

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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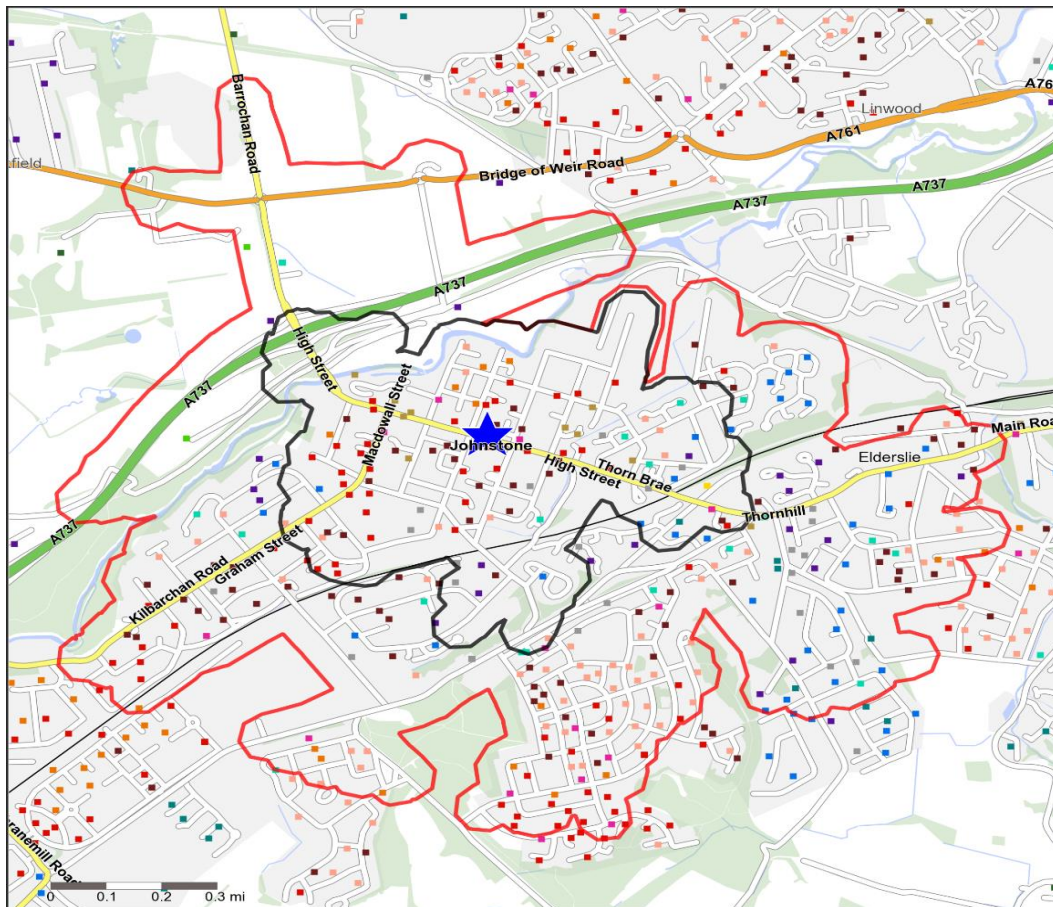
Number of Pubs	13	14	324
Catchment Adults 18+	3,623	10,316	324,449
Catchment Adults 18+ Per Pub	279	737	1,001
Populaton Projection 2018 to 2028 (% change)	0.81%	-0.07%	1.17%

		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	3,314	91.5	177	1	High Street Pub	8,752	84.8	164	1	High Street Pub	258,822	79.8	154
2	High Street Pub	3,086	85.2	183	2	Community Pub	8,350	80.9	174	2	Community Pub	210,419	64.9	139
3	Circuit Bar	1,442	39.8	63	3	Premium Local	3,658	35.5	56	3	Premium Local	128,298	39.5	63
4	Craft Led	969	26.7	207	4	Circuit Bar	2,661	25.8	199	4	Circuit Bar	91,320	28.1	218
5	Premium Local	695	19.2	48	5	Craft Led	2,109	20.4	51	5	Great Pub Great Food	91,074	28.1	70
6	Great Pub Great Food	337	9.3	35	6	Great Pub Great Food	1,585	15.4	57	6	Bit of Style	78,192	24.1	90
7	Bit of Style	149	4.1	40	7	Bit of Style	742	7.2	70	7	Craft Led	71,139	21.9	213

	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	157	4.3	49	475	4.6	52	24,951	7.7	87
C1	563	15.5	127	1,357	13.2	107	49,033	15.1	123
C2	381	10.5	127	987	9.6	116	27,206	8.4	102
DE	648	17.9	174	1,594	15.5	150	43,155	13.3	129

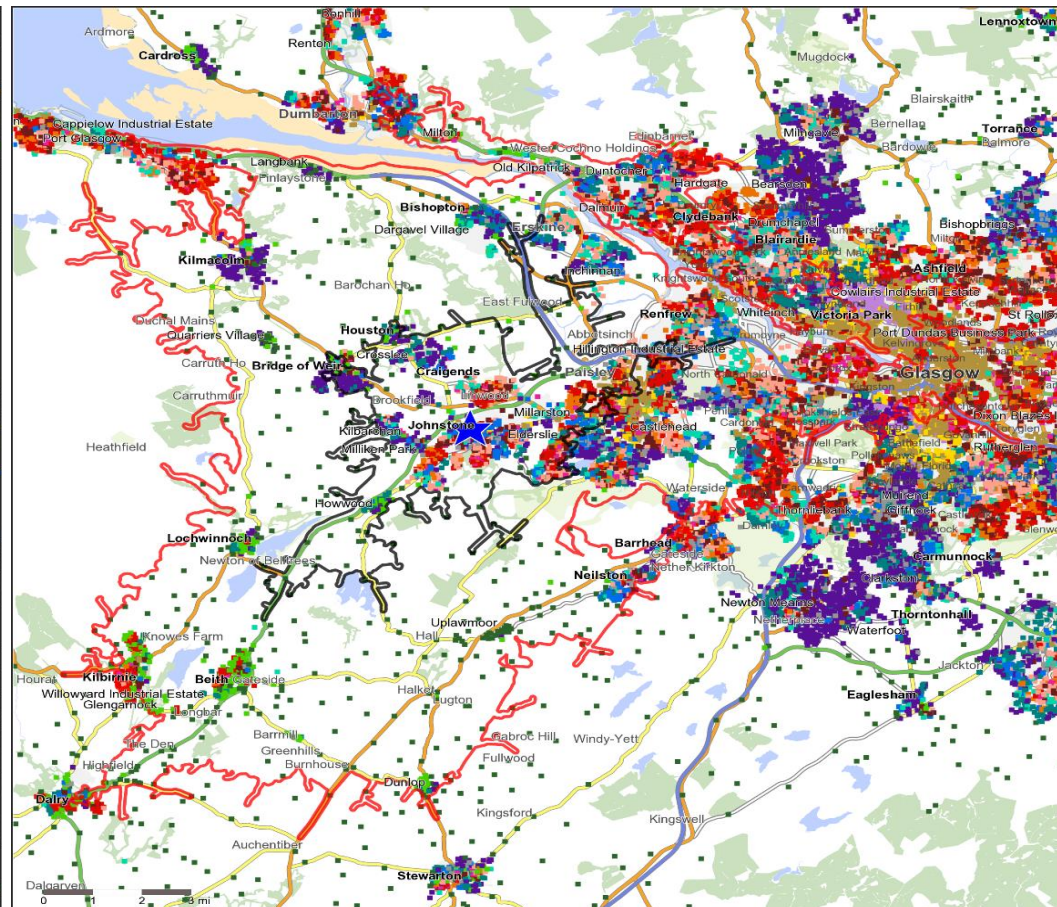
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,957	54.0	163	5,164	50.1	151	132,079	40.7	123
Medium (7-13)	1,048	28.9	87	3,182	30.8	93	107,069	33.0	100
High (14-19)	148	4.1	14	890	8.6	30	54,470	16.8	59

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	21		
A02	Uptown Elite	0	0	0	1,960		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	0	0	0	539		
B05	Premium Fortunes	3	14	650	3,969		
B06	Diamond Days	0	0	788	3,842		
B07	Alpha Families	0	69	1,590	4,535		
B08	Bank of Mum and Dad	13	186	1,069	5,151		
B09	Empty-Nest Adventure	14	142	1,773	6,665		
C10	Wealthy Landowners	0	16	348	1,740		
C11	Rural Vogue	0	9	110	1,019		
C12	Scattered Homesteads	0	0	102	932		
C13	Village Retirement	0	1	144	1,626		
D14	Satellite Settlers	0	8	517	2,884		
D15	Local Focus	0	0	377	3,447		
D16	Outlying Seniors	0	0	411	3,457		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	98	275	4,401		
E19	Bungalow Heaven	1	177	240	1,291		
E20	Classic Grandparents	24	171	919	3,753		
E21	Solo Retirees	96	172	329	2,996		
F22	Boomerang Boarders	139	456	1,567	8,362		
F23	Family Ties	58	446	1,255	3,673		
F24	Fledgling Free	0	10	562	2,197		
F25	Dependable Me	115	403	1,553	6,635		
G26	Cafés and Catchments	0	0	0	3,655		
G27	Thriving Independence	0	87	198	2,698		
G28	Modern Parents	0	0	2,935	14,108		
G29	Mid-Career Convention	18	43	1,666	7,123		
H30	Primary Ambitions	61	304	937	5,335		
H31	Affordable Fringe	88	144	1,657	6,282		
H32	First-Rung Futures	69	186	762	6,003		
H33	Contemporary Starts	0	0	559	3,000		
H34	New Foundations	0	0	78	796		
H35	Flying Solo	0	0	226	690		

				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	75	75	122	1,374		
I37	Budget Generations	0	112	313	1,831		
I38	Economical Families	2	50	730	2,632		
I39	Families on a Budget	88	208	3,141	7,873		
J40	Value Rentals	0	123	1,142	2,441		
J41	Youthful Endeavours	54	107	414	1,625		
J42	Midlife Renters	0	0	144	803		
J43	Renting Rooms	148	148	663	4,023		
K44	Inner City Stalwarts	0	0	2	2,022		
K45	City Diversity	0	0	0	1,238		
K46	High Rise Residents	68	68	730	7,548		
K47	Single Essentials	900	1,923	7,625	34,622		
K48	Mature Workers	33	151	1,206	5,756		
L49	Flatlet Seniors	504	943	2,289	16,002		
L50	Pocket Pensions	27	336	805	2,565		
L51	Retirement Communities	20	67	247	3,425		
L52	Estate Veterans	5	272	858	5,248		
L53	Seasoned Survivors	74	300	1,376	6,406		
M54	Down-to-Earth Owners	115	1,038	5,133	15,976		
M55	Back with the Folks	4	250	1,176	11,373		
M56	Self Supporters	323	498	1,422	7,269		
N57	Community Elders	0	0	0	290		
N58	Culture & Comfort	0	0	0	833		
N59	Large Family Living	0	0	0	396		
N60	Ageing Access	61	62	392	7,901		
O61	Career Builders	0	0	39	2,031		
O62	Central Pulse	0	0	38	21,086		
O63	Flexible Workforce	0	0	12	2,423		
O64	Bus-Route Renters	419	444	2,593	16,791		
O65	Learners & Earners	0	0	5	1,236		
O66	Student Scene	0	0	0	3,047		
U99	Unclassified	0	0	122	1,579		
Total				3,619	10,317	56,336	324,450

Top 3 Mosaic Types in a 20 Minute Walktime

1. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

2. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

3. L49 Flatlet Seniors

Ageing singles with basic income renting small flats in centrally located developments



- Ageing singles
- Vulnerable to poor health
- 1 bedroom socially rented units
- Disabled parking permits
- Low income
- City location

Top 3 Mosaic Types in a 20 Minute Drivetime

1. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

2. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

3. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



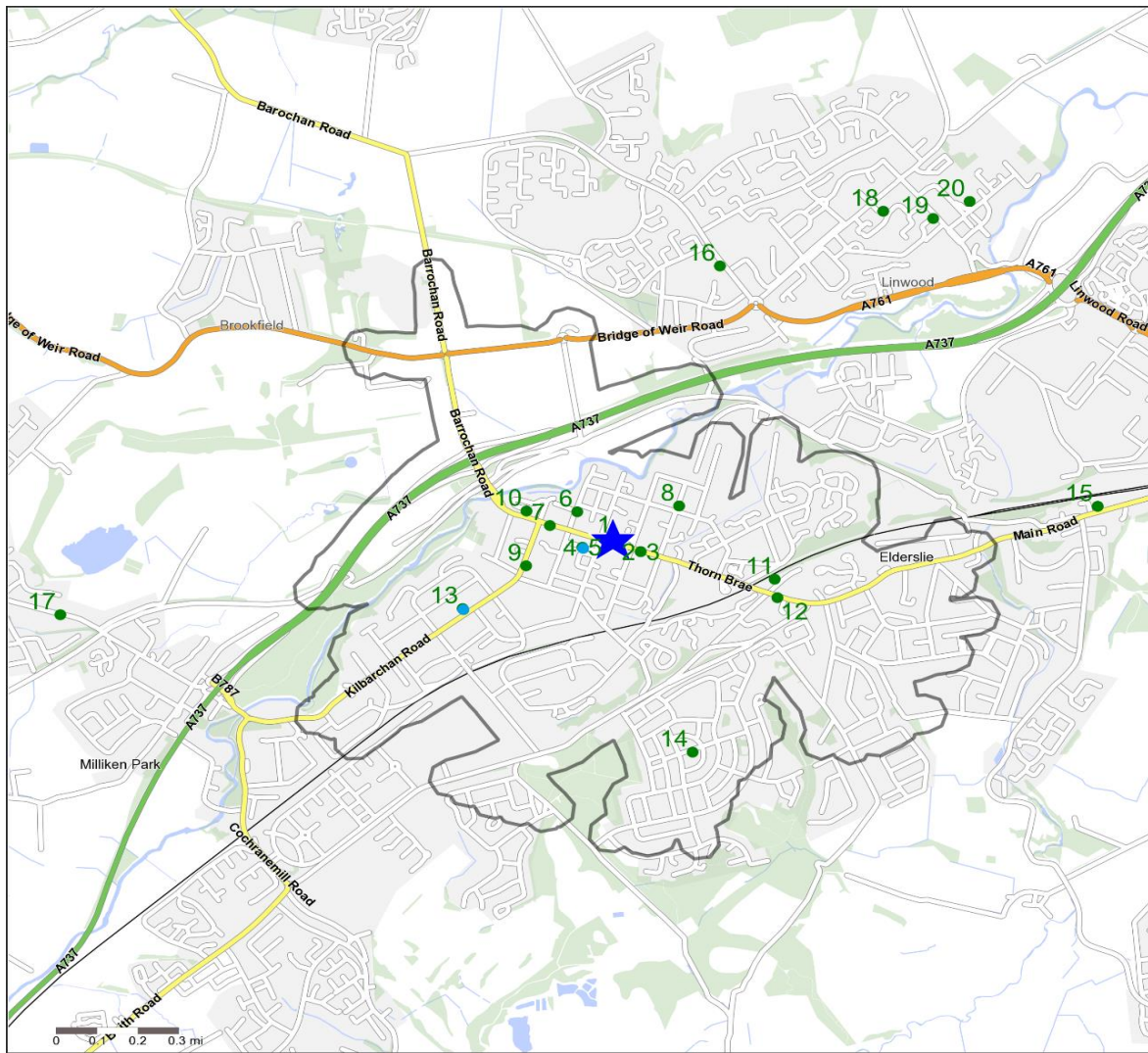
- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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	Target Customers	% of Population
Female: Alone, Pair or Group	4,312	41.8	138	555	5.4	33	5,449	52.8	101		
Male: Alone	4,849	47.0	158	2,452	23.8	152	3,016	29.2	55		
Male: Group	3,498	33.9	148	4,806	46.6	178	2,012	19.5	39		
Male: Pair	5,411	52.5	201	1,757	17.0	112	3,148	30.5	53		
Mixed Sex: Group	3,690	35.8	156	3,295	31.9	100	3,331	32.3	74		
Mixed Sex: Pair	2,259	21.9	93	5,650	54.8	168	2,407	23.3	55		
With Children	4,241	41.1	142	947	9.2	55	5,129	49.7	94		
Unknown	1,398	13.6	41	1,965	19.0	106	6,953	67.4	141		
For Eating:											
Upmarket	2,446	23.7	77	2,582	25.0	120	5,289	51.3	109		
Midmarket	4,571	44.3	129	391	3.8	42	5,354	51.9	94		
Downmarket	3,979	38.6	174	4,855	47.1	135	1,482	14.4	35		
For Drinking (monthly spend):											
Nothing	5,367	52.0	172	2,328	22.6	96	2,621	25.4	57		
Low (less than £10)	2,316	22.5	75	2,213	21.5	91	5,787	56.1	124		
Medium (Between £10 and £40)	2,328	22.6	74	1,696	16.4	92	6,292	61.0	121		
High (Greater than £40)	2,025	19.6	76	1,997	19.4	94	6,295	61.0	117		

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	155,547	47.9	158		26,946	8.3	51		140,377	43.3	83	
Male: Alone	115,735	35.7	120		83,452	25.7	165		123,683	38.1	72	
Male: Group	105,344	32.5	142		113,110	34.9	133		104,416	32.2	65	
Male: Pair	153,718	47.4	182		37,589	11.6	76		131,563	40.5	71	
Mixed Sex: Group	123,782	38.2	167		98,861	30.5	95		100,227	30.9	70	
Mixed Sex: Pair	107,504	33.1	141		133,225	41.1	126		82,140	25.3	59	
With Children	118,445	36.5	126		38,791	12.0	71		165,634	51.1	96	
Unknown	93,807	28.9	88		65,726	20.3	113		163,337	50.3	105	
For Eating:												
Upmarket	112,758	34.8	113		73,928	22.8	109		136,183	42.0	89	
Midmarket	150,742	46.5	135		14,061	4.3	48		158,067	48.7	88	
Downmarket	94,881	29.2	132		162,192	50.0	143		65,796	20.3	49	
For Drinking (monthly spend):												
Nothing	124,169	38.3	127		85,738	26.4	112		112,963	34.8	78	
Low (less than £10)	93,861	28.9	97		59,743	18.4	78		169,266	52.2	115	
Medium (Between £10 and £40)	118,132	36.4	119		60,475	18.6	105		144,262	44.5	88	
High (Greater than £40)	104,897	32.3	125		71,318	22.0	107		146,654	45.2	86	

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	Coanes Bar, PA 5 8AH	Star Pubs & Bars	0.0	0.1
2	Black Cart, PA 5 8JU	Independent Free	1.5	0.4
3	Globe Bar, PA 5 8JU	Independent Free	1.5	0.4
4	Keystone, PA 5 8DT	Star Pubs & Bars	2.4	1.0
5	Nip Inn, PA 5 8DT	Rosemount Taverns	2.4	1.0
6	Rennies, PA 5 8AR	Independent Free	3.3	0.7
7	New County Inn, PA 5 8QG	Independent Free	3.3	0.9
8	Cartside Bar, PA 5 8BX	Independent Free	4.8	1.6
9	Paddock, PA 5 8QJ	Independent Free	6.6	1.3
10	Twenty Ten, PA 5 8SP	Independent Free	7.5	0.9
11	Silver Tassie, PA 5 8JB	Independent Free	8.5	2.0
12	Thorn Inn, PA 5 8JG	Independent Free	9.4	1.8
13	Hagg Bar, PA 5 8QY	Star Pubs & Bars	10.6	2.3
14	Castle, PA 5 0BP	G1 Group	16.6	3.3
15	Elderslie Inn, PA 5 9AX	Independent Free	25.7	5.6
16	Clippens Inn, PA 3 3PU	Independent Free	30.2	4.7
17	Trust Inn, PA10 2ET	Star Pubs & Bars	33.8	4.9
18	Linwood Farm, PA 3 3FE	Greene King	36.2	5.8
19	Heritage, PA 3 3DL	Hawthorn Leisure	40.1	5.6
20	Tavern Bar, PA 3 3AJ	Independent Free	42.3	5.5