

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

Number of Pubs	4	4	408
Catchment Adults 18+	1,179	2,568	428,528
Catchment Adults 18+ Per Pub	295	642	1,050
Populaton Projection 2018 to 2028 (% change)	3.39%	4.17%	5.95%

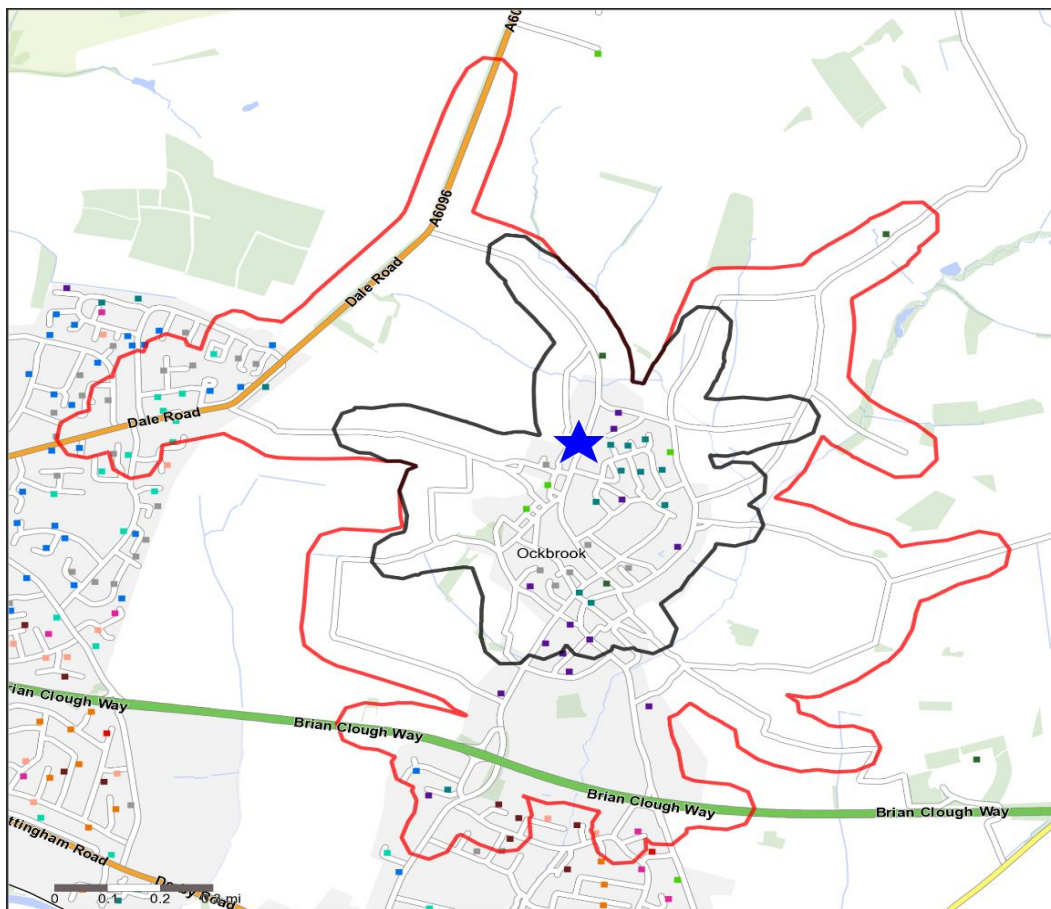
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Great Pub Great Food	1,029	87.3	168	1	Premium Local	2,028	79.0	152	1	High Street Pub	335,460	78.3	151
2	Premium Local	1,029	87.3	187	2	Great Pub Great Food	1,798	70.0	150	2	Community Pub	266,206	62.1	133
3	High Street Pub	432	36.6	58	3	High Street Pub	1,336	52.0	83	3	Premium Local	195,030	45.5	72
4	Bit of Style	422	35.8	277	4	Bit of Style	774	30.1	233	4	Great Pub Great Food	129,468	30.2	234
5	Community Pub	10	0.8	2	5	Community Pub	563	21.9	54	5	Bit of Style	100,692	23.5	58
6	Circuit Bar	0	0.0	0	6	Circuit Bar	161	6.3	23	6	Circuit Bar	68,669	16.0	60
7	Craft Led	0	0.0	0	7	Craft Led	95	3.7	36	7	Craft Led	55,814	13.0	126

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	164	13.9	157	268	10.4	118	33,762	7.9	89
C1	112	9.5	77	269	10.5	85	50,163	11.7	95
C2	71	6.0	73	180	7.0	85	36,007	8.4	102
DE	44	3.7	36	142	5.5	54	49,090	11.5	111

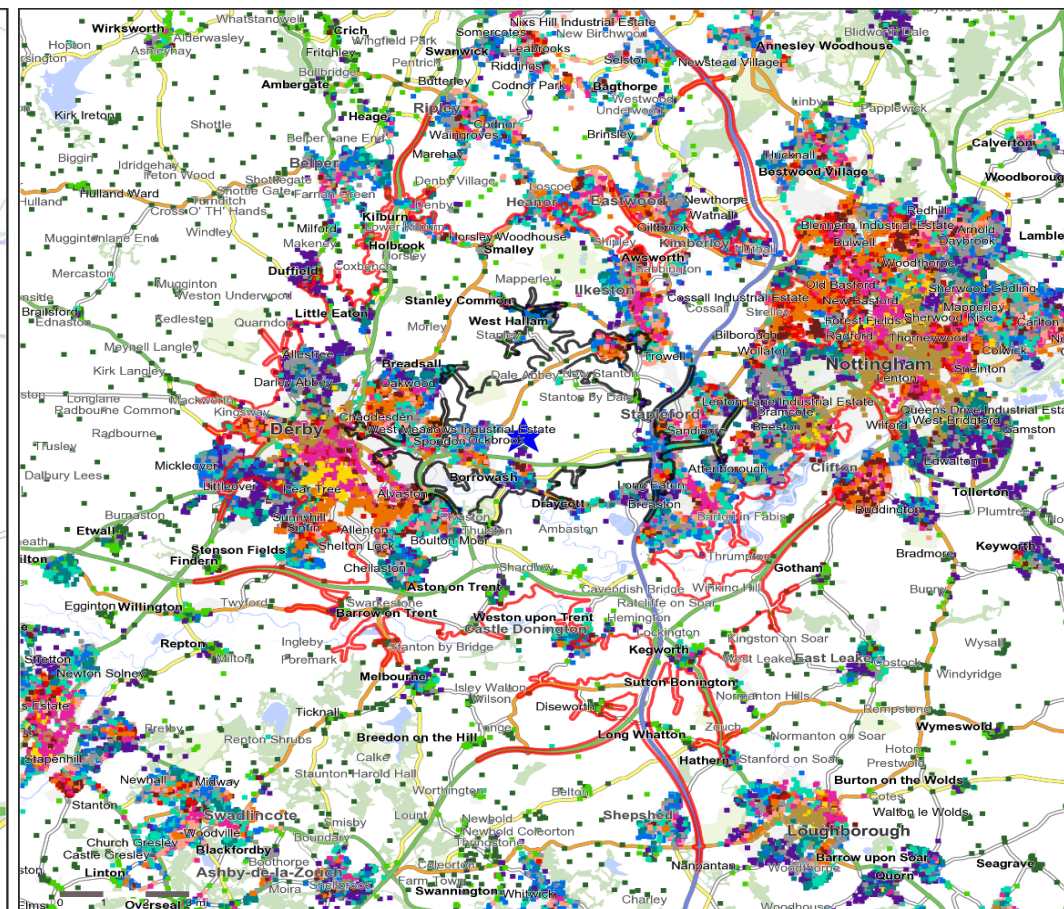
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	74	6.3	19	426	16.6	50	194,820	45.5	137
Medium (7-13)	438	37.2	112	1,064	41.4	125	140,702	32.8	99
High (14-19)	559	47.4	167	860	33.5	118	60,509	14.1	50

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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



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	0	160
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	926
B06	Diamond Days	22	76	113	3,360
B07	Alpha Families	3	9	99	3,201
B08	Bank of Mum and Dad	0	70	488	5,252
B09	Empty-Nest Adventure	312	446	2,080	12,605
C10	Wealthy Landowners	35	36	348	1,493
C11	Rural Vogue	0	0	87	381
C12	Scattered Homesteads	0	0	11	32
C13	Village Retirement	9	9	181	2,919
D14	Satellite Settlers	217	218	771	5,601
D15	Local Focus	0	0	89	902
D16	Outlying Seniors	0	0	161	615
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	10	10	178	10,026
E19	Bungalow Heaven	151	302	2,244	12,639
E20	Classic Grandparents	0	14	2,422	9,438
E21	Solo Retirees	0	3	1,072	7,813
F22	Boomerang Boarders	0	161	2,224	11,552
F23	Family Ties	0	0	231	2,962
F24	Fledgling Free	0	50	3,580	11,663
F25	Dependable Me	0	26	2,078	13,690
G26	Cafés and Catchments	0	0	0	1,203
G27	Thriving Independence	0	0	65	8,122
G28	Modern Parents	0	0	799	9,136
G29	Mid-Career Convention	422	562	2,400	12,883
H30	Primary Ambitions	0	0	170	3,963
H31	Affordable Fringe	0	151	2,454	20,335
H32	First-Rung Futures	0	95	2,627	17,534
H33	Contemporary Starts	0	66	473	7,577
H34	New Foundations	0	0	42	1,493
H35	Flying Solo	0	0	39	3,217

		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	226	1,791
I37	Budget Generations	0	0	2,451	8,988
I38	Economical Families	0	0	1,501	13,017
I39	Families on a Budget	0	0	407	22,387
J40	Value Rentals	0	51	864	6,405
J41	Youthful Endeavours	0	0	458	3,785
J42	Midlife Renters	0	0	921	11,893
J43	Renting Rooms	0	0	128	21,230
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	308	6,065
K48	Mature Workers	0	7	662	5,680
L49	Flatlet Seniors	0	0	152	4,884
L50	Pocket Pensions	0	96	1,225	8,725
L51	Retirement Communities	0	0	0	2,045
L52	Estate Veterans	0	23	690	5,544
L53	Seasoned Survivors	0	0	423	6,574
M54	Down-to-Earth Owners	0	43	1,553	8,740
M55	Back with the Folks	0	0	959	9,999
M56	Self Supporters	0	42	1,115	14,321
N57	Community Elders	0	0	0	2,266
N58	Culture & Comfort	0	0	0	450
N59	Large Family Living	0	0	0	12,112
N60	Ageing Access	0	0	2	3,919
O61	Career Builders	0	0	1	4,654
O62	Central Pulse	0	0	3	3,313
O63	Flexible Workforce	0	0	0	236
O64	Bus-Route Renters	0	0	189	4,655
O65	Learners & Earners	0	0	0	13,490
O66	Student Scene	0	0	0	7,304
U99	Unclassified	0	0	0	11,362
Total		1,181	2,566	41,764	428,527

Top 3 Mosaic Types in a 20 Minute Walktime

1. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

2. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. 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

3. H31 Affordable Fringe

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



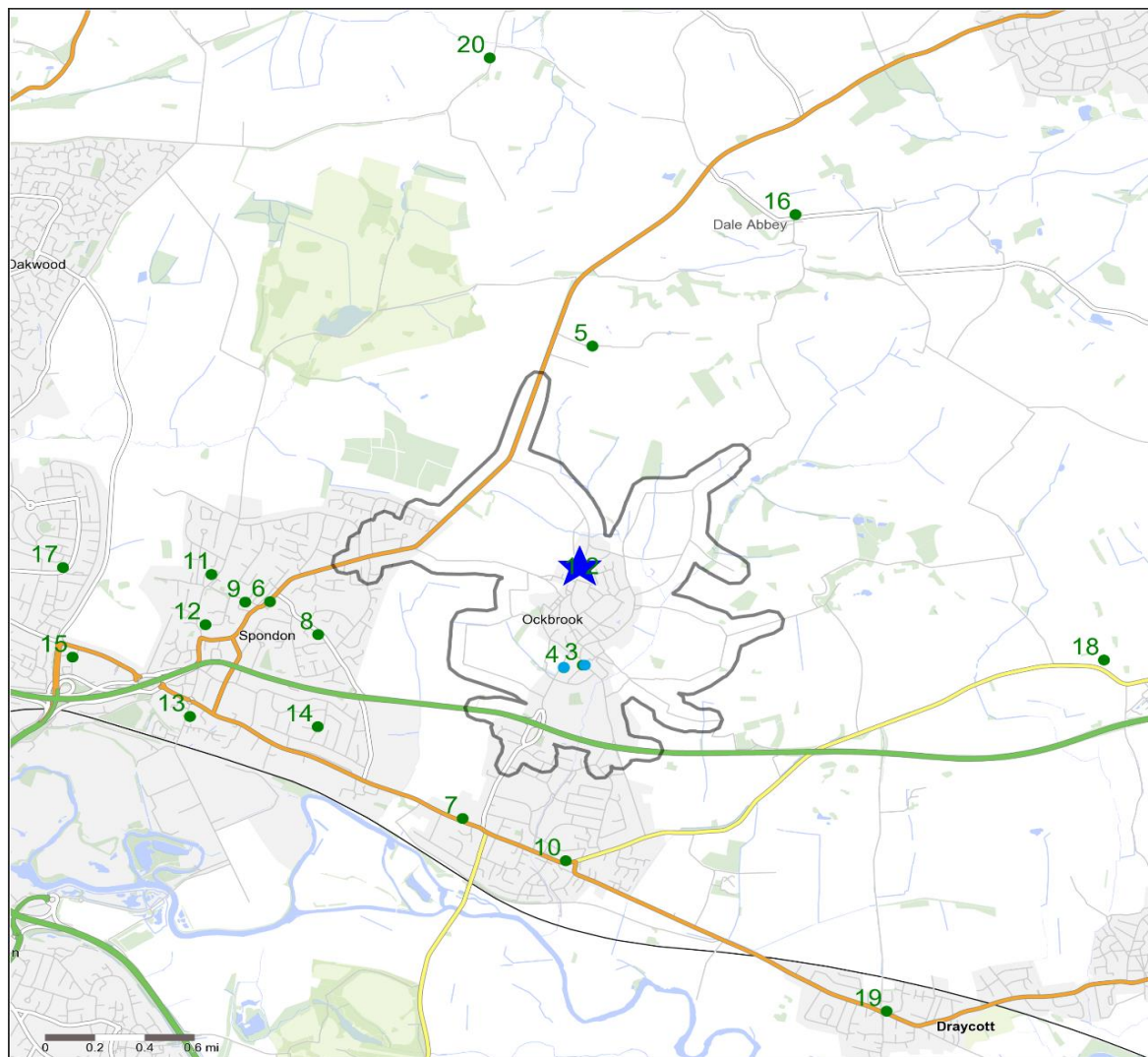
- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

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	348	13.6	45	378	14.7	90	1,841	71.7	138	
Male: Alone	478	18.6	63	613	23.9	153	1,477	57.5	108	
Male: Group	443	17.3	75	1,042	40.6	155	1,084	42.2	85	
Male: Pair	432	16.8	64	166	6.5	42	1,969	76.7	134	
Mixed Sex: Group	221	8.6	38	1,361	53.0	166	986	38.4	87	
Mixed Sex: Pair	1,177	45.8	195	826	32.2	99	565	22.0	51	
With Children	289	11.3	39	797	31.0	184	1,482	57.7	109	
Unknown	983	38.3	117	152	5.9	33	1,433	55.8	116	
For Eating:										
Upmarket	1,010	39.3	128	60	2.3	11	1,497	58.3	123	
Midmarket	283	11.0	32	0	0.0	0	2,285	89.0	161	
Downmarket	453	17.6	79	1,539	59.9	172	576	22.4	54	
For Drinking (monthly spend):										
Nothing	446	17.4	57	1,475	57.4	243	647	25.2	56	
Low (less than £10)	1,489	58.0	194	639	24.9	106	439	17.1	38	
Medium (Between £10 and £40)	1,480	57.6	188	146	5.7	32	942	36.7	73	
High (Greater than £40)	677	26.4	102	924	36.0	175	966	37.6	72	

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	122,392	28.6	94	66,701	15.6	95	228,073	53.2	102	
Male: Alone	160,070	37.4	125	77,117	18.0	115	179,978	42.0	79	
Male: Group	101,959	23.8	104	131,412	30.7	117	183,794	42.9	86	
Male: Pair	121,889	28.4	109	97,938	22.9	150	197,338	46.1	80	
Mixed Sex: Group	130,202	30.4	133	97,029	22.6	71	189,934	44.3	101	
Mixed Sex: Pair	136,802	31.9	136	138,138	32.2	99	142,225	33.2	78	
With Children	157,059	36.7	127	69,862	16.3	97	190,244	44.4	84	
Unknown	139,089	32.5	99	56,056	13.1	73	222,020	51.8	108	
For Eating:										
Upmarket	138,065	32.2	105	88,564	20.7	99	190,536	44.5	94	
Midmarket	154,929	36.2	105	31,340	7.3	81	230,897	53.9	97	
Downmarket	145,476	33.9	153	152,430	35.6	102	119,259	27.8	67	
For Drinking (monthly spend):										
Nothing	115,516	27.0	89	126,276	29.5	125	175,374	40.9	91	
Low (less than £10)	120,974	28.2	95	99,077	23.1	98	197,115	46.0	101	
Medium (Between £10 and £40)	135,751	31.7	104	50,609	11.8	66	230,805	53.9	107	
High (Greater than £40)	91,434	21.3	82	93,139	21.7	106	232,593	54.3	104	

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	Cross Keys, DE72 3SE	Star Pubs & Bars	0.0	0.1
2	Royal Oak, DE72 3SE	Independent Free	0.0	0.1
3	White Swan, DE72 3RB	Star Pubs & Bars	9.4	2.0
4	Queens Head, DE72 3RN	Star Pubs & Bars	10.0	2.4
5	Bartlewood Lodge, DE72 3RY	Mitchells & Butlers	26.6	3.1
6	White Swan, DE21 7EA	Ei Group	27.2	5.0
7	Wilmot Arms, DE72 3HA	Independent Free	27.2	5.3
8	Yarn Spinner, DE21 7QG	Greene King	28.7	5.5
9	Prince Of Wales, DE21 7JP	Ei Group	29.0	5.8
10	Nags Head Hotel, DE72 3FP	Marston's	31.1	5.9
11	Vernon Arms, DE21 7AL	Marston's	33.2	6.2
12	Malt Shovel, DE21 7LH	Marston's	34.1	6.3
13	Canal Turn, DE21 7NE	*Other Small Retail Groups	41.6	6.8
14	Blue Jay, DE21 7HH	Marston's	42.6	6.5
15	Bank Bar, DE21 7SG	Star Pubs & Bars	46.2	7.3
16	Carpenters Arms, DE 7 4PP	Star Pubs & Bars	51.0	5.0
17	Kingfisher, DE21 6UZ	Ei Group	55.8	9.0
18	Risley Park, DE72 3SS	Star Pubs & Bars	56.7	9.4
19	Victoria Hotel, DE72 3NA	Admiral Taverns Ltd	58.5	10.3
20	White Hart, DE 7 6EX	Star Pubs & Bars	96.9	9.8