

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

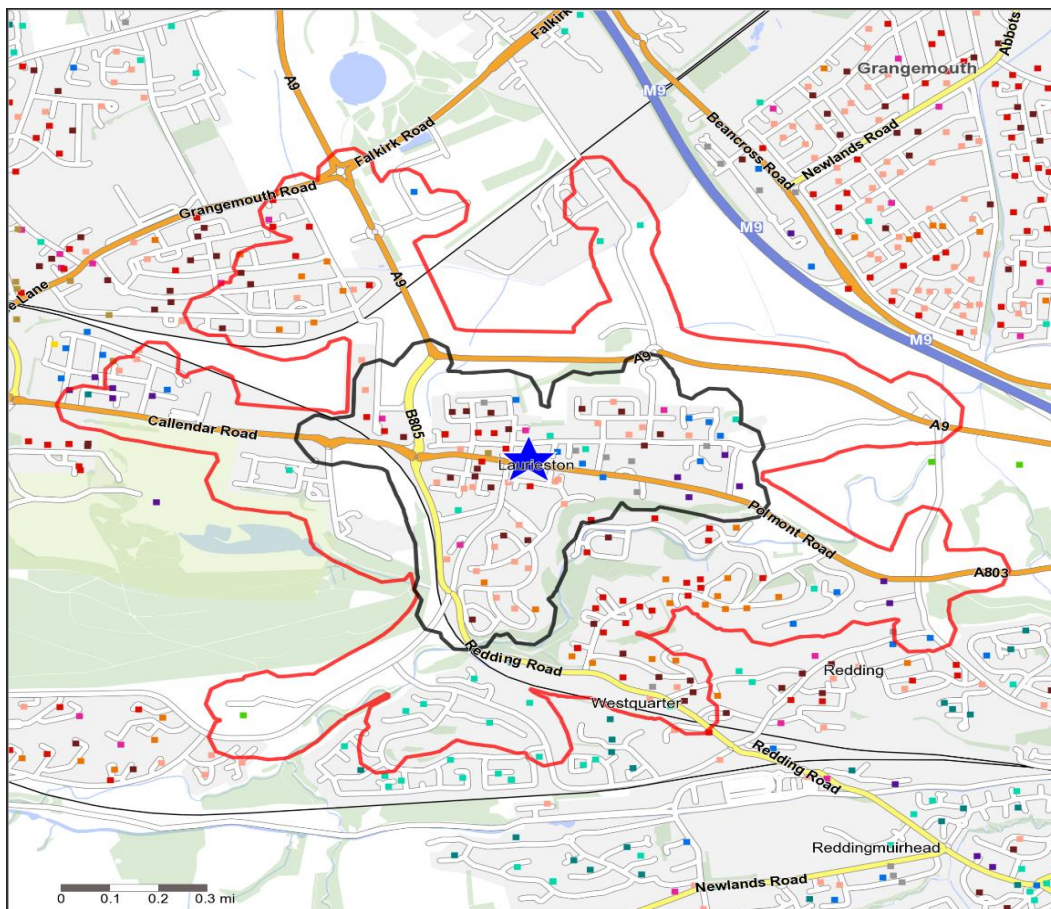
Number of Pubs	2	3	169
Catchment Adults 18+	2,340	5,103	211,836
Catchment Adults 18+ Per Pub	1,170	1,701	1,253
Populaton Projection 2018 to 2028 (% change)	4.58%	4.32%	3.69%

		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	2,202	94.1	182	1	High Street Pub	4,479	87.8	169	1	High Street Pub	170,011	80.3	155
2	Community Pub	2,116	90.4	194	2	Community Pub	4,313	84.5	181	2	Community Pub	140,536	66.3	142
3	Premium Local	932	39.8	63	3	Premium Local	1,815	35.6	56	3	Premium Local	108,045	51.0	81
4	Circuit Bar	436	18.6	144	4	Circuit Bar	1,045	20.5	158	4	Great Pub Great Food	65,505	30.9	239
5	Craft Led	359	15.3	38	5	Craft Led	687	13.5	33	5	Bit of Style	49,070	23.2	57
6	Great Pub Great Food	297	12.7	47	6	Great Pub Great Food	595	11.7	43	6	Circuit Bar	41,325	19.5	73
7	Bit of Style	135	5.8	56	7	Bit of Style	548	10.7	104	7	Craft Led	25,232	11.9	116

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	91	3.9	44	218	4.3	48	14,857	7.0	79
C1	256	10.9	89	610	12.0	97	27,728	13.1	107
C2	264	11.3	137	550	10.8	131	20,708	9.8	118
DE	287	12.3	119	687	13.5	131	25,273	11.9	116

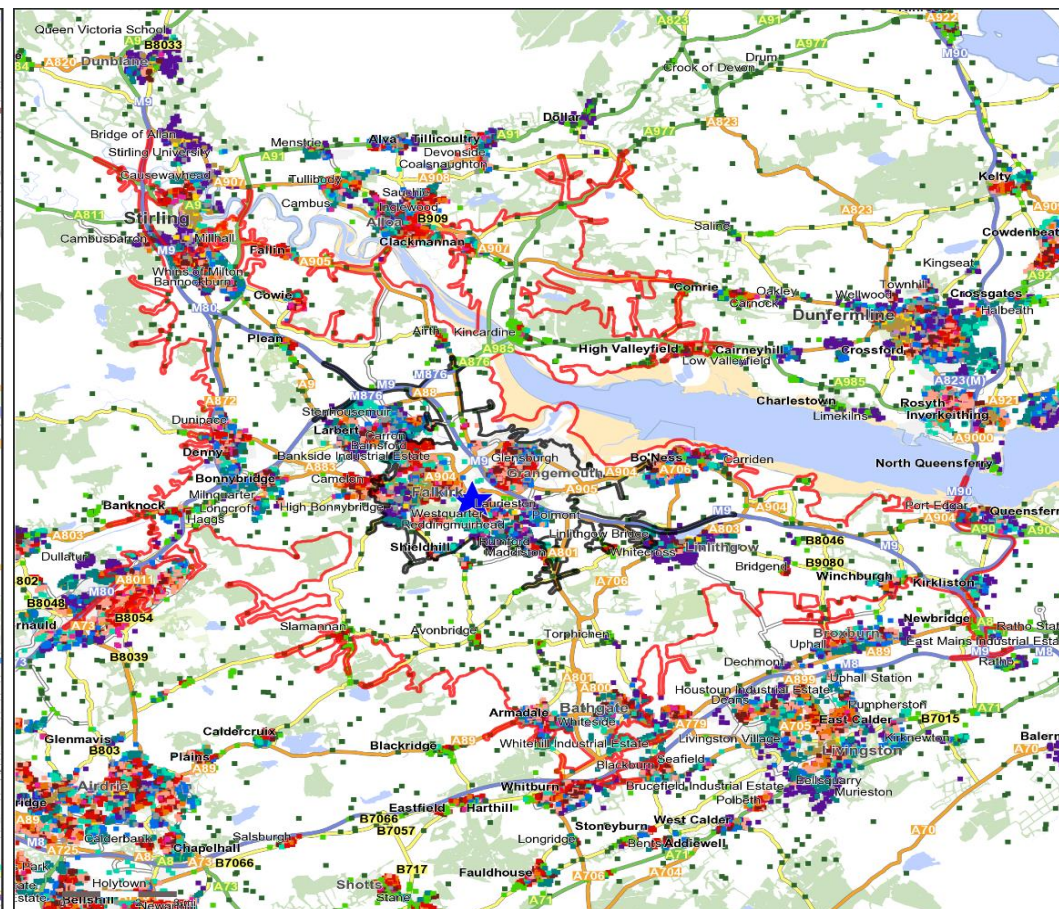
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,380	59.0	178	3,332	65.3	197	98,496	46.5	140
Medium (7-13)	616	26.3	79	1,161	22.8	69	64,889	30.6	92
High (14-19)	162	6.9	24	389	7.6	27	37,928	17.9	63

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



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

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



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



# 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	124	419
B06	Diamond Days		0	0	294	1,009
B07	Alpha Families		2	2	754	3,234
B08	Bank of Mum and Dad		33	103	950	2,846
B09	Empty-Nest Adventure		39	172	2,819	7,721
C10	Wealthy Landowners		0	1	40	1,473
C11	Rural Vogue		4	6	73	1,500
C12	Scattered Homesteads		0	3	128	1,087
C13	Village Retirement		1	1	85	1,483
D14	Satellite Settlers		2	3	118	1,842
D15	Local Focus		0	0	43	3,038
D16	Outlying Seniors		0	0	62	3,720
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		15	15	1,147	2,168
E19	Bungalow Heaven		0	0	582	2,284
E20	Classic Grandparents		61	66	1,180	2,059
E21	Solo Retirees		64	64	417	1,107
F22	Boomerang Boarders		67	73	1,582	4,361
F23	Family Ties		0	0	283	1,841
F24	Fledgling Free		75	97	677	3,162
F25	Dependable Me		85	235	2,604	6,501
G26	Cafés and Catchments		0	0	143	171
G27	Thriving Independence		0	0	503	1,004
G28	Modern Parents		0	56	5,210	19,922
G29	Mid-Career Convention		0	0	1,452	5,799
H30	Primary Ambitions		0	1	562	1,004
H31	Affordable Fringe		58	61	1,075	4,615
H32	First-Rung Futures		92	133	1,586	4,792
H33	Contemporary Starts		0	268	1,858	8,793
H34	New Foundations		0	7	42	532
H35	Flying Solo		1	2	101	713

			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	55	483
I37	Budget Generations		39	294	729	3,926
I38	Economical Families		54	54	649	1,401
I39	Families on a Budget		0	304	1,383	5,448
J40	Value Rentals		41	81	1,354	5,637
J41	Youthful Endeavours		32	32	274	701
J42	Midlife Renters		0	0	832	1,910
J43	Renting Rooms		0	0	171	286
K44	Inner City Stalwarts		0	0	0	0
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	0	1,195	1,410
K47	Single Essentials		266	552	9,090	19,023
K48	Mature Workers		67	508	2,716	11,884
L49	Flatlet Seniors		56	56	1,154	2,968
L50	Pocket Pensions		107	158	718	3,229
L51	Retirement Communities		0	0	621	1,564
L52	Estate Veterans		269	600	2,532	11,764
L53	Seasoned Survivors		105	108	915	1,799
M54	Down-to-Earth Owners		458	577	6,034	20,081
M55	Back with the Folks		102	110	1,249	4,004
M56	Self Supporters		99	247	2,254	5,149
N57	Community Elders		0	0	0	0
N58	Culture & Comfort		0	0	0	1
N59	Large Family Living		0	0	0	0
N60	Ageing Access		0	0	297	630
O61	Career Builders		0	0	253	685
O62	Central Pulse		0	0	18	18
O63	Flexible Workforce		0	0	0	0
O64	Bus-Route Renters		45	51	3,001	6,752
O65	Learners & Earners		0	0	0	0
O66	Student Scene		0	0	0	0
U99	Unclassified		0	0	742	882
<b>Total</b>			<b>2,339</b>	<b>5,101</b>	<b>64,730</b>	<b>211,835</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 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. 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

## 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. 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

### 3. K47 Single Essentials

Singles renting small social flats in town centres



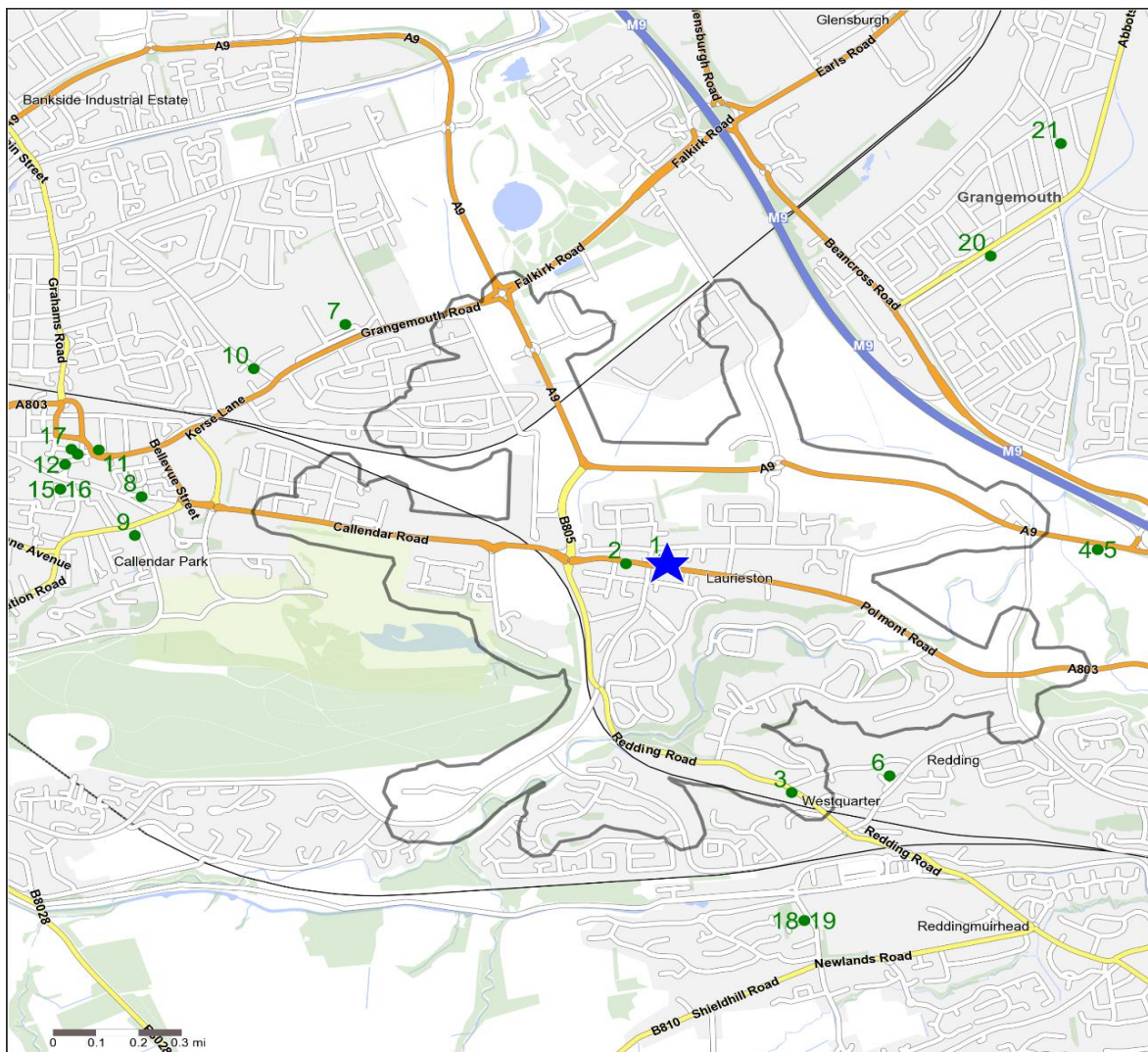
- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

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	1,357	26.6	88	361	7.1	43	3,386	66.4	127	
Male: Alone	1,615	31.6	106	994	19.5	125	2,494	48.9	92	
Male: Group	1,437	28.2	123	1,658	32.5	124	2,009	39.4	79	
Male: Pair	1,662	32.6	125	850	16.7	109	2,592	50.8	89	
Mixed Sex: Group	1,155	22.6	99	1,147	22.5	70	2,801	54.9	125	
Mixed Sex: Pair	818	16.0	68	1,988	39.0	120	2,297	45.0	105	
With Children	1,428	28.0	97	900	17.6	105	2,776	54.4	103	
Unknown	660	12.9	39	431	8.4	47	4,012	78.6	164	
<b>For Eating:</b>										
Upmarket	963	18.9	62	785	15.4	74	3,356	65.8	139	
Midmarket	1,320	25.9	75	338	6.6	73	3,446	67.5	122	
Downmarket	2,127	41.7	188	1,982	38.8	111	994	19.5	47	
<b>For Drinking (monthly spend):</b>										
Nothing	2,403	47.1	156	1,231	24.1	102	1,470	28.8	64	
Low (less than £10)	942	18.5	62	1,023	20.0	85	3,139	61.5	136	
Medium (Between £10 and £40)	937	18.4	60	786	15.4	86	3,380	66.2	132	
High (Greater than £40)	810	15.9	61	1,349	26.4	129	2,945	57.7	110	

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	80,086	37.8	125	18,108	8.5	52	112,761	53.2	102		
Male: Alone	66,389	31.3	105	58,927	27.8	178	85,638	40.4	76		
Male: Group	48,806	23.0	101	68,466	32.3	123	93,683	44.2	89		
Male: Pair	64,090	30.3	116	21,567	10.2	67	125,297	59.1	103		
Mixed Sex: Group	45,892	21.7	95	80,496	38.0	119	84,567	39.9	91		
Mixed Sex: Pair	59,894	28.3	121	77,088	36.4	112	73,972	34.9	82		
With Children	76,328	36.0	125	35,356	16.7	99	99,271	46.9	89		
Unknown	52,812	24.9	76	28,132	13.3	74	130,010	61.4	128		
<b>For Eating:</b>											
Upmarket	46,159	21.8	71	54,135	25.6	123	110,661	52.2	111		
Midmarket	55,907	26.4	77	7,346	3.5	38	147,701	69.7	126		
Downmarket	71,591	33.8	152	100,012	47.2	135	39,351	18.6	45		
<b>For Drinking (monthly spend):</b>											
Nothing	86,004	40.6	134	65,884	31.1	132	59,066	27.9	62		
Low (less than £10)	62,477	29.5	99	52,674	24.9	106	95,803	45.2	100		
Medium (Between £10 and £40)	60,344	28.5	93	40,770	19.2	108	109,840	51.9	103		
High (Greater than £40)	48,539	22.9	89	57,599	27.2	132	104,816	49.5	95		

## Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site   
 ● Star Pubs   
 ● Pubs   
 N Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Tam Bain Tavern, FK 2 9PS	Star Pubs & Bars	0.0	0.2
2	Martyns, FK 2 9PR	Independent Free	2.4	0.6
3	Birrells Bar, FK 2 9XL	Independent Free	18.4	3.5
4	Beancross Family Restaurant, FK 2 0XS	Independent Free	23.8	3.9
5	Cadgers Brae, FK 2 0XS	Whittbread	23.8	3.9
6	Quoits, FK 2 9YD	Independent Free	25.1	4.1
7	Pennies & Changes, FK 2 9AD	Independent Free	26.0	3.9
8	Katie's Bar, FK 1 1XS	Star Pubs & Bars	26.6	4.6
9	Cladhan Hotel, FK 1 1UF	Independent Free	27.5	4.9
10	Mill Inn, FK 2 7AB	Independent Free	27.8	4.0
11	Orchard Hotel, FK 1 1RG	Independent Free	30.5	5.2
12	Jolly Gin And Craft, FK 1 1NJ	Independent Free	31.4	5.9
13	Aitkens Bar, FK 1 1NU	Kingdom Taverns	31.4	6.0
14	Bar One, FK 1 1NU	Independent Free	31.4	6.0
15	Courtyard, FK 1 1PF	Independent Free	32.0	5.5
16	Wheatsheaf Inn, FK 1 1PF	Independent Free	32.0	5.5
17	Carron Works, FK 1 1NB	Wetherspoon	32.3	5.7
18	Canalside Pub & Grill, FK 2 0DP	Independent Free	33.2	6.3
19	Fuscus, FK 2 0DP	Independent Free	33.2	6.3
20	Ellwyn, FK 3 8NT	Retail & Licensed Properties	48.3	6.7