

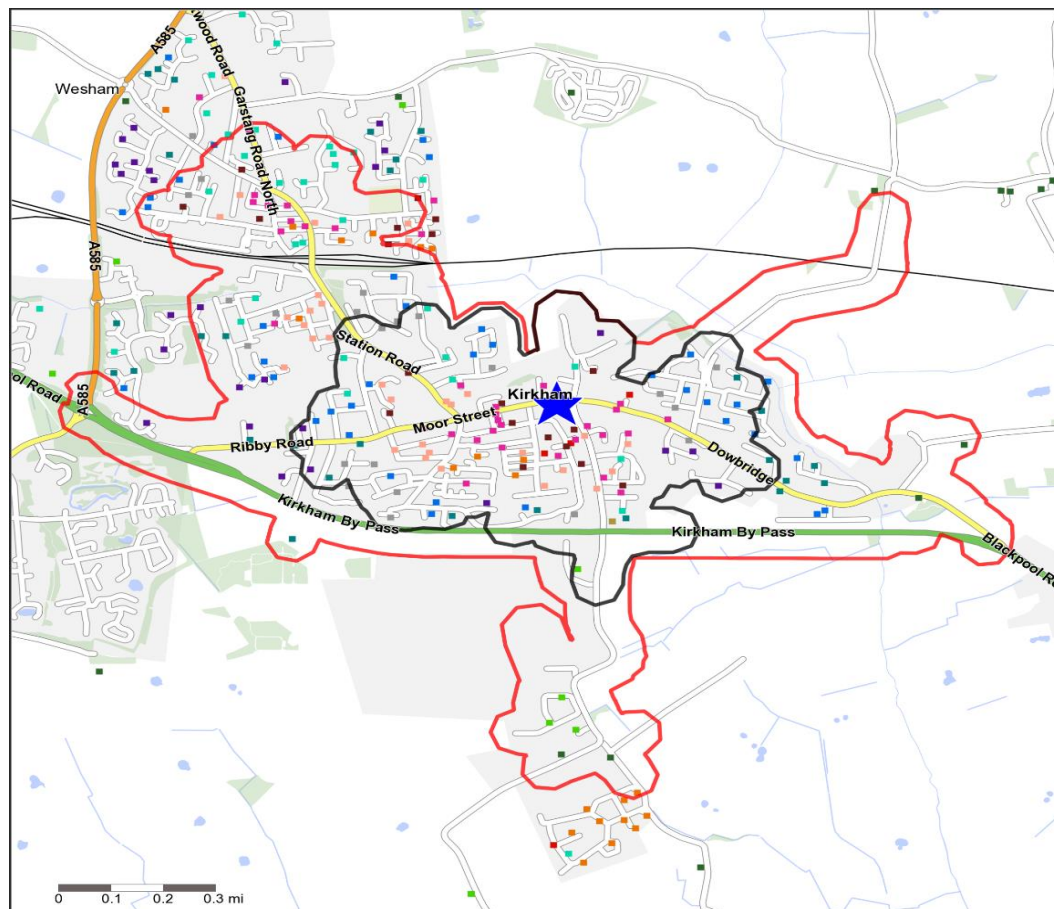
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	5	7	241
Catchment Adults 18+	3,769	7,382	259,467
Catchment Adults 18+ Per Pub	754	1,055	1,077
Populaton Projection 2018 to 2028 (% change)	5.22%	5.92%	1.61%

		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	3,214	85.3	165	1	High Street Pub	5,644	76.5	148	1	High Street Pub	192,790	74.3	143
2	Community Pub	2,400	63.7	137	2	Community Pub	4,031	54.6	117	2	Community Pub	158,965	61.3	131
3	Premium Local	1,548	41.1	65	3	Premium Local	3,357	45.5	72	3	Premium Local	111,989	43.2	68
4	Great Pub Great Food	1,064	28.2	218	4	Great Pub Great Food	2,319	31.4	243	4	Great Pub Great Food	72,813	28.1	217
5	Bit of Style	745	19.8	49	5	Bit of Style	1,903	25.8	64	5	Bit of Style	48,033	18.5	46
6	Circuit Bar	209	5.5	21	6	Circuit Bar	635	8.6	32	6	Circuit Bar	35,015	13.5	50
7	Craft Led	162	4.3	42	7	Craft Led	343	4.6	45	7	Craft Led	28,270	10.9	106

	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	250	6.6	75	519	7.0	80	19,792	7.6	86
C1	436	11.6	94	839	11.4	93	33,374	12.9	105
C2	320	8.5	103	618	8.4	101	20,026	7.7	94
DE	415	11.0	107	755	10.2	99	28,847	11.1	108

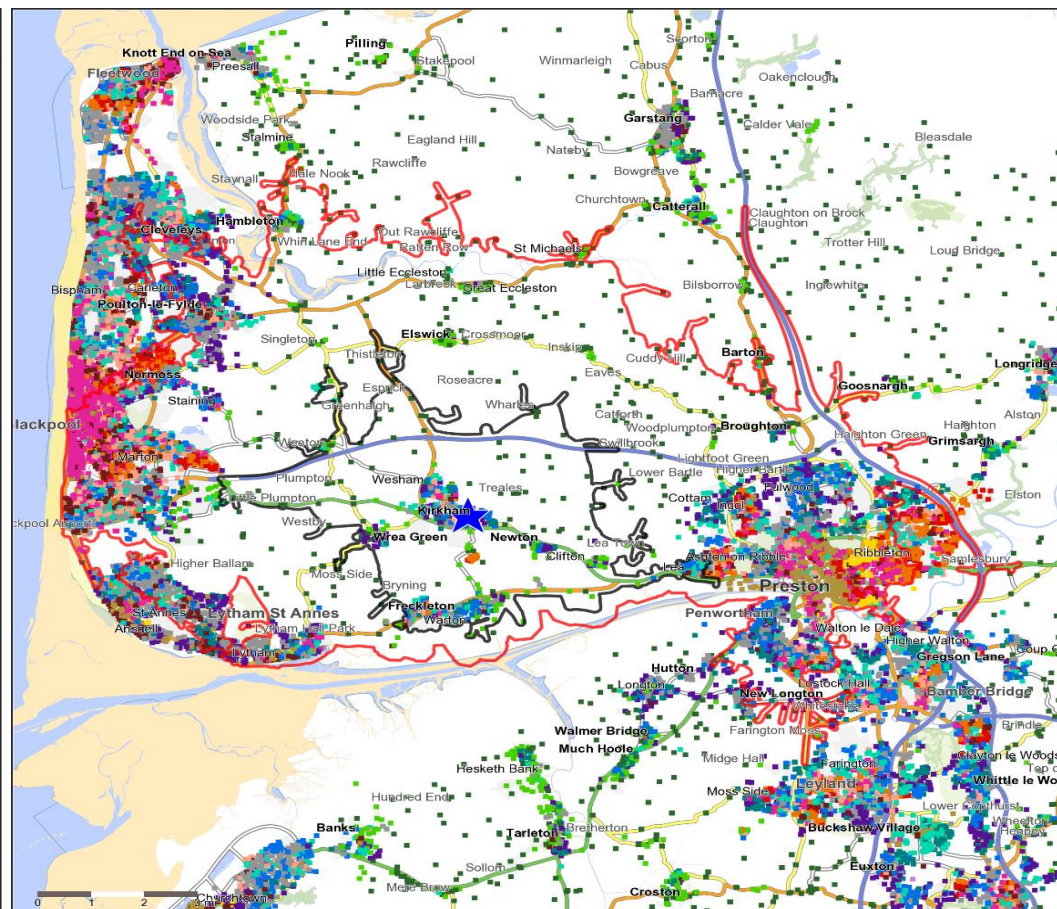
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,508	40.0	121	2,630	35.6	107	109,900	42.4	128
Medium (7-13)	1,445	38.3	116	2,901	39.3	118	90,254	34.8	105
High (14-19)	367	9.7	34	821	11.1	39	38,011	14.6	52

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	26
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	16
	B05	Premium Fortunes	0	0	26	572
	B06	Diamond Days	0	0	220	2,024
	B07	Alpha Families	15	18	401	3,126
	B08	Bank of Mum and Dad	78	152	558	4,351
	B09	Empty-Nest Adventure	97	138	788	6,993
	C10	Wealthy Landowners	0	5	807	2,728
	C11	Rural Vogue	0	13	482	1,609
	C12	Scattered Homesteads	0	0	187	926
	C13	Village Retirement	0	50	688	3,414
	D14	Satellite Settlers	1	40	1,720	4,362
	D15	Local Focus	0	80	769	1,123
	D16	Outlying Seniors	0	47	385	826
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	17	17	74	5,809
	E19	Bungalow Heaven	203	343	2,109	14,016
	E20	Classic Grandparents	12	54	152	4,962
	E21	Solo Retirees	111	186	427	7,960
	F22	Boomerang Boarders	246	368	881	9,274
	F23	Family Ties	46	50	221	3,446
	F24	Fledgling Free	231	367	1,170	3,012
	F25	Dependable Me	236	328	1,810	13,017
	G26	Cafés and Catchments	0	0	0	507
	G27	Thriving Independence	0	0	13	4,888
	G28	Modern Parents	0	66	410	3,920
	G29	Mid-Career Convention	290	883	1,441	6,337
	H30	Primary Ambitions	0	0	0	2,085
	H31	Affordable Fringe	88	202	626	4,895
	H32	First-Rung Futures	153	292	878	10,692
	H33	Contemporary Starts	0	222	1,082	2,956
	H34	New Foundations	15	17	166	925
	H35	Flying Solo	0	41	148	1,182

			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	19	207	1,137
	I37	Budget Generations	67	67	67	722
	I38	Economical Families	10	82	265	7,710
	I39	Families on a Budget	0	6	254	6,294
	J40	Value Rentals	287	380	516	1,792
	J41	Youthful Endeavours	4	25	25	1,331
	J42	Midlife Renters	246	324	442	11,851
	J43	Renting Rooms	186	308	308	22,401
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	95
	K46	High Rise Residents	0	0	0	421
	K47	Single Essentials	9	9	9	3,691
	K48	Mature Workers	48	48	80	3,892
	L49	Flatlet Seniors	0	0	0	4,536
	L50	Pocket Pensions	220	240	368	2,911
	L51	Retirement Communities	0	0	80	3,549
	L52	Estate Veterans	22	80	300	1,411
	L53	Seasoned Survivors	41	107	107	6,350
	M54	Down-to-Earth Owners	35	128	128	1,264
	M55	Back with the Folks	20	33	229	7,418
	M56	Self Supporters	561	899	1,031	10,079
	N57	Community Elders	0	0	0	858
	N58	Culture & Comfort	0	0	0	309
	N59	Large Family Living	0	0	0	4,924
	N60	Ageing Access	0	0	0	735
	O61	Career Builders	0	0	0	1,939
	O62	Central Pulse	0	0	0	1,278
	O63	Flexible Workforce	0	0	0	73
	O64	Bus-Route Renters	28	28	28	3,472
	O65	Learners & Earners	0	0	0	6,844
	O66	Student Scene	0	0	0	2,572
	U99	Unclassified	146	618	620	5,629
Total			3,769	7,380	23,703	259,467

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. 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

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 cohabitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

Top 3 Mosaic Types in a 20 Minute Drivetime

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. 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



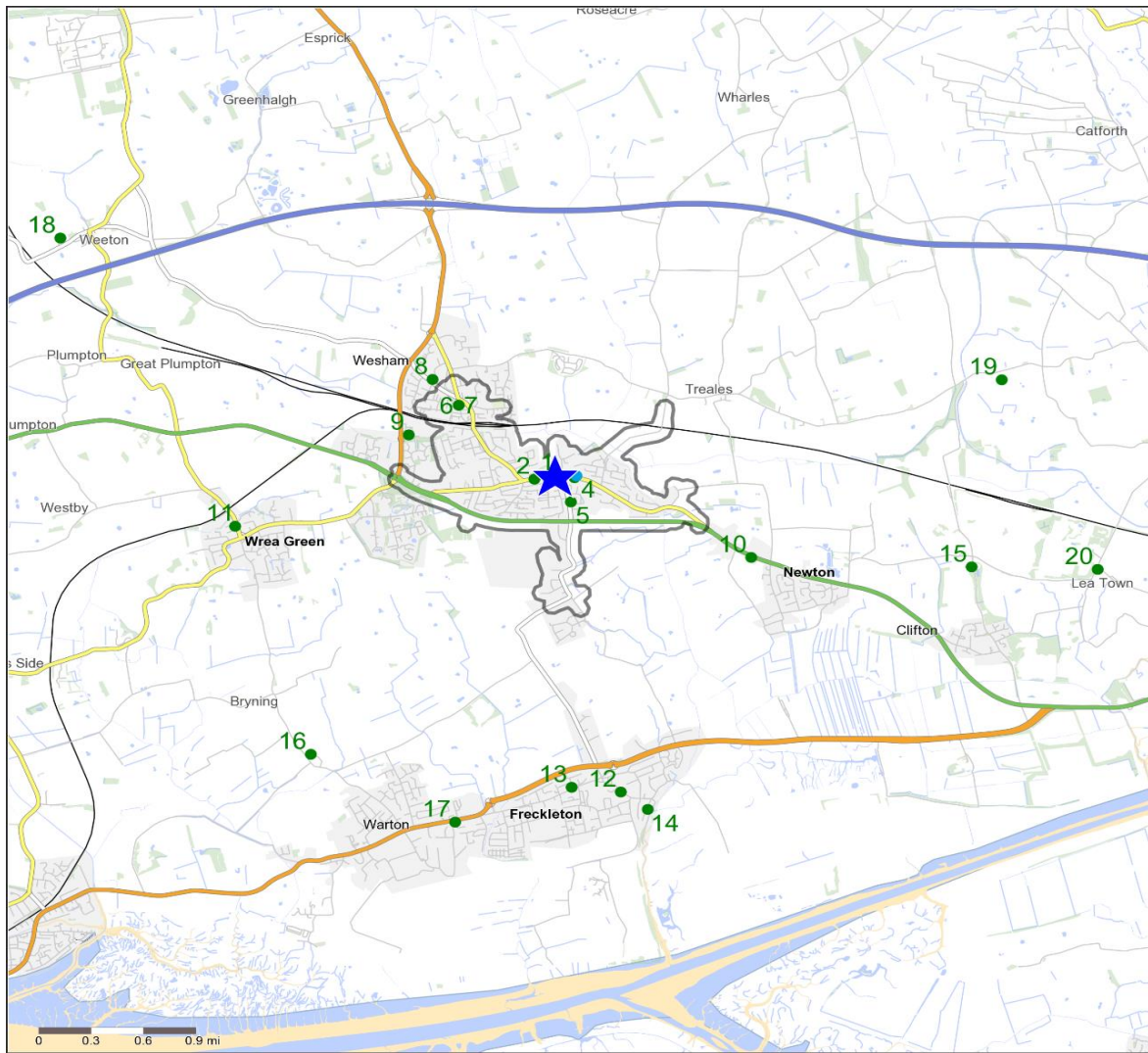
- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

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	1,732	23.5	78	733	9.9	61	4,299	58.2	112
Male: Alone	2,123	28.8	97	1,345	18.2	117	3,296	44.6	84
Male: Group	1,655	22.4	98	2,940	39.8	152	2,170	29.4	59
Male: Pair	1,333	18.1	69	2,220	30.1	197	3,210	43.5	76
Mixed Sex: Group	1,264	17.1	75	2,321	31.4	98	3,179	43.1	98
Mixed Sex: Pair	2,267	30.7	131	1,485	20.1	62	3,012	40.8	95
With Children	1,647	22.3	77	2,489	33.7	200	2,628	35.6	67
Unknown	2,210	29.9	91	674	9.1	51	3,879	52.5	110
For Eating:									
Upmarket	2,046	27.7	90	1,249	16.9	81	3,469	47.0	99
Midmarket	1,802	24.4	71	92	1.2	14	4,870	66.0	119
Downmarket	1,755	23.8	107	3,742	50.7	145	1,267	17.2	41
For Drinking (monthly spend):									
Nothing	1,339	18.1	60	2,945	39.9	169	2,480	33.6	75
Low (less than £10)	2,064	28.0	94	1,799	24.4	104	2,901	39.3	87
Medium (Between £10 and £40)	2,013	27.3	89	679	9.2	52	4,072	55.2	110
High (Greater than £40)	874	11.8	46	1,743	23.6	115	4,146	56.2	107

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	74,936	28.9	95	39,721	15.3	94	139,182	53.6	103
Male: Alone	102,174	39.4	132	31,880	12.3	79	119,784	46.2	87
Male: Group	60,562	23.3	102	91,836	35.4	135	101,440	39.1	79
Male: Pair	70,755	27.3	105	80,009	30.8	202	103,075	39.7	69
Mixed Sex: Group	77,575	29.9	131	64,186	24.7	77	112,078	43.2	98
Mixed Sex: Pair	75,704	29.2	124	93,243	35.9	111	84,891	32.7	77
With Children	92,620	35.7	123	31,815	12.3	73	129,404	49.9	94
Unknown	75,319	29.0	88	37,193	14.3	80	141,327	54.5	114
For Eating:									
Upmarket	65,335	25.2	82	63,657	24.5	118	124,847	48.1	102
Midmarket	98,768	38.1	111	9,986	3.8	43	145,085	55.9	101
Downmarket	74,587	28.7	129	92,057	35.5	102	87,195	33.6	81
For Drinking (monthly spend):									
Nothing	59,316	22.9	76	76,446	29.5	125	118,077	45.5	102
Low (less than £10)	62,894	24.2	81	70,243	27.1	115	120,701	46.5	103
Medium (Between £10 and £40)	67,264	25.9	85	28,084	10.8	61	158,490	61.1	122
High (Greater than £40)	50,048	19.3	75	41,653	16.1	78	162,138	62.5	120

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	Queens Hotel, PR 4 2AA	Star Pubs & Bars	0.0	0.0
2	Swan Hotel, PR 4 2AJ	Trust Inns	2.4	0.9
3	Stables Bar, PR 4 2ZA	Independent Free	2.7	0.6
4	Black Horse Hotel, PR 4 2YA	Star Pubs & Bars	3.3	0.6
5	Top House, PR 4 2SQ	Admiral Taverns Ltd	4.8	1.0
6	Royal Oak Hotel, PR 4 3BL	Ei Group	16.9	4.0
7	Stanley Arms, PR 4 3BL	Independent Free	16.9	4.0
8	Lane Ends Hotel, PR 4 3DH	Trust Inns	21.4	4.4
9	Kingfisher Tavern, PR 4 2DZ	JW Lees	25.1	3.8
10	Bell & Bottle, PR 4 3RJ	Marston's	26.9	2.9
11	Grapes Hotel, PR 4 2PH	Greene King	41.0	6.8
12	Coach & Horses Hotel, PR 4 1PD	Punch Pub Company	50.7	6.1
13	Plough Hotel, PR 4 1XA	Star Pubs & Bars	50.7	6.7
14	Ship Inn, PR 4 1HA	Star Pubs & Bars	51.6	6.3
15	Windmill Tavern, PR 4 0YE	Provincial Hotels & Inns Ltd	56.1	6.4
16	Birley Arms Hotel, PR 4 1TN	Punch Pub Company	58.5	8.5
17	Clifton Arms, PR 4 1AD	Ei Group	61.5	7.6
18	Eagle & Child, PR 4 3NB	Star Pubs & Bars	71.8	9.0
19	Hand & Dagger, PR 4 0SA	Admiral Taverns Ltd	91.4	8.7
20	Smiths Arms, PR 4 0RP	Thwaites	99.5	8.7