

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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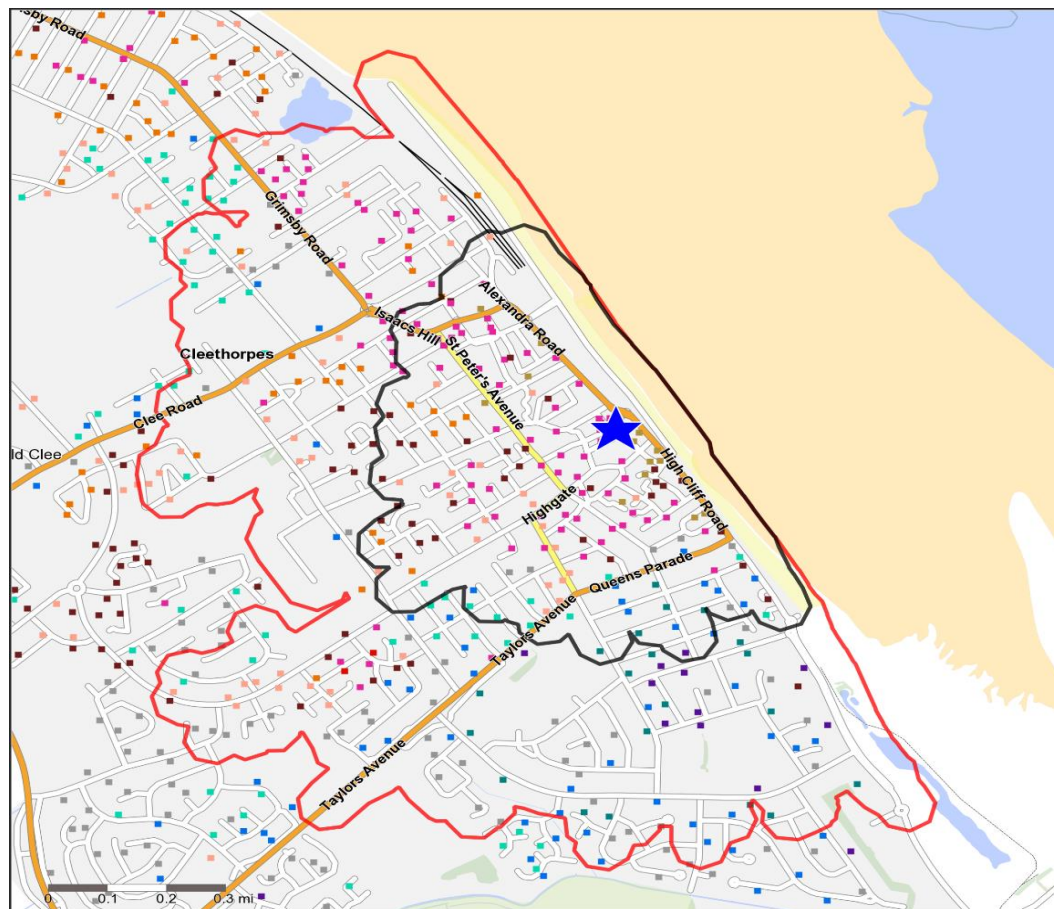
Number of Pubs	21	26	94
Catchment Adults 18+	5,177	12,124	123,816
Catchment Adults 18+ Per Pub	247	466	1,317
Populaton Projection 2018 to 2028 (% change)	0.61%	-0.17%	1.15%

		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	4,918	95.0	183	1	High Street Pub	10,773	88.9	172	1	High Street Pub	97,154	78.5	151
2	Community Pub	4,620	89.2	191	2	Community Pub	9,679	79.8	171	2	Community Pub	84,715	68.4	147
3	Premium Local	903	17.4	28	3	Premium Local	3,434	28.3	45	3	Premium Local	42,445	34.3	54
4	Circuit Bar	694	13.4	104	4	Great Pub Great Food	2,189	18.1	140	4	Great Pub Great Food	31,389	25.4	196
5	Bit of Style	470	9.1	23	5	Bit of Style	1,361	11.2	28	5	Bit of Style	15,415	12.4	31
6	Great Pub Great Food	296	5.7	21	6	Circuit Bar	871	7.2	27	6	Circuit Bar	7,595	6.1	23
7	Craft Led	147	2.8	28	7	Craft Led	285	2.4	23	7	Craft Led	4,400	3.6	34

	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	346	6.7	76	650	5.4	61	6,243	5.0	57
C1	707	13.7	111	1,450	12.0	98	12,780	10.3	84
C2	546	10.5	128	1,230	10.1	123	12,201	9.9	119
DE	808	15.6	152	1,703	14.0	136	19,037	15.4	149

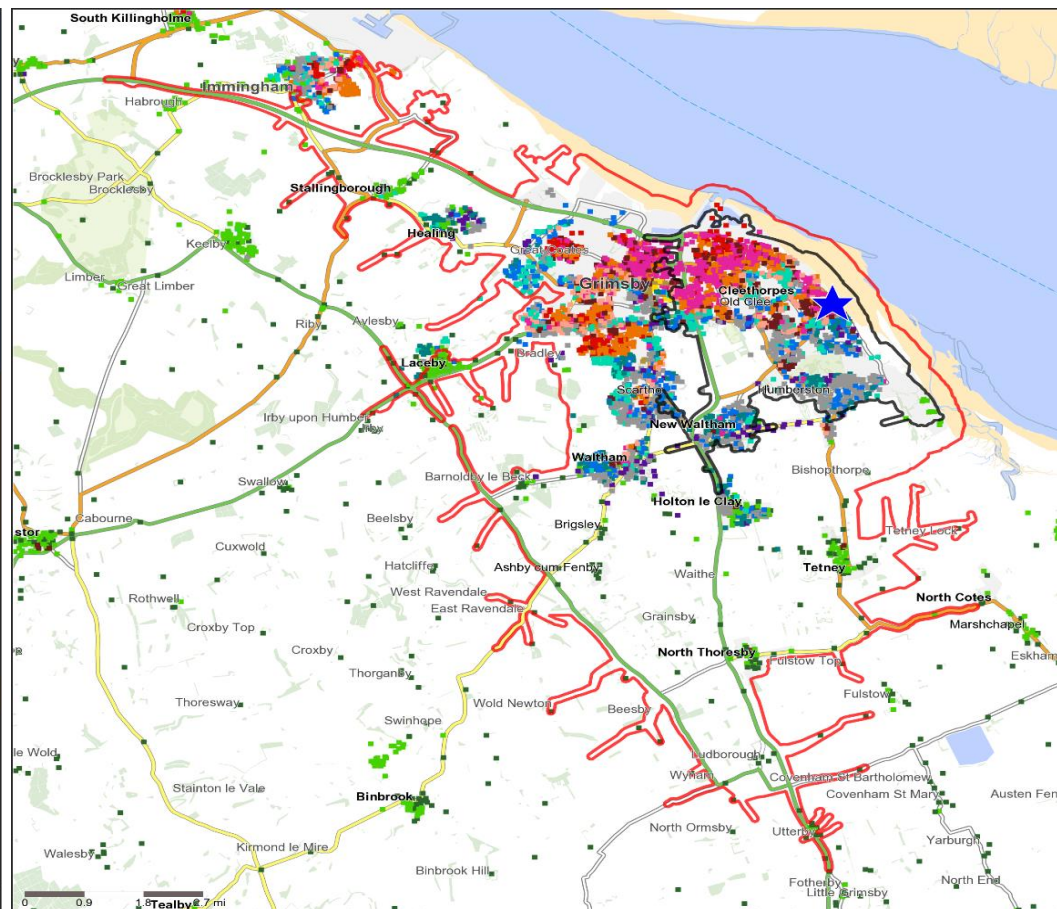
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,511	67.8	204	7,052	58.2	175	71,441	57.7	174
Medium (7-13)	1,182	22.8	69	3,983	32.9	99	42,559	34.4	104
High (14-19)	208	4.0	14	696	5.7	20	10,511	8.5	30

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	0	0	0
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	19	35
	B06	Diamond Days	0	0	142	213
	B07	Alpha Families	0	12	127	583
	B08	Bank of Mum and Dad	2	37	159	410
	B09	Empty-Nest Adventure	1	180	563	1,532
	C10	Wealthy Landowners	0	0	0	459
	C11	Rural Vogue	0	0	0	178
	C12	Scattered Homesteads	0	0	0	560
	C13	Village Retirement	0	0	19	1,939
	D14	Satellite Settlers	0	0	18	1,949
	D15	Local Focus	0	0	0	853
	D16	Outlying Seniors	0	0	266	2,069
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	2	15	80	641
	E19	Bungalow Heaven	0	680	7,246	12,711
	E20	Classic Grandparents	66	433	1,450	3,615
	E21	Solo Retirees	56	296	1,123	2,072
	F22	Boomerang Boarders	19	261	1,298	2,678
	F23	Family Ties	179	230	557	975
	F24	Fledgling Free	55	295	1,836	5,111
	F25	Dependable Me	153	349	1,141	2,407
	G26	Cafés and Catchments	0	0	69	73
	G27	Thriving Independence	0	0	160	259
	G28	Modern Parents	6	6	1,335	2,627
	G29	Mid-Career Convention	171	621	1,957	4,706
	H30	Primary Ambitions	0	0	126	499
	H31	Affordable Fringe	41	763	2,872	6,808
	H32	First-Rung Futures	147	285	1,065	2,516
	H33	Contemporary Starts	0	0	373	1,904
	H34	New Foundations	124	124	140	230
	H35	Flying Solo	0	0	144	218

			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	0
	I37	Budget Generations	13	172	400	705
	I38	Economical Families	384	731	6,527	10,233
	I39	Families on a Budget	0	0	1,338	5,801
	J40	Value Rentals	22	325	587	2,256
	J41	Youthful Endeavours	0	26	121	307
	J42	Midlife Renters	425	581	1,136	1,753
	J43	Renting Rooms	1,284	2,010	12,886	17,181
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	227	227
	K47	Single Essentials	0	0	874	1,540
	K48	Mature Workers	0	36	435	3,102
	L49	Flatlet Seniors	132	318	1,530	2,859
	L50	Pocket Pensions	18	198	1,020	2,164
	L51	Retirement Communities	128	171	171	548
	L52	Estate Veterans	35	130	258	258
	L53	Seasoned Survivors	707	1,031	2,183	3,743
	M54	Down-to-Earth Owners	4	256	1,149	3,025
	M55	Back with the Folks	84	426	1,327	2,621
	M56	Self Supporters	496	690	1,245	3,398
	N57	Community Elders	0	0	0	0
	N58	Culture & Comfort	0	0	0	0
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	0	0	0	230
	O61	Career Builders	0	0	0	127
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	424	436	445	880
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	0	28
Total			5,178	12,124	58,144	123,816

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. 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

3. 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

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. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

3. I38 Economical Families

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



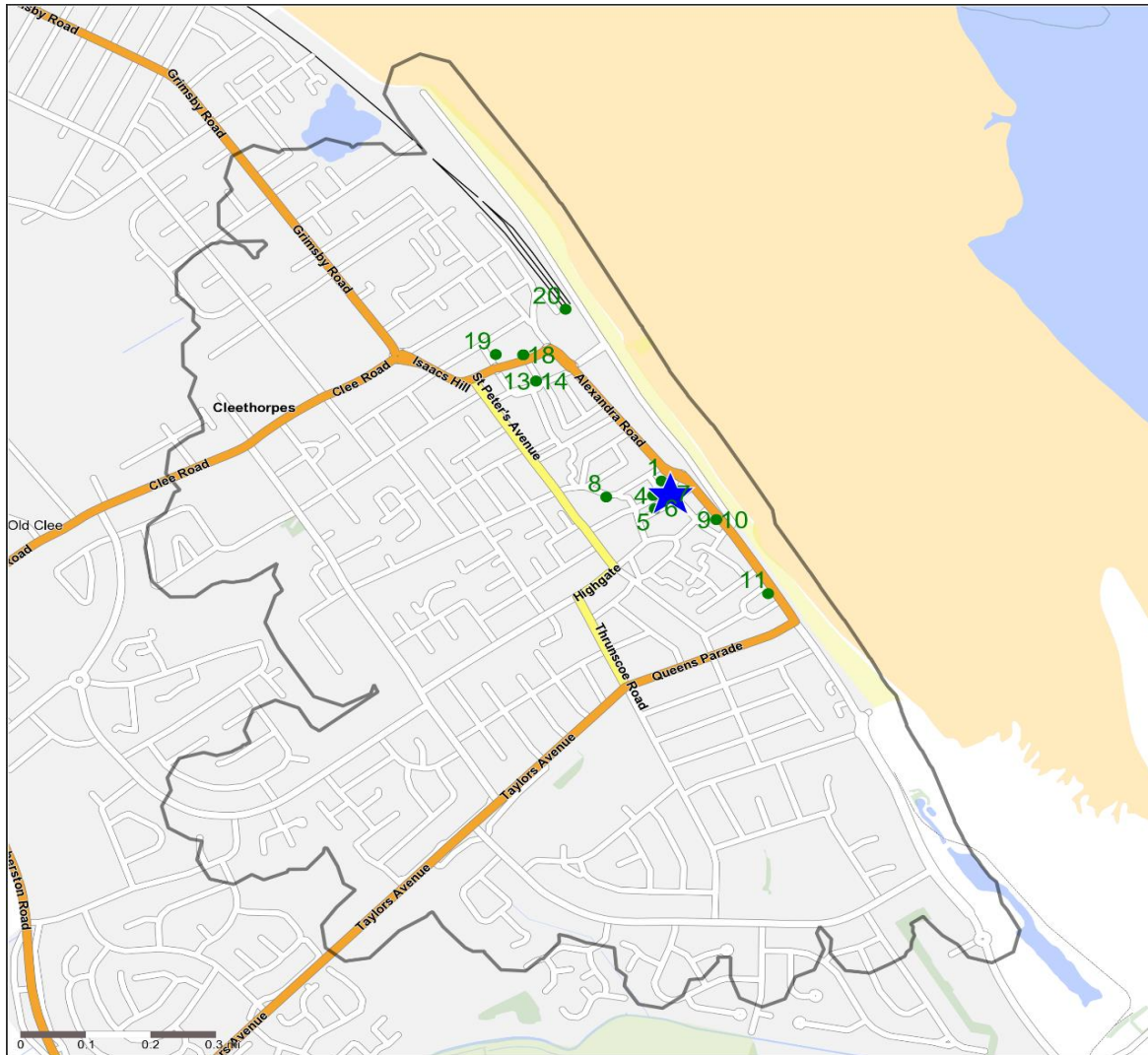
- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

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	3,157	26.0	86	2,957	24.4	149	6,010	49.6	95
Male: Alone	6,172	50.9	171	952	7.9	50	5,001	41.2	77
Male: Group	3,345	27.6	121	5,154	42.5	162	3,626	29.9	60
Male: Pair	3,515	29.0	111	5,516	45.5	298	3,094	25.5	44
Mixed Sex: Group	5,110	42.1	184	2,568	21.2	66	4,447	36.7	84
Mixed Sex: Pair	3,967	32.7	140	4,550	37.5	115	3,608	29.8	70
With Children	6,240	51.5	178	1,636	13.5	80	4,248	35.0	66
Unknown	5,284	43.6	133	1,501	12.4	69	5,340	44.0	92
For Eating:									
Upmarket	2,946	24.3	79	3,815	31.5	151	5,363	44.2	94
Midmarket	5,209	43.0	125	26	0.2	2	6,889	56.8	103
Downmarket	4,388	36.2	163	4,496	37.1	106	3,241	26.7	64
For Drinking (monthly spend):									
Nothing	3,345	27.6	91	3,161	26.1	110	5,619	46.3	103
Low (less than £10)	3,130	25.8	86	3,327	27.4	117	5,667	46.7	103
Medium (Between £10 and £40)	3,130	25.8	84	1,729	14.3	80	7,266	59.9	119
High (Greater than £40)	1,312	10.8	42	3,137	25.9	126	7,675	63.3	121

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	29,063	23.5	78	28,206	22.8	139	66,519	53.7	103
Male: Alone	46,902	37.9	127	17,543	14.2	91	59,343	47.9	90
Male: Group	24,634	19.9	87	52,724	42.6	163	46,429	37.5	76
Male: Pair	23,541	19.0	73	41,779	33.7	221	58,467	47.2	82
Mixed Sex: Group	41,479	33.5	147	40,657	32.8	103	41,652	33.6	77
Mixed Sex: Pair	29,728	24.0	102	63,318	51.1	157	30,742	24.8	58
With Children	53,432	43.2	149	19,131	15.5	92	51,224	41.4	78
Unknown	50,913	41.1	125	9,804	7.9	44	63,070	50.9	106
For Eating:									
Upmarket	22,834	18.4	60	36,968	29.9	143	63,985	51.7	109
Midmarket	42,387	34.2	100	6,325	5.1	57	75,075	60.6	110
Downmarket	42,659	34.5	155	49,143	39.7	114	31,986	25.8	62
For Drinking (monthly spend):									
Nothing	39,923	32.2	107	36,704	29.6	125	47,161	38.1	85
Low (less than £10)	30,191	24.4	82	41,169	33.3	142	52,427	42.3	93
Medium (Between £10 and £40)	27,727	22.4	73	23,145	18.7	105	72,916	58.9	117
High (Greater than £40)	12,704	10.3	40	34,832	28.1	137	76,252	61.6	118

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	Riverside Bar & Restaurant, DN35 8LQ	Independent Free	0.0	1.3
2	Marples Cafe Bar, DN35 8EZ	Independent Free	0.3	1.0
3	Queens, DN35 8EZ	Independent Free	0.3	1.0
4	Wine Bar & Kitchen, DN35 8EZ	*Other Small Retail Groups	0.3	1.0
5	Fishermans Arms, DN35 8HA	Ei Group	0.6	1.1
6	Arthurs House, DN35 8EU	Independent Free	0.9	0.1
7	Nottingham House, DN35 8EU	Star Pubs & Bars	0.9	0.1
8	Society, DN35 8HD	Independent Free	2.1	1.0
9	Smugglers, DN35 8RQ	Marston's	3.0	0.7
10	Willys Wine Bar, DN35 8RQ	Independent Free	3.0	0.7
11	Kings Royal Hotel, DN35 8QL	Independent Free	5.4	1.1
12	Market Tavern, DN35 8LY	Stonegate Pub Company	7.5	1.4
13	Studio, DN35 8LY	Independent Free	7.5	1.4
14	Teddys Wine & Bottle Bar, DN35 8LY	Independent Free	7.5	1.4
15	Coliseum Picture Theatre, DN35 8JN	Wetherspoon	8.2	1.5
16	Rift & Co, DN35 8JN	Inventive Leisure	8.2	1.5
17	Silks, DN35 8JN	*Other Small Retail Groups	8.2	1.5
18	Zero Degrees North, DN35 8JN	Independent Free	8.2	1.5
19	Bootlegger, DN35 8JW	Marston's	9.4	1.9
20	Under The Clock, DN35 8AX	Independent Free	10.6	1.8