

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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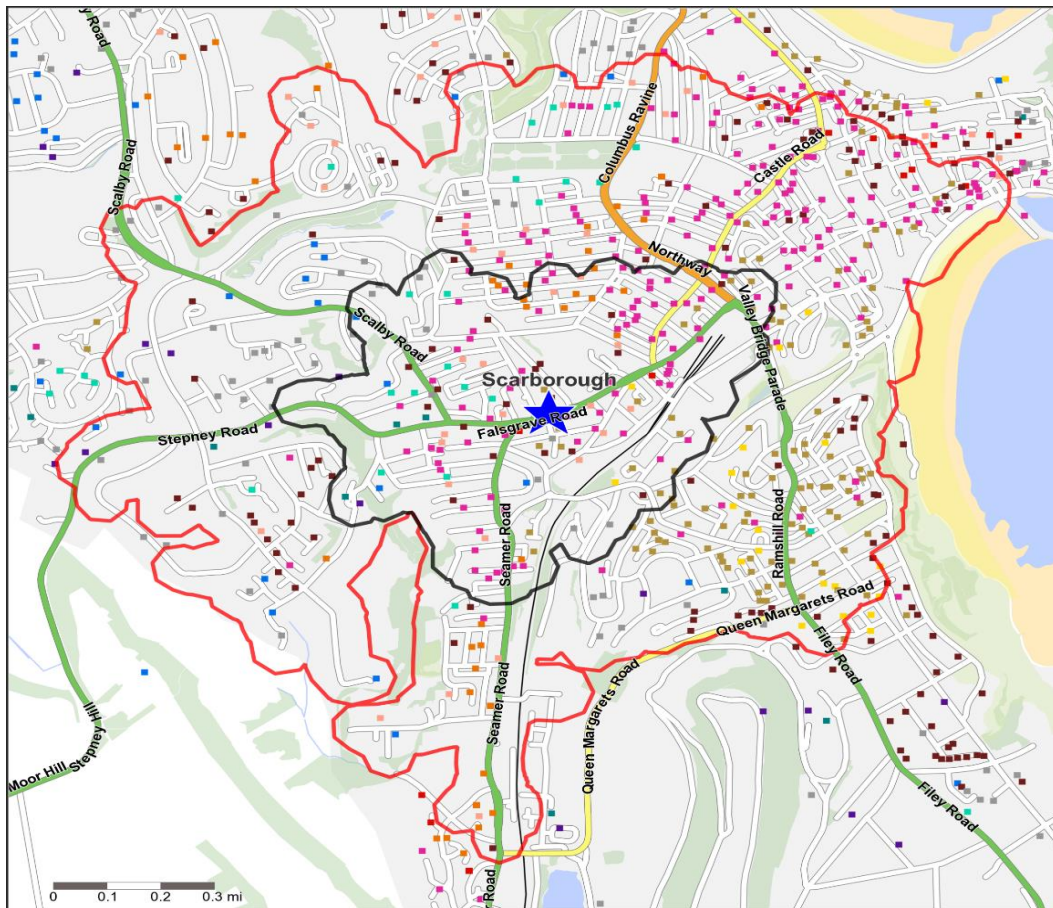
Number of Pubs	12	53	121
Catchment Adults 18+	6,399	21,316	68,738
Catchment Adults 18+ Per Pub	533	402	568
Populaton Projection 2018 to 2028 (% change)	1.41%	0.91%	0.83%

		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	6,222	97.2	188	1	High Street Pub	19,913	93.4	180	1	High Street Pub	46,654	67.9	131
2	Community Pub	5,979	93.4	200	2	Community Pub	18,437	86.5	186	2	Community Pub	44,355	64.5	138
3	Circuit Bar	1,253	19.6	31	3	Circuit Bar	5,404	25.4	40	3	Premium Local	21,671	31.5	50
4	Premium Local	729	11.4	88	4	Premium Local	3,644	17.1	132	4	Great Pub Great Food	17,371	25.3	195
5	Bit of Style	420	6.6	16	5	Craft Led	2,327	10.9	27	5	Circuit Bar	7,940	11.6	29
6	Craft Led	375	5.9	22	6	Bit of Style	2,306	10.8	40	6	Bit of Style	5,197	7.6	28
7	Great Pub Great Food	327	5.1	50	7	Great Pub Great Food	1,552	7.3	71	7	Craft Led	3,319	4.8	47

	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	354	5.5	63	1,211	5.7	64	3,859	5.6	63
C1	838	13.1	107	2,737	12.8	105	7,392	10.8	88
C2	685	10.7	130	2,095	9.8	119	6,359	9.3	112
DE	1,057	16.5	160	3,306	15.5	151	8,171	11.9	115

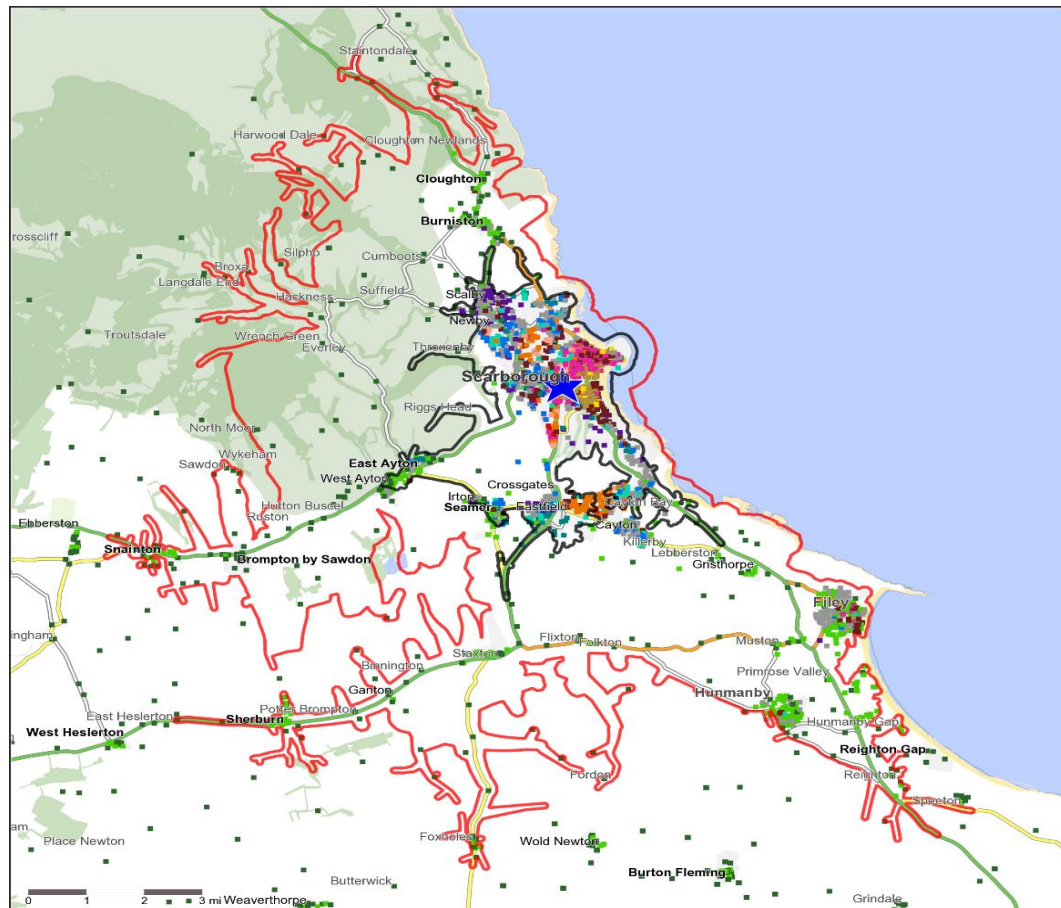
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	4,244	66.3	200	13,989	65.6	198	31,164	45.3	137
Medium (7-13)	2,075	32.4	98	6,315	29.6	89	28,516	41.5	125
High (14-19)	273	4.3	15	1,301	6.1	21	9,638	14.0	49

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	0
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	36	36
	B06	Diamond Days	0	23	241	245
	B07	Alpha Families	1	2	212	214
	B08	Bank of Mum and Dad	0	22	370	386
	B09	Empty-Nest Adventure	28	102	758	758
	C10	Wealthy Landowners	0	1	55	364
	C11	Rural Vogue	0	0	37	754
	C12	Scattered Homesteads	0	0	14	1,649
	C13	Village Retirement	0	0	377	1,592
	D14	Satellite Settlers	0	4	770	3,156
	D15	Local Focus	0	0	262	2,563
	D16	Outlying Seniors	0	0	277	3,561
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	22	253	979	979
	E19	Bungalow Heaven	63	599	4,732	8,711
	E20	Classic Grandparents	130	390	1,354	1,393
	E21	Solo Retirees	189	451	1,200	1,270
	F22	Boomerang Boarders	98	404	2,388	2,473
	F23	Family Ties	0	40	287	287
	F24	Fledgling Free	0	191	1,393	1,784
	F25	Dependable Me	34	41	514	654
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	69	80	102	102
	G28	Modern Parents	0	0	445	526
	G29	Mid-Career Convention	9	29	907	915
	H30	Primary Ambitions	0	115	115	115
	H31	Affordable Fringe	100	282	1,203	1,258
	H32	First-Rung Futures	250	655	1,195	1,202
	H33	Contemporary Starts	0	0	230	399
	H34	New Foundations	0	2	110	142
	H35	Flying Solo	0	85	160	195

			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	9	108	151
	I37	Budget Generations	0	72	1,286	1,732
	I38	Economical Families	499	1,205	1,614	1,698
	I39	Families on a Budget	0	50	1,896	2,612
	J40	Value Rentals	0	2	2	135
	J41	Youthful Endeavours	47	61	203	236
	J42	Midlife Renters	1,497	2,810	3,444	3,678
	J43	Renting Rooms	1,193	4,105	4,982	5,020
	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	33	249	406	456
	K48	Mature Workers	0	49	126	126
	L49	Flatlet Seniors	24	467	709	774
	L50	Pocket Pensions	149	814	1,285	1,867
	L51	Retirement Communities	148	819	2,367	2,793
	L52	Estate Veterans	24	223	612	725
	L53	Seasoned Survivors	291	344	528	533
	M54	Down-to-Earth Owners	26	179	244	331
	M55	Back with the Folks	210	676	1,118	1,135
	M56	Self Supporters	261	393	930	930
	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	23	544	621	621
	O61	Career Builders	0	45	64	64
	O62	Central Pulse	0	12	12	12
	O63	Flexible Workforce	2	18	18	18
	O64	Bus-Route Renters	831	3,060	3,673	3,908
	O65	Learners & Earners	90	1,158	1,267	1,267
	O66	Student Scene	0	105	105	105
	U99	Unclassified	58	79	79	127
Total			6,399	21,319	48,422	68,737

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. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

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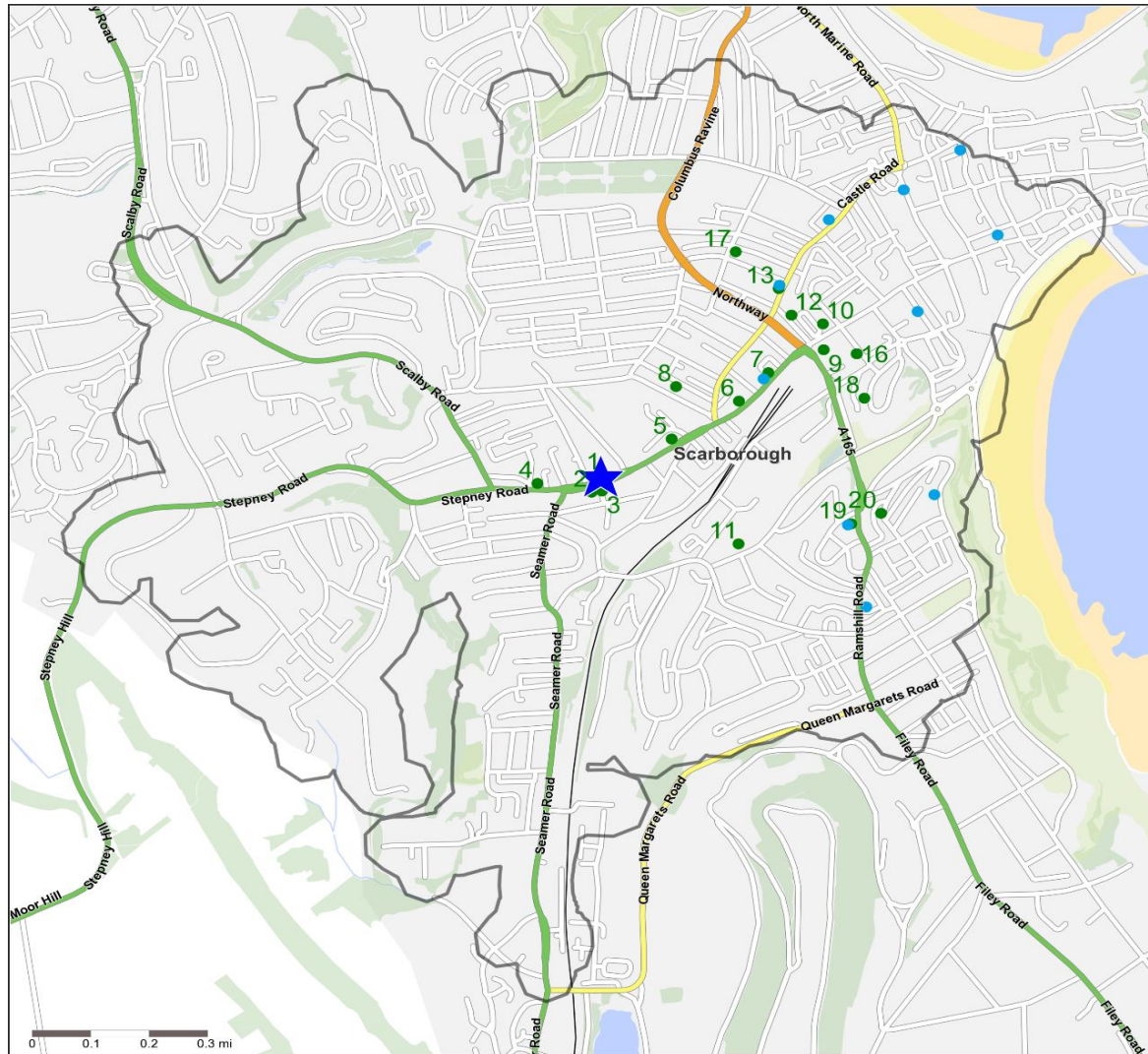
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Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 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	10,420	48.9	162		4,519	21.2	130		6,298	29.5	57	
Male: Alone	15,488	72.7	244		559	2.6	17		5,190	24.3	46	
Male: Group	8,595	40.3	176		8,018	37.6	144		4,624	21.7	44	
Male: Pair	11,575	54.3	208		7,196	33.8	221		2,466	11.6	20	
Mixed Sex: Group	13,744	64.5	282		2,566	12.0	38		4,928	23.1	53	
Mixed Sex: Pair	9,062	42.5	181		7,770	36.5	112		4,405	20.7	48	
With Children	13,811	64.8	224		524	2.5	15		6,902	32.4	61	
Unknown	6,559	30.8	94		6,875	32.3	180		7,803	36.6	76	
For Eating:												
Upmarket	6,667	31.3	102		8,524	40.0	192		6,047	28.4	60	
Midmarket	14,640	68.7	200		205	1.0	11		6,392	30.0	54	
Downmarket	7,965	37.4	168		5,777	27.1	78		7,495	35.2	85	
For Drinking (monthly spend):												
Nothing	4,235	19.9	66		6,245	29.3	124		10,758	50.5	113	
Low (less than £10)	2,699	12.7	42		9,254	43.4	185		9,285	43.6	96	
Medium (Between £10 and £40)	3,868	18.1	59		4,700	22.0	124		12,669	59.4	118	
High (Greater than £40)	3,208	15.0	58		5,098	23.9	117		12,932	60.7	116	

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	17,361	25.3	83	14,158	20.6	126	37,092	54.0	104
Male: Alone	31,377	45.6	153	4,915	7.2	46	32,319	47.0	88
Male: Group	17,390	25.3	111	24,920	36.3	138	26,301	38.3	77
Male: Pair	21,272	30.9	119	11,449	16.7	109	35,890	52.2	91
Mixed Sex: Group	20,824	30.3	133	26,598	38.7	121	21,189	30.8	70
Mixed Sex: Pair	22,231	32.3	138	29,004	42.2	130	17,377	25.3	59
With Children	22,095	32.1	111	7,969	11.6	69	38,548	56.1	106
Unknown	18,711	27.2	83	10,671	15.5	87	39,229	57.1	119
For Eating:									
Upmarket	14,890	21.7	71	12,358	18.0	86	41,363	60.2	127
Midmarket	23,110	33.6	98	3,194	4.6	52	42,307	61.5	111
Downmarket	18,266	26.6	120	28,153	41.0	117	22,193	32.3	78
For Drinking (monthly spend):									
Nothing	19,936	29.0	96	22,902	33.3	141	25,774	37.5	84
Low (less than £10)	15,086	21.9	74	32,216	46.9	200	21,310	31.0	68
Medium (Between £10 and £40)	13,159	19.1	63	11,623	16.9	95	43,829	63.8	127
High (Greater than £40)	9,394	13.7	53	10,767	15.7	76	48,450	70.5	135

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	Commercial, YO12 5EG	Star Pubs & Bars	0.0	0.1
2	Tap & Spile, YO12 5AZ	Ei Group	1.2	0.5
3	Firk Inn, YO12 5AY	Independent Free	1.5	0.6
4	New Tavern, YO12 5EY	Marston's	2.7	0.8
5	Ship Inn, YO12 5EA	Ei Group	3.0	0.5
6	Stumble Inn, YO11 1TS	Independent Free	6.3	1.0
7	Victoria Hotel, YO11 1TP	Star Pubs & Bars	7.5	1.3
8	Roscoes, YO12 7BX	Independent Free	7.5	1.5
9	L'amour Cabaret Bar, YO11 1UY	Independent Free	9.7	1.6
10	Lord Rosebery, YO11 1JW	Wetherspoon	10.3	3.8
11	Valley, YO11 2LX	Independent Free	10.9	2.2
12	Alma Inn, YO11 1SJ	Independent Free	10.9	2.3
13	Spa, YO11 1SH	Star Pubs & Bars	11.8	2.0
14	George Michaels, YO11 2NP	Independent Free	12.4	3.3
15	Klosters Wine Bar, YO11 2NP	Independent Free	12.4	3.3
16	Storm, YO11 2NP	Independent Free	12.4	3.3
17	Trafalgar Hotel, YO12 7AU	Punch Pub Company	13.3	2.3
18	Scholars Bar At Bedford Hotel, YO11 2PW	Independent Free	14.2	3.0
19	Cask Inn & Club, YO11 2LQ	Star Pubs & Bars	16.0	2.6
20	Yorkshire Tap, YO11 2BJ	Independent Free	17.8	3.0