

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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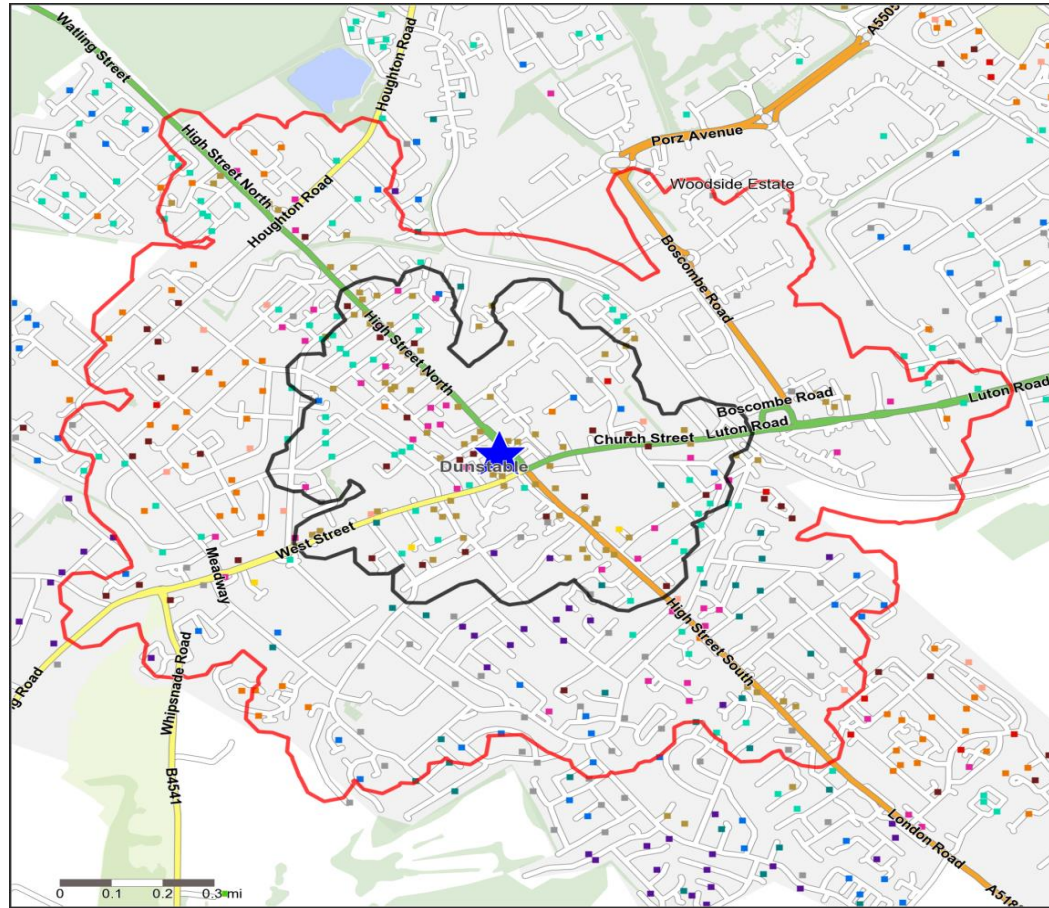
Number of Pubs	16	20	231
Catchment Adults 18+	5,604	16,961	306,453
Catchment Adults 18+ Per Pub	350	848	1,327
Populaton Projection 2018 to 2028 (% change)	11.02%	11.76%	11.09%

		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	5,278	94.2	182	1	High Street Pub	15,399	90.8	175	1	High Street Pub	187,257	61.1	118
2	Community Pub	3,933	70.2	151	2	Community Pub	10,987	64.8	139	2	Premium Local	147,807	48.2	103
3	Circuit Bar	2,136	38.1	60	3	Premium Local	7,101	41.9	66	3	Community Pub	130,792	42.7	68
4	Premium Local	2,069	36.9	286	4	Great Pub Great Food	5,925	34.9	270	4	Great Pub Great Food	109,291	35.7	276
5	Bit of Style	1,667	29.7	74	5	Bit of Style	4,798	28.3	70	5	Bit of Style	78,639	25.7	64
6	Great Pub Great Food	1,627	29.0	108	6	Circuit Bar	4,083	24.1	90	6	Circuit Bar	47,036	15.3	57
7	Craft Led	220	3.9	38	7	Craft Led	736	4.3	42	7	Craft Led	28,301	9.2	90

	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	512	9.1	103	1,388	8.2	93	26,289	8.6	97
C1	854	15.2	124	2,307	13.6	111	38,296	12.5	102
C2	625	11.2	135	1,786	10.5	128	25,795	8.4	102
DE	621	11.1	108	1,650	9.7	95	32,348	10.6	103

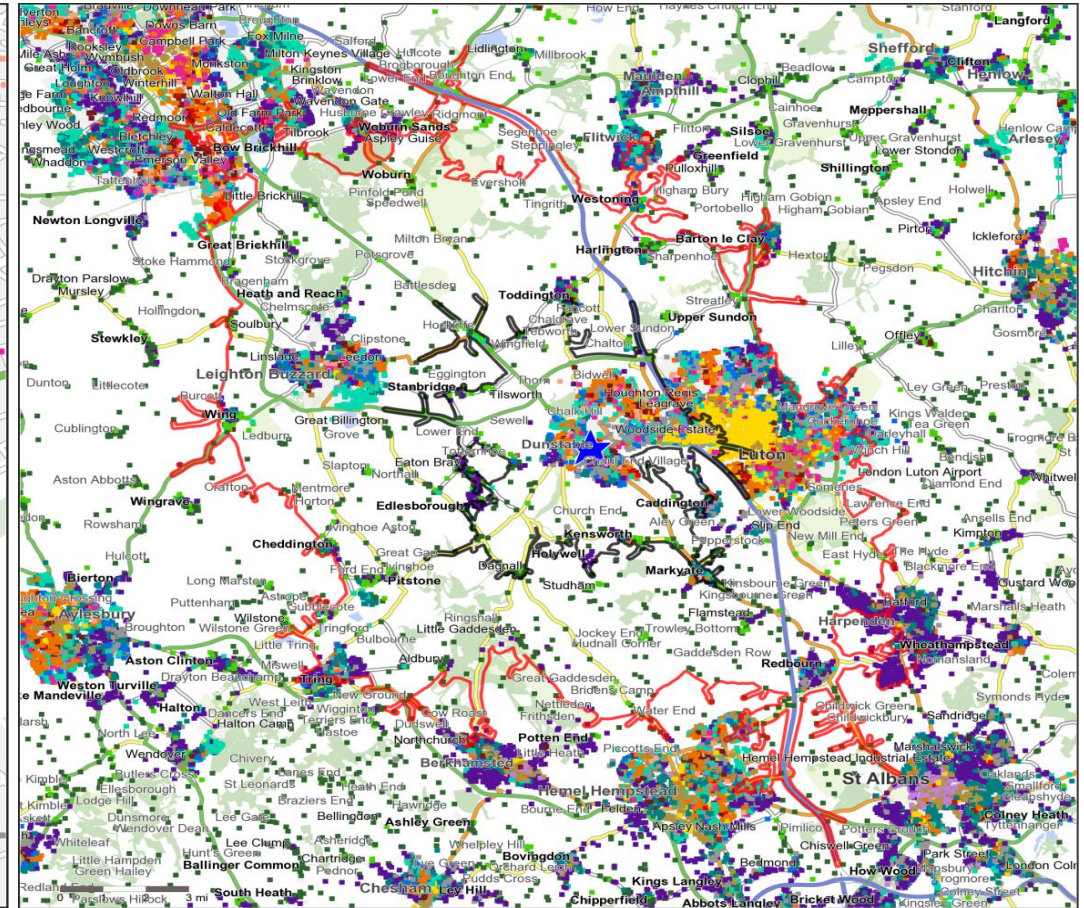
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,013	35.9	108	5,084	30.0	90	91,775	29.9	90
Medium (7-13)	2,222	39.7	120	6,505	38.4	116	113,732	37.1	112
High (14-19)	1,034	18.5	65	4,761	28.1	99	97,722	31.9	112

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

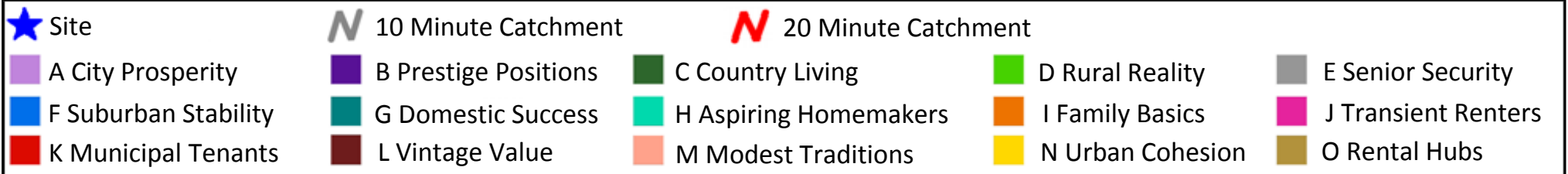


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	1
	A02	Uptown Elite	0	0	0	113
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	1
	B05	Premium Fortunes	0	0	11	4,078
	B06	Diamond Days	35	46	624	4,380
	B07	Alpha Families	14	94	1,402	9,096
	B08	Bank of Mum and Dad	32	448	1,091	7,289
	B09	Empty-Nest Adventure	0	61	1,191	4,964
	C10	Wealthy Landowners	0	0	1,047	5,823
	C11	Rural Vogue	0	0	79	1,184
	C12	Scattered Homesteads	0	0	9	36
	C13	Village Retirement	0	0	1,245	3,642
	D14	Satellite Settlers	0	0	1,689	8,398
	D15	Local Focus	0	0	642	2,501
	D16	Outlying Seniors	0	0	343	1,957
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	130	626	1,574	5,756
	E19	Bungalow Heaven	0	180	1,255	4,413
	E20	Classic Grandparents	57	528	2,682	6,496
	E21	Solo Retirees	85	697	4,247	11,160
	F22	Boomerang Boarders	0	726	2,700	6,161
	F23	Family Ties	136	249	1,610	6,122
	F24	Fledgling Free	0	0	121	689
	F25	Dependable Me	112	163	1,126	4,944
	G26	Cafés and Catchments	0	169	180	3,138
	G27	Thriving Independence	111	818	2,097	9,842
	G28	Modern Parents	0	0	85	1,982
	G29	Mid-Career Convention	0	249	1,393	8,885
	H30	Primary Ambitions	1,281	2,549	6,732	19,548
	H31	Affordable Fringe	0	113	624	2,034
	H32	First-Rung Futures	131	379	1,751	5,758
	H33	Contemporary Starts	0	284	1,550	7,985
	H34	New Foundations	62	101	356	1,434
	H35	Flying Solo	57	222	773	2,001

			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	72	1,533	7,258	15,627
	I37	Budget Generations	0	0	1,454	3,611
	I38	Economical Families	0	0	1,037	3,319
	I39	Families on a Budget	0	311	1,613	5,597
	J40	Value Rentals	0	0	140	231
	J41	Youthful Endeavours	41	102	342	904
	J42	Midlife Renters	671	1,263	4,027	12,201
	J43	Renting Rooms	76	109	288	7,729
	K44	Inner City Stalwarts	0	0	0	48
	K45	City Diversity	0	0	0	794
	K46	High Rise Residents	0	0	0	1,256
	K47	Single Essentials	7	108	544	2,823
	K48	Mature Workers	0	0	97	497
	L49	Flatlet Seniors	126	126	314	1,313
	L50	Pocket Pensions	155	317	840	2,885
	L51	Retirement Communities	180	488	539	2,188
	L52	Estate Veterans	0	468	1,720	2,546
	L53	Seasoned Survivors	0	0	429	1,451
	M54	Down-to-Earth Owners	0	0	314	326
	M55	Back with the Folks	1	316	2,074	5,860
	M56	Self Supporters	94	98	519	1,526
	N57	Community Elders	0	0	2,208	9,318
	N58	Culture & Comfort	0	0	820	6,437
	N59	Large Family Living	0	0	2,538	25,121
	N60	Ageing Access	76	106	169	942
	O61	Career Builders	24	27	266	2,252
	O62	Central Pulse	0	0	0	1,847
	O63	Flexible Workforce	0	0	308	7,959
	O64	Bus-Route Renters	1,837	2,887	4,114	10,663
	O65	Learners & Earners	0	0	0	4,103
	O66	Student Scene	0	0	0	1,559
	U99	Unclassified	0	0	0	1,709
Total			5,603	16,961	74,201	306,453

Top 3 Mosaic Types in a 20 Minute Walktime

1. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

2. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

3. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords



- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

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
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

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Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



- Cohabiting couples with children
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3. I36 Solid Economy

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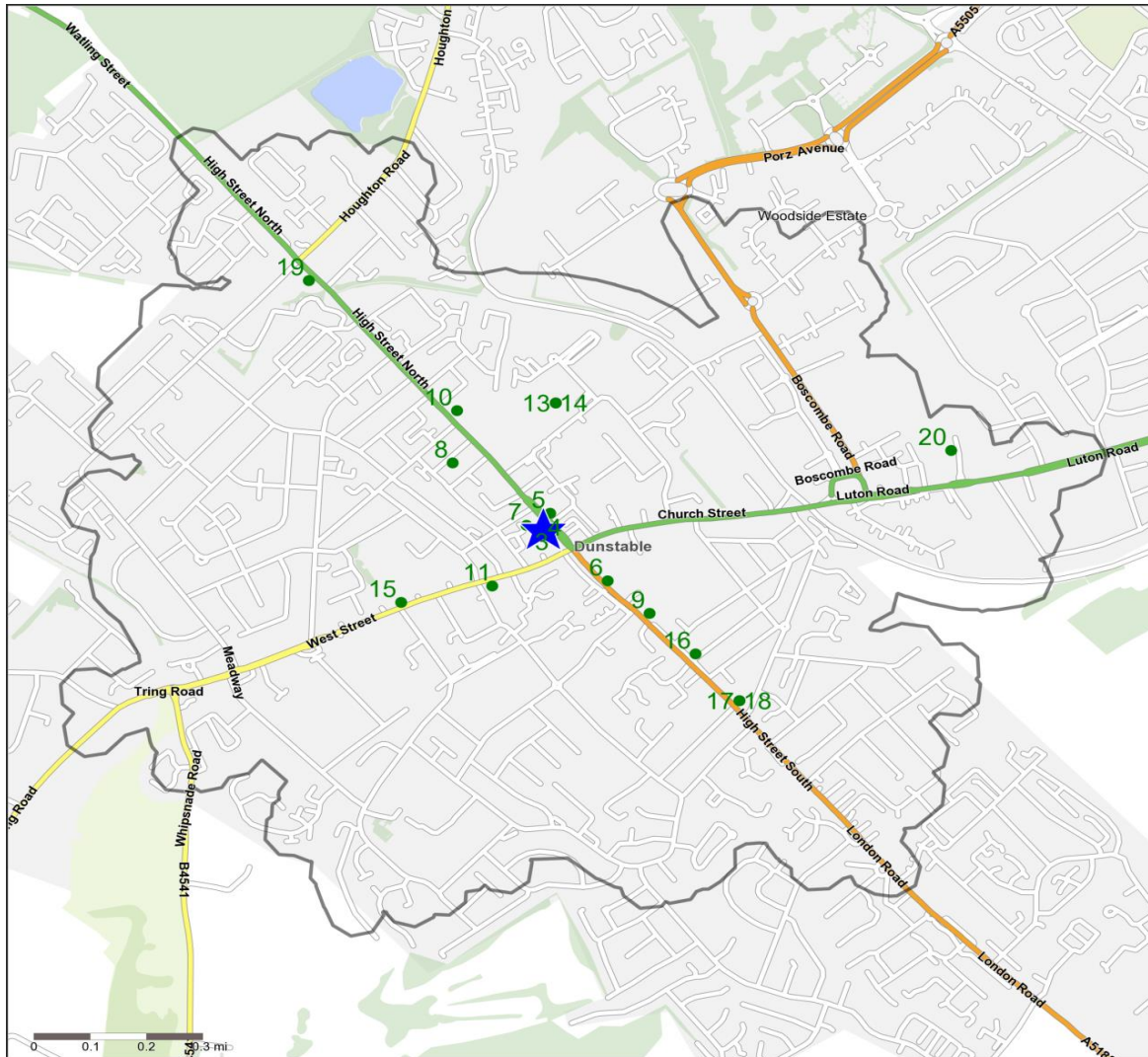
- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

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	Target Customers	% of Population	Index
Female: Alone, Pair or Group	9,036	53.3	176	1,876	11.1	68	6,049	35.7	68			
Male: Alone	6,863	40.5	136	1,514	8.9	57	8,584	50.6	95			
Male: Group	6,118	36.1	158	4,585	27.0	103	6,257	36.9	74			
Male: Pair	7,167	42.3	162	1,547	9.1	60	8,247	48.6	85			
Mixed Sex: Group	5,485	32.3	141	6,186	36.5	114	5,290	31.2	71			
Mixed Sex: Pair	6,778	40.0	170	5,545	32.7	101	4,638	27.3	64			
With Children	8,314	49.0	169	2,522	14.9	88	6,124	36.1	68			
Unknown	2,569	15.1	46	8,374	49.4	275	6,017	35.5	74			
For Eating:												
Upmarket	8,345	49.2	161	4,128	24.3	117	4,488	26.5	56			
Midmarket	8,956	52.8	154	2,169	12.8	142	5,836	34.4	62			
Downmarket	7,531	44.4	200	5,092	30.0	86	4,338	25.6	62			
For Drinking (monthly spend):												
Nothing	6,676	39.4	130	4,436	26.2	111	5,849	34.5	77			
Low (less than £10)	5,560	32.8	110	6,026	35.5	151	5,375	31.7	70			
Medium (Between £10 and £40)	5,560	32.8	107	3,008	17.7	99	8,394	49.5	98			
High (Greater than £40)	4,651	27.4	106	4,113	24.2	118	8,197	48.3	92			

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	104,191	34.0	112	51,250	16.7	102	149,303	48.7	94
Male: Alone	106,171	34.6	116	34,539	11.3	72	164,034	53.5	100
Male: Group	56,522	18.4	81	87,273	28.5	109	160,949	52.5	106
Male: Pair	96,185	31.4	120	46,640	15.2	100	161,919	52.8	92
Mixed Sex: Group	85,161	27.8	122	97,150	31.7	99	122,434	40.0	91
Mixed Sex: Pair	87,210	28.5	121	84,778	27.7	85	132,756	43.3	101
With Children	116,300	38.0	131	54,690	17.8	106	133,753	43.6	82
Unknown	118,702	38.7	118	71,374	23.3	130	114,669	37.4	78
For Eating:									
Upmarket	133,519	43.6	142	74,666	24.4	117	96,559	31.5	67
Midmarket	150,330	49.1	143	24,243	7.9	88	130,171	42.5	77
Downmarket	75,933	24.8	111	97,059	31.7	91	131,752	43.0	103
For Drinking (monthly spend):									
Nothing	94,514	30.8	102	55,653	18.2	77	154,577	50.4	113
Low (less than £10)	94,520	30.8	103	70,324	22.9	98	139,900	45.7	101
Medium (Between £10 and £40)	100,871	32.9	108	45,111	14.7	83	158,763	51.8	103
High (Greater than £40)	77,148	25.2	97	59,902	19.5	95	167,693	54.7	105

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	Crown Inn, LU 6 1HX	Star Pubs & Bars	0.0	0.2
2	Ivory Rum Bar, LU 6 1HX	Independent Free	0.0	0.2
3	Nags Head, LU 6 1HX	Star Pubs & Bars	0.0	0.2
4	White Horse, LU 6 1HX	McGowan Irish Bars	0.0	0.2
5	Old Sugar Loaf, LU 6 1LA	Tattershall Castle Group	0.3	0.5
6	Saracens Head, LU 6 3RZ	Unknown	3.6	0.9
7	Cross Cafe, LU 6 1SU	Independent Free	3.6	1.5
8	Globe, LU 6 1LS	B & T Brewery	5.1	1.2
9	White Swan, LU 6 3SF	Wellington	5.4	1.3
10	Wheatsheaf, LU 6 1LH	Unknown	5.7	0.9
11	Victoria, LU 6 1ST	Independent Free	5.7	1.4
12	Cookies & Cream, LU 5 4GP	Independent Free	6.9	1.3
13	Gary Cooper, LU 5 4GP	Wetherspoon	6.9	1.3
14	Hq Sports Bar, LU 5 4GP	Independent Free	6.9	1.3
15	Pheasant, LU 6 1NX	Independent Free	7.9	1.9
16	Star & Garter, LU 6 3SQ	*Other Small Retail Groups	8.2	2.7
17	Froth N Elbow, LU 6 3SJ	Ei Group	10.6	2.1
18	Greyhound, LU 6 3SJ	Independent Free	10.6	2.1
19	Bird In Hand, LU 6 1AZ	Milton Pubs and Taverns	13.9	2.2
20	Market Cross, LU 5 4JN	Marston's	17.2	3.2