

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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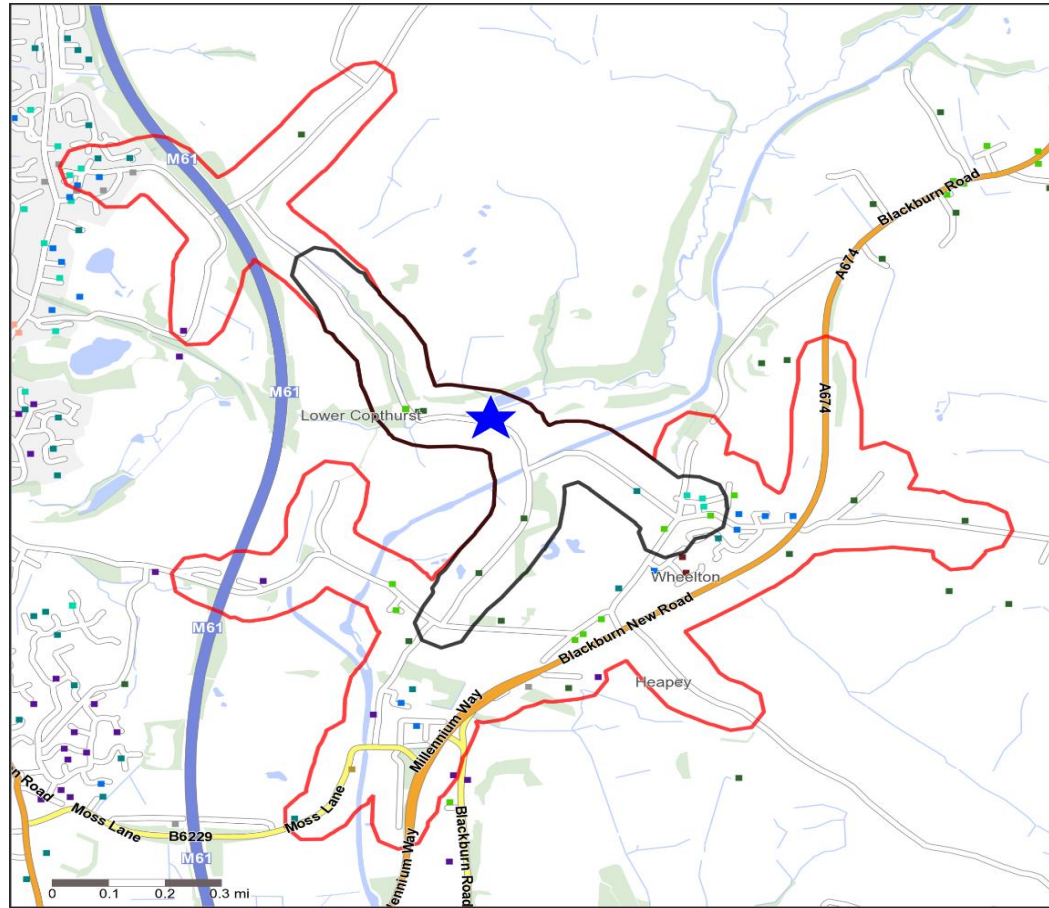
Number of Pubs	1	3	422
Catchment Adults 18+	305	1,269	389,553
Catchment Adults 18+ Per Pub	305	423	923
Populaton Projection 2018 to 2028 (% change)	12.40%	10.06%	2.99%

		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	278	91.1	176	1	Premium Local	1,137	89.6	173	1	High Street Pub	290,396	74.5	144
2	Great Pub Great Food	202	66.2	142	2	Great Pub Great Food	885	69.7	150	2	Community Pub	225,077	57.8	124
3	High Street Pub	129	42.3	67	3	High Street Pub	707	55.7	88	3	Premium Local	182,851	46.9	74
4	Bit of Style	127	41.6	322	4	Bit of Style	517	40.7	315	4	Great Pub Great Food	123,835	31.8	246
5	Circuit Bar	53	17.4	43	5	Community Pub	281	22.1	55	5	Bit of Style	91,446	23.5	58
6	Community Pub	53	17.4	65	6	Circuit Bar	157	12.4	46	6	Circuit Bar	49,660	12.7	48
7	Craft Led	0	0.0	0	7	Craft Led	55	4.3	42	7	Craft Led	33,135	8.5	83

	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	51	16.7	189	193	15.2	172	31,304	8.0	91
C1	39	12.8	104	156	12.3	100	48,164	12.4	101
C2	24	7.9	95	90	7.1	86	33,911	8.7	105
DE	16	5.2	51	66	5.2	51	44,582	11.4	111

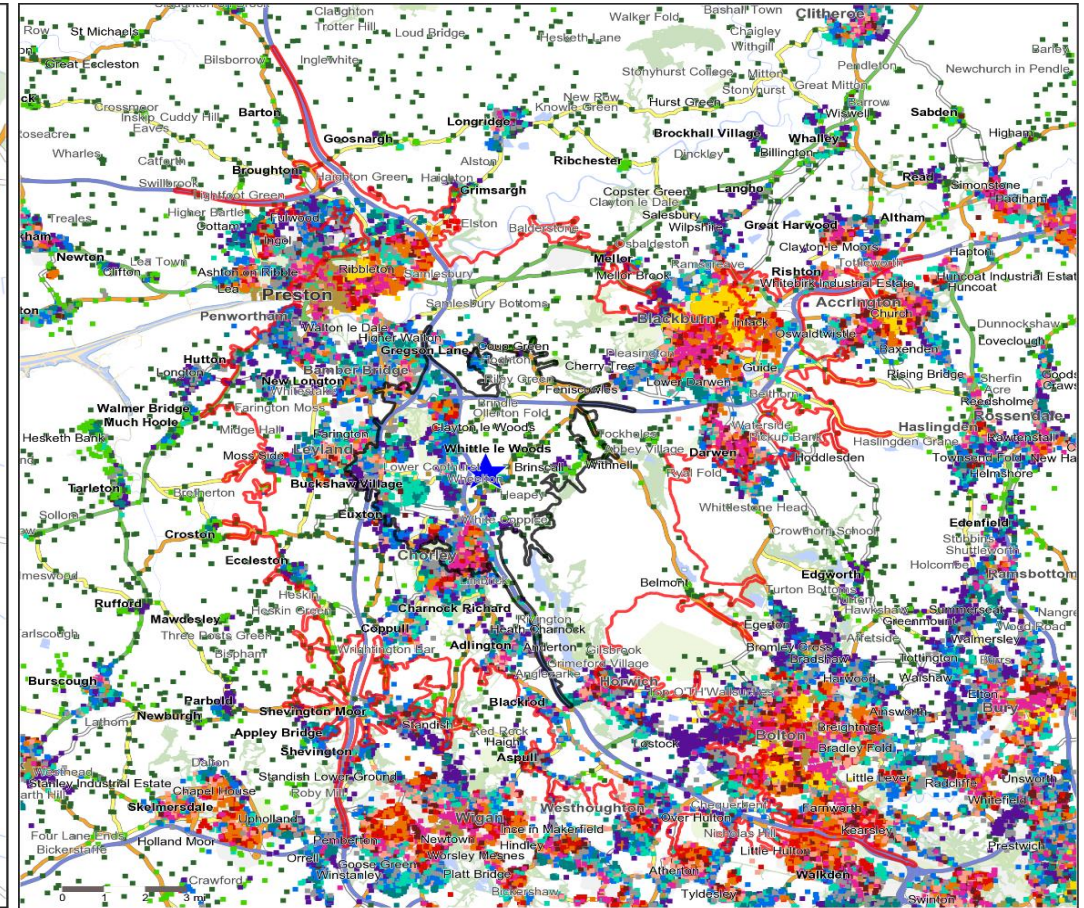
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	49	16.1	48	186	14.7	44	175,333	45.0	136
Medium (7-13)	151	49.5	149	620	48.9	147	137,914	35.4	107
High (14-19)	72	23.6	83	336	26.5	93	52,717	13.5	48

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

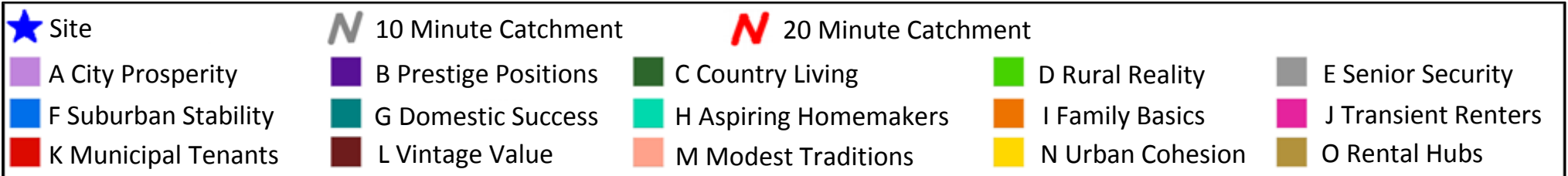


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	3	80
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	16
	B05	Premium Fortunes	0	0	110	1,975
	B06	Diamond Days	0	24	323	3,215
	B07	Alpha Families	0	5	959	3,200
	B08	Bank of Mum and Dad	2	6	973	4,873
	B09	Empty-Nest Adventure	9	58	3,737	14,097
	C10	Wealthy Landowners	12	23	1,065	3,597
	C11	Rural Vogue	1	2	128	731
	C12	Scattered Homesteads	0	0	33	147
	C13	Village Retirement	39	118	907	3,337
	D14	Satellite Settlers	60	187	1,051	4,150
	D15	Local Focus	0	0	460	1,084
	D16	Outlying Seniors	0	0	244	719
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	4	17	738	4,411
	E19	Bungalow Heaven	0	18	2,466	16,198
	E20	Classic Grandparents	0	0	1,251	8,201
	E21	Solo Retirees	0	2	573	7,314
	F22	Boomerang Boarders	0	55	2,243	14,346
	F23	Family Ties	0	0	447	4,152
	F24	Fledgling Free	1	29	1,336	11,472
	F25	Dependable Me	22	99	3,931	16,021
	G26	Cafés and Catchments	0	0	0	514
	G27	Thriving Independence	0	50	294	2,664
	G28	Modern Parents	0	89	3,883	17,489
	G29	Mid-Career Convention	74	207	2,558	13,326
	H30	Primary Ambitions	0	0	465	4,555
	H31	Affordable Fringe	0	0	1,676	14,950
	H32	First-Rung Futures	0	36	2,629	15,829
	H33	Contemporary Starts	53	117	4,965	11,422
	H34	New Foundations	0	0	262	932
	H35	Flying Solo	0	4	344	2,016

				10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile				Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchmen Adults 18+
	I36	Solid Economy		0	0	432	1,921
	I37	Budget Generations		0	0	118	2,502
	I38	Economical Families		0	0	1,259	12,877
	I39	Families on a Budget		0	0	1,575	19,289
	J40	Value Rentals		0	0	1,776	12,264
	J41	Youthful Endeavours		0	0	318	1,878
	J42	Midlife Renters		0	6	1,384	9,880
	J43	Renting Rooms		0	0	1,134	18,393
	K44	Inner City Stalwarts		0	0	0	0
	K45	City Diversity		0	0	0	95
	K46	High Rise Residents		0	0	0	374
	K47	Single Essentials		0	0	419	4,952
	K48	Mature Workers		0	0	1,308	10,462
	L49	Flatlet Seniors		0	0	769	6,936
	L50	Pocket Pensions		27	102	481	4,569
	L51	Retirement Communities		0	0	297	1,331
	L52	Estate Veterans		0	0	753	2,975
	L53	Seasoned Survivors		0	0	1,322	7,824
	M54	Down-to-Earth Owners		0	0	475	4,833
	M55	Back with the Folks		0	0	743	7,225
	M56	Self Supporters		0	0	2,314	17,260
	N57	Community Elders		0	0	0	1,402
	N58	Culture & Comfort		0	0	0	492
	N59	Large Family Living		0	0	0	12,711
	N60	Ageing Access		0	0	37	309
	O61	Career Builders		0	14	149	690
	O62	Central Pulse		0	0	0	1,159
	O63	Flexible Workforce		0	0	11	98
	O64	Bus-Route Renters		0	0	680	2,983
	O65	Learners & Earners		0	0	36	5,825
	O66	Student Scene		0	0	0	2,567
	U99	Unclassified		0	0	203	6,447
Total				304	1,268	58,047	389,556

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. 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. 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

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. 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. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



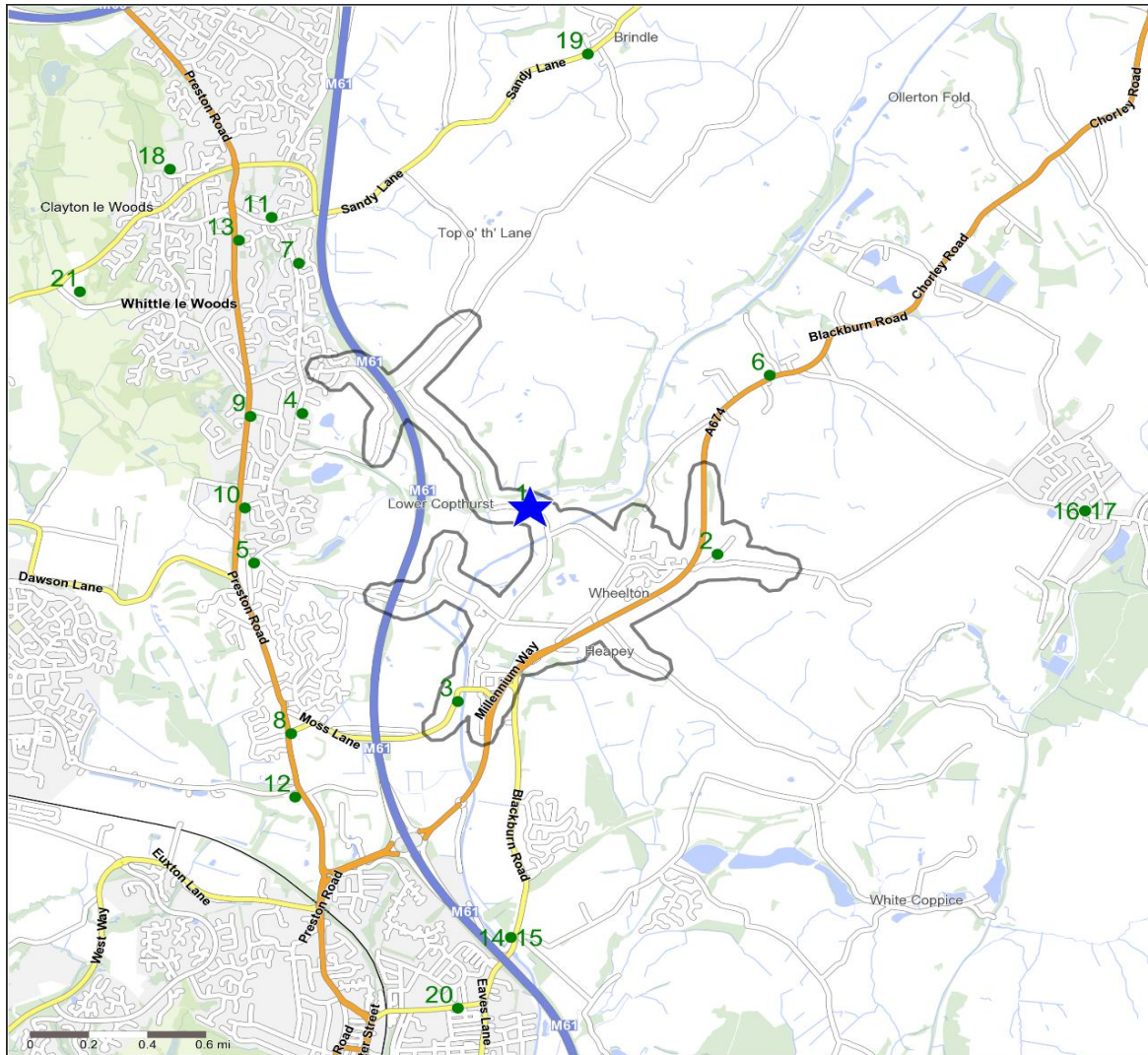
- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

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	273	21.5	71	206	16.2	99	790	62.3	120	
Male: Alone	262	20.6	69	360	28.4	182	646	50.9	95	
Male: Group	262	20.6	90	350	27.6	105	657	51.8	104	
Male: Pair	164	12.9	50	136	10.7	70	969	76.4	133	
Mixed Sex: Group	13	1.0	4	795	62.6	196	462	36.4	83	
Mixed Sex: Pair	551	43.4	185	308	24.3	75	411	32.4	76	
With Children	136	10.7	37	348	27.4	163	786	61.9	117	
Unknown	483	38.1	116	169	13.3	74	618	48.7	102	
For Eating:										
Upmarket	404	31.8	104	150	11.8	57	715	56.3	119	
Midmarket	82	6.5	19	4	0.3	3	1,183	93.2	168	
Downmarket	183	14.4	65	505	39.8	114	580	45.7	110	
For Drinking (monthly spend):										
Nothing	62	4.9	16	575	45.3	192	632	49.8	111	
Low (less than £10)	559	44.1	148	341	26.9	114	370	29.2	64	
Medium (Between £10 and £40)	441	34.8	114	189	14.9	84	640	50.4	100	
High (Greater than £40)	223	17.6	68	333	26.2	128	713	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	118,458	30.4	100	46,905	12.0	74	217,744	55.9	107
Male: Alone	127,796	32.8	110	73,694	18.9	121	181,617	46.6	87
Male: Group	88,861	22.8	100	114,405	29.4	112	179,840	46.2	93
Male: Pair	94,854	24.3	93	97,868	25.1	165	190,385	48.9	85
Mixed Sex: Group	90,104	23.1	101	110,129	28.3	89	182,874	46.9	107
Mixed Sex: Pair	113,627	29.2	124	128,038	32.9	101	141,442	36.3	85
With Children	140,169	36.0	124	79,878	20.5	122	163,060	41.9	79
Unknown	128,857	33.1	101	49,211	12.6	70	205,038	52.6	110
For Eating:									
Upmarket	106,730	27.4	89	87,932	22.6	108	188,445	48.4	102
Midmarket	125,238	32.1	94	25,199	6.5	72	232,670	59.7	108
Downmarket	122,970	31.6	142	166,671	42.8	123	93,466	24.0	58
For Drinking (monthly spend):									
Nothing	99,511	25.5	84	128,754	33.1	140	154,842	39.7	89
Low (less than £10)	114,720	29.4	99	88,693	22.8	97	179,694	46.1	102
Medium (Between £10 and £40)	120,212	30.9	101	43,606	11.2	63	219,289	56.3	112
High (Greater than £40)	78,304	20.1	78	83,755	21.5	105	221,047	56.7	109

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	Top Lock Hotel, PR 6 8LT	Star Pubs & Bars	0.0	0.0
2	Dressers Arms, PR 6 8HD	Independent Free	14.8	2.6
3	Malthouse Farm, PR 6 8AB	Greene King	17.2	2.5
4	Royal Oak Hotel, PR 6 7NA	*Other Small Retail Groups	23.5	3.5
5	Roebuck Hotel, PR 6 7LA	Independent Free	28.7	3.5
6	Golden Lion Inn, PR 6 8HP	Thwaites	28.7	3.8
7	Dog Inn, PR 6 7QZ	Thwaites	30.5	4.8
8	Sea View Hotel, PR 6 7HH	Star Pubs & Bars	31.1	3.9
9	Millstone, PR 6 7HU	Star Pubs & Bars	31.1	4.8
10	Bay Horse Hotel, PR 6 7HW	Star Pubs & Bars	32.0	4.2
11	Lord Nelson, PR 6 7RD	Star Pubs & Bars	34.1	5.0
12	Goodwins, PR 6 7AX	Greene King	35.6	4.3
13	Half Way House Dantes, PR 6 7JB	JW Lees	37.7	5.6
14	Boatel, PR 6 9AE	Independent Free	38.9	5.1
15	Lock & Quay, PR 6 9AE	Ei Group	38.9	5.1
16	Cricketers Arms, PR 6 8QP	Marston's	42.3	6.2
17	Oak Tree Inn, PR 6 8QP	Independent Free	42.3	6.2
18	Beaumont, PR 6 7TY	Marston's	45.0	6.8
19	Cavendish Arms, PR 6 8NG	Marston's	46.2	4.9
20	Masons Arms, PR 6 0HU	Trust Inns	46.2	6.7