

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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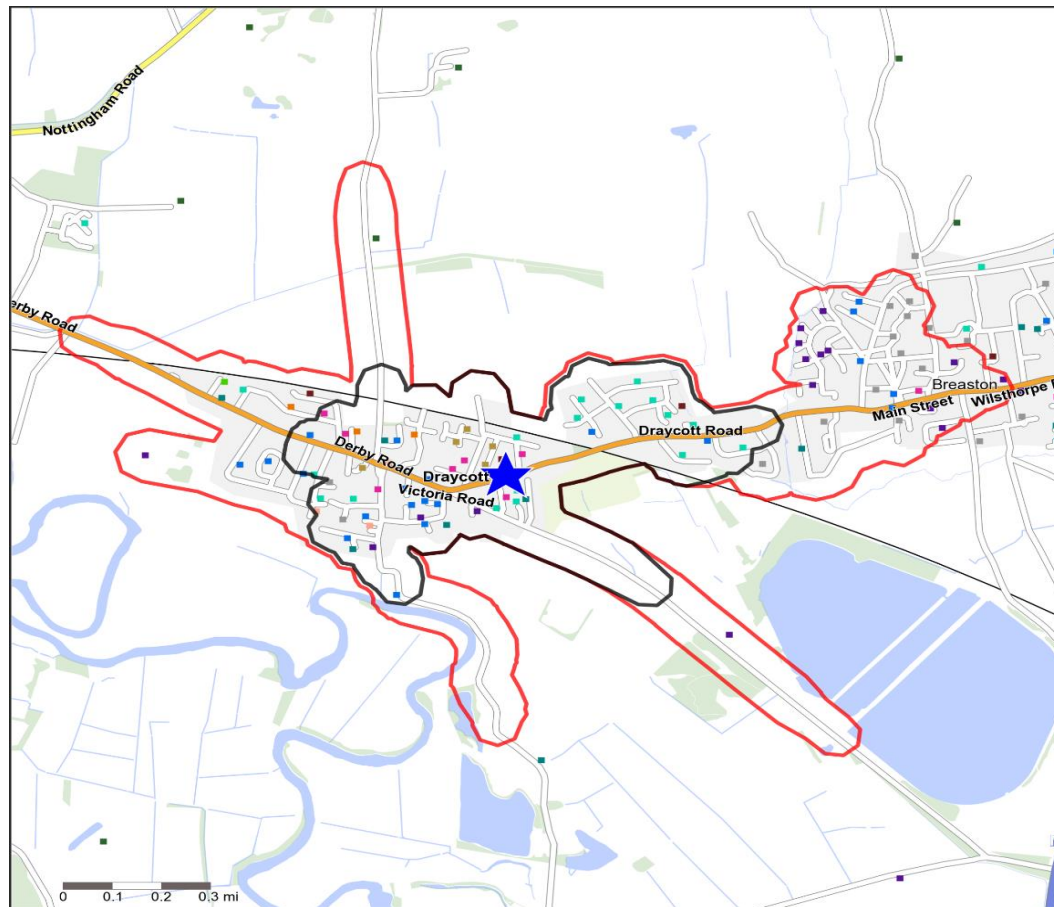
Number of Pubs	3	5	342
Catchment Adults 18+	2,391	4,235	323,704
Catchment Adults 18+ Per Pub	797	847	947
Populaton Projection 2018 to 2028 (% change)	7.38%	5.63%	6.19%

		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	2,045	85.5	165	1	High Street Pub	3,098	73.2	141	1	High Street Pub	255,752	79.0	153
2	Community Pub	2,026	84.7	182	2	Community Pub	2,476	58.5	125	2	Community Pub	202,269	62.5	134
3	Premium Local	1,186	49.6	79	3	Premium Local	2,440	57.6	91	3	Premium Local	151,902	46.9	74
4	Circuit Bar	800	33.5	259	4	Great Pub Great Food	1,799	42.5	329	4	Great Pub Great Food	100,844	31.2	241
5	Great Pub Great Food	699	29.2	72	5	Circuit Bar	867	20.5	51	5	Bit of Style	75,656	23.4	58
6	Bit of Style	539	22.5	84	6	Bit of Style	784	18.5	69	6	Circuit Bar	51,534	15.9	59
7	Craft Led	389	16.3	158	7	Craft Led	424	10.0	97	7	Craft Led	40,954	12.7	123

	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	212	8.9	100	385	9.1	103	26,802	8.3	94
C1	330	13.8	113	544	12.8	105	38,570	11.9	97
C2	258	10.8	131	398	9.4	114	27,589	8.5	103
DE	250	10.5	102	353	8.3	81	36,455	11.3	109

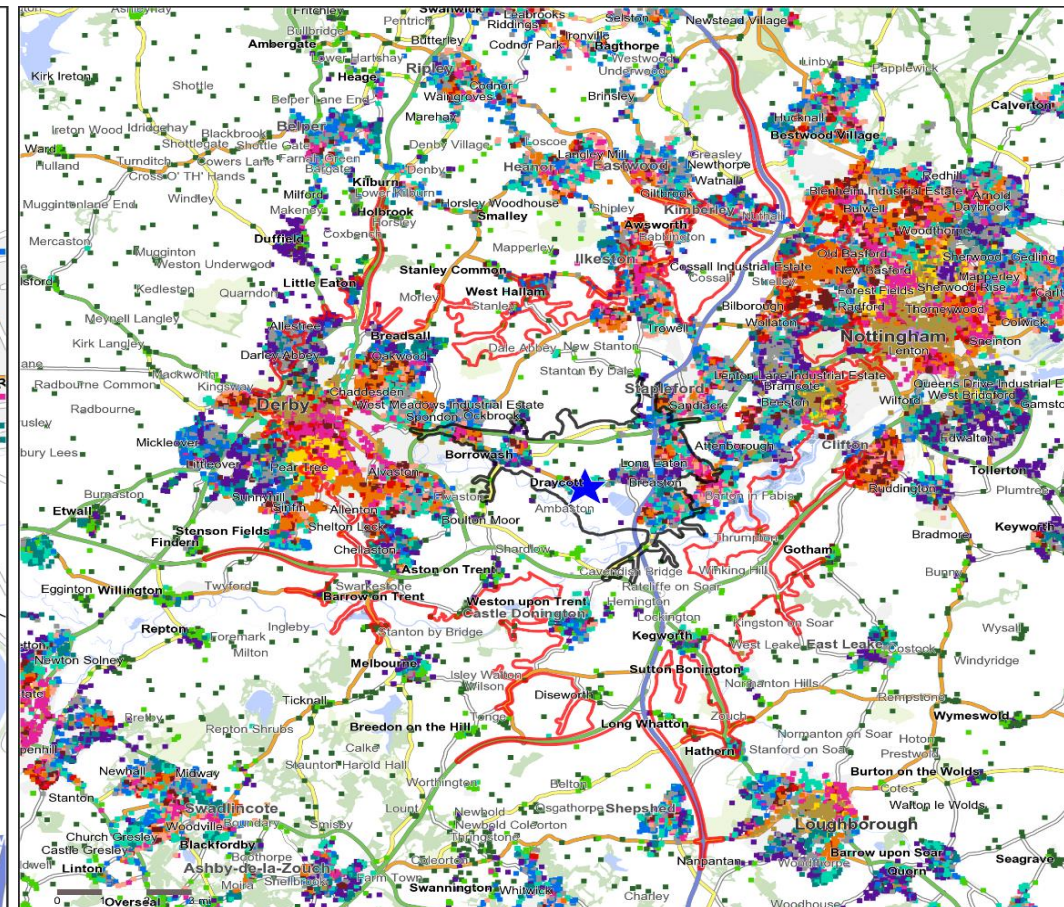
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,016	42.5	128	1,307	30.9	93	145,135	44.8	135
Medium (7-13)	941	39.4	119	1,760	41.6	125	108,072	33.4	101
High (14-19)	227	9.5	33	778	18.4	65	47,035	14.5	51

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	130
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		0	0	1	570
B06	Diamond Days		0	0	363	2,342
B07	Alpha Families		3	39	136	2,281
B08	Bank of Mum and Dad		4	56	639	3,992
B09	Empty-Nest Adventure		67	349	2,309	10,582
C10	Wealthy Landowners		5	22	158	1,137
C11	Rural Vogue		7	21	51	321
C12	Scattered Homesteads		0	0	0	31
C13	Village Retirement		0	0	38	1,970
D14	Satellite Settlers		3	11	133	3,841
D15	Local Focus		0	0	53	668
D16	Outlying Seniors		0	0	0	505
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	67	441	8,116
E19	Bungalow Heaven		11	345	1,601	8,445
E20	Classic Grandparents		12	31	1,737	7,940
E21	Solo Retirees		23	31	828	6,010
F22	Boomerang Boarders		52	153	2,065	9,131
F23	Family Ties		18	18	154	1,317
F24	Fledgling Free		52	420	2,052	9,566
F25	Dependable Me		278	379	2,714	10,882
G26	Cafés and Catchments		0	0	0	774
G27	Thriving Independence		0	0	108	5,757
G28	Modern Parents		4	4	1,042	7,708
G29	Mid-Career Convention		115	264	1,590	9,429
H30	Primary Ambitions		0	0	207	2,907
H31	Affordable Fringe		388	393	3,444	16,002
H32	First-Rung Futures		167	187	3,269	13,871
H33	Contemporary Starts		25	57	635	6,897
H34	New Foundations		0	0	0	1,044
H35	Flying Solo		222	237	354	2,858

			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	255	1,719
I37	Budget Generations		20	105	1,466	6,578
I38	Economical Families		120	120	911	9,970
I39	Families on a Budget		0	0	431	13,262
J40	Value Rentals		7	35	388	4,930
J41	Youthful Endeavours		0	0	337	3,047
J42	Midlife Renters		279	317	2,660	11,105
J43	Renting Rooms		0	0	835	18,921
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		0	0	84	4,874
K48	Mature Workers		0	0	280	2,993
L49	Flatlet Seniors		0	0	36	3,410
L50	Pocket Pensions		43	106	1,175	5,836
L51	Retirement Communities		0	0	71	1,550
L52	Estate Veterans		0	0	609	3,882
L53	Seasoned Survivors		0	0	156	4,819
M54	Down-to-Earth Owners		0	0	619	6,240
M55	Back with the Folks		0	0	968	7,487
M56	Self Supporters		82	82	2,500	11,698
N57	Community Elders		0	0	0	367
N58	Culture & Comfort		0	0	0	212
N59	Large Family Living		0	0	0	8,109
N60	Ageing Access		0	0	2	3,812
O61	Career Builders		0	0	0	4,254
O62	Central Pulse		0	0	0	3,011
O63	Flexible Workforce		0	0	0	88
O64	Bus-Route Renters		386	386	771	3,847
O65	Learners & Earners		0	0	0	10,849
O66	Student Scene		0	0	0	1,149
U99	Unclassified		0	0	51	8,655
Total			2,393	4,235	40,727	323,698

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

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. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



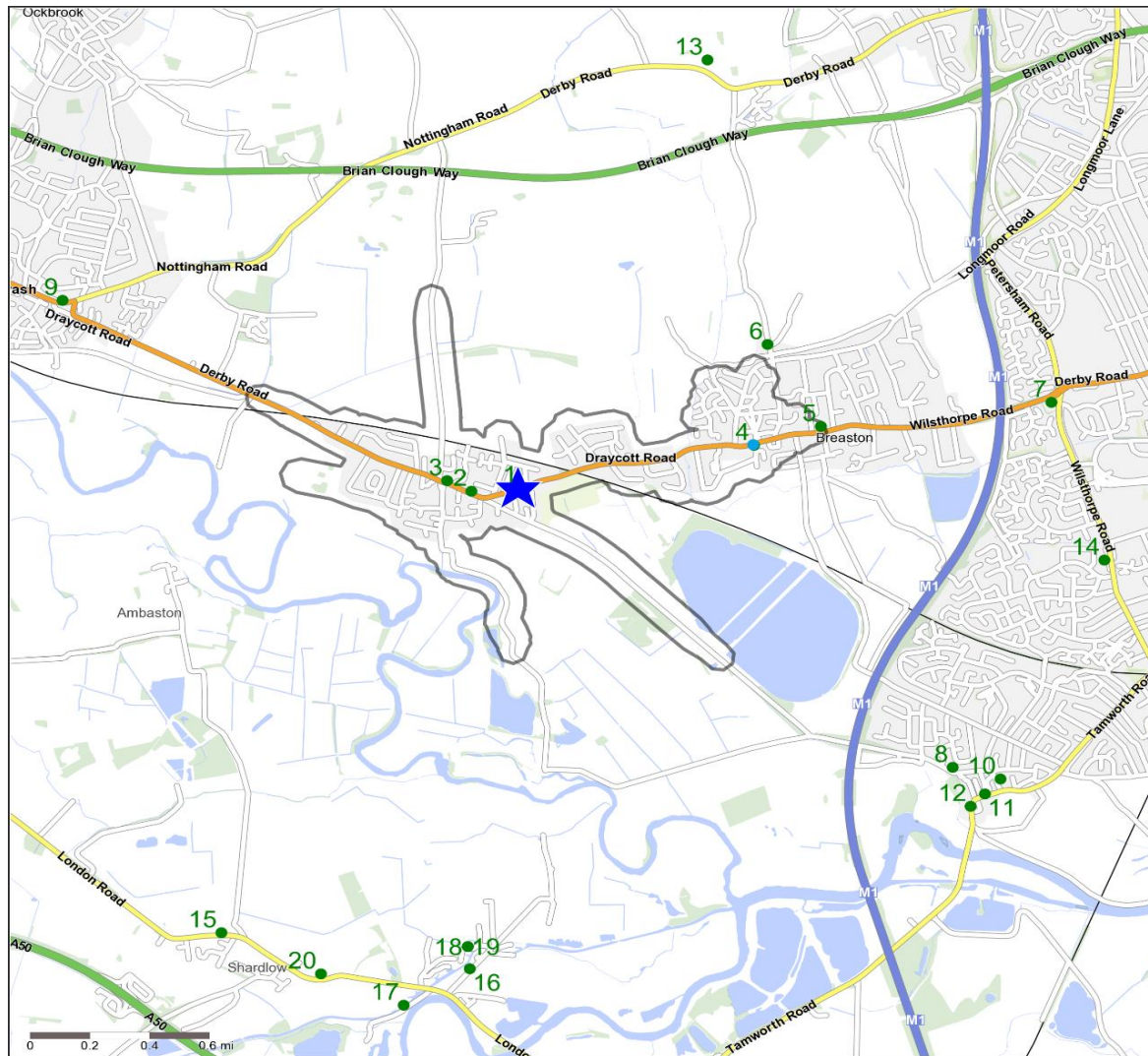
- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

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	1,147	27.1	89	548	12.9	79	2,541	60.0	115
Male: Alone	1,857	43.8	147	303	7.2	46	2,075	49.0	92
Male: Group	1,857	43.8	192	779	18.4	70	1,599	37.8	76
Male: Pair	1,373	32.4	124	799	18.9	124	2,063	48.7	85
Mixed Sex: Group	1,395	32.9	144	1,071	25.3	79	1,768	41.7	95
Mixed Sex: Pair	1,739	41.1	175	1,192	28.1	87	1,304	30.8	72
With Children	1,767	41.7	144	438	10.3	61	2,030	47.9	91
Unknown	950	22.4	68	1,064	25.1	140	2,221	52.4	109
For Eating:									
Upmarket	1,669	39.4	129	515	12.2	58	2,051	48.4	103
Midmarket	1,191	28.1	82	237	5.6	62	2,808	66.3	120
Downmarket	2,004	47.3	213	1,746	41.2	118	485	11.5	28
For Drinking (monthly spend):									
Nothing	876	20.7	68	1,936	45.7	193	1,423	33.6	75
Low (less than £10)	1,373	32.4	109	1,999	47.2	201	863	20.4	45
Medium (Between £10 and £40)	1,373	32.4	106	987	23.3	131	1,875	44.3	88
High (Greater than £40)	685	16.2	62	1,605	37.9	185	1,945	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	94,249	29.1	96	54,266	16.8	102	166,534	51.4	99
Male: Alone	125,671	38.8	130	51,494	15.9	102	137,883	42.6	80
Male: Group	78,830	24.4	106	96,937	29.9	114	139,281	43.0	87
Male: Pair	94,442	29.2	112	77,583	24.0	157	143,024	44.2	77
Mixed Sex: Group	99,975	30.9	135	73,558	22.7	71	141,516	43.7	100
Mixed Sex: Pair	103,387	31.9	136	105,607	32.6	100	106,054	32.8	77
With Children	123,721	38.2	132	51,033	15.8	94	140,295	43.3	82
Unknown	101,638	31.4	96	46,347	14.3	80	167,064	51.6	108
For Eating:									
Upmarket	102,705	31.7	104	71,855	22.2	107	140,489	43.4	92
Midmarket	117,686	36.4	106	21,016	6.5	72	176,346	54.5	98
Downmarket	106,860	33.0	149	117,139	36.2	104	91,050	28.1	68
For Drinking (monthly spend):									
Nothing	86,536	26.7	88	93,764	29.0	123	134,749	41.6	93
Low (less than £10)	92,500	28.6	96	77,960	24.1	103	144,589	44.7	98
Medium (Between £10 and £40)	104,930	32.4	106	39,386	12.2	68	170,733	52.7	105
High (Greater than £40)	72,621	22.4	87	68,223	21.1	103	174,205	53.8	103

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	Olympic Hotel, DE72 3QB	Star Pubs & Bars	0.6	0.1
2	Coach & Horses, DE72 3PS	Ei Group	3.6	0.7
3	Victoria Hotel, DE72 3NA	Admiral Taverns Ltd	5.4	0.9
4	Chequers Inn, DE72 3DX	Star Pubs & Bars	15.4	2.8
5	Bulls Head, DE72 3EA	Marston's	20.5	3.5
6	Navigation Inn, DE72 3BP	Punch Pub Company	22.3	4.2
7	Eaton Farm, NG10 4AW	Marston's	36.2	5.7
8	Railway Inn, NG10 3AP	Marston's	37.1	5.1
9	Nags Head Hotel, DE72 3FP	Marston's	39.8	5.2
10	Nags Head Inn, NG10 3AL	Marston's	40.7	5.9
11	White Lion, NG10 3AT	*Other Small Retail Groups	41.0	6.3
12	Harrington Arms, NG10 3AU	Greene King	41.3	6.4
13	Risley Park, DE72 3SS	Star Pubs & Bars	43.5	5.6
14	Wilthorpe Tavern, NG10 3LJ	Star Pubs & Bars	50.7	7.9
15	Dog & Duck, DE72 2GR	Marston's	112.2	14.6
16	Navigation Inn, DE72 2HA	Punch Pub Company	112.4	12.4
17	Clock Warehouse, DE72 2GL	Marston's	114.1	12.2
18	Malt Shovel, DE72 2HG	Marston's	114.6	12.9
19	New Inn, DE72 2HG	Ei Group	114.6	12.9
20	Shakespeare, DE72 2GP	Trust Inns	117.4	13.1