

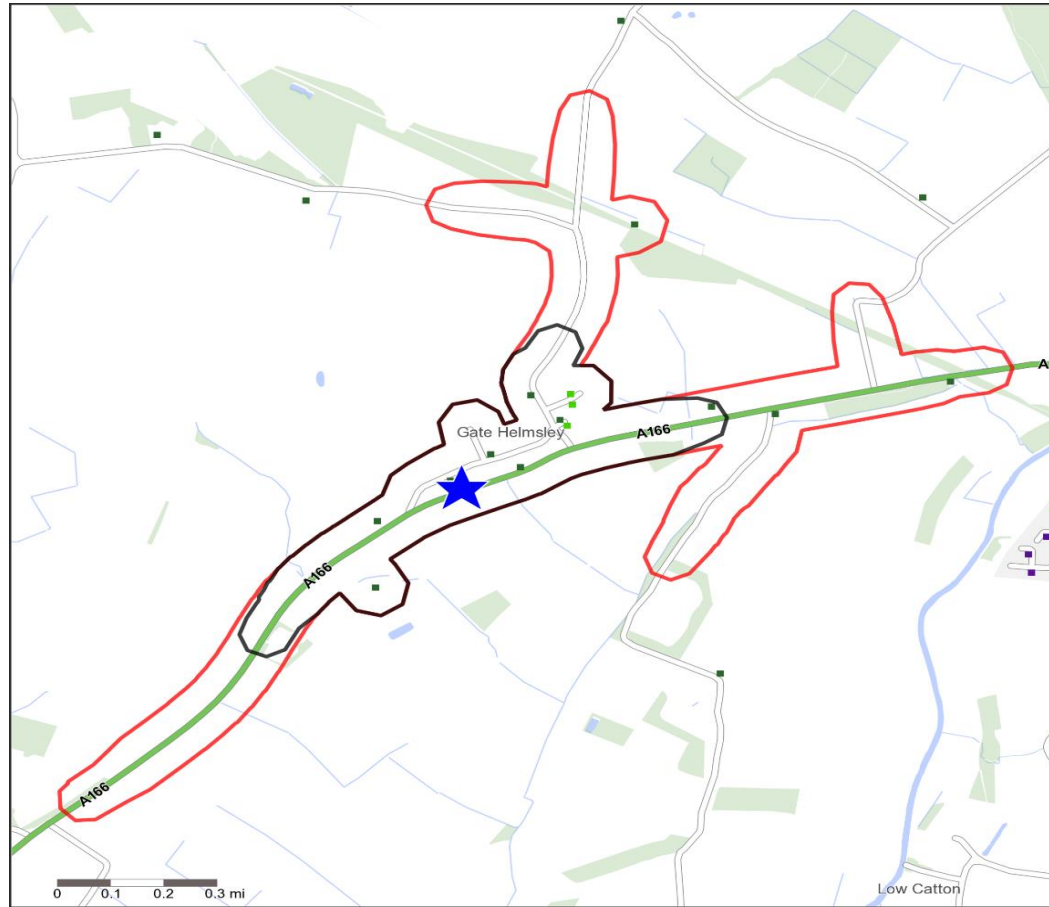
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	1	266
Catchment Adults 18+	225	233	196,196
Catchment Adults 18+ Per Pub	225	233	738
Populaton Projection 2018 to 2028 (% change)	9.67%	9.32%	6.37%

		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	205	91.1	176	<div></div>	1	Great Pub Great Food	212	91.0	176	<div></div>	1	High Street Pub	127,898	65.2	126	<div></div>
2	Premium Local	205	91.1	195	<div></div>	2	Premium Local	212	91.0	195	<div></div>	2	Premium Local	106,129	54.1	116	<div></div>
3	Community Pub	20	8.9	14	<div></div>	3	Community Pub	21	9.0	14	<div></div>	3	Great Pub Great Food	83,281	42.4	67	<div></div>
4	High Street Pub	20	8.9	69	<div></div>	4	High Street Pub	21	9.0	70	<div></div>	4	Community Pub	83,218	42.4	328	<div></div>
5	Bit of Style	0	0.0	0	<div></div>	5	Bit of Style	0	0.0	0	<div></div>	5	Bit of Style	62,365	31.8	79	<div></div>
6	Circuit Bar	0	0.0	0	<div></div>	6	Circuit Bar	0	0.0	0	<div></div>	6	Circuit Bar	37,107	18.9	70	<div></div>
7	Craft Led	0	0.0	0	<div></div>	7	Craft Led	0	0.0	0	<div></div>	7	Craft Led	35,608	18.1	176	<div></div>

	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	31	13.8	156	32	13.7	155	20,050	10.2	116
C1	18	8.0	65	19	8.2	67	23,597	12.0	98
C2	20	8.9	108	20	8.6	104	13,714	7.0	85
DE	13	5.8	56	14	6.0	58	15,605	8.0	77

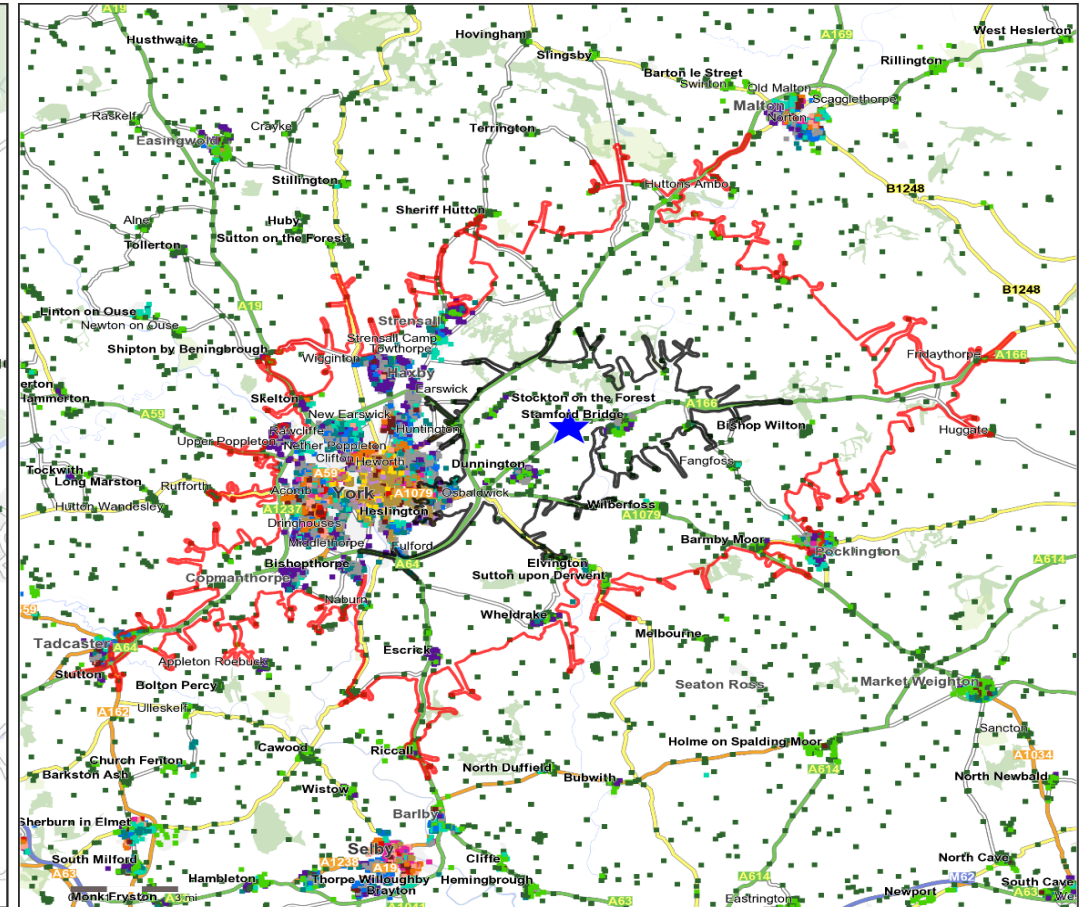
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	26	11.6	35	27	11.6	35	49,328	25.1	76
Medium (7-13)	78	34.7	105	81	34.8	105	75,939	38.7	117
High (14-19)	137	60.9	214	142	60.9	214	50,785	25.9	91

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	64
A02	Uptown Elite		0	0	11	3,444
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	720
B05	Premium Fortunes		0	0	52	381
B06	Diamond Days		0	0	41	1,394
B07	Alpha Families		0	0	387	3,229
B08	Bank of Mum and Dad		0	0	350	2,861
B09	Empty-Nest Adventure		0	0	769	7,878
C10	Wealthy Landowners		97	100	1,199	4,319
C11	Rural Vogue		63	65	662	2,604
C12	Scattered Homesteads		0	0	183	2,072
C13	Village Retirement		24	24	1,299	5,498
D14	Satellite Settlers		21	22	1,833	5,987
D15	Local Focus		0	0	309	1,125
D16	Outlying Seniors		20	21	457	1,545
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	0	632	8,108
E19	Bungalow Heaven		0	0	1,107	10,495
E20	Classic Grandparents		0	0	524	6,120
E21	Solo Retirees		0	0	437	3,924
F22	Boomerang Boarders		0	0	747	6,180
F23	Family Ties		0	0	80	2,902
F24	Fledgling Free		0	0	0	616
F25	Dependable Me		0	0	218	3,283
G26	Cafés and Catchments		0	0	263	2,756
G27	Thriving Independence		0	0	496	6,785
G28	Modern Parents		0	0	158	2,624
G29	Mid-Career Convention		0	0	446	4,473
H30	Primary Ambitions		0	0	210	4,708
H31	Affordable Fringe		0	0	0	1,238
H32	First-Rung Futures		0	0	47	3,207
H33	Contemporary Starts		0	0	23	2,210
H34	New Foundations		0	0	42	1,609
H35	Flying Solo		0	0	335	1,682

			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	556	7,457
I37	Budget Generations		0	0	0	744
I38	Economical Families		0	0	0	530
I39	Families on a Budget		0	0	62	2,608
J40	Value Rentals		0	0	0	200
J41	Youthful Endeavours		0	0	37	809
J42	Midlife Renters		0	0	156	3,377
J43	Renting Rooms		0	0	0	625
K44	Inner City Stalwarts		0	0	0	734
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	0	0	0
K47	Single Essentials		0	0	0	2,836
K48	Mature Workers		0	0	0	57
L49	Flatlet Seniors		0	0	95	1,003
L50	Pocket Pensions		0	0	180	1,873
L51	Retirement Communities		0	0	213	2,492
L52	Estate Veterans		0	0	72	2,869
L53	Seasoned Survivors		0	0	0	167
M54	Down-to-Earth Owners		0	0	0	152
M55	Back with the Folks		0	0	25	2,937
M56	Self Supporters		0	0	0	631
N57	Community Elders		0	0	0	61
N58	Culture & Comfort		0	0	0	2
N59	Large Family Living		0	0	0	0
N60	Ageing Access		0	0	75	8,321
O61	Career Builders		0	0	26	5,341
O62	Central Pulse		0	0	0	5,890
O63	Flexible Workforce		0	0	0	84
O64	Bus-Route Renters		0	0	56	2,212
O65	Learners & Earners		0	0	2,600	13,629
O66	Student Scene		0	0	880	2,939
U99	Unclassified		0	0	3,771	9,556
Total			225	232	22,121	196,177

Top 3 Mosaic Types in a 20 Minute Walktime

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. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work



- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

3. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

Top 3 Mosaic Types in a 20 Minute Drivetime

1. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

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. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



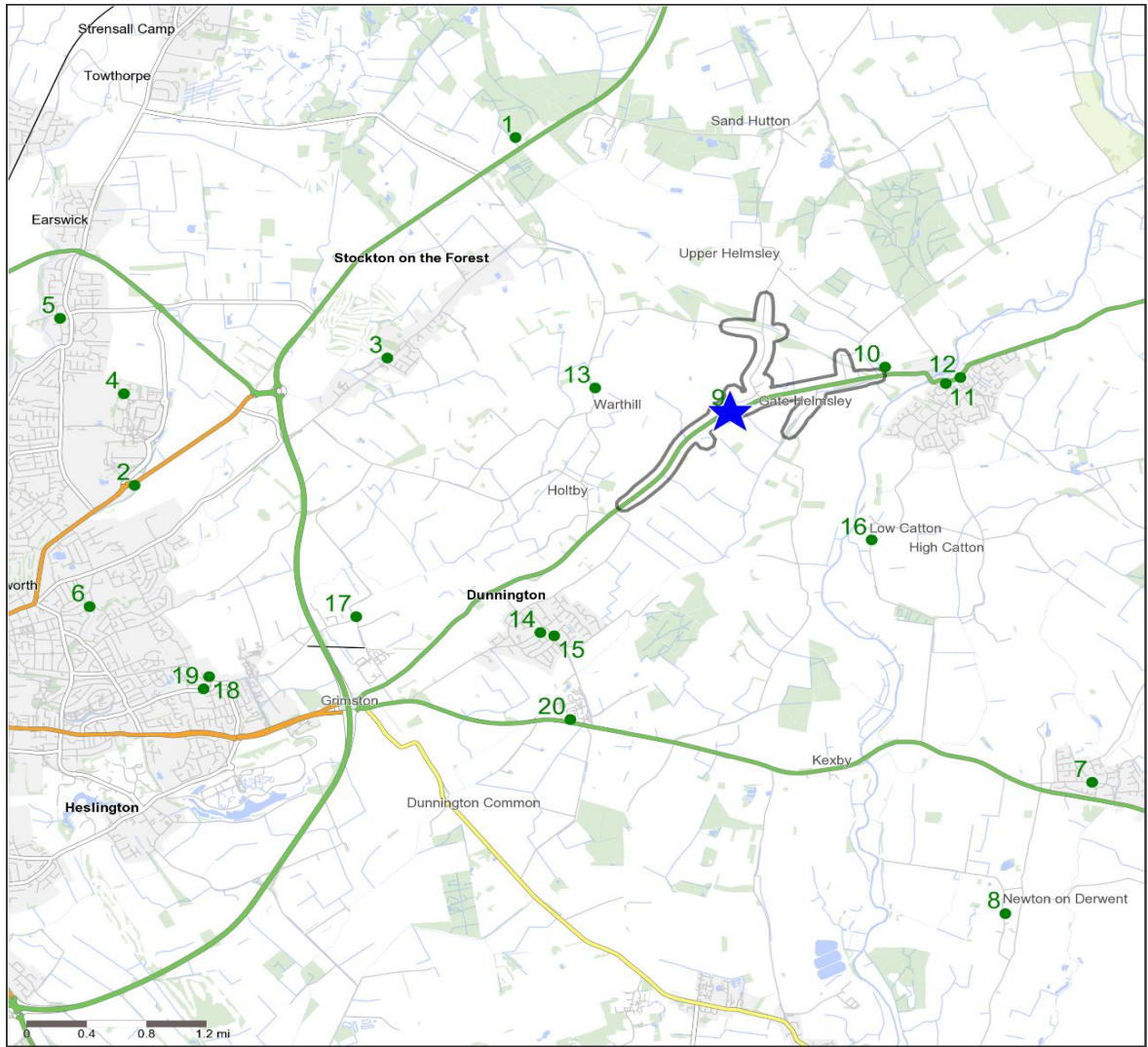
- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

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	0	0.0	0	22	9.4	58	211	90.6	174			
Male: Alone	21	9.0	30	0	0.0	0	212	91.0	171			
Male: Group	0	0.0	0	24	10.3	39	208	89.3	180			
Male: Pair	0	0.0	0	0	0.0	0	233	100.0	174			
Mixed Sex: Group	0	0.0	0	67	28.8	90	166	71.2	162			
Mixed Sex: Pair	22	9.4	40	45	19.3	59	165	70.8	166			
With Children	0	0.0	0	0	0.0	0	233	100.0	189			
Unknown	22	9.4	29	0	0.0	0	211	90.6	189			
For Eating:												
Upmarket	0	0.0	0	0	0.0	0	233	100.0	212			
Midmarket	0	0.0	0	0	0.0	0	233	100.0	181			
Downmarket	0	0.0	0	21	9.0	26	212	91.0	219			
For Drinking (monthly spend):												
Nothing	21	9.0	30	65	27.9	118	146	62.7	140			
Low (less than £10)	25	10.7	36	108	46.4	197	100	42.9	95			
Medium (Between £10 and £40)	0	0.0	0	125	53.6	301	108	46.4	92			
High (Greater than £40)	0	0.0	0	100	42.9	209	132	56.7	108			

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	69,557	35.5	117	26,467	13.5	82	90,598	46.2	89
Male: Alone	54,115	27.6	93	31,250	15.9	102	101,257	51.6	97
Male: Group	44,078	22.5	98	59,091	30.1	115	83,453	42.5	86
Male: Pair	62,021	31.6	121	14,757	7.5	49	109,844	56.0	98
Mixed Sex: Group	51,401	26.2	115	61,587	31.4	98	73,634	37.5	85
Mixed Sex: Pair	64,113	32.7	139	68,652	35.0	108	53,857	27.5	64
With Children	32,979	16.8	58	20,183	10.3	61	133,460	68.0	128
Unknown	44,780	22.8	69	29,868	15.2	85	111,974	57.1	119
For Eating:									
Upmarket	71,830	36.6	120	34,320	17.5	84	80,472	41.0	87
Midmarket	69,870	35.6	104	16,720	8.5	94	100,032	51.0	92
Downmarket	48,247	24.6	111	68,988	35.2	101	69,387	35.4	85
For Drinking (monthly spend):									
Nothing	52,581	26.8	89	58,509	29.8	126	75,531	38.5	86
Low (less than £10)	66,212	33.7	113	53,012	27.0	115	67,398	34.4	76
Medium (Between £10 and £40)	79,262	40.4	132	24,851	12.7	71	82,508	42.1	84
High (Greater than £40)	71,083	36.2	140	22,953	11.7	57	92,586	47.2	90

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Four Alls Inn, YO32 9TW	Punch Pub Company	0.0	7.8
2	Toby Carvery, YO32 9TE	Mitchells & Butlers	0.0	10.4
3	Fox Inn, YO32 9UF	Independent Free	0.0	10.5
4	Pear Tree Farm, YO32 9GZ	Greene King	0.0	11.9
5	Blacksmiths Arms, YO32 9RB	Ei Group	0.0	12.0
6	Walnut Tree, YO31 1AN	Ei Group	0.0	12.3
7	Village Inn, YO41 5NN	Ei Group	0.0	12.6
8	Half Moon, YO41 4DB	*Other Small Retail Groups	0.0	14.3
9	Duke Of York, YO41 1JS	Star Pubs & Bars	0.0	0.1
10	Three Cups, YO41 1AX	Mitchells & Butlers	21.1	1.7
11	Swordsman, YO41 1AA	Sam Smith	29.6	2.9
12	Bay Horse Inn, YO41 1AB	Punch Pub Company	34.1	3.2
13	Agar Arms, YO19 5XW	Sam Smith	45.9	5.2
14	Greyhound, YO19 5PN	*Other Small Retail Groups	46.5	5.1
15	Cross Keys, YO19 5NG	Greene King	47.1	4.9
16	Gold Cup, YO41 1EA	Independent Free	58.2	7.5
17	Bay Horse, YO19 5UQ	*Other Small Retail Groups	84.3	5.5
18	Derwent Arms, YO10 3NP	Star Pubs & Bars	92.7	8.3
19	Magnet, YO10 3BA	Ei Group	93.3	8.3
20	Windmill And Turnpike, YO19 5LP	Ei Group	93.5	6.3