

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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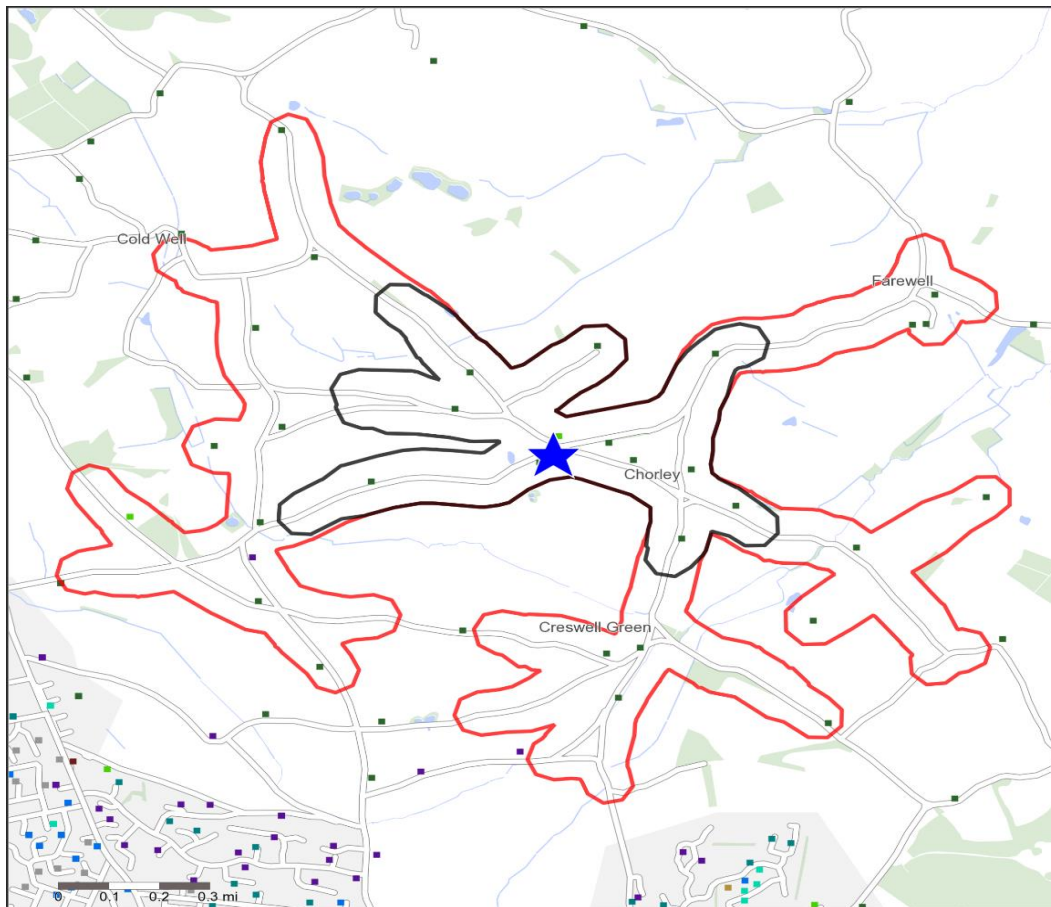
Number of Pubs	1	2	219
Catchment Adults 18+	199	321	227,626
Catchment Adults 18+ Per Pub	199	161	1,039
Populaton Projection 2018 to 2028 (% change)	3.59%	3.33%	3.49%

		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	199	100.0	193	1	Great Pub Great Food	321	100.0	193	1	High Street Pub	167,201	73.5	142
2	Premium Local	199	100.0	215	2	Premium Local	321	100.0	215	2	Premium Local	137,056	60.2	129
3	Community Pub	3	1.5	2	3	Community Pub	4	1.2	2	3	Community Pub	122,593	53.9	85
4	Bit of Style	0	0.0	0	4	Bit of Style	0	0.0	0	4	Great Pub Great Food	101,748	44.7	346
5	Circuit Bar	0	0.0	0	5	Circuit Bar	0	0.0	0	5	Bit of Style	48,898	21.5	53
6	Craft Led	0	0.0	0	6	Craft Led	0	0.0	0	6	Circuit Bar	25,870	11.4	42
7	High Street Pub	0	0.0	0	7	High Street Pub	0	0.0	0	7	Craft Led	14,063	6.2	60

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	27	13.6	153	41	12.8	144	17,313	7.6	86
C1	16	8.0	66	27	8.4	69	24,768	10.9	89
C2	11	5.5	67	18	5.6	68	21,276	9.3	113
DE	6	3.0	29	9	2.8	27	20,599	9.0	88

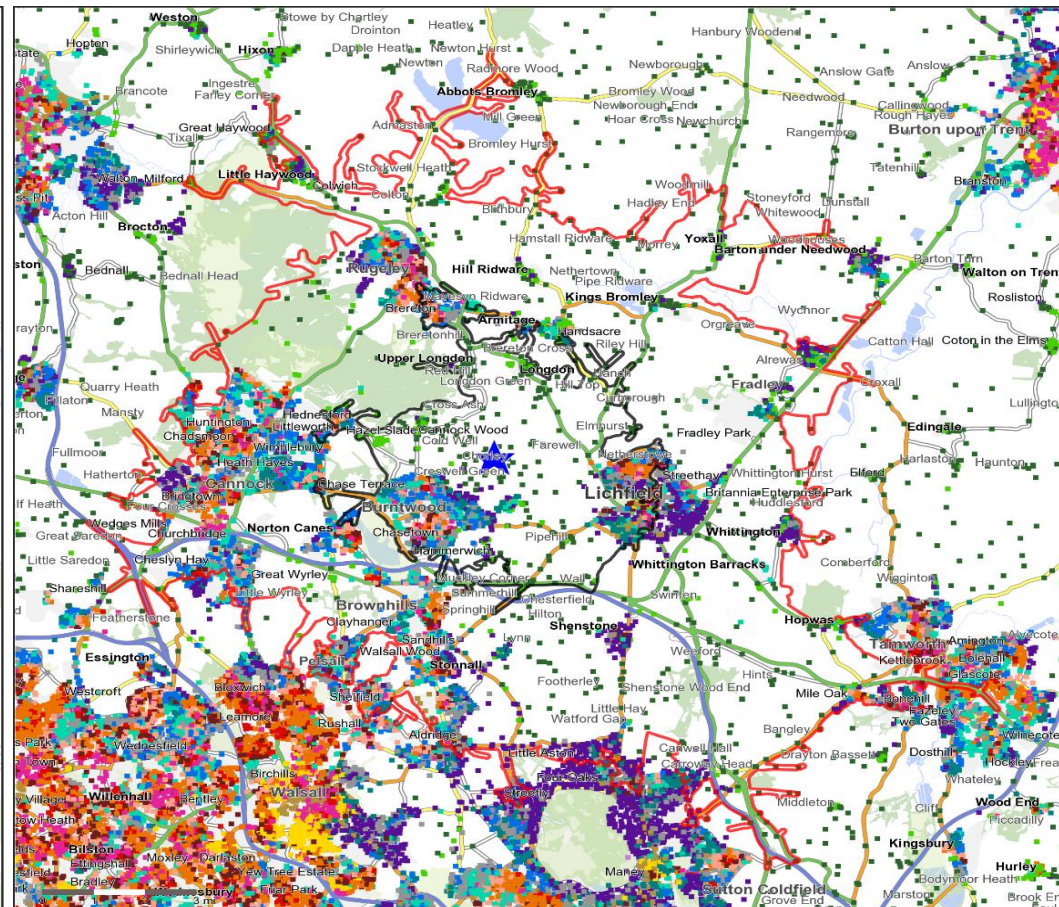
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	15	7.5	23	21	6.5	20	75,495	33.2	100
Medium (7-13)	19	9.5	29	30	9.3	28	91,877	40.4	122
High (14-19)	123	61.8	217	202	62.9	221	46,326	20.4	72

## 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	75	85
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	20	640
B06	Diamond Days	0	7	549	3,531
B07	Alpha Families	0	7	983	5,319
B08	Bank of Mum and Dad	0	1	329	3,990
B09	Empty-Nest Adventure	0	0	1,158	8,767
C10	Wealthy Landowners	163	242	1,222	4,412
C11	Rural Vogue	12	18	212	1,058
C12	Scattered Homesteads	3	4	54	277
C13	Village Retirement	0	7	1,188	3,600
D14	Satellite Settlers	20	34	1,125	4,833
D15	Local Focus	0	0	659	1,738
D16	Outlying Seniors	0	0	712	1,896
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	1,048	3,205
E19	Bungalow Heaven	0	0	3,243	11,233
E20	Classic Grandparents	0	0	1,704	6,386
E21	Solo Retirees	0	0	785	3,592
F22	Boomerang Boarders	0	0	1,579	6,556
F23	Family Ties	0	0	386	1,955
F24	Fledgling Free	0	0	4,861	16,005
F25	Dependable Me	0	0	1,999	6,564
G26	Cafés and Catchments	0	0	38	93
G27	Thriving Independence	0	0	891	2,328
G28	Modern Parents	0	0	1,891	10,314
G29	Mid-Career Convention	0	0	2,912	9,522
H30	Primary Ambitions	0	0	242	1,857
H31	Affordable Fringe	0	0	2,614	14,161
H32	First-Rung Futures	0	0	2,346	10,215
H33	Contemporary Starts	0	0	1,353	7,014
H34	New Foundations	0	0	250	982
H35	Flying Solo	0	0	336	1,250

		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	604	1,591
I37	Budget Generations	0	0	1,751	7,554
I38	Economical Families	0	0	483	3,106
I39	Families on a Budget	0	0	1,051	4,582
J40	Value Rentals	0	0	1,154	4,014
J41	Youthful Endeavours	0	0	385	1,773
J42	Midlife Renters	0	0	1,140	3,274
J43	Renting Rooms	0	0	64	1,022
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	127
K47	Single Essentials	0	0	250	1,375
K48	Mature Workers	0	0	292	2,221
L49	Flatlet Seniors	0	0	103	786
L50	Pocket Pensions	0	0	1,139	6,997
L51	Retirement Communities	0	0	624	1,630
L52	Estate Veterans	0	0	1,424	5,451
L53	Seasoned Survivors	0	0	82	685
M54	Down-to-Earth Owners	0	0	1,220	8,662
M55	Back with the Folks	0	0	1,789	8,920
M56	Self Supporters	0	0	1,040	4,873
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	189	240
O61	Career Builders	0	0	789	1,193
O62	Central Pulse	0	0	29	29
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	0	363	3,232
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	11	909
<b>Total</b>		<b>198</b>	<b>320</b>	<b>52,740</b>	<b>227,624</b>



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

### 2. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

### 3. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work



- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

### 2. 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

### 3. E19 Bungalow Haven

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



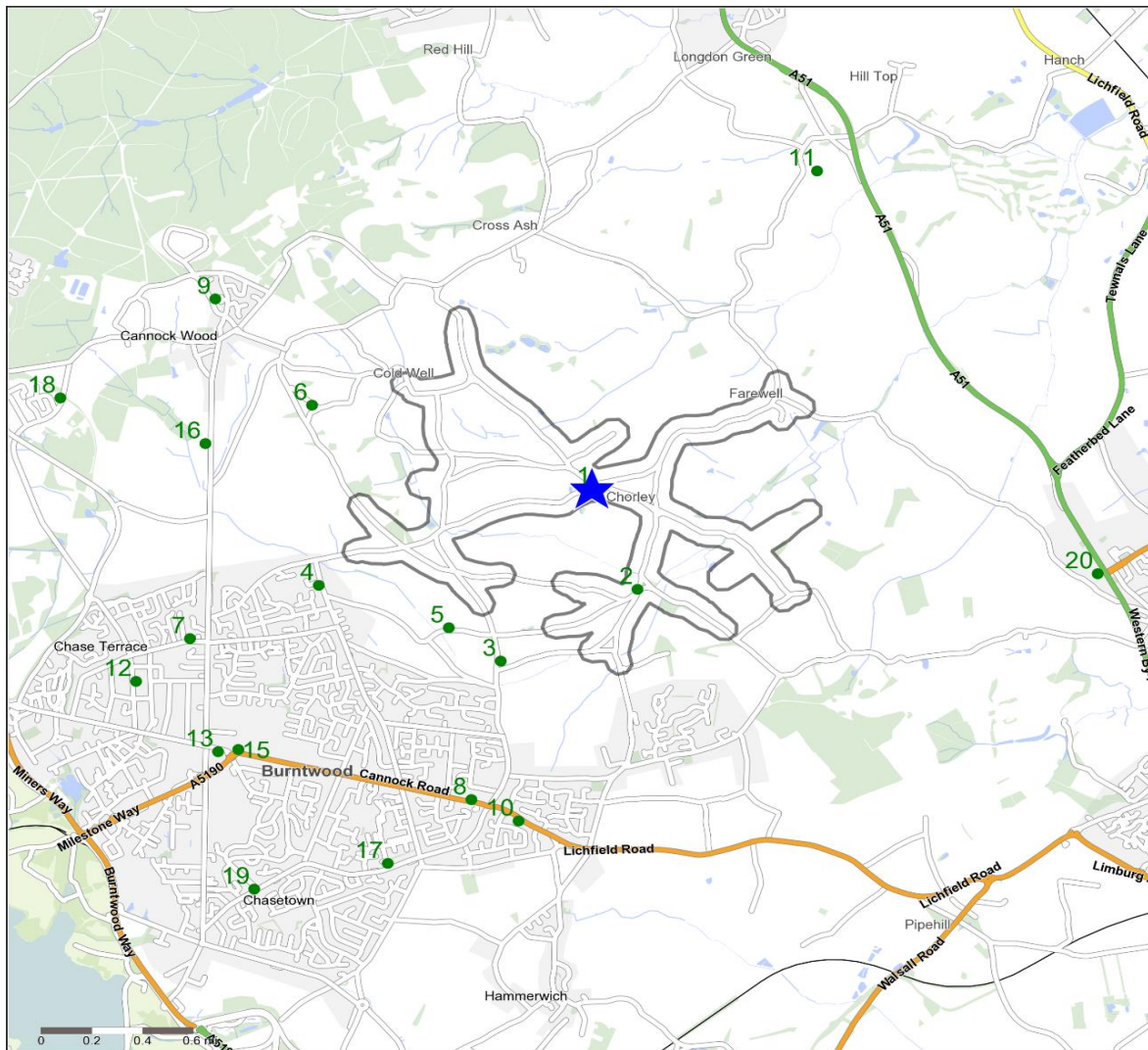
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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	0.3	1	41	12.8	78	278	86.6	166	
Male: Alone	0	0.0	0	0	0.0	0	321	100.0	188	
Male: Group	0	0.0	0	8	2.5	10	313	97.5	196	
Male: Pair	0	0.0	0	0	0.0	0	321	100.0	174	
Mixed Sex: Group	1	0.3	1	41	12.8	40	279	86.9	198	
Mixed Sex: Pair	35	10.9	46	11	3.4	11	274	85.4	200	
With Children	0	0.0	0	7	2.2	13	314	97.8	185	
Unknown	34	10.6	32	7	2.2	12	280	87.2	182	
<b>For Eating:</b>										
Upmarket	1	0.3	1	7	2.2	10	312	97.2	206	
Midmarket	1	0.3	1	0	0.0	0	320	99.7	180	
Downmarket	0	0.0	0	1	0.3	1	320	99.7	240	
<b>For Drinking (monthly spend):</b>										
Nothing	5	1.6	5	18	5.6	24	298	92.8	207	
Low (less than £10)	20	6.2	21	52	16.2	69	249	77.6	171	
Medium (Between £10 and £40)	9	2.8	9	261	81.3	456	52	16.2	32	
High (Greater than £40)	1	0.3	1	249	77.6	378	70	21.8	42	

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	57,070	25.1	83	37,412	16.4	100	132,234	58.1	112	
Male: Alone	73,448	32.3	108	33,541	14.7	94	119,728	52.6	99	
Male: Group	53,746	23.6	103	63,307	27.8	106	109,664	48.2	97	
Male: Pair	54,817	24.1	92	31,040	13.6	89	140,860	61.9	108	
Mixed Sex: Group	42,820	18.8	82	79,857	35.1	110	104,040	45.7	104	
Mixed Sex: Pair	80,726	35.5	151	58,745	25.8	79	87,247	38.3	90	
With Children	78,293	34.4	119	36,865	16.2	96	111,559	49.0	93	
Unknown	68,845	30.2	92	27,124	11.9	66	130,749	57.4	120	
<b>For Eating:</b>										
Upmarket	67,567	29.7	97	35,183	15.5	74	123,967	54.5	115	
Midmarket	48,538	21.3	62	9,281	4.1	45	168,899	74.2	134	
Downmarket	87,179	38.3	172	79,073	34.7	100	60,465	26.6	64	
<b>For Drinking (monthly spend):</b>										
Nothing	72,485	31.8	105	67,448	29.6	125	86,784	38.1	85	
Low (less than £10)	87,808	38.6	129	63,193	27.8	118	75,716	33.3	73	
Medium (Between £10 and £40)	84,600	37.2	121	45,935	20.2	113	96,183	42.3	84	
High (Greater than £40)	51,680	22.7	88	67,820	29.8	145	107,217	47.1	90	

## Competitor Map



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## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Malt Shovel Inn, WS13 8DD	Star Pubs & Bars	0.0	0.1
2	Nelson, WS 7 9HL	Independent Free	12.7	1.5
3	Nags Head, WS 7 9HA	Greene King	24.1	3.0
4	Foresters Tavern, WS 7 2PH	New River Retail	24.7	3.5
5	Drill, WS 7 9HD	Star Pubs & Bars	26.3	3.0
6	Ye Olde Windmill, WS15 4NF	Independent Free	29.0	3.5
7	Junction Inn, WS 7 1LP	Independent Free	35.6	5.0
8	White Swan, WS 7 0BJ	Punch Pub Company	38.0	5.3
9	Park Gate Hotel, WS15 4RN	Star Pubs & Bars	38.9	4.7
10	Star Hotel, WS 7 0HJ	Mitchells & Butlers	39.2	5.4
11	Red Lion Inn, WS15 4QF	Restaurant Group	41.6	4.6
12	Victoria Inn, WS 7 1LY	*Other Small Retail Groups	41.9	6.7
13	Sankeys Tap House, WS 7 2BX	Independent Free	43.5	6.3
14	Number 7 Wine Bar, WS 7 2BU	Independent Free	45.6	6.5
15	Wych Elm, WS 7 2BU	Marston's	45.6	6.5
16	Redmore Inn, WS15 4RU	Punch Pub Company	46.2	5.7
17	Trident, WS 7 0DX	Admiral Taverns Ltd	50.4	7.0
18	Rag, WS12 0QD	Independent Free	52.8	6.5
19	Cottage Of Content, WS 7 4QE	Independent Free	53.4	8.1
20	Hedgehog, WS13 8JB	Mitchells & Butlers	54.0	6.4