

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	14	322
Catchment Adults 18+	2,563	13,365	382,042
Catchment Adults 18+ Per Pub	1,282	955	1,186
Populaton Projection 2020 to 2030 (% change)	3.54%	5.55%	5.65%

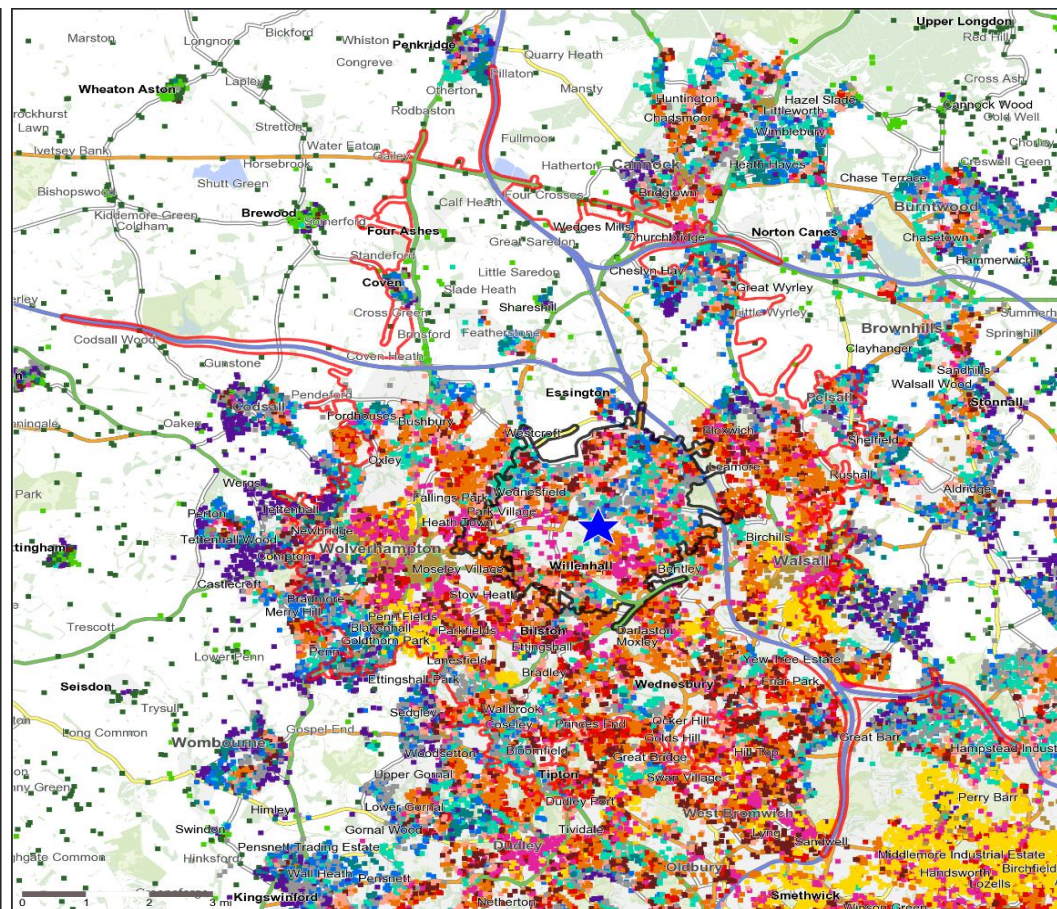
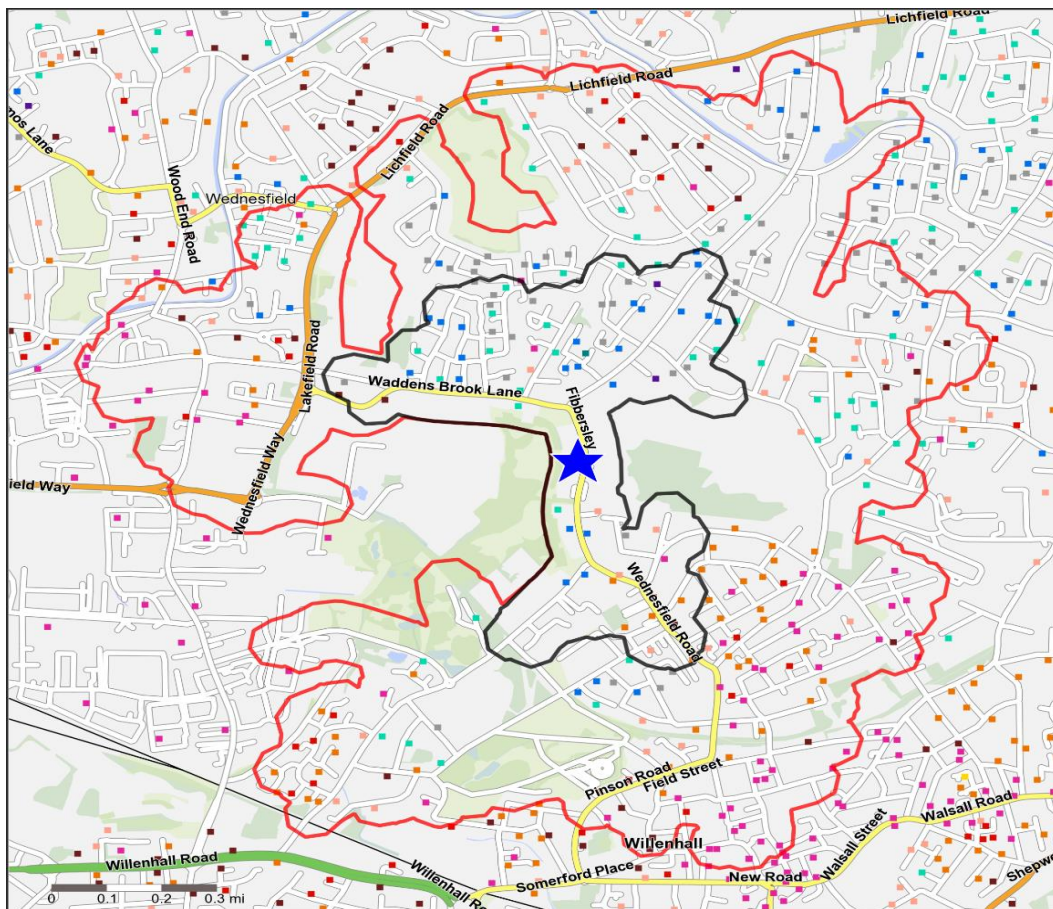
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	2,399	93.6	178	1	High Street Pub	12,630	94.5	180	1	High Street Pub	332,927	87.1	166
2	Community Pub	1,652	64.5	137	2	Community Pub	11,489	86.0	183	2	Community Pub	305,878	80.1	171
3	Premium Local	1,302	50.8	80	3	Premium Local	3,772	28.2	44	3	Premium Local	103,151	27.0	42
4	Great Pub Great Food	659	25.7	179	4	Great Pub Great Food	2,172	16.3	113	4	Great Pub Great Food	65,722	17.2	120
5	Bit of Style	384	15.0	37	5	Bit of Style	1,556	11.6	29	5	Bit of Style	43,712	11.4	28
6	Circuit Bar	240	9.4	33	6	Circuit Bar	1,346	10.1	35	6	Circuit Bar	39,138	10.2	36
7	Craft Led	240	9.4	83	7	Craft Led	840	6.3	55	7	Craft Led	27,066	7.1	63

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	139	5.4	61	537	4.0	45	17,572	4.6	52
C1	277	10.8	88	1,390	10.4	85	38,510	10.1	82
C2	230	9.0	109	1,439	10.8	130	38,479	10.1	122
DE	226	8.8	86	1,965	14.7	143	56,514	14.8	144

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)	657	25.6	77	7,828	58.6	176	252,083	66.0	199
Medium (7-13)	1,452	56.7	170	4,778	35.8	108	109,554	28.7	86
High (14-19)	350	13.7	48	678	5.1	18	23,425	6.1	22

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	0	0	0	18
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	158
B06	Diamond Days	0	0	0	1,044
B07	Alpha Families	0	0	29	819
B08	Bank of Mum and Dad	11	15	104	2,199
B09	Empty-Nest Adventure	17	27	274	2,533
C10	Wealthy Landowners	0	0	2	393
C11	Rural Vogue	0	0	0	211
C12	Scattered Homesteads	0	0	0	47
C13	Village Retirement	0	0	50	520
D14	Satellite Settlers	0	0	0	1,125
D15	Local Focus	0	0	0	121
D16	Outlying Seniors	0	0	0	153
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	4	2,500
E19	Bungalow Heaven	55	325	1,119	6,696
E20	Classic Grandparents	504	1,283	3,760	10,208
E21	Solo Retirees	189	598	2,426	7,894
F22	Boomerang Boarders	285	458	1,069	4,796
F23	Family Ties	334	358	1,547	4,759
F24	Fledgling Free	153	341	2,487	8,487
F25	Dependable Me	68	243	1,236	6,355
G26	Cafés and Catchments	0	0	0	521
G27	Thriving Independence	0	0	0	3,188
G28	Modern Parents	0	0	382	2,759
G29	Mid-Career Convention	14	14	435	2,613
H30	Primary Ambitions	43	141	1,004	5,229
H31	Affordable Fringe	137	1,175	8,137	25,671
H32	First-Rung Futures	159	374	1,654	9,540
H33	Contemporary Starts	0	197	266	1,671
H34	New Foundations	0	0	68	810
H35	Flying Solo	81	100	115	763

		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	19	89	2,763
I37	Budget Generations	34	259	3,194	14,276
I38	Economical Families	84	1,226	5,885	26,396
I39	Families on a Budget	27	679	4,801	35,045
J40	Value Rentals	87	730	3,740	9,567
J41	Youthful Endeavours	0	283	968	5,262
J42	Midlife Renters	29	34	416	5,599
J43	Renting Rooms	72	1,018	3,382	26,852
K44	Inner City Stalwarts	0	0	0	36
K45	City Diversity	0	0	0	17
K46	High Rise Residents	0	126	1,161	3,627
K47	Single Essentials	0	367	2,913	9,729
K48	Mature Workers	4	464	2,483	15,937
L49	Flatlet Seniors	0	70	1,240	7,715
L50	Pocket Pensions	0	39	601	5,272
L51	Retirement Communities	0	0	0	1,091
L52	Estate Veterans	0	106	784	8,994
L53	Seasoned Survivors	46	771	5,979	16,991
M54	Down-to-Earth Owners	82	429	4,335	13,010
M55	Back with the Folks	16	713	5,012	17,479
M56	Self Supporters	32	357	2,510	7,954
N57	Community Elders	0	0	94	5,645
N58	Culture & Comfort	0	0	554	1,832
N59	Large Family Living	0	0	35	14,173
N60	Ageing Access	0	0	0	699
O61	Career Builders	0	0	0	893
O62	Central Pulse	0	0	0	2,640
O63	Flexible Workforce	0	0	0	598
O64	Bus-Route Renters	0	26	517	5,222
O65	Learners & Earners	0	0	0	704
O66	Student Scene	0	0	0	2,200
U99	Unclassified	0	0	0	25
Total		2,563	13,365	76,861	382,044

Top 3 Mosaic Types in a 20 Minute Walktime

1. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

2. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

3. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

Top 3 Mosaic Types in a 20 Minute Drivetime

1. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

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. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
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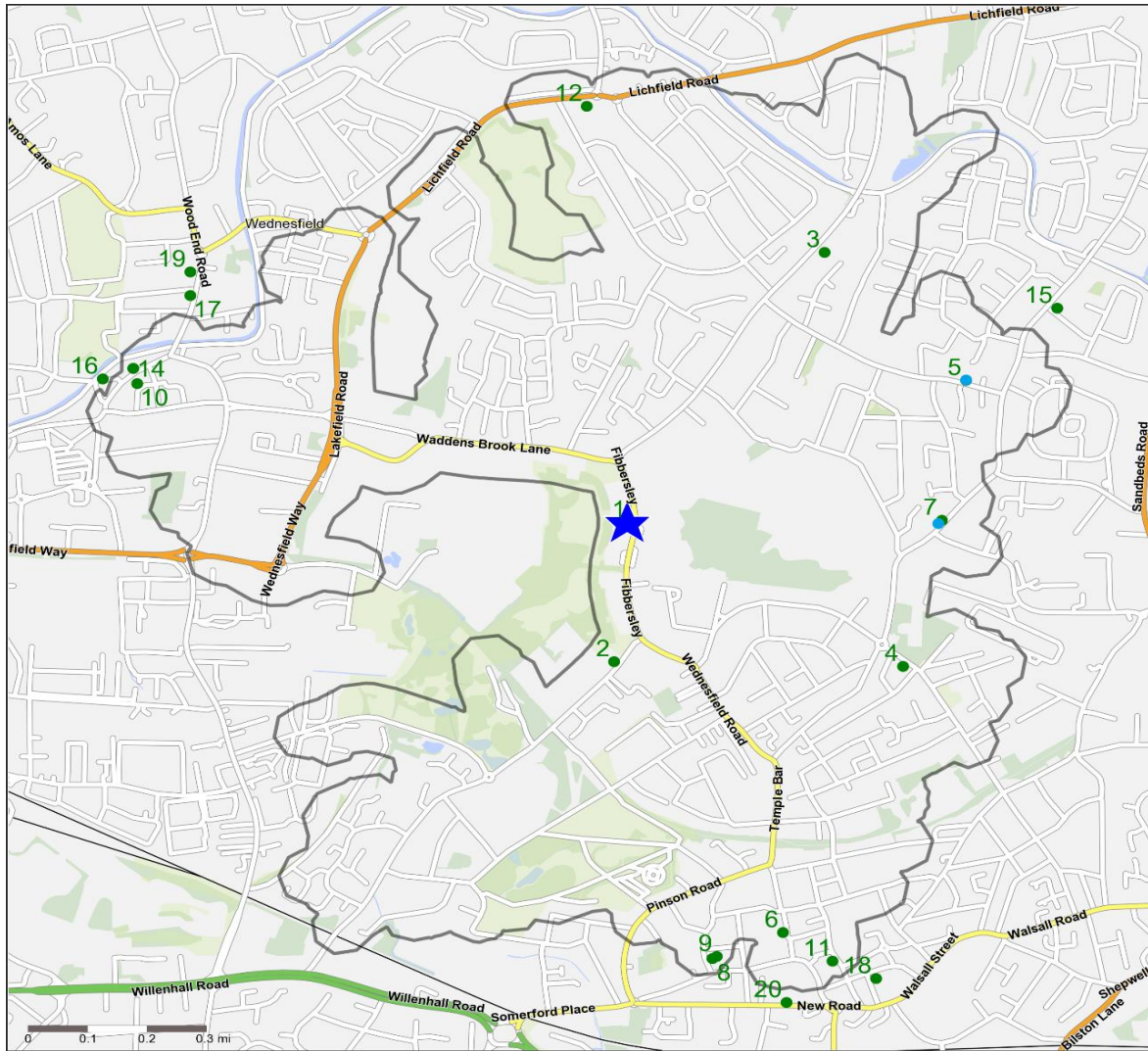
Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

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	4,391	32.9	102	2,471	18.5	109	6,503	48.7	96	
Male: Alone	4,822	36.1	121	1,916	14.3	87	6,627	49.6	92	
Male: Group	3,126	23.4	102	4,788	35.8	133	5,452	40.8	81	
Male: Pair	3,472	26.0	99	4,586	34.3	224	5,307	39.7	68	
Mixed Sex: Group	4,887	36.6	149	2,467	18.5	57	6,011	45.0	104	
Mixed Sex: Pair	4,334	32.4	134	4,955	37.1	112	4,076	30.5	71	
With Children	6,333	47.4	160	1,996	14.9	85	5,036	37.7	71	
Unknown	5,513	41.2	119	977	7.3	40	6,874	51.4	110	
For Eating:										
Upmarket	3,456	25.9	80	3,678	27.5	127	6,231	46.6	101	
Midmarket	5,471	40.9	114	1,082	8.1	89	6,812	51.0	93	
Downmarket	7,115	53.2	229	4,115	30.8	87	2,135	16.0	38	
For Drinking (monthly spend):										
Nothing	6,907	51.7	168	1,836	13.7	58	4,622	34.6	76	
Low (less than £10)	4,443	33.2	112	2,643	19.8	83	6,279	47.0	101	
Medium (Between £10 and £40)	4,443	33.2	108	2,147	16.1	89	6,774	50.7	99	
High (Greater than £40)	2,097	15.7	59	3,675	27.5	133	7,593	56.8	107	

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	106,717	27.9	87	72,519	19.0	112	202,781	53.1	105	
Male: Alone	154,460	40.4	136	69,639	18.2	110	157,918	41.3	77	
Male: Group	99,516	26.0	114	114,786	30.0	111	167,715	43.9	88	
Male: Pair	118,822	31.1	119	108,436	28.4	185	154,758	40.5	69	
Mixed Sex: Group	142,924	37.4	152	69,262	18.1	56	169,831	44.5	103	
Mixed Sex: Pair	102,250	26.8	111	154,082	40.3	122	125,686	32.9	77	
With Children	190,181	49.8	168	61,375	16.1	92	130,461	34.1	65	
Unknown	161,521	42.3	122	39,981	10.5	57	180,515	47.3	101	
For Eating:										
Upmarket	108,937	28.5	89	99,441	26.0	120	173,639	45.5	98	
Midmarket	165,687	43.4	120	43,851	11.5	126	172,479	45.1	82	
Downmarket	160,728	42.1	181	132,782	34.8	99	88,508	23.2	56	
For Drinking (monthly spend):										
Nothing	159,152	41.7	136	79,531	20.8	88	143,334	37.5	82	
Low (less than £10)	101,015	26.4	89	76,842	20.1	85	204,160	53.4	115	
Medium (Between £10 and £40)	103,949	27.2	88	60,048	15.7	87	218,019	57.1	112	
High (Greater than £40)	63,729	16.7	63	107,800	28.2	136	210,488	55.1	104	

Competitor Map

Top 20 Nearest Competitors



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★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Navigation, WV11 3SU	Star Pubs & Bars	0.0	0.2
2	442 Bar & Grill, WV13 3BB	Independent Free	6.3	1.5
3	Spread Eagle, WV11 3SD	Marston's	13.0	2.5
4	Forge Tavern, WV13 1DT	Unknown	16.3	4.1
5	Pool Hayes, WV12 4PX	Star Pubs & Bars	16.9	3.2
6	Three Crowns, WV13 1RT	Dorbiere	18.4	5.8
7	Cross Keys, WV12 4LB	Star Pubs & Bars	19.0	4.6
8	Gilberts, WV13 2NY	Independent Free	19.3	5.7
9	Falcon Inn, WV13 2NR	Independent Free	19.3	6.0
10	Dog & Partridge, WV11 1SZ	Marston's	19.6	4.6
11	Workers Rest, WV13 1PB	Independent Free	19.9	5.7
12	Lancaster, WV11 3EL	Stonegate Pub Company	20.2	4.4
13	Angel Inn, WV11 1ST	Independent Free	21.1	4.8
14	Royal Tiger, WV11 1ST	Wetherspoon	21.1	4.8
15	Jolly Collier, WV12 4QG	Star Pubs & Bars	21.4	4.6
16	Boat, WV11 1SS	Admiral Taverns Ltd	21.4	5.1
17	Vine Inn, WV11 1TN	Black Country Ales	21.7	4.6
18	Ring O Bells, WV13 1PW	Unknown	22.0	7.5
19	Cross Guns, WV11 1TW	Unknown	22.6	4.7
20	Malthouse, WV13 2BG	Wetherspoon	22.6	7.0