

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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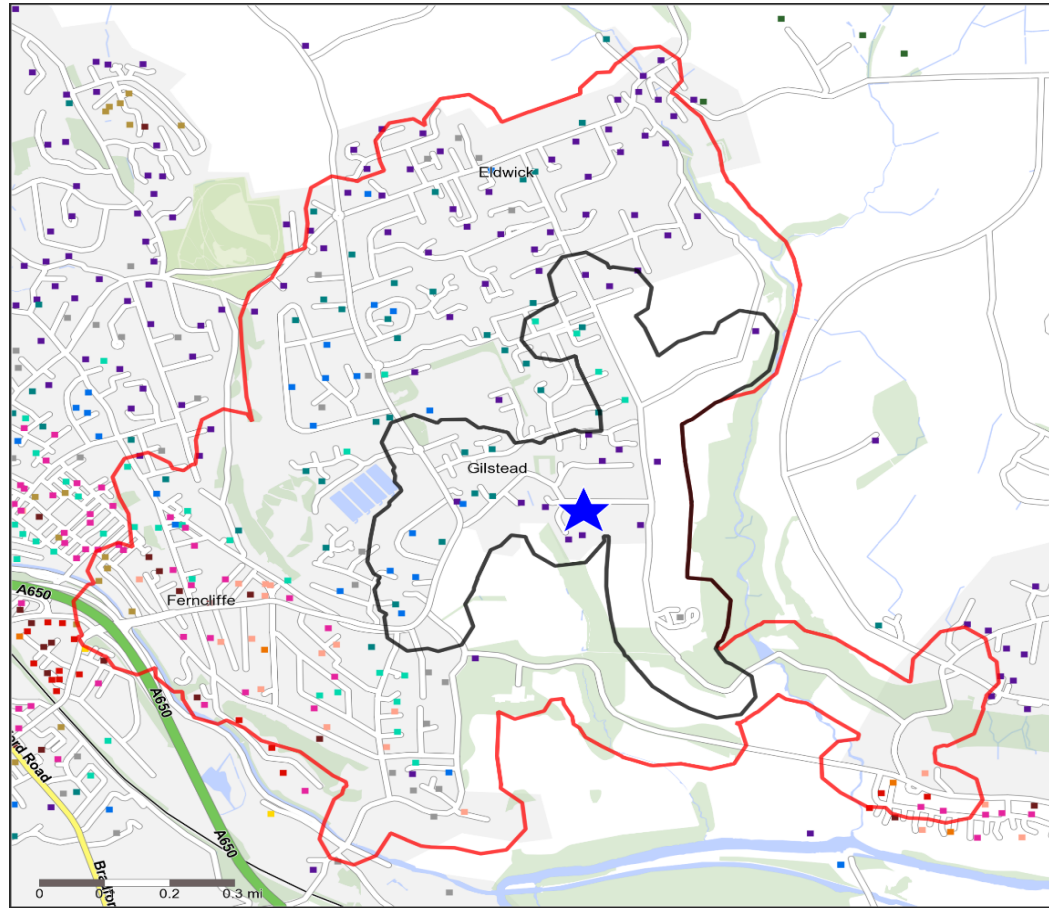
Number of Pubs	1	1	252
Catchment Adults 18+	1,072	6,653	247,888
Catchment Adults 18+ Per Pub	1,072	6,653	984
Populaton Projection 2020 to 2030 (% change)	2.36%	1.70%	2.09%

		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	942	87.9	167	1	High Street Pub	4,714	70.9	135	1	High Street Pub	165,271	66.7	127
2	Great Pub Great Food	647	60.4	129	2	Premium Local	4,452	66.9	143	2	Community Pub	130,303	52.6	112
3	High Street Pub	552	51.5	81	3	Great Pub Great Food	3,760	56.5	88	3	Premium Local	102,905	41.5	65
4	Bit of Style	427	39.8	278	4	Community Pub	2,854	42.9	299	4	Great Pub Great Food	78,270	31.6	220
5	Community Pub	256	23.9	59	5	Bit of Style	2,045	30.7	76	5	Bit of Style	49,019	19.8	49
6	Circuit Bar	152	14.2	49	6	Circuit Bar	558	8.4	29	6	Circuit Bar	26,997	10.9	38
7	Craft Led	0	0.0	0	7	Craft Led	180	2.7	24	7	Craft Led	21,590	8.7	77

	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	173	16.1	182	866	13.0	147	20,325	8.2	92
C1	171	16.0	130	974	14.6	119	30,907	12.5	101
C2	57	5.3	64	482	7.2	88	20,576	8.3	101
DE	42	3.9	38	430	6.5	63	29,281	11.8	115

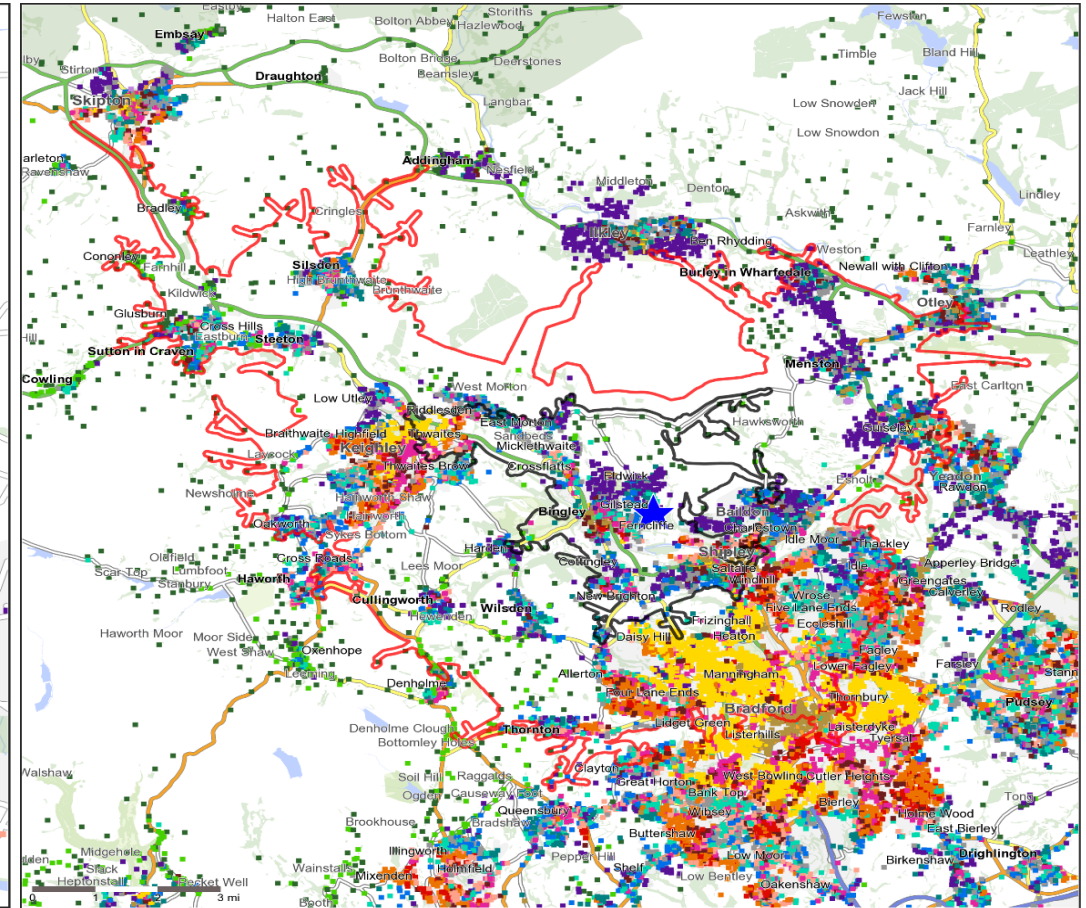
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	103	9.6	29	1,815	27.3	82	112,653	45.4	137
Medium (7-13)	425	39.6	119	2,893	43.5	131	91,745	37.0	111
High (14-19)	553	51.6	181	2,022	30.4	107	40,970	16.5	58

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

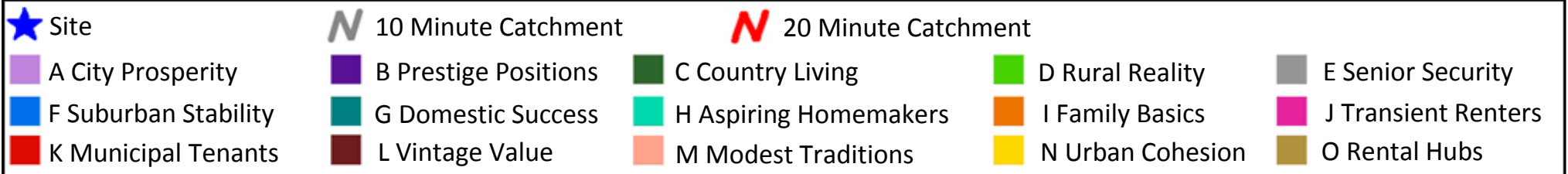


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	89
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	56	85	143	1,117
	B06	Diamond Days	89	255	853	3,253
	B07	Alpha Families	113	321	1,162	4,713
	B08	Bank of Mum and Dad	11	167	1,362	4,755
	B09	Empty-Nest Adventure	29	651	1,927	7,268
	C10	Wealthy Landowners	4	21	229	2,344
	C11	Rural Vogue	0	0	19	314
	C12	Scattered Homesteads	0	0	7	149
	C13	Village Retirement	0	0	66	1,541
	D14	Satellite Settlers	0	0	169	2,390
	D15	Local Focus	0	0	41	789
	D16	Outlying Seniors	0	0	6	570
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	49	193	1,505	4,411
	E19	Bungalow Heaven	66	136	807	4,210
	E20	Classic Grandparents	53	257	1,300	7,477
	E21	Solo Retirees	0	19	794	5,338
	F22	Boomerang Boarders	20	279	1,387	4,766
	F23	Family Ties	0	41	551	3,149
	F24	Fledgling Free	1	1	143	3,626
	F25	Dependable Me	143	428	2,164	7,866
	G26	Cafés and Catchments	0	0	213	676
	G27	Thriving Independence	53	190	1,630	5,671
	G28	Modern Parents	189	660	1,120	4,763
	G29	Mid-Career Convention	33	515	1,385	8,196
	H30	Primary Ambitions	0	260	1,591	6,077
	H31	Affordable Fringe	0	157	1,041	9,235
	H32	First-Rung Futures	0	14	1,183	8,035
	H33	Contemporary Starts	152	181	522	3,016
	H34	New Foundations	0	0	145	994
	H35	Flying Solo	0	53	307	1,400

				10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile				Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchmen Adults 18+
	I36	Solid Economy		0	0	237	887
	I37	Budget Generations		0	6	64	903
	I38	Economical Families		0	101	1,150	9,279
	I39	Families on a Budget		0	0	30	7,503
	J40	Value Rentals		0	132	735	2,417
	J41	Youthful Endeavours		0	54	153	870
	J42	Midlife Renters		12	471	3,156	11,767
	J43	Renting Rooms		0	0	763	8,112
	K44	Inner City Stalwarts		0	0	0	168
	K45	City Diversity		0	0	0	58
	K46	High Rise Residents		0	34	194	609
	K47	Single Essentials		0	73	676	4,471
	K48	Mature Workers		0	0	17	2,249
	L49	Flatlet Seniors		0	67	601	3,824
	L50	Pocket Pensions		0	102	668	4,745
	L51	Retirement Communities		0	23	694	2,246
	L52	Estate Veterans		0	8	237	886
	L53	Seasoned Survivors		0	130	541	2,896
	M54	Down-to-Earth Owners		0	28	381	1,471
	M55	Back with the Folks		0	98	831	4,958
	M56	Self Supporters		0	245	1,438	7,078
	N57	Community Elders		0	0	139	4,935
	N58	Culture & Comfort		0	3	63	2,130
	N59	Large Family Living		0	0	1,798	33,260
	N60	Ageing Access		0	5	642	840
	O61	Career Builders		0	6	1,417	2,915
	O62	Central Pulse		0	34	382	4,139
	O63	Flexible Workforce		0	0	0	127
	O64	Bus-Route Renters		0	148	1,230	3,442
	O65	Learners & Earners		0	0	18	65
	O66	Student Scene		0	0	0	438
	U99	Unclassified		0	0	0	0
Total				1,073	6,652	42,027	247,886

Top 3 Mosaic Types in a 20 Minute Walktime

1. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

2. 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

3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

Top 3 Mosaic Types in a 20 Minute Drivetime

1. N59 Large Family Living

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



- Large extended families
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

2. 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

3. I38 Economical Families

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



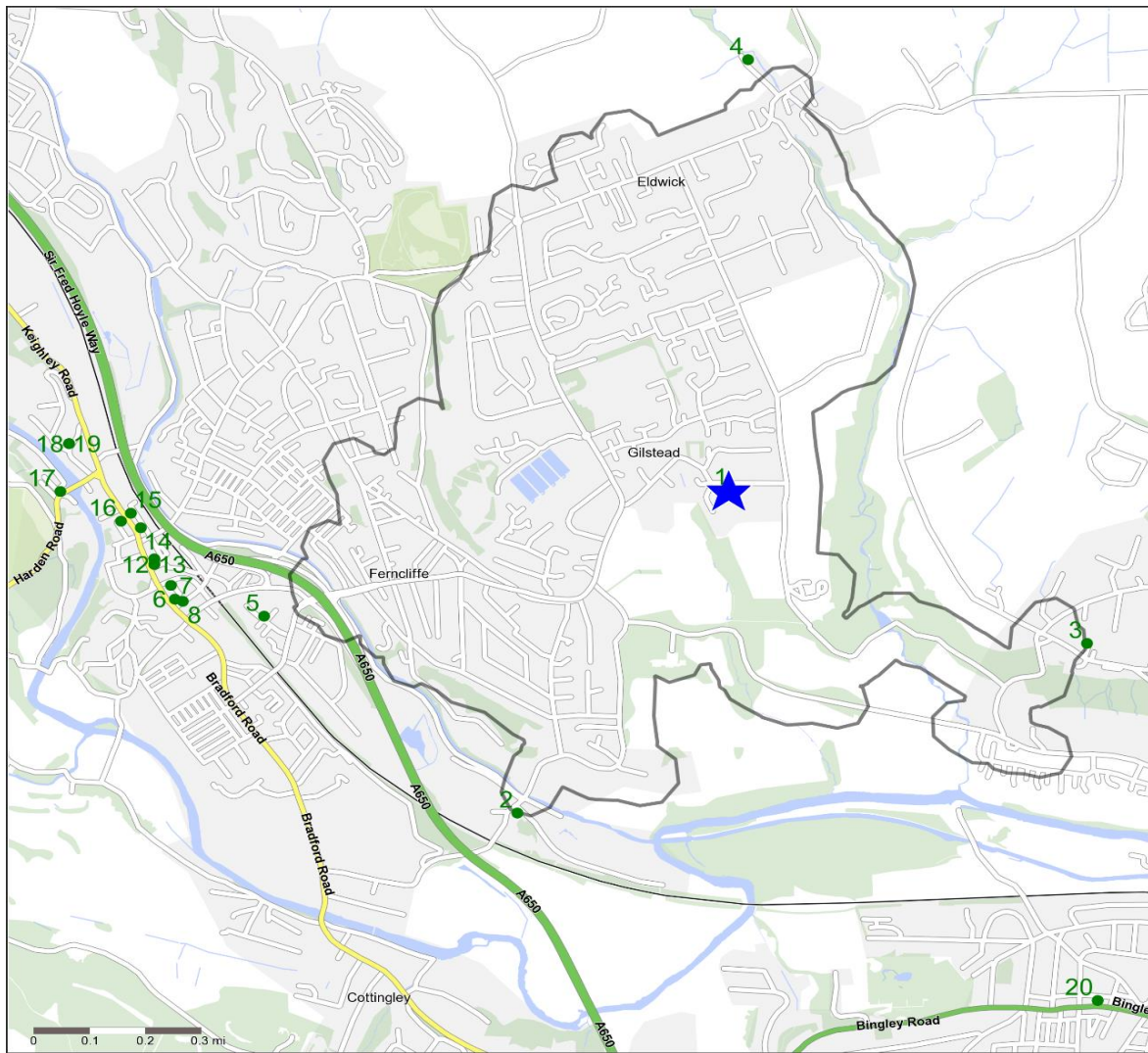
- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

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	% of Population	Index
Female: Alone, Pair or Group	2,685	40.4	125	490	7.4	43	3,478	52.3	103			
Male: Alone	1,855	27.9	94	1,611	24.2	146	3,187	47.9	89			
Male: Group	1,739	26.1	114	1,814	27.3	101	3,101	46.6	93			
Male: Pair	1,541	23.2	88	937	14.1	92	4,175	62.8	107			
Mixed Sex: Group	1,292	19.4	79	2,280	34.3	107	3,080	46.3	107			
Mixed Sex: Pair	2,834	42.6	176	1,843	27.7	84	1,976	29.7	69			
With Children	2,197	33.0	111	1,327	19.9	114	3,128	47.0	89			
Unknown	1,747	26.3	76	1,717	25.8	140	3,189	47.9	103			
For Eating:												
Upmarket	1,954	29.4	91	2,002	30.1	139	2,697	40.5	88			
Midmarket	1,859	27.9	78	107	1.6	18	4,686	70.4	128			
Downmarket	1,805	27.1	117	3,609	54.2	154	1,239	18.6	45			
For Drinking (monthly spend):												
Nothing	1,473	22.1	72	2,920	43.9	186	2,261	34.0	74			
Low (less than £10)	3,351	50.4	170	1,314	19.8	83	1,989	29.9	64			
Medium (Between £10 and £40)	3,469	52.1	169	660	9.9	55	2,524	37.9	74			
High (Greater than £40)	2,241	33.7	128	1,501	22.6	109	2,911	43.8	83			

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	70,220	28.3	88	29,944	12.1	71	147,723	59.6	117
Male: Alone	101,515	41.0	137	37,073	15.0	90	109,300	44.1	82
Male: Group	57,858	23.3	102	65,184	26.3	97	124,846	50.4	101
Male: Pair	92,786	37.4	143	54,534	22.0	143	100,567	40.6	69
Mixed Sex: Group	68,299	27.6	112	51,077	20.6	64	128,512	51.8	120
Mixed Sex: Pair	70,444	28.4	117	69,305	28.0	85	108,139	43.6	102
With Children	113,374	45.7	154	33,266	13.4	76	101,247	40.8	77
Unknown	100,365	40.5	116	40,397	16.3	88	107,126	43.2	92
For Eating:									
Upmarket	94,487	38.1	119	59,137	23.9	110	94,263	38.0	82
Midmarket	114,457	46.2	128	10,748	4.3	48	122,682	49.5	90
Downmarket	65,003	26.2	113	87,370	35.2	100	95,515	38.5	93
For Drinking (monthly spend):									
Nothing	67,129	27.1	88	56,825	22.9	97	123,934	50.0	109
Low (less than £10)	73,031	29.5	99	46,677	18.8	79	128,180	51.7	111
Medium (Between £10 and £40)	76,662	30.9	100	30,385	12.3	68	140,841	56.8	111
High (Greater than £40)	46,100	18.6	70	54,987	22.2	107	146,801	59.2	112

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	Glen, BD16 3LN	Star Pubs & Bars	0.0	0.0
2	Fishermans, BD16 1TS	Ei Group	20.8	4.2
3	Old Glen House, BD17 5BN	Star Pubs & Bars	21.4	9.9
4	Acorn, BD16 3AW	Ei Group	21.7	4.3
5	Star, BD16 2NL	Admiral Taverns Ltd	22.9	4.0
6	Harvester, BD16 2NG	Independent Free	25.1	4.5
7	Myrtle Grove, BD16 1AJ	Wetherspoon	25.7	4.2
8	Platform 1 34, BD16 1GH	Independent Free	25.7	4.6
9	Foundry, BD16 2NB	Independent Free	26.3	4.6
10	Rail Yard, BD16 2NB	Independent Free	26.3	4.6
11	Library Tap, BD16 2HT	Amber Taverns	26.3	4.6
12	Ninetynine & Main, BD16 2HT	Independent Free	26.3	4.6
13	Potting Shed, BD16 2HT	Burning Night Group Ltd	26.3	4.6
14	Chip N Ern, BD16 2JA	Independent Free	28.1	5.0
15	Bingley Brewhouse, BD16 2HZ	Independent Free	28.7	4.9
16	Mavericks 80S Lounge, BD16 2HL	Greene King	28.7	4.9
17	Brown Cow Inn, BD16 2QX	Timothy Taylor	32.6	5.7
18	Fisherman Inn, BD16 2RH	Independent Free	32.6	5.8
19	Old White Horse Inn, BD16 2RH	Ei Group	32.6	5.8
20	Salt Bar And Kitchen, BD18 4DH	Ossett Brewery	41.3	7.0