

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	4	4	98
Catchment Adults 18+	1,136	1,192	72,878
Catchment Adults 18+ Per Pub	284	298	744
Populaton Projection 2018 to 2028 (% change)	4.33%	4.39%	3.49%

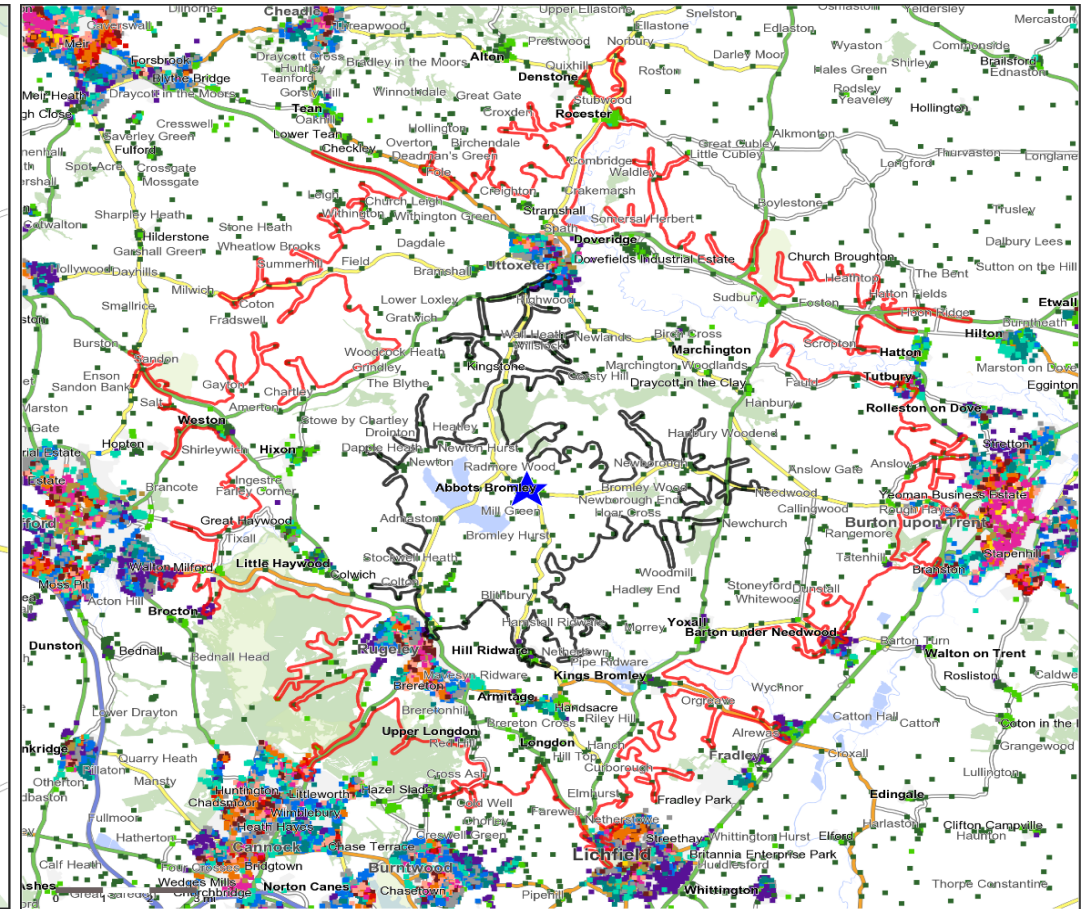
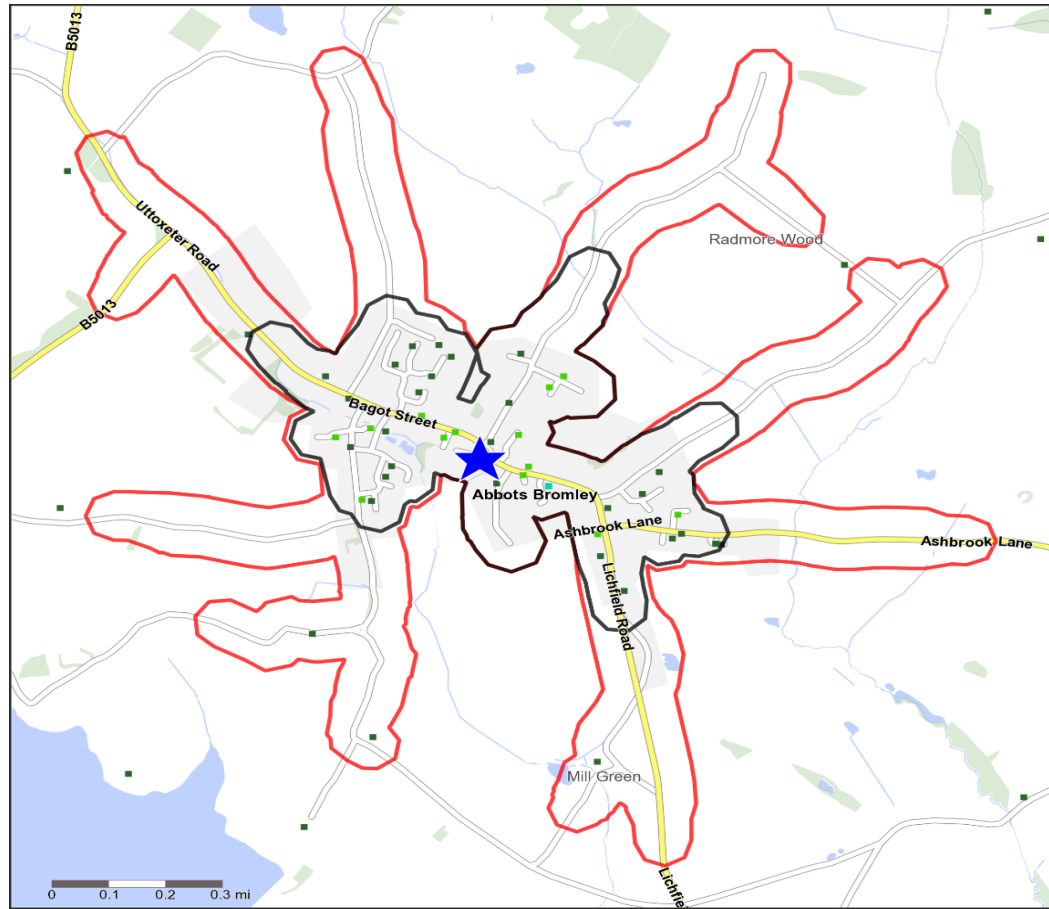
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	1,028	90.5	175	1	Premium Local	1,084	90.9	176	1	Premium Local	47,657	65.4	126
2	Great Pub Great Food	1,011	89.0	191	2	Great Pub Great Food	1,067	89.5	192	2	Great Pub Great Food	39,490	54.2	116
3	Community Pub	97	8.5	14	3	Community Pub	122	10.2	16	3	High Street Pub	36,530	50.1	80
4	High Street Pub	76	6.7	52	4	High Street Pub	76	6.4	49	4	Community Pub	30,675	42.1	326
5	Bit of Style	17	1.5	4	5	Bit of Style	17	1.4	4	5	Bit of Style	12,138	16.7	41
6	Circuit Bar	17	1.5	6	6	Circuit Bar	17	1.4	5	6	Circuit Bar	6,083	8.3	31
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	2,529	3.5	34

	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Social Grade	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	162	14.3	161	167	14.0	158	6,131	8.4	95
C1	116	10.2	83	120	10.1	82	7,400	10.2	83
C2	75	6.6	80	82	6.9	83	6,318	8.7	105
DE	42	3.7	36	44	3.7	36	6,142	8.4	82

	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	89	7.8	24	90	7.6	23	19,710	27.0	82
Medium (7-13)	366	32.2	97	375	31.5	95	26,646	36.6	110
High (14-19)	533	46.9	165	560	47.0	165	18,496	25.4	89

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	68
	B06	Diamond Days	0	0	0	596
	B07	Alpha Families	0	0	64	1,021
	B08	Bank of Mum and Dad	0	0	55	651
	B09	Empty-Nest Adventure	0	0	4	1,884
	C10	Wealthy Landowners	83	108	1,257	5,839
	C11	Rural Vogue	83	88	528	2,475
	C12	Scattered Homesteads	9	34	394	1,629
	C13	Village Retirement	537	537	1,061	5,815
	D14	Satellite Settlers	299	299	722	5,728
	D15	Local Focus	12	12	49	2,130
	D16	Outlying Seniors	76	76	190	2,103
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	0	290
	E19	Bungalow Heaven	0	0	2	3,067
	E20	Classic Grandparents	0	0	0	831
	E21	Solo Retirees	0	0	1	673
	F22	Boomerang Boarders	0	0	13	993
	F23	Family Ties	0	0	55	478
	F24	Fledgling Free	0	0	4	3,094
	F25	Dependable Me	0	0	74	1,373
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	0	0	0	306
	G28	Modern Parents	0	0	16	2,397
	G29	Mid-Career Convention	0	0	63	2,974
	H30	Primary Ambitions	0	0	0	110
	H31	Affordable Fringe	0	0	58	3,549
	H32	First-Rung Futures	0	0	5	1,680
	H33	Contemporary Starts	0	0	20	2,193
	H34	New Foundations	17	17	35	396
	H35	Flying Solo	0	0	3	612

			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	238
	I37	Budget Generations	0	0	0	1,650
	I38	Economical Families	0	0	0	894
	I39	Families on a Budget	0	0	0	928
	J40	Value Rentals	0	0	2	1,400
	J41	Youthful Endeavours	0	0	0	280
	J42	Midlife Renters	0	0	1	1,009
	J43	Renting Rooms	0	0	0	359
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	0
	K47	Single Essentials	0	0	0	167
	K48	Mature Workers	0	0	0	394
	L49	Flatlet Seniors	0	0	0	126
	L50	Pocket Pensions	0	0	8	1,455
	L51	Retirement Communities	0	0	7	195
	L52	Estate Veterans	0	0	0	510
	L53	Seasoned Survivors	0	0	0	337
	M54	Down-to-Earth Owners	0	0	0	2,047
	M55	Back with the Folks	0	0	0	1,518
	M56	Self Supporters	0	0	3	1,474
	N57	Community Elders	0	0	0	0
	N58	Culture & Comfort	0	0	0	0
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	0	0	0	0
	O61	Career Builders	0	0	0	70
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	0	0	3	755
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	20	20	20	2,118
Total			1,136	1,191	4,717	72,879

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

3. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

Top 3 Mosaic Types in a 20 Minute Drivetime

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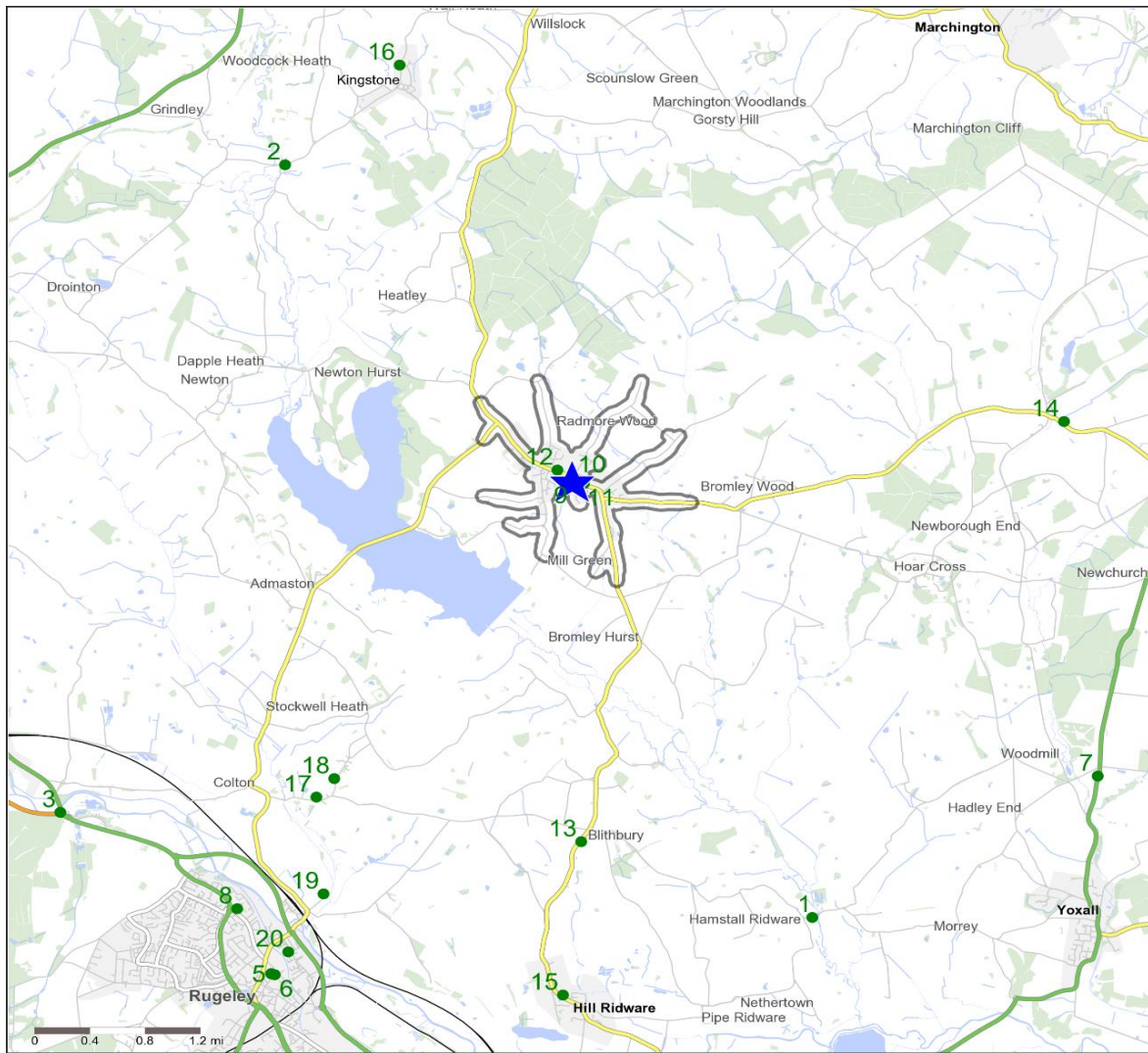
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Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 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	17	1.4	5		311	26.1	159		844	70.8	136	
Male: Alone	76	6.4	21		0	0.0	0		1,096	91.9	172	
Male: Group	0	0.0	0		549	46.1	176		623	52.3	105	
Male: Pair	0	0.0	0		17	1.4	9		1,155	96.9	169	
Mixed Sex: Group	17	1.4	6		924	77.5	243		231	19.4	44	
Mixed Sex: Pair	299	25.1	107		647	54.3	167		225	18.9	44	
With Children	0	0.0	0		12	1.0	6		1,160	97.3	184	
Unknown	311	26.1	79		17	1.4	8		844	70.8	148	
For Eating:												
Upmarket	0	0.0	0		17	1.4	7		1,155	96.9	205	
Midmarket	0	0.0	0		0	0.0	0		1,172	98.3	178	
Downmarket	0	0.0	0		88	7.4	21		1,084	90.9	219	
For Drinking (monthly spend):												
Nothing	122	10.2	34		88	7.4	31		961	80.6	180	
Low (less than £10)	571	47.9	160		475	39.8	170		125	10.5	23	
Medium (Between £10 and £40)	0	0.0	0		680	57.0	320		492	41.3	82	
High (Greater than £40)	0	0.0	0		108	9.1	44		1,063	89.2	171	

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	12,959	17.8	59	14,745	20.2	124	43,056	59.1	113
Male: Alone	17,609	24.2	81	8,242	11.3	72	44,910	61.6	116
Male: Group	11,781	16.2	71	21,143	29.0	111	37,836	51.9	105
Male: Pair	10,755	14.8	57	7,185	9.9	65	52,820	72.5	126
Mixed Sex: Group	10,187	14.0	61	32,051	44.0	138	28,522	39.1	89
Mixed Sex: Pair	22,532	30.9	132	21,091	28.9	89	27,137	37.2	87
With Children	17,463	24.0	83	11,933	16.4	97	41,365	56.8	107
Unknown	23,315	32.0	97	6,366	8.7	49	41,080	56.4	118
For Eating:									
Upmarket	15,553	21.3	70	8,466	11.6	56	46,742	64.1	136
Midmarket	10,053	13.8	40	2,058	2.8	31	58,650	80.5	145
Downmarket	17,685	24.3	109	23,970	32.9	94	29,105	39.9	96
For Drinking (monthly spend):									
Nothing	19,381	26.6	88	18,783	25.8	109	32,596	44.7	100
Low (less than £10)	25,075	34.4	115	24,913	34.2	146	20,772	28.5	63
Medium (Between £10 and £40)	17,698	24.3	79	21,164	29.0	163	31,898	43.8	87
High (Greater than £40)	9,751	13.4	52	20,515	28.1	137	40,495	55.6	106

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Shoulder Of Mutton, WS15 3RZ	Independent Free	0.0	9.6
2	Blythe Inn, ST18 0LT	Independent Free	0.0	10.2
3	Wolseley Arms, ST17 0XS	Mitchells & Butlers	0.0	11.0
4	Pig & Bell, WS15 2JH	Unknown	0.0	11.6
5	Red Lion, WS15 2JH	Marston's	0.0	11.6
6	Shrew Kafe & Bar, WS15 2JJ	Independent Free	0.0	11.6
7	Foresters Arms, DE13 8PH	Independent Free	0.0	12.2
8	Stags Leap, WS15 2ET	Marston's	0.0	12.3
9	Goats Head, WS15 3BP	Star Pubs & Bars	0.0	0.1
10	Crown Inn, WS15 3BS	Ei Group	1.8	0.4
11	Coach & Horses, WS15 3BN	Punch Pub Company	2.4	0.6
12	Bagot Arms, WS15 3DB	New River Retail	4.2	0.9
13	Bull & Spectacles, WS15 3HY	Star Pubs & Bars	64.3	5.5
14	Red Lion, DE13 8SH	WH Webb Hotel Group	77.1	7.6
15	Chadwick Arms, WS15 3QX	Marston's	89.3	8.1
16	Shrewsbury Arms, ST14 8QH	*Other Small Retail Groups	97.8	10.0
17	Greyhound, WS15 3LN	Admiral Taverns Ltd	100.3	8.4
18	Dun Cow, WS15 3LG	Independent Free	104.5	9.0
19	Yorkshire Man, WS15 3HB	Wine & Dine Group	113.8	9.2
20	Table Table, WS15 2HS	Whitbread	119.0	10.4