

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	4	5	119
Catchment Adults 18+	1,602	4,655	125,855
Catchment Adults 18+ Per Pub	401	931	1,058
Populaton Projection 2018 to 2028 (% change)	-4.42%	-4.99%	-2.06%

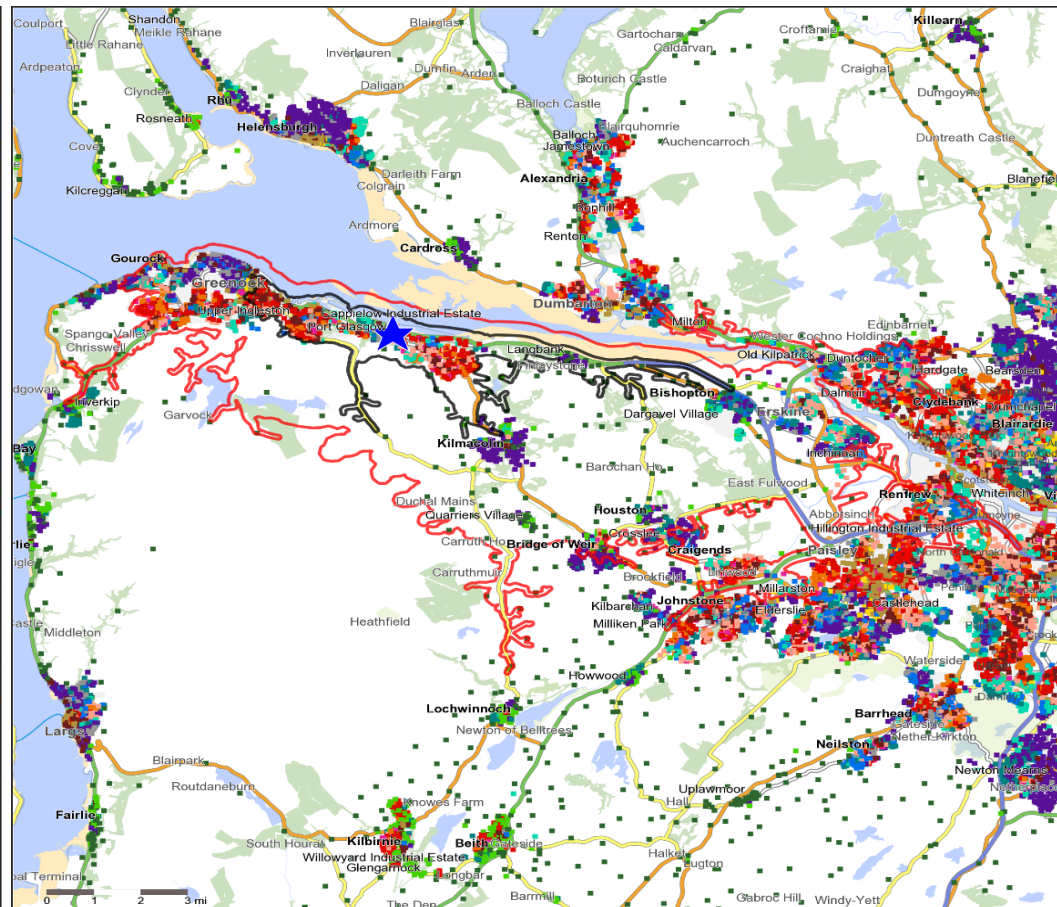
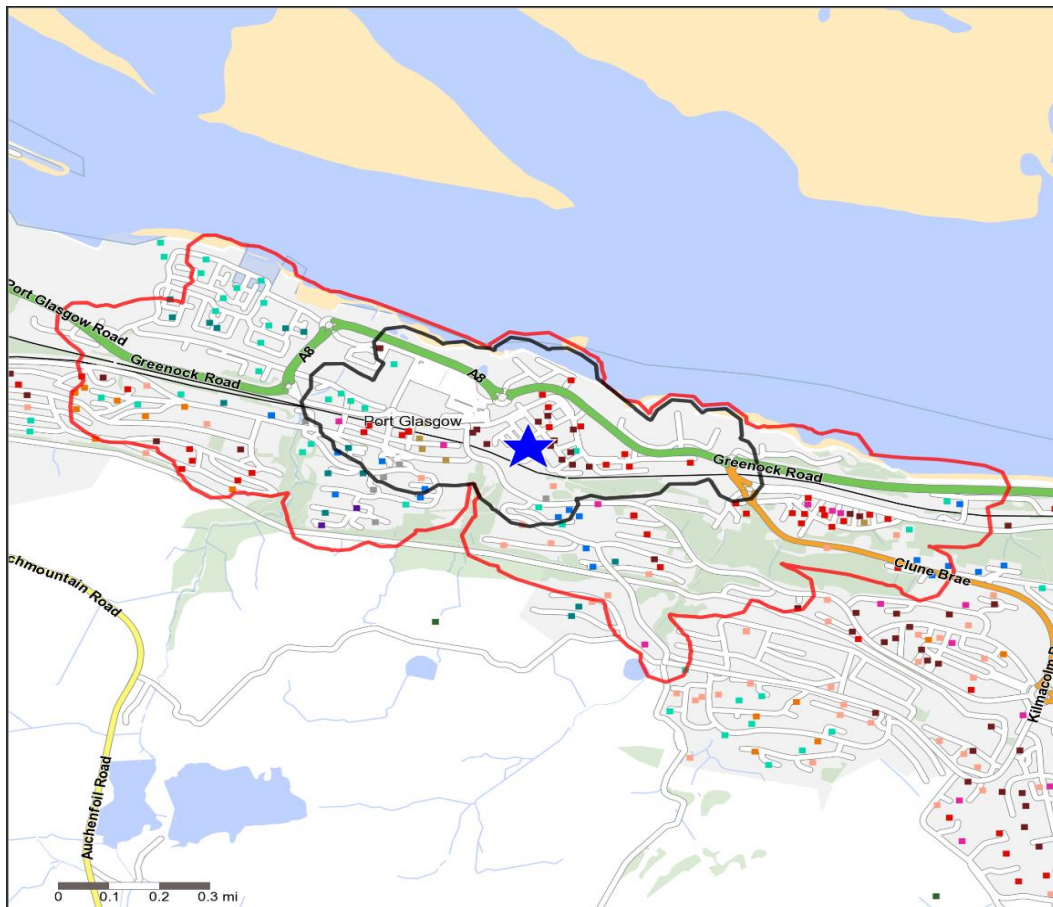
Rank	Type	10 Minute Walktime			Rank	Type	20 Minute Walktime			Rank	Type	20 Minute Drivetime		
		Target Customers	% of Population	Index			Target Customers	% of Population	Index			Target Customers	% of Population	Index
1	Community Pub	1,476	92.1	178	1	High Street Pub	3,668	78.8	152	1	High Street Pub	101,212	80.4	155
2	High Street Pub	1,171	73.1	157	2	Community Pub	3,394	72.9	156	2	Community Pub	89,805	71.4	153
3	Circuit Bar	642	40.1	64	3	Premium Local	1,921	41.3	65	3	Premium Local	56,213	44.7	71
4	Craft Led	300	18.7	145	4	Circuit Bar	1,797	38.6	299	4	Great Pub Great Food	36,939	29.4	227
5	Premium Local	246	15.4	38	5	Bit of Style	1,248	26.8	66	5	Circuit Bar	28,374	22.5	56
6	Bit of Style	191	11.9	44	6	Craft Led	967	20.8	77	6	Bit of Style	20,199	16.0	60
7	Great Pub Great Food	58	3.6	35	7	Great Pub Great Food	880	18.9	184	7	Craft Led	17,863	14.2	138

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	52	3.2	37	234	5.0	57	7,326	5.8	66
C1	209	13.0	106	643	13.8	113	16,980	13.5	110
C2	123	7.7	93	419	9.0	109	11,127	8.8	107
DE	334	20.8	203	807	17.3	168	17,327	13.8	134

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)	978	61.0	184	2,414	51.9	156	60,291	47.9	144
Medium (7-13)	143	8.9	27	1,166	25.0	76	36,492	29.0	87
High (14-19)	22	1.4	5	275	5.9	21	19,107	15.2	53

## 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	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	68	1,017
B06	Diamond Days	0	0	181	1,601
B07	Alpha Families	0	0	379	2,192
B08	Bank of Mum and Dad	3	40	114	2,906
B09	Empty-Nest Adventure	0	0	18	3,697
C10	Wealthy Landowners	0	0	180	868
C11	Rural Vogue	0	0	77	345
C12	Scattered Homesteads	0	0	8	149
C13	Village Retirement	0	0	169	453
D14	Satellite Settlers	0	0	29	1,142
D15	Local Focus	0	0	0	468
D16	Outlying Seniors	0	0	0	965
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	4	8	8	1,293
E19	Bungalow Heaven	17	17	45	517
E20	Classic Grandparents	1	28	28	1,812
E21	Solo Retirees	8	8	34	532
F22	Boomerang Boarders	14	128	132	2,879
F23	Family Ties	0	26	257	1,591
F24	Fledgling Free	3	89	259	790
F25	Dependable Me	14	33	80	2,902
G26	Cafés and Catchments	0	0	0	146
G27	Thriving Independence	0	0	0	835
G28	Modern Parents	0	208	276	6,090
G29	Mid-Career Convention	29	253	355	5,059
H30	Primary Ambitions	0	0	36	833
H31	Affordable Fringe	5	154	941	4,565
H32	First-Rung Futures	44	190	375	3,043
H33	Contemporary Starts	0	414	572	1,770
H34	New Foundations	60	86	117	393
H35	Flying Solo	0	11	11	254

		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	91	91	215
I37	Budget Generations	0	13	786	1,670
I38	Economical Families	0	17	271	1,125
I39	Families on a Budget	12	73	1,291	3,879
J40	Value Rentals	59	86	474	1,379
J41	Youthful Endeavours	52	52	372	904
J42	Midlife Renters	0	48	48	382
J43	Renting Rooms	0	36	86	855
K44	Inner City Stalwarts	0	0	0	10
K45	City Diversity	0	0	0	0
K46	High Rise Residents	291	291	1,082	3,027
K47	Single Essentials	257	766	4,825	14,169
K48	Mature Workers	0	163	2,976	5,793
L49	Flatlet Seniors	351	418	2,518	6,245
L50	Pocket Pensions	0	36	505	1,582
L51	Retirement Communities	0	0	85	2,287
L52	Estate Veterans	0	87	1,553	3,216
L53	Seasoned Survivors	45	51	213	1,846
M54	Down-to-Earth Owners	71	291	2,402	9,457
M55	Back with the Folks	20	51	391	4,043
M56	Self Supporters	13	113	367	3,034
N57	Community Elders	0	0	0	3
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	14	1,102
O61	Career Builders	0	0	0	79
O62	Central Pulse	0	0	0	200
O63	Flexible Workforce	0	0	4	18
O64	Bus-Route Renters	230	278	1,330	7,522
O65	Learners & Earners	0	0	0	100
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	0	605
<b>Total</b>		<b>1,603</b>	<b>4,654</b>	<b>26,433</b>	<b>125,854</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 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. L49 Flatlet Seniors

Ageing singles with basic income renting small flats in centrally located developments



- Ageing singles
- Vulnerable to poor health
- 1 bedroom socially rented units
- Disabled parking permits
- Low income
- City location

### 3. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

## 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



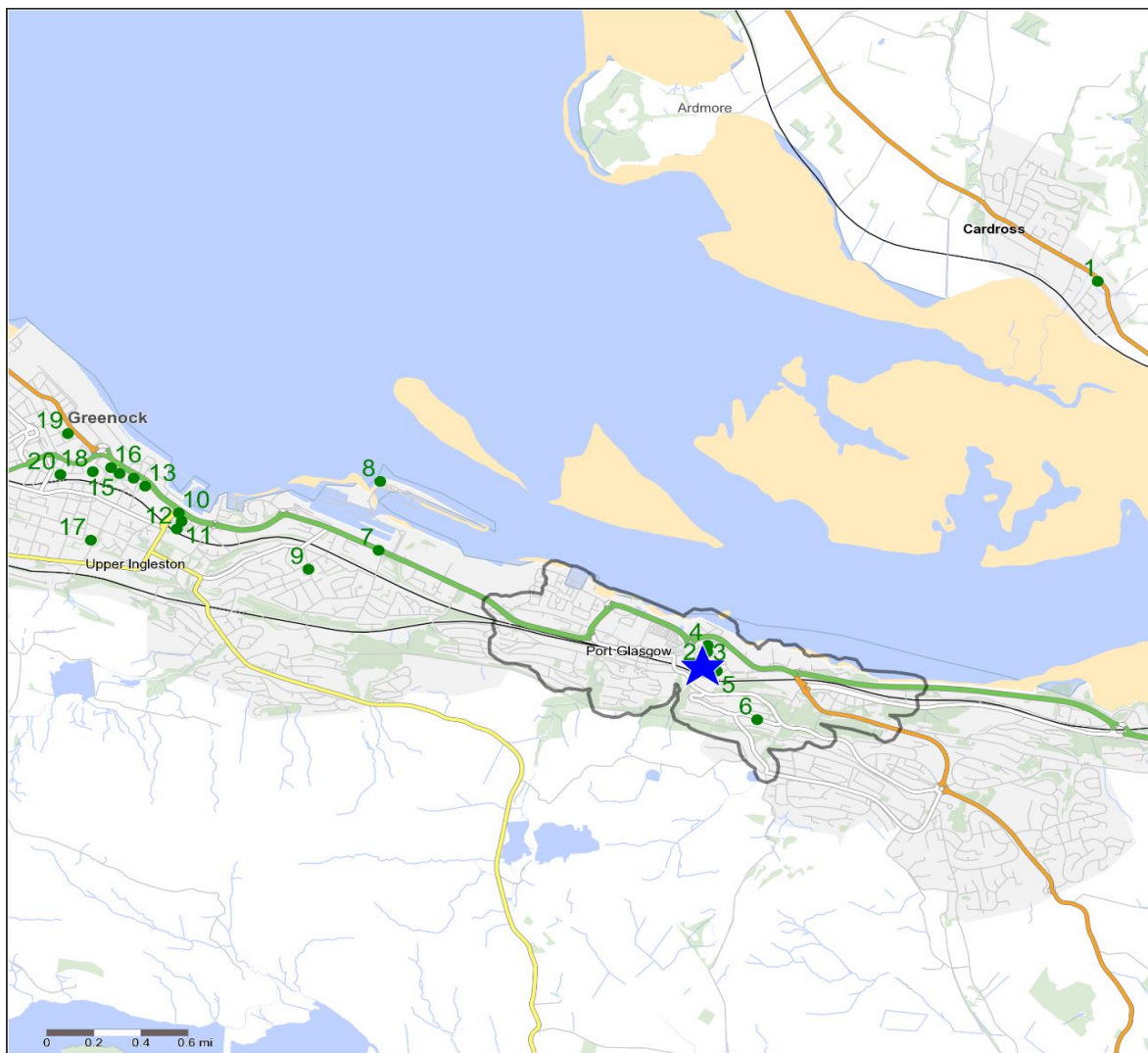
- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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	2,439	52.4	173	294	6.3	39	1,922	41.3	79			
Male: Alone	1,512	32.5	109	1,677	36.0	231	1,465	31.5	59			
Male: Group	1,297	27.9	122	1,886	40.5	155	1,472	31.6	64			
Male: Pair	2,283	49.0	188	534	11.5	75	1,838	39.5	69			
Mixed Sex: Group	1,807	38.8	170	1,882	40.4	127	965	20.7	47			
Mixed Sex: Pair	1,227	26.4	112	2,086	44.8	138	1,342	28.8	67			
With Children	2,085	44.8	155	1,030	22.1	131	1,540	33.1	62			
Unknown	935	20.1	61	1,606	34.5	192	2,113	45.4	95			
<b>For Eating:</b>												
Upmarket	1,368	29.4	96	1,391	29.9	144	1,897	40.8	86			
Midmarket	1,779	38.2	111	227	4.9	54	2,648	56.9	103			
Downmarket	1,272	27.3	123	2,932	63.0	181	451	9.7	23			
<b>For Drinking (monthly spend):</b>												
Nothing	1,769	38.0	126	1,303	28.0	118	1,584	34.0	76			
Low (less than £10)	901	19.4	65	864	18.6	79	2,889	62.1	137			
Medium (Between £10 and £40)	901	19.4	63	966	20.8	116	2,787	59.9	119			
High (Greater than £40)	757	16.3	63	1,246	26.8	130	2,652	57.0	109			

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	49,531	39.4	130	11,187	8.9	54	64,533	51.3	98		
Male: Alone	48,176	38.3	129	34,518	27.4	176	42,557	33.8	63		
Male: Group	36,589	29.1	127	46,737	37.1	142	41,924	33.3	67		
Male: Pair	52,939	42.1	161	13,734	10.9	72	58,578	46.5	81		
Mixed Sex: Group	40,544	32.2	141	40,390	32.1	100	44,316	35.2	80		
Mixed Sex: Pair	39,962	31.8	135	50,731	40.3	124	34,558	27.5	64		
With Children	51,607	41.0	142	17,423	13.8	82	56,221	44.7	84		
Unknown	28,434	22.6	69	24,370	19.4	108	72,446	57.6	120		
<b>For Eating:</b>											
Upmarket	34,737	27.6	90	28,555	22.7	109	61,959	49.2	104		
Midmarket	44,041	35.0	102	5,252	4.2	46	75,957	60.4	109		
Downmarket	45,083	35.8	161	58,121	46.2	132	22,046	17.5	42		
<b>For Drinking (monthly spend):</b>											
Nothing	53,755	42.7	141	37,901	30.1	127	33,594	26.7	60		
Low (less than £10)	38,599	30.7	103	25,931	20.6	88	60,720	48.2	106		
Medium (Between £10 and £40)	39,314	31.2	102	25,691	20.4	114	60,245	47.9	95		
High (Greater than £40)	28,382	22.6	87	38,646	30.7	150	58,223	46.3	88		

## 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	Coach House Inn, G 82 5JX	G1 Group	0.0	31.7
2	Sutherland Bar, PA14 5JH	Star Pubs & Bars	0.0	1.6
3	Comet Bar, PA14 5JE	Independent Free	0.6	1.1
4	Donnachie's, PA14 5EY	*Other Small Retail Groups	1.8	1.3
5	Star Hotel, PA14 5HU	Caledonian Heritable	2.1	0.7
6	Waterwheel, PA14 5DX	Marston's	15.7	3.4
7	Norseman, PA15 2TU	Independent Free	29.9	4.9
8	Point, PA15 2AJ	Whitbread	39.2	6.2
9	New Best Cellar, PA15 2DZ	*Other Small Retail Groups	40.1	6.3
10	Tail O' The Bank, PA15 1HA	Greene King	49.2	7.0
11	Beacon Arts Centre, PA15 1HJ	Independent Free	49.8	7.6
12	Carnock Bar, PA15 1HB	Independent Free	50.1	7.4
13	Lighthouse, PA15 1DG	Independent Free	53.1	7.6
14	James Watt, PA15 1DD	Wetherspoon	53.4	8.1
15	Waterline, PA15 1BB	Hawthorn Leisure	55.8	8.1
16	Old Bank Bar, PA15 1BT	Greene King	56.1	8.5
17	Lynedoch Bar, PA15 4AH	Independent Free	57.9	9.6
18	Steamie, PA15 1NB	Independent Free	60.2	9.1
19	Tokyo Joe, PA15 1JR	Rosemount Taverns	62.1	9.1
20	Exchange, PA15 4RQ	Independent Free	65.1	9.0