

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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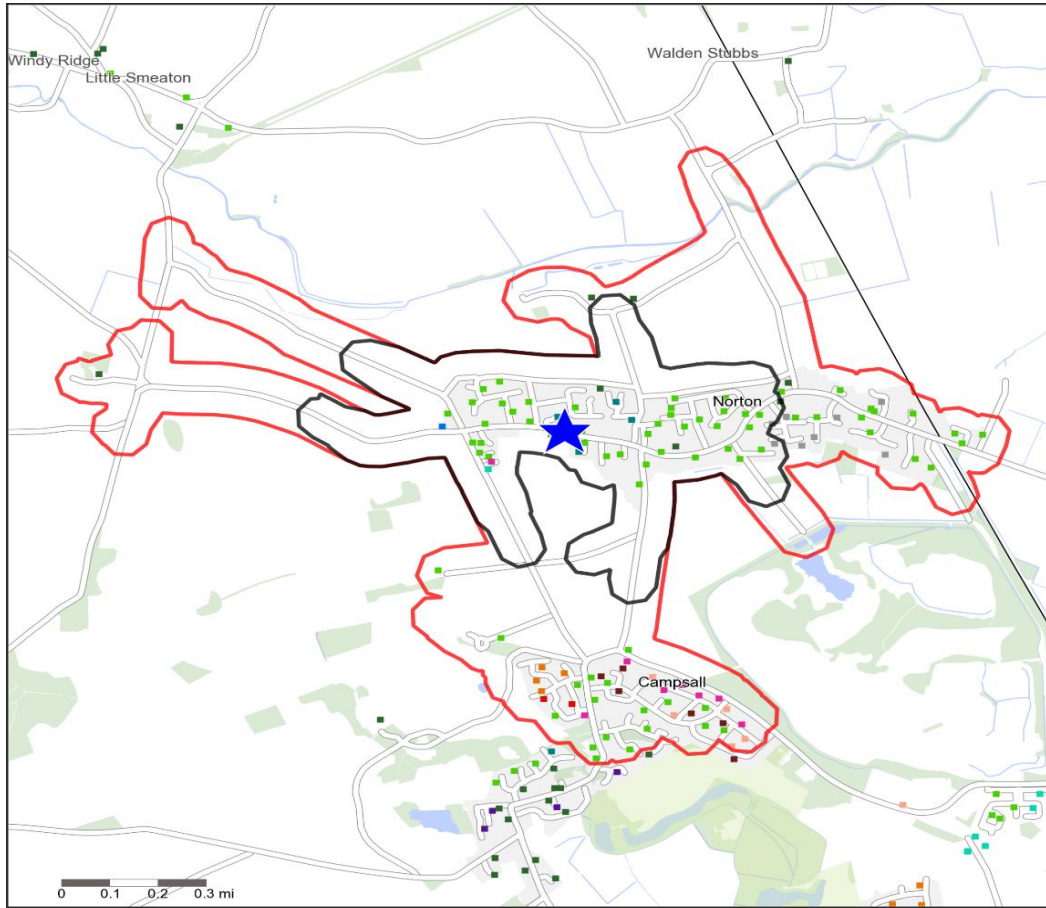
Number of Pubs	2	2	194
Catchment Adults 18+	1,373	3,033	209,100
Catchment Adults 18+ Per Pub	687	1,517	1,078
Populaton Projection 2020 to 2030 (% change)	3.62%	3.29%	6.17%

Rank	Type	10 Minute Walktime			Rank	Type	20 Minute Walktime			Rank	Type	20 Minute Drivetime		
		Target Customers	% of Population	Index			Target Customers	% of Population	Index			Target Customers	% of Population	Index
1	Community Pub	904	65.8	125	1	Community Pub	2,134	70.4	134	1	High Street Pub	170,766	81.7	156
2	High Street Pub	597	43.5	93	2	High Street Pub	1,492	49.2	105	2	Community Pub	158,095	75.6	161
3	Great Pub Great Food	417	30.4	48	3	Premium Local	818	27.0	42	3	Premium Local	72,499	34.7	54
4	Premium Local	417	30.4	212	4	Great Pub Great Food	706	23.3	162	4	Great Pub Great Food	48,476	23.2	162
5	Bit of Style	139	10.1	25	5	Bit of Style	336	11.1	27	5	Bit of Style	35,619	17.0	42
6	Circuit Bar	7	0.5	2	6	Circuit Bar	7	0.2	1	6	Circuit Bar	15,902	7.6	27
7	Craft Led	7	0.5	5	7	Craft Led	7	0.2	2	7	Craft Led	7,293	3.5	31

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	91	6.6	75	172	5.7	64	10,669	5.1	58
C1	159	11.6	94	317	10.5	85	21,181	10.1	82
C2	145	10.6	128	289	9.5	115	20,945	10.0	121
DE	119	8.7	84	319	10.5	102	31,315	15.0	145

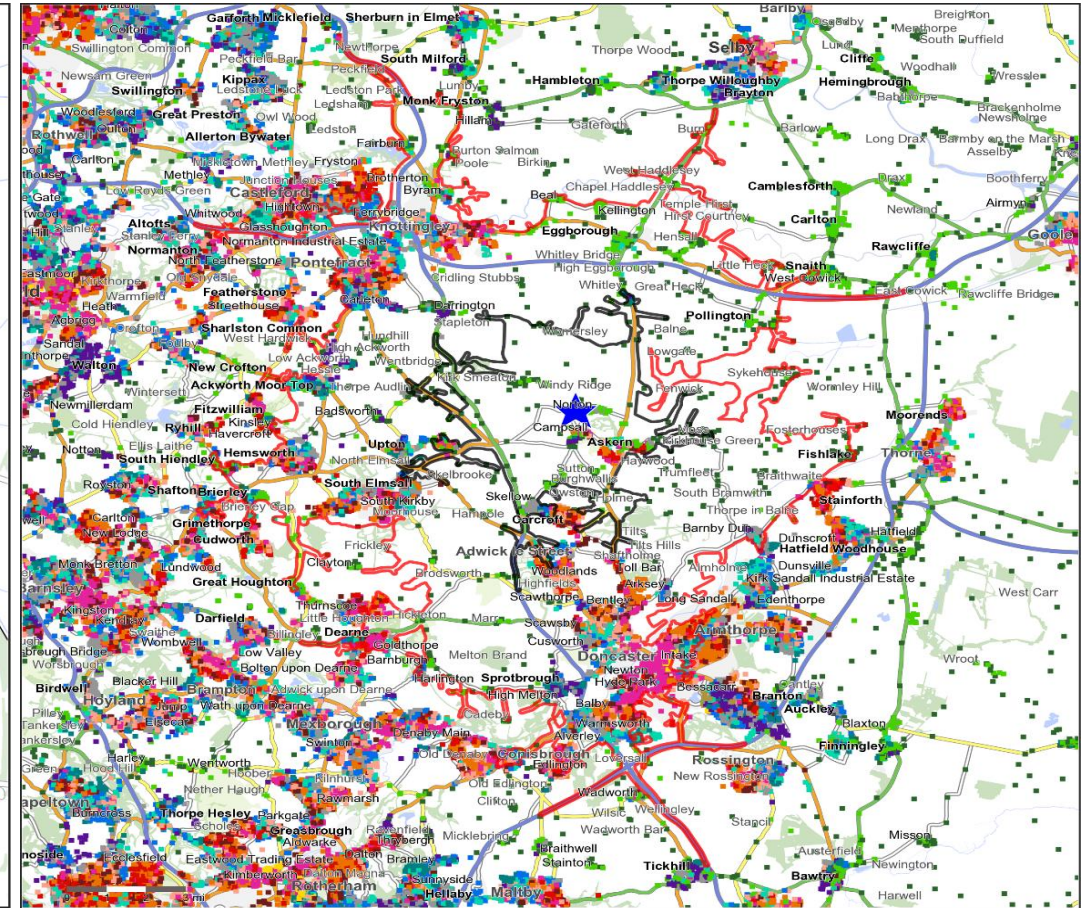
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	456	33.2	100	1,539	50.7	153	133,781	64.0	192
Medium (7-13)	699	50.9	153	1,092	36.0	108	58,847	28.1	85
High (14-19)	189	13.8	48	338	11.1	39	17,120	8.2	29

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

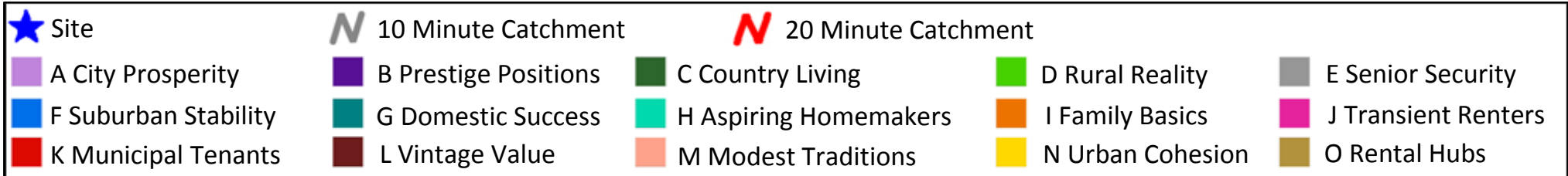


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0	19
B06	Diamond Days	0	0	0	265
B07	Alpha Families	0	0	39	1,133
B08	Bank of Mum and Dad	0	0	50	539
B09	Empty-Nest Adventure	0	29	38	2,148
C10	Wealthy Landowners	0	1	450	1,535
C11	Rural Vogue	0	17	488	1,985
C12	Scattered Homesteads	0	7	277	1,234
C13	Village Retirement	52	99	875	4,234
D14	Satellite Settlers	249	431	928	3,931
D15	Local Focus	417	750	1,566	4,097
D16	Outlying Seniors	458	700	1,533	4,382
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	0	452
E19	Bungalow Heaven	51	200	1,311	8,770
E20	Classic Grandparents	0	0	55	4,469
E21	Solo Retirees	0	0	36	3,081
F22	Boomerang Boarders	0	0	52	2,927
F23	Family Ties	0	0	34	1,297
F24	Fledgling Free	7	7	258	6,879
F25	Dependable Me	0	0	71	3,460
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	0	0	468
G28	Modern Parents	110	110	355	3,470
G29	Mid-Career Convention	0	5	211	3,585
H30	Primary Ambitions	0	0	0	2,578
H31	Affordable Fringe	0	0	154	10,947
H32	First-Rung Futures	0	0	41	4,815
H33	Contemporary Starts	0	0	166	4,246
H34	New Foundations	0	0	166	948
H35	Flying Solo	7	7	7	779

		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	0	115
I37	Budget Generations	0	80	701	6,402
I38	Economical Families	0	40	692	11,233
I39	Families on a Budget	0	27	436	11,880
J40	Value Rentals	22	214	2,259	14,539
J41	Youthful Endeavours	0	0	34	1,599
J42	Midlife Renters	0	0	43	3,003
J43	Renting Rooms	0	0	4	16,717
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	843
K47	Single Essentials	0	0	0	1,509
K48	Mature Workers	0	58	1,690	12,844
L49	Flatlet Seniors	0	0	0	2,425
L50	Pocket Pensions	0	127	646	8,209
L51	Retirement Communities	0	0	0	173
L52	Estate Veterans	0	0	7	1,658
L53	Seasoned Survivors	0	12	68	4,525
M54	Down-to-Earth Owners	0	111	966	9,212
M55	Back with the Folks	0	0	71	4,783
M56	Self Supporters	0	0	74	6,189
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	416
O61	Career Builders	0	0	0	145
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	45
O64	Bus-Route Renters	0	0	72	1,961
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	0	0
Total		1,373	3,032	16,924	209,098

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

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. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

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. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

3. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



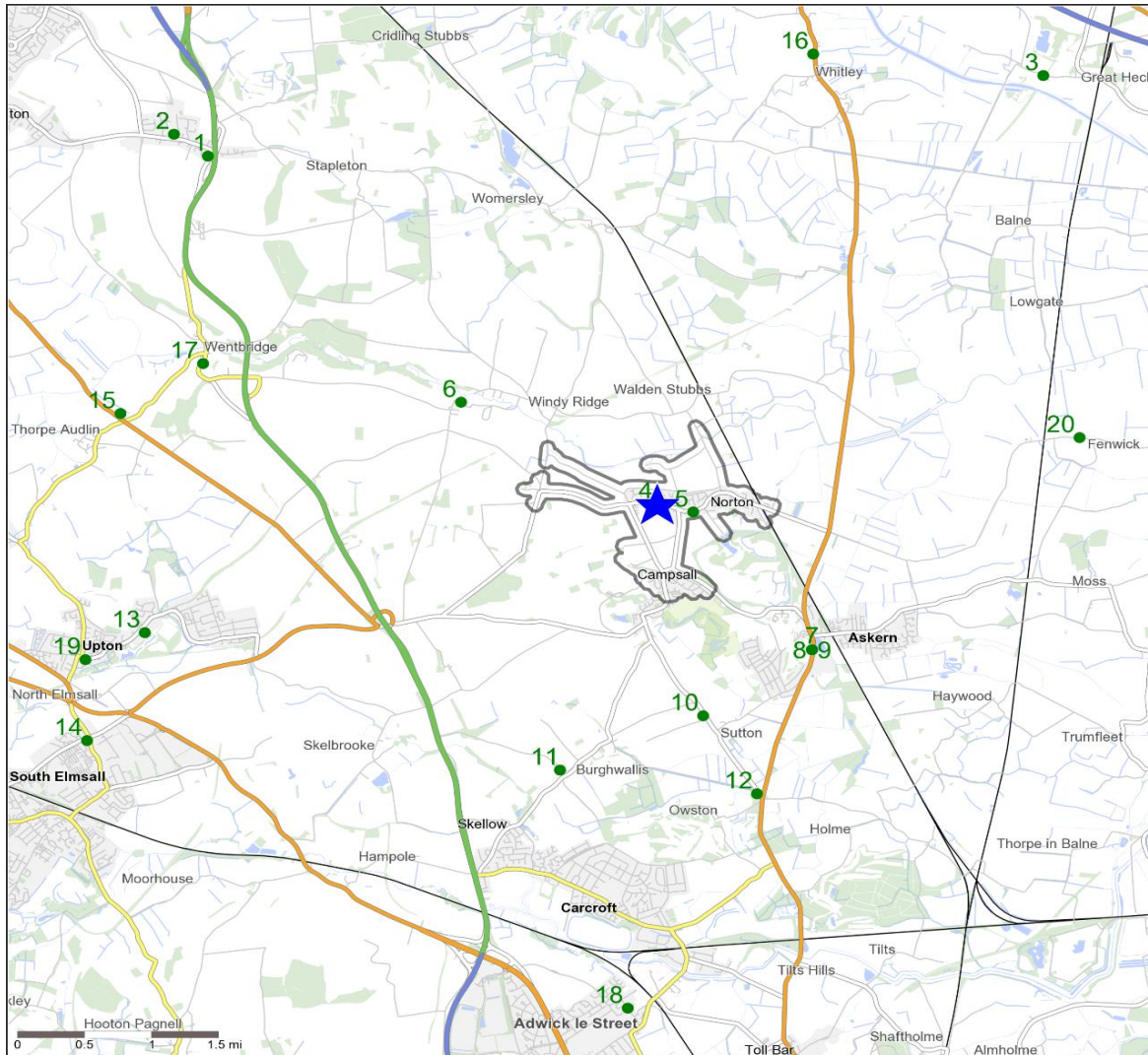
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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	364	12.0	37	1,262	41.6	245	1,407	46.4	91		
Male: Alone	1,018	33.6	113	356	11.7	71	1,658	54.7	102		
Male: Group	265	8.7	38	1,166	38.4	142	1,602	52.8	105		
Male: Pair	127	4.2	16	52	1.7	11	2,854	94.1	161		
Mixed Sex: Group	120	4.0	16	2,414	79.6	248	499	16.5	38		
Mixed Sex: Pair	627	20.7	85	1,213	40.0	121	1,193	39.3	92		
With Children	348	11.5	39	996	32.8	187	1,688	55.7	106		
Unknown	1,631	53.8	155	7	0.2	1	1,395	46.0	98		
For Eating:											
Upmarket	92	3.0	9	364	12.0	55	2,576	84.9	184		
Midmarket	334	11.0	31	34	1.1	12	2,665	87.9	160		
Downmarket	296	9.8	42	2,054	67.7	192	682	22.5	54		
For Drinking (monthly spend):											
Nothing	1,747	57.6	188	515	17.0	72	771	25.4	56		
Low (less than £10)	330	10.9	37	2,257	74.4	313	446	14.7	32		
Medium (Between £10 and £40)	224	7.4	24	265	8.7	48	2,543	83.8	164		
High (Greater than £40)	219	7.2	27	223	7.4	35	2,591	85.4	162		

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	54,338	26.0	81	43,488	20.8	122	111,274	53.2	105	
Male: Alone	76,361	36.5	123	36,439	17.4	105	96,300	46.1	86	
Male: Group	53,891	25.8	112	67,526	32.3	120	87,683	41.9	84	
Male: Pair	40,198	19.2	73	50,968	24.4	159	117,934	56.4	96	
Mixed Sex: Group	57,460	27.5	112	59,536	28.5	89	92,104	44.0	102	
Mixed Sex: Pair	47,315	22.6	93	82,901	39.6	120	78,884	37.7	88	
With Children	82,065	39.2	132	44,961	21.5	123	82,074	39.3	74	
Unknown	81,162	38.8	112	19,100	9.1	49	108,838	52.1	111	
For Eating:										
Upmarket	40,651	19.4	60	54,735	26.2	121	113,714	54.4	118	
Midmarket	68,937	33.0	91	14,373	6.9	75	125,790	60.2	110	
Downmarket	78,992	37.8	163	79,060	37.8	107	51,048	24.4	59	
For Drinking (monthly spend):										
Nothing	78,984	37.8	123	52,501	25.1	107	77,615	37.1	81	
Low (less than £10)	49,294	23.6	79	59,029	28.2	119	100,776	48.2	104	
Medium (Between £10 and £40)	43,846	21.0	68	38,454	18.4	101	126,800	60.6	119	
High (Greater than £40)	25,593	12.2	46	58,949	28.2	136	124,558	59.6	113	

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Darrington, WF 8 3BL	Greene King	0.0	10.8
2	Spread At Darrington, WF 8 3AP	Ei Group	0.0	11.8
3	Bay Horse Inn, DN14 0BQ	Old Mill Brewery	0.0	12.7
4	Royal Hotel, DN 6 9EG	Star Pubs & Bars	0.3	0.1
5	Schoolboy, DN 6 9EL	*Other Small Retail Groups	5.1	0.9
6	Shoulder Of Mutton Inn, WF 8 3JY	Independent Free	40.1	4.9
7	Crown, DN 6 0AB	Independent Free	41.3	5.6
8	Red Lion, DN 6 0AB	Independent Free	41.3	5.6
9	White Hart Hotel, DN 6 0AB	Independent Free	41.3	5.6
10	Anne Arms, DN 6 9JX	Star Pubs & Bars	42.6	5.7
11	Burghwallis, DN 6 9JT	*Other Small Retail Groups	57.3	7.7
12	Owston Park Lodge, DN 6 9JG	Greene King	57.9	7.2
13	Gantry, WF 9 1JJ	Unknown	102.7	11.5
14	Barnsley Oak, WF 9 2DT	Ei Group	105.7	9.8
15	Earl Of Pontefract, WF 8 3EL	Ei Group	106.1	9.3
16	George & Dragon Inn, DN14 0HY	Ei Group	106.5	10.4
17	Blue Bell Hotel, WF 8 3JP	Independent Free	109.4	8.9
18	Foresters Arms, DN 6 7AA	Ei Group	110.1	11.4
19	Upton Arms, WF 9 1HG	Star Pubs & Bars	111.5	11.6
20	Baxter Arms, DN 6 0HA	Independent Free	113.4	10.0