

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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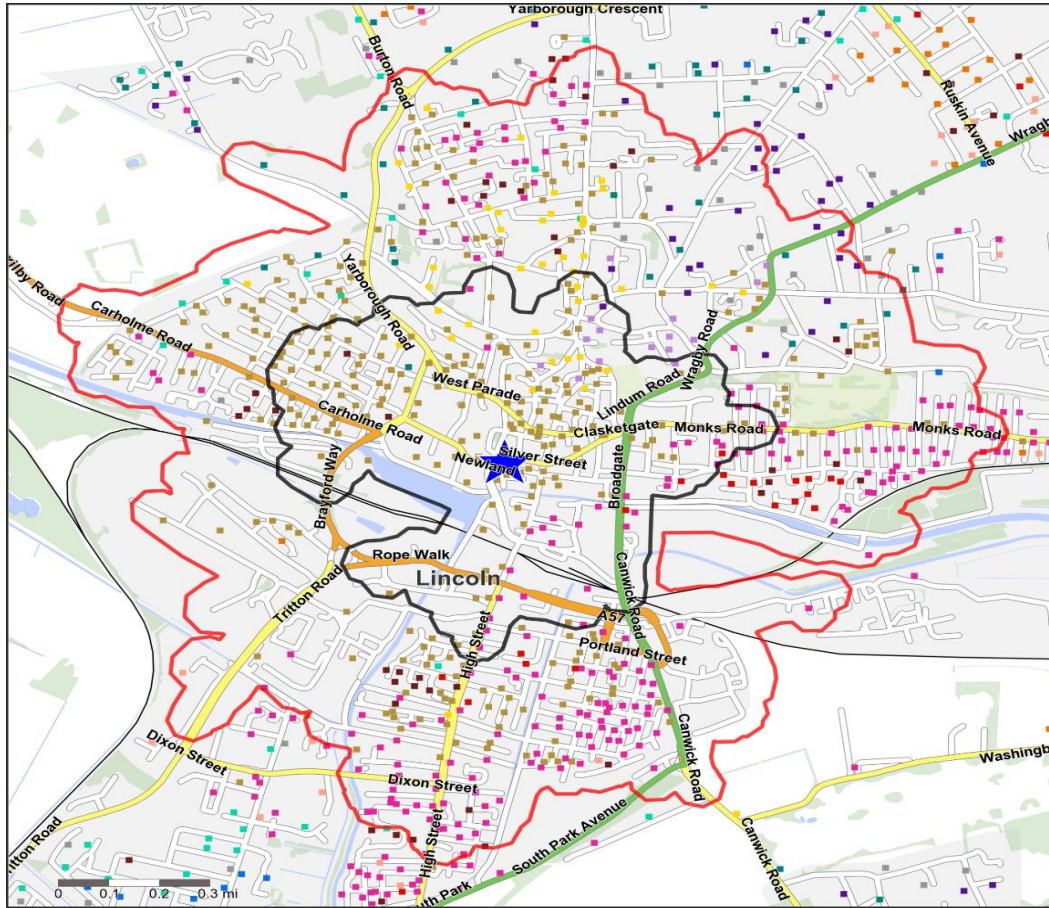
Number of Pubs	52	69	140
Catchment Adults 18+	7,722	28,370	155,764
Catchment Adults 18+ Per Pub	149	411	1,113
Populaton Projection 2018 to 2028 (% change)	5.38%	4.56%	5.20%

		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	5,848	75.7	146	1	High Street Pub	22,873	80.6	156	1	High Street Pub	96,029	61.7	119
2	Circuit Bar	4,691	60.7	130	2	Community Pub	15,790	55.7	119	2	Community Pub	75,654	48.6	104
3	Bit of Style	4,685	60.7	96	3	Bit of Style	11,912	42.0	67	3	Premium Local	74,336	47.7	76
4	Craft Led	4,668	60.5	468	4	Circuit Bar	11,840	41.7	323	4	Great Pub Great Food	45,848	29.4	228
5	Community Pub	3,821	49.5	123	5	Craft Led	11,609	40.9	101	5	Bit of Style	43,598	28.0	69
6	Premium Local	2,127	27.5	103	6	Premium Local	8,972	31.6	118	6	Circuit Bar	33,218	21.3	79
7	Great Pub Great Food	223	2.9	28	7	Great Pub Great Food	2,061	7.3	71	7	Craft Led	20,316	13.0	127

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	494	6.4	72	1,987	7.0	79	11,699	7.5	85
C1	1,003	13.0	106	3,749	13.2	108	19,171	12.3	100
C2	284	3.7	45	1,641	5.8	70	13,249	8.5	103
DE	568	7.4	71	3,290	11.6	113	15,831	10.2	99

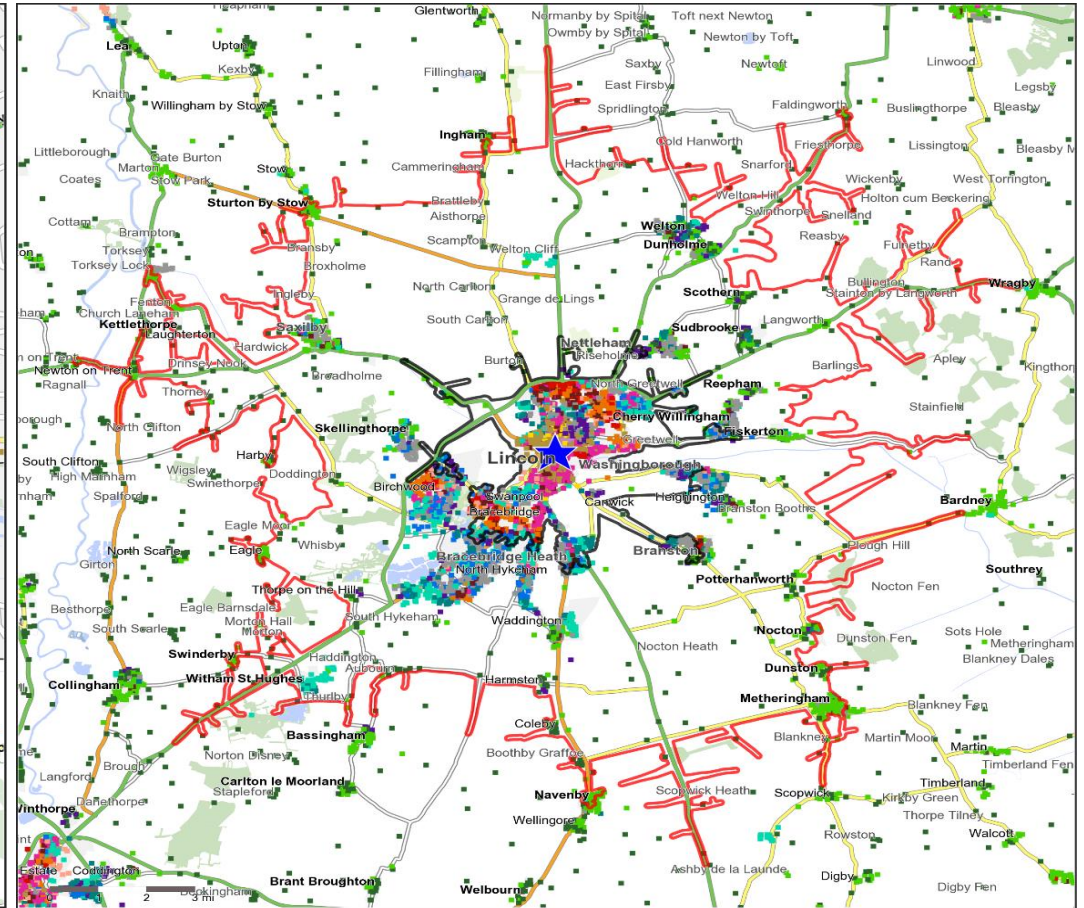
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,567	33.2	100	15,540	54.8	165	62,454	40.1	121
Medium (7-13)	976	12.6	38	3,958	14.0	42	57,713	37.1	112
High (14-19)	272	3.5	12	1,137	4.0	14	20,856	13.4	47

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

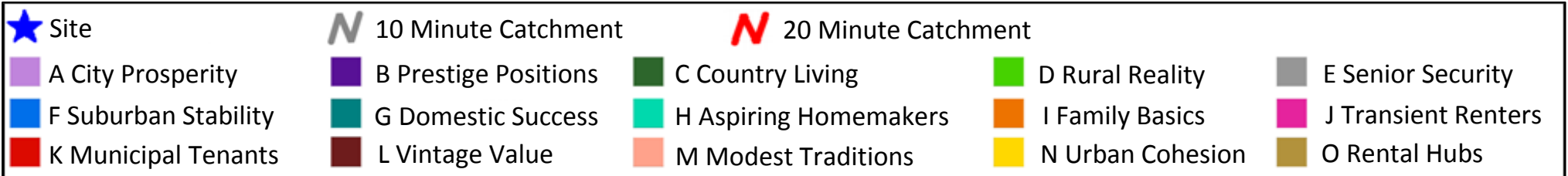


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	95	171	171	171
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	1	71	71	78
B06	Diamond Days	30	145	255	255
B07	Alpha Families	0	20	110	534
B08	Bank of Mum and Dad	0	64	341	1,027
B09	Empty-Nest Adventure	0	13	863	2,129
C10	Wealthy Landowners	0	0	121	752
C11	Rural Vogue	0	0	38	2,062
C12	Scattered Homesteads	0	0	19	1,380
C13	Village Retirement	0	0	98	4,059
D14	Satellite Settlers	0	0	609	7,891
D15	Local Focus	0	0	23	2,810
D16	Outlying Seniors	0	0	128	4,925
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	23	253	1,197	1,358
E19	Bungalow Heaven	0	28	3,955	16,491
E20	Classic Grandparents	0	4	724	1,807
E21	Solo Retirees	50	165	918	1,892
F22	Boomerang Boarders	0	0	862	2,432
F23	Family Ties	0	0	177	666
F24	Fledgling Free	0	0	1,202	4,674
F25	Dependable Me	0	13	1,388	3,516
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	23	456	1,185	1,189
G28	Modern Parents	0	0	1,685	5,750
G29	Mid-Career Convention	0	0	923	4,906
H30	Primary Ambitions	0	228	432	752
H31	Affordable Fringe	0	2	1,966	3,673
H32	First-Rung Futures	0	21	2,204	5,225
H33	Contemporary Starts	0	0	2,357	10,683
H34	New Foundations	0	22	63	640
H35	Flying Solo	0	105	479	1,476

		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	100	171
I37	Budget Generations	11	18	997	1,429
I38	Economical Families	0	10	793	1,090
I39	Families on a Budget	0	56	4,765	6,671
J40	Value Rentals	0	28	648	1,637
J41	Youthful Endeavours	23	152	709	741
J42	Midlife Renters	73	1,228	3,555	4,685
J43	Renting Rooms	455	6,103	8,170	8,170
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	263	555	555
K47	Single Essentials	100	602	2,345	2,447
K48	Mature Workers	0	0	1,867	2,513
L49	Flatlet Seniors	124	764	1,546	1,747
L50	Pocket Pensions	55	100	850	2,411
L51	Retirement Communities	0	282	701	846
L52	Estate Veterans	0	15	1,826	2,306
L53	Seasoned Survivors	0	109	463	552
M54	Down-to-Earth Owners	0	4	553	773
M55	Back with the Folks	0	0	692	994
M56	Self Supporters	0	29	622	1,280
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	416	1,158	1,214	1,214
O61	Career Builders	52	638	754	774
O62	Central Pulse	130	247	263	263
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	52	694	1,424	1,611
O65	Learners & Earners	1,998	7,021	7,156	7,156
O66	Student Scene	2,387	2,975	2,975	2,975
U99	Unclassified	1,624	4,093	5,123	5,548
Total		7,722	28,370	75,230	155,762

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. 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

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. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

2. 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

3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



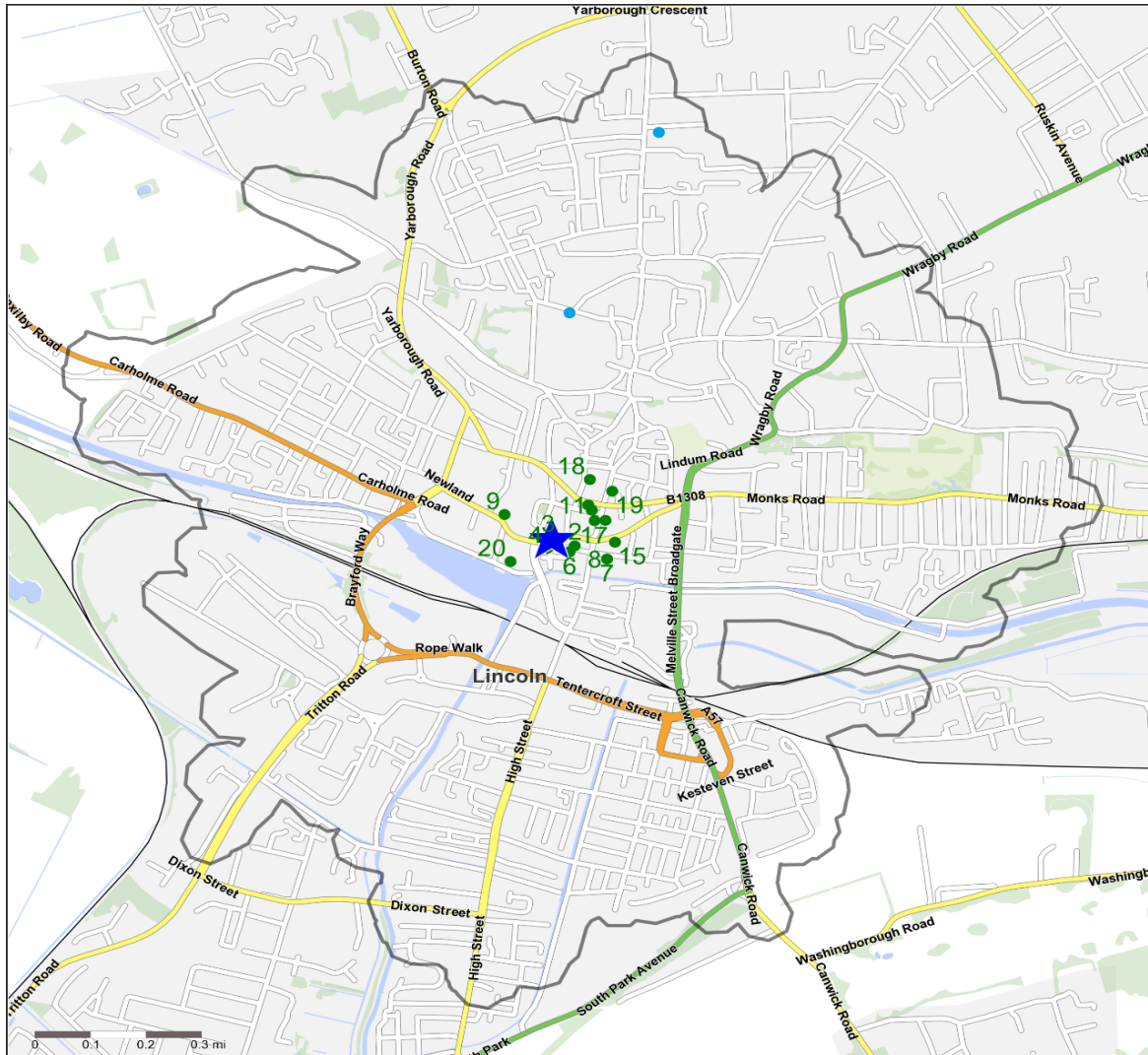
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	14,711	51.9	171	6,781	23.9	146	2,784	9.8	19		
Male: Alone	17,387	61.3	206	5,189	18.3	117	1,700	6.0	11		
Male: Group	4,395	15.5	68	17,321	61.1	233	2,561	9.0	18		
Male: Pair	12,548	44.2	170	6,472	22.8	150	5,257	18.5	32		
Mixed Sex: Group	20,558	72.5	317	1,300	4.6	14	2,418	8.5	19		
Mixed Sex: Pair	12,253	43.2	184	10,032	35.4	109	1,992	7.0	16		
With Children	9,763	34.4	119	258	0.9	5	14,255	50.2	95		
Unknown	9,553	33.7	103	3,854	13.6	76	10,869	38.3	80		
For Eating:											
Upmarket	13,149	46.3	151	8,792	31.0	149	2,335	8.2	17		
Midmarket	21,276	75.0	218	484	1.7	19	2,516	8.9	16		
Downmarket	10,969	38.7	174	4,845	17.1	49	8,462	29.8	72		
For Drinking (monthly spend):											
Nothing	2,089	7.4	24	8,389	29.6	125	13,798	48.6	109		
Low (less than £10)	1,802	6.4	21	8,998	31.7	135	13,476	47.5	105		
Medium (Between £10 and £40)	9,142	32.2	105	1,629	5.7	32	13,505	47.6	95		
High (Greater than £40)	9,821	34.6	134	1,382	4.9	24	13,074	46.1	88		

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	46,749	30.0	99	25,452	16.3	100	78,015	50.1	96
Male: Alone	46,248	29.7	100	27,076	17.4	111	76,892	49.4	93
Male: Group	26,331	16.9	74	56,202	36.1	138	67,683	43.5	88
Male: Pair	33,177	21.3	82	22,365	14.4	94	94,673	60.8	106
Mixed Sex: Group	38,342	24.6	108	66,032	42.4	133	45,842	29.4	67
Mixed Sex: Pair	47,266	30.3	129	57,605	37.0	114	45,345	29.1	68
With Children	39,508	25.4	88	28,413	18.2	108	82,294	52.8	100
Unknown	42,596	27.3	83	24,504	15.7	88	83,116	53.4	111
For Eating:									
Upmarket	42,032	27.0	88	27,226	17.5	84	80,959	52.0	110
Midmarket	39,877	25.6	75	9,230	5.9	66	101,109	64.9	117
Downmarket	36,061	23.2	104	72,160	46.3	133	41,995	27.0	65
For Drinking (monthly spend):									
Nothing	30,102	19.3	64	54,710	35.1	149	65,403	42.0	94
Low (less than £10)	32,645	21.0	70	57,855	37.1	158	59,716	38.3	85
Medium (Between £10 and £40)	34,703	22.3	73	16,202	10.4	58	99,311	63.8	127
High (Greater than £40)	25,312	16.3	63	21,514	13.8	67	103,389	66.4	127

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	Scarlett Red Ale House & Kitchen, LN 1 1UX	Star Pubs & Bars	0.0	0.1
2	Mailbox, LN 1 1TR	Stonegate Pub Company	0.6	0.2
3	Cell, LN 1 1UB	Independent Free	0.6	0.3
4	Lincoln Jazz Cafe, LN 1 1TY	Independent Free	0.6	2.7
5	Orgasmic Cafe, LN 1 1TT	*Other Small Retail Groups	1.5	2.8
6	William Foster, LN 1 1TT	Stonegate Pub Company	1.5	2.8
7	Falcon, LN 2 1DH	Ei Group	1.8	1.3
8	Still, LN 2 1DH	Marston's	1.8	1.3
9	Scene, LN 1 1XP	Independent Free	2.1	2.8
10	Akedo, LN 2 1HL	Independent Free	2.4	1.8
11	Vice And Co, LN 2 1HL	Independent Free	2.4	1.8
12	Home, LN 1 1UF	Independent Free	2.4	2.0
13	Krystals, LN 1 1UF	Independent Free	2.4	2.0
14	Revolution, LN 1 1UF	Inventive Leisure	2.4	2.0
15	Original Bierkeller, LN 2 1DY	Independent Free	2.7	0.6
16	Appletree, LN 2 1AL	Independent Free	2.7	1.6
17	Walkabout, LN 2 1AT	Stonegate Pub Company	2.7	2.0
18	Tap & Spile, LN 1 1ES	Ei Group	3.3	2.9
19	Slug And Lettuce, LN 2 1JG	Stonegate Pub Company	4.2	1.7
20	Royal William Iv, LN 1 1YX	Ei Group	4.2	3.0