

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	3	34	590
Catchment Adults 18+	5,883	12,390	550,018
Catchment Adults 18+ Per Pub	1,961	364	932
Populaton Projection 2018 to 2028 (% change)	-0.33%	0.38%	2.44%

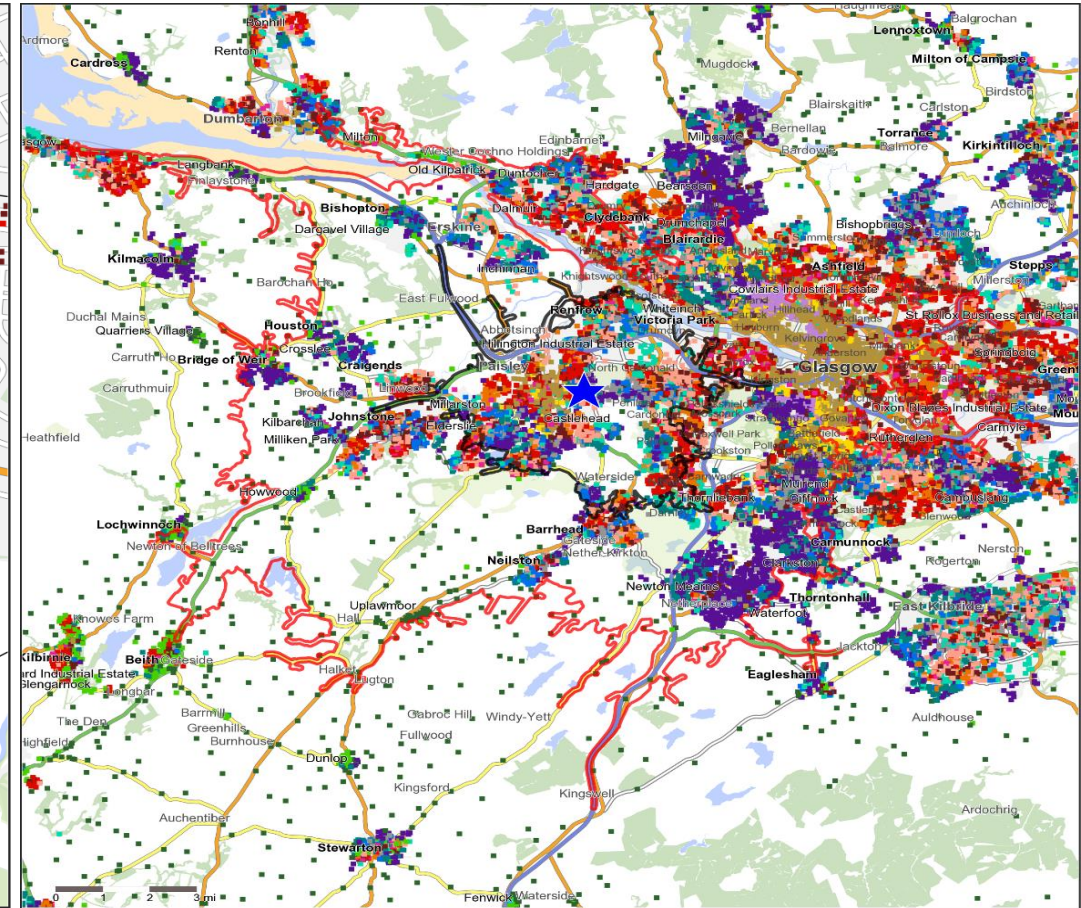
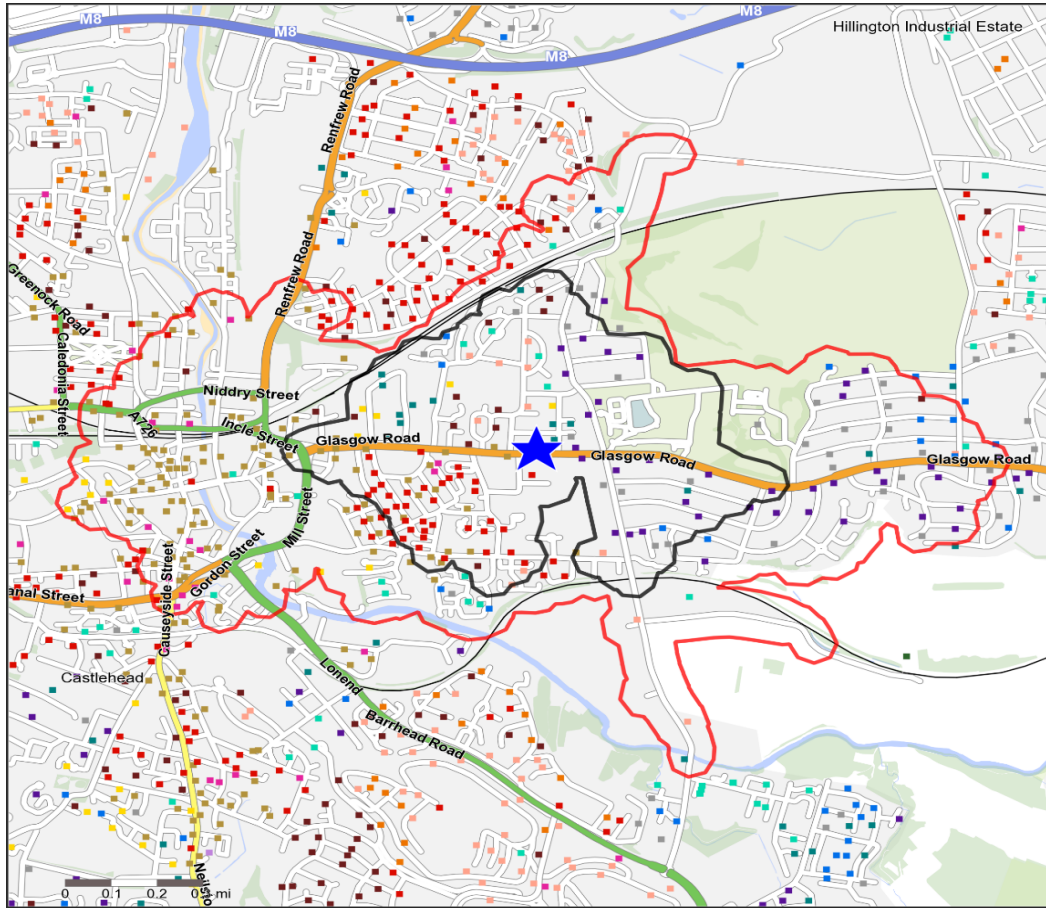
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	5,035	85.6	165	1	High Street Pub	10,557	85.2	164	1	High Street Pub	427,370	77.7	150
2	Community Pub	4,509	76.6	164	2	Community Pub	8,826	71.2	153	2	Community Pub	321,683	58.5	125
3	Circuit Bar	2,475	42.1	67	3	Circuit Bar	5,578	45.0	71	3	Premium Local	192,357	35.0	55
4	Premium Local	1,865	31.7	245	4	Premium Local	4,563	36.8	285	4	Circuit Bar	175,583	31.9	247
5	Craft Led	1,675	28.5	71	5	Great Pub Great Food	3,697	29.8	74	5	Bit of Style	166,479	30.3	75
6	Great Pub Great Food	1,419	24.1	90	6	Craft Led	3,290	26.6	99	6	Great Pub Great Food	152,720	27.8	103
7	Bit of Style	1,002	17.0	165	7	Bit of Style	2,287	18.5	179	7	Craft Led	142,892	26.0	252

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	467	7.9	90	1,082	8.7	99	50,689	9.2	104
C1	1,055	17.9	146	2,185	17.6	144	86,855	15.8	129
C2	481	8.2	99	1,081	8.7	106	39,788	7.2	88
DE	867	14.7	143	1,826	14.7	143	68,636	12.5	121

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)	2,513	42.7	129	4,378	35.3	107	196,978	35.8	108
Medium (7-13)	1,810	30.8	93	3,923	31.7	95	175,801	32.0	96
High (14-19)	1,010	17.2	60	2,325	18.8	66	105,786	19.2	68

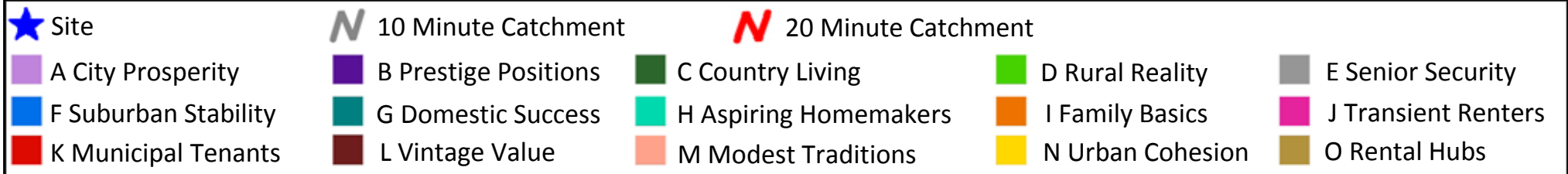
## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

## 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	392
A02	Uptown Elite	0	0	4	12,488
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	2,820
B05	Premium Fortunes	0	0	248	11,017
B06	Diamond Days	105	468	1,167	12,188
B07	Alpha Families	3	61	584	7,887
B08	Bank of Mum and Dad	284	436	1,752	9,027
B09	Empty-Nest Adventure	170	380	2,910	8,567
C10	Wealthy Landowners	0	0	7	1,218
C11	Rural Vogue	0	0	16	580
C12	Scattered Homesteads	0	0	12	309
C13	Village Retirement	0	0	4	842
D14	Satellite Settlers	0	0	5	1,231
D15	Local Focus	0	0	0	558
D16	Outlying Seniors	0	0	0	1,160
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	309	997	3,083	9,142
E19	Bungalow Heaven	0	0	543	1,461
E20	Classic Grandparents	10	28	2,654	4,623
E21	Solo Retirees	103	144	1,469	5,832
F22	Boomerang Boarders	33	330	4,211	9,565
F23	Family Ties	0	0	2,044	5,921
F24	Fledgling Free	0	85	647	2,233
F25	Dependable Me	110	249	2,440	8,389
G26	Cafés and Catchments	134	134	480	11,275
G27	Thriving Independence	282	310	1,335	6,121
G28	Modern Parents	79	79	6,673	17,883
G29	Mid-Career Convention	0	33	625	8,090
H30	Primary Ambitions	20	239	3,607	7,417
H31	Affordable Fringe	0	36	1,477	8,157
H32	First-Rung Futures	223	406	2,781	8,428
H33	Contemporary Starts	0	0	1,787	3,773
H34	New Foundations	0	60	268	1,531
H35	Flying Solo	0	4	161	827

		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	442	2,319
I37	Budget Generations	0	0	968	2,554
I38	Economical Families	0	17	1,557	3,190
I39	Families on a Budget	0	0	4,054	10,474
J40	Value Rentals	0	0	292	2,272
J41	Youthful Endeavours	0	72	1,116	2,257
J42	Midlife Renters	0	0	472	1,185
J43	Renting Rooms	101	244	1,358	6,086
K44	Inner City Stalwarts	0	11	14	5,254
K45	City Diversity	64	122	122	3,183
K46	High Rise Residents	172	185	2,500	16,576
K47	Single Essentials	1,188	1,858	15,810	50,477
K48	Mature Workers	0	0	1,358	3,762
L49	Flatlet Seniors	286	370	7,254	25,086
L50	Pocket Pensions	0	24	321	2,262
L51	Retirement Communities	293	318	1,354	7,829
L52	Estate Veterans	0	0	2,378	7,136
L53	Seasoned Survivors	24	65	3,120	8,841
M54	Down-to-Earth Owners	45	76	5,304	18,227
M55	Back with the Folks	180	202	5,162	18,579
M56	Self Supporters	196	253	3,987	10,279
N57	Community Elders	0	0	24	720
N58	Culture & Comfort	0	0	0	1,817
N59	Large Family Living	0	0	0	435
N60	Ageing Access	404	760	2,393	23,040
O61	Career Builders	0	108	611	4,269
O62	Central Pulse	196	826	1,068	60,099
O63	Flexible Workforce	0	6	24	5,206
O64	Bus-Route Renters	800	2,264	8,996	29,397
O65	Learners & Earners	68	69	145	3,863
O66	Student Scene	0	12	87	9,725
U99	Unclassified	0	47	935	12,667
<b>Total</b>		<b>5,882</b>	<b>12,388</b>	<b>116,220</b>	<b>550,018</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. E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes



- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 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. O64 Bus-Route Renters

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



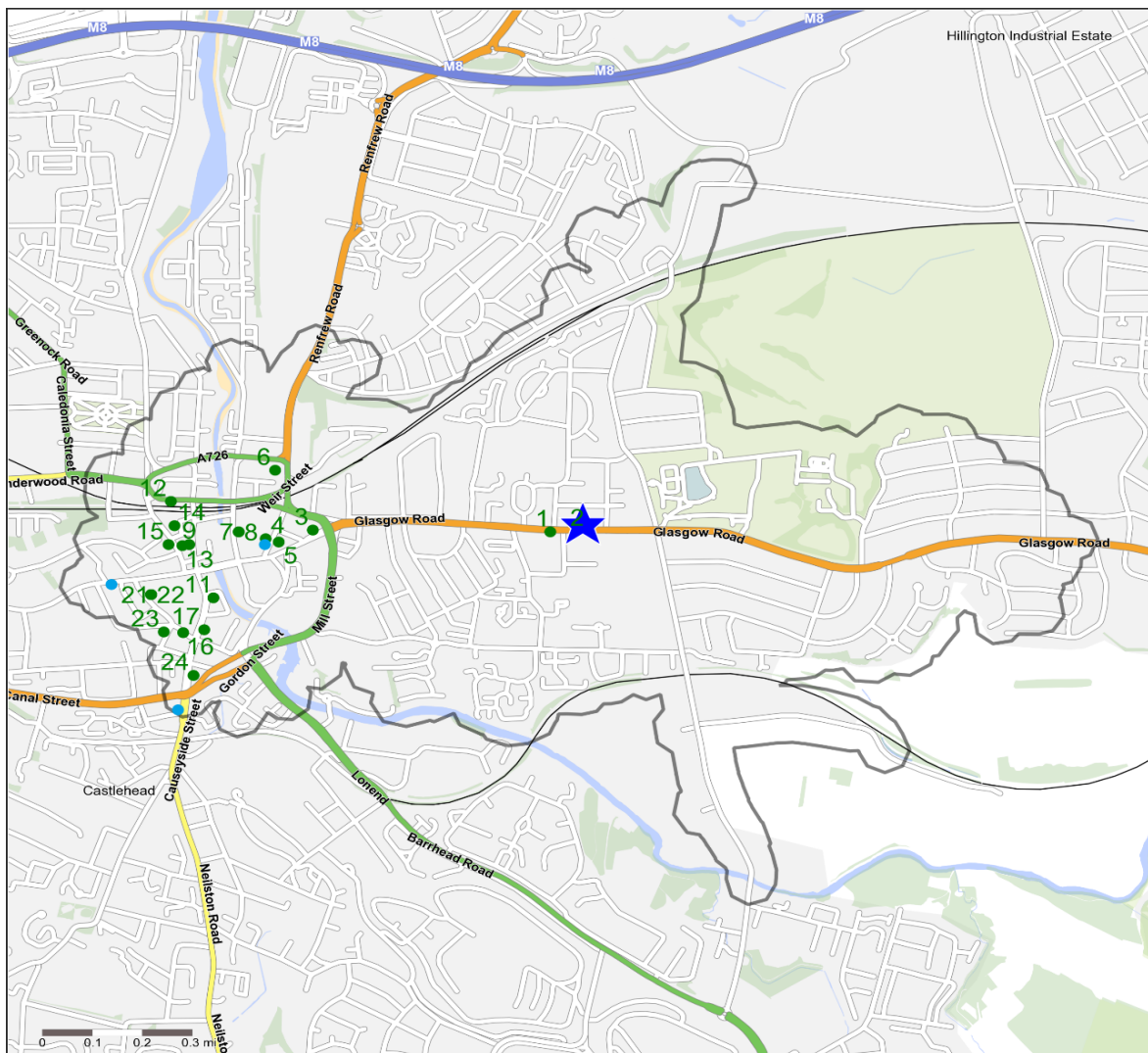
- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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	7,465	60.3	199	449	3.6	22	4,428	35.7	69			
Male: Alone	4,958	40.0	134	2,586	20.9	134	4,799	38.7	73			
Male: Group	5,003	40.4	177	3,635	29.3	112	3,704	29.9	60			
Male: Pair	7,259	58.6	225	1,438	11.6	76	3,646	29.4	51			
Mixed Sex: Group	6,857	55.3	242	1,332	10.8	34	4,154	33.5	76			
Mixed Sex: Pair	4,315	34.8	149	4,703	38.0	117	3,324	26.8	63			
With Children	4,194	33.8	117	760	6.1	36	7,389	59.6	113			
Unknown	1,466	11.8	36	4,916	39.7	221	5,961	48.1	100			
<b>For Eating:</b>												
Upmarket	5,459	44.1	144	2,713	21.9	105	4,171	33.7	71			
Midmarket	7,823	63.1	184	76	0.6	7	4,443	35.9	65			
Downmarket	3,607	29.1	131	5,332	43.0	123	3,403	27.5	66			
<b>For Drinking (monthly spend):</b>												
Nothing	3,993	32.2	107	3,670	29.6	125	4,680	37.8	84			
Low (less than £10)	3,124	25.2	84	2,760	22.3	95	6,458	52.1	115			
Medium (Between £10 and £40)	4,020	32.4	106	2,813	22.7	127	5,510	44.5	88			
High (Greater than £40)	3,754	30.3	117	3,300	26.6	130	5,289	42.7	82			

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	294,789	53.6	177	35,880	6.5	40	206,681	37.6	72		
Male: Alone	185,407	33.7	113	138,374	25.2	161	213,570	38.8	73		
Male: Group	208,826	38.0	166	166,550	30.3	116	161,974	29.4	59		
Male: Pair	292,555	53.2	204	56,116	10.2	67	188,680	34.3	60		
Mixed Sex: Group	244,264	44.4	194	131,716	23.9	75	161,370	29.3	67		
Mixed Sex: Pair	189,900	34.5	147	206,674	37.6	116	140,776	25.6	60		
With Children	189,724	34.5	119	55,158	10.0	60	292,469	53.2	100		
Unknown	175,795	32.0	97	123,839	22.5	126	237,716	43.2	90		
<b>For Eating:</b>											
Upmarket	225,856	41.1	134	119,670	21.8	105	191,824	34.9	74		
Midmarket	291,130	52.9	154	31,185	5.7	63	215,035	39.1	71		
Downmarket	135,603	24.7	111	270,225	49.1	141	131,523	23.9	58		
<b>For Drinking (monthly spend):</b>											
Nothing	174,858	31.8	105	141,585	25.7	109	220,908	40.2	90		
Low (less than £10)	161,248	29.3	98	73,793	13.4	57	302,310	55.0	121		
Medium (Between £10 and £40)	237,894	43.3	141	94,999	17.3	97	204,457	37.2	74		
High (Greater than £40)	219,541	39.9	154	109,573	19.9	97	208,237	37.9	72		

## 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	Burgh Bar, PA 1 3PN	Independent Free	1.5	0.6
2	Harvies, PA 1 3NU	Star Pubs & Bars	1.8	0.7
3	Gabriels, PA 1 1EX	Greene King	10.3	2.4
4	Abbey Bar, PA 1 1HA	Star Pubs & Bars	12.7	2.7
5	Anchor Bar, PA 1 1ES	Punch Pub Company	12.7	2.7
6	Croft Bar, PA 3 4AD	Independent Free	14.5	2.8
7	Old Swan Inn, PA 1 1EB	Trust Inns	14.8	2.6
8	Tile Bar, PA 1 1EB	Independent Free	14.8	2.6
9	Bankhouse, PA 1 1DD	Independent Free	16.0	3.5
10	Burger & Keg, PA 1 1DD	Independent Free	16.0	3.5
11	Wallace, PA 1 1UW	Unknown	16.0	4.2
12	Argyll Public Bar, PA 3 2AL	Independent Free	16.6	2.8
13	Langs Bar, PA 1 1BL	Independent Free	16.6	3.5
14	Last Post, PA 1 1BP	Wetherspoon	16.9	2.9
15	Club Bar, PA 1 1BE	Independent Free	17.2	3.6
16	Imperial, PA 1 1YG	Independent Free	18.1	4.0
17	Kennedys, PA 1 1UL	Independent Free	18.1	4.3
18	Bull Inn, PA 1 1XU	Stonegate Pub Company	18.4	4.2
19	Cafe Borgia, PA 1 1XU	Independent Free	18.4	4.2
20	Cafuffals, PA 1 1XU	Independent Free	18.4	4.2