

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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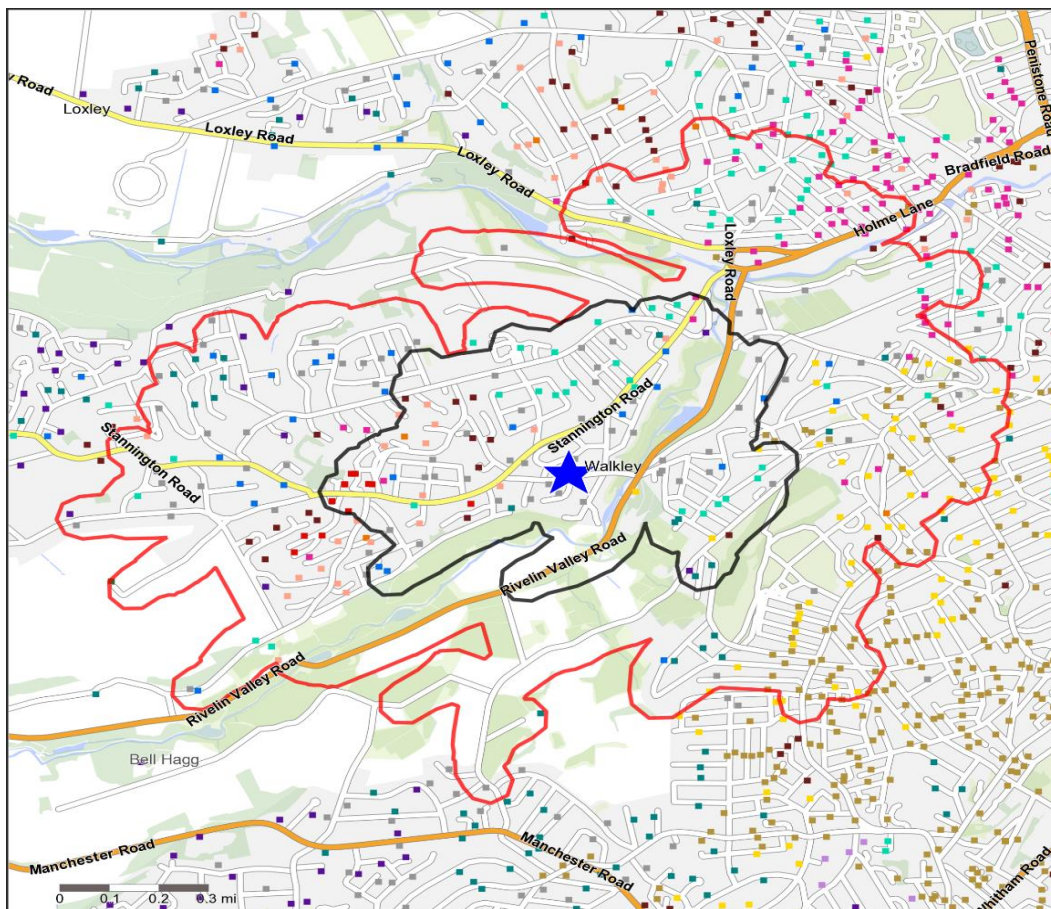
Number of Pubs	2	10	335
Catchment Adults 18+	4,651	17,572	322,099
Catchment Adults 18+ Per Pub	2,326	1,757	961
Populaton Projection 2018 to 2028 (% change)	2.64%	4.20%	6.69%

		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	4,461	95.9	185	1	High Street Pub	16,499	93.9	181	1	High Street Pub	256,870	79.7	154
2	Community Pub	3,930	84.5	181	2	Community Pub	13,894	79.1	170	2	Community Pub	205,785	63.9	137
3	Premium Local	1,785	38.4	61	3	Premium Local	7,011	39.9	63	3	Premium Local	110,724	34.4	55
4	Bit of Style	1,036	22.3	172	4	Bit of Style	5,306	30.2	234	4	Bit of Style	101,696	31.6	244
5	Great Pub Great Food	989	21.3	53	5	Great Pub Great Food	4,267	24.3	60	5	Great Pub Great Food	76,360	23.7	59
6	Craft Led	811	17.4	65	6	Craft Led	3,696	21.0	78	6	Craft Led	75,132	23.3	87
7	Circuit Bar	795	17.1	166	7	Circuit Bar	2,672	15.2	148	7	Circuit Bar	73,703	22.9	222

	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	395	8.5	96	1,991	11.3	128	28,792	8.9	101
C1	578	12.4	101	2,438	13.9	113	41,372	12.8	105
C2	454	9.8	118	1,399	8.0	96	21,069	6.5	79
DE	424	9.1	89	1,325	7.5	73	33,801	10.5	102

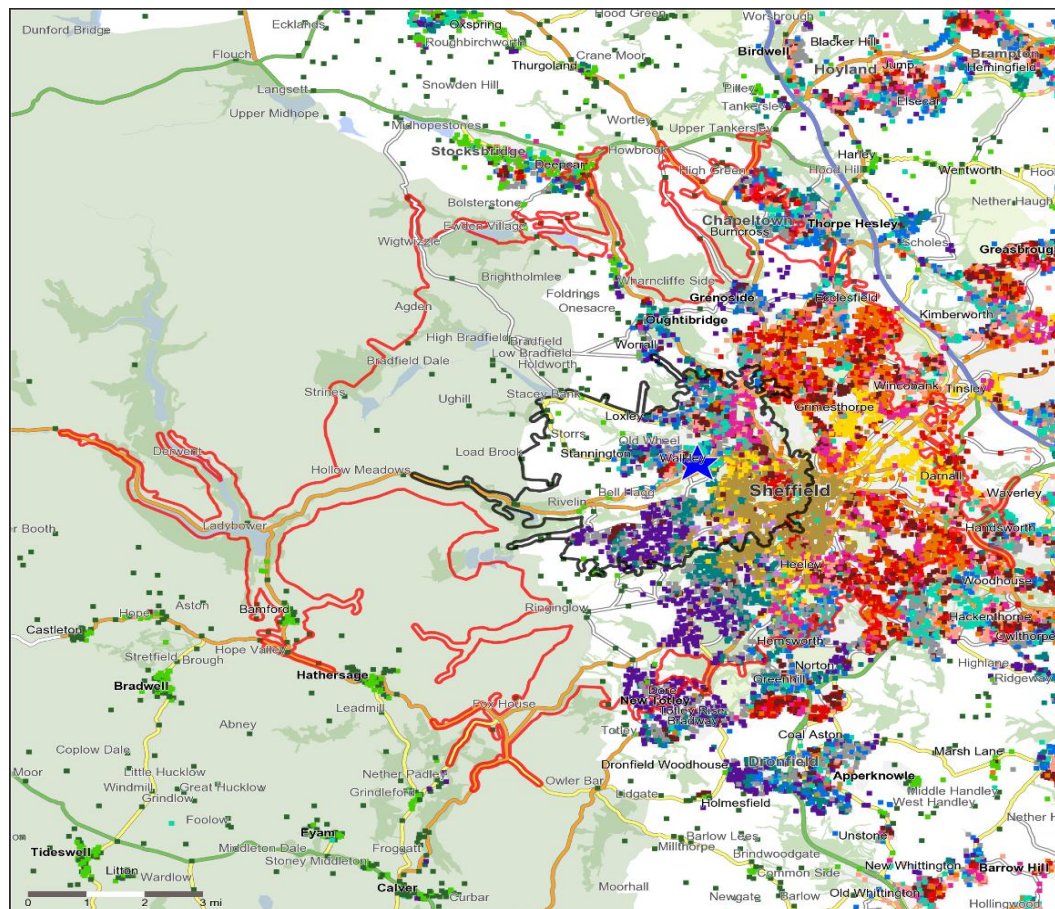
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,832	39.4	119	7,438	42.3	128	166,658	51.7	156
Medium (7-13)	2,434	52.3	158	8,188	46.6	141	80,975	25.1	76
High (14-19)	381	8.2	29	1,341	7.6	27	40,402	12.5	44

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	11	11
A02	Uptown Elite		0	0	1,490	3,087
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		0	0	1,417	3,342
B06	Diamond Days		0	0	1,722	5,097
B07	Alpha Families		0	0	974	3,261
B08	Bank of Mum and Dad		0	23	950	2,244
B09	Empty-Nest Adventure		2	223	1,628	3,773
C10	Wealthy Landowners		0	2	414	1,540
C11	Rural Vogue		0	0	113	366
C12	Scattered Homesteads		0	0	99	173
C13	Village Retirement		0	0	11	322
D14	Satellite Settlers		0	7	190	1,159
D15	Local Focus		0	0	0	426
D16	Outlying Seniors		0	0	0	610
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		6	104	4,217	10,406
E19	Bungalow Heaven		20	383	481	1,879
E20	Classic Grandparents		1,183	2,373	3,652	8,948
E21	Solo Retirees		423	823	1,841	5,032
F22	Boomerang Boarders		132	487	1,391	3,780
F23	Family Ties		0	44	157	752
F24	Fledgling Free		79	143	262	2,096
F25	Dependable Me		138	476	1,188	3,430
G26	Cafés and Catchments		15	75	1,999	5,981
G27	Thriving Independence		139	365	3,178	6,392
G28	Modern Parents		0	0	356	984
G29	Mid-Career Convention		36	355	1,897	5,205
H30	Primary Ambitions		298	1,006	2,487	4,729
H31	Affordable Fringe		243	277	989	3,628
H32	First-Rung Futures		445	1,143	2,214	5,316
H33	Contemporary Starts		0	0	18	259
H34	New Foundations		0	0	1,567	2,939
H35	Flying Solo		31	141	254	598

			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	4	375	637
I37	Budget Generations		0	0	42	3,131
I38	Economical Families		54	83	143	4,454
I39	Families on a Budget		0	0	738	22,065
J40	Value Rentals		33	277	312	2,668
J41	Youthful Endeavours		22	24	145	1,882
J42	Midlife Renters		94	1,587	5,286	11,976
J43	Renting Rooms		0	122	959	9,522
K44	Inner City Stalwarts		0	0	556	783
K45	City Diversity		0	0	800	1,418
K46	High Rise Residents		193	193	1,137	2,075
K47	Single Essentials		297	468	1,036	5,692
K48	Mature Workers		0	0	398	16,482
L49	Flatlet Seniors		137	294	2,069	7,050
L50	Pocket Pensions		159	534	1,061	3,517
L51	Retirement Communities		11	158	1,532	2,874
L52	Estate Veterans		0	63	1,676	7,769
L53	Seasoned Survivors		46	79	518	4,839
M54	Down-to-Earth Owners		213	539	1,126	4,731
M55	Back with the Folks		45	180	707	3,797
M56	Self Supporters		63	211	1,034	3,149
N57	Community Elders		0	0	42	1,220
N58	Culture & Comfort		0	0	0	832
N59	Large Family Living		0	0	29	9,257
N60	Ageing Access		55	2,210	6,526	11,372
O61	Career Builders		38	1,199	4,591	8,781
O62	Central Pulse		0	21	4,569	10,431
O63	Flexible Workforce		0	0	76	1,052
O64	Bus-Route Renters		0	152	645	2,272
O65	Learners & Earners		0	542	9,263	18,982
O66	Student Scene		0	181	17,548	24,279
U99	Unclassified		0	0	8,576	15,339
Total			4,650	17,571	110,682	322,093

Top 3 Mosaic Types in a 20 Minute Walktime

1. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

2. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

3. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

Top 3 Mosaic Types in a 20 Minute Drivetime

1. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

2. 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

3. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



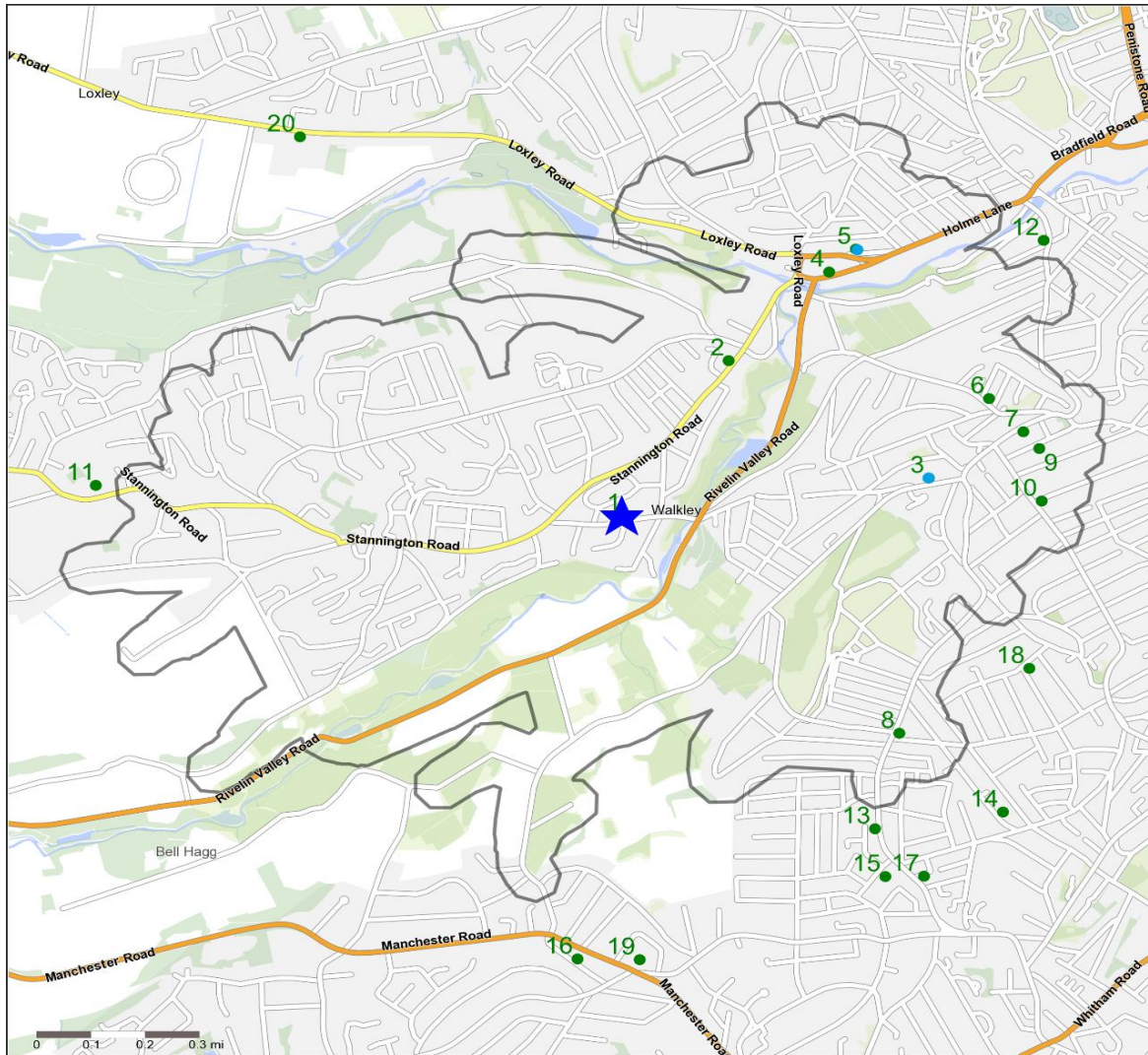
- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

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

	20 Minute Walktime											
	High				Medium				Low			
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	7,454	42.4	140		1,609	9.2	56		8,508	48.4	93	
Male: Alone	7,601	43.3	145		3,038	17.3	111		6,933	39.5	74	
Male: Group	6,156	35.0	153		6,577	37.4	143		4,839	27.5	55	
Male: Pair	7,210	41.0	157		2,937	16.7	110		7,424	42.2	74	
Mixed Sex: Group	5,927	33.7	148		3,396	19.3	61		8,249	46.9	107	
Mixed Sex: Pair	6,231	35.5	151		7,297	41.5	128		4,044	23.0	54	
With Children	5,785	32.9	114		848	4.8	29		10,940	62.3	118	
Unknown	1,552	8.8	27		3,575	20.3	113		12,445	70.8	148	
For Eating:												
Upmarket	6,893	39.2	128		2,930	16.7	80		7,749	44.1	93	
Midmarket	8,850	50.4	147		168	1.0	11		8,554	48.7	88	
Downmarket	6,483	36.9	166		6,493	37.0	106		4,596	26.2	63	
For Drinking (monthly spend):												
Nothing	7,694	43.8	145		3,143	17.9	76		6,735	38.3	86	
Low (less than £10)	7,254	41.3	138		3,916	22.3	95		6,403	36.4	80	
Medium (Between £10 and £40)	7,817	44.5	145		2,310	13.1	74		7,444	42.4	84	
High (Greater than £40)	6,203	35.3	136		1,917	10.9	53		9,452	53.8	103	

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	119,254	37.0	122		30,546	9.5	58		156,960	48.7	94	
Male: Alone	102,529	31.8	107		81,229	25.2	162		123,002	38.2	72	
Male: Group	87,684	27.2	119		97,202	30.2	115		121,873	37.8	76	
Male: Pair	110,147	34.2	131		39,902	12.4	81		156,711	48.7	85	
Mixed Sex: Group	118,686	36.8	161		40,099	12.4	39		147,975	45.9	105	
Mixed Sex: Pair	101,570	31.5	134		99,942	31.0	95		105,248	32.7	76	
With Children	80,086	24.9	86		40,560	12.6	75		186,115	57.8	109	
Unknown	87,316	27.1	83		56,683	17.6	98		162,761	50.5	105	
For Eating:												
Upmarket	121,364	37.7	123		55,497	17.2	83		129,899	40.3	85	
Midmarket	151,480	47.0	137		28,268	8.8	97		127,011	39.4	71	
Downmarket	105,492	32.8	147		101,820	31.6	91		99,447	30.9	74	
For Drinking (monthly spend):												
Nothing	77,591	24.1	80		76,767	23.8	101		152,402	47.3	106	
Low (less than £10)	68,225	21.2	71		53,020	16.5	70		185,515	57.6	127	
Medium (Between £10 and £40)	100,485	31.2	102		31,552	9.8	55		174,722	54.2	108	
High (Greater than £40)	84,962	26.4	102		57,244	17.8	87		164,553	51.1	98	

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	Holly Bush, S 6 5GQ	Star Pubs & Bars	0.0	0.0
2	Anvil, S 6 5FN	Ei Group	7.5	2.0
3	Walkley Cottage Inn, S 6 5DD	Star Pubs & Bars	13.6	3.0
4	Malin Bridge Inn, S 6 4JZ	Ei Group	14.2	3.9
5	Champs Sports Bar And Grill, S 6 4NG	Star Pubs & Bars	15.4	3.7
6	Sportsmans Inn, S 6 5AL	Independent Free	16.3	3.1
7	Florist, S 6 2XN	*Other Small Retail Groups	17.5	3.6
8	Punch Bowl, S 10 1TH	*Other Small Retail Groups	17.5	4.3
9	Palm Tree Tavern, S 6 2XF	Punch Pub Company	18.1	4.0
10	Rose House, S 6 3TE	Ei Group	18.1	5.0
11	Peacock Inn, S 6 6AJ	Thwaites	20.5	4.5
12	Riverside, S 6 2PB	Ei Group	21.1	5.1
13	Ball Inn, S 10 1UD	Greene King	21.4	4.2
14	Cobden View Hotel, S 10 1HQ	Ei Group	22.6	4.9
15	Masons Arms, S 10 1UR	Ei Group	23.5	4.9
16	Sportsman, S 10 5NF	Mitchells & Butlers	23.8	4.1
17	Noahs Ark, S 10 1UG	Ei Group	23.8	4.8
18	Princess Royal, S 10 1NW	Ei Group	24.1	5.7
19	Crosspool Tavern, S 10 5DT	Mitchells & Butlers	25.4	4.1
20	Wisewood Inn, S 6 6RR	Hawthorn Leisure	33.8	7.4