

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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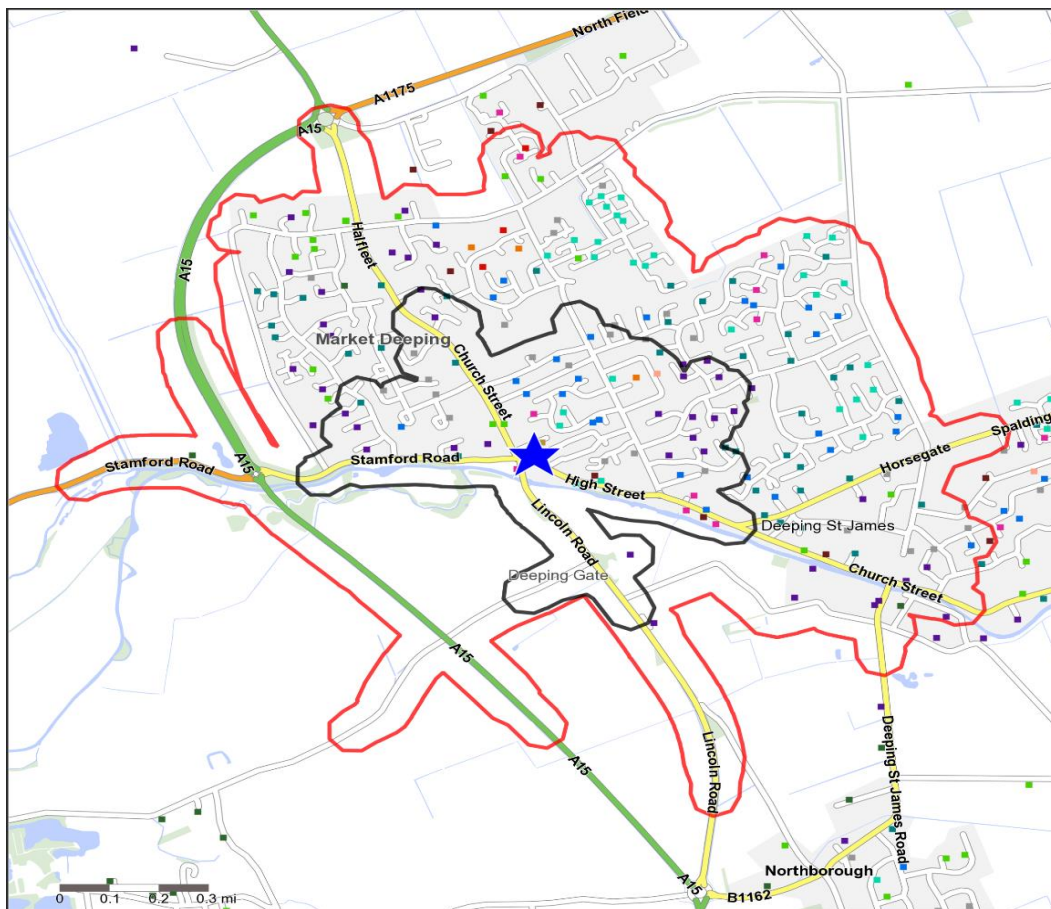
Number of Pubs	5	7	104
Catchment Adults 18+	2,660	8,646	137,681
Catchment Adults 18+ Per Pub	532	1,235	1,324
Populaton Projection 2020 to 2030 (% change)	3.52%	4.12%	6.34%

		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	Premium Local	1,758	66.1	126	1	Premium Local	6,298	72.8	139	1	High Street Pub	90,240	65.5	125
2	High Street Pub	1,571	59.1	126	2	High Street Pub	4,962	57.4	122	2	Community Pub	77,329	56.2	120
3	Great Pub Great Food	1,557	58.5	92	3	Great Pub Great Food	4,720	54.6	85	3	Premium Local	56,348	40.9	64
4	Community Pub	778	29.2	204	4	Bit of Style	3,250	37.6	262	4	Great Pub Great Food	42,173	30.6	214
5	Bit of Style	687	25.8	64	5	Community Pub	2,352	27.2	67	5	Bit of Style	29,663	21.5	53
6	Circuit Bar	241	9.1	32	6	Circuit Bar	1,064	12.3	43	6	Circuit Bar	16,252	11.8	41
7	Craft Led	166	6.2	55	7	Craft Led	266	3.1	27	7	Craft Led	9,136	6.6	59

	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	275	10.3	117	894	10.3	117	10,259	7.5	84
C1	328	12.3	100	1,146	13.3	108	15,488	11.2	92
C2	211	7.9	96	755	8.7	106	12,055	8.8	106
DE	159	6.0	58	570	6.6	64	17,349	12.6	122

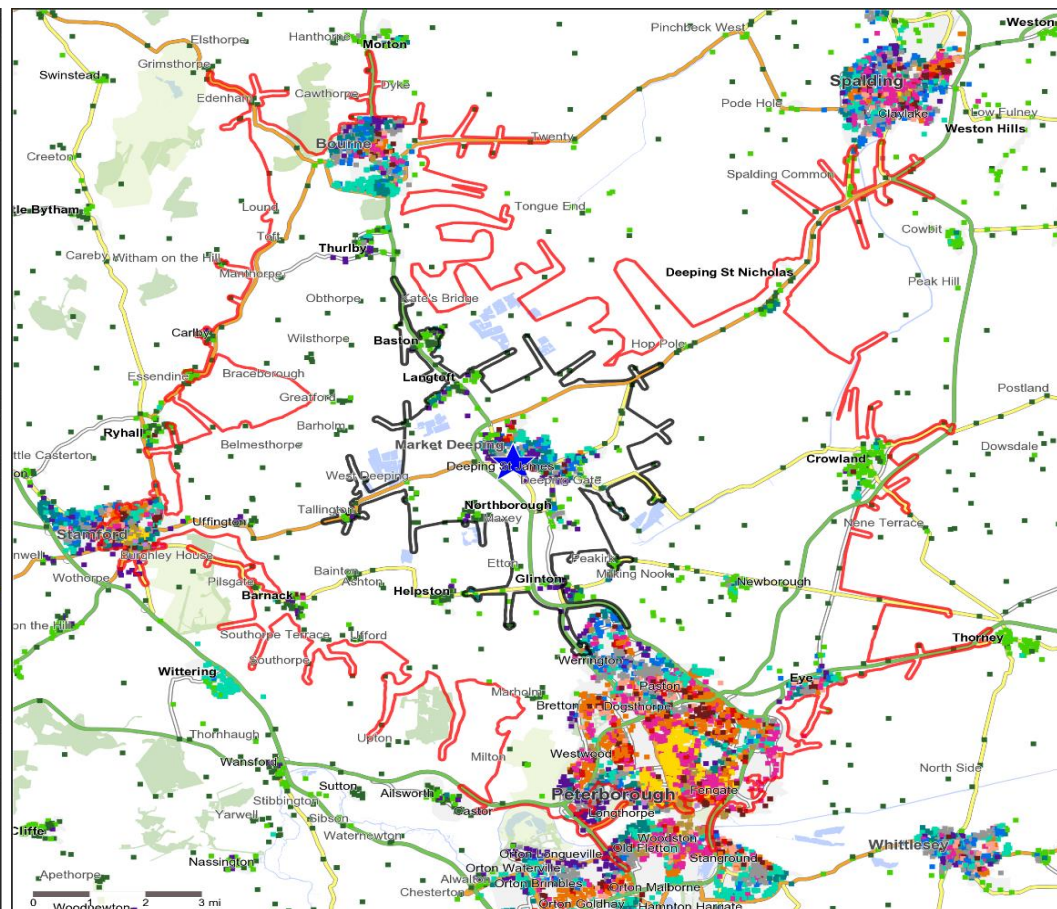
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	474	17.8	54	1,809	20.9	63	69,998	50.8	153
Medium (7-13)	1,159	43.6	131	3,918	45.3	136	48,522	35.2	106
High (14-19)	829	31.2	109	2,622	30.3	106	24,708	17.9	63

## 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	0	0
A02	Uptown Elite	0	0	0	232	0	232
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	19	0	19
B05	Premium Fortunes	0	0	0	17	0	17
B06	Diamond Days	10	32	35	723	10	723
B07	Alpha Families	26	132	501	1,285	26	1,285
B08	Bank of Mum and Dad	69	210	279	1,594	69	1,594
B09	Empty-Nest Adventure	400	841	1,132	3,189	400	3,189
C10	Wealthy Landowners	3	10	244	1,308	3	1,308
C11	Rural Vogue	0	0	186	1,257	0	1,257
C12	Scattered Homesteads	0	3	336	928	0	928
C13	Village Retirement	10	116	2,016	3,850	10	3,850
D14	Satellite Settlers	111	381	2,010	4,986	111	4,986
D15	Local Focus	2	131	855	3,028	2	3,028
D16	Outlying Seniors	0	108	1,009	2,886	0	2,886
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	0	2	967	0	967
E19	Bungalow Heaven	340	953	1,441	5,893	340	5,893
E20	Classic Grandparents	0	0	0	787	0	787
E21	Solo Retirees	138	144	151	2,825	138	2,825
F22	Boomerang Boarders	102	161	234	1,428	102	1,428
F23	Family Ties	7	84	89	1,335	7	1,335
F24	Fledgling Free	284	437	719	1,954	284	1,954
F25	Dependable Me	53	565	602	2,992	53	2,992
G26	Cafés and Catchments	0	0	0	370	0	370
G27	Thriving Independence	0	0	0	2,168	0	2,168
G28	Modern Parents	22	423	931	3,567	22	3,567
G29	Mid-Career Convention	452	1,681	2,287	5,360	452	5,360
H30	Primary Ambitions	0	60	96	2,859	0	2,859
H31	Affordable Fringe	69	232	366	2,543	69	2,543
H32	First-Rung Futures	94	158	188	2,650	94	2,650
H33	Contemporary Starts	48	771	1,007	4,684	48	4,684
H34	New Foundations	0	0	39	542	0	542
H35	Flying Solo	72	102	102	1,257	72	1,257

				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	1,152	0	1,152
I37	Budget Generations	93	93	138	2,112	93	2,112
I38	Economical Families	0	0	0	7,420	0	7,420
I39	Families on a Budget	0	127	127	7,252	0	7,252
J40	Value Rentals	0	55	236	2,497	0	2,497
J41	Youthful Endeavours	0	0	0	1,530	0	1,530
J42	Midlife Renters	69	225	238	5,238	69	5,238
J43	Renting Rooms	0	0	0	9,024	0	9,024
K44	Inner City Stalwarts	0	0	0	0	0	0
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	0	0	118	0	118
K47	Single Essentials	0	6	33	1,771	0	1,771
K48	Mature Workers	0	101	101	1,166	0	1,166
L49	Flatlet Seniors	0	0	0	1,175	0	1,175
L50	Pocket Pensions	46	137	218	2,799	46	2,799
L51	Retirement Communities	33	53	53	1,241	33	1,241
L52	Estate Veterans	0	2	10	1,506	0	1,506
L53	Seasoned Survivors	0	0	7	1,521	0	1,521
M54	Down-to-Earth Owners	0	0	0	685	0	685
M55	Back with the Folks	83	83	184	2,103	83	2,103
M56	Self Supporters	0	0	0	1,902	0	1,902
N57	Community Elders	0	0	0	1,237	0	1,237
N58	Culture & Comfort	0	0	0	898	0	898
N59	Large Family Living	0	0	0	7,801	0	7,801
N60	Ageing Access	0	0	0	660	0	660
O61	Career Builders	0	0	0	1,571	0	1,571
O62	Central Pulse	0	0	0	258	0	258
O63	Flexible Workforce	0	0	0	1,540	0	1,540
O64	Bus-Route Renters	27	27	51	1,931	27	1,931
O65	Learners & Earners	0	0	0	0	0	0
O66	Student Scene	0	0	0	89	0	89
U99	Unclassified	0	0	0	0	0	0
Total				2,663	8,644	18,253	137,680



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. 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

### 3. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

## 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. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



- Large extended families
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

### 3. I38 Economical Families

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



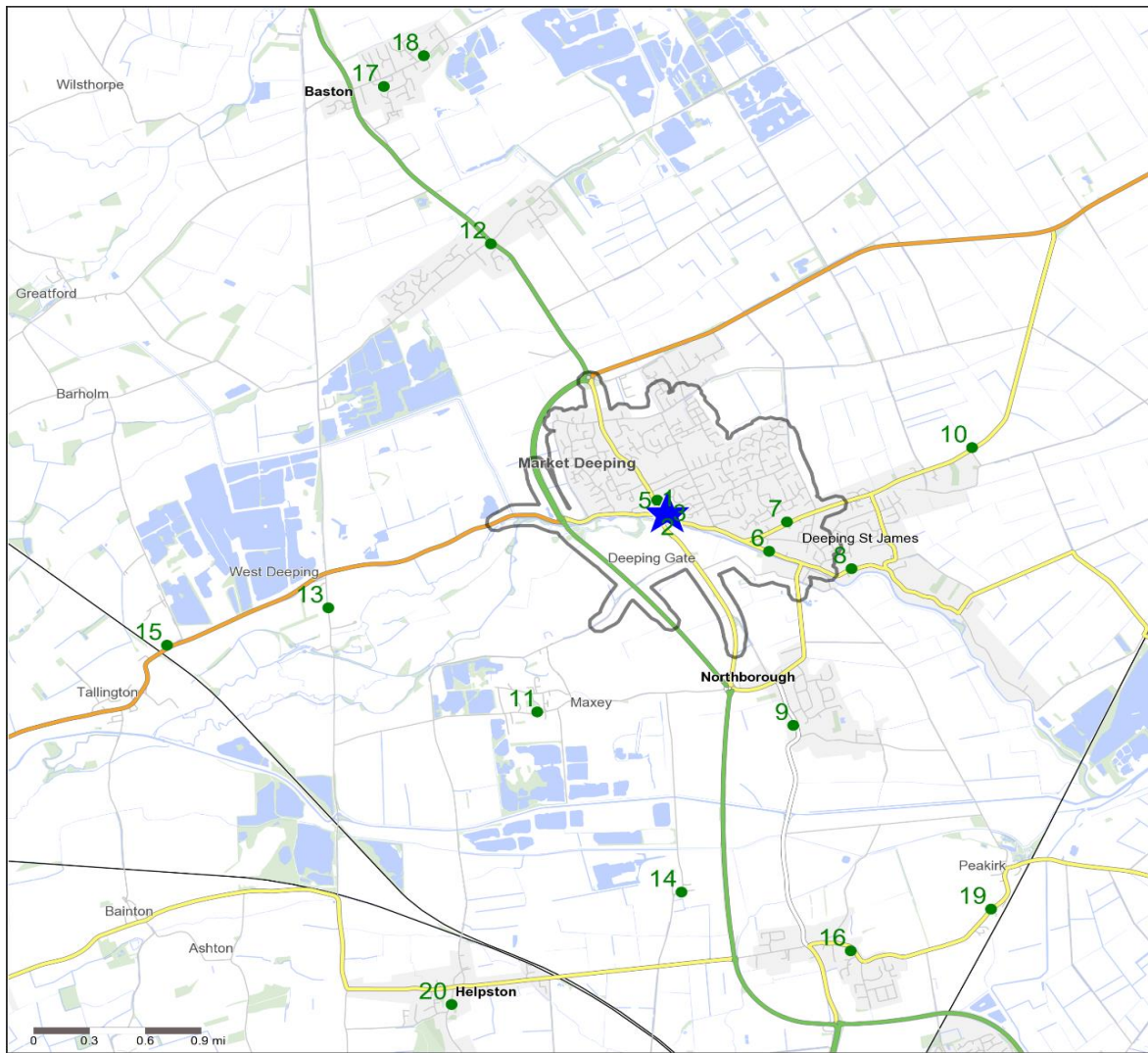
- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

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	2,106	24.4	75	969	11.2	66	5,571	64.4	127
Male: Alone	1,768	20.4	69	2,293	26.5	160	4,585	53.0	99
Male: Group	1,625	18.8	82	3,242	37.5	139	3,779	43.7	87
Male: Pair	1,011	11.7	45	867	10.0	65	6,768	78.3	134
Mixed Sex: Group	878	10.2	41	4,971	57.5	179	2,797	32.4	75
Mixed Sex: Pair	3,601	41.6	172	2,780	32.2	97	2,265	26.2	61
With Children	1,487	17.2	58	2,797	32.4	184	4,361	50.4	96
Unknown	3,164	36.6	105	1,217	14.1	76	4,265	49.3	106
For Eating:									
Upmarket	3,505	40.5	126	842	9.7	45	4,300	49.7	108
Midmarket	1,005	11.6	32	229	2.6	29	7,412	85.7	156
Downmarket	1,843	21.3	92	5,635	65.2	185	1,168	13.5	33
For Drinking (monthly spend):									
Nothing	1,272	14.7	48	4,755	55.0	233	2,619	30.3	66
Low (less than £10)	4,020	46.5	157	2,827	32.7	138	1,799	20.8	45
Medium (Between £10 and £40)	3,901	45.1	147	725	8.4	46	4,020	46.5	91
High (Greater than £40)	1,956	22.6	86	2,520	29.1	140	4,170	48.2	91

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	39,867	29.0	90	25,719	18.7	110	72,094	52.4	103
Male: Alone	47,512	34.5	116	24,625	17.9	108	65,543	47.6	89
Male: Group	24,240	17.6	77	40,300	29.3	108	73,140	53.1	106
Male: Pair	33,680	24.5	93	30,132	21.9	143	73,868	53.7	92
Mixed Sex: Group	38,943	28.3	115	46,043	33.4	104	52,695	38.3	89
Mixed Sex: Pair	33,331	24.2	100	55,327	40.2	122	49,022	35.6	83
With Children	54,498	39.6	133	28,138	20.4	116	55,044	40.0	76
Unknown	57,201	41.5	119	21,395	15.5	84	59,085	42.9	92
For Eating:									
Upmarket	40,412	29.4	91	37,663	27.4	126	59,605	43.3	94
Midmarket	53,856	39.1	108	11,443	8.3	91	72,382	52.6	96
Downmarket	29,405	21.4	92	57,771	42.0	119	50,505	36.7	88
For Drinking (monthly spend):									
Nothing	35,695	25.9	84	36,863	26.8	114	65,123	47.3	103
Low (less than £10)	34,877	25.3	85	39,423	28.6	121	63,381	46.0	99
Medium (Between £10 and £40)	30,393	22.1	72	22,590	16.4	91	84,698	61.5	120
High (Greater than £40)	22,955	16.7	63	26,511	19.3	93	88,214	64.1	121

## Competitor Map



Site
 Star Pubs
 Pubs
 Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Bull, PE 6 8EA	Everards	0.0	2.7
2	Deeping Stage, PE 6 8EA	Ei Group	0.0	2.7
3	Stone Loach Inn, PE 6 8EA	Star Pubs & Bars	0.0	2.7
4	Vine, PE 6 8AN	Unknown	3.0	2.8
5	White Horse, PE 6 8AN	Ei Group	3.0	2.8
6	Bell, PE 6 8HA	Ei Group	12.7	2.8
7	Walnut Tree, PE 6 8EW	New River Retail	14.5	3.5
8	Waterton Arms, PE 6 8HD	Ei Group	21.4	5.0
9	Packhorse Inn, PE 6 9BL	Star Pubs & Bars	33.8	6.5
10	Goat, PE 6 8SA	Independent Free	35.3	6.9
11	Bluebell Maxey, PE 6 9EE	Independent Free	36.5	7.8
12	Waggon And Horses, PE 6 9LW	Ei Group	38.9	6.5
13	Red Lion, PE 6 9HP	Independent Free	42.6	7.7
14	Golden Pheasant, PE 6 7DA	Independent Free	52.2	8.7
15	Whistle Stop, PE 9 4RN	Unknown	57.0	7.5
16	Blue Bell, PE 6 7LS	Greene King	66.4	10.3
17	White Horse, PE 6 9PE	Independent Free	66.6	8.8
18	Baskervilles, PE 6 9PB	Ei Group	76.4	9.9
19	Ruddy Duck, PE 6 7NF	Wellington	83.4	9.8
20	Bluebell, PE 6 7ED	Independent Free	88.7	11.6