

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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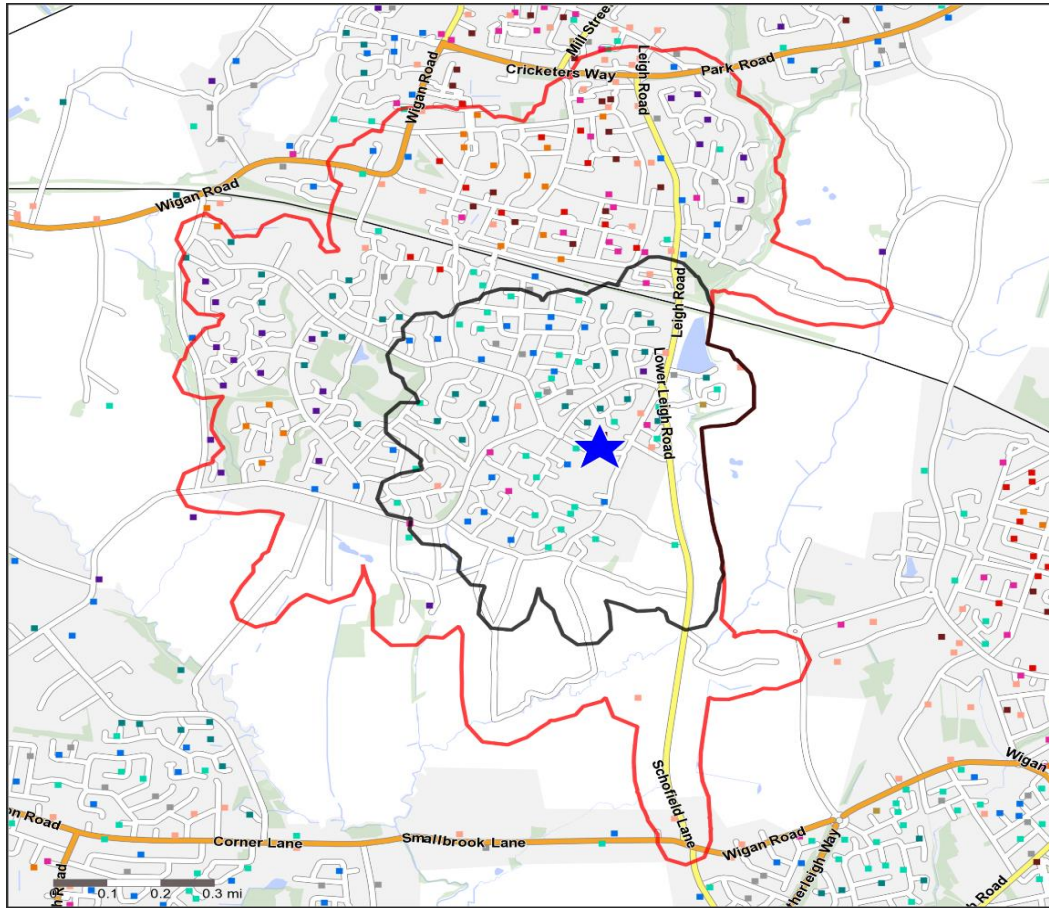
Number of Pubs	2	3	423
Catchment Adults 18+	3,229	8,597	412,867
Catchment Adults 18+ Per Pub	1,615	2,866	976
Populaton Projection 2018 to 2028 (% change)	5.82%	5.33%	4.51%

		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	3,081	95.4	184	1	High Street Pub	7,593	88.3	171	1	High Street Pub	348,328	84.4	163
2	Premium Local	2,565	79.4	170	2	Community Pub	5,397	62.8	135	2	Community Pub	300,400	72.8	156
3	Community Pub	1,953	60.5	96	3	Premium Local	5,343	62.1	99	3	Premium Local	150,439	36.4	58
4	Great Pub Great Food	1,490	46.1	357	4	Great Pub Great Food	3,700	43.0	333	4	Great Pub Great Food	100,095	24.2	188
5	Bit of Style	1,320	40.9	101	5	Bit of Style	2,398	27.9	69	5	Bit of Style	80,238	19.4	48
6	Circuit Bar	573	17.7	66	6	Circuit Bar	893	10.4	39	6	Circuit Bar	43,797	10.6	40
7	Craft Led	439	13.6	132	7	Craft Led	755	8.8	85	7	Craft Led	29,226	7.1	69

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	353	10.9	124	769	8.9	101	28,649	6.9	78
C1	519	16.1	131	1,241	14.4	118	51,058	12.4	101
C2	319	9.9	120	851	9.9	120	38,273	9.3	112
DE	234	7.2	70	888	10.3	100	54,534	13.2	128

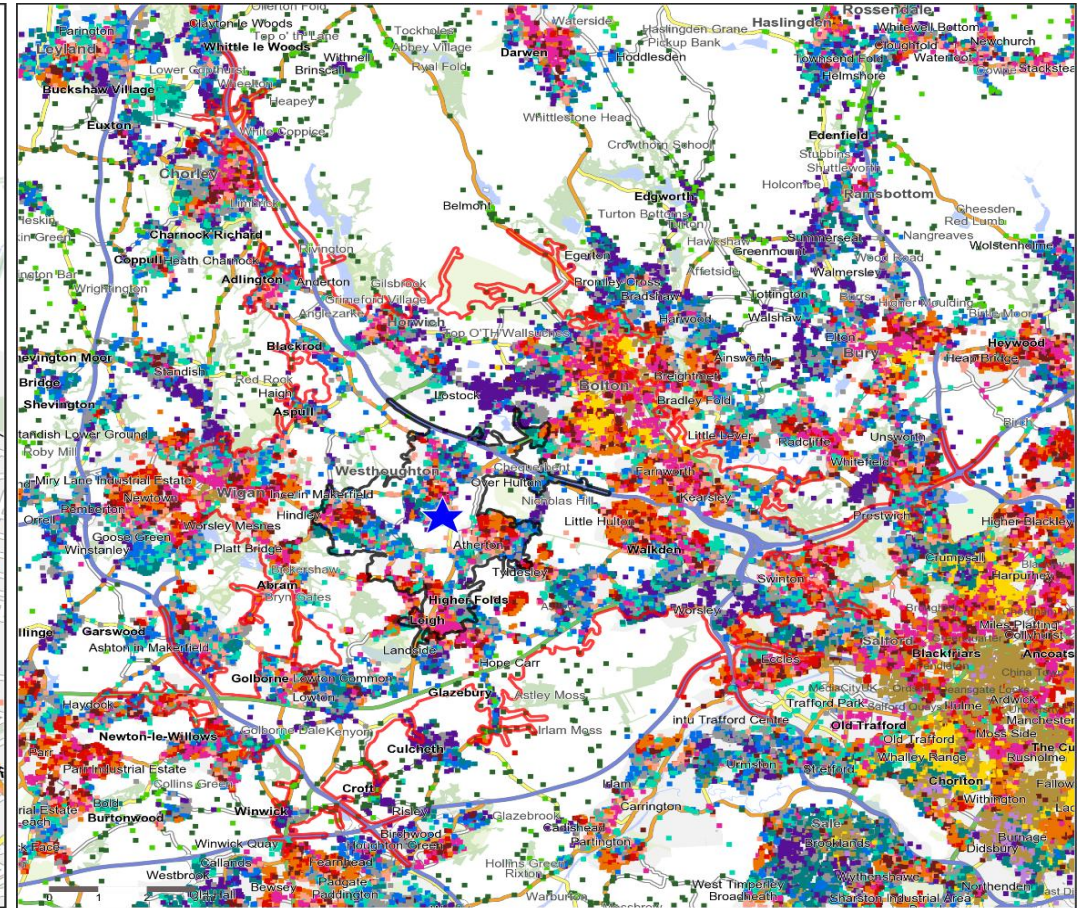
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,138	35.2	106	3,955	46.0	139	229,381	55.6	168
Medium (7-13)	1,731	53.6	162	3,497	40.7	123	129,164	31.3	94
High (14-19)	391	12.1	43	1,314	15.3	54	42,699	10.3	36

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

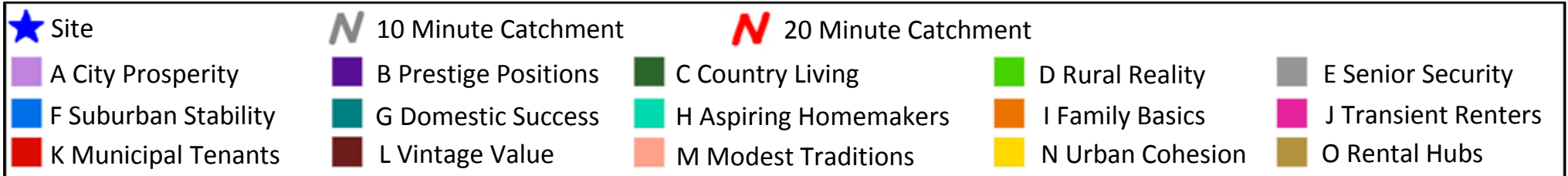


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	107
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	1	24	2,453
B06	Diamond Days	0	0	6	3,080
B07	Alpha Families	7	83	160	2,985
B08	Bank of Mum and Dad	0	119	618	4,869
B09	Empty-Nest Adventure	7	663	1,754	8,333
C10	Wealthy Landowners	0	0	11	652
C11	Rural Vogue	0	0	10	93
C12	Scattered Homesteads	0	0	0	34
C13	Village Retirement	0	0	3	416
D14	Satellite Settlers	0	0	0	685
D15	Local Focus	0	0	0	0
D16	Outlying Seniors	0	0	8	139
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	152	5,220
E19	Bungalow Heaven	25	25	2,115	11,462
E20	Classic Grandparents	54	142	2,148	12,382
E21	Solo Retirees	36	155	2,174	10,501
F22	Boomerang Boarders	105	183	1,891	11,541
F23	Family Ties	64	114	708	3,550
F24	Fledgling Free	216	418	4,200	10,851
F25	Dependable Me	411	645	2,700	13,657
G26	Cafés and Catchments	0	0	34	598
G27	Thriving Independence	5	5	261	4,607
G28	Modern Parents	430	1,107	3,843	10,392
G29	Mid-Career Convention	157	218	1,459	8,225
H30	Primary Ambitions	151	152	1,560	7,626
H31	Affordable Fringe	412	752	3,533	16,195
H32	First-Rung Futures	439	533	4,553	17,593
H33	Contemporary Starts	109	113	1,499	5,011
H34	New Foundations	0	0	130	1,544
H35	Flying Solo	0	0	250	1,870

		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	97	174	1,391
I37	Budget Generations	0	50	388	3,695
I38	Economical Families	7	152	2,029	17,691
I39	Families on a Budget	0	499	3,755	24,750
J40	Value Rentals	29	270	4,805	20,031
J41	Youthful Endeavours	0	0	453	3,087
J42	Midlife Renters	139	246	1,644	11,707
J43	Renting Rooms	0	0	3,046	19,905
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	23
K46	High Rise Residents	0	0	0	1,070
K47	Single Essentials	0	222	1,249	7,129
K48	Mature Workers	0	342	4,655	23,287
L49	Flatlet Seniors	0	0	945	8,769
L50	Pocket Pensions	0	172	1,206	6,378
L51	Retirement Communities	18	18	49	1,447
L52	Estate Veterans	0	74	1,224	6,576
L53	Seasoned Survivors	0	37	3,115	14,603
M54	Down-to-Earth Owners	52	239	2,336	8,632
M55	Back with the Folks	0	14	1,072	9,469
M56	Self Supporters	332	713	6,617	25,324
N57	Community Elders	0	0	0	927
N58	Culture & Comfort	0	0	1	138
N59	Large Family Living	0	0	0	9,645
N60	Ageing Access	0	0	0	651
O61	Career Builders	0	0	20	1,132
O62	Central Pulse	0	0	0	1,036
O63	Flexible Workforce	0	0	0	289
O64	Bus-Route Renters	25	25	1,012	6,061
O65	Learners & Earners	0	0	0	177
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	17	1,175
Total		3,230	8,598	75,616	412,866

Top 3 Mosaic Types in a 20 Minute Walktime

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. 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

3. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

Top 3 Mosaic Types in a 20 Minute Drivetime

1. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



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- Still working
- Often terraces

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. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



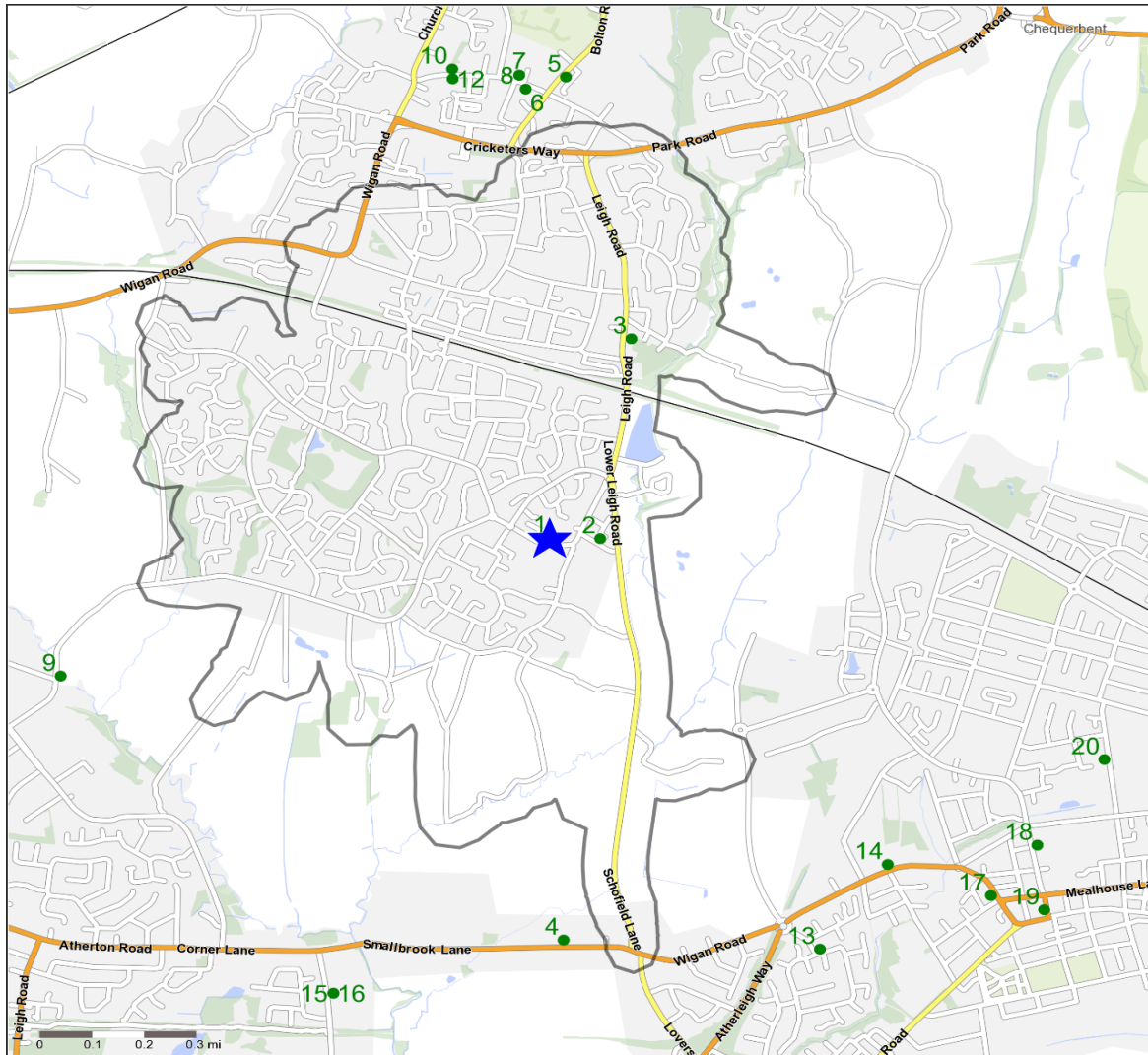
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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	2,716	31.6	104	982	11.4	70	4,899	57.0	109	
Male: Alone	2,458	28.6	96	2,321	27.0	173	3,818	44.4	83	
Male: Group	2,529	29.4	129	1,844	21.4	82	4,224	49.1	99	
Male: Pair	1,821	21.2	81	2,234	26.0	170	4,542	52.8	92	
Mixed Sex: Group	1,680	19.5	85	2,148	25.0	78	4,769	55.5	126	
Mixed Sex: Pair	2,970	34.5	147	2,692	31.3	96	2,934	34.1	80	
With Children	3,383	39.4	136	1,910	22.2	132	3,304	38.4	73	
Unknown	2,773	32.3	98	536	6.2	35	5,287	61.5	128	
For Eating:										
Upmarket	1,739	20.2	66	2,182	25.4	122	4,675	54.4	115	
Midmarket	1,546	18.0	52	596	6.9	77	6,455	75.1	136	
Downmarket	3,226	37.5	169	4,329	50.4	144	1,041	12.1	29	
For Drinking (monthly spend):										
Nothing	2,577	30.0	99	4,067	47.3	200	1,953	22.7	51	
Low (less than £10)	3,513	40.9	137	1,846	21.5	91	3,237	37.7	83	
Medium (Between £10 and £40)	3,514	40.9	134	916	10.7	60	4,166	48.5	96	
High (Greater than £40)	2,401	27.9	108	2,151	25.0	122	4,044	47.0	90	

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	119,972	29.1	96	45,989	11.1	68	245,730	59.5	114	
Male: Alone	131,905	31.9	107	77,443	18.8	120	202,343	49.0	92	
Male: Group	107,231	26.0	114	117,612	28.5	109	186,848	45.3	91	
Male: Pair	101,796	24.7	95	121,744	29.5	193	188,151	45.6	79	
Mixed Sex: Group	99,584	24.1	106	85,872	20.8	65	226,236	54.8	125	
Mixed Sex: Pair	99,982	24.2	103	136,474	33.1	102	175,236	42.4	99	
With Children	157,203	38.1	132	88,101	21.3	127	166,388	40.3	76	
Unknown	123,372	29.9	91	55,667	13.5	75	232,653	56.4	118	
For Eating:										
Upmarket	91,777	22.2	73	101,505	24.6	118	218,410	52.9	112	
Midmarket	138,960	33.7	98	31,206	7.6	84	241,526	58.5	106	
Downmarket	144,813	35.1	158	170,777	41.4	119	96,103	23.3	56	
For Drinking (monthly spend):										
Nothing	129,208	31.3	103	116,627	28.2	120	165,857	40.2	90	
Low (less than £10)	102,090	24.7	83	82,546	20.0	85	227,057	55.0	121	
Medium (Between £10 and £40)	105,306	25.5	83	49,814	12.1	68	256,573	62.1	124	
High (Greater than £40)	64,534	15.6	60	102,662	24.9	121	244,496	59.2	113	

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	Grey Man, BL 5 2JS	Star Pubs & Bars	0.0	0.1
2	Daisy Hill Hotel, BL 5 2JP	Independent Free	2.1	2.0
3	Rosehill Tavern, BL 5 2JQ	Holt	10.6	2.2
4	Masons Arms, M 46 0QA	*Other Small Retail Groups	22.3	4.1
5	Cross Guns, BL 5 3DG	Admiral Taverns Ltd	23.5	4.6
6	Victoria, BL 5 3AH	Admiral Taverns Ltd	23.5	4.6
7	Robert Shaw, BL 5 3AN	Wetherspoon	23.8	4.7
8	White Lion, BL 5 3AN	Holt	23.8	4.7
9	Alexandra Hotel, WN 2 4EX	Independent Free	25.1	3.8
10	Wheatsheaf, BL 5 3AZ	New River Retail	26.6	5.2
11	Koo, BL 5 3AA	Independent Free	26.6	5.2
12	Red Bar & Restaurant, BL 5 3AA	Independent Free	26.6	5.2
13	Talbot, M 46 0GN	Marston's	27.5	5.0
14	Royal Hotel, M 46 0LW	Hydes Anvil	29.6	5.3
15	Bull And Butcher, WN 7 5PU	Hawthorn Leisure	33.2	5.8
16	Railway Tavern, WN 7 5PU	*Other Small Retail Groups	33.2	5.8
17	Letters Inn, M 46 0JQ	*Other Small Retail Groups	35.0	6.2
18	Railway Hotel, M 46 0JX	Independent Free	36.2	6.6
19	Punch Bowl, M 46 0DF	Bravo Inns	37.7	6.6
20	George Vi, M 46 0HA	*Other Small Retail Groups	41.6	7.5