

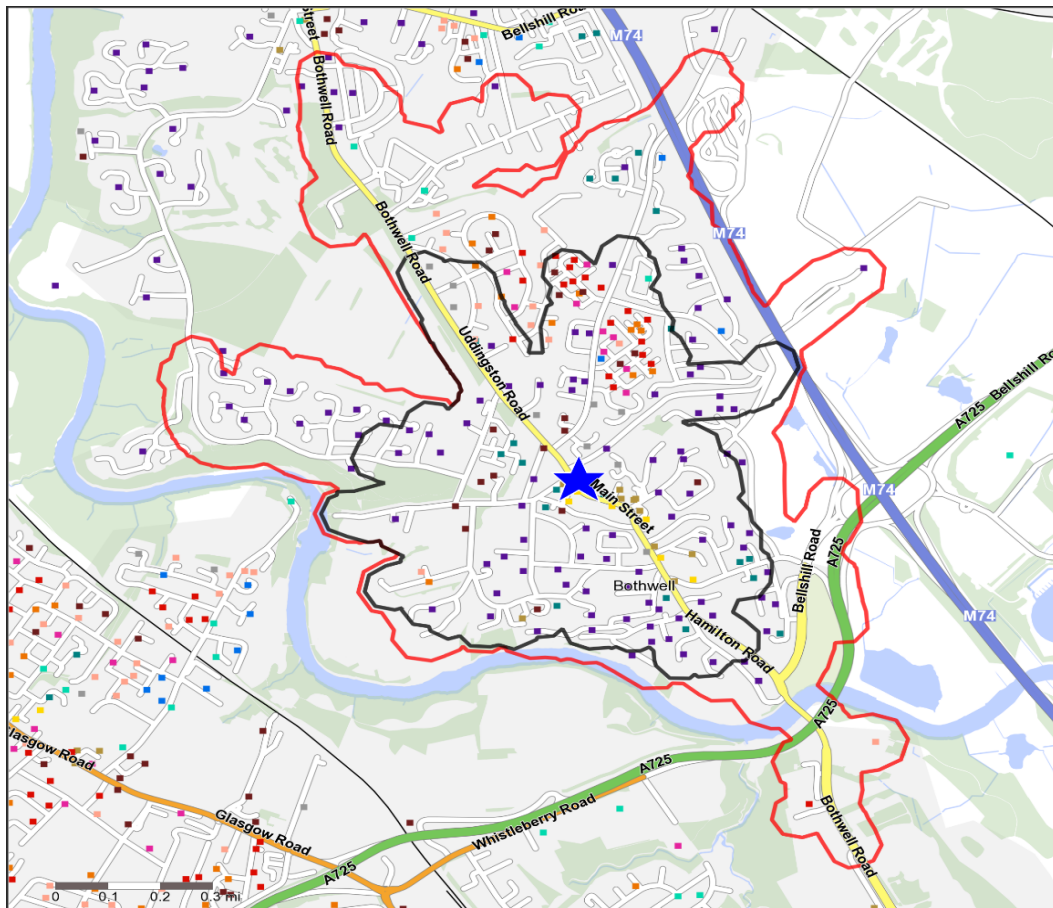
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	4	4	596
Catchment Adults 18+	3,437	5,560	594,239
Catchment Adults 18+ Per Pub	859	1,390	997
Populaton Projection 2018 to 2028 (% change)	0.74%	1.34%	1.72%

		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	2,121	61.7	119	1	Premium Local	3,613	65.0	125	1	High Street Pub	500,892	84.3	163
2	Premium Local	2,019	58.7	126	2	High Street Pub	3,251	58.5	125	2	Community Pub	417,561	70.3	151
3	Great Pub Great Food	1,924	56.0	89	3	Great Pub Great Food	2,953	53.1	84	3	Premium Local	225,996	38.0	60
4	Community Pub	1,779	51.8	400	4	Community Pub	2,754	49.5	383	4	Circuit Bar	150,633	25.3	196
5	Bit of Style	454	13.2	33	5	Bit of Style	808	14.5	36	5	Great Pub Great Food	137,260	23.1	57
6	Circuit Bar	176	5.1	19	6	Circuit Bar	314	5.6	21	6	Bit of Style	127,698	21.5	80
7	Craft Led	42	1.2	12	7	Craft Led	54	1.0	9	7	Craft Led	114,756	19.3	187

	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	481	14.0	158	719	12.9	146	36,233	6.1	69
C1	472	13.7	112	742	13.3	109	83,201	14.0	114
C2	188	5.5	66	339	6.1	74	53,413	9.0	109
DE	221	6.4	62	371	6.7	65	84,613	14.2	138

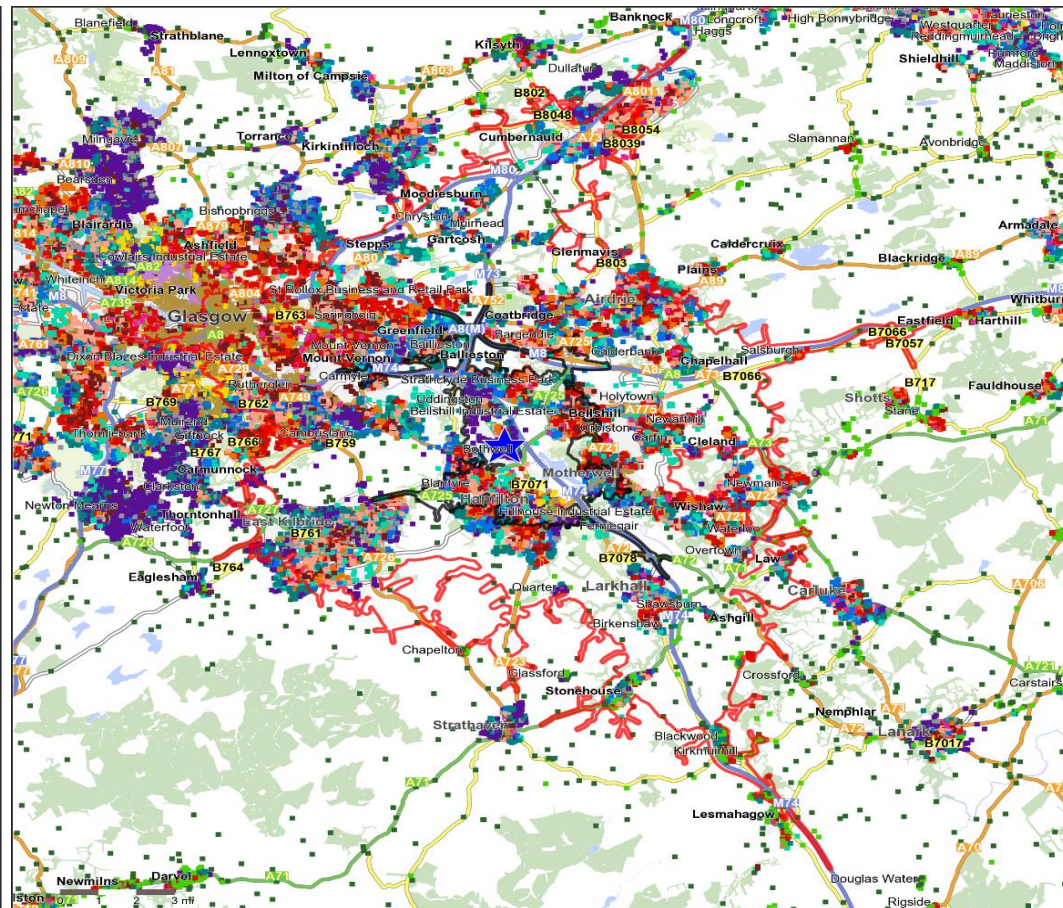
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	861	25.1	76	1,562	28.1	85	299,474	50.4	152
Medium (7-13)	834	24.3	73	1,357	24.4	74	188,250	31.7	96
High (14-19)	1,616	47.0	165	2,500	45.0	158	70,975	11.9	42

## 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	5
A02	Uptown Elite		0	0	7	552
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	119
B05	Premium Fortunes		243	333	960	1,409
B06	Diamond Days		348	729	1,615	3,109
B07	Alpha Families		254	299	583	3,860
B08	Bank of Mum and Dad		148	310	1,247	8,537
B09	Empty-Nest Adventure		305	484	2,001	7,890
C10	Wealthy Landowners		0	0	7	462
C11	Rural Vogue		0	0	1	704
C12	Scattered Homesteads		0	0	0	751
C13	Village Retirement		0	0	5	488
D14	Satellite Settlers		0	0	4	1,585
D15	Local Focus		0	0	0	1,525
D16	Outlying Seniors		0	0	0	1,864
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		252	252	1,957	5,785
E19	Bungalow Heaven		4	4	187	2,875
E20	Classic Grandparents		0	0	1,006	9,668
E21	Solo Retirees		65	65	599	8,851
F22	Boomerang Boarders		0	0	2,453	14,200
F23	Family Ties		0	0	959	8,376
F24	Fledgling Free		0	0	1,018	9,348
F25	Dependable Me		8	136	2,015	11,486
G26	Cafés and Catchments		6	6	145	1,614
G27	Thriving Independence		288	304	1,045	3,251
G28	Modern Parents		48	186	3,407	39,879
G29	Mid-Career Convention		0	0	918	6,034
H30	Primary Ambitions		0	0	1,266	9,257
H31	Affordable Fringe		0	8	1,608	16,664
H32	First-Rung Futures		0	0	1,434	11,134
H33	Contemporary Starts		13	66	1,008	10,831
H34	New Foundations		0	85	365	1,840
H35	Flying Solo		0	0	97	905

			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	62	3,302
I37	Budget Generations		1	162	704	5,976
I38	Economical Families		61	129	510	6,737
I39	Families on a Budget		49	49	2,158	17,655
J40	Value Rentals		68	118	1,392	8,302
J41	Youthful Endeavours		18	18	143	2,457
J42	Midlife Renters		7	21	371	2,574
J43	Renting Rooms		0	0	105	4,758
K44	Inner City Stalwarts		0	0	0	2,242
K45	City Diversity		0	0	0	1,722
K46	High Rise Residents		0	0	892	15,175
K47	Single Essentials		11	11	8,840	68,742
K48	Mature Workers		250	327	6,810	32,093
L49	Flatlet Seniors		0	0	3,168	31,822
L50	Pocket Pensions		38	38	1,259	6,505
L51	Retirement Communities		371	380	1,342	4,305
L52	Estate Veterans		48	90	2,698	16,367
L53	Seasoned Survivors		0	16	665	9,940
M54	Down-to-Earth Owners		74	373	5,493	41,553
M55	Back with the Folks		76	170	727	18,394
M56	Self Supporters		63	63	1,743	14,213
N57	Community Elders		0	0	0	340
N58	Culture & Comfort		0	0	0	720
N59	Large Family Living		0	0	0	196
N60	Ageing Access		152	152	1,093	7,288
O61	Career Builders		31	43	480	1,758
O62	Central Pulse		0	0	23	25,487
O63	Flexible Workforce		0	0	0	3,302
O64	Bus-Route Renters		134	134	4,202	22,507
O65	Learners & Earners		0	0	0	888
O66	Student Scene		0	0	37	2,539
U99	Unclassified		0	0	251	9,520
Total			3,434	5,561	73,085	594,237



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions



- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

### 2. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

### 3. L51 Retirement Communities

Elderly living in specialised accommodation including retirement homes, villages and complexes



- Developments for the elderly
- Mostly purpose built flats
- Most own, others rent
- Majority are living alone
- Have income additional to state pension
- Least likely to own a mobile phone

## 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. 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

### 3. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



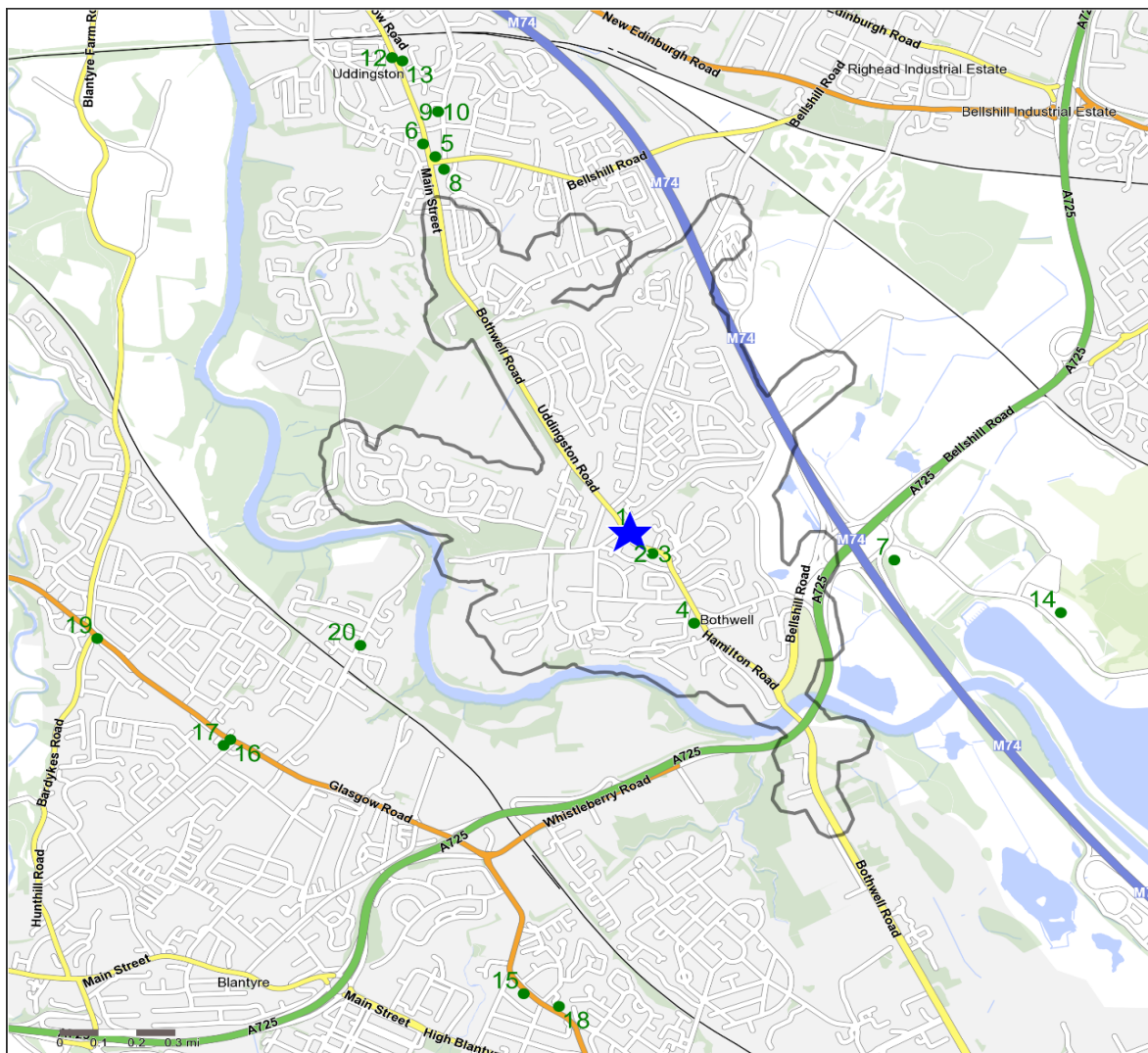
- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

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	1,381	24.8	82	511	9.2	56	3,667	66.0	127
Male: Alone	1,573	28.3	95	711	12.8	82	3,275	58.9	110
Male: Group	984	17.7	77	930	16.7	64	3,646	65.6	132
Male: Pair	1,003	18.0	69	494	8.9	58	4,062	73.1	127
Mixed Sex: Group	1,030	18.5	81	799	14.4	45	3,732	67.1	153
Mixed Sex: Pair	990	17.8	76	1,405	25.3	78	3,165	56.9	133
With Children	1,201	21.6	75	1,025	18.4	110	3,335	60.0	113
Unknown	773	13.9	42	1,311	23.6	131	3,476	62.5	130
<b>For Eating:</b>									
Upmarket	1,049	18.9	62	1,172	21.1	101	3,339	60.1	127
Midmarket	1,255	22.6	66	67	1.2	13	4,238	76.2	138
Downmarket	1,439	25.9	116	1,498	26.9	77	2,624	47.2	113
<b>For Drinking (monthly spend):</b>									
Nothing	1,641	29.5	98	1,100	19.8	84	2,819	50.7	113
Low (less than £10)	2,206	39.7	133	797	14.3	61	2,557	46.0	101
Medium (Between £10 and £40)	2,539	45.7	149	978	17.6	99	2,044	36.8	73
High (Greater than £40)	1,512	27.2	105	2,337	42.0	205	1,711	30.8	59

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	277,135	46.6	154		39,547	6.7	41		268,037	45.1	87	
Male: Alone	205,024	34.5	116		163,887	27.6	177		215,808	36.3	68	
Male: Group	189,392	31.9	139		204,986	34.5	132		190,340	32.0	65	
Male: Pair	265,586	44.7	171		69,420	11.7	77		249,713	42.0	73	
Mixed Sex: Group	206,429	34.7	152		185,792	31.3	98		192,498	32.4	74	
Mixed Sex: Pair	183,308	30.8	132		239,715	40.3	124		161,696	27.2	64	
With Children	239,759	40.3	139		68,274	11.5	68		276,686	46.6	88	
Unknown	157,035	26.4	80		109,596	18.4	103		318,088	53.5	112	
For Eating:												
Upmarket	165,593	27.9	91		148,836	25.0	120		270,291	45.5	96	
Midmarket	241,631	40.7	118		24,989	4.2	47		318,099	53.5	97	
Downmarket	209,686	35.3	159		289,880	48.8	140		85,152	14.3	34	
For Drinking (monthly spend):												
Nothing	257,510	43.3	143		147,978	24.9	105		179,231	30.2	67	
Low (less than £10)	159,017	26.8	90		106,949	18.0	77		318,753	53.6	118	
Medium (Between £10 and £40)	185,681	31.2	102		108,189	18.2	102		290,849	48.9	97	
High (Greater than £40)	168,697	28.4	110		145,749	24.5	120		270,273	45.5	87	

## 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	Douglas Arms, G 71 8EX	Star Pubs & Bars	0.0	0.1
2	Camphill Vaults, G 71 8RD	Independent Free	1.8	0.4
3	Grapevine, G 71 8RD	Independent Free	1.8	0.4
4	Cricklewood, G 71 8LZ	G1 Group	6.3	1.4
5	Anvil, G 71 7LU	Hawthorn Leisure	22.3	4.7
6	Horse Shoe Bar, G 71 7EP	Star Pubs & Bars	23.2	4.9
7	Toby Carvery, ML 1 3WB	Mitchells & Butlers	23.8	3.8
8	Castle, G 71 7HE	Greene King	24.1	4.9
9	Castle Rooms, G 71 7PF	Independent Free	27.2	5.1
10	Rowantree Inn, G 71 7PF	Punch Pub Company	27.2	5.1
11	Legends Lounge Bar, G 71 7BP	Independent Free	28.4	5.9
12	Two Chimneys, G 71 7BP	Caledonian Heritable	28.4	5.9
13	Angels Hotel, G 71 7HZ	Independent Free	28.4	6.0
14	Bizarre Bar, ML 1 3RT	Independent Free	34.1	5.7
15	Glenlee Bar, ML 3 0QZ	*Other Small Retail Groups	53.1	8.4
16	Old Original Bar, G 72 9HJ	Punch Pub Company	55.5	9.4
17	Priory Inn, G 72 9PQ	Trust Inns	55.5	9.4
18	Empire Bar, ML 3 0QG	Star Pubs & Bars	56.4	8.8
19	West End Bar, G 72 9HP	Greene King	64.5	10.8
20	Village Bar, G 72 9BW	Independent Free	65.3	10.8