

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	7	429
Catchment Adults 18+	942	2,204	498,571
Catchment Adults 18+ Per Pub	471	315	1,162
Populaton Projection 2018 to 2028 (% change)	5.44%	4.57%	5.56%

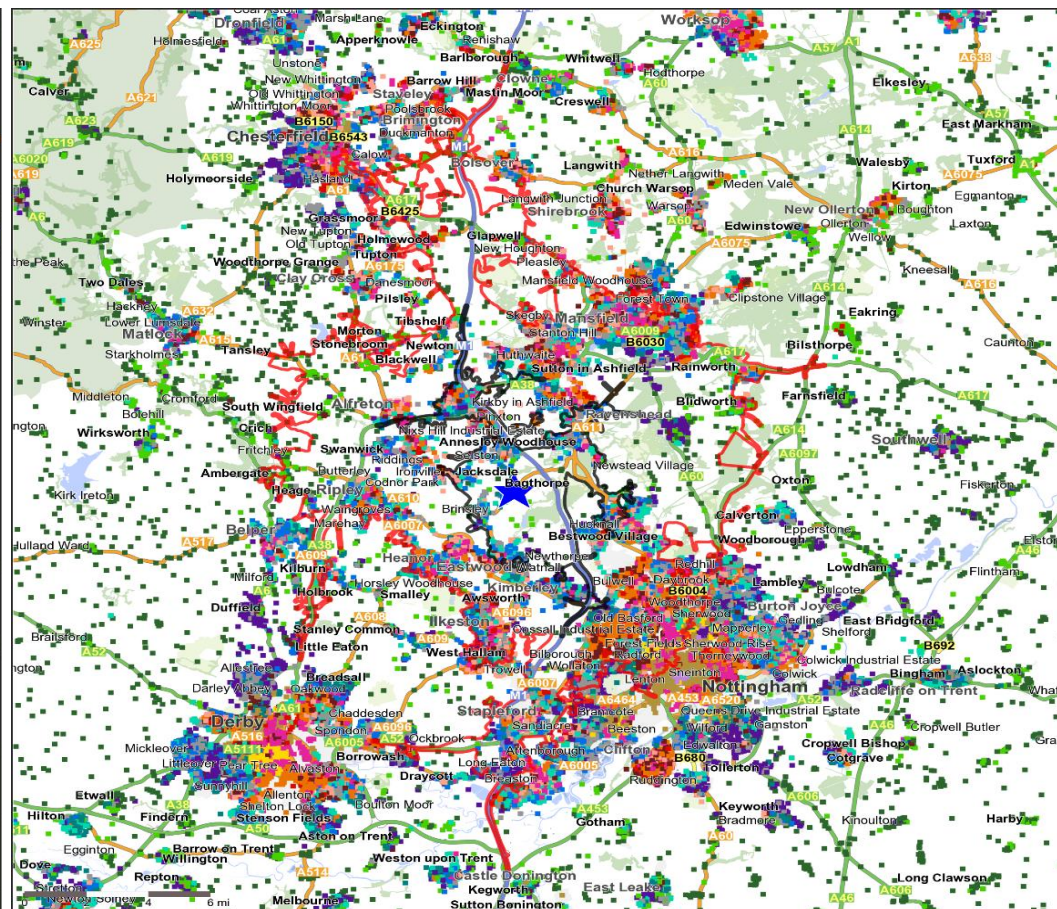
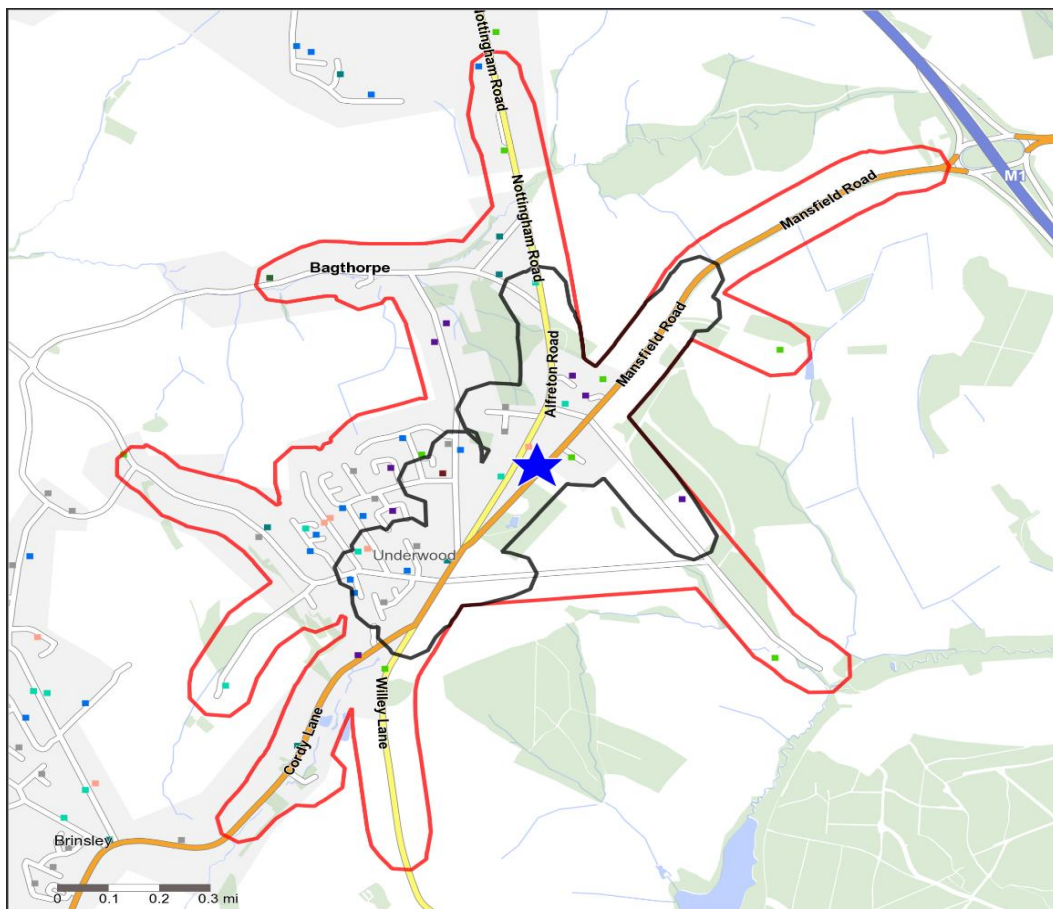
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	693	73.6	142	1	High Street Pub	1,540	69.9	135	1	High Street Pub	412,711	82.8	160
2	Premium Local	592	62.8	135	2	Premium Local	1,379	62.6	134	2	Community Pub	350,992	70.4	151
3	Community Pub	413	43.8	70	3	Great Pub Great Food	1,045	47.4	75	3	Premium Local	198,919	39.9	63
4	Great Pub Great Food	408	43.3	335	4	Community Pub	877	39.8	308	4	Great Pub Great Food	123,653	24.8	192
5	Bit of Style	179	19.0	47	5	Bit of Style	375	17.0	42	5	Bit of Style	93,722	18.8	47
6	Circuit Bar	102	10.8	40	6	Circuit Bar	165	7.5	28	6	Circuit Bar	56,467	11.3	42
7	Craft Led	102	10.8	105	7	Craft Led	165	7.5	73	7	Craft Led	40,355	8.1	79

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	79	8.4	95	180	8.2	92	29,397	5.9	67
C1	91	9.7	79	223	10.1	83	56,220	11.3	92
C2	92	9.8	118	207	9.4	114	48,614	9.8	118
DE	79	8.4	81	175	7.9	77	67,553	13.5	132

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)	301	32.0	96	625	28.4	86	265,757	53.3	161
Medium (7-13)	416	44.2	133	960	43.6	131	161,236	32.3	98
High (14-19)	167	17.7	62	460	20.9	73	47,541	9.5	34

## 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	E Senior Security
	H Aspiring Homemakers	I Family Basics
	M Modest Traditions	N Urban Cohesion
		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	0	0	0
A02	Uptown Elite	0	0	0	4
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	3	4	4	390
B06	Diamond Days	0	0	70	1,574
B07	Alpha Families	20	57	109	1,673
B08	Bank of Mum and Dad	0	0	259	2,728
B09	Empty-Nest Adventure	49	162	970	10,279
C10	Wealthy Landowners	0	0	210	2,015
C11	Rural Vogue	0	0	23	440
C12	Scattered Homesteads	0	0	14	239
C13	Village Retirement	22	63	177	2,867
D14	Satellite Settlers	8	32	183	5,002
D15	Local Focus	0	13	159	3,193
D16	Outlying Seniors	78	140	289	4,151
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	2	4,034
E19	Bungalow Heaven	144	328	5,602	24,281
E20	Classic Grandparents	0	0	836	9,536
E21	Solo Retirees	0	0	802	8,053
F22	Boomerang Boarders	0	9	885	10,474
F23	Family Ties	0	0	393	2,857
F24	Fledgling Free	207	463	6,128	27,187
F25	Dependable Me	86	175	1,903	14,881
G26	Cafés and Catchments	0	0	0	278
G27	Thriving Independence	0	0	31	3,703
G28	Modern Parents	0	0	1,377	8,916
G29	Mid-Career Convention	78	210	999	9,533
H30	Primary Ambitions	0	0	328	5,837
H31	Affordable Fringe	22	45	3,426	24,828
H32	First-Rung Futures	98	159	3,297	23,126
H33	Contemporary Starts	0	0	1,670	9,432
H34	New Foundations	0	0	97	1,588
H35	Flying Solo	4	6	79	1,928

		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	921
I37	Budget Generations	0	2	888	8,922
I38	Economical Families	0	0	1,300	21,763
I39	Families on a Budget	0	0	650	34,937
J40	Value Rentals	0	0	2,429	19,731
J41	Youthful Endeavours	0	0	88	4,193
J42	Midlife Renters	0	0	680	11,622
J43	Renting Rooms	0	0	456	26,618
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	18
K46	High Rise Residents	0	0	0	661
K47	Single Essentials	0	0	66	5,656
K48	Mature Workers	0	0	1,396	17,370
L49	Flatlet Seniors	0	0	148	6,708
L50	Pocket Pensions	18	43	962	11,048
L51	Retirement Communities	0	0	46	548
L52	Estate Veterans	0	0	425	6,870
L53	Seasoned Survivors	0	0	802	13,346
M54	Down-to-Earth Owners	0	0	3,154	18,414
M55	Back with the Folks	0	2	1,738	12,054
M56	Self Supporters	107	292	4,254	27,968
N57	Community Elders	0	0	0	1,454
N58	Culture & Comfort	0	0	0	272
N59	Large Family Living	0	0	0	2,703
N60	Ageing Access	0	0	0	1,138
O61	Career Builders	0	0	0	1,652
O62	Central Pulse	0	0	0	707
O63	Flexible Workforce	0	0	0	678
O64	Bus-Route Renters	0	0	192	2,551
O65	Learners & Earners	0	0	0	4,294
O66	Student Scene	0	0	0	2,316
U99	Unclassified	0	0	27	6,412
<b>Total</b>		<b>944</b>	<b>2,205</b>	<b>50,023</b>	<b>498,572</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

### 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. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

## 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

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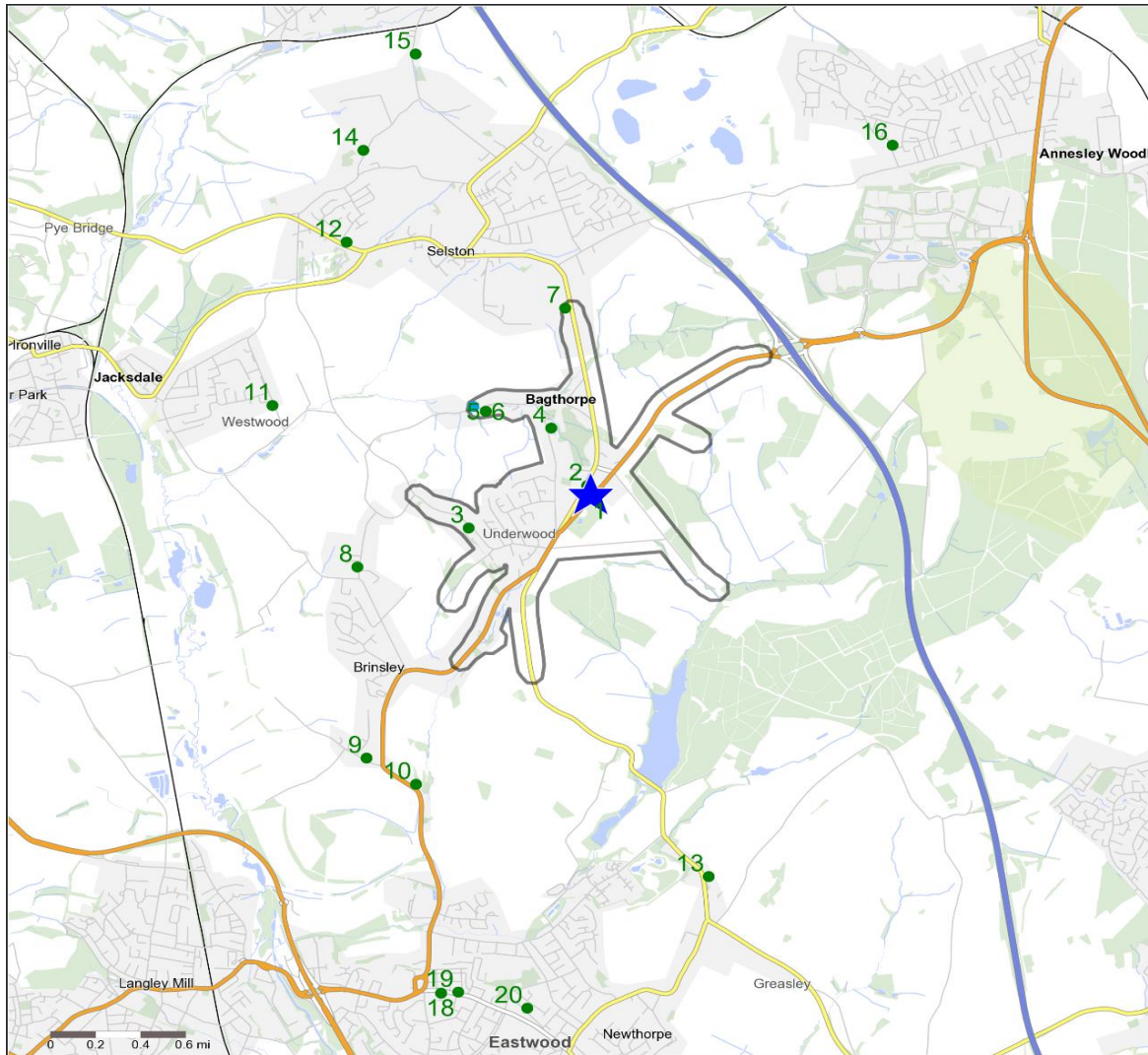
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- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

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	11	0.5	2	149	6.8	41	2,045	92.8	178			
Male: Alone	416	18.9	63	210	9.5	61	1,579	71.6	134			
Male: Group	273	12.4	54	908	41.2	157	1,023	46.4	94			
Male: Pair	99	4.5	17	626	28.4	186	1,480	67.2	117			
Mixed Sex: Group	47	2.1	9	803	36.4	114	1,355	61.5	140			
Mixed Sex: Pair	299	13.6	58	868	39.4	121	1,037	47.1	110			
With Children	214	9.7	34	515	23.4	139	1,476	67.0	126			
Unknown	304	13.8	42	6	0.3	2	1,895	86.0	179			
<b>For Eating:</b>												
Upmarket	273	12.4	40	57	2.6	12	1,874	85.0	180			
Midmarket	12	0.5	2	6	0.3	3	2,186	99.2	179			
Downmarket	695	31.5	142	1,151	52.2	150	358	16.2	39			
<b>For Drinking (monthly spend):</b>												
Nothing	211	9.6	32	1,210	54.9	232	784	35.6	79			
Low (less than £10)	492	22.3	75	1,152	52.3	223	561	25.5	56			
Medium (Between £10 and £40)	433	19.6	64	583	26.5	148	1,188	53.9	107			
High (Greater than £40)	174	7.9	31	722	32.8	160	1,308	59.3	113			

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	125,026	25.1	83	72,809	14.6	89	294,325	59.0	113	
Male: Alone	164,488	33.0	111	87,109	17.5	112	240,563	48.3	91	
Male: Group	113,388	22.7	99	157,409	31.6	121	221,363	44.4	89	
Male: Pair	105,401	21.1	81	138,797	27.8	183	247,962	49.7	87	
Mixed Sex: Group	124,573	25.0	109	123,986	24.9	78	243,600	48.9	111	
Mixed Sex: Pair	116,339	23.3	100	185,474	37.2	114	190,347	38.2	89	
With Children	183,977	36.9	128	107,967	21.7	129	200,216	40.2	76	
Unknown	152,473	30.6	93	50,423	10.1	56	289,263	58.0	121	
<b>For Eating:</b>										
Upmarket	105,181	21.1	69	107,843	21.6	104	279,136	56.0	118	
Midmarket	146,984	29.5	86	41,983	8.4	93	303,192	60.8	110	
Downmarket	183,284	36.8	165	203,482	40.8	117	105,393	21.1	51	
<b>For Drinking (monthly spend):</b>										
Nothing	151,535	30.4	100	150,071	30.1	127	190,553	38.2	85	
Low (less than £10)	113,518	22.8	76	138,699	27.8	118	239,942	48.1	106	
Medium (Between £10 and £40)	115,803	23.2	76	79,701	16.0	90	296,656	59.5	118	
High (Greater than £40)	71,480	14.3	55	130,782	26.2	128	289,897	58.1	111	

## 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	Sandhills Tavern, NG16 5FF	Star Pubs & Bars	0.9	0.2
2	Ginger Giraffe, NG16 5GB	Independent Free	6.9	1.4
3	Hole In The Wall, NG16 5GQ	Mitchells & Butlers	14.5	2.6
4	Red Lion, NG16 5HD	Ei Group	15.7	3.1
5	Dixies Arms, NG16 5HF	Trust Inns	18.1	3.5
6	Shepherds Rest, NG16 5HF	Star Pubs & Bars	18.1	3.5
7	White Lion, NG16 6AD	*Other Small Retail Groups	19.6	2.9
8	Durham Ox, NG16 5BN	Admiral Taverns Ltd	30.8	5.8
9	White Lion Inn, NG16 5AH	Independent Free	36.2	6.0
10	Brinsley Lodge, NG16 5AE	Independent Free	38.0	6.3
11	Royal Oak, NG16 5HY	Independent Free	38.0	6.4
12	Bull & Butcher, NG16 6DJ	Marston's	44.4	7.2
13	Horse & Groom, NG16 2FE	Greene King	45.3	5.1
14	Horse & Jockey, NG16 6FB	Independent Free	54.0	9.4
15	Railway Inn, NG16 6FH	Unknown	54.6	9.3
16	Forest Tavern, NG17 9JD	New River Retail	57.9	8.4
17	Mellors Mews, NG16 3NQ	Independent Free	59.8	9.8
18	Olivers Pub & Kitchen, NG16 3NQ	Independent Free	59.8	9.8
19	Lady Chatterley, NG16 3AL	Wetherspoon	62.7	9.5
20	Three Tuns, NG16 3EJ	Star Pubs & Bars	70.9	9.2