

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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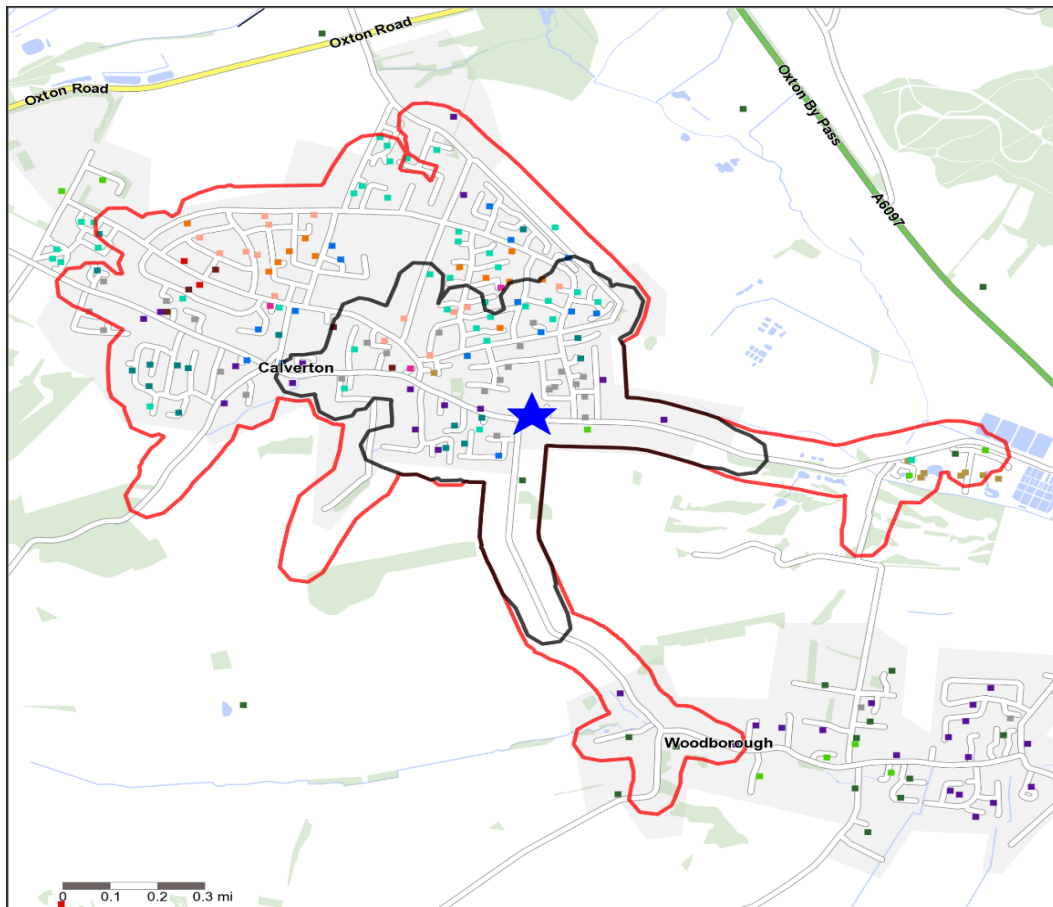
Number of Pubs	3	5	161
Catchment Adults 18+	2,372	5,884	238,415
Catchment Adults 18+ Per Pub	791	1,177	1,481
Populaton Projection 2020 to 2030 (% change)	4.55%	5.44%	4.89%

		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	Premium Local	1,523	64.2	122	1	High Street Pub	4,169	70.9	135	1	High Street Pub	180,052	75.5	144
2	High Street Pub	1,488	62.7	134	2	Premium Local	3,588	61.0	130	2	Community Pub	155,799	65.3	139
3	Community Pub	1,237	52.2	82	3	Community Pub	3,119	53.0	83	3	Premium Local	103,660	43.5	68
4	Great Pub Great Food	1,094	46.1	322	4	Great Pub Great Food	2,589	44.0	307	4	Great Pub Great Food	76,556	32.1	224
5	Bit of Style	455	19.2	47	5	Bit of Style	1,346	22.9	57	5	Bit of Style	49,119	20.6	51
6	Circuit Bar	286	12.1	42	6	Circuit Bar	967	16.4	57	6	Circuit Bar	31,669	13.3	46
7	Craft Led	164	6.9	61	7	Craft Led	389	6.6	58	7	Craft Led	23,395	9.8	87

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	176	7.4	84	419	7.1	80	19,966	8.4	94
C1	299	12.6	103	742	12.6	103	30,509	12.8	104
C2	171	7.2	87	528	9.0	109	20,865	8.8	106
DE	189	8.0	77	599	10.2	99	26,533	11.1	108

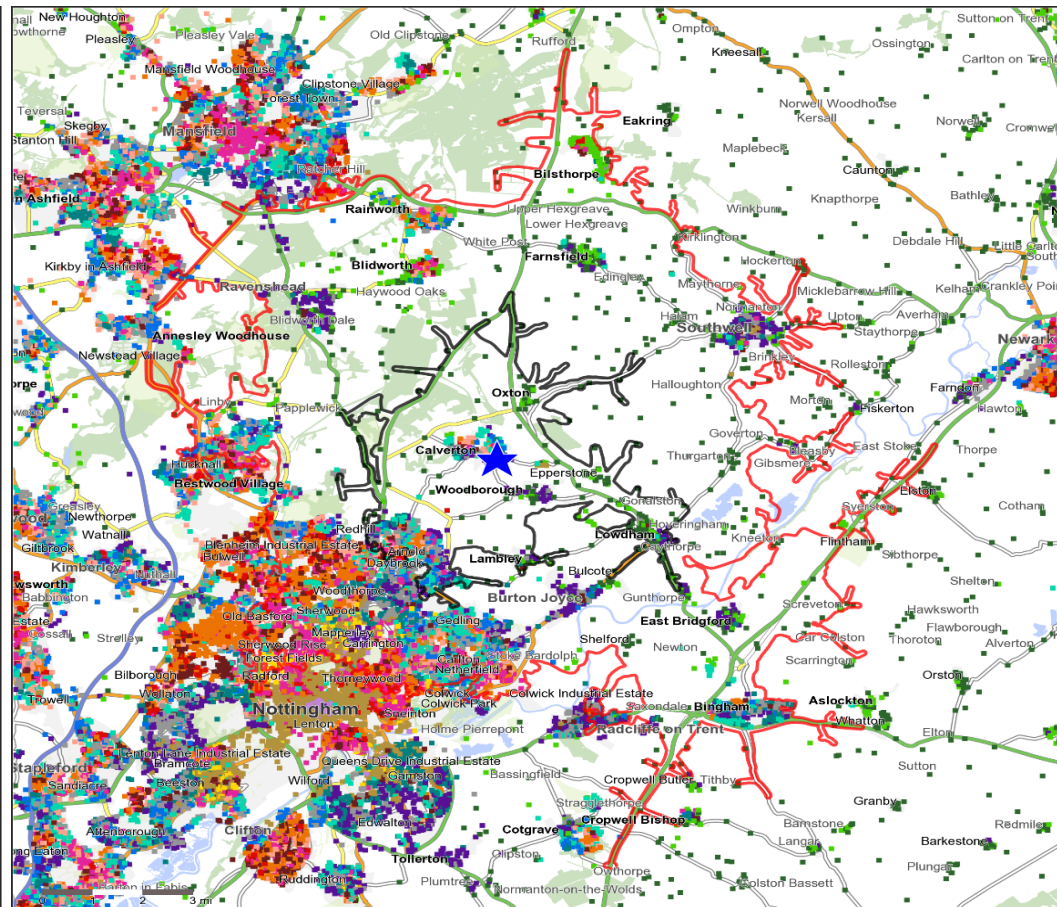
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	648	27.3	82	2,036	34.6	104	107,476	45.1	136
Medium (7-13)	1,174	49.5	149	2,551	43.4	130	82,306	34.5	104
High (14-19)	424	17.9	63	1,032	17.5	62	39,269	16.5	58

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	766
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	63
B05	Premium Fortunes	0	0	51	738
B06	Diamond Days	0	96	396	2,102
B07	Alpha Families	0	21	582	4,562
B08	Bank of Mum and Dad	72	77	557	2,169
B09	Empty-Nest Adventure	290	502	1,972	8,004
C10	Wealthy Landowners	0	48	1,043	4,151
C11	Rural Vogue	0	0	177	916
C12	Scattered Homesteads	0	0	34	277
C13	Village Retirement	14	32	1,497	4,538
D14	Satellite Settlers	45	45	1,909	6,053
D15	Local Focus	15	15	147	3,199
D16	Outlying Seniors	0	19	246	3,181
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	433	3,428
E19	Bungalow Heaven	354	494	1,567	7,070
E20	Classic Grandparents	89	93	1,594	7,105
E21	Solo Retirees	52	63	764	5,657
F22	Boomerang Boarders	27	203	547	4,440
F23	Family Ties	0	0	65	1,875
F24	Fledgling Free	43	175	627	2,942
F25	Dependable Me	171	256	1,332	6,634
G26	Cafés and Catchments	0	0	0	377
G27	Thriving Independence	0	0	583	6,250
G28	Modern Parents	0	0	505	2,140
G29	Mid-Career Convention	197	687	1,197	6,235
H30	Primary Ambitions	0	0	184	4,465
H31	Affordable Fringe	407	702	1,785	7,925
H32	First-Rung Futures	164	253	1,410	9,328
H33	Contemporary Starts	94	376	1,128	5,336
H34	New Foundations	0	7	125	716
H35	Flying Solo	0	0	99	986

		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	408	1,731
I37	Budget Generations	24	345	812	3,053
I38	Economical Families	55	126	560	11,399
I39	Families on a Budget	0	70	465	11,395
J40	Value Rentals	0	23	94	3,420
J41	Youthful Endeavours	0	0	17	2,666
J42	Midlife Renters	4	5	1,002	10,037
J43	Renting Rooms	0	0	14	12,018
K44	Inner City Stalwarts	0	0	0	21
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	237
K47	Single Essentials	0	136	244	4,043
K48	Mature Workers	0	0	0	3,031
L49	Flatlet Seniors	0	0	346	3,002
L50	Pocket Pensions	61	61	306	3,334
L51	Retirement Communities	16	35	43	1,328
L52	Estate Veterans	0	90	358	1,709
L53	Seasoned Survivors	0	0	299	5,473
M54	Down-to-Earth Owners	0	107	134	2,390
M55	Back with the Folks	59	348	1,166	6,772
M56	Self Supporters	91	178	494	8,236
N57	Community Elders	0	0	0	1,323
N58	Culture & Comfort	0	0	0	240
N59	Large Family Living	0	0	0	1,207
N60	Ageing Access	0	0	0	4,112
O61	Career Builders	0	0	74	4,016
O62	Central Pulse	0	0	0	2,285
O63	Flexible Workforce	0	0	0	945
O64	Bus-Route Renters	28	194	430	3,572
O65	Learners & Earners	0	0	0	708
O66	Student Scene	0	0	11	1,083
U99	Unclassified	0	0	0	0
Total		2,372	5,882	29,833	238,414

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

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. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



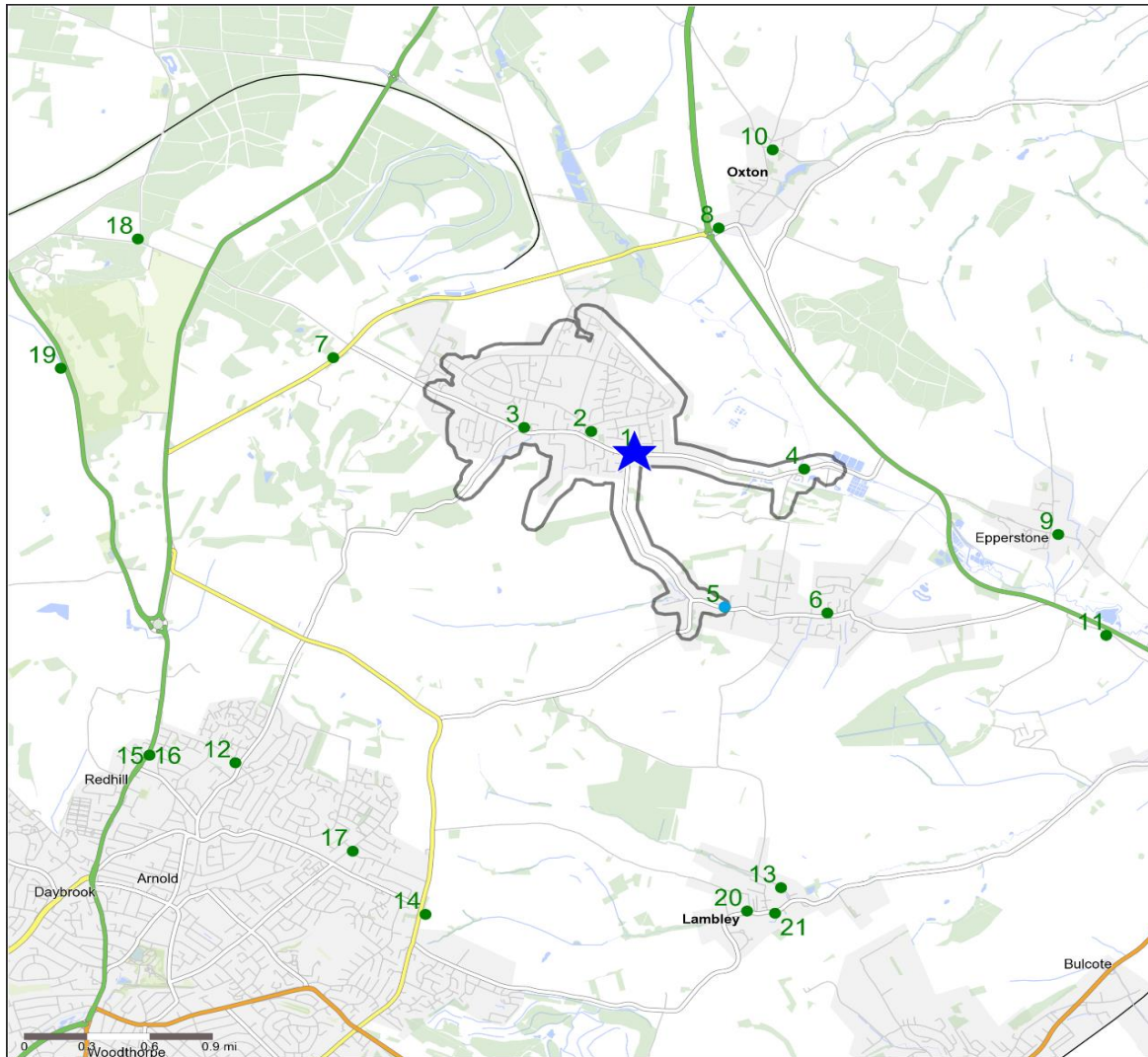
- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

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	1,496	25.4	79	1,128	19.2	113	3,260	55.4	109	
Male: Alone	2,276	38.7	130	916	15.6	94	2,692	45.8	85	
Male: Group	1,767	30.0	131	2,167	36.8	136	1,950	33.1	66	
Male: Pair	1,775	30.2	115	883	15.0	98	3,226	54.8	94	
Mixed Sex: Group	1,593	27.1	110	2,326	39.5	123	1,965	33.4	77	
Mixed Sex: Pair	2,700	45.9	190	1,742	29.6	90	1,442	24.5	57	
With Children	2,080	35.4	119	1,445	24.6	140	2,358	40.1	76	
Unknown	2,291	38.9	112	679	11.5	62	2,914	49.5	106	
For Eating:										
Upmarket	2,933	49.8	155	318	5.4	25	2,633	44.7	97	
Midmarket	1,458	24.8	69	70	1.2	13	4,356	74.0	135	
Downmarket	2,550	43.3	187	2,582	43.9	124	752	12.8	31	
For Drinking (monthly spend):										
Nothing	2,171	36.9	120	2,442	41.5	176	1,270	21.6	47	
Low (less than £10)	3,086	52.4	177	1,437	24.4	103	1,361	23.1	50	
Medium (Between £10 and £40)	3,054	51.9	169	704	12.0	66	2,126	36.1	71	
High (Greater than £40)	1,475	25.1	95	2,136	36.3	175	2,272	38.6	73	

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	70,522	29.6	92	42,621	17.9	105	125,273	52.5	104
Male: Alone	76,620	32.1	108	39,585	16.6	100	122,210	51.3	96
Male: Group	54,465	22.8	100	71,591	30.0	111	112,359	47.1	94
Male: Pair	58,320	24.5	93	60,847	25.5	166	119,248	50.0	86
Mixed Sex: Group	70,189	29.4	120	62,544	26.2	82	105,682	44.3	103
Mixed Sex: Pair	65,454	27.5	113	91,576	38.4	116	81,385	34.1	80
With Children	84,143	35.3	119	42,599	17.9	102	111,673	46.8	89
Unknown	73,755	30.9	89	36,924	15.5	84	127,736	53.6	115
For Eating:									
Upmarket	61,866	25.9	81	61,093	25.6	118	115,457	48.4	105
Midmarket	83,819	35.2	98	17,607	7.4	81	136,989	57.5	105
Downmarket	67,395	28.3	122	96,302	40.4	114	74,718	31.3	76
For Drinking (monthly spend):									
Nothing	72,511	30.4	99	59,625	25.0	106	106,280	44.6	97
Low (less than £10)	67,677	28.4	96	59,832	25.1	106	110,906	46.5	100
Medium (Between £10 and £40)	66,657	28.0	91	39,050	16.4	90	132,708	55.7	109
High (Greater than £40)	46,427	19.5	74	52,079	21.8	105	139,909	58.7	111

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	Gleaners Inn, NG14 6FS	Star Pubs & Bars	0.0	0.2
2	Coal & Lace, NG14 6FP	Independent Free	7.2	1.4
3	Admiral Rodney, NG14 6FB	Everards	10.6	2.0
4	Springwater Inn, NG14 6FZ	Independent Free	16.9	1.9
5	Four Bells, NG14 6EA	Star Pubs & Bars	19.3	2.5
6	Nags Head, NG14 6DD	Greene King	29.6	4.1
7	Patchings Farm, NG14 6NU	Independent Free	30.5	4.2
8	Ye Olde Bridge Inn, NG25 0SE	Everards	39.5	5.4
9	Crosskeys, NG14 6AD	New River Retail	44.4	5.3
10	Green Dragon, NG25 0SS	Independent Free	51.3	7.4
11	Springfield Inn, NG14 7BZ	Mitchells & Butlers	56.1	5.5
12	Longbow, NG 5 8FQ	Star Pubs & Bars	58.2	7.0
13	Woodlark Inn, NG 4 4QB	Independent Free	59.5	8.3
14	Travellers Rest, NG 3 5RT	Greene King	66.9	6.8
15	Ram Inn, NG 5 8JY	Mitchells & Butlers	75.4	8.6
16	Waggon & Horses, NG 5 8JY	Star Pubs & Bars	75.4	8.6
17	Eagle, NG 5 8AD	Greene King	76.8	8.4
18	Burnt Stump Inn, NG 5 8PQ	Marston's	79.7	8.0
19	Miller & Carter, NG 5 8PJ	Mitchells & Butlers	94.1	9.7
20	Lambley, NG 4 4PN	Star Pubs & Bars	110.1	9.0