

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	5	652
Catchment Adults 18+	1,094	2,575	641,044
Catchment Adults 18+ Per Pub	547	515	983
Populaton Projection 2018 to 2028 (% change)	1.36%	2.37%	4.23%

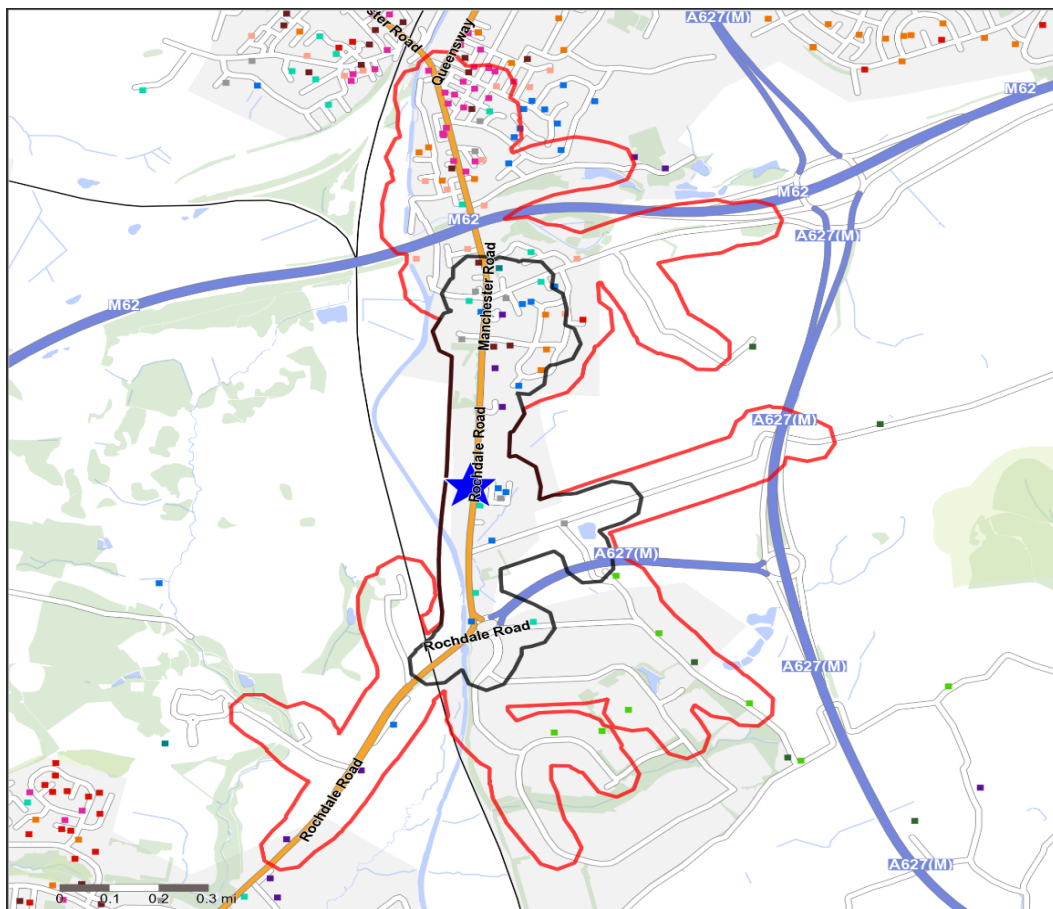
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	1,001	91.5	177	1	High Street Pub	2,307	89.6	173	1	High Street Pub	524,892	81.9	158
2	Community Pub	913	83.5	179	2	Community Pub	2,000	77.7	167	2	Community Pub	474,338	74.0	159
3	Premium Local	648	59.2	94	3	Premium Local	1,304	50.6	80	3	Premium Local	183,903	28.7	46
4	Bit of Style	265	24.2	187	4	Bit of Style	657	25.5	197	4	Great Pub Great Food	119,448	18.6	144
5	Great Pub Great Food	233	21.3	53	5	Great Pub Great Food	607	23.6	58	5	Bit of Style	97,975	15.3	38
6	Circuit Bar	231	21.1	79	6	Circuit Bar	440	17.1	64	6	Circuit Bar	63,455	9.9	37
7	Craft Led	231	21.1	205	7	Craft Led	403	15.7	152	7	Craft Led	46,868	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	62	5.7	64	124	4.8	54	38,717	6.0	68
C1	124	11.3	92	310	12.0	98	78,851	12.3	100
C2	108	9.9	120	260	10.1	122	59,996	9.4	113
DE	110	10.1	98	292	11.3	110	95,565	14.9	145

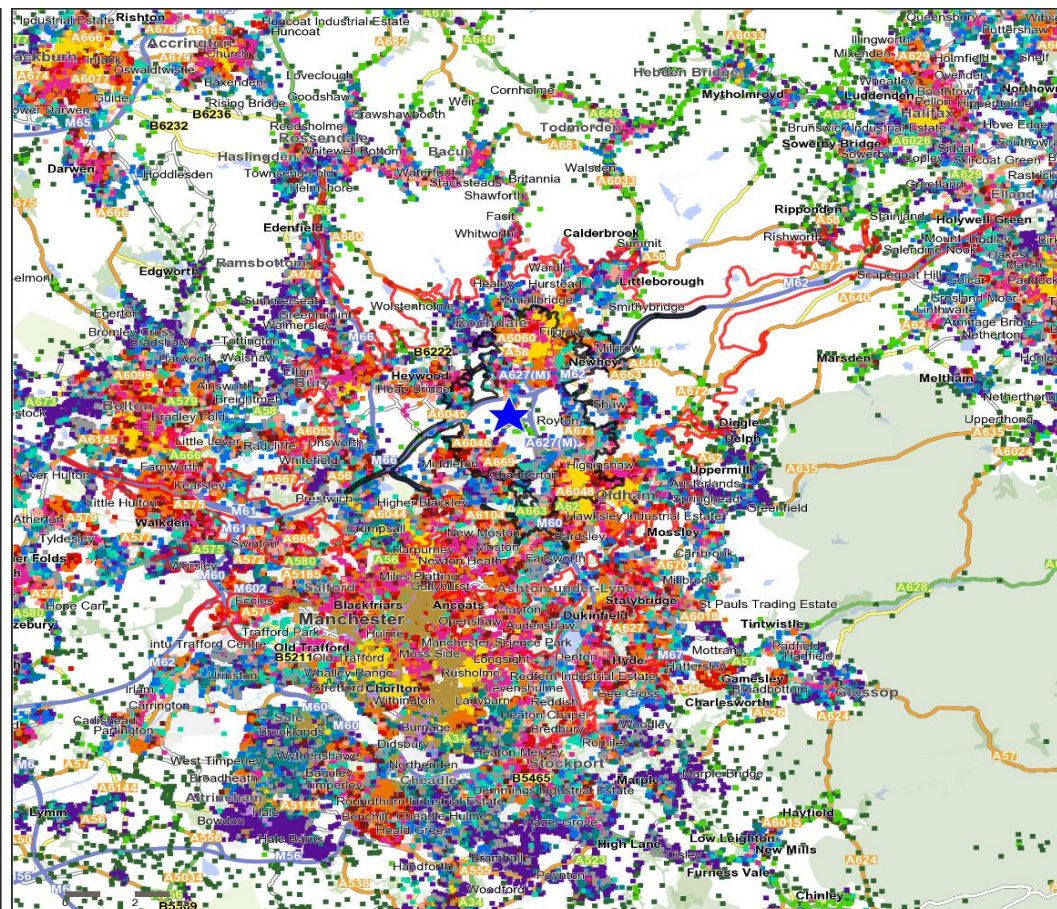
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	526	48.1	145	1,316	51.1	154	383,007	59.7	180
Medium (7-13)	385	35.2	106	847	32.9	99	195,628	30.5	92
High (14-19)	103	9.4	33	248	9.6	34	55,228	8.6	30

## 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
	M Modest Traditions	N Urban Cohesion
		E Senior Security
		J Transient Renters
		O Rental Hubs

# 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	306
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	26	1,504
B06	Diamond Days	21	22	502	3,433
B07	Alpha Families	0	0	191	2,496
B08	Bank of Mum and Dad	44	56	1,720	7,735
B09	Empty-Nest Adventure	0	92	2,255	8,938
C10	Wealthy Landowners	0	0	45	1,077
C11	Rural Vogue	3	8	12	196
C12	Scattered Homesteads	1	3	4	58
C13	Village Retirement	3	8	13	375
D14	Satellite Settlers	18	53	84	1,507
D15	Local Focus	0	0	0	207
D16	Outlying Seniors	4	12	16	155
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	908	6,595
E19	Bungalow Heaven	0	0	2,171	10,835
E20	Classic Grandparents	35	49	4,852	20,330
E21	Solo Retirees	16	45	4,538	20,649
F22	Boomerang Boarders	1	129	3,284	15,761
F23	Family Ties	31	33	1,649	7,019
F24	Fledgling Free	53	145	1,968	6,941
F25	Dependable Me	103	140	3,418	17,771
G26	Cafés and Catchments	0	0	8	2,931
G27	Thriving Independence	0	0	654	7,504
G28	Modern Parents	0	0	2,105	7,874
G29	Mid-Career Convention	8	9	1,337	8,619
H30	Primary Ambitions	0	0	2,091	13,068
H31	Affordable Fringe	82	82	5,709	20,549
H32	First-Rung Futures	227	398	4,443	25,004
H33	Contemporary Starts	0	0	881	4,180
H34	New Foundations	0	1	195	1,259
H35	Flying Solo	5	5	132	2,102

		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	100	2,245
I37	Budget Generations	224	246	1,171	4,993
I38	Economical Families	29	133	7,598	32,852
I39	Families on a Budget	0	0	9,239	48,042
J40	Value Rentals	25	244	5,199	20,467
J41	Youthful Endeavours	0	37	911	6,402
J42	Midlife Renters	0	0	2,555	19,755
J43	Renting Rooms	0	174	6,456	42,498
K44	Inner City Stalwarts	0	0	0	37
K45	City Diversity	0	0	12	270
K46	High Rise Residents	0	0	1,711	5,068
K47	Single Essentials	0	0	4,972	15,101
K48	Mature Workers	18	19	4,935	23,945
L49	Flatlet Seniors	0	0	3,971	17,746
L50	Pocket Pensions	54	58	2,544	9,111
L51	Retirement Communities	0	0	429	2,907
L52	Estate Veterans	0	0	1,047	8,228
L53	Seasoned Survivors	25	186	4,671	24,215
M54	Down-to-Earth Owners	54	126	2,051	7,785
M55	Back with the Folks	0	0	4,217	19,127
M56	Self Supporters	13	44	8,460	39,839
N57	Community Elders	0	0	276	3,648
N58	Culture & Comfort	0	0	202	1,836
N59	Large Family Living	0	0	18,623	43,090
N60	Ageing Access	0	0	2	1,573
O61	Career Builders	0	0	100	1,982
O62	Central Pulse	0	0	0	938
O63	Flexible Workforce	0	0	0	1,731
O64	Bus-Route Renters	0	0	531	6,728
O65	Learners & Earners	0	0	0	11
O66	Student Scene	0	0	0	0
U99	Unclassified	0	20	214	1,894
<b>Total</b>		<b>1,097</b>	<b>2,577</b>	<b>137,408</b>	<b>641,042</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

### 2. I37 Budget Generations

Families providing lodgings for adult children and gaining the benefit of pooled resources



- Extended families
- Supporting adult & younger children
- Ex-council owners and social renters
- Bills can be a struggle
- Price is important
- Likely to have a games console

### 3. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohobitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

## 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. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

### 3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



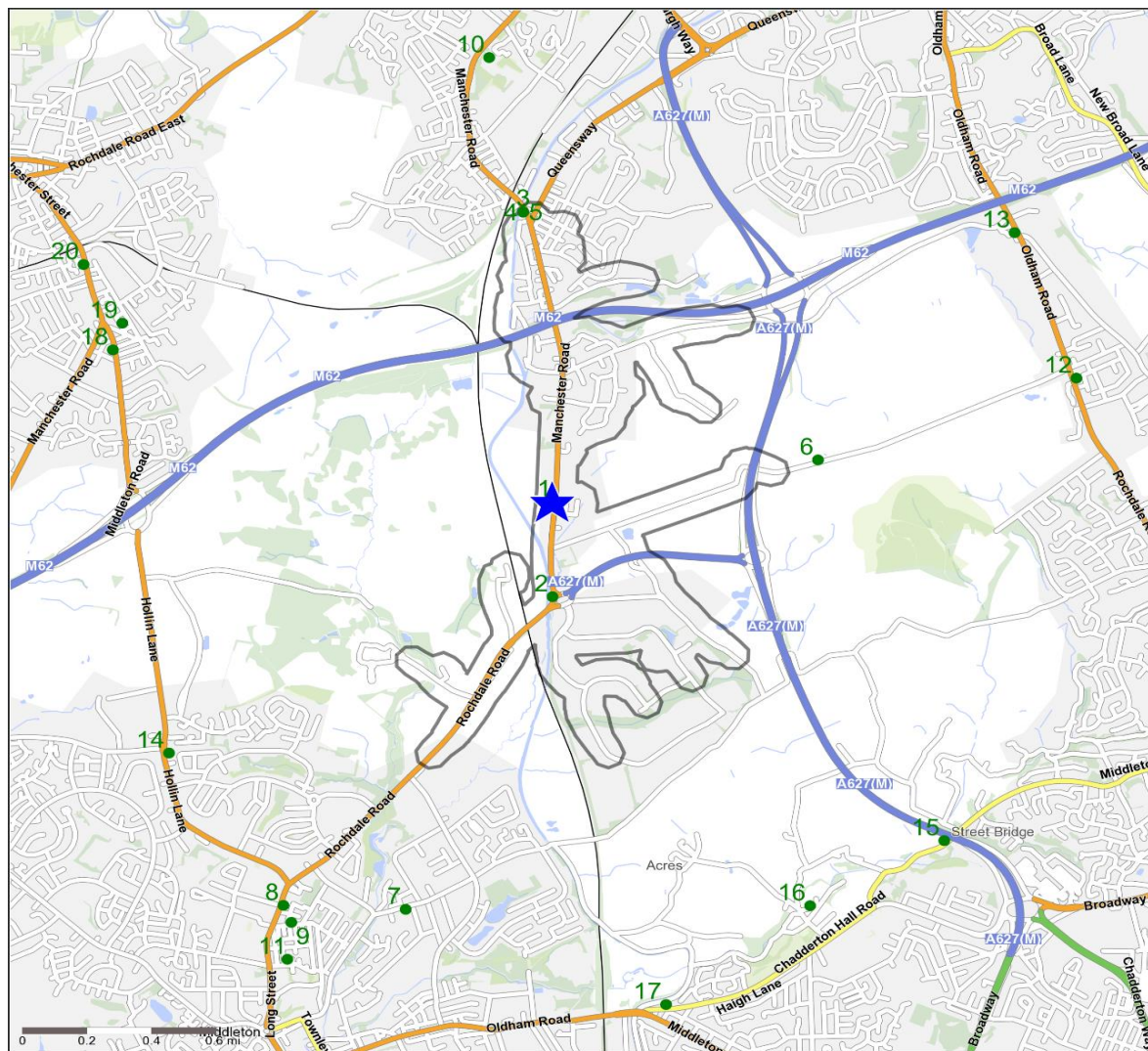
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	595	23.1	76	555	21.6	132	1,406	54.6	105	
Male: Alone	999	38.8	130	253	9.8	63	1,304	50.6	95	
Male: Group	706	27.4	120	466	18.1	69	1,383	53.7	108	
Male: Pair	302	11.7	45	1,120	43.5	285	1,133	44.0	77	
Mixed Sex: Group	761	29.6	129	341	13.2	41	1,453	56.4	129	
Mixed Sex: Pair	657	25.5	109	725	28.2	87	1,174	45.6	107	
With Children	1,233	47.9	166	318	12.3	73	1,004	39.0	74	
Unknown	973	37.8	115	65	2.5	14	1,518	59.0	123	
<b>For Eating:</b>										
Upmarket	560	21.7	71	588	22.8	110	1,408	54.7	116	
Midmarket	1,014	39.4	115	42	1.6	18	1,500	58.3	105	
Downmarket	1,101	42.8	192	685	26.6	76	770	29.9	72	
<b>For Drinking (monthly spend):</b>										
Nothing	888	34.5	114	351	13.6	58	1,317	51.1	114	
Low (less than £10)	730	28.3	95	616	23.9	102	1,210	47.0	104	
Medium (Between £10 and £40)	718	27.9	91	415	16.1	90	1,422	55.2	110	
High (Greater than £40)	556	21.6	83	535	20.8	101	1,464	56.9	109	

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	180,823	28.2	93	76,477	11.9	73	381,849	59.6	114	
Male: Alone	238,350	37.2	125	114,964	17.9	115	285,836	44.6	84	
Male: Group	149,165	23.3	102	194,245	30.3	116	295,740	46.1	93	
Male: Pair	194,788	30.4	116	207,735	32.4	213	236,627	36.9	64	
Mixed Sex: Group	177,897	27.8	121	113,729	17.7	56	347,524	54.2	123	
Mixed Sex: Pair	140,946	22.0	94	235,463	36.7	113	262,741	41.0	96	
With Children	283,803	44.3	153	128,764	20.1	119	226,583	35.3	67	
Unknown	219,544	34.2	104	89,537	14.0	78	330,069	51.5	107	
<b>For Eating:</b>										
Upmarket	163,973	25.6	84	162,444	25.3	122	312,733	48.8	103	
Midmarket	268,220	41.8	122	59,098	9.2	102	311,832	48.6	88	
Downmarket	196,880	30.7	138	255,722	39.9	114	186,547	29.1	70	
<b>For Drinking (monthly spend):</b>										
Nothing	196,188	30.6	101	166,270	25.9	110	276,692	43.2	96	
Low (less than £10)	146,337	22.8	76	106,989	16.7	71	385,823	60.2	133	
Medium (Between £10 and £40)	148,357	23.1	76	67,130	10.5	59	423,663	66.1	131	
High (Greater than £40)	99,056	15.5	60	124,621	19.4	95	415,473	64.8	124	

## 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	Hopwood Arms, M 24 2RA	Star Pubs & Bars	0.0	0.0
2	Ship Inn, M 24 2RN	JW Lees	6.9	1.7
3	Blue Pitts Inn, OL11 2SP	JW Lees	20.5	3.5
4	Commercial, OL11 2SP	Unknown	20.5	3.5
5	Old Post Office Ale House, OL11 2SP	Independent Free	20.5	3.5
6	Tandlehill Tavern, M 24 2SD	JW Lees	22.6	4.4
7	Cotton Tree, M 24 2WH	JW Lees	33.8	6.2
8	Crown Inn, M 24 2PU	JW Lees	33.8	6.3
9	Friendship Inn, M 24 6DG	Unknown	35.3	6.8
10	Royal Toby, OL11 3HF	Deckers Group	36.5	6.4
11	Ring O Bells, M 24 6DJ	JW Lees	38.9	7.5
12	Summit Inn, OL 2 6XF	Greene King	39.5	7.2
13	Yew Tree, OL11 2AZ	Sam Smith	39.5	7.3
14	Gardeners Arms, M 24 5LE	Holt	39.8	8.0
15	Horton Arms, OL 1 2SZ	JW Lees	48.9	8.5
16	Church Inn, OL 1 2RR	*Other Small Retail Groups	54.3	8.1
17	Rose Of Lancaster, OL 1 2TQ	JW Lees	55.8	9.6
18	Black Swan, OL10 2HX	Unknown	74.1	7.9
19	Bay Horse, OL10 2EZ	Ei Group	76.7	8.6
20	Starkey, OL10 2AH	Holt	80.4	9.1