

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	7	52	412
Catchment Adults 18+	6,399	22,056	365,475
Catchment Adults 18+ Per Pub	914	424	887
Populaton Projection 2018 to 2028 (% change)	10.00%	7.92%	5.90%

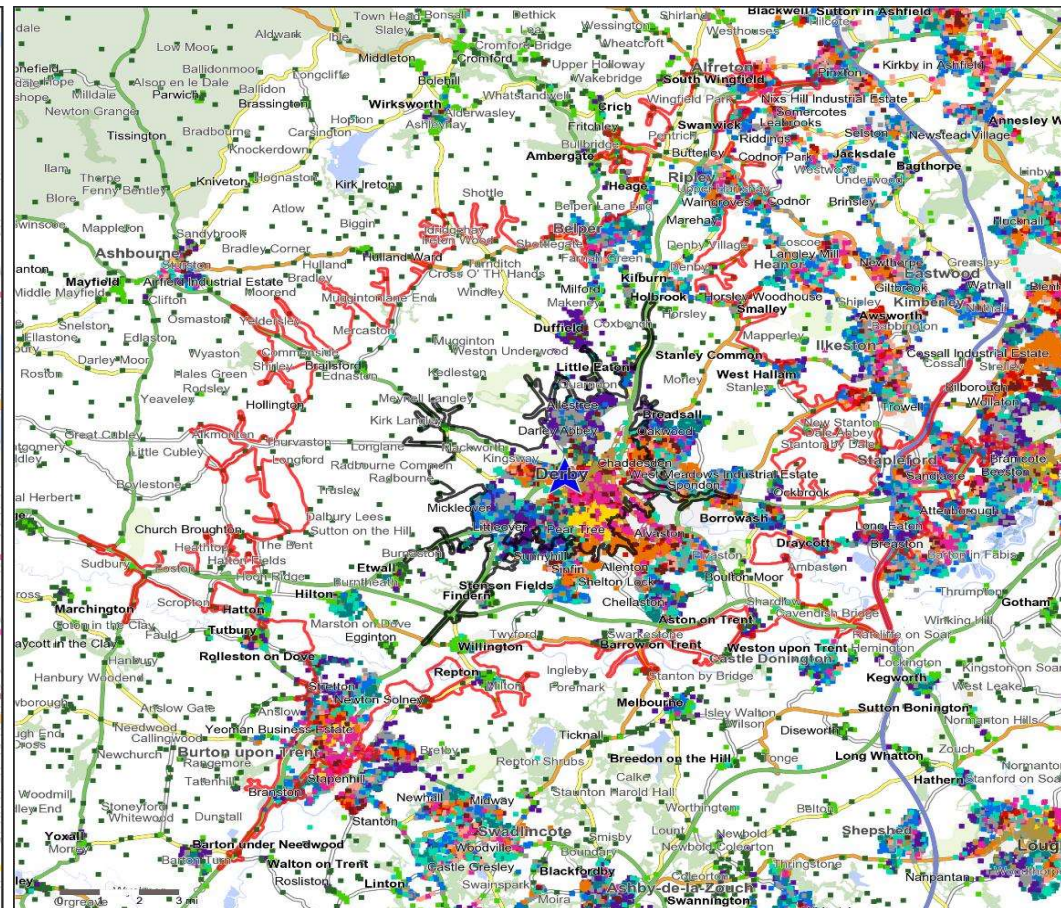
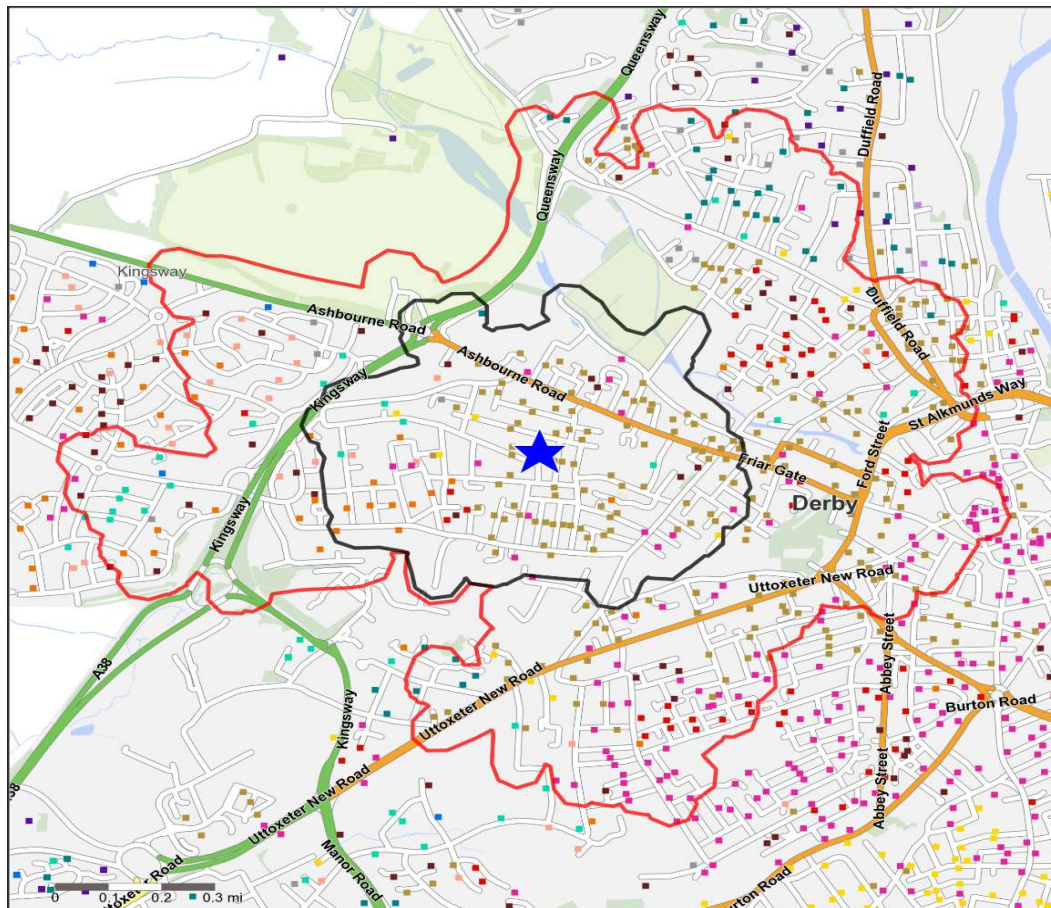
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	5,902	92.2	178	1	High Street Pub	18,684	84.7	164	1	High Street Pub	264,695	72.4	140
2	Circuit Bar	4,180	65.3	140	2	Community Pub	10,547	47.8	103	2	Community Pub	201,902	55.2	119
3	Bit of Style	3,897	60.9	97	3	Circuit Bar	10,509	47.6	76	3	Premium Local	186,362	51.0	81
4	Craft Led	3,896	60.9	471	4	Craft Led	9,950	45.1	349	4	Great Pub Great Food	129,696	35.5	274
5	Premium Local	3,535	55.2	137	5	Bit of Style	9,687	43.9	109	5	Bit of Style	82,137	22.5	56
6	Community Pub	2,489	38.9	145	6	Premium Local	8,365	37.9	141	6	Circuit Bar	49,135	13.4	50
7	Great Pub Great Food	117	1.8	18	7	Great Pub Great Food	2,019	9.2	89	7	Craft Led	33,630	9.2	89

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	482	7.5	85	1,719	7.8	88	30,949	8.5	96
C1	1,069	16.7	136	3,232	14.7	120	41,846	11.4	93
C2	476	7.4	90	1,532	6.9	84	31,152	8.5	103
DE	745	11.6	113	2,644	12.0	116	41,941	11.5	112

Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	4,150	64.9	196	11,853	53.7	162	156,493	42.8	129
Medium (7-13)	886	13.8	42	3,461	15.7	47	125,664	34.4	104
High (14-19)	107	1.7	6	877	4.0	14	62,809	17.2	60

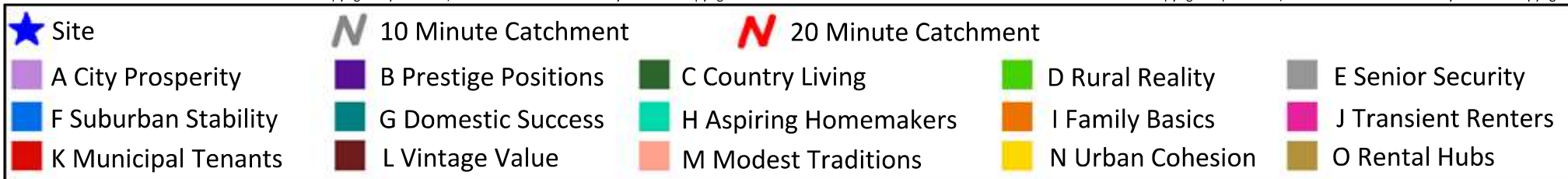
Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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	3	138	138
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	1	304	724
B06	Diamond Days	0	24	1,206	2,387
B07	Alpha Families	0	32	2,048	5,007
B08	Bank of Mum and Dad	0	36	2,311	5,426
B09	Empty-Nest Adventure	0	18	3,840	11,656
C10	Wealthy Landowners	0	0	335	5,782
C11	Rural Vogue	0	0	119	1,232
C12	Scattered Homesteads	0	0	88	496
C13	Village Retirement	0	0	367	4,831
D14	Satellite Settlers	0	0	446	9,195
D15	Local Focus	0	0	35	2,908
D16	Outlying Seniors	0	0	10	2,042
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	160	3,168	4,476
E19	Bungalow Heaven	0	0	3,937	13,078
E20	Classic Grandparents	37	73	2,003	7,005
E21	Solo Retirees	0	138	1,773	6,479
F22	Boomerang Boarders	0	11	3,315	10,218
F23	Family Ties	0	0	1,090	3,289
F24	Fledgling Free	0	31	1,127	12,839
F25	Dependable Me	0	0	2,924	13,349
G26	Cafés and Catchments	0	173	758	773
G27	Thriving Independence	25	574	2,606	4,142
G28	Modern Parents	0	0	712	13,209
G29	Mid-Career Convention	0	0	3,751	14,599
H30	Primary Ambitions	3	205	901	3,451
H31	Affordable Fringe	44	377	2,454	16,423
H32	First-Rung Futures	158	208	1,624	13,856
H33	Contemporary Starts	0	0	1,392	10,033
H34	New Foundations	0	60	822	2,175
H35	Flying Solo	0	0	358	2,239

		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	116	235	558	1,899
I37	Budget Generations	0	283	1,306	6,669
I38	Economical Families	38	40	1,565	9,760
I39	Families on a Budget	351	511	5,583	13,772
J40	Value Rentals	63	74	222	4,354
J41	Youthful Endeavours	50	157	876	2,111
J42	Midlife Renters	153	514	1,850	9,471
J43	Renting Rooms	260	2,370	11,953	21,492
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	90	1,353	2,988	4,367
K48	Mature Workers	17	52	717	4,343
L49	Flatlet Seniors	144	515	2,070	3,950
L50	Pocket Pensions	55	140	1,346	6,946
L51	Retirement Communities	41	317	917	1,489
L52	Estate Veterans	42	261	1,055	4,481
L53	Seasoned Survivors	6	155	1,047	4,915
M54	Down-to-Earth Owners	4	47	836	6,629
M55	Back with the Folks	120	543	1,482	7,465
M56	Self Supporters	45	156	905	10,244
N57	Community Elders	0	29	1,658	1,670
N58	Culture & Comfort	0	0	433	433
N59	Large Family Living	0	0	11,389	13,586
N60	Ageing Access	258	420	1,258	1,328
O61	Career Builders	45	373	2,179	2,692
O62	Central Pulse	273	1,623	2,211	2,629
O63	Flexible Workforce	0	0	236	236
O64	Bus-Route Renters	279	715	1,819	3,878
O65	Learners & Earners	3,256	6,035	7,237	7,237
O66	Student Scene	74	358	374	374
U99	Unclassified	353	2,654	2,942	3,598
Total		6,400	22,054	114,974	365,475

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

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



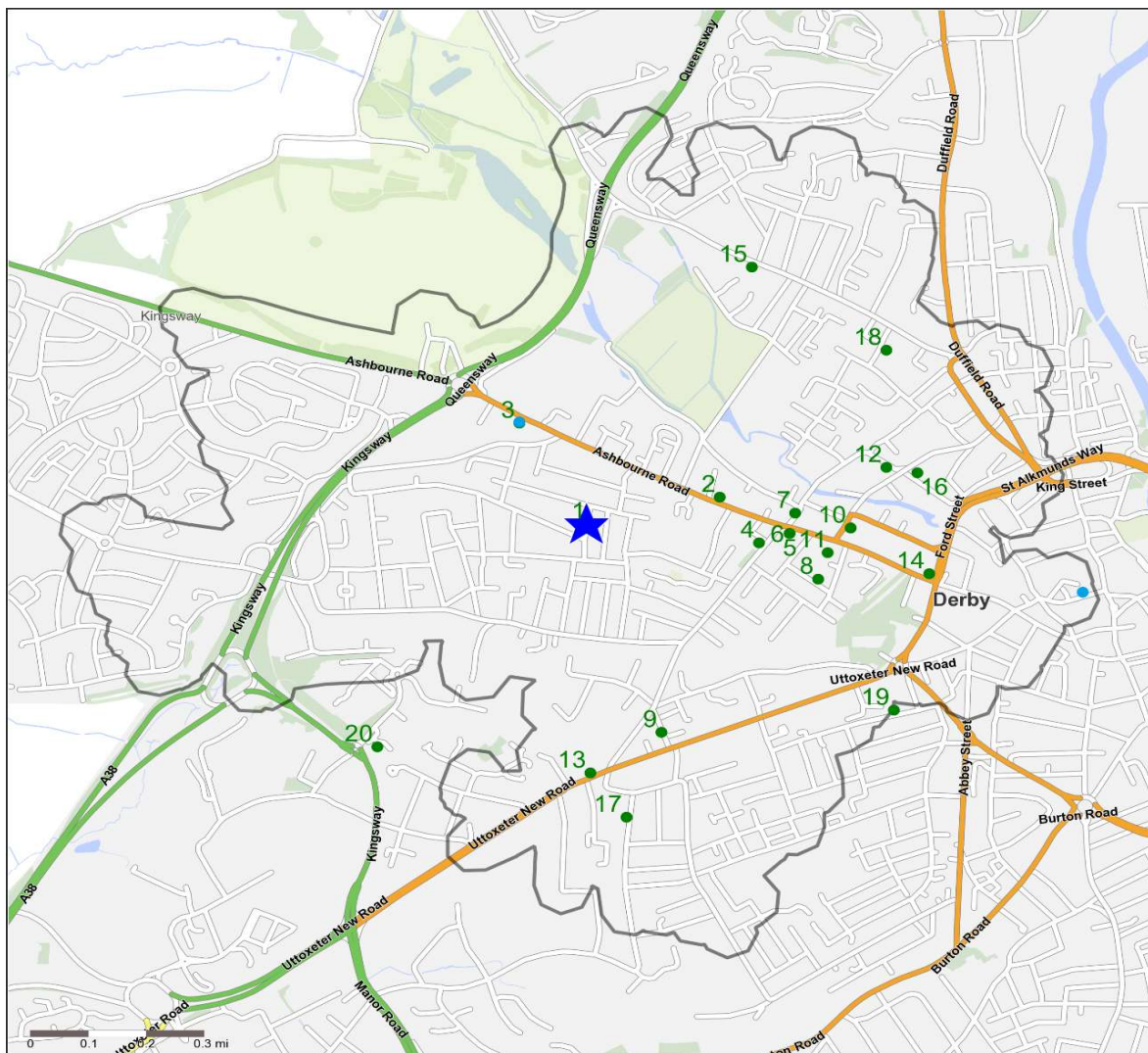
- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

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

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	11,991	54.4	180	3,670	16.6	102	3,741	17.0	33	
Male: Alone	12,288	55.7	187	3,247	14.7	94	3,867	17.5	33	
Male: Group	4,827	21.9	96	11,206	50.8	194	3,370	15.3	31	
Male: Pair	12,828	58.2	223	3,156	14.3	94	3,418	15.5	27	
Mixed Sex: Group	14,371	65.2	285	1,560	7.1	22	3,471	15.7	36	
Mixed Sex: Pair	10,568	47.9	204	6,418	29.1	90	2,416	11.0	26	
With Children	5,979	27.1	94	1,000	4.5	27	12,424	56.3	106	
Unknown	5,935	26.9	82	2,524	11.4	64	10,943	49.6	104	
For Eating:										
Upmarket	11,153	50.6	165	5,442	24.7	119	2,807	12.7	27	
Midmarket	15,157	68.7	200	907	4.1	46	3,339	15.1	27	
Downmarket	8,770	39.8	179	5,798	26.3	75	4,835	21.9	53	
For Drinking (monthly spend):										
Nothing	3,705	16.8	56	7,750	35.1	149	7,947	36.0	80	
Low (less than £10)	2,196	10.0	33	7,617	34.5	147	9,590	43.5	96	
Medium (Between £10 and £40)	9,855	44.7	146	1,238	5.6	31	8,309	37.7	75	
High (Greater than £40)	9,724	44.1	170	1,891	8.6	42	7,787	35.3	68	

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	99,039	27.1	90	66,285	18.1	111	196,553	53.8	103	
Male: Alone	135,698	37.1	125	57,647	15.8	101	168,533	46.1	86	
Male: Group	83,405	22.8	100	110,776	30.3	116	167,696	45.9	92	
Male: Pair	97,131	26.6	102	83,940	23.0	151	180,806	49.5	86	
Mixed Sex: Group	98,536	27.0	118	106,316	29.1	91	157,024	43.0	98	
Mixed Sex: Pair	117,087	32.0	137	117,677	32.2	99	127,113	34.8	81	
With Children	138,049	37.8	131	60,431	16.5	98	163,397	44.7	84	
Unknown	130,328	35.7	109	44,944	12.3	69	186,605	51.1	107	
For Eating:										
Upmarket	112,978	30.9	101	79,796	21.8	105	169,103	46.3	98	
Midmarket	120,800	33.1	96	20,159	5.5	61	220,918	60.4	109	
Downmarket	112,929	30.9	139	135,900	37.2	107	113,048	30.9	74	
For Drinking (monthly spend):										
Nothing	95,389	26.1	86	110,110	30.1	128	156,378	42.8	95	
Low (less than £10)	111,032	30.4	102	93,518	25.6	109	157,327	43.0	95	
Medium (Between £10 and £40)	116,296	31.8	104	52,150	14.3	80	193,432	52.9	105	
High (Greater than £40)	76,417	20.9	81	83,176	22.8	111	202,285	55.3	106	

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	New Zealand Arms, DE22 3GL	Star Pubs & Bars	0.0	0.0
2	Mr Grundys Tavern, DE22 3AD	Independent Free	6.0	1.7
3	Travellers Rest, DE22 3AJ	Star Pubs & Bars	7.5	1.7
4	Last Post Ale House, DE 1 1GA	Independent Free	8.8	2.0
5	Courtyard, DE 1 1FP	Independent Free	9.4	2.4
6	Mile, DE 1 1FP	Independent Free	9.4	2.4
7	Brick And Tile, DE 1 1DU	Marston's	10.3	2.3
8	York Tavern, DE 1 1FZ	Unknown	10.3	2.8
9	Junction Tavern, DE 1 1LX	Admiral Taverns Ltd	12.1	2.4
10	Woodlark Inn, DE 1 3LA	Unknown	12.1	2.7
11	Greyhound, DE 1 1FN	Derby Brewing Company	12.7	4.6
12	Maypole Inn, DE 1 3PH	Trust Inns	14.5	3.4
13	Rowditch, DE22 3LL	Independent Free	14.8	2.8
14	Pitcher & Piano, DE 1 1BX	Marston's	14.8	3.8
15	Jonty Farmer, DE22 1FT	Marston's	15.4	4.0
16	Masa, DE 1 3PF	Independent Free	15.4	4.0
17	Bedford Arms, DE22 3PB	Marston's	16.0	3.6
18	Horse & Groom, DE 1 3HN	Independent Free	17.5	4.0
19	Kensington Tavern, DE22 3QP	Admiral Taverns Ltd	21.1	4.7
20	Kings Highway, DE22 3NH	Marston's	25.7	4.5