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Number of Pubs	3	3	131
Catchment Adults 18+	1,672	3,173	143,639
Catchment Adults 18+ Per Pub	557	1,058	1,096
Populaton Projection 2018 to 2028 (% change)	4.59%	6.17%	5.40%

		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	856	51.2	99	1	Premium Local	1,893	59.7	115	1	High Street Pub	92,004	64.1	124
2	Community Pub	559	33.4	72	2	Bit of Style	1,233	38.9	83	2	Community Pub	74,392	51.8	111
3	Great Pub Great Food	539	32.2	51	3	Circuit Bar	959	30.2	48	3	Premium Local	66,275	46.1	73
4	High Street Pub	488	29.2	226	4	Great Pub Great Food	873	27.5	213	4	Bit of Style	40,105	27.9	216
5	Bit of Style	334	20.0	50	5	High Street Pub	791	24.9	62	5	Great Pub Great Food	38,780	27.0	67
6	Circuit Bar	289	17.3	64	6	Community Pub	592	18.7	70	6	Circuit Bar	32,340	22.5	84
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	20,275	14.1	137

	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	102	6.1	69		219	6.9	78		10,523	7.3	83	
C1	223	13.3	109		431	13.6	111		17,785	12.4	101	
C2	145	8.7	105		240	7.6	92		12,319	8.6	104	
DE	102	6.1	59		147	4.6	45		15,253	10.6	103	

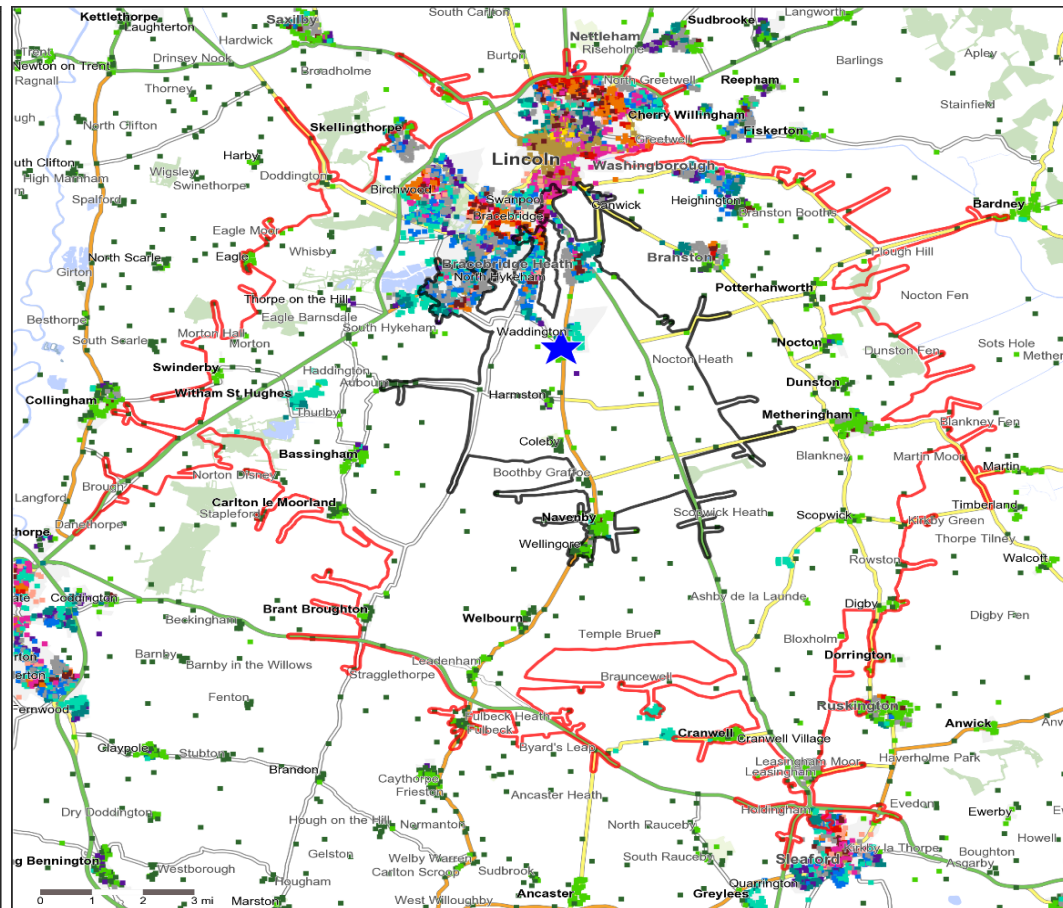
	10 Minute WT Catchment				20 Minute WT Catchment				20 Minute DT Catchment			
Affluence (Bands)	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Low (0-6)	639	38.2	115		1,064	33.5	101		60,847	42.4	128	
Medium (7-13)	669	40.0	121		1,221	38.5	116		52,357	36.5	110	
High (14-19)	269	16.1	57		345	10.9	38		17,218	12.0	42	

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	0	171
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	0	71
	B06	Diamond Days	0	0	0	255
	B07	Alpha Families	0	1	156	484
	B08	Bank of Mum and Dad	0	46	233	819
	B09	Empty-Nest Adventure	0	0	139	1,282
	C10	Wealthy Landowners	18	18	95	456
	C11	Rural Vogue	0	0	292	1,465
	C12	Scattered Homesteads	0	0	120	1,208
	C13	Village Retirement	52	53	939	3,531
	D14	Satellite Settlers	422	439	1,671	6,704
	D15	Local Focus	118	118	508	2,693
	D16	Outlying Seniors	206	206	597	4,729
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	99	1,290
	E19	Bungalow Heaven	285	381	4,504	13,250
	E20	Classic Grandparents	0	0	548	1,846
	E21	Solo Retirees	0	0	545	1,892
	F22	Boomerang Boarders	0	0	480	2,292
	F23	Family Ties	0	0	178	667
	F24	Fledgling Free	2	43	1,939	4,206
	F25	Dependable Me	28	61	1,231	3,404
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	0	0	44	1,189
	G28	Modern Parents	0	60	2,105	4,689
	G29	Mid-Career Convention	45	214	619	3,496
	H30	Primary Ambitions	0	0	70	752
	H31	Affordable Fringe	0	0	1,552	3,665
	H32	First-Rung Futures	0	0	1,504	5,230
	H33	Contemporary Starts	254	880	2,741	9,990
	H34	New Foundations	35	78	332	456
	H35	Flying Solo	0	0	310	1,450

			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	57	171
	I37	Budget Generations	0	0	302	1,448
	I38	Economical Families	0	0	225	1,090
	I39	Families on a Budget	0	0	431	6,671
	J40	Value Rentals	0	0	410	1,534
	J41	Youthful Endeavours	0	0	5	763
	J42	Midlife Renters	0	0	842	4,632
	J43	Renting Rooms	0	0	1,722	8,170
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	555
	K47	Single Essentials	0	0	268	2,447
	K48	Mature Workers	31	31	162	2,513
	L49	Flatlet Seniors	0	0	335	1,747
	L50	Pocket Pensions	176	176	937	2,025
	L51	Retirement Communities	0	0	84	801
	L52	Estate Veterans	0	0	382	2,270
	L53	Seasoned Survivors	0	0	121	552
	M54	Down-to-Earth Owners	0	0	46	763
	M55	Back with the Folks	0	0	184	996
	M56	Self Supporters	0	0	438	1,281
	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	0	0	52	1,214
	O61	Career Builders	0	0	17	754
	O62	Central Pulse	0	0	0	263
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	0	0	167	1,611
	O65	Learners & Earners	0	0	7	7,156
	O66	Student Scene	0	0	0	2,975
	U99	Unclassified	0	368	393	5,603
Total			1,672	3,173	31,138	143,637

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. 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

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. E19 Bungalow Haven

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3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



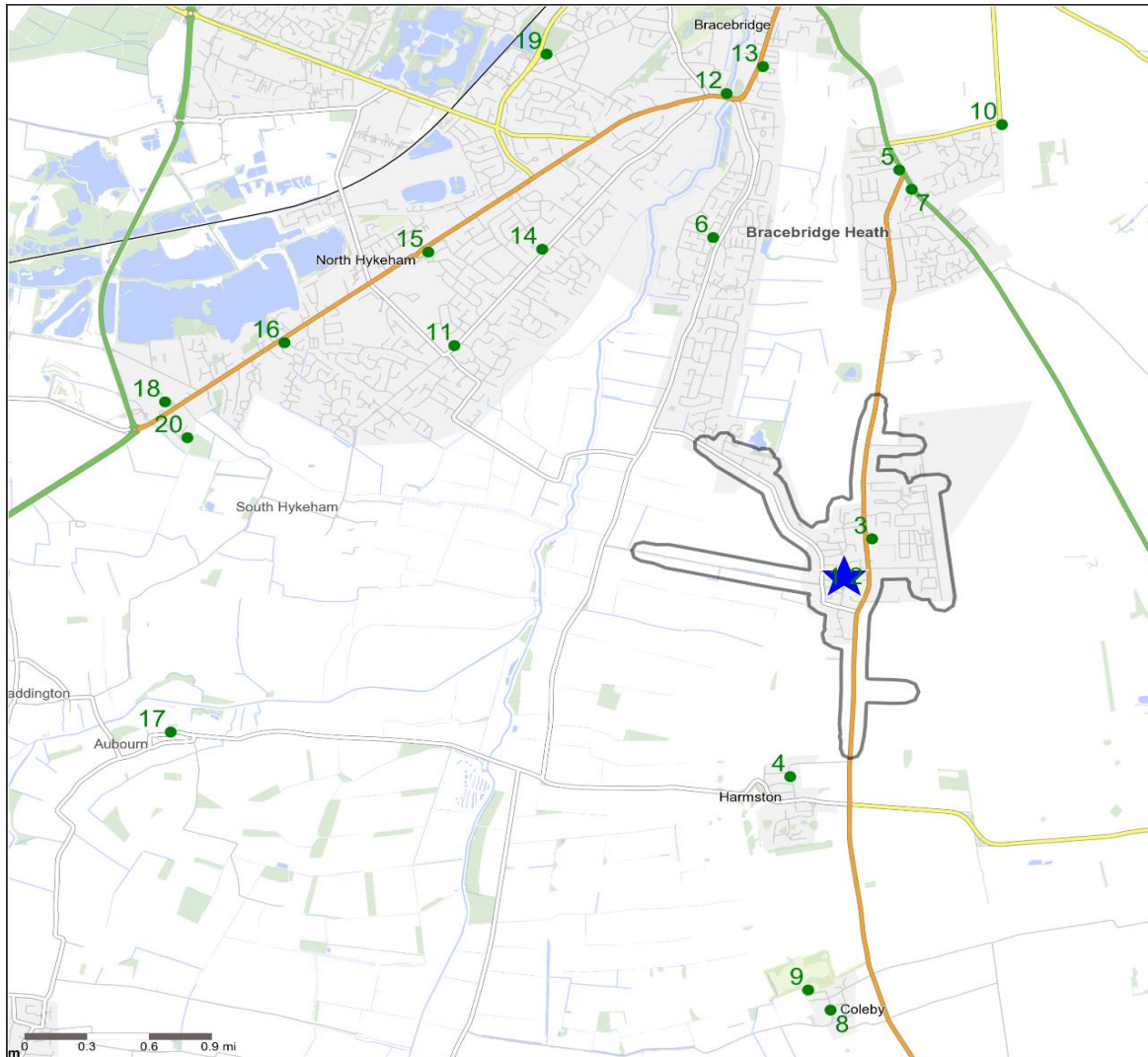
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	1,065	33.6	111	558	17.6	107	1,183	37.3	72
Male: Alone	443	14.0	47	274	8.6	55	2,088	65.8	123
Male: Group	268	8.4	37	812	25.6	98	1,725	54.4	110
Male: Pair	176	5.5	21	139	4.4	29	2,490	78.5	137
Mixed Sex: Group	124	3.9	17	2,351	74.1	232	330	10.4	24
Mixed Sex: Pair	759	23.9	102	701	22.1	68	1,345	42.4	99
With Children	60	1.9	7	1,212	38.2	227	1,533	48.3	91
Unknown	831	26.2	80	959	30.2	169	1,016	32.0	67
For Eating:									
Upmarket	1,140	35.9	117	139	4.4	21	1,526	48.1	102
Midmarket	46	1.4	4	0	0.0	0	2,759	87.0	157
Downmarket	135	4.3	19	1,906	60.1	172	765	24.1	58
For Drinking (monthly spend):									
Nothing	401	12.6	42	893	28.1	119	1,511	47.6	106
Low (less than £10)	373	11.8	39	1,248	39.3	167	1,184	37.3	82
Medium (Between £10 and £40)	320	10.1	33	114	3.6	20	2,371	74.7	149
High (Greater than £40)	106	3.3	13	305	9.6	47	2,394	75.4	144

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	44,309	30.8	102	24,091	16.8	103	69,637	48.5	93
Male: Alone	45,321	31.6	106	24,481	17.0	109	68,234	47.5	89
Male: Group	25,653	17.9	78	50,732	35.3	135	61,652	42.9	86
Male: Pair	32,512	22.6	87	22,075	15.4	101	83,449	58.1	101
Mixed Sex: Group	37,931	26.4	116	57,426	40.0	125	42,679	29.7	68
Mixed Sex: Pair	43,260	30.1	128	52,503	36.6	112	42,273	29.4	69
With Children	38,400	26.7	92	26,091	18.2	108	73,545	51.2	97
Unknown	38,733	27.0	82	23,501	16.4	91	75,803	52.8	110
For Eating:									
Upmarket	39,549	27.5	90	25,796	18.0	86	72,691	50.6	107
Midmarket	39,375	27.4	80	9,226	6.4	71	89,435	62.3	113
Downmarket	35,385	24.6	111	64,230	44.7	128	38,421	26.7	64
For Drinking (monthly spend):									
Nothing	29,315	20.4	67	47,057	32.8	139	61,665	42.9	96
Low (less than £10)	28,333	19.7	66	51,875	36.1	154	57,829	40.3	89
Medium (Between £10 and £40)	31,084	21.6	71	14,659	10.2	57	92,294	64.3	128
High (Greater than £40)	23,059	16.1	62	19,315	13.4	66	95,662	66.6	127

Competitor Map



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 Site
  Star Pubs
  Pubs
  Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Horse & Jockey, LN 5 9RF	Star Pubs & Bars	0.0	0.1
2	Three Horseshoes, LN 5 9RF	Wellington	0.0	0.1
3	Wheatsheaf Inn, LN 5 9NT	Ei Group	6.6	1.5
4	Thorold Arms, LN 5 9SN	Independent Free	27.2	3.7
5	Bull, LN 4 2LA	Pub People Co Ltd	44.4	6.1
6	Crows Nest, LN 5 9TR	Ei Group	45.0	6.9
7	Blacksmiths Arms, LN 4 2NA	Independent Free	45.9	5.7
8	Tempest Arms, LN 5 0AG	Independent Free	48.6	4.9
9	Bell, LN 5 0AH	Unknown	49.2	6.1
10	Homestead, LN 4 2RS	Greene King	57.6	7.5
11	Harrows Inn, LN 6 8NH	Ei Group	57.9	7.4
12	Plough, LN 6 8RJ	Marston's	61.8	9.1
13	Gate House Inn, LN 5 8QJ	Ei Group	65.4	9.9
14	Lincoln Green, LN 6 8DL	Star Pubs & Bars	71.8	9.6
15	Centurion, LN 6 8LB	Mitchells & Butlers	74.9	9.5
16	Fox & Hounds, LN 6 9SP	Ei Group	78.9	9.9
17	Royal Oak, LN 5 9DT	Independent Free	92.3	9.8
18	Game Keeper, LN 6 9NH	Greene King	92.6	11.2
19	Crown & Arrow, LN 6 7JJ	Greene King	93.9	12.3
20	Gateway Park, LN 6 9UH	Whitbread	96.1	12.0