

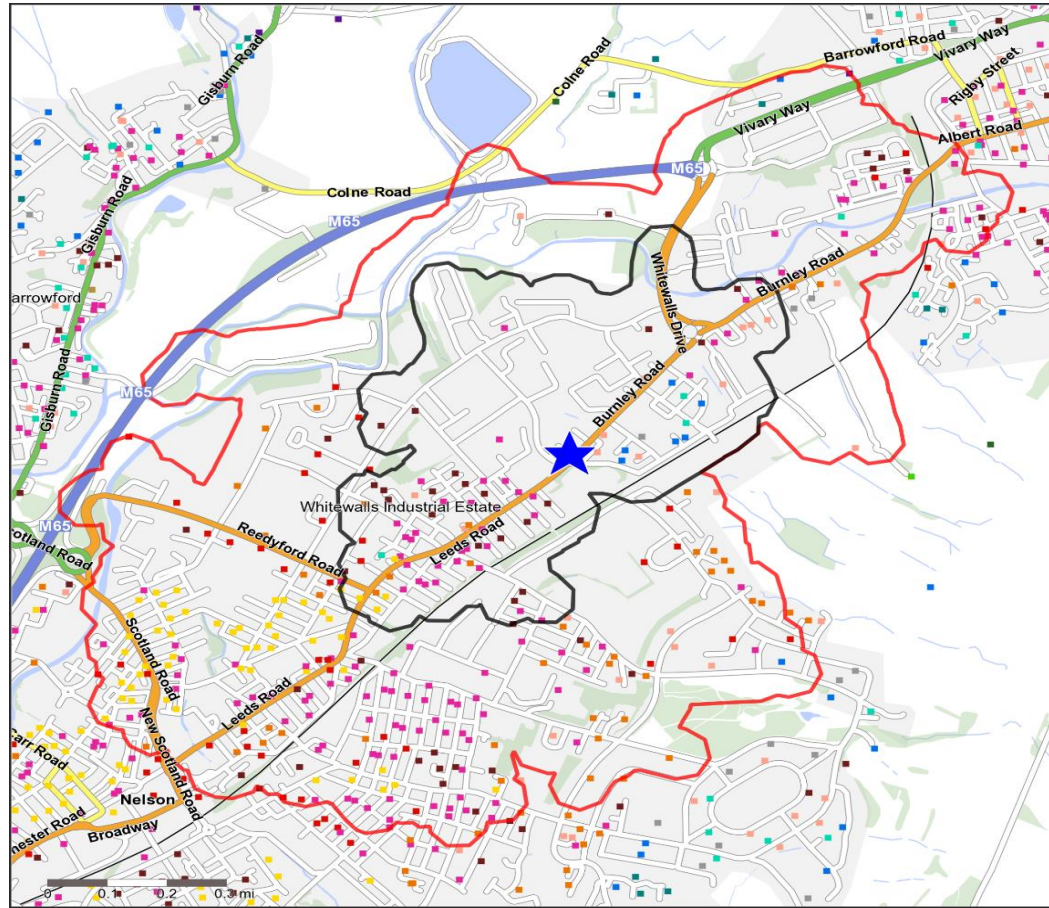
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	2	3	247
Catchment Adults 18+	2,697	10,368	211,988
Catchment Adults 18+ Per Pub	1,349	3,456	858
Populaton Projection 2018 to 2028 (% change)	0.61%	1.69%	0.51%

		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	2,492	92.4	178	<div></div>	1	Community Pub	8,361	80.6	156	<div></div>	1	High Street Pub	161,113	76.0	147	<div></div>
2	Community Pub	2,481	92.0	197	<div></div>	2	High Street Pub	8,085	78.0	167	<div></div>	2	Community Pub	147,369	69.5	149	<div></div>
3	Bit of Style	535	19.8	31	<div></div>	3	Bit of Style	1,319	12.7	20	<div></div>	3	Premium Local	66,474	31.4	50	<div></div>
4	Premium Local	477	17.7	137	<div></div>	4	Premium Local	841	8.1	63	<div></div>	4	Great Pub Great Food	46,083	21.7	168	<div></div>
5	Great Pub Great Food	141	5.2	13	<div></div>	5	Great Pub Great Food	238	2.3	6	<div></div>	5	Bit of Style	37,694	17.8	44	<div></div>
6	Circuit Bar	41	1.5	6	<div></div>	6	Circuit Bar	165	1.6	6	<div></div>	6	Circuit Bar	12,217	5.8	21	<div></div>
7	Craft Led	14	0.5	5	<div></div>	7	Craft Led	112	1.1	10	<div></div>	7	Craft Led	9,866	4.7	45	<div></div>

	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	73	2.7	31	303	2.9	33	12,313	5.8	66
C1	251	9.3	76	899	8.7	71	22,865	10.8	88
C2	319	11.8	143	1,101	10.6	129	21,431	10.1	122
DE	519	19.2	187	2,403	23.2	225	32,041	15.1	147

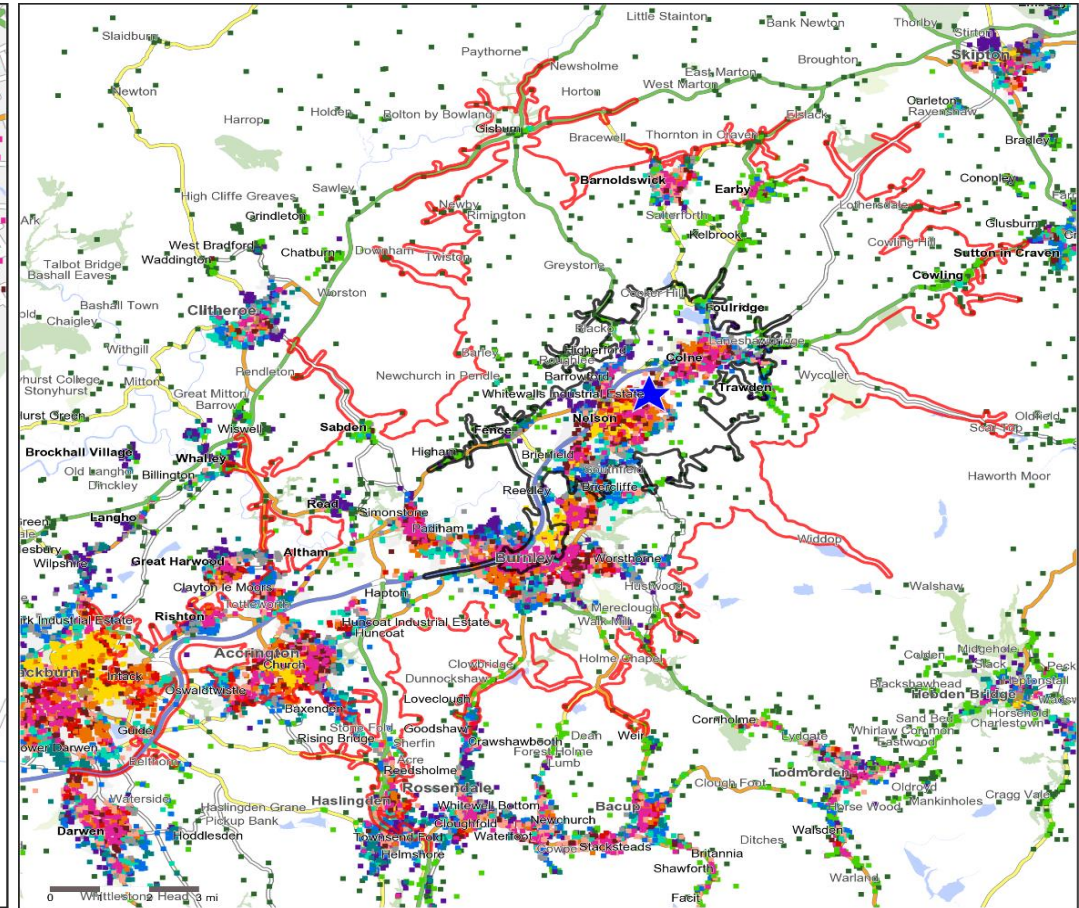
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,164	80.2	242	9,161	88.4	266	132,690	62.6	189
Medium (7-13)	332	12.3	37	916	8.8	27	57,423	27.1	82
High (14-19)	8	0.3	1	58	0.6	2	16,898	8.0	28

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

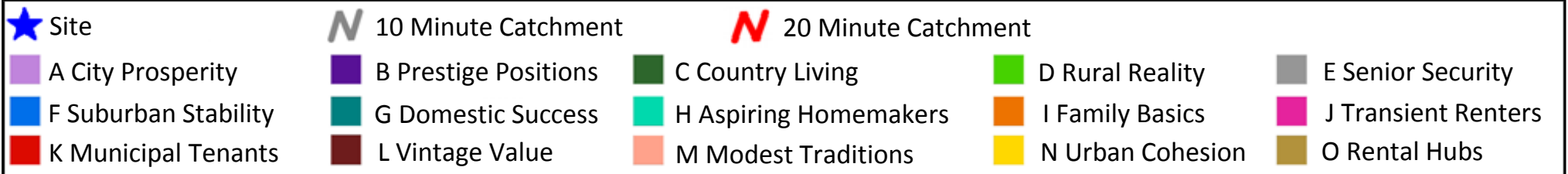


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## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	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	51	107
	B06	Diamond Days	0	0	169	229
	B07	Alpha Families	0	0	493	818
	B08	Bank of Mum and Dad	0	7	467	1,624
	B09	Empty-Nest Adventure	0	0	1,240	3,887
	C10	Wealthy Landowners	0	0	469	3,303
	C11	Rural Vogue	0	1	137	1,039
	C12	Scattered Homesteads	0	0	24	780
	C13	Village Retirement	0	2	424	1,533
	D14	Satellite Settlers	0	0	1,296	4,598
	D15	Local Focus	0	0	227	2,438
	D16	Outlying Seniors	0	0	270	3,035
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	333	512
	E19	Bungalow Heaven	0	4	1,329	6,493
	E20	Classic Grandparents	0	42	842	2,876
	E21	Solo Retirees	51	82	1,311	3,594
	F22	Boomerang Boarders	0	5	1,373	4,623
	F23	Family Ties	0	0	549	2,018
	F24	Fledgling Free	74	107	1,193	6,028
	F25	Dependable Me	37	81	1,330	4,351
	G26	Cafés and Catchments	0	0	4	8
	G27	Thriving Independence	0	21	186	294
	G28	Modern Parents	0	0	377	3,531
	G29	Mid-Career Convention	0	18	1,268	4,796
	H30	Primary Ambitions	0	0	666	1,365
	H31	Affordable Fringe	67	77	1,346	7,006
	H32	First-Rung Futures	14	43	1,583	7,513
	H33	Contemporary Starts	0	0	174	1,033
	H34	New Foundations	27	41	75	338
	H35	Flying Solo	0	2	163	748

			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	0	159
	I37	Budget Generations	9	22	161	424
	I38	Economical Families	97	460	2,702	12,671
	I39	Families on a Budget	10	590	2,247	9,313
	J40	Value Rentals	494	1,196	4,860	18,065
	J41	Youthful Endeavours	0	12	157	686
	J42	Midlife Renters	7	15	1,294	3,226
	J43	Renting Rooms	604	2,294	8,285	22,458
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	0
	K47	Single Essentials	0	68	292	1,603
	K48	Mature Workers	210	1,285	3,059	8,869
	L49	Flatlet Seniors	63	425	1,343	4,953
	L50	Pocket Pensions	84	207	1,236	3,945
	L51	Retirement Communities	0	0	126	259
	L52	Estate Veterans	0	0	0	304
	L53	Seasoned Survivors	425	835	3,047	9,105
	M54	Down-to-Earth Owners	258	438	1,714	5,137
	M55	Back with the Folks	2	36	605	2,815
	M56	Self Supporters	49	152	2,349	10,220
	N57	Community Elders	0	6	25	159
	N58	Culture & Comfort	0	0	31	32
	N59	Large Family Living	115	1,795	8,157	16,719
	N60	Ageing Access	0	0	0	5
	O61	Career Builders	0	0	0	1
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	0	0	41	295
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	42	42
Total			2,697	10,369	61,142	211,983

## Top 3 Mosaic Types in a 20 Minute Walktime

### 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. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

### 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. 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. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

### 3. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



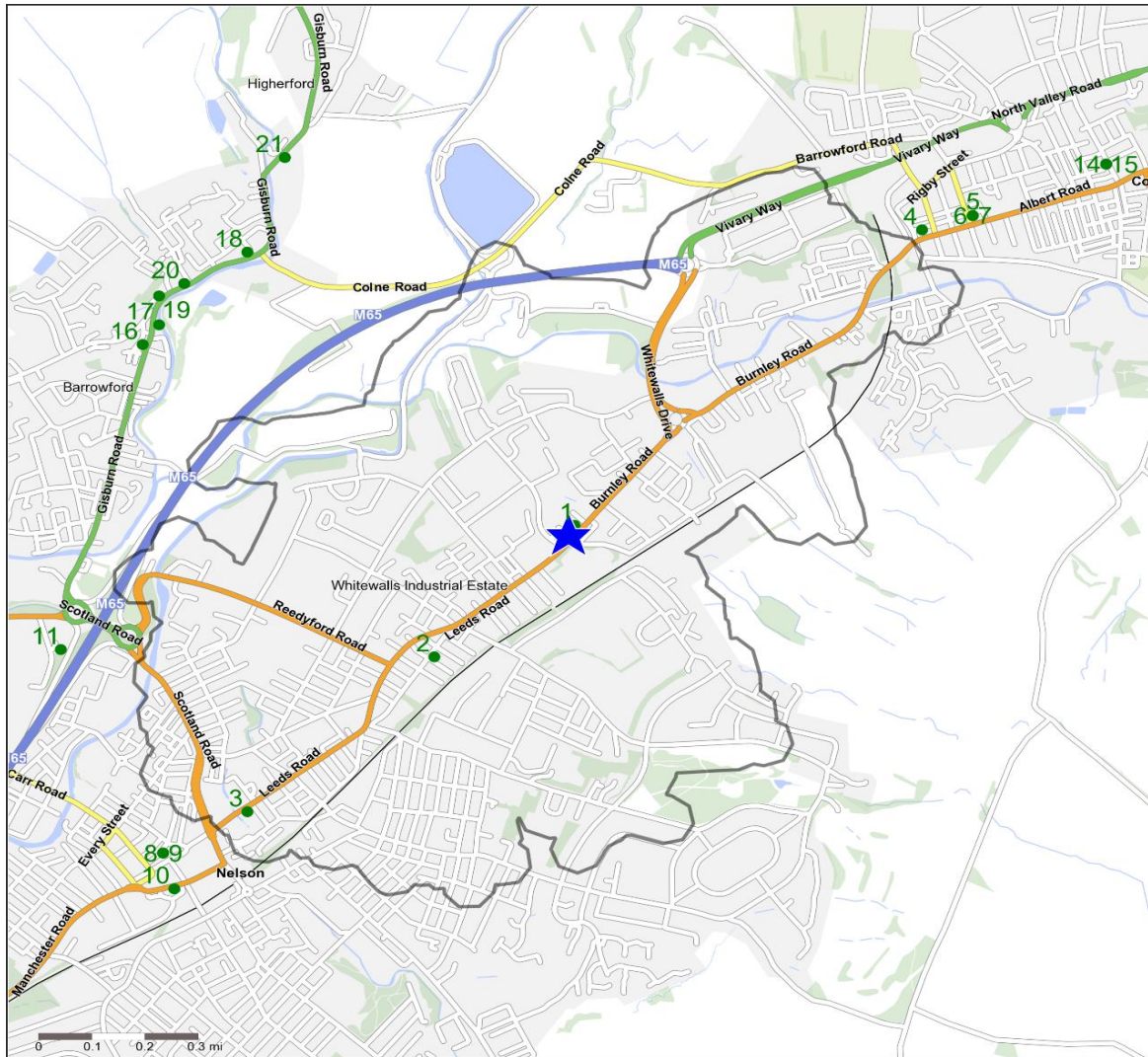
- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

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	1,828	17.6	58	2,393	23.1	141	6,146	59.3	114
Male: Alone	5,395	52.0	175	1,892	18.2	117	3,081	29.7	56
Male: Group	2,117	20.4	89	3,067	29.6	113	5,183	50.0	101
Male: Pair	2,628	25.3	97	3,993	38.5	253	3,747	36.1	63
Mixed Sex: Group	3,003	29.0	127	929	9.0	28	6,436	62.1	141
Mixed Sex: Pair	223	2.2	9	4,373	42.2	130	5,772	55.7	130
With Children	5,618	54.2	187	1,956	18.9	112	2,794	26.9	51
Unknown	5,903	56.9	173	495	4.8	27	3,970	38.3	80
For Eating:									
Upmarket	1,961	18.9	62	4,113	39.7	191	4,294	41.4	88
Midmarket	5,904	56.9	166	604	5.8	65	3,860	37.2	67
Downmarket	2,553	24.6	111	3,329	32.1	92	4,485	43.3	104
For Drinking (monthly spend):									
Nothing	2,446	23.6	78	1,053	10.2	43	6,868	66.2	148
Low (less than £10)	215	2.1	7	1,106	10.7	45	9,046	87.2	192
Medium (Between £10 and £40)	213	2.1	7	1,007	9.7	54	9,147	88.2	176
High (Greater than £40)	71	0.7	3	2,411	23.3	113	7,886	76.1	145

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	53,213	25.1	83	37,903	17.9	109	120,830	57.0	109
Male: Alone	81,271	38.3	129	37,605	17.7	114	93,071	43.9	82
Male: Group	39,724	18.7	82	63,518	30.0	114	108,703	51.3	103
Male: Pair	47,772	22.5	86	70,411	33.2	218	93,762	44.2	77
Mixed Sex: Group	52,515	24.8	108	47,290	22.3	70	112,141	52.9	121
Mixed Sex: Pair	37,833	17.8	76	78,438	37.0	114	95,675	45.1	106
With Children	91,598	43.2	149	46,254	21.8	130	74,094	35.0	66
Unknown	97,892	46.2	141	13,393	6.3	35	100,661	47.5	99
For Eating:									
Upmarket	43,513	20.5	67	64,010	30.2	145	104,422	49.3	104
Midmarket	88,113	41.6	121	10,906	5.1	57	112,927	53.3	96
Downmarket	58,477	27.6	124	85,082	40.1	115	68,387	32.3	78
For Drinking (monthly spend):									
Nothing	57,607	27.2	90	47,879	22.6	96	106,460	50.2	112
Low (less than £10)	37,679	17.8	60	49,470	23.3	99	124,796	58.9	130
Medium (Between £10 and £40)	35,473	16.7	55	30,566	14.4	81	145,907	68.8	137
High (Greater than £40)	20,301	9.6	37	48,895	23.1	112	142,750	67.3	129

## Competitor Map



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Site
 Star Pubs
 Pubs
 Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Spinning Mill, BB 8 8LF	Star Pubs & Bars	0.6	0.2
2	Auberge, BB 9 8HF	Independent Free	8.8	1.9
3	Prince Of Wales, BB 9 9TD	*Other Small Retail Groups	19.3	3.3
4	Crown Hotel, BB 8 0QD	Star Pubs & Bars	20.8	3.6
5	Green Chimney, BB 8 0AG	Independent Free	22.6	3.6
6	JJs Cafe Bar Restaurant, BB 8 0AG	Independent Free	22.6	3.6
7	Turners, BB 8 0AG	Independent Free	22.6	3.6
8	Lord Nelson Hotel, BB 9 7EG	Independent Free	22.9	5.3
9	Oddfellows Cafe, BB 9 7EG	Independent Free	22.9	5.3
10	Station Hotel, BB 9 9SB	Amber Taverns	24.4	4.2
11	Thatch & Thistle, BB 9 7TZ	Greene King	27.5	4.4
12	Boyce's Barrel, BB 8 9BJ	Independent Free	28.1	4.6
13	Cask'n'keg, BB 8 9BJ	Independent Free	28.1	4.6
14	Derby Arms Hotel, BB 8 9BJ	*Other Small Retail Groups	28.1	4.6
15	Tapsters Promise, BB 8 9BJ	Independent Free	28.1	4.6
16	Lounge, BB 9 6DX	Independent Free	28.7	5.6
17	Turners Wines, BB 9 6EW	Independent Free	29.3	5.3
18	George & Dragon, BB 9 6JD	*Other Small Retail Groups	30.5	4.4
19	White Bear Inn, BB 9 6EP	Stonegate Pub Company	31.1	5.2
20	Bankers Draft, BB 9 6HQ	Independent Free	32.0	4.8