

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	6	14	309
Catchment Adults 18+	3,874	11,842	254,847
Catchment Adults 18+ Per Pub	646	846	825
Populaton Projection 2018 to 2028 (% change)	2.01%	2.97%	3.03%

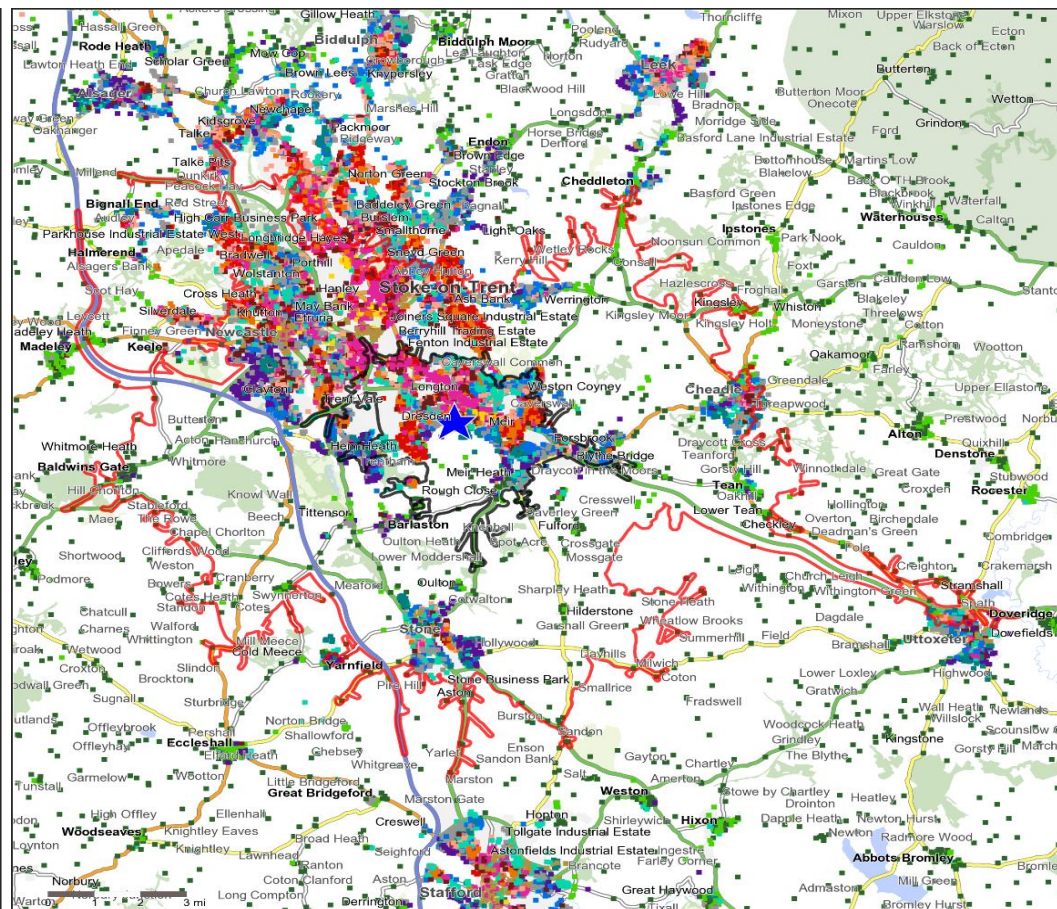
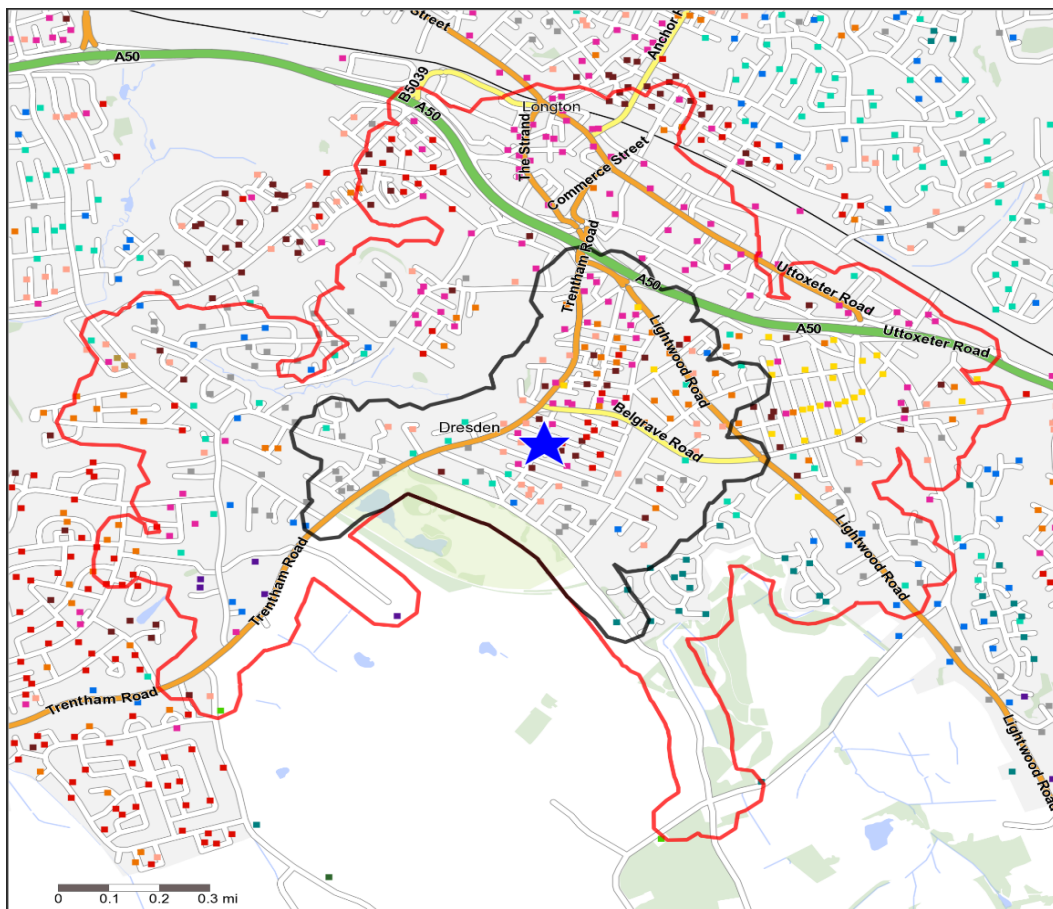
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	3,259	84.1	162	1	High Street Pub	9,425	79.6	154	1	High Street Pub	203,746	79.9	154
2	Community Pub	3,096	79.9	171	2	Community Pub	8,173	69.0	148	2	Community Pub	175,704	68.9	148
3	Premium Local	580	15.0	24	3	Premium Local	2,553	21.6	34	3	Premium Local	99,175	38.9	62
4	Bit of Style	481	12.4	96	4	Bit of Style	2,102	17.8	137	4	Great Pub Great Food	70,210	27.5	213
5	Circuit Bar	362	9.3	23	5	Great Pub Great Food	1,617	13.7	34	5	Bit of Style	42,218	16.6	41
6	Craft Led	308	8.0	30	6	Circuit Bar	859	7.3	27	6	Circuit Bar	24,083	9.4	35
7	Great Pub Great Food	244	6.3	61	7	Craft Led	512	4.3	42	7	Craft Led	16,758	6.6	64

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	165	4.3	48	535	4.5	51	15,859	6.2	70
C1	374	9.7	79	1,098	9.3	76	29,070	11.4	93
C2	371	9.6	116	1,163	9.8	119	23,462	9.2	112
DE	604	15.6	151	1,944	16.4	160	34,583	13.6	132

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)	2,639	68.1	205	7,692	65.0	196	135,793	53.3	161
Medium (7-13)	1,215	31.4	95	3,766	31.8	96	80,264	31.5	95
High (14-19)	107	2.8	10	574	4.8	17	24,625	9.7	34

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

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



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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	I Family Basics
	H Aspiring Homemakers	N Urban Cohesion
	M Modest Traditions	E Senior Security
		J Transient Renters
		O Rental Hubs

# 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	0	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	19	224
B06	Diamond Days	0	0	75	1,267
B07	Alpha Families	0	0	252	1,481
B08	Bank of Mum and Dad	2	20	414	2,186
B09	Empty-Nest Adventure	7	72	1,494	5,513
C10	Wealthy Landowners	4	6	123	3,058
C11	Rural Vogue	0	0	10	1,672
C12	Scattered Homesteads	2	3	26	1,112
C13	Village Retirement	2	2	359	2,877
D14	Satellite Settlers	1	2	261	3,570
D15	Local Focus	0	0	8	1,322
D16	Outlying Seniors	0	0	57	2,312
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	133	1,754
E19	Bungalow Heaven	449	918	4,382	13,241
E20	Classic Grandparents	123	713	1,703	7,782
E21	Solo Retirees	154	315	778	4,544
F22	Boomerang Boarders	15	78	787	5,204
F23	Family Ties	0	60	523	1,532
F24	Fledgling Free	39	407	3,758	10,342
F25	Dependable Me	3	118	1,348	6,617
G26	Cafés and Catchments	0	0	0	97
G27	Thriving Independence	0	2	94	1,173
G28	Modern Parents	74	733	1,939	4,782
G29	Mid-Career Convention	1	2	1,491	6,424
H30	Primary Ambitions	44	105	681	2,523
H31	Affordable Fringe	53	185	6,797	14,488
H32	First-Rung Futures	245	409	1,605	7,067
H33	Contemporary Starts	0	0	431	2,285
H34	New Foundations	28	169	268	972
H35	Flying Solo	0	0	233	1,051

		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	25	43	55	211
I37	Budget Generations	40	180	777	3,294
I38	Economical Families	558	829	2,572	6,212
I39	Families on a Budget	66	533	4,982	12,213
J40	Value Rentals	89	683	4,990	10,757
J41	Youthful Endeavours	26	156	601	1,853
J42	Midlife Renters	17	26	145	6,673
J43	Renting Rooms	339	675	3,006	18,568
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	1,106
K47	Single Essentials	63	103	594	3,554
K48	Mature Workers	347	867	7,665	16,987
L49	Flatlet Seniors	7	132	814	3,849
L50	Pocket Pensions	113	448	1,533	4,279
L51	Retirement Communities	28	28	28	1,007
L52	Estate Veterans	56	131	531	3,747
L53	Seasoned Survivors	120	424	2,079	7,673
M54	Down-to-Earth Owners	60	180	2,902	7,218
M55	Back with the Folks	305	651	2,109	6,197
M56	Self Supporters	256	320	1,480	7,489
N57	Community Elders	0	0	0	28
N58	Culture & Comfort	11	18	18	52
N59	Large Family Living	101	1,075	1,151	2,992
N60	Ageing Access	0	0	0	393
O61	Career Builders	0	0	0	462
O62	Central Pulse	0	0	0	113
O63	Flexible Workforce	0	0	0	89
O64	Bus-Route Renters	0	22	113	2,677
O65	Learners & Earners	0	0	6	3,185
O66	Student Scene	0	0	5	1,236
U99	Unclassified	0	0	175	2,260
<b>Total</b>		<b>3,873</b>	<b>11,843</b>	<b>68,380</b>	<b>254,846</b>



## Top 3 Mosaic Types in a 20 Minute Walktime

### 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. 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

### 3. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

### 3. H31 Affordable Fringe

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



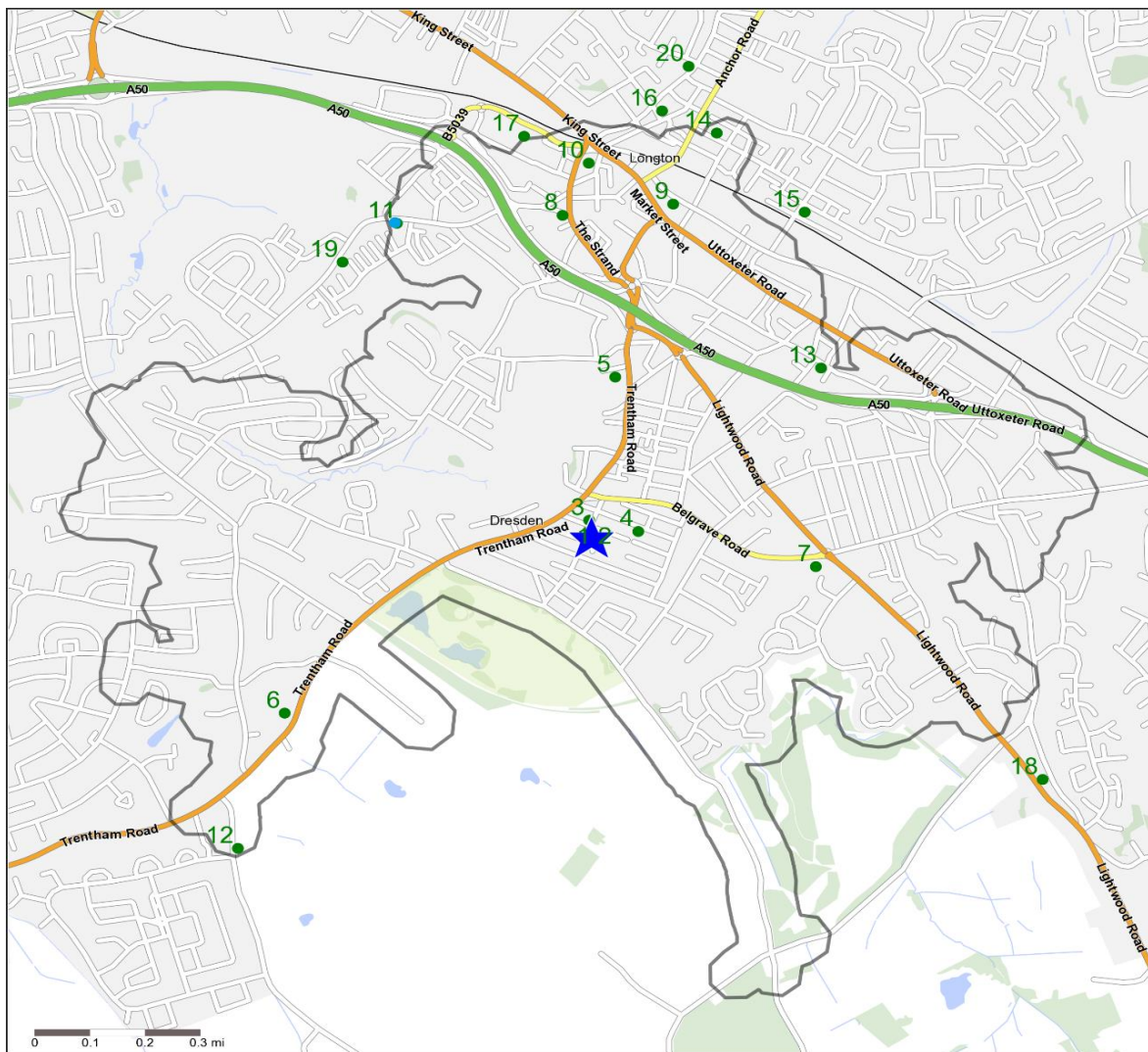
- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

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	
Female: Alone, Pair or Group	3,479	29.4	97	1,086	9.2	56	7,277	61.5	118	
Male: Alone	3,858	32.6	109	2,055	17.4	111	5,930	50.1	94	
Male: Group	2,116	17.9	78	3,689	31.2	119	6,037	51.0	103	
Male: Pair	2,938	24.8	95	3,259	27.5	181	5,645	47.7	83	
Mixed Sex: Group	2,426	20.5	90	2,864	24.2	76	6,553	55.3	126	
Mixed Sex: Pair	2,672	22.6	96	3,869	32.7	100	5,301	44.8	105	
With Children	5,436	45.9	159	1,580	13.3	79	4,826	40.8	77	
Unknown	5,136	43.4	132	609	5.1	29	6,097	51.5	107	
<b>For Eating:</b>										
Upmarket	2,396	20.2	66	3,418	28.9	139	6,028	50.9	108	
Midmarket	4,525	38.2	111	731	6.2	68	6,585	55.6	101	
Downmarket	4,396	37.1	167	4,164	35.2	101	3,282	27.7	67	
<b>For Drinking (monthly spend):</b>										
Nothing	4,018	33.9	112	3,166	26.7	113	4,658	39.3	88	
Low (less than £10)	2,804	23.7	79	2,545	21.5	92	6,492	54.8	121	
Medium (Between £10 and £40)	2,799	23.6	77	1,449	12.2	69	7,593	64.1	128	
High (Greater than £40)	1,900	16.0	62	2,500	21.1	103	7,442	62.8	120	

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	61,676	24.2	80	43,397	17.0	104	147,514	57.9	111	
Male: Alone	90,574	35.5	119	41,708	16.4	105	120,304	47.2	89	
Male: Group	66,204	26.0	114	84,937	33.3	127	101,446	39.8	80	
Male: Pair	61,086	24.0	92	59,170	23.2	152	132,331	51.9	91	
Mixed Sex: Group	68,159	26.7	117	63,119	24.8	78	121,308	47.6	108	
Mixed Sex: Pair	69,343	27.2	116	89,930	35.3	109	93,313	36.6	86	
With Children	92,133	36.2	125	42,057	16.5	98	118,396	46.5	88	
Unknown	81,868	32.1	98	26,107	10.2	57	144,612	56.7	118	
<b>For Eating:</b>										
Upmarket	56,481	22.2	72	56,264	22.1	106	139,842	54.9	116	
Midmarket	79,130	31.1	90	15,328	6.0	67	158,129	62.0	112	
Downmarket	95,495	37.5	169	95,028	37.3	107	62,064	24.4	59	
<b>For Drinking (monthly spend):</b>										
Nothing	82,555	32.4	107	69,295	27.2	115	100,736	39.5	88	
Low (less than £10)	65,699	25.8	86	65,252	25.6	109	121,635	47.7	105	
Medium (Between £10 and £40)	65,232	25.6	84	36,634	14.4	81	150,721	59.1	118	
High (Greater than £40)	36,676	14.4	56	70,099	27.5	134	145,812	57.2	109	

## 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	Princess Royal, ST 3 4HA	Star Pubs & Bars	0.0	0.3
2	Rare, ST 3 4HA	Independent Free	0.0	0.3
3	Red Gate, ST 3 4HQ	Admiral Taverns Ltd	0.6	0.7
4	Sir Robert Peel, ST 3 4PF	Independent Free	6.0	0.9
5	Gardeners Rest, ST 3 4DJ	Independent Free	8.8	2.0
6	Gables, ST 3 3DS	Marston's	13.9	2.9
7	New Florence, ST 3 4TP	Greene King	13.9	3.4
8	Strand, ST 3 2JW	Independent Free	16.9	3.6
9	Congress Inn, ST 3 1HJ	*Other Small Retail Groups	18.1	4.1
10	Last Post, ST 3 1BF	Independent Free	19.3	4.5
11	Red House, ST 3 2NF	Star Pubs & Bars	19.9	4.0
12	Cuckoo, ST 3 3LD	Dorbiere	20.5	4.3
13	Tam O Shanter, ST 3 1RA	Admiral Taverns Ltd	20.8	4.8
14	Sea Lion, ST 3 1JR	*Other Small Retail Groups	20.8	5.1
15	Signalman, ST 3 1JE	Punch Pub Company	21.1	5.6
16	Vine Inn, ST 3 1EB	Independent Free	21.4	5.3
17	Pepper Mill, ST 3 2JB	Marston's	21.7	4.7
18	Lightwood Tavern, ST 3 7EL	Greene King	22.3	4.9
19	John Marston, ST 3 2NQ	Admiral Taverns Ltd	22.9	4.3
20	Ashwood Hotel, ST 3 1DH	*Other Small Retail Groups	23.8	5.5