

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	2	169
Catchment Adults 18+	703	1,047	198,075
Catchment Adults 18+ Per Pub	703	524	1,172
Populaton Projection 2018 to 2028 (% change)	5.02%	4.67%	4.80%

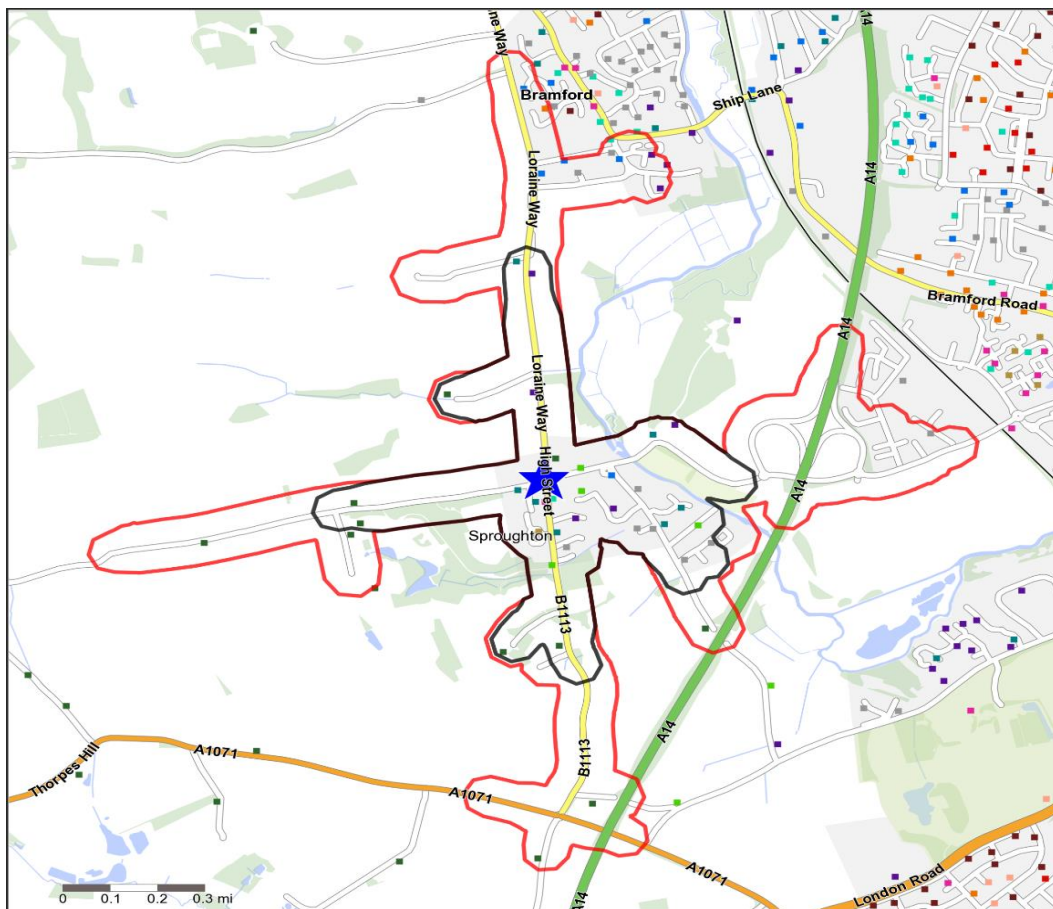
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	393	55.9	108	1	Premium Local	641	61.2	118	1	High Street Pub	134,541	67.9	131
2	Great Pub Great Food	346	49.2	106	2	Great Pub Great Food	575	54.9	118	2	Community Pub	109,045	55.1	118
3	High Street Pub	320	45.5	72	3	High Street Pub	494	47.2	75	3	Premium Local	95,153	48.0	76
4	Community Pub	276	39.3	304	4	Community Pub	391	37.3	289	4	Great Pub Great Food	74,180	37.5	290
5	Bit of Style	135	19.2	48	5	Bit of Style	164	15.7	39	5	Bit of Style	36,938	18.6	46
6	Circuit Bar	128	18.2	68	6	Circuit Bar	134	12.8	48	6	Circuit Bar	27,674	14.0	52
7	Craft Led	34	4.8	47	7	Craft Led	36	3.4	33	7	Craft Led	14,170	7.2	69

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	64	9.1	103	91	8.7	98	16,716	8.4	95
C1	74	10.5	86	109	10.4	85	23,759	12.0	98
C2	59	8.4	102	84	8.0	97	17,894	9.0	109
DE	46	6.5	64	59	5.6	55	20,700	10.5	102

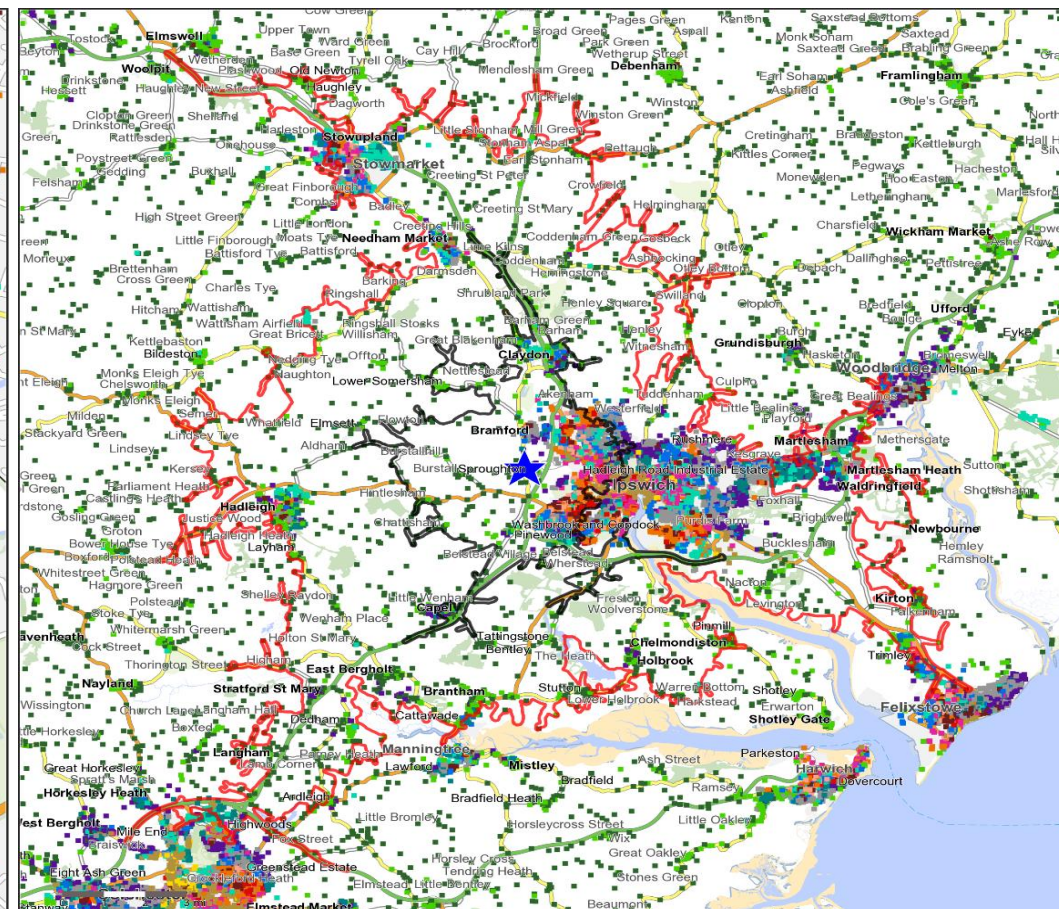
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	144	20.5	62	161	15.4	46	70,177	35.4	107
Medium (7-13)	247	35.1	106	365	34.9	105	72,645	36.7	111
High (14-19)	231	32.9	116	404	38.6	136	49,409	24.9	88

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

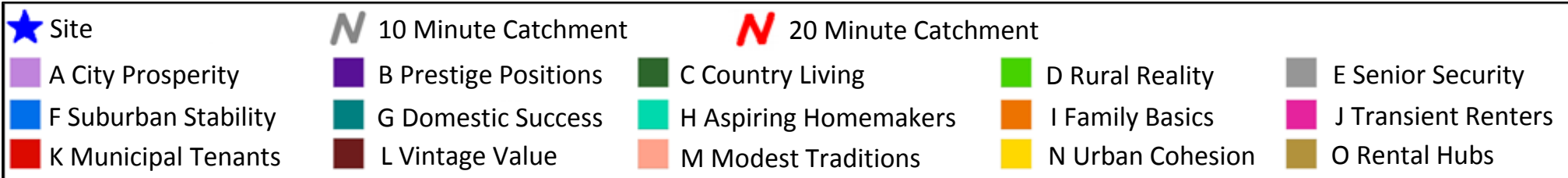
## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	8	98
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	3
B05	Premium Fortunes	0	0	51	119
B06	Diamond Days	0	0	157	974
B07	Alpha Families	26	28	151	2,160
B08	Bank of Mum and Dad	2	14	275	2,043
B09	Empty-Nest Adventure	49	112	1,072	5,136
C10	Wealthy Landowners	16	38	415	4,350
C11	Rural Vogue	3	7	500	4,115
C12	Scattered Homesteads	4	9	245	1,281
C13	Village Retirement	17	34	958	9,772
D14	Satellite Settlers	75	84	1,402	7,252
D15	Local Focus	49	49	597	3,757
D16	Outlying Seniors	0	0	1,180	4,367
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	55	90	608	3,927
E19	Bungalow Heaven	136	169	1,614	9,788
E20	Classic Grandparents	0	50	2,532	6,948
E21	Solo Retirees	1	3	1,266	4,761
F22	Boomerang Boarders	0	19	736	3,407
F23	Family Ties	0	3	1,228	3,589
F24	Fledgling Free	0	18	931	3,301
F25	Dependable Me	9	18	1,138	4,126
G26	Cafés and Catchments	0	0	267	940
G27	Thriving Independence	2	2	355	1,914
G28	Modern Parents	0	0	702	3,294
G29	Mid-Career Convention	95	118	1,212	5,718
H30	Primary Ambitions	0	0	1,443	7,411
H31	Affordable Fringe	0	0	1,719	6,059
H32	First-Rung Futures	34	36	855	3,244
H33	Contemporary Starts	2	2	996	6,806
H34	New Foundations	2	6	104	696
H35	Flying Solo	0	0	235	1,023

		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	5	1,834	3,791
I37	Budget Generations	0	0	1,385	3,259
I38	Economical Families	0	0	852	1,225
I39	Families on a Budget	0	0	2,102	7,051
J40	Value Rentals	0	0	94	385
J41	Youthful Endeavours	0	0	547	1,183
J42	Midlife Renters	34	37	3,318	12,804
J43	Renting Rooms	0	0	3,653	7,943
K44	Inner City Stalwarts	0	0	0	126
K45	City Diversity	0	0	0	16
K46	High Rise Residents	0	0	52	52
K47	Single Essentials	0	0	2,021	4,498
K48	Mature Workers	0	0	621	1,771
L49	Flatlet Seniors	0	0	768	1,541
L50	Pocket Pensions	0	2	728	2,796
L51	Retirement Communities	0	0	347	1,850
L52	Estate Veterans	0	0	2,107	4,564
L53	Seasoned Survivors	0	0	329	491
M54	Down-to-Earth Owners	0	0	909	1,592
M55	Back with the Folks	0	0	1,560	2,967
M56	Self Supporters	0	1	503	1,730
N57	Community Elders	0	0	12	27
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	135	1,247
O61	Career Builders	0	0	353	906
O62	Central Pulse	0	0	697	3,439
O63	Flexible Workforce	0	0	210	935
O64	Bus-Route Renters	90	90	1,078	5,725
O65	Learners & Earners	0	0	28	85
O66	Student Scene	0	0	0	41
U99	Unclassified	0	0	124	1,658
<b>Total</b>		<b>701</b>	<b>1,044</b>	<b>51,319</b>	<b>198,077</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 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

### 2. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

### 3. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. 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

### 3. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



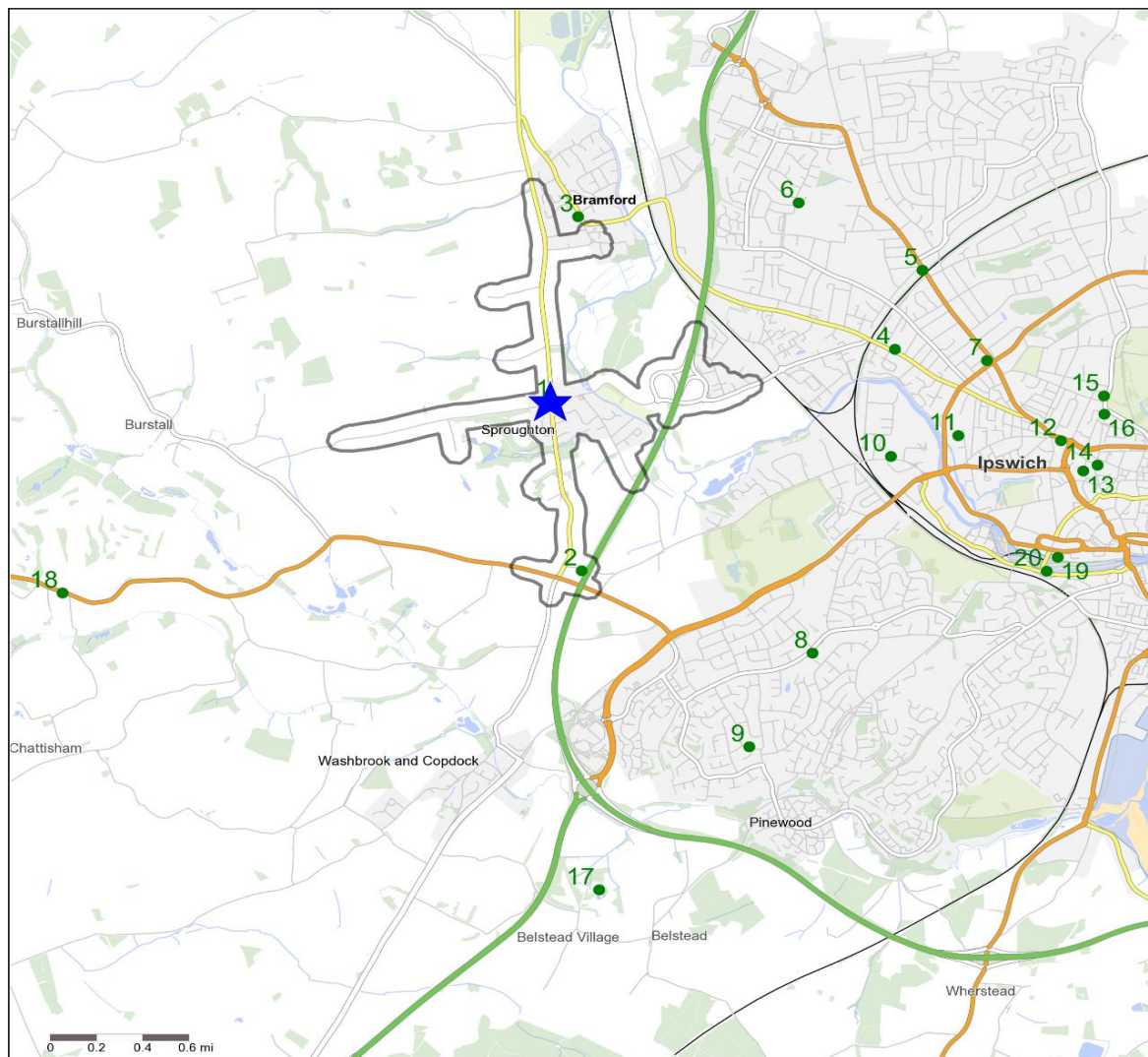
- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

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	172	16.4	54	167	16.0	98	707	67.5	130	
Male: Alone	171	16.3	55	120	11.5	73	756	72.2	135	
Male: Group	171	16.3	71	435	41.5	159	441	42.1	85	
Male: Pair	152	14.5	56	65	6.2	41	830	79.3	138	
Mixed Sex: Group	151	14.4	63	481	45.9	144	414	39.5	90	
Mixed Sex: Pair	417	39.8	170	347	33.1	102	283	27.0	63	
With Children	167	16.0	55	176	16.8	100	703	67.1	127	
Unknown	260	24.8	76	226	21.6	120	561	53.6	112	
<b>For Eating:</b>										
Upmarket	248	23.7	77	78	7.4	36	721	68.9	146	
Midmarket	164	15.7	46	5	0.5	5	877	83.8	151	
Downmarket	200	19.1	86	508	48.5	139	339	32.4	78	
<b>For Drinking (monthly spend):</b>										
Nothing	150	14.3	47	517	49.4	209	380	36.3	81	
Low (less than £10)	360	34.4	115	478	45.7	194	208	19.9	44	
Medium (Between £10 and £40)	317	30.3	99	218	20.8	117	512	48.9	97	
High (Greater than £40)	149	14.2	55	267	25.5	124	631	60.3	115	

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	60,763	30.7	101	35,130	17.7	108	100,524	50.8	97	
Male: Alone	64,420	32.5	109	23,957	12.1	77	108,040	54.5	102	
Male: Group	50,927	25.7	112	64,370	32.5	124	81,120	41.0	83	
Male: Pair	55,781	28.2	108	24,246	12.2	80	116,390	58.8	102	
Mixed Sex: Group	54,975	27.8	121	72,583	36.6	115	68,859	34.8	79	
Mixed Sex: Pair	66,630	33.6	143	73,975	37.3	115	55,812	28.2	66	
With Children	63,011	31.8	110	31,148	15.7	93	102,258	51.6	98	
Unknown	53,909	27.2	83	43,098	21.8	121	99,410	50.2	105	
<b>For Eating:</b>										
Upmarket	55,602	28.1	92	40,144	20.3	97	100,671	50.8	108	
Midmarket	63,070	31.8	93	13,148	6.6	74	120,199	60.7	110	
Downmarket	51,506	26.0	117	80,296	40.5	116	64,615	32.6	78	
<b>For Drinking (monthly spend):</b>										
Nothing	59,363	30.0	99	50,654	25.6	108	86,400	43.6	97	
Low (less than £10)	64,170	32.4	109	61,928	31.3	133	70,319	35.5	78	
Medium (Between £10 and £40)	56,763	28.7	94	31,424	15.9	89	108,230	54.6	109	
High (Greater than £40)	38,811	19.6	76	32,901	16.6	81	124,706	63.0	120	

## 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	Wild Man, IP 8 3DA	Star Pubs & Bars	0.0	0.1
2	Beagle, IP 8 3AR	Mitchells & Butlers	17.5	2.9
3	Bramford Cock, IP 8 4DT	Punch Pub Company	21.1	2.9
4	Red Lion, IP 1 4AY	Admiral Taverns Ltd	33.8	5.3
5	Suffolk Punch, IP 1 5DN	Ei Group	41.6	6.9
6	Flying Horse, IP 1 5NW	Independent Free	43.2	8.0
7	Inkerman, IP 1 4BX	Admiral Taverns Ltd	44.1	7.7
8	Kingfisher, IP 2 0QX	Ei Group	44.7	7.6
9	Belstead Arms, IP 2 9QU	Ei Group	47.1	7.8
10	Earl Kitchener, IP 2 0ER	Unknown	48.9	8.9
11	Mermaid, IP 1 2EJ	Marston's	50.1	9.5
12	St Judes Brewery Tavern, IP 1 3EW	Independent Free	51.0	9.0
13	Black Horse, IP 1 2EF	Ei Group	55.2	10.9
14	Arlingtons, IP 1 1HQ	Independent Free	55.5	10.4
15	Greyhound, IP 1 3SE	Adnams	55.8	10.1
16	Arboretum, IP 1 3QL	*Other Small Retail Groups	56.1	10.6
17	Tudor Barn, IP 8 3JT	Independent Free	61.3	8.5
18	George, IP 8 3NH	Punch Pub Company	61.9	6.9
19	Punch & Judy, IP 1 1UZ	Greene King	63.8	12.6
20	Station Hotel, IP 2 8AJ	Greene King	65.3	11.4