

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

Number of Pubs	8	16	168
Catchment Adults 18+	4,333	9,306	178,075
Catchment Adults 18+ Per Pub	542	582	1,060
Populaton Projection 2020 to 2030 (% change)	2.79%	2.19%	3.02%

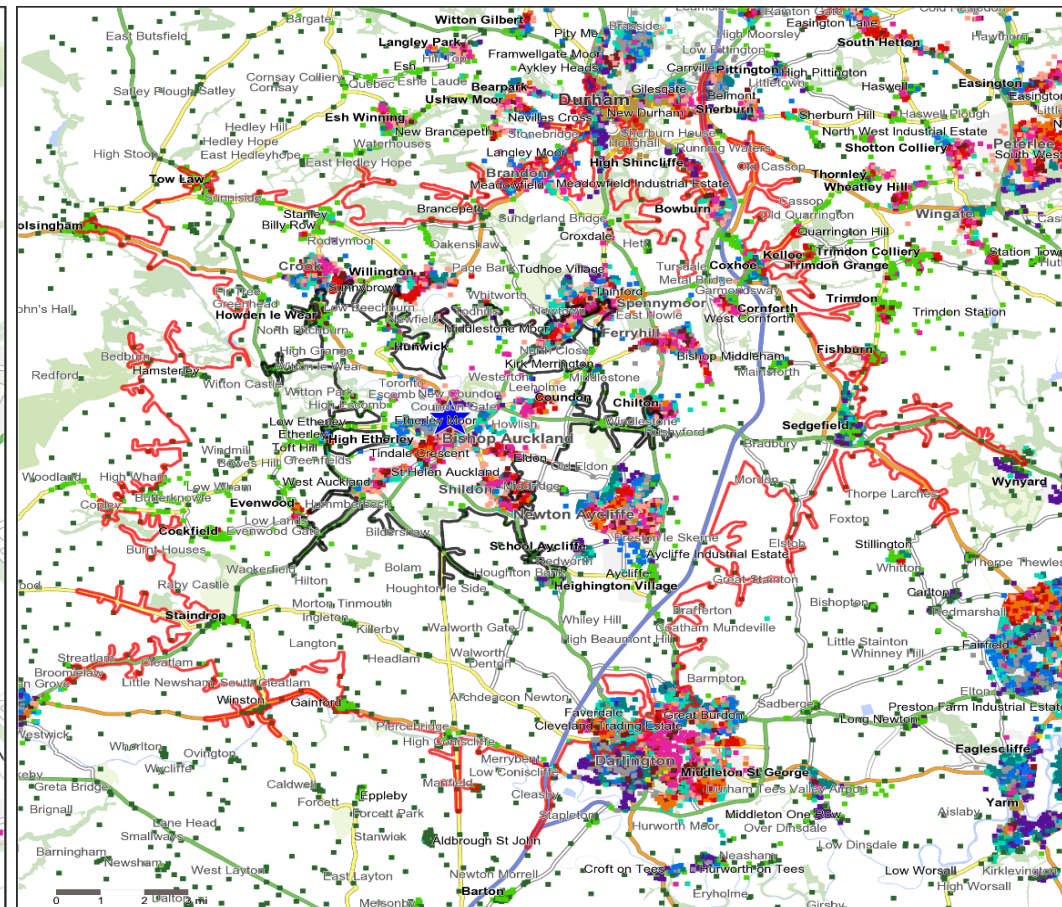
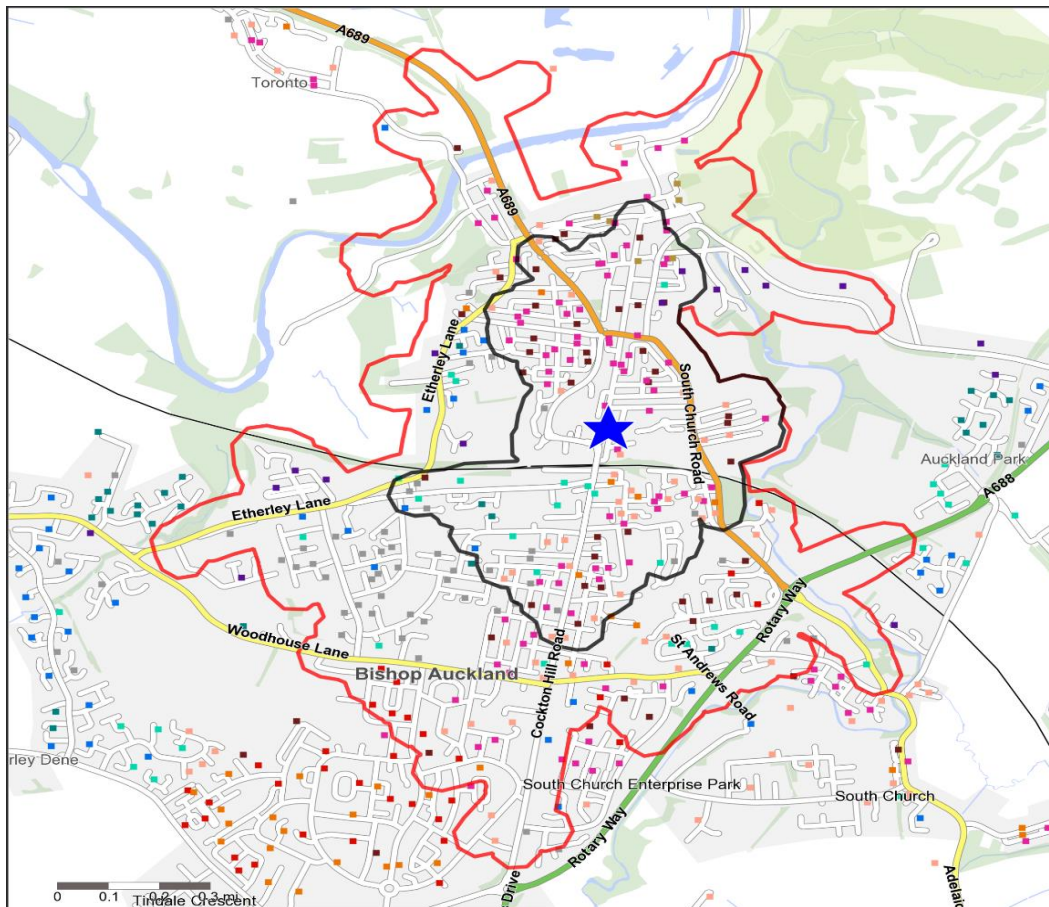
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Community Pub	4,100	94.6	180	1	High Street Pub	8,019	86.2	164	1	High Street Pub	140,668	79.0	150
2	High Street Pub	3,984	91.9	196	2	Community Pub	7,765	83.4	178	2	Community Pub	131,497	73.8	157
3	Bit of Style	1,041	24.0	38	3	Premium Local	2,212	23.8	37	3	Premium Local	68,384	38.4	60
4	Premium Local	820	18.9	132	4	Bit of Style	2,173	23.4	163	4	Bit of Style	53,835	30.2	211
5	Great Pub Great Food	351	8.1	20	5	Great Pub Great Food	1,137	12.2	30	5	Great Pub Great Food	41,231	23.2	57
6	Circuit Bar	260	6.0	21	6	Circuit Bar	507	5.4	19	6	Circuit Bar	17,875	10.0	35
7	Craft Led	196	4.5	40	7	Craft Led	338	3.6	32	7	Craft Led	10,705	6.0	53

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	265	6.1	69	553	5.9	67	11,462	6.4	73
C1	479	11.1	90	943	10.1	82	19,459	10.9	89
C2	423	9.8	118	828	8.9	108	16,650	9.3	113
DE	627	14.5	141	1,299	14.0	136	22,855	12.8	125

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)	2,962	68.4	206	5,588	60.0	181	101,182	56.8	171
Medium (7-13)	906	20.9	63	2,591	27.8	84	48,428	27.2	82
High (14-19)	154	3.6	12	492	5.3	19	16,219	9.1	32

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2019. Ordnance Survey © Crown copyright 2019

Copyright Experian Ltd, HERE 2019. Ordnance Survey © Crown copyright 2019



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	330
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	2	16	36	472
B06	Diamond Days	0	0	0	567
B07	Alpha Families	6	9	31	1,255
B08	Bank of Mum and Dad	58	102	184	780
B09	Empty-Nest Adventure	7	221	558	2,795
C10	Wealthy Landowners	0	0	262	1,229
C11	Rural Vogue	0	0	96	1,095
C12	Scattered Homesteads	0	0	155	1,927
C13	Village Retirement	0	0	450	2,294
D14	Satellite Settlers	0	0	939	4,260
D15	Local Focus	0	0	1,393	7,329
D16	Outlying Seniors	0	0	1,851	9,244
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	4	677
E19	Bungalow Heaven	0	536	1,192	4,572
E20	Classic Grandparents	264	694	1,092	3,163
E21	Solo Retirees	86	175	207	1,328
F22	Boomerang Boarders	3	87	409	1,337
F23	Family Ties	0	43	389	1,453
F24	Fledgling Free	2	166	1,760	5,271
F25	Dependable Me	81	170	1,125	4,189
G26	Cafés and Catchments	0	0	0	412
G27	Thriving Independence	3	11	23	755
G28	Modern Parents	81	129	1,282	5,257
G29	Mid-Career Convention	8	26	357	4,227
H30	Primary Ambitions	63	195	335	714
H31	Affordable Fringe	118	175	1,115	5,318
H32	First-Rung Futures	196	338	733	3,771
H33	Contemporary Starts	0	0	1,634	6,198
H34	New Foundations	0	0	27	270
H35	Flying Solo	0	0	50	300

		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	0
I37	Budget Generations	1	14	47	630
I38	Economical Families	187	284	1,686	4,563
I39	Families on a Budget	0	0	940	4,200
J40	Value Rentals	689	1,474	9,151	25,370
J41	Youthful Endeavours	4	23	170	524
J42	Midlife Renters	74	121	322	1,652
J43	Renting Rooms	689	775	1,485	2,460
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	0	0	24	404
K48	Mature Workers	8	542	5,211	16,303
L49	Flatlet Seniors	276	404	777	1,734
L50	Pocket Pensions	88	325	1,899	7,830
L51	Retirement Communities	2	2	2	472
L52	Estate Veterans	0	0	69	814
L53	Seasoned Survivors	661	777	1,598	3,319
M54	Down-to-Earth Owners	192	524	3,555	10,570
M55	Back with the Folks	96	290	795	2,031
M56	Self Supporters	327	512	1,703	5,173
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	0	571
O61	Career Builders	0	0	0	259
O62	Central Pulse	0	0	0	3
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	60	146	146	436
O65	Learners & Earners	0	0	0	1,031
O66	Student Scene	0	0	0	4,936
U99	Unclassified	0	0	0	0
Total		4,332	9,306	47,269	178,074

Top 3 Mosaic Types in a 20 Minute Walktime

1. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabittees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

2. L53 Seasoned Survivors

Single elderly who are long-term owners of their low value properties which provide some financial security



- Very elderly
- Most are living alone
- Longest length of residence (29 years)
- Modest income
- Own mostly 2 or 3 bed terraces
- Retired from routine / semi-skilled jobs

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabittees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

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. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



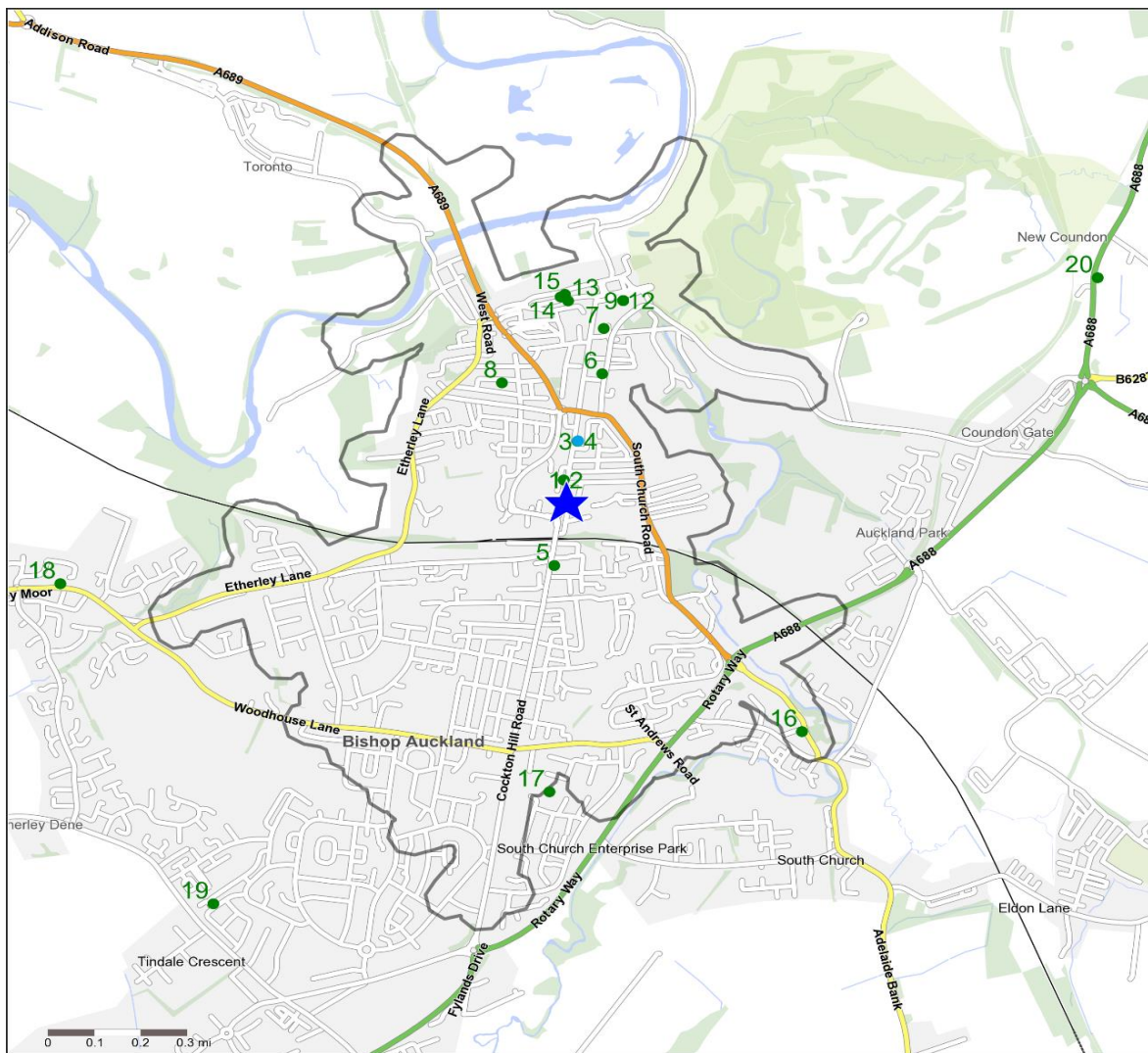
- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

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	2,871	30.9	96	973	10.5	62	5,463	58.7	116		
Male: Alone	3,076	33.1	111	1,640	17.6	106	4,590	49.3	92		
Male: Group	2,027	21.8	95	3,654	39.3	145	3,625	39.0	78		
Male: Pair	1,593	17.1	65	3,031	32.6	212	4,682	50.3	86		
Mixed Sex: Group	1,682	18.1	73	2,191	23.5	73	5,433	58.4	135		
Mixed Sex: Pair	1,827	19.6	81	3,131	33.6	102	4,348	46.7	109		
With Children	3,460	37.2	125	2,013	21.6	123	3,833	41.2	78		
Unknown	3,210	34.5	99	888	9.5	52	5,208	56.0	120		
For Eating:											
Upmarket	1,078	11.6	36	2,825	30.4	140	5,402	58.0	126		
Midmarket	3,531	37.9	105	23	0.2	3	5,752	61.8	113		
Downmarket	3,331	35.8	154	4,325	46.5	132	1,651	17.7	43		
For Drinking (monthly spend):											
Nothing	2,950	31.7	103	2,065	22.2	94	4,291	46.1	101		
Low (less than £10)	1,976	21.2	71	1,947	20.9	88	5,383	57.8	124		
Medium (Between £10 and £40)	1,992	21.4	70	1,129	12.1	67	6,185	66.5	130		
High (Greater than £40)	1,081	11.6	44	1,890	20.3	98	6,335	68.1	129		

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	57,338	32.2	100	21,511	12.1	71	99,226	55.7	110	
Male: Alone	50,957	28.6	96	45,739	25.7	155	81,379	45.7	85	
Male: Group	42,198	23.7	103	49,686	27.9	103	86,191	48.4	97	
Male: Pair	25,416	14.3	55	25,074	14.1	92	127,586	71.6	123	
Mixed Sex: Group	25,033	14.1	57	60,397	33.9	106	92,646	52.0	120	
Mixed Sex: Pair	36,514	20.5	85	51,433	28.9	87	90,129	50.6	118	
With Children	41,744	23.4	79	53,064	29.8	170	83,268	46.8	89	
Unknown	68,168	38.3	110	13,484	7.6	41	96,423	54.1	116	
For Eating:										
Upmarket	30,638	17.2	53	42,841	24.1	111	104,597	58.7	127	
Midmarket	49,044	27.5	76	5,354	3.0	33	123,678	69.5	127	
Downmarket	61,948	34.8	150	83,652	47.0	133	32,476	18.2	44	
For Drinking (monthly spend):										
Nothing	66,338	37.3	121	41,548	23.3	99	70,190	39.4	86	
Low (less than £10)	33,806	19.0	64	54,212	30.4	128	90,057	50.6	109	
Medium (Between £10 and £40)	31,092	17.5	57	27,805	15.6	86	119,179	66.9	131	
High (Greater than £40)	17,604	9.9	37	49,711	27.9	135	110,760	62.2	118	

Competitor Map



Copyright Experian Ltd, HERE 2019. Ordnance Survey © Crown copyright 2019

★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Kings Head, DL14 7EJ	Punch Pub Company	1.5	0.4
2	Station Hotel, DL14 7EJ	Star Pubs & Bars	1.5	0.4
3	Cumberland Arms, DL14 7EN	Star Pubs & Bars	3.3	0.9
4	Mitre, DL14 7EN	Camerons	3.3	0.9
5	Green Tree, DL14 6EN	Greene King	3.6	0.8
6	Bishop Sport Bar, DL14 7JN	Independent Free	7.5	1.4
7	Tap & Tun, DL14 7HZ	Amber Taverns	10.0	1.7
8	Welcome Inn, DL14 7DS	Punch Pub Company	10.0	2.1
9	Fifteas Vintage Tearoom, DL14 7NJ	Independent Free	10.6	2.4
10	Market Tavern, DL14 7NJ	Unknown	10.6	2.4
11	No1 Market Place, DL14 7NJ	Independent Free	10.6	2.4
12	Stanley Jefferson, DL14 7NJ	Wetherspoon	10.6	2.4
13	Laceys Bar, DL14 7PF	Independent Free	11.2	2.9
14	Bay Horse, DL14 7PE	Dorbiere	11.8	2.7
15	Bar Tutsters, DL14 7PG	Independent Free	11.8	2.9
16	Red Alligator, DL14 6SP	Star Pubs & Bars	19.3	3.9
17	Henknowle Manor, DL14 6UR	*Other Small Retail Groups	22.6	4.0
18	Masons Arms, DL14 0JP	Unknown	24.4	4.3
19	Pollards, DL14 6TN	New River Retail	30.8	5.4
20	Top House, DL14 8QB	Independent Free	35.6	4.5