

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	17	18	160
Catchment Adults 18+	4,127	10,135	181,977
Catchment Adults 18+ Per Pub	243	563	1,137
Populaton Projection 2018 to 2028 (% change)	-1.89%	-0.56%	1.14%

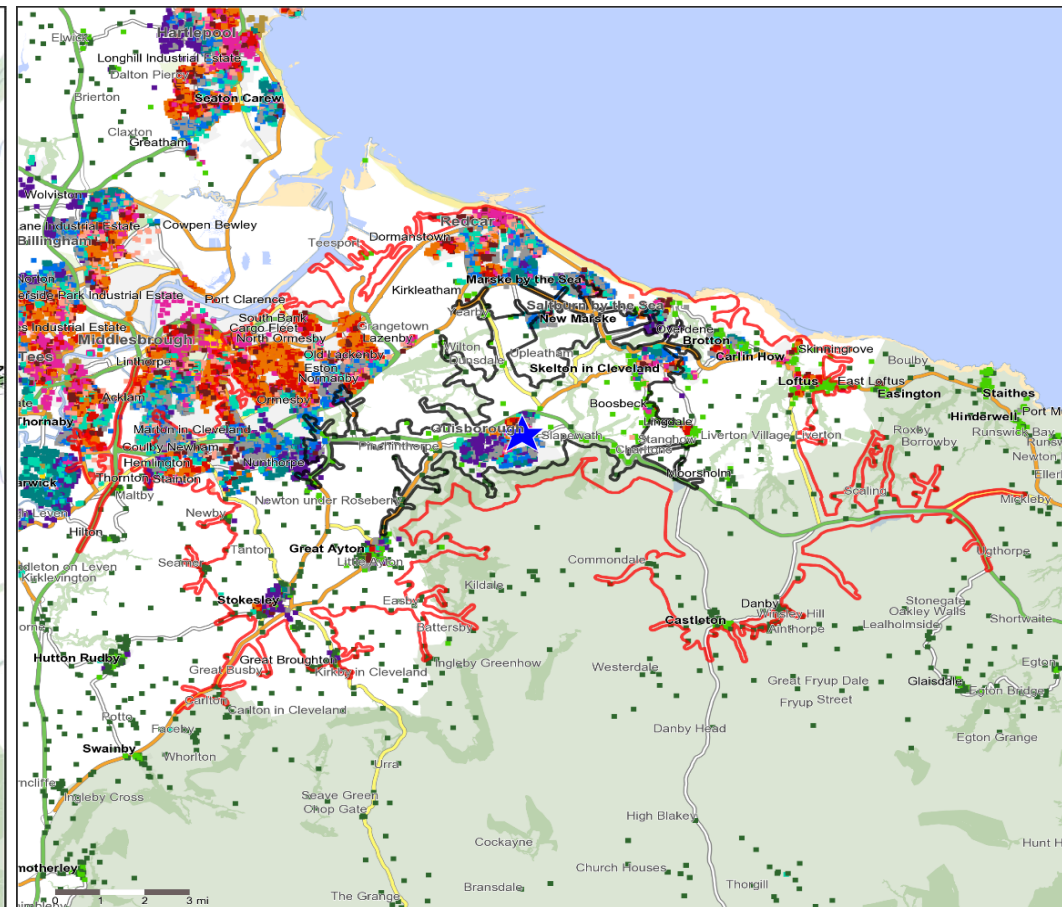
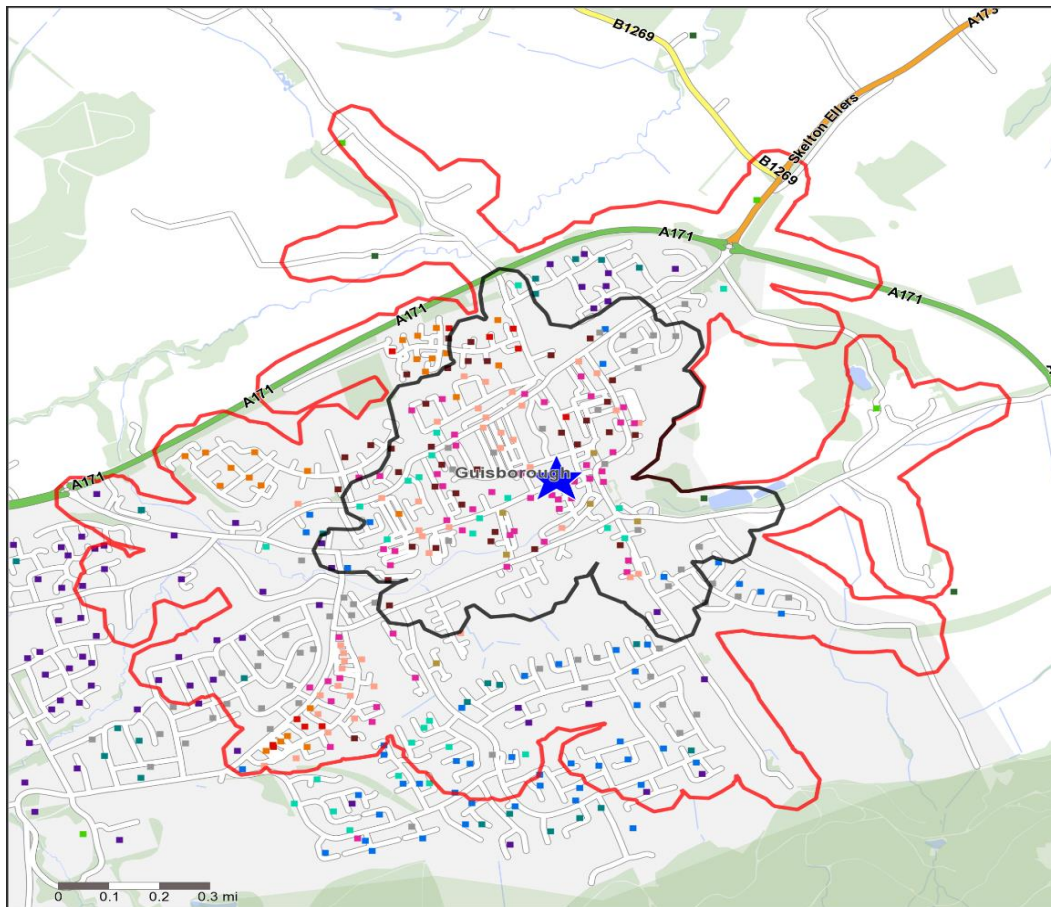
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Community Pub	3,470	84.1	162	1	High Street Pub	7,579	74.8	144	1	High Street Pub	139,137	76.5	148
2	High Street Pub	3,391	82.2	176	2	Community Pub	6,675	65.9	141	2	Community Pub	119,670	65.8	141
3	Premium Local	713	17.3	27	3	Premium Local	4,012	39.6	63	3	Premium Local	71,278	39.2	62
4	Bit of Style	673	16.3	126	4	Great Pub Great Food	2,590	25.6	198	4	Great Pub Great Food	52,054	28.6	221
5	Circuit Bar	492	11.9	30	5	Bit of Style	1,372	13.5	34	5	Bit of Style	28,571	15.7	39
6	Craft Led	293	7.1	26	6	Circuit Bar	674	6.7	25	6	Circuit Bar	13,184	7.2	27
7	Great Pub Great Food	265	6.4	62	7	Craft Led	379	3.7	36	7	Craft Led	8,258	4.5	44

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	245	5.9	67	708	7.0	79	9,955	5.5	62
C1	413	10.0	82	1,030	10.2	83	18,427	10.1	83
C2	398	9.6	117	951	9.4	114	16,970	9.3	113
DE	550	13.3	129	1,112	11.0	107	25,887	14.2	138

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)	2,272	55.1	166	4,387	43.3	131	97,530	53.6	162
Medium (7-13)	1,257	30.5	92	3,705	36.6	110	60,755	33.4	101
High (14-19)	240	5.8	20	1,621	16.0	56	21,215	11.7	41

## 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	2
B05	Premium Fortunes	0	0	130	377
B06	Diamond Days	0	144	467	1,428
B07	Alpha Families	10	273	621	1,781
B08	Bank of Mum and Dad	34	197	435	1,519
B09	Empty-Nest Adventure	37	441	1,975	5,063
C10	Wealthy Landowners	1	15	374	1,624
C11	Rural Vogue	0	3	60	383
C12	Scattered Homesteads	0	4	39	516
C13	Village Retirement	0	6	176	2,063
D14	Satellite Settlers	0	25	359	2,889
D15	Local Focus	0	2	709	3,278
D16	Outlying Seniors	0	33	849	2,908
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	48	208	381	1,152
E19	Bungalow Heaven	346	1,034	2,336	13,584
E20	Classic Grandparents	86	325	622	4,736
E21	Solo Retirees	76	140	394	2,857
F22	Boomerang Boarders	81	406	1,310	5,394
F23	Family Ties	0	148	301	1,445
F24	Fledgling Free	4	209	1,779	8,661
F25	Dependable Me	72	553	1,540	4,990
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	24	68	125
G28	Modern Parents	32	164	996	6,098
G29	Mid-Career Convention	3	238	1,614	5,500
H30	Primary Ambitions	0	0	26	710
H31	Affordable Fringe	14	233	510	6,573
H32	First-Rung Futures	194	249	748	5,557
H33	Contemporary Starts	3	28	389	2,336
H34	New Foundations	58	58	117	658
H35	Flying Solo	13	39	234	707

		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	0	855
I37	Budget Generations	65	536	631	1,995
I38	Economical Families	95	136	352	3,456
I39	Families on a Budget	62	268	339	18,155
J40	Value Rentals	370	572	1,390	6,539
J41	Youthful Endeavours	18	67	131	1,056
J42	Midlife Renters	384	453	975	2,713
J43	Renting Rooms	101	118	118	4,462
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	499
K47	Single Essentials	85	91	92	1,654
K48	Mature Workers	41	180	561	16,564
L49	Flatlet Seniors	186	241	382	4,102
L50	Pocket Pensions	351	481	1,103	5,073
L51	Retirement Communities	62	64	152	884
L52	Estate Veterans	70	153	216	2,732
L53	Seasoned Survivors	177	253	333	3,119
M54	Down-to-Earth Owners	121	386	721	4,142
M55	Back with the Folks	364	417	451	3,805
M56	Self Supporters	297	331	717	3,294
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	11
N59	Large Family Living	0	0	0	95
N60	Ageing Access	0	0	0	30
O61	Career Builders	0	0	0	197
O62	Central Pulse	0	0	0	45
O63	Flexible Workforce	0	0	0	8
O64	Bus-Route Renters	120	142	154	1,072
O65	Learners & Earners	0	0	0	90
O66	Student Scene	0	0	0	0
U99	Unclassified	47	47	47	417
<b>Total</b>		<b>4,128</b>	<b>10,135</b>	<b>28,424</b>	<b>181,978</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. 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 cohabittees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

### 3. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 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. E19 Bungalow Haven

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



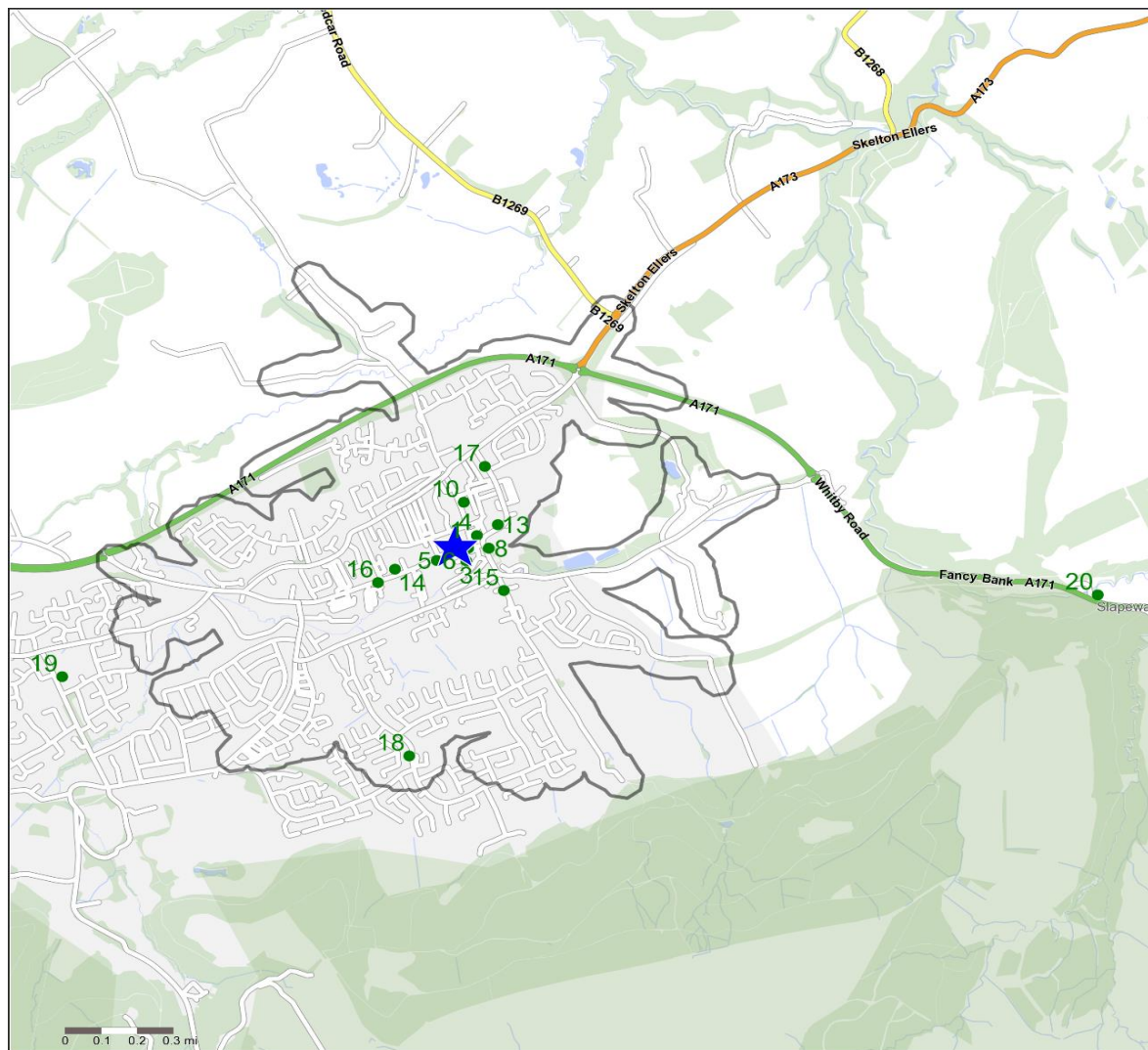
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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	2,813	27.8	92	1,188	11.7	72	6,087	60.1	115	
Male: Alone	4,212	41.6	140	1,357	13.4	86	4,519	44.6	84	
Male: Group	3,373	33.3	146	3,145	31.0	118	3,570	35.2	71	
Male: Pair	2,829	27.9	107	1,837	18.1	119	5,421	53.5	93	
Mixed Sex: Group	2,179	21.5	94	3,019	29.8	93	4,889	48.2	110	
Mixed Sex: Pair	3,285	32.4	138	3,377	33.3	102	3,426	33.8	79	
With Children	3,329	32.8	114	1,583	15.6	93	5,176	51.1	96	
Unknown	2,589	25.5	78	1,380	13.6	76	6,118	60.4	126	
<b>For Eating:</b>										
Upmarket	2,385	23.5	77	1,957	19.3	93	5,746	56.7	120	
Midmarket	3,217	31.7	92	374	3.7	41	6,497	64.1	116	
Downmarket	3,671	36.2	163	4,452	43.9	126	1,964	19.4	47	
<b>For Drinking (monthly spend):</b>										
Nothing	3,095	30.5	101	3,654	36.1	153	3,339	32.9	74	
Low (less than £10)	3,258	32.1	108	2,976	29.4	125	3,853	38.0	84	
Medium (Between £10 and £40)	3,249	32.1	105	1,171	11.6	65	5,668	55.9	111	
High (Greater than £40)	2,309	22.8	88	1,707	16.8	82	6,072	59.9	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	38,072	20.9	69	22,033	12.1	74	121,455	66.7	128		
Male: Alone	49,783	27.4	92	38,767	21.3	136	93,010	51.1	96		
Male: Group	49,997	27.5	120	49,334	27.1	104	82,229	45.2	91		
Male: Pair	36,214	19.9	76	28,395	15.6	102	116,950	64.3	112		
Mixed Sex: Group	27,277	15.0	66	58,381	32.1	100	95,901	52.7	120		
Mixed Sex: Pair	43,875	24.1	103	68,441	37.6	116	69,244	38.1	89		
With Children	48,500	26.7	92	41,392	22.7	135	91,667	50.4	95		
Unknown	47,057	25.9	79	16,432	9.0	50	118,070	64.9	135		
<b>For Eating:</b>											
Upmarket	31,534	17.3	57	29,398	16.2	78	120,628	66.3	140		
Midmarket	35,739	19.6	57	20,776	11.4	127	125,045	68.7	124		
Downmarket	63,633	35.0	157	83,053	45.6	131	34,873	19.2	46		
<b>For Drinking (monthly spend):</b>											
Nothing	59,580	32.7	108	63,800	35.1	148	58,179	32.0	71		
Low (less than £10)	46,874	25.8	86	49,022	26.9	115	85,664	47.1	104		
Medium (Between £10 and £40)	44,810	24.6	80	24,020	13.2	74	112,730	61.9	123		
High (Greater than £40)	26,900	14.8	57	49,522	27.2	133	105,137	57.8	110		

## 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	Black Swan, TS14 6BA	Independent Free	0.0	0.1
2	Three Fiddles, TS14 6BA	Star Pubs & Bars	0.0	0.1
3	Priory Coffee House & Bistro, TS14 6QD	Independent Free	0.6	1.1
4	Macy Browns, TS14 6HF	Independent Free	1.2	0.4
5	Courtyard, TS14 6AF	Independent Free	1.2	0.7
6	Kings Head Hotel, TS14 6AF	Ei Group	1.2	0.7
7	Fox Inn, TS14 6BP	Punch Pub Company	1.8	0.7
8	Willows Cafe Bistro, TS14 6BP	Independent Free	1.8	0.7
9	Tap & Spile, TS14 6BG	Ei Group	2.1	0.5
10	Globe Inn, TS14 6JP	New River Retail	2.7	1.3
11	Cookfellas Eatery & Wine Bar, TS14 6HG	Independent Free	3.3	0.6
12	Monk, TS14 6HG	Independent Free	3.3	0.6
13	Siting Room, TS14 6HG	Independent Free	3.3	0.6
14	Ironstone Miner, TS14 6AP	Wetherspoon	3.6	0.7
15	Anchor Inn, TS14 7AB	Sam Smith	5.4	1.2
16	Ship Inn, TS14 6AN	Independent Free	6.6	1.2
17	Abbey Inn, TS14 6HR	Sam Smith	6.6	1.7
18	Huntsman, TS14 7LQ	Ei Group	17.8	3.3
19	Voyager, TS14 8DN	Marston's	26.0	4.7
20	Fox & Hounds Inn, TS14 6PX	Ei Group	40.7	4.7