

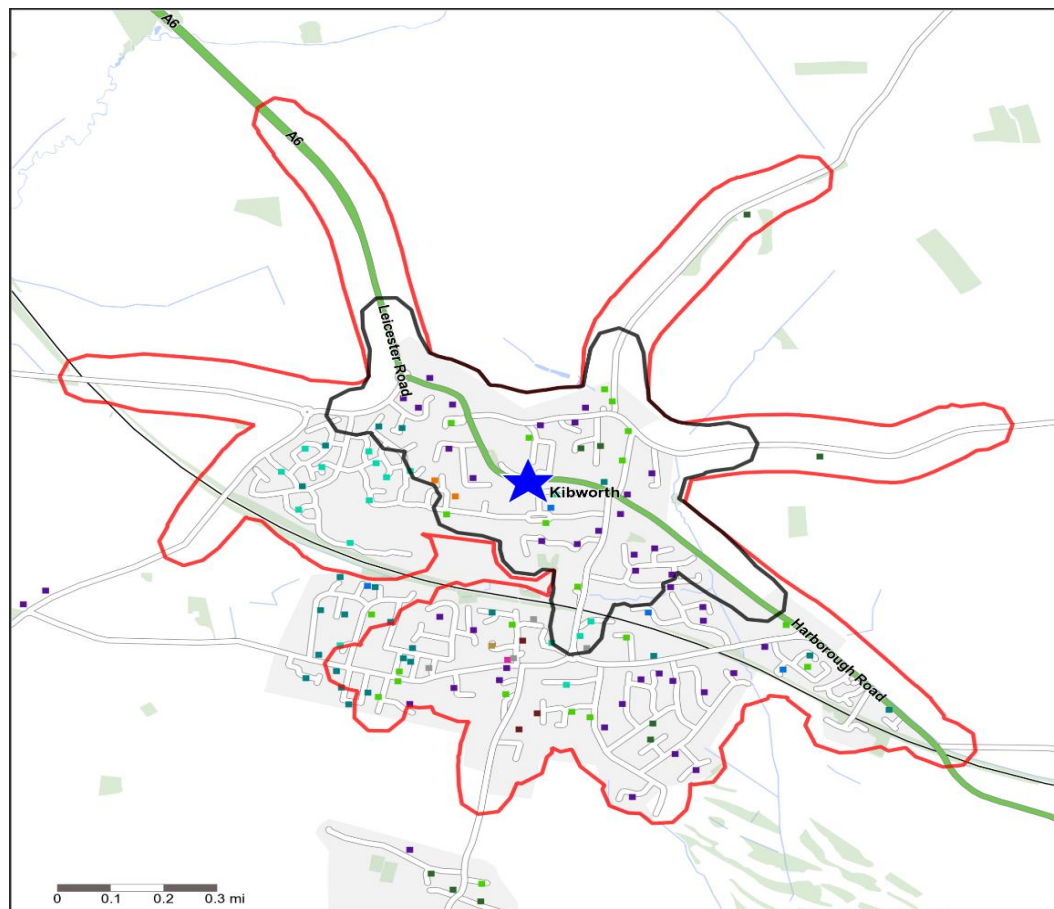
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	3	3	185
Catchment Adults 18+	1,564	4,478	236,637
Catchment Adults 18+ Per Pub	521	1,493	1,279
Populaton Projection 2018 to 2028 (% change)	9.21%	6.99%	7.29%

		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	1,313	84.0	162	1	Premium Local	3,795	84.7	164	1	High Street Pub	139,998	59.2	114
2	Great Pub Great Food	883	56.5	121	2	Great Pub Great Food	2,882	64.4	138	2	Premium Local	102,166	43.2	93
3	Bit of Style	551	35.2	56	3	Bit of Style	1,479	33.0	52	3	Community Pub	98,928	41.8	66
4	High Street Pub	450	28.8	223	4	High Street Pub	1,362	30.4	235	4	Great Pub Great Food	73,486	31.1	240
5	Circuit Bar	377	24.1	60	5	Circuit Bar	878	19.6	49	5	Bit of Style	53,752	22.7	56
6	Community Pub	370	23.7	88	6	Community Pub	821	18.3	68	6	Circuit Bar	35,842	15.1	56
7	Craft Led	100	6.4	62	7	Craft Led	113	2.5	24	7	Craft Led	28,066	11.9	115

	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	188	12.0	136	551	12.3	139	19,476	8.2	93
C1	173	11.1	90	551	12.3	100	27,848	11.8	96
C2	112	7.2	87	313	7.0	85	16,560	7.0	85
DE	109	7.0	68	278	6.2	60	23,593	10.0	97

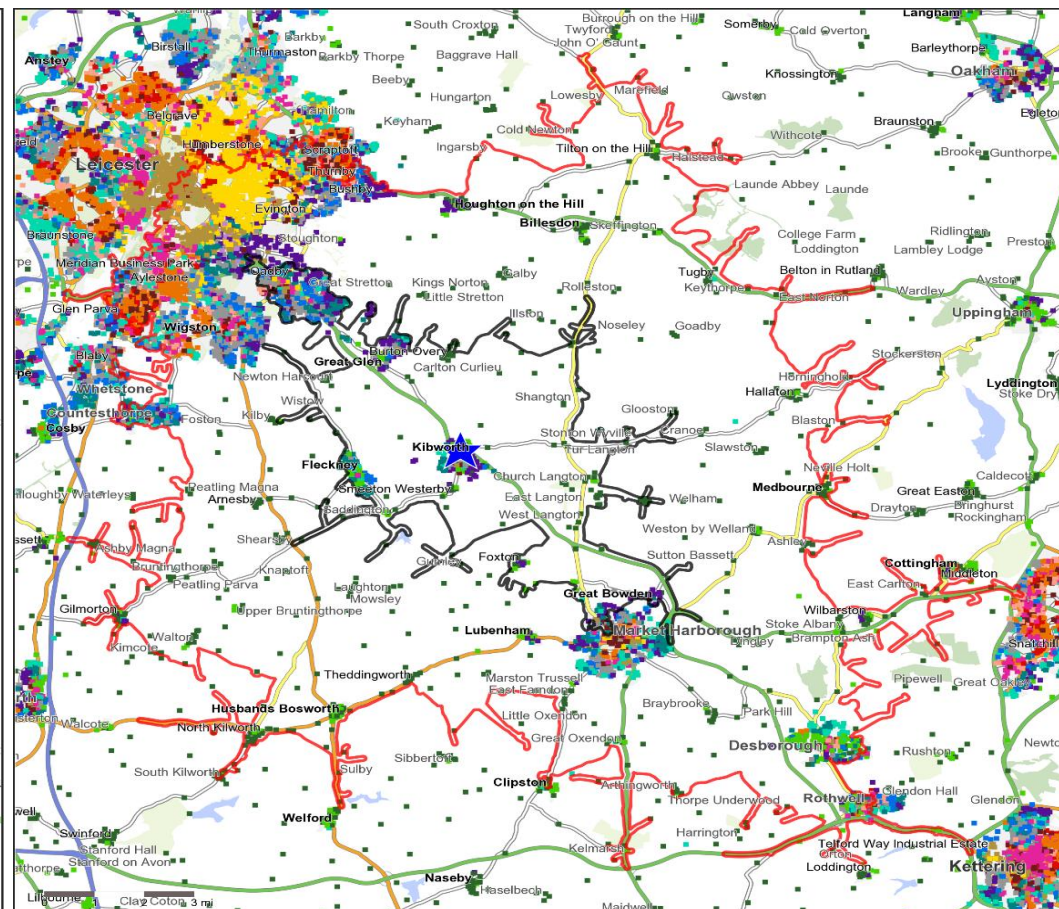
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	280	17.9	54	726	16.2	49	82,252	34.8	105
Medium (7-13)	508	32.5	98	1,510	33.7	102	82,509	34.9	105
High (14-19)	716	45.8	161	2,054	45.9	161	48,659	20.6	72

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	4	664
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	130
B05	Premium Fortunes		1	38	410	1,678
B06	Diamond Days		9	55	467	2,077
B07	Alpha Families		158	351	1,458	3,140
B08	Bank of Mum and Dad		84	242	2,314	5,969
B09	Empty-Nest Adventure		162	709	1,664	3,859
C10	Wealthy Landowners		21	32	1,379	5,461
C11	Rural Vogue		0	0	213	1,992
C12	Scattered Homesteads		0	0	22	647
C13	Village Retirement		47	126	572	4,255
D14	Satellite Settlers		203	597	1,480	4,282
D15	Local Focus		109	125	776	2,683
D16	Outlying Seniors		19	105	720	2,596
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	45	1,544	3,690
E19	Bungalow Heaven		33	81	1,206	5,828
E20	Classic Grandparents		0	0	500	8,181
E21	Solo Retirees		0	0	952	6,463
F22	Boomerang Boarders		0	0	1,501	7,015
F23	Family Ties		0	0	1,685	3,616
F24	Fledgling Free		25	60	152	2,602
F25	Dependable Me		62	83	1,190	4,703
G26	Cafés and Catchments		0	0	112	2,408
G27	Thriving Independence		0	0	1,080	3,183
G28	Modern Parents		123	297	2,679	5,002
G29	Mid-Career Convention		37	297	3,165	6,886
H30	Primary Ambitions		14	34	240	2,028
H31	Affordable Fringe		0	0	259	4,749
H32	First-Rung Futures		91	91	350	3,631
H33	Contemporary Starts		277	739	1,291	5,515
H34	New Foundations		0	0	26	917
H35	Flying Solo		9	22	114	1,279

			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		80	139	139	1,469
I37	Budget Generations		0	0	0	3,122
I38	Economical Families		0	0	0	2,871
I39	Families on a Budget		0	0	0	6,310
J40	Value Rentals		0	0	35	1,011
J41	Youthful Endeavours		0	0	0	852
J42	Midlife Renters		0	46	824	7,440
J43	Renting Rooms		0	0	19	4,605
K44	Inner City Stalwarts		0	0	0	235
K45	City Diversity		0	0	0	357
K46	High Rise Residents		0	0	0	983
K47	Single Essentials		0	0	32	2,058
K48	Mature Workers		0	0	0	1,288
L49	Flatlet Seniors		0	0	129	1,099
L50	Pocket Pensions		0	78	289	2,675
L51	Retirement Communities		0	61	500	2,229
L52	Estate Veterans		0	0	16	2,123
L53	Seasoned Survivors		0	0	64	1,026
M54	Down-to-Earth Owners		0	0	0	702
M55	Back with the Folks		0	0	135	3,805
M56	Self Supporters		0	0	22	2,681
N57	Community Elders		0	0	453	7,949
N58	Culture & Comfort		0	0	77	2,190
N59	Large Family Living		0	0	0	25,066
N60	Ageing Access		0	0	56	2,832
O61	Career Builders		0	0	108	1,768
O62	Central Pulse		0	0	0	4,435
O63	Flexible Workforce		0	0	0	789
O64	Bus-Route Renters		0	26	341	2,260
O65	Learners & Earners		0	0	2	9,602
O66	Student Scene		0	0	0	4,504
U99	Unclassified		0	0	761	9,171
Total			1,564	4,479	33,527	236,636

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

3. 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

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. 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

3. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

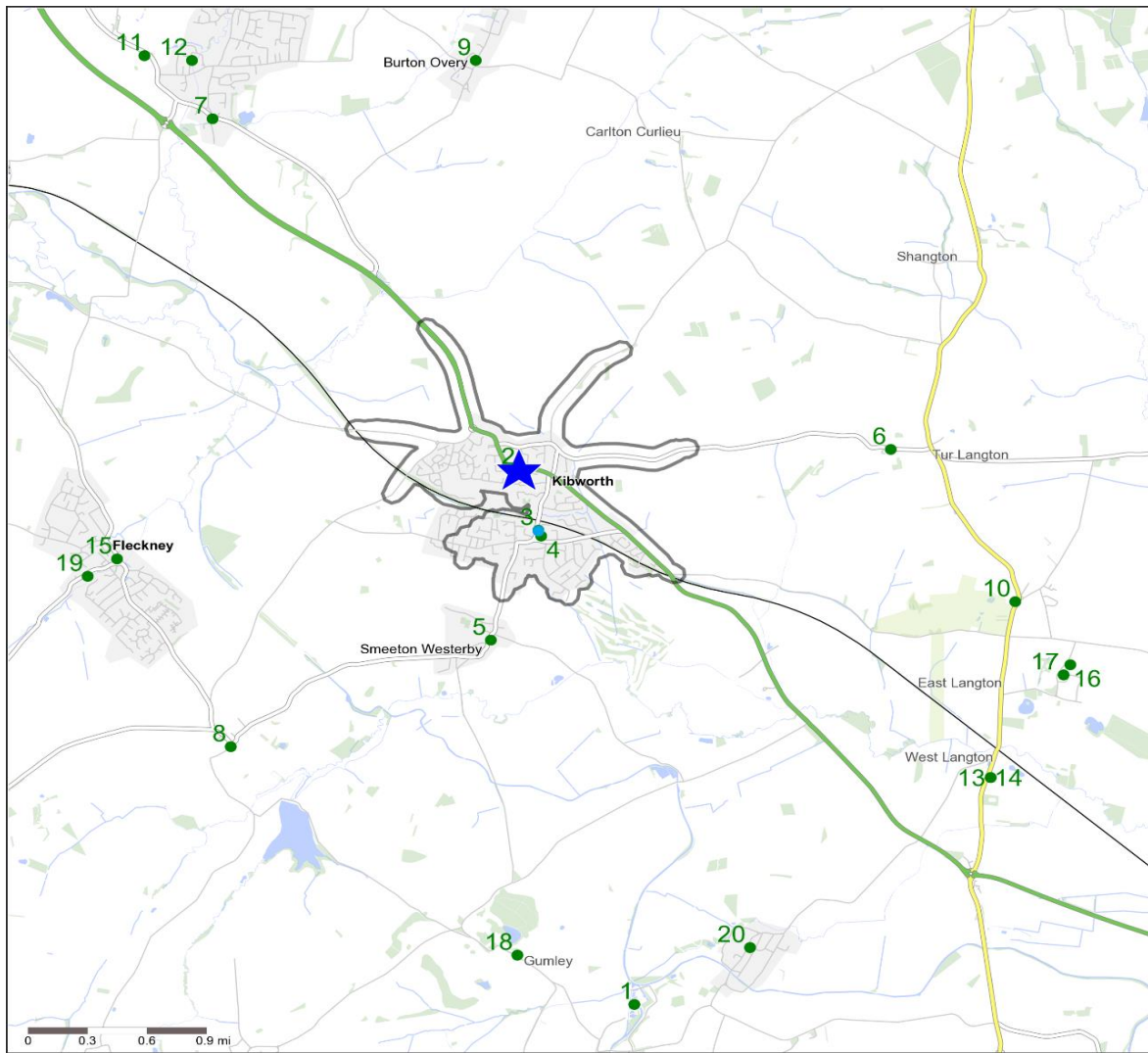
Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk:

EMSUKHelpdesk@experian.com | 0115 968 5099

	20 Minute Walktime											
	High				Medium				Low			
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	1,384	30.9	102	<div><div></div></div>	1,211	27.0	165	<div><div></div></div>	1,883	42.1	81	<div><div></div></div>
Male: Alone	399	8.9	30	<div><div></div></div>	594	13.3	85	<div><div></div></div>	3,485	77.8	146	<div><div></div></div>
Male: Group	233	5.2	23	<div><div></div></div>	904	20.2	77	<div><div></div></div>	3,340	74.6	150	<div><div></div></div>
Male: Pair	211	4.7	18	<div><div></div></div>	174	3.9	25	<div><div></div></div>	4,093	91.4	159	<div><div></div></div>
Mixed Sex: Group	314	7.0	31	<div><div></div></div>	2,561	57.2	179	<div><div></div></div>	1,603	35.8	82	<div><div></div></div>
Mixed Sex: Pair	1,504	33.6	143	<div><div></div></div>	1,278	28.5	88	<div><div></div></div>	1,696	37.9	89	<div><div></div></div>
With Children	516	11.5	40	<div><div></div></div>	1,354	30.2	180	<div><div></div></div>	2,608	58.2	110	<div><div></div></div>
Unknown	1,454	32.5	99	<div><div></div></div>	967	21.6	120	<div><div></div></div>	2,057	45.9	96	<div><div></div></div>
For Eating:												
Upmarket	1,359	30.3	99	<div><div></div></div>	833	18.6	89	<div><div></div></div>	2,286	51.0	108	<div><div></div></div>
Midmarket	348	7.8	23	<div><div></div></div>	161	3.6	40	<div><div></div></div>	3,969	88.6	160	<div><div></div></div>
Downmarket	203	4.5	20	<div><div></div></div>	2,802	62.6	179	<div><div></div></div>	1,473	32.9	79	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	645	14.4	48	<div><div></div></div>	1,571	35.1	148	<div><div></div></div>	2,262	50.5	113	<div><div></div></div>
Low (less than £10)	1,760	39.3	132	<div><div></div></div>	1,262	28.2	120	<div><div></div></div>	1,456	32.5	72	<div><div></div></div>
Medium (Between £10 and £40)	1,672	37.3	122	<div><div></div></div>	594	13.3	74	<div><div></div></div>	2,212	49.4	98	<div><div></div></div>
High (Greater than £40)	1,282	28.6	111	<div><div></div></div>	507	11.3	55	<div><div></div></div>	2,688	60.0	115	<div><div></div></div>

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	73,673	31.1	103	25,948	11.0	67	127,845	54.0	104
Male: Alone	89,271	37.7	127	32,369	13.7	88	105,825	44.7	84
Male: Group	48,542	20.5	90	72,718	30.7	117	106,205	44.9	90
Male: Pair	83,675	35.4	136	34,974	14.8	97	108,816	46.0	80
Mixed Sex: Group	69,789	29.5	129	57,298	24.2	76	100,379	42.4	97
Mixed Sex: Pair	80,869	34.2	146	52,108	22.0	68	94,488	39.9	93
With Children	76,094	32.2	111	29,421	12.4	74	121,950	51.5	97
Unknown	90,063	38.1	116	30,905	13.1	73	106,497	45.0	94
For Eating:									
Upmarket	99,969	42.2	138	41,396	17.5	84	86,100	36.4	77
Midmarket	108,918	46.0	134	10,704	4.5	50	107,843	45.6	82
Downmarket	61,050	25.8	116	79,996	33.8	97	86,420	36.5	88
For Drinking (monthly spend):									
Nothing	63,816	27.0	89	55,853	23.6	100	107,797	45.6	102
Low (less than £10)	75,064	31.7	106	49,031	20.7	88	103,370	43.7	96
Medium (Between £10 and £40)	86,007	36.3	119	25,715	10.9	61	115,744	48.9	97
High (Greater than £40)	58,027	24.5	95	41,943	17.7	86	127,496	53.9	103

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	Foxton Locks Inn, LE16 7RA	Independent Free	0.0	11.4
2	Coach & Horses, LE 8 0NN	Star Pubs & Bars	0.0	0.1
3	Railway Arms, LE 8 0LN	Star Pubs & Bars	9.7	1.6
4	Old Swan, LE 8 0LR	Ei Group	10.6	1.7
5	Kings Head, LE 8 0QJ	Independent Free	24.4	3.7
6	Crown Inn, LE 8 0PJ	Independent Free	40.1	4.4
7	Pug & Greyhound, LE 8 9GF	Unknown	51.9	5.3
8	Queens Head, LE 8 0QH	Everards	54.3	6.8
9	Bell, LE 8 9DL	Ei Group	58.5	8.9
10	Langton Arms, LE16 7SY	Little Britain Pub Company	59.1	6.5
11	Yews, LE 8 9FL	Greene King	62.7	5.4
12	Royal Oak, LE 8 9FJ	Independent Free	65.2	6.0
13	Langton Gardens Cafe, LE16 7TG	Independent Free	76.3	6.0
14	Langton Inn, LE16 7TG	Whitbread	76.3	6.0
15	Old Crown, LE 8 8AJ	Everards	78.8	8.5
16	Bell Inn, LE16 7TW	Independent Free	79.4	7.1
17	Old Barn Inn & Restaurant, LE16 7SB	Independent Free	79.7	7.2
18	Bell, LE16 7RU	Independent Free	80.3	8.9
19	Golden Shield, LE 8 8AN	Ei Group	81.7	8.9
20	Shoulder Of Mutton, LE16 7RB	Ei Group	88.0	7.9