

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	15	37	234
Catchment Adults 18+	9,090	25,379	244,324
Catchment Adults 18+ Per Pub	606	686	1,044
Populaton Projection 2018 to 2028 (% change)	2.83%	3.96%	4.19%

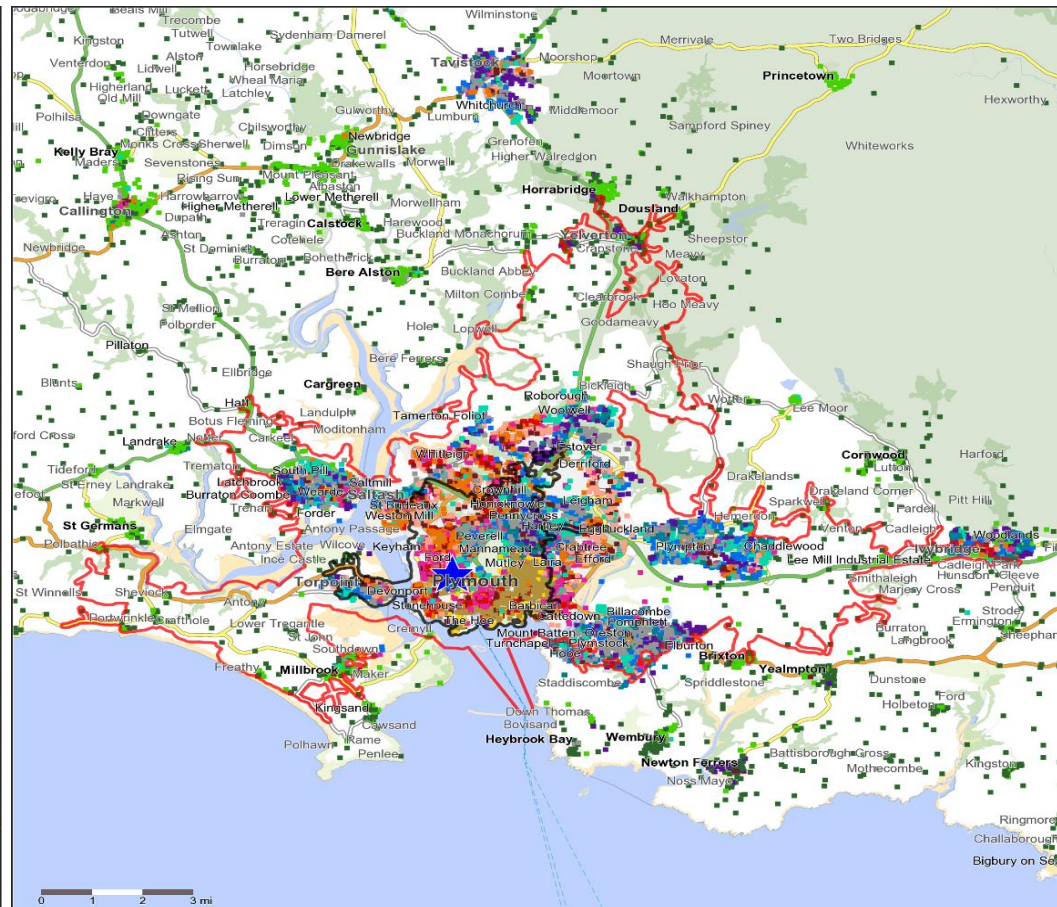
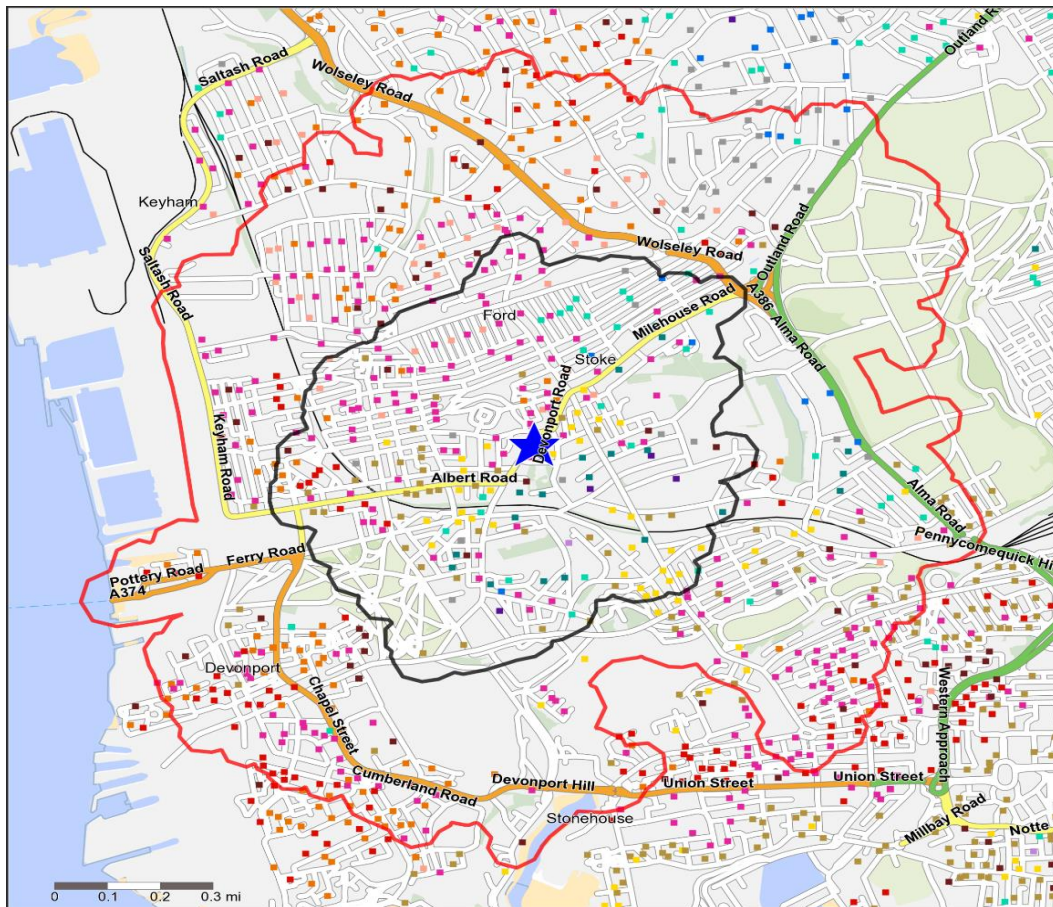
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	8,853	97.4	188	1	High Street Pub	24,738	97.5	188	1	High Street Pub	201,780	82.6	159
2	Community Pub	7,924	87.2	187	2	Community Pub	22,806	89.9	193	2	Community Pub	155,327	63.6	136
3	Circuit Bar	2,617	28.8	46	3	Circuit Bar	5,855	23.1	37	3	Premium Local	102,669	42.0	67
4	Premium Local	1,669	18.4	142	4	Premium Local	3,402	13.4	104	4	Bit of Style	59,294	24.3	188
5	Bit of Style	1,623	17.9	44	5	Craft Led	3,366	13.3	33	5	Great Pub Great Food	55,806	22.8	57
6	Great Pub Great Food	1,110	12.2	46	6	Bit of Style	2,916	11.5	43	6	Circuit Bar	52,326	21.4	80
7	Craft Led	1,072	11.8	114	7	Great Pub Great Food	1,708	6.7	65	7	Craft Led	38,108	15.6	151

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	782	8.6	97	1,574	6.2	70	15,993	6.5	74
C1	1,408	15.5	126	3,575	14.1	115	31,682	13.0	106
C2	908	10.0	121	2,620	10.3	125	22,302	9.1	111
DE	1,201	13.2	128	4,286	16.9	164	26,548	10.9	106

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)	5,346	58.8	177	18,276	72.0	217	116,645	47.7	144
Medium (7-13)	3,071	33.8	102	6,626	26.1	79	86,002	35.2	106
High (14-19)	664	7.3	26	1,074	4.2	15	27,750	11.4	40

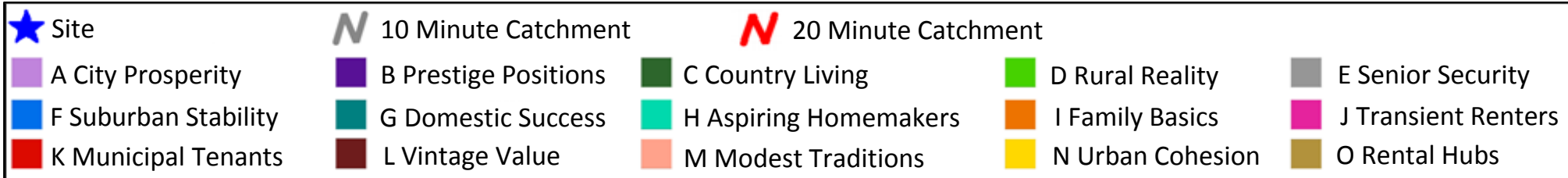
## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

## 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	42	42	224	224
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	20	20	75	98
B06	Diamond Days	39	39	514	899
B07	Alpha Families	0	0	91	1,015
B08	Bank of Mum and Dad	24	24	520	2,385
B09	Empty-Nest Adventure	0	0	656	5,100
C10	Wealthy Landowners	0	0	1	1,315
C11	Rural Vogue	0	0	4	593
C12	Scattered Homesteads	0	0	2	577
C13	Village Retirement	0	0	24	2,125
D14	Satellite Settlers	0	0	13	1,629
D15	Local Focus	0	0	0	606
D16	Outlying Seniors	0	0	9	690
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	18	18	1,071	2,377
E19	Bungalow Heaven	0	0	481	10,380
E20	Classic Grandparents	12	935	2,742	9,321
E21	Solo Retirees	284	532	2,510	6,177
F22	Boomerang Boarders	2	218	1,335	7,681
F23	Family Ties	48	48	373	4,040
F24	Fledgling Free	0	7	550	5,180
F25	Dependable Me	20	33	945	5,154
G26	Cafés and Catchments	7	7	732	825
G27	Thriving Independence	384	476	1,989	2,875
G28	Modern Parents	0	0	96	1,766
G29	Mid-Career Convention	0	0	293	5,068
H30	Primary Ambitions	441	675	3,822	7,015
H31	Affordable Fringe	0	48	1,195	6,133
H32	First-Rung Futures	504	639	2,189	6,988
H33	Contemporary Starts	0	0	794	6,765
H34	New Foundations	4	58	432	713
H35	Flying Solo	0	8	266	1,362

		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	3	291	1,162	3,377
I37	Budget Generations	0	308	1,240	5,696
I38	Economical Families	41	702	1,934	4,874
I39	Families on a Budget	184	2,027	4,048	9,424
J40	Value Rentals	0	10	674	2,424
J41	Youthful Endeavours	69	455	900	1,592
J42	Midlife Renters	2,804	4,753	7,921	15,530
J43	Renting Rooms	375	2,739	5,208	5,936
K44	Inner City Stalwarts	0	0	61	61
K45	City Diversity	0	2	8	8
K46	High Rise Residents	0	569	1,060	1,060
K47	Single Essentials	327	1,718	4,528	6,490
K48	Mature Workers	0	577	1,334	3,258
L49	Flatlet Seniors	61	359	1,499	2,225
L50	Pocket Pensions	68	147	1,160	4,042
L51	Retirement Communities	4	12	923	2,025
L52	Estate Veterans	0	185	2,064	5,477
L53	Seasoned Survivors	76	710	2,051	3,404
M54	Down-to-Earth Owners	0	199	2,056	9,103
M55	Back with the Folks	180	541	1,879	7,270
M56	Self Supporters	311	793	2,518	5,431
N57	Community Elders	0	13	13	13
N58	Culture & Comfort	4	8	41	41
N59	Large Family Living	0	0	0	0
N60	Ageing Access	843	1,254	4,583	4,758
O61	Career Builders	133	134	863	924
O62	Central Pulse	83	109	2,528	2,539
O63	Flexible Workforce	0	0	91	91
O64	Bus-Route Renters	1,605	2,110	4,987	6,071
O65	Learners & Earners	24	759	13,102	14,233
O66	Student Scene	0	0	5,475	5,482
U99	Unclassified	43	71	3,678	4,386
<b>Total</b>		<b>9,087</b>	<b>25,382</b>	<b>103,537</b>	<b>244,321</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

### 2. 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

### 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

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

### 2. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

### 3. E19 Bungalow Haven

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



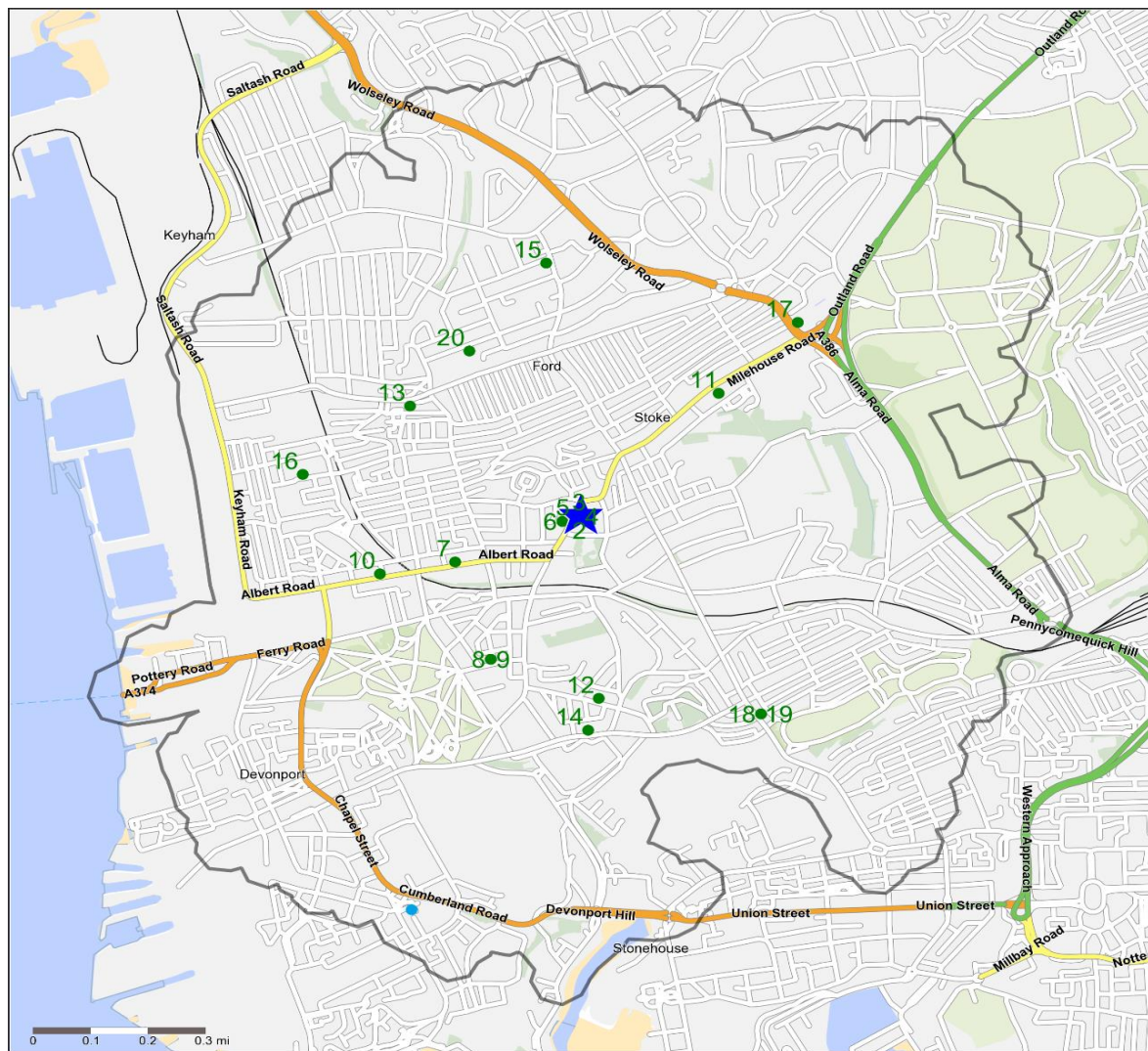
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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	13,590	53.5	177	3,519	13.9	85	8,199	32.3	62			
Male: Alone	13,526	53.3	179	4,976	19.6	126	6,807	26.8	50			
Male: Group	10,012	39.4	172	8,964	35.3	135	6,333	25.0	50			
Male: Pair	12,870	50.7	194	6,218	24.5	161	6,221	24.5	43			
Mixed Sex: Group	15,665	61.7	270	2,341	9.2	29	7,303	28.8	66			
Mixed Sex: Pair	9,853	38.8	166	11,161	44.0	135	4,295	16.9	40			
With Children	14,202	56.0	193	3,159	12.4	74	7,947	31.3	59			
Unknown	4,859	19.1	58	9,053	35.7	199	11,397	44.9	94			
<b>For Eating:</b>												
Upmarket	6,250	24.6	80	11,256	44.4	213	7,803	30.7	65			
Midmarket	16,699	65.8	192	2,823	11.1	123	5,786	22.8	41			
Downmarket	7,160	28.2	127	13,091	51.6	148	5,057	19.9	48			
<b>For Drinking (monthly spend):</b>												
Nothing	7,550	29.7	98	6,486	25.6	108	11,272	44.4	99			
Low (less than £10)	4,152	16.4	55	8,853	34.9	149	12,303	48.5	107			
Medium (Between £10 and £40)	5,040	19.9	65	3,721	14.7	82	16,548	65.2	130			
High (Greater than £40)	4,688	18.5	71	4,191	16.5	80	16,430	64.7	124			

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	101,421	41.5	137	25,316	10.4	63	113,201	46.3	89		
Male: Alone	100,740	41.2	138	35,737	14.6	94	103,462	42.3	79		
Male: Group	68,238	27.9	122	91,920	37.6	144	79,780	32.7	66		
Male: Pair	89,951	36.8	141	38,690	15.8	104	111,297	45.6	79		
Mixed Sex: Group	87,698	35.9	157	67,328	27.6	86	84,912	34.8	79		
Mixed Sex: Pair	94,845	38.8	166	81,692	33.4	103	63,401	25.9	61		
With Children	86,927	35.6	123	34,086	14.0	83	118,925	48.7	92		
Unknown	57,271	23.4	71	46,443	19.0	106	136,224	55.8	116		
<b>For Eating:</b>											
Upmarket	88,380	36.2	118	46,891	19.2	92	104,667	42.8	91		
Midmarket	105,448	43.2	126	15,979	6.5	72	118,511	48.5	88		
Downmarket	100,513	41.1	185	92,452	37.8	108	46,974	19.2	46		
<b>For Drinking (monthly spend):</b>											
Nothing	83,350	34.1	113	69,372	28.4	120	87,216	35.7	80		
Low (less than £10)	70,899	29.0	97	77,421	31.7	135	91,618	37.5	83		
Medium (Between £10 and £40)	85,066	34.8	114	32,397	13.3	74	122,475	50.1	100		
High (Greater than £40)	65,608	26.9	104	44,948	18.4	90	129,381	53.0	101		

## 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	Blockhouse, PL 3 4DL	Independent Free	0.0	0.1
2	Masonic Inn, PL 3 4DL	Independent Free	0.0	0.1
3	Oddfellows Arms, PL 3 4DL	Independent Free	0.0	0.1
4	Stoke Inn, PL 3 4DL	Star Pubs & Bars	0.0	0.1
5	Indian Inn, PL 3 4DF	Independent Free	0.3	0.2
6	Stoke Bar & Grill, PL 3 4DF	Independent Free	0.3	0.2
7	Pheasant Pluckers Arms, PL 2 1AF	Independent Free	5.4	1.5
8	Lounge, PL 1 4QT	Independent Free	6.6	1.9
9	Park Pavillion Cafe, PL 1 4QT	Independent Free	6.6	1.9
10	Railway, PL 2 1AQ	Unknown	7.5	2.4
11	Britannia Inn, PL 3 4AF	Independent Free	7.9	2.0
12	Waterloo Inn, PL 1 5RS	Independent Free	9.1	2.4
13	St Levan Inn, PL 2 1JJ	Independent Free	10.6	3.0
14	Firkin Scholar, PL 1 5QU	Independent Free	10.9	2.4
15	Falcon Hotel, PL 2 1PN	Independent Free	11.5	3.2
16	Herbert Hotel, PL 2 1RX	Unknown	11.5	3.2
17	Britannia Inn, PL 2 3BH	Wetherspoon	11.5	3.7
18	Edgcumbe Hotel, PL 1 5LZ	Independent Free	11.8	2.5
19	Millbridge Inn, PL 1 5LZ	Independent Free	11.8	2.5
20	Ford Inn Plymouth, PL 2 1JY	Ei Group	12.4	3.8