

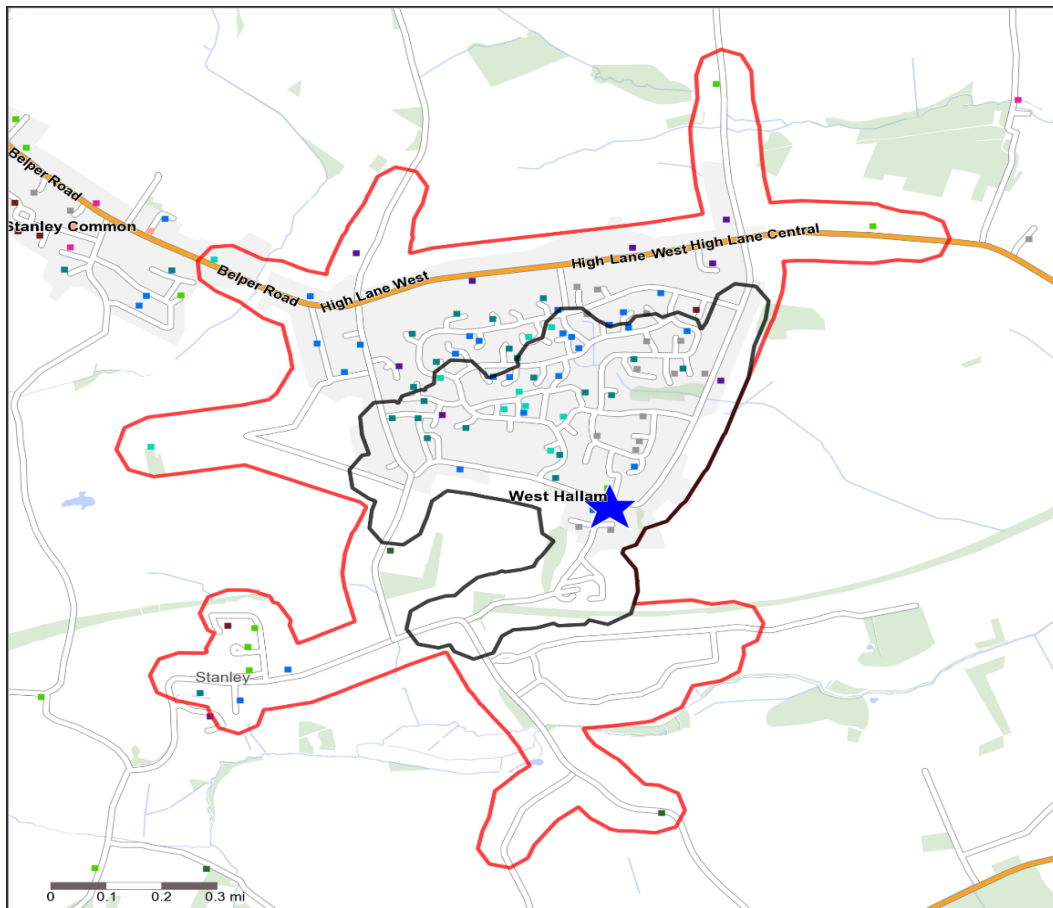
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	2	3	263
Catchment Adults 18+	1,975	3,925	244,493
Catchment Adults 18+ Per Pub	988	1,308	930
Populaton Projection 2018 to 2028 (% change)	5.23%	3.97%	5.50%

		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	1,614	81.7	158	1	Premium Local	3,257	83.0	160	1	High Street Pub	201,053	82.2	159
2	High Street Pub	1,452	73.5	158	2	High Street Pub	2,750	70.1	150	2	Community Pub	157,345	64.4	138
3	Great Pub Great Food	1,130	57.2	91	3	Great Pub Great Food	2,358	60.1	95	3	Premium Local	125,734	51.4	82
4	Bit of Style	718	36.4	281	4	Community Pub	1,187	30.2	234	4	Great Pub Great Food	86,827	35.5	275
5	Community Pub	531	26.9	67	5	Bit of Style	1,169	29.8	74	5	Bit of Style	52,559	21.5	53
6	Circuit Bar	77	3.9	15	6	Circuit Bar	219	5.6	21	6	Circuit Bar	29,426	12.0	45
7	Craft Led	58	2.9	29	7	Craft Led	195	5.0	48	7	Craft Led	22,305	9.1	89

	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	205	10.4	117	382	9.7	110	18,934	7.7	88
C1	247	12.5	102	466	11.9	97	28,060	11.5	94
C2	172	8.7	106	348	8.9	107	23,397	9.6	116
DE	97	4.9	48	190	4.8	47	26,032	10.6	103

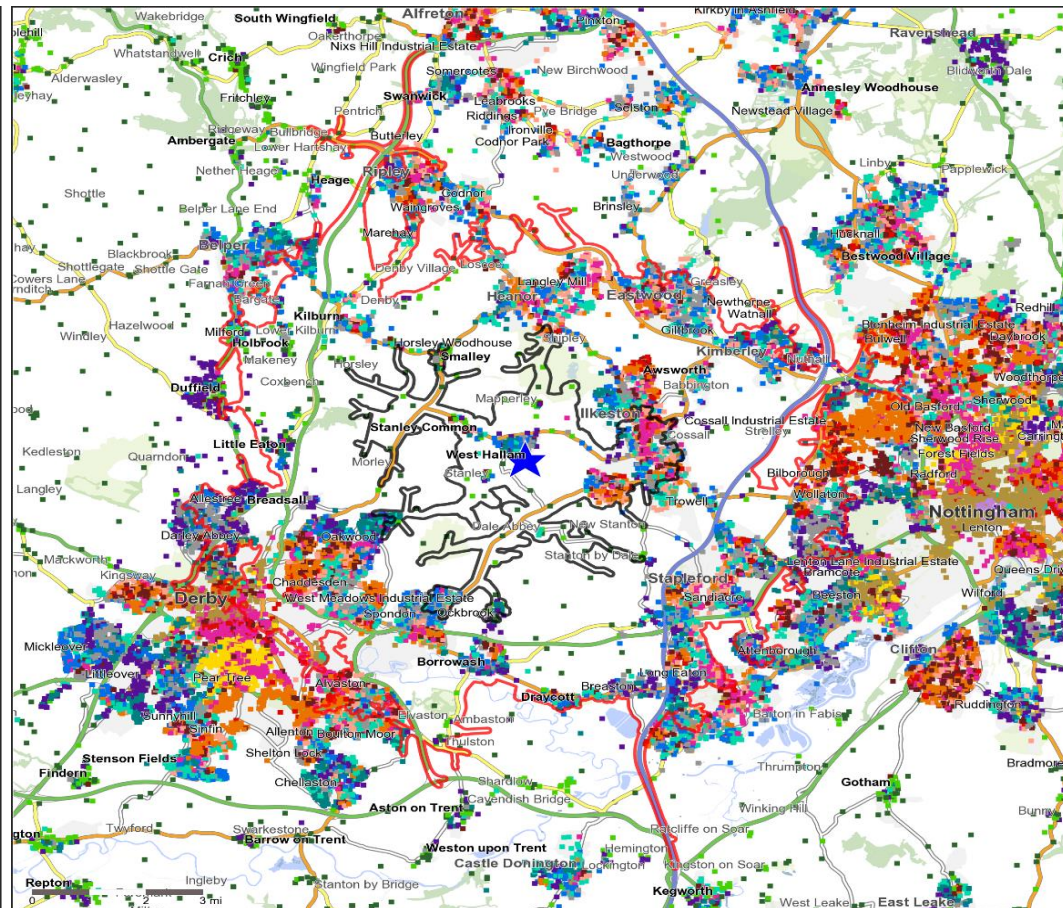
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	256	13.0	39	579	14.8	44	101,211	41.4	125
Medium (7-13)	1,113	56.4	170	2,011	51.2	154	91,659	37.5	113
High (14-19)	478	24.2	85	1,018	25.9	91	36,470	14.9	52

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	2	0	0
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	0	0	144	0	0
B06	Diamond Days	0	21	63	1,315	0	0
B07	Alpha Families	0	16	47	1,467	0	0
B08	Bank of Mum and Dad	0	0	47	3,072	0	0
B09	Empty-Nest Adventure	102	496	1,127	9,679	0	0
C10	Wealthy Landowners	0	14	358	957	0	0
C11	Rural Vogue	0	5	46	114	0	0
C12	Scattered Homesteads	0	1	11	11	0	0
C13	Village Retirement	0	0	512	1,579	0	0
D14	Satellite Settlers	82	200	1,375	3,723	0	0
D15	Local Focus	0	17	125	574	0	0
D16	Outlying Seniors	0	151	201	473	0	0
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	111	119	222	4,947	0	0
E19	Bungalow Heaven	320	380	1,619	11,421	0	0
E20	Classic Grandparents	14	18	829	6,622	0	0
E21	Solo Retirees	10	13	330	4,203	0	0
F22	Boomerang Boarders	27	217	810	8,500	0	0
F23	Family Ties	136	155	206	1,524	0	0
F24	Fledgling Free	116	260	2,723	13,174	0	0
F25	Dependable Me	271	525	890	10,616	0	0
G26	Cafés and Catchments	0	0	0	88	0	0
G27	Thriving Independence	0	0	111	2,017	0	0
G28	Modern Parents	30	30	342	6,204	0	0
G29	Mid-Career Convention	500	808	1,948	11,590	0	0
H30	Primary Ambitions	112	112	218	2,001	0	0
H31	Affordable Fringe	49	58	1,292	14,700	0	0
H32	First-Rung Futures	58	195	1,130	13,659	0	0
H33	Contemporary Starts	18	18	204	3,991	0	0
H34	New Foundations	0	6	57	586	0	0
H35	Flying Solo	0	0	92	1,769	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	617	0	0
I37	Budget Generations	0	0	1,037	7,252	0	0
I38	Economical Families	0	0	1,524	10,092	0	0
I39	Families on a Budget	0	0	83	7,512	0	0
J40	Value Rentals	0	0	1,420	6,542	0	0
J41	Youthful Endeavours	0	0	105	2,066	0	0
J42	Midlife Renters	0	24	378	7,163	0	0
J43	Renting Rooms	0	0	1,624	5,843	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	0	0	126	2,766	0	0
K48	Mature Workers	0	0	370	3,770	0	0
L49	Flatlet Seniors	0	0	171	1,474	0	0
L50	Pocket Pensions	17	45	751	5,441	0	0
L51	Retirement Communities	0	0	26	479	0	0
L52	Estate Veterans	0	0	309	3,820	0	0
L53	Seasoned Survivors	0	0	841	3,921	0	0
M54	Down-to-Earth Owners	0	0	1,549	7,597	0	0
M55	Back with the Folks	0	0	551	6,233	0	0
M56	Self Supporters	0	21	1,130	12,687	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	800	0	0
O61	Career Builders	0	0	0	1,543	0	0
O62	Central Pulse	0	0	0	1,500	0	0
O63	Flexible Workforce	0	0	0	0	0	0
O64	Bus-Route Renters	0	0	149	2,021	0	0
O65	Learners & Earners	0	0	0	936	0	0
O66	Student Scene	0	0	0	132	0	0
U99	Unclassified	0	0	34	1,563	0	0
Total				1,973	3,925	29,113	244,492

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

3. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

Top 3 Mosaic Types in a 20 Minute Drivetime

1. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

2. 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

3. F24 Fledgling Free

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



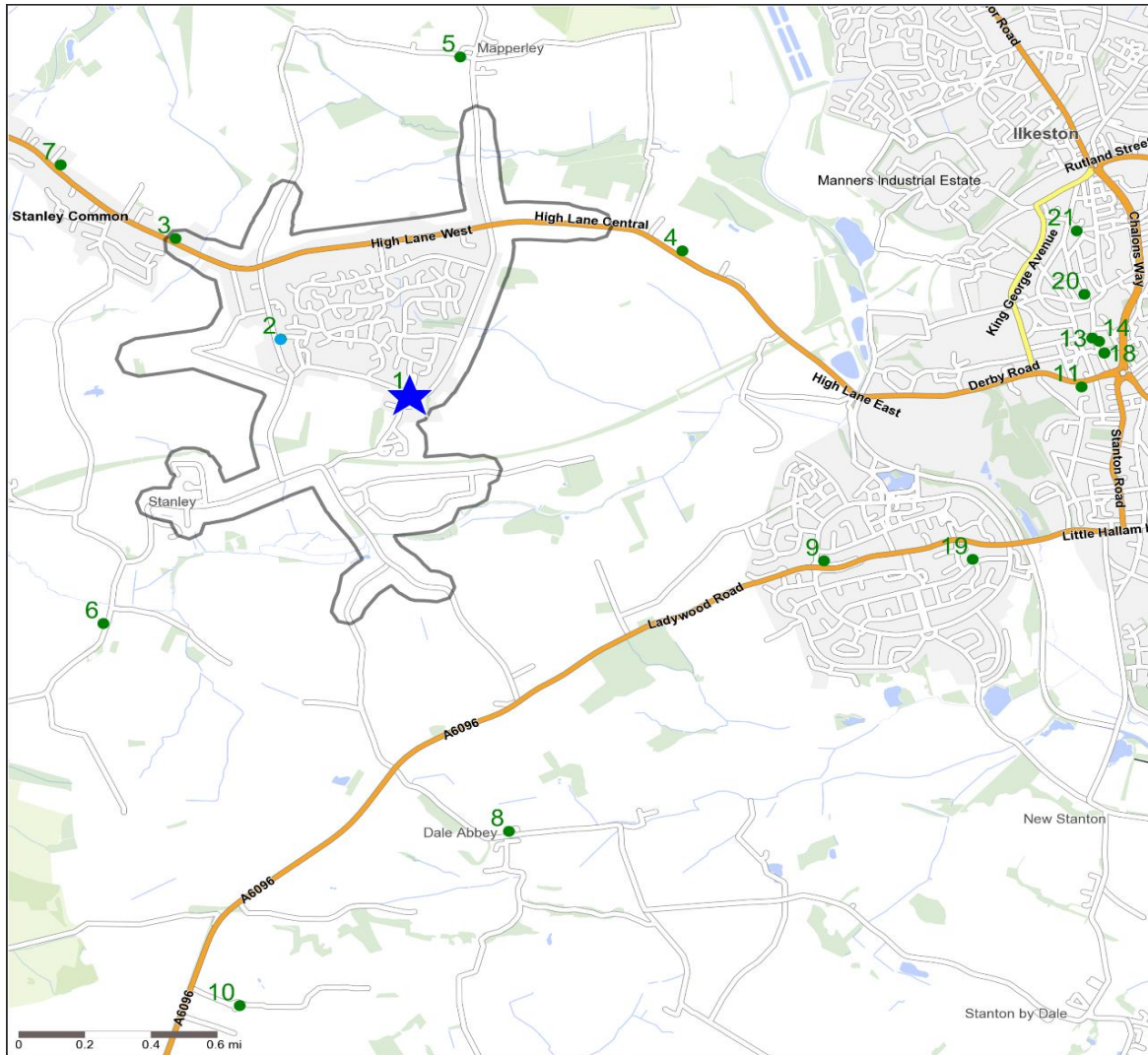
- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

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	562	14.3	47		291	7.4	45		3,071	78.2	150	
Male: Alone	1,175	29.9	101		838	21.4	137		1,912	48.7	91	
Male: Group	1,024	26.1	114		1,355	34.5	132		1,546	39.4	79	
Male: Pair	499	12.7	49		760	19.4	127		2,666	67.9	118	
Mixed Sex: Group	243	6.2	27		1,933	49.2	154		1,749	44.6	102	
Mixed Sex: Pair	1,511	38.5	164		1,666	42.4	131		748	19.1	45	
With Children	575	14.6	51		884	22.5	134		2,466	62.8	119	
Unknown	1,268	32.3	98		300	7.6	43		2,357	60.1	125	
For Eating:												
Upmarket	1,368	34.9	114		76	1.9	9		2,481	63.2	134	
Midmarket	509	13.0	38		0	0.0	0		3,416	87.0	157	
Downmarket	1,345	34.3	154		1,945	49.6	142		635	16.2	39	
For Drinking (monthly spend):												
Nothing	729	18.6	61		2,308	58.8	249		887	22.6	50	
Low (less than £10)	1,917	48.8	164		1,562	39.8	169		446	11.4	25	
Medium (Between £10 and £40)	1,915	48.8	159		291	7.4	42		1,718	43.8	87	
High (Greater than £40)	1,011	25.8	100		1,160	29.6	144		1,754	44.7	85	

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	64,066	26.2	87	35,720	14.6	89	143,144	58.5	112
Male: Alone	81,052	33.2	111	38,307	15.7	100	123,571	50.5	95
Male: Group	64,851	26.5	116	73,052	29.9	114	105,026	43.0	87
Male: Pair	57,360	23.5	90	61,608	25.2	165	123,963	50.7	88
Mixed Sex: Group	60,454	24.7	108	67,748	27.7	87	114,728	46.9	107
Mixed Sex: Pair	81,173	33.2	142	76,177	31.2	96	85,580	35.0	82
With Children	89,600	36.6	127	44,829	18.3	109	108,502	44.4	84
Unknown	76,529	31.3	95	27,420	11.2	63	138,981	56.8	119
For Eating:									
Upmarket	67,653	27.7	90	45,365	18.6	89	129,912	53.1	112
Midmarket	68,008	27.8	81	11,967	4.9	54	162,956	66.7	120
Downmarket	95,170	38.9	175	95,822	39.2	112	51,937	21.2	51
For Drinking (monthly spend):									
Nothing	76,606	31.3	104	78,312	32.0	136	88,013	36.0	80
Low (less than £10)	81,172	33.2	111	68,522	28.0	119	93,236	38.1	84
Medium (Between £10 and £40)	82,163	33.6	110	38,441	15.7	88	122,327	50.0	100
High (Greater than £40)	49,335	20.2	78	67,377	27.6	134	126,218	51.6	99

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	Punch Bowl, DE 7 6GR	Star Pubs & Bars	0.6	0.2
2	White Hart, DE 7 6GW	Star Pubs & Bars	10.0	1.9
3	Bateman Arms, DE 7 6FP	Unknown	19.6	3.2
4	Newdigate Arms, DE 7 6HW	Star Pubs & Bars	24.7	4.0
5	Old Black Horse Inn, DE 7 6BY	Greene King	24.7	4.0
6	White Hart, DE 7 6EX	Star Pubs & Bars	28.1	5.5
7	White Post Inn, DE 7 6FT	Independent Free	28.7	4.8
8	Carpenters Arms, DE 7 4PP	Star Pubs & Bars	38.9	5.9
9	Cat & Fiddle, DE 7 4NJ	Greene King	50.4	6.3
10	Bartlewood Lodge, DE72 3RY	Mitchells & Butlers	52.5	6.6
11	Three Horse Shoes Inn, DE 7 5FH	Independent Free	53.1	7.1
12	Brewery Tap, DE 7 5QE	Independent Free	54.9	7.9
13	Spanish Bar, DE 7 5QE	*Other Small Retail Groups	54.9	7.9
14	Hogarths, DE 7 5QT	Amber Taverns	54.9	8.0
15	Crafty One Bar And Bottle Shop, DE 7 5QQ	Independent Free	55.2	8.5
16	Latch Lifter, DE 7 5QQ	Independent Free	55.2	8.5
17	Poacher, DE 7 5QQ	Pub People Co Ltd	55.2	8.5
18	Prince Of Wales, DE 7 5QQ	Independent Free	55.2	8.5
19	Nottingham Castle Inn, DE 7 4FJ	Trust Inns	55.8	8.0
20	Sir John Warren Hotel, DE 7 5QB	Greene King	56.4	8.7