

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	4	6	226
Catchment Adults 18+	2,107	3,675	174,806
Catchment Adults 18+ Per Pub	527	613	773
Populaton Projection 2018 to 2028 (% change)	2.30%	2.52%	5.27%

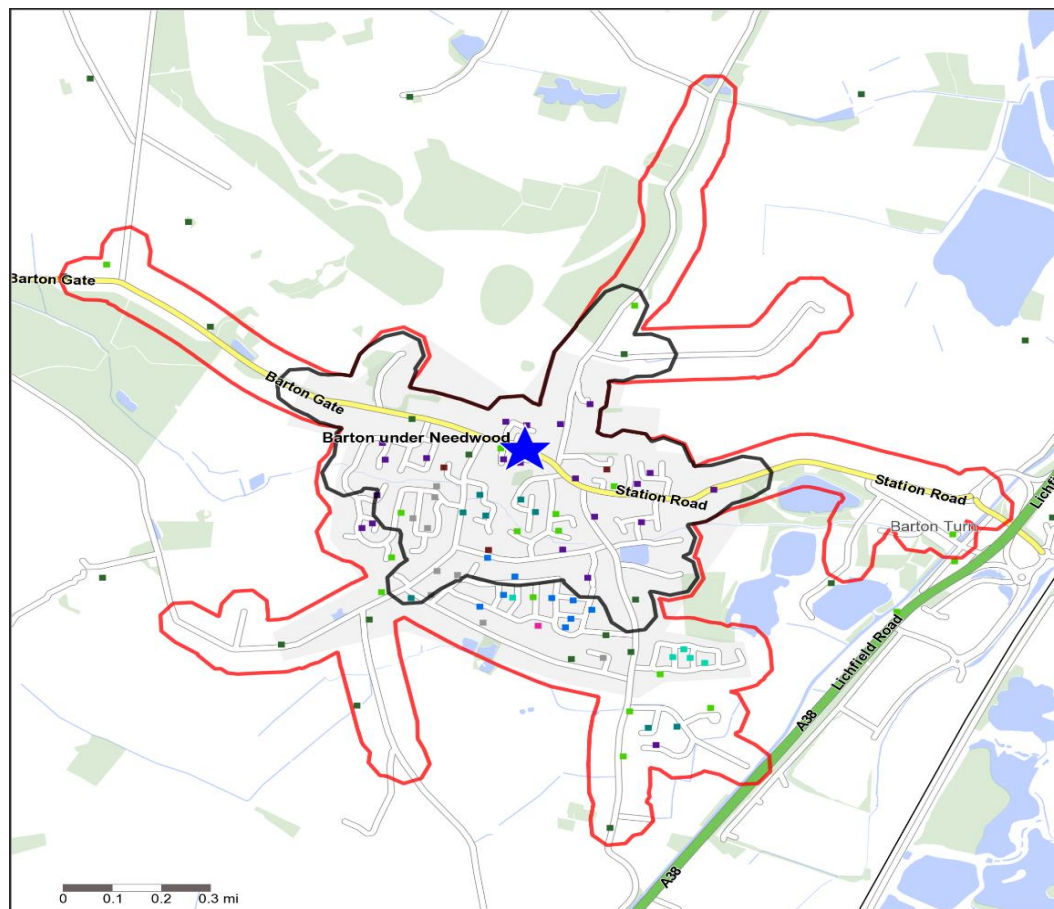
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	1,498	71.1	137	1	Premium Local	2,870	78.1	151	1	High Street Pub	104,576	59.8	115
2	Great Pub Great Food	1,467	69.6	149	2	Great Pub Great Food	2,513	68.4	147	2	Premium Local	103,135	59.0	127
3	High Street Pub	565	26.8	43	3	High Street Pub	1,140	31.0	49	3	Great Pub Great Food	80,995	46.3	74
4	Community Pub	273	13.0	100	4	Bit of Style	602	16.4	127	4	Community Pub	79,335	45.4	351
5	Bit of Style	258	12.2	30	5	Community Pub	558	15.2	38	5	Bit of Style	38,545	22.1	55
6	Circuit Bar	31	1.5	5	6	Circuit Bar	254	6.9	26	6	Circuit Bar	19,998	11.4	43
7	Craft Led	0	0.0	0	7	Craft Led	63	1.7	17	7	Craft Led	8,166	4.7	45

	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	260	12.3	140	451	12.3	139	16,284	9.3	105
C1	185	8.8	72	363	9.9	81	19,091	10.9	89
C2	111	5.3	64	223	6.1	74	13,874	7.9	96
DE	94	4.5	43	187	5.1	49	17,388	9.9	97

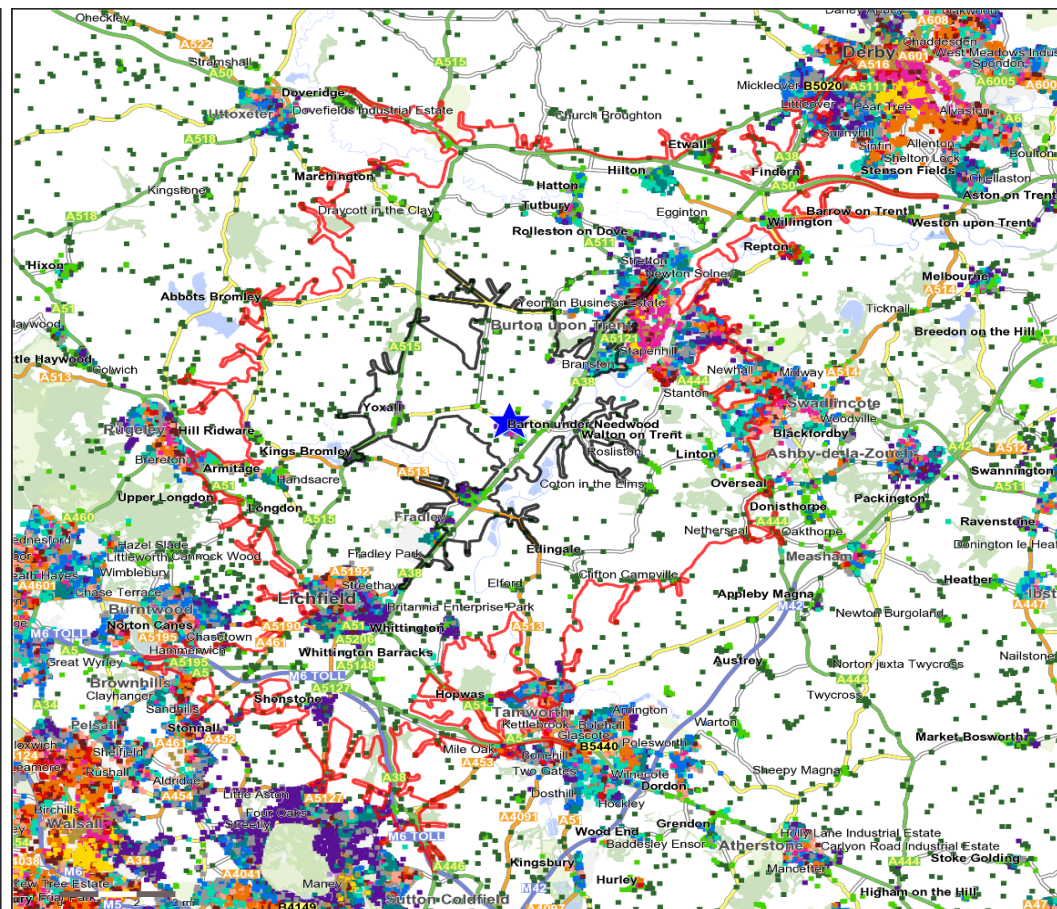
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	230	10.9	33	445	12.1	37	57,285	32.8	99
Medium (7-13)	703	33.4	101	1,482	40.3	122	62,959	36.0	109
High (14-19)	978	46.4	163	1,471	40.0	141	43,032	24.6	87

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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



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	0	0
A02	Uptown Elite	0	0	0	85	0	85
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	32	32	75	179	32	179
B06	Diamond Days	82	91	355	2,273	82	2,273
B07	Alpha Families	315	329	1,115	4,520	315	4,520
B08	Bank of Mum and Dad	147	190	432	3,341	147	3,341
B09	Empty-Nest Adventure	64	163	314	7,459	64	7,459
C10	Wealthy Landowners	24	95	1,469	6,914	24	6,914
C11	Rural Vogue	0	0	284	2,457	0	2,457
C12	Scattered Homesteads	0	0	91	775	0	775
C13	Village Retirement	222	443	1,460	6,139	222	6,139
D14	Satellite Settlers	259	452	1,970	8,895	259	8,895
D15	Local Focus	30	136	354	3,929	30	3,929
D16	Outlying Seniors	103	108	606	3,830	103	3,830
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	0	0	2,142	0	2,142
E19	Bungalow Heaven	336	413	818	6,152	336	6,152
E20	Classic Grandparents	0	0	90	2,551	0	2,551
E21	Solo Retirees	0	0	201	2,711	0	2,711
F22	Boomerang Boarders	43	43	192	3,613	43	3,613
F23	Family Ties	0	0	57	1,205	0	1,205
F24	Fledgling Free	52	327	689	6,732	52	6,732
F25	Dependable Me	0	103	660	4,649	0	4,649
G26	Cafés and Catchments	0	0	0	130	0	130
G27	Thriving Independence	0	0	16	2,304	0	2,304
G28	Modern Parents	0	0	230	8,031	0	8,031
G29	Mid-Career Convention	227	348	833	7,550	227	7,550
H30	Primary Ambitions	0	0	135	2,115	0	2,115
H31	Affordable Fringe	0	0	337	4,162	0	4,162
H32	First-Rung Futures	0	63	382	4,351	0	4,351
H33	Contemporary Starts	31	191	373	8,765	31	8,765
H34	New Foundations	0	0	86	927	0	927
H35	Flying Solo	0	0	32	1,072	0	1,072

				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	0	1,362	0	1,362
I37	Budget Generations	0	0	0	2,461	0	2,461
I38	Economical Families	0	0	38	3,532	0	3,532
I39	Families on a Budget	0	0	0	2,660	0	2,660
J40	Value Rentals	0	0	34	1,712	0	1,712
J41	Youthful Endeavours	0	0	0	1,343	0	1,343
J42	Midlife Renters	14	22	47	2,956	14	2,956
J43	Renting Rooms	0	0	270	8,755	0	8,755
K44	Inner City Stalwarts	0	0	0	0	0	0
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	0	0	0	0	0
K47	Single Essentials	0	0	0	1,241	0	1,241
K48	Mature Workers	0	0	0	1,824	0	1,824
L49	Flatlet Seniors	0	0	6	885	0	885
L50	Pocket Pensions	75	75	274	2,910	75	2,910
L51	Retirement Communities	51	51	51	1,341	51	1,341
L52	Estate Veterans	0	0	43	2,203	0	2,203
L53	Seasoned Survivors	0	0	47	2,028	0	2,028
M54	Down-to-Earth Owners	0	0	71	2,224	0	2,224
M55	Back with the Folks	0	0	38	2,235	0	2,235
M56	Self Supporters	0	0	21	4,083	0	4,083
N57	Community Elders	0	0	0	0	0	0
N58	Culture & Comfort	0	0	0	0	0	0
N59	Large Family Living	0	0	0	2,592	0	2,592
N60	Ageing Access	0	0	0	254	0	254
O61	Career Builders	0	0	0	1,178	0	1,178
O62	Central Pulse	0	0	0	222	0	222
O63	Flexible Workforce	0	0	0	102	0	102
O64	Bus-Route Renters	0	0	132	1,975	0	1,975
O65	Learners & Earners	0	0	0	0	0	0
O66	Student Scene	0	0	0	0	0	0
U99	Unclassified	0	0	0	2,768	0	2,768
Total				2,107	3,675	14,728	174,804

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



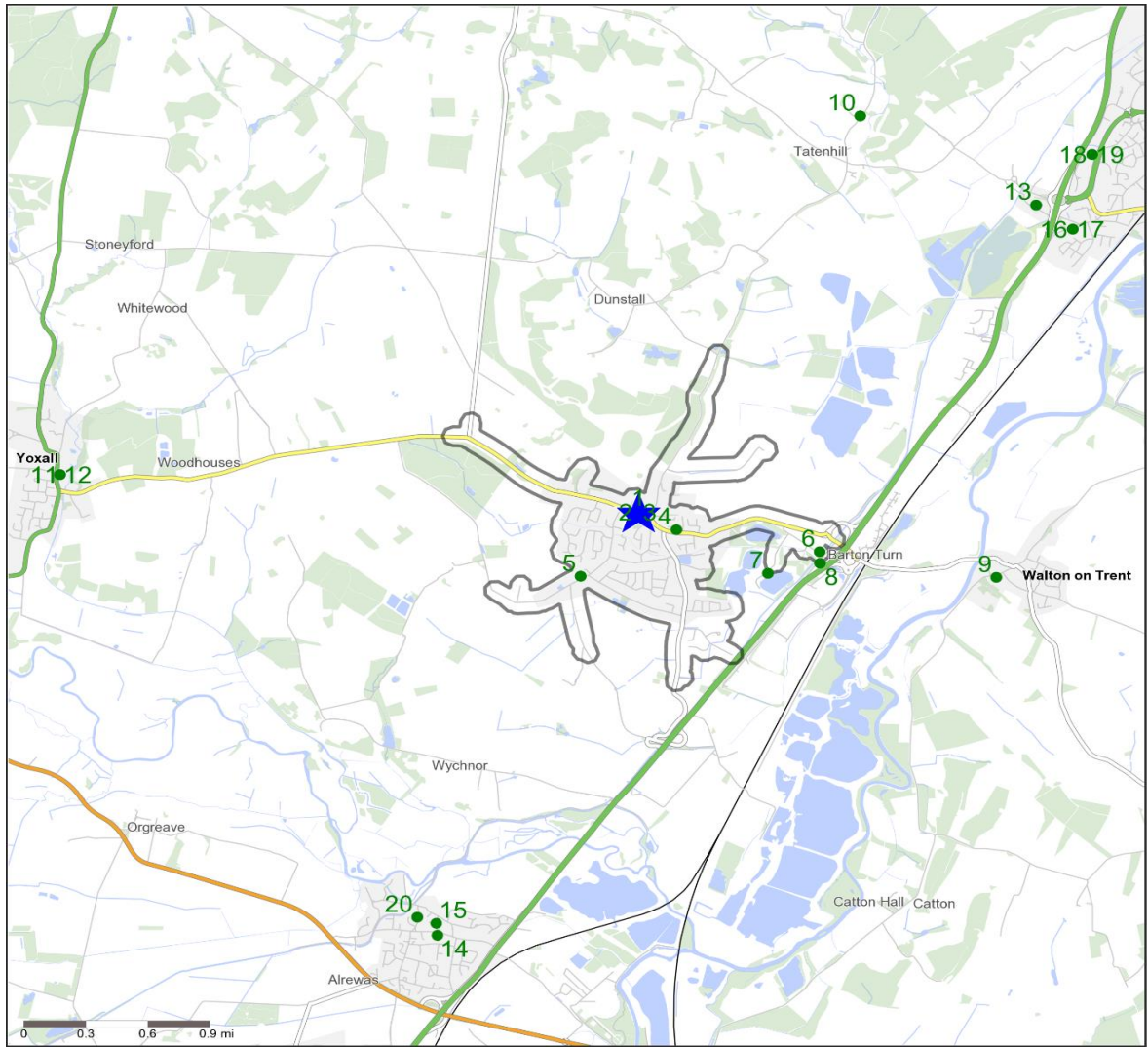
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: 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	446	12.1	40		917	25.0	153		2,312	62.9	121	
Male: Alone	402	10.9	37		348	9.5	61		2,925	79.6	149	
Male: Group	243	6.6	29		1,529	41.6	159		1,903	51.8	104	
Male: Pair	191	5.2	20		166	4.5	30		3,318	90.3	157	
Mixed Sex: Group	212	5.8	25		2,134	58.1	182		1,329	36.2	82	
Mixed Sex: Pair	1,055	28.7	122		1,230	33.5	103		1,390	37.8	89	
With Children	85	2.3	8		766	20.8	124		2,824	76.8	145	
Unknown	936	25.5	78		304	8.3	46		2,435	66.3	138	
For Eating:												
Upmarket	772	21.0	69		351	9.6	46		2,553	69.5	147	
Midmarket	255	6.9	20		0	0.0	0		3,420	93.1	168	
Downmarket	473	12.9	58		1,571	42.7	123		1,631	44.4	107	
For Drinking (monthly spend):												
Nothing	477	13.0	43		1,102	30.0	127		2,096	57.0	127	
Low (less than £10)	1,278	34.8	116		1,561	42.5	181		836	22.7	50	
Medium (Between £10 and £40)	867	23.6	77		1,194	32.5	182		1,614	43.9	87	
High (Greater than £40)	396	10.8	42		893	24.3	118		2,386	64.9	124	

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	42,312	24.2	80	35,263	20.2	123	94,463	54.0	104
Male: Alone	46,150	26.4	89	24,762	14.2	91	101,126	57.9	109
Male: Group	27,331	15.6	68	50,315	28.8	110	94,392	54.0	109
Male: Pair	27,982	16.0	61	31,037	17.8	116	113,019	64.7	113
Mixed Sex: Group	32,476	18.6	81	66,881	38.3	120	72,680	41.6	95
Mixed Sex: Pair	49,198	28.1	120	54,683	31.3	96	68,158	39.0	91
With Children	49,980	28.6	99	32,438	18.6	110	89,621	51.3	97
Unknown	56,831	32.5	99	24,582	14.1	78	90,624	51.8	108
For Eating:									
Upmarket	42,972	24.6	80	36,769	21.0	101	92,297	52.8	112
Midmarket	39,620	22.7	66	6,521	3.7	41	125,897	72.0	130
Downmarket	39,279	22.5	101	68,875	39.4	113	63,884	36.5	88
For Drinking (monthly spend):									
Nothing	40,654	23.3	77	48,141	27.5	117	83,244	47.6	106
Low (less than £10)	54,380	31.1	104	48,693	27.9	119	68,966	39.5	87
Medium (Between £10 and £40)	47,867	27.4	90	34,092	19.5	109	90,080	51.5	103
High (Greater than £40)	32,432	18.6	72	39,670	22.7	111	99,937	57.2	109

Competitor Map



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

★ Site ● Star Pubs ● Pubs N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Middle Bell, DE13 8AA	Star Pubs & Bars	0.6	0.1
2	Red Lion, DE13 8AA	Marston's	0.6	0.1
3	Shoulder Of Mutton, DE13 8AA	Ei Group	0.6	0.1
4	Three Horseshoes, DE13 8DR	Marston's	4.2	0.9
5	Royal Oak, DE13 8JD	Marston's	10.3	2.3
6	Waterfront, DE13 8DZ	Independent Free	19.6	3.5
7	Red Carpet Cinema And Cafe Bar, DE13 8AS	Independent Free	20.5	4.1
8	Barton Turns Inn, DE13 8EA	Marston's	21.1	4.0
9	White Swan, DE12 8LZ	Marston's	38.6	5.9
10	Horse Shoe Inn, DE13 9SD	Marston's	50.7	6.3
11	Crown Inn, DE13 8NQ	Marston's	59.1	5.9
12	Golden Cup, DE13 8NQ	*Other Small Retail Groups	59.1	5.9
13	Bridge Inn, DE14 3EZ	Marston's	64.2	7.7
14	George & Dragon, DE13 7AE	Marston's	66.3	9.1
15	William Iv, DE13 7AN	Marston's	66.3	9.1
16	Blacksmiths Arms, DE14 3EY	Star Pubs & Bars	67.6	7.8
17	Gate Inn, DE14 3EY	New River Retail	67.6	7.8
18	Miller & Carter, DE14 2WN	Mitchells & Butlers	70.5	7.1
19	Toby Carvery, DE14 2WN	Mitchells & Butlers	70.5	7.1
20	Crown Inn, DE13 7BS	Star Pubs & Bars	86.7	8.8