

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	3	21	518
Catchment Adults 18+	6,075	26,834	565,935
Catchment Adults 18+ Per Pub	2,025	1,278	1,093
Populaton Projection 2020 to 2030 (% change)	3.47%	5.16%	3.67%

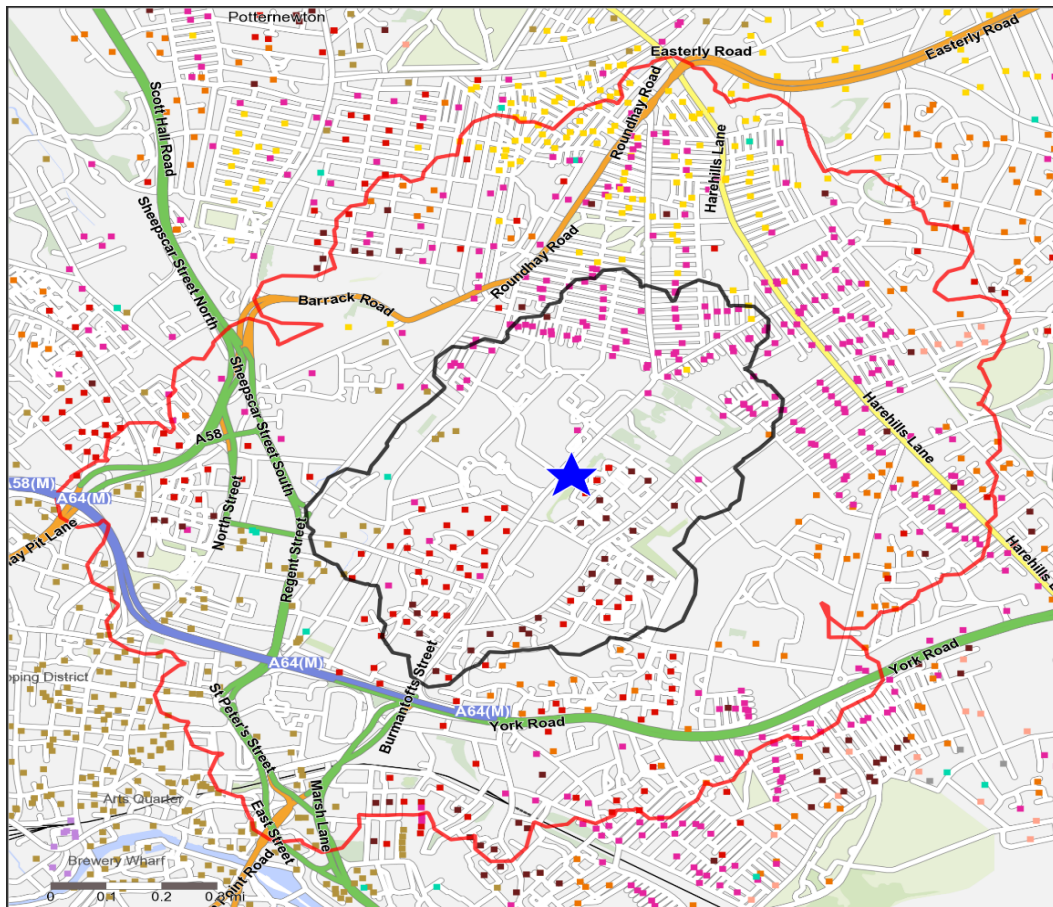
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	5,589	92.0	175	1	High Street Pub	21,468	80.0	152	1	High Street Pub	481,251	85.0	162
2	Community Pub	5,587	92.0	196	2	Community Pub	19,166	71.4	152	2	Community Pub	375,892	66.4	142
3	Circuit Bar	549	9.0	14	3	Circuit Bar	5,599	20.9	33	3	Premium Local	208,618	36.9	58
4	Craft Led	543	8.9	62	4	Craft Led	5,225	19.5	136	4	Bit of Style	193,734	34.2	239
5	Bit of Style	447	7.4	18	5	Bit of Style	4,936	18.4	46	5	Great Pub Great Food	146,871	26.0	64
6	Premium Local	6	0.1	0	6	Premium Local	337	1.3	4	6	Circuit Bar	129,832	22.9	80
7	Great Pub Great Food	0	0.0	0	7	Great Pub Great Food	0	0.0	0	7	Craft Led	125,071	22.1	195

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	285	4.7	53	1,475	5.5	62	49,106	8.7	98
C1	857	14.1	115	4,063	15.1	123	78,427	13.9	113
C2	555	9.1	111	2,171	8.1	98	45,619	8.1	98
DE	1,857	30.6	297	6,660	24.8	241	66,660	11.8	114

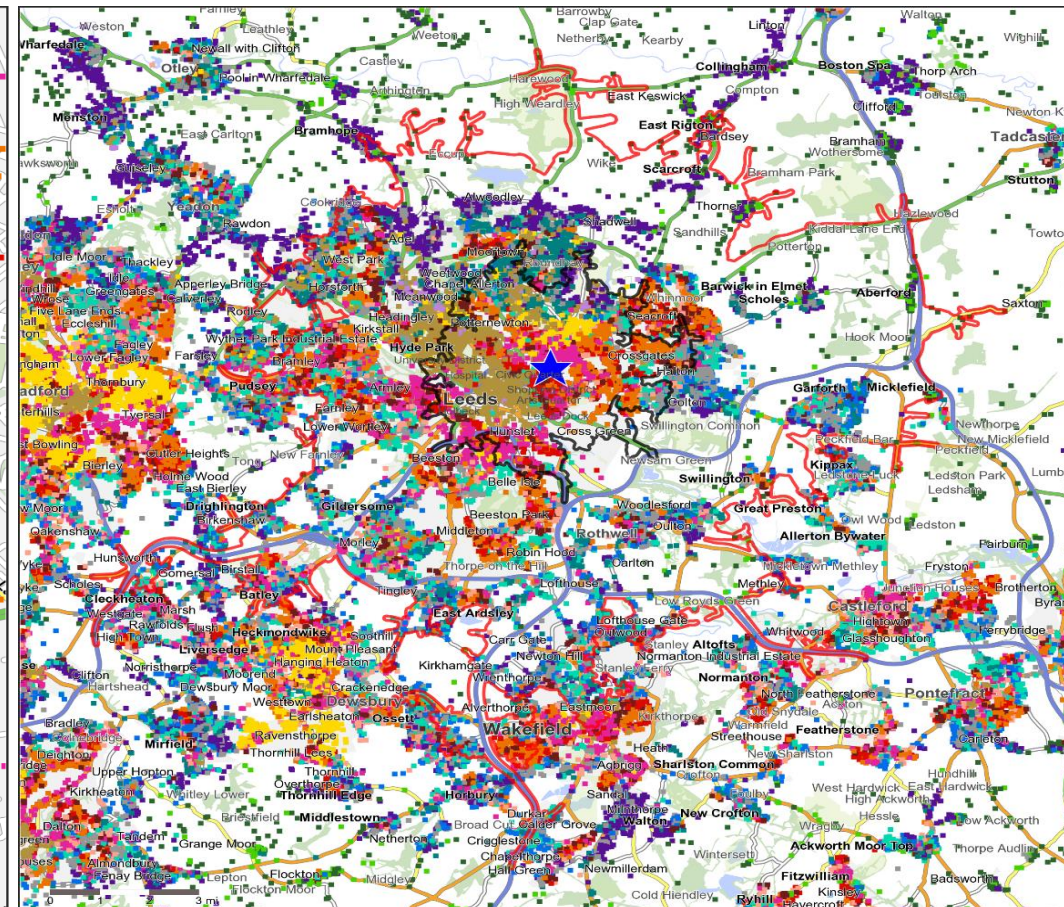
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	6,734	110.8	333	27,271	101.6	306	298,708	52.8	159
Medium (7-13)	246	4.0	12	2,460	9.2	28	186,910	33.0	99
High (14-19)	1	0.0	0	57	0.2	1	74,012	13.1	46

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

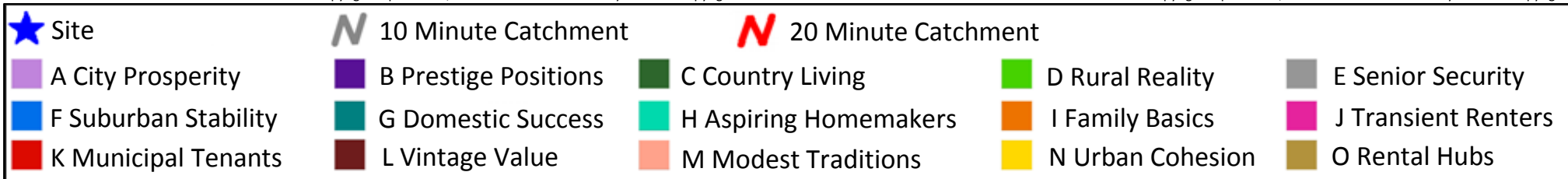
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0	950	2,405
A03	Penthouse Chic		0	0	4	4
A04	Metro High-Flyers		0	0	416	440
B05	Premium Fortunes		0	0	455	3,678
B06	Diamond Days		0	0	511	5,121
B07	Alpha Families		0	0	369	5,761
B08	Bank of Mum and Dad		0	0	401	5,373
B09	Empty-Nest Adventure		0	0	83	8,010
C10	Wealthy Landowners		0	0	0	1,308
C11	Rural Vogue		0	0	0	284
C12	Scattered Homesteads		0	0	0	56
C13	Village Retirement		0	0	0	1,093
D14	Satellite Settlers		0	0	0	1,544
D15	Local Focus		0	0	0	369
D16	Outlying Seniors		0	0	0	544
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	0	969	9,508
E19	Bungalow Heaven		0	0	492	12,827
E20	Classic Grandparents		0	0	1,702	19,108
E21	Solo Retirees		0	0	1,659	12,140
F22	Boomerang Boarders		0	0	272	8,841
F23	Family Ties		0	0	624	4,838
F24	Fledgling Free		0	0	115	5,301
F25	Dependable Me		0	0	576	9,024
G26	Cafés and Catchments		0	0	3,529	9,611
G27	Thriving Independence		0	0	4,550	17,697
G28	Modern Parents		0	0	0	8,507
G29	Mid-Career Convention		0	0	0	9,410
H30	Primary Ambitions		0	0	1,425	13,028
H31	Affordable Fringe		0	0	1,796	12,968
H32	First-Rung Futures		0	0	1,407	17,451
H33	Contemporary Starts		0	0	6	8,541
H34	New Foundations		6	302	1,201	2,452
H35	Flying Solo		0	0	161	2,430

			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	32	1,123	5,621
I37	Budget Generations		0	4	673	4,862
I38	Economical Families		0	28	1,971	10,867
I39	Families on a Budget		14	1,823	15,898	40,901
J40	Value Rentals		0	5	190	4,876
J41	Youthful Endeavours		0	69	1,690	4,664
J42	Midlife Renters		0	0	1,197	16,233
J43	Renting Rooms		2,574	9,174	20,265	34,130
K44	Inner City Stalwarts		23	227	1,278	1,757
K45	City Diversity		331	755	1,171	1,196
K46	High Rise Residents		1,682	3,006	6,143	8,960
K47	Single Essentials		103	596	2,956	8,313
K48	Mature Workers		20	212	3,878	12,632
L49	Flatlet Seniors		439	1,241	4,325	8,879
L50	Pocket Pensions		0	106	930	7,935
L51	Retirement Communities		0	0	1,015	3,648
L52	Estate Veterans		0	56	2,839	17,287
L53	Seasoned Survivors		399	572	3,569	8,040
M54	Down-to-Earth Owners		0	0	477	3,663
M55	Back with the Folks		0	167	1,755	9,772
M56	Self Supporters		0	0	906	10,306
N57	Community Elders		0	0	2,564	2,661
N58	Culture & Comfort		0	0	1,289	1,545
N59	Large Family Living		41	3,823	6,819	8,566
N60	Ageing Access		2	4	2,170	6,043
O61	Career Builders		0	0	6,505	16,911
O62	Central Pulse		440	3,508	19,641	22,546
O63	Flexible Workforce		0	0	881	1,324
O64	Bus-Route Renters		0	3	1,298	6,020
O65	Learners & Earners		0	35	8,108	17,315
O66	Student Scene		0	1,086	28,468	38,776
U99	Unclassified		0	0	0	0
Total			6,074	26,834	175,665	565,932

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. 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

3. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

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. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

3. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



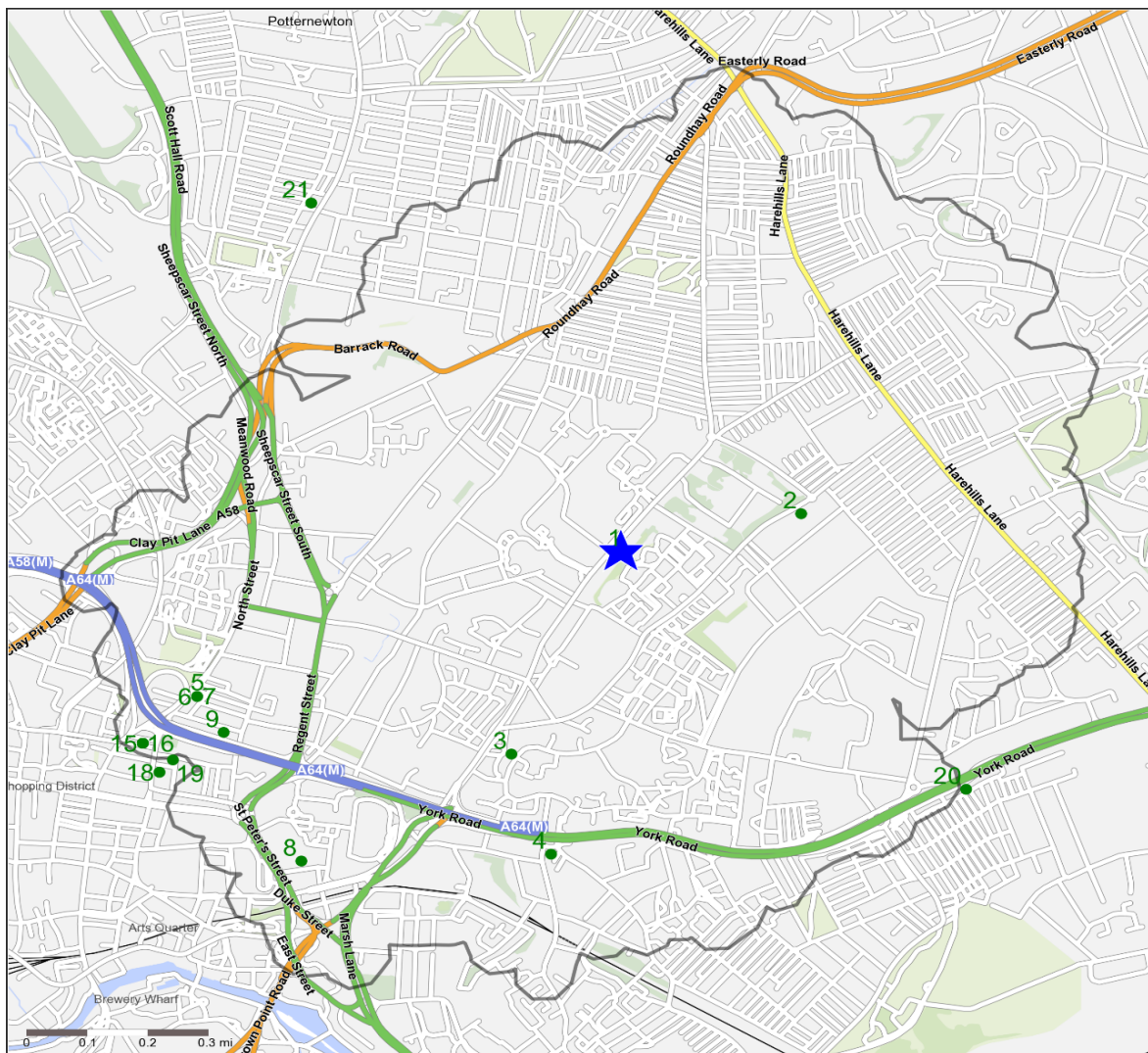
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	9,496	35.4	110	9,209	34.3	202	8,130	30.3	60		
Male: Alone	14,784	55.1	185	6,516	24.3	147	5,534	20.6	38		
Male: Group	5,305	19.8	86	14,064	52.4	194	7,465	27.8	56		
Male: Pair	12,774	47.6	182	10,075	37.5	245	3,986	14.9	25		
Mixed Sex: Group	18,042	67.2	273	1,440	5.4	17	7,352	27.4	63		
Mixed Sex: Pair	4,803	17.9	74	16,201	60.4	183	5,831	21.7	51		
With Children	17,515	65.3	220	1,860	6.9	40	7,460	27.8	53		
Unknown	18,053	67.3	193	5,377	20.0	108	3,404	12.7	27		
For Eating:											
Upmarket	8,630	32.2	100	10,433	38.9	180	7,772	29.0	63		
Midmarket	22,421	83.6	232	1,924	7.2	79	2,489	9.3	17		
Downmarket	1,534	5.7	25	11,084	41.3	117	14,216	53.0	128		
For Drinking (monthly spend):											
Nothing	1,269	4.7	15	4,974	18.5	79	20,591	76.7	168		
Low (less than £10)	175	0.7	2	98	0.4	2	26,562	99.0	213		
Medium (Between £10 and £40)	3,718	13.9	45	3,265	12.2	67	19,852	74.0	145		
High (Greater than £40)	6,724	25.1	95	470	1.8	8	19,640	73.2	138		

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	206,237	36.4	113	82,607	14.6	86	277,091	49.0	96		
Male: Alone	166,814	29.5	99	156,756	27.7	167	242,365	42.8	80		
Male: Group	134,606	23.8	104	195,105	34.5	128	236,224	41.7	83		
Male: Pair	173,652	30.7	117	107,515	19.0	124	284,768	50.3	86		
Mixed Sex: Group	210,104	37.1	151	99,030	17.5	54	256,801	45.4	105		
Mixed Sex: Pair	186,112	32.9	136	204,905	36.2	110	174,918	30.9	72		
With Children	180,240	31.8	107	86,468	15.3	87	299,227	52.9	100		
Unknown	187,795	33.2	95	96,643	17.1	92	281,496	49.7	106		
For Eating:											
Upmarket	209,160	37.0	115	125,945	22.3	103	230,830	40.8	88		
Midmarket	264,365	46.7	130	56,461	10.0	109	245,109	43.3	79		
Downmarket	177,015	31.3	135	205,812	36.4	103	183,108	32.4	78		
For Drinking (monthly spend):											
Nothing	131,318	23.2	76	151,513	26.8	114	283,104	50.0	109		
Low (less than £10)	131,708	23.3	78	89,611	15.8	67	344,615	60.9	131		
Medium (Between £10 and £40)	174,538	30.8	100	63,033	11.1	61	328,364	58.0	114		
High (Greater than £40)	148,802	26.3	100	93,083	16.4	79	324,050	57.3	108		

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	Fountain Head Inn, LS 9 7JX	Star Pubs & Bars	0.0	0.0
2	Dahlak, LS 9 7BL	Independent Free	8.8	2.0
3	Rose & Crown, LS 9 7PY	Tadcaster Pub Co	11.8	2.4
4	Hope Inn, LS 9 8ES	*Other Small Retail Groups	16.3	5.1
5	Brunswick, LS 2 7PN	Independent Free	17.5	3.7
6	Hansa Dabhi, LS 2 7PN	Independent Free	17.5	3.7
7	Reliance Bar & Dining Room, LS 2 7PN	Independent Free	17.5	3.7
8	Wardrobe, LS 9 8AH	Independent Free	17.5	3.8
9	Brewdog, LS 2 7PF	BrewDog plc	17.8	3.8
10	Loop, LS 1 6PQ	Independent Free	20.5	5.3
11	Manahatta, LS 1 6PQ	Arc Inspirations	20.5	5.3
12	Mean Eyed Cat, LS 1 6PQ	Independent Free	20.5	5.3
13	Mojo, LS 1 6PQ	Voodoo Doll Ltd	20.5	5.3
14	Porco Rosso, LS 1 6PQ	Independent Free	20.5	5.3
15	Roxy Ballroom, LS 1 6PQ	Jones Bar Group Ltd	20.5	5.3
16	Verve, LS 1 6PQ	Independent Free	20.5	5.3
17	Howl Bar, LS 2 7NL	Independent Free	21.4	4.2
18	Old Red Bus Station, LS 2 7NL	Independent Free	21.4	4.2
19	Templar Hotel, LS 2 7NU	Greene King	21.4	4.3
20	White Horse, LS 9 9DN	*Other Small Retail Groups	23.2	5.4