

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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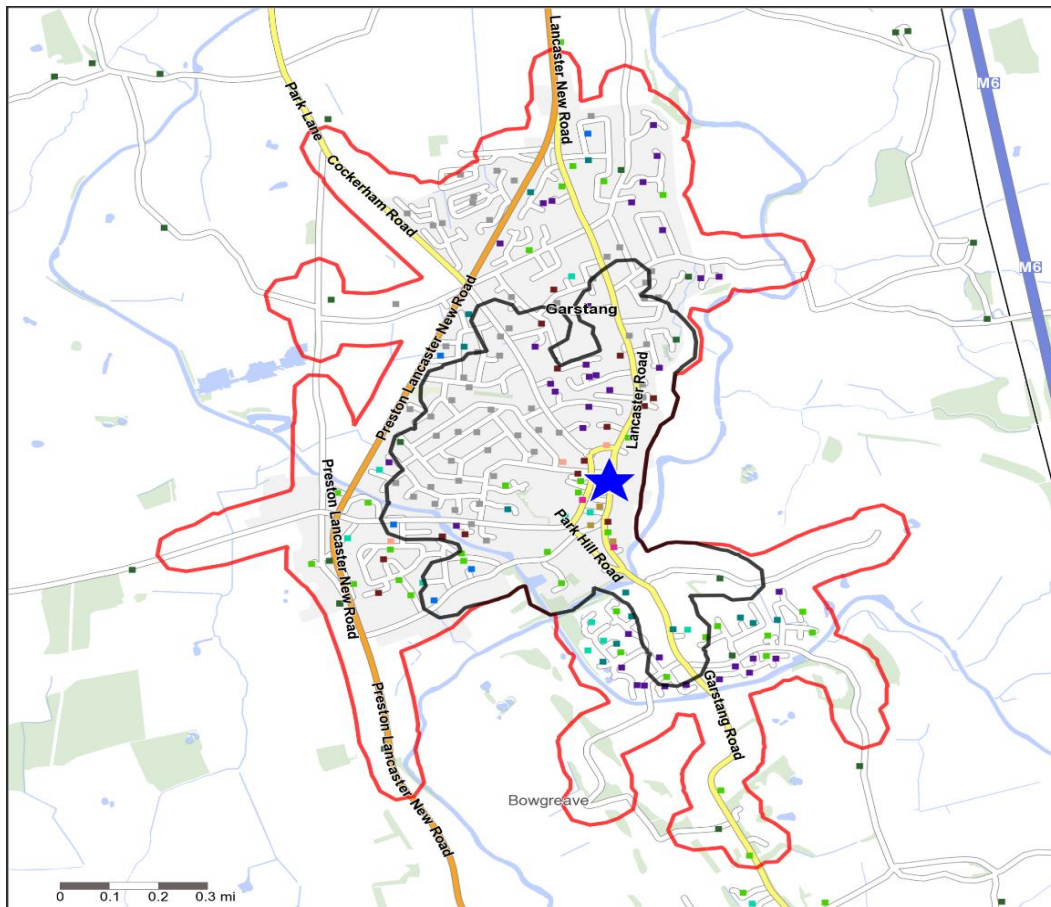
Number of Pubs	8	9	66
Catchment Adults 18+	2,714	6,202	62,553
Catchment Adults 18+ Per Pub	339	689	948
Populaton Projection 2018 to 2028 (% change)	1.34%	2.06%	3.57%

		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	931	34.3	66	<div></div>	1	Premium Local	2,910	46.9	91	<div></div>	1	Premium Local	40,245	64.3	124	<div></div>
2	Community Pub	831	30.6	66	<div></div>	2	Great Pub Great Food	2,740	44.2	95	<div></div>	2	Great Pub Great Food	32,025	51.2	110	<div></div>
3	Premium Local	792	29.2	46	<div></div>	3	High Street Pub	1,540	24.8	39	<div></div>	3	High Street Pub	22,661	36.2	57	<div></div>
4	Great Pub Great Food	755	27.8	215	<div></div>	4	Community Pub	1,333	21.5	166	<div></div>	4	Community Pub	17,493	28.0	216	<div></div>
5	Bit of Style	273	10.1	25	<div></div>	5	Bit of Style	705	11.4	28	<div></div>	5	Bit of Style	11,185	17.9	44	<div></div>
6	Circuit Bar	150	5.5	21	<div></div>	6	Circuit Bar	325	5.2	20	<div></div>	6	Circuit Bar	7,595	12.1	45	<div></div>
7	Craft Led	79	2.9	28	<div></div>	7	Craft Led	148	2.4	23	<div></div>	7	Craft Led	6,502	10.4	101	<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	215	7.9	90	547	8.8	100	5,726	9.2	104
C1	229	8.4	69	532	8.6	70	6,323	10.1	82
C2	184	6.8	82	434	7.0	85	4,289	6.9	83
DE	186	6.9	67	366	5.9	57	3,200	5.1	50

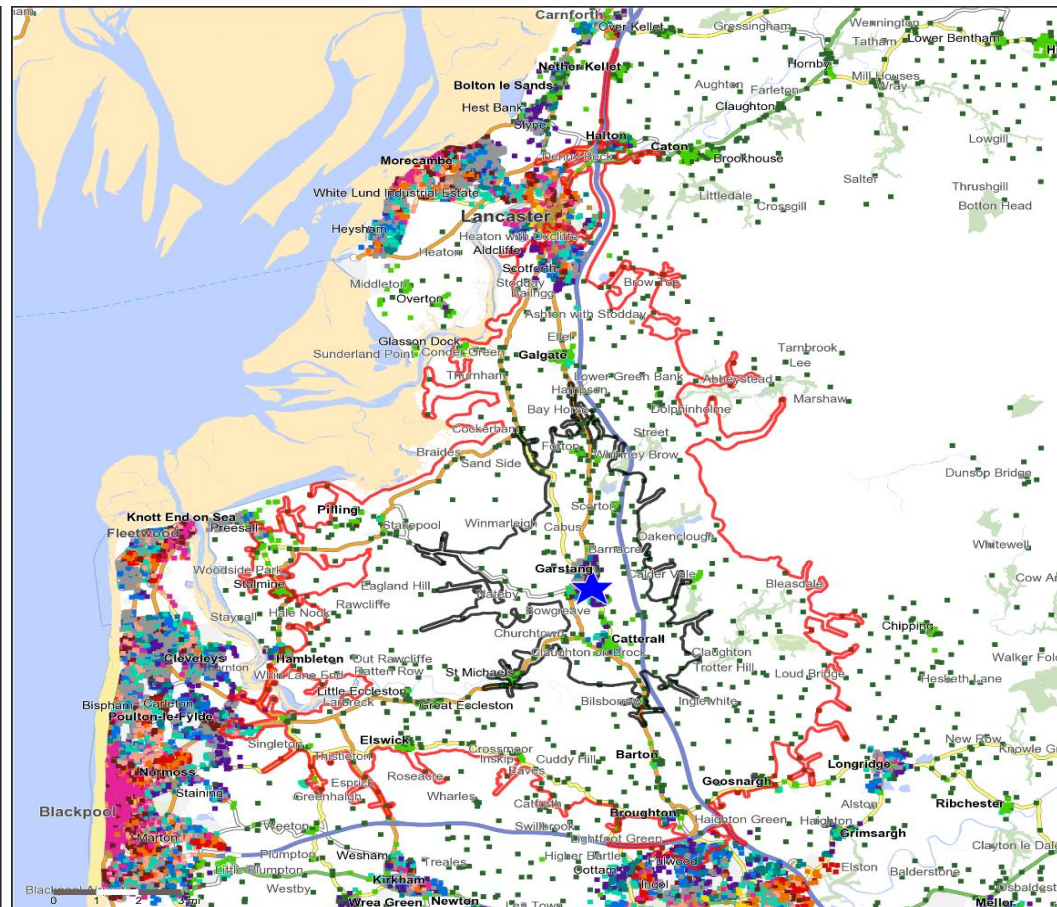
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	418	15.4	46	877	14.1	43	10,403	16.6	50
Medium (7-13)	1,161	42.8	129	2,661	42.9	129	21,709	34.7	105
High (14-19)	814	30.0	106	1,957	31.6	111	15,773	25.2	89

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	60
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	0	199
	B06	Diamond Days	55	68	68	486
	B07	Alpha Families	61	332	371	1,030
	B08	Bank of Mum and Dad	23	99	198	707
	B09	Empty-Nest Adventure	132	402	500	1,485
	C10	Wealthy Landowners	0	32	827	3,470
	C11	Rural Vogue	0	37	1,013	3,401
	C12	Scattered Homesteads	0	2	696	2,813
	C13	Village Retirement	66	334	1,230	4,799
	D14	Satellite Settlers	98	754	2,126	6,308
	D15	Local Focus	106	300	579	1,817
	D16	Outlying Seniors	123	123	435	1,490
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	34	38	38	815
	E19	Bungalow Heaven	1,171	2,078	2,176	4,151
	E20	Classic Grandparents	0	0	0	776
	E21	Solo Retirees	6	12	12	505
	F22	Boomerang Boarders	0	35	35	1,567
	F23	Family Ties	0	0	113	695
	F24	Fledgling Free	84	142	160	396
	F25	Dependable Me	10	13	13	1,469
	G26	Cafés and Catchments	0	0	0	170
	G27	Thriving Independence	0	0	0	593
	G28	Modern Parents	21	83	272	449
	G29	Mid-Career Convention	163	357	707	2,083
	H30	Primary Ambitions	0	0	0	326
	H31	Affordable Fringe	19	25	25	665
	H32	First-Rung Futures	17	40	40	997
	H33	Contemporary Starts	7	72	287	694
	H34	New Foundations	2	44	103	305
	H35	Flying Solo	62	108	108	697

			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	0	276
	I37	Budget Generations	0	0	0	5
	I38	Economical Families	0	0	0	71
	I39	Families on a Budget	0	0	0	82
	J40	Value Rentals	0	0	0	94
	J41	Youthful Endeavours	0	0	0	16
	J42	Midlife Renters	76	76	76	1,546
	J43	Renting Rooms	0	0	0	33
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	0
	K47	Single Essentials	0	0	0	93
	K48	Mature Workers	0	0	0	22
	L49	Flatlet Seniors	0	0	0	57
	L50	Pocket Pensions	106	248	287	774
	L51	Retirement Communities	143	160	160	356
	L52	Estate Veterans	0	0	0	237
	L53	Seasoned Survivors	0	0	0	0
	M54	Down-to-Earth Owners	0	0	0	145
	M55	Back with the Folks	44	102	102	463
	M56	Self Supporters	25	25	25	175
	N57	Community Elders	0	0	0	0
	N58	Culture & Comfort	0	0	0	0
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	0	0	0	282
	O61	Career Builders	0	0	0	202
	O62	Central Pulse	0	0	0	298
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	61	61	61	279
	O65	Learners & Earners	0	0	0	3,975
	O66	Student Scene	0	0	0	240
	U99	Unclassified	0	0	18	7,411
Total			2,715	6,202	12,861	62,550

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. 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

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. 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. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



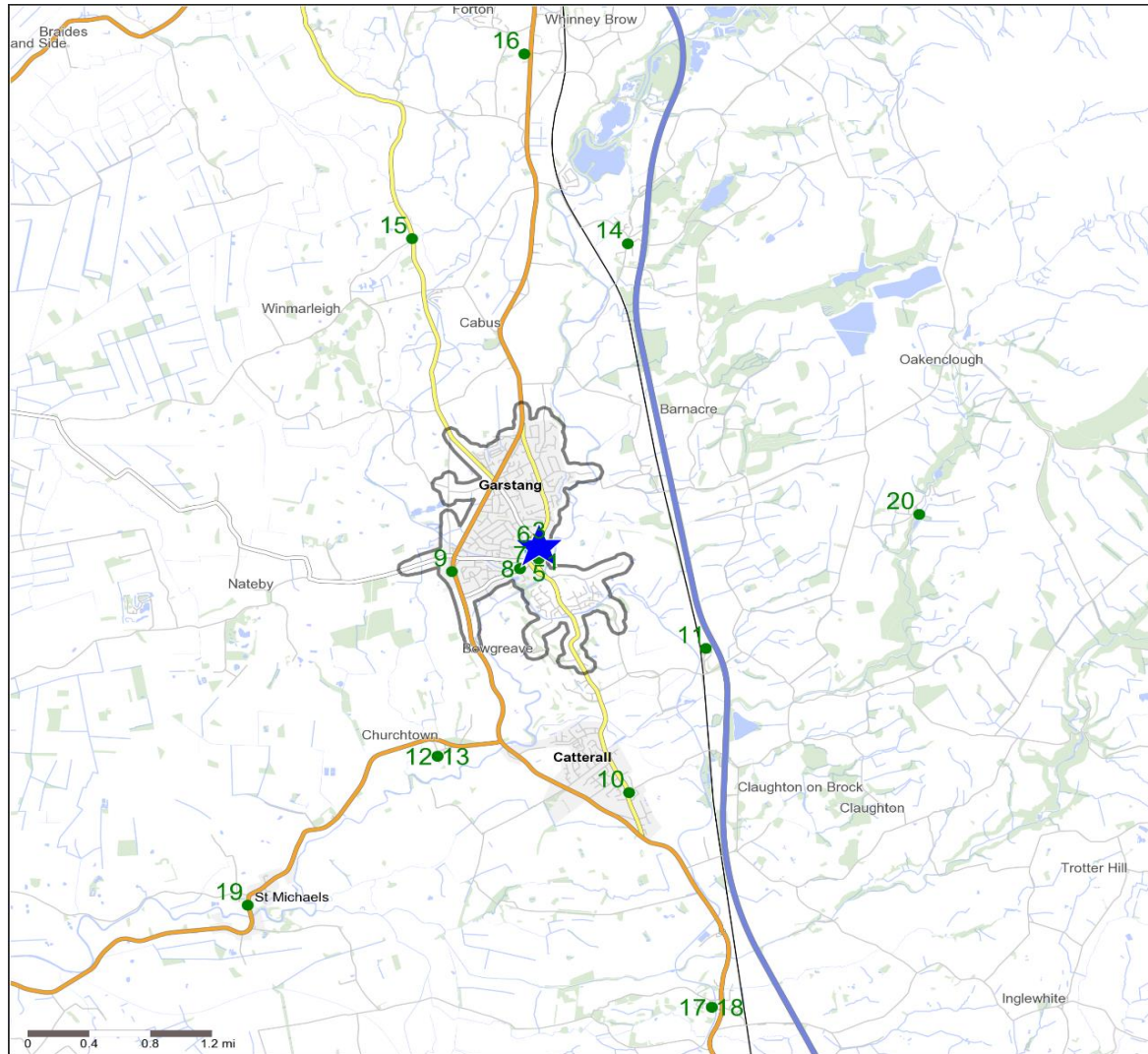
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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	573	9.2	31		1,410	22.7	139		4,219	68.0	131	
Male: Alone	843	13.6	46		440	7.1	45		4,918	79.3	149	
Male: Group	458	7.4	32		3,294	53.1	203		2,450	39.5	80	
Male: Pair	707	11.4	44		134	2.2	14		5,361	86.4	151	
Mixed Sex: Group	305	4.9	22		4,346	70.1	219		1,551	25.0	57	
Mixed Sex: Pair	1,592	25.7	109		2,951	47.6	146		1,658	26.7	63	
With Children	495	8.0	28		821	13.2	79		4,885	78.8	149	
Unknown	1,621	26.1	80		467	7.5	42		4,114	66.3	138	
For Eating:												
Upmarket	859	13.9	45		535	8.6	41		4,808	77.5	164	
Midmarket	373	6.0	18		108	1.7	19		5,721	92.2	167	
Downmarket	378	6.1	27		3,722	60.0	172		2,102	33.9	81	
For Drinking (monthly spend):												
Nothing	685	11.0	37		3,304	53.3	225		2,212	35.7	80	
Low (less than £10)	1,507	24.3	81		3,584	57.8	246		1,111	17.9	39	
Medium (Between £10 and £40)	1,171	18.9	62		903	14.6	82		4,128	66.6	132	
High (Greater than £40)	721	11.6	45		685	11.0	54		4,795	77.3	148	

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	12,144	19.4	64	10,337	16.5	101	32,660	52.2	100
Male: Alone	13,801	22.1	74	3,896	6.2	40	37,444	59.9	112
Male: Group	7,889	12.6	55	19,784	31.6	121	27,468	43.9	88
Male: Pair	11,347	18.1	70	3,556	5.7	37	40,239	64.3	112
Mixed Sex: Group	9,211	14.7	64	25,384	40.6	127	20,547	32.8	75
Mixed Sex: Pair	20,057	32.1	137	17,961	28.7	88	17,124	27.4	64
With Children	6,504	10.4	36	5,708	9.1	54	42,930	68.6	130
Unknown	13,558	21.7	66	5,392	8.6	48	36,192	57.9	121
For Eating:									
Upmarket	13,350	21.3	70	4,567	7.3	35	37,225	59.5	126
Midmarket	11,046	17.7	51	1,132	1.8	20	42,964	68.7	124
Downmarket	11,094	17.7	80	16,494	26.4	76	27,554	44.0	106
For Drinking (monthly spend):									
Nothing	12,213	19.5	65	18,554	29.7	126	24,374	39.0	87
Low (less than £10)	17,832	28.5	95	25,324	40.5	172	11,985	19.2	42
Medium (Between £10 and £40)	14,692	23.5	77	13,205	21.1	118	27,244	43.6	87
High (Greater than £40)	10,684	17.1	66	8,410	13.4	66	36,048	57.6	110

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	Crown Hotel, PR 3 1FA	Thwaites	0.0	0.2
2	Eagle & Child, PR 3 1EA	Star Pubs & Bars	0.0	1.9
3	Kings Arms Hotel, PR 3 1EA	Ei Group	0.0	1.9
4	Cobblers Cafe Bar, PR 3 1ZA	Independent Free	1.8	0.4
5	Royal Oak Hotel, PR 3 1ZA	Robinsons	1.8	0.4
6	Wheatsheaf Hotel, PR 3 1EL	Star Pubs & Bars	2.1	1.0
7	Bell & Bottle, PR 3 1PA	*Other Small Retail Groups	4.8	0.8
8	Thowd Tithbarn, PR 3 1PA	Mitchells	4.8	0.8
9	Bellflower, PR 3 0JA	Marston's	14.8	2.5
10	Brockholes Arms, PR 3 0PH	Independent Free	38.6	5.9
11	Kenlis Arms, PR 3 1GD	Independent Free	41.6	6.3
12	Horns Inn, PR 3 0HT	Star Pubs & Bars	43.2	4.9
13	Punchbowl, PR 3 0HT	Star Pubs & Bars	43.2	4.9
14	Barn, PR 3 1AU	Independent Free	47.4	6.8
15	Patten Arms Hotel, PR 3 0JU	Independent Free	47.7	5.3
16	Holly, PR 3 0BL	Thwaites	73.0	7.1
17	Roebuck, PR 3 0RE	Greene King	75.9	8.6
18	White Bull Inn, PR 3 0RE	Trust Inns	75.9	8.6
19	Grapes, PR 3 0TJ	*Other Small Retail Groups	79.3	8.2
20	Church Inn, PR 3 1SB	Independent Free	88.4	10.7