

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	3	6	415
Catchment Adults 18+	3,251	11,055	511,209
Catchment Adults 18+ Per Pub	1,084	1,843	1,232
Populaton Projection 2018 to 2028 (% change)	3.69%	3.70%	3.23%

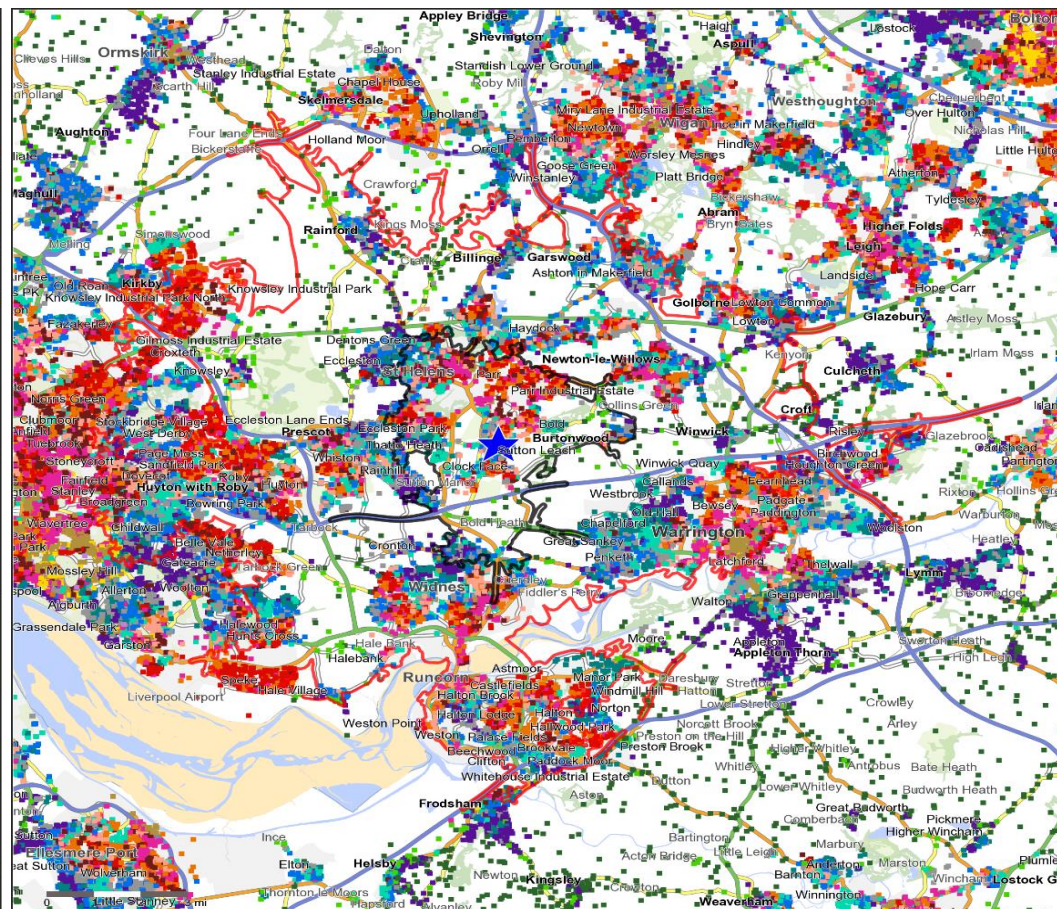
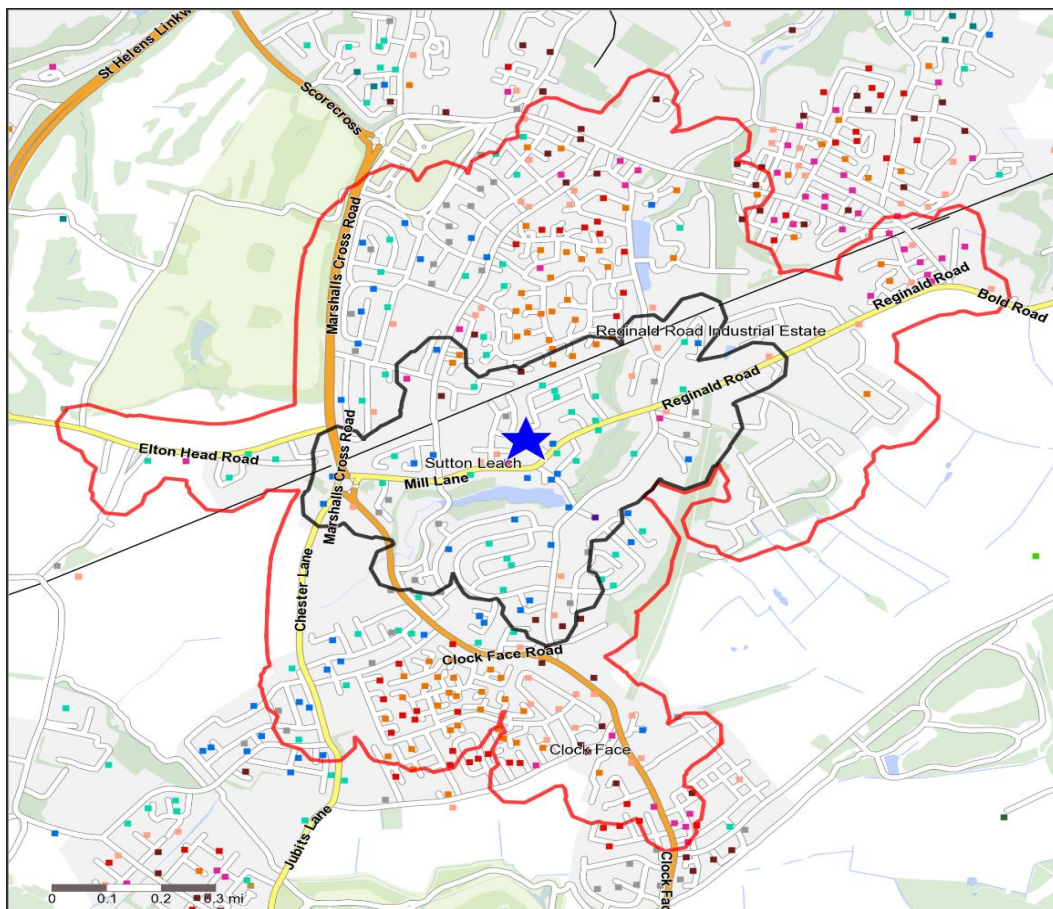
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	3,186	98.0	189	1	High Street Pub	10,698	96.8	187	1	High Street Pub	449,620	88.0	170
2	Community Pub	2,684	82.6	177	2	Community Pub	9,249	83.7	179	2	Community Pub	376,099	73.6	158
3	Premium Local	2,074	63.8	101	3	Premium Local	4,689	42.4	67	3	Premium Local	195,757	38.3	61
4	Great Pub Great Food	1,644	50.6	391	4	Great Pub Great Food	3,479	31.5	243	4	Great Pub Great Food	131,648	25.8	199
5	Bit of Style	400	12.3	30	5	Bit of Style	1,270	11.5	28	5	Bit of Style	91,994	18.0	45
6	Circuit Bar	383	11.8	44	6	Circuit Bar	826	7.5	28	6	Circuit Bar	50,155	9.8	37
7	Craft Led	383	11.8	114	7	Craft Led	775	7.0	68	7	Craft Led	30,028	5.9	57

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	155	4.8	54	440	4.0	45	32,222	6.3	71
C1	385	11.8	97	1,168	10.6	86	60,356	11.8	96
C2	332	10.2	124	1,120	10.1	123	44,686	8.7	106
DE	375	11.5	112	1,770	16.0	156	70,098	13.7	133

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)	1,284	39.5	119	6,335	57.3	173	278,381	54.5	164
Medium (7-13)	1,625	50.0	151	4,209	38.1	115	168,567	33.0	99
High (14-19)	90	2.8	10	223	2.0	7	50,514	9.9	35

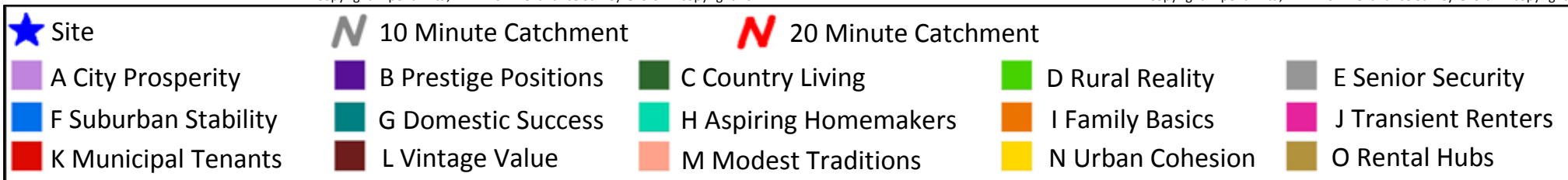
## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

## 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	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	661
B06	Diamond Days	0	0	75	1,942
B07	Alpha Families	0	0	531	2,826
B08	Bank of Mum and Dad	0	0	580	5,846
B09	Empty-Nest Adventure	20	25	870	10,110
C10	Wealthy Landowners	0	0	114	859
C11	Rural Vogue	0	0	96	369
C12	Scattered Homesteads	0	0	11	81
C13	Village Retirement	0	0	62	610
D14	Satellite Settlers	0	0	200	1,908
D15	Local Focus	0	0	0	92
D16	Outlying Seniors	0	0	85	316
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	484	3,712
E19	Bungalow Heaven	26	184	1,933	13,506
E20	Classic Grandparents	247	597	2,002	21,078
E21	Solo Retirees	135	363	1,606	14,018
F22	Boomerang Boarders	55	106	1,960	20,365
F23	Family Ties	0	23	687	6,278
F24	Fledgling Free	458	1,369	3,002	15,463
F25	Dependable Me	47	165	1,475	16,124
G26	Cafés and Catchments	0	0	20	607
G27	Thriving Independence	0	2	288	3,411
G28	Modern Parents	0	0	3,022	20,612
G29	Mid-Career Convention	0	0	590	7,610
H30	Primary Ambitions	7	21	1,501	7,152
H31	Affordable Fringe	1,103	1,956	4,170	26,542
H32	First-Rung Futures	383	639	2,349	17,735
H33	Contemporary Starts	0	30	1,866	9,593
H34	New Foundations	0	0	208	1,563
H35	Flying Solo	0	31	271	1,006

		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	17	22	305	1,669
I37	Budget Generations	0	10	673	6,785
I38	Economical Families	9	307	2,221	14,622
I39	Families on a Budget	92	1,407	5,468	30,327
J40	Value Rentals	10	547	4,123	19,612
J41	Youthful Endeavours	0	17	628	4,127
J42	Midlife Renters	31	51	1,206	6,326
J43	Renting Rooms	0	29	2,925	16,117
K44	Inner City Stalwarts	0	0	0	1
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	1,270
K47	Single Essentials	0	105	1,509	8,194
K48	Mature Workers	0	731	7,924	60,079
L49	Flatlet Seniors	18	41	1,659	8,815
L50	Pocket Pensions	23	80	623	7,730
L51	Retirement Communities	0	0	248	1,680
L52	Estate Veterans	54	150	1,125	10,208
L53	Seasoned Survivors	38	506	5,015	19,651
M54	Down-to-Earth Owners	0	354	1,933	12,294
M55	Back with the Folks	198	560	1,957	16,724
M56	Self Supporters	279	577	3,279	20,457
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	1,921
O61	Career Builders	0	0	19	963
O62	Central Pulse	0	0	149	1,589
O63	Flexible Workforce	0	0	0	93
O64	Bus-Route Renters	0	4	860	5,807
O65	Learners & Earners	0	0	0	428
O66	Student Scene	0	0	0	20
U99	Unclassified	0	46	321	1,709
<b>Total</b>		<b>3,250</b>	<b>11,055</b>	<b>74,228</b>	<b>511,213</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 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. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. I39 Families on a Budget

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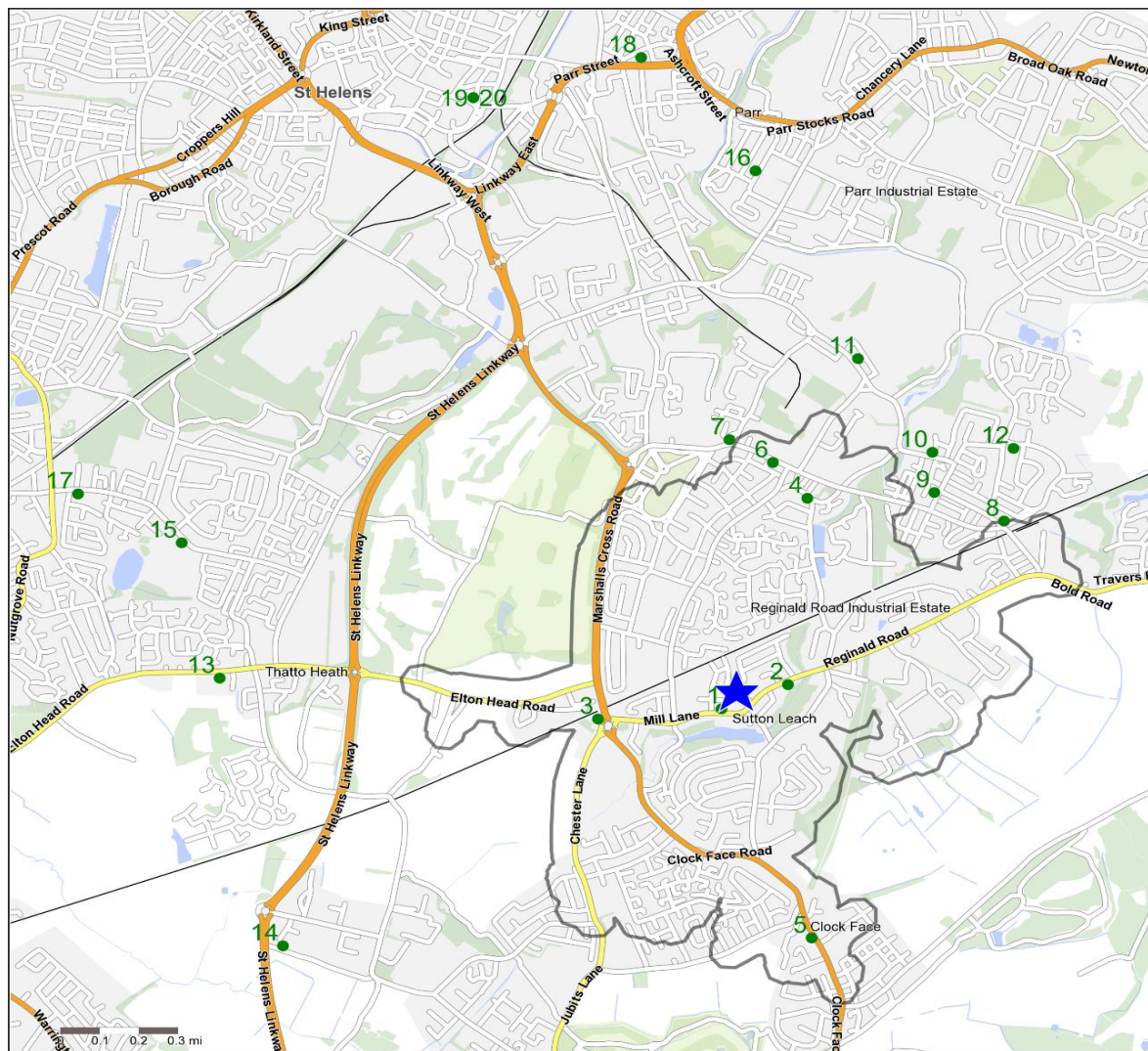
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 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	1,753	15.9	52	2,018	18.3	112	7,239	65.5	126		
Male: Alone	3,378	30.6	103	2,061	18.6	119	5,570	50.4	95		
Male: Group	3,167	28.6	125	2,427	22.0	84	5,416	49.0	99		
Male: Pair	3,076	27.8	107	2,586	23.4	153	5,347	48.4	84		
Mixed Sex: Group	2,503	22.6	99	1,348	12.2	38	7,159	64.8	148		
Mixed Sex: Pair	3,306	29.9	128	2,677	24.2	74	5,026	45.5	106		
With Children	4,043	36.6	126	2,582	23.4	139	4,384	39.7	75		
Unknown	3,454	31.2	95	195	1.8	10	7,360	66.6	139		
<b>For Eating:</b>											
Upmarket	2,741	24.8	81	1,081	9.8	47	7,187	65.0	138		
Midmarket	1,762	15.9	46	1,477	13.4	148	7,769	70.3	127		
Downmarket	6,202	56.1	252	3,543	32.0	92	1,264	11.4	27		
<b>For Drinking (monthly spend):</b>											
Nothing	4,792	43.3	143	2,441	22.1	93	3,777	34.2	76		
Low (less than £10)	3,298	29.8	100	2,455	22.2	95	5,257	47.6	105		
Medium (Between £10 and £40)	3,298	29.8	98	2,033	18.4	103	5,678	51.4	102		
High (Greater than £40)	744	6.7	26	4,723	42.7	208	5,541	50.1	96		

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	148,015	29.0	96	56,900	11.1	68	304,585	59.6	114	
Male: Alone	154,344	30.2	101	92,018	18.0	115	263,138	51.5	97	
Male: Group	168,968	33.1	145	131,396	25.7	98	209,136	40.9	82	
Male: Pair	123,969	24.3	93	120,288	23.5	154	265,243	51.9	90	
Mixed Sex: Group	107,528	21.0	92	122,270	23.9	75	279,703	54.7	125	
Mixed Sex: Pair	147,917	28.9	123	148,824	29.1	90	212,760	41.6	97	
With Children	172,210	33.7	116	91,394	17.9	106	245,896	48.1	91	
Unknown	140,273	27.4	84	51,919	10.2	57	317,309	62.1	130	
<b>For Eating:</b>										
Upmarket	119,327	23.3	76	99,080	19.4	93	291,094	56.9	121	
Midmarket	140,718	27.5	80	37,128	7.3	80	331,654	64.9	117	
Downmarket	229,759	44.9	202	192,648	37.7	108	87,093	17.0	41	
<b>For Drinking (monthly spend):</b>										
Nothing	210,035	41.1	136	134,957	26.4	112	164,508	32.2	72	
Low (less than £10)	154,261	30.2	101	88,923	17.4	74	266,316	52.1	115	
Medium (Between £10 and £40)	156,248	30.6	100	54,888	10.7	60	298,364	58.4	116	
High (Greater than £40)	100,742	19.7	76	149,289	29.2	142	259,469	50.8	97	



## 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	Millhouse, WA 9 4HF	Star Pubs & Bars	2.7	0.7
2	Wheatsheaf Inn, WA 9 4HN	Punch Pub Company	2.7	0.8
3	Bull & Dog Hotel, WA 9 4JY	Ei Group	8.8	1.8
4	Glassmakers Arms, WA 9 3PD	Admiral Taverns Ltd	15.1	3.1
5	Clock Face Hotel, WA 9 4QS	Independent Free	17.2	4.1
6	Red Lion, WA 9 3PB	Holt	18.4	3.6
7	Bowling Green Inn, WA 9 3NQ	Punch Pub Company	20.2	3.9
8	Junction Inn, WA 9 3JL	Punch Pub Company	21.1	4.2
9	Vulcan, WA 9 3JZ	Hawthorn Leisure	22.0	4.2
10	Little Pig, WA 9 3PY	Bravo Inns	22.3	4.6
11	Pickled Egg, WA 9 3EQ	Independent Free	23.8	4.6
12	Boilermakers Arms, WA 9 3HN	Star Pubs & Bars	25.7	5.0
13	Boars Head, WA 9 5BT	Bravo Inns	30.5	5.8
14	Micklehead Green, WA 9 4TT	Whitbread	37.7	5.7
15	Glass Horse, WA 9 5TQ	Greene King	38.9	6.8
16	Ramford Hotel, WA 9 1QE	*Other Small Retail Groups	40.4	7.5
17	Elephant Hotel, WA 9 5QW	Unknown	45.6	7.7
18	Queens Arms, WA 9 1AF	Trust Inns	47.1	6.8
19	Raven Lodge, WA10 1AJ	Independent Free	49.2	7.9
20	Rendezvous Bar, WA10 1AJ	Independent Free	49.2	7.9