

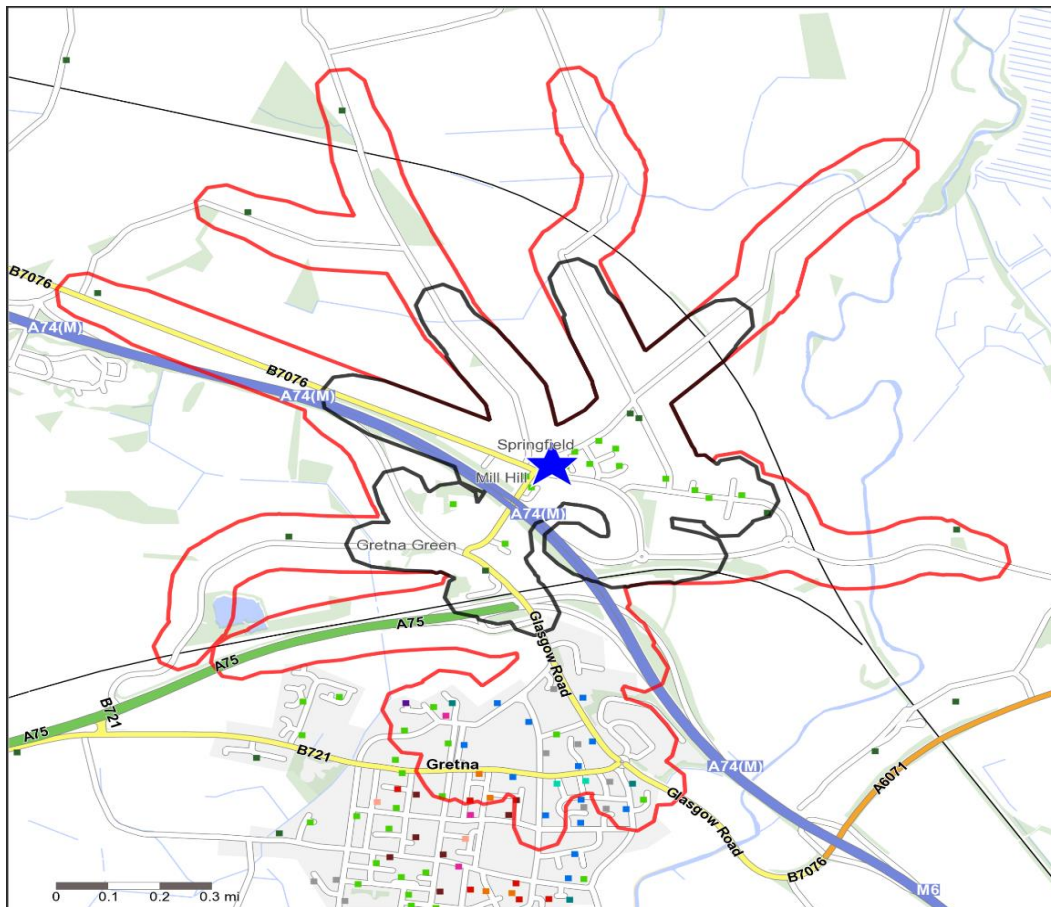
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	3	107
Catchment Adults 18+	371	1,229	68,597
Catchment Adults 18+ Per Pub	371	410	641
Populaton Projection 2018 to 2028 (% change)	-2.49%	-2.85%	0.94%

		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	343	92.5	178	<div></div>	1	High Street Pub	897	73.0	141	<div></div>	1	Community Pub	46,076	67.2	130	<div></div>
2	High Street Pub	283	76.3	164	<div></div>	2	Community Pub	861	70.1	150	<div></div>	2	High Street Pub	44,834	65.4	140	<div></div>
3	Great Pub Great Food	35	9.4	15	<div></div>	3	Premium Local	498	40.5	64	<div></div>	3	Premium Local	30,790	44.9	71	<div></div>
4	Premium Local	35	9.4	73	<div></div>	4	Great Pub Great Food	378	30.8	238	<div></div>	4	Great Pub Great Food	23,509	34.3	265	<div></div>
5	Bit of Style	0	0.0	0	<div></div>	5	Bit of Style	27	2.2	5	<div></div>	5	Bit of Style	9,498	13.8	34	<div></div>
6	Circuit Bar	0	0.0	0	<div></div>	6	Circuit Bar	0	0.0	0	<div></div>	6	Circuit Bar	6,148	9.0	33	<div></div>
7	Craft Led	0	0.0	0	<div></div>	7	Craft Led	0	0.0	0	<div></div>	7	Craft Led	3,617	5.3	51	<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	5	1.3	15	33	2.7	30	4,057	5.9	67
C1	30	8.1	66	93	7.6	62	7,474	10.9	89
C2	46	12.4	150	147	12.0	145	7,110	10.4	126
DE	39	10.5	102	140	11.4	111	8,303	12.1	118

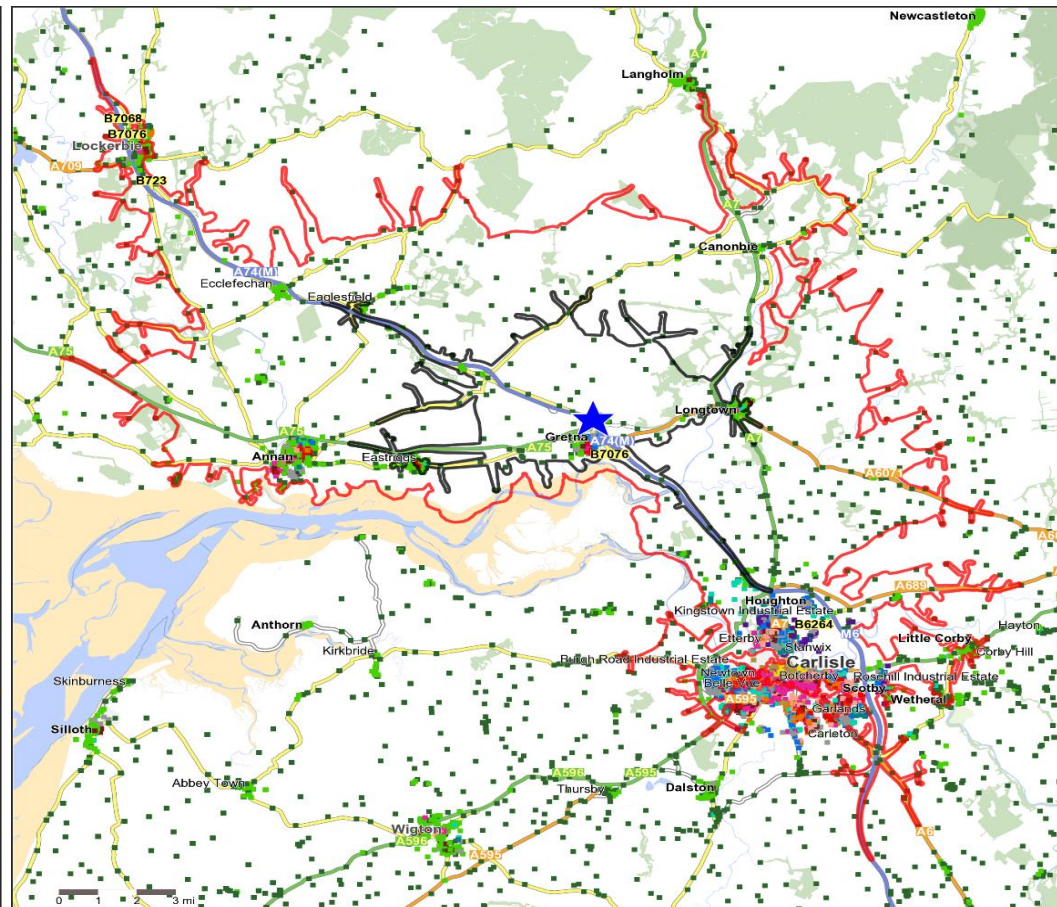
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	157	42.3	128	398	32.4	98	30,061	43.8	132
Medium (7-13)	123	33.2	100	587	47.8	144	24,167	35.2	106
High (14-19)	25	6.7	24	90	7.3	26	7,877	11.5	40

## 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	0	6
	B06	Diamond Days	0	0	0	42
	B07	Alpha Families	0	0	0	61
	B08	Bank of Mum and Dad	0	0	0	189
	B09	Empty-Nest Adventure	0	14	14	1,406
	C10	Wealthy Landowners	0	0	13	371
	C11	Rural Vogue	2	11	248	1,646
	C12	Scattered Homesteads	7	44	799	4,838
	C13	Village Retirement	26	26	308	3,200
	D14	Satellite Settlers	0	0	383	1,876
	D15	Local Focus	53	177	1,385	4,438
	D16	Outlying Seniors	283	364	1,659	5,898
	D17	Far-Flung Outposts	0	0	0	45
	E18	Legacy Elders	0	0	0	462
	E19	Bungalow Heaven	0	59	244	2,786
	E20	Classic Grandparents	0	9	29	867
	E21	Solo Retirees	0	0	0	732
	F22	Boomerang Boarders	0	63	127	1,076
	F23	Family Ties	0	20	20	525
	F24	Fledgling Free	0	150	261	3,393
	F25	Dependable Me	0	85	108	1,359
	G26	Cafés and Catchments	0	0	0	11
	G27	Thriving Independence	0	0	0	298
	G28	Modern Parents	0	0	0	496
	G29	Mid-Career Convention	0	25	35	1,905
	H30	Primary Ambitions	0	0	0	498
	H31	Affordable Fringe	0	45	45	1,604
	H32	First-Rung Futures	0	0	0	1,291
	H33	Contemporary Starts	0	0	0	803
	H34	New Foundations	0	0	24	270
	H35	Flying Solo	0	0	0	340

			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	62
	I37	Budget Generations	0	0	10	356
	I38	Economical Families	0	0	0	1,062
	I39	Families on a Budget	0	82	141	1,442
	J40	Value Rentals	0	2	128	2,145
	J41	Youthful Endeavours	0	0	0	355
	J42	Midlife Renters	0	10	10	1,941
	J43	Renting Rooms	0	0	0	3,200
	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	35	546
	K48	Mature Workers	0	9	572	2,672
	L49	Flatlet Seniors	0	0	0	986
	L50	Pocket Pensions	0	8	181	1,242
	L51	Retirement Communities	0	0	0	654
	L52	Estate Veterans	0	10	35	277
	L53	Seasoned Survivors	0	0	0	1,054
	M54	Down-to-Earth Owners	0	15	91	1,980
	M55	Back with the Folks	0	0	0	802
	M56	Self Supporters	0	0	0	1,773
	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	267
	O61	Career Builders	0	0	0	85
	O62	Central Pulse	0	0	0	144
	O63	Flexible Workforce	0	0	0	39
	O64	Bus-Route Renters	0	0	0	1,188
	O65	Learners & Earners	0	0	0	1,059
	O66	Student Scene	0	0	0	113
	U99	Unclassified	0	0	0	421
Total			371	1,228	6,905	68,597

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. 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

### 3. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. 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

### 3. D15 Local Focus

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



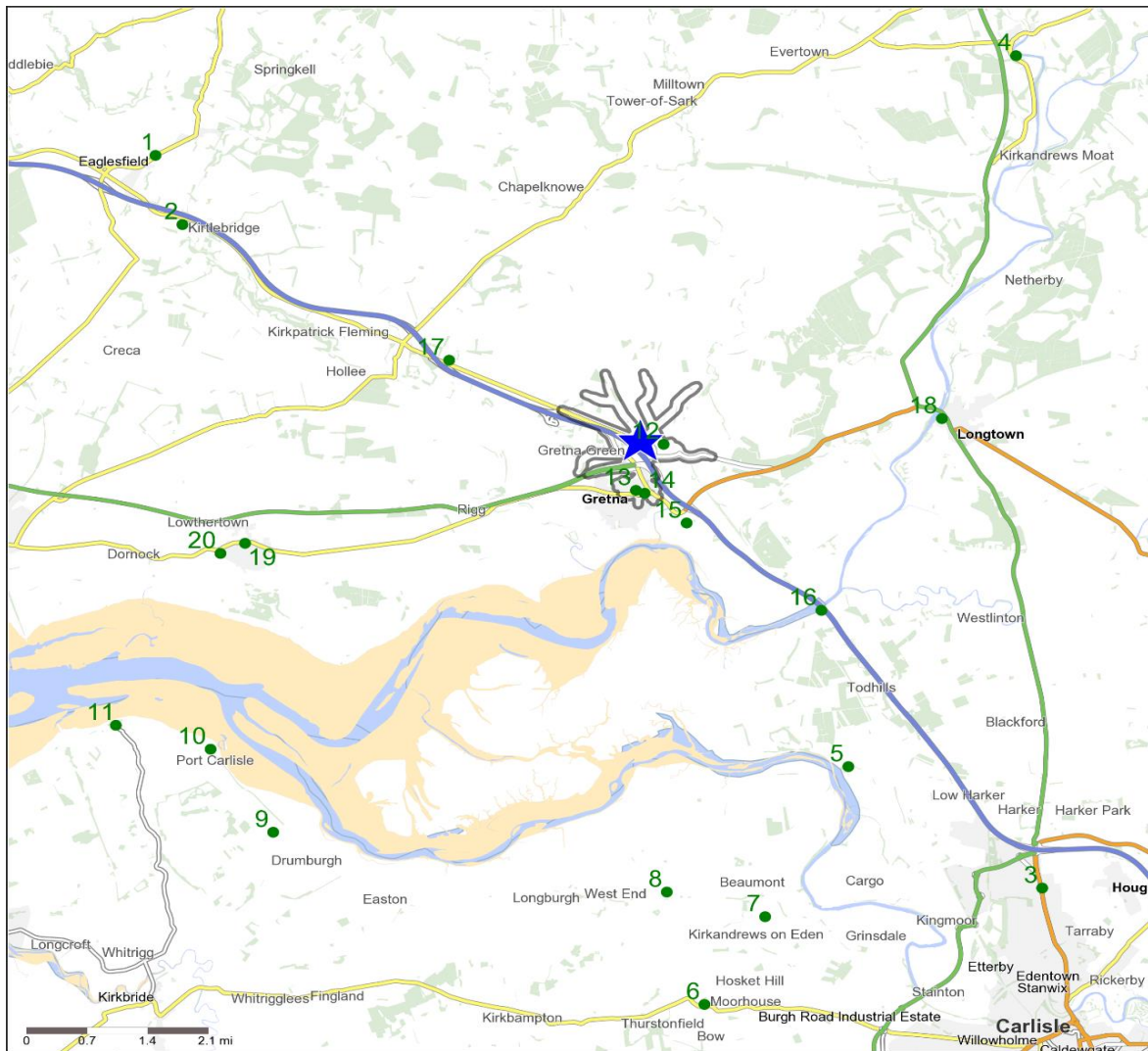
- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](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	95	7.7	26	222	18.1	110	911	74.1	142
Male: Alone	610	49.6	167	109	8.9	57	510	41.5	78
Male: Group	239	19.4	85	312	25.4	97	678	55.2	111
Male: Pair	156	12.7	49	85	6.9	45	989	80.5	140
Mixed Sex: Group	75	6.1	27	730	59.4	186	424	34.5	79
Mixed Sex: Pair	172	14.0	60	690	56.1	173	368	29.9	70
With Children	90	7.3	25	287	23.4	139	852	69.3	131
Unknown	270	22.0	67	10	0.8	5	949	77.2	161
For Eating:									
Upmarket	153	12.4	41	12	1.0	5	1,064	86.6	183
Midmarket	95	7.7	23	82	6.7	74	1,052	85.6	155
Downmarket	396	32.2	145	734	59.7	171	99	8.1	19
For Drinking (monthly spend):									
Nothing	747	60.8	201	284	23.1	98	198	16.1	36
Low (less than £10)	246	20.0	67	872	71.0	302	111	9.0	20
Medium (Between £10 and £40)	176	14.3	47	235	19.1	107	818	66.6	132
High (Greater than £40)	97	7.9	30	244	19.9	97	888	72.3	138

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	13,208	19.3	64	11,683	17.0	104	43,285	63.1	121
Male: Alone	24,175	35.2	118	7,030	10.2	66	36,970	53.9	101
Male: Group	13,373	19.5	85	23,399	34.1	130	31,404	45.8	92
Male: Pair	12,395	18.1	69	10,740	15.7	103	45,041	65.7	114
Mixed Sex: Group	12,859	18.7	82	27,145	39.6	124	28,172	41.1	94
Mixed Sex: Pair	14,141	20.6	88	29,980	43.7	134	24,055	35.1	82
With Children	16,625	24.2	84	12,649	18.4	110	38,902	56.7	107
Unknown	18,768	27.4	83	6,943	10.1	56	42,466	61.9	129
For Eating:									
Upmarket	11,004	16.0	52	10,437	15.2	73	46,735	68.1	144
Midmarket	15,245	22.2	65	2,200	3.2	36	50,731	74.0	134
Downmarket	18,554	27.0	122	28,976	42.2	121	20,646	30.1	72
For Drinking (monthly spend):									
Nothing	27,725	40.4	134	16,313	23.8	101	24,138	35.2	79
Low (less than £10)	18,127	26.4	89	28,688	41.8	178	21,361	31.1	69
Medium (Between £10 and £40)	11,253	16.4	54	16,217	23.6	133	40,707	59.3	118
High (Greater than £40)	6,952	10.1	39	14,522	21.2	103	46,702	68.1	130

## Competitor Map



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## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Kirtle Inn, DG11 3PQ	Independent Free	0.0	11.0
2	Village Inn, DG11 3LZ	Independent Free	0.0	11.3
3	Coach & Horses, CA 3 0DE	Star Pubs & Bars	0.0	12.2
4	Cross Keys Hotel, DG14 OSY	*Other Small Retail Groups	0.0	13.6
5	Crown & Thistle, CA 6 4AA	Star Pubs & Bars	0.0	14.5
6	Royal Oak, CA 5 6EZ	Independent Free	0.0	19.6
7	Drovers Rest, CA 5 6DB	Independent Free	0.0	20.2
8	Greyhound Inn, CA 5 6AN	Punch Pub Company	0.0	23.0
9	Highland Laddie Inn, CA 7 5DT	Independent Free	0.0	34.6
10	Hope & Anchor Inn, CA 7 5BU	Independent Free	0.0	37.2
11	Kings Arms, CA 7 5AF	*Other Small Retail Groups	0.0	37.9
12	Queens Head, DG16 5EH	Independent Free	6.6	1.2
13	Hunters Lodge Hotel, DG16 5DL	Independent Free	16.3	3.4
14	Gretna Inn, DG16 5DN	Independent Free	18.7	3.6
15	Gretna Chase Hotel, DG16 5JB	Independent Free	28.4	4.5
16	Metal Bridge Inn, CA 6 4HD	Independent Free	33.5	8.4
17	Mill Barn Restaurant, DG11 3BQ	Independent Free	47.7	4.0
18	Globe Tavern, CA 6 5PS	Unknown	79.2	7.9
19	Wayside Inn, DG12 6PZ	Independent Free	101.7	10.0
20	Graham Arms, DG12 6NL	Independent Free	108.9	9.9