

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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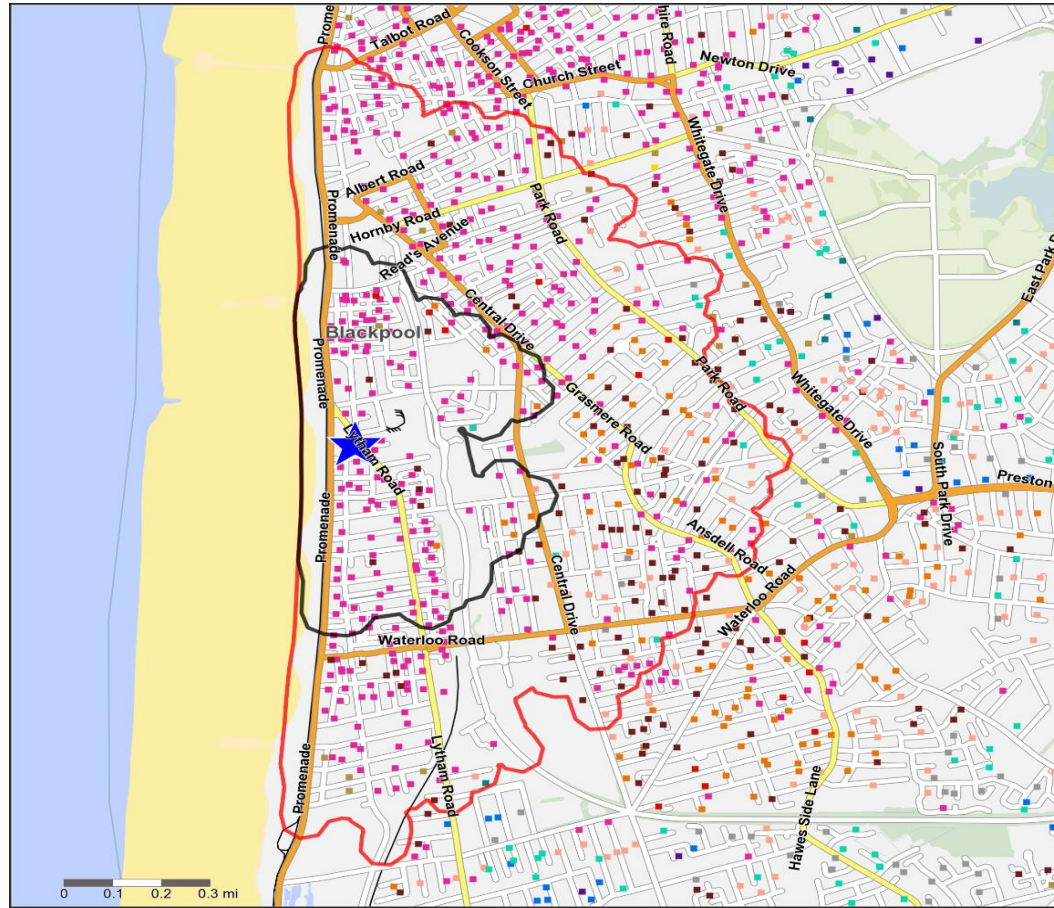
Number of Pubs	23	54	182
Catchment Adults 18+	3,467	15,407	190,532
Catchment Adults 18+ Per Pub	151	285	1,047
Populaton Projection 2018 to 2028 (% change)	0.89%	0.01%	1.01%

		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	Community Pub	3,465	99.9	193	1	Community Pub	15,303	99.3	192	1	High Street Pub	153,581	80.6	156
2	High Street Pub	3,420	98.6	212	2	High Street Pub	14,756	95.8	205	2	Community Pub	139,473	73.2	157
3	Circuit Bar	207	6.0	9	3	Circuit Bar	694	4.5	7	3	Premium Local	67,882	35.6	57
4	Craft Led	110	3.2	25	4	Premium Local	346	2.2	17	4	Great Pub Great Food	43,609	22.9	177
5	Bit of Style	2	0.1	0	5	Craft Led	303	2.0	5	5	Bit of Style	26,015	13.7	34
6	Premium Local	2	0.1	0	6	Bit of Style	259	1.7	6	6	Circuit Bar	20,923	11.0	41
7	Great Pub Great Food	0	0.0	0	7	Great Pub Great Food	137	0.9	9	7	Craft Led	14,883	7.8	76

	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	63	1.8	21	391	2.5	29	11,960	6.3	71
C1	412	11.9	97	1,832	11.9	97	24,114	12.7	103
C2	273	7.9	95	1,388	9.0	109	15,008	7.9	95
DE	979	28.2	274	3,579	23.2	226	23,290	12.2	119

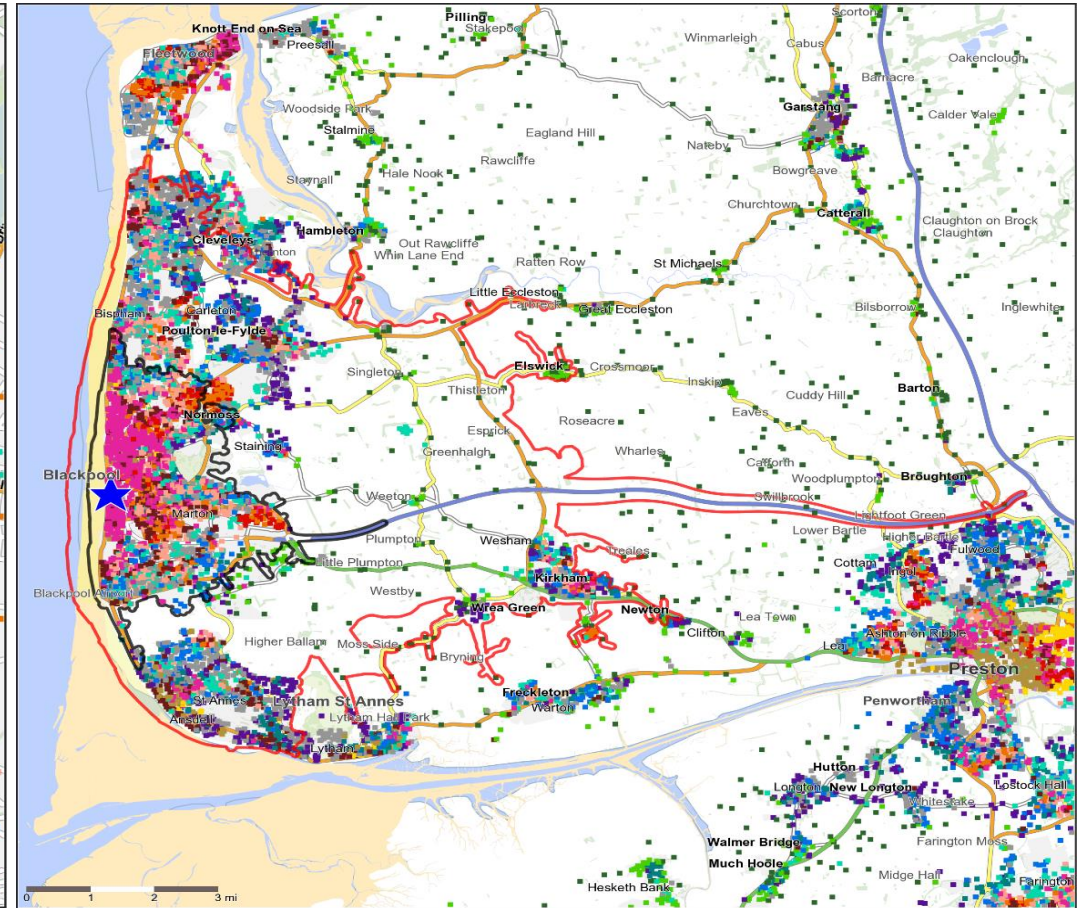
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,058	88.2	266	13,087	84.9	256	86,263	45.3	137
Medium (7-13)	162	4.7	14	2,063	13.4	40	70,842	37.2	112
High (14-19)	4	0.1	0	80	0.5	2	24,292	12.7	45

## 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	0	0
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	48	402
	B06	Diamond Days	0	0	165	1,834
	B07	Alpha Families	0	0	37	1,787
	B08	Bank of Mum and Dad	0	0	408	2,973
	B09	Empty-Nest Adventure	0	0	120	3,032
	C10	Wealthy Landowners	0	0	13	1,073
	C11	Rural Vogue	0	0	10	573
	C12	Scattered Homesteads	0	0	0	201
	C13	Village Retirement	0	0	37	935
	D14	Satellite Settlers	0	0	181	1,792
	D15	Local Focus	0	0	0	332
	D16	Outlying Seniors	0	0	0	105
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	432	4,806
	E19	Bungalow Heaven	0	0	1,761	14,433
	E20	Classic Grandparents	0	0	1,268	3,520
	E21	Solo Retirees	0	272	4,132	9,512
	F22	Boomerang Boarders	0	0	1,498	6,072
	F23	Family Ties	0	0	950	1,546
	F24	Fledgling Free	0	0	541	2,399
	F25	Dependable Me	0	0	2,357	8,222
	G26	Cafés and Catchments	0	0	0	82
	G27	Thriving Independence	0	37	860	3,066
	G28	Modern Parents	0	0	34	1,615
	G29	Mid-Career Convention	0	0	190	2,967
	H30	Primary Ambitions	0	0	523	1,746
	H31	Affordable Fringe	0	100	2,392	5,475
	H32	First-Rung Futures	0	143	5,020	11,662
	H33	Contemporary Starts	0	0	64	1,428
	H34	New Foundations	2	2	130	511
	H35	Flying Solo	0	0	164	423

			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	64	341
	I37	Budget Generations	32	68	91	269
	I38	Economical Families	105	1,140	5,965	6,812
	I39	Families on a Budget	31	240	2,030	3,570
	J40	Value Rentals	0	41	707	1,640
	J41	Youthful Endeavours	49	128	592	710
	J42	Midlife Renters	0	212	4,530	8,332
	J43	Renting Rooms	2,973	8,759	19,450	20,486
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	179	179
	K47	Single Essentials	110	124	978	1,924
	K48	Mature Workers	13	106	2,098	2,567
	L49	Flatlet Seniors	45	584	2,540	4,429
	L50	Pocket Pensions	0	13	520	1,780
	L51	Retirement Communities	0	61	1,317	5,647
	L52	Estate Veterans	0	12	253	614
	L53	Seasoned Survivors	62	1,872	6,808	7,453
	M54	Down-to-Earth Owners	0	28	317	810
	M55	Back with the Folks	0	763	6,170	10,455
	M56	Self Supporters	0	377	7,443	11,492
	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	89	754
	O61	Career Builders	0	0	0	780
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	36	76	93
	O64	Bus-Route Renters	46	261	1,505	4,171
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	29	58	701
Total			3,468	15,408	87,115	190,533



## Top 3 Mosaic Types in a 20 Minute Walktime

### 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. L53 Seasoned Survivors

Single elderly who are long-term owners of their low value properties which provide some financial security



- Very elderly
- Most are living alone
- Longest length of residence (29 years)
- Modest income
- Own mostly 2 or 3 bed terraces
- Retired from routine / semi-skilled jobs

### 3. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

## 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. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

### 3. H32 First-Rung Futures

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



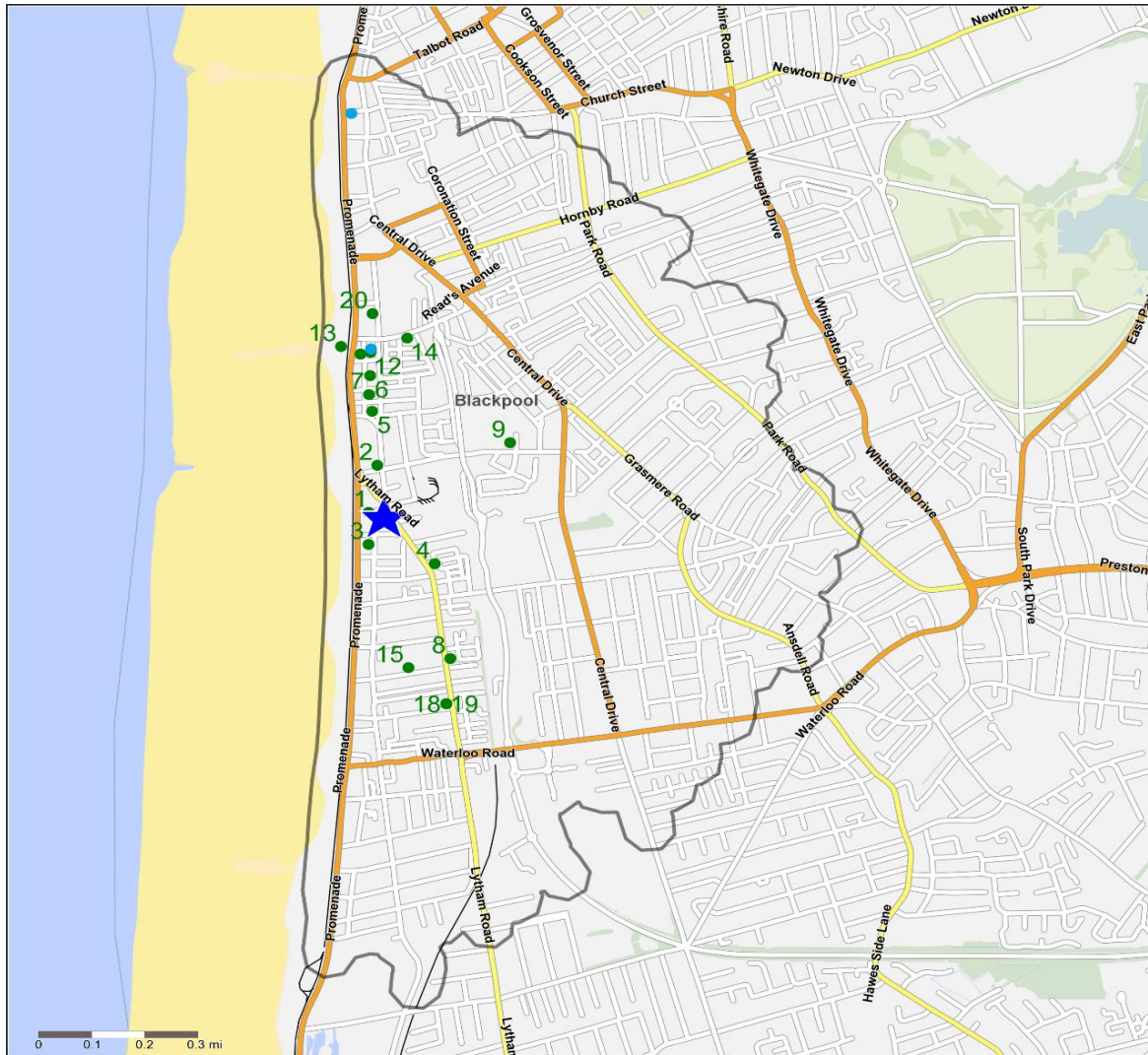
- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

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	2,579	16.7	55		8,927	57.9	354		3,872	25.1	48	
Male: Alone	10,885	70.6	237		442	2.9	18		4,051	26.3	49	
Male: Group	1,345	8.7	38		10,050	65.2	249		3,983	25.9	52	
Male: Pair	2,167	14.1	54		12,564	81.5	535		648	4.2	7	
Mixed Sex: Group	10,830	70.3	307		1,375	8.9	28		3,174	20.6	47	
Mixed Sex: Pair	1,404	9.1	39		11,002	71.4	220		2,972	19.3	45	
With Children	12,186	79.1	273		695	4.5	27		2,498	16.2	31	
Unknown	10,907	70.8	216		1,187	7.7	43		3,284	21.3	44	
For Eating:												
Upmarket	1,228	8.0	26		10,442	67.8	326		3,708	24.1	51	
Midmarket	11,404	74.0	216		368	2.4	26		3,607	23.4	42	
Downmarket	2,466	16.0	72		3,578	23.2	67		9,334	60.6	146	
For Drinking (monthly spend):												
Nothing	2,329	15.1	50		892	5.8	25		12,158	78.9	176	
Low (less than £10)	931	6.0	20		1,641	10.7	45		12,806	83.1	183	
Medium (Between £10 and £40)	931	6.0	20		1,465	9.5	53		12,982	84.3	168	
High (Greater than £40)	867	5.6	22		1,672	10.9	53		12,840	83.3	159	

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	50,252	26.4	87	31,262	16.4	100	108,317	56.8	109
Male: Alone	78,645	41.3	139	15,742	8.3	53	95,444	50.1	94
Male: Group	43,699	22.9	100	72,253	37.9	145	73,880	38.8	78
Male: Pair	51,471	27.0	104	76,150	40.0	262	62,211	32.7	57
Mixed Sex: Group	54,235	28.5	125	47,883	25.1	79	87,713	46.0	105
Mixed Sex: Pair	49,187	25.8	110	69,550	36.5	112	71,094	37.3	87
With Children	79,121	41.5	144	23,698	12.4	74	87,013	45.7	86
Unknown	53,823	28.2	86	28,651	15.0	84	107,357	56.3	118
For Eating:									
Upmarket	39,236	20.6	67	47,225	24.8	119	103,371	54.3	115
Midmarket	68,315	35.9	104	5,044	2.6	29	116,472	61.1	110
Downmarket	54,065	28.4	128	68,132	35.8	103	67,635	35.5	85
For Drinking (monthly spend):									
Nothing	45,902	24.1	80	52,115	27.4	116	91,814	48.2	108
Low (less than £10)	43,476	22.8	76	48,321	25.4	108	98,035	51.5	113
Medium (Between £10 and £40)	42,742	22.4	73	19,240	10.1	57	127,849	67.1	133
High (Greater than £40)	29,596	15.5	60	31,576	16.6	81	128,659	67.5	129

## 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	Manchester, FY 1 6AH	Stonegate Pub Company	0.9	0.3
2	Crazy Scotts Bar, FY 1 5DE	Independent Free	2.4	0.8
3	Kensington Hotel, FY 1 6AJ	Independent Free	2.7	0.7
4	Old Bridge House, FY 1 6DZ	Star Pubs & Bars	3.0	0.7
5	Sports Bar, FY 1 5BL	Independent Free	4.8	1.2
6	Ardwick, FY 1 5AD	Amber Taverns	6.6	2.0
7	Mcnaughtons, FY 1 5BW	Independent Free	6.9	1.4
8	Excelsior, FY 1 6EU	Independent Free	6.9	1.6
9	Swift Hound, FY 1 5EP	Greene King	7.2	1.7
10	Captain Jacks, FY 1 5BD	Independent Free	7.5	1.7
11	Websters, FY 1 5BD	Independent Free	7.5	1.7
12	Lifeboat Inn, FY 1 5AB	Star Pubs & Bars	7.5	1.7
13	Central Pier, FY 1 5BB	Six Piers Ltd	8.2	1.5
14	Ma Kellys, FY 1 5AW	Thwaites	9.1	1.8
15	Ashley Victoria, FY 1 6BU	Independent Free	9.1	2.3
16	Albert Hotel, FY 1 6ET	*Other Small Retail Groups	9.1	2.5
17	Auctioneer, FY 1 6ET	Hawthorn Leisure	9.1	2.5
18	Dog & Partridge, FY 1 6ET	Greene King	9.1	2.5
19	Ma Kellys South, FY 1 6ET	Independent Free	9.1	2.5
20	Formerly Bierkeller, FY 1 5AA	Unknown	9.7	2.0