

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	8	164
Catchment Adults 18+	2,838	8,102	130,052
Catchment Adults 18+ Per Pub	2,838	1,013	793
Populaton Projection 2018 to 2028 (% change)	2.07%	2.61%	3.25%

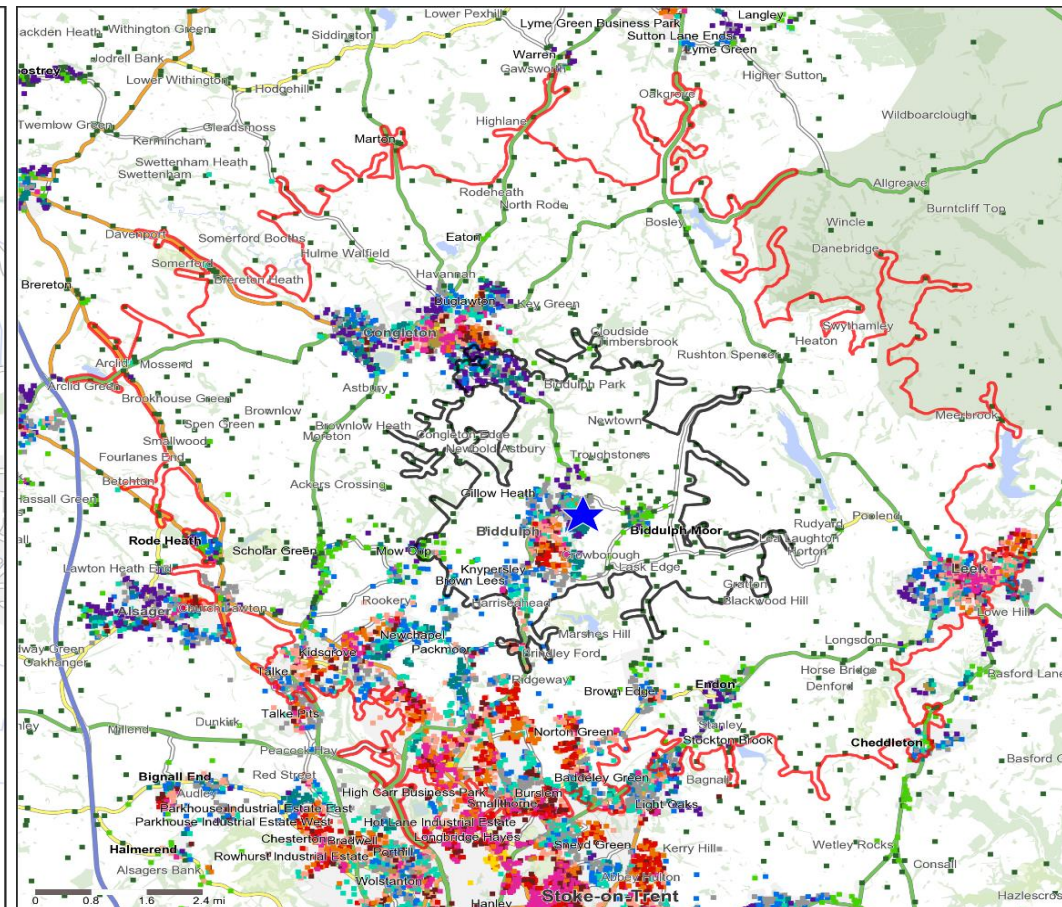
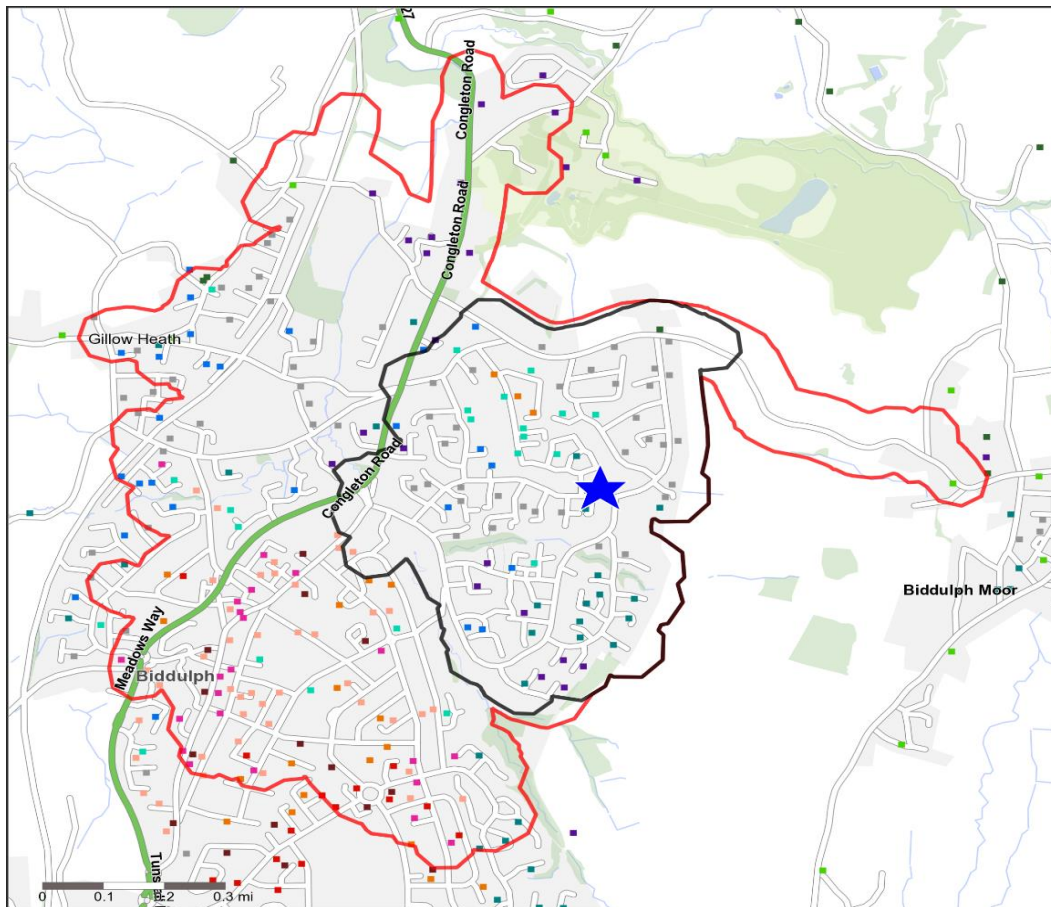
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	1,700	59.9	116	1	High Street Pub	5,288	65.3	126	1	High Street Pub	95,618	73.5	142
2	High Street Pub	1,292	45.5	98	2	Community Pub	3,844	47.4	102	2	Community Pub	75,269	57.9	124
3	Great Pub Great Food	1,122	39.5	63	3	Premium Local	3,765	46.5	74	3	Premium Local	65,366	50.3	80
4	Bit of Style	889	31.3	242	4	Great Pub Great Food	2,326	28.7	222	4	Great Pub Great Food	49,482	38.0	294
5	Community Pub	626	22.1	55	5	Bit of Style	1,657	20.5	51	5	Bit of Style	21,686	16.7	41
6	Circuit Bar	409	14.4	54	6	Circuit Bar	521	6.4	24	6	Circuit Bar	7,835	6.0	22
7	Craft Led	80	2.8	27	7	Craft Led	104	1.3	12	7	Craft Led	4,393	3.4	33

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	207	7.3	82	541	6.7	76	8,650	6.7	75
C1	307	10.8	88	852	10.5	86	13,663	10.5	86
C2	217	7.6	93	794	9.8	119	13,063	10.0	122
DE	201	7.1	69	866	10.7	104	15,272	11.7	114

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)	471	16.6	50	2,922	36.1	109	56,125	43.2	130
Medium (7-13)	1,587	55.9	169	3,549	43.8	132	47,155	36.3	109
High (14-19)	505	17.8	63	1,038	12.8	45	18,949	14.6	51

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	I Family Basics
	H Aspiring Homemakers	N Urban Cohesion
	M Modest Traditions	E Senior Security
		J Transient Renters
		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	0	0	0	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	15	70
B06	Diamond Days	0	11	160	374
B07	Alpha Families	0	15	480	1,497
B08	Bank of Mum and Dad	0	0	468	1,442
B09	Empty-Nest Adventure	236	445	1,706	4,494
C10	Wealthy Landowners	0	9	829	4,287
C11	Rural Vogue	0	2	52	929
C12	Scattered Homesteads	0	3	202	761
C13	Village Retirement	16	44	396	1,964
D14	Satellite Settlers	37	136	1,363	3,742
D15	Local Focus	0	0	45	523
D16	Outlying Seniors	0	27	195	650
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	112	589
E19	Bungalow Heaven	919	1,722	3,393	10,530
E20	Classic Grandparents	83	164	349	1,912
E21	Solo Retirees	12	19	134	1,909
F22	Boomerang Boarders	184	240	799	3,461
F23	Family Ties	0	134	141	689
F24	Fledgling Free	12	162	1,419	8,262
F25	Dependable Me	174	282	1,003	3,735
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	0	58	280
G28	Modern Parents	297	563	1,064	4,001
G29	Mid-Career Convention	170	320	1,085	5,241
H30	Primary Ambitions	13	66	80	946
H31	Affordable Fringe	157	312	643	7,014
H32	First-Rung Futures	70	94	557	3,544
H33	Contemporary Starts	317	377	405	2,015
H34	New Foundations	12	14	26	184
H35	Flying Solo	10	10	83	206

		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	28
I37	Budget Generations	91	427	770	2,536
I38	Economical Families	14	29	177	2,943
I39	Families on a Budget	0	58	213	4,714
J40	Value Rentals	0	214	457	5,141
J41	Youthful Endeavours	0	25	25	389
J42	Midlife Renters	0	284	293	2,238
J43	Renting Rooms	0	18	18	4,653
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	73
K47	Single Essentials	0	0	0	515
K48	Mature Workers	0	290	813	7,615
L49	Flatlet Seniors	0	26	26	1,040
L50	Pocket Pensions	8	162	329	2,440
L51	Retirement Communities	0	0	0	372
L52	Estate Veterans	0	59	245	1,594
L53	Seasoned Survivors	0	20	43	2,501
M54	Down-to-Earth Owners	5	538	971	5,717
M55	Back with the Folks	3	105	191	3,237
M56	Self Supporters	0	677	1,001	5,513
N57	Community Elders	0	0	0	24
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	277
N60	Ageing Access	0	0	0	57
O61	Career Builders	0	0	73	128
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	0	0	982
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	0	74
Total		2,840	8,103	22,907	130,052

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. 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

3. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

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. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



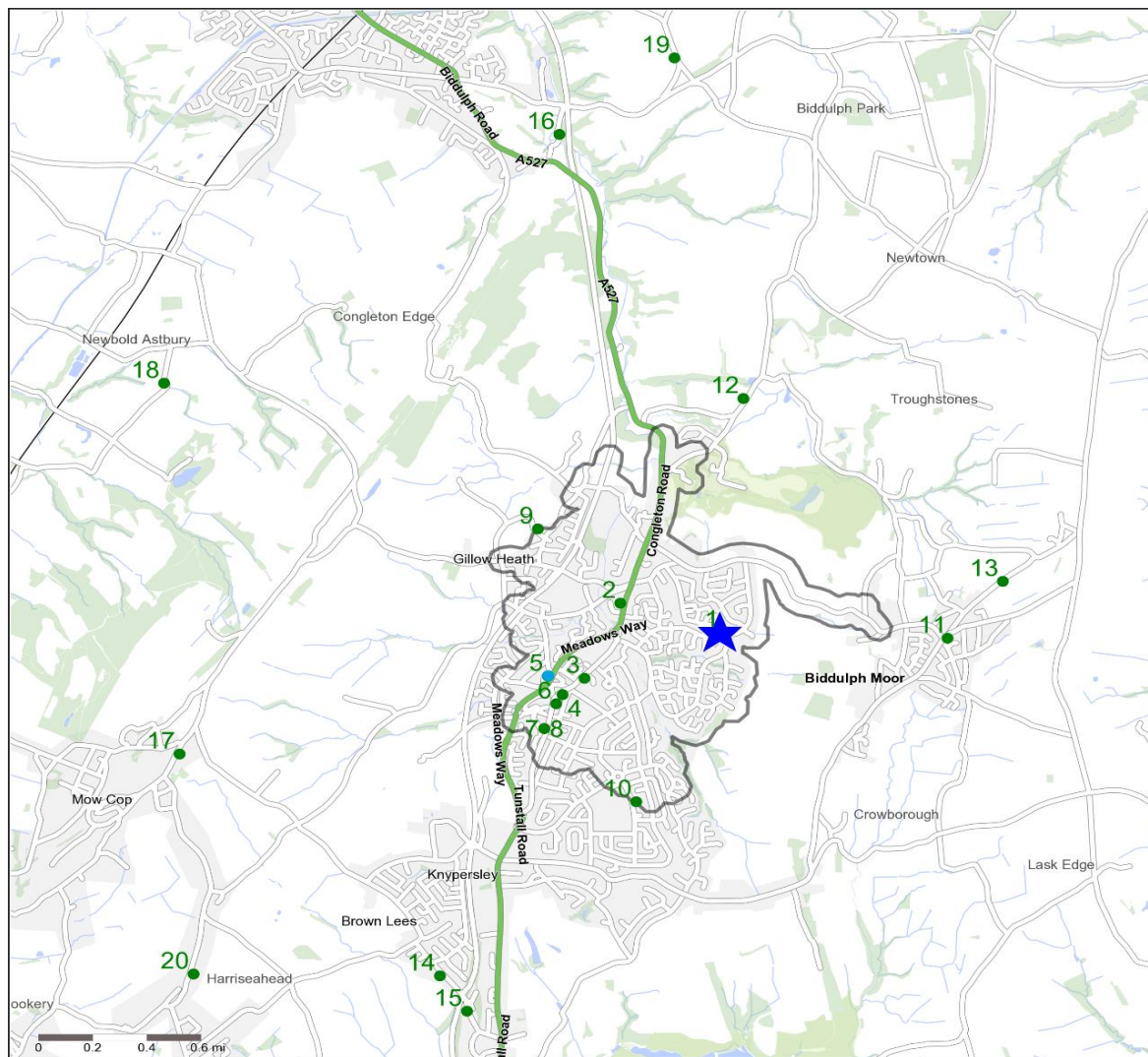
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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	2,025	25.0	83	908	11.2	69	5,169	63.8	123	
Male: Alone	2,554	31.5	106	1,154	14.2	91	4,394	54.2	102	
Male: Group	2,157	26.6	116	3,653	45.1	172	2,292	28.3	57	
Male: Pair	1,321	16.3	63	1,154	14.2	93	5,627	69.5	121	
Mixed Sex: Group	1,243	15.3	67	4,173	51.5	161	2,686	33.2	76	
Mixed Sex: Pair	2,683	33.1	141	3,283	40.5	125	2,136	26.4	62	
With Children	2,630	32.5	112	1,657	20.5	122	3,814	47.1	89	
Unknown	2,256	27.8	85	814	10.0	56	5,032	62.1	130	
For Eating:										
Upmarket	1,990	24.6	80	1,161	14.3	69	4,951	61.1	129	
Midmarket	1,517	18.7	55	93	1.1	13	6,492	80.1	145	
Downmarket	2,748	33.9	153	4,767	58.8	169	586	7.2	17	
For Drinking (monthly spend):										
Nothing	2,334	28.8	95	4,230	52.2	221	1,537	19.0	42	
Low (less than £10)	2,832	35.0	117	3,182	39.3	167	2,087	25.8	57	
Medium (Between £10 and £40)	2,785	34.4	112	799	9.9	55	4,518	55.8	111	
High (Greater than £40)	1,979	24.4	94	1,670	20.6	100	4,453	55.0	105	

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	27,925	21.5	71	20,121	15.5	95	81,932	63.0	121		
Male: Alone	39,097	30.1	101	20,093	15.4	99	70,787	54.4	102		
Male: Group	31,806	24.5	107	42,290	32.5	124	55,881	43.0	87		
Male: Pair	23,989	18.4	71	25,006	19.2	126	80,983	62.3	109		
Mixed Sex: Group	23,739	18.3	80	43,301	33.3	104	62,938	48.4	110		
Mixed Sex: Pair	36,495	28.1	120	43,337	33.3	102	50,146	38.6	90		
With Children	40,485	31.1	108	23,549	18.1	108	65,944	50.7	96		
Unknown	40,049	30.8	94	9,035	6.9	39	80,894	62.2	130		
For Eating:											
Upmarket	28,231	21.7	71	21,893	16.8	81	79,853	61.4	130		
Midmarket	29,343	22.6	66	5,336	4.1	45	95,299	73.3	132		
Downmarket	49,050	37.7	170	51,334	39.5	113	29,594	22.8	55		
For Drinking (monthly spend):											
Nothing	40,071	30.8	102	42,651	32.8	139	47,256	36.3	81		
Low (less than £10)	38,153	29.3	98	40,279	31.0	132	51,546	39.6	87		
Medium (Between £10 and £40)	35,497	27.3	89	26,616	20.5	115	67,864	52.2	104		
High (Greater than £40)	21,064	16.2	63	42,810	32.9	160	66,104	50.8	97		

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	Roaring Meg, ST 8 7EA	Star Pubs & Bars	0.0	0.2
2	Biddulph Arms, ST 8 6QJ	Ei Group	11.2	2.3
3	Old Sams, ST 8 6DX	Independent Free	12.4	2.5
4	Clockworks Wine Bar, ST 8 6AW	Independent Free	14.8	3.2
5	Royal Oak, ST 8 6BL	Star Pubs & Bars	16.0	2.8
6	Swan Inn, ST 8 6AD	Punch Pub Company	16.0	3.2
7	Bradley Green, ST 8 6AS	Wetherspoon	17.8	3.6
8	Crown & Cushion, ST 8 6AS	Punch Pub Company	17.8	3.6
9	Staffordshire Knott, ST 8 6RG	Independent Free	20.8	4.2
10	Barley Mow, ST 8 6NE	Dorbiere	21.1	5.1
11	Rose & Crown, ST 8 7HZ	Joule's Brewery	25.1	4.1
12	Talbot, ST 8 7RY	Mitchells & Butlers	25.1	4.5
13	Foxhound, ST 8 7JT	Independent Free	30.5	5.1
14	Gardeners Arms, ST 8 6PH	Robinsons	44.4	8.6
15	Nelson Inn, ST 8 6PW	*Other Small Retail Groups	45.0	7.9
16	Castle Inn, CW12 3LP	Punch Pub Company	47.4	6.2
17	Mow Cop Inn, ST 7 3PJ	Independent Free	54.3	8.9
18	Horse Shoe, CW12 3NL	Robinsons	57.0	8.5
19	Coach And Horses, CW12 3PL	Robinsons	58.5	8.1
20	Royal Oak, ST 7 4JT	Independent Free	104.6	9.5