

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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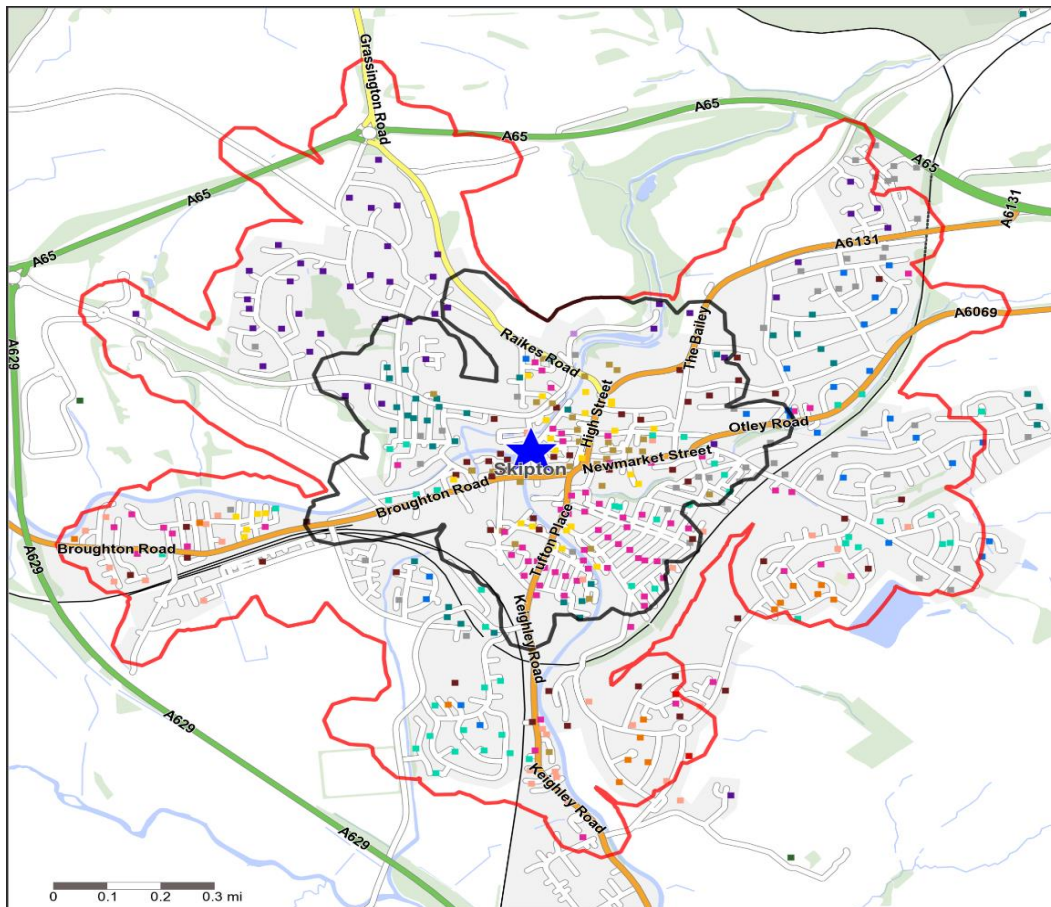
Number of Pubs	26	26	134
Catchment Adults 18+	4,295	11,228	97,659
Catchment Adults 18+ Per Pub	165	432	729
Populaton Projection 2018 to 2028 (% change)	3.97%	3.01%	2.83%

		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	3,992	92.9	179	1	High Street Pub	9,499	84.6	163	1	High Street Pub	59,609	61.0	118
2	Community Pub	3,550	82.7	177	2	Community Pub	7,746	69.0	148	2	Community Pub	52,924	54.2	116
3	Premium Local	1,252	29.2	46	3	Premium Local	4,540	40.4	64	3	Premium Local	48,720	49.9	79
4	Great Pub Great Food	933	21.7	168	4	Great Pub Great Food	3,699	32.9	255	4	Great Pub Great Food	40,740	41.7	323
5	Bit of Style	898	20.9	52	5	Bit of Style	2,100	18.7	46	5	Bit of Style	16,069	16.5	41
6	Circuit Bar	717	16.7	62	6	Circuit Bar	1,139	10.1	38	6	Circuit Bar	5,829	6.0	22
7	Craft Led	380	8.8	86	7	Craft Led	665	5.9	57	7	Craft Led	4,459	4.6	44

	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	493	11.5	130	1,098	9.8	111	8,577	8.8	99
C1	559	13.0	106	1,267	11.3	92	10,399	10.6	87
C2	372	8.7	105	1,050	9.4	113	8,926	9.1	111
DE	430	10.0	97	1,135	10.1	98	9,774	10.0	97

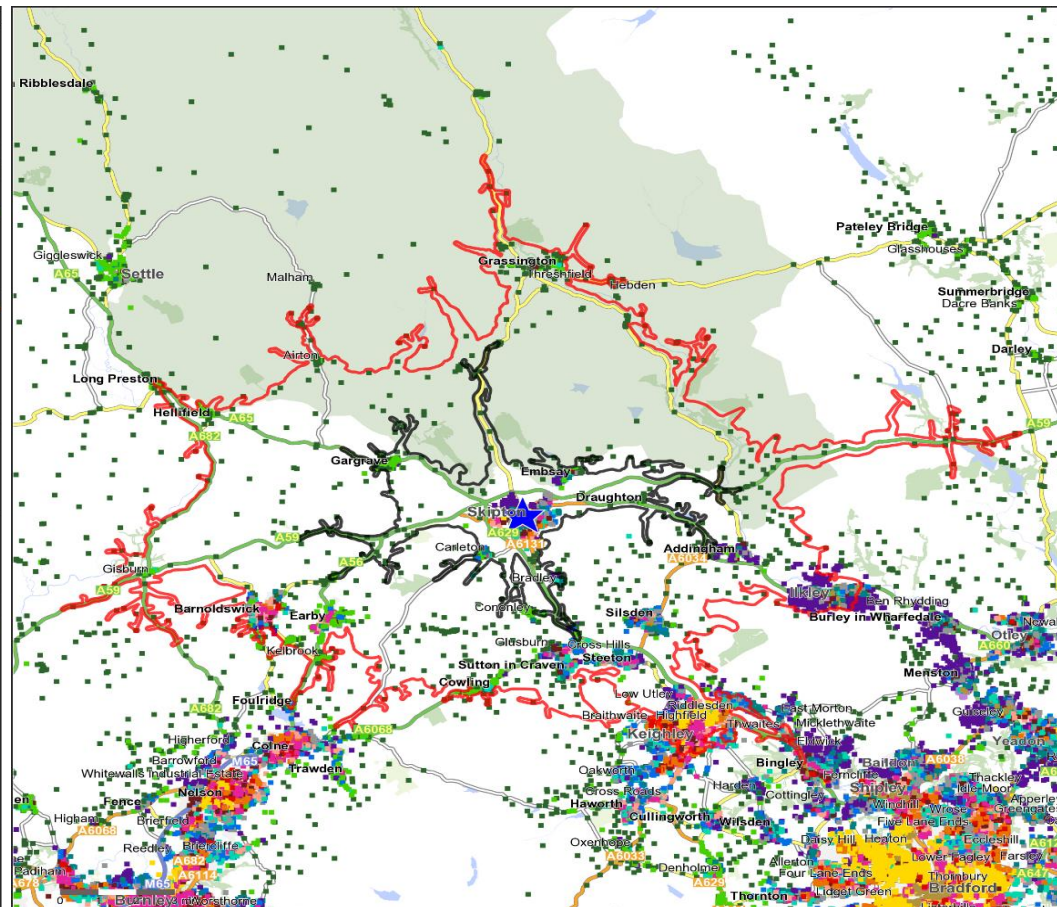
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,934	45.0	136	5,032	44.8	135	39,668	40.6	122
Medium (7-13)	1,845	43.0	130	4,802	42.8	129	35,320	36.2	109
High (14-19)	494	11.5	40	1,808	16.1	57	21,935	22.5	79

## 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	0	0
A02	Uptown Elite	8	8	8	80	8	80
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	6	34	36	1,518	6	1,518
B06	Diamond Days	69	463	551	2,440	69	2,440
B07	Alpha Families	43	221	286	1,051	43	1,051
B08	Bank of Mum and Dad	85	181	265	1,131	85	1,131
B09	Empty-Nest Adventure	19	115	479	1,588	19	1,588
C10	Wealthy Landowners	0	31	955	4,118	0	4,118
C11	Rural Vogue	0	1	251	1,174	0	1,174
C12	Scattered Homesteads	0	1	232	1,586	0	1,586
C13	Village Retirement	0	0	975	3,672	0	3,672
D14	Satellite Settlers	0	5	1,450	5,002	0	5,002
D15	Local Focus	0	0	231	2,418	0	2,418
D16	Outlying Seniors	0	0	383	3,097	0	3,097
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	130	212	236	2,297	130	2,297
E19	Bungalow Heaven	6	331	657	3,136	6	3,136
E20	Classic Grandparents	88	537	553	2,087	88	2,087
E21	Solo Retirees	406	544	587	2,028	406	2,028
F22	Boomerang Boarders	4	492	591	2,135	4	2,135
F23	Family Ties	0	20	24	785	0	785
F24	Fledgling Free	0	305	370	1,945	0	1,945
F25	Dependable Me	54	155	262	2,054	54	2,054
G26	Cafés and Catchments	78	78	78	566	78	566
G27	Thriving Independence	333	446	446	1,624	333	1,624
G28	Modern Parents	0	0	45	471	0	471
G29	Mid-Career Convention	25	329	693	3,990	25	3,990
H30	Primary Ambitions	44	148	159	817	44	817
H31	Affordable Fringe	0	522	587	2,706	0	2,706
H32	First-Rung Futures	249	493	519	2,583	249	2,583
H33	Contemporary Starts	0	44	167	819	0	819
H34	New Foundations	24	51	51	242	24	242
H35	Flying Solo	42	64	83	725	42	725

				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	56	56	308	0	308
I37	Budget Generations	0	206	206	409	0	409
I38	Economical Families	0	253	259	2,827	0	2,827
I39	Families on a Budget	0	23	29	1,293	0	1,293
J40	Value Rentals	5	332	351	3,326	5	3,326
J41	Youthful Endeavours	20	48	52	239	20	239
J42	Midlife Renters	1,111	1,333	1,413	4,071	1,111	4,071
J43	Renting Rooms	267	298	298	3,226	267	3,226
K44	Inner City Stalwarts	0	0	0	0	0	0
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	0	0	333	0	333
K47	Single Essentials	0	0	0	326	0	326
K48	Mature Workers	0	82	94	594	0	594
L49	Flatlet Seniors	0	0	0	919	0	919
L50	Pocket Pensions	126	378	516	2,362	126	2,362
L51	Retirement Communities	275	385	398	1,549	275	1,549
L52	Estate Veterans	36	208	253	453	36	453
L53	Seasoned Survivors	11	149	149	1,331	11	1,331
M54	Down-to-Earth Owners	0	86	92	1,577	0	1,577
M55	Back with the Folks	15	252	252	1,093	15	1,093
M56	Self Supporters	41	371	415	2,862	41	2,862
N57	Community Elders	0	0	0	183	0	183
N58	Culture & Comfort	0	0	0	239	0	239
N59	Large Family Living	0	179	179	6,006	0	6,006
N60	Ageing Access	206	211	211	525	206	525
O61	Career Builders	89	108	186	825	89	825
O62	Central Pulse	0	0	0	0	0	0
O63	Flexible Workforce	0	0	0	0	0	0
O64	Bus-Route Renters	381	439	439	895	381	895
O65	Learners & Earners	0	0	0	0	0	0
O66	Student Scene	0	0	0	0	0	0
U99	Unclassified	0	0	0	0	0	0
Total				4,296	11,228	18,058	97,656



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. E21 Solo Retirees

Senior singles owning affordable but pleasant homes, whose reduced incomes are satisfactory



- Elderly singles
- Small private pension
- Long length of residence
- Own a suburban semi or terrace
- Keep bills down by turning things off
- Don't like new technology

### 3. 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

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

### 2. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

### 3. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



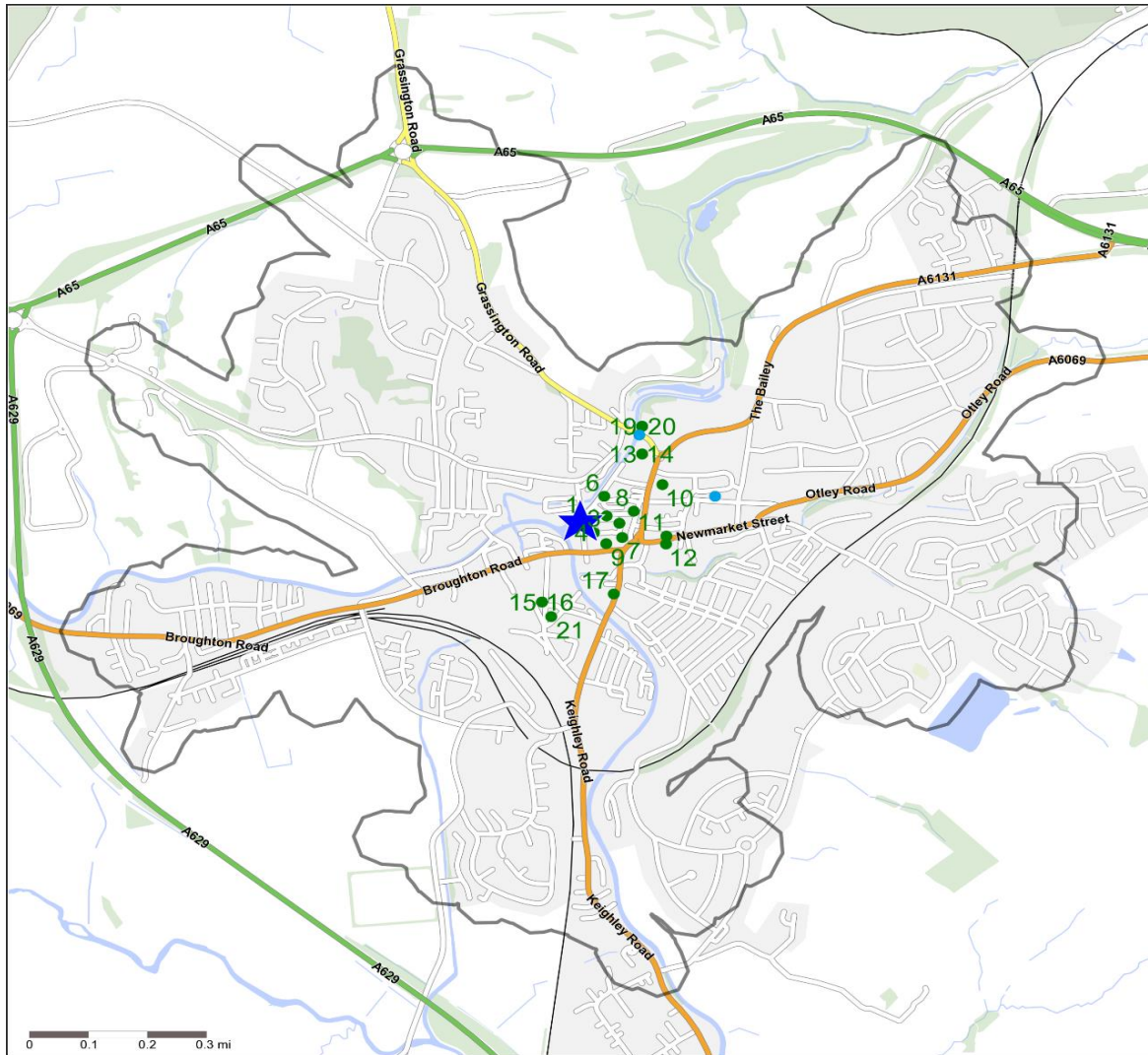
- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

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

	20 Minute Walktime											
	High			Medium			Low					
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	3,764	33.5	111	<div><div></div></div>	1,416	12.6	77	<div><div></div></div>	6,048	53.9	103	<div><div></div></div>
Male: Alone	4,958	44.2	148	<div><div></div></div>	1,245	11.1	71	<div><div></div></div>	5,024	44.7	84	<div><div></div></div>
Male: Group	3,925	35.0	153	<div><div></div></div>	2,533	22.6	86	<div><div></div></div>	4,769	42.5	86	<div><div></div></div>
Male: Pair	4,428	39.4	151	<div><div></div></div>	2,314	20.6	135	<div><div></div></div>	4,485	39.9	70	<div><div></div></div>
Mixed Sex: Group	3,562	31.7	139	<div><div></div></div>	1,815	16.2	51	<div><div></div></div>	5,851	52.1	119	<div><div></div></div>
Mixed Sex: Pair	4,316	38.4	164	<div><div></div></div>	1,911	17.0	52	<div><div></div></div>	5,001	44.5	104	<div><div></div></div>
With Children	4,349	38.7	134	<div><div></div></div>	1,618	14.4	86	<div><div></div></div>	5,260	46.8	88	<div><div></div></div>
Unknown	2,458	21.9	67	<div><div></div></div>	2,880	25.7	143	<div><div></div></div>	5,889	52.4	109	<div><div></div></div>
For Eating:												
Upmarket	3,273	29.2	95	<div><div></div></div>	3,046	27.1	130	<div><div></div></div>	4,909	43.7	93	<div><div></div></div>
Midmarket	4,530	40.3	117	<div><div></div></div>	199	1.8	20	<div><div></div></div>	6,498	57.9	105	<div><div></div></div>
Downmarket	3,497	31.1	140	<div><div></div></div>	3,587	31.9	92	<div><div></div></div>	4,144	36.9	89	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	3,047	27.1	90	<div><div></div></div>	2,229	19.9	84	<div><div></div></div>	5,952	53.0	118	<div><div></div></div>
Low (less than £10)	3,563	31.7	106	<div><div></div></div>	2,964	26.4	112	<div><div></div></div>	4,701	41.9	92	<div><div></div></div>
Medium (Between £10 and £40)	3,596	32.0	105	<div><div></div></div>	1,444	12.9	72	<div><div></div></div>	6,188	55.1	110	<div><div></div></div>
High (Greater than £40)	1,819	16.2	63	<div><div></div></div>	2,989	26.6	130	<div><div></div></div>	6,419	57.2	109	<div><div></div></div>

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	19,876	20.4	67	15,946	16.3	100	61,837	63.3	122
Male: Alone	33,408	34.2	115	12,269	12.6	80	51,982	53.2	100
Male: Group	18,101	18.5	81	26,852	27.5	105	52,706	54.0	109
Male: Pair	24,237	24.8	95	17,335	17.8	116	56,087	57.4	100
Mixed Sex: Group	17,897	18.3	80	30,501	31.2	98	49,261	50.4	115
Mixed Sex: Pair	24,775	25.4	108	28,914	29.6	91	43,969	45.0	105
With Children	30,000	30.7	106	17,458	17.9	106	50,201	51.4	97
Unknown	33,070	33.9	103	14,364	14.7	82	50,225	51.4	107
<b>For Eating:</b>									
Upmarket	23,666	24.2	79	17,974	18.4	88	56,019	57.4	121
Midmarket	29,717	30.4	89	2,645	2.7	30	65,297	66.9	121
Downmarket	19,923	20.4	92	33,093	33.9	97	44,643	45.7	110
<b>For Drinking (monthly spend):</b>									
Nothing	24,604	25.2	83	20,806	21.3	90	52,250	53.5	119
Low (less than £10)	26,265	26.9	90	28,506	29.2	124	42,888	43.9	97
Medium (Between £10 and £40)	22,525	23.1	75	18,830	19.3	108	56,305	57.7	115
High (Greater than £40)	10,758	11.0	43	24,418	25.0	122	62,483	64.0	122

## 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	Yorkshire Rose, BD23 1LH	Star Pubs & Bars	0.0	0.1
2	Narrow Boat, BD23 1JE	Heron & Brearley	0.6	2.8
3	Beer Engine, BD23 1LF	Independent Free	0.9	2.5
4	Lion Mews Tavern, BD23 1LF	Independent Free	0.9	2.5
5	V.Sq, BD23 1JF	Independent Free	0.9	2.7
6	Royal Shepherd, BD23 1LB	Ei Group	1.5	0.5
7	Woolly Sheep Inn, BD23 1HY	Timothy Taylor	1.5	2.6
8	Brody's, BD23 1JH	Independent Free	2.4	1.8
9	Cock & Bottle, BD23 1RD	Ei Group	2.4	2.1
10	Red Lion, BD23 1DT	Greene King	3.3	1.4
11	Early Doors, BD23 2HX	Independent Free	4.2	2.1
12	Devonshire, BD23 2HR	Wetherspoon	4.2	2.1
13	Black Horse, BD23 1JZ	Stonegate Pub Company	4.5	1.3
14	Forage Delicatessen And Fine Foods, BD23 1JZ	Independent Free	4.5	1.3
15	Goa Spice, BD23 2AB	Independent Free	4.8	2.3
16	Venue, BD23 2AB	Independent Free	4.8	2.3
17	Fleece Inn, BD23 2NS	Ei Group	4.8	2.4
18	5Pies And Mash Tun, BD23 1NJ	Independent Free	5.4	1.0
19	Castle Inn, BD23 1NJ	Star Pubs & Bars	5.4	1.0
20	Two Sisters Bar & Kitchen, BD23 1NJ	Independent Free	5.4	1.0