

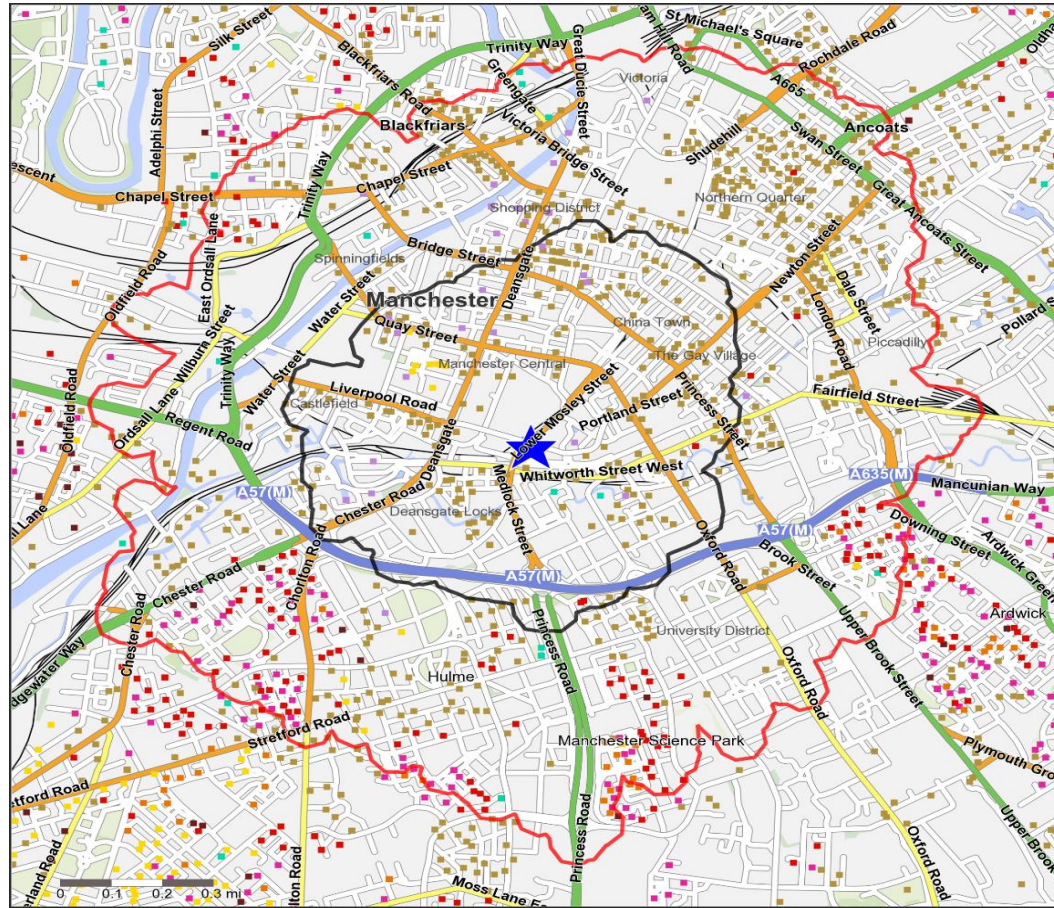
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	118	303	790
Catchment Adults 18+	12,460	46,513	713,745
Catchment Adults 18+ Per Pub	106	154	903
Populaton Projection 2018 to 2028 (% change)	13.30%	10.99%	7.50%

		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	Bit of Style	8,691	69.8	135	1	High Street Pub	32,901	70.7	137	1	High Street Pub	571,146	80.0	154
2	Circuit Bar	8,142	65.3	140	2	Bit of Style	31,073	66.8	143	2	Community Pub	432,984	60.7	130
3	High Street Pub	7,988	64.1	102	3	Circuit Bar	30,468	65.5	104	3	Bit of Style	236,633	33.2	53
4	Craft Led	7,644	61.3	474	4	Craft Led	28,878	62.1	480	4	Premium Local	201,082	28.2	218
5	Community Pub	2,067	16.6	41	5	Community Pub	7,301	15.7	39	5	Craft Led	163,599	22.9	57
6	Premium Local	592	4.8	18	6	Premium Local	2,667	5.7	21	6	Circuit Bar	161,789	22.7	84
7	Great Pub Great Food	549	4.4	43	7	Great Pub Great Food	1,006	2.2	21	7	Great Pub Great Food	138,600	19.4	189

	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	2,083	16.7	189	7,468	16.1	182	64,729	9.1	103
C1	2,783	22.3	182	9,702	20.9	170	104,051	14.6	119
C2	186	1.5	18	1,238	2.7	32	49,626	7.0	84
DE	333	2.7	26	3,014	6.5	63	92,285	12.9	126

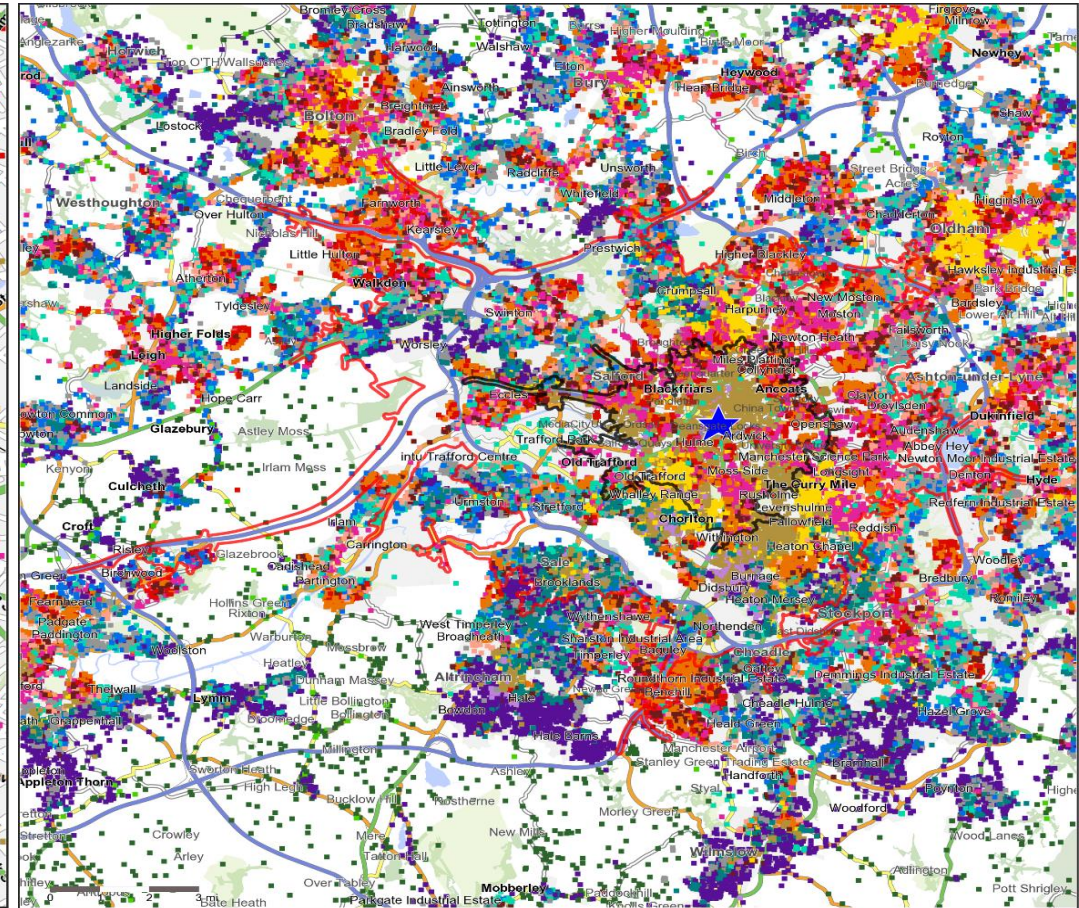
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	896	7.2	22	10,304	22.2	67	367,778	51.5	155
Medium (7-13)	3,831	30.7	93	12,135	26.1	79	208,722	29.2	88
High (14-19)	1,410	11.3	40	3,601	7.7	27	74,078	10.4	37

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

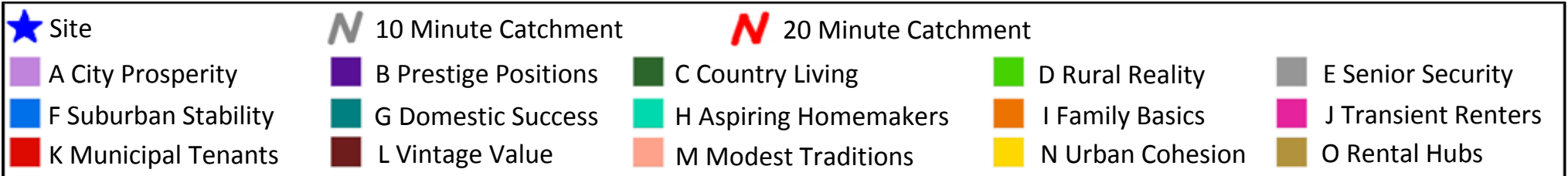


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	65		
A02	Uptown Elite	0	0	319	6,816		
A03	Penthouse Chic	0	64	64	64		
A04	Metro High-Flyers	546	903	1,103	3,898		
B05	Premium Fortunes	0	0	0	1,918		
B06	Diamond Days	0	0	0	3,562		
B07	Alpha Families	0	0	0	1,790		
B08	Bank of Mum and Dad	0	0	0	4,833		
B09	Empty-Nest Adventure	0	0	0	2,503		
C10	Wealthy Landowners	0	0	0	29		
C11	Rural Vogue	0	0	0	4		
C12	Scattered Homesteads	0	0	0	4		
C13	Village Retirement	0	0	0	0		
D14	Satellite Settlers	0	0	0	3		
D15	Local Focus	0	0	0	0		
D16	Outlying Seniors	0	0	0	0		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	0	17	7,757		
E19	Bungalow Heaven	0	0	0	3,090		
E20	Classic Grandparents	0	0	105	13,341		
E21	Solo Retirees	0	0	520	15,903		
F22	Boomerang Boarders	0	0	182	7,695		
F23	Family Ties	0	0	0	4,884		
F24	Fledgling Free	0	0	0	1,637		
F25	Dependable Me	0	0	74	7,894		
G26	Cafés and Catchments	0	0	179	16,218		
G27	Thriving Independence	0	0	181	22,607		
G28	Modern Parents	0	0	0	1,783		
G29	Mid-Career Convention	0	0	0	2,821		
H30	Primary Ambitions	0	0	934	14,789		
H31	Affordable Fringe	0	0	310	12,967		
H32	First-Rung Futures	0	0	229	15,165		
H33	Contemporary Starts	0	0	4	1,975		
H34	New Foundations	501	1,476	3,833	5,620		
H35	Flying Solo	0	0	43	2,264		

				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	3,384	15,444		
I37	Budget Generations	0	0	388	4,131		
I38	Economical Families	0	0	885	14,795		
I39	Families on a Budget	0	158	9,633	41,161		
J40	Value Rentals	0	0	19	5,343		
J41	Youthful Endeavours	0	42	1,415	5,871		
J42	Midlife Renters	0	0	1,116	15,506		
J43	Renting Rooms	0	900	23,019	71,350		
K44	Inner City Stalwarts	117	1,187	3,186	3,554		
K45	City Diversity	4	619	1,828	2,396		
K46	High Rise Residents	77	1,172	5,900	7,835		
K47	Single Essentials	0	184	2,125	8,902		
K48	Mature Workers	0	0	2,551	14,489		
L49	Flatlet Seniors	0	107	3,866	16,469		
L50	Pocket Pensions	0	0	49	4,372		
L51	Retirement Communities	0	0	129	5,479		
L52	Estate Veterans	0	0	1,531	9,720		
L53	Seasoned Survivors	0	33	1,876	16,138		
M54	Down-to-Earth Owners	0	0	36	2,795		
M55	Back with the Folks	0	0	372	13,187		
M56	Self Supporters	0	0	420	17,315		
N57	Community Elders	0	0	2,898	14,993		
N58	Culture & Comfort	0	0	3,476	7,605		
N59	Large Family Living	0	28	6,310	24,639		
N60	Ageing Access	146	272	2,031	11,053		
O61	Career Builders	3	39	1,543	24,834		
O62	Central Pulse	5,834	25,026	50,258	61,451		
O63	Flexible Workforce	0	471	6,110	11,978		
O64	Bus-Route Renters	0	174	1,646	9,622		
O65	Learners & Earners	87	681	11,472	23,014		
O66	Student Scene	1,720	2,413	7,088	15,927		
U99	Unclassified	3,425	10,562	23,001	28,474		
Total				12,460	46,511	187,658	713,741

Top 3 Mosaic Types in a 20 Minute Walktime

1. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

2. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

3. H34 New Foundations

Occupants of brand new homes who are often younger singles or couples with children



- Recently built homes
- Singles and cohabiting couples
- Flats and other mixed housing
- Often aged under 35
- All have recently moved in
- Half own and half rent

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. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

3. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



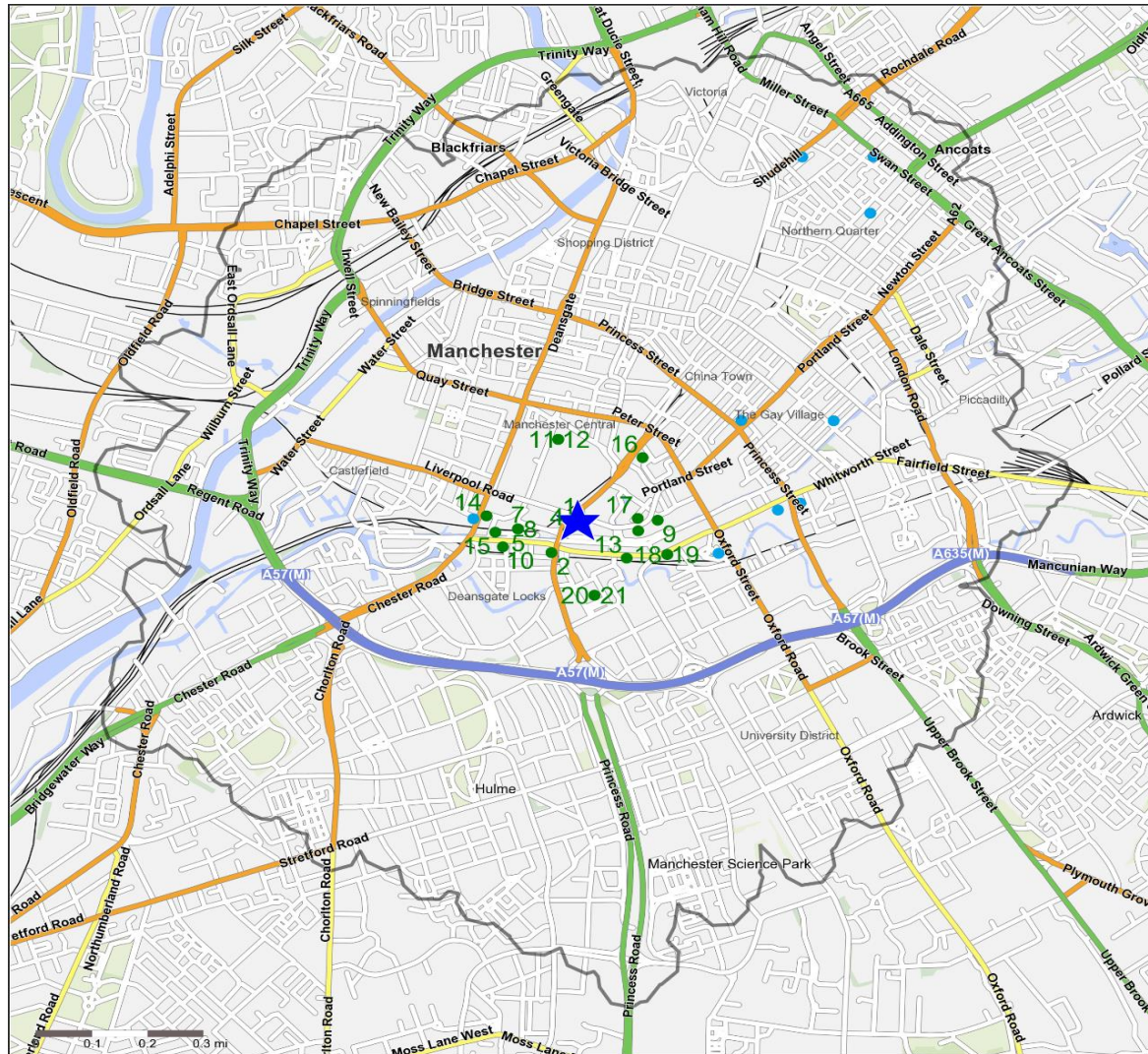
- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

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	32,488	69.8	231		1,842	4.0	24		1,620	3.5	7	
Male: Alone	4,724	10.2	34		3,966	8.5	55		27,261	58.6	110	
Male: Group	26,767	57.5	252		5,350	11.5	44		3,834	8.2	17	
Male: Pair	29,303	63.0	242		3,377	7.3	48		3,271	7.0	12	
Mixed Sex: Group	33,998	73.1	320		107	0.2	1		1,845	4.0	9	
Mixed Sex: Pair	28,294	60.8	259		4,061	8.7	27		3,596	7.7	18	
With Children	3,327	7.2	25		629	1.4	8		31,995	68.8	130	
Unknown	30,929	66.5	202		3,591	7.7	43		1,432	3.1	6	
For Eating:												
Upmarket	30,007	64.5	211		3,790	8.1	39		2,154	4.6	10	
Midmarket	33,167	71.3	208		1,103	2.4	26		1,681	3.6	7	
Downmarket	3,268	7.0	32		28,182	60.6	174		4,501	9.7	23	
For Drinking (monthly spend):												
Nothing	1,643	3.5	12		2,185	4.7	20		32,123	69.1	154	
Low (less than £10)	272	0.6	2		855	1.8	8		34,824	74.9	165	
Medium (Between £10 and £40)	26,882	57.8	189		3,043	6.5	37		6,026	13.0	26	
High (Greater than £40)	28,628	61.5	238		1,361	2.9	14		5,962	12.8	25	

	20 Minute Drivetime											
	High				Medium				Low			
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	249,469	35.0	115	<div><div></div></div>	134,418	18.8	115	<div><div></div></div>	301,383	42.2	81	<div><div></div></div>
Male: Alone	254,553	35.7	120	<div><div></div></div>	138,029	19.3	124	<div><div></div></div>	292,689	41.0	77	<div><div></div></div>
Male: Group	197,185	27.6	121	<div><div></div></div>	214,194	30.0	115	<div><div></div></div>	273,891	38.4	77	<div><div></div></div>
Male: Pair	259,144	36.3	139	<div><div></div></div>	183,135	25.7	168	<div><div></div></div>	242,993	34.0	59	<div><div></div></div>
Mixed Sex: Group	308,286	43.2	189	<div><div></div></div>	96,804	13.6	42	<div><div></div></div>	280,181	39.3	89	<div><div></div></div>
Mixed Sex: Pair	191,167	26.8	114	<div><div></div></div>	268,561	37.6	116	<div><div></div></div>	225,543	31.6	74	<div><div></div></div>
With Children	256,438	35.9	124	<div><div></div></div>	99,600	14.0	83	<div><div></div></div>	329,233	46.1	87	<div><div></div></div>
Unknown	297,636	41.7	127	<div><div></div></div>	109,885	15.4	86	<div><div></div></div>	277,750	38.9	81	<div><div></div></div>
For Eating:												
Upmarket	279,788	39.2	128	<div><div></div></div>	194,374	27.2	131	<div><div></div></div>	211,109	29.6	63	<div><div></div></div>
Midmarket	400,536	56.1	163	<div><div></div></div>	75,454	10.6	117	<div><div></div></div>	209,281	29.3	53	<div><div></div></div>
Downmarket	161,168	22.6	102	<div><div></div></div>	260,304	36.5	105	<div><div></div></div>	263,799	37.0	89	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	161,857	22.7	75	<div><div></div></div>	144,448	20.2	86	<div><div></div></div>	378,966	53.1	118	<div><div></div></div>
Low (less than £10)	135,582	19.0	64	<div><div></div></div>	93,804	13.1	56	<div><div></div></div>	455,885	63.9	141	<div><div></div></div>
Medium (Between £10 and £40)	225,859	31.6	103	<div><div></div></div>	78,939	11.1	62	<div><div></div></div>	380,473	53.3	106	<div><div></div></div>
High (Greater than £40)	221,031	31.0	120	<div><div></div></div>	105,791	14.8	72	<div><div></div></div>	358,449	50.2	96	<div><div></div></div>

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	Britons Protection, M 1 5LE	Star Pubs & Bars	0.0	0.0
2	City Road Inn, M 1 5NZ	Ei Group	2.1	1.2
3	Rain Bar, M 1 5JG	JW Lees	3.0	0.7
4	Barcode, M 1 5LN	Independent Free	3.6	0.4
5	Ark, M 1 5LH	Stonegate Pub Company	3.6	0.9
6	Coyote Ugly, M 1 5LH	Independent Free	3.6	0.9
7	El Diablo, M 1 5LH	Independent Free	3.6	0.9
8	Revolution, M 1 5LH	Inventive Leisure	3.6	0.9
9	Temple, M 1 5JW	Independent Free	3.6	1.0
10	Rebellion Bar, M 1 5WZ	Independent Free	3.6	1.2
11	Eperney, M 3 4EE	Epernay Champagne Bars	3.9	1.5
12	Kielys, M 3 4EE	Independent Free	3.9	1.5
13	Whim Wham, M 1 5WQ	Independent Free	3.9	1.6
14	Deansgate, M 3 4LQ	Hale Leisure	4.2	1.2
15	Lock 91, M 3 4QL	Independent Free	4.2	1.3
16	Table Table, M 2 3DW	Whitbread	4.2	1.9
17	Peveril Of The Peak, M 1 5JQ	Ei Group	4.5	1.3
18	Dog Bowl, M 1 5WW	Black Dog Ballroom	4.8	2.0
19	Gorilla, M 1 5WW	Mission Mars	4.8	2.0
20	Junkyard Golf, M 15 4FN	Junkyard Golf Club Limited	5.1	2.3