

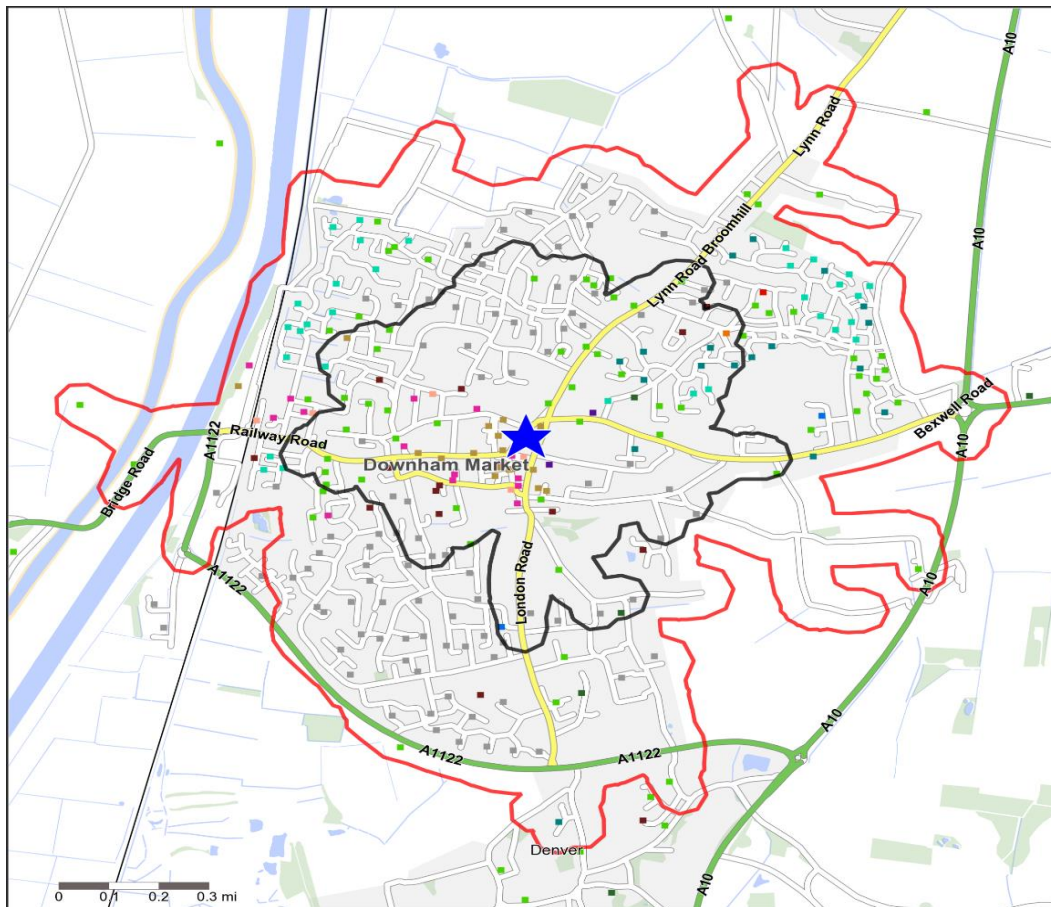
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	5	5	40
Catchment Adults 18+	3,724	8,950	40,413
Catchment Adults 18+ Per Pub	745	1,790	1,010
Populaton Projection 2018 to 2028 (% change)	3.52%	3.76%	5.43%

		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	2,162	58.1	112	1	Community Pub	3,516	39.3	76	1	Community Pub	25,401	62.9	121
2	High Street Pub	1,793	48.1	103	2	High Street Pub	2,978	33.3	71	2	High Street Pub	16,800	41.6	89
3	Premium Local	670	18.0	29	3	Premium Local	2,390	26.7	42	3	Premium Local	14,501	35.9	57
4	Circuit Bar	643	17.3	134	4	Circuit Bar	1,915	21.4	165	4	Great Pub Great Food	12,559	31.1	240
5	Great Pub Great Food	563	15.1	37	5	Bit of Style	1,827	20.4	51	5	Circuit Bar	3,447	8.5	21
6	Bit of Style	366	9.8	37	6	Great Pub Great Food	1,152	12.9	48	6	Bit of Style	2,984	7.4	28
7	Craft Led	7	0.2	2	7	Craft Led	68	0.8	7	7	Craft Led	543	1.3	13

	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	220	5.9	67	522	5.8	66	2,374	5.9	66
C1	386	10.4	85	902	10.1	82	3,910	9.7	79
C2	297	8.0	97	728	8.1	99	3,878	9.6	116
DE	383	10.3	100	813	9.1	88	4,148	10.3	100

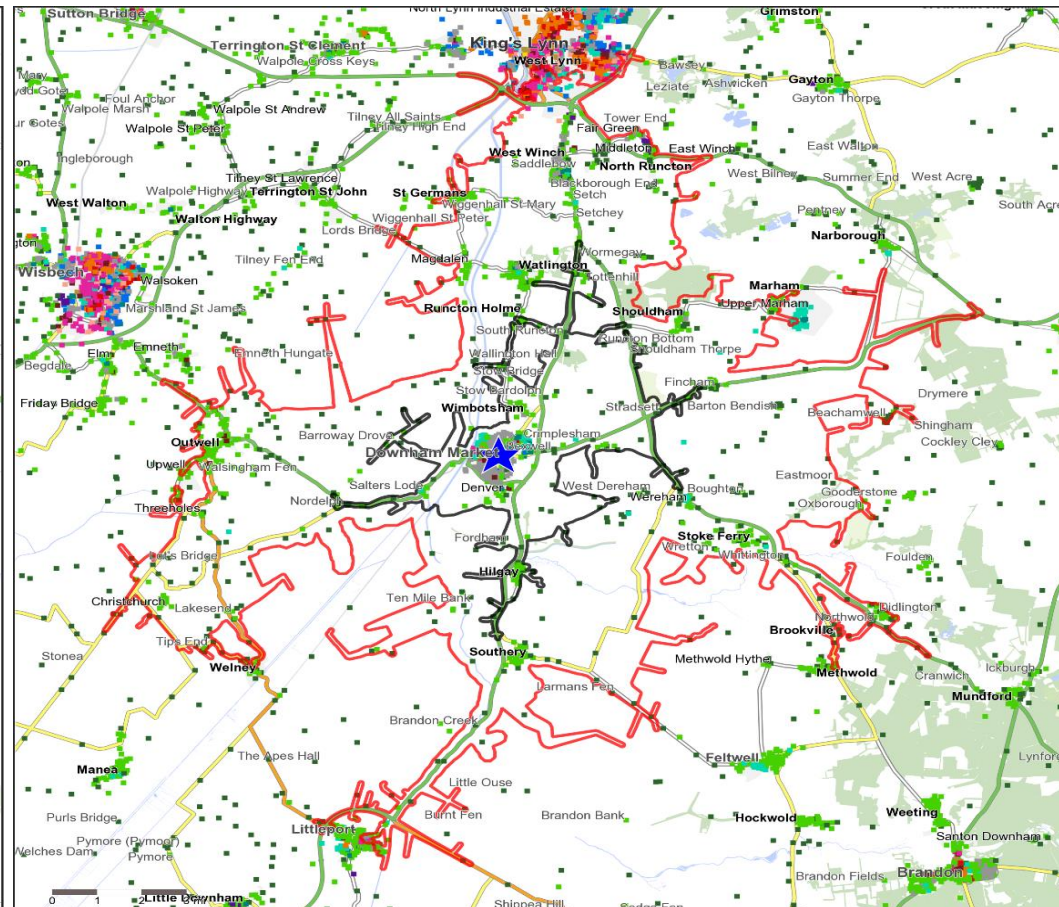
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,680	45.1	136	3,445	38.5	116	16,509	40.9	123
Medium (7-13)	1,323	35.5	107	3,993	44.6	135	16,182	40.0	121
High (14-19)	396	10.6	37	1,008	11.3	40	5,634	13.9	49

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	0	0	0
	B06	Diamond Days	2	2	2	2
	B07	Alpha Families	0	0	0	116
	B08	Bank of Mum and Dad	11	11	11	132
	B09	Empty-Nest Adventure	0	0	0	182
	C10	Wealthy Landowners	0	0	4	18
	C11	Rural Vogue	0	4	254	1,442
	C12	Scattered Homesteads	0	3	818	3,489
	C13	Village Retirement	44	78	210	1,972
	D14	Satellite Settlers	286	472	1,314	4,163
	D15	Local Focus	582	1,090	1,477	5,680
	D16	Outlying Seniors	431	717	2,326	8,789
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	0	0
	E19	Bungalow Heaven	903	3,059	3,119	4,434
	E20	Classic Grandparents	23	25	25	202
	E21	Solo Retirees	0	0	0	63
	F22	Boomerang Boarders	0	0	0	2
	F23	Family Ties	0	0	0	0
	F24	Fledgling Free	12	86	86	122
	F25	Dependable Me	0	0	0	28
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	0	0	0	9
	G28	Modern Parents	102	278	278	320
	G29	Mid-Career Convention	105	218	262	384
	H30	Primary Ambitions	0	0	0	0
	H31	Affordable Fringe	0	0	0	205
	H32	First-Rung Futures	0	0	0	72
	H33	Contemporary Starts	80	1,198	1,210	1,536
	H34	New Foundations	16	29	34	178
	H35	Flying Solo	7	26	34	105

			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	12	20	20	20
	I37	Budget Generations	0	0	0	2
	I38	Economical Families	0	0	0	166
	I39	Families on a Budget	0	0	0	399
	J40	Value Rentals	56	78	78	380
	J41	Youthful Endeavours	42	101	101	418
	J42	Midlife Renters	104	201	201	784
	J43	Renting Rooms	8	8	8	1,419
	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	42	42	366
	K48	Mature Workers	0	0	0	75
	L49	Flatlet Seniors	0	0	0	165
	L50	Pocket Pensions	190	310	325	639
	L51	Retirement Communities	101	115	115	125
	L52	Estate Veterans	74	171	171	291
	L53	Seasoned Survivors	1	6	6	210
	M54	Down-to-Earth Owners	11	11	11	129
	M55	Back with the Folks	0	2	2	34
	M56	Self Supporters	23	70	70	372
	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	0	0	0	0
	O61	Career Builders	0	0	0	0
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	499	519	519	773
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	0	0
Total			3,725	8,950	13,133	40,412

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. 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. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

2. 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

3. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



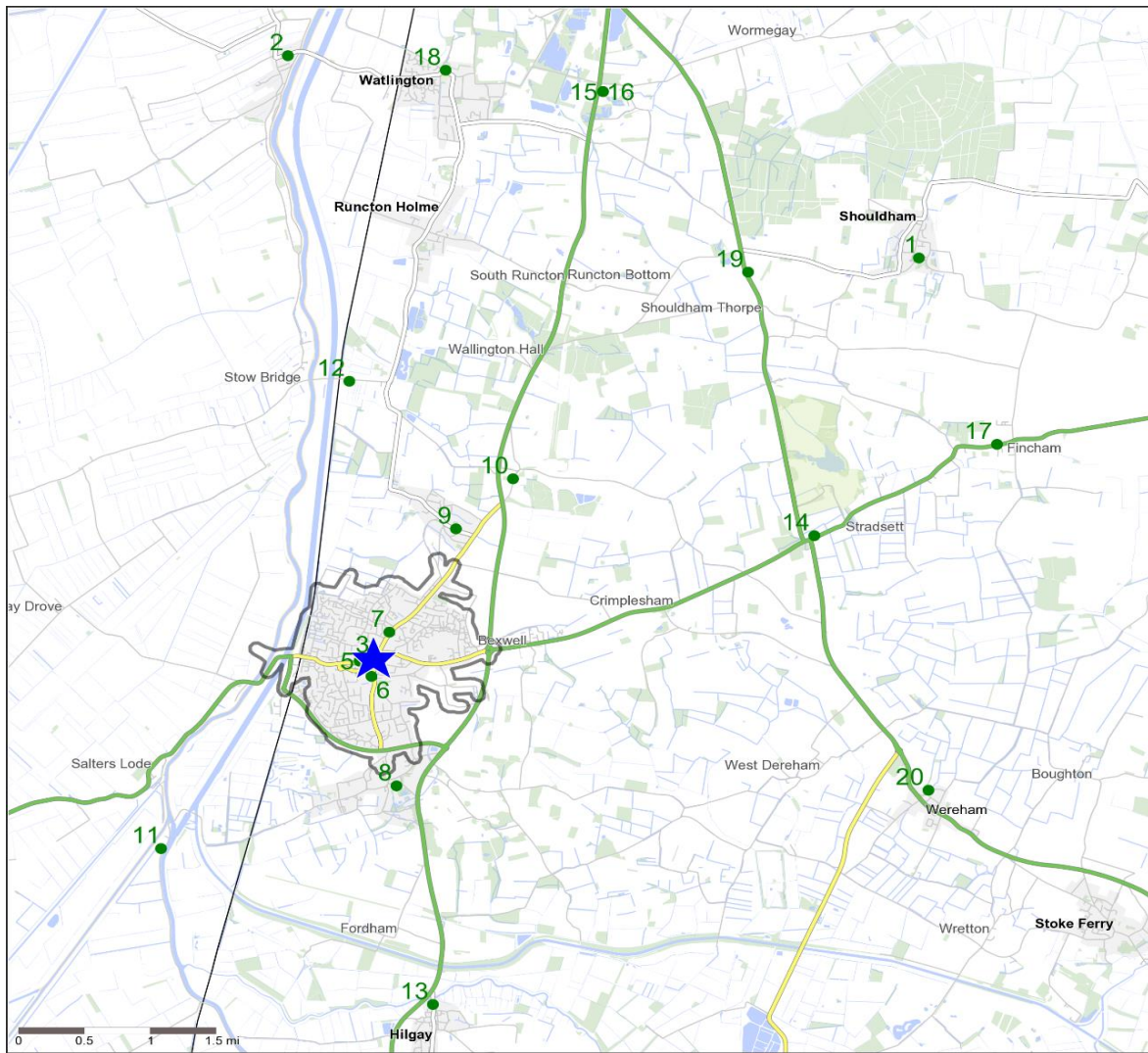
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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	2,358	26.3	87	1,590	17.8	109	5,002	55.9	107
Male: Alone	1,883	21.0	71	616	6.9	44	6,451	72.1	135
Male: Group	1,030	11.5	50	4,614	51.6	197	3,307	36.9	74
Male: Pair	1,360	15.2	58	113	1.3	8	7,478	83.6	146
Mixed Sex: Group	911	10.2	45	7,169	80.1	251	870	9.7	22
Mixed Sex: Pair	1,726	19.3	82	4,040	45.1	139	3,185	35.6	83
With Children	1,146	12.8	44	2,676	29.9	178	5,128	57.3	108
Unknown	2,166	24.2	74	2,076	23.2	129	4,708	52.6	110
For Eating:									
Upmarket	1,974	22.1	72	757	8.5	41	6,219	69.5	147
Midmarket	861	9.6	28	147	1.6	18	7,942	88.7	160
Downmarket	643	7.2	32	7,115	79.5	228	1,192	13.3	32
For Drinking (monthly spend):									
Nothing	1,922	21.5	71	4,457	49.8	211	2,571	28.7	64
Low (less than £10)	617	6.9	23	6,179	69.0	294	2,154	24.1	53
Medium (Between £10 and £40)	536	6.0	20	697	7.8	44	7,717	86.2	172
High (Greater than £40)	291	3.3	13	836	9.3	46	7,823	87.4	167

Activity Group Structure	20 Minute Drivetime											
	High			Medium			Low					
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	4,671	11.6	38	11,604	28.7	176	24,137	59.7	115			
Male: Alone	13,095	32.4	109	1,858	4.6	29	25,459	63.0	118			
Male: Group	2,674	6.6	29	15,124	37.4	143	22,615	56.0	113			
Male: Pair	3,385	8.4	32	2,508	6.2	41	34,520	85.4	149			
Mixed Sex: Group	4,443	11.0	48	27,733	68.6	215	8,236	20.4	46			
Mixed Sex: Pair	7,001	17.3	74	21,977	54.4	167	11,435	28.3	66			
With Children	4,593	11.4	39	8,773	21.7	129	27,048	66.9	126			
Unknown	12,773	31.6	96	3,962	9.8	55	23,678	58.6	122			
For Eating:												
Upmarket	3,174	7.9	26	4,176	10.3	50	33,063	81.8	173			
Midmarket	4,059	10.0	29	942	2.3	26	35,412	87.6	158			
Downmarket	1,740	4.3	19	24,675	61.1	175	13,998	34.6	83			
For Drinking (monthly spend):												
Nothing	19,291	47.7	158	8,973	22.2	94	12,149	30.1	67			
Low (less than £10)	6,926	17.1	57	26,531	65.6	280	6,956	17.2	38			
Medium (Between £10 and £40)	1,464	3.6	12	6,786	16.8	94	32,162	79.6	158			
High (Greater than £40)	671	1.7	6	1,885	4.7	23	37,857	93.7	179			

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	Kings Arms, PE33 0BY	Independent Free	0.0	13.1
2	Cock, PE34 3DG	*Other Small Retail Groups	0.0	15.0
3	Palmers, PE38 9HF	Independent Free	0.0	1.8
4	Crown Hotel, PE38 9DH	Unknown	2.1	1.4
5	Whalebone, PE38 9DH	Wetherspoon	2.1	1.4
6	Live & Let Live, PE38 9AW	Pollard Inns	3.3	1.2
7	Cock, PE38 9NP	*Other Small Retail Groups	4.8	1.0
8	Bell, PE38 0DW	Independent Free	22.3	4.8
9	Chequers, PE34 3QG	Independent Free	27.8	4.3
10	Hare Arms, PE34 3HT	Greene King	41.9	5.4
11	Jenyns Arms, PE38 0EQ	Independent Free	64.6	10.4
12	Heron, PE34 3PH	Star Pubs & Bars	66.9	9.0
13	Rose & Crown, PE38 0LJ	Independent Free	69.9	7.3
14	Foldgate Inn, PE33 9HH	Independent Free	72.3	7.2
15	Biltons, PE33 0RL	Independent Free	102.3	8.9
16	Drivers Club, PE33 0RL	Independent Free	102.3	8.9
17	Swan, PE33 9EJ	*Other Small Retail Groups	103.5	10.6
18	Angel, PE33 0HA	Ei Group	111.1	11.7
19	Jolly Brewers, PE33 0EB	Admiral Taverns Ltd	114.5	10.0
20	George & Dragon, PE33 9AN	Independent Free	119.1	10.7