

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	1	328
Catchment Adults 18+	521	539	327,494
Catchment Adults 18+ Per Pub	521	539	998
Populaton Projection 2018 to 2028 (% change)	5.65%	5.77%	6.61%

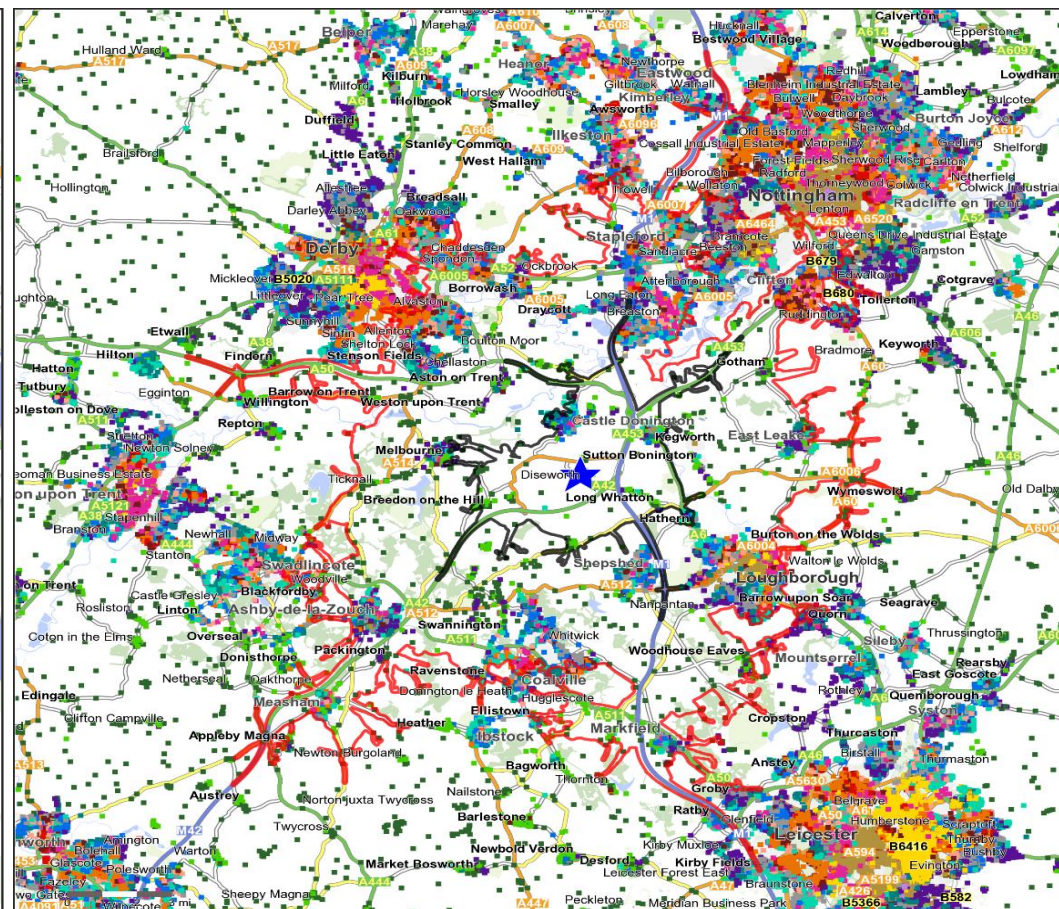
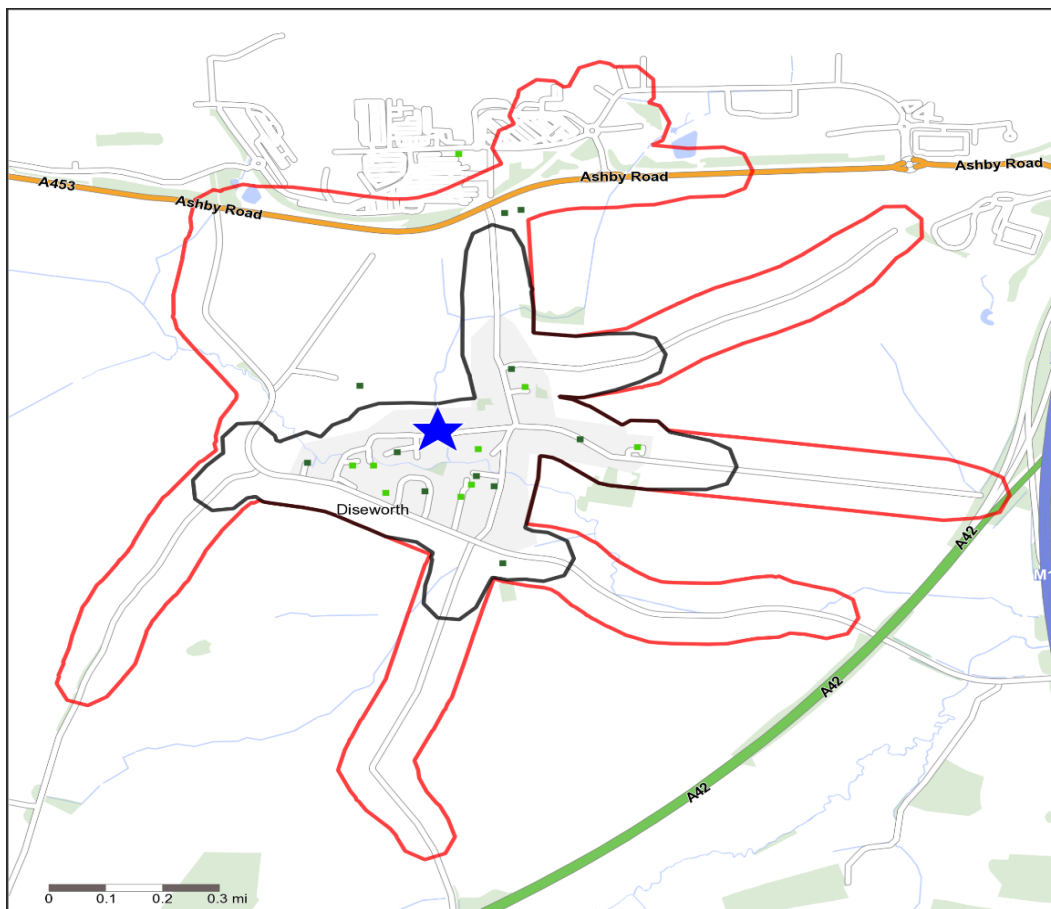
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Great Pub Great Food	521	100.0	193	1	Great Pub Great Food	539	100.0	193	1	High Street Pub	235,768	72.0	139
2	Premium Local	521	100.0	215	2	Premium Local	539	100.0	215	2	Community Pub	186,681	57.0	122
3	Bit of Style	0	0.0	0	3	Bit of Style	0	0.0	0	3	Premium Local	173,554	53.0	84
4	Circuit Bar	0	0.0	0	4	Circuit Bar	0	0.0	0	4	Great Pub Great Food	121,035	37.0	286
5	Community Pub	0	0.0	0	5	Community Pub	0	0.0	0	5	Bit of Style	78,487	24.0	59
6	Craft Led	0	0.0	0	6	Craft Led	0	0.0	0	6	Circuit Bar	50,979	15.6	58
7	High Street Pub	0	0.0	0	7	High Street Pub	0	0.0	0	7	Craft Led	34,202	10.4	101

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	71	13.6	154	73	13.5	153	27,916	8.5	96
C1	59	11.3	92	60	11.1	91	37,578	11.5	94
C2	31	6.0	72	32	5.9	72	27,803	8.5	103
DE	22	4.2	41	23	4.3	41	31,071	9.5	92

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)	20	3.8	12	21	3.9	12	117,633	35.9	108
Medium (7-13)	152	29.2	88	156	28.9	87	117,541	35.9	108
High (14-19)	317	60.8	214	329	61.0	215	60,257	18.4	65

## 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	47
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	14	595
B06	Diamond Days	0	0	34	2,200
B07	Alpha Families	0	0	214	4,116
B08	Bank of Mum and Dad	0	0	262	4,443
B09	Empty-Nest Adventure	0	0	636	12,522
C10	Wealthy Landowners	11	12	565	4,209
C11	Rural Vogue	0	0	120	1,402
C12	Scattered Homesteads	0	0	15	136
C13	Village Retirement	354	367	967	6,121
D14	Satellite Settlers	155	159	2,618	10,758
D15	Local Focus	0	0	438	2,338
D16	Outlying Seniors	0	0	453	1,969
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	30	7,023
E19	Bungalow Heaven	0	0	341	12,559
E20	Classic Grandparents	0	0	24	7,490
E21	Solo Retirees	0	0	0	5,760
F22	Boomerang Boarders	0	0	234	9,298
F23	Family Ties	0	0	27	1,629
F24	Fledgling Free	0	0	730	12,547
F25	Dependable Me	0	0	714	12,291
G26	Cafés and Catchments	0	0	0	257
G27	Thriving Independence	0	0	23	5,086
G28	Modern Parents	0	0	226	9,079
G29	Mid-Career Convention	0	0	1,182	11,819
H30	Primary Ambitions	0	0	0	2,471
H31	Affordable Fringe	0	0	234	14,814
H32	First-Rung Futures	0	0	483	14,209
H33	Contemporary Starts	0	0	1,254	11,648
H34	New Foundations	0	0	84	1,454
H35	Flying Solo	0	0	816	3,371

		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	2,927
I37	Budget Generations	0	0	247	7,291
I38	Economical Families	0	0	0	10,535
I39	Families on a Budget	0	0	0	9,335
J40	Value Rentals	0	0	0	5,178
J41	Youthful Endeavours	0	0	13	3,605
J42	Midlife Renters	0	0	415	11,206
J43	Renting Rooms	0	0	0	6,311
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	158
K47	Single Essentials	0	0	0	2,754
K48	Mature Workers	0	0	0	2,376
L49	Flatlet Seniors	0	0	0	3,132
L50	Pocket Pensions	0	0	285	6,475
L51	Retirement Communities	0	0	13	1,225
L52	Estate Veterans	0	0	0	4,209
L53	Seasoned Survivors	0	0	0	5,760
M54	Down-to-Earth Owners	0	0	53	5,677
M55	Back with the Folks	0	0	44	6,737
M56	Self Supporters	0	0	76	11,476
N57	Community Elders	0	0	0	76
N58	Culture & Comfort	0	0	0	197
N59	Large Family Living	0	0	0	504
N60	Ageing Access	0	0	0	1,074
O61	Career Builders	0	0	19	2,093
O62	Central Pulse	0	0	0	534
O63	Flexible Workforce	0	0	0	313
O64	Bus-Route Renters	0	0	131	2,163
O65	Learners & Earners	0	0	149	5,346
O66	Student Scene	0	0	0	5,581
U99	Unclassified	0	0	0	9,584
<b>Total</b>		<b>520</b>	<b>538</b>	<b>14,183</b>	<b>327,493</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

### 2. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

### 3. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

### 3. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



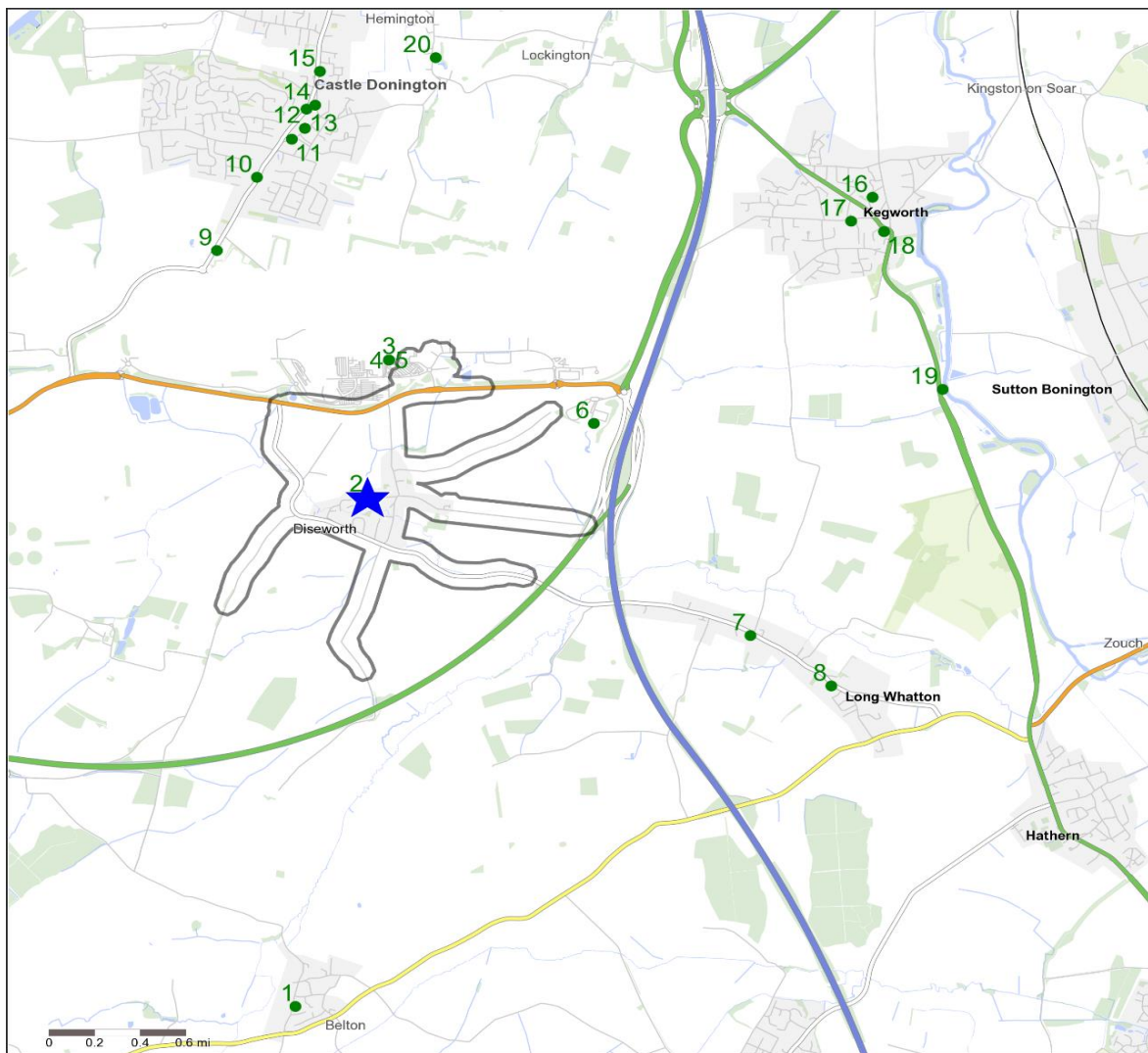
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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	0	0.0	0	159	29.5	180	379	70.3	135		
Male: Alone	0	0.0	0	0	0.0	0	539	100.0	188		
Male: Group	0	0.0	0	367	68.1	260	171	31.7	64		
Male: Pair	0	0.0	0	0	0.0	0	539	100.0	174		
Mixed Sex: Group	0	0.0	0	527	97.8	306	12	2.2	5		
Mixed Sex: Pair	159	29.5	126	367	68.1	209	12	2.2	5		
With Children	0	0.0	0	0	0.0	0	539	100.0	189		
Unknown	159	29.5	90	0	0.0	0	379	70.3	147		
<b>For Eating:</b>											
Upmarket	0	0.0	0	0	0.0	0	539	100.0	212		
Midmarket	0	0.0	0	0	0.0	0	539	100.0	181		
Downmarket	0	0.0	0	0	0.0	0	539	100.0	240		
<b>For Drinking (monthly spend):</b>											
Nothing	0	0.0	0	0	0.0	0	539	100.0	223		
Low (less than £10)	367	68.1	228	159	29.5	126	12	2.2	5		
Medium (Between £10 and £40)	0	0.0	0	379	70.3	394	159	29.5	59		
High (Greater than £40)	0	0.0	0	12	2.2	11	527	97.8	187		

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	91,648	28.0	92	50,648	15.5	95	175,614	53.6	103	
Male: Alone	97,455	29.8	100	51,132	15.6	100	169,323	51.7	97	
Male: Group	72,587	22.2	97	91,358	27.9	107	153,965	47.0	95	
Male: Pair	71,618	21.9	84	67,871	20.7	136	178,421	54.5	95	
Mixed Sex: Group	79,286	24.2	106	100,151	30.6	96	138,473	42.3	96	
Mixed Sex: Pair	108,189	33.0	141	95,928	29.3	90	113,793	34.7	81	
With Children	103,135	31.5	109	57,236	17.5	104	157,539	48.1	91	
Unknown	96,669	29.5	90	48,688	14.9	83	172,553	52.7	110	
<b>For Eating:</b>										
Upmarket	91,583	28.0	91	62,373	19.0	91	163,954	50.1	106	
Midmarket	86,148	26.3	77	19,286	5.9	65	212,476	64.9	117	
Downmarket	106,245	32.4	146	126,966	38.8	111	84,699	25.9	62	
<b>For Drinking (monthly spend):</b>										
Nothing	84,035	25.7	85	94,932	29.0	123	138,943	42.4	95	
Low (less than £10)	97,504	29.8	100	91,719	28.0	119	128,687	39.3	87	
Medium (Between £10 and £40)	97,721	29.8	98	48,068	14.7	82	172,121	52.6	105	
High (Greater than £40)	63,291	19.3	75	72,096	22.0	107	182,523	55.7	107	

## 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	Queens Head, LE12 9TP	Independent Free	0.0	8.6
2	Plough Inn, DE74 2QJ	Star Pubs & Bars	0.0	0.0
3	3 Cities Bar, DE74 2SA	SSP	21.1	3.4
4	Castle Rock Taproom And Kitchen, DE74 2SA	*Other Small Retail Groups	21.1	3.4
5	Escape Lounge, DE74 2SA	*Other Small Retail Groups	21.1	3.4
6	Harvester Moto, DE74 2TN	Mitchells & Butlers	35.3	5.0
7	Falcon Inn, LE12 5DG	Everards	41.0	5.3
8	Royal Oak, LE12 5DB	Unknown	49.2	6.5
9	Nags Head Inn, DE74 2PR	Marston's	56.4	5.7
10	Castle Inn, DE74 2PP	Independent Free	64.6	6.8
11	Tylers Restaurant, DE74 2JB	Independent Free	70.9	7.7
12	Chequered Flag, DE74 2LA	Independent Free	72.0	8.1
13	Cross Keys Inn, DE74 2NR	Ei Group	72.3	8.0
14	Jolly Potters, DE74 2NH	Ei Group	73.5	8.8
15	Lamb Inn, DE74 2NJ	Marston's	77.1	8.6
16	Cap & Stocking, DE74 2FF	Star Pubs & Bars	77.7	8.3
17	Red Lion, DE74 2DA	Independent Free	78.6	6.9
18	Jee Ja Jee, DE74 2EE	Independent Free	79.5	7.7
19	Otter, DE74 2EY	Mitchells & Butlers	95.4	9.2
20	Jolly Sailor, DE74 2RB	Greene King	97.2	9.5