

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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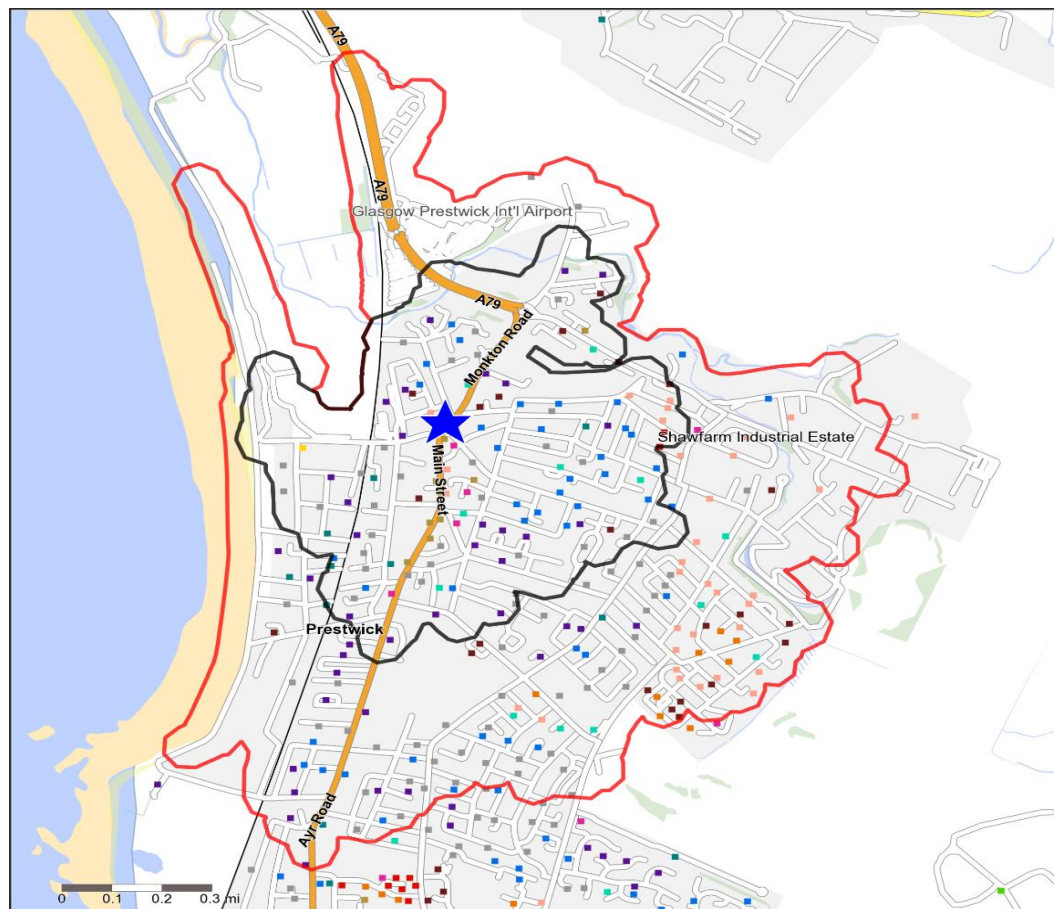
Number of Pubs	10	13	180
Catchment Adults 18+	4,259	8,755	167,576
Catchment Adults 18+ Per Pub	426	673	931
Populaton Projection 2018 to 2028 (% change)	-0.04%	-0.75%	-1.26%

		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	3,257	76.5	148	1	High Street Pub	6,546	74.8	144	1	High Street Pub	128,342	76.6	148
2	Premium Local	2,801	65.8	141	2	Community Pub	5,308	60.6	130	2	Community Pub	117,411	70.1	150
3	Community Pub	2,525	59.3	94	3	Premium Local	5,306	60.6	96	3	Premium Local	73,371	43.8	69
4	Great Pub Great Food	2,002	47.0	364	4	Great Pub Great Food	3,974	45.4	351	4	Great Pub Great Food	50,770	30.3	234
5	Bit of Style	481	11.3	28	5	Bit of Style	639	7.3	18	5	Circuit Bar	26,521	15.8	39
6	Circuit Bar	374	8.8	33	6	Circuit Bar	490	5.6	21	6	Bit of Style	21,037	12.6	47
7	Craft Led	297	7.0	68	7	Craft Led	413	4.7	46	7	Craft Led	18,039	10.8	104

	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	414	9.7	110	755	8.6	98	10,202	6.1	69
C1	562	13.2	108	1,049	12.0	98	19,947	11.9	97
C2	291	6.8	83	643	7.3	89	15,579	9.3	113
DE	263	6.2	60	581	6.6	64	21,192	12.6	123

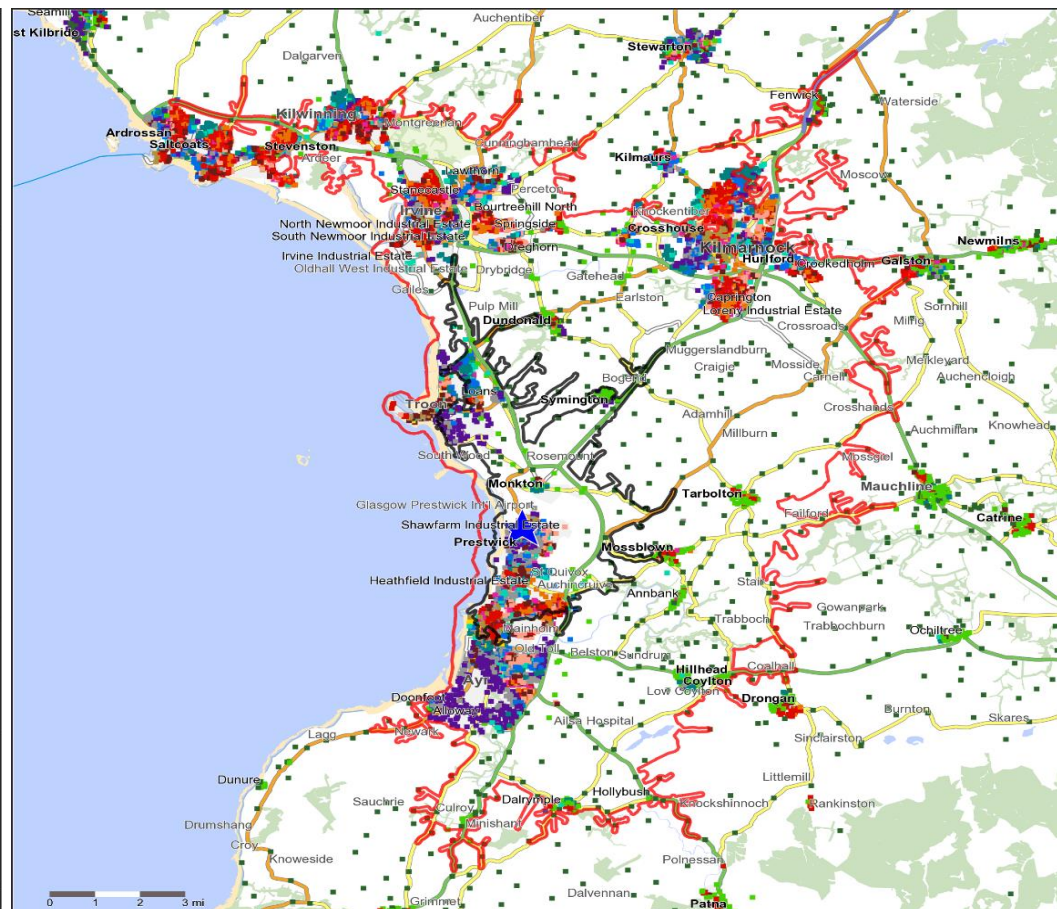
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	550	12.9	39	1,708	19.5	59	78,736	47.0	142
Medium (7-13)	2,046	48.0	145	3,932	44.9	135	47,734	28.5	86
High (14-19)	1,151	27.0	95	2,228	25.4	90	26,563	15.9	56

## 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	0	0
A02	Uptown Elite	0	0	0	8	0	8
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	0	194	696	0	696
B06	Diamond Days	33	85	1,086	4,272	0	4,272
B07	Alpha Families	44	86	632	2,645	0	2,645
B08	Bank of Mum and Dad	129	297	755	2,355	0	2,355
B09	Empty-Nest Adventure	357	776	1,816	6,168	0	6,168
C10	Wealthy Landowners	0	0	175	1,045	0	1,045
C11	Rural Vogue	0	0	110	1,278	0	1,278
C12	Scattered Homesteads	0	0	120	1,827	0	1,827
C13	Village Retirement	0	0	179	919	0	919
D14	Satellite Settlers	0	0	580	2,314	0	2,314
D15	Local Focus	0	0	433	3,469	0	3,469
D16	Outlying Seniors	0	0	339	2,430	0	2,430
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	551	1,182	1,518	4,555	0	4,555
E19	Bungalow Heaven	308	832	1,715	4,298	0	4,298
E20	Classic Grandparents	26	133	851	2,009	0	2,009
E21	Solo Retirees	211	347	857	1,367	0	1,367
F22	Boomerang Boarders	531	940	1,630	4,542	0	4,542
F23	Family Ties	0	0	645	1,384	0	1,384
F24	Fledgling Free	62	73	801	3,429	0	3,429
F25	Dependable Me	586	644	1,713	5,216	0	5,216
G26	Cafés and Catchments	0	0	71	101	0	101
G27	Thriving Independence	115	162	435	1,158	0	1,158
G28	Modern Parents	0	0	1,338	7,475	0	7,475
G29	Mid-Career Convention	96	135	1,236	2,525	0	2,525
H30	Primary Ambitions	0	0	250	664	0	664
H31	Affordable Fringe	0	154	648	2,611	0	2,611
H32	First-Rung Futures	146	210	987	3,189	0	3,189
H33	Contemporary Starts	0	0	428	1,131	0	1,131
H34	New Foundations	0	0	154	438	0	438
H35	Flying Solo	41	41	195	543	0	543

				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	44	455	1,004	0	1,004
I37	Budget Generations	0	52	341	1,496	0	1,496
I38	Economical Families	0	50	159	2,253	0	2,253
I39	Families on a Budget	0	41	885	8,270	0	8,270
J40	Value Rentals	0	8	127	3,391	0	3,391
J41	Youthful Endeavours	0	0	341	1,002	0	1,002
J42	Midlife Renters	92	121	495	1,049	0	1,049
J43	Renting Rooms	0	0	140	470	0	470
K44	Inner City Stalwarts	0	0	0	0	0	0
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	0	266	609	0	609
K47	Single Essentials	27	79	3,785	13,894	0	13,894
K48	Mature Workers	0	0	419	14,237	0	14,237
L49	Flatlet Seniors	31	31	1,181	4,722	0	4,722
L50	Pocket Pensions	0	141	628	2,894	0	2,894
L51	Retirement Communities	300	416	602	2,263	0	2,263
L52	Estate Veterans	0	159	1,119	6,911	0	6,911
L53	Seasoned Survivors	0	0	213	1,021	0	1,021
M54	Down-to-Earth Owners	67	477	1,431	11,200	0	11,200
M55	Back with the Folks	0	457	948	4,004	0	4,004
M56	Self Supporters	132	206	635	2,358	0	2,358
N57	Community Elders	0	0	0	0	0	0
N58	Culture & Comfort	0	0	0	0	0	0
N59	Large Family Living	0	0	0	0	0	0
N60	Ageing Access	72	72	90	873	0	873
O61	Career Builders	83	83	83	182	0	182
O62	Central Pulse	0	0	129	181	0	181
O63	Flexible Workforce	0	0	1	18	0	18
O64	Bus-Route Renters	160	160	1,491	6,093	0	6,093
O65	Learners & Earners	0	0	15	33	0	33
O66	Student Scene	0	0	0	0	0	0
U99	Unclassified	59	59	130	1,087	0	1,087
Total				4,259	8,753	38,000	167,576



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

### 3. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

### 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. M54 Down-to-Earth Owners

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



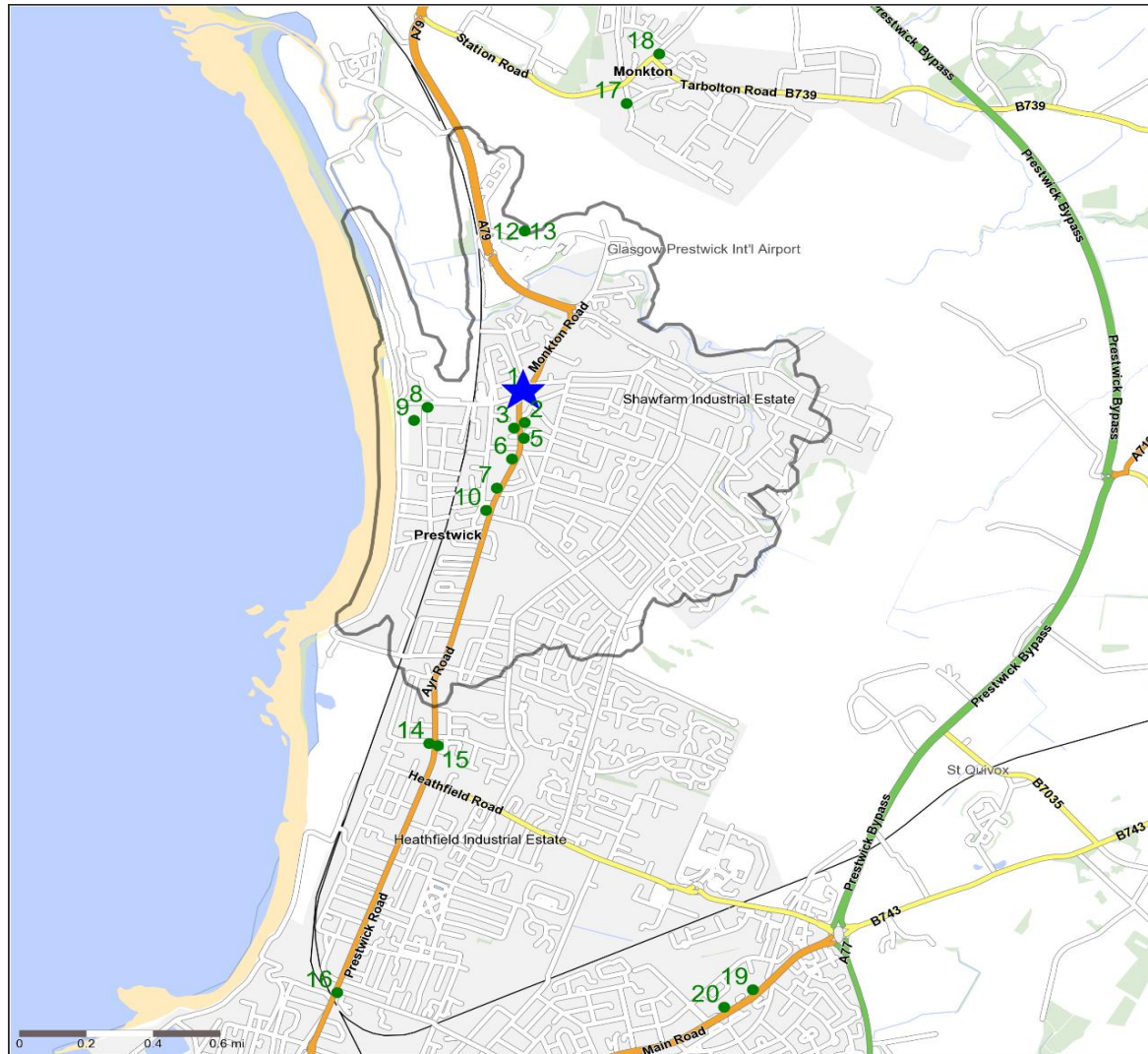
- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

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

	20 Minute Walktime											
	High				Medium				Low			
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	2,184	24.9	82	<div><div></div></div>	419	4.8	29	<div><div></div></div>	6,093	69.6	134	<div><div></div></div>
Male: Alone	3,665	41.9	141	<div><div></div></div>	509	5.8	37	<div><div></div></div>	4,522	51.7	97	<div><div></div></div>
Male: Group	2,315	26.4	116	<div><div></div></div>	2,617	29.9	114	<div><div></div></div>	3,764	43.0	87	<div><div></div></div>
Male: Pair	2,730	31.2	120	<div><div></div></div>	1,457	16.6	109	<div><div></div></div>	4,509	51.5	90	<div><div></div></div>
Mixed Sex: Group	985	11.3	49	<div><div></div></div>	2,958	33.8	106	<div><div></div></div>	4,753	54.3	124	<div><div></div></div>
Mixed Sex: Pair	2,449	28.0	119	<div><div></div></div>	3,130	35.8	110	<div><div></div></div>	3,116	35.6	83	<div><div></div></div>
With Children	1,753	20.0	69	<div><div></div></div>	520	5.9	35	<div><div></div></div>	6,423	73.4	139	<div><div></div></div>
Unknown	900	10.3	31	<div><div></div></div>	1,620	18.5	103	<div><div></div></div>	6,176	70.5	147	<div><div></div></div>
For Eating:												
Upmarket	2,392	27.3	89	<div><div></div></div>	550	6.3	30	<div><div></div></div>	5,754	65.7	139	<div><div></div></div>
Midmarket	2,319	26.5	77	<div><div></div></div>	126	1.4	16	<div><div></div></div>	6,250	71.4	129	<div><div></div></div>
Downmarket	3,140	35.9	161	<div><div></div></div>	2,684	30.7	88	<div><div></div></div>	2,872	32.8	79	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	2,756	31.5	104	<div><div></div></div>	2,936	33.5	142	<div><div></div></div>	3,005	34.3	77	<div><div></div></div>
Low (less than £10)	3,102	35.4	119	<div><div></div></div>	2,402	27.4	117	<div><div></div></div>	3,192	36.5	80	<div><div></div></div>
Medium (Between £10 and £40)	3,102	35.4	116	<div><div></div></div>	929	10.6	59	<div><div></div></div>	4,665	53.3	106	<div><div></div></div>
High (Greater than £40)	2,678	30.6	118	<div><div></div></div>	1,297	14.8	72	<div><div></div></div>	4,721	53.9	103	<div><div></div></div>

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	50,394	30.1	99	14,192	8.5	52	101,903	60.8	117
Male: Alone	51,297	30.6	103	37,512	22.4	143	77,680	46.4	87
Male: Group	45,406	27.1	118	48,807	29.1	111	72,275	43.1	87
Male: Pair	52,088	31.1	119	16,312	9.7	64	98,089	58.5	102
Mixed Sex: Group	34,759	20.7	91	51,247	30.6	96	80,482	48.0	109
Mixed Sex: Pair	38,071	22.7	97	66,102	39.4	121	62,316	37.2	87
With Children	48,772	29.1	101	26,438	15.8	94	91,279	54.5	103
Unknown	32,604	19.5	59	25,179	15.0	84	108,706	64.9	135
For Eating:									
Upmarket	28,735	17.1	56	34,788	20.8	100	102,966	61.4	130
Midmarket	43,591	26.0	76	10,827	6.5	72	112,071	66.9	121
Downmarket	59,171	35.3	159	68,768	41.0	118	38,550	23.0	55
For Drinking (monthly spend):									
Nothing	70,252	41.9	139	47,326	28.2	120	48,911	29.2	65
Low (less than £10)	43,234	25.8	86	44,066	26.3	112	79,189	47.3	104
Medium (Between £10 and £40)	41,398	24.7	81	30,221	18.0	101	94,870	56.6	113
High (Greater than £40)	30,093	18.0	69	49,520	29.6	144	86,876	51.8	99

## 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	Red Lion Hotel, KA 9 1AJ	Hawthorn Leisure	0.0	0.1
2	Dome, KA 9 1JN	Independent Free	2.4	0.5
3	Central Bar, KA 9 1NX	Greene King	2.4	0.7
4	Bank, KA 9 1JS	Independent Free	3.0	0.7
5	Prestwick Pioneer, KA 9 1JS	Wetherspoon	3.0	0.7
6	Smugglers, KA 9 1PA	Independent Free	4.8	0.9
7	Golf Inn, KA 9 1PB	Retail & Licensed Properties	6.6	1.2
8	Old Course Hotel, KA 9 1QG	Independent Free	7.2	1.8
9	Parkstone Hotel, KA 9 1QN	Independent Free	7.9	1.7
10	Caprice Bar, KA 9 1PG	Independent Free	8.2	1.5
11	Mcintyres, KA 9 2PL	Independent Free	15.1	2.6
12	Style Bar Elvis Bar, KA 9 2PL	SSP	15.1	2.6
13	Yates, KA 9 2PL	Unknown	15.1	2.6
14	Pleasantfield, KA 9 1TS	Iona Bars	22.9	4.4
15	Carlton Hotel, KA 9 1TP	Independent Free	24.4	4.0
16	Wallace, KA 8 8JQ	Independent Free	39.8	6.8
17	Wheatsheaf Inn, KA 9 2RN	Independent Free	43.8	4.9
18	Monkton Lodge, KA 9 2RJ	Whitbread	45.0	5.1
19	Red Stone Inn, KA 8 0LJ	Independent Free	53.1	9.3
20	Thistle Inn, KA 8 0LQ	Independent Free	54.9	9.8