

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	3	225
Catchment Adults 18+	2,210	3,404	269,133
Catchment Adults 18+ Per Pub	2,210	1,135	1,196
Populaton Projection 2018 to 2028 (% change)	3.94%	3.35%	3.85%

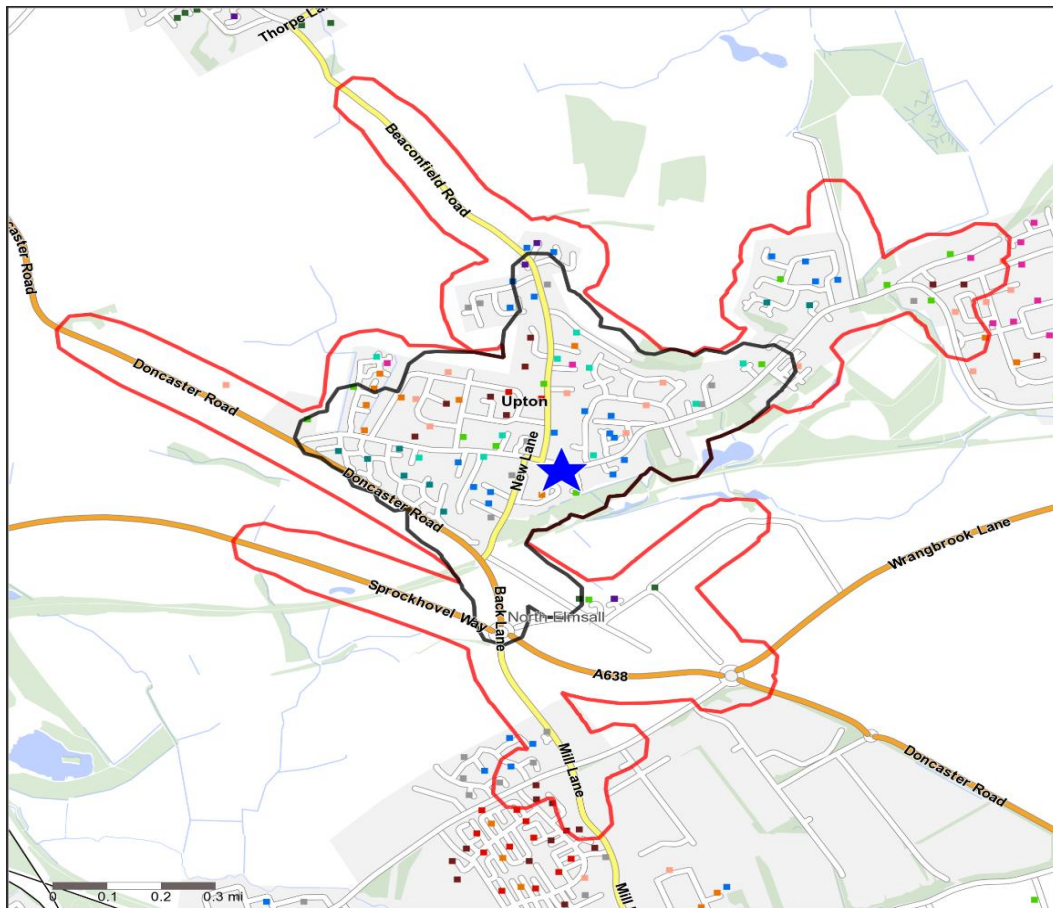
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	1,896	85.8	166	1	High Street Pub	2,768	81.3	157	1	High Street Pub	228,458	84.9	164
2	Community Pub	1,513	68.5	147	2	Community Pub	2,108	61.9	133	2	Community Pub	205,292	76.3	164
3	Premium Local	1,316	59.5	94	3	Premium Local	1,925	56.6	90	3	Premium Local	93,278	34.7	55
4	Great Pub Great Food	896	40.5	314	4	Great Pub Great Food	1,396	41.0	317	4	Great Pub Great Food	55,606	20.7	160
5	Bit of Style	359	16.2	40	5	Bit of Style	536	15.7	39	5	Bit of Style	48,149	17.9	44
6	Circuit Bar	74	3.3	12	6	Circuit Bar	78	2.3	9	6	Circuit Bar	20,862	7.8	29
7	Craft Led	56	2.5	25	7	Craft Led	56	1.6	16	7	Craft Led	9,873	3.7	36

	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	125	5.7	64	188	5.5	62	13,057	4.9	55
C1	207	9.4	76	318	9.3	76	27,049	10.1	82
C2	236	10.7	129	370	10.9	132	27,450	10.2	124
DE	309	14.0	136	445	13.1	127	41,028	15.2	148

	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)	1,221	55.2	167	1,758	51.6	156	179,674	66.8	201
Medium (7-13)	825	37.3	113	1,396	41.0	124	76,694	28.5	86
High (14-19)	125	5.7	20	214	6.3	22	17,207	6.4	22

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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	29
	B06	Diamond Days	0	0	119	358
	B07	Alpha Families	7	11	296	1,218
	B08	Bank of Mum and Dad	1	7	109	694
	B09	Empty-Nest Adventure	1	7	612	2,238
	C10	Wealthy Landowners	20	38	477	1,492
	C11	Rural Vogue	6	9	150	685
	C12	Scattered Homesteads	4	6	95	391
	C13	Village Retirement	0	0	594	2,690
	D14	Satellite Settlers	21	88	596	2,871
	D15	Local Focus	96	204	799	3,088
	D16	Outlying Seniors	44	113	645	3,302
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	46	514
	E19	Bungalow Heaven	54	162	3,102	12,582
	E20	Classic Grandparents	0	2	450	5,354
	E21	Solo Retirees	41	81	379	4,261
	F22	Boomerang Boarders	9	45	391	4,248
	F23	Family Ties	0	0	150	1,896
	F24	Fledgling Free	309	555	2,234	12,365
	F25	Dependable Me	83	136	933	4,575
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	0	0	38	442
	G28	Modern Parents	248	290	1,065	5,144
	G29	Mid-Career Convention	17	79	1,055	4,122
	H30	Primary Ambitions	0	0	103	2,606
	H31	Affordable Fringe	253	260	2,133	13,392
	H32	First-Rung Futures	33	33	576	6,967
	H33	Contemporary Starts	0	0	1,743	5,527
	H34	New Foundations	3	4	283	1,191
	H35	Flying Solo	0	0	221	842

			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	41	89
	I37	Budget Generations	184	209	2,248	10,121
	I38	Economical Families	72	87	1,218	11,839
	I39	Families on a Budget	0	5	1,679	14,144
	J40	Value Rentals	58	130	4,080	21,159
	J41	Youthful Endeavours	14	18	576	2,132
	J42	Midlife Renters	12	20	385	4,210
	J43	Renting Rooms	0	0	777	15,593
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	824
	K47	Single Essentials	23	23	422	1,915
	K48	Mature Workers	67	82	2,605	18,074
	L49	Flatlet Seniors	100	100	165	3,337
	L50	Pocket Pensions	112	220	3,122	12,422
	L51	Retirement Communities	0	0	0	174
	L52	Estate Veterans	0	0	582	4,250
	L53	Seasoned Survivors	0	6	275	6,494
	M54	Down-to-Earth Owners	300	356	3,004	17,472
	M55	Back with the Folks	3	4	777	6,621
	M56	Self Supporters	13	13	542	8,885
	N57	Community Elders	0	0	0	27
	N58	Culture & Comfort	0	0	0	0
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	0	0	0	502
	O61	Career Builders	0	0	0	105
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	45
	O64	Bus-Route Renters	0	0	94	2,244
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	56	1,369
Total			2,208	3,403	42,042	269,131

Top 3 Mosaic Types in a 20 Minute Walktime

1. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

2. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

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. 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 cohabitantes without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

2. 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

3. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



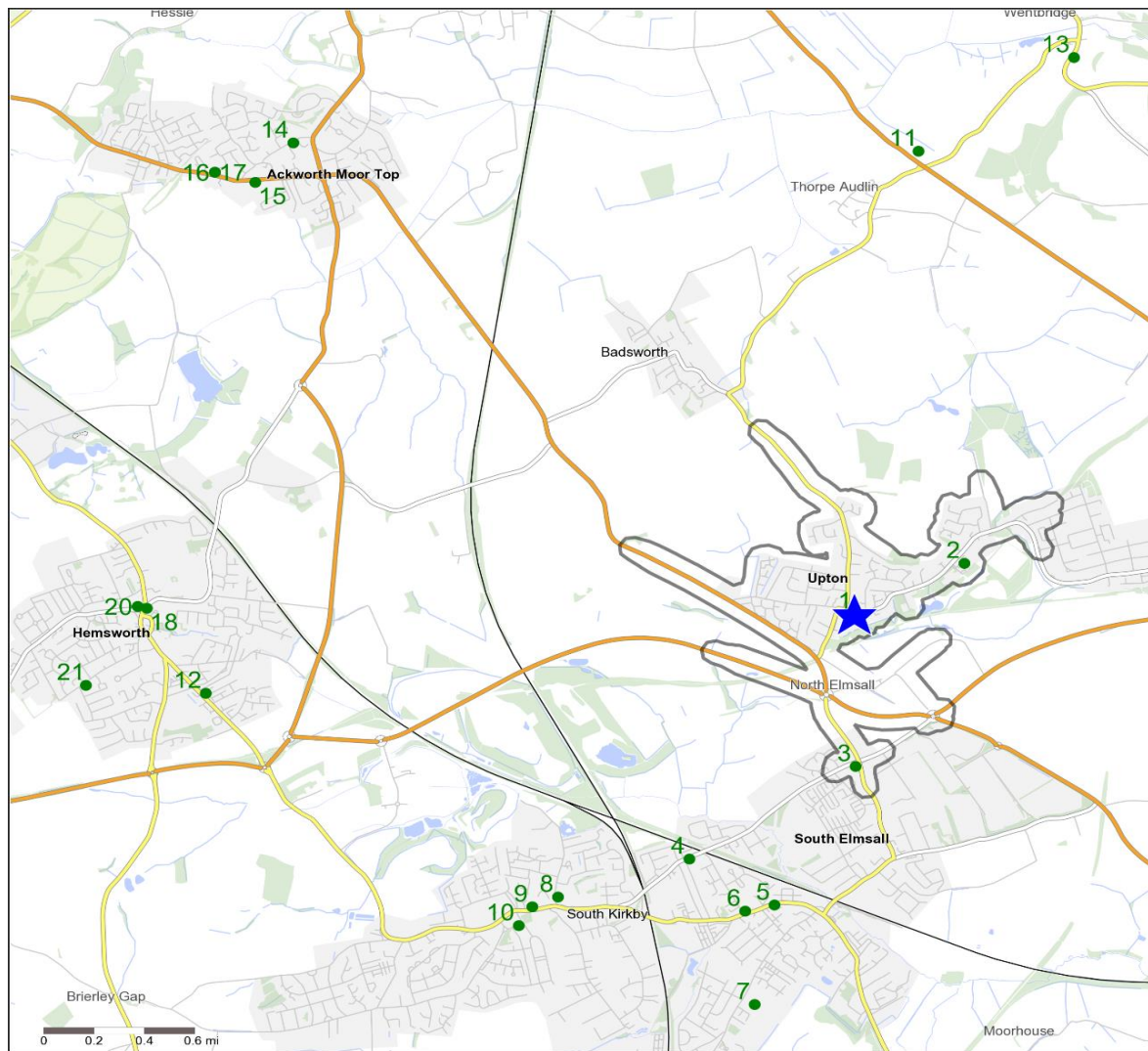
- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

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	610	17.9	59	772	22.7	139	2,021	59.4	114
Male: Alone	1,464	43.0	144	527	15.5	99	1,414	41.5	78
Male: Group	1,072	31.5	138	851	25.0	95	1,482	43.5	88
Male: Pair	672	19.7	76	360	10.6	69	2,372	69.7	121
Mixed Sex: Group	628	18.4	81	1,442	42.4	133	1,334	39.2	89
Mixed Sex: Pair	1,005	29.5	126	1,014	29.8	92	1,386	40.7	95
With Children	1,378	40.5	140	431	12.7	75	1,595	46.9	89
Unknown	1,351	39.7	121	142	4.2	23	1,911	56.1	117
For Eating:									
Upmarket	604	17.7	58	583	17.1	82	2,217	65.1	138
Midmarket	525	15.4	45	23	0.7	7	2,856	83.9	152
Downmarket	1,737	51.0	230	1,178	34.6	99	490	14.4	35
For Drinking (monthly spend):									
Nothing	1,399	41.1	136	921	27.1	115	1,085	31.9	71
Low (less than £10)	909	26.7	89	1,731	50.9	217	763	22.4	49
Medium (Between £10 and £40)	903	26.5	87	1,055	31.0	174	1,446	42.5	85
High (Greater than £40)	562	16.5	64	1,458	42.8	209	1,383	40.6	78

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	70,665	26.3	87	46,478	17.3	106	150,622	56.0	107
Male: Alone	100,154	37.2	125	47,855	17.8	114	119,755	44.5	83
Male: Group	75,021	27.9	122	82,475	30.6	117	110,268	41.0	83
Male: Pair	56,080	20.8	80	59,831	22.2	146	151,853	56.4	98
Mixed Sex: Group	66,625	24.8	108	74,543	27.7	87	126,596	47.0	107
Mixed Sex: Pair	60,919	22.6	97	96,337	35.8	110	110,509	41.1	96
With Children	105,239	39.1	135	57,417	21.3	127	105,108	39.1	74
Unknown	96,009	35.7	109	23,783	8.8	49	147,972	55.0	115
For Eating:									
Upmarket	52,966	19.7	64	64,959	24.1	116	149,840	55.7	118
Midmarket	84,649	31.5	92	17,207	6.4	71	165,909	61.6	111
Downmarket	110,809	41.2	185	101,257	37.6	108	55,698	20.7	50
For Drinking (monthly spend):									
Nothing	101,633	37.8	125	67,866	25.2	107	98,265	36.5	81
Low (less than £10)	60,406	22.4	75	75,323	28.0	119	132,035	49.1	108
Medium (Between £10 and £40)	57,353	21.3	70	50,686	18.8	106	159,725	59.3	118
High (Greater than £40)	35,045	13.0	50	81,857	30.4	148	150,862	56.1	107

Competitor Map



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 Site
  Star Pubs
  Pubs
  Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Upton Arms, WF 9 1HG	Star Pubs & Bars	0.0	0.1
2	Gantry, WF 9 1JJ	Unknown	11.8	1.9
3	Barnsley Oak, WF 9 2DT	Ei Group	17.8	2.7
4	Minsthorpe Hotel, WF 9 2NY	Admiral Taverns Ltd	32.6	4.9
5	Sawmill, WF 9 2QW	Independent Free	37.7	6.5
6	Moorthorpe Hotel, WF 9 2AA	Independent Free	38.3	6.0
7	Junction, WF 9 2JX	Independent Free	45.3	8.0
8	Travellers Inn, WF 9 3AB	Ei Group	46.5	7.0
9	Church House, WF 9 3LA	Admiral Taverns Ltd	46.8	7.2
10	Grove, WF 9 3QF	Independent Free	50.4	7.9
11	Earl Of Pontefract, WF 8 3EL	Ei Group	51.3	7.8
12	Victoria Hotel, WF 9 4BX	*Other Small Retail Groups	65.9	6.6
13	Blue Bell Hotel, WF 8 3JP	Independent Free	69.3	9.1
14	Masons Arms, WF 7 7JD	*Other Small Retail Groups	71.5	7.2
15	Boot & Shoe Hotel, WF 7 7DF	Independent Free	71.7	7.2
16	Ackworth Village Club, WF 7 7AB	Sam Smith	75.0	7.8
17	Angel Inn, WF 7 7AB	Ei Group	75.0	7.8
18	Kings Head, WF 9 4LD	*Other Small Retail Groups	75.5	8.4
19	Blue Bell, WF 9 4LQ	Wetherspoon	76.3	8.5
20	George & Dragon, WF 9 4LQ	Ei Group	76.3	8.5