

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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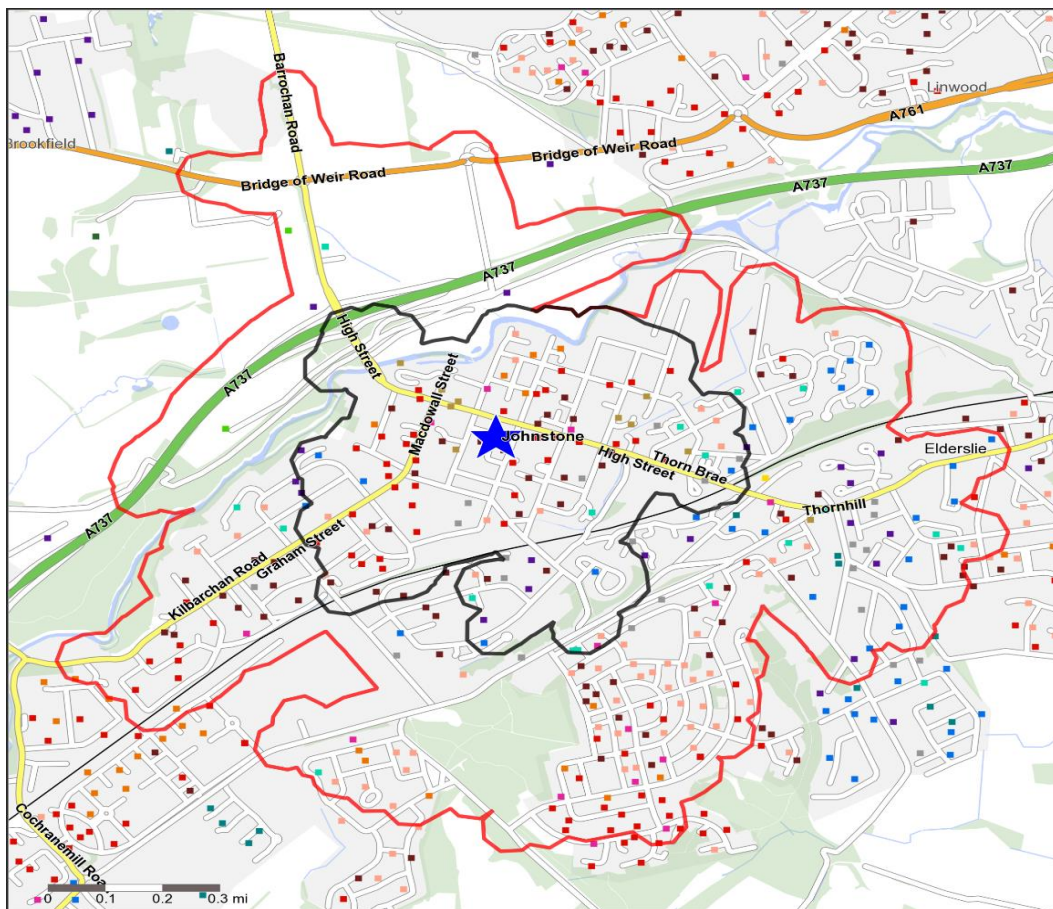
Number of Pubs	11	14	312
Catchment Adults 18+	3,551	9,874	319,867
Catchment Adults 18+ Per Pub	323	705	1,025
Populaton Projection 2018 to 2028 (% change)	0.12%	0.12%	1.14%

Rank	Type	10 Minute Walktime			Rank	Type	20 Minute Walktime			Rank	Type	20 Minute Drivetime		
		Target Customers	% of Population	Index			Target Customers	% of Population	Index			Target Customers	% of Population	Index
1	Community Pub	3,265	91.9	178	1	High Street Pub	8,372	84.8	164	1	High Street Pub	255,017	79.7	154
2	High Street Pub	2,962	83.4	179	2	Community Pub	8,020	81.2	174	2	Community Pub	207,942	65.0	139
3	Circuit Bar	1,450	40.8	65	3	Premium Local	3,465	35.1	56	3	Premium Local	127,512	39.9	63
4	Craft Led	1,021	28.8	222	4	Circuit Bar	2,614	26.5	205	4	Great Pub Great Food	90,232	28.2	218
5	Premium Local	597	16.8	42	5	Craft Led	2,050	20.8	51	5	Circuit Bar	89,065	27.8	69
6	Great Pub Great Food	302	8.5	32	6	Great Pub Great Food	1,498	15.2	57	6	Bit of Style	76,268	23.8	89
7	Bit of Style	163	4.6	45	7	Bit of Style	710	7.2	70	7	Craft Led	69,272	21.7	210

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	145	4.1	46	458	4.6	52	24,454	7.6	86
C1	527	14.8	121	1,302	13.2	108	48,213	15.1	123
C2	366	10.3	125	952	9.6	117	26,928	8.4	102
DE	640	18.0	175	1,555	15.7	153	42,574	13.3	129

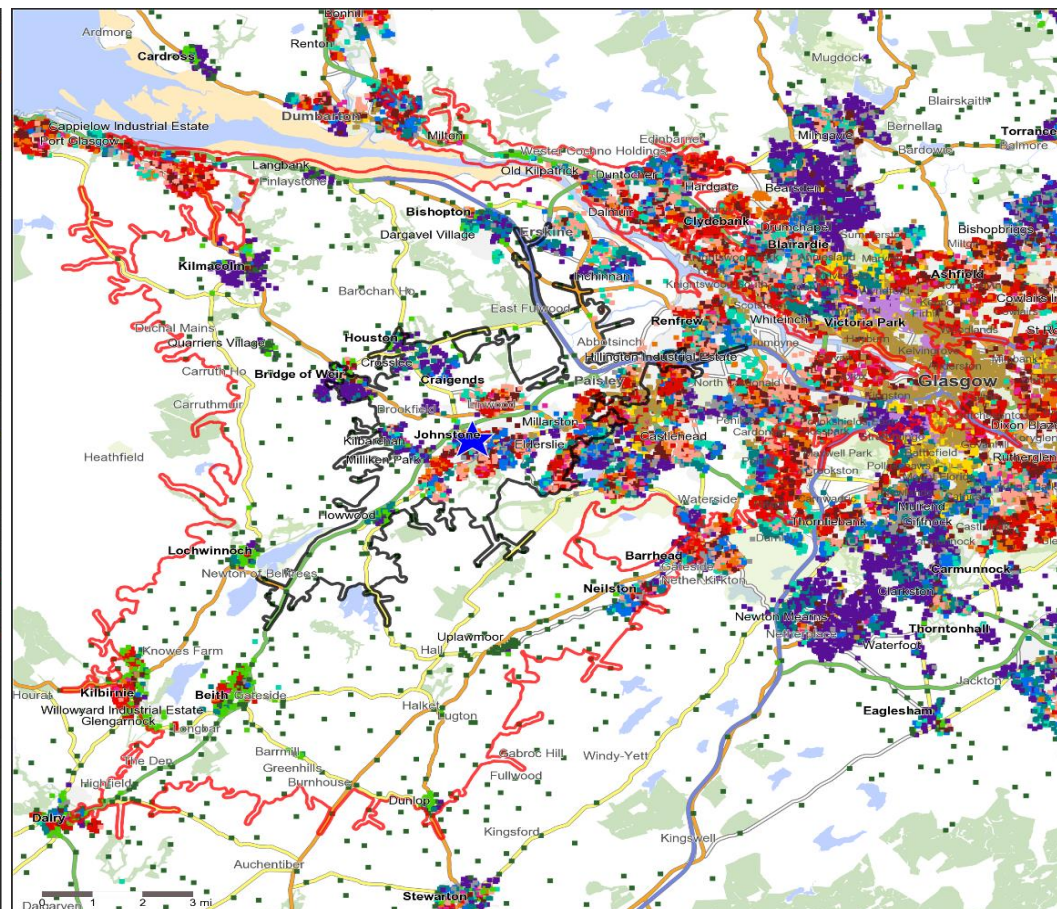
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,964	55.3	167	4,975	50.4	152	130,386	40.8	123
Medium (7-13)	940	26.5	80	2,989	30.3	91	105,776	33.1	100
High (14-19)	157	4.4	16	853	8.6	30	53,736	16.8	59

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

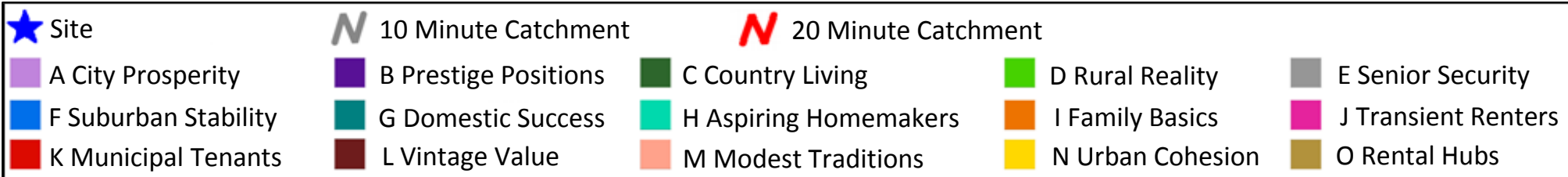


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## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	24
A02	Uptown Elite	0	0	0	1,753
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	479
B05	Premium Fortunes	10	14	643	3,892
B06	Diamond Days	0	0	758	3,819
B07	Alpha Families	0	66	1,528	4,522
B08	Bank of Mum and Dad	19	186	1,061	5,087
B09	Empty-Nest Adventure	46	141	1,720	6,648
C10	Wealthy Landowners	0	16	345	1,736
C11	Rural Vogue	0	9	108	1,016
C12	Scattered Homesteads	0	0	102	911
C13	Village Retirement	0	1	140	1,620
D14	Satellite Settlers	0	8	486	2,881
D15	Local Focus	0	0	377	3,360
D16	Outlying Seniors	0	0	399	3,400
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	97	274	4,361
E19	Bungalow Heaven	5	177	240	1,290
E20	Classic Grandparents	22	165	776	3,753
E21	Solo Retirees	108	164	324	2,978
F22	Boomerang Boarders	144	389	1,427	8,276
F23	Family Ties	0	446	1,242	3,646
F24	Fledgling Free	0	0	541	2,193
F25	Dependable Me	65	354	1,553	6,610
G26	Cafés and Catchments	0	0	0	3,549
G27	Thriving Independence	0	87	187	2,638
G28	Modern Parents	0	0	2,875	14,090
G29	Mid-Career Convention	0	28	1,632	7,105
H30	Primary Ambitions	61	286	937	5,335
H31	Affordable Fringe	22	170	1,640	6,275
H32	First-Rung Futures	95	186	724	6,000
H33	Contemporary Starts	0	0	555	3,000
H34	New Foundations	0	0	76	768
H35	Flying Solo	0	0	221	682

		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	75	75	122	1,326
I37	Budget Generations	0	98	302	1,831
I38	Economical Families	2	50	667	2,589
I39	Families on a Budget	88	231	3,113	7,820
J40	Value Rentals	7	123	1,135	2,437
J41	Youthful Endeavours	10	129	402	1,625
J42	Midlife Renters	0	0	144	803
J43	Renting Rooms	148	148	657	3,976
K44	Inner City Stalwarts	0	0	2	1,910
K45	City Diversity	0	0	0	1,227
K46	High Rise Residents	68	68	730	7,377
K47	Single Essentials	926	1,865	7,287	34,183
K48	Mature Workers	33	137	1,206	5,664
L49	Flatlet Seniors	508	884	2,220	15,885
L50	Pocket Pensions	72	317	805	2,563
L51	Retirement Communities	32	56	242	3,273
L52	Estate Veterans	14	201	811	5,211
L53	Seasoned Survivors	74	283	1,315	6,319
M54	Down-to-Earth Owners	135	981	5,046	15,966
M55	Back with the Folks	19	244	1,172	11,370
M56	Self Supporters	323	498	1,420	7,269
N57	Community Elders	0	0	0	290
N58	Culture & Comfort	0	0	0	829
N59	Large Family Living	0	0	0	396
N60	Ageing Access	0	61	392	7,665
O61	Career Builders	0	0	39	2,020
O62	Central Pulse	0	0	33	19,962
O63	Flexible Workforce	0	0	12	2,427
O64	Bus-Route Renters	419	435	2,390	16,421
O65	Learners & Earners	0	0	5	1,119
O66	Student Scene	0	0	0	2,878
U99	Unclassified	0	0	122	1,534
<b>Total</b>		<b>3,550</b>	<b>9,874</b>	<b>54,682</b>	<b>319,862</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. 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. L49 Flatlet Seniors

Ageing singles with basic income renting small flats in centrally located developments



- Ageing singles
- Vulnerable to poor health
- 1 bedroom socially rented units
- Disabled parking permits
- Low income
- City location

## 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. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

### 3. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



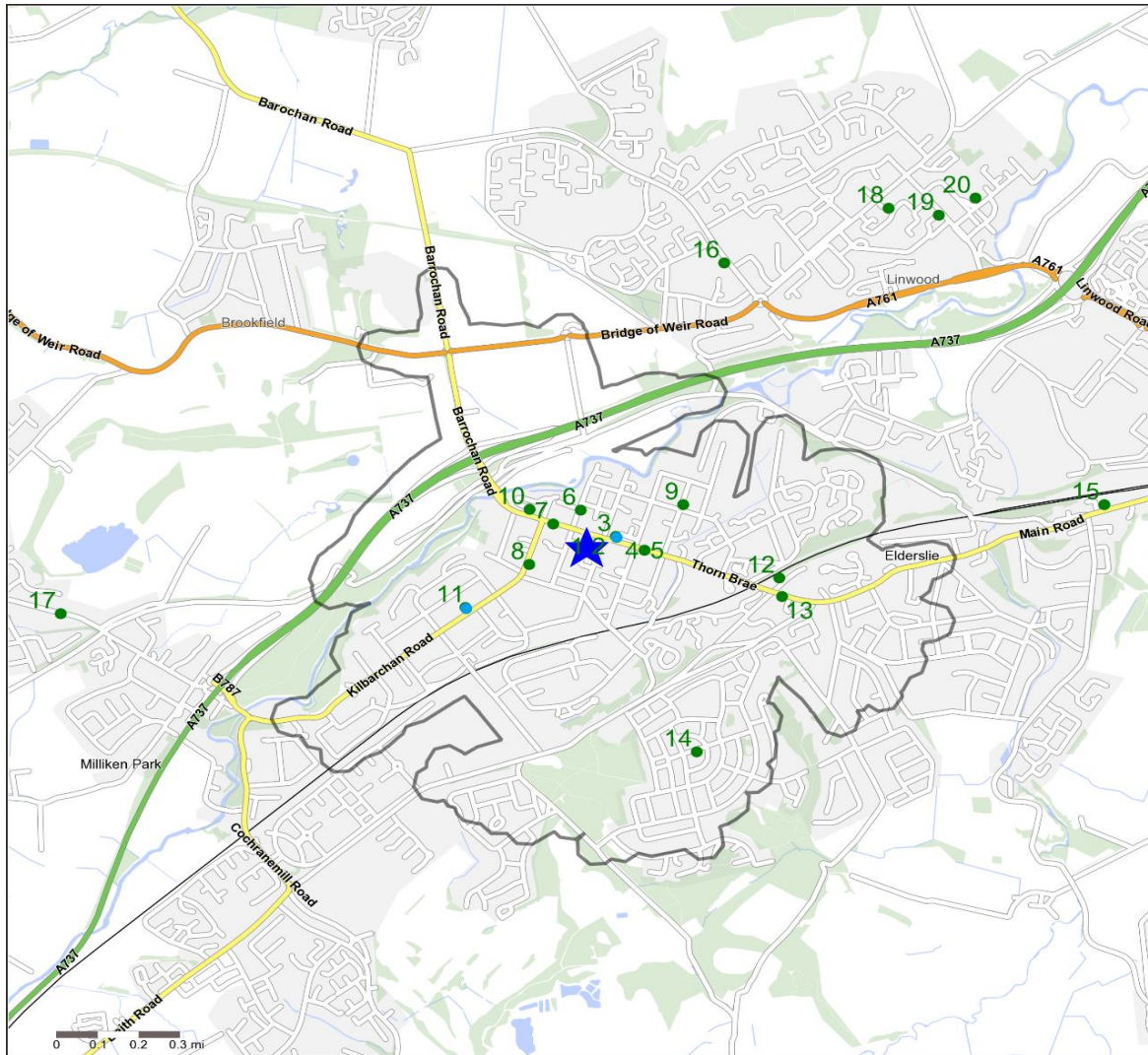
- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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	4,153	42.1	139	565	5.7	35	5,156	52.2	100		
Male: Alone	4,583	46.4	156	2,402	24.3	156	2,889	29.3	55		
Male: Group	3,290	33.3	146	4,647	47.1	180	1,937	19.6	40		
Male: Pair	5,135	52.0	199	1,683	17.0	112	3,055	30.9	54		
Mixed Sex: Group	3,654	37.0	162	3,074	31.1	97	3,145	31.9	73		
Mixed Sex: Pair	2,168	22.0	94	5,451	55.2	170	2,255	22.8	53		
With Children	4,124	41.8	144	955	9.7	57	4,794	48.6	92		
Unknown	1,390	14.1	43	1,899	19.2	107	6,585	66.7	139		
<b>For Eating:</b>											
Upmarket	2,342	23.7	77	2,543	25.8	124	4,988	50.5	107		
Midmarket	4,398	44.5	130	435	4.4	49	5,040	51.0	92		
Downmarket	3,755	38.0	171	4,748	48.1	138	1,370	13.9	33		
<b>For Drinking (monthly spend):</b>											
Nothing	5,152	52.2	173	2,257	22.9	97	2,464	25.0	56		
Low (less than £10)	2,214	22.4	75	2,089	21.2	90	5,570	56.4	124		
Medium (Between £10 and £40)	2,227	22.6	74	1,618	16.4	92	6,029	61.1	121		
High (Greater than £40)	1,918	19.4	75	1,919	19.4	95	6,037	61.1	117		

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	152,439	47.7	157	26,671	8.3	51	139,223	43.5	84			
Male: Alone	114,318	35.7	120	82,302	25.7	165	121,714	38.1	71			
Male: Group	102,840	32.2	141	111,978	35.0	134	103,516	32.4	65			
Male: Pair	150,517	47.1	180	37,280	11.7	76	130,536	40.8	71			
Mixed Sex: Group	120,833	37.8	165	98,193	30.7	96	99,307	31.0	71			
Mixed Sex: Pair	105,498	33.0	141	131,707	41.2	127	81,128	25.4	59			
With Children	117,355	36.7	127	38,563	12.1	72	162,416	50.8	96			
Unknown	91,835	28.7	87	64,852	20.3	113	161,646	50.5	105			
<b>For Eating:</b>												
Upmarket	110,354	34.5	113	72,911	22.8	109	135,068	42.2	89			
Midmarket	147,605	46.1	134	13,686	4.3	47	157,043	49.1	89			
Downmarket	93,928	29.4	132	159,533	49.9	143	64,872	20.3	49			
<b>For Drinking (monthly spend):</b>												
Nothing	122,839	38.4	127	84,631	26.5	112	110,863	34.7	77			
Low (less than £10)	93,024	29.1	97	58,976	18.4	79	166,334	52.0	115			
Medium (Between £10 and £40)	115,945	36.2	118	59,716	18.7	105	142,672	44.6	89			
High (Greater than £40)	102,660	32.1	124	70,498	22.0	107	145,175	45.4	87			

## 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	Keystone, PA 5 8DT	Star Pubs & Bars	1.8	1.1
2	Nip Inn, PA 5 8DT	Rosemount Taverns	1.8	1.1
3	Coanes Bar, PA 5 8AH	Star Pubs & Bars	2.4	0.8
4	Black Cart, PA 5 8JU	Independent Free	3.9	0.8
5	Globe Bar, PA 5 8JU	Independent Free	3.9	0.8
6	Rennies, PA 5 8AR	Independent Free	3.9	0.8
7	New County Inn, PA 5 8QG	Independent Free	3.9	1.0
8	Paddock, PA 5 8QJ	Independent Free	6.3	1.4
9	Cartside Bar, PA 5 8BX	Independent Free	6.9	1.9
10	Twenty Ten, PA 5 8SP	Independent Free	8.2	1.0
11	Hagg Bar, PA 5 8QY	Star Pubs & Bars	9.4	2.2
12	Silver Tassie, PA 5 8JB	Independent Free	10.9	2.4
13	Thorn Inn, PA 5 8JG	Independent Free	11.8	2.2
14	Castle, PA 5 0BP	G1 Group	16.0	3.3
15	Elderslie Inn, PA 5 9AX	Independent Free	28.1	6.0
16	Clippens Inn, PA 3 3PU	Independent Free	30.8	4.8
17	Trust Inn, PA10 2ET	Star Pubs & Bars	32.6	5.0
18	Linwood Farm, PA 3 3FE	Greene King	36.8	5.9
19	Heritage, PA 3 3DL	Hawthorn Leisure	40.7	5.7
20	Tavern Bar, PA 3 3AJ	Independent Free	42.9	5.6