

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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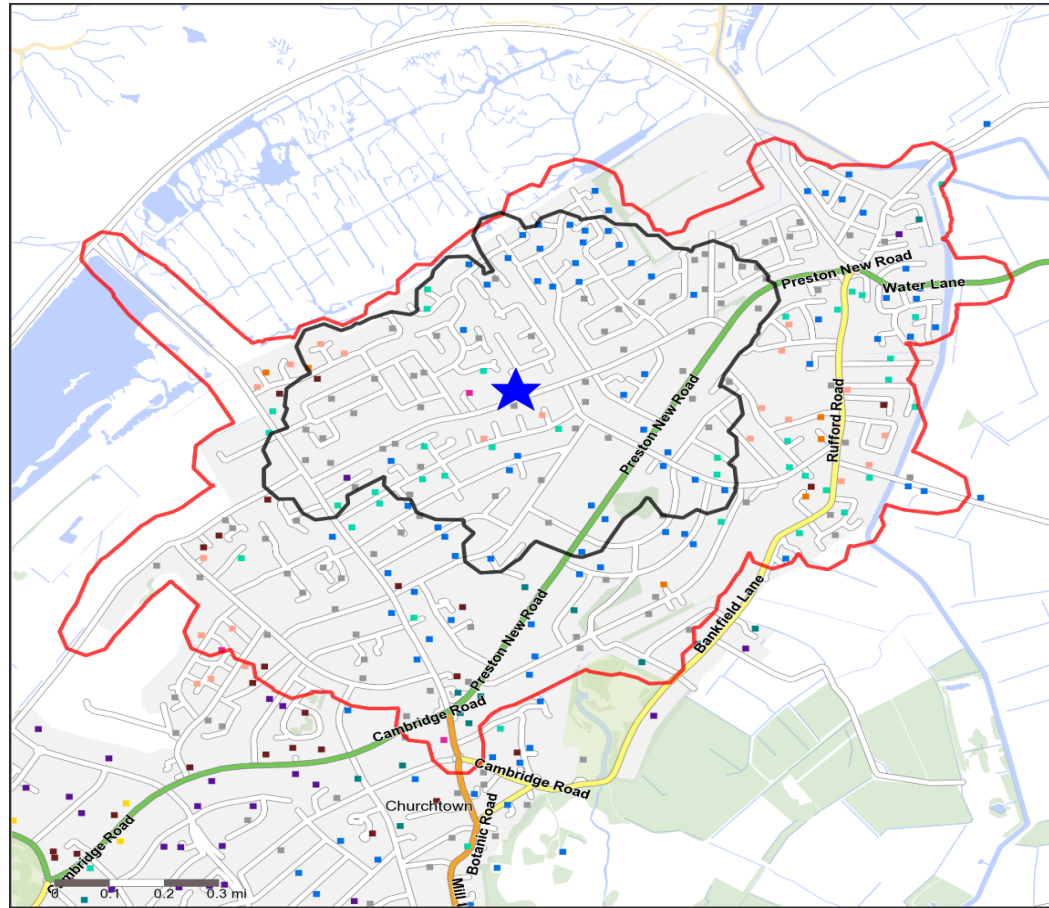
Number of Pubs	1	1	117
Catchment Adults 18+	4,092	10,625	100,497
Catchment Adults 18+ Per Pub	4,092	10,625	859
Populaton Projection 2018 to 2028 (% change)	-1.19%	0.25%	1.50%

		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	2,701	66.0	127	1	High Street Pub	8,516	80.2	155	1	High Street Pub	68,780	68.4	132
2	Community Pub	1,863	45.5	98	2	Community Pub	6,075	57.2	123	2	Premium Local	55,863	55.6	119
3	Premium Local	1,846	45.1	72	3	Premium Local	5,463	51.4	82	3	Community Pub	55,205	54.9	87
4	Great Pub Great Food	1,052	25.7	199	4	Great Pub Great Food	3,529	33.2	257	4	Great Pub Great Food	46,334	46.1	357
5	Bit of Style	222	5.4	13	5	Bit of Style	1,025	9.6	24	5	Bit of Style	14,472	14.4	36
6	Circuit Bar	222	5.4	20	6	Circuit Bar	653	6.1	23	6	Circuit Bar	9,646	9.6	36
7	Craft Led	222	5.4	53	7	Craft Led	612	5.8	56	7	Craft Led	4,277	4.3	41

	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	230	5.6	64	668	6.3	71	8,149	8.1	92
C1	436	10.7	87	1,195	11.2	92	11,853	11.8	96
C2	318	7.8	94	833	7.8	95	7,901	7.9	95
DE	279	6.8	66	774	7.3	71	8,657	8.6	84

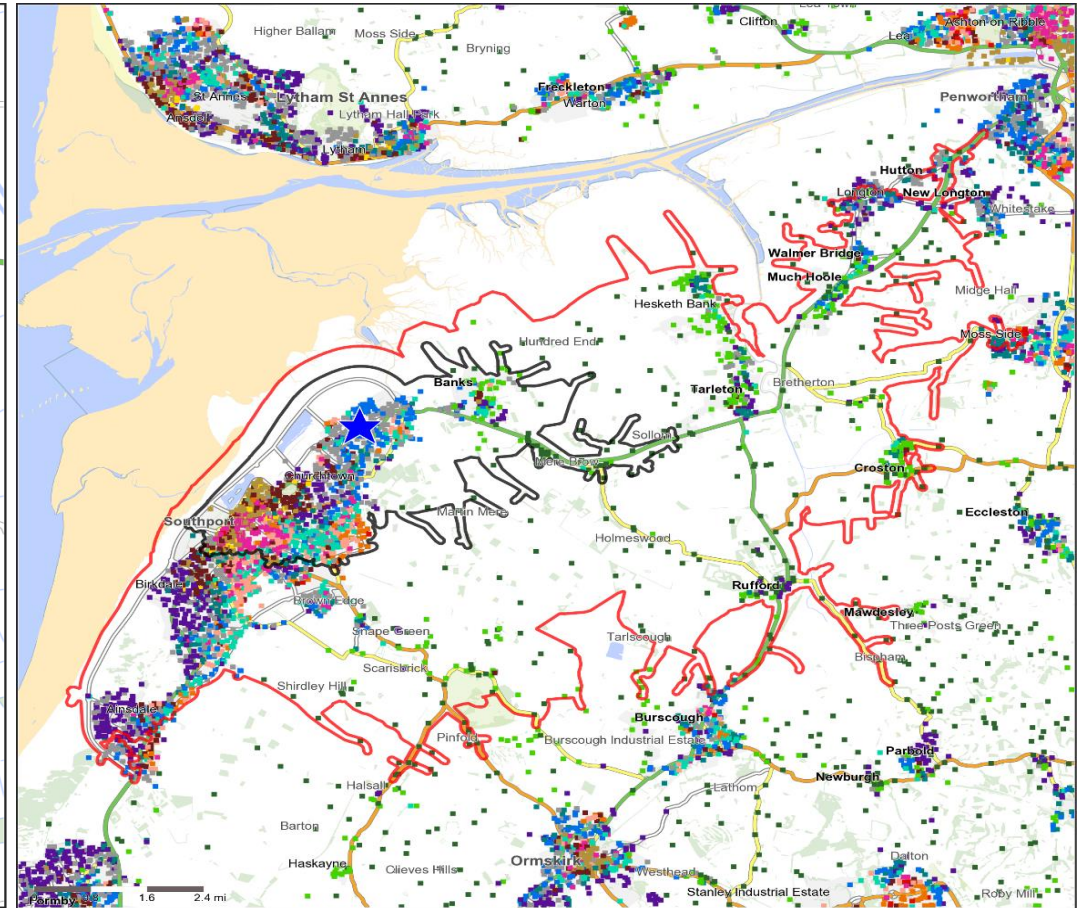
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	822	20.1	61	2,545	24.0	72	26,024	25.9	78
Medium (7-13)	2,606	63.7	192	6,351	59.8	180	43,823	43.6	131
High (14-19)	281	6.9	24	1,053	9.9	35	23,427	23.3	82

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	7	710
	B06	Diamond Days	0	0	448	1,742
	B07	Alpha Families	0	0	327	2,121
	B08	Bank of Mum and Dad	0	38	1,082	2,836
	B09	Empty-Nest Adventure	8	50	662	3,594
	C10	Wealthy Landowners	0	0	11	1,229
	C11	Rural Vogue	0	1	117	1,059
	C12	Scattered Homesteads	0	2	146	629
	C13	Village Retirement	0	4	183	2,680
	D14	Satellite Settlers	0	6	373	6,353
	D15	Local Focus	0	0	383	1,345
	D16	Outlying Seniors	0	2	634	2,226
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	440	1,609	3,488
	E19	Bungalow Heaven	1,383	1,968	2,593	5,294
	E20	Classic Grandparents	132	558	615	1,138
	E21	Solo Retirees	282	772	1,364	3,518
	F22	Boomerang Boarders	356	1,087	1,714	3,733
	F23	Family Ties	14	219	1,031	1,732
	F24	Fledgling Free	468	800	1,190	1,875
	F25	Dependable Me	559	1,062	1,706	2,953
	G26	Cafés and Catchments	0	0	225	237
	G27	Thriving Independence	0	8	1,035	2,241
	G28	Modern Parents	0	8	35	1,302
	G29	Mid-Career Convention	0	303	657	3,727
	H30	Primary Ambitions	0	17	637	1,309
	H31	Affordable Fringe	219	765	2,924	5,105
	H32	First-Rung Futures	222	612	1,615	3,380
	H33	Contemporary Starts	0	19	374	1,025
	H34	New Foundations	0	22	55	187
	H35	Flying Solo	0	0	112	302

			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	22	112	249	497
	I37	Budget Generations	0	31	185	453
	I38	Economical Families	0	52	877	1,121
	I39	Families on a Budget	0	0	249	366
	J40	Value Rentals	0	36	49	213
	J41	Youthful Endeavours	0	0	102	111
	J42	Midlife Renters	22	26	2,072	3,843
	J43	Renting Rooms	0	0	1,884	1,985
	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	45
	K48	Mature Workers	0	0	144	307
	L49	Flatlet Seniors	0	0	194	343
	L50	Pocket Pensions	68	287	738	1,346
	L51	Retirement Communities	0	166	3,890	6,058
	L52	Estate Veterans	0	9	66	305
	L53	Seasoned Survivors	0	62	377	494
	M54	Down-to-Earth Owners	0	0	56	106
	M55	Back with the Folks	325	1,000	2,859	5,383
	M56	Self Supporters	11	80	1,223	2,230
	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	909	1,135
	O61	Career Builders	0	0	133	366
	O62	Central Pulse	0	0	38	38
	O63	Flexible Workforce	0	0	143	146
	O64	Bus-Route Renters	0	0	4,057	4,412
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	29	114
Total			4,091	10,624	44,444	100,499

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. 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

3. M55 Back with the Folks

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



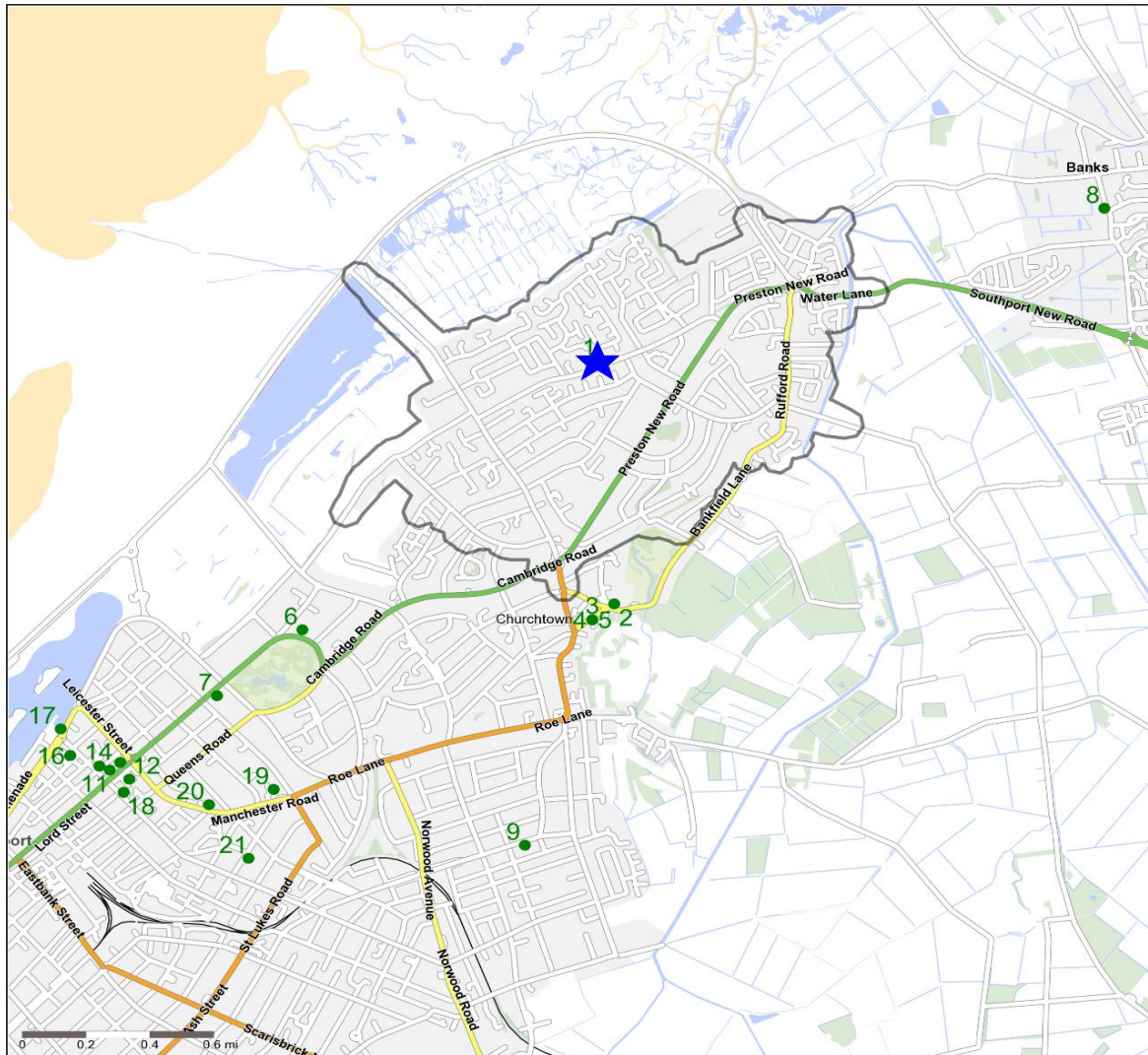
- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

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

	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	2,525	23.8	79	<div><div></div></div>	914	8.6	53	<div><div></div></div>	7,186	67.6	130	<div><div></div></div>
Male: Alone	4,646	43.7	147	<div><div></div></div>	356	3.4	21	<div><div></div></div>	5,623	52.9	99	<div><div></div></div>
Male: Group	3,477	32.7	143	<div><div></div></div>	3,968	37.3	143	<div><div></div></div>	3,180	29.9	60	<div><div></div></div>
Male: Pair	3,560	33.5	128	<div><div></div></div>	2,661	25.0	164	<div><div></div></div>	4,403	41.4	72	<div><div></div></div>
Mixed Sex: Group	1,154	10.9	48	<div><div></div></div>	4,526	42.6	133	<div><div></div></div>	4,945	46.5	106	<div><div></div></div>
Mixed Sex: Pair	4,042	38.0	162	<div><div></div></div>	3,269	30.8	95	<div><div></div></div>	3,314	31.2	73	<div><div></div></div>
With Children	2,730	25.7	89	<div><div></div></div>	551	5.2	31	<div><div></div></div>	7,344	69.1	131	<div><div></div></div>
Unknown	2,533	23.8	73	<div><div></div></div>	525	4.9	28	<div><div></div></div>	7,567	71.2	149	<div><div></div></div>
For Eating:												
Upmarket	3,480	32.8	107	<div><div></div></div>	265	2.5	12	<div><div></div></div>	6,880	64.8	137	<div><div></div></div>
Midmarket	2,508	23.6	69	<div><div></div></div>	112	1.1	12	<div><div></div></div>	8,006	75.4	136	<div><div></div></div>
Downmarket	5,592	52.6	237	<div><div></div></div>	2,706	25.5	73	<div><div></div></div>	2,328	21.9	53	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	3,884	36.6	121	<div><div></div></div>	3,758	35.4	150	<div><div></div></div>	2,982	28.1	63	<div><div></div></div>
Low (less than £10)	4,083	38.4	129	<div><div></div></div>	4,029	37.9	161	<div><div></div></div>	2,513	23.7	52	<div><div></div></div>
Medium (Between £10 and £40)	4,077	38.4	125	<div><div></div></div>	858	8.1	45	<div><div></div></div>	5,690	53.6	107	<div><div></div></div>
High (Greater than £40)	2,451	23.1	89	<div><div></div></div>	1,928	18.1	88	<div><div></div></div>	6,246	58.8	112	<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	28,459	28.3	94	18,225	18.1	111	53,699	53.4	103
Male: Alone	40,962	40.8	137	8,259	8.2	53	51,162	50.9	95
Male: Group	25,641	25.5	112	28,077	27.9	107	46,665	46.4	94
Male: Pair	33,628	33.5	128	15,868	15.8	104	50,888	50.6	88
Mixed Sex: Group	23,151	23.0	101	35,633	35.5	111	41,599	41.4	94
Mixed Sex: Pair	40,054	39.9	170	24,999	24.9	77	35,330	35.2	82
With Children	30,896	30.7	106	11,291	11.2	67	58,196	57.9	109
Unknown	29,411	29.3	89	16,999	16.9	94	53,973	53.7	112
For Eating:									
Upmarket	31,948	31.8	104	13,668	13.6	65	54,767	54.5	115
Midmarket	28,998	28.9	84	1,276	1.3	14	70,109	69.8	126
Downmarket	29,627	29.5	133	30,968	30.8	88	39,788	39.6	95
For Drinking (monthly spend):									
Nothing	29,102	29.0	96	26,520	26.4	112	44,761	44.5	99
Low (less than £10)	36,734	36.6	122	31,083	30.9	132	32,566	32.4	71
Medium (Between £10 and £40)	34,174	34.0	111	14,688	14.6	82	51,522	51.3	102
High (Greater than £40)	22,263	22.2	86	22,579	22.5	109	55,541	55.3	106

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	Shrimper, PR 9 9XP	Star Pubs & Bars	0.0	0.1
2	Hesketh Arms, PR 9 7NA	Mitchells & Butlers	23.5	4.0
3	Bold Arms, PR 9 7NE	Greene King	24.7	4.3
4	Botanic Bistro, PR 9 7NE	Independent Free	24.7	4.3
5	Langs, PR 9 7NE	Independent Free	24.7	4.3
6	Salfordian, PR 9 9LJ	Independent Free	30.5	4.7
7	Imperial Hotel, PR 9 0LN	Holt	35.0	5.6
8	New Fleetwood, PR 9 8BD	Independent Free	38.0	6.0
9	Joarr Emporium Cafe & Takeaway, PR 9 7BL	Independent Free	41.6	6.7
10	Ra Bar, PR 9 0AW	Independent Free	43.8	7.4
11	Peaky Blinders, PR 9 0AN	Independent Free	44.1	6.9
12	Punch Tarmey, PR 9 0QG	Independent Free	44.1	7.0
13	Le Grog, PR 9 0EW	Independent Free	44.1	7.2
14	Sacrebleu Bar, PR 9 0EW	Independent Free	44.1	7.2
15	Sacrebleu Bar & Coffee Lounge, PR 9 0EL	Independent Free	45.0	7.5
16	Windmill Inn, PR 9 0EL	Star Pubs & Bars	45.0	7.5
17	Lakeside Inn, PR 9 0EA	Independent Free	45.0	7.9
18	Guest House, PR 9 0QE	Star Pubs & Bars	46.8	7.3
19	Mount Pleasant Hotel, PR 9 9BD	Punch Pub Company	47.1	7.5
20	Rabbit Inn, PR 9 9BN	*Other Small Retail Groups	48.0	7.6