

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

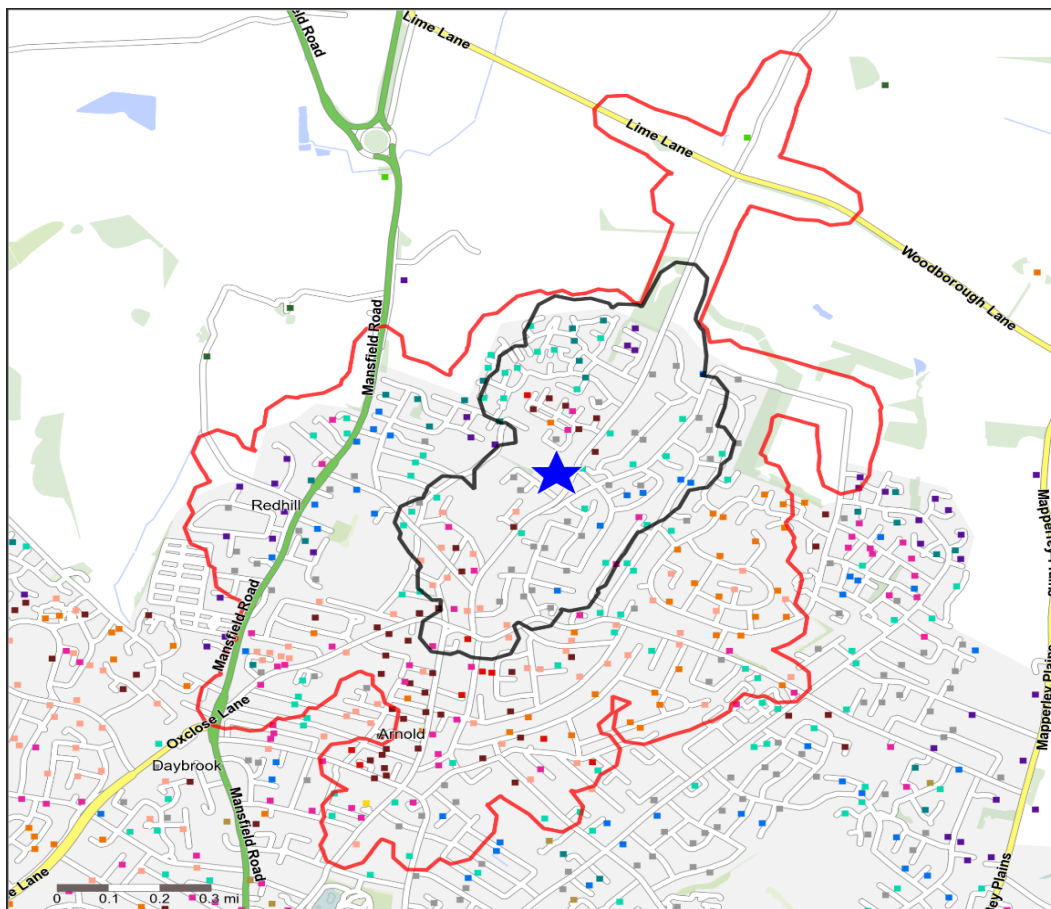
Number of Pubs	2	9	322
Catchment Adults 18+	3,661	11,072	377,239
Catchment Adults 18+ Per Pub	1,831	1,230	1,172
Populaton Projection 2018 to 2028 (% change)	6.92%	7.23%	5.93%

		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	2,870	78.4	151	1	High Street Pub	9,286	83.9	162	1	High Street Pub	297,723	78.9	152
2	Community Pub	2,096	57.3	123	2	Community Pub	8,444	76.3	164	2	Community Pub	247,760	65.7	141
3	Premium Local	1,826	49.9	79	3	Premium Local	4,163	37.6	60	3	Premium Local	133,065	35.3	56
4	Great Pub Great Food	1,166	31.8	246	4	Great Pub Great Food	2,485	22.4	174	4	Bit of Style	95,806	25.4	196
5	Bit of Style	1,105	30.2	75	5	Bit of Style	2,103	19.0	47	5	Great Pub Great Food	86,324	22.9	57
6	Circuit Bar	739	20.2	75	6	Circuit Bar	1,738	15.7	59	6	Circuit Bar	77,076	20.4	76
7	Craft Led	426	11.6	113	7	Craft Led	1,158	10.5	102	7	Craft Led	66,316	17.6	171

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	257	7.0	79	710	6.4	73	27,177	7.2	81
C1	410	11.2	91	1,318	11.9	97	50,366	13.4	109
C2	359	9.8	119	1,101	9.9	120	30,416	8.1	98
DE	294	8.0	78	1,185	10.7	104	47,041	12.5	121

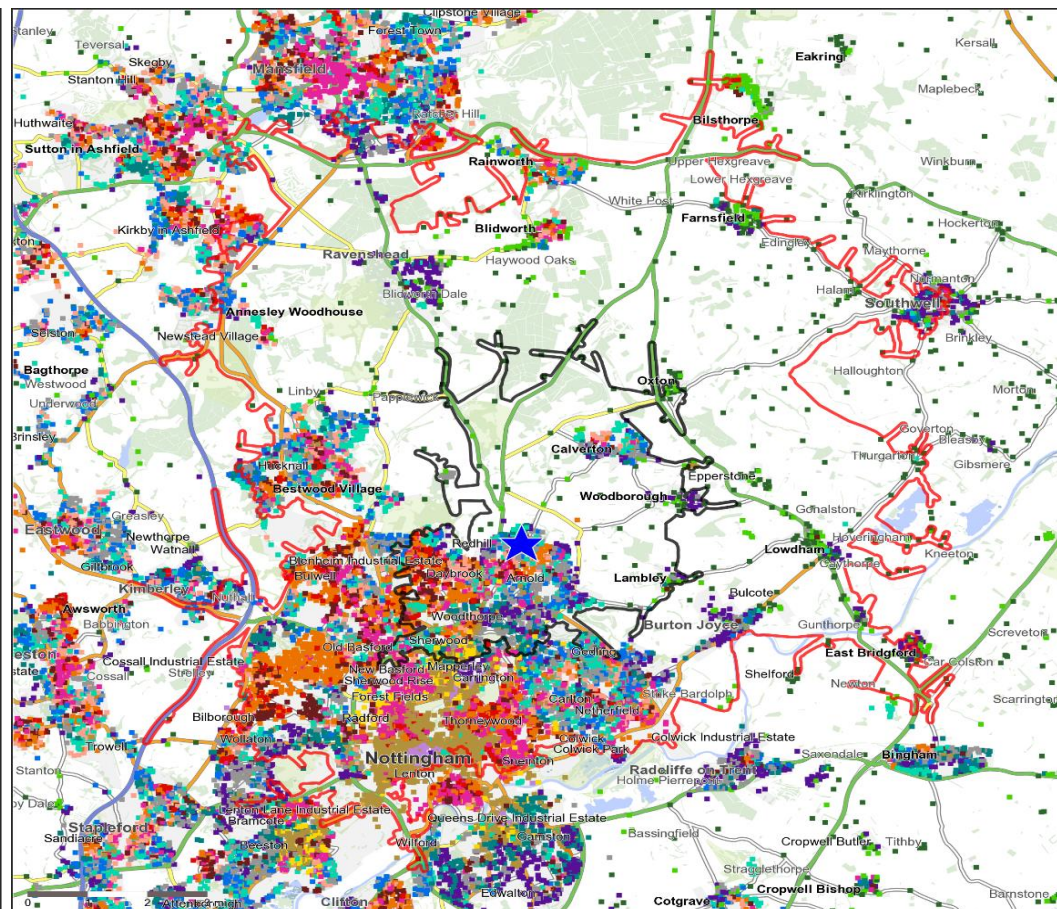
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,017	27.8	84	4,540	41.0	124	184,389	48.9	147
Medium (7-13)	1,851	50.6	152	4,775	43.1	130	109,050	28.9	87
High (14-19)	622	17.0	60	1,438	13.0	46	45,977	12.2	43

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

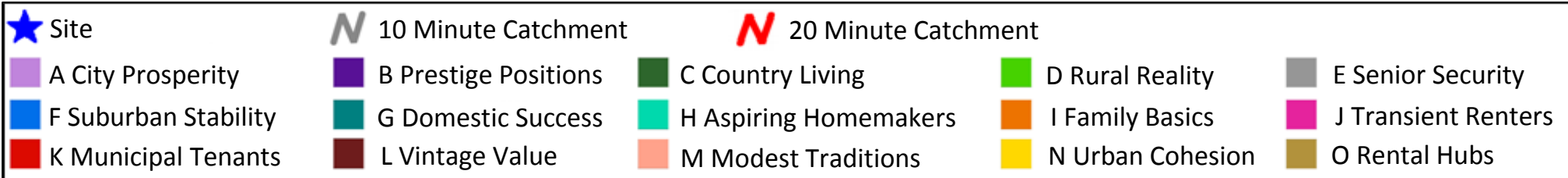


Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



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	0	0	41	1,861
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	770
B05	Premium Fortunes	0	0	63	926
B06	Diamond Days	0	9	558	2,636
B07	Alpha Families	11	24	421	3,384
B08	Bank of Mum and Dad	82	103	1,058	3,309
B09	Empty-Nest Adventure	55	431	3,318	9,046
C10	Wealthy Landowners	0	0	497	2,876
C11	Rural Vogue	0	0	173	371
C12	Scattered Homesteads	0	0	40	127
C13	Village Retirement	0	0	585	3,829
D14	Satellite Settlers	0	0	480	3,756
D15	Local Focus	0	0	51	1,335
D16	Outlying Seniors	0	0	209	1,291
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	177	2,522	4,641
E19	Bungalow Heaven	397	422	2,360	9,305
E20	Classic Grandparents	377	874	2,795	9,125
E21	Solo Retirees	245	439	2,298	8,079
F22	Boomerang Boarders	173	275	1,693	6,742
F23	Family Ties	0	4	328	2,215
F24	Fledgling Free	164	236	791	5,748
F25	Dependable Me	13	242	3,021	8,419
G26	Cafés and Catchments	0	0	247	621
G27	Thriving Independence	174	210	3,797	8,703
G28	Modern Parents	72	79	239	2,558
G29	Mid-Career Convention	183	335	1,551	4,749
H30	Primary Ambitions	9	93	1,039	4,915
H31	Affordable Fringe	243	505	2,477	10,055
H32	First-Rung Futures	401	942	3,628	12,015
H33	Contemporary Starts	245	405	1,548	5,186
H34	New Foundations	0	0	54	2,258
H35	Flying Solo	0	8	444	1,680

		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	295	776	1,879
I37	Budget Generations	0	374	1,559	4,142
I38	Economical Families	0	495	3,350	12,958
I39	Families on a Budget	28	366	3,780	30,725
J40	Value Rentals	21	23	903	4,472
J41	Youthful Endeavours	67	159	775	3,648
J42	Midlife Renters	75	435	3,135	11,868
J43	Renting Rooms	0	36	1,099	25,725
K44	Inner City Stalwarts	0	0	0	160
K45	City Diversity	0	0	0	269
K46	High Rise Residents	0	0	10	1,732
K47	Single Essentials	26	201	1,450	6,784
K48	Mature Workers	0	0	1,195	6,748
L49	Flatlet Seniors	1	383	1,224	6,139
L50	Pocket Pensions	62	69	569	5,047
L51	Retirement Communities	0	14	570	1,587
L52	Estate Veterans	176	300	955	3,347
L53	Seasoned Survivors	43	360	2,393	8,361
M54	Down-to-Earth Owners	0	84	1,562	4,985
M55	Back with the Folks	211	1,229	3,114	8,642
M56	Self Supporters	106	390	1,830	11,171
N57	Community Elders	0	0	45	1,632
N58	Culture & Comfort	0	0	0	382
N59	Large Family Living	0	0	1	2,900
N60	Ageing Access	0	13	1,551	4,719
O61	Career Builders	0	7	2,025	4,520
O62	Central Pulse	0	0	226	9,665
O63	Flexible Workforce	0	0	204	1,146
O64	Bus-Route Renters	0	23	1,393	4,187
O65	Learners & Earners	0	0	82	13,329
O66	Student Scene	0	0	39	17,177
U99	Unclassified	0	0	1,138	14,481
Total		3,660	11,069	75,279	377,240

Top 3 Mosaic Types in a 20 Minute Walktime

1. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

2. 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

3. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

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. O66 Student Scene

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



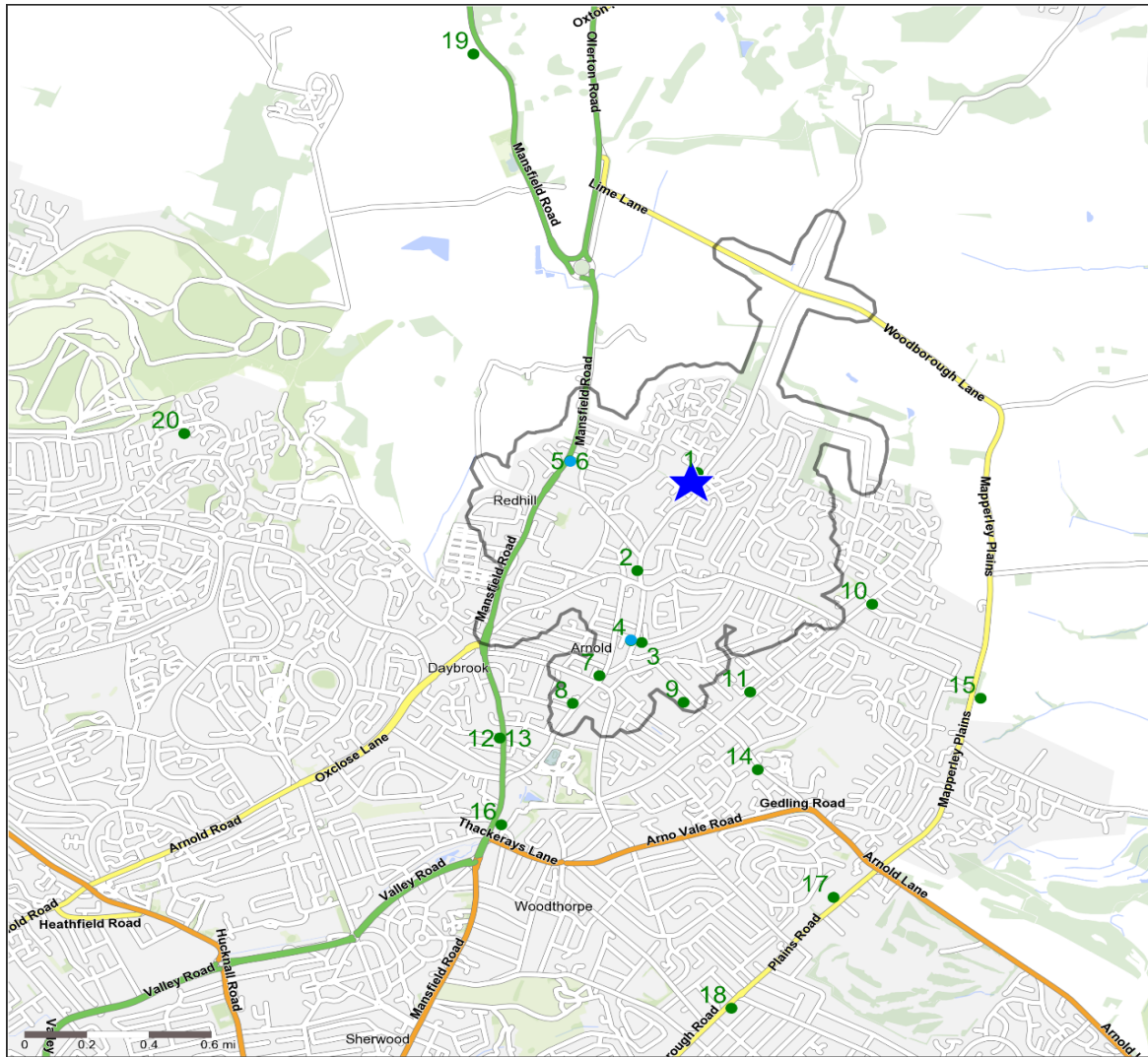
- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. 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	3,380	30.5	101	1,241	11.2	69	6,451	58.3	112	
Male: Alone	3,687	33.3	112	1,222	11.0	71	6,163	55.7	104	
Male: Group	2,323	21.0	92	3,768	34.0	130	4,980	45.0	91	
Male: Pair	3,452	31.2	120	2,904	26.2	172	4,715	42.6	74	
Mixed Sex: Group	2,348	21.2	93	3,610	32.6	102	5,113	46.2	105	
Mixed Sex: Pair	4,238	38.3	163	3,226	29.1	90	3,607	32.6	76	
With Children	4,849	43.8	151	1,824	16.5	98	4,399	39.7	75	
Unknown	3,376	30.5	93	1,692	15.3	85	6,004	54.2	113	
For Eating:										
Upmarket	3,375	30.5	100	1,957	17.7	85	5,739	51.8	110	
Midmarket	3,312	29.9	87	827	7.5	83	6,932	62.6	113	
Downmarket	4,435	40.1	180	4,409	39.8	114	2,228	20.1	48	
For Drinking (monthly spend):										
Nothing	4,546	41.1	136	2,358	21.3	90	4,168	37.6	84	
Low (less than £10)	4,325	39.1	131	2,233	20.2	86	4,514	40.8	90	
Medium (Between £10 and £40)	4,325	39.1	128	870	7.9	44	5,877	53.1	106	
High (Greater than £40)	2,609	23.6	91	1,898	17.1	84	6,565	59.3	113	

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	126,173	33.4	111	55,565	14.7	90	181,019	48.0	92	
Male: Alone	124,248	32.9	111	83,281	22.1	141	155,229	41.1	77	
Male: Group	82,768	21.9	96	127,743	33.9	129	152,246	40.4	81	
Male: Pair	102,124	27.1	104	91,389	24.2	159	169,245	44.9	78	
Mixed Sex: Group	136,709	36.2	159	69,414	18.4	58	156,634	41.5	95	
Mixed Sex: Pair	111,517	29.6	126	141,528	37.5	115	109,713	29.1	68	
With Children	123,559	32.8	113	63,299	16.8	100	175,900	46.6	88	
Unknown	118,360	31.4	96	49,781	13.2	74	194,617	51.6	108	
For Eating:										
Upmarket	111,049	29.4	96	87,890	23.3	112	163,818	43.4	92	
Midmarket	154,211	40.9	119	40,563	10.8	119	167,985	44.5	80	
Downmarket	119,386	31.6	142	141,413	37.5	107	101,959	27.0	65	
For Drinking (monthly spend):										
Nothing	91,762	24.3	80	103,120	27.3	116	167,876	44.5	99	
Low (less than £10)	80,921	21.5	72	79,430	21.1	90	202,407	53.7	118	
Medium (Between £10 and £40)	101,654	26.9	88	45,835	12.2	68	215,269	57.1	114	
High (Greater than £40)	80,112	21.2	82	66,364	17.6	86	216,282	57.3	110	

Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Longbow, NG 5 8FQ	Star Pubs & Bars	0.6	0.3
2	Robin Hood & Little John, NG 5 8FD	Everards	7.9	1.5
3	Cross Keys, NG 5 7EJ	Stonegate Pub Company	13.0	3.1
4	Horse & Jockey, NG 5 7EB	Star Pubs & Bars	13.0	4.9
5	Ram Inn, NG 5 8JY	Mitchells & Butlers	15.1	3.0
6	Waggon & Horses, NG 5 8JY	Star Pubs & Bars	15.1	3.0
7	Ernehale, NG 5 6JN	Wetherspoon	16.3	3.2
8	Greyhound, NG 5 6LA	Ei Group	18.4	4.3
9	Friar Tuck, NG 5 6NW	Greene King	18.7	4.6
10	Eagle, NG 5 8AD	Greene King	22.9	5.1
11	Major Oak, NG 5 7JA	Star Pubs & Bars	24.1	5.5
12	Abdication, NG 5 6BH	Independent Free	25.1	5.6
13	Coopers Brook, NG 5 6BH	Greene King	25.1	5.6
14	Arrow, NG 5 6NY	Greene King	25.4	5.7
15	Travellers Rest, NG 3 5RT	Greene King	31.1	5.1
16	Vale Hotel, NG 5 3GG	Greene King	31.1	5.3
17	Tree Tops Hotel, NG 3 5RF	Greene King	39.5	7.6
18	Copper, NG 3 5QS	Great Northern Inns	46.2	8.7
19	Lakeside, NG 5 8PH	*Other Small Retail Groups	46.5	5.7
20	Duke Of St Albans, NG 5 9PJ	Ei Group	52.8	10.1