

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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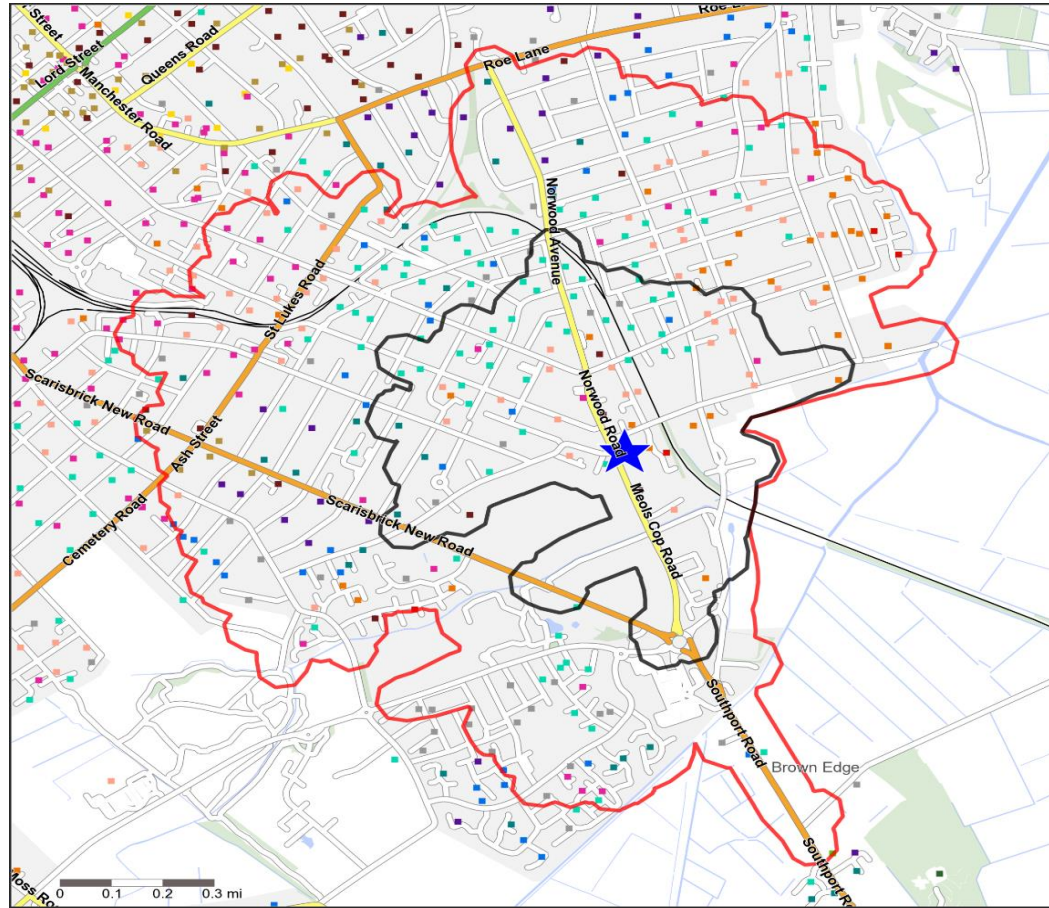
Number of Pubs	2	7	140
Catchment Adults 18+	3,631	14,642	112,148
Catchment Adults 18+ Per Pub	1,816	2,092	801
Populaton Projection 2018 to 2028 (% change)	3.86%	3.26%	1.26%

		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	High Street Pub	3,553	97.9	189	1	High Street Pub	13,398	91.5	177	1	High Street Pub	81,201	72.4	140
2	Community Pub	3,135	86.3	185	2	Community Pub	11,028	75.3	162	2	Community Pub	63,833	56.9	122
3	Premium Local	1,928	53.1	84	3	Premium Local	6,951	47.5	75	3	Premium Local	61,258	54.6	87
4	Great Pub Great Food	1,424	39.2	303	4	Great Pub Great Food	4,863	33.2	257	4	Great Pub Great Food	47,658	42.5	329
5	Bit of Style	767	21.1	52	5	Bit of Style	2,892	19.8	49	5	Bit of Style	17,541	15.6	39
6	Circuit Bar	340	9.4	35	6	Circuit Bar	1,352	9.2	34	6	Circuit Bar	13,054	11.6	43
7	Craft Led	315	8.7	84	7	Craft Led	1,100	7.5	73	7	Craft Led	8,057	7.2	70

	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	229	6.3	71	1,081	7.4	83	8,771	7.8	88
C1	442	12.2	99	1,806	12.3	101	13,019	11.6	95
C2	381	10.5	127	1,396	9.5	116	8,084	7.2	87
DE	402	11.1	108	1,687	11.5	112	9,308	8.3	81

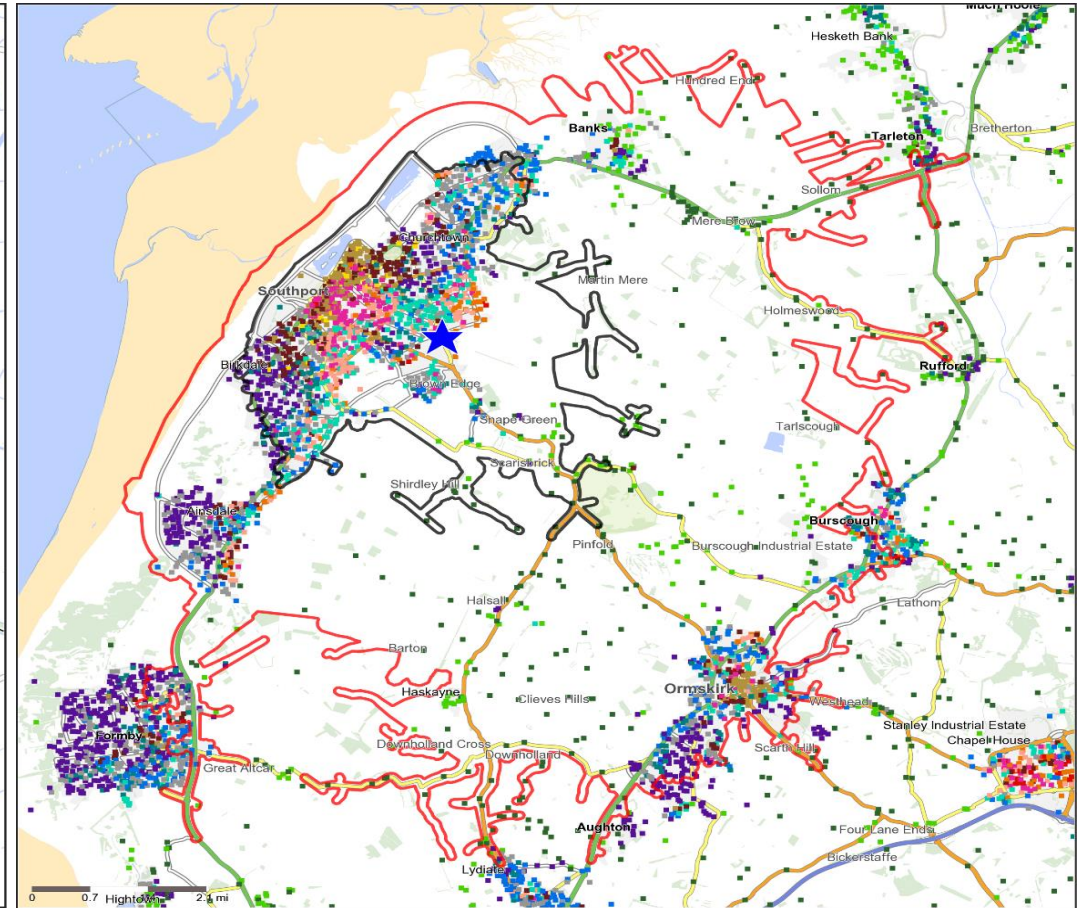
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,563	43.0	130	5,792	39.6	119	29,054	25.9	78
Medium (7-13)	1,719	47.3	143	7,071	48.3	146	46,334	41.3	125
High (14-19)	165	4.5	16	1,562	10.7	38	24,397	21.8	77

## 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	556	785
	B06	Diamond Days	0	0	1,292	2,716
	B07	Alpha Families	0	137	443	2,183
	B08	Bank of Mum and Dad	10	364	1,973	3,281
	B09	Empty-Nest Adventure	0	199	914	4,839
	C10	Wealthy Landowners	0	0	87	796
	C11	Rural Vogue	0	0	129	973
	C12	Scattered Homesteads	0	0	76	510
	C13	Village Retirement	0	1	318	1,167
	D14	Satellite Settlers	0	8	769	3,069
	D15	Local Focus	0	0	0	626
	D16	Outlying Seniors	0	0	111	894
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	84	2,675	4,709
	E19	Bungalow Heaven	0	281	2,362	5,916
	E20	Classic Grandparents	11	155	991	1,585
	E21	Solo Retirees	260	892	3,202	4,290
	F22	Boomerang Boarders	0	177	2,285	6,014
	F23	Family Ties	35	567	1,599	1,891
	F24	Fledgling Free	0	73	554	1,596
	F25	Dependable Me	121	427	1,830	4,222
	G26	Cafés and Catchments	0	103	237	250
	G27	Thriving Independence	199	732	2,228	2,597
	G28	Modern Parents	0	53	104	370
	G29	Mid-Career Convention	0	206	1,427	3,997
	H30	Primary Ambitions	228	609	1,151	1,372
	H31	Affordable Fringe	987	2,116	4,396	5,817
	H32	First-Rung Futures	271	936	2,900	4,675
	H33	Contemporary Starts	24	85	137	721
	H34	New Foundations	0	3	79	231
	H35	Flying Solo	44	151	302	763

			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	120	244	486	605
	I37	Budget Generations	10	214	245	755
	I38	Economical Families	85	623	1,057	1,203
	I39	Families on a Budget	0	249	249	479
	J40	Value Rentals	0	0	52	52
	J41	Youthful Endeavours	0	41	111	133
	J42	Midlife Renters	101	1,254	3,531	4,404
	J43	Renting Rooms	0	46	1,979	1,979
	K44	Inner City Stalwarts	0	0	3	3
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	0
	K47	Single Essentials	0	0	45	108
	K48	Mature Workers	59	244	244	244
	L49	Flatlet Seniors	0	0	343	394
	L50	Pocket Pensions	79	186	775	1,780
	L51	Retirement Communities	0	120	5,654	6,844
	L52	Estate Veterans	0	85	170	898
	L53	Seasoned Survivors	124	204	432	506
	M54	Down-to-Earth Owners	53	56	63	180
	M55	Back with the Folks	661	1,664	4,862	6,418
	M56	Self Supporters	150	916	2,099	2,303
	N57	Community Elders	0	0	0	0
	N58	Culture & Comfort	0	0	9	9
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	0	0	1,135	1,135
	O61	Career Builders	0	0	366	616
	O62	Central Pulse	0	0	38	38
	O63	Flexible Workforce	0	14	146	146
	O64	Bus-Route Renters	0	122	4,372	4,527
	O65	Learners & Earners	0	0	0	1,534
	O66	Student Scene	0	0	0	178
	U99	Unclassified	0	0	114	1,822
Total			3,632	14,641	63,707	112,148



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

### 2. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

### 3. 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

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. L51 Retirement Communities

Elderly living in specialised accommodation including retirement homes, villages and complexes



- Developments for the elderly
- Mostly purpose built flats
- Most own, others rent
- Majority are living alone
- Have income additional to state pension
- Least likely to own a mobile phone

### 2. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

### 3. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



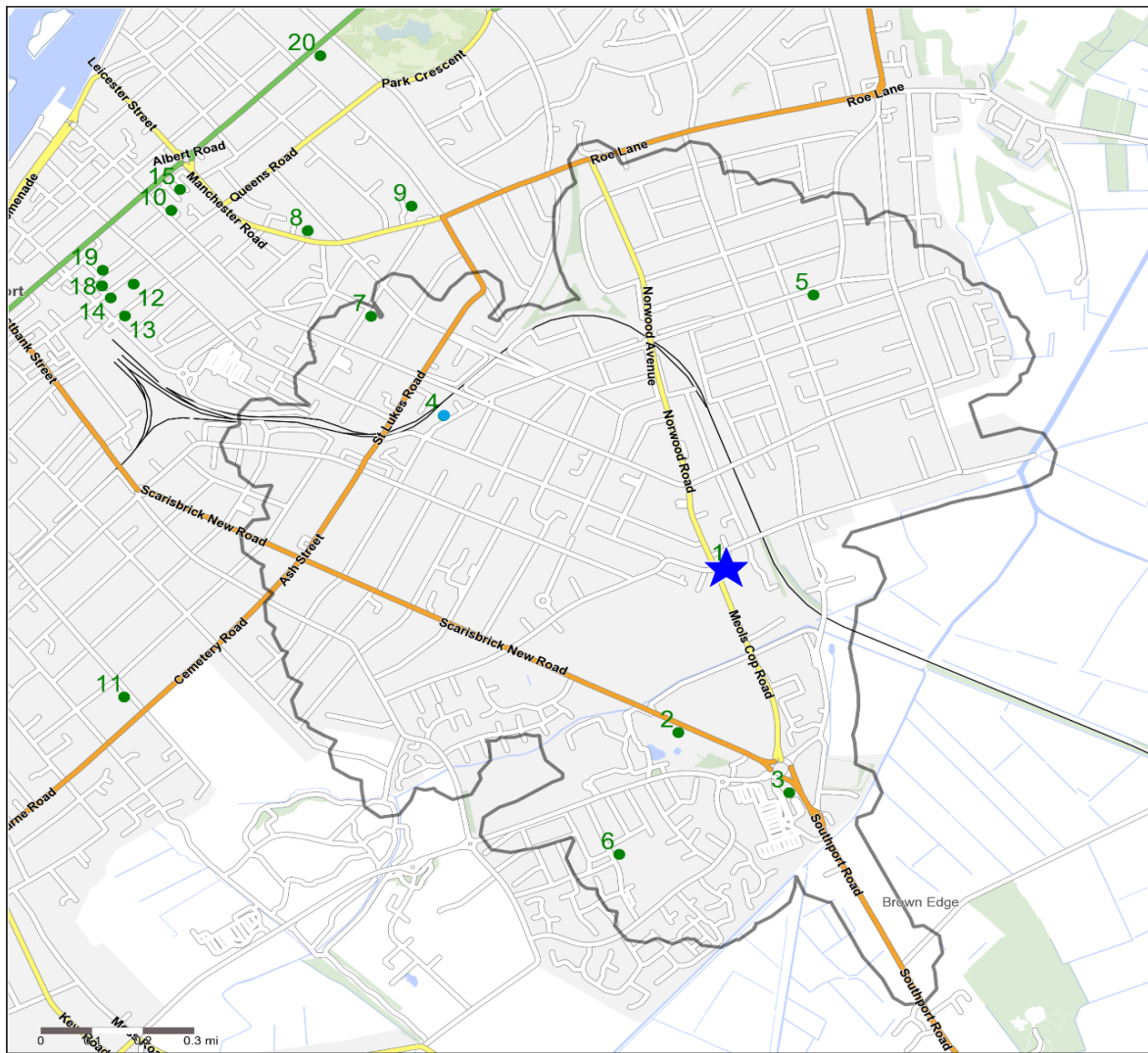
- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

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

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	5,536	37.8	125		2,765	18.9	115		6,340	43.3	83	
Male: Alone	6,963	47.6	160		1,240	8.5	54		6,439	44.0	82	
Male: Group	5,410	36.9	162		4,298	29.4	112		4,934	33.7	68	
Male: Pair	6,305	43.1	165		4,047	27.6	181		4,289	29.3	51	
Mixed Sex: Group	5,365	36.6	160		3,535	24.1	76		5,742	39.2	89	
Mixed Sex: Pair	6,900	47.1	201		2,879	19.7	60		4,863	33.2	78	
With Children	8,451	57.7	200		1,714	11.7	70		4,476	30.6	58	
Unknown	5,755	39.3	120		2,453	16.8	93		6,434	43.9	92	
For Eating:												
Upmarket	6,392	43.7	143		3,134	21.4	103		5,116	34.9	74	
Midmarket	5,757	39.3	114		685	4.7	52		8,199	56.0	101	
Downmarket	7,046	48.1	217		4,247	29.0	83		3,348	22.9	55	
For Drinking (monthly spend):												
Nothing	7,033	48.0	159		2,741	18.7	79		4,867	33.2	74	
Low (less than £10)	6,428	43.9	147		3,088	21.1	90		5,126	35.0	77	
Medium (Between £10 and £40)	6,427	43.9	143		1,026	7.0	39		7,189	49.1	98	
High (Greater than £40)	3,964	27.1	105		4,172	28.5	139		6,505	44.4	85	

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	33,624	30.0	99	15,649	14.0	85	61,052	54.4	105
Male: Alone	48,937	43.6	147	8,398	7.5	48	52,990	47.3	89
Male: Group	31,475	28.1	123	30,644	27.3	104	48,207	43.0	87
Male: Pair	41,951	37.4	143	19,409	17.3	114	48,965	43.7	76
Mixed Sex: Group	27,364	24.4	107	32,515	29.0	91	50,446	45.0	102
Mixed Sex: Pair	43,879	39.1	167	26,005	23.2	71	40,441	36.1	84
With Children	34,891	31.1	108	11,645	10.4	62	63,789	56.9	107
Unknown	27,156	24.2	74	20,220	18.0	101	62,949	56.1	117
For Eating:									
Upmarket	39,462	35.2	115	13,869	12.4	59	56,994	50.8	108
Midmarket	35,913	32.0	93	1,979	1.8	20	72,433	64.6	117
Downmarket	37,536	33.5	151	31,568	28.1	81	41,222	36.8	88
For Drinking (monthly spend):									
Nothing	32,641	29.1	96	31,191	27.8	118	46,494	41.5	92
Low (less than £10)	42,119	37.6	126	29,748	26.5	113	38,458	34.3	76
Medium (Between £10 and £40)	42,798	38.2	125	12,927	11.5	65	54,601	48.7	97
High (Greater than £40)	28,660	25.6	99	24,461	21.8	106	57,204	51.0	98

## Competitor Map



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## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Thatch And Thistle, PR 8 6EF	Star Pubs & Bars	0.0	0.2
2	Richmond, PR 8 5HL	Holt	10.6	3.4
3	Old Duke, PR 8 5HW	Marston's	13.3	2.9
4	Blue Anchor, PR 8 6AB	Star Pubs & Bars	14.2	2.9
5	Joarr Emporium Cafe & Takeaway, PR 9 7BL	Independent Free	15.7	3.3
6	Pageant, PR 8 6JW	Independent Free	18.7	4.2
7	Zetland Hotel, PR 9 0RH	Marston's	20.5	3.6
8	Rabbit Inn, PR 9 9BN	*Other Small Retail Groups	24.7	4.3
9	Mount Pleasant Hotel, PR 9 9BD	Punch Pub Company	25.7	4.6
10	Guest House, PR 9 0QE	Star Pubs & Bars	27.5	4.5
11	George, PR 8 5DH	Ei Group	28.1	5.0
12	Reuters, PR 9 0PA	*Other Small Retail Groups	28.7	5.2
13	Albert Hotel, PR 9 0TH	Admiral Taverns Ltd	29.0	5.1
14	Hoghton Arms, PR 9 0TF	Trust Inns	29.9	5.2
15	Punch Tarmey, PR 9 0QG	Independent Free	30.2	5.0
16	Hideout, PR 9 0TE	Independent Free	30.2	5.1
17	Office Bar & Restaurant, PR 9 0TE	Independent Free	30.2	5.1
18	Owens Cafe Bar, PR 9 0TE	Independent Free	30.2	5.1
19	Masons Arms, PR 9 0UT	Robinsons	30.5	5.7
20	Imperial Hotel, PR 9 0LN	Holt	32.9	6.1