

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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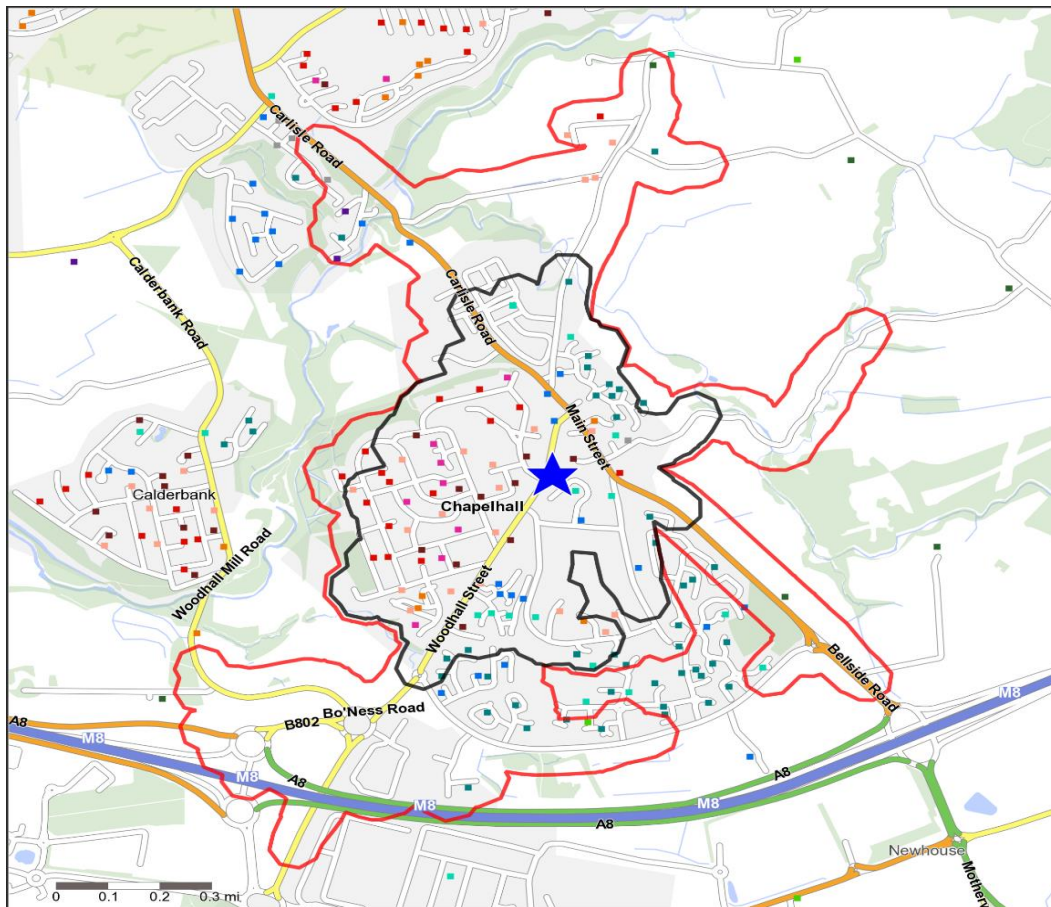
Number of Pubs	3	3	347
Catchment Adults 18+	3,311	4,476	514,473
Catchment Adults 18+ Per Pub	1,104	1,492	1,483
Populaton Projection 2018 to 2028 (% change)	0.69%	0.42%	1.53%

		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	3,231	97.6	188	1	High Street Pub	4,275	95.5	184	1	High Street Pub	433,786	84.3	163
2	Community Pub	2,603	78.6	169	2	Community Pub	3,084	68.9	148	2	Community Pub	373,092	72.5	156
3	Premium Local	1,729	52.2	83	3	Premium Local	2,634	58.8	93	3	Premium Local	208,624	40.6	64
4	Great Pub Great Food	988	29.8	231	4	Great Pub Great Food	1,618	36.1	280	4	Great Pub Great Food	119,823	23.3	180
5	Bit of Style	866	26.2	65	5	Bit of Style	1,484	33.2	82	5	Circuit Bar	115,509	22.5	56
6	Circuit Bar	341	10.3	38	6	Circuit Bar	469	10.5	39	6	Bit of Style	100,141	19.5	73
7	Craft Led	328	9.9	96	7	Craft Led	404	9.0	88	7	Craft Led	81,192	15.8	153

	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	165	5.0	56	251	5.6	63	27,623	5.4	61
C1	400	12.1	99	607	13.6	111	67,004	13.0	106
C2	372	11.2	136	488	10.9	132	48,414	9.4	114
DE	449	13.6	132	557	12.4	121	74,045	14.4	140

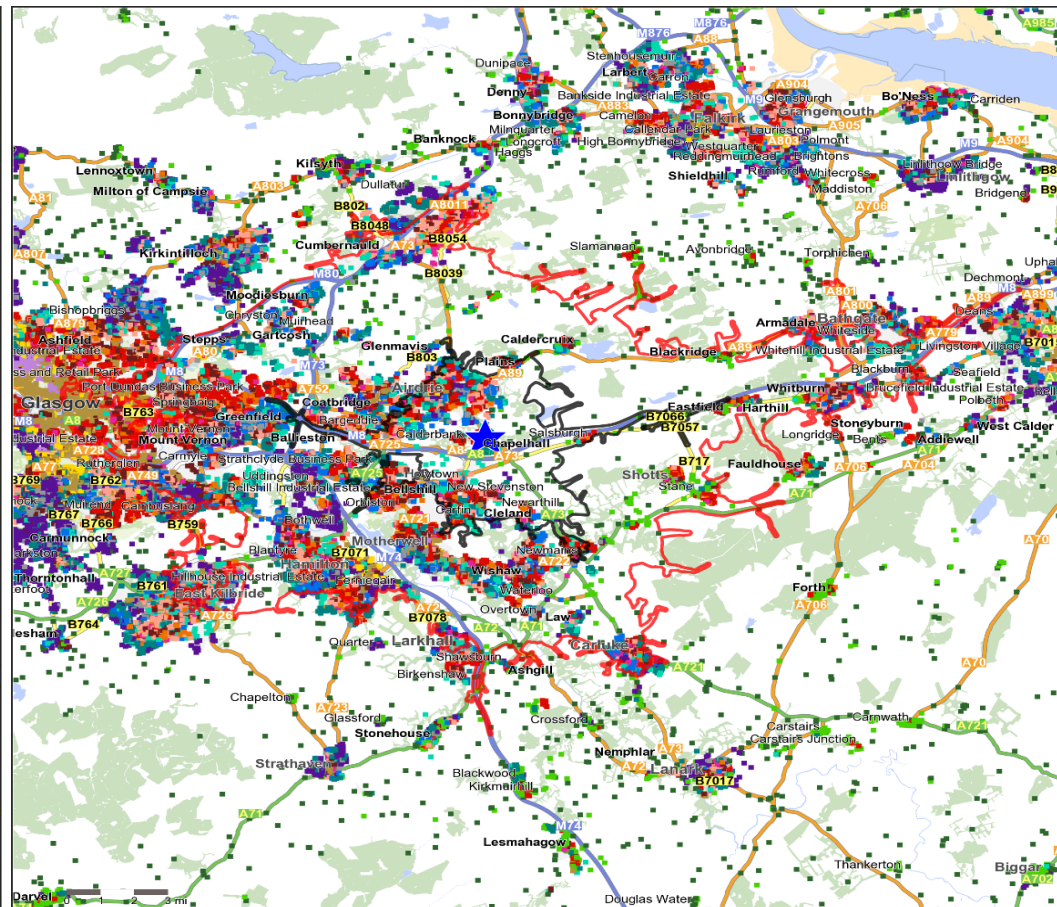
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,097	63.3	191	2,447	54.7	165	275,063	53.5	161
Medium (7-13)	997	30.1	91	1,586	35.4	107	155,983	30.3	91
High (14-19)	303	9.2	32	541	12.1	43	59,799	11.6	41

## 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	5
	A02	Uptown Elite	0	0	0	37
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	14
	B05	Premium Fortunes	0	0	3	1,078
	B06	Diamond Days	0	0	56	1,964
	B07	Alpha Families	0	0	49	2,920
	B08	Bank of Mum and Dad	0	0	577	6,374
	B09	Empty-Nest Adventure	0	26	484	7,080
	C10	Wealthy Landowners	1	2	17	306
	C11	Rural Vogue	4	12	268	837
	C12	Scattered Homesteads	2	6	117	668
	C13	Village Retirement	0	0	6	454
	D14	Satellite Settlers	1	4	154	1,463
	D15	Local Focus	1	4	159	4,034
	D16	Outlying Seniors	0	0	238	2,919
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	181	4,284
	E19	Bungalow Heaven	0	24	296	3,157
	E20	Classic Grandparents	0	0	776	8,703
	E21	Solo Retirees	17	17	452	5,400
	F22	Boomerang Boarders	94	94	1,813	13,125
	F23	Family Ties	12	18	888	7,201
	F24	Fledgling Free	109	109	1,673	10,452
	F25	Dependable Me	51	156	1,767	11,740
	G26	Cafés and Catchments	0	0	0	560
	G27	Thriving Independence	0	0	153	2,362
	G28	Modern Parents	410	950	8,389	38,370
	G29	Mid-Career Convention	0	19	627	6,022
	H30	Primary Ambitions	64	68	1,313	7,003
	H31	Affordable Fringe	303	327	2,763	13,413
	H32	First-Rung Futures	91	91	1,396	10,071
	H33	Contemporary Starts	9	53	3,650	14,397
	H34	New Foundations	4	12	238	1,517
	H35	Flying Solo	0	0	155	1,027

			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	38	38	642	2,987
	I37	Budget Generations	0	0	967	5,439
	I38	Economical Families	143	143	786	5,140
	I39	Families on a Budget	0	0	2,242	17,117
	J40	Value Rentals	288	290	1,627	10,547
	J41	Youthful Endeavours	0	0	283	2,244
	J42	Midlife Renters	0	0	20	1,709
	J43	Renting Rooms	0	0	52	3,029
	K44	Inner City Stalwarts	0	0	0	196
	K45	City Diversity	0	0	0	863
	K46	High Rise Residents	0	0	449	11,086
	K47	Single Essentials	237	313	10,178	61,885
	K48	Mature Workers	357	457	8,736	38,482
	L49	Flatlet Seniors	58	58	2,578	24,435
	L50	Pocket Pensions	154	154	846	7,319
	L51	Retirement Communities	0	0	198	3,522
	L52	Estate Veterans	146	149	3,221	18,882
	L53	Seasoned Survivors	43	43	897	8,084
	M54	Down-to-Earth Owners	574	686	8,149	42,767
	M55	Back with the Folks	33	33	736	12,455
	M56	Self Supporters	67	119	1,289	11,021
	N57	Community Elders	0	0	5	104
	N58	Culture & Comfort	0	0	0	33
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	0	0	214	2,414
	O61	Career Builders	0	0	0	1,029
	O62	Central Pulse	0	0	0	5,023
	O63	Flexible Workforce	0	0	0	424
	O64	Bus-Route Renters	0	0	1,092	17,189
	O65	Learners & Earners	0	0	0	741
	O66	Student Scene	0	0	0	992
	U99	Unclassified	0	0	7	8,355
Total			3,311	4,475	73,872	514,470



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 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. 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

## 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
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- Some still working, some retired

### 3. K48 Mature Workers

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



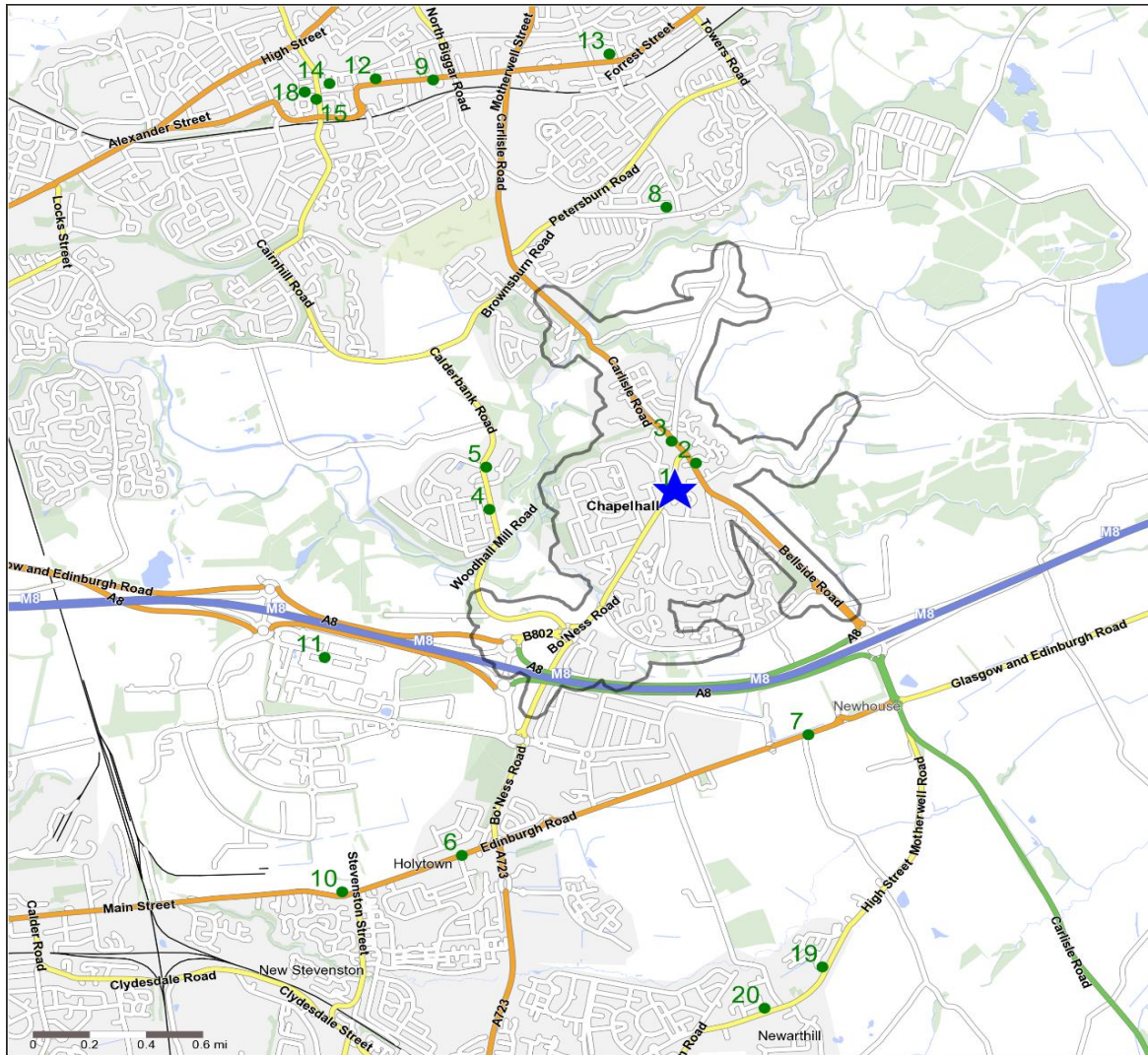
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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	1,976	44.1	146		373	8.3	51		2,127	47.5	91	
Male: Alone	1,526	34.1	114		1,572	35.1	225		1,377	30.8	58	
Male: Group	1,264	28.2	123		1,265	28.3	108		1,947	43.5	88	
Male: Pair	1,147	25.6	98		581	13.0	85		2,748	61.4	107	
Mixed Sex: Group	814	18.2	80		2,031	45.4	142		1,631	36.4	83	
Mixed Sex: Pair	1,446	32.3	138		1,517	33.9	104		1,513	33.8	79	
With Children	2,375	53.1	183		523	11.7	69		1,578	35.3	67	
Unknown	1,828	40.8	124		191	4.3	24		2,457	54.9	115	
For Eating:												
Upmarket	613	13.7	45		1,747	39.0	187		2,116	47.3	100	
Midmarket	960	21.4	62		38	0.8	9		3,478	77.7	140	
Downmarket	2,091	46.7	210		1,937	43.3	124		447	10.0	24	
For Drinking (monthly spend):												
Nothing	2,187	48.9	162		1,459	32.6	138		829	18.5	41	
Low (less than £10)	1,542	34.5	115		1,175	26.3	112		1,759	39.3	87	
Medium (Between £10 and £40)	1,536	34.3	112		946	21.1	118		1,994	44.5	89	
High (Greater than £40)	1,190	26.6	103		1,743	38.9	190		1,543	34.5	66	

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	218,496	42.5	140		34,330	6.7	41		253,292	49.2	95	
Male: Alone	170,057	33.1	111		149,446	29.0	186		186,615	36.3	68	
Male: Group	148,287	28.8	126		179,828	35.0	133		178,003	34.6	70	
Male: Pair	201,056	39.1	150		56,120	10.9	72		248,942	48.4	84	
Mixed Sex: Group	146,120	28.4	124		174,690	34.0	106		185,307	36.0	82	
Mixed Sex: Pair	138,219	26.9	115		207,910	40.4	124		159,988	31.1	73	
With Children	202,667	39.4	136		68,512	13.3	79		234,938	45.7	86	
Unknown	116,928	22.7	69		88,279	17.2	96		300,911	58.5	122	
For Eating:												
Upmarket	114,876	22.3	73		133,046	25.9	124		258,196	50.2	106	
Midmarket	174,561	33.9	99		23,425	4.6	50		308,131	59.9	108	
Downmarket	194,842	37.9	170		242,230	47.1	135		69,046	13.4	32	
For Drinking (monthly spend):												
Nothing	235,309	45.7	151		132,275	25.7	109		138,534	26.9	60	
Low (less than £10)	131,387	25.5	86		105,135	20.4	87		269,596	52.4	116	
Medium (Between £10 and £40)	137,120	26.7	87		92,638	18.0	101		276,360	53.7	107	
High (Greater than £40)	118,380	23.0	89		139,476	27.1	132		248,262	48.3	92	

## 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	Railway Inn, ML 6 8SW	Star Pubs & Bars	0.0	0.1
2	Tavern, ML 6 8SB	Independent Free	4.2	1.0
3	Swan Inn, ML 6 8SA	Independent Free	4.8	0.9
4	Post, ML 6 9SH	Independent Free	27.2	4.3
5	Railway Inn, ML 6 9SG	Independent Free	30.8	4.5
6	Crown Bar, ML 1 4TP	Independent Free	33.5	4.2
7	Newhouse, ML 1 5SY	Whitbread	35.3	3.6
8	Four Isles, ML 6 8EQ	Independent Free	37.1	5.6
9	Albert Bar, ML 6 6DW	Independent Free	39.5	6.2
10	White House, ML 1 4TA	Independent Free	42.3	5.6
11	Bertis & Brown, ML 1 4WQ	*Other Small Retail Groups	42.6	5.4
12	Bluebell Inn, ML 6 6DE	Star Pubs & Bars	43.5	6.6
13	Drumgelloch Bar, ML 6 7AE	G1 Group	44.7	6.3
14	Treasury, ML 6 6AB	Greene King	46.8	8.0
15	Broomknowe Bar, ML 6 6BN	Independent Free	48.3	7.6
16	Linen, ML 6 0AH	Rosemount Taverns	49.2	7.9
17	Masons Arms, ML 6 0AH	Independent Free	49.2	7.9
18	Yesterdays, ML 6 0AH	Independent Free	49.2	7.9
19	Bar Mango, ML 1 5HR	Independent Free	53.1	5.8
20	Club, ML 1 5JH	Greene King	57.6	7.2