

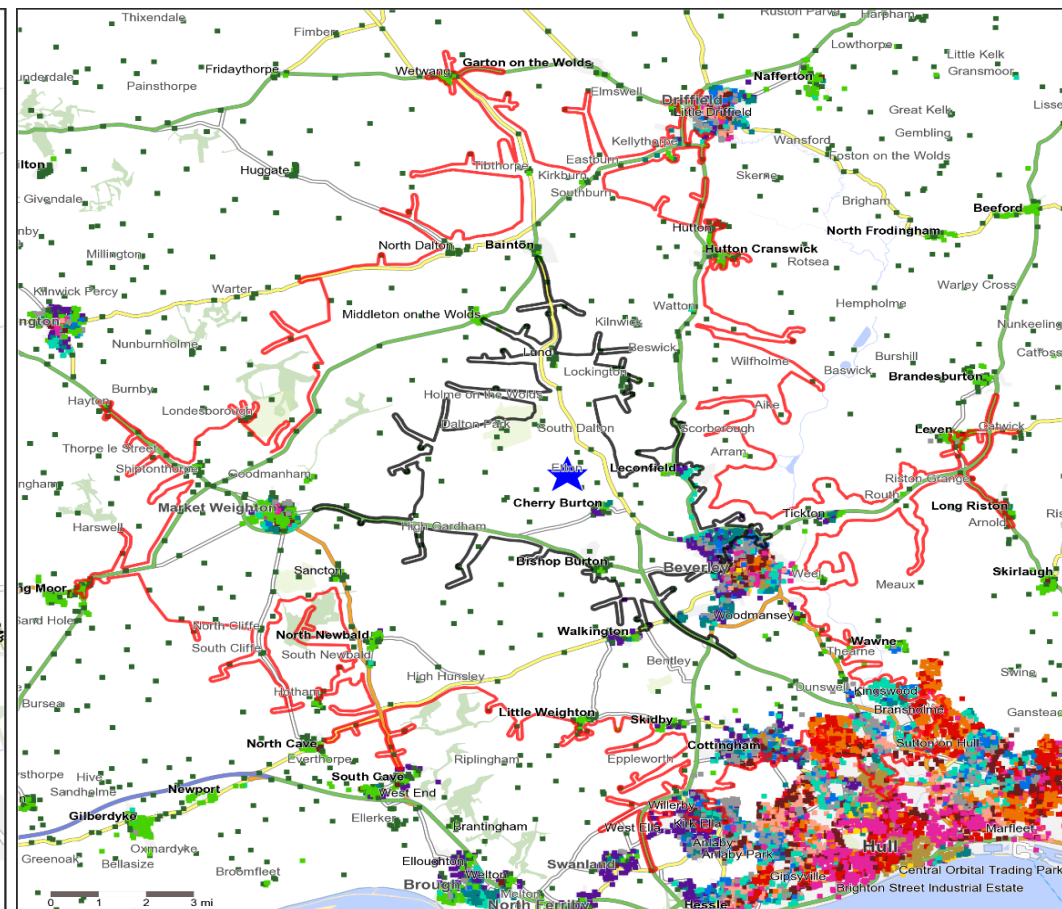
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	0	0	108
Catchment Adults 18+	173	199	101,681
Catchment Adults 18+ Per Pub	-	-	941
Populaton Projection 2018 to 2028 (% change)	0.00%	0.00%	2.91%

		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	173	100.0	193	1	Premium Local	199	100.0	193	1	High Street Pub	65,334	64.3	124
2	Great Pub Great Food	169	97.7	210	2	Great Pub Great Food	194	97.5	209	2	Premium Local	55,484	54.6	117
3	Community Pub	23	13.3	21	3	Community Pub	30	15.1	24	3	Community Pub	53,084	52.2	83
4	Bit of Style	4	2.3	18	4	Bit of Style	6	3.0	23	4	Great Pub Great Food	40,829	40.2	311
5	Circuit Bar	4	2.3	6	5	Circuit Bar	6	3.0	7	5	Bit of Style	26,012	25.6	63
6	Craft Led	0	0.0	0	6	Craft Led	0	0.0	0	6	Circuit Bar	14,431	14.2	53
7	High Street Pub	0	0.0	0	7	High Street Pub	0	0.0	0	7	Craft Led	8,027	7.9	77

	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	18	10.4	118	21	10.6	119	8,657	8.5	96
C1	18	10.4	85	21	10.6	86	12,238	12.0	98
C2	16	9.2	112	19	9.5	116	8,475	8.3	101
DE	9	5.2	51	10	5.0	49	9,456	9.3	90

	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)	31	17.9	54	35	17.6	53	38,722	38.1	115
Medium (7-13)	65	37.6	113	73	36.7	111	40,199	39.5	119
High (14-19)	72	41.6	146	82	41.2	145	19,690	19.4	68

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	0	158	184
B06	Diamond Days			0	0	392	1,284
B07	Alpha Families			0	0	385	1,297
B08	Bank of Mum and Dad			0	0	158	1,222
B09	Empty-Nest Adventure			0	0	572	3,233
C10	Wealthy Landowners			0	0	193	899
C11	Rural Vogue			53	69	381	1,416
C12	Scattered Homesteads			23	30	212	1,586
C13	Village Retirement			93	94	1,050	4,347
D14	Satellite Settlers			0	0	893	4,700
D15	Local Focus			0	0	47	2,018
D16	Outlying Seniors			0	0	89	3,436
D17	Far-Flung Outposts			0	0	0	0
E18	Legacy Elders			0	0	395	1,771
E19	Bungalow Heaven			0	0	327	4,811
E20	Classic Grandparents			0	0	455	2,640
E21	Solo Retirees			0	0	185	1,209
F22	Boomerang Boarders			0	0	254	2,091
F23	Family Ties			0	0	32	435
F24	Fledgling Free			0	0	67	1,293
F25	Dependable Me			0	0	361	2,538
G26	Cafés and Catchments			0	0	0	0
G27	Thriving Independence			0	0	198	1,746
G28	Modern Parents			0	0	1,525	4,665
G29	Mid-Career Convention			0	0	778	4,378
H30	Primary Ambitions			0	0	21	788
H31	Affordable Fringe			0	0	0	3,416
H32	First-Rung Futures			0	0	89	2,846
H33	Contemporary Starts			0	0	748	5,429
H34	New Foundations			4	6	96	546
H35	Flying Solo			0	0	0	623

				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	44	220
I37	Budget Generations			0	0	0	389
I38	Economical Families			0	0	0	608
I39	Families on a Budget			0	0	0	6,813
J40	Value Rentals			0	0	0	728
J41	Youthful Endeavours			0	0	0	242
J42	Midlife Renters			0	0	0	3,012
J43	Renting Rooms			0	0	0	865
K44	Inner City Stalwarts			0	0	0	0
K45	City Diversity			0	0	0	0
K46	High Rise Residents			0	0	0	142
K47	Single Essentials			0	0	0	296
K48	Mature Workers			0	0	0	4,758
L49	Flatlet Seniors			0	0	0	1,065
L50	Pocket Pensions			0	0	0	1,717
L51	Retirement Communities			0	0	79	1,801
L52	Estate Veterans			0	0	0	875
L53	Seasoned Survivors			0	0	0	706
M54	Down-to-Earth Owners			0	0	0	716
M55	Back with the Folks			0	0	0	1,373
M56	Self Supporters			0	0	0	1,125
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	54	733
O61	Career Builders			0	0	46	513
O62	Central Pulse			0	0	0	0
O63	Flexible Workforce			0	0	0	0
O64	Bus-Route Renters			0	0	55	699
O65	Learners & Earners			0	0	0	2,144
O66	Student Scene			0	0	0	1,605
U99	Unclassified			0	0	287	1,688
Total				173	199	10,626	101,680

Top 3 Mosaic Types in a 20 Minute Walktime

1. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

2. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work



- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

3. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

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. E19 Bungalow Haven

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



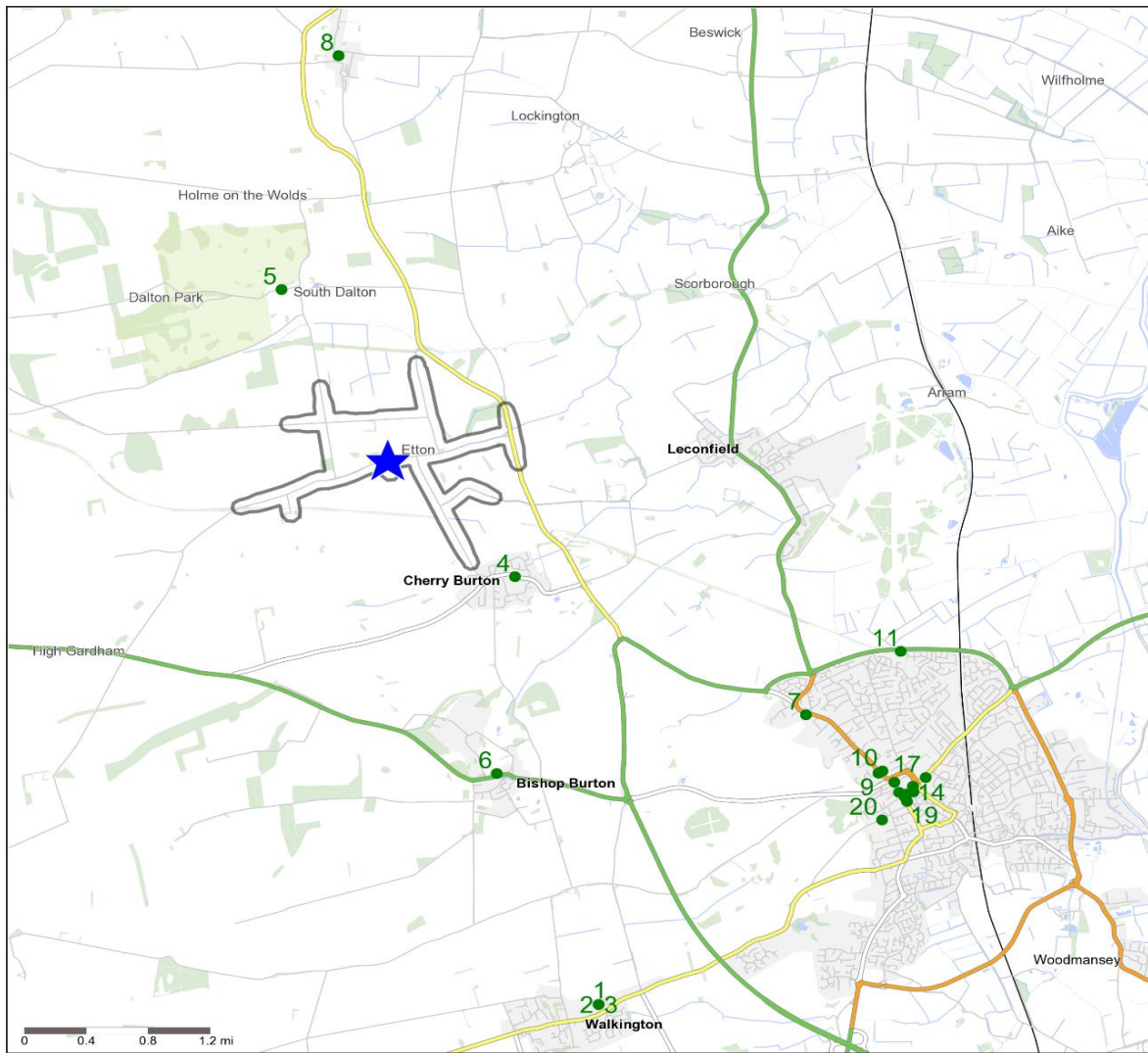
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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	6	3.0	10		0	0.0	0		194	97.5	187	
Male: Alone	0	0.0	0		0	0.0	0		199	100.0	188	
Male: Group	0	0.0	0		94	47.2	180		105	52.8	106	
Male: Pair	0	0.0	0		6	3.0	20		194	97.5	170	
Mixed Sex: Group	6	3.0	13		94	47.2	148		99	49.7	113	
Mixed Sex: Pair	0	0.0	0		125	62.8	193		75	37.7	88	
With Children	0	0.0	0		0	0.0	0		199	100.0	189	
Unknown	0	0.0	0		6	3.0	17		194	97.5	203	
For Eating:												
Upmarket	0	0.0	0		6	3.0	14		194	97.5	206	
Midmarket	0	0.0	0		0	0.0	0		199	100.0	181	
Downmarket	0	0.0	0		0	0.0	0		199	100.0	240	
For Drinking (monthly spend):												
Nothing	30	15.1	50		69	34.7	147		100	50.3	112	
Low (less than £10)	125	62.8	210		69	34.7	148		6	3.0	7	
Medium (Between £10 and £40)	0	0.0	0		125	62.8	352		74	37.2	74	
High (Greater than £40)	0	0.0	0		0	0.0	0		199	100.0	191	

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	26,516	26.1	86	13,419	13.2	81	60,057	59.1	113
Male: Alone	26,430	26.0	87	20,887	20.5	132	52,676	51.8	97
Male: Group	20,852	20.5	90	28,472	28.0	107	50,668	49.8	100
Male: Pair	19,799	19.5	75	10,442	10.3	67	69,751	68.6	120
Mixed Sex: Group	16,355	16.1	70	40,660	40.0	125	42,977	42.3	96
Mixed Sex: Pair	32,770	32.2	137	32,951	32.4	100	34,271	33.7	79
With Children	21,885	21.5	74	21,996	21.6	129	56,111	55.2	104
Unknown	25,401	25.0	76	15,602	15.3	86	58,989	58.0	121
For Eating:									
Upmarket	25,839	25.4	83	14,226	14.0	67	59,928	58.9	125
Midmarket	17,643	17.4	51	7,898	7.8	86	74,451	73.2	132
Downmarket	25,494	25.1	113	44,897	44.2	127	29,601	29.1	70
For Drinking (monthly spend):									
Nothing	26,725	26.3	87	33,680	33.1	140	39,587	38.9	87
Low (less than £10)	32,579	32.0	107	27,612	27.2	116	39,801	39.1	86
Medium (Between £10 and £40)	28,975	28.5	93	12,100	11.9	67	58,917	57.9	115
High (Greater than £40)	17,727	17.4	67	19,983	19.7	96	62,282	61.3	117

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	Barrel, HU17 8RX	Thwaites	0.0	10.7
2	Dog & Duck, HU17 8RX	New River Retail	0.0	10.7
3	Ferguson Fawcett Arms, HU17 8RX	Independent Free	0.0	10.7
4	Bay Horse, HU17 7RF	Marston's	27.2	3.9
5	Pipe & Glass, HU17 7PN	Independent Free	36.5	4.7
6	Altisadora, HU17 8QF	Marston's	56.1	8.0
7	Molescroft Inn, HU17 7EG	Marston's	72.4	7.1
8	Wellington Inn, YO25 9TE	*Other Small Retail Groups	73.6	7.4
9	Light Dragoon Inn, HU17 7AG	Star Pubs & Bars	85.2	9.5
10	Rose & Crown, HU17 7AB	Ei Group	85.4	9.2
11	Hayride, HU17 9GP	Greene King	85.8	8.0
12	Royal Standard, HU17 8DL	Punch Pub Company	88.0	9.9
13	White Horse, HU17 8BL	Sam Smith	92.4	10.2
14	Pig And Whistle, HU17 8BG	Independent Free	93.8	10.6
15	Cafe Velo, HU17 8DB	Independent Free	94.2	10.2
16	Lucia Wine Bar And Grill, HU17 8AP	Independent Free	94.2	10.4
17	Corner House, HU17 9EY	Independent Free	94.2	10.4
18	Beaver, HU17 8AX	Ei Group	94.2	10.5
19	Cross Keys, HU17 8EE	Wetherspoon	95.3	10.5
20	Woolpack, HU17 8EN	Marston's	102.4	14.1