

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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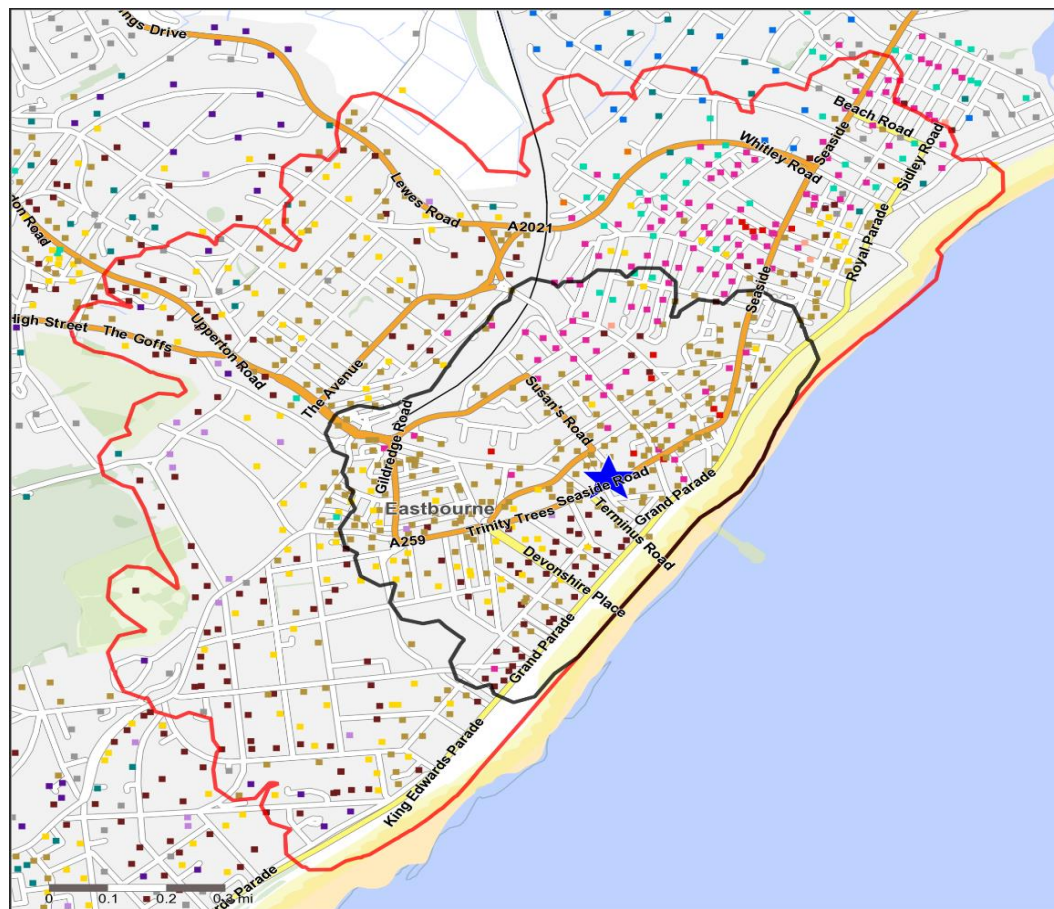
Number of Pubs	30	36	100
Catchment Adults 18+	8,672	22,817	133,368
Catchment Adults 18+ Per Pub	289	634	1,334
Populaton Projection 2018 to 2028 (% change)	5.51%	5.35%	8.07%

		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	6,823	78.7	152	1	High Street Pub	19,827	86.9	168	1	High Street Pub	94,676	71.0	137
2	Community Pub	5,453	62.9	135	2	Community Pub	16,915	74.1	159	2	Community Pub	74,223	55.7	119
3	Circuit Bar	5,097	58.8	93	3	Circuit Bar	9,151	40.1	64	3	Premium Local	57,217	42.9	68
4	Craft Led	3,307	38.1	295	4	Bit of Style	5,705	25.0	193	4	Great Pub Great Food	43,999	33.0	255
5	Bit of Style	3,255	37.5	93	5	Premium Local	5,537	24.3	60	5	Bit of Style	26,828	20.1	50
6	Premium Local	2,940	33.9	126	6	Craft Led	4,451	19.5	73	6	Circuit Bar	19,464	14.6	54
7	Great Pub Great Food	84	1.0	9	7	Great Pub Great Food	2,116	9.3	90	7	Craft Led	11,188	8.4	81

	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	493	5.7	64	1,588	7.0	79	9,352	7.0	79
C1	1,262	14.6	119	3,232	14.2	116	15,992	12.0	98
C2	782	9.0	109	1,880	8.2	100	11,071	8.3	101
DE	1,298	15.0	145	2,641	11.6	112	11,670	8.8	85

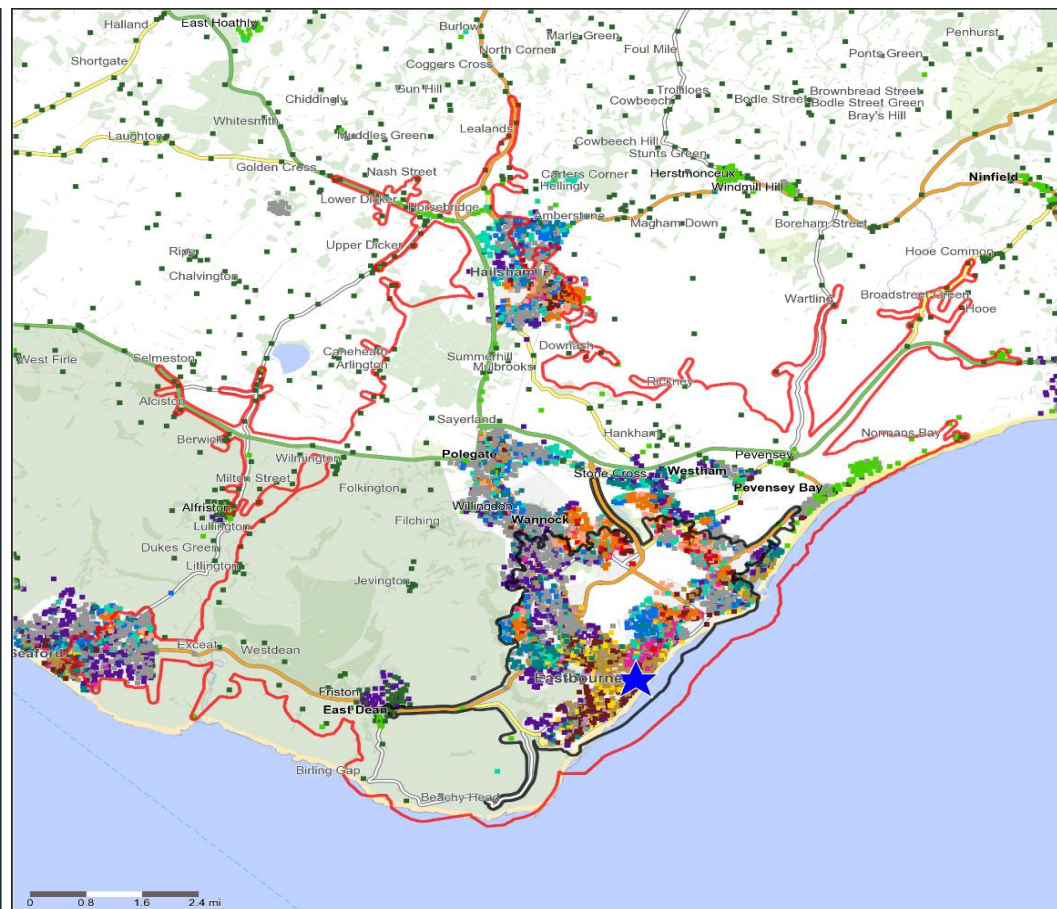
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	4,818	55.6	168	9,779	42.9	129	33,655	25.2	76
Medium (7-13)	1,909	22.0	66	6,374	27.9	84	44,302	33.2	100
High (14-19)	587	6.8	24	3,176	13.9	49	43,569	32.7	115

## 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		9	195	329	331
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		2	2	19	19
B05	Premium Fortunes		0	0	99	153
B06	Diamond Days		0	65	1,902	2,929
B07	Alpha Families		0	1	347	930
B08	Bank of Mum and Dad		0	19	1,079	2,905
B09	Empty-Nest Adventure		0	0	737	3,109
C10	Wealthy Landowners		0	0	26	1,339
C11	Rural Vogue		0	0	4	504
C12	Scattered Homesteads		0	0	1	128
C13	Village Retirement		0	0	97	1,729
D14	Satellite Settlers		0	0	41	1,626
D15	Local Focus		0	0	3	415
D16	Outlying Seniors		0	0	1	917
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	117	3,279	5,794
E19	Bungalow Heaven		0	1	4,183	15,638
E20	Classic Grandparents		0	0	1,051	1,914
E21	Solo Retirees		0	209	2,125	4,792
F22	Boomerang Boarders		0	0	852	2,624
F23	Family Ties		0	223	1,815	2,704
F24	Fledgling Free		0	0	181	1,006
F25	Dependable Me		0	0	568	2,352
G26	Cafés and Catchments		0	109	1,096	1,096
G27	Thriving Independence		0	282	3,730	5,712
G28	Modern Parents		0	0	0	910
G29	Mid-Career Convention		0	2	242	2,376
H30	Primary Ambitions		53	903	2,909	4,412
H31	Affordable Fringe		0	0	808	1,422
H32	First-Rung Futures		1	14	753	1,754
H33	Contemporary Starts		0	0	2	1,942
H34	New Foundations		0	2	2	380
H35	Flying Solo		0	0	146	771

			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	71	2,264	6,281
I37	Budget Generations		0	10	806	1,216
I38	Economical Families		0	0	332	578
I39	Families on a Budget		0	0	746	1,770
J40	Value Rentals		0	0	210	256
J41	Youthful Endeavours		22	70	326	375
J42	Midlife Renters		454	1,983	3,117	4,258
J43	Renting Rooms		1,057	1,343	1,427	1,428
K44	Inner City Stalwarts		53	53	53	53
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	0	0	0
K47	Single Essentials		116	241	1,297	1,795
K48	Mature Workers		0	0	310	375
L49	Flatlet Seniors		219	543	1,019	1,132
L50	Pocket Pensions		0	0	791	1,653
L51	Retirement Communities		1,034	3,858	6,705	7,996
L52	Estate Veterans		0	6	828	1,481
L53	Seasoned Survivors		0	18	482	616
M54	Down-to-Earth Owners		0	0	653	975
M55	Back with the Folks		0	24	1,912	3,874
M56	Self Supporters		17	37	689	1,210
N57	Community Elders		3	66	66	66
N58	Culture & Comfort		0	46	50	50
N59	Large Family Living		0	0	0	0
N60	Ageing Access		634	2,811	4,826	5,133
O61	Career Builders		20	421	1,542	2,944
O62	Central Pulse		267	358	421	421
O63	Flexible Workforce		1,596	1,801	1,820	1,822
O64	Bus-Route Renters		1,787	5,049	7,360	8,522
O65	Learners & Earners		1,269	1,577	1,637	1,637
O66	Student Scene		38	39	44	44
U99	Unclassified		19	248	594	774
Total			8,670	22,817	70,754	133,368



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. L51 Retirement Communities

Elderly living in specialised accommodation including retirement homes, villages and complexes



- Developments for the elderly
- Mostly purpose built flats
- Most own, others rent
- Majority are living alone
- Have income additional to state pension
- Least likely to own a mobile phone

### 3. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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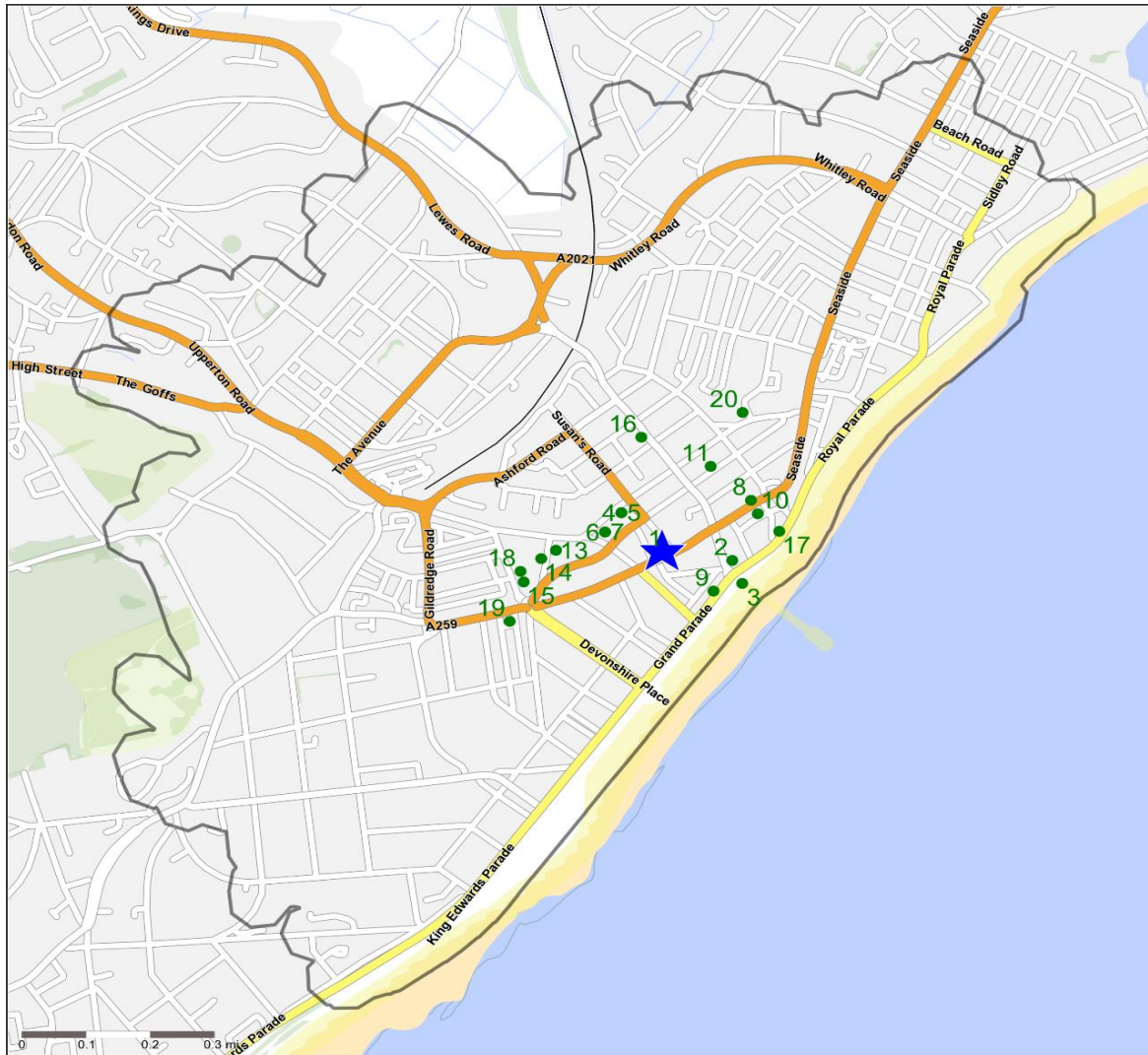
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk:

EMSUKHelpdesk@experian.com | 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	15,225	66.7	220		1,849	8.1	50		5,495	24.1	46	
Male: Alone	19,277	84.5	284		1,179	5.2	33		2,113	9.3	17	
Male: Group	11,333	49.7	217		4,253	18.6	71		6,982	30.6	62	
Male: Pair	18,722	82.1	315		1,690	7.4	49		2,157	9.5	16	
Mixed Sex: Group	15,645	68.6	300		1,785	7.8	24		5,138	22.5	51	
Mixed Sex: Pair	9,285	40.7	174		6,566	28.8	89		6,718	29.4	69	
With Children	10,405	45.6	158		1,976	8.7	51		10,187	44.6	84	
Unknown	4,233	18.6	56		8,841	38.7	216		9,495	41.6	87	
For Eating:												
Upmarket	13,395	58.7	192		4,306	18.9	91		4,868	21.3	45	
Midmarket	17,076	74.8	218		338	1.5	16		5,155	22.6	41	
Downmarket	7,826	34.3	154		6,272	27.5	79		8,470	37.1	89	
For Drinking (monthly spend):												
Nothing	4,422	19.4	64		6,970	30.5	129		11,177	49.0	109	
Low (less than £10)	4,427	19.4	65		8,682	38.1	162		9,460	41.5	91	
Medium (Between £10 and £40)	6,365	27.9	91		7,325	32.1	180		8,878	38.9	77	
High (Greater than £40)	8,453	37.0	143		5,517	24.2	118		8,598	37.7	72	

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	44,550	33.4	110	16,280	12.2	75	71,765	53.8	103
Male: Alone	49,738	37.3	125	16,138	12.1	78	66,718	50.0	94
Male: Group	33,292	25.0	109	40,418	30.3	116	58,884	44.2	89
Male: Pair	46,858	35.1	135	13,195	9.9	65	72,541	54.4	95
Mixed Sex: Group	34,758	26.1	114	46,005	34.5	108	51,831	38.9	89
Mixed Sex: Pair	36,453	27.3	117	51,845	38.9	120	44,295	33.2	78
With Children	34,731	26.0	90	19,001	14.2	85	78,862	59.1	112
Unknown	25,892	19.4	59	31,612	23.7	132	75,090	56.3	118
For Eating:									
Upmarket	45,935	34.4	112	23,352	17.5	84	63,307	47.5	100
Midmarket	47,838	35.9	104	9,547	7.2	79	75,210	56.4	102
Downmarket	33,656	25.2	114	52,348	39.3	113	46,590	34.9	84
For Drinking (monthly spend):									
Nothing	37,788	28.3	94	41,107	30.8	130	53,699	40.3	90
Low (less than £10)	38,879	29.2	98	44,708	33.5	143	49,007	36.7	81
Medium (Between £10 and £40)	39,252	29.4	96	20,026	15.0	84	73,316	55.0	109
High (Greater than £40)	35,158	26.4	102	25,506	19.1	93	71,931	53.9	103

## 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	Townhouse, BN21 3PA	Star Pubs & Bars	0.0	1.3
2	Shore, BN21 3EH	Independent Free	2.7	0.6
3	1901 Jazz Bar, BN21 3EL	Independent Free	3.3	0.7
4	Bar Cafe Luxor, BN21 3HJ	Independent Free	3.3	2.2
5	Blue Bar Cafe, BN21 3HJ	Independent Free	3.3	2.2
6	Bills, BN21 3NU	Bills	3.3	2.3
7	Duke Of Devonshire, BN21 3NU	Mitchells & Butlers	3.3	2.3
8	Nut House, BN21 3PF	Ei Group	3.9	0.6
9	Belgian Cafe, BN21 3YN	Independent Free	3.9	1.0
10	Jesters, BN21 3PH	Independent Free	4.5	0.9
11	Langleys, BN21 3HT	Independent Free	4.5	1.1
12	Boltons, BN21 3JX	Independent Free	4.5	1.7
13	Slaters Wine Bar, BN21 3JX	Independent Free	4.5	1.7
14	Venus, BN21 3JU	Independent Free	4.5	1.7
15	Harmony Rooms, BN21 4QG	Independent Free	5.1	2.1
16	Hart, BN21 3RR	Unknown	5.4	1.0
17	Crown & Anchor, BN21 3DX	Greene King	5.4	1.0
18	Cornfield Garage, BN21 4QD	Wetherspoon	5.7	2.4
19	Hudsons, BN21 4LZ	Independent Free	6.3	2.1
20	Black Sheep, BN22 8AG	Independent Free	7.2	1.4