

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	4	311
Catchment Adults 18+	3,032	11,433	296,006
Catchment Adults 18+ Per Pub	1,516	2,858	952
Populaton Projection 2018 to 2028 (% change)	5.05%	4.27%	3.56%

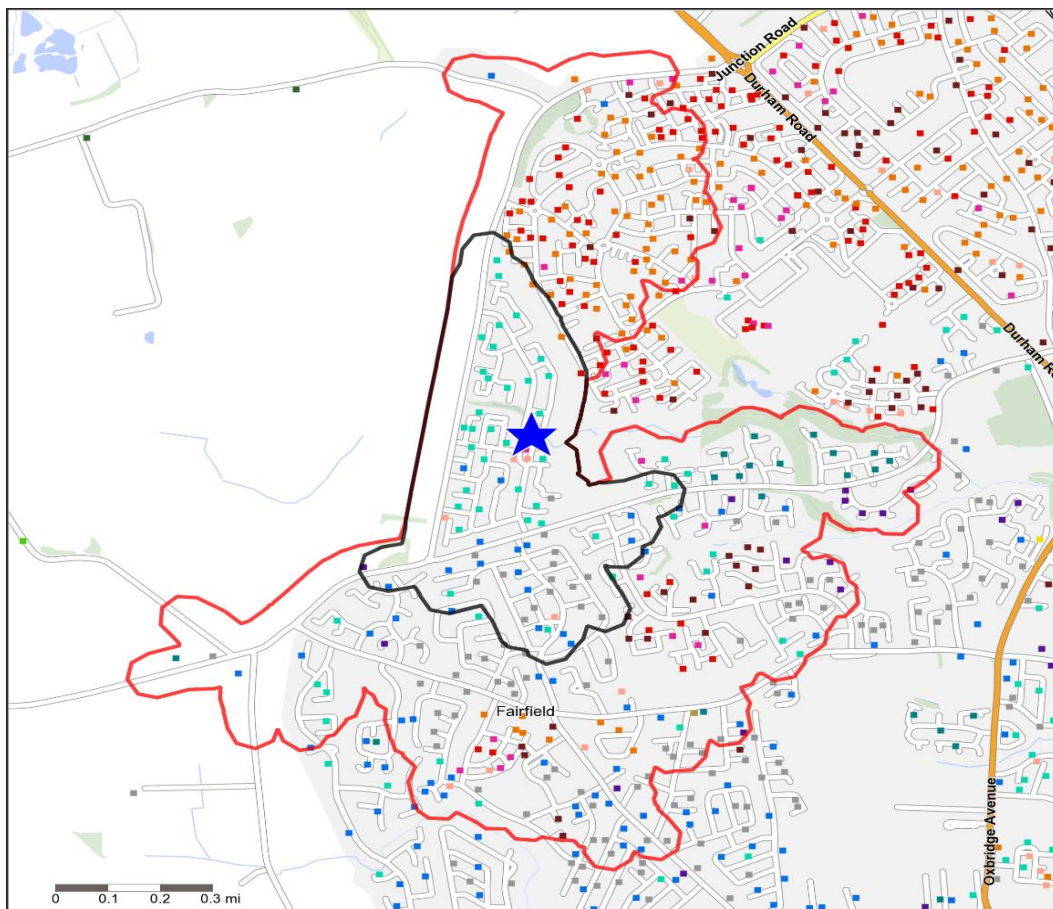
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	2,890	95.3	184	1	High Street Pub	10,206	89.3	172	1	High Street Pub	239,277	80.8	156
2	Community Pub	2,393	78.9	169	2	Community Pub	8,533	74.6	160	2	Community Pub	199,843	67.5	145
3	Premium Local	2,064	68.1	108	3	Premium Local	5,034	44.0	70	3	Premium Local	120,814	40.8	65
4	Great Pub Great Food	1,684	55.5	430	4	Great Pub Great Food	3,346	29.3	226	4	Great Pub Great Food	81,606	27.6	213
5	Bit of Style	277	9.1	23	5	Bit of Style	1,729	15.1	37	5	Bit of Style	58,654	19.8	49
6	Circuit Bar	233	7.7	29	6	Circuit Bar	1,025	9.0	33	6	Circuit Bar	32,496	11.0	41
7	Craft Led	225	7.4	72	7	Craft Led	907	7.9	77	7	Craft Led	21,966	7.4	72

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	169	5.6	63	599	5.2	59	19,035	6.4	73
C1	310	10.2	83	1,250	10.9	89	34,812	11.8	96
C2	312	10.3	125	1,081	9.5	115	26,389	8.9	108
DE	313	10.3	100	1,370	12.0	116	39,628	13.4	130

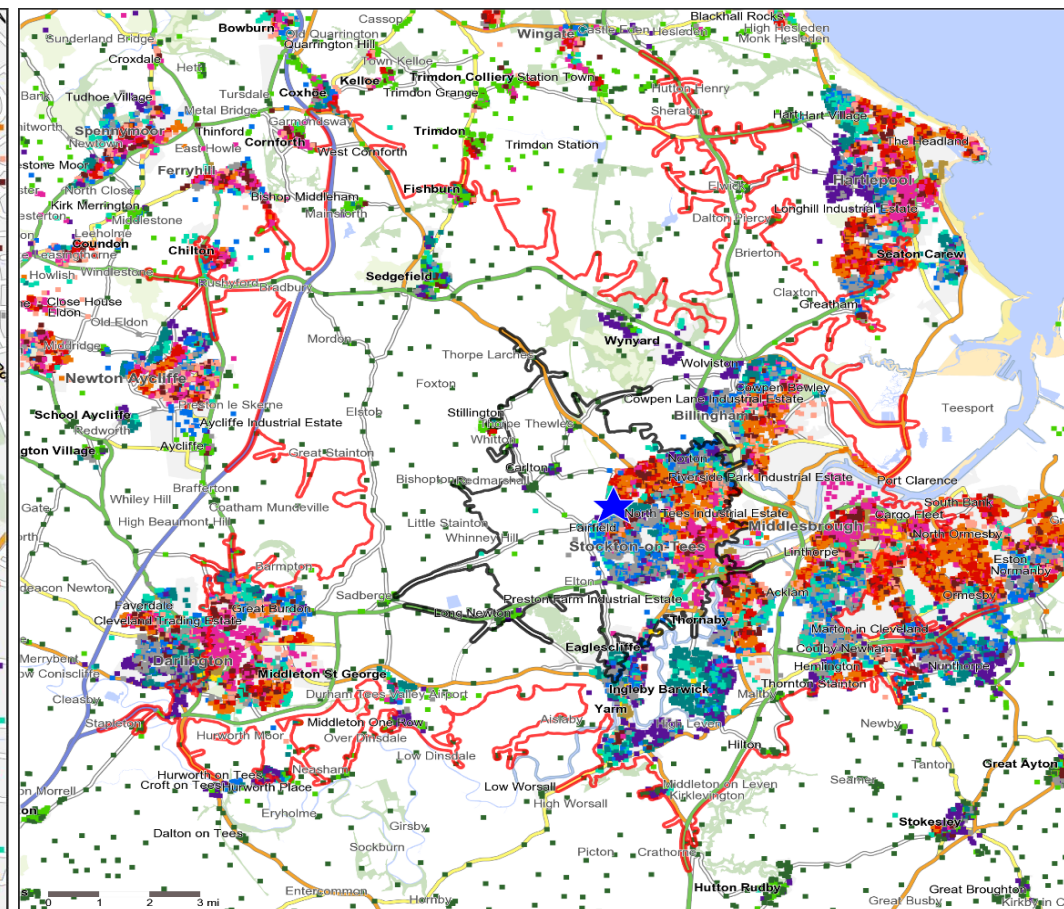
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,074	35.4	107	5,542	48.5	146	156,571	52.9	159
Medium (7-13)	1,721	56.8	171	4,495	39.3	119	94,864	32.0	97
High (14-19)	88	2.9	10	802	7.0	25	31,550	10.7	37

## 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	0	9
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	4	1,256
B06	Diamond Days	3	6	79	1,702
B07	Alpha Families	0	0	380	2,080
B08	Bank of Mum and Dad	0	21	481	2,457
B09	Empty-Nest Adventure	0	157	1,134	5,878
C10	Wealthy Landowners	0	0	551	1,958
C11	Rural Vogue	0	0	182	732
C12	Scattered Homesteads	0	0	91	525
C13	Village Retirement	0	0	763	2,396
D14	Satellite Settlers	0	0	725	3,244
D15	Local Focus	0	0	90	1,770
D16	Outlying Seniors	0	0	151	1,852
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	37	724	2,212
E19	Bungalow Heaven	117	937	3,743	12,219
E20	Classic Grandparents	328	764	3,618	9,328
E21	Solo Retirees	198	293	1,966	6,523
F22	Boomerang Boarders	174	459	2,886	6,926
F23	Family Ties	0	98	850	3,138
F24	Fledgling Free	302	538	1,519	7,694
F25	Dependable Me	147	705	3,203	9,072
G26	Cafés and Catchments	0	0	0	508
G27	Thriving Independence	0	2	580	1,863
G28	Modern Parents	6	512	1,830	14,077
G29	Mid-Career Convention	0	17	809	6,924
H30	Primary Ambitions	28	112	690	3,571
H31	Affordable Fringe	1,170	1,470	2,663	14,385
H32	First-Rung Futures	225	835	3,701	11,607
H33	Contemporary Starts	8	27	1,144	6,391
H34	New Foundations	0	13	257	1,280
H35	Flying Solo	0	0	68	636

		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	212	331	1,457
I37	Budget Generations	0	174	677	2,223
I38	Economical Families	0	497	2,765	10,895
I39	Families on a Budget	88	926	6,548	17,734
J40	Value Rentals	10	194	1,109	6,524
J41	Youthful Endeavours	0	93	802	1,559
J42	Midlife Renters	0	86	712	3,999
J43	Renting Rooms	13	54	5,703	29,960
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	323	1,148
K47	Single Essentials	0	57	1,284	4,457
K48	Mature Workers	92	1,223	5,618	15,215
L49	Flatlet Seniors	13	66	1,309	5,693
L50	Pocket Pensions	17	432	1,241	5,069
L51	Retirement Communities	0	46	128	846
L52	Estate Veterans	0	105	814	2,444
L53	Seasoned Survivors	0	67	1,735	7,213
M54	Down-to-Earth Owners	0	10	707	4,956
M55	Back with the Folks	63	123	1,837	9,927
M56	Self Supporters	29	48	1,128	5,579
N57	Community Elders	0	0	0	442
N58	Culture & Comfort	0	0	0	25
N59	Large Family Living	0	0	232	1,570
N60	Ageing Access	0	0	231	715
O61	Career Builders	0	15	60	1,211
O62	Central Pulse	0	0	306	685
O63	Flexible Workforce	0	0	0	98
O64	Bus-Route Renters	0	0	438	2,512
O65	Learners & Earners	0	0	364	2,675
O66	Student Scene	0	0	117	597
U99	Unclassified	0	0	856	4,368
<b>Total</b>		<b>3,031</b>	<b>11,431</b>	<b>72,257</b>	<b>296,009</b>



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

### 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. 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

### 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. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



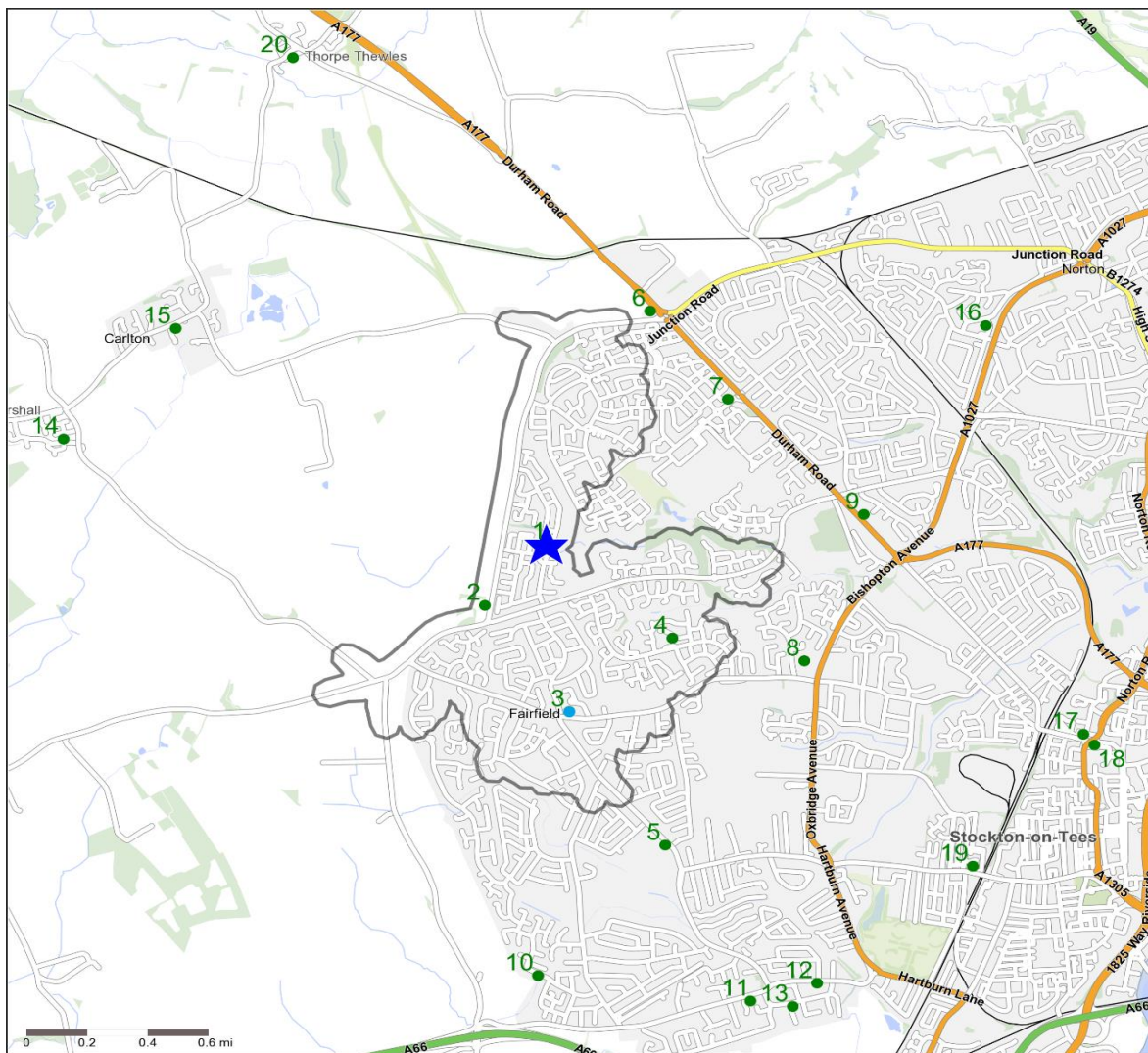
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto: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	2,200	19.2	64	1,925	16.8	103	7,308	63.9	123	
Male: Alone	3,722	32.6	109	1,724	15.1	97	5,987	52.4	98	
Male: Group	4,712	41.2	180	2,144	18.8	72	4,577	40.0	81	
Male: Pair	2,941	25.7	99	2,513	22.0	144	5,979	52.3	91	
Mixed Sex: Group	2,562	22.4	98	2,476	21.7	68	6,395	55.9	127	
Mixed Sex: Pair	3,724	32.6	139	3,842	33.6	103	3,867	33.8	79	
With Children	4,130	36.1	125	1,432	12.5	74	5,872	51.4	97	
Unknown	3,352	29.3	89	440	3.8	21	7,642	66.8	139	
<b>For Eating:</b>										
Upmarket	2,516	22.0	72	1,721	15.1	72	7,196	62.9	133	
Midmarket	1,890	16.5	48	1,231	10.8	119	8,311	72.7	131	
Downmarket	6,173	54.0	243	3,422	29.9	86	1,838	16.1	39	
<b>For Drinking (monthly spend):</b>										
Nothing	5,220	45.7	151	3,735	32.7	138	2,478	21.7	48	
Low (less than £10)	3,913	34.2	115	2,986	26.1	111	4,534	39.7	87	
Medium (Between £10 and £40)	3,913	34.2	112	1,060	9.3	52	6,460	56.5	112	
High (Greater than £40)	1,671	14.6	56	3,763	32.9	160	5,999	52.5	100	

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	82,078	27.7	92	56,331	19.0	116	153,229	51.8	99	
Male: Alone	105,614	35.7	120	54,543	18.4	118	131,482	44.4	83	
Male: Group	70,147	23.7	104	98,406	33.2	127	123,086	41.6	84	
Male: Pair	66,293	22.4	86	82,572	27.9	183	142,774	48.2	84	
Mixed Sex: Group	83,224	28.1	123	82,072	27.7	87	126,342	42.7	97	
Mixed Sex: Pair	83,095	28.1	120	115,806	39.1	120	92,737	31.3	73	
With Children	121,889	41.2	142	48,180	16.3	97	121,570	41.1	78	
Unknown	107,949	36.5	111	31,210	10.5	59	152,479	51.5	108	
<b>For Eating:</b>										
Upmarket	67,172	22.7	74	78,600	26.6	128	145,866	49.3	104	
Midmarket	96,261	32.5	95	21,396	7.2	80	173,982	58.8	106	
Downmarket	103,113	34.8	157	109,407	37.0	106	79,118	26.7	64	
<b>For Drinking (monthly spend):</b>										
Nothing	94,238	31.8	105	84,135	28.4	120	113,265	38.3	85	
Low (less than £10)	85,130	28.8	96	63,078	21.3	91	143,431	48.5	107	
Medium (Between £10 and £40)	86,824	29.3	96	35,473	12.0	67	169,341	57.2	114	
High (Greater than £40)	55,244	18.7	72	69,801	23.6	115	166,593	56.3	108	

## 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	Five Alls, TS19 8UQ	Star Pubs & Bars	0.0	0.2
2	Mitre, TS19 8TF	Ei Group	6.9	1.6
3	Rimswell, TS19 7HE	Independent Free	13.3	2.8
4	Elm Tree, TS19 0UW	Ei Group	19.6	4.0
5	Fairfield, TS19 7AJ	Stonegate Pub Company	24.1	4.4
6	Horse & Jockey, TS19 8HH	Mitchells & Butlers	24.4	4.0
7	Sheraton, TS19 8DN	Trust Inns	26.9	5.1
8	Senators, TS19 0QB	Admiral Taverns Ltd	27.2	5.0
9	Mile House, TS19 0PT	Ei Group	29.3	4.7
10	Penny Black, TS18 5PU	Star Pubs & Bars	38.0	7.2
11	Parkwood Hotel, TS18 5ER	Punch Pub Company	39.5	6.6
12	Stockton Arms, TS18 5BH	Ei Group	40.7	6.8
13	Masham, TS18 5DR	Star Pubs & Bars	40.7	6.9
14	Ship, TS21 1EP	Greene King	44.4	5.5
15	Smiths Arms, TS21 1EA	Punch Pub Company	44.7	6.4
16	Centenary, TS20 1RF	Mitchells & Butlers	45.9	7.4
17	Station Hotel, TS18 2AQ	Independent Free	47.1	8.9
18	Leeds Hotel, TS18 1PT	*Other Small Retail Groups	47.7	8.5
19	Oxbridge Hotel, TS18 4AW	Punch Pub Company	48.6	8.0
20	Hamilton Russell Arms, TS21 3JW	Star Pubs & Bars	56.7	7.0