

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	10	30	391
Catchment Adults 18+	5,930	33,636	390,874
Catchment Adults 18+ Per Pub	593	1,121	1,000
Populaton Projection 2018 to 2028 (% change)	8.99%	7.80%	6.08%

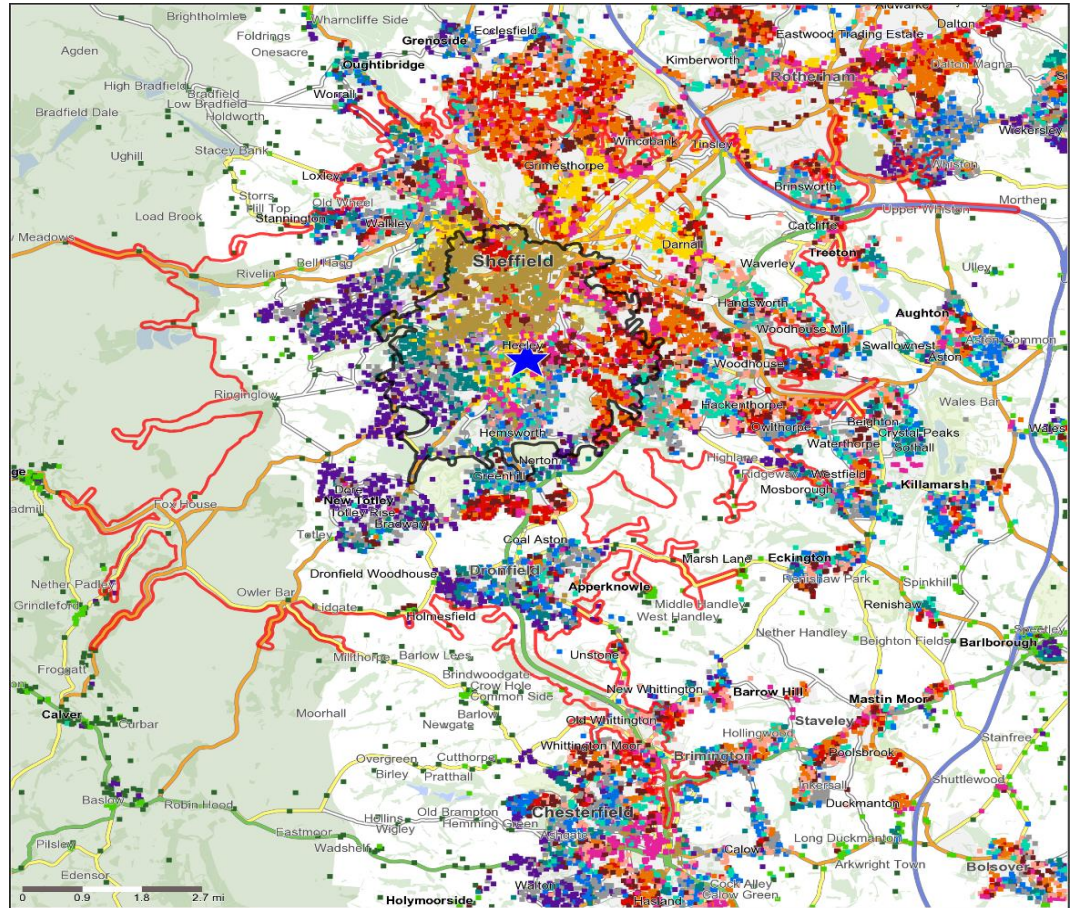
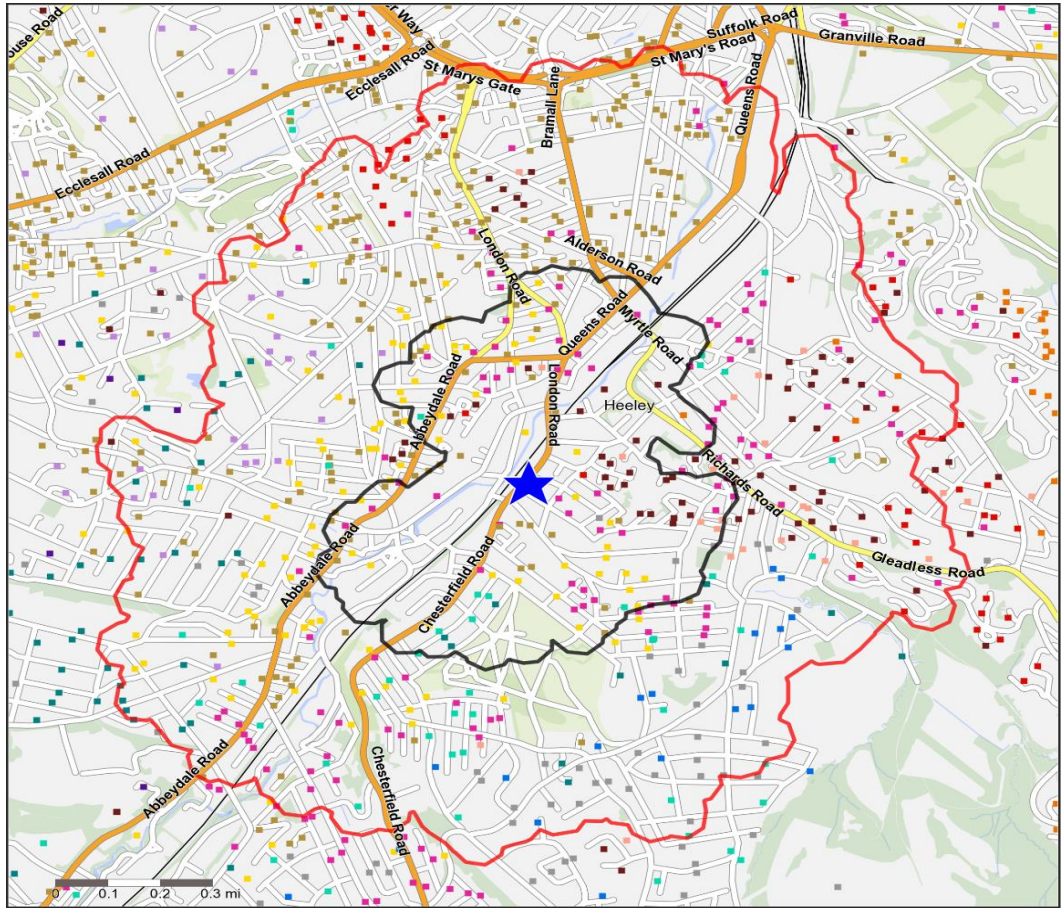
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	4,691	79.1	153	1	High Street Pub	27,217	80.9	156	1	High Street Pub	313,072	80.1	155
2	Community Pub	3,903	65.8	141	2	Community Pub	19,050	56.6	122	2	Community Pub	251,471	64.3	138
3	Bit of Style	1,471	24.8	39	3	Bit of Style	13,594	40.4	64	3	Premium Local	147,314	37.7	60
4	Premium Local	1,402	23.6	183	4	Premium Local	11,503	34.2	264	4	Bit of Style	115,602	29.6	229
5	Circuit Bar	1,122	18.9	47	5	Craft Led	10,739	31.9	79	5	Great Pub Great Food	102,731	26.3	65
6	Craft Led	1,085	18.3	68	6	Circuit Bar	9,526	28.3	106	6	Circuit Bar	83,685	21.4	80
7	Great Pub Great Food	658	11.1	108	7	Great Pub Great Food	5,928	17.6	171	7	Craft Led	83,199	21.3	207

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	630	10.6	120	3,526	10.5	119	34,112	8.7	99
C1	918	15.5	126	4,721	14.0	114	49,566	12.7	103
C2	407	6.9	83	2,074	6.2	75	27,304	7.0	85
DE	737	12.4	121	3,401	10.1	98	40,315	10.3	100

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)	4,106	69.2	209	18,267	54.3	164	196,493	50.3	152
Medium (7-13)	1,396	23.5	71	9,506	28.3	85	107,919	27.6	83
High (14-19)	163	2.7	10	2,216	6.6	23	50,288	12.9	45

## 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	2	11	
A02	Uptown Elite	0	868	2,816	3,087	
A03	Penthouse Chic	0	0	0	0	
A04	Metro High-Flyers	0	0	0	0	
B05	Premium Fortunes	0	0	843	3,527	
B06	Diamond Days	0	3	1,494	5,785	
B07	Alpha Families	0	2	793	4,213	
B08	Bank of Mum and Dad	0	4	772	3,353	
B09	Empty-Nest Adventure	0	0	428	6,976	
C10	Wealthy Landowners	0	0	0	1,054	
C11	Rural Vogue	0	0	0	136	
C12	Scattered Homesteads	0	0	0	61	
C13	Village Retirement	0	0	0	166	
D14	Satellite Settlers	0	0	0	517	
D15	Local Focus	0	0	0	46	
D16	Outlying Seniors	0	0	0	128	
D17	Far-Flung Outposts	0	0	0	0	
E18	Legacy Elders	0	93	5,225	13,703	
E19	Bungalow Heaven	0	0	179	4,746	
E20	Classic Grandparents	0	903	2,803	11,837	
E21	Solo Retirees	95	651	2,975	8,456	
F22	Boomerang Boarders	0	217	999	6,631	
F23	Family Ties	0	95	310	1,079	
F24	Fledgling Free	0	3	121	4,266	
F25	Dependable Me	0	437	1,362	5,422	
G26	Cafés and Catchments	17	519	4,607	5,990	
G27	Thriving Independence	137	708	3,656	7,371	
G28	Modern Parents	0	0	30	1,608	
G29	Mid-Career Convention	0	0	615	9,229	
H30	Primary Ambitions	228	1,406	2,211	5,850	
H31	Affordable Fringe	0	116	313	10,254	
H32	First-Rung Futures	20	252	1,262	9,092	
H33	Contemporary Starts	0	0	69	1,369	
H34	New Foundations	4	63	2,652	2,897	
H35	Flying Solo	0	13	120	622	

			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	96	259	857	
I37	Budget Generations	0	0	41	2,902	
I38	Economical Families	35	99	417	4,201	
I39	Families on a Budget	0	18	4,627	19,474	
J40	Value Rentals	0	208	551	4,787	
J41	Youthful Endeavours	16	202	1,155	2,601	
J42	Midlife Renters	554	3,351	6,323	13,177	
J43	Renting Rooms	947	1,844	3,920	10,019	
K44	Inner City Stalwarts	6	46	719	783	
K45	City Diversity	0	0	914	1,418	
K46	High Rise Residents	0	278	1,882	2,153	
K47	Single Essentials	0	918	3,556	9,796	
K48	Mature Workers	8	199	3,797	15,947	
L49	Flatlet Seniors	191	508	1,848	9,109	
L50	Pocket Pensions	62	203	924	6,392	
L51	Retirement Communities	0	101	1,719	3,398	
L52	Estate Veterans	371	925	2,441	10,467	
L53	Seasoned Survivors	48	566	1,463	6,813	
M54	Down-to-Earth Owners	6	54	572	7,788	
M55	Back with the Folks	22	304	345	6,108	
M56	Self Supporters	59	139	652	6,417	
N57	Community Elders	46	658	710	1,220	
N58	Culture & Comfort	100	578	636	832	
N59	Large Family Living	733	959	988	11,662	
N60	Ageing Access	869	2,861	6,639	11,455	
O61	Career Builders	276	1,990	5,026	8,944	
O62	Central Pulse	49	859	9,997	10,431	
O63	Flexible Workforce	167	663	993	1,052	
O64	Bus-Route Renters	293	513	1,369	2,564	
O65	Learners & Earners	548	4,880	15,707	18,982	
O66	Student Scene	26	1,165	22,537	24,279	
U99	Unclassified	0	2,102	14,372	15,363	
<b>Total</b>			<b>5,933</b>	<b>33,640</b>	<b>153,756</b>	<b>390,873</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

### 2. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

### 3. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. 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

### 3. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

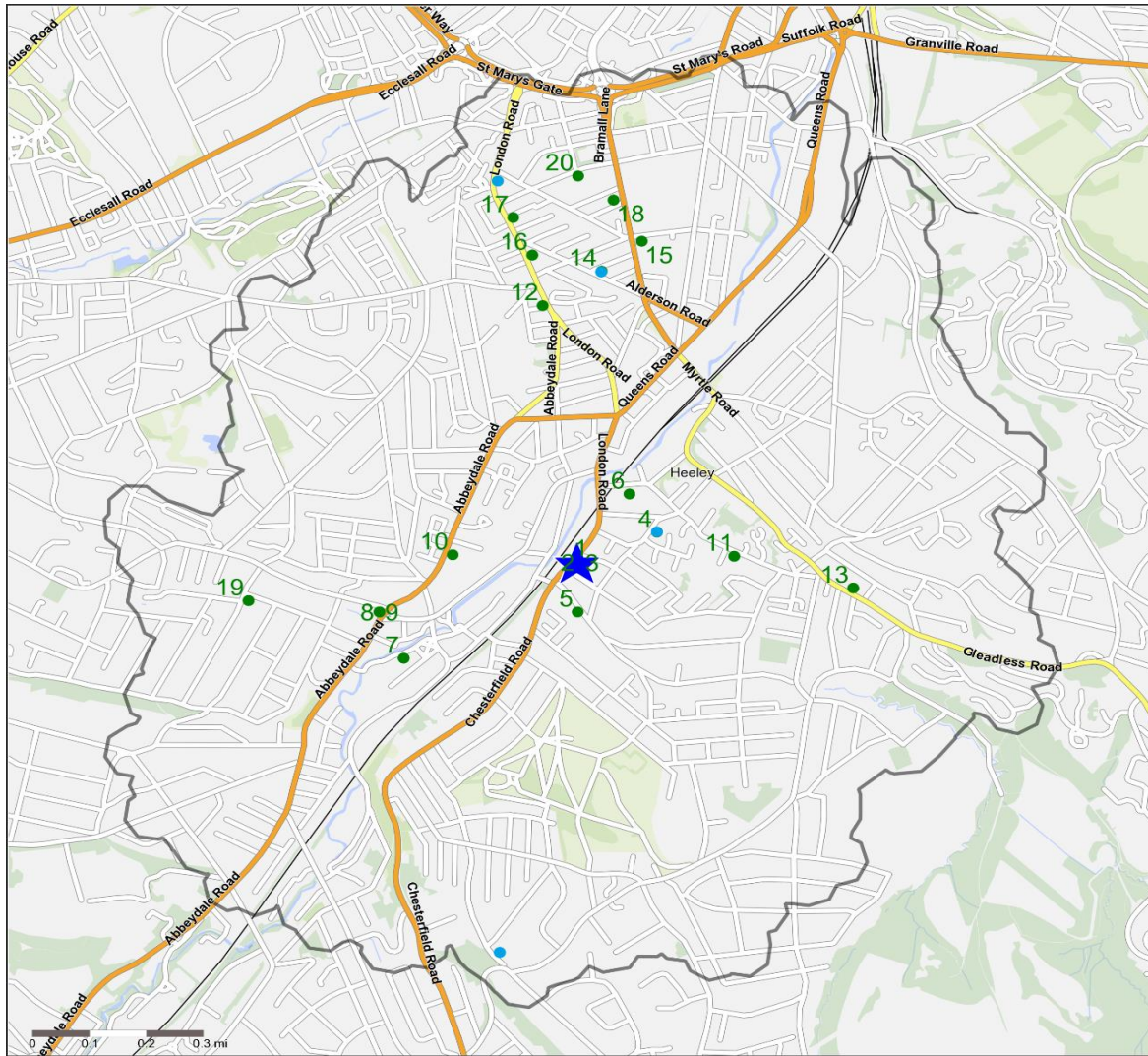
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 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	18,750	55.7	184	4,047	12.0	74	8,738	26.0	50		
Male: Alone	17,150	51.0	171	6,152	18.3	117	8,232	24.5	46		
Male: Group	10,791	32.1	140	12,552	37.3	142	8,191	24.4	49		
Male: Pair	18,663	55.5	213	4,708	14.0	92	8,163	24.3	42		
Mixed Sex: Group	18,611	55.3	242	4,044	12.0	38	8,879	26.4	60		
Mixed Sex: Pair	12,405	36.9	157	11,275	33.5	103	7,854	23.3	55		
With Children	11,437	34.0	118	1,127	3.4	20	18,970	56.4	107		
Unknown	8,557	25.4	77	6,947	20.7	115	16,030	47.7	99		
<b>For Eating:</b>											
Upmarket	17,140	51.0	166	9,062	26.9	129	5,332	15.9	34		
Midmarket	24,413	72.6	211	1,197	3.6	39	5,924	17.6	32		
Downmarket	10,390	30.9	139	10,724	31.9	91	10,421	31.0	74		
<b>For Drinking (monthly spend):</b>											
Nothing	7,976	23.7	78	7,854	23.3	99	15,704	46.7	104		
Low (less than £10)	7,954	23.6	79	9,432	28.0	119	14,149	42.1	93		
Medium (Between £10 and £40)	13,692	40.7	133	3,646	10.8	61	14,196	42.2	84		
High (Greater than £40)	14,943	44.4	172	2,398	7.1	35	14,193	42.2	81		

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	136,288	34.9	115	37,752	9.7	59	201,470	51.5	99		
Male: Alone	128,916	33.0	111	90,730	23.2	149	155,864	39.9	75		
Male: Group	105,234	26.9	118	121,989	31.2	119	148,287	37.9	76		
Male: Pair	138,580	35.5	136	54,539	14.0	92	182,392	46.7	81		
Mixed Sex: Group	133,198	34.1	149	58,703	15.0	47	183,610	47.0	107		
Mixed Sex: Pair	122,951	31.5	134	116,519	29.8	92	136,040	34.8	81		
With Children	104,719	26.8	93	49,016	12.5	75	221,775	56.7	107		
Unknown	104,965	26.9	82	67,236	17.2	96	203,309	52.0	109		
<b>For Eating:</b>											
Upmarket	143,588	36.7	120	66,618	17.0	82	165,305	42.3	90		
Midmarket	169,669	43.4	126	26,641	6.8	76	179,200	45.8	83		
Downmarket	128,110	32.8	147	127,150	32.5	93	120,250	30.8	74		
<b>For Drinking (monthly spend):</b>											
Nothing	100,296	25.7	85	93,177	23.8	101	182,038	46.6	104		
Low (less than £10)	93,591	23.9	80	62,829	16.1	68	219,090	56.1	124		
Medium (Between £10 and £40)	126,304	32.3	106	37,255	9.5	53	211,951	54.2	108		
High (Greater than £40)	96,612	24.7	95	73,989	18.9	92	204,909	52.4	100		

## Competitor Map

## Top 20 Nearest Competitors



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★ Site    
 ● Star Pubs    
 ● Pubs    
 N Catchment

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Red Lion, S 2 4HT	Star Pubs & Bars	0.0	0.1
2	Surf And Turf, S 2 4HT	Independent Free	0.0	0.1
3	White Lion, S 2 4HT	Star Pubs & Bars	0.0	0.1
4	Shakespeare Hotel, S 8 9TZ	Star Pubs & Bars	2.7	0.9
5	Crown Inn, S 8 9QW	Ei Group	3.3	0.9
6	Sheaf View Hotel, S 2 3AB	Independent Free	3.6	1.3
7	Hardy Pick, S 8 0XN	Greene King	9.1	2.6
8	Broadfields Ale House, S 7 1FR	True North Brew Co	10.0	2.1
9	Vintedge, S 7 1FR	Independent Free	10.0	2.1
10	Picture House Social, S 7 1FS	Independent Free	10.9	2.7
11	Waggon & Horses, S 2 3AF	Admiral Taverns Ltd	11.5	3.0
12	Bar Ambasada Pl, S 2 4NA	Independent Free	11.5	3.1
13	Victoria Hotel, S 2 3AL	Punch Pub Company	12.7	3.1
14	Golden Lion, S 2 4UB	Star Pubs & Bars	13.0	2.9
15	Sheaf House Hotel, S 2 4RH	Ei Group	13.3	2.8
16	Orchid, S 2 4LJ	Independent Free	13.3	3.2
17	Cremorne, S 2 4LH	Independent Free	15.1	4.0
18	Railway Hotel, S 2 4RF	Independent Free	15.4	3.6
19	Byron House, S 7 1RU	Ei Group	16.0	3.2
20	Music Box, S 2 4QU	Independent Free	17.8	4.2