

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	3	4	483
Catchment Adults 18+	2,586	3,676	525,369
Catchment Adults 18+ Per Pub	862	919	1,088
Populaton Projection 2018 to 2028 (% change)	3.20%	3.51%	4.96%

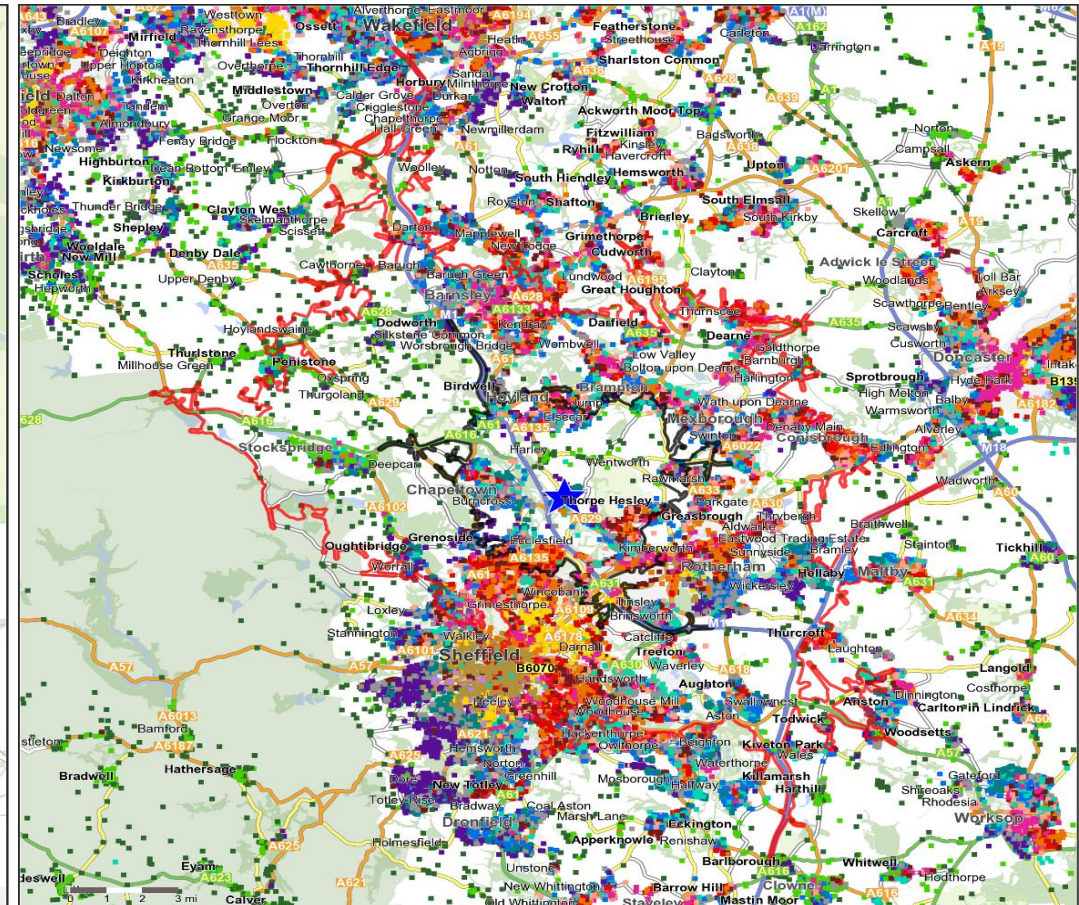
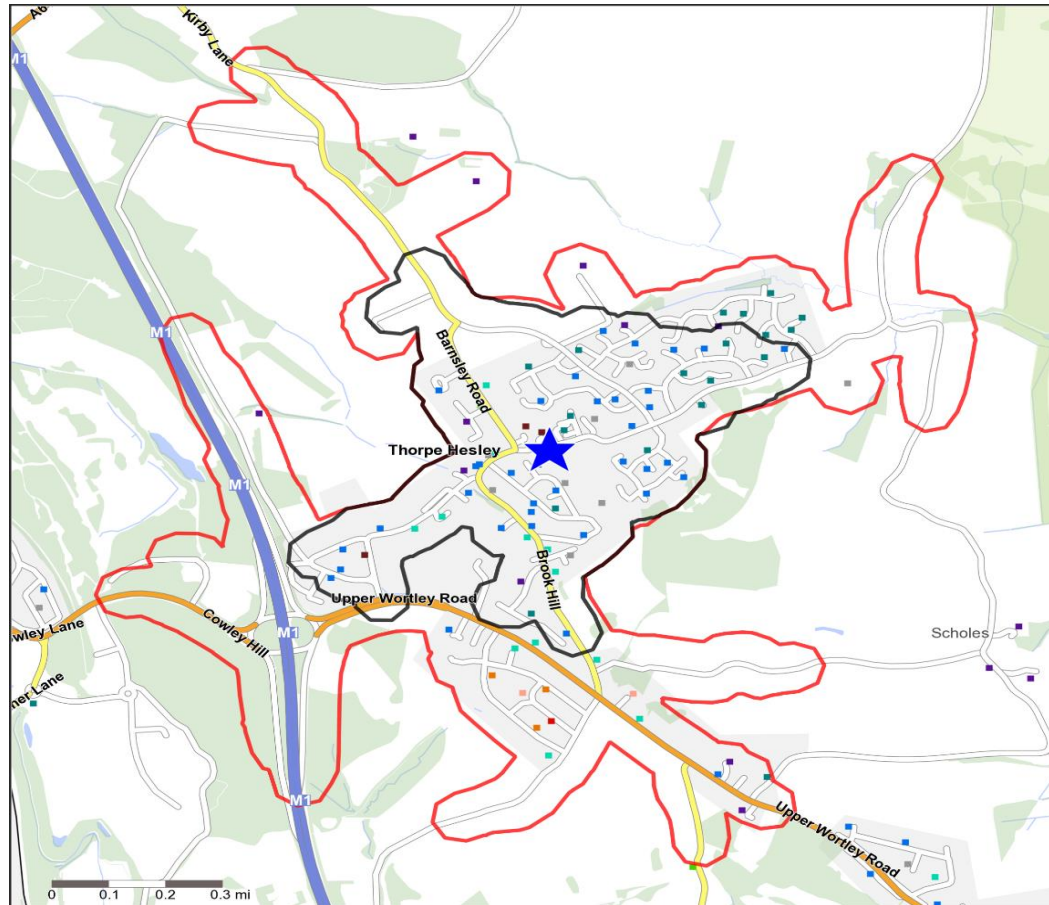
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	2,285	88.4	171	1	High Street Pub	3,188	86.7	167	1	High Street Pub	439,054	83.6	161
2	High Street Pub	2,241	86.7	186	2	Premium Local	2,970	80.8	173	2	Community Pub	390,077	74.2	159
3	Great Pub Great Food	1,305	50.5	80	3	Great Pub Great Food	1,796	48.9	78	3	Premium Local	178,349	33.9	54
4	Community Pub	1,157	44.7	346	4	Community Pub	1,729	47.0	364	4	Great Pub Great Food	109,501	20.8	161
5	Bit of Style	819	31.7	78	5	Bit of Style	1,237	33.7	83	5	Bit of Style	87,055	16.6	41
6	Circuit Bar	301	11.6	43	6	Circuit Bar	425	11.6	43	6	Circuit Bar	47,640	9.1	34
7	Craft Led	299	11.6	112	7	Craft Led	402	10.9	106	7	Craft Led	30,917	5.9	57

	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	239	9.2	105	324	8.8	100	28,182	5.4	61
C1	345	13.3	109	489	13.3	108	57,209	10.9	89
C2	237	9.2	111	341	9.3	112	52,239	9.9	120
DE	153	5.9	57	252	6.9	67	74,430	14.2	138

	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)	614	23.7	72	1,112	30.3	91	343,769	65.4	197
Medium (7-13)	1,496	57.8	174	1,892	51.5	155	151,509	28.8	87
High (14-19)	419	16.2	57	604	16.4	58	36,215	6.9	24

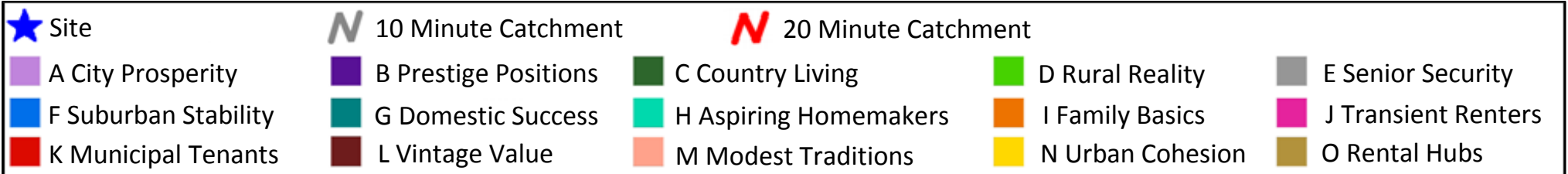
Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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	0	0
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	0	87
	B06	Diamond Days	0	1	11	807
	B07	Alpha Families	2	2	230	2,026
	B08	Bank of Mum and Dad	74	103	259	2,071
	B09	Empty-Nest Adventure	18	58	1,261	6,008
	C10	Wealthy Landowners	12	14	172	1,960
	C11	Rural Vogue	0	0	133	930
	C12	Scattered Homesteads	0	0	30	299
	C13	Village Retirement	11	13	192	3,383
	D14	Satellite Settlers	86	92	603	4,694
	D15	Local Focus	0	0	104	4,611
	D16	Outlying Seniors	0	0	417	4,682
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	91	2,436
	E19	Bungalow Heaven	111	111	3,788	19,641
	E20	Classic Grandparents	38	43	3,080	16,903
	E21	Solo Retirees	22	22	1,491	9,617
	F22	Boomerang Boarders	285	364	2,118	10,742
	F23	Family Ties	16	37	844	3,132
	F24	Fledgling Free	296	315	5,051	22,618
	F25	Dependable Me	683	745	3,188	11,121
	G26	Cafés and Catchments	0	0	0	38
	G27	Thriving Independence	0	0	38	1,110
	G28	Modern Parents	33	33	2,812	10,377
	G29	Mid-Career Convention	485	779	3,098	10,456
	H30	Primary Ambitions	0	0	206	5,180
	H31	Affordable Fringe	6	20	3,929	23,893
	H32	First-Rung Futures	268	332	3,866	16,395
	H33	Contemporary Starts	3	23	602	8,301
	H34	New Foundations	0	0	136	1,446
	H35	Flying Solo	31	69	320	1,432

			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	22	709
	I37	Budget Generations	25	262	3,016	14,041
	I38	Economical Families	0	0	3,165	14,838
	I39	Families on a Budget	0	0	4,612	38,117
	J40	Value Rentals	0	0	3,952	26,960
	J41	Youthful Endeavours	0	0	590	4,110
	J42	Midlife Renters	0	0	1,047	10,568
	J43	Renting Rooms	0	0	2,610	22,231
	K44	Inner City Stalwarts	0	0	0	40
	K45	City Diversity	0	0	0	630
	K46	High Rise Residents	0	0	0	0
	K47	Single Essentials	0	0	1,804	7,730
	K48	Mature Workers	0	61	5,489	34,990
	L49	Flatlet Seniors	0	0	1,679	12,392
	L50	Pocket Pensions	45	91	2,927	17,325
	L51	Retirement Communities	27	27	291	1,077
	L52	Estate Veterans	0	0	3,338	15,396
	L53	Seasoned Survivors	0	0	1,604	12,144
	M54	Down-to-Earth Owners	11	36	6,441	27,968
	M55	Back with the Folks	0	0	2,097	13,762
	M56	Self Supporters	2	19	3,911	18,793
	N57	Community Elders	0	0	57	971
	N58	Culture & Comfort	0	0	0	206
	N59	Large Family Living	0	0	1,617	13,658
	N60	Ageing Access	0	0	0	462
	O61	Career Builders	0	0	0	384
	O62	Central Pulse	0	0	0	3,719
	O63	Flexible Workforce	0	0	0	145
	O64	Bus-Route Renters	0	0	346	3,251
	O65	Learners & Earners	0	0	0	339
	O66	Student Scene	0	0	0	771
	U99	Unclassified	0	0	0	1,246
Total			2,590	3,672	88,685	525,369

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. F22 Boomerang Borders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

3. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



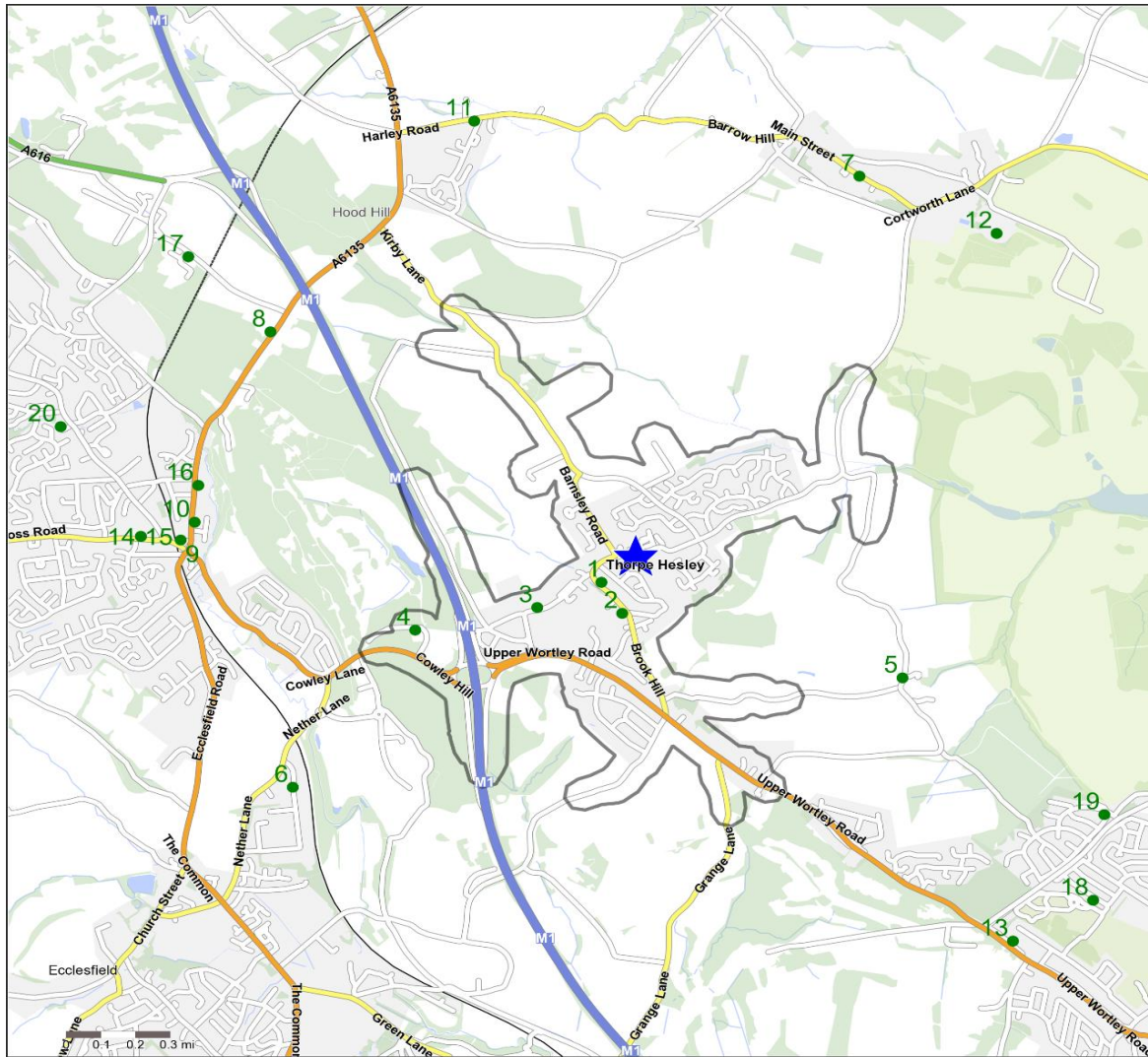
- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

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	560	15.2	50		376	10.2	63		2,739	74.5	143	
Male: Alone	1,583	43.1	145		812	22.1	142		1,281	34.8	65	
Male: Group	1,581	43.0	188		1,105	30.1	115		991	27.0	54	
Male: Pair	539	14.7	56		1,119	30.4	200		2,018	54.9	96	
Mixed Sex: Group	422	11.5	50		1,521	41.4	130		1,733	47.1	107	
Mixed Sex: Pair	1,734	47.2	201		964	26.2	81		978	26.6	62	
With Children	790	21.5	74		823	22.4	133		2,063	56.1	106	
Unknown	1,223	33.3	101		94	2.6	14		2,359	64.2	134	
For Eating:												
Upmarket	1,658	45.1	147		35	1.0	5		1,983	53.9	114	
Midmarket	766	20.8	61		69	1.9	21		2,840	77.3	140	
Downmarket	1,884	51.3	231		1,196	32.5	93		595	16.2	39	
For Drinking (monthly spend):												
Nothing	927	25.2	83		1,837	50.0	211		912	24.8	55	
Low (less than £10)	1,714	46.6	156		1,300	35.4	151		662	18.0	40	
Medium (Between £10 and £40)	1,701	46.3	151		381	10.4	58		1,594	43.4	86	
High (Greater than £40)	858	23.3	90		1,227	33.4	163		1,592	43.3	83	

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	124,424	23.7	78	72,589	13.8	84	327,110	62.3	120
Male: Alone	190,827	36.3	122	95,906	18.3	117	237,390	45.2	85
Male: Group	145,713	27.7	121	154,811	29.5	113	223,599	42.6	86
Male: Pair	137,630	26.2	100	107,556	20.5	134	278,937	53.1	93
Mixed Sex: Group	113,758	21.7	95	138,536	26.4	83	271,829	51.7	118
Mixed Sex: Pair	128,719	24.5	104	179,334	34.1	105	216,070	41.1	96
With Children	197,433	37.6	130	108,899	20.7	123	217,791	41.5	78
Unknown	169,212	32.2	98	50,591	9.6	54	304,319	57.9	121
For Eating:									
Upmarket	115,984	22.1	72	103,115	19.6	94	305,023	58.1	123
Midmarket	155,869	29.7	86	44,368	8.4	94	323,885	61.6	111
Downmarket	203,548	38.7	174	204,294	38.9	111	116,281	22.1	53
For Drinking (monthly spend):									
Nothing	187,023	35.6	118	136,396	26.0	110	200,703	38.2	85
Low (less than £10)	122,526	23.3	78	125,969	24.0	102	275,628	52.5	116
Medium (Between £10 and £40)	122,988	23.4	77	76,912	14.6	82	324,222	61.7	123
High (Greater than £40)	70,401	13.4	52	142,989	27.2	133	310,733	59.1	113

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	Horse & Tiger, S 61 2QA	*Other Small Retail Groups	3.0	0.7
2	Red Lion, S 61 2PY	Ei Group	5.4	1.1
3	Ball, S 61 2PT	Ei Group	6.3	1.5
4	Travellers Inn, S 61 2SE	*Other Small Retail Groups	19.0	3.2
5	Bay Horse Inn, S 61 2RQ	Ei Group	26.3	3.7
6	Meadow Farm, S 35 9ZX	Greene King	31.1	4.6
7	Rockingham Arms, S 62 7TL	Greene King	34.7	4.4
8	Norfolk Arms, S 35 2YG	Ei Group	35.6	4.1
9	Wagon & Horses, S 35 2UU	Wetherspoon	35.6	5.2
10	Coach & Horses, S 35 2XE	Ei Group	35.9	5.5
11	Horse Shoe Inn, S 62 7UD	*Other Small Retail Groups	36.5	4.7
12	George & Dragon, S 62 7TQ	Independent Free	36.8	4.5
13	Droppingwell, S 61 2AB	Greene King	36.8	5.6
14	Prince Of Wales, S 35 1SF	*Other Small Retail Groups	37.4	5.6
15	Thornccliffe Arms, S 35 1SF	Ei Group	37.4	5.6
16	Commercial Hotel, S 35 2XF	Independent Free	38.9	5.6
17	Miners Arms, S 35 2YD	Thwaites	40.7	5.1
18	Haynook, S 61 3LY	Ei Group	41.9	6.3
19	Kimberworth Park, S 61 3AX	New River Retail	42.9	6.2
20	Barrell, S 35 2UL	Ei Group	45.9	6.8