

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	1	255
Catchment Adults 18+	181	618	278,458
Catchment Adults 18+ Per Pub	181	618	1,092
Populaton Projection 2018 to 2028 (% change)	-0.45%	-0.40%	1.85%

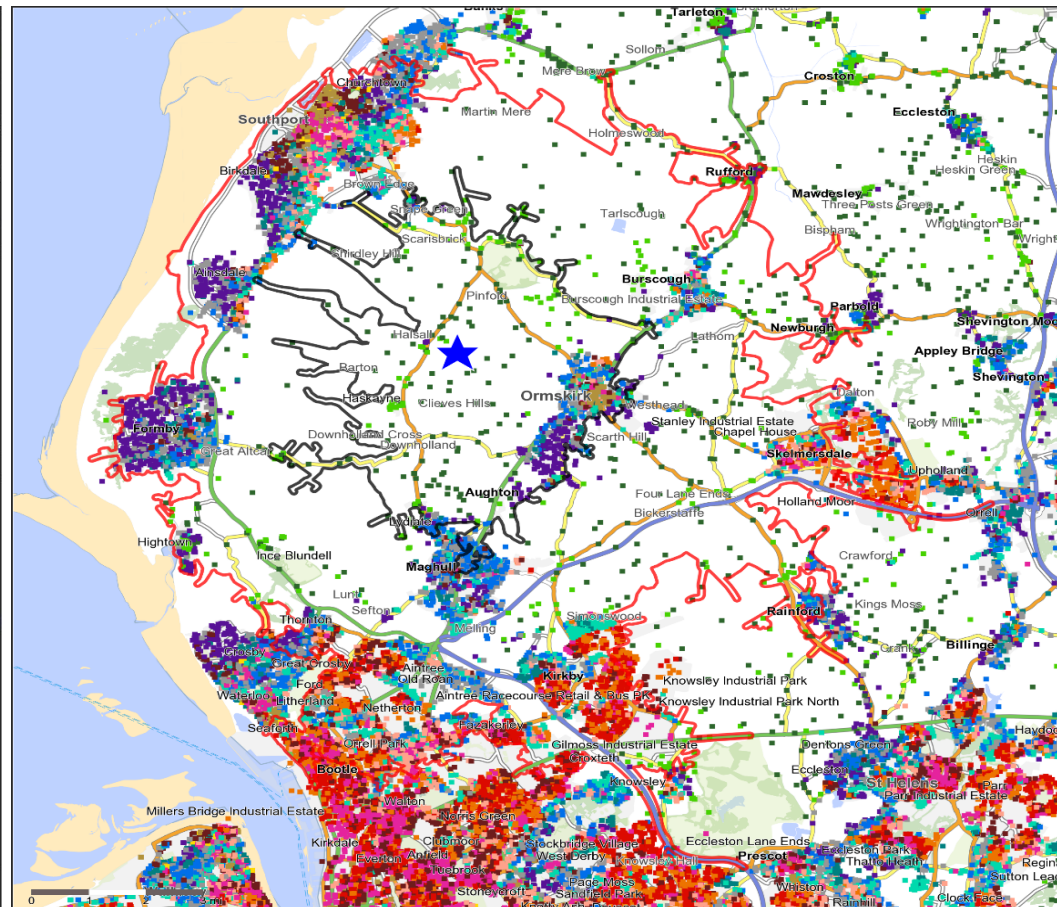
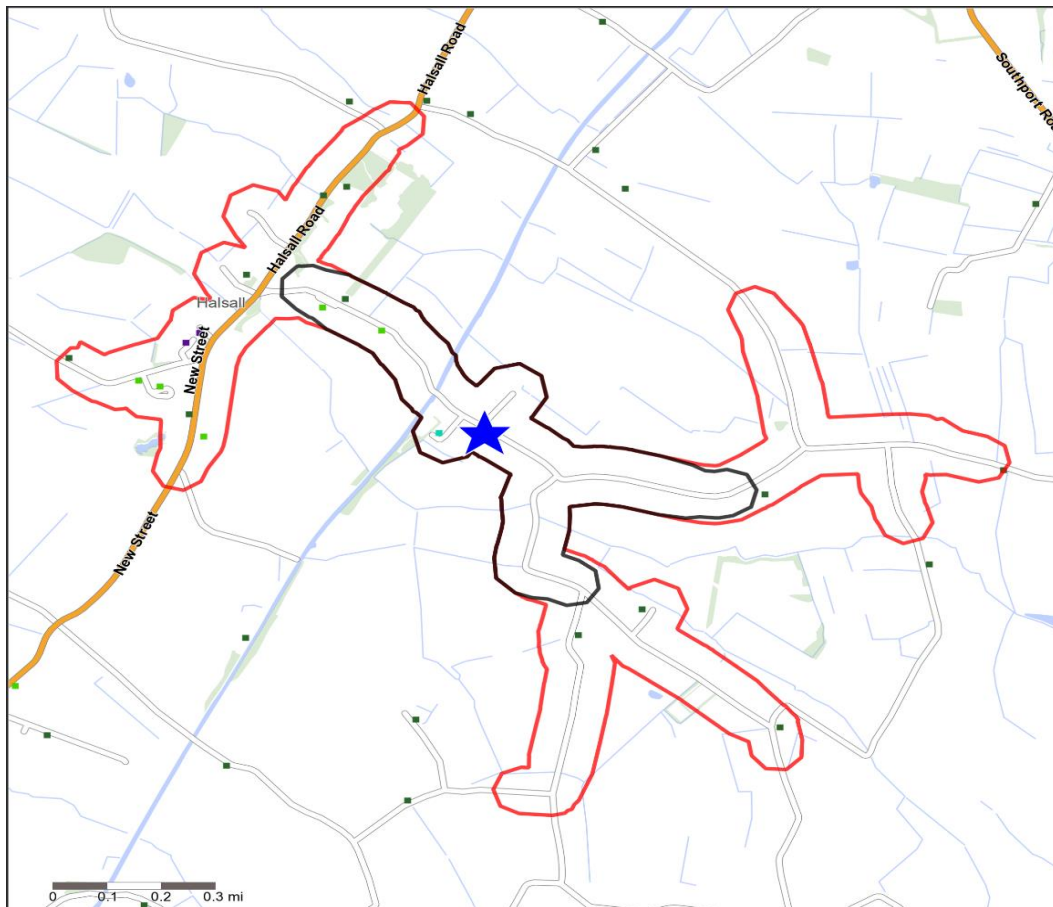
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	181	100.0	193	1	Premium Local	553	89.5	173	1	High Street Pub	221,350	79.5	153
2	Great Pub Great Food	175	96.7	207	2	Great Pub Great Food	539	87.2	187	2	Community Pub	181,100	65.0	140
3	Bit of Style	6	3.3	5	3	Community Pub	86	13.9	22	3	Premium Local	131,432	47.2	75
4	Circuit Bar	6	3.3	26	4	High Street Pub	64	10.4	80	4	Great Pub Great Food	98,346	35.3	273
5	Community Pub	0	0.0	0	5	Bit of Style	15	2.4	6	5	Bit of Style	41,534	14.9	37
6	Craft Led	0	0.0	0	6	Circuit Bar	15	2.4	9	6	Circuit Bar	26,722	9.6	36
7	High Street Pub	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	17,108	6.1	60

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	15	8.3	94	50	8.1	91	17,874	6.4	73
C1	25	13.8	113	74	12.0	98	33,012	11.9	97
C2	16	8.8	107	52	8.4	102	21,589	7.8	94
DE	7	3.9	38	27	4.4	42	30,132	10.8	105

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)	11	6.1	18	89	14.4	43	118,094	42.4	128
Medium (7-13)	65	35.9	108	198	32.0	97	98,886	35.5	107
High (14-19)	70	38.7	136	200	32.4	114	42,674	15.3	54

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	0	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	158	1,387
B06	Diamond Days	0	0	1,161	5,130
B07	Alpha Families	16	28	1,076	3,799
B08	Bank of Mum and Dad	0	0	706	5,529
B09	Empty-Nest Adventure	0	0	1,460	9,775
C10	Wealthy Landowners	31	105	783	1,693
C11	Rural Vogue	15	71	625	1,459
C12	Scattered Homesteads	0	22	196	486
C13	Village Retirement	40	107	812	2,541
D14	Satellite Settlers	74	206	2,272	5,783
D15	Local Focus	0	0	241	659
D16	Outlying Seniors	0	64	208	739
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	897	7,622
E19	Bungalow Heaven	0	0	1,850	8,691
E20	Classic Grandparents	0	0	602	5,966
E21	Solo Retirees	0	0	809	8,824
F22	Boomerang Boarders	0	0	3,292	16,487
F23	Family Ties	0	0	242	4,539
F24	Fledgling Free	0	0	254	4,497
F25	Dependable Me	0	0	2,025	9,339
G26	Cafés and Catchments	0	0	10	250
G27	Thriving Independence	0	0	248	3,029
G28	Modern Parents	0	0	201	2,370
G29	Mid-Career Convention	0	0	1,613	8,516
H30	Primary Ambitions	0	0	63	3,767
H31	Affordable Fringe	0	0	150	13,529
H32	First-Rung Futures	0	0	1,103	10,601
H33	Contemporary Starts	6	15	264	2,599
H34	New Foundations	0	0	25	818
H35	Flying Solo	0	0	479	886

		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	45	1,318
I37	Budget Generations	0	0	67	2,702
I38	Economical Families	0	0	0	7,458
I39	Families on a Budget	0	0	158	9,220
J40	Value Rentals	0	0	25	6,105
J41	Youthful Endeavours	0	0	22	1,172
J42	Midlife Renters	0	0	683	5,863
J43	Renting Rooms	0	0	0	5,117
K44	Inner City Stalwarts	0	0	0	3
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	574
K47	Single Essentials	0	0	63	3,028
K48	Mature Workers	0	0	0	20,614
L49	Flatlet Seniors	0	0	0	2,745
L50	Pocket Pensions	0	0	455	4,110
L51	Retirement Communities	0	0	927	7,974
L52	Estate Veterans	0	0	349	2,871
L53	Seasoned Survivors	0	0	12	8,942
M54	Down-to-Earth Owners	0	0	0	3,510
M55	Back with the Folks	0	0	465	12,506
M56	Self Supporters	0	0	119	8,816
N57	Community Elders	0	0	0	11
N58	Culture & Comfort	0	0	0	9
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	0	1,202
O61	Career Builders	0	0	238	696
O62	Central Pulse	0	0	0	38
O63	Flexible Workforce	0	0	0	146
O64	Bus-Route Renters	0	0	188	5,722
O65	Learners & Earners	0	0	1,533	1,534
O66	Student Scene	0	0	177	178
U99	Unclassified	0	0	662	2,961
Total		182	618	30,013	278,455

Top 3 Mosaic Types in a 20 Minute Walktime

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. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

3. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

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. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



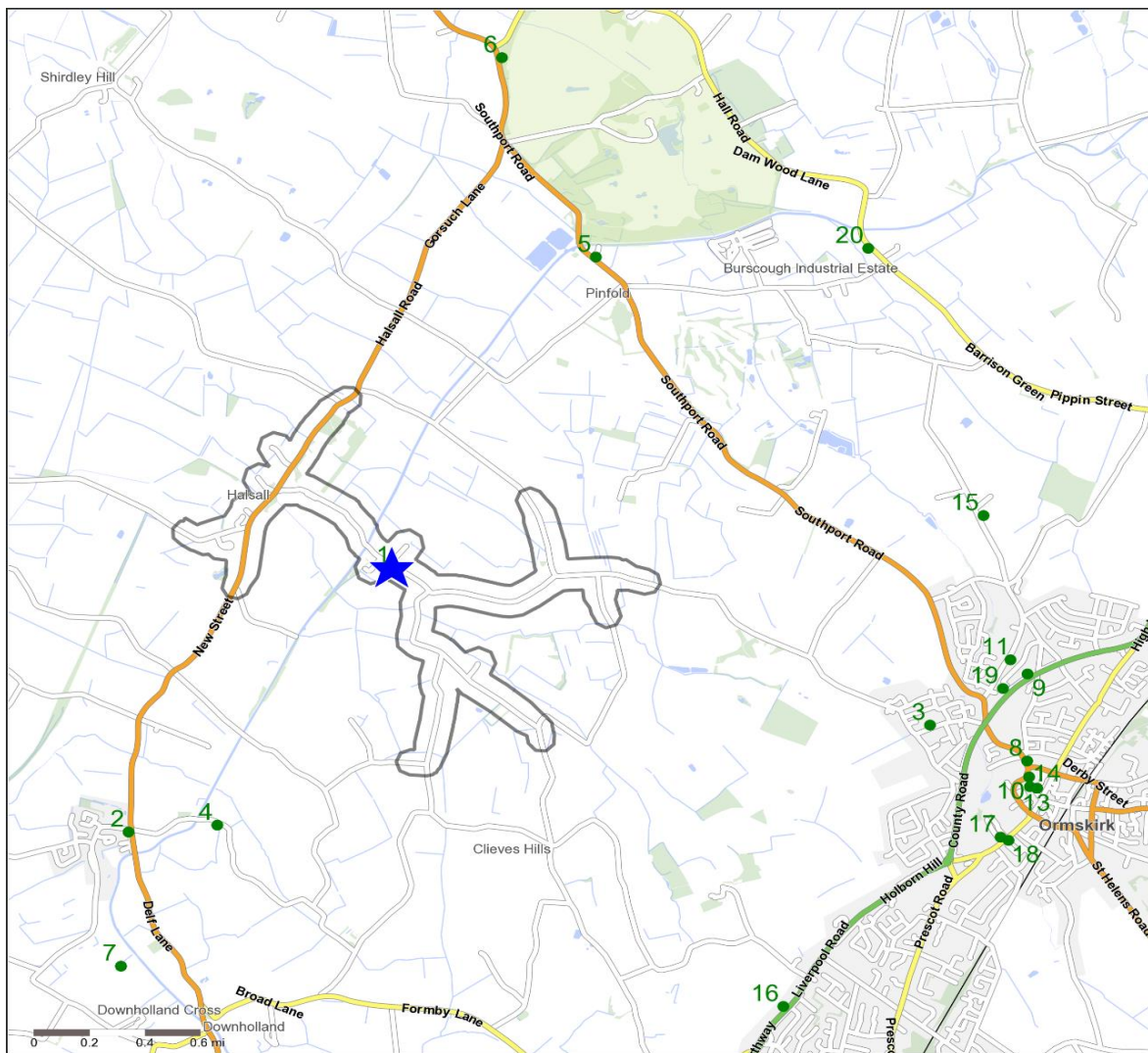
- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

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	15	2.4	8	234	37.9	231	369	59.7	115			
Male: Alone	64	10.4	35	0	0.0	0	553	89.5	168			
Male: Group	0	0.0	0	107	17.3	66	511	82.7	167			
Male: Pair	0	0.0	0	0	0.0	0	618	100.0	174			
Mixed Sex: Group	0	0.0	0	391	63.3	198	226	36.6	83			
Mixed Sex: Pair	206	33.3	142	193	31.2	96	219	35.4	83			
With Children	0	0.0	0	15	2.4	14	603	97.6	184			
Unknown	206	33.3	101	15	2.4	14	397	64.2	134			
For Eating:												
Upmarket	15	2.4	8	28	4.5	22	575	93.0	197			
Midmarket	0	0.0	0	0	0.0	0	618	100.0	181			
Downmarket	0	0.0	0	79	12.8	37	539	87.2	210			
For Drinking (monthly spend):												
Nothing	86	13.9	46	71	11.5	49	460	74.4	166			
Low (less than £10)	129	20.9	70	341	55.2	235	148	23.9	53			
Medium (Between £10 and £40)	0	0.0	0	262	42.4	238	356	57.6	115			
High (Greater than £40)	0	0.0	0	105	17.0	83	513	83.0	159			

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	80,463	28.9	95	33,604	12.1	74	161,430	58.0	111	
Male: Alone	97,767	35.1	118	33,717	12.1	78	144,012	51.7	97	
Male: Group	87,144	31.3	137	70,944	25.5	97	117,409	42.2	85	
Male: Pair	82,873	29.8	114	59,926	21.5	141	132,697	47.7	83	
Mixed Sex: Group	59,163	21.2	93	73,127	26.3	82	143,207	51.4	117	
Mixed Sex: Pair	91,262	32.8	140	71,631	25.7	79	112,604	40.4	95	
With Children	83,071	29.8	103	42,509	15.3	91	149,916	53.8	102	
Unknown	70,987	25.5	78	37,149	13.3	74	167,361	60.1	125	
For Eating:										
Upmarket	80,835	29.0	95	40,091	14.4	69	154,570	55.5	117	
Midmarket	83,465	30.0	87	12,596	4.5	50	179,436	64.4	116	
Downmarket	112,348	40.3	182	88,800	31.9	91	74,348	26.7	64	
For Drinking (monthly spend):										
Nothing	104,054	37.4	124	70,375	25.3	107	101,068	36.3	81	
Low (less than £10)	95,306	34.2	115	56,572	20.3	87	123,619	44.4	98	
Medium (Between £10 and £40)	95,237	34.2	112	31,127	11.2	63	149,133	53.6	107	
High (Greater than £40)	62,115	22.3	86	75,100	27.0	131	138,282	49.7	95	

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	Saracens Head, L 39 8RH	Star Pubs & Bars	0.0	0.2
2	Kings Arms, L 39 7JJ	Unknown	40.4	4.8
3	Eureka, L 39 3AX	Independent Free	43.8	5.9
4	Ship Inn, L 39 7JP	JW Lees	47.1	5.4
5	Blue Elephant, L 40 8HQ	Save Investments	48.3	5.5
6	Morris Dancers Hotel, L 40 9RG	Whitbread	49.5	4.9
7	New Scarisbrick Arms, L 39 7HX	Independent Free	49.8	6.6
8	Horse Shoe, L 39 3AP	Admiral Taverns Ltd	52.2	7.2
9	Toby Carvery, L 39 1NN	Mitchells & Butlers	52.5	7.0
10	Plough Hotel, L 39 3AW	Unknown	53.1	9.3
11	Yew Tree, L 39 1PD	Unknown	53.4	7.4
12	Junk, L 39 3AN	Independent Free	53.7	7.5
13	Market Cross, L 39 3AN	Marston's	53.7	7.5
14	Lime Tyger, L 39 3AG	Independent Free	53.7	9.2
15	Kicking Donkey, L 40 8HY	Independent Free	58.5	7.4
16	Royal Oak, L 39 3LW	Star Pubs & Bars	58.8	6.7
17	Greyhound, L 39 3BS	New River Retail	58.8	8.5
18	Queen Inn, L 39 3BN	Unknown	59.2	9.1
19	Hayfield, L 39 1NW	Holt	60.7	8.3
20	Heatons Bridge Inn, L 40 8JG	Star Pubs & Bars	91.9	8.6