

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	5	12	407
Catchment Adults 18+	4,394	11,606	387,304
Catchment Adults 18+ Per Pub	879	967	952
Populaton Projection 2018 to 2028 (% change)	1.93%	2.33%	2.76%

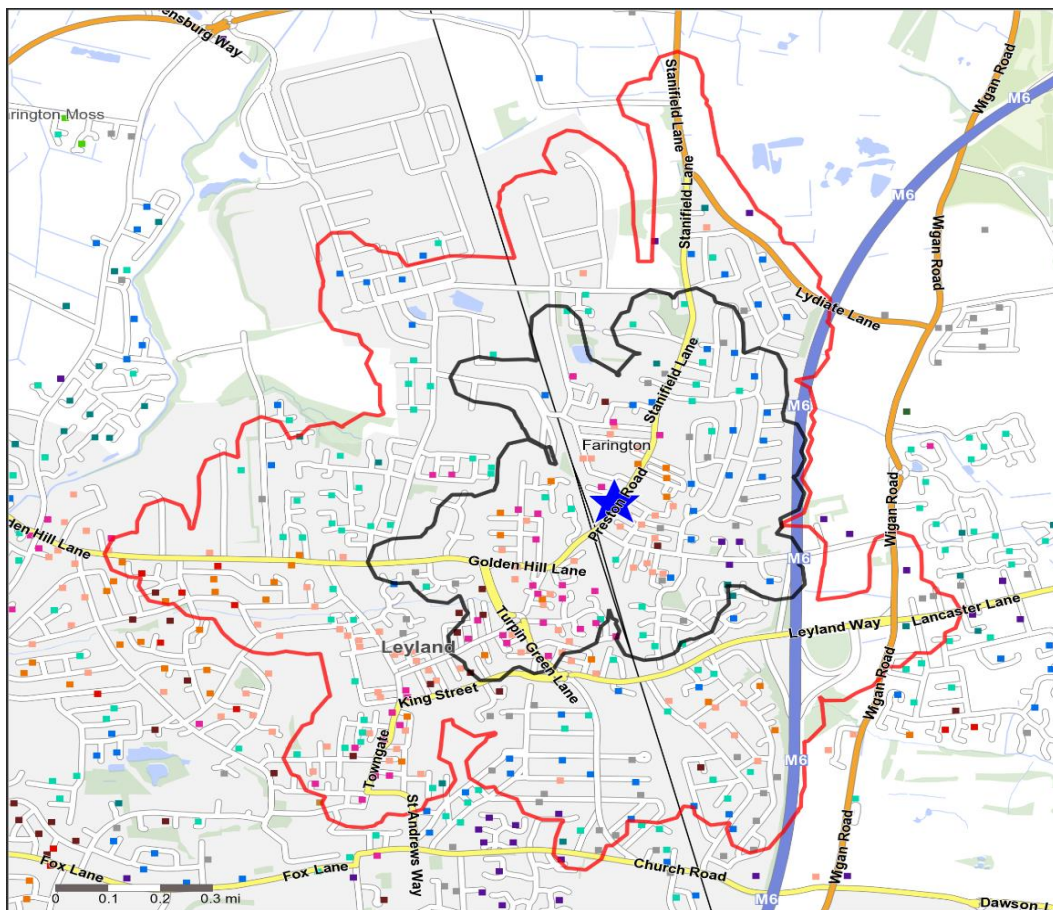
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	4,009	91.2	176	1	High Street Pub	9,971	85.9	166	1	High Street Pub	287,642	74.3	143
2	Community Pub	2,988	68.0	146	2	Community Pub	7,449	64.2	138	2	Community Pub	216,315	55.9	120
3	Premium Local	1,665	37.9	60	3	Premium Local	5,552	47.8	76	3	Premium Local	195,704	50.5	80
4	Great Pub Great Food	1,196	27.2	211	4	Great Pub Great Food	3,100	26.7	207	4	Great Pub Great Food	134,986	34.9	270
5	Bit of Style	889	20.2	50	5	Bit of Style	2,772	23.9	59	5	Bit of Style	94,598	24.4	61
6	Circuit Bar	466	10.6	40	6	Circuit Bar	1,878	16.2	60	6	Circuit Bar	49,804	12.9	48
7	Craft Led	309	7.0	68	7	Craft Led	725	6.2	61	7	Craft Led	34,651	8.9	87

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	289	6.6	74	881	7.6	86	32,133	8.3	94
C1	603	13.7	112	1,512	13.0	106	47,955	12.4	101
C2	501	11.4	138	1,236	10.6	129	33,727	8.7	105
DE	453	10.3	100	1,184	10.2	99	41,202	10.6	103

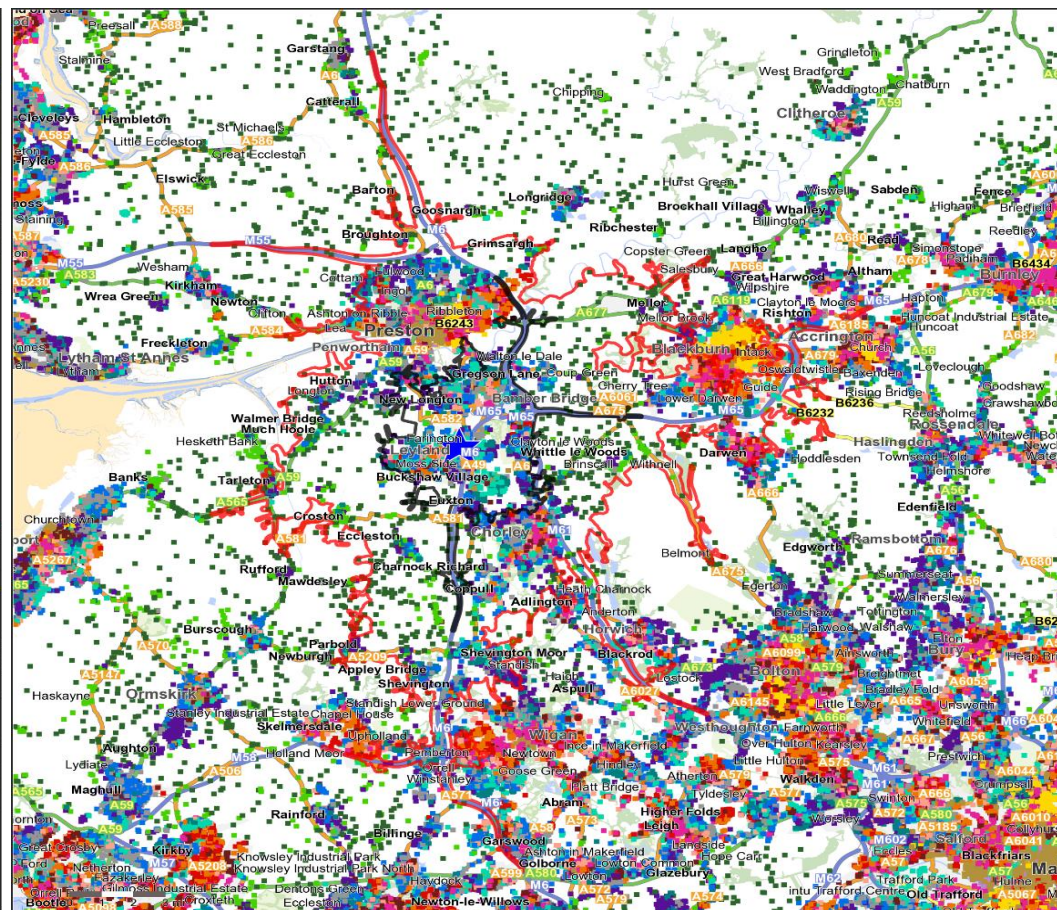
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,229	50.7	153	5,151	44.4	134	158,825	41.0	124
Medium (7-13)	1,880	42.8	129	5,438	46.9	141	143,206	37.0	111
High (14-19)	150	3.4	12	615	5.3	19	56,976	14.7	52

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

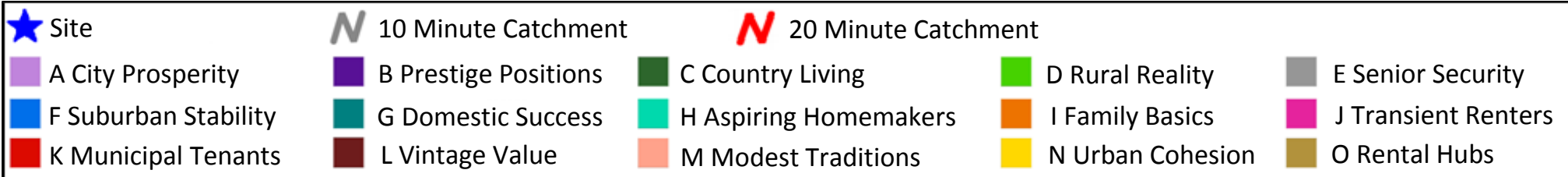
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	3	29
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	16
B05	Premium Fortunes	0	2	70	357
B06	Diamond Days	0	5	534	1,949
B07	Alpha Families	2	15	832	4,970
B08	Bank of Mum and Dad	19	43	1,066	5,842
B09	Empty-Nest Adventure	50	113	3,866	14,048
C10	Wealthy Landowners	0	0	245	5,410
C11	Rural Vogue	0	0	25	988
C12	Scattered Homesteads	0	0	6	288
C13	Village Retirement	0	0	280	5,755
D14	Satellite Settlers	0	0	300	7,889
D15	Local Focus	0	0	0	1,466
D16	Outlying Seniors	0	0	0	1,481
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	10	449	4,115
E19	Bungalow Heaven	175	354	3,904	16,574
E20	Classic Grandparents	159	675	2,290	9,263
E21	Solo Retirees	66	258	2,105	7,689
F22	Boomerang Boarders	19	99	3,420	15,457
F23	Family Ties	27	323	1,093	5,008
F24	Fledgling Free	677	1,432	4,198	11,178
F25	Dependable Me	29	277	4,379	16,231
G26	Cafés and Catchments	0	0	0	461
G27	Thriving Independence	2	2	270	2,823
G28	Modern Parents	78	335	6,043	18,317
G29	Mid-Career Convention	47	144	3,450	15,542
H30	Primary Ambitions	190	245	775	3,911
H31	Affordable Fringe	113	656	5,106	14,112
H32	First-Rung Futures	291	683	5,176	15,747
H33	Contemporary Starts	106	943	6,308	10,977
H34	New Foundations	16	104	368	973
H35	Flying Solo	18	19	466	1,797

		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	81	150	529	1,878
I37	Budget Generations	0	142	594	2,419
I38	Economical Families	341	605	1,771	10,623
I39	Families on a Budget	0	127	2,612	16,983
J40	Value Rentals	142	298	2,270	11,694
J41	Youthful Endeavours	35	89	360	1,928
J42	Midlife Renters	475	633	2,364	10,955
J43	Renting Rooms	43	83	309	16,544
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	95
K46	High Rise Residents	0	0	0	374
K47	Single Essentials	0	23	540	4,796
K48	Mature Workers	0	80	1,889	9,909
L49	Flatlet Seniors	0	38	542	5,976
L50	Pocket Pensions	130	277	1,312	4,948
L51	Retirement Communities	0	17	301	1,710
L52	Estate Veterans	0	18	1,101	3,154
L53	Seasoned Survivors	172	218	574	6,561
M54	Down-to-Earth Owners	0	121	811	4,893
M55	Back with the Folks	126	403	1,632	6,689
M56	Self Supporters	767	1,532	4,234	14,692
N57	Community Elders	0	0	0	1,119
N58	Culture & Comfort	0	0	0	374
N59	Large Family Living	0	0	30	5,611
N60	Ageing Access	0	0	23	401
O61	Career Builders	0	0	145	1,528
O62	Central Pulse	0	0	1	1,278
O63	Flexible Workforce	0	0	0	53
O64	Bus-Route Renters	0	17	854	2,803
O65	Learners & Earners	0	0	0	6,880
O66	Student Scene	0	0	0	2,572
U99	Unclassified	0	0	210	7,198
Total		4,396	11,608	82,035	387,301

Top 3 Mosaic Types in a 20 Minute Walktime

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. 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. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

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. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

3. E19 Bungalow Haven

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



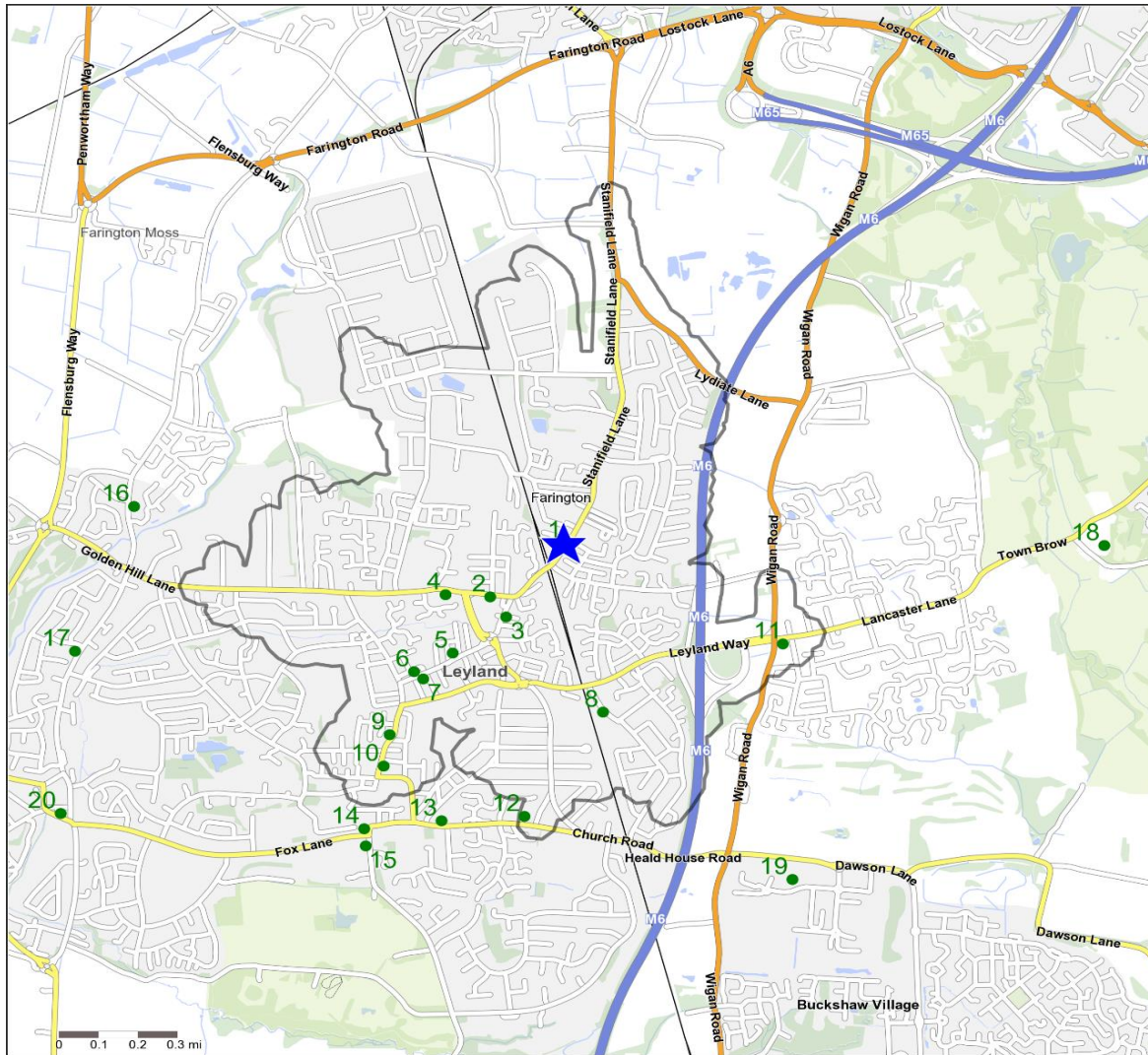
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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	4,070	35.1	116	1,046	9.0	55	6,490	55.9	107		
Male: Alone	3,086	26.6	89	928	8.0	51	7,592	65.4	123		
Male: Group	2,543	21.9	96	3,622	31.2	119	5,441	46.9	94		
Male: Pair	2,504	21.6	83	3,761	32.4	213	5,342	46.0	80		
Mixed Sex: Group	2,718	23.4	102	2,849	24.5	77	6,039	52.0	119		
Mixed Sex: Pair	3,468	29.9	127	2,224	19.2	59	5,914	51.0	119		
With Children	4,392	37.8	131	3,198	27.6	164	4,016	34.6	65		
Unknown	3,138	27.0	82	2,103	18.1	101	6,365	54.8	114		
For Eating:											
Upmarket	3,033	26.1	85	2,337	20.1	97	6,236	53.7	114		
Midmarket	2,912	25.1	73	385	3.3	37	8,309	71.6	129		
Downmarket	5,075	43.7	197	5,057	43.6	125	1,475	12.7	31		
For Drinking (monthly spend):											
Nothing	3,564	30.7	102	3,176	27.4	116	4,867	41.9	94		
Low (less than £10)	3,180	27.4	92	3,589	30.9	132	4,837	41.7	92		
Medium (Between £10 and £40)	3,182	27.4	90	2,190	18.9	106	6,234	53.7	107		
High (Greater than £40)	1,701	14.7	57	3,064	26.4	129	6,841	58.9	113		

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	119,727	30.9	102	50,823	13.1	80	209,556	54.1	104	
Male: Alone	122,187	31.5	106	74,659	19.3	124	183,260	47.3	89	
Male: Group	89,986	23.2	102	116,915	30.2	115	173,205	44.7	90	
Male: Pair	90,234	23.3	89	90,195	23.3	153	199,676	51.6	90	
Mixed Sex: Group	88,680	22.9	100	119,007	30.7	96	172,418	44.5	101	
Mixed Sex: Pair	125,026	32.3	138	124,675	32.2	99	130,404	33.7	79	
With Children	128,125	33.1	114	75,235	19.4	115	176,745	45.6	86	
Unknown	123,234	31.8	97	46,314	12.0	67	210,557	54.4	113	
For Eating:										
Upmarket	103,731	26.8	87	86,650	22.4	107	189,725	49.0	104	
Midmarket	117,488	30.3	88	22,631	5.8	65	239,987	62.0	112	
Downmarket	121,947	31.5	142	164,682	42.5	122	93,477	24.1	58	
For Drinking (monthly spend):										
Nothing	99,557	25.7	85	128,869	33.3	141	151,680	39.2	87	
Low (less than £10)	120,611	31.1	104	93,840	24.2	103	165,655	42.8	94	
Medium (Between £10 and £40)	123,098	31.8	104	47,876	12.4	69	209,132	54.0	107	
High (Greater than £40)	82,711	21.4	83	80,718	20.8	102	216,677	55.9	107	

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	Railway, PR25 4NT	Star Pubs & Bars	0.0	0.1
2	Queens, PR25 3NP	Amber Taverns	5.1	1.2
3	Golden Tap Ale House, PR25 3NH	Independent Free	5.4	2.2
4	Old Leyland Gates, PR25 3PG	Greene King	7.5	1.5
5	Leyland Lion, PR25 2SA	Wetherspoon	9.4	2.6
6	Market Ale House, PR25 2SB	Independent Free	12.4	2.7
7	Gables, PR25 2SD	Punch Pub Company	12.4	2.9
8	Wagon & Horses, PR25 4HS	Thwaites	15.4	3.2
9	Original Ship Inn, PR25 2LQ	Independent Free	16.3	3.2
10	Barristers, PR25 2LR	Independent Free	17.8	3.6
11	Woodsmen, PR25 5RY	Punch Pub Company	18.4	2.9
12	Da Vinci, PR25 3AB	Independent Free	20.8	4.6
13	Eagle & Child, PR25 3AA	Marston's	23.2	4.5
14	Fox & Lion, PR25 2EN	Star Pubs & Bars	24.4	4.9
15	Withy Arms, PR25 3EL	Independent Free	24.4	4.9
16	Wheatsheaf Hotel, PR26 8PH	Star Pubs & Bars	27.2	5.2
17	Broadfield Arms, PR25 1XH	Star Pubs & Bars	28.1	5.3
18	Ley Inn, PR 6 7EU	Marston's	35.9	6.2
19	Bobbin Mill, PR 7 7NA	Marston's	36.2	5.3
20	Seven Stars, PR25 1TL	Ei Group	37.4	7.3