

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	1	192
Catchment Adults 18+	745	2,121	199,323
Catchment Adults 18+ Per Pub	745	2,121	1,038
Populaton Projection 2018 to 2028 (% change)	2.07%	2.77%	3.42%

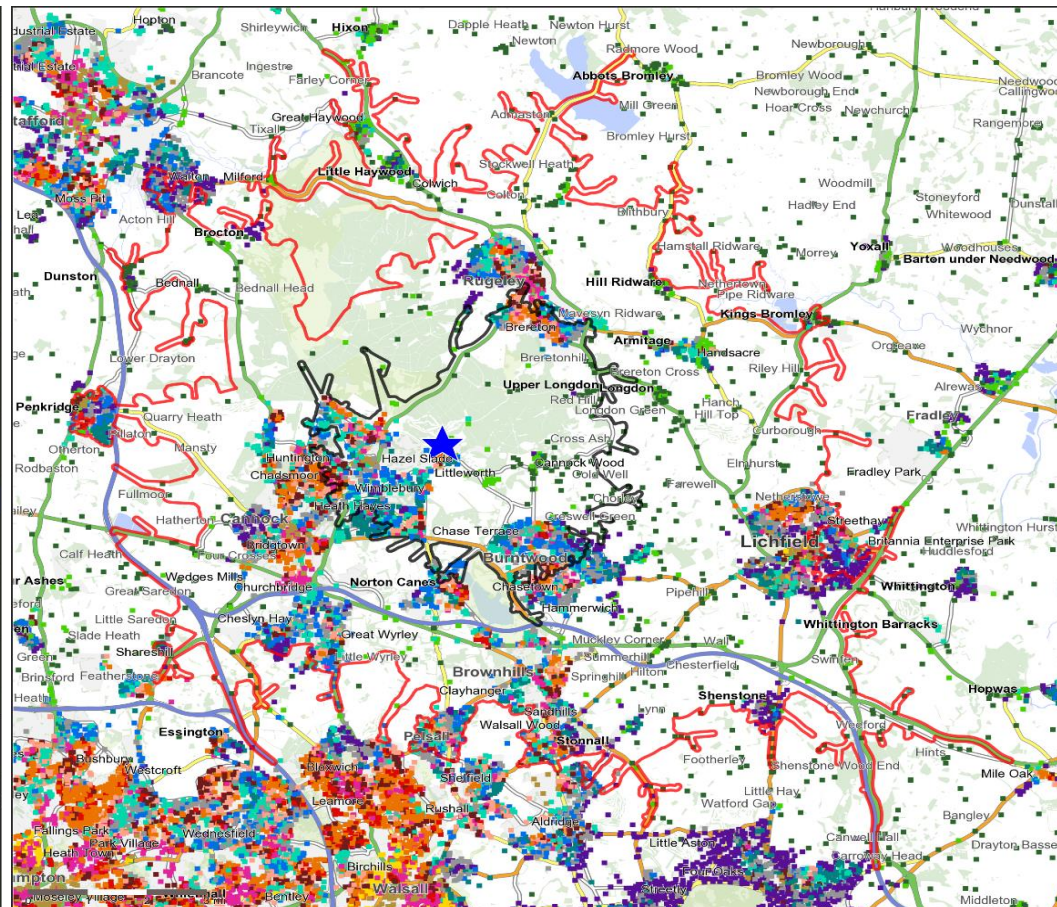
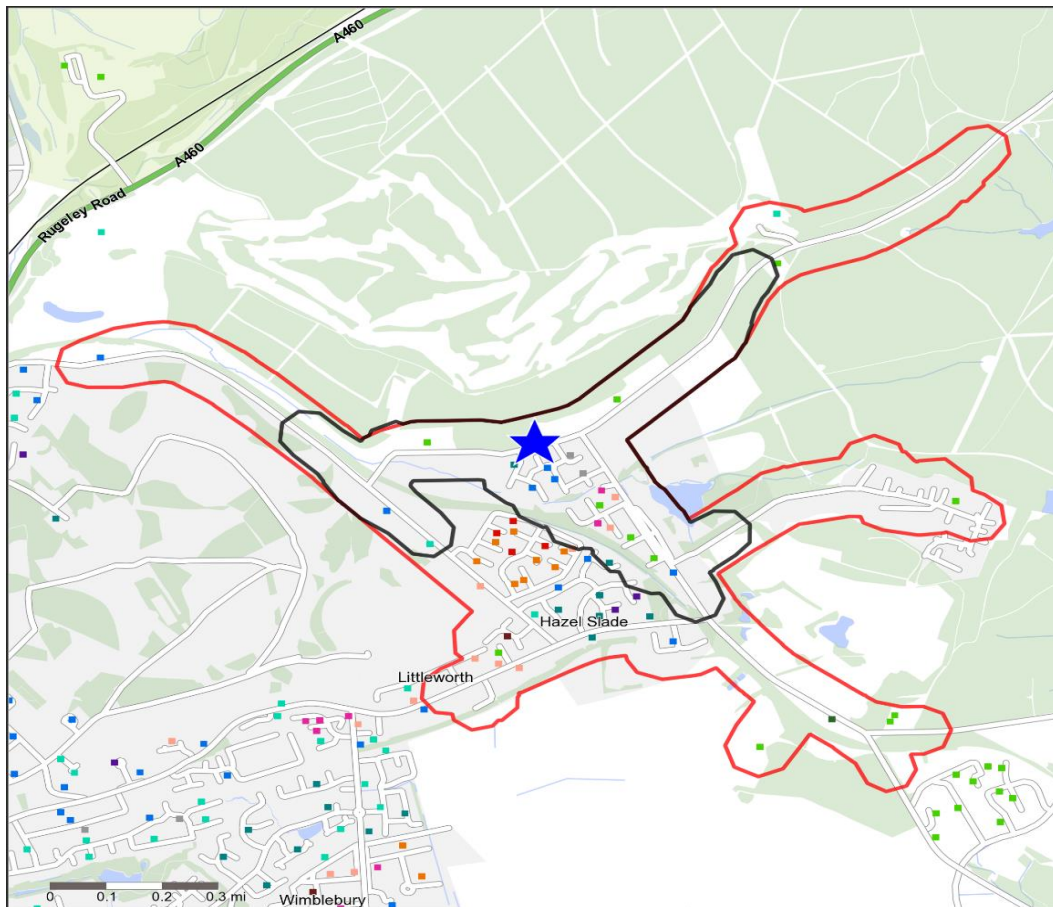
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	551	74.0	143	1	High Street Pub	1,838	86.7	167	1	High Street Pub	152,573	76.5	148
2	Premium Local	470	63.1	135	2	Community Pub	1,352	63.7	137	2	Premium Local	117,768	59.1	127
3	Great Pub Great Food	383	51.4	82	3	Premium Local	1,191	56.2	89	3	Community Pub	111,223	55.8	89
4	Community Pub	317	42.6	329	4	Great Pub Great Food	741	34.9	270	4	Great Pub Great Food	84,899	42.6	329
5	Bit of Style	129	17.3	43	5	Bit of Style	343	16.2	40	5	Bit of Style	42,354	21.2	53
6	Circuit Bar	0	0.0	0	6	Circuit Bar	36	1.7	6	6	Circuit Bar	21,740	10.9	41
7	Craft Led	0	0.0	0	7	Craft Led	36	1.7	16	7	Craft Led	12,013	6.0	59

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	51	6.8	77	148	7.0	79	14,120	7.1	80
C1	81	10.9	89	235	11.1	90	21,493	10.8	88
C2	83	11.1	135	247	11.6	141	19,564	9.8	119
DE	66	8.9	86	224	10.6	103	18,849	9.5	92

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)	207	27.8	84	827	39.0	118	69,988	35.1	106
Medium (7-13)	358	48.1	145	916	43.2	130	83,086	41.7	126
High (14-19)	125	16.8	59	278	13.1	46	33,799	17.0	60

## 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	85
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		0	0	0	111
B06	Diamond Days		0	0	59	2,317
B07	Alpha Families		0	0	191	2,836
B08	Bank of Mum and Dad		0	22	233	2,299
B09	Empty-Nest Adventure		0	21	329	6,587
C10	Wealthy Landowners		0	0	584	3,214
C11	Rural Vogue		0	0	32	912
C12	Scattered Homesteads		0	0	8	247
C13	Village Retirement		0	2	696	3,091
D14	Satellite Settlers		120	140	617	4,085
D15	Local Focus		8	33	560	1,408
D16	Outlying Seniors		37	82	425	1,534
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	0	0	1,913
E19	Bungalow Heaven		65	65	2,155	10,643
E20	Classic Grandparents		0	0	791	5,598
E21	Solo Retirees		0	0	593	2,911
F22	Boomerang Boarders		12	19	1,409	6,287
F23	Family Ties		19	97	550	2,240
F24	Fledgling Free		103	132	5,620	15,658
F25	Dependable Me		53	289	2,607	6,873
G26	Cafés and Catchments		0	0	0	58
G27	Thriving Independence		0	0	15	1,199
G28	Modern Parents		20	74	2,996	9,744
G29	Mid-Career Convention		88	196	1,157	7,836
H30	Primary Ambitions		0	0	686	1,520
H31	Affordable Fringe		40	134	4,434	13,922
H32	First-Rung Futures		0	36	3,305	8,876
H33	Contemporary Starts		0	0	1,173	6,027
H34	New Foundations		0	0	260	965
H35	Flying Solo		0	0	123	1,041

			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		12	22	158	1,325
I37	Budget Generations		6	36	1,765	7,031
I38	Economical Families		0	0	673	3,128
I39	Families on a Budget		0	150	827	4,619
J40	Value Rentals		21	37	1,625	3,997
J41	Youthful Endeavours		0	0	250	1,617
J42	Midlife Renters		0	0	957	2,977
J43	Renting Rooms		0	0	77	1,018
K44	Inner City Stalwarts		0	0	0	0
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	0	0	127
K47	Single Essentials		0	0	309	1,089
K48	Mature Workers		0	114	495	2,148
L49	Flatlet Seniors		0	0	63	523
L50	Pocket Pensions		0	0	1,590	6,541
L51	Retirement Communities		0	0	4	1,198
L52	Estate Veterans		0	66	932	5,218
L53	Seasoned Survivors		0	0	275	617
M54	Down-to-Earth Owners		15	27	2,938	7,972
M55	Back with the Folks		42	120	1,747	8,018
M56	Self Supporters		83	205	1,278	4,424
N57	Community Elders		0	0	0	0
N58	Culture & Comfort		0	0	0	0
N59	Large Family Living		0	0	0	0
N60	Ageing Access		0	0	0	240
O61	Career Builders		0	0	0	977
O62	Central Pulse		0	0	0	29
O63	Flexible Workforce		0	0	0	0
O64	Bus-Route Renters		0	0	745	2,095
O65	Learners & Earners		0	0	0	0
O66	Student Scene		0	0	0	0
U99	Unclassified		0	0	2	357
<b>Total</b>			<b>744</b>	<b>2,119</b>	<b>48,318</b>	<b>199,322</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

### 2. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

### 3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

### 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
- 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

### 3. E19 Bungalow Haven

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



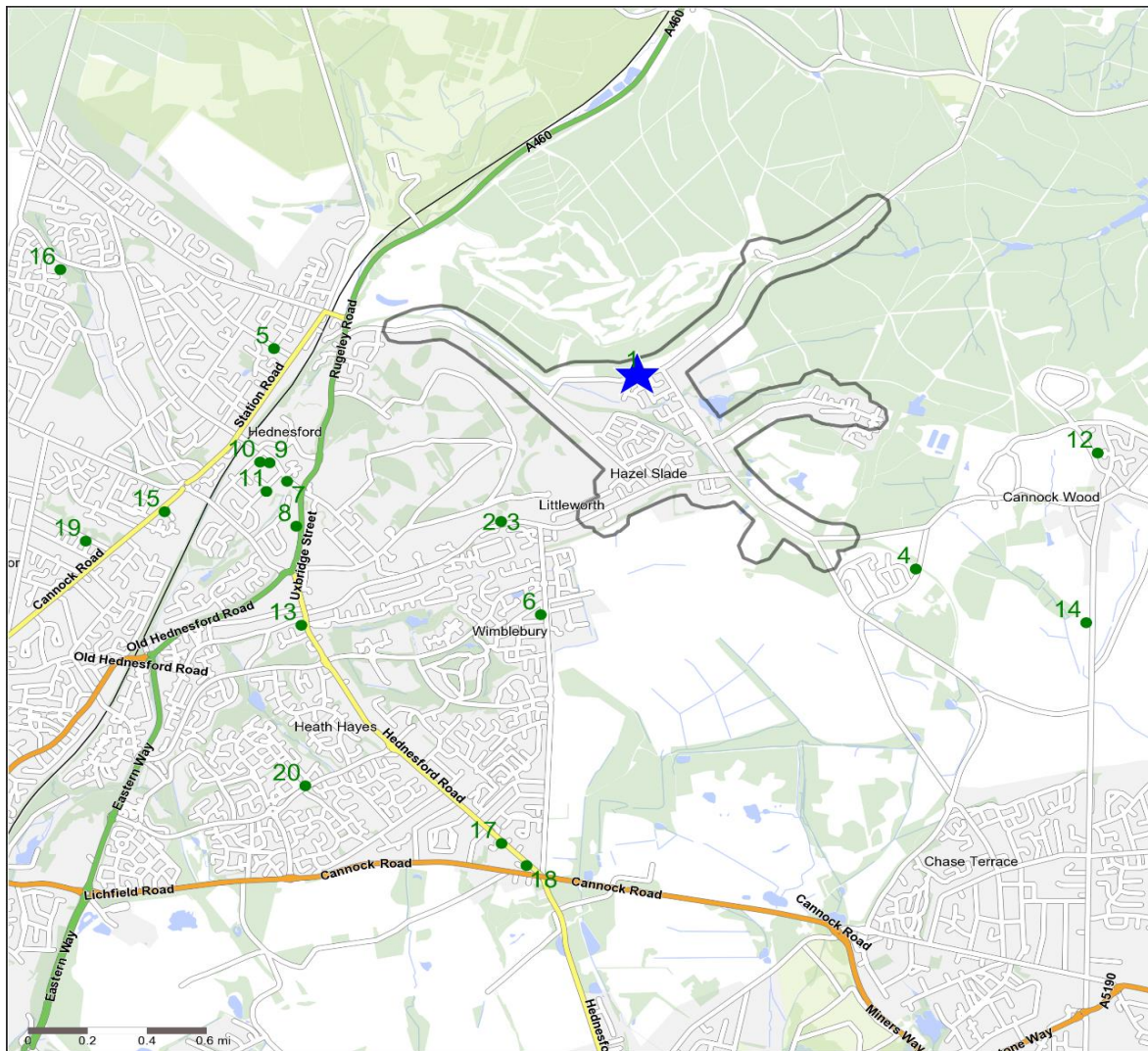
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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	369	17.4	57	366	17.3	105	1,386	65.3	125	
Male: Alone	805	38.0	127	457	21.5	138	859	40.5	76	
Male: Group	690	32.5	142	670	31.6	121	761	35.9	72	
Male: Pair	436	20.6	79	530	25.0	164	1,155	54.5	95	
Mixed Sex: Group	290	13.7	60	780	36.8	115	1,051	49.6	113	
Mixed Sex: Pair	838	39.5	168	659	31.1	96	624	29.4	69	
With Children	524	24.7	85	643	30.3	180	954	45.0	85	
Unknown	890	42.0	128	0	0.0	0	1,231	58.0	121	
<b>For Eating:</b>										
Upmarket	624	29.4	96	133	6.3	30	1,364	64.3	136	
Midmarket	331	15.6	45	172	8.1	90	1,618	76.3	138	
Downmarket	969	45.7	206	908	42.8	123	245	11.6	28	
<b>For Drinking (monthly spend):</b>										
Nothing	707	33.3	110	1,000	47.1	200	414	19.5	44	
Low (less than £10)	722	34.0	114	791	37.3	159	608	28.7	63	
Medium (Between £10 and £40)	719	33.9	111	162	7.6	43	1,240	58.5	116	
High (Greater than £40)	389	18.3	71	604	28.5	139	1,129	53.2	102	

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	50,868	25.5	84	32,602	16.4	100	115,497	57.9	111	
Male: Alone	68,469	34.4	115	29,671	14.9	95	100,826	50.6	95	
Male: Group	51,049	25.6	112	55,043	27.6	105	92,874	46.6	94	
Male: Pair	50,589	25.4	97	28,814	14.5	95	119,564	60.0	105	
Mixed Sex: Group	38,777	19.5	85	71,140	35.7	112	89,050	44.7	102	
Mixed Sex: Pair	72,160	36.2	154	53,189	26.7	82	73,617	36.9	86	
With Children	71,933	36.1	125	31,953	16.0	95	95,081	47.7	90	
Unknown	63,865	32.0	98	21,181	10.6	59	113,921	57.2	119	
<b>For Eating:</b>										
Upmarket	59,620	29.9	98	29,979	15.0	72	109,368	54.9	116	
Midmarket	43,130	21.6	63	8,687	4.4	48	147,151	73.8	133	
Downmarket	82,490	41.4	186	68,703	34.5	99	47,773	24.0	58	
<b>For Drinking (monthly spend):</b>										
Nothing	66,007	33.1	109	60,543	30.4	129	72,416	36.3	81	
Low (less than £10)	77,120	38.7	130	58,611	29.4	125	63,236	31.7	70	
Medium (Between £10 and £40)	73,921	37.1	121	39,346	19.7	111	85,700	43.0	86	
High (Greater than £40)	45,242	22.7	88	59,599	29.9	146	94,126	47.2	90	

## 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	Hazelslade, WS12 0PQ	Star Pubs & Bars	0.0	0.1
2	Hednesford Hills Raceway, WS12 1HY	Independent Free	26.6	4.5
3	Trafalgar, WS12 1HY	Marston's	26.6	4.5
4	Rag, WS12 0QD	Independent Free	28.1	3.9
5	Bell & Bottle, WS12 4DE	Ei Group	30.5	5.8
6	Flaggin Lamb, WS12 2RJ	Independent Free	31.1	5.3
7	Woodys Music Bar, WS12 1AY	Independent Free	35.3	7.2
8	Plough & Harrow, WS12 1DB	Ei Group	37.4	6.6
9	Bank, WS12 1AD	Independent Free	38.3	6.8
10	Hedgeford Lodge, WS12 1DL	Wetherspoon	38.3	7.1
11	Hen House, WS12 1AR	Punch Pub Company	38.6	7.8
12	Park Gate Hotel, WS15 4RN	Star Pubs & Bars	41.6	5.9
13	Cross Keys Inn, WS12 2DN	Independent Free	41.6	6.8
14	Redmore Inn, WS15 4RU	Punch Pub Company	44.1	6.3
15	Bridge, WS11 5TD	*Other Small Retail Groups	44.1	8.3
16	Samson Blewitt, WS12 4RT	Marston's	49.5	8.8
17	Talbot Arms, WS12 3HL	Ei Group	51.0	8.4
18	Five Ways, WS12 3HU	Ei Group	51.0	8.5
19	Nest, WS11 5HP	Star Pubs & Bars	51.6	9.6
20	Winding Wheel, WS11 7WT	Marston's	59.5	10.0