

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	46	64	187
Catchment Adults 18+	9,127	25,917	226,816
Catchment Adults 18+ Per Pub	198	405	1,213
Populaton Projection 2020 to 2030 (% change)	-0.35%	0.30%	3.44%

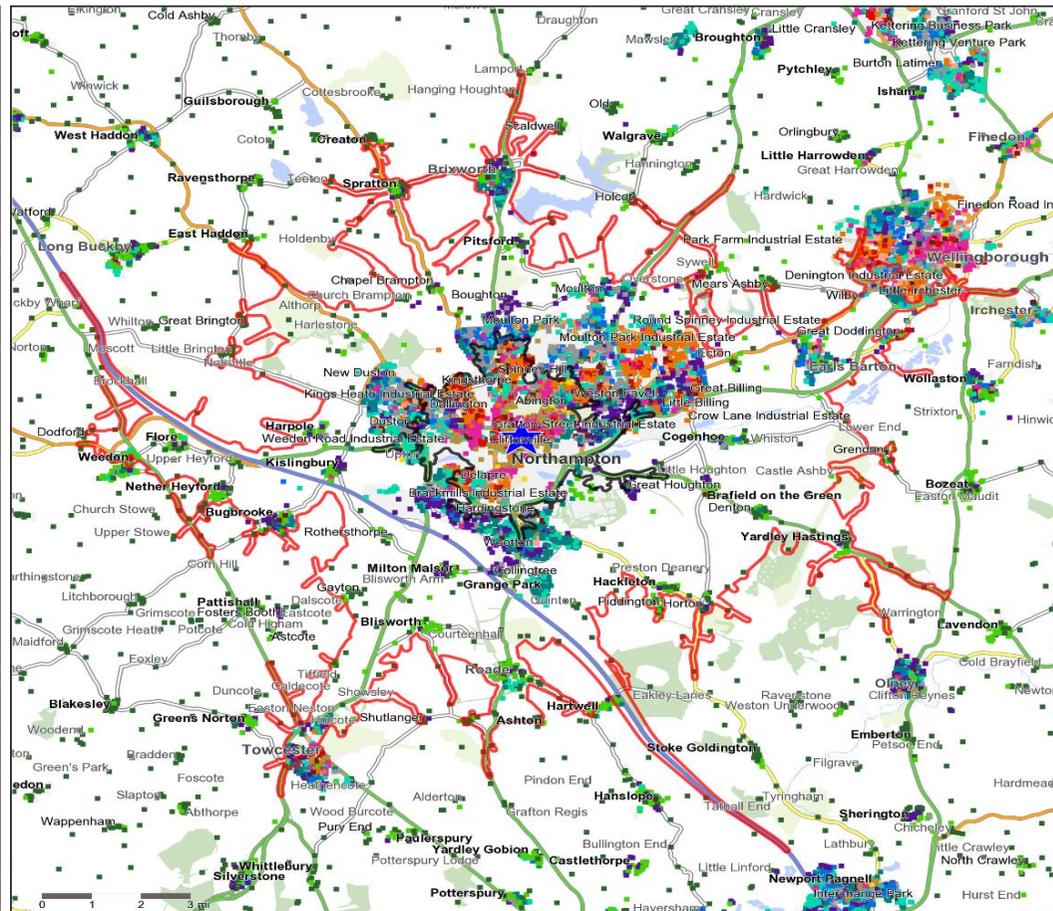
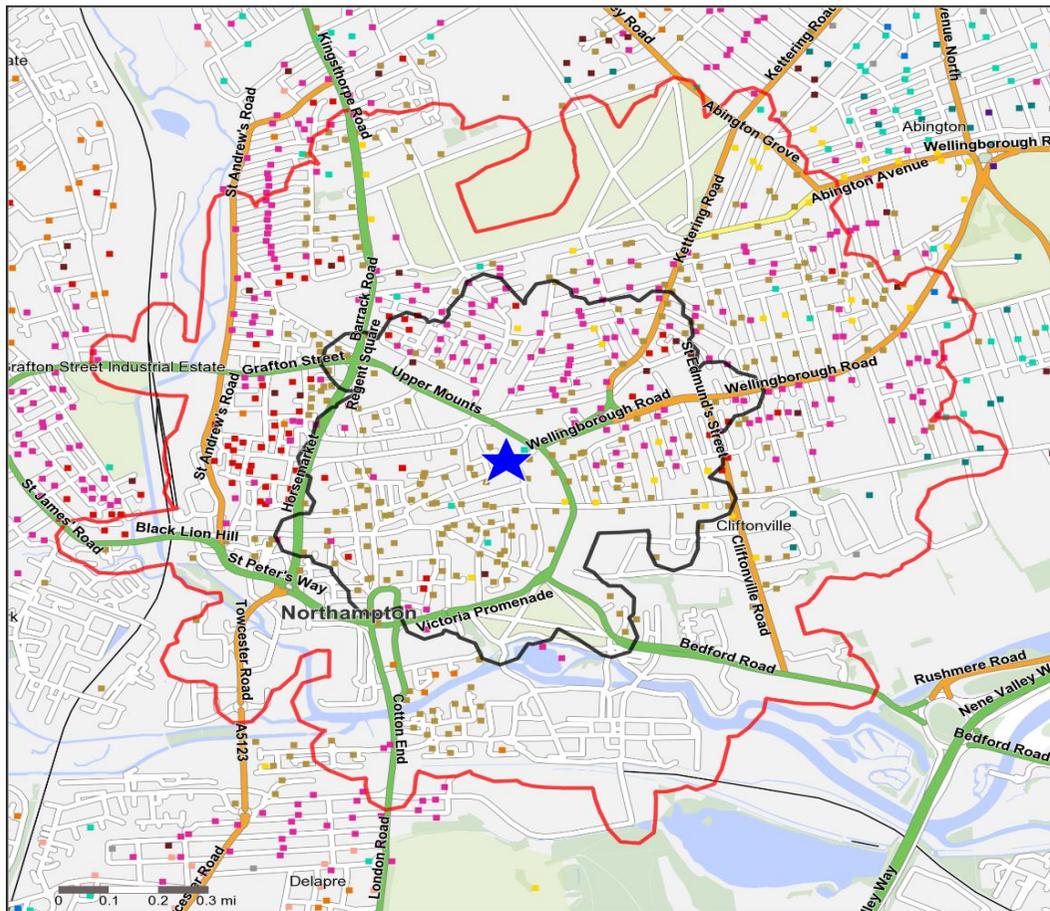
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	8,206	89.9	171	1	High Street Pub	23,007	88.8	169	1	High Street Pub	164,883	72.7	138
2	Community Pub	5,488	60.1	128	2	Community Pub	16,478	63.6	136	2	Community Pub	118,071	52.1	111
3	Craft Led	4,820	52.8	83	3	Circuit Bar	12,388	47.8	75	3	Premium Local	117,409	51.8	81
4	Circuit Bar	4,703	51.5	360	4	Craft Led	12,376	47.8	333	4	Great Pub Great Food	84,175	37.1	259
5	Bit of Style	4,271	46.8	116	5	Bit of Style	10,964	42.3	105	5	Bit of Style	70,458	31.1	77
6	Premium Local	2,118	23.2	81	6	Premium Local	7,039	27.2	95	6	Circuit Bar	41,849	18.5	64
7	Great Pub Great Food	576	6.3	56	7	Great Pub Great Food	2,118	8.2	72	7	Craft Led	26,883	11.9	105

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	879	9.6	109	2,458	9.5	107	20,939	9.2	104
C1	1,556	17.0	139	4,286	16.5	135	30,832	13.6	111
C2	755	8.3	100	2,203	8.5	103	20,138	8.9	108
DE	1,464	16.0	156	4,320	16.7	162	24,421	10.8	105

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)	6,563	71.9	216	18,043	69.6	209	81,541	36.0	108
Medium (7-13)	2,041	22.4	67	6,718	25.9	78	86,061	37.9	114
High (14-19)	106	1.2	4	780	3.0	11	56,694	25.0	88

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	2	2
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	4	405
B06	Diamond Days	0	0	582	2,504
B07	Alpha Families	0	5	299	4,420
B08	Bank of Mum and Dad	0	0	595	3,529
B09	Empty-Nest Adventure	0	0	900	5,591
C10	Wealthy Landowners	0	0	3	2,174
C11	Rural Vogue	0	0	0	1,176
C12	Scattered Homesteads	0	0	0	81
C13	Village Retirement	0	0	25	4,722
D14	Satellite Settlers	0	0	53	8,709
D15	Local Focus	0	0	0	3,284
D16	Outlying Seniors	0	0	1	2,943
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	730	2,277
E19	Bungalow Heaven	0	0	1,526	6,863
E20	Classic Grandparents	0	0	1,283	5,809
E21	Solo Retirees	0	0	2,928	6,483
F22	Boomerang Boarders	0	0	593	4,024
F23	Family Ties	0	1	620	3,281
F24	Fledgling Free	0	1	183	2,730
F25	Dependable Me	0	0	652	4,455
G26	Cafés and Catchments	0	14	301	379
G27	Thriving Independence	23	242	1,561	4,067
G28	Modern Parents	0	0	1,135	12,500
G29	Mid-Career Convention	0	0	199	6,370
H30	Primary Ambitions	0	219	5,359	11,760
H31	Affordable Fringe	0	0	737	3,528
H32	First-Rung Futures	0	0	1,974	6,228
H33	Contemporary Starts	0	0	1,817	11,445
H34	New Foundations	65	106	552	1,111
H35	Flying Solo	0	9	542	1,769

		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	183	4,355	6,469
I37	Budget Generations	0	0	323	988
I38	Economical Families	0	0	902	3,136
I39	Families on a Budget	0	54	5,058	13,769
J40	Value Rentals	0	0	104	615
J41	Youthful Endeavours	1	68	953	2,057
J42	Midlife Renters	52	1,286	7,299	10,518
J43	Renting Rooms	3,202	7,671	11,802	12,324
K44	Inner City Stalwarts	105	115	115	115
K45	City Diversity	3	15	15	15
K46	High Rise Residents	0	189	189	189
K47	Single Essentials	636	1,993	3,582	4,674
K48	Mature Workers	0	0	755	2,251
L49	Flatlet Seniors	150	488	999	1,188
L50	Pocket Pensions	0	0	594	2,458
L51	Retirement Communities	75	171	821	1,926
L52	Estate Veterans	2	10	2,402	3,880
L53	Seasoned Survivors	0	18	401	466
M54	Down-to-Earth Owners	0	0	34	226
M55	Back with the Folks	0	0	992	2,964
M56	Self Supporters	0	0	994	1,947
N57	Community Elders	0	0	165	165
N58	Culture & Comfort	0	276	288	288
N59	Large Family Living	0	0	0	0
N60	Ageing Access	258	934	1,762	1,776
O61	Career Builders	553	1,636	2,630	3,227
O62	Central Pulse	2,075	3,760	4,040	4,040
O63	Flexible Workforce	706	2,026	2,508	2,508
O64	Bus-Route Renters	371	1,474	2,732	3,580
O65	Learners & Earners	770	2,788	3,963	3,982
O66	Student Scene	79	163	167	455
U99	Unclassified	0	0	0	0
Total		9,126	25,915	86,100	226,815

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. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

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

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. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



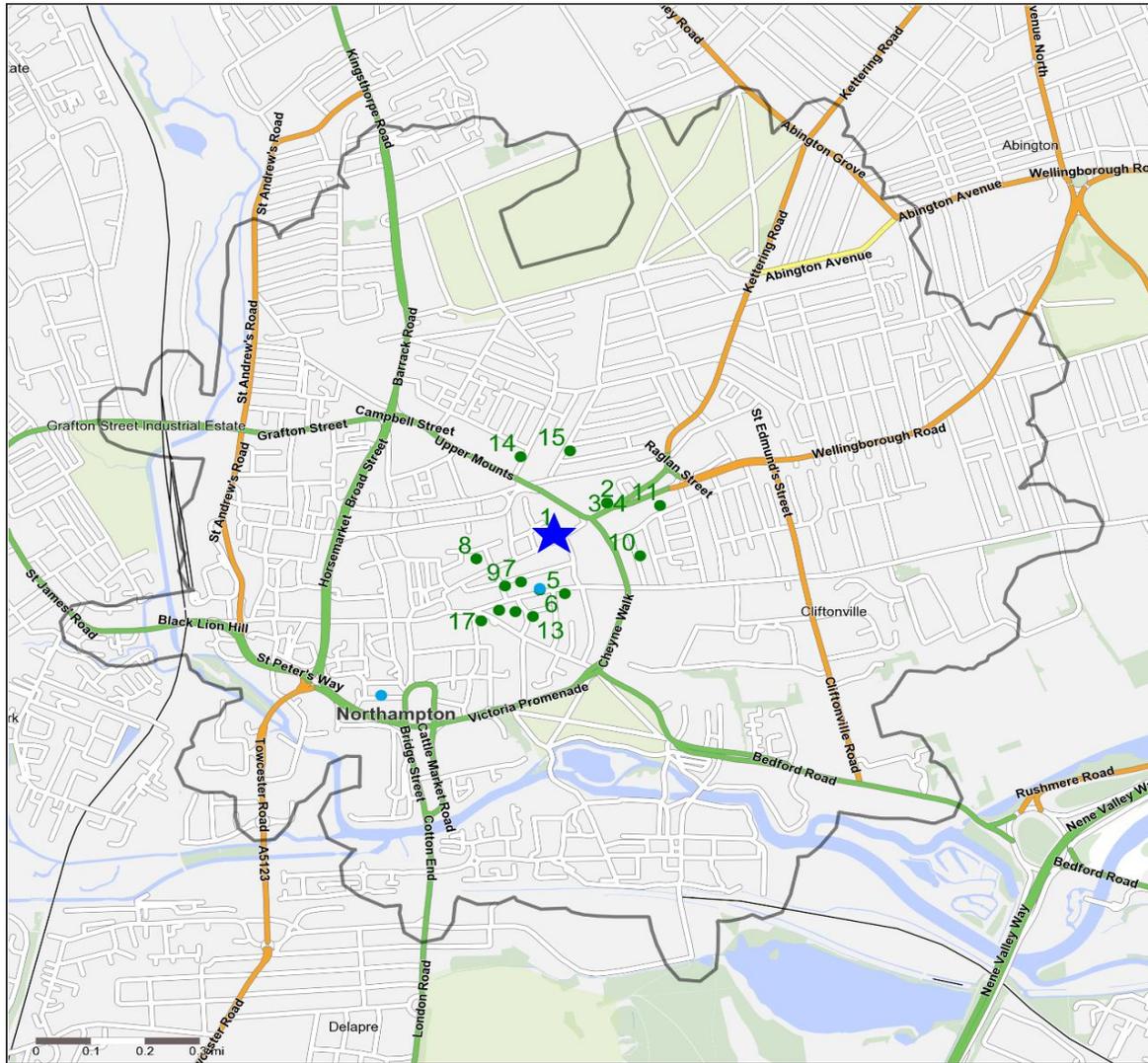
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. 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	14,956	57.7	179	9,495	36.6	216	1,466	5.7	11		
Male: Alone	16,955	65.4	220	4,278	16.5	100	4,684	18.1	34		
Male: Group	8,074	31.2	136	13,024	50.3	186	4,820	18.6	37		
Male: Pair	15,237	58.8	225	7,795	30.1	196	2,885	11.1	19		
Mixed Sex: Group	22,576	87.1	354	1,175	4.5	14	2,166	8.4	19		
Mixed Sex: Pair	9,474	36.6	151	13,565	52.3	158	2,879	11.1	26		
With Children	11,682	45.1	152	2,263	8.7	50	11,971	46.2	88		
Unknown	14,197	54.8	158	3,869	14.9	81	7,851	30.3	65		
For Eating:											
Upmarket	13,302	51.3	160	11,669	45.0	208	946	3.7	8		
Midmarket	24,563	94.8	263	314	1.2	13	1,040	4.0	7		
Downmarket	4,647	17.9	77	9,097	35.1	99	12,173	47.0	113		
For Drinking (monthly spend):											
Nothing	3,445	13.3	43	4,520	17.4	74	17,952	69.3	151		
Low (less than £10)	1,169	4.5	15	5,733	22.1	93	19,016	73.4	158		
Medium (Between £10 and £40)	7,717	29.8	97	5,446	21.0	116	12,754	49.2	96		
High (Greater than £40)	11,569	44.6	169	1,832	7.1	34	12,517	48.3	91		

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	86,105	38.0	118	42,949	18.9	112	97,762	43.1	85	
Male: Alone	62,785	27.7	93	45,867	20.2	122	118,164	52.1	97	
Male: Group	42,583	18.8	82	69,265	30.5	113	114,968	50.7	101	
Male: Pair	54,634	24.1	92	36,316	16.0	104	135,867	59.9	102	
Mixed Sex: Group	61,956	27.3	111	85,527	37.7	117	79,333	35.0	81	
Mixed Sex: Pair	74,278	32.7	135	85,944	37.9	115	66,594	29.4	69	
With Children	76,527	33.7	114	48,912	21.6	123	101,377	44.7	85	
Unknown	71,742	31.6	91	48,793	21.5	116	106,281	46.9	100	
For Eating:										
Upmarket	69,894	30.8	96	62,173	27.4	127	94,749	41.8	90	
Midmarket	78,533	34.6	96	24,066	10.6	116	124,217	54.8	100	
Downmarket	53,171	23.4	101	102,282	45.1	128	71,363	31.5	76	
For Drinking (monthly spend):										
Nothing	61,004	26.9	88	63,261	27.9	118	102,551	45.2	99	
Low (less than £10)	69,974	30.9	104	58,071	25.6	108	98,770	43.5	94	
Medium (Between £10 and £40)	73,598	32.4	105	27,108	12.0	66	126,110	55.6	109	
High (Greater than £40)	60,741	26.8	101	31,251	13.8	66	134,824	59.4	112	

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	Wedgwood, NN 1 2BH	Star Pubs & Bars	0.0	0.4
2	Aruba, NN 1 4AE	*Other Small Retail Groups	2.4	3.1
3	Black Prince, NN 1 4AE	Independent Free	2.4	3.1
4	Press, NN 1 4AE	Trust Inns Limited	2.4	3.1
5	Cafe Cest La Vie, NN 1 1JW	Independent Free	3.0	4.2
6	Baroque, NN 1 1JF	Star Pubs & Bars	3.3	4.6
7	Cordwainer, NN 1 2AQ	Wetherspoon	3.3	4.7
8	Zapato Lounge, NN 1 2EB	Loungers	3.6	1.2
9	Market Tavern, NN 1 2AA	Greene King	3.6	4.6
10	Princess Alexandra, NN 1 5QP	*Other Small Retail Groups	4.2	4.1
11	Punch & Judy, NN 1 4DN	Unknown	4.5	4.0
12	Borija, NN 1 1JS	Independent Free	4.8	5.2
13	Sazerac, NN 1 1JX	Independent Free	4.8	5.4
14	Charles Bradlaugh, NN 1 3AU	Independent Free	5.1	2.8
15	Lamplighter, NN 1 3JS	Independent Free	6.0	3.1
16	Mailcoach, NN 1 1UB	Ei Group	6.0	5.3
17	Maule Collective, NN 1 1UB	Maule Brewing Company	6.0	5.3
18	Gin And Temple, NN 1 1JA	Independent Free	6.3	4.9
19	Optimist, NN 1 1JA	Mitchells & Butlers	6.3	4.9
20	Wig & Pen, NN 1 1JA	Independent Free	6.3	4.9