

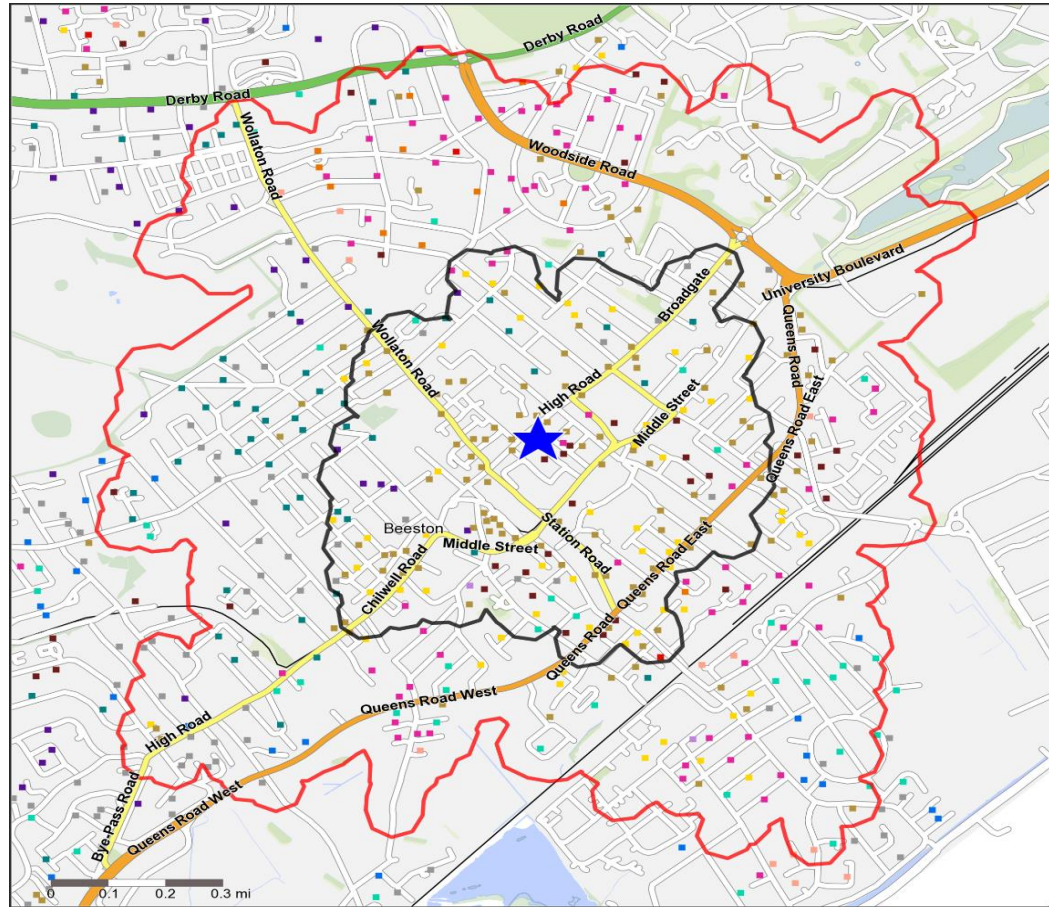
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	14	17	389
Catchment Adults 18+	7,326	22,010	390,973
Catchment Adults 18+ Per Pub	523	1,295	1,005
Populaton Projection 2018 to 2028 (% change)	9.39%	7.89%	6.06%

		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	6,346	86.6	167	1	High Street Pub	17,515	79.6	154	1	High Street Pub	315,855	80.8	156
2	Community Pub	4,147	56.6	121	2	Community Pub	13,062	59.3	127	2	Community Pub	248,852	63.6	137
3	Bit of Style	3,603	49.2	78	3	Premium Local	8,793	40.0	63	3	Premium Local	154,231	39.4	63
4	Premium Local	3,227	44.0	341	4	Bit of Style	7,289	33.1	256	4	Bit of Style	117,206	30.0	232
5	Craft Led	3,126	42.7	106	5	Great Pub Great Food	5,474	24.9	62	5	Great Pub Great Food	105,447	27.0	67
6	Circuit Bar	2,695	36.8	137	6	Craft Led	5,085	23.1	86	6	Circuit Bar	82,376	21.1	79
7	Great Pub Great Food	1,445	19.7	191	7	Circuit Bar	4,672	21.2	206	7	Craft Led	78,165	20.0	194

	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	903	12.3	139	2,447	11.1	126	34,030	8.7	98
C1	963	13.1	107	2,503	11.4	93	51,522	13.2	107
C2	288	3.9	48	1,044	4.7	57	28,191	7.2	87
DE	512	7.0	68	1,705	7.7	75	44,087	11.3	110

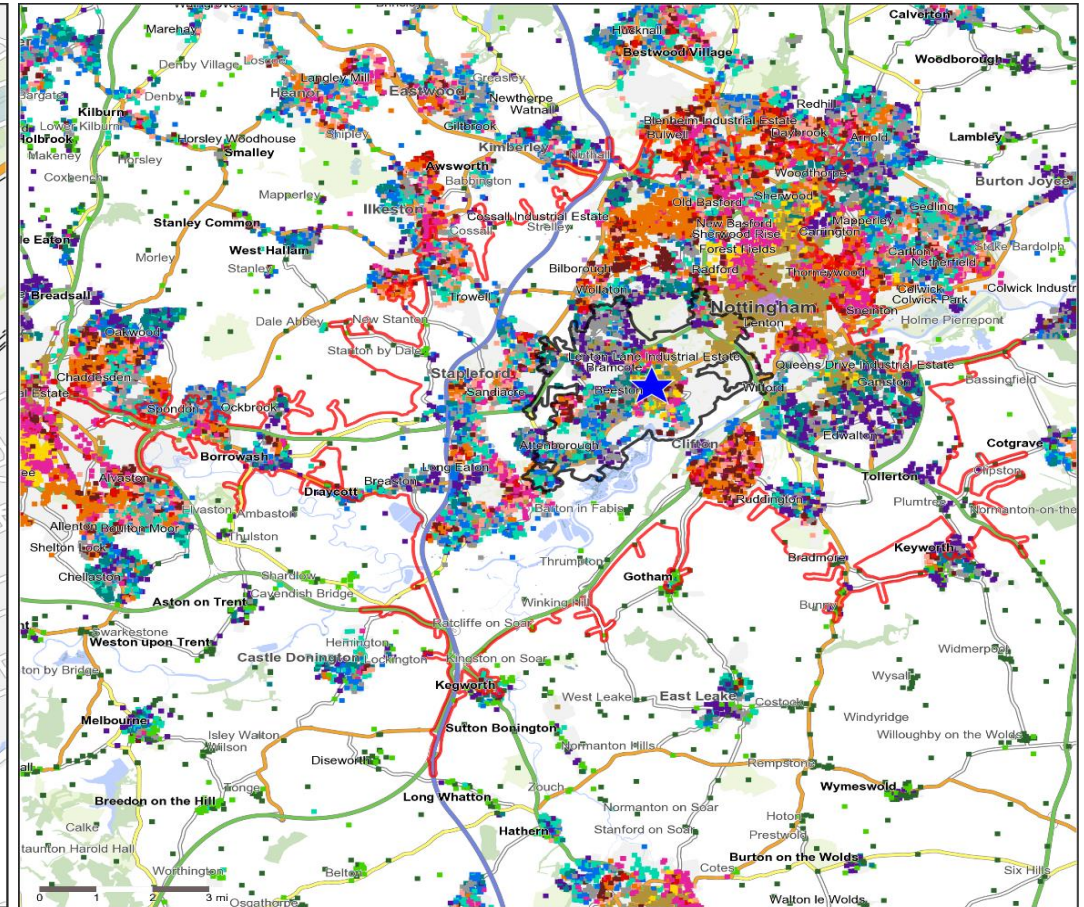
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,517	34.4	104	8,026	36.5	110	175,593	44.9	135
Medium (7-13)	2,856	39.0	118	7,044	32.0	97	113,603	29.1	88
High (14-19)	630	8.6	30	2,246	10.2	36	54,134	13.8	49

## 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	182
A02	Uptown Elite		7	20	20	2,103
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	833
B05	Premium Fortunes		0	48	521	1,311
B06	Diamond Days		149	261	1,045	4,092
B07	Alpha Families		0	0	539	3,388
B08	Bank of Mum and Dad		0	95	927	5,276
B09	Empty-Nest Adventure		16	159	1,666	9,352
C10	Wealthy Landowners		0	0	0	937
C11	Rural Vogue		0	0	0	176
C12	Scattered Homesteads		0	0	0	25
C13	Village Retirement		0	0	0	810
D14	Satellite Settlers		0	0	0	1,275
D15	Local Focus		0	0	0	151
D16	Outlying Seniors		0	0	0	161
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		113	875	5,436	10,761
E19	Bungalow Heaven		25	43	956	6,578
E20	Classic Grandparents		11	141	1,370	7,105
E21	Solo Retirees		28	350	1,476	6,465
F22	Boomerang Boarders		0	120	2,118	8,154
F23	Family Ties		0	0	240	1,690
F24	Fledgling Free		0	3	124	5,295
F25	Dependable Me		0	330	2,191	8,530
G26	Cafés and Catchments		78	143	231	4,443
G27	Thriving Independence		363	1,445	3,045	11,838
G28	Modern Parents		0	0	566	5,593
G29	Mid-Career Convention		0	24	703	5,180
H30	Primary Ambitions		56	491	781	4,469
H31	Affordable Fringe		0	351	931	9,637
H32	First-Rung Futures		217	581	2,739	12,520
H33	Contemporary Starts		0	95	1,108	4,654
H34	New Foundations		0	16	40	1,806
H35	Flying Solo		49	87	554	2,197

			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	476	480	1,798
I37	Budget Generations		0	0	174	6,995
I38	Economical Families		0	80	307	11,762
I39	Families on a Budget		0	103	297	23,608
J40	Value Rentals		0	34	209	3,754
J41	Youthful Endeavours		0	545	756	3,909
J42	Midlife Renters		306	1,726	2,674	11,256
J43	Renting Rooms		76	1,394	1,569	28,627
K44	Inner City Stalwarts		0	0	0	208
K45	City Diversity		0	0	0	269
K46	High Rise Residents		0	0	0	1,514
K47	Single Essentials		26	64	259	5,814
K48	Mature Workers		0	0	105	4,415
L49	Flatlet Seniors		269	437	642	5,843
L50	Pocket Pensions		42	138	750	5,773
L51	Retirement Communities		228	399	771	2,487
L52	Estate Veterans		63	109	670	3,980
L53	Seasoned Survivors		0	23	340	8,855
M54	Down-to-Earth Owners		0	29	429	5,146
M55	Back with the Folks		0	342	951	6,274
M56	Self Supporters		0	77	366	9,225
N57	Community Elders		0	0	0	1,515
N58	Culture & Comfort		0	0	0	272
N59	Large Family Living		0	0	0	2,893
N60	Ageing Access		1,672	2,399	2,713	7,660
O61	Career Builders		664	1,438	2,121	10,318
O62	Central Pulse		448	463	801	12,110
O63	Flexible Workforce		0	0	0	1,109
O64	Bus-Route Renters		233	370	753	4,159
O65	Learners & Earners		1,572	2,287	4,886	16,448
O66	Student Scene		151	165	2,796	17,650
U99	Unclassified		466	3,233	5,672	18,341
Total			7,328	22,009	60,818	390,974

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

### 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. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly 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. 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

### 3. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



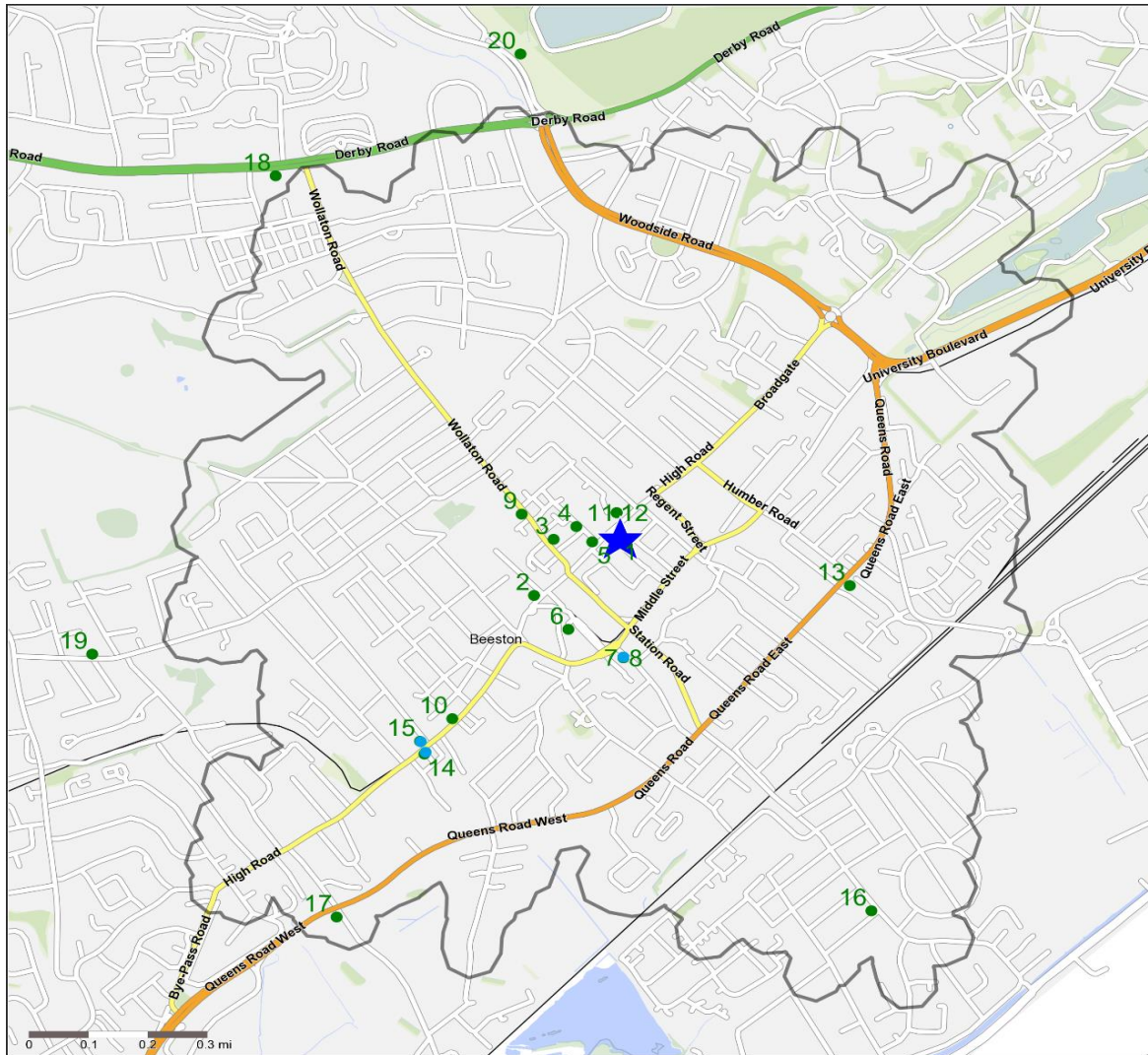
- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto: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	8,767	39.8	132	<div><div></div></div>	3,659	16.6	102	<div><div></div></div>	6,350	28.9	55	<div><div></div></div>
Male: Alone	10,322	46.9	157	<div><div></div></div>	3,293	15.0	96	<div><div></div></div>	5,161	23.4	44	<div><div></div></div>
Male: Group	6,498	29.5	129	<div><div></div></div>	5,151	23.4	89	<div><div></div></div>	7,127	32.4	65	<div><div></div></div>
Male: Pair	9,226	41.9	161	<div><div></div></div>	2,850	12.9	85	<div><div></div></div>	6,700	30.4	53	<div><div></div></div>
Mixed Sex: Group	9,955	45.2	198	<div><div></div></div>	2,164	9.8	31	<div><div></div></div>	6,657	30.2	69	<div><div></div></div>
Mixed Sex: Pair	6,084	27.6	118	<div><div></div></div>	8,131	36.9	114	<div><div></div></div>	4,561	20.7	48	<div><div></div></div>
With Children	6,452	29.3	101	<div><div></div></div>	1,070	4.9	29	<div><div></div></div>	11,254	51.1	97	<div><div></div></div>
Unknown	3,348	15.2	46	<div><div></div></div>	5,046	22.9	128	<div><div></div></div>	10,382	47.2	98	<div><div></div></div>
For Eating:												
Upmarket	8,870	40.3	132	<div><div></div></div>	5,800	26.4	127	<div><div></div></div>	4,106	18.7	39	<div><div></div></div>
Midmarket	11,611	52.8	154	<div><div></div></div>	1,231	5.6	62	<div><div></div></div>	5,935	27.0	49	<div><div></div></div>
Downmarket	4,708	21.4	96	<div><div></div></div>	6,851	31.1	89	<div><div></div></div>	7,218	32.8	79	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	4,588	20.8	69	<div><div></div></div>	3,695	16.8	71	<div><div></div></div>	10,494	47.7	106	<div><div></div></div>
Low (less than £10)	4,546	20.7	69	<div><div></div></div>	5,345	24.3	103	<div><div></div></div>	8,886	40.4	89	<div><div></div></div>
Medium (Between £10 and £40)	7,344	33.4	109	<div><div></div></div>	1,920	8.7	49	<div><div></div></div>	9,512	43.2	86	<div><div></div></div>
High (Greater than £40)	7,958	36.2	140	<div><div></div></div>	2,611	11.9	58	<div><div></div></div>	8,207	37.3	71	<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	133,705	34.2	113	63,022	16.1	99	175,906	45.0	86
Male: Alone	134,066	34.3	115	87,372	22.3	143	151,194	38.7	73
Male: Group	93,158	23.8	104	121,781	31.1	119	157,693	40.3	81
Male: Pair	109,112	27.9	107	90,138	23.1	151	173,382	44.3	77
Mixed Sex: Group	149,143	38.1	167	60,840	15.6	49	162,649	41.6	95
Mixed Sex: Pair	118,801	30.4	130	140,574	36.0	111	113,257	29.0	68
With Children	127,875	32.7	113	53,570	13.7	81	191,187	48.9	92
Unknown	121,609	31.1	95	59,371	15.2	85	191,652	49.0	102
For Eating:									
Upmarket	132,421	33.9	111	93,370	23.9	115	146,842	37.6	79
Midmarket	174,637	44.7	130	34,448	8.8	98	163,546	41.8	76
Downmarket	117,729	30.1	135	136,210	34.8	100	118,693	30.4	73
For Drinking (monthly spend):									
Nothing	88,256	22.6	75	102,682	26.3	111	181,694	46.5	104
Low (less than £10)	90,373	23.1	77	72,735	18.6	79	209,524	53.6	118
Medium (Between £10 and £40)	120,239	30.8	101	44,853	11.5	64	207,541	53.1	106
High (Greater than £40)	104,522	26.7	103	65,494	16.8	82	202,616	51.8	99

## 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	Maltshovel, NG 9 2LU	Star Pubs & Bars	0.0	0.0
2	Last Post, NG 9 1AA	Wetherspoon	3.6	2.3
3	Cricketers, NG 9 2NR	Ei Group	3.9	2.0
4	Royal Oak, NG 9 2NY	Independent Free	4.2	2.9
5	Bendigo Lounge, NG 9 2JQ	Loungers	4.8	2.9
6	Crown Inn, NG 9 1FY	Everards	5.1	2.2
7	Star Inn, NG 9 1FX	Star Pubs & Bars	5.4	1.3
8	White Lion, NG 9 1FX	Star Pubs & Bars	5.4	1.3
9	Commercial Inn, NG 9 2NG	Greene King	5.7	2.5
10	Bar, NG 9 1ES	Independent Free	8.8	3.0
11	Durham Ox, NG 9 2LE	Independent Free	9.7	3.4
12	Jesse Boot, NG 9 2LE	Ei Group	9.7	3.4
13	Queens Hotel, NG 9 2FE	Punch Pub Company	10.3	2.5
14	Chequers Inn, NG 9 4AF	Star Pubs & Bars	10.6	3.4
15	Hop Pole, NG 9 4AE	Star Pubs & Bars	10.6	4.1
16	Jolly Anglers, NG 9 1JS	Ei Group	16.9	4.8
17	Bee Keeper, NG 9 5AE	Greene King	19.0	4.5
18	Nurseryman, NG 9 3AE	Greene King	20.8	6.0
19	Double Top, NG 9 4EY	Independent Free	23.2	5.9
20	Miller & Carter, NG 8 2NR	Mitchells & Butlers	23.2	6.5