

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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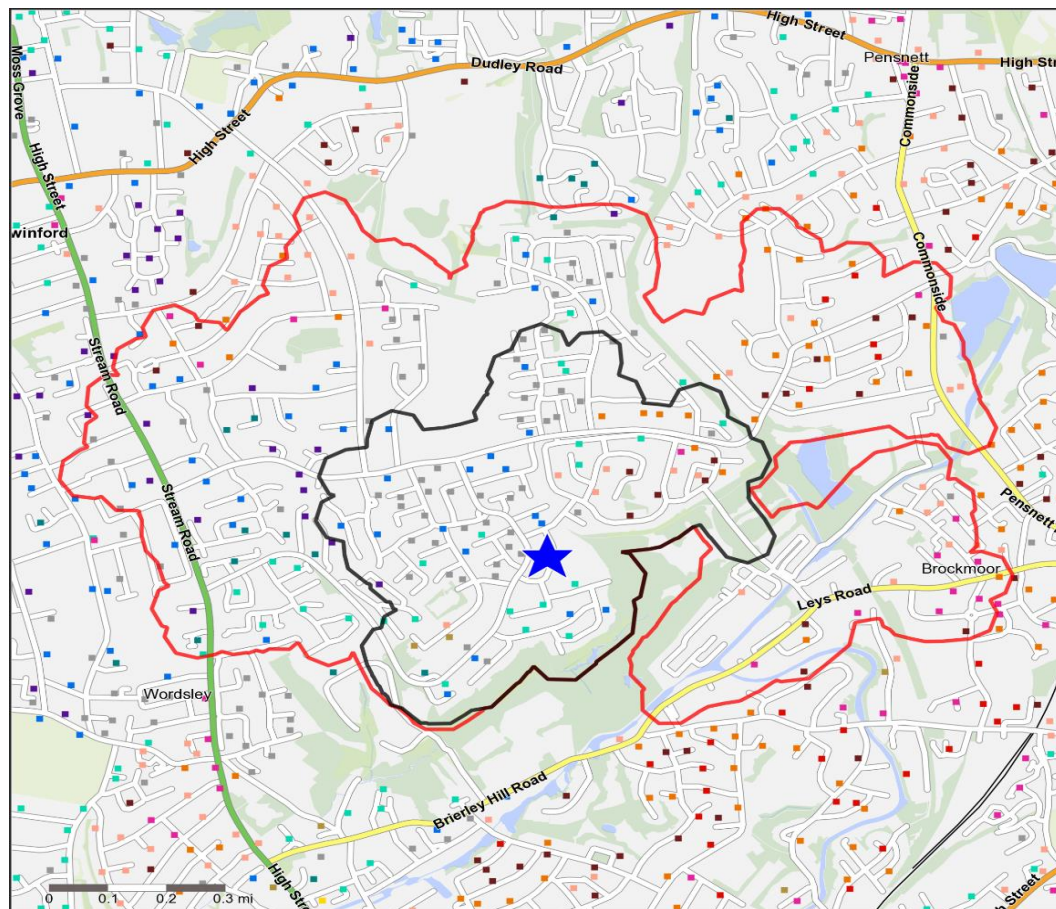
Number of Pubs	1	4	264
Catchment Adults 18+	3,619	10,229	248,274
Catchment Adults 18+ Per Pub	3,619	2,557	940
Populaton Projection 2018 to 2028 (% change)	4.03%	3.24%	3.43%

		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	2,834	78.3	151	1	High Street Pub	8,337	81.5	157	1	High Street Pub	197,843	79.7	154
2	Community Pub	2,315	64.0	137	2	Community Pub	6,704	65.5	141	2	Community Pub	163,473	65.8	141
3	Premium Local	1,728	47.7	76	3	Premium Local	4,443	43.4	69	3	Premium Local	114,791	46.2	73
4	Great Pub Great Food	1,213	33.5	259	4	Great Pub Great Food	2,893	28.3	219	4	Great Pub Great Food	81,944	33.0	255
5	Circuit Bar	265	7.3	18	5	Bit of Style	1,404	13.7	34	5	Bit of Style	35,836	14.4	36
6	Bit of Style	187	5.2	19	6	Circuit Bar	809	7.9	29	6	Circuit Bar	21,975	8.9	33
7	Craft Led	1	0.0	0	7	Craft Led	41	0.4	4	7	Craft Led	15,651	6.3	61

	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	201	5.6	63	574	5.6	63	17,140	6.9	78
C1	401	11.1	90	1,126	11.0	90	26,956	10.9	89
C2	374	10.3	125	1,118	10.9	132	23,197	9.3	113
DE	281	7.8	75	944	9.2	90	24,964	10.1	98

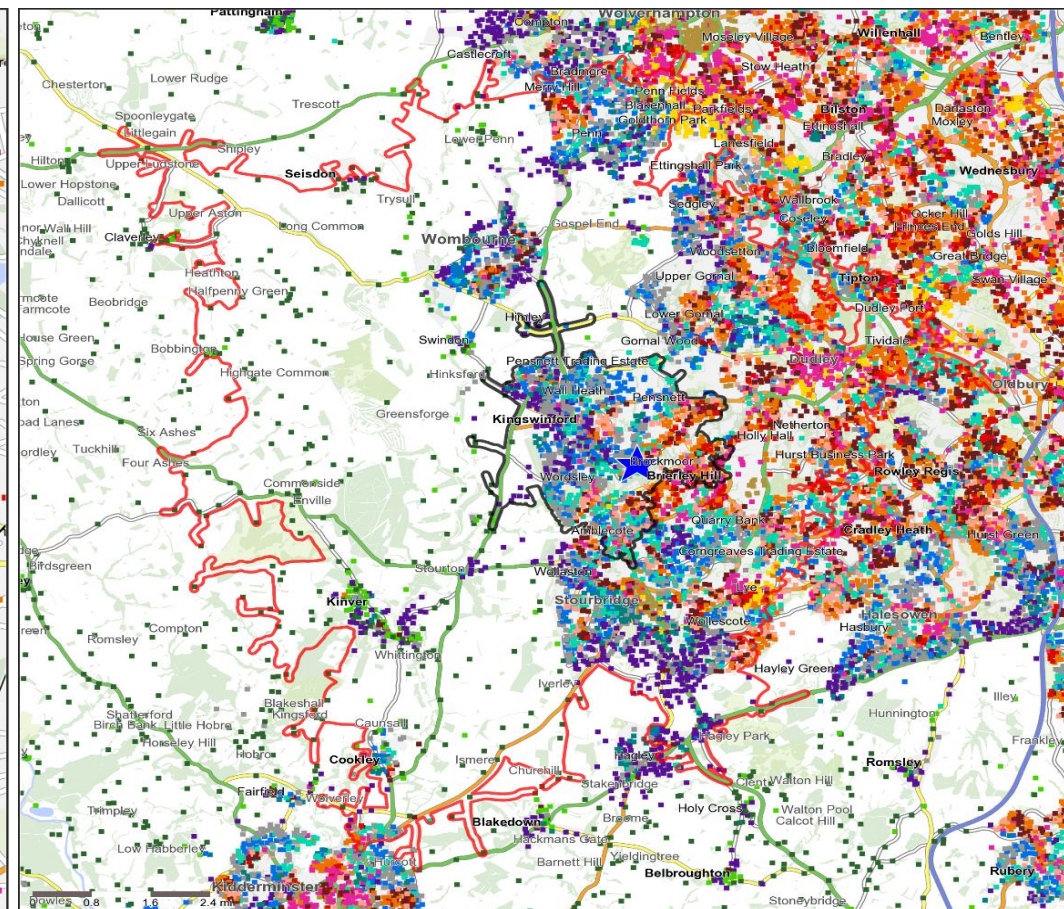
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,092	30.2	91	4,419	43.2	130	102,319	41.2	124
Medium (7-13)	2,098	58.0	175	4,723	46.2	139	96,740	39.0	117
High (14-19)	181	5.0	18	845	8.3	29	40,010	16.1	57

## 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	0	0
A02	Uptown Elite	0	0	0	8	0	8
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	0	136	891	136	891
B06	Diamond Days	0	0	157	3,662	157	3,662
B07	Alpha Families	0	0	300	3,469	300	3,469
B08	Bank of Mum and Dad	65	113	728	3,469	728	3,469
B09	Empty-Nest Adventure	0	316	2,324	9,253	316	9,253
C10	Wealthy Landowners	0	0	10	2,054	10	2,054
C11	Rural Vogue	0	0	0	543	0	543
C12	Scattered Homesteads	0	0	0	64	0	64
C13	Village Retirement	0	0	10	1,452	10	1,452
D14	Satellite Settlers	0	0	25	1,775	25	1,775
D15	Local Focus	0	0	1	307	1	307
D16	Outlying Seniors	0	0	1	663	1	663
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	19	695	4,420	19	4,420
E19	Bungalow Heaven	558	928	3,281	10,386	928	10,386
E20	Classic Grandparents	569	1,277	5,189	15,222	1,277	15,222
E21	Solo Retirees	135	268	1,534	7,541	268	7,541
F22	Boomerang Boarders	164	703	3,686	12,140	703	12,140
F23	Family Ties	50	50	470	3,778	50	3,778
F24	Fledgling Free	288	320	1,578	4,969	320	4,969
F25	Dependable Me	142	483	2,277	9,977	483	9,977
G26	Cafés and Catchments	0	0	0	453	0	453
G27	Thriving Independence	0	67	106	3,834	67	3,834
G28	Modern Parents	17	90	562	3,445	90	3,445
G29	Mid-Career Convention	0	213	1,764	7,002	213	7,002
H30	Primary Ambitions	0	190	692	4,175	190	4,175
H31	Affordable Fringe	678	862	2,891	14,276	862	14,276
H32	First-Rung Futures	1	2	2,634	10,038	2	10,038
H33	Contemporary Starts	162	536	846	1,687	536	1,687
H34	New Foundations	0	0	118	851	0	851
H35	Flying Solo	0	0	148	928	0	928

				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	51	73	154	1,495	73	1,495
I37	Budget Generations	72	481	1,115	6,810	481	6,810
I38	Economical Families	47	338	1,505	6,921	338	6,921
I39	Families on a Budget	0	265	1,608	9,470	265	9,470
J40	Value Rentals	7	306	645	2,310	306	2,310
J41	Youthful Endeavours	0	130	176	1,585	130	1,585
J42	Midlife Renters	0	131	1,087	5,051	131	5,051
J43	Renting Rooms	0	0	324	6,110	0	6,110
K44	Inner City Stalwarts	0	0	0	0	0	0
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	0	0	1,912	0	1,912
K47	Single Essentials	0	39	144	3,580	39	3,580
K48	Mature Workers	0	357	1,210	5,565	357	5,565
L49	Flatlet Seniors	0	0	353	4,387	0	4,387
L50	Pocket Pensions	114	150	749	3,238	150	3,238
L51	Retirement Communities	0	0	19	1,648	0	1,648
L52	Estate Veterans	93	403	1,396	8,838	403	8,838
L53	Seasoned Survivors	5	81	641	5,056	81	5,056
M54	Down-to-Earth Owners	161	480	1,407	6,271	480	6,271
M55	Back with the Folks	81	316	1,649	10,440	316	10,440
M56	Self Supporters	56	142	1,375	5,580	142	5,580
N57	Community Elders	0	0	0	1,794	0	1,794
N58	Culture & Comfort	0	0	0	207	0	207
N59	Large Family Living	0	0	146	2,581	0	2,581
N60	Ageing Access	0	0	27	386	0	386
O61	Career Builders	0	0	0	590	0	590
O62	Central Pulse	0	0	0	262	0	262
O63	Flexible Workforce	0	0	0	253	0	253
O64	Bus-Route Renters	102	102	332	2,791	102	2,791
O65	Learners & Earners	0	0	0	0	0	0
O66	Student Scene	0	0	0	0	0	0
U99	Unclassified	0	0	106	410	0	410
Total				3,618	10,231	48,331	248,273

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

### 2. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

### 3. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

### 2. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
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- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

### 3. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

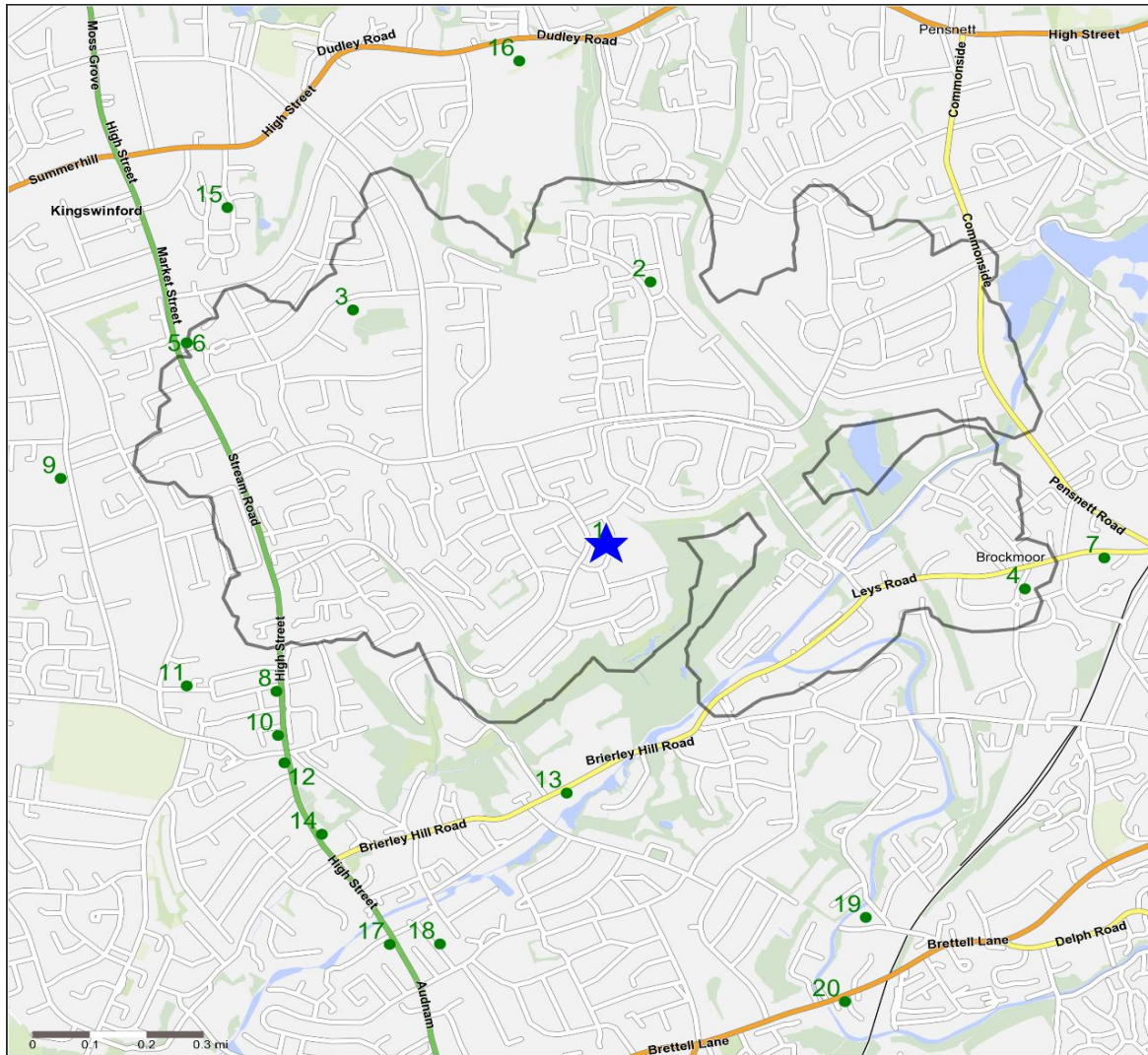
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 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	2,913	28.5	94	1,417	13.9	85	5,900	57.7	111
Male: Alone	3,757	36.7	123	980	9.6	61	5,492	53.7	101
Male: Group	3,319	32.4	142	3,697	36.1	138	3,213	31.4	63
Male: Pair	2,755	26.9	103	1,314	12.8	84	6,161	60.2	105
Mixed Sex: Group	2,246	22.0	96	3,528	34.5	108	4,456	43.6	99
Mixed Sex: Pair	4,338	42.4	181	3,240	31.7	97	2,651	25.9	61
With Children	3,171	31.0	107	1,536	15.0	89	5,523	54.0	102
Unknown	2,729	26.7	81	1,107	10.8	60	6,393	62.5	130
For Eating:									
Upmarket	3,566	34.9	114	1,173	11.5	55	5,490	53.7	114
Midmarket	2,768	27.1	79	468	4.6	51	6,993	68.4	124
Downmarket	5,959	58.3	262	3,363	32.9	94	908	8.9	21
For Drinking (monthly spend):									
Nothing	5,279	51.6	171	2,688	26.3	111	2,263	22.1	49
Low (less than £10)	4,611	45.1	151	2,854	27.9	119	2,764	27.0	60
Medium (Between £10 and £40)	4,611	45.1	147	1,240	12.1	68	4,379	42.8	85
High (Greater than £40)	2,258	22.1	85	2,739	26.8	130	5,232	51.1	98

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	63,458	25.6	84	34,832	14.0	86	149,574	60.2	116
Male: Alone	90,800	36.6	123	32,150	12.9	83	124,913	50.3	94
Male: Group	69,122	27.8	122	77,700	31.3	119	101,042	40.7	82
Male: Pair	75,568	30.4	117	53,869	21.7	142	118,427	47.7	83
Mixed Sex: Group	59,829	24.1	105	66,768	26.9	84	121,267	48.8	111
Mixed Sex: Pair	86,460	34.8	148	79,131	31.9	98	82,273	33.1	78
With Children	91,714	36.9	128	31,766	12.8	76	124,383	50.1	95
Unknown	69,773	28.1	86	31,902	12.8	72	146,188	58.9	123
For Eating:									
Upmarket	72,226	29.1	95	40,453	16.3	78	135,184	54.4	115
Midmarket	76,011	30.6	89	13,486	5.4	60	158,367	63.8	115
Downmarket	103,335	41.6	187	80,008	32.2	92	64,521	26.0	62
For Drinking (monthly spend):									
Nothing	97,356	39.2	130	64,057	25.8	109	86,450	34.8	78
Low (less than £10)	97,828	39.4	132	51,149	20.6	88	98,886	39.8	88
Medium (Between £10 and £40)	97,465	39.3	128	30,747	12.4	69	119,652	48.2	96
High (Greater than £40)	57,372	23.1	89	60,031	24.2	118	130,460	52.5	100



## 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	High Acres, DY 6 8PF	Star Pubs & Bars	0.0	0.1
2	Crestwood, DY 6 8SQ	Punch Pub Company	11.5	3.7
3	Summer House, DY 6 8HW	*Other Small Retail Groups	18.7	4.0
4	Old Star, DY 5 3XD	Independent Free	20.2	8.3
5	Portway, DY 6 9NW	Marston's	20.8	4.3
6	Swan, DY 6 9NW	Marston's	20.8	4.3
7	Brockmoor House, DY 5 3HX	Black Country	22.3	7.9
8	Queens Head, DY 8 5QS	*Other Small Retail Groups	22.6	4.4
9	Mount Pleasant, DY 6 9TH	Marston's	23.8	5.2
10	New Inn, DY 8 5QR	Independent Free	24.4	4.7
11	Glasscutters Arms, DY 8 5QL	Punch Pub Company	24.7	5.5
12	Old Cat, DY 8 5RT	New River Retail	25.4	4.9
13	Samson & Lion, DY 8 5SP	Marston's	27.5	8.2
14	Rose & Crown, DY 8 5SF	Admiral Taverns Ltd	28.7	5.6
15	Cottage Inn, DY 6 8AN	Star Pubs & Bars	29.9	5.8
16	Kingswinford, DY 6 8WT	Whitbread	30.5	6.0
17	Glassworks, DY 8 4AD	Marston's	33.2	6.4
18	Bird In Hand, DY 8 5YS	Unknown	35.0	7.3
19	Bulls Head, DY 5 3RA	Independent Free	36.5	12.8
20	New Wellington, DY 5 3LQ	*Other Small Retail Groups	38.0	11.2