

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	4	5	471
Catchment Adults 18+	2,147	3,334	474,655
Catchment Adults 18+ Per Pub	537	667	1,008
Populaton Projection 2018 to 2028 (% change)	7.08%	6.49%	6.70%

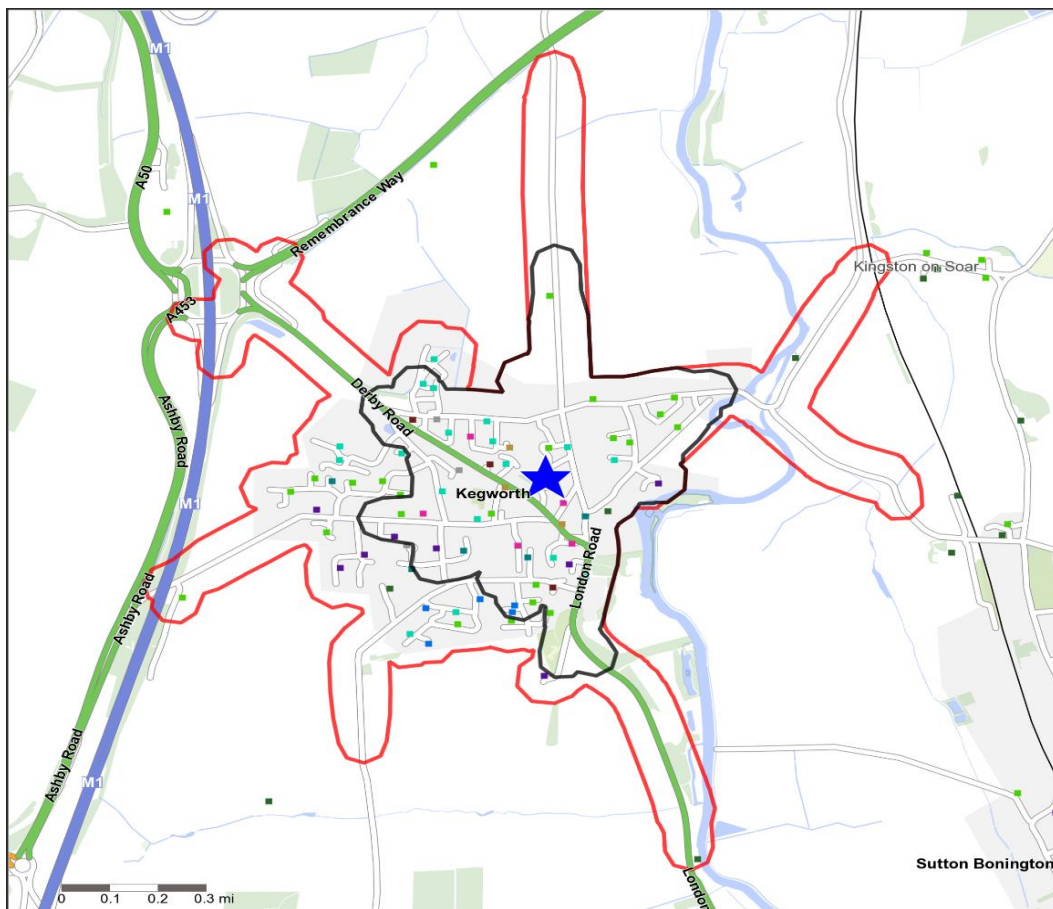
Rank	Type	10 Minute Walktime			Rank	Type	20 Minute Walktime			Rank	Type	20 Minute Drivetime		
		Target Customers	% of Population	Index			Target Customers	% of Population	Index			Target Customers	% of Population	Index
1	Community Pub	1,127	52.5	101	1	Premium Local	2,010	60.3	116	1	High Street Pub	349,407	73.6	142
2	Premium Local	1,115	51.9	111	2	Community Pub	1,428	42.8	92	2	Community Pub	272,323	57.4	123
3	Bit of Style	1,009	47.0	75	3	Bit of Style	1,427	42.8	68	3	Premium Local	243,014	51.2	81
4	Circuit Bar	914	42.6	329	4	Great Pub Great Food	1,282	38.5	297	4	Great Pub Great Food	168,351	35.5	274
5	High Street Pub	765	35.6	88	5	Circuit Bar	1,263	37.9	94	5	Bit of Style	120,277	25.3	63
6	Craft Led	710	33.1	123	6	High Street Pub	1,080	32.4	121	6	Circuit Bar	78,928	16.6	62
7	Great Pub Great Food	635	29.6	287	7	Craft Led	831	24.9	242	7	Craft Led	58,224	12.3	119

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	205	9.5	108	324	9.7	110	41,380	8.7	99
C1	309	14.4	117	468	14.0	114	55,305	11.7	95
C2	165	7.7	93	256	7.7	93	38,817	8.2	99
DE	118	5.5	53	168	5.0	49	46,563	9.8	95

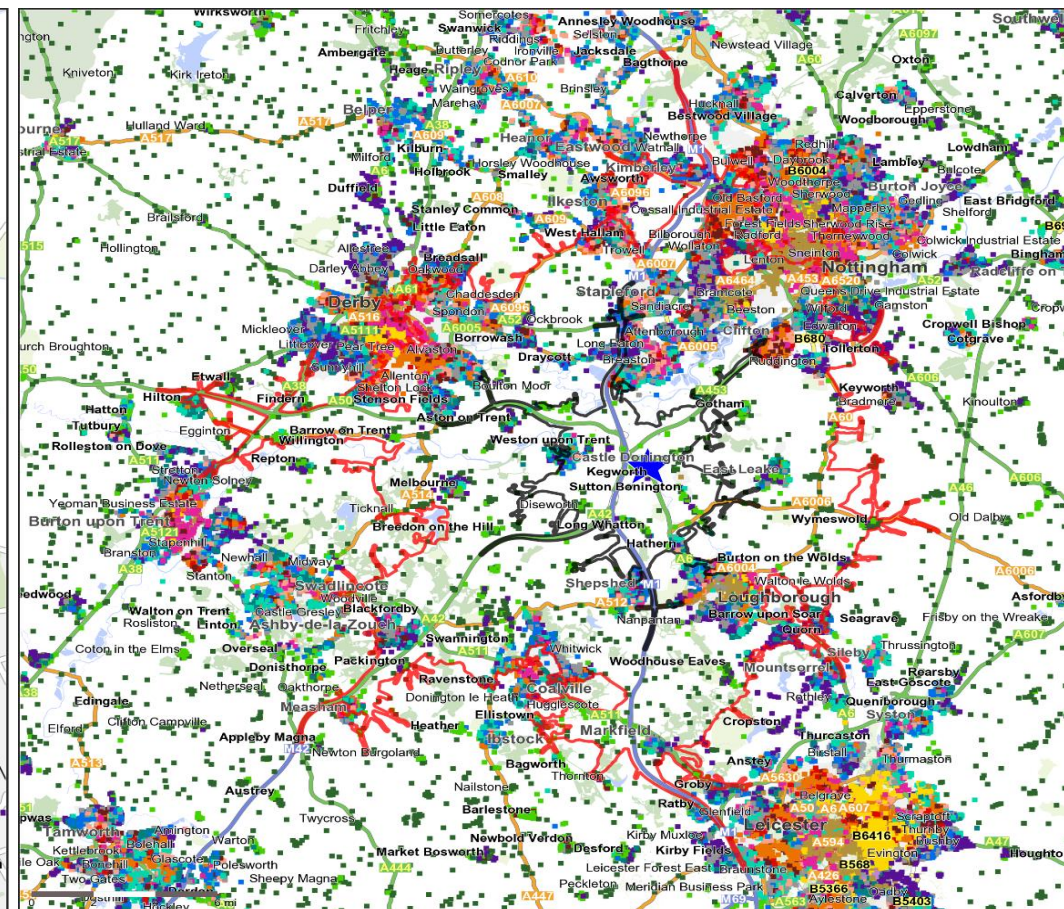
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	535	24.9	75	749	22.5	68	178,515	37.6	113
Medium (7-13)	894	41.6	126	1,413	42.4	128	165,873	34.9	105
High (14-19)	365	17.0	60	690	20.7	73	83,819	17.7	62

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

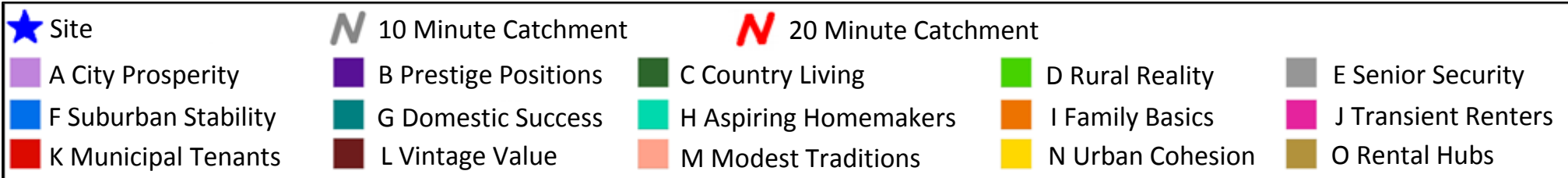
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	2
A02	Uptown Elite	0	0	0	286
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	89
B05	Premium Fortunes	0	0	13	1,099
B06	Diamond Days	28	28	69	4,056
B07	Alpha Families	15	29	289	5,906
B08	Bank of Mum and Dad	25	172	348	6,852
B09	Empty-Nest Adventure	28	65	784	16,096
C10	Wealthy Landowners	0	11	686	4,981
C11	Rural Vogue	0	1	156	1,390
C12	Scattered Homesteads	0	0	14	192
C13	Village Retirement	31	53	1,089	7,166
D14	Satellite Settlers	384	610	3,123	12,188
D15	Local Focus	159	217	414	2,843
D16	Outlying Seniors	90	172	362	2,336
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	61	10,694
E19	Bungalow Heaven	31	44	996	15,128
E20	Classic Grandparents	11	12	170	10,570
E21	Solo Retirees	0	0	275	8,434
F22	Boomerang Boarders	0	0	831	13,236
F23	Family Ties	0	0	111	2,499
F24	Fledgling Free	29	147	1,797	15,876
F25	Dependable Me	42	57	1,314	15,747
G26	Cafés and Catchments	0	0	0	735
G27	Thriving Independence	0	0	23	9,584
G28	Modern Parents	0	0	189	14,252
G29	Mid-Career Convention	95	164	1,210	14,274
H30	Primary Ambitions	0	0	75	3,919
H31	Affordable Fringe	0	0	848	20,855
H32	First-Rung Futures	85	91	1,276	20,117
H33	Contemporary Starts	204	432	1,484	15,015
H34	New Foundations	0	0	126	2,041
H35	Flying Solo	476	591	955	4,554

		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	68	3,233
I37	Budget Generations	0	0	14	9,463
I38	Economical Families	0	0	24	13,230
I39	Families on a Budget	0	0	390	17,085
J40	Value Rentals	0	0	169	6,342
J41	Youthful Endeavours	0	0	220	4,612
J42	Midlife Renters	177	196	824	15,125
J43	Renting Rooms	0	0	0	15,971
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	158
K47	Single Essentials	0	0	434	4,486
K48	Mature Workers	0	0	180	3,786
L49	Flatlet Seniors	0	0	384	4,939
L50	Pocket Pensions	88	92	506	8,692
L51	Retirement Communities	0	0	6	2,048
L52	Estate Veterans	0	0	64	5,646
L53	Seasoned Survivors	0	0	124	8,117
M54	Down-to-Earth Owners	0	0	144	7,840
M55	Back with the Folks	0	0	332	10,022
M56	Self Supporters	0	0	504	13,840
N57	Community Elders	0	0	0	368
N58	Culture & Comfort	0	0	0	197
N59	Large Family Living	0	0	0	3,752
N60	Ageing Access	0	0	0	4,169
O61	Career Builders	0	0	19	4,624
O62	Central Pulse	0	0	0	3,769
O63	Flexible Workforce	0	0	0	313
O64	Bus-Route Renters	0	0	215	3,661
O65	Learners & Earners	149	149	198	11,469
O66	Student Scene	0	0	0	8,892
U99	Unclassified	0	0	713	15,796
Total		2,147	3,333	24,620	474,657

Top 3 Mosaic Types in a 20 Minute Walktime

1. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

2. H35 Flying Solo

Independent young singles on starter salaries choosing to rent homes in family suburbs



- Young singles and cohabiters
- Often privately rented, some owning
- Entry-level salaries
- Good value suburban terraces and semis
- Laptops and iPods
- Spend long time surfing Internet

3. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

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. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



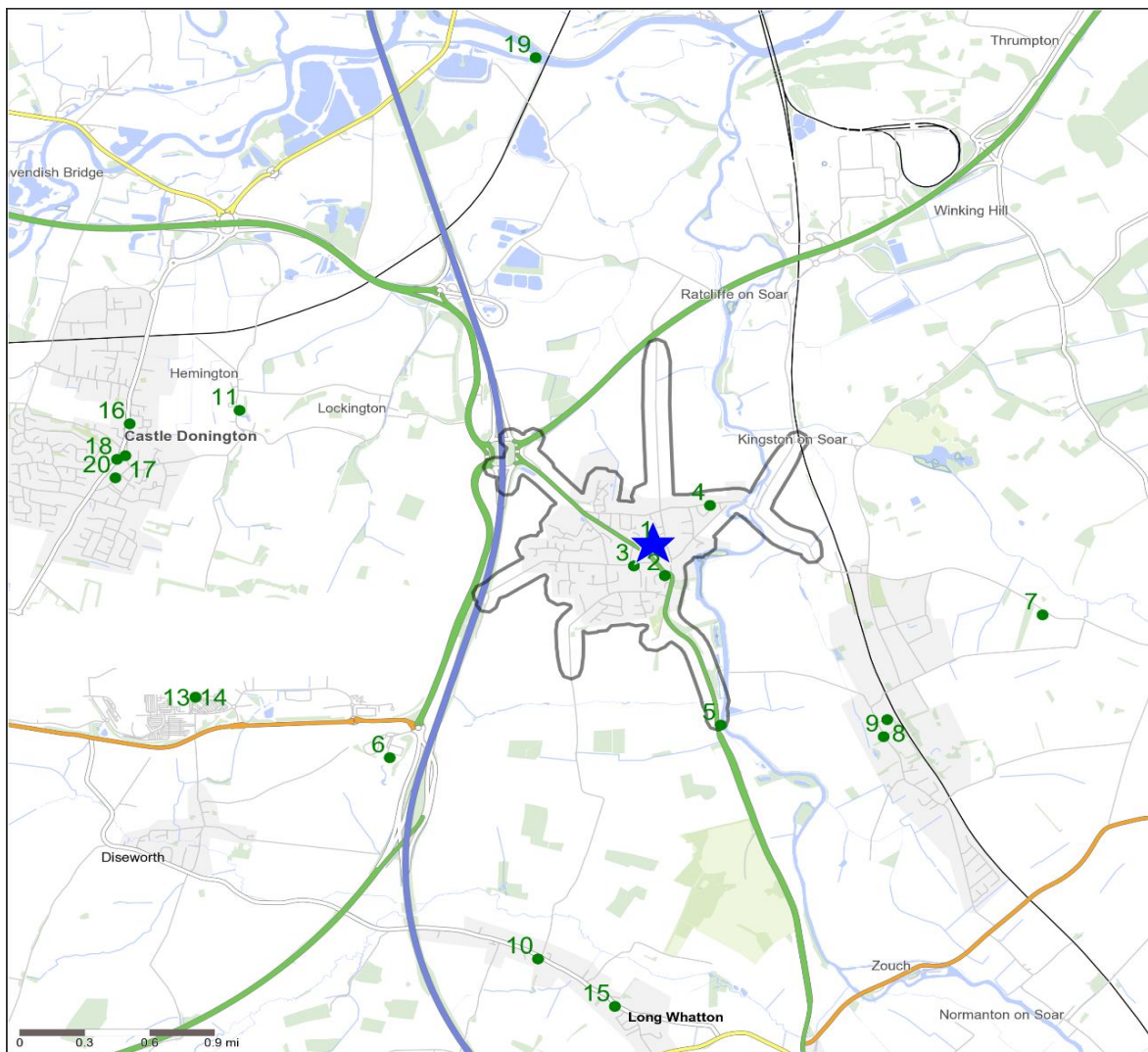
- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

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	949	28.5	94	856	25.7	157	1,529	45.9	88		
Male: Alone	666	20.0	67	164	4.9	32	2,505	75.1	141		
Male: Group	345	10.3	45	812	24.4	93	2,178	65.3	132		
Male: Pair	437	13.1	50	148	4.4	29	2,749	82.5	144		
Mixed Sex: Group	517	15.5	68	2,283	68.5	214	534	16.0	36		
Mixed Sex: Pair	1,303	39.1	167	391	11.7	36	1,640	49.2	115		
With Children	878	26.3	91	841	25.2	150	1,615	48.4	91		
Unknown	991	29.7	90	1,247	37.4	209	1,096	32.9	69		
For Eating:											
Upmarket	1,508	45.2	148	225	6.7	32	1,601	48.0	102		
Midmarket	517	15.5	45	591	17.7	196	2,226	66.8	121		
Downmarket	365	10.9	49	2,053	61.6	177	916	27.5	66		
For Drinking (monthly spend):											
Nothing	573	17.2	57	572	17.2	73	2,189	65.7	146		
Low (less than £10)	495	14.8	50	1,593	47.8	203	1,246	37.4	82		
Medium (Between £10 and £40)	591	17.7	58	241	7.2	41	2,503	75.1	149		
High (Greater than £40)	386	11.6	45	351	10.5	51	2,597	77.9	149		

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	139,738	29.4	97	75,173	15.8	97	243,949	51.4	99	
Male: Alone	152,229	32.1	108	79,983	16.9	108	226,647	47.7	90	
Male: Group	106,964	22.5	99	133,799	28.2	108	218,096	45.9	93	
Male: Pair	115,126	24.3	93	97,954	20.6	135	245,780	51.8	90	
Mixed Sex: Group	127,934	27.0	118	131,429	27.7	87	199,497	42.0	96	
Mixed Sex: Pair	157,127	33.1	141	141,664	29.8	92	160,069	33.7	79	
With Children	155,543	32.8	113	77,001	16.2	96	226,316	47.7	90	
Unknown	142,841	30.1	92	69,508	14.6	82	246,511	51.9	108	
For Eating:										
Upmarket	142,359	30.0	98	95,435	20.1	97	221,065	46.6	99	
Midmarket	143,253	30.2	88	29,859	6.3	70	285,747	60.2	109	
Downmarket	151,065	31.8	143	177,592	37.4	107	130,203	27.4	66	
For Drinking (monthly spend):										
Nothing	119,899	25.3	84	132,813	28.0	118	206,148	43.4	97	
Low (less than £10)	139,009	29.3	98	120,065	25.3	108	199,785	42.1	93	
Medium (Between £10 and £40)	148,079	31.2	102	63,948	13.5	76	246,833	52.0	103	
High (Greater than £40)	101,954	21.5	83	99,611	21.0	102	257,295	54.2	104	

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	Cap & Stocking, DE74 2FF	Star Pubs & Bars	1.2	0.1
2	Jee Ja Jee, DE74 2EE	Independent Free	3.9	0.8
3	Red Lion, DE74 2DA	Independent Free	4.5	0.9
4	Anchor Inn, DE74 2FR	*Other Small Retail Groups	8.5	2.4
5	Otter, DE74 2EY	Mitchells & Butlers	19.6	2.3
6	Harvester Moto, DE74 2TN	Mitchells & Butlers	38.6	5.2
7	Star, LE12 5RQ	*Other Small Retail Groups	42.9	7.3
8	Anchor Inn, LE12 5PA	Marston's	42.9	8.0
9	Kings Head, LE12 5PE	Admiral Taverns Ltd	43.2	8.1
10	Falcon Inn, LE12 5DG	Everards	50.1	6.8
11	Jolly Sailor, DE74 2RB	Greene King	50.7	6.7
12	3 Cities Bar, DE74 2SA	SSP	55.5	6.3
13	Castle Rock Taproom And Kitchen, DE74 2SA	*Other Small Retail Groups	55.5	6.3
14	Escape Lounge, DE74 2SA	*Other Small Retail Groups	55.5	6.3
15	Royal Oak, LE12 5DB	Unknown	58.2	6.1
16	Lamb Inn, DE74 2NJ	Marston's	82.0	7.7
17	Jolly Potters, DE74 2NH	Ei Group	85.6	8.2
18	Cross Keys Inn, DE74 2NR	Ei Group	86.1	8.1
19	Plank & Leggit, NG10 3AD	Greene King	88.7	8.4
20	Chequered Flag, DE74 2LA	Independent Free	88.9	9.4