

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	4	6	489
Catchment Adults 18+	2,584	8,561	470,199
Catchment Adults 18+ Per Pub	646	1,427	962
Populaton Projection 2018 to 2028 (% change)	3.06%	3.81%	5.42%

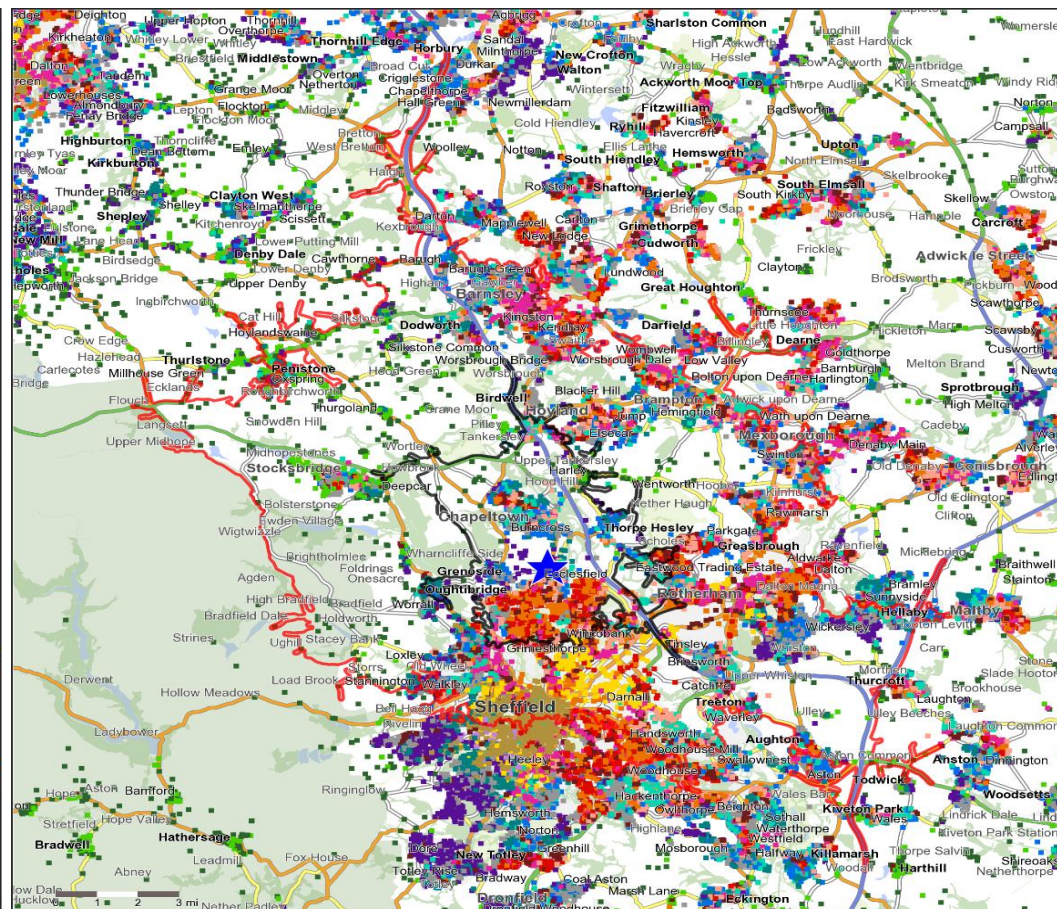
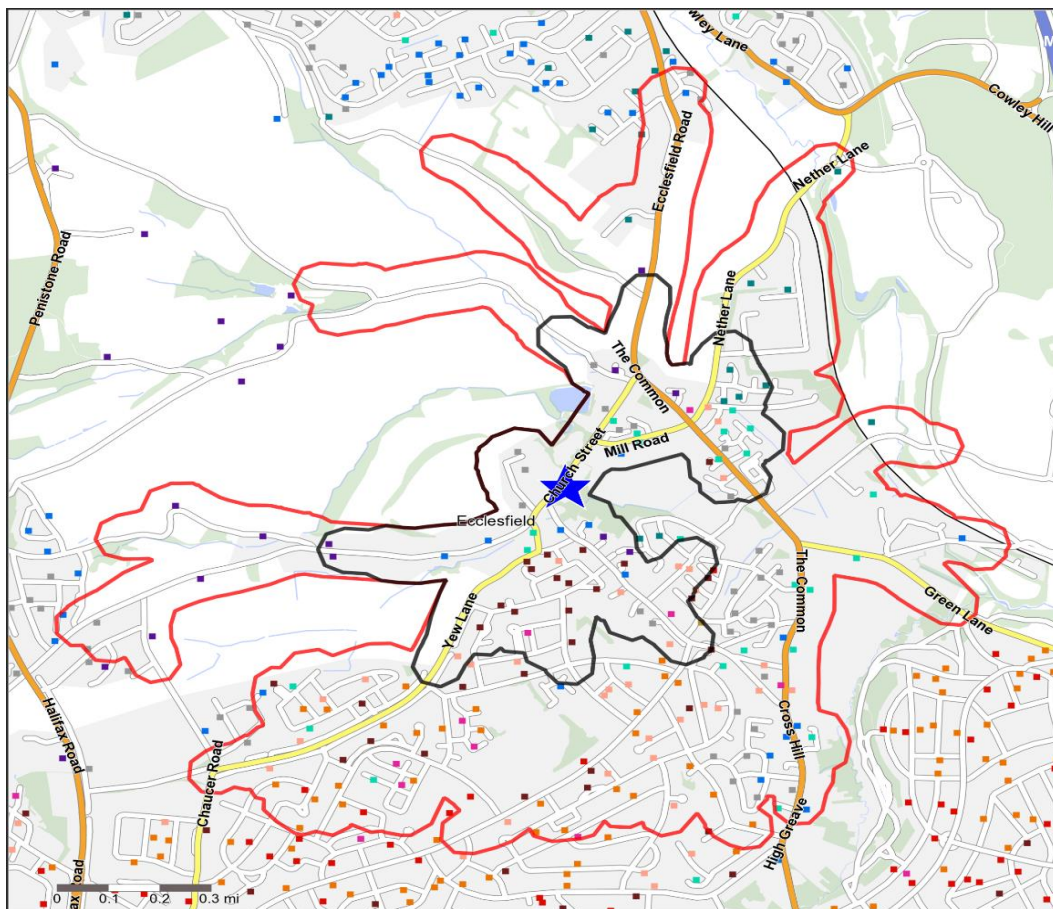
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	1,981	76.7	148	1	High Street Pub	7,576	88.5	171	1	High Street Pub	389,695	82.9	160
2	Community Pub	1,823	70.5	151	2	Community Pub	6,903	80.6	173	2	Community Pub	338,229	71.9	154
3	Premium Local	1,264	48.9	78	3	Premium Local	3,445	40.2	64	3	Premium Local	156,472	33.3	53
4	Bit of Style	840	32.5	251	4	Great Pub Great Food	1,575	18.4	142	4	Bit of Style	96,700	20.6	159
5	Great Pub Great Food	598	23.1	57	5	Bit of Style	1,477	17.3	43	5	Great Pub Great Food	94,413	20.1	50
6	Circuit Bar	526	20.4	76	6	Circuit Bar	1,026	12.0	45	6	Circuit Bar	64,429	13.7	51
7	Craft Led	377	14.6	142	7	Craft Led	693	8.1	79	7	Craft Led	52,636	11.2	109

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	190	7.4	83	454	5.3	60	28,812	6.1	69
C1	326	12.6	103	880	10.3	84	54,747	11.6	95
C2	259	10.0	121	852	10.0	121	42,756	9.1	110
DE	212	8.2	80	930	10.9	106	61,744	13.1	128

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)	1,174	45.4	137	4,840	56.5	170	293,175	62.4	188
Medium (7-13)	961	37.2	112	2,838	33.2	100	135,020	28.7	87
High (14-19)	363	14.0	49	724	8.5	30	34,210	7.3	26

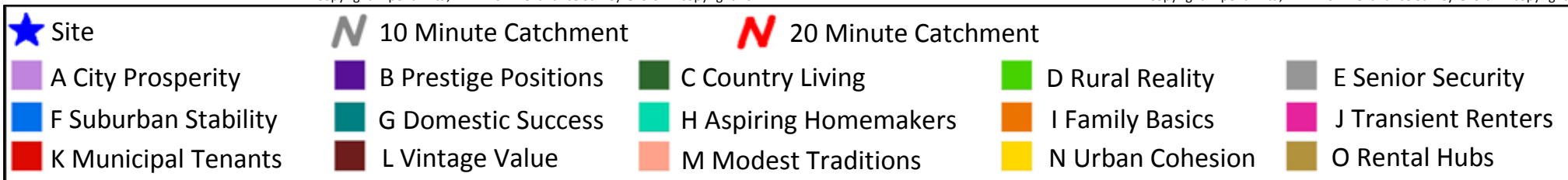
## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

## 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	8
A02	Uptown Elite	0	0	0	65
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	110
B06	Diamond Days	0	0	11	752
B07	Alpha Families	12	19	305	1,784
B08	Bank of Mum and Dad	57	64	352	1,905
B09	Empty-Nest Adventure	166	278	1,465	5,699
C10	Wealthy Landowners	0	1	183	2,238
C11	Rural Vogue	0	0	200	1,056
C12	Scattered Homesteads	0	0	76	395
C13	Village Retirement	0	1	173	2,888
D14	Satellite Settlers	0	0	283	3,719
D15	Local Focus	0	0	40	4,192
D16	Outlying Seniors	0	0	239	4,129
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	42	207	2,960
E19	Bungalow Heaven	64	106	2,225	14,165
E20	Classic Grandparents	142	934	3,772	16,480
E21	Solo Retirees	129	363	1,481	8,434
F22	Boomerang Boarders	33	295	2,595	9,912
F23	Family Ties	41	167	681	2,435
F24	Fledgling Free	8	71	3,972	15,111
F25	Dependable Me	108	202	3,216	9,679
G26	Cafés and Catchments	0	0	0	657
G27	Thriving Independence	0	0	116	2,336
G28	Modern Parents	48	68	1,686	7,577
G29	Mid-Career Convention	178	403	3,214	10,626
H30	Primary Ambitions	57	57	268	5,253
H31	Affordable Fringe	38	278	3,554	16,131
H32	First-Rung Futures	341	637	3,188	14,434
H33	Contemporary Starts	96	96	364	6,255
H34	New Foundations	0	33	142	2,752
H35	Flying Solo	21	21	258	1,057

		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	866
I37	Budget Generations	10	949	3,118	10,594
I38	Economical Families	0	193	3,620	11,526
I39	Families on a Budget	0	90	11,819	31,354
J40	Value Rentals	99	162	2,398	15,500
J41	Youthful Endeavours	0	66	450	2,815
J42	Midlife Renters	57	107	1,439	10,970
J43	Renting Rooms	0	62	902	20,458
K44	Inner City Stalwarts	0	0	0	385
K45	City Diversity	0	0	0	1,127
K46	High Rise Residents	0	0	0	1,137
K47	Single Essentials	15	35	1,222	6,964
K48	Mature Workers	0	228	10,218	26,986
L49	Flatlet Seniors	187	366	2,707	11,131
L50	Pocket Pensions	211	279	2,262	13,149
L51	Retirement Communities	19	27	281	1,364
L52	Estate Veterans	157	317	3,641	13,576
L53	Seasoned Survivors	5	56	1,768	9,744
M54	Down-to-Earth Owners	80	735	4,258	19,372
M55	Back with the Folks	0	334	2,360	10,998
M56	Self Supporters	151	282	2,828	15,799
N57	Community Elders	0	0	0	1,002
N58	Culture & Comfort	0	0	1	206
N59	Large Family Living	0	0	579	13,687
N60	Ageing Access	0	0	3	5,619
O61	Career Builders	0	0	68	3,231
O62	Central Pulse	0	0	0	7,278
O63	Flexible Workforce	0	0	0	146
O64	Bus-Route Renters	53	138	395	3,201
O65	Learners & Earners	0	0	0	7,059
O66	Student Scene	0	0	0	12,468
U99	Unclassified	0	0	0	5,291
<b>Total</b>		<b>2,583</b>	<b>8,562</b>	<b>90,603</b>	<b>470,197</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. I37 Budget Generations

Families providing lodgings for adult children and gaining the benefit of pooled resources



- Extended families
- Supporting adult & younger children
- Ex-council owners and social renters
- Bills can be a struggle
- Price is important
- Likely to have a games console

### 2. 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

### 3. 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

## 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. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

### 3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



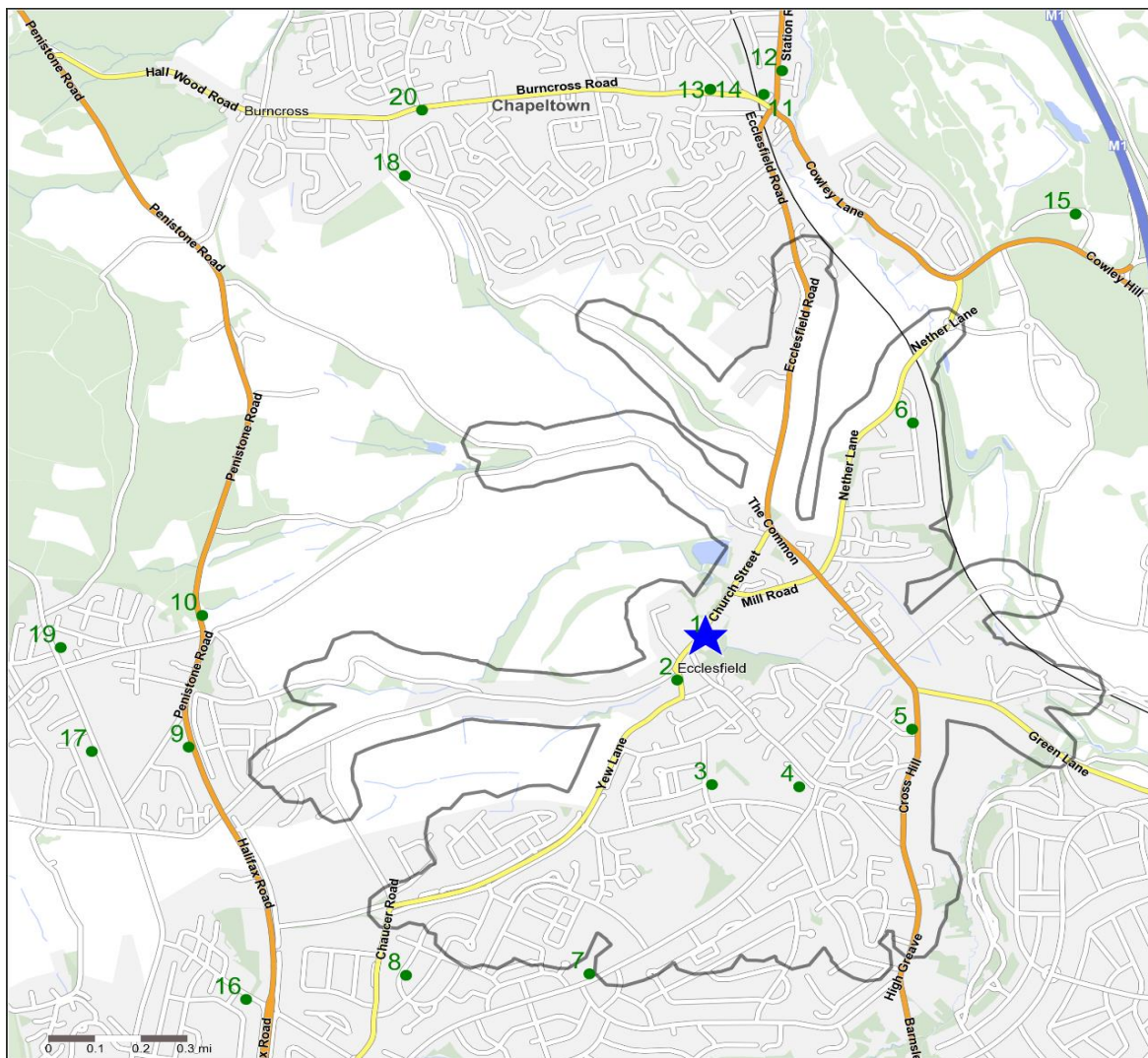
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	1,749	20.4	68	1,309	15.3	93	5,503	64.3	123		
Male: Alone	3,940	46.0	155	757	8.8	57	3,864	45.1	85		
Male: Group	3,010	35.2	154	3,012	35.2	134	2,538	29.6	60		
Male: Pair	2,343	27.4	105	1,828	21.4	140	4,390	51.3	89		
Mixed Sex: Group	2,093	24.4	107	2,482	29.0	91	3,986	46.6	106		
Mixed Sex: Pair	3,737	43.7	186	2,191	25.6	79	2,633	30.8	72		
With Children	4,179	48.8	169	1,032	12.1	72	3,350	39.1	74		
Unknown	2,616	30.6	93	927	10.8	60	5,018	58.6	122		
<b>For Eating:</b>											
Upmarket	2,802	32.7	107	746	8.7	42	5,013	58.6	124		
Midmarket	2,564	29.9	87	177	2.1	23	5,820	68.0	123		
Downmarket	4,581	53.5	241	2,200	25.7	74	1,780	20.8	50		
<b>For Drinking (monthly spend):</b>											
Nothing	4,269	49.9	165	1,846	21.6	91	2,446	28.6	64		
Low (less than £10)	3,828	44.7	150	1,552	18.1	77	3,182	37.2	82		
Medium (Between £10 and £40)	3,827	44.7	146	1,156	13.5	76	3,578	41.8	83		
High (Greater than £40)	2,213	25.8	100	2,046	23.9	116	4,302	50.3	96		

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	130,154	27.7	91	60,975	13.0	79	273,779	58.2	112	
Male: Alone	170,427	36.2	122	91,258	19.4	124	203,224	43.2	81	
Male: Group	128,200	27.3	119	150,767	32.1	122	185,941	39.5	80	
Male: Pair	135,206	28.8	110	93,829	20.0	131	235,873	50.2	87	
Mixed Sex: Group	124,846	26.6	116	112,419	23.9	75	227,643	48.4	110	
Mixed Sex: Pair	131,353	27.9	119	157,725	33.5	103	175,830	37.4	88	
With Children	163,054	34.7	120	85,491	18.2	108	216,363	46.0	87	
Unknown	149,867	31.9	97	50,067	10.6	59	264,974	56.4	118	
<b>For Eating:</b>										
Upmarket	128,717	27.4	89	85,000	18.1	87	251,191	53.4	113	
Midmarket	163,717	34.8	101	36,158	7.7	85	265,033	56.4	102	
Downmarket	177,206	37.7	170	176,170	37.5	107	111,532	23.7	57	
<b>For Drinking (monthly spend):</b>										
Nothing	155,147	33.0	109	121,223	25.8	109	188,538	40.1	89	
Low (less than £10)	108,989	23.2	78	105,046	22.3	95	250,873	53.4	118	
Medium (Between £10 and £40)	120,152	25.6	84	61,421	13.1	73	283,335	60.3	120	
High (Greater than £40)	79,571	16.9	65	109,777	23.3	114	275,560	58.6	112	

## 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	Black Bull, S 35 9WE	Star Pubs & Bars	0.0	0.1
2	Stocks, S 35 9YT	Independent Free	2.4	0.7
3	Malthouse, S 5 9DP	*Other Small Retail Groups	8.8	1.8
4	Greyhound Hotel, S 35 9XE	Ei Group	9.4	1.7
5	Travellers Inn, S 35 9WP	Mitchells & Butlers	14.8	2.7
6	Meadow Farm, S 35 9ZX	Greene King	16.3	3.0
7	Wordsworth Tavern, S 5 9JE	*Other Small Retail Groups	20.2	4.0
8	Beagle, S 5 9NW	Star Pubs & Bars	22.6	4.3
9	Red Lion Inn, S 35 8QH	Ei Group	25.7	4.2
10	Norfolk Arms, S 35 8QG	*Other Small Retail Groups	27.5	4.4
11	Wagon & Horses, S 35 2UU	Wetherspoon	27.8	4.4
12	Coach & Horses, S 35 2XE	Ei Group	28.7	4.6
13	Prince Of Wales, S 35 1SF	*Other Small Retail Groups	29.6	4.8
14	Thornccliffe Arms, S 35 1SF	Ei Group	29.6	4.8
15	Travellers Inn, S 61 2SE	*Other Small Retail Groups	30.2	4.4
16	Bassett, S 6 1AG	*Other Small Retail Groups	30.5	5.5
17	Angel, S 35 8PN	Independent Free	30.8	5.0
18	Crown & Cushion Inn, S 35 1SS	Star Pubs & Bars	32.3	7.4
19	Old Red Lion, S 35 8PR	Ei Group	33.5	5.5
20	Wharnccliffe Arms, S 35 1SB	Ei Group	36.2	7.0