

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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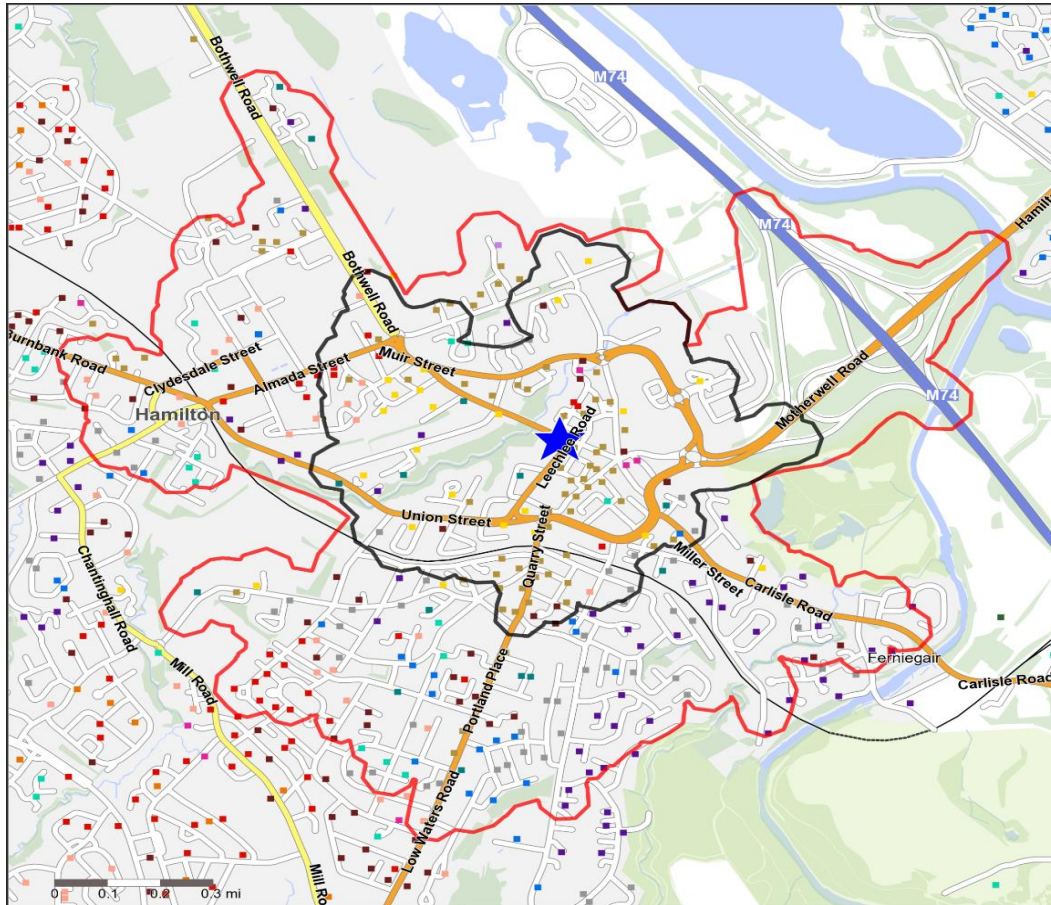
Number of Pubs	20	25	342
Catchment Adults 18+	3,376	9,704	515,244
Catchment Adults 18+ Per Pub	169	388	1,507
Populaton Projection 2018 to 2028 (% change)	1.60%	1.63%	1.52%

		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	Community Pub	3,005	89.0	172	1	High Street Pub	7,734	79.7	154	1	High Street Pub	433,582	84.2	162
2	High Street Pub	2,957	87.6	188	2	Community Pub	7,385	76.1	163	2	Community Pub	374,750	72.7	156
3	Circuit Bar	1,581	46.8	74	3	Premium Local	3,422	35.3	56	3	Premium Local	210,152	40.8	65
4	Premium Local	633	18.8	145	4	Circuit Bar	2,956	30.5	236	4	Great Pub Great Food	129,072	25.1	194
5	Great Pub Great Food	523	15.5	38	5	Great Pub Great Food	2,888	29.8	74	5	Circuit Bar	113,726	22.1	55
6	Bit of Style	373	11.0	41	6	Bit of Style	1,125	11.6	43	6	Bit of Style	94,215	18.3	68
7	Craft Led	217	6.4	62	7	Craft Led	1,041	10.7	104	7	Craft Led	82,343	16.0	155

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	387	11.5	130	969	10.0	113	29,403	5.7	65
C1	581	17.2	140	1,495	15.4	126	68,450	13.3	108
C2	276	8.2	99	717	7.4	90	48,069	9.3	113
DE	426	12.6	123	1,017	10.5	102	73,853	14.3	139

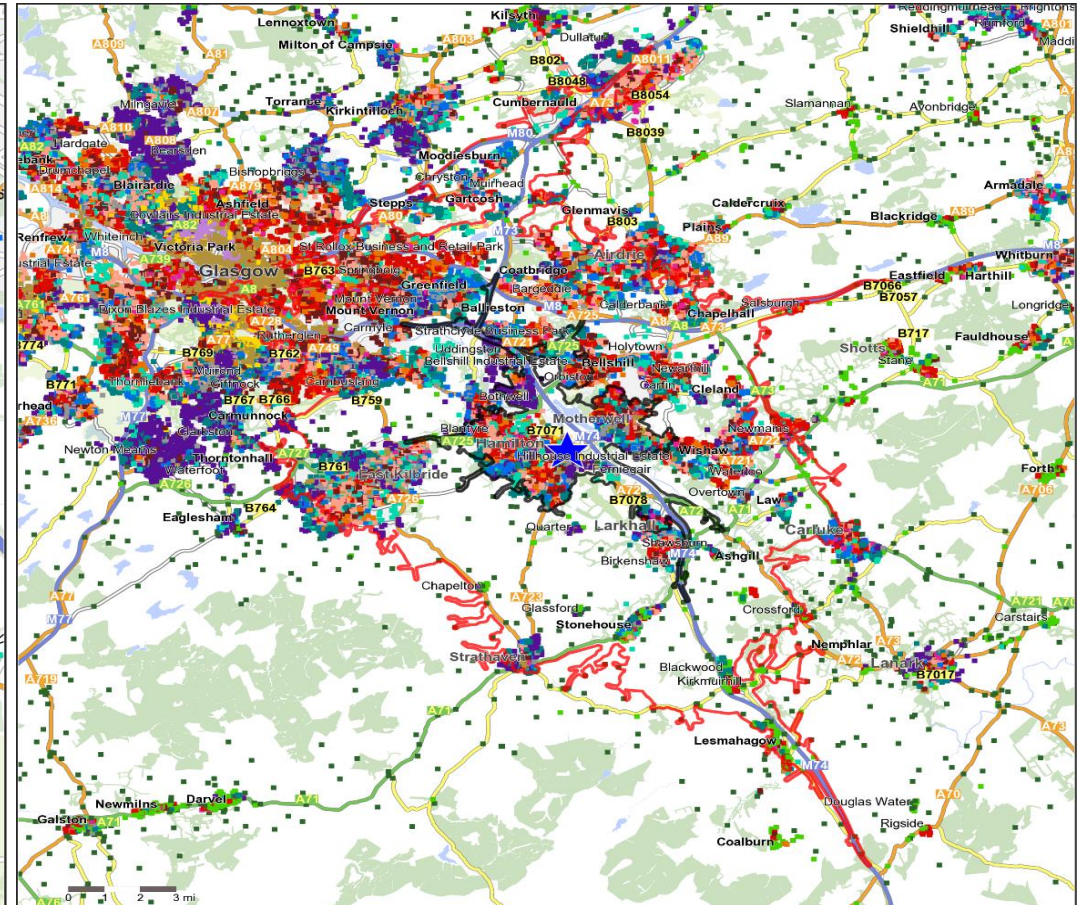
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,130	33.5	101	3,169	32.7	98	266,335	51.7	156
Medium (7-13)	1,153	34.2	103	3,446	35.5	107	165,472	32.1	97
High (14-19)	519	15.4	54	2,083	21.5	76	65,571	12.7	45

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

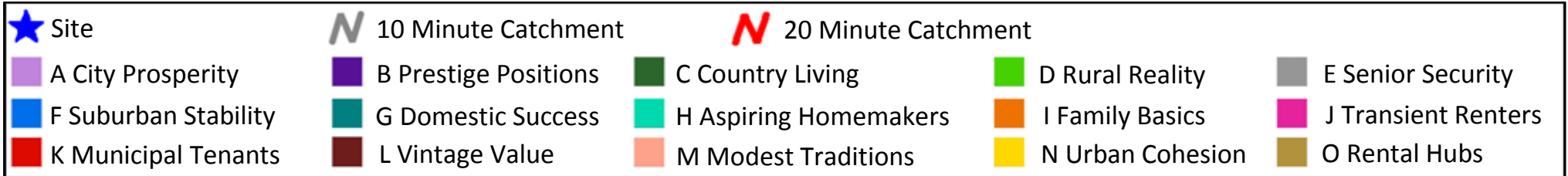


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## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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# 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	6	8	23
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	3
B05	Premium Fortunes	0	81	472	1,274
B06	Diamond Days	79	310	1,262	3,191
B07	Alpha Families	6	11	484	4,254
B08	Bank of Mum and Dad	14	133	1,364	7,952
B09	Empty-Nest Adventure	2	505	2,360	7,649
C10	Wealthy Landowners	0	1	31	672
C11	Rural Vogue	0	0	8	727
C12	Scattered Homesteads	0	0	3	996
C13	Village Retirement	0	0	10	851
D14	Satellite Settlers	0	1	45	2,410
D15	Local Focus	0	0	19	2,344
D16	Outlying Seniors	0	0	0	2,531
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	214	645	1,895	4,984
E19	Bungalow Heaven	0	12	385	3,178
E20	Classic Grandparents	8	611	2,071	9,529
E21	Solo Retirees	0	183	984	8,526
F22	Boomerang Boarders	0	270	3,029	13,328
F23	Family Ties	0	38	1,249	7,772
F24	Fledgling Free	0	50	1,519	9,563
F25	Dependable Me	14	100	2,628	11,825
G26	Cafés and Catchments	0	0	145	781
G27	Thriving Independence	137	446	916	2,792
G28	Modern Parents	0	40	5,993	36,485
G29	Mid-Career Convention	0	66	1,389	6,191
H30	Primary Ambitions	0	45	1,413	7,712
H31	Affordable Fringe	0	38	1,998	15,917
H32	First-Rung Futures	8	59	2,360	10,577
H33	Contemporary Starts	0	14	1,704	9,722
H34	New Foundations	88	100	350	1,726
H35	Flying Solo	9	49	235	853

		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	311	2,952
I37	Budget Generations	0	0	660	5,144
I38	Economical Families	0	0	962	5,929
I39	Families on a Budget	0	0	2,610	16,379
J40	Value Rentals	0	0	1,669	8,489
J41	Youthful Endeavours	19	19	235	2,107
J42	Midlife Renters	26	26	400	2,178
J43	Renting Rooms	0	0	442	3,925
K44	Inner City Stalwarts	0	0	0	1,164
K45	City Diversity	0	0	0	979
K46	High Rise Residents	106	203	2,602	10,959
K47	Single Essentials	69	633	10,084	62,052
K48	Mature Workers	0	8	8,607	31,806
L49	Flatlet Seniors	199	579	3,954	26,946
L50	Pocket Pensions	0	32	841	6,397
L51	Retirement Communities	166	434	1,100	4,226
L52	Estate Veterans	0	14	3,245	15,606
L53	Seasoned Survivors	38	116	906	9,035
M54	Down-to-Earth Owners	1	230	6,048	37,278
M55	Back with the Folks	53	61	1,120	16,285
M56	Self Supporters	110	407	2,161	13,095
N57	Community Elders	0	0	0	252
N58	Culture & Comfort	0	0	0	296
N59	Large Family Living	0	0	0	0
N60	Ageing Access	529	636	1,065	3,155
O61	Career Builders	71	240	503	1,317
O62	Central Pulse	23	23	23	5,218
O63	Flexible Workforce	0	0	0	2,077
O64	Bus-Route Renters	1,329	2,022	3,900	19,145
O65	Learners & Earners	0	0	0	130
O66	Student Scene	37	37	37	120
U99	Unclassified	22	168	295	4,268
<b>Total</b>		<b>3,377</b>	<b>9,702</b>	<b>90,109</b>	<b>515,247</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

### 2. E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes



- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

### 3. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

### 2. 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

### 3. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



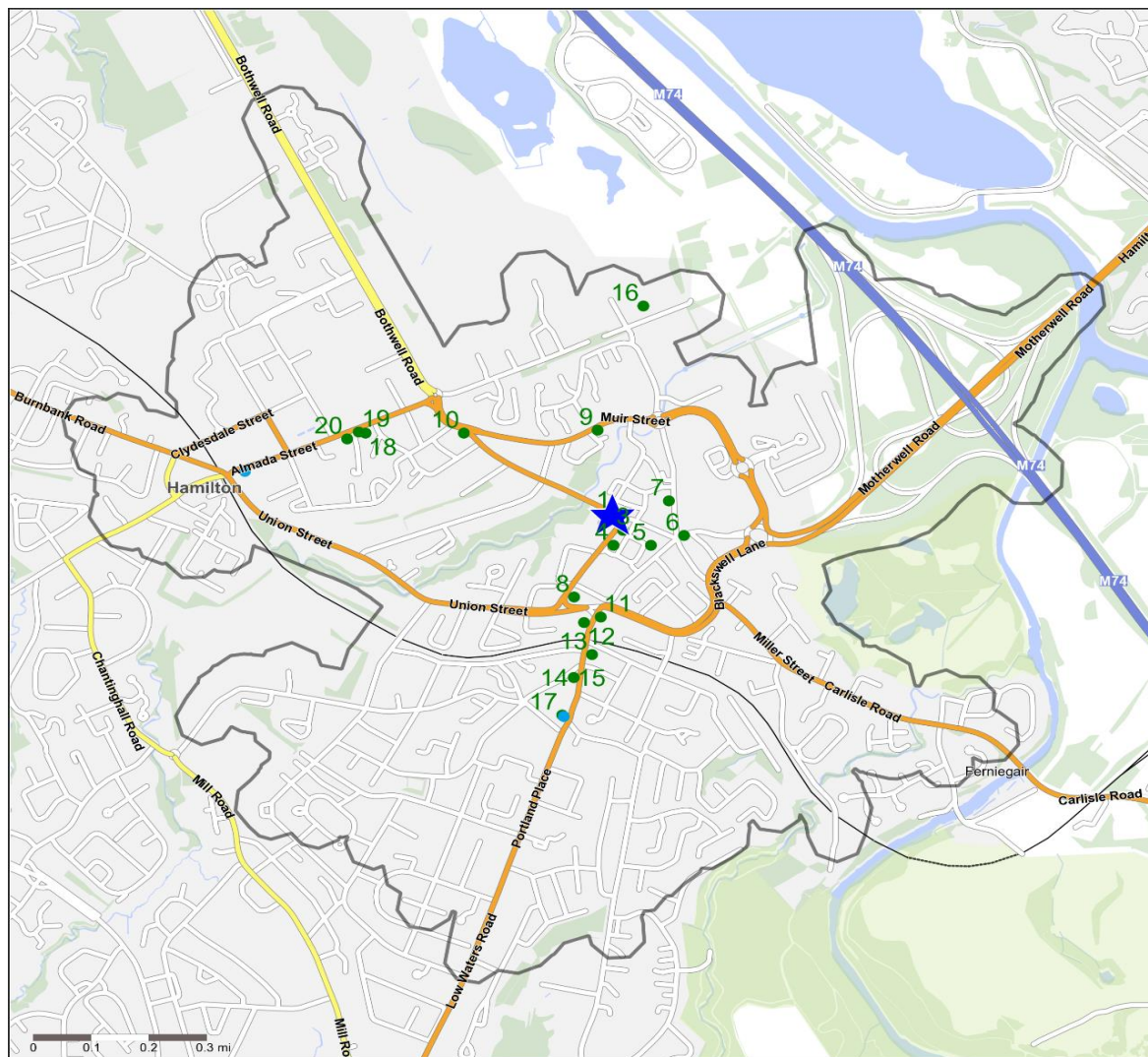
- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

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	4,287	44.2	146	291	3.0	18	4,958	51.1	98	
Male: Alone	4,466	46.0	155	1,671	17.2	110	3,398	35.0	66	
Male: Group	3,778	38.9	170	2,439	25.1	96	3,319	34.2	69	
Male: Pair	5,016	51.7	198	966	10.0	65	3,554	36.6	64	
Mixed Sex: Group	3,909	40.3	176	1,373	14.1	44	4,254	43.8	100	
Mixed Sex: Pair	3,366	34.7	148	3,202	33.0	101	2,967	30.6	72	
With Children	3,416	35.2	122	797	8.2	49	5,323	54.9	104	
Unknown	310	3.2	10	4,012	41.3	231	5,213	53.7	112	
<b>For Eating:</b>										
Upmarket	3,673	37.9	124	1,281	13.2	63	4,583	47.2	100	
Midmarket	4,368	45.0	131	74	0.8	8	5,094	52.5	95	
Downmarket	3,510	36.2	163	3,462	35.7	102	2,564	26.4	64	
<b>For Drinking (monthly spend):</b>										
Nothing	2,703	27.9	92	3,394	35.0	148	3,439	35.4	79	
Low (less than £10)	2,759	28.4	95	2,441	25.2	107	4,336	44.7	99	
Medium (Between £10 and £40)	2,863	29.5	96	2,758	28.4	159	3,915	40.3	80	
High (Greater than £40)	2,200	22.7	88	3,252	33.5	163	4,084	42.1	80	

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	221,435	43.0	142	38,267	7.4	45	251,274	48.8	94		
Male: Alone	179,427	34.8	117	144,806	28.1	180	186,744	36.2	68		
Male: Group	150,799	29.3	128	181,851	35.3	135	178,326	34.6	70		
Male: Pair	212,578	41.3	158	64,892	12.6	83	233,506	45.3	79		
Mixed Sex: Group	156,921	30.5	133	169,385	32.9	103	184,670	35.8	82		
Mixed Sex: Pair	147,804	28.7	122	209,685	40.7	125	153,487	29.8	70		
With Children	209,535	40.7	141	64,439	12.5	74	237,002	46.0	87		
Unknown	122,996	23.9	73	91,283	17.7	99	296,697	57.6	120		
<b>For Eating:</b>											
Upmarket	123,119	23.9	78	134,327	26.1	125	253,531	49.2	104		
Midmarket	186,358	36.2	105	22,317	4.3	48	302,300	58.7	106		
Downmarket	191,483	37.2	167	240,885	46.8	134	78,609	15.3	37		
<b>For Drinking (monthly spend):</b>											
Nothing	234,098	45.4	150	132,962	25.8	109	143,916	27.9	62		
Low (less than £10)	143,213	27.8	93	100,189	19.4	83	267,573	51.9	114		
Medium (Between £10 and £40)	147,991	28.7	94	94,204	18.3	103	268,781	52.2	104		
High (Greater than £40)	125,989	24.5	94	135,173	26.2	128	249,813	48.5	93		

## 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	Stonehouse Bar, ML 3 6DZ	Star Pubs & Bars	0.0	0.3
2	Courtyard, ML 3 6AS	Independent Free	0.9	3.2
3	George Bar, ML 3 6AS	Hawthorn Leisure	0.9	3.2
4	Time 2, ML 3 6AP	Independent Free	2.1	3.2
5	Manhattans, ML 3 7AR	Independent Free	2.1	3.5
6	Hemmingsways, ML 3 7BL	Hawthorn Leisure	2.7	3.7
7	Dohertys, ML 3 6BU	Independent Free	3.0	0.6
8	Jilts, ML 3 6AB	Independent Free	3.9	3.3
9	Low Parks Museum, ML 3 6BJ	Independent Free	5.1	0.9
10	MI3 Bar, ML 3 6EU	Independent Free	5.4	1.0
11	Quarry, ML 3 7DR	Unknown	5.7	3.1
12	Mavrix, ML 3 6QS	Independent Free	5.7	3.1
13	Victoria Bar, ML 3 7HR	Hawthorn Leisure	7.5	3.3
14	No 47, ML 3 7JG	Independent Free	8.5	3.4
15	Woodside Bar, ML 3 7JG	Rosemount Taverns	8.5	3.4
16	Libertine, ML 3 6BY	Independent Free	9.1	2.3
17	Butterburn Bar, ML 3 7JQ	Star Pubs & Bars	10.0	3.6
18	Chambers, ML 3 0HQ	*Other Small Retail Groups	10.3	1.6
19	Colonel Mustard, ML 3 0HH	Independent Free	10.3	1.8
20	Bar West, ML 3 0EZ	Star Pubs & Bars	10.9	1.7