

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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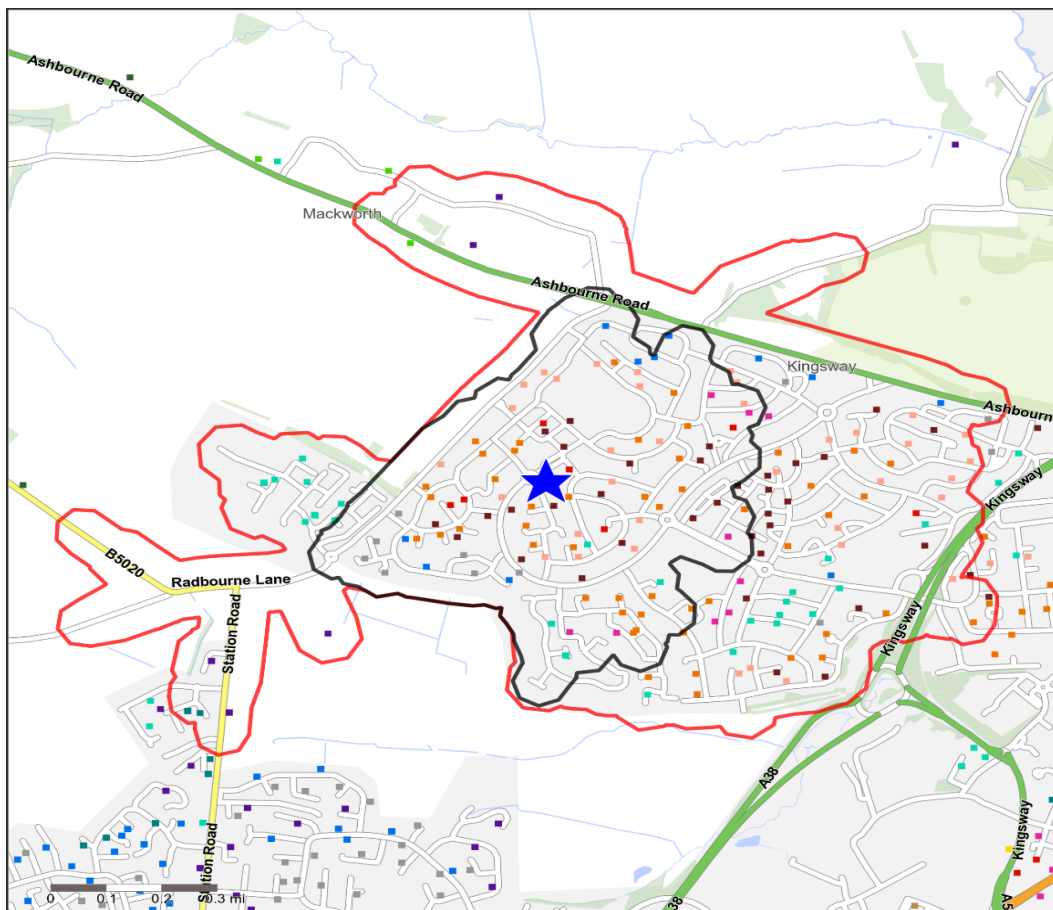
Number of Pubs	2	5	339
Catchment Adults 18+	3,444	7,194	308,688
Catchment Adults 18+ Per Pub	1,722	1,439	911
Populaton Projection 2018 to 2028 (% change)	3.68%	3.58%	5.97%

		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	3,257	94.6	183	1	High Street Pub	6,381	88.7	171	1	High Street Pub	219,266	71.0	137
2	Community Pub	3,075	89.3	192	2	Community Pub	6,033	83.9	180	2	Community Pub	166,712	54.0	116
3	Premium Local	938	27.2	43	3	Premium Local	2,210	30.7	49	3	Premium Local	154,898	50.2	80
4	Circuit Bar	225	6.5	51	4	Great Pub Great Food	915	12.7	98	4	Great Pub Great Food	108,159	35.0	271
5	Great Pub Great Food	214	6.2	15	5	Circuit Bar	848	11.8	29	5	Bit of Style	70,173	22.7	56
6	Bit of Style	108	3.1	12	6	Bit of Style	683	9.5	35	6	Circuit Bar	42,342	13.7	51
7	Craft Led	53	1.5	15	7	Craft Led	101	1.4	14	7	Craft Led	28,986	9.4	91

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	146	4.2	48	352	4.9	55	26,269	8.5	96
C1	313	9.1	74	654	9.1	74	35,399	11.5	94
C2	362	10.5	127	761	10.6	128	26,076	8.4	102
DE	504	14.6	142	945	13.1	128	36,186	11.7	114

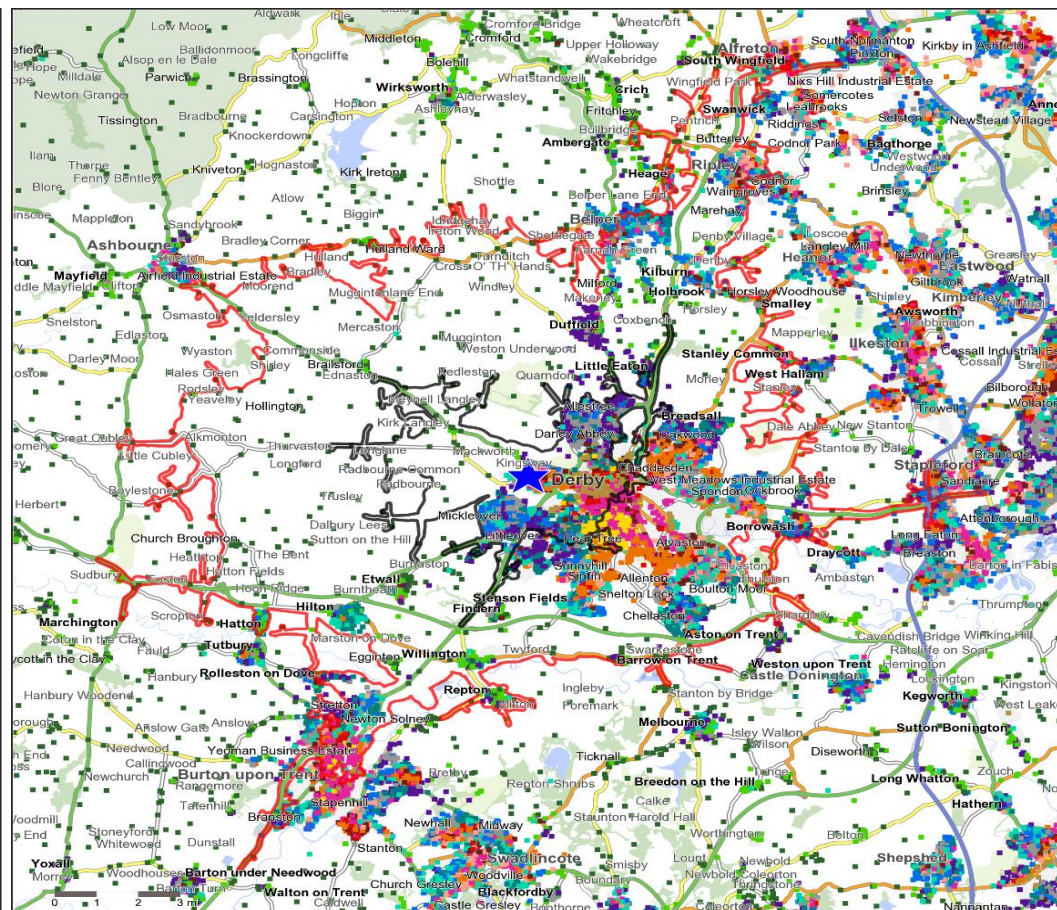
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,625	76.2	230	4,946	68.8	207	135,696	44.0	133
Medium (7-13)	557	16.2	49	1,477	20.5	62	102,886	33.3	101
High (14-19)	148	4.3	15	373	5.2	18	53,066	17.2	60

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

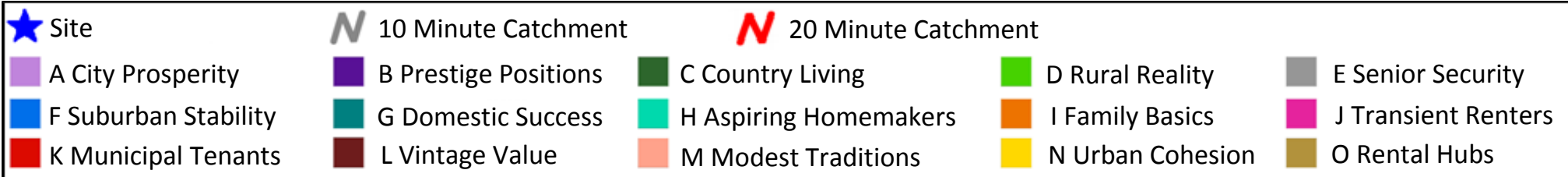


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	138	138
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	103	680
B06	Diamond Days	0	0	989	2,076
B07	Alpha Families	0	43	1,602	4,542
B08	Bank of Mum and Dad	0	19	1,736	4,790
B09	Empty-Nest Adventure	0	7	3,522	9,204
C10	Wealthy Landowners	0	28	612	5,819
C11	Rural Vogue	0	38	136	1,348
C12	Scattered Homesteads	0	0	128	698
C13	Village Retirement	0	0	208	3,674
D14	Satellite Settlers	0	40	202	7,448
D15	Local Focus	0	0	31	2,675
D16	Outlying Seniors	0	0	0	1,741
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	1	2,937	3,555
E19	Bungalow Heaven	90	96	3,678	11,076
E20	Classic Grandparents	37	46	1,626	5,306
E21	Solo Retirees	36	91	1,294	5,318
F22	Boomerang Boarders	101	135	2,842	7,752
F23	Family Ties	0	1	874	2,916
F24	Fledgling Free	81	146	837	10,009
F25	Dependable Me	55	70	2,446	10,062
G26	Cafés and Catchments	0	0	758	773
G27	Thriving Independence	0	0	2,444	3,205
G28	Modern Parents	0	37	595	11,637
G29	Mid-Career Convention	0	9	3,216	11,846
H30	Primary Ambitions	0	22	514	3,047
H31	Affordable Fringe	32	391	1,335	13,363
H32	First-Rung Futures	0	26	1,138	10,235
H33	Contemporary Starts	72	324	1,190	9,288
H34	New Foundations	24	218	579	1,957
H35	Flying Solo	0	0	342	1,776

		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	26	343	1,723
I37	Budget Generations	500	1,019	1,120	5,490
I38	Economical Families	553	725	900	8,374
I39	Families on a Budget	72	236	757	13,221
J40	Value Rentals	11	48	111	3,368
J41	Youthful Endeavours	75	205	742	2,010
J42	Midlife Renters	0	0	1,440	7,413
J43	Renting Rooms	96	119	5,929	19,612
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	53	75	2,273	4,072
K48	Mature Workers	125	125	198	3,568
L49	Flatlet Seniors	0	0	1,001	3,217
L50	Pocket Pensions	29	148	1,028	5,629
L51	Retirement Communities	0	129	917	1,375
L52	Estate Veterans	434	697	858	3,736
L53	Seasoned Survivors	182	309	538	3,948
M54	Down-to-Earth Owners	572	656	676	4,946
M55	Back with the Folks	99	705	1,119	5,846
M56	Self Supporters	113	185	319	7,566
N57	Community Elders	0	0	1,062	1,670
N58	Culture & Comfort	0	0	275	433
N59	Large Family Living	0	0	2,535	13,180
N60	Ageing Access	0	0	837	1,279
O61	Career Builders	0	0	1,727	2,557
O62	Central Pulse	0	0	1,944	2,499
O63	Flexible Workforce	0	0	202	236
O64	Bus-Route Renters	0	0	1,580	2,658
O65	Learners & Earners	0	0	7,075	7,237
O66	Student Scene	0	0	371	374
U99	Unclassified	0	0	2,942	3,498
Total		3,442	7,195	78,871	308,689

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. 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

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. 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. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



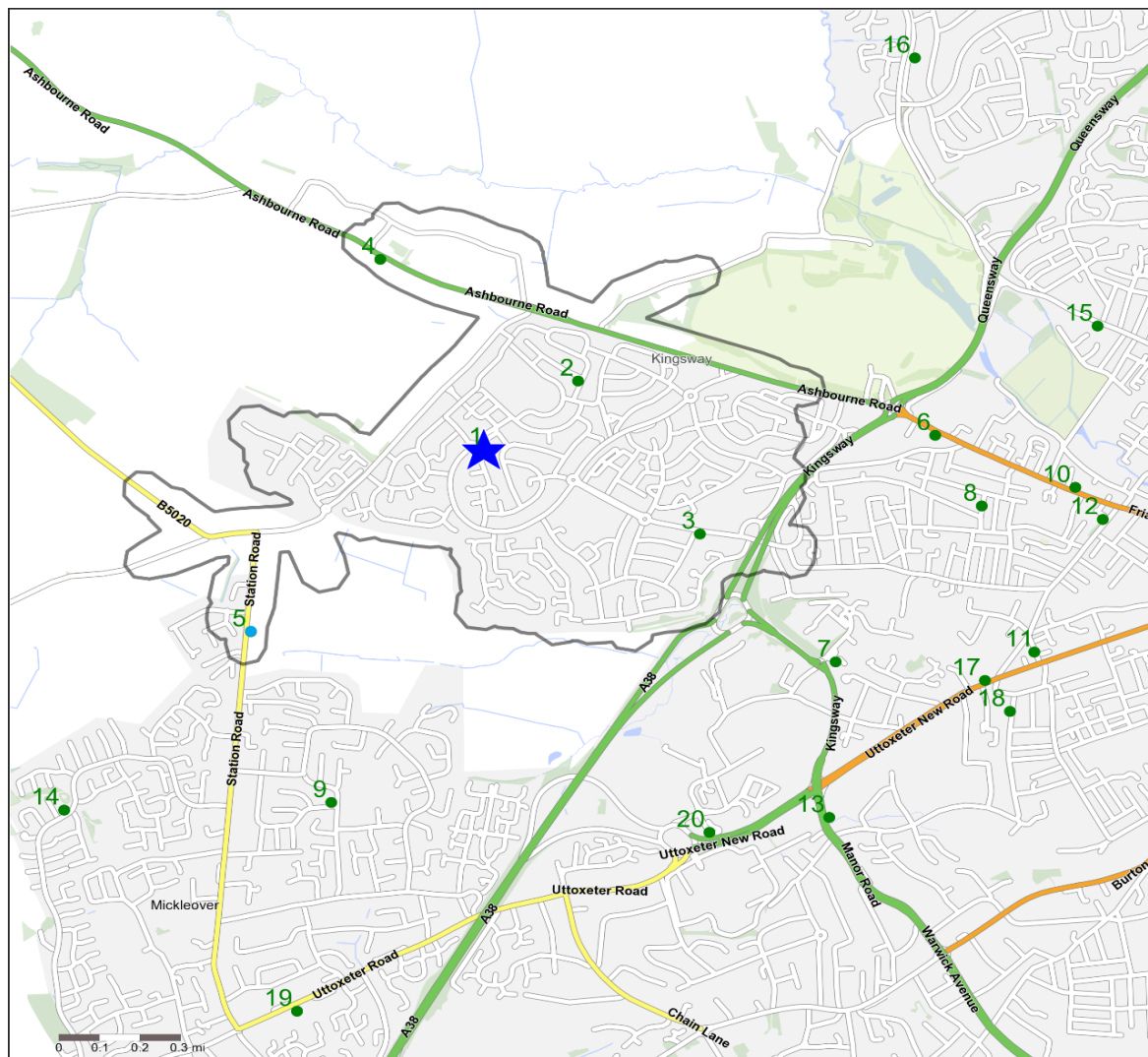
- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: 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	2,308	32.1	106	1,638	22.8	139	3,248	45.1	87	
Male: Alone	3,372	46.9	157	404	5.6	36	3,418	47.5	89	
Male: Group	1,888	26.2	115	1,932	26.9	103	3,374	46.9	94	
Male: Pair	2,280	31.7	122	1,744	24.2	159	3,170	44.1	77	
Mixed Sex: Group	2,772	38.5	169	2,048	28.5	89	2,374	33.0	75	
Mixed Sex: Pair	2,401	33.4	142	2,236	31.1	96	2,557	35.5	83	
With Children	3,905	54.3	188	827	11.5	68	2,461	34.2	65	
Unknown	3,119	43.4	132	770	10.7	60	3,306	46.0	96	
For Eating:										
Upmarket	2,624	36.5	119	1,496	20.8	100	3,074	42.7	90	
Midmarket	2,867	39.9	116	467	6.5	72	3,860	53.7	97	
Downmarket	4,041	56.2	253	1,575	21.9	63	1,579	21.9	53	
For Drinking (monthly spend):										
Nothing	3,945	54.8	181	825	11.5	49	2,425	33.7	75	
Low (less than £10)	2,390	33.2	111	1,797	25.0	106	3,008	41.8	92	
Medium (Between £10 and £40)	2,390	33.2	109	1,599	22.2	125	3,206	44.6	89	
High (Greater than £40)	1,944	27.0	104	2,080	28.9	141	3,170	44.1	84	

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	84,881	27.5	91	57,410	18.6	114	162,899	52.8	101	
Male: Alone	113,953	36.9	124	50,417	16.3	105	140,820	45.6	86	
Male: Group	66,758	21.6	95	93,736	30.4	116	144,696	46.9	94	
Male: Pair	82,547	26.7	103	68,742	22.3	146	153,901	49.9	87	
Mixed Sex: Group	85,950	27.8	122	88,263	28.6	90	130,977	42.4	97	
Mixed Sex: Pair	96,575	31.3	133	101,286	32.8	101	107,330	34.8	81	
With Children	116,293	37.7	130	51,998	16.8	100	136,899	44.3	84	
Unknown	112,828	36.6	111	37,770	12.2	68	154,591	50.1	105	
For Eating:										
Upmarket	97,340	31.5	103	69,721	22.6	108	138,129	44.7	95	
Midmarket	105,576	34.2	100	18,869	6.1	68	180,746	58.6	106	
Downmarket	90,948	29.5	133	116,020	37.6	108	98,223	31.8	77	
For Drinking (monthly spend):										
Nothing	79,255	25.7	85	92,395	29.9	127	133,541	43.3	97	
Low (less than £10)	91,504	29.6	99	76,711	24.9	106	136,976	44.4	98	
Medium (Between £10 and £40)	97,548	31.6	103	43,513	14.1	79	164,129	53.2	106	
High (Greater than £40)	65,401	21.2	82	68,213	22.1	108	171,576	55.6	106	

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	Bull & Bush, DE22 4JG	Star Pubs & Bars	0.0	0.3
2	Woodpecker, DE22 4EF	Ei Group	7.9	1.8
3	Kingsway Hotel, DE22 4AF	Ei Group	14.5	2.8
4	Mundy Arms, DE22 4LZ	Greene King	18.1	2.3
5	Great Northern Hotel, DE 3 9FB	Star Pubs & Bars	18.7	2.9
6	Travellers Rest, DE22 3AJ	Star Pubs & Bars	26.6	3.9
7	Kings Highway, DE22 3NH	Marston's	29.6	5.8
8	New Zealand Arms, DE22 3GL	Star Pubs & Bars	30.5	5.7
9	Robin Hotel, DE 3 9HD	Ei Group	33.2	5.5
10	Mr Grundys Tavern, DE22 3AD	Independent Free	34.1	5.4
11	Junction Tavern, DE 1 1LX	Admiral Taverns Ltd	35.9	6.4
12	Last Post Ale House, DE 1 1GA	Independent Free	36.5	6.2
13	Argosy, DE22 3HZ	Mitchells & Butlers	37.4	6.2
14	Honeycomb, DE 3 0NR	Everards	37.7	6.0
15	Jonty Farmer, DE22 1FT	Marston's	38.0	5.3
16	Markeaton, DE22 2TF	Mitchells & Butlers	38.0	6.4
17	Rowditch, DE22 3LL	Independent Free	38.6	6.9
18	Bedford Arms, DE22 3PB	Marston's	39.8	7.6
19	Nags Head, DE 3 9GF	Greene King	43.5	7.2
20	Mallard, DE22 3HN	Whitbread	44.7	8.1