

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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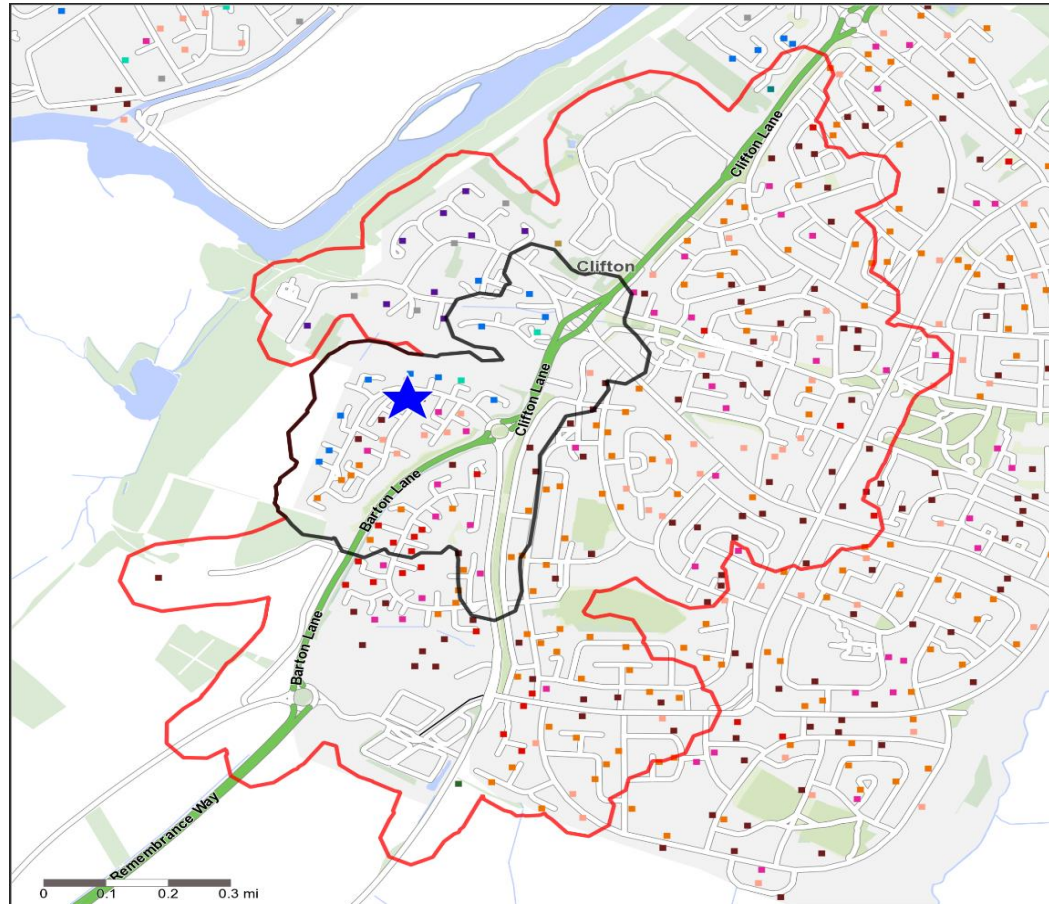
Number of Pubs	1	2	463
Catchment Adults 18+	1,824	10,810	489,727
Catchment Adults 18+ Per Pub	1,824	5,405	1,058
Populaton Projection 2018 to 2028 (% change)	5.90%	4.78%	6.24%

		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	1,769	97.0	187	1	Community Pub	8,746	80.9	156	1	High Street Pub	375,019	76.6	148
2	Community Pub	1,526	83.7	179	2	High Street Pub	8,572	79.3	170	2	Community Pub	293,089	59.8	128
3	Premium Local	511	28.0	44	3	Premium Local	1,715	15.9	25	3	Premium Local	210,216	42.9	68
4	Great Pub Great Food	243	13.3	103	4	Great Pub Great Food	703	6.5	50	4	Great Pub Great Food	148,092	30.2	234
5	Circuit Bar	201	11.0	27	5	Bit of Style	569	5.3	13	5	Bit of Style	142,634	29.1	72
6	Bit of Style	64	3.5	13	6	Circuit Bar	528	4.9	18	6	Circuit Bar	96,341	19.7	73
7	Craft Led	54	3.0	29	7	Craft Led	224	2.1	20	7	Craft Led	87,846	17.9	174

	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	78	4.3	48	308	2.8	32	43,791	8.9	101
C1	232	12.7	104	893	8.3	67	62,762	12.8	105
C2	217	11.9	144	936	8.7	105	35,572	7.3	88
DE	298	16.3	159	1,585	14.7	142	52,539	10.7	104

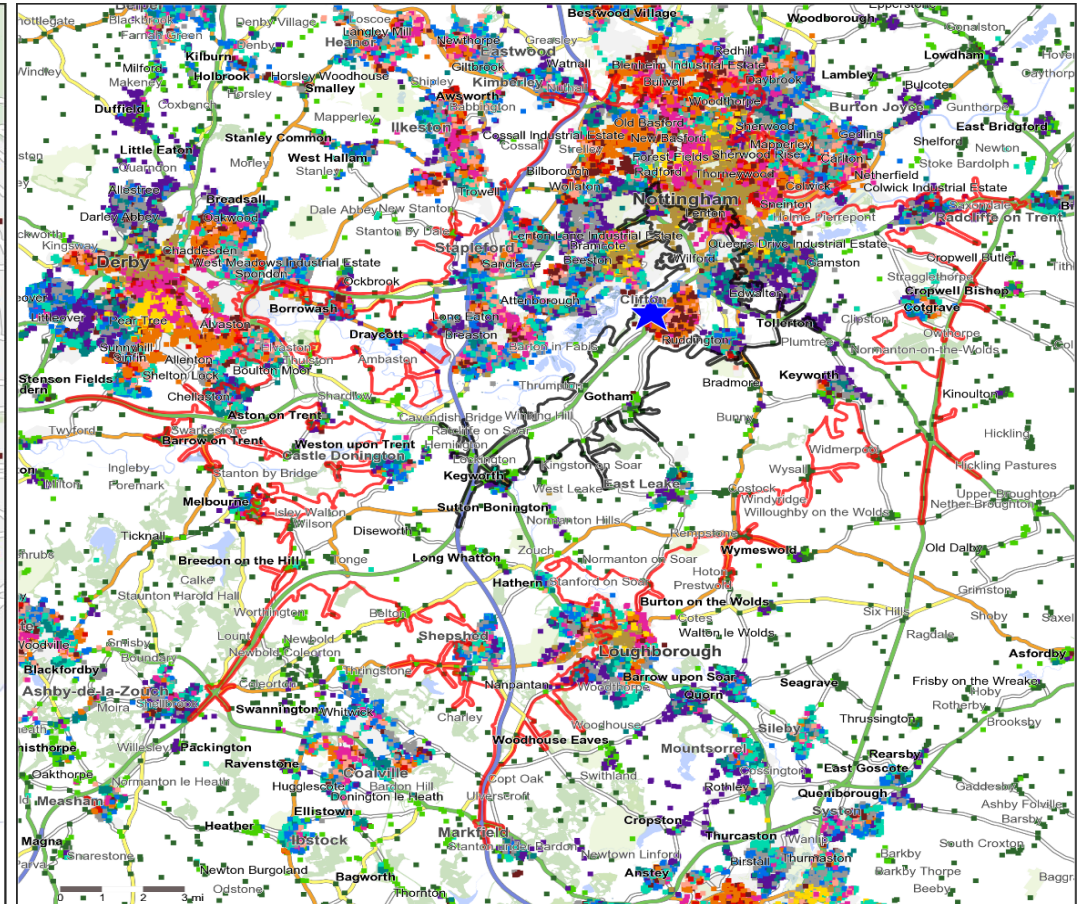
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,189	65.2	197	7,203	66.6	201	203,834	41.6	126
Medium (7-13)	461	25.3	76	1,357	12.6	38	148,551	30.3	91
High (14-19)	61	3.3	12	347	3.2	11	77,864	15.9	56

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	182		
A02	Uptown Elite	0	0	0	2,448		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	0	0	0	923		
B05	Premium Fortunes	0	0	302	1,559		
B06	Diamond Days	0	0	663	4,929		
B07	Alpha Families	0	66	818	5,554		
B08	Bank of Mum and Dad	0	100	1,387	6,455		
B09	Empty-Nest Adventure	0	48	1,412	13,301		
C10	Wealthy Landowners	0	0	294	3,211		
C11	Rural Vogue	0	0	127	794		
C12	Scattered Homesteads	0	0	23	82		
C13	Village Retirement	0	0	401	4,239		
D14	Satellite Settlers	0	1	900	7,489		
D15	Local Focus	0	0	73	1,111		
D16	Outlying Seniors	0	0	177	706		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	85	1,430	11,874		
E19	Bungalow Heaven	0	0	639	10,715		
E20	Classic Grandparents	0	6	1,106	8,268		
E21	Solo Retirees	0	0	569	8,493		
F22	Boomerang Boarders	0	17	976	9,982		
F23	Family Ties	54	54	149	2,108		
F24	Fledgling Free	243	303	455	7,762		
F25	Dependable Me	142	151	1,157	12,189		
G26	Cafés and Catchments	0	0	148	5,541		
G27	Thriving Independence	0	2	1,903	13,596		
G28	Modern Parents	0	0	1,250	8,987		
G29	Mid-Career Convention	0	0	412	9,504		
H30	Primary Ambitions	0	0	252	4,989		
H31	Affordable Fringe	0	0	227	12,959		
H32	First-Rung Futures	45	54	1,150	15,533		
H33	Contemporary Starts	0	0	1,267	8,857		
H34	New Foundations	0	0	130	2,593		
H35	Flying Solo	0	0	623	3,763		

				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	43	43	61	3,448		
I37	Budget Generations	26	1,221	2,173	7,959		
I38	Economical Families	110	1,365	3,295	12,479		
I39	Families on a Budget	238	592	1,313	27,877		
J40	Value Rentals	19	433	981	4,235		
J41	Youthful Endeavours	147	384	937	4,257		
J42	Midlife Renters	24	46	548	14,661		
J43	Renting Rooms	0	13	1,336	29,495		
K44	Inner City Stalwarts	0	0	0	249		
K45	City Diversity	0	0	0	269		
K46	High Rise Residents	0	0	158	1,657		
K47	Single Essentials	9	90	394	7,067		
K48	Mature Workers	89	429	677	4,983		
L49	Flatlet Seniors	55	550	1,416	6,346		
L50	Pocket Pensions	123	157	586	7,787		
L51	Retirement Communities	5	162	316	2,960		
L52	Estate Veterans	48	374	884	5,100		
L53	Seasoned Survivors	194	1,555	3,853	9,837		
M54	Down-to-Earth Owners	27	753	1,687	5,176		
M55	Back with the Folks	0	0	312	9,022		
M56	Self Supporters	182	203	512	10,794		
N57	Community Elders	0	0	13	1,665		
N58	Culture & Comfort	0	0	0	382		
N59	Large Family Living	0	0	0	2,900		
N60	Ageing Access	0	0	394	8,356		
O61	Career Builders	0	80	893	11,734		
O62	Central Pulse	0	0	810	12,689		
O63	Flexible Workforce	0	0	0	1,146		
O64	Bus-Route Renters	0	0	132	4,522		
O65	Learners & Earners	0	0	3,155	18,074		
O66	Student Scene	0	0	2,638	17,839		
U99	Unclassified	0	1,473	2,073	24,066		
Total				1,823	10,810	51,967	489,727

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

3. I37 Budget Generations

Families providing lodgings for adult children and gaining the benefit of pooled resources



- Extended families
- Supporting adult & younger children
- Ex-council owners and social renters
- Bills can be a struggle
- Price is important
- Likely to have a games console

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. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



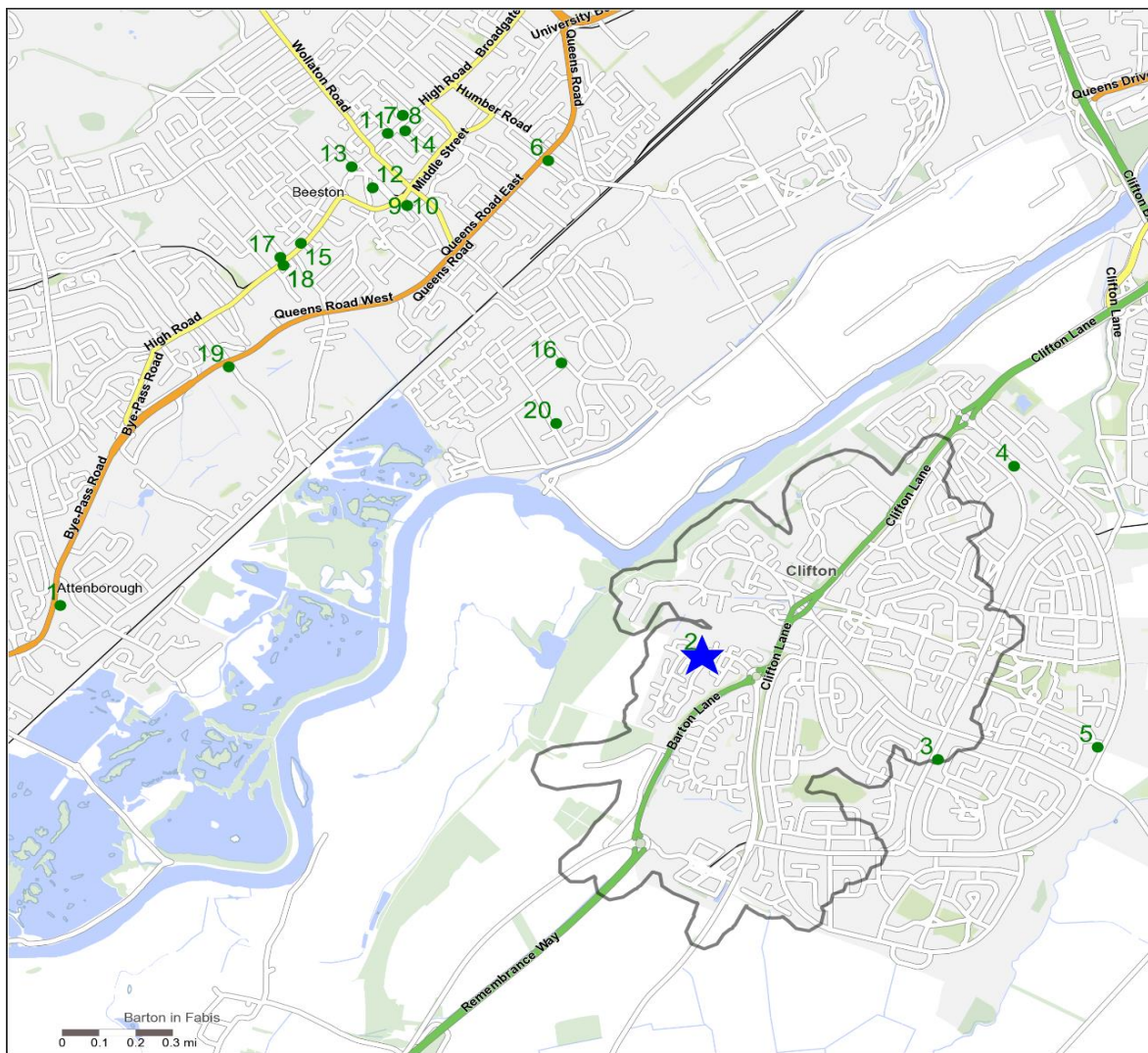
- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

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	2,105	19.5	64	1,423	13.2	80	5,809	53.7	103
Male: Alone	3,124	28.9	97	1,197	11.1	71	5,017	46.4	87
Male: Group	2,625	24.3	106	1,165	10.8	41	5,548	51.3	103
Male: Pair	1,450	13.4	51	3,341	30.9	203	4,546	42.1	73
Mixed Sex: Group	3,273	30.3	132	1,364	12.6	40	4,701	43.5	99
Mixed Sex: Pair	1,444	13.4	57	4,069	37.6	116	3,824	35.4	83
With Children	4,440	41.1	142	1,271	11.8	70	3,627	33.6	63
Unknown	3,129	28.9	88	1,065	9.9	55	5,143	47.6	99
For Eating:									
Upmarket	1,472	13.6	44	2,442	22.6	109	5,424	50.2	106
Midmarket	3,418	31.6	92	1,019	9.4	104	4,900	45.3	82
Downmarket	4,298	39.8	179	4,044	37.4	107	995	9.2	22
For Drinking (monthly spend):									
Nothing	4,077	37.7	125	1,151	10.6	45	4,109	38.0	85
Low (less than £10)	1,446	13.4	45	2,662	24.6	105	5,230	48.4	107
Medium (Between £10 and £40)	1,445	13.4	44	2,568	23.8	133	5,324	49.3	98
High (Greater than £40)	1,520	14.1	54	2,853	26.4	129	4,965	45.9	88

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	158,618	32.4	107	80,672	16.5	101	226,372	46.2	89
Male: Alone	157,703	32.2	108	104,944	21.4	137	203,015	41.5	78
Male: Group	112,962	23.1	101	146,071	29.8	114	206,629	42.2	85
Male: Pair	130,034	26.6	102	104,002	21.2	139	231,625	47.3	82
Mixed Sex: Group	166,231	33.9	148	97,345	19.9	62	202,085	41.3	94
Mixed Sex: Pair	150,518	30.7	131	169,904	34.7	107	145,239	29.7	69
With Children	150,748	30.8	106	71,901	14.7	87	243,012	49.6	94
Unknown	149,219	30.5	93	74,258	15.2	85	242,185	49.5	103
For Eating:									
Upmarket	159,705	32.6	106	110,733	22.6	109	195,223	39.9	84
Midmarket	195,476	39.9	116	42,716	8.7	97	227,469	46.4	84
Downmarket	138,312	28.2	127	176,538	36.0	103	150,812	30.8	74
For Drinking (monthly spend):									
Nothing	107,065	21.9	72	134,190	27.4	116	224,407	45.8	102
Low (less than £10)	120,794	24.7	83	99,127	20.2	86	245,741	50.2	111
Medium (Between £10 and £40)	149,719	30.6	100	57,992	11.8	66	257,950	52.7	105
High (Greater than £40)	125,554	25.6	99	82,593	16.9	82	257,515	52.6	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	Blue Bell, NG 9 6DN	Greene King	0.0	16.7
2	Crusader, NG11 8SG	Star Pubs & Bars	0.0	0.1
3	Peacock Hotel, NG11 9FB	Greene King	20.8	3.1
4	Winning Post, NG11 8GF	Ei Group	25.1	3.2
5	Fairham Hotel, NG11 8LT	Star Pubs & Bars	27.8	4.2
6	Queens Hotel, NG 9 2FE	Punch Pub Company	96.5	11.6
7	Durham Ox, NG 9 2LE	Independent Free	101.1	15.8
8	Jesse Boot, NG 9 2LE	Ei Group	101.1	15.8
9	Star Inn, NG 9 1FX	Star Pubs & Bars	106.4	13.8
10	White Lion, NG 9 1FX	Star Pubs & Bars	106.4	13.8
11	Bendigo Lounge, NG 9 2JQ	Loungers	109.6	15.3
12	Crown Inn, NG 9 1FY	Everards	109.8	14.8
13	Last Post, NG 9 1AA	Wetherspoon	109.8	14.8
14	Maltshovel, NG 9 2LU	Star Pubs & Bars	110.9	13.5
15	Bar, NG 9 1ES	Independent Free	112.9	15.6
16	Jolly Anglers, NG 9 1JS	Ei Group	114.5	15.6
17	Hop Pole, NG 9 4AE	Star Pubs & Bars	114.8	16.7
18	Chequers Inn, NG 9 4AF	Star Pubs & Bars	114.8	15.9
19	Bee Keeper, NG 9 5AE	Greene King	118.1	15.4
20	Boat & Horses, NG 9 1LP	Star Pubs & Bars	119.5	15.8