

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

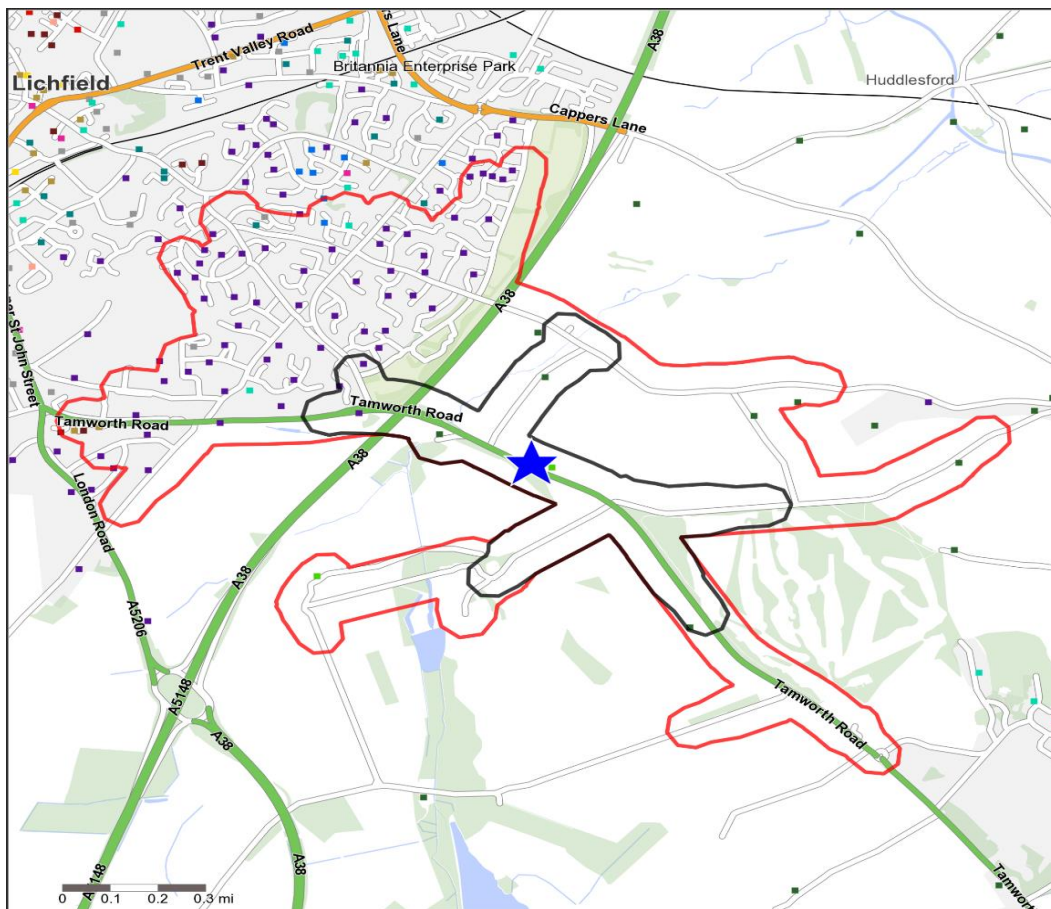
Number of Pubs	2	3	313
Catchment Adults 18+	122	3,031	345,097
Catchment Adults 18+ Per Pub	61	1,010	1,103
Populaton Projection 2018 to 2028 (% change)	0.68%	2.44%	3.58%

		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	122	100.0	193	<div></div>	1	Premium Local	3,008	99.2	192	<div></div>	1	High Street Pub	254,596	73.8	142	<div></div>
2	Great Pub Great Food	119	97.5	209	<div></div>	2	Great Pub Great Food	2,916	96.2	206	<div></div>	2	Premium Local	208,525	60.4	130	<div></div>
3	Bit of Style	2	1.6	3	<div></div>	3	High Street Pub	469	15.5	25	<div></div>	3	Community Pub	185,559	53.8	85	<div></div>
4	Circuit Bar	2	1.6	13	<div></div>	4	Community Pub	257	8.5	66	<div></div>	4	Great Pub Great Food	161,439	46.8	362	<div></div>
5	Community Pub	2	1.6	4	<div></div>	5	Bit of Style	242	8.0	20	<div></div>	5	Bit of Style	77,612	22.5	56	<div></div>
6	Craft Led	0	0.0	0	<div></div>	6	Craft Led	16	0.5	2	<div></div>	6	Circuit Bar	37,644	10.9	41	<div></div>
7	High Street Pub	0	0.0	0	<div></div>	7	Circuit Bar	11	0.4	4	<div></div>	7	Craft Led	22,611	6.6	64	<div></div>

	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	15	12.3	139	514	17.0	192	28,487	8.3	93
C1	11	9.0	74	323	10.7	87	39,473	11.4	93
C2	7	5.7	70	100	3.3	40	30,004	8.7	105
DE	3	2.5	24	64	2.1	21	31,467	9.1	89

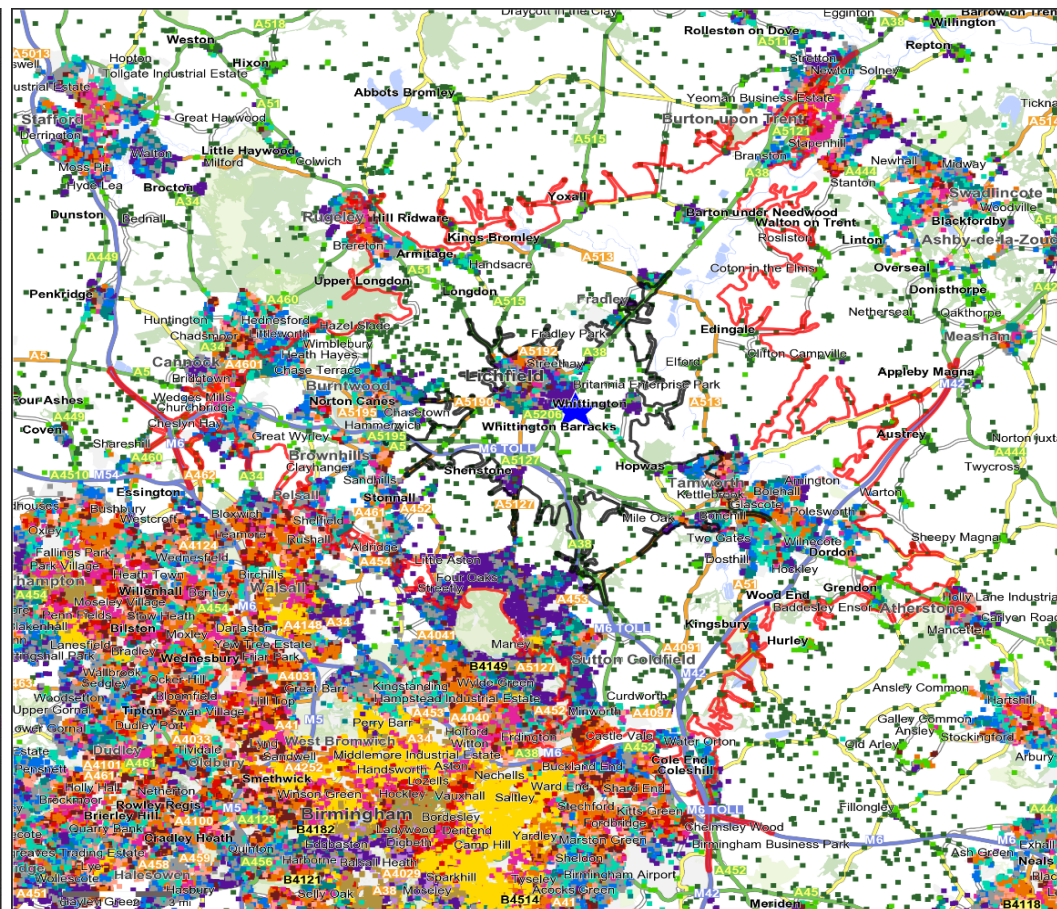
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2	1.6	5	44	1.5	4	106,134	30.8	93
Medium (7-13)	13	10.7	32	557	18.4	55	139,042	40.3	121
High (14-19)	89	73.0	257	2,213	73.0	257	84,069	24.4	86

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

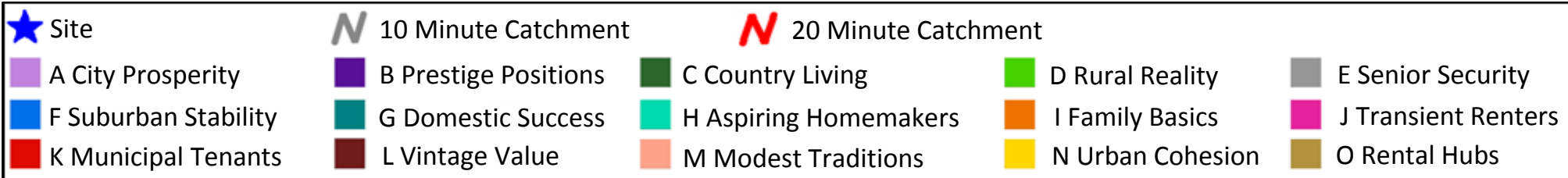


Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

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



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



## 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	85	226
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		0	0	82	3,802
B06	Diamond Days		39	555	1,710	6,767
B07	Alpha Families		15	672	2,247	8,397
B08	Bank of Mum and Dad		4	231	1,490	7,634
B09	Empty-Nest Adventure		11	1,014	3,252	14,117
C10	Wealthy Landowners		23	36	1,246	5,981
C11	Rural Vogue		14	20	412	1,382
C12	Scattered Homesteads		2	2	52	369
C13	Village Retirement		6	9	469	4,741
D14	Satellite Settlers		7	12	890	6,002
D15	Local Focus		0	0	289	2,982
D16	Outlying Seniors		0	0	233	3,472
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	134	1,844	6,823
E19	Bungalow Heaven		0	0	919	11,575
E20	Classic Grandparents		0	0	1,577	11,212
E21	Solo Retirees		0	0	1,165	6,690
F22	Boomerang Boarders		0	0	1,228	10,549
F23	Family Ties		0	0	231	3,902
F24	Fledgling Free		0	0	1,359	19,272
F25	Dependable Me		0	81	1,067	10,913
G26	Cafés and Catchments		0	0	69	754
G27	Thriving Independence		0	103	1,563	6,646
G28	Modern Parents		0	0	1,450	15,261
G29	Mid-Career Convention		0	0	2,219	16,201
H30	Primary Ambitions		0	111	370	4,232
H31	Affordable Fringe		0	0	790	19,088
H32	First-Rung Futures		0	0	954	14,034
H33	Contemporary Starts		0	0	1,463	8,968
H34	New Foundations		2	11	98	1,341
H35	Flying Solo		0	0	295	2,499

			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	630	2,676
I37	Budget Generations		0	0	979	8,570
I38	Economical Families		0	0	47	5,347
I39	Families on a Budget		0	0	725	9,248
J40	Value Rentals		0	0	146	4,020
J41	Youthful Endeavours		0	0	383	2,548
J42	Midlife Renters		0	0	813	6,073
J43	Renting Rooms		0	0	30	2,992
K44	Inner City Stalwarts		0	0	0	0
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	0	0	486
K47	Single Essentials		0	0	270	2,647
K48	Mature Workers		0	0	146	3,122
L49	Flatlet Seniors		0	0	432	2,140
L50	Pocket Pensions		0	0	721	7,407
L51	Retirement Communities		0	23	819	3,715
L52	Estate Veterans		0	0	1,221	8,673
L53	Seasoned Survivors		0	0	100	2,169
M54	Down-to-Earth Owners		0	0	645	8,127
M55	Back with the Folks		0	0	816	10,546
M56	Self Supporters		0	0	455	7,451
N57	Community Elders		0	0	0	0
N58	Culture & Comfort		0	0	0	0
N59	Large Family Living		0	0	0	632
N60	Ageing Access		0	0	240	952
O61	Career Builders		0	16	1,036	3,196
O62	Central Pulse		0	0	29	209
O63	Flexible Workforce		0	0	0	27
O64	Bus-Route Renters		0	0	860	5,372
O65	Learners & Earners		0	0	0	0
O66	Student Scene		0	0	0	0
U99	Unclassified		0	0	680	922
Total			123	3,030	43,341	345,099



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. 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

### 3. 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

## 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. 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

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	353	11.6	38		700	23.1	141		1,978	65.3	125	
Male: Alone	104	3.4	12		120	4.0	25		2,807	92.6	174	
Male: Group	81	2.7	12		351	11.6	44		2,599	85.7	173	
Male: Pair	23	0.8	3		92	3.0	20		2,916	96.2	168	
Mixed Sex: Group	242	8.0	35		132	4.4	14		2,657	87.7	200	
Mixed Sex: Pair	243	8.0	34		1,234	40.7	125		1,554	51.3	120	
With Children	111	3.7	13		555	18.3	109		2,365	78.0	147	
Unknown	12	0.4	1		811	26.8	149		2,208	72.8	152	
For Eating:												
Upmarket	358	11.8	39		786	25.9	125		1,886	62.2	132	
Midmarket	358	11.8	34		0	0.0	0		2,672	88.2	159	
Downmarket	192	6.3	29		1,245	41.1	118		1,593	52.6	126	
For Drinking (monthly spend):												
Nothing	344	11.3	38		1,115	36.8	156		1,571	51.8	116	
Low (less than £10)	1,923	63.4	213		113	3.7	16		996	32.9	72	
Medium (Between £10 and £40)	1,911	63.0	206		735	24.2	136		384	12.7	25	
High (Greater than £40)	1,373	45.3	175		695	22.9	112		963	31.8	61	

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	87,792	25.4	84	53,903	15.6	95	202,481	58.7	113
Male: Alone	104,477	30.3	102	57,929	16.8	108	181,769	52.7	99
Male: Group	79,277	23.0	100	90,825	26.3	100	174,073	50.4	102
Male: Pair	82,645	23.9	92	50,937	14.8	97	210,594	61.0	106
Mixed Sex: Group	67,189	19.5	85	110,194	31.9	100	166,792	48.3	110
Mixed Sex: Pair	120,619	35.0	149	90,530	26.2	81	133,026	38.5	90
With Children	112,075	32.5	112	58,339	16.9	100	173,761	50.4	95
Unknown	98,681	28.6	87	48,002	13.9	78	197,492	57.2	119
For Eating:									
Upmarket	103,331	29.9	98	58,174	16.9	81	182,670	52.9	112
Midmarket	78,140	22.6	66	17,197	5.0	55	248,838	72.1	130
Downmarket	120,253	34.8	157	123,326	35.7	102	100,596	29.2	70
For Drinking (monthly spend):									
Nothing	105,428	30.6	101	100,391	29.1	123	138,356	40.1	89
Low (less than £10)	135,120	39.2	131	83,193	24.1	103	125,862	36.5	80
Medium (Between £10 and £40)	134,021	38.8	127	61,315	17.8	100	148,839	43.1	86
High (Greater than £40)	80,660	23.4	90	99,725	28.9	141	163,790	47.5	91

8