

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	5	11	94
Catchment Adults 18+	3,929	6,924	111,739
Catchment Adults 18+ Per Pub	786	629	1,189
Populaton Projection 2018 to 2028 (% change)	1.88%	1.72%	2.32%

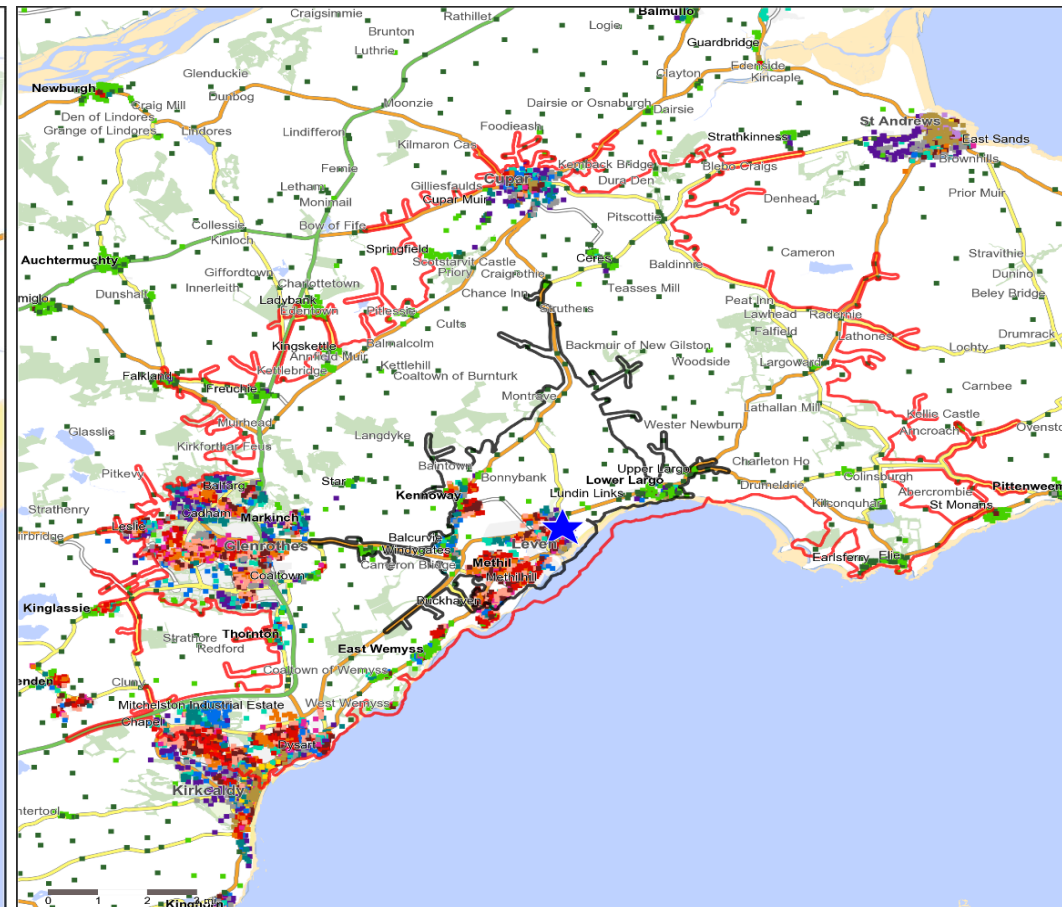
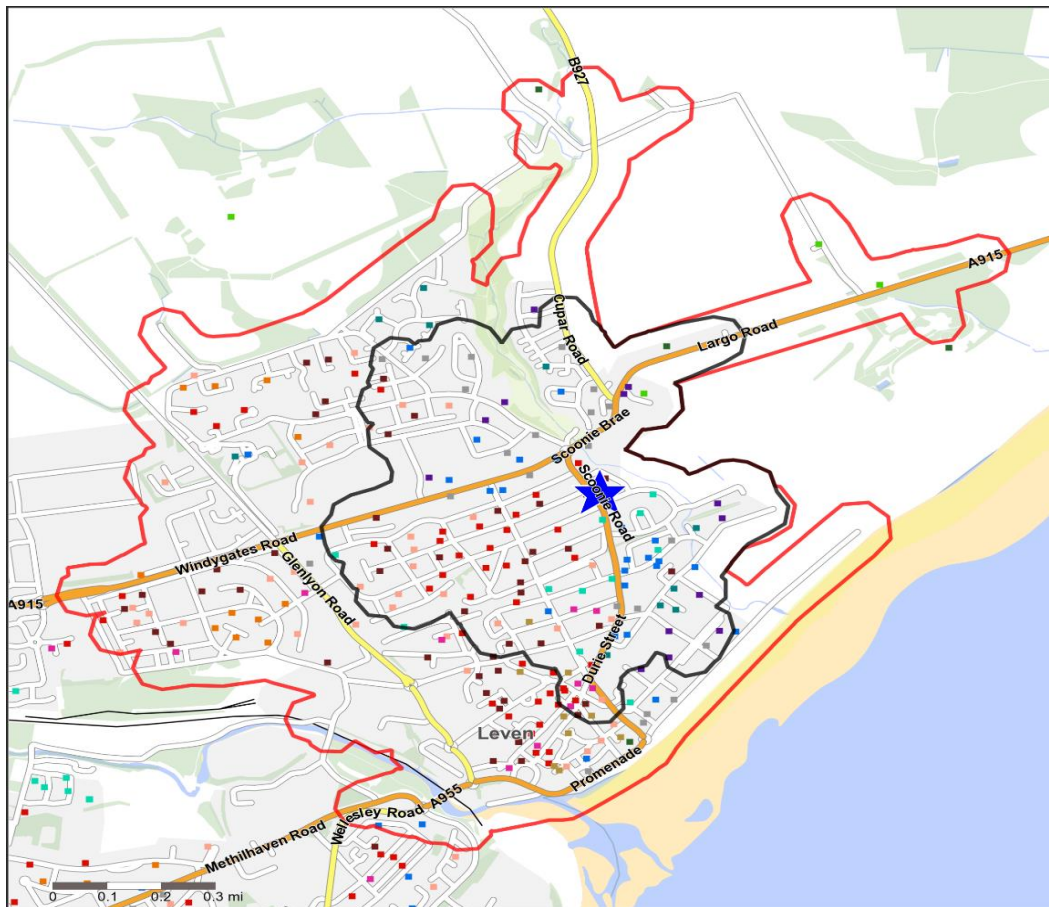
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	3,000	76.4	147	1	High Street Pub	5,658	81.7	158	1	High Street Pub	87,234	78.1	151
2	Community Pub	2,918	74.3	159	2	Community Pub	5,430	78.4	168	2	Community Pub	80,432	72.0	154
3	Premium Local	1,647	41.9	67	3	Premium Local	2,707	39.1	62	3	Premium Local	48,591	43.5	69
4	Circuit Bar	1,000	25.5	197	4	Great Pub Great Food	1,371	19.8	153	4	Great Pub Great Food	29,654	26.5	205
5	Great Pub Great Food	888	22.6	56	5	Circuit Bar	1,318	19.0	47	5	Circuit Bar	19,377	17.3	43
6	Craft Led	853	21.7	81	6	Craft Led	1,085	15.7	58	6	Bit of Style	16,207	14.5	54
7	Bit of Style	331	8.4	82	7	Bit of Style	747	10.8	105	7	Craft Led	13,489	12.1	117

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	154	3.9	44	263	3.8	43	6,264	5.6	63
C1	470	12.0	98	804	11.6	95	13,181	11.8	96
C2	419	10.7	129	710	10.3	124	11,453	10.2	124
DE	498	12.7	123	970	14.0	136	15,202	13.6	132

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)	2,084	53.0	160	4,061	58.7	177	59,628	53.4	161
Medium (7-13)	1,186	30.2	91	1,759	25.4	77	31,610	28.3	85
High (14-19)	518	13.2	46	861	12.4	44	16,468	14.7	52

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

## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	I Family Basics
	H Aspiring Homemakers	N Urban Cohesion
	M Modest Traditions	E Senior Security
		J Transient Renters
		O Rental Hubs

# 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	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	61
B06	Diamond Days	0	0	0	170
B07	Alpha Families	4	4	15	792
B08	Bank of Mum and Dad	35	78	96	927
B09	Empty-Nest Adventure	245	334	449	3,098
C10	Wealthy Landowners	0	3	110	800
C11	Rural Vogue	0	11	206	1,028
C12	Scattered Homesteads	0	14	260	1,741
C13	Village Retirement	60	66	784	3,026
D14	Satellite Settlers	10	15	1,163	3,220
D15	Local Focus	0	0	533	2,487
D16	Outlying Seniors	0	2	879	3,933
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	27	27	27	543
E19	Bungalow Heaven	292	336	562	2,870
E20	Classic Grandparents	30	39	71	1,191
E21	Solo Retirees	64	79	124	651
F22	Boomerang Boarders	131	131	256	2,318
F23	Family Ties	0	0	122	532
F24	Fledgling Free	120	140	258	1,565
F25	Dependable Me	150	224	537	2,923
G26	Cafés and Catchments	0	0	0	5
G27	Thriving Independence	11	12	12	88
G28	Modern Parents	7	270	1,145	5,724
G29	Mid-Career Convention	95	95	668	2,638
H30	Primary Ambitions	0	0	0	488
H31	Affordable Fringe	143	171	303	1,416
H32	First-Rung Futures	169	190	261	1,390
H33	Contemporary Starts	0	0	248	1,383
H34	New Foundations	0	0	130	397
H35	Flying Solo	0	0	0	366

		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	0	0	348
I37	Budget Generations	0	202	899	1,898
I38	Economical Families	0	0	149	1,811
I39	Families on a Budget	0	230	1,523	4,303
J40	Value Rentals	49	180	1,038	3,721
J41	Youthful Endeavours	56	76	124	410
J42	Midlife Renters	4	4	4	426
J43	Renting Rooms	0	0	0	72
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	181	482
K47	Single Essentials	684	895	3,457	11,727
K48	Mature Workers	41	303	2,835	6,573
L49	Flatlet Seniors	283	406	696	1,964
L50	Pocket Pensions	113	180	825	2,488
L51	Retirement Communities	64	75	111	651
L52	Estate Veterans	241	687	2,443	6,773
L53	Seasoned Survivors	67	90	152	804
M54	Down-to-Earth Owners	440	922	2,809	12,311
M55	Back with the Folks	0	22	116	1,147
M56	Self Supporters	203	252	442	1,728
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	443
O61	Career Builders	0	0	0	6
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	91	157	169	3,704
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	32	176
<b>Total</b>		<b>3,929</b>	<b>6,922</b>	<b>27,224</b>	<b>111,737</b>



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. 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

### 3. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. 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
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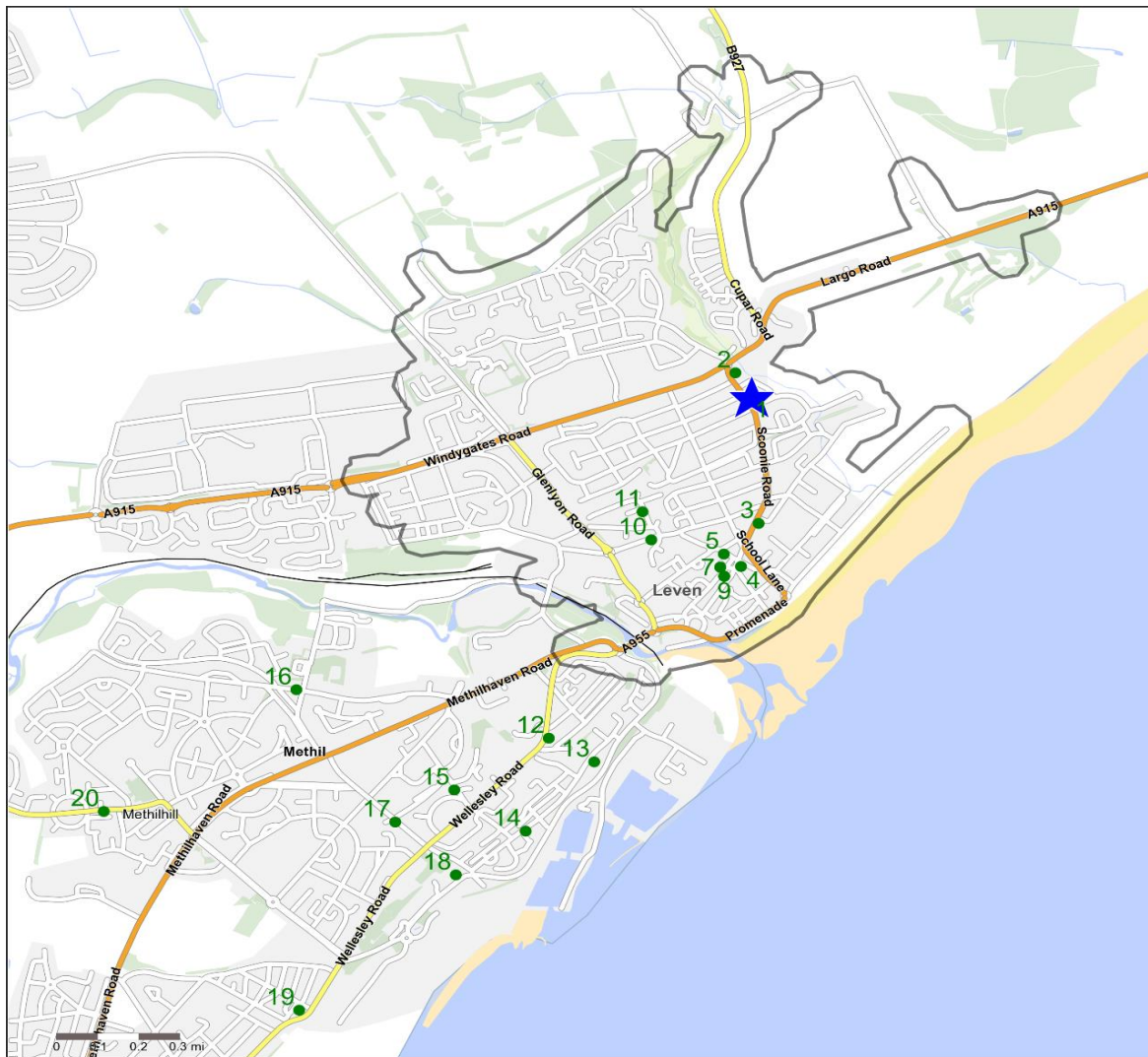
- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

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	1,737	25.1	83	393	5.7	35	4,794	69.2	133	
Male: Alone	2,497	36.1	121	1,682	24.3	156	2,745	39.6	74	
Male: Group	1,779	25.7	112	2,706	39.1	149	2,439	35.2	71	
Male: Pair	2,729	39.4	151	836	12.1	79	3,360	48.5	85	
Mixed Sex: Group	1,584	22.9	100	2,265	32.7	102	3,075	44.4	101	
Mixed Sex: Pair	1,185	17.1	73	3,506	50.6	156	2,233	32.3	75	
With Children	2,421	35.0	121	757	10.9	65	3,746	54.1	102	
Unknown	956	13.8	42	670	9.7	54	5,298	76.5	160	
<b>For Eating:</b>										
Upmarket	856	12.4	40	1,441	20.8	100	4,626	66.8	141	
Midmarket	1,670	24.1	70	306	4.4	49	4,948	71.5	129	
Downmarket	2,313	33.4	150	3,248	46.9	134	1,363	19.7	47	
<b>For Drinking (monthly spend):</b>										
Nothing	2,781	40.2	133	2,089	30.2	128	2,055	29.7	66	
Low (less than £10)	1,423	20.6	69	1,811	26.2	111	3,690	53.3	117	
Medium (Between £10 and £40)	1,343	19.4	63	1,306	18.9	106	4,275	61.7	123	
High (Greater than £40)	1,037	15.0	58	1,804	26.1	127	4,083	59.0	113	

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	35,231	31.5	104	10,239	9.2	56	66,094	59.2	114	
Male: Alone	36,226	32.4	109	28,690	25.7	165	46,647	41.7	78	
Male: Group	24,691	22.1	97	41,095	36.8	140	45,777	41.0	83	
Male: Pair	34,071	30.5	117	9,777	8.7	57	67,715	60.6	106	
Mixed Sex: Group	24,246	21.7	95	44,223	39.6	124	43,094	38.6	88	
Mixed Sex: Pair	25,142	22.5	96	51,961	46.5	143	34,460	30.8	72	
With Children	34,142	30.6	106	16,778	15.0	89	60,643	54.3	103	
Unknown	25,014	22.4	68	10,339	9.3	52	76,210	68.2	142	
<b>For Eating:</b>										
Upmarket	17,272	15.5	50	25,517	22.8	110	68,774	61.5	130	
Midmarket	29,708	26.6	77	5,427	4.9	54	76,428	68.4	124	
Downmarket	37,878	33.9	153	49,783	44.6	128	23,901	21.4	51	
<b>For Drinking (monthly spend):</b>										
Nothing	51,292	45.9	152	30,991	27.7	117	29,280	26.2	58	
Low (less than £10)	26,763	24.0	80	36,626	32.8	140	48,174	43.1	95	
Medium (Between £10 and £40)	22,057	19.7	65	26,238	23.5	132	63,268	56.6	113	
High (Greater than £40)	17,069	15.3	59	31,138	27.9	136	63,356	56.7	108	

## 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	Den Inn, KY 8 4SD	Star Pubs & Bars	0.0	0.1
2	Agenda, KY 8 4SE	Kingdom Taverns	0.9	0.3
3	Marviks, KY 8 4HA	Independent Free	7.9	1.3
4	Caledonian Hotel, KY 8 4NG	Greene King	10.0	1.8
5	Blazers Fun Pub, KY 8 4LE	Independent Free	10.3	3.4
6	Mcphails, KY 8 4LY	Flood Inns	10.6	3.1
7	Molly Malones, KY 8 4LY	Flood Inns	10.6	3.1
8	Crown Inn, KY 8 4NA	Independent Free	10.9	3.1
9	New Windsor Hotel, KY 8 4NA	Greene King	10.9	3.1
10	Brannigan, KY 8 4LS	Flood Inns	12.4	2.8
11	Station Hotel, KY 8 4QU	Independent Free	13.6	2.5
12	Tower Bar, KY 8 3AE	*Other Small Retail Groups	25.4	4.8
13	Brig Tavern, KY 8 3EA	Independent Free	26.0	5.0
14	East Dock Bar, KY 8 3EQ	Independent Free	31.1	6.1
15	Bayview Bar, KY 8 3NA	Independent Free	31.4	6.0
16	Kirkland Bar, KY 8 2AL	Independent Free	34.1	6.7
17	Argyle Bar, KY 8 3LR	Independent Free	35.0	6.5
18	Empire, KY 8 3QP	Independent Free	35.6	7.3
19	Wellesley Inn, KY 8 3PQ	Independent Free	43.5	8.6
20	Douglas Arms, KY 8 2DW	Independent Free	46.2	8.4