

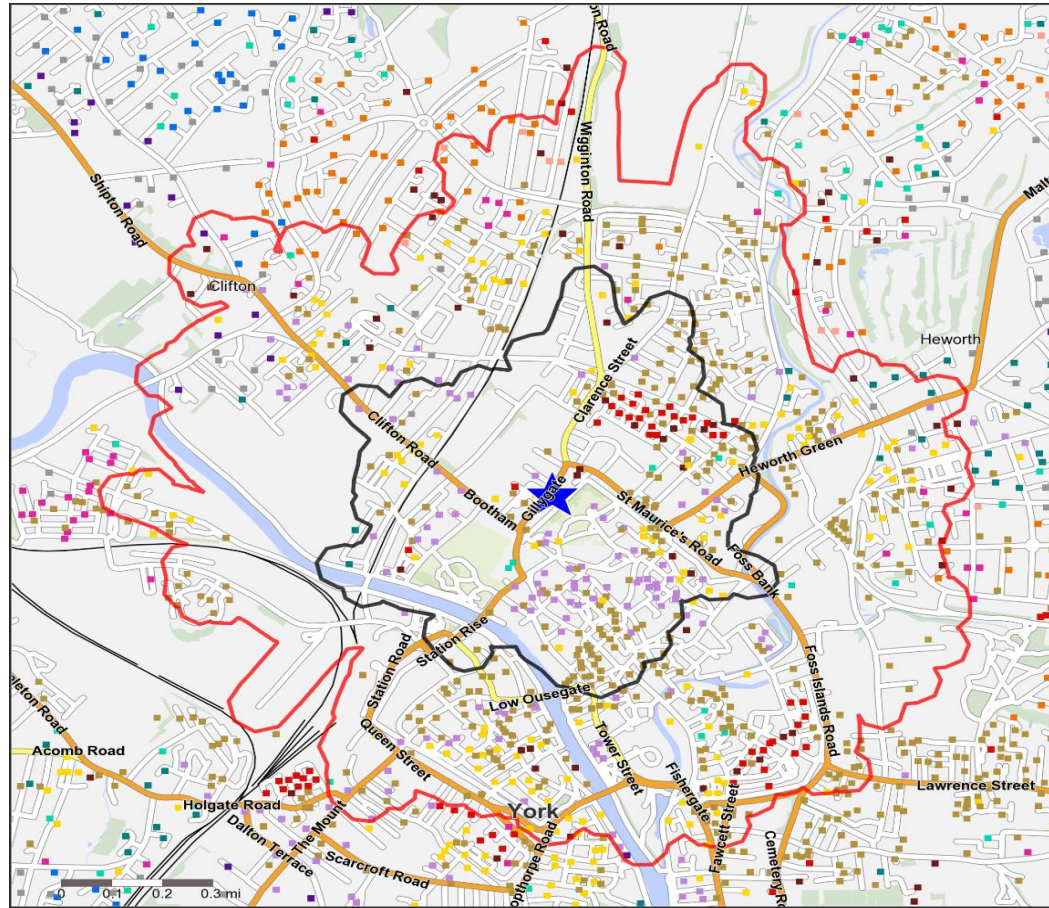
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	78	139	242
Catchment Adults 18+	6,939	27,168	182,528
Catchment Adults 18+ Per Pub	89	195	754
Populaton Projection 2018 to 2028 (% change)	9.04%	8.03%	6.48%

		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	Bit of Style	5,004	72.1	139	1	High Street Pub	20,835	76.7	148	1	High Street Pub	124,381	68.1	132
2	High Street Pub	4,648	67.0	144	2	Bit of Style	16,010	58.9	126	2	Premium Local	96,350	52.8	113
3	Circuit Bar	3,964	57.1	91	3	Craft Led	12,690	46.7	74	3	Community Pub	78,875	43.2	69
4	Craft Led	3,342	48.2	372	4	Circuit Bar	12,504	46.0	356	4	Great Pub Great Food	74,069	40.6	314
5	Premium Local	2,582	37.2	92	5	Community Pub	10,752	39.6	98	5	Bit of Style	60,599	33.2	82
6	Community Pub	2,075	29.9	111	6	Premium Local	9,128	33.6	125	6	Circuit Bar	36,290	19.9	74
7	Great Pub Great Food	1,466	21.1	205	7	Great Pub Great Food	5,046	18.6	180	7	Craft Led	35,114	19.2	187

	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	876	12.6	143	3,420	12.6	142	18,659	10.2	116
C1	1,108	16.0	130	4,067	15.0	122	22,072	12.1	99
C2	332	4.8	58	1,430	5.3	64	12,657	6.9	84
DE	581	8.4	81	2,418	8.9	86	14,729	8.1	78

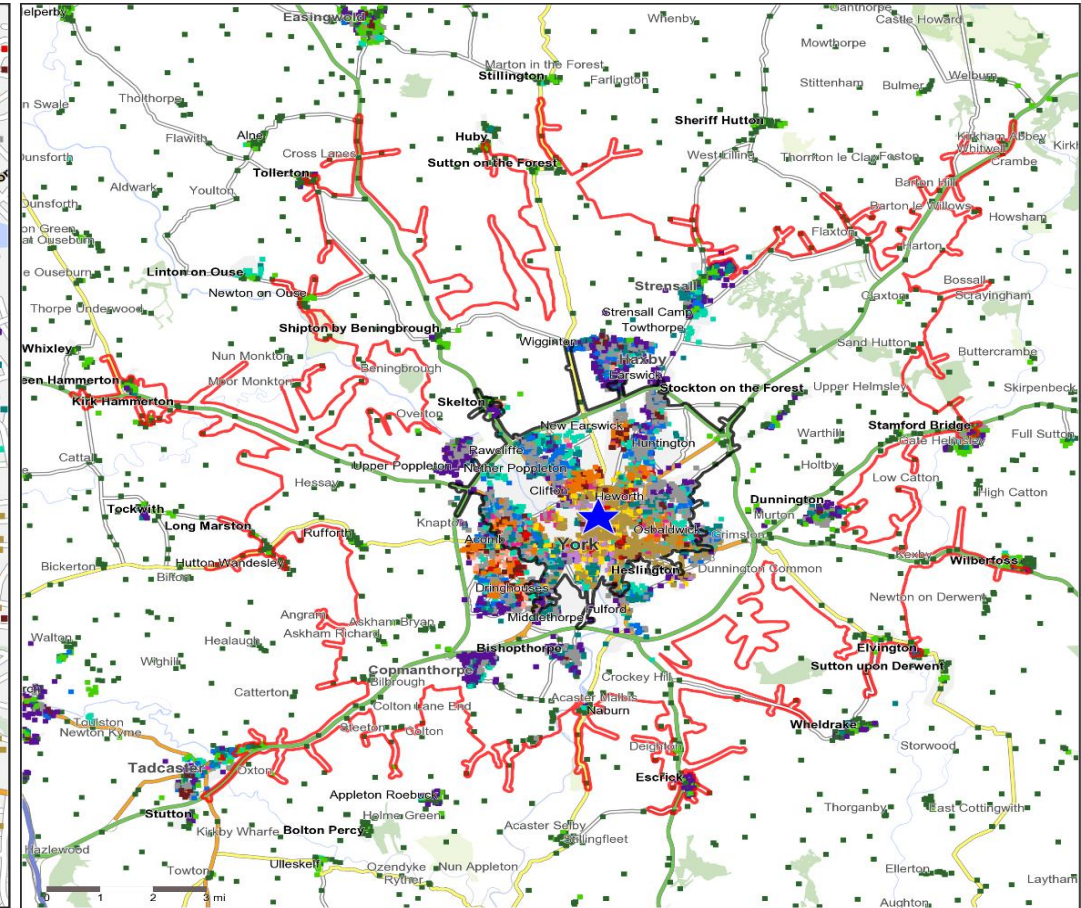
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,770	25.5	77	9,258	34.1	103	47,004	25.8	78
Medium (7-13)	2,127	30.7	92	9,198	33.9	102	69,987	38.3	116
High (14-19)	1,004	14.5	51	3,023	11.1	39	46,394	25.4	89

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		31	33	64	64
A02	Uptown Elite		844	1,789	3,368	3,444
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		346	719	720	720
B05	Premium Fortunes		0	33	191	382
B06	Diamond Days		0	85	721	1,556
B07	Alpha Families		0	17	305	2,723
B08	Bank of Mum and Dad		0	0	555	2,758
B09	Empty-Nest Adventure		0	0	1,591	7,526
C10	Wealthy Landowners		0	0	241	4,275
C11	Rural Vogue		0	0	33	1,682
C12	Scattered Homesteads		0	0	0	673
C13	Village Retirement		0	0	149	3,302
D14	Satellite Settlers		0	0	107	3,301
D15	Local Focus		0	0	0	629
D16	Outlying Seniors		0	0	0	708
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		13	276	3,936	8,249
E19	Bungalow Heaven		0	0	5,072	9,878
E20	Classic Grandparents		0	36	4,700	6,117
E21	Solo Retirees		0	106	2,817	3,910
F22	Boomerang Boarders		0	2	3,313	6,168
F23	Family Ties		0	0	1,985	2,902
F24	Fledgling Free		0	0	161	564
F25	Dependable Me		0	75	1,491	3,203
G26	Cafés and Catchments		1	90	2,063	2,756
G27	Thriving Independence		91	447	4,982	6,788
G28	Modern Parents		0	0	726	2,147
G29	Mid-Career Convention		0	0	836	3,817
H30	Primary Ambitions		0	38	3,648	4,708
H31	Affordable Fringe		0	0	723	1,126
H32	First-Rung Futures		0	40	1,917	2,957
H33	Contemporary Starts		0	0	664	2,015
H34	New Foundations		699	958	1,454	1,567
H35	Flying Solo		0	24	1,067	1,613

			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	766	5,228	7,457
I37	Budget Generations		0	26	267	744
I38	Economical Families		0	0	63	530
I39	Families on a Budget		0	73	1,869	2,608
J40	Value Rentals		0	0	121	121
J41	Youthful Endeavours		0	28	636	797
J42	Midlife Renters		0	239	2,746	3,016
J43	Renting Rooms		0	143	603	617
K44	Inner City Stalwarts		71	207	734	734
K45	City Diversity		0	0	0	0
K46	High Rise Residents		0	0	0	0
K47	Single Essentials		349	754	1,967	2,663
K48	Mature Workers		0	0	57	57
L49	Flatlet Seniors		122	333	707	949
L50	Pocket Pensions		0	165	787	1,468
L51	Retirement Communities		214	790	1,636	2,488
L52	Estate Veterans		0	181	1,745	2,869
L53	Seasoned Survivors		0	35	66	160
M54	Down-to-Earth Owners		0	9	64	152
M55	Back with the Folks		0	204	1,419	2,937
M56	Self Supporters		0	15	168	587
N57	Community Elders		0	29	29	61
N58	Culture & Comfort		0	0	2	2
N59	Large Family Living		0	0	0	0
N60	Ageing Access		852	3,908	8,049	8,321
O61	Career Builders		140	1,517	5,111	5,340
O62	Central Pulse		965	4,356	5,890	5,890
O63	Flexible Workforce		0	35	84	84
O64	Bus-Route Renters		64	344	1,869	2,137
O65	Learners & Earners		1,638	5,507	12,390	13,629
O66	Student Scene		249	457	2,909	2,939
U99	Unclassified		250	2,278	4,032	8,926
Total			6,939	27,167	110,848	182,511

Top 3 Mosaic Types in a 20 Minute Walktime

1. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

2. 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

3. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

Top 3 Mosaic Types in a 20 Minute Drivetime

1. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

2. 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

3. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



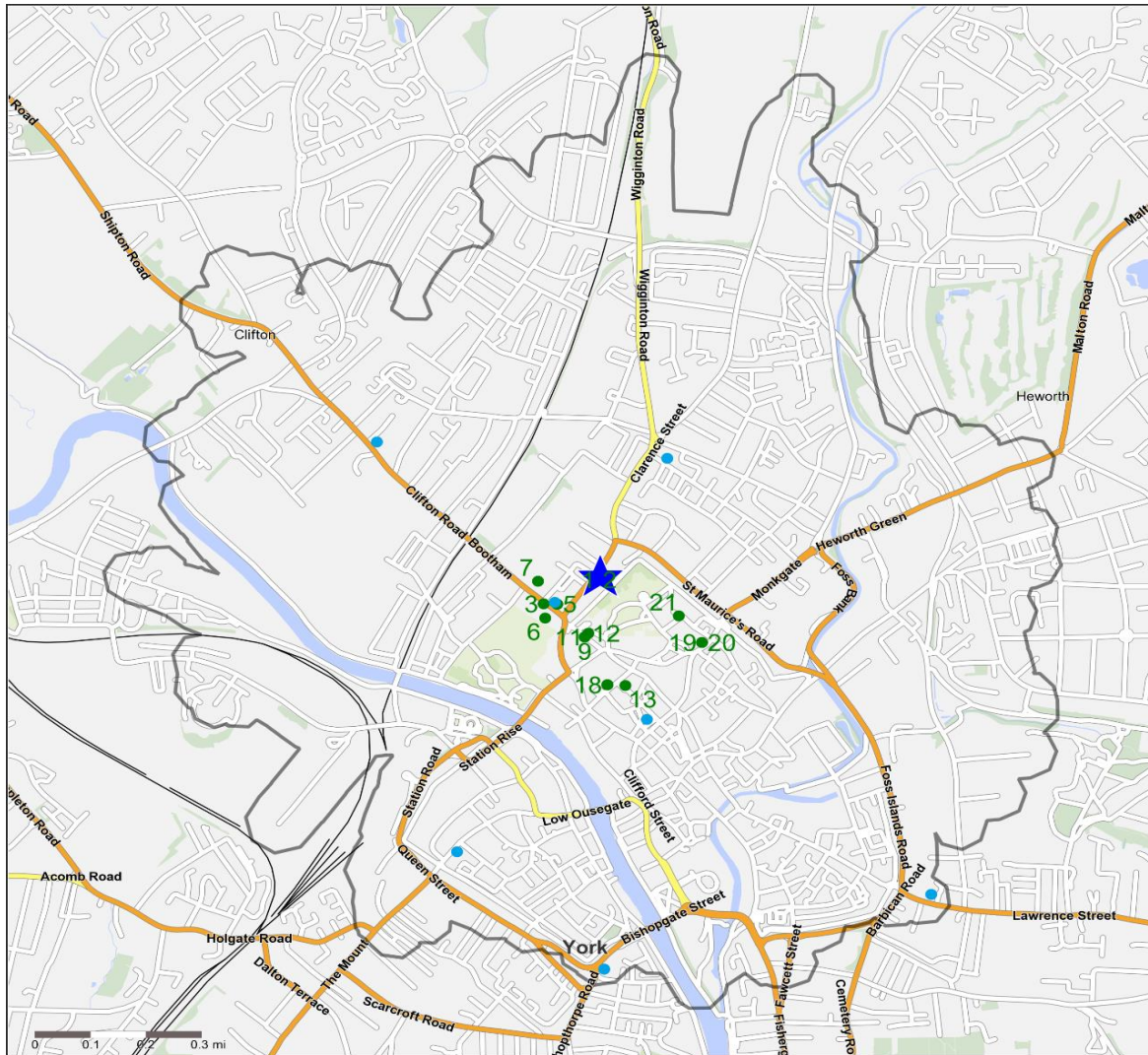
- Average age 63
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- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

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

	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	18,625	68.6	227		3,188	11.7	72		3,077	11.3	22	
Male: Alone	12,740	46.9	157		5,038	18.5	119		7,113	26.2	49	
Male: Group	11,568	42.6	186		7,191	26.5	101		6,131	22.6	45	
Male: Pair	18,816	69.3	266		2,119	7.8	51		3,956	14.6	25	
Mixed Sex: Group	16,993	62.5	274		3,197	11.8	37		4,700	17.3	39	
Mixed Sex: Pair	11,173	41.1	175		7,940	29.2	90		5,778	21.3	50	
With Children	3,969	14.6	51		974	3.6	21		19,947	73.4	139	
Unknown	8,765	32.3	98		2,416	8.9	50		13,710	50.5	105	
For Eating:												
Upmarket	17,228	63.4	207		5,378	19.8	95		2,285	8.4	18	
Midmarket	17,857	65.7	191		3,399	12.5	139		3,634	13.4	24	
Downmarket	6,698	24.7	111		10,768	39.6	114		7,424	27.3	66	
For Drinking (monthly spend):												
Nothing	5,979	22.0	73		8,058	29.7	126		10,854	40.0	89	
Low (less than £10)	6,207	22.8	77		6,940	25.5	109		11,743	43.2	95	
Medium (Between £10 and £40)	16,822	61.9	202		2,163	8.0	45		5,906	21.7	43	
High (Greater than £40)	18,224	67.1	259		1,155	4.3	21		5,511	20.3	39	

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	68,039	37.3	123	22,656	12.4	76	82,888	45.4	87
Male: Alone	52,166	28.6	96	29,867	16.4	105	91,550	50.2	94
Male: Group	42,978	23.5	103	54,794	30.0	115	75,812	41.5	84
Male: Pair	60,825	33.3	128	14,311	7.8	51	98,448	53.9	94
Mixed Sex: Group	50,514	27.7	121	53,291	29.2	91	69,779	38.2	87
Mixed Sex: Pair	59,628	32.7	139	62,921	34.5	106	51,035	28.0	65
With Children	31,561	17.3	60	18,874	10.3	61	123,148	67.5	127
Unknown	40,266	22.1	67	29,362	16.1	90	103,955	57.0	119
For Eating:									
Upmarket	70,605	38.7	126	32,665	17.9	86	70,314	38.5	82
Midmarket	69,056	37.8	110	16,639	9.1	101	87,889	48.2	87
Downmarket	47,913	26.2	118	64,455	35.3	101	61,216	33.5	81
For Drinking (monthly spend):									
Nothing	49,444	27.1	90	54,883	30.1	127	69,257	37.9	85
Low (less than £10)	61,063	33.5	112	46,886	25.7	109	65,635	36.0	79
Medium (Between £10 and £40)	77,709	42.6	139	20,578	11.3	63	75,297	41.3	82
High (Greater than £40)	70,138	38.4	148	22,179	12.2	59	81,267	44.5	85

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	Gilly Gate, YO31 7EQ	Star Pubs & Bars	0.0	0.2
2	Monroes, YO31 7EQ	*Other Small Retail Groups	0.0	0.2
3	White Horse Inn, YO30 7BL	Thwaites	2.1	0.7
4	Bootham Tavern, YO30 7BW	Star Pubs & Bars	2.1	0.7
5	Exhibition, YO30 7BW	Ei Group	2.1	0.7
6	Kings Manor, YO 1 7EW	Independent Free	2.1	0.7
7	Blue Minells, YO30 7BT	Independent Free	3.0	0.9
8	Cafe Concerto, YO 1 7EN	Independent Free	3.0	1.1
9	Eagle & Child, YO 1 7EN	Camerons	3.0	1.1
10	Hole In The Wall, YO 1 7EH	Marston's	3.0	1.1
11	Three Legged Mare, YO 1 7EN	Mitchells	3.0	1.1
12	York Arms, YO 1 7EH	Sam Smith	3.0	1.1
13	Alleycats, YO 1 8AR	Independent Free	6.3	2.3
14	Bettys Cafe Tea Room, YO 1 8AS	Bettys & Taylors Group Ltd	6.9	1.3
15	Evil Eye Lounge, YO 1 8AS	Independent Free	6.9	1.3
16	House Of The Trembling Madness, YO 1 8AS	Independent Free	6.9	1.3
17	Olde Starre Inne, YO 1 8AS	Greene King	6.9	1.3
18	Yorkshire Terrier, YO 1 8AS	Mitchells	6.9	1.3
19	Golden Slipper, YO 1 7LG	Ei Group	8.2	1.8
20	Royal Oak, YO 1 7LG	Punch Pub Company	8.2	1.8