

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

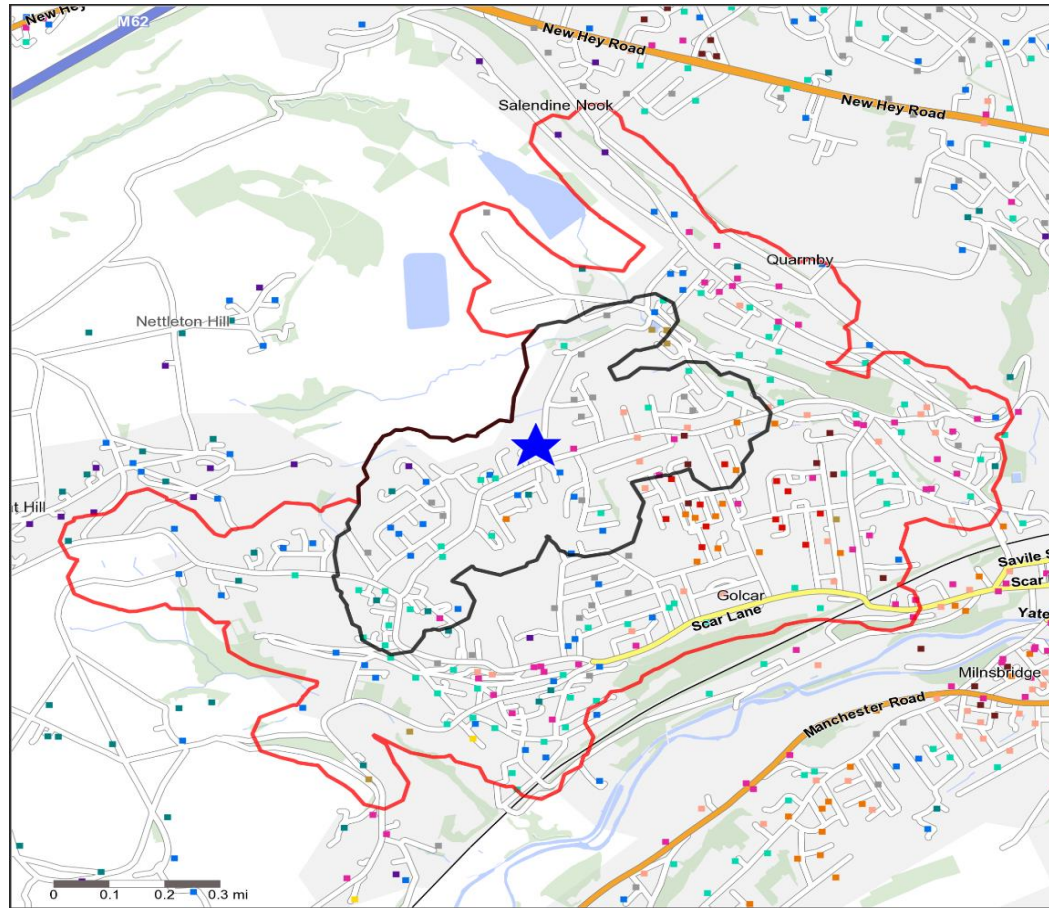
Number of Pubs	3	10	319
Catchment Adults 18+	2,885	8,919	237,817
Catchment Adults 18+ Per Pub	962	892	746
Populaton Projection 2018 to 2028 (% change)	6.49%	5.66%	5.28%

		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	2,736	94.8	183	1	High Street Pub	8,289	92.9	179	1	High Street Pub	187,280	78.7	152
2	Community Pub	2,556	88.6	190	2	Community Pub	6,884	77.2	166	2	Community Pub	157,146	66.1	142
3	Premium Local	1,335	46.3	73	3	Premium Local	4,247	47.6	76	3	Premium Local	95,737	40.3	64
4	Circuit Bar	755	26.2	202	4	Great Pub Great Food	2,177	24.4	189	4	Great Pub Great Food	63,704	26.8	207
5	Bit of Style	695	24.1	60	5	Bit of Style	2,017	22.6	56	5	Bit of Style	49,385	20.8	51
6	Craft Led	568	19.7	73	6	Circuit Bar	1,208	13.5	50	6	Circuit Bar	30,860	13.0	48
7	Great Pub Great Food	311	10.8	105	7	Craft Led	763	8.6	83	7	Craft Led	24,584	10.3	100

	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Social Grade	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	251	8.7	98	813	9.1	103	19,964	8.4	95
C1	354	12.3	100	1,187	13.3	109	30,640	12.9	105
C2	315	10.9	132	971	10.9	132	20,909	8.8	107
DE	286	9.9	96	921	10.3	100	27,356	11.5	112

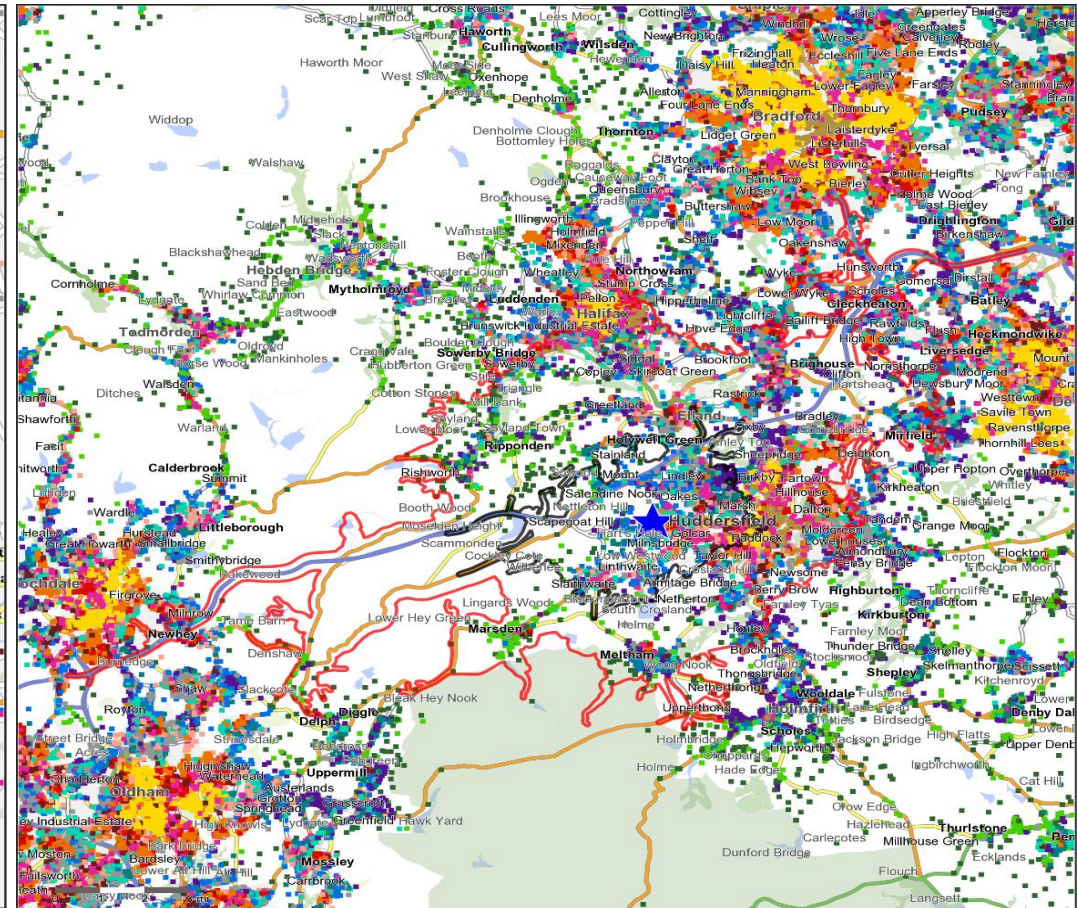
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,233	42.7	129	4,241	47.6	143	117,933	49.6	150
Medium (7-13)	1,400	48.5	146	3,957	44.4	134	82,374	34.6	104
High (14-19)	185	6.4	23	646	7.2	25	30,817	13.0	46

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



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	57	142
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	177	498
	B06	Diamond Days	0	0	366	1,953
	B07	Alpha Families	0	9	339	2,304
	B08	Bank of Mum and Dad	43	106	798	2,985
	B09	Empty-Nest Adventure	0	38	927	5,542
	C10	Wealthy Landowners	0	0	267	1,932
	C11	Rural Vogue	0	0	236	657
	C12	Scattered Homesteads	0	0	8	13
	C13	Village Retirement	0	0	116	1,102
	D14	Satellite Settlers	0	0	559	3,699
	D15	Local Focus	0	0	35	1,052
	D16	Outlying Seniors	0	0	0	1,014
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	7	589	4,403
	E19	Bungalow Heaven	0	194	1,033	6,111
	E20	Classic Grandparents	451	651	2,836	8,499
	E21	Solo Retirees	31	90	1,653	5,921
	F22	Boomerang Boarders	0	4	1,242	5,891
	F23	Family Ties	144	311	1,187	2,370
	F24	Fledgling Free	21	165	778	4,178
	F25	Dependable Me	375	933	2,967	9,631
	G26	Cafés and Catchments	0	1	289	1,172
	G27	Thriving Independence	11	62	1,234	3,606
	G28	Modern Parents	65	71	798	3,778
	G29	Mid-Career Convention	9	121	1,435	6,944
	H30	Primary Ambitions	21	856	1,364	4,186
	H31	Affordable Fringe	141	736	2,226	6,809
	H32	First-Rung Futures	490	672	3,920	11,068
	H33	Contemporary Starts	5	86	777	2,140
	H34	New Foundations	10	10	163	538
	H35	Flying Solo	58	58	362	1,878

			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	47	1,114
	I37	Budget Generations	81	161	394	1,309
	I38	Economical Families	85	279	1,092	4,268
	I39	Families on a Budget	104	193	813	9,212
	J40	Value Rentals	25	80	652	5,396
	J41	Youthful Endeavours	19	30	275	1,478
	J42	Midlife Renters	146	1,176	5,678	16,229
	J43	Renting Rooms	0	30	4,247	15,401
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	914
	K47	Single Essentials	20	33	501	3,101
	K48	Mature Workers	53	378	580	3,982
	L49	Flatlet Seniors	33	128	612	3,939
	L50	Pocket Pensions	0	30	667	4,531
	L51	Retirement Communities	0	0	327	1,412
	L52	Estate Veterans	8	124	449	2,657
	L53	Seasoned Survivors	0	3	935	4,281
	M54	Down-to-Earth Owners	0	57	355	2,465
	M55	Back with the Folks	158	173	961	4,009
	M56	Self Supporters	125	531	3,564	12,597
	N57	Community Elders	0	0	308	1,104
	N58	Culture & Comfort	0	0	29	188
	N59	Large Family Living	0	0	1,921	9,649
	N60	Ageing Access	0	10	467	1,165
	O61	Career Builders	0	0	310	1,910
	O62	Central Pulse	0	0	304	1,206
	O63	Flexible Workforce	0	0	93	279
	O64	Bus-Route Renters	153	319	1,108	4,031
	O65	Learners & Earners	0	0	246	3,685
	O66	Student Scene	0	0	62	1,457
	U99	Unclassified	0	0	0	2,832
Total			2,885	8,916	55,735	237,817

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. 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. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

Top 3 Mosaic Types in a 20 Minute Drivetime

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. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



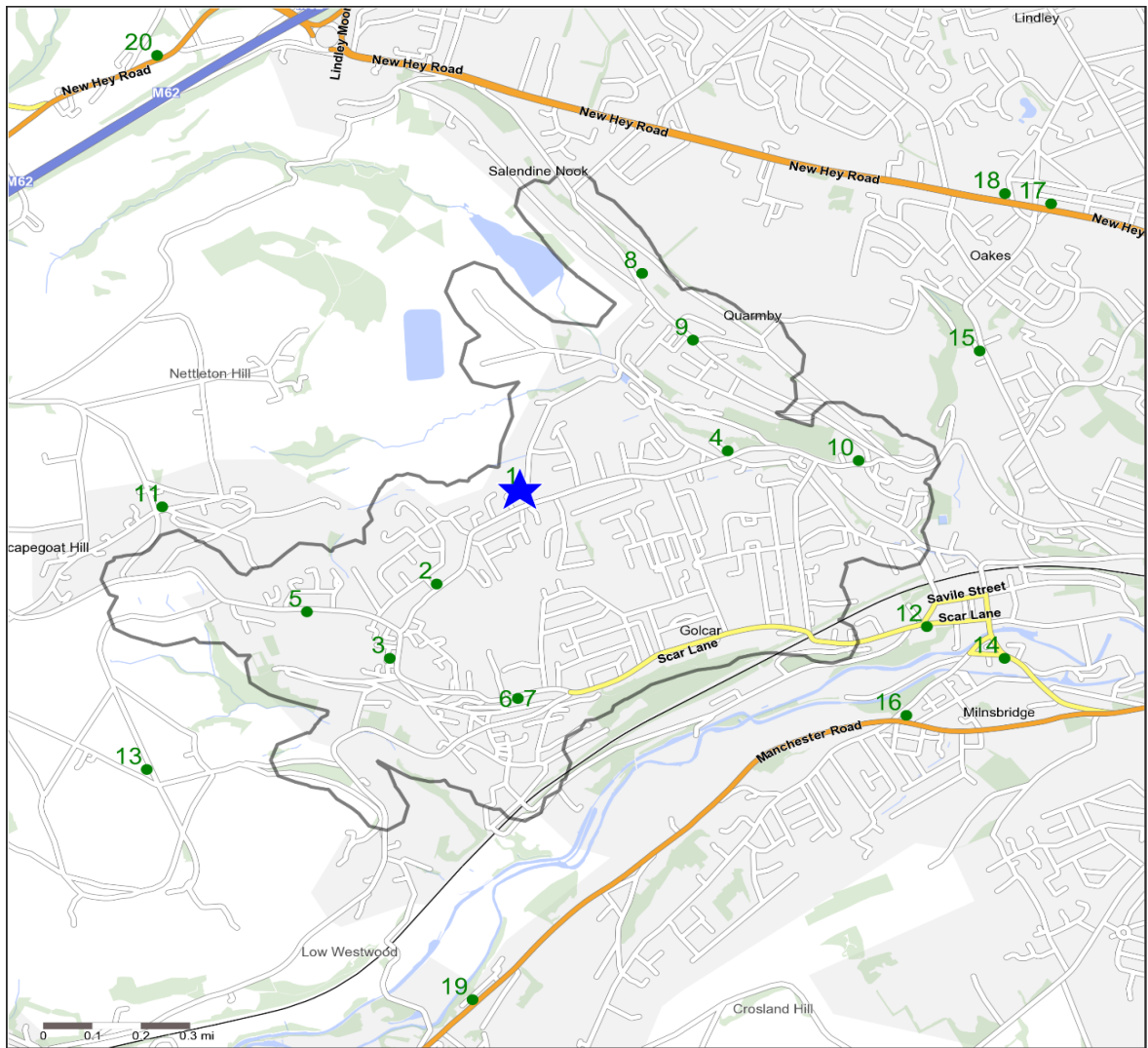
- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

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	Target Customers
Female: Alone, Pair or Group	3,514	39.4	130	937	10.5	64	4,467	50.1	96	
Male: Alone	4,069	45.6	153	560	6.3	40	4,290	48.1	90	
Male: Group	4,187	46.9	205	2,754	30.9	118	1,978	22.2	45	
Male: Pair	3,044	34.1	131	2,549	28.6	187	3,325	37.3	65	
Mixed Sex: Group	3,201	35.9	157	1,749	19.6	61	3,968	44.5	101	
Mixed Sex: Pair	3,830	42.9	183	2,784	31.2	96	2,305	25.8	60	
With Children	5,058	56.7	196	1,011	11.3	67	2,850	32.0	60	
Unknown	1,963	22.0	67	2,671	29.9	167	4,285	48.0	100	
For Eating:										
Upmarket	2,942	33.0	108	1,780	20.0	96	4,196	47.0	100	
Midmarket	3,540	39.7	116	281	3.2	35	5,098	57.2	103	
Downmarket	5,025	56.3	253	2,859	32.1	92	1,035	11.6	28	
For Drinking (monthly spend):										
Nothing	3,756	42.1	139	2,432	27.3	115	2,731	30.6	68	
Low (less than £10)	3,240	36.3	122	3,125	35.0	149	2,554	28.6	63	
Medium (Between £10 and £40)	3,240	36.3	119	830	9.3	52	4,849	54.4	108	
High (Greater than £40)	1,732	19.4	75	2,117	23.7	116	5,070	56.8	109	

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	67,770	28.5	94	33,597	14.1	86	133,617	56.2	108
Male: Alone	93,821	39.5	132	36,460	15.3	98	104,704	44.0	83
Male: Group	62,408	26.2	115	75,610	31.8	121	96,967	40.8	82
Male: Pair	72,021	30.3	116	64,809	27.3	179	98,155	41.3	72
Mixed Sex: Group	68,329	28.7	126	49,652	20.9	65	117,004	49.2	112
Mixed Sex: Pair	72,902	30.7	131	73,736	31.0	95	88,348	37.1	87
With Children	94,111	39.6	137	40,687	17.1	102	100,187	42.1	80
Unknown	70,176	29.5	90	42,860	18.0	101	121,949	51.3	107
For Eating:									
Upmarket	63,264	26.6	87	58,459	24.6	118	113,262	47.6	101
Midmarket	91,905	38.6	113	13,824	5.8	64	129,256	54.4	98
Downmarket	66,770	28.1	126	93,180	39.2	112	75,035	31.6	76
For Drinking (monthly spend):									
Nothing	55,337	23.3	77	68,946	29.0	123	110,702	46.5	104
Low (less than £10)	58,973	24.8	83	58,134	24.4	104	117,878	49.6	109
Medium (Between £10 and £40)	63,248	26.6	87	23,395	9.8	55	148,341	62.4	124
High (Greater than £40)	40,543	17.0	66	41,772	17.6	86	152,671	64.2	123

Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site ● Star Pubs ● Pubs N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Walkers Arms, HD 7 4QW	Star Pubs & Bars	0.0	0.3
2	Rising Sun Inn, HD 7 4QF	Ei Group	6.0	1.2
3	Duck & Spoon, HD 7 4QA	Independent Free	10.0	1.6
4	Percy Vears Old Cask Inn, HD 3 4SP	Independent Free	11.2	1.9
5	Commercial Inn, HD 7 4NB	Thwaites	12.1	1.9
6	Junction Inn, HD 7 4AN	Independent Free	14.2	2.6
7	Rose & Crown, HD 7 4AN	Independent Free	14.2	2.6
8	Dusty Miller Inn, HD 3 4XH	Punch Pub Company	15.4	3.0
9	Slip, HD 3 4XF	Marston's	15.7	3.0
10	Prospect Hotel, HD 3 4SY	*Other Small Retail Groups	16.6	2.7
11	Scapehouse, HD 7 4NJ	Independent Free	23.8	3.8
12	Royal Hotel, HD 3 4QH	Punch Pub Company	23.8	4.4
13	Golcar Lily Inn & Restaurant, HD 7 4JR	Independent Free	25.4	4.8
14	Four Horse Shoes, HD 3 4ND	Independent Free	27.5	5.3
15	Field Head, HD 3 4FB	Star Pubs & Bars	32.3	5.9
16	Horse & Groom, HD 4 5SZ	New River Retail	32.6	6.3
17	Highgate, HD 3 4BU	*Other Small Retail Groups	37.4	7.8
18	Heritage Coffe Mill And Bistro, HD 3 3HR	Independent Free	37.7	7.2
19	Royal Oak, HD 7 5QS	Ei Group	39.5	6.8
20	Swan, HD 3 3YJ	*Other Small Retail Groups	40.4	6.0