

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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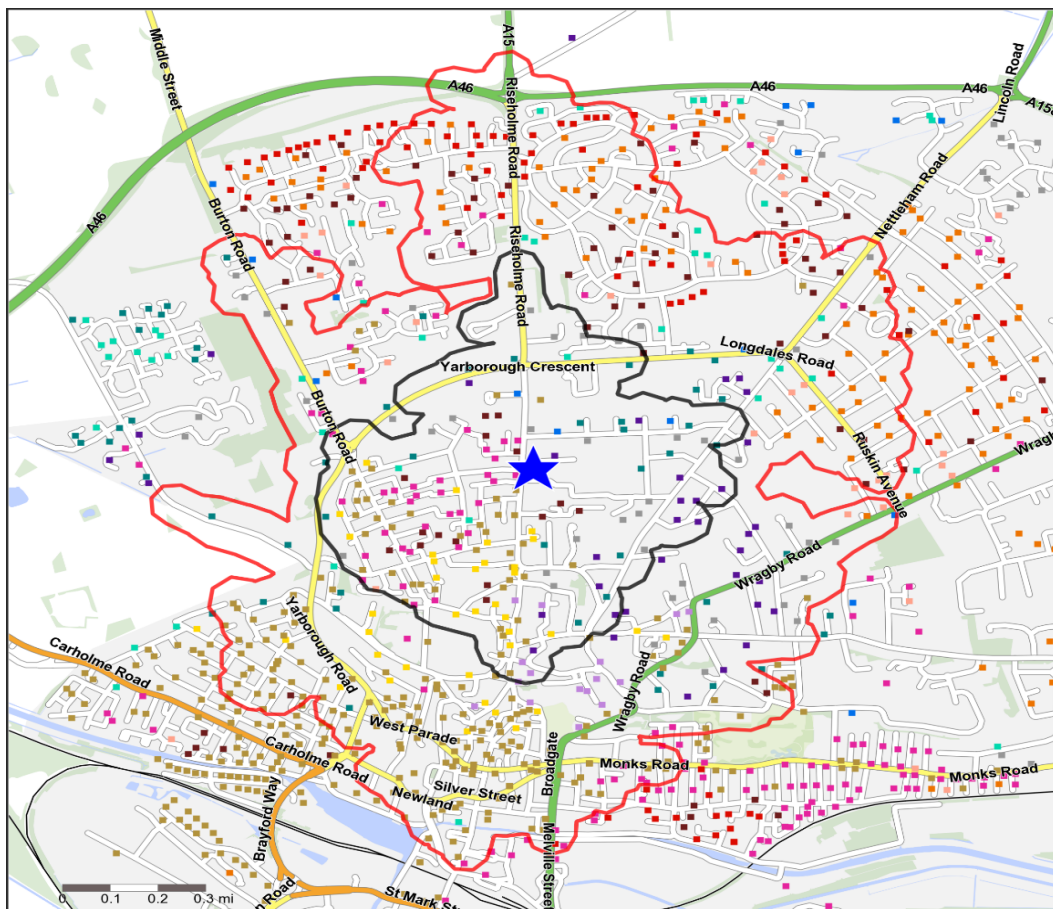
Number of Pubs	13	49	142
Catchment Adults 18+	5,373	18,221	160,282
Catchment Adults 18+ Per Pub	413	372	1,129
Populaton Projection 2020 to 2030 (% change)	-0.99%	1.52%	4.05%

		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	4,866	90.6	172	1	High Street Pub	16,718	91.8	175	1	High Street Pub	102,203	63.8	121
2	Community Pub	3,733	69.5	148	2	Community Pub	12,513	68.7	146	2	Community Pub	81,758	51.0	109
3	Premium Local	2,287	42.6	67	3	Bit of Style	7,534	41.3	65	3	Premium Local	79,652	49.7	78
4	Bit of Style	2,063	38.4	268	4	Premium Local	6,790	37.3	260	4	Bit of Style	49,778	31.1	217
5	Great Pub Great Food	1,519	28.3	70	5	Craft Led	6,272	34.4	85	5	Great Pub Great Food	49,052	30.6	76
6	Craft Led	1,464	27.2	95	6	Circuit Bar	6,264	34.4	120	6	Circuit Bar	39,312	24.5	86
7	Circuit Bar	1,329	24.7	218	7	Great Pub Great Food	3,614	19.8	175	7	Craft Led	25,018	15.6	138

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	581	10.8	122	1,584	8.7	98	12,129	7.6	85
C1	746	13.9	113	2,237	12.3	100	19,610	12.2	100
C2	341	6.3	77	1,280	7.0	85	13,681	8.5	103
DE	420	7.8	76	2,069	11.4	110	16,227	10.1	98

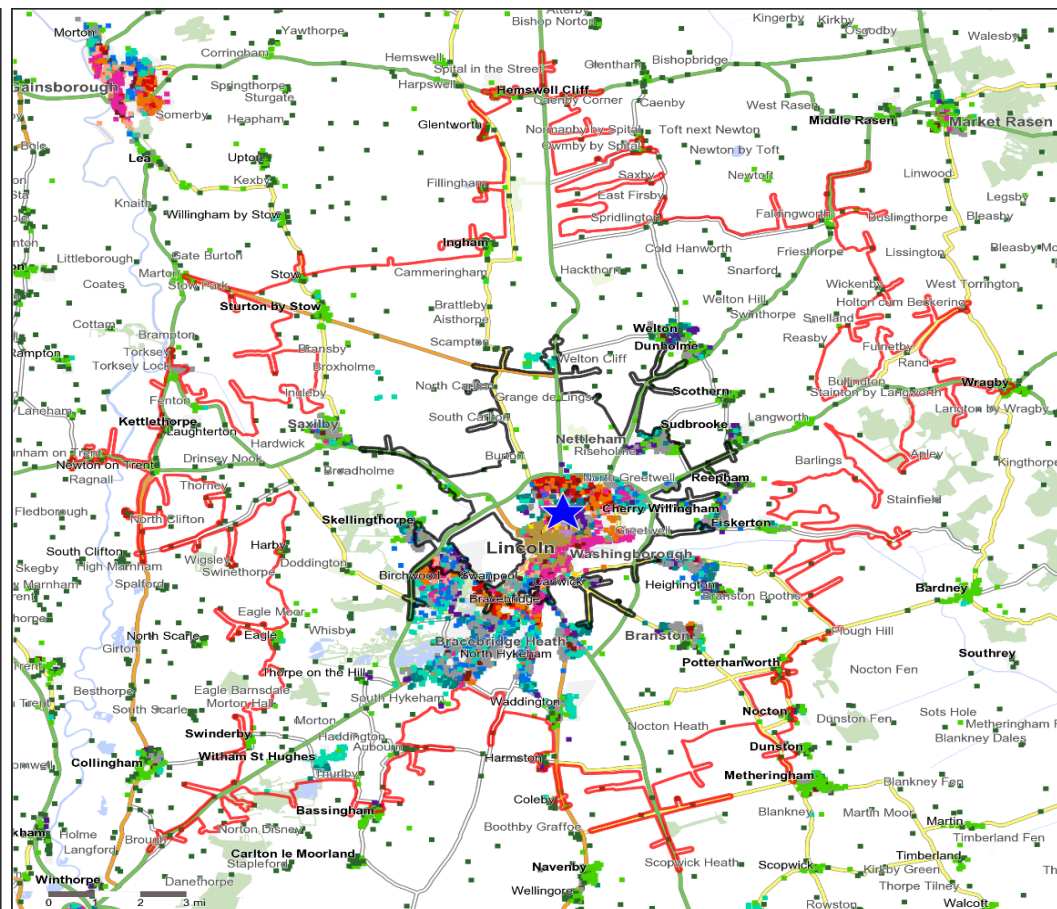
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,216	41.2	124	9,392	51.5	155	64,691	40.4	121
Medium (7-13)	1,278	23.8	72	3,654	20.1	60	59,506	37.1	112
High (14-19)	736	13.7	48	2,036	11.2	39	22,901	14.3	50

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	67	188	194	194
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	5	68	71	82
B06	Diamond Days	80	251	254	254
B07	Alpha Families	22	58	90	657
B08	Bank of Mum and Dad	14	86	211	922
B09	Empty-Nest Adventure	97	148	1,066	2,190
C10	Wealthy Landowners	0	0	181	851
C11	Rural Vogue	0	0	211	3,307
C12	Scattered Homesteads	0	0	78	2,182
C13	Village Retirement	0	0	193	4,190
D14	Satellite Settlers	0	0	1,327	8,617
D15	Local Focus	0	0	53	2,885
D16	Outlying Seniors	0	0	158	4,444
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	317	707	1,242	1,321
E19	Bungalow Heaven	66	133	3,045	16,103
E20	Classic Grandparents	26	58	461	1,483
E21	Solo Retirees	27	110	928	1,963
F22	Boomerang Boarders	0	10	446	1,850
F23	Family Ties	22	85	373	1,058
F24	Fledgling Free	21	62	902	4,518
F25	Dependable Me	23	69	759	3,398
G26	Cafés and Catchments	16	67	67	67
G27	Thriving Independence	442	926	1,162	1,182
G28	Modern Parents	0	39	753	5,785
G29	Mid-Career Convention	16	53	713	4,934
H30	Primary Ambitions	22	101	370	953
H31	Affordable Fringe	0	122	1,085	4,095
H32	First-Rung Futures	39	94	1,561	5,533
H33	Contemporary Starts	20	78	2,375	12,276
H34	New Foundations	1	142	227	600
H35	Flying Solo	68	121	471	1,008

		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	64	70	167
I37	Budget Generations	20	324	724	1,597
I38	Economical Families	0	134	706	1,554
I39	Families on a Budget	8	1,298	3,448	6,701
J40	Value Rentals	27	206	752	1,465
J41	Youthful Endeavours	0	22	549	717
J42	Midlife Renters	839	1,257	4,175	5,492
J43	Renting Rooms	197	523	7,884	8,435
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	398	555
K47	Single Essentials	12	539	1,921	2,696
K48	Mature Workers	0	599	1,792	2,636
L49	Flatlet Seniors	68	229	1,259	1,762
L50	Pocket Pensions	59	171	473	2,306
L51	Retirement Communities	376	524	722	887
L52	Estate Veterans	44	863	1,477	2,137
L53	Seasoned Survivors	39	127	282	443
M54	Down-to-Earth Owners	0	103	366	551
M55	Back with the Folks	18	213	784	1,154
M56	Self Supporters	62	173	716	1,531
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	606	1,081	1,210	1,210
O61	Career Builders	400	729	896	902
O62	Central Pulse	0	421	557	557
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	244	477	1,379	1,603
O65	Learners & Earners	730	2,792	7,377	7,377
O66	Student Scene	215	1,577	6,945	6,945
U99	Unclassified	0	0	0	0
Total		5,375	18,222	67,889	160,282

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. 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

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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

3. D14 Satellite Settlers

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



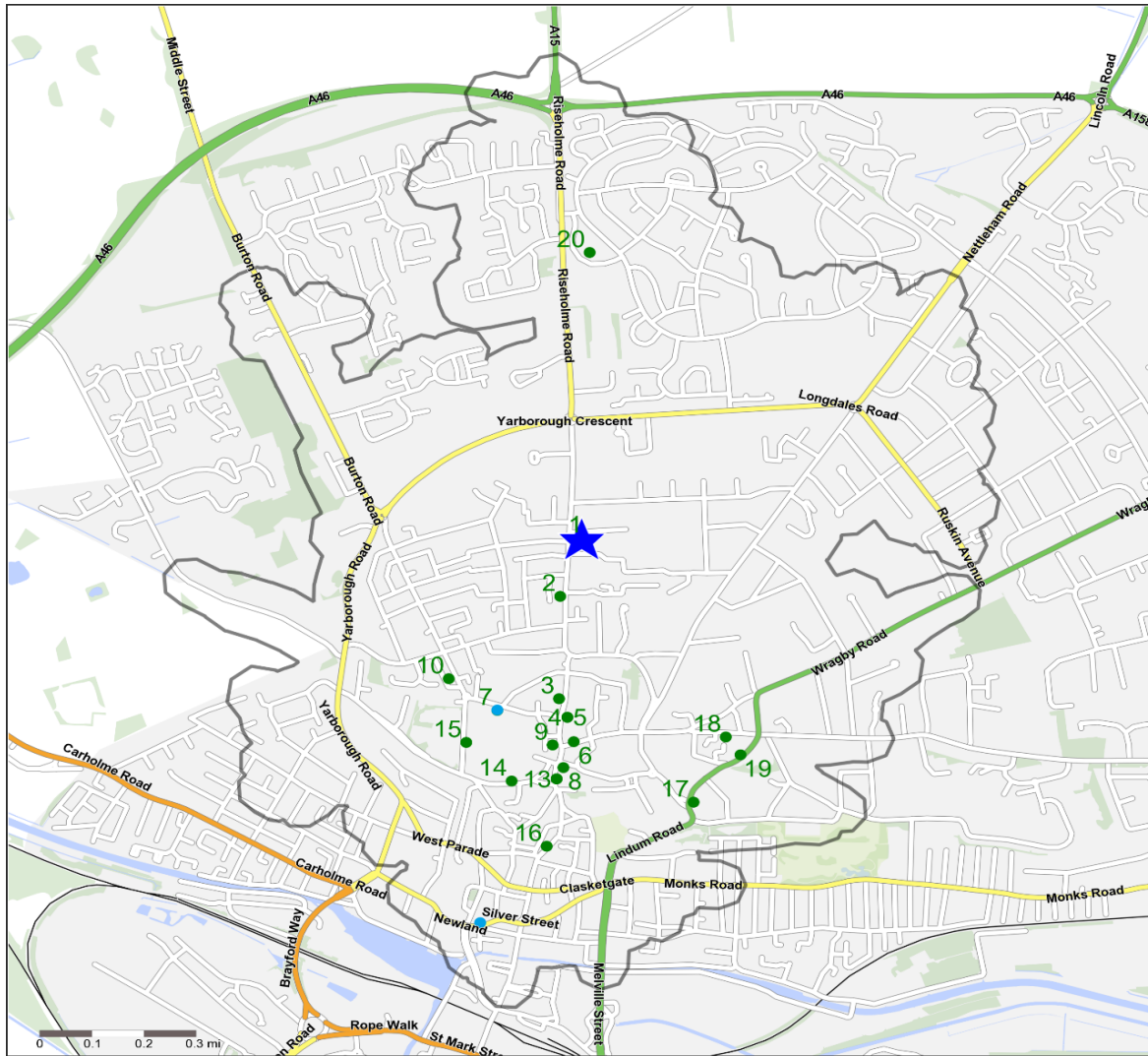
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

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	9,426	51.7	160	1,820	10.0	59	6,975	38.3	75			
Male: Alone	7,981	43.8	147	5,554	30.5	184	4,686	25.7	48			
Male: Group	5,101	28.0	122	6,350	34.8	129	6,770	37.2	74			
Male: Pair	8,973	49.2	188	1,371	7.5	49	7,876	43.2	74			
Mixed Sex: Group	9,582	52.6	214	1,333	7.3	23	7,306	40.1	93			
Mixed Sex: Pair	7,513	41.2	170	5,240	28.8	87	5,468	30.0	70			
With Children	4,033	22.1	75	2,122	11.6	66	12,065	66.2	126			
Unknown	3,949	21.7	62	3,453	19.0	102	10,819	59.4	127			
For Eating:												
Upmarket	8,337	45.8	142	4,098	22.5	104	5,786	31.8	69			
Midmarket	10,621	58.3	162	1,693	9.3	102	5,907	32.4	59			
Downmarket	6,727	36.9	159	6,073	33.3	94	5,422	29.8	72			
For Drinking (monthly spend):												
Nothing	3,518	19.3	63	5,609	30.8	131	9,094	49.9	109			
Low (less than £10)	2,825	15.5	52	5,092	27.9	118	10,304	56.6	121			
Medium (Between £10 and £40)	6,106	33.5	109	1,564	8.6	47	10,551	57.9	113			
High (Greater than £40)	6,283	34.5	131	2,796	15.3	74	9,142	50.2	95			

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	54,246	33.8	105	27,355	17.1	101	78,681	49.1	97	
Male: Alone	47,219	29.5	99	31,359	19.6	118	81,703	51.0	95	
Male: Group	27,825	17.4	76	60,714	37.9	140	71,743	44.8	89	
Male: Pair	34,933	21.8	83	23,458	14.6	95	101,891	63.6	109	
Mixed Sex: Group	45,413	28.3	115	66,873	41.7	130	47,997	29.9	69	
Mixed Sex: Pair	53,468	33.4	138	58,777	36.7	111	48,037	30.0	70	
With Children	42,046	26.2	88	30,213	18.8	107	88,023	54.9	104	
Unknown	49,442	30.8	89	26,608	16.6	90	84,233	52.6	112	
For Eating:										
Upmarket	48,507	30.3	94	28,944	18.1	83	82,831	51.7	112	
Midmarket	46,392	28.9	80	8,787	5.5	60	105,103	65.6	120	
Downmarket	40,772	25.4	110	73,843	46.1	131	45,667	28.5	69	
For Drinking (monthly spend):										
Nothing	31,437	19.6	64	56,051	35.0	148	72,794	45.4	99	
Low (less than £10)	34,117	21.3	72	60,016	37.4	158	66,149	41.3	89	
Medium (Between £10 and £40)	35,762	22.3	72	17,563	11.0	60	106,957	66.7	131	
High (Greater than £40)	26,371	16.5	62	22,260	13.9	67	111,651	69.7	132	

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	Stags Head, LN 1 3DP	Star Pubs & Bars	0.0	0.2
2	Ivy Tavern, LN 1 3DN	Ei Group	2.1	0.7
3	Duke William, LN 1 3AP	Ever So Sensible Bars	6.3	1.6
4	Lion & Snake, LN 1 3AR	Marston's	7.5	1.7
5	Prince Of Wales Inn, LN 1 3AR	Ei Group	7.5	1.7
6	Beerheadz, LN 2 1QA	Beerheadz	8.5	2.2
7	Strugglers Inn, LN 1 3BG	Star Pubs & Bars	8.8	2.4
8	Magna Carta, LN 2 1PZ	Marston's	9.1	2.3
9	Crafty Imp, LN 1 3AL	Independent Free	9.4	2.1
10	Plough Boy, LN 1 3LB	Ei Group	10.0	2.3
11	Pimento Tearooms, LN 2 1LU	Independent Free	10.3	2.2
12	Widow Cullens Well, LN 2 1LU	Sam Smith	10.3	2.2
13	Wig & Mitre, LN 2 1LU	Wig & Mitre Group	10.3	2.2
14	Cask, LN 1 3BN	Independent Free	11.2	2.7
15	Victoria, LN 1 3BJ	George Bateman & Son	12.4	3.1
16	Straight & Narrow, LN 2 1JD	Independent Free	13.0	3.1
17	Adam & Eve Tavern, LN 2 1NT	Independent Free	14.2	4.3
18	Morning Star, LN 2 4AW	Ei Group	15.7	3.6
19	Peacock, LN 2 5SH	Greene King	15.7	3.8
20	Lincoln Imp, LN 2 2EW	Ei Group	16.0	3.2