

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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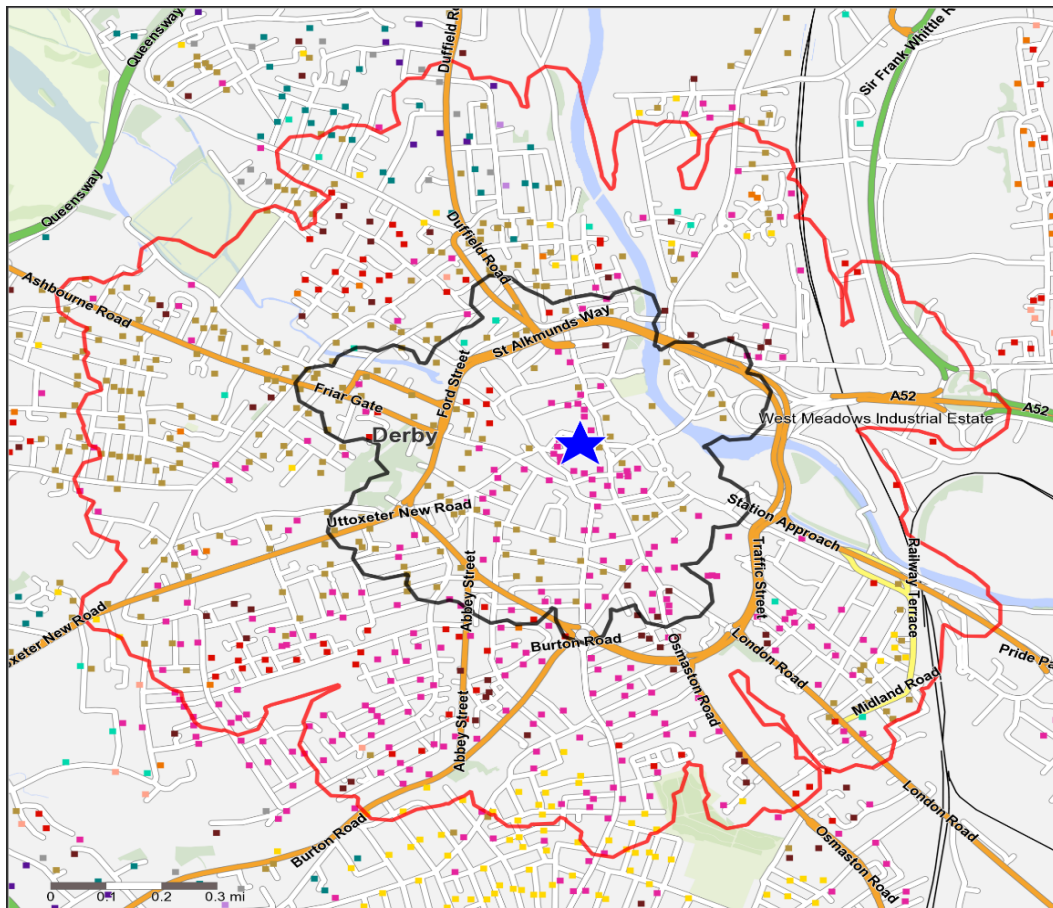
Number of Pubs	70	103	338
Catchment Adults 18+	4,901	26,104	342,841
Catchment Adults 18+ Per Pub	70	253	1,014
Populaton Projection 2018 to 2028 (% change)	9.54%	8.24%	5.91%

		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	3,999	81.6	158	1	High Street Pub	20,762	79.5	154	1	High Street Pub	250,929	73.2	141
2	Circuit Bar	3,140	64.1	137	2	Community Pub	13,708	52.5	113	2	Community Pub	191,185	55.8	120
3	Craft Led	2,849	58.1	92	3	Circuit Bar	12,162	46.6	74	3	Premium Local	175,153	51.1	81
4	Bit of Style	2,513	51.3	397	4	Craft Led	11,203	42.9	332	4	Great Pub Great Food	122,447	35.7	276
5	Community Pub	1,745	35.6	88	5	Bit of Style	9,824	37.6	93	5	Bit of Style	76,993	22.5	56
6	Premium Local	1,325	27.0	101	6	Premium Local	7,362	28.2	105	6	Circuit Bar	46,516	13.6	51
7	Great Pub Great Food	3	0.1	1	7	Great Pub Great Food	1,320	5.1	49	7	Craft Led	32,510	9.5	92

	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	365	7.4	84	1,959	7.5	85	29,631	8.6	98
C1	853	17.4	142	4,018	15.4	126	39,848	11.6	95
C2	347	7.1	86	1,816	7.0	84	29,136	8.5	103
DE	775	15.8	154	4,159	15.9	155	38,573	11.3	109

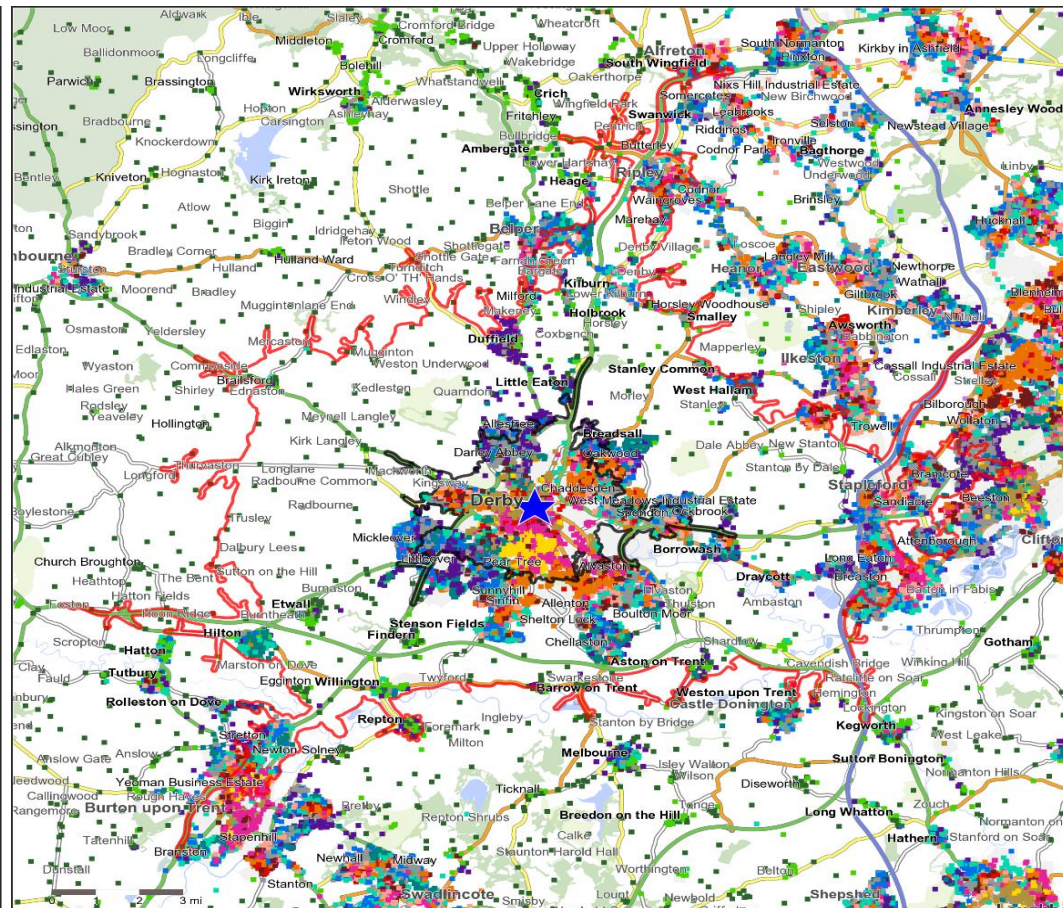
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,514	51.3	155	15,850	60.7	183	146,834	42.8	129
Medium (7-13)	413	8.4	25	3,264	12.5	38	118,130	34.5	104
High (14-19)	13	0.3	1	655	2.5	9	60,016	17.5	62

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

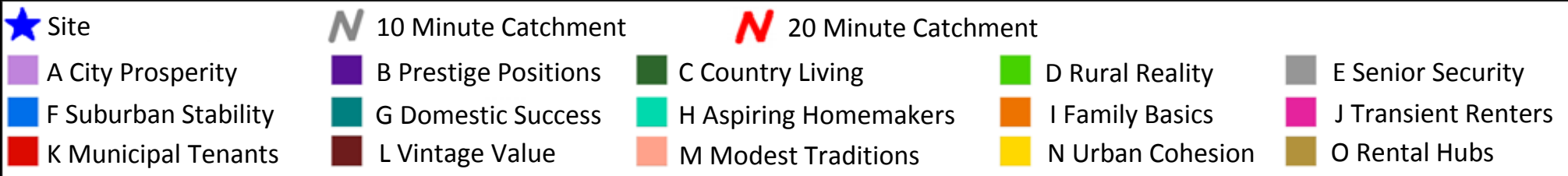


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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
A02	Uptown Elite		0	82	138	138
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		0	11	109	975
B06	Diamond Days		0	25	804	2,617
B07	Alpha Families		0	0	919	5,084
B08	Bank of Mum and Dad		0	38	1,413	5,545
B09	Empty-Nest Adventure		0	0	2,196	11,586
C10	Wealthy Landowners		0	0	33	3,735
C11	Rural Vogue		0	0	42	685
C12	Scattered Homesteads		0	0	0	274
C13	Village Retirement		0	0	1	4,185
D14	Satellite Settlers		0	0	56	7,953
D15	Local Focus		0	0	15	2,163
D16	Outlying Seniors		0	0	0	1,423
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	86	2,220	6,088
E19	Bungalow Heaven		0	0	2,816	12,207
E20	Classic Grandparents		0	2	1,740	7,191
E21	Solo Retirees		0	0	1,940	6,230
F22	Boomerang Boarders		0	0	2,038	9,815
F23	Family Ties		0	0	738	3,246
F24	Fledgling Free		0	0	908	11,381
F25	Dependable Me		0	0	1,522	12,342
G26	Cafés and Catchments		0	164	758	783
G27	Thriving Independence		0	237	2,421	4,265
G28	Modern Parents		0	0	266	11,932
G29	Mid-Career Convention		0	0	2,358	13,509
H30	Primary Ambitions		0	92	863	3,110
H31	Affordable Fringe		0	0	3,645	15,944
H32	First-Rung Futures		11	43	2,076	12,673
H33	Contemporary Starts		0	0	1,514	9,375
H34	New Foundations		49	334	749	1,962
H35	Flying Solo		0	0	173	2,261

			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		21	239	470	1,895
I37	Budget Generations		0	0	1,750	6,592
I38	Economical Families		0	0	3,121	9,702
I39	Families on a Budget		6	47	5,253	13,464
J40	Value Rentals		0	0	523	3,785
J41	Youthful Endeavours		32	325	1,160	2,373
J42	Midlife Renters		0	408	2,278	9,627
J43	Renting Rooms		875	6,234	14,256	18,167
K44	Inner City Stalwarts		0	0	0	0
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	0	0	0
K47	Single Essentials		385	2,287	3,156	4,375
K48	Mature Workers		0	35	799	3,465
L49	Flatlet Seniors		132	1,316	2,076	3,347
L50	Pocket Pensions		0	62	1,391	6,443
L51	Retirement Communities		0	90	836	1,537
L52	Estate Veterans		3	34	1,218	4,058
L53	Seasoned Survivors		0	35	1,760	4,321
M54	Down-to-Earth Owners		0	13	1,429	5,773
M55	Back with the Folks		0	0	2,094	7,473
M56	Self Supporters		0	22	1,483	10,494
N57	Community Elders		0	61	1,406	1,670
N58	Culture & Comfort		0	37	433	433
N59	Large Family Living		0	802	11,826	12,231
N60	Ageing Access		0	585	1,273	1,348
O61	Career Builders		3	585	2,366	2,843
O62	Central Pulse		1,124	2,180	2,444	2,512
O63	Flexible Workforce		0	37	236	236
O64	Bus-Route Renters		213	885	1,943	3,140
O65	Learners & Earners		1,262	5,698	7,237	7,237
O66	Student Scene		63	374	374	374
U99	Unclassified		721	2,599	3,006	3,250
Total			4,900	26,104	112,068	342,842

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. 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

3. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

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. 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

3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



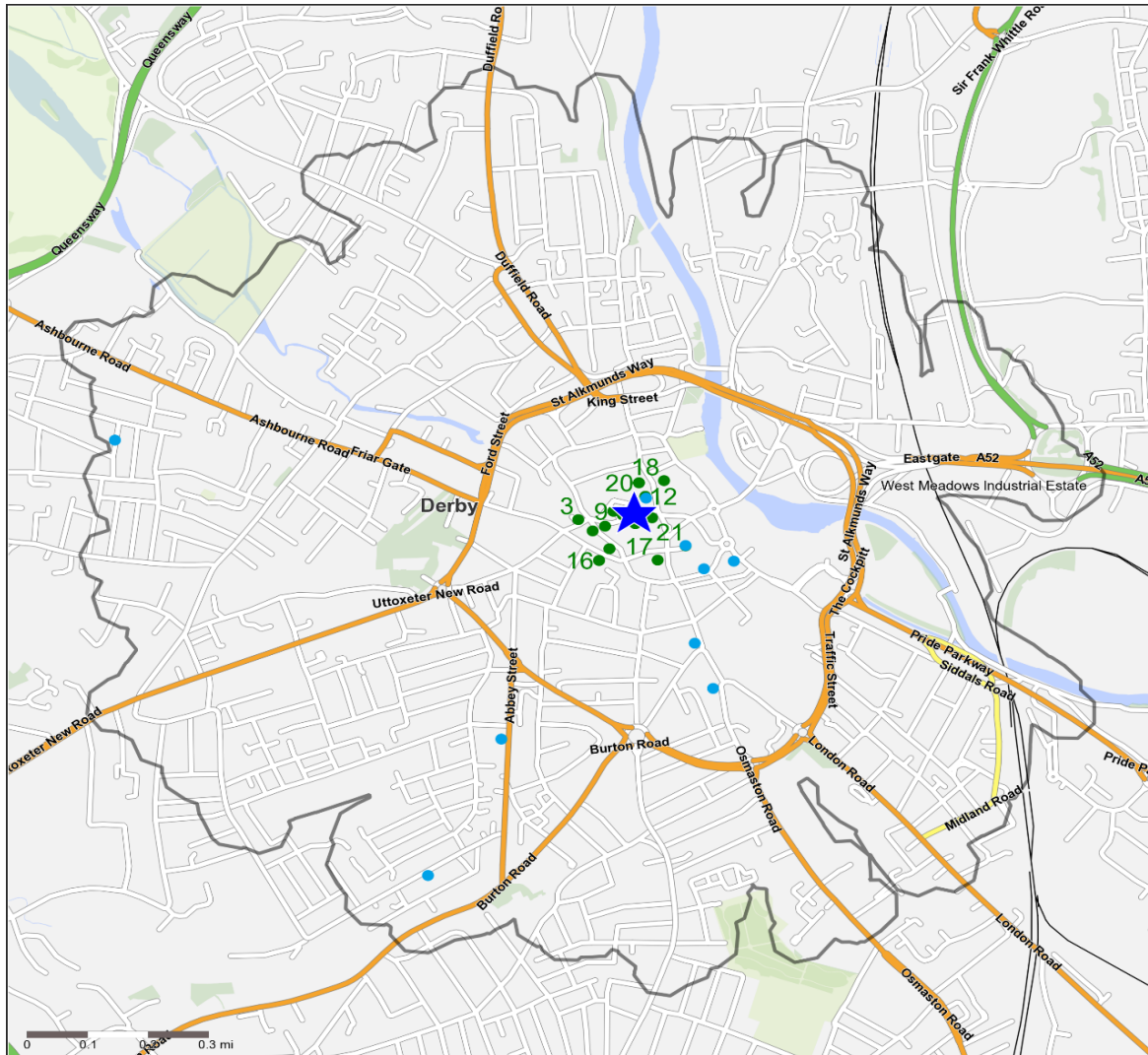
- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

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

	20 Minute Walktime											
	High			Medium			Low					
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	12,999	49.8	165	<div><div></div></div>	7,058	27.0	165	<div><div></div></div>	3,449	13.2	25	<div><div></div></div>
Male: Alone	16,130	61.8	208	<div><div></div></div>	3,612	13.8	89	<div><div></div></div>	3,763	14.4	27	<div><div></div></div>
Male: Group	5,717	21.9	96	<div><div></div></div>	14,821	56.8	217	<div><div></div></div>	2,967	11.4	23	<div><div></div></div>
Male: Pair	14,466	55.4	212	<div><div></div></div>	6,729	25.8	169	<div><div></div></div>	2,310	8.8	15	<div><div></div></div>
Mixed Sex: Group	19,445	74.5	326	<div><div></div></div>	1,779	6.8	21	<div><div></div></div>	2,281	8.7	20	<div><div></div></div>
Mixed Sex: Pair	9,585	36.7	157	<div><div></div></div>	11,887	45.5	140	<div><div></div></div>	2,034	7.8	18	<div><div></div></div>
With Children	10,237	39.2	136	<div><div></div></div>	371	1.4	8	<div><div></div></div>	12,898	49.4	93	<div><div></div></div>
Unknown	10,046	38.5	117	<div><div></div></div>	3,635	13.9	78	<div><div></div></div>	9,824	37.6	79	<div><div></div></div>
For Eating:												
Upmarket	11,476	44.0	144	<div><div></div></div>	10,207	39.1	188	<div><div></div></div>	1,822	7.0	15	<div><div></div></div>
Midmarket	20,466	78.4	228	<div><div></div></div>	693	2.7	29	<div><div></div></div>	2,346	9.0	16	<div><div></div></div>
Downmarket	7,099	27.2	122	<div><div></div></div>	7,544	28.9	83	<div><div></div></div>	8,863	34.0	82	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	3,352	12.8	42	<div><div></div></div>	6,960	26.7	113	<div><div></div></div>	13,193	50.5	113	<div><div></div></div>
Low (less than £10)	1,049	4.0	13	<div><div></div></div>	7,243	27.7	118	<div><div></div></div>	15,213	58.3	128	<div><div></div></div>
Medium (Between £10 and £40)	8,938	34.2	112	<div><div></div></div>	1,520	5.8	33	<div><div></div></div>	13,047	50.0	99	<div><div></div></div>
High (Greater than £40)	9,459	36.2	140	<div><div></div></div>	1,269	4.9	24	<div><div></div></div>	12,777	48.9	94	<div><div></div></div>

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	94,932	27.7	91	60,642	17.7	108	184,018	53.7	103
Male: Alone	125,922	36.7	123	54,685	16.0	102	158,984	46.4	87
Male: Group	78,742	23.0	100	103,473	30.2	115	157,376	45.9	92
Male: Pair	92,707	27.0	104	77,561	22.6	148	169,323	49.4	86
Mixed Sex: Group	94,049	27.4	120	96,992	28.3	89	148,550	43.3	99
Mixed Sex: Pair	112,090	32.7	139	109,198	31.9	98	118,304	34.5	81
With Children	128,161	37.4	129	57,539	16.8	100	153,891	44.9	85
Unknown	119,956	35.0	107	44,682	13.0	73	174,954	51.0	107
For Eating:									
Upmarket	108,006	31.5	103	74,975	21.9	105	156,610	45.7	97
Midmarket	114,245	33.3	97	20,131	5.9	65	205,216	59.9	108
Downmarket	106,785	31.1	140	129,211	37.7	108	103,595	30.2	73
For Drinking (monthly spend):									
Nothing	91,005	26.5	88	103,959	30.3	128	144,627	42.2	94
Low (less than £10)	106,958	31.2	105	85,529	24.9	106	147,105	42.9	95
Medium (Between £10 and £40)	113,222	33.0	108	46,354	13.5	76	180,015	52.5	104
High (Greater than £40)	74,396	21.7	84	76,177	22.2	108	189,019	55.1	105

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	Dog And Moon, DE 1 3NF	Star Pubs & Bars	0.0	1.8
2	Brooklyn Social, DE 1 3NR	Independent Free	1.5	1.5
3	Seymours, DE 1 1BR	Independent Free	1.8	1.2
4	Kitchen, DE 1 3NQ	Independent Free	2.1	0.7
5	Old Bell Hotel, DE 1 3NQ	Independent Free	2.1	0.7
6	Vines Wine Bar, DE 1 3NQ	Independent Free	2.1	0.7
7	Derby Museum & Art Gallery, DE 1 1BS	Independent Free	2.1	1.5
8	Sadlergates, DE 1 3NH	Independent Free	2.1	1.8
9	Forge, DE 1 3PD	Independent Free	2.7	1.5
10	Palfrey, DE 1 3PD	Independent Free	2.7	1.5
11	Walkabout, DE 1 3QE	Stonegate Pub Company	3.0	1.0
12	Jorrocks, DE 1 3GA	Star Pubs & Bars	3.0	2.9
13	Revolucion De Cuba, DE 1 1BJ	Inventive Leisure	3.9	0.7
14	Revolution, DE 1 1BJ	Inventive Leisure	3.9	0.7
15	Stein Strasse, DE 1 1HA	Independent Free	3.9	1.1
16	Wardwick Tavern, DE 1 1HA	Greene King	3.9	1.1
17	Book Cafe, DE 1 1QH	Independent Free	4.2	1.0
18	Slug And Lettuce, DE 1 3FJ	Stonegate Pub Company	4.2	3.0
19	Standing Order, DE 1 3GL	Wetherspoon	4.5	2.9
20	Thomas Leaper, DE 1 3GL	Wetherspoon	4.5	2.9