

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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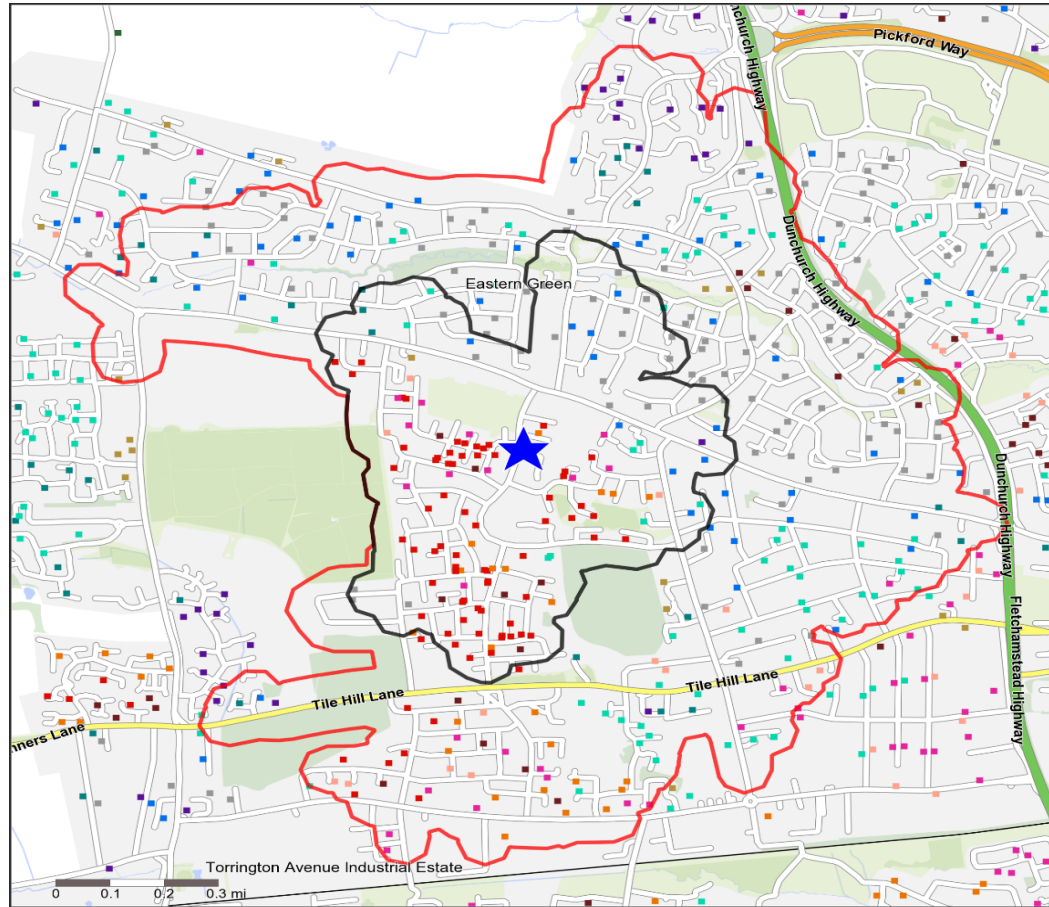
Number of Pubs	1	4	218
Catchment Adults 18+	5,160	16,493	336,184
Catchment Adults 18+ Per Pub	5,160	4,123	1,542
Populaton Projection 2020 to 2030 (% change)	8.43%	8.24%	9.34%

		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	4,841	93.8	179	1	High Street Pub	15,045	91.2	174	1	High Street Pub	257,144	76.5	146
2	Community Pub	4,335	84.0	179	2	Community Pub	12,476	75.6	161	2	Community Pub	198,008	58.9	126
3	Circuit Bar	1,815	35.2	55	3	Premium Local	6,954	42.2	66	3	Premium Local	163,278	48.6	76
4	Craft Led	1,485	28.8	201	4	Great Pub Great Food	4,519	27.4	191	4	Great Pub Great Food	115,791	34.4	240
5	Premium Local	1,018	19.7	49	5	Circuit Bar	3,895	23.6	58	5	Bit of Style	91,136	27.1	67
6	Bit of Style	775	15.0	52	6	Bit of Style	3,167	19.2	67	6	Circuit Bar	64,964	19.3	67
7	Great Pub Great Food	732	14.2	125	7	Craft Led	2,953	17.9	158	7	Craft Led	54,961	16.3	144

	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	254	4.9	56	1,135	6.9	78	27,166	8.1	91
C1	590	11.4	93	2,018	12.2	100	41,366	12.3	100
C2	480	9.3	113	1,385	8.4	102	24,657	7.3	89
DE	957	18.5	180	1,966	11.9	116	36,052	10.7	104

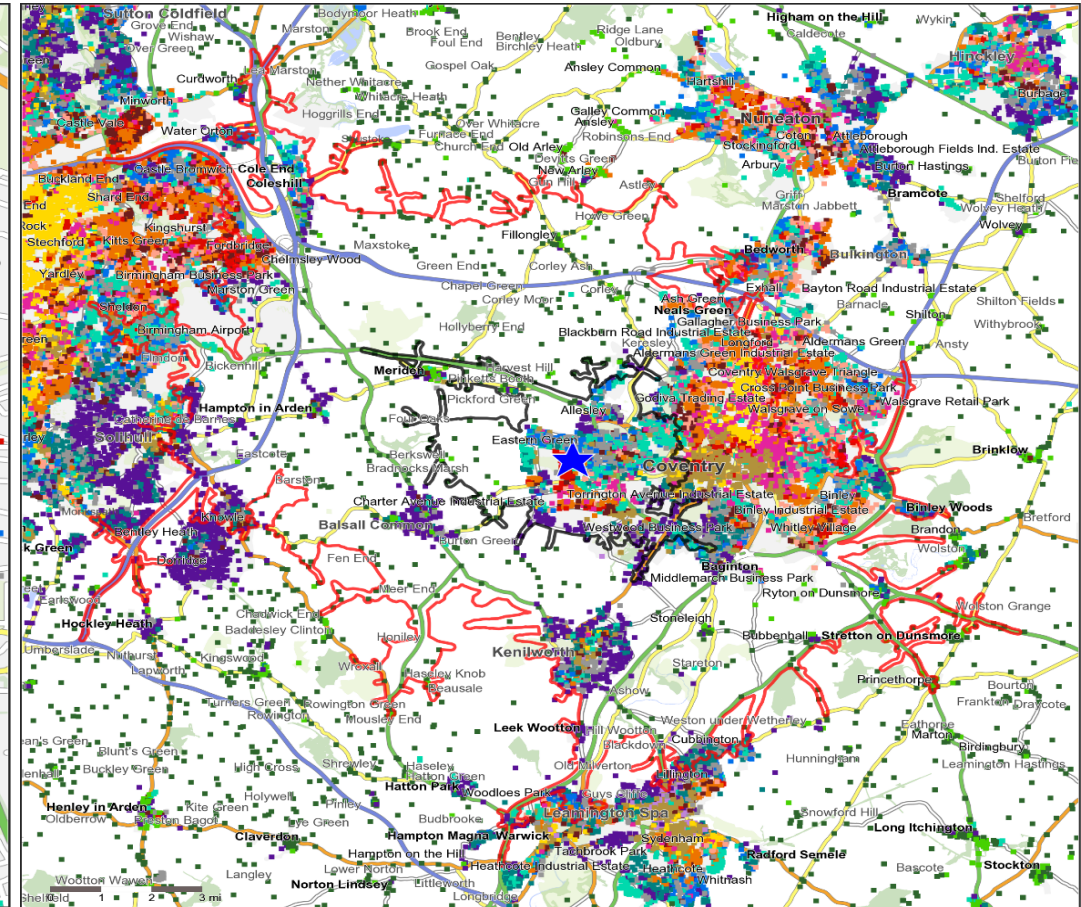
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,002	58.2	175	5,557	33.7	101	133,572	39.7	120
Medium (7-13)	1,405	27.2	82	7,018	42.6	128	108,769	32.4	97
High (14-19)	516	10.0	35	2,739	16.6	58	72,779	21.6	76

## 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	36	266
A03	Penthouse Chic		0	0	0	25
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		0	0	3,487	8,161
B06	Diamond Days		0	0	1,288	8,210
B07	Alpha Families		0	165	999	7,914
B08	Bank of Mum and Dad		0	289	1,827	6,971
B09	Empty-Nest Adventure		17	213	938	5,359
C10	Wealthy Landowners		0	0	875	4,933
C11	Rural Vogue		0	0	14	655
C12	Scattered Homesteads		0	0	3	117
C13	Village Retirement		0	0	395	2,046
D14	Satellite Settlers		0	0	480	3,051
D15	Local Focus		0	0	8	600
D16	Outlying Seniors		0	0	9	516
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		33	253	2,032	11,765
E19	Bungalow Heaven		101	346	1,048	4,108
E20	Classic Grandparents		611	2,397	4,473	9,842
E21	Solo Retirees		246	923	3,075	11,805
F22	Boomerang Boarders		310	1,095	2,130	5,392
F23	Family Ties		15	284	1,461	4,551
F24	Fledgling Free		9	37	164	1,127
F25	Dependable Me		70	734	2,228	6,825
G26	Cafés and Catchments		0	0	369	2,132
G27	Thriving Independence		14	105	1,520	8,545
G28	Modern Parents		0	92	810	3,004
G29	Mid-Career Convention		228	729	1,809	6,775
H30	Primary Ambitions		96	398	6,323	15,721
H31	Affordable Fringe		26	1,142	2,368	10,244
H32	First-Rung Futures		166	1,129	3,288	10,867
H33	Contemporary Starts		0	187	1,789	4,102
H34	New Foundations		35	35	287	1,961
H35	Flying Solo		0	48	825	2,197

			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	180	415	3,001
I37	Budget Generations		60	64	315	3,043
I38	Economical Families		136	399	1,054	12,648
I39	Families on a Budget		233	279	1,018	10,057
J40	Value Rentals		236	403	486	1,808
J41	Youthful Endeavours		244	420	709	2,250
J42	Midlife Renters		50	234	3,158	9,648
J43	Renting Rooms		0	119	630	19,348
K44	Inner City Stalwarts		0	0	0	145
K45	City Diversity		0	0	0	214
K46	High Rise Residents		0	0	0	2,896
K47	Single Essentials		1,319	1,735	2,416	8,140
K48	Mature Workers		483	490	897	3,271
L49	Flatlet Seniors		165	165	457	3,418
L50	Pocket Pensions		0	0	421	2,228
L51	Retirement Communities		0	249	840	4,695
L52	Estate Veterans		21	111	243	2,472
L53	Seasoned Survivors		27	122	872	3,919
M54	Down-to-Earth Owners		0	25	91	1,917
M55	Back with the Folks		90	268	1,172	9,101
M56	Self Supporters		68	286	1,070	7,319
N57	Community Elders		0	0	0	1,446
N58	Culture & Comfort		0	0	0	1,525
N59	Large Family Living		0	0	11	9,931
N60	Ageing Access		0	0	1,028	3,134
O61	Career Builders		0	0	575	3,376
O62	Central Pulse		0	0	165	2,710
O63	Flexible Workforce		0	0	20	2,044
O64	Bus-Route Renters		51	300	1,812	5,091
O65	Learners & Earners		0	42	5,920	15,511
O66	Student Scene		0	0	2,113	10,092
U99	Unclassified		0	0	0	0
Total			5,160	16,492	74,266	336,185



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

### 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. 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

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

### 3. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



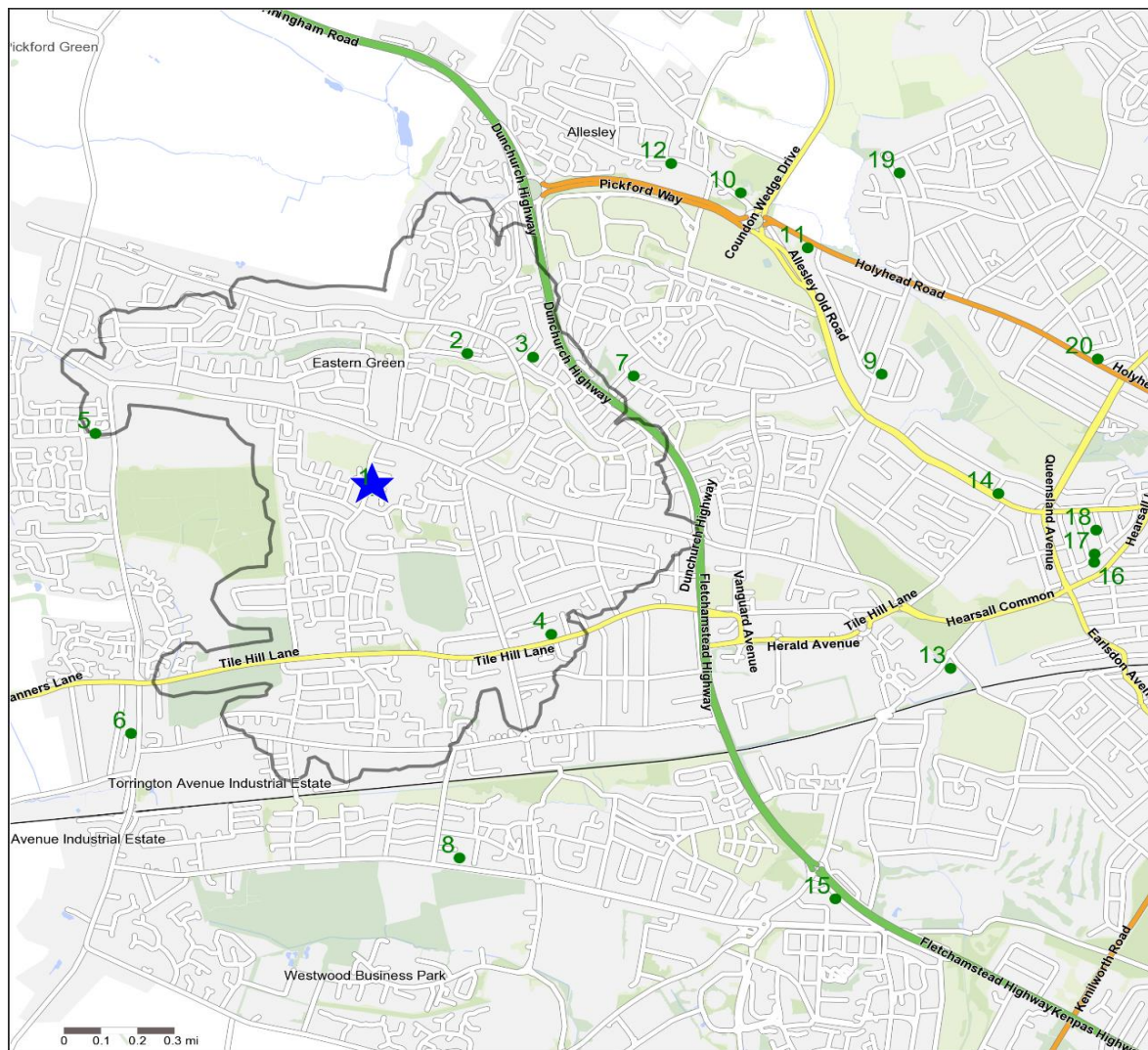
- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

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	5,760	34.9	108	1,670	10.1	60	9,062	54.9	108
Male: Alone	4,722	28.6	96	3,343	20.3	122	8,429	51.1	95
Male: Group	4,508	27.3	119	6,634	40.2	149	5,351	32.4	65
Male: Pair	5,625	34.1	130	3,748	22.7	148	7,120	43.2	74
Mixed Sex: Group	5,063	30.7	125	3,533	21.4	67	7,897	47.9	111
Mixed Sex: Pair	6,936	42.1	174	5,013	30.4	92	4,543	27.5	64
With Children	5,087	30.8	104	2,064	12.5	71	9,341	56.6	107
Unknown	3,681	22.3	64	2,040	12.4	67	10,772	65.3	140
For Eating:									
Upmarket	4,845	29.4	91	3,887	23.6	109	7,760	47.1	102
Midmarket	5,629	34.1	95	927	5.6	62	9,936	60.2	110
Downmarket	7,675	46.5	200	5,729	34.7	98	3,089	18.7	45
For Drinking (monthly spend):									
Nothing	8,765	53.1	173	3,022	18.3	78	4,706	28.5	62
Low (less than £10)	6,971	42.3	142	2,298	13.9	59	7,224	43.8	94
Medium (Between £10 and £40)	7,013	42.5	138	927	5.6	31	8,553	51.9	101
High (Greater than £40)	2,745	16.6	63	3,228	19.6	94	10,521	63.8	121

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	125,002	37.2	115	50,577	15.0	89	160,605	47.8	94
Male: Alone	116,781	34.7	117	54,959	16.3	99	164,444	48.9	91
Male: Group	62,096	18.5	81	121,832	36.2	134	152,255	45.3	90
Male: Pair	101,614	30.2	115	76,163	22.7	148	158,406	47.1	81
Mixed Sex: Group	121,870	36.3	147	66,741	19.9	62	147,574	43.9	102
Mixed Sex: Pair	105,025	31.2	129	107,155	31.9	96	124,004	36.9	86
With Children	127,665	38.0	128	43,916	13.1	74	164,603	49.0	93
Unknown	105,331	31.3	90	69,604	20.7	112	161,248	48.0	103
For Eating:									
Upmarket	123,642	36.8	114	80,122	23.8	110	132,420	39.4	85
Midmarket	156,615	46.6	129	17,771	5.3	58	161,798	48.1	88
Downmarket	114,376	34.0	147	93,522	27.8	79	128,286	38.2	92
For Drinking (monthly spend):									
Nothing	99,800	29.7	97	72,225	21.5	91	164,159	48.8	107
Low (less than £10)	97,354	29.0	97	64,698	19.2	81	174,132	51.8	111
Medium (Between £10 and £40)	121,573	36.2	117	44,254	13.2	73	170,357	50.7	99
High (Greater than £40)	85,235	25.4	96	72,513	21.6	104	178,435	53.1	100

## Competitor Map



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## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Black Prince, CV 4 9QS	Star Pubs & Bars	0.3	0.6
2	Unicorn, CV 5 7LN	Greene King	12.1	3.1
3	Vale, CV 5 7NZ	Marston's	15.4	3.6
4	Newlands, CV 4 9DJ	Mitchells & Butlers	18.7	4.0
5	Penny Farthing, CV 4 9AE	Marston's	21.4	4.3
6	Bell Inn, CV 4 9HS	Milton Pubs and Taverns	24.1	5.7
7	Minstrel Boy, CV 5 9HE	Ei Group	26.3	8.1
8	Sovereign, CV 4 8DA	Admiral Taverns Ltd	27.5	6.0
9	New Spires, CV 5 8HJ	Marston's	36.5	8.6
10	Elms, CV 5 9TZ	Mitchells & Butlers	38.6	6.4
11	Tollgate, CV 5 8HX	Mitchells & Butlers	39.2	6.6
12	Rainbow Inn, CV 5 9GT	Ei Group	39.5	7.3
13	Farmhouse, CV 5 6HB	Unknown	42.3	7.9
14	Maudslay, CV 5 8GJ	Mitchells & Butlers	42.9	8.9
15	Phantom Coach, CV 4 7BA	Mitchells & Butlers	44.7	7.0
16	Chestnut Tree, CV 5 8DT	Ei Group	45.9	8.9
17	Craven Arms, CV 5 8DW	Ei Group	46.5	8.8
18	Nursery Tavern, CV 5 8DA	Ei Group	48.3	9.7
19	Brooklands, CV 6 1PJ	Mitchells & Butlers	48.6	9.1
20	Holyhead, CV 5 8JN	Mitchells & Butlers	53.4	9.4