

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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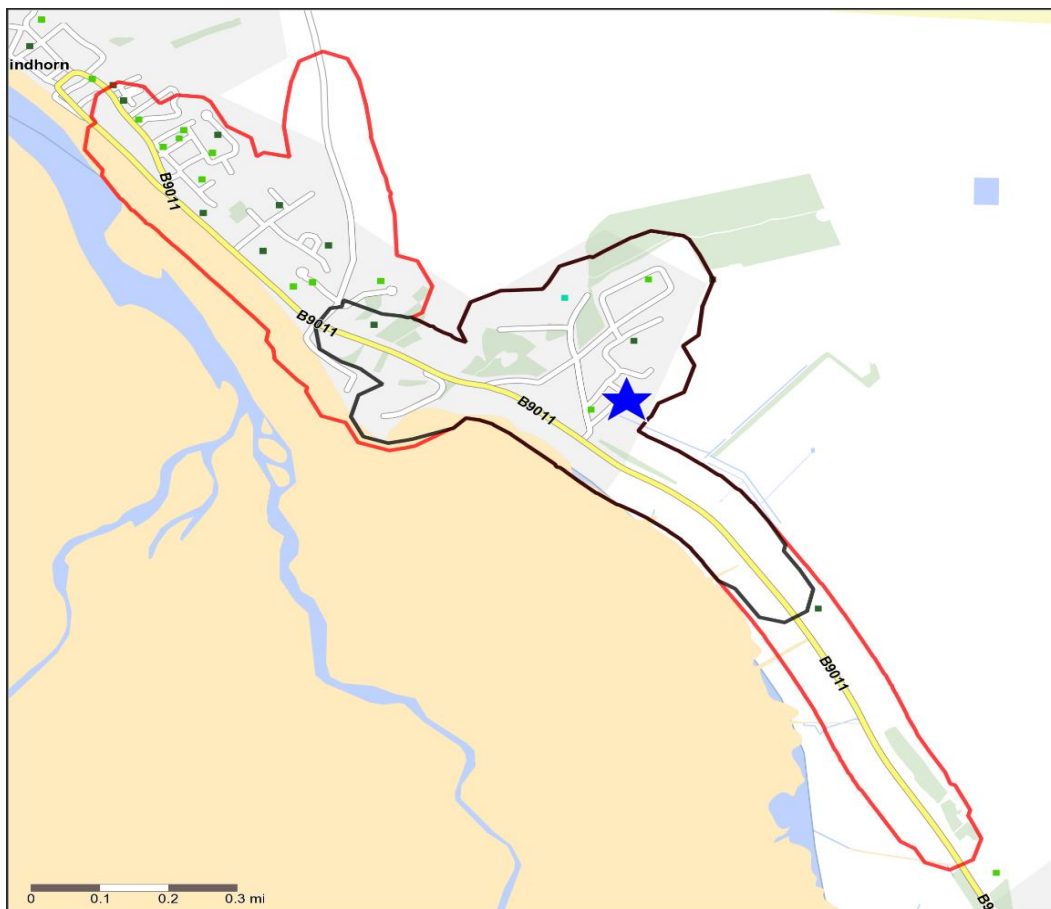
Number of Pubs	0	1	25
Catchment Adults 18+	229	629	19,842
Catchment Adults 18+ Per Pub	-	629	794
Populaton Projection 2018 to 2028 (% change)	0.00%	1.55%	1.54%

		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	210	91.7	177	1	Premium Local	514	81.7	158	1	Community Pub	11,377	57.3	111
2	Great Pub Great Food	168	73.4	157	2	Great Pub Great Food	473	75.2	161	2	Premium Local	11,328	57.1	122
3	Bit of Style	42	18.3	29	3	Community Pub	120	19.1	30	3	Great Pub Great Food	9,044	45.6	72
4	Circuit Bar	42	18.3	142	4	High Street Pub	95	15.1	117	4	High Street Pub	8,608	43.4	336
5	Community Pub	22	9.6	24	5	Bit of Style	42	6.7	17	5	Bit of Style	2,883	14.5	36
6	Craft Led	0	0.0	0	6	Circuit Bar	42	6.7	25	6	Circuit Bar	2,563	12.9	48
7	High Street Pub	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	344	1.7	17

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	30	13.1	148	64	10.2	115	1,441	7.3	82
C1	50	21.8	178	105	16.7	136	2,777	14.0	114
C2	14	6.1	74	38	6.0	73	1,868	9.4	114
DE	8	3.5	34	33	5.2	51	1,692	8.5	83

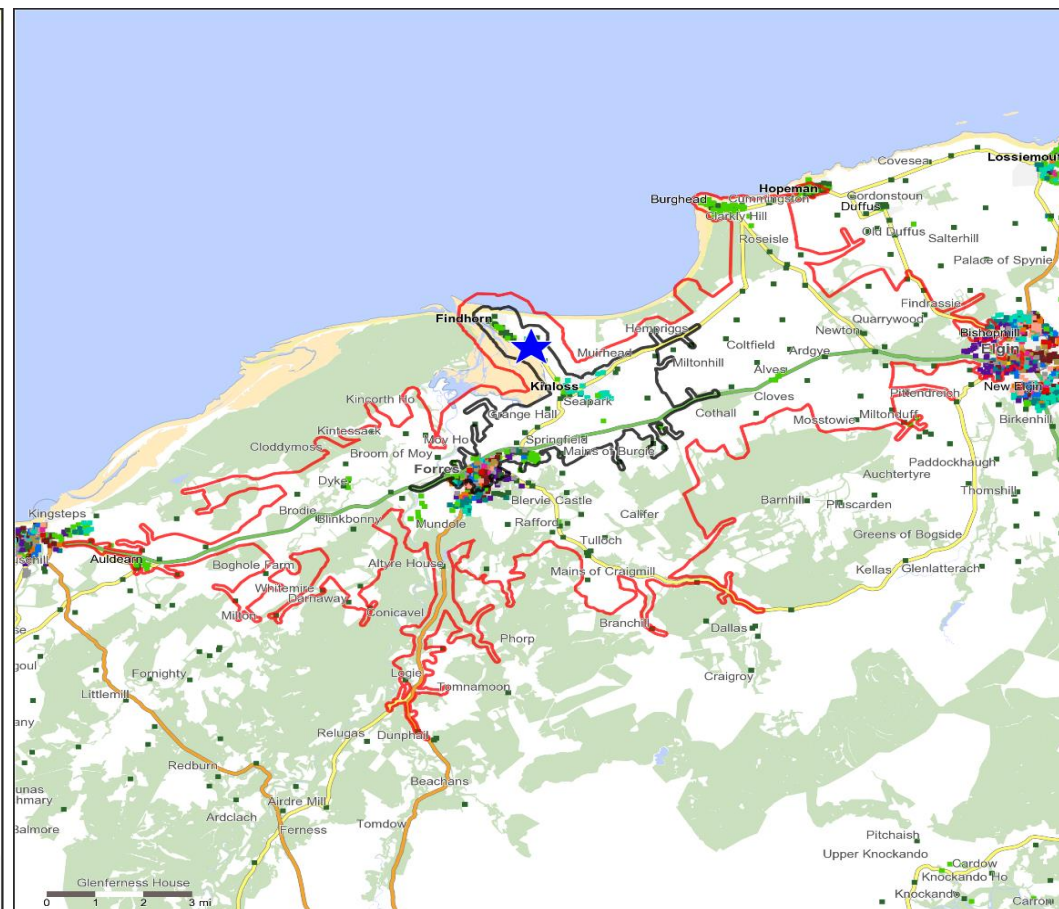
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	49	21.4	65	95	15.1	46	5,626	28.4	85
Medium (7-13)	34	14.8	45	115	18.3	55	6,841	34.5	104
High (14-19)	79	34.5	121	242	38.5	135	4,838	24.4	86

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

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	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	0
B06 Diamond Days	0	0	0	15
B07 Alpha Families	0	0	105	295
B08 Bank of Mum and Dad	0	0	84	147
B09 Empty-Nest Adventure	0	0	129	876
C10 Wealthy Landowners	4	6	6	24
C11 Rural Vogue	5	9	214	720
C12 Scattered Homesteads	3	5	309	2,286
C13 Village Retirement	93	268	557	1,477
D14 Satellite Settlers	63	184	614	1,343
D15 Local Focus	19	19	353	1,751
D16 Outlying Seniors	0	95	581	2,129
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	0	0	0	201
E19 Bungalow Heaven	0	0	316	486
E20 Classic Grandparents	0	0	0	0
E21 Solo Retirees	0	0	17	33
F22 Boomerang Boarders	0	0	159	266
F23 Family Ties	0	0	0	0
F24 Fledgling Free	0	0	48	48
F25 Dependable Me	0	0	258	425
G26 Cafés and Catchments	0	0	0	0
G27 Thriving Independence	0	0	0	50
G28 Modern Parents	0	0	3	574
G29 Mid-Career Convention	0	0	218	615
H30 Primary Ambitions	0	0	5	21
H31 Affordable Fringe	0	0	54	82
H32 First-Rung Futures	0	0	53	53
H33 Contemporary Starts	42	42	949	1,442
H34 New Foundations	0	0	34	66
H35 Flying Solo	0	0	5	48

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
I36 Solid Economy	0	0	123	414
I37 Budget Generations	0	0	18	138
I38 Economical Families	0	0	0	0
I39 Families on a Budget	0	0	0	66
J40 Value Rentals	0	0	10	10
J41 Youthful Endeavours	0	0	32	44
J42 Midlife Renters	0	0	59	166
J43 Renting Rooms	0	0	0	0
K44 Inner City Stalwarts	0	0	0	0
K45 City Diversity	0	0	0	0
K46 High Rise Residents	0	0	0	0
K47 Single Essentials	0	0	209	239
K48 Mature Workers	0	0	54	79
L49 Flatlet Seniors	0	0	212	259
L50 Pocket Pensions	0	0	425	597
L51 Retirement Communities	0	0	117	172
L52 Estate Veterans	0	0	511	875
L53 Seasoned Survivors	0	0	18	18
M54 Down-to-Earth Owners	0	0	70	298
M55 Back with the Folks	0	0	0	22
M56 Self Supporters	0	0	208	208
N57 Community Elders	0	0	0	0
N58 Culture & Comfort	0	0	0	0
N59 Large Family Living	0	0	0	0
N60 Ageing Access	0	0	0	89
O61 Career Builders	0	0	0	3
O62 Central Pulse	0	0	0	0
O63 Flexible Workforce	0	0	0	0
O64 Bus-Route Renters	0	0	341	671
O65 Learners & Earners	0	0	0	0
O66 Student Scene	0	0	0	0
U99 Unclassified	0	0	0	0
Total	229	628	7,478	19,841

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

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. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

Top 3 Mosaic Types in a 20 Minute Drivetime

1. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

2. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

3. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



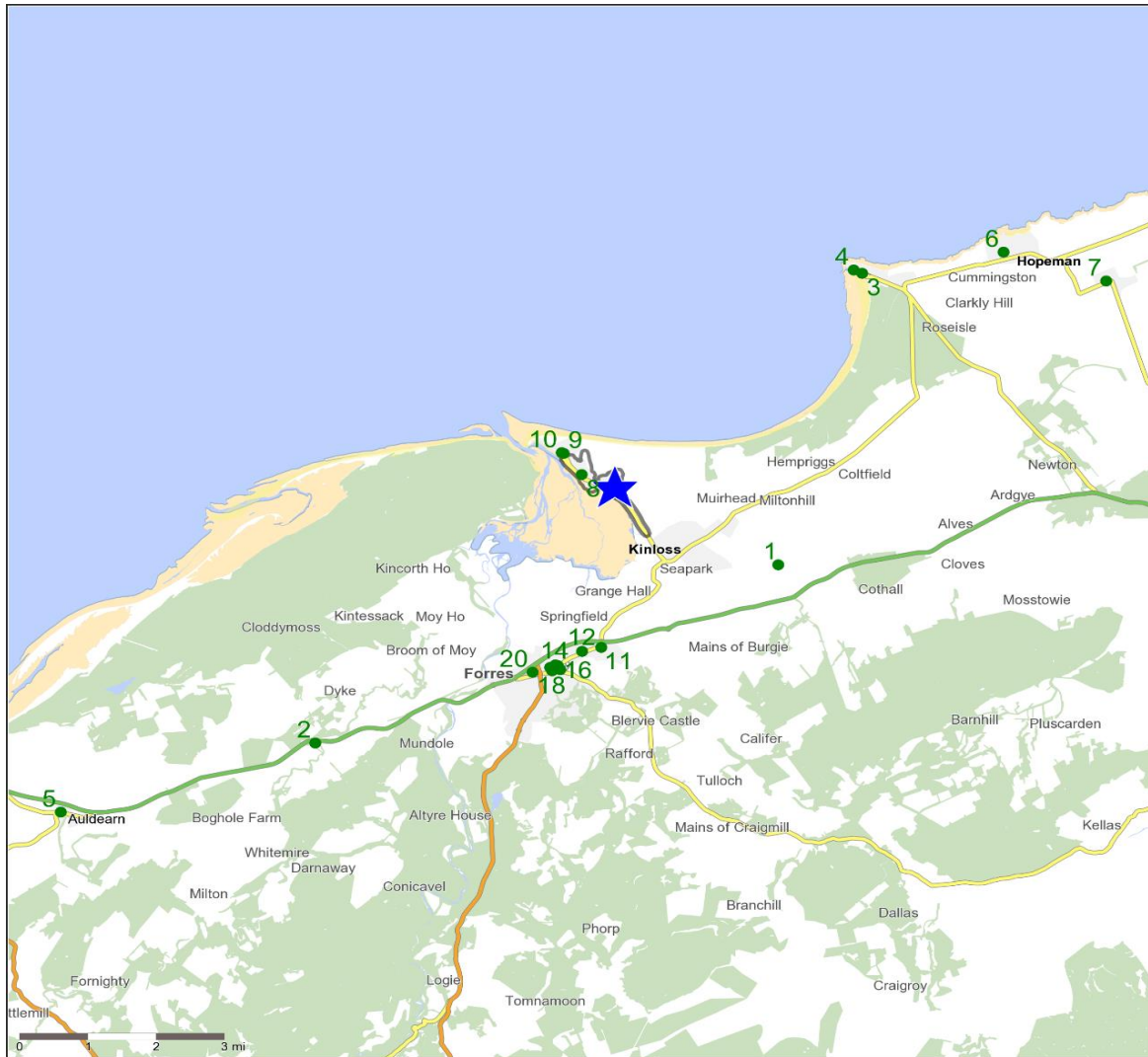
- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

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	42	6.7	22	203	32.3	197	384	61.0	117		
Male: Alone	95	15.1	51	0	0.0	0	533	84.7	159		
Male: Group	0	0.0	0	287	45.6	174	342	54.4	110		
Male: Pair	0	0.0	0	0	0.0	0	629	100.0	174		
Mixed Sex: Group	0	0.0	0	608	96.7	303	21	3.3	8		
Mixed Sex: Pair	184	29.3	125	368	58.5	180	76	12.1	28		
With Children	0	0.0	0	61	9.7	58	568	90.3	171		
Unknown	203	32.3	98	42	6.7	37	384	61.0	127		
For Eating:											
Upmarket	42	6.7	22	0	0.0	0	587	93.3	198		
Midmarket	0	0.0	0	0	0.0	0	629	100.0	181		
Downmarket	0	0.0	0	156	24.8	71	473	75.2	181		
For Drinking (monthly spend):											
Nothing	120	19.1	63	9	1.4	6	500	79.5	177		
Low (less than £10)	273	43.4	145	308	49.0	208	48	7.6	17		
Medium (Between £10 and £40)	0	0.0	0	279	44.4	249	350	55.6	111		
High (Greater than £40)	0	0.0	0	6	1.0	5	623	99.0	189		

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	3,713	18.7	62	4,026	20.3	124	12,102	61.0	117	
Male: Alone	5,314	26.8	90	1,558	7.9	50	12,970	65.4	123	
Male: Group	2,772	14.0	61	5,265	26.5	101	11,805	59.5	120	
Male: Pair	3,438	17.3	66	803	4.0	27	15,600	78.6	137	
Mixed Sex: Group	1,642	8.3	36	11,146	56.2	176	7,054	35.6	81	
Mixed Sex: Pair	4,025	20.3	87	9,112	45.9	141	6,705	33.8	79	
With Children	2,377	12.0	41	4,521	22.8	135	12,943	65.2	123	
Unknown	4,949	24.9	76	2,934	14.8	82	11,959	60.3	126	
For Eating:										
Upmarket	3,545	17.9	58	1,858	9.4	45	14,439	72.8	154	
Midmarket	1,773	8.9	26	572	2.9	32	17,497	88.2	159	
Downmarket	2,051	10.3	47	9,581	48.3	138	8,210	41.4	99	
For Drinking (monthly spend):										
Nothing	7,962	40.1	133	5,238	26.4	112	6,642	33.5	75	
Low (less than £10)	6,609	33.3	112	8,451	42.6	181	4,782	24.1	53	
Medium (Between £10 and £40)	2,846	14.3	47	5,102	25.7	144	11,894	59.9	119	
High (Greater than £40)	2,137	10.8	42	1,882	9.5	46	15,823	79.7	153	

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	Loft Bar Bistro & Venue, IV36 2UD	Independent Free	0.0	8.4
2	Old Mill Inn, IV36 2TD	Independent Free	0.0	13.4
3	Station Hotel, IV30 5UD	Independent Free	0.0	16.6
4	Harbour Inn, IV30 5UA	Independent Free	0.0	17.4
5	Covenanters Inn, IV12 5TG	Independent Free	0.0	19.2
6	Braemou Bar, IV30 5SD	Independent Free	0.0	19.6
7	Duffus Inn, IV30 5RR	Independent Free	0.0	22.3
8	Abbey Inn, IV36 3YX	Star Pubs & Bars	13.3	2.1
9	Kimberley Inn, IV36 3YG	Independent Free	20.2	4.1
10	Crown & Anchor, IV36 3YF	Star Pubs & Bars	22.0	3.9
11	Carisbrooke Hotel, IV36 1BS	Independent Free	66.6	7.2
12	Ramnee Hotel, IV36 3BN	Independent Free	72.3	7.5
13	Carlton Hotel, IV36 1AE	Independent Free	80.4	9.0
14	Eagle Hotel, IV36 1AD	Independent Free	82.1	9.2
15	Newmarket Bar, IV36 1PH	Independent Free	82.3	9.2
16	Red Lion Hotel, IV36 1PH	Greene King	82.3	9.2
17	Legends Bar, IV36 1NP	Independent Free	82.9	8.9
18	Thistle Bar, IV36 1NP	Independent Free	82.9	8.9
19	Mosset Tavern, IV36 1DY	Independent Free	84.6	9.4
20	Victoria Hotel, IV36 1EL	Independent Free	90.5	8.8