

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	38	62	250
Catchment Adults 18+	7,899	32,012	350,738
Catchment Adults 18+ Per Pub	208	516	1,403
Populaton Projection 2020 to 2030 (% change)	-0.13%	2.02%	3.36%

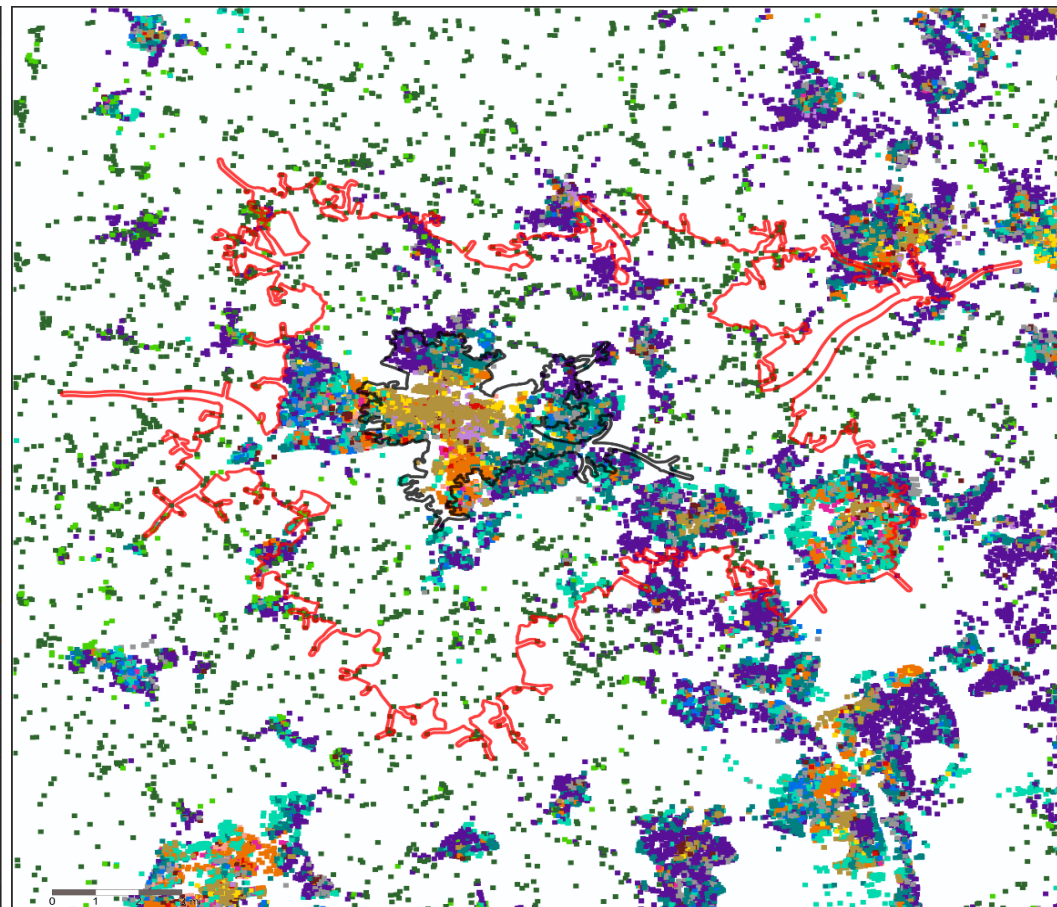
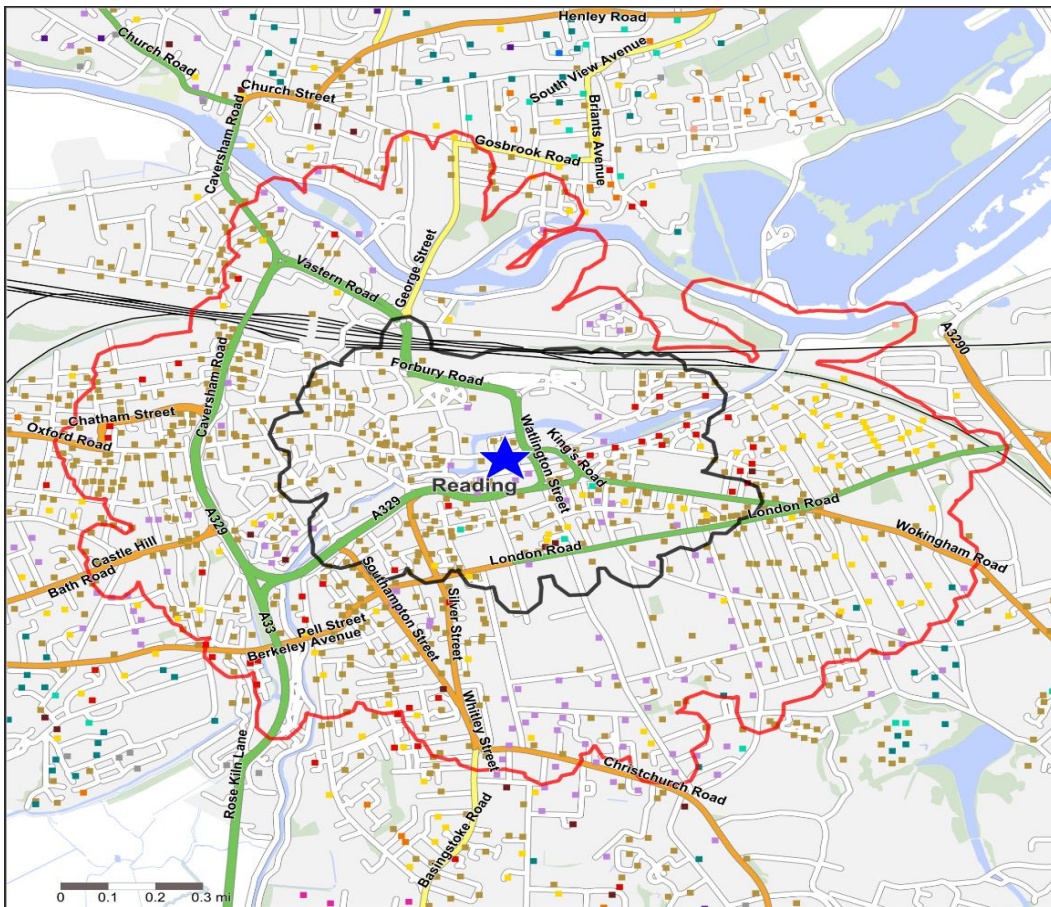
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Bit of Style	7,002	88.6	169	1	Bit of Style	27,227	85.1	162	1	Premium Local	254,345	72.5	138
2	High Street Pub	6,229	78.9	168	2	Craft Led	23,690	74.0	158	2	High Street Pub	230,069	65.6	140
3	Craft Led	5,952	75.4	118	3	High Street Pub	20,877	65.2	102	3	Great Pub Great Food	213,282	60.8	95
4	Circuit Bar	5,370	68.0	475	4	Circuit Bar	20,307	63.4	443	4	Bit of Style	178,132	50.8	355
5	Community Pub	1,656	21.0	52	5	Premium Local	13,535	42.3	105	5	Community Pub	115,038	32.8	81
6	Great Pub Great Food	1,633	20.7	72	6	Community Pub	8,025	25.1	87	6	Craft Led	64,800	18.5	64
7	Premium Local	1,411	17.9	158	7	Great Pub Great Food	6,946	21.7	192	7	Circuit Bar	62,204	17.7	157

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	1,868	23.6	267	6,012	18.8	212	49,514	14.1	159
C1	1,253	15.9	129	4,872	15.2	124	45,191	12.9	105
C2	407	5.2	62	1,725	5.4	65	25,166	7.2	87
DE	632	8.0	78	2,609	8.2	79	24,321	6.9	67

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)	1,295	16.4	49	7,458	23.3	70	51,743	14.8	44
Medium (7-13)	4,103	51.9	156	16,998	53.1	160	115,377	32.9	99
High (14-19)	1,186	15.0	53	4,440	13.9	49	178,696	50.9	179

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

## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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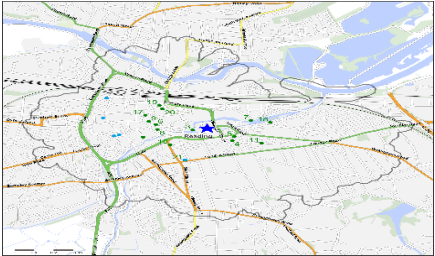
# Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
A01 World-Class Wealth	0	0	0	1
A02 Uptown Elite	11	1,170	2,822	3,099
A03 Penthouse Chic	0	0	0	0
A04 Metro High-Flyers	970	2,216	2,369	2,369
B05 Premium Fortunes	0	0	1,416	6,943
B06 Diamond Days	0	0	3,189	11,069
B07 Alpha Families	0	0	1,913	21,967
B08 Bank of Mum and Dad	0	0	1,477	14,369
B09 Empty-Nest Adventure	0	0	132	5,966
C10 Wealthy Landowners	0	0	0	7,817
C11 Rural Vogue	0	0	0	1,041
C12 Scattered Homesteads	0	0	0	24
C13 Village Retirement	0	0	0	1,385
D14 Satellite Settlers	0	0	0	2,585
D15 Local Focus	0	0	0	455
D16 Outlying Seniors	0	0	0	325
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	0	0	3,358	14,457
E19 Bungalow Heaven	0	0	420	1,452
E20 Classic Grandparents	0	0	236	2,344
E21 Solo Retirees	0	0	1,096	4,857
F22 Boomerang Boarders	0	0	150	1,925
F23 Family Ties	0	0	329	5,349
F24 Fledgling Free	0	0	0	92
F25 Dependable Me	0	0	228	2,414
G26 Cafés and Catchments	0	74	9,959	20,042
G27 Thriving Independence	0	0	7,536	34,935
G28 Modern Parents	0	0	96	7,065
G29 Mid-Career Convention	0	0	148	5,516
H30 Primary Ambitions	0	8	2,985	25,978
H31 Affordable Fringe	0	0	0	252
H32 First-Rung Futures	0	0	90	935
H33 Contemporary Starts	0	0	672	12,617
H34 New Foundations	69	69	419	3,128
H35 Flying Solo	0	8	892	2,142

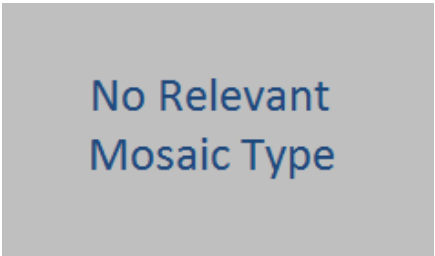
Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
I36 Solid Economy	0	1	7,740	24,981
I37 Budget Generations	0	0	19	289
I38 Economical Families	0	0	0	55
I39 Families on a Budget	0	0	157	898
J40 Value Rentals	0	0	0	2
J41 Youthful Endeavours	0	0	17	651
J42 Midlife Renters	0	0	650	3,177
J43 Renting Rooms	0	0	151	291
K44 Inner City Stalwarts	477	1,179	1,821	1,849
K45 City Diversity	71	234	1,043	1,274
K46 High Rise Residents	0	0	241	396
K47 Single Essentials	0	0	150	1,421
K48 Mature Workers	0	0	0	213
L49 Flatlet Seniors	0	0	131	654
L50 Pocket Pensions	0	44	476	2,339
L51 Retirement Communities	67	209	1,321	4,457
L52 Estate Veterans	0	0	349	2,591
L53 Seasoned Survivors	0	0	5	77
M54 Down-to-Earth Owners	0	0	9	18
M55 Back with the Folks	0	0	277	2,618
M56 Self Supporters	0	0	18	277
N57 Community Elders	0	344	2,708	3,076
N58 Culture & Comfort	23	1,112	3,451	3,622
N59 Large Family Living	0	56	56	56
N60 Ageing Access	259	1,579	4,006	4,844
O61 Career Builders	652	3,478	15,286	24,384
O62 Central Pulse	4,480	9,033	9,759	10,164
O63 Flexible Workforce	597	6,160	13,821	14,830
O64 Bus-Route Renters	0	27	1,406	5,392
O65 Learners & Earners	94	3,745	7,240	7,240
O66 Student Scene	130	1,266	3,684	3,684
U99 Unclassified	0	0	0	0
<b>Total</b>	<b>7,900</b>	<b>32,012</b>	<b>117,924</b>	<b>350,735</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

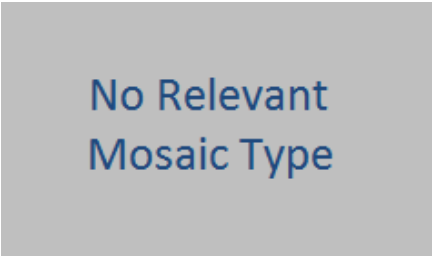
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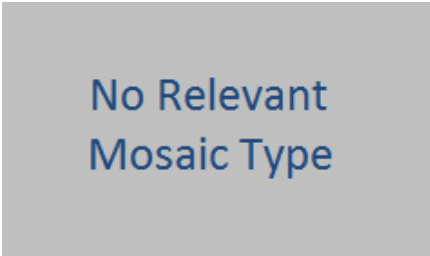


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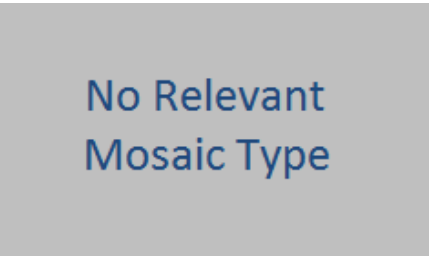


## Top 3 Mosaic Types in a 20 Minute Drivetime

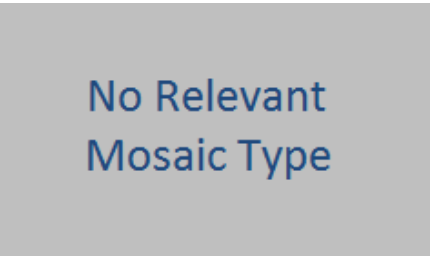
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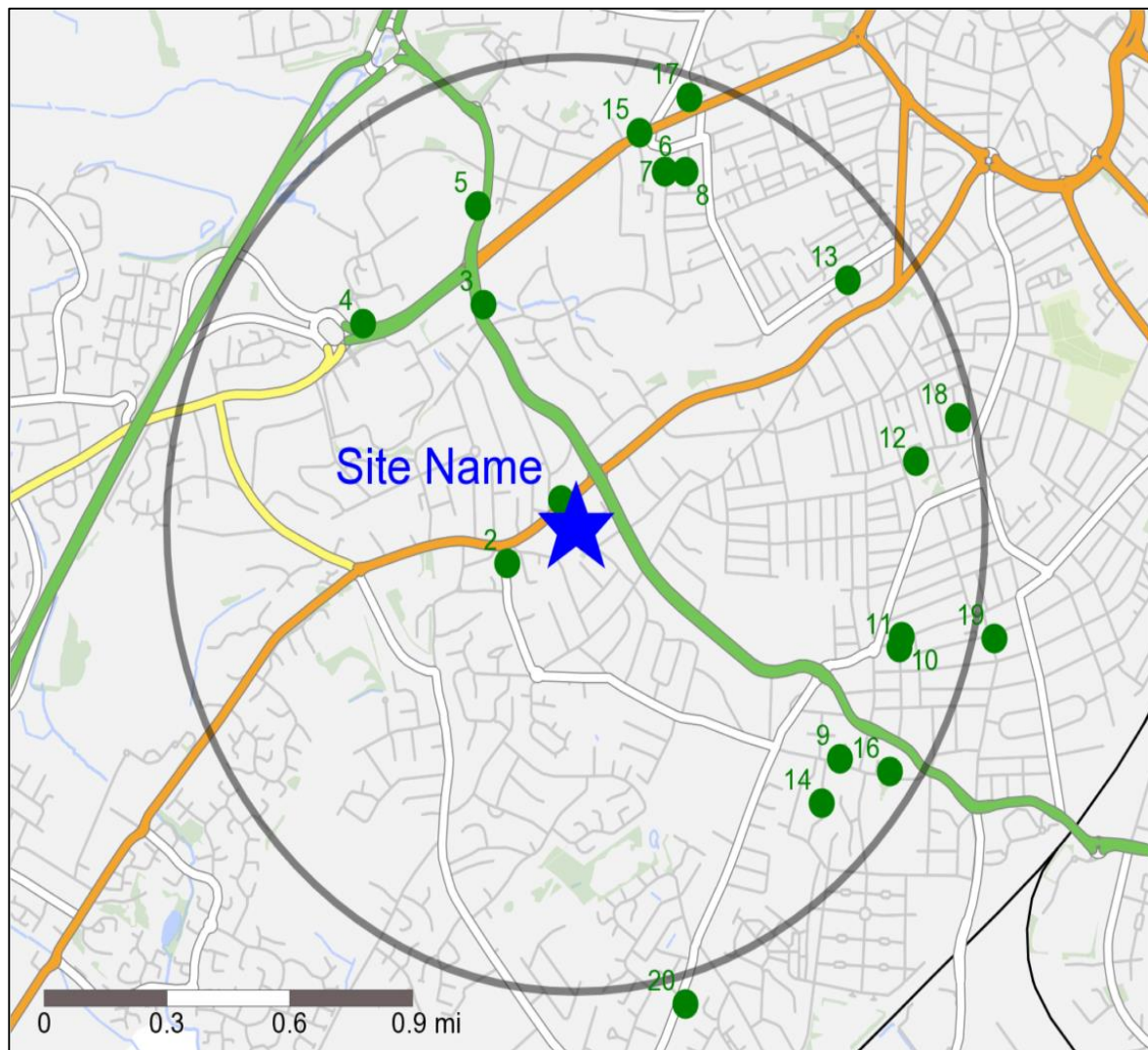
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 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	23,290	72.8	225	5,695	17.8	105	3,027	9.5	19	
Male: Alone	15,215	47.5	160	5,913	18.5	111	10,884	34.0	63	
Male: Group	13,106	40.9	179	5,364	16.8	62	13,542	42.3	84	
Male: Pair	23,202	72.5	277	2,629	8.2	54	6,181	19.3	33	
Mixed Sex: Group	23,402	73.1	297	2,300	7.2	22	6,310	19.7	46	
Mixed Sex: Pair	14,070	44.0	182	6,320	19.7	60	11,622	36.3	85	
With Children	4,597	14.4	48	6,161	19.2	110	21,254	66.4	126	
Unknown	22,537	70.4	202	420	1.3	7	9,055	28.3	61	
<b>For Eating:</b>										
Upmarket	28,762	89.8	279	2,764	8.6	40	486	1.5	3	
Midmarket	28,295	88.4	245	3,395	10.6	116	322	1.0	2	
Downmarket	5,046	15.8	68	12,146	37.9	108	14,821	46.3	112	
<b>For Drinking (monthly spend):</b>										
Nothing	3,113	9.7	32	5,060	15.8	67	23,839	74.5	163	
Low (less than £10)	3,177	9.9	33	3,773	11.8	50	25,063	78.3	168	
Medium (Between £10 and £40)	18,170	56.8	184	10,844	33.9	187	2,998	9.4	18	
High (Greater than £40)	27,463	85.8	325	1,550	4.8	23	2,998	9.4	18	

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	128,630	36.7	114	77,573	22.1	130	144,535	41.2	81		
Male: Alone	60,690	17.3	58	81,400	23.2	140	208,648	59.5	111		
Male: Group	62,003	17.7	77	70,521	20.1	74	218,214	62.2	124		
Male: Pair	72,652	20.7	79	17,480	5.0	32	260,606	74.3	127		
Mixed Sex: Group	80,457	22.9	93	96,440	27.5	86	173,841	49.6	115		
Mixed Sex: Pair	71,969	20.5	85	118,030	33.7	102	160,739	45.8	107		
With Children	64,409	18.4	62	70,645	20.1	115	215,684	61.5	117		
Unknown	92,208	26.3	76	100,977	28.8	156	157,553	44.9	96		
<b>For Eating:</b>											
Upmarket	167,683	47.8	149	105,698	30.1	139	77,357	22.1	48		
Midmarket	156,328	44.6	124	34,140	9.7	107	160,270	45.7	83		
Downmarket	57,864	16.5	71	102,375	29.2	83	190,498	54.3	131		
<b>For Drinking (monthly spend):</b>											
Nothing	90,387	25.8	84	63,136	18.0	76	197,215	56.2	123		
Low (less than £10)	115,211	32.8	111	49,227	14.0	59	186,300	53.1	114		
Medium (Between £10 and £40)	140,518	40.1	130	78,210	22.3	123	132,010	37.6	74		
High (Greater than £40)	150,929	43.0	163	77,227	22.0	106	122,581	34.9	66		

## 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	Back Of Beyond, RG 1 3BY	Wetherspoon	0.9	0.3
2	Thirsty Bear, RG 1 3BY	Star Pubs & Bars	0.9	0.3
3	Outlook, RG 1 3BJ	Greene King	1.2	0.4
4	Retreat, RG 1 4EH	Admiral Taverns Ltd	4.5	2.1
5	Lyndhurst Arms, RG 1 4DG	Ei Group	4.5	2.2
6	Botanist, RG 1 2HB	New World Trading Company	5.1	1.5
7	Bel & The Dragon, RG 1 3EQ	Fuller Smith & Turner	5.1	2.1
8	Caffeine & Cocktails, RG 1 2HG	Independent Free	5.4	1.5
9	Ale House, RG 1 2BH	Unknown	6.6	1.5
10	Global Cafe And Bar, RG 1 4PS	Independent Free	6.9	2.9
11	Weather Station, RG 1 4DX	Independent Free	7.5	2.5
12	All Bar One, RG 1 2AG	Mitchells & Butlers	7.9	2.7
13	Casa Bacardi, RG 1 2AG	Independent Free	7.9	2.7
14	Miller & Carter, RG 1 2AG	Mitchells & Butlers	7.9	2.7
15	Oracle Beach Bar, RG 1 2AG	Independent Free	7.9	2.7
16	Slug And Lettuce, RG 1 2AG	Stonegate Pub Company	7.9	2.7
17	Monks Retreat, RG 1 1HE	Stonegate Pub Company	8.2	3.4
18	Fishermans Cottage, RG 1 3DW	Independent Free	8.5	2.6
19	Corn Stores, RG 1 1SB	Rarebreed Dining Ltd	9.4	2.2
20	Veeno, RG 1 1AR	Veeno	9.4	2.3