

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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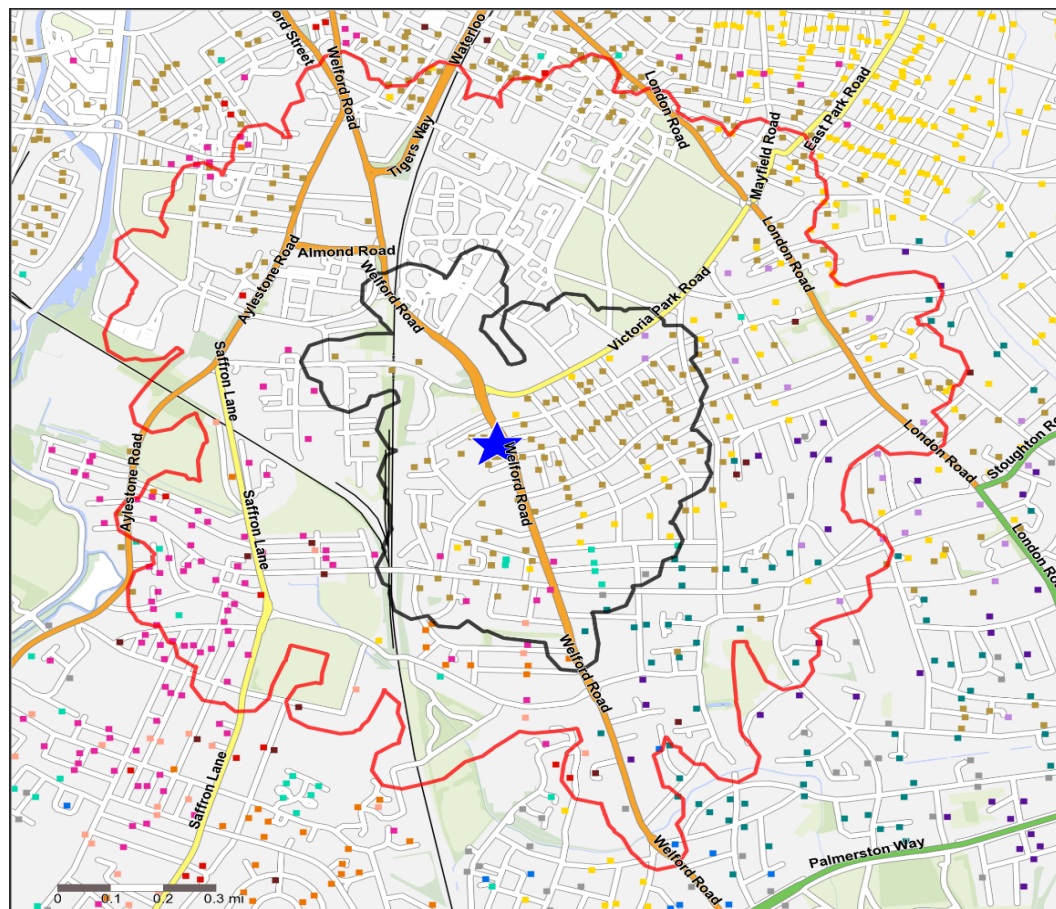
Number of Pubs	4	11	274
Catchment Adults 18+	8,185	22,105	430,085
Catchment Adults 18+ Per Pub	2,046	2,010	1,570
Populaton Projection 2018 to 2028 (% change)	14.74%	10.89%	7.26%

		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	6,589	80.5	155	1	High Street Pub	17,347	78.5	152	1	High Street Pub	287,034	66.7	129
2	Bit of Style	6,014	73.5	158	2	Bit of Style	11,423	51.7	111	2	Community Pub	215,797	50.2	108
3	Craft Led	5,665	69.2	110	3	Craft Led	10,031	45.4	72	3	Premium Local	153,628	35.7	57
4	Circuit Bar	5,648	69.0	534	4	Circuit Bar	9,953	45.0	348	4	Great Pub Great Food	96,456	22.4	173
5	Premium Local	4,403	53.8	133	5	Community Pub	9,299	42.1	104	5	Bit of Style	95,950	22.3	55
6	Community Pub	2,293	28.0	104	6	Premium Local	8,525	38.6	144	6	Circuit Bar	71,263	16.6	62
7	Great Pub Great Food	366	4.5	43	7	Great Pub Great Food	2,512	11.4	110	7	Craft Led	55,765	13.0	126

	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	840	10.3	116	2,263	10.2	116	28,908	6.7	76
C1	1,306	16.0	130	3,302	14.9	122	51,132	11.9	97
C2	255	3.1	38	942	4.3	52	32,677	7.6	92
DE	356	4.3	42	1,676	7.6	74	53,141	12.4	120

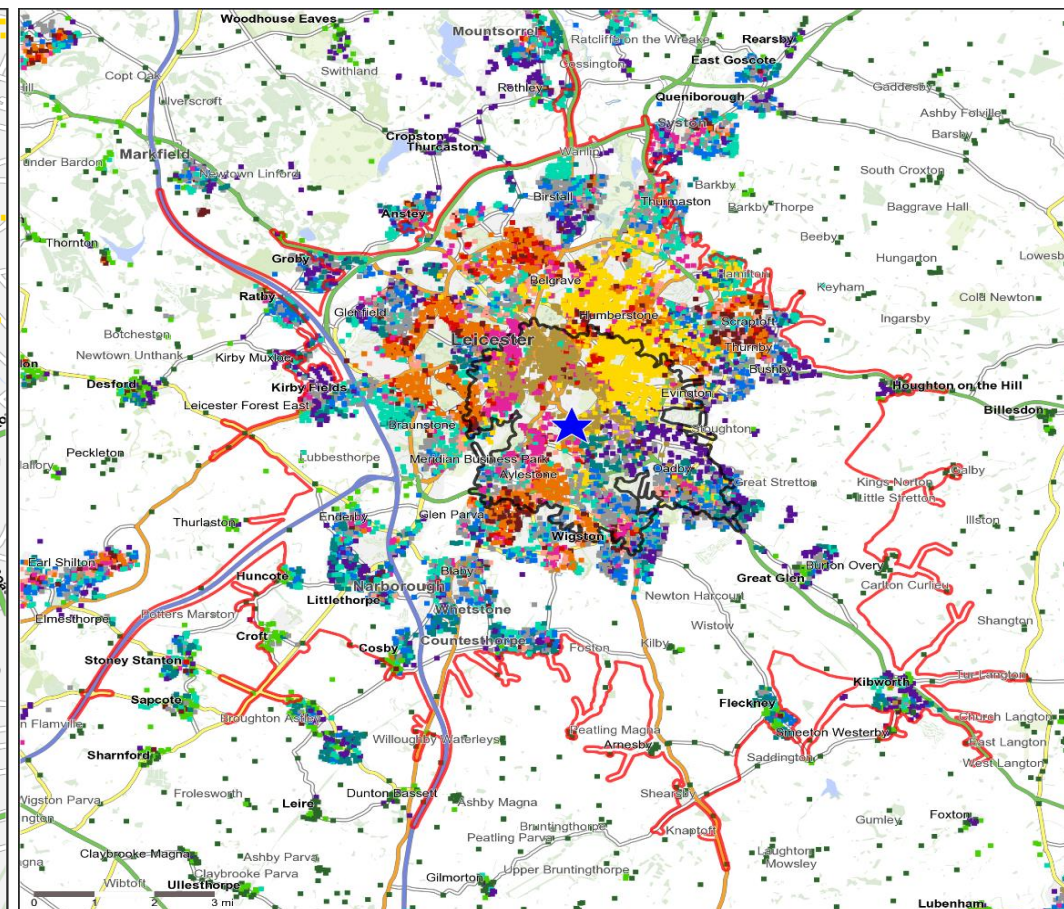
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,498	30.5	92	8,228	37.2	112	194,313	45.2	136
Medium (7-13)	2,089	25.5	77	5,208	23.6	71	149,111	34.7	105
High (14-19)	285	3.5	12	1,899	8.6	30	57,316	13.3	47

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

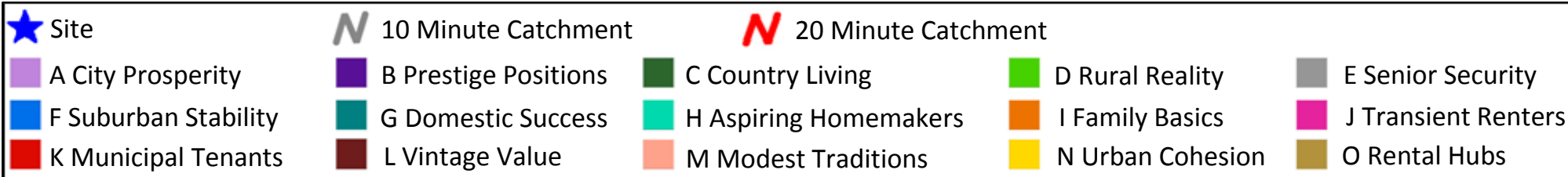


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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		90	301	692	692
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	113	130	130
B05	Premium Fortunes		0	16	1,185	1,742
B06	Diamond Days		0	139	1,246	2,096
B07	Alpha Families		0	26	160	2,967
B08	Bank of Mum and Dad		0	179	2,183	8,470
B09	Empty-Nest Adventure		0	0	292	6,522
C10	Wealthy Landowners		0	0	0	1,277
C11	Rural Vogue		0	0	0	315
C12	Scattered Homesteads		0	0	0	190
C13	Village Retirement		0	0	0	1,031
D14	Satellite Settlers		0	0	0	2,499
D15	Local Focus		0	0	0	1,317
D16	Outlying Seniors		0	0	0	1,399
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	91	1,828	3,988
E19	Bungalow Heaven		0	0	1,255	8,315
E20	Classic Grandparents		0	30	3,674	15,535
E21	Solo Retirees		73	150	4,302	14,475
F22	Boomerang Boarders		0	0	1,912	10,953
F23	Family Ties		0	3	1,010	6,128
F24	Fledgling Free		0	0	226	4,933
F25	Dependable Me		0	69	1,676	9,131
G26	Cafés and Catchments		53	508	2,357	3,001
G27	Thriving Independence		132	475	2,149	4,277
G28	Modern Parents		0	0	195	8,070
G29	Mid-Career Convention		0	0	440	9,762
H30	Primary Ambitions		50	118	528	5,290
H31	Affordable Fringe		0	52	2,126	16,028
H32	First-Rung Futures		0	21	1,699	10,333
H33	Contemporary Starts		0	0	12	10,467
H34	New Foundations		24	53	1,175	2,164
H35	Flying Solo		180	228	447	1,951

			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		8	235	639	2,162
I37	Budget Generations		6	64	1,423	5,163
I38	Economical Families		0	113	1,051	7,159
I39	Families on a Budget		0	39	5,971	29,760
J40	Value Rentals		0	0	151	1,661
J41	Youthful Endeavours		0	211	529	1,995
J42	Midlife Renters		122	682	4,654	11,293
J43	Renting Rooms		124	2,031	11,631	18,191
K44	Inner City Stalwarts		0	37	285	285
K45	City Diversity		0	18	438	441
K46	High Rise Residents		0	0	1,030	1,030
K47	Single Essentials		0	176	2,111	5,329
K48	Mature Workers		0	5	667	5,835
L49	Flatlet Seniors		0	61	729	3,056
L50	Pocket Pensions		0	9	674	5,479
L51	Retirement Communities		0	231	966	1,800
L52	Estate Veterans		0	55	960	4,279
L53	Seasoned Survivors		0	186	755	2,777
M54	Down-to-Earth Owners		0	32	242	1,504
M55	Back with the Folks		36	70	2,007	8,873
M56	Self Supporters		49	116	1,056	6,838
N57	Community Elders		184	255	6,481	18,233
N58	Culture & Comfort		0	41	1,760	5,836
N59	Large Family Living		0	58	21,997	47,920
N60	Ageing Access		452	1,843	2,932	2,960
O61	Career Builders		41	494	1,821	2,220
O62	Central Pulse		139	1,068	9,190	9,397
O63	Flexible Workforce		0	82	1,603	2,328
O64	Bus-Route Renters		0	152	1,639	3,092
O65	Learners & Earners		4,103	6,166	15,939	15,939
O66	Student Scene		1,203	1,796	8,268	8,268
U99	Unclassified		1,117	3,206	12,747	13,532
Total			8,186	22,104	155,245	430,083

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. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

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. N57 Community Elders

Established older households owning city homes in diverse neighbourhoods



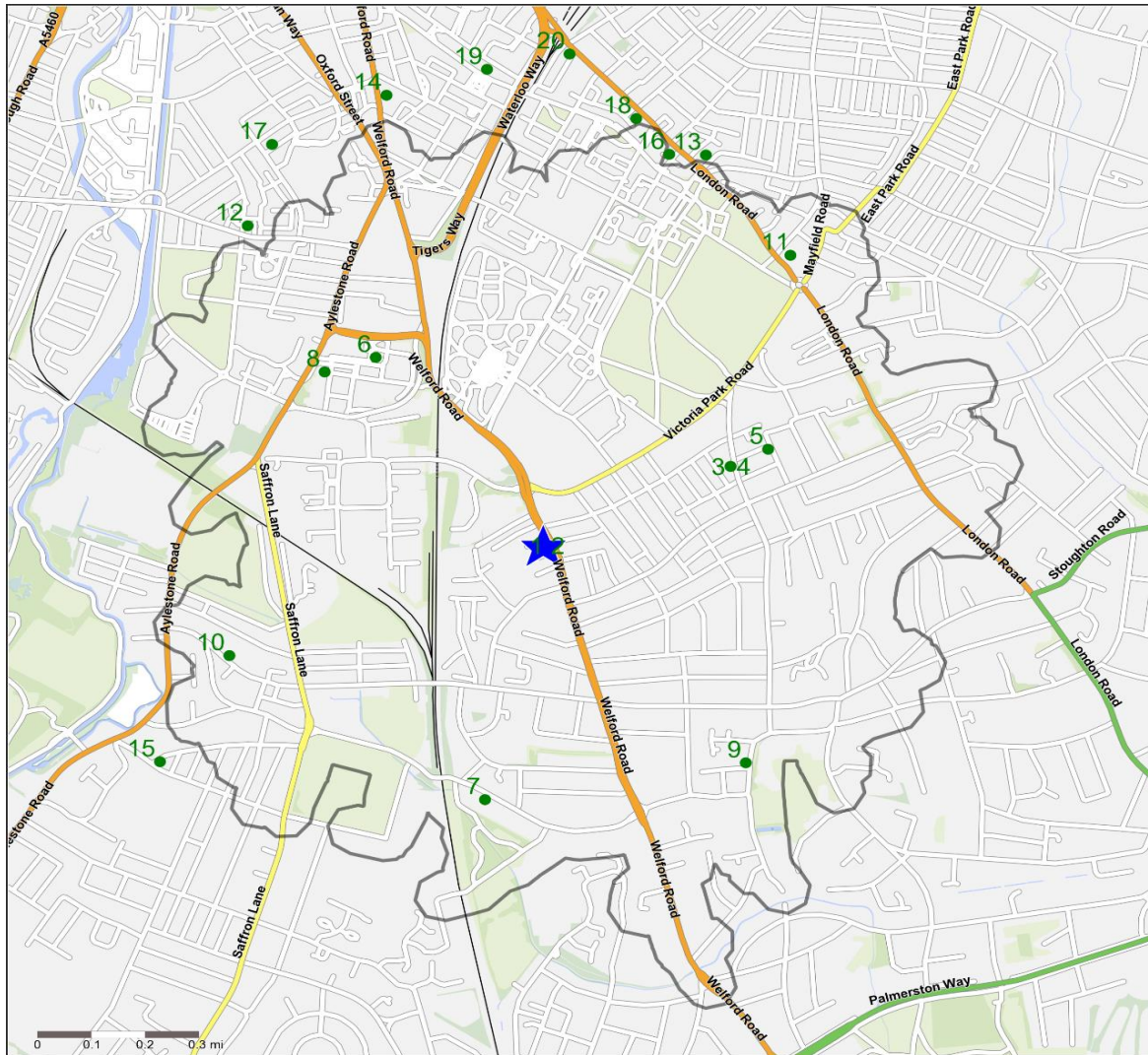
- Older households
- Own city terraces and semis
- Have lived there 20 years
- Some adult children at home
- Multicultural neighbourhoods
- Respond to direct mail charity appeals

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	12,819	58.0	192	3,016	13.6	83	3,064	13.9	27	
Male: Alone	11,755	53.2	179	3,280	14.8	95	3,864	17.5	33	
Male: Group	4,855	22.0	96	10,968	49.6	189	3,076	13.9	28	
Male: Pair	11,045	50.0	192	3,108	14.1	92	4,746	21.5	37	
Mixed Sex: Group	14,963	67.7	296	1,086	4.9	15	2,850	12.9	29	
Mixed Sex: Pair	10,261	46.4	198	5,969	27.0	83	2,670	12.1	28	
With Children	4,352	19.7	68	611	2.8	16	13,936	63.0	119	
Unknown	6,319	28.6	87	2,262	10.2	57	10,318	46.7	97	
For Eating:										
Upmarket	13,035	59.0	193	4,595	20.8	100	1,269	5.7	12	
Midmarket	15,954	72.2	210	1,127	5.1	57	1,817	8.2	15	
Downmarket	8,670	39.2	176	5,316	24.0	69	4,914	22.2	53	
For Drinking (monthly spend):										
Nothing	3,212	14.5	48	7,361	33.3	141	8,327	37.7	84	
Low (less than £10)	3,561	16.1	54	7,449	33.7	143	7,889	35.7	79	
Medium (Between £10 and £40)	10,924	49.4	162	937	4.2	24	7,039	31.8	63	
High (Greater than £40)	11,009	49.8	192	1,275	5.8	28	6,615	29.9	57	

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	130,004	30.2	100	50,676	11.8	72	235,873	54.8	105
Male: Alone	171,653	39.9	134	71,069	16.5	106	173,831	40.4	76
Male: Group	92,494	21.5	94	133,924	31.1	119	190,135	44.2	89
Male: Pair	156,863	36.5	140	89,431	20.8	136	170,259	39.6	69
Mixed Sex: Group	143,453	33.4	146	83,177	19.3	61	189,923	44.2	101
Mixed Sex: Pair	139,471	32.4	138	110,530	25.7	79	166,552	38.7	91
With Children	163,734	38.1	132	66,391	15.4	92	186,428	43.3	82
Unknown	180,102	41.9	127	49,864	11.6	65	186,586	43.4	91
For Eating:									
Upmarket	184,177	42.8	140	84,478	19.6	94	147,898	34.4	73
Midmarket	209,459	48.7	142	36,690	8.5	95	170,404	39.6	72
Downmarket	123,830	28.8	130	153,050	35.6	102	139,673	32.5	78
For Drinking (monthly spend):									
Nothing	122,813	28.6	94	107,947	25.1	106	185,794	43.2	96
Low (less than £10)	128,999	30.0	100	69,057	16.1	68	218,497	50.8	112
Medium (Between £10 and £40)	154,985	36.0	118	28,017	6.5	37	233,551	54.3	108
High (Greater than £40)	97,167	22.6	87	76,224	17.7	86	243,162	56.5	108

Competitor Map



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Site
 Star Pubs
 Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Donkey, LE 2 6BH	Star Pubs & Bars	0.6	0.6
2	New Road Inn, LE 2 6BH	Greene King	0.6	0.6
3	Babelas, LE 2 1TT	Independent Free	10.6	2.5
4	Halcyon Kitchen, LE 2 1TT	Independent Free	10.6	2.5
5	Clarendon, LE 2 1TS	Ei Group	12.1	2.9
6	Counting House, LE 2 7LH	Greene King	13.6	2.8
7	3G Cafe Bar, LE 2 6FT	Independent Free	13.9	3.6
8	Local Hero, LE 2 7LB	Greene King	13.9	4.1
9	Craddock Arms, LE 2 3TT	Everards	16.0	3.7
10	Avenue, LE 2 7PH	Unknown	17.2	4.0
11	Old Horse, LE 2 1NE	Everards	17.8	4.1
12	F Bar, LE 2 7LA	Independent Free	21.4	4.4
13	Loaded Dog, LE 2 1ED	Stonegate Pub Company	21.7	6.5
14	Bricklayers Arms, LE 2 7AB	Star Pubs & Bars	21.7	6.8
15	Cricketers, LE 2 8AD	Everards	22.3	5.4
16	Marquis Wellington, LE 2 1EF	Everards	22.9	5.5
17	Sir Robert Peel, LE 2 7DD	Everards	22.9	6.2
18	Lansdowne, LE 2 0QT	Orange Tree Group	23.8	5.4
19	Revolution, LE 1 6TF	Inventive Leisure	24.7	6.5
20	Hind, LE 2 0PD	Star Pubs & Bars	26.0	6.6