

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	4	351
Catchment Adults 18+	2,829	8,578	340,063
Catchment Adults 18+ Per Pub	1,415	2,145	969
Populaton Projection 2018 to 2028 (% change)	0.64%	1.63%	2.91%

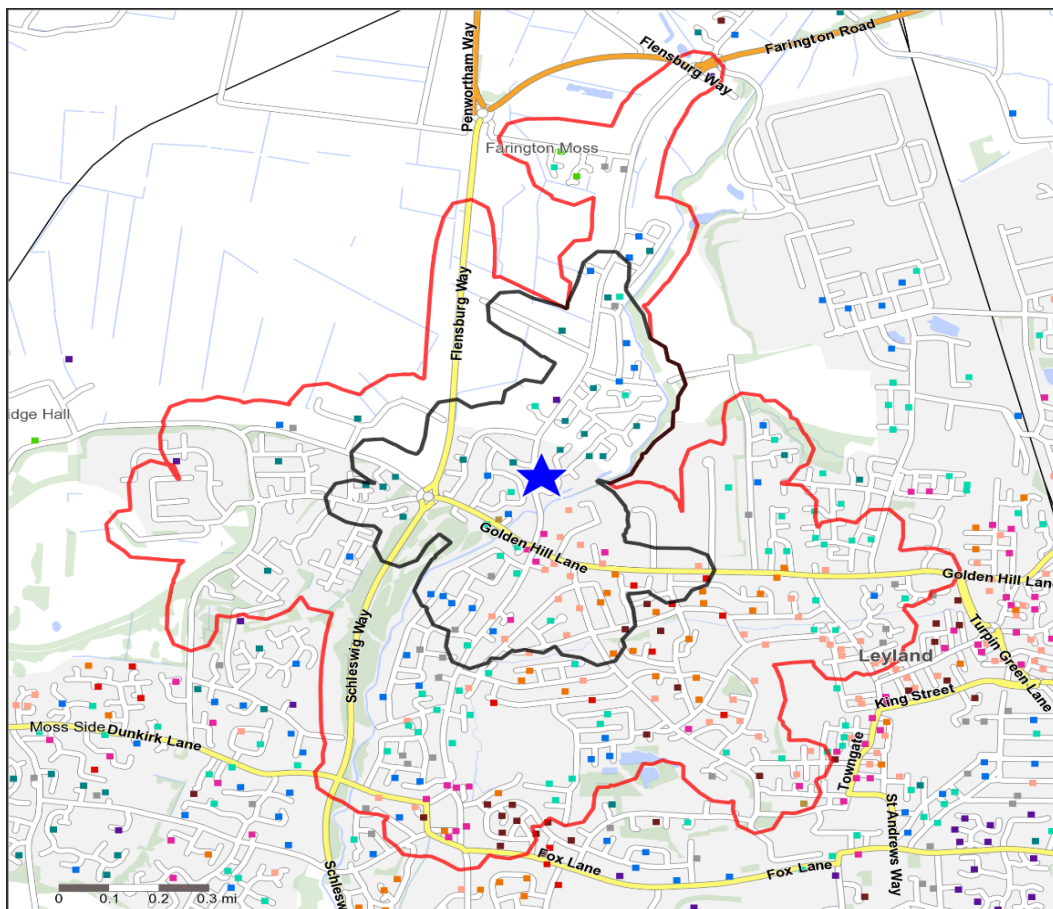
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	2,595	91.7	177	1	High Street Pub	7,199	83.9	162	1	High Street Pub	247,913	72.9	141
2	Premium Local	1,730	61.2	131	2	Community Pub	5,832	68.0	146	2	Community Pub	183,481	54.0	116
3	Community Pub	1,547	54.7	87	3	Premium Local	4,502	52.5	83	3	Premium Local	177,601	52.2	83
4	Great Pub Great Food	1,536	54.3	420	4	Great Pub Great Food	2,843	33.1	256	4	Great Pub Great Food	123,246	36.2	280
5	Bit of Style	860	30.4	75	5	Bit of Style	2,349	27.4	68	5	Bit of Style	83,193	24.5	61
6	Circuit Bar	256	9.0	34	6	Circuit Bar	1,459	17.0	63	6	Circuit Bar	44,872	13.2	49
7	Craft Led	137	4.8	47	7	Craft Led	658	7.7	74	7	Craft Led	31,279	9.2	89

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	233	8.2	93	598	7.0	79	28,683	8.4	95
C1	338	11.9	97	1,039	12.1	99	42,909	12.6	103
C2	287	10.1	123	916	10.7	129	29,488	8.7	105
DE	289	10.2	99	1,008	11.8	114	34,479	10.1	99

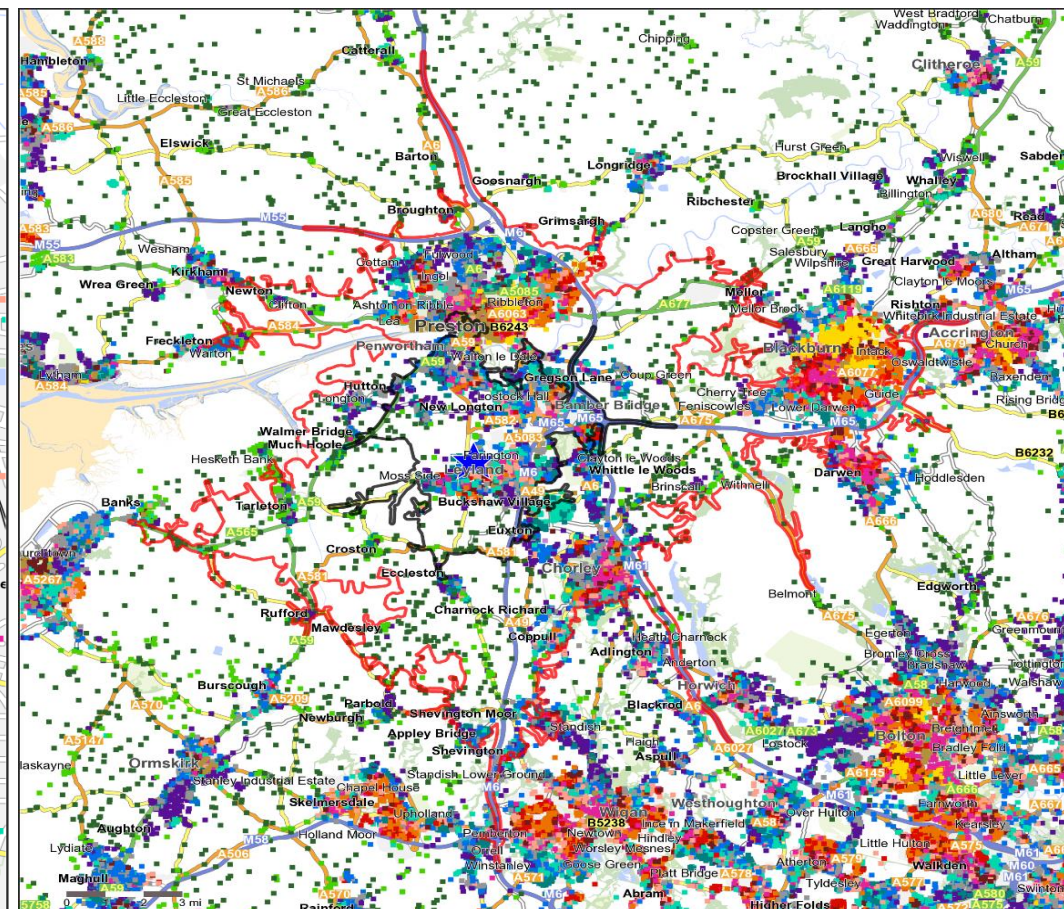
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,069	37.8	114	4,236	49.4	149	132,863	39.1	118
Medium (7-13)	1,265	44.7	135	3,528	41.1	124	130,248	38.3	115
High (14-19)	411	14.5	51	690	8.0	28	50,847	15.0	53

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

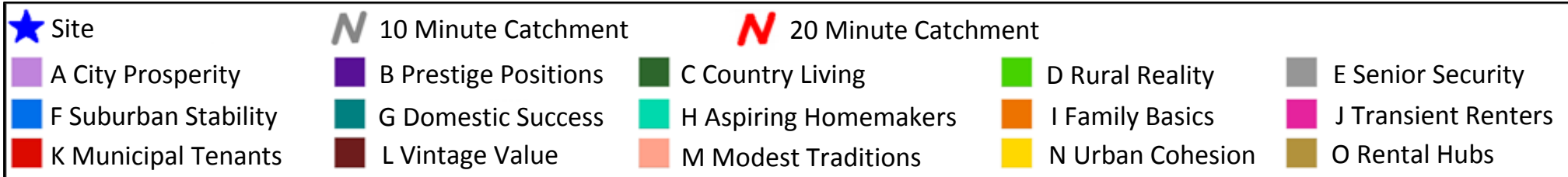
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	1	29
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	16
B05	Premium Fortunes	0	0	3	256
B06	Diamond Days	0	2	355	1,558
B07	Alpha Families	0	5	516	3,867
B08	Bank of Mum and Dad	0	0	1,149	4,657
B09	Empty-Nest Adventure	32	46	4,624	12,781
C10	Wealthy Landowners	0	6	664	4,918
C11	Rural Vogue	0	0	107	1,102
C12	Scattered Homesteads	0	0	42	473
C13	Village Retirement	0	1	514	5,886
D14	Satellite Settlers	0	41	501	9,233
D15	Local Focus	0	0	195	1,803
D16	Outlying Seniors	0	0	1	1,957
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	8	10	1,064	3,780
E19	Bungalow Heaven	31	231	5,064	15,120
E20	Classic Grandparents	0	23	2,940	8,538
E21	Solo Retirees	70	221	2,607	6,678
F22	Boomerang Boarders	126	131	4,169	13,744
F23	Family Ties	0	50	1,789	4,510
F24	Fledgling Free	360	649	4,053	10,419
F25	Dependable Me	47	233	3,749	15,306
G26	Cafés and Catchments	0	0	0	422
G27	Thriving Independence	0	0	259	2,614
G28	Modern Parents	417	513	3,477	15,565
G29	Mid-Career Convention	219	330	4,103	14,087
H30	Primary Ambitions	0	0	966	3,438
H31	Affordable Fringe	375	1,108	5,199	12,989
H32	First-Rung Futures	48	458	4,716	13,593
H33	Contemporary Starts	89	699	3,168	9,899
H34	New Foundations	9	42	305	927
H35	Flying Solo	55	97	382	1,404

		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	653	1,756
I37	Budget Generations	53	308	597	1,915
I38	Economical Families	105	331	1,768	8,211
I39	Families on a Budget	21	290	2,200	13,059
J40	Value Rentals	23	211	2,270	9,004
J41	Youthful Endeavours	0	19	509	1,661
J42	Midlife Renters	80	108	3,343	10,195
J43	Renting Rooms	0	12	1,018	13,247
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	95
K46	High Rise Residents	0	0	0	374
K47	Single Essentials	34	103	316	4,088
K48	Mature Workers	72	304	1,290	7,249
L49	Flatlet Seniors	18	209	379	4,845
L50	Pocket Pensions	0	127	1,642	4,053
L51	Retirement Communities	0	19	335	1,444
L52	Estate Veterans	34	193	1,125	2,690
L53	Seasoned Survivors	0	12	538	4,620
M54	Down-to-Earth Owners	0	177	812	3,232
M55	Back with the Folks	174	454	1,879	5,896
M56	Self Supporters	310	764	4,203	12,425
N57	Community Elders	0	0	14	875
N58	Culture & Comfort	0	0	0	374
N59	Large Family Living	0	0	0	4,932
N60	Ageing Access	0	0	60	401
O61	Career Builders	0	0	33	1,411
O62	Central Pulse	0	0	111	1,278
O63	Flexible Workforce	0	0	0	53
O64	Bus-Route Renters	21	41	622	2,516
O65	Learners & Earners	0	0	1,614	6,880
O66	Student Scene	0	0	604	2,572
U99	Unclassified	0	0	2,109	7,141
Total		2,831	8,578	86,726	340,061

Top 3 Mosaic Types in a 20 Minute Walktime

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. 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

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. 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

3. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



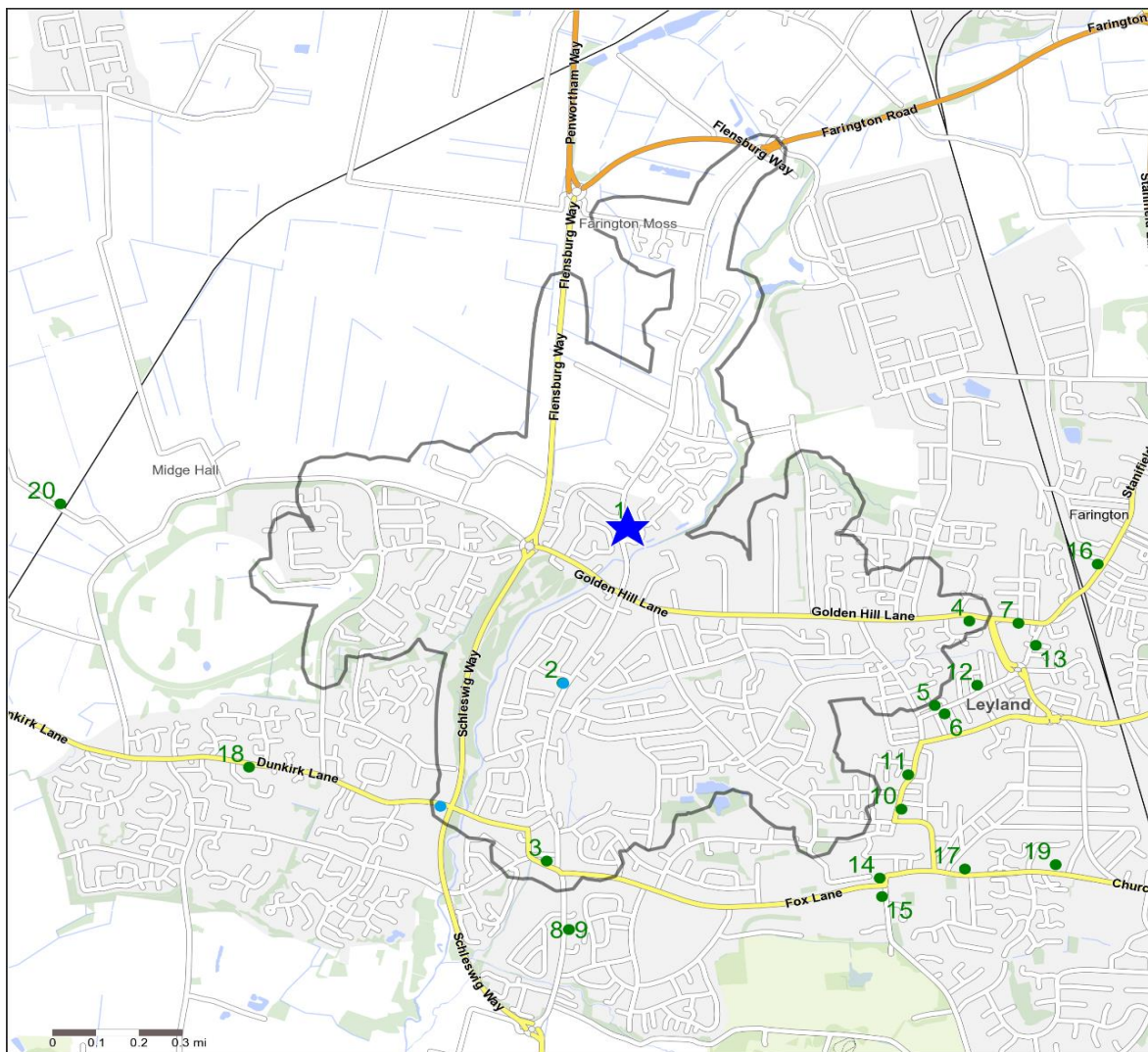
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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	2,682	31.3	103	1,474	17.2	105	4,422	51.6	99	
Male: Alone	2,976	34.7	117	1,447	16.9	108	4,156	48.4	91	
Male: Group	2,619	30.5	134	2,095	24.4	93	3,864	45.0	91	
Male: Pair	2,541	29.6	114	2,073	24.2	159	3,964	46.2	81	
Mixed Sex: Group	2,122	24.7	108	2,882	33.6	105	3,575	41.7	95	
Mixed Sex: Pair	3,106	36.2	154	1,652	19.3	59	3,820	44.5	104	
With Children	3,883	45.3	156	2,296	26.8	159	2,399	28.0	53	
Unknown	3,357	39.1	119	1,227	14.3	80	3,994	46.6	97	
For Eating:										
Upmarket	3,217	37.5	122	1,344	15.7	75	4,018	46.8	99	
Midmarket	1,749	20.4	59	406	4.7	52	6,423	74.9	135	
Downmarket	3,809	44.4	200	3,632	42.3	121	1,138	13.3	32	
For Drinking (monthly spend):										
Nothing	2,989	34.8	115	2,575	30.0	127	3,015	35.1	78	
Low (less than £10)	2,965	34.6	116	1,811	21.1	90	3,802	44.3	98	
Medium (Between £10 and £40)	2,964	34.6	113	1,210	14.1	79	4,404	51.3	102	
High (Greater than £40)	1,501	17.5	68	2,948	34.4	167	4,129	48.1	92	

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	104,332	30.7	101	46,236	13.6	83	182,354	53.6	103	
Male: Alone	108,132	31.8	107	62,803	18.5	118	161,987	47.6	89	
Male: Group	79,453	23.4	102	103,118	30.3	116	150,351	44.2	89	
Male: Pair	80,918	23.8	91	75,899	22.3	146	176,106	51.8	90	
Mixed Sex: Group	77,349	22.7	99	108,269	31.8	100	147,304	43.3	99	
Mixed Sex: Pair	114,575	33.7	144	107,669	31.7	97	110,679	32.5	76	
With Children	108,943	32.0	111	63,643	18.7	111	160,336	47.1	89	
Unknown	108,344	31.9	97	41,115	12.1	67	183,463	53.9	113	
For Eating:										
Upmarket	93,394	27.5	90	72,039	21.2	102	167,489	49.3	104	
Midmarket	101,088	29.7	87	17,925	5.3	58	213,909	62.9	114	
Downmarket	107,415	31.6	142	141,855	41.7	120	83,652	24.6	59	
For Drinking (monthly spend):										
Nothing	85,731	25.2	83	113,720	33.4	142	133,471	39.2	88	
Low (less than £10)	107,763	31.7	106	87,731	25.8	110	137,429	40.4	89	
Medium (Between £10 and £40)	109,834	32.3	106	41,360	12.2	68	181,728	53.4	106	
High (Greater than £40)	73,370	21.6	83	68,924	20.3	99	190,628	56.1	107	

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	Wheatsheaf Hotel, PR26 8PH	Star Pubs & Bars	0.0	0.2
2	Broadfield Arms, PR25 1XH	Star Pubs & Bars	9.4	1.8
3	Seven Stars, PR25 1TL	Ei Group	19.3	3.8
4	Old Leyland Gates, PR25 3PG	Greene King	19.6	3.7
5	Market Ale House, PR25 2SB	Independent Free	20.5	4.1
6	Gables, PR25 2SD	Punch Pub Company	21.4	4.7
7	Queens, PR25 3NP	Amber Taverns	22.0	4.1
8	Crofters Arms, PR25 1TA	Star Pubs & Bars	22.0	4.1
9	Seven Stars, PR25 1TA	Ei Group	22.0	4.1
10	Barristers, PR25 2LR	Independent Free	22.3	4.4
11	Original Ship Inn, PR25 2LQ	Independent Free	22.6	4.4
12	Leyland Lion, PR25 2SA	Wetherspoon	23.5	4.7
13	Golden Tap Ale House, PR25 3NH	Independent Free	24.4	4.8
14	Fox & Lion, PR25 2EN	Star Pubs & Bars	26.3	5.8
15	Withy Arms, PR25 3EL	Independent Free	26.3	5.9
16	Railway, PR25 4NT	Star Pubs & Bars	27.2	5.1
17	Eagle & Child, PR25 3AA	Marston's	28.4	5.4
18	Dunkirk Hall, PR26 7SN	Star Pubs & Bars	28.7	4.4
19	Da Vinci, PR25 3AB	Independent Free	32.0	6.2
20	Midge Hall, PR26 6TN	Trust Inns	32.6	5.7