

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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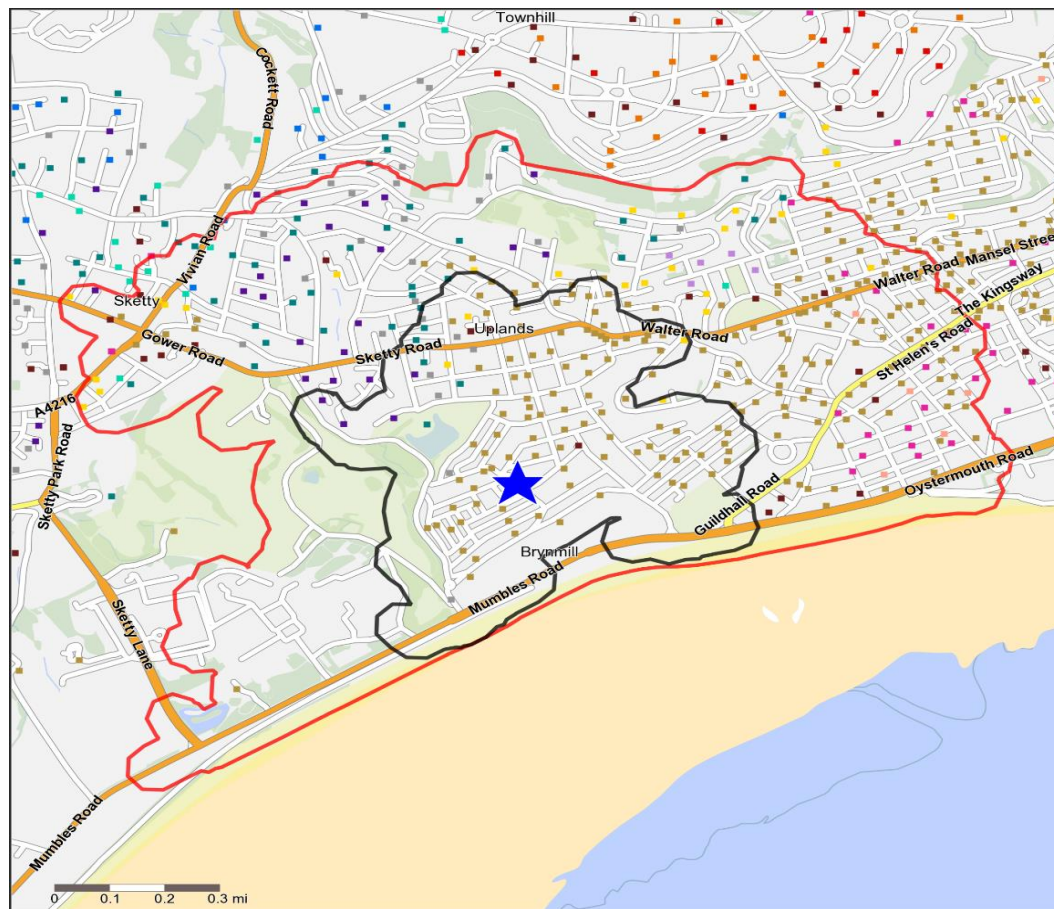
Number of Pubs	5	21	185
Catchment Adults 18+	6,742	18,742	166,819
Catchment Adults 18+ Per Pub	1,348	892	902
Populaton Projection 2018 to 2028 (% change)	6.54%	6.65%	3.90%

		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	6,489	96.2	186	1	High Street Pub	16,334	87.2	168	1	High Street Pub	131,514	78.8	152
2	Bit of Style	5,938	88.1	189	2	Bit of Style	12,416	66.2	142	2	Community Pub	103,947	62.3	134
3	Circuit Bar	5,808	86.1	137	3	Circuit Bar	11,065	59.0	94	3	Premium Local	70,819	42.5	67
4	Craft Led	5,781	85.7	663	4	Craft Led	10,899	58.2	450	4	Great Pub Great Food	47,875	28.7	222
5	Community Pub	4,079	60.5	150	5	Community Pub	8,959	47.8	118	5	Bit of Style	40,509	24.3	60
6	Premium Local	2,567	38.1	142	6	Premium Local	8,872	47.3	176	6	Circuit Bar	30,504	18.3	68
7	Great Pub Great Food	406	6.0	58	7	Great Pub Great Food	3,000	16.0	155	7	Craft Led	24,916	14.9	145

	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	383	5.7	64	1,300	6.9	78	11,769	7.1	80
C1	1,264	18.7	153	2,961	15.8	129	21,830	13.1	107
C2	187	2.8	34	642	3.4	41	12,148	7.3	88
DE	285	4.2	41	1,166	6.2	60	19,375	11.6	113

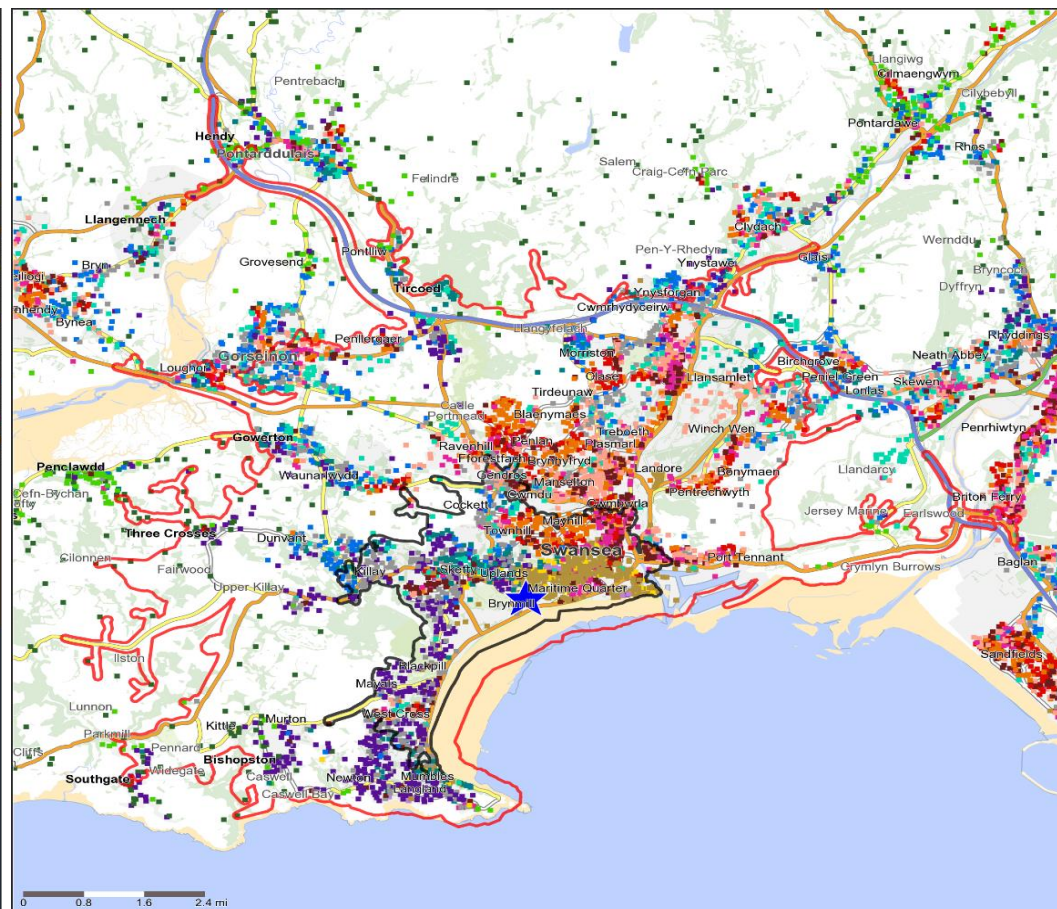
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,061	30.6	92	6,086	32.5	98	77,004	46.2	139
Medium (7-13)	2,345	34.8	105	6,511	34.7	105	59,456	35.6	107
High (14-19)	699	10.4	36	2,484	13.3	47	28,074	16.8	59

## 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	83	117	197
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	6	20	175	880
	B06	Diamond Days	91	290	2,534	4,229
	B07	Alpha Families	0	34	892	3,286
	B08	Bank of Mum and Dad	0	270	1,071	2,591
	B09	Empty-Nest Adventure	0	60	1,569	4,838
	C10	Wealthy Landowners	0	0	0	420
	C11	Rural Vogue	0	0	0	47
	C12	Scattered Homesteads	0	0	0	32
	C13	Village Retirement	0	0	25	1,313
	D14	Satellite Settlers	0	0	25	859
	D15	Local Focus	0	0	0	398
	D16	Outlying Seniors	0	0	0	199
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	146	692	4,757	6,783
	E19	Bungalow Heaven	0	0	1,060	4,966
	E20	Classic Grandparents	0	0	735	3,151
	E21	Solo Retirees	22	22	1,200	3,391
	F22	Boomerang Boarders	0	27	1,024	4,277
	F23	Family Ties	0	14	151	728
	F24	Fledgling Free	0	0	62	3,018
	F25	Dependable Me	0	27	586	3,638
	G26	Cafés and Catchments	43	333	368	368
	G27	Thriving Independence	113	1,100	2,283	3,251
	G28	Modern Parents	0	0	700	2,742
	G29	Mid-Career Convention	0	0	924	3,471
	H30	Primary Ambitions	0	2	677	1,475
	H31	Affordable Fringe	0	0	135	3,229
	H32	First-Rung Futures	0	9	710	3,838
	H33	Contemporary Starts	0	0	131	3,315
	H34	New Foundations	0	0	117	239
	H35	Flying Solo	0	146	226	624

			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	169	739
	I37	Budget Generations	0	0	233	1,372
	I38	Economical Families	0	0	148	3,626
	I39	Families on a Budget	0	0	3,608	10,289
	J40	Value Rentals	0	0	86	3,032
	J41	Youthful Endeavours	0	20	472	1,232
	J42	Midlife Renters	0	636	2,059	3,706
	J43	Renting Rooms	0	185	1,386	2,320
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	509	509
	K47	Single Essentials	0	0	807	2,497
	K48	Mature Workers	0	0	1,418	7,270
	L49	Flatlet Seniors	0	23	1,652	2,829
	L50	Pocket Pensions	0	15	591	1,850
	L51	Retirement Communities	157	917	1,960	2,616
	L52	Estate Veterans	0	0	1,160	3,099
	L53	Seasoned Survivors	0	166	2,220	6,117
	M54	Down-to-Earth Owners	0	18	355	2,543
	M55	Back with the Folks	0	69	829	8,888
	M56	Self Supporters	0	59	301	5,105
	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	193	1,087	1,695	1,877
	O61	Career Builders	6	89	283	568
	O62	Central Pulse	93	224	2,308	3,342
	O63	Flexible Workforce	0	43	62	62
	O64	Bus-Route Renters	33	235	1,036	1,370
	O65	Learners & Earners	2,161	5,844	8,777	8,777
	O66	Student Scene	3,521	4,544	5,208	5,208
	U99	Unclassified	155	1,439	4,087	4,179
Total			6,740	18,742	65,673	166,815



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

### 3. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabiters 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

## 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. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

### 3. O65 Learners & Earners

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



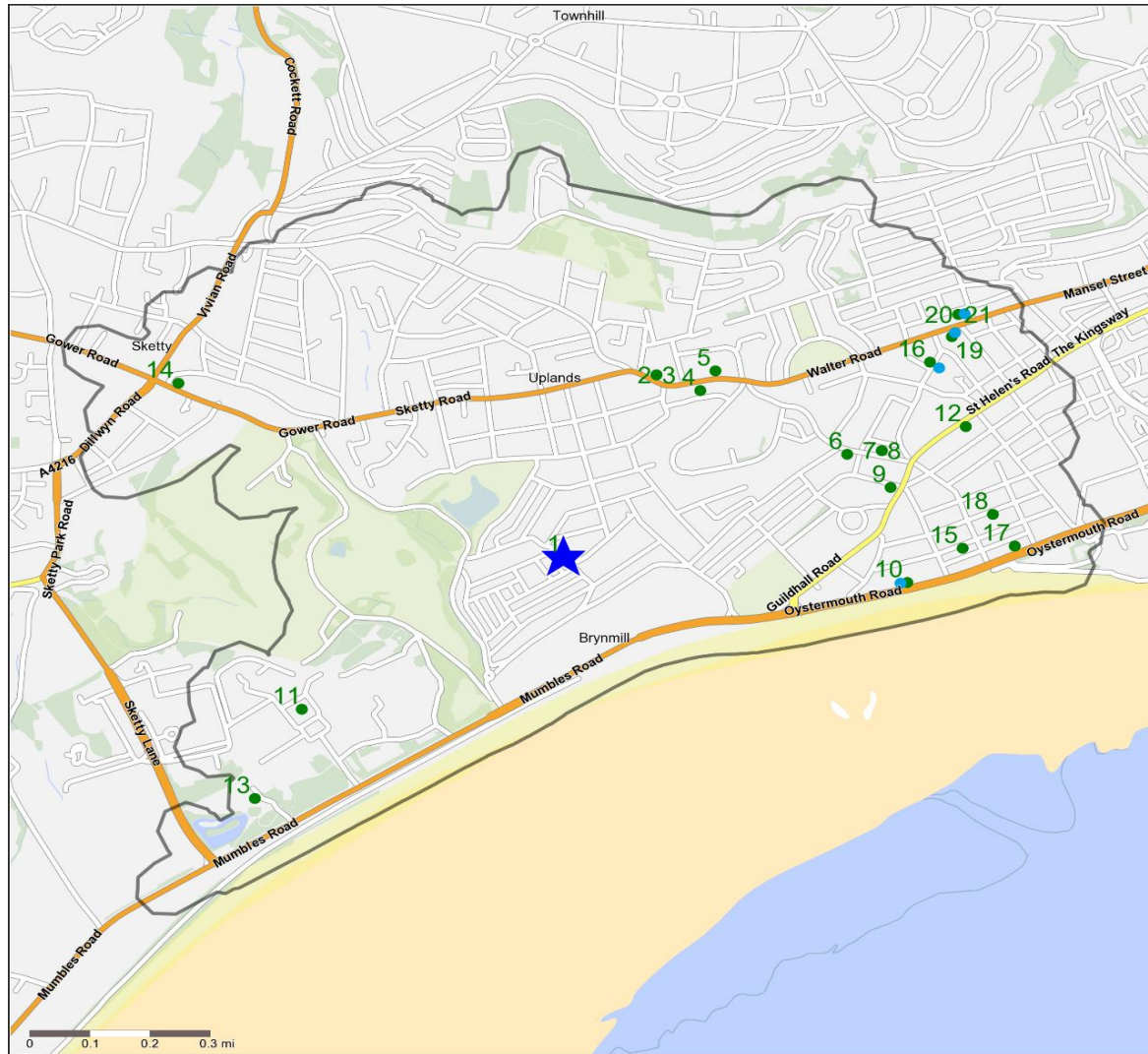
- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

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	13,078	69.8	231		309	1.6	10		3,916	20.9	40	
Male: Alone	9,140	48.8	164		5,815	31.0	199		2,348	12.5	23	
Male: Group	2,703	14.4	63		10,991	58.6	224		3,608	19.3	39	
Male: Pair	9,217	49.2	189		469	2.5	16		7,617	40.6	71	
Mixed Sex: Group	13,102	69.9	306		369	2.0	6		3,832	20.4	47	
Mixed Sex: Pair	11,863	63.3	270		1,844	9.8	30		3,595	19.2	45	
With Children	1,440	7.7	27		391	2.1	12		15,471	82.5	156	
Unknown	5,162	27.5	84		2,376	12.7	71		9,765	52.1	109	
For Eating:												
Upmarket	12,926	69.0	225		2,059	11.0	53		2,318	12.4	26	
Midmarket	13,602	72.6	211		249	1.3	15		3,452	18.4	33	
Downmarket	10,780	57.5	259		2,692	14.4	41		3,831	20.4	49	
For Drinking (monthly spend):												
Nothing	1,487	7.9	26		6,655	35.5	150		9,160	48.9	109	
Low (less than £10)	2,235	11.9	40		6,760	36.1	154		8,308	44.3	98	
Medium (Between £10 and £40)	8,324	44.4	145		419	2.2	13		8,561	45.7	91	
High (Greater than £40)	8,145	43.5	168		1,662	8.9	43		7,495	40.0	76	

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	58,459	35.0	116	12,773	7.7	47	91,408	54.8	105
Male: Alone	50,282	30.1	101	31,764	19.0	122	80,594	48.3	91
Male: Group	36,054	21.6	95	53,214	31.9	122	73,373	44.0	89
Male: Pair	49,854	29.9	115	28,276	17.0	111	84,510	50.7	88
Mixed Sex: Group	42,687	25.6	112	38,835	23.3	73	81,119	48.6	111
Mixed Sex: Pair	53,712	32.2	137	45,859	27.5	85	63,069	37.8	88
With Children	41,228	24.7	85	30,641	18.4	109	90,771	54.4	103
Unknown	40,215	24.1	73	26,678	16.0	89	95,746	57.4	120
For Eating:									
Upmarket	51,543	30.9	101	26,868	16.1	77	84,229	50.5	107
Midmarket	56,594	33.9	99	13,081	7.8	87	92,964	55.7	101
Downmarket	58,571	35.1	158	64,418	38.6	111	39,651	23.8	57
For Drinking (monthly spend):									
Nothing	44,894	26.9	89	48,168	28.9	122	69,578	41.7	93
Low (less than £10)	44,780	26.8	90	33,887	20.3	86	83,973	50.3	111
Medium (Between £10 and £40)	56,434	33.8	111	16,747	10.0	56	89,459	53.6	107
High (Greater than £40)	42,612	25.5	99	33,307	20.0	97	86,721	52.0	99

## Competitor Map



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## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Rhyddings Hotel, SA 2 0BT	Star Pubs & Bars	0.0	0.5
2	Noah's Yard, SA 2 0PG	Independent Free	8.5	2.4
3	Uplands Tavern, SA 2 0PG	Greene King	8.5	2.4
4	Verve 37, SA 2 0NX	Independent Free	9.1	2.4
5	Bar Saint James, SA 2 0PB	Independent Free	10.3	2.5
6	Mill, SA 1 4JJ	Ei Group	11.8	3.1
7	Bryn-Y-Mor Hotel, SA 1 4JQ	Greene King	13.3	3.5
8	Westbourne, SA 1 4JQ	Ei Group	13.3	3.5
9	Wig & Pen, SA 1 4BL	Ei Group	13.9	3.6
10	Bay View, SA 1 3UL	Star Pubs & Bars	14.2	3.4
11	Jc's, SA 2 8PP	Independent Free	15.4	3.6
12	Topo Gigio Restaurant & Wine Bar, SA 1 4BD	Independent Free	16.6	4.2
13	Pub On The Pond, SA 2 8PY	Greene King	16.9	3.1
14	Vivian Arms, SA 2 9BZ	Brain	16.9	3.3
15	Tredegar Arms, SA 1 3UB	Independent Free	16.9	4.2
16	Brunswick Inn, SA 1 4HS	Star Pubs & Bars	16.9	4.5
17	Seabeach Hotel, SA 1 3UH	Admiral Taverns Ltd	17.2	4.3
18	Badminton Hotel, SA 1 3UT	Independent Free	17.5	4.6
19	St George Hotel, SA 1 5NN	Star Pubs & Bars	17.8	4.2
20	Bar Reef, SA 1 5RG	Star Pubs & Bars	18.4	4.5