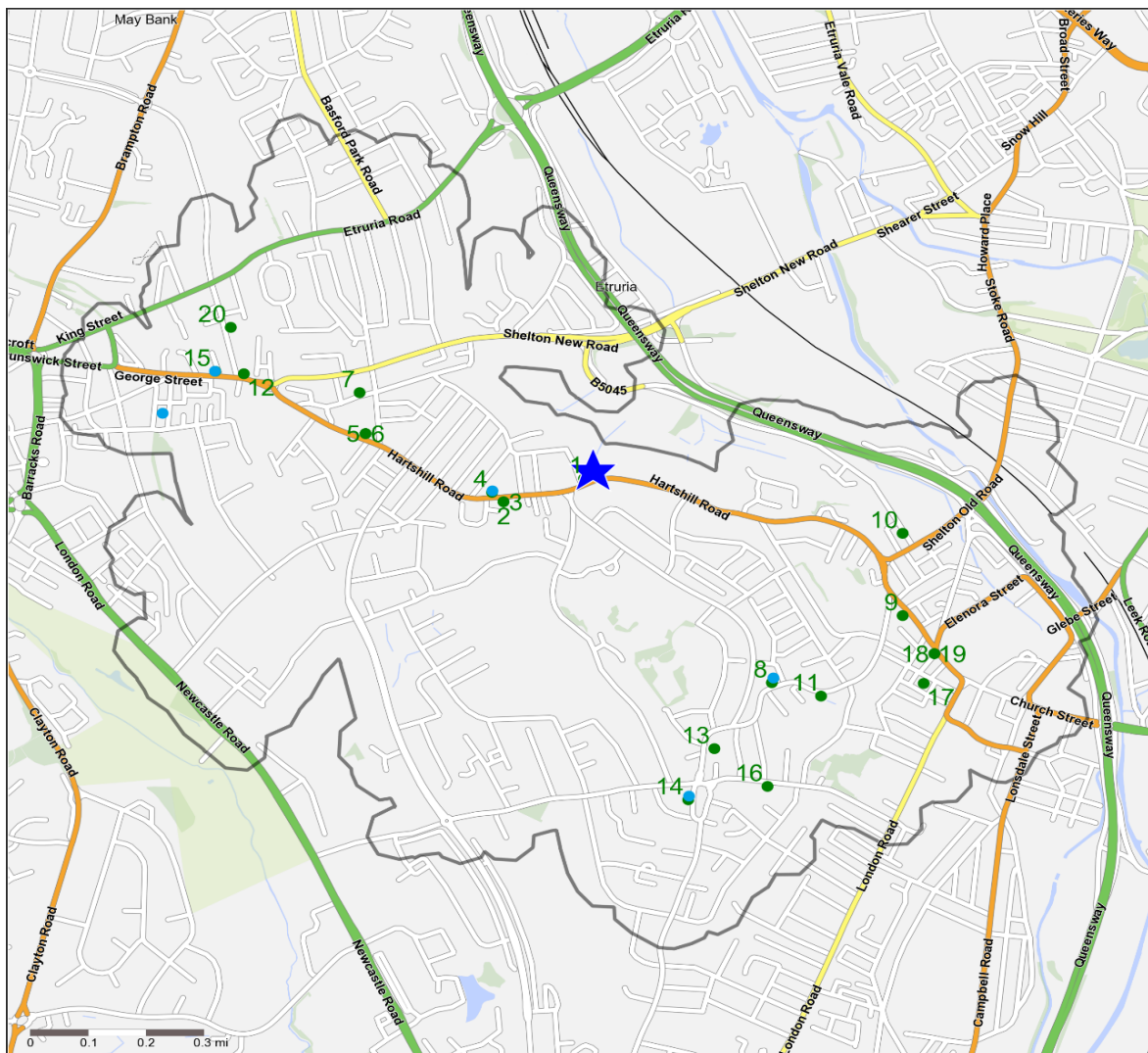
- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

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	6,899	45.6	151	2,817	18.6	114	5,370	35.5	68			
Male: Alone	8,866	58.6	197	1,326	8.8	56	4,894	32.3	61			
Male: Group	5,243	34.6	151	6,519	43.1	164	3,323	21.9	44			
Male: Pair	6,449	42.6	163	5,830	38.5	253	2,806	18.5	32			
Mixed Sex: Group	8,912	58.9	257	1,439	9.5	30	4,735	31.3	71			
Mixed Sex: Pair	6,246	41.3	176	5,452	36.0	111	3,387	22.4	52			
With Children	8,623	57.0	197	1,040	6.9	41	5,423	35.8	68			
Unknown	3,633	24.0	73	4,720	31.2	174	6,733	44.5	93			
For Eating:												
Upmarket	3,371	22.3	73	6,738	44.5	214	4,976	32.9	70			
Midmarket	9,363	61.8	180	558	3.7	41	5,165	34.1	62			
Downmarket	4,541	30.0	135	5,859	38.7	111	4,685	30.9	74			
For Drinking (monthly spend):												
Nothing	3,333	22.0	73	3,279	21.7	92	8,474	56.0	125			
Low (less than £10)	2,593	17.1	57	5,140	33.9	145	7,353	48.6	107			
Medium (Between £10 and £40)	3,353	22.1	72	1,235	8.2	46	10,498	69.3	138			
High (Greater than £40)	2,697	17.8	69	1,325	8.8	43	11,064	73.1	140			

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	80,364	23.6	78	55,386	16.3	99	199,717	58.6	113	
Male: Alone	115,419	33.9	114	56,284	16.5	106	163,763	48.1	90	
Male: Group	90,265	26.5	116	110,789	32.5	124	134,412	39.5	80	
Male: Pair	76,882	22.6	87	79,622	23.4	153	178,963	52.5	92	
Mixed Sex: Group	85,231	25.0	109	84,078	24.7	77	166,158	48.8	111	
Mixed Sex: Pair	87,081	25.6	109	118,788	34.9	107	129,597	38.1	89	
With Children	122,451	36.0	124	59,086	17.3	103	153,931	45.2	85	
Unknown	108,366	31.8	97	30,881	9.1	51	196,220	57.6	120	
For Eating:										
Upmarket	71,973	21.1	69	72,944	21.4	103	190,550	55.9	118	
Midmarket	99,953	29.3	85	21,779	6.4	71	213,735	62.8	113	
Downmarket	134,832	39.6	178	126,247	37.1	106	74,389	21.8	53	
For Drinking (monthly spend):										
Nothing	115,134	33.8	112	92,818	27.3	115	127,515	37.4	84	
Low (less than £10)	84,089	24.7	83	86,714	25.5	108	164,664	48.3	107	
Medium (Between £10 and £40)	84,419	24.8	81	49,014	14.4	81	202,034	59.3	118	
High (Greater than £40)	46,958	13.8	53	99,539	29.2	142	188,970	55.5	106	

Competitor Map



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★ Site
 ● Star Pubs
 ● Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Jolly Potters, ST 4 7NH	Star Pubs & Bars	0.0	0.6
2	Bombay Club, ST 4 7NR	Independent Free	3.3	0.9
3	Robin Hood, ST 4 7NR	Marston's	3.3	0.9
4	Noahs Ark, ST 4 7NX	Star Pubs & Bars	3.6	1.0
5	Cafe Artisan, ST 4 6AF	Independent Free	8.5	2.1
6	Old House At Home, ST 4 6AF	Independent Free	8.5	2.1
7	Red Lion, ST 4 6ES	Ei Group	10.0	2.4
8	White Lion, ST 4 7HL	Star Pubs & Bars	11.8	2.3
9	Grays Corner, ST 4 7QT	Thwaites	12.4	2.6
10	Stoked, ST 4 7DH	Independent Free	12.4	2.7
11	Beehive Inn, ST 4 7HU	Independent Free	12.7	2.5
12	Greyhound, ST 5 1JT	Everards	13.3	2.8
13	Marquis Of Granby, ST 4 7LA	Marston's	13.6	2.6
14	Greyhound Inn, ST 4 5DW	Star Pubs & Bars	13.9	3.4
15	Museum Inn, ST 5 1JU	Star Pubs & Bars	15.1	3.1
16	Terrace Inn, ST 4 5DG	Ei Group	15.1	3.2
17	Staff Of Life, ST 4 1NL	*Other Small Retail Groups	15.4	3.5
18	Georgia Browns, ST 4 1DB	*Other Small Retail Groups	16.0	3.4
19	Liquor Vaults, ST 4 1DB	Amber Taverns	16.0	3.4
20	New Albert, ST 5 1JR	Independent Free	16.0	3.4