

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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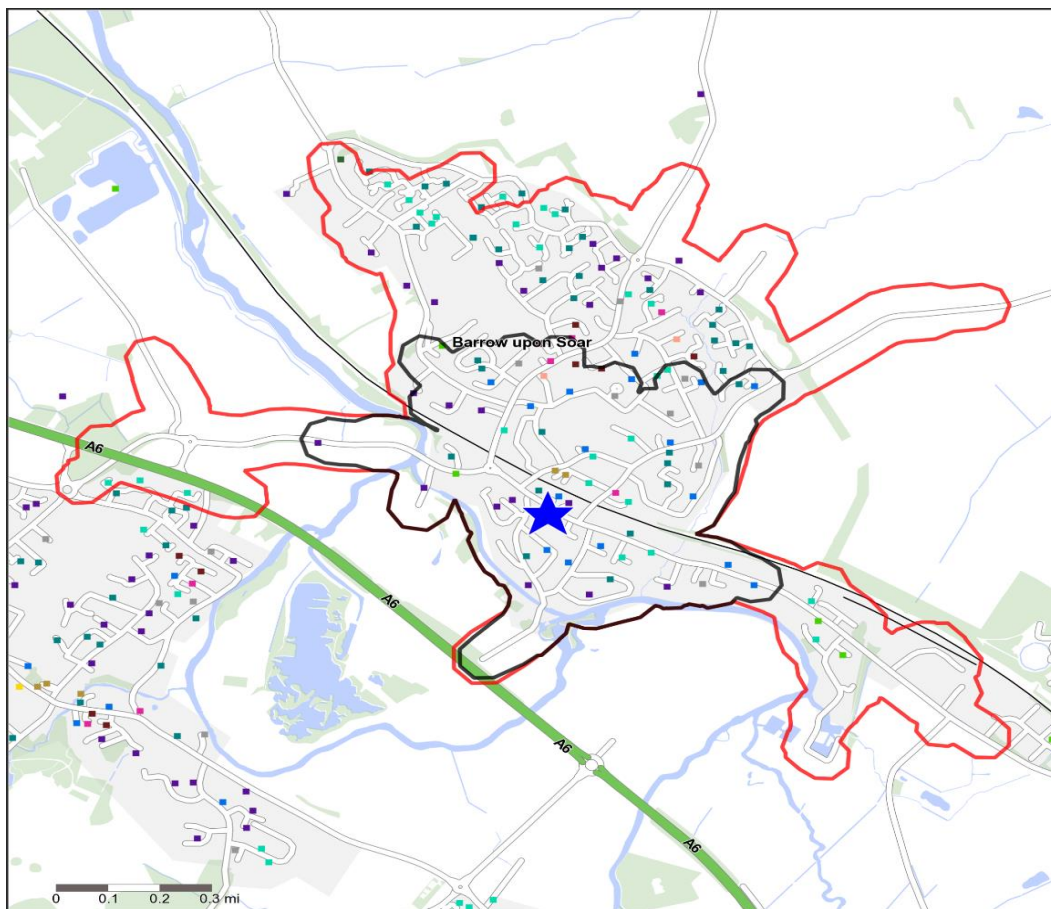
Number of Pubs	3	4	277
Catchment Adults 18+	2,929	5,021	332,568
Catchment Adults 18+ Per Pub	976	1,255	1,201
Populaton Projection 2018 to 2028 (% change)	10.51%	11.33%	8.20%

		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	Premium Local	2,241	76.5	148	1	Premium Local	3,957	78.8	152	1	High Street Pub	210,875	63.4	122
2	High Street Pub	2,190	74.8	160	2	High Street Pub	3,466	69.0	148	2	Community Pub	161,680	48.6	104
3	Great Pub Great Food	1,560	53.3	85	3	Great Pub Great Food	2,775	55.3	88	3	Premium Local	147,183	44.3	70
4	Bit of Style	1,200	41.0	317	4	Bit of Style	2,429	48.4	374	4	Great Pub Great Food	100,311	30.2	233
5	Community Pub	1,151	39.3	97	5	Community Pub	1,753	34.9	87	5	Bit of Style	75,502	22.7	56
6	Circuit Bar	546	18.6	69	6	Circuit Bar	985	19.6	73	6	Circuit Bar	54,843	16.5	61
7	Craft Led	421	14.4	140	7	Craft Led	554	11.0	107	7	Craft Led	36,569	11.0	107

	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	317	10.8	122	607	12.1	137	24,545	7.4	83
C1	338	11.5	94	619	12.3	101	38,508	11.6	94
C2	236	8.1	98	400	8.0	97	27,162	8.2	99
DE	172	5.9	57	288	5.7	56	37,437	11.3	109

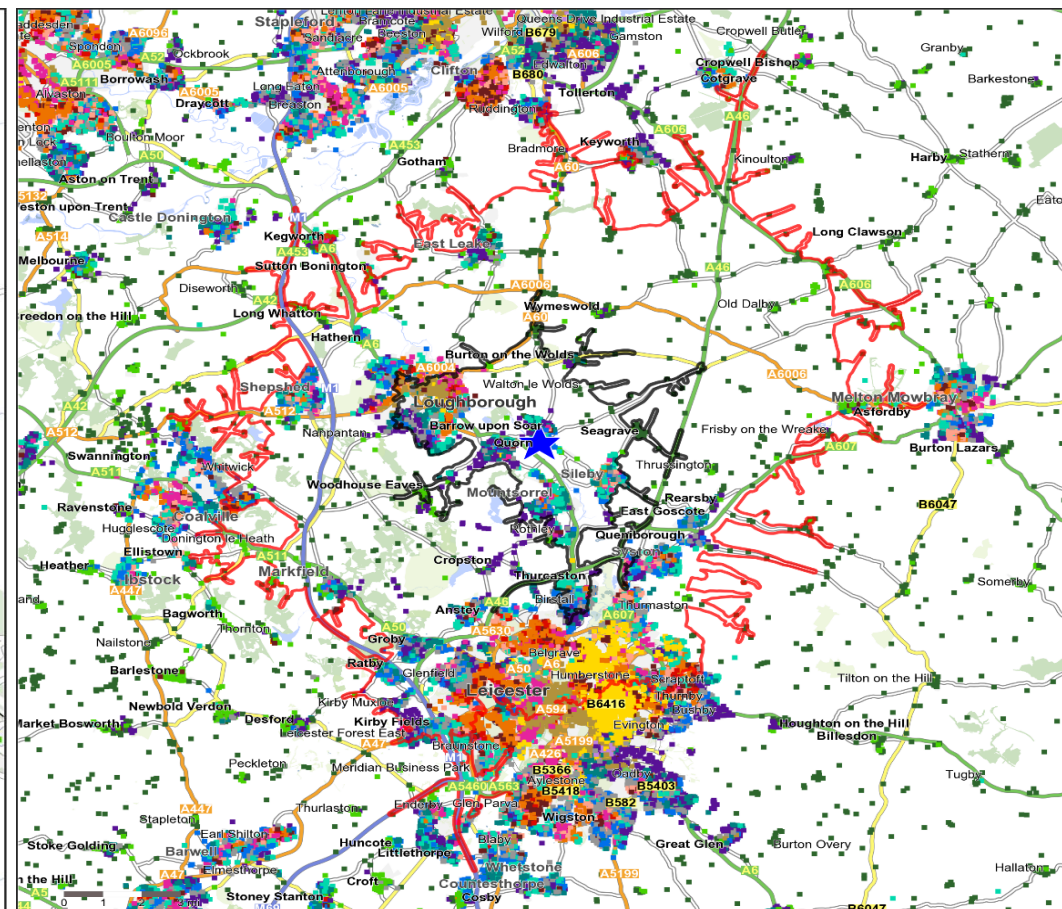
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	531	18.1	55	894	17.8	54	132,405	39.8	120
Medium (7-13)	1,361	46.5	140	2,255	44.9	135	117,636	35.4	107
High (14-19)	745	25.4	89	1,514	30.2	106	55,653	16.7	59

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
	A02	Uptown Elite	0	0	47	58
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	11	13	303	804
	B06	Diamond Days	51	89	1,310	2,788
	B07	Alpha Families	24	40	1,838	4,365
	B08	Bank of Mum and Dad	104	199	1,634	5,830
	B09	Empty-Nest Adventure	155	378	2,194	9,502
	C10	Wealthy Landowners	16	29	423	3,832
	C11	Rural Vogue	0	0	181	1,312
	C12	Scattered Homesteads	0	0	47	427
	C13	Village Retirement	4	7	735	5,226
	D14	Satellite Settlers	27	48	1,007	6,753
	D15	Local Focus	31	101	341	2,476
	D16	Outlying Seniors	0	0	0	1,337
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	1	50	1,562	2,660
	E19	Bungalow Heaven	135	145	2,179	11,059
	E20	Classic Grandparents	56	92	1,462	7,725
	E21	Solo Retirees	0	0	1,374	8,122
	F22	Boomerang Boarders	381	405	1,641	8,325
	F23	Family Ties	13	21	1,287	3,686
	F24	Fledgling Free	76	93	808	7,843
	F25	Dependable Me	280	353	2,443	8,837
	G26	Cafés and Catchments	0	0	175	514
	G27	Thriving Independence	142	162	2,951	4,129
	G28	Modern Parents	13	417	3,044	7,498
	G29	Mid-Career Convention	451	744	2,709	9,907
	H30	Primary Ambitions	102	102	1,155	4,868
	H31	Affordable Fringe	0	0	2,368	12,873
	H32	First-Rung Futures	313	425	2,776	11,146
	H33	Contemporary Starts	48	340	5,206	12,665
	H34	New Foundations	23	38	420	1,991
	H35	Flying Solo	109	129	1,194	2,506

			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	684	2,376
	I37	Budget Generations	0	0	840	3,380
	I38	Economical Families	0	0	306	3,604
	I39	Families on a Budget	0	0	1,690	20,893
	J40	Value Rentals	0	73	223	1,536
	J41	Youthful Endeavours	0	0	431	1,950
	J42	Midlife Renters	140	163	3,072	9,883
	J43	Renting Rooms	0	0	1,545	12,717
	K44	Inner City Stalwarts	0	0	0	49
	K45	City Diversity	0	0	0	76
	K46	High Rise Residents	0	0	0	371
	K47	Single Essentials	0	0	510	4,233
	K48	Mature Workers	0	0	242	3,557
	L49	Flatlet Seniors	0	0	884	2,785
	L50	Pocket Pensions	142	195	1,392	5,187
	L51	Retirement Communities	2	22	333	1,011
	L52	Estate Veterans	0	58	538	3,086
	L53	Seasoned Survivors	0	0	210	1,689
	M54	Down-to-Earth Owners	5	5	309	1,336
	M55	Back with the Folks	20	33	1,243	7,333
	M56	Self Supporters	0	0	679	6,284
	N57	Community Elders	0	0	79	9,447
	N58	Culture & Comfort	0	0	148	3,892
	N59	Large Family Living	0	0	504	23,689
	N60	Ageing Access	0	0	766	943
	O61	Career Builders	0	0	315	796
	O62	Central Pulse	0	0	430	4,588
	O63	Flexible Workforce	0	0	313	1,239
	O64	Bus-Route Renters	54	54	547	2,465
	O65	Learners & Earners	0	0	3,265	6,029
	O66	Student Scene	0	0	3,128	6,031
	U99	Unclassified	0	0	3,801	9,049
Total			2,929	5,023	73,241	332,568



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

### 2. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

### 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

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

### 2. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

### 3. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



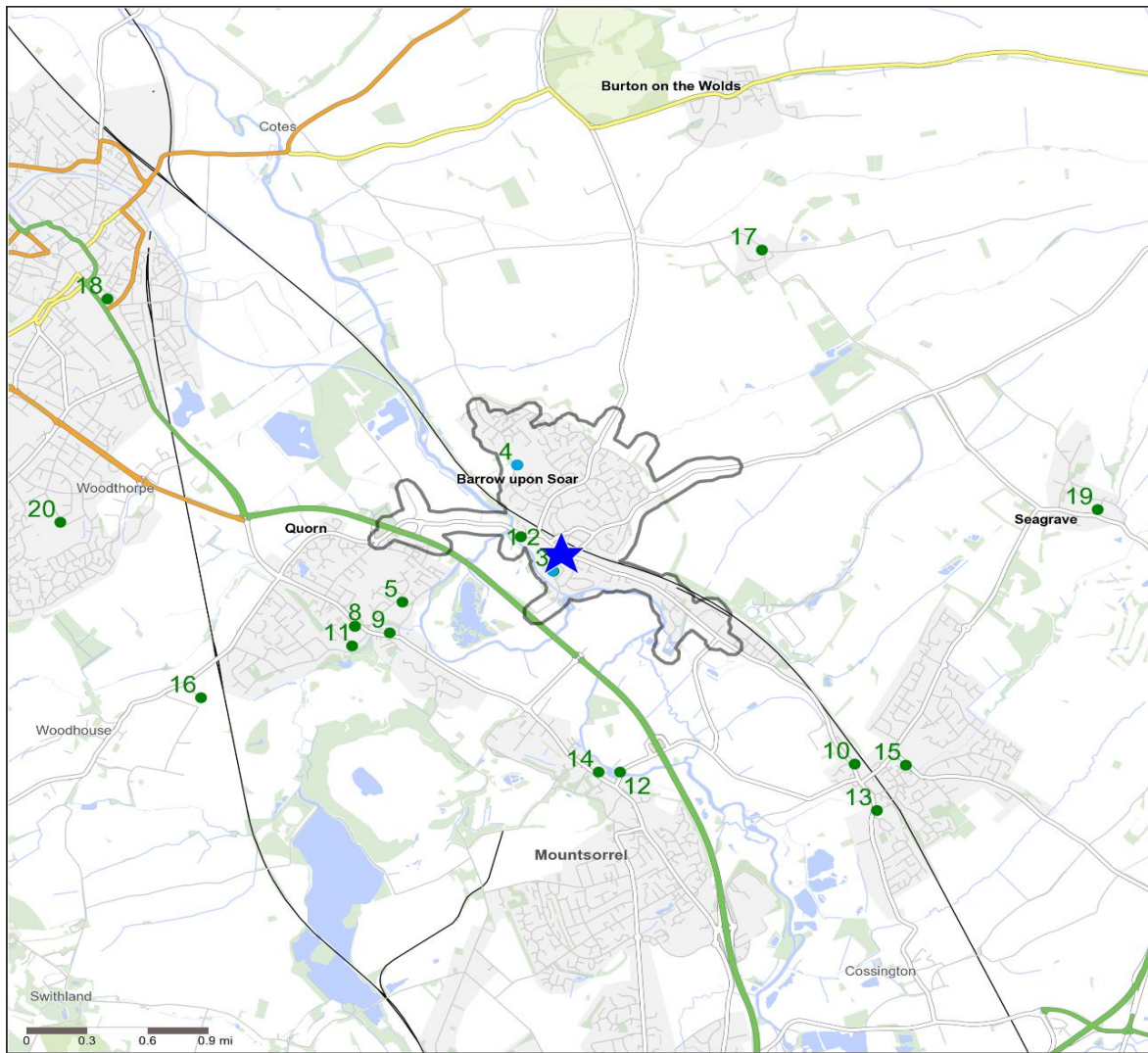
- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

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	Target Customers	% of Population	Index
Female: Alone, Pair or Group	1,844	36.7	121	188	3.7	23	2,989	59.5	114			
Male: Alone	1,250	24.9	84	1,396	27.8	178	2,375	47.3	89			
Male: Group	1,190	23.7	104	1,429	28.5	109	2,402	47.8	96			
Male: Pair	950	18.9	73	816	16.3	107	3,255	64.8	113			
Mixed Sex: Group	475	9.5	41	2,475	49.3	154	2,071	41.2	94			
Mixed Sex: Pair	2,175	43.3	185	991	19.7	61	1,855	36.9	86			
With Children	1,349	26.9	93	1,347	26.8	159	2,325	46.3	87			
Unknown	1,436	28.6	87	964	19.2	107	2,620	52.2	109			
For Eating:												
Upmarket	2,026	40.4	132	892	17.8	85	2,103	41.9	89			
Midmarket	1,050	20.9	61	129	2.6	28	3,842	76.5	138			
Downmarket	1,158	23.1	104	2,688	53.5	153	1,174	23.4	56			
For Drinking (monthly spend):												
Nothing	958	19.1	63	2,286	45.5	193	1,777	35.4	79			
Low (less than £10)	2,487	49.5	166	962	19.2	82	1,571	31.3	69			
Medium (Between £10 and £40)	2,493	49.7	162	228	4.5	25	2,300	45.8	91			
High (Greater than £40)	1,555	31.0	120	1,188	23.7	115	2,277	45.3	87			

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	93,252	28.0	93	45,736	13.8	84	184,531	55.5	107
Male: Alone	113,105	34.0	114	55,452	16.7	107	154,961	46.6	87
Male: Group	67,130	20.2	88	100,872	30.3	116	155,518	46.8	94
Male: Pair	97,834	29.4	113	63,837	19.2	126	161,848	48.7	85
Mixed Sex: Group	91,308	27.5	120	90,400	27.2	85	141,811	42.6	97
Mixed Sex: Pair	102,307	30.8	131	93,822	28.2	87	127,390	38.3	90
With Children	116,038	34.9	121	60,165	18.1	108	147,316	44.3	84
Unknown	123,132	37.0	113	45,519	13.7	76	154,867	46.6	97
For Eating:									
Upmarket	121,560	36.6	119	63,835	19.2	92	138,123	41.5	88
Midmarket	125,523	37.7	110	27,783	8.4	93	170,213	51.2	93
Downmarket	87,892	26.4	119	129,805	39.0	112	105,821	31.8	77
For Drinking (monthly spend):									
Nothing	83,806	25.2	83	89,915	27.0	114	149,798	45.0	100
Low (less than £10)	100,331	30.2	101	65,308	19.6	84	157,880	47.5	105
Medium (Between £10 and £40)	106,099	31.9	104	31,554	9.5	53	185,866	55.9	111
High (Greater than £40)	64,961	19.5	75	62,634	18.8	92	195,924	58.9	113

## 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	Boathouse At Barrrow, LE12 8PN	Ei Group	4.2	0.8
2	Soar Bridge Inn, LE12 8PN	Everards	4.2	0.8
3	Navigation Inn, LE12 8LQ	Star Pubs & Bars	4.5	1.0
4	Three Crowns, LE12 8JS	Star Pubs & Bars	12.4	2.6
5	Apple Tree, LE12 8BU	Ei Group	32.3	6.5
6	Quorndon Fox, LE12 8DT	Mitchells & Butlers	32.9	5.2
7	Royal Oak, LE12 8DT	*Other Small Retail Groups	32.9	5.2
8	White Hart Inn, LE12 8DT	Punch Pub Company	32.9	5.2
9	White Horse, LE12 8ET	Everards	35.9	5.4
10	Horse & Trumpet, LE12 7LP	Steamin Billy Brewing Co	37.1	5.2
11	Blacksmiths Arms, LE12 8EU	Marston's	37.1	6.0
12	Waterside Inn, LE12 7BB	Everards	42.6	4.5
13	Free Trade Inn, LE12 7RW	Everards	42.6	6.0
14	Swan Inn, LE12 7AT	Independent Free	45.9	5.1
15	White Swan, LE12 7NW	Independent Free	45.9	6.5
16	Manor House Hotel, LE12 8AL	Independent Free	48.3	5.8
17	Anchor Inn, LE12 8HR	Independent Free	51.0	6.3
18	Peacock Inn, LE11 1AL	Independent Free	61.6	7.5
19	White Horse, LE12 7LT	Unknown	63.2	7.7
20	Hunters Moon, LE11 2JS	*Other Small Retail Groups	73.5	7.6