

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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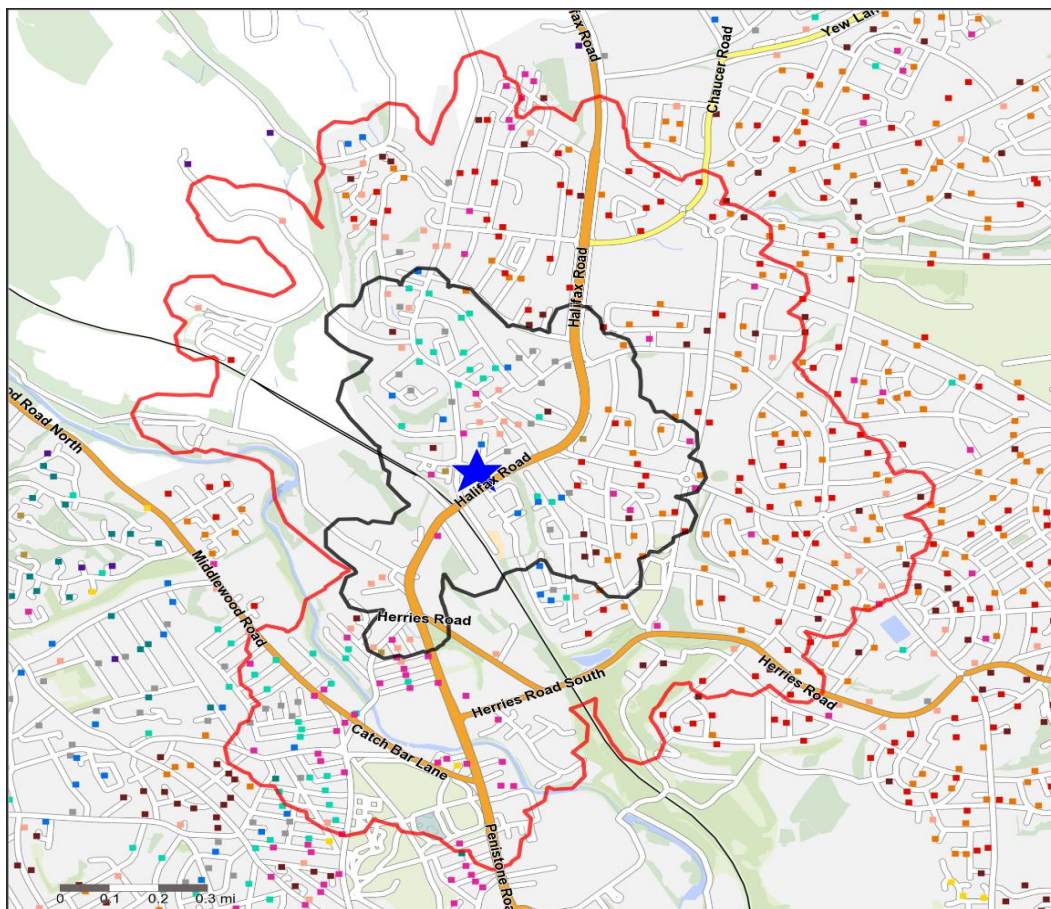
Number of Pubs	3	9	413
Catchment Adults 18+	4,335	15,224	374,967
Catchment Adults 18+ Per Pub	1,445	1,692	908
Populaton Projection 2018 to 2028 (% change)	4.77%	5.32%	6.47%

		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	4,167	96.1	186	1	High Street Pub	14,706	96.6	186	1	High Street Pub	299,788	80.0	154
2	Community Pub	3,951	91.1	196	2	Community Pub	14,007	92.0	197	2	Community Pub	247,293	66.0	141
3	Premium Local	1,155	26.6	42	3	Premium Local	3,214	21.1	33	3	Premium Local	122,188	32.6	52
4	Great Pub Great Food	730	16.8	130	4	Bit of Style	1,916	12.6	97	4	Bit of Style	108,695	29.0	224
5	Bit of Style	579	13.4	33	5	Great Pub Great Food	1,772	11.6	29	5	Circuit Bar	78,945	21.1	52
6	Circuit Bar	563	13.0	48	6	Circuit Bar	1,492	9.8	37	6	Craft Led	77,896	20.8	77
7	Craft Led	476	11.0	107	7	Craft Led	1,352	8.9	86	7	Great Pub Great Food	74,979	20.0	194

	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	203	4.7	53	718	4.7	53	28,104	7.5	85
C1	510	11.8	96	1,722	11.3	92	46,650	12.4	101
C2	500	11.5	140	1,626	10.7	129	28,187	7.5	91
DE	561	12.9	126	2,556	16.8	163	42,718	11.4	111

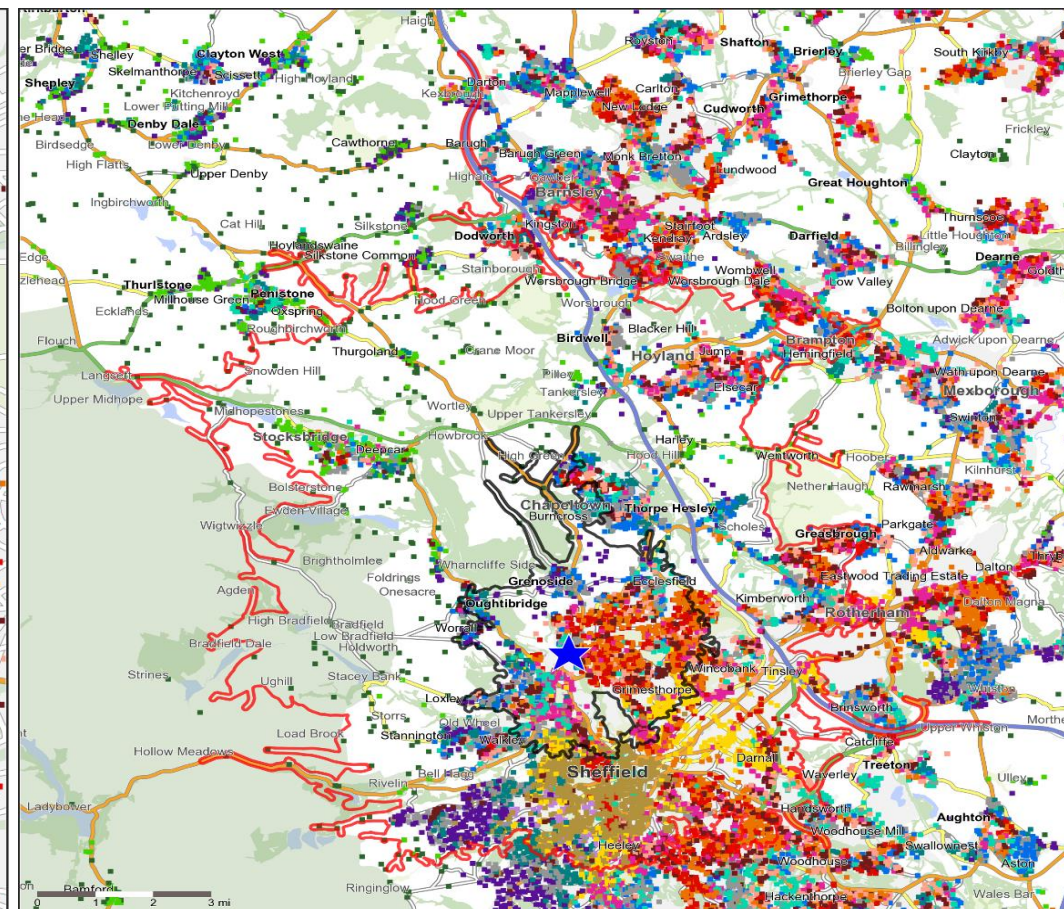
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,701	62.3	188	11,543	75.8	229	211,848	56.5	170
Medium (7-13)	1,477	34.1	103	3,477	22.8	69	96,897	25.8	78
High (14-19)	53	1.2	4	173	1.1	4	33,628	9.0	32

## 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	11		
A02	Uptown Elite	0	0	0	2,859		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	0	0	0	0		
B05	Premium Fortunes	0	0	11	1,520		
B06	Diamond Days	0	0	2	1,950		
B07	Alpha Families	0	0	312	1,742		
B08	Bank of Mum and Dad	0	0	330	1,627		
B09	Empty-Nest Adventure	0	29	1,518	4,249		
C10	Wealthy Landowners	0	0	32	1,644		
C11	Rural Vogue	0	0	37	944		
C12	Scattered Homesteads	0	0	15	366		
C13	Village Retirement	0	0	25	1,433		
D14	Satellite Settlers	0	0	31	2,070		
D15	Local Focus	0	0	13	3,172		
D16	Outlying Seniors	0	0	0	3,279		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	0	320	5,199		
E19	Bungalow Heaven	0	25	1,250	7,579		
E20	Classic Grandparents	323	572	4,561	9,338		
E21	Solo Retirees	276	448	2,447	4,574		
F22	Boomerang Boarders	0	14	2,399	5,188		
F23	Family Ties	9	9	447	1,023		
F24	Fledgling Free	282	474	1,490	6,623		
F25	Dependable Me	34	120	2,153	5,698		
G26	Cafés and Catchments	0	0	0	3,125		
G27	Thriving Independence	0	27	913	4,216		
G28	Modern Parents	0	0	856	3,325		
G29	Mid-Career Convention	0	2	2,598	7,967		
H30	Primary Ambitions	93	637	2,704	3,723		
H31	Affordable Fringe	355	590	2,558	7,429		
H32	First-Rung Futures	381	868	3,395	8,519		
H33	Contemporary Starts	0	0	214	1,534		
H34	New Foundations	0	0	122	3,062		
H35	Flying Solo	0	19	471	736		

				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	466	630		
I37	Budget Generations	21	223	2,464	5,727		
I38	Economical Families	77	399	2,419	7,356		
I39	Families on a Budget	497	2,667	11,257	22,613		
J40	Value Rentals	105	364	1,206	7,279		
J41	Youthful Endeavours	1	4	538	1,901		
J42	Midlife Renters	302	1,288	5,709	9,306		
J43	Renting Rooms	2	119	2,514	12,430		
K44	Inner City Stalwarts	0	0	39	783		
K45	City Diversity	0	0	244	1,418		
K46	High Rise Residents	0	0	0	1,729		
K47	Single Essentials	95	466	1,213	6,302		
K48	Mature Workers	406	2,850	9,698	18,815		
L49	Flatlet Seniors	168	445	3,716	7,804		
L50	Pocket Pensions	113	174	1,558	7,228		
L51	Retirement Communities	0	0	329	2,216		
L52	Estate Veterans	72	690	3,986	10,491		
L53	Seasoned Survivors	5	185	1,824	6,160		
M54	Down-to-Earth Owners	0	445	2,635	10,384		
M55	Back with the Folks	9	114	2,468	6,638		
M56	Self Supporters	623	818	1,793	7,700		
N57	Community Elders	0	0	539	1,070		
N58	Culture & Comfort	0	0	188	826		
N59	Large Family Living	0	0	3,479	12,954		
N60	Ageing Access	0	6	2,545	9,701		
O61	Career Builders	0	0	1,529	7,770		
O62	Central Pulse	0	0	686	10,431		
O63	Flexible Workforce	0	0	30	907		
O64	Bus-Route Renters	86	135	766	2,322		
O65	Learners & Earners	0	0	693	18,953		
O66	Student Scene	0	0	18	24,279		
U99	Unclassified	0	0	22	15,120		
Total				4,335	15,226	97,795	374,967

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. 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

### 3. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

### 2. 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

### 3. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

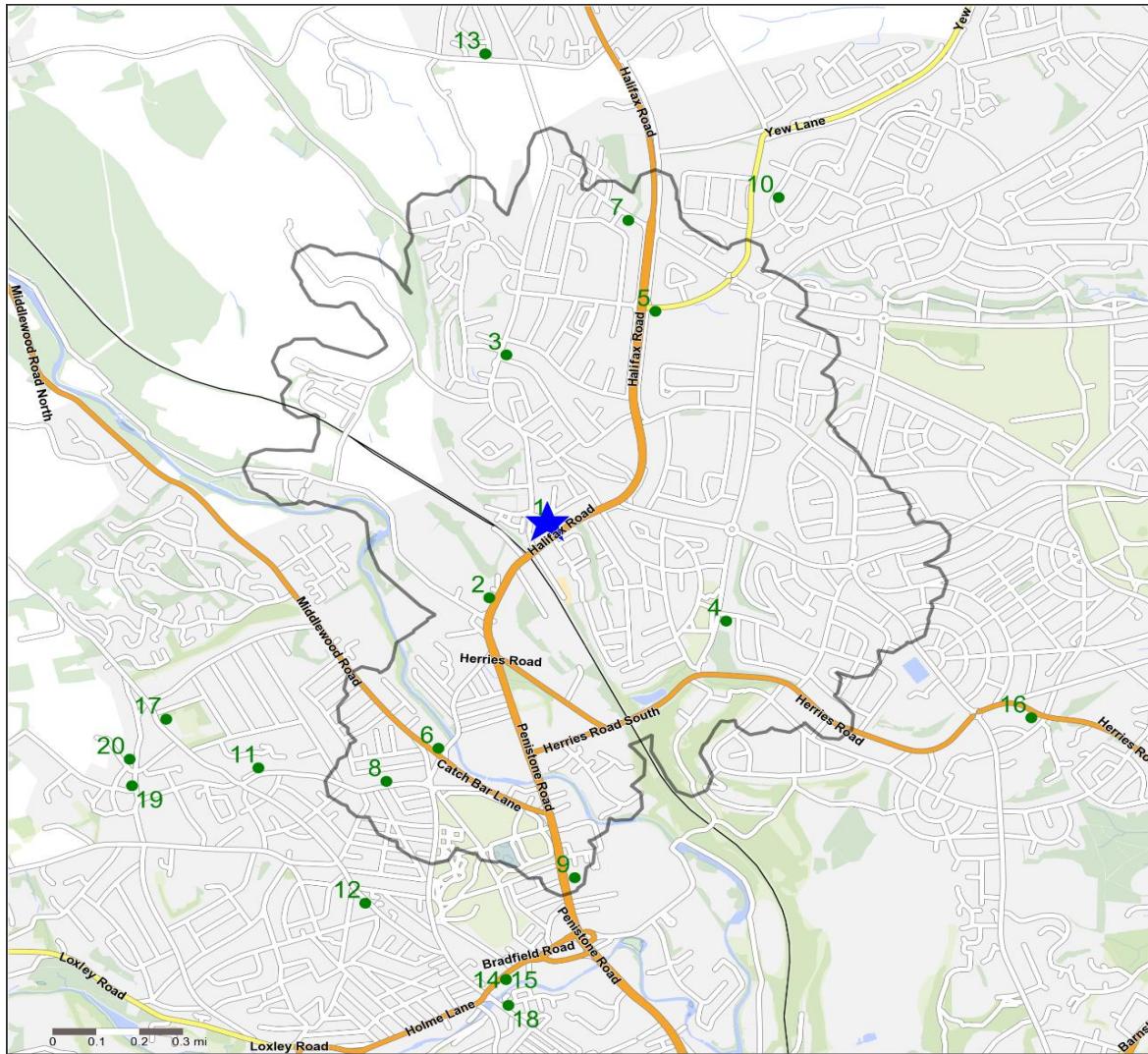
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 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	3,431	22.5	74		932	6.1	37		10,861	71.3	137	
Male: Alone	3,681	24.2	81		3,525	23.2	148		8,017	52.7	99	
Male: Group	5,854	38.5	168		3,197	21.0	80		6,173	40.5	82	
Male: Pair	3,930	25.8	99		2,957	19.4	127		8,337	54.8	95	
Mixed Sex: Group	3,238	21.3	93		1,701	11.2	35		10,284	67.6	154	
Mixed Sex: Pair	2,946	19.4	83		5,362	35.2	108		6,915	45.4	106	
With Children	5,295	34.8	120		3,851	25.3	150		6,078	39.9	75	
Unknown	1,820	12.0	36		2,528	16.6	93		10,876	71.4	149	
For Eating:												
Upmarket	1,748	11.5	37		2,666	17.5	84		10,809	71.0	150	
Midmarket	3,773	24.8	72		2,690	17.7	196		8,761	57.5	104	
Downmarket	6,582	43.2	195		6,317	41.5	119		2,325	15.3	37	
For Drinking (monthly spend):												
Nothing	6,324	41.5	137		3,970	26.1	110		4,930	32.4	72	
Low (less than £10)	2,195	14.4	48		2,886	19.0	81		10,143	66.6	147	
Medium (Between £10 and £40)	2,195	14.4	47		1,453	9.5	54		11,575	76.0	151	
High (Greater than £40)	1,032	6.8	26		4,922	32.3	158		9,270	60.9	116	

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	128,974	34.4	114	40,970	10.9	67	189,903	50.6	97
Male: Alone	129,982	34.7	116	88,339	23.6	151	141,526	37.7	71
Male: Group	97,451	26.0	114	124,324	33.2	127	138,073	36.8	74
Male: Pair	124,265	33.1	127	56,569	15.1	99	179,014	47.7	83
Mixed Sex: Group	126,338	33.7	147	69,158	18.4	58	164,351	43.8	100
Mixed Sex: Pair	115,623	30.8	131	118,855	31.7	97	125,370	33.4	78
With Children	107,002	28.5	99	53,753	14.3	85	199,093	53.1	100
Unknown	119,166	31.8	97	43,808	11.7	65	196,873	52.5	110
For Eating:									
Upmarket	132,860	35.4	116	62,261	16.6	80	164,727	43.9	93
Midmarket	162,867	43.4	126	28,739	7.7	85	168,241	44.9	81
Downmarket	133,496	35.6	160	126,878	33.8	97	99,473	26.5	64
For Drinking (monthly spend):									
Nothing	102,552	27.3	90	96,291	25.7	109	161,004	42.9	96
Low (less than £10)	76,738	20.5	69	78,316	20.9	89	204,793	54.6	120
Medium (Between £10 and £40)	105,843	28.2	92	43,070	11.5	64	210,934	56.3	112
High (Greater than £40)	86,986	23.2	90	72,078	19.2	94	200,783	53.5	102



## Competitor Map



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 Site
  Star Pubs
  Pubs
  Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Pheasant Inn, S 6 1JY	Star Pubs & Bars	0.0	0.0
2	New Bridge Inn, S 6 1LQ	Ei Group	6.0	1.8
3	Fox, S 6 1HJ	*Other Small Retail Groups	9.7	2.5
4	Forty Foot, S 5 8ND	Ei Group	12.4	3.1
5	Eight Foot Way, S 5 9QY	Marston's	14.2	2.1
6	Riverside Cafe - Bar & Terrace, S 6 1TA	Independent Free	15.1	3.3
7	Bassett, S 6 1AG	*Other Small Retail Groups	18.4	2.7
8	Park, S 6 4EB	Mitchells & Butlers	18.7	4.3
9	Old Crown Inn, S 6 2DF	Ei Group	20.2	4.4
10	Beagle, S 5 9NW	Star Pubs & Bars	22.9	4.1
11	Horse & Jockey, S 6 4EF	Independent Free	24.1	5.4
12	Castle Inn, S 6 4GR	Ei Group	25.4	5.9
13	Cow & Calf Inn, S 35 8QX	Sam Smith	25.7	4.7
14	Old Blue Ball, S 6 2BY	Trust Inns	27.5	6.0
15	Shakespeare, S 6 2BY	Greene King	27.5	6.0
16	Devonshire Arms, S 5 7HE	Greene King	28.1	5.0
17	Sportsman Inn, S 6 4BB	Ei Group	29.0	6.3
18	Legends Cafe Sport, S 6 2LX	Independent Free	29.6	6.3
19	Wadsley Jack, S 6 4BJ	Ei Group	29.9	6.9
20	Rose & Crown, S 6 4BN	Star Pubs & Bars	31.1	7.0