

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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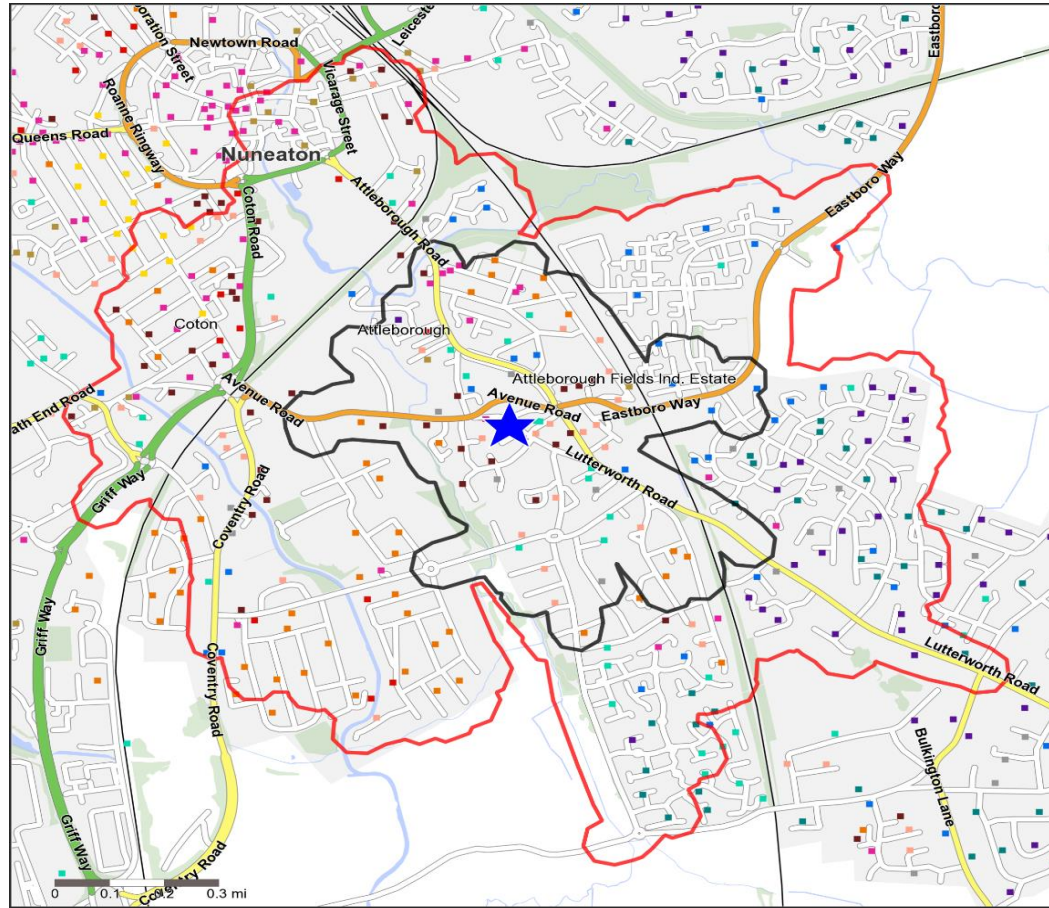
Number of Pubs	7	15	250
Catchment Adults 18+	3,520	12,501	329,658
Catchment Adults 18+ Per Pub	503	833	1,319
Populaton Projection 2018 to 2028 (% change)	2.43%	4.12%	8.47%

		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	3,276	93.1	180	1	High Street Pub	10,513	84.1	162	1	High Street Pub	259,513	78.7	152
2	Community Pub	3,143	89.3	192	2	Community Pub	8,935	71.5	153	2	Community Pub	216,299	65.6	141
3	Premium Local	845	24.0	38	3	Premium Local	4,621	37.0	59	3	Premium Local	129,565	39.3	62
4	Great Pub Great Food	462	13.1	102	4	Great Pub Great Food	3,191	25.5	197	4	Great Pub Great Food	86,602	26.3	203
5	Circuit Bar	358	10.2	25	5	Bit of Style	1,919	15.4	38	5	Bit of Style	58,104	17.6	44
6	Bit of Style	257	7.3	27	6	Circuit Bar	1,238	9.9	37	6	Circuit Bar	42,719	13.0	48
7	Craft Led	230	6.5	63	7	Craft Led	856	6.8	66	7	Craft Led	27,583	8.4	81

	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	186	5.3	60	837	6.7	76	20,175	6.1	69
C1	382	10.9	89	1,397	11.2	91	38,754	11.8	96
C2	388	11.0	134	1,254	10.0	122	30,223	9.2	111
DE	469	13.3	129	1,707	13.7	133	43,399	13.2	128

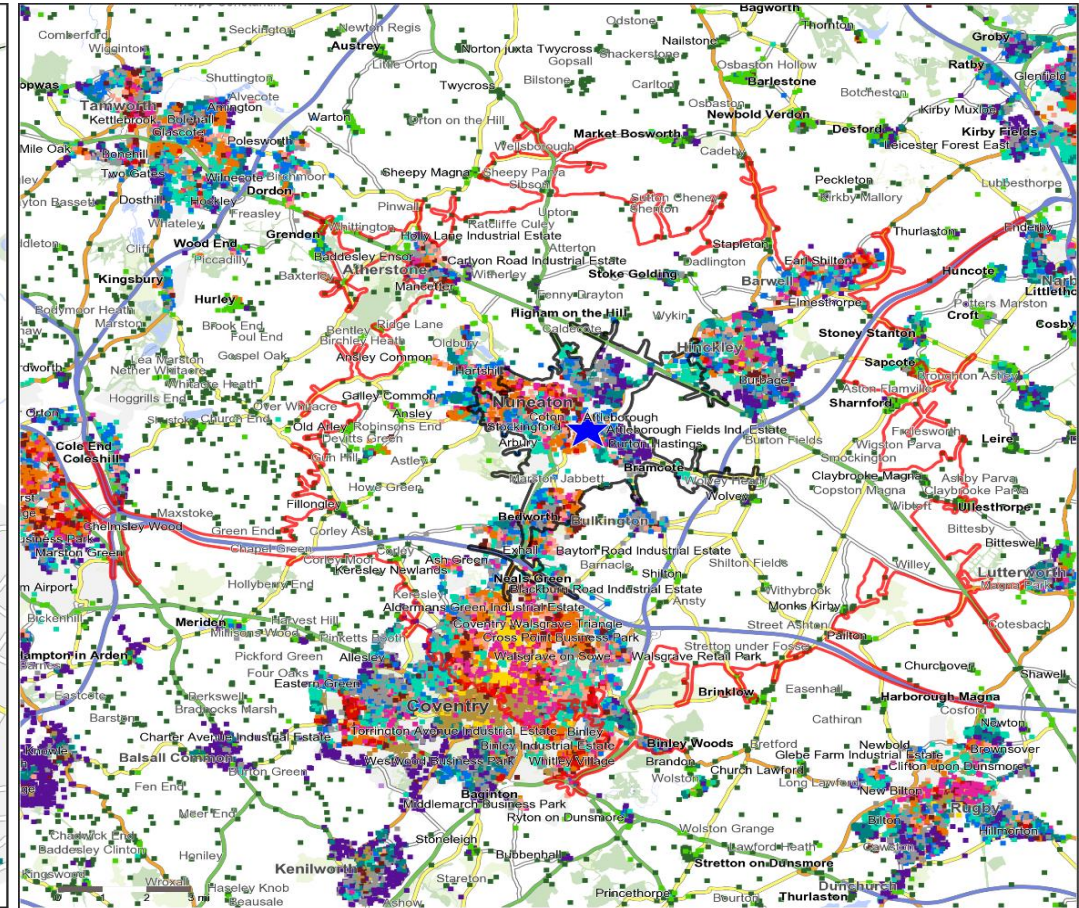
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,214	62.9	190	6,796	54.4	164	156,804	47.6	143
Medium (7-13)	1,112	31.6	95	3,870	31.0	93	124,870	37.9	114
High (14-19)	163	4.6	16	1,919	15.4	54	44,355	13.5	47

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

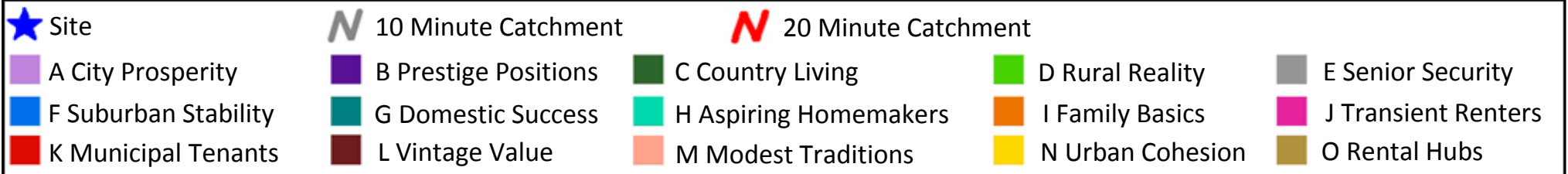


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0	7
B06	Diamond Days			0	8	71	420
B07	Alpha Families			0	0	177	1,523
B08	Bank of Mum and Dad			76	324	1,697	3,918
B09	Empty-Nest Adventure			0	695	4,012	8,360
C10	Wealthy Landowners			0	0	113	3,243
C11	Rural Vogue			0	0	15	955
C12	Scattered Homesteads			0	0	5	472
C13	Village Retirement			0	0	46	3,508
D14	Satellite Settlers			0	0	30	3,640
D15	Local Focus			0	0	14	1,878
D16	Outlying Seniors			0	0	51	1,939
D17	Far-Flung Outposts			0	0	0	0
E18	Legacy Elders			0	121	969	1,851
E19	Bungalow Heaven			21	31	2,344	10,355
E20	Classic Grandparents			21	138	2,361	9,228
E21	Solo Retirees			196	214	1,307	9,049
F22	Boomerang Boarders			90	395	2,208	6,999
F23	Family Ties			0	267	1,601	4,504
F24	Fledgling Free			138	182	2,670	9,781
F25	Dependable Me			0	326	1,629	6,867
G26	Cafés and Catchments			0	0	0	122
G27	Thriving Independence			0	249	602	976
G28	Modern Parents			0	279	1,395	6,534
G29	Mid-Career Convention			0	522	3,055	8,023
H30	Primary Ambitions			33	262	1,309	8,413
H31	Affordable Fringe			125	154	3,825	17,644
H32	First-Rung Futures			192	441	2,618	12,597
H33	Contemporary Starts			0	52	2,782	7,201
H34	New Foundations			19	19	226	1,045
H35	Flying Solo			0	83	326	1,615

				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			45	166	475	2,216
I37	Budget Generations			259	916	1,928	6,014
I38	Economical Families			594	1,164	4,350	19,242
I39	Families on a Budget			4	402	2,917	13,421
J40	Value Rentals			13	13	576	3,051
J41	Youthful Endeavours			19	64	918	2,224
J42	Midlife Renters			26	336	1,634	11,618
J43	Renting Rooms			167	655	2,888	22,470
K44	Inner City Stalwarts			0	0	0	27
K45	City Diversity			0	0	0	264
K46	High Rise Residents			0	0	0	1,192
K47	Single Essentials			39	333	1,505	4,843
K48	Mature Workers			0	135	900	3,139
L49	Flatlet Seniors			128	496	1,522	3,750
L50	Pocket Pensions			185	312	935	4,112
L51	Retirement Communities			54	62	348	983
L52	Estate Veterans			17	17	221	3,992
L53	Seasoned Survivors			90	613	1,981	6,771
M54	Down-to-Earth Owners			172	325	1,321	4,352
M55	Back with the Folks			93	412	2,976	16,247
M56	Self Supporters			615	790	3,504	16,650
N57	Community Elders			0	127	168	1,856
N58	Culture & Comfort			0	0	0	1,646
N59	Large Family Living			0	153	874	11,347
N60	Ageing Access			0	0	0	126
O61	Career Builders			0	0	13	214
O62	Central Pulse			0	0	0	560
O63	Flexible Workforce			0	0	0	1,378
O64	Bus-Route Renters			89	247	1,026	4,880
O65	Learners & Earners			0	0	0	5,019
O66	Student Scene			0	0	0	1,356
U99	Unclassified			0	0	269	2,027
Total				3,520	12,500	70,707	329,654

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. I37 Budget Generations

Families providing lodgings for adult children and gaining the benefit of pooled resources



- Extended families
- Supporting adult & younger children
- Ex-council owners and social renters
- Bills can be a struggle
- Price is important
- Likely to have a games console

3. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

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. 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

3. H31 Affordable Fringe

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



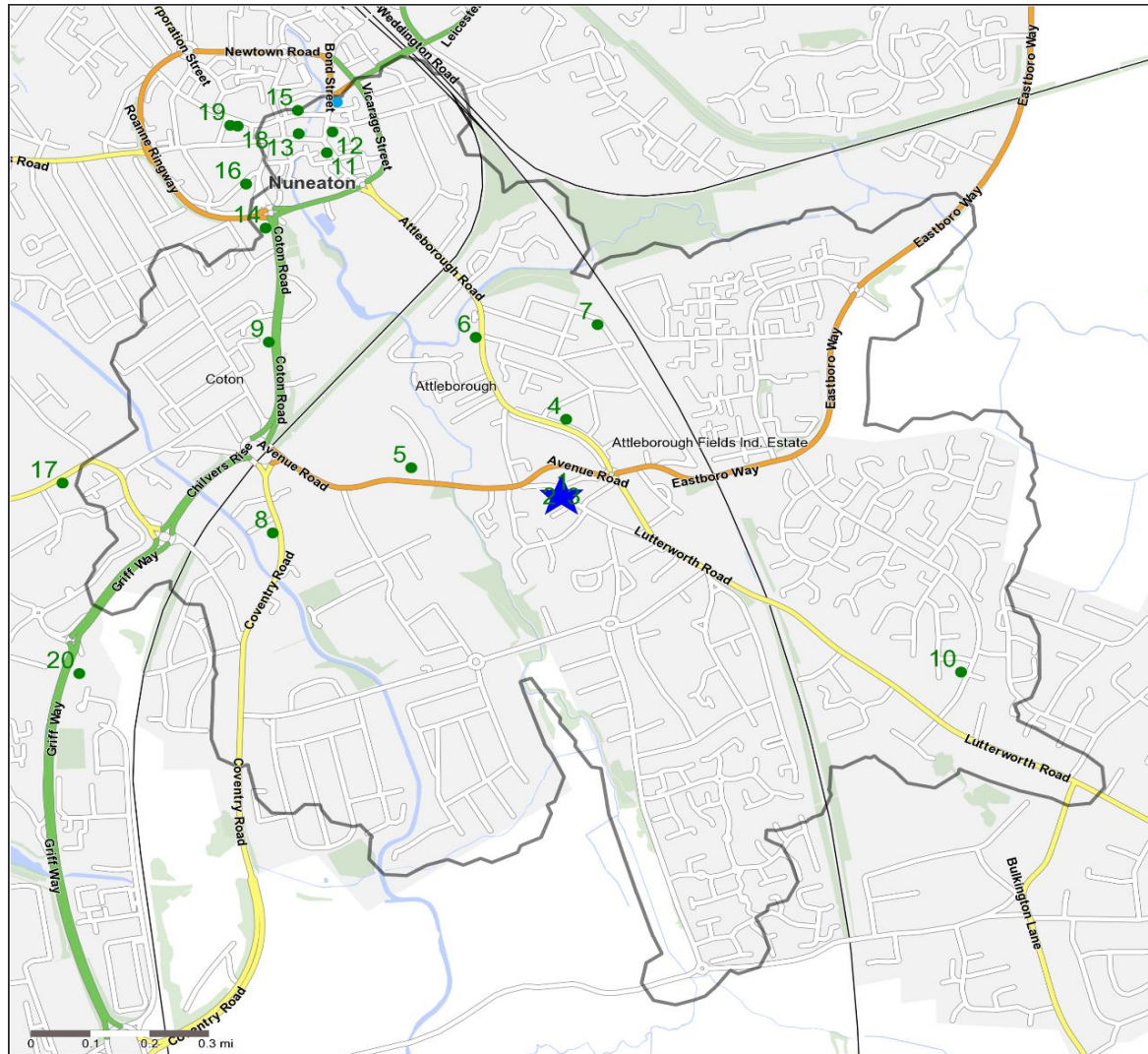
- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

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	4,102	32.8	108	1,892	15.1	93	6,507	52.1	100
Male: Alone	5,057	40.5	136	1,799	14.4	92	5,645	45.2	85
Male: Group	3,584	28.7	125	3,920	31.4	120	4,996	40.0	81
Male: Pair	3,184	25.5	98	4,350	34.8	228	4,967	39.7	69
Mixed Sex: Group	4,606	36.8	161	3,023	24.2	76	4,871	39.0	89
Mixed Sex: Pair	3,990	31.9	136	4,919	39.3	121	3,591	28.7	67
With Children	6,254	50.0	173	1,953	15.6	93	4,294	34.3	65
Unknown	4,829	38.6	118	1,687	13.5	75	5,984	47.9	100
For Eating:									
Upmarket	3,787	30.3	99	3,405	27.2	131	5,309	42.5	90
Midmarket	5,604	44.8	131	714	5.7	63	6,182	49.5	89
Downmarket	4,923	39.4	177	5,326	42.6	122	2,251	18.0	43
For Drinking (monthly spend):									
Nothing	5,118	40.9	135	3,605	28.8	122	3,777	30.2	67
Low (less than £10)	4,500	36.0	121	2,777	22.2	95	5,224	41.8	92
Medium (Between £10 and £40)	4,500	36.0	118	1,918	15.3	86	6,083	48.7	97
High (Greater than £40)	3,550	28.4	110	3,114	24.9	121	5,837	46.7	89

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	108,390	32.9	109	55,601	16.9	103	163,640	49.6	95
Male: Alone	130,278	39.5	133	39,612	12.0	77	157,741	47.8	90
Male: Group	70,363	21.3	93	119,310	36.2	138	137,958	41.8	84
Male: Pair	99,223	30.1	115	96,547	29.3	192	131,861	40.0	70
Mixed Sex: Group	109,917	33.3	146	88,318	26.8	84	129,395	39.3	89
Mixed Sex: Pair	106,185	32.2	137	114,115	34.6	106	107,331	32.6	76
With Children	156,291	47.4	164	54,240	16.5	98	117,100	35.5	67
Unknown	129,636	39.3	120	44,596	13.5	75	153,399	46.5	97
For Eating:									
Upmarket	107,227	32.5	106	77,627	23.5	113	142,778	43.3	92
Midmarket	137,308	41.7	121	19,477	5.9	65	170,846	51.8	94
Downmarket	123,683	37.5	169	118,133	35.8	103	85,815	26.0	63
For Drinking (monthly spend):									
Nothing	113,058	34.3	113	86,491	26.2	111	128,083	38.9	87
Low (less than £10)	102,388	31.1	104	82,743	25.1	107	142,500	43.2	95
Medium (Between £10 and £40)	103,994	31.5	103	49,812	15.1	85	173,825	52.7	105
High (Greater than £40)	69,600	21.1	82	73,590	22.3	109	184,441	55.9	107

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	Fox Inn, CV11 4JY	Marston's	0.0	0.2
2	Jollies, CV11 4JY	Independent Free	0.0	0.2
3	Royal Oak, CV11 4JY	Star Pubs & Bars	0.0	0.2
4	Attleborough Arms, CV11 4PL	Marston's	5.1	1.3
5	Toby Carvery, CV11 4LX	Mitchells & Butlers	6.9	1.3
6	Fuzzy Duck, CV11 4JQ	Independent Free	9.1	1.8
7	Crystal Palace Inn, CV11 4NZ	Independent Free	10.6	2.1
8	Arches, CV11 4NL	Admiral Taverns Ltd	14.8	2.6
9	Rose Inn, CV11 5TS	Marston's	16.0	2.6
10	Crows Nest, CV11 6PJ	Marston's	16.6	3.4
11	Pop World, CV11 4AD	Stonegate Pub Company	17.8	3.5
12	Granby, CV11 4AE	Star Pubs & Bars	18.7	3.9
13	George Eliot, CV11 4DZ	Mitchells & Butlers	19.6	3.7
14	Gurkha Corner, CV11 5TJ	Independent Free	20.2	3.0
15	Bierkeller, CV11 4EU	Independent Free	20.8	4.2
16	Jailhouse Bistro, CV11 5QH	Independent Free	21.4	3.6
17	Horsehoes, CV10 7JQ	Everards	21.7	3.7
18	Blue Bear, CV11 5BP	Independent Free	22.0	5.0
19	Felix Holt, CV11 5BS	Wetherspoon	22.6	5.0
20	Tracey's Cafe, CV10 7DA	Independent Free	23.5	3.2