

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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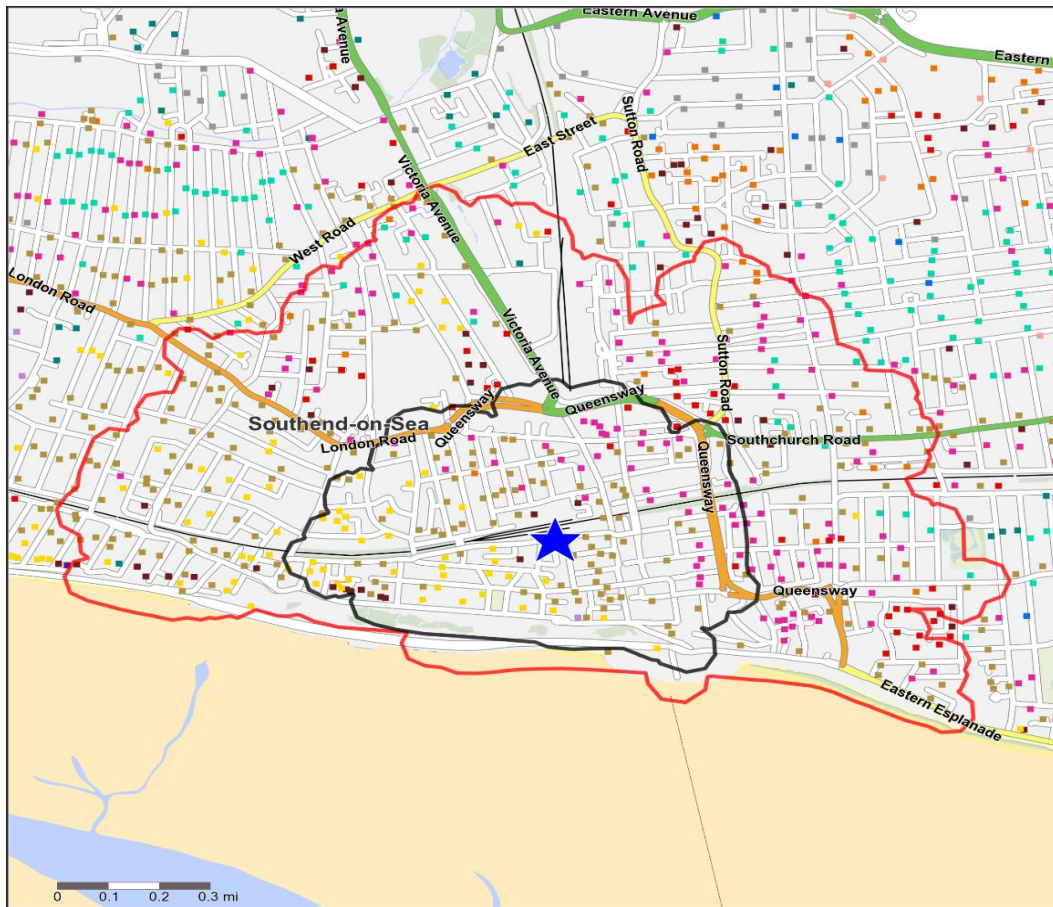
Number of Pubs	29	45	137
Catchment Adults 18+	6,037	22,488	204,962
Catchment Adults 18+ Per Pub	208	500	1,496
Populaton Projection 2018 to 2028 (% change)	8.84%	9.55%	7.18%

		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	4,358	72.2	139	1	High Street Pub	17,650	78.5	152	1	High Street Pub	165,472	80.7	156
2	Community Pub	4,273	70.8	152	2	Community Pub	17,251	76.7	165	2	Premium Local	109,187	53.3	114
3	Circuit Bar	2,216	36.7	58	3	Circuit Bar	10,078	44.8	71	3	Community Pub	109,078	53.2	84
4	Bit of Style	1,421	23.5	182	4	Craft Led	4,983	22.2	171	4	Great Pub Great Food	90,076	43.9	340
5	Craft Led	1,414	23.4	58	5	Bit of Style	4,839	21.5	53	5	Bit of Style	58,048	28.3	70
6	Premium Local	1,339	22.2	83	6	Premium Local	4,672	20.8	77	6	Circuit Bar	31,092	15.2	57
7	Great Pub Great Food	193	3.2	31	7	Great Pub Great Food	987	4.4	43	7	Craft Led	16,321	8.0	77

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	468	7.8	88	1,616	7.2	81	16,027	7.8	88
C1	910	15.1	123	3,423	15.2	124	27,886	13.6	111
C2	470	7.8	94	2,192	9.7	118	17,270	8.4	102
DE	744	12.3	120	3,525	15.7	152	17,267	8.4	82

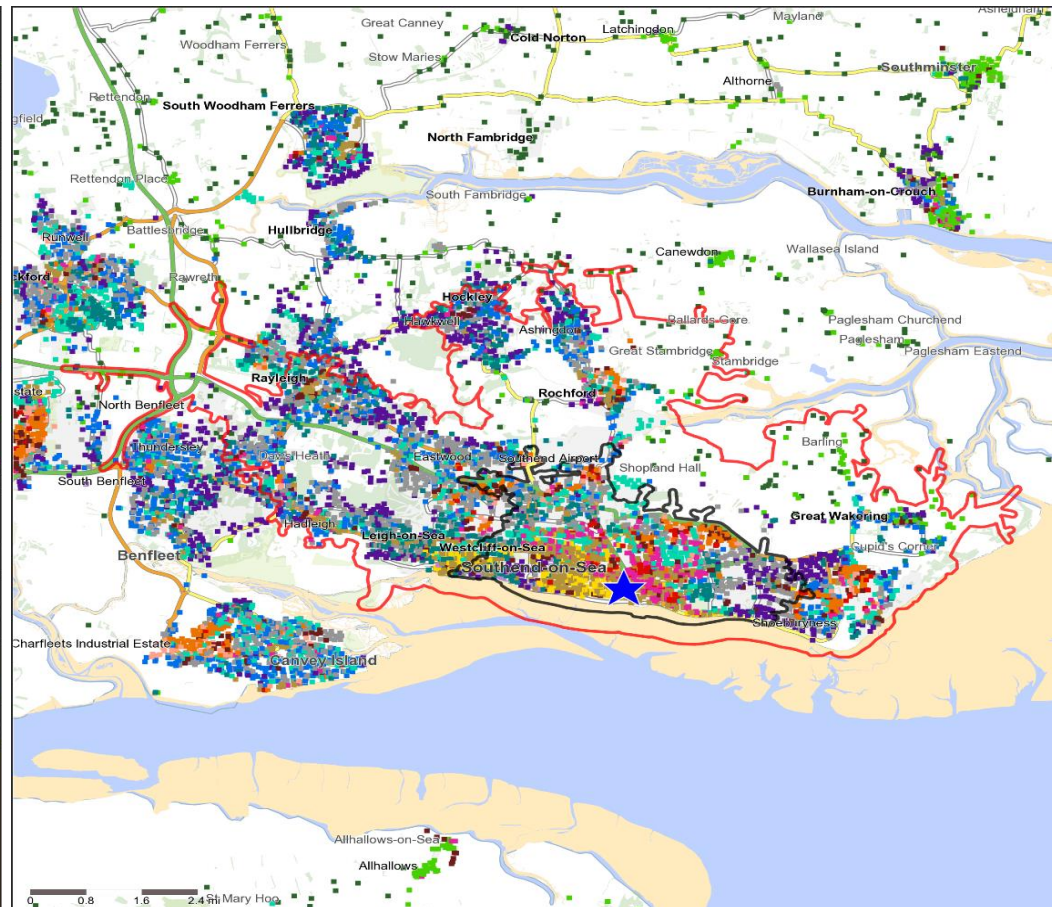
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,058	50.7	153	13,556	60.3	182	47,619	23.2	70
Medium (7-13)	1,870	31.0	93	6,891	30.6	92	68,388	33.4	101
High (14-19)	628	10.4	37	1,913	8.5	30	80,962	39.5	139

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	255	257
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		9	9	9	9
B05	Premium Fortunes		0	0	435	992
B06	Diamond Days		0	5	2,015	4,296
B07	Alpha Families		0	0	845	3,222
B08	Bank of Mum and Dad		0	0	547	4,775
B09	Empty-Nest Adventure		0	0	207	4,259
C10	Wealthy Landowners		0	0	0	295
C11	Rural Vogue		0	0	0	196
C12	Scattered Homesteads		0	0	0	24
C13	Village Retirement		0	0	0	394
D14	Satellite Settlers		0	0	0	1,042
D15	Local Focus		0	0	0	644
D16	Outlying Seniors		0	0	0	404
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	0	3,433	11,817
E19	Bungalow Heaven		0	0	1,925	8,673
E20	Classic Grandparents		0	28	1,420	6,654
E21	Solo Retirees		0	0	3,704	9,805
F22	Boomerang Boarders		0	0	539	10,637
F23	Family Ties		0	0	665	5,269
F24	Fledgling Free		0	0	171	1,102
F25	Dependable Me		0	0	539	3,671
G26	Cafés and Catchments		0	0	2,667	5,022
G27	Thriving Independence		0	57	5,396	14,197
G28	Modern Parents		0	0	0	818
G29	Mid-Career Convention		0	0	106	7,427
H30	Primary Ambitions		0	700	9,595	15,152
H31	Affordable Fringe		0	0	73	935
H32	First-Rung Futures		0	0	1,176	3,436
H33	Contemporary Starts		0	0	26	803
H34	New Foundations		0	220	580	771
H35	Flying Solo		0	0	283	1,528

			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		10	363	4,149	8,077
I37	Budget Generations		0	0	261	582
I38	Economical Families		0	57	73	248
I39	Families on a Budget		0	46	585	1,586
J40	Value Rentals		0	0	0	0
J41	Youthful Endeavours		0	211	340	553
J42	Midlife Renters		0	1,296	7,306	9,557
J43	Renting Rooms		1,072	3,444	4,217	4,310
K44	Inner City Stalwarts		18	58	90	90
K45	City Diversity		0	26	26	26
K46	High Rise Residents		141	877	1,092	1,223
K47	Single Essentials		2	1,131	2,267	2,729
K48	Mature Workers		0	0	21	281
L49	Flatlet Seniors		0	540	1,200	1,234
L50	Pocket Pensions		0	43	419	2,119
L51	Retirement Communities		415	1,107	2,522	5,106
L52	Estate Veterans		0	0	1,314	2,234
L53	Seasoned Survivors		0	41	308	436
M54	Down-to-Earth Owners		0	0	55	188
M55	Back with the Folks		0	0	662	2,290
M56	Self Supporters		0	0	144	462
N57	Community Elders		0	59	68	68
N58	Culture & Comfort		0	23	32	32
N59	Large Family Living		0	0	0	0
N60	Ageing Access		1,441	2,883	6,274	7,762
O61	Career Builders		184	216	1,671	3,209
O62	Central Pulse		68	158	176	176
O63	Flexible Workforce		1,138	3,450	5,200	5,215
O64	Bus-Route Renters		985	4,880	11,301	15,853
O65	Learners & Earners		17	23	23	23
O66	Student Scene		5	5	5	5
U99	Unclassified		532	532	649	761
Total			6,037	22,488	89,061	204,961

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. O63 Flexible Workforce

Successful young renters ready to move to follow worthwhile incomes from service sector jobs



- Likely to be 26-35
- Singles and multiple sharers
- Many ethnicities
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

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

Top 3 Mosaic Types in a 20 Minute Drivetime

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. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



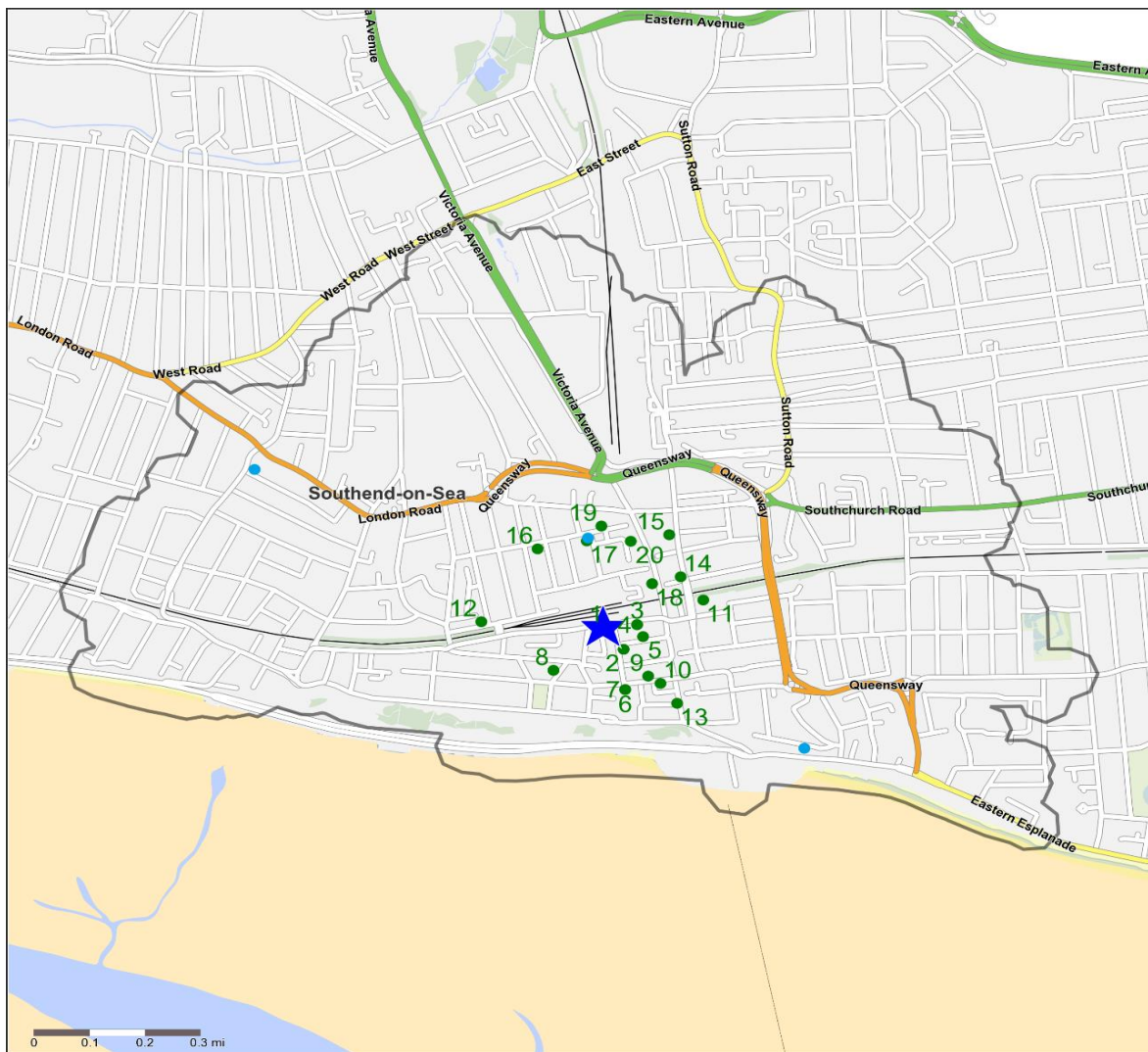
- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

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	15,706	69.8	231	4,032	17.9	110	2,218	9.9	19	
Male: Alone	17,733	78.9	265	2,332	10.4	66	1,890	8.4	16	
Male: Group	9,858	43.8	192	6,267	27.9	106	5,831	25.9	52	
Male: Pair	16,445	73.1	280	3,830	17.0	112	1,680	7.5	13	
Mixed Sex: Group	18,752	83.4	365	1,626	7.2	23	1,578	7.0	16	
Mixed Sex: Pair	6,389	28.4	121	10,527	46.8	144	5,040	22.4	52	
With Children	12,037	53.5	185	3,864	17.2	102	6,055	26.9	51	
Unknown	7,625	33.9	103	8,756	38.9	217	5,575	24.8	52	
For Eating:										
Upmarket	12,347	54.9	179	6,896	30.7	147	2,712	12.1	26	
Midmarket	19,286	85.8	250	629	2.8	31	2,041	9.1	16	
Downmarket	5,693	25.3	114	7,663	34.1	98	8,600	38.2	92	
For Drinking (monthly spend):										
Nothing	5,279	23.5	78	5,869	26.1	110	10,807	48.1	107	
Low (less than £10)	3,675	16.3	55	6,618	29.4	125	11,662	51.9	114	
Medium (Between £10 and £40)	3,865	17.2	56	9,538	42.4	238	8,553	38.0	76	
High (Greater than £40)	8,317	37.0	143	5,116	22.7	111	8,523	37.9	72	

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	83,590	40.8	135	22,030	10.7	66	98,580	48.1	92	
Male: Alone	75,255	36.7	123	31,451	15.3	98	97,495	47.6	89	
Male: Group	63,446	31.0	135	55,017	26.8	102	85,738	41.8	84	
Male: Pair	72,711	35.5	136	23,216	11.3	74	108,274	52.8	92	
Mixed Sex: Group	60,145	29.3	128	59,600	29.1	91	84,456	41.2	94	
Mixed Sex: Pair	66,044	32.2	137	68,807	33.6	103	69,350	33.8	79	
With Children	63,474	31.0	107	28,510	13.9	83	112,217	54.8	103	
Unknown	37,494	18.3	56	67,835	33.1	185	98,872	48.2	101	
For Eating:										
Upmarket	86,704	42.3	138	44,898	21.9	105	72,599	35.4	75	
Midmarket	94,254	46.0	134	12,010	5.9	65	97,937	47.8	86	
Downmarket	62,890	30.7	138	63,284	30.9	89	78,027	38.1	92	
For Drinking (monthly spend):										
Nothing	66,809	32.6	108	51,589	25.2	107	85,803	41.9	93	
Low (less than £10)	76,622	37.4	125	49,677	24.2	103	77,902	38.0	84	
Medium (Between £10 and £40)	77,404	37.8	123	31,062	15.2	85	95,735	46.7	93	
High (Greater than £40)	66,679	32.5	126	45,971	22.4	109	91,552	44.7	85	

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	Railway Hotel, SS 1 1AJ	Star Pubs & Bars	0.0	0.8
2	Hush, SS 1 1AN	Independent Free	1.5	0.5
3	Ravens, SS 1 1AB	Independent Free	1.5	2.1
4	Saks Wine Bar, SS 1 1AB	Independent Free	1.5	2.1
5	Last Post, SS 1 1AS	Wetherspoon	2.4	1.7
6	Alex, SS 1 1BW	Stonegate Pub Company	3.0	1.0
7	Bacchus, SS 1 1BW	Independent Free	3.0	1.0
8	La Petite Petanque Restaurant, SS 1 1EZ	Independent Free	3.3	1.4
9	Old Hat, SS 1 1BU	Independent Free	4.2	0.8
10	Market Place, SS 1 1BX	Independent Free	4.2	0.9
11	Mangetout, SS 1 2BB	Independent Free	4.8	2.3
12	Cliff Hotel, SS 1 1HH	Tattershall Castle Group	5.1	1.5
13	Oyster Court, SS 1 1JE	Independent Free	5.4	1.1
14	Dick De Vignes, SS 1 2JE	Independent Free	5.4	2.3
15	Varsity, SS 1 2JY	Unknown	7.5	2.4
16	Sunflower Eaterie, SS 1 1NL	Independent Free	8.8	2.2
17	Townhouse, SS 1 1LT	Star Pubs & Bars	10.0	2.5
18	Dickens, SS 1 1LH	Mitchells & Butlers	10.9	2.6
19	Revolution, SS 1 1LU	Inventive Leisure	11.2	2.6
20	Molo Lounge, SS 1 1LL	Loungers	11.2	3.0