

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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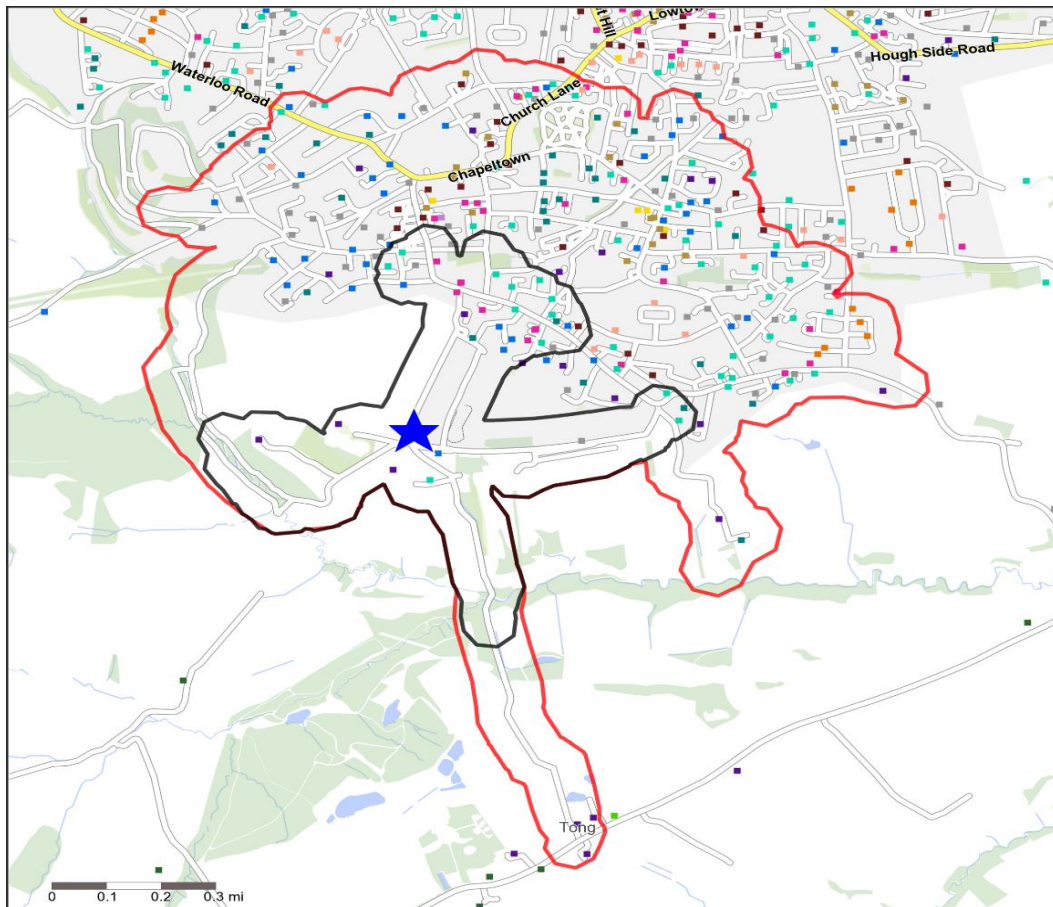
Number of Pubs	3	10	277
Catchment Adults 18+	1,088	7,051	341,116
Catchment Adults 18+ Per Pub	363	705	1,231
Populaton Projection 2018 to 2028 (% change)	5.55%	4.92%	5.26%

		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	799	73.4	142	1	High Street Pub	6,059	85.9	166	1	High Street Pub	278,895	81.8	158
2	Premium Local	694	63.8	137	2	Community Pub	4,456	63.2	136	2	Community Pub	231,850	68.0	146
3	Community Pub	574	52.8	84	3	Premium Local	4,012	56.9	90	3	Premium Local	119,896	35.1	56
4	Bit of Style	407	37.4	289	4	Great Pub Great Food	2,619	37.1	287	4	Bit of Style	85,279	25.0	193
5	Great Pub Great Food	394	36.2	90	5	Bit of Style	2,338	33.2	82	5	Great Pub Great Food	79,253	23.2	58
6	Circuit Bar	198	18.2	68	6	Circuit Bar	1,118	15.9	59	6	Circuit Bar	54,360	15.9	59
7	Craft Led	104	9.6	93	7	Craft Led	806	11.4	111	7	Craft Led	49,901	14.6	142

	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	115	10.6	120	759	10.8	122	27,032	7.9	90
C1	171	15.7	128	971	13.8	112	45,448	13.3	109
C2	105	9.7	117	641	9.1	110	29,946	8.8	106
DE	60	5.5	54	479	6.8	66	42,996	12.6	122

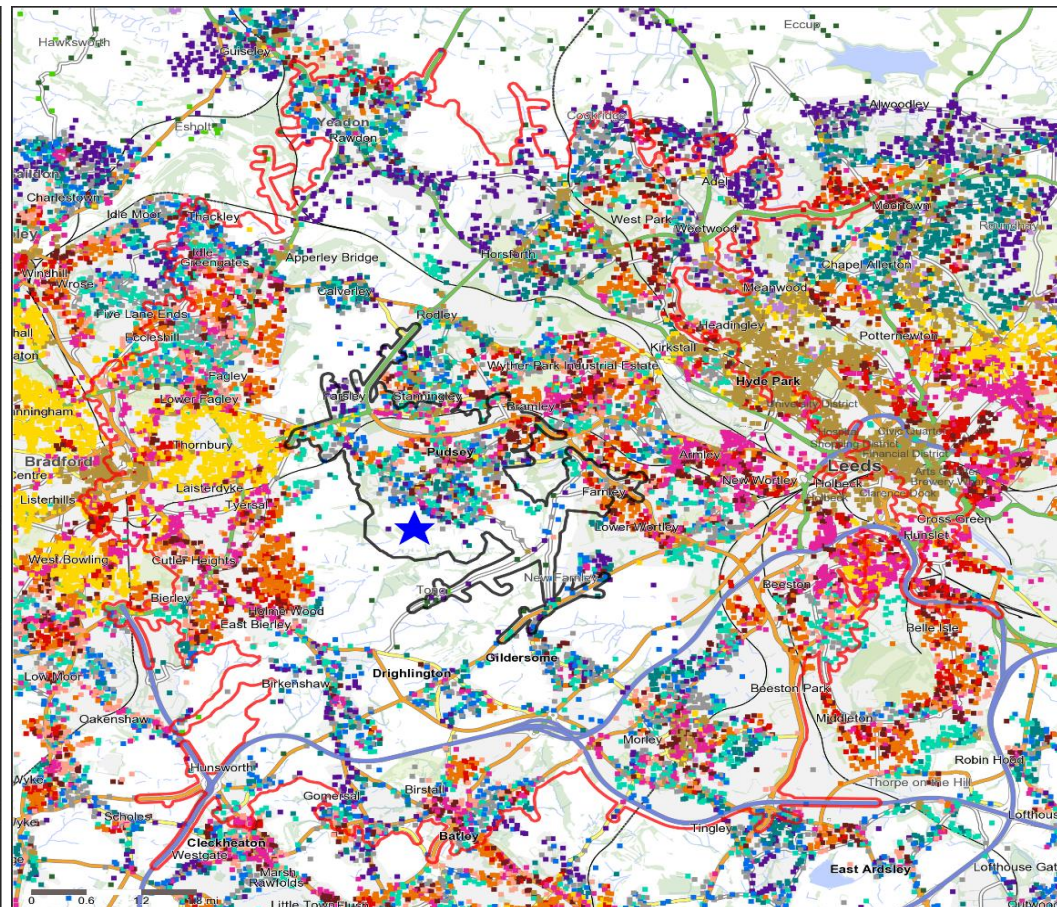
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	269	24.7	75	2,160	30.6	92	188,196	55.2	166
Medium (7-13)	594	54.6	165	3,523	50.0	151	116,706	34.2	103
High (14-19)	196	18.0	63	1,358	19.3	68	36,336	10.7	37

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	11
A02	Uptown Elite		0	4	4	490
A03	Penthouse Chic		0	0	0	1
A04	Metro High-Flyers		0	0	0	98
B05	Premium Fortunes		0	0	28	927
B06	Diamond Days		1	2	27	2,160
B07	Alpha Families		0	13	162	2,204
B08	Bank of Mum and Dad		15	91	632	3,337
B09	Empty-Nest Adventure		103	298	439	4,909
C10	Wealthy Landowners		0	4	46	126
C11	Rural Vogue		0	1	7	8
C12	Scattered Homesteads		0	0	0	0
C13	Village Retirement		0	14	72	92
D14	Satellite Settlers		0	3	15	53
D15	Local Focus		0	0	0	0
D16	Outlying Seniors		0	0	0	1
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		6	240	479	6,107
E19	Bungalow Heaven		0	21	197	4,434
E20	Classic Grandparents		43	618	2,261	13,270
E21	Solo Retirees		104	426	2,076	11,301
F22	Boomerang Boarders		58	481	1,092	6,598
F23	Family Ties		2	67	529	2,472
F24	Fledgling Free		0	41	192	2,313
F25	Dependable Me		143	441	860	6,942
G26	Cafés and Catchments		0	48	77	830
G27	Thriving Independence		37	553	1,038	9,889
G28	Modern Parents		2	46	277	4,019
G29	Mid-Career Convention		0	144	265	4,977
H30	Primary Ambitions		169	421	1,655	10,355
H31	Affordable Fringe		2	67	1,049	11,436
H32	First-Rung Futures		60	520	2,442	16,354
H33	Contemporary Starts		77	271	583	4,232
H34	New Foundations		18	23	41	907
H35	Flying Solo		44	139	329	2,106

			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	95	297	3,192
I37	Budget Generations		0	0	182	1,786
I38	Economical Families		0	0	418	9,010
I39	Families on a Budget		0	95	1,087	23,571
J40	Value Rentals		0	24	297	3,547
J41	Youthful Endeavours		0	0	149	2,779
J42	Midlife Renters		153	480	2,216	16,640
J43	Renting Rooms		0	0	102	20,008
K44	Inner City Stalwarts		0	0	0	490
K45	City Diversity		0	0	0	37
K46	High Rise Residents		0	0	287	4,074
K47	Single Essentials		0	0	194	3,976
K48	Mature Workers		0	0	261	5,747
L49	Flatlet Seniors		0	59	427	6,350
L50	Pocket Pensions		1	339	705	5,320
L51	Retirement Communities		0	102	240	2,013
L52	Estate Veterans		0	115	1,314	10,946
L53	Seasoned Survivors		0	10	214	5,265
M54	Down-to-Earth Owners		0	76	441	2,521
M55	Back with the Folks		5	74	618	8,020
M56	Self Supporters		13	197	671	8,704
N57	Community Elders		0	0	294	698
N58	Culture & Comfort		0	0	0	353
N59	Large Family Living		0	0	46	18,380
N60	Ageing Access		0	27	125	2,769
O61	Career Builders		0	147	532	8,315
O62	Central Pulse		0	0	0	6,942
O63	Flexible Workforce		0	0	3	706
O64	Bus-Route Renters		0	165	794	4,857
O65	Learners & Earners		0	0	0	7,107
O66	Student Scene		0	0	0	4,396
U99	Unclassified		31	49	49	9,641
Total			1,087	7,051	28,837	341,119

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. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohobitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

3. 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

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. 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

3. N59 Large Family Living

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



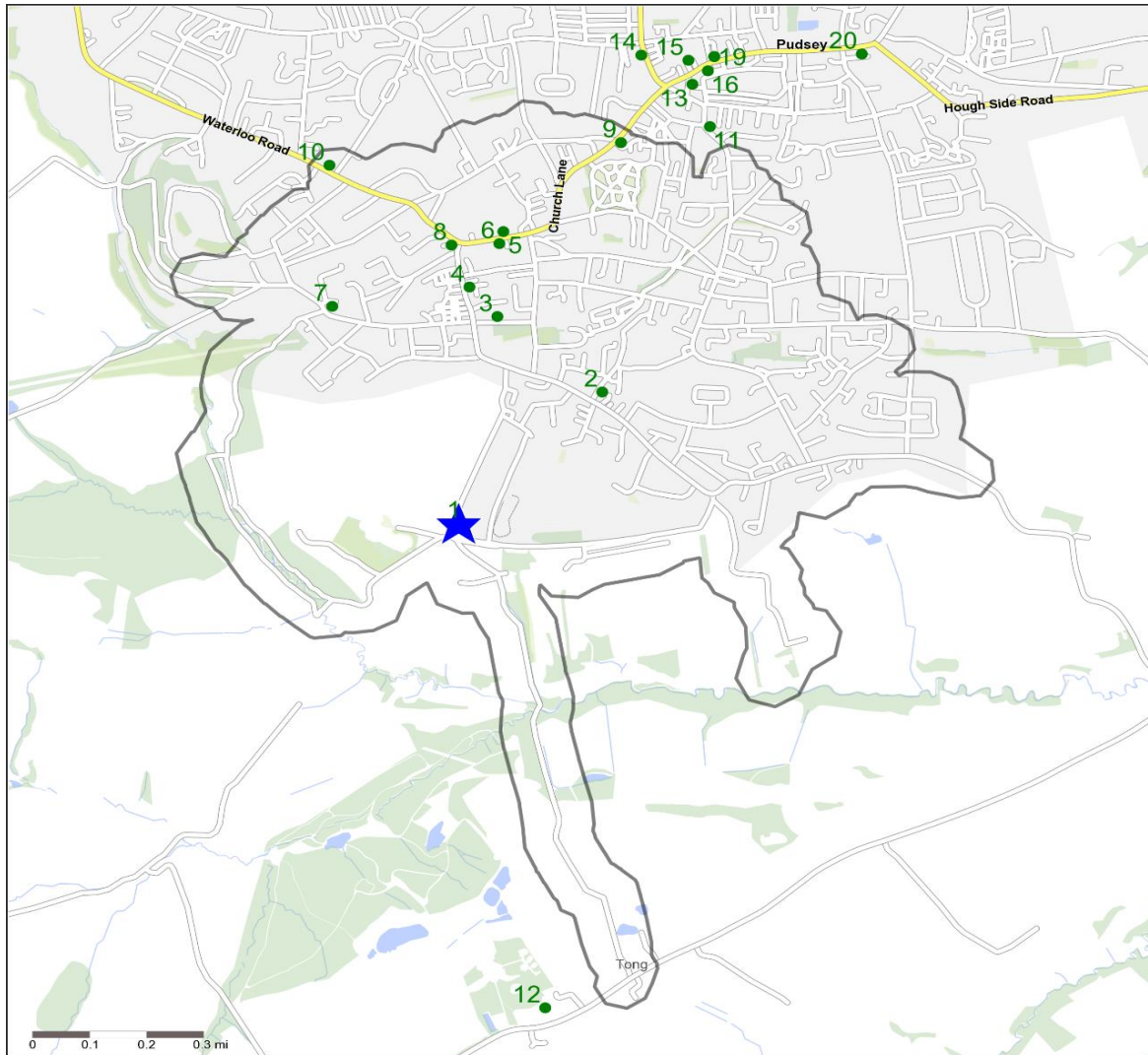
- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

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	Target Customers
Female: Alone, Pair or Group	2,173	30.8	102	325	4.6	28	4,504	63.9	123	
Male: Alone	2,379	33.7	113	1,012	14.4	92	3,611	51.2	96	
Male: Group	2,179	30.9	135	1,655	23.5	90	3,168	44.9	91	
Male: Pair	1,981	28.1	108	1,617	22.9	150	3,403	48.3	84	
Mixed Sex: Group	920	13.0	57	1,848	26.2	82	4,234	60.0	137	
Mixed Sex: Pair	2,236	31.7	135	1,742	24.7	76	3,024	42.9	100	
With Children	2,119	30.1	104	827	11.7	70	4,056	57.5	109	
Unknown	524	7.4	23	1,848	26.2	146	4,631	65.7	137	
For Eating:										
Upmarket	2,141	30.4	99	1,238	17.6	84	3,623	51.4	109	
Midmarket	2,024	28.7	84	333	4.7	52	4,645	65.9	119	
Downmarket	2,451	34.8	156	1,996	28.3	81	2,555	36.2	87	
For Drinking (monthly spend):										
Nothing	2,017	28.6	95	1,799	25.5	108	3,186	45.2	101	
Low (less than £10)	2,402	34.1	114	1,323	18.8	80	3,277	46.5	102	
Medium (Between £10 and £40)	2,388	33.9	111	461	6.5	37	4,154	58.9	117	
High (Greater than £40)	1,703	24.2	93	1,052	14.9	73	4,246	60.2	115	

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	104,501	30.6	101	47,092	13.8	84	179,883	52.7	101
Male: Alone	124,525	36.5	123	67,253	19.7	126	139,698	41.0	77
Male: Group	79,679	23.4	102	95,968	28.1	107	155,829	45.7	92
Male: Pair	119,585	35.1	134	79,288	23.2	152	132,603	38.9	68
Mixed Sex: Group	104,388	30.6	134	57,804	16.9	53	169,283	49.6	113
Mixed Sex: Pair	95,909	28.1	120	114,618	33.6	103	120,949	35.5	83
With Children	142,119	41.7	144	51,089	15.0	89	138,268	40.5	77
Unknown	101,082	29.6	90	61,435	18.0	100	168,959	49.5	103
For Eating:									
Upmarket	110,069	32.3	105	77,849	22.8	110	143,557	42.1	89
Midmarket	145,701	42.7	124	32,236	9.5	105	153,539	45.0	81
Downmarket	96,830	28.4	128	117,011	34.3	98	117,635	34.5	83
For Drinking (monthly spend):									
Nothing	85,678	25.1	83	80,240	23.5	100	165,557	48.5	108
Low (less than £10)	78,217	22.9	77	57,079	16.7	71	196,180	57.5	127
Medium (Between £10 and £40)	93,198	27.3	89	34,719	10.2	57	203,559	59.7	119
High (Greater than £40)	72,838	21.4	83	55,150	16.2	79	203,488	59.7	114

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	Bankhouse Inn, LS28 8EB	Star Pubs & Bars	0.6	0.1
2	Fleece Inn, LS28 8LU	Independent Free	10.0	2.2
3	Royal Hotel, LS28 8PR	Unknown	10.9	3.0
4	Kings Arms, LS28 8PU	*Other Small Retail Groups	12.1	2.7
5	7 Steps, LS28 7RZ	Independent Free	14.8	3.3
6	Golden Lion Hotel, LS28 8BL	Ei Group	15.1	3.3
7	Fox & Grapes, LS28 8HU	Ei Group	15.1	3.5
8	Commercial Hotel, LS28 8BS	Ei Group	15.4	3.1
9	Butchers Arms, LS28 7RF	Sam Smith	19.9	4.7
10	Marsh Inn, LS28 7EX	Ei Group	20.5	4.4
11	Cafe Lux, LS28 7BR	Independent Free	21.7	5.8
12	Greyhound, BD 4 0RR	Greene King	22.3	9.4
13	Crossed Shuttle, LS28 7BJ	Wetherspoon	23.5	5.8
14	Plan B, LS28 7LJ	Independent Free	24.1	5.7
15	Worlds End, LS28 7AD	Independent Free	24.1	5.8
16	Manor Inn, LS28 7BQ	Independent Free	24.1	6.3
17	Bojangles, LS28 7AA	Independent Free	25.1	6.2
18	Cafe Liqueur, LS28 7AA	Independent Free	25.1	6.2
19	Masons Arms, LS28 7AA	Ei Group	25.1	6.2
20	Pudsey Tavern, LS28 9BA	Independent Free	30.5	7.3