

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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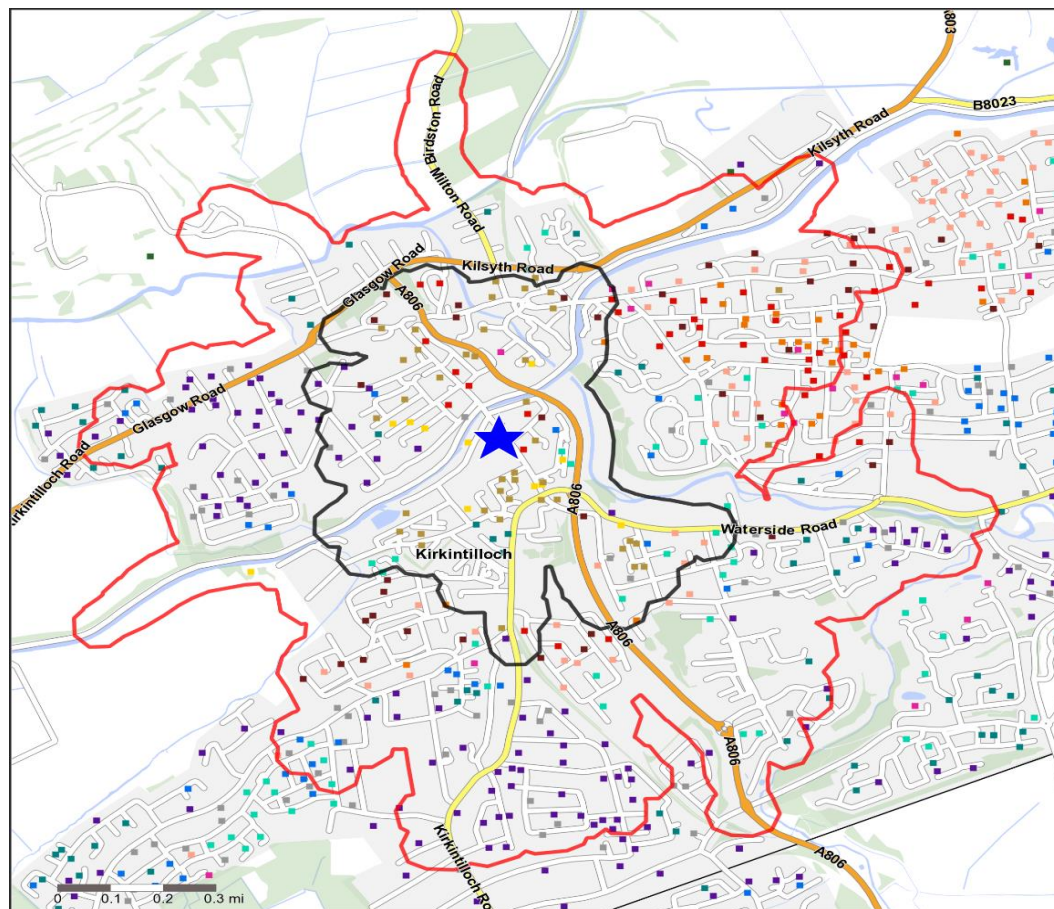
Number of Pubs	6	8	384
Catchment Adults 18+	3,357	10,946	304,565
Catchment Adults 18+ Per Pub	560	1,368	793
Populaton Projection 2018 to 2028 (% change)	3.11%	3.87%	2.88%

		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	2,881	85.8	166	1	High Street Pub	8,811	80.5	155	1	High Street Pub	238,242	78.2	151
2	Community Pub	2,817	83.9	180	2	Community Pub	7,814	71.4	153	2	Community Pub	184,519	60.6	130
3	Circuit Bar	1,602	47.7	76	3	Premium Local	5,013	45.8	73	3	Premium Local	116,834	38.4	61
4	Premium Local	715	21.3	165	4	Great Pub Great Food	3,843	35.1	272	4	Circuit Bar	91,216	29.9	232
5	Great Pub Great Food	491	14.6	36	5	Circuit Bar	2,477	22.6	56	5	Great Pub Great Food	81,849	26.9	67
6	Craft Led	387	11.5	43	6	Bit of Style	1,117	10.2	38	6	Bit of Style	80,668	26.5	99
7	Bit of Style	261	7.8	75	7	Craft Led	994	9.1	88	7	Craft Led	76,278	25.0	243

	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Social Grade	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	273	8.1	92	805	7.4	83	21,387	7.0	79
C1	614	18.3	149	1,467	13.4	109	44,114	14.5	118
C2	323	9.6	117	967	8.8	107	23,589	7.7	94
DE	420	12.5	122	1,206	11.0	107	40,718	13.4	130

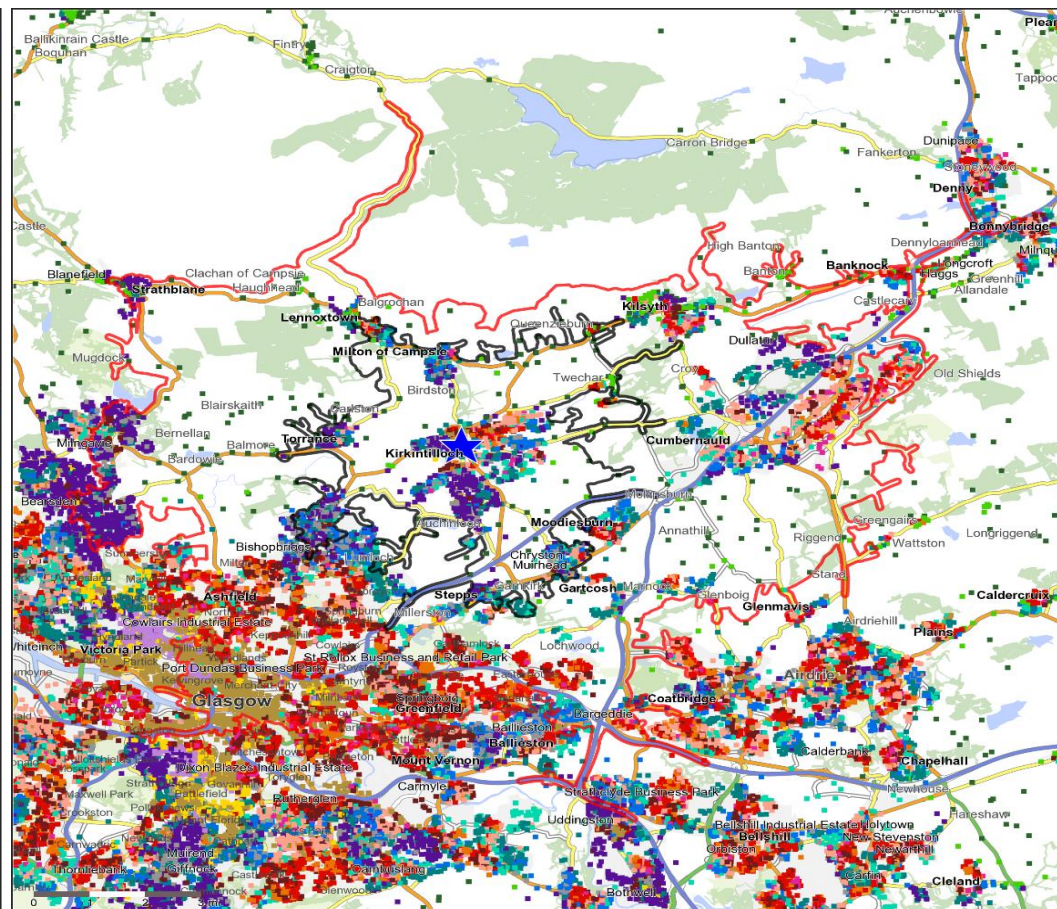
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,266	37.7	114	4,020	36.7	111	131,554	43.2	130
Medium (7-13)	1,175	35.0	106	3,691	33.7	102	86,095	28.3	85
High (14-19)	376	11.2	39	2,472	22.6	79	50,020	16.4	58

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	26		
A02	Uptown Elite	0	0	0	1,174		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	0	0	0	1,311		
B05	Premium Fortunes	0	83	335	2,138		
B06	Diamond Days	48	353	1,541	5,432		
B07	Alpha Families	105	515	1,490	4,492		
B08	Bank of Mum and Dad	49	311	2,983	6,321		
B09	Empty-Nest Adventure	19	416	2,964	6,826		
C10	Wealthy Landowners	0	0	313	969		
C11	Rural Vogue	0	0	112	428		
C12	Scattered Homesteads	0	0	33	200		
C13	Village Retirement	0	0	105	678		
D14	Satellite Settlers	0	0	190	1,146		
D15	Local Focus	0	0	150	1,113		
D16	Outlying Seniors	0	0	96	1,712		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	17	543	2,551	6,237		
E19	Bungalow Heaven	0	48	317	1,235		
E20	Classic Grandparents	31	164	723	2,245		
E21	Solo Retirees	40	232	799	1,737		
F22	Boomerang Boarders	0	239	2,543	6,779		
F23	Family Ties	0	44	912	3,940		
F24	Fledgling Free	6	52	245	2,860		
F25	Dependable Me	144	420	1,764	4,193		
G26	Cafés and Catchments	0	10	12	327		
G27	Thriving Independence	69	166	445	1,628		
G28	Modern Parents	21	336	3,345	16,769		
G29	Mid-Career Convention	0	236	4,057	6,287		
H30	Primary Ambitions	116	154	221	3,931		
H31	Affordable Fringe	41	428	1,287	5,465		
H32	First-Rung Futures	55	127	810	3,486		
H33	Contemporary Starts	0	60	1,006	3,463		
H34	New Foundations	0	0	246	984		
H35	Flying Solo	0	7	255	478		

				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	27	182	397	1,884		
I37	Budget Generations	80	200	551	3,013		
I38	Economical Families	0	16	147	2,141		
I39	Families on a Budget	0	215	477	9,751		
J40	Value Rentals	0	22	286	3,384		
J41	Youthful Endeavours	16	117	361	1,551		
J42	Midlife Renters	55	55	222	706		
J43	Renting Rooms	0	40	42	2,540		
K44	Inner City Stalwarts	0	0	0	1,488		
K45	City Diversity	0	0	0	1,291		
K46	High Rise Residents	0	0	0	6,319		
K47	Single Essentials	332	859	1,496	34,895		
K48	Mature Workers	0	133	633	7,409		
L49	Flatlet Seniors	148	233	422	17,439		
L50	Pocket Pensions	0	45	181	1,773		
L51	Retirement Communities	34	190	709	2,947		
L52	Estate Veterans	0	623	1,162	6,194		
L53	Seasoned Survivors	0	45	267	4,430		
M54	Down-to-Earth Owners	25	519	2,105	18,300		
M55	Back with the Folks	176	572	1,665	8,011		
M56	Self Supporters	35	155	1,013	3,675		
N57	Community Elders	0	0	0	52		
N58	Culture & Comfort	0	0	0	42		
N59	Large Family Living	0	0	0	0		
N60	Ageing Access	362	364	419	2,707		
O61	Career Builders	0	0	188	424		
O62	Central Pulse	0	0	0	27,849		
O63	Flexible Workforce	0	0	0	548		
O64	Bus-Route Renters	1,199	1,306	1,427	9,364		
O65	Learners & Earners	0	0	0	2,583		
O66	Student Scene	0	0	0	6,014		
U99	Unclassified	108	108	887	9,827		
Total				3,358	10,943	46,907	304,561

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

### 2. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

### 3. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

### 2. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

### 3. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

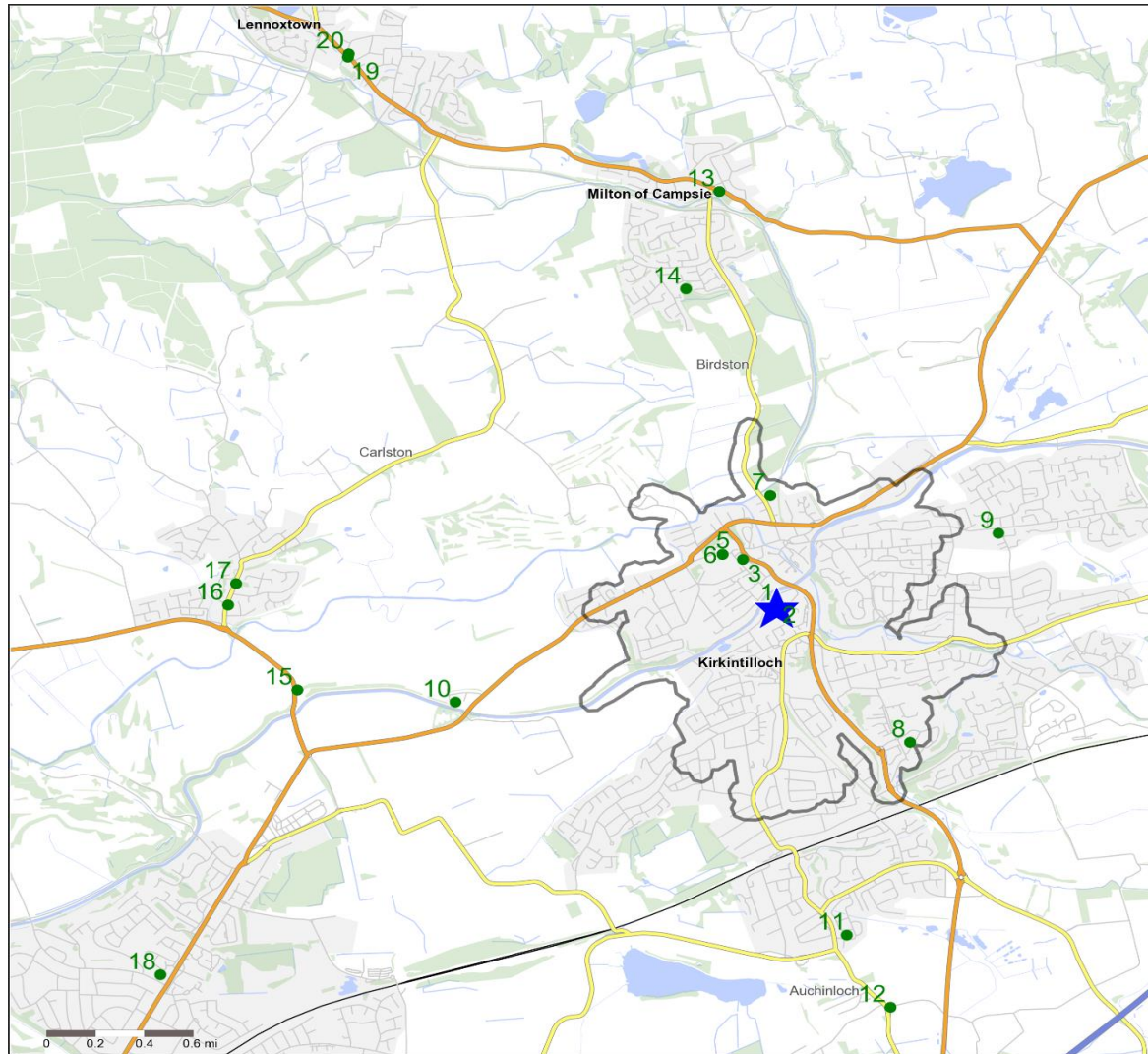
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 0115 968 5099

	20 Minute Walktime											
	High			Medium			Low					
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	4,339	39.6	131	<div><div></div></div>	1,365	12.5	76	<div><div></div></div>	5,134	46.9	90	<div><div></div></div>
Male: Alone	4,656	42.5	143	<div><div></div></div>	1,834	16.8	107	<div><div></div></div>	4,348	39.7	75	<div><div></div></div>
Male: Group	3,477	31.8	139	<div><div></div></div>	3,060	28.0	107	<div><div></div></div>	4,301	39.3	79	<div><div></div></div>
Male: Pair	4,959	45.3	174	<div><div></div></div>	1,036	9.5	62	<div><div></div></div>	4,843	44.2	77	<div><div></div></div>
Mixed Sex: Group	3,741	34.2	149	<div><div></div></div>	2,586	23.6	74	<div><div></div></div>	4,511	41.2	94	<div><div></div></div>
Mixed Sex: Pair	3,892	35.6	152	<div><div></div></div>	3,594	32.8	101	<div><div></div></div>	3,352	30.6	72	<div><div></div></div>
With Children	4,154	37.9	131	<div><div></div></div>	1,224	11.2	66	<div><div></div></div>	5,459	49.9	94	<div><div></div></div>
Unknown	2,076	19.0	58	<div><div></div></div>	2,838	25.9	145	<div><div></div></div>	5,923	54.1	113	<div><div></div></div>
For Eating:												
Upmarket	3,932	35.9	117	<div><div></div></div>	2,307	21.1	101	<div><div></div></div>	4,598	42.0	89	<div><div></div></div>
Midmarket	4,193	38.3	112	<div><div></div></div>	521	4.8	53	<div><div></div></div>	6,123	55.9	101	<div><div></div></div>
Downmarket	4,248	38.8	175	<div><div></div></div>	3,662	33.5	96	<div><div></div></div>	2,928	26.7	64	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	4,186	38.2	126	<div><div></div></div>	3,188	29.1	123	<div><div></div></div>	3,463	31.6	71	<div><div></div></div>
Low (less than £10)	3,829	35.0	117	<div><div></div></div>	2,598	23.7	101	<div><div></div></div>	4,411	40.3	89	<div><div></div></div>
Medium (Between £10 and £40)	3,912	35.7	117	<div><div></div></div>	2,408	22.0	123	<div><div></div></div>	4,518	41.3	82	<div><div></div></div>
High (Greater than £40)	2,647	24.2	93	<div><div></div></div>	3,292	30.1	147	<div><div></div></div>	4,899	44.8	86	<div><div></div></div>

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	149,201	49.0	162		21,389	7.0	43		124,148	40.8	78	
Male: Alone	94,847	31.1	105		86,646	28.4	182		113,244	37.2	70	
Male: Group	93,655	30.8	134		104,199	34.2	131		96,883	31.8	64	
Male: Pair	140,184	46.0	176		24,551	8.1	53		130,003	42.7	74	
Mixed Sex: Group	118,483	38.9	170		90,466	29.7	93		85,789	28.2	64	
Mixed Sex: Pair	106,494	35.0	149		118,542	38.9	120		69,702	22.9	54	
With Children	106,009	34.8	120		35,536	11.7	69		153,193	50.3	95	
Unknown	94,198	30.9	94		57,523	18.9	105		143,017	47.0	98	
For Eating:												
Upmarket	98,858	32.5	106		73,689	24.2	116		122,190	40.1	85	
Midmarket	134,672	44.2	129		16,149	5.3	59		143,917	47.3	85	
Downmarket	86,248	28.3	127		160,335	52.6	151		48,154	15.8	38	
For Drinking (monthly spend):												
Nothing	111,606	36.6	121		70,706	23.2	98		112,426	36.9	82	
Low (less than £10)	80,158	26.3	88		47,665	15.7	67		166,914	54.8	121	
Medium (Between £10 and £40)	113,162	37.2	121		47,810	15.7	88		133,766	43.9	87	
High (Greater than £40)	98,860	32.5	125		63,533	20.9	102		132,344	43.5	83	



## Competitor Map



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Site
 Star Pubs
 Pubs
 Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Lion And Star, G 66 1NL	Star Pubs & Bars	0.9	0.2
2	Kirky Puffer, G 66 1NG	Wetherspoon	0.9	0.2
3	Bar Bliss, G 66 1HW	*Other Small Retail Groups	6.6	1.3
4	Buzz Bar, G 66 1AB	Independent Free	7.5	1.7
5	Il Cibo, G 66 1AB	Independent Free	7.5	1.7
6	Redbrae, G 66 1AB	Independent Free	7.5	1.7
7	Pro Bowl, G 66 1SY	Independent Free	13.9	3.4
8	Old Gatehouse, G 66 3UA	Marston's	20.2	3.9
9	Chase Inn, G 66 3SJ	Greene King	25.1	5.8
10	Stables, G 66 1RH	Mitchells & Butlers	31.1	5.0
11	Grove, G 66 5HJ	Independent Free	34.4	7.0
12	Golden Pheasant, G 66 5DH	Trust Inns	41.3	6.9
13	Craigfoot Inn, G 66 8DB	*Other Small Retail Groups	41.9	8.2
14	Kincaid House Hotel, G 66 8BZ	Independent Free	44.4	8.5
15	Torrance Inn, G 64 4EG	Independent Free	54.0	6.3
16	Wheatsheaf Inn, G 64 4EN	Punch Pub Company	64.6	7.6
17	Village Inn, G 64 4EX	Independent Free	67.1	7.9
18	Eagle Lodge, G 64 2PN	Independent Free	71.3	8.0
19	Commercial Inn, G 66 7DA	Independent Free	76.9	9.2
20	Drookit Dug, G 66 7DB	Independent Free	77.9	9.3