

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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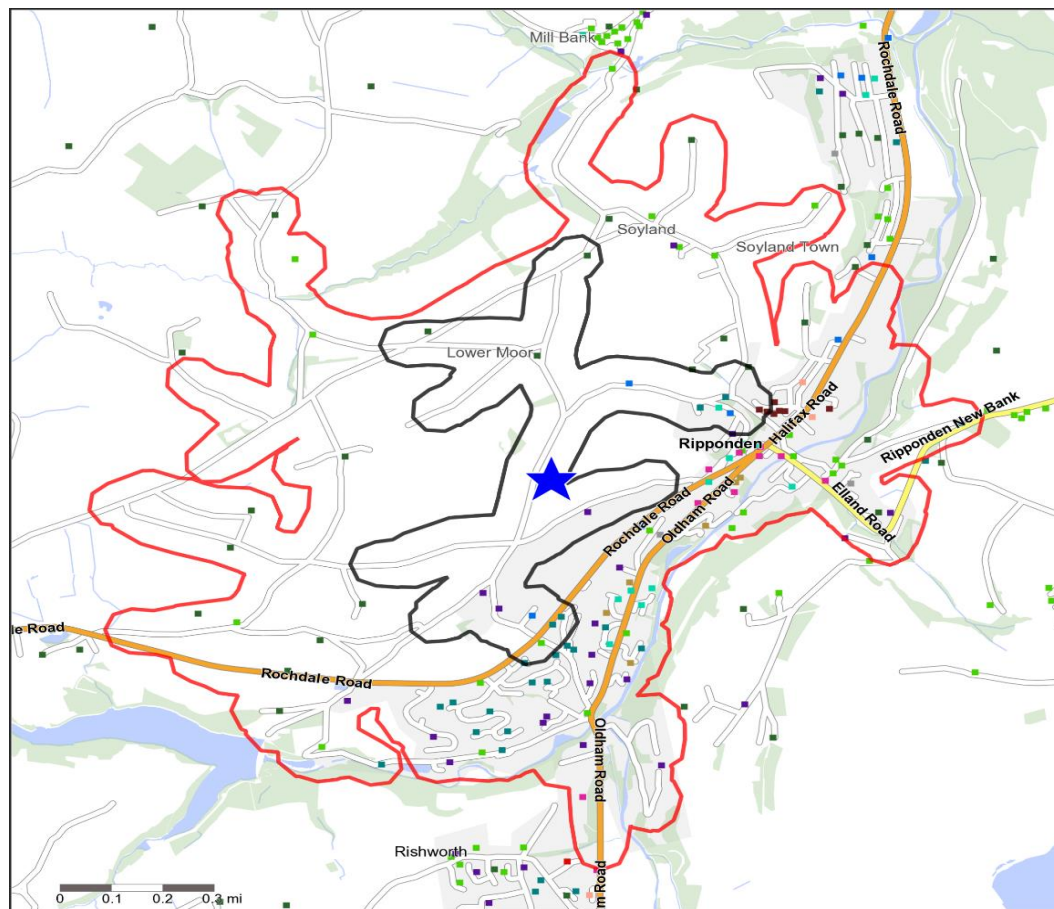
Number of Pubs	2	5	249
Catchment Adults 18+	393	2,872	167,814
Catchment Adults 18+ Per Pub	197	574	674
Populaton Projection 2018 to 2028 (% change)	7.06%	5.67%	4.75%

		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	335	85.2	165	1	Premium Local	2,347	81.7	158	1	High Street Pub	127,813	76.2	147
2	Great Pub Great Food	279	71.0	152	2	Great Pub Great Food	1,953	68.0	146	2	Community Pub	109,575	65.3	140
3	High Street Pub	169	43.0	68	3	High Street Pub	1,464	51.0	81	3	Premium Local	73,306	43.7	69
4	Bit of Style	157	39.9	309	4	Bit of Style	1,039	36.2	280	4	Great Pub Great Food	47,422	28.3	219
5	Community Pub	98	24.9	62	5	Community Pub	1,021	35.6	88	5	Bit of Style	34,542	20.6	51
6	Circuit Bar	51	13.0	48	6	Craft Led	319	11.1	41	6	Circuit Bar	19,454	11.6	43
7	Craft Led	35	8.9	86	7	Circuit Bar	246	8.6	83	7	Craft Led	13,988	8.3	81

	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	69	17.6	199	467	16.3	184	14,735	8.8	99
C1	59	15.0	122	413	14.4	117	21,493	12.8	104
C2	30	7.6	92	238	8.3	100	15,619	9.3	113
DE	18	4.6	45	145	5.0	49	19,685	11.7	114

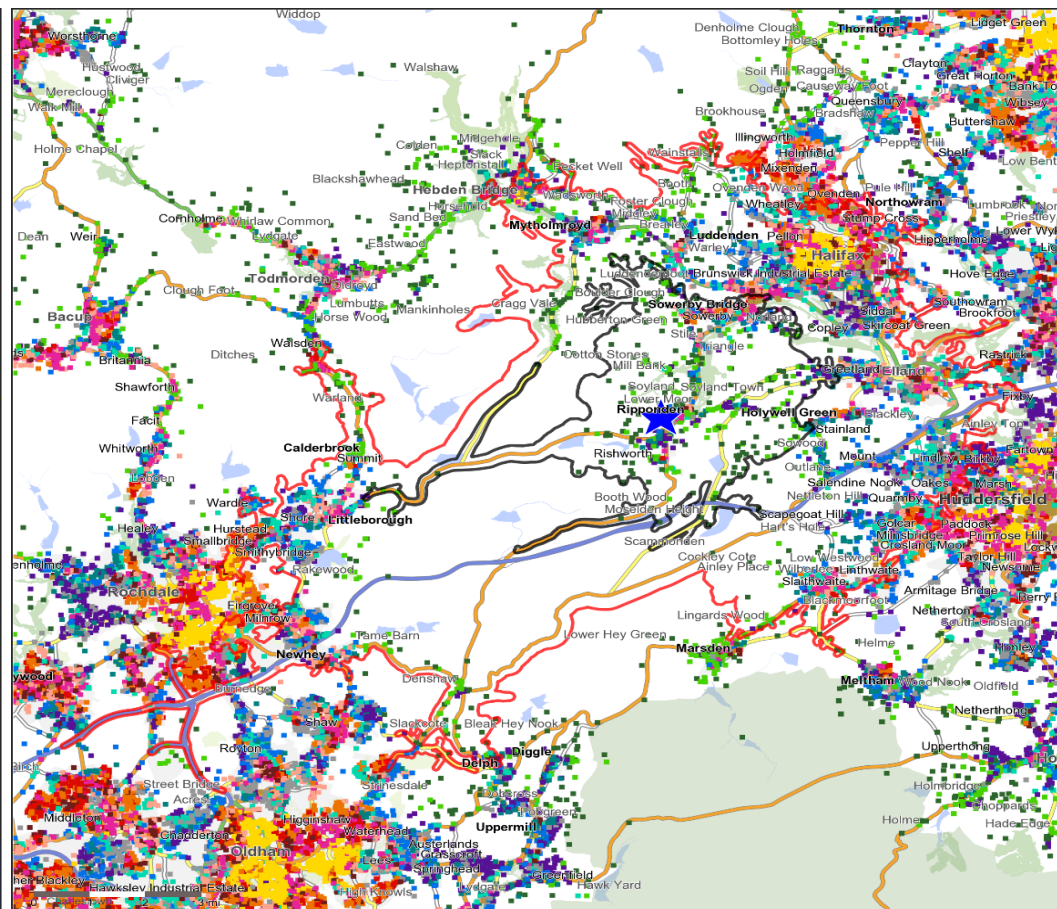
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	68	17.3	52	618	21.5	65	81,379	48.5	146
Medium (7-13)	150	38.2	115	1,113	38.8	117	60,014	35.8	108
High (14-19)	168	42.7	150	1,046	36.4	128	20,970	12.5	44

## 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	16
A03	Penthouse Chic			0	0	0	0
A04	Metro High-Flyers			0	0	0	0
B05	Premium Fortunes			1	11	28	248
B06	Diamond Days			7	52	111	881
B07	Alpha Families			52	273	542	1,518
B08	Bank of Mum and Dad			12	67	246	2,141
B09	Empty-Nest Adventure			0	15	481	2,770
C10	Wealthy Landowners			41	219	1,271	2,667
C11	Rural Vogue			5	37	224	690
C12	Scattered Homesteads			0	0	27	109
C13	Village Retirement			8	99	636	1,384
D14	Satellite Settlers			45	346	1,875	5,045
D15	Local Focus			0	28	175	638
D16	Outlying Seniors			0	0	84	533
D17	Far-Flung Outposts			0	0	0	0
E18	Legacy Elders			0	44	44	1,865
E19	Bungalow Heaven			0	0	29	3,603
E20	Classic Grandparents			4	21	171	5,033
E21	Solo Retirees			0	6	79	3,399
F22	Boomerang Boarders			0	0	99	3,316
F23	Family Ties			0	0	113	2,189
F24	Fledgling Free			0	0	180	2,730
F25	Dependable Me			16	122	636	9,211
G26	Cafés and Catchments			0	0	0	728
G27	Thriving Independence			1	5	175	2,614
G28	Modern Parents			77	468	685	3,184
G29	Mid-Career Convention			9	63	569	4,094
H30	Primary Ambitions			0	0	121	3,987
H31	Affordable Fringe			0	0	251	5,542
H32	First-Rung Futures			0	0	82	8,360
H33	Contemporary Starts			35	181	299	2,810
H34	New Foundations			0	0	0	431
H35	Flying Solo			16	65	257	1,307

				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	33	500
I37	Budget Generations			0	0	94	657
I38	Economical Families			0	0	182	4,763
I39	Families on a Budget			0	0	290	5,331
J40	Value Rentals			0	3	445	4,498
J41	Youthful Endeavours			0	0	17	575
J42	Midlife Renters			31	223	598	11,875
J43	Renting Rooms			0	0	72	6,966
K44	Inner City Stalwarts			0	0	0	0
K45	City Diversity			0	0	0	11
K46	High Rise Residents			0	0	229	758
K47	Single Essentials			0	0	67	1,808
K48	Mature Workers			0	31	288	3,253
L49	Flatlet Seniors			0	0	65	3,065
L50	Pocket Pensions			6	114	460	3,497
L51	Retirement Communities			0	0	0	781
L52	Estate Veterans			0	0	40	909
L53	Seasoned Survivors			0	0	15	2,778
M54	Down-to-Earth Owners			5	91	574	2,781
M55	Back with the Folks			0	0	66	2,697
M56	Self Supporters			1	19	339	9,777
N57	Community Elders			0	0	0	53
N58	Culture & Comfort			0	0	0	0
N59	Large Family Living			0	0	0	10,429
N60	Ageing Access			0	0	2	863
O61	Career Builders			19	254	254	1,892
O62	Central Pulse			0	0	0	503
O63	Flexible Workforce			0	0	0	106
O64	Bus-Route Renters			0	0	508	3,543
O65	Learners & Earners			0	0	0	12
O66	Student Scene			0	0	0	0
U99	Unclassified			0	15	67	88
Total				391	2,872	14,195	167,812



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. 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

### 3. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. 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

### 3. M56 Self Supporters

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



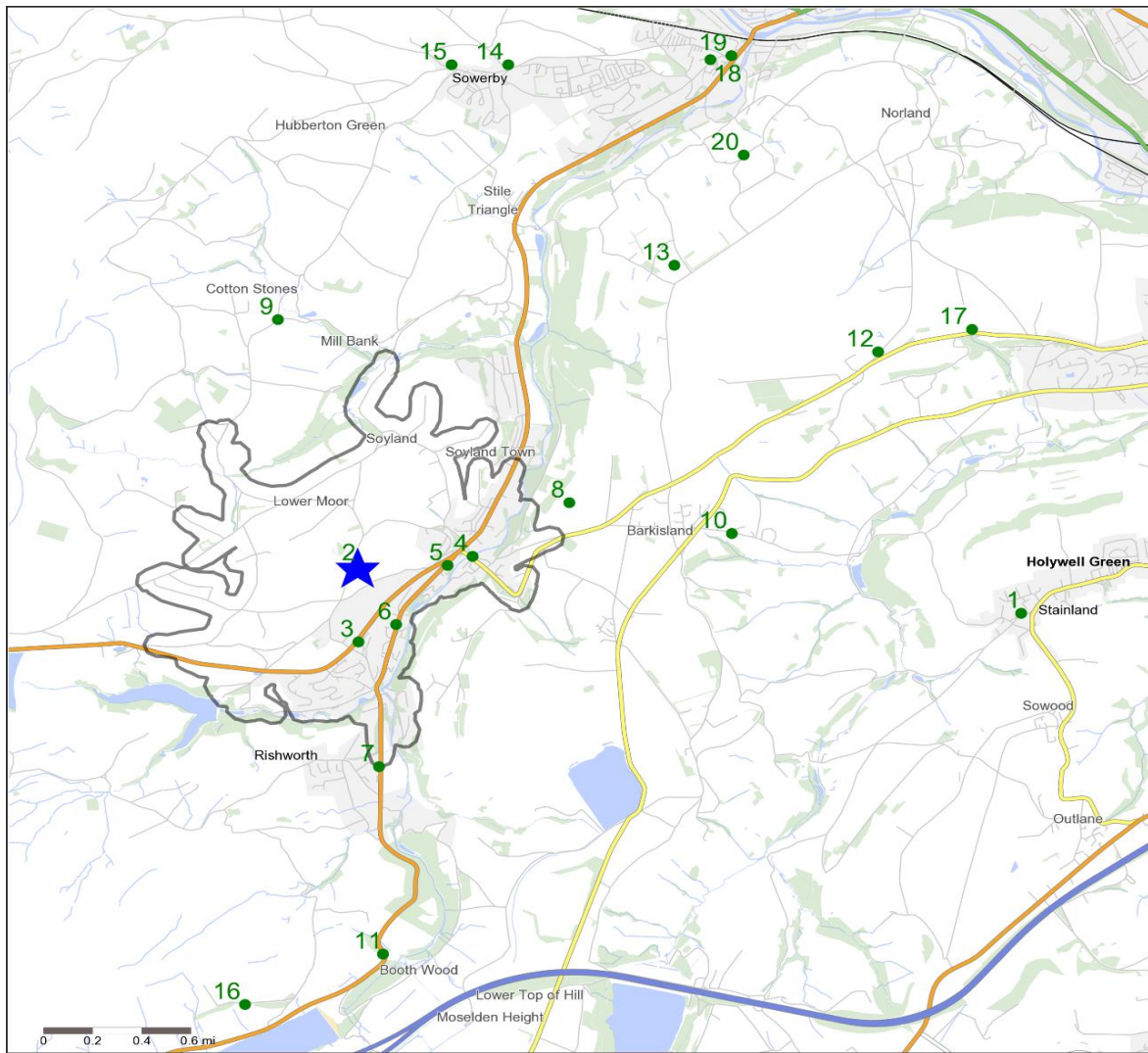
- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 0115 968 5099

	20 Minute Walktime											
	High			Medium			Low					
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	942	32.8	108	<div><div></div><div></div><div></div><div></div><div></div></div>	901	31.4	192	<div><div></div><div></div><div></div><div></div><div></div></div>	1,013	35.3	68	<div><div></div><div></div><div></div><div></div><div></div></div>
Male: Alone	551	19.2	64	<div><div></div><div></div><div></div><div></div><div></div></div>	793	27.6	177	<div><div></div><div></div><div></div><div></div><div></div></div>	1,513	52.7	99	<div><div></div><div></div><div></div><div></div><div></div></div>
Male: Group	491	17.1	75	<div><div></div><div></div><div></div><div></div><div></div></div>	387	13.5	51	<div><div></div><div></div><div></div><div></div><div></div></div>	1,979	68.9	139	<div><div></div><div></div><div></div><div></div><div></div></div>
Male: Pair	337	11.7	45	<div><div></div><div></div><div></div><div></div><div></div></div>	147	5.1	34	<div><div></div><div></div><div></div><div></div><div></div></div>	2,373	82.6	144	<div><div></div><div></div><div></div><div></div><div></div></div>
Mixed Sex: Group	290	10.1	44	<div><div></div><div></div><div></div><div></div><div></div></div>	1,341	46.7	146	<div><div></div><div></div><div></div><div></div><div></div></div>	1,226	42.7	97	<div><div></div><div></div><div></div><div></div><div></div></div>
Mixed Sex: Pair	1,187	41.3	176	<div><div></div><div></div><div></div><div></div><div></div></div>	581	20.2	62	<div><div></div><div></div><div></div><div></div><div></div></div>	1,088	37.9	89	<div><div></div><div></div><div></div><div></div><div></div></div>
With Children	847	29.5	102	<div><div></div><div></div><div></div><div></div><div></div></div>	346	12.0	72	<div><div></div><div></div><div></div><div></div><div></div></div>	1,664	57.9	109	<div><div></div><div></div><div></div><div></div><div></div></div>
Unknown	908	31.6	96	<div><div></div><div></div><div></div><div></div><div></div></div>	565	19.7	110	<div><div></div><div></div><div></div><div></div><div></div></div>	1,384	48.2	101	<div><div></div><div></div><div></div><div></div><div></div></div>
For Eating:												
Upmarket	630	21.9	72	<div><div></div><div></div><div></div><div></div><div></div></div>	973	33.9	163	<div><div></div><div></div><div></div><div></div><div></div></div>	1,255	43.7	92	<div><div></div><div></div><div></div><div></div><div></div></div>
Midmarket	547	19.0	55	<div><div></div><div></div><div></div><div></div><div></div></div>	65	2.3	25	<div><div></div><div></div><div></div><div></div><div></div></div>	2,244	78.1	141	<div><div></div><div></div><div></div><div></div><div></div></div>
Downmarket	266	9.3	42	<div><div></div><div></div><div></div><div></div><div></div></div>	1,131	39.4	113	<div><div></div><div></div><div></div><div></div><div></div></div>	1,460	50.8	122	<div><div></div><div></div><div></div><div></div><div></div></div>
For Drinking (monthly spend):												
Nothing	238	8.3	27	<div><div></div><div></div><div></div><div></div><div></div></div>	837	29.1	123	<div><div></div><div></div><div></div><div></div><div></div></div>	1,781	62.0	138	<div><div></div><div></div><div></div><div></div><div></div></div>
Low (less than £10)	785	27.3	92	<div><div></div><div></div><div></div><div></div><div></div></div>	848	29.5	126	<div><div></div><div></div><div></div><div></div><div></div></div>	1,225	42.7	94	<div><div></div><div></div><div></div><div></div><div></div></div>
Medium (Between £10 and £40)	696	24.2	79	<div><div></div><div></div><div></div><div></div><div></div></div>	936	32.6	183	<div><div></div><div></div><div></div><div></div><div></div></div>	1,224	42.6	85	<div><div></div><div></div><div></div><div></div><div></div></div>
High (Greater than £40)	804	28.0	108	<div><div></div><div></div><div></div><div></div><div></div></div>	472	16.4	80	<div><div></div><div></div><div></div><div></div><div></div></div>	1,581	55.0	105	<div><div></div><div></div><div></div><div></div><div></div></div>

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	49,510	29.5	97	22,759	13.6	83	95,457	56.9	109
Male: Alone	68,062	40.6	136	24,195	14.4	92	75,469	45.0	84
Male: Group	48,257	28.8	126	45,733	27.3	104	73,736	43.9	89
Male: Pair	51,909	30.9	119	45,738	27.3	179	70,079	41.8	73
Mixed Sex: Group	42,784	25.5	112	38,961	23.2	73	85,981	51.2	117
Mixed Sex: Pair	49,831	29.7	127	51,628	30.8	95	66,268	39.5	92
With Children	72,694	43.3	150	28,637	17.1	101	66,396	39.6	75
Unknown	51,881	30.9	94	31,838	19.0	106	84,007	50.1	104
For Eating:									
Upmarket	46,817	27.9	91	38,800	23.1	111	82,110	48.9	104
Midmarket	63,795	38.0	111	7,729	4.6	51	96,202	57.3	104
Downmarket	49,713	29.6	133	63,465	37.8	108	54,548	32.5	78
For Drinking (monthly spend):									
Nothing	40,863	24.4	81	47,213	28.1	119	79,650	47.5	106
Low (less than £10)	39,644	23.6	79	45,924	27.4	117	82,158	49.0	108
Medium (Between £10 and £40)	38,915	23.2	76	22,251	13.3	74	106,561	63.5	126
High (Greater than £40)	25,819	15.4	59	33,169	19.8	96	108,738	64.8	124

## 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	Rose & Crown, HX 4 9PF	Independent Free	0.0	10.1
2	Beehive, HX 6 4NX	Star Pubs & Bars	0.0	0.4
3	Butchers Arms, HX 6 4JU	Independent Free	10.0	1.9
4	Old Bridge Inn, HX 6 4DF	Independent Free	13.3	2.2
5	Last Post, HX 6 4DN	Independent Free	13.6	2.5
6	Silk Mill, HX 6 4EB	Unknown	19.0	3.5
7	Malthouse, HX 6 4QB	Ei Group	20.2	3.8
8	Fleece Inn, HX 4 0DJ	Greene King	24.4	4.6
9	Alma Inn, HX 6 4NS	Independent Free	31.1	3.8
10	Griffin, HX 4 0AQ	Marston's	34.4	6.0
11	Old Bore, HX 6 4QU	Independent Free	39.2	5.9
12	Spring Rock, HX 4 8PT	*Other Small Retail Groups	51.0	7.7
13	Moorcock Inn, HX 6 3RP	Independent Free	51.3	7.1
14	Church Stile Inn, HX 6 1JZ	Independent Free	51.3	7.5
15	Rushcart Inn, HX 6 1JJ	Independent Free	54.6	7.2
16	Turnpike Inn, HX 6 4RH	JW Lees	57.6	7.6
17	Sportsmans Inn, HX 4 8PL	Independent Free	58.2	7.9
18	Royal Oak, HX 6 3AT	Independent Free	58.2	8.6
19	Loose Goose, HX 6 3AN	Independent Free	59.8	8.9
20	Hobbit Hotel, HX 6 3QL	Independent Free	66.3	8.4