

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	0	11	95
Catchment Adults 18+	1,361	4,934	85,045
Catchment Adults 18+ Per Pub	-	449	895
Populaton Projection 2018 to 2028 (% change)	2.00%	2.01%	2.88%

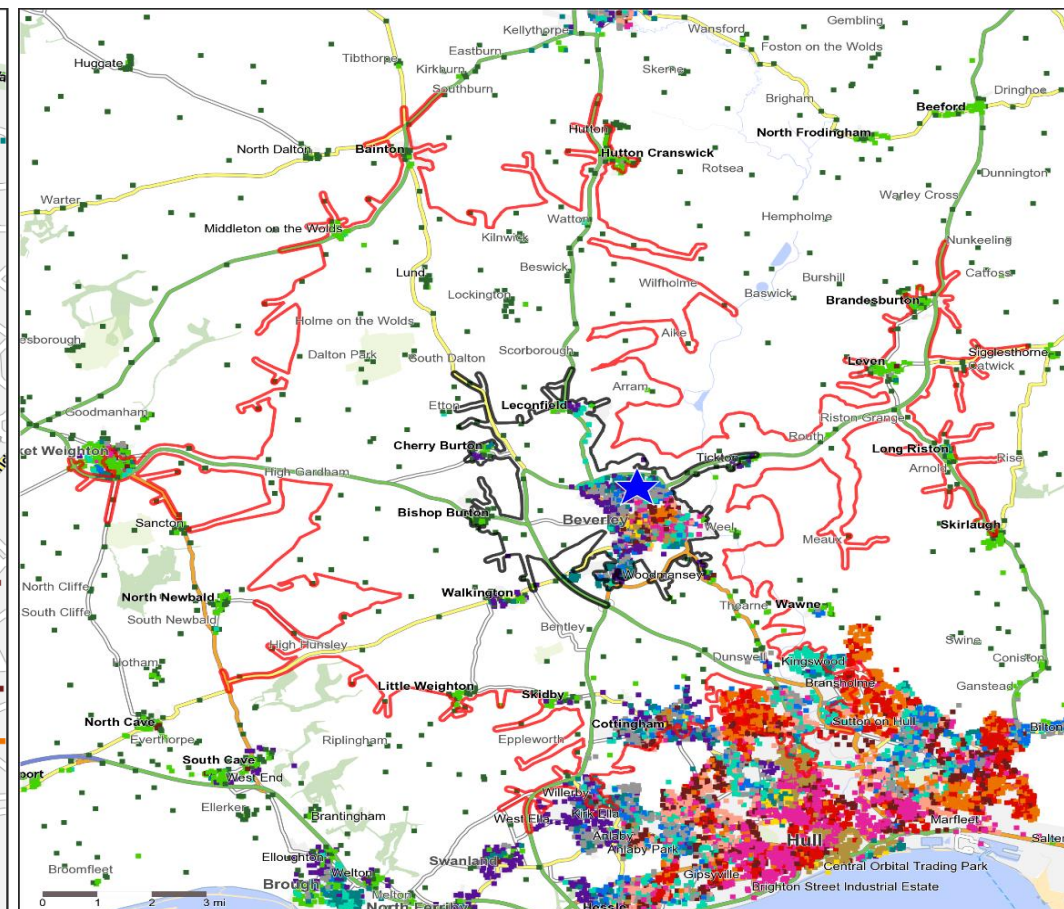
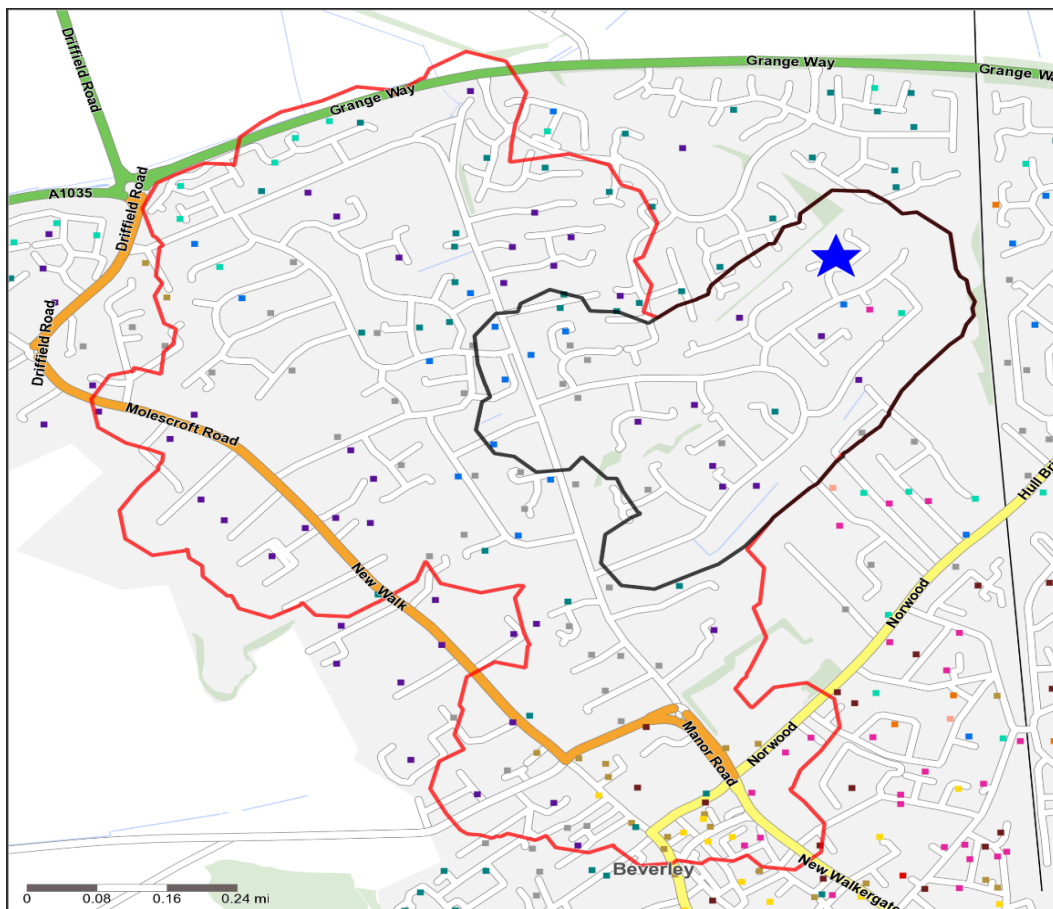
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	1,015	74.6	144	1	Premium Local	3,745	75.9	147	1	High Street Pub	54,150	63.7	123
2	Great Pub Great Food	680	50.0	107	2	High Street Pub	3,022	61.2	131	2	Premium Local	47,826	56.2	121
3	High Street Pub	630	46.3	73	3	Great Pub Great Food	2,883	58.4	93	3	Community Pub	42,671	50.2	80
4	Community Pub	463	34.0	263	4	Community Pub	1,833	37.2	287	4	Great Pub Great Food	35,170	41.4	320
5	Bit of Style	213	15.7	39	5	Bit of Style	1,474	29.9	74	5	Bit of Style	22,385	26.3	65
6	Circuit Bar	73	5.4	20	6	Circuit Bar	453	9.2	34	6	Circuit Bar	12,049	14.2	53
7	Craft Led	73	5.4	52	7	Craft Led	231	4.7	45	7	Craft Led	6,058	7.1	69

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	165	12.1	137	632	12.8	145	7,619	9.0	101
C1	198	14.5	119	640	13.0	106	10,256	12.1	98
C2	83	6.1	74	265	5.4	65	7,050	8.3	100
DE	49	3.6	35	184	3.7	36	7,540	8.9	86

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)	132	9.7	29	548	11.1	33	30,743	36.1	109
Medium (7-13)	748	55.0	166	2,483	50.3	152	35,284	41.5	125
High (14-19)	460	33.8	119	1,776	36.0	127	16,836	19.8	70

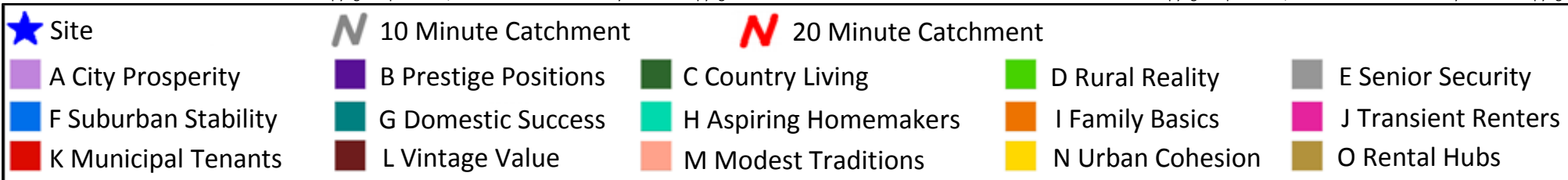
## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

## 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	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	70	171	181
B06	Diamond Days	0	270	678	982
B07	Alpha Families	4	57	536	1,140
B08	Bank of Mum and Dad	53	125	266	1,076
B09	Empty-Nest Adventure	442	723	1,744	2,933
C10	Wealthy Landowners	0	1	140	719
C11	Rural Vogue	0	1	140	971
C12	Scattered Homesteads	0	0	58	851
C13	Village Retirement	0	0	639	3,997
D14	Satellite Settlers	0	0	889	4,465
D15	Local Focus	0	0	25	1,182
D16	Outlying Seniors	0	0	25	2,711
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	15	377	993	1,633
E19	Bungalow Heaven	232	417	947	4,014
E20	Classic Grandparents	53	200	1,274	2,428
E21	Solo Retirees	37	185	760	1,043
F22	Boomerang Boarders	26	195	472	1,781
F23	Family Ties	0	0	166	349
F24	Fledgling Free	0	0	517	1,085
F25	Dependable Me	263	453	1,410	2,263
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	199	1,155	1,579
G28	Modern Parents	71	412	2,370	4,182
G29	Mid-Career Convention	70	383	1,542	3,815
H30	Primary Ambitions	0	0	395	786
H31	Affordable Fringe	0	0	275	2,491
H32	First-Rung Futures	73	160	801	2,680
H33	Contemporary Starts	0	206	1,077	5,132
H34	New Foundations	0	43	122	472
H35	Flying Solo	0	0	222	577

		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	220	220
I37	Budget Generations	0	0	389	389
I38	Economical Families	0	20	384	442
I39	Families on a Budget	0	0	603	5,455
J40	Value Rentals	0	0	203	633
J41	Youthful Endeavours	0	0	159	212
J42	Midlife Renters	23	69	2,105	2,799
J43	Renting Rooms	0	5	55	296
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	130
K47	Single Essentials	0	0	100	273
K48	Mature Workers	0	0	74	3,303
L49	Flatlet Seniors	0	0	351	708
L50	Pocket Pensions	0	6	503	1,582
L51	Retirement Communities	0	144	928	1,717
L52	Estate Veterans	0	0	460	810
L53	Seasoned Survivors	0	0	217	583
M54	Down-to-Earth Owners	0	0	221	540
M55	Back with the Folks	0	0	229	944
M56	Self Supporters	0	0	69	1,056
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	99	573	733
O61	Career Builders	0	71	365	502
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	44	393	677
O65	Learners & Earners	0	0	0	1,219
O66	Student Scene	0	0	0	807
U99	Unclassified	0	0	111	1,495
<b>Total</b>		<b>1,362</b>	<b>4,935</b>	<b>28,521</b>	<b>85,043</b>



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

### 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. 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. 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. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



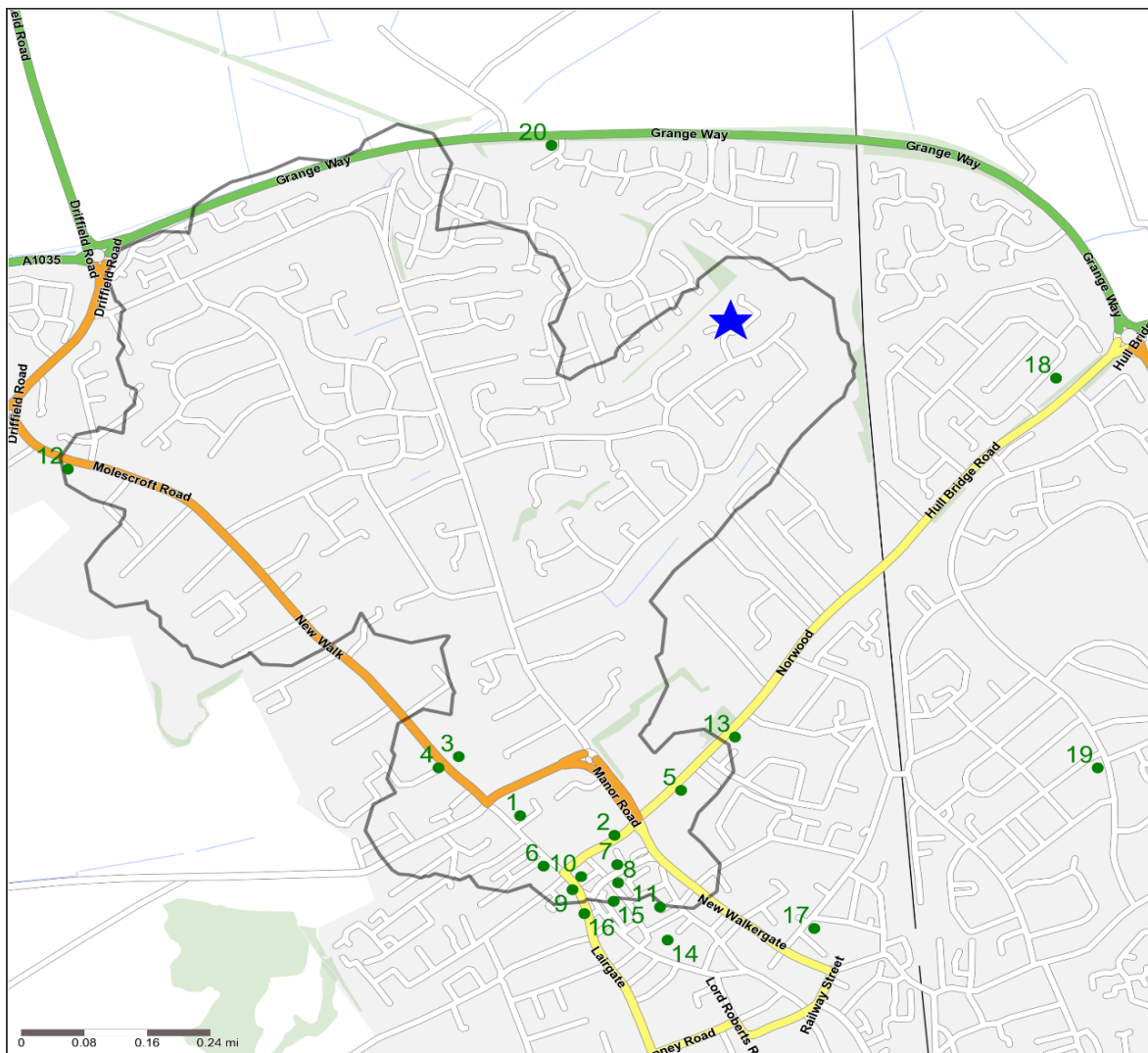
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

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	1,213	24.6	81	133	2.7	16	3,589	72.7	140	
Male: Alone	1,015	20.6	69	1,065	21.6	138	2,855	57.9	109	
Male: Group	865	17.5	77	1,129	22.9	87	2,939	59.6	120	
Male: Pair	557	11.3	43	866	17.6	115	3,511	71.2	124	
Mixed Sex: Group	405	8.2	36	1,612	32.7	102	2,917	59.1	135	
Mixed Sex: Pair	1,427	28.9	123	1,788	36.2	111	1,719	34.8	82	
With Children	711	14.4	50	858	17.4	103	3,365	68.2	129	
Unknown	820	16.6	51	1,008	20.4	114	3,106	63.0	131	
<b>For Eating:</b>										
Upmarket	1,122	22.7	74	804	16.3	78	3,007	60.9	129	
Midmarket	628	12.7	37	0	0.0	0	4,306	87.3	158	
Downmarket	912	18.5	83	2,433	49.3	141	1,589	32.2	77	
<b>For Drinking (monthly spend):</b>										
Nothing	638	12.9	43	2,439	49.4	209	1,857	37.6	84	
Low (less than £10)	2,405	48.7	163	1,004	20.3	87	1,524	30.9	68	
Medium (Between £10 and £40)	2,476	50.2	164	193	3.9	22	2,265	45.9	91	
High (Greater than £40)	1,624	32.9	127	987	20.0	97	2,323	47.1	90	

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	22,436	26.4	87	10,685	12.6	77	50,429	59.3	114	
Male: Alone	21,199	24.9	84	17,376	20.4	131	44,974	52.9	99	
Male: Group	17,075	20.1	88	22,564	26.5	101	43,911	51.6	104	
Male: Pair	16,214	19.1	73	8,837	10.4	68	58,499	68.8	120	
Mixed Sex: Group	12,366	14.5	64	35,054	41.2	129	36,130	42.5	97	
Mixed Sex: Pair	27,421	32.2	137	27,068	31.8	98	29,061	34.2	80	
With Children	18,202	21.4	74	18,475	21.7	129	46,873	55.1	104	
Unknown	20,215	23.8	72	14,107	16.6	93	49,228	57.9	121	
<b>For Eating:</b>										
Upmarket	21,279	25.0	82	12,249	14.4	69	50,023	58.8	124	
Midmarket	13,837	16.3	47	6,464	7.6	84	63,249	74.4	134	
Downmarket	19,504	22.9	103	38,425	45.2	130	25,622	30.1	72	
<b>For Drinking (monthly spend):</b>										
Nothing	20,500	24.1	80	28,297	33.3	141	34,753	40.9	91	
Low (less than £10)	27,738	32.6	109	22,587	26.6	113	33,225	39.1	86	
Medium (Between £10 and £40)	24,290	28.6	93	10,083	11.9	66	49,177	57.8	115	
High (Greater than £40)	15,025	17.7	68	15,814	18.6	91	52,711	62.0	119	

## 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	Royal Standard, HU17 8DL	Punch Pub Company	18.7	4.0
2	White Horse, HU17 8BL	Sam Smith	18.7	4.3
3	Rose & Crown, HU17 7AB	Ei Group	19.0	3.8
4	Light Dragoon Inn, HU17 7AG	Star Pubs & Bars	19.0	4.1
5	Corner House, HU17 9EY	Independent Free	19.3	3.6
6	Cafe Velo, HU17 8DB	Independent Free	19.6	4.3
7	Pig And Whistle, HU17 8BG	Independent Free	19.9	3.7
8	Dog & Duck, HU17 8BH	Ei Group	20.2	4.5
9	Lucia Wine Bar And Grill, HU17 8AP	Independent Free	20.5	3.9
10	Beaver, HU17 8AX	Ei Group	20.5	4.0
11	Chequers, HU17 9BZ	Independent Free	20.8	3.9
12	Molescroft Inn, HU17 7EG	Marston's	20.8	4.0
13	Durham Ox, HU17 9HJ	Ei Group	21.1	4.0
14	Figaro, HU17 9BY	Independent Free	21.4	4.0
15	Grapes, HU17 8BB	Stonegate Pub Company	21.4	4.0
16	Cross Keys, HU17 8EE	Wetherspoon	21.4	4.0
17	Moulders Arms, HU17 0AG	*Other Small Retail Groups	26.0	5.0
18	Highfield, HU17 9QN	Star Pubs & Bars	33.5	6.6
19	Humber Keel, HU17 0EZ	Admiral Taverns Ltd	33.8	6.5
20	Hayride, HU17 9GP	Greene King	35.0	5.9