

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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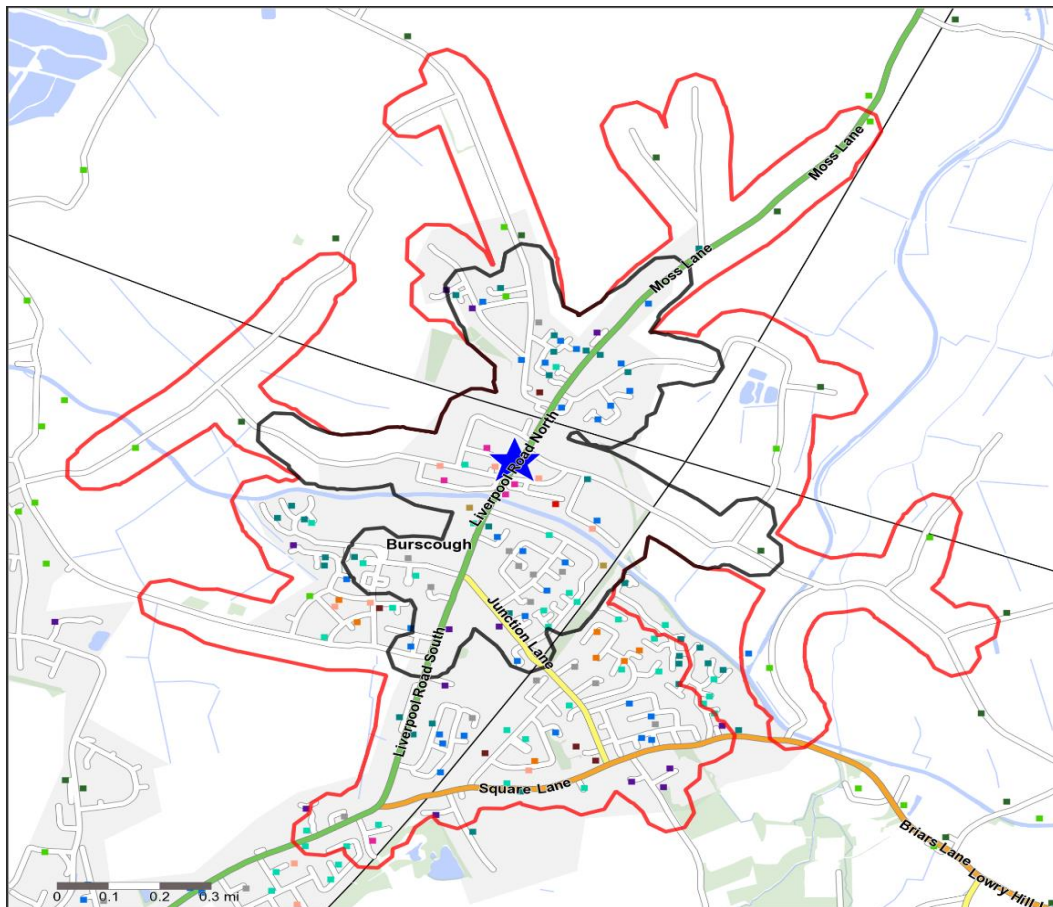
Number of Pubs	5	7	170
Catchment Adults 18+	2,806	6,323	161,170
Catchment Adults 18+ Per Pub	561	903	948
Populaton Projection 2018 to 2028 (% change)	0.14%	1.28%	1.90%

		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	2,327	82.9	160	1	High Street Pub	5,002	79.1	153	1	Premium Local	103,964	64.5	125
2	Premium Local	1,780	63.4	136	2	Premium Local	4,390	69.4	149	2	High Street Pub	103,152	64.0	137
3	Community Pub	1,431	51.0	81	3	Great Pub Great Food	3,120	49.3	78	3	Great Pub Great Food	80,914	50.2	80
4	Great Pub Great Food	1,186	42.3	327	4	Community Pub	3,061	48.4	374	4	Community Pub	69,678	43.2	334
5	Bit of Style	1,026	36.6	91	5	Bit of Style	2,233	35.3	88	5	Bit of Style	29,729	18.4	46
6	Circuit Bar	723	25.8	96	6	Circuit Bar	1,217	19.2	72	6	Circuit Bar	13,143	8.2	30
7	Craft Led	405	14.4	140	7	Craft Led	762	12.1	117	7	Craft Led	10,242	6.4	62

	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	232	8.3	94	524	8.3	94	12,700	7.9	89
C1	316	11.3	92	758	12.0	98	18,380	11.4	93
C2	247	8.8	107	587	9.3	112	12,205	7.6	92
DE	222	7.9	77	492	7.8	76	12,847	8.0	77

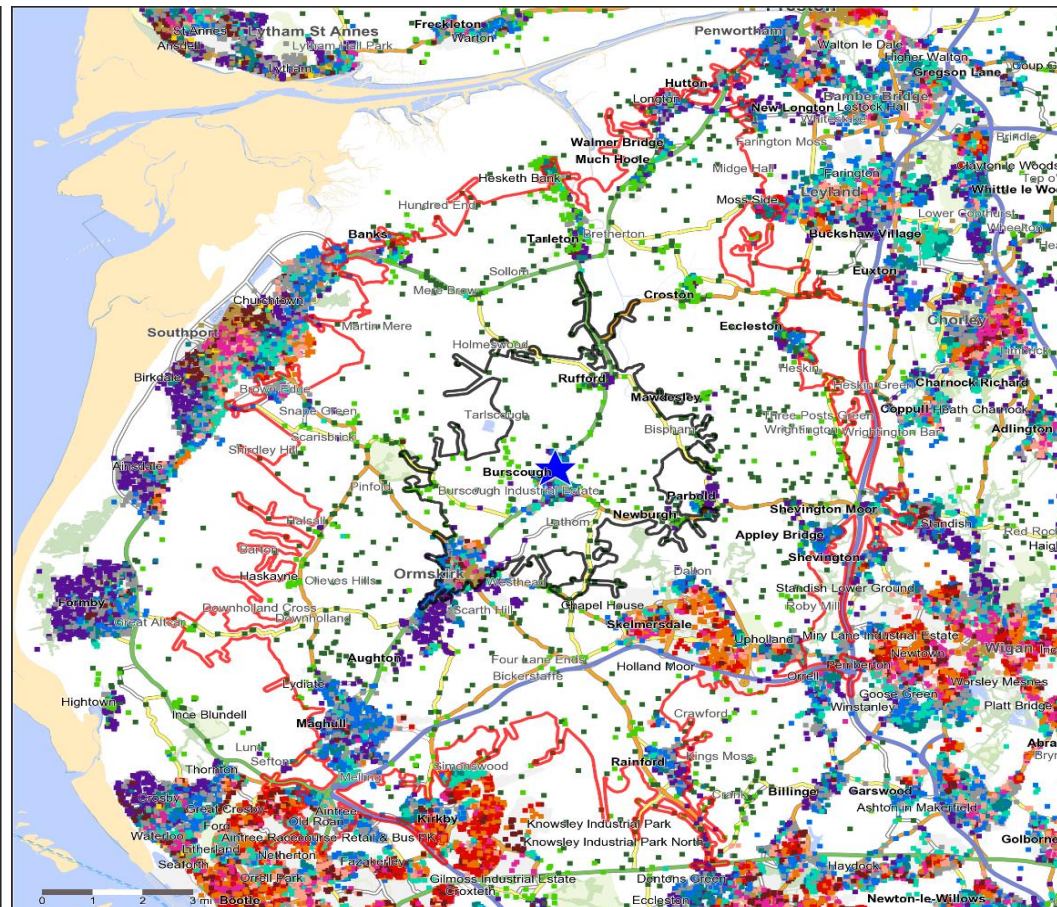
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	666	23.7	72	1,629	25.8	78	44,050	27.3	82
Medium (7-13)	1,458	52.0	157	3,107	49.1	148	67,514	41.9	126
High (14-19)	364	13.0	46	1,005	15.9	56	32,024	19.9	70

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	0	0	0
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	38	270
	B06	Diamond Days	0	4	69	1,839
	B07	Alpha Families	4	24	424	3,608
	B08	Bank of Mum and Dad	57	185	516	3,300
	B09	Empty-Nest Adventure	27	78	429	5,817
	C10	Wealthy Landowners	3	28	658	4,287
	C11	Rural Vogue	4	36	374	1,975
	C12	Scattered Homesteads	8	11	97	859
	C13	Village Retirement	61	117	1,401	5,855
	D14	Satellite Settlers	37	168	1,675	11,775
	D15	Local Focus	23	74	248	1,911
	D16	Outlying Seniors	0	2	212	2,469
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	5	15	322	1,957
	E19	Bungalow Heaven	105	273	1,064	9,142
	E20	Classic Grandparents	151	151	514	3,274
	E21	Solo Retirees	40	87	452	3,482
	F22	Boomerang Boarders	373	712	2,734	13,448
	F23	Family Ties	7	39	268	1,856
	F24	Fledgling Free	48	97	118	4,710
	F25	Dependable Me	208	339	1,201	9,057
	G26	Cafés and Catchments	0	0	8	10
	G27	Thriving Independence	52	52	138	706
	G28	Modern Parents	78	315	384	4,226
	G29	Mid-Career Convention	393	838	1,668	10,279
	H30	Primary Ambitions	10	43	123	604
	H31	Affordable Fringe	27	397	826	5,146
	H32	First-Rung Futures	261	582	1,220	5,902
	H33	Contemporary Starts	117	216	365	2,225
	H34	New Foundations	0	36	63	312
	H35	Flying Solo	34	70	401	780

			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	220	466
	I37	Budget Generations	0	104	171	857
	I38	Economical Families	0	64	64	2,307
	I39	Families on a Budget	0	0	158	6,609
	J40	Value Rentals	81	81	81	2,731
	J41	Youthful Endeavours	12	12	34	107
	J42	Midlife Renters	82	104	718	1,617
	J43	Renting Rooms	21	21	21	173
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	0
	K47	Single Essentials	110	110	173	1,608
	K48	Mature Workers	0	0	0	4,453
	L49	Flatlet Seniors	0	0	0	349
	L50	Pocket Pensions	32	173	433	2,492
	L51	Retirement Communities	0	0	580	1,518
	L52	Estate Veterans	0	60	409	939
	L53	Seasoned Survivors	0	0	12	585
	M54	Down-to-Earth Owners	0	59	59	2,164
	M55	Back with the Folks	117	210	704	2,822
	M56	Self Supporters	30	30	147	2,127
	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	0	0	0	0
	O61	Career Builders	0	0	152	241
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	188	191	306	497
	O65	Learners & Earners	0	0	1,392	1,534
	O66	Student Scene	0	0	97	178
	U99	Unclassified	0	0	57	3,713
Total			2,806	6,323	23,998	161,168

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. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

3. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

Top 3 Mosaic Types in a 20 Minute Drivetime

1. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

2. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



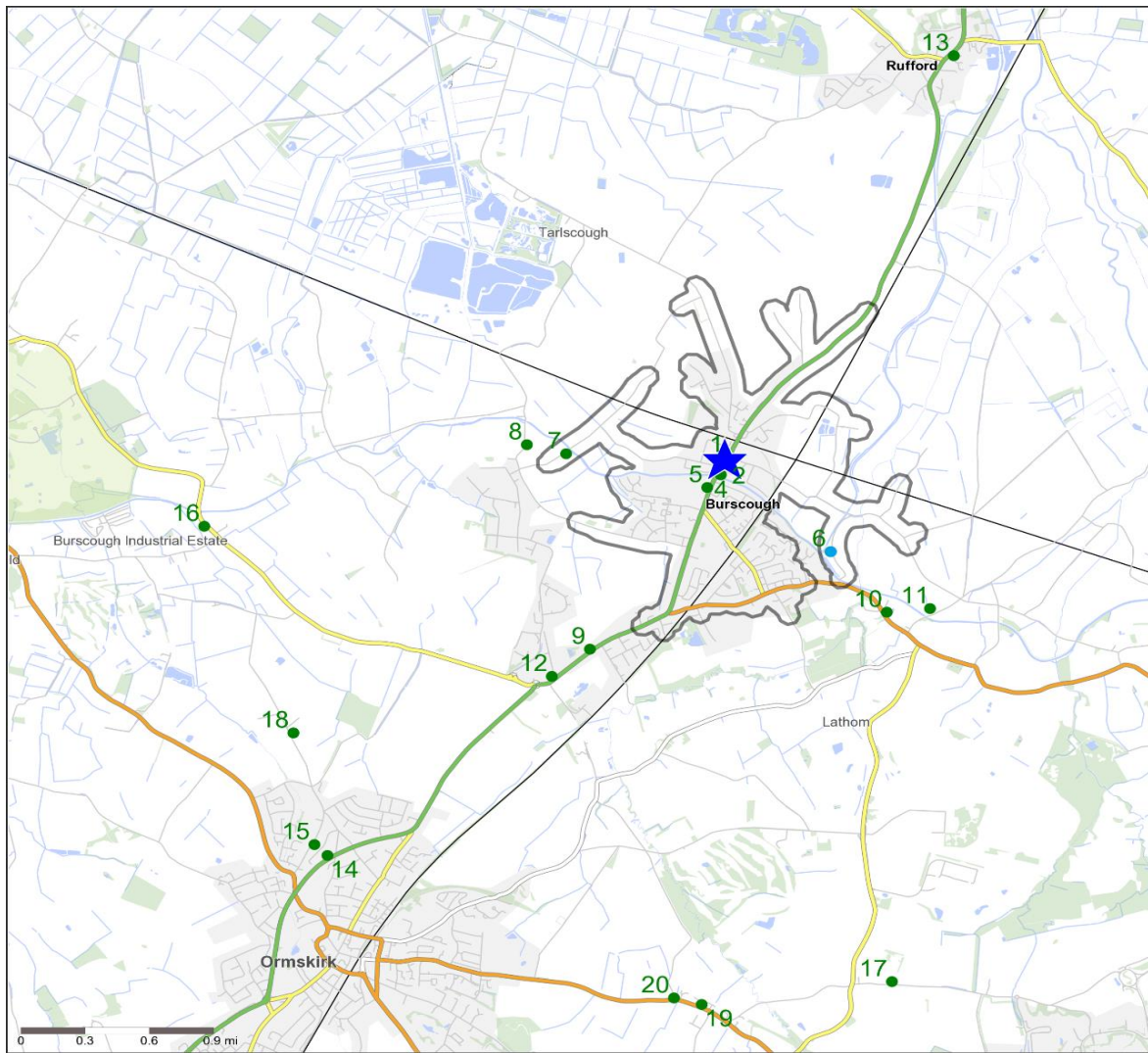
- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

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	2,306	36.5	121	<div><div></div></div>	903	14.3	87	<div><div></div></div>	3,113	49.2	95	<div><div></div></div>
Male: Alone	2,351	37.2	125	<div><div></div></div>	1,396	22.1	141	<div><div></div></div>	2,576	40.7	76	<div><div></div></div>
Male: Group	2,058	32.5	142	<div><div></div></div>	2,111	33.4	127	<div><div></div></div>	2,153	34.1	69	<div><div></div></div>
Male: Pair	1,996	31.6	121	<div><div></div></div>	1,158	18.3	120	<div><div></div></div>	3,169	50.1	87	<div><div></div></div>
Mixed Sex: Group	1,262	20.0	87	<div><div></div></div>	3,213	50.8	159	<div><div></div></div>	1,847	29.2	67	<div><div></div></div>
Mixed Sex: Pair	3,414	54.0	230	<div><div></div></div>	1,243	19.7	60	<div><div></div></div>	1,665	26.3	62	<div><div></div></div>
With Children	2,210	35.0	121	<div><div></div></div>	1,359	21.5	128	<div><div></div></div>	2,753	43.5	82	<div><div></div></div>
Unknown	2,426	38.4	117	<div><div></div></div>	691	10.9	61	<div><div></div></div>	3,205	50.7	106	<div><div></div></div>
For Eating:												
Upmarket	3,005	47.5	155	<div><div></div></div>	933	14.8	71	<div><div></div></div>	2,384	37.7	80	<div><div></div></div>
Midmarket	1,864	29.5	86	<div><div></div></div>	197	3.1	35	<div><div></div></div>	4,262	67.4	122	<div><div></div></div>
Downmarket	2,405	38.0	171	<div><div></div></div>	2,504	39.6	114	<div><div></div></div>	1,414	22.4	54	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	2,277	36.0	119	<div><div></div></div>	2,273	35.9	152	<div><div></div></div>	1,773	28.0	63	<div><div></div></div>
Low (less than £10)	3,204	50.7	170	<div><div></div></div>	1,523	24.1	103	<div><div></div></div>	1,596	25.2	56	<div><div></div></div>
Medium (Between £10 and £40)	3,076	48.6	159	<div><div></div></div>	590	9.3	52	<div><div></div></div>	2,656	42.0	84	<div><div></div></div>
High (Greater than £40)	1,686	26.7	103	<div><div></div></div>	1,730	27.4	133	<div><div></div></div>	2,907	46.0	88	<div><div></div></div>

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	39,265	24.4	80	24,178	15.0	92	94,014	58.3	112
Male: Alone	46,000	28.5	96	26,579	16.5	106	84,878	52.7	99
Male: Group	39,783	24.7	108	44,971	27.9	107	72,703	45.1	91
Male: Pair	33,826	21.0	80	23,944	14.9	97	99,687	61.9	108
Mixed Sex: Group	19,493	12.1	53	68,516	42.5	133	69,449	43.1	98
Mixed Sex: Pair	60,809	37.7	161	47,838	29.7	91	48,810	30.3	71
With Children	29,408	18.2	63	28,188	17.5	104	99,861	62.0	117
Unknown	44,728	27.8	84	10,299	6.4	36	102,431	63.6	133
For Eating:									
Upmarket	43,777	27.2	89	17,862	11.1	53	95,818	59.5	126
Midmarket	33,783	21.0	61	7,962	4.9	55	115,712	71.8	130
Downmarket	52,907	32.8	148	56,349	35.0	100	48,201	29.9	72
For Drinking (monthly spend):									
Nothing	47,544	29.5	98	53,766	33.4	141	56,147	34.8	78
Low (less than £10)	60,193	37.3	125	49,624	30.8	131	47,640	29.6	65
Medium (Between £10 and £40)	55,282	34.3	112	24,528	15.2	85	77,646	48.2	96
High (Greater than £40)	34,715	21.5	83	36,659	22.7	111	86,083	53.4	102

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	Bridge, L 40 OSA	Star Pubs & Bars	0.0	0.1
2	Hop Vine, L 40 4BY	Independent Free	0.0	0.2
3	Jack And Gin, L 40 5RZ	Independent Free	1.5	0.3
4	Woolpack At The Wharf, L 40 5RZ	Independent Free	1.5	0.3
5	Packet House, L 40 5TN	Independent Free	3.0	0.7
6	Ship, L 40 4BX	Star Pubs & Bars	16.6	2.7
7	Slipway, L 40 ORN	Thwaites	16.9	3.3
8	Farmers Arms, L 40 8JA	Star Pubs & Bars	23.5	5.3
9	Lion, L 40 7SU	*Other Small Retail Groups	24.7	3.9
10	Briars Hall Hotel, L 40 5TH	Independent Free	25.7	4.1
11	Ring O Bells, L 40 5TE	*Other Small Retail Groups	29.3	3.9
12	Bull & Dog, L 40 7SS	Punch Pub Company	29.3	5.1
13	Hesketh Arms, L 40 1SB	Independent Free	50.7	6.2
14	Toby Carvery, L 39 1NN	Mitchells & Butlers	57.9	7.1
15	Yew Tree, L 39 1PD	Unknown	61.7	8.5
16	Heatons Bridge Inn, L 40 8JG	Star Pubs & Bars	67.4	8.0
17	Plough Inn, L 40 6JG	Ei Group	74.4	8.6
18	Kicking Donkey, L 40 8HY	Independent Free	85.9	9.0
19	Prince Albert, L 40 6HY	Independent Free	90.0	10.2
20	Halton Castle Inn, L 40 6JF	Independent Free	92.5	10.0