

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	3	4	482
Catchment Adults 18+	1,466	4,642	378,259
Catchment Adults 18+ Per Pub	489	1,161	785
Populaton Projection 2018 to 2028 (% change)	5.00%	5.65%	5.14%

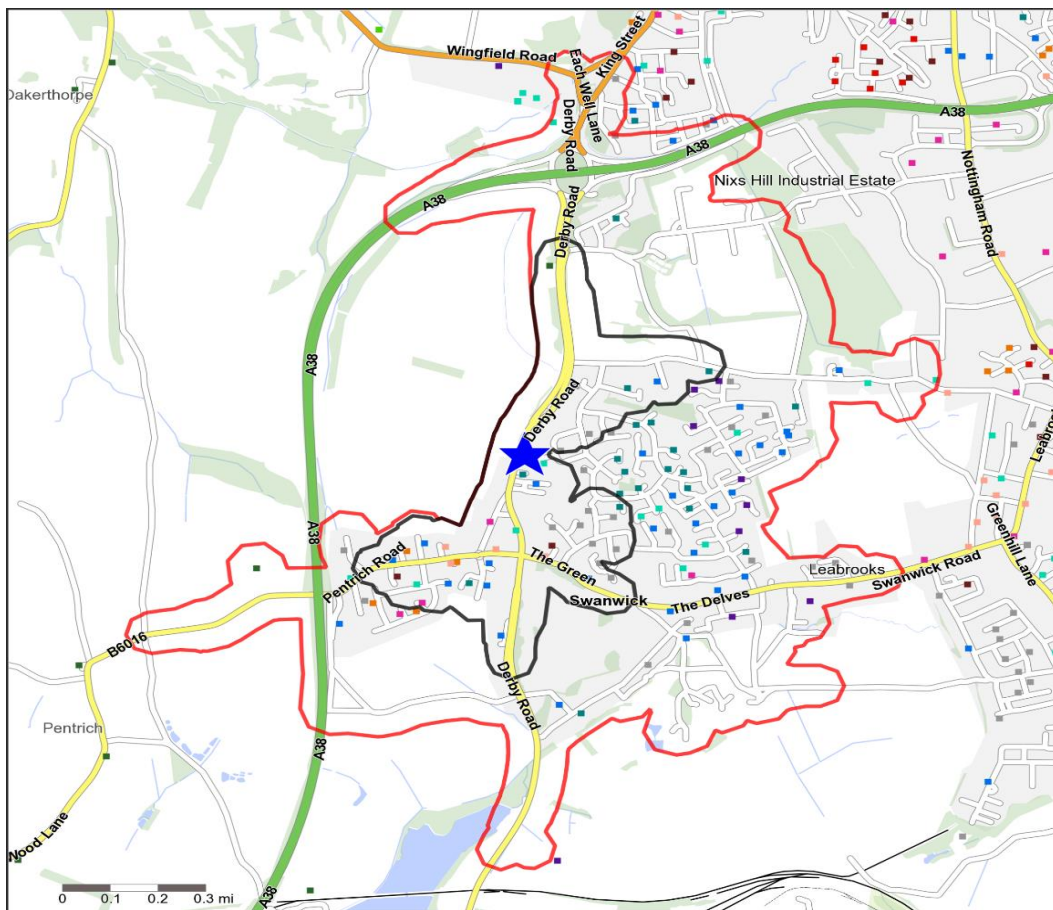
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	1,096	74.8	144	1	High Street Pub	3,708	79.9	154	1	High Street Pub	297,391	78.6	152
2	Premium Local	696	47.5	102	2	Premium Local	3,108	67.0	144	2	Community Pub	239,374	63.3	136
3	Community Pub	644	43.9	70	3	Great Pub Great Food	2,230	48.0	76	3	Premium Local	182,003	48.1	76
4	Great Pub Great Food	515	35.1	272	4	Community Pub	2,038	43.9	340	4	Great Pub Great Food	118,898	31.4	243
5	Bit of Style	331	22.6	56	5	Bit of Style	1,221	26.3	65	5	Bit of Style	78,631	20.8	52
6	Circuit Bar	127	8.7	32	6	Circuit Bar	350	7.5	28	6	Circuit Bar	43,144	11.4	43
7	Craft Led	127	8.7	84	7	Craft Led	342	7.4	72	7	Craft Led	31,767	8.4	82

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	104	7.1	80	359	7.7	87	25,878	6.8	77
C1	145	9.9	81	538	11.6	95	40,847	10.8	88
C2	141	9.6	117	438	9.4	114	36,456	9.6	117
DE	129	8.8	85	376	8.1	79	44,944	11.9	115

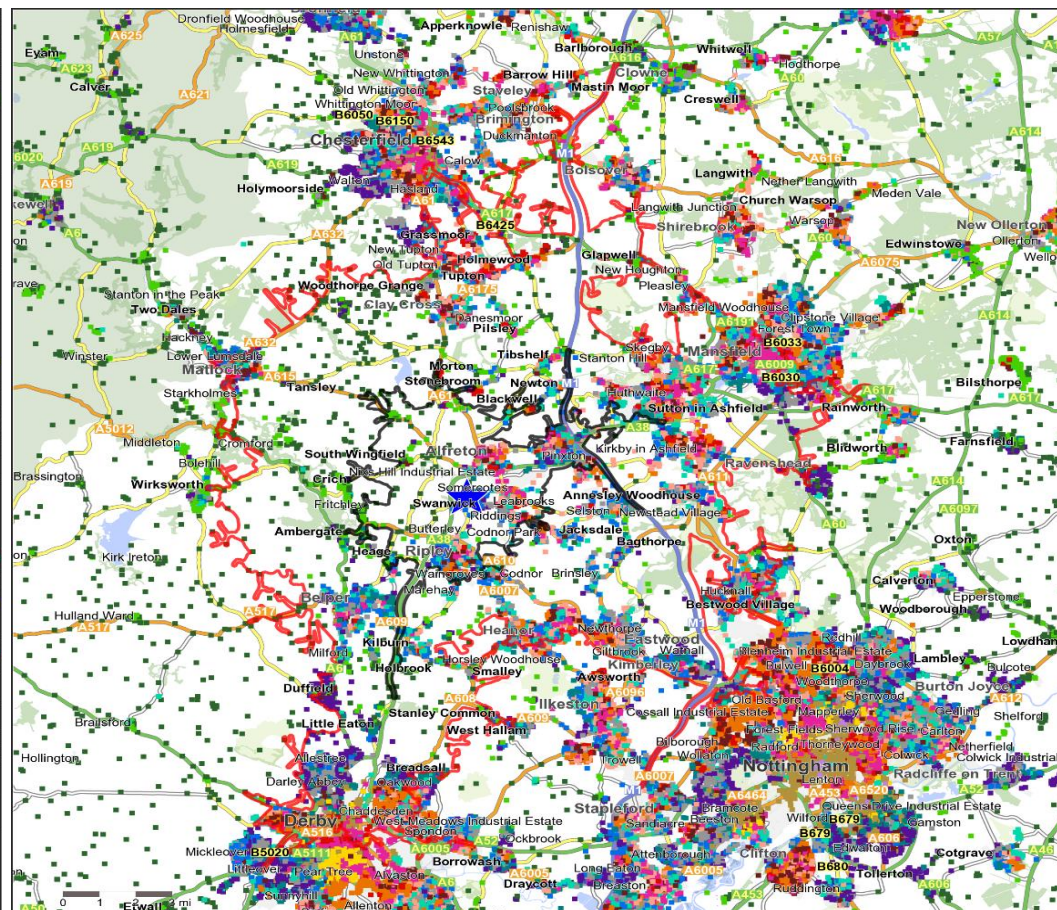
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	418	28.5	86	1,025	22.1	67	172,992	45.7	138
Medium (7-13)	692	47.2	142	2,346	50.5	152	128,836	34.1	103
High (14-19)	251	17.1	60	915	19.7	69	48,801	12.9	45

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

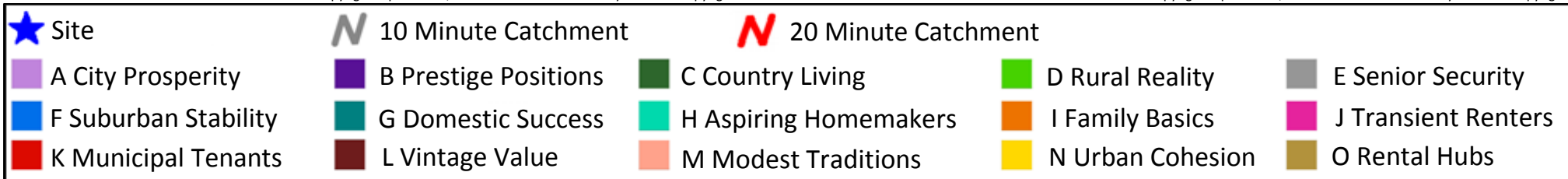
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	84
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	574
B06	Diamond Days	0	0	0	2,181
B07	Alpha Families	0	4	109	3,269
B08	Bank of Mum and Dad	0	38	189	3,172
B09	Empty-Nest Adventure	11	210	770	8,105
C10	Wealthy Landowners	0	7	604	3,660
C11	Rural Vogue	0	0	63	518
C12	Scattered Homesteads	0	0	68	450
C13	Village Retirement	2	5	642	5,479
D14	Satellite Settlers	0	2	1,827	9,317
D15	Local Focus	0	0	601	3,357
D16	Outlying Seniors	0	0	1,062	4,956
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	7	82	94	2,676
E19	Bungalow Heaven	356	632	2,985	24,209
E20	Classic Grandparents	65	222	491	5,767
E21	Solo Retirees	0	3	438	5,216
F22	Boomerang Boarders	135	294	659	8,370
F23	Family Ties	0	51	128	1,671
F24	Fledgling Free	129	511	4,500	23,321
F25	Dependable Me	56	505	2,518	13,661
G26	Cafés and Catchments	0	0	0	364
G27	Thriving Independence	0	0	56	2,686
G28	Modern Parents	16	226	1,587	8,604
G29	Mid-Career Convention	174	615	1,306	11,943
H30	Primary Ambitions	0	0	416	3,249
H31	Affordable Fringe	43	235	2,542	19,080
H32	First-Rung Futures	125	314	2,832	17,357
H33	Contemporary Starts	0	0	907	6,691
H34	New Foundations	0	8	155	1,447
H35	Flying Solo	2	28	144	1,803

		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	78	552
I37	Budget Generations	65	140	1,463	7,480
I38	Economical Families	65	65	1,351	12,548
I39	Families on a Budget	0	0	1,274	12,268
J40	Value Rentals	14	30	3,588	15,169
J41	Youthful Endeavours	0	0	188	2,281
J42	Midlife Renters	91	241	976	7,476
J43	Renting Rooms	0	0	844	11,396
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	0	46	3,373
K48	Mature Workers	0	0	2,629	12,754
L49	Flatlet Seniors	0	0	552	3,668
L50	Pocket Pensions	30	44	1,424	8,949
L51	Retirement Communities	0	0	0	1,410
L52	Estate Veterans	0	0	1,219	6,917
L53	Seasoned Survivors	0	0	908	8,178
M54	Down-to-Earth Owners	0	0	2,926	17,119
M55	Back with the Folks	16	16	678	7,440
M56	Self Supporters	66	113	4,142	20,077
N57	Community Elders	0	0	0	10
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	0	1,170
O61	Career Builders	0	0	0	1,798
O62	Central Pulse	0	0	0	1,921
O63	Flexible Workforce	0	0	0	77
O64	Bus-Route Renters	0	0	58	2,756
O65	Learners & Earners	0	0	0	5,166
O66	Student Scene	0	0	0	273
U99	Unclassified	0	0	0	2,798
Total		1,468	4,641	52,037	378,261

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

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. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

3. M56 Self Supporters

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



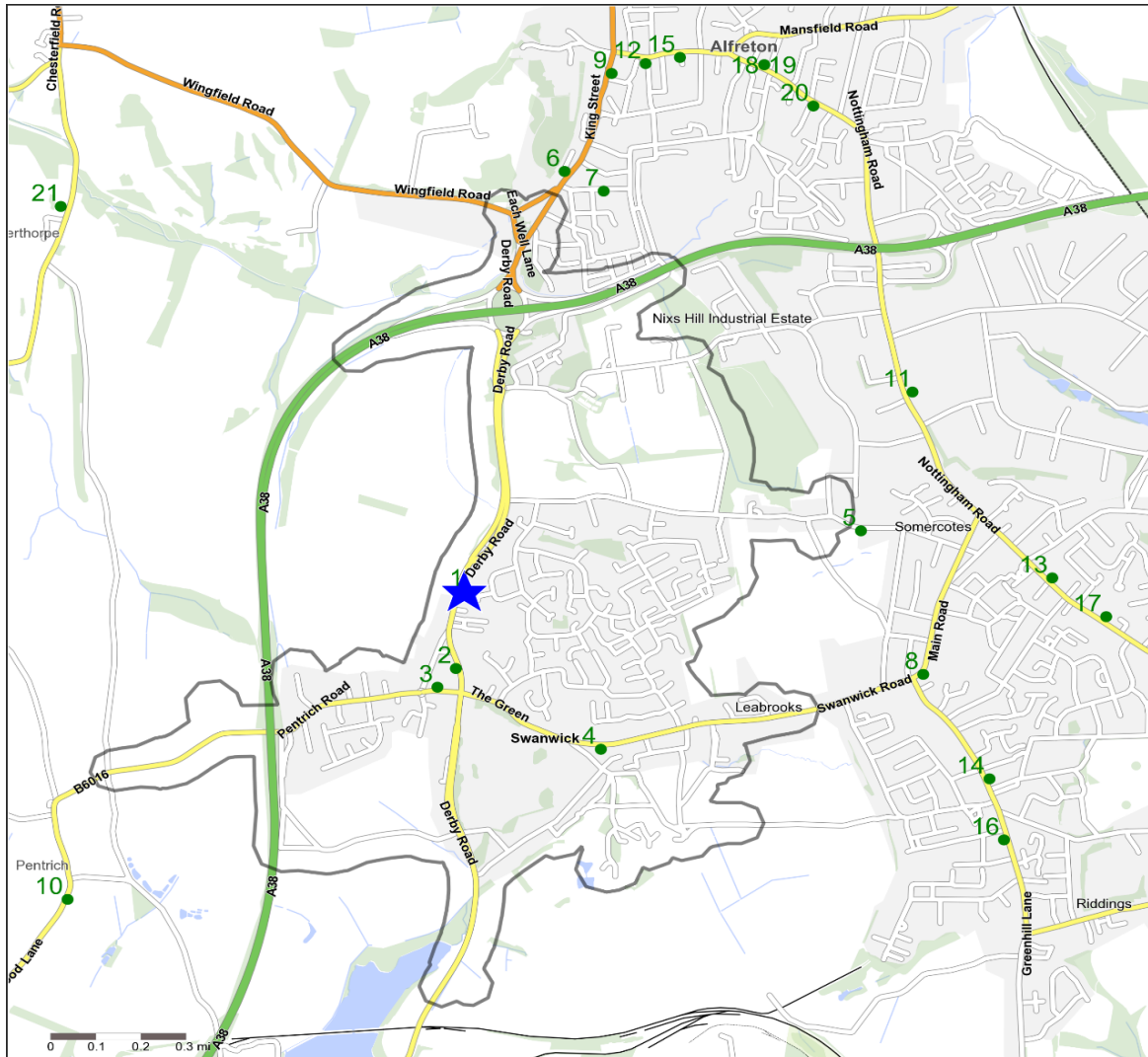
- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

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	969	20.9	69	381	8.2	50	3,292	70.9	136	
Male: Alone	1,526	32.9	110	871	18.8	120	2,245	48.4	91	
Male: Group	1,510	32.5	142	1,642	35.4	135	1,490	32.1	65	
Male: Pair	881	19.0	73	1,008	21.7	142	2,753	59.3	103	
Mixed Sex: Group	778	16.8	73	1,818	39.2	123	2,046	44.1	100	
Mixed Sex: Pair	2,080	44.8	191	1,416	30.5	94	1,145	24.7	58	
With Children	1,316	28.3	98	758	16.3	97	2,567	55.3	104	
Unknown	1,380	29.7	91	359	7.7	43	2,903	62.5	131	
For Eating:										
Upmarket	1,418	30.5	100	574	12.4	59	2,650	57.1	121	
Midmarket	875	18.8	55	28	0.6	7	3,738	80.5	146	
Downmarket	2,039	43.9	198	2,133	46.0	132	469	10.1	24	
For Drinking (monthly spend):										
Nothing	1,062	22.9	76	2,345	50.5	214	1,236	26.6	59	
Low (less than £10)	2,053	44.2	148	1,956	42.1	179	633	13.6	30	
Medium (Between £10 and £40)	2,048	44.1	144	593	12.8	72	2,001	43.1	86	
High (Greater than £40)	975	21.0	81	1,434	30.9	151	2,233	48.1	92	

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	90,655	24.0	79	56,249	14.9	91	228,556	60.4	116	
Male: Alone	121,844	32.2	108	56,198	14.9	95	197,418	52.2	98	
Male: Group	89,403	23.6	103	122,030	32.3	123	164,027	43.4	87	
Male: Pair	79,526	21.0	81	89,890	23.8	156	206,044	54.5	95	
Mixed Sex: Group	81,296	21.5	94	116,839	30.9	97	177,325	46.9	107	
Mixed Sex: Pair	100,435	26.6	113	126,647	33.5	103	148,379	39.2	92	
With Children	124,009	32.8	113	72,315	19.1	114	179,136	47.4	89	
Unknown	110,921	29.3	89	34,591	9.1	51	229,948	60.8	127	
For Eating:										
Upmarket	84,420	22.3	73	68,896	18.2	87	222,143	58.7	124	
Midmarket	94,877	25.1	73	16,988	4.5	50	263,595	69.7	126	
Downmarket	140,653	37.2	167	148,983	39.4	113	85,824	22.7	55	
For Drinking (monthly spend):										
Nothing	112,516	29.7	98	116,705	30.9	131	146,239	38.7	86	
Low (less than £10)	94,616	25.0	84	124,957	33.0	141	155,887	41.2	91	
Medium (Between £10 and £40)	96,349	25.5	83	70,475	18.6	104	208,636	55.2	110	
High (Greater than £40)	58,669	15.5	60	108,631	28.7	140	208,161	55.0	105	

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	Cross Keys, DE55 1BG	Star Pubs & Bars	0.0	0.1
2	Steampacket, DE55 1AB	*Other Small Retail Groups	3.6	0.9
3	Boot & Slipper, DE55 1BL	Marston's	5.4	1.2
4	Gate Inn, DE55 1AQ	Ei Group	11.5	2.4
5	Crown Inn, DE55 1RE	Marston's	20.2	4.0
6	Devonshire Arms Inn, DE55 7DF	Independent Free	22.0	2.9
7	Miners Arms, DE55 7JE	Independent Free	23.5	3.5
8	Three Horse Shoes, DE55 1LT	Punch Pub Company	25.7	4.6
9	Waggon & Horses, DE55 7AF	Wetherspoon	27.2	3.8
10	Dog Inn, DE 5 3RE	Independent Free	27.2	4.1
11	Cotes Park, DE55 4HQ	New River Retail	28.4	5.2
12	Blue Bell Inn, DE55 7BL	Ei Group	29.6	4.0
13	Devonshire Arms Inn, DE55 4HX	Trust Inns	30.2	6.0
14	Red Lion Inn, DE55 4EX	Unknown	31.7	5.8
15	King Alfred, DE55 7BE	Star Pubs & Bars	32.0	4.6
16	Greenhill Tavern, DE55 4AS	Independent Free	32.6	6.6
17	Olde English Gentleman, DE55 4JX	Independent Free	33.2	6.6
18	Bluey's Aussie Bar And Bistro, DE55 7HL	*Other Small Retail Groups	34.7	5.2
19	Plough Inn, DE55 7HL	Star Pubs & Bars	34.7	5.2
20	Victoria Inn, DE55 7GL	*Other Small Retail Groups	37.1	5.6