

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	4	5	415
Catchment Adults 18+	4,185	8,996	404,168
Catchment Adults 18+ Per Pub	1,046	1,799	974
Populaton Projection 2018 to 2028 (% change)	1.85%	1.96%	2.44%

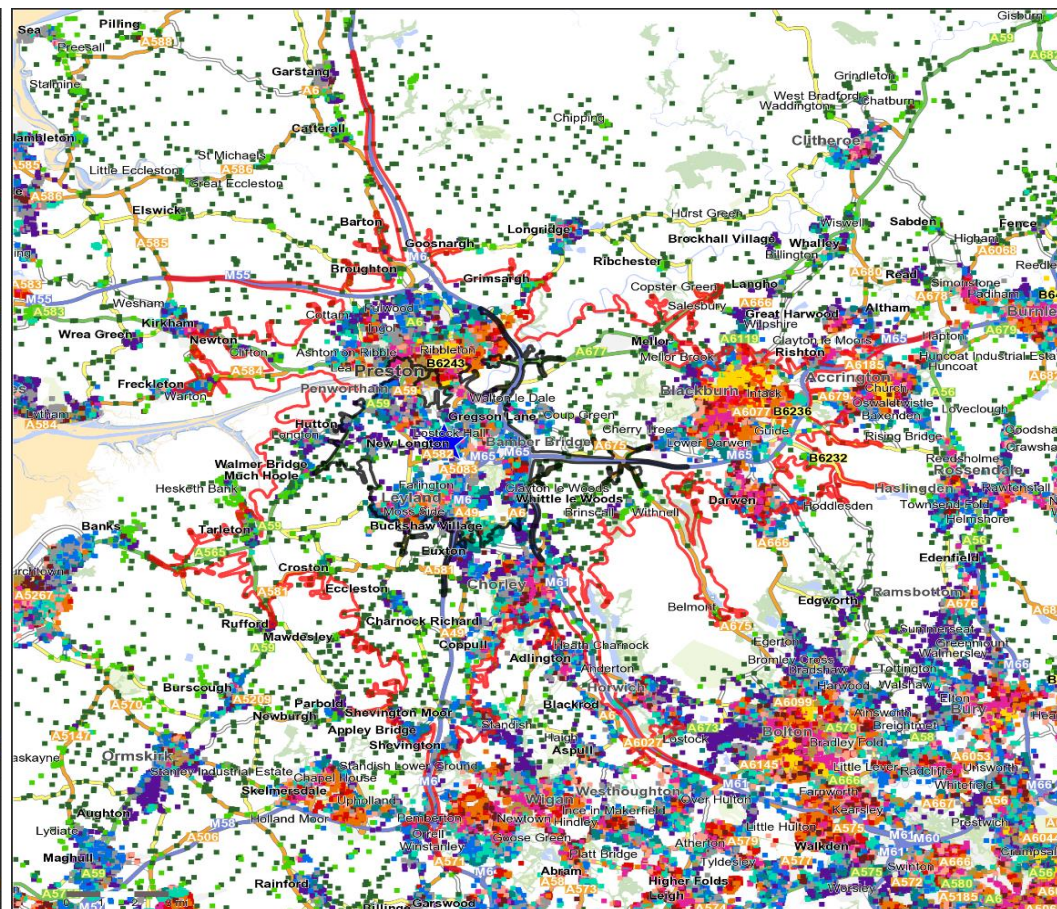
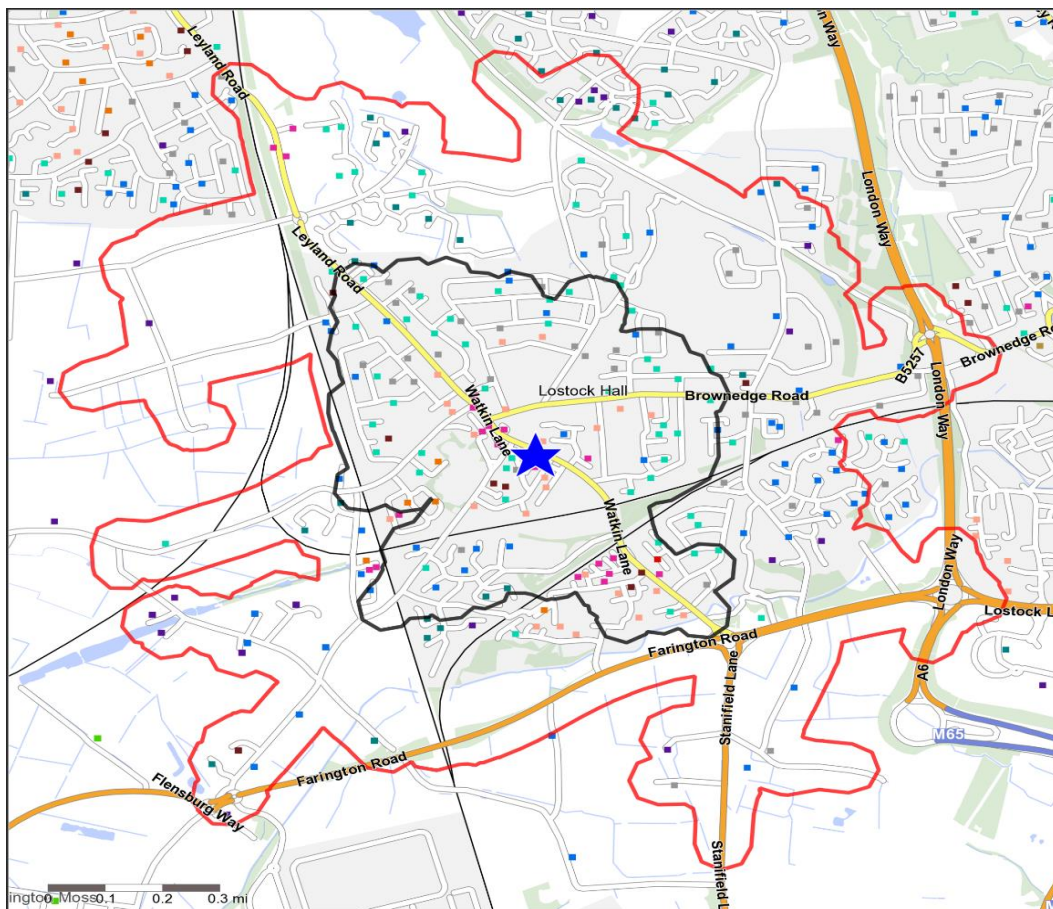
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	4,112	98.3	190	1	High Street Pub	8,328	92.6	179	1	High Street Pub	292,314	72.3	140
2	Community Pub	3,513	83.9	180	2	Community Pub	5,930	65.9	141	2	Community Pub	222,238	55.0	118
3	Premium Local	2,297	54.9	87	3	Premium Local	5,840	64.9	103	3	Premium Local	197,114	48.8	77
4	Great Pub Great Food	1,764	42.2	326	4	Great Pub Great Food	3,881	43.1	334	4	Great Pub Great Food	136,352	33.7	261
5	Bit of Style	658	15.7	39	5	Bit of Style	1,940	21.6	53	5	Bit of Style	91,545	22.7	56
6	Circuit Bar	426	10.2	38	6	Circuit Bar	983	10.9	41	6	Circuit Bar	49,089	12.1	45
7	Craft Led	322	7.7	75	7	Craft Led	671	7.5	72	7	Craft Led	34,377	8.5	83

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	252	6.0	68	657	7.3	83	32,530	8.0	91
C1	544	13.0	106	1,220	13.6	111	49,736	12.3	100
C2	504	12.0	146	986	11.0	133	35,206	8.7	106
DE	425	10.2	99	755	8.4	82	44,846	11.1	108

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)	1,832	43.8	132	2,854	31.7	96	172,217	42.6	128
Medium (7-13)	2,131	50.9	154	4,938	54.9	166	146,736	36.3	109
High (14-19)	179	4.3	15	993	11.0	39	56,721	14.0	49

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Site	10 Minute Catchment	20 Minute Catchment		
A City Prosperity	B Prestige Positions	C Country Living	D Rural Reality	E Senior Security
F Suburban Stability	G Domestic Success	H Aspiring Homemakers	I Family Basics	J Transient Renters
K Municipal Tenants	L Vintage Value	M Modest Traditions	N Urban Cohesion	O Rental Hubs

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	2	29
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	16
B05	Premium Fortunes	0	0	17	362
B06	Diamond Days	0	1	277	1,767
B07	Alpha Families	0	24	672	4,248
B08	Bank of Mum and Dad	0	7	1,410	5,677
B09	Empty-Nest Adventure	27	217	4,867	13,808
C10	Wealthy Landowners	0	4	436	5,716
C11	Rural Vogue	0	0	118	1,251
C12	Scattered Homesteads	0	0	59	407
C13	Village Retirement	0	0	358	6,357
D14	Satellite Settlers	0	24	328	9,191
D15	Local Focus	0	0	32	1,885
D16	Outlying Seniors	0	0	0	1,803
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	60	1,022	4,083
E19	Bungalow Heaven	29	155	5,304	17,612
E20	Classic Grandparents	214	471	3,007	9,224
E21	Solo Retirees	260	608	2,797	7,228
F22	Boomerang Boarders	89	616	4,459	15,160
F23	Family Ties	39	302	2,056	5,380
F24	Fledgling Free	303	611	3,982	12,041
F25	Dependable Me	164	779	5,672	17,219
G26	Cafés and Catchments	0	0	0	513
G27	Thriving Independence	2	19	488	2,922
G28	Modern Parents	47	381	5,230	16,981
G29	Mid-Career Convention	111	368	4,545	15,472
H30	Primary Ambitions	8	110	1,058	4,084
H31	Affordable Fringe	1,176	1,437	5,947	14,775
H32	First-Rung Futures	265	604	5,712	15,519
H33	Contemporary Starts	17	212	5,568	10,411
H34	New Foundations	0	13	407	992
H35	Flying Solo	0	10	537	1,590

		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	2	15	661	1,904
I37	Budget Generations	0	0	655	2,001
I38	Economical Families	52	112	2,064	11,764
I39	Families on a Budget	0	0	2,891	19,437
J40	Value Rentals	207	222	2,328	10,707
J41	Youthful Endeavours	48	48	631	1,915
J42	Midlife Renters	119	316	3,884	10,788
J43	Renting Rooms	6	6	3,524	18,068
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	17	95
K46	High Rise Residents	0	0	374	374
K47	Single Essentials	57	57	1,178	4,959
K48	Mature Workers	0	0	1,916	10,545
L49	Flatlet Seniors	0	0	1,074	6,753
L50	Pocket Pensions	144	167	1,621	4,835
L51	Retirement Communities	0	27	370	1,740
L52	Estate Veterans	30	74	1,109	3,075
L53	Seasoned Survivors	39	39	842	6,937
M54	Down-to-Earth Owners	48	48	800	4,318
M55	Back with the Folks	126	126	2,537	6,614
M56	Self Supporters	516	664	4,590	14,324
N57	Community Elders	0	0	118	1,307
N58	Culture & Comfort	0	0	124	459
N59	Large Family Living	0	0	1,951	14,603
N60	Ageing Access	0	0	73	401
O61	Career Builders	0	0	132	1,492
O62	Central Pulse	0	0	609	1,278
O63	Flexible Workforce	0	0	0	87
O64	Bus-Route Renters	39	39	943	2,886
O65	Learners & Earners	0	0	2,238	6,880
O66	Student Scene	0	0	936	2,572
U99	Unclassified	0	0	2,169	7,325
Total		4,184	8,993	108,726	404,166

Top 3 Mosaic Types in a 20 Minute Walktime

1. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

2. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

3. 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

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. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



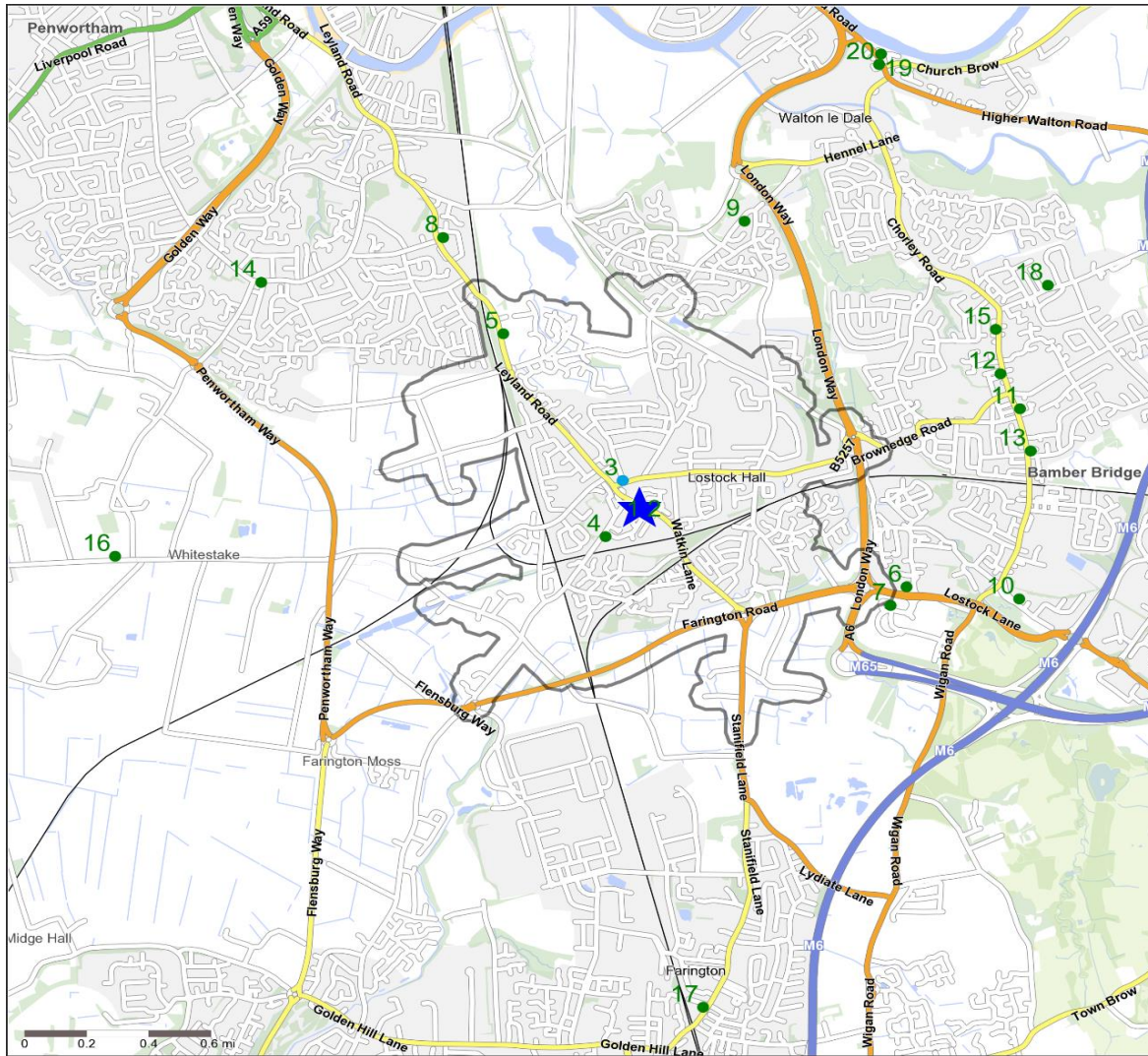
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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	2,514	27.9	92	1,507	16.8	102	4,974	55.3	106	
Male: Alone	3,864	43.0	144	1,047	11.6	75	4,084	45.4	85	
Male: Group	3,657	40.7	178	2,012	22.4	85	3,326	37.0	74	
Male: Pair	3,162	35.1	135	2,825	31.4	206	3,009	33.4	58	
Mixed Sex: Group	2,338	26.0	114	2,066	23.0	72	4,592	51.0	116	
Mixed Sex: Pair	4,089	45.5	194	1,547	17.2	53	3,360	37.3	87	
With Children	3,540	39.4	136	1,482	16.5	98	3,974	44.2	83	
Unknown	2,994	33.3	101	810	9.0	50	5,192	57.7	120	
For Eating:										
Upmarket	3,229	35.9	117	1,214	13.5	65	4,553	50.6	107	
Midmarket	1,914	21.3	62	73	0.8	9	7,008	77.9	141	
Downmarket	4,653	51.7	233	2,711	30.1	86	1,633	18.2	44	
For Drinking (monthly spend):										
Nothing	3,303	36.7	121	2,770	30.8	130	2,923	32.5	72	
Low (less than £10)	4,038	44.9	150	2,099	23.3	99	2,859	31.8	70	
Medium (Between £10 and £40)	4,038	44.9	147	838	9.3	52	4,120	45.8	91	
High (Greater than £40)	1,760	19.6	76	2,640	29.3	143	4,596	51.1	98	

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	118,121	29.2	97	53,581	13.3	81	225,141	55.7	107	
Male: Alone	134,328	33.2	112	74,945	18.5	119	187,570	46.4	87	
Male: Group	92,563	22.9	100	119,728	29.6	113	184,552	45.7	92	
Male: Pair	100,617	24.9	95	93,373	23.1	152	202,852	50.2	87	
Mixed Sex: Group	92,106	22.8	100	120,625	29.8	93	184,112	45.6	104	
Mixed Sex: Pair	124,880	30.9	132	133,190	33.0	101	138,773	34.3	80	
With Children	138,918	34.4	119	75,995	18.8	112	181,930	45.0	85	
Unknown	135,094	33.4	102	46,252	11.4	64	215,496	53.3	111	
For Eating:										
Upmarket	112,352	27.8	91	86,585	21.4	103	197,906	49.0	104	
Midmarket	128,151	31.7	92	24,892	6.2	68	243,800	60.3	109	
Downmarket	125,465	31.0	140	166,324	41.2	118	105,054	26.0	63	
For Drinking (monthly spend):										
Nothing	102,210	25.3	84	131,620	32.6	138	163,013	40.3	90	
Low (less than £10)	119,958	29.7	99	99,543	24.6	105	177,342	43.9	97	
Medium (Between £10 and £40)	121,730	30.1	98	49,690	12.3	69	225,423	55.8	111	
High (Greater than £40)	80,777	20.0	77	83,874	20.8	101	232,192	57.4	110	

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	Pleasant Retreat, PR 5 5RD	Star Pubs & Bars	0.0	0.0
2	Victoria, PR 5 5RD	Star Pubs & Bars	0.0	0.0
3	Wishing Well At Tardy Gate, PR 5 5AA	Star Pubs & Bars	3.6	1.2
4	Anchor Inn, PR 5 5LA	Trust Inns	3.9	1.5
5	Sumpter Horse Hotel, PR 1 9SY	Independent Free	15.7	3.1
6	Poachers, PR 5 6BA	Greene King	22.9	3.2
7	Walton Fox, PR 5 6BZ	Mitchells & Butlers	23.8	3.6
8	Pear Tree Inn, PR 1 9QB	Star Pubs & Bars	24.1	4.6
9	Hunters, PR 5 5UL	Thwaites	28.4	6.4
10	Ye Olde Hob Inn, PR 5 6EP	Star Pubs & Bars	29.6	3.9
11	Ye Olde Original Withy Trees, PR 5 6LA	Robinsons	30.5	5.9
12	Withy Arms, PR 5 6QP	*Other Small Retail Groups	31.4	5.9
13	Pump & Truncheon, PR 5 6LB	Amber Taverns	32.3	5.9
14	Black Bull, PR 1 9BA	Star Pubs & Bars	36.2	5.8
15	Peartree Hotel, PR 5 6QL	Ei Group	36.8	7.0
16	Farmers Arms, PR 4 4JS	Mitchells & Butlers	38.0	5.0
17	Railway, PR25 4NT	Star Pubs & Bars	39.5	6.3
18	Peters Bar, PR 5 6QE	Independent Free	39.5	7.9
19	White Bull Hotel, PR 5 4BA	Unknown	47.7	7.1
20	Sir Robert Peel, PR 5 4AY	Independent Free	49.2	6.9