

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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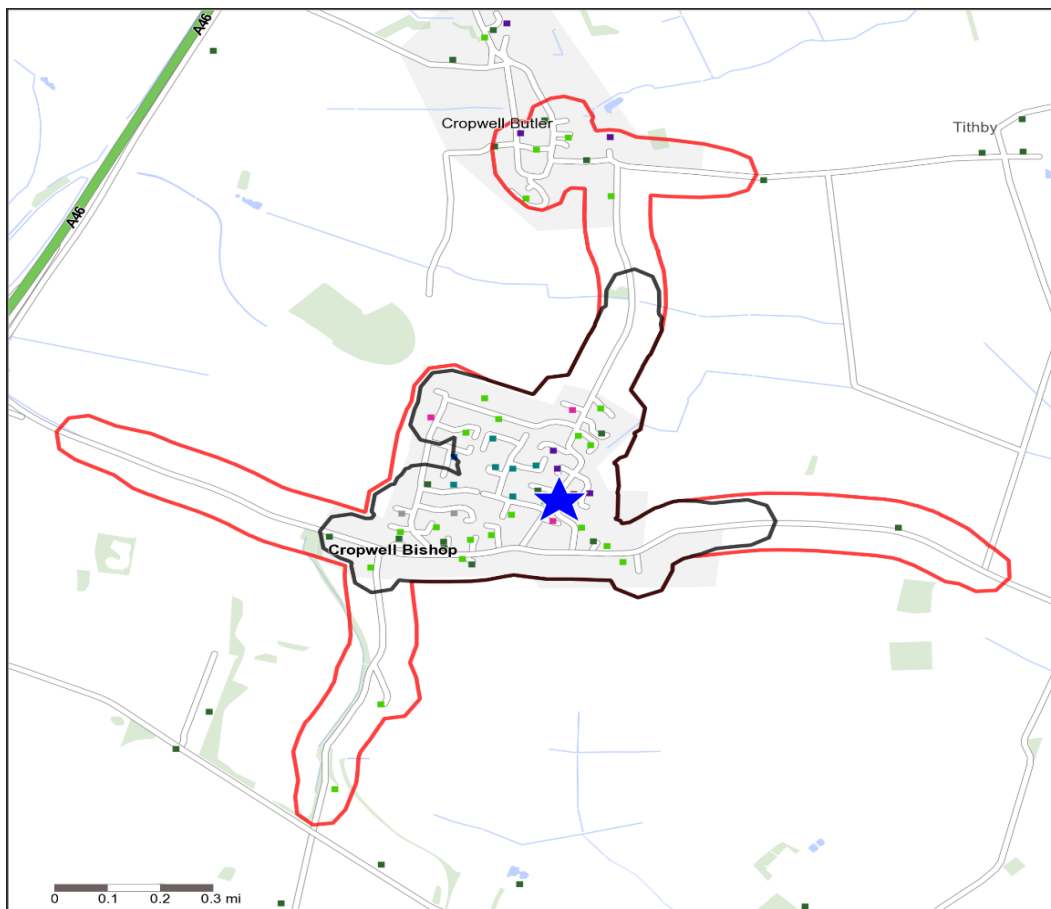
Number of Pubs	3	4	225
Catchment Adults 18+	1,457	1,782	148,051
Catchment Adults 18+ Per Pub	486	446	658
Populaton Projection 2018 to 2028 (% change)	7.58%	7.71%	6.74%

		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	1,030	70.7	136	1	Premium Local	1,259	70.7	136	1	Premium Local	88,923	60.1	116
2	Great Pub Great Food	925	63.5	136	2	Great Pub Great Food	1,154	64.8	139	2	High Street Pub	85,840	58.0	124
3	High Street Pub	586	40.2	64	3	High Street Pub	603	33.8	54	3	Great Pub Great Food	78,483	53.0	84
4	Community Pub	471	32.3	250	4	Community Pub	568	31.9	247	4	Community Pub	60,219	40.7	315
5	Bit of Style	360	24.7	61	5	Bit of Style	375	21.0	52	5	Bit of Style	44,279	29.9	74
6	Circuit Bar	0	0.0	0	6	Circuit Bar	0	0.0	0	6	Craft Led	20,526	13.9	52
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Circuit Bar	20,467	13.8	134

	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	169	11.6	131	216	12.1	137	18,373	12.4	140
C1	183	12.6	102	216	12.1	99	19,413	13.1	107
C2	117	8.0	97	133	7.5	90	9,262	6.3	76
DE	102	7.0	68	122	6.8	67	12,104	8.2	79

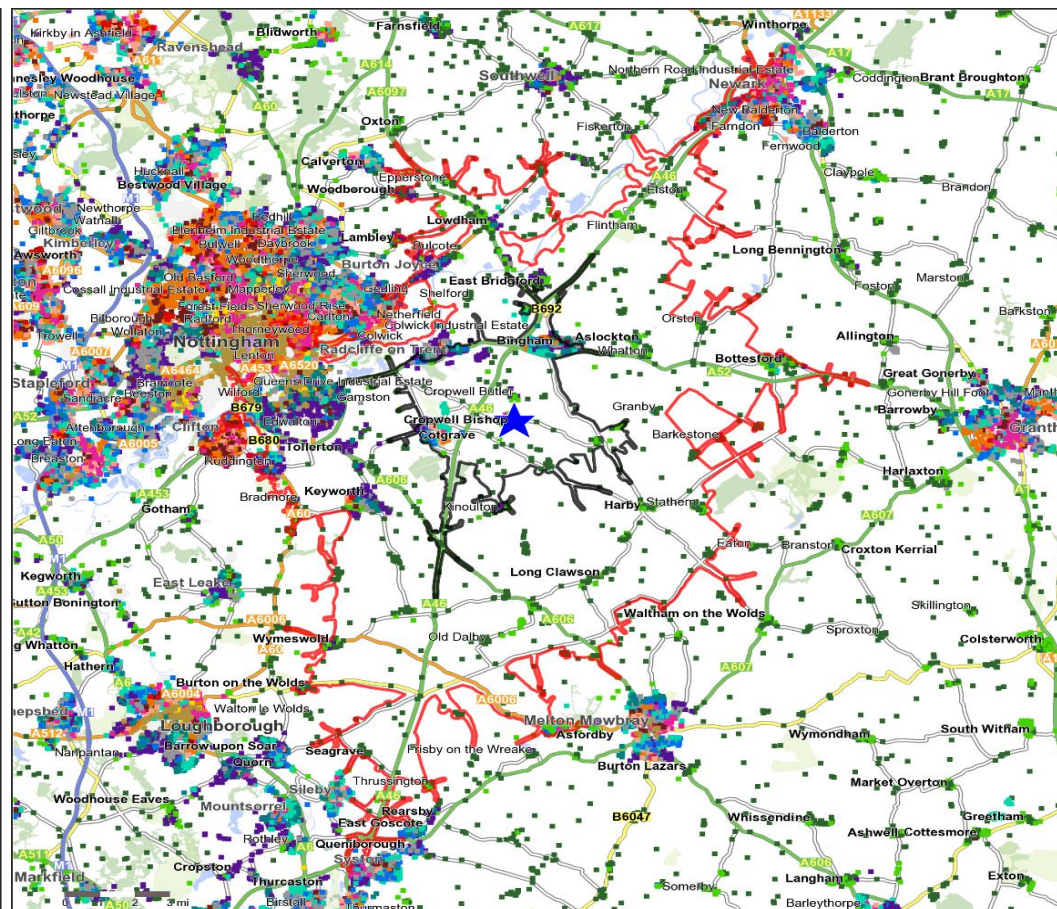
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	321	22.0	66	396	22.2	67	40,686	27.5	83
Medium (7-13)	606	41.6	125	650	36.5	110	44,955	30.4	92
High (14-19)	392	26.9	95	558	31.3	110	46,665	31.5	111

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	614
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	147
B05	Premium Fortunes		0	0	128	932
B06	Diamond Days		0	38	160	3,090
B07	Alpha Families		11	21	989	6,177
B08	Bank of Mum and Dad		0	0	220	3,187
B09	Empty-Nest Adventure		44	45	769	5,262
C10	Wealthy Landowners		7	56	881	6,124
C11	Rural Vogue		8	9	230	2,107
C12	Scattered Homesteads		7	7	79	701
C13	Village Retirement		183	266	927	8,982
D14	Satellite Settlers		345	390	1,202	7,245
D15	Local Focus		199	279	397	2,574
D16	Outlying Seniors		56	56	123	2,220
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	0	301	3,608
E19	Bungalow Heaven		67	67	812	4,971
E20	Classic Grandparents		0	0	27	1,195
E21	Solo Retirees		0	0	256	1,410
F22	Boomerang Boarders		0	0	618	1,834
F23	Family Ties		0	0	140	257
F24	Fledgling Free		0	0	417	1,092
F25	Dependable Me		105	105	625	2,382
G26	Cafés and Catchments		0	0	0	4,846
G27	Thriving Independence		0	0	225	5,575
G28	Modern Parents		0	0	920	3,368
G29	Mid-Career Convention		321	321	2,257	5,907
H30	Primary Ambitions		0	0	0	627
H31	Affordable Fringe		0	0	1,017	1,378
H32	First-Rung Futures		0	0	414	2,086
H33	Contemporary Starts		0	0	1,733	3,027
H34	New Foundations		0	0	115	836
H35	Flying Solo		0	0	351	991

			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	309	734
I37	Budget Generations		0	0	794	1,138
I38	Economical Families		0	0	342	1,271
I39	Families on a Budget		0	0	72	3,415
J40	Value Rentals		39	54	129	301
J41	Youthful Endeavours		0	0	42	730
J42	Midlife Renters		9	9	128	1,242
J43	Renting Rooms		0	0	0	10,290
K44	Inner City Stalwarts		0	0	0	151
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	0	0	958
K47	Single Essentials		0	0	0	1,496
K48	Mature Workers		0	0	0	570
L49	Flatlet Seniors		0	0	20	1,323
L50	Pocket Pensions		56	58	674	2,015
L51	Retirement Communities		0	0	160	1,266
L52	Estate Veterans		0	0	75	529
L53	Seasoned Survivors		0	0	0	1,082
M54	Down-to-Earth Owners		0	0	107	507
M55	Back with the Folks		0	0	615	1,122
M56	Self Supporters		0	0	265	861
N57	Community Elders		0	0	0	45
N58	Culture & Comfort		0	0	0	0
N59	Large Family Living		0	0	0	197
N60	Ageing Access		0	0	0	1,486
O61	Career Builders		0	0	51	5,681
O62	Central Pulse		0	0	0	5,690
O63	Flexible Workforce		0	0	0	94
O64	Bus-Route Renters		0	0	142	1,030
O65	Learners & Earners		0	0	0	2,013
O66	Student Scene		0	0	0	2,475
U99	Unclassified		0	0	0	3,587
Total			1,457	1,781	20,258	148,051

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. 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. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

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. 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. D14 Satellite Settlers

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



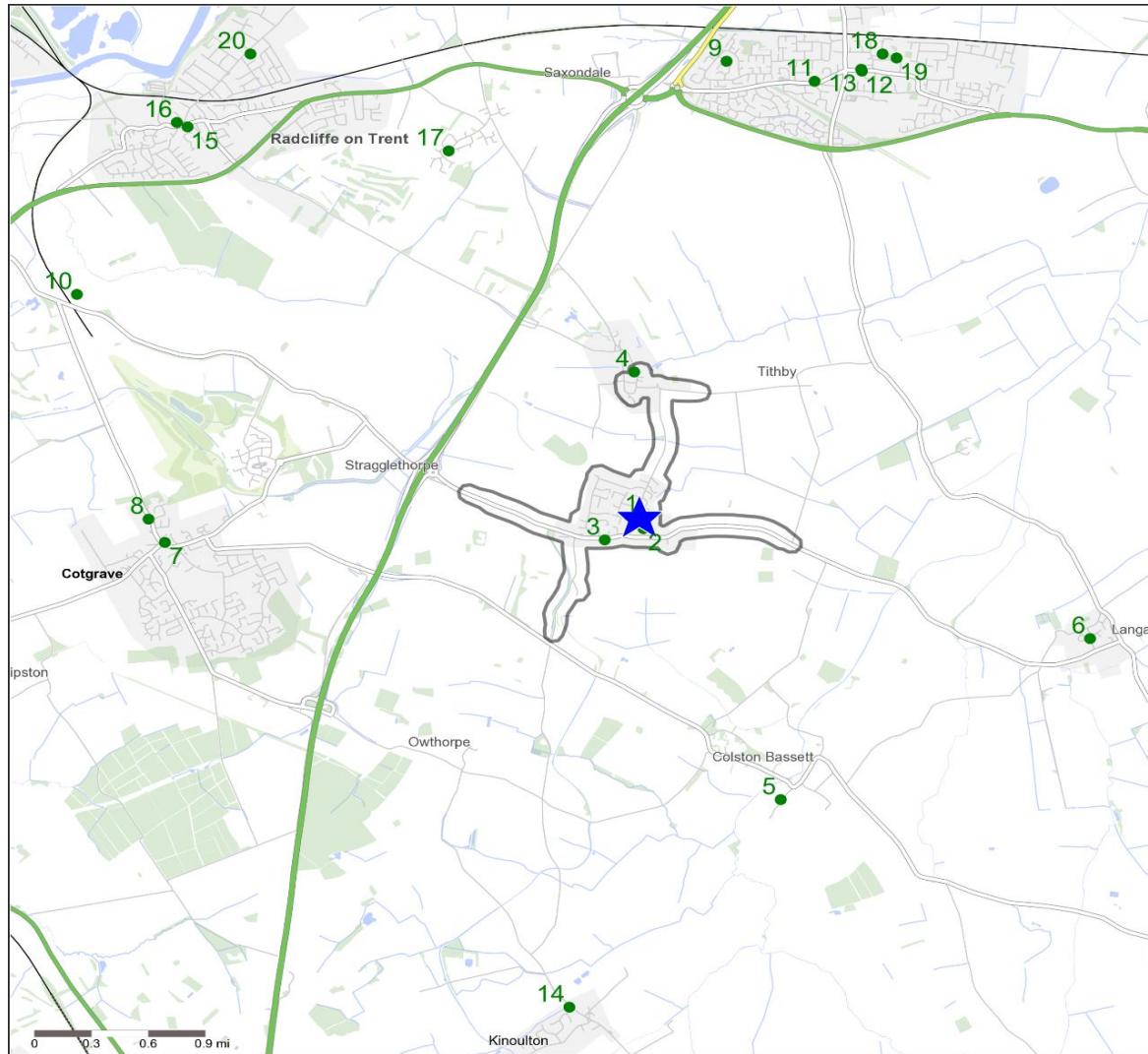
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

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	Target Customers
Female: Alone, Pair or Group	63	3.5	12	691	38.8	237	1,029	57.7	111	
Male: Alone	228	12.8	43	375	21.0	135	1,179	66.2	124	
Male: Group	172	9.7	42	933	52.4	200	677	38.0	77	
Male: Pair	67	3.8	14	105	5.9	39	1,610	90.3	157	
Mixed Sex: Group	9	0.5	2	1,380	77.4	243	394	22.1	50	
Mixed Sex: Pair	720	40.4	172	546	30.6	94	515	28.9	68	
With Children	9	0.5	2	692	38.8	231	1,081	60.7	115	
Unknown	1,044	58.6	178	47	2.6	15	691	38.8	81	
For Eating:										
Upmarket	321	18.0	59	84	4.7	23	1,377	77.3	164	
Midmarket	63	3.5	10	0	0.0	0	1,719	96.5	174	
Downmarket	105	5.9	27	831	46.6	134	846	47.5	114	
For Drinking (monthly spend):										
Nothing	342	19.2	63	605	34.0	144	835	46.9	105	
Low (less than £10)	678	38.0	127	915	51.3	219	189	10.6	23	
Medium (Between £10 and £40)	404	22.7	74	351	19.7	110	1,027	57.6	115	
High (Greater than £40)	45	2.5	10	415	23.3	113	1,322	74.2	142	

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	32,928	22.2	73	35,363	23.9	146	76,172	51.4	99
Male: Alone	32,092	21.7	73	29,792	20.1	129	82,581	55.8	105
Male: Group	25,956	17.5	77	47,210	31.9	122	71,299	48.2	97
Male: Pair	24,696	16.7	64	20,410	13.8	90	99,359	67.1	117
Mixed Sex: Group	35,766	24.2	106	46,047	31.1	97	62,651	42.3	96
Mixed Sex: Pair	39,080	26.4	113	58,034	39.2	121	47,350	32.0	75
With Children	29,277	19.8	68	20,004	13.5	80	95,184	64.3	121
Unknown	44,998	30.4	93	22,308	15.1	84	77,158	52.1	109
For Eating:									
Upmarket	43,127	29.1	95	32,830	22.2	107	68,507	46.3	98
Midmarket	47,431	32.0	93	6,632	4.5	50	90,401	61.1	110
Downmarket	18,891	12.8	57	51,022	34.5	99	74,552	50.4	121
For Drinking (monthly spend):									
Nothing	22,493	15.2	50	39,749	26.8	114	82,222	55.5	124
Low (less than £10)	45,039	30.4	102	29,387	19.8	85	70,038	47.3	104
Medium (Between £10 and £40)	44,138	29.8	97	32,767	22.1	124	67,560	45.6	91
High (Greater than £40)	38,325	25.9	100	27,671	18.7	91	78,468	53.0	101

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	Chequers Inn, NG12 3DB	Star Pubs & Bars	0.0	0.1
2	King William Iv, NG12 3BX	Independent Free	1.8	1.0
3	Wheatsheaf, NG12 3BP	Marston's	4.8	0.9
4	Plough Inn, NG12 3AB	Punch Pub Company	19.3	3.3
5	Martins Arms Inn, NG12 3FD	Independent Free	53.1	6.6
6	Unicorns Head Inn, NG13 9HE	Everards	55.8	6.3
7	Manvers Arms, NG12 3HS	Trust Inns	61.0	7.3
8	Rose & Crown, NG12 3HQ	Ei Group	64.6	7.8
9	Bottle & Glass, NG13 8SZ	Independent Free	67.9	8.6
10	Shepherds, NG12 2JZ	Mitchells & Butlers	69.1	7.4
11	White Lion, NG13 8AT	Star Pubs & Bars	71.6	9.1
12	Wheatsheaf Inn, NG13 8BG	Independent Free	74.2	9.1
13	Horse & Plough, NG13 8AF	Castle Rock	74.2	9.1
14	Nevile Arms, NG12 3EH	Independent Free	77.0	8.5
15	Royal Oak, NG12 2FD	Ei Group	77.3	11.1
16	Manvers Arms, NG12 2AA	Star Pubs & Bars	78.2	11.0
17	Sanctuary Bar Restaurant, NG12 2NL	Independent Free	78.7	9.0
18	Butter Cross, NG13 8AP	Wetherspoon	79.2	10.5
19	Chesterfield Arms, NG13 8AL	Punch Pub Company	80.4	10.1
20	Sixty Four, NG12 1AW	Independent Free	90.2	13.2