

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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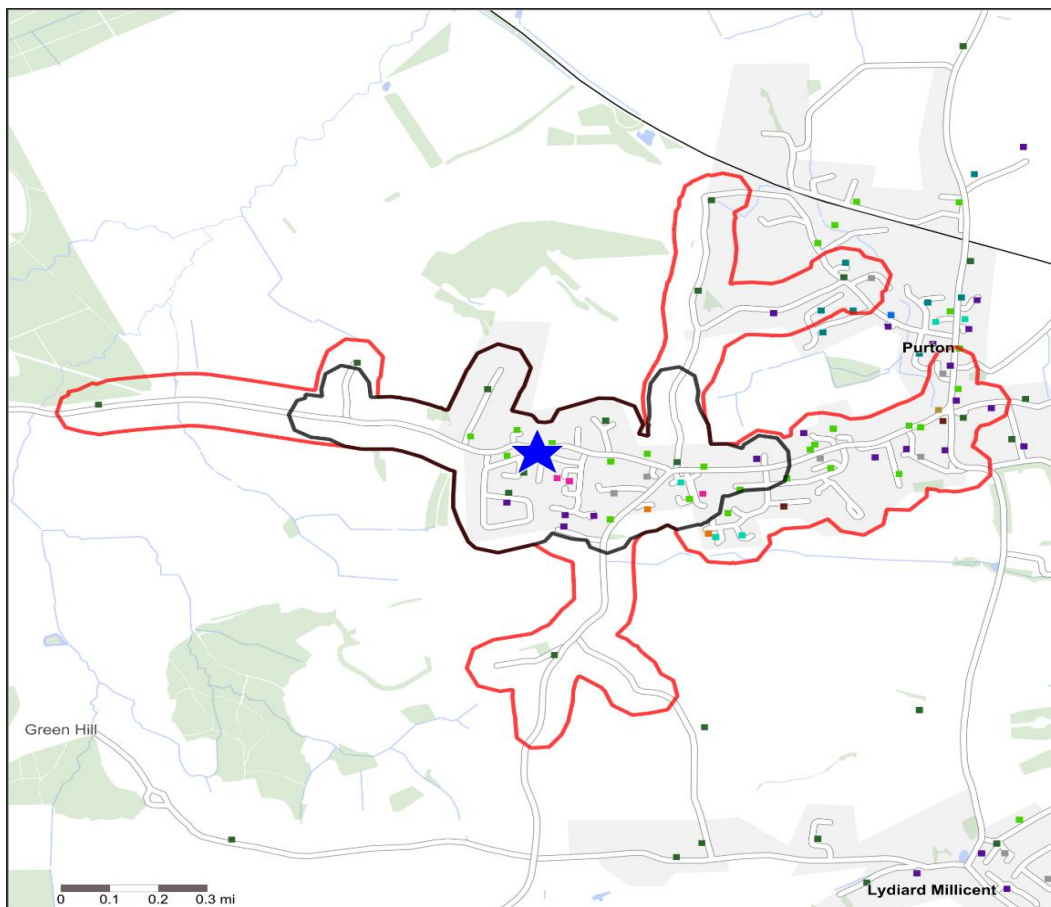
Number of Pubs	1	2	133
Catchment Adults 18+	1,075	2,089	159,829
Catchment Adults 18+ Per Pub	1,075	1,045	1,202
Populaton Projection 2020 to 2030 (% change)	2.99%	2.07%	5.70%

		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	Premium Local	669	62.2	119	1	Premium Local	1,350	64.6	123	1	High Street Pub	102,635	64.2	122
2	Great Pub Great Food	662	61.6	131	2	Great Pub Great Food	1,321	63.2	135	2	Premium Local	92,565	57.9	123
3	Community Pub	338	31.4	49	3	High Street Pub	700	33.5	52	3	Community Pub	73,799	46.2	72
4	High Street Pub	281	26.1	182	4	Community Pub	676	32.4	226	4	Great Pub Great Food	62,633	39.2	274
5	Circuit Bar	144	13.4	33	5	Bit of Style	215	10.3	25	5	Bit of Style	59,587	37.3	92
6	Bit of Style	10	0.9	3	6	Circuit Bar	166	7.9	28	6	Circuit Bar	33,903	21.2	74
7	Craft Led	3	0.3	2	7	Craft Led	14	0.7	6	7	Craft Led	14,469	9.1	80

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	95	8.8	100	198	9.5	107	17,337	10.8	122
C1	116	10.8	88	211	10.1	82	21,513	13.5	110
C2	85	7.9	96	169	8.1	98	14,298	8.9	108
DE	91	8.5	82	158	7.6	73	15,980	10.0	97

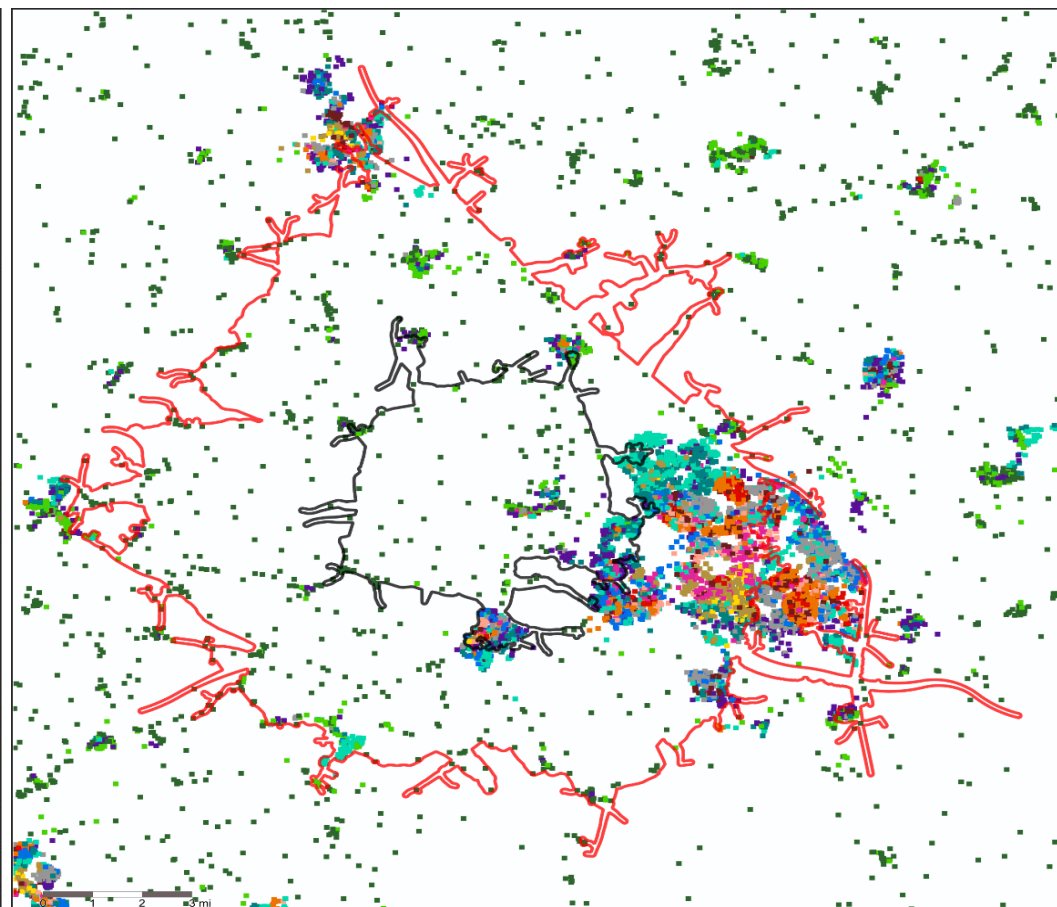
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	223	20.7	62	411	19.7	59	47,028	29.4	89
Medium (7-13)	271	25.2	76	612	29.3	88	68,818	43.1	130
High (14-19)	490	45.6	160	874	41.8	147	44,410	27.8	98

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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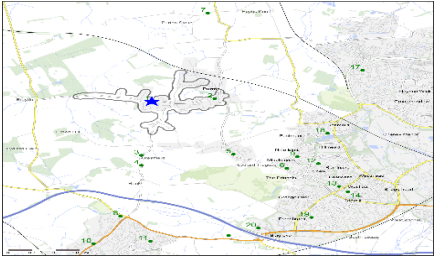
# Adults 18+ by Mosaic Type in Each Catchment

			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	209
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		0	0	10	111
B06	Diamond Days		0	14	127	829
B07	Alpha Families		77	104	518	1,826
B08	Bank of Mum and Dad		3	61	1,400	2,900
B09	Empty-Nest Adventure		42	64	1,363	3,725
C10	Wealthy Landowners		9	23	943	5,379
C11	Rural Vogue		2	3	650	2,423
C12	Scattered Homesteads		0	15	302	715
C13	Village Retirement		221	302	1,243	3,952
D14	Satellite Settlers		306	497	1,103	4,346
D15	Local Focus		57	133	234	1,686
D16	Outlying Seniors		84	108	166	1,104
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	21	217	971
E19	Bungalow Heaven		71	145	303	3,778
E20	Classic Grandparents		12	12	432	4,784
E21	Solo Retirees		0	15	580	2,417
F22	Boomerang Boarders		0	0	438	1,748
F23	Family Ties		0	0	384	2,487
F24	Fledgling Free		0	0	84	189
F25	Dependable Me		0	0	882	3,523
G26	Cafés and Catchments		0	0	0	1,379
G27	Thriving Independence		0	0	621	3,706
G28	Modern Parents		0	0	2,037	9,361
G29	Mid-Career Convention		0	141	1,226	3,975
H30	Primary Ambitions		0	31	1,635	8,935
H31	Affordable Fringe		0	32	32	1,407
H32	First-Rung Futures		0	0	247	2,643
H33	Contemporary Starts		7	29	3,222	18,154
H34	New Foundations		0	0	117	1,095
H35	Flying Solo		0	0	369	1,304

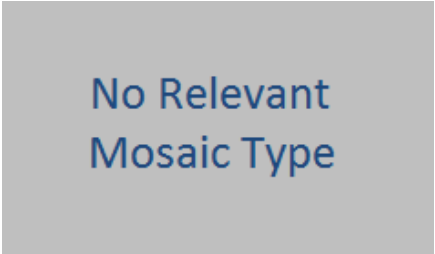
			10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile			Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+
I36	Solid Economy		11	18	530	3,441
I37	Budget Generations		0	0	74	1,754
I38	Economical Families		0	7	43	1,261
I39	Families on a Budget		0	0	210	4,183
J40	Value Rentals		0	0	0	158
J41	Youthful Endeavours		137	137	137	373
J42	Midlife Renters		34	54	824	9,874
J43	Renting Rooms		0	0	0	4,509
K44	Inner City Stalwarts		0	0	0	0
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	0	0	181
K47	Single Essentials		0	0	73	1,853
K48	Mature Workers		0	0	116	1,538
L49	Flatlet Seniors		0	0	0	1,669
L50	Pocket Pensions		0	0	148	1,917
L51	Retirement Communities		0	37	112	1,136
L52	Estate Veterans		0	73	304	1,946
L53	Seasoned Survivors		0	0	0	304
M54	Down-to-Earth Owners		0	0	132	551
M55	Back with the Folks		0	0	294	3,144
M56	Self Supporters		0	0	245	2,086
N57	Community Elders		0	0	0	117
N58	Culture & Comfort		0	0	0	440
N59	Large Family Living		0	0	0	847
N60	Ageing Access		0	0	11	2,458
O61	Career Builders		3	14	26	4,549
O62	Central Pulse		0	0	0	2,431
O63	Flexible Workforce		0	0	0	1,689
O64	Bus-Route Renters		0	0	478	4,361
O65	Learners & Earners		0	0	0	0
O66	Student Scene		0	0	0	0
U99	Unclassified		0	0	0	0
<b>Total</b>			<b>1,076</b>	<b>2,090</b>	<b>24,642</b>	<b>159,831</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

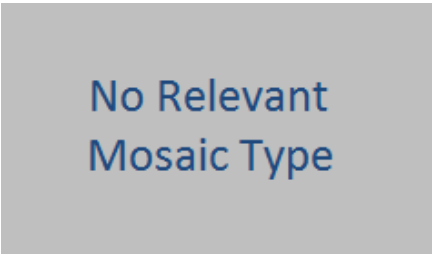
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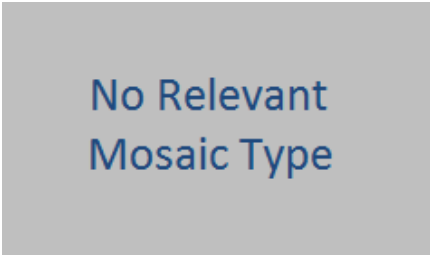


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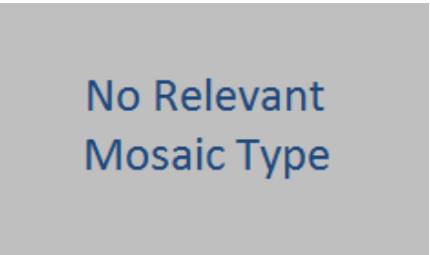


## Top 3 Mosaic Types in a 20 Minute Drivetime

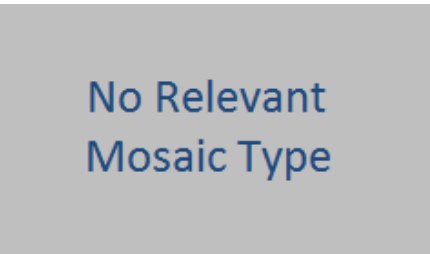
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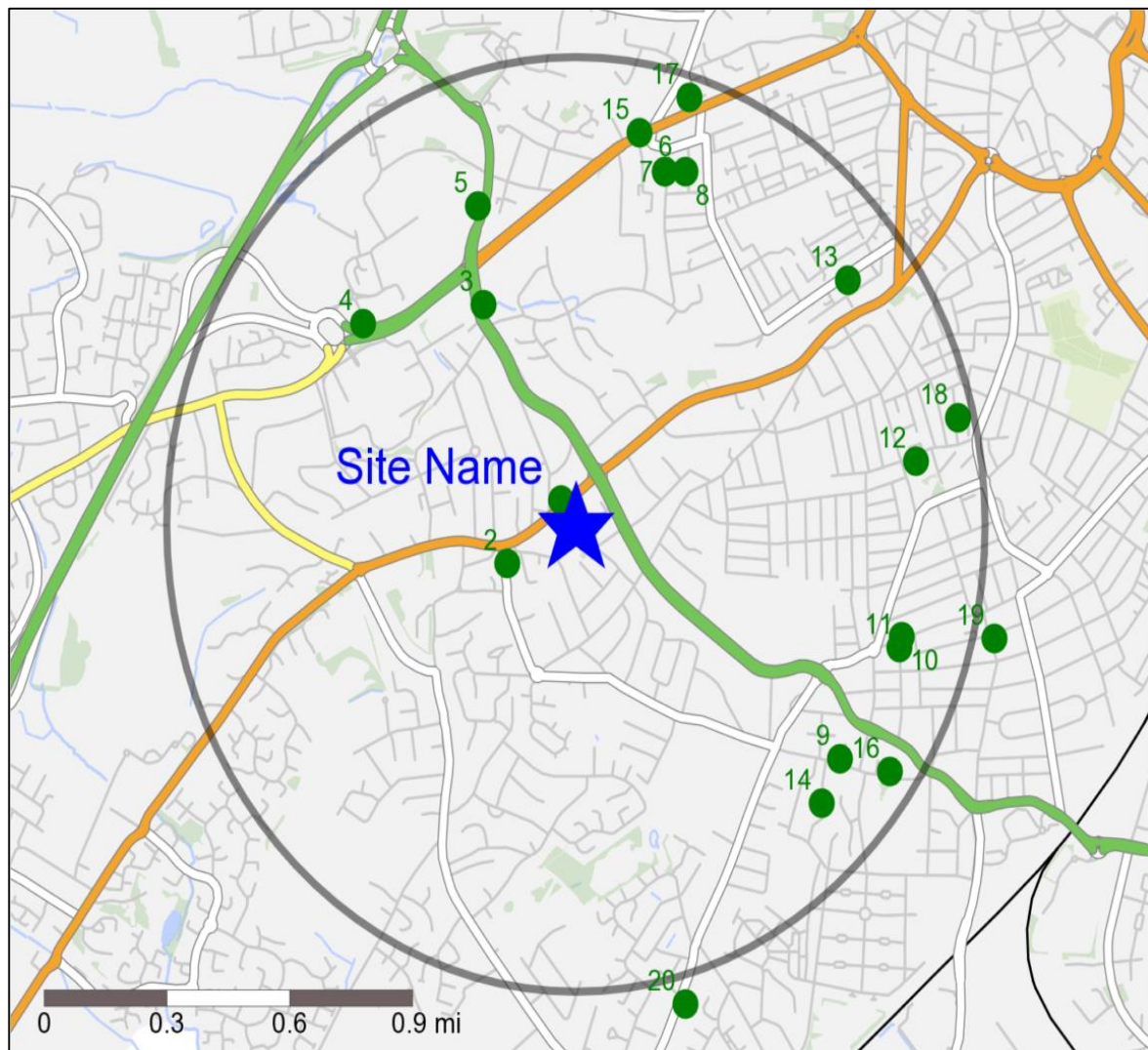
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 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	182	8.7	27	798	38.2	225	1,109	53.1	105			
Male: Alone	231	11.1	37	155	7.4	45	1,703	81.5	152			
Male: Group	86	4.1	18	824	39.4	146	1,179	56.4	113			
Male: Pair	196	9.4	36	22	1.1	7	1,871	89.6	153			
Mixed Sex: Group	291	13.9	57	1,404	67.2	209	395	18.9	44			
Mixed Sex: Pair	797	38.2	158	840	40.2	122	453	21.7	51			
With Children	261	12.5	42	335	16.0	91	1,493	71.5	135			
Unknown	828	39.6	114	286	13.7	74	975	46.7	100			
<b>For Eating:</b>												
Upmarket	308	14.7	46	320	15.3	71	1,462	70.0	151			
Midmarket	167	8.0	22	155	7.4	81	1,767	84.6	154			
Downmarket	82	3.9	17	889	42.6	121	1,118	53.5	129			
<b>For Drinking (monthly spend):</b>												
Nothing	416	19.9	65	352	16.9	72	1,321	63.2	138			
Low (less than £10)	670	32.1	108	965	46.2	194	454	21.7	47			
Medium (Between £10 and £40)	354	16.9	55	464	22.2	123	1,271	60.8	119			
High (Greater than £40)	169	8.1	31	217	10.4	50	1,703	81.5	154			

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	72,300	45.2	140	23,519	14.7	87	64,010	40.0	79		
Male: Alone	44,178	27.6	93	28,175	17.6	106	87,475	54.7	102		
Male: Group	36,755	23.0	100	42,452	26.6	98	80,622	50.4	101		
Male: Pair	39,357	24.6	94	17,954	11.2	73	102,518	64.1	110		
Mixed Sex: Group	38,752	24.2	98	67,797	42.4	132	53,281	33.3	77		
Mixed Sex: Pair	52,574	32.9	136	52,137	32.6	99	55,118	34.5	81		
With Children	55,310	34.6	116	36,202	22.7	129	68,317	42.7	81		
Unknown	43,263	27.1	78	49,124	30.7	166	67,442	42.2	90		
<b>For Eating:</b>											
Upmarket	63,963	40.0	124	37,784	23.6	109	58,082	36.3	79		
Midmarket	57,075	35.7	99	9,510	6.0	65	93,243	58.3	106		
Downmarket	35,681	22.3	96	75,117	47.0	133	49,031	30.7	74		
<b>For Drinking (monthly spend):</b>											
Nothing	41,883	26.2	85	41,102	25.7	109	76,844	48.1	105		
Low (less than £10)	53,879	33.7	113	36,537	22.9	96	69,414	43.4	93		
Medium (Between £10 and £40)	51,754	32.4	105	24,652	15.4	85	83,423	52.2	102		
High (Greater than £40)	46,949	29.4	111	23,423	14.7	71	89,456	56.0	106		



## 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	Royal George, SN 5 4BZ	Star Pubs & Bars	4.2	0.9
2	Angel Hotel, SN 5 4AB	Arkells	16.6	2.4
3	Riffs, SN 4 8EQ	Independent Free	29.0	3.5
4	Bollingbroke Arms Inn, SN 4 8EG	Arkells	33.5	4.2
5	Sun Inn, SN 5 3LU	Ei Group	41.6	5.7
6	Brookhouse Farm, SN 5 5TZ	Greene King	57.6	8.0
7	Bell Inn, SN 5 4JG	Arkells	57.9	7.4
8	Prince Of Wales Inn, SN 4 8DR	Ei Group	59.1	7.4
9	Nine Elms, SN 5 5PD	*Other Small Retail Groups	67.2	8.5
10	Red Lion, SN 4 7AQ	Unknown	72.3	9.0
11	Woodshaw Inn, SN 4 8NA	Arkells	73.2	9.8
12	Village Inn, SN 5 5PY	Milton Pubs and Taverns	74.1	9.7
13	Ridge Bar & Grill, SN 5 7DN	Independent Free	82.0	10.5
14	Harvey, SN 5 7DL	Greene King	84.0	11.3
15	Churchill House, SN 4 8ET	Greene King	86.9	9.1
16	Sally Pussey Inn, SN 4 8ET	Arkells	86.9	9.1
17	Tawny Owl, SN25 1WR	Arkells	92.3	11.8
18	Woodlands Edge, SN 5 5EZ	Greene King	92.6	8.0
19	Windmill, SN 5 8LY	Greene King	95.9	11.5
20	Lydiard, SN 5 8UB	Whitbread	99.0	10.8