

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	3	11	233
Catchment Adults 18+	8,570	32,443	628,351
Catchment Adults 18+ Per Pub	2,857	2,949	2,697
Populaton Projection 2018 to 2028 (% change)	14.03%	12.78%	10.52%

		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	Bit of Style	4,907	57.3	111	1	Bit of Style	12,778	39.4	76	1	Bit of Style	358,354	57.0	110
2	Premium Local	4,883	57.0	122	2	Circuit Bar	11,960	36.9	79	2	Great Pub Great Food	303,518	48.3	104
3	Circuit Bar	4,864	56.8	90	3	Premium Local	10,981	33.8	54	3	Premium Local	202,917	32.3	51
4	Craft Led	4,167	48.6	376	4	Craft Led	10,667	32.9	254	4	High Street Pub	142,202	22.6	175
5	High Street Pub	1,288	15.0	37	5	High Street Pub	5,350	16.5	41	5	Craft Led	123,723	19.7	49
6	Community Pub	1,269	14.8	55	6	Community Pub	3,824	11.8	44	6	Circuit Bar	99,877	15.9	59
7	Great Pub Great Food	43	0.5	5	7	Great Pub Great Food	822	2.5	25	7	Community Pub	87,824	14.0	136

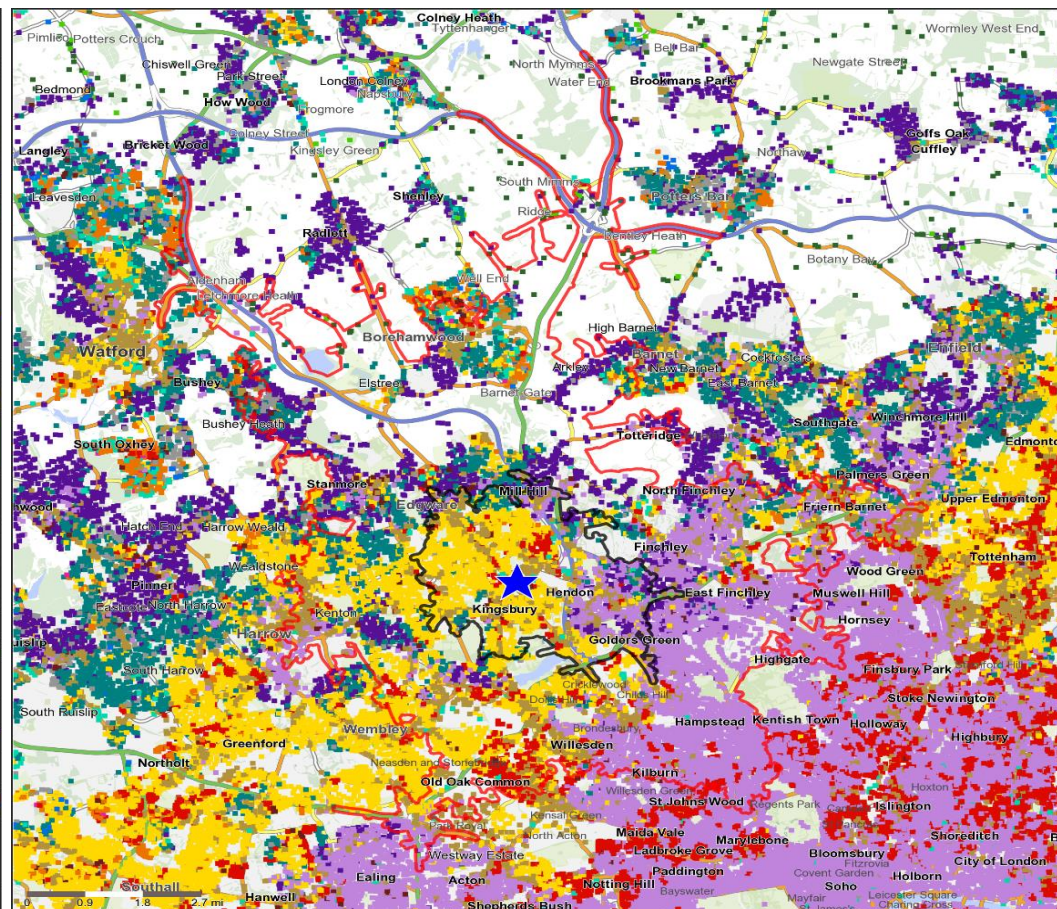
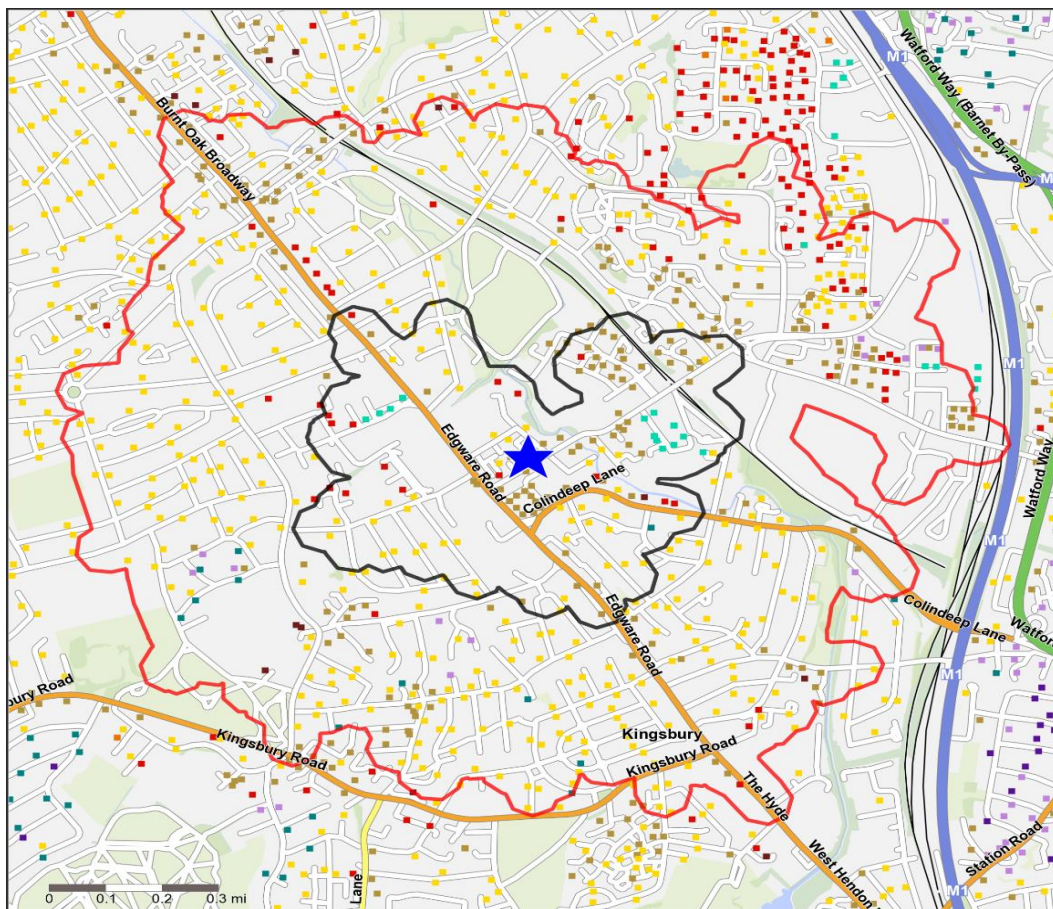
Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	575	6.7	76	2,578	7.9	90	78,406	12.5	141
C1	1,119	13.1	106	3,997	12.3	100	77,578	12.3	101
C2	666	7.8	94	2,525	7.8	94	37,168	5.9	72
DE	1,069	12.5	121	3,620	11.2	108	54,281	8.6	84

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)	1,318	15.4	46	4,247	13.1	39	63,264	10.1	30
Medium (7-13)	3,799	44.3	134	11,868	36.6	110	175,419	27.9	84
High (14-19)	2,956	34.5	121	16,685	51.4	181	392,707	62.5	220



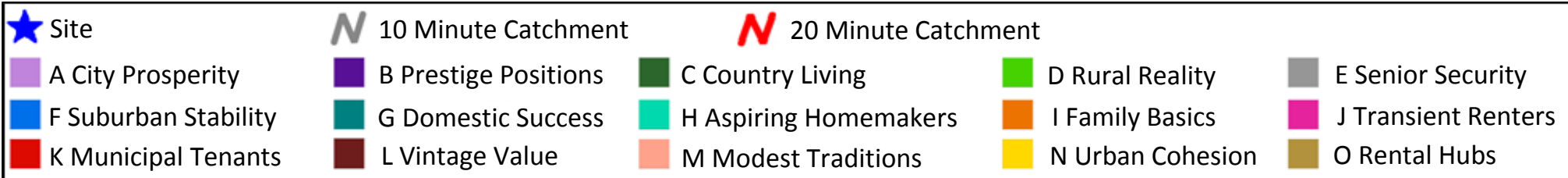
## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

## 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	2,115	41,323
A02	Uptown Elite	24	172	10,481	76,815
A03	Penthouse Chic	0	0	2	20,511
A04	Metro High-Flyers	0	297	2,948	57,550
B05	Premium Fortunes	0	0	4,965	29,309
B06	Diamond Days	0	0	551	7,621
B07	Alpha Families	0	0	0	847
B08	Bank of Mum and Dad	0	0	174	1,785
B09	Empty-Nest Adventure	0	0	0	59
C10	Wealthy Landowners	0	0	0	243
C11	Rural Vogue	0	0	0	60
C12	Scattered Homesteads	0	0	0	0
C13	Village Retirement	0	0	0	4
D14	Satellite Settlers	0	0	0	129
D15	Local Focus	0	0	0	0
D16	Outlying Seniors	0	0	0	0
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	95	3,761
E19	Bungalow Heaven	0	0	0	238
E20	Classic Grandparents	0	0	0	5
E21	Solo Retirees	0	0	0	509
F22	Boomerang Boarders	0	0	0	51
F23	Family Ties	0	0	0	185
F24	Fledgling Free	0	0	0	0
F25	Dependable Me	0	0	0	100
G26	Cafés and Catchments	19	244	6,344	44,057
G27	Thriving Independence	0	98	248	5,159
G28	Modern Parents	0	0	0	166
G29	Mid-Career Convention	0	0	0	8
H30	Primary Ambitions	0	0	0	2,926
H31	Affordable Fringe	0	0	0	0
H32	First-Rung Futures	0	0	0	98
H33	Contemporary Starts	0	0	0	572
H34	New Foundations	697	1,300	2,167	6,247
H35	Flying Solo	0	0	80	378

		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	470	6,519
I37	Budget Generations	0	0	0	5
I38	Economical Families	0	0	0	0
I39	Families on a Budget	0	0	0	0
J40	Value Rentals	0	0	0	0
J41	Youthful Endeavours	0	0	0	23
J42	Midlife Renters	0	0	0	124
J43	Renting Rooms	0	0	0	0
K44	Inner City Stalwarts	264	858	3,295	19,527
K45	City Diversity	922	2,529	6,443	28,297
K46	High Rise Residents	0	0	0	1,077
K47	Single Essentials	0	0	0	192
K48	Mature Workers	0	0	0	0
L49	Flatlet Seniors	0	29	321	805
L50	Pocket Pensions	0	64	133	906
L51	Retirement Communities	83	207	935	7,527
L52	Estate Veterans	0	0	0	47
L53	Seasoned Survivors	0	0	0	0
M54	Down-to-Earth Owners	0	0	0	0
M55	Back with the Folks	0	0	0	84
M56	Self Supporters	0	0	0	0
N57	Community Elders	1,725	10,747	30,117	82,160
N58	Culture & Comfort	668	4,770	24,292	66,932
N59	Large Family Living	0	0	0	25
N60	Ageing Access	0	0	409	5,358
O61	Career Builders	0	11	1,523	11,135
O62	Central Pulse	0	1,206	1,449	2,622
O63	Flexible Workforce	4,167	9,320	25,949	88,011
O64	Bus-Route Renters	0	4	23	958
O65	Learners & Earners	0	8	326	386
O66	Student Scene	0	123	253	390
U99	Unclassified	0	459	727	4,527
<b>Total</b>		<b>8,569</b>	<b>32,446</b>	<b>126,835</b>	<b>628,353</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. N57 Community Elders

Established older households owning city homes in diverse neighbourhoods



- Older households
- Own city terraces and semis
- Have lived there 20 years
- Some adult children at home
- Multicultural neighbourhoods
- Respond to direct mail charity appeals

### 2. O63 Flexible Workforce

Successful young renters ready to move to follow worthwhile incomes from service sector jobs



- Likely to be 26-35
- Singles and multiple sharers
- Many ethnicities
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

### 3. N58 Culture & Comfort

Thriving families with good incomes in diverse suburbs



- Families with children
- Good income
- Areas with high South Asian population
- Own high cost urban semis and terraces
- Highest smart TV ownership
- Read online reviews for home and garden

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. O63 Flexible Workforce

Successful young renters ready to move to follow worthwhile incomes from service sector jobs



- Likely to be 26-35
- Singles and multiple sharers
- Many ethnicities
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

### 2. N57 Community Elders

Established older households owning city homes in diverse neighbourhoods



- Older households
- Own city terraces and semis
- Have lived there 20 years
- Some adult children at home
- Multicultural neighbourhoods
- Respond to direct mail charity appeals

### 3. A02 Uptown Elite

High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort



- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

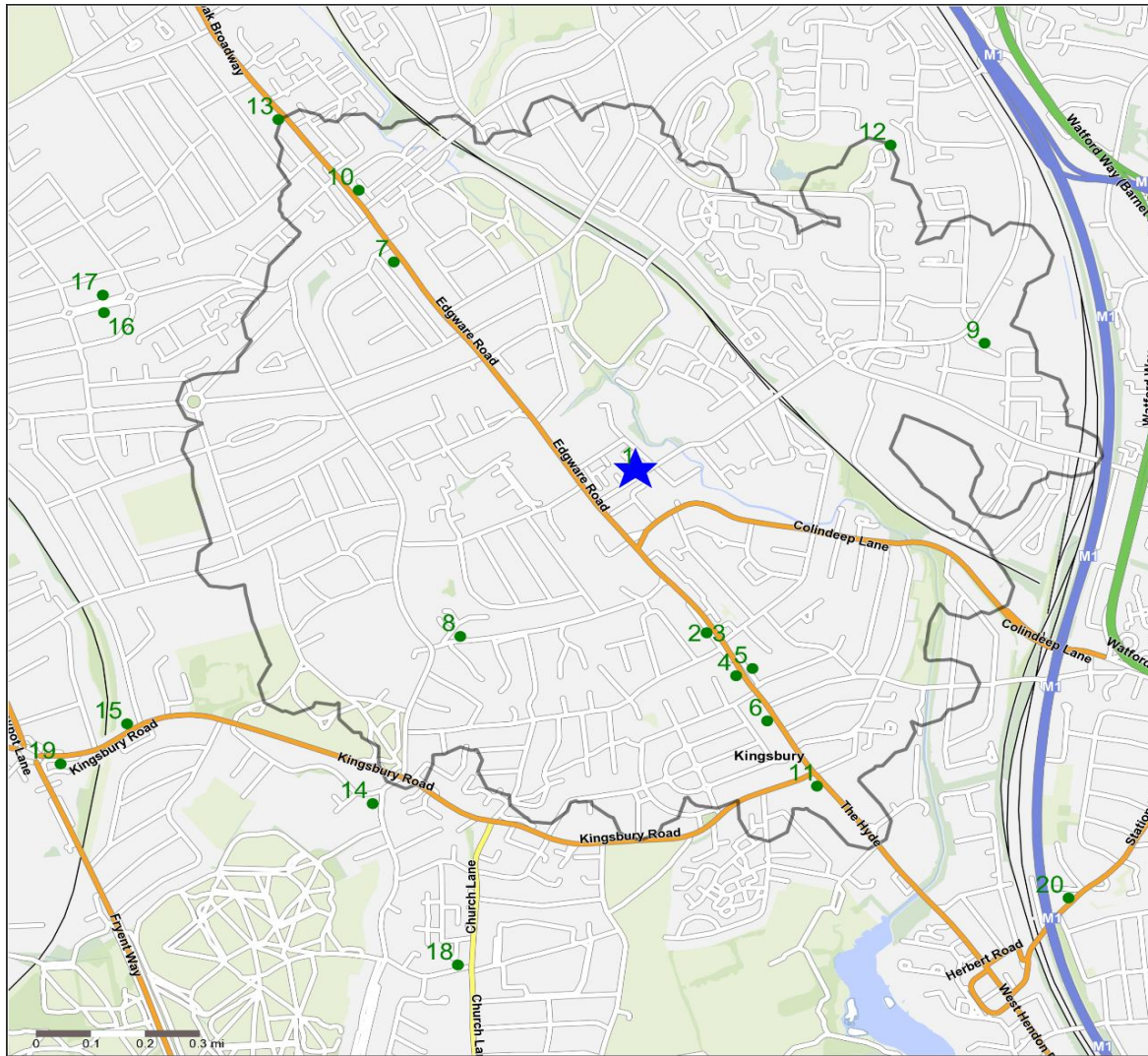
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 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	14,661	45.2	149	308	0.9	6	17,015	52.4	101		
Male: Alone	10,786	33.2	112	404	1.2	8	20,795	64.1	120		
Male: Group	2,575	7.9	35	10,877	33.5	128	18,532	57.1	115		
Male: Pair	11,866	36.6	140	12,344	38.0	250	7,775	24.0	42		
Mixed Sex: Group	23,565	72.6	318	4,970	15.3	48	3,450	10.6	24		
Mixed Sex: Pair	1,340	4.1	18	1,142	3.5	11	29,503	90.9	213		
With Children	5,271	16.2	56	9,320	28.7	171	17,393	53.6	101		
Unknown	27,491	84.7	258	4,106	12.7	71	387	1.2	2		
<b>For Eating:</b>											
Upmarket	15,982	49.3	161	13,174	40.6	195	2,829	8.7	18		
Midmarket	29,818	91.9	268	469	1.4	16	1,698	5.2	9		
Downmarket	135	0.4	2	12,839	39.6	113	19,011	58.6	141		
<b>For Drinking (monthly spend):</b>											
Nothing	11,604	35.8	118	491	1.5	6	19,890	61.3	137		
Low (less than £10)	11,162	34.4	115	12	0.0	0	20,811	64.1	141		
Medium (Between £10 and £40)	12,672	39.1	128	10,193	31.4	176	9,119	28.1	56		
High (Greater than £40)	11,257	34.7	134	11,706	36.1	176	9,021	27.8	53		

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	257,569	41.0	135	76,184	12.1	74	290,072	46.2	89		
Male: Alone	222,924	35.5	119	94,942	15.1	97	305,958	48.7	91		
Male: Group	192,835	30.7	134	89,256	14.2	54	341,733	54.4	110		
Male: Pair	204,700	32.6	125	167,174	26.6	175	251,950	40.1	70		
Mixed Sex: Group	209,050	33.3	146	196,949	31.3	98	217,825	34.7	79		
Mixed Sex: Pair	6,897	1.1	5	92,020	14.6	45	524,907	83.5	195		
With Children	249,472	39.7	137	102,730	16.3	97	271,622	43.2	82		
Unknown	442,450	70.4	214	96,845	15.4	86	84,529	13.5	28		
<b>For Eating:</b>											
Upmarket	283,418	45.1	147	197,779	31.5	151	142,628	22.7	48		
Midmarket	356,287	56.7	165	141,284	22.5	249	126,253	20.1	36		
Downmarket	5,089	0.8	4	121,613	19.4	55	497,122	79.1	190		
<b>For Drinking (monthly spend):</b>											
Nothing	118,798	18.9	63	124,828	19.9	84	380,198	60.5	135		
Low (less than £10)	221,289	35.2	118	8,512	1.4	6	394,024	62.7	138		
Medium (Between £10 and £40)	311,152	49.5	162	163,124	26.0	146	149,547	23.8	47		
High (Greater than £40)	354,105	56.4	218	144,985	23.1	112	124,734	19.9	38		



## 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	Chandos Arms, NW 9 SDS	Star Pubs & Bars	0.0	0.1
2	Mcgowans, NW 9 6LU	McGowan Irish Bars	10.0	3.7
3	Shanakee, NW 9 6LU	Independent Free	10.0	3.7
4	Erins Hope, NW 9 6LP	Independent Free	12.1	2.9
5	Moon Under Water, NW 9 6RR	Wetherspoon	12.4	3.4
6	Black Leaf Lounge, NW 9 6LL	Ei Group	13.9	3.4
7	New Inn, HA 8 5LD	Independent Free	14.2	3.9
8	Reids, NW 9 0NH	Independent Free	15.7	4.4
9	Beaufort, NW 9 5TW	Youngs	16.3	4.0
10	Blarneys Freehouse, HA 8 0BB	Independent Free	16.9	3.7
11	Funkys Browns, NW 9 6LE	Wellington	17.8	4.2
12	Hind & Hart, NW 9 5XA	Save Investments	20.8	4.7
13	Cafe Di Roma, HA 8 5EH	Independent Free	21.1	4.6
14	Green Man, NW 9 8YG	Independent Free	22.0	5.7
15	Hennessys, NW 9 9HH	Independent Free	25.7	7.8
16	Jamesons, HA 8 5QL	Independent Free	26.9	6.5
17	Club 19, HA 8 5QH	Independent Free	26.9	8.2
18	Mcdonaghs, NW 9 8QL	Independent Free	28.1	8.5
19	Jj Moons, NW 9 9EL	Wetherspoon	28.7	8.8
20	Midland, NW 4 4PN	Greene King	32.6	7.4