

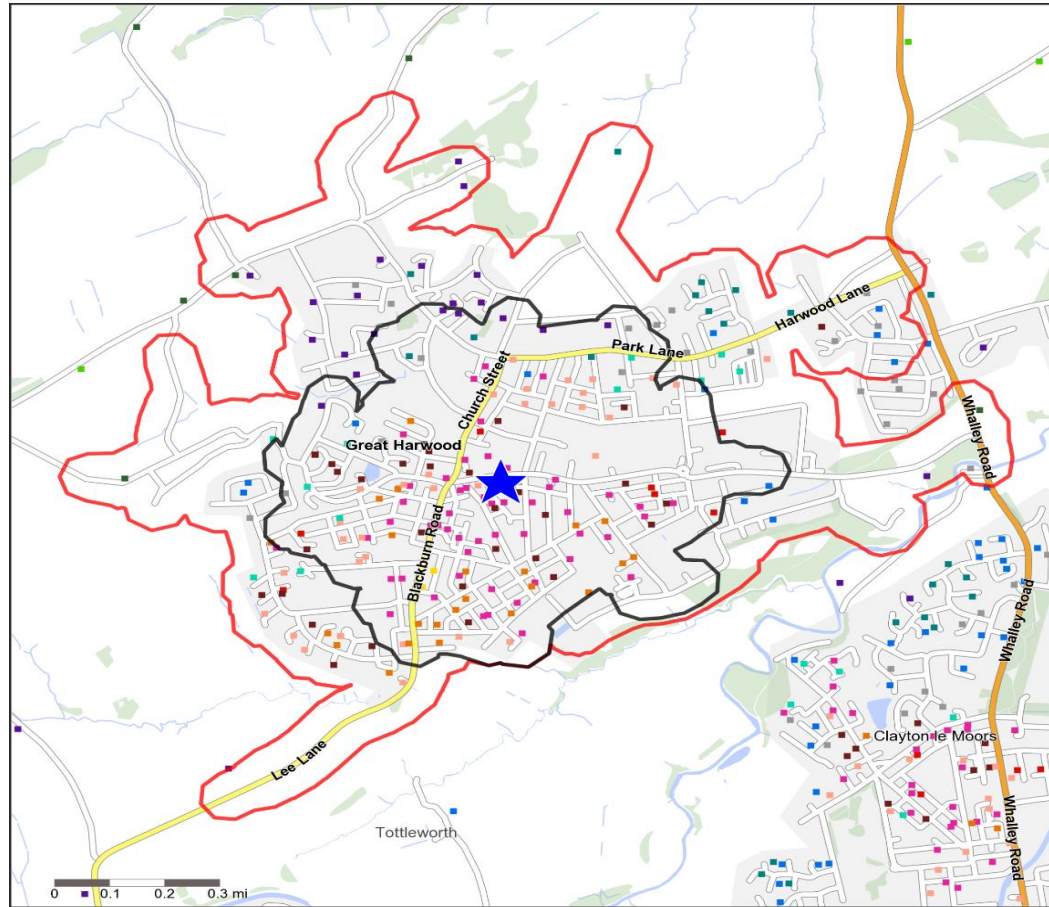
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	9	11	317
Catchment Adults 18+	5,834	8,020	237,247
Catchment Adults 18+ Per Pub	648	729	748
Populaton Projection 2018 to 2028 (% change)	-1.31%	-1.53%	0.03%

		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	Community Pub	5,240	89.8	173	<div></div>	1	High Street Pub	6,762	84.3	163	<div></div>	1	High Street Pub	167,105	70.4	136	<div></div>
2	High Street Pub	5,150	88.3	189	<div></div>	2	Community Pub	6,250	77.9	167	<div></div>	2	Community Pub	144,325	60.8	131	<div></div>
3	Bit of Style	1,006	17.2	27	<div></div>	3	Premium Local	2,158	26.9	43	<div></div>	3	Premium Local	80,747	34.0	54	<div></div>
4	Premium Local	732	12.5	97	<div></div>	4	Great Pub Great Food	1,716	21.4	165	<div></div>	4	Great Pub Great Food	60,090	25.3	196	<div></div>
5	Great Pub Great Food	519	8.9	22	<div></div>	5	Bit of Style	1,444	18.0	45	<div></div>	5	Bit of Style	39,903	16.8	42	<div></div>
6	Circuit Bar	110	1.9	7	<div></div>	6	Circuit Bar	165	2.1	8	<div></div>	6	Circuit Bar	14,045	5.9	22	<div></div>
7	Craft Led	104	1.8	17	<div></div>	7	Craft Led	158	2.0	19	<div></div>	7	Craft Led	11,015	4.6	45	<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	271	4.6	53	447	5.6	63	15,184	6.4	72
C1	677	11.6	95	913	11.4	93	26,241	11.1	90
C2	706	12.1	147	897	11.2	135	22,445	9.5	115
DE	879	15.1	146	1,072	13.4	130	34,552	14.6	142

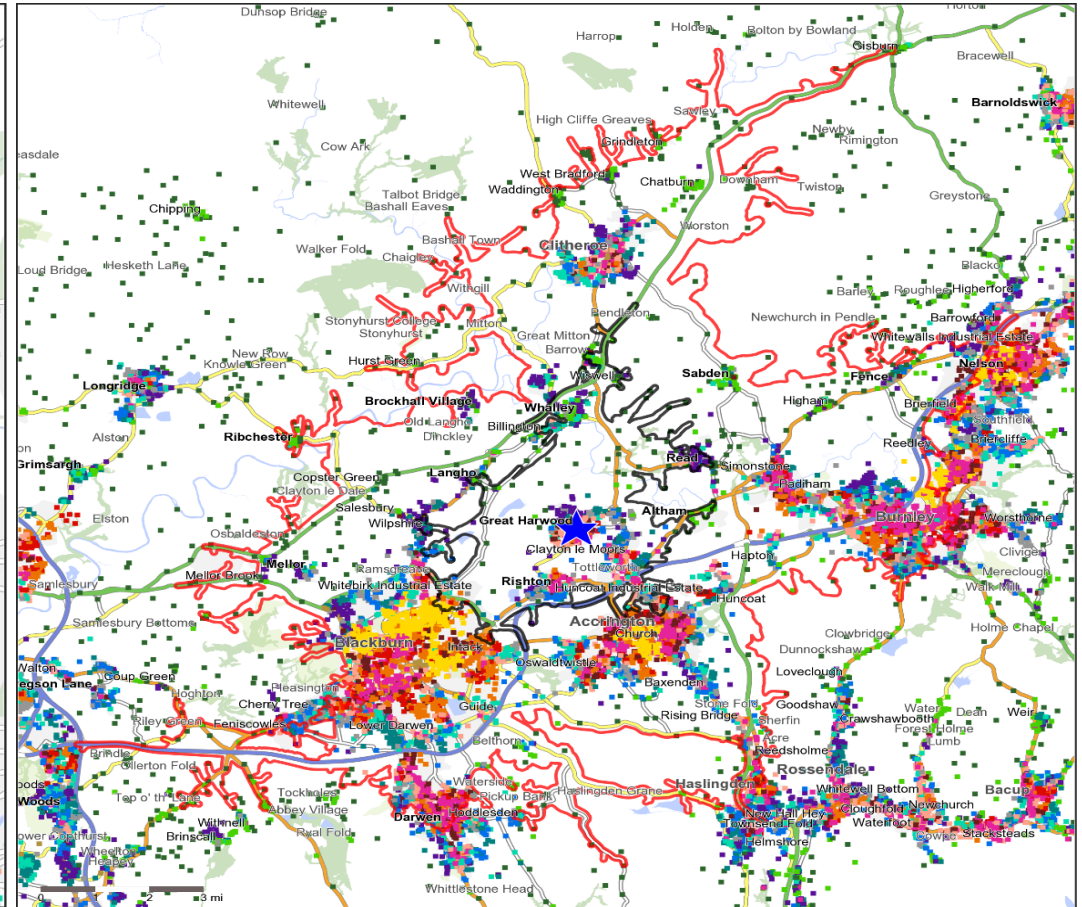
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	4,414	75.7	228	5,156	64.3	194	136,006	57.3	173
Medium (7-13)	1,095	18.8	57	2,018	25.2	76	68,501	28.9	87
High (14-19)	243	4.2	15	786	9.8	34	25,375	10.7	38

## 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	0	62	325
	B06	Diamond Days	4	64	172	746
	B07	Alpha Families	8	25	400	2,971
	B08	Bank of Mum and Dad	50	85	581	2,896
	B09	Empty-Nest Adventure	126	305	1,465	4,350
	C10	Wealthy Landowners	0	42	546	4,365
	C11	Rural Vogue	0	3	40	914
	C12	Scattered Homesteads	0	3	11	218
	C13	Village Retirement	0	33	352	2,527
	D14	Satellite Settlers	0	14	776	4,510
	D15	Local Focus	0	0	27	1,035
	D16	Outlying Seniors	0	0	68	952
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	8	25	170	1,054
	E19	Bungalow Heaven	11	199	1,965	8,077
	E20	Classic Grandparents	134	135	624	3,082
	E21	Solo Retirees	136	217	658	3,143
	F22	Boomerang Boarders	1	224	1,120	6,236
	F23	Family Ties	46	46	379	2,758
	F24	Fledgling Free	18	31	1,258	5,325
	F25	Dependable Me	0	70	867	5,087
	G26	Cafés and Catchments	0	0	4	113
	G27	Thriving Independence	0	0	0	545
	G28	Modern Parents	0	193	1,279	6,673
	G29	Mid-Career Convention	89	264	1,221	5,495
	H30	Primary Ambitions	33	33	312	2,654
	H31	Affordable Fringe	182	372	1,099	8,010
	H32	First-Rung Futures	81	135	444	8,003
	H33	Contemporary Starts	0	0	145	1,117
	H34	New Foundations	0	0	150	430
	H35	Flying Solo	0	0	107	696

			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	310
	I37	Budget Generations	0	80	104	935
	I38	Economical Families	815	843	1,994	13,167
	I39	Families on a Budget	0	0	899	13,122
	J40	Value Rentals	803	818	2,838	13,978
	J41	Youthful Endeavours	6	7	7	880
	J42	Midlife Renters	89	103	580	4,442
	J43	Renting Rooms	645	645	1,304	18,614
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	99
	K47	Single Essentials	23	23	23	2,117
	K48	Mature Workers	149	182	1,273	8,643
	L49	Flatlet Seniors	276	277	347	5,070
	L50	Pocket Pensions	112	275	690	3,448
	L51	Retirement Communities	0	0	75	705
	L52	Estate Veterans	4	13	13	306
	L53	Seasoned Survivors	554	590	1,206	8,203
	M54	Down-to-Earth Owners	86	191	521	3,226
	M55	Back with the Folks	68	82	432	3,116
	M56	Self Supporters	1,068	1,164	2,823	11,729
	N57	Community Elders	0	0	7	1,533
	N58	Culture & Comfort	0	0	0	374
	N59	Large Family Living	209	209	1,183	27,756
	N60	Ageing Access	0	0	0	5
	O61	Career Builders	0	0	0	164
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	35
	O64	Bus-Route Renters	0	0	0	766
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	0	197
Total			5,834	8,020	32,621	237,247



## 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. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

### 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 cohabittees 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. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

### 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. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



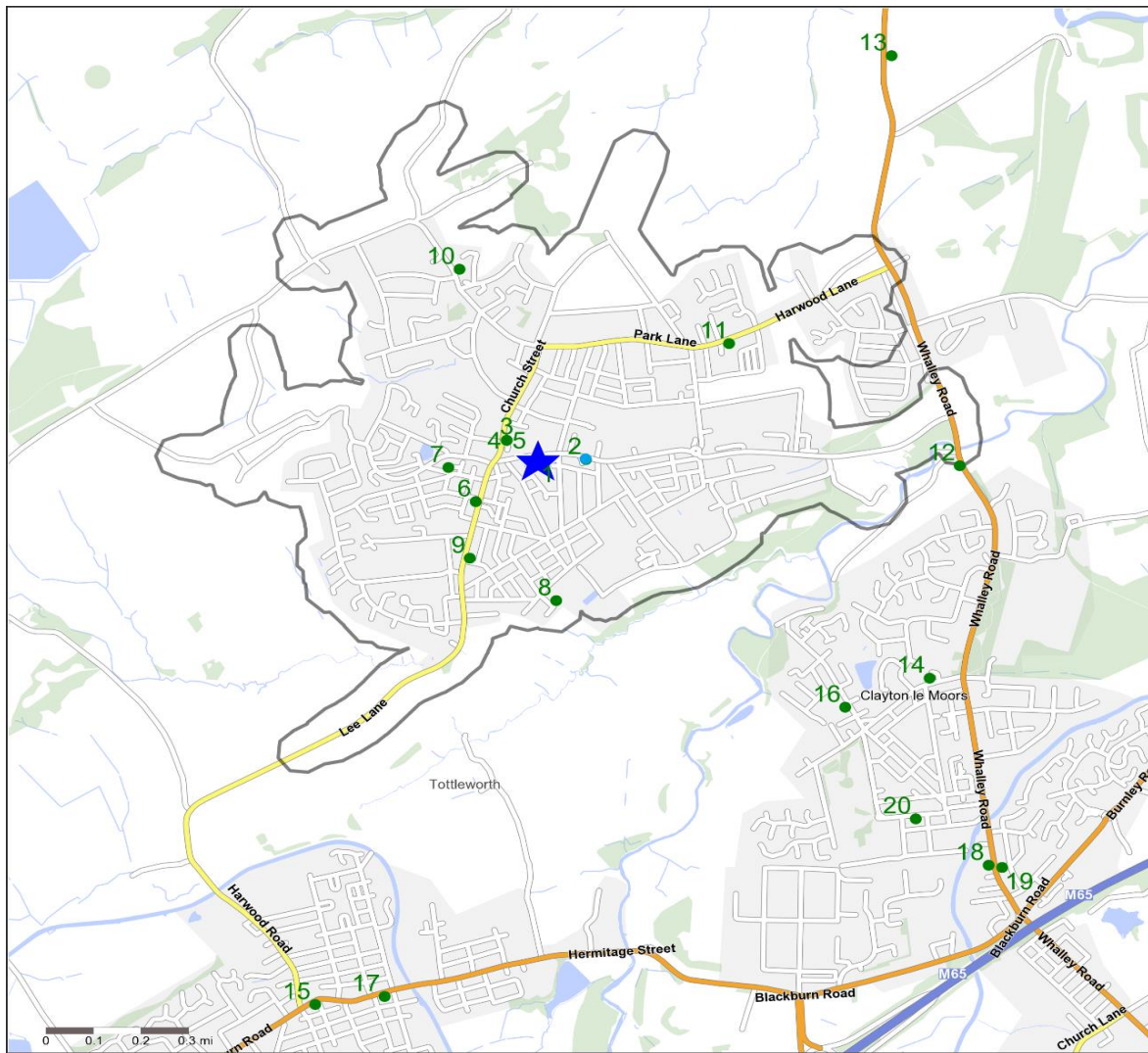
- Late 20s and early 30s
- Singles and cohabittees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

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	2,450	30.5	101	1,136	14.2	87	4,434	55.3	106
Male: Alone	2,574	32.1	108	1,299	16.2	104	4,147	51.7	97
Male: Group	1,629	20.3	89	2,854	35.6	136	3,536	44.1	89
Male: Pair	1,624	20.2	78	3,664	45.7	300	2,732	34.1	59
Mixed Sex: Group	2,204	27.5	120	1,510	18.8	59	4,305	53.7	122
Mixed Sex: Pair	1,598	19.9	85	2,628	32.8	101	3,793	47.3	111
With Children	3,216	40.1	139	2,311	28.8	171	2,492	31.1	59
Unknown	3,566	44.5	135	509	6.3	35	3,944	49.2	103
For Eating:									
Upmarket	1,395	17.4	57	2,657	33.1	159	3,967	49.5	105
Midmarket	3,191	39.8	116	7	0.1	1	4,822	60.1	109
Downmarket	2,289	28.5	128	4,028	50.2	144	1,703	21.2	51
For Drinking (monthly spend):									
Nothing	2,299	28.7	95	2,473	30.8	131	3,248	40.5	90
Low (less than £10)	1,920	23.9	80	1,453	18.1	77	4,647	57.9	128
Medium (Between £10 and £40)	1,884	23.5	77	1,168	14.6	82	4,968	61.9	123
High (Greater than £40)	1,048	13.1	50	1,989	24.8	121	4,982	62.1	119

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	60,490	25.5	84	36,548	15.4	94	140,011	59.0	113
Male: Alone	91,161	38.4	129	42,192	17.8	114	103,697	43.7	82
Male: Group	45,513	19.2	84	66,199	27.9	107	125,337	52.8	106
Male: Pair	64,869	27.3	105	69,910	29.5	193	102,270	43.1	75
Mixed Sex: Group	56,687	23.9	105	52,068	21.9	69	128,295	54.1	123
Mixed Sex: Pair	48,919	20.6	88	80,751	34.0	105	107,380	45.3	106
With Children	107,238	45.2	156	47,566	20.0	119	82,245	34.7	65
Unknown	108,297	45.6	139	18,067	7.6	42	110,685	46.7	97
For Eating:									
Upmarket	63,126	26.6	87	65,659	27.7	133	108,265	45.6	97
Midmarket	101,758	42.9	125	15,007	6.3	70	120,284	50.7	92
Downmarket	63,006	26.6	119	92,777	39.1	112	81,266	34.3	82
For Drinking (monthly spend):									
Nothing	60,893	25.7	85	59,873	25.2	107	116,283	49.0	109
Low (less than £10)	51,346	21.6	72	47,813	20.2	86	137,891	58.1	128
Medium (Between £10 and £40)	48,926	20.6	67	32,863	13.9	78	155,260	65.4	130
High (Greater than £40)	30,034	12.7	49	52,145	22.0	107	154,870	65.3	125

## 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	Walmesley Arms, BB 6 7QQ	Independent Free	0.0	0.0
2	Plough Hotel, BB 6 7AL	Star Pubs & Bars	2.4	0.4
3	Bar 9, BB 6 7NF	Independent Free	3.6	0.6
4	Cross Axes Hotel, BB 6 7NF	Ei Group	3.6	0.6
5	Tavern, BB 6 7NF	Marston's	3.6	0.6
6	Duke Of Wellington, BB 6 7DE	Independent Free	5.4	1.0
7	Commercial Hotel, BB 6 7HX	*Other Small Retail Groups	6.3	1.1
8	Victoria Hotel, BB 6 7EP	Trust Inns	7.9	1.6
9	Lomax Arms, BB 6 7DZ	Trust Inns	8.2	1.7
10	Dog & Otter, BB 6 7PG	Marston's	11.5	2.3
11	Park Hotel, BB 6 7SN	Independent Free	11.8	2.4
12	Hyndburn Bridge, BB 5 5SQ	Star Pubs & Bars	20.8	3.2
13	Game Cock, BB 6 7UH	Milton Pubs and Taverns	28.4	4.7
14	Royal Oak Hotel, BB 5 5QA	Thwaites	32.0	5.1
15	Walmesley Arms Hotel, BB 1 4LD	Thwaites	36.2	5.1
16	Forts Arms Hotel, BB 5 5TA	Independent Free	36.2	6.0
17	Roebuck Inn, BB 1 4JZ	Ei Group	38.3	5.7
18	Albion Ale House, BB 5 5HD	Bravo Inns	39.2	6.3
19	Hare & Hounds Hotel, BB 5 5HE	Thwaites	39.2	6.4
20	Old England For Ever, BB 5 5HT	Unknown	39.8	6.5