

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	1	122
Catchment Adults 18+	686	1,876	141,584
Catchment Adults 18+ Per Pub	686	1,876	1,161
Populaton Projection 2018 to 2028 (% change)	1.16%	4.05%	8.95%

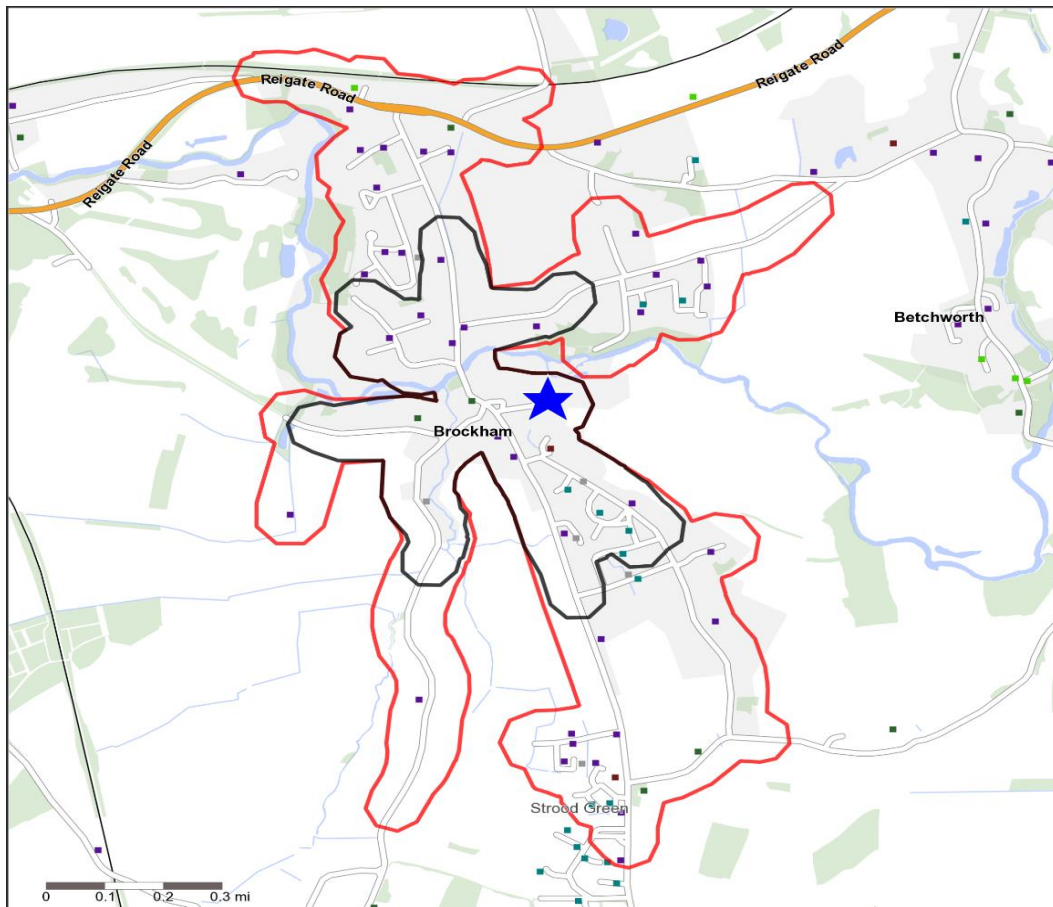
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Great Pub Great Food	663	96.6	187	1	Great Pub Great Food	1,815	96.7	187	1	Premium Local	117,367	82.9	160
2	Premium Local	663	96.6	207	2	Premium Local	1,815	96.7	208	2	Great Pub Great Food	114,741	81.0	174
3	High Street Pub	329	48.0	76	3	High Street Pub	747	39.8	63	3	High Street Pub	76,773	54.2	86
4	Community Pub	176	25.7	198	4	Bit of Style	401	21.4	165	4	Bit of Style	53,221	37.6	291
5	Bit of Style	154	22.4	56	5	Community Pub	346	18.4	46	5	Community Pub	41,835	29.5	73
6	Circuit Bar	0	0.0	0	6	Circuit Bar	0	0.0	0	6	Craft Led	16,817	11.9	44
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Circuit Bar	6,324	4.5	43

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	91	13.3	150	268	14.3	162	19,492	13.8	156
C1	66	9.6	78	195	10.4	85	17,924	12.7	103
C2	40	5.8	71	127	6.8	82	9,169	6.5	78
DE	21	3.1	30	50	2.7	26	7,010	5.0	48

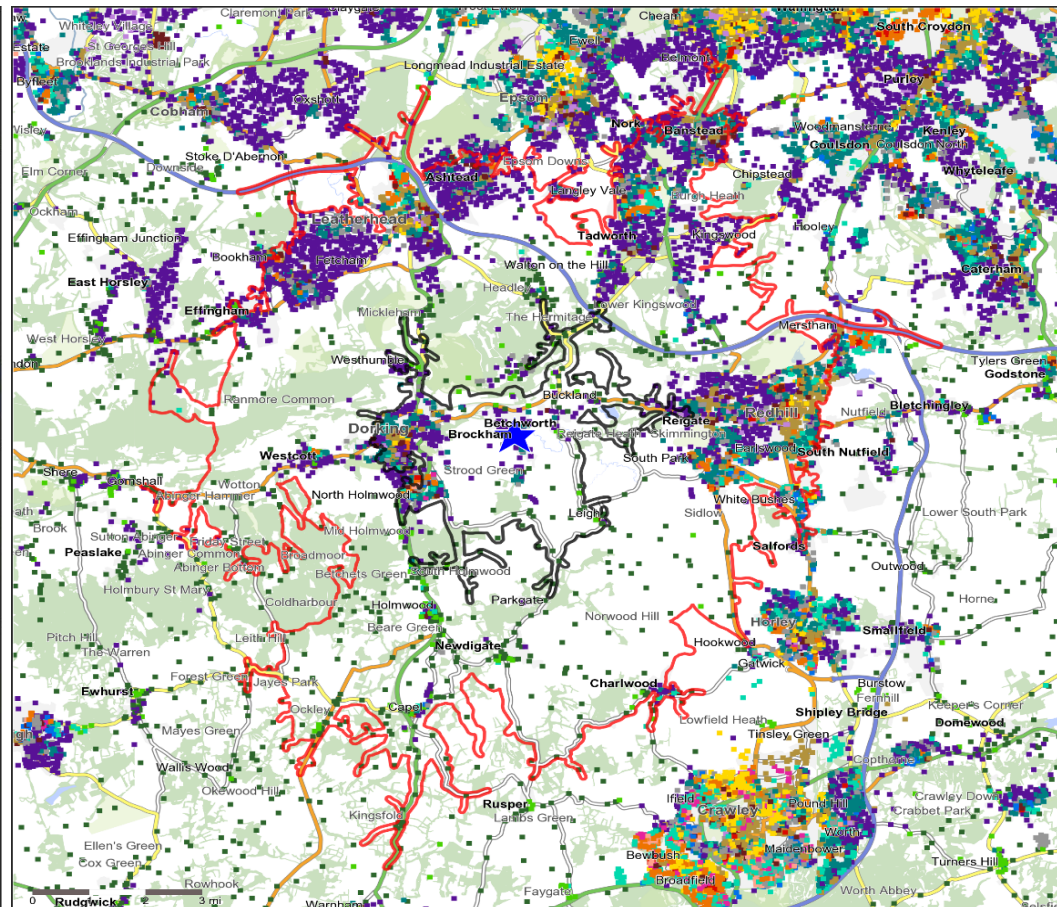
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	7	1.0	3	17	0.9	3	10,285	7.3	22
Medium (7-13)	91	13.3	40	195	10.4	31	26,675	18.8	57
High (14-19)	520	75.8	267	1,545	82.4	290	96,427	68.1	240

**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	0
A02	Uptown Elite	0	0	260	1,312
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	7	20
B05	Premium Fortunes	24	66	1,169	13,986
B06	Diamond Days	60	192	1,738	17,617
B07	Alpha Families	166	437	1,179	10,535
B08	Bank of Mum and Dad	30	282	493	4,420
B09	Empty-Nest Adventure	0	0	84	412
C10	Wealthy Landowners	57	63	1,393	6,605
C11	Rural Vogue	0	0	34	578
C12	Scattered Homesteads	0	0	0	13
C13	Village Retirement	19	39	106	1,398
D14	Satellite Settlers	0	49	416	2,075
D15	Local Focus	0	0	0	208
D16	Outlying Seniors	0	0	0	133
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	153	285	795	6,991
E19	Bungalow Heaven	0	0	73	1,310
E20	Classic Grandparents	0	0	56	125
E21	Solo Retirees	0	0	158	991
F22	Boomerang Boarders	0	0	0	244
F23	Family Ties	0	0	63	1,351
F24	Fledgling Free	0	0	0	0
F25	Dependable Me	0	0	7	322
G26	Cafés and Catchments	0	0	1,795	13,735
G27	Thriving Independence	138	196	2,437	14,015
G28	Modern Parents	0	3	3	58
G29	Mid-Career Convention	16	202	421	1,623
H30	Primary Ambitions	0	0	244	5,322
H31	Affordable Fringe	0	0	0	69
H32	First-Rung Futures	0	0	83	225
H33	Contemporary Starts	0	0	38	699
H34	New Foundations	0	0	15	249
H35	Flying Solo	0	0	116	988

		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	870	6,899
I37	Budget Generations	0	0	0	0
I38	Economical Families	0	0	0	0
I39	Families on a Budget	0	0	0	75
J40	Value Rentals	0	0	0	0
J41	Youthful Endeavours	0	0	0	0
J42	Midlife Renters	0	0	21	338
J43	Renting Rooms	0	0	0	0
K44	Inner City Stalwarts	0	0	0	142
K45	City Diversity	0	0	2	231
K46	High Rise Residents	0	0	0	195
K47	Single Essentials	0	0	0	629
K48	Mature Workers	0	0	0	0
L49	Flatlet Seniors	0	0	33	355
L50	Pocket Pensions	0	37	481	908
L51	Retirement Communities	23	23	620	3,952
L52	Estate Veterans	0	0	0	127
L53	Seasoned Survivors	0	0	0	0
M54	Down-to-Earth Owners	0	0	0	0
M55	Back with the Folks	0	0	40	142
M56	Self Supporters	0	0	0	14
N57	Community Elders	0	0	0	103
N58	Culture & Comfort	0	0	0	31
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	293	1,781
O61	Career Builders	0	0	1,861	13,712
O62	Central Pulse	0	0	0	152
O63	Flexible Workforce	0	0	94	1,111
O64	Bus-Route Renters	0	0	314	2,271
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	62	786
<b>Total</b>		<b>686</b>	<b>1,874</b>	<b>17,874</b>	<b>141,583</b>



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

### 2. 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

### 3. B08 Bank of Mum and Dad

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support



- Married couples aged 50-65
- Adult children at home
- High salaries from senior positions
- Quality 4 bed detached homes
- Mortgage nearly paid off
- Use technology practically

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 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. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

### 3. B05 Premium Fortunes

Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves



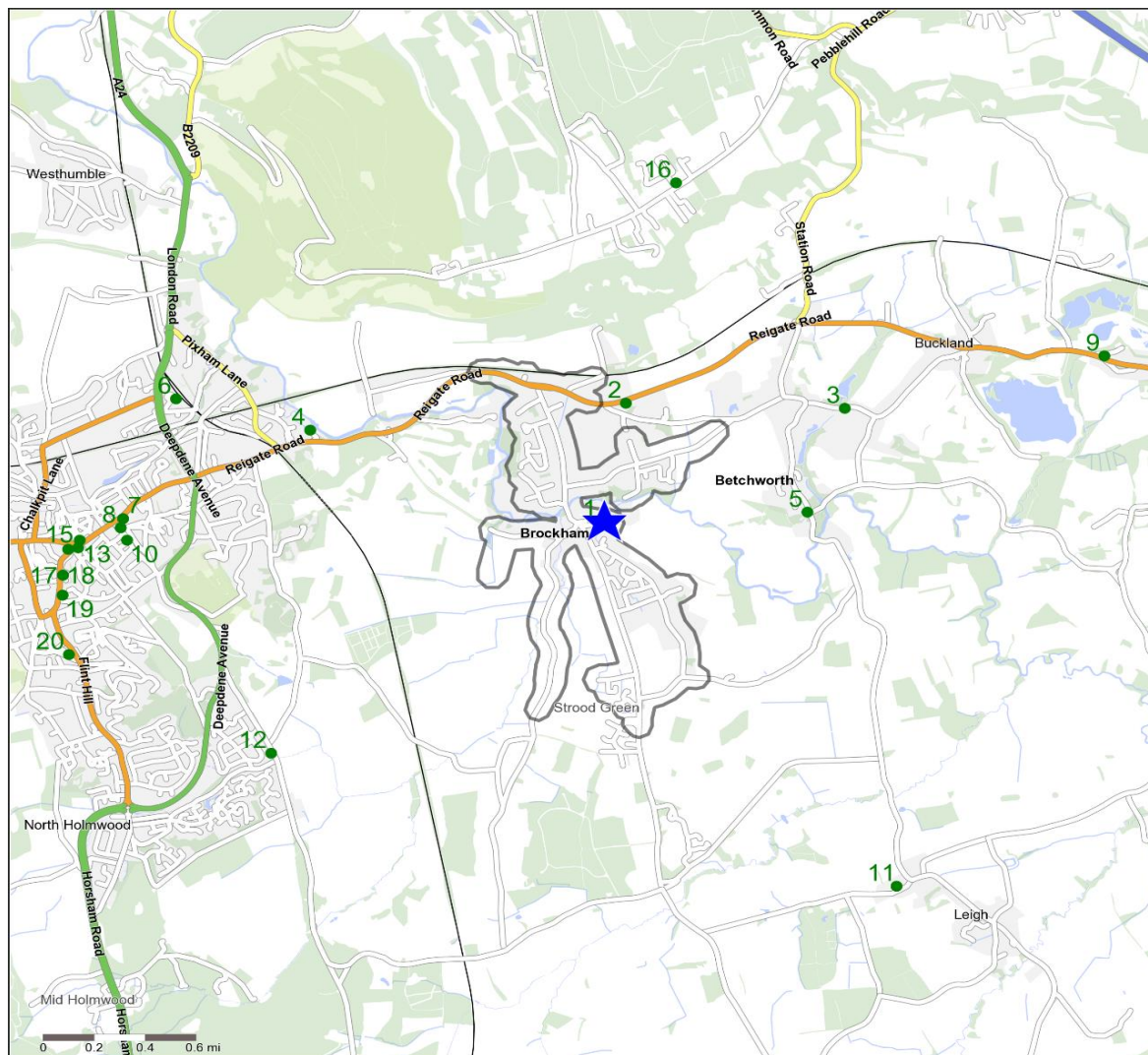
- Extensive detached homes
- Substantial income
- Teenage kids & students
- Portfolio of investments
- Directors and senior managers
- High mobile phone spend

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	285	15.2	50	486	25.9	158	1,105	58.9	113			
Male: Alone	60	3.2	11	401	21.4	137	1,414	75.4	141			
Male: Group	37	2.0	9	523	27.9	106	1,315	70.1	141			
Male: Pair	60	3.2	12	0	0.0	0	1,815	96.7	169			
Mixed Sex: Group	282	15.0	66	293	15.6	49	1,300	69.3	158			
Mixed Sex: Pair	536	28.6	122	39	2.1	6	1,300	69.3	162			
With Children	3	0.2	1	395	21.1	125	1,478	78.8	149			
Unknown	254	13.5	41	478	25.5	142	1,144	61.0	127			
<b>For Eating:</b>												
Upmarket	484	25.8	84	636	33.9	163	755	40.2	85			
Midmarket	282	15.0	44	0	0.0	0	1,594	85.0	154			
Downmarket	0	0.0	0	487	26.0	74	1,389	74.0	178			
<b>For Drinking (monthly spend):</b>												
Nothing	282	15.0	50	242	12.9	55	1,352	72.1	161			
Low (less than £10)	718	38.3	128	49	2.6	11	1,108	59.1	130			
Medium (Between £10 and £40)	745	39.7	130	539	28.7	161	591	31.5	63			
High (Greater than £40)	285	15.2	59	720	38.4	187	871	46.4	89			

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	20,506	14.5	48	33,518	23.7	145	86,774	61.3	118		
Male: Alone	13,139	9.3	31	31,619	22.3	143	96,040	67.8	127		
Male: Group	22,980	16.2	71	15,489	10.9	42	102,329	72.3	146		
Male: Pair	15,078	10.6	41	1,925	1.4	9	123,795	87.4	152		
Mixed Sex: Group	12,812	9.0	40	22,797	16.1	50	105,189	74.3	169		
Mixed Sex: Pair	12,869	9.1	39	46,433	32.8	101	81,496	57.6	135		
With Children	12,677	9.0	31	28,246	19.9	119	99,875	70.5	133		
Unknown	15,297	10.8	33	48,991	34.6	193	76,510	54.0	113		
<b>For Eating:</b>											
Upmarket	47,672	33.7	110	34,280	24.2	116	58,846	41.6	88		
Midmarket	45,910	32.4	94	9,294	6.6	73	85,594	60.5	109		
Downmarket	9,846	7.0	31	20,534	14.5	42	110,417	78.0	188		
<b>For Drinking (monthly spend):</b>											
Nothing	21,582	15.2	50	22,813	16.1	68	96,403	68.1	152		
Low (less than £10)	49,725	35.1	118	14,134	10.0	43	76,939	54.3	120		
Medium (Between £10 and £40)	62,473	44.1	144	35,981	25.4	142	42,344	29.9	59		
High (Greater than £40)	43,968	31.1	120	56,432	39.9	194	40,399	28.5	55		

## 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	Royal Oak Inn, RH 3 7JS	Star Pubs & Bars	0.9	0.5
2	Arkle Manor, RH 3 7HB	Mitchells & Butlers	21.4	3.5
3	Red Lion, RH 3 7DS	Star Pubs & Bars	29.9	5.4
4	Watermill Inn, RH 4 1NN	Greene King	35.0	4.7
5	Dolphin, RH 3 7DW	Youngs	37.4	6.3
6	Lincoln Arms Hotel, RH 4 1TF	Star Pubs & Bars	51.6	6.9
7	Surrey Yeoman, RH 4 1QR	*Other Small Retail Groups	51.9	6.8
8	White Hart, RH 4 2DR	Ei Group	51.9	7.6
9	Pheasant, RH 3 7BG	Restaurant Group	52.5	6.8
10	Red Bar And Lounge, RH 4 2DW	*Other Small Retail Groups	53.1	7.5
11	Seven Stars, RH 2 8NP	Star Pubs & Bars	54.0	8.6
12	Royal Oak, RH 5 4DJ	Youngs	54.9	6.6
13	Courtyard Cafe Bar, RH 4 1AR	Independent Free	55.8	7.5
14	Spotted Dog, RH 4 2HQ	Ei Group	57.0	7.7
15	Bulls Head, RH 4 2DY	Fuller Smith & Turner	57.0	8.0
16	Tree, KT20 7PS	Redcomb Pubs Ltd	57.6	10.2
17	Cafe Rialto, RH 4 2JX	Independent Free	60.7	8.2
18	South Street Wine Bar, RH 4 2JX	Independent Free	60.7	8.2
19	Cricketers Inn, RH 4 2JU	Fuller Smith & Turner	61.7	8.5
20	Prince Of Wales, RH 4 3AH	Independent Free	67.4	9.6