

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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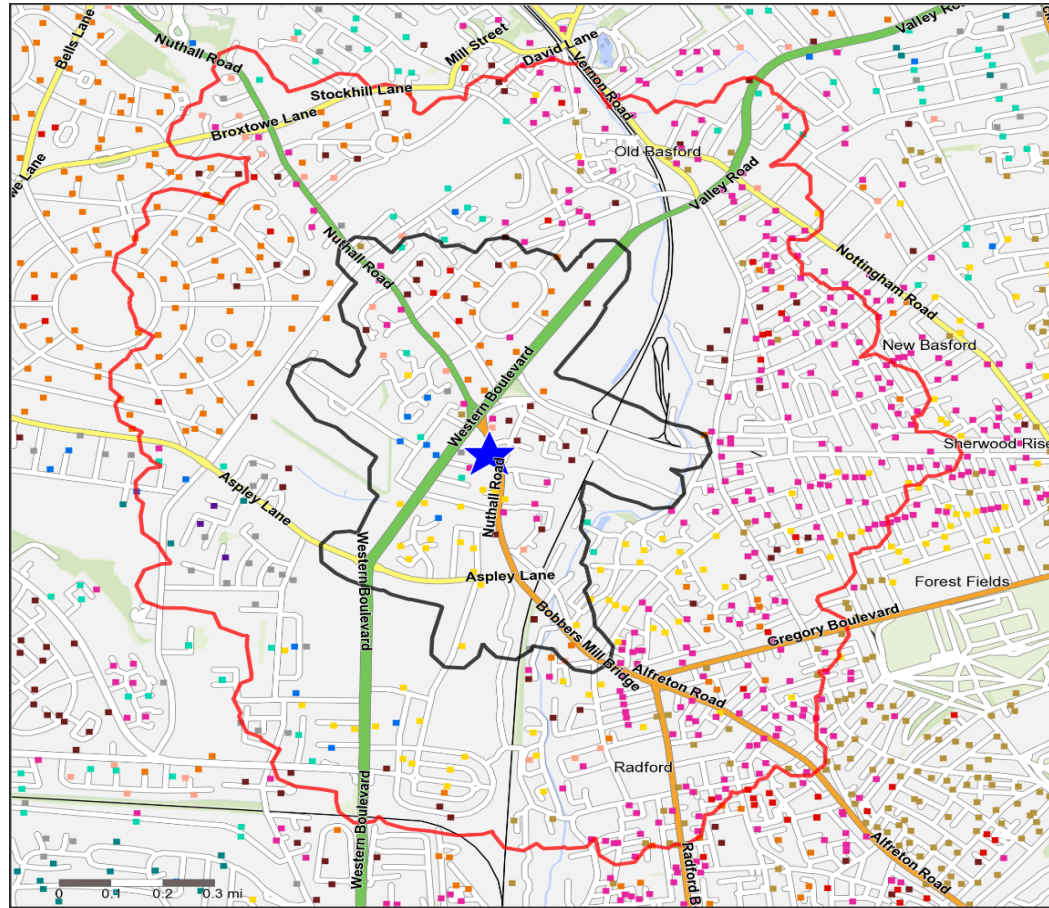
Number of Pubs	3	13	566
Catchment Adults 18+	3,625	25,153	636,845
Catchment Adults 18+ Per Pub	1,208	1,935	1,125
Populaton Projection 2018 to 2028 (% change)	5.26%	6.05%	6.03%

		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	2,729	75.3	145	1	High Street Pub	19,811	78.8	152	1	High Street Pub	523,534	82.2	159
2	Community Pub	2,602	71.8	154	2	Community Pub	18,373	73.0	157	2	Community Pub	420,689	66.1	142
3	Premium Local	543	15.0	24	3	Circuit Bar	3,494	13.9	22	3	Premium Local	263,523	41.4	66
4	Circuit Bar	363	10.0	77	4	Premium Local	3,329	13.2	102	4	Great Pub Great Food	174,728	27.4	212
5	Bit of Style	282	7.8	19	5	Bit of Style	2,965	11.8	29	5	Bit of Style	167,133	26.2	65
6	Craft Led	238	6.6	24	6	Craft Led	2,787	11.1	41	6	Circuit Bar	112,689	17.7	66
7	Great Pub Great Food	145	4.0	39	7	Great Pub Great Food	1,224	4.9	47	7	Craft Led	99,716	15.7	152

	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	163	4.5	51	1,160	4.6	52	50,485	7.9	90
C1	443	12.2	100	3,179	12.6	103	80,848	12.7	104
C2	312	8.6	104	1,969	7.8	95	52,805	8.3	100
DE	582	16.1	156	4,525	18.0	175	73,753	11.6	113

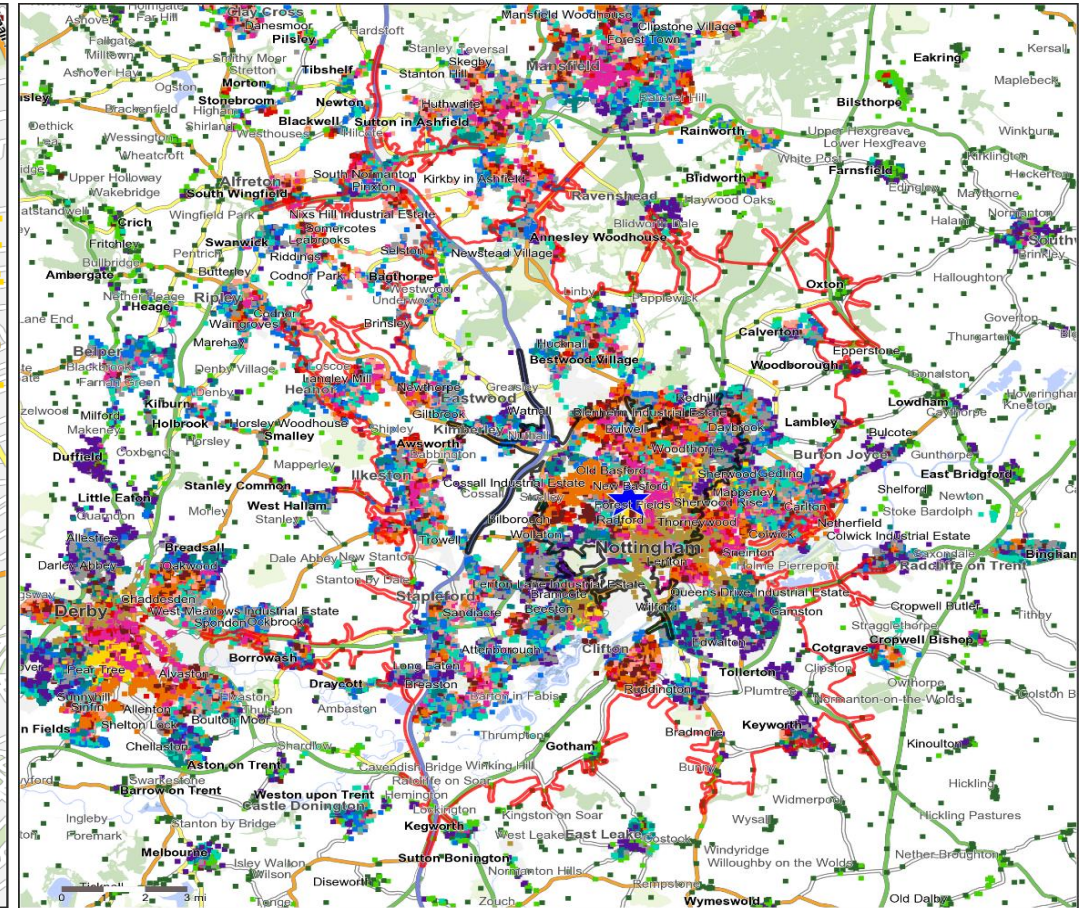
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,189	60.4	182	18,816	74.8	226	287,443	45.1	136
Medium (7-13)	1,264	34.9	105	4,930	19.6	59	208,613	32.8	99
High (14-19)	234	6.5	23	830	3.3	12	83,492	13.1	46

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

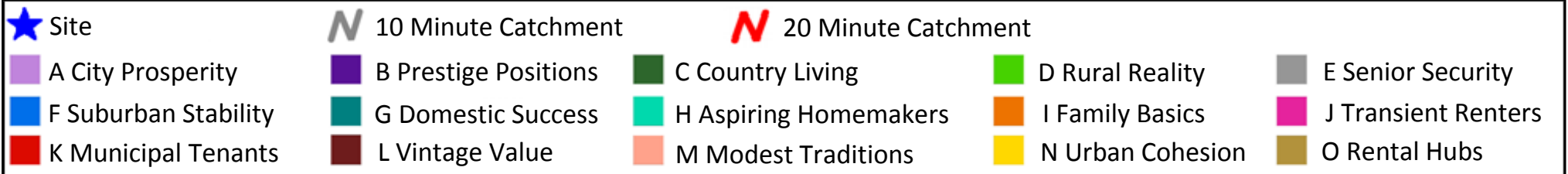


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## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	182	182
	A02	Uptown Elite	0	0	1,859	2,516
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	771	923
	B05	Premium Fortunes	0	0	569	1,620
	B06	Diamond Days	0	0	1,261	5,335
	B07	Alpha Families	0	0	401	4,293
	B08	Bank of Mum and Dad	0	29	1,625	7,048
	B09	Empty-Nest Adventure	0	84	2,485	15,184
	C10	Wealthy Landowners	0	0	29	1,840
	C11	Rural Vogue	0	0	0	378
	C12	Scattered Homesteads	0	0	0	97
	C13	Village Retirement	0	0	1	2,142
	D14	Satellite Settlers	0	0	0	2,634
	D15	Local Focus	0	0	0	548
	D16	Outlying Seniors	0	0	0	511
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	289	3,015	13,219
	E19	Bungalow Heaven	0	236	1,980	19,061
	E20	Classic Grandparents	28	50	1,520	16,037
	E21	Solo Retirees	84	257	3,121	13,020
	F22	Boomerang Boarders	50	115	1,632	15,475
	F23	Family Ties	219	505	892	3,528
	F24	Fledgling Free	0	0	745	18,018
	F25	Dependable Me	0	0	1,450	18,840
	G26	Cafés and Catchments	0	0	604	5,655
	G27	Thriving Independence	0	120	5,737	16,831
	G28	Modern Parents	0	0	1,338	9,103
	G29	Mid-Career Convention	0	0	714	10,181
	H30	Primary Ambitions	0	355	2,719	7,388
	H31	Affordable Fringe	95	232	2,751	22,598
	H32	First-Rung Futures	172	436	3,363	27,313
	H33	Contemporary Starts	0	0	394	10,092
	H34	New Foundations	0	19	1,155	2,597
	H35	Flying Solo	0	7	911	3,118

			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	79	1,167	2,741
	I37	Budget Generations	118	200	2,365	10,968
	I38	Economical Families	258	983	5,928	22,304
	I39	Families on a Budget	202	2,551	21,776	35,881
	J40	Value Rentals	110	127	1,148	10,840
	J41	Youthful Endeavours	97	435	2,243	6,284
	J42	Midlife Renters	52	574	5,418	19,336
	J43	Renting Rooms	202	7,452	16,103	33,721
	K44	Inner City Stalwarts	0	0	94	254
	K45	City Diversity	0	0	269	269
	K46	High Rise Residents	0	19	938	1,890
	K47	Single Essentials	66	443	3,185	8,892
	K48	Mature Workers	59	139	3,060	10,538
	L49	Flatlet Seniors	142	498	4,083	9,034
	L50	Pocket Pensions	68	311	2,570	10,051
	L51	Retirement Communities	0	0	774	3,233
	L52	Estate Veterans	56	207	1,608	7,603
	L53	Seasoned Survivors	600	1,294	5,263	14,939
	M54	Down-to-Earth Owners	7	65	1,716	12,415
	M55	Back with the Folks	130	492	4,186	14,641
	M56	Self Supporters	27	139	2,632	25,042
	N57	Community Elders	517	1,133	1,470	1,665
	N58	Culture & Comfort	70	178	272	382
	N59	Large Family Living	167	1,851	2,703	2,900
	N60	Ageing Access	0	27	4,363	8,662
	O61	Career Builders	0	0	3,814	12,066
	O62	Central Pulse	0	7	6,232	12,977
	O63	Flexible Workforce	0	239	1,026	1,146
	O64	Bus-Route Renters	28	253	1,868	6,067
	O65	Learners & Earners	0	842	12,570	16,486
	O66	Student Scene	0	814	15,514	17,718
	U99	Unclassified	0	1,067	11,820	18,574
Total			3,624	25,153	191,402	636,844

## Top 3 Mosaic Types in a 20 Minute Walktime

### 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. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

## 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. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



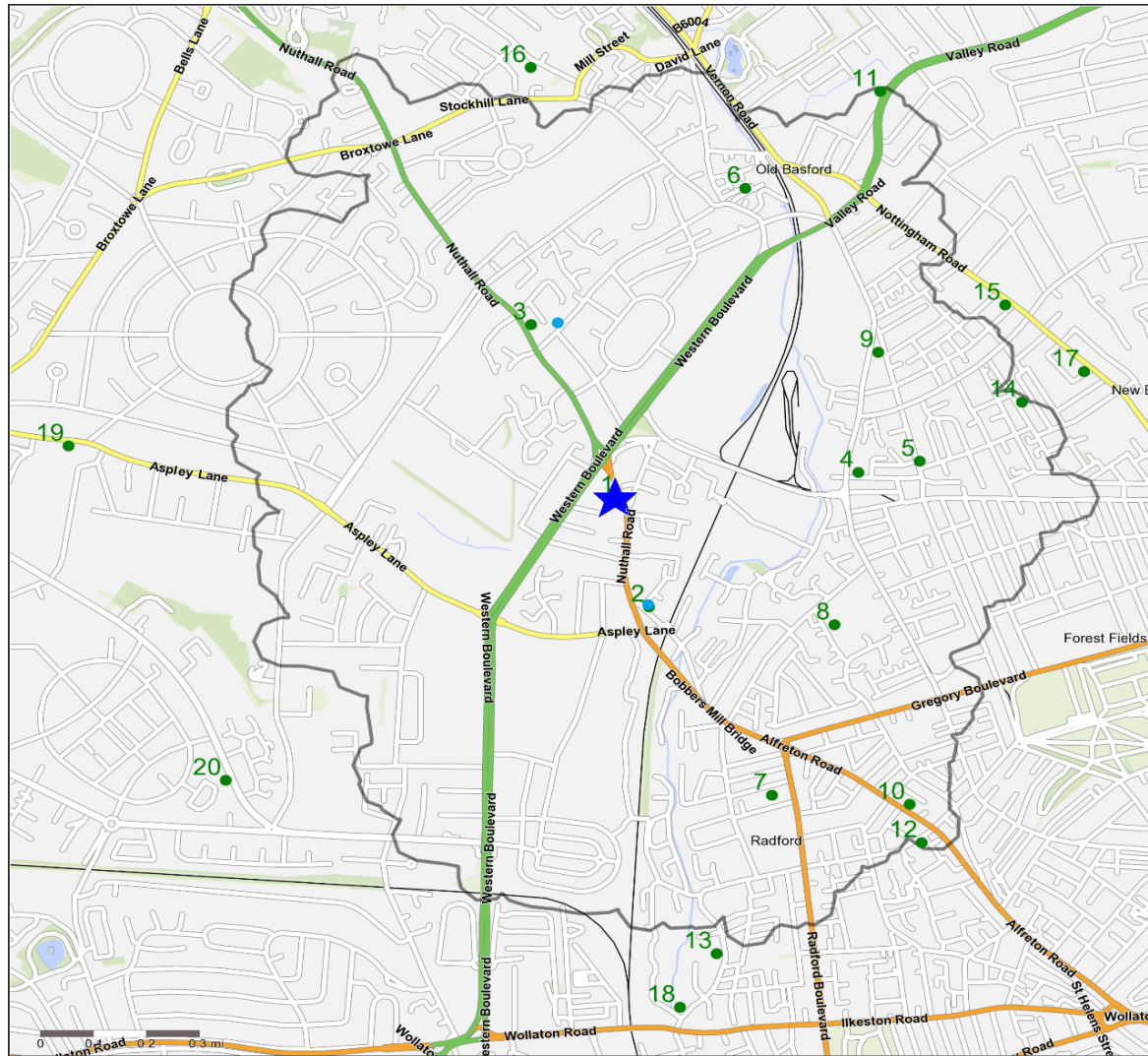
- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

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	5,842	23.2	77		7,964	31.7	194		10,280	40.9	78	
Male: Alone	13,655	54.3	182		4,074	16.2	104		6,357	25.3	47	
Male: Group	2,861	11.4	50		12,069	48.0	183		9,156	36.4	73	
Male: Pair	6,614	26.3	101		11,714	46.6	306		5,758	22.9	40	
Mixed Sex: Group	14,206	56.5	247		2,025	8.1	25		7,855	31.2	71	
Mixed Sex: Pair	4,112	16.3	70		13,228	52.6	162		6,746	26.8	63	
With Children	14,535	57.8	200		3,134	12.5	74		6,416	25.5	48	
Unknown	14,292	56.8	173		2,449	9.7	54		7,344	29.2	61	
For Eating:												
Upmarket	6,145	24.4	80		11,366	45.2	217		6,575	26.1	55	
Midmarket	16,638	66.1	193		3,072	12.2	135		4,376	17.4	31	
Downmarket	5,044	20.1	90		7,682	30.5	88		11,359	45.2	109	
For Drinking (monthly spend):												
Nothing	4,847	19.3	64		4,434	17.6	75		14,805	58.9	131	
Low (less than £10)	3,222	12.8	43		3,032	12.1	51		17,831	70.9	156	
Medium (Between £10 and £40)	4,071	16.2	53		1,558	6.2	35		18,457	73.4	146	
High (Greater than £40)	2,913	11.6	45		2,925	11.6	57		18,248	72.5	139	

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	199,158	31.3	103	90,493	14.2	87	328,619	51.6	99
Male: Alone	210,971	33.1	111	125,918	19.8	127	281,381	44.2	83
Male: Group	156,680	24.6	108	194,876	30.6	117	266,714	41.9	84
Male: Pair	167,289	26.3	101	160,364	25.2	165	290,618	45.6	80
Mixed Sex: Group	204,142	32.1	140	122,165	19.2	60	291,963	45.8	104
Mixed Sex: Pair	184,799	29.0	124	223,021	35.0	108	210,450	33.0	77
With Children	216,612	34.0	118	101,806	16.0	95	299,852	47.1	89
Unknown	184,472	29.0	88	90,285	14.2	79	343,513	53.9	113
For Eating:									
Upmarket	190,021	29.8	97	141,378	22.2	107	286,871	45.0	95
Midmarket	242,279	38.0	111	51,463	8.1	90	324,528	51.0	92
Downmarket	213,021	33.4	150	233,282	36.6	105	171,967	27.0	65
For Drinking (monthly spend):									
Nothing	166,311	26.1	86	176,334	27.7	117	275,626	43.3	97
Low (less than £10)	158,225	24.8	83	139,338	21.9	93	320,707	50.4	111
Medium (Between £10 and £40)	187,993	29.5	96	82,713	13.0	73	347,565	54.6	109
High (Greater than £40)	145,840	22.9	88	129,666	20.4	99	342,765	53.8	103

## Competitor Map



## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Whitemoor, NG 8 5BN	Star Pubs & Bars	0.0	0.2
2	Nags Head, NG 8 5AZ	Star Pubs & Bars	4.8	1.8
3	Newcastle Arms, NG 8 5DW	Star Pubs & Bars	7.9	1.3
4	Lion Inn, NG 7 7FQ	Pub People Co Ltd	11.8	2.7
5	Raven Arms, NG 7 7FR	Independent Free	15.1	3.2
6	Fox & Crown, NG 6 0GA	Independent Free	15.7	2.2
7	Pheasant Inn, NG 7 5QE	Trust Inns	16.0	4.0
8	Wheel Tappers, NG 7 5GD	*Other Small Retail Groups	16.9	3.8
9	Horse & Groom, NG 7 7EA	Bartsch Inns	17.8	2.9
10	Clarence Hotel, NG 7 5LS	*Other Small Retail Groups	18.4	4.1
11	Fox, NG 5 1HY	Greene King	20.5	2.4
12	Colonel Burnaby, NG 7 3AA	Independent Free	20.5	4.4
13	Plough Inn, NG 7 3EN	Pub People Co Ltd	21.1	5.1
14	Pelham, NG 7 7JS	Independent Free	21.4	4.6
15	Willow Tree Inn, NG 7 7DA	Star Pubs & Bars	21.7	4.2
16	Mill, NG 6 0JY	Trust Inns	23.8	4.0
17	Royal Oak, NG 7 7AJ	*Other Small Retail Groups	24.1	4.8
18	Graduate Bar & Kitchen, NG 7 3AG	Unknown	24.4	4.7
19	Beacon Hotel, NG 8 5RX	Unknown	26.9	5.1
20	Beechdale Hotel, NG 8 3FE	Greene King	28.4	4.0

 Site
  Star Pubs
  Pubs
  Catchment