

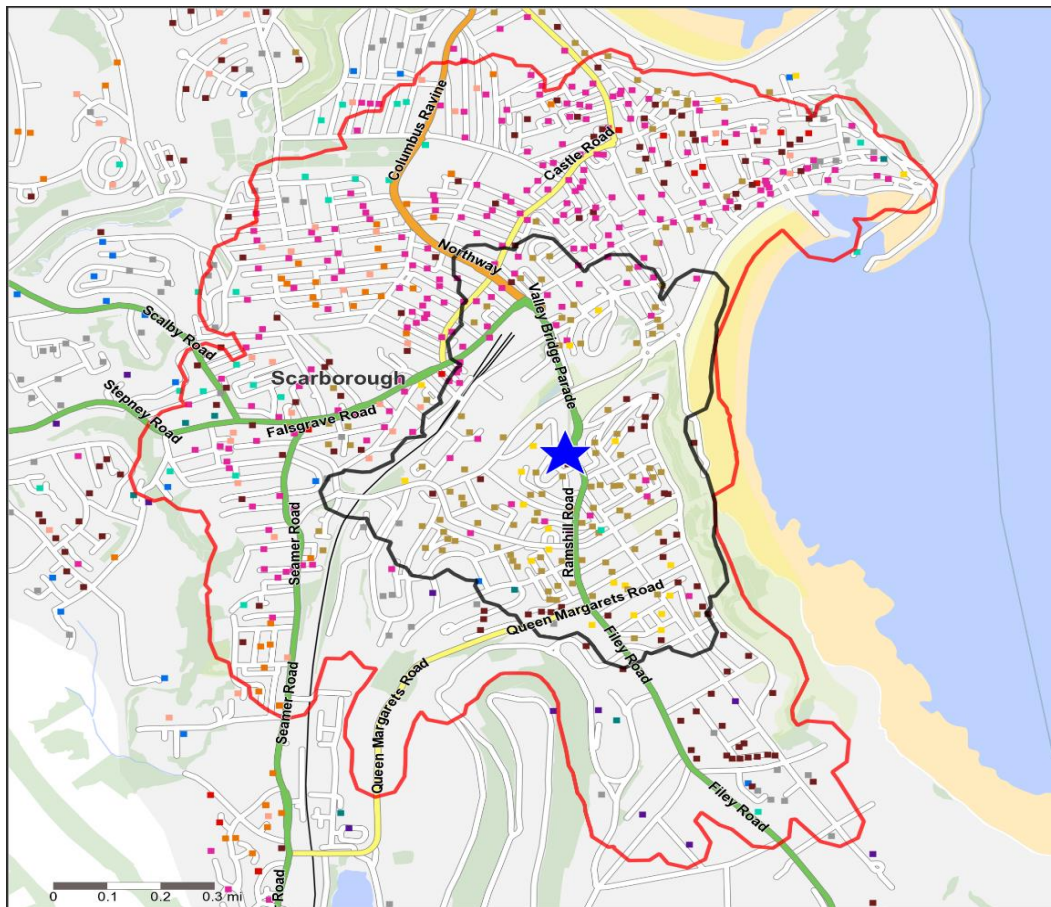
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	21	58	116
Catchment Adults 18+	5,719	20,635	67,910
Catchment Adults 18+ Per Pub	272	356	585
Populaton Projection 2018 to 2028 (% change)	-1.33%	1.18%	0.85%

		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	5,555	97.1	188	1	High Street Pub	19,475	94.4	182	1	High Street Pub	46,467	68.4	132
2	Community Pub	4,624	80.9	173	2	Community Pub	18,562	90.0	193	2	Community Pub	43,838	64.6	138
3	Circuit Bar	3,719	65.0	103	3	Circuit Bar	5,568	27.0	43	3	Premium Local	21,097	31.1	49
4	Craft Led	1,160	20.3	157	4	Premium Local	2,565	12.4	96	4	Great Pub Great Food	16,797	24.7	191
5	Bit of Style	1,150	20.1	50	5	Craft Led	2,167	10.5	26	5	Circuit Bar	7,940	11.7	29
6	Premium Local	1,056	18.5	69	6	Bit of Style	2,050	9.9	37	6	Bit of Style	5,197	7.7	29
7	Great Pub Great Food	10	0.2	2	7	Great Pub Great Food	734	3.6	35	7	Craft Led	3,319	4.9	47

	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	403	7.0	80	1,203	5.8	66	3,797	5.6	63
C1	877	15.3	125	2,730	13.2	108	7,305	10.8	88
C2	459	8.0	97	2,019	9.8	119	6,264	9.2	112
DE	882	15.4	150	3,399	16.5	160	8,124	12.0	116

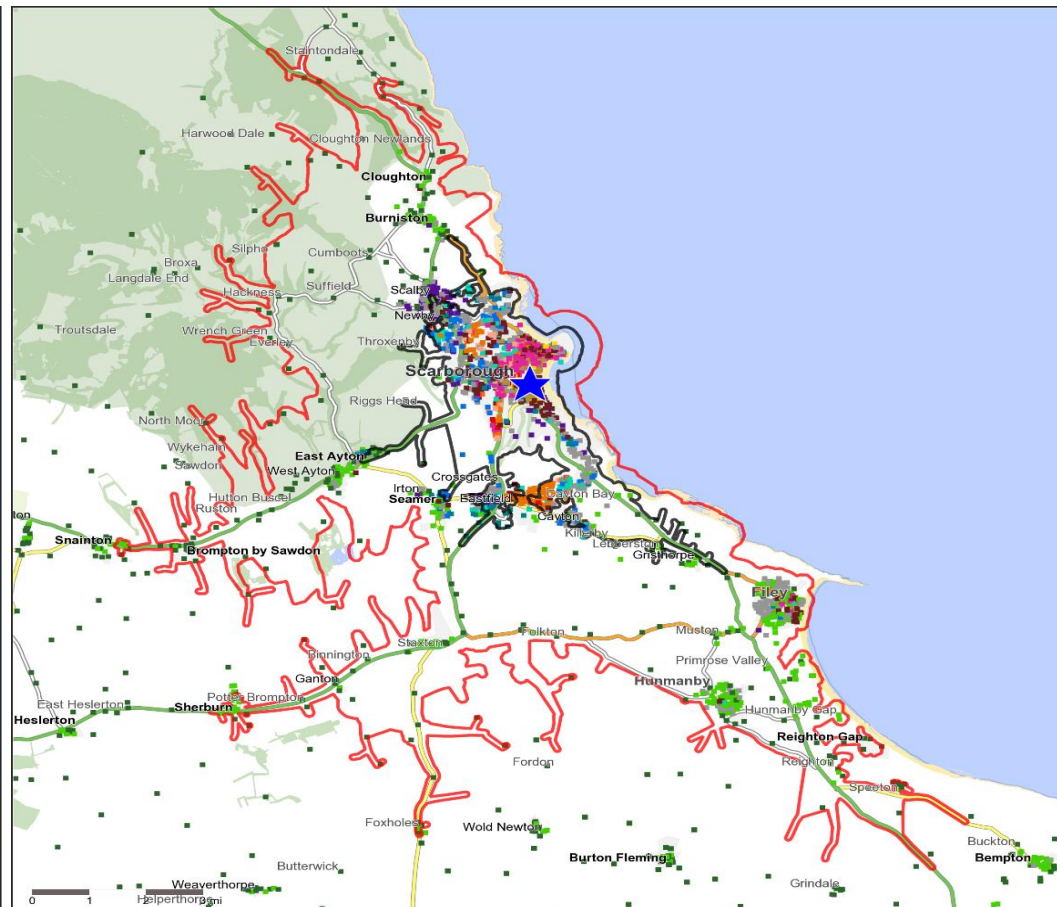
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,796	66.4	200	14,211	68.9	208	30,992	45.6	138
Medium (7-13)	1,166	20.4	61	5,612	27.2	82	28,175	41.5	125
High (14-19)	165	2.9	10	753	3.6	13	9,365	13.8	49

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
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	19	30	36
B06	Diamond Days		0	74	190	245
B07	Alpha Families		0	1	56	214
B08	Bank of Mum and Dad		1	41	248	386
B09	Empty-Nest Adventure		0	21	543	758
C10	Wealthy Landowners		0	0	6	329
C11	Rural Vogue		0	0	11	725
C12	Scattered Homesteads		0	0	45	1,391
C13	Village Retirement		0	0	165	1,509
D14	Satellite Settlers		0	0	165	2,988
D15	Local Focus		0	0	58	2,492
D16	Outlying Seniors		0	0	325	3,374
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		4	159	723	979
E19	Bungalow Heaven		36	290	4,556	8,715
E20	Classic Grandparents		29	171	1,354	1,393
E21	Solo Retirees		0	371	1,245	1,270
F22	Boomerang Boarders		0	8	2,092	2,473
F23	Family Ties		0	17	287	287
F24	Fledgling Free		0	15	1,417	1,784
F25	Dependable Me		0	70	526	654
G26	Cafés and Catchments		0	0	0	0
G27	Thriving Independence		0	91	102	102
G28	Modern Parents		0	0	203	526
G29	Mid-Career Convention		0	8	630	915
H30	Primary Ambitions		0	111	115	115
H31	Affordable Fringe		0	179	1,219	1,258
H32	First-Rung Futures		0	389	1,190	1,202
H33	Contemporary Starts		0	0	191	399
H34	New Foundations		2	2	71	142
H35	Flying Solo		0	40	176	195

			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	108	151
I37	Budget Generations		0	0	1,113	1,732
I38	Economical Families		0	1,187	1,529	1,698
I39	Families on a Budget		0	0	2,082	2,612
J40	Value Rentals		0	0	2	135
J41	Youthful Endeavours		16	61	223	236
J42	Midlife Renters		89	2,853	3,432	3,678
J43	Renting Rooms		563	4,777	4,982	5,020
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		12	329	425	456
K48	Mature Workers		0	0	126	126
L49	Flatlet Seniors		108	575	709	774
L50	Pocket Pensions		0	304	1,385	1,867
L51	Retirement Communities		619	1,544	2,348	2,793
L52	Estate Veterans		0	82	610	725
L53	Seasoned Survivors		0	377	528	533
M54	Down-to-Earth Owners		0	69	262	331
M55	Back with the Folks		0	531	1,109	1,135
M56	Self Supporters		0	417	930	930
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		548	619	621	621
O61	Career Builders		4	8	64	64
O62	Central Pulse		12	12	12	12
O63	Flexible Workforce		18	18	18	18
O64	Bus-Route Renters		2,546	3,345	3,673	3,908
O65	Learners & Earners		1,026	1,267	1,267	1,267
O66	Student Scene		88	105	105	105
U99	Unclassified		0	79	79	127
Total			5,721	20,636	45,681	67,910

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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. 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

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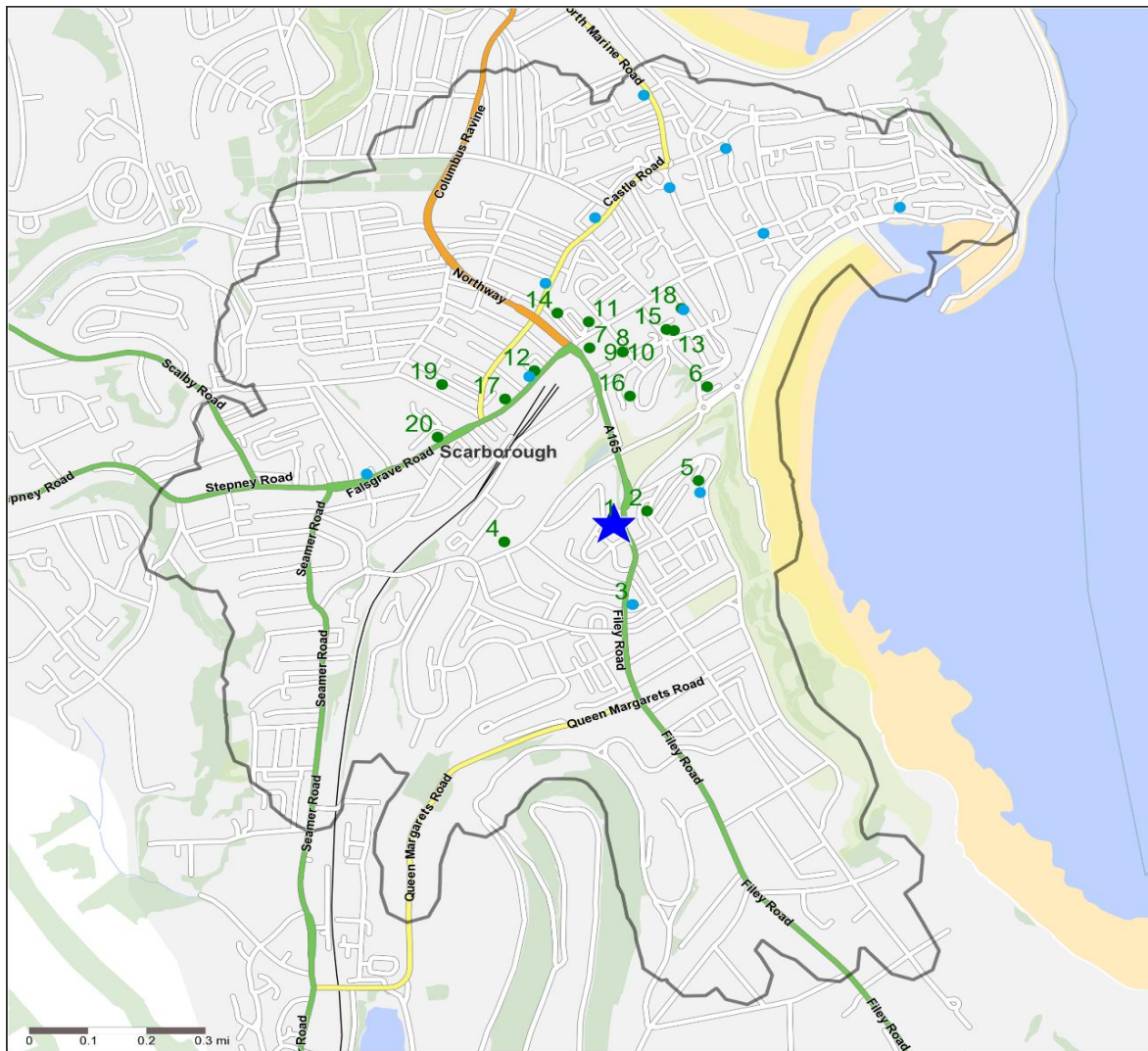
- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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	10,445	50.6	167		4,965	24.1	147		5,146	24.9	48	
Male: Alone	16,176	78.4	263		541	2.6	17		3,839	18.6	35	
Male: Group	7,981	38.7	169		8,116	39.3	150		4,459	21.6	44	
Male: Pair	11,683	56.6	217		7,590	36.8	241		1,283	6.2	11	
Mixed Sex: Group	14,812	71.8	314		1,631	7.9	25		4,113	19.9	45	
Mixed Sex: Pair	8,537	41.4	176		8,117	39.3	121		3,903	18.9	44	
With Children	14,134	68.5	237		516	2.5	15		5,906	28.6	54	
Unknown	6,834	33.1	101		7,220	35.0	195		6,503	31.5	66	
For Eating:												
Upmarket	6,308	30.6	100		9,302	45.1	217		4,946	24.0	51	
Midmarket	15,229	73.8	215		101	0.5	5		5,227	25.3	46	
Downmarket	7,075	34.3	154		5,642	27.3	78		7,840	38.0	91	
For Drinking (monthly spend):												
Nothing	3,262	15.8	52		5,721	27.7	117		11,573	56.1	125	
Low (less than £10)	1,779	8.6	29		9,096	44.1	188		9,681	46.9	103	
Medium (Between £10 and £40)	3,078	14.9	49		4,643	22.5	126		12,835	62.2	124	
High (Greater than £40)	2,653	12.9	50		4,987	24.2	118		12,916	62.6	120	

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	17,361	25.6	84	13,919	20.5	125	36,503	53.8	103
Male: Alone	31,190	45.9	154	4,915	7.2	46	31,678	46.6	87
Male: Group	17,390	25.6	112	24,770	36.5	139	25,623	37.7	76
Male: Pair	21,272	31.3	120	11,449	16.9	111	35,062	51.6	90
Mixed Sex: Group	20,824	30.7	134	26,092	38.4	120	20,867	30.7	70
Mixed Sex: Pair	22,063	32.5	139	28,479	41.9	129	17,241	25.4	59
With Children	22,095	32.5	112	7,897	11.6	69	37,790	55.6	105
Unknown	18,472	27.2	83	10,671	15.7	88	38,640	56.9	119
For Eating:									
Upmarket	14,890	21.9	72	12,358	18.2	87	40,535	59.7	126
Midmarket	23,110	34.0	99	3,194	4.7	52	41,479	61.1	110
Downmarket	18,266	26.9	121	27,898	41.1	118	21,619	31.8	77
For Drinking (monthly spend):									
Nothing	19,419	28.6	95	22,877	33.7	143	25,487	37.5	84
Low (less than £10)	14,744	21.7	73	31,765	46.8	199	21,274	31.3	69
Medium (Between £10 and £40)	13,159	19.4	63	11,246	16.6	93	43,378	63.9	127
High (Greater than £40)	9,394	13.8	53	10,732	15.8	77	47,657	70.2	134

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	Cask Inn & Club, YO11 2LQ	Star Pubs & Bars	0.0	0.3
2	Yorkshire Tap, YO11 2BJ	Independent Free	4.2	0.8
3	Ramshill Hotel, YO11 2QG	Star Pubs & Bars	4.5	0.9
4	Valley, YO11 2LX	Independent Free	5.1	1.6
5	Ink Lounge Bar, YO11 2AG	Independent Free	5.7	1.2
6	Hole In The Wall, YO11 2PS	Independent Free	6.3	1.3
7	L'amour Cabaret Bar, YO11 1UY	Independent Free	6.9	1.4
8	George Michaels, YO11 2NP	Independent Free	7.9	3.1
9	Klostors Wine Bar, YO11 2NP	Independent Free	7.9	3.1
10	Storm, YO11 2NP	Independent Free	7.9	3.1
11	Lord Rosebery, YO11 1JW	Wetherspoon	8.2	3.5
12	Victoria Hotel, YO11 1TP	Star Pubs & Bars	8.8	1.5
13	Carousel, YO11 2EN	Whitbread	8.8	1.7
14	Alma Inn, YO11 1SJ	Independent Free	8.8	2.0
15	Courtyard, YO11 2NH	Independent Free	9.1	1.8
16	Scholars Bar At Bedford Hotel, YO11 2PW	Independent Free	9.1	2.2
17	Stumble Inn, YO11 1TS	Independent Free	10.0	1.7
18	Dickens Bar And Inn, YO11 2ED	Star Pubs & Bars	10.6	1.8
19	Roscoes, YO12 7BX	Independent Free	13.0	2.4
20	Ship Inn, YO12 5EA	Ei Group	13.3	2.1