

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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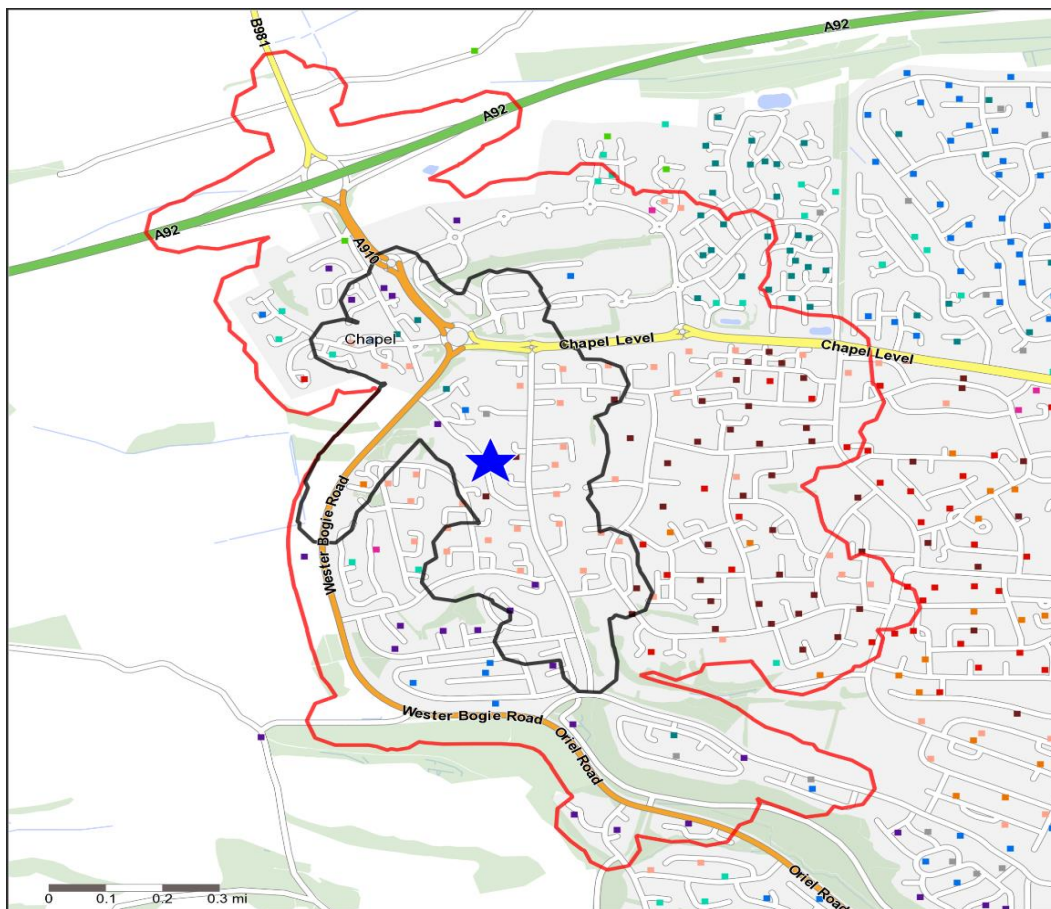
Number of Pubs	1	4	175
Catchment Adults 18+	2,075	7,381	208,399
Catchment Adults 18+ Per Pub	2,075	1,845	1,191
Populaton Projection 2018 to 2028 (% change)	2.01%	2.41%	2.71%

		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	1,860	89.6	173	1	High Street Pub	6,553	88.8	171	1	High Street Pub	169,170	81.2	157
2	Community Pub	1,743	84.0	180	2	Community Pub	5,766	78.1	168	2	Community Pub	145,963	70.0	150
3	Premium Local	1,629	78.5	125	3	Premium Local	4,188	56.7	90	3	Premium Local	95,684	45.9	73
4	Great Pub Great Food	378	18.2	141	4	Great Pub Great Food	1,601	21.7	168	4	Great Pub Great Food	56,728	27.2	211
5	Bit of Style	113	5.4	13	5	Bit of Style	803	10.9	27	5	Bit of Style	38,763	18.6	46
6	Circuit Bar	50	2.4	9	6	Circuit Bar	656	8.9	33	6	Circuit Bar	38,134	18.3	68
7	Craft Led	50	2.4	23	7	Craft Led	570	7.7	75	7	Craft Led	22,932	11.0	107

	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	76	3.7	41	335	4.5	51	13,189	6.3	72
C1	246	11.9	97	898	12.2	99	26,599	12.8	104
C2	204	9.8	119	752	10.2	123	21,482	10.3	125
DE	245	11.8	115	950	12.9	125	27,061	13.0	126

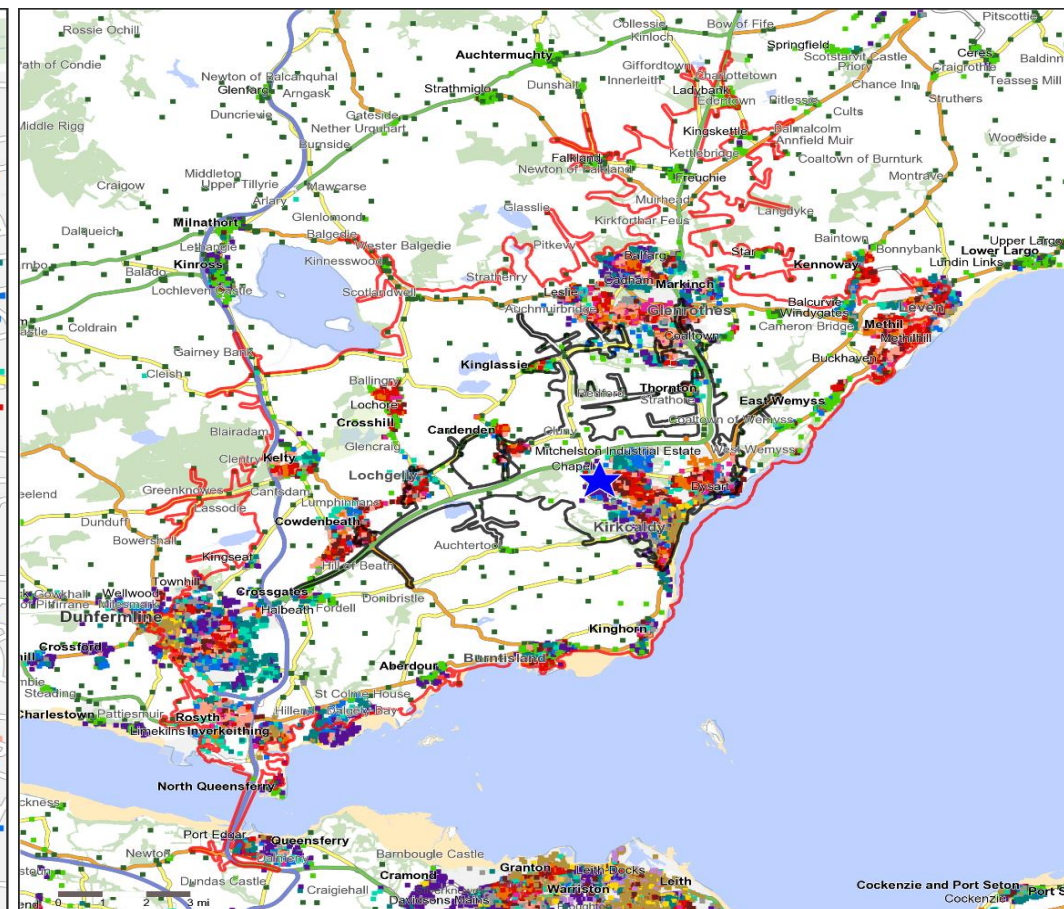
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,240	59.8	180	4,353	59.0	178	108,287	52.0	157
Medium (7-13)	623	30.0	91	2,170	29.4	89	62,995	30.2	91
High (14-19)	215	10.4	36	933	12.6	44	33,304	16.0	56

## 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	21	0	21
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	0	0	51	0	51
B06	Diamond Days	20	33	412	966	20	33
B07	Alpha Families	65	199	620	2,572	65	199
B08	Bank of Mum and Dad	20	68	424	1,555	20	68
B09	Empty-Nest Adventure	78	219	922	6,707	78	219
C10	Wealthy Landowners	0	10	43	611	0	10
C11	Rural Vogue	0	6	169	970	0	6
C12	Scattered Homesteads	0	2	117	1,087	0	2
C13	Village Retirement	0	20	81	2,445	0	20
D14	Satellite Settlers	4	41	163	3,583	4	41
D15	Local Focus	0	0	339	3,393	0	0
D16	Outlying Seniors	0	0	508	5,403	0	0
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	0	724	1,495	0	0
E19	Bungalow Heaven	15	126	911	3,806	15	126
E20	Classic Grandparents	0	26	685	2,078	0	26
E21	Solo Retirees	0	0	307	1,292	0	0
F22	Boomerang Boarders	0	222	1,995	4,980	0	222
F23	Family Ties	14	23	263	1,037	14	23
F24	Fledgling Free	22	23	706	3,331	22	23
F25	Dependable Me	0	218	1,773	5,199	0	218
G26	Cafés and Catchments	0	0	8	40	0	0
G27	Thriving Independence	0	0	388	804	0	0
G28	Modern Parents	30	306	1,896	15,855	30	306
G29	Mid-Career Convention	51	183	772	4,896	51	183
H30	Primary Ambitions	0	37	443	946	0	37
H31	Affordable Fringe	87	231	833	3,408	87	231
H32	First-Rung Futures	31	192	954	2,162	31	192
H33	Contemporary Starts	0	79	799	6,354	0	79
H34	New Foundations	0	6	185	612	0	6
H35	Flying Solo	0	0	5	332	0	0

				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	44	44	447	1,175	44	44
I37	Budget Generations	0	34	180	3,191	0	34
I38	Economical Families	0	92	683	2,704	0	92
I39	Families on a Budget	0	84	1,576	6,954	0	84
J40	Value Rentals	0	0	728	6,322	0	0
J41	Youthful Endeavours	0	0	176	834	0	0
J42	Midlife Renters	0	94	226	1,168	0	94
J43	Renting Rooms	0	0	77	105	0	0
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	385	653	0	0
K47	Single Essentials	19	378	7,390	20,019	19	378
K48	Mature Workers	0	203	1,788	11,804	0	203
L49	Flatlet Seniors	0	5	1,579	3,880	0	5
L50	Pocket Pensions	90	202	874	3,519	90	202
L51	Retirement Communities	0	0	553	802	0	0
L52	Estate Veterans	171	1,612	4,557	13,947	171	1,612
L53	Seasoned Survivors	0	26	480	1,180	0	26
M54	Down-to-Earth Owners	1,206	2,068	5,851	23,611	1,206	2,068
M55	Back with the Folks	72	174	839	4,207	72	174
M56	Self Supporters	23	80	609	3,887	23	80
N57	Community Elders	0	0	0	0	0	0
N58	Culture & Comfort	0	0	0	0	0	0
N59	Large Family Living	0	0	0	0	0	0
N60	Ageing Access	0	0	734	1,940	0	0
O61	Career Builders	0	0	39	406	0	0
O62	Central Pulse	0	0	11	11	0	0
O63	Flexible Workforce	0	0	0	2	0	0
O64	Bus-Route Renters	0	0	4,119	7,807	0	0
O65	Learners & Earners	0	0	0	0	0	0
O66	Student Scene	0	0	0	0	0	0
U99	Unclassified	13	13	44	282	13	13
Total				2,075	7,379	51,390	208,401



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

### 2. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

### 3. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

### 2. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

### 3. G28 Modern Parents

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



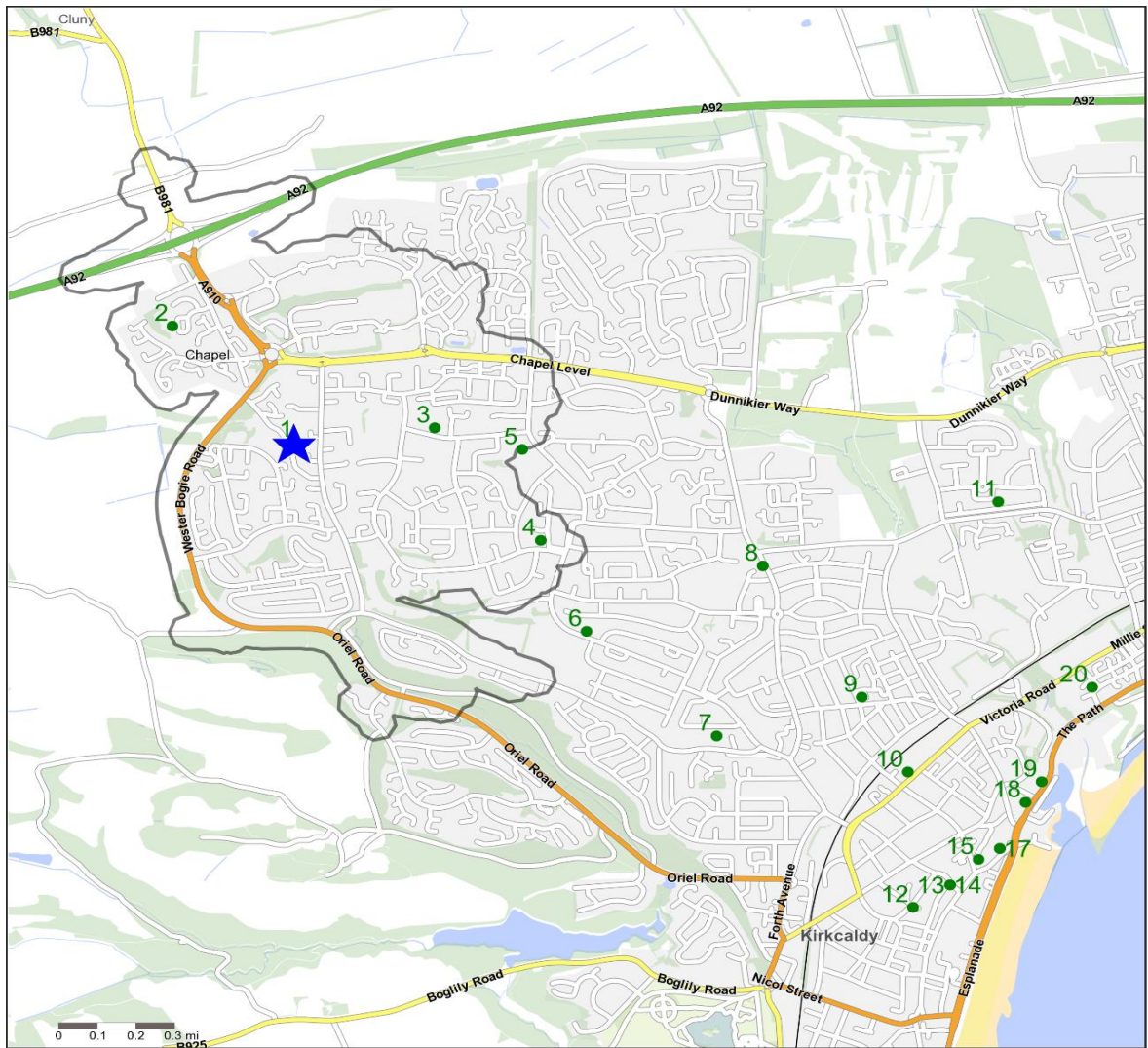
- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](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	1,480	20.1	66		549	7.4	45		5,339	72.3	139	
Male: Alone	3,271	44.3	149		951	12.9	83		3,146	42.6	80	
Male: Group	1,232	16.7	73		3,162	42.8	164		2,975	40.3	81	
Male: Pair	2,942	39.9	153		614	8.3	55		3,813	51.7	90	
Mixed Sex: Group	926	12.5	55		3,306	44.8	140		3,136	42.5	97	
Mixed Sex: Pair	1,403	19.0	81		3,294	44.6	137		2,672	36.2	85	
With Children	3,256	44.1	152		503	6.8	40		3,609	48.9	92	
Unknown	1,128	15.3	47		255	3.5	19		5,986	81.1	169	
For Eating:												
Upmarket	1,052	14.3	47		1,119	15.2	73		5,198	70.4	149	
Midmarket	1,123	15.2	44		128	1.7	19		6,118	82.9	150	
Downmarket	3,352	45.4	204		1,693	22.9	66		2,324	31.5	76	
For Drinking (monthly spend):												
Nothing	3,603	48.8	161		1,424	19.3	82		2,342	31.7	71	
Low (less than £10)	1,579	21.4	72		2,712	36.7	156		3,077	41.7	92	
Medium (Between £10 and £40)	1,556	21.1	69		2,415	32.7	183		3,397	46.0	92	
High (Greater than £40)	1,083	14.7	57		2,843	38.5	188		3,442	46.6	89	

Activity Group Structure	20 Minute Drivetime									
	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	76,193	36.6	121	17,832	8.6	52	114,092	54.7	105	
Male: Alone	70,257	33.7	113	55,930	26.8	172	81,930	39.3	74	
Male: Group	48,004	23.0	101	71,601	34.4	131	88,512	42.5	86	
Male: Pair	67,400	32.3	124	17,141	8.2	54	123,575	59.3	103	
Mixed Sex: Group	45,046	21.6	95	84,887	40.7	128	78,185	37.5	85	
Mixed Sex: Pair	53,776	25.8	110	87,914	42.2	130	66,427	31.9	75	
With Children	71,922	34.5	119	33,948	16.3	97	102,248	49.1	93	
Unknown	49,909	23.9	73	25,087	12.0	67	133,121	63.9	133	
For Eating:										
Upmarket	41,112	19.7	64	52,190	25.0	120	114,815	55.1	117	
Midmarket	57,092	27.4	80	9,316	4.5	50	141,708	68.0	123	
Downmarket	74,303	35.7	160	96,323	46.2	132	37,491	18.0	43	
For Drinking (monthly spend):										
Nothing	92,538	44.4	147	60,314	28.9	122	55,265	26.5	59	
Low (less than £10)	55,359	26.6	89	62,150	29.8	127	90,609	43.5	96	
Medium (Between £10 and £40)	51,889	24.9	81	45,229	21.7	122	110,999	53.3	106	
High (Greater than £40)	41,551	19.9	77	59,992	28.8	140	106,574	51.1	98	

## Competitor Map



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Site
 Star Pubs
 Pubs
 Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Chapel Tavern, KY 2 6TT	Star Pubs & Bars	0.0	0.2
2	Home Farm View, KY 2 6QW	Greene King	12.7	2.4
3	Eddys, KY 2 6NH	Kingdom Taverns	14.8	2.9
4	Tavern, KY 2 6EY	Independent Free	17.8	3.8
5	Spiral Weave, KY 2 6FF	Marston's	20.5	3.7
6	Charleys, KY 2 6AL	Star Pubs & Bars	24.1	4.6
7	Steadings, KY 2 5RB	Star Pubs & Bars	28.7	5.6
8	Eagles Nest, KY 2 5DE	Trust Inns	32.9	5.3
9	Weavers, KY 2 5JZ	Star Pubs & Bars	40.4	6.5
10	Windsor Hotel, KY 1 1DR	Independent Free	42.6	6.7
11	Alpha Bar, KY 1 2JP	Independent Free	44.4	6.2
12	Dv8, KY 1 1ED	Independent Free	45.6	7.3
13	Robert Nairn, KY 1 1EH	Wetherspoon	47.1	8.3
14	Wynd, KY 1 1EH	Independent Free	47.1	8.3
15	Cafe Continental, KY 1 1BB	Independent Free	47.4	8.1
16	Betty Nicols, KY 1 1JL	Independent Free	50.1	8.3
17	Heritage, KY 1 1JL	Independent Free	50.1	8.3
18	Wharfe, KY 1 2SG	Independent Free	51.0	8.6
19	Harbour Bar, KY 1 2SN	Independent Free	51.6	8.8
20	Path Tavern, KY 1 2PE	Independent Free	54.0	9.0