

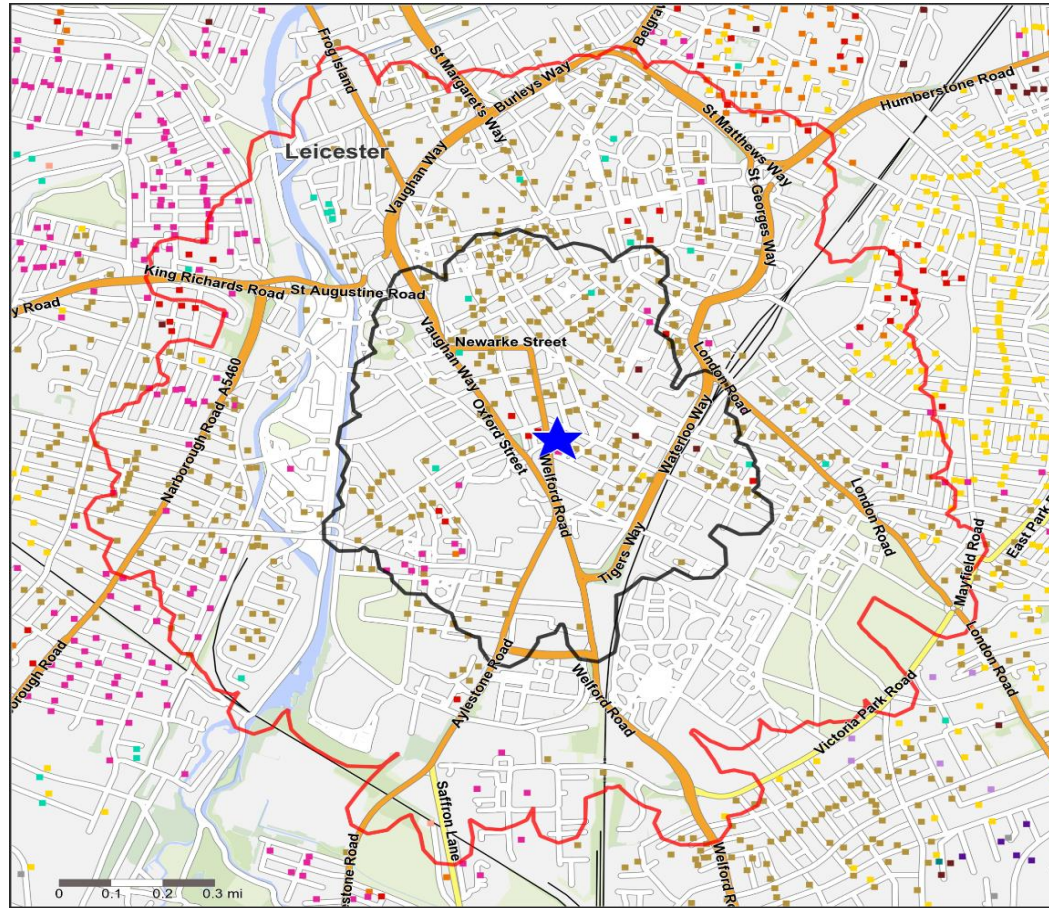
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	53	118	286
Catchment Adults 18+	14,807	40,486	451,703
Catchment Adults 18+ Per Pub	279	343	1,579
Populaton Projection 2018 to 2028 (% change)	10.83%	12.92%	7.47%

		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	9,100	61.5	119	1	High Street Pub	27,980	69.1	133	1	High Street Pub	304,080	67.3	130
2	Circuit Bar	8,742	59.0	127	2	Circuit Bar	25,303	62.5	134	2	Community Pub	228,188	50.5	108
3	Bit of Style	8,518	57.5	91	3	Bit of Style	24,426	60.3	96	3	Premium Local	165,951	36.7	58
4	Craft Led	8,241	55.7	430	4	Craft Led	24,149	59.6	461	4	Great Pub Great Food	103,881	23.0	178
5	Community Pub	6,050	40.9	101	5	Community Pub	12,369	30.6	76	5	Bit of Style	101,401	22.4	56
6	Premium Local	1,745	11.8	44	6	Premium Local	9,624	23.8	89	6	Circuit Bar	75,237	16.7	62
7	Great Pub Great Food	0	0.0	0	7	Great Pub Great Food	0	0.0	0	7	Craft Led	58,251	12.9	125

	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	647	4.4	49	2,445	6.0	68	30,669	6.8	77
C1	2,500	16.9	138	7,264	17.9	146	53,869	11.9	97
C2	345	2.3	28	1,355	3.3	41	34,832	7.7	93
DE	961	6.5	63	4,078	10.1	98	55,062	12.2	118

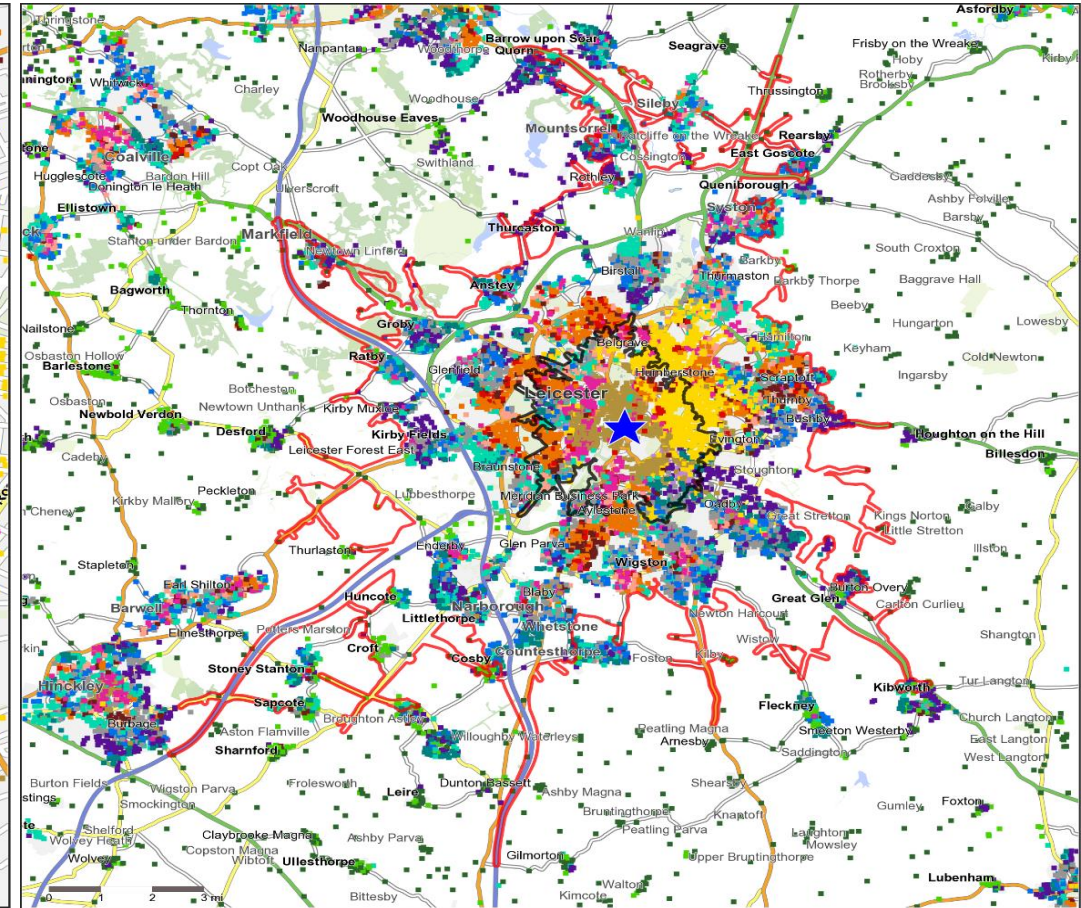
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	4,514	30.5	92	17,904	44.2	133	200,343	44.4	134
Medium (7-13)	1,161	7.8	24	4,434	11.0	33	159,239	35.3	106
High (14-19)	75	0.5	2	289	0.7	3	61,551	13.6	48

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

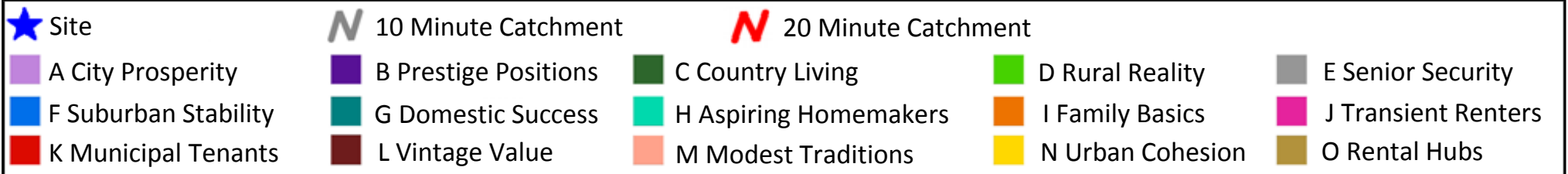


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	672	692
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	130	130
B05	Premium Fortunes		0	0	155	1,877
B06	Diamond Days		0	0	477	2,619
B07	Alpha Families		0	0	26	3,246
B08	Bank of Mum and Dad		0	0	571	9,428
B09	Empty-Nest Adventure		0	0	0	7,522
C10	Wealthy Landowners		0	0	0	620
C11	Rural Vogue		0	0	0	316
C12	Scattered Homesteads		0	0	0	118
C13	Village Retirement		0	0	0	585
D14	Satellite Settlers		0	0	0	2,396
D15	Local Focus		0	0	0	805
D16	Outlying Seniors		0	0	0	791
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	0	529	4,206
E19	Bungalow Heaven		0	0	117	10,284
E20	Classic Grandparents		0	0	1,501	16,060
E21	Solo Retirees		0	0	2,774	14,985
F22	Boomerang Boarders		0	0	491	11,800
F23	Family Ties		0	0	167	6,389
F24	Fledgling Free		0	0	275	6,283
F25	Dependable Me		0	0	761	10,608
G26	Cafés and Catchments		0	0	2,122	3,001
G27	Thriving Independence		0	0	1,918	4,704
G28	Modern Parents		0	0	0	9,000
G29	Mid-Career Convention		0	0	0	9,577
H30	Primary Ambitions		0	0	748	6,066
H31	Affordable Fringe		0	0	2,432	17,442
H32	First-Rung Futures		0	0	1,926	12,287
H33	Contemporary Starts		0	0	0	11,489
H34	New Foundations		446	1,000	1,190	2,251
H35	Flying Solo		0	0	481	2,286

			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		43	43	603	2,214
I37	Budget Generations		0	0	954	5,557
I38	Economical Families		0	2	1,020	7,150
I39	Families on a Budget		0	322	7,386	30,059
J40	Value Rentals		0	0	133	1,729
J41	Youthful Endeavours		44	47	452	2,059
J42	Midlife Renters		0	0	3,475	13,787
J43	Renting Rooms		399	2,645	15,638	18,278
K44	Inner City Stalwarts		13	173	227	285
K45	City Diversity		43	308	441	441
K46	High Rise Residents		294	555	1,030	1,030
K47	Single Essentials		169	723	2,483	5,488
K48	Mature Workers		0	0	859	6,013
L49	Flatlet Seniors		161	186	1,650	3,056
L50	Pocket Pensions		0	0	543	6,283
L51	Retirement Communities		27	47	408	2,079
L52	Estate Veterans		0	0	707	4,707
L53	Seasoned Survivors		0	0	866	2,825
M54	Down-to-Earth Owners		0	0	259	1,598
M55	Back with the Folks		0	0	2,000	9,556
M56	Self Supporters		0	0	1,352	7,484
N57	Community Elders		0	0	5,998	18,233
N58	Culture & Comfort		0	0	1,759	5,887
N59	Large Family Living		0	1,145	27,422	47,920
N60	Ageing Access		51	224	2,882	2,960
O61	Career Builders		0	0	1,447	2,253
O62	Central Pulse		1,978	7,816	9,397	9,397
O63	Flexible Workforce		67	643	1,826	2,333
O64	Bus-Route Renters		11	107	1,465	3,441
O65	Learners & Earners		1,232	7,981	15,903	15,939
O66	Student Scene		4,794	6,986	8,268	8,268
U99	Unclassified		5,033	9,532	10,806	13,532
Total			14,805	40,485	149,122	451,704

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. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

3. 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

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. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



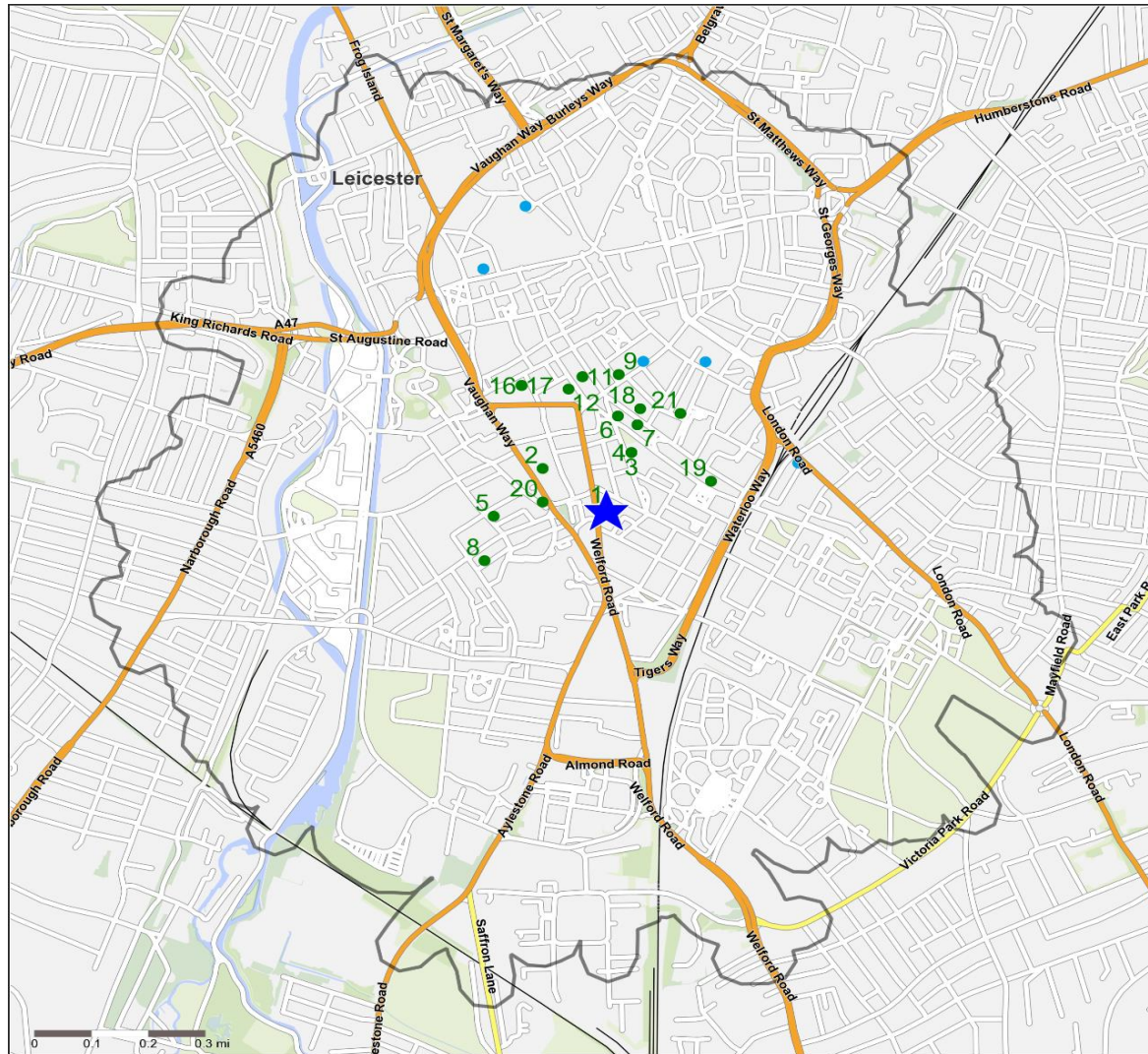
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	26,345	65.1	215		2,688	6.6	41		1,921	4.7	9	
Male: Alone	13,152	32.5	109		8,586	21.2	136		9,217	22.8	43	
Male: Group	8,507	21.0	92		18,890	46.7	178		3,557	8.8	18	
Male: Pair	19,601	48.4	186		3,648	9.0	59		7,706	19.0	33	
Mixed Sex: Group	28,902	71.4	312		229	0.6	2		1,823	4.5	10	
Mixed Sex: Pair	22,890	56.5	241		4,920	12.2	37		3,143	7.8	18	
With Children	4,687	11.6	40		1,008	2.5	15		25,259	62.4	118	
Unknown	19,454	48.1	146		2,203	5.4	30		9,298	23.0	48	
For Eating:												
Upmarket	24,903	61.5	201		4,633	11.4	55		1,418	3.5	7	
Midmarket	29,309	72.4	211		412	1.0	11		1,233	3.0	6	
Downmarket	15,077	37.2	168		10,089	24.9	71		5,788	14.3	34	
For Drinking (monthly spend):												
Nothing	1,166	2.9	10		8,966	22.1	94		20,823	51.4	115	
Low (less than £10)	224	0.6	2		8,134	20.1	86		22,596	55.8	123	
Medium (Between £10 and £40)	16,022	39.6	129		1,481	3.7	21		13,452	33.2	66	
High (Greater than £40)	17,219	42.5	164		283	0.7	3		13,452	33.2	64	

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	138,634	30.7	101	52,321	11.6	71	247,217	54.7	105
Male: Alone	180,232	39.9	134	72,800	16.1	103	185,139	41.0	77
Male: Group	100,712	22.3	97	138,678	30.7	117	198,781	44.0	89
Male: Pair	164,585	36.4	140	94,231	20.9	137	179,355	39.7	69
Mixed Sex: Group	149,715	33.1	145	88,081	19.5	61	200,375	44.4	101
Mixed Sex: Pair	148,037	32.8	140	115,405	25.5	79	174,729	38.7	91
With Children	173,610	38.4	133	68,308	15.1	90	196,253	43.4	82
Unknown	183,237	40.6	123	55,731	12.3	69	199,202	44.1	92
For Eating:									
Upmarket	191,119	42.3	138	89,115	19.7	95	157,937	35.0	74
Midmarket	216,616	48.0	140	37,440	8.3	92	184,115	40.8	74
Downmarket	132,169	29.3	132	161,787	35.8	103	144,214	31.9	77
For Drinking (monthly spend):									
Nothing	127,952	28.3	94	115,236	25.5	108	194,982	43.2	96
Low (less than £10)	136,604	30.2	101	75,612	16.7	71	225,954	50.0	110
Medium (Between £10 and £40)	163,244	36.1	118	28,942	6.4	36	245,985	54.5	108
High (Greater than £40)	103,053	22.8	88	79,841	17.7	86	255,277	56.5	108

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	Bricklayers Arms, LE 2 7AB	Star Pubs & Bars	0.0	3.6
2	Bowling Green, LE 1 5XW	Stonegate Pub Company	3.3	1.9
3	Brood, LE 1 6RL	Independent Free	4.2	4.0
4	Kings Head, LE 1 6RL	*Other Small Retail Groups	4.2	4.0
5	Font, LE 2 7DP	Unknown	4.8	1.9
6	Sophbeck Sessions, LE 1 6RJ	Independent Free	4.8	4.2
7	Basment Bar, LE 1 6HH	Orange Tree Group	5.4	5.5
8	Sir Robert Peel, LE 2 7DD	Everards	5.7	2.6
9	Hakamou, LE 1 6AT	Independent Free	6.0	3.9
10	Head Of Steam, LE 1 6DN	Camerons	6.3	3.1
11	Mamba Cafe Bar, LE 1 6DN	Independent Free	6.3	3.1
12	Duffys Bar, LE 1 6BT	Independent Free	6.6	3.1
13	Criterion, LE 1 5JN	Unknown	6.6	3.7
14	Firefly, LE 1 5JN	Marston's	6.6	3.7
15	Oddbar, LE 1 5JN	Independent Free	6.6	3.7
16	Rutland & Derby Arms, LE 1 5JN	Everards	6.6	3.7
17	Stones Cafe Bar, LE 1 5JN	Independent Free	6.6	3.7
18	Terrace, LE 1 6GD	Independent Free	6.6	5.4
19	Revolution, LE 1 6TF	Inventive Leisure	7.2	4.0
20	Swan & Rushes, LE 1 5WR	Wellington	7.9	2.5