

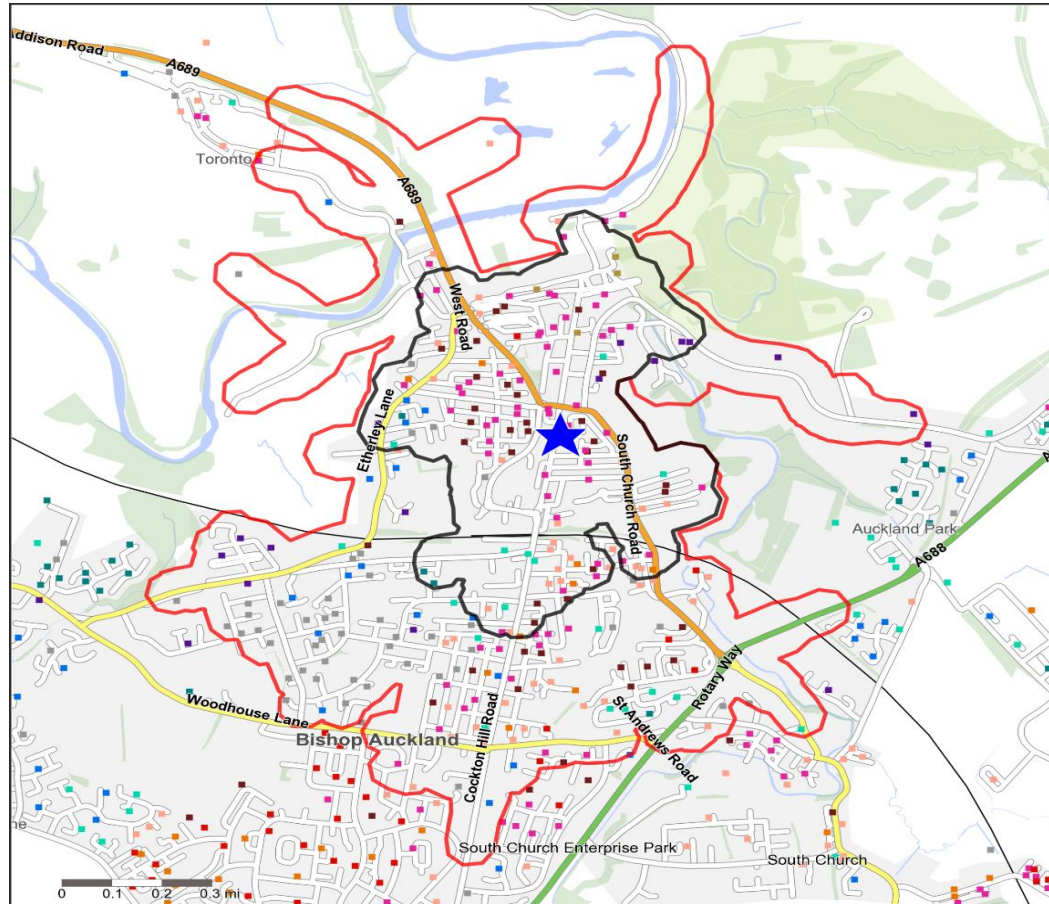
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	17	18	202
Catchment Adults 18+	3,636	8,398	179,360
Catchment Adults 18+ Per Pub	214	467	888
Populaton Projection 2018 to 2028 (% change)	3.05%	3.18%	3.68%

		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	Rank		Type	Target Customers	% of Population	Index		
1		Community Pub	3,373	92.8	179																				
2		High Street Pub	3,151	86.7	186																				
3		Bit of Style	735	20.2	32																				
4		Premium Local	678	18.6	144																				
5		Circuit Bar	362	10.0	25																				
6		Craft Led	229	6.3	23																				
7		Great Pub Great Food	209	5.7	56																				
1		High Street Pub	6,958	82.9	160																				
2		Community Pub	6,705	79.8	171																				
3		Premium Local	2,209	26.3	42																				
4		Bit of Style	1,771	21.1	163																				
5		Great Pub Great Food	1,128	13.4	33																				
6		Circuit Bar	604	7.2	27																				
7		Craft Led	441	5.3	51																				

	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	232	6.4	72	542	6.5	73	11,573	6.5	73
C1	418	11.5	94	877	10.4	85	19,496	10.9	89
C2	334	9.2	111	739	8.8	107	16,403	9.1	111
DE	535	14.7	143	1,113	13.3	129	22,748	12.7	123

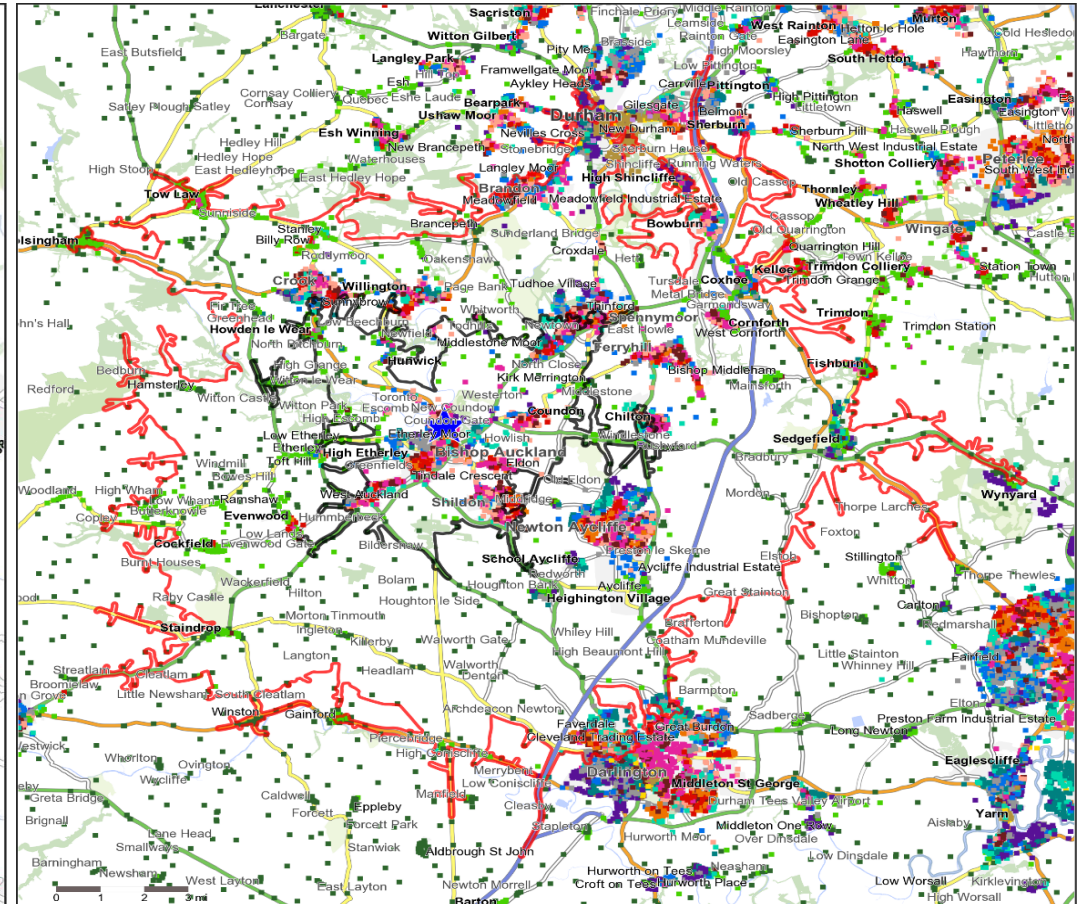
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,440	67.1	202	4,766	56.8	171	99,761	55.6	168
Medium (7-13)	664	18.3	55	2,503	29.8	90	49,449	27.6	83
High (14-19)	144	4.0	14	513	6.1	21	16,057	9.0	31

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

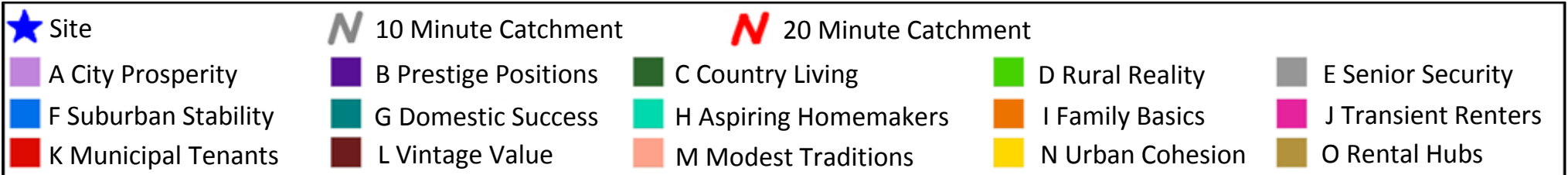


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0	0
A02	Uptown Elite	0	0	0	390	0	0
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	9	25	37	462	0	0
B06	Diamond Days	0	0	0	612	0	0
B07	Alpha Families	7	10	44	1,143	0	0
B08	Bank of Mum and Dad	57	97	179	949	0	0
B09	Empty-Nest Adventure	32	303	650	3,010	0	0
C10	Wealthy Landowners	0	0	253	1,286	0	0
C11	Rural Vogue	0	0	108	1,101	0	0
C12	Scattered Homesteads	0	0	113	1,812	0	0
C13	Village Retirement	0	0	453	2,121	0	0
D14	Satellite Settlers	0	0	1,012	4,447	0	0
D15	Local Focus	0	0	1,296	7,642	0	0
D16	Outlying Seniors	0	0	1,785	9,431	0	0
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	0	4	928	0	0
E19	Bungalow Heaven	80	567	1,545	4,736	0	0
E20	Classic Grandparents	107	672	1,203	3,033	0	0
E21	Solo Retirees	0	63	119	1,406	0	0
F22	Boomerang Boarders	16	237	592	1,562	0	0
F23	Family Ties	0	38	419	1,297	0	0
F24	Fledgling Free	0	93	2,124	5,752	0	0
F25	Dependable Me	56	153	1,106	4,019	0	0
G26	Cafés and Catchments	0	0	0	462	0	0
G27	Thriving Independence	10	11	18	563	0	0
G28	Modern Parents	52	130	1,298	5,168	0	0
G29	Mid-Career Convention	0	17	404	4,617	0	0
H30	Primary Ambitions	0	75	250	451	0	0
H31	Affordable Fringe	27	129	940	4,056	0	0
H32	First-Rung Futures	227	439	975	4,108	0	0
H33	Contemporary Starts	0	23	2,098	5,788	0	0
H34	New Foundations	0	0	165	467	0	0
H35	Flying Solo	0	0	107	286	0	0

				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	0	0	0
I37	Budget Generations	0	14	228	904	0	0
I38	Economical Families	153	270	1,241	3,210	0	0
I39	Families on a Budget	0	0	1,035	4,370	0	0
J40	Value Rentals	446	1,076	8,726	23,928	0	0
J41	Youthful Endeavours	10	11	130	310	0	0
J42	Midlife Renters	95	127	383	1,744	0	0
J43	Renting Rooms	661	707	1,519	2,072	0	0
K44	Inner City Stalwarts	0	0	0	0	0	0
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	0	0	0	0	0
K47	Single Essentials	2	2	27	418	0	0
K48	Mature Workers	0	209	5,229	15,821	0	0
L49	Flatlet Seniors	300	348	771	1,756	0	0
L50	Pocket Pensions	83	302	2,099	8,097	0	0
L51	Retirement Communities	0	0	0	593	0	0
L52	Estate Veterans	0	0	99	1,000	0	0
L53	Seasoned Survivors	530	792	1,874	3,675	0	0
M54	Down-to-Earth Owners	186	429	3,714	11,035	0	0
M55	Back with the Folks	42	254	761	1,718	0	0
M56	Self Supporters	326	580	1,737	4,738	0	0
N57	Community Elders	0	0	0	0	0	0
N58	Culture & Comfort	0	0	0	0	0	0
N59	Large Family Living	0	0	0	0	0	0
N60	Ageing Access	0	0	0	99	0	0
O61	Career Builders	0	0	0	301	0	0
O62	Central Pulse	0	0	0	0	0	0
O63	Flexible Workforce	0	0	0	0	0	0
O64	Bus-Route Renters	122	129	129	478	0	0
O65	Learners & Earners	0	0	0	1,535	0	0
O66	Student Scene	0	0	0	2,648	0	0
U99	Unclassified	0	66	121	5,808	0	0
Total				3,636	8,398	49,120	179,363

Top 3 Mosaic Types in a 20 Minute Walktime

1. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

2. L53 Seasoned Survivors

Single elderly who are long-term owners of their low value properties which provide some financial security



- Very elderly
- Most are living alone
- Longest length of residence (29 years)
- Modest income
- Own mostly 2 or 3 bed terraces
- Retired from routine / semi-skilled jobs

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

2. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

3. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



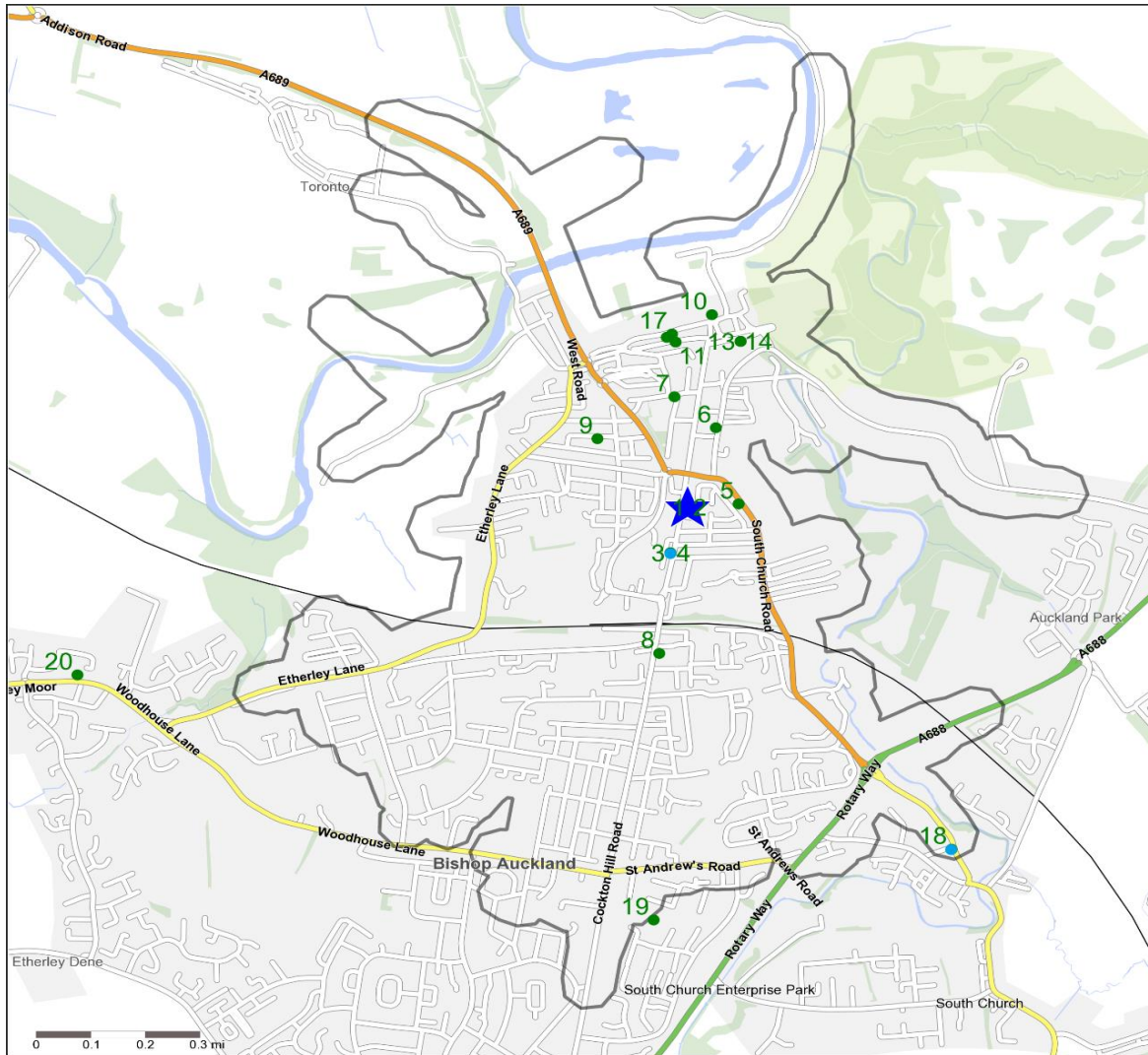
- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

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	2,458	29.3	97	860	10.2	63	5,014	59.7	115
Male: Alone	2,866	34.1	115	1,236	14.7	94	4,230	50.4	94
Male: Group	1,685	20.1	88	3,400	40.5	155	3,247	38.7	78
Male: Pair	1,565	18.6	71	3,004	35.8	235	3,763	44.8	78
Mixed Sex: Group	1,523	18.1	79	2,080	24.8	78	4,728	56.3	128
Mixed Sex: Pair	1,843	21.9	94	2,865	34.1	105	3,623	43.1	101
With Children	3,098	36.9	128	1,697	20.2	120	3,537	42.1	80
Unknown	2,634	31.4	95	713	8.5	47	4,984	59.3	124
For Eating:									
Upmarket	1,013	12.1	39	2,344	27.9	134	4,975	59.2	125
Midmarket	3,025	36.0	105	11	0.1	1	5,295	63.1	114
Downmarket	2,701	32.2	145	4,074	48.5	139	1,557	18.5	45
For Drinking (monthly spend):									
Nothing	2,425	28.9	95	2,181	26.0	110	3,726	44.4	99
Low (less than £10)	1,965	23.4	78	1,769	21.1	90	4,598	54.8	121
Medium (Between £10 and £40)	1,991	23.7	78	931	11.1	62	5,410	64.4	128
High (Greater than £40)	1,147	13.7	53	1,312	15.6	76	5,873	69.9	134

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	51,848	28.9	96	20,565	11.5	70	101,139	56.4	108
Male: Alone	50,394	28.1	94	42,402	23.6	151	80,756	45.0	84
Male: Group	40,684	22.7	99	47,714	26.6	102	85,155	47.5	96
Male: Pair	24,741	13.8	53	23,694	13.2	87	125,117	69.8	122
Mixed Sex: Group	20,186	11.3	49	61,148	34.1	107	92,218	51.4	117
Mixed Sex: Pair	34,154	19.0	81	49,613	27.7	85	89,785	50.1	117
With Children	38,983	21.7	75	51,694	28.8	171	82,875	46.2	87
Unknown	62,097	34.6	105	13,283	7.4	41	98,173	54.7	114
For Eating:									
Upmarket	27,150	15.1	49	39,413	22.0	106	106,990	59.7	126
Midmarket	43,775	24.4	71	5,356	3.0	33	124,421	69.4	125
Downmarket	57,518	32.1	144	82,664	46.1	132	33,370	18.6	45
For Drinking (monthly spend):									
Nothing	63,436	35.4	117	42,721	23.8	101	67,395	37.6	84
Low (less than £10)	32,259	18.0	60	55,130	30.7	131	86,163	48.0	106
Medium (Between £10 and £40)	30,324	16.9	55	27,136	15.1	85	116,092	64.7	129
High (Greater than £40)	17,845	9.9	38	47,891	26.7	130	107,816	60.1	115

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	Cumberland Arms, DL14 7EN	Star Pubs & Bars	0.0	0.1
2	Mitre, DL14 7EN	Camerons	0.0	0.1
3	Kings Head, DL14 7EJ	Punch Pub Company	1.8	0.5
4	Station Hotel, DL14 7EJ	Star Pubs & Bars	1.8	0.5
5	Pavillion, DL14 7JU	Independent Free	3.9	0.7
6	Bishop Sport Bar, DL14 7JN	Independent Free	4.2	0.8
7	Derby, DL14 7AB	Punch Pub Company	5.7	1.3
8	Green Tree, DL14 6EN	Greene King	6.3	1.4
9	Welcome Inn, DL14 7DS	Punch Pub Company	6.6	1.5
10	Monaco, DL14 7NX	Ladhar Leisure	7.5	2.1
11	Laceys Bar, DL14 7PF	Independent Free	7.9	2.3
12	Market Tavern, DL14 7NJ	Camerons	8.2	1.9
13	No1 Market Place, DL14 7NJ	Independent Free	8.2	1.9
14	Stanley Jefferson, DL14 7NJ	Wetherspoon	8.2	1.9
15	Bay Horse, DL14 7PE	Independent Free	8.5	2.1
16	Cafe 29, DL14 7PE	Independent Free	8.5	2.1
17	Bar Tutsters, DL14 7PG	Independent Free	8.5	2.3
18	Red Alligator, DL14 6SP	Star Pubs & Bars	19.9	4.0
19	Henknowle Manor, DL14 6UR	*Other Small Retail Groups	25.7	4.6
20	Masons Arms, DL14 0JP	Unknown	27.2	4.9