

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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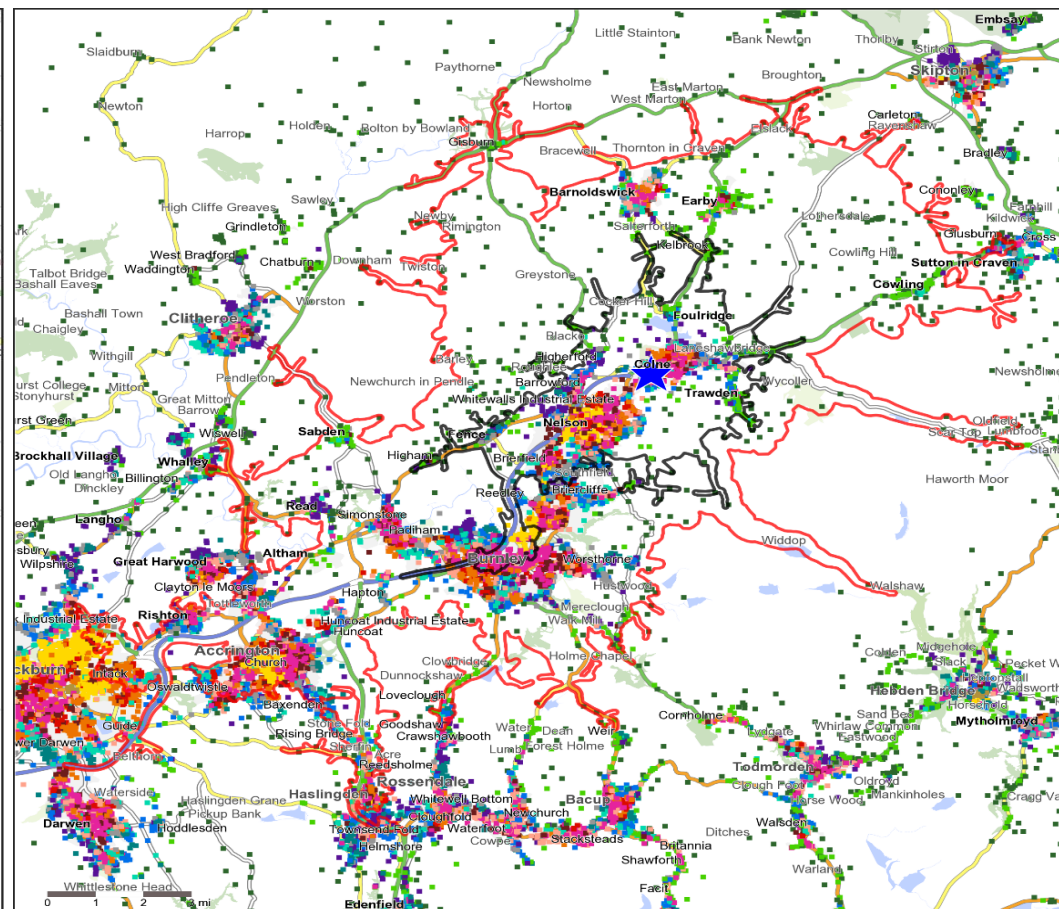
Number of Pubs	11	16	248
Catchment Adults 18+	4,718	10,322	212,664
Catchment Adults 18+ Per Pub	429	645	858
Populaton Projection 2018 to 2028 (% change)	1.40%	0.59%	0.53%

		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	Community Pub	4,458	94.5	182	1	High Street Pub	9,776	94.7	183	1	High Street Pub	161,195	75.8	146
2	High Street Pub	4,416	93.6	201	2	Community Pub	9,687	93.8	201	2	Community Pub	147,622	69.4	149
3	Premium Local	1,176	24.9	40	3	Bit of Style	2,369	23.0	36	3	Premium Local	67,197	31.6	50
4	Bit of Style	1,008	21.4	165	4	Premium Local	2,331	22.6	175	4	Great Pub Great Food	46,772	22.0	170
5	Great Pub Great Food	486	10.3	26	5	Great Pub Great Food	1,030	10.0	25	5	Bit of Style	37,618	17.7	44
6	Circuit Bar	195	4.1	15	6	Circuit Bar	277	2.7	10	6	Circuit Bar	12,201	5.7	21
7	Craft Led	96	2.0	20	7	Craft Led	171	1.7	16	7	Craft Led	9,923	4.7	45

	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	255	5.4	61	522	5.1	57	12,394	5.8	66
C1	531	11.3	92	1,081	10.5	85	22,970	10.8	88
C2	578	12.3	148	1,300	12.6	153	21,492	10.1	122
DE	824	17.5	170	1,844	17.9	174	32,008	15.1	146

	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)	3,460	73.3	221	8,082	78.3	236	132,619	62.4	188
Medium (7-13)	842	17.8	54	1,697	16.4	50	57,749	27.2	82
High (14-19)	115	2.4	9	255	2.5	9	17,206	8.1	28

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	0	51	107
	B06	Diamond Days	0	0	169	254
	B07	Alpha Families	1	38	453	818
	B08	Bank of Mum and Dad	17	39	434	1,623
	B09	Empty-Nest Adventure	8	34	1,147	3,940
	C10	Wealthy Landowners	5	15	675	3,426
	C11	Rural Vogue	1	3	262	1,104
	C12	Scattered Homesteads	0	0	98	807
	C13	Village Retirement	0	0	525	1,661
	D14	Satellite Settlers	9	45	1,736	4,840
	D15	Local Focus	0	0	507	2,499
	D16	Outlying Seniors	2	8	956	3,058
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	278	512
	E19	Bungalow Heaven	0	4	1,203	6,513
	E20	Classic Grandparents	24	41	808	2,832
	E21	Solo Retirees	86	194	1,223	3,614
	F22	Boomerang Boarders	0	0	1,210	4,608
	F23	Family Ties	45	46	530	2,010
	F24	Fledgling Free	71	266	1,221	6,075
	F25	Dependable Me	222	324	1,223	4,387
	G26	Cafés and Catchments	0	0	3	8
	G27	Thriving Independence	38	56	129	293
	G28	Modern Parents	30	30	396	3,409
	G29	Mid-Career Convention	32	54	1,141	4,834
	H30	Primary Ambitions	0	0	666	1,349
	H31	Affordable Fringe	275	451	1,388	7,043
	H32	First-Rung Futures	77	124	1,393	7,504
	H33	Contemporary Starts	0	0	286	1,051
	H34	New Foundations	4	6	74	335
	H35	Flying Solo	0	0	125	754

			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	151
	I37	Budget Generations	4	92	161	424
	I38	Economical Families	260	849	2,645	12,606
	I39	Families on a Budget	126	700	2,107	9,229
	J40	Value Rentals	827	2,100	4,834	18,019
	J41	Youthful Endeavours	69	74	157	658
	J42	Midlife Renters	33	57	1,347	3,380
	J43	Renting Rooms	690	1,077	8,206	22,458
	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	19	47	275	1,603
	K48	Mature Workers	221	661	2,783	8,868
	L49	Flatlet Seniors	258	362	1,281	4,953
	L50	Pocket Pensions	197	376	1,255	4,041
	L51	Retirement Communities	0	0	126	259
	L52	Estate Veterans	0	0	0	297
	L53	Seasoned Survivors	220	353	2,984	9,105
	M54	Down-to-Earth Owners	342	801	1,841	5,139
	M55	Back with the Folks	98	169	557	2,813
	M56	Self Supporters	381	801	2,221	10,245
	N57	Community Elders	0	0	25	159
	N58	Culture & Comfort	0	0	31	32
	N59	Large Family Living	0	0	8,141	16,551
	N60	Ageing Access	0	0	0	5
	O61	Career Builders	0	0	0	62
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	26	26	41	296
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	42	42
Total			4,718	10,323	61,370	212,663

Top 3 Mosaic Types in a 20 Minute Walktime

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. 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. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. 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

3. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



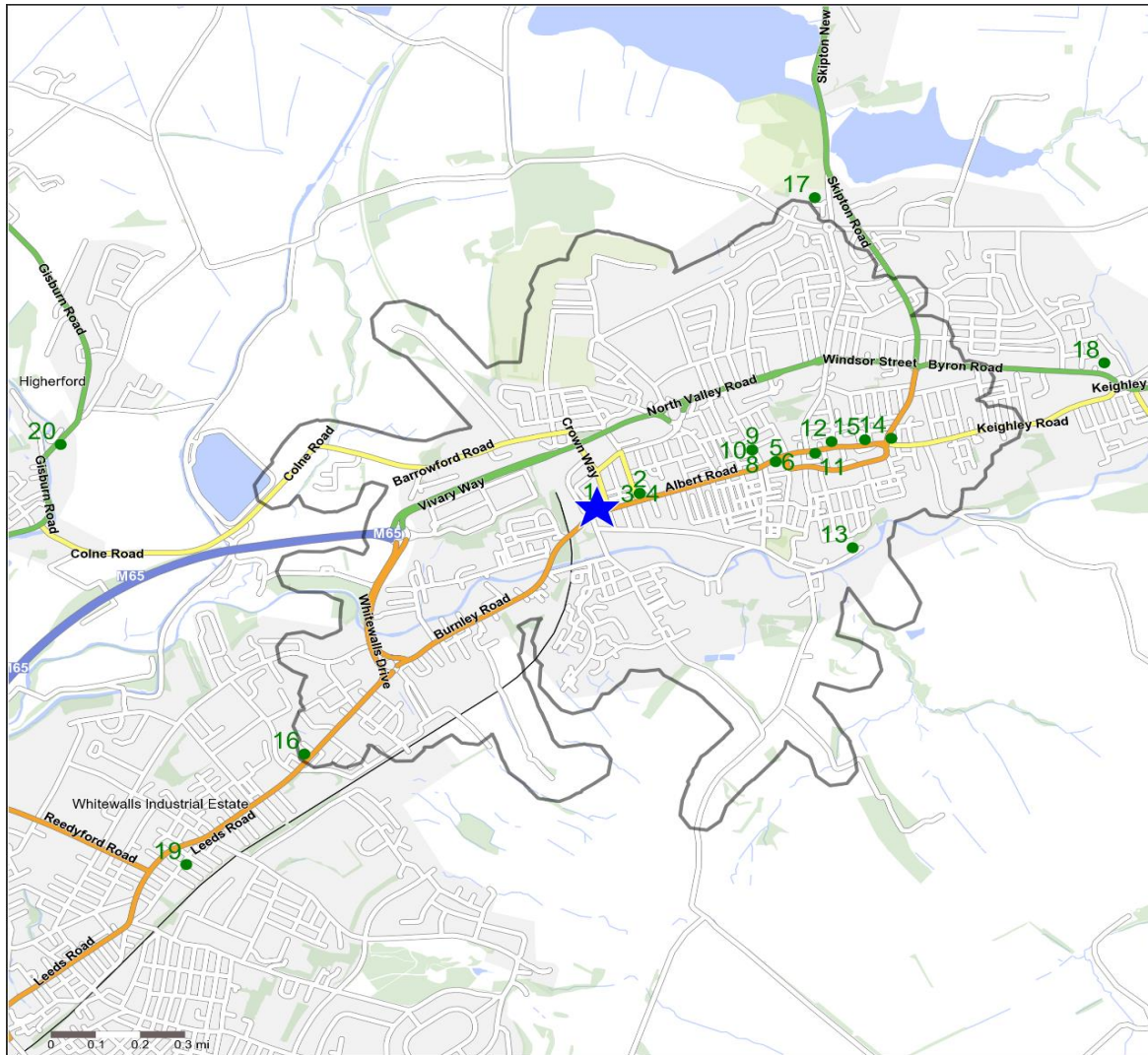
- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

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	3,368	32.6	108	1,702	16.5	101	5,252	50.9	98
Male: Alone	3,788	36.7	123	2,986	28.9	185	3,548	34.4	64
Male: Group	2,395	23.2	101	3,032	29.4	112	4,895	47.4	96
Male: Pair	1,533	14.9	57	3,728	36.1	237	5,060	49.0	85
Mixed Sex: Group	2,763	26.8	117	1,472	14.3	45	6,086	59.0	134
Mixed Sex: Pair	1,048	10.2	43	4,280	41.5	128	4,995	48.4	113
With Children	4,157	40.3	139	3,655	35.4	210	2,510	24.3	46
Unknown	4,912	47.6	145	525	5.1	28	4,885	47.3	99
For Eating:									
Upmarket	876	8.5	28	4,333	42.0	202	5,112	49.5	105
Midmarket	4,501	43.6	127	774	7.5	83	5,046	48.9	88
Downmarket	3,726	36.1	162	4,662	45.2	129	1,934	18.7	45
For Drinking (monthly spend):									
Nothing	3,203	31.0	103	2,352	22.8	96	4,767	46.2	103
Low (less than £10)	954	9.2	31	2,383	23.1	98	6,985	67.7	149
Medium (Between £10 and £40)	954	9.2	30	1,995	19.3	108	7,372	71.4	142
High (Greater than £40)	409	4.0	15	3,180	30.8	150	6,733	65.2	125

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	53,107	25.0	83	38,295	18.0	110	121,220	57.0	109
Male: Alone	81,425	38.3	129	37,450	17.6	113	93,747	44.1	83
Male: Group	40,023	18.8	82	63,729	30.0	114	108,870	51.2	103
Male: Pair	47,860	22.5	86	70,414	33.1	217	94,349	44.4	77
Mixed Sex: Group	52,602	24.7	108	47,664	22.4	70	112,357	52.8	120
Mixed Sex: Pair	38,112	17.9	76	78,587	37.0	114	95,923	45.1	106
With Children	91,380	43.0	149	46,282	21.8	129	74,961	35.2	67
Unknown	97,850	46.0	140	13,550	6.4	36	101,223	47.6	99
For Eating:									
Upmarket	43,463	20.4	67	63,891	30.0	144	105,268	49.5	105
Midmarket	88,008	41.4	120	10,793	5.1	56	113,822	53.5	97
Downmarket	58,449	27.5	124	85,190	40.1	115	68,983	32.4	78
For Drinking (monthly spend):									
Nothing	57,598	27.1	90	48,006	22.6	96	107,019	50.3	112
Low (less than £10)	37,780	17.8	60	50,047	23.5	100	124,796	58.7	129
Medium (Between £10 and £40)	35,419	16.7	54	30,889	14.5	81	146,315	68.8	137
High (Greater than £40)	20,251	9.5	37	49,100	23.1	112	143,271	67.4	129

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	Crown Hotel, BB 8 0QD	Star Pubs & Bars	0.0	0.1
2	Green Chimney, BB 8 0AG	Independent Free	2.1	0.5
3	JJs Cafe Bar Restaurant, BB 8 0AG	Independent Free	2.1	0.5
4	Turners, BB 8 0AG	Independent Free	2.1	0.5
5	Duke Of Lancaster, BB 8 0EB	Amber Taverns	8.2	1.5
6	Wallace Hartley, BB 8 0EB	Wetherspoon	8.2	1.5
7	Boyce's Barrel, BB 8 9BJ	Independent Free	8.2	1.5
8	Cask'n'keg, BB 8 9BJ	Independent Free	8.2	1.5
9	Derby Arms Hotel, BB 8 9BJ	*Other Small Retail Groups	8.2	1.5
10	Tapsters Promise, BB 8 9BJ	Independent Free	8.2	1.5
11	Market Street Tavern, BB 8 0HR	*Other Small Retail Groups	11.2	1.8
12	Red Lion Hotel, BB 8 0LJ	Timothy Taylor	12.1	2.1
13	Admiral Lord Rodney Inn, BB 8 0TA	Independent Free	12.7	2.5
14	Commercial Hotel, BB 8 0NN	Independent Free	14.5	2.5
15	Union Exchange, BB 8 0LL	Punch Pub Company	14.8	2.5
16	Spinning Mill, BB 8 8LF	Star Pubs & Bars	20.2	3.5
17	Langroyd Hall, BB 8 7AN	Milton Pubs and Taverns	22.6	3.9
18	Morris Dancers, BB 8 0BH	Mitchells & Butlers	26.3	4.4
19	Auberge, BB 9 8HF	Independent Free	29.6	5.3
20	Old Bridge, BB 9 6AJ	Robinsons	36.2	5.8