

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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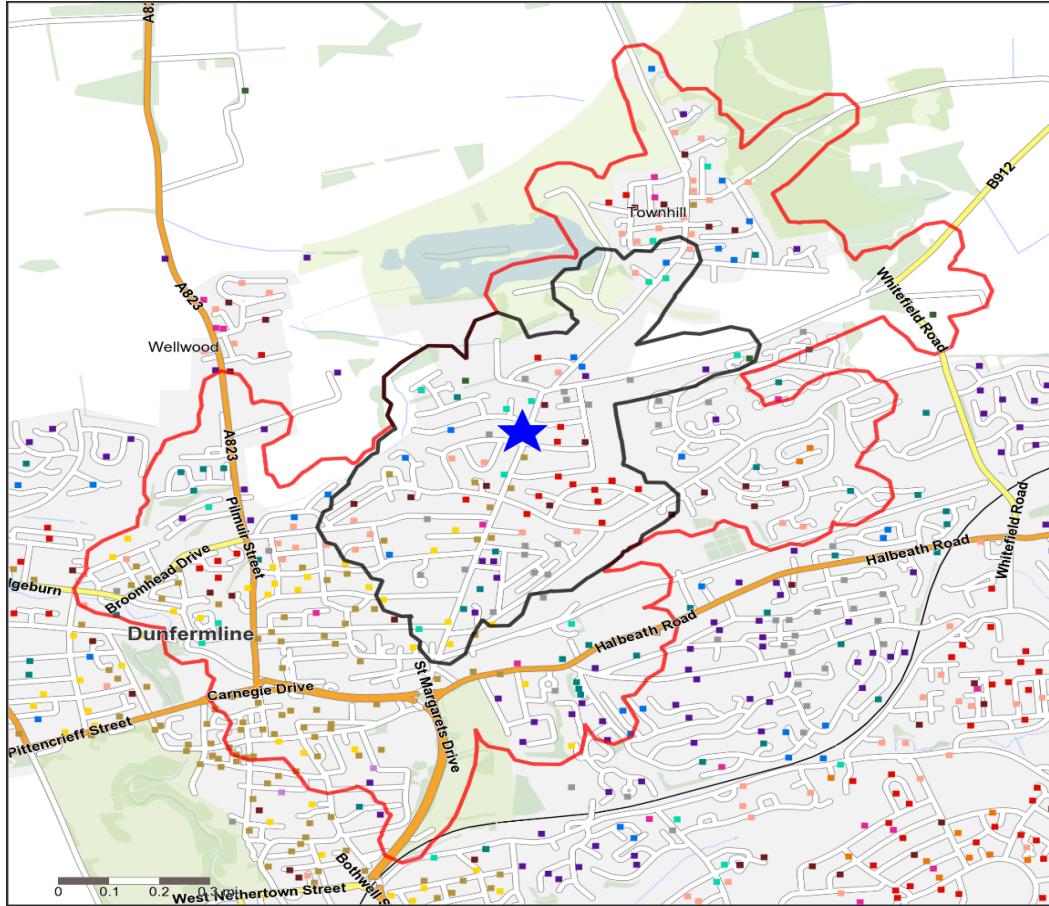
Number of Pubs	1	14	113
Catchment Adults 18+	3,173	8,814	138,001
Catchment Adults 18+ Per Pub	3,173	630	1,221
Populaton Projection 2018 to 2028 (% change)	2.63%	2.23%	3.74%

		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	2,722	85.8	166	1	High Street Pub	7,430	84.3	163	1	High Street Pub	100,648	72.9	141
2	Community Pub	2,578	81.2	174	2	Community Pub	6,445	73.1	157	2	Premium Local	79,961	57.9	124
3	Premium Local	1,098	34.6	55	3	Premium Local	3,177	36.0	57	3	Community Pub	78,977	57.2	91
4	Circuit Bar	974	30.7	237	4	Great Pub Great Food	2,471	28.0	217	4	Great Pub Great Food	53,809	39.0	302
5	Craft Led	918	28.9	72	5	Circuit Bar	2,442	27.7	69	5	Bit of Style	32,513	23.6	58
6	Great Pub Great Food	807	25.4	95	6	Bit of Style	1,261	14.3	53	6	Circuit Bar	22,569	16.4	61
7	Bit of Style	360	11.3	110	7	Craft Led	1,197	13.6	132	7	Craft Led	11,129	8.1	78

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	262	8.3	93	831	9.4	107	11,620	8.4	95
C1	413	13.0	106	1,376	15.6	127	19,040	13.8	113
C2	298	9.4	114	806	9.1	111	13,391	9.7	118
DE	413	13.0	126	1,088	12.3	120	14,200	10.3	100

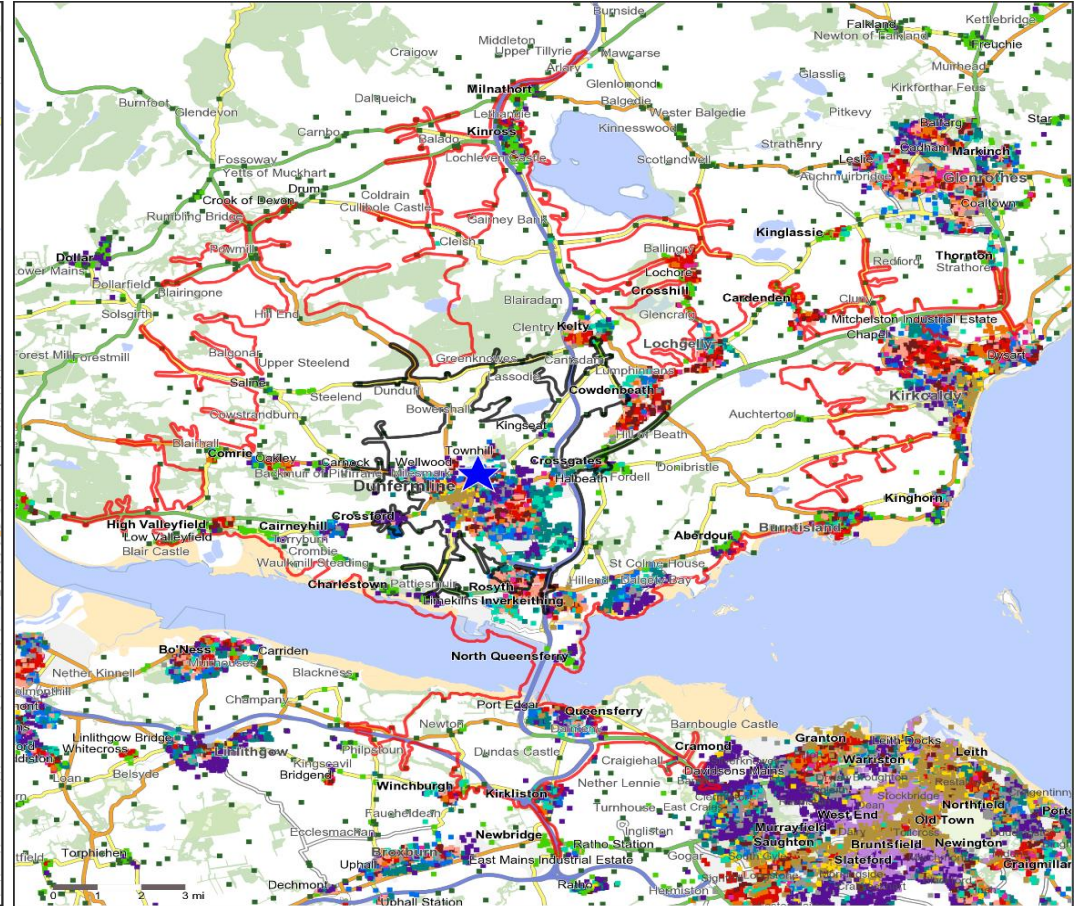
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,541	48.6	146	3,715	42.1	127	54,218	39.3	118
Medium (7-13)	1,060	33.4	101	3,055	34.7	105	48,005	34.8	105
High (14-19)	492	15.5	55	1,656	18.8	66	32,314	23.4	82

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

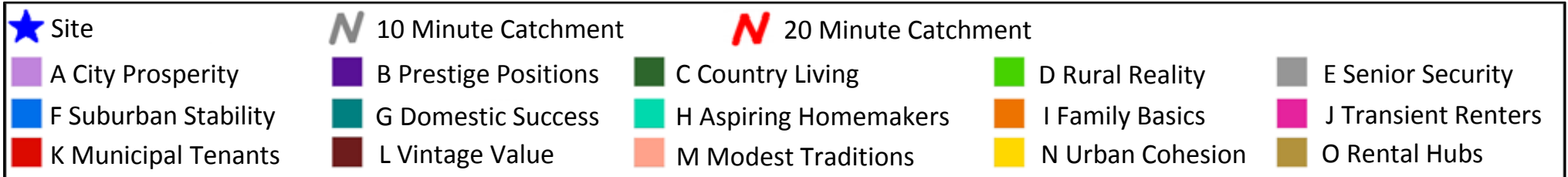


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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
A02	Uptown Elite	0	18	23	23
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	11	377
B06	Diamond Days	0	89	379	1,614
B07	Alpha Families	5	145	891	3,539
B08	Bank of Mum and Dad	61	98	805	1,762
B09	Empty-Nest Adventure	115	323	3,631	6,662
C10	Wealthy Landowners	4	10	133	1,377
C11	Rural Vogue	0	0	74	994
C12	Scattered Homesteads	0	0	123	827
C13	Village Retirement	0	0	269	2,101
D14	Satellite Settlers	0	0	304	3,472
D15	Local Focus	0	0	272	3,198
D16	Outlying Seniors	0	0	282	3,727
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	142	261	696	1,005
E19	Bungalow Heaven	89	161	672	1,848
E20	Classic Grandparents	28	71	661	907
E21	Solo Retirees	188	188	354	1,012
F22	Boomerang Boarders	123	410	2,205	3,952
F23	Family Ties	2	96	360	1,448
F24	Fledgling Free	44	210	698	2,214
F25	Dependable Me	6	19	1,479	3,652
G26	Cafés and Catchments	7	18	146	146
G27	Thriving Independence	20	80	374	797
G28	Modern Parents	0	369	6,887	13,629
G29	Mid-Career Convention	105	141	1,139	4,964
H30	Primary Ambitions	0	11	291	706
H31	Affordable Fringe	85	85	954	2,913
H32	First-Rung Futures	101	167	547	1,426
H33	Contemporary Starts	15	129	3,039	6,584
H34	New Foundations	5	5	218	675
H35	Flying Solo	13	35	110	313

		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	115	492	701
I37	Budget Generations	0	0	438	1,358
I38	Economical Families	0	0	176	660
I39	Families on a Budget	0	0	560	2,544
J40	Value Rentals	0	84	797	2,515
J41	Youthful Endeavours	0	97	300	533
J42	Midlife Renters	20	133	434	1,063
J43	Renting Rooms	0	0	0	42
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	309	309	309
K47	Single Essentials	709	791	3,118	8,657
K48	Mature Workers	0	0	730	4,469
L49	Flatlet Seniors	145	316	1,045	1,850
L50	Pocket Pensions	0	128	447	1,904
L51	Retirement Communities	22	63	202	398
L52	Estate Veterans	32	32	1,921	6,906
L53	Seasoned Survivors	109	109	284	304
M54	Down-to-Earth Owners	163	307	3,469	12,388
M55	Back with the Folks	120	254	1,539	3,325
M56	Self Supporters	116	419	1,723	3,027
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	352	1,044	1,619	1,932
O61	Career Builders	95	203	361	732
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	1	2	2
O64	Bus-Route Renters	133	1,216	3,222	4,379
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	54	94	134
Total		3,174	8,814	51,309	137,996

Top 3 Mosaic Types in a 20 Minute Walktime

1. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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. 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. 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

2. 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

3. K47 Single Essentials

Singles renting small social flats in town centres



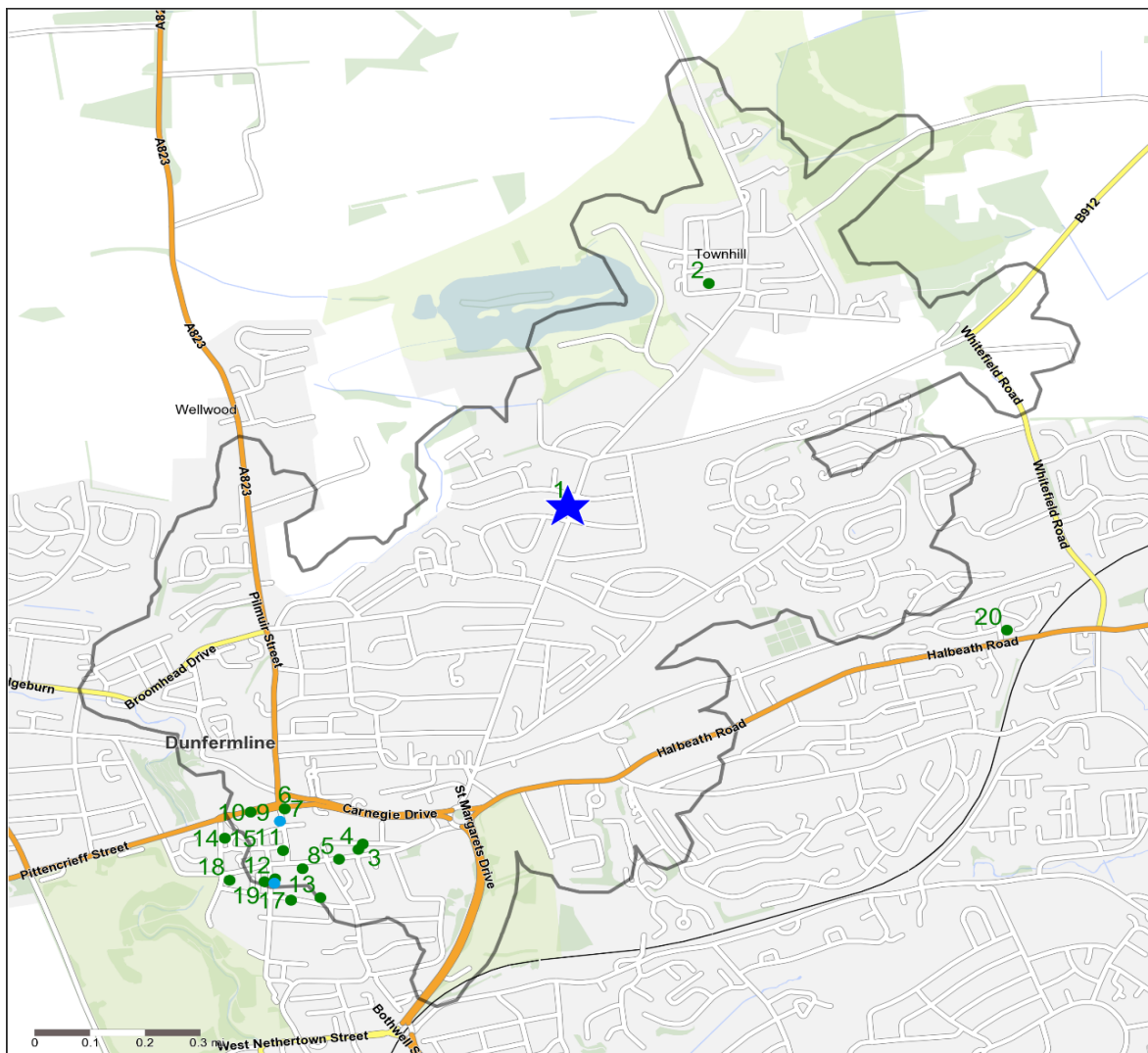
- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

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	4,968	56.4	186	547	6.2	38	3,244	36.8	71		
Male: Alone	4,072	46.2	155	1,995	22.6	145	2,694	30.6	57		
Male: Group	3,483	39.5	173	2,562	29.1	111	2,714	30.8	62		
Male: Pair	4,896	55.5	213	907	10.3	68	2,956	33.5	58		
Mixed Sex: Group	3,875	44.0	192	2,266	25.7	81	2,619	29.7	68		
Mixed Sex: Pair	2,873	32.6	139	3,713	42.1	130	2,174	24.7	58		
With Children	3,413	38.7	134	978	11.1	66	4,369	49.6	94		
Unknown	1,163	13.2	40	2,619	29.7	166	4,978	56.5	118		
For Eating:											
Upmarket	3,742	42.5	139	1,836	20.8	100	3,182	36.1	76		
Midmarket	4,668	53.0	154	265	3.0	33	3,826	43.4	78		
Downmarket	2,679	30.4	137	4,672	53.0	152	1,409	16.0	38		
For Drinking (monthly spend):											
Nothing	3,282	37.2	123	3,121	35.4	150	2,357	26.7	60		
Low (less than £10)	3,027	34.3	115	2,161	24.5	104	3,572	40.5	89		
Medium (Between £10 and £40)	3,027	34.3	112	2,401	27.2	153	3,332	37.8	75		
High (Greater than £40)	3,154	35.8	138	2,139	24.3	118	3,467	39.3	75		

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	51,622	37.4	124	15,956	11.6	71	70,289	50.9	98		
Male: Alone	44,334	32.1	108	34,171	24.8	159	59,361	43.0	81		
Male: Group	29,089	21.1	92	43,234	31.3	120	65,543	47.5	96		
Male: Pair	39,063	28.3	109	10,799	7.8	51	88,006	63.8	111		
Mixed Sex: Group	25,733	18.6	82	62,782	45.5	142	49,351	35.8	81		
Mixed Sex: Pair	43,174	31.3	133	50,017	36.2	111	44,676	32.4	76		
With Children	46,365	33.6	116	25,150	18.2	108	66,351	48.1	91		
Unknown	38,252	27.7	84	19,177	13.9	77	80,438	58.3	122		
For Eating:											
Upmarket	34,517	25.0	82	32,836	23.8	114	70,515	51.1	108		
Midmarket	32,989	23.9	70	4,114	3.0	33	100,764	73.0	132		
Downmarket	42,372	30.7	138	66,123	47.9	137	29,372	21.3	51		
For Drinking (monthly spend):											
Nothing	52,930	38.4	127	44,083	31.9	135	40,854	29.6	66		
Low (less than £10)	48,271	35.0	117	38,297	27.8	118	51,299	37.2	82		
Medium (Between £10 and £40)	45,720	33.1	108	28,529	20.7	116	63,618	46.1	92		
High (Greater than £40)	35,987	26.1	101	36,153	26.2	128	65,726	47.6	91		

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	Yeoman, KY12 0DS	Star Pubs & Bars	0.9	0.1
2	Village Inn, KY12 0HP	Independent Free	11.8	2.6
3	Monarch Bar, KY12 7QE	Independent Free	16.6	3.6
4	Roos Leap, KY12 7JB	Independent Free	16.6	3.6
5	East Port, KY12 7JG	Stonegate Pub Company	17.8	3.9
6	Coadys, KY12 7AJ	Star Pubs & Bars	18.1	3.7
7	Corner Music Bar, KY12 7AJ	Independent Free	18.1	3.7
8	Guildhall And Linen Exchange, KY12 7DR	Wetherspoon	18.4	3.9
9	Brasshouse, KY12 7AN	Greene King	19.6	3.9
10	Retros, KY12 7AN	Independent Free	19.6	3.9
11	Commercial Inn, KY12 7EB	Hawthorn Leisure	19.9	3.8
12	Montys, KY12 7NS	Star Pubs & Bars	20.2	5.0
13	Fabric, KY12 7NT	Independent Free	20.5	4.8
14	Bruce Tavern, KY12 7AG	Independent Free	21.4	5.7
15	Cafe Continental, KY12 7AG	Independent Free	21.4	5.7
16	De Brus, KY12 7NU	Independent Free	21.7	4.7
17	Pj Molloys, KY12 7NU	Caledonian Heritable	21.7	4.7
18	Tappie Toories, KY12 7NB	Independent Free	21.7	5.2
19	Somewhere Else Lounge Bar, KY12 7NR	Independent Free	22.6	5.0
20	Elizabethan, KY12 7LX	Greene King	32.0	4.7