

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	113	154	363
Catchment Adults 18+	10,183	38,094	427,197
Catchment Adults 18+ Per Pub	90	247	1,177
Populaton Projection 2018 to 2028 (% change)	9.54%	6.75%	6.12%

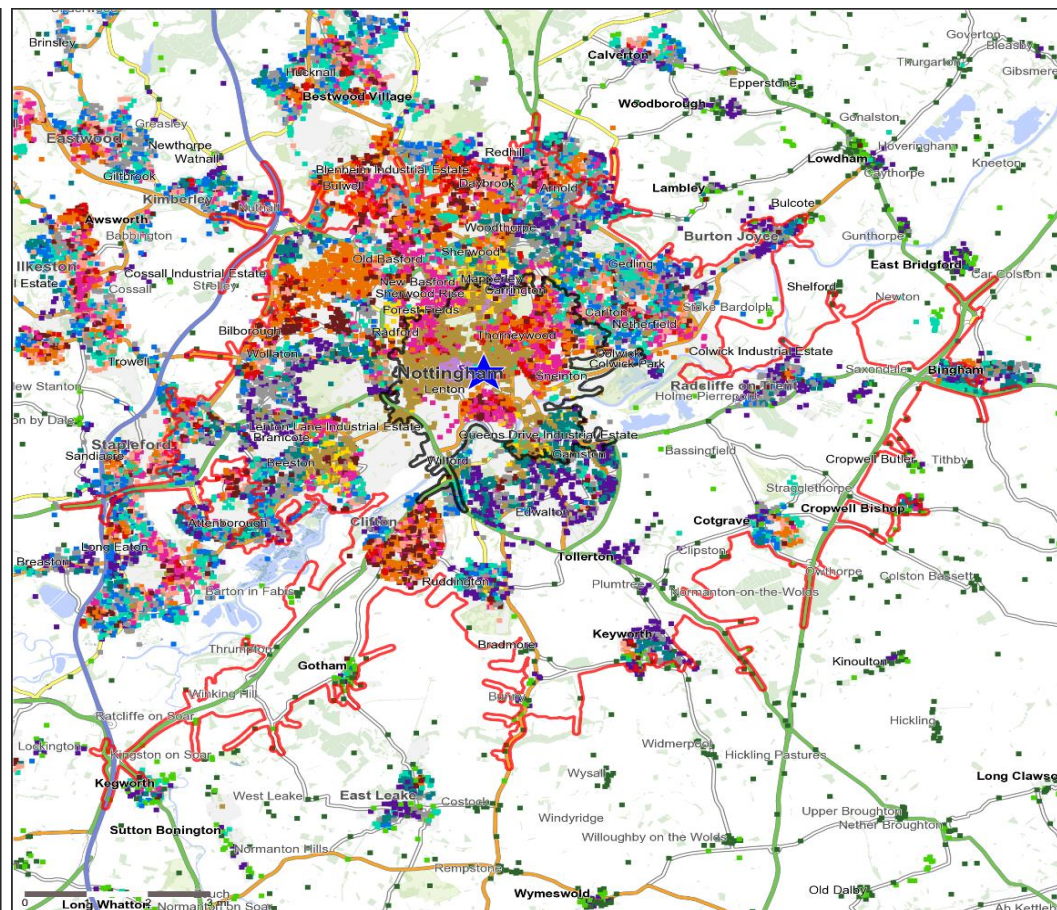
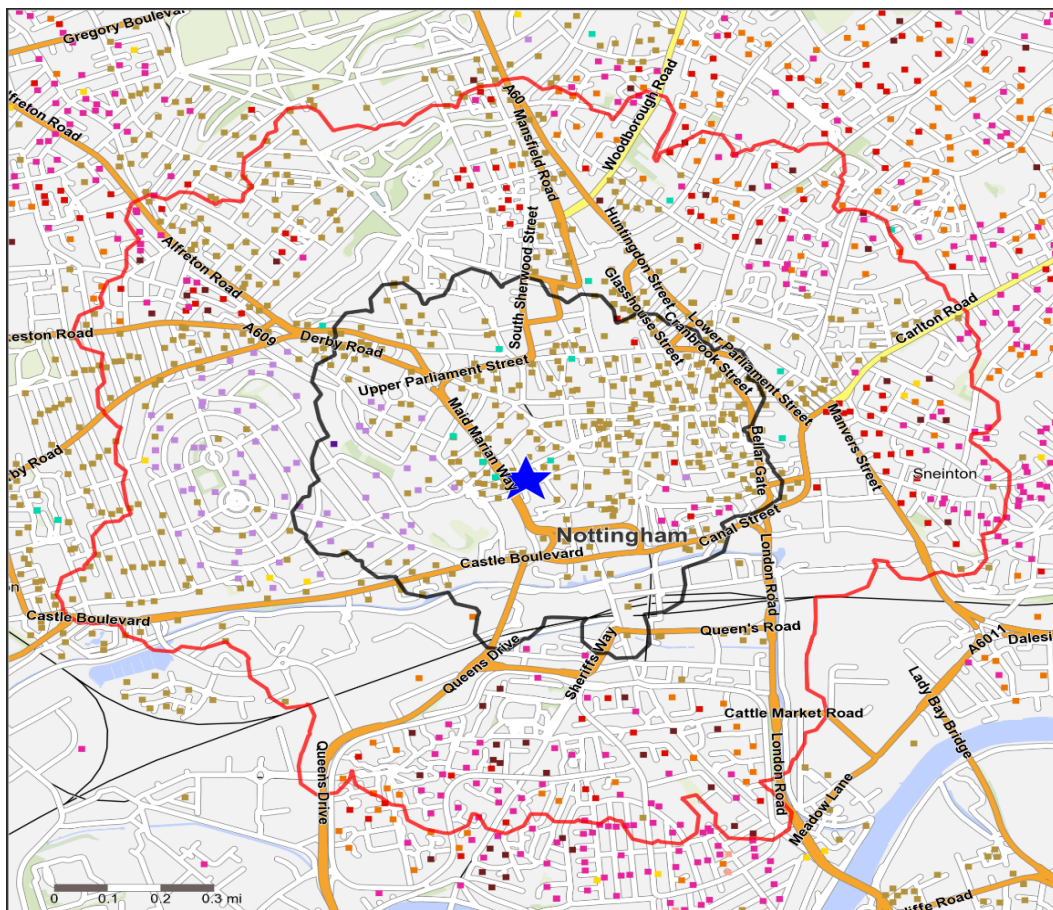
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Bit of Style	8,591	84.4	163	1	High Street Pub	28,571	75.0	145	1	High Street Pub	341,342	79.9	154
2	Circuit Bar	7,973	78.3	168	2	Bit of Style	24,039	63.1	135	2	Community Pub	271,104	63.5	136
3	High Street Pub	7,299	71.7	114	3	Circuit Bar	23,581	61.9	98	3	Premium Local	167,302	39.2	62
4	Craft Led	7,115	69.9	540	4	Craft Led	21,938	57.6	445	4	Bit of Style	126,366	29.6	229
5	Community Pub	1,944	19.1	47	5	Community Pub	16,299	42.8	106	5	Great Pub Great Food	118,908	27.8	69
6	Premium Local	1,508	14.8	55	6	Premium Local	6,974	18.3	68	6	Circuit Bar	85,166	19.9	74
7	Great Pub Great Food	709	7.0	68	7	Great Pub Great Food	2,186	5.7	56	7	Craft Led	81,993	19.2	186

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	1,505	14.8	167	3,437	9.0	102	38,138	8.9	101
C1	2,521	24.8	202	7,490	19.7	160	56,581	13.2	108
C2	254	2.5	30	1,447	3.8	46	30,574	7.2	87
DE	503	4.9	48	3,913	10.3	100	47,843	11.2	109

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)	1,724	16.9	51	14,592	38.3	116	187,755	44.0	133
Medium (7-13)	2,305	22.6	68	5,812	15.3	46	126,308	29.6	89
High (14-19)	674	6.6	23	1,680	4.4	16	65,183	15.3	54

## 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	D Rural Reality	E Senior Security
F Suburban Stability	G Domestic Success	H Aspiring Homemakers	I Family Basics	J Transient Renters
K Municipal Tenants	L Vintage Value	M Modest Traditions	N Urban Cohesion	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		116	182	182	182
A02	Uptown Elite		343	1,073	2,353	2,516
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		179	714	923	924
B05	Premium Fortunes		27	27	63	1,705
B06	Diamond Days		0	0	364	4,881
B07	Alpha Families		0	0	71	5,173
B08	Bank of Mum and Dad		0	0	141	6,013
B09	Empty-Nest Adventure		0	0	0	10,780
C10	Wealthy Landowners		0	0	0	1,006
C11	Rural Vogue		0	0	0	222
C12	Scattered Homesteads		0	0	0	44
C13	Village Retirement		0	0	0	1,323
D14	Satellite Settlers		0	0	0	2,117
D15	Local Focus		0	0	0	385
D16	Outlying Seniors		0	0	0	144
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	0	100	13,011
E19	Bungalow Heaven		0	0	304	8,046
E20	Classic Grandparents		0	0	896	8,841
E21	Solo Retirees		0	0	845	8,907
F22	Boomerang Boarders		0	0	321	7,968
F23	Family Ties		0	0	118	2,106
F24	Fledgling Free		0	0	12	3,087
F25	Dependable Me		0	0	358	9,445
G26	Cafés and Catchments		0	0	2,942	5,662
G27	Thriving Independence		0	0	2,010	16,445
G28	Modern Parents		0	0	4	4,750
G29	Mid-Career Convention		0	0	39	5,874
H30	Primary Ambitions		0	0	486	5,315
H31	Affordable Fringe		0	0	279	7,912
H32	First-Rung Futures		0	0	716	12,218
H33	Contemporary Starts		0	0	46	4,265
H34	New Foundations		895	1,373	1,669	2,007
H35	Flying Solo		0	0	201	2,599

			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	48	271	2,609
I37	Budget Generations		0	27	89	6,609
I38	Economical Families		0	22	1,483	13,220
I39	Families on a Budget		0	1,803	6,927	27,152
J40	Value Rentals		0	0	55	3,350
J41	Youthful Endeavours		7	413	795	4,220
J42	Midlife Renters		0	0	1,670	13,192
J43	Renting Rooms		73	2,610	18,900	28,544
K44	Inner City Stalwarts		95	167	249	254
K45	City Diversity		0	208	269	269
K46	High Rise Residents		6	700	1,499	1,890
K47	Single Essentials		57	1,240	3,424	6,915
K48	Mature Workers		0	309	1,167	4,977
L49	Flatlet Seniors		0	924	1,917	7,336
L50	Pocket Pensions		0	0	119	5,649
L51	Retirement Communities		0	0	591	3,076
L52	Estate Veterans		0	80	408	3,964
L53	Seasoned Survivors		0	223	1,274	10,797
M54	Down-to-Earth Owners		0	0	129	4,342
M55	Back with the Folks		0	0	456	8,539
M56	Self Supporters		0	3	620	7,633
N57	Community Elders		0	6	375	1,665
N58	Culture & Comfort		0	0	209	382
N59	Large Family Living		0	89	1,319	2,900
N60	Ageing Access		3	35	2,632	8,661
O61	Career Builders		44	190	4,169	12,001
O62	Central Pulse		4,812	7,875	11,657	12,909
O63	Flexible Workforce		0	63	823	1,146
O64	Bus-Route Renters		0	48	1,206	4,683
O65	Learners & Earners		542	5,320	12,850	16,486
O66	Student Scene		1,659	7,248	16,990	17,718
U99	Unclassified		1,324	5,071	7,988	18,240
<b>Total</b>			<b>10,182</b>	<b>38,091</b>	<b>117,973</b>	<b>427,201</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. 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

## 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. 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

### 3. O66 Student Scene

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



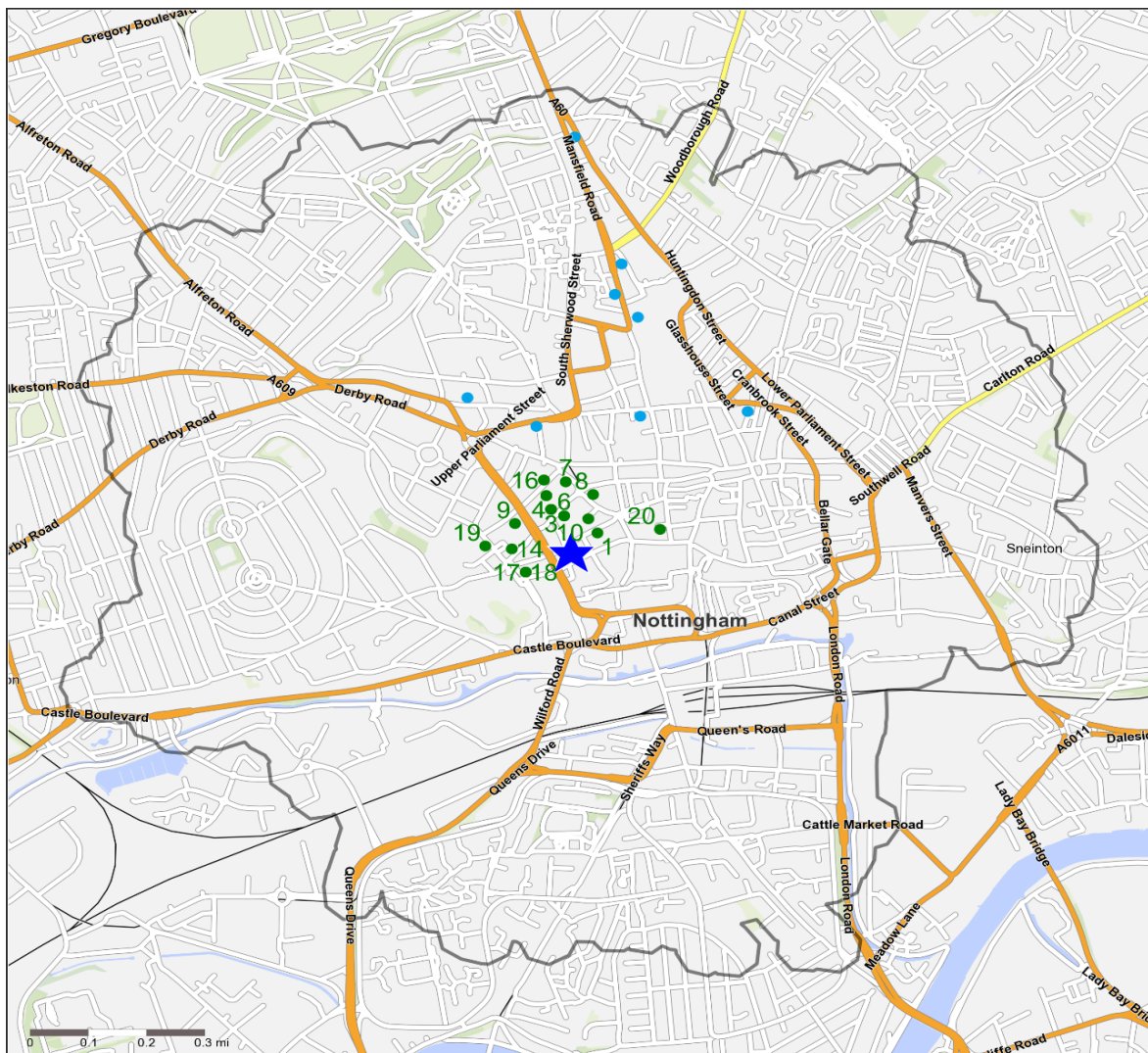
- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

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	25,389	66.6	220	3,589	9.4	58	4,044	10.6	20		
Male: Alone	10,179	26.7	90	12,255	32.2	206	10,589	27.8	52		
Male: Group	10,640	27.9	122	17,128	45.0	172	5,254	13.8	28		
Male: Pair	17,615	46.2	177	4,951	13.0	85	10,456	27.4	48		
Mixed Sex: Group	27,148	71.3	312	2,227	5.8	18	3,647	9.6	22		
Mixed Sex: Pair	20,519	53.9	230	8,152	21.4	66	4,352	11.4	27		
With Children	6,801	17.9	62	1,918	5.0	30	24,303	63.8	121		
Unknown	20,125	52.8	161	3,665	9.6	54	9,232	24.2	51		
<b>For Eating:</b>											
Upmarket	21,610	56.7	185	6,952	18.2	88	4,460	11.7	25		
Midmarket	25,850	67.9	198	4,051	10.6	118	3,121	8.2	15		
Downmarket	12,975	34.1	153	13,438	35.3	101	6,610	17.4	42		
<b>For Drinking (monthly spend):</b>											
Nothing	1,855	4.9	16	8,948	23.5	99	22,220	58.3	130		
Low (less than £10)	1,141	3.0	10	5,439	14.3	61	26,442	69.4	153		
Medium (Between £10 and £40)	15,078	39.6	129	1,372	3.6	20	16,572	43.5	87		
High (Greater than £40)	16,180	42.5	164	579	1.5	7	16,263	42.7	82		

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	144,098	33.7	111	66,274	15.5	95	198,585	46.5	89	
Male: Alone	140,098	32.8	110	98,610	23.1	148	170,250	39.9	75	
Male: Group	100,060	23.4	102	129,528	30.3	116	179,370	42.0	85	
Male: Pair	118,102	27.6	106	95,360	22.3	146	195,496	45.8	80	
Mixed Sex: Group	156,150	36.6	160	68,689	16.1	50	184,118	43.1	98	
Mixed Sex: Pair	125,715	29.4	125	157,901	37.0	114	125,341	29.3	69	
With Children	134,377	31.5	109	57,295	13.4	80	217,286	50.9	96	
Unknown	126,609	29.6	90	69,329	16.2	90	213,019	49.9	104	
<b>For Eating:</b>										
Upmarket	140,671	32.9	108	104,860	24.5	118	163,427	38.3	81	
Midmarket	188,396	44.1	128	40,019	9.4	104	180,542	42.3	76	
Downmarket	121,246	28.4	128	151,437	35.4	102	136,274	31.9	77	
<b>For Drinking (monthly spend):</b>										
Nothing	96,518	22.6	75	110,786	25.9	110	201,653	47.2	105	
Low (less than £10)	99,457	23.3	78	77,976	18.3	78	231,524	54.2	119	
Medium (Between £10 and £40)	130,114	30.5	100	48,350	11.3	63	230,493	54.0	107	
High (Greater than £40)	114,455	26.8	104	70,050	16.4	80	224,452	52.5	100	

## 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	Salutation Inn, NG 1 7AA	Ei Group	0.9	0.4
2	Flirtz At Bar Humbug, NG 1 6DQ	Independent Free	1.5	3.5
3	Gincident, NG 1 6DQ	Independent Free	1.5	3.5
4	Southbank City, NG 1 6DQ	Great Northern Inns	1.5	3.5
5	Bierkeller, NG 1 6DA	Burning Night Group Ltd	1.5	3.6
6	Ned Ludd, NG 1 6DA	Independent Free	1.5	3.6
7	Bank, NG 1 6FB	Mitchells & Butlers	3.0	3.5
8	Joseph Else, NG 1 2JS	Wetherspoon	3.3	3.2
9	Bear & Lace, NG 1 6GF	Independent Free	3.3	3.7
10	Le Mistral, NG 1 2NS	Ever So Sensible Bars	3.6	3.7
11	Bla Bla Bar, NG 1 6FH	Greene King	3.9	3.5
12	Roebuck Inn, NG 1 6FH	Wetherspoon	3.9	3.5
13	Up & Down Under, NG 1 6FH	Ei Group	3.9	3.5
14	Crafty Crow, NG 1 6EB	Independent Free	3.9	3.7
15	Bar Schnapps, NG 1 6FG	Independent Free	3.9	4.8
16	Malt Cross, NG 1 6FG	Independent Free	3.9	4.8
17	Castle, NG 1 6AA	Ever So Sensible Bars	4.2	3.2
18	Ye Olde Trip To Jerusalem, NG 1 6AA	Greene King	4.2	3.2
19	Round House, NG 1 6FS	Independent Free	4.2	4.1
20	Pepper Rocks, NG 1 2GH	Independent Free	5.4	3.1