

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	54	148	344
Catchment Adults 18+	12,452	36,283	414,404
Catchment Adults 18+ Per Pub	231	245	1,205
Populaton Projection 2018 to 2028 (% change)	4.45%	6.90%	6.10%

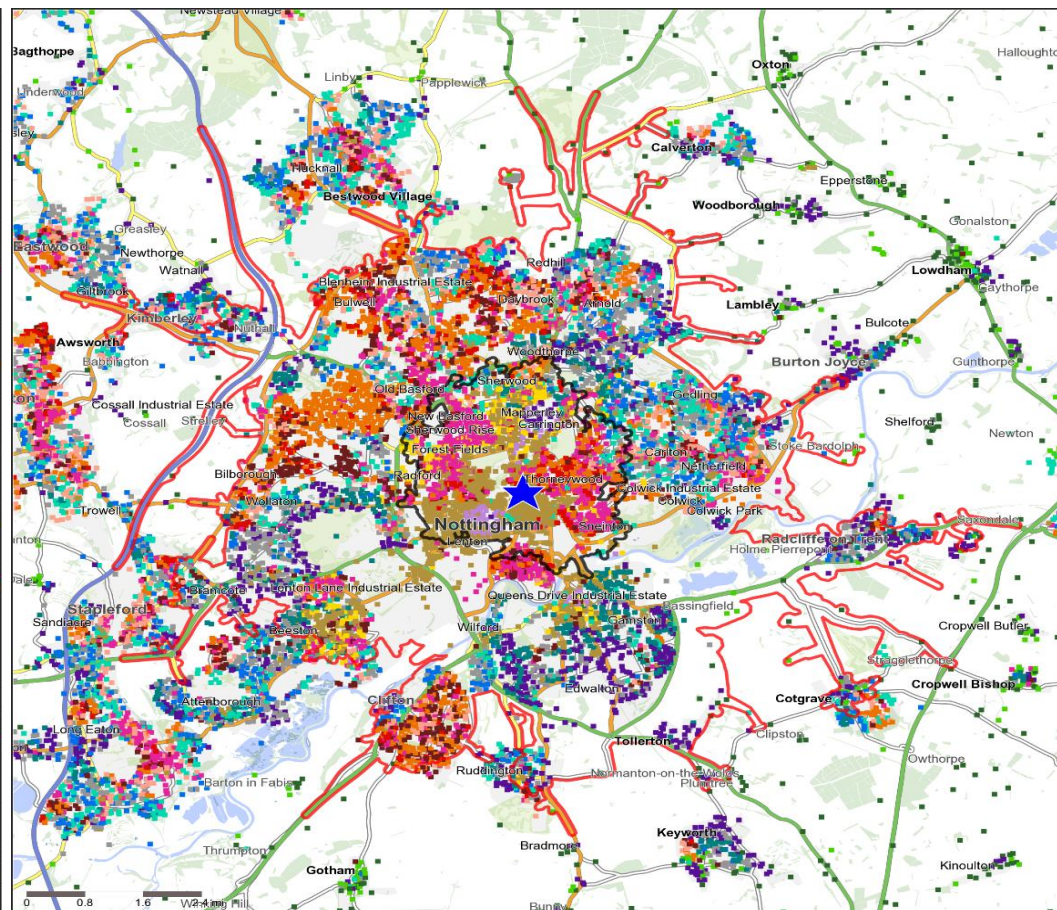
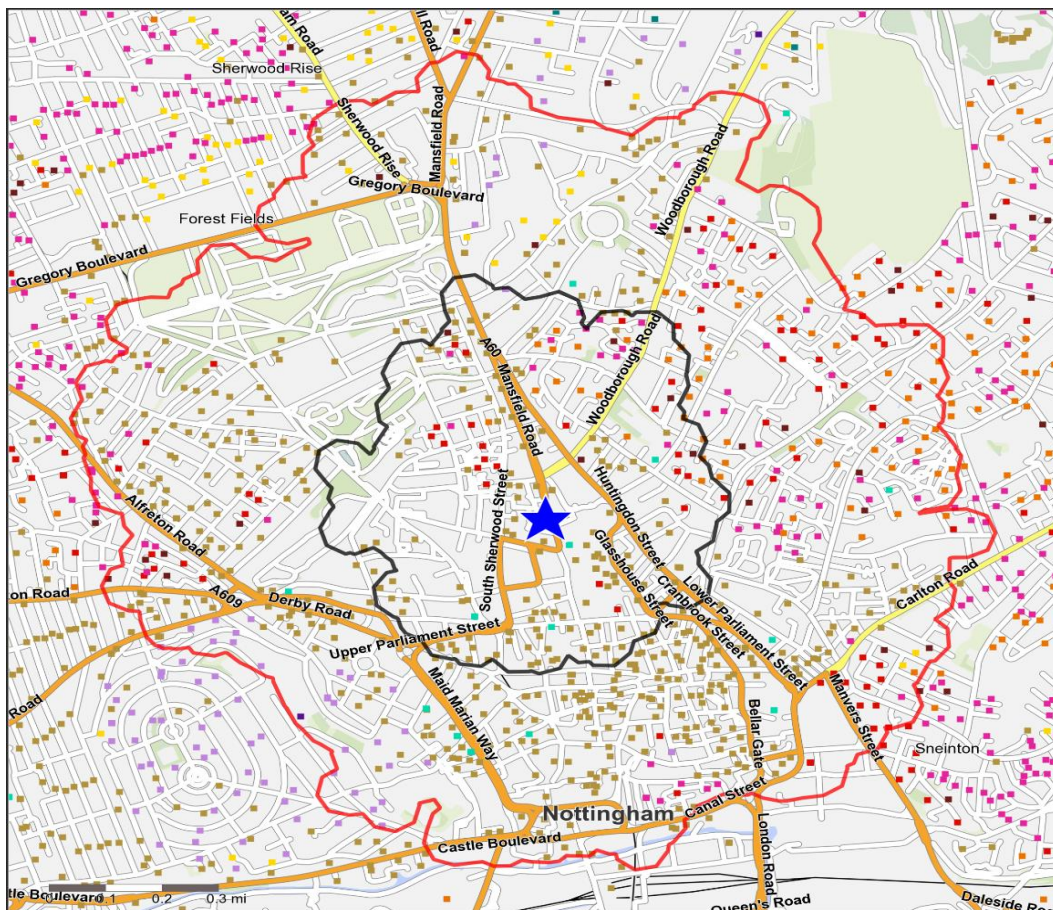
Rank	Type	10 Minute Walktime			Rank	Type	20 Minute Walktime			Rank	Type	20 Minute Drivetime		
		Target Customers	% of Population	Index			Target Customers	% of Population	Index			Target Customers	% of Population	Index
1	High Street Pub	7,819	62.8	121	1	High Street Pub	27,584	76.0	147	1	High Street Pub	339,279	81.9	158
2	Circuit Bar	6,627	53.2	114	2	Circuit Bar	23,099	63.7	137	2	Community Pub	273,761	66.1	142
3	Craft Led	6,342	50.9	81	3	Bit of Style	22,365	61.6	98	3	Premium Local	149,438	36.1	57
4	Bit of Style	6,141	49.3	381	4	Craft Led	21,814	60.1	465	4	Bit of Style	119,338	28.8	223
5	Community Pub	4,827	38.8	96	5	Community Pub	14,400	39.7	98	5	Great Pub Great Food	104,009	25.1	62
6	Premium Local	2,816	22.6	84	6	Premium Local	7,912	21.8	81	6	Circuit Bar	83,798	20.2	75
7	Great Pub Great Food	4	0.0	0	7	Great Pub Great Food	1,457	4.0	39	7	Craft Led	81,369	19.6	191

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	476	3.8	43	2,984	8.2	93	34,664	8.4	95
C1	2,196	17.6	144	7,150	19.7	161	55,230	13.3	109
C2	349	2.8	34	1,549	4.3	52	30,409	7.3	89
DE	961	7.7	75	4,188	11.5	112	49,613	12.0	116

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)	4,037	32.4	98	14,803	40.8	123	194,180	46.9	141
Medium (7-13)	1,007	8.1	24	5,046	13.9	42	118,335	28.6	86
High (14-19)	72	0.6	2	1,284	3.5	12	56,501	13.6	48

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

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



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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	I Family Basics
	H Aspiring Homemakers	N Urban Cohesion
	M Modest Traditions	E Senior Security
		J Transient Renters
		O Rental Hubs

# 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	132	182	182
A02	Uptown Elite	0	690	1,888	2,499
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	4	433	837	924
B05	Premium Fortunes	0	27	265	1,565
B06	Diamond Days	0	0	480	4,180
B07	Alpha Families	0	0	0	3,757
B08	Bank of Mum and Dad	0	0	0	5,508
B09	Empty-Nest Adventure	0	0	0	8,967
C10	Wealthy Landowners	0	0	0	380
C11	Rural Vogue	0	0	0	74
C12	Scattered Homesteads	0	0	0	30
C13	Village Retirement	0	0	0	261
D14	Satellite Settlers	0	0	0	469
D15	Local Focus	0	0	0	10
D16	Outlying Seniors	0	0	0	14
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	370	11,203
E19	Bungalow Heaven	0	0	288	6,912
E20	Classic Grandparents	0	0	212	9,129
E21	Solo Retirees	0	0	825	8,680
F22	Boomerang Boarders	0	0	94	7,400
F23	Family Ties	0	0	171	2,018
F24	Fledgling Free	0	0	0	3,232
F25	Dependable Me	0	0	500	8,621
G26	Cafés and Catchments	0	0	246	5,657
G27	Thriving Independence	0	0	1,234	16,015
G28	Modern Parents	0	0	0	3,762
G29	Mid-Career Convention	0	0	0	3,352
H30	Primary Ambitions	0	0	1,028	5,131
H31	Affordable Fringe	0	0	70	8,027
H32	First-Rung Futures	0	0	1,141	11,869
H33	Contemporary Starts	0	0	0	2,803
H34	New Foundations	263	1,229	1,522	1,967
H35	Flying Solo	0	0	228	2,321

		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	35	448	2,589
I37	Budget Generations	0	21	127	5,764
I38	Economical Families	0	62	1,312	13,836
I39	Families on a Budget	534	2,062	6,460	32,012
J40	Value Rentals	0	0	33	3,212
J41	Youthful Endeavours	23	182	711	4,676
J42	Midlife Renters	0	0	2,390	12,639
J43	Renting Rooms	356	1,823	21,027	28,995
K44	Inner City Stalwarts	55	189	216	254
K45	City Diversity	215	249	269	269
K46	High Rise Residents	141	454	1,722	1,890
K47	Single Essentials	467	1,932	3,399	7,534
K48	Mature Workers	118	316	1,026	6,449
L49	Flatlet Seniors	163	546	1,604	8,032
L50	Pocket Pensions	0	0	176	5,941
L51	Retirement Communities	6	94	234	2,747
L52	Estate Veterans	8	32	467	3,631
L53	Seasoned Survivors	0	102	1,845	11,201
M54	Down-to-Earth Owners	0	0	9	4,174
M55	Back with the Folks	0	0	963	8,029
M56	Self Supporters	0	0	640	8,126
N57	Community Elders	0	0	668	1,665
N58	Culture & Comfort	0	0	246	382
N59	Large Family Living	0	70	2,614	2,900
N60	Ageing Access	21	363	4,103	8,286
O61	Career Builders	0	175	3,358	11,436
O62	Central Pulse	602	7,513	10,377	12,909
O63	Flexible Workforce	0	264	983	1,146
O64	Bus-Route Renters	0	49	1,468	4,418
O65	Learners & Earners	2,553	6,217	10,957	16,435
O66	Student Scene	2,719	5,713	14,636	17,718
U99	Unclassified	4,203	5,309	10,513	18,192
<b>Total</b>		<b>12,451</b>	<b>36,283</b>	<b>116,582</b>	<b>414,406</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

### 2. 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

### 3. 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

## 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. 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

### 3. O66 Student Scene

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



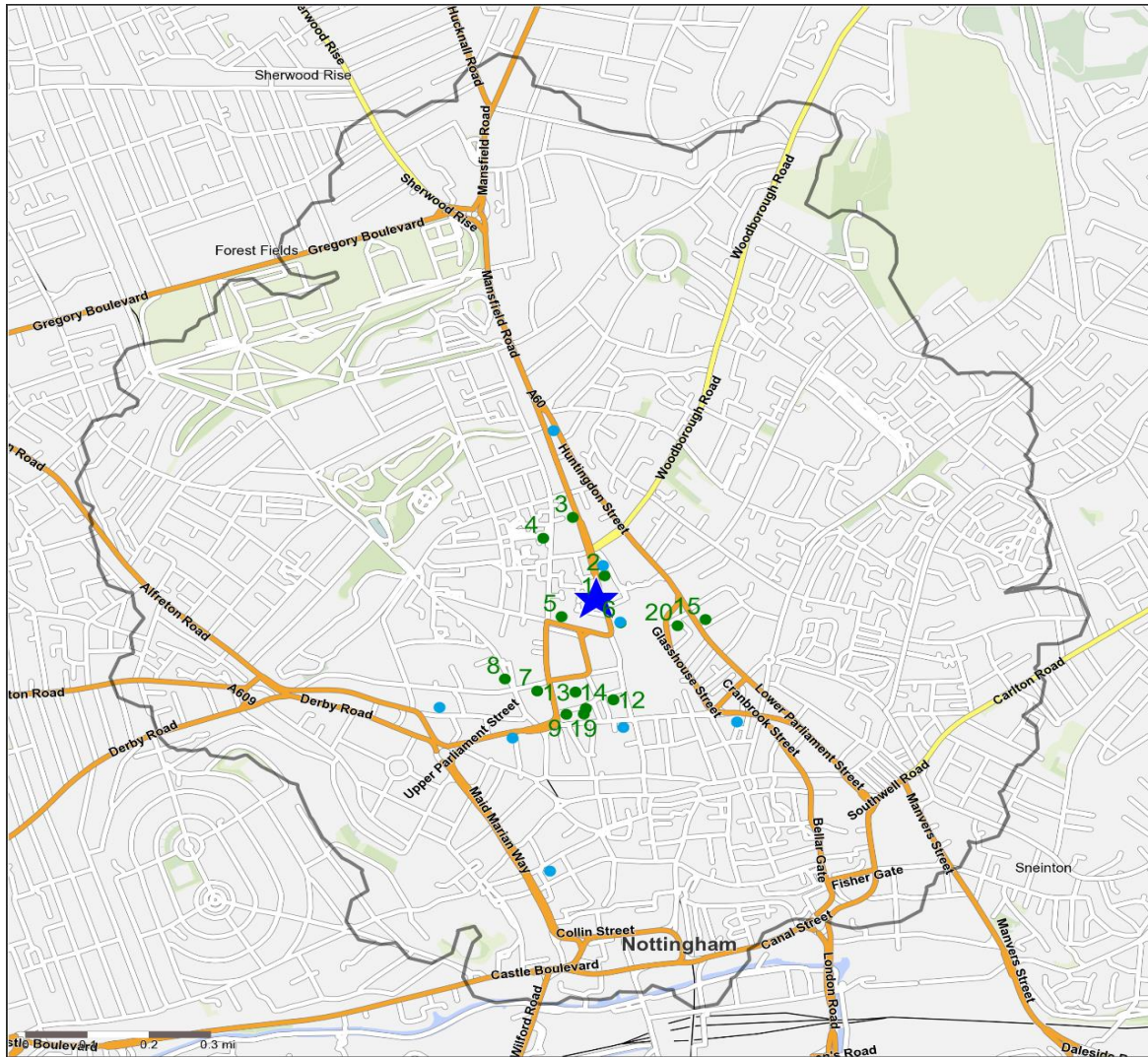
- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

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	24,866	68.5	226	2,488	6.9	42	3,620	10.0	19			
Male: Alone	10,201	28.1	94	11,027	30.4	195	9,747	26.9	50			
Male: Group	9,818	27.1	118	16,140	44.5	170	5,015	13.8	28			
Male: Pair	18,412	50.7	195	3,649	10.1	66	8,912	24.6	43			
Mixed Sex: Group	26,011	71.7	314	1,403	3.9	12	3,560	9.8	22			
Mixed Sex: Pair	19,513	53.8	229	7,824	21.6	66	3,636	10.0	23			
With Children	4,462	12.3	43	2,361	6.5	39	24,150	66.6	126			
Unknown	16,944	46.7	142	2,709	7.5	42	11,320	31.2	65			
<b>For Eating:</b>												
Upmarket	20,818	57.4	187	6,142	16.9	81	4,014	11.1	23			
Midmarket	25,094	69.2	201	3,402	9.4	104	2,477	6.8	12			
Downmarket	12,379	34.1	154	13,379	36.9	106	5,216	14.4	35			
<b>For Drinking (monthly spend):</b>												
Nothing	2,918	8.0	27	9,473	26.1	110	18,583	51.2	114			
Low (less than £10)	1,073	3.0	10	6,364	17.5	75	23,537	64.9	143			
Medium (Between £10 and £40)	15,263	42.1	138	1,326	3.7	20	14,384	39.6	79			
High (Greater than £40)	16,262	44.8	173	643	1.8	9	14,068	38.8	74			

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	139,591	33.7	111	61,970	15.0	91	194,651	47.0	90	
Male: Alone	136,944	33.0	111	99,430	24.0	154	159,838	38.6	72	
Male: Group	99,094	23.9	105	124,868	30.1	115	172,250	41.6	84	
Male: Pair	116,733	28.2	108	95,885	23.1	152	183,594	44.3	77	
Mixed Sex: Group	155,685	37.6	164	58,320	14.1	44	182,207	44.0	100	
Mixed Sex: Pair	117,576	28.4	121	159,306	38.4	118	119,330	28.8	67	
With Children	132,467	32.0	111	57,430	13.9	82	206,315	49.8	94	
Unknown	120,641	29.1	89	65,187	15.7	88	210,384	50.8	106	
<b>For Eating:</b>										
Upmarket	132,563	32.0	104	103,401	25.0	120	160,248	38.7	82	
Midmarket	185,430	44.7	130	45,022	10.9	120	165,760	40.0	72	
Downmarket	120,380	29.0	131	148,674	35.9	103	127,158	30.7	74	
<b>For Drinking (monthly spend):</b>										
Nothing	95,845	23.1	76	108,666	26.2	111	191,700	46.3	103	
Low (less than £10)	89,663	21.6	72	73,423	17.7	75	233,126	56.3	124	
Medium (Between £10 and £40)	121,206	29.2	96	44,995	10.9	61	230,011	55.5	110	
High (Greater than £40)	107,942	26.0	101	67,546	16.3	79	220,724	53.3	102	

## 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	Peacock Hotel, NG 1 3FB	Star Pubs & Bars	0.0	0.1
2	Rose Of England, NG 1 3GY	Star Pubs & Bars	3.0	3.5
3	Golden Fleece, NG 1 3FN	Punch Pub Company	3.3	2.7
4	Hole In The Wall, NG 1 4EZ	Marston's	3.9	1.0
5	Orange Tree, NG 1 4FQ	Orange Tree Group	3.9	3.8
6	Keoghs, NG 1 3GX	Star Pubs & Bars	5.1	3.5
7	Yarn, NG 1 5ND	Castle Rock	6.3	4.6
8	Horn In Hand, NG 1 5JT	Stonegate Pub Company	7.2	4.6
9	Langtrys, NG 1 4BY	Ei Group	7.2	4.6
10	Another Wine Bar, NG 1 4AF	Independent Free	7.2	5.2
11	Curious Manor, NG 1 4AF	Independent Free	7.2	5.2
12	Son Of Steak, NG 1 4AF	Mitchells & Butlers	7.2	5.2
13	Revolution, NG 1 4DB	Inventive Leisure	7.5	4.3
14	Slug And Lettuce, NG 1 4DB	Stonegate Pub Company	7.5	4.3
15	Foresters Inn, NG 1 3NL	*Other Small Retail Groups	7.5	4.7
16	Foremans Wine Bar, NG 1 4AA	Independent Free	7.5	5.0
17	Ride, NG 1 4AA	*Other Small Retail Groups	7.5	5.0
18	Blue Bell Inn, NG 1 2AG	Ei Group	7.5	5.0
19	Hop Merchant, NG 1 2AG	Independent Free	7.5	5.0
20	New Foresters, NG 1 3LX	Trust Inns	7.5	5.9