

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

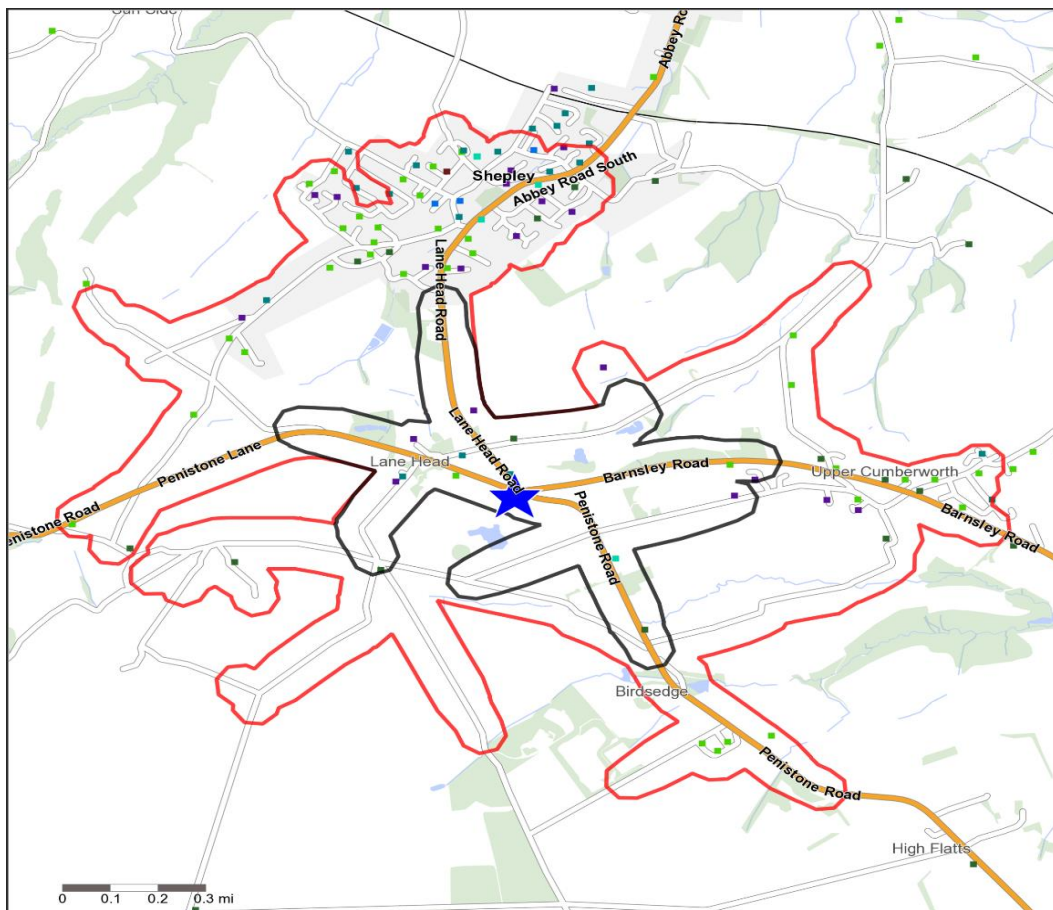
Number of Pubs	1	3	197
Catchment Adults 18+	411	2,714	173,459
Catchment Adults 18+ Per Pub	411	905	881
Populaton Projection 2020 to 2030 (% change)	3.81%	3.15%	3.42%

		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	395	96.1	183	1	Premium Local	2,482	91.5	174	1	High Street Pub	115,757	66.7	127
2	Great Pub Great Food	394	95.9	204	2	Great Pub Great Food	2,242	82.6	176	2	Community Pub	95,613	55.1	118
3	High Street Pub	56	13.6	21	3	High Street Pub	888	32.7	51	3	Premium Local	93,478	53.9	84
4	Bit of Style	41	10.0	70	4	Bit of Style	702	25.9	181	4	Great Pub Great Food	69,141	39.9	278
5	Community Pub	16	3.9	10	5	Community Pub	382	14.1	35	5	Bit of Style	41,514	23.9	59
6	Circuit Bar	0	0.0	0	6	Circuit Bar	97	3.6	12	6	Circuit Bar	21,216	12.2	43
7	Craft Led	0	0.0	0	7	Craft Led	8	0.3	3	7	Craft Led	15,078	8.7	77

	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	71	17.3	195	368	13.6	153	15,827	9.1	103
C1	41	10.0	81	288	10.6	86	20,720	11.9	97
C2	34	8.3	100	204	7.5	91	15,005	8.7	105
DE	17	4.1	40	139	5.1	50	15,776	9.1	88

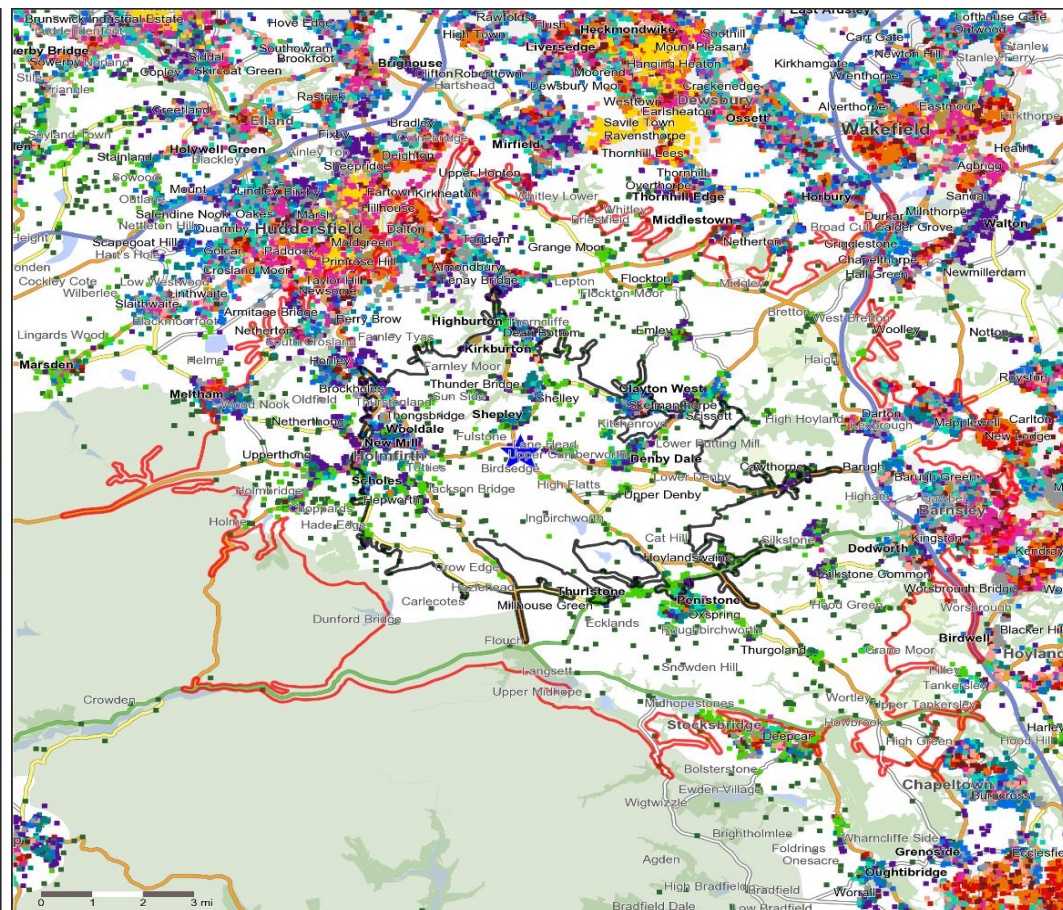
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	28	6.8	20	389	14.3	43	71,695	41.3	124
Medium (7-13)	149	36.3	109	1,197	44.1	133	62,703	36.1	109
High (14-19)	223	54.3	190	1,089	40.1	141	33,205	19.1	67

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



Copyright Experian Ltd, HERE 2019. Ordnance Survey © Crown copyright 2019

Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2019. Ordnance Survey © Crown copyright 2019



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	0	0
A02	Uptown Elite	0	0	0	4	0	4
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	0	99	213	99	213
B06	Diamond Days	0	9	358	947	358	947
B07	Alpha Families	98	245	1,285	3,418	1,285	3,418
B08	Bank of Mum and Dad	4	29	743	2,275	743	2,275
B09	Empty-Nest Adventure	39	133	2,283	7,441	2,283	7,441
C10	Wealthy Landowners	35	139	990	2,878	990	2,878
C11	Rural Vogue	7	25	479	1,563	479	1,563
C12	Scattered Homesteads	0	0	142	519	142	519
C13	Village Retirement	58	284	2,150	5,334	2,150	5,334
D14	Satellite Settlers	113	772	5,748	11,931	5,748	11,931
D15	Local Focus	0	100	1,241	5,364	1,241	5,364
D16	Outlying Seniors	16	97	872	4,138	872	4,138
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	0	129	1,983	129	1,983
E19	Bungalow Heaven	0	0	587	7,041	587	7,041
E20	Classic Grandparents	0	0	30	2,575	30	2,575
E21	Solo Retirees	0	0	134	3,231	134	3,231
F22	Boomerang Boarders	0	1	205	3,453	205	3,453
F23	Family Ties	0	0	334	1,216	334	1,216
F24	Fledgling Free	0	0	314	3,720	314	3,720
F25	Dependable Me	0	143	1,965	7,446	1,965	7,446
G26	Cafés and Catchments	0	0	0	11	0	11
G27	Thriving Independence	0	0	76	1,257	76	1,257
G28	Modern Parents	40	83	1,371	5,637	1,371	5,637
G29	Mid-Career Convention	0	522	4,148	11,068	4,148	11,068
H30	Primary Ambitions	0	0	98	1,230	98	1,230
H31	Affordable Fringe	0	0	249	4,006	249	4,006
H32	First-Rung Futures	0	8	758	6,697	758	6,697
H33	Contemporary Starts	0	74	1,392	3,830	1,392	3,830
H34	New Foundations	0	16	97	735	97	735
H35	Flying Solo	0	0	295	1,148	295	1,148

				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	34	310	34	310
I37	Budget Generations	0	0	459	1,977	459	1,977
I38	Economical Families	0	0	50	1,980	50	1,980
I39	Families on a Budget	0	0	60	3,331	60	3,331
J40	Value Rentals	0	0	388	4,128	388	4,128
J41	Youthful Endeavours	0	0	0	676	0	676
J42	Midlife Renters	0	0	922	6,683	922	6,683
J43	Renting Rooms	0	0	0	6,970	0	6,970
K44	Inner City Stalwarts	0	0	0	0	0	0
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	0	0	293	0	293
K47	Single Essentials	0	0	0	1,464	0	1,464
K48	Mature Workers	0	0	0	1,663	0	1,663
L49	Flatlet Seniors	0	0	0	2,620	0	2,620
L50	Pocket Pensions	0	35	586	4,784	35	4,784
L51	Retirement Communities	0	0	54	413	54	413
L52	Estate Veterans	0	0	225	1,939	225	1,939
L53	Seasoned Survivors	0	0	0	2,335	0	2,335
M54	Down-to-Earth Owners	0	0	228	2,467	228	2,467
M55	Back with the Folks	0	0	80	2,887	80	2,887
M56	Self Supporters	0	0	159	6,737	159	6,737
N57	Community Elders	0	0	0	2	0	2
N58	Culture & Comfort	0	0	0	2	0	2
N59	Large Family Living	0	0	0	385	0	385
N60	Ageing Access	0	0	0	184	0	184
O61	Career Builders	0	0	19	254	19	254
O62	Central Pulse	0	0	0	306	0	306
O63	Flexible Workforce	0	0	0	53	0	53
O64	Bus-Route Renters	0	0	171	1,151	171	1,151
O65	Learners & Earners	0	0	48	1,897	48	1,897
O66	Student Scene	0	0	1,215	3,259	1,215	3,259
U99	Unclassified	0	0	0	0	0	0
Total				410	2,715	33,270	173,459

Top 3 Mosaic Types in a 20 Minute Walktime

1. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

2. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

2. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

3. F25 Dependable Me

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



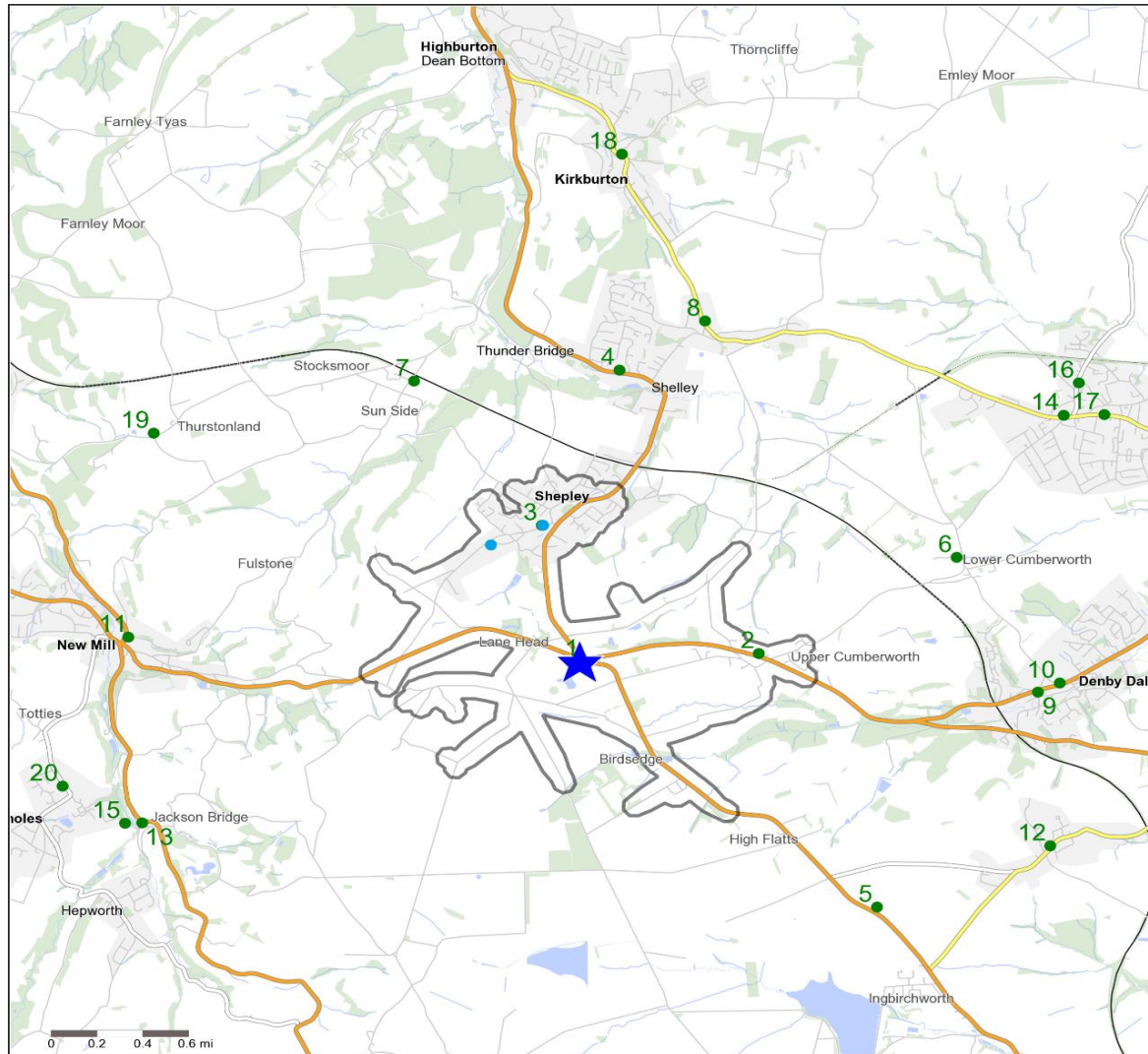
- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

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

	20 Minute Walktime											
	High				Medium				Low			
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	202	7.4	23	<div></div>	1,117	41.2	242	<div></div>	1,395	51.4	101	<div></div>
Male: Alone	276	10.2	34	<div></div>	605	22.3	135	<div></div>	1,833	67.5	126	<div></div>
Male: Group	179	6.6	29	<div></div>	935	34.5	128	<div></div>	1,600	59.0	118	<div></div>
Male: Pair	36	1.3	5	<div></div>	166	6.1	40	<div></div>	2,511	92.5	158	<div></div>
Mixed Sex: Group	44	1.6	7	<div></div>	1,932	71.2	221	<div></div>	737	27.2	63	<div></div>
Mixed Sex: Pair	1,406	51.8	214	<div></div>	657	24.2	73	<div></div>	651	24.0	56	<div></div>
With Children	90	3.3	11	<div></div>	705	26.0	148	<div></div>	1,919	70.7	134	<div></div>
Unknown	1,476	54.4	156	<div></div>	99	3.6	20	<div></div>	1,139	42.0	90	<div></div>
For Eating:												
Upmarket	626	23.1	72	<div></div>	343	12.6	58	<div></div>	1,744	64.3	139	<div></div>
Midmarket	30	1.1	3	<div></div>	0	0.0	0	<div></div>	2,684	98.9	180	<div></div>
Downmarket	144	5.3	23	<div></div>	1,037	38.2	108	<div></div>	1,532	56.4	136	<div></div>
For Drinking (monthly spend):												
Nothing	227	8.4	27	<div></div>	941	34.7	147	<div></div>	1,546	57.0	125	<div></div>
Low (less than £10)	1,061	39.1	132	<div></div>	1,137	41.9	176	<div></div>	517	19.0	41	<div></div>
Medium (Between £10 and £40)	776	28.6	93	<div></div>	669	24.6	136	<div></div>	1,269	46.8	92	<div></div>
High (Greater than £40)	245	9.0	34	<div></div>	670	24.7	119	<div></div>	1,799	66.3	125	<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	42,665	24.6	76	34,229	19.7	116	96,565	55.7	110
Male: Alone	52,731	30.4	102	30,695	17.7	107	90,033	51.9	97
Male: Group	35,503	20.5	89	60,863	35.1	130	77,092	44.4	89
Male: Pair	33,738	19.5	74	36,134	20.8	136	103,586	59.7	102
Mixed Sex: Group	35,128	20.3	82	68,463	39.5	123	69,868	40.3	93
Mixed Sex: Pair	60,319	34.8	144	53,712	31.0	94	59,428	34.3	80
With Children	48,028	27.7	93	35,768	20.6	118	89,663	51.7	98
Unknown	61,483	35.4	102	21,308	12.3	66	90,668	52.3	112
For Eating:									
Upmarket	40,590	23.4	73	33,266	19.2	89	99,603	57.4	124
Midmarket	42,061	24.2	67	5,469	3.2	35	125,929	72.6	132
Downmarket	40,926	23.6	102	77,013	44.4	126	55,520	32.0	77
For Drinking (monthly spend):									
Nothing	37,708	21.7	71	58,405	33.7	143	77,345	44.6	98
Low (less than £10)	50,764	29.3	99	55,692	32.1	135	67,003	38.6	83
Medium (Between £10 and £40)	47,328	27.3	89	22,067	12.7	70	104,064	60.0	117
High (Greater than £40)	29,118	16.8	64	31,352	18.1	87	112,989	65.1	123

Competitor Map



Copyright Experian Ltd, HERE 2019. Ordnance Survey © Crown copyright 2019

★ Site ● Star Pubs ● Pubs N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Sovereign, HD 8 8BE	Mitchells & Butlers	0.0	0.0
2	Star Inn, HD 8 8NS	Ei Group	14.8	1.4
3	Black Bull, HD 8 8AE	Star Pubs & Bars	15.1	2.2
4	Rising Sun, HD 8 8JB	Marston's	35.6	4.5
5	Yummy Yorkshire, HD 8 8XY	Independent Free	36.2	3.5
6	Foresters Arms, HD 8 8PH	Ei Group	36.5	5.3
7	Clothiers Arms, HD 4 6XN	Trust Inns Limited	37.4	6.1
8	Flying Ferret, HD 8 8HF	Unknown	40.1	5.6
9	Dale Inn, HD 8 8RP	Daniel Thwaites plc	41.0	4.5
10	White Hart, HD 8 8RT	Star Pubs & Bars	43.2	4.8
11	White Hart, HD 9 7JU	Independent Free	43.5	4.1
12	George Inn, HD 8 8UE	*Other Small Retail Groups	51.0	5.5
13	Red Lion Inn, HD 9 7HB	Ei Group	51.9	4.9
14	Waggon & Horses, HD 8 9AE	Ei Group	53.4	7.6
15	White Horse, HD 9 1LY	Star Pubs & Bars	53.7	5.6
16	Grove, HD 8 9AU	Ei Group	57.3	8.2
17	Tipsy Cow, HD 8 9DA	Independent Free	57.3	8.4
18	George Inn, HD 8 0SF	Unknown	57.6	8.0
19	Rose & Crown, HD 4 6XU	Ei Group	59.8	7.5
20	Boot & Shoe Inn, HD 9 1UQ	Independent Free	61.2	6.0