

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	1	173
Catchment Adults 18+	1,774	3,976	214,393
Catchment Adults 18+ Per Pub	1,774	3,976	1,239
Populaton Projection 2018 to 2028 (% change)	2.52%	1.43%	0.78%

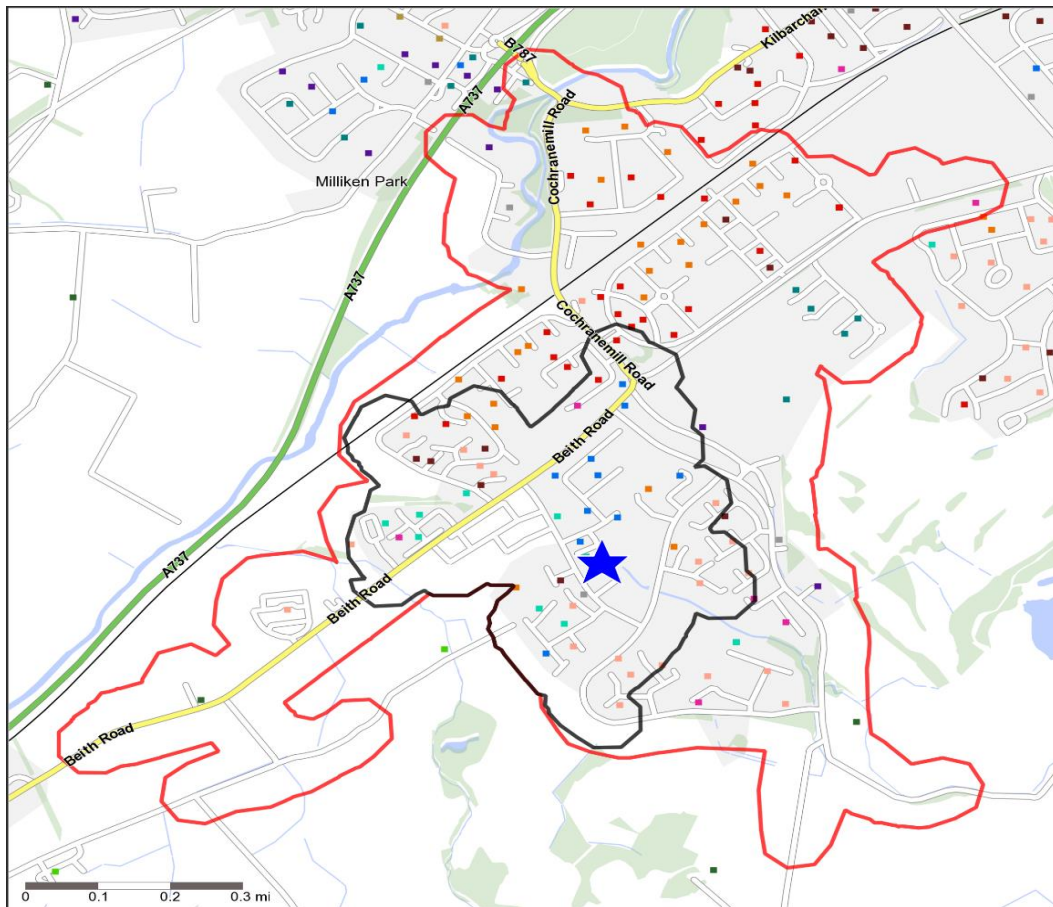
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	1,634	92.1	178	1	High Street Pub	3,694	92.9	179	1	High Street Pub	166,004	77.4	149
2	Community Pub	1,442	81.3	174	2	Community Pub	3,254	81.8	176	2	Community Pub	145,729	68.0	146
3	Premium Local	927	52.3	83	3	Premium Local	1,657	41.7	66	3	Premium Local	96,359	44.9	71
4	Great Pub Great Food	259	14.6	113	4	Bit of Style	655	16.5	127	4	Great Pub Great Food	67,647	31.6	244
5	Bit of Style	208	11.7	29	5	Great Pub Great Food	618	15.5	39	5	Circuit Bar	48,238	22.5	56
6	Circuit Bar	168	9.5	35	6	Circuit Bar	526	13.2	49	6	Bit of Style	36,055	16.8	63
7	Craft Led	68	3.8	37	7	Craft Led	364	9.2	89	7	Craft Led	32,090	15.0	145

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	66	3.7	42	131	3.3	37	14,228	6.6	75
C1	230	13.0	106	500	12.6	103	30,499	14.2	116
C2	171	9.6	117	391	9.8	119	19,310	9.0	109
DE	211	11.9	116	647	16.3	158	28,514	13.3	129

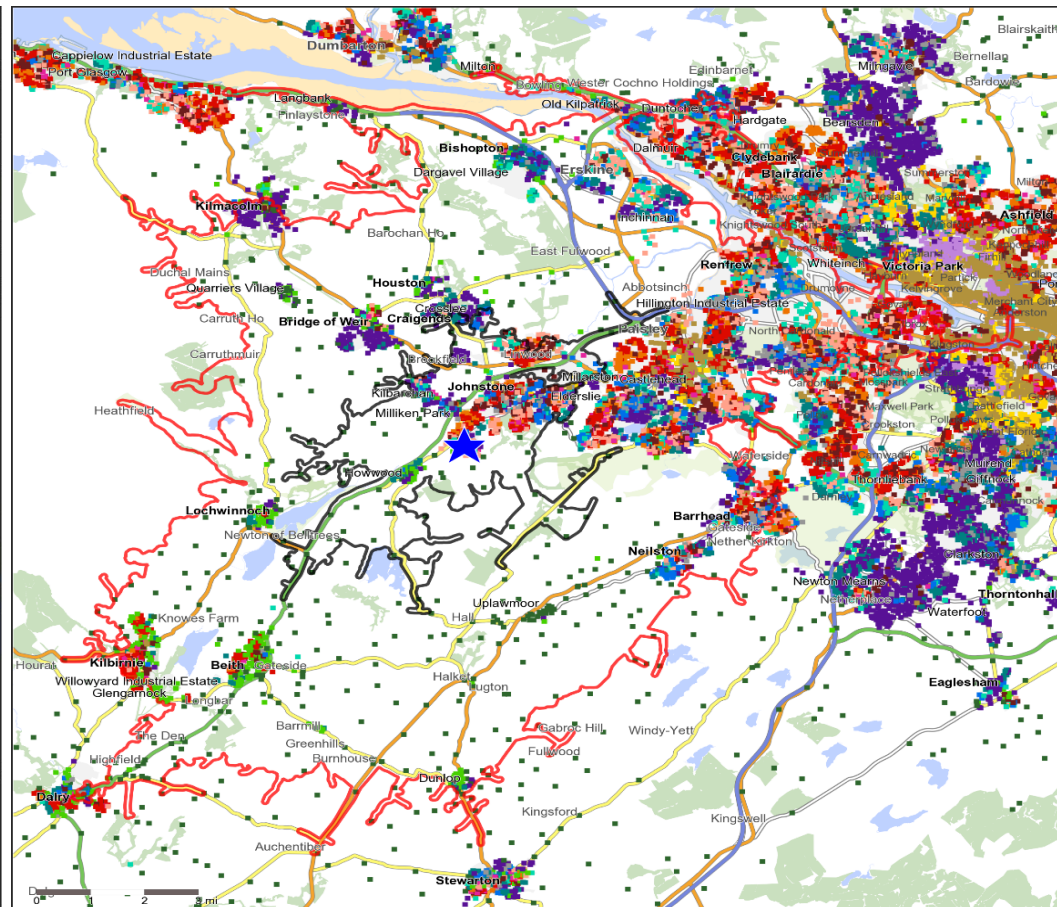
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,022	57.6	174	2,786	70.1	211	89,653	41.8	126
Medium (7-13)	635	35.8	108	1,042	26.2	79	71,366	33.3	100
High (14-19)	64	3.6	13	250	6.3	22	37,031	17.3	61

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

## 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	0
A02	Uptown Elite	0	0	0	196
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	185	1,713
B06	Diamond Days	0	0	303	2,908
B07	Alpha Families	0	27	784	4,456
B08	Bank of Mum and Dad	4	13	604	4,386
B09	Empty-Nest Adventure	36	76	1,043	6,154
C10	Wealthy Landowners	0	6	410	1,667
C11	Rural Vogue	0	0	82	998
C12	Scattered Homesteads	0	2	94	980
C13	Village Retirement	0	0	54	1,590
D14	Satellite Settlers	0	1	226	2,828
D15	Local Focus	0	0	149	3,377
D16	Outlying Seniors	0	0	339	3,074
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	6	188	3,308
E19	Bungalow Heaven	0	0	200	1,394
E20	Classic Grandparents	4	13	213	3,257
E21	Solo Retirees	15	15	217	1,891
F22	Boomerang Boarders	2	4	1,157	7,032
F23	Family Ties	41	41	586	2,730
F24	Fledgling Free	149	149	303	1,790
F25	Dependable Me	64	70	1,127	5,055
G26	Cafés and Catchments	0	0	0	500
G27	Thriving Independence	0	15	151	1,506
G28	Modern Parents	0	235	974	10,553
G29	Mid-Career Convention	0	16	922	5,664
H30	Primary Ambitions	0	0	389	3,926
H31	Affordable Fringe	68	68	1,135	4,765
H32	First-Rung Futures	13	13	450	4,479
H33	Contemporary Starts	88	89	475	2,533
H34	New Foundations	12	50	57	599
H35	Flying Solo	0	0	181	613

		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	75	748
I37	Budget Generations	2	2	231	1,617
I38	Economical Families	73	75	233	2,148
I39	Families on a Budget	173	721	1,273	5,339
J40	Value Rentals	95	237	753	2,267
J41	Youthful Endeavours	0	24	191	1,356
J42	Midlife Renters	7	7	111	650
J43	Renting Rooms	0	0	148	2,731
K44	Inner City Stalwarts	0	0	0	161
K45	City Diversity	0	0	0	448
K46	High Rise Residents	0	0	274	3,165
K47	Single Essentials	55	351	3,457	23,780
K48	Mature Workers	56	421	807	4,845
L49	Flatlet Seniors	0	18	1,438	10,506
L50	Pocket Pensions	35	35	603	2,227
L51	Retirement Communities	0	0	184	2,219
L52	Estate Veterans	38	38	697	3,355
L53	Seasoned Survivors	55	81	836	4,777
M54	Down-to-Earth Owners	450	777	3,445	13,014
M55	Back with the Folks	92	133	1,106	7,813
M56	Self Supporters	148	148	943	5,717
N57	Community Elders	0	0	0	59
N58	Culture & Comfort	0	0	0	68
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	178	2,848
O61	Career Builders	0	0	0	728
O62	Central Pulse	0	0	0	1,905
O63	Flexible Workforce	0	0	0	354
O64	Bus-Route Renters	0	0	689	12,387
O65	Learners & Earners	0	0	0	145
O66	Student Scene	0	0	0	87
U99	Unclassified	0	0	0	1,008
<b>Total</b>		<b>1,775</b>	<b>3,977</b>	<b>30,670</b>	<b>214,394</b>



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

### 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. 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. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

### 2. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

### 3. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



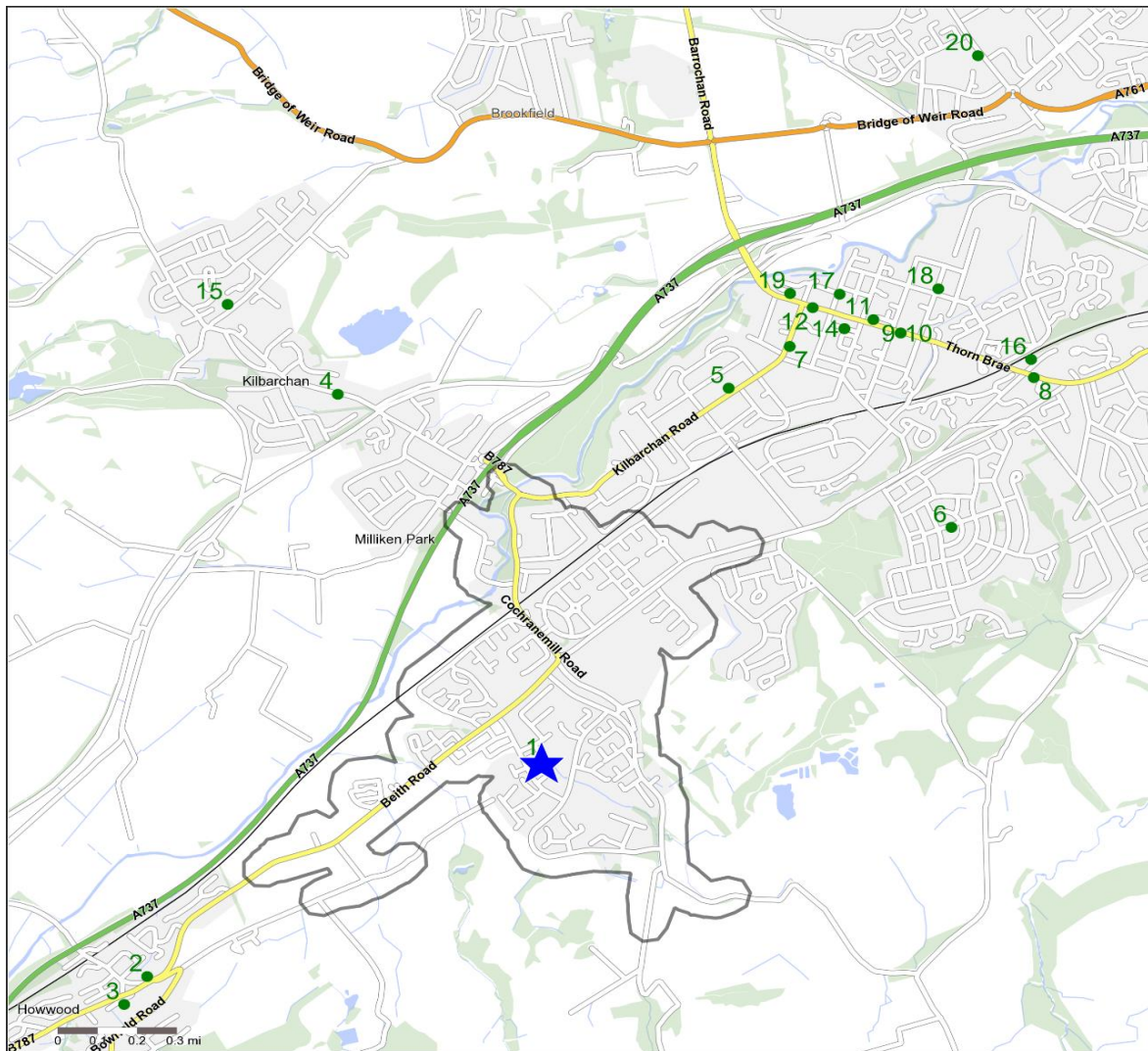
- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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	1,235	31.1	103	98	2.5	15		2,644	66.5	128
Male: Alone	1,154	29.0	97	1,575	39.6	254		1,247	31.4	59
Male: Group	666	16.8	73	1,450	36.5	139		1,860	46.8	94
Male: Pair	695	17.5	67	452	11.4	75		2,830	71.2	124
Mixed Sex: Group	630	15.8	69	1,272	32.0	100		2,073	52.1	119
Mixed Sex: Pair	533	13.4	57	2,112	53.1	163		1,331	33.5	78
With Children	1,392	35.0	121	1,211	30.5	181		1,373	34.5	65
Unknown	808	20.3	62	194	4.9	27		2,974	74.8	156
<b>For Eating:</b>										
Upmarket	366	9.2	30	1,020	25.7	123		2,590	65.1	138
Midmarket	863	21.7	63	745	18.7	208		2,368	59.6	108
Downmarket	1,752	44.1	198	2,015	50.7	145		209	5.3	13
<b>For Drinking (monthly spend):</b>										
Nothing	1,899	47.8	158	1,301	32.7	138		776	19.5	44
Low (less than £10)	603	15.2	51	1,078	27.1	115		2,295	57.7	127
Medium (Between £10 and £40)	601	15.1	49	1,036	26.1	146		2,340	58.9	117
High (Greater than £40)	504	12.7	49	1,527	38.4	187		1,945	48.9	94

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	89,952	42.0	139	21,250	9.9	61	102,182	47.7	92			
Male: Alone	79,326	37.0	124	53,284	24.9	159	80,774	37.7	71			
Male: Group	57,425	26.8	117	80,103	37.4	143	75,856	35.4	71			
Male: Pair	86,237	40.2	154	27,456	12.8	84	99,691	46.5	81			
Mixed Sex: Group	65,873	30.7	134	74,929	34.9	109	72,583	33.9	77			
Mixed Sex: Pair	65,818	30.7	131	89,196	41.6	128	58,371	27.2	64			
With Children	82,716	38.6	133	28,907	13.5	80	101,761	47.5	90			
Unknown	50,072	23.4	71	42,898	20.0	112	120,414	56.2	117			
<b>For Eating:</b>												
Upmarket	60,100	28.0	92	51,211	23.9	115	102,073	47.6	101			
Midmarket	81,934	38.2	111	8,252	3.8	43	123,198	57.5	104			
Downmarket	70,611	32.9	148	101,026	47.1	135	41,748	19.5	47			
<b>For Drinking (monthly spend):</b>												
Nothing	90,560	42.2	140	59,495	27.8	117	63,330	29.5	66			
Low (less than £10)	66,978	31.2	105	47,608	22.2	95	98,799	46.1	102			
Medium (Between £10 and £40)	68,171	31.8	104	42,439	19.8	111	102,774	47.9	95			
High (Greater than £40)	54,052	25.2	97	52,627	24.5	120	106,705	49.8	95			

## 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	Osprey, PA 5 0SA	Star Pubs & Bars	0.0	0.1
2	Howwood Inn, PA 9 1BQ	Independent Free	27.2	3.9
3	Railway Inn, PA 9 1AR	Independent Free	28.7	4.3
4	Trust Inn, PA10 2ET	Star Pubs & Bars	30.2	5.9
5	Hagg Bar, PA 5 8QY	Star Pubs & Bars	30.8	5.9
6	Castle, PA 5 0BP	G1 Group	33.2	5.8
7	Paddock, PA 5 8QJ	Independent Free	35.0	6.7
8	Thorn Inn, PA 5 8JG	Independent Free	37.7	6.2
9	Black Cart, PA 5 8JU	Independent Free	38.0	6.5
10	Globe Bar, PA 5 8JU	Independent Free	38.0	6.5
11	Coanes Bar, PA 5 8AH	Star Pubs & Bars	38.3	6.8
12	New County Inn, PA 5 8QG	Independent Free	38.3	7.0
13	Keystone, PA 5 8DT	Star Pubs & Bars	38.6	7.4
14	Nip Inn, PA 5 8DT	Rosemount Taverns	38.6	7.4
15	Habbies, PA10 2LN	Star Pubs & Bars	38.6	7.9
16	Silver Tassie, PA 5 8JB	Independent Free	39.2	6.4
17	Rennies, PA 5 8AR	Independent Free	39.8	7.1
18	Cartside Bar, PA 5 8BX	Independent Free	40.4	7.6
19	Twenty Ten, PA 5 8SP	Independent Free	41.3	7.1
20	Clippens Inn, PA 3 3PU	Independent Free	62.1	9.4