

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	25	29	121
Catchment Adults 18+	5,486	18,672	119,064
Catchment Adults 18+ Per Pub	219	644	984
Populaton Projection 2020 to 2030 (% change)	6.23%	9.18%	8.42%

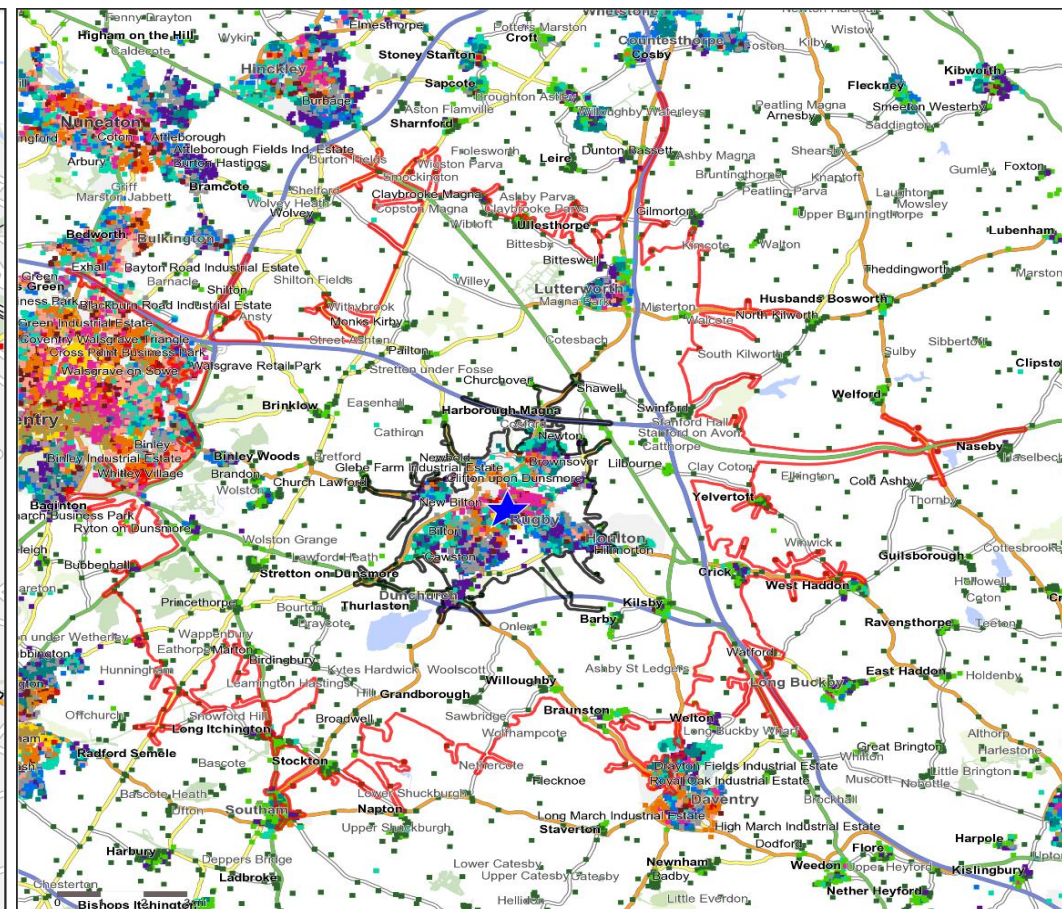
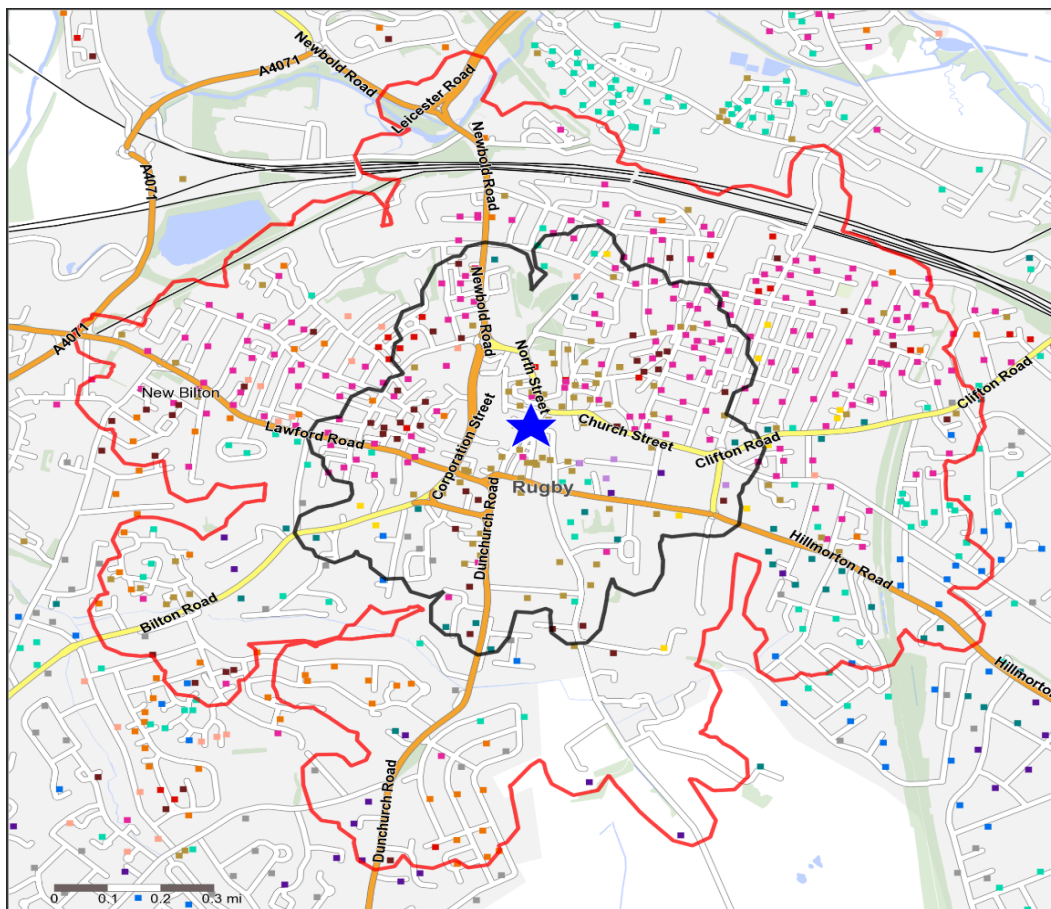
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Community Pub	4,953	90.3	172	1	High Street Pub	16,482	88.3	168	1	High Street Pub	71,109	59.7	114
2	High Street Pub	4,396	80.1	171	2	Community Pub	16,046	85.9	183	2	Premium Local	68,306	57.4	122
3	Circuit Bar	1,122	20.5	32	3	Premium Local	3,569	19.1	30	3	Community Pub	56,850	47.7	75
4	Premium Local	813	14.8	103	4	Circuit Bar	2,904	15.6	109	4	Great Pub Great Food	53,084	44.6	311
5	Bit of Style	752	13.7	34	5	Bit of Style	2,639	14.1	35	5	Bit of Style	27,157	22.8	56
6	Craft Led	678	12.4	43	6	Great Pub Great Food	2,130	11.4	40	6	Circuit Bar	16,864	14.2	49
7	Great Pub Great Food	643	11.7	103	7	Craft Led	1,349	7.2	64	7	Craft Led	5,793	4.9	43

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	450	8.2	93	1,538	8.2	93	11,960	10.0	113
C1	571	10.4	85	2,243	12.0	98	13,568	11.4	93
C2	466	8.5	103	1,725	9.2	112	9,831	8.3	100
DE	887	16.2	157	2,992	16.0	156	11,452	9.6	93

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)	3,206	58.4	176	11,732	62.8	189	33,477	28.1	85
Medium (7-13)	1,478	26.9	81	6,804	36.4	110	47,757	40.1	121
High (14-19)	485	8.8	31	1,585	8.5	30	36,746	30.9	108

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Site	10 Minute Catchment	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
J Transient Renters	H Aspiring Homemakers	I Family Basics
N Urban Cohesion	M Modest Traditions	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	0
A02	Uptown Elite	71	78	78	78
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	18	18	64	64
B06	Diamond Days	31	75	715	760
B07	Alpha Families	0	20	1,266	3,024
B08	Bank of Mum and Dad	2	73	723	1,339
B09	Empty-Nest Adventure	0	0	2,622	3,740
C10	Wealthy Landowners	0	1	262	5,214
C11	Rural Vogue	0	0	120	2,647
C12	Scattered Homesteads	0	0	6	412
C13	Village Retirement	0	0	329	5,622
D14	Satellite Settlers	0	0	560	7,189
D15	Local Focus	0	0	32	3,854
D16	Outlying Seniors	0	0	73	1,863
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	6	17	712	880
E19	Bungalow Heaven	5	27	2,814	4,226
E20	Classic Grandparents	94	248	2,705	3,190
E21	Solo Retirees	66	451	1,444	2,374
F22	Boomerang Boarders	8	120	1,366	2,164
F23	Family Ties	0	104	1,243	1,513
F24	Fledgling Free	0	0	1,439	1,740
F25	Dependable Me	11	416	2,183	3,066
G26	Cafés and Catchments	39	299	299	299
G27	Thriving Independence	96	359	806	852
G28	Modern Parents	0	35	3,696	5,779
G29	Mid-Career Convention	0	0	3,296	5,979
H30	Primary Ambitions	43	463	1,663	2,110
H31	Affordable Fringe	75	295	2,029	2,701
H32	First-Rung Futures	54	258	2,147	2,719
H33	Contemporary Starts	0	314	4,401	6,140
H34	New Foundations	0	7	471	1,046
H35	Flying Solo	17	100	582	897

		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	11	741	1,896	2,370
I37	Budget Generations	0	274	974	1,388
I38	Economical Families	26	647	1,793	2,370
I39	Families on a Budget	0	299	1,428	1,902
J40	Value Rentals	3	31	151	293
J41	Youthful Endeavours	114	278	670	840
J42	Midlife Renters	1,002	3,877	5,146	6,384
J43	Renting Rooms	1,146	3,899	3,942	4,105
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	154	179	337	337
K47	Single Essentials	178	295	647	1,212
K48	Mature Workers	0	12	107	169
L49	Flatlet Seniors	726	843	887	1,016
L50	Pocket Pensions	77	190	1,093	1,694
L51	Retirement Communities	180	274	827	943
L52	Estate Veterans	0	83	921	1,208
L53	Seasoned Survivors	33	164	169	514
M54	Down-to-Earth Owners	0	0	222	343
M55	Back with the Folks	20	241	1,245	1,656
M56	Self Supporters	0	180	889	1,880
N57	Community Elders	43	144	144	144
N58	Culture & Comfort	2	72	72	72
N59	Large Family Living	0	0	0	0
N60	Ageing Access	123	243	243	243
O61	Career Builders	254	277	449	491
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	175	419	473	473
O64	Bus-Route Renters	585	1,234	2,090	3,537
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	0	0
Total		5,488	18,674	66,961	119,065

Top 3 Mosaic Types in a 20 Minute Walktime

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. 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. 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

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. 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. H33 Contemporary Starts

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



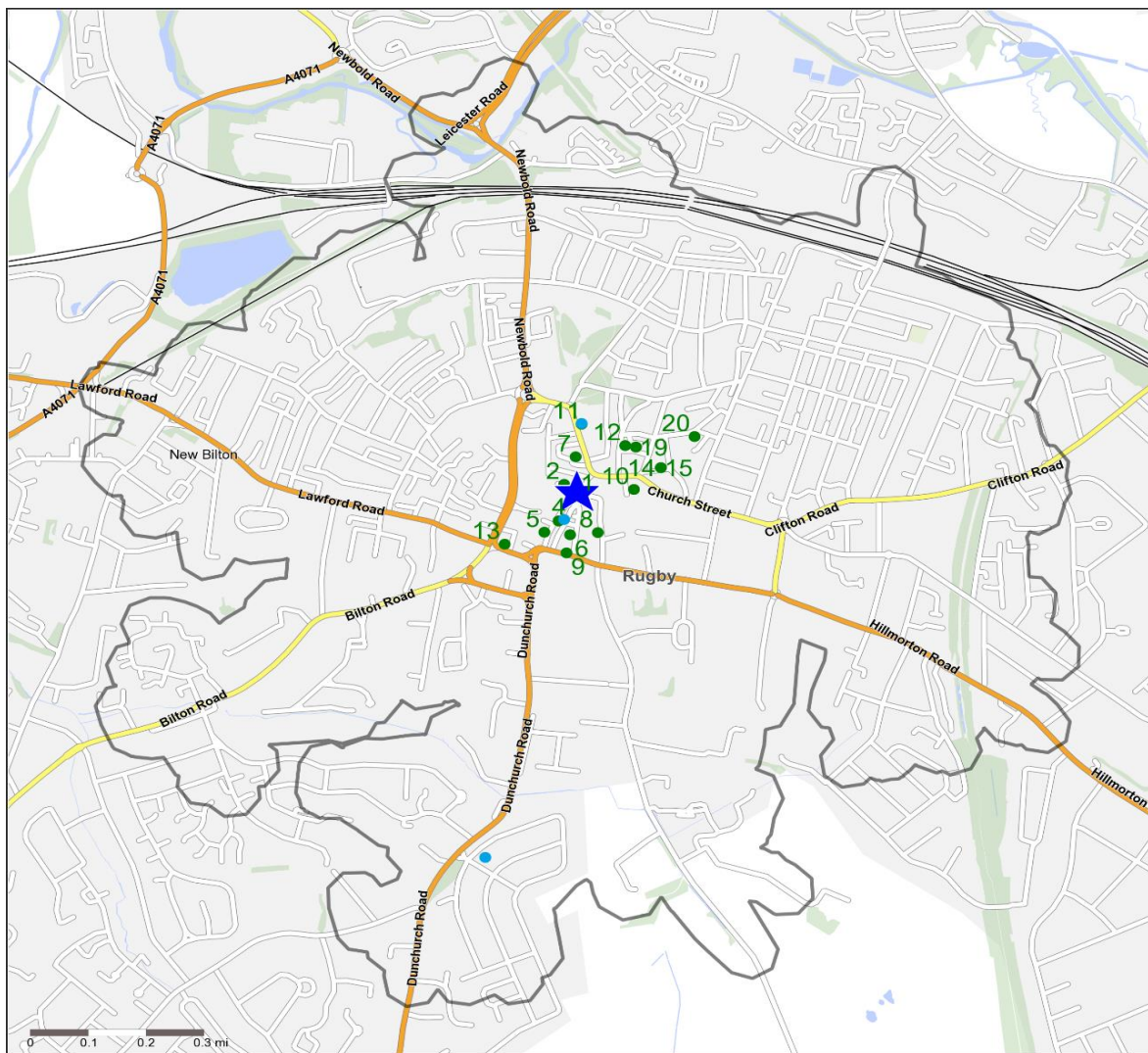
- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

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	8,358	44.8	139	5,507	29.5	174	4,807	25.7	51		
Male: Alone	12,428	66.6	223	1,553	8.3	50	4,691	25.1	47		
Male: Group	7,984	42.8	187	5,748	30.8	114	4,940	26.5	53		
Male: Pair	8,473	45.4	173	6,166	33.0	215	4,032	21.6	37		
Mixed Sex: Group	11,968	64.1	260	3,033	16.2	51	3,671	19.7	45		
Mixed Sex: Pair	6,500	34.8	144	8,906	47.7	144	3,266	17.5	41		
With Children	12,876	69.0	232	2,058	11.0	63	3,738	20.0	38		
Unknown	6,980	37.4	107	7,684	41.2	223	4,008	21.5	46		
For Eating:											
Upmarket	4,527	24.2	75	10,410	55.8	258	3,735	20.0	43		
Midmarket	12,890	69.0	191	1,496	8.0	88	4,286	23.0	42		
Downmarket	4,053	21.7	93	7,823	41.9	119	6,797	36.4	88		
For Drinking (monthly spend):											
Nothing	3,899	20.9	68	2,937	15.7	67	11,836	63.4	139		
Low (less than £10)	2,691	14.4	49	6,942	37.2	157	9,039	48.4	104		
Medium (Between £10 and £40)	2,709	14.5	47	2,777	14.9	82	13,187	70.6	138		
High (Greater than £40)	2,805	15.0	57	2,783	14.9	72	13,084	70.1	133		

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	36,674	30.8	95	25,122	21.1	124	57,268	48.1	95	
Male: Alone	33,088	27.8	93	16,923	14.2	86	69,052	58.0	108	
Male: Group	24,252	20.4	89	35,997	30.2	112	58,816	49.4	99	
Male: Pair	25,158	21.1	81	18,219	15.3	100	75,688	63.6	109	
Mixed Sex: Group	27,632	23.2	94	51,358	43.1	134	40,074	33.7	78	
Mixed Sex: Pair	42,820	36.0	149	36,567	30.7	93	39,678	33.3	78	
With Children	37,845	31.8	107	23,650	19.9	113	57,569	48.4	92	
Unknown	39,964	33.6	97	24,245	20.4	110	54,854	46.1	99	
For Eating:										
Upmarket	31,002	26.0	81	28,498	23.9	111	59,565	50.0	108	
Midmarket	30,130	25.3	70	6,087	5.1	56	82,847	69.6	127	
Downmarket	25,947	21.8	94	50,952	42.8	121	42,166	35.4	85	
For Drinking (monthly spend):										
Nothing	29,040	24.4	79	35,164	29.5	125	54,860	46.1	101	
Low (less than £10)	39,118	32.9	111	39,589	33.3	140	40,357	33.9	73	
Medium (Between £10 and £40)	33,148	27.8	90	23,562	19.8	109	62,354	52.4	102	
High (Greater than £40)	21,611	18.2	69	23,872	20.0	97	73,581	61.8	117	

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, CV21 3DU	Star Pubs & Bars	0.3	1.1
2	Black Swan, CV21 3EB	Amber Taverns	0.6	0.2
3	Bar 29, CV21 3BX	Admiral Taverns Ltd	1.2	0.4
4	Bull, CV21 3BX	Stonegate Pub Company	1.2	0.4
5	Prince Of Wales, CV21 3DA	Ei Group	1.5	0.4
6	Lawrence Sherriff, CV21 3BW	Independent Free	1.5	1.2
7	Windmill Inn, CV21 2AB	Black Country Ales	2.1	1.7
8	Merchants Inn, CV21 3AW	*Other Small Retail Groups	2.4	1.2
9	Cv22, CV22 5EJ	Independent Free	3.0	0.7
10	Midas Lounge, CV21 3PT	Admiral Taverns Ltd	3.0	1.6
11	Courthouse, CV21 2AG	Star Pubs & Bars	3.0	1.7
12	Bacco Lounge, CV21 2PY	Loungers	3.0	1.7
13	William Webb Ellis, CV21 3DN	Marston's	4.2	1.5
14	London Calling, CV21 2TP	Independent Free	4.2	2.4
15	Rupert Brooke, CV21 2TP	Wetherspoon	4.2	2.4
16	Bank, CV21 2QE	Independent Free	4.5	1.9
17	Bar 8, CV21 2QE	Independent Free	4.5	1.9
18	Chicco Di Caffè, CV21 2QE	Independent Free	4.5	1.9
19	Crafty Banker, CV21 2QE	Independent Free	4.5	1.9
20	Alexandra Arms, CV21 2SL	Wellington	5.7	2.2