

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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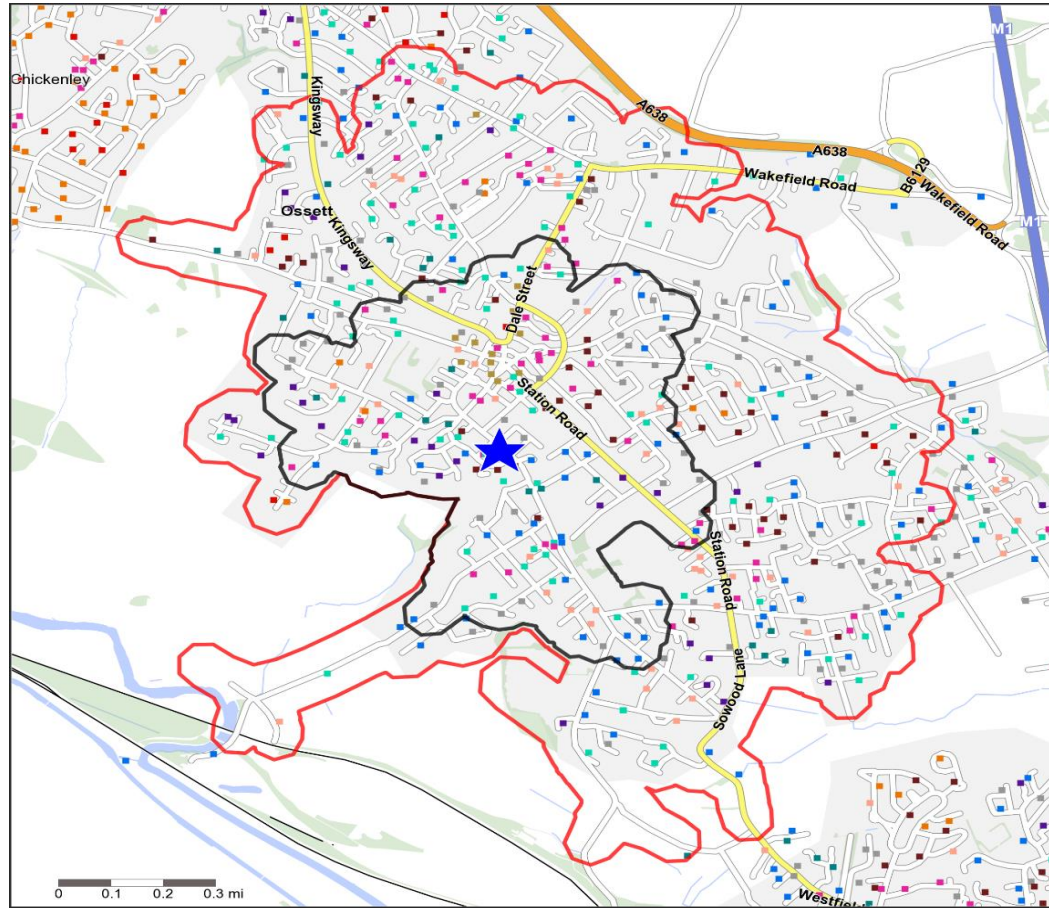
Number of Pubs	11	15	381
Catchment Adults 18+	4,722	13,302	393,766
Catchment Adults 18+ Per Pub	429	887	1,034
Populaton Projection 2018 to 2028 (% change)	3.23%	3.89%	5.68%

		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	3,808	80.6	156	1	High Street Pub	10,906	82.0	158	1	High Street Pub	306,852	77.9	150
2	Community Pub	3,476	73.6	158	2	Community Pub	9,200	69.2	148	2	Community Pub	252,938	64.2	138
3	Premium Local	2,064	43.7	69	3	Premium Local	5,948	44.7	71	3	Premium Local	143,969	36.6	58
4	Great Pub Great Food	1,198	25.4	196	4	Great Pub Great Food	3,498	26.3	203	4	Great Pub Great Food	94,350	24.0	185
5	Bit of Style	852	18.0	45	5	Bit of Style	2,639	19.8	49	5	Bit of Style	79,055	20.1	50
6	Circuit Bar	849	18.0	67	6	Circuit Bar	2,103	15.8	59	6	Circuit Bar	50,296	12.8	48
7	Craft Led	663	14.0	136	7	Craft Led	1,410	10.6	103	7	Craft Led	34,406	8.7	85

	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	314	6.6	75	965	7.3	82	28,203	7.2	81
C1	560	11.9	97	1,650	12.4	101	48,331	12.3	100
C2	499	10.6	128	1,389	10.4	127	37,084	9.4	114
DE	429	9.1	88	1,238	9.3	90	52,271	13.3	129

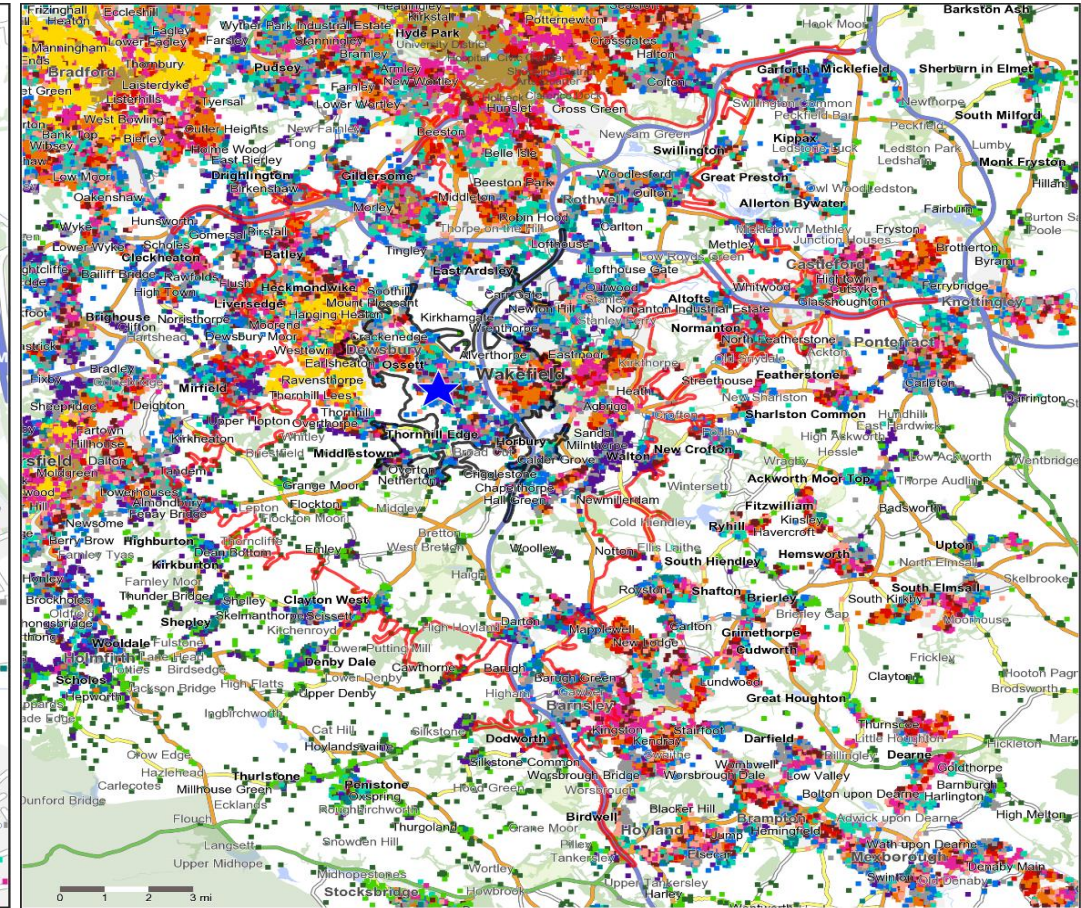
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,715	36.3	110	5,115	38.5	116	222,877	56.6	171
Medium (7-13)	2,218	47.0	142	6,350	47.7	144	137,250	34.9	105
High (14-19)	501	10.6	37	1,398	10.5	37	42,171	10.7	38

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

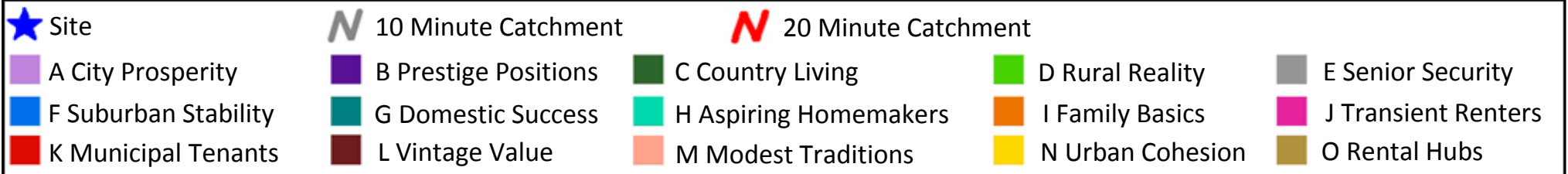


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0	0
A02	Uptown Elite	0	0	0	11	0	11
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	109	0	109
B05	Premium Fortunes	0	0	0	319	0	319
B06	Diamond Days	0	0	98	1,489	98	1,489
B07	Alpha Families	19	28	260	2,356	260	2,356
B08	Bank of Mum and Dad	14	122	451	3,809	451	3,809
B09	Empty-Nest Adventure	229	491	1,494	10,019	1,494	10,019
C10	Wealthy Landowners	0	0	13	1,026	13	1,026
C11	Rural Vogue	0	0	6	257	6	257
C12	Scattered Homesteads	0	0	0	31	0	31
C13	Village Retirement	0	0	27	1,622	27	1,622
D14	Satellite Settlers	0	0	22	2,578	22	2,578
D15	Local Focus	0	0	0	1,213	0	1,213
D16	Outlying Seniors	0	0	0	778	0	778
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	98	129	520	3,653	520	3,653
E19	Bungalow Heaven	313	881	3,284	13,570	3,284	13,570
E20	Classic Grandparents	495	1,385	3,749	15,488	3,749	15,488
E21	Solo Retirees	66	363	1,279	7,995	1,279	7,995
F22	Boomerang Boarders	177	573	3,007	11,200	3,007	11,200
F23	Family Ties	0	52	437	2,636	437	2,636
F24	Fledgling Free	296	737	2,264	10,165	2,264	10,165
F25	Dependable Me	298	754	2,734	12,672	2,734	12,672
G26	Cafés and Catchments	0	0	0	159	0	159
G27	Thriving Independence	45	102	306	3,209	306	3,209
G28	Modern Parents	1	106	1,114	10,407	1,114	10,407
G29	Mid-Career Convention	79	294	1,661	9,311	1,661	9,311
H30	Primary Ambitions	35	258	1,409	8,277	1,409	8,277
H31	Affordable Fringe	206	659	2,641	13,132	2,641	13,132
H32	First-Rung Futures	499	1,150	3,905	17,992	3,905	17,992
H33	Contemporary Starts	5	380	1,048	8,561	1,048	8,561
H34	New Foundations	18	62	204	1,332	204	1,332
H35	Flying Solo	123	133	431	1,379	431	1,379

				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	4	32	255	1,261	255	1,261
I37	Budget Generations	0	0	981	4,744	981	4,744
I38	Economical Families	40	71	1,354	9,310	1,354	9,310
I39	Families on a Budget	12	93	5,146	25,975	5,146	25,975
J40	Value Rentals	48	154	1,853	8,315	1,853	8,315
J41	Youthful Endeavours	28	76	446	2,400	446	2,400
J42	Midlife Renters	325	944	3,242	14,586	3,242	14,586
J43	Renting Rooms	25	25	1,293	23,065	1,293	23,065
K44	Inner City Stalwarts	0	0	0	132	0	132
K45	City Diversity	0	0	0	10	0	10
K46	High Rise Residents	0	0	207	1,856	207	1,856
K47	Single Essentials	41	127	931	5,043	931	5,043
K48	Mature Workers	15	150	2,208	10,483	2,208	10,483
L49	Flatlet Seniors	178	282	1,232	7,129	1,232	7,129
L50	Pocket Pensions	127	505	2,099	9,691	2,099	9,691
L51	Retirement Communities	44	44	110	669	44	669
L52	Estate Veterans	117	440	1,659	10,543	1,659	10,543
L53	Seasoned Survivors	3	7	528	5,785	528	5,785
M54	Down-to-Earth Owners	46	53	1,177	6,146	1,177	6,146
M55	Back with the Folks	184	530	1,882	9,162	1,882	9,162
M56	Self Supporters	320	919	3,040	15,507	3,040	15,507
N57	Community Elders	0	0	1	1,334	1	1,334
N58	Culture & Comfort	0	0	5	667	5	667
N59	Large Family Living	0	0	366	24,552	366	24,552
N60	Ageing Access	0	0	3	699	3	699
O61	Career Builders	0	0	101	1,210	101	1,210
O62	Central Pulse	0	0	146	8,302	146	8,302
O63	Flexible Workforce	0	0	0	402	0	402
O64	Bus-Route Renters	135	175	645	4,806	645	4,806
O65	Learners & Earners	0	0	0	0	0	0
O66	Student Scene	0	0	0	79	0	79
U99	Unclassified	15	17	108	3,149	108	3,149
Total				4,723	13,303	63,382	393,767

Top 3 Mosaic Types in a 20 Minute Walktime

1. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

2. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

3. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

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. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity



- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



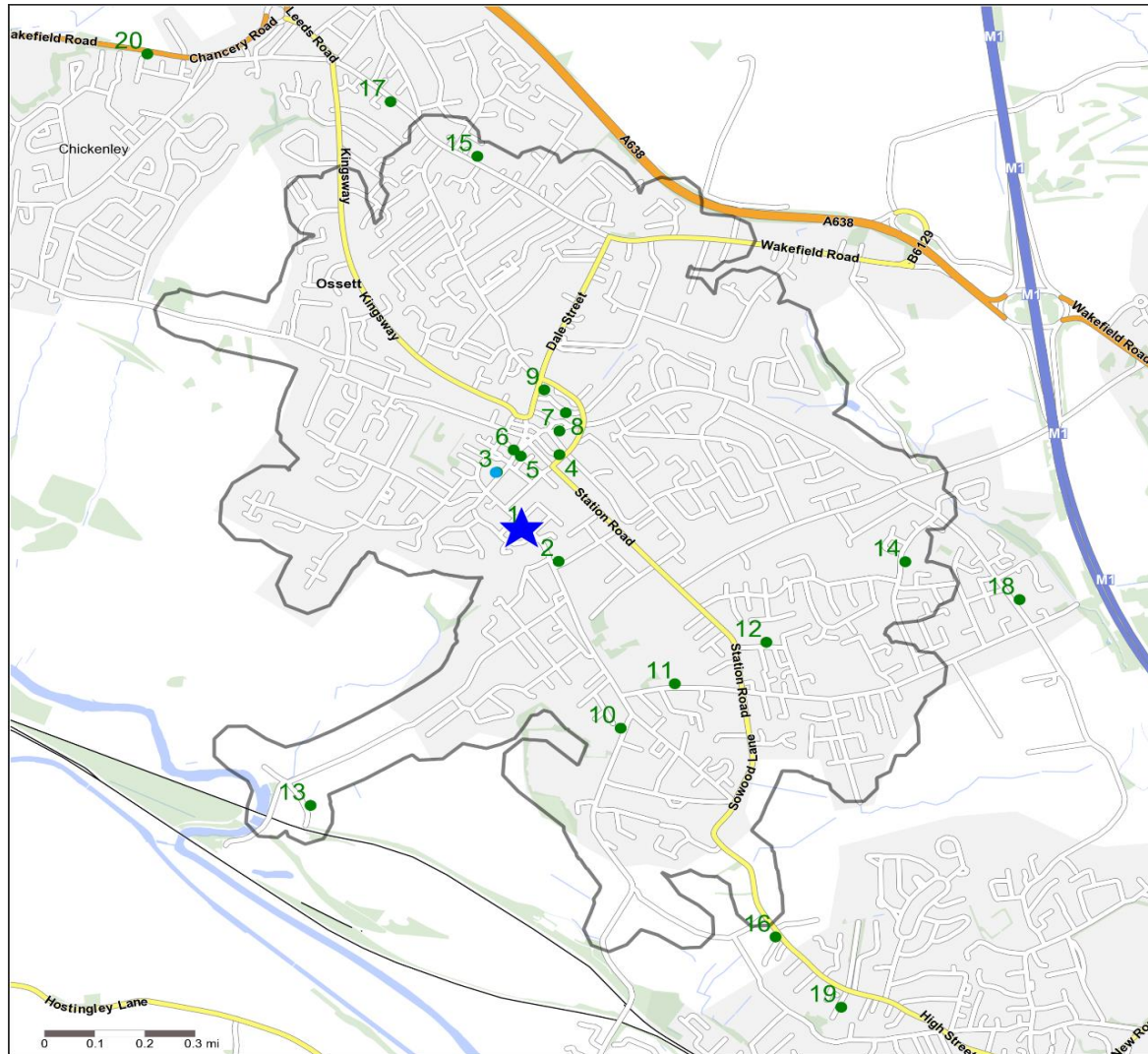
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	3,553	26.7	88	744	5.6	34	8,987	67.6	130
Male: Alone	4,595	34.5	116	876	6.6	42	7,813	58.7	110
Male: Group	4,094	30.8	135	4,593	34.5	132	4,598	34.6	70
Male: Pair	4,331	32.6	125	3,351	25.2	165	5,603	42.1	73
Mixed Sex: Group	2,313	17.4	76	3,520	26.5	83	7,452	56.0	128
Mixed Sex: Pair	4,840	36.4	155	3,141	23.6	73	5,304	39.9	93
With Children	4,513	33.9	117	1,872	14.1	84	6,899	51.9	98
Unknown	1,923	14.5	44	2,438	18.3	102	8,923	67.1	140
For Eating:									
Upmarket	3,175	23.9	78	1,727	13.0	62	8,382	63.0	133
Midmarket	3,031	22.8	66	334	2.5	28	9,920	74.6	135
Downmarket	5,396	40.6	183	5,040	37.9	109	2,849	21.4	52
For Drinking (monthly spend):									
Nothing	4,011	30.2	100	4,217	31.7	134	5,056	38.0	85
Low (less than £10)	4,469	33.6	113	3,646	27.4	117	5,170	38.9	86
Medium (Between £10 and £40)	4,469	33.6	110	1,063	8.0	45	7,752	58.3	116
High (Greater than £40)	2,131	16.0	62	2,240	16.8	82	8,913	67.0	128

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	108,803	27.6	91	49,667	12.6	77	232,148	59.0	113
Male: Alone	146,309	37.2	125	65,416	16.6	106	178,893	45.4	85
Male: Group	100,383	25.5	111	115,481	29.3	112	174,754	44.4	89
Male: Pair	124,552	31.6	121	95,101	24.2	158	170,966	43.4	76
Mixed Sex: Group	97,668	24.8	108	93,269	23.7	74	199,680	50.7	116
Mixed Sex: Pair	110,239	28.0	119	131,354	33.4	103	149,025	37.8	89
With Children	162,365	41.2	143	72,034	18.3	109	156,219	39.7	75
Unknown	130,721	33.2	101	55,638	14.1	79	204,258	51.9	108
For Eating:									
Upmarket	113,196	28.7	94	82,760	21.0	101	194,661	49.4	105
Midmarket	144,356	36.7	107	31,134	7.9	88	215,128	54.6	99
Downmarket	118,299	30.0	135	157,371	40.0	115	114,948	29.2	70
For Drinking (monthly spend):									
Nothing	104,877	26.6	88	114,241	29.0	123	171,500	43.6	97
Low (less than £10)	103,530	26.3	88	77,340	19.6	84	209,747	53.3	117
Medium (Between £10 and £40)	110,607	28.1	92	39,062	9.9	56	240,948	61.2	122
High (Greater than £40)	73,002	18.5	72	70,863	18.0	88	246,753	62.7	120

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	Thorn Tree, WF 5 8AS	Star Pubs & Bars	0.0	0.1
2	Ossett Brewery Tap, WF 5 8JS	Ossett Brewery	2.1	0.6
3	George Hotel, WF 5 8NW	Star Pubs & Bars	3.0	0.9
4	Tawny Owl, WF 5 8AF	*Other Small Retail Groups	3.9	0.9
5	Cock & Bottle, WF 5 8PS	Independent Free	4.5	0.9
6	Carpenters Arms, WF 5 8NL	*Other Small Retail Groups	4.5	1.0
7	Maypole, WF 5 8BJ	Independent Free	5.4	1.4
8	Bier Huis, WF 5 9BL	Independent Free	6.3	1.5
9	Horse & Jockey Inn, WF 5 9BT	Sam Smith	7.5	1.8
10	Weavers Arms, WF 5 0DL	Independent Free	9.7	2.1
11	Old Vic, WF 5 0AU	Ossett Brewery	10.6	2.2
12	Park Tavern, WF 5 0JS	Punch Pub Company	13.0	2.7
13	Brewers Pride, WF 5 8ND	Independent Free	18.1	3.6
14	Prince Of Wales, WF 5 0EL	Ei Group	19.0	3.8
15	Red Lion, WF 5 9NQ	Independent Free	19.9	4.1
16	Old Halfway House, WF 4 6ET	Stonegate Pub Company	21.4	4.2
17	Hammer & Stithey, WF 5 9PE	*Other Small Retail Groups	21.7	4.5
18	Little Bull Inn, WF 5 0HS	Thwaites	24.1	4.8
19	Victoria Inn, WF 4 6EH	*Other Small Retail Groups	25.1	5.1
20	Spinners Arms, WF12 8PX	Independent Free	34.4	6.1