

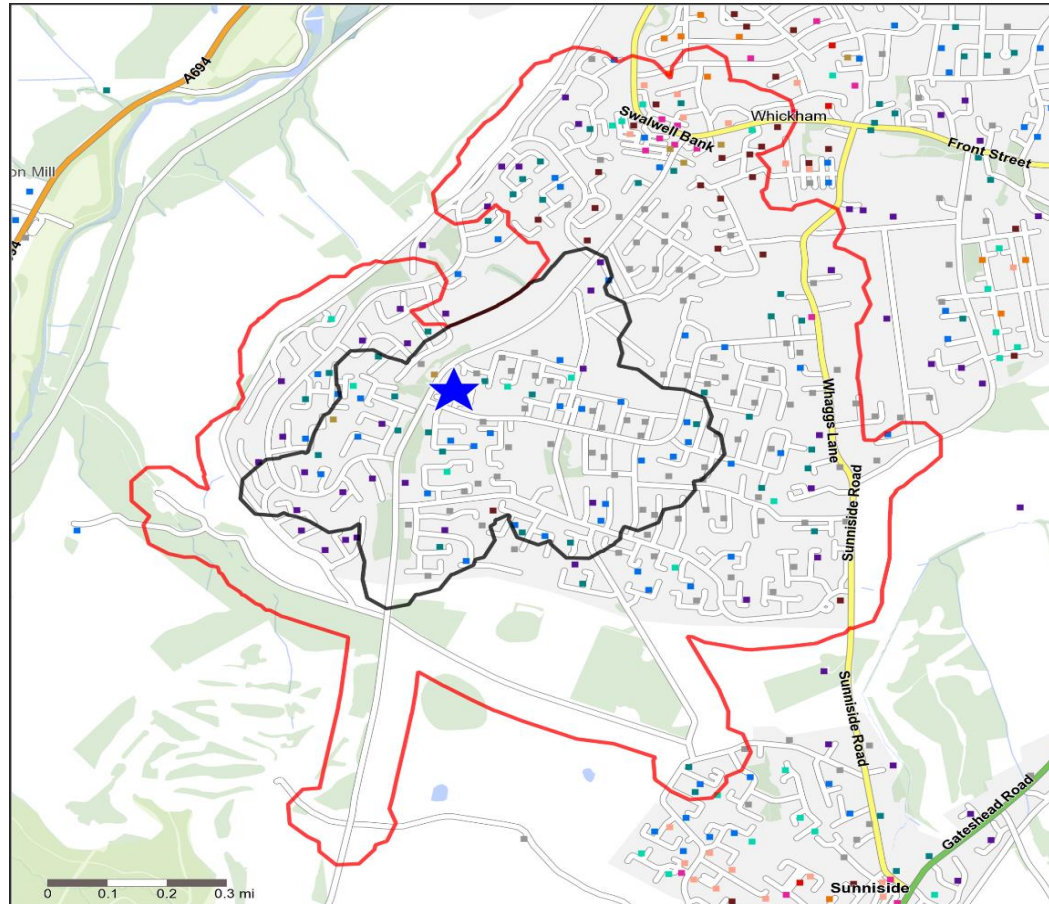
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	2	4	431
Catchment Adults 18+	2,355	7,135	401,080
Catchment Adults 18+ Per Pub	1,178	1,784	931
Populaton Projection 2018 to 2028 (% change)	2.67%	1.30%	3.75%

		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	1,565	66.5	128	1	High Street Pub	4,606	64.6	125	1	High Street Pub	326,961	81.5	157
2	High Street Pub	1,531	65.0	139	2	Premium Local	4,437	62.2	133	2	Community Pub	279,738	69.7	150
3	Great Pub Great Food	1,309	55.6	88	3	Great Pub Great Food	3,634	50.9	81	3	Premium Local	134,320	33.5	53
4	Community Pub	722	30.7	237	4	Community Pub	2,764	38.7	300	4	Bit of Style	100,110	25.0	193
5	Bit of Style	492	20.9	52	5	Bit of Style	1,373	19.2	48	5	Great Pub Great Food	78,866	19.7	49
6	Craft Led	132	5.6	21	6	Circuit Bar	448	6.3	23	6	Circuit Bar	74,731	18.6	69
7	Circuit Bar	126	5.4	52	7	Craft Led	396	5.6	54	7	Craft Led	57,576	14.4	139

	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	215	9.1	103	686	9.6	109	28,373	7.1	80
C1	301	12.8	104	885	12.4	101	50,686	12.6	103
C2	136	5.8	70	395	5.5	67	31,453	7.8	95
DE	101	4.3	42	320	4.5	44	49,233	12.3	119

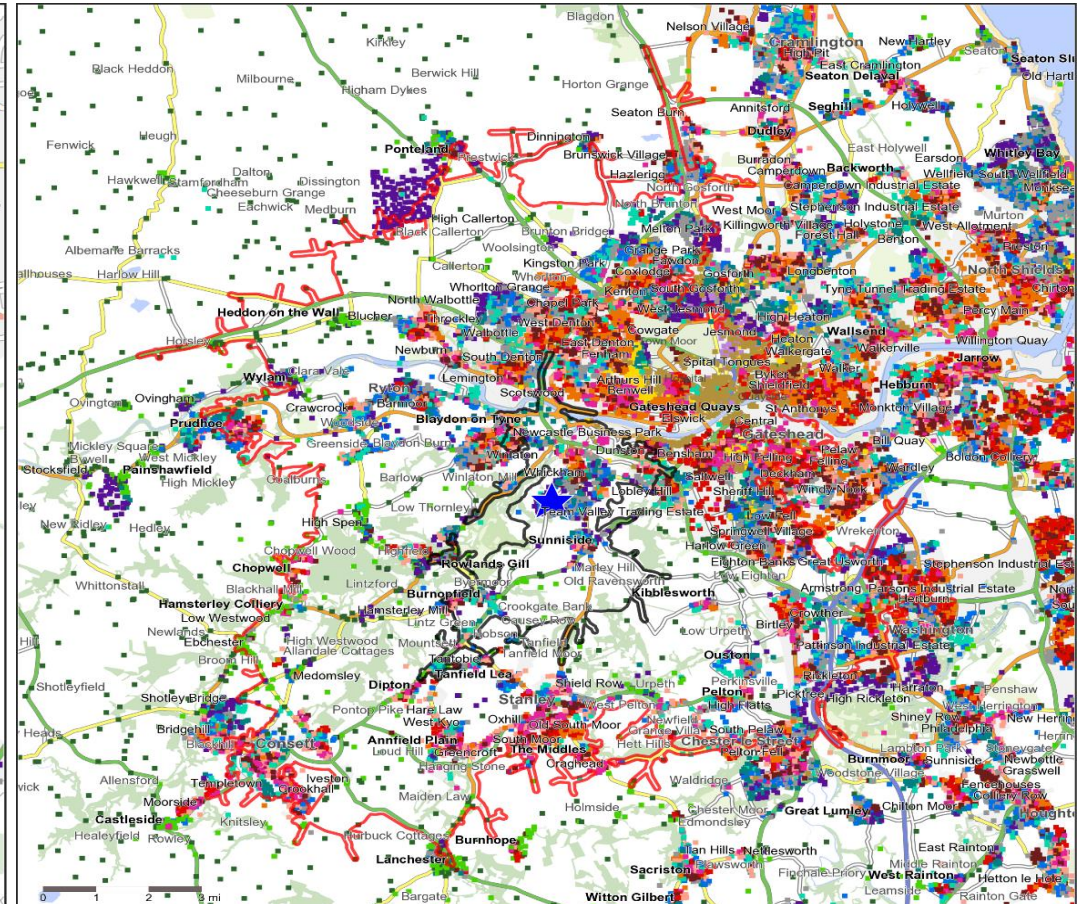
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	162	6.9	21	947	13.3	40	219,509	54.7	165
Medium (7-13)	1,288	54.7	165	3,397	47.6	144	105,544	26.3	79
High (14-19)	658	27.9	98	2,122	29.7	105	35,835	8.9	31

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

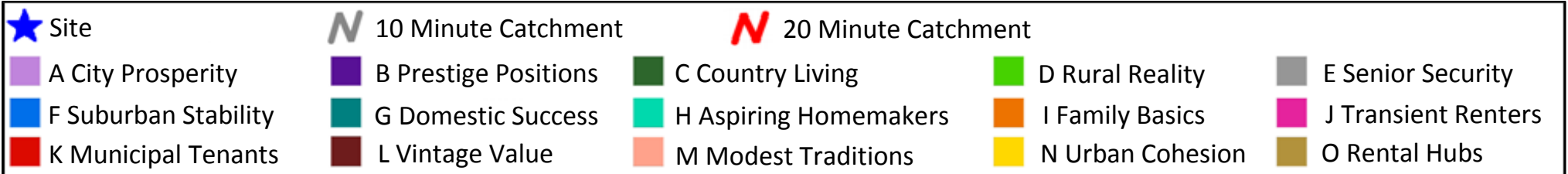


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	137		
A02	Uptown Elite	0	0	6	1,700		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	0	0	0	161		
B05	Premium Fortunes	1	12	126	2,816		
B06	Diamond Days	3	152	479	2,314		
B07	Alpha Families	37	126	200	2,214		
B08	Bank of Mum and Dad	32	128	266	1,894		
B09	Empty-Nest Adventure	263	682	1,674	6,123		
C10	Wealthy Landowners	0	0	133	1,510		
C11	Rural Vogue	0	0	10	291		
C12	Scattered Homesteads	0	0	7	153		
C13	Village Retirement	0	0	208	1,289		
D14	Satellite Settlers	0	0	123	2,565		
D15	Local Focus	0	0	70	1,246		
D16	Outlying Seniors	0	0	170	2,310		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	135	599	1,395	5,561		
E19	Bungalow Heaven	488	1,393	2,048	12,315		
E20	Classic Grandparents	139	295	1,715	13,403		
E21	Solo Retirees	115	115	420	5,590		
F22	Boomerang Boarders	449	906	2,130	10,246		
F23	Family Ties	0	0	137	2,481		
F24	Fledgling Free	0	0	344	6,247		
F25	Dependable Me	153	448	1,236	9,832		
G26	Cafés and Catchments	0	14	138	2,753		
G27	Thriving Independence	34	76	535	5,018		
G28	Modern Parents	0	0	312	4,586		
G29	Mid-Career Convention	326	883	1,751	5,747		
H30	Primary Ambitions	0	0	241	3,196		
H31	Affordable Fringe	0	23	731	9,819		
H32	First-Rung Futures	103	353	1,935	11,613		
H33	Contemporary Starts	0	0	685	6,506		
H34	New Foundations	0	0	29	2,606		
H35	Flying Solo	0	0	105	942		

				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	71	1,352		
I37	Budget Generations	0	5	444	5,081		
I38	Economical Families	0	1	546	7,337		
I39	Families on a Budget	0	0	350	20,777		
J40	Value Rentals	0	14	1,121	20,351		
J41	Youthful Endeavours	0	1	18	2,990		
J42	Midlife Renters	2	160	1,055	7,048		
J43	Renting Rooms	0	0	370	15,366		
K44	Inner City Stalwarts	0	0	0	382		
K45	City Diversity	0	0	0	353		
K46	High Rise Residents	0	0	0	4,971		
K47	Single Essentials	0	10	646	10,226		
K48	Mature Workers	0	0	376	17,287		
L49	Flatlet Seniors	0	37	106	7,520		
L50	Pocket Pensions	0	243	1,124	10,971		
L51	Retirement Communities	23	137	330	2,143		
L52	Estate Veterans	0	26	654	13,828		
L53	Seasoned Survivors	0	61	792	10,201		
M54	Down-to-Earth Owners	0	2	778	14,693		
M55	Back with the Folks	0	73	1,040	7,549		
M56	Self Supporters	0	44	2,149	13,299		
N57	Community Elders	0	0	0	1,412		
N58	Culture & Comfort	0	0	0	1,228		
N59	Large Family Living	0	0	0	2,379		
N60	Ageing Access	0	0	4	2,182		
O61	Career Builders	29	34	85	2,527		
O62	Central Pulse	0	0	0	9,294		
O63	Flexible Workforce	0	0	7	2,202		
O64	Bus-Route Renters	23	84	443	7,580		
O65	Learners & Earners	0	0	0	7,519		
O66	Student Scene	0	0	0	13,252		
U99	Unclassified	0	0	106	12,595		
Total				2,355	7,137	31,974	401,079

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

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

3. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



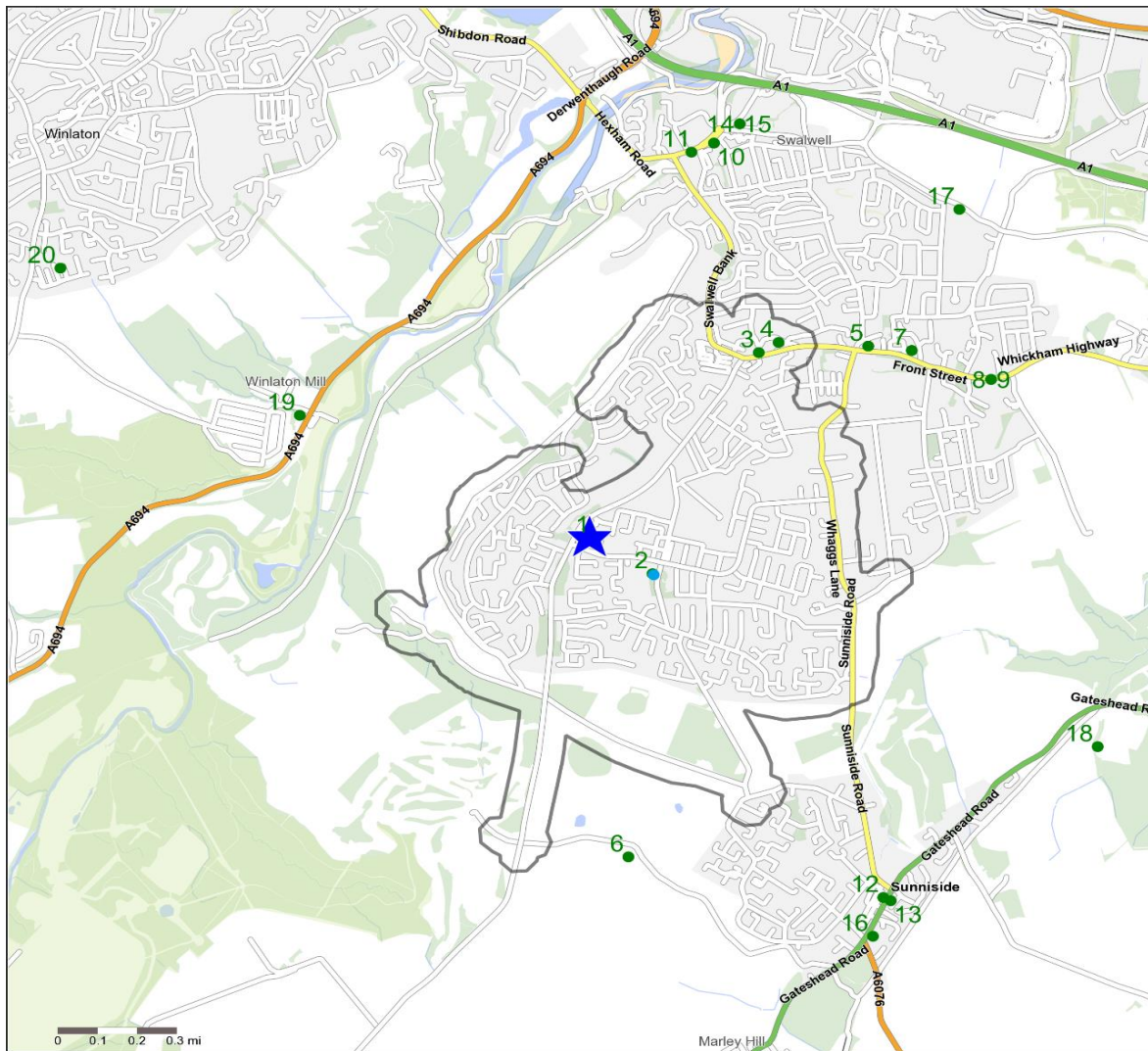
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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	1,375	19.3	64	188	2.6	16	5,573	78.1	150			
Male: Alone	2,118	29.7	100	1,016	14.2	91	4,001	56.1	105			
Male: Group	1,920	26.9	118	2,828	39.6	151	2,388	33.5	67			
Male: Pair	1,698	23.8	91	1,022	14.3	94	4,415	61.9	108			
Mixed Sex: Group	412	5.8	25	3,293	46.2	145	3,431	48.1	110			
Mixed Sex: Pair	2,556	35.8	153	2,623	36.8	113	1,956	27.4	64			
With Children	739	10.4	36	1,093	15.3	91	5,304	74.3	140			
Unknown	998	14.0	43	1,046	14.7	82	5,091	71.4	149			
For Eating:												
Upmarket	2,149	30.1	98	388	5.4	26	4,599	64.5	136			
Midmarket	1,427	20.0	58	1	0.0	0	5,707	80.0	145			
Downmarket	1,837	25.7	116	3,413	47.8	137	1,885	26.4	64			
For Drinking (monthly spend):												
Nothing	1,442	20.2	67	3,792	53.1	225	1,901	26.6	59			
Low (less than £10)	3,160	44.3	148	2,088	29.3	125	1,887	26.4	58			
Medium (Between £10 and £40)	3,172	44.5	145	247	3.5	19	3,716	52.1	104			
High (Greater than £40)	1,841	25.8	100	1,233	17.3	84	4,061	56.9	109			

Activity Group Structure	20 Minute Drivetime									
	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	133,216	33.2	110	40,331	10.1	61	214,938	53.6	103	
Male: Alone	127,601	31.8	107	89,155	22.2	142	171,729	42.8	80	
Male: Group	104,312	26.0	114	127,377	31.8	121	156,796	39.1	79	
Male: Pair	120,040	29.9	115	77,418	19.3	127	191,027	47.6	83	
Mixed Sex: Group	113,642	28.3	124	85,128	21.2	66	189,715	47.3	108	
Mixed Sex: Pair	108,063	26.9	115	128,295	32.0	98	152,127	37.9	89	
With Children	118,378	29.5	102	73,795	18.4	109	196,312	48.9	92	
Unknown	115,628	28.8	88	54,340	13.5	76	218,517	54.5	114	
For Eating:										
Upmarket	104,538	26.1	85	82,588	20.6	99	201,359	50.2	106	
Midmarket	148,809	37.1	108	27,923	7.0	77	211,753	52.8	95	
Downmarket	135,521	33.8	152	153,677	38.3	110	99,288	24.8	60	
For Drinking (monthly spend):										
Nothing	112,250	28.0	93	108,463	27.0	114	167,772	41.8	93	
Low (less than £10)	81,927	20.4	68	80,335	20.0	85	226,223	56.4	124	
Medium (Between £10 and £40)	100,275	25.0	82	51,242	12.8	72	236,968	59.1	118	
High (Greater than £40)	74,602	18.6	72	82,161	20.5	100	231,722	57.8	110	

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	Fellsider, NE16 5BY	Star Pubs & Bars	0.6	0.2
2	Coachman, NE16 5AW	Star Pubs & Bars	5.4	0.8
3	Bridle Path, NE16 4JJ	Stonegate Pub Company	16.9	2.8
4	One Eyed Stag, NE16 4JB	Independent Free	19.0	3.1
5	Ye Olde Lang Jack, NE16 4DT	Unknown	23.2	3.9
6	Woodmans Arms, NE16 5BB	Independent Free	25.1	3.5
7	Bay Horse, NE16 4EF	Greene King	25.4	4.3
8	Harry Clasper, NE16 4HF	Wetherspoon	29.3	5.2
9	Jack Roll, NE16 4HF	Independent Free	29.3	5.2
10	Highlander Inn, NE16 3DW	Punch Pub Company	29.6	5.3
11	Bourgognes, NE16 3AA	Camerons	29.9	5.2
12	Rising Sun, NE16 5LR	Independent Free	30.2	6.0
13	Travellers Rest, NE16 5LL	Independent Free	31.7	6.1
14	Sun Inn, NE16 3AL	Marston's	32.6	5.7
15	Three Tuns, NE16 3AL	Camerons	32.6	5.7
16	Potters Wheel, NE16 5EE	Unknown	32.6	6.3
17	Poachers Pocket, NE16 4TJ	Marston's	34.7	6.1
18	Marquis Of Granby, NE16 5ES	Star Pubs & Bars	45.6	7.8
19	Red Kite, NE21 6RT	Star Pubs & Bars	54.3	7.9
20	Commercial, NE21 6QT	Trust Inns	75.4	10.9