

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	3	6	294
Catchment Adults 18+	3,346	6,244	274,789
Catchment Adults 18+ Per Pub	1,115	1,041	935
Populaton Projection 2018 to 2028 (% change)	3.11%	3.02%	4.43%

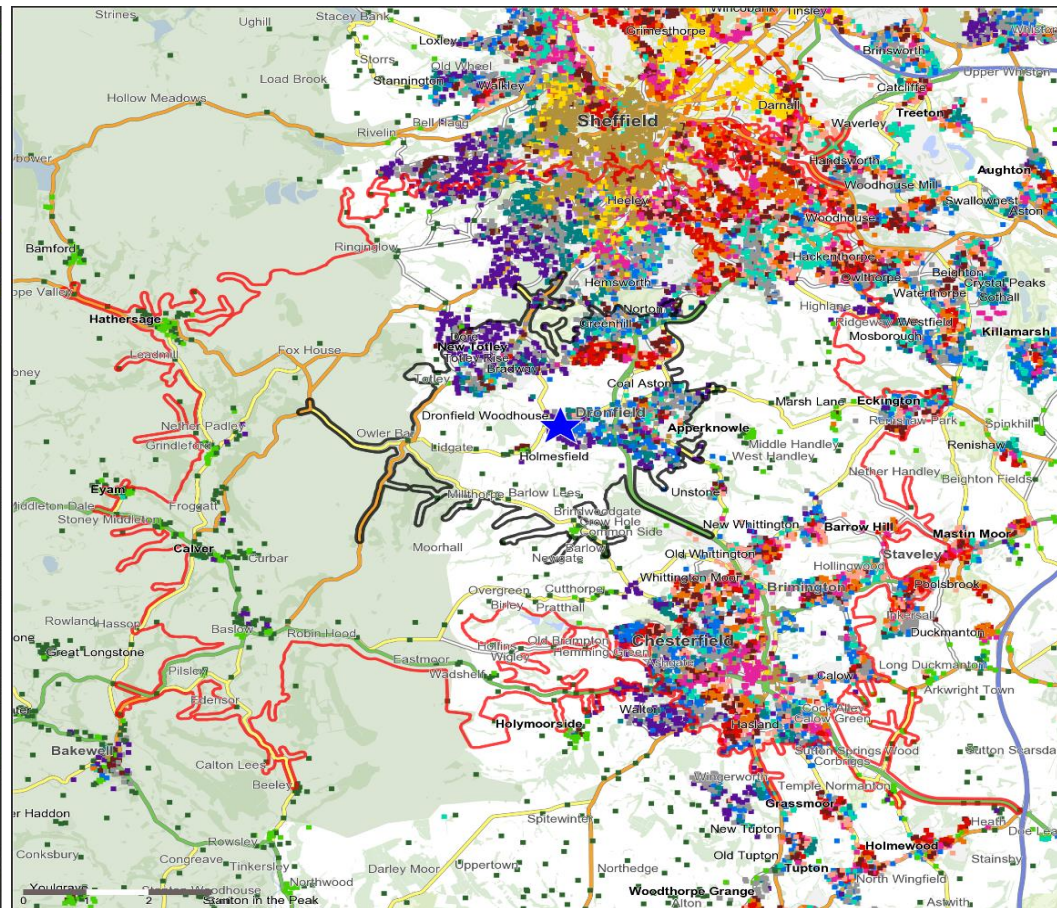
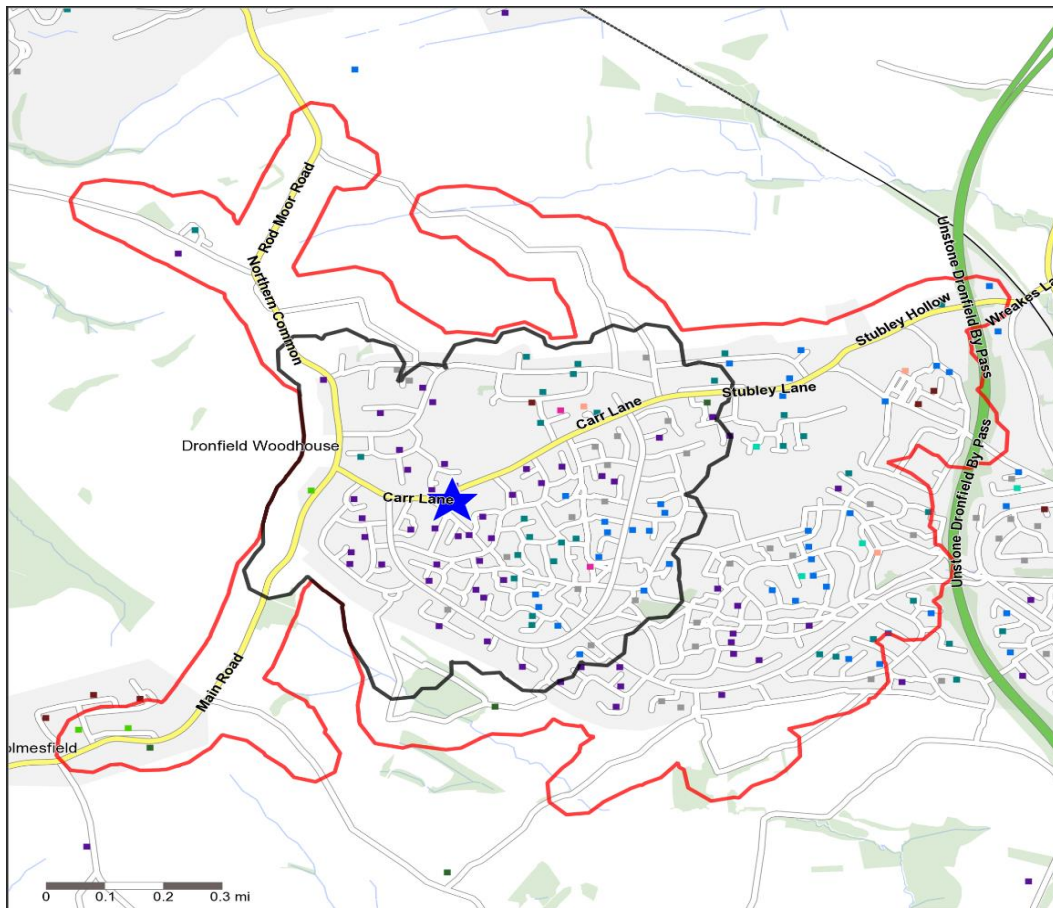
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	2,949	88.1	170	1	Premium Local	5,278	84.5	163	1	High Street Pub	224,546	81.7	158
2	Great Pub Great Food	2,792	83.4	179	2	Great Pub Great Food	4,362	69.9	150	2	Community Pub	182,046	66.2	142
3	High Street Pub	1,634	48.8	77	3	High Street Pub	3,454	55.3	88	3	Premium Local	127,161	46.3	73
4	Bit of Style	785	23.5	181	4	Community Pub	1,369	21.9	170	4	Great Pub Great Food	93,984	34.2	265
5	Community Pub	435	13.0	32	5	Bit of Style	1,342	21.5	53	5	Bit of Style	62,415	22.7	56
6	Circuit Bar	9	0.3	1	6	Circuit Bar	67	1.1	4	6	Craft Led	38,719	14.1	53
7	Craft Led	0	0.0	0	7	Craft Led	25	0.4	4	7	Circuit Bar	38,328	13.9	135

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	355	10.6	120	670	10.7	121	24,990	9.1	103
C1	372	11.1	91	730	11.7	95	32,833	11.9	97
C2	194	5.8	70	408	6.5	79	22,114	8.0	97
DE	119	3.6	35	261	4.2	41	28,683	10.4	101

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)	328	9.8	30	708	11.3	34	126,298	46.0	139
Medium (7-13)	1,200	35.9	108	2,513	40.2	121	86,063	31.3	94
High (14-19)	1,453	43.4	153	2,374	38.0	134	46,864	17.1	60

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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	1,883
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		0	0	530	2,744
B06	Diamond Days		0	0	1,400	4,862
B07	Alpha Families		244	253	1,448	3,427
B08	Bank of Mum and Dad		80	130	1,009	3,415
B09	Empty-Nest Adventure		1,108	1,692	4,012	7,142
C10	Wealthy Landowners		3	65	773	4,055
C11	Rural Vogue		0	0	36	253
C12	Scattered Homesteads		0	0	0	101
C13	Village Retirement		0	37	153	1,804
D14	Satellite Settlers		45	52	293	2,449
D15	Local Focus		0	5	85	312
D16	Outlying Seniors		0	6	108	1,273
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		134	144	3,581	10,760
E19	Bungalow Heaven		224	515	2,841	7,366
E20	Classic Grandparents		0	76	1,161	8,417
E21	Solo Retirees		33	68	616	6,994
F22	Boomerang Boarders		396	658	3,271	7,864
F23	Family Ties		20	100	417	1,081
F24	Fledgling Free		30	80	572	5,384
F25	Dependable Me		116	709	1,855	7,952
G26	Cafés and Catchments		0	0	64	4,444
G27	Thriving Independence		0	0	834	5,355
G28	Modern Parents		68	196	304	1,741
G29	Mid-Career Convention		685	1,005	5,933	8,676
H30	Primary Ambitions		0	50	72	3,024
H31	Affordable Fringe		0	0	512	8,811
H32	First-Rung Futures		0	25	1,396	9,233
H33	Contemporary Starts		9	42	124	502
H34	New Foundations		0	0	38	221
H35	Flying Solo		0	0	63	501

			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	220	444
I37	Budget Generations		0	0	243	3,793
I38	Economical Families		0	0	67	2,827
I39	Families on a Budget		0	0	328	10,238
J40	Value Rentals		24	24	699	6,427
J41	Youthful Endeavours		0	0	224	2,426
J42	Midlife Renters		48	48	444	10,266
J43	Renting Rooms		0	0	4	5,608
K44	Inner City Stalwarts		0	0	0	18
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	0	0	702
K47	Single Essentials		0	0	2,291	8,576
K48	Mature Workers		0	0	2,276	11,246
L49	Flatlet Seniors		0	0	891	4,028
L50	Pocket Pensions		68	99	1,490	6,733
L51	Retirement Communities		0	0	416	2,255
L52	Estate Veterans		0	111	1,068	9,088
L53	Seasoned Survivors		0	0	948	6,033
M54	Down-to-Earth Owners		12	40	159	6,963
M55	Back with the Folks		0	15	516	5,300
M56	Self Supporters		0	0	215	7,800
N57	Community Elders		0	0	0	666
N58	Culture & Comfort		0	0	0	636
N59	Large Family Living		0	0	0	1,026
N60	Ageing Access		0	0	14	4,916
O61	Career Builders		0	0	223	5,792
O62	Central Pulse		0	0	0	1,549
O63	Flexible Workforce		0	0	0	782
O64	Bus-Route Renters		0	0	174	2,251
O65	Learners & Earners		0	0	0	8,326
O66	Student Scene		0	0	0	3,960
U99	Unclassified		0	0	7	2,069
Total			3,347	6,245	46,418	274,790

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes



- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

3. J42 Midlife Renters

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



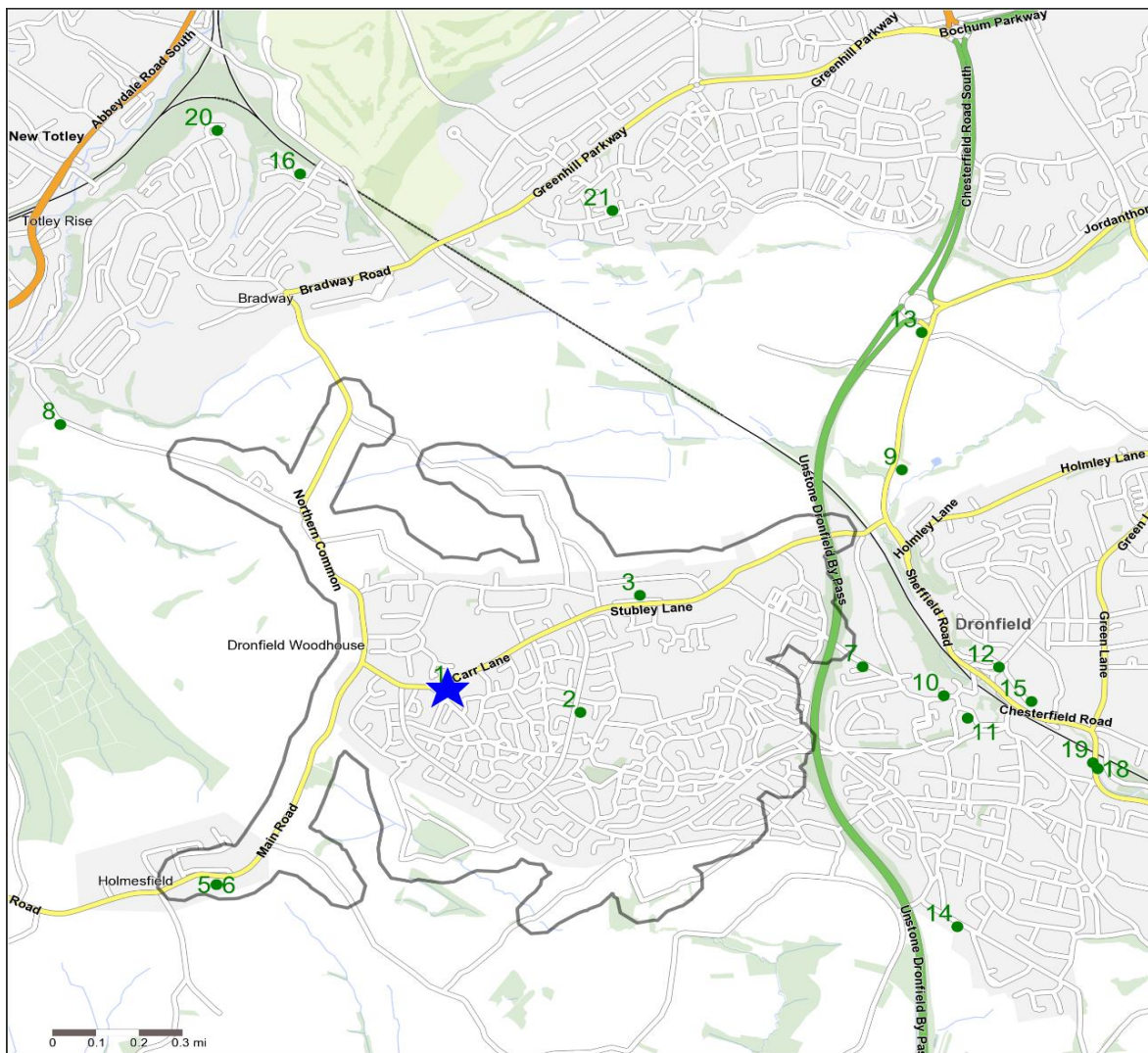
- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

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	1,263	20.2	67	310	5.0	30	4,672	74.8	144		
Male: Alone	1,675	26.8	90	1,225	19.6	126	3,344	53.6	100		
Male: Group	1,614	25.8	113	1,873	30.0	115	2,758	44.2	89		
Male: Pair	1,031	16.5	63	802	12.8	84	4,412	70.7	123		
Mixed Sex: Group	278	4.5	19	2,620	42.0	131	3,346	53.6	122		
Mixed Sex: Pair	2,281	36.5	156	3,049	48.8	150	915	14.7	34		
With Children	474	7.6	26	1,076	17.2	102	4,695	75.2	142		
Unknown	1,397	22.4	68	284	4.5	25	4,564	73.1	153		
For Eating:											
Upmarket	2,000	32.0	105	521	8.3	40	3,723	59.6	126		
Midmarket	1,025	16.4	48	0	0.0	0	5,219	83.6	151		
Downmarket	1,729	27.7	125	3,663	58.7	168	853	13.7	33		
For Drinking (monthly spend):											
Nothing	1,080	17.3	57	4,216	67.5	286	949	15.2	34		
Low (less than £10)	3,959	63.4	212	1,455	23.3	99	831	13.3	29		
Medium (Between £10 and £40)	3,923	62.8	205	475	7.6	43	1,847	29.6	59		
High (Greater than £40)	2,841	45.5	176	1,190	19.1	93	2,213	35.4	68		

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	75,613	27.5	91	30,636	11.1	68	166,472	60.6	116	
Male: Alone	89,248	32.5	109	53,349	19.4	124	130,123	47.4	89	
Male: Group	76,837	28.0	122	80,915	29.4	112	114,969	41.8	84	
Male: Pair	85,457	31.1	119	47,333	17.2	113	139,930	50.9	89	
Mixed Sex: Group	70,196	25.5	112	54,765	19.9	62	147,759	53.8	122	
Mixed Sex: Pair	77,899	28.3	121	85,644	31.2	96	109,177	39.7	93	
With Children	72,101	26.2	91	40,042	14.6	87	160,577	58.4	110	
Unknown	57,989	21.1	64	43,989	16.0	89	170,743	62.1	130	
For Eating:										
Upmarket	76,650	27.9	91	49,884	18.2	87	146,186	53.2	113	
Midmarket	93,249	33.9	99	15,493	5.6	62	163,978	59.7	108	
Downmarket	87,199	31.7	143	95,018	34.6	99	90,504	32.9	79	
For Drinking (monthly spend):										
Nothing	79,047	28.8	95	75,507	27.5	116	118,166	43.0	96	
Low (less than £10)	77,940	28.4	95	56,066	20.4	87	138,714	50.5	111	
Medium (Between £10 and £40)	88,654	32.3	105	34,105	12.4	70	149,961	54.6	109	
High (Greater than £40)	61,754	22.5	87	63,858	23.2	113	147,109	53.5	102	

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	Miners Arms, S 18 8XF	Star Pubs & Bars	0.0	0.0
2	Jolly Farmer, S 18 8ZQ	Ei Group	8.2	2.2
3	Talbot Arms, S 18 8YR	Ei Group	10.3	2.1
4	Angel Inn, S 18 7WT	Ei Group	17.5	3.1
5	George & Dragon, S 18 7WT	Independent Free	17.5	3.1
6	Rutland Arms, S 18 7WT	Punch Pub Company	17.5	3.1
7	Victoria Inn, S 18 1PE	Unknown	21.7	4.5
8	Shepley Spitfire, S 17 4HE	Greene King	24.7	4.1
9	Coach & Horses Inn, S 18 2GD	Ei Group	24.7	4.9
10	Blue Stoops, S 18 1PX	True North Brew Co	26.0	5.3
11	Green Dragon, S 18 1QB	Ei Group	27.8	5.6
12	Dronfield Contact Club, S 18 2GJ	Independent Free	30.5	5.9
13	Toby Carvery, S 18 2GA	Mitchells & Butlers	31.7	5.6
14	Hyde Park Inn, S 18 1UH	Ei Group	32.6	7.5
15	Rock Tavern, S 18 2XA	Independent Free	33.2	6.4
16	Castle Inn, S 17 4PT	Ei Group	34.1	5.5
17	Dronfield Arms, S 18 2XE	Independent Free	35.6	7.0
18	Smiffys, S 18 2XE	Independent Free	35.6	7.0
19	White Swan, S 18 2XF	Ei Group	35.6	7.1
20	Old Mother Redcap, S 17 4NB	Sam Smith	37.7	6.3