

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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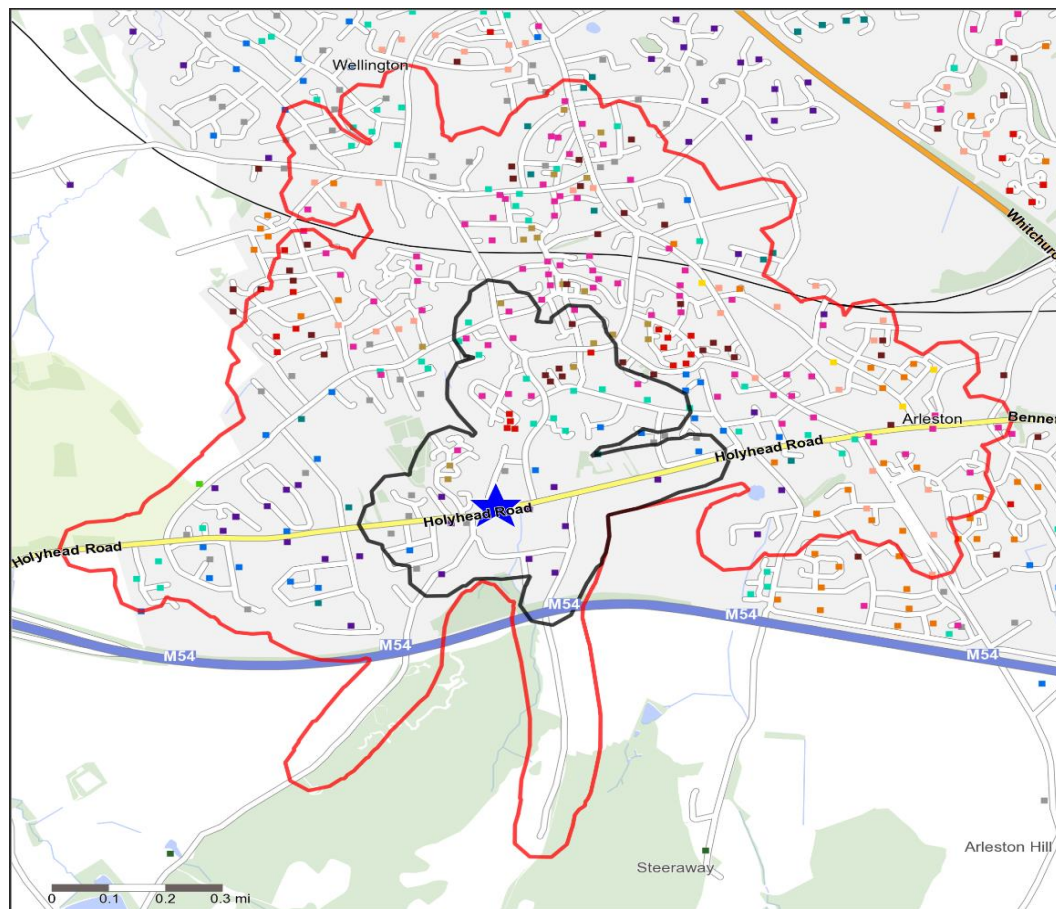
Number of Pubs	3	16	267
Catchment Adults 18+	1,727	8,418	217,839
Catchment Adults 18+ Per Pub	576	526	816
Populaton Projection 2018 to 2028 (% change)	1.17%	1.70%	4.10%

		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	1,142	66.1	128	1	High Street Pub	6,355	75.5	146	1	High Street Pub	157,425	72.3	140
2	Community Pub	1,084	62.8	135	2	Community Pub	6,007	71.4	153	2	Community Pub	128,750	59.1	127
3	Premium Local	903	52.3	83	3	Premium Local	2,906	34.5	55	3	Premium Local	112,731	51.7	82
4	Great Pub Great Food	471	27.3	211	4	Great Pub Great Food	1,731	20.6	159	4	Great Pub Great Food	78,779	36.2	280
5	Circuit Bar	467	27.0	67	5	Circuit Bar	1,542	18.3	45	5	Bit of Style	49,590	22.8	56
6	Bit of Style	462	26.8	100	6	Bit of Style	1,343	16.0	59	6	Circuit Bar	30,587	14.0	52
7	Craft Led	362	21.0	203	7	Craft Led	849	10.1	98	7	Craft Led	12,163	5.6	54

	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	163	9.4	107	640	7.6	86	17,222	7.9	89
C1	207	12.0	98	910	10.8	88	24,943	11.5	93
C2	124	7.2	87	657	7.8	95	19,699	9.0	110
DE	163	9.4	92	1,083	12.9	125	23,572	10.8	105

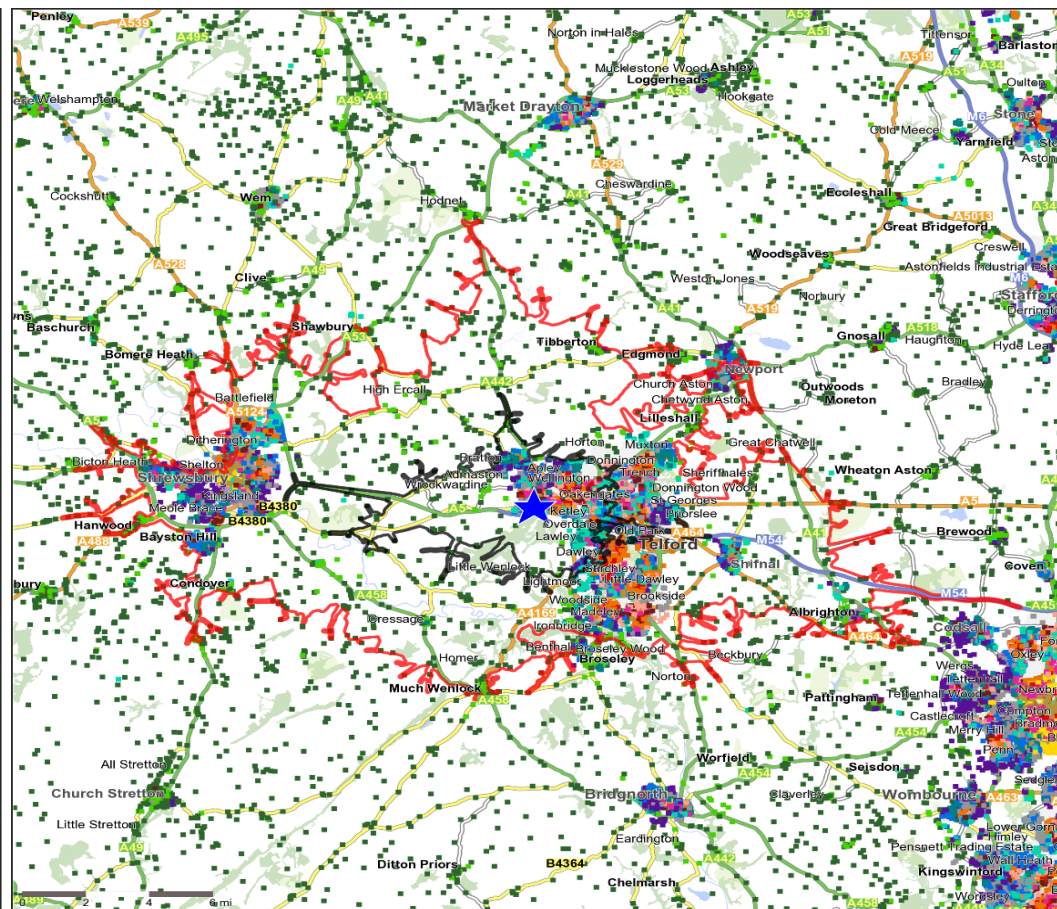
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	556	32.2	97	4,086	48.5	146	92,901	42.6	129
Medium (7-13)	686	39.7	120	2,873	34.1	103	78,518	36.0	109
High (14-19)	319	18.5	65	1,021	12.1	43	37,049	17.0	60

## 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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★ Site	N 10 Minute Catchment	N 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	E Senior Security
	M Modest Traditions	J Transient Renters
		I Family Basics
		N Urban Cohesion
		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	9
	A02	Uptown Elite	0	0	0	157
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	9
	B05	Premium Fortunes	0	0	0	405
	B06	Diamond Days	0	0	139	1,170
	B07	Alpha Families	103	132	795	1,793
	B08	Bank of Mum and Dad	71	161	821	3,678
	B09	Empty-Nest Adventure	130	572	1,785	7,016
	C10	Wealthy Landowners	0	2	525	4,114
	C11	Rural Vogue	0	3	436	3,809
	C12	Scattered Homesteads	0	0	108	1,620
	C13	Village Retirement	0	0	213	4,645
	D14	Satellite Settlers	0	1	243	4,016
	D15	Local Focus	0	0	78	2,462
	D16	Outlying Seniors	0	0	100	2,330
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	2	95	165	3,460
	E19	Bungalow Heaven	93	343	1,033	6,899
	E20	Classic Grandparents	70	206	996	5,036
	E21	Solo Retirees	70	269	792	4,318
	F22	Boomerang Boarders	60	365	1,250	6,159
	F23	Family Ties	0	4	290	2,064
	F24	Fledgling Free	13	68	919	5,261
	F25	Dependable Me	132	252	1,995	8,116
	G26	Cafés and Catchments	0	0	0	489
	G27	Thriving Independence	3	14	175	3,469
	G28	Modern Parents	0	30	3,373	7,975
	G29	Mid-Career Convention	26	91	1,086	7,262
	H30	Primary Ambitions	1	43	859	2,383
	H31	Affordable Fringe	28	120	2,001	8,079
	H32	First-Rung Futures	224	530	2,129	6,407
	H33	Contemporary Starts	51	146	4,606	11,536
	H34	New Foundations	25	214	572	2,384
	H35	Flying Solo	0	0	120	1,360

			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	85	646	3,024
	I37	Budget Generations	0	140	775	4,530
	I38	Economical Families	0	198	2,138	8,070
	I39	Families on a Budget	0	204	1,786	12,484
	J40	Value Rentals	98	243	1,179	3,837
	J41	Youthful Endeavours	1	122	508	2,051
	J42	Midlife Renters	192	904	1,776	6,891
	J43	Renting Rooms	15	579	1,283	2,730
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	104	104
	K47	Single Essentials	104	285	613	2,081
	K48	Mature Workers	0	128	1,348	5,586
	L49	Flatlet Seniors	44	266	446	1,328
	L50	Pocket Pensions	6	278	1,101	5,171
	L51	Retirement Communities	0	0	0	1,064
	L52	Estate Veterans	0	60	746	4,631
	L53	Seasoned Survivors	0	120	524	1,344
	M54	Down-to-Earth Owners	0	30	613	3,349
	M55	Back with the Folks	0	425	1,495	4,263
	M56	Self Supporters	2	186	1,432	4,780
	N57	Community Elders	0	0	0	0
	N58	Culture & Comfort	0	0	0	0
	N59	Large Family Living	0	138	308	308
	N60	Ageing Access	0	0	0	2,185
	O61	Career Builders	34	34	34	1,801
	O62	Central Pulse	0	0	0	242
	O63	Flexible Workforce	0	0	0	129
	O64	Bus-Route Renters	62	247	334	4,255
	O65	Learners & Earners	0	0	0	142
	O66	Student Scene	0	0	0	0
	U99	Unclassified	68	86	98	1,567
Total			1,728	8,419	46,891	217,837



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

### 3. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

## 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. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

### 3. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



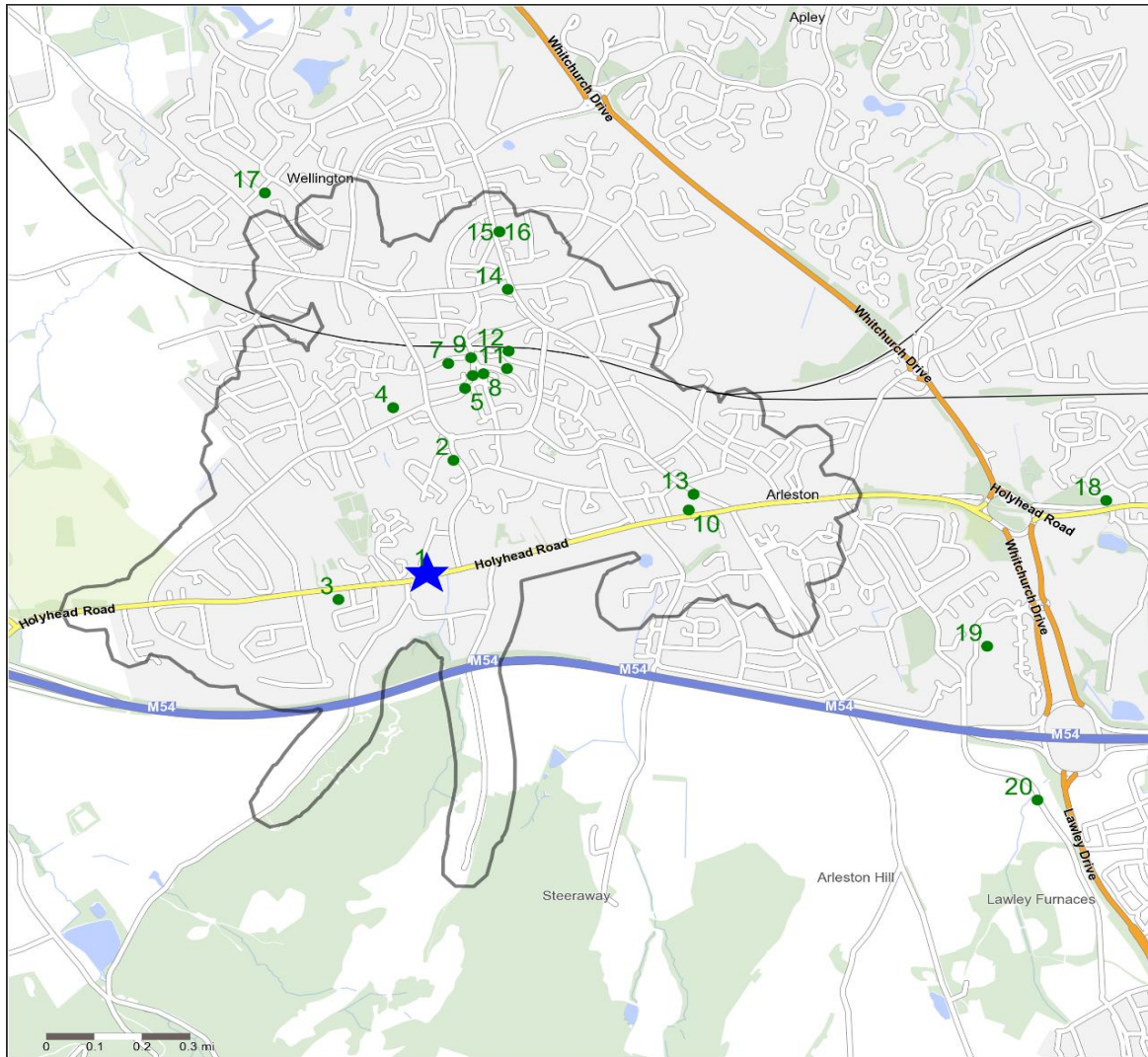
- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

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	3,264	38.8	128		1,092	13.0	79		3,976	47.2	91	
Male: Alone	3,747	44.5	149		900	10.7	69		3,684	43.8	82	
Male: Group	2,703	32.1	140		2,350	27.9	107		3,279	39.0	78	
Male: Pair	3,091	36.7	141		2,348	27.9	183		2,893	34.4	60	
Mixed Sex: Group	2,973	35.3	154		1,825	21.7	68		3,534	42.0	96	
Mixed Sex: Pair	2,694	32.0	136		3,013	35.8	110		2,625	31.2	73	
With Children	3,775	44.8	155		955	11.3	67		3,602	42.8	81	
Unknown	2,055	24.4	74		2,035	24.2	135		4,242	50.4	105	
For Eating:												
Upmarket	1,913	22.7	74		2,806	33.3	160		3,614	42.9	91	
Midmarket	3,765	44.7	130		410	4.9	54		4,157	49.4	89	
Downmarket	2,227	26.5	119		3,757	44.6	128		2,348	27.9	67	
For Drinking (monthly spend):												
Nothing	2,191	26.0	86		2,205	26.2	111		3,936	46.8	104	
Low (less than £10)	2,157	25.6	86		2,132	25.3	108		4,043	48.0	106	
Medium (Between £10 and £40)	2,157	25.6	84		712	8.5	47		5,464	64.9	129	
High (Greater than £40)	1,773	21.1	81		898	10.7	52		5,661	67.2	129	

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	68,543	31.5	104	28,445	13.1	80	119,284	54.8	105
Male: Alone	63,112	29.0	97	39,170	18.0	115	113,990	52.3	98
Male: Group	55,261	25.4	111	49,815	22.9	87	111,197	51.0	103
Male: Pair	49,254	22.6	87	38,158	17.5	115	128,860	59.2	103
Mixed Sex: Group	49,614	22.8	100	69,157	31.7	99	97,500	44.8	102
Mixed Sex: Pair	64,593	29.7	126	72,705	33.4	103	78,974	36.3	85
With Children	66,323	30.4	105	46,684	21.4	127	103,265	47.4	90
Unknown	59,166	27.2	83	37,410	17.2	96	119,696	54.9	115
For Eating:									
Upmarket	60,873	27.9	91	44,462	20.4	98	110,937	50.9	108
Midmarket	56,341	25.9	75	19,085	8.8	97	140,846	64.7	117
Downmarket	67,294	30.9	139	90,870	41.7	120	58,108	26.7	64
For Drinking (monthly spend):									
Nothing	66,900	30.7	102	68,660	31.5	133	80,712	37.1	83
Low (less than £10)	68,710	31.5	106	58,627	26.9	115	88,935	40.8	90
Medium (Between £10 and £40)	63,243	29.0	95	35,151	16.1	90	117,878	54.1	108
High (Greater than £40)	43,335	19.9	77	51,021	23.4	114	121,917	56.0	107

## 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	Wickets, TF 1 2EB	Star Pubs & Bars	5.1	0.1
2	Wrekin Inn, TF 1 1RH	Independent Free	6.0	1.1
3	Red Lion, TF 1 2EW	Ei Group	10.6	0.8
4	Haygate, TF 1 1QA	Independent Free	10.6	1.8
5	Raven, TF 1 1BD	Amber Taverns	10.9	1.9
6	Dun Cow, TF 1 1BJ	*Other Small Retail Groups	11.2	2.1
7	Pheasant Inn, TF 1 1DT	Everards	11.2	3.4
8	White Lion, TF 1 1LP	Admiral Taverns Ltd	11.5	2.2
9	Beacon, TF 1 1BP	Independent Free	12.4	3.2
10	Cock Hotel, TF 1 2DL	Independent Free	13.0	2.0
11	William Withering, TF 1 1LU	Wetherspoon	13.0	2.5
12	Station Hotel, TF 1 1BY	Independent Free	15.1	2.6
13	Railway Inn, TF 1 1SD	Independent Free	15.4	2.2
14	Plough Inn, TF 1 3AW	Ei Group	17.2	2.9
15	Lion, TF 1 3AG	Punch Pub Company	19.0	3.4
16	Park, TF 1 3AG	Ei Group	19.0	3.4
17	Captain Webb, TF 1 3NP	Ei Group	22.6	3.9
18	Horseshoes, TF 1 5AE	Punch Pub Company	31.4	6.0
19	Bridge Builder, TF 1 2DE	Greene King	34.7	6.5
20	Arleston Inn, TF 1 2LA	Independent Free	36.8	6.6