

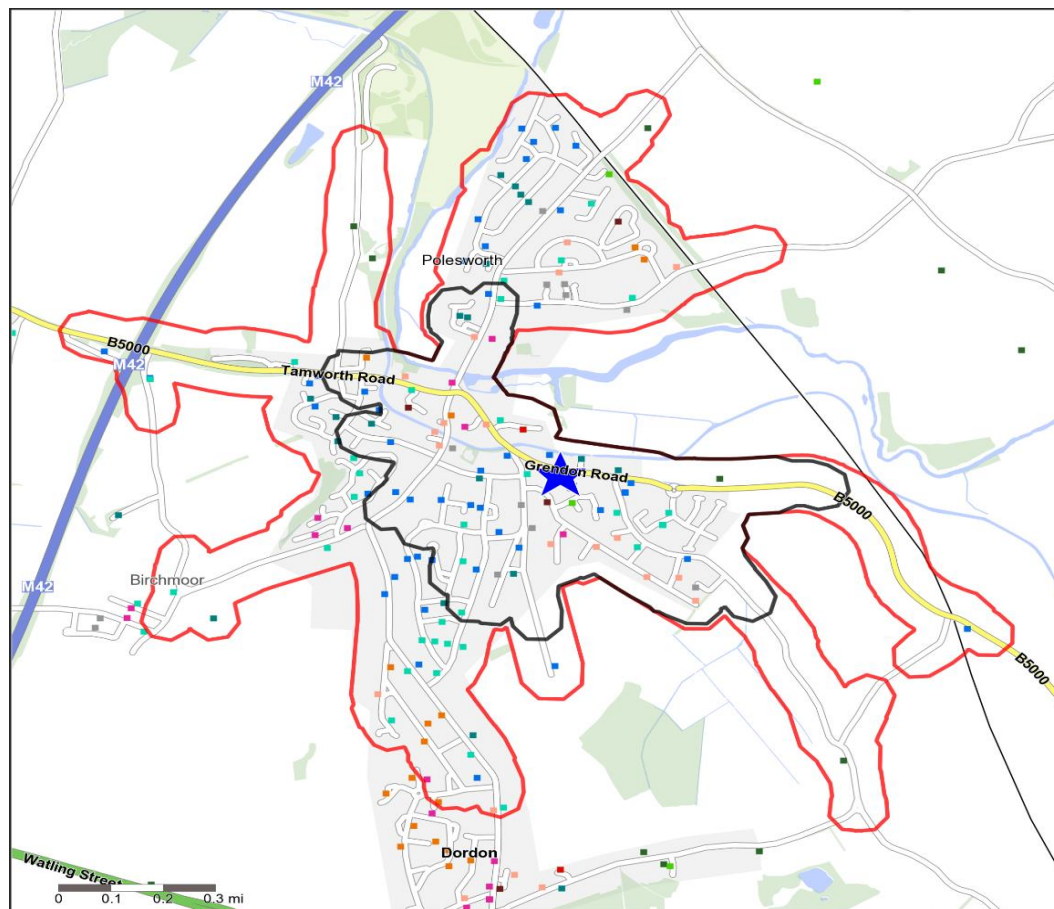
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	3	6	181
Catchment Adults 18+	2,291	5,957	157,255
Catchment Adults 18+ Per Pub	764	993	869
Populaton Projection 2018 to 2028 (% change)	2.94%	3.17%	2.82%

		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	2,105	91.9	177	1	High Street Pub	5,526	92.8	179	1	High Street Pub	112,703	71.7	138
2	Premium Local	1,535	67.0	144	2	Premium Local	4,031	67.7	145	2	Premium Local	92,474	58.8	126
3	Community Pub	1,320	57.6	91	3	Community Pub	3,331	55.9	89	3	Community Pub	87,287	55.5	88
4	Great Pub Great Food	822	35.9	277	4	Great Pub Great Food	2,591	43.5	336	4	Great Pub Great Food	71,696	45.6	353
5	Bit of Style	397	17.3	43	5	Bit of Style	1,326	22.3	55	5	Bit of Style	30,035	19.1	47
6	Circuit Bar	251	11.0	41	6	Circuit Bar	537	9.0	34	6	Circuit Bar	15,058	9.6	36
7	Craft Led	219	9.6	93	7	Craft Led	431	7.2	70	7	Craft Led	7,883	5.0	49

	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	129	5.6	64	364	6.1	69	11,811	7.5	85
C1	236	10.3	84	626	10.5	86	17,987	11.4	93
C2	230	10.0	122	630	10.6	128	14,293	9.1	110
DE	236	10.3	100	599	10.1	98	15,981	10.2	99

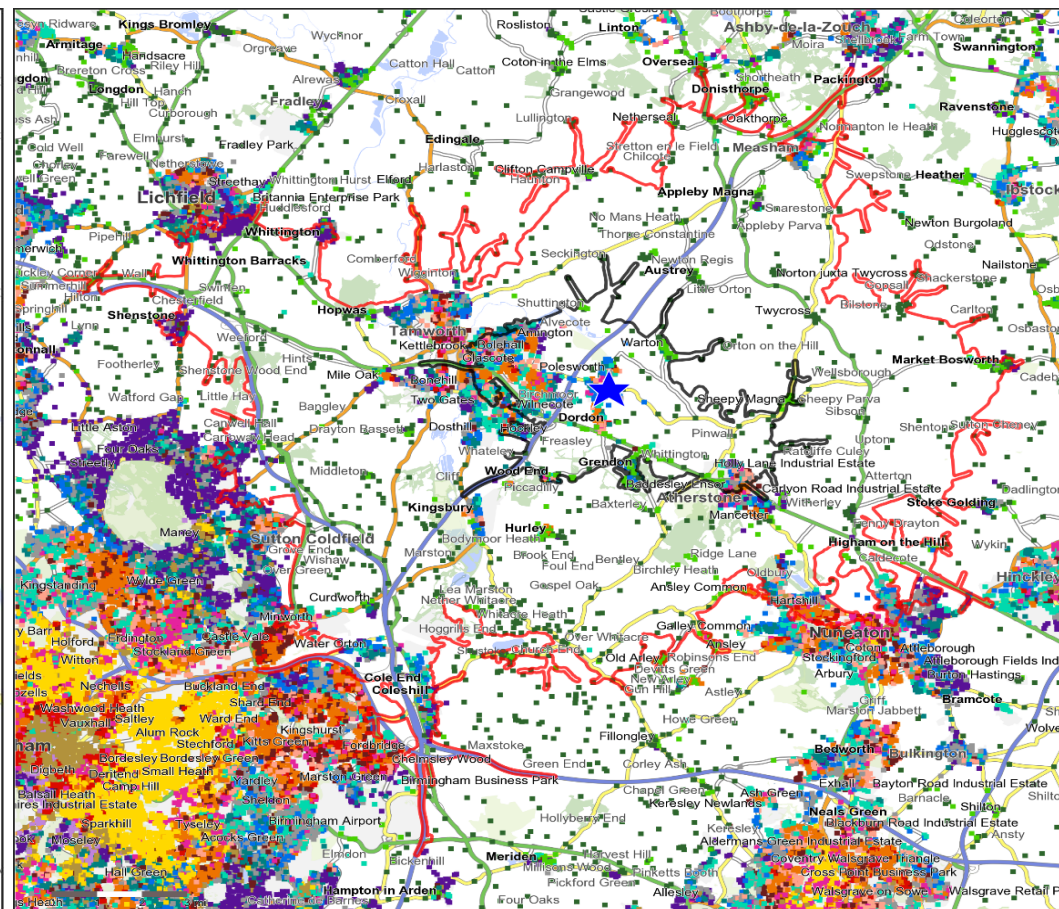
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	729	31.8	96	1,805	30.3	91	50,705	32.2	97
Medium (7-13)	1,263	55.1	166	3,363	56.5	170	64,155	40.8	123
High (14-19)	307	13.4	47	803	13.5	47	37,277	23.7	83

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

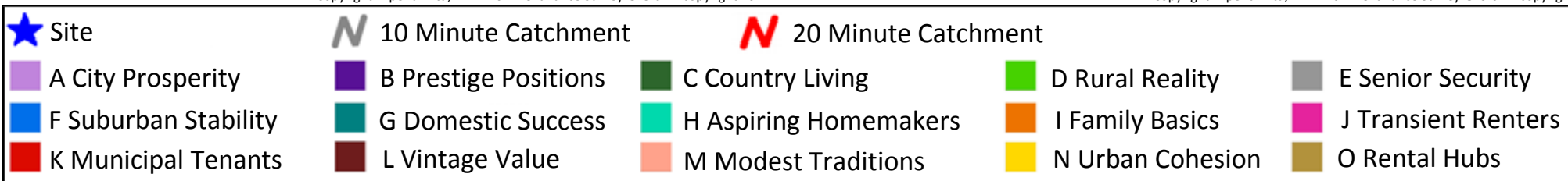


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## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	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	0	103
	B06	Diamond Days	0	0	2	1,763
	B07	Alpha Families	0	0	213	2,776
	B08	Bank of Mum and Dad	0	0	401	3,085
	B09	Empty-Nest Adventure	0	0	962	5,565
	C10	Wealthy Landowners	14	30	368	4,367
	C11	Rural Vogue	3	4	59	2,240
	C12	Scattered Homesteads	0	0	111	712
	C13	Village Retirement	6	38	695	4,459
	D14	Satellite Settlers	0	8	884	5,484
	D15	Local Focus	43	43	1,169	2,919
	D16	Outlying Seniors	0	5	1,761	4,640
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	10	1,832
	E19	Bungalow Heaven	76	85	1,010	3,468
	E20	Classic Grandparents	92	161	1,787	4,864
	E21	Solo Retirees	6	45	699	2,427
	F22	Boomerang Boarders	35	160	813	4,415
	F23	Family Ties	164	469	726	2,393
	F24	Fledgling Free	481	943	3,355	7,908
	F25	Dependable Me	140	370	1,294	4,552
	G26	Cafés and Catchments	0	0	0	10
	G27	Thriving Independence	0	0	132	900
	G28	Modern Parents	0	0	1,554	6,381
	G29	Mid-Career Convention	155	777	2,287	7,807
	H30	Primary Ambitions	6	6	621	1,400
	H31	Affordable Fringe	124	626	5,341	10,336
	H32	First-Rung Futures	157	260	1,974	5,475
	H33	Contemporary Starts	8	69	847	3,952
	H34	New Foundations	24	36	223	749
	H35	Flying Solo	12	117	298	916

			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	383	979
	I37	Budget Generations	67	456	1,857	4,143
	I38	Economical Families	27	54	2,123	3,687
	I39	Families on a Budget	0	5	4,357	6,979
	J40	Value Rentals	36	61	720	2,266
	J41	Youthful Endeavours	0	0	219	813
	J42	Midlife Renters	49	208	1,143	3,901
	J43	Renting Rooms	0	0	240	1,151
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	333
	K47	Single Essentials	50	54	291	1,314
	K48	Mature Workers	0	0	596	1,809
	L49	Flatlet Seniors	0	0	88	1,251
	L50	Pocket Pensions	88	161	581	1,586
	L51	Retirement Communities	0	0	0	899
	L52	Estate Veterans	0	0	753	2,513
	L53	Seasoned Survivors	0	0	449	1,405
	M54	Down-to-Earth Owners	220	235	1,357	3,631
	M55	Back with the Folks	103	359	1,081	3,365
	M56	Self Supporters	107	111	1,415	4,622
	N57	Community Elders	0	0	0	0
	N58	Culture & Comfort	0	0	0	0
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	0	0	0	2
	O61	Career Builders	0	0	0	152
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	27
	O64	Bus-Route Renters	0	0	264	1,813
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	6	715
Total			2,293	5,956	47,519	157,254



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

### 2. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

### 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. H31 Affordable Fringe

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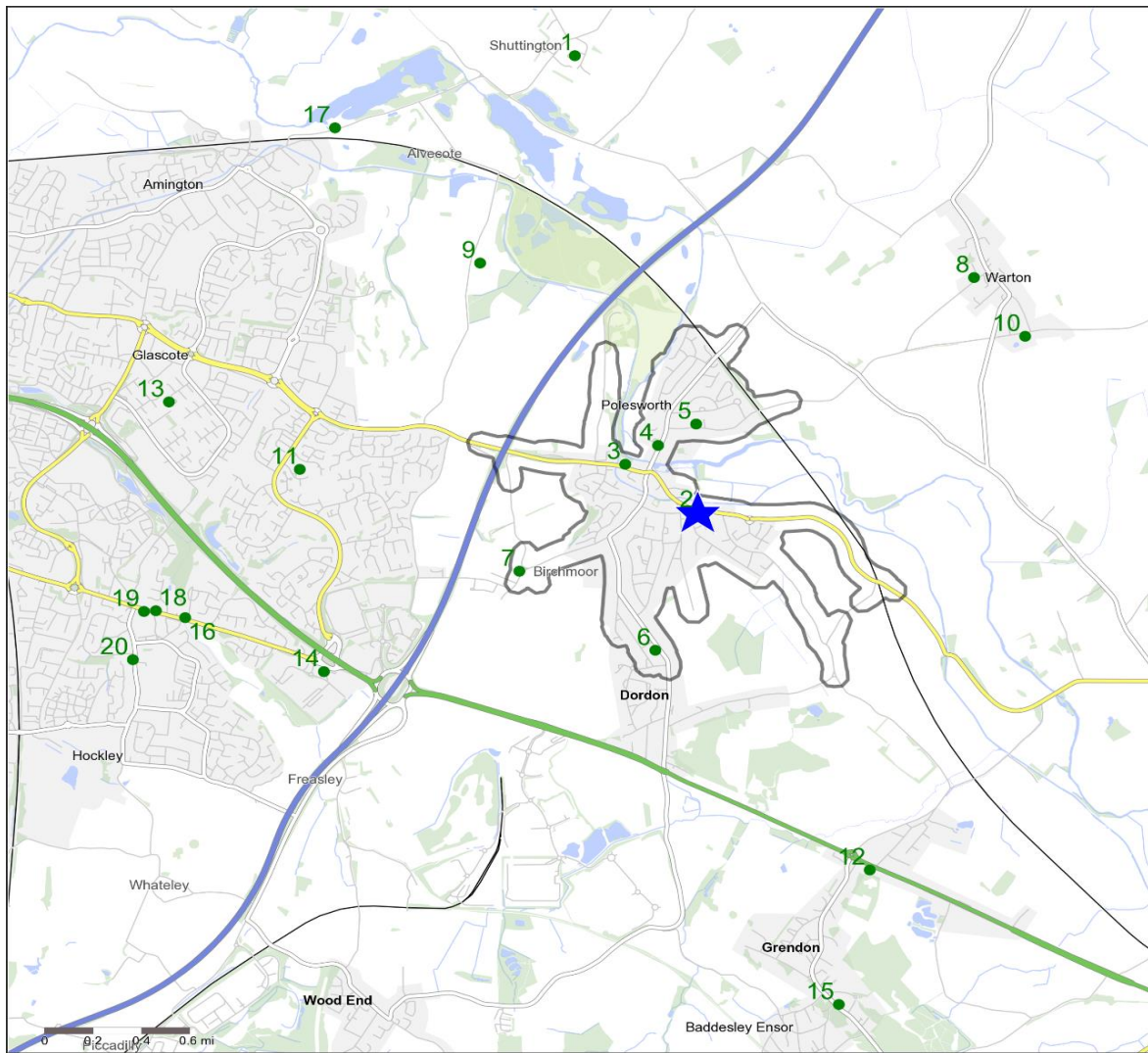
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Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 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	1,477	24.8	82	1,133	19.0	116	3,347	56.2	108
Male: Alone	3,050	51.2	172	896	15.0	96	2,011	33.8	63
Male: Group	2,450	41.1	180	1,870	31.4	120	1,637	27.5	55
Male: Pair	2,037	34.2	131	876	14.7	96	3,043	51.1	89
Mixed Sex: Group	1,903	31.9	140	1,903	31.9	100	2,150	36.1	82
Mixed Sex: Pair	3,224	54.1	231	853	14.3	44	1,880	31.6	74
With Children	2,791	46.9	162	1,065	17.9	106	2,100	35.3	67
Unknown	2,853	47.9	146	437	7.3	41	2,667	44.8	93
For Eating:									
Upmarket	3,039	51.0	167	413	6.9	33	2,504	42.0	89
Midmarket	1,827	30.7	89	122	2.0	23	4,008	67.3	122
Downmarket	3,840	64.5	290	1,535	25.8	74	582	9.8	23
For Drinking (monthly spend):									
Nothing	2,629	44.1	146	1,513	25.4	107	1,815	30.5	68
Low (less than £10)	3,052	51.2	172	1,956	32.8	140	949	15.9	35
Medium (Between £10 and £40)	3,014	50.6	165	1,300	21.8	122	1,642	27.6	55
High (Greater than £40)	1,450	24.3	94	2,665	44.7	218	1,841	30.9	59

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	39,083	24.9	82	27,940	17.8	109	89,517	56.9	109
Male: Alone	48,104	30.6	103	26,133	16.6	106	82,304	52.3	98
Male: Group	36,210	23.0	101	42,419	27.0	103	77,911	49.5	100
Male: Pair	34,146	21.7	83	24,067	15.3	100	98,326	62.5	109
Mixed Sex: Group	33,746	21.5	94	55,068	35.0	110	67,726	43.1	98
Mixed Sex: Pair	57,987	36.9	157	45,100	28.7	88	53,454	34.0	80
With Children	50,989	32.4	112	31,316	19.9	118	74,235	47.2	89
Unknown	50,939	32.4	99	18,733	11.9	66	86,868	55.2	115
For Eating:									
Upmarket	43,815	27.9	91	24,918	15.8	76	87,807	55.8	118
Midmarket	33,457	21.3	62	9,688	6.2	68	113,396	72.1	130
Downmarket	54,315	34.5	155	62,600	39.8	114	39,625	25.2	61
For Drinking (monthly spend):									
Nothing	53,694	34.1	113	45,357	28.8	122	57,489	36.6	82
Low (less than £10)	60,701	38.6	129	45,223	28.8	122	50,616	32.2	71
Medium (Between £10 and £40)	55,633	35.4	116	29,865	19.0	106	71,042	45.2	90
High (Greater than £40)	31,271	19.9	77	44,123	28.1	137	81,146	51.6	99

## 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	Wolferstan Arms, B 79 0EA	Marston's	0.0	8.3
2	Royal Oak, B 78 1NU	Star Pubs & Bars	0.0	0.2
3	Bulls Head Inn, B 78 1JH	*Other Small Retail Groups	7.5	1.4
4	Red Lion, B 78 1DR	Ei Group	7.9	1.5
5	Spread Eagle, B 78 1DX	*Other Small Retail Groups	12.1	2.3
6	Cuckoos Rest, B 78 1QE	Punch Pub Company	17.5	3.3
7	Gamecock Inn, B 78 1AH	*Other Small Retail Groups	18.4	3.5
8	Office At Warton, B 79 0JN	Independent Free	39.5	6.5
9	Samuel Barlow, B 78 1AS	Independent Free	40.1	5.5
10	Fox & Dogs, B 79 0HT	New River Retail	40.4	6.8
11	Blacksmiths Arms, B 77 4JA	Admiral Taverns Ltd	40.7	6.0
12	Boot Inn, CV 9 2PG	Ei Group	45.3	6.3
13	St George, B 77 2ED	Admiral Taverns Ltd	50.4	6.7
14	Centurian Park, B 77 5PN	Whitbread	50.4	8.2
15	Red Lion Inn, CV 9 2BT	Independent Free	58.8	8.3
16	Red Lion, B 77 5BS	Ei Group	59.5	9.8
17	Pretty Pigs, B 79 0ED	Mitchells & Butlers	68.5	8.4
18	Queens Head, B 77 5BP	Star Pubs & Bars	74.1	10.3
19	Globe Inn, B 77 5BA	Marston's	75.3	10.8
20	Prince Of Wales, B 77 5EE	Punch Pub Company	81.3	11.3