

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	12	17	60
Catchment Adults 18+	2,130	6,821	28,517
Catchment Adults 18+ Per Pub	178	401	475
Populaton Projection 2018 to 2028 (% change)	3.20%	5.47%	4.51%

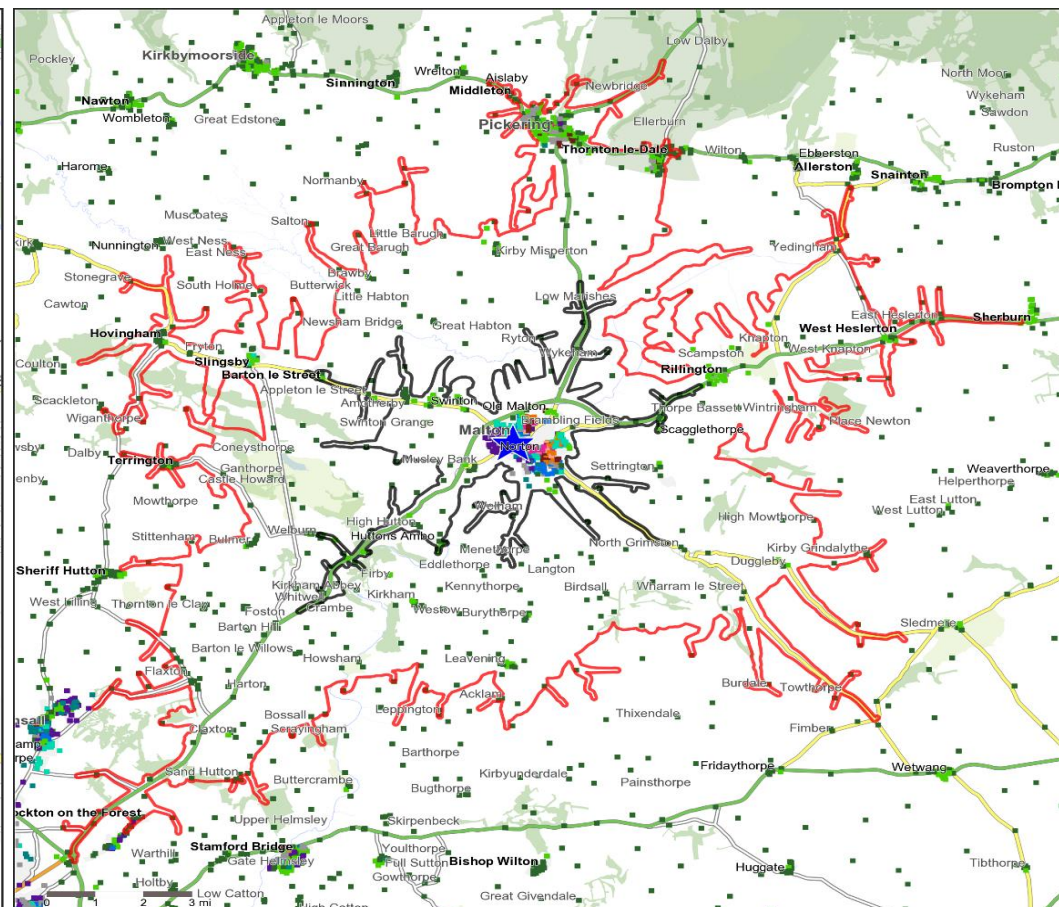
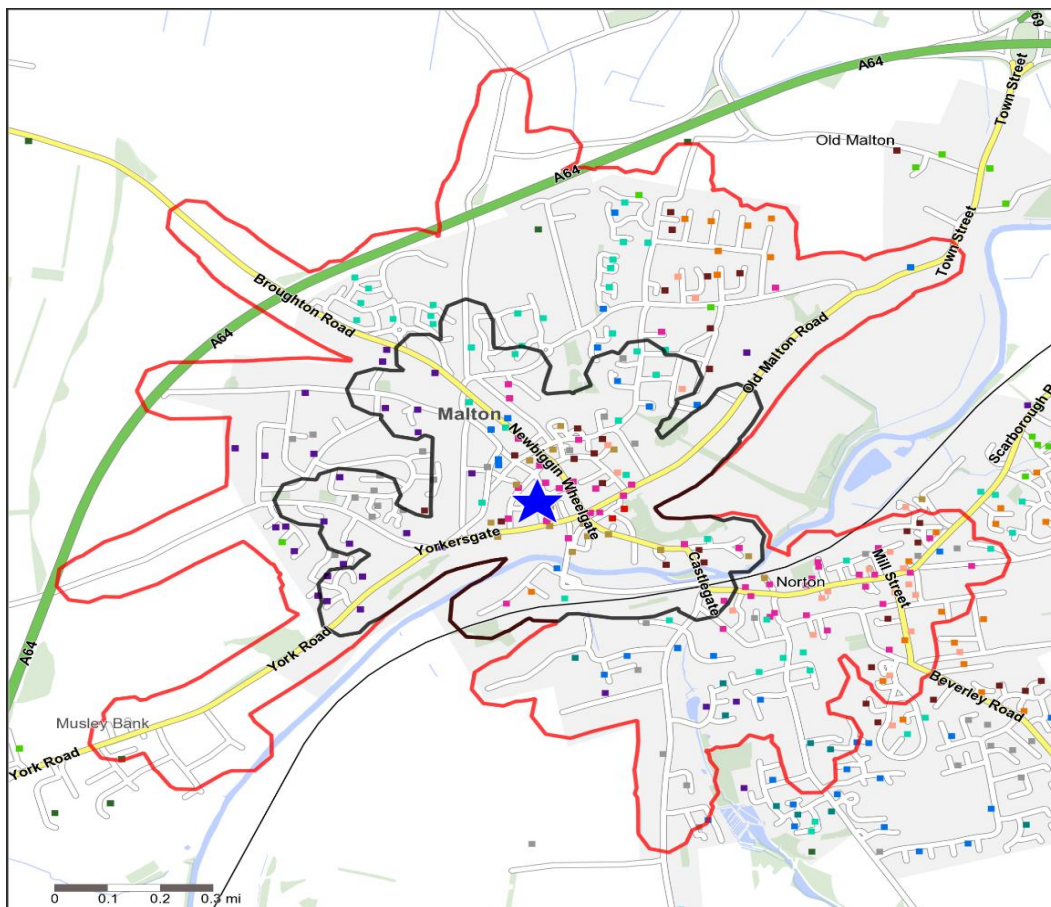
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	1,507	70.8	137	1	High Street Pub	4,976	73.0	141	1	Premium Local	16,793	58.9	114
2	Community Pub	1,456	68.4	147	2	Community Pub	4,348	63.7	137	2	Community Pub	15,174	53.2	114
3	Premium Local	926	43.5	69	3	Premium Local	3,129	45.9	73	3	Great Pub Great Food	15,116	53.0	84
4	Great Pub Great Food	701	32.9	255	4	Great Pub Great Food	2,274	33.3	258	4	High Street Pub	10,806	37.9	293
5	Circuit Bar	471	22.1	55	5	Circuit Bar	1,103	16.2	40	5	Bit of Style	2,099	7.4	18
6	Bit of Style	189	8.9	33	6	Bit of Style	977	14.3	53	6	Circuit Bar	1,820	6.4	24
7	Craft Led	135	6.3	62	7	Craft Led	351	5.1	50	7	Craft Led	396	1.4	13

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	175	8.2	93	470	6.9	78	2,071	7.3	82
C1	194	9.1	74	679	10.0	81	2,709	9.5	77
C2	195	9.2	111	694	10.2	123	2,792	9.8	119
DE	289	13.6	132	851	12.5	121	2,673	9.4	91

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)	847	39.8	120	2,684	39.3	119	7,550	26.5	80
Medium (7-13)	741	34.8	105	2,931	43.0	130	12,090	42.4	128
High (14-19)	526	24.7	87	1,341	19.7	69	8,238	28.9	102

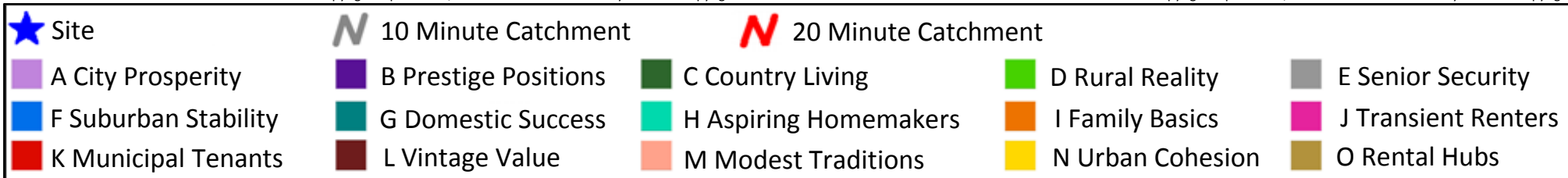
Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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	0
A02	Uptown Elite	0	0	0	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	24	35	35	35
B06	Diamond Days	95	100	127	134
B07	Alpha Families	29	121	121	123
B08	Bank of Mum and Dad	20	50	51	53
B09	Empty-Nest Adventure	116	401	418	419
C10	Wealthy Landowners	10	18	209	1,229
C11	Rural Vogue	1	21	414	2,073
C12	Scattered Homesteads	0	17	440	3,961
C13	Village Retirement	0	0	413	2,261
D14	Satellite Settlers	11	65	702	2,051
D15	Local Focus	0	4	276	2,271
D16	Outlying Seniors	0	0	145	2,439
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	98	126	128	128
E19	Bungalow Heaven	140	391	755	1,939
E20	Classic Grandparents	21	66	67	67
E21	Solo Retirees	26	44	47	47
F22	Boomerang Boarders	127	386	483	483
F23	Family Ties	4	21	136	136
F24	Fledgling Free	14	227	700	700
F25	Dependable Me	108	211	311	311
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	15	15	15
G28	Modern Parents	0	0	0	11
G29	Mid-Career Convention	12	179	528	681
H30	Primary Ambitions	6	33	48	48
H31	Affordable Fringe	140	481	710	710
H32	First-Rung Futures	46	162	207	207
H33	Contemporary Starts	40	250	732	738
H34	New Foundations	27	161	175	212
H35	Flying Solo	58	157	157	157

		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	22	52	167	168
I37	Budget Generations	0	348	548	548
I38	Economical Families	0	96	174	174
I39	Families on a Budget	0	0	56	56
J40	Value Rentals	0	20	20	30
J41	Youthful Endeavours	46	75	138	163
J42	Midlife Renters	227	880	930	972
J43	Renting Rooms	126	196	196	196
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	32	32	32	32
K48	Mature Workers	0	0	0	0
L49	Flatlet Seniors	54	54	54	54
L50	Pocket Pensions	51	402	631	1,043
L51	Retirement Communities	118	146	146	388
L52	Estate Veterans	0	0	127	127
L53	Seasoned Survivors	19	34	35	35
M54	Down-to-Earth Owners	0	50	73	73
M55	Back with the Folks	21	130	208	208
M56	Self Supporters	21	298	298	298
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	0	0
O61	Career Builders	0	0	0	0
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	222	266	274	311
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	0	1
Total		2,132	6,821	12,657	28,516

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. 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. L50 Pocket Pensions

Penny-wise elderly singles renting in developments of compact social homes



- Retired and mostly living alone
- 1 or 2 bedroom small homes
- Rented from social landlords
- Low incomes
- Prefer contact by landline phone
- Visit bank branch

Top 3 Mosaic Types in a 20 Minute Drivetime

1. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

2. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

3. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



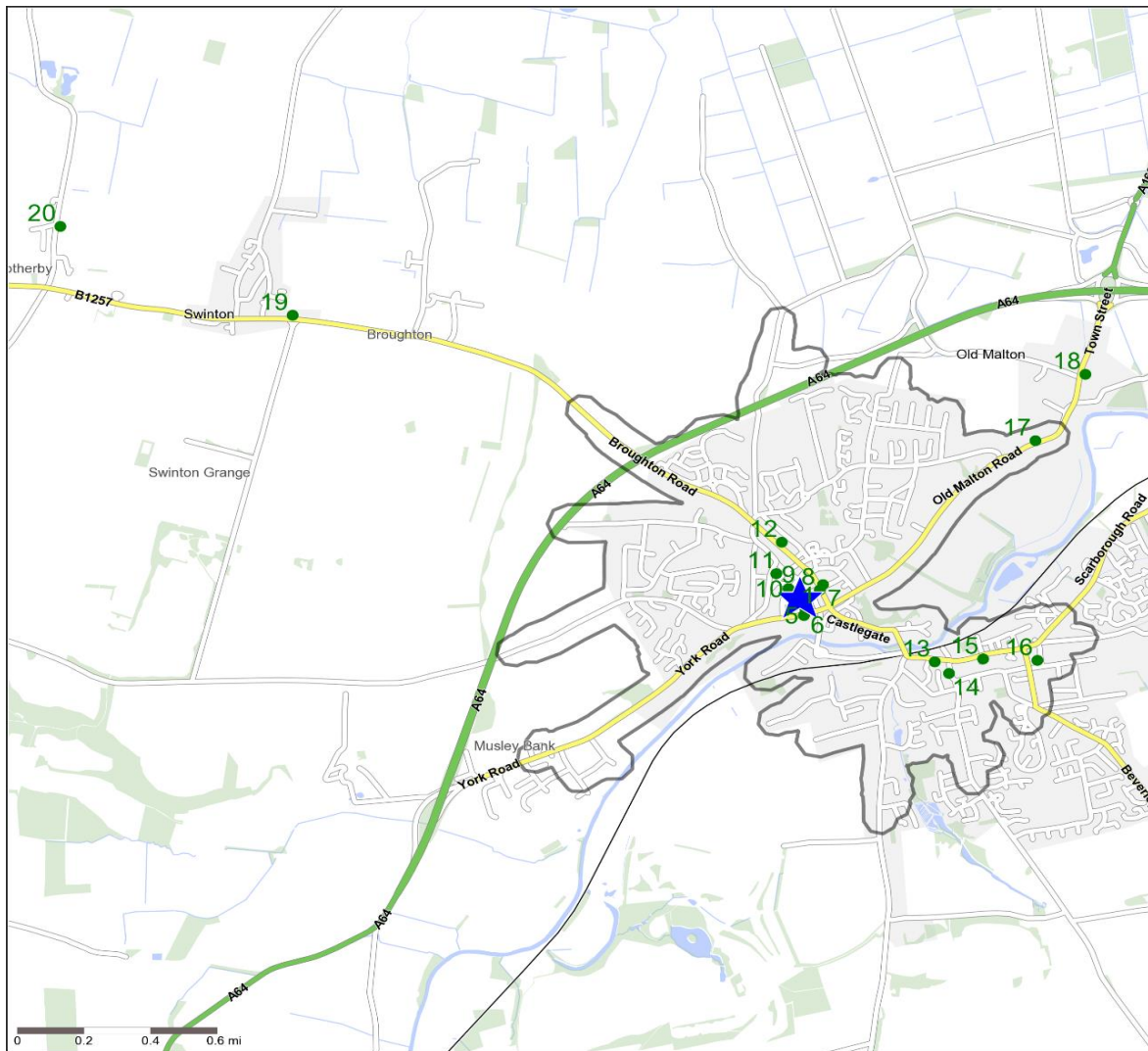
- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

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	2,324	34.1	113	1,267	18.6	114	3,230	47.4	91	
Male: Alone	3,571	52.4	176	246	3.6	23	3,004	44.0	83	
Male: Group	3,049	44.7	195	1,430	21.0	80	2,342	34.3	69	
Male: Pair	2,798	41.0	157	1,203	17.6	116	2,820	41.3	72	
Mixed Sex: Group	2,605	38.2	167	1,751	25.7	80	2,465	36.1	82	
Mixed Sex: Pair	2,872	42.1	180	1,609	23.6	73	2,341	34.3	80	
With Children	2,949	43.2	149	904	13.3	79	2,969	43.5	82	
Unknown	1,592	23.3	71	2,101	30.8	172	3,128	45.9	96	
For Eating:										
Upmarket	2,300	33.7	110	1,648	24.2	116	2,873	42.1	89	
Midmarket	2,457	36.0	105	284	4.2	46	4,080	59.8	108	
Downmarket	2,315	33.9	153	2,876	42.2	121	1,629	23.9	57	
For Drinking (monthly spend):										
Nothing	1,766	25.9	86	2,170	31.8	135	2,885	42.3	94	
Low (less than £10)	2,213	32.4	109	2,263	33.2	141	2,345	34.4	76	
Medium (Between £10 and £40)	2,230	32.7	107	794	11.6	65	3,796	55.7	111	
High (Greater than £40)	1,368	20.1	77	1,467	21.5	105	3,986	58.4	112	

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	3,409	12.0	39	6,066	21.3	130	19,040	66.8	128			
Male: Alone	7,872	27.6	93	825	2.9	19	19,818	69.5	130			
Male: Group	4,568	16.0	70	8,128	28.5	109	15,820	55.5	112			
Male: Pair	4,464	15.7	60	1,480	5.2	34	22,572	79.2	138			
Mixed Sex: Group	3,507	12.3	54	13,583	47.6	149	11,426	40.1	91			
Mixed Sex: Pair	6,232	21.9	93	12,294	43.1	133	9,989	35.0	82			
With Children	3,968	13.9	48	4,376	15.3	91	20,172	70.7	134			
Unknown	7,184	25.2	77	2,917	10.2	57	18,415	64.6	135			
For Eating:												
Upmarket	4,073	14.3	47	2,096	7.4	35	22,346	78.4	166			
Midmarket	3,191	11.2	33	544	1.9	21	24,780	86.9	157			
Downmarket	3,769	13.2	59	10,517	36.9	106	14,230	49.9	120			
For Drinking (monthly spend):												
Nothing	11,371	39.9	132	7,143	25.0	106	10,002	35.1	78			
Low (less than £10)	9,721	34.1	114	13,482	47.3	201	5,313	18.6	41			
Medium (Between £10 and £40)	3,534	12.4	41	8,832	31.0	174	16,150	56.6	113			
High (Greater than £40)	1,907	6.7	26	4,062	14.2	69	22,547	79.1	151			

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	Chancery, YO17 7LX	Independent Free	0.3	1.0
2	Rorys Bar, YO17 7LX	Independent Free	0.3	1.0
3	Royal Oak, YO17 7LX	Star Pubs & Bars	0.3	1.0
4	New Globe, YO17 7AA	Punch Pub Company	0.9	0.7
5	Th13Teen Cafe Bar, YO17 7AA	Independent Free	0.9	0.7
6	Gate Inn, YO17 7AB	*Other Small Retail Groups	0.9	0.8
7	Suddabys, YO17 7HP	Independent Free	1.8	1.0
8	Cross Keys, YO17 7HT	*Other Small Retail Groups	1.8	1.1
9	Chapter Two, YO17 7LP	*Other Small Retail Groups	2.1	0.5
10	Yard, YO17 7LP	Independent Free	2.1	0.5
11	Spotted Cow, YO17 7JN	Punch Pub Company	3.6	1.0
12	Blue Ball Inn, YO17 7JF	Independent Free	4.5	1.8
13	Derwent Arms, YO17 9HS	Independent Free	10.9	2.5
14	Railway Tavern, YO17 9AA	*Other Small Retail Groups	12.4	3.0
15	Union Inn, YO17 9ES	Punch Pub Company	13.6	3.1
16	Hyde Park, YO17 9JH	Independent Free	18.1	4.0
17	Royal Oak, YO17 7HB	Independent Free	18.7	3.7
18	Wentworth Arms, YO17 7HD	Independent Free	24.1	4.6
19	Blacksmiths Arms, YO17 6SQ	*Other Small Retail Groups	38.0	4.3
20	Queens Head, YO17 6UN	Independent Free	56.4	6.7