

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

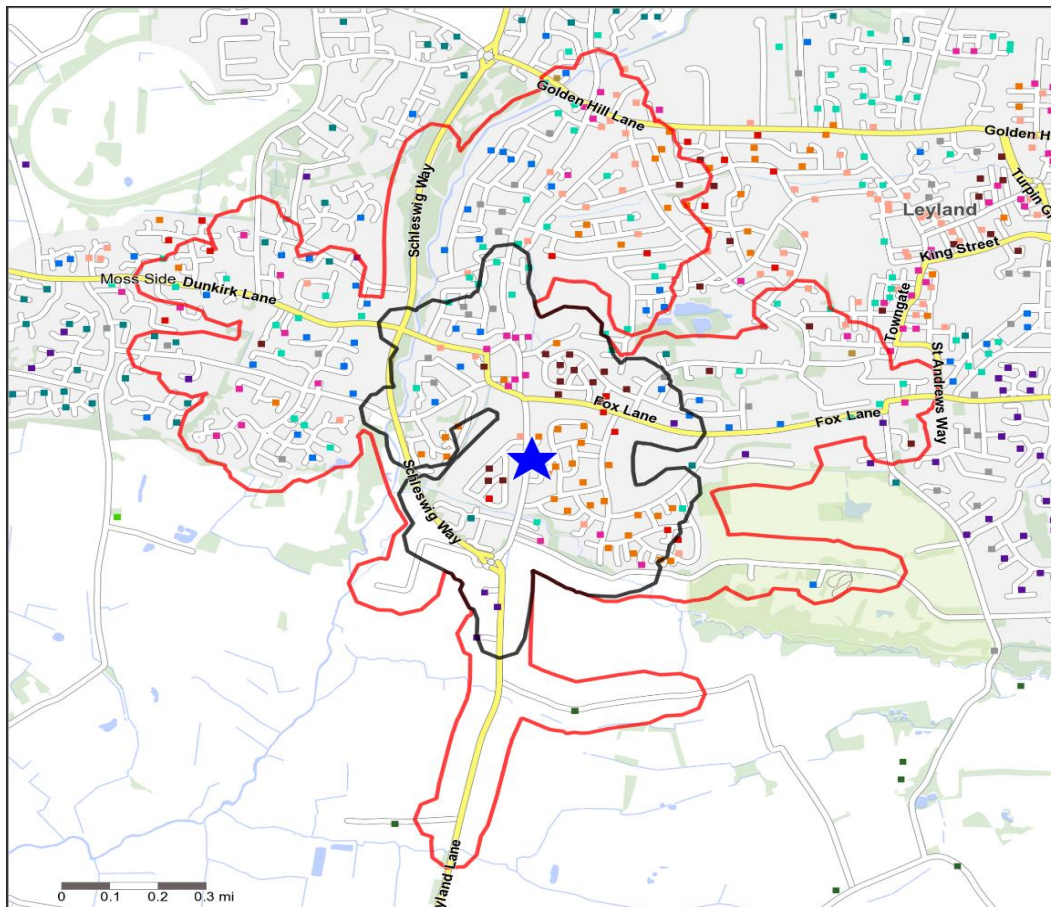
Number of Pubs	3	7	315
Catchment Adults 18+	3,123	9,176	318,012
Catchment Adults 18+ Per Pub	1,041	1,311	1,010
Populaton Projection 2018 to 2028 (% change)	2.26%	1.66%	3.16%

		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	2,653	85.0	164	1	High Street Pub	8,285	90.3	174	1	High Street Pub	229,193	72.1	139
2	Community Pub	2,450	78.5	168	2	Community Pub	7,057	76.9	165	2	Premium Local	169,060	53.2	114
3	Premium Local	1,064	34.1	54	3	Premium Local	4,014	43.7	69	3	Community Pub	167,692	52.7	84
4	Great Pub Great Food	838	26.8	208	4	Great Pub Great Food	2,809	30.6	237	4	Great Pub Great Food	116,820	36.7	284
5	Bit of Style	480	15.4	38	5	Bit of Style	2,058	22.4	56	5	Bit of Style	78,929	24.8	62
6	Circuit Bar	213	6.8	25	6	Circuit Bar	1,041	11.3	42	6	Circuit Bar	44,065	13.9	52
7	Craft Led	191	6.1	59	7	Craft Led	949	10.3	100	7	Craft Led	30,538	9.6	93

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	165	5.3	60	518	5.6	64	27,162	8.5	97
C1	349	11.2	91	1,061	11.6	94	40,190	12.6	103
C2	304	9.7	118	907	9.9	120	27,292	8.6	104
DE	506	16.2	157	1,258	13.7	133	31,537	9.9	96

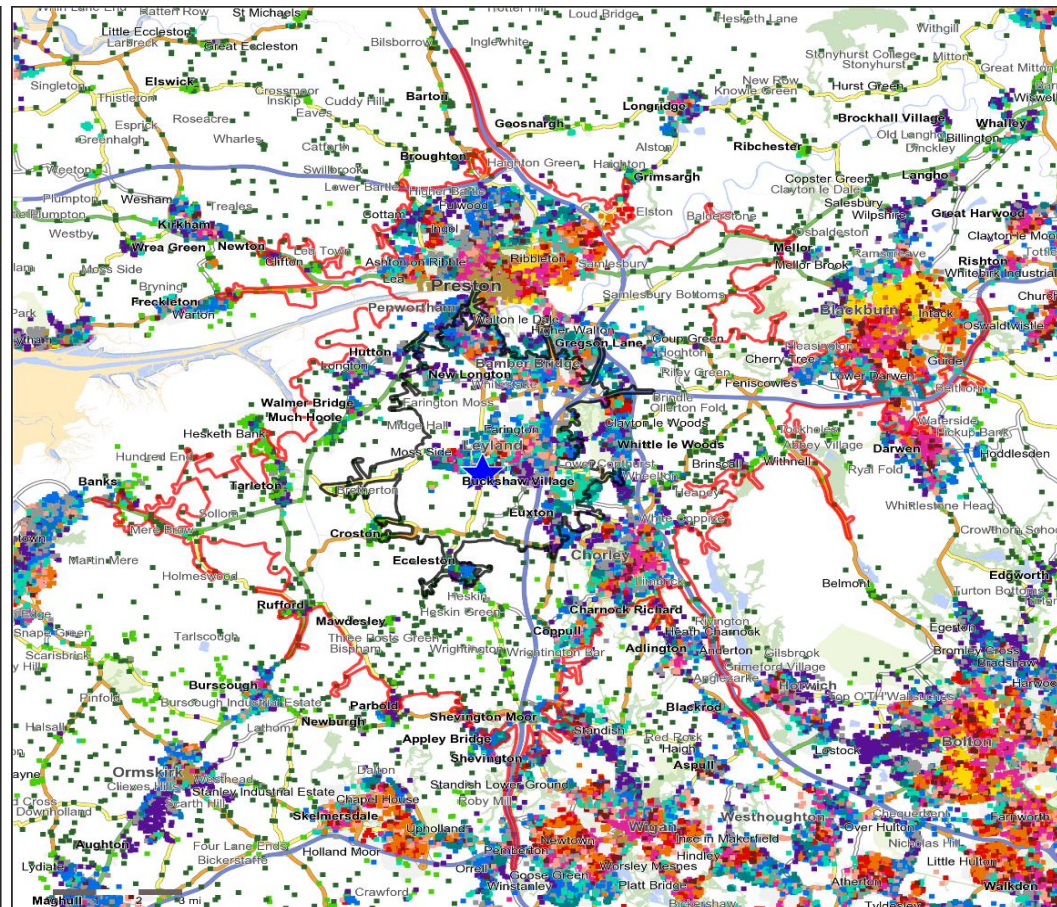
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,129	68.2	206	5,141	56.0	169	121,066	38.1	115
Medium (7-13)	872	27.9	84	3,368	36.7	111	123,160	38.7	117
High (14-19)	237	7.6	27	711	7.7	27	48,892	15.4	54

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

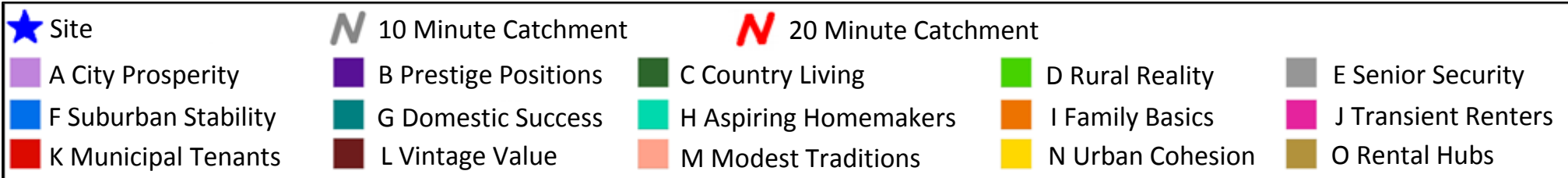


Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



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	0	12	287
B06	Diamond Days	0	22	645	1,677
B07	Alpha Families	0	0	455	3,800
B08	Bank of Mum and Dad	12	40	1,032	4,436
B09	Empty-Nest Adventure	135	203	4,041	12,212
C10	Wealthy Landowners	0	0	827	4,581
C11	Rural Vogue	0	0	108	1,129
C12	Scattered Homesteads	0	0	13	457
C13	Village Retirement	22	24	695	5,701
D14	Satellite Settlers	0	0	1,003	8,807
D15	Local Focus	0	0	428	1,782
D16	Outlying Seniors	0	0	186	2,046
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	7	21	714	3,774
E19	Bungalow Heaven	67	282	3,373	13,826
E20	Classic Grandparents	54	98	2,123	8,488
E21	Solo Retirees	51	116	1,823	6,525
F22	Boomerang Boarders	85	460	3,563	13,107
F23	Family Ties	0	32	1,133	4,496
F24	Fledgling Free	195	691	4,137	9,624
F25	Dependable Me	0	224	3,289	14,113
G26	Cafés and Catchments	0	0	0	421
G27	Thriving Independence	0	0	126	2,705
G28	Modern Parents	129	140	3,543	15,193
G29	Mid-Career Convention	27	214	3,770	12,735
H30	Primary Ambitions	0	0	645	3,160
H31	Affordable Fringe	225	993	4,516	11,635
H32	First-Rung Futures	158	818	3,120	13,021
H33	Contemporary Starts	0	11	5,197	10,044
H34	New Foundations	0	0	319	882
H35	Flying Solo	8	83	273	1,371

		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	22	578	1,774
I37	Budget Generations	0	138	394	1,811
I38	Economical Families	28	273	1,582	6,543
I39	Families on a Budget	798	991	1,543	11,757
J40	Value Rentals	157	792	2,028	7,233
J41	Youthful Endeavours	22	43	239	1,565
J42	Midlife Renters	31	117	2,340	9,985
J43	Renting Rooms	17	17	145	11,701
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	25	48	269	4,028
K48	Mature Workers	108	392	1,016	6,284
L49	Flatlet Seniors	226	226	294	4,487
L50	Pocket Pensions	71	251	1,594	3,662
L51	Retirement Communities	0	57	378	1,327
L52	Estate Veterans	192	233	873	2,489
L53	Seasoned Survivors	17	17	358	3,692
M54	Down-to-Earth Owners	68	120	687	2,795
M55	Back with the Folks	141	371	1,700	5,392
M56	Self Supporters	24	557	3,880	10,808
N57	Community Elders	0	0	0	858
N58	Culture & Comfort	0	0	0	311
N59	Large Family Living	0	0	0	4,932
N60	Ageing Access	0	0	23	401
O61	Career Builders	0	0	132	1,335
O62	Central Pulse	0	0	1	1,278
O63	Flexible Workforce	0	0	0	53
O64	Bus-Route Renters	0	38	732	2,371
O65	Learners & Earners	0	0	68	6,880
O66	Student Scene	0	0	12	2,572
U99	Unclassified	0	0	2,114	7,141
Total		3,122	9,175	74,092	318,014

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. 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. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

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. 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. E19 Bungalow Haven

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



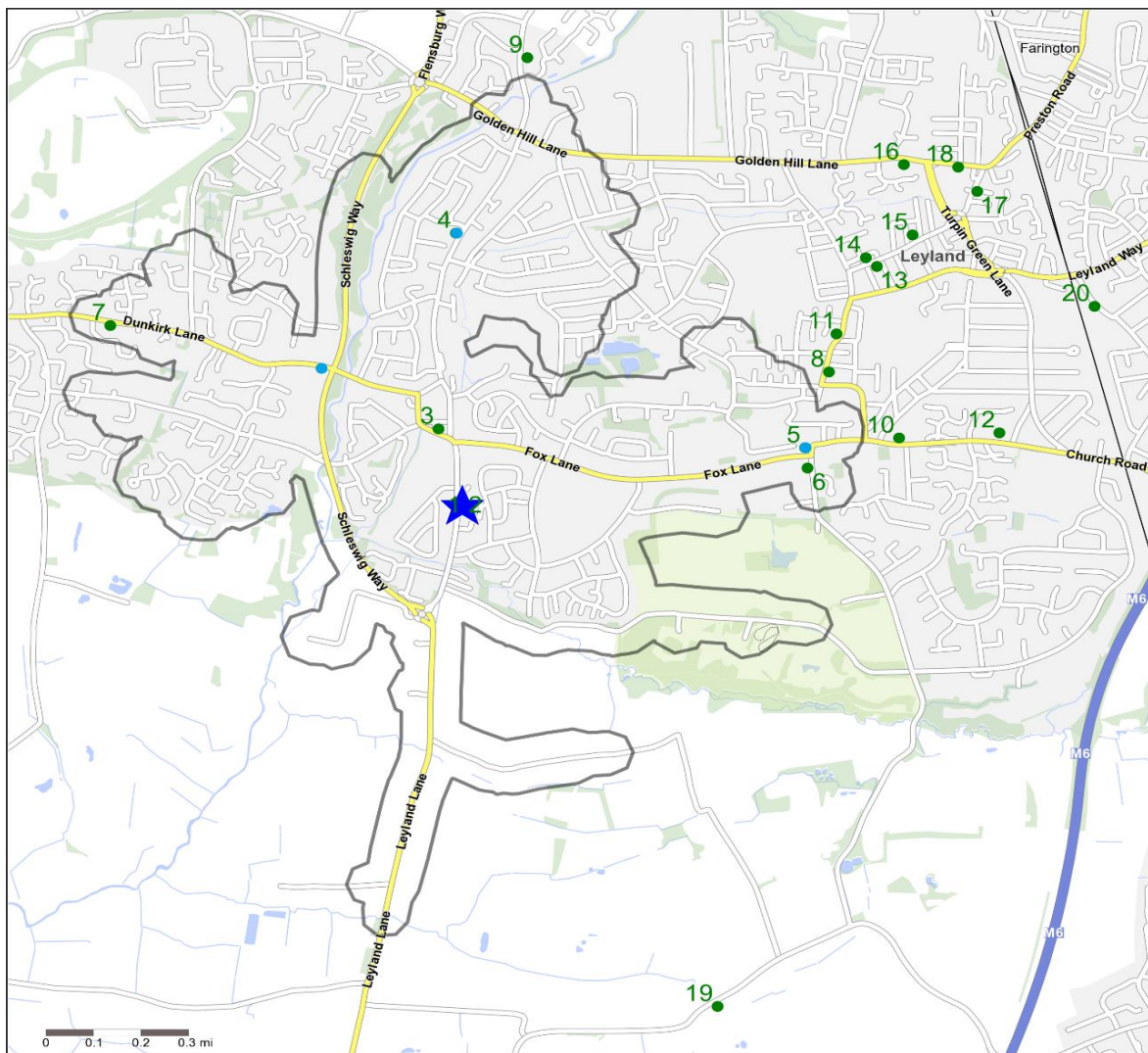
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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	2,323	25.3	84	1,170	12.8	78	5,683	61.9	119		
Male: Alone	3,045	33.2	111	2,185	23.8	153	3,946	43.0	81		
Male: Group	2,873	31.3	137	1,770	19.3	74	4,533	49.4	100		
Male: Pair	2,827	30.8	118	2,022	22.0	145	4,328	47.2	82		
Mixed Sex: Group	1,740	19.0	83	1,954	21.3	67	5,483	59.8	136		
Mixed Sex: Pair	2,642	28.8	123	2,472	26.9	83	4,062	44.3	104		
With Children	3,410	37.2	128	2,610	28.4	169	3,156	34.4	65		
Unknown	2,992	32.6	99	563	6.1	34	5,622	61.3	128		
For Eating:											
Upmarket	2,381	25.9	85	1,452	15.8	76	5,343	58.2	123		
Midmarket	2,327	25.4	74	1,140	12.4	138	5,710	62.2	112		
Downmarket	3,830	41.7	188	3,787	41.3	118	1,559	17.0	41		
For Drinking (monthly spend):											
Nothing	2,987	32.6	108	2,901	31.6	134	3,288	35.8	80		
Low (less than £10)	2,736	29.8	100	1,767	19.3	82	4,674	50.9	112		
Medium (Between £10 and £40)	2,712	29.6	97	1,146	12.5	70	5,319	58.0	115		
High (Greater than £40)	1,385	15.1	58	2,744	29.9	146	5,048	55.0	105		

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	98,552	31.0	102	42,661	13.4	82	169,657	53.3	102	
Male: Alone	101,209	31.8	107	57,961	18.2	117	151,700	47.7	89	
Male: Group	74,080	23.3	102	95,535	30.0	115	141,255	44.4	89	
Male: Pair	76,925	24.2	93	68,159	21.4	141	165,787	52.1	91	
Mixed Sex: Group	71,870	22.6	99	102,560	32.3	101	136,441	42.9	98	
Mixed Sex: Pair	109,186	34.3	146	98,696	31.0	95	102,989	32.4	76	
With Children	101,189	31.8	110	57,863	18.2	108	151,819	47.7	90	
Unknown	99,152	31.2	95	40,206	12.6	71	171,513	53.9	113	
For Eating:										
Upmarket	88,758	27.9	91	66,296	20.8	100	155,817	49.0	104	
Midmarket	93,773	29.5	86	16,513	5.2	58	200,584	63.1	114	
Downmarket	99,271	31.2	140	131,885	41.5	119	79,715	25.1	60	
For Drinking (monthly spend):										
Nothing	79,494	25.0	83	105,508	33.2	140	125,868	39.6	88	
Low (less than £10)	102,209	32.1	108	81,674	25.7	109	126,988	39.9	88	
Medium (Between £10 and £40)	104,513	32.9	107	37,632	11.8	66	168,726	53.1	106	
High (Greater than £40)	70,594	22.2	86	62,095	19.5	95	178,181	56.0	107	

Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Crofters Arms, PR25 1TA	Star Pubs & Bars	0.0	0.0
2	Seven Stars, PR25 1TA	Ei Group	0.0	0.0
3	Seven Stars, PR25 1TL	Ei Group	3.9	0.9
4	Broadfield Arms, PR25 1XH	Star Pubs & Bars	12.7	2.8
5	Fox & Lion, PR25 2EN	Star Pubs & Bars	17.5	3.5
6	Withy Arms, PR25 3EL	Independent Free	18.1	3.6
7	Dunkirk Hall, PR26 7SN	Star Pubs & Bars	19.3	3.8
8	Barristers, PR25 2LR	Independent Free	21.7	4.1
9	Wheatsheaf Hotel, PR26 8PH	Star Pubs & Bars	22.0	4.3
10	Eagle & Child, PR25 3AA	Marston's	22.3	4.2
11	Original Ship Inn, PR25 2LQ	Independent Free	23.2	4.5
12	Da Vinci, PR25 3AB	Independent Free	26.0	5.0
13	Gables, PR25 2SD	Punch Pub Company	27.2	5.5
14	Market Ale House, PR25 2SB	Independent Free	27.5	5.2
15	Leyland Lion, PR25 2SA	Wetherspoon	30.2	5.8
16	Old Leyland Gates, PR25 3PG	Greene King	33.2	6.3
17	Golden Tap Ale House, PR25 3NH	Independent Free	34.1	6.5
18	Queens, PR25 3NP	Amber Taverns	35.6	6.4
19	Plough Inn, PR 7 6HB	Star Pubs & Bars	36.2	4.5
20	Wagon & Horses, PR25 4HS	Thwaites	36.8	7.1