

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	102	199	568
Catchment Adults 18+	7,853	35,058	636,817
Catchment Adults 18+ Per Pub	77	176	1,121
Populaton Projection 2020 to 2030 (% change)	8.23%	8.49%	3.37%

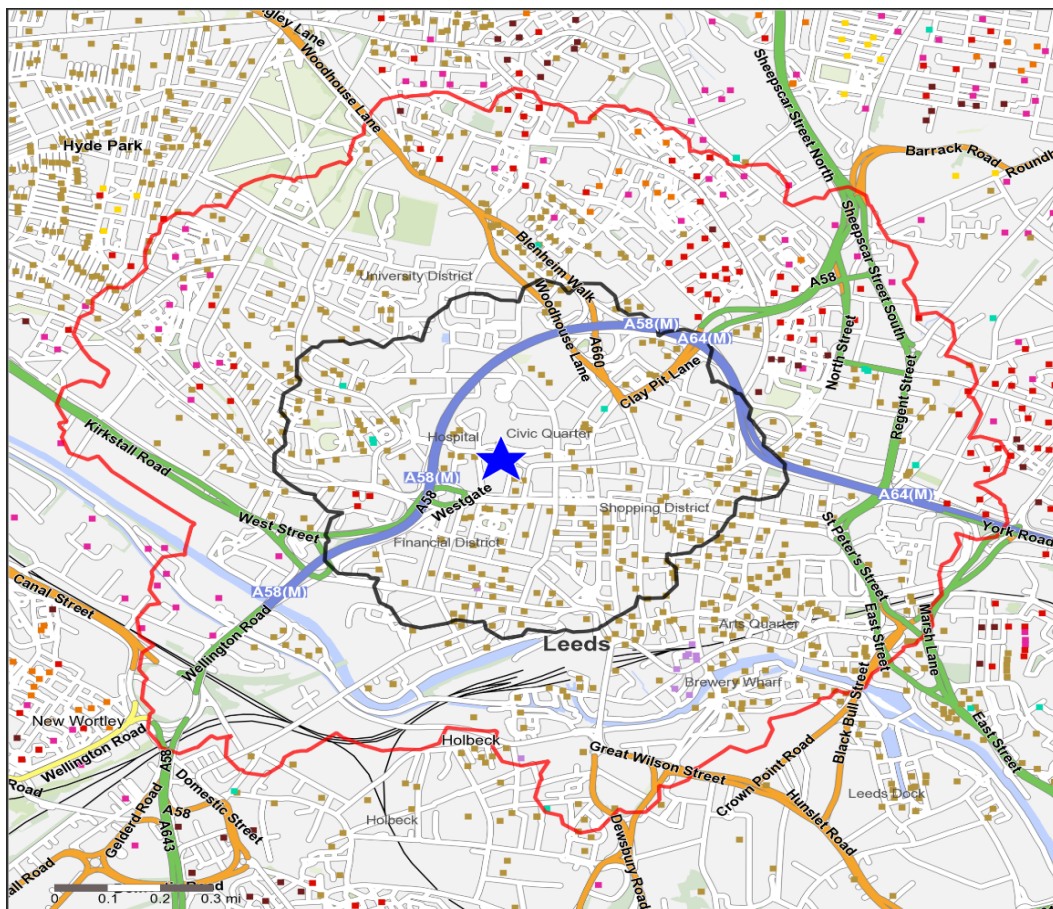
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Bit of Style	7,822	99.6	190	1	High Street Pub	33,795	96.4	184	1	High Street Pub	541,585	85.0	162
2	Circuit Bar	7,813	99.5	212	2	Circuit Bar	31,034	88.5	189	2	Community Pub	426,142	66.9	143
3	High Street Pub	7,424	94.5	148	3	Bit of Style	30,641	87.4	137	3	Premium Local	241,299	37.9	59
4	Craft Led	7,393	94.1	657	4	Craft Led	30,223	86.2	602	4	Bit of Style	213,307	33.5	234
5	Community Pub	3,176	40.4	100	5	Community Pub	19,023	54.3	134	5	Great Pub Great Food	168,394	26.4	65
6	Premium Local	785	10.0	35	6	Premium Local	3,622	10.3	36	6	Circuit Bar	140,720	22.1	77
7	Great Pub Great Food	9	0.1	1	7	Great Pub Great Food	147	0.4	4	7	Craft Led	133,360	20.9	185

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	874	11.1	126	3,708	10.6	119	54,972	8.6	97
C1	1,600	20.4	166	6,110	17.4	142	87,708	13.8	112
C2	158	2.0	24	1,069	3.0	37	52,253	8.2	99
DE	329	4.2	41	2,569	7.3	71	74,495	11.7	114

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)	1,868	23.8	72	13,754	39.2	118	331,598	52.1	157
Medium (7-13)	1,813	23.1	69	7,032	20.1	60	215,645	33.9	102
High (14-19)	378	4.8	17	1,142	3.3	11	82,681	13.0	46

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
	M Modest Traditions	N Urban Cohesion
		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	11
A02	Uptown Elite	0	0	393	2,409
A03	Penthouse Chic	0	4	4	4
A04	Metro High-Flyers	9	143	387	440
B05	Premium Fortunes	0	0	0	3,851
B06	Diamond Days	0	0	45	5,286
B07	Alpha Families	0	0	157	6,198
B08	Bank of Mum and Dad	0	0	141	6,789
B09	Empty-Nest Adventure	0	0	2	10,548
C10	Wealthy Landowners	0	0	0	824
C11	Rural Vogue	0	0	0	182
C12	Scattered Homesteads	0	0	0	22
C13	Village Retirement	0	0	0	534
D14	Satellite Settlers	0	0	0	1,042
D15	Local Focus	0	0	0	201
D16	Outlying Seniors	0	0	0	160
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	299	10,759
E19	Bungalow Heaven	0	0	45	12,873
E20	Classic Grandparents	0	0	1,159	22,787
E21	Solo Retirees	0	0	2,396	15,046
F22	Boomerang Boarders	0	0	47	9,715
F23	Family Ties	0	0	240	5,296
F24	Fledgling Free	0	0	18	7,660
F25	Dependable Me	0	0	463	12,170
G26	Cafés and Catchments	0	0	1,876	9,767
G27	Thriving Independence	0	0	3,770	20,172
G28	Modern Parents	0	0	8	9,183
G29	Mid-Career Convention	0	0	3	10,408
H30	Primary Ambitions	0	0	1,785	16,846
H31	Affordable Fringe	0	0	3,167	16,782
H32	First-Rung Futures	0	0	1,757	21,677
H33	Contemporary Starts	0	0	146	10,658
H34	New Foundations	420	746	1,230	3,065
H35	Flying Solo	0	0	221	3,153

		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	82	974	5,999
I37	Budget Generations	0	0	338	5,542
I38	Economical Families	0	0	2,253	13,153
I39	Families on a Budget	0	382	11,819	43,137
J40	Value Rentals	0	0	205	6,555
J41	Youthful Endeavours	0	69	1,431	4,980
J42	Midlife Renters	0	0	1,948	19,874
J43	Renting Rooms	5	910	29,206	35,236
K44	Inner City Stalwarts	0	345	1,728	1,757
K45	City Diversity	0	131	1,196	1,196
K46	High Rise Residents	26	1,652	6,247	8,960
K47	Single Essentials	0	471	2,672	9,566
K48	Mature Workers	0	1	3,082	14,408
L49	Flatlet Seniors	0	370	4,733	10,040
L50	Pocket Pensions	0	0	974	9,716
L51	Retirement Communities	0	0	478	4,099
L52	Estate Veterans	0	0	2,530	18,585
L53	Seasoned Survivors	0	1	4,769	8,958
M54	Down-to-Earth Owners	0	0	216	4,266
M55	Back with the Folks	0	0	2,623	11,586
M56	Self Supporters	0	0	1,012	14,055
N57	Community Elders	0	0	1,472	3,140
N58	Culture & Comfort	0	0	993	1,638
N59	Large Family Living	0	0	7,724	11,011
N60	Ageing Access	0	2	3,106	6,255
O61	Career Builders	0	0	4,963	18,963
O62	Central Pulse	3,884	12,266	21,172	22,490
O63	Flexible Workforce	0	0	1,110	1,314
O64	Bus-Route Renters	0	0	1,517	7,624
O65	Learners & Earners	365	2,877	15,552	17,322
O66	Student Scene	3,144	14,606	36,146	38,871
U99	Unclassified	0	0	0	0
Total		7,853	35,058	193,948	636,814

Top 3 Mosaic Types in a 20 Minute Walktime

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. 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. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

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. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



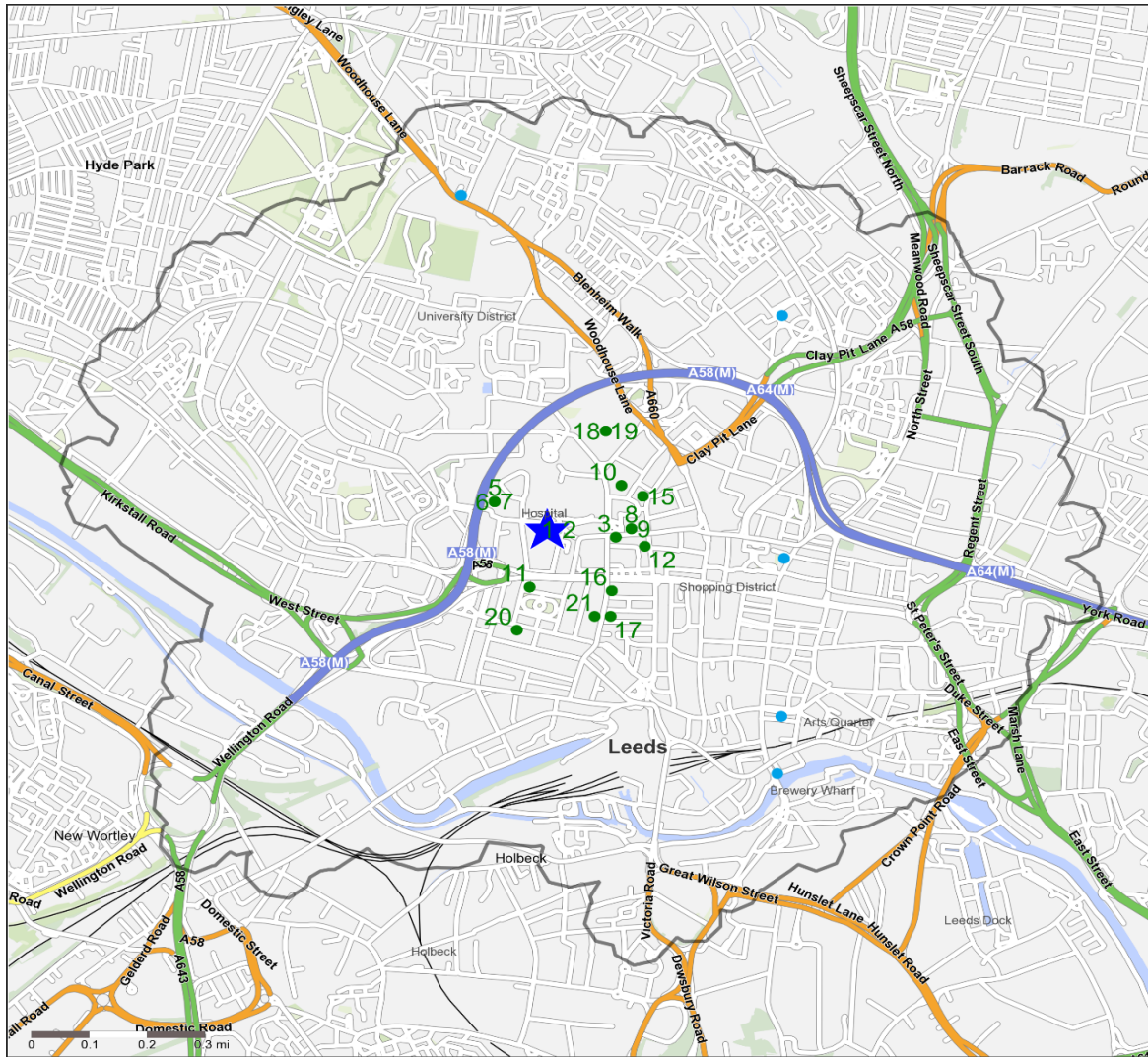
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	32,750	93.4	289	1,135	3.2	19	1,172	3.3	7			
Male: Alone	4,648	13.3	45	17,110	48.8	295	13,299	37.9	71			
Male: Group	12,985	37.0	162	20,515	58.5	217	1,557	4.4	9			
Male: Pair	17,983	51.3	196	1,803	5.1	34	15,271	43.6	74			
Mixed Sex: Group	33,944	96.8	393	452	1.3	4	662	1.9	4			
Mixed Sex: Pair	29,748	84.9	350	4,284	12.2	37	1,026	2.9	7			
With Children	3,144	9.0	30	464	1.3	8	31,450	89.7	170			
Unknown	28,352	80.9	233	2,968	8.5	46	3,738	10.7	23			
For Eating:												
Upmarket	29,894	85.3	265	2,623	7.5	35	2,541	7.2	16			
Midmarket	33,260	94.9	263	676	1.9	21	1,122	3.2	6			
Downmarket	17,484	49.9	215	15,640	44.6	126	1,934	5.5	13			
For Drinking (monthly spend):												
Nothing	902	2.6	8	4,910	14.0	59	29,245	83.4	182			
Low (less than £10)	2	0.0	0	2,959	8.4	36	32,097	91.6	197			
Medium (Between £10 and £40)	15,288	43.6	142	1,997	5.7	31	17,773	50.7	99			
High (Greater than £40)	16,943	48.3	183	347	1.0	5	17,767	50.7	96			

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	228,740	35.9	111	90,402	14.2	84	317,674	49.9	98	
Male: Alone	190,219	29.9	100	168,224	26.4	159	278,374	43.7	81	
Male: Group	153,858	24.2	105	213,441	33.5	124	269,518	42.3	85	
Male: Pair	194,404	30.5	117	126,944	19.9	130	315,468	49.5	85	
Mixed Sex: Group	228,018	35.8	145	110,721	17.4	54	298,078	46.8	108	
Mixed Sex: Pair	205,312	32.2	133	225,234	35.4	107	206,271	32.4	76	
With Children	209,707	32.9	111	97,613	15.3	87	329,496	51.7	98	
Unknown	204,065	32.0	92	112,209	17.6	95	320,542	50.3	108	
For Eating:										
Upmarket	232,471	36.5	114	141,287	22.2	103	263,059	41.3	89	
Midmarket	290,468	45.6	127	60,117	9.4	103	286,232	44.9	82	
Downmarket	204,030	32.0	138	229,739	36.1	102	203,047	31.9	77	
For Drinking (monthly spend):										
Nothing	154,273	24.2	79	168,354	26.4	112	314,190	49.3	108	
Low (less than £10)	152,897	24.0	81	102,526	16.1	68	381,394	59.9	129	
Medium (Between £10 and £40)	196,444	30.8	100	71,286	11.2	62	369,087	58.0	113	
High (Greater than £40)	163,441	25.7	97	109,332	17.2	83	364,044	57.2	108	

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	Union Coffee House, LS 1 3BB	Independent Free	0.3	0.2
2	Veritas, LS 1 3BB	Heron & Brearley	0.3	0.2
3	Pixel Bar, LS 1 3AL	Independent Free	2.4	0.6
4	George Hotel, LS 1 3DL	Star Pubs & Bars	2.7	3.7
5	Shenanigans, LS 1 3DL	Milton Pubs and Taverns	2.7	3.7
6	Taag, LS 1 3DL	Independent Free	2.7	3.7
7	Victoria Hotel, LS 1 3DL	Milton Pubs and Taverns	2.7	3.7
8	Be At One, LS 2 3AD	Stonegate Pub Company	3.0	0.9
9	Cuthbert Brodrick, LS 2 3AD	Wetherspoon	3.0	0.9
10	Assembly Underground, LS 1 3ED	Independent Free	3.3	1.0
11	Town Hall Tavern, LS 1 2RA	Timothy Taylor	3.6	1.4
12	Nation Of Shopkeepers, LS 2 3AG	Mitchells & Butlers	3.9	1.4
13	All Bar One, LS 2 3AW	Mitchells & Butlers	4.5	2.4
14	Pop World, LS 2 3AW	Stonegate Pub Company	4.5	2.4
15	Revolution, LS 2 3AW	Revolution Bars Group	4.5	2.4
16	Mr Foleys Cask Ale House, LS 1 5RG	Black Sheep Brewery	4.5	2.8
17	All Bar One, LS 1 5BN	Mitchells & Butlers	4.8	2.8
18	Hedley Verity, LS 1 3HQ	Wetherspoon	5.1	1.5
19	Walkabout, LS 1 3HQ	Stonegate Pub Company	5.1	1.5
20	Wino, LS 1 2TE	Independent Free	5.1	2.2