

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	17	26	374
Catchment Adults 18+	3,781	14,188	330,709
Catchment Adults 18+ Per Pub	222	546	884
Populaton Projection 2018 to 2028 (% change)	-2.04%	-0.92%	0.58%

		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	3,291	87.0	168	1	High Street Pub	10,438	73.6	142	1	High Street Pub	246,559	74.6	144
2	Community Pub	3,272	86.5	186	2	Community Pub	9,889	69.7	150	2	Community Pub	215,379	65.1	140
3	Premium Local	914	24.2	38	3	Premium Local	2,463	17.4	28	3	Premium Local	106,194	32.1	51
4	Great Pub Great Food	444	11.7	91	4	Great Pub Great Food	1,697	12.0	93	4	Great Pub Great Food	74,252	22.5	174
5	Bit of Style	419	11.1	27	5	Bit of Style	1,603	11.3	28	5	Bit of Style	61,160	18.5	46
6	Circuit Bar	411	10.9	41	6	Circuit Bar	652	4.6	17	6	Circuit Bar	20,736	6.3	23
7	Craft Led	405	10.7	104	7	Craft Led	577	4.1	39	7	Craft Led	16,191	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	216	5.7	65	690	4.9	55	21,019	6.4	72
C1	417	11.0	90	1,515	10.7	87	36,837	11.1	91
C2	423	11.2	136	1,439	10.1	123	31,280	9.5	115
DE	701	18.5	180	2,569	18.1	176	49,501	15.0	145

	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)	2,605	68.9	208	10,224	72.1	217	198,236	59.9	181
Medium (7-13)	899	23.8	72	3,254	22.9	69	91,966	27.8	84
High (14-19)	224	5.9	21	611	4.3	15	30,669	9.3	33

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	2	326
	B06	Diamond Days	0	0	5	932
	B07	Alpha Families	4	18	54	2,527
	B08	Bank of Mum and Dad	42	138	304	4,324
	B09	Empty-Nest Adventure	88	88	277	6,886
	C10	Wealthy Landowners	0	5	238	3,131
	C11	Rural Vogue	0	0	43	417
	C12	Scattered Homesteads	0	0	32	158
	C13	Village Retirement	0	0	58	1,828
	D14	Satellite Settlers	0	0	267	4,369
	D15	Local Focus	0	0	0	897
	D16	Outlying Seniors	0	0	47	738
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	58	76	81	1,474
	E19	Bungalow Heaven	91	463	2,218	10,022
	E20	Classic Grandparents	81	286	1,180	4,231
	E21	Solo Retirees	89	270	879	4,925
	F22	Boomerang Boarders	66	309	1,303	8,053
	F23	Family Ties	90	92	791	3,787
	F24	Fledgling Free	46	219	1,741	6,457
	F25	Dependable Me	74	200	1,718	8,708
	G26	Cafés and Catchments	0	0	4	108
	G27	Thriving Independence	0	0	0	1,304
	G28	Modern Parents	0	41	1,900	8,826
	G29	Mid-Career Convention	0	362	1,115	9,494
	H30	Primary Ambitions	0	0	479	3,242
	H31	Affordable Fringe	140	441	2,223	10,113
	H32	First-Rung Futures	302	450	2,500	11,755
	H33	Contemporary Starts	0	0	244	1,554
	H34	New Foundations	0	0	67	564
	H35	Flying Solo	0	0	57	1,196

			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	13	110	437
	I37	Budget Generations	0	0	140	939
	I38	Economical Families	151	1,425	4,300	18,819
	I39	Families on a Budget	186	390	2,564	17,149
	J40	Value Rentals	117	750	5,345	22,800
	J41	Youthful Endeavours	6	75	341	1,530
	J42	Midlife Renters	97	219	955	6,790
	J43	Renting Rooms	1,218	2,708	5,656	30,002
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	99
	K47	Single Essentials	103	127	703	2,923
	K48	Mature Workers	34	52	2,177	13,352
	L49	Flatlet Seniors	183	474	2,066	7,840
	L50	Pocket Pensions	3	141	964	5,404
	L51	Retirement Communities	0	0	0	786
	L52	Estate Veterans	0	11	35	643
	L53	Seasoned Survivors	240	1,020	2,559	13,757
	M54	Down-to-Earth Owners	4	25	698	5,539
	M55	Back with the Folks	30	75	744	4,707
	M56	Self Supporters	153	657	3,599	16,169
	N57	Community Elders	0	11	12	1,668
	N58	Culture & Comfort	0	0	0	407
	N59	Large Family Living	82	2,553	4,902	34,926
	N60	Ageing Access	4	5	5	38
	O61	Career Builders	0	0	0	282
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	35
	O64	Bus-Route Renters	0	0	59	1,179
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	0	143
Total			3,782	14,189	57,761	330,709

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. 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

3. 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

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. 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. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



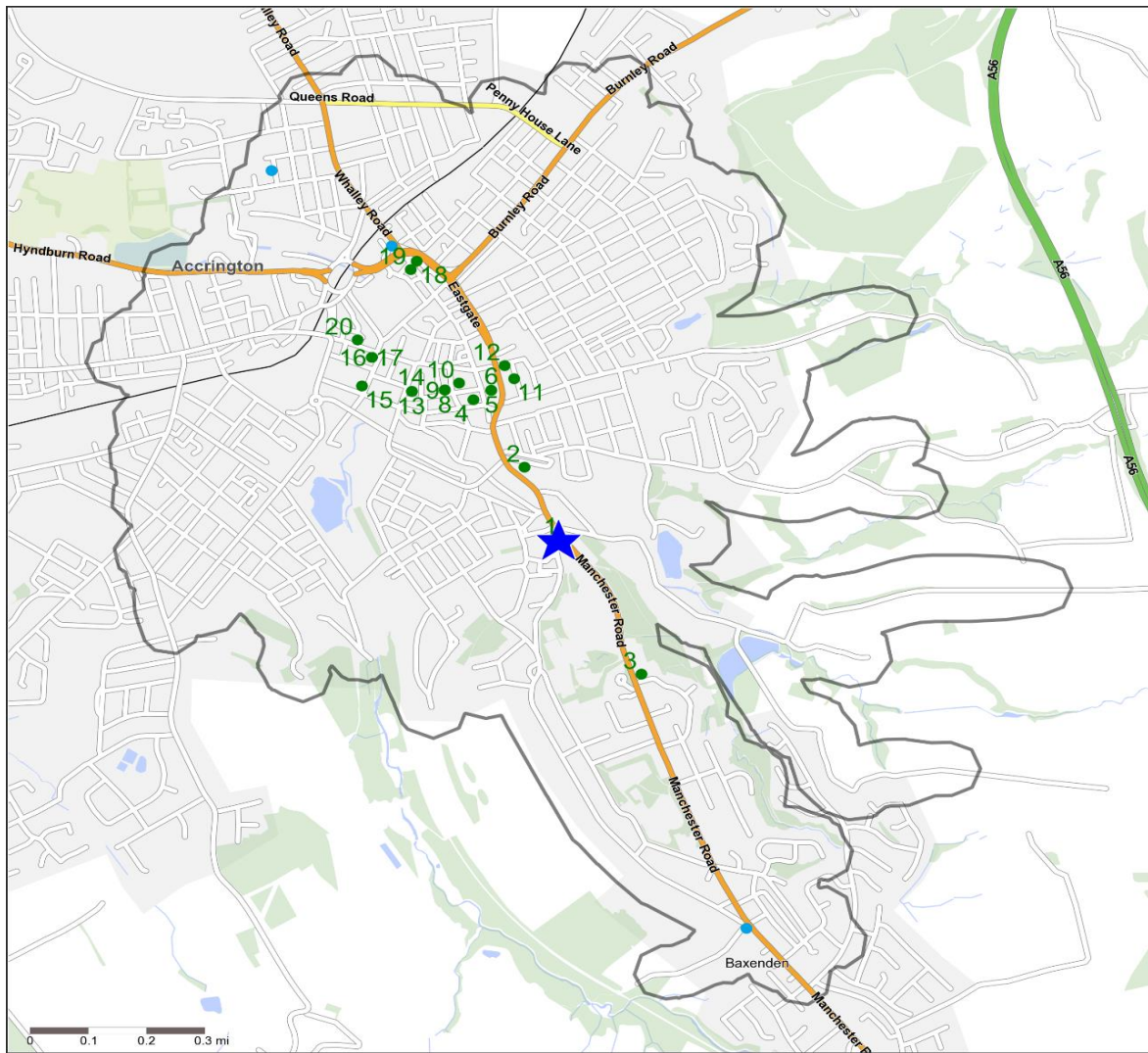
- Late 20s and early 30s
- Singles and cohabitantes without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

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	3,180	22.4	74	3,179	22.4	137	7,829	55.2	106
Male: Alone	7,240	51.0	171	1,670	11.8	75	5,278	37.2	70
Male: Group	1,931	13.6	60	4,853	34.2	131	7,404	52.2	105
Male: Pair	4,446	31.3	120	6,741	47.5	312	3,001	21.2	37
Mixed Sex: Group	5,241	36.9	162	1,762	12.4	39	7,186	50.6	115
Mixed Sex: Pair	1,962	13.8	59	5,993	42.2	130	6,233	43.9	103
With Children	8,577	60.5	209	2,173	15.3	91	3,439	24.2	46
Unknown	8,471	59.7	182	844	5.9	33	4,874	34.4	72
For Eating:									
Upmarket	3,975	28.0	91	5,386	38.0	182	4,827	34.0	72
Midmarket	8,411	59.3	173	478	3.4	37	5,299	37.3	68
Downmarket	3,123	22.0	99	4,833	34.1	98	6,232	43.9	106
For Drinking (monthly spend):									
Nothing	2,999	21.1	70	2,342	16.5	70	8,847	62.4	139
Low (less than £10)	1,848	13.0	44	2,563	18.1	77	9,777	68.9	152
Medium (Between £10 and £40)	1,848	13.0	43	1,691	11.9	67	10,649	75.1	149
High (Greater than £40)	747	5.3	20	2,540	17.9	87	10,900	76.8	147

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	87,741	26.5	88	49,567	15.0	92	193,258	58.4	112
Male: Alone	129,584	39.2	132	62,877	19.0	122	138,104	41.8	78
Male: Group	66,310	20.1	88	95,144	28.8	110	169,111	51.1	103
Male: Pair	87,323	26.4	101	106,366	32.2	211	136,877	41.4	72
Mixed Sex: Group	82,811	25.0	110	69,149	20.9	65	178,606	54.0	123
Mixed Sex: Pair	66,813	20.2	86	116,348	35.2	108	147,405	44.6	104
With Children	151,697	45.9	159	69,467	21.0	125	109,401	33.1	62
Unknown	152,228	46.0	140	26,508	8.0	45	151,830	45.9	96
For Eating:									
Upmarket	84,385	25.5	83	98,191	29.7	143	147,990	44.7	95
Midmarket	145,128	43.9	128	20,313	6.1	68	165,124	49.9	90
Downmarket	89,126	26.9	121	135,137	40.9	117	106,303	32.1	77
For Drinking (monthly spend):									
Nothing	83,966	25.4	84	84,460	25.5	108	162,140	49.0	109
Low (less than £10)	69,335	21.0	70	64,372	19.5	83	196,859	59.5	131
Medium (Between £10 and £40)	67,675	20.5	67	40,053	12.1	68	222,837	67.4	134
High (Greater than £40)	41,327	12.5	48	72,313	21.9	107	216,926	65.6	125

Competitor Map



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 Site
  Star Pubs
  Pubs
  Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Park Inn, BB 5 2BN	Star Pubs & Bars	0.0	0.0
2	Grants Bar, BB 5 2BQ	Independent Free	2.7	1.1
3	Victoria Hotel, BB 5 2NY	Thwaites	6.0	1.3
4	Black Horse, BB 5 1EE	Independent Free	6.3	1.5
5	Arden Inn, BB 5 1EH	Admiral Taverns Ltd	6.9	1.3
6	Swan Hotel, BB 5 1EH	Ei Group	6.9	1.3
7	Attic Bar, BB 5 1HN	Independent Free	7.2	1.7
8	Ibar, BB 5 1HN	Independent Free	7.2	1.7
9	Warner Arms, BB 5 1HN	Bravo Inns	7.2	1.7
10	Abbey Hotel, BB 5 1HP	Admiral Taverns Ltd	7.2	1.7
11	Kings Arms, BB 5 6RP	Independent Free	7.5	1.6
12	Queens Hotel, BB 5 6RQ	Independent Free	7.9	1.4
13	Commercial Hotel, BB 5 2EN	Wetherspoon	8.5	1.8
14	Retro Bar, BB 5 2EN	Independent Free	8.5	1.8
15	Bees Knees, BB 5 1LY	Independent Free	9.1	2.1
16	Pals Bar, BB 5 1JJ	Independent Free	10.3	2.8
17	Varsity, BB 5 1JJ	*Other Small Retail Groups	10.3	2.8
18	Broadway, BB 5 1AR	Amber Taverns	12.1	2.2
19	Castle Hotel, BB 5 1AS	Star Pubs & Bars	12.4	2.4
20	Nags Head, BB 5 1LE	Independent Free	13.0	2.8