

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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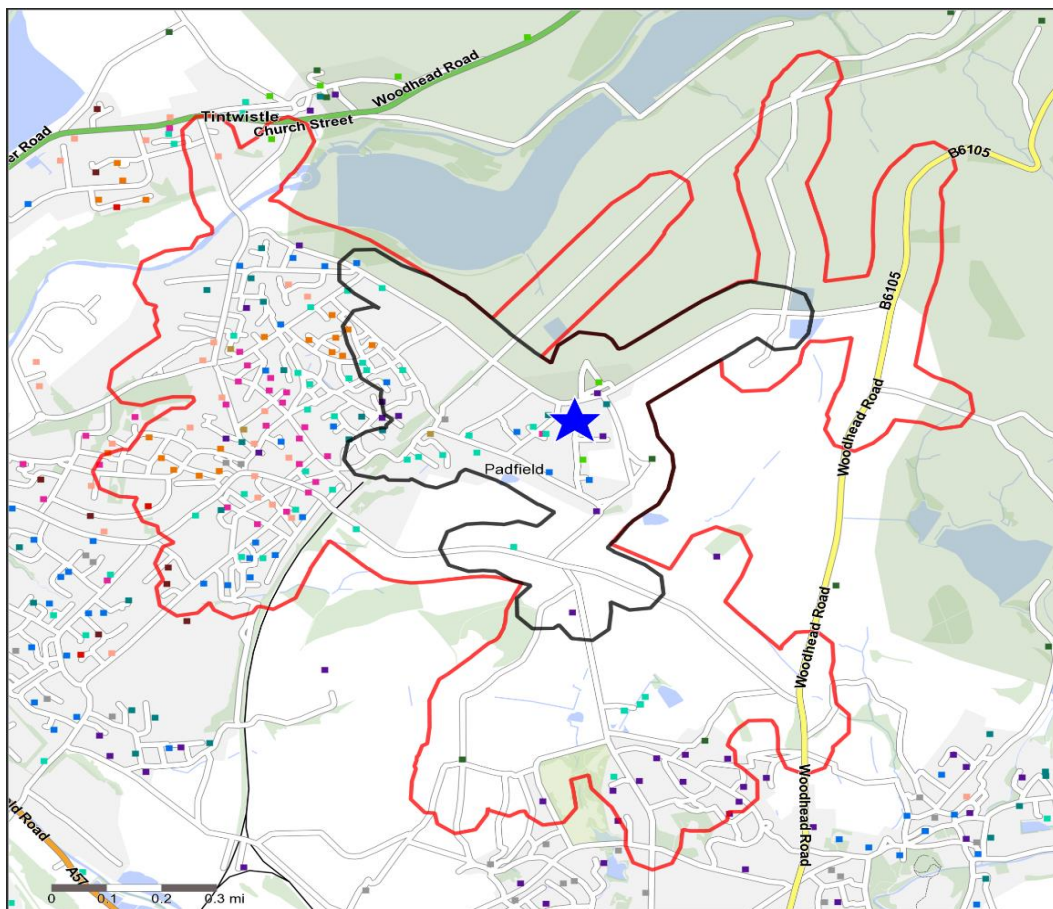
Number of Pubs	1	6	168
Catchment Adults 18+	1,011	4,934	120,809
Catchment Adults 18+ Per Pub	1,011	822	719
Populaton Projection 2018 to 2028 (% change)	1.40%	1.94%	3.49%

		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	700	69.2	134	1	High Street Pub	3,947	80.0	154	1	High Street Pub	96,975	80.3	155
2	High Street Pub	653	64.6	139	2	Community Pub	3,469	70.3	151	2	Community Pub	84,710	70.1	150
3	Community Pub	626	61.9	98	3	Premium Local	2,461	49.9	79	3	Premium Local	48,994	40.6	64
4	Bit of Style	396	39.2	303	4	Great Pub Great Food	1,261	25.6	198	4	Great Pub Great Food	34,317	28.4	220
5	Circuit Bar	316	31.3	77	5	Bit of Style	1,248	25.3	63	5	Bit of Style	19,526	16.2	40
6	Great Pub Great Food	268	26.5	99	6	Circuit Bar	843	17.1	64	6	Circuit Bar	12,164	10.1	38
7	Craft Led	183	18.1	176	7	Craft Led	583	11.8	115	7	Craft Led	8,164	6.8	66

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	123	12.2	138	504	10.2	116	9,158	7.6	86
C1	150	14.8	121	689	14.0	114	15,365	12.7	104
C2	97	9.6	116	458	9.3	112	11,762	9.7	118
DE	84	8.3	81	498	10.1	98	13,805	11.4	111

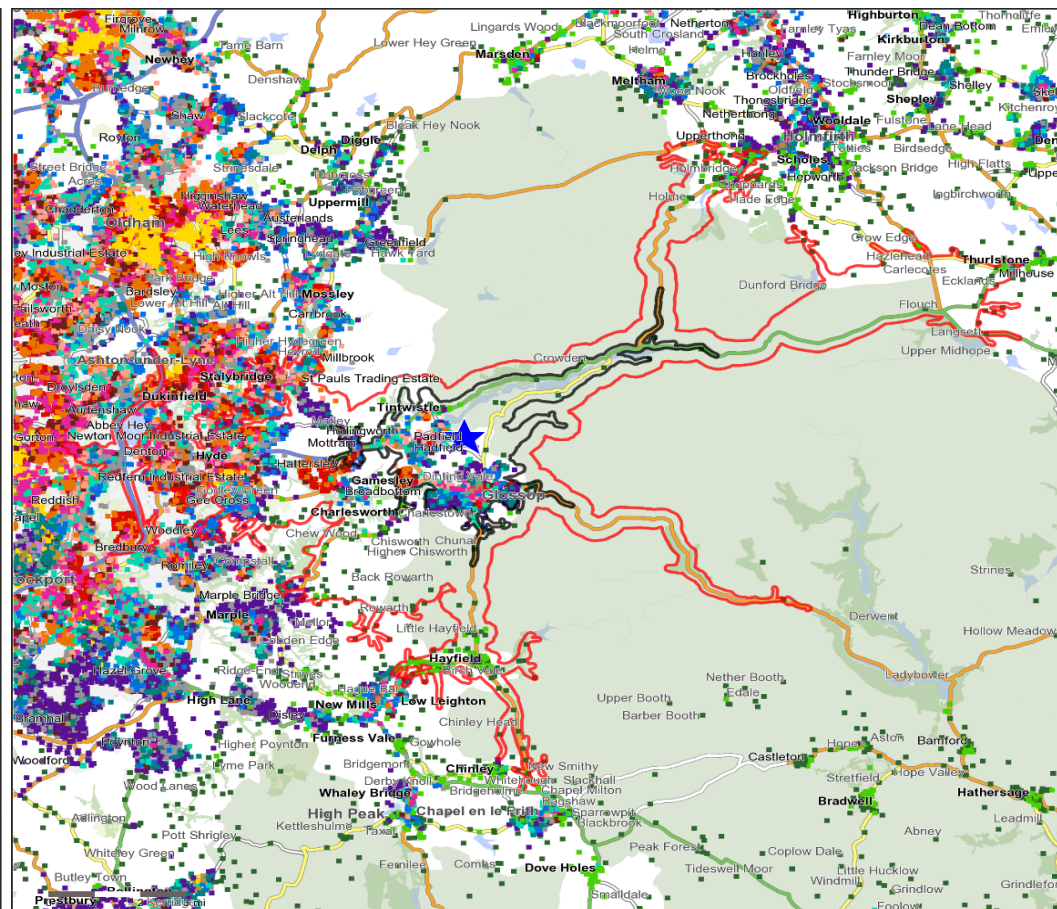
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	319	31.6	95	1,839	37.3	112	52,629	43.6	131
Medium (7-13)	517	51.1	154	2,103	42.6	129	44,775	37.1	112
High (14-19)	152	15.0	53	783	15.9	56	19,035	15.8	55

## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

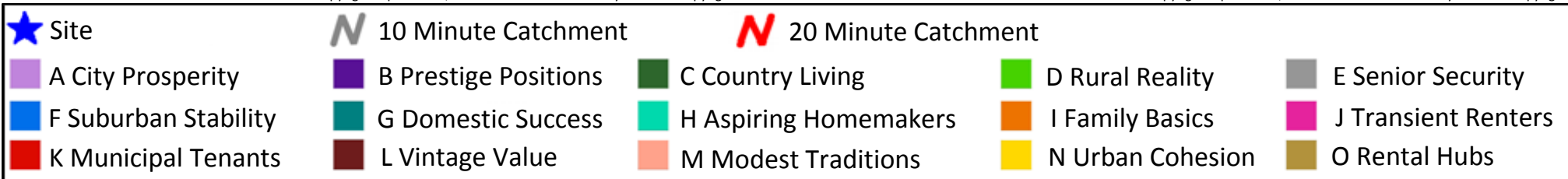


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## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	5	18	47
B06	Diamond Days	0	73	184	807
B07	Alpha Families	1	142	641	1,743
B08	Bank of Mum and Dad	10	94	1,133	2,564
B09	Empty-Nest Adventure	111	247	1,509	3,683
C10	Wealthy Landowners	20	50	189	1,499
C11	Rural Vogue	0	1	24	125
C12	Scattered Homesteads	0	0	11	316
C13	Village Retirement	0	0	65	1,063
D14	Satellite Settlers	27	31	439	2,984
D15	Local Focus	0	0	0	798
D16	Outlying Seniors	0	0	0	631
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	17	754	1,343
E19	Bungalow Heaven	0	21	304	1,831
E20	Classic Grandparents	5	21	130	6,129
E21	Solo Retirees	0	0	362	3,400
F22	Boomerang Boarders	0	22	1,098	3,834
F23	Family Ties	0	0	240	1,591
F24	Fledgling Free	2	106	642	1,554
F25	Dependable Me	203	547	1,705	4,922
G26	Cafés and Catchments	0	0	0	11
G27	Thriving Independence	28	34	527	1,302
G28	Modern Parents	3	63	1,544	2,747
G29	Mid-Career Convention	16	213	1,707	2,982
H30	Primary Ambitions	48	163	475	2,330
H31	Affordable Fringe	0	0	173	3,355
H32	First-Rung Futures	112	461	2,276	5,565
H33	Contemporary Starts	117	157	282	1,545
H34	New Foundations	0	17	26	125
H35	Flying Solo	71	122	798	993

		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	26	80	127	586
I37	Budget Generations	0	213	448	1,333
I38	Economical Families	0	23	179	5,325
I39	Families on a Budget	56	191	1,022	4,670
J40	Value Rentals	0	18	228	1,899
J41	Youthful Endeavours	0	0	6	608
J42	Midlife Renters	129	891	3,014	6,503
J43	Renting Rooms	0	0	144	4,022
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	380
K47	Single Essentials	0	0	163	1,578
K48	Mature Workers	0	120	1,831	6,001
L49	Flatlet Seniors	0	0	50	1,979
L50	Pocket Pensions	0	1	520	2,112
L51	Retirement Communities	0	28	199	491
L52	Estate Veterans	0	113	932	2,774
L53	Seasoned Survivors	0	18	144	2,124
M54	Down-to-Earth Owners	0	18	118	928
M55	Back with the Folks	0	57	595	2,994
M56	Self Supporters	9	443	2,090	9,167
N57	Community Elders	0	0	0	25
N58	Culture & Comfort	0	0	0	55
N59	Large Family Living	0	0	0	1,607
N60	Ageing Access	0	0	0	6
O61	Career Builders	0	0	0	28
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	15	86	558	1,749
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	26	45	45
<b>Total</b>		<b>1,009</b>	<b>4,933</b>	<b>29,669</b>	<b>120,808</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

### 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. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 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. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

### 3. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



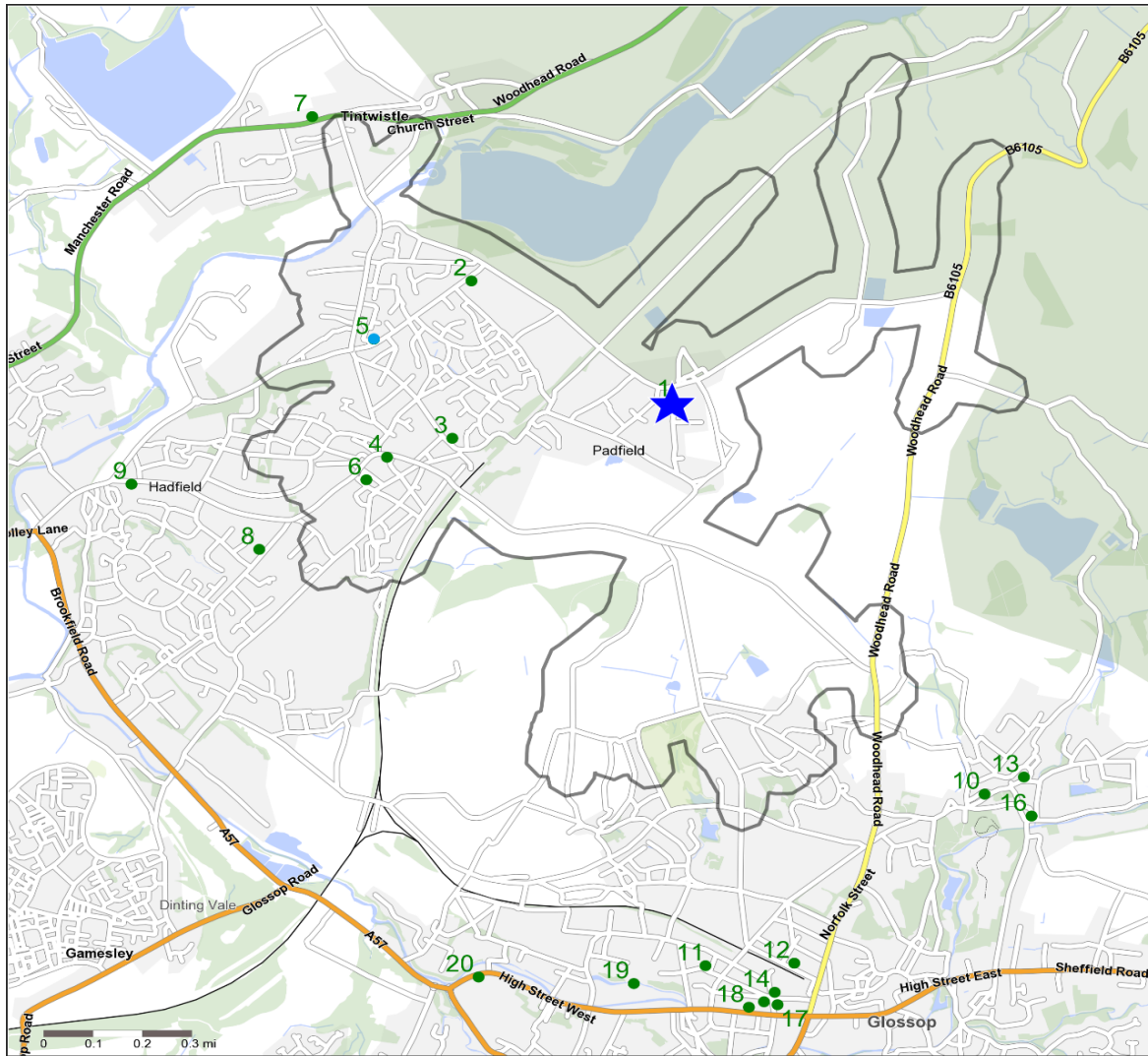
- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto: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	1,592	32.3	107	467	9.5	58	2,849	57.7	111	
Male: Alone	1,863	37.8	127	519	10.5	67	2,525	51.2	96	
Male: Group	1,880	38.1	167	1,031	20.9	80	1,997	40.5	82	
Male: Pair	1,198	24.3	93	1,509	30.6	201	2,200	44.6	78	
Mixed Sex: Group	1,325	26.9	117	947	19.2	60	2,636	53.4	122	
Mixed Sex: Pair	1,691	34.3	146	1,290	26.1	80	1,926	39.0	91	
With Children	2,097	42.5	147	1,175	23.8	142	1,635	33.1	63	
Unknown	699	14.2	43	1,526	30.9	172	2,683	54.4	113	
<b>For Eating:</b>										
Upmarket	1,128	22.9	75	1,269	25.7	124	2,511	50.9	108	
Midmarket	1,568	31.8	93	393	8.0	88	2,946	59.7	108	
Downmarket	1,376	27.9	125	2,558	51.8	149	974	19.7	47	
<b>For Drinking (monthly spend):</b>										
Nothing	812	16.5	54	1,812	36.7	155	2,283	46.3	103	
Low (less than £10)	1,166	23.6	79	1,803	36.5	156	1,938	39.3	87	
Medium (Between £10 and £40)	1,171	23.7	78	426	8.6	48	3,310	67.1	133	
High (Greater than £40)	859	17.4	67	728	14.8	72	3,320	67.3	129	

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	35,171	29.1	96	14,850	12.3	75	70,744	58.6	112	
Male: Alone	38,059	31.5	106	15,586	12.9	83	67,119	55.6	104	
Male: Group	33,398	27.6	121	36,791	30.5	116	50,575	41.9	84	
Male: Pair	30,955	25.6	98	34,675	28.7	188	55,133	45.6	80	
Mixed Sex: Group	29,166	24.1	106	28,279	23.4	73	63,319	52.4	119	
Mixed Sex: Pair	38,768	32.1	137	34,896	28.9	89	47,100	39.0	91	
With Children	44,065	36.5	126	22,453	18.6	110	54,245	44.9	85	
Unknown	32,303	26.7	81	18,374	15.2	85	70,086	58.0	121	
<b>For Eating:</b>										
Upmarket	26,978	22.3	73	26,463	21.9	105	67,323	55.7	118	
Midmarket	37,835	31.3	91	6,857	5.7	63	76,072	63.0	114	
Downmarket	42,046	34.8	157	47,297	39.2	112	31,420	26.0	63	
<b>For Drinking (monthly spend):</b>										
Nothing	40,325	33.4	110	34,378	28.5	120	46,060	38.1	85	
Low (less than £10)	35,772	29.6	99	27,935	23.1	98	57,057	47.2	104	
Medium (Between £10 and £40)	34,439	28.5	93	14,584	12.1	68	71,740	59.4	118	
High (Greater than £40)	21,502	17.8	69	25,573	21.2	103	73,689	61.0	117	

## 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	Peels Arms, SK13 1EX	Star Pubs & Bars	0.0	0.0
2	Victoria Inn, SK13 1HE	Unknown	10.6	2.4
3	Palatine Hotel, SK13 1AA	Robinsons	12.4	2.5
4	Anchor Inn, SK13 1NR	Punch Pub Company	15.1	2.7
5	New Lamp, SK13 1BY	Star Pubs & Bars	15.4	3.2
6	Spinners Arms, SK13 2DP	*Other Small Retail Groups	16.0	3.1
7	Old Oak Inn, SK13 1LJ	*Other Small Retail Groups	21.4	3.9
8	Chieftain, SK13 2DT	Hydes Anvil	22.0	4.1
9	Pear Tree Inn, SK13 1PY	Thwaites	26.0	4.6
10	Bulls Head, SK13 7RN	Robinsons	27.2	4.3
11	Friendship, SK13 7AE	Unknown	27.5	4.6
12	Star Inn, SK13 7DD	Punch Pub Company	27.5	4.9
13	Wheatsheaf, SK13 7RS	Admiral Taverns Ltd	28.1	4.6
14	Hurricanes Sports And Lounge Bar, SK13 7AG	Independent Free	28.4	4.8
15	Moon & Sixpence, SK13 7AA	*Other Small Retail Groups	28.7	4.9
16	Queens Arms Hotel, SK13 7RZ	*Other Small Retail Groups	29.3	4.8
17	Norfolk Arms, SK13 8BP	Holt	29.3	5.3
18	Corner Cupboard, SK13 8BH	Thwaites	29.9	5.1
19	Wrens Nest, SK13 8GN	Mitchells & Butlers	32.0	6.0
20	Grapes Inn, SK13 8EP	Independent Free	34.4	6.5