

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	5	9	232
Catchment Adults 18+	3,466	8,119	180,899
Catchment Adults 18+ Per Pub	693	902	780
Populaton Projection 2018 to 2028 (% change)	2.34%	2.06%	3.87%

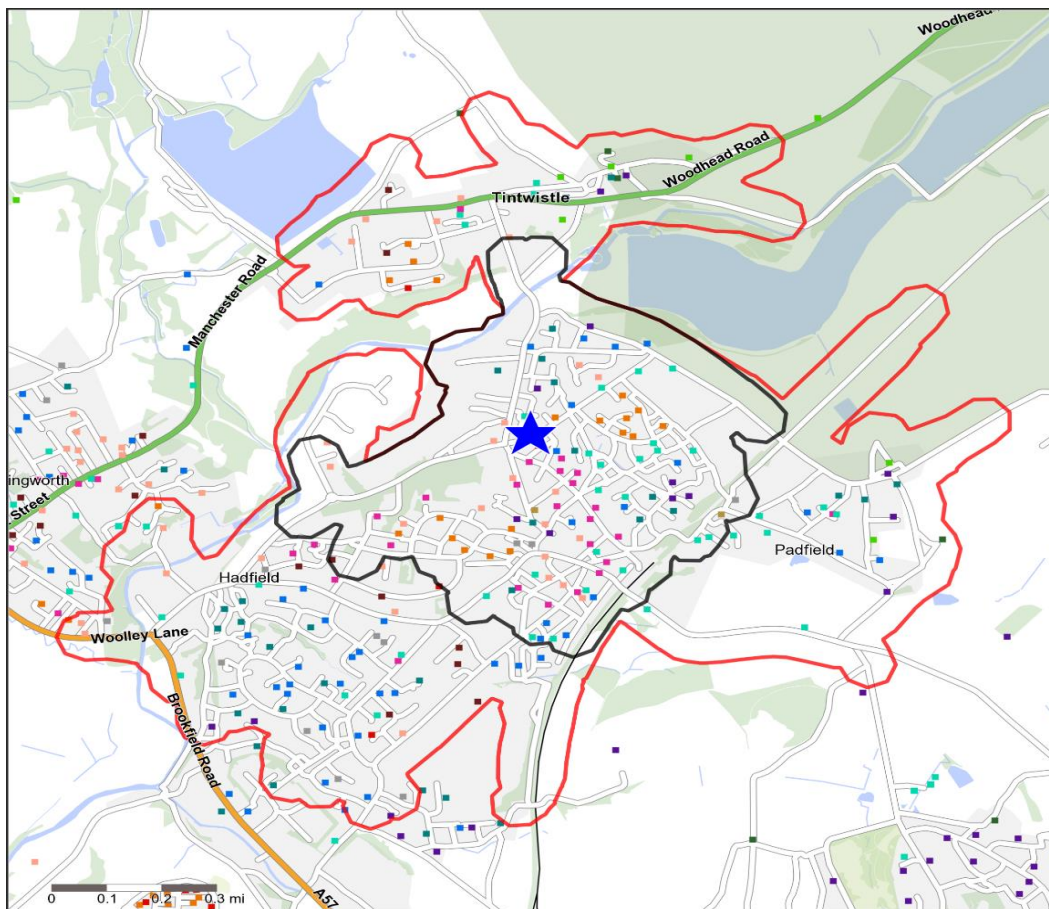
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	3,155	91.0	176	1	High Street Pub	7,046	86.8	168	1	High Street Pub	150,564	83.2	161
2	Community Pub	2,764	79.7	171	2	Community Pub	5,463	67.3	144	2	Community Pub	134,248	74.2	159
3	Premium Local	1,505	43.4	69	3	Premium Local	4,031	49.6	79	3	Premium Local	65,077	36.0	57
4	Bit of Style	1,013	29.2	226	4	Great Pub Great Food	2,325	28.6	221	4	Great Pub Great Food	43,831	24.2	187
5	Circuit Bar	637	18.4	46	5	Bit of Style	2,163	26.6	66	5	Bit of Style	26,969	14.9	37
6	Great Pub Great Food	585	16.9	63	6	Circuit Bar	1,148	14.1	53	6	Circuit Bar	18,609	10.3	38
7	Craft Led	445	12.8	125	7	Craft Led	885	10.9	106	7	Craft Led	13,239	7.3	71

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	351	10.1	115	701	8.6	98	12,383	6.8	77
C1	533	15.4	125	1,086	13.4	109	23,112	12.8	104
C2	328	9.5	115	786	9.7	117	18,060	10.0	121
DE	393	11.3	110	823	10.1	98	22,814	12.6	123

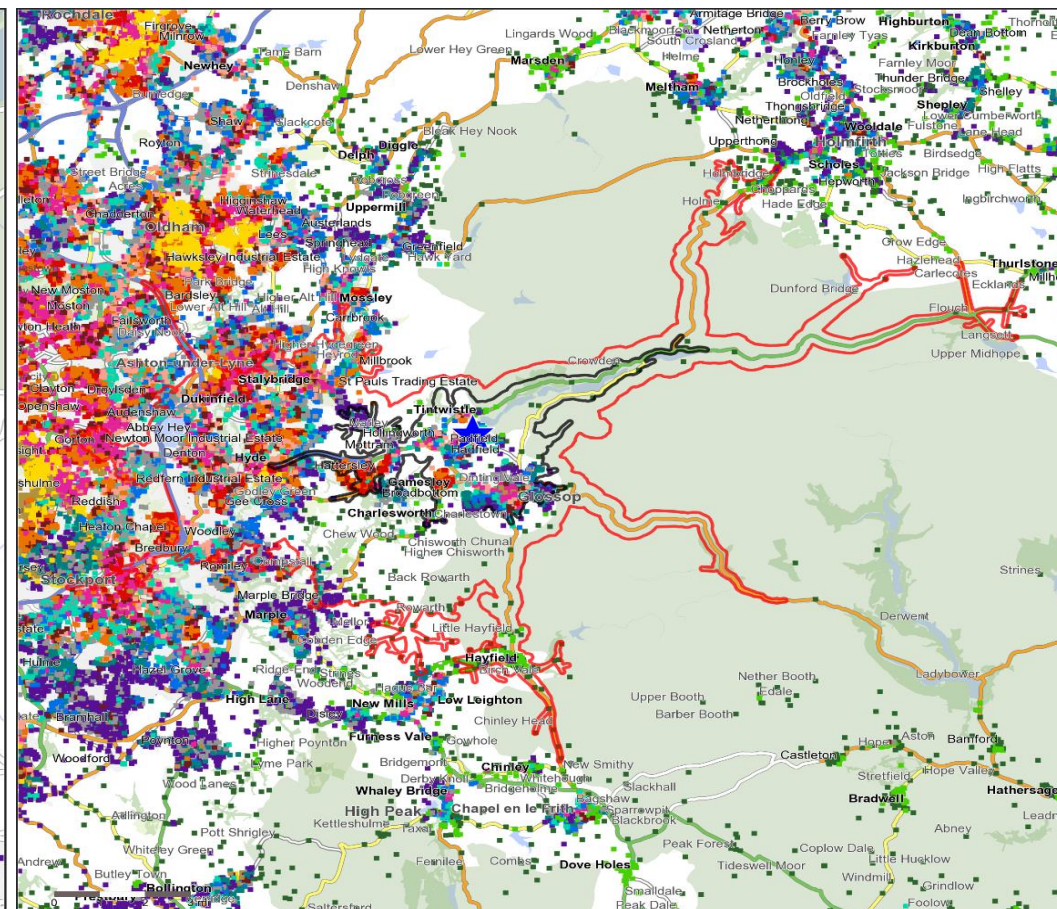
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,457	42.0	127	3,024	37.2	112	87,362	48.3	146
Medium (7-13)	1,552	44.8	135	3,694	45.5	137	64,381	35.6	107
High (14-19)	341	9.8	35	991	12.2	43	24,334	13.5	47

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

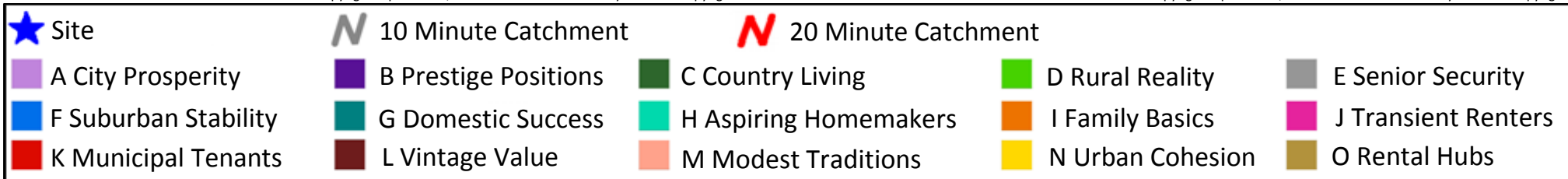
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	26	116
B06	Diamond Days		0	0	409	1,300
B07	Alpha Families		0	9	697	2,147
B08	Bank of Mum and Dad		93	121	1,336	3,123
B09	Empty-Nest Adventure		37	167	2,004	4,324
C10	Wealthy Landowners		0	31	173	1,360
C11	Rural Vogue		0	20	24	101
C12	Scattered Homesteads		0	2	4	221
C13	Village Retirement		0	9	106	886
D14	Satellite Settlers		0	136	560	2,502
D15	Local Focus		0	0	0	408
D16	Outlying Seniors		0	0	0	379
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	0	848	2,373
E19	Bungalow Heaven		0	118	363	3,485
E20	Classic Grandparents		17	55	122	9,309
E21	Solo Retirees		0	55	377	5,374
F22	Boomerang Boarders		0	392	1,286	5,129
F23	Family Ties		0	45	180	2,919
F24	Fledgling Free		41	397	668	2,044
F25	Dependable Me		385	787	1,744	6,386
G26	Cafés and Catchments		0	0	0	39
G27	Thriving Independence		6	34	530	1,653
G28	Modern Parents		63	212	1,481	3,276
G29	Mid-Career Convention		191	468	2,232	3,576
H30	Primary Ambitions		154	275	475	3,573
H31	Affordable Fringe		0	53	175	6,057
H32	First-Rung Futures		381	646	2,263	8,442
H33	Contemporary Starts		116	177	311	1,846
H34	New Foundations		0	0	54	149
H35	Flying Solo		64	238	799	1,094

			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		84	96	127	784
I37	Budget Generations		184	363	504	2,313
I38	Economical Families		22	42	254	8,408
I39	Families on a Budget		191	206	1,622	8,486
J40	Value Rentals		38	112	342	3,103
J41	Youthful Endeavours		0	0	102	1,069
J42	Midlife Renters		750	929	3,044	8,391
J43	Renting Rooms		0	0	150	9,800
K44	Inner City Stalwarts		0	0	0	0
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	0	1	1,495
K47	Single Essentials		0	0	218	3,485
K48	Mature Workers		46	182	4,236	7,780
L49	Flatlet Seniors		0	0	147	4,291
L50	Pocket Pensions		0	56	558	2,870
L51	Retirement Communities		0	55	199	571
L52	Estate Veterans		0	349	1,060	3,949
L53	Seasoned Survivors		37	44	164	4,488
M54	Down-to-Earth Owners		38	50	118	1,438
M55	Back with the Folks		45	281	607	5,204
M56	Self Supporters		407	776	2,284	13,869
N57	Community Elders		0	0	0	25
N58	Culture & Comfort		0	0	0	140
N59	Large Family Living		0	0	0	2,705
N60	Ageing Access		0	0	0	42
O61	Career Builders		0	0	0	30
O62	Central Pulse		0	0	0	121
O63	Flexible Workforce		0	0	0	66
O64	Bus-Route Renters		75	86	558	2,336
O65	Learners & Earners		0	0	0	0
O66	Student Scene		0	0	0	0
U99	Unclassified		0	45	45	46
Total			3,465	8,119	35,587	180,896

Top 3 Mosaic Types in a 20 Minute Walktime

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. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. 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

3. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



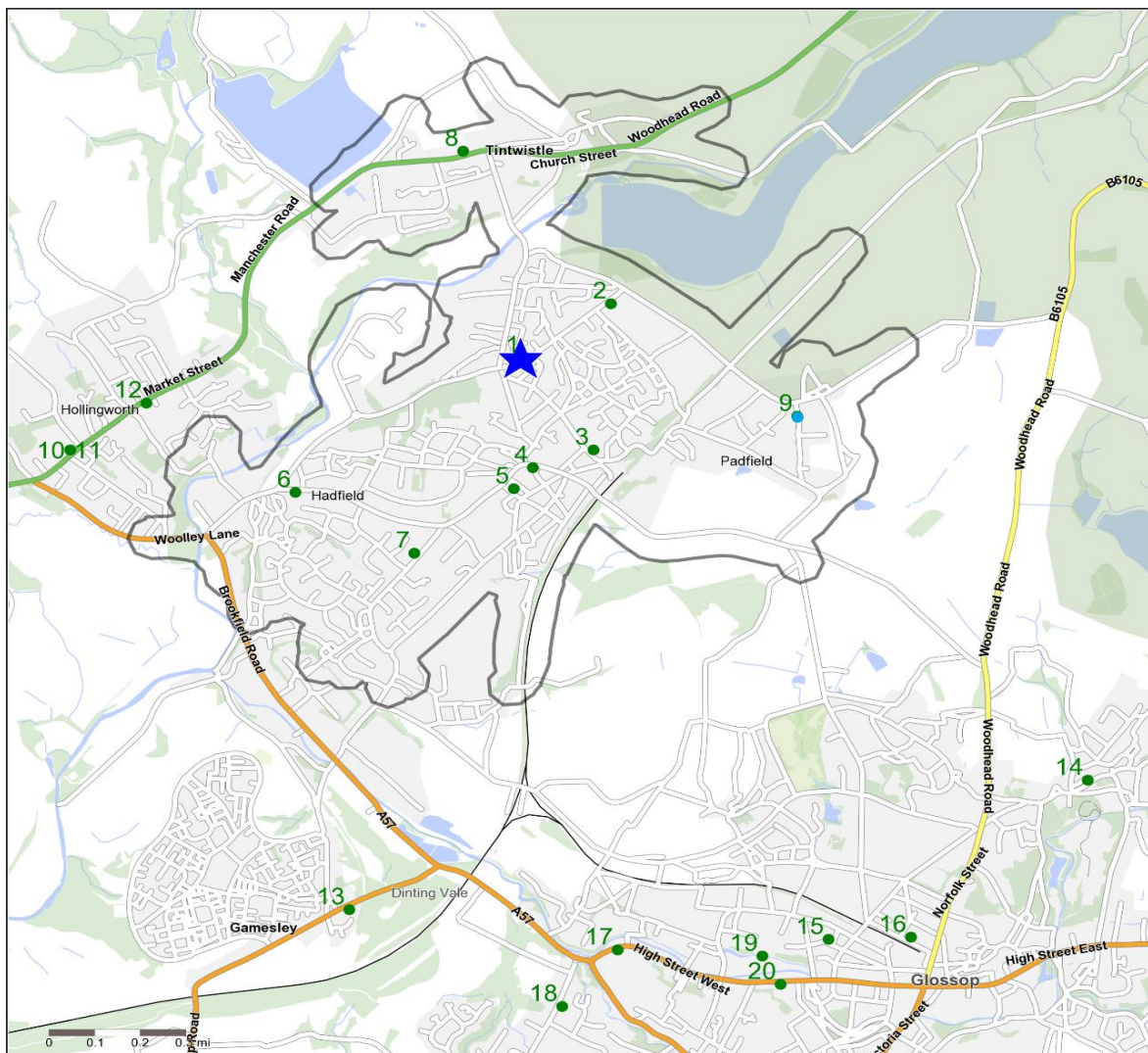
- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

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	2,671	32.9	109	657	8.1	49	4,745	58.4	112		
Male: Alone	3,097	38.1	128	1,032	12.7	81	3,945	48.6	91		
Male: Group	2,894	35.6	156	2,153	26.5	101	3,027	37.3	75		
Male: Pair	2,246	27.7	106	2,350	28.9	190	3,478	42.8	75		
Mixed Sex: Group	1,639	20.2	88	2,453	30.2	95	3,982	49.0	112		
Mixed Sex: Pair	3,141	38.7	165	1,752	21.6	66	3,181	39.2	92		
With Children	3,221	39.7	137	1,835	22.6	134	3,019	37.2	70		
Unknown	1,808	22.3	68	1,706	21.0	117	4,561	56.2	117		
For Eating:											
Upmarket	2,500	30.8	101	1,434	17.7	85	4,140	51.0	108		
Midmarket	2,646	32.6	95	540	6.7	74	4,888	60.2	109		
Downmarket	3,008	37.0	167	3,664	45.1	129	1,402	17.3	42		
For Drinking (monthly spend):											
Nothing	1,957	24.1	80	2,896	35.7	151	3,221	39.7	89		
Low (less than £10)	2,443	30.1	101	2,661	32.8	140	2,970	36.6	81		
Medium (Between £10 and £40)	2,432	30.0	98	627	7.7	43	5,016	61.8	123		
High (Greater than £40)	1,856	22.9	88	1,343	16.5	81	4,875	60.0	115		

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	52,666	29.1	96	24,041	13.3	81	104,146	57.6	111	
Male: Alone	60,897	33.7	113	25,104	13.9	89	94,851	52.4	98	
Male: Group	48,674	26.9	118	59,677	33.0	126	72,502	40.1	81	
Male: Pair	49,633	27.4	105	56,942	31.5	207	74,278	41.1	72	
Mixed Sex: Group	49,800	27.5	120	38,011	21.0	66	93,042	51.4	117	
Mixed Sex: Pair	54,255	30.0	128	58,622	32.4	100	67,976	37.6	88	
With Children	72,954	40.3	139	33,438	18.5	110	74,461	41.2	78	
Unknown	51,408	28.4	87	27,958	15.5	86	101,487	56.1	117	
For Eating:										
Upmarket	40,314	22.3	73	42,290	23.4	112	98,248	54.3	115	
Midmarket	62,448	34.5	101	11,433	6.3	70	106,972	59.1	107	
Downmarket	62,897	34.8	156	71,160	39.3	113	46,795	25.9	62	
For Drinking (monthly spend):										
Nothing	60,597	33.5	111	50,244	27.8	118	70,012	38.7	86	
Low (less than £10)	51,315	28.4	95	36,662	20.3	86	92,875	51.3	113	
Medium (Between £10 and £40)	50,445	27.9	91	20,433	11.3	63	109,974	60.8	121	
High (Greater than £40)	31,654	17.5	68	36,095	20.0	97	113,104	62.5	120	

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	New Lamp, SK13 1BY	Star Pubs & Bars	0.0	0.0
2	Victoria Inn, SK13 1HE	Unknown	5.1	1.2
3	Palatine Hotel, SK13 1AA	Robinsons	5.7	1.4
4	Anchor Inn, SK13 1NR	Punch Pub Company	6.3	1.3
5	Spinners Arms, SK13 2DP	*Other Small Retail Groups	8.5	1.6
6	Pear Tree Inn, SK13 1PY	Thwaites	12.7	2.3
7	Chieftain, SK13 2DT	Hydes Anvil	12.7	2.7
8	Old Oak Inn, SK13 1LJ	*Other Small Retail Groups	13.3	2.2
9	Peels Arms, SK13 1EX	Star Pubs & Bars	15.4	3.2
10	Gun Inn, SK14 8LN	Star Pubs & Bars	26.3	4.3
11	New Inn, SK14 8LN	Ei Group	26.3	4.3
12	Organ Inn, SK14 8JA	Robinsons	29.9	4.7
13	Bluebell Wood, SK13 6EL	Independent Free	33.2	6.0
14	Bulls Head, SK13 7RN	Robinsons	38.6	6.0
15	Friendship, SK13 7AE	Unknown	38.9	6.4
16	Star Inn, SK13 7DD	Punch Pub Company	38.9	6.7
17	Grapes Inn, SK13 8EP	Independent Free	39.8	7.1
18	Jubilee Arms, SK13 6NR	Thwaites	40.4	7.6
19	Wrens Nest, SK13 8GN	Mitchells & Butlers	40.7	7.8
20	Peeping, SK13 8HJ	Independent Free	42.3	6.9