

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	3	4	241
Catchment Adults 18+	1,681	4,791	316,922
Catchment Adults 18+ Per Pub	560	1,198	1,315
Populaton Projection 2018 to 2028 (% change)	11.75%	11.11%	8.22%

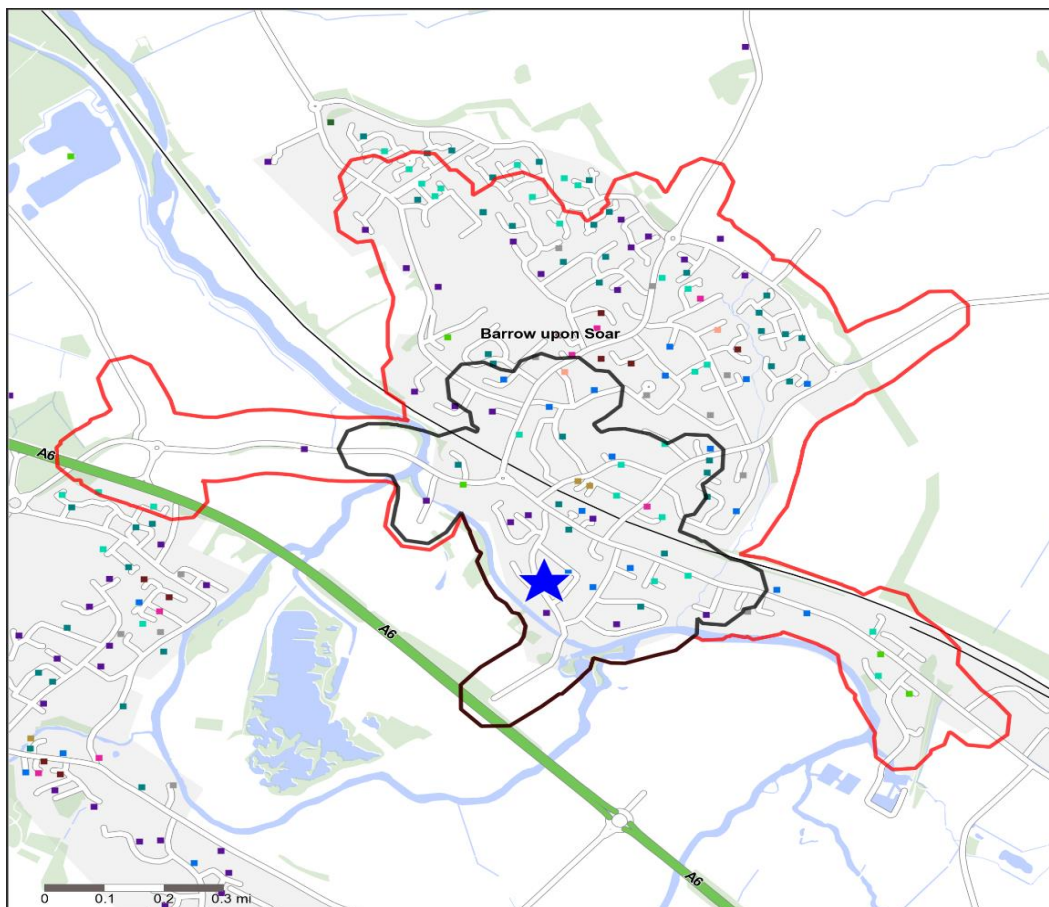
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	1,394	82.9	160	1	Premium Local	3,739	78.0	151	1	High Street Pub	201,661	63.6	123
2	High Street Pub	1,194	71.0	152	2	High Street Pub	3,348	69.9	150	2	Community Pub	154,468	48.7	105
3	Great Pub Great Food	1,023	60.9	97	3	Great Pub Great Food	2,659	55.5	88	3	Premium Local	142,142	44.9	71
4	Bit of Style	769	45.7	354	4	Bit of Style	2,230	46.5	360	4	Great Pub Great Food	97,002	30.6	237
5	Community Pub	551	32.8	81	5	Community Pub	1,734	36.2	90	5	Bit of Style	71,883	22.7	56
6	Circuit Bar	337	20.0	75	6	Circuit Bar	883	18.4	69	6	Circuit Bar	51,613	16.3	61
7	Craft Led	233	13.9	135	7	Craft Led	554	11.6	112	7	Craft Led	34,067	10.7	104

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	201	12.0	135	559	11.7	132	23,547	7.4	84
C1	198	11.8	96	574	12.0	98	36,645	11.6	94
C2	138	8.2	99	386	8.1	98	25,991	8.2	99
DE	92	5.5	53	274	5.7	56	35,385	11.2	108

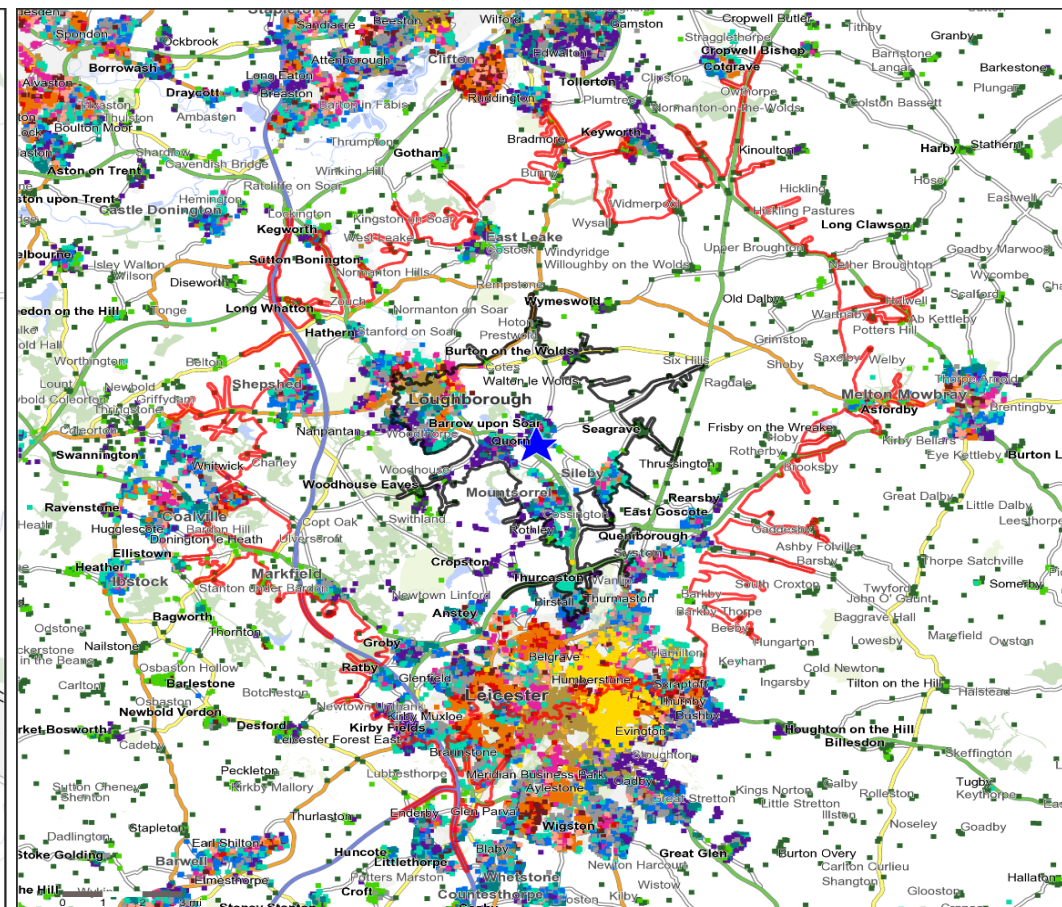
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	235	14.0	42	854	17.8	54	124,818	39.4	119
Medium (7-13)	814	48.4	146	2,146	44.8	135	113,002	35.7	108
High (14-19)	476	28.3	100	1,409	29.4	103	53,739	17.0	60

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

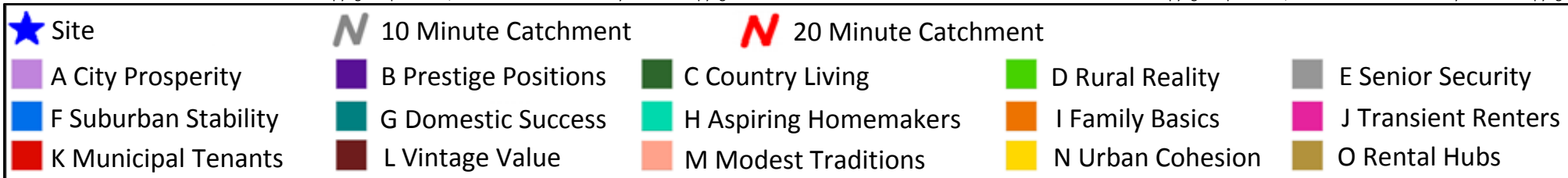
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	47	47
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	7	13	285	803
B06	Diamond Days	31	87	1,240	2,753
B07	Alpha Families	17	39	1,737	4,256
B08	Bank of Mum and Dad	64	195	1,428	5,608
B09	Empty-Nest Adventure	135	378	2,169	9,118
C10	Wealthy Landowners	10	28	398	3,746
C11	Rural Vogue	0	0	172	1,277
C12	Scattered Homesteads	0	0	44	379
C13	Village Retirement	3	7	689	4,971
D14	Satellite Settlers	16	46	862	6,377
D15	Local Focus	0	101	156	2,242
D16	Outlying Seniors	0	0	0	1,299
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	44	1,463	2,588
E19	Bungalow Heaven	53	145	1,926	10,492
E20	Classic Grandparents	4	92	1,167	7,493
E21	Solo Retirees	0	0	1,141	7,756
F22	Boomerang Boarders	232	403	1,431	8,185
F23	Family Ties	3	21	1,129	3,615
F24	Fledgling Free	23	93	744	7,523
F25	Dependable Me	184	353	2,292	8,516
G26	Cafés and Catchments	0	0	175	461
G27	Thriving Independence	142	155	2,747	3,947
G28	Modern Parents	0	327	3,005	7,346
G29	Mid-Career Convention	242	743	2,648	9,771
H30	Primary Ambitions	102	102	1,014	4,753
H31	Affordable Fringe	0	0	2,119	12,373
H32	First-Rung Futures	133	425	2,626	10,935
H33	Contemporary Starts	45	238	5,198	12,158
H34	New Foundations	6	38	420	1,929
H35	Flying Solo	100	129	1,176	2,314

		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	562	2,359
I37	Budget Generations	0	0	755	3,054
I38	Economical Families	0	0	306	3,490
I39	Families on a Budget	0	0	1,534	19,734
J40	Value Rentals	0	73	146	1,439
J41	Youthful Endeavours	0	0	415	1,896
J42	Midlife Renters	73	157	2,380	9,658
J43	Renting Rooms	0	0	1,497	12,323
K44	Inner City Stalwarts	0	0	0	46
K45	City Diversity	0	0	0	73
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	0	0	487	4,035
K48	Mature Workers	0	0	242	3,401
L49	Flatlet Seniors	0	0	702	2,701
L50	Pocket Pensions	3	188	1,041	4,833
L51	Retirement Communities	0	22	286	985
L52	Estate Veterans	0	58	387	2,899
L53	Seasoned Survivors	0	0	110	1,627
M54	Down-to-Earth Owners	0	5	306	1,220
M55	Back with the Folks	0	33	943	7,121
M56	Self Supporters	0	0	642	6,139
N57	Community Elders	0	0	79	9,046
N58	Culture & Comfort	0	0	41	3,881
N59	Large Family Living	0	0	380	21,308
N60	Ageing Access	0	0	674	912
O61	Career Builders	0	0	315	721
O62	Central Pulse	0	0	430	3,624
O63	Flexible Workforce	0	0	313	1,211
O64	Bus-Route Renters	54	54	485	2,284
O65	Learners & Earners	0	0	2,588	5,603
O66	Student Scene	0	0	2,500	5,625
U99	Unclassified	0	0	2,840	8,645
Total		1,682	4,792	65,034	316,924

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

3. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

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. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



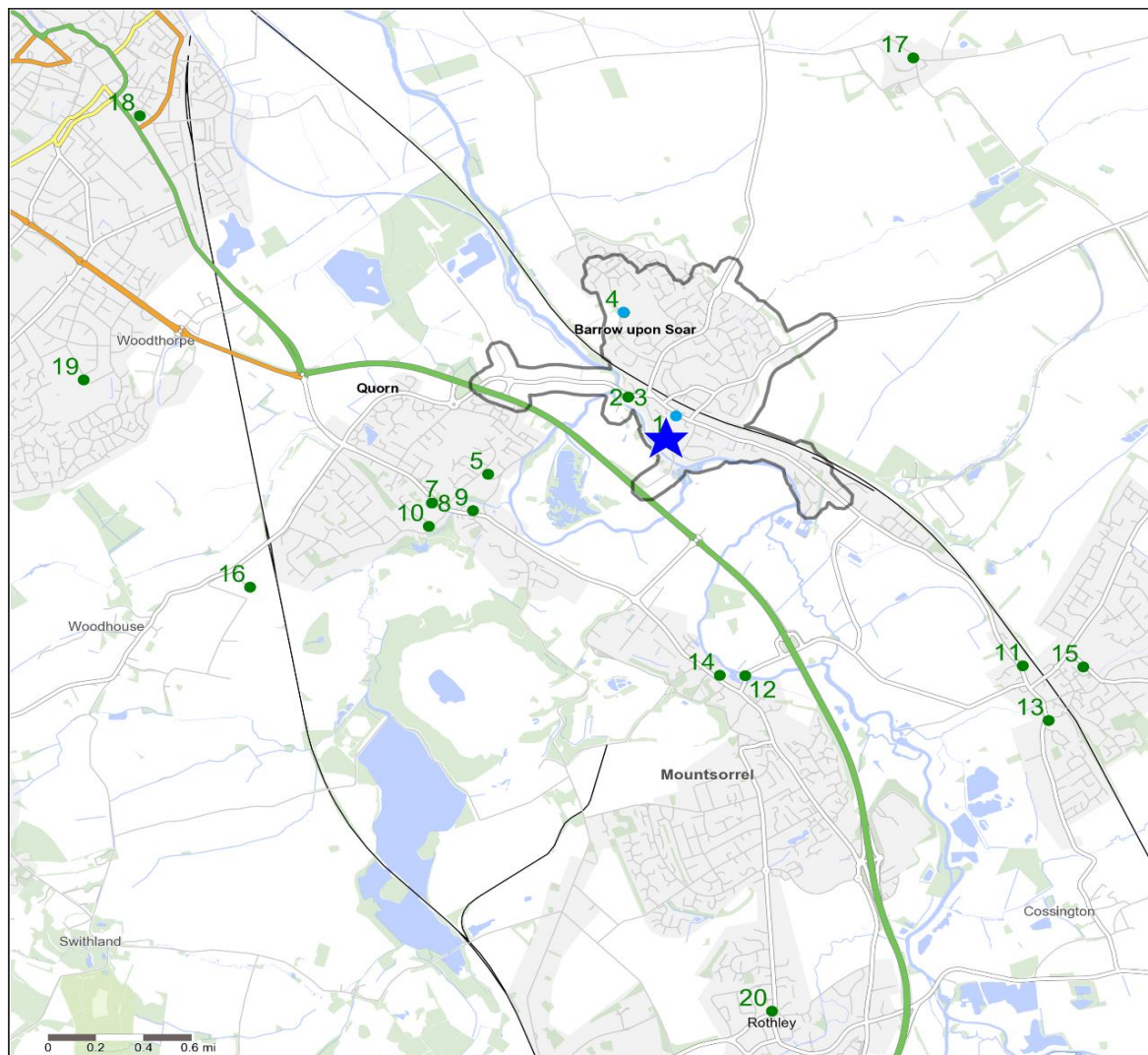
- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

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	1,641	34.3	113	186	3.9	24	2,964	61.9	119		
Male: Alone	1,236	25.8	87	1,298	27.1	174	2,256	47.1	88		
Male: Group	1,176	24.5	107	1,424	29.7	113	2,191	45.7	92		
Male: Pair	936	19.5	75	816	17.0	112	3,039	63.4	111		
Mixed Sex: Group	465	9.7	42	2,279	47.6	149	2,047	42.7	97		
Mixed Sex: Pair	2,072	43.2	184	990	20.7	64	1,729	36.1	84		
With Children	1,253	26.2	90	1,242	25.9	154	2,296	47.9	91		
Unknown	1,345	28.1	85	848	17.7	99	2,599	54.2	113		
For Eating:											
Upmarket	1,918	40.0	131	788	16.4	79	2,085	43.5	92		
Midmarket	1,038	21.7	63	129	2.7	30	3,624	75.6	137		
Downmarket	1,156	24.1	109	2,486	51.9	149	1,149	24.0	58		
For Drinking (monthly spend):											
Nothing	952	19.9	66	2,188	45.7	193	1,650	34.4	77		
Low (less than £10)	2,388	49.8	167	954	19.9	85	1,449	30.2	67		
Medium (Between £10 and £40)	2,393	49.9	163	226	4.7	26	2,172	45.3	90		
High (Greater than £40)	1,459	30.5	118	1,177	24.6	120	2,155	45.0	86		

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	88,715	28.0	92	43,705	13.8	84	175,858	55.5	107	
Male: Alone	107,247	33.8	114	52,665	16.6	106	148,366	46.8	88	
Male: Group	63,711	20.1	88	96,442	30.4	116	148,125	46.7	94	
Male: Pair	91,440	28.9	111	61,760	19.5	128	155,077	48.9	85	
Mixed Sex: Group	86,332	27.2	119	87,237	27.5	86	134,708	42.5	97	
Mixed Sex: Pair	97,738	30.8	132	89,423	28.2	87	121,116	38.2	89	
With Children	110,320	34.8	120	57,805	18.2	108	140,152	44.2	84	
Unknown	116,298	36.7	112	43,568	13.7	77	148,412	46.8	98	
For Eating:										
Upmarket	114,583	36.2	118	61,817	19.5	94	131,878	41.6	88	
Midmarket	118,075	37.3	108	26,350	8.3	92	163,853	51.7	93	
Downmarket	84,257	26.6	120	123,564	39.0	112	100,457	31.7	76	
For Drinking (monthly spend):										
Nothing	80,631	25.4	84	85,621	27.0	114	142,026	44.8	100	
Low (less than £10)	97,006	30.6	103	62,339	19.7	84	148,932	47.0	104	
Medium (Between £10 and £40)	101,686	32.1	105	29,845	9.4	53	176,746	55.8	111	
High (Greater than £40)	61,378	19.4	75	60,403	19.1	93	186,496	58.8	113	

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	Navigation Inn, LE12 8LQ	Star Pubs & Bars	0.0	0.1
2	Boathouse At Barrrow, LE12 8PN	Ei Group	6.3	1.2
3	Soar Bridge Inn, LE12 8PN	Everards	6.3	1.2
4	Three Crowns, LE12 8JS	Star Pubs & Bars	14.5	2.9
5	Apple Tree, LE12 8BU	Ei Group	34.4	6.9
6	Quorndon Fox, LE12 8DT	Mitchells & Butlers	35.0	5.5
7	Royal Oak, LE12 8DT	*Other Small Retail Groups	35.0	5.5
8	White Hart Inn, LE12 8DT	Punch Pub Company	35.0	5.5
9	White Horse, LE12 8ET	Everards	38.0	5.8
10	Blacksmiths Arms, LE12 8EU	Marston's	39.2	6.4
11	Horse & Trumpet, LE12 7LP	Steamin Billy Brewing Co	40.4	5.9
12	Waterside Inn, LE12 7BB	Everards	45.9	4.9
13	Free Trade Inn, LE12 7RW	Everards	45.9	6.8
14	Swan Inn, LE12 7AT	Independent Free	49.2	5.4
15	White Swan, LE12 7NW	Independent Free	49.2	7.2
16	Manor House Hotel, LE12 8AL	Independent Free	50.4	6.2
17	Anchor Inn, LE12 8HR	Independent Free	53.1	6.6
18	Peacock Inn, LE11 1AL	Independent Free	63.7	7.9
19	Hunters Moon, LE11 2JS	*Other Small Retail Groups	75.7	7.9
20	Royal Oak, LE 7 7PF	Everards	80.8	8.8