

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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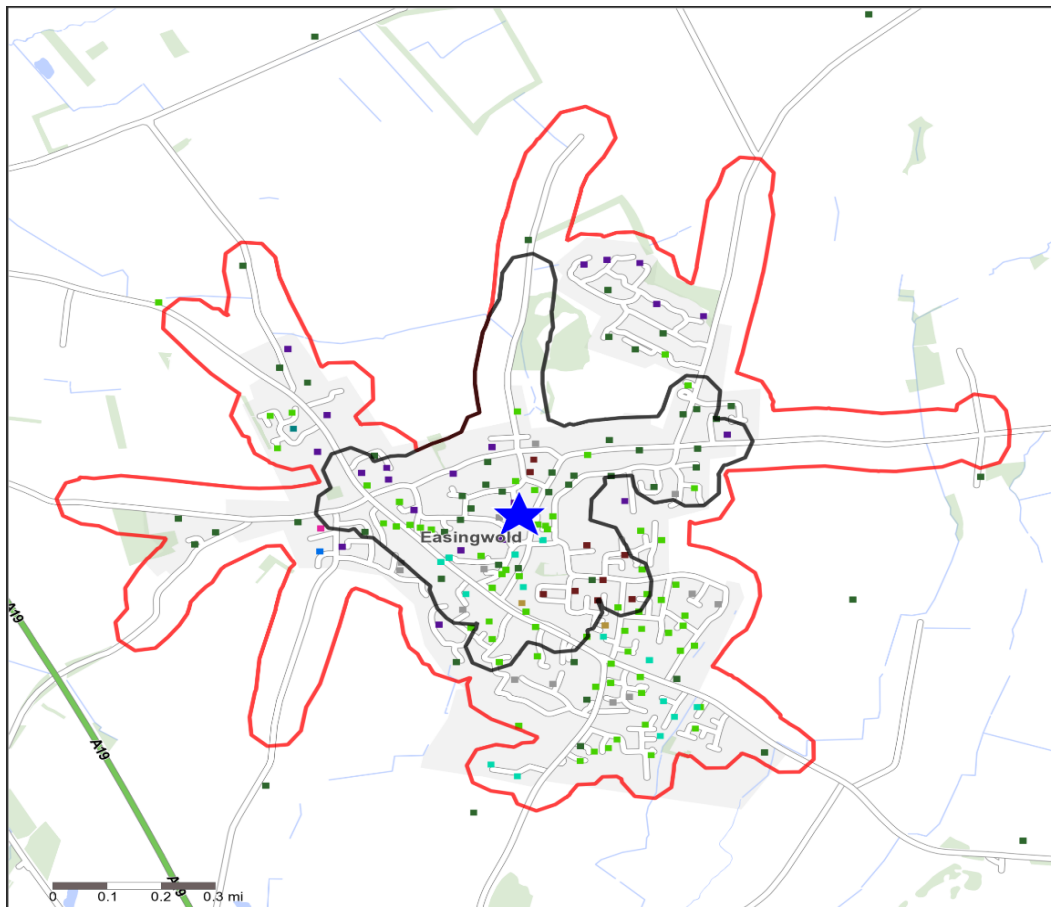
Number of Pubs	5	5	56
Catchment Adults 18+	1,778	4,123	30,742
Catchment Adults 18+ Per Pub	356	825	549
Populaton Projection 2018 to 2028 (% change)	-1.26%	0.44%	2.93%

		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	Premium Local	891	50.1	97	1	Premium Local	2,232	54.1	105	1	Premium Local	21,991	71.5	138
2	Great Pub Great Food	856	48.1	103	2	Great Pub Great Food	1,994	48.4	104	2	Great Pub Great Food	19,643	63.9	137
3	Community Pub	798	44.9	71	3	Community Pub	1,598	38.8	61	3	High Street Pub	11,066	36.0	57
4	High Street Pub	550	30.9	239	4	High Street Pub	920	22.3	173	4	Community Pub	9,251	30.1	233
5	Circuit Bar	218	12.3	30	5	Circuit Bar	516	12.5	31	5	Bit of Style	5,149	16.7	42
6	Bit of Style	205	11.5	43	6	Bit of Style	448	10.9	40	6	Circuit Bar	2,487	8.1	30
7	Craft Led	163	9.2	89	7	Craft Led	191	4.6	45	7	Craft Led	1,003	3.3	32

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	151	8.5	96	351	8.5	96	2,980	9.7	110
C1	163	9.2	75	393	9.5	78	3,313	10.8	88
C2	131	7.4	89	332	8.1	98	2,657	8.6	105
DE	125	7.0	68	315	7.6	74	2,219	7.2	70

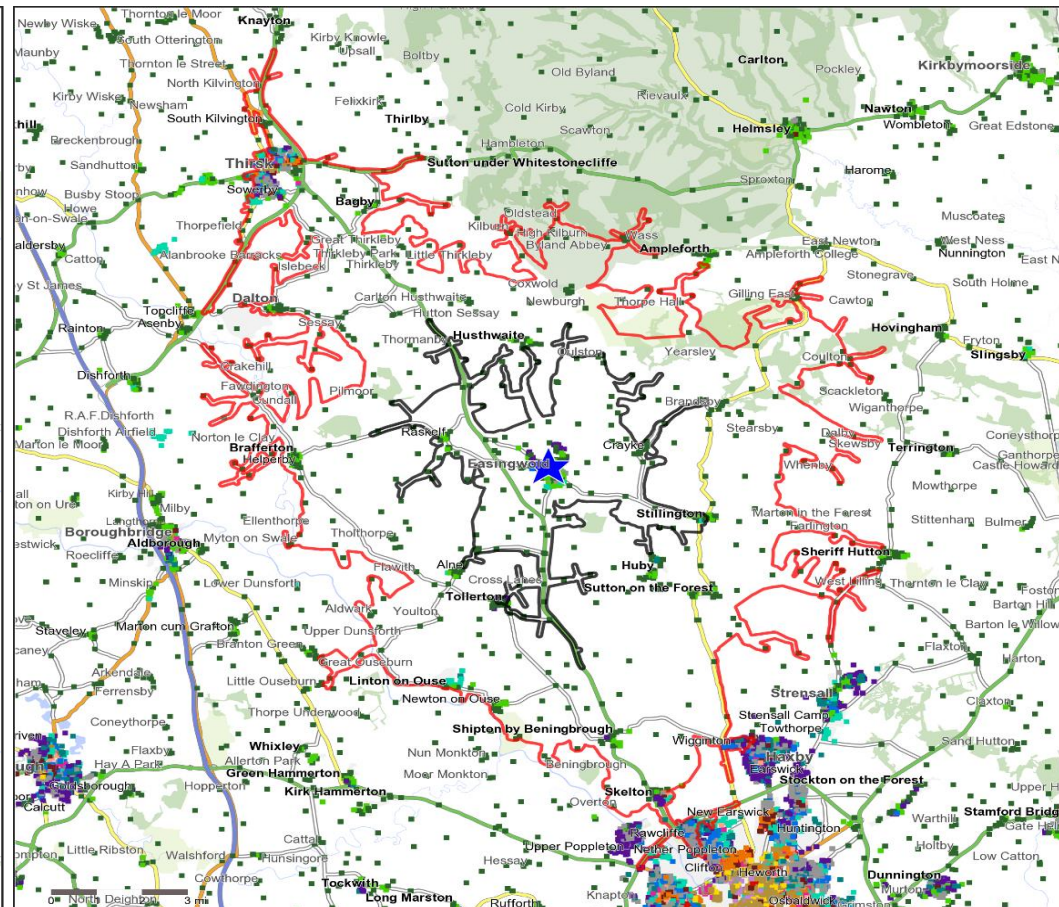
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	551	31.0	93	1,039	25.2	76	5,451	17.7	53
Medium (7-13)	500	28.1	85	1,360	33.0	99	11,726	38.1	115
High (14-19)	600	33.7	119	1,490	36.1	127	11,749	38.2	134

## 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	9	9	9	9
B06	Diamond Days	97	136	137	204
B07	Alpha Families	34	137	160	378
B08	Bank of Mum and Dad	2	19	19	451
B09	Empty-Nest Adventure	14	63	63	736
C10	Wealthy Landowners	29	44	858	4,112
C11	Rural Vogue	0	9	464	2,310
C12	Scattered Homesteads	4	10	261	1,566
C13	Village Retirement	402	861	1,177	2,875
D14	Satellite Settlers	251	626	801	2,086
D15	Local Focus	92	533	592	1,123
D16	Outlying Seniors	214	358	474	1,138
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	6	26	26	145
E19	Bungalow Heaven	101	366	366	2,251
E20	Classic Grandparents	0	0	0	175
E21	Solo Retirees	0	0	0	245
F22	Boomerang Boarders	0	0	0	882
F23	Family Ties	0	0	0	445
F24	Fledgling Free	0	0	0	488
F25	Dependable Me	0	34	34	391
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	0	0	660
G28	Modern Parents	9	55	56	609
G29	Mid-Career Convention	0	0	0	1,063
H30	Primary Ambitions	0	0	0	756
H31	Affordable Fringe	0	0	0	135
H32	First-Rung Futures	2	2	2	427
H33	Contemporary Starts	20	82	82	783
H34	New Foundations	14	120	121	218
H35	Flying Solo	161	189	189	399

		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	189
I37	Budget Generations	0	0	0	224
I38	Economical Families	0	0	0	9
I39	Families on a Budget	0	0	0	32
J40	Value Rentals	0	0	0	57
J41	Youthful Endeavours	0	83	83	83
J42	Midlife Renters	0	0	0	418
J43	Renting Rooms	0	0	0	34
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	0	0	0	0
K48	Mature Workers	0	0	0	18
L49	Flatlet Seniors	0	0	0	0
L50	Pocket Pensions	293	318	318	730
L51	Retirement Communities	4	4	4	312
L52	Estate Veterans	0	0	0	178
L53	Seasoned Survivors	0	0	0	0
M54	Down-to-Earth Owners	0	0	0	85
M55	Back with the Folks	0	0	0	174
M56	Self Supporters	0	0	0	153
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	58
O61	Career Builders	0	0	0	178
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	22	40	40	577
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	0	175
<b>Total</b>		<b>1,780</b>	<b>4,124</b>	<b>6,336</b>	<b>30,744</b>



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

### 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. 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

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

### 3. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work



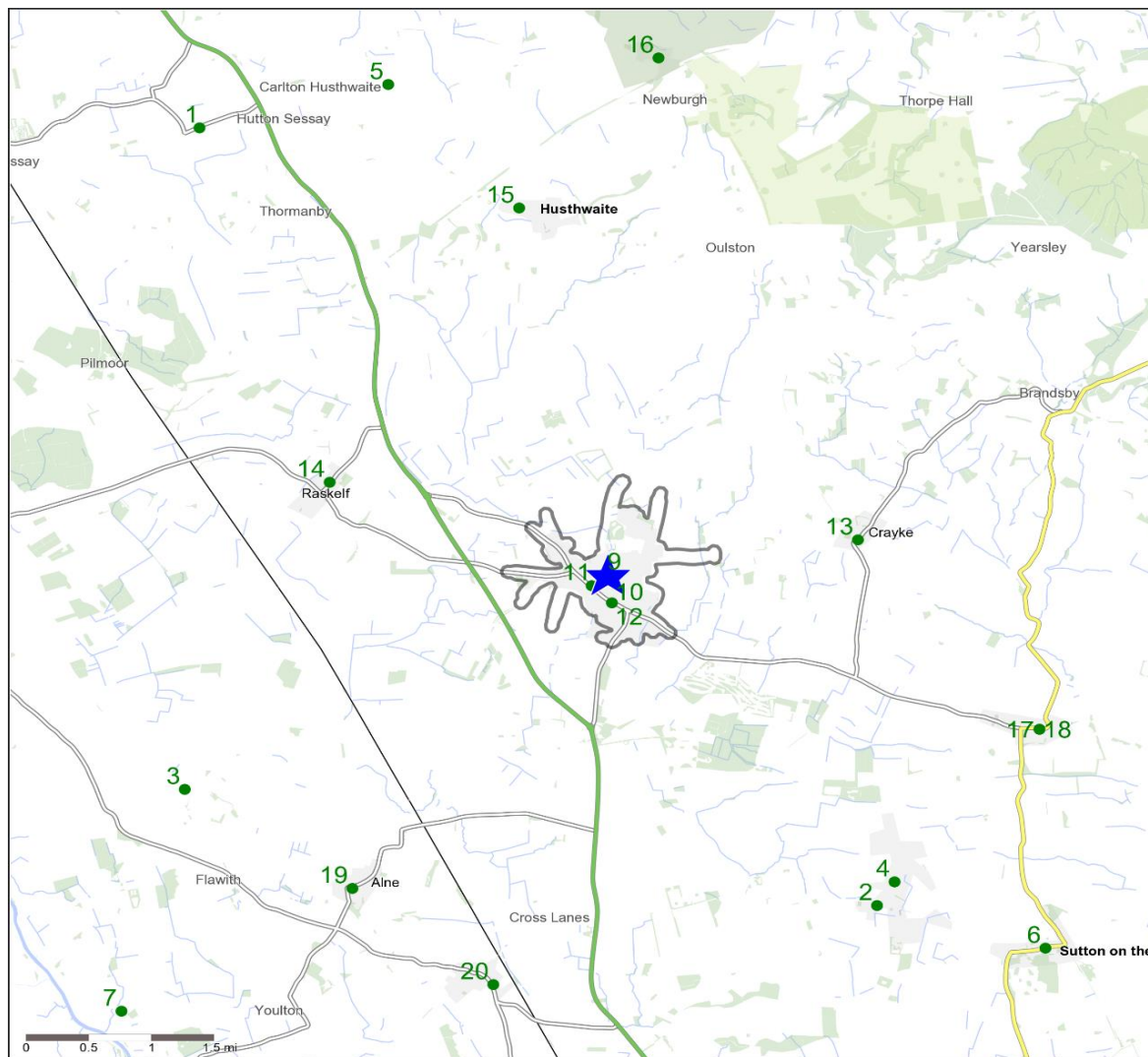
- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

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

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	316	7.7	25	1,296	31.4	192	2,512	60.9	117		
Male: Alone	754	18.3	61	55	1.3	9	3,315	80.4	151		
Male: Group	392	9.5	42	1,779	43.1	165	1,952	47.3	95		
Male: Pair	362	8.8	34	156	3.8	25	3,605	87.4	152		
Mixed Sex: Group	262	6.4	28	3,070	74.5	233	792	19.2	44		
Mixed Sex: Pair	740	17.9	77	1,775	43.1	132	1,608	39.0	91		
With Children	369	8.9	31	751	18.2	108	3,004	72.9	138		
Unknown	1,214	29.4	90	676	16.4	91	2,234	54.2	113		
<b>For Eating:</b>											
Upmarket	330	8.0	26	394	9.6	46	3,399	82.4	174		
Midmarket	59	1.4	4	272	6.6	73	3,792	92.0	166		
Downmarket	74	1.8	8	1,748	42.4	122	2,302	55.8	134		
<b>For Drinking (monthly spend):</b>											
Nothing	921	22.3	74	884	21.4	91	2,318	56.2	125		
Low (less than £10)	1,144	27.7	93	1,966	47.7	203	1,014	24.6	54		
Medium (Between £10 and £40)	281	6.8	22	1,092	26.5	148	2,750	66.7	133		
High (Greater than £40)	136	3.3	13	229	5.6	27	3,758	91.1	174		

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	5,437	17.7	58	4,347	14.1	86	20,783	67.6	130			
Male: Alone	5,603	18.2	61	2,598	8.5	54	22,366	72.8	136			
Male: Group	3,878	12.6	55	9,139	29.7	113	17,549	57.1	115			
Male: Pair	3,909	12.7	49	1,476	4.8	31	25,182	81.9	143			
Mixed Sex: Group	2,652	8.6	38	14,412	46.9	147	13,503	43.9	100			
Mixed Sex: Pair	7,239	23.5	100	10,380	33.8	104	12,948	42.1	99			
With Children	4,374	14.2	49	3,604	11.7	70	22,589	73.5	139			
Unknown	6,148	20.0	61	3,582	11.7	65	20,837	67.8	141			
<b>For Eating:</b>												
Upmarket	6,125	19.9	65	2,654	8.6	41	21,787	70.9	150			
Midmarket	4,263	13.9	40	703	2.3	25	25,601	83.3	151			
Downmarket	4,359	14.2	64	9,542	31.0	89	16,666	54.2	130			
<b>For Drinking (monthly spend):</b>												
Nothing	7,428	24.2	80	8,851	28.8	122	14,287	46.5	104			
Low (less than £10)	10,352	33.7	113	11,065	36.0	153	9,150	29.8	66			
Medium (Between £10 and £40)	5,920	19.3	63	10,269	33.4	187	14,378	46.8	93			
High (Greater than £40)	4,512	14.7	57	7,361	23.9	117	18,693	60.8	116			

## 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	Horsebreakers Arms, YO 7 3BA	Independent Free	0.0	11.4
2	Mended Drum, YO61 1HT	Tadcaster Pub Co	0.0	12.2
3	New Inn, YO61 1SL	*Other Small Retail Groups	0.0	12.3
4	New Inn, YO61 1HQ	Ei Group	0.0	12.4
5	Carlton Inn, YO 7 2BW	Independent Free	0.0	13.2
6	Rose & Crown, YO61 1DP	Independent Free	0.0	13.4
7	Aldwark Arms, YO61 1UB	Independent Free	0.0	16.1
8	Angel Hotel, YO61 3AA	Star Pubs & Bars	0.0	1.0
9	Commercial, YO61 3AN	Ei Group	4.8	1.0
10	York Hotel, YO61 3AD	Ei Group	6.9	1.4
11	New Inn, YO61 3HT	*Other Small Retail Groups	8.2	1.6
12	Horse Shoe Inn, YO61 3JB	Independent Free	9.4	1.9
13	Durham Ox, YO61 4TE	Provenance Inns	41.9	6.0
14	Old Black Bull, YO61 3LF	Independent Free	55.2	6.9
15	Plum And Partridge, YO61 4QA	Independent Free	80.9	11.1
16	Fauconberg Arms, YO61 4AD	Independent Free	80.9	13.2
17	Bay Tree, YO61 1JU	Independent Free	81.6	9.7
18	White Bear, YO61 1JU	*Other Small Retail Groups	81.6	9.7
19	Blue Bell Inn, YO61 1RR	*Other Small Retail Groups	97.5	10.7
20	Black Horse, YO61 1QT	Ei Group	109.7	10.2