

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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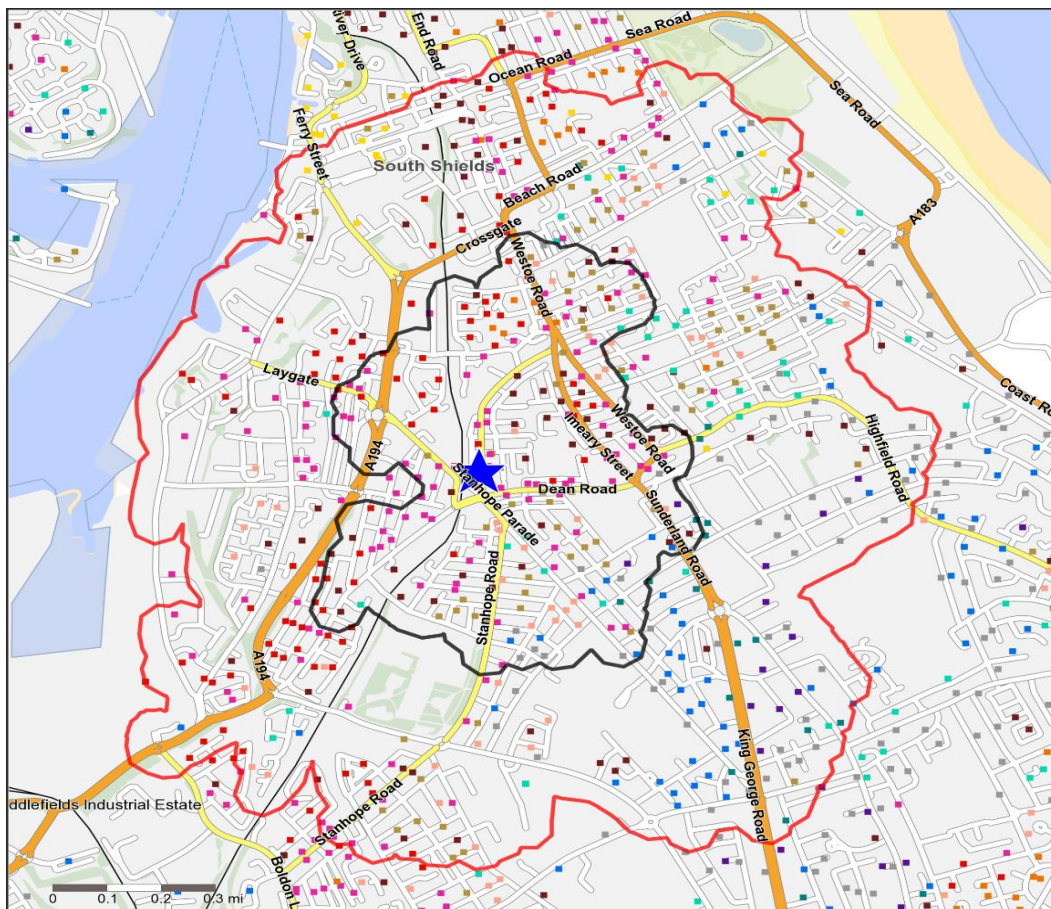
Number of Pubs	9	34	384
Catchment Adults 18+	7,557	21,678	422,759
Catchment Adults 18+ Per Pub	840	638	1,101
Populaton Projection 2018 to 2028 (% change)	1.58%	1.07%	2.69%

		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	Community Pub	7,300	96.6	186	1	High Street Pub	19,686	90.8	175	1	High Street Pub	375,191	88.7	171
2	High Street Pub	7,166	94.8	203	2	Community Pub	18,757	86.5	186	2	Community Pub	335,155	79.3	170
3	Circuit Bar	2,720	36.0	57	3	Circuit Bar	7,710	35.6	56	3	Premium Local	121,522	28.7	46
4	Craft Led	1,132	15.0	116	4	Premium Local	4,665	21.5	166	4	Great Pub Great Food	74,706	17.7	137
5	Premium Local	648	8.6	21	5	Craft Led	3,399	15.7	39	5	Bit of Style	60,625	14.3	36
6	Bit of Style	463	6.1	23	6	Great Pub Great Food	3,111	14.4	53	6	Circuit Bar	60,116	14.2	53
7	Great Pub Great Food	367	4.9	47	7	Bit of Style	2,153	9.9	96	7	Craft Led	35,137	8.3	81

	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	391	5.2	59	1,385	6.4	72	24,737	5.9	66
C1	1,136	15.0	123	3,122	14.4	117	52,067	12.3	100
C2	829	11.0	133	2,178	10.0	122	38,201	9.0	109
DE	1,401	18.5	180	3,375	15.6	151	59,311	14.0	136

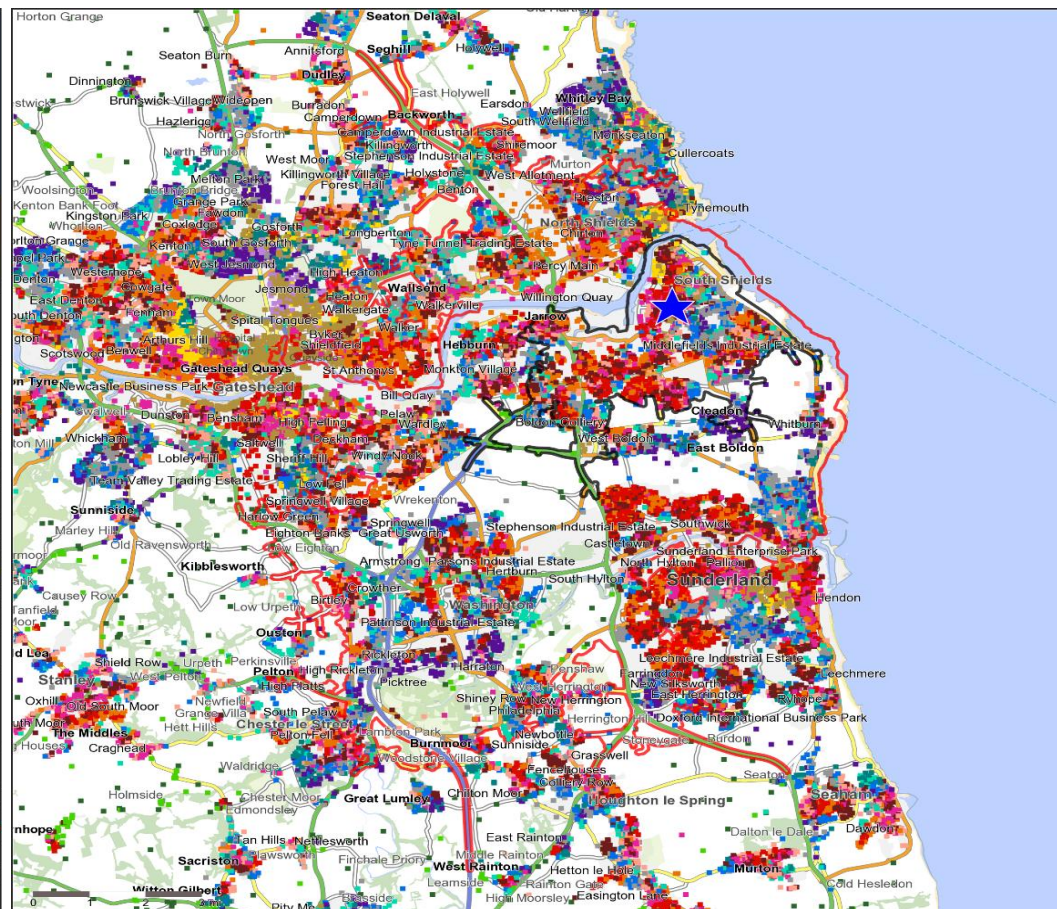
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	6,187	81.9	247	14,133	65.2	197	267,909	63.4	191
Medium (7-13)	1,337	17.7	53	5,618	25.9	78	108,337	25.6	77
High (14-19)	118	1.6	5	1,277	5.9	21	28,383	6.7	24

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	12
	A02	Uptown Elite	0	0	0	7
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	9
	B05	Premium Fortunes	0	0	197	952
	B06	Diamond Days	9	10	417	1,710
	B07	Alpha Families	0	0	47	1,246
	B08	Bank of Mum and Dad	20	125	430	2,888
	B09	Empty-Nest Adventure	0	262	1,125	8,123
	C10	Wealthy Landowners	0	0	0	225
	C11	Rural Vogue	0	0	12	34
	C12	Scattered Homesteads	0	0	2	22
	C13	Village Retirement	0	0	0	44
	D14	Satellite Settlers	0	0	92	192
	D15	Local Focus	0	0	1	5
	D16	Outlying Seniors	0	0	3	28
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	27	448	1,665	5,149
	E19	Bungalow Heaven	0	221	1,920	10,451
	E20	Classic Grandparents	78	596	2,897	18,979
	E21	Solo Retirees	144	362	1,494	8,015
	F22	Boomerang Boarders	16	895	3,046	14,161
	F23	Family Ties	9	164	344	3,093
	F24	Fledgling Free	55	178	1,586	9,942
	F25	Dependable Me	44	373	1,463	9,285
	G26	Cafés and Catchments	0	0	9	582
	G27	Thriving Independence	64	249	458	2,920
	G28	Modern Parents	0	0	373	5,866
	G29	Mid-Career Convention	0	135	1,233	5,753
	H30	Primary Ambitions	80	362	605	3,807
	H31	Affordable Fringe	89	277	1,327	9,490
	H32	First-Rung Futures	146	685	2,534	12,441
	H33	Contemporary Starts	0	112	688	5,803
	H34	New Foundations	2	8	87	1,574
	H35	Flying Solo	1	31	46	496

			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	338	1,216
	I37	Budget Generations	0	0	1,828	8,077
	I38	Economical Families	14	19	1,180	7,294
	I39	Families on a Budget	94	266	5,648	29,169
	J40	Value Rentals	161	398	3,463	14,271
	J41	Youthful Endeavours	188	604	1,520	5,197
	J42	Midlife Renters	486	1,014	2,010	7,573
	J43	Renting Rooms	1,530	2,267	3,310	11,655
	K44	Inner City Stalwarts	0	3	3	205
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	2,638
	K47	Single Essentials	975	2,510	3,720	15,117
	K48	Mature Workers	104	288	10,093	42,347
	L49	Flatlet Seniors	360	1,027	2,568	9,738
	L50	Pocket Pensions	99	305	3,742	14,789
	L51	Retirement Communities	43	359	651	2,287
	L52	Estate Veterans	150	180	5,808	32,058
	L53	Seasoned Survivors	600	1,023	2,671	11,576
	M54	Down-to-Earth Owners	77	209	3,470	13,460
	M55	Back with the Folks	104	246	2,283	7,598
	M56	Self Supporters	372	1,138	3,094	14,570
	N57	Community Elders	0	0	0	221
	N58	Culture & Comfort	0	0	0	283
	N59	Large Family Living	0	16	16	16
	N60	Ageing Access	0	203	585	3,634
	O61	Career Builders	7	170	284	1,572
	O62	Central Pulse	0	0	0	3,095
	O63	Flexible Workforce	0	0	35	110
	O64	Bus-Route Renters	1,406	3,758	4,277	13,977
	O65	Learners & Earners	3	3	3	1,078
	O66	Student Scene	0	0	0	1,228
	U99	Unclassified	0	180	268	3,406
Total			7,557	21,679	86,969	422,759

Top 3 Mosaic Types in a 20 Minute Walktime

1. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

2. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

3. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



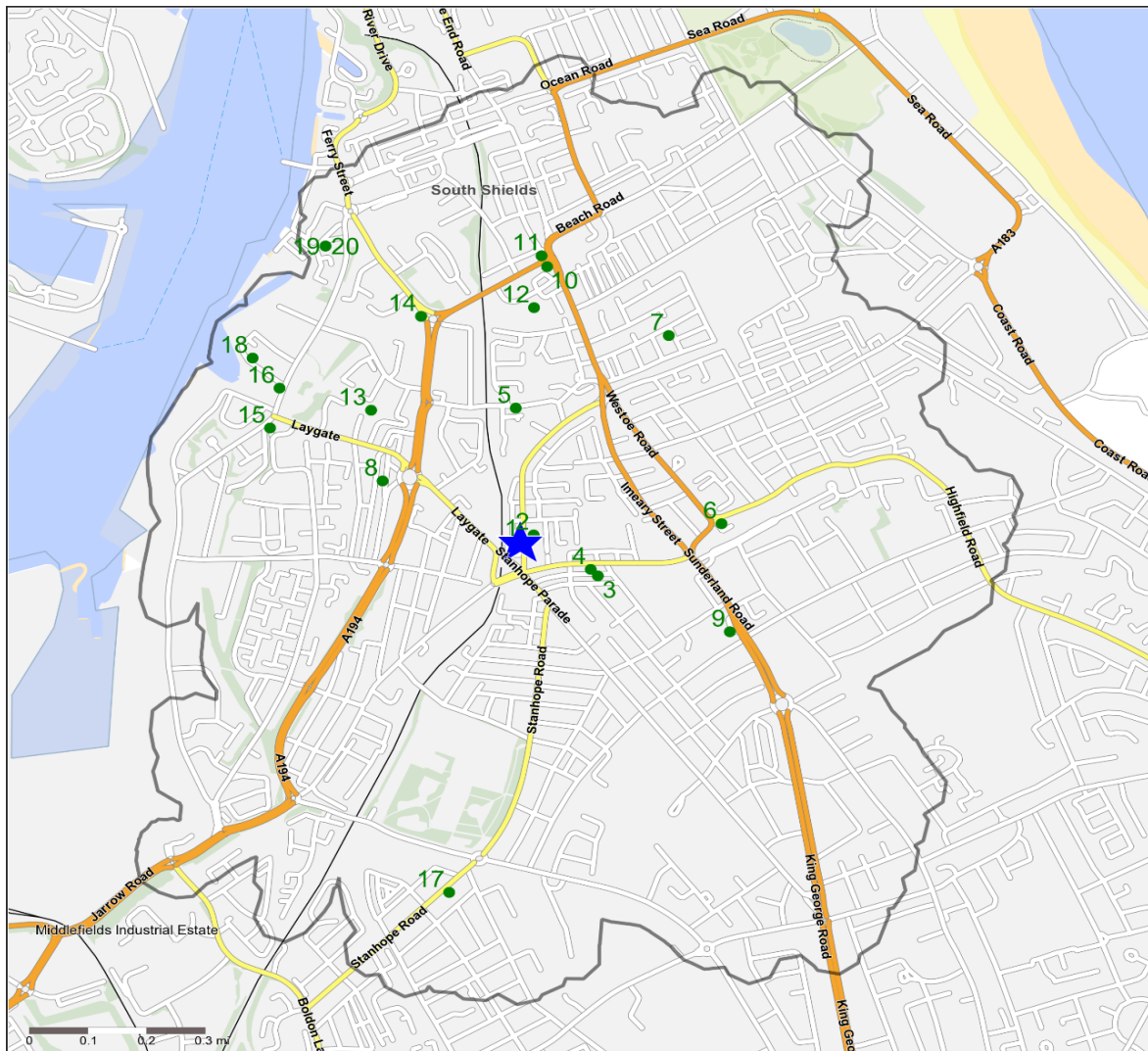
- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

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
Female: Alone, Pair or Group	9,816	45.3	150	2,714	12.5	77	8,968	41.4	79	
Male: Alone	11,118	51.3	172	3,728	17.2	110	6,652	30.7	58	
Male: Group	8,306	38.3	168	7,812	36.0	138	5,380	24.8	50	
Male: Pair	10,959	50.6	194	5,874	27.1	178	4,665	21.5	38	
Mixed Sex: Group	10,954	50.5	221	3,239	14.9	47	7,306	33.7	77	
Mixed Sex: Pair	7,213	33.3	142	8,495	39.2	121	5,790	26.7	63	
With Children	10,678	49.3	170	2,058	9.5	56	8,761	40.4	76	
Unknown	3,525	16.3	50	7,373	34.0	190	10,600	48.9	102	
For Eating:										
Upmarket	6,496	30.0	98	7,071	32.6	157	7,930	36.6	77	
Midmarket	12,152	56.1	163	901	4.2	46	8,445	39.0	70	
Downmarket	7,368	34.0	153	9,071	41.8	120	5,059	23.3	56	
For Drinking (monthly spend):										
Nothing	5,896	27.2	90	6,460	29.8	126	9,141	42.2	94	
Low (less than £10)	3,274	15.1	51	5,776	26.6	113	12,448	57.4	127	
Medium (Between £10 and £40)	3,277	15.1	49	4,337	20.0	112	13,883	64.0	127	
High (Greater than £40)	2,430	11.2	43	5,126	23.6	115	13,942	64.3	123	

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	114,823	27.2	90	33,463	7.9	48	271,067	64.1	123
Male: Alone	130,275	30.8	103	78,541	18.6	119	210,538	49.8	93
Male: Group	140,065	33.1	145	109,491	25.9	99	169,797	40.2	81
Male: Pair	140,662	33.3	128	76,640	18.1	119	202,051	47.8	83
Mixed Sex: Group	98,143	23.2	102	78,920	18.7	58	242,290	57.3	131
Mixed Sex: Pair	103,047	24.4	104	133,236	31.5	97	183,070	43.3	101
With Children	122,726	29.0	100	72,608	17.2	102	224,020	53.0	100
Unknown	79,697	18.9	57	58,243	13.8	77	281,413	66.6	139
For Eating:									
Upmarket	86,751	20.5	67	74,360	17.6	84	258,242	61.1	129
Midmarket	124,171	29.4	86	36,094	8.5	95	259,087	61.3	111
Downmarket	163,816	38.7	174	157,632	37.3	107	97,905	23.2	56
For Drinking (monthly spend):									
Nothing	151,641	35.9	119	116,321	27.5	116	151,391	35.8	80
Low (less than £10)	94,054	22.2	75	74,535	17.6	75	250,764	59.3	131
Medium (Between £10 and £40)	99,122	23.4	77	50,748	12.0	67	269,483	63.7	127
High (Greater than £40)	66,350	15.7	61	108,496	25.7	125	244,507	57.8	111

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	Chichester Arms, NE33 4AA	Star Pubs & Bars	0.0	0.1
2	Cyprus Hotel, NE33 4AF	Camerons	0.0	0.3
3	Dog And Duck, NE33 4DJ	Independent Free	4.2	1.0
4	Nine Bar & Lounge, NE33 4AY	Independent Free	4.2	1.1
5	Office, NE33 4NQ	Independent Free	8.8	1.6
6	Westoe Hotel, NE33 3DY	Ei Group	9.1	2.5
7	Rattler, NE33 3LD	Camerons	10.0	2.1
8	Adam & Eve, NE33 5DY	Sam Smith	10.3	2.1
9	County Hotel, NE33 4UU	Mitchells & Butlers	10.6	2.3
10	Britannia, NE33 4NU	Trust Inns	11.8	2.1
11	Cask Lounge, NE33 1QQ	Independent Free	11.8	2.2
12	Maltings, NE33 4PG	Jarrow Brewery	12.1	2.3
13	Rose & Crown, NE33 5RT	Independent Free	12.4	2.5
14	Bar Blue, NE33 5QS	Unknown	13.9	2.6
15	Dolly Peel, NE33 1SQ	Punch Pub Company	14.8	3.0
16	Trimmers Arms, NE33 1RW	Independent Free	15.4	3.0
17	Tinker Smiths, NE33 4SS	Independent Free	16.0	3.2
18	Holborn Rose & Crown, NE33 1RN	Independent Free	16.6	3.3
19	Steamboat, NE33 1EQ	Punch Pub Company	20.5	3.9
20	Waterfront, NE33 1EQ	Independent Free	20.5	3.9