

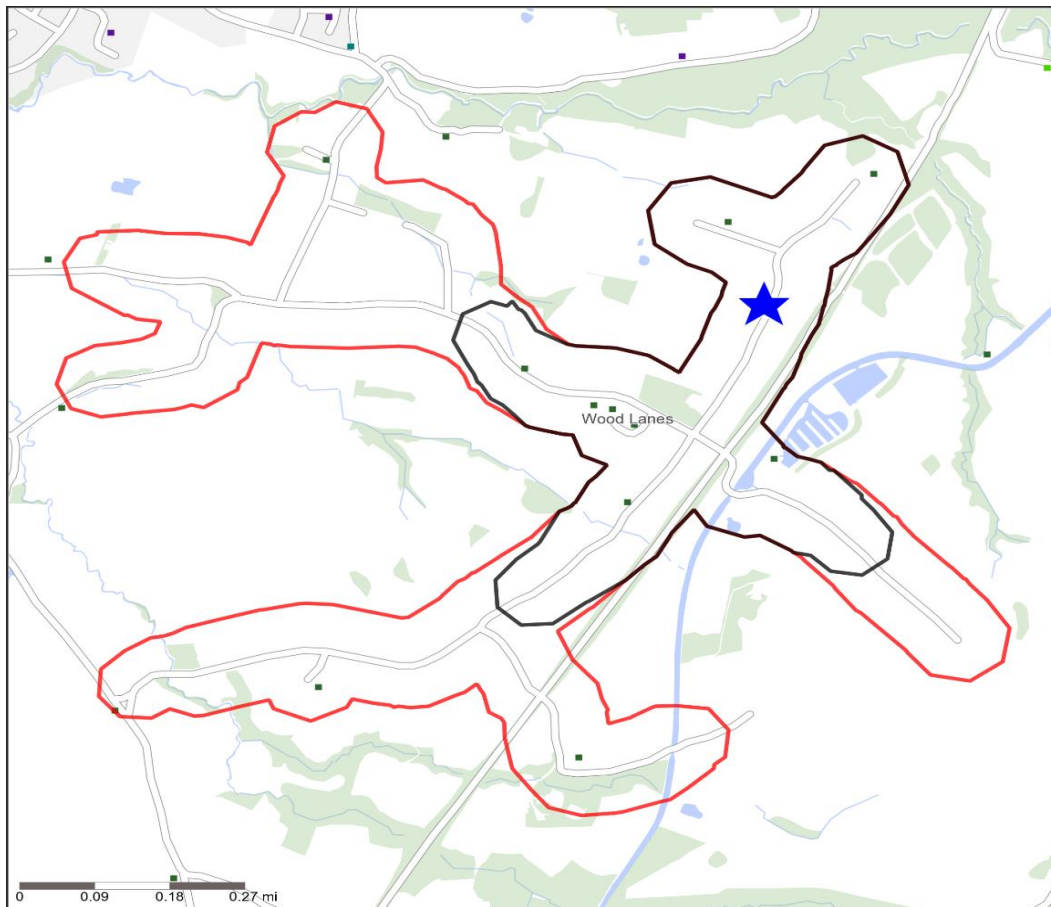
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	1	208
Catchment Adults 18+	186	269	183,591
Catchment Adults 18+ Per Pub	186	269	883
Populaton Projection 2018 to 2028 (% change)	3.77%	2.24%	3.99%

		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	Great Pub Great Food	186	100.0	193	<div></div>	1	Great Pub Great Food	269	100.0	193	<div></div>	1	Premium Local	127,116	69.2	134	<div></div>
2	Premium Local	186	100.0	215	<div></div>	2	Premium Local	269	100.0	215	<div></div>	2	High Street Pub	119,099	64.9	139	<div></div>
3	Bit of Style	0	0.0	0	<div></div>	3	Bit of Style	0	0.0	0	<div></div>	3	Great Pub Great Food	110,684	60.3	96	<div></div>
4	Circuit Bar	0	0.0	0	<div></div>	4	Circuit Bar	0	0.0	0	<div></div>	4	Community Pub	84,361	46.0	355	<div></div>
5	Community Pub	0	0.0	0	<div></div>	5	Community Pub	0	0.0	0	<div></div>	5	Bit of Style	42,240	23.0	57	<div></div>
6	Craft Led	0	0.0	0	<div></div>	6	Craft Led	0	0.0	0	<div></div>	6	Circuit Bar	13,332	7.3	27	<div></div>
7	High Street Pub	0	0.0	0	<div></div>	7	High Street Pub	0	0.0	0	<div></div>	7	Craft Led	13,168	7.2	70	<div></div>

	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	19	10.2	116	31	11.5	130	22,409	12.2	138
C1	23	12.4	101	33	12.3	100	23,061	12.6	102
C2	9	4.8	59	12	4.5	54	12,017	6.5	79
DE	4	2.2	21	5	1.9	18	12,317	6.7	65

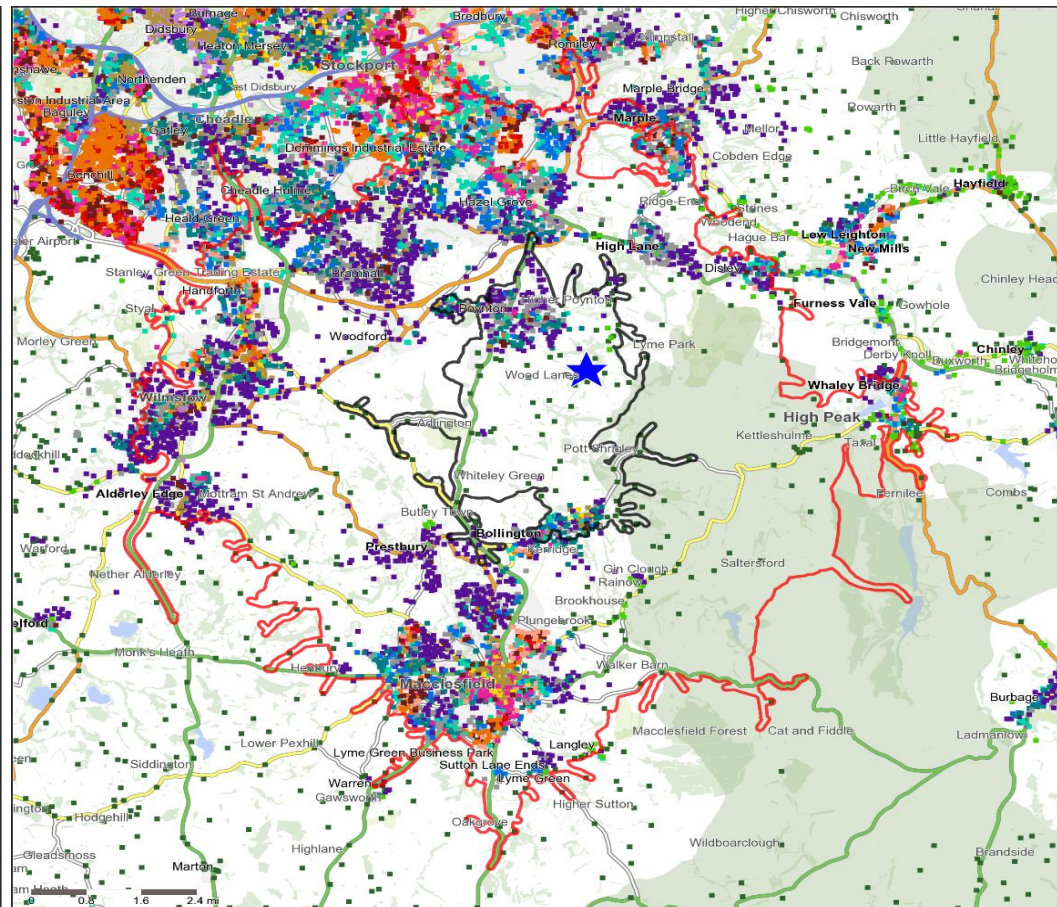
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2	1.1	3	3	1.1	3	33,805	18.4	56
Medium (7-13)	20	10.8	32	25	9.3	28	61,895	33.7	102
High (14-19)	117	62.9	221	177	65.8	231	78,164	42.6	150

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

				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	10		
A02	Uptown Elite	0	0	0	240		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	0	0	0	0		
B05	Premium Fortunes	0	2	551	10,399		
B06	Diamond Days	0	0	978	10,906		
B07	Alpha Families	0	0	1,049	9,164		
B08	Bank of Mum and Dad	0	0	454	7,355		
B09	Empty-Nest Adventure	0	0	1,641	11,955		
C10	Wealthy Landowners	153	226	1,102	3,027		
C11	Rural Vogue	10	12	22	200		
C12	Scattered Homesteads	0	0	0	13		
C13	Village Retirement	23	29	523	1,191		
D14	Satellite Settlers	0	0	108	1,169		
D15	Local Focus	0	0	0	250		
D16	Outlying Seniors	0	0	0	111		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	0	1,837	13,320		
E19	Bungalow Heaven	0	0	502	3,974		
E20	Classic Grandparents	0	0	0	3,393		
E21	Solo Retirees	0	0	71	3,910		
F22	Boomerang Boarders	0	0	241	6,576		
F23	Family Ties	0	0	234	3,205		
F24	Fledgling Free	0	0	0	291		
F25	Dependable Me	0	0	346	5,416		
G26	Cafés and Catchments	0	0	35	2,094		
G27	Thriving Independence	0	0	1,097	11,069		
G28	Modern Parents	0	0	61	812		
G29	Mid-Career Convention	0	0	2,540	10,667		
H30	Primary Ambitions	0	0	12	2,811		
H31	Affordable Fringe	0	0	122	2,637		
H32	First-Rung Futures	0	0	211	5,856		
H33	Contemporary Starts	0	0	80	1,100		
H34	New Foundations	0	0	32	395		
H35	Flying Solo	0	0	301	1,806		

				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	9	1,982		
I37	Budget Generations	0	0	0	1,125		
I38	Economical Families	0	0	0	1,222		
I39	Families on a Budget	0	0	0	1,676		
J40	Value Rentals	0	0	0	472		
J41	Youthful Endeavours	0	0	0	731		
J42	Midlife Renters	0	0	326	9,356		
J43	Renting Rooms	0	0	0	1,306		
K44	Inner City Stalwarts	0	0	0	0		
K45	City Diversity	0	0	0	0		
K46	High Rise Residents	0	0	0	571		
K47	Single Essentials	0	0	0	597		
K48	Mature Workers	0	0	0	1,102		
L49	Flatlet Seniors	0	0	0	847		
L50	Pocket Pensions	0	0	382	2,933		
L51	Retirement Communities	0	0	333	3,832		
L52	Estate Veterans	0	0	0	3,197		
L53	Seasoned Survivors	0	0	29	631		
M54	Down-to-Earth Owners	0	0	0	703		
M55	Back with the Folks	0	0	34	2,828		
M56	Self Supporters	0	0	16	3,116		
N57	Community Elders	0	0	0	5		
N58	Culture & Comfort	0	0	0	1		
N59	Large Family Living	0	0	0	0		
N60	Ageing Access	0	0	18	1,926		
O61	Career Builders	0	0	652	4,779		
O62	Central Pulse	0	0	0	123		
O63	Flexible Workforce	0	0	0	0		
O64	Bus-Route Renters	0	0	11	2,716		
O65	Learners & Earners	0	0	0	7		
O66	Student Scene	0	0	0	0		
U99	Unclassified	0	0	73	484		
Total				186	269	16,033	183,590

Top 3 Mosaic Types in a 20 Minute Walktime

1. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

2. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

3. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work



- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

Top 3 Mosaic Types in a 20 Minute Drivetime

1. E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes



- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

2. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

3. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



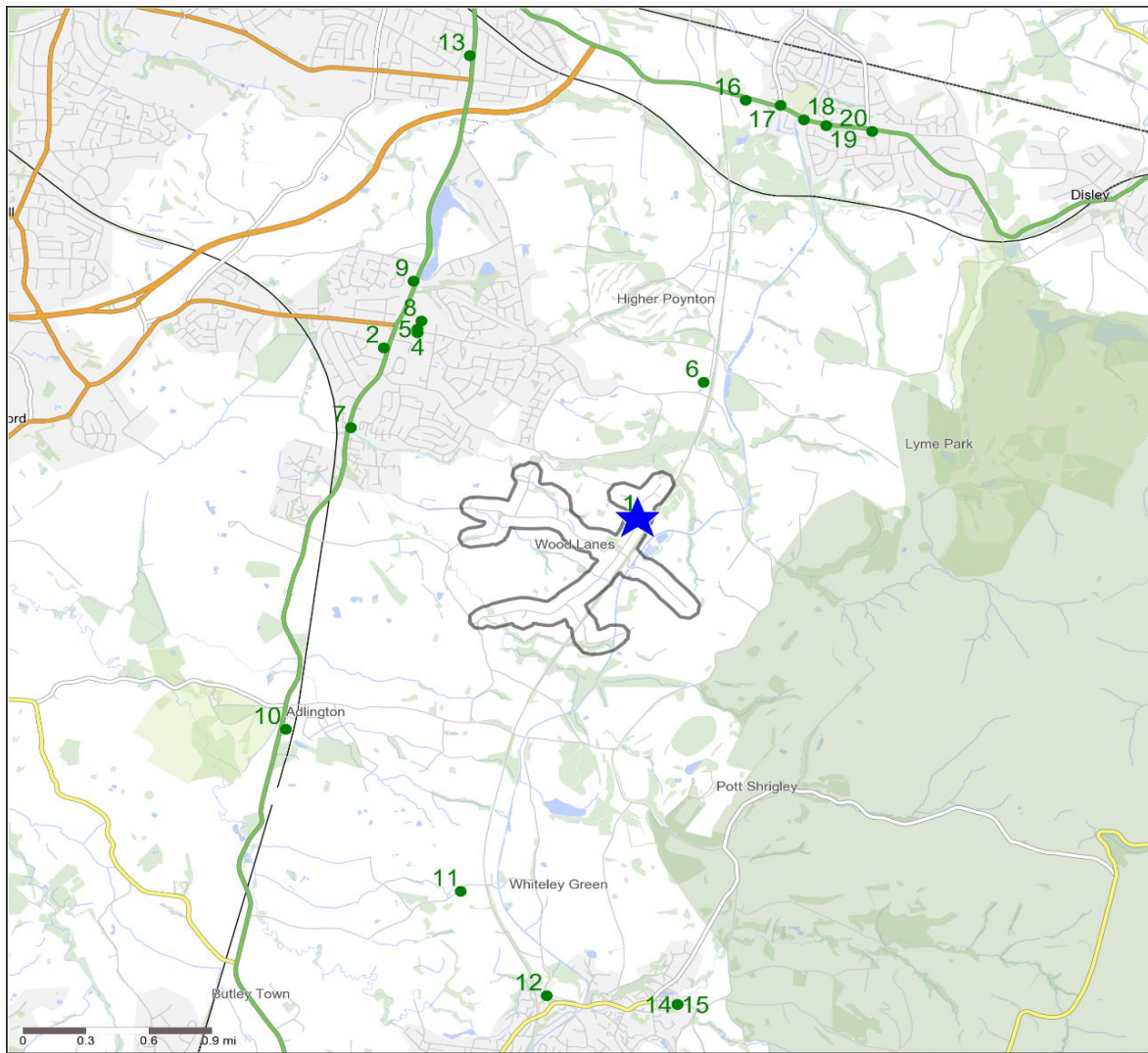
- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

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	0	0.0	0	<div></div>	0	0.0	0	<div></div>	269	100.0	192	<div></div>
Male: Alone	0	0.0	0	<div></div>	0	0.0	0	<div></div>	269	100.0	188	<div></div>
Male: Group	0	0.0	0	<div></div>	29	10.8	41	<div></div>	240	89.2	180	<div></div>
Male: Pair	0	0.0	0	<div></div>	0	0.0	0	<div></div>	269	100.0	174	<div></div>
Mixed Sex: Group	0	0.0	0	<div></div>	29	10.8	34	<div></div>	240	89.2	203	<div></div>
Mixed Sex: Pair	0	0.0	0	<div></div>	29	10.8	33	<div></div>	240	89.2	209	<div></div>
With Children	0	0.0	0	<div></div>	0	0.0	0	<div></div>	269	100.0	189	<div></div>
Unknown	0	0.0	0	<div></div>	0	0.0	0	<div></div>	269	100.0	209	<div></div>
For Eating:												
Upmarket	0	0.0	0	<div></div>	0	0.0	0	<div></div>	269	100.0	212	<div></div>
Midmarket	0	0.0	0	<div></div>	0	0.0	0	<div></div>	269	100.0	181	<div></div>
Downmarket	0	0.0	0	<div></div>	0	0.0	0	<div></div>	269	100.0	240	<div></div>
For Drinking (monthly spend):												
Nothing	0	0.0	0	<div></div>	12	4.5	19	<div></div>	257	95.5	213	<div></div>
Low (less than £10)	29	10.8	36	<div></div>	12	4.5	19	<div></div>	228	84.8	187	<div></div>
Medium (Between £10 and £40)	2	0.7	2	<div></div>	255	94.8	531	<div></div>	12	4.5	9	<div></div>
High (Greater than £40)	0	0.0	0	<div></div>	228	84.8	413	<div></div>	41	15.2	29	<div></div>

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	42,323	23.1	76	22,411	12.2	75	118,373	64.5	124
Male: Alone	45,535	24.8	83	30,882	16.8	108	106,690	58.1	109
Male: Group	40,307	22.0	96	38,774	21.1	81	104,026	56.7	114
Male: Pair	41,593	22.7	87	21,857	11.9	78	119,657	65.2	114
Mixed Sex: Group	33,278	18.1	79	37,078	20.2	63	112,751	61.4	140
Mixed Sex: Pair	51,969	28.3	121	43,904	23.9	74	87,234	47.5	111
With Children	38,782	21.1	73	30,170	16.4	98	114,155	62.2	117
Unknown	28,053	15.3	47	46,653	25.4	142	108,400	59.0	123
For Eating:									
Upmarket	51,756	28.2	92	37,351	20.3	98	94,000	51.2	108
Midmarket	49,075	26.7	78	6,436	3.5	39	127,596	69.5	126
Downmarket	34,033	18.5	83	60,064	32.7	94	89,009	48.5	117
For Drinking (monthly spend):									
Nothing	37,844	20.6	68	46,376	25.3	107	98,887	53.9	120
Low (less than £10)	69,740	38.0	127	27,398	14.9	64	85,969	46.8	103
Medium (Between £10 and £40)	79,065	43.1	141	23,686	12.9	72	80,355	43.8	87
High (Greater than £40)	46,416	25.3	98	54,745	29.8	145	81,945	44.6	85

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	Miners Arms, SK10 4PF	Star Pubs & Bars	0.0	0.1
2	Kingfisher, SK12 1NJ	Wetherspoon	41.6	7.0
3	Cask Tavern, SK12 1RE	Bollington Brewing Co.	42.3	7.6
4	Farmers Arms, SK12 1RE	Robinsons	42.3	7.6
5	Flute & Firkin, SK12 1RD	Independent Free	42.3	7.6
6	Boars Head Hotel, SK12 1TE	Punch Pub Company	43.2	7.2
7	Vernon Arms Hotel, SK12 1LQ	Mitchells & Butlers	45.9	5.6
8	Vine Hop, SK12 1QY	Independent Free	48.0	7.8
9	Bulls Head, SK12 1AG	*Other Small Retail Groups	48.6	7.9
10	Toby Carvery, SK10 4NA	Mitchells & Butlers	51.6	6.4
11	Windmill, SK10 5SJ	Mitchells & Butlers	58.5	7.2
12	Vale Inn, SK10 5JT	Bollington Brewing Co.	66.5	8.1
13	Fiveways, SK 7 6BE	Holt	67.4	10.4
14	Cotton Tree, SK10 5RE	Punch Pub Company	75.7	9.8
15	Poachers Inn, SK10 5RE	Independent Free	75.7	9.8
16	Royal Oak Hotel, SK 6 8AY	Marston's	86.4	12.4
17	Horse Shoe Inn, SK 6 8AA	Robinsons	89.7	12.9
18	Bulls Head Hotel, SK 6 8BH	Punch Pub Company	92.6	13.3
19	Dog & Partridge, SK 6 8HJ	Mitchells & Butlers	94.1	13.7
20	Red Lion Hotel, SK 6 8ED	Robinsons	98.5	14.7