

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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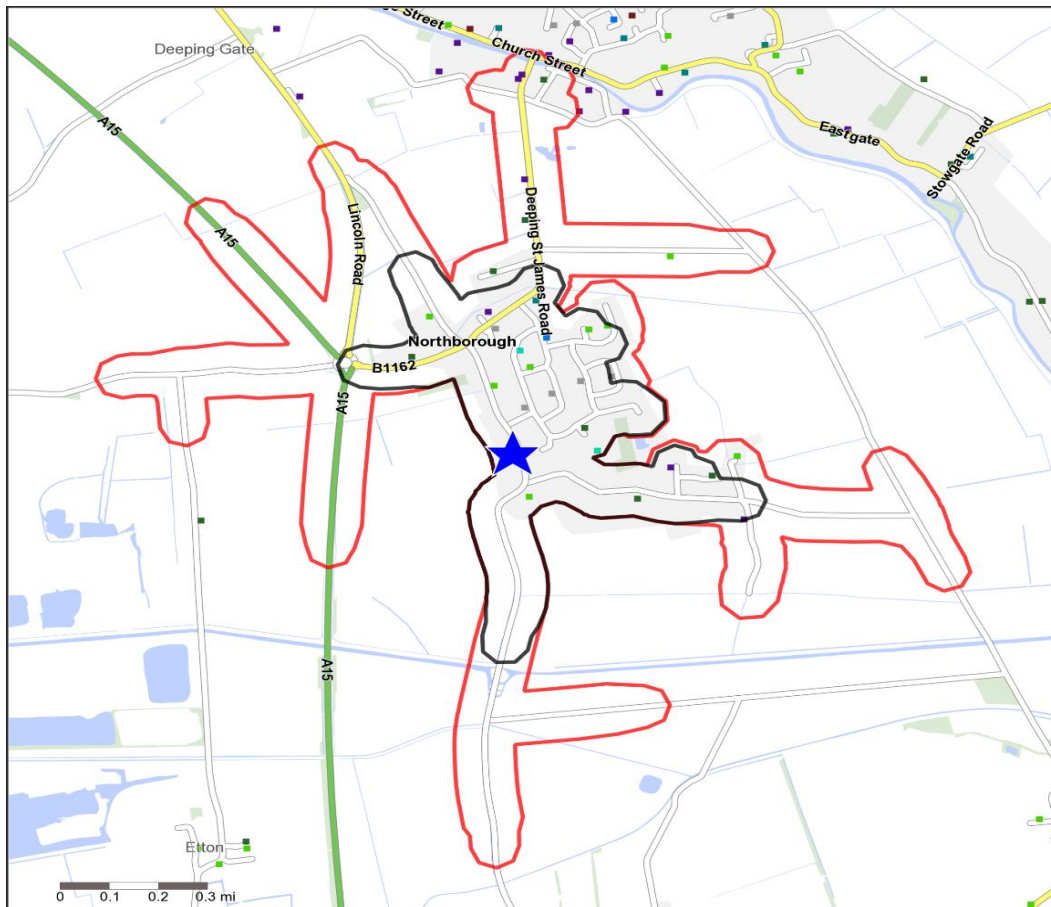
Number of Pubs	1	1	127
Catchment Adults 18+	1,088	1,252	182,053
Catchment Adults 18+ Per Pub	1,088	1,252	1,433
Populaton Projection 2020 to 2030 (% change)	5.03%	4.97%	6.63%

		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	Premium Local	670	61.6	117	1	Premium Local	774	61.8	118	1	High Street Pub	122,394	67.2	128
2	Great Pub Great Food	658	60.5	129	2	Great Pub Great Food	762	60.9	130	2	Community Pub	104,562	57.4	122
3	High Street Pub	314	28.9	45	3	High Street Pub	320	25.6	40	3	Premium Local	76,388	42.0	66
4	Community Pub	239	22.0	153	4	Community Pub	239	19.1	133	4	Great Pub Great Food	55,849	30.7	214
5	Bit of Style	21	1.9	5	5	Bit of Style	27	2.2	5	5	Bit of Style	41,296	22.7	56
6	Circuit Bar	12	1.1	4	6	Circuit Bar	12	1.0	3	6	Circuit Bar	26,716	14.7	51
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	12,436	6.8	60

	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	95	8.7	98	108	8.6	97	14,338	7.9	89
C1	112	10.3	84	130	10.4	84	21,381	11.7	96
C2	90	8.3	100	104	8.3	101	15,976	8.8	106
DE	48	4.4	43	54	4.3	42	22,772	12.5	122

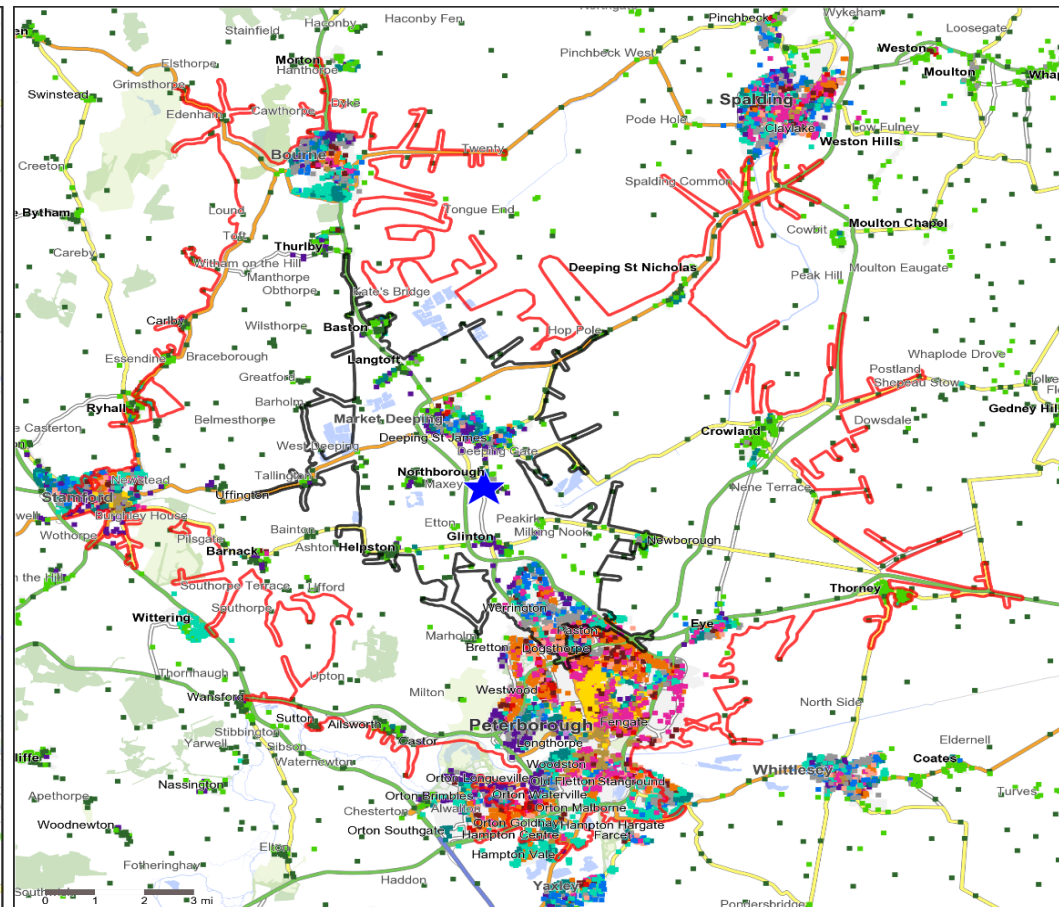
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	92	8.5	25	100	8.0	24	90,910	49.9	150
Medium (7-13)	465	42.7	129	532	42.5	128	65,641	36.1	108
High (14-19)	446	41.0	144	516	41.2	145	33,103	18.2	64

## 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	0
A02	Uptown Elite		0	0	0	299
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	23
B05	Premium Fortunes		0	0	0	174
B06	Diamond Days		1	1	50	1,658
B07	Alpha Families		72	95	615	1,752
B08	Bank of Mum and Dad		14	23	698	2,178
B09	Empty-Nest Adventure		23	37	1,754	4,097
C10	Wealthy Landowners		2	3	254	1,498
C11	Rural Vogue		0	0	305	1,409
C12	Scattered Homesteads		0	0	398	1,129
C13	Village Retirement		322	331	2,509	4,366
D14	Satellite Settlers		68	110	2,657	6,062
D15	Local Focus		0	0	1,119	3,503
D16	Outlying Seniors		157	157	1,203	3,924
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	0	81	2,202
E19	Bungalow Heaven		261	320	3,248	6,937
E20	Classic Grandparents		0	0	368	1,122
E21	Solo Retirees		0	0	614	3,588
F22	Boomerang Boarders		0	0	745	1,832
F23	Family Ties		0	0	745	1,373
F24	Fledgling Free		66	66	1,200	2,568
F25	Dependable Me		0	0	1,865	3,650
G26	Cafés and Catchments		0	0	0	377
G27	Thriving Independence		0	0	16	2,954
G28	Modern Parents		0	0	1,599	5,562
G29	Mid-Career Convention		9	15	3,356	5,657
H30	Primary Ambitions		0	0	876	4,143
H31	Affordable Fringe		82	82	746	3,672
H32	First-Rung Futures		0	0	1,182	3,497
H33	Contemporary Starts		0	0	1,386	8,939
H34	New Foundations		12	12	80	947
H35	Flying Solo		0	0	227	1,288

			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	307	1,925
I37	Budget Generations		0	0	462	2,449
I38	Economical Families		0	0	454	9,251
I39	Families on a Budget		0	0	362	8,570
J40	Value Rentals		0	0	817	2,714
J41	Youthful Endeavours		0	0	150	2,248
J42	Midlife Renters		0	0	1,872	8,999
J43	Renting Rooms		0	0	185	12,180
K44	Inner City Stalwarts		0	0	0	0
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	0	0	265
K47	Single Essentials		0	0	248	2,754
K48	Mature Workers		0	0	253	1,382
L49	Flatlet Seniors		0	0	49	1,625
L50	Pocket Pensions		0	0	624	3,285
L51	Retirement Communities		0	0	53	1,573
L52	Estate Veterans		0	0	114	1,670
L53	Seasoned Survivors		0	0	49	1,647
M54	Down-to-Earth Owners		0	0	139	796
M55	Back with the Folks		0	0	687	3,567
M56	Self Supporters		0	0	608	2,551
N57	Community Elders		0	0	0	1,252
N58	Culture & Comfort		0	0	0	898
N59	Large Family Living		0	0	0	7,967
N60	Ageing Access		0	0	0	824
O61	Career Builders		0	0	0	2,239
O62	Central Pulse		0	0	0	911
O63	Flexible Workforce		0	0	0	1,658
O64	Bus-Route Renters		0	0	466	4,385
O65	Learners & Earners		0	0	0	0
O66	Student Scene		0	0	0	89
U99	Unclassified		0	0	0	0
Total			1,089	1,252	37,795	182,054



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. 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

### 3. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

## 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. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

### 3. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



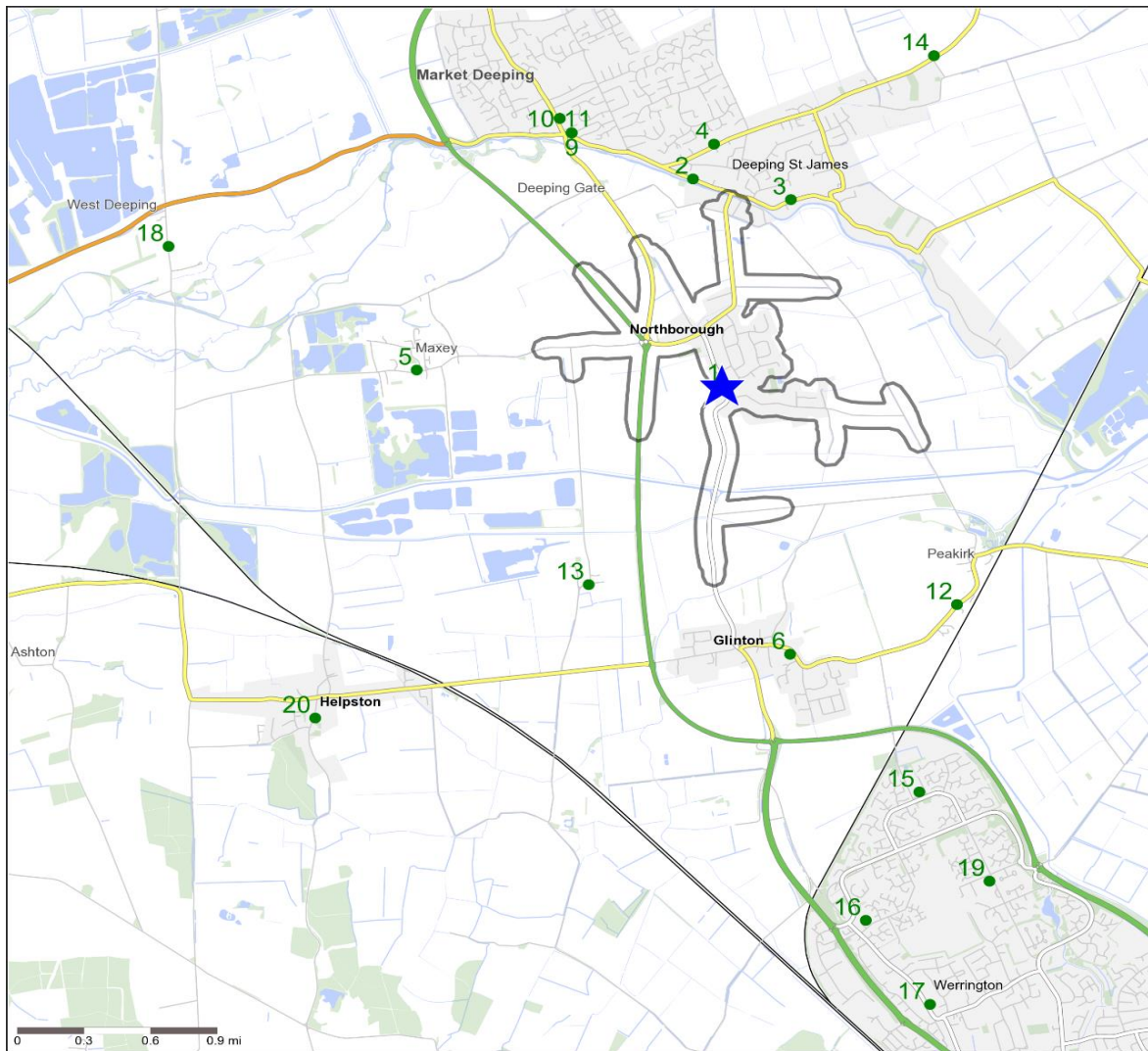
- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto: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	% of Population	Index
Female: Alone, Pair or Group	35	2.8	9	286	22.8	135	930	74.3	146			
Male: Alone	239	19.1	64	15	1.2	7	998	79.7	149			
Male: Group	82	6.5	29	689	55.0	204	481	38.4	77			
Male: Pair	82	6.5	25	12	1.0	6	1,158	92.5	158			
Mixed Sex: Group	117	9.3	38	933	74.5	232	202	16.1	37			
Mixed Sex: Pair	230	18.4	76	846	67.6	205	176	14.1	33			
With Children	82	6.5	22	16	1.3	7	1,154	92.2	175			
Unknown	207	16.5	48	13	1.0	6	1,032	82.4	176			
For Eating:												
Upmarket	120	9.6	30	107	8.5	39	1,025	81.9	177			
Midmarket	23	1.8	5	0	0.0	0	1,229	98.2	179			
Downmarket	148	11.8	51	553	44.2	125	551	44.0	106			
For Drinking (monthly spend):												
Nothing	262	20.9	68	373	29.8	126	617	49.3	108			
Low (less than £10)	489	39.1	131	653	52.2	220	109	8.7	19			
Medium (Between £10 and £40)	158	12.6	41	494	39.5	218	599	47.8	94			
High (Greater than £40)	60	4.8	18	167	13.3	64	1,025	81.9	155			

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	60,689	33.3	103	33,806	18.6	109	87,558	48.1	95
Male: Alone	63,781	35.0	118	31,103	17.1	103	87,169	47.9	89
Male: Group	35,063	19.3	84	51,359	28.2	104	95,631	52.5	105
Male: Pair	46,659	25.6	98	38,586	21.2	138	96,807	53.2	91
Mixed Sex: Group	55,435	30.4	124	61,322	33.7	105	65,296	35.9	83
Mixed Sex: Pair	47,857	26.3	109	71,300	39.2	119	62,895	34.5	81
With Children	74,487	40.9	138	37,174	20.4	116	70,392	38.7	73
Unknown	71,012	39.0	112	37,075	20.4	110	73,966	40.6	87
For Eating:									
Upmarket	54,467	29.9	93	52,837	29.0	134	74,748	41.1	89
Midmarket	72,304	39.7	110	14,353	7.9	86	95,396	52.4	96
Downmarket	40,278	22.1	95	78,369	43.0	122	63,406	34.8	84
For Drinking (monthly spend):									
Nothing	47,075	25.9	84	47,044	25.8	110	87,934	48.3	106
Low (less than £10)	45,556	25.0	84	53,408	29.3	124	83,088	45.6	98
Medium (Between £10 and £40)	41,169	22.6	73	29,906	16.4	91	110,977	61.0	119
High (Greater than £40)	31,796	17.5	66	35,245	19.4	93	115,011	63.2	120

## 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	Packhorse Inn, PE 6 9BL	Star Pubs & Bars	0.0	0.3
2	Bell, PE 6 8HA	Ei Group	24.1	4.2
3	Waterton Arms, PE 6 8HD	Ei Group	25.7	4.7
4	Walnut Tree, PE 6 8EW	New River Retail	30.5	5.5
5	Bluebell Maxey, PE 6 9EE	Independent Free	31.4	4.3
6	Blue Bell, PE 6 7LS	Greene King	32.0	4.1
7	Bull, PE 6 8EA	Everards	33.8	4.1
8	Deeping Stage, PE 6 8EA	Ei Group	33.8	4.1
9	Stone Loach Inn, PE 6 8EA	Star Pubs & Bars	33.8	4.1
10	Vine, PE 6 8AN	Unknown	34.4	4.4
11	White Horse, PE 6 8AN	Ei Group	34.4	4.4
12	Ruddy Duck, PE 6 7NF	Wellington	37.1	5.5
13	Golden Pheasant, PE 6 7DA	Independent Free	39.5	5.2
14	Goat, PE 6 8SA	Independent Free	47.1	8.1
15	Dragon, PE 4 5EG	Wells & Co	54.9	8.6
16	Crab & Winkle, PE 4 5BW	Greene King	61.5	6.6
17	Cock Inn, PE 4 6LW	Star Pubs & Bars	69.4	7.6
18	Red Lion, PE 6 9HP	Independent Free	71.0	6.8
19	Ploughman, PE 4 6NA	Independent Free	75.0	8.0
20	Bluebell, PE 6 7ED	Independent Free	75.1	8.2