

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	3	131
Catchment Adults 18+	203	2,299	83,552
Catchment Adults 18+ Per Pub	203	766	638
Populaton Projection 2018 to 2028 (% change)	0.80%	0.63%	2.17%

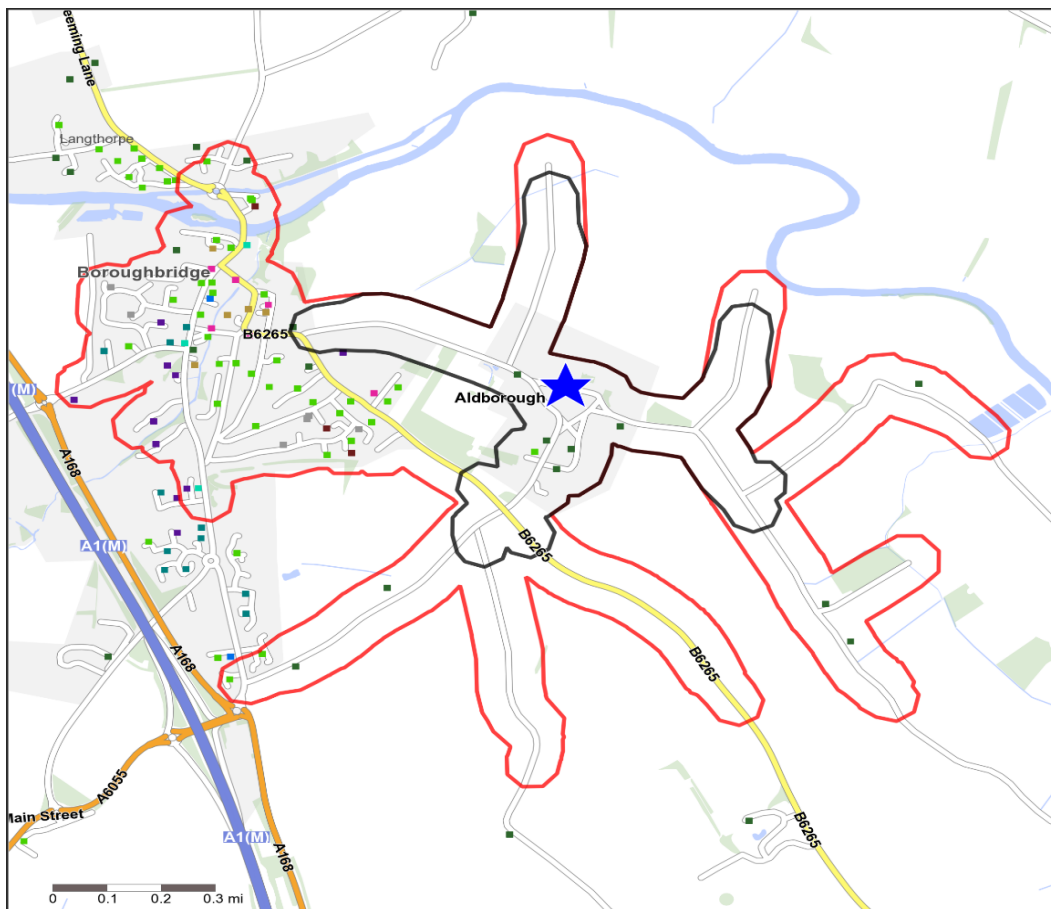
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Great Pub Great Food	195	96.1	185	1	Premium Local	1,337	58.2	112	1	Premium Local	58,999	70.6	136
2	Premium Local	195	96.1	206	2	Great Pub Great Food	1,269	55.2	118	2	Great Pub Great Food	52,125	62.4	134
3	Community Pub	7	3.4	5	3	Community Pub	650	28.3	45	3	High Street Pub	39,247	47.0	75
4	High Street Pub	4	2.0	15	4	High Street Pub	611	26.6	206	4	Community Pub	29,458	35.3	273
5	Circuit Bar	2	1.0	2	5	Bit of Style	178	7.7	19	5	Bit of Style	14,488	17.3	43
6	Bit of Style	1	0.5	2	6	Circuit Bar	166	7.2	27	6	Circuit Bar	7,083	8.5	32
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	3,426	4.1	40

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	24	11.8	134	206	9.0	101	8,440	10.1	114
C1	22	10.8	88	249	10.8	88	9,663	11.6	94
C2	16	7.9	95	222	9.7	117	6,557	7.8	95
DE	3	1.5	14	150	6.5	63	5,934	7.1	69

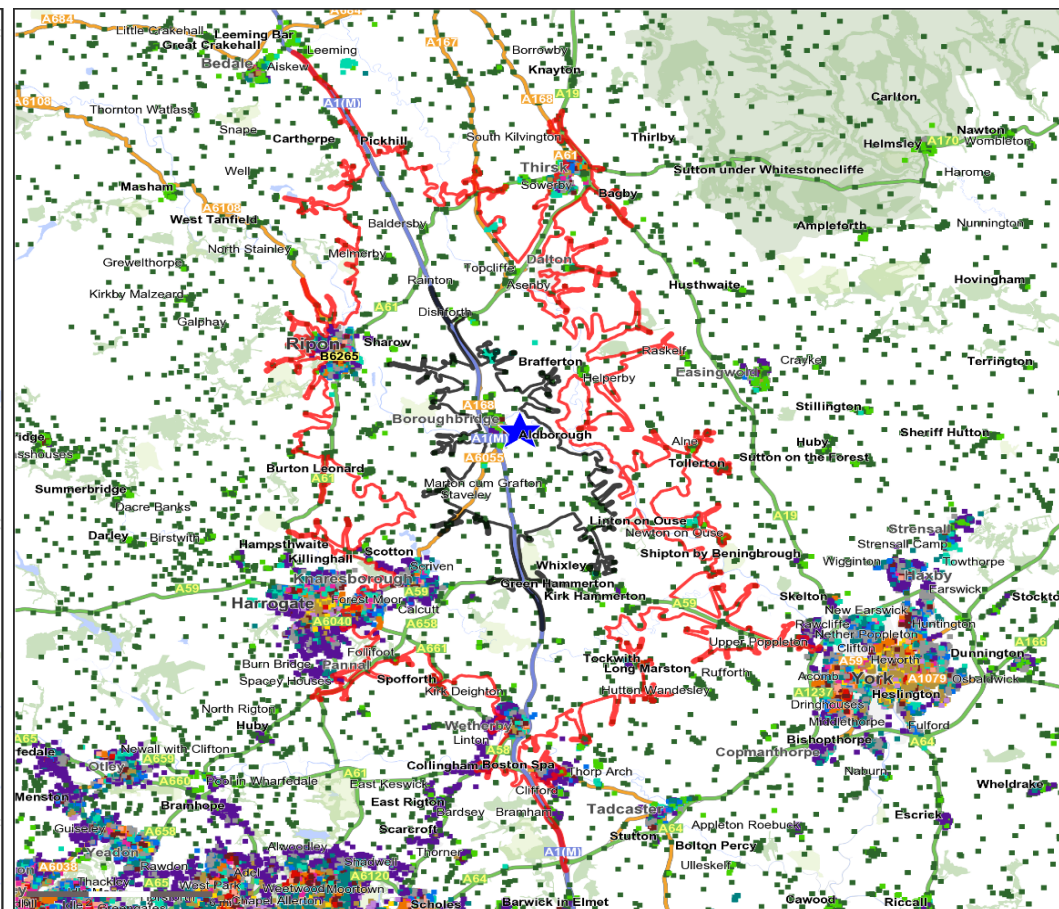
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	16	7.9	24	474	20.6	62	16,168	19.4	58
Medium (7-13)	54	26.6	80	902	39.2	118	30,918	37.0	112
High (14-19)	119	58.6	206	779	33.9	119	33,850	40.5	143

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

## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	E Senior Security
	H Aspiring Homemakers	I Family Basics
	M Modest Traditions	N Urban Cohesion
		J Transient Renters
		O Rental Hubs

# 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	0	913
B06	Diamond Days	0	0	0	2,513
B07	Alpha Families	0	159	192	2,804
B08	Bank of Mum and Dad	0	42	62	1,956
B09	Empty-Nest Adventure	0	2	2	4,541
C10	Wealthy Landowners	146	207	2,184	8,327
C11	Rural Vogue	8	15	456	3,656
C12	Scattered Homesteads	0	0	122	1,344
C13	Village Retirement	2	74	835	4,022
D14	Satellite Settlers	38	630	1,359	4,954
D15	Local Focus	3	209	380	1,008
D16	Outlying Seniors	0	73	236	1,462
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	0	2,600
E19	Bungalow Heaven	0	313	313	3,899
E20	Classic Grandparents	0	0	0	997
E21	Solo Retirees	0	0	0	1,352
F22	Boomerang Boarders	0	0	0	2,586
F23	Family Ties	0	30	53	821
F24	Fledgling Free	0	0	0	1,092
F25	Dependable Me	0	0	0	1,513
G26	Cafés and Catchments	0	0	0	729
G27	Thriving Independence	0	0	0	1,993
G28	Modern Parents	0	61	163	941
G29	Mid-Career Convention	0	80	150	3,266
H30	Primary Ambitions	0	0	0	1,668
H31	Affordable Fringe	0	0	0	1,513
H32	First-Rung Futures	0	0	0	1,983
H33	Contemporary Starts	1	38	433	2,188
H34	New Foundations	0	0	3	223
H35	Flying Solo	0	0	0	705

		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	0	1,853
I37	Budget Generations	0	0	0	496
I38	Economical Families	0	0	0	175
I39	Families on a Budget	0	0	0	167
J40	Value Rentals	0	0	0	69
J41	Youthful Endeavours	0	0	0	92
J42	Midlife Renters	3	155	155	3,039
J43	Renting Rooms	0	0	0	230
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	0	0	0	16
K48	Mature Workers	0	0	0	18
L49	Flatlet Seniors	0	0	0	251
L50	Pocket Pensions	0	76	76	1,611
L51	Retirement Communities	0	8	34	2,085
L52	Estate Veterans	0	0	0	532
L53	Seasoned Survivors	0	0	0	24
M54	Down-to-Earth Owners	0	0	0	131
M55	Back with the Folks	0	0	0	919
M56	Self Supporters	0	0	0	394
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	0	310
O61	Career Builders	0	0	0	708
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	14
O64	Bus-Route Renters	1	128	128	1,861
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	139	988
<b>Total</b>		<b>202</b>	<b>2,300</b>	<b>7,475</b>	<b>83,552</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. 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

### 3. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

### 2. 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

### 3. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



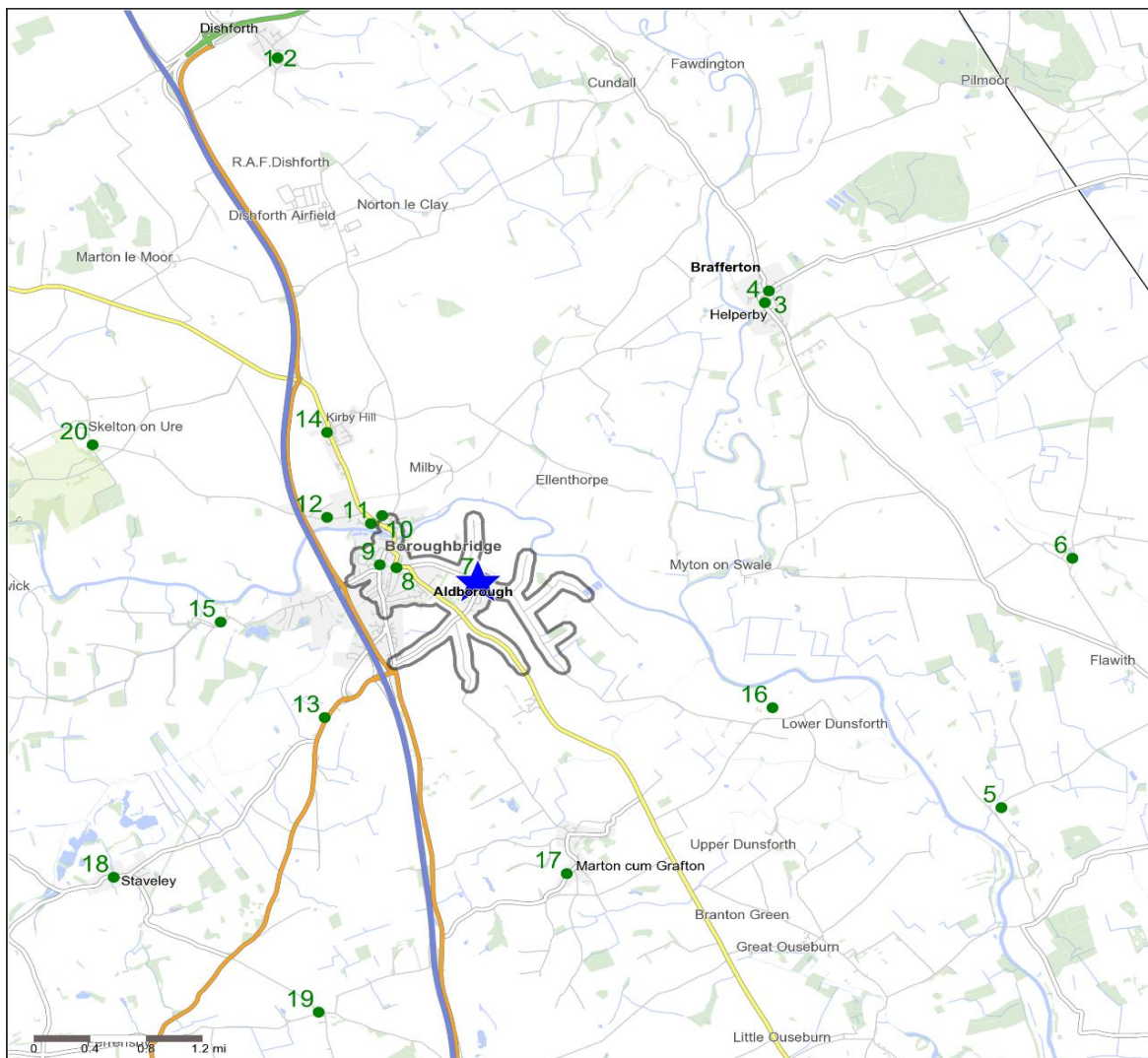
- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

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	454	19.7	65	998	43.4	265	847	36.8	71			
Male: Alone	470	20.4	69	141	6.1	39	1,688	73.4	138			
Male: Group	389	16.9	74	717	31.2	119	1,193	51.9	105			
Male: Pair	397	17.3	66	0	0.0	0	1,902	82.7	144			
Mixed Sex: Group	355	15.4	68	1,478	64.3	201	467	20.3	46			
Mixed Sex: Pair	1,126	49.0	209	462	20.1	62	712	31.0	72			
With Children	374	16.3	56	327	14.2	85	1,598	69.5	131			
Unknown	1,011	44.0	134	321	14.0	78	968	42.1	88			
<b>For Eating:</b>												
Upmarket	317	13.8	45	375	16.3	78	1,607	69.9	148			
Midmarket	355	15.4	45	0	0.0	0	1,944	84.6	153			
Downmarket	158	6.9	31	972	42.3	121	1,169	50.8	122			
<b>For Drinking (monthly spend):</b>												
Nothing	354	15.4	51	675	29.4	124	1,270	55.2	123			
Low (less than £10)	288	12.5	42	1,524	66.3	282	487	21.2	47			
Medium (Between £10 and £40)	215	9.4	31	567	24.7	138	1,518	66.0	131			
High (Greater than £40)	135	5.9	23	414	18.0	88	1,750	76.1	146			

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	16,788	20.1	66	13,567	16.2	99	52,209	62.5	120			
Male: Alone	18,842	22.6	76	7,159	8.6	55	56,562	67.7	127			
Male: Group	14,749	17.7	77	18,505	22.1	85	49,310	59.0	119			
Male: Pair	15,558	18.6	71	5,895	7.1	46	61,110	73.1	127			
Mixed Sex: Group	10,747	12.9	56	29,853	35.7	112	41,964	50.2	114			
Mixed Sex: Pair	23,349	27.9	119	23,111	27.7	85	36,104	43.2	101			
With Children	14,825	17.7	61	11,472	13.7	82	56,266	67.3	127			
Unknown	16,259	19.5	59	15,870	19.0	106	50,435	60.4	126			
<b>For Eating:</b>												
Upmarket	19,741	23.6	77	11,436	13.7	66	51,387	61.5	130			
Midmarket	15,598	18.7	54	2,817	3.4	37	64,149	76.8	139			
Downmarket	13,791	16.5	74	26,181	31.3	90	42,593	51.0	123			
<b>For Drinking (monthly spend):</b>												
Nothing	17,274	20.7	68	22,576	27.0	114	42,713	51.1	114			
Low (less than £10)	28,622	34.3	115	24,643	29.5	126	29,299	35.1	77			
Medium (Between £10 and £40)	24,169	28.9	95	20,478	24.5	137	37,917	45.4	90			
High (Greater than £40)	15,690	18.8	73	21,801	26.1	127	45,072	53.9	103			

## 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	Black Swan, YO 7 3JU	Independent Free	0.0	11.7
2	Crown Inn, YO 7 3JU	Independent Free	0.0	11.7
3	Oak Tree Inn, YO61 2PH	Provenance Inns	0.0	13.7
4	Golden Lion Inn, YO61 2NT	Admiral Taverns Ltd	0.0	14.1
5	Aldwark Arms, YO61 1UB	Independent Free	0.0	14.8
6	New Inn, YO61 1SL	*Other Small Retail Groups	0.0	20.7
7	Ship Inn, YO51 9ER	Star Pubs & Bars	0.0	0.0
8	Black Bull Inn, YO51 9AR	Independent Free	12.7	1.9
9	L J's Bar & Grill, YO51 9AH	Independent Free	14.5	2.5
10	Grantham Arms, YO51 9BW	*Other Small Retail Groups	21.4	3.9
11	Anchor Inn, YO51 9BP	Independent Free	21.7	3.6
12	Fox & Hounds, YO51 9BZ	*Other Small Retail Groups	27.8	5.1
13	White Swan Hotel, YO51 9JF	*Other Small Retail Groups	34.7	4.2
14	Blue Bell, YO51 9DN	Independent Free	35.9	6.5
15	Crown Inn, YO51 9LY	Independent Free	41.0	7.2
16	Dunsforth Pub, YO26 9SA	Independent Free	52.8	6.6
17	Ye Olde Punch Bowl Inn, YO51 9QY	Independent Free	55.8	6.5
18	Royal Oak, HG 5 9LD	Independent Free	76.4	8.7
19	Blue Bell, HG 5 0QT	*Other Small Retail Groups	95.1	8.2
20	Black Lion, HG 4 5AJ	Marston's	105.7	9.8