

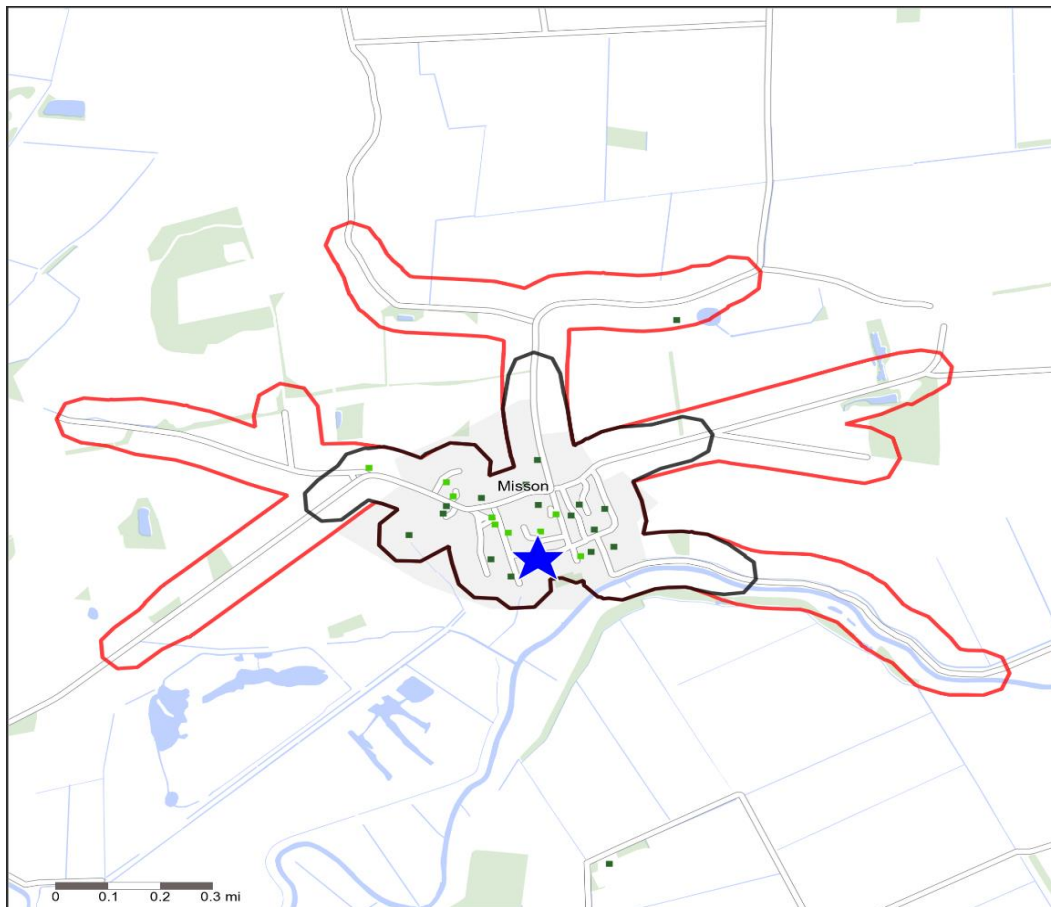
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	2	2	71
Catchment Adults 18+	493	496	76,113
Catchment Adults 18+ Per Pub	247	248	1,072
Populaton Projection 2018 to 2028 (% change)	2.81%	2.80%	1.89%

		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	Great Pub Great Food	425	86.2	166	<div></div>	1	Great Pub Great Food	427	86.1	166	<div></div>	1	High Street Pub	42,890	56.4	109	<div></div>
2	Premium Local	425	86.2	185	<div></div>	2	Premium Local	427	86.1	185	<div></div>	2	Premium Local	41,489	54.5	117	<div></div>
3	Community Pub	117	23.7	38	<div></div>	3	Community Pub	117	23.6	37	<div></div>	3	Community Pub	36,854	48.4	77	<div></div>
4	High Street Pub	14	2.8	22	<div></div>	4	High Street Pub	14	2.8	22	<div></div>	4	Great Pub Great Food	31,608	41.5	321	<div></div>
5	Bit of Style	0	0.0	0	<div></div>	5	Bit of Style	0	0.0	0	<div></div>	5	Bit of Style	13,278	17.4	43	<div></div>
6	Circuit Bar	0	0.0	0	<div></div>	6	Circuit Bar	0	0.0	0	<div></div>	6	Circuit Bar	5,852	7.7	29	<div></div>
7	Craft Led	0	0.0	0	<div></div>	7	Craft Led	0	0.0	0	<div></div>	7	Craft Led	3,125	4.1	40	<div></div>

	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	67	13.6	154	67	13.5	153	5,906	7.8	88
C1	54	11.0	89	54	10.9	89	7,997	10.5	86
C2	42	8.5	103	42	8.5	103	6,572	8.6	105
DE	29	5.9	57	29	5.8	57	7,233	9.5	92

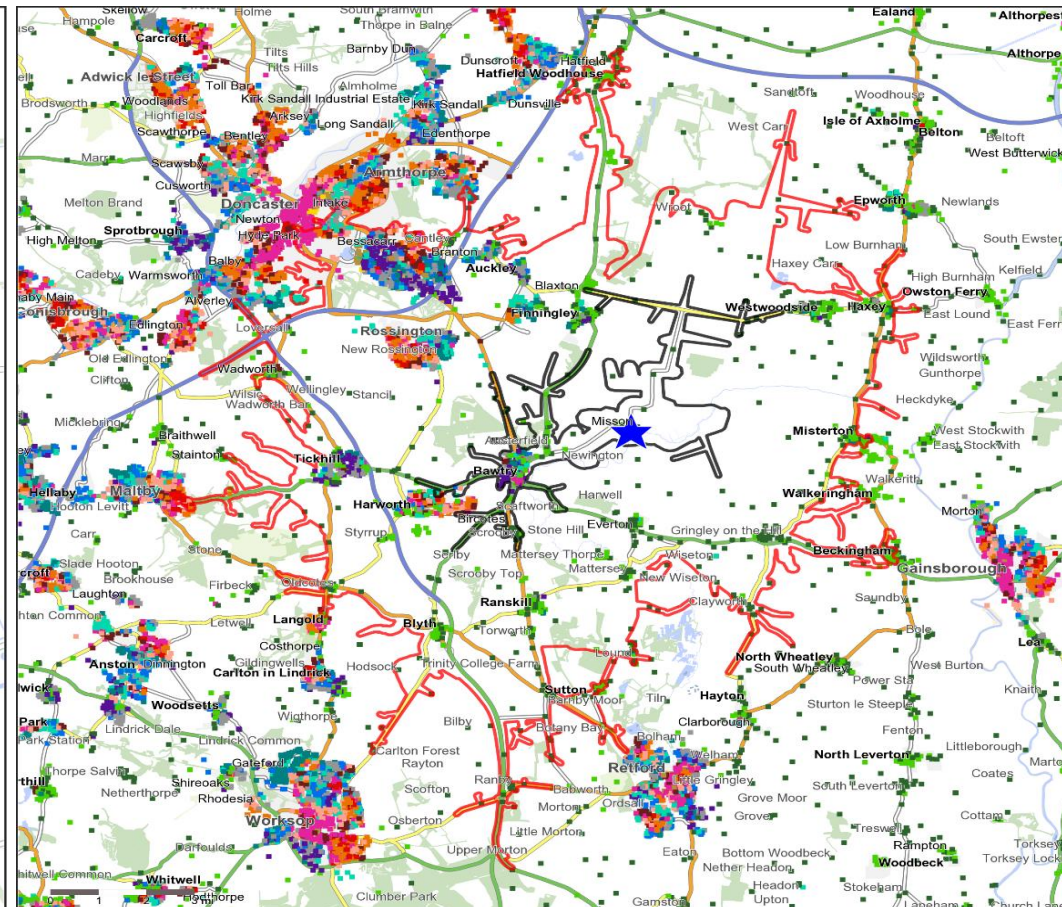
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	83	16.8	51	83	16.7	50	30,442	40.0	121
Medium (7-13)	165	33.5	101	166	33.5	101	26,725	35.1	106
High (14-19)	154	31.2	110	155	31.3	110	14,781	19.4	68

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	0	0	0
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	0	86
	B06	Diamond Days	0	0	0	787
	B07	Alpha Families	0	0	314	1,111
	B08	Bank of Mum and Dad	0	0	49	1,202
	B09	Empty-Nest Adventure	0	0	126	2,187
	C10	Wealthy Landowners	17	17	91	961
	C11	Rural Vogue	98	98	219	1,411
	C12	Scattered Homesteads	48	49	123	706
	C13	Village Retirement	128	129	350	4,991
	D14	Satellite Settlers	133	134	832	6,674
	D15	Local Focus	54	54	336	2,057
	D16	Outlying Seniors	14	14	374	3,331
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	0	593
	E19	Bungalow Heaven	0	0	440	5,745
	E20	Classic Grandparents	0	0	32	787
	E21	Solo Retirees	0	0	0	891
	F22	Boomerang Boarders	0	0	0	1,868
	F23	Family Ties	0	0	7	206
	F24	Fledgling Free	0	0	36	1,429
	F25	Dependable Me	0	0	48	1,416
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	0	0	0	391
	G28	Modern Parents	0	0	188	2,900
	G29	Mid-Career Convention	0	0	205	2,263
	H30	Primary Ambitions	0	0	0	114
	H31	Affordable Fringe	0	0	70	1,073
	H32	First-Rung Futures	0	0	124	1,960
	H33	Contemporary Starts	0	0	38	2,522
	H34	New Foundations	0	0	32	329
	H35	Flying Solo	0	0	25	129

				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	0
	I37	Budget Generations		0	0	12	887
	I38	Economical Families		0	0	16	2,363
	I39	Families on a Budget		0	0	0	2,857
	J40	Value Rentals		0	0	167	1,809
	J41	Youthful Endeavours		0	0	0	231
	J42	Midlife Renters		0	0	182	1,229
	J43	Renting Rooms		0	0	0	1,163
	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	175
	K48	Mature Workers		0	0	76	1,734
	L49	Flatlet Seniors		0	0	0	245
	L50	Pocket Pensions		0	0	30	2,061
	L51	Retirement Communities		0	0	104	216
	L52	Estate Veterans		0	0	83	541
	L53	Seasoned Survivors		0	0	0	1,350
	M54	Down-to-Earth Owners		0	0	139	3,446
	M55	Back with the Folks		0	0	20	1,173
	M56	Self Supporters		0	0	33	934
	N57	Community Elders		0	0	0	1
	N58	Culture & Comfort		0	0	0	0
	N59	Large Family Living		0	0	0	0
	N60	Ageing Access		0	0	0	131
	O61	Career Builders		0	0	0	859
	O62	Central Pulse		0	0	0	0
	O63	Flexible Workforce		0	0	0	2
	O64	Bus-Route Renters		0	0	0	504
	O65	Learners & Earners		0	0	0	0
	O66	Student Scene		0	0	0	0
	U99	Unclassified		0	0	0	2,077
Total				492	495	4,921	76,108

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work



- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

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

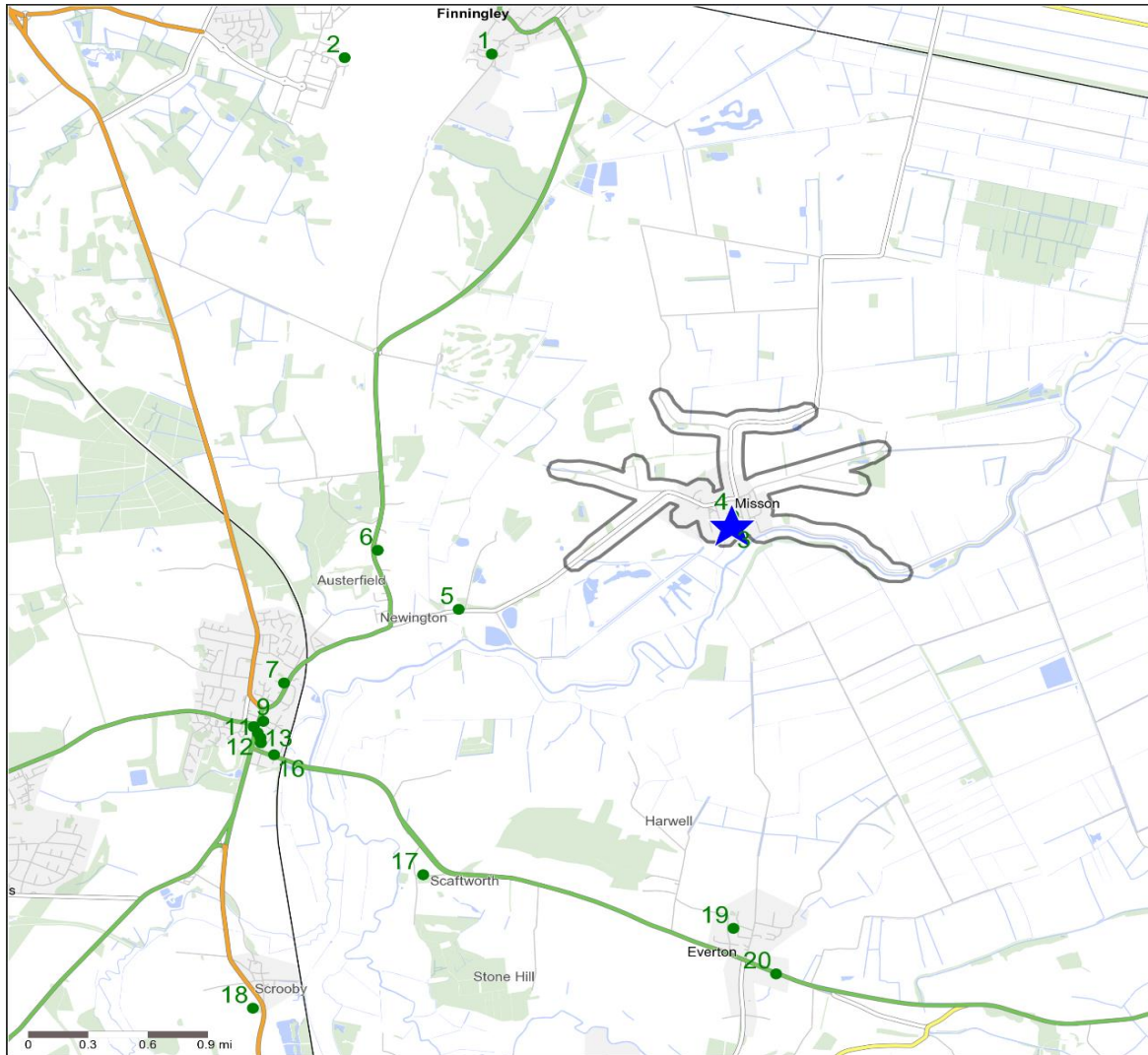
Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk:

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	0	0.0	0		188	37.9	232		308	62.1	119	
Male: Alone	14	2.8	9		0	0.0	0		481	97.0	182	
Male: Group	0	0.0	0		183	36.9	141		313	63.1	127	
Male: Pair	0	0.0	0		0	0.0	0		496	100.0	174	
Mixed Sex: Group	0	0.0	0		331	66.7	209		164	33.1	75	
Mixed Sex: Pair	134	27.0	115		192	38.7	119		170	34.3	80	
With Children	0	0.0	0		54	10.9	65		442	89.1	168	
Unknown	188	37.9	115		0	0.0	0		308	62.1	130	
For Eating:												
Upmarket	0	0.0	0		0	0.0	0		496	100.0	212	
Midmarket	0	0.0	0		0	0.0	0		496	100.0	181	
Downmarket	0	0.0	0		68	13.7	39		427	86.1	207	
For Drinking (monthly spend):												
Nothing	117	23.6	78		98	19.8	84		280	56.5	126	
Low (less than £10)	177	35.7	120		301	60.7	258		17	3.4	8	
Medium (Between £10 and £40)	0	0.0	0		195	39.3	220		301	60.7	121	
High (Greater than £40)	0	0.0	0		17	3.4	17		478	96.4	184	

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	16,527	21.7	72	13,826	18.2	111	43,683	57.4	110
Male: Alone	18,953	24.9	84	11,255	14.8	95	43,828	57.6	108
Male: Group	11,356	14.9	65	24,052	31.6	121	38,628	50.8	102
Male: Pair	9,425	12.4	47	10,408	13.7	90	54,203	71.2	124
Mixed Sex: Group	9,497	12.5	55	37,460	49.2	154	27,079	35.6	81
Mixed Sex: Pair	20,769	27.3	116	29,961	39.4	121	23,307	30.6	72
With Children	17,625	23.2	80	13,232	17.4	103	43,179	56.7	107
Unknown	22,573	29.7	90	6,684	8.8	49	44,779	58.8	123
For Eating:									
Upmarket	12,934	17.0	55	11,703	15.4	74	49,399	64.9	137
Midmarket	13,687	18.0	52	3,218	4.2	47	57,132	75.1	136
Downmarket	17,001	22.3	100	31,301	41.1	118	25,734	33.8	81
For Drinking (monthly spend):									
Nothing	21,255	27.9	92	22,280	29.3	124	30,501	40.1	89
Low (less than £10)	21,277	28.0	94	29,607	38.9	166	23,152	30.4	67
Medium (Between £10 and £40)	15,666	20.6	67	16,373	21.5	121	41,997	55.2	110
High (Greater than £40)	11,530	15.1	59	15,039	19.8	96	47,467	62.4	119

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	Harvey Arms, DN 9 3BY	Star Pubs & Bars	0.0	12.2
2	Running Horse, DN 9 3RH	Wetherspoon	0.0	15.2
3	White Horse, DN10 6ED	Independent Free	0.0	0.1
4	Angel Inn, DN10 6EB	Star Pubs & Bars	0.6	0.2
5	Ship Inn, DN10 6DJ	Trust Inns	33.5	3.6
6	Mayflower, DN10 6QU	Greene King	47.4	5.4
7	Station Hotel, DN10 6PU	*Other Small Retail Groups	52.8	6.0
8	Bawtry Bar And Kitchen, DN10 6JA	Independent Free	58.2	7.0
9	Cooper & Griffin Real Ales & Champagne Bar, DN10 6JA	Independent Free	58.2	7.0
10	Coco Ice, DN10 6JL	Independent Free	58.5	7.2
11	Town House Tea Rooms & Pantry, DN10 6JL	Independent Free	58.5	7.2
12	Turnpike, DN10 6JE	Ei Group	59.1	6.8
13	Nyc Bar And Grill, DN10 6JG	Independent Free	60.8	7.0
14	Caviars Restaurant & Wine Bar, DN10 6JQ	Independent Free	61.3	7.2
15	White Hart, DN10 6JQ	Punch Pub Company	61.3	7.2
16	Ship, DN10 6HT	Marston's	63.9	7.4
17	King William Iv, DN10 6BL	Independent Free	87.2	10.0
18	Pilgrim Fathers, DN10 6AT	Ei Group	91.7	9.4
19	Blacksmiths Arms, DN10 5BQ	Star Pubs & Bars	118.5	12.8
20	Sun Inn, DN10 5BW	*Other Small Retail Groups	119.9	13.3