

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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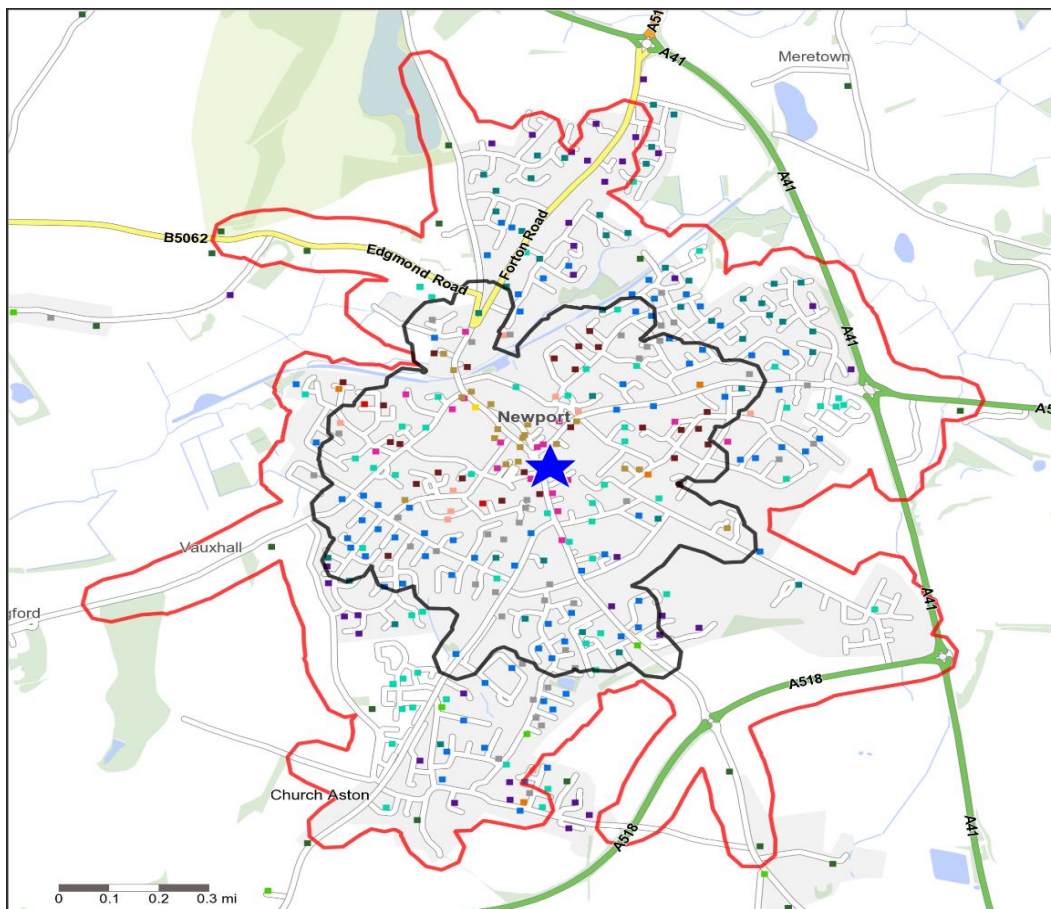
Number of Pubs	12	13	156
Catchment Adults 18+	5,718	10,889	132,252
Catchment Adults 18+ Per Pub	477	838	848
Populaton Projection 2018 to 2028 (% change)	3.13%	3.15%	3.83%

		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	4,308	75.3	145	1	High Street Pub	7,725	70.9	137	1	High Street Pub	79,325	60.0	116
2	Community Pub	3,456	60.4	130	2	Premium Local	7,058	64.8	139	2	Premium Local	75,504	57.1	122
3	Premium Local	2,694	47.1	75	3	Community Pub	4,953	45.5	72	3	Community Pub	67,222	50.8	81
4	Circuit Bar	1,693	29.6	229	4	Great Pub Great Food	4,334	39.8	308	4	Great Pub Great Food	54,497	41.2	319
5	Bit of Style	1,464	25.6	63	5	Bit of Style	3,318	30.5	76	5	Bit of Style	29,019	21.9	54
6	Great Pub Great Food	1,285	22.5	84	6	Circuit Bar	2,431	22.3	83	6	Circuit Bar	17,991	13.6	51
7	Craft Led	947	16.6	161	7	Craft Led	1,218	11.2	109	7	Craft Led	6,137	4.6	45

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	421	7.4	83	931	8.5	97	10,691	8.1	91
C1	713	12.5	102	1,374	12.6	103	15,034	11.4	93
C2	392	6.9	83	720	6.6	80	11,061	8.4	101
DE	521	9.1	89	816	7.5	73	12,983	9.8	95

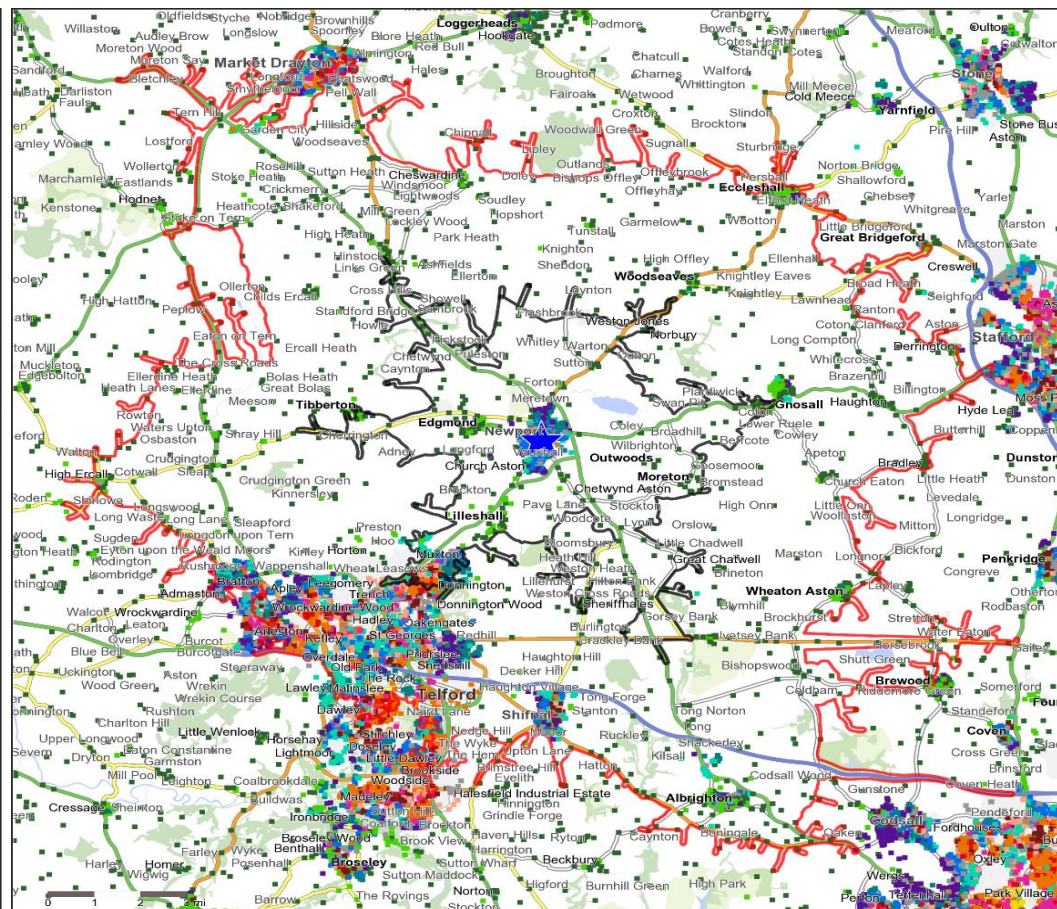
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,924	33.6	101	2,776	25.5	77	51,098	38.6	117
Medium (7-13)	2,180	38.1	115	4,830	44.4	134	45,959	34.8	105
High (14-19)	482	8.4	30	1,721	15.8	56	26,536	20.1	71

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

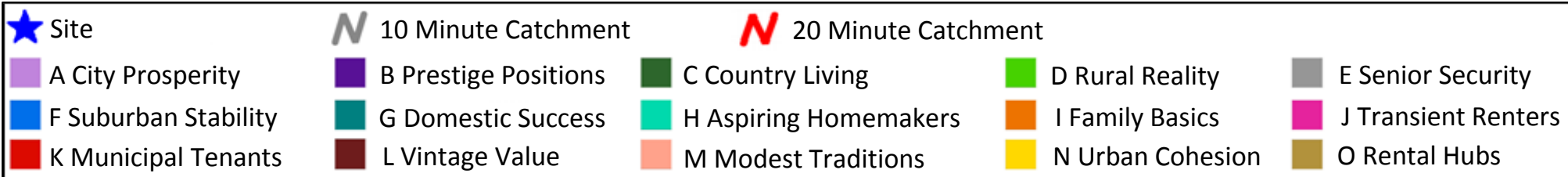


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	1	9	10
B06	Diamond Days	0	4	10	339
B07	Alpha Families	0	87	144	1,430
B08	Bank of Mum and Dad	57	291	427	2,176
B09	Empty-Nest Adventure	139	650	781	4,015
C10	Wealthy Landowners	0	47	1,225	5,172
C11	Rural Vogue	0	27	872	4,761
C12	Scattered Homesteads	0	14	382	2,469
C13	Village Retirement	3	45	1,752	6,964
D14	Satellite Settlers	1	16	918	4,776
D15	Local Focus	0	0	165	1,963
D16	Outlying Seniors	0	4	412	2,601
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	18	26	26	350
E19	Bungalow Heaven	458	711	1,168	4,250
E20	Classic Grandparents	70	116	262	1,558
E21	Solo Retirees	178	297	434	2,108
F22	Boomerang Boarders	397	908	1,045	2,479
F23	Family Ties	54	118	263	592
F24	Fledgling Free	270	567	788	3,029
F25	Dependable Me	483	1,114	1,393	4,637
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	29	38	38	351
G28	Modern Parents	0	516	1,414	6,750
G29	Mid-Career Convention	268	878	1,120	3,841
H30	Primary Ambitions	0	0	17	1,046
H31	Affordable Fringe	104	219	280	4,459
H32	First-Rung Futures	327	500	608	3,619
H33	Contemporary Starts	306	726	1,798	8,438
H34	New Foundations	1	27	130	1,281
H35	Flying Solo	342	416	546	1,019

		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	2	144	1,236
I37	Budget Generations	89	118	683	2,627
I38	Economical Families	0	0	456	5,322
I39	Families on a Budget	0	0	484	4,462
J40	Value Rentals	14	40	128	2,417
J41	Youthful Endeavours	50	50	50	1,282
J42	Midlife Renters	292	304	418	2,888
J43	Renting Rooms	10	10	25	1,986
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	104
K47	Single Essentials	101	125	265	1,242
K48	Mature Workers	0	0	357	2,350
L49	Flatlet Seniors	0	0	0	711
L50	Pocket Pensions	312	384	652	3,601
L51	Retirement Communities	145	153	153	300
L52	Estate Veterans	321	374	397	1,887
L53	Seasoned Survivors	9	9	37	945
M54	Down-to-Earth Owners	61	61	330	2,262
M55	Back with the Folks	95	125	264	2,759
M56	Self Supporters	34	69	150	3,035
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	306
N60	Ageing Access	12	12	12	12
O61	Career Builders	0	0	0	80
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	389	410	410	932
O65	Learners & Earners	177	177	177	177
O66	Student Scene	0	0	0	0
U99	Unclassified	102	102	962	2,846
Total		5,718	10,888	24,981	132,252

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

Top 3 Mosaic Types in a 20 Minute Drivetime

1. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

2. 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

3. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



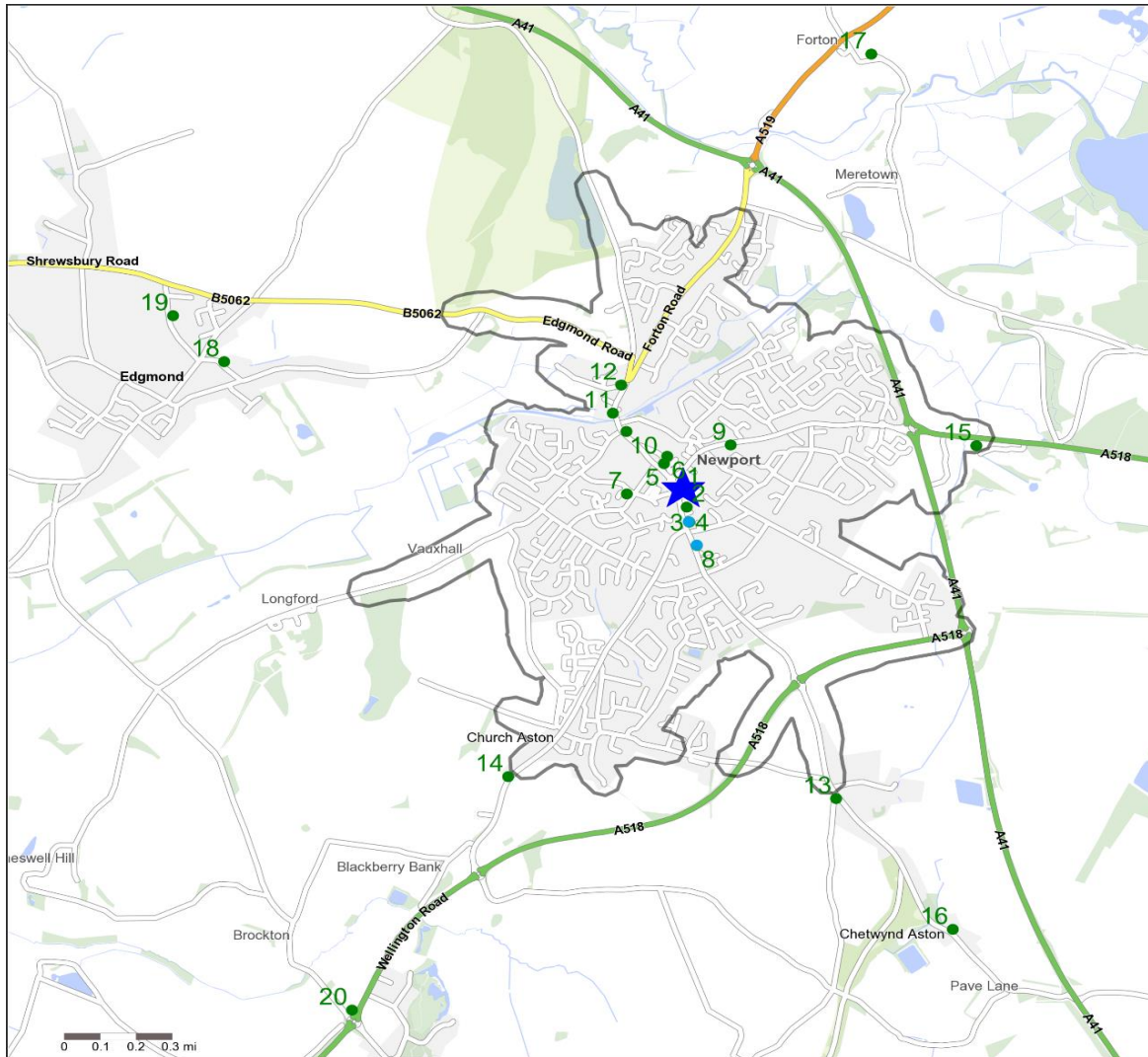
- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

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	3,779	34.7	115	452	4.2	25	6,556	60.2	116	
Male: Alone	4,118	37.8	127	1,597	14.7	94	5,073	46.6	87	
Male: Group	3,587	32.9	144	2,607	23.9	91	4,593	42.2	85	
Male: Pair	3,309	30.4	117	2,027	18.6	122	5,452	50.1	87	
Mixed Sex: Group	1,861	17.1	75	4,408	40.5	127	4,518	41.5	95	
Mixed Sex: Pair	4,196	38.5	164	2,799	25.7	79	3,792	34.8	81	
With Children	2,847	26.1	90	1,720	15.8	94	6,221	57.1	108	
Unknown	2,042	18.8	57	1,963	18.0	101	6,782	62.3	130	
For Eating:										
Upmarket	4,397	40.4	132	1,199	11.0	53	5,191	47.7	101	
Midmarket	2,638	24.2	71	468	4.3	48	7,681	70.5	127	
Downmarket	3,933	36.1	163	4,804	44.1	126	2,051	18.8	45	
For Drinking (monthly spend):										
Nothing	2,113	19.4	64	4,937	45.3	192	3,737	34.3	77	
Low (less than £10)	4,013	36.9	123	3,395	31.2	133	3,379	31.0	68	
Medium (Between £10 and £40)	4,133	38.0	124	1,231	11.3	63	5,424	49.8	99	
High (Greater than £40)	2,915	26.8	103	2,225	20.4	100	5,647	51.9	99	

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	38,615	29.2	96	18,557	14.0	86	72,233	54.6	105	
Male: Alone	33,329	25.2	85	19,246	14.6	93	76,831	58.1	109	
Male: Group	25,288	19.1	84	33,363	25.2	96	70,755	53.5	108	
Male: Pair	22,448	17.0	65	22,934	17.3	114	84,024	63.5	111	
Mixed Sex: Group	25,081	19.0	83	51,095	38.6	121	53,230	40.2	92	
Mixed Sex: Pair	36,013	27.2	116	44,681	33.8	104	48,711	36.8	86	
With Children	38,666	29.2	101	25,731	19.5	116	65,010	49.2	93	
Unknown	39,033	29.5	90	18,391	13.9	78	71,982	54.4	114	
For Eating:										
Upmarket	30,943	23.4	76	26,186	19.8	95	72,277	54.7	116	
Midmarket	27,145	20.5	60	8,000	6.0	67	94,261	71.3	129	
Downmarket	34,229	25.9	116	53,386	40.4	116	41,791	31.6	76	
For Drinking (monthly spend):										
Nothing	37,153	28.1	93	40,563	30.7	130	51,690	39.1	87	
Low (less than £10)	42,086	31.8	107	38,833	29.4	125	48,487	36.7	81	
Medium (Between £10 and £40)	32,840	24.8	81	27,765	21.0	118	68,801	52.0	103	
High (Greater than £40)	22,816	17.3	67	28,068	21.2	103	78,521	59.4	114	

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	Barley, TF10 7AQ	Star Pubs & Bars	0.0	0.2
2	Lutine Bell, TF10 7AN	Independent Free	1.8	0.3
3	Pheasant Inn, TF10 7AW	Ei Group	1.8	0.4
4	Shakespeare Inn, TF10 7AW	Star Pubs & Bars	1.8	0.4
5	Ozzys Wine Bar, TF10 7AF	Independent Free	2.1	1.0
6	Ozzys, TF10 7AB	Independent Free	3.0	1.1
7	Honeysuckle Inn, TF10 7BN	Marston's	3.3	0.9
8	Railway Tavern, TF10 7EJ	Star Pubs & Bars	3.9	0.6
9	New Inn, TF10 7LX	Joule's Brewery	4.5	0.9
10	Swan, TF10 7BQ	New River Retail	4.8	0.8
11	Bridge Inn, TF10 7JB	Independent Free	6.3	1.0
12	Kings Head Inn, TF10 7JJ	Admiral Taverns Ltd	8.2	1.4
13	Wheatsheaf Inn, TF10 9LF	Marston's	21.1	3.4
14	Aston, TF10 9EJ	*Other Small Retail Groups	21.4	3.0
15	Three Fish, TF10 9BY	Whitbread	24.4	3.3
16	Fox, TF10 9LQ	Restaurant Group	32.0	4.0
17	Swan, TF10 8BY	British Country Inns	35.0	4.8
18	Lion, TF10 8HH	Ei Group	35.3	4.3
19	Lamb Inn, TF10 8HU	Punch Pub Company	37.4	4.2
20	Redhouse Inn, TF10 9EW	Greene King	39.5	4.8