

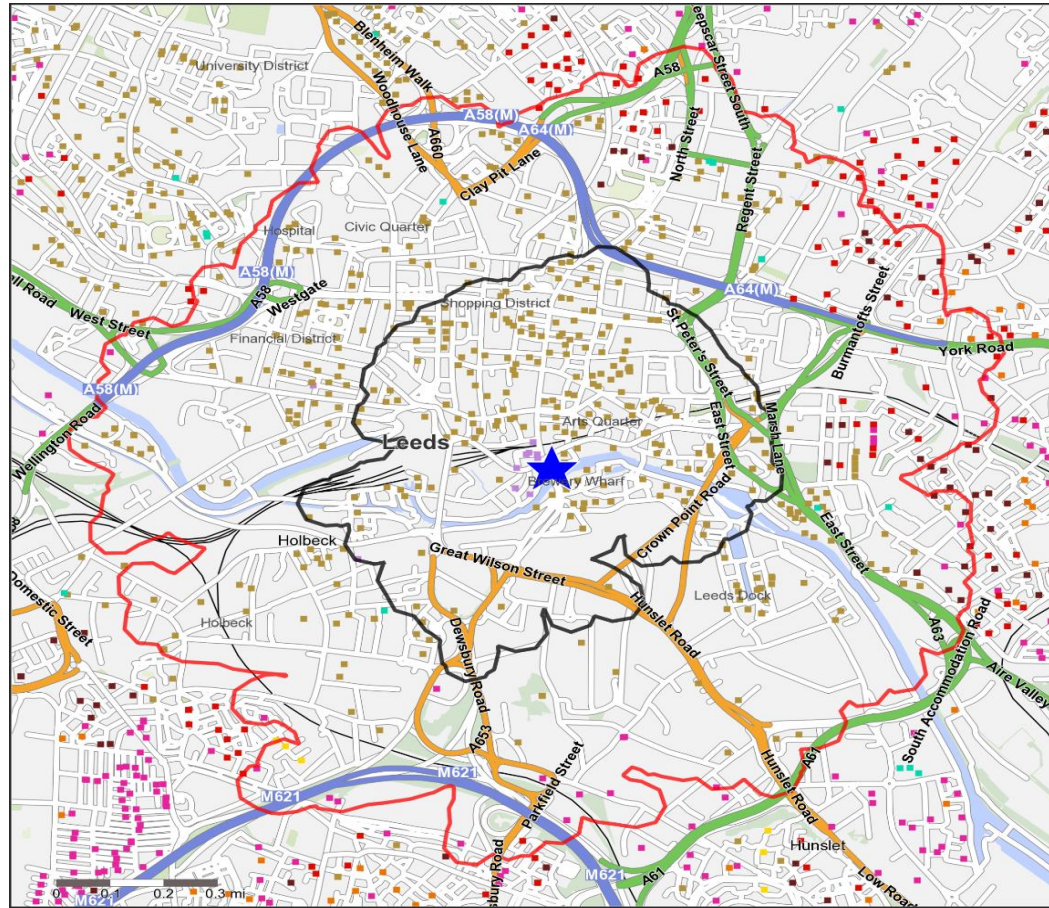
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	144	197	701
Catchment Adults 18+	6,727	25,139	728,063
Catchment Adults 18+ Per Pub	47	128	1,039
Populaton Projection 2020 to 2030 (% change)	12.59%	9.62%	4.07%

		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	Bit of Style	6,727	100.0	190	1	High Street Pub	23,733	94.4	180	1	High Street Pub	622,150	85.5	163
2	Circuit Bar	6,480	96.3	205	2	Circuit Bar	21,603	85.9	183	2	Community Pub	496,172	68.1	145
3	Craft Led	6,474	96.2	151	3	Bit of Style	21,435	85.3	133	3	Premium Local	264,392	36.3	57
4	High Street Pub	6,470	96.2	671	4	Craft Led	21,120	84.0	586	4	Bit of Style	230,797	31.7	221
5	Great Pub Great Food	247	3.7	9	5	Community Pub	6,732	26.8	66	5	Great Pub Great Food	178,835	24.6	61
6	Community Pub	221	3.3	11	6	Premium Local	440	1.8	6	6	Circuit Bar	152,102	20.9	73
7	Premium Local	14	0.2	2	7	Great Pub Great Food	258	1.0	9	7	Craft Led	139,108	19.1	169

	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	1,930	28.7	324	4,682	18.6	210	59,432	8.2	92
C1	1,653	24.6	200	5,433	21.6	176	98,576	13.5	110
C2	216	3.2	39	1,038	4.1	50	61,989	8.5	103
DE	355	5.3	51	2,058	8.2	80	88,613	12.2	118

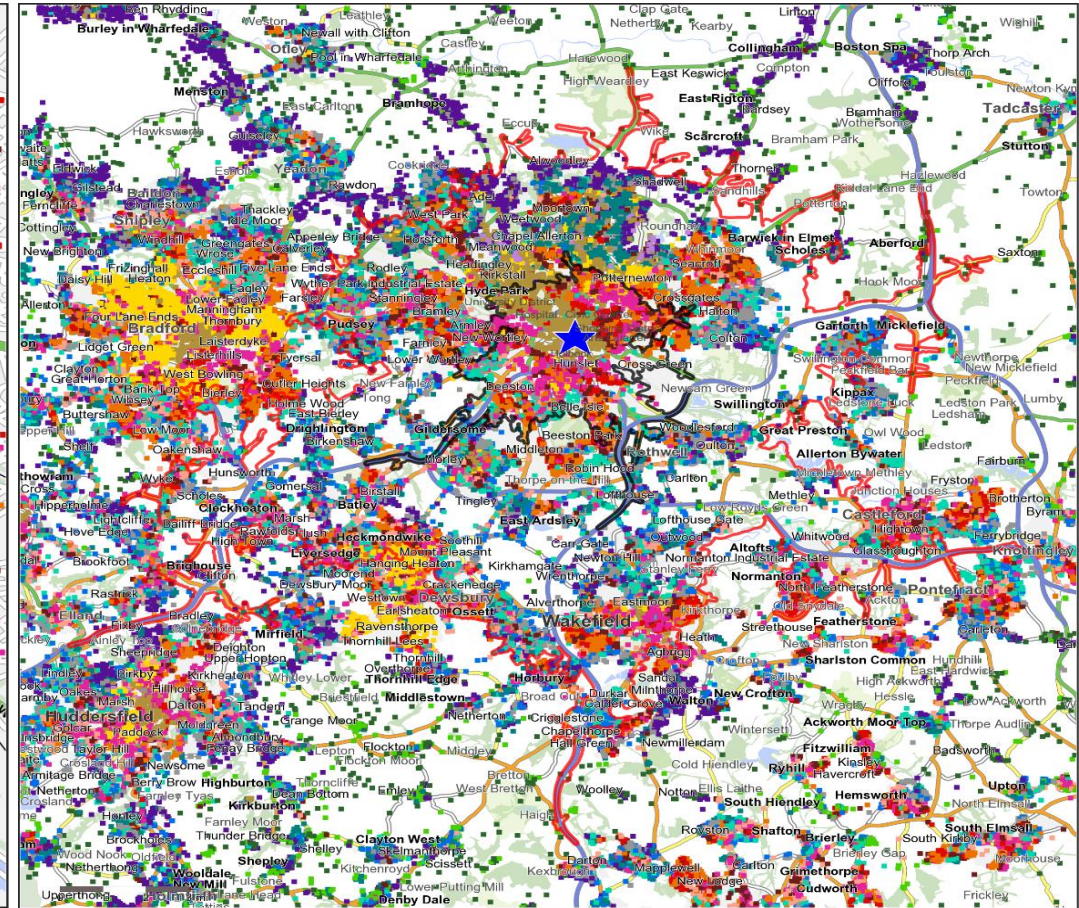
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	968	14.4	43	8,731	34.7	104	391,031	53.7	162
Medium (7-13)	3,449	51.3	154	8,739	34.8	105	245,671	33.7	102
High (14-19)	962	14.3	50	1,360	5.4	19	82,780	11.4	40

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

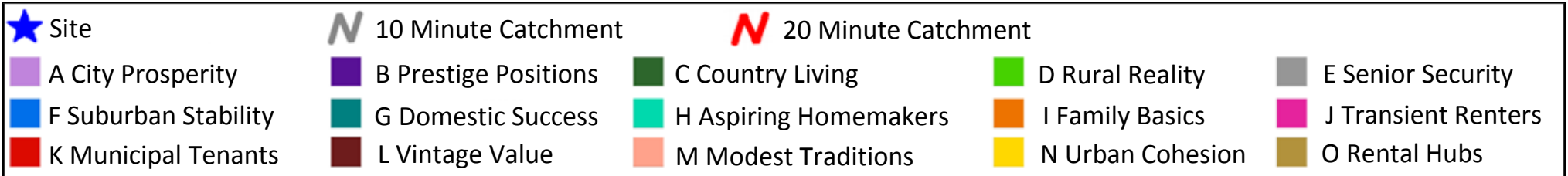


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	11		
A02	Uptown Elite	0	0	2	2,406		
A03	Penthouse Chic	4	4	4	4		
A04	Metro High-Flyers	243	251	251	440		
B05	Premium Fortunes	0	0	0	3,131		
B06	Diamond Days	0	0	0	4,633		
B07	Alpha Families	0	0	0	5,176		
B08	Bank of Mum and Dad	0	0	43	6,504		
B09	Empty-Nest Adventure	0	0	4	10,556		
C10	Wealthy Landowners	0	0	0	601		
C11	Rural Vogue	0	0	0	98		
C12	Scattered Homesteads	0	0	0	22		
C13	Village Retirement	0	0	0	395		
D14	Satellite Settlers	0	0	0	628		
D15	Local Focus	0	0	0	206		
D16	Outlying Seniors	0	0	0	170		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	0	10	9,078		
E19	Bungalow Heaven	0	0	19	14,933		
E20	Classic Grandparents	0	0	950	26,895		
E21	Solo Retirees	0	0	1,354	16,837		
F22	Boomerang Boarders	0	0	91	12,425		
F23	Family Ties	0	0	66	6,103		
F24	Fledgling Free	0	0	167	10,306		
F25	Dependable Me	0	0	360	15,440		
G26	Cafés and Catchments	0	0	5	9,690		
G27	Thriving Independence	0	0	99	19,052		
G28	Modern Parents	0	0	660	13,498		
G29	Mid-Career Convention	0	0	19	11,207		
H30	Primary Ambitions	0	0	1,450	19,403		
H31	Affordable Fringe	0	0	2,877	20,886		
H32	First-Rung Futures	0	0	1,463	25,118		
H33	Contemporary Starts	0	0	1,063	13,696		
H34	New Foundations	10	378	1,045	3,462		
H35	Flying Solo	0	0	98	3,438		

				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	524	5,989		
I37	Budget Generations	0	0	350	7,337		
I38	Economical Families	0	0	2,399	18,005		
I39	Families on a Budget	0	133	12,559	50,220		
J40	Value Rentals	0	0	432	9,887		
J41	Youthful Endeavours	0	109	1,482	5,145		
J42	Midlife Renters	0	1	1,949	23,946		
J43	Renting Rooms	0	320	27,206	41,860		
K44	Inner City Stalwarts	0	131	1,301	1,757		
K45	City Diversity	0	399	1,171	1,196		
K46	High Rise Residents	0	1,182	5,501	9,817		
K47	Single Essentials	0	315	2,478	11,062		
K48	Mature Workers	0	43	3,524	17,458		
L49	Flatlet Seniors	0	773	4,024	12,649		
L50	Pocket Pensions	0	32	538	12,609		
L51	Retirement Communities	0	0	41	4,129		
L52	Estate Veterans	0	156	1,761	19,893		
L53	Seasoned Survivors	0	18	4,468	10,750		
M54	Down-to-Earth Owners	0	0	365	5,862		
M55	Back with the Folks	0	0	2,719	14,920		
M56	Self Supporters	0	0	1,225	20,609		
N57	Community Elders	0	0	62	3,270		
N58	Culture & Comfort	0	0	218	1,758		
N59	Large Family Living	0	0	6,160	16,479		
N60	Ageing Access	0	90	831	6,144		
O61	Career Builders	0	3	504	18,685		
O62	Central Pulse	6,245	17,715	19,321	23,287		
O63	Flexible Workforce	0	0	292	1,416		
O64	Bus-Route Renters	0	2	641	9,380		
O65	Learners & Earners	4	60	9,786	17,322		
O66	Student Scene	221	3,025	25,444	38,776		
U99	Unclassified	0	0	0	0		
Total				6,727	25,140	151,376	728,065

Top 3 Mosaic Types in a 20 Minute Walktime

1. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

2. 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

3. K46 High Rise Residents

Tenants of social flats located in high rise blocks, often living alone



- Singles and sharers
- High rise social flats
- Urban locations
- Least likely to own a car
- Shop around to find cheapest price
- Low use of insurance

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

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



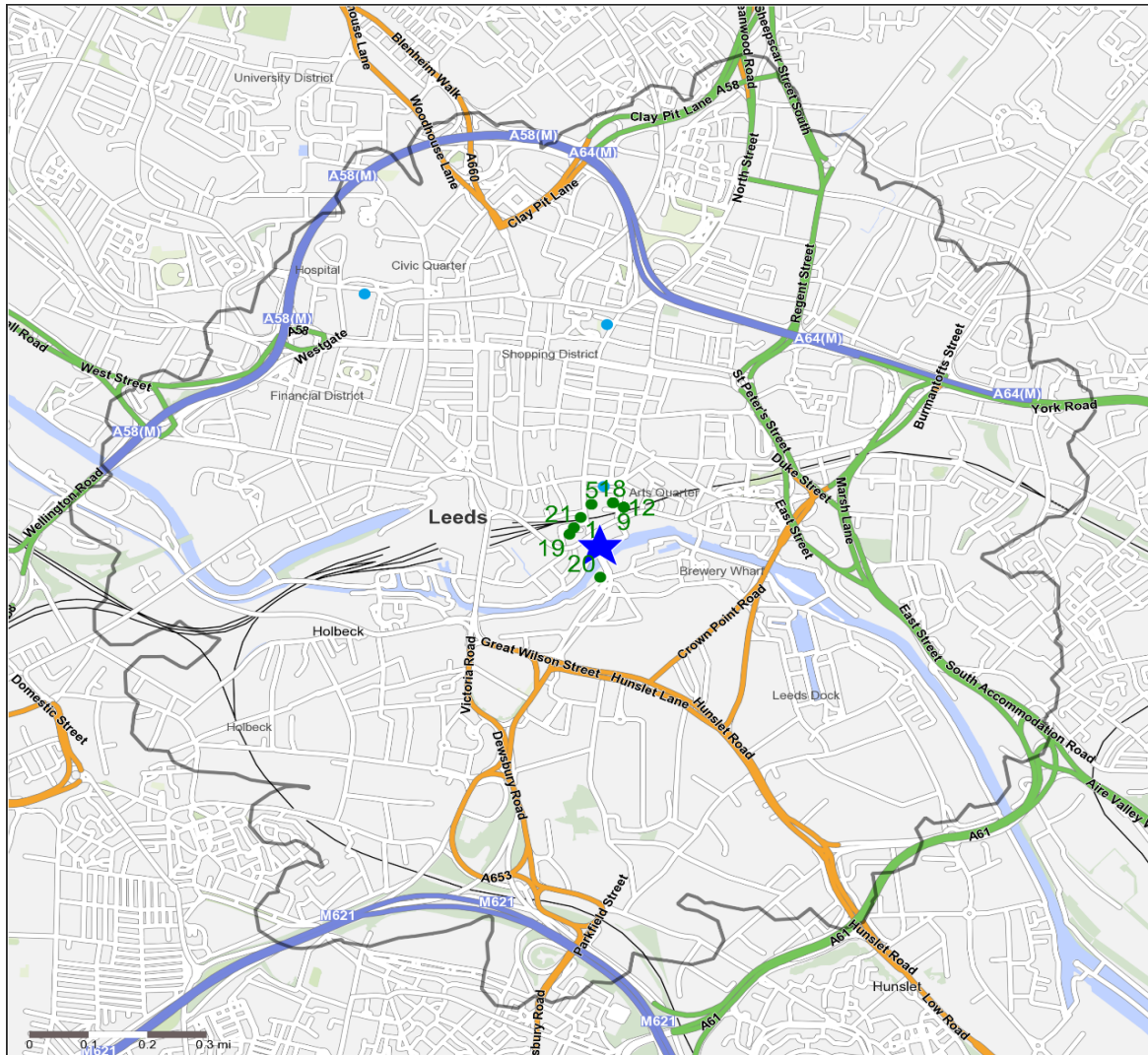
- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

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	23,166	92.2	286		574	2.3	13		1,399	5.6	11	
Male: Alone	1,660	6.6	22		4,657	18.5	112		18,822	74.9	140	
Male: Group	18,787	74.7	326		4,902	19.5	72		1,451	5.8	12	
Male: Pair	20,456	81.4	311		971	3.9	25		3,712	14.8	25	
Mixed Sex: Group	23,328	92.8	377		773	3.1	10		1,039	4.1	10	
Mixed Sex: Pair	20,802	82.7	342		3,055	12.2	37		1,282	5.1	12	
With Children	2,639	10.5	35		133	0.5	3		22,368	89.0	169	
Unknown	21,442	85.3	245		2,844	11.3	61		853	3.4	7	
For Eating:												
Upmarket	21,145	84.1	262		1,254	5.0	23		2,740	10.9	24	
Midmarket	23,242	92.5	256		493	2.0	21		1,404	5.6	10	
Downmarket	3,130	12.5	54		20,466	81.4	231		1,543	6.1	15	
For Drinking (monthly spend):												
Nothing	579	2.3	7		1,408	5.6	24		23,152	92.1	201	
Low (less than £10)	90	0.4	1		63	0.3	1		24,987	99.4	214	
Medium (Between £10 and £40)	18,115	72.1	234		1,318	5.2	29		5,707	22.7	44	
High (Greater than £40)	19,304	76.8	291		177	0.7	3		5,659	22.5	43	

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	262,666	36.1	112	101,205	13.9	82	364,191	50.0	99
Male: Alone	231,284	31.8	107	184,610	25.4	153	312,169	42.9	80
Male: Group	181,528	24.9	109	243,040	33.4	124	303,495	41.7	83
Male: Pair	226,631	31.1	119	155,794	21.4	140	345,638	47.5	81
Mixed Sex: Group	255,479	35.1	143	133,593	18.3	57	338,991	46.6	108
Mixed Sex: Pair	233,115	32.0	132	257,802	35.4	107	237,146	32.6	76
With Children	258,461	35.5	120	117,862	16.2	92	351,740	48.3	92
Unknown	240,125	33.0	95	125,532	17.2	93	362,405	49.8	107
For Eating:									
Upmarket	259,295	35.6	111	164,514	22.6	104	304,253	41.8	90
Midmarket	330,428	45.4	126	67,638	9.3	102	329,997	45.3	83
Downmarket	240,517	33.0	142	268,739	36.9	105	218,807	30.1	72
For Drinking (monthly spend):									
Nothing	184,416	25.3	82	197,786	27.2	115	345,861	47.5	104
Low (less than £10)	176,294	24.2	82	122,284	16.8	71	429,485	59.0	127
Medium (Between £10 and £40)	220,057	30.2	98	81,432	11.2	62	426,574	58.6	115
High (Greater than £40)	179,968	24.7	94	125,547	17.2	83	422,548	58.0	110

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	Bridge Inn, LS 1 7HG	Star Pubs & Bars	1.2	1.8
2	Viaduct, LS 1 6ER	Independent Free	1.8	2.0
3	Bar Fibre, LS 1 6LY	Independent Free	1.8	2.3
4	Hedonist Project, LS 1 6LY	Independent Free	1.8	2.3
5	Queens Court, LS 1 6LY	Stonegate Pub Company	1.8	2.3
6	Cuckoo, LS 1 7BT	Independent Free	1.8	2.9
7	Jakes Bar And Grill, LS 1 7BT	Independent Free	1.8	2.9
8	Neon Cactus, LS 1 7BT	Independent Free	1.8	2.9
9	New Penny, LS 1 7BT	Ei Group	1.8	2.9
10	Northern Guitars Cafe Bar, LS 1 7BT	Independent Free	1.8	2.9
11	Oporto Bar, LS 1 7BT	Independent Free	1.8	2.9
12	Roland's, LS 1 7BT	Independent Free	1.8	2.9
13	Baracoa Luxe Bar, LS 1 6DT	Independent Free	1.8	2.9
14	Brooklyn, LS 1 6DT	Independent Free	1.8	2.9
15	Call Lane Social, LS 1 6DT	Independent Free	1.8	2.9
16	Power Corruption Lies, LS 1 6DT	Independent Free	1.8	2.9
17	Revolucion De Cuba, LS 1 6DT	Revolution Bars Group	1.8	2.9
18	Revolution, LS 1 6DT	Revolution Bars Group	1.8	2.9
19	Blayds, LS 1 4AD	Independent Free	2.7	2.2
20	Sid's Little Egg, LS 1 4DJ	Independent Free	3.3	1.4