

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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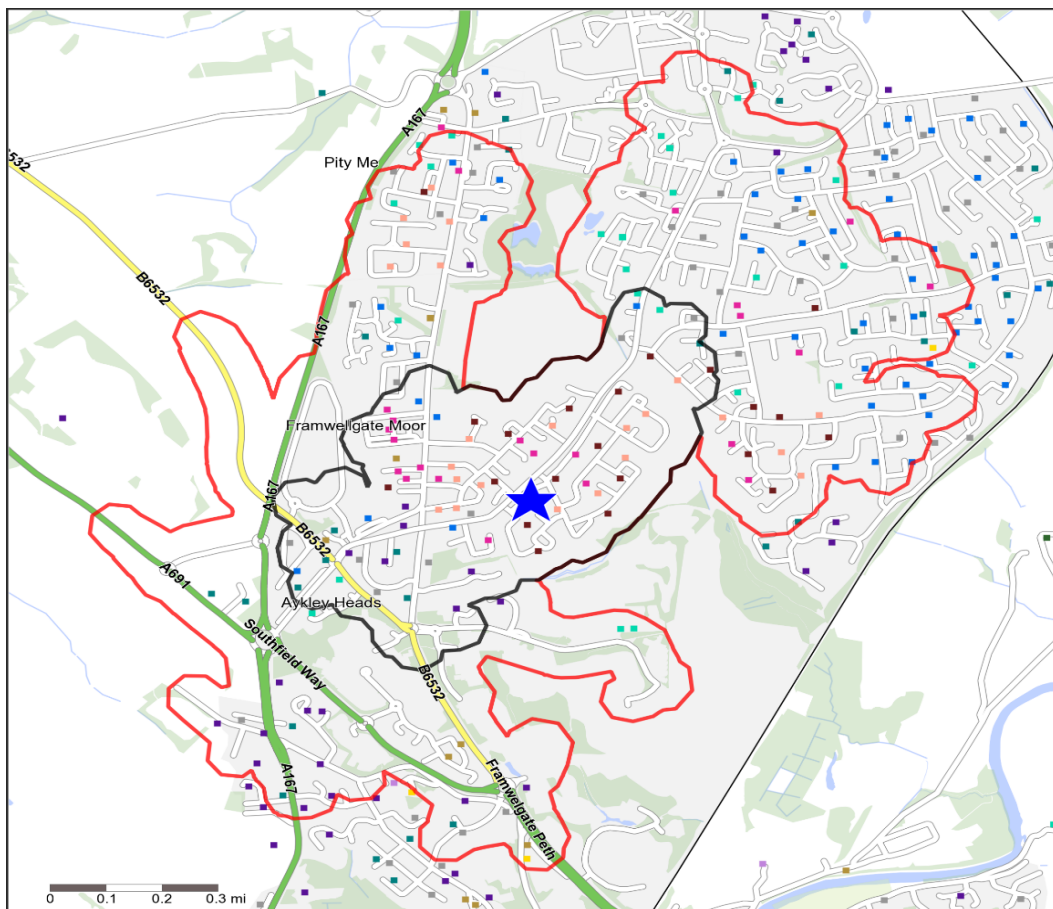
Number of Pubs	4	6	284
Catchment Adults 18+	2,589	8,233	315,420
Catchment Adults 18+ Per Pub	647	1,372	1,111
Populaton Projection 2018 to 2028 (% change)	1.03%	2.67%	3.53%

		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	2,339	90.3	174	1	High Street Pub	6,977	84.7	164	1	High Street Pub	255,682	81.1	156
2	Community Pub	2,151	83.1	178	2	Community Pub	5,587	67.9	146	2	Community Pub	220,825	70.0	150
3	Premium Local	960	37.1	59	3	Premium Local	4,576	55.6	88	3	Premium Local	121,869	38.6	61
4	Bit of Style	540	20.9	161	4	Great Pub Great Food	2,717	33.0	255	4	Bit of Style	80,883	25.6	198
5	Great Pub Great Food	540	20.9	52	5	Bit of Style	1,984	24.1	60	5	Great Pub Great Food	72,853	23.1	57
6	Circuit Bar	172	6.6	25	6	Craft Led	783	9.5	35	6	Circuit Bar	29,665	9.4	35
7	Craft Led	153	5.9	57	7	Circuit Bar	742	9.0	87	7	Craft Led	19,764	6.3	61

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	251	9.7	110	984	12.0	135	20,970	6.6	75
C1	335	12.9	106	1,195	14.5	118	36,668	11.6	95
C2	159	6.1	74	493	6.0	73	26,953	8.5	104
DE	242	9.3	91	569	6.9	67	37,209	11.8	115

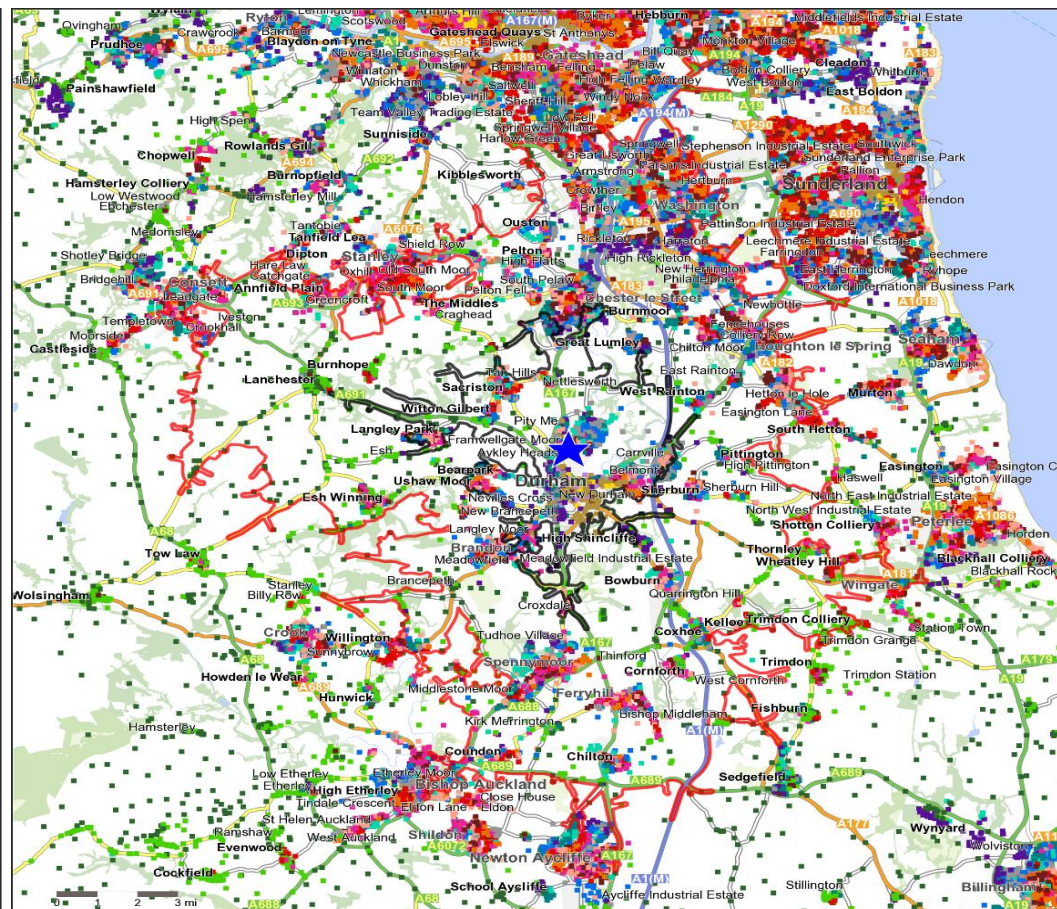
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,570	60.6	183	3,436	41.7	126	175,498	55.6	168
Medium (7-13)	659	25.5	77	3,401	41.3	125	88,309	28.0	84
High (14-19)	186	7.2	25	844	10.3	36	26,200	8.3	29

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	14	614	614
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	2	44	485	1,025
B06	Diamond Days	6	173	949	1,550
B07	Alpha Families	0	32	540	1,657
B08	Bank of Mum and Dad	65	118	612	2,750
B09	Empty-Nest Adventure	78	213	1,236	7,140
C10	Wealthy Landowners	0	0	200	1,372
C11	Rural Vogue	0	0	47	532
C12	Scattered Homesteads	0	0	23	605
C13	Village Retirement	0	0	127	1,255
D14	Satellite Settlers	0	0	364	3,442
D15	Local Focus	0	0	48	6,238
D16	Outlying Seniors	0	0	357	5,640
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	111	229	1,391	2,171
E19	Bungalow Heaven	17	180	1,848	10,289
E20	Classic Grandparents	43	486	1,811	9,499
E21	Solo Retirees	44	197	587	2,880
F22	Boomerang Boarders	80	751	2,999	9,748
F23	Family Ties	0	14	212	1,643
F24	Fledgling Free	0	45	994	11,406
F25	Dependable Me	77	854	2,478	10,367
G26	Cafés and Catchments	0	41	508	508
G27	Thriving Independence	60	346	1,187	1,337
G28	Modern Parents	1	14	1,550	7,866
G29	Mid-Career Convention	105	240	1,771	9,098
H30	Primary Ambitions	1	50	65	918
H31	Affordable Fringe	0	24	668	6,998
H32	First-Rung Futures	62	270	1,909	8,133
H33	Contemporary Starts	18	277	1,178	6,985
H34	New Foundations	1	19	485	1,306
H35	Flying Solo	59	119	539	1,229

		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	360
I37	Budget Generations	0	0	245	2,547
I38	Economical Families	0	0	692	5,309
I39	Families on a Budget	0	0	1,145	10,077
J40	Value Rentals	201	201	3,779	35,092
J41	Youthful Endeavours	0	0	395	1,434
J42	Midlife Renters	269	562	2,244	5,344
J43	Renting Rooms	21	21	415	1,958
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	244
K47	Single Essentials	0	0	158	2,605
K48	Mature Workers	4	4	1,857	25,603
L49	Flatlet Seniors	0	0	131	2,726
L50	Pocket Pensions	223	500	2,253	16,047
L51	Retirement Communities	75	75	546	1,029
L52	Estate Veterans	187	187	451	13,968
L53	Seasoned Survivors	70	127	407	4,210
M54	Down-to-Earth Owners	261	430	2,671	18,081
M55	Back with the Folks	267	293	1,094	3,488
M56	Self Supporters	115	545	2,688	10,805
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	29	433	436
O61	Career Builders	31	385	825	858
O62	Central Pulse	0	0	14	14
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	31	49	509	1,035
O65	Learners & Earners	0	9	3,113	3,116
O66	Student Scene	0	0	3,809	3,809
U99	Unclassified	4	68	8,683	9,023
Total		2,589	8,235	66,339	315,419

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. 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. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

Top 3 Mosaic Types in a 20 Minute Drivetime

1. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

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. M54 Down-to-Earth Owners

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



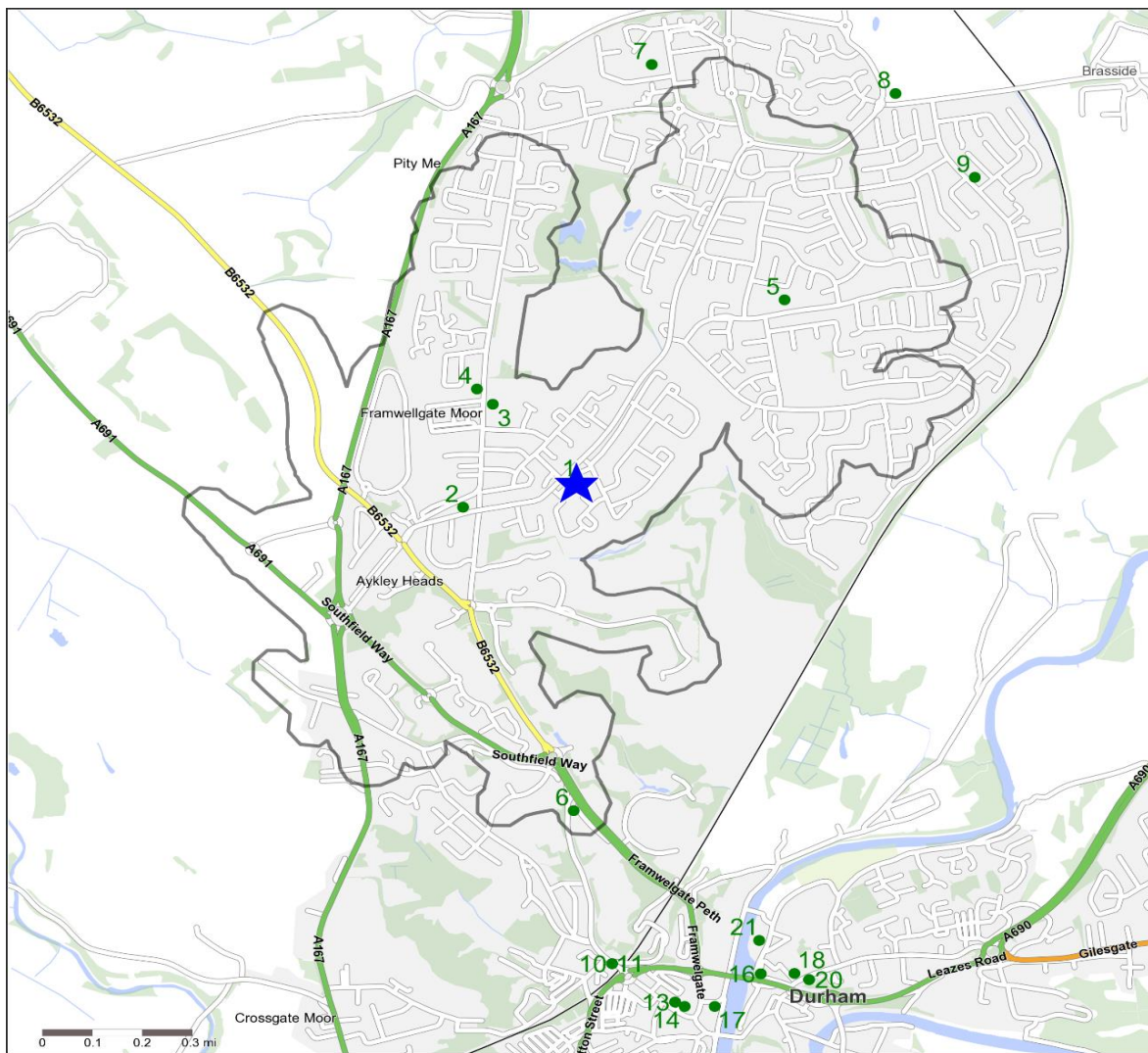
- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

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	2,399	29.1	96	462	5.6	34	5,304	64.4	124	
Male: Alone	3,611	43.9	147	1,200	14.6	93	3,354	40.7	76	
Male: Group	2,842	34.5	151	2,372	28.8	110	2,952	35.9	72	
Male: Pair	2,507	30.5	117	2,033	24.7	162	3,626	44.0	77	
Mixed Sex: Group	845	10.3	45	2,367	28.8	90	4,953	60.2	137	
Mixed Sex: Pair	2,560	31.1	133	2,202	26.7	82	3,402	41.3	97	
With Children	1,860	22.6	78	1,436	17.4	104	4,869	59.1	112	
Unknown	822	10.0	30	1,518	18.4	103	5,825	70.8	148	
For Eating:										
Upmarket	2,398	29.1	95	1,208	14.7	70	4,558	55.4	117	
Midmarket	2,523	30.6	89	132	1.6	18	5,510	66.9	121	
Downmarket	3,009	36.5	164	2,625	31.9	91	2,531	30.7	74	
For Drinking (monthly spend):										
Nothing	2,199	26.7	88	2,659	32.3	137	3,307	40.2	90	
Low (less than £10)	2,460	29.9	100	2,129	25.9	110	3,576	43.4	96	
Medium (Between £10 and £40)	2,513	30.5	100	941	11.4	64	4,711	57.2	114	
High (Greater than £40)	1,930	23.4	91	1,355	16.5	80	4,880	59.3	113	

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	92,321	29.3	97	24,059	7.6	47	190,017	60.2	116	
Male: Alone	90,203	28.6	96	71,600	22.7	145	144,595	45.8	86	
Male: Group	83,630	26.5	116	84,154	26.7	102	138,613	43.9	89	
Male: Pair	69,055	21.9	84	44,968	14.3	94	192,375	61.0	106	
Mixed Sex: Group	40,549	12.9	56	87,978	27.9	87	177,871	56.4	128	
Mixed Sex: Pair	70,398	22.3	95	80,811	25.6	79	155,189	49.2	115	
With Children	69,567	22.1	76	80,206	25.4	151	156,625	49.7	94	
Unknown	88,477	28.1	85	25,450	8.1	45	192,470	61.0	127	
For Eating:										
Upmarket	55,179	17.5	57	64,884	20.6	99	186,335	59.1	125	
Midmarket	81,422	25.8	75	13,714	4.3	48	211,262	67.0	121	
Downmarket	113,567	36.0	162	130,583	41.4	119	62,248	19.7	47	
For Drinking (monthly spend):										
Nothing	102,468	32.5	107	87,738	27.8	118	116,191	36.8	82	
Low (less than £10)	66,665	21.1	71	81,160	25.7	110	158,574	50.3	111	
Medium (Between £10 and £40)	68,959	21.9	71	41,822	13.3	74	195,616	62.0	123	
High (Greater than £40)	41,890	13.3	51	82,815	26.3	128	181,693	57.6	110	

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	Happy Wanderer, DH 1 5JE	Star Pubs & Bars	0.0	0.1
2	Salutation Inn, DH 1 5AP	*Other Small Retail Groups	5.4	0.8
3	Marquis Of Granby, DH 1 5BL	Sam Smith	8.5	2.5
4	Tap & Spile, DH 1 5EE	Ei Group	8.8	2.7
5	Newton Hall, DH 1 5LT	Independent Free	13.3	2.6
6	Garden House Inn, DH 1 4NQ	Ei Group	19.9	3.4
7	Dunelm Ridge, DH 1 5GB	Whitbread	22.0	3.7
8	Newton Grange, DH 1 5SA	Marston's	23.2	3.8
9	Jovial Monk, DH 1 5PY	New River Retail	25.1	4.9
10	Bridge Hotel, DH 1 4SE	Star Pubs & Bars	26.6	4.4
11	Station House, DH 1 4SE	Independent Free	26.6	4.4
12	Water House, DH 1 4SQ	Wetherspoon	30.8	5.0
13	William Hedley, DH 1 4SQ	Stonegate Pub Company	30.8	5.0
14	Head Of Steam, DH 1 4RZ	Camerons	30.8	5.1
15	Ebony, DH 1 1SQ	Epernay Champagne Bars	31.7	4.4
16	Missoula, DH 1 1SQ	Stonegate Pub Company	31.7	4.4
17	Old Toms, DH 1 4SL	Independent Free	32.3	4.6
18	Bishops Mill, DH 1 1WA	Wetherspoon	33.2	4.7
19	Big Jug, DH 1 1RG	Star Pubs & Bars	33.8	4.7
20	John Duck, DH 1 1RG	Independent Free	33.8	4.7