

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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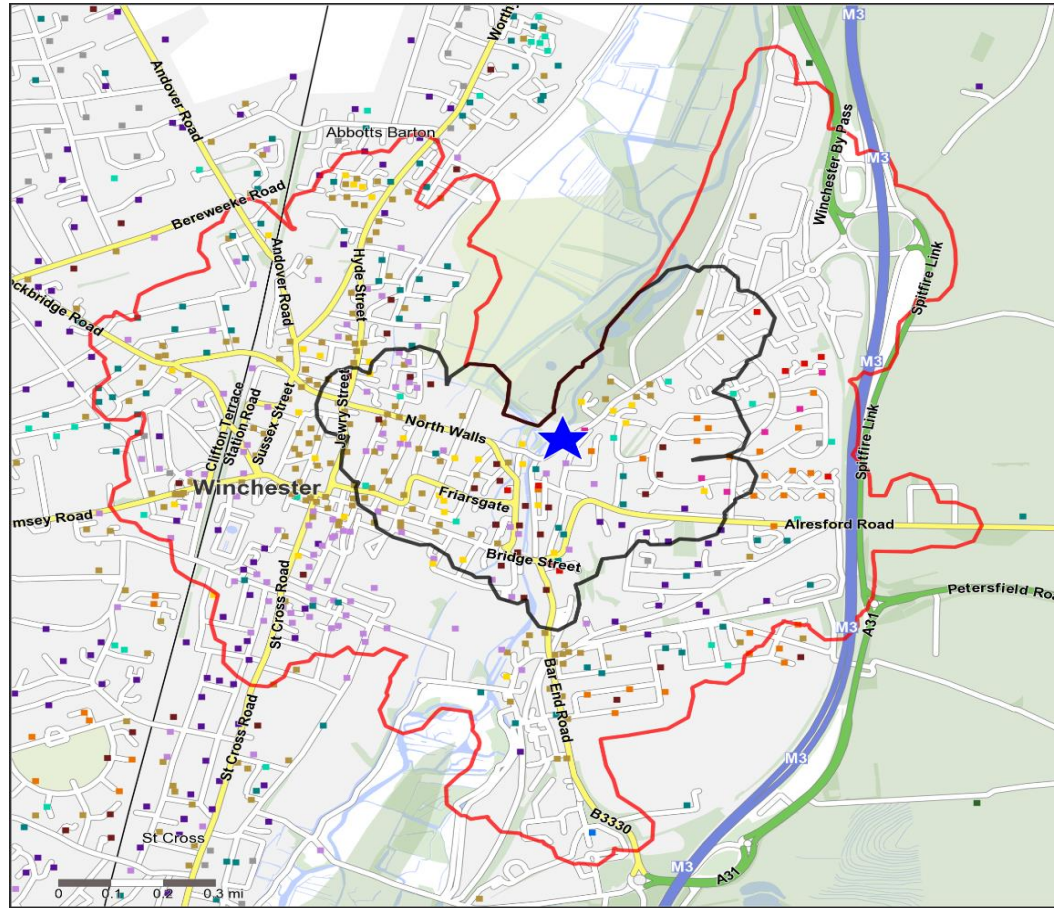
Number of Pubs	13	36	147
Catchment Adults 18+	4,361	13,895	189,654
Catchment Adults 18+ Per Pub	335	386	1,290
Populaton Projection 2018 to 2028 (% change)	4.04%	5.04%	7.64%

		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	3,507	80.4	155	1	High Street Pub	9,946	71.6	138	1	Premium Local	126,950	66.9	129
2	Community Pub	2,922	67.0	144	2	Bit of Style	8,624	62.1	133	2	High Street Pub	111,931	59.0	127
3	Bit of Style	2,303	52.8	84	3	Great Pub Great Food	7,273	52.3	83	3	Great Pub Great Food	106,770	56.3	89
4	Craft Led	1,387	31.8	246	4	Community Pub	6,860	49.4	382	4	Bit of Style	69,918	36.9	285
5	Great Pub Great Food	1,358	31.1	77	5	Premium Local	5,216	37.5	93	5	Community Pub	68,786	36.3	90
6	Circuit Bar	1,183	27.1	101	6	Craft Led	3,979	28.6	107	6	Circuit Bar	31,751	16.7	62
7	Premium Local	978	22.4	218	7	Circuit Bar	2,405	17.3	168	7	Craft Led	27,079	14.3	139

	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	539	12.4	140	2,296	16.5	187	23,781	12.5	142
C1	534	12.2	100	1,653	11.9	97	22,152	11.7	95
C2	209	4.8	58	696	5.0	61	11,970	6.3	76
DE	322	7.4	72	978	7.0	68	11,871	6.3	61

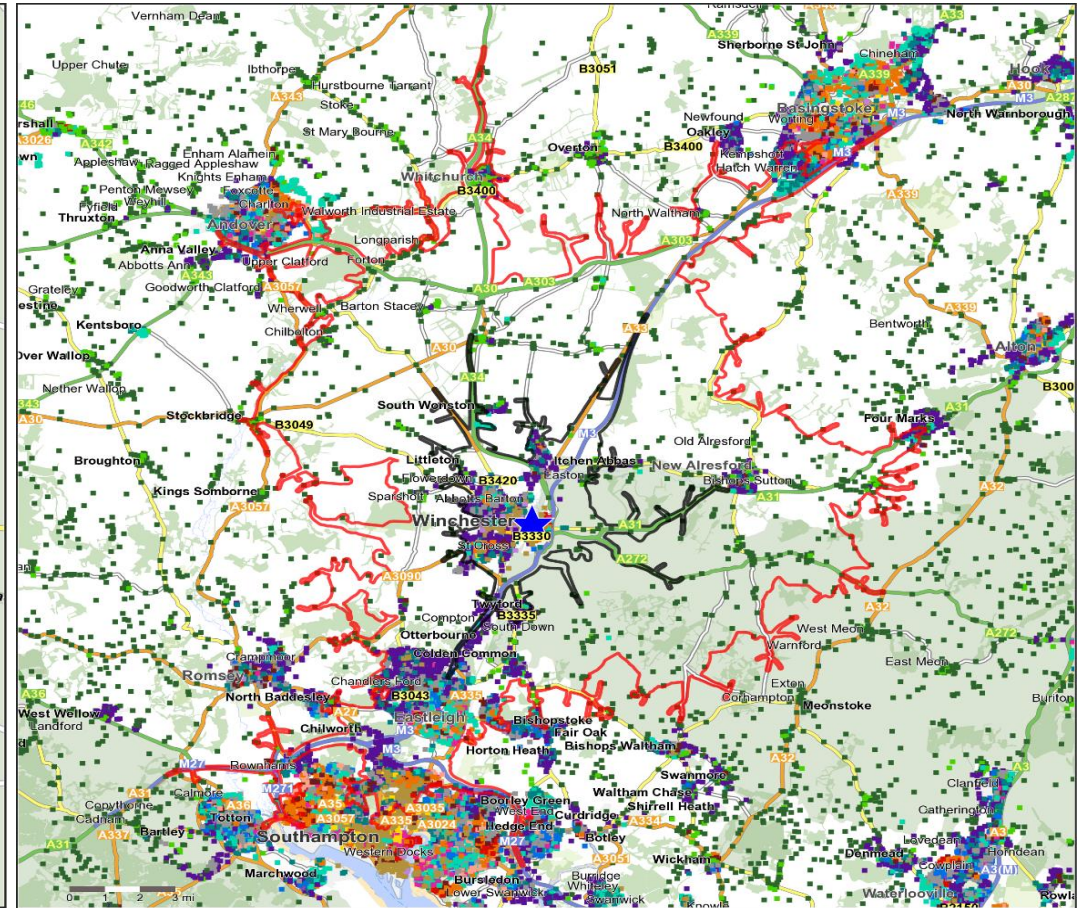
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,096	25.1	76	2,774	20.0	60	32,824	17.3	52
Medium (7-13)	1,195	27.4	83	3,454	24.9	75	50,019	26.4	80
High (14-19)	1,067	24.5	86	5,143	37.0	130	82,574	43.5	153

## 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	40	69	69
A02	Uptown Elite		519	2,251	2,761	3,393
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		57	147	151	156
B05	Premium Fortunes		36	239	1,817	3,686
B06	Diamond Days		34	411	3,666	6,254
B07	Alpha Families		0	3	2,392	10,874
B08	Bank of Mum and Dad		13	42	652	6,667
B09	Empty-Nest Adventure		0	0	314	5,666
C10	Wealthy Landowners		0	0	820	9,107
C11	Rural Vogue		0	0	119	1,982
C12	Scattered Homesteads		0	0	7	303
C13	Village Retirement		0	0	366	2,643
D14	Satellite Settlers		0	0	662	4,966
D15	Local Focus		0	0	121	965
D16	Outlying Seniors		0	0	65	1,374
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	78	2,924	9,156
E19	Bungalow Heaven		0	0	171	2,217
E20	Classic Grandparents		0	0	41	1,716
E21	Solo Retirees		0	34	355	2,822
F22	Boomerang Boarders		0	0	125	1,507
F23	Family Ties		0	0	72	1,966
F24	Fledgling Free		0	0	0	242
F25	Dependable Me		0	4	65	1,802
G26	Cafés and Catchments		59	1,291	2,585	3,902
G27	Thriving Independence		233	813	3,764	10,663
G28	Modern Parents		0	0	88	4,546
G29	Mid-Career Convention		0	0	464	4,755
H30	Primary Ambitions		33	82	829	7,874
H31	Affordable Fringe		0	0	0	1,001
H32	First-Rung Futures		0	0	0	1,198
H33	Contemporary Starts		0	0	1,128	6,478
H34	New Foundations		14	48	247	1,860
H35	Flying Solo		115	314	735	1,875

			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		360	1,171	4,066	10,434
I37	Budget Generations		0	0	0	460
I38	Economical Families		0	0	0	482
I39	Families on a Budget		0	0	0	140
J40	Value Rentals		0	0	0	333
J41	Youthful Endeavours		110	182	246	861
J42	Midlife Renters		100	238	238	3,132
J43	Renting Rooms		0	0	21	314
K44	Inner City Stalwarts		94	94	94	138
K45	City Diversity		0	0	0	0
K46	High Rise Residents		1	178	178	337
K47	Single Essentials		0	27	294	1,192
K48	Mature Workers		0	0	0	124
L49	Flatlet Seniors		50	50	50	847
L50	Pocket Pensions		27	52	416	1,946
L51	Retirement Communities		611	807	1,357	4,038
L52	Estate Veterans		176	296	495	1,530
L53	Seasoned Survivors		0	0	0	269
M54	Down-to-Earth Owners		0	0	0	490
M55	Back with the Folks		0	0	0	1,824
M56	Self Supporters		0	0	5	792
N57	Community Elders		0	0	0	18
N58	Culture & Comfort		0	0	0	22
N59	Large Family Living		0	0	0	0
N60	Ageing Access		401	906	1,068	3,502
O61	Career Builders		373	1,877	3,509	7,355
O62	Central Pulse		257	953	957	2,247
O63	Flexible Workforce		15	18	55	572
O64	Bus-Route Renters		45	73	210	2,826
O65	Learners & Earners		168	311	2,090	9,432
O66	Student Scene		460	478	642	3,208
U99	Unclassified		0	386	2,836	7,101
Total			4,361	13,894	46,402	189,651

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. A02 Uptown Elite

High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort



- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

### 2. O61 Career Builders

Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties



- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

### 3. G26 Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs



- Professional couples with kids
- Good income
- Pleasant family homes
- Attractive city suburbs
- Proximity to jobs and entertainment
- Most likely to have children 12-17

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

### 2. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

### 3. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords



- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

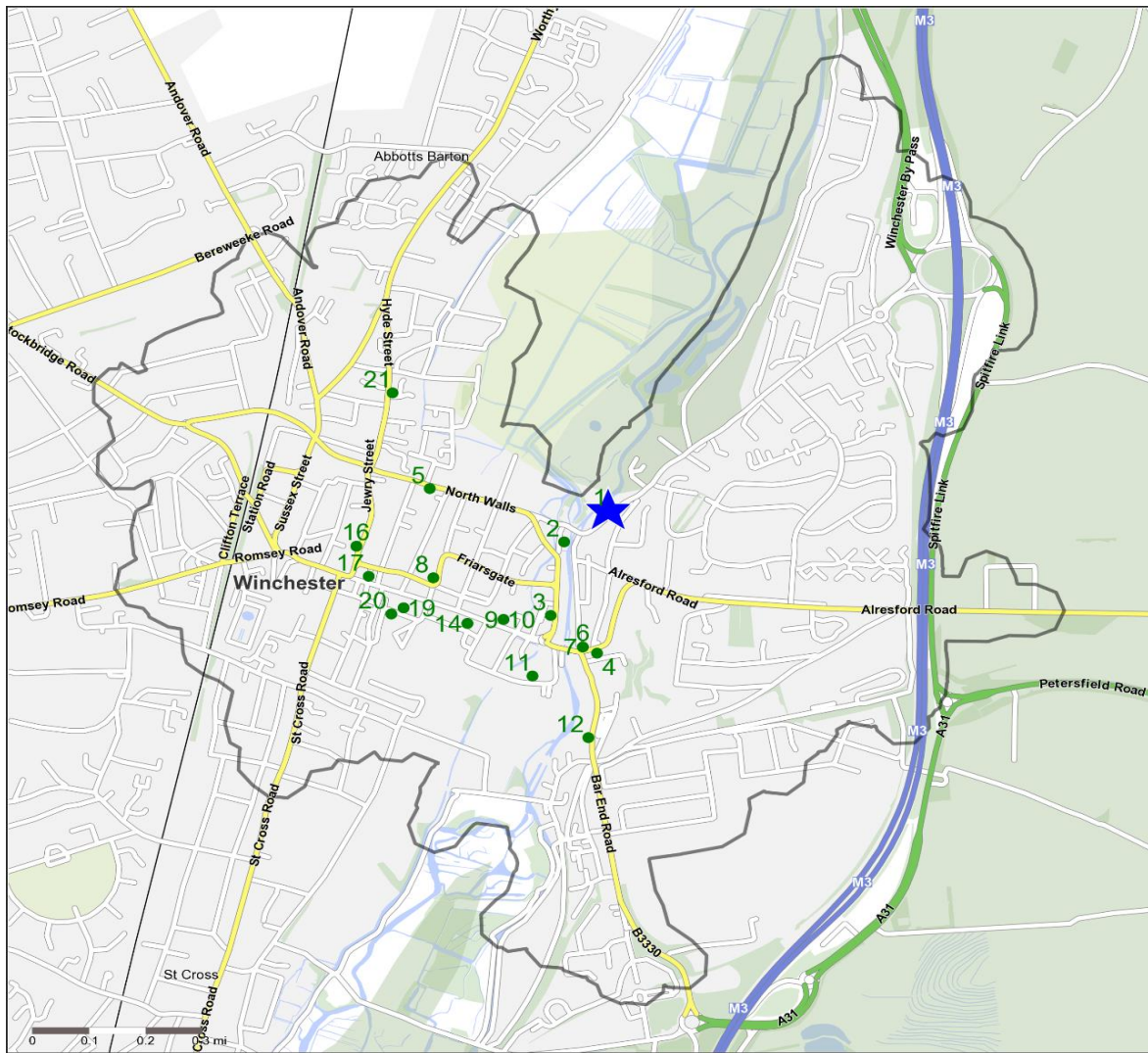
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 0115 968 5099

	20 Minute Walktime											
	High			Medium			Low					
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	5,647	40.6	134	<div><div></div></div>	3,198	23.0	141	<div><div></div></div>	4,665	33.6	64	<div><div></div></div>
Male: Alone	2,740	19.7	66	<div><div></div></div>	5,624	40.5	259	<div><div></div></div>	5,145	37.0	69	<div><div></div></div>
Male: Group	5,953	42.8	187	<div><div></div></div>	1,119	8.1	31	<div><div></div></div>	6,437	46.3	93	<div><div></div></div>
Male: Pair	6,255	45.0	173	<div><div></div></div>	233	1.7	11	<div><div></div></div>	7,021	50.5	88	<div><div></div></div>
Mixed Sex: Group	3,549	25.5	112	<div><div></div></div>	3,909	28.1	88	<div><div></div></div>	6,051	43.5	99	<div><div></div></div>
Mixed Sex: Pair	2,096	15.1	64	<div><div></div></div>	5,863	42.2	130	<div><div></div></div>	5,551	39.9	93	<div><div></div></div>
With Children	3,556	25.6	88	<div><div></div></div>	1,600	11.5	68	<div><div></div></div>	8,353	60.1	114	<div><div></div></div>
Unknown	5,153	37.1	113	<div><div></div></div>	2,945	21.2	118	<div><div></div></div>	5,411	38.9	81	<div><div></div></div>
For Eating:												
Upmarket	6,493	46.7	153	<div><div></div></div>	4,827	34.7	167	<div><div></div></div>	2,189	15.8	33	<div><div></div></div>
Midmarket	6,569	47.3	138	<div><div></div></div>	4,066	29.3	324	<div><div></div></div>	2,874	20.7	37	<div><div></div></div>
Downmarket	948	6.8	31	<div><div></div></div>	4,156	29.9	86	<div><div></div></div>	8,405	60.5	145	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	2,323	16.7	55	<div><div></div></div>	4,161	29.9	127	<div><div></div></div>	7,025	50.6	113	<div><div></div></div>
Low (less than £10)	4,984	35.9	120	<div><div></div></div>	1,797	12.9	55	<div><div></div></div>	6,728	48.4	107	<div><div></div></div>
Medium (Between £10 and £40)	6,634	47.7	156	<div><div></div></div>	2,283	16.4	92	<div><div></div></div>	4,592	33.0	66	<div><div></div></div>
High (Greater than £40)	8,098	58.3	225	<div><div></div></div>	1,629	11.7	57	<div><div></div></div>	3,782	27.2	52	<div><div></div></div>

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	63,448	33.5	111	36,526	19.3	118	82,579	43.5	84
Male: Alone	37,397	19.7	66	35,923	18.9	121	109,233	57.6	108
Male: Group	28,863	15.2	67	44,444	23.4	89	109,246	57.6	116
Male: Pair	41,430	21.8	84	9,714	5.1	34	131,409	69.3	121
Mixed Sex: Group	40,216	21.2	93	56,279	29.7	93	86,057	45.4	103
Mixed Sex: Pair	50,255	26.5	113	51,872	27.4	84	80,426	42.4	99
With Children	33,674	17.8	61	30,722	16.2	96	118,157	62.3	118
Unknown	41,869	22.1	67	45,403	23.9	134	95,281	50.2	105
For Eating:									
Upmarket	67,631	35.7	116	48,240	25.4	122	66,682	35.2	74
Midmarket	59,310	31.3	91	16,860	8.9	99	106,383	56.1	101
Downmarket	34,955	18.4	83	58,787	31.0	89	88,812	46.8	113
For Drinking (monthly spend):									
Nothing	42,036	22.2	73	43,738	23.1	98	96,779	51.0	114
Low (less than £10)	57,999	30.6	102	40,345	21.3	91	84,210	44.4	98
Medium (Between £10 and £40)	70,574	37.2	122	35,438	18.7	105	76,542	40.4	80
High (Greater than £40)	61,477	32.4	125	39,786	21.0	102	81,290	42.9	82



## 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	First In Last Out, SO23 0ET	Star Pubs & Bars	0.0	0.2
2	Willow Tree, SO23 8QX	Greene King	2.7	0.6
3	Charles House, SO23 8EB	Unknown	7.2	1.2
4	Rising Sun, SO23 0HL	Independent Free	7.2	1.6
5	Corner House, SO23 8DA	Greene King	7.2	2.8
6	Black Bottle, SO23 0HN	Independent Free	7.5	1.6
7	No 5 Bridge Street, SO23 0HN	Independent Free	7.5	1.6
8	Vodka Bar, SO23 8AL	Independent Free	9.1	1.6
9	Alfies, SO23 9BA	City Pub Company	10.0	1.8
10	Crown & Anchor, SO23 9BA	Greene King	10.0	1.8
11	Pitcher & Piano, SO23 9LH	Marston's	10.0	1.9
12	Black Rat, SO23 0HX	Unknown	10.6	2.2
13	Bakers Arms, SO23 9JX	Ei Group	10.9	2.3
14	Bishop On The Bridge, SO23 9JX	Fuller Smith & Turner	10.9	2.3
15	Greens Wine Bar, SO23 8RZ	Independent Free	11.5	2.3
16	Old Gaol House, SO23 8RZ	Wetherspoon	11.5	2.3
17	Royal Oak, SO23 9AU	Greene King	11.5	2.6
18	Eclipse Inn, SO23 9EX	Ei Group	11.5	4.2
19	William Walker, SO23 9EX	Fuller Smith & Turner	11.5	4.2
20	Slug And Lettuce, SO23 9ES	Stonegate Pub Company	11.5	4.2