

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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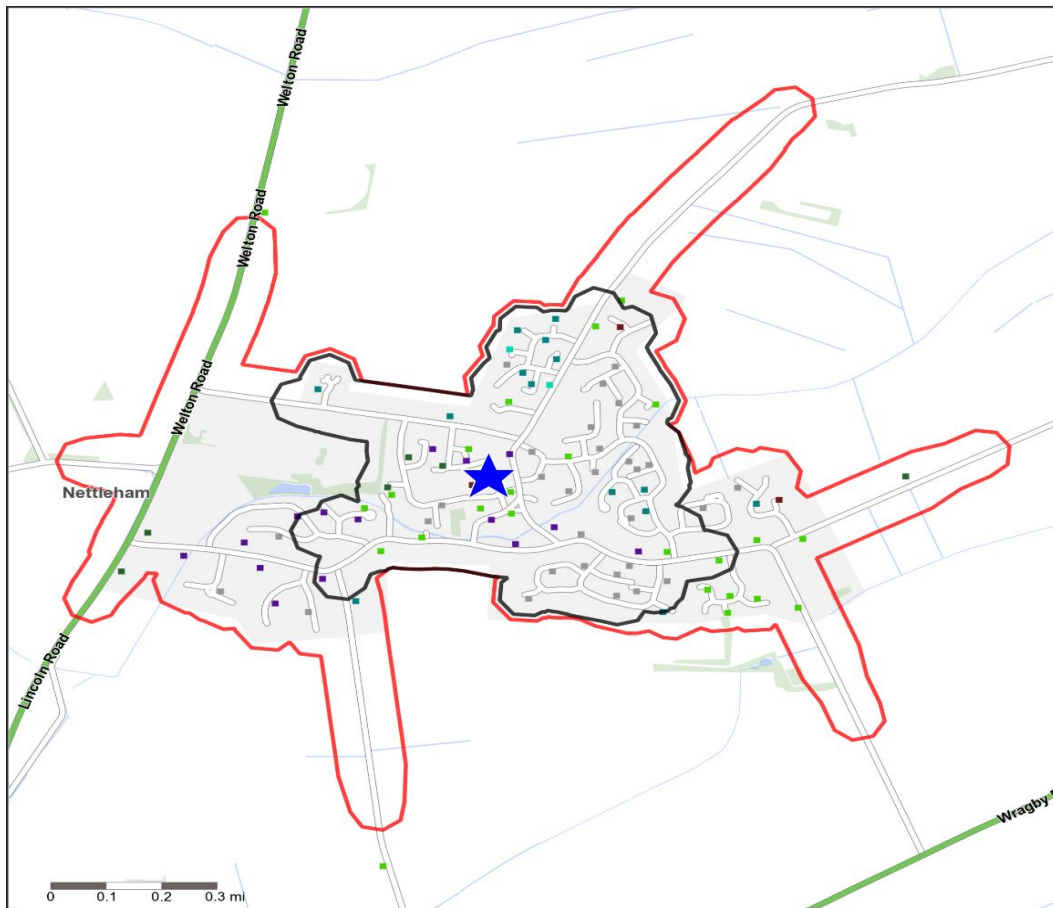
Number of Pubs	3	4	128
Catchment Adults 18+	1,907	2,920	140,682
Catchment Adults 18+ Per Pub	636	730	1,099
Populaton Projection 2018 to 2028 (% change)	1.99%	1.78%	5.01%

		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	1,047	54.9	106	1	Premium Local	1,725	59.1	114	1	High Street Pub	87,570	62.2	120
2	Great Pub Great Food	946	49.6	106	2	Great Pub Great Food	1,612	55.2	118	2	Community Pub	71,406	50.8	109
3	High Street Pub	531	27.8	44	3	High Street Pub	704	24.1	38	3	Premium Local	65,753	46.7	74
4	Bit of Style	456	23.9	185	4	Bit of Style	563	19.3	149	4	Great Pub Great Food	40,564	28.8	223
5	Community Pub	198	10.4	26	5	Community Pub	282	9.7	24	5	Bit of Style	38,201	27.2	67
6	Circuit Bar	100	5.2	20	6	Circuit Bar	113	3.9	14	6	Circuit Bar	30,646	21.8	81
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	19,679	14.0	136

	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	176	9.2	104	277	9.5	107	10,510	7.5	84
C1	202	10.6	86	289	9.9	81	17,072	12.1	99
C2	108	5.7	69	165	5.7	68	11,914	8.5	103
DE	87	4.6	44	117	4.0	39	14,773	10.5	102

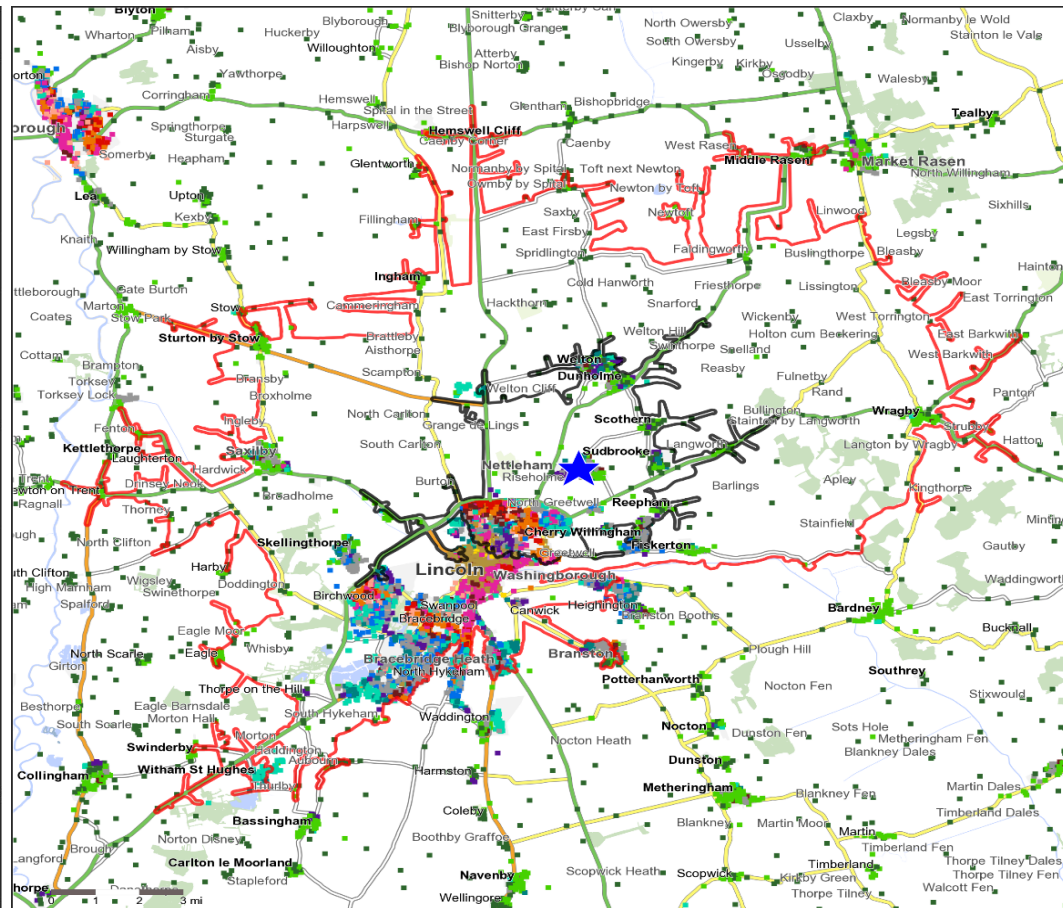
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	236	12.4	37	299	10.2	31	58,004	41.2	124
Medium (7-13)	875	45.9	138	1,287	44.1	133	49,847	35.4	107
High (14-19)	541	28.4	100	967	33.1	117	18,539	13.2	46

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	99	171
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	0
B05	Premium Fortunes		0	0	71	78
B06	Diamond Days		0	0	234	255
B07	Alpha Families		0	21	201	316
B08	Bank of Mum and Dad		20	26	350	859
B09	Empty-Nest Adventure		151	380	1,004	2,023
C10	Wealthy Landowners		2	2	201	697
C11	Rural Vogue		1	10	194	2,344
C12	Scattered Homesteads		0	0	133	2,255
C13	Village Retirement		77	95	1,588	3,441
D14	Satellite Settlers		320	567	2,566	6,534
D15	Local Focus		23	27	653	2,391
D16	Outlying Seniors		66	71	746	3,798
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		20	61	840	1,358
E19	Bungalow Heaven		682	974	3,498	14,045
E20	Classic Grandparents		0	0	177	1,690
E21	Solo Retirees		0	0	279	1,818
F22	Boomerang Boarders		0	0	348	2,040
F23	Family Ties		0	0	101	480
F24	Fledgling Free		0	0	797	3,930
F25	Dependable Me		0	0	629	2,954
G26	Cafés and Catchments		0	0	0	0
G27	Thriving Independence		0	0	847	1,189
G28	Modern Parents		0	0	1,352	4,848
G29	Mid-Career Convention		356	449	1,251	3,296
H30	Primary Ambitions		0	0	264	752
H31	Affordable Fringe		0	0	362	3,403
H32	First-Rung Futures		0	0	773	4,618
H33	Contemporary Starts		83	93	1,938	8,923
H34	New Foundations		17	20	203	456
H35	Flying Solo		0	0	167	1,446

			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	91	126
I37	Budget Generations		0	0	422	1,429
I38	Economical Families		0	0	412	1,090
I39	Families on a Budget		0	0	3,022	6,549
J40	Value Rentals		0	0	366	1,334
J41	Youthful Endeavours		0	0	250	751
J42	Midlife Renters		0	0	2,045	4,568
J43	Renting Rooms		0	0	325	8,170
K44	Inner City Stalwarts		0	0	0	0
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	0	137	555
K47	Single Essentials		0	0	918	2,447
K48	Mature Workers		0	0	1,433	2,361
L49	Flatlet Seniors		0	0	345	1,699
L50	Pocket Pensions		45	78	508	1,841
L51	Retirement Communities		45	45	584	846
L52	Estate Veterans		0	0	1,507	2,041
L53	Seasoned Survivors		0	0	161	552
M54	Down-to-Earth Owners		0	0	261	773
M55	Back with the Folks		0	0	456	952
M56	Self Supporters		0	0	312	1,017
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		0	0	562	1,214
O61	Career Builders		0	0	573	774
O62	Central Pulse		0	0	77	263
O63	Flexible Workforce		0	0	0	0
O64	Bus-Route Renters		0	0	908	1,611
O65	Learners & Earners		0	0	1,601	7,156
O66	Student Scene		0	0	419	2,975
U99	Unclassified		0	0	1,214	5,180
Total			1,908	2,919	40,775	140,682

Top 3 Mosaic Types in a 20 Minute Walktime

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. 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

3. 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

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. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



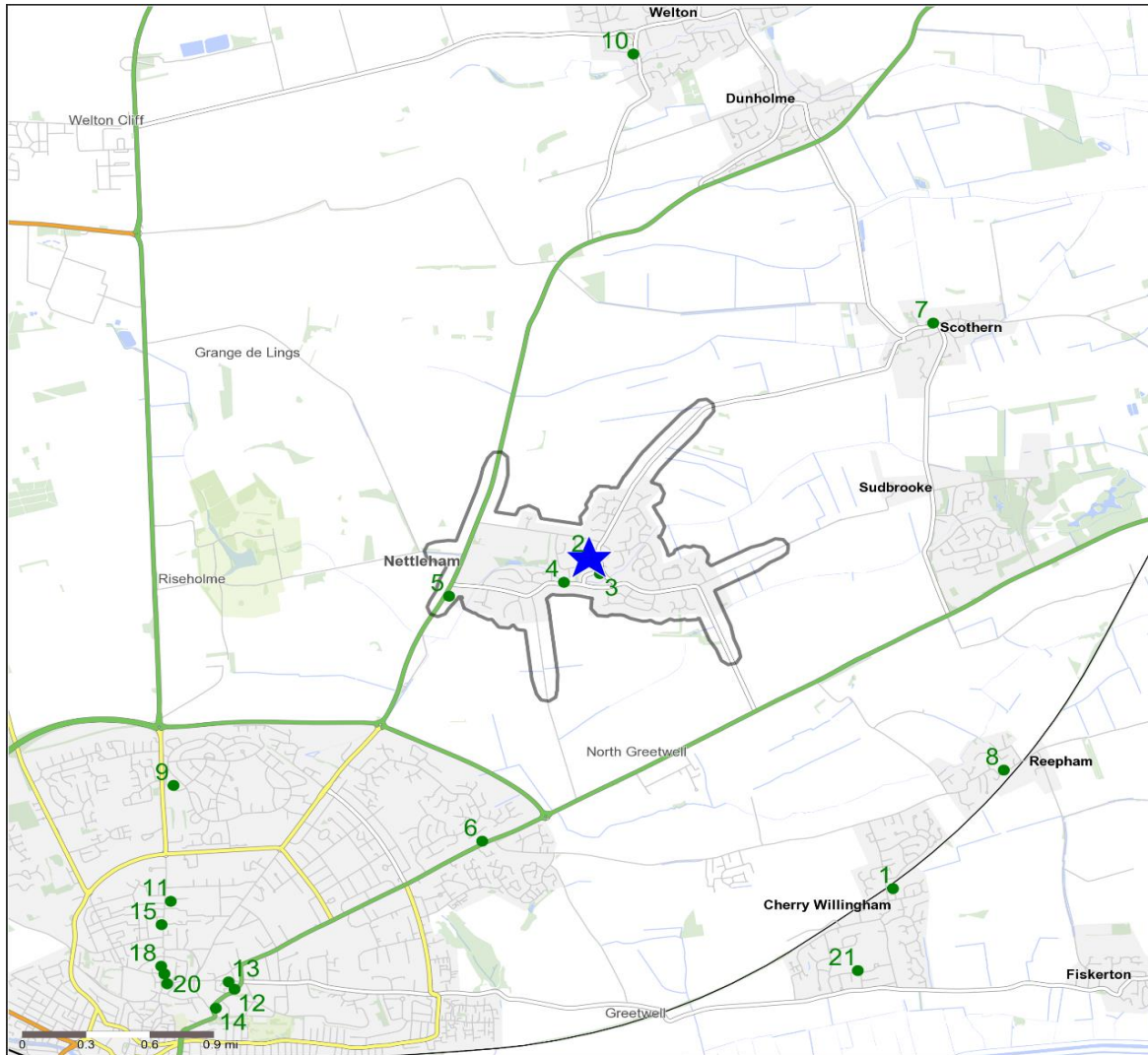
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	139	4.8	16		615	21.1	129		2,166	74.2	142	
Male: Alone	194	6.6	22		449	15.4	99		2,277	78.0	146	
Male: Group	78	2.7	12		1,571	53.8	205		1,271	43.5	88	
Male: Pair	123	4.2	16		20	0.7	4		2,777	95.1	166	
Mixed Sex: Group	46	1.6	7		2,276	77.9	244		598	20.5	47	
Mixed Sex: Pair	1,043	35.7	152		1,520	52.1	160		358	12.3	29	
With Children	0	0.0	0		569	19.5	116		2,351	80.5	152	
Unknown	1,044	35.8	109		174	6.0	33		1,702	58.3	122	
For Eating:												
Upmarket	568	19.5	64		41	1.4	7		2,310	79.1	167	
Midmarket	26	0.9	3		0	0.0	0		2,894	99.1	179	
Downmarket	0	0.0	0		2,020	69.2	198		900	30.8	74	
For Drinking (monthly spend):												
Nothing	124	4.2	14		1,892	64.8	274		905	31.0	69	
Low (less than £10)	951	32.6	109		1,649	56.5	240		321	11.0	24	
Medium (Between £10 and £40)	856	29.3	96		118	4.0	23		1,946	66.6	133	
High (Greater than £40)	406	13.9	54		452	15.5	75		2,062	70.6	135	

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	42,693	30.3	100	23,142	16.4	101	69,667	49.5	95
Male: Alone	42,933	30.5	102	24,139	17.2	110	68,431	48.6	91
Male: Group	24,033	17.1	75	50,519	35.9	137	60,951	43.3	87
Male: Pair	31,286	22.2	85	20,676	14.7	96	83,540	59.4	104
Mixed Sex: Group	37,426	26.6	116	55,234	39.3	123	42,843	30.5	69
Mixed Sex: Pair	42,103	29.9	128	53,416	38.0	117	39,984	28.4	67
With Children	37,315	26.5	92	23,892	17.0	101	74,296	52.8	100
Unknown	37,461	26.6	81	22,373	15.9	89	75,668	53.8	112
For Eating:									
Upmarket	37,573	26.7	87	25,465	18.1	87	72,465	51.5	109
Midmarket	38,669	27.5	80	9,043	6.4	71	87,791	62.4	113
Downmarket	33,596	23.9	107	62,703	44.6	128	39,204	27.9	67
For Drinking (monthly spend):									
Nothing	28,059	19.9	66	48,411	34.4	146	59,033	42.0	94
Low (less than £10)	29,107	20.7	69	51,320	36.5	155	55,076	39.1	86
Medium (Between £10 and £40)	30,908	22.0	72	15,442	11.0	62	89,152	63.4	126
High (Greater than £40)	23,516	16.7	65	18,684	13.3	65	93,303	66.3	127

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	Wishing Well, LN 3 4JL	Star Pubs & Bars	0.0	9.0
2	Black Horse, LN 2 2NX	Star Pubs & Bars	0.0	0.1
3	Plough Inn, LN 2 2NR	George Bateman & Son	2.4	0.5
4	White Hart, LN 2 2PG	George Bateman & Son	5.7	1.0
5	Brown Cow, LN 2 2NE	*Other Small Retail Groups	18.4	2.7
6	Lincolnshire Poacher, LN 2 4QT	Marston's	40.4	5.3
7	Bottle & Glass, LN 2 2UG	Ei Group	43.8	5.2
8	Fox & Hounds, LN 3 4DN	*Other Small Retail Groups	55.8	7.2
9	Lincoln Imp, LN 2 2EW	Ei Group	59.1	6.4
10	Black Bull, LN 2 3HZ	Star Pubs & Bars	65.1	7.1
11	Stags Head, LN 1 3DP	Star Pubs & Bars	67.2	9.0
12	Peacock, LN 2 5SH	Greene King	71.1	9.5
13	Morning Star, LN 2 4AW	Ei Group	71.4	9.7
14	Adam & Eve Tavern, LN 2 1NT	Independent Free	73.9	10.0
15	Ivy Tavern, LN 1 3DN	Ei Group	75.2	8.8
16	Lion & Snake, LN 1 3AR	Marston's	81.7	9.7
17	Prince Of Wales Inn, LN 1 3AR	Ei Group	81.7	9.7
18	Duke William, LN 1 3AP	Ei Group	82.8	9.6
19	Beerheadz, LN 2 1QA	Independent Free	85.5	10.2
20	Lincoln Red At Blackhorse Chambers, LN 2 1QA	Independent Free	85.5	10.2