

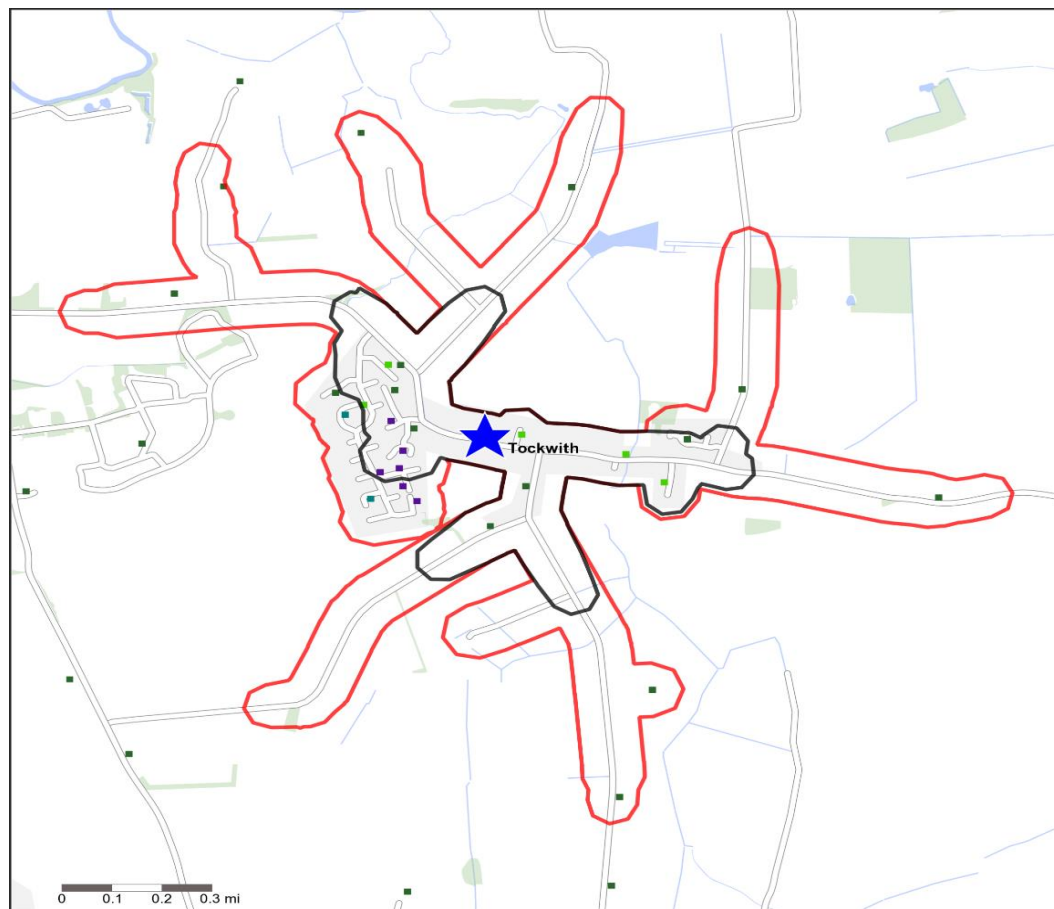
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	1	113
Catchment Adults 18+	761	1,084	103,870
Catchment Adults 18+ Per Pub	761	1,084	919
Populaton Projection 2018 to 2028 (% change)	2.38%	2.21%	3.93%

		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	Great Pub Great Food	761	100.0	193	1	Great Pub Great Food	1,084	100.0	193	1	Premium Local	68,973	66.4	128
2	Premium Local	761	100.0	215	2	Premium Local	1,084	100.0	215	2	Great Pub Great Food	60,356	58.1	125
3	Bit of Style	77	10.1	16	3	Bit of Style	191	17.6	28	3	High Street Pub	57,784	55.6	88
4	High Street Pub	77	10.1	78	4	High Street Pub	191	17.6	136	4	Community Pub	42,350	40.8	315
5	Circuit Bar	0	0.0	0	5	Community Pub	2	0.2	0	5	Bit of Style	18,013	17.3	43
6	Community Pub	0	0.0	0	6	Circuit Bar	0	0.0	0	6	Circuit Bar	7,418	7.1	27
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	5,596	5.4	52

	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	120	15.8	178	167	15.4	174	11,203	10.8	122
C1	87	11.4	93	133	12.3	100	11,819	11.4	93
C2	59	7.8	94	78	7.2	87	7,852	7.6	92
DE	38	5.0	49	55	5.1	49	7,730	7.4	72

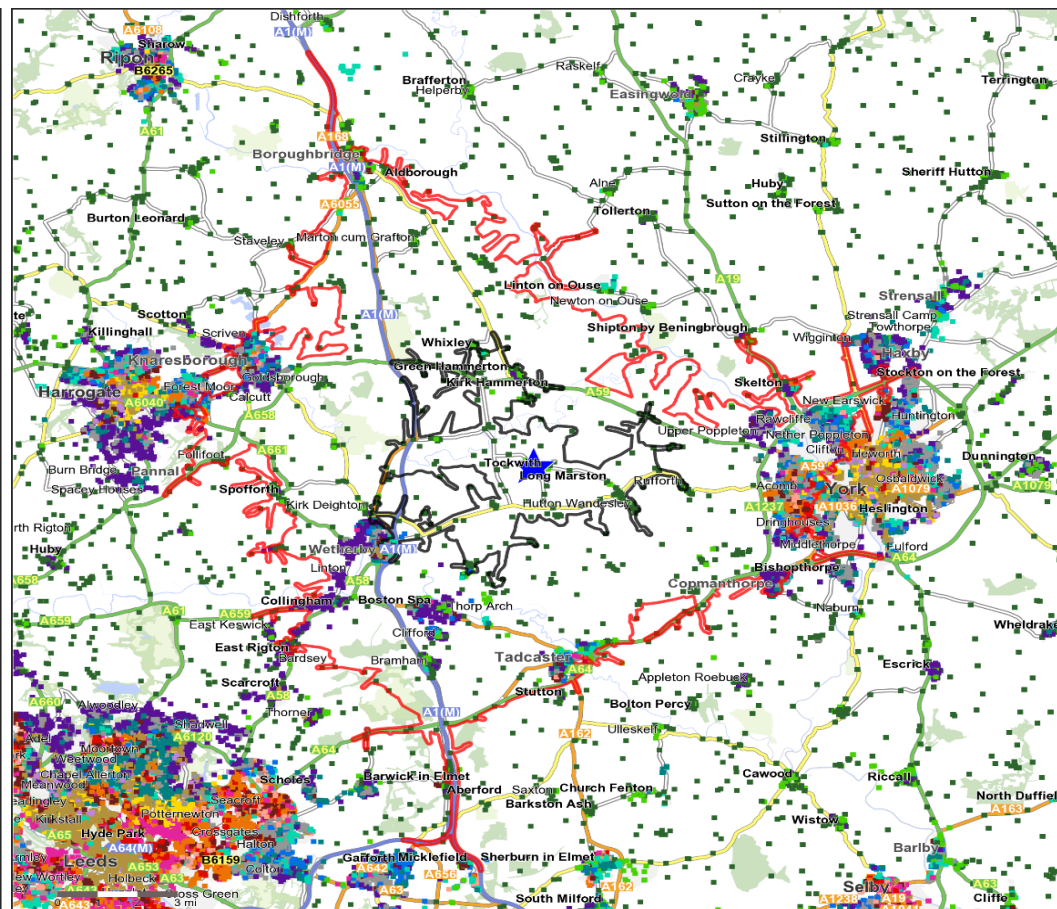
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	64	8.4	25	68	6.3	19	21,763	21.0	63
Medium (7-13)	290	38.1	115	431	39.8	120	38,774	37.3	113
High (14-19)	417	54.8	193	595	54.9	193	40,483	39.0	137

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	0	0
A02	Uptown Elite	0	0	0	134	0	0
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	0	0	1,576	0	0
B06	Diamond Days	0	0	7	3,864	0	0
B07	Alpha Families	43	43	159	4,341	0	0
B08	Bank of Mum and Dad	43	69	72	2,753	0	0
B09	Empty-Nest Adventure	17	63	189	7,451	0	0
C10	Wealthy Landowners	33	57	1,967	6,994	0	0
C11	Rural Vogue	2	8	416	1,647	0	0
C12	Scattered Homesteads	0	2	94	445	0	0
C13	Village Retirement	115	177	577	3,071	0	0
D14	Satellite Settlers	432	475	1,108	4,636	0	0
D15	Local Focus	0	0	37	950	0	0
D16	Outlying Seniors	0	0	81	1,518	0	0
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	0	5	4,688	0	0
E19	Bungalow Heaven	0	0	23	4,343	0	0
E20	Classic Grandparents	0	0	27	3,077	0	0
E21	Solo Retirees	0	0	8	2,406	0	0
F22	Boomerang Boarders	0	0	128	3,806	0	0
F23	Family Ties	0	0	0	1,870	0	0
F24	Fledgling Free	0	0	0	384	0	0
F25	Dependable Me	0	0	29	2,629	0	0
G26	Cafés and Catchments	0	0	0	366	0	0
G27	Thriving Independence	0	0	3	2,781	0	0
G28	Modern Parents	36	133	160	1,514	0	0
G29	Mid-Career Convention	41	58	184	4,331	0	0
H30	Primary Ambitions	0	0	0	2,828	0	0
H31	Affordable Fringe	0	0	0	1,644	0	0
H32	First-Rung Futures	0	0	115	2,658	0	0
H33	Contemporary Starts	0	0	0	1,069	0	0
H34	New Foundations	0	0	90	390	0	0
H35	Flying Solo	0	0	105	709	0	0

				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	3,364	0	0
I37	Budget Generations	0	0	0	574	0	0
I38	Economical Families	0	0	0	523	0	0
I39	Families on a Budget	0	0	0	862	0	0
J40	Value Rentals	0	0	0	105	0	0
J41	Youthful Endeavours	0	0	0	173	0	0
J42	Midlife Renters	0	0	0	2,631	0	0
J43	Renting Rooms	0	0	0	198	0	0
K44	Inner City Stalwarts	0	0	0	0	0	0
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	0	0	0	0	0
K47	Single Essentials	0	0	0	1,099	0	0
K48	Mature Workers	0	0	0	43	0	0
L49	Flatlet Seniors	0	0	50	368	0	0
L50	Pocket Pensions	0	0	113	1,780	0	0
L51	Retirement Communities	0	0	89	1,808	0	0
L52	Estate Veterans	0	0	56	1,714	0	0
L53	Seasoned Survivors	0	0	0	94	0	0
M54	Down-to-Earth Owners	0	0	0	127	0	0
M55	Back with the Folks	0	0	0	2,113	0	0
M56	Self Supporters	0	0	0	614	0	0
N57	Community Elders	0	0	0	0	0	0
N58	Culture & Comfort	0	0	0	0	0	0
N59	Large Family Living	0	0	0	0	0	0
N60	Ageing Access	0	0	0	1,041	0	0
O61	Career Builders	0	0	0	1,103	0	0
O62	Central Pulse	0	0	0	18	0	0
O63	Flexible Workforce	0	0	0	0	0	0
O64	Bus-Route Renters	0	0	14	1,294	0	0
O65	Learners & Earners	0	0	0	8	0	0
O66	Student Scene	0	0	0	0	0	0
U99	Unclassified	0	0	186	1,346	0	0
Total				762	1,085	6,092	103,873

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

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. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

Top 3 Mosaic Types in a 20 Minute Drivetime

1. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

2. 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

3. E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes



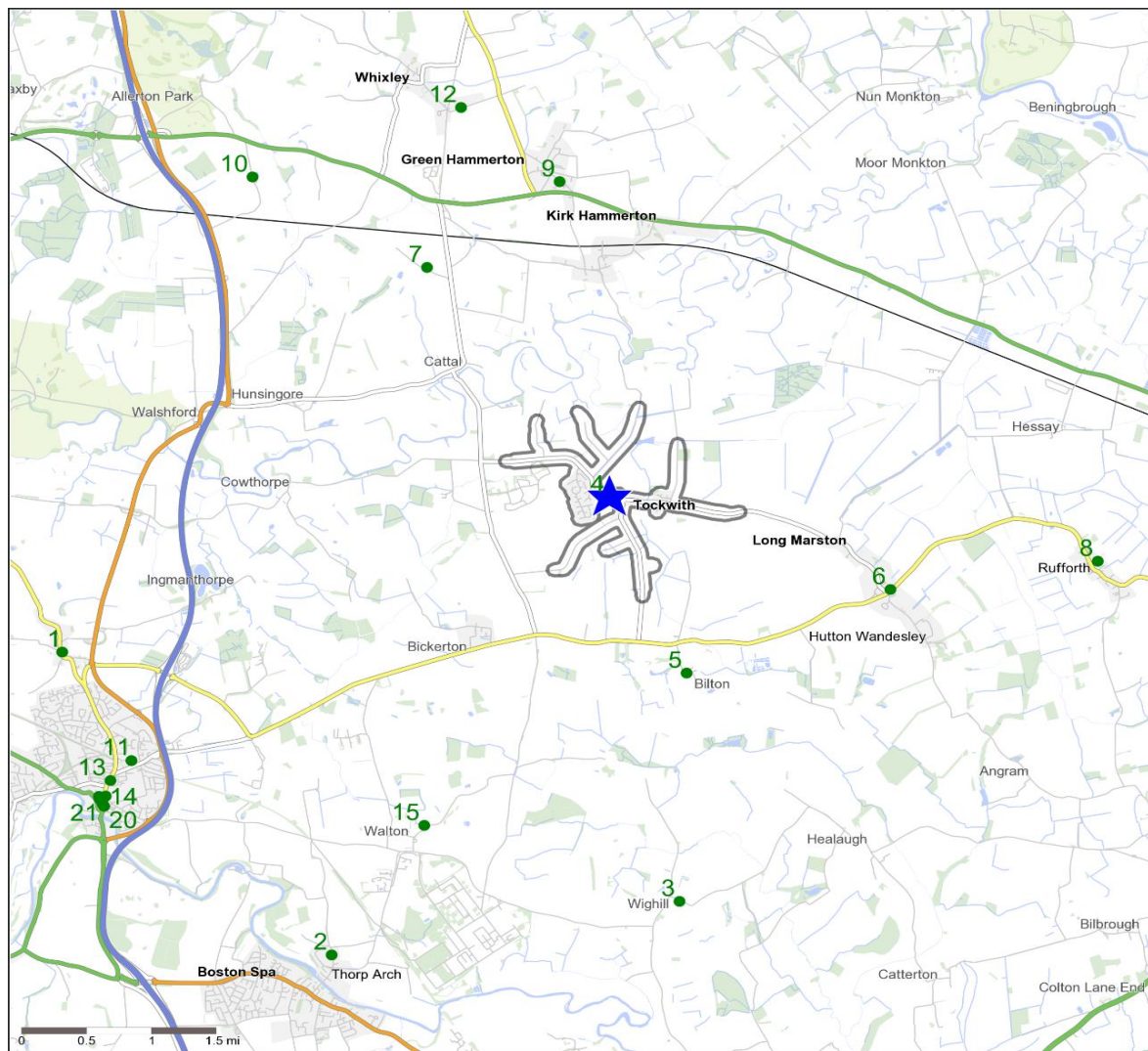
- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

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	Target Customers	% of Population	Index
Female: Alone, Pair or Group	202	18.6	62	518	47.8	292	364	33.6	64			
Male: Alone	0	0.0	0	191	17.6	113	893	82.4	155			
Male: Group	0	0.0	0	304	28.0	107	780	72.0	145			
Male: Pair	0	0.0	0	0	0.0	0	1,084	100.0	174			
Mixed Sex: Group	69	6.4	28	843	77.8	244	172	15.9	36			
Mixed Sex: Pair	735	67.8	289	242	22.3	69	108	10.0	23			
With Children	133	12.3	42	58	5.4	32	893	82.4	156			
Unknown	666	61.4	187	0	0.0	0	418	38.6	80			
For Eating:												
Upmarket	127	11.7	38	176	16.2	78	781	72.0	152			
Midmarket	69	6.4	19	0	0.0	0	1,015	93.6	169			
Downmarket	0	0.0	0	323	29.8	85	761	70.2	169			
For Drinking (monthly spend):												
Nothing	71	6.5	22	262	24.2	102	752	69.4	155			
Low (less than £10)	502	46.3	155	483	44.6	190	100	9.2	20			
Medium (Between £10 and £40)	323	29.8	97	278	25.6	144	483	44.6	89			
High (Greater than £40)	265	24.4	94	115	10.6	52	705	65.0	124			

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	23,195	22.3	74	16,808	16.2	99	62,520	60.2	116
Male: Alone	23,407	22.5	76	11,928	11.5	74	67,188	64.7	121
Male: Group	18,196	17.5	77	25,513	24.6	94	58,815	56.6	114
Male: Pair	21,326	20.5	79	9,512	9.2	60	71,686	69.0	120
Mixed Sex: Group	14,216	13.7	60	34,879	33.6	105	53,429	51.4	117
Mixed Sex: Pair	30,268	29.1	124	31,509	30.3	93	40,747	39.2	92
With Children	19,357	18.6	64	15,158	14.6	87	68,009	65.5	124
Unknown	21,971	21.2	64	18,379	17.7	99	62,173	59.9	125
For Eating:									
Upmarket	25,526	24.6	80	17,252	16.6	80	59,745	57.5	122
Midmarket	22,329	21.5	63	5,241	5.0	56	74,953	72.2	130
Downmarket	20,920	20.1	91	35,007	33.7	97	46,597	44.9	108
For Drinking (monthly spend):									
Nothing	27,774	26.7	88	26,972	26.0	110	47,778	46.0	103
Low (less than £10)	40,881	39.4	132	24,054	23.2	99	37,589	36.2	80
Medium (Between £10 and £40)	38,967	37.5	123	18,282	17.6	99	45,274	43.6	87
High (Greater than £40)	25,577	24.6	95	23,561	22.7	111	53,385	51.4	98

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	Bay Horse Inn, LS22 4DZ	Ei Group	0.0	10.8
2	Pax Inn, LS23 7AR	Ei Group	0.0	12.8
3	White Swan, LS24 8BQ	Independent Free	0.0	13.1
4	Spotted Ox, YO26 7PY	Star Pubs & Bars	0.0	0.1
5	Chequers Inn, YO26 7NN	Star Pubs & Bars	38.6	4.5
6	Sun Inn, YO26 7PG	Sam Smith	48.3	5.8
7	Victoria, YO26 8EB	Independent Free	59.5	6.2
8	Tankard Inn, YO23 3QF	Sam Smith	89.1	9.3
9	Bay Horse, YO26 8BN	Greene King	89.5	9.0
10	Masons Arms, HG 5 8NX	*Other Small Retail Groups	105.5	9.7
11	Engine Shed, LS22 7SU	Independent Free	108.7	9.7
12	Anchor Inn, YO26 8AG	Independent Free	109.8	10.0
13	Royal Oak Inn, LS22 6NR	Ei Group	111.7	10.2
14	Swan & Talbot Inn, LS22 6NN	Ei Group	115.1	10.9
15	Fox & Hounds, LS23 7DQ	Ei Group	115.2	8.4
16	Mews, LS22 6NQ	Heron & Brearley	115.5	11.5
17	Sir Dukes, LS22 6NQ	Independent Free	115.5	11.5
18	Crown Inn, LS22 6LR	Sam Smith	115.9	11.0
19	Red Lion, LS22 6LR	Greene King	115.9	11.0
20	Brunswick, LS22 6LT	Ei Group	116.2	11.1