

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	3	3	411
Catchment Adults 18+	1,163	1,309	342,950
Catchment Adults 18+ Per Pub	388	436	834
Populaton Projection 2018 to 2028 (% change)	4.50%	4.24%	6.73%

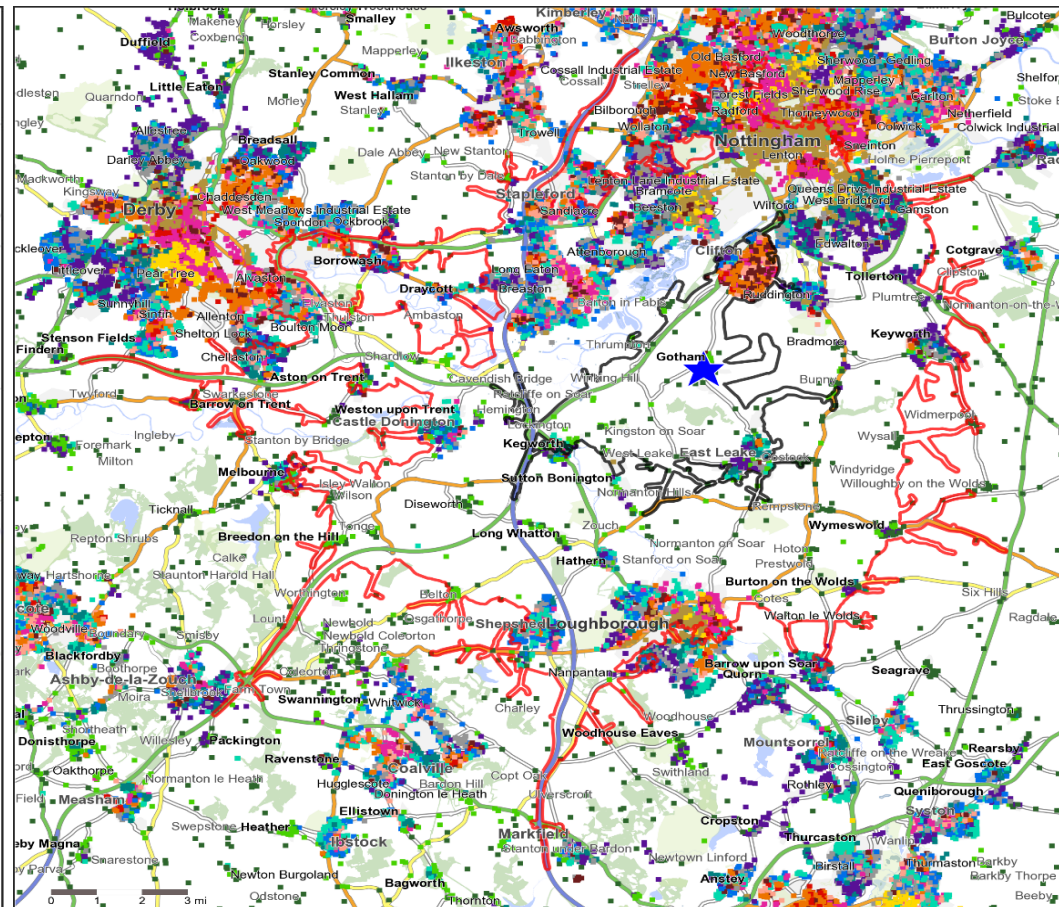
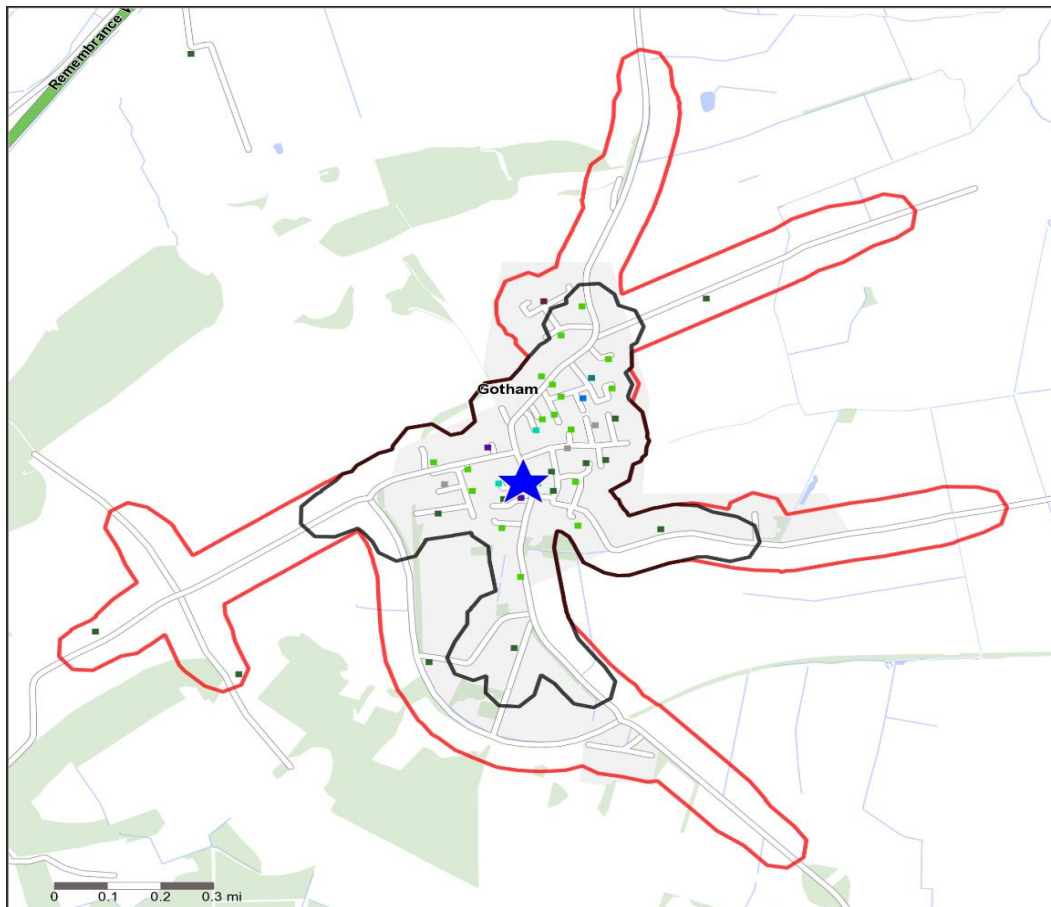
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	902	77.6	150	1	Premium Local	933	71.3	138	1	High Street Pub	246,419	71.9	139
2	Great Pub Great Food	850	73.1	157	2	Great Pub Great Food	881	67.3	144	2	Community Pub	182,416	53.2	114
3	Community Pub	166	14.3	23	3	Community Pub	283	21.6	34	3	Premium Local	168,496	49.1	78
4	High Street Pub	164	14.1	109	4	High Street Pub	243	18.6	144	4	Great Pub Great Food	118,572	34.6	267
5	Bit of Style	66	5.7	14	5	Bit of Style	66	5.0	12	5	Bit of Style	114,267	33.3	83
6	Circuit Bar	25	2.1	8	6	Circuit Bar	25	1.9	7	6	Circuit Bar	76,580	22.3	83
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	68,351	19.9	193

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	123	10.6	120	136	10.4	117	33,112	9.7	109
C1	117	10.1	82	131	10.0	82	43,660	12.7	104
C2	95	8.2	99	106	8.1	98	23,017	6.7	81
DE	61	5.2	51	73	5.6	54	29,280	8.5	83

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)	159	13.7	41	216	16.5	50	111,304	32.5	98
Medium (7-13)	522	44.9	135	588	44.9	135	111,391	32.5	98
High (14-19)	396	34.0	120	414	31.6	111	64,488	18.8	66

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

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
A01 World-Class Wealth	0	0	0	182
A02 Uptown Elite	0	0	0	1,746
A03 Penthouse Chic	0	0	0	0
A04 Metro High-Flyers	0	0	0	724
B05 Premium Fortunes	0	0	1	1,361
B06 Diamond Days	0	0	91	4,177
B07 Alpha Families	0	0	277	5,066
B08 Bank of Mum and Dad	10	10	267	5,713
B09 Empty-Nest Adventure	7	7	814	10,888
C10 Wealthy Landowners	9	11	547	3,042
C11 Rural Vogue	0	0	198	817
C12 Scattered Homesteads	8	10	25	122
C13 Village Retirement	284	299	719	4,666
D14 Satellite Settlers	491	504	1,965	7,725
D15 Local Focus	35	71	354	1,125
D16 Outlying Seniors	42	67	229	706
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	0	0	85	8,747
E19 Bungalow Heaven	130	130	778	7,901
E20 Classic Grandparents	0	0	178	6,257
E21 Solo Retirees	0	0	9	5,615
F22 Boomerang Boarders	0	0	527	7,655
F23 Family Ties	0	0	130	1,601
F24 Fledgling Free	0	0	372	6,614
F25 Dependable Me	27	27	259	9,852
G26 Cafés and Catchments	0	0	0	4,154
G27 Thriving Independence	0	0	87	9,591
G28 Modern Parents	0	0	756	8,226
G29 Mid-Career Convention	41	41	779	7,718
H30 Primary Ambitions	0	0	0	2,667
H31 Affordable Fringe	0	0	91	9,253
H32 First-Rung Futures	0	0	127	11,856
H33 Contemporary Starts	25	25	1,314	7,999
H34 New Foundations	0	0	175	2,295
H35 Flying Solo	0	0	361	2,707

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
I36 Solid Economy	0	0	43	2,394
I37 Budget Generations	0	0	2,255	5,138
I38 Economical Families	0	0	3,179	6,650
I39 Families on a Budget	0	0	676	5,610
J40 Value Rentals	0	0	981	3,236
J41 Youthful Endeavours	0	0	563	3,249
J42 Midlife Renters	0	0	163	10,341
J43 Renting Rooms	0	0	49	11,070
K44 Inner City Stalwarts	0	0	0	118
K45 City Diversity	0	0	0	12
K46 High Rise Residents	0	0	158	892
K47 Single Essentials	0	0	185	2,623
K48 Mature Workers	0	0	525	1,499
L49 Flatlet Seniors	0	0	832	5,031
L50 Pocket Pensions	54	108	491	5,620
L51 Retirement Communities	0	0	208	2,286
L52 Estate Veterans	0	0	936	3,418
L53 Seasoned Survivors	0	0	3,609	6,457
M54 Down-to-Earth Owners	0	0	1,719	3,980
M55 Back with the Folks	0	0	20	5,540
M56 Self Supporters	0	0	293	7,859
N57 Community Elders	0	0	0	1,276
N58 Culture & Comfort	0	0	0	275
N59 Large Family Living	0	0	0	1,000
N60 Ageing Access	0	0	0	4,752
O61 Career Builders	0	0	92	7,716
O62 Central Pulse	0	0	0	10,174
O63 Flexible Workforce	0	0	0	407
O64 Bus-Route Renters	0	0	0	2,402
O65 Learners & Earners	0	0	160	14,587
O66 Student Scene	0	0	0	18,282
U99 Unclassified	0	0	2,149	20,287
Total	1,163	1,310	30,801	342,949

Top 3 Mosaic Types in a 20 Minute Walktime

1. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

2. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

3. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

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. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



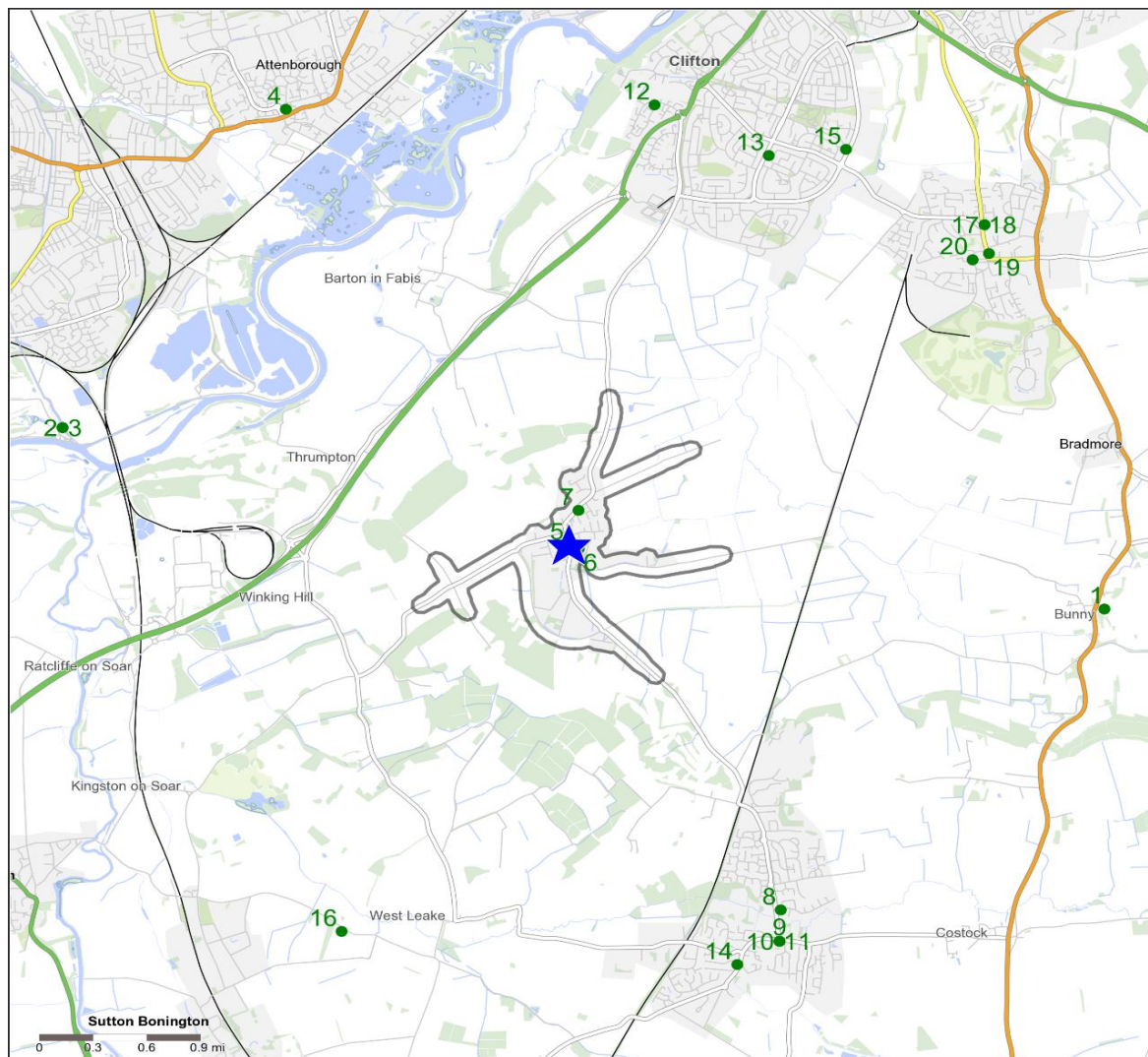
- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

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	35	2.7	9	575	43.9	269	699	53.4	103		
Male: Alone	202	15.4	52	41	3.1	20	1,066	81.4	153		
Male: Group	135	10.3	45	551	42.1	161	623	47.6	96		
Male: Pair	108	8.3	32	27	2.1	14	1,174	89.7	156		
Mixed Sex: Group	10	0.8	3	1,137	86.9	272	162	12.4	28		
Mixed Sex: Pair	555	42.4	181	539	41.2	127	215	16.4	38		
With Children	0	0.0	0	137	10.5	62	1,172	89.5	169		
Unknown	616	47.1	143	25	1.9	11	668	51.0	107		
For Eating:											
Upmarket	76	5.8	19	0	0.0	0	1,233	94.2	199		
Midmarket	10	0.8	2	0	0.0	0	1,299	99.2	179		
Downmarket	27	2.1	9	351	26.8	77	931	71.1	171		
For Drinking (monthly spend):											
Nothing	158	12.1	40	313	23.9	101	838	64.0	143		
Low (less than £10)	366	28.0	94	799	61.0	260	144	11.0	24		
Medium (Between £10 and £40)	58	4.4	14	319	24.4	137	932	71.2	142		
High (Greater than £40)	17	1.3	5	52	4.0	19	1,240	94.7	181		

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	117,982	34.4	114	50,212	14.6	89	154,469	45.0	86	
Male: Alone	102,246	29.8	100	65,639	19.1	123	154,778	45.1	85	
Male: Group	79,519	23.2	101	102,156	29.8	114	140,989	41.1	83	
Male: Pair	89,445	26.1	100	63,655	18.6	122	169,563	49.4	86	
Mixed Sex: Group	110,822	32.3	141	78,243	22.8	71	133,598	39.0	89	
Mixed Sex: Pair	120,612	35.2	150	95,042	27.7	85	107,009	31.2	73	
With Children	94,529	27.6	95	40,525	11.8	70	187,609	54.7	103	
Unknown	103,859	30.3	92	54,673	15.9	89	164,131	47.9	100	
For Eating:										
Upmarket	120,464	35.1	115	67,880	19.8	95	134,318	39.2	83	
Midmarket	128,282	37.4	109	16,429	4.8	53	177,952	51.9	94	
Downmarket	101,978	29.7	134	116,994	34.1	98	103,691	30.2	73	
For Drinking (monthly spend):										
Nothing	69,070	20.1	67	88,272	25.7	109	165,320	48.2	108	
Low (less than £10)	91,550	26.7	89	75,095	21.9	93	156,018	45.5	100	
Medium (Between £10 and £40)	113,609	33.1	108	41,856	12.2	68	167,198	48.8	97	
High (Greater than £40)	92,764	27.0	105	57,681	16.8	82	172,219	50.2	96	

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	Rancliffe Arms, NG11 6QT	Marston's	0.0	10.5
2	Steamboat, NG10 2FY	Independent Free	0.0	19.1
3	Trent Lock, NG10 2FY	Mitchells & Butlers	0.0	19.1
4	Corn Mill, NG 9 6GX	Greene King	0.0	23.1
5	Cuckoo Bush, NG11 0JL	Star Pubs & Bars	0.0	0.1
6	Sun Inn, NG11 0HX	Everards	1.8	0.4
7	Star Inn, NG11 0HG	Punch Pub Company	4.8	0.9
8	Bryer's, LE12 6JG	Independent Free	53.4	6.6
9	Bulls Head, LE12 6PG	Star Pubs & Bars	57.6	7.2
10	Nags Head, LE12 6PG	Star Pubs & Bars	57.6	7.2
11	Round Robinn, LE12 6PG	Independent Free	57.6	7.2
12	Crusader, NG11 8SG	Star Pubs & Bars	59.1	7.3
13	Peacock Hotel, NG11 9FB	Greene King	59.8	7.4
14	Three Horseshoes, LE12 6PB	Star Pubs & Bars	62.7	7.9
15	Fairham Hotel, NG11 8LT	Star Pubs & Bars	68.9	8.6
16	Star, LE12 5RQ	*Other Small Retail Groups	83.9	9.0
17	Ruddington Arms, NG11 6EQ	Star Pubs & Bars	85.3	10.9
18	Victoria Tavern, NG11 6EQ	Ei Group	85.3	10.9
19	Frame Breakers, NG11 6DT	Independent Free	88.5	11.5
20	White Horse Inn, NG11 6HD	Punch Pub Company	91.6	11.9