

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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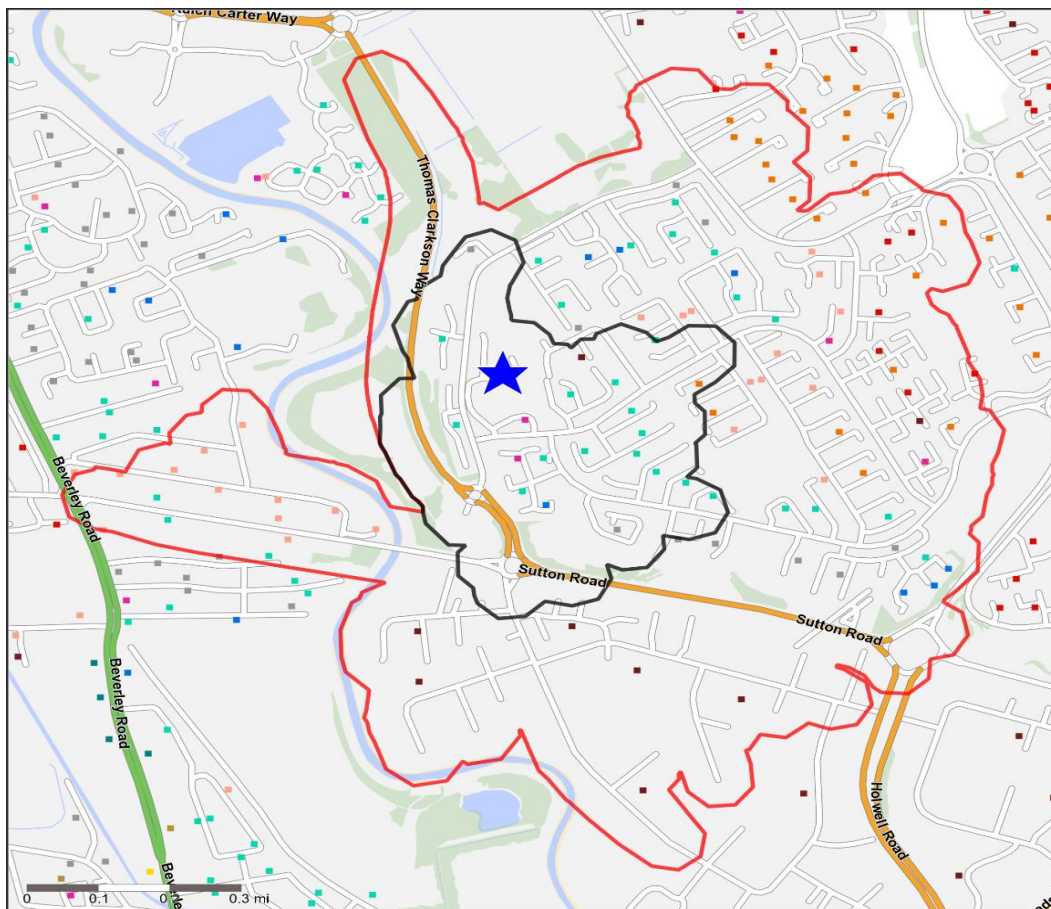
Number of Pubs	1	2	285
Catchment Adults 18+	1,516	7,532	260,362
Catchment Adults 18+ Per Pub	1,516	3,766	914
Populaton Projection 2018 to 2028 (% change)	1.84%	2.59%	2.07%

		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	Community Pub	1,266	83.5	161	<div></div>	1	High Street Pub	6,884	91.4	176	<div></div>	1	High Street Pub	223,246	85.7	166	<div></div>
2	High Street Pub	1,245	82.1	176	<div></div>	2	Community Pub	6,576	87.3	187	<div></div>	2	Community Pub	196,204	75.4	162	<div></div>
3	Premium Local	972	64.1	102	<div></div>	3	Premium Local	3,113	41.3	66	<div></div>	3	Premium Local	85,436	32.8	52	<div></div>
4	Great Pub Great Food	805	53.1	411	<div></div>	4	Great Pub Great Food	2,462	32.7	253	<div></div>	4	Great Pub Great Food	55,399	21.3	165	<div></div>
5	Bit of Style	189	12.5	31	<div></div>	5	Bit of Style	545	7.2	18	<div></div>	5	Bit of Style	47,628	18.3	45	<div></div>
6	Circuit Bar	189	12.5	46	<div></div>	6	Circuit Bar	448	5.9	22	<div></div>	6	Circuit Bar	31,965	12.3	46	<div></div>
7	Craft Led	135	8.9	86	<div></div>	7	Craft Led	360	4.8	46	<div></div>	7	Craft Led	23,464	9.0	87	<div></div>

	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	64	4.2	48	283	3.8	42	15,424	5.9	67
C1	169	11.1	91	799	10.6	87	30,452	11.7	95
C2	187	12.3	149	913	12.1	147	25,382	9.7	118
DE	169	11.1	108	1,014	13.5	131	38,592	14.8	144

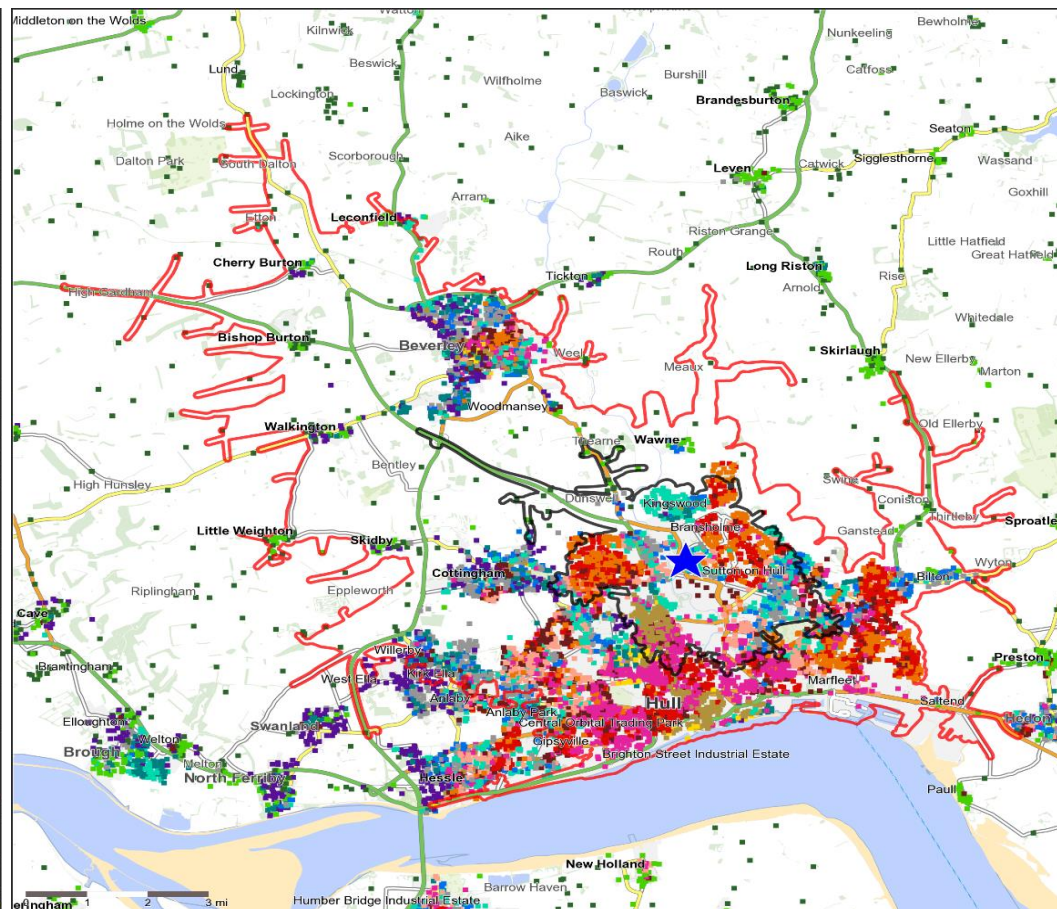
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	649	42.8	129	4,760	63.2	191	168,043	64.5	195
Medium (7-13)	868	57.3	173	2,853	37.9	114	73,180	28.1	85
High (14-19)	23	1.5	5	40	0.5	2	20,122	7.7	27

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	26
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	0	185
	B06	Diamond Days	0	0	47	1,419
	B07	Alpha Families	0	0	97	1,320
	B08	Bank of Mum and Dad	0	0	188	1,481
	B09	Empty-Nest Adventure	0	0	118	3,263
	C10	Wealthy Landowners	0	0	18	459
	C11	Rural Vogue	0	0	5	391
	C12	Scattered Homesteads	0	0	16	446
	C13	Village Retirement	0	0	246	2,147
	D14	Satellite Settlers	0	0	164	2,212
	D15	Local Focus	0	0	1	233
	D16	Outlying Seniors	0	0	0	783
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	73	2,024
	E19	Bungalow Heaven	161	475	1,803	6,964
	E20	Classic Grandparents	11	108	3,070	6,917
	E21	Solo Retirees	19	62	1,354	3,779
	F22	Boomerang Boarders	0	0	585	3,373
	F23	Family Ties	35	50	615	1,660
	F24	Fledgling Free	0	342	2,212	5,804
	F25	Dependable Me	0	59	1,233	4,718
	G26	Cafés and Catchments	0	0	0	76
	G27	Thriving Independence	0	0	297	3,110
	G28	Modern Parents	0	0	1,372	5,073
	G29	Mid-Career Convention	0	0	198	4,998
	H30	Primary Ambitions	0	0	991	2,764
	H31	Affordable Fringe	805	2,120	6,785	13,440
	H32	First-Rung Futures	78	276	2,571	6,086
	H33	Contemporary Starts	54	89	4,633	6,103
	H34	New Foundations	0	0	361	746
	H35	Flying Solo	57	83	368	766

			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	622
	I37	Budget Generations	0	0	25	820
	I38	Economical Families	113	645	1,873	7,592
	I39	Families on a Budget	0	586	12,280	22,734
	J40	Value Rentals	0	97	942	4,839
	J41	Youthful Endeavours	0	0	299	984
	J42	Midlife Renters	85	124	1,370	7,085
	J43	Renting Rooms	0	3	6,593	27,345
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	362	1,937
	K47	Single Essentials	0	0	451	3,569
	K48	Mature Workers	0	514	11,281	26,564
	L49	Flatlet Seniors	0	0	1,451	5,993
	L50	Pocket Pensions	97	97	1,214	4,055
	L51	Retirement Communities	0	0	33	1,877
	L52	Estate Veterans	0	0	684	3,602
	L53	Seasoned Survivors	0	102	1,454	7,108
	M54	Down-to-Earth Owners	0	177	1,020	5,208
	M55	Back with the Folks	0	764	2,709	6,436
	M56	Self Supporters	3	757	2,936	8,776
	N57	Community Elders	0	0	0	0
	N58	Culture & Comfort	0	0	0	0
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	0	0	256	2,391
	O61	Career Builders	0	0	93	1,389
	O62	Central Pulse	0	0	23	2,082
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	0	0	366	2,058
	O65	Learners & Earners	0	0	5,080	5,543
	O66	Student Scene	0	0	3,725	4,028
	U99	Unclassified	0	0	341	2,962
Total			1,518	7,530	86,282	260,365

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. 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. 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

2. 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

3. I39 Families on a Budget

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



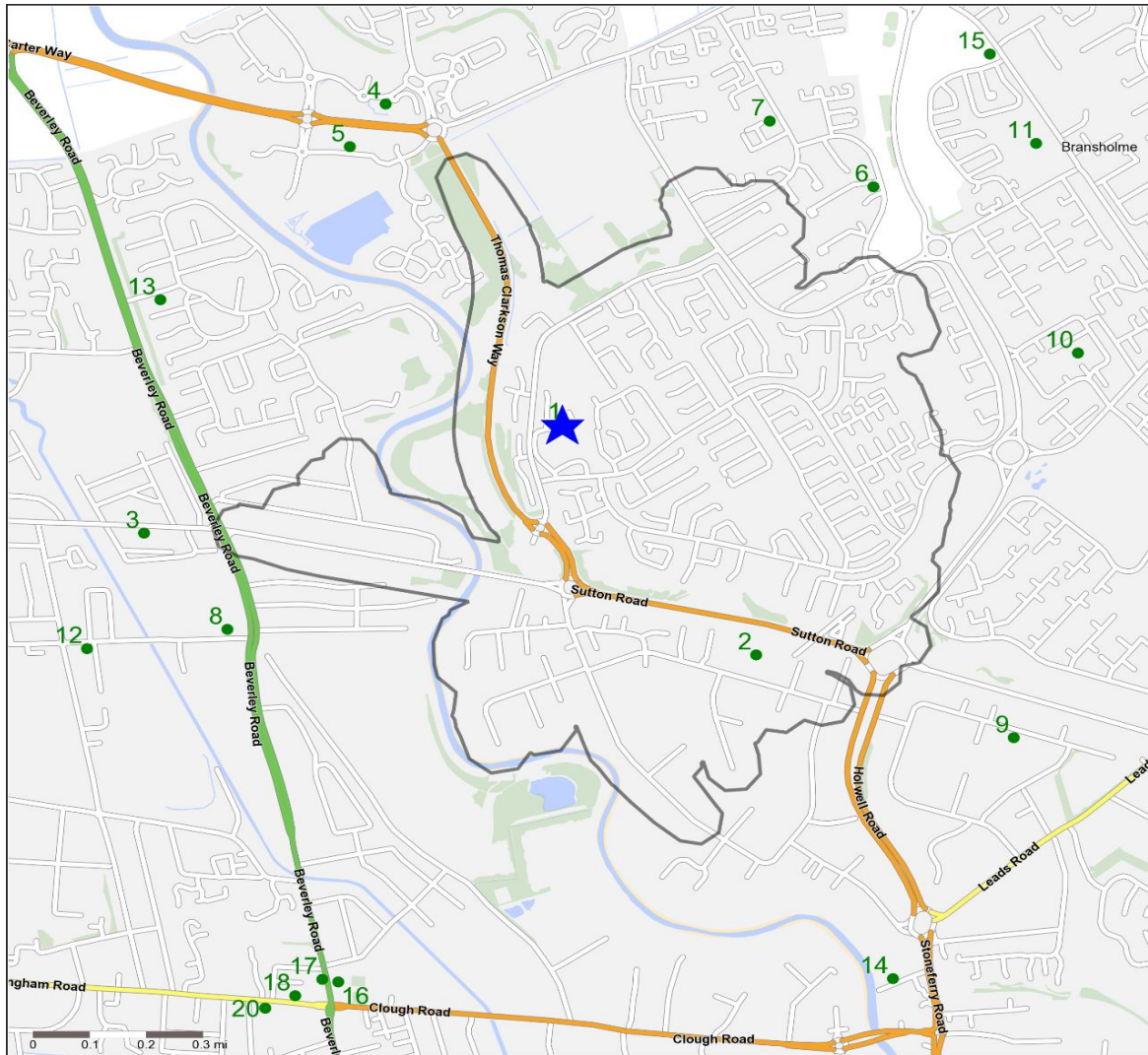
- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

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	1,770	23.5	78	2,123	28.2	172	3,639	48.3	93
Male: Alone	3,395	45.1	151	683	9.1	58	3,454	45.9	86
Male: Group	2,965	39.4	172	2,284	30.3	116	2,283	30.3	61
Male: Pair	3,156	41.9	161	1,904	25.3	166	2,472	32.8	57
Mixed Sex: Group	2,943	39.1	171	1,589	21.1	66	3,001	39.8	91
Mixed Sex: Pair	3,166	42.0	179	1,946	25.8	79	2,420	32.1	75
With Children	4,243	56.3	195	1,529	20.3	121	1,759	23.4	44
Unknown	3,680	48.9	149	296	3.9	22	3,555	47.2	99
For Eating:									
Upmarket	3,107	41.3	135	869	11.5	55	3,555	47.2	100
Midmarket	1,684	22.4	65	670	8.9	99	5,178	68.7	124
Downmarket	4,780	63.5	286	2,313	30.7	88	438	5.8	14
For Drinking (monthly spend):									
Nothing	4,379	58.1	192	1,974	26.2	111	1,178	15.6	35
Low (less than £10)	3,043	40.4	135	1,822	24.2	103	2,667	35.4	78
Medium (Between £10 and £40)	3,043	40.4	132	1,164	15.5	87	3,325	44.1	88
High (Greater than £40)	814	10.8	42	3,799	50.4	246	2,918	38.7	74

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	68,784	26.4	87	47,382	18.2	111	141,235	54.2	104
Male: Alone	92,785	35.6	120	51,701	19.9	127	112,914	43.4	81
Male: Group	74,342	28.6	125	88,345	33.9	130	94,714	36.4	73
Male: Pair	65,127	25.0	96	66,150	25.4	167	126,124	48.4	84
Mixed Sex: Group	82,761	31.8	139	53,700	20.6	65	120,940	46.5	106
Mixed Sex: Pair	67,204	25.8	110	100,924	38.8	119	89,272	34.3	80
With Children	95,273	36.6	126	49,724	19.1	113	112,404	43.2	82
Unknown	81,405	31.3	95	31,955	12.3	68	144,040	55.3	115
For Eating:									
Upmarket	59,408	22.8	74	62,310	23.9	115	135,683	52.1	110
Midmarket	86,467	33.2	97	25,132	9.7	107	145,801	56.0	101
Downmarket	96,925	37.2	167	97,782	37.6	108	62,694	24.1	58
For Drinking (monthly spend):									
Nothing	84,299	32.4	107	70,610	27.1	115	102,492	39.4	88
Low (less than £10)	56,729	21.8	73	49,212	18.9	80	151,459	58.2	128
Medium (Between £10 and £40)	61,946	23.8	78	28,360	10.9	61	167,095	64.2	128
High (Greater than £40)	38,313	14.7	57	70,836	27.2	133	148,251	56.9	109

Competitor Map



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Site
 Star Pubs
 Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Grandale, HU 7 4BL	Star Pubs & Bars	0.0	0.1
2	Sutton Fields, HU 7 0YN	Stonegate Pub Company	17.2	3.9
3	Pilot, HU 6 9NA	New River Retail	23.5	4.5
4	Kingswood, HU 7 3DD	Whitbread	24.4	3.9
5	Harvester Oyster Catcher, HU 7 3DB	Mitchells & Butlers	24.4	4.2
6	Night Jar, HU 7 4DH	Ei Group	24.4	5.7
7	Drake, HU 7 4HF	Admiral Taverns Ltd	24.7	4.9
8	Cross Keys Hotel, HU 6 7UP	Ei Group	25.1	5.7
9	Whistling Goose, HU 7 0XF	Greene King	27.5	4.8
10	Foredyke, HU 7 4EE	Independent Free	28.7	6.2
11	Wawne Ferry, HU 7 4JH	Trust Inns	29.3	6.6
12	Lord Nelson Hotel, HU 6 7UA	Star Pubs & Bars	30.2	6.8
13	Rising Sun, HU 6 7AG	Marston's	30.8	5.5
14	Ship Inn, HU 7 0BH	Marston's	32.0	6.8
15	Meadows, HU 7 4HA	Admiral Taverns Ltd	33.2	7.2
16	Dancing Goat, HU 6 7LG	Independent Free	37.7	6.4
17	Haworth Arms, HU 6 7LD	Stonegate Pub Company	37.7	6.4
18	Bar Fusion, HU 6 7RA	Independent Free	39.8	7.1
19	Antico Forno, HU 5 2PP	Independent Free	40.7	7.3
20	Gardeners Arms, HU 5 2PP	Mitchells & Butlers	40.7	7.3