

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	6	15	362
Catchment Adults 18+	3,010	13,066	348,044
Catchment Adults 18+ Per Pub	502	871	961
Populaton Projection 2018 to 2028 (% change)	1.16%	1.49%	3.05%

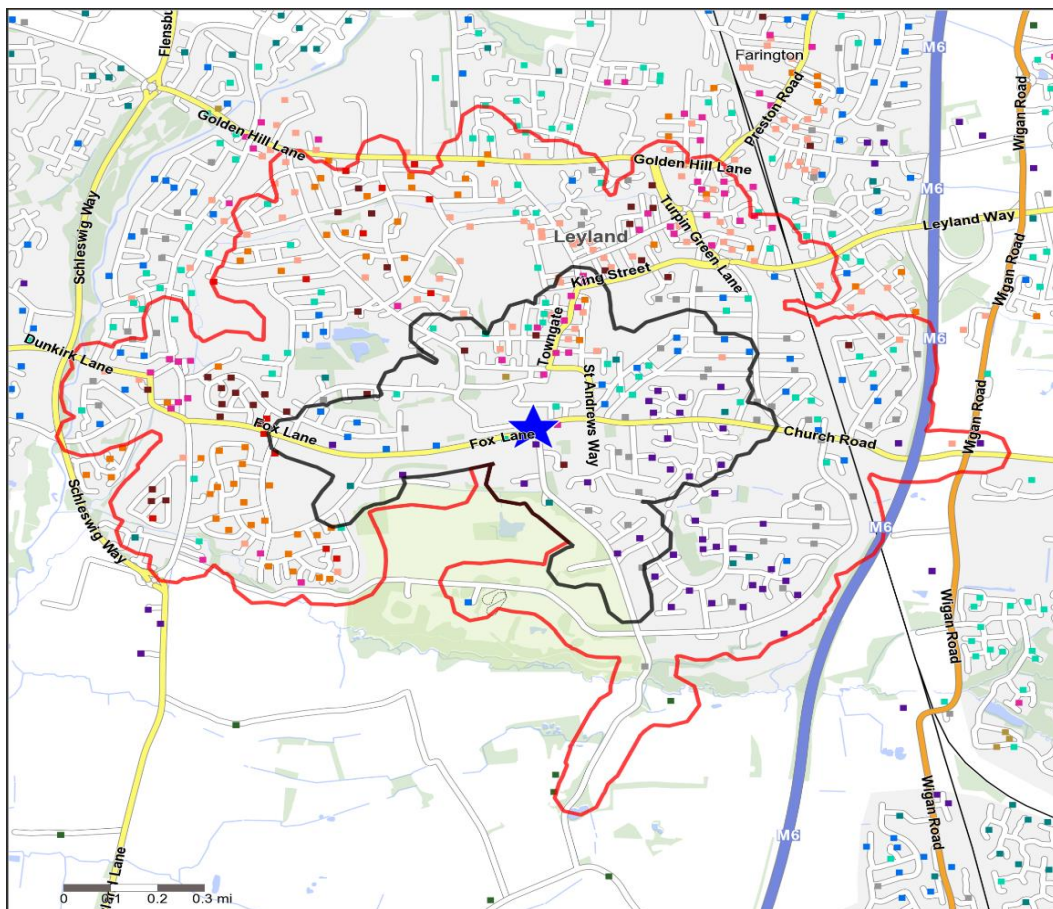
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	2,234	74.2	143	1	High Street Pub	10,643	81.5	157	1	High Street Pub	256,038	73.6	142
2	Premium Local	1,768	58.7	126	2	Community Pub	9,560	73.2	157	2	Community Pub	187,237	53.8	115
3	Community Pub	1,733	57.6	91	3	Premium Local	5,407	41.4	66	3	Premium Local	182,273	52.4	83
4	Great Pub Great Food	1,304	43.3	335	4	Great Pub Great Food	3,590	27.5	212	4	Great Pub Great Food	126,015	36.2	280
5	Bit of Style	527	17.5	43	5	Bit of Style	1,679	12.9	32	5	Bit of Style	87,738	25.2	62
6	Circuit Bar	324	10.8	40	6	Circuit Bar	1,216	9.3	35	6	Circuit Bar	46,684	13.4	50
7	Craft Led	256	8.5	83	7	Craft Led	979	7.5	73	7	Craft Led	32,691	9.4	91

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	273	9.1	103	863	6.6	75	29,478	8.5	96
C1	342	11.4	93	1,493	11.4	93	43,781	12.6	103
C2	237	7.9	95	1,234	9.4	114	30,108	8.7	105
DE	227	7.5	73	1,520	11.6	113	34,874	10.0	97

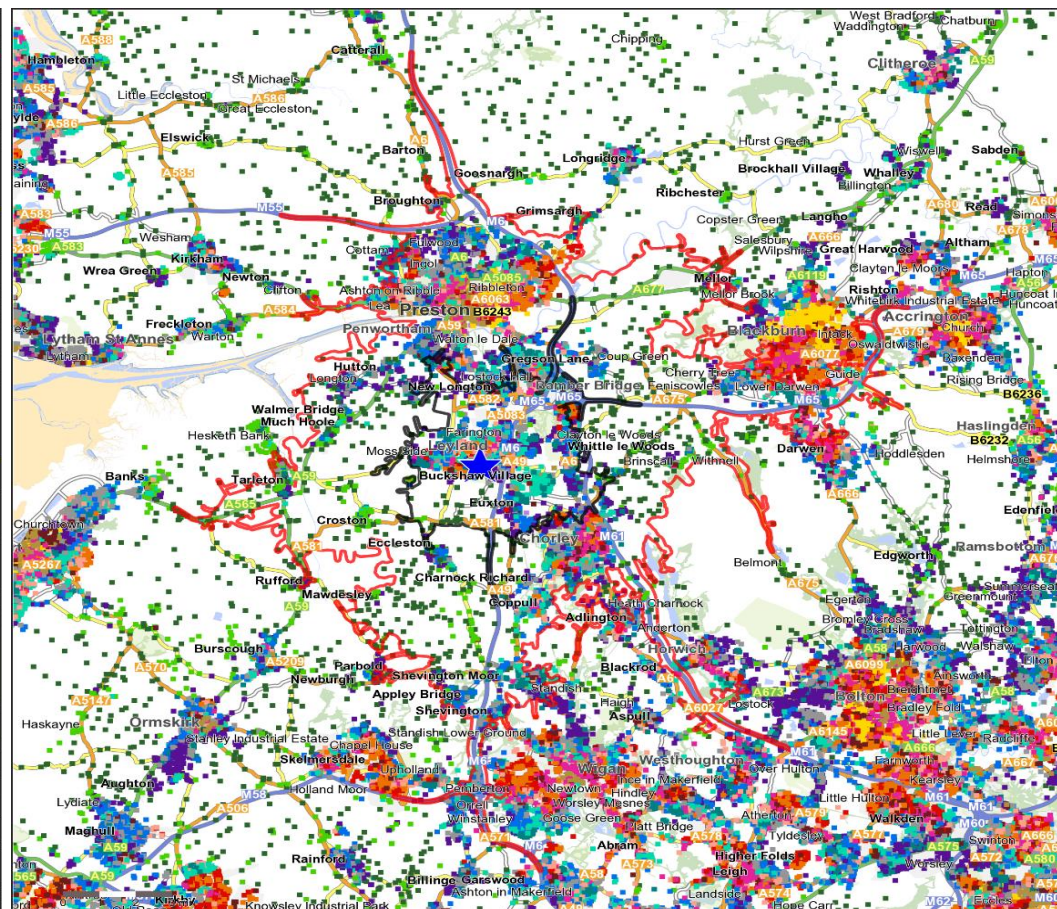
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	757	25.1	76	6,519	49.9	150	135,203	38.8	117
Medium (7-13)	1,359	45.1	136	4,913	37.6	113	134,314	38.6	116
High (14-19)	752	25.0	88	1,561	11.9	42	52,207	15.0	53

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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	3	29
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	16
B05	Premium Fortunes	0	1	79	276
B06	Diamond Days	37	39	754	1,691
B07	Alpha Families	85	134	767	3,923
B08	Bank of Mum and Dad	123	185	924	5,000
B09	Empty-Nest Adventure	361	964	3,680	13,089
C10	Wealthy Landowners	0	2	463	4,983
C11	Rural Vogue	0	0	64	950
C12	Scattered Homesteads	0	0	1	329
C13	Village Retirement	0	21	416	5,579
D14	Satellite Settlers	0	0	534	7,701
D15	Local Focus	0	0	163	1,360
D16	Outlying Seniors	0	0	0	1,760
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	134	165	450	3,913
E19	Bungalow Heaven	167	672	2,741	16,060
E20	Classic Grandparents	242	640	1,509	8,902
E21	Solo Retirees	28	271	1,245	7,375
F22	Boomerang Boarders	259	387	3,159	14,473
F23	Family Ties	131	267	686	4,666
F24	Fledgling Free	0	414	4,169	11,001
F25	Dependable Me	78	247	3,660	15,279
G26	Cafés and Catchments	0	0	0	422
G27	Thriving Independence	0	0	133	2,715
G28	Modern Parents	0	77	4,928	17,075
G29	Mid-Career Convention	83	149	3,292	14,656
H30	Primary Ambitions	30	67	501	3,696
H31	Affordable Fringe	192	985	3,828	13,065
H32	First-Rung Futures	254	860	3,137	14,674
H33	Contemporary Starts	0	82	5,600	10,538
H34	New Foundations	0	46	350	733
H35	Flying Solo	2	2	413	1,650

		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	46	461	1,804
I37	Budget Generations	0	301	356	2,192
I38	Economical Families	40	501	1,258	7,830
I39	Families on a Budget	0	1,003	1,725	12,771
J40	Value Rentals	158	397	2,054	9,316
J41	Youthful Endeavours	48	89	245	1,618
J42	Midlife Renters	41	290	1,697	10,731
J43	Renting Rooms	36	72	112	12,705
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	95
K46	High Rise Residents	0	0	0	374
K47	Single Essentials	0	117	400	4,151
K48	Mature Workers	0	396	1,156	7,351
L49	Flatlet Seniors	0	276	418	4,723
L50	Pocket Pensions	29	399	1,087	4,364
L51	Retirement Communities	86	89	281	1,568
L52	Estate Veterans	0	346	969	3,007
L53	Seasoned Survivors	28	150	362	4,794
M54	Down-to-Earth Owners	0	316	704	3,479
M55	Back with the Folks	118	566	1,164	5,998
M56	Self Supporters	199	1,016	3,445	13,118
N57	Community Elders	0	0	0	875
N58	Culture & Comfort	0	0	0	374
N59	Large Family Living	0	0	0	4,932
N60	Ageing Access	0	0	23	401
O61	Career Builders	0	0	149	1,433
O62	Central Pulse	0	0	0	1,278
O63	Flexible Workforce	0	0	0	53
O64	Bus-Route Renters	20	20	777	2,537
O65	Learners & Earners	0	0	0	6,880
O66	Student Scene	0	0	0	2,572
U99	Unclassified	0	0	271	7,141
Total		3,009	13,067	66,763	348,044

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

3. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

Top 3 Mosaic Types in a 20 Minute Drivetime

1. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

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. F25 Dependable Me

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



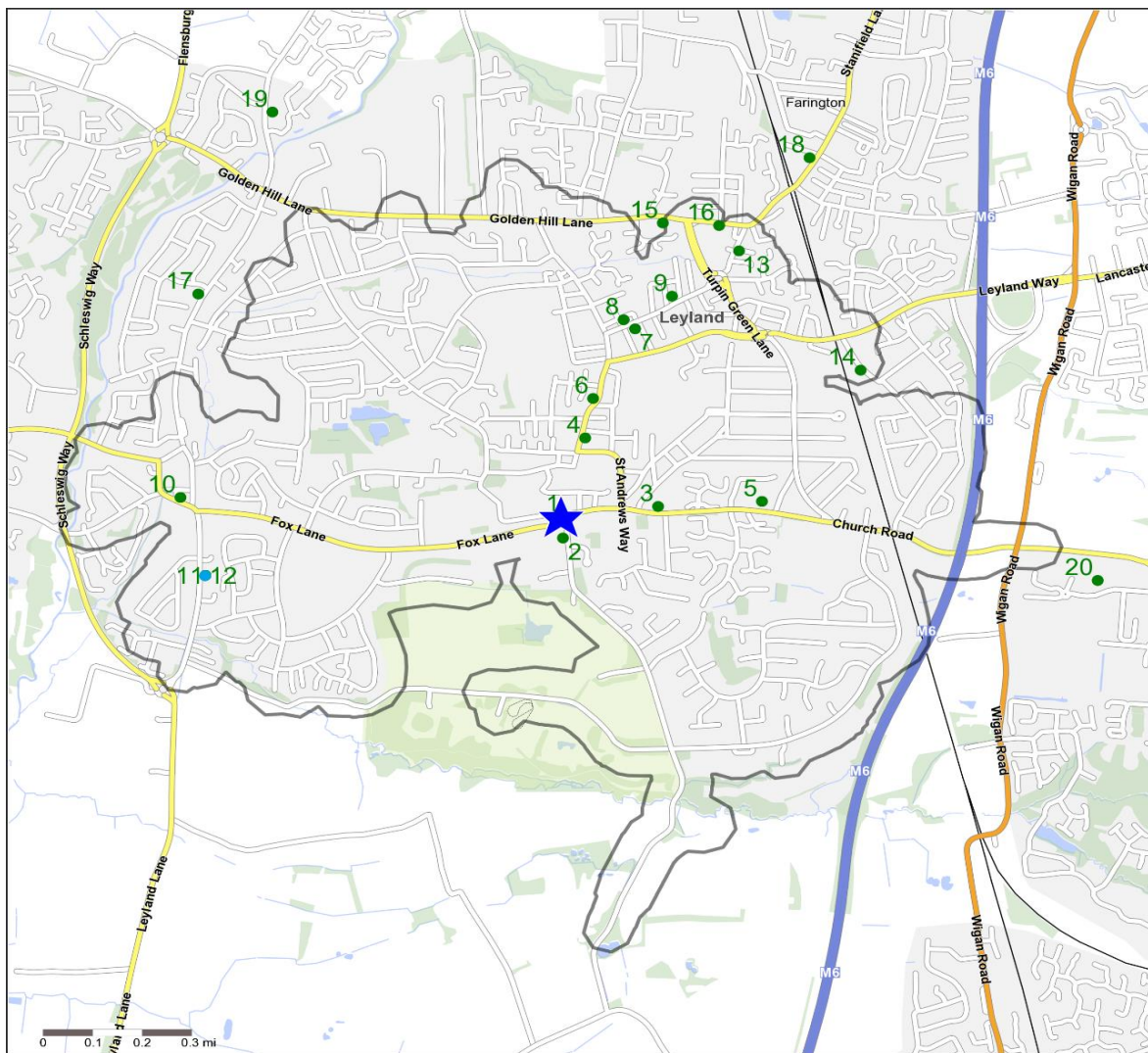
- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

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	3,002	23.0	76	1,538	11.8	72	8,527	65.3	125		
Male: Alone	4,215	32.3	108	1,743	13.3	85	7,108	54.4	102		
Male: Group	3,568	27.3	119	3,822	29.3	112	5,677	43.4	88		
Male: Pair	3,743	28.6	110	3,162	24.2	159	6,161	47.2	82		
Mixed Sex: Group	2,873	22.0	96	2,661	20.4	64	7,532	57.6	131		
Mixed Sex: Pair	3,867	29.6	126	4,391	33.6	103	4,808	36.8	86		
With Children	4,689	35.9	124	2,731	20.9	124	5,646	43.2	82		
Unknown	3,361	25.7	78	1,076	8.2	46	8,630	66.0	138		
For Eating:											
Upmarket	3,011	23.0	75	1,768	13.5	65	8,287	63.4	134		
Midmarket	3,170	24.3	71	1,139	8.7	97	8,757	67.0	121		
Downmarket	5,107	39.1	176	5,515	42.2	121	2,445	18.7	45		
For Drinking (monthly spend):											
Nothing	4,774	36.5	121	4,546	34.8	147	3,746	28.7	64		
Low (less than £10)	4,648	35.6	119	2,506	19.2	82	5,912	45.2	100		
Medium (Between £10 and £40)	4,628	35.4	116	1,408	10.8	60	7,030	53.8	107		
High (Greater than £40)	2,813	21.5	83	2,823	21.6	105	7,430	56.9	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	108,426	31.2	103	44,200	12.7	78	188,276	54.1	104	
Male: Alone	109,822	31.6	106	65,092	18.7	120	165,989	47.7	89	
Male: Group	81,510	23.4	102	105,405	30.3	116	153,988	44.2	89	
Male: Pair	83,230	23.9	92	77,398	22.2	146	180,275	51.8	90	
Mixed Sex: Group	77,660	22.3	98	110,957	31.9	100	152,286	43.8	100	
Mixed Sex: Pair	117,725	33.8	144	107,503	30.9	95	115,674	33.2	78	
With Children	112,365	32.3	112	65,308	18.8	112	163,230	46.9	89	
Unknown	108,499	31.2	95	42,722	12.3	68	189,683	54.5	114	
For Eating:										
Upmarket	96,833	27.8	91	73,506	21.1	101	170,564	49.0	104	
Midmarket	102,984	29.6	86	17,889	5.1	57	220,031	63.2	114	
Downmarket	109,920	31.6	142	147,142	42.3	121	83,840	24.1	58	
For Drinking (monthly spend):										
Nothing	87,331	25.1	83	117,604	33.8	143	135,968	39.1	87	
Low (less than £10)	112,138	32.2	108	87,372	25.1	107	141,393	40.6	90	
Medium (Between £10 and £40)	114,681	33.0	108	41,521	11.9	67	184,702	53.1	106	
High (Greater than £40)	77,076	22.1	86	70,458	20.2	99	193,369	55.6	106	

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	Fox & Lion, PR25 2EN	Star Pubs & Bars	0.0	0.0
2	Withy Arms, PR25 3EL	Independent Free	0.6	0.3
3	Eagle & Child, PR25 3AA	Marston's	4.8	0.8
4	Barristers, PR25 2LR	Independent Free	7.2	1.4
5	Da Vinci, PR25 3AB	Independent Free	8.5	1.6
6	Original Ship Inn, PR25 2LQ	Independent Free	8.5	1.7
7	Gables, PR25 2SD	Punch Pub Company	12.1	2.6
8	Market Ale House, PR25 2SB	Independent Free	12.4	2.3
9	Leyland Lion, PR25 2SA	Wetherspoon	15.1	2.9
10	Seven Stars, PR25 1TL	Ei Group	15.4	3.4
11	Crofters Arms, PR25 1TA	Star Pubs & Bars	17.5	3.5
12	Seven Stars, PR25 1TA	Ei Group	17.5	3.5
13	Golden Tap Ale House, PR25 3NH	Independent Free	19.0	3.6
14	Wagon & Horses, PR25 4HS	Thwaites	19.9	3.9
15	Old Leyland Gates, PR25 3PG	Greene King	20.5	3.4
16	Queens, PR25 3NP	Amber Taverns	20.8	3.5
17	Broadfield Arms, PR25 1XH	Star Pubs & Bars	23.5	5.3
18	Railway, PR25 4NT	Star Pubs & Bars	24.4	4.4
19	Wheatshaf Hotel, PR26 8PH	Star Pubs & Bars	26.3	5.8
20	Bobbin Mill, PR 7 7NA	Marston's	27.8	4.9