

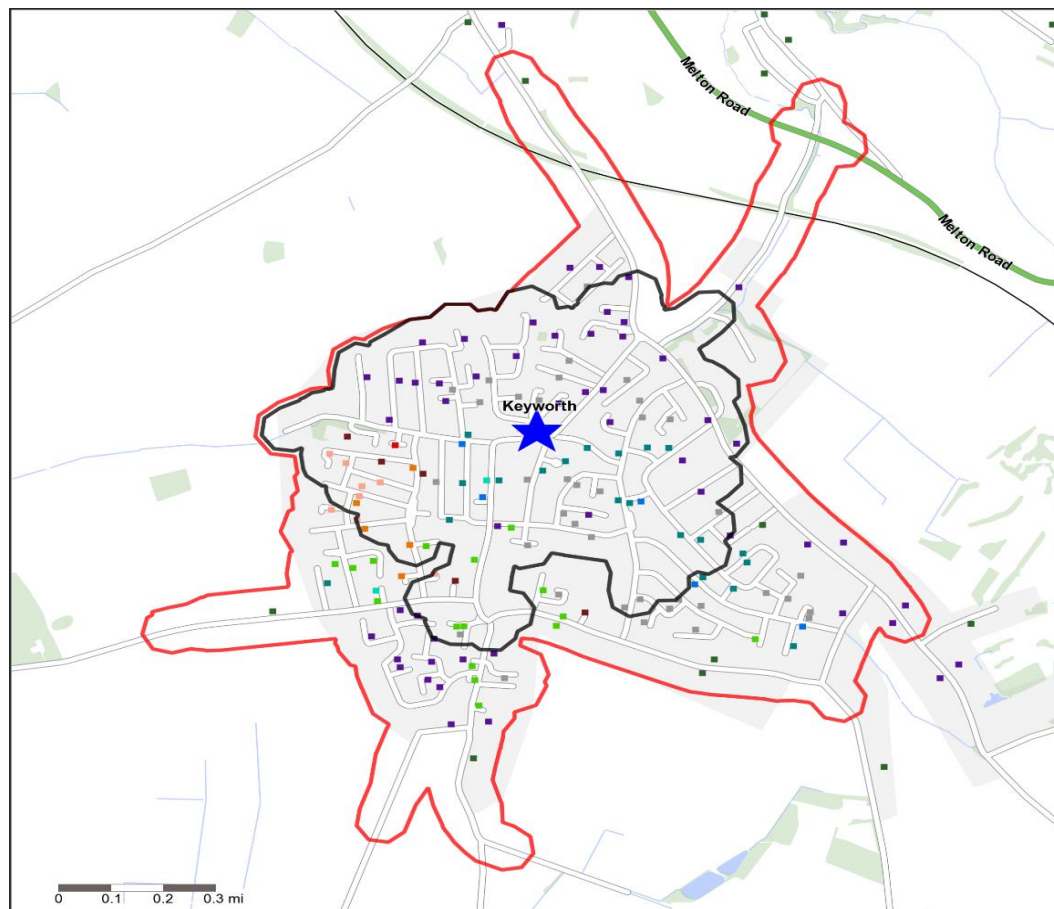
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	5	303
Catchment Adults 18+	3,571	5,889	244,002
Catchment Adults 18+ Per Pub	3,571	1,178	805
Populaton Projection 2018 to 2028 (% change)	4.78%	4.78%	6.83%

		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	2,036	57.0	110	1	Premium Local	3,620	61.5	119	1	High Street Pub	166,520	68.2	132
2	Great Pub Great Food	1,884	52.8	113	2	Great Pub Great Food	3,441	58.4	125	2	Community Pub	122,831	50.3	108
3	High Street Pub	1,671	46.8	74	3	High Street Pub	2,370	40.2	64	3	Premium Local	110,559	45.3	72
4	Community Pub	1,137	31.8	246	4	Community Pub	1,560	26.5	205	4	Great Pub Great Food	86,026	35.3	273
5	Bit of Style	704	19.7	49	5	Bit of Style	1,056	17.9	44	5	Bit of Style	85,532	35.1	87
6	Circuit Bar	62	1.7	6	6	Circuit Bar	62	1.1	4	6	Circuit Bar	54,960	22.5	84
7	Craft Led	62	1.7	17	7	Craft Led	62	1.1	10	7	Craft Led	52,465	21.5	209

	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	379	10.6	120	644	10.9	124	24,917	10.2	115
C1	335	9.4	77	536	9.1	74	32,155	13.2	107
C2	209	5.9	71	340	5.8	70	14,295	5.9	71
DE	214	6.0	58	312	5.3	51	22,697	9.3	90

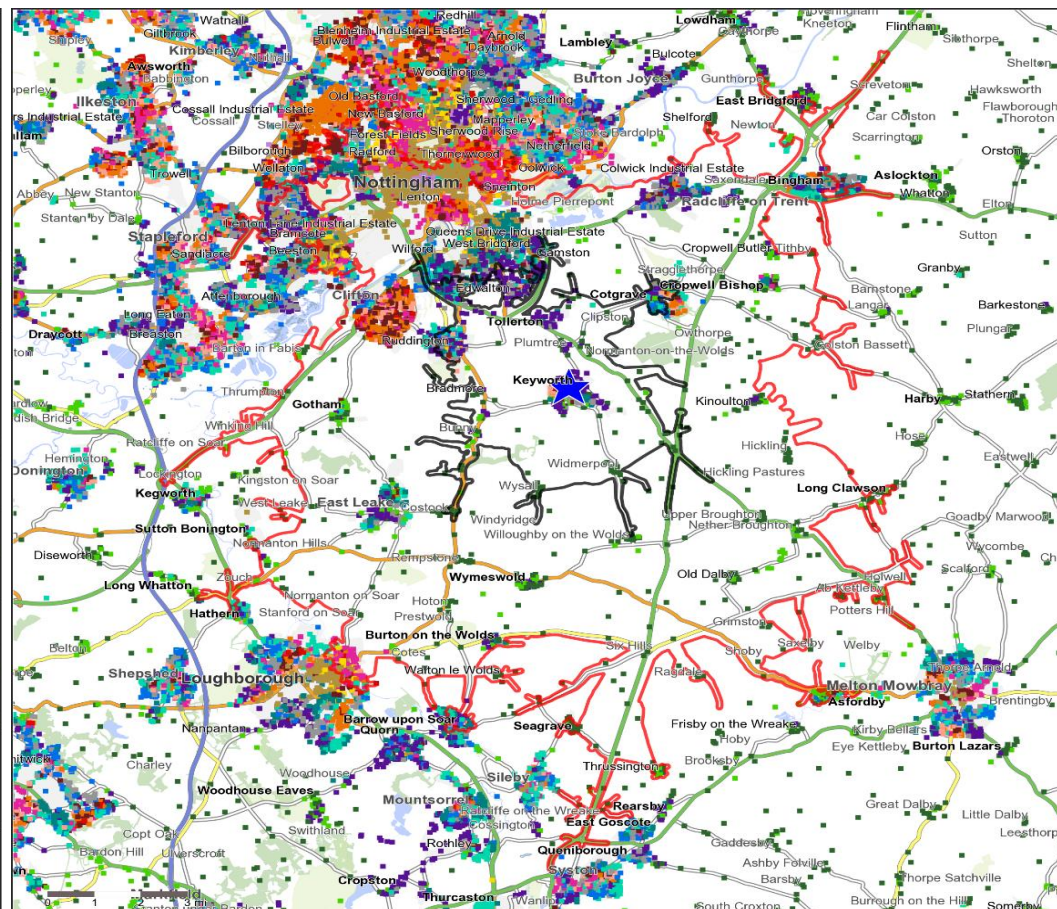
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	692	19.4	58	954	16.2	49	86,985	35.6	107
Medium (7-13)	1,259	35.3	106	2,268	38.5	116	65,968	27.0	82
High (14-19)	1,371	38.4	135	2,203	37.4	132	50,402	20.7	73

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	182
A02	Uptown Elite		0	0	0	1,686
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	838
B05	Premium Fortunes		25	31	485	1,320
B06	Diamond Days		139	245	1,459	3,728
B07	Alpha Families		285	407	1,709	5,605
B08	Bank of Mum and Dad		95	179	780	3,971
B09	Empty-Nest Adventure		435	706	2,309	6,859
C10	Wealthy Landowners		0	12	1,244	3,940
C11	Rural Vogue		0	9	211	1,290
C12	Scattered Homesteads		0	0	26	393
C13	Village Retirement		14	168	961	5,210
D14	Satellite Settlers		50	276	686	5,069
D15	Local Focus		68	285	286	1,738
D16	Outlying Seniors		0	0	2	762
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		198	255	1,586	6,893
E19	Bungalow Heaven		726	1,140	1,580	4,880
E20	Classic Grandparents		0	16	302	1,509
E21	Solo Retirees		0	0	235	2,431
F22	Boomerang Boarders		0	141	534	2,591
F23	Family Ties		22	22	96	1,028
F24	Fledgling Free		0	0	259	1,182
F25	Dependable Me		39	51	997	2,562
G26	Cafés and Catchments		0	0	19	5,187
G27	Thriving Independence		0	0	901	8,822
G28	Modern Parents		0	17	673	4,233
G29	Mid-Career Convention		642	977	1,783	5,520
H30	Primary Ambitions		0	0	94	2,008
H31	Affordable Fringe		0	20	611	2,071
H32	First-Rung Futures		0	0	786	3,538
H33	Contemporary Starts		0	0	401	4,020
H34	New Foundations		0	0	28	2,067
H35	Flying Solo		62	62	414	1,380

			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		23	28	194	1,453
I37	Budget Generations		153	174	293	3,626
I38	Economical Families		0	0	21	5,367
I39	Families on a Budget		0	0	0	6,089
J40	Value Rentals		0	0	0	1,395
J41	Youthful Endeavours		0	0	0	2,596
J42	Midlife Renters		0	0	146	4,154
J43	Renting Rooms		0	0	0	17,507
K44	Inner City Stalwarts		0	0	0	177
K45	City Diversity		0	0	0	21
K46	High Rise Residents		0	0	0	1,366
K47	Single Essentials		0	0	16	2,891
K48	Mature Workers		23	23	23	1,222
L49	Flatlet Seniors		0	0	71	4,803
L50	Pocket Pensions		0	0	469	2,865
L51	Retirement Communities		74	101	209	1,975
L52	Estate Veterans		170	170	213	1,876
L53	Seasoned Survivors		0	0	0	6,016
M54	Down-to-Earth Owners		91	106	114	2,259
M55	Back with the Folks		153	174	502	2,299
M56	Self Supporters		83	95	354	1,668
N57	Community Elders		0	0	0	1,308
N58	Culture & Comfort		0	0	0	287
N59	Large Family Living		0	0	0	1,578
N60	Ageing Access		0	0	74	3,986
O61	Career Builders		0	0	389	7,429
O62	Central Pulse		0	0	0	10,190
O63	Flexible Workforce		0	0	0	523
O64	Bus-Route Renters		0	0	120	1,241
O65	Learners & Earners		0	0	0	11,242
O66	Student Scene		0	0	0	15,273
U99	Unclassified		0	0	0	14,809
Total			3,570	5,890	24,665	244,004

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. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

2. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

3. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



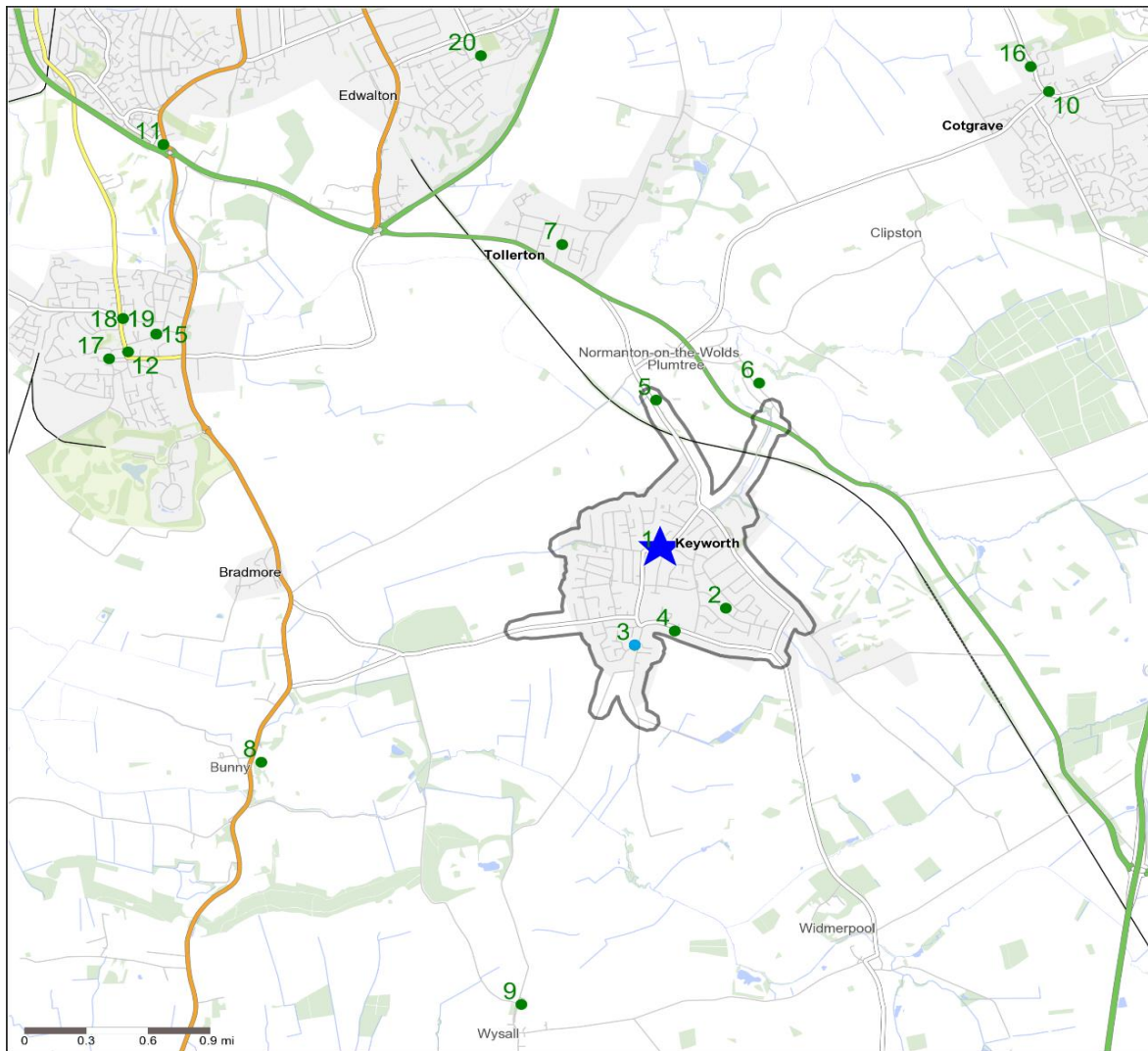
- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

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	533	9.1	30		1,190	20.2	124		4,166	70.7	136	
Male: Alone	789	13.4	45		994	16.9	108		4,106	69.7	131	
Male: Group	431	7.3	32		3,139	53.3	204		2,318	39.4	79	
Male: Pair	628	10.7	41		146	2.5	16		5,115	86.9	151	
Mixed Sex: Group	395	6.7	29		3,374	57.3	179		2,120	36.0	82	
Mixed Sex: Pair	1,995	33.9	144		2,199	37.3	115		1,694	28.8	67	
With Children	575	9.8	34		1,629	27.7	164		3,684	62.6	118	
Unknown	1,972	33.5	102		562	9.5	53		3,355	57.0	119	
For Eating:												
Upmarket	1,748	29.7	97		452	7.7	37		3,688	62.6	133	
Midmarket	690	11.7	34		90	1.5	17		5,109	86.8	157	
Downmarket	727	12.3	56		3,489	59.2	170		1,673	28.4	68	
For Drinking (monthly spend):												
Nothing	1,168	19.8	66		2,995	50.9	215		1,726	29.3	65	
Low (less than £10)	2,838	48.2	161		1,895	32.2	137		1,156	19.6	43	
Medium (Between £10 and £40)	2,701	45.9	150		693	11.8	66		2,495	42.4	84	
High (Greater than £40)	1,413	24.0	93		1,413	24.0	117		3,063	52.0	99	

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	81,734	33.5	111	45,337	18.6	114	102,123	41.9	80
Male: Alone	68,270	28.0	94	54,705	22.4	144	106,219	43.5	82
Male: Group	47,571	19.5	85	80,649	33.1	126	100,973	41.4	83
Male: Pair	58,541	24.0	92	43,303	17.7	116	127,349	52.2	91
Mixed Sex: Group	90,583	37.1	162	50,380	20.6	65	88,230	36.2	82
Mixed Sex: Pair	74,016	30.3	129	83,784	34.3	106	71,393	29.3	68
With Children	64,047	26.2	91	26,135	10.7	64	139,011	57.0	108
Unknown	83,349	34.2	104	39,462	16.2	90	106,382	43.6	91
For Eating:									
Upmarket	86,288	35.4	115	59,260	24.3	117	83,645	34.3	73
Midmarket	106,644	43.7	127	14,042	5.8	64	108,507	44.5	80
Downmarket	55,481	22.7	102	81,455	33.4	96	92,258	37.8	91
For Drinking (monthly spend):									
Nothing	40,660	16.7	55	56,688	23.2	98	131,845	54.0	121
Low (less than £10)	57,213	23.4	79	43,199	17.7	75	128,782	52.8	116
Medium (Between £10 and £40)	75,200	30.8	101	34,874	14.3	80	119,119	48.8	97
High (Greater than £40)	69,244	28.4	110	38,157	15.6	76	121,792	49.9	95

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	Fairway, NG12 5GU	Star Pubs & Bars	0.6	0.2
2	Keyworth Tavern, NG12 5DW	Punch Pub Company	10.6	2.3
3	Salutation, NG12 5AD	Star Pubs & Bars	11.8	2.0
4	Plough Inn, NG12 5AH	Ei Group	12.7	2.0
5	Perkins Bar Bistro, NG12 5NA	Independent Free	19.3	2.8
6	Plough Inn, NG12 5NN	Trust Inns	22.6	3.9
7	Air Hostess, NG12 4EA	Everards	38.6	5.1
8	Rancliffe Arms, NG11 6QT	Marston's	49.8	6.0
9	Plough, NG12 5QQ	Independent Free	54.0	7.3
10	Manvers Arms, NG12 3HS	Trust Inns	75.2	8.6
11	Nottingham Knight, NG11 6LS	Greene King	76.6	7.4
12	Frame Breakers, NG11 6DT	Independent Free	77.3	8.7
13	Red Heart, NG11 6LB	Punch Pub Company	77.4	8.4
14	Red Lion, NG11 6LB	Star Pubs & Bars	77.4	8.4
15	Three Crowns, NG11 6LB	Independent Free	77.4	8.4
16	Rose & Crown, NG12 3HQ	Ei Group	78.2	9.0
17	White Horse Inn, NG11 6HD	Punch Pub Company	79.2	9.0
18	Ruddington Arms, NG11 6EQ	Star Pubs & Bars	80.8	9.5
19	Victoria Tavern, NG11 6EQ	Ei Group	80.8	9.5
20	Meadow Covert, NG12 4AT	Greene King	81.7	9.6