

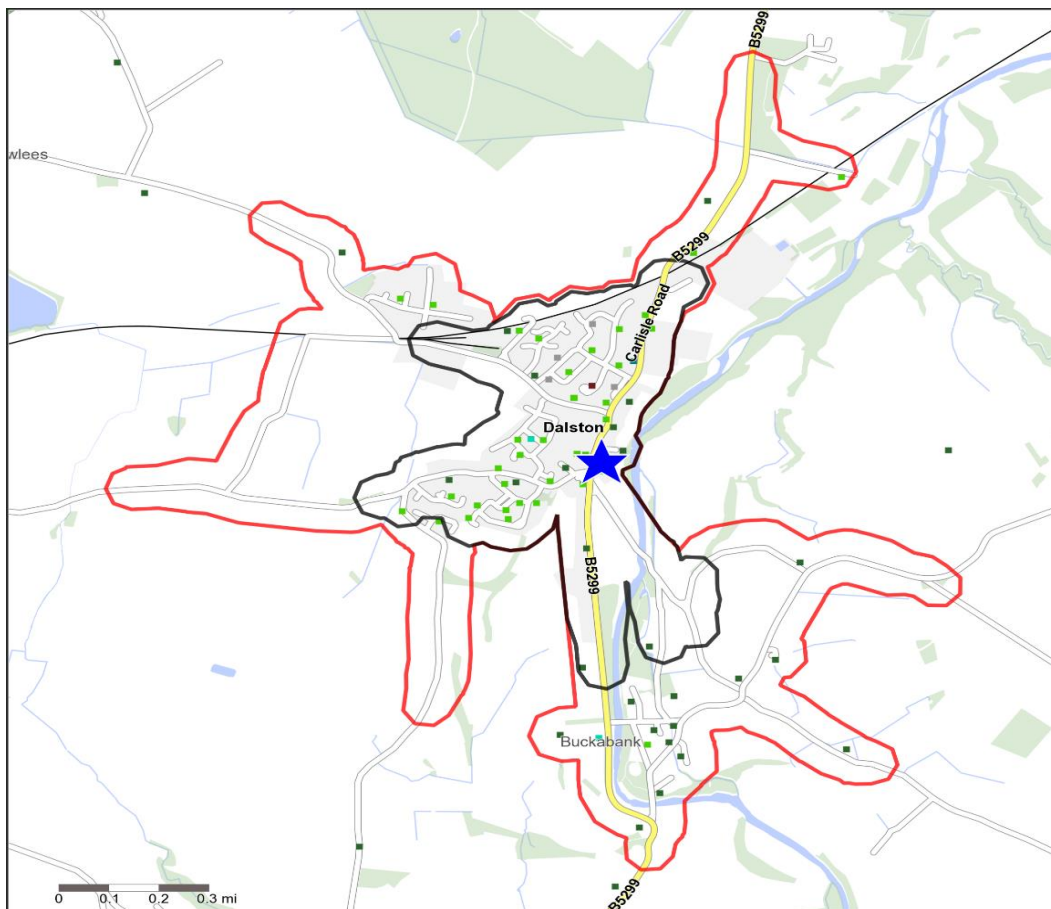
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	2	106
Catchment Adults 18+	1,153	1,445	84,965
Catchment Adults 18+ Per Pub	1,153	723	802
Populaton Projection 2018 to 2028 (% change)	-0.74%	-0.53%	1.31%

		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	Premium Local	840	72.9	141	1	Premium Local	1,076	74.5	144	1	High Street Pub	59,562	70.1	135
2	Great Pub Great Food	828	71.8	154	2	Great Pub Great Food	1,065	73.7	158	2	Community Pub	58,383	68.7	147
3	Community Pub	236	20.5	32	3	Community Pub	317	21.9	35	3	Premium Local	39,083	46.0	73
4	High Street Pub	194	16.8	130	4	High Street Pub	241	16.7	129	4	Great Pub Great Food	29,016	34.2	264
5	Bit of Style	28	2.4	6	5	Bit of Style	31	2.1	5	5	Bit of Style	13,130	15.5	38
6	Circuit Bar	12	1.0	4	6	Circuit Bar	14	1.0	4	6	Circuit Bar	7,926	9.3	35
7	Craft Led	0	0.0	0	7	Craft Led	2	0.1	1	7	Craft Led	4,176	4.9	48

	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	81	7.0	79	111	7.7	87	5,257	6.2	70
C1	119	10.3	84	149	10.3	84	9,323	11.0	89
C2	73	6.3	77	97	6.7	81	8,638	10.2	123
DE	72	6.2	61	89	6.2	60	11,292	13.3	129

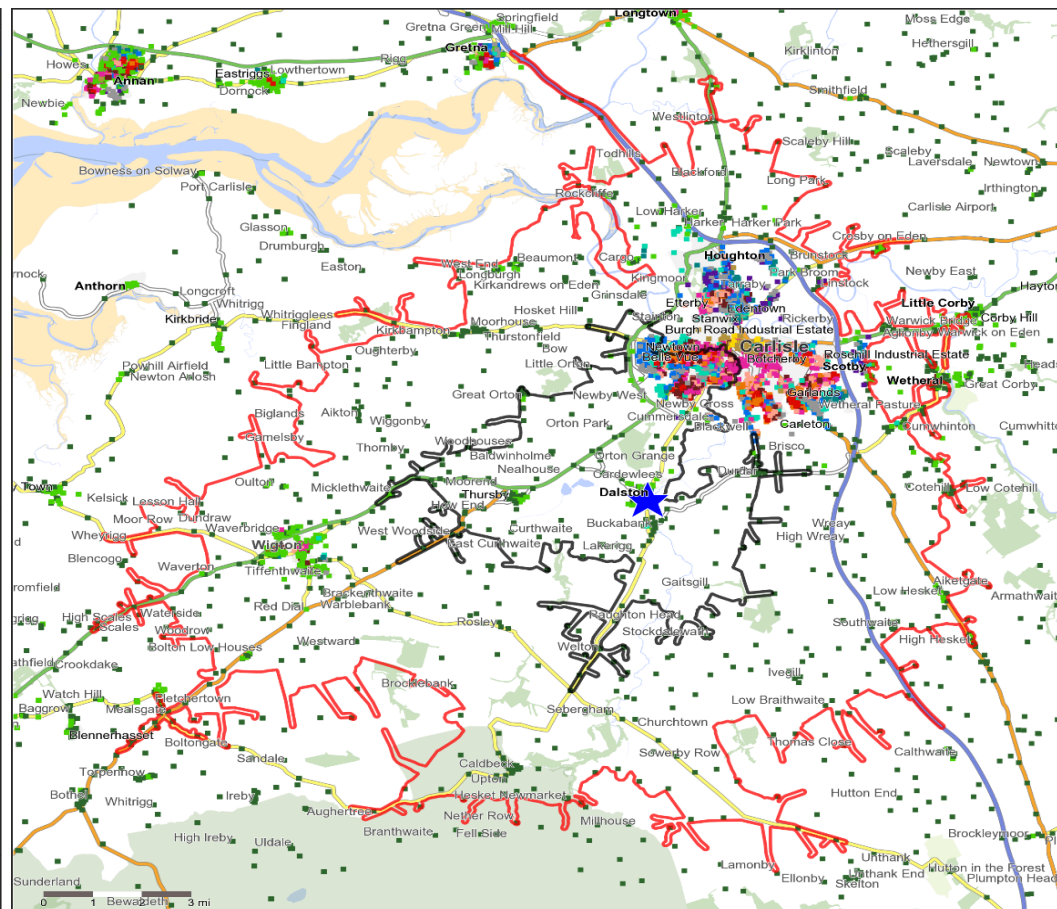
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	189	16.4	49	221	15.3	46	40,629	47.8	144
Medium (7-13)	548	47.5	143	635	43.9	133	28,676	33.8	102
High (14-19)	284	24.6	87	418	28.9	102	9,422	11.1	39

## 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	0	6
	B06	Diamond Days	0	0	0	42
	B07	Alpha Families	0	0	0	67
	B08	Bank of Mum and Dad	0	0	7	262
	B09	Empty-Nest Adventure	0	0	0	1,330
	C10	Wealthy Landowners	10	44	130	388
	C11	Rural Vogue	4	77	536	2,301
	C12	Scattered Homesteads	30	59	1,148	6,172
	C13	Village Retirement	144	220	847	3,133
	D14	Satellite Settlers	623	648	1,081	2,343
	D15	Local Focus	28	32	102	1,871
	D16	Outlying Seniors	137	183	425	2,360
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	0	458
	E19	Bungalow Heaven	107	111	1,306	2,906
	E20	Classic Grandparents	0	0	424	1,308
	E21	Solo Retirees	0	0	286	1,216
	F22	Boomerang Boarders	0	0	179	1,256
	F23	Family Ties	0	0	113	559
	F24	Fledgling Free	0	0	2,390	4,474
	F25	Dependable Me	0	0	144	1,560
	G26	Cafés and Catchments	0	0	0	11
	G27	Thriving Independence	0	0	0	354
	G28	Modern Parents	0	0	105	839
	G29	Mid-Career Convention	16	17	94	1,818
	H30	Primary Ambitions	0	0	62	630
	H31	Affordable Fringe	0	0	1,378	2,973
	H32	First-Rung Futures	0	0	487	1,760
	H33	Contemporary Starts	0	0	522	1,578
	H34	New Foundations	12	12	90	365
	H35	Flying Solo	0	2	6	346

				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	4	63
	I37	Budget Generations		0	0	83	652
	I38	Economical Families		0	0	531	1,913
	I39	Families on a Budget		0	0	638	2,904
	J40	Value Rentals		0	0	1,678	3,908
	J41	Youthful Endeavours		0	0	203	440
	J42	Midlife Renters		0	0	356	2,447
	J43	Renting Rooms		0	0	1,549	4,800
	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		0	0	336	549
	K48	Mature Workers		0	0	732	3,949
	L49	Flatlet Seniors		0	0	655	1,582
	L50	Pocket Pensions		41	41	480	1,425
	L51	Retirement Communities		0	0	0	543
	L52	Estate Veterans		0	0	299	601
	L53	Seasoned Survivors		0	0	1,707	2,675
	M54	Down-to-Earth Owners		0	0	987	3,140
	M55	Back with the Folks		0	0	370	1,261
	M56	Self Supporters		0	0	915	3,442
	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	23	267
	O61	Career Builders		0	0	0	158
	O62	Central Pulse		0	0	0	144
	O63	Flexible Workforce		0	0	0	39
	O64	Bus-Route Renters		0	0	318	1,525
	O65	Learners & Earners		0	0	19	1,066
	O66	Student Scene		0	0	6	114
	U99	Unclassified		0	0	267	671
Total				1,152	1,446	24,018	84,964



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

### 2. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

### 3. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

### 2. 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

### 3. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

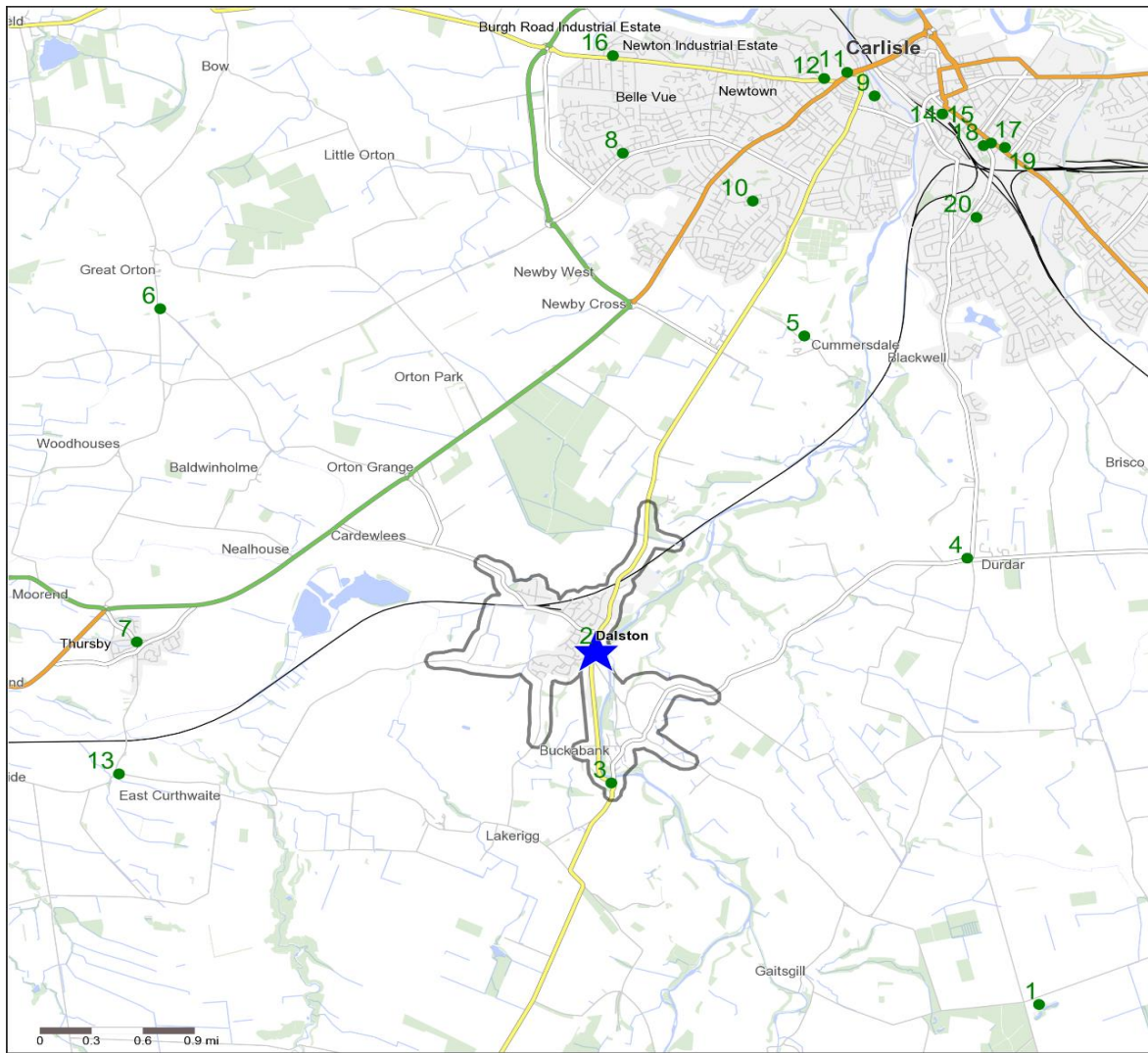
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk:

EMSUKHelpdesk@experian.com | 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	Target Customers	% of Population	Index
Female: Alone, Pair or Group	12	0.8	3	680	47.1	288	754	52.2	100			
Male: Alone	224	15.5	52	17	1.2	8	1,204	83.3	156			
Male: Group	41	2.8	12	380	26.3	100	1,024	70.9	143			
Male: Pair	41	2.8	11	12	0.8	5	1,392	96.3	168			
Mixed Sex: Group	12	0.8	4	1,212	83.9	263	221	15.3	35			
Mixed Sex: Pair	665	46.0	196	573	39.7	122	208	14.4	34			
With Children	2	0.1	0	49	3.4	20	1,394	96.5	182			
Unknown	697	48.2	147	14	1.0	5	735	50.9	106			
For Eating:												
Upmarket	19	1.3	4	12	0.8	4	1,415	97.9	207			
Midmarket	0	0.0	0	2	0.1	2	1,443	99.9	180			
Downmarket	0	0.0	0	345	23.9	68	1,100	76.1	183			
For Drinking (monthly spend):												
Nothing	274	19.0	63	246	17.0	72	925	64.0	143			
Low (less than £10)	296	20.5	69	1,050	72.7	309	99	6.9	15			
Medium (Between £10 and £40)	17	1.2	4	323	22.4	125	1,105	76.5	152			
High (Greater than £40)	0	0.0	0	61	4.2	21	1,384	95.8	183			

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	18,722	22.0	73	12,927	15.2	93	52,645	62.0	119
Male: Alone	27,455	32.3	109	10,644	12.5	80	46,195	54.4	102
Male: Group	18,350	21.6	94	26,300	31.0	118	39,644	46.7	94
Male: Pair	16,237	19.1	73	17,731	20.9	137	50,326	59.2	103
Mixed Sex: Group	18,115	21.3	93	25,126	29.6	93	41,053	48.3	110
Mixed Sex: Pair	18,567	21.9	93	33,919	39.9	123	31,809	37.4	88
With Children	24,867	29.3	101	15,665	18.4	110	43,762	51.5	97
Unknown	23,297	27.4	83	9,424	11.1	62	51,573	60.7	127
For Eating:									
Upmarket	14,659	17.3	56	15,745	18.5	89	53,890	63.4	134
Midmarket	21,561	25.4	74	3,753	4.4	49	58,980	69.4	125
Downmarket	26,380	31.0	140	31,732	37.3	107	26,183	30.8	74
For Drinking (monthly spend):									
Nothing	29,186	34.4	114	21,127	24.9	105	33,981	40.0	89
Low (less than £10)	22,513	26.5	89	27,970	32.9	140	33,811	39.8	88
Medium (Between £10 and £40)	14,424	17.0	55	21,010	24.7	139	48,861	57.5	114
High (Greater than £40)	8,474	10.0	39	20,582	24.2	118	55,238	65.0	124

## 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	Crown Inn, CA 4 0PT	Independent Free	0.0	11.4
2	Blue Bell, CA 5 7PJ	Star Pubs & Bars	0.3	0.3
3	Bridge End Inn, CA 5 7BH	*Other Small Retail Groups	17.5	3.0
4	Black Lion Inn, CA 2 4TX	Independent Free	54.9	7.9
5	Spinners Arms, CA 2 6BD	Trust Inns	55.2	6.1
6	Wellington, CA 5 6LZ	Robinsons	56.7	8.2
7	Ship Inn, CA 5 6PE	Star Pubs & Bars	65.5	6.4
8	Border Reiver, CA 2 7TB	Star Pubs & Bars	79.0	8.7
9	Milbourne Arms, CA 2 5XB	*Other Small Retail Groups	79.5	10.5
10	Royal Scott Inn, CA 2 6DX	Star Pubs & Bars	80.3	7.8
11	Joiners Arms, CA 2 5TF	Star Pubs & Bars	81.6	10.6
12	Jovial Sailor, CA 2 7AA	Independent Free	85.1	10.7
13	Royal Oak Inn, CA 7 8BG	Independent Free	91.2	8.4
14	Caffe Ritazza, CA 1 1QZ	SSP	91.3	11.8
15	Griffin, CA 1 1QX	Greene King	91.3	11.8
16	Museum, CA 2 7QJ	Greene King	97.1	9.8
17	Roadhouse, CA 1 2EL	Independent Free	97.3	12.7
18	Gallaghers, CA 1 2EE	Admiral Taverns Ltd	98.0	12.7
19	St Nicholas Arms, CA 1 2LE	Star Pubs & Bars	99.0	13.2
20	Currock, CA 2 4HH	*Other Small Retail Groups	106.0	13.1