

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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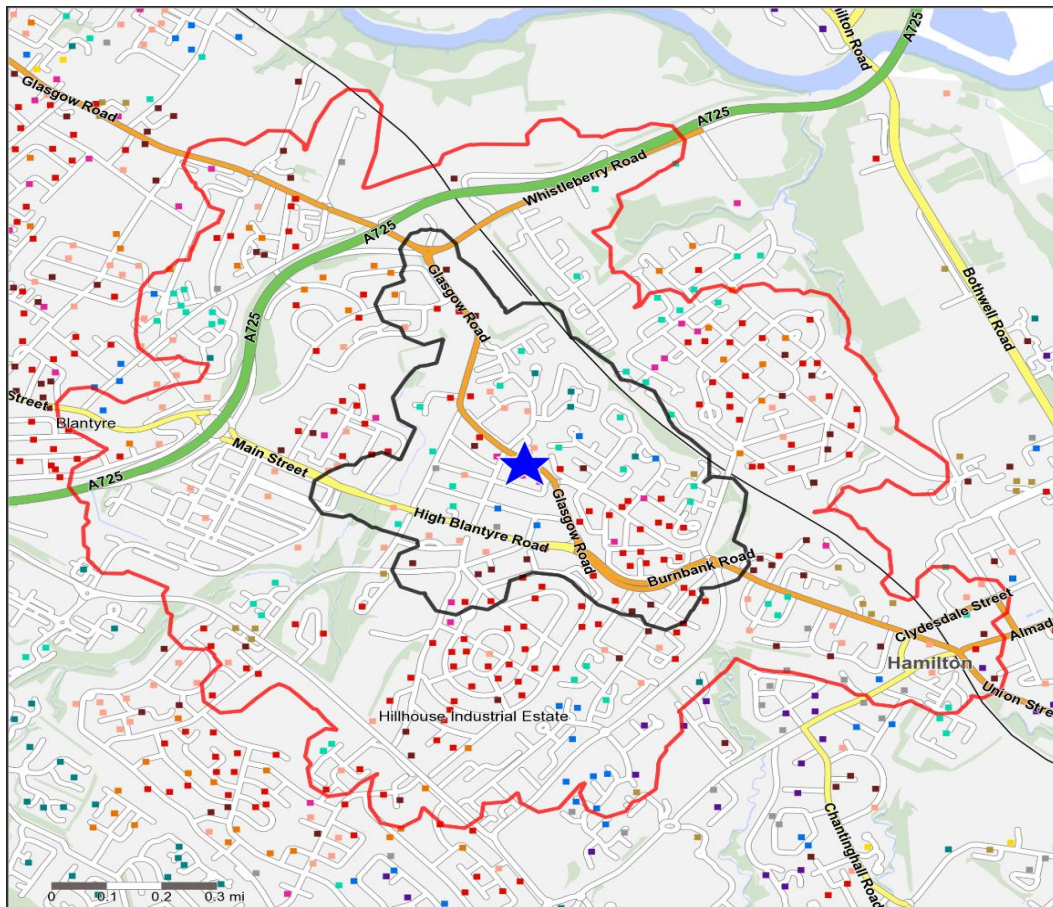
Number of Pubs	2	6	343
Catchment Adults 18+	3,229	11,600	544,283
Catchment Adults 18+ Per Pub	1,615	1,933	1,587
Populaton Projection 2018 to 2028 (% change)	0.76%	1.24%	1.66%

		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	3,024	93.7	181	1	High Street Pub	10,633	91.7	177	1	High Street Pub	457,893	84.1	162
2	Community Pub	2,557	79.2	170	2	Community Pub	10,027	86.4	185	2	Community Pub	392,866	72.2	155
3	Circuit Bar	1,415	43.8	70	3	Circuit Bar	4,597	39.6	63	3	Premium Local	221,902	40.8	65
4	Premium Local	1,264	39.1	303	4	Craft Led	3,816	32.9	254	4	Great Pub Great Food	137,744	25.3	196
5	Craft Led	1,244	38.5	95	5	Premium Local	3,323	28.6	71	5	Circuit Bar	123,223	22.6	56
6	Great Pub Great Food	665	20.6	77	6	Bit of Style	1,845	15.9	59	6	Bit of Style	100,568	18.5	69
7	Bit of Style	662	20.5	199	7	Great Pub Great Food	1,620	14.0	136	7	Craft Led	90,318	16.6	161

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	163	5.0	57	495	4.3	48	31,568	5.8	66
C1	500	15.5	126	1,584	13.7	111	73,062	13.4	109
C2	337	10.4	126	1,177	10.1	123	49,918	9.2	111
DE	586	18.1	176	2,163	18.6	181	78,795	14.5	141

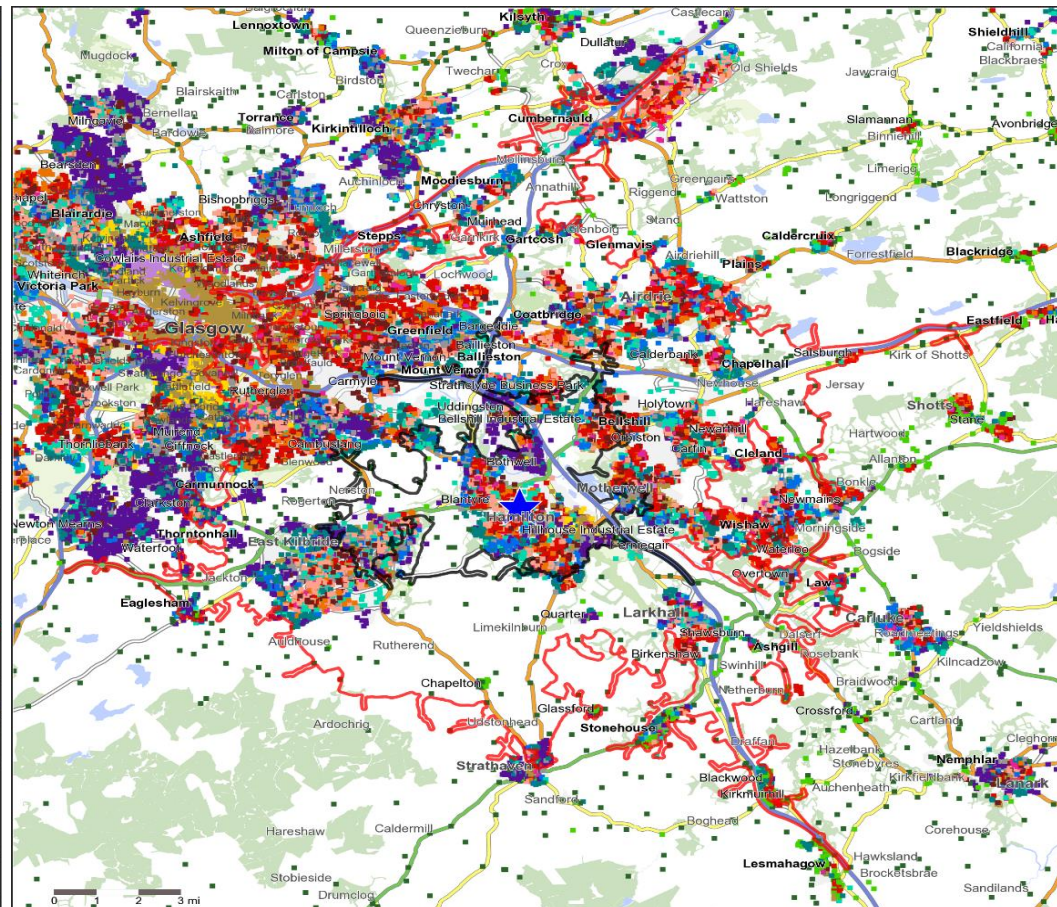
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,960	60.7	183	8,212	70.8	213	278,633	51.2	154
Medium (7-13)	1,159	35.9	108	2,896	25.0	75	175,099	32.2	97
High (14-19)	150	4.6	16	439	3.8	13	71,002	13.0	46

## 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	6	83
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	3
B05	Premium Fortunes	0	4	503	1,826
B06	Diamond Days	0	24	1,295	3,971
B07	Alpha Families	0	2	638	5,525
B08	Bank of Mum and Dad	0	6	1,474	8,882
B09	Empty-Nest Adventure	0	71	2,578	7,985
C10	Wealthy Landowners	0	0	55	783
C11	Rural Vogue	0	0	22	629
C12	Scattered Homesteads	0	0	24	792
C13	Village Retirement	0	0	26	541
D14	Satellite Settlers	0	0	65	1,903
D15	Local Focus	0	0	0	1,361
D16	Outlying Seniors	0	0	0	1,644
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	81	1,935	5,707
E19	Bungalow Heaven	3	7	240	2,699
E20	Classic Grandparents	0	22	2,685	10,185
E21	Solo Retirees	72	111	1,765	8,732
F22	Boomerang Boarders	0	95	3,319	14,014
F23	Family Ties	197	204	1,008	8,776
F24	Fledgling Free	46	93	1,764	8,933
F25	Dependable Me	0	65	2,923	11,727
G26	Cafés and Catchments	0	0	45	1,250
G27	Thriving Independence	0	3	1,142	3,481
G28	Modern Parents	226	296	6,961	37,254
G29	Mid-Career Convention	0	0	905	6,389
H30	Primary Ambitions	140	605	1,444	9,638
H31	Affordable Fringe	253	335	3,193	16,767
H32	First-Rung Futures	138	452	2,456	10,663
H33	Contemporary Starts	61	100	1,292	9,974
H34	New Foundations	0	42	300	1,886
H35	Flying Solo	0	36	178	1,002

		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	0	28	286	3,866
I37	Budget Generations	0	0	748	5,942
I38	Economical Families	0	40	1,223	6,855
I39	Families on a Budget	48	546	2,240	17,511
J40	Value Rentals	98	307	1,990	7,651
J41	Youthful Endeavours	19	19	253	2,277
J42	Midlife Renters	0	107	668	2,686
J43	Renting Rooms	62	62	105	4,160
K44	Inner City Stalwarts	0	0	0	1,486
K45	City Diversity	0	0	0	1,148
K46	High Rise Residents	0	0	1,332	11,367
K47	Single Essentials	1,106	3,324	10,602	67,358
K48	Mature Workers	0	1,397	8,464	28,510
L49	Flatlet Seniors	143	654	3,609	29,154
L50	Pocket Pensions	46	51	1,134	5,926
L51	Retirement Communities	0	14	1,502	4,277
L52	Estate Veterans	0	181	3,086	15,797
L53	Seasoned Survivors	64	144	1,379	9,638
M54	Down-to-Earth Owners	204	840	7,259	38,873
M55	Back with the Folks	47	163	2,819	18,890
M56	Self Supporters	166	421	4,120	15,094
N57	Community Elders	0	0	9	252
N58	Culture & Comfort	0	0	0	306
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	987	4,152
O61	Career Builders	0	3	717	1,388
O62	Central Pulse	0	0	23	7,441
O63	Flexible Workforce	0	0	0	2,184
O64	Bus-Route Renters	92	623	4,307	20,157
O65	Learners & Earners	0	0	0	161
O66	Student Scene	0	0	37	120
U99	Unclassified	0	19	216	4,649
<b>Total</b>		<b>3,231</b>	<b>11,597</b>	<b>99,356</b>	<b>544,281</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

### 2. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

### 3. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

### 2. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

### 3. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



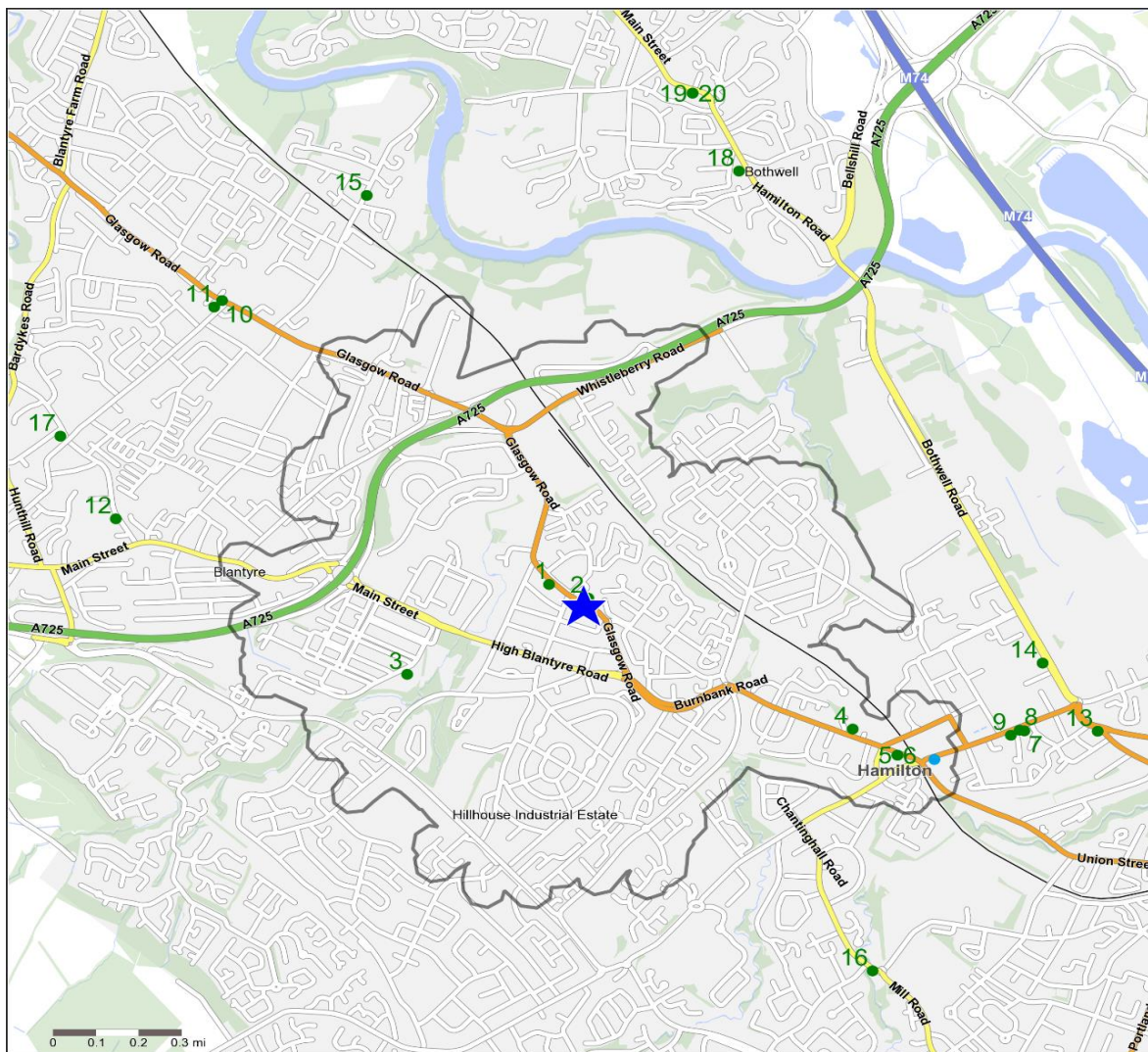
- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

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	5,912	51.0	168	431	3.7	23	5,238	45.2	87			
Male: Alone	3,214	27.7	93	4,479	38.6	247	3,888	33.5	63			
Male: Group	3,532	30.4	133	5,450	47.0	179	2,599	22.4	45			
Male: Pair	5,751	49.6	190	1,337	11.5	76	4,492	38.7	67			
Mixed Sex: Group	4,763	41.1	180	2,824	24.3	76	3,994	34.4	78			
Mixed Sex: Pair	1,852	16.0	68	6,263	54.0	166	3,465	29.9	70			
With Children	4,437	38.3	132	1,425	12.3	73	5,718	49.3	93			
Unknown	1,434	12.4	38	2,292	19.8	110	7,854	67.7	141			
<b>For Eating:</b>												
Upmarket	2,170	18.7	61	4,231	36.5	175	5,180	44.7	95			
Midmarket	5,539	47.8	139	629	5.4	60	5,413	46.7	84			
Downmarket	4,483	38.6	174	6,066	52.3	150	1,032	8.9	21			
<b>For Drinking (monthly spend):</b>												
Nothing	7,059	60.9	201	2,080	17.9	76	2,442	21.1	47			
Low (less than £10)	1,821	15.7	53	1,804	15.6	66	7,955	68.6	151			
Medium (Between £10 and £40)	1,825	15.7	51	1,603	13.8	77	8,153	70.3	140			
High (Greater than £40)	1,443	12.4	48	3,361	29.0	141	6,777	58.4	112			

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	240,677	44.2	146	40,916	7.5	46	258,041	47.4	91		
Male: Alone	190,979	35.1	118	152,602	28.0	180	196,053	36.0	68		
Male: Group	158,070	29.0	127	195,971	36.0	137	185,592	34.1	69		
Male: Pair	230,676	42.4	162	69,011	12.7	83	239,947	44.1	77		
Mixed Sex: Group	172,910	31.8	139	177,590	32.6	102	189,134	34.7	79		
Mixed Sex: Pair	159,568	29.3	125	224,722	41.3	127	155,343	28.5	67		
With Children	224,854	41.3	143	68,001	12.5	74	246,779	45.3	86		
Unknown	131,690	24.2	74	100,217	18.4	103	307,728	56.5	118		
<b>For Eating:</b>											
Upmarket	137,437	25.3	82	144,819	26.6	128	257,378	47.3	100		
Midmarket	206,266	37.9	110	24,741	4.5	50	308,627	56.7	102		
Downmarket	199,548	36.7	165	257,123	47.2	135	82,962	15.2	37		
<b>For Drinking (monthly spend):</b>											
Nothing	248,243	45.6	151	138,232	25.4	107	153,159	28.1	63		
Low (less than £10)	155,763	28.6	96	101,493	18.6	79	282,378	51.9	114		
Medium (Between £10 and £40)	163,861	30.1	98	98,884	18.2	102	276,888	50.9	101		
High (Greater than £40)	139,411	25.6	99	138,283	25.4	124	261,940	48.1	92		

## 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	Glenlee Bar, ML 3 0QZ	*Other Small Retail Groups	1.8	0.4
2	Empire Bar, ML 3 0QG	Star Pubs & Bars	2.7	0.6
3	Red Burn Farm, G 72 0JB	Greene King	12.1	2.7
4	Villa Hotel, ML 3 9AQ	Independent Free	14.8	2.6
5	Academical Vaults, ML 3 9AA	Greene King	17.2	3.2
6	Tap Room, ML 3 9AA	Independent Free	17.2	3.2
7	Chambers, ML 3 0HQ	*Other Small Retail Groups	23.2	3.9
8	Colonel Mustard, ML 3 0HH	Independent Free	23.2	4.0
9	Bar West, ML 3 0EZ	Star Pubs & Bars	23.8	3.8
10	Old Original Bar, G 72 9HJ	Punch Pub Company	26.0	4.2
11	Priory Inn, G 72 9PQ	Trust Inns	26.0	4.3
12	Blakeleys, G 72 0DP	Unknown	27.2	4.9
13	MI3 Bar, ML 3 6EU	Independent Free	28.1	5.0
14	Bay Horse, ML 3 0AS	*Other Small Retail Groups	29.0	4.5
15	Village Bar, G 72 9BW	Independent Free	31.1	5.7
16	Cosy Corner, ML 3 8PE	Independent Free	31.4	5.5
17	Doon Inn, G 72 9SQ	Independent Free	32.3	5.8
18	Cricklewood, G 71 8LZ	G1 Group	50.4	5.7
19	Camphill Vaults, G 71 8RD	Independent Free	53.1	6.5
20	Grapevine, G 71 8RD	Independent Free	53.1	6.5