

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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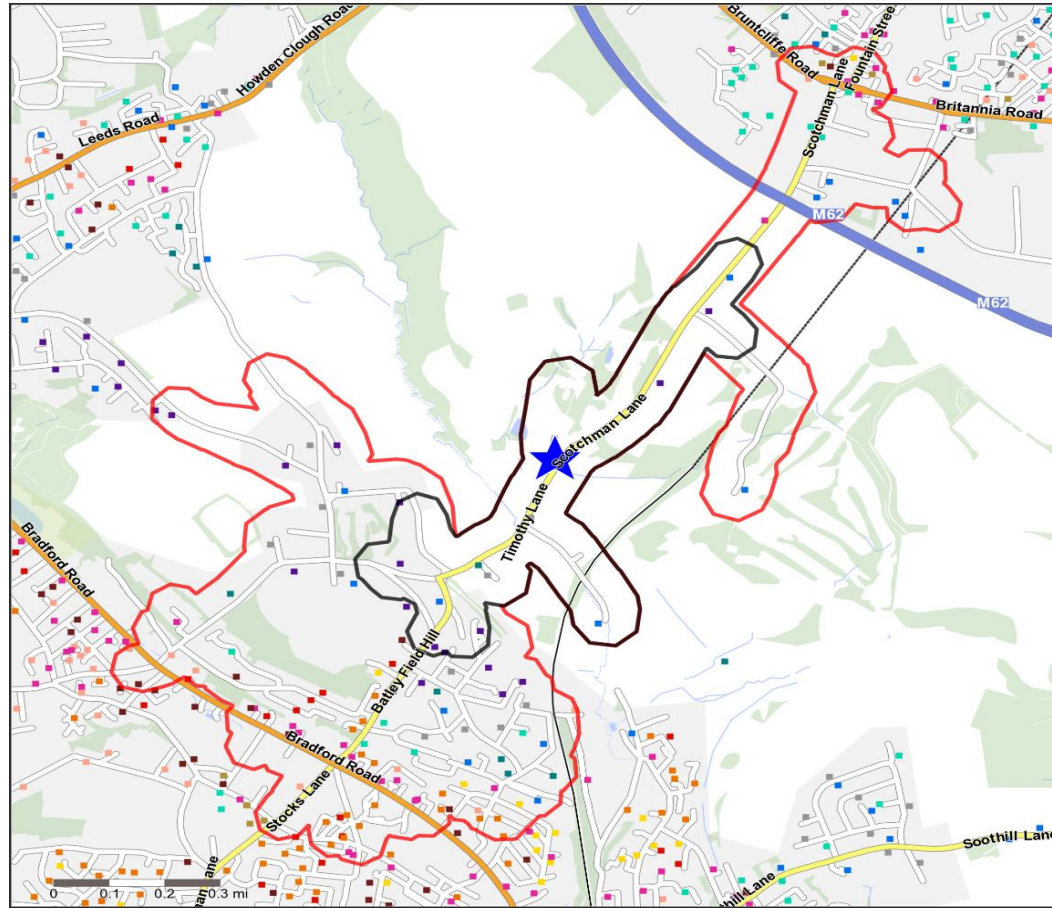
Number of Pubs	1	3	656
Catchment Adults 18+	419	2,941	558,425
Catchment Adults 18+ Per Pub	419	980	851
Populaton Projection 2018 to 2028 (% change)	3.52%	4.80%	5.93%

		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	386	92.1	178	1	High Street Pub	2,323	79.0	152	1	High Street Pub	451,575	80.9	156
2	Great Pub Great Food	284	67.8	145	2	Community Pub	2,098	71.3	153	2	Community Pub	369,734	66.2	142
3	High Street Pub	246	58.7	93	3	Premium Local	1,380	46.9	74	3	Premium Local	174,743	31.3	50
4	Community Pub	164	39.1	303	4	Great Pub Great Food	1,016	34.5	267	4	Bit of Style	136,656	24.5	189
5	Bit of Style	107	25.5	63	5	Circuit Bar	441	15.0	37	5	Circuit Bar	101,864	18.2	45
6	Circuit Bar	62	14.8	55	6	Bit of Style	436	14.8	55	6	Great Pub Great Food	100,801	18.1	67
7	Craft Led	54	12.9	125	7	Craft Led	355	12.1	117	7	Craft Led	80,786	14.5	140

	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	39	9.3	105	205	7.0	79	38,048	6.8	77
C1	45	10.7	88	364	12.4	101	73,613	13.2	108
C2	22	5.3	64	246	8.4	101	50,028	9.0	109
DE	23	5.5	53	385	13.1	127	75,304	13.5	131

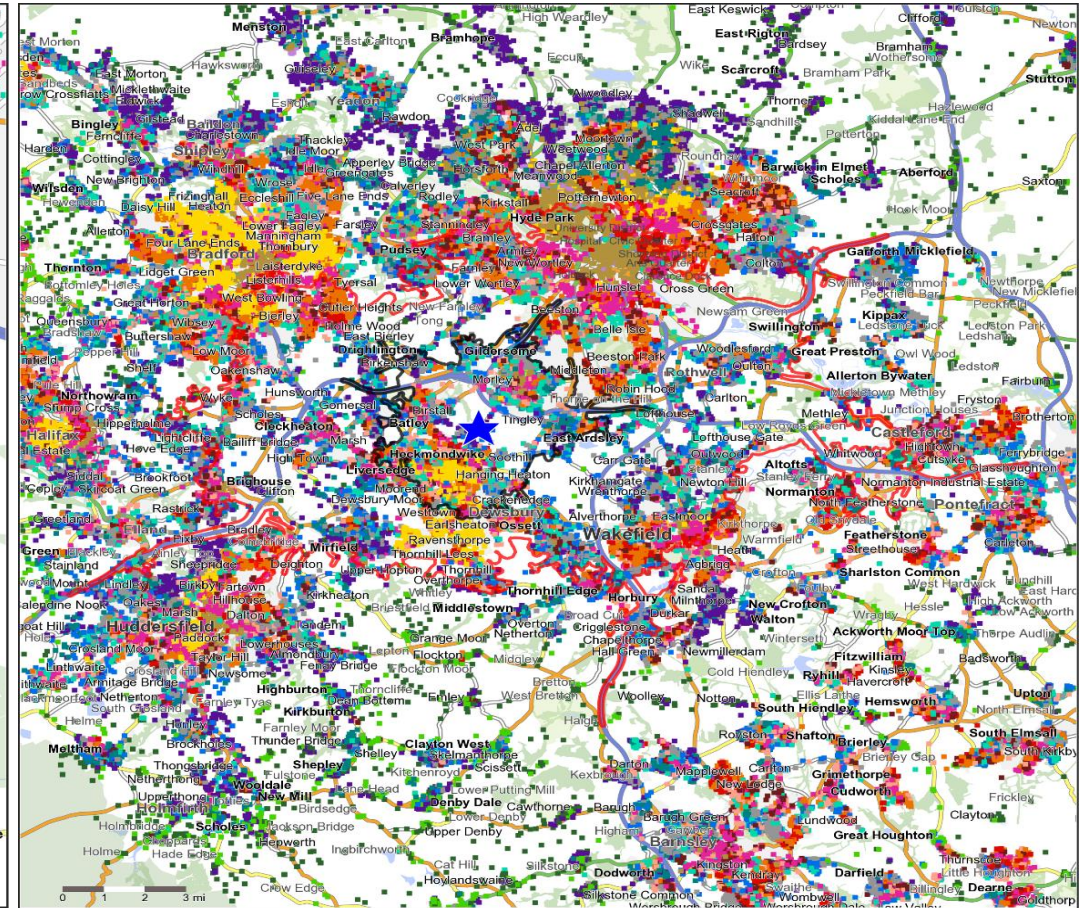
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	68	16.2	49	1,430	48.6	147	325,385	58.3	176
Medium (7-13)	147	35.1	106	917	31.2	94	180,885	32.4	98
High (14-19)	168	40.1	141	560	19.0	67	44,163	7.9	28

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

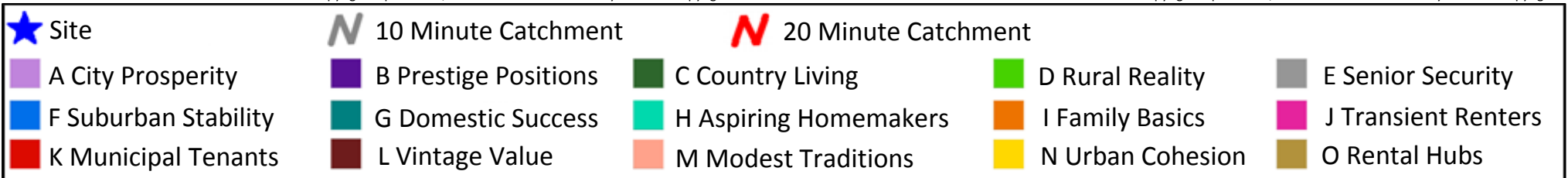


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## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	2	16
	A03	Penthouse Chic	0	0	0	2
	A04	Metro High-Flyers	0	0	0	250
	B05	Premium Fortunes	13	28	31	131
	B06	Diamond Days	6	10	10	744
	B07	Alpha Families	39	100	249	1,999
	B08	Bank of Mum and Dad	36	112	682	4,067
	B09	Empty-Nest Adventure	67	138	1,382	8,493
	C10	Wealthy Landowners	0	0	0	238
	C11	Rural Vogue	0	0	0	36
	C12	Scattered Homesteads	0	0	0	2
	C13	Village Retirement	0	0	0	274
	D14	Satellite Settlers	0	0	0	385
	D15	Local Focus	0	0	0	46
	D16	Outlying Seniors	0	0	0	29
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	39	127	377	2,853
	E19	Bungalow Heaven	0	0	3,060	12,093
	E20	Classic Grandparents	14	157	5,811	21,655
	E21	Solo Retirees	0	33	2,578	13,170
	F22	Boomerang Boarders	19	96	2,082	12,035
	F23	Family Ties	1	14	912	3,334
	F24	Fledgling Free	9	81	1,953	11,593
	F25	Dependable Me	49	131	3,144	15,354
	G26	Cafés and Catchments	0	6	75	175
	G27	Thriving Independence	18	46	1,251	4,831
	G28	Modern Parents	0	0	2,439	11,977
	G29	Mid-Career Convention	35	59	1,322	8,966
	H30	Primary Ambitions	0	3	3,672	12,136
	H31	Affordable Fringe	0	198	4,875	17,985
	H32	First-Rung Futures	41	146	4,666	23,896
	H33	Contemporary Starts	8	43	671	10,404
	H34	New Foundations	2	29	440	2,853
	H35	Flying Solo	1	22	284	1,898

			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	464	1,849
	I37	Budget Generations	0	11	941	4,290
	I38	Economical Families	1	176	3,751	14,589
	I39	Families on a Budget	0	32	5,688	39,679
	J40	Value Rentals	0	70	1,848	11,325
	J41	Youthful Endeavours	0	0	475	3,580
	J42	Midlife Renters	4	166	4,800	19,638
	J43	Renting Rooms	0	86	3,062	35,152
	K44	Inner City Stalwarts	0	0	0	1,107
	K45	City Diversity	0	0	0	1,279
	K46	High Rise Residents	0	0	4	7,192
	K47	Single Essentials	10	175	1,535	7,062
	K48	Mature Workers	0	61	2,041	15,290
	L49	Flatlet Seniors	0	59	2,150	10,958
	L50	Pocket Pensions	1	8	1,729	10,513
	L51	Retirement Communities	0	0	143	1,040
	L52	Estate Veterans	0	82	2,106	13,143
	L53	Seasoned Survivors	0	109	1,554	10,203
	M54	Down-to-Earth Owners	0	0	1,441	6,626
	M55	Back with the Folks	0	1	1,742	12,304
	M56	Self Supporters	1	199	4,668	21,071
	N57	Community Elders	0	0	1,156	1,587
	N58	Culture & Comfort	1	9	205	848
	N59	Large Family Living	0	68	10,226	32,204
	N60	Ageing Access	0	11	331	1,423
	O61	Career Builders	2	11	252	1,613
	O62	Central Pulse	0	0	509	18,507
	O63	Flexible Workforce	0	0	278	552
	O64	Bus-Route Renters	0	25	1,832	5,856
	O65	Learners & Earners	0	0	0	11,191
	O66	Student Scene	0	0	0	16,065
	U99	Unclassified	0	0	32	16,769
Total			417	2,938	96,931	558,425

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

### 2. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

### 3. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

## 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

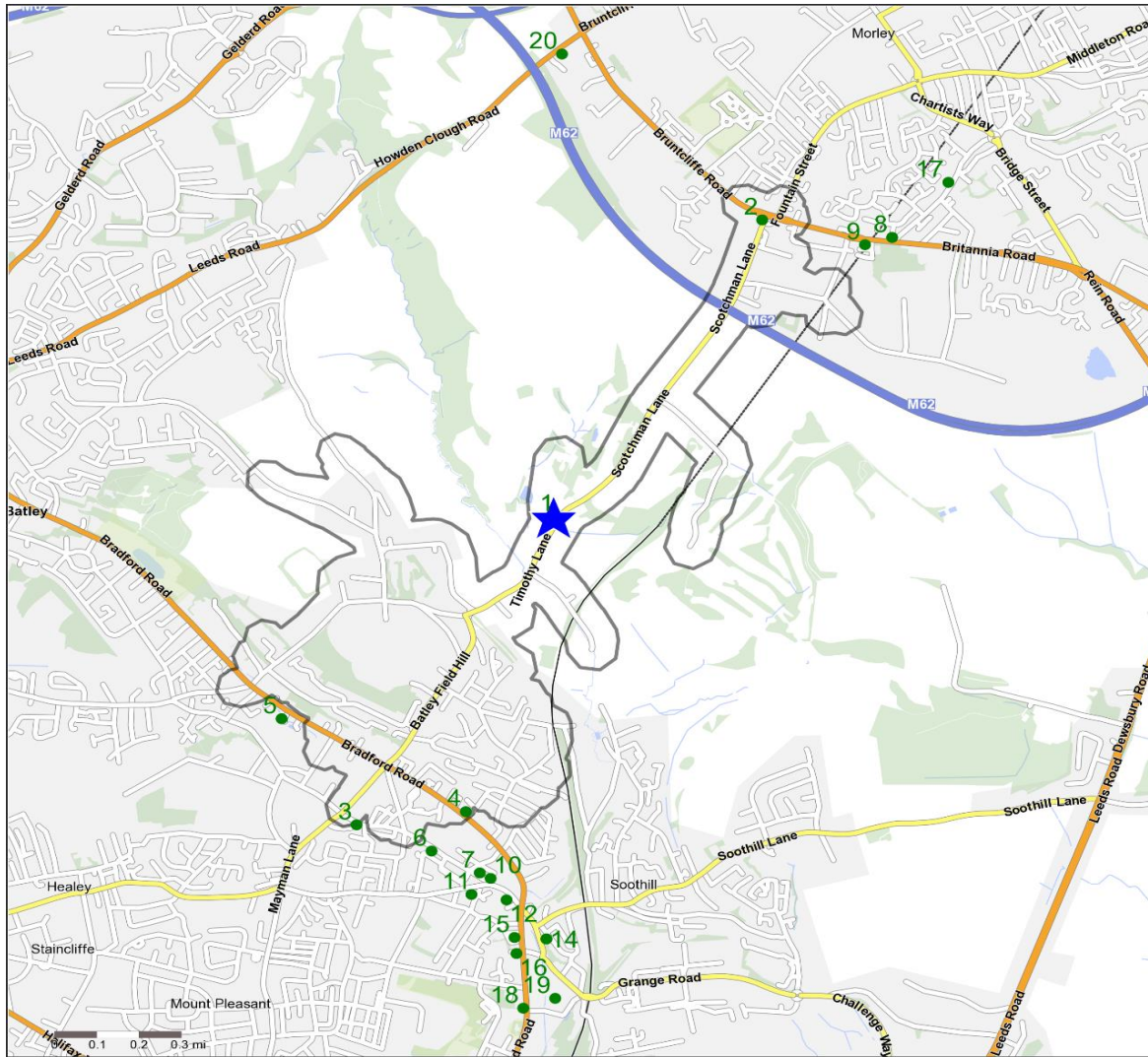
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 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	922	31.3	104	406	13.8	84	1,613	54.8	105
Male: Alone	876	29.8	100	394	13.4	86	1,672	56.9	107
Male: Group	787	26.8	117	794	27.0	103	1,361	46.3	93
Male: Pair	904	30.7	118	909	30.9	203	1,128	38.4	67
Mixed Sex: Group	1,004	34.1	149	293	10.0	31	1,645	55.9	127
Mixed Sex: Pair	840	28.6	122	829	28.2	87	1,272	43.3	101
With Children	986	33.5	116	413	14.0	83	1,543	52.5	99
Unknown	692	23.5	72	490	16.7	93	1,759	59.8	125
For Eating:									
Upmarket	690	23.5	77	849	28.9	139	1,403	47.7	101
Midmarket	1,041	35.4	103	54	1.8	20	1,846	62.8	113
Downmarket	955	32.5	146	1,196	40.7	117	790	26.9	65
For Drinking (monthly spend):									
Nothing	1,017	34.6	114	598	20.3	86	1,326	45.1	101
Low (less than £10)	818	27.8	93	579	19.7	84	1,545	52.5	116
Medium (Between £10 and £40)	846	28.8	94	392	13.3	75	1,703	57.9	115
High (Greater than £40)	404	13.7	53	684	23.3	113	1,853	63.0	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	183,806	32.9	109	63,567	11.4	70	294,282	52.7	101
Male: Alone	201,841	36.1	121	108,724	19.5	125	231,090	41.4	78
Male: Group	136,481	24.4	107	177,487	31.8	121	227,687	40.8	82
Male: Pair	186,059	33.3	128	138,128	24.7	162	217,468	38.9	68
Mixed Sex: Group	176,030	31.5	138	102,845	18.4	58	262,781	47.1	107
Mixed Sex: Pair	168,255	30.1	128	179,385	32.1	99	194,015	34.7	81
With Children	224,729	40.2	139	94,635	16.9	101	222,292	39.8	75
Unknown	193,337	34.6	105	79,567	14.2	79	268,752	48.1	100
For Eating:									
Upmarket	176,102	31.5	103	117,564	21.1	101	247,989	44.4	94
Midmarket	235,531	42.2	123	47,271	8.5	94	258,853	46.4	84
Downmarket	180,305	32.3	145	213,153	38.2	109	148,198	26.5	64
For Drinking (monthly spend):									
Nothing	137,416	24.6	81	152,612	27.3	116	251,627	45.1	101
Low (less than £10)	121,463	21.8	73	99,287	17.8	76	320,905	57.5	127
Medium (Between £10 and £40)	151,266	27.1	89	51,642	9.2	52	338,748	60.7	121
High (Greater than £40)	109,556	19.6	76	89,544	16.0	78	342,556	61.3	117



## Competitor Map



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 Site
  Star Pubs
  Pubs
  Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Needless Inn, LS27 0NZ	Star Pubs & Bars	0.0	0.1
2	Halfway House Inn, LS27 0BL	*Other Small Retail Groups	18.1	2.6
3	West End, WF17 5DH	Unknown	20.5	3.8
4	Rose Of York, WF17 5LW	*Other Small Retail Groups	20.8	3.7
5	Victoria, WF17 8LL	Unknown	22.0	3.9
6	Players Sports Bar, WF17 5EF	Independent Free	23.5	4.4
7	Wilton Arms, WF17 5HH	*Other Small Retail Groups	23.5	4.5
8	Stump Cross Inn, LS27 0DD	Star Pubs & Bars	24.4	3.7
9	Cross Keys, LS27 0AU	Ei Group	24.4	3.7
10	Union Rooms, WF17 5HW	Wetherspoon	24.7	4.6
11	Wellingtons, WF17 5HR	*Other Small Retail Groups	25.4	4.8
12	Bank, WF17 5TD	*Other Small Retail Groups	26.6	4.7
13	Cellar Bar, WF17 5SU	Independent Free	27.5	5.3
14	Club Auctions, WF17 5SU	Independent Free	27.5	5.3
15	Butcher's Boy Grill Steakhouse, WF17 5PN	Independent Free	27.8	5.2
16	Mr Smiths Party Bar, WF17 5PS	Independent Free	28.4	5.1
17	Morley Dashers, LS27 0BY	Ei Group	28.7	4.5
18	Legends, WF17 6HY	Admiral Taverns Ltd	30.8	5.4
19	Brooklands Bar, WF17 6JA	*Other Small Retail Groups	32.0	5.9
20	Shoulder Of Mutton, LS27 0LR	Independent Free	32.9	4.8