

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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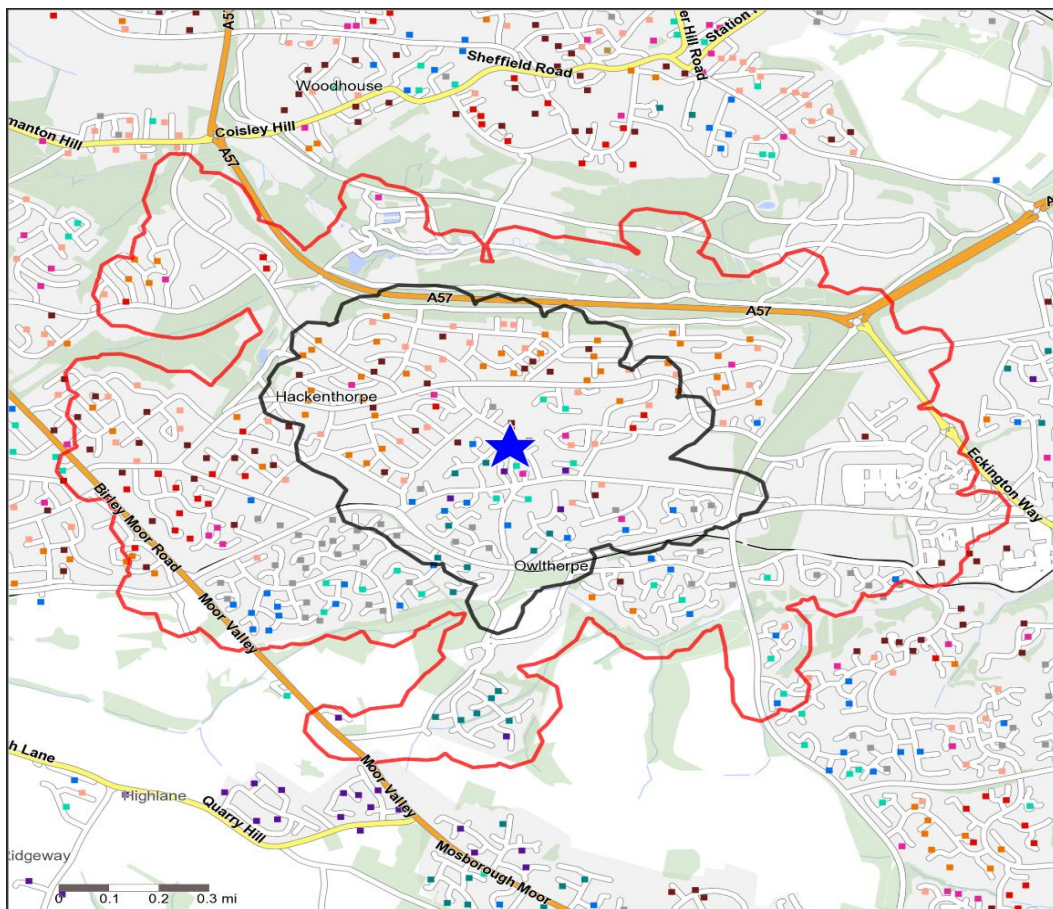
Number of Pubs	2	6	421
Catchment Adults 18+	4,216	9,933	441,161
Catchment Adults 18+ Per Pub	2,108	1,656	1,048
Populaton Projection 2020 to 2030 (% change)	2.60%	2.56%	4.89%

		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	3,823	90.7	173	1	High Street Pub	8,669	87.3	166	1	High Street Pub	377,261	85.5	163
2	Community Pub	3,247	77.0	164	2	Community Pub	7,433	74.8	160	2	Community Pub	316,044	71.6	153
3	Premium Local	1,723	40.9	64	3	Premium Local	3,823	38.5	60	3	Premium Local	150,667	34.2	53
4	Great Pub Great Food	852	20.2	141	4	Great Pub Great Food	1,788	18.0	126	4	Bit of Style	118,794	26.9	188
5	Bit of Style	643	15.3	38	5	Bit of Style	1,778	17.9	44	5	Circuit Bar	100,442	22.8	56
6	Circuit Bar	231	5.5	19	6	Circuit Bar	949	9.6	33	6	Great Pub Great Food	89,933	20.4	71
7	Craft Led	231	5.5	48	7	Craft Led	949	9.6	84	7	Craft Led	86,671	19.6	173

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	204	4.8	55	514	5.2	58	27,239	6.2	70
C1	429	10.2	83	1,036	10.4	85	53,110	12.0	98
C2	434	10.3	125	985	9.9	120	38,144	8.6	105
DE	515	12.2	119	1,239	12.5	121	54,740	12.4	121

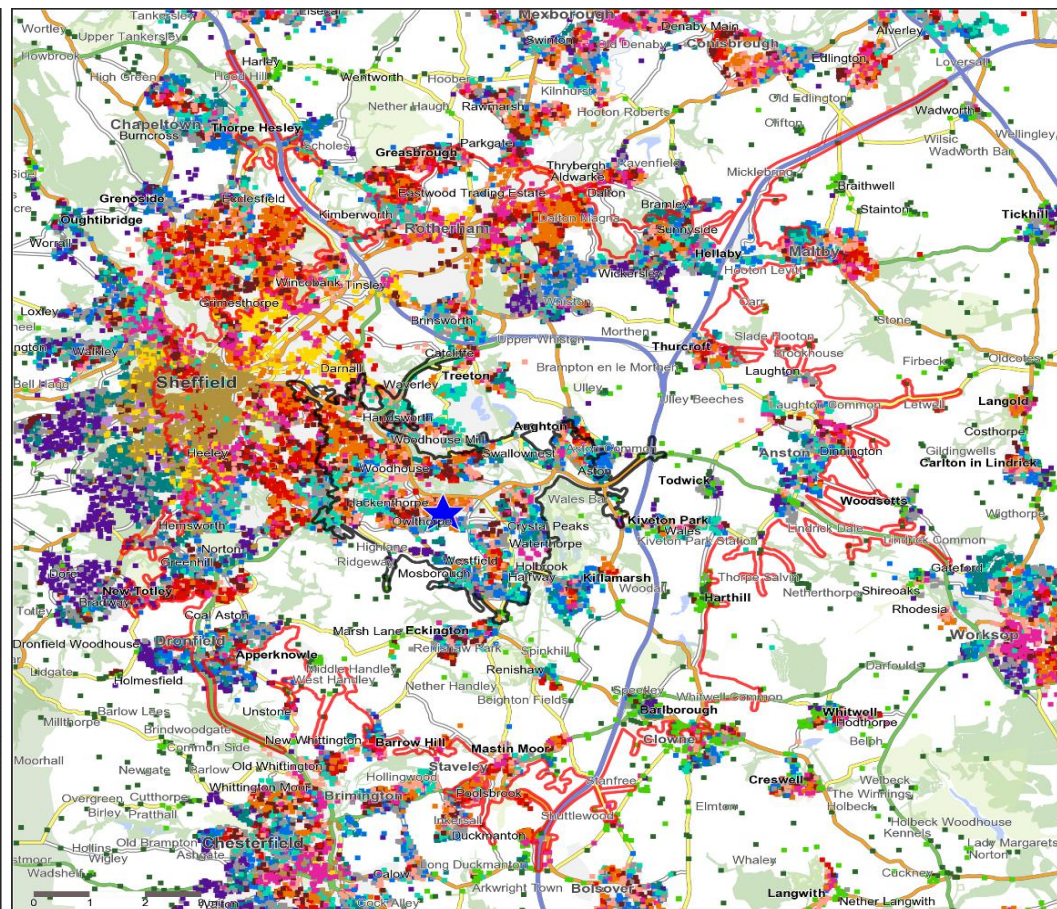
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,816	66.8	201	6,267	63.1	190	266,230	60.3	182
Medium (7-13)	977	23.2	70	2,692	27.1	82	120,854	27.4	82
High (14-19)	332	7.9	28	848	8.5	30	29,718	6.7	24

## 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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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	I Family Basics
	H Aspiring Homemakers	N Urban Cohesion
	M Modest Traditions	E Senior Security
		J Transient Renters
		O Rental Hubs

# 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	958
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	55
B05	Premium Fortunes	0	0	0	51
B06	Diamond Days	0	0	0	866
B07	Alpha Families	0	0	88	1,675
B08	Bank of Mum and Dad	30	88	560	1,845
B09	Empty-Nest Adventure	79	101	737	4,814
C10	Wealthy Landowners	0	0	90	1,107
C11	Rural Vogue	0	0	0	221
C12	Scattered Homesteads	0	0	0	29
C13	Village Retirement	0	0	0	1,085
D14	Satellite Settlers	0	0	160	2,609
D15	Local Focus	0	0	0	1,382
D16	Outlying Seniors	0	0	12	2,192
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	26	3,178
E19	Bungalow Heaven	179	774	2,491	12,287
E20	Classic Grandparents	80	238	2,633	14,592
E21	Solo Retirees	0	40	1,549	7,764
F22	Boomerang Boarders	248	573	1,829	8,618
F23	Family Ties	0	0	878	3,161
F24	Fledgling Free	116	310	3,402	13,185
F25	Dependable Me	50	302	2,032	8,898
G26	Cafés and Catchments	0	0	0	173
G27	Thriving Independence	0	0	28	1,225
G28	Modern Parents	0	298	3,886	8,748
G29	Mid-Career Convention	270	309	1,673	8,537
H30	Primary Ambitions	47	47	414	4,556
H31	Affordable Fringe	62	62	8,062	24,735
H32	First-Rung Futures	134	577	4,509	14,485
H33	Contemporary Starts	0	0	952	4,933
H34	New Foundations	0	0	207	4,300
H35	Flying Solo	0	109	634	1,220

		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	152	272	999
I37	Budget Generations	508	979	2,687	7,774
I38	Economical Families	365	499	3,289	11,250
I39	Families on a Budget	27	213	4,022	24,350
J40	Value Rentals	193	438	3,185	11,517
J41	Youthful Endeavours	0	0	446	3,870
J42	Midlife Renters	32	46	982	9,305
J43	Renting Rooms	0	0	567	17,964
K44	Inner City Stalwarts	0	0	0	708
K45	City Diversity	0	0	0	1,107
K46	High Rise Residents	0	0	0	1,979
K47	Single Essentials	97	263	2,045	12,880
K48	Mature Workers	111	638	4,250	21,834
L49	Flatlet Seniors	105	193	2,045	9,315
L50	Pocket Pensions	200	236	1,930	9,307
L51	Retirement Communities	0	0	238	1,431
L52	Estate Veterans	327	560	3,610	11,691
L53	Seasoned Survivors	68	391	1,855	7,852
M54	Down-to-Earth Owners	688	1,157	5,058	13,200
M55	Back with the Folks	201	212	4,076	9,698
M56	Self Supporters	0	130	4,178	11,983
N57	Community Elders	0	0	0	967
N58	Culture & Comfort	0	0	0	362
N59	Large Family Living	0	0	69	13,050
N60	Ageing Access	0	0	0	2,868
O61	Career Builders	0	0	91	1,664
O62	Central Pulse	0	0	0	12,961
O63	Flexible Workforce	0	0	0	770
O64	Bus-Route Renters	0	0	253	2,333
O65	Learners & Earners	0	0	0	12,000
O66	Student Scene	0	0	0	30,692
U99	Unclassified	0	0	0	0
<b>Total</b>		<b>4,217</b>	<b>9,935</b>	<b>82,000</b>	<b>441,165</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 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. 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

### 3. 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

## 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. 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

### 3. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



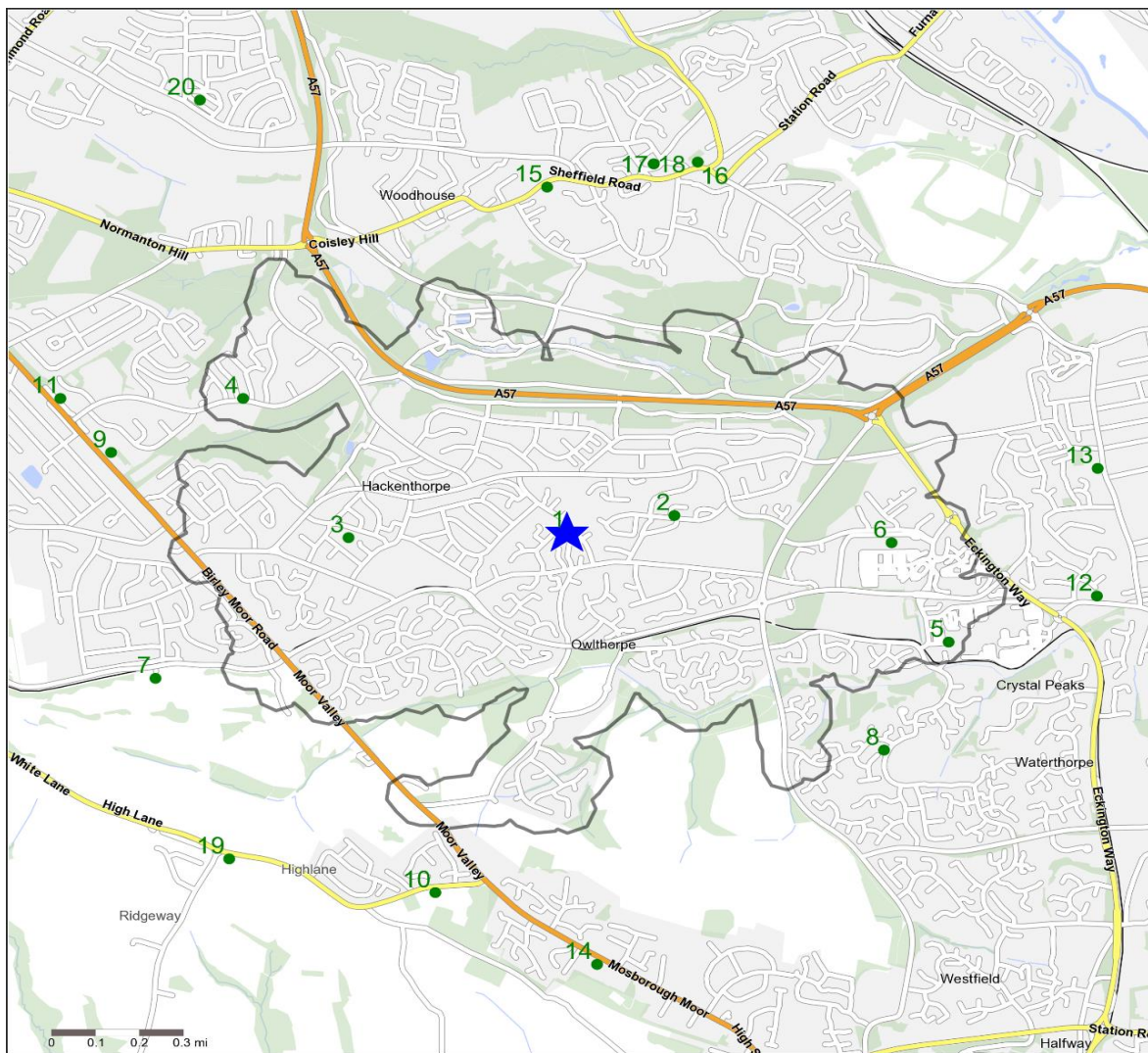
- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

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	2,463	24.8	77	1,193	12.0	71	6,277	63.2	125	
Male: Alone	3,758	37.8	127	1,521	15.3	92	4,654	46.9	87	
Male: Group	3,028	30.5	133	3,217	32.4	120	3,688	37.1	74	
Male: Pair	2,143	21.6	82	1,939	19.5	127	5,851	58.9	101	
Mixed Sex: Group	1,937	19.5	79	3,823	38.5	120	4,174	42.0	97	
Mixed Sex: Pair	2,804	28.2	117	3,700	37.2	113	3,429	34.5	81	
With Children	4,178	42.1	142	1,242	12.5	71	4,513	45.4	86	
Unknown	2,949	29.7	85	395	4.0	22	6,590	66.3	142	
<b>For Eating:</b>										
Upmarket	2,378	23.9	74	1,696	17.1	79	5,859	59.0	128	
Midmarket	3,144	31.7	88	474	4.8	52	6,315	63.6	116	
Downmarket	5,017	50.5	218	3,504	35.3	100	1,412	14.2	34	
<b>For Drinking (monthly spend):</b>										
Nothing	4,908	49.4	161	2,362	23.8	101	2,663	26.8	59	
Low (less than £10)	2,906	29.3	98	3,240	32.6	137	3,787	38.1	82	
Medium (Between £10 and £40)	2,906	29.3	95	1,966	19.8	109	5,061	51.0	100	
High (Greater than £40)	2,297	23.1	88	2,976	30.0	144	4,661	46.9	89	

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	156,477	35.5	110	58,856	13.3	79	225,828	51.2	101	
Male: Alone	157,380	35.7	120	102,550	23.2	140	181,230	41.1	77	
Male: Group	122,947	27.9	122	155,645	35.3	131	162,569	36.9	74	
Male: Pair	147,766	33.5	128	85,516	19.4	126	207,878	47.1	81	
Mixed Sex: Group	162,359	36.8	150	90,699	20.6	64	188,103	42.6	99	
Mixed Sex: Pair	157,605	35.7	148	135,081	30.6	93	148,475	33.7	79	
With Children	158,016	35.8	121	65,336	14.8	84	217,808	49.4	94	
Unknown	168,894	38.3	110	47,135	10.7	58	225,132	51.0	109	
<b>For Eating:</b>										
Upmarket	152,002	34.5	107	86,366	19.6	90	202,793	46.0	99	
Midmarket	180,199	40.8	113	31,451	7.1	78	229,510	52.0	95	
Downmarket	186,524	42.3	182	157,511	35.7	101	97,125	22.0	53	
<b>For Drinking (monthly spend):</b>										
Nothing	143,285	32.5	106	106,587	24.2	103	191,288	43.4	95	
Low (less than £10)	104,021	23.6	79	89,860	20.4	86	247,279	56.1	120	
Medium (Between £10 and £40)	127,974	29.0	94	48,984	11.1	61	264,203	59.9	117	
High (Greater than £40)	82,640	18.7	71	99,997	22.7	109	258,523	58.6	111	

## 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	Sportsman Inn, S 12 4LA	Star Pubs & Bars	0.0	0.2
2	Hogshead, S 12 4AJ	Ei Group	6.6	1.7
3	Golden Plover, S 12 4HE	Ei Group	12.1	3.0
4	Jack In A Box, S 12 4RP	Admiral Taverns Ltd	18.4	3.5
5	Milestone, S 20 7PH	Marston's	19.9	5.2
6	Drakehouse Mill, S 20 7JJ	Greene King	21.1	4.4
7	Fairway Inn, S 12 3BP	Marston's	23.2	4.7
8	Hawk & Dove, S 20 7HH	Ei Group	24.4	5.0
9	Sherwood, S 12 4WG	Greene King	25.4	5.0
10	Ridgeway Arms, S 20 5AZ	Greene King	25.7	5.5
11	Birley Hotel, S 12 4WB	Mitchells & Butlers	27.2	5.5
12	Gypsy Queen, S 20 1FW	Greene King	27.5	5.0
13	Fox Inn, S 20 1BB	Stonegate Pub Company	28.4	6.4
14	British Oak, S 20 5AY	True North Brew Co	29.9	6.6
15	Angel, S 13 7EQ	Trust Inns Limited	31.1	6.8
16	George, S 13 7PD	Ei Group	32.0	7.5
17	Royal Hotel, S 13 7JX	Star Pubs & Bars	32.3	9.0
18	Stag Inn, S 13 7JX	Trust Inns Limited	32.3	9.0
19	Phoenix Inn, S 12 3XF	Greene King	35.9	6.9
20	Strad, S 13 8SE	Independent Free	37.1	8.1