

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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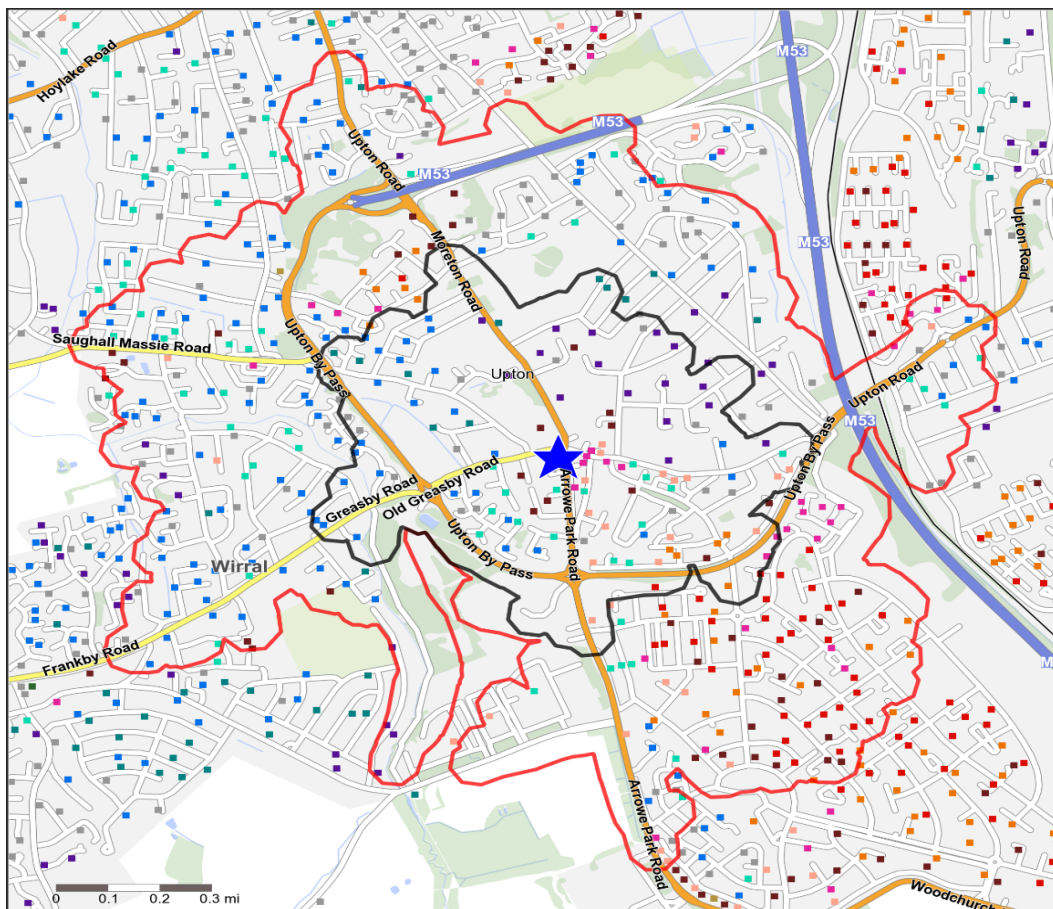
Number of Pubs	3	6	511
Catchment Adults 18+	3,915	15,177	341,297
Catchment Adults 18+ Per Pub	1,305	2,530	668
Populaton Projection 2018 to 2028 (% change)	1.53%	1.52%	2.62%

		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	3,289	84.0	162	1	High Street Pub	13,669	90.1	174	1	High Street Pub	275,546	80.7	156
2	Community Pub	2,613	66.7	143	2	Community Pub	11,351	74.8	160	2	Community Pub	230,946	67.7	145
3	Premium Local	2,263	57.8	92	3	Premium Local	7,482	49.3	78	3	Premium Local	131,113	38.4	61
4	Great Pub Great Food	1,412	36.1	279	4	Great Pub Great Food	4,167	27.5	212	4	Great Pub Great Food	92,406	27.1	209
5	Bit of Style	606	15.5	38	5	Bit of Style	1,599	10.5	26	5	Bit of Style	56,870	16.7	41
6	Circuit Bar	442	11.3	42	6	Circuit Bar	1,380	9.1	34	6	Circuit Bar	46,403	13.6	51
7	Craft Led	338	8.6	84	7	Craft Led	937	6.2	60	7	Craft Led	35,395	10.4	101

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	296	7.6	86	973	6.4	73	24,972	7.3	83
C1	484	12.4	101	1,835	12.1	99	42,642	12.5	102
C2	306	7.8	95	1,247	8.2	100	25,137	7.4	89
DE	334	8.5	83	1,702	11.2	109	43,243	12.7	123

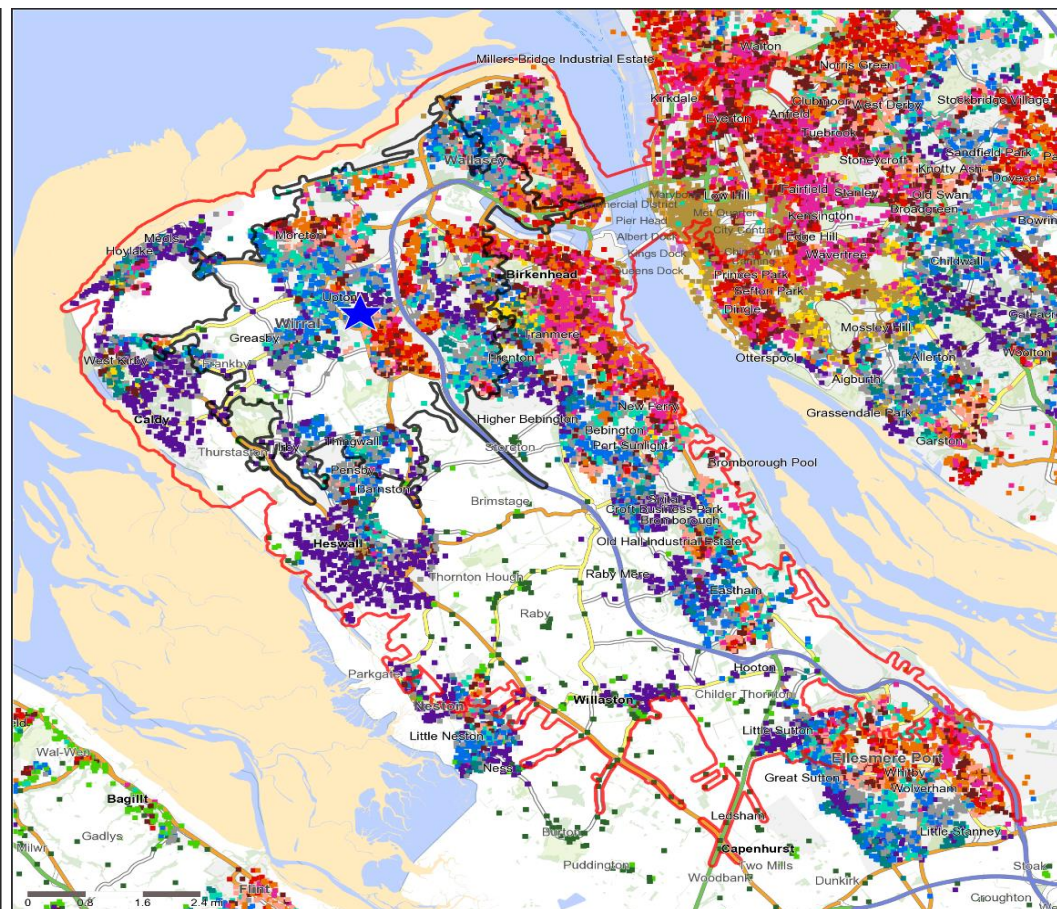
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,180	30.1	91	6,118	40.3	122	157,334	46.1	139
Medium (7-13)	1,650	42.1	127	6,575	43.3	131	103,756	30.4	92
High (14-19)	796	20.3	72	1,789	11.8	41	48,005	14.1	49

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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Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
A01 World-Class Wealth	0	0	0	0
A02 Uptown Elite	0	0	3	71
A03 Penthouse Chic	0	0	0	0
A04 Metro High-Flyers	0	0	0	22
B05 Premium Fortunes	0	0	89	2,910
B06 Diamond Days	0	0	807	7,820
B07 Alpha Families	82	145	642	4,738
B08 Bank of Mum and Dad	247	338	1,187	4,514
B09 Empty-Nest Adventure	212	529	3,008	10,004
C10 Wealthy Landowners	0	0	144	1,050
C11 Rural Vogue	0	0	0	120
C12 Scattered Homesteads	0	0	0	23
C13 Village Retirement	0	0	3	792
D14 Satellite Settlers	0	0	48	1,040
D15 Local Focus	0	0	0	0
D16 Outlying Seniors	0	0	0	4
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	180	290	2,659	8,487
E19 Bungalow Heaven	25	258	3,676	6,832
E20 Classic Grandparents	178	1,192	5,217	10,215
E21 Solo Retirees	261	742	3,819	8,913
F22 Boomerang Boarders	372	1,253	5,768	12,983
F23 Family Ties	77	400	1,582	4,580
F24 Fledgling Free	22	245	2,297	4,680
F25 Dependable Me	416	2,076	6,629	14,536
G26 Cafés and Catchments	0	0	45	563
G27 Thriving Independence	0	0	1,029	5,970
G28 Modern Parents	6	14	1,446	1,796
G29 Mid-Career Convention	233	567	3,675	9,229
H30 Primary Ambitions	16	46	707	2,968
H31 Affordable Fringe	41	739	5,830	11,362
H32 First-Rung Futures	338	763	4,886	10,451
H33 Contemporary Starts	0	20	226	1,298
H34 New Foundations	10	10	23	1,091
H35 Flying Solo	0	0	346	1,215

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
I36 Solid Economy	0	0	155	505
I37 Budget Generations	35	278	2,073	3,350
I38 Economical Families	40	435	2,386	11,866
I39 Families on a Budget	41	359	5,301	13,958
J40 Value Rentals	3	179	1,700	4,020
J41 Youthful Endeavours	82	320	837	2,814
J42 Midlife Renters	39	58	1,064	7,432
J43 Renting Rooms	107	210	1,383	26,397
K44 Inner City Stalwarts	0	0	0	378
K45 City Diversity	0	0	0	0
K46 High Rise Residents	0	20	352	1,113
K47 Single Essentials	0	175	860	5,554
K48 Mature Workers	93	1,314	5,497	14,578
L49 Flatlet Seniors	51	207	1,790	9,735
L50 Pocket Pensions	31	226	1,083	3,241
L51 Retirement Communities	199	337	2,165	6,779
L52 Estate Veterans	81	327	1,078	3,866
L53 Seasoned Survivors	20	292	2,380	11,761
M54 Down-to-Earth Owners	10	47	1,062	3,123
M55 Back with the Folks	103	295	2,642	10,123
M56 Self Supporters	252	380	2,273	10,101
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	442	2,622
O61 Career Builders	0	0	152	1,265
O62 Central Pulse	0	0	0	9,100
O63 Flexible Workforce	0	0	0	19
O64 Bus-Route Renters	12	92	1,044	7,069
O65 Learners & Earners	0	0	0	3,702
O66 Student Scene	0	0	0	4,089
U99 Unclassified	0	0	0	12,460
Total	3,915	15,178	93,510	341,297

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. 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

3. F25 Dependable Me

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



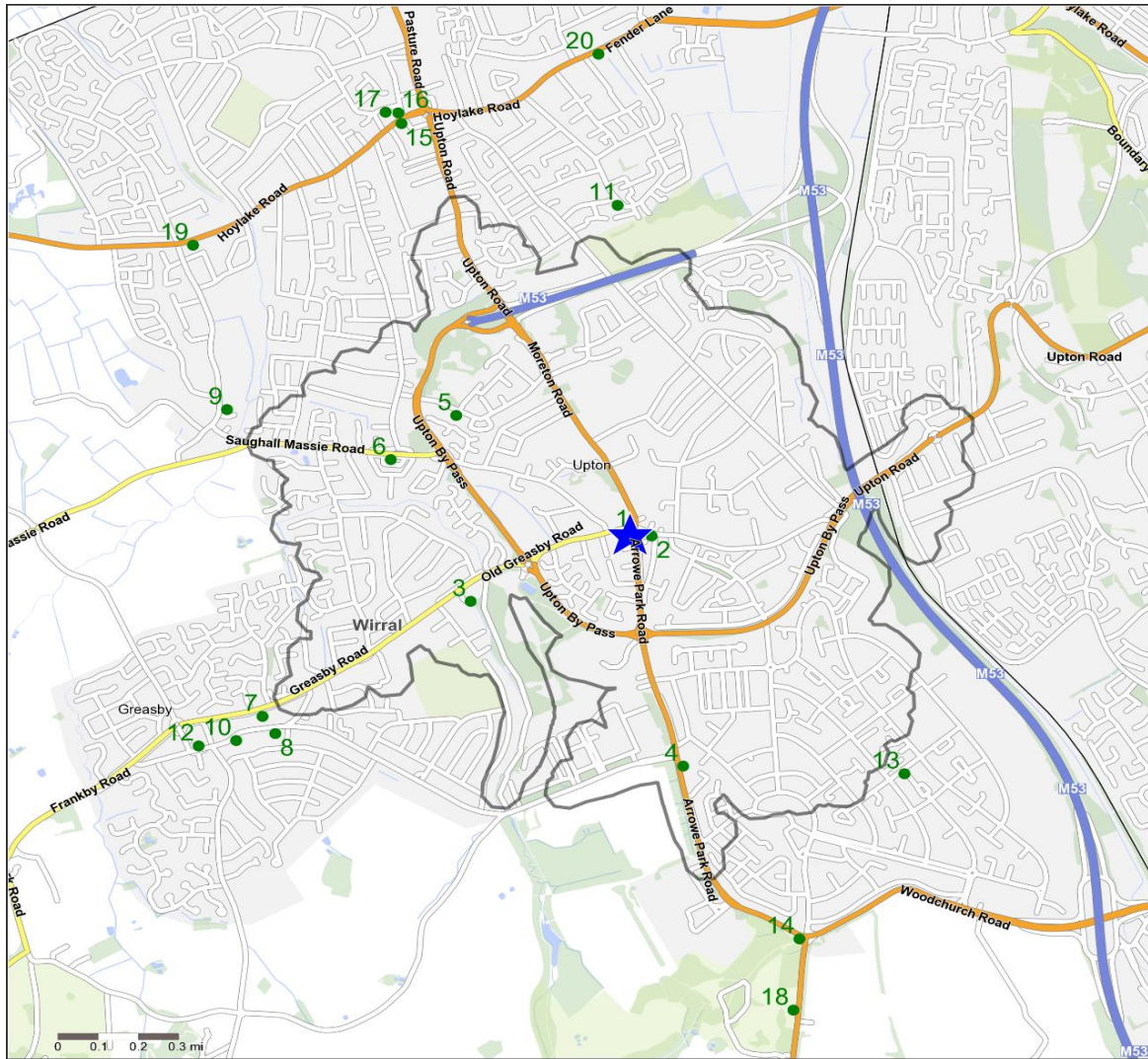
- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

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	3,334	22.0	73	1,372	9.0	55	10,471	69.0	132		
Male: Alone	6,217	41.0	138	1,313	8.7	55	7,646	50.4	94		
Male: Group	6,644	43.8	191	3,527	23.2	89	5,006	33.0	66		
Male: Pair	4,127	27.2	104	4,908	32.3	212	6,142	40.5	71		
Mixed Sex: Group	3,075	20.3	89	2,707	17.8	56	9,395	61.9	141		
Mixed Sex: Pair	5,226	34.4	147	4,682	30.8	95	5,268	34.7	81		
With Children	3,924	25.9	89	1,505	9.9	59	9,748	64.2	121		
Unknown	3,116	20.5	63	1,063	7.0	39	10,997	72.5	151		
For Eating:											
Upmarket	4,028	26.5	87	1,546	10.2	49	9,603	63.3	134		
Midmarket	3,778	24.9	72	680	4.5	50	10,719	70.6	128		
Downmarket	8,412	55.4	249	3,717	24.5	70	3,048	20.1	48		
For Drinking (monthly spend):											
Nothing	6,512	42.9	142	4,521	29.8	126	4,144	27.3	61		
Low (less than £10)	5,651	37.2	125	3,212	21.2	90	6,314	41.6	92		
Medium (Between £10 and £40)	5,651	37.2	122	984	6.5	36	8,542	56.3	112		
High (Greater than £40)	3,172	20.9	81	3,440	22.7	110	8,564	56.4	108		

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	96,013	28.1	93	48,678	14.3	87	184,147	54.0	104	
Male: Alone	127,459	37.3	125	47,066	13.8	88	154,313	45.2	85	
Male: Group	101,602	29.8	130	98,751	28.9	110	128,484	37.6	76	
Male: Pair	99,731	29.2	112	95,138	27.9	183	133,969	39.3	68	
Mixed Sex: Group	107,054	31.4	137	61,713	18.1	57	160,070	46.9	107	
Mixed Sex: Pair	100,585	29.5	126	115,051	33.7	104	113,201	33.2	78	
With Children	115,488	33.8	117	46,950	13.8	82	166,400	48.8	92	
Unknown	97,948	28.7	87	51,605	15.1	84	179,284	52.5	110	
For Eating:										
Upmarket	90,074	26.4	86	72,634	21.3	102	166,130	48.7	103	
Midmarket	123,709	36.2	106	18,584	5.4	60	186,544	54.7	99	
Downmarket	119,225	34.9	157	113,985	33.4	96	95,627	28.0	67	
For Drinking (monthly spend):										
Nothing	98,749	28.9	96	82,334	24.1	102	147,755	43.3	97	
Low (less than £10)	93,015	27.3	91	60,909	17.8	76	174,913	51.2	113	
Medium (Between £10 and £40)	107,934	31.6	103	36,117	10.6	59	184,787	54.1	108	
High (Greater than £40)	68,795	20.2	78	80,035	23.5	114	180,007	52.7	101	

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	Horse & Jockey, CH49 0UD	Star Pubs & Bars	0.0	0.2
2	Eagle & Crown, CH49 0TH	Thwaites	1.8	0.9
3	Goodwins, CH49 2PP	Greene King	10.3	2.7
4	Stirrup, CH49 5PB	Milton Pubs and Taverns	14.5	2.6
5	Overchurch Hotel, CH49 4LY	*Other Small Retail Groups	14.8	3.6
6	Willows, CH49 4LA	Ei Group	14.8	3.6
7	Red Cat, CH49 3AT	Greene King	21.4	5.4
8	Ellies Bistro, CH49 3NQ	Independent Free	22.0	5.5
9	Saughall Hotel, CH46 5ND	Thwaites	23.2	6.5
10	Coach & Horses Hotel, CH49 3NG	Ei Group	24.1	5.7
11	Sandbrook, CH46 9QW	Ei Group	25.7	5.5
12	Greave Dunning, CH49 3NF	Mitchells & Butlers	26.0	5.9
13	Woodchurch, CH49 7NX	Ei Group	26.0	6.1
14	Arrowe Park, CH49 5LN	Greene King	26.3	4.8
15	Mockbeggar Hall, CH46 0PF	Wetherspoon	26.6	5.4
16	Coach & Horses Hotel, CH46 6AD	Ei Group	26.6	5.6
17	Farmers Arms, CH46 7TR	Greene King	27.8	5.6
18	Toby Carvery, CH49 5LW	Mitchells & Butlers	30.5	5.1
19	Grange, CH46 6DQ	Greene King	32.3	7.6
20	Armchair, CH46 9PD	New River Retail	34.1	7.6