

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	6	8	384
Catchment Adults 18+	3,357	10,946	304,565
Catchment Adults 18+ Per Pub	560	1,368	793
Populaton Projection 2018 to 2028 (% change)	3.11%	3.87%	2.88%

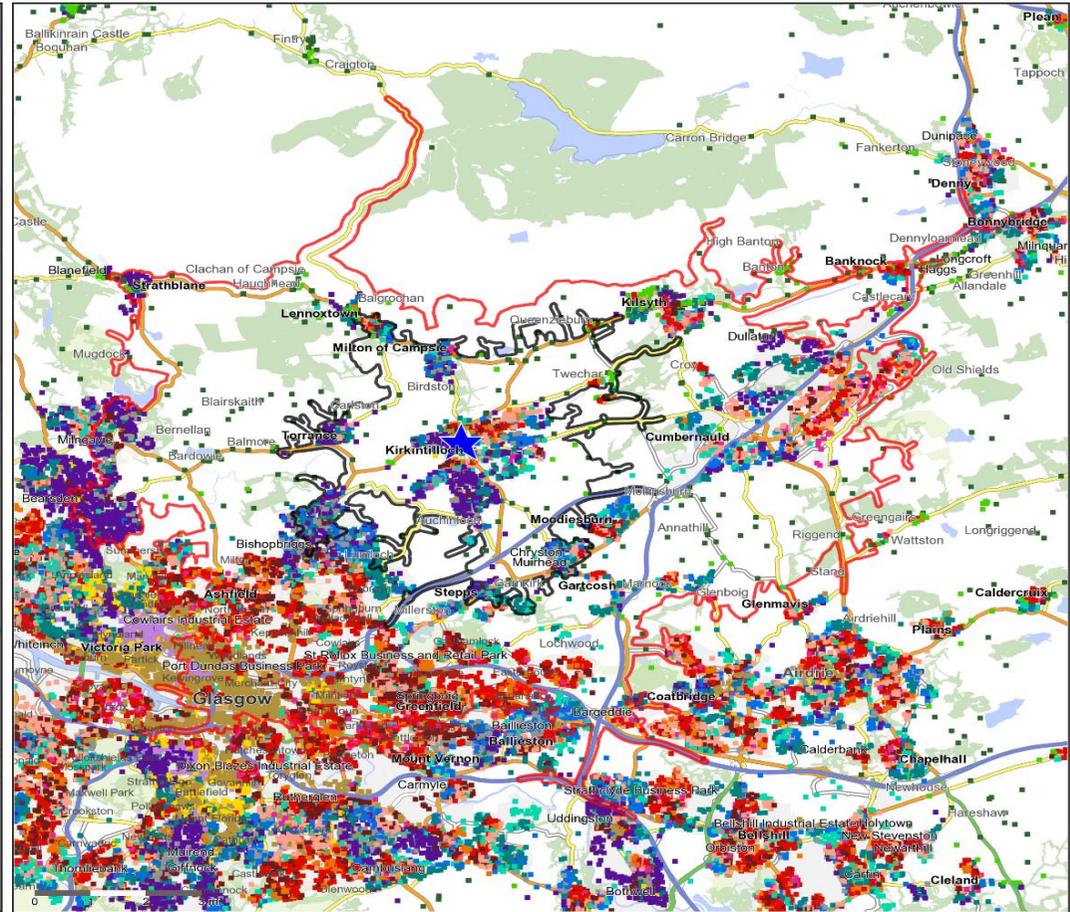
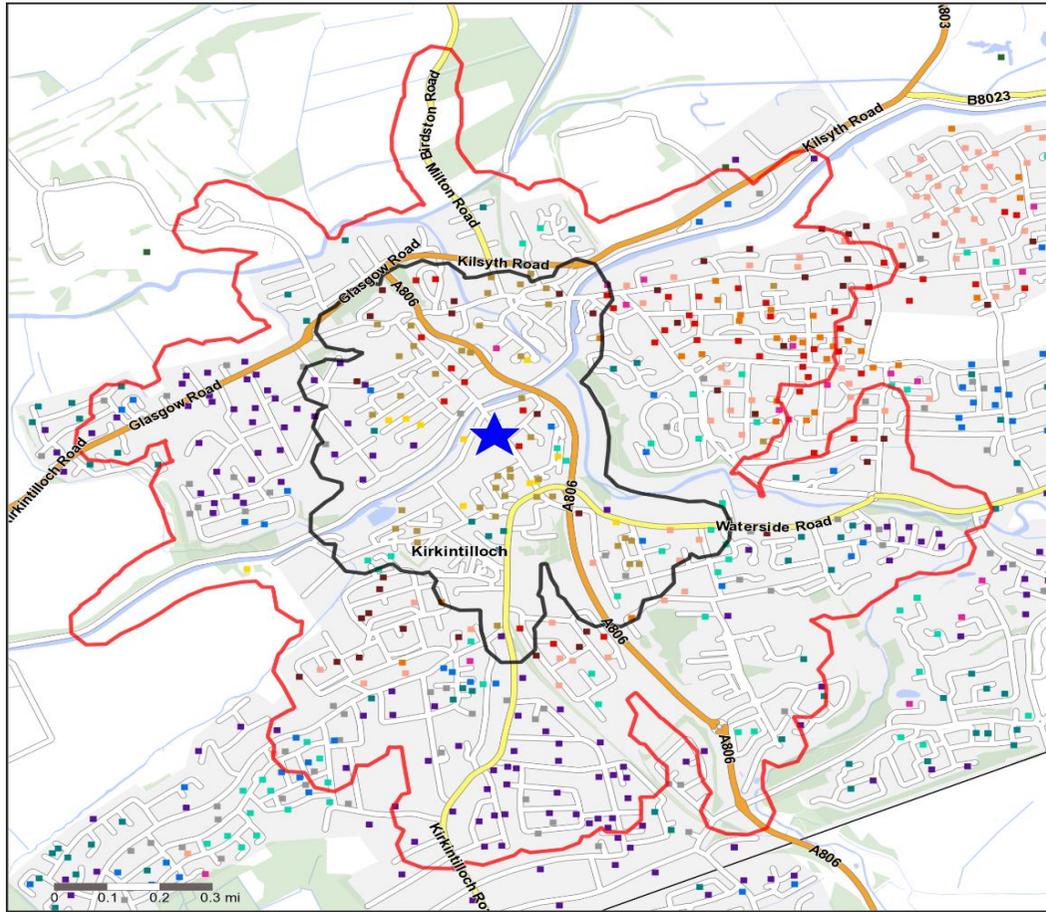
Rank	Type	10 Minute Walktime			Rank	Type	20 Minute Walktime			Rank	Type	20 Minute Drivetime		
		Target Customers	% of Population	Index			Target Customers	% of Population	Index			Target Customers	% of Population	Index
1	High Street Pub	2,881	85.8	166	1	High Street Pub	8,811	80.5	155	1	High Street Pub	238,242	78.2	151
2	Community Pub	2,817	83.9	180	2	Community Pub	7,814	71.4	153	2	Community Pub	184,519	60.6	130
3	Circuit Bar	1,602	47.7	76	3	Premium Local	5,013	45.8	73	3	Premium Local	116,834	38.4	61
4	Premium Local	715	21.3	165	4	Great Pub Great Food	3,843	35.1	272	4	Circuit Bar	91,216	29.9	232
5	Great Pub Great Food	491	14.6	36	5	Circuit Bar	2,477	22.6	56	5	Great Pub Great Food	81,849	26.9	67
6	Craft Led	387	11.5	43	6	Bit of Style	1,117	10.2	38	6	Bit of Style	80,668	26.5	99
7	Bit of Style	261	7.8	75	7	Craft Led	994	9.1	88	7	Craft Led	76,278	25.0	243

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	273	8.1	92	805	7.4	83	21,387	7.0	79
C1	614	18.3	149	1,467	13.4	109	44,114	14.5	118
C2	323	9.6	117	967	8.8	107	23,589	7.7	94
DE	420	12.5	122	1,206	11.0	107	40,718	13.4	130

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)	1,266	37.7	114	4,020	36.7	111	131,554	43.2	130
Medium (7-13)	1,175	35.0	106	3,691	33.7	102	86,095	28.3	85
High (14-19)	376	11.2	39	2,472	22.6	79	50,020	16.4	58

## 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	26
A02	Uptown Elite	0	0	0	1,174
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	1,311
B05	Premium Fortunes	0	83	335	2,138
B06	Diamond Days	48	353	1,541	5,432
B07	Alpha Families	105	515	1,490	4,492
B08	Bank of Mum and Dad	49	311	2,983	6,321
B09	Empty-Nest Adventure	19	416	2,964	6,826
C10	Wealthy Landowners	0	0	313	969
C11	Rural Vogue	0	0	112	428
C12	Scattered Homesteads	0	0	33	200
C13	Village Retirement	0	0	105	678
D14	Satellite Settlers	0	0	190	1,146
D15	Local Focus	0	0	150	1,113
D16	Outlying Seniors	0	0	96	1,712
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	17	543	2,551	6,237
E19	Bungalow Heaven	0	48	317	1,235
E20	Classic Grandparents	31	164	723	2,245
E21	Solo Retirees	40	232	799	1,737
F22	Boomerang Boarders	0	239	2,543	6,779
F23	Family Ties	0	44	912	3,940
F24	Fledgling Free	6	52	245	2,860
F25	Dependable Me	144	420	1,764	4,193
G26	Cafés and Catchments	0	10	12	327
G27	Thriving Independence	69	166	445	1,628
G28	Modern Parents	21	336	3,345	16,769
G29	Mid-Career Convention	0	236	4,057	6,287
H30	Primary Ambitions	116	154	221	3,931
H31	Affordable Fringe	41	428	1,287	5,465
H32	First-Rung Futures	55	127	810	3,486
H33	Contemporary Starts	0	60	1,006	3,463
H34	New Foundations	0	0	246	984
H35	Flying Solo	0	7	255	478

		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	27	182	397	1,884
I37	Budget Generations	80	200	551	3,013
I38	Economical Families	0	16	147	2,141
I39	Families on a Budget	0	215	477	9,751
J40	Value Rentals	0	22	286	3,384
J41	Youthful Endeavours	16	117	361	1,551
J42	Midlife Renters	55	55	222	706
J43	Renting Rooms	0	40	42	2,540
K44	Inner City Stalwarts	0	0	0	1,488
K45	City Diversity	0	0	0	1,291
K46	High Rise Residents	0	0	0	6,319
K47	Single Essentials	332	859	1,496	34,895
K48	Mature Workers	0	133	633	7,409
L49	Flatlet Seniors	148	233	422	17,439
L50	Pocket Pensions	0	45	181	1,773
L51	Retirement Communities	34	190	709	2,947
L52	Estate Veterans	0	623	1,162	6,194
L53	Seasoned Survivors	0	45	267	4,430
M54	Down-to-Earth Owners	25	519	2,105	18,300
M55	Back with the Folks	176	572	1,665	8,011
M56	Self Supporters	35	155	1,013	3,675
N57	Community Elders	0	0	0	52
N58	Culture & Comfort	0	0	0	42
N59	Large Family Living	0	0	0	0
N60	Ageing Access	362	364	419	2,707
O61	Career Builders	0	0	188	424
O62	Central Pulse	0	0	0	27,849
O63	Flexible Workforce	0	0	0	548
O64	Bus-Route Renters	1,199	1,306	1,427	9,364
O65	Learners & Earners	0	0	0	2,583
O66	Student Scene	0	0	0	6,014
U99	Unclassified	108	108	887	9,827
<b>Total</b>		<b>3,358</b>	<b>10,943</b>	<b>46,907</b>	<b>304,561</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

### 2. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

### 3. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

### 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. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



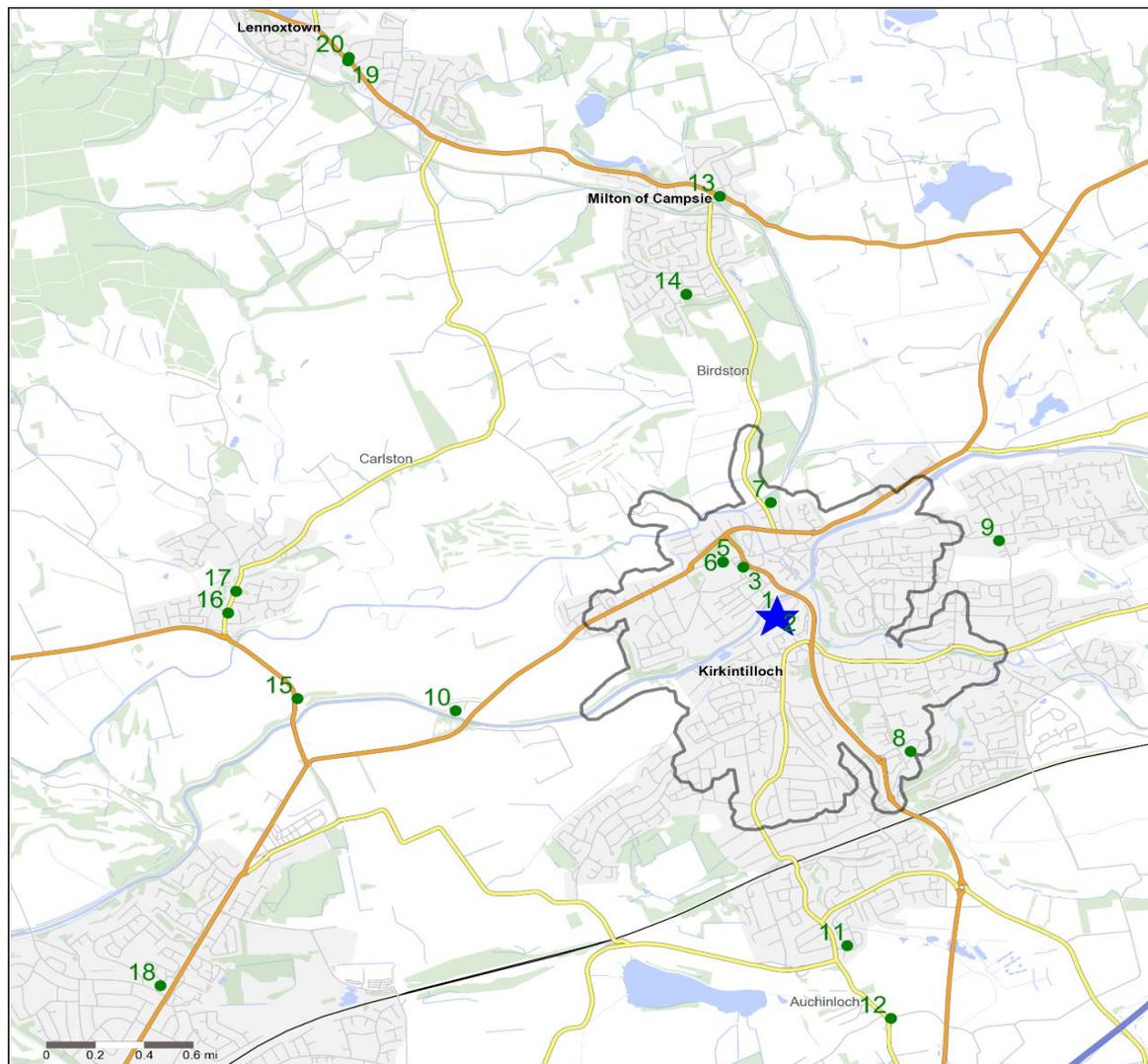
- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

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	4,339	39.6	131	1,365	12.5	76	5,134	46.9	90		
Male: Alone	4,656	42.5	143	1,834	16.8	107	4,348	39.7	75		
Male: Group	3,477	31.8	139	3,060	28.0	107	4,301	39.3	79		
Male: Pair	4,959	45.3	174	1,036	9.5	62	4,843	44.2	77		
Mixed Sex: Group	3,741	34.2	149	2,586	23.6	74	4,511	41.2	94		
Mixed Sex: Pair	3,892	35.6	152	3,594	32.8	101	3,352	30.6	72		
With Children	4,154	37.9	131	1,224	11.2	66	5,459	49.9	94		
Unknown	2,076	19.0	58	2,838	25.9	145	5,923	54.1	113		
<b>For Eating:</b>											
Upmarket	3,932	35.9	117	2,307	21.1	101	4,598	42.0	89		
Midmarket	4,193	38.3	112	521	4.8	53	6,123	55.9	101		
Downmarket	4,248	38.8	175	3,662	33.5	96	2,928	26.7	64		
<b>For Drinking (monthly spend):</b>											
Nothing	4,186	38.2	126	3,188	29.1	123	3,463	31.6	71		
Low (less than £10)	3,829	35.0	117	2,598	23.7	101	4,411	40.3	89		
Medium (Between £10 and £40)	3,912	35.7	117	2,408	22.0	123	4,518	41.3	82		
High (Greater than £40)	2,647	24.2	93	3,292	30.1	147	4,899	44.8	86		

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	149,201	49.0	162	21,389	7.0	43	124,148	40.8	78			
Male: Alone	94,847	31.1	105	86,646	28.4	182	113,244	37.2	70			
Male: Group	93,655	30.8	134	104,199	34.2	131	96,883	31.8	64			
Male: Pair	140,184	46.0	176	24,551	8.1	53	130,003	42.7	74			
Mixed Sex: Group	118,483	38.9	170	90,466	29.7	93	85,789	28.2	64			
Mixed Sex: Pair	106,494	35.0	149	118,542	38.9	120	69,702	22.9	54			
With Children	106,009	34.8	120	35,536	11.7	69	153,193	50.3	95			
Unknown	94,198	30.9	94	57,523	18.9	105	143,017	47.0	98			
<b>For Eating:</b>												
Upmarket	98,858	32.5	106	73,689	24.2	116	122,190	40.1	85			
Midmarket	134,672	44.2	129	16,149	5.3	59	143,917	47.3	85			
Downmarket	86,248	28.3	127	160,335	52.6	151	48,154	15.8	38			
<b>For Drinking (monthly spend):</b>												
Nothing	111,606	36.6	121	70,706	23.2	98	112,426	36.9	82			
Low (less than £10)	80,158	26.3	88	47,665	15.7	67	166,914	54.8	121			
Medium (Between £10 and £40)	113,162	37.2	121	47,810	15.7	88	133,766	43.9	87			
High (Greater than £40)	98,860	32.5	125	63,533	20.9	102	132,344	43.5	83			

## 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	Lion And Star, G 66 1NL	Star Pubs & Bars	0.9	0.2
2	Kirky Puffer, G 66 1NG	Wetherspoon	0.9	0.2
3	Bar Bliss, G 66 1HW	*Other Small Retail Groups	6.6	1.3
4	Buzz Bar, G 66 1AB	Independent Free	7.5	1.7
5	Il Cibo, G 66 1AB	Independent Free	7.5	1.7
6	Redbrae, G 66 1AB	Independent Free	7.5	1.7
7	Pro Bowl, G 66 1SY	Independent Free	13.9	3.4
8	Old Gatehouse, G 66 3UA	Marston's	20.2	3.9
9	Chase Inn, G 66 3SJ	Greene King	25.1	5.8
10	Stables, G 66 1RH	Mitchells & Butlers	31.1	5.0
11	Grove, G 66 5HJ	Independent Free	34.4	7.0
12	Golden Pheasant, G 66 5DH	Trust Inns	41.3	6.9
13	Craigfoot Inn, G 66 8DB	*Other Small Retail Groups	41.9	8.2
14	Kincaid House Hotel, G 66 8BZ	Independent Free	44.4	8.5
15	Torrance Inn, G 64 4EG	Independent Free	54.0	6.3
16	Wheatsheaf Inn, G 64 4EN	Punch Pub Company	64.6	7.6
17	Village Inn, G 64 4EX	Independent Free	67.1	7.9
18	Eagle Lodge, G 64 2PN	Independent Free	71.3	8.0
19	Commercial Inn, G 66 7DA	Independent Free	76.9	9.2
20	Drookit Dug, G 66 7DB	Independent Free	77.9	9.3