

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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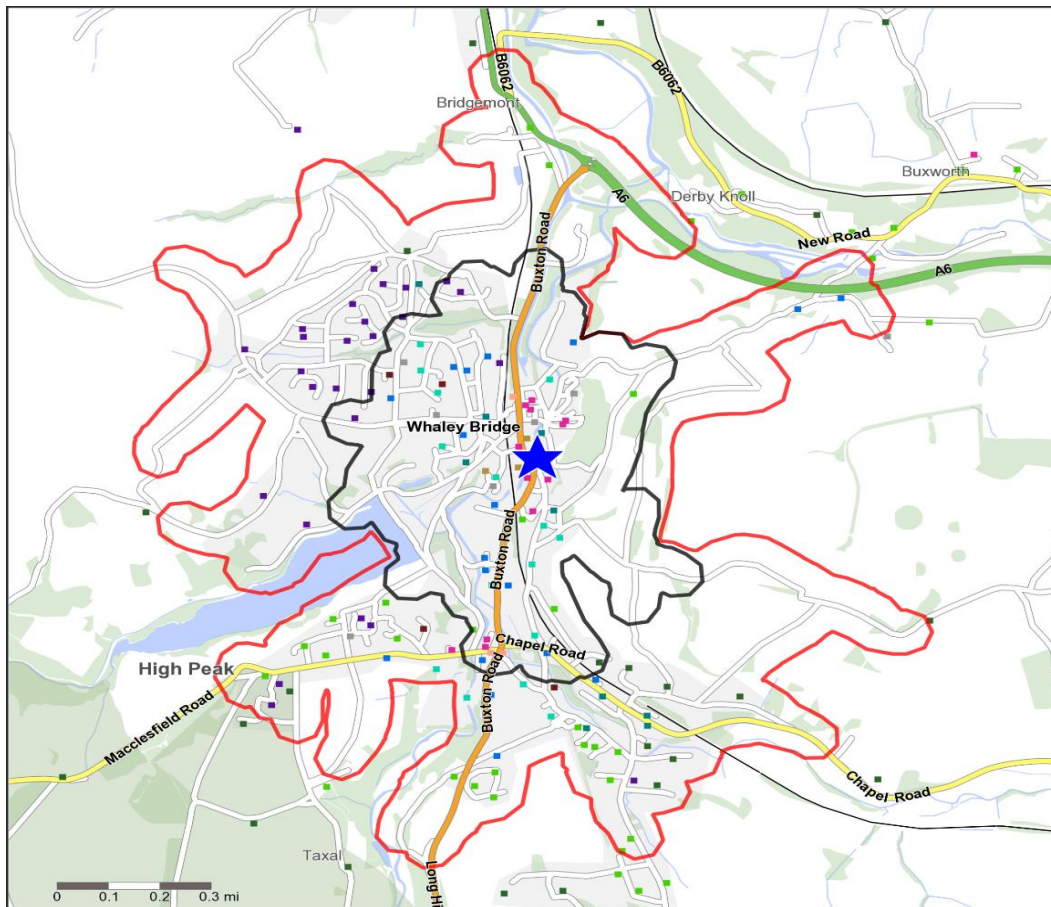
Number of Pubs	6	7	145
Catchment Adults 18+	1,829	4,080	74,860
Catchment Adults 18+ Per Pub	305	583	516
Populaton Projection 2018 to 2028 (% change)	2.77%	3.68%	3.24%

		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	1,409	77.0	149	1	Premium Local	2,932	71.9	139	1	Premium Local	48,208	64.4	124
2	Community Pub	1,255	68.6	147	2	High Street Pub	2,170	53.2	114	2	High Street Pub	45,240	60.4	130
3	Premium Local	1,240	67.8	108	3	Community Pub	2,131	52.2	83	3	Great Pub Great Food	38,208	51.0	81
4	Great Pub Great Food	602	32.9	255	4	Great Pub Great Food	1,964	48.1	372	4	Community Pub	36,917	49.3	381
5	Bit of Style	569	31.1	77	5	Bit of Style	741	18.2	45	5	Bit of Style	15,923	21.3	53
6	Circuit Bar	487	26.6	99	6	Circuit Bar	580	14.2	53	6	Circuit Bar	8,208	11.0	41
7	Craft Led	444	24.3	236	7	Craft Led	524	12.8	125	7	Craft Led	6,220	8.3	81

	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	209	11.4	129	493	12.1	137	7,744	10.3	117
C1	225	12.3	100	460	11.3	92	8,325	11.1	91
C2	159	8.7	105	314	7.7	93	6,442	8.6	104
DE	183	10.0	97	346	8.5	82	6,085	8.1	79

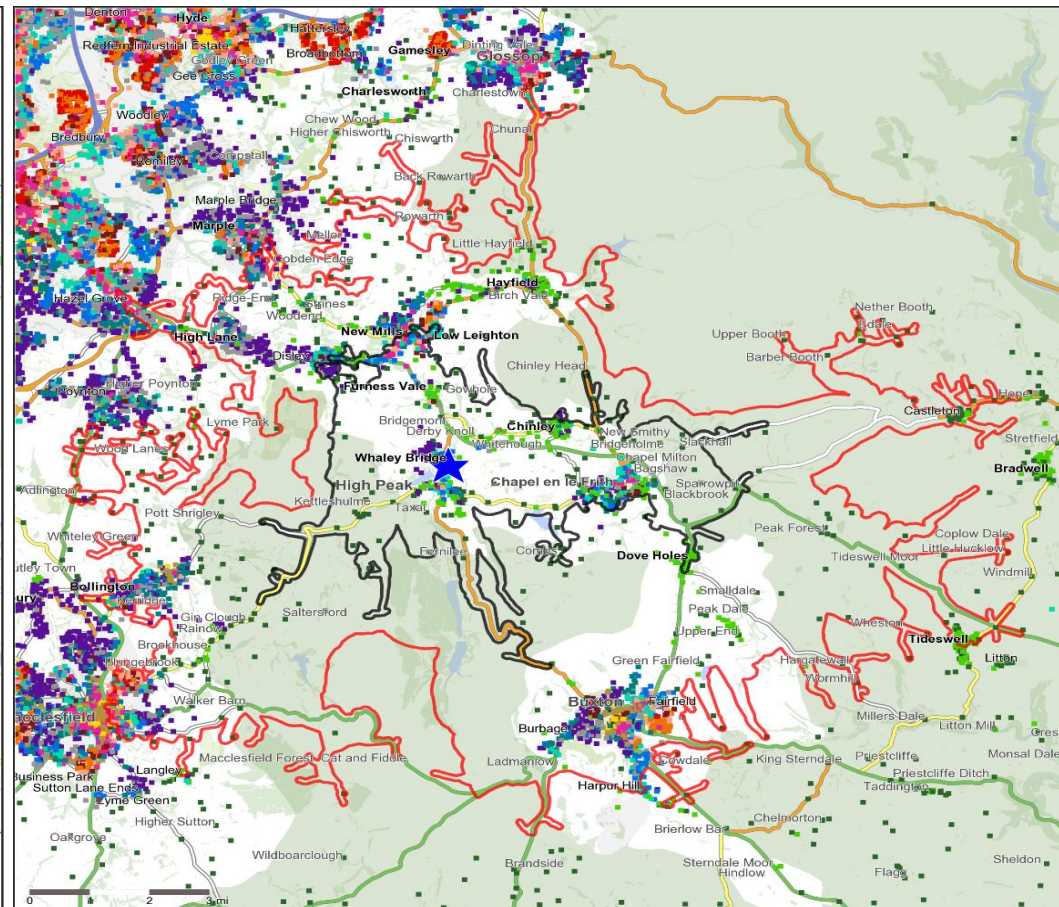
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	427	23.3	70	824	20.2	61	16,151	21.6	65
Medium (7-13)	854	46.7	141	1,649	40.4	122	28,238	37.7	114
High (14-19)	379	20.7	73	1,308	32.1	113	22,582	30.2	106

## 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	14	480
	B06	Diamond Days	31	107	170	1,925
	B07	Alpha Families	80	448	827	2,388
	B08	Bank of Mum and Dad	0	99	331	2,004
	B09	Empty-Nest Adventure	51	282	518	2,872
	C10	Wealthy Landowners	4	38	1,033	3,851
	C11	Rural Vogue	0	2	221	601
	C12	Scattered Homesteads	0	0	125	710
	C13	Village Retirement	22	139	903	2,059
	D14	Satellite Settlers	109	427	1,948	4,958
	D15	Local Focus	0	226	1,192	2,133
	D16	Outlying Seniors	42	128	1,029	2,207
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	33	33	92	2,162
	E19	Bungalow Heaven	17	17	588	2,630
	E20	Classic Grandparents	0	2	16	680
	E21	Solo Retirees	111	132	266	964
	F22	Boomerang Boarders	48	60	348	1,464
	F23	Family Ties	0	0	87	622
	F24	Fledgling Free	87	113	925	1,535
	F25	Dependable Me	289	533	1,312	3,531
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	68	79	96	2,522
	G28	Modern Parents	7	23	83	424
	G29	Mid-Career Convention	46	97	1,218	4,896
	H30	Primary Ambitions	0	0	10	437
	H31	Affordable Fringe	17	17	371	1,907
	H32	First-Rung Futures	345	417	1,300	3,407
	H33	Contemporary Starts	5	18	564	1,230
	H34	New Foundations	0	0	0	53
	H35	Flying Solo	100	107	262	999

			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	0	362
	I37	Budget Generations	0	0	106	1,391
	I38	Economical Families	0	0	0	151
	I39	Families on a Budget	0	0	0	647
	J40	Value Rentals	0	0	233	339
	J41	Youthful Endeavours	0	0	23	178
	J42	Midlife Renters	223	305	1,239	3,676
	J43	Renting Rooms	0	0	0	270
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	307
	K47	Single Essentials	0	0	0	199
	K48	Mature Workers	0	0	0	66
	L49	Flatlet Seniors	0	0	0	314
	L50	Pocket Pensions	19	148	590	1,902
	L51	Retirement Communities	29	29	30	864
	L52	Estate Veterans	0	0	94	891
	L53	Seasoned Survivors	0	0	18	154
	M54	Down-to-Earth Owners	0	0	67	598
	M55	Back with the Folks	1	4	86	1,451
	M56	Self Supporters	8	13	236	1,279
	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	1	604
	O61	Career Builders	0	0	0	1,012
	O62	Central Pulse	0	0	0	21
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	38	38	96	1,539
	O65	Learners & Earners	0	0	0	558
	O66	Student Scene	0	0	0	24
	U99	Unclassified	0	0	39	411
Total			1,830	4,081	18,707	74,859



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

### 3. 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

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 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. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



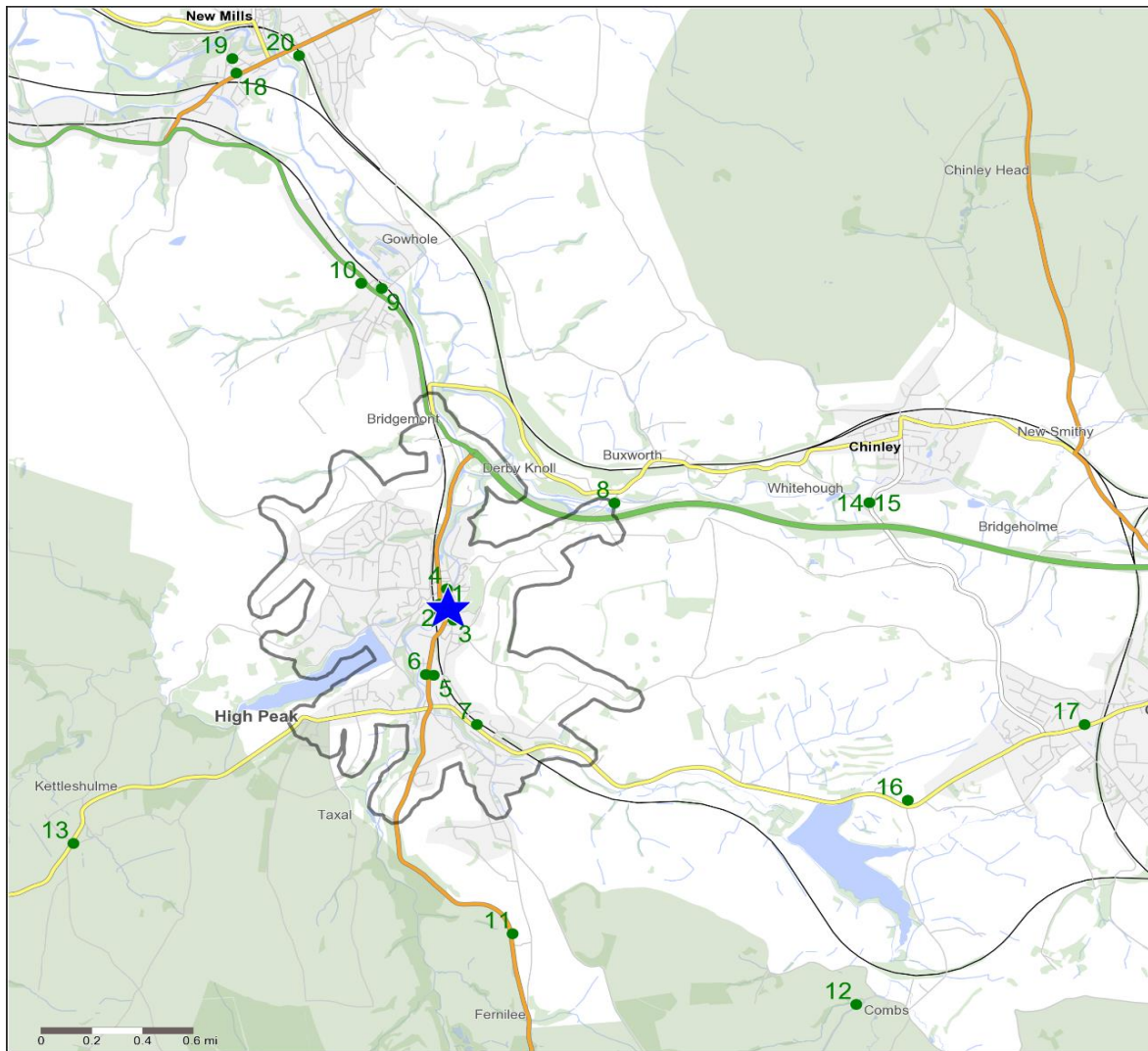
- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

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	548	13.4	44		1,118	27.4	168		2,415	59.2	114	
Male: Alone	1,262	30.9	104		199	4.9	31		2,620	64.2	120	
Male: Group	1,101	27.0	118		597	14.6	56		2,383	58.4	118	
Male: Pair	601	14.7	56		1,095	26.8	176		2,385	58.5	102	
Mixed Sex: Group	460	11.3	49		1,246	30.5	96		2,375	58.2	133	
Mixed Sex: Pair	1,072	26.3	112		1,099	26.9	83		1,910	46.8	110	
With Children	911	22.3	77		461	11.3	67		2,709	66.4	125	
Unknown	793	19.4	59		608	14.9	83		2,679	65.7	137	
For Eating:												
Upmarket	440	10.8	35		855	21.0	101		2,785	68.3	144	
Midmarket	507	12.4	36		107	2.6	29		3,467	85.0	154	
Downmarket	766	18.8	84		1,315	32.2	92		1,999	49.0	118	
For Drinking (monthly spend):												
Nothing	536	13.1	43		1,152	28.2	119		2,392	58.6	131	
Low (less than £10)	830	20.3	68		1,788	43.8	187		1,462	35.8	79	
Medium (Between £10 and £40)	691	16.9	55		776	19.0	107		2,613	64.0	127	
High (Greater than £40)	468	11.5	44		488	12.0	58		3,124	76.6	146	

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	15,104	20.2	67	14,421	19.3	118	44,924	60.0	115
Male: Alone	22,898	30.6	103	10,370	13.9	89	41,180	55.0	103
Male: Group	17,037	22.8	100	19,524	26.1	100	37,888	50.6	102
Male: Pair	16,319	21.8	84	9,809	13.1	86	48,321	64.5	113
Mixed Sex: Group	13,504	18.0	79	26,162	34.9	109	34,782	46.5	106
Mixed Sex: Pair	25,614	34.2	146	19,089	25.5	78	29,745	39.7	93
With Children	17,672	23.6	82	12,811	17.1	102	43,966	58.7	111
Unknown	18,948	25.3	77	12,822	17.1	96	42,679	57.0	119
For Eating:									
Upmarket	20,159	26.9	88	10,563	14.1	68	43,727	58.4	124
Midmarket	16,070	21.5	63	2,186	2.9	32	56,193	75.1	136
Downmarket	15,953	21.3	96	27,475	36.7	105	31,020	41.4	100
For Drinking (monthly spend):									
Nothing	16,985	22.7	75	21,185	28.3	120	36,278	48.5	108
Low (less than £10)	23,445	31.3	105	24,480	32.7	139	26,523	35.4	78
Medium (Between £10 and £40)	21,735	29.0	95	14,151	18.9	106	38,562	51.5	102
High (Greater than £40)	13,167	17.6	68	19,470	26.0	127	41,811	55.9	107

## 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	White Hart, SK23 7HN	Star Pubs & Bars	0.0	0.1
2	Railway, SK23 7AA	Robinsons	1.2	0.3
3	Shepherds Arms, SK23 7HR	Marston's	1.2	0.4
4	Goyt Inn, SK23 7LR	Punch Pub Company	2.7	0.5
5	Cock, SK23 7JE	Robinsons	6.6	1.3
6	White Horse, SK23 7HX	Punch Pub Company	6.6	1.4
7	Drum & Monkey, SK23 7LB	Independent Free	11.8	2.4
8	Navigation Inn, SK23 7NE	Wellington	20.5	3.7
9	Crossings, SK23 7QS	Robinsons	31.4	4.5
10	Soldier Dick, SK23 7PH	*Other Small Retail Groups	32.3	4.6
11	Shady Oak, SK23 7HD	Marston's	33.8	4.3
12	Beehive Inn, SK23 9UT	Independent Free	41.3	9.4
13	Swan, SK23 7QU	Independent Free	41.9	5.9
14	Old Hall Inn, SK23 6EJ	Independent Free	43.8	7.3
15	Paper Mill, SK23 6EJ	Independent Free	43.8	7.3
16	Hanging Gate, SK23 9UH	Independent Free	46.8	6.1
17	New Inn, SK23 9SR	Robinsons	60.7	9.0
18	Beehive Inn, SK22 3EY	Independent Free	63.1	9.1
19	Rock Tavern, SK22 3HW	Robinsons	65.7	9.3
20	Queens Arms, SK22 4NG	Robinsons	69.2	9.8