

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	39	50	323
Catchment Adults 18+	6,571	20,326	329,280
Catchment Adults 18+ Per Pub	168	407	1,019
Populaton Projection 2018 to 2028 (% change)	7.91%	6.63%	5.42%

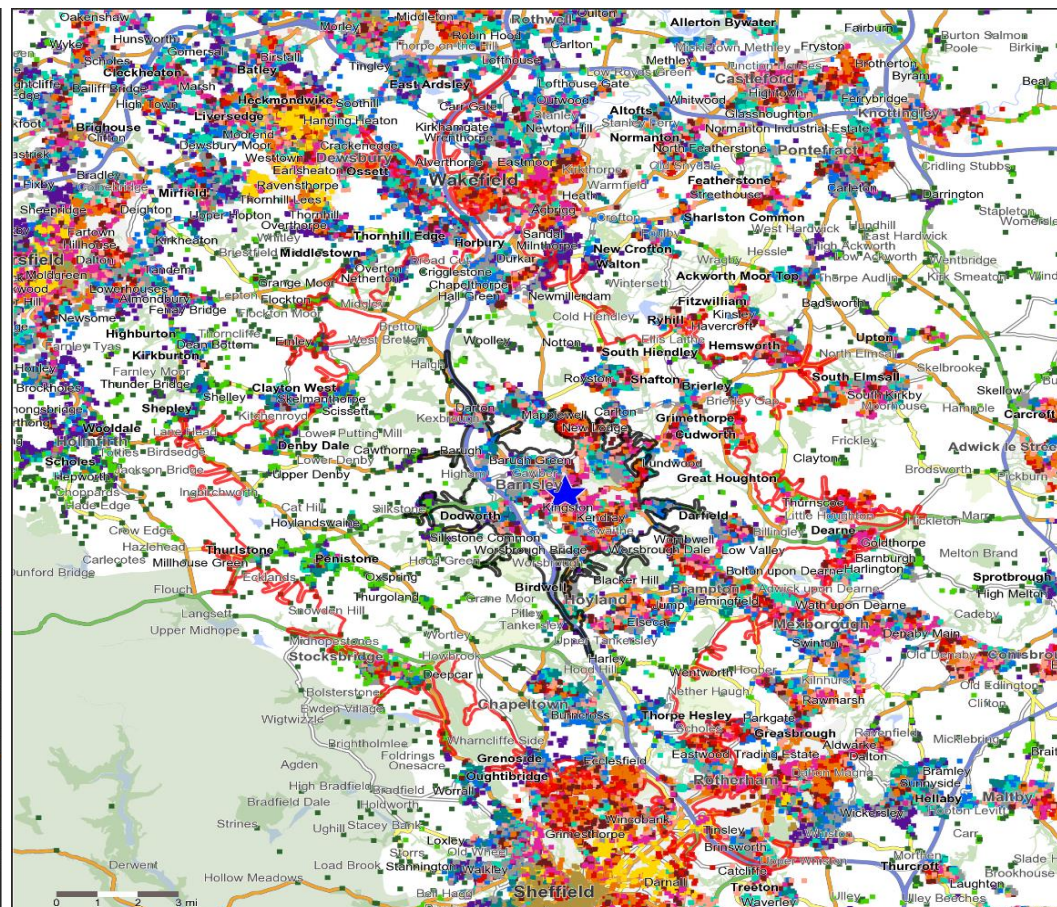
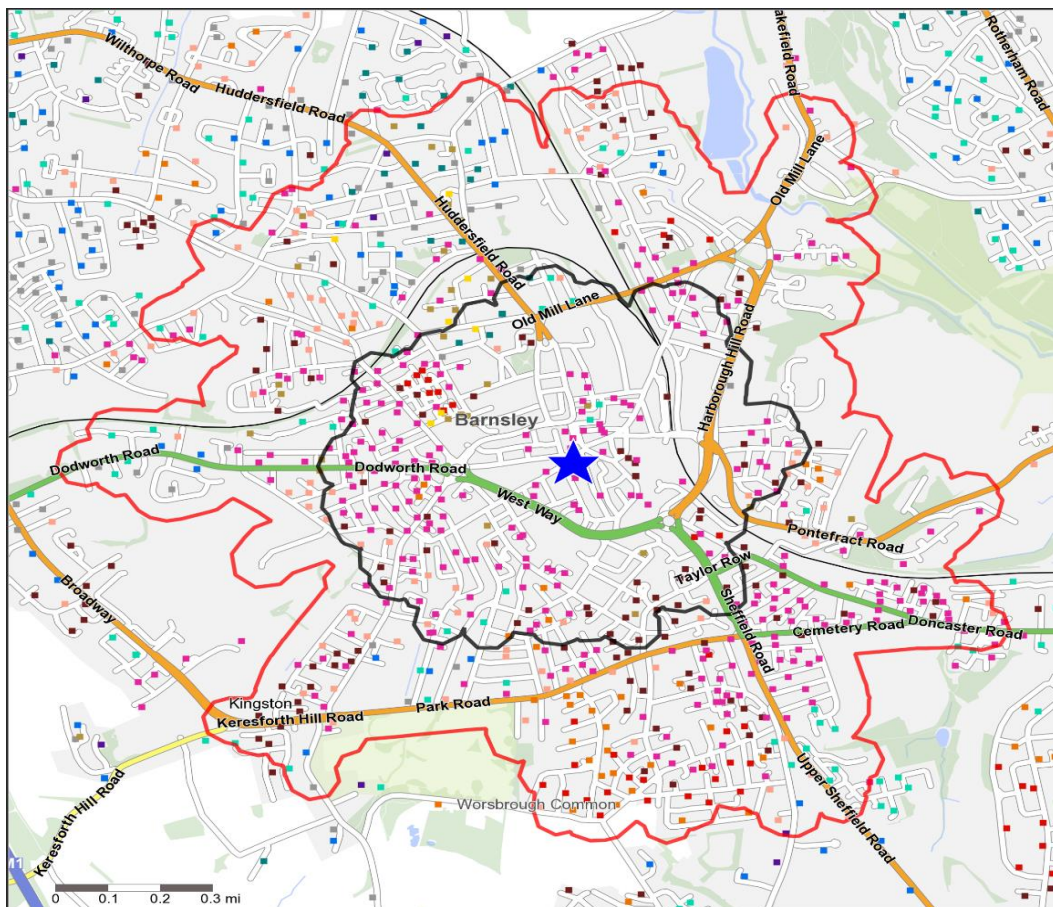
Rank	Type	10 Minute Walktime			Rank	Type	20 Minute Walktime			Rank	Type	20 Minute Drivetime		
		Target Customers	% of Population	Index			Target Customers	% of Population	Index			Target Customers	% of Population	Index
1	Community Pub	5,921	90.1	174	1	High Street Pub	18,841	92.7	179	1	High Street Pub	265,783	80.7	156
2	High Street Pub	5,884	89.5	192	2	Community Pub	18,242	89.7	193	2	Community Pub	228,303	69.3	149
3	Bit of Style	824	12.5	20	3	Premium Local	3,486	17.2	27	3	Premium Local	134,749	40.9	65
4	Circuit Bar	774	11.8	91	4	Bit of Style	3,078	15.1	117	4	Great Pub Great Food	83,150	25.3	195
5	Premium Local	554	8.4	21	5	Circuit Bar	2,521	12.4	31	5	Bit of Style	65,962	20.0	50
6	Craft Led	411	6.3	23	6	Great Pub Great Food	1,688	8.3	31	6	Circuit Bar	29,098	8.8	33
7	Great Pub Great Food	329	5.0	49	7	Craft Led	1,196	5.9	57	7	Craft Led	16,241	4.9	48

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	375	5.7	65	1,168	5.7	65	19,985	6.1	69
C1	898	13.7	111	2,690	13.2	108	35,987	10.9	89
C2	691	10.5	127	2,161	10.6	129	33,107	10.1	122
DE	1,151	17.5	170	3,541	17.4	169	42,645	13.0	126

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)	5,582	84.9	256	16,382	80.6	243	193,291	58.7	177
Medium (7-13)	1,160	17.7	53	4,690	23.1	70	106,507	32.3	98
High (14-19)	73	1.1	4	546	2.7	9	32,149	9.8	34

## 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	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	60
B06	Diamond Days	0	6	62	694
B07	Alpha Families	0	0	245	2,160
B08	Bank of Mum and Dad	0	4	349	1,475
B09	Empty-Nest Adventure	0	23	757	5,816
C10	Wealthy Landowners	0	0	158	2,142
C11	Rural Vogue	0	0	30	884
C12	Scattered Homesteads	0	0	0	171
C13	Village Retirement	0	0	269	4,214
D14	Satellite Settlers	0	0	245	7,036
D15	Local Focus	0	0	66	5,234
D16	Outlying Seniors	0	0	176	5,134
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	117	571	1,537
E19	Bungalow Heaven	0	63	5,945	17,316
E20	Classic Grandparents	58	298	1,637	8,163
E21	Solo Retirees	127	345	1,266	4,587
F22	Boomerang Boarders	22	202	1,681	7,412
F23	Family Ties	0	27	166	2,374
F24	Fledgling Free	0	290	3,264	15,970
F25	Dependable Me	41	260	2,035	9,409
G26	Cafés and Catchments	0	6	6	6
G27	Thriving Independence	57	230	370	661
G28	Modern Parents	0	0	1,485	8,757
G29	Mid-Career Convention	0	22	1,220	9,823
H30	Primary Ambitions	236	592	1,185	2,937
H31	Affordable Fringe	0	121	2,828	11,213
H32	First-Rung Futures	26	659	2,793	11,810
H33	Contemporary Starts	0	233	926	7,475
H34	New Foundations	78	78	319	1,078
H35	Flying Solo	0	2	99	1,012

		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	21	122	152	355
I37	Budget Generations	0	3	1,801	9,255
I38	Economical Families	153	516	1,981	8,202
I39	Families on a Budget	0	320	3,600	13,484
J40	Value Rentals	184	896	3,855	21,814
J41	Youthful Endeavours	12	241	752	2,181
J42	Midlife Renters	409	1,149	2,087	6,705
J43	Renting Rooms	2,595	5,518	6,067	10,389
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	46
K47	Single Essentials	142	174	454	2,829
K48	Mature Workers	8	690	6,277	20,742
L49	Flatlet Seniors	583	997	1,797	4,395
L50	Pocket Pensions	64	262	2,841	14,009
L51	Retirement Communities	28	61	121	443
L52	Estate Veterans	0	94	1,743	9,122
L53	Seasoned Survivors	606	1,740	3,184	5,681
M54	Down-to-Earth Owners	81	488	3,977	19,400
M55	Back with the Folks	67	363	1,746	5,786
M56	Self Supporters	372	1,731	3,314	12,551
N57	Community Elders	0	0	0	57
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	1,722
N60	Ageing Access	45	149	149	149
O61	Career Builders	13	77	123	183
O62	Central Pulse	230	230	230	353
O63	Flexible Workforce	0	53	53	53
O64	Bus-Route Renters	287	850	1,264	2,306
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	26	26	66	504
<b>Total</b>		<b>6,571</b>	<b>20,328</b>	<b>77,787</b>	<b>329,276</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. L53 Seasoned Survivors

Single elderly who are long-term owners of their low value properties which provide some financial security



- Very elderly
- Most are living alone
- Longest length of residence (29 years)
- Modest income
- Own mostly 2 or 3 bed terraces
- Retired from routine / semi-skilled jobs

### 3. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

### 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. 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

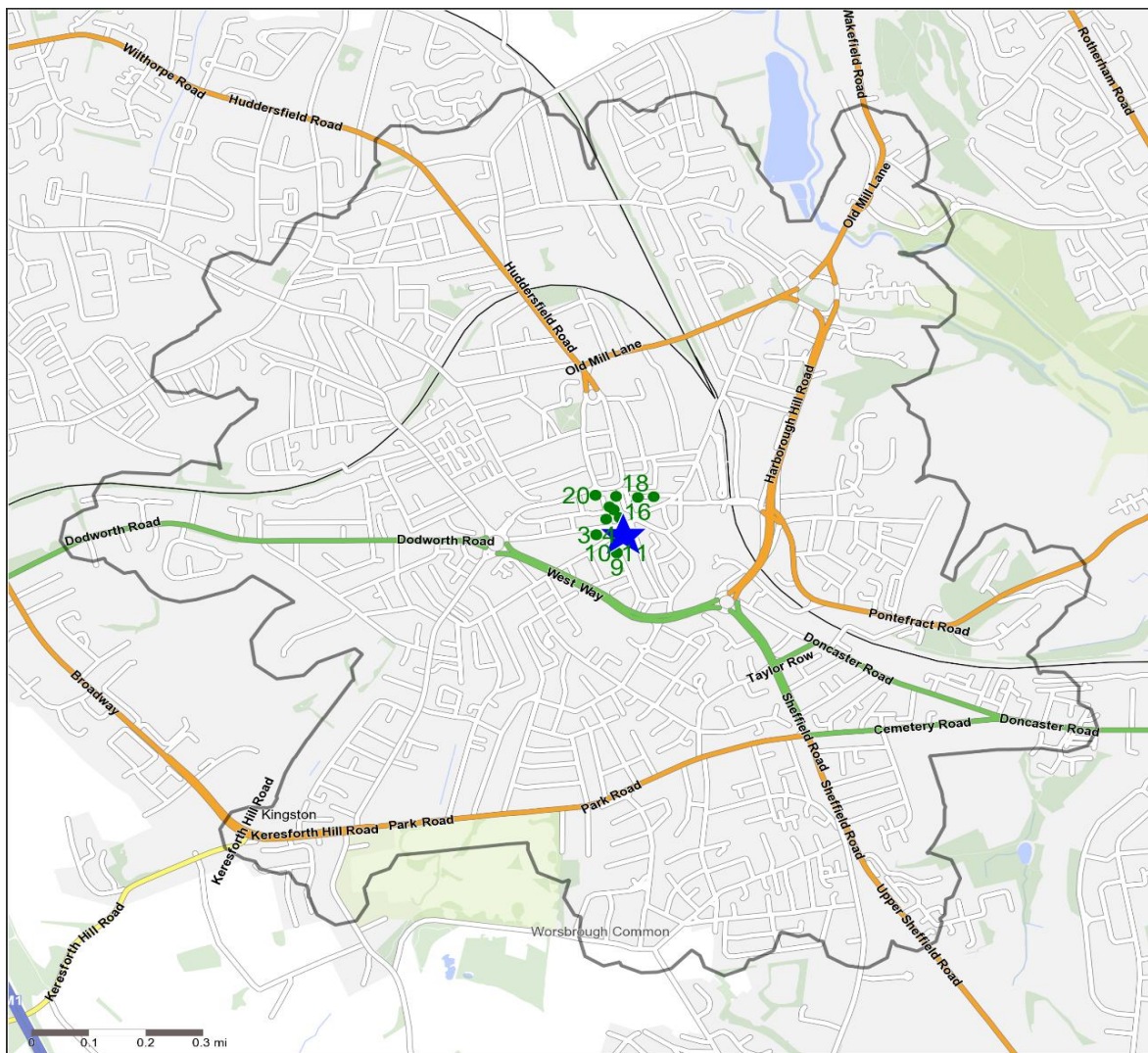
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 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	5,516	27.1	90	5,840	28.7	176	8,944	44.0	85		
Male: Alone	10,502	51.7	174	1,719	8.5	54	8,080	39.8	75		
Male: Group	4,945	24.3	106	9,253	45.5	174	6,102	30.0	60		
Male: Pair	4,732	23.3	89	10,847	53.4	350	4,722	23.2	40		
Mixed Sex: Group	9,113	44.8	196	3,084	15.2	48	8,104	39.9	91		
Mixed Sex: Pair	3,269	16.1	69	9,545	47.0	144	7,486	36.8	86		
With Children	11,526	56.7	196	3,384	16.6	99	5,391	26.5	50		
Unknown	7,870	38.7	118	4,271	21.0	117	8,159	40.1	84		
<b>For Eating:</b>											
Upmarket	2,934	14.4	47	8,923	43.9	211	8,443	41.5	88		
Midmarket	10,809	53.2	155	686	3.4	37	8,806	43.3	78		
Downmarket	4,698	23.1	104	8,098	39.8	114	7,505	36.9	89		
<b>For Drinking (monthly spend):</b>											
Nothing	3,748	18.4	61	3,538	17.4	74	13,015	64.0	143		
Low (less than £10)	1,815	8.9	30	3,738	18.4	78	14,748	72.6	160		
Medium (Between £10 and £40)	2,045	10.1	33	2,273	11.2	63	15,982	78.6	156		
High (Greater than £40)	1,729	8.5	33	3,211	15.8	77	15,361	75.6	145		

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	79,751	24.2	80	45,826	13.9	85	203,199	61.7	119	
Male: Alone	110,155	33.5	112	57,598	17.5	112	161,023	48.9	92	
Male: Group	88,329	26.8	117	100,221	30.4	116	140,225	42.6	86	
Male: Pair	68,918	20.9	80	63,765	19.4	127	196,093	59.6	104	
Mixed Sex: Group	58,667	17.8	78	106,285	32.3	101	163,824	49.8	113	
Mixed Sex: Pair	80,659	24.5	104	106,617	32.4	100	141,499	43.0	101	
With Children	108,491	32.9	114	71,484	21.7	129	148,801	45.2	85	
Unknown	102,423	31.1	95	30,372	9.2	51	195,980	59.5	124	
<b>For Eating:</b>										
Upmarket	63,534	19.3	63	65,189	19.8	95	200,053	60.8	129	
Midmarket	84,054	25.5	74	17,032	5.2	57	227,689	69.1	125	
Downmarket	123,170	37.4	168	132,644	40.3	115	72,961	22.2	53	
<b>For Drinking (monthly spend):</b>										
Nothing	110,890	33.7	111	94,407	28.7	121	123,478	37.5	84	
Low (less than £10)	78,302	23.8	80	97,952	29.7	127	152,521	46.3	102	
Medium (Between £10 and £40)	74,330	22.6	74	54,847	16.7	93	199,599	60.6	121	
High (Greater than £40)	44,602	13.5	52	91,271	27.7	135	192,903	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	Chambers, S 70 1YA	Star Pubs & Bars	0.0	0.2
2	Bar Bluu, S 70 2ST	Independent Free	0.3	1.2
3	Bar Loco, S 70 2QX	Independent Free	0.6	0.5
4	Quasimodos / Esmeraldas / Belfry, S 70 2QX	Independent Free	0.6	0.5
5	Lemon Tree, S 70 2QT	Independent Free	0.6	1.2
6	Chennells, S 70 1SS	Amber Taverns	0.9	1.1
7	Corner Pin, S 70 1SS	Ei Group	0.9	1.1
8	Digital, S 70 1SS	Independent Free	0.9	1.1
9	Legends, S 70 1SS	Independent Free	0.9	1.1
10	Shakespeare Hotel, S 70 1SS	Ei Group	0.9	1.1
11	Surf, S 70 1SS	Independent Free	0.9	1.1
12	Brownes Bar, S 70 2SX	Ei Group	0.9	1.3
13	Joseph Bramah, S 70 2PX	Wetherspoon	0.9	1.3
14	Old No 7, S 70 2PX	Unknown	0.9	1.3
15	Annie Murray's, S 70 2QE	Independent Free	2.1	2.9
16	Durty Odwyers, S 70 2QE	Independent Free	2.1	2.9
17	Blah Bar & Grill, S 70 2PU	Independent Free	2.7	3.2
18	Arcade Alehouse, S 70 2QP	Independent Free	3.0	2.8
19	Londoner, S 70 2SW	*Other Small Retail Groups	3.3	2.6
20	Soul Lounge, S 70 2SW	Independent Free	3.3	2.6