

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	5	15	372
Catchment Adults 18+	6,939	21,852	455,735
Catchment Adults 18+ Per Pub	1,388	1,457	1,225
Populaton Projection 2018 to 2028 (% change)	3.41%	3.41%	4.58%

		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	6,470	93.2	180	1	High Street Pub	17,755	81.3	157	1	High Street Pub	332,386	72.9	141
2	Community Pub	6,251	90.1	193	2	Community Pub	17,176	78.6	169	2	Community Pub	280,699	61.6	132
3	Premium Local	2,331	33.6	53	3	Premium Local	5,180	23.7	38	3	Premium Local	152,275	33.4	53
4	Great Pub Great Food	1,433	20.7	160	4	Great Pub Great Food	3,299	15.1	117	4	Great Pub Great Food	108,548	23.8	184
5	Bit of Style	999	14.4	36	5	Bit of Style	2,250	10.3	26	5	Bit of Style	91,304	20.0	50
6	Circuit Bar	717	10.3	39	6	Circuit Bar	1,644	7.5	28	6	Circuit Bar	55,938	12.3	46
7	Craft Led	661	9.5	92	7	Craft Led	1,444	6.6	64	7	Craft Led	51,149	11.2	109

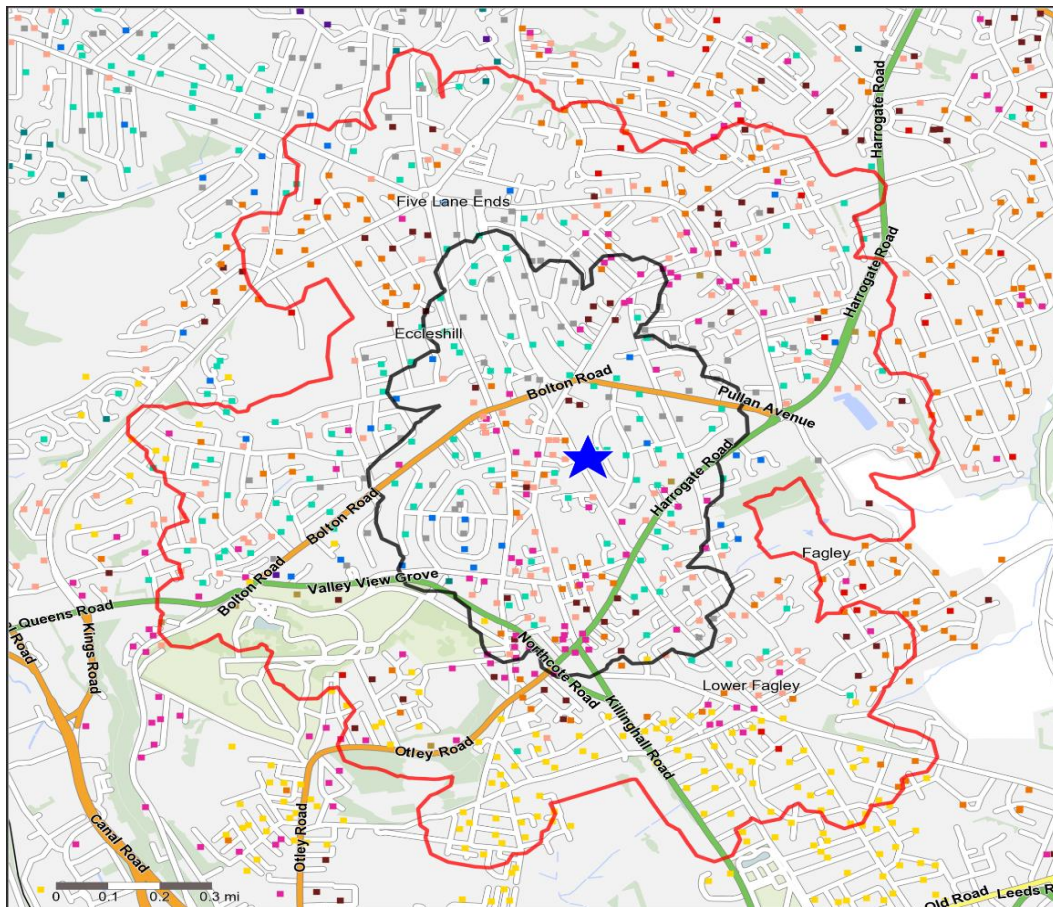
Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	353	5.1	58	1,047	4.8	54	34,339	7.5	85
C1	931	13.4	109	2,686	12.3	100	57,087	12.5	102
C2	681	9.8	119	2,096	9.6	116	38,103	8.4	101
DE	728	10.5	102	3,068	14.0	136	60,775	13.3	130

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)	3,401	49.0	148	13,564	62.1	187	251,832	55.3	167
Medium (7-13)	3,375	48.6	147	8,330	38.1	115	158,145	34.7	105
High (14-19)	220	3.2	11	660	3.0	11	52,335	11.5	40

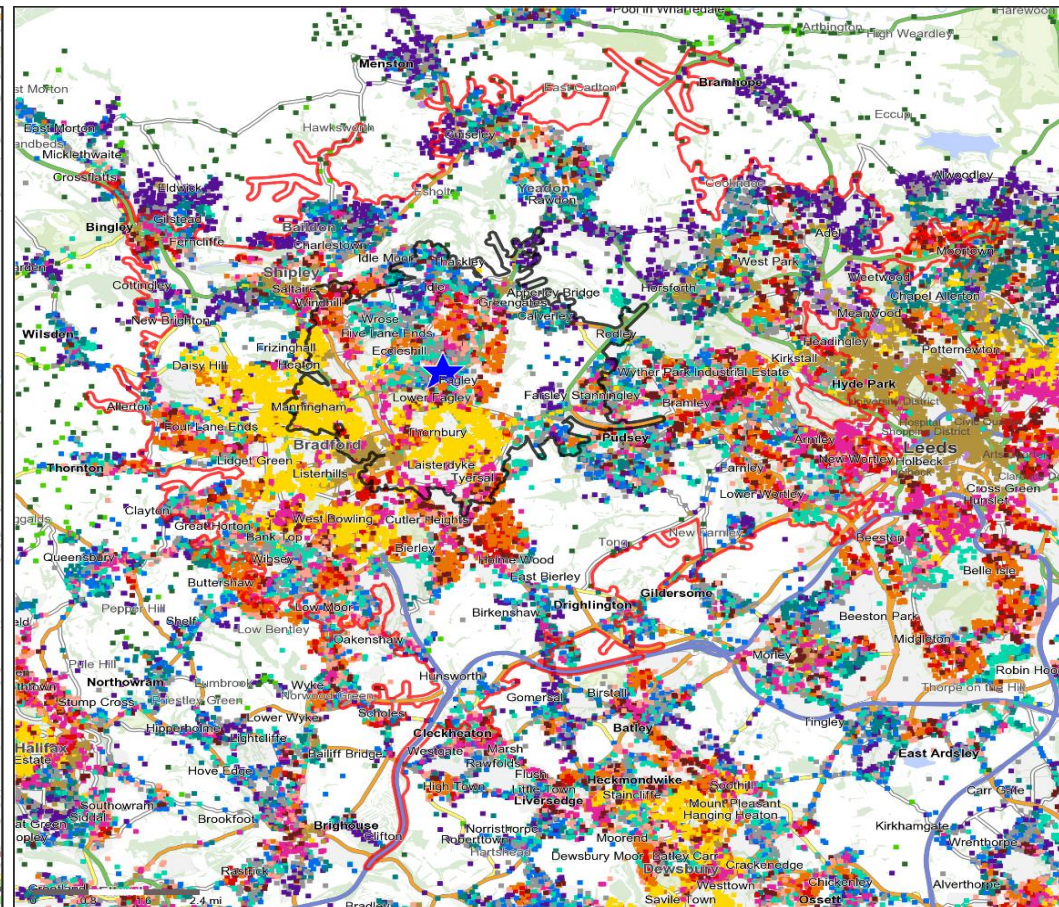


## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

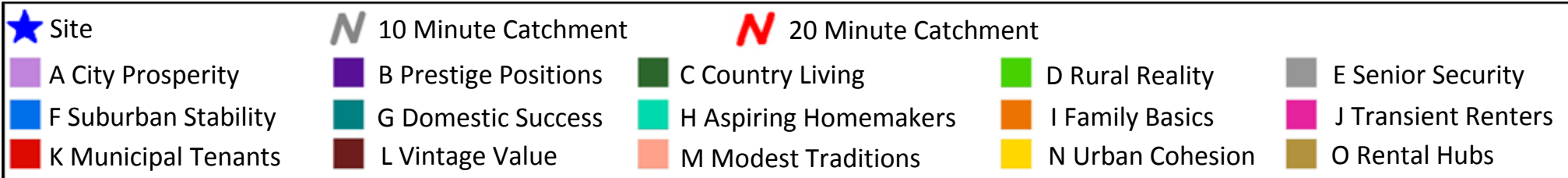
## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	11
A02	Uptown Elite	0	0	0	657
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	24
B05	Premium Fortunes	0	0	159	1,403
B06	Diamond Days	0	0	282	3,672
B07	Alpha Families	0	0	211	4,196
B08	Bank of Mum and Dad	0	42	1,273	5,945
B09	Empty-Nest Adventure	0	0	706	7,389
C10	Wealthy Landowners	0	0	0	420
C11	Rural Vogue	0	0	0	61
C12	Scattered Homesteads	0	0	0	9
C13	Village Retirement	0	0	0	196
D14	Satellite Settlers	0	0	0	203
D15	Local Focus	0	0	0	0
D16	Outlying Seniors	0	0	0	149
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	574	9,227
E19	Bungalow Heaven	83	164	744	4,949
E20	Classic Grandparents	608	1,021	2,912	14,778
E21	Solo Retirees	540	1,102	3,213	13,662
F22	Boomerang Boarders	93	100	1,105	8,245
F23	Family Ties	111	249	948	3,625
F24	Fledgling Free	18	25	435	3,621
F25	Dependable Me	137	293	1,677	9,235
G26	Cafés and Catchments	5	5	55	1,999
G27	Thriving Independence	0	51	1,722	12,469
G28	Modern Parents	0	101	1,290	3,724
G29	Mid-Career Convention	0	0	956	6,859
H30	Primary Ambitions	304	678	2,725	11,866
H31	Affordable Fringe	1,012	2,296	5,383	15,903
H32	First-Rung Futures	636	1,167	3,286	17,278
H33	Contemporary Starts	0	0	993	4,386
H34	New Foundations	10	10	129	955
H35	Flying Solo	25	105	397	2,573

		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	75	371	4,071
I37	Budget Generations	36	253	687	2,512
I38	Economical Families	596	1,920	4,270	14,036
I39	Families on a Budget	0	756	5,670	26,869
J40	Value Rentals	19	70	742	5,031
J41	Youthful Endeavours	0	71	609	3,735
J42	Midlife Renters	534	1,313	3,878	17,136
J43	Renting Rooms	259	926	5,407	19,835
K44	Inner City Stalwarts	0	0	185	219
K45	City Diversity	0	0	117	157
K46	High Rise Residents	0	0	436	3,173
K47	Single Essentials	0	109	2,668	7,827
K48	Mature Workers	0	374	1,504	6,936
L49	Flatlet Seniors	287	586	2,129	8,228
L50	Pocket Pensions	68	350	1,662	7,373
L51	Retirement Communities	91	206	437	3,400
L52	Estate Veterans	0	7	470	10,548
L53	Seasoned Survivors	163	630	1,772	7,114
M54	Down-to-Earth Owners	4	161	1,085	3,799
M55	Back with the Folks	357	1,295	2,698	10,776
M56	Self Supporters	832	1,972	3,534	13,379
N57	Community Elders	0	69	1,097	6,227
N58	Culture & Comfort	41	100	257	2,187
N59	Large Family Living	23	3,019	29,459	60,733
N60	Ageing Access	0	0	128	3,035
O61	Career Builders	0	0	1,283	10,447
O62	Central Pulse	0	60	3,022	5,795
O63	Flexible Workforce	0	2	484	848
O64	Bus-Route Renters	46	119	911	6,160
O65	Learners & Earners	0	0	117	4,293
O66	Student Scene	0	0	398	2,088
U99	Unclassified	0	0	614	8,076
<b>Total</b>		<b>6,938</b>	<b>21,852</b>	<b>109,276</b>	<b>455,732</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. 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

### 3. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 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. 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

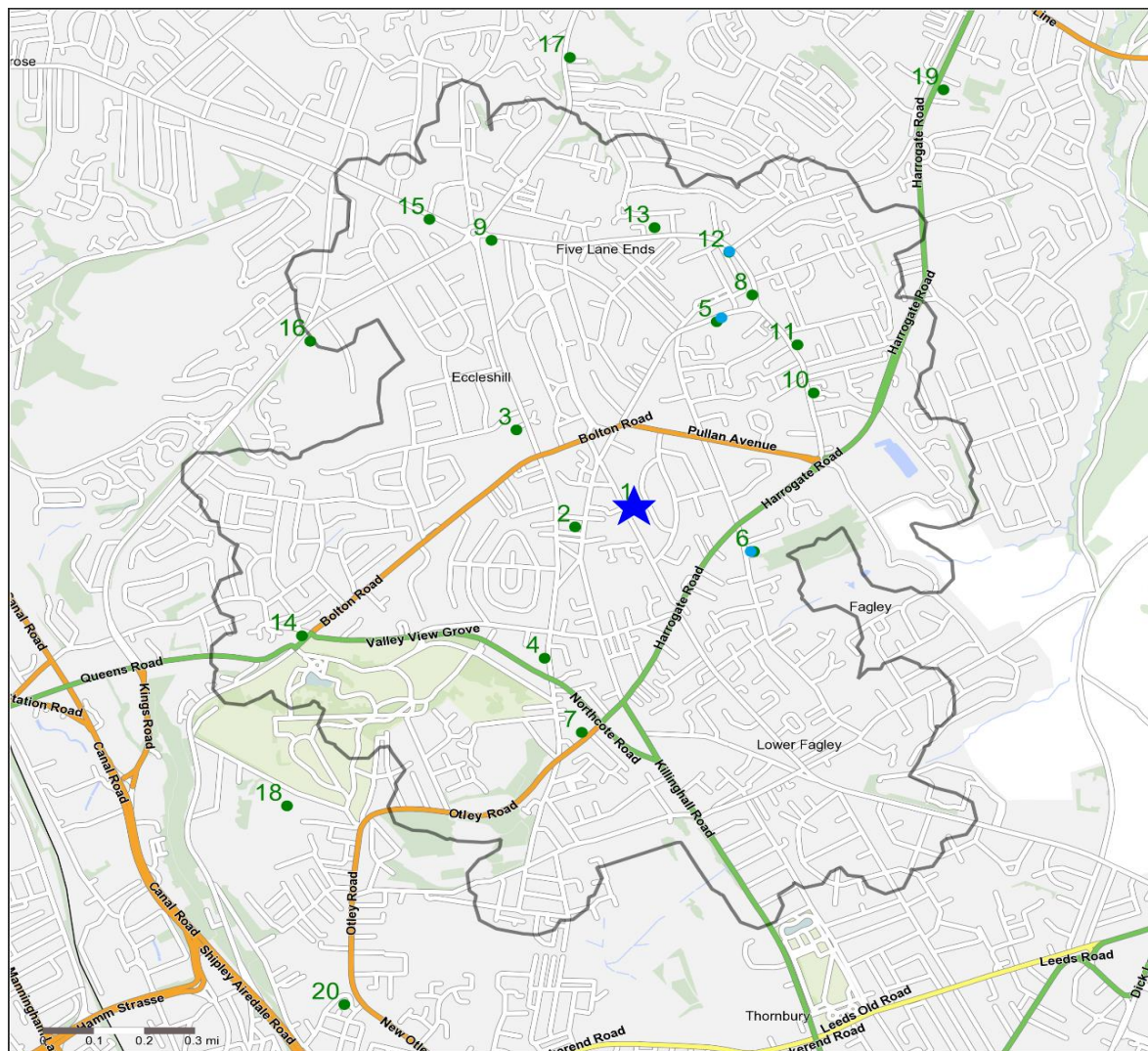
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 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	6,069	27.8	92	3,550	16.2	99	12,233	56.0	108	
Male: Alone	11,167	51.1	172	1,088	5.0	32	9,597	43.9	82	
Male: Group	5,997	27.4	120	6,437	29.5	112	9,418	43.1	87	
Male: Pair	9,710	44.4	170	8,089	37.0	243	4,052	18.5	32	
Mixed Sex: Group	7,440	34.0	149	3,364	15.4	48	11,047	50.6	115	
Mixed Sex: Pair	6,849	31.3	134	5,745	26.3	81	9,258	42.4	99	
With Children	14,359	65.7	227	2,874	13.2	78	4,619	21.1	40	
Unknown	10,435	47.8	145	2,887	13.2	74	8,530	39.0	81	
<b>For Eating:</b>										
Upmarket	8,323	38.1	124	4,717	21.6	104	8,813	40.3	85	
Midmarket	10,330	47.3	138	1,007	4.6	51	10,515	48.1	87	
Downmarket	8,784	40.2	181	6,123	28.0	80	6,945	31.8	76	
<b>For Drinking (monthly spend):</b>										
Nothing	8,642	39.5	131	3,760	17.2	73	9,450	43.2	96	
Low (less than £10)	6,109	28.0	94	4,070	18.6	79	11,673	53.4	118	
Medium (Between £10 and £40)	6,169	28.2	92	2,227	10.2	57	13,456	61.6	122	
High (Greater than £40)	2,785	12.7	49	5,015	22.9	112	14,052	64.3	123	

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	119,770	26.3	87	57,190	12.5	77	270,700	59.4	114	
Male: Alone	185,540	40.7	137	79,145	17.4	111	182,974	40.1	75	
Male: Group	97,069	21.3	93	115,991	25.5	97	234,599	51.5	104	
Male: Pair	177,975	39.1	150	101,745	22.3	146	167,939	36.9	64	
Mixed Sex: Group	123,347	27.1	118	72,881	16.0	50	251,432	55.2	126	
Mixed Sex: Pair	108,042	23.7	101	141,068	31.0	95	198,550	43.6	102	
With Children	207,972	45.6	158	65,116	14.3	85	174,572	38.3	72	
Unknown	165,363	36.3	110	73,269	16.1	90	209,028	45.9	96	
<b>For Eating:</b>										
Upmarket	170,300	37.4	122	100,118	22.0	106	177,242	38.9	82	
Midmarket	214,195	47.0	137	37,930	8.3	92	195,534	42.9	78	
Downmarket	117,873	25.9	116	147,814	32.4	93	181,972	39.9	96	
<b>For Drinking (monthly spend):</b>										
Nothing	119,958	26.3	87	96,123	21.1	89	231,578	50.8	113	
Low (less than £10)	107,419	23.6	79	67,714	14.9	63	272,527	59.8	132	
Medium (Between £10 and £40)	118,728	26.1	85	47,136	10.3	58	281,795	61.8	123	
High (Greater than £40)	84,366	18.5	72	81,724	17.9	87	281,569	61.8	118	



## 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	Manor House, BD 2 3BA	Star Pubs & Bars	0.0	0.0
2	Milners Arms, BD 2 3BU	Ei Group	2.7	1.2
3	Swing Gate Inn, BD 2 2AH	Greene King	6.6	1.5
4	Malt Kiln Inn, BD 2 4NG	Independent Free	8.2	2.5
5	Royal Oak, BD 2 2HN	Star Pubs & Bars	10.6	2.3
6	Smiling Mule, BD 2 3HD	Star Pubs & Bars	10.9	2.5
7	Green Man Inn, BD 2 4QF	Greene King	11.2	2.5
8	White Hart, BD10 8AH	Unknown	13.0	2.6
9	Lane Ends, BD 2 2JT	Independent Free	13.3	3.3
10	New Inn, BD 2 2BT	*Other Small Retail Groups	14.8	3.3
11	Fountain, BD 2 2DQ	New River Retail	15.1	3.1
12	Victoria Hotel, BD10 8AE	Star Pubs & Bars	15.1	3.2
13	Sycamores, BD 2 2JZ	Ei Group	15.1	3.6
14	Bolton Hotel, BD 2 4BU	Unknown	16.3	3.6
15	Wrose Bull, BD18 1JF	Mitchells & Butlers	16.6	3.3
16	Horse & Farrier, BD 2 1NR	Thwaites	20.2	4.3
17	Springfield Hotel, BD10 8SN	Independent Free	22.6	5.0
18	Peel Park Hotel, BD 3 0LT	*Other Small Retail Groups	23.8	5.9
19	Oddfellows Arms, BD10 0QE	Unknown	26.0	5.0
20	Airdale, BD 3 0EY	Trust Inns	32.0	6.7