

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	3	421
Catchment Adults 18+	1,049	3,549	486,198
Catchment Adults 18+ Per Pub	525	1,183	1,155
Populaton Projection 2018 to 2028 (% change)	0.97%	2.90%	5.07%

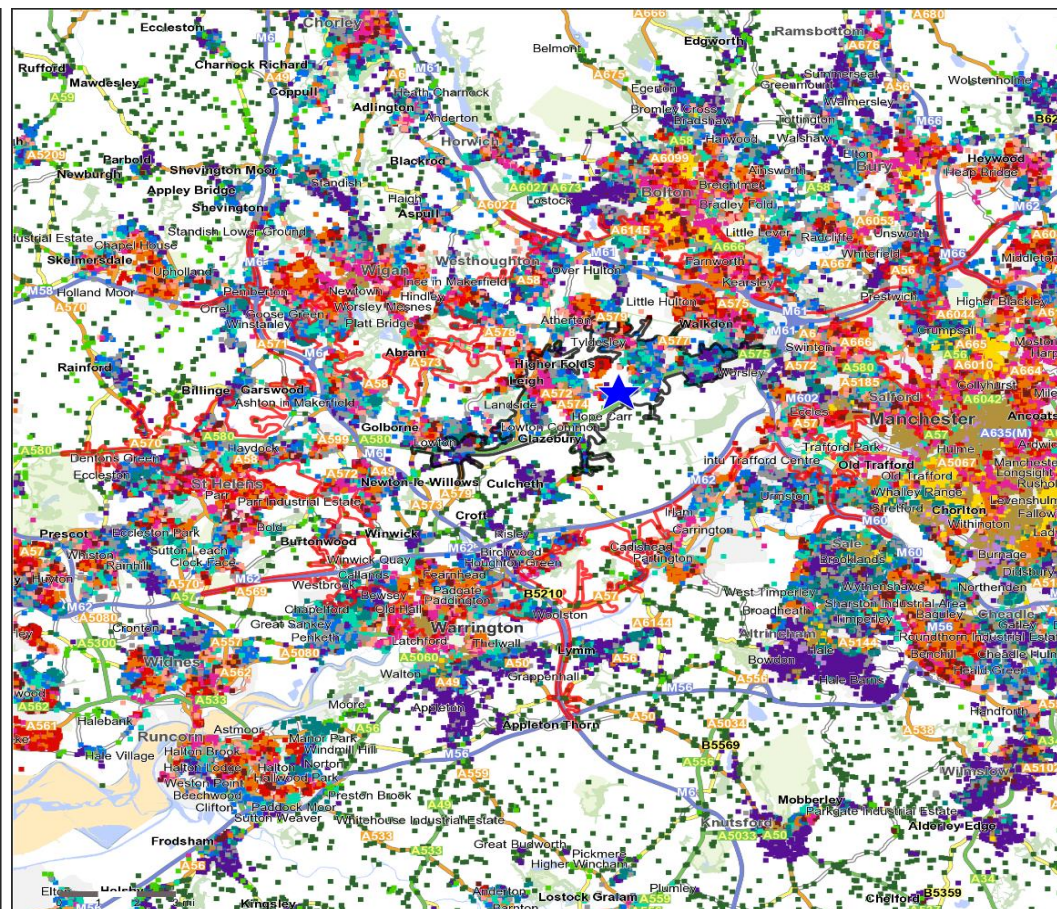
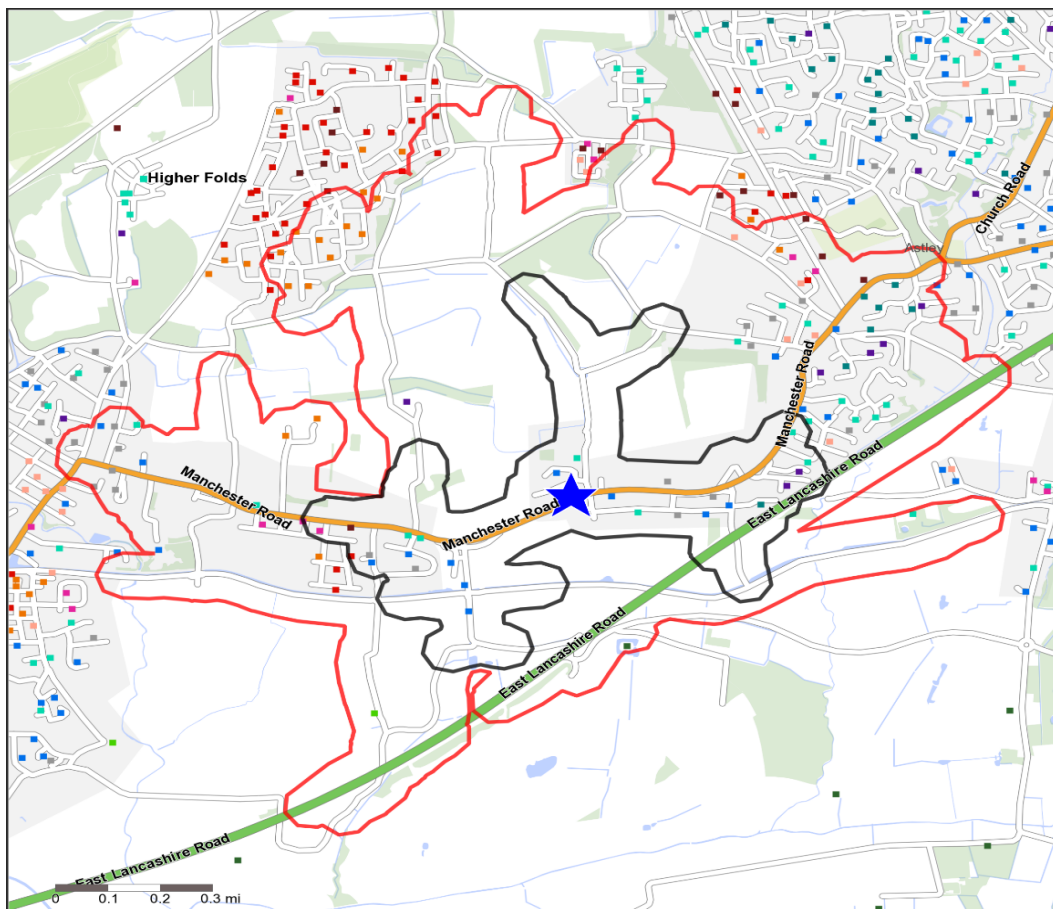
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	869	82.8	160	1	High Street Pub	2,935	82.7	160	1	High Street Pub	424,309	87.3	168
2	Community Pub	672	64.1	137	2	Community Pub	2,457	69.2	149	2	Community Pub	355,148	73.0	157
3	Premium Local	563	53.7	85	3	Premium Local	1,482	41.8	66	3	Premium Local	189,530	39.0	62
4	Great Pub Great Food	326	31.1	240	4	Bit of Style	865	24.4	189	4	Great Pub Great Food	125,620	25.8	200
5	Bit of Style	273	26.0	65	5	Great Pub Great Food	837	23.6	58	5	Bit of Style	99,201	20.4	51
6	Circuit Bar	162	15.4	58	6	Circuit Bar	645	18.2	68	6	Circuit Bar	55,717	11.5	43
7	Craft Led	162	15.4	150	7	Craft Led	515	14.5	141	7	Craft Led	39,558	8.1	79

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	69	6.6	74	223	6.3	71	33,553	6.9	78
C1	132	12.6	103	430	12.1	99	61,771	12.7	104
C2	93	8.9	107	343	9.7	117	45,425	9.3	113
DE	88	8.4	82	435	12.3	119	62,158	12.8	124

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)	343	32.7	99	1,698	47.8	144	255,718	52.6	159
Medium (7-13)	507	48.3	146	1,292	36.4	110	167,284	34.4	104
High (14-19)	113	10.8	38	380	10.7	38	50,145	10.3	36

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	I Family Basics
	H Aspiring Homemakers	N Urban Cohesion
	M Modest Traditions	E Senior Security
		J Transient Renters
		O Rental Hubs

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	61
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	41	914
B06	Diamond Days	0	0	145	2,019
B07	Alpha Families	18	25	902	3,569
B08	Bank of Mum and Dad	15	84	2,074	5,734
B09	Empty-Nest Adventure	0	64	2,046	9,718
C10	Wealthy Landowners	0	2	67	789
C11	Rural Vogue	0	4	39	220
C12	Scattered Homesteads	0	3	24	92
C13	Village Retirement	0	0	90	534
D14	Satellite Settlers	0	1	222	921
D15	Local Focus	0	0	0	0
D16	Outlying Seniors	0	0	58	90
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	603	5,076
E19	Bungalow Heaven	147	298	3,132	13,427
E20	Classic Grandparents	39	196	3,004	18,805
E21	Solo Retirees	44	126	1,642	12,285
F22	Boomerang Boarders	27	49	4,144	15,677
F23	Family Ties	0	4	838	6,044
F24	Fledgling Free	144	200	1,916	15,534
F25	Dependable Me	108	199	4,011	17,789
G26	Cafés and Catchments	0	0	2	962
G27	Thriving Independence	0	0	512	5,755
G28	Modern Parents	0	88	2,829	14,129
G29	Mid-Career Convention	26	136	2,388	9,867
H30	Primary Ambitions	0	7	1,256	9,107
H31	Affordable Fringe	96	176	1,807	22,807
H32	First-Rung Futures	130	311	3,811	21,881
H33	Contemporary Starts	0	87	998	5,888
H34	New Foundations	0	44	200	1,798
H35	Flying Solo	0	0	474	2,147

		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	77	2,408
I37	Budget Generations	0	18	564	4,416
I38	Economical Families	0	0	1,207	17,973
I39	Families on a Budget	15	426	2,613	30,203
J40	Value Rentals	117	193	3,547	20,711
J41	Youthful Endeavours	0	0	431	3,795
J42	Midlife Renters	0	14	1,476	12,956
J43	Renting Rooms	0	0	3,104	18,422
K44	Inner City Stalwarts	0	0	0	3
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	3,037
K47	Single Essentials	32	204	1,205	8,634
K48	Mature Workers	4	195	3,122	28,028
L49	Flatlet Seniors	0	3	684	10,226
L50	Pocket Pensions	0	0	853	7,605
L51	Retirement Communities	0	0	48	1,371
L52	Estate Veterans	0	130	799	9,067
L53	Seasoned Survivors	25	30	2,668	15,329
M54	Down-to-Earth Owners	0	0	679	9,599
M55	Back with the Folks	0	64	483	11,997
M56	Self Supporters	62	170	4,161	27,596
N57	Community Elders	0	0	0	76
N58	Culture & Comfort	0	0	0	5
N59	Large Family Living	0	0	0	622
N60	Ageing Access	0	0	0	1,696
O61	Career Builders	0	0	21	2,137
O62	Central Pulse	0	0	0	3,633
O63	Flexible Workforce	0	0	0	55
O64	Bus-Route Renters	0	0	1,005	6,815
O65	Learners & Earners	0	0	0	918
O66	Student Scene	0	0	0	154
U99	Unclassified	0	0	40	3,076
Total		1,049	3,551	68,062	486,202

Top 3 Mosaic Types in a 20 Minute Walktime

1. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

2. 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

3. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

Top 3 Mosaic Types in a 20 Minute Drivetime

1. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

2. 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

3. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



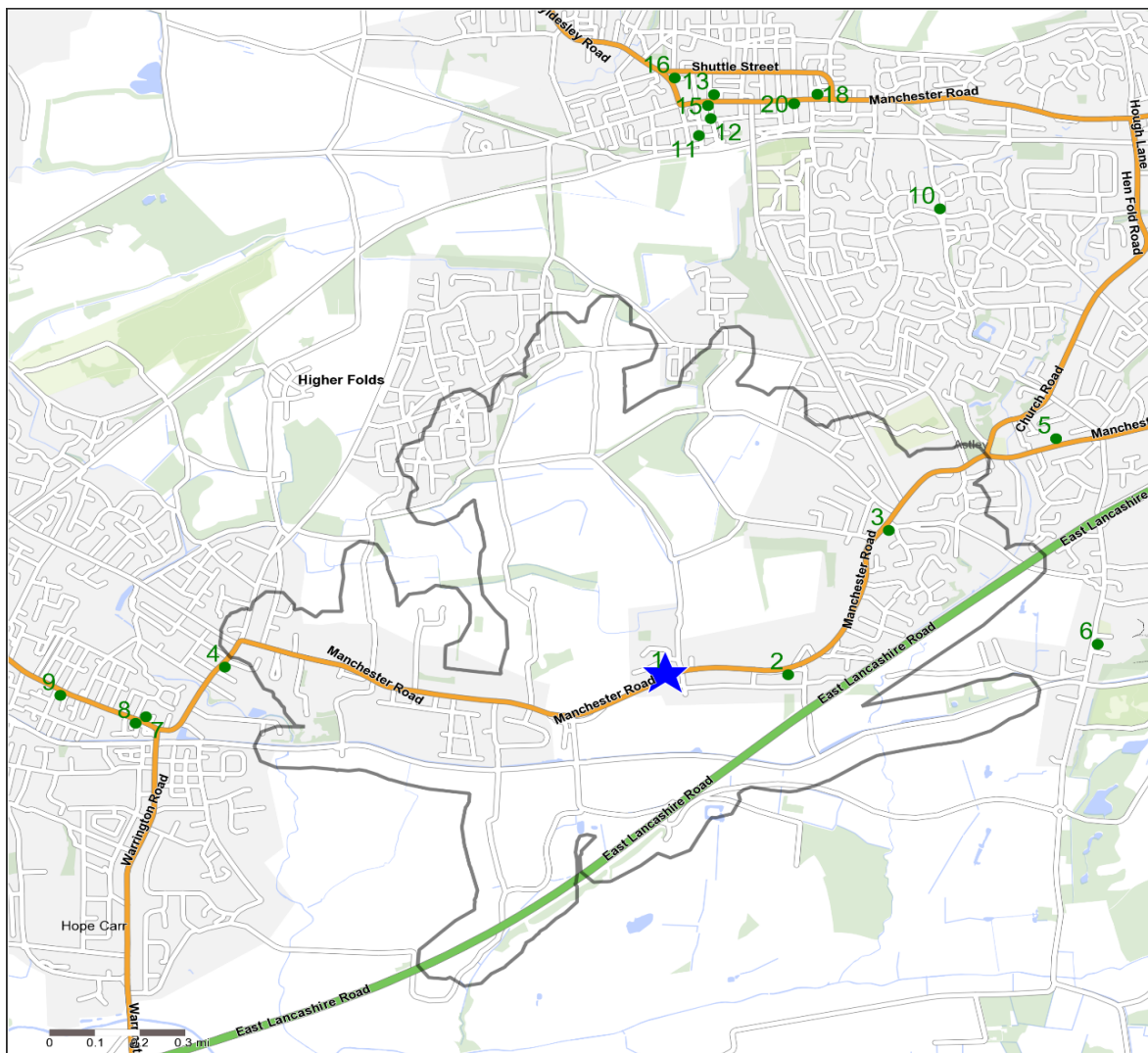
- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

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	839	23.6	78	220	6.2	38	2,490	70.2	135			
Male: Alone	528	14.9	50	1,046	29.5	189	1,975	55.6	104			
Male: Group	659	18.6	81	1,158	32.6	125	1,732	48.8	98			
Male: Pair	644	18.1	70	880	24.8	163	2,024	57.0	99			
Mixed Sex: Group	545	15.4	67	732	20.6	65	2,272	64.0	146			
Mixed Sex: Pair	830	23.4	100	1,203	33.9	104	1,516	42.7	100			
With Children	685	19.3	67	1,011	28.5	169	1,854	52.2	99			
Unknown	680	19.2	58	154	4.3	24	2,715	76.5	160			
For Eating:												
Upmarket	625	17.6	57	568	16.0	77	2,356	66.4	141			
Midmarket	638	18.0	52	426	12.0	133	2,485	70.0	127			
Downmarket	1,108	31.2	140	1,796	50.6	145	645	18.2	44			
For Drinking (monthly spend):												
Nothing	1,000	28.2	93	1,384	39.0	165	1,165	32.8	73			
Low (less than £10)	888	25.0	84	716	20.2	86	1,945	54.8	121			
Medium (Between £10 and £40)	886	25.0	82	229	6.5	36	2,435	68.6	136			
High (Greater than £40)	378	10.7	41	708	19.9	97	2,463	69.4	133			

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	147,016	30.2	100	54,680	11.2	69	281,426	57.9	111	
Male: Alone	149,109	30.7	103	94,688	19.5	125	239,325	49.2	92	
Male: Group	138,719	28.5	125	137,906	28.4	108	206,497	42.5	86	
Male: Pair	123,224	25.3	97	133,148	27.4	180	226,749	46.6	81	
Mixed Sex: Group	118,967	24.5	107	106,081	21.8	68	258,075	53.1	121	
Mixed Sex: Pair	134,872	27.7	118	159,852	32.9	101	188,398	38.7	91	
With Children	176,038	36.2	125	98,745	20.3	121	208,338	42.9	81	
Unknown	134,304	27.6	84	63,825	13.1	73	284,993	58.6	122	
For Eating:										
Upmarket	110,681	22.8	74	110,290	22.7	109	262,150	53.9	114	
Midmarket	151,785	31.2	91	38,614	7.9	88	292,723	60.2	109	
Downmarket	185,661	38.2	172	201,301	41.4	119	96,160	19.8	48	
For Drinking (monthly spend):										
Nothing	163,186	33.6	111	142,346	29.3	124	177,590	36.5	81	
Low (less than £10)	133,742	27.5	92	98,647	20.3	86	250,733	51.6	114	
Medium (Between £10 and £40)	138,580	28.5	93	60,136	12.4	69	284,406	58.5	116	
High (Greater than £40)	89,322	18.4	71	120,177	24.7	120	273,623	56.3	108	

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	Archer, M 29 7EJ	Star Pubs & Bars	0.0	0.1
2	Cart & Horses, M 29 7SD	Holt	5.7	1.3
3	Miners Arms, M 29 7DX	Thwaites	14.2	2.5
4	Bowling Green, WN 7 2LD	Independent Free	21.4	3.6
5	Bulls Head, M 29 7BP	Mitchells & Butlers	24.4	4.1
6	Old Boathouse, M 29 7JB	Punch Pub Company	25.4	6.4
7	Canal Turn, WN 7 2AP	Bravo Inns	26.6	4.3
8	Foundry Arms, WN 7 2EF	Independent Free	27.2	4.6
9	Three Crowns Hotel, WN 7 2DW	Independent Free	30.2	5.3
10	Canal Duke, M 29 7PX	Ei Group	34.4	6.2
11	M. Bar.Go, M 29 8HT	Independent Free	34.4	6.4
12	Railway, M 29 8HS	Independent Free	35.9	6.2
13	Queens Hotel, M 29 8FL	Star Pubs & Bars	36.2	6.2
14	Bar One Ten, M 29 8FJ	Independent Free	36.2	6.3
15	Half Moon Inn, M 29 8FJ	Independent Free	36.2	6.3
16	Union Arms, M 29 8EW	Thwaites	36.5	6.5
17	Black Horse, M 29 8DG	*Other Small Retail Groups	37.1	6.9
18	Mort Arms, M 29 8DG	Holt	37.1	6.9
19	Lounge, M 29 8DS	Independent Free	37.7	7.4
20	Skenning Bobs, M 29 8DS	Amber Taverns	37.7	7.4