

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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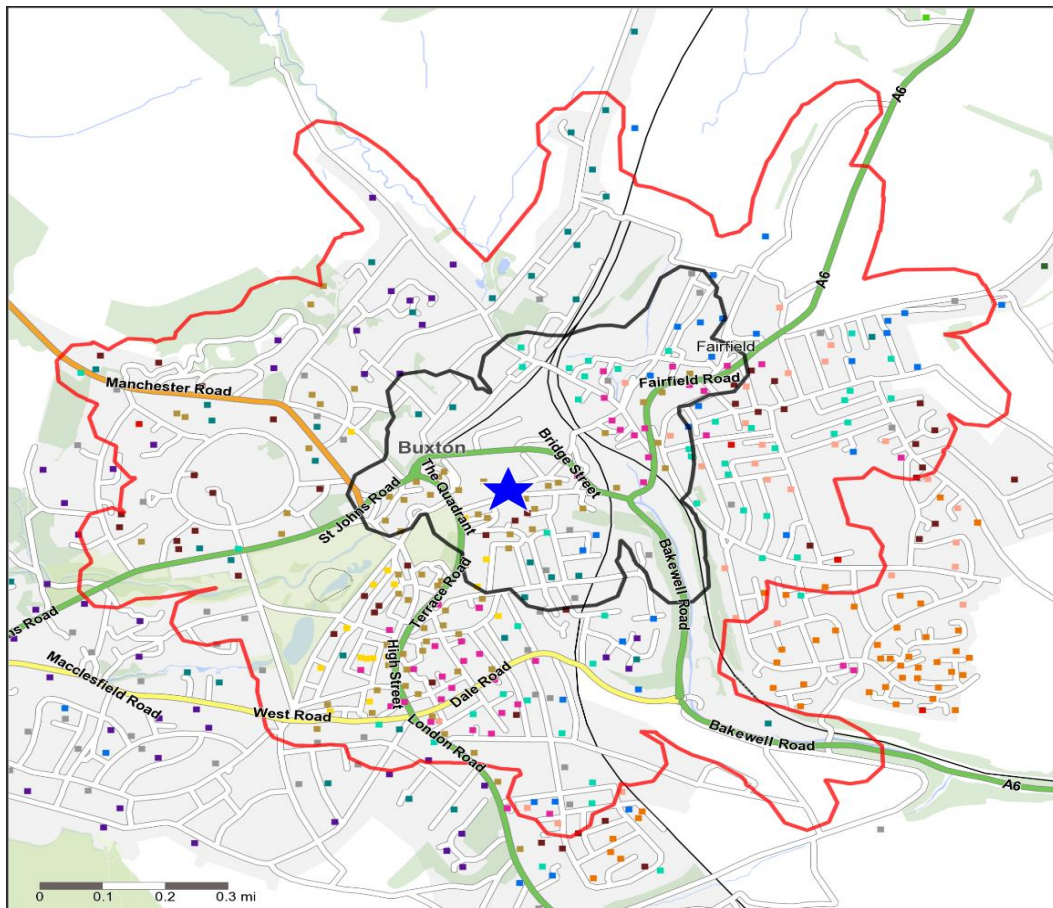
Number of Pubs	11	28	103
Catchment Adults 18+	2,217	10,205	42,467
Catchment Adults 18+ Per Pub	202	364	412
Populaton Projection 2018 to 2028 (% change)	1.94%	2.13%	2.70%

		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	1,849	83.4	161	1	High Street Pub	8,871	86.9	168	1	Premium Local	26,856	63.2	122
2	Community Pub	1,435	64.7	139	2	Community Pub	7,373	72.2	155	2	High Street Pub	22,816	53.7	115
3	Premium Local	807	36.4	58	3	Premium Local	4,378	42.9	68	3	Community Pub	22,214	52.3	83
4	Circuit Bar	725	32.7	253	4	Great Pub Great Food	2,888	28.3	219	4	Great Pub Great Food	21,612	50.9	394
5	Bit of Style	463	20.9	52	5	Circuit Bar	2,507	24.6	61	5	Bit of Style	6,896	16.2	40
6	Craft Led	330	14.9	55	6	Bit of Style	2,282	22.4	83	6	Circuit Bar	4,902	11.5	43
7	Great Pub Great Food	236	10.6	103	7	Craft Led	1,416	13.9	135	7	Craft Led	2,770	6.5	63

	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	143	6.5	73	800	7.8	89	3,907	9.2	104
C1	243	11.0	89	1,095	10.7	88	4,190	9.9	80
C2	190	8.6	104	943	9.2	112	4,206	9.9	120
DE	259	11.7	114	1,199	11.7	114	3,788	8.9	87

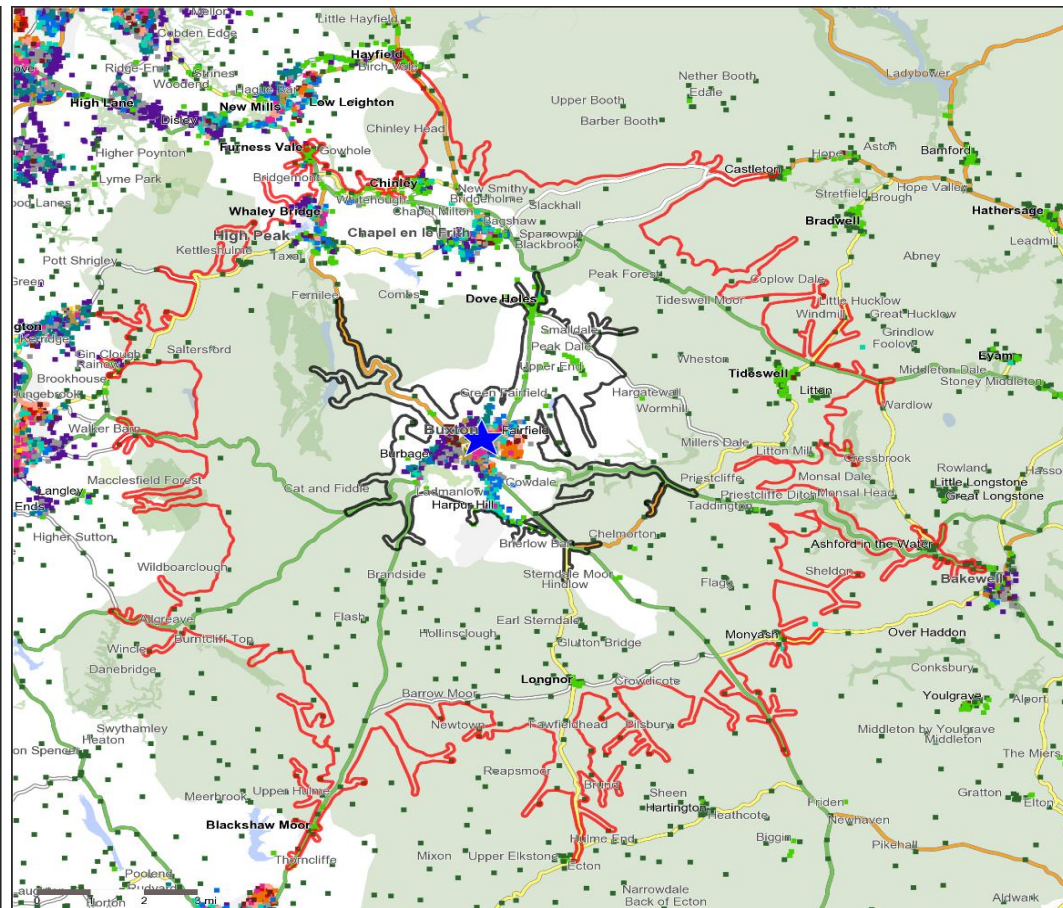
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	712	32.1	97	3,299	32.3	97	9,814	23.1	70
Medium (7-13)	673	30.4	92	3,666	35.9	108	15,765	37.1	112
High (14-19)	147	6.6	23	1,607	15.7	55	11,181	26.3	93

## 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	2	2	9
	B06	Diamond Days	7	76	276	462
	B07	Alpha Families	0	70	286	1,151
	B08	Bank of Mum and Dad	6	150	466	767
	B09	Empty-Nest Adventure	2	183	722	1,127
	C10	Wealthy Landowners	0	4	52	2,227
	C11	Rural Vogue	0	0	100	898
	C12	Scattered Homesteads	0	1	156	2,427
	C13	Village Retirement	0	15	35	2,026
	D14	Satellite Settlers	0	41	303	3,182
	D15	Local Focus	0	4	807	2,375
	D16	Outlying Seniors	0	3	724	2,181
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	183	461	494
	E19	Bungalow Heaven	42	81	439	1,033
	E20	Classic Grandparents	52	264	351	367
	E21	Solo Retirees	9	126	180	383
	F22	Boomerang Boarders	28	191	388	690
	F23	Family Ties	0	43	223	269
	F24	Fledgling Free	48	143	500	1,334
	F25	Dependable Me	264	396	929	1,667
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	34	396	540	619
	G28	Modern Parents	0	52	149	196
	G29	Mid-Career Convention	0	442	1,230	2,210
	H30	Primary Ambitions	98	121	205	205
	H31	Affordable Fringe	12	704	1,134	1,423
	H32	First-Rung Futures	65	497	666	1,443
	H33	Contemporary Starts	0	0	375	915
	H34	New Foundations	2	17	22	26
	H35	Flying Solo	0	95	150	381

			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	17	128	128
	I37	Budget Generations	0	72	593	634
	I38	Economical Families	0	6	151	151
	I39	Families on a Budget	0	1	647	647
	J40	Value Rentals	0	26	104	153
	J41	Youthful Endeavours	14	32	105	128
	J42	Midlife Renters	227	772	823	1,523
	J43	Renting Rooms	81	166	166	166
	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	0	189	199	199
	K48	Mature Workers	0	0	20	20
	L49	Flatlet Seniors	34	289	296	296
	L50	Pocket Pensions	9	280	338	894
	L51	Retirement Communities	107	649	665	694
	L52	Estate Veterans	0	32	173	216
	L53	Seasoned Survivors	25	98	98	98
	M54	Down-to-Earth Owners	0	38	321	365
	M55	Back with the Folks	29	313	394	480
	M56	Self Supporters	73	451	458	488
	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	30	377	377	377
	O61	Career Builders	0	113	165	165
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	379	1,154	1,173	1,227
	O65	Learners & Earners	240	498	558	558
	O66	Student Scene	24	24	24	24
	U99	Unclassified	275	305	309	348
Total			2,216	10,202	20,156	42,466



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

### 2. 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

### 3. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

## 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. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

### 3. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



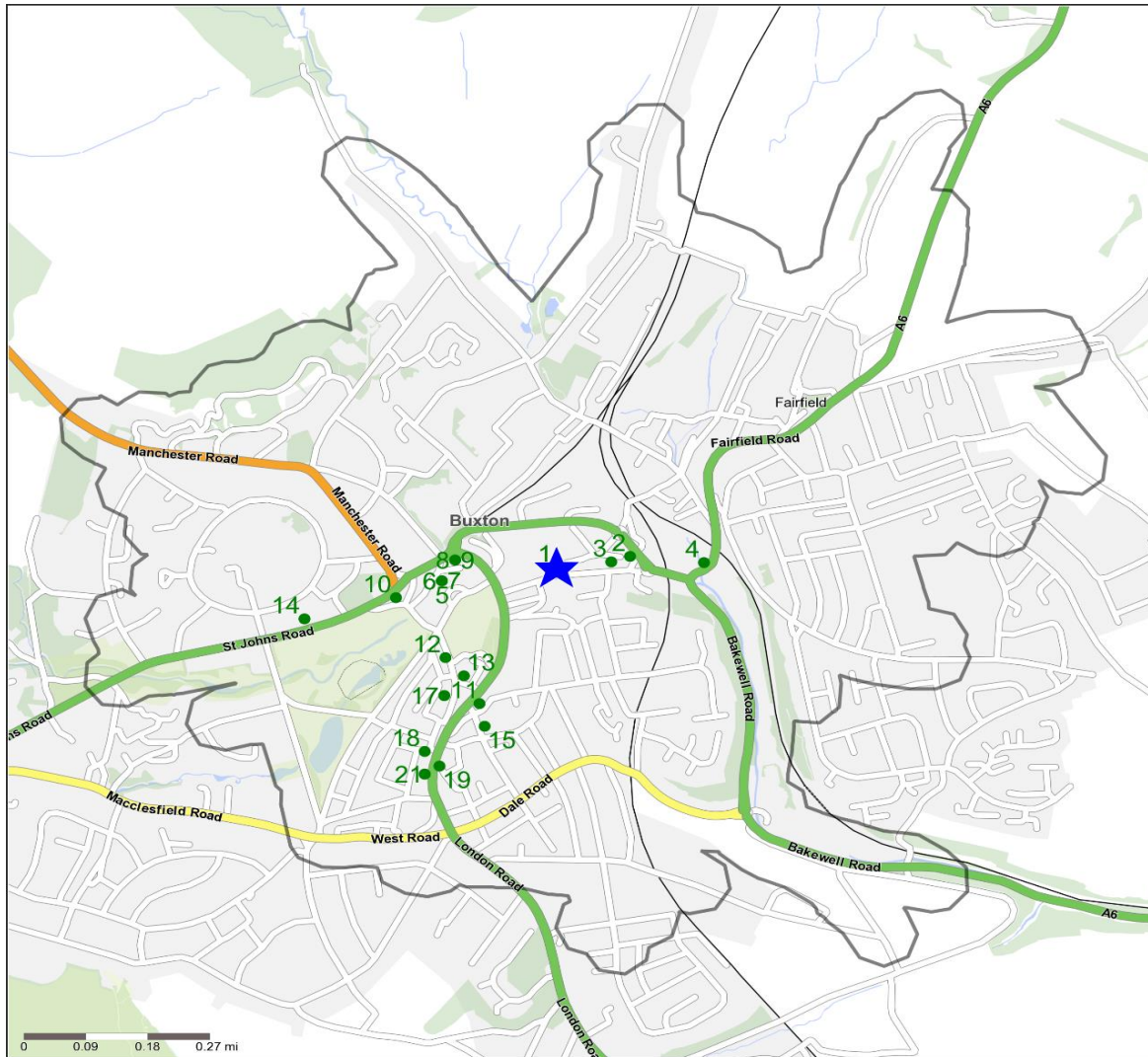
- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

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

	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	3,933	38.5	127	<div><div></div></div>	1,188	11.6	71	<div><div></div></div>	4,779	46.8	90	<div><div></div></div>
Male: Alone	5,945	58.3	196	<div><div></div></div>	1,242	12.2	78	<div><div></div></div>	2,712	26.6	50	<div><div></div></div>
Male: Group	4,278	41.9	183	<div><div></div></div>	2,756	27.0	103	<div><div></div></div>	2,866	28.1	57	<div><div></div></div>
Male: Pair	5,491	53.8	206	<div><div></div></div>	1,758	17.2	113	<div><div></div></div>	2,651	26.0	45	<div><div></div></div>
Mixed Sex: Group	4,205	41.2	180	<div><div></div></div>	1,704	16.7	52	<div><div></div></div>	3,992	39.1	89	<div><div></div></div>
Mixed Sex: Pair	4,722	46.3	197	<div><div></div></div>	2,027	19.9	61	<div><div></div></div>	3,151	30.9	72	<div><div></div></div>
With Children	4,356	42.7	148	<div><div></div></div>	1,017	10.0	59	<div><div></div></div>	4,527	44.4	84	<div><div></div></div>
Unknown	1,913	18.7	57	<div><div></div></div>	2,740	26.8	150	<div><div></div></div>	5,248	51.4	107	<div><div></div></div>
For Eating:												
Upmarket	4,298	42.1	138	<div><div></div></div>	1,744	17.1	82	<div><div></div></div>	3,858	37.8	80	<div><div></div></div>
Midmarket	4,215	41.3	120	<div><div></div></div>	145	1.4	16	<div><div></div></div>	5,540	54.3	98	<div><div></div></div>
Downmarket	3,968	38.9	175	<div><div></div></div>	3,261	32.0	92	<div><div></div></div>	2,671	26.2	63	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	2,494	24.4	81	<div><div></div></div>	3,538	34.7	147	<div><div></div></div>	3,868	37.9	85	<div><div></div></div>
Low (less than £10)	3,006	29.5	99	<div><div></div></div>	3,154	30.9	132	<div><div></div></div>	3,740	36.6	81	<div><div></div></div>
Medium (Between £10 and £40)	3,489	34.2	112	<div><div></div></div>	1,544	15.1	85	<div><div></div></div>	4,866	47.7	95	<div><div></div></div>
High (Greater than £40)	2,113	20.7	80	<div><div></div></div>	2,966	29.1	142	<div><div></div></div>	4,820	47.2	90	<div><div></div></div>

	20 Minute Drivetime											
	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	7,761	18.3	60	<div><div></div></div>	9,224	21.7	133	<div><div></div></div>	25,134	59.2	114	<div><div></div></div>
Male: Alone	13,444	31.7	106	<div><div></div></div>	4,213	9.9	64	<div><div></div></div>	24,462	57.6	108	<div><div></div></div>
Male: Group	9,020	21.2	93	<div><div></div></div>	11,263	26.5	101	<div><div></div></div>	21,836	51.4	104	<div><div></div></div>
Male: Pair	8,846	20.8	80	<div><div></div></div>	4,422	10.4	68	<div><div></div></div>	28,851	67.9	118	<div><div></div></div>
Mixed Sex: Group	7,472	17.6	77	<div><div></div></div>	16,663	39.2	123	<div><div></div></div>	17,983	42.3	96	<div><div></div></div>
Mixed Sex: Pair	13,550	31.9	136	<div><div></div></div>	13,288	31.3	96	<div><div></div></div>	15,281	36.0	84	<div><div></div></div>
With Children	8,887	20.9	72	<div><div></div></div>	7,378	17.4	103	<div><div></div></div>	25,854	60.9	115	<div><div></div></div>
Unknown	11,391	26.8	82	<div><div></div></div>	5,657	13.3	74	<div><div></div></div>	25,070	59.0	123	<div><div></div></div>
For Eating:												
Upmarket	10,325	24.3	79	<div><div></div></div>	4,441	10.5	50	<div><div></div></div>	27,353	64.4	136	<div><div></div></div>
Midmarket	7,588	17.9	52	<div><div></div></div>	1,284	3.0	34	<div><div></div></div>	33,247	78.3	141	<div><div></div></div>
Downmarket	9,414	22.2	100	<div><div></div></div>	15,222	35.8	103	<div><div></div></div>	17,482	41.2	99	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	13,058	30.7	102	<div><div></div></div>	10,945	25.8	109	<div><div></div></div>	18,116	42.7	95	<div><div></div></div>
Low (less than £10)	13,659	32.2	108	<div><div></div></div>	16,622	39.1	167	<div><div></div></div>	11,837	27.9	61	<div><div></div></div>
Medium (Between £10 and £40)	9,774	23.0	75	<div><div></div></div>	11,074	26.1	146	<div><div></div></div>	21,271	50.1	100	<div><div></div></div>
High (Greater than £40)	5,468	12.9	50	<div><div></div></div>	10,047	23.7	115	<div><div></div></div>	26,604	62.6	120	<div><div></div></div>

## 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	Miltons Head, SK17 6BJ	Star Pubs & Bars	0.0	0.1
2	Railway Hotel, SK17 6BS	Holt	5.7	0.4
3	Hydro, SK17 6BP	Independent Free	5.7	0.5
4	Wye Bridge House, SK17 7DJ	Wetherspoon	6.3	1.2
5	Bar Brasserie, SK17 6AY	Independent Free	9.7	1.7
6	Buxton Tap House, SK17 6AY	Independent Free	9.7	1.7
7	Cupcake Coffee Shop & Wine Bar, SK17 6AY	Independent Free	9.7	1.7
8	Monkcellar Bar, SK17 6AT	Independent Free	10.0	1.8
9	Redwillow Buxton, SK17 6AT	Redwillow Brewery	10.0	1.8
10	Old Club House, SK17 6XN	Greene King	11.2	2.0
11	New Inn, SK17 6EB	Robinsons	12.4	2.4
12	Beltane Cafe Bar, SK17 6EW	Independent Free	12.7	2.3
13	Kings Head, SK17 6EJ	Marston's	13.0	2.4
14	Portland Lodge, SK17 6XQ	Independent Free	13.6	2.4
15	Number 13, SK17 6JY	Independent Free	13.6	2.6
16	Amp, SK17 6EQ	Independent Free	14.2	2.6
17	Eagle Hotel, SK17 6EQ	Hydes Anvil	14.2	2.6
18	Ale Stop, SK17 6HX	Independent Free	15.1	2.7
19	Gilberts, SK17 6ET	Independent Free	15.1	2.8
20	Queens Head Hotel, SK17 6EU	Independent Free	15.7	2.8