

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

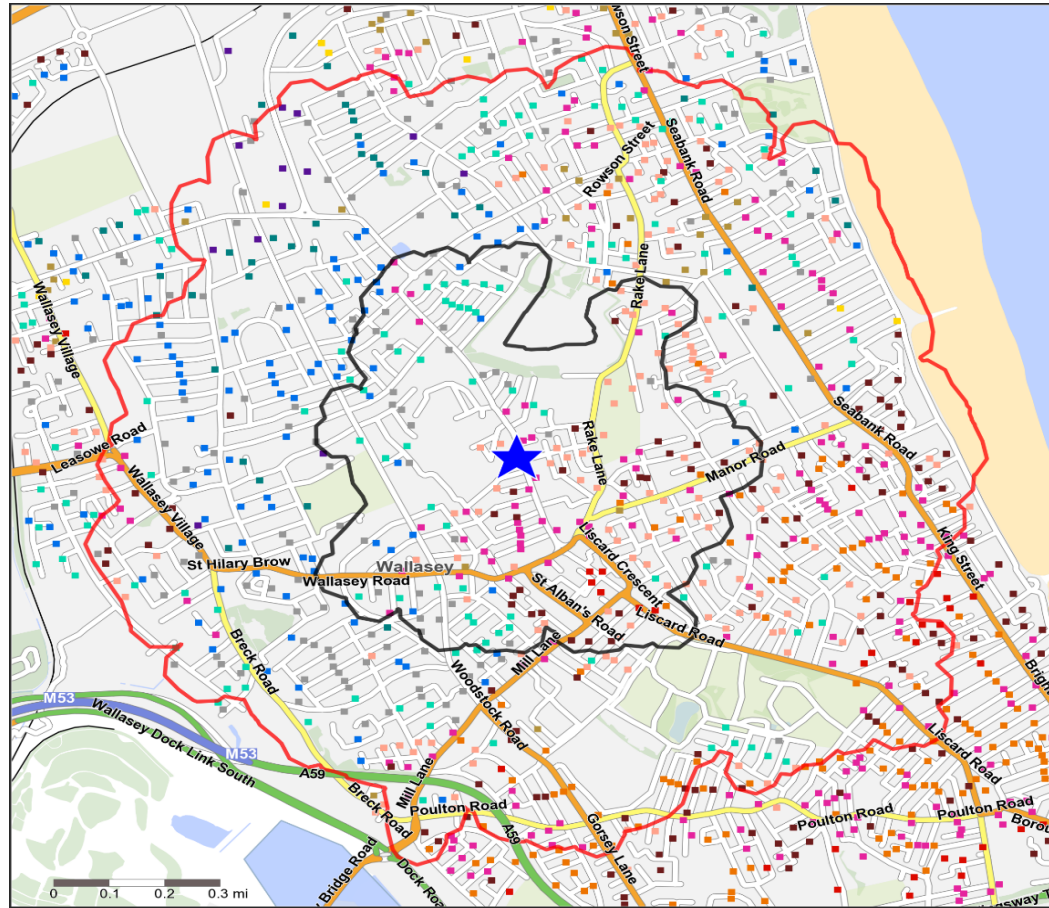
Number of Pubs	9	23	562
Catchment Adults 18+	6,704	27,853	383,528
Catchment Adults 18+ Per Pub	745	1,211	682
Populaton Projection 2018 to 2028 (% change)	2.27%	1.82%	3.32%

		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	6,693	99.8	193	1	High Street Pub	27,216	97.7	189	1	High Street Pub	324,627	84.6	163
2	Community Pub	6,034	90.0	193	2	Community Pub	23,383	84.0	180	2	Community Pub	286,996	74.8	161
3	Premium Local	1,855	27.7	44	3	Premium Local	9,178	33.0	52	3	Premium Local	102,289	26.7	42
4	Great Pub Great Food	1,029	15.3	119	4	Great Pub Great Food	5,928	21.3	165	4	Great Pub Great Food	66,184	17.3	133
5	Bit of Style	855	12.8	32	5	Bit of Style	3,687	13.2	33	5	Bit of Style	57,666	15.0	37
6	Circuit Bar	410	6.1	23	6	Circuit Bar	2,411	8.7	32	6	Circuit Bar	56,375	14.7	55
7	Craft Led	345	5.1	50	7	Craft Led	1,560	5.6	54	7	Craft Led	44,670	11.6	113

	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	380	5.7	64	1,883	6.8	76	23,647	6.2	70
C1	997	14.9	121	3,886	14.0	114	49,829	13.0	106
C2	611	9.1	110	2,415	8.7	105	29,083	7.6	92
DE	786	11.7	114	3,225	11.6	113	58,385	15.2	148

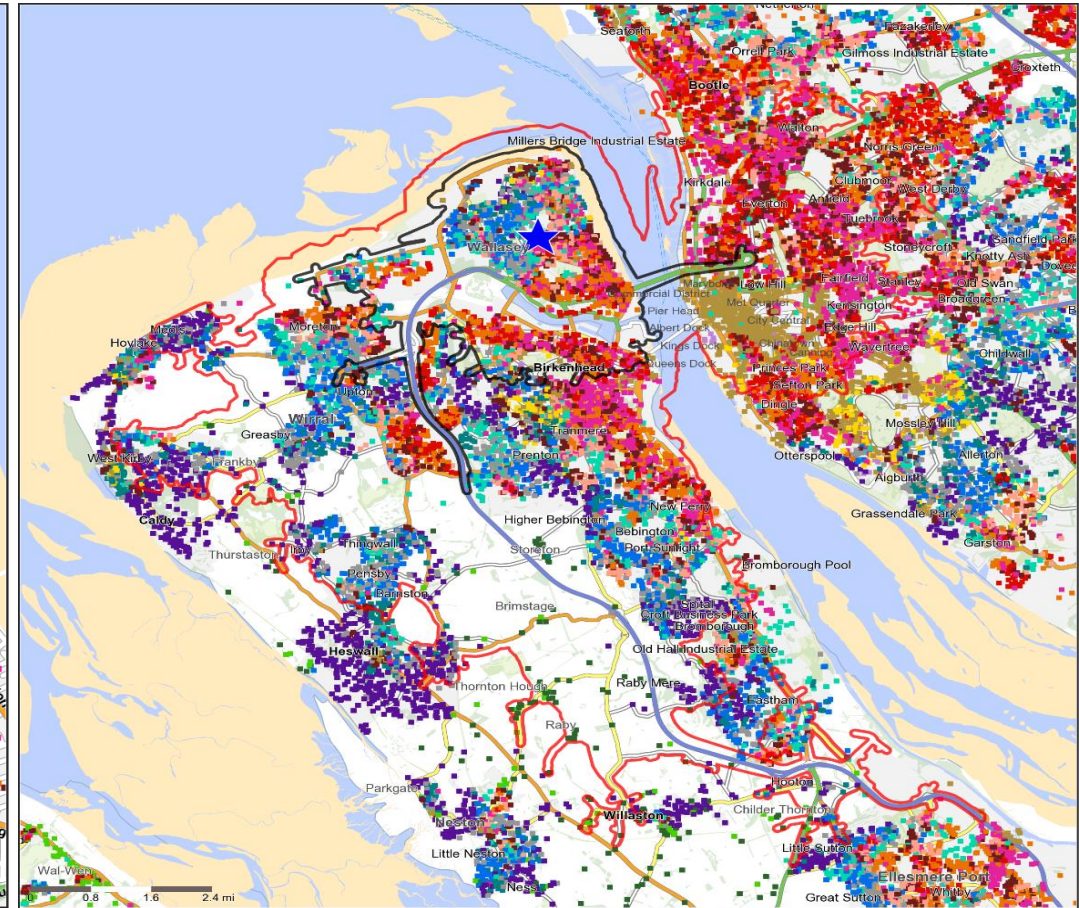
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,443	51.4	155	13,197	47.4	143	223,614	58.3	176
Medium (7-13)	2,734	40.8	123	11,200	40.2	121	94,319	24.6	74
High (14-19)	140	2.1	7	2,084	7.5	26	31,352	8.2	29

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



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	13	149
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	40
	B05	Premium Fortunes	0	15	25	531
	B06	Diamond Days	0	73	151	2,660
	B07	Alpha Families	0	0	33	2,619
	B08	Bank of Mum and Dad	0	85	178	3,418
	B09	Empty-Nest Adventure	0	92	210	7,757
	C10	Wealthy Landowners	0	0	0	505
	C11	Rural Vogue	0	0	0	84
	C12	Scattered Homesteads	0	0	0	0
	C13	Village Retirement	0	0	0	357
	D14	Satellite Settlers	0	0	0	433
	D15	Local Focus	0	0	0	0
	D16	Outlying Seniors	0	0	0	0
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	8	534	1,227	6,344
	E19	Bungalow Heaven	0	0	243	5,794
	E20	Classic Grandparents	366	1,792	2,430	9,493
	E21	Solo Retirees	523	1,664	2,450	8,246
	F22	Boomerang Boarders	99	1,441	2,415	10,780
	F23	Family Ties	127	501	1,015	4,072
	F24	Fledgling Free	4	109	471	3,085
	F25	Dependable Me	334	1,326	1,969	11,854
	G26	Cafés and Catchments	0	85	150	506
	G27	Thriving Independence	8	826	1,405	3,291
	G28	Modern Parents	0	0	558	1,521
	G29	Mid-Career Convention	0	193	434	7,101
	H30	Primary Ambitions	432	1,023	1,390	2,859
	H31	Affordable Fringe	478	1,400	2,743	11,152
	H32	First-Rung Futures	345	1,278	2,607	9,069
	H33	Contemporary Starts	0	0	39	467
	H34	New Foundations	0	26	34	1,618
	H35	Flying Solo	0	85	196	790

			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	14	89	784
	I37	Budget Generations	0	0	597	3,705
	I38	Economical Families	230	2,157	5,117	15,252
	I39	Families on a Budget	0	245	5,537	21,331
	J40	Value Rentals	70	120	678	3,750
	J41	Youthful Endeavours	0	78	857	3,456
	J42	Midlife Renters	544	1,949	2,973	6,669
	J43	Renting Rooms	498	1,887	6,917	49,151
	K44	Inner City Stalwarts	0	0	0	1,225
	K45	City Diversity	0	0	0	102
	K46	High Rise Residents	157	157	383	2,112
	K47	Single Essentials	0	146	1,349	8,306
	K48	Mature Workers	0	89	3,220	24,921
	L49	Flatlet Seniors	11	261	2,362	15,088
	L50	Pocket Pensions	0	180	620	2,740
	L51	Retirement Communities	7	398	1,697	4,749
	L52	Estate Veterans	0	26	264	4,944
	L53	Seasoned Survivors	692	1,944	4,440	19,579
	M54	Down-to-Earth Owners	19	119	454	3,679
	M55	Back with the Folks	823	2,135	3,002	12,630
	M56	Self Supporters	864	2,426	3,826	10,084
	N57	Community Elders	0	0	0	13
	N58	Culture & Comfort	0	0	0	0
	N59	Large Family Living	0	0	0	347
	N60	Ageing Access	0	124	567	2,841
	O61	Career Builders	0	51	82	993
	O62	Central Pulse	0	0	260	15,177
	O63	Flexible Workforce	0	0	0	418
	O64	Bus-Route Renters	65	798	2,346	7,157
	O65	Learners & Earners	0	0	13	5,117
	O66	Student Scene	0	0	0	4,800
	U99	Unclassified	0	0	0	15,813
Total			6,704	27,852	70,036	383,528

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

3. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

3. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



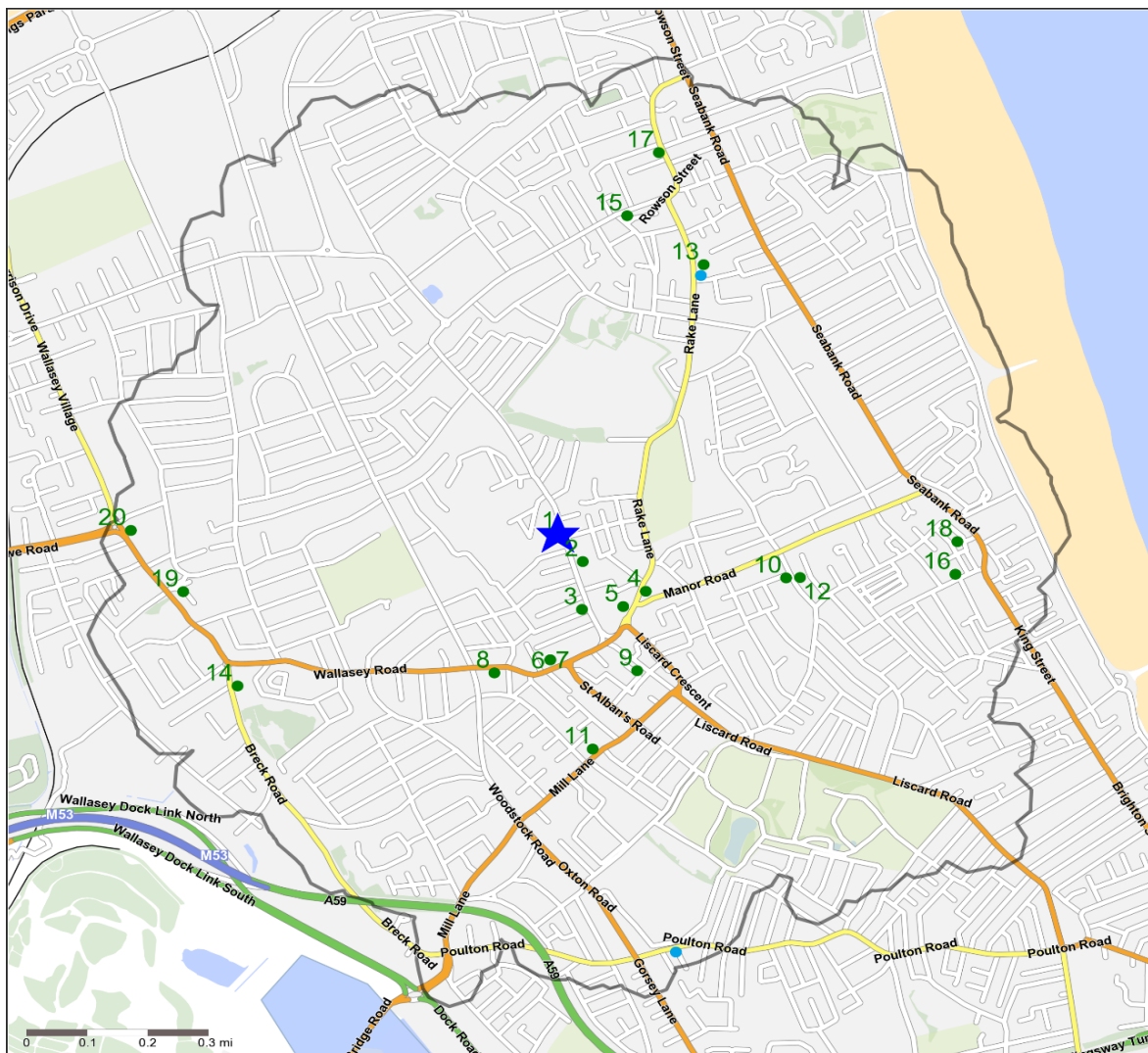
- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

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
Female: Alone, Pair or Group	10,663	38.3	126	3,352	12.0	74	13,838	49.7	95	
Male: Alone	12,521	45.0	151	1,737	6.2	40	13,595	48.8	92	
Male: Group	8,155	29.3	128	9,965	35.8	137	9,734	34.9	70	
Male: Pair	9,517	34.2	131	12,708	45.6	299	5,628	20.2	35	
Mixed Sex: Group	9,309	33.4	146	5,272	18.9	59	13,272	47.7	109	
Mixed Sex: Pair	10,295	37.0	158	7,765	27.9	86	9,793	35.2	82	
With Children	13,830	49.7	172	3,071	11.0	66	10,952	39.3	74	
Unknown	8,408	30.2	92	5,070	18.2	102	14,376	51.6	108	
For Eating:										
Upmarket	7,922	28.4	93	7,203	25.9	124	12,728	45.7	97	
Midmarket	12,660	45.5	132	421	1.5	17	14,772	53.0	96	
Downmarket	12,891	46.3	208	7,920	28.4	82	7,043	25.3	61	
For Drinking (monthly spend):										
Nothing	11,027	39.6	131	5,503	19.8	84	11,324	40.7	91	
Low (less than £10)	8,945	32.1	108	6,473	23.2	99	12,436	44.6	98	
Medium (Between £10 and £40)	8,960	32.2	105	3,391	12.2	68	15,502	55.7	111	
High (Greater than £40)	5,695	20.4	79	5,780	20.8	101	16,379	58.8	112	

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	109,215	28.5	94	68,876	18.0	110	189,624	49.4	95
Male: Alone	153,412	40.0	134	53,353	13.9	89	160,950	42.0	79
Male: Group	118,036	30.8	135	124,914	32.6	124	124,765	32.5	66
Male: Pair	115,672	30.2	116	124,906	32.6	214	127,137	33.1	58
Mixed Sex: Group	145,658	38.0	166	62,433	16.3	51	159,623	41.6	95
Mixed Sex: Pair	103,224	26.9	115	153,345	40.0	123	111,146	29.0	68
With Children	148,898	38.8	134	46,595	12.1	72	172,222	44.9	85
Unknown	131,719	34.3	105	49,829	13.0	72	186,167	48.5	101
For Eating:									
Upmarket	94,369	24.6	80	97,805	25.5	122	175,541	45.8	97
Midmarket	161,400	42.1	123	26,550	6.9	77	179,765	46.9	85
Downmarket	130,556	34.0	153	137,264	35.8	103	99,895	26.0	63
For Drinking (monthly spend):									
Nothing	115,131	30.0	99	83,305	21.7	92	169,278	44.1	98
Low (less than £10)	81,015	21.1	71	59,907	15.6	67	226,793	59.1	130
Medium (Between £10 and £40)	101,522	26.5	87	37,401	9.8	55	228,792	59.7	119
High (Greater than £40)	74,094	19.3	75	80,572	21.0	102	213,049	55.5	106

Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site ● Star Pubs ● Pubs N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Stanleys, CH45 4LE	Star Pubs & Bars	0.0	0.1
2	Vineyard, CH45 4LQ	Independent Free	1.2	0.4
3	Dukes Bar And Grill, CH45 4QN	Unknown	3.0	1.2
4	Queens Arms, CH45 4JR	Ei Group	4.5	1.2
5	Royal Oak Hotel, CH45 4JG	Marston's	5.4	1.0
6	Clairville, CH45 4NW	Wetherspoon	6.3	2.1
7	Soft Rock Cafe, CH45 4NW	Independent Free	6.3	2.1
8	Boot, CH44 2AA	Ei Group	6.6	2.7
9	Tower Hotel, CH44 5TL	Ei Group	9.7	2.1
10	Primrose Inn, CH44 1BB	Trust Inns	10.3	2.1
11	Lazy Landlord, CH44 5UG	Independent Free	10.9	2.0
12	Saddle Inn, CH44 1DE	Ei Group	10.9	2.2
13	Stanleys Cask, CH45 1JP	Star Pubs & Bars	12.7	2.5
14	Ship Inn, CH44 2ED	Ei Group	15.1	4.3
15	Telegraph Inn, CH45 5EN	Ei Group	15.4	2.7
16	Lord Nelson, CH44 0EA	Admiral Taverns Ltd	16.6	3.4
17	Sandridge Hotel, CH45 5AR	Ei Group	16.9	3.3
18	Wellington, CH44 1ED	Independent Free	16.9	3.4
19	Cheshire Cheese Hotel, CH44 2DH	Trust Inns	17.8	4.0
20	Sheridans, CH45 3LQ	Ei Group	20.5	4.2