

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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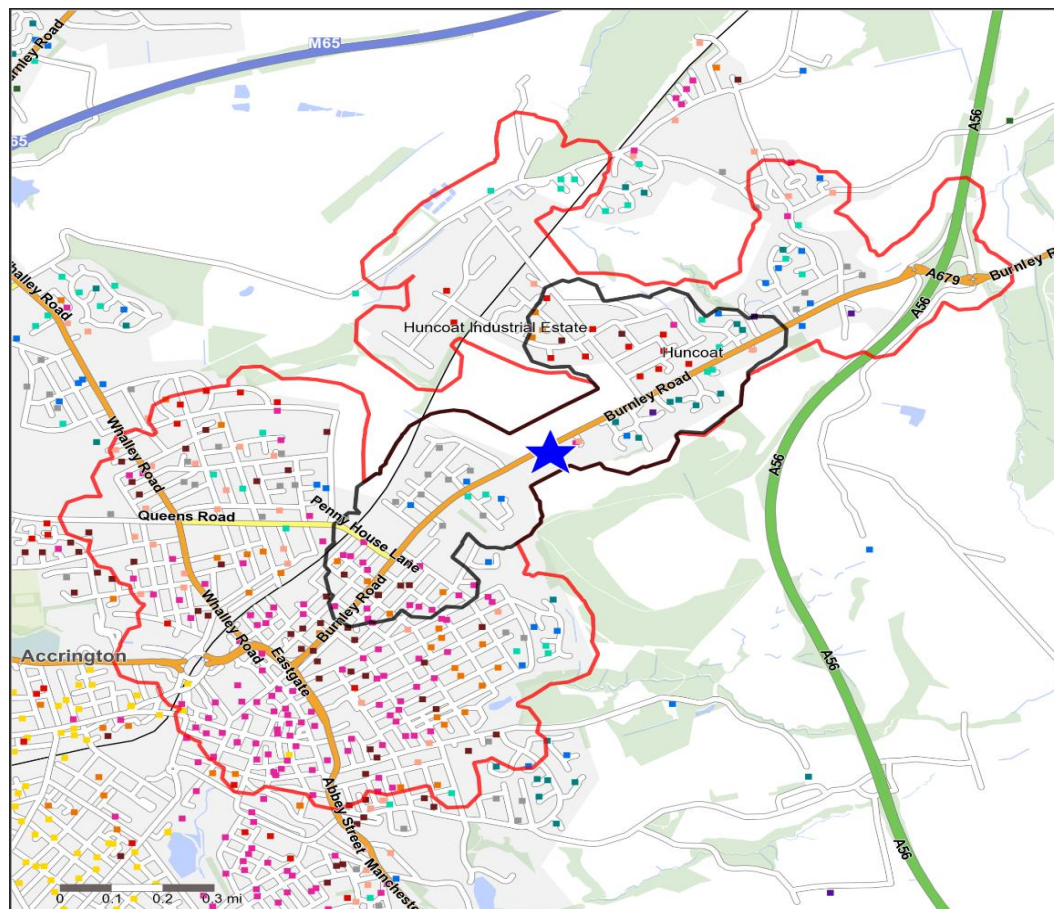
Number of Pubs	2	23	424
Catchment Adults 18+	2,555	10,264	357,089
Catchment Adults 18+ Per Pub	1,278	446	842
Populaton Projection 2018 to 2028 (% change)	-1.02%	-1.06%	0.61%

		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	2,515	98.4	190	1	High Street Pub	9,616	93.7	181	1	High Street Pub	265,510	74.4	144
2	Community Pub	2,299	90.0	193	2	Community Pub	9,241	90.0	193	2	Community Pub	230,454	64.5	138
3	Premium Local	651	25.5	40	3	Premium Local	1,886	18.4	29	3	Premium Local	120,803	33.8	54
4	Great Pub Great Food	403	15.8	122	4	Bit of Style	1,438	14.0	108	4	Great Pub Great Food	85,292	23.9	185
5	Circuit Bar	349	13.7	34	5	Great Pub Great Food	1,022	10.0	25	5	Bit of Style	66,562	18.6	46
6	Craft Led	340	13.3	50	6	Circuit Bar	665	6.5	24	6	Circuit Bar	22,967	6.4	24
7	Bit of Style	338	13.2	128	7	Craft Led	609	5.9	58	7	Craft Led	18,049	5.1	49

	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	138	5.4	61	510	5.0	56	23,193	6.5	73
C1	308	12.1	98	1,183	11.5	94	39,853	11.2	91
C2	276	10.8	131	1,124	11.0	133	33,993	9.5	115
DE	458	17.9	174	1,706	16.6	161	51,846	14.5	141

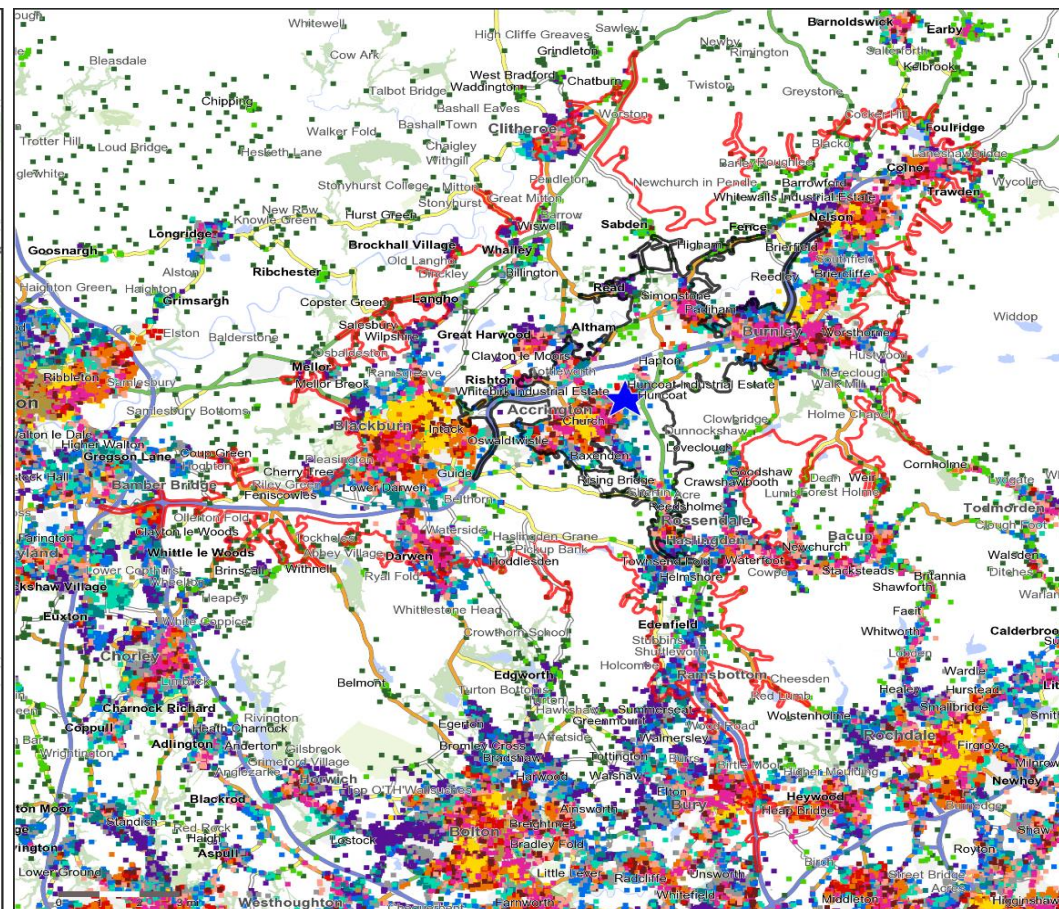
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,850	72.4	218	7,294	71.1	214	208,045	58.3	176
Medium (7-13)	687	26.9	81	2,588	25.2	76	102,744	28.8	87
High (14-19)	179	7.0	25	389	3.8	13	34,901	9.8	34

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	0
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	44	330
	B06	Diamond Days	0	0	47	1,090
	B07	Alpha Families	0	0	210	3,105
	B08	Bank of Mum and Dad	13	24	608	4,514
	B09	Empty-Nest Adventure	6	30	1,587	7,605
	C10	Wealthy Landowners	0	1	466	4,106
	C11	Rural Vogue	0	1	74	676
	C12	Scattered Homesteads	0	0	27	258
	C13	Village Retirement	0	1	256	2,472
	D14	Satellite Settlers	0	4	639	5,629
	D15	Local Focus	0	0	2	1,530
	D16	Outlying Seniors	0	1	56	1,220
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	175	1,586
	E19	Bungalow Heaven	4	217	2,580	11,002
	E20	Classic Grandparents	193	312	1,288	4,566
	E21	Solo Retirees	38	435	1,135	5,669
	F22	Boomerang Boarders	110	200	1,930	8,955
	F23	Family Ties	8	37	1,325	4,031
	F24	Fledgling Free	1	145	2,187	8,249
	F25	Dependable Me	145	306	1,918	9,492
	G26	Cafés and Catchments	0	4	4	115
	G27	Thriving Independence	0	0	56	1,336
	G28	Modern Parents	53	97	2,422	9,395
	G29	Mid-Career Convention	59	181	1,350	11,088
	H30	Primary Ambitions	1	9	558	3,313
	H31	Affordable Fringe	159	326	3,331	11,210
	H32	First-Rung Futures	74	341	3,341	13,324
	H33	Contemporary Starts	0	10	258	1,856
	H34	New Foundations	0	33	79	577
	H35	Flying Solo	0	0	284	1,401

			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	110	455
	I37	Budget Generations	0	19	208	1,223
	I38	Economical Families	204	1,424	6,326	19,114
	I39	Families on a Budget	188	257	4,713	17,432
	J40	Value Rentals	151	764	7,801	23,860
	J41	Youthful Endeavours	9	13	307	1,514
	J42	Midlife Renters	42	202	1,470	8,237
	J43	Renting Rooms	402	1,868	9,397	30,131
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	99
	K47	Single Essentials	266	268	1,010	3,028
	K48	Mature Workers	69	331	3,445	13,582
	L49	Flatlet Seniors	16	297	2,252	8,237
	L50	Pocket Pensions	0	142	1,475	6,108
	L51	Retirement Communities	0	0	48	1,024
	L52	Estate Veterans	0	9	107	667
	L53	Seasoned Survivors	321	1,026	3,887	13,869
	M54	Down-to-Earth Owners	21	137	1,414	6,195
	M55	Back with the Folks	0	151	1,238	5,015
	M56	Self Supporters	0	609	4,400	18,876
	N57	Community Elders	0	0	12	1,668
	N58	Culture & Comfort	0	0	0	405
	N59	Large Family Living	0	29	4,940	34,899
	N60	Ageing Access	0	2	5	38
	O61	Career Builders	0	0	0	262
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	35
	O64	Bus-Route Renters	0	0	254	1,232
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	0	185
Total			2,553	10,263	83,056	357,090

Top 3 Mosaic Types in a 20 Minute Walktime

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. L53 Seasoned Survivors

Single elderly who are long-term owners of their low value properties which provide some financial security



- Very elderly
- Most are living alone
- Longest length of residence (29 years)
- Modest income
- Own mostly 2 or 3 bed terraces
- Retired from routine / semi-skilled jobs

Top 3 Mosaic Types in a 20 Minute Drivetime

1. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

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. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



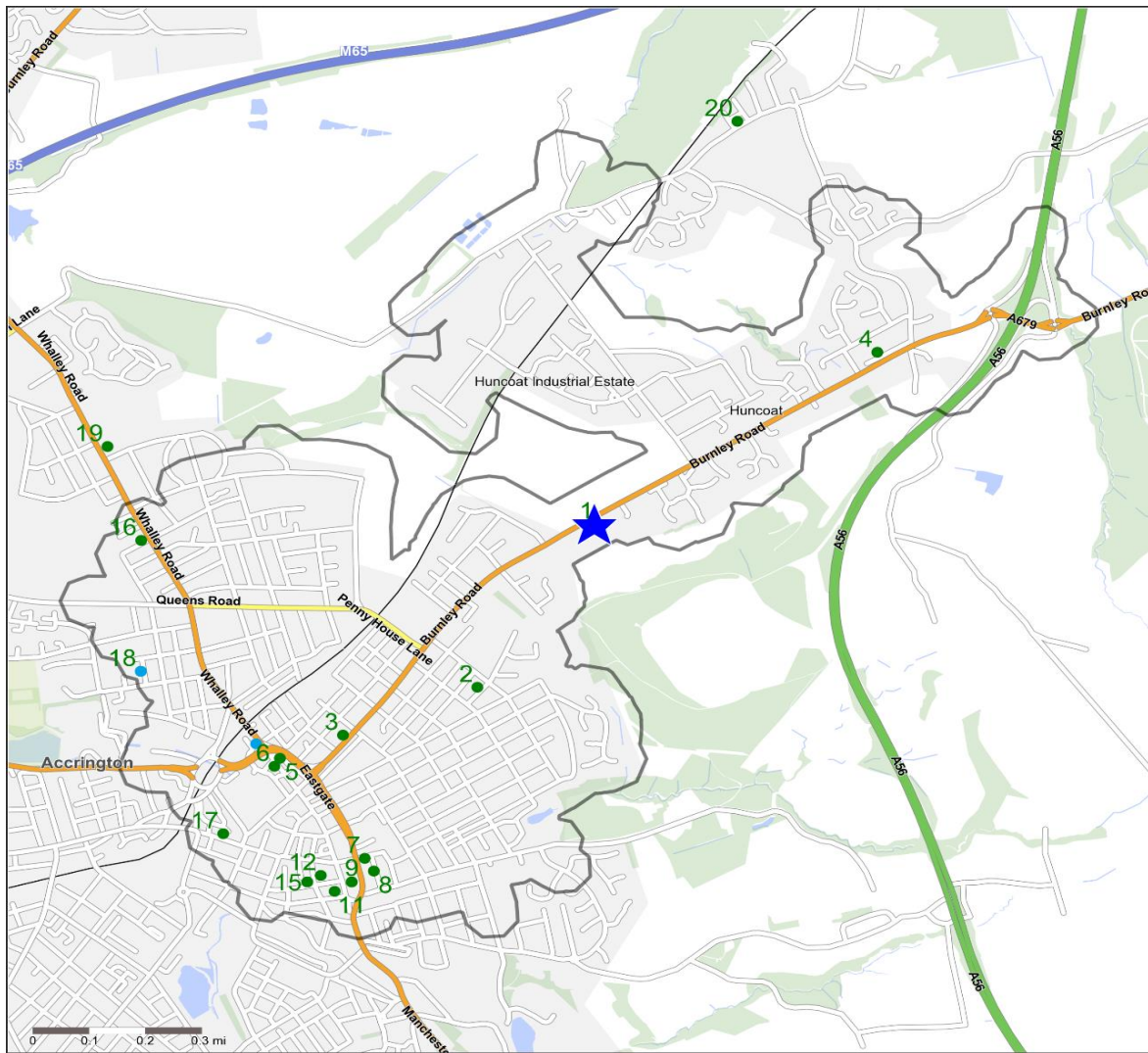
- Late 20s and early 30s
- Singles and cohabiters without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

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	3,222	31.4	104	2,217	21.6	132	4,825	47.0	90
Male: Alone	3,718	36.2	122	1,567	15.3	98	4,979	48.5	91
Male: Group	1,867	18.2	80	3,777	36.8	140	4,621	45.0	91
Male: Pair	1,664	16.2	62	6,042	58.9	386	2,558	24.9	43
Mixed Sex: Group	4,216	41.1	180	1,305	12.7	40	4,743	46.2	105
Mixed Sex: Pair	1,552	15.1	64	4,835	47.1	145	3,877	37.8	88
With Children	4,948	48.2	167	1,821	17.7	105	3,494	34.0	64
Unknown	4,900	47.7	145	568	5.5	31	4,796	46.7	98
For Eating:									
Upmarket	992	9.7	32	4,669	45.5	218	4,602	44.8	95
Midmarket	5,002	48.7	142	270	2.6	29	4,992	48.6	88
Downmarket	3,396	33.1	149	3,999	39.0	112	2,869	28.0	67
For Drinking (monthly spend):									
Nothing	3,241	31.6	104	1,845	18.0	76	5,179	50.5	113
Low (less than £10)	1,392	13.6	45	2,437	23.7	101	6,434	62.7	138
Medium (Between £10 and £40)	1,391	13.6	44	1,707	16.6	93	7,165	69.8	139
High (Greater than £40)	573	5.6	22	2,544	24.8	121	7,147	69.6	133

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	93,298	26.1	86	53,545	15.0	92	210,062	58.8	113
Male: Alone	137,283	38.4	129	66,499	18.6	119	153,122	42.9	80
Male: Group	72,461	20.3	89	103,498	29.0	111	180,945	50.7	102
Male: Pair	92,814	26.0	100	112,720	31.6	207	151,370	42.4	74
Mixed Sex: Group	86,650	24.3	106	78,169	21.9	69	192,085	53.8	123
Mixed Sex: Pair	75,095	21.0	90	121,983	34.2	105	159,826	44.8	105
With Children	158,975	44.5	154	76,222	21.3	127	121,707	34.1	64
Unknown	159,688	44.7	136	29,257	8.2	46	167,960	47.0	98
For Eating:									
Upmarket	89,592	25.1	82	102,419	28.7	138	164,893	46.2	98
Midmarket	150,173	42.1	122	20,802	5.8	65	185,929	52.1	94
Downmarket	96,178	26.9	121	146,924	41.1	118	113,803	31.9	77
For Drinking (monthly spend):									
Nothing	89,915	25.2	83	93,121	26.1	110	173,868	48.7	109
Low (less than £10)	76,555	21.4	72	73,031	20.5	87	207,317	58.1	128
Medium (Between £10 and £40)	74,155	20.8	68	45,126	12.6	71	237,622	66.5	132
High (Greater than £40)	44,599	12.5	48	79,199	22.2	108	233,105	65.3	125

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	Whitakers Arms, BB 5 6HG	Star Pubs & Bars	0.0	0.0
2	Peel Park Hotel, BB 5 6EW	Independent Free	9.7	2.0
3	Boars Head Hotel, BB 5 1AG	Thwaites	11.5	2.0
4	Griffin Head Hotel, BB 5 6LD	Thwaites	12.1	2.0
5	Broadway, BB 5 1AR	Amber Taverns	16.0	2.7
6	Castle Hotel, BB 5 1AS	Star Pubs & Bars	16.3	2.8
7	Queens Hotel, BB 5 6RQ	Independent Free	16.9	2.7
8	Kings Arms, BB 5 6RP	Independent Free	17.5	3.2
9	Arden Inn, BB 5 1EH	Admiral Taverns Ltd	18.1	3.2
10	Swan Hotel, BB 5 1EH	Ei Group	18.1	3.2
11	Black Horse, BB 5 1EE	Independent Free	18.7	3.6
12	Abbey Hotel, BB 5 1HP	Admiral Taverns Ltd	19.0	3.3
13	Attic Bar, BB 5 1HN	Independent Free	19.0	3.5
14	Ibar, BB 5 1HN	Independent Free	19.0	3.5
15	Warner Arms, BB 5 1HN	Bravo Inns	19.0	3.5
16	Grey Horse, BB 5 5AD	Thwaites	19.3	3.8
17	Nags Head, BB 5 1LE	Independent Free	20.2	3.7
18	Stanhill Hotel, BB 5 4BS	Star Pubs & Bars	20.2	3.9
19	Crown, BB 5 5DQ	Punch Pub Company	23.5	4.2
20	Railway Hotel, BB 5 6LS	Independent Free	23.8	4.0