

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	1	312
Catchment Adults 18+	46	141	301,380
Catchment Adults 18+ Per Pub	46	141	966
Populaton Projection 2018 to 2028 (% change)	0.00%	1.21%	3.97%

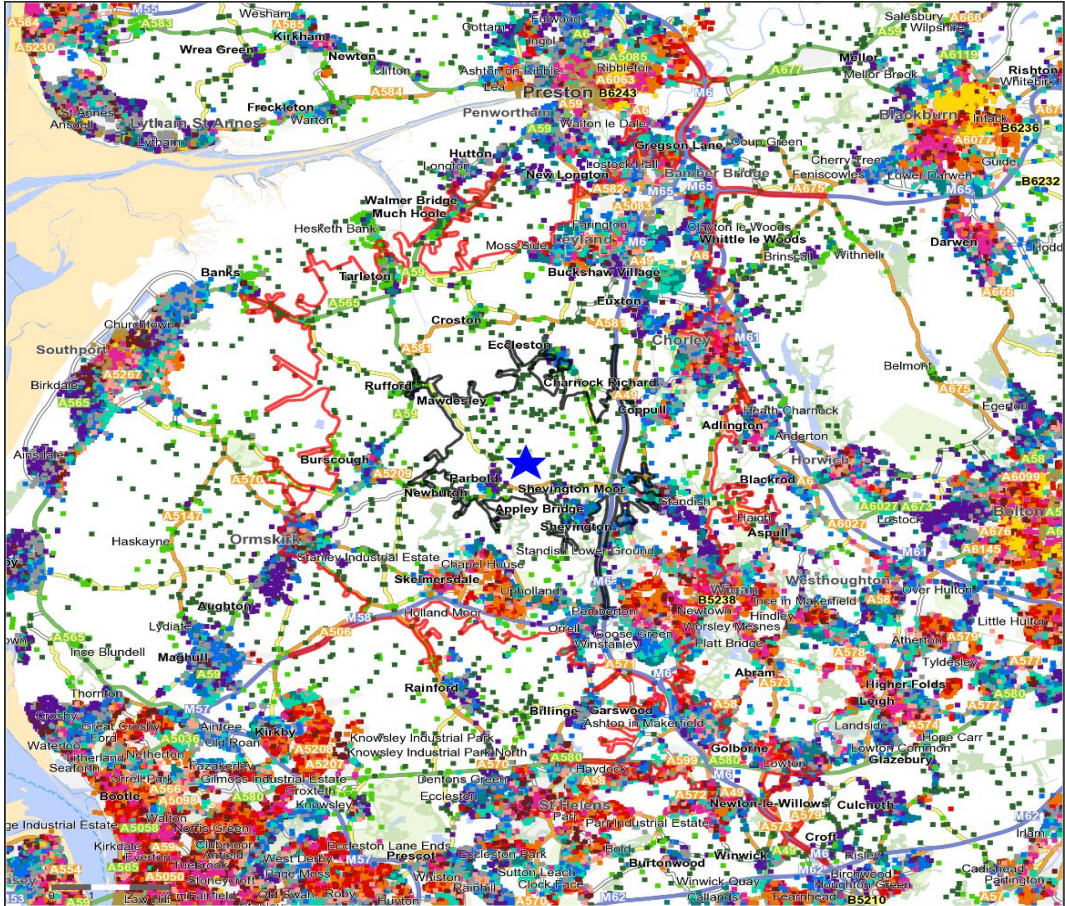
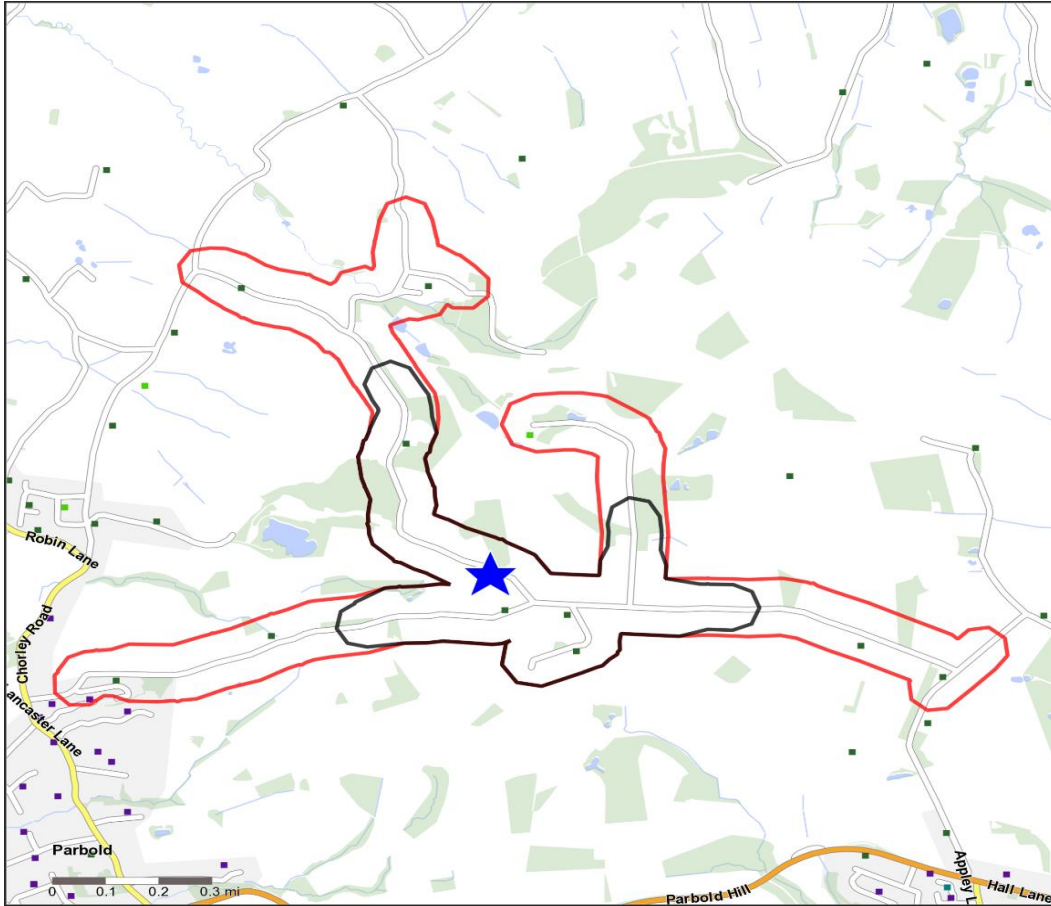
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Great Pub Great Food	46	100.0	193	1	Great Pub Great Food	141	100.0	193	1	High Street Pub	230,932	76.6	148
2	Premium Local	46	100.0	215	2	Premium Local	141	100.0	215	2	Community Pub	175,170	58.1	125
3	Bit of Style	0	0.0	0	3	Bit of Style	0	0.0	0	3	Premium Local	160,819	53.4	85
4	Circuit Bar	0	0.0	0	4	Circuit Bar	0	0.0	0	4	Great Pub Great Food	112,374	37.3	288
5	Community Pub	0	0.0	0	5	Community Pub	0	0.0	0	5	Bit of Style	69,691	23.1	57
6	Craft Led	0	0.0	0	6	Craft Led	0	0.0	0	6	Circuit Bar	35,170	11.7	43
7	High Street Pub	0	0.0	0	7	High Street Pub	0	0.0	0	7	Craft Led	21,964	7.3	71

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	6	13.0	148	19	13.5	152	23,626	7.8	89
C1	4	8.7	71	11	7.8	64	35,093	11.6	95
C2	2	4.3	53	5	3.5	43	26,712	8.9	107
DE	1	2.2	21	4	2.8	28	31,312	10.4	101

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)	0	0.0	0	2	1.4	4	119,621	39.7	120
Medium (7-13)	8	17.4	52	25	17.7	53	117,425	39.0	117
High (14-19)	28	60.9	214	85	60.3	212	41,749	13.9	49

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	I Family Basics
	H Aspiring Homemakers	N Urban Cohesion
	J Transient Renters	E Senior Security
	M Modest Traditions	O Rental Hubs

# Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
A01 World-Class Wealth	0	0	0	0
A02 Uptown Elite	0	0	0	3
A03 Penthouse Chic	0	0	0	0
A04 Metro High-Flyers	0	0	0	0
B05 Premium Fortunes	1	3	45	211
B06 Diamond Days	4	18	216	1,539
B07 Alpha Families	0	11	796	3,522
B08 Bank of Mum and Dad	1	2	577	4,053
B09 Empty-Nest Adventure	0	0	1,015	9,837
C10 Wealthy Landowners	18	40	1,380	3,826
C11 Rural Vogue	1	2	146	965
C12 Scattered Homesteads	0	0	31	368
C13 Village Retirement	19	54	1,951	4,668
D14 Satellite Settlers	1	12	1,894	8,590
D15 Local Focus	0	0	217	1,235
D16 Outlying Seniors	0	0	501	1,682
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	0	0	8	2,022
E19 Bungalow Heaven	0	0	995	12,351
E20 Classic Grandparents	0	0	127	9,235
E21 Solo Retirees	0	0	30	6,383
F22 Boomerang Boarders	0	0	1,209	15,020
F23 Family Ties	0	0	226	2,808
F24 Fledgling Free	0	0	788	12,766
F25 Dependable Me	0	0	1,802	13,436
G26 Cafés and Catchments	0	0	0	67
G27 Thriving Independence	0	0	94	1,562
G28 Modern Parents	0	0	737	13,925
G29 Mid-Career Convention	0	0	1,797	11,457
H30 Primary Ambitions	0	0	0	2,285
H31 Affordable Fringe	0	0	167	15,172
H32 First-Rung Futures	0	0	594	14,529
H33 Contemporary Starts	0	0	255	9,950
H34 New Foundations	0	0	22	790
H35 Flying Solo	0	0	23	1,723

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
I36 Solid Economy	0	0	0	1,068
I37 Budget Generations	0	0	76	2,297
I38 Economical Families	0	0	20	7,190
I39 Families on a Budget	0	0	0	15,693
J40 Value Rentals	0	0	0	11,043
J41 Youthful Endeavours	0	0	0	667
J42 Midlife Renters	0	0	180	5,871
J43 Renting Rooms	0	0	0	2,727
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	0	3,354
K48 Mature Workers	0	0	0	12,697
L49 Flatlet Seniors	0	0	0	2,435
L50 Pocket Pensions	0	0	27	5,155
L51 Retirement Communities	0	0	79	1,493
L52 Estate Veterans	0	0	2	3,556
L53 Seasoned Survivors	0	0	1	4,692
M54 Down-to-Earth Owners	0	0	2	5,340
M55 Back with the Folks	0	0	35	5,652
M56 Self Supporters	0	0	156	15,204
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	245
O61 Career Builders	0	0	0	515
O62 Central Pulse	0	0	0	69
O63 Flexible Workforce	0	0	0	34
O64 Bus-Route Renters	0	0	9	2,314
O65 Learners & Earners	0	0	0	1,564
O66 Student Scene	0	0	0	178
U99 Unclassified	0	0	0	4,349
<b>Total</b>	<b>45</b>	<b>142</b>	<b>18,230</b>	<b>301,382</b>



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. 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

### 3. B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions



- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

## 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. 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

### 3. H31 Affordable Fringe

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



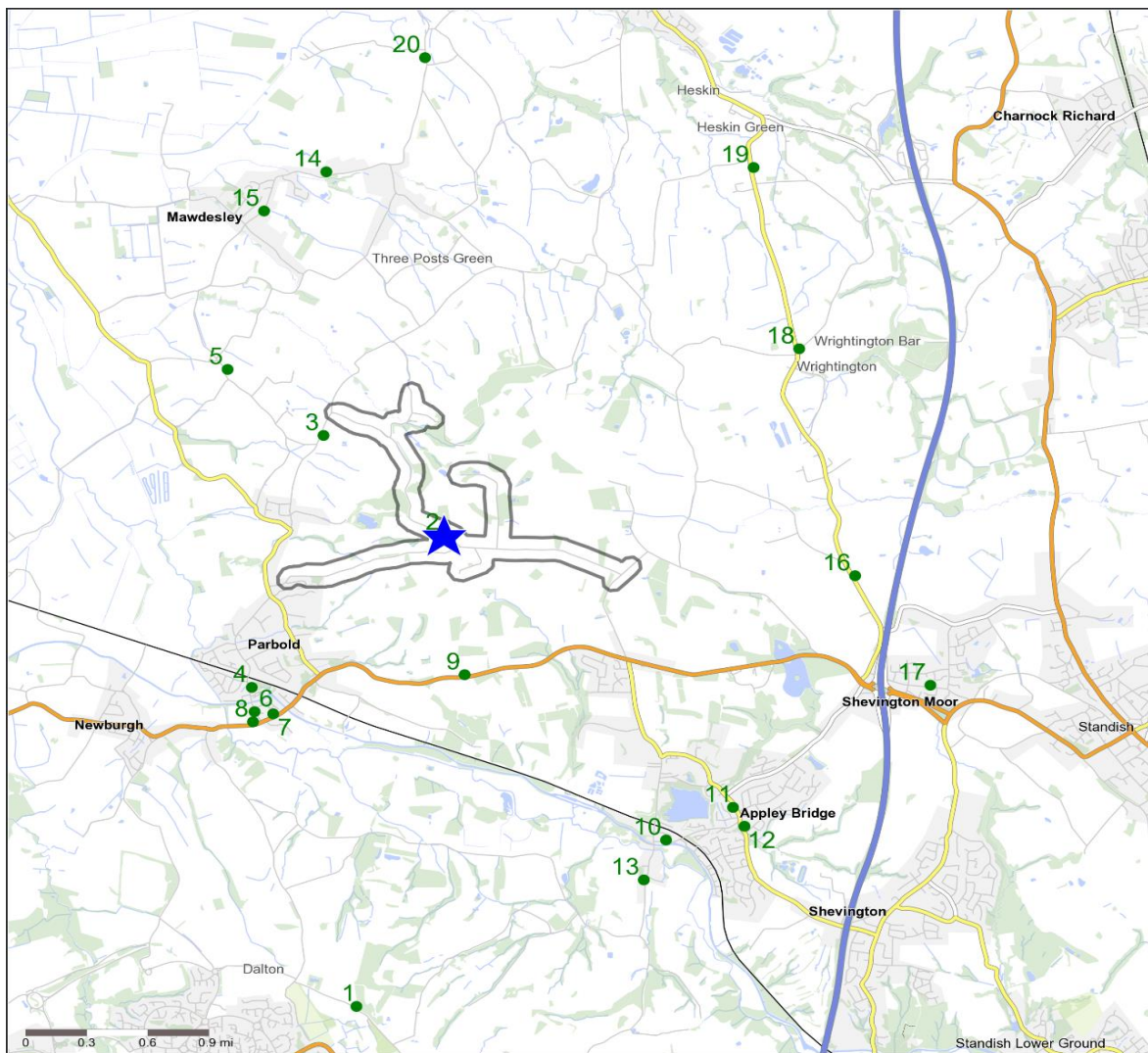
- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto: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	1.4	5	23	16.3	100	117	83.0	159			
Male: Alone	0	0.0	0	0	0.0	0	141	100.0	188			
Male: Group	0	0.0	0	56	39.7	152	85	60.3	121			
Male: Pair	0	0.0	0	0	0.0	0	141	100.0	174			
Mixed Sex: Group	2	1.4	6	66	46.8	147	74	52.5	120			
Mixed Sex: Pair	14	9.9	42	54	38.3	118	74	52.5	123			
With Children	0	0.0	0	18	12.8	76	124	87.9	166			
Unknown	12	8.5	26	18	12.8	71	112	79.4	166			
<b>For Eating:</b>												
Upmarket	2	1.4	5	11	7.8	37	128	90.8	192			
Midmarket	2	1.4	4	0	0.0	0	139	98.6	178			
Downmarket	0	0.0	0	2	1.4	4	139	98.6	237			
<b>For Drinking (monthly spend):</b>												
Nothing	2	1.4	5	2	1.4	6	137	97.2	217			
Low (less than £10)	74	52.5	176	14	9.9	42	54	38.3	84			
Medium (Between £10 and £40)	23	16.3	53	105	74.5	418	14	9.9	20			
High (Greater than £40)	2	1.4	5	60	42.6	207	79	56.0	107			

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	86,346	28.7	95	35,126	11.7	71	175,560	58.3	112	
Male: Alone	83,244	27.6	93	57,729	19.2	123	156,058	51.8	97	
Male: Group	77,589	25.7	113	79,303	26.3	100	140,139	46.5	94	
Male: Pair	64,744	21.5	82	64,950	21.6	141	167,337	55.5	97	
Mixed Sex: Group	49,331	16.4	72	97,383	32.3	101	150,318	49.9	114	
Mixed Sex: Pair	98,204	32.6	139	83,926	27.8	86	114,901	38.1	89	
With Children	84,935	28.2	97	67,222	22.3	133	144,874	48.1	91	
Unknown	83,446	27.7	84	29,662	9.8	55	183,923	61.0	127	
<b>For Eating:</b>										
Upmarket	75,401	25.0	82	51,721	17.2	82	169,908	56.4	119	
Midmarket	67,284	22.3	65	19,154	6.4	70	210,593	69.9	126	
Downmarket	107,954	35.8	161	126,553	42.0	120	62,525	20.7	50	
<b>For Drinking (monthly spend):</b>										
Nothing	89,700	29.8	98	101,972	33.8	143	105,359	35.0	78	
Low (less than £10)	98,631	32.7	110	74,371	24.7	105	124,029	41.2	91	
Medium (Between £10 and £40)	95,439	31.7	104	40,542	13.5	75	161,051	53.4	106	
High (Greater than £40)	58,373	19.4	75	74,073	24.6	120	164,585	54.6	104	

## 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	Beacon Inn, WN 8 7RR	Independent Free	0.0	11.5
2	Rigbye Arms, WN 6 9QB	Star Pubs & Bars	0.0	0.0
3	Farmers Arms, L 40 3SL	Star Pubs & Bars	21.4	2.6
4	Railway Hotel, WN 8 7NU	Independent Free	34.1	5.6
5	Eagle & Child, L 40 3SG	Bispham Green Brewery	35.0	4.0
6	Windmill Hotel, WN 8 7NW	Independent Free	37.4	6.0
7	Stocks Tavern, WN 8 7NN	Independent Free	38.9	6.2
8	Wayfarer, WN 8 7NL	Independent Free	39.2	6.4
9	Miller & Carter, WN 8 7TG	Mitchells & Butlers	44.4	4.6
10	Boathouse Pub And Kitchen Apple, WN 6 9DA	Star Pubs & Bars	48.6	7.3
11	Wheatsheaf, WN 6 9DQ	Punch Pub Company	49.2	7.3
12	Old Station House, WN 6 9JA	Independent Free	51.9	7.8
13	Sams Bar, WN 6 9AR	Independent Free	52.2	7.8
14	Black Bull, L 40 2QY	*Other Small Retail Groups	54.0	7.6
15	Red Lion Hotel, L 40 2QP	Ei Group	54.3	6.5
16	White Lion, WN 6 9RE	Marston's	54.6	6.3
17	Silver Tally, WN 6 0SQ	Thwaites	55.5	6.7
18	Corner House, WN 6 9SE	Independent Free	63.8	7.2
19	Farmers Arms Hotel, PR 7 5NP	Ei Group	74.9	9.9
20	Robin Hood Inn, L 40 2RG	Ei Group	117.2	7.4