

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	6	791
Catchment Adults 18+	148	5,269	781,461
Catchment Adults 18+ Per Pub	148	878	988
Populaton Projection 2018 to 2028 (% change)	6.64%	4.74%	3.23%

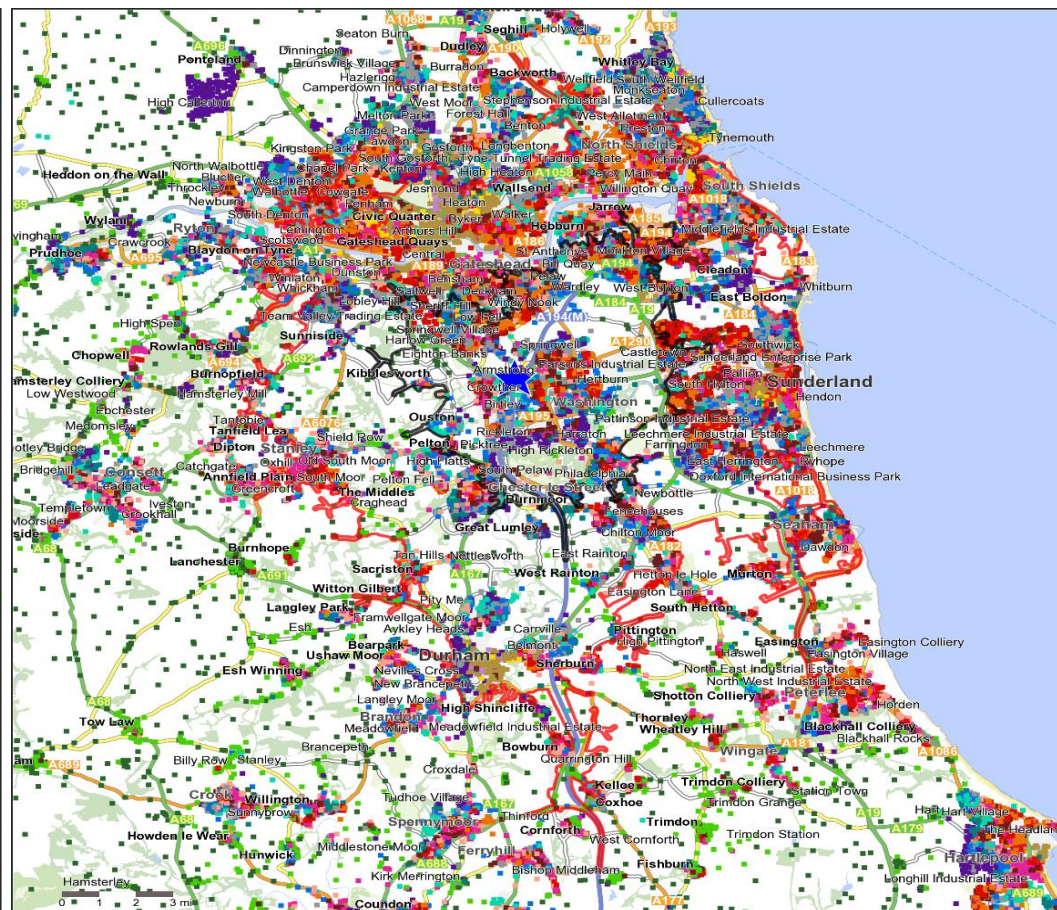
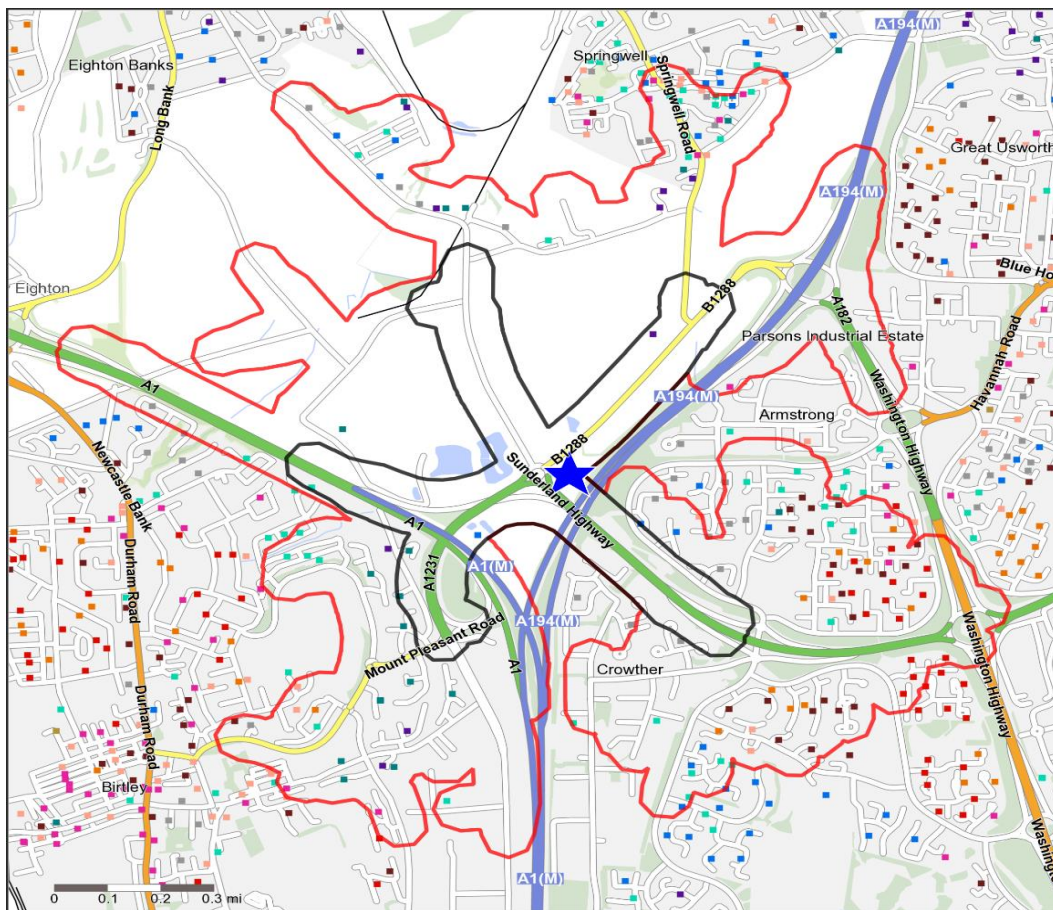
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	148	100.0	193	1	High Street Pub	4,622	87.7	169	1	High Street Pub	672,443	86.0	166
2	Bit of Style	127	85.8	184	2	Community Pub	3,777	71.7	154	2	Community Pub	574,231	73.5	158
3	Circuit Bar	84	56.8	90	3	Premium Local	2,620	49.7	79	3	Premium Local	237,915	30.4	48
4	Great Pub Great Food	61	41.2	319	4	Bit of Style	1,499	28.4	220	4	Bit of Style	173,227	22.2	171
5	High Street Pub	50	33.8	84	5	Great Pub Great Food	1,407	26.7	66	5	Circuit Bar	144,518	18.5	46
6	Community Pub	6	4.1	15	6	Circuit Bar	911	17.3	64	6	Great Pub Great Food	138,361	17.7	66
7	Craft Led	2	1.4	13	7	Craft Led	494	9.4	91	7	Craft Led	109,571	14.0	136

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	23	15.5	176	396	7.5	85	49,649	6.4	72
C1	29	19.6	160	768	14.6	119	98,157	12.6	102
C2	12	8.1	98	469	8.9	108	63,496	8.1	98
DE	6	4.1	39	589	11.2	109	101,127	12.9	126

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)	30	20.3	61	2,775	52.7	159	461,365	59.0	178
Medium (7-13)	77	52.0	157	1,783	33.8	102	195,333	25.0	75
High (14-19)	41	27.7	97	508	9.6	34	53,562	6.9	24

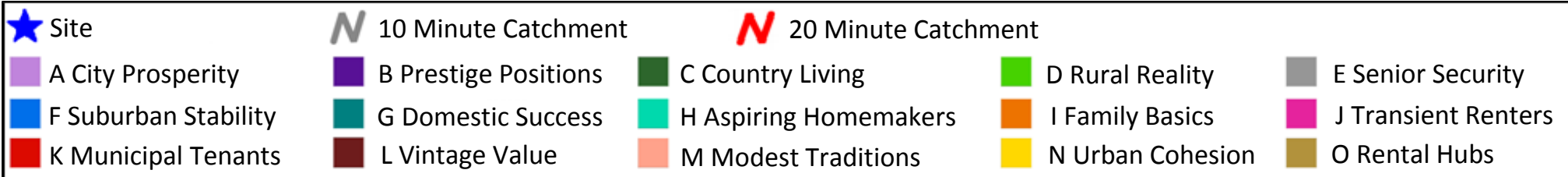
## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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# Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
A01 World-Class Wealth	0	0	0	171
A02 Uptown Elite	0	0	0	3,203
A03 Penthouse Chic	0	0	0	0
A04 Metro High-Flyers	0	0	0	162
B05 Premium Fortunes	0	0	468	2,877
B06 Diamond Days	0	0	580	3,384
B07 Alpha Families	15	48	424	1,957
B08 Bank of Mum and Dad	1	17	1,412	4,382
B09 Empty-Nest Adventure	1	115	4,363	11,657
C10 Wealthy Landowners	0	0	255	949
C11 Rural Vogue	0	0	42	133
C12 Scattered Homesteads	0	0	31	100
C13 Village Retirement	0	0	66	452
D14 Satellite Settlers	0	0	187	1,077
D15 Local Focus	0	0	1	831
D16 Outlying Seniors	0	0	27	977
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	0	11	1,129	8,219
E19 Bungalow Heaven	0	63	5,027	18,903
E20 Classic Grandparents	0	347	7,974	29,460
E21 Solo Retirees	0	54	2,631	11,869
F22 Boomerang Boarders	0	23	5,731	23,982
F23 Family Ties	0	20	1,244	4,349
F24 Fledgling Free	1	132	6,061	16,236
F25 Dependable Me	0	215	5,627	16,251
G26 Cafés and Catchments	0	0	588	3,542
G27 Thriving Independence	1	28	1,508	6,643
G28 Modern Parents	42	556	3,463	10,944
G29 Mid-Career Convention	1	33	2,814	12,514
H30 Primary Ambitions	0	54	898	4,938
H31 Affordable Fringe	0	390	5,551	16,416
H32 First-Rung Futures	2	301	5,098	20,537
H33 Contemporary Starts	82	315	2,063	9,120
H34 New Foundations	0	88	564	4,184
H35 Flying Solo	0	3	222	1,616

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
I36 Solid Economy	0	116	299	2,047
I37 Budget Generations	0	218	4,101	10,348
I38 Economical Families	0	38	3,073	12,934
I39 Families on a Budget	0	143	10,362	46,005
J40 Value Rentals	0	121	7,202	31,617
J41 Youthful Endeavours	0	14	938	7,341
J42 Midlife Renters	0	97	1,705	13,556
J43 Renting Rooms	0	0	950	24,262
K44 Inner City Stalwarts	0	0	0	435
K45 City Diversity	0	0	0	353
K46 High Rise Residents	0	0	656	8,309
K47 Single Essentials	0	190	3,910	23,382
K48 Mature Workers	0	371	15,777	61,951
L49 Flatlet Seniors	0	0	2,292	16,456
L50 Pocket Pensions	0	172	6,999	24,996
L51 Retirement Communities	0	0	678	4,430
L52 Estate Veterans	0	394	19,426	45,515
L53 Seasoned Survivors	0	10	3,170	19,350
M54 Down-to-Earth Owners	3	273	7,425	24,869
M55 Back with the Folks	0	163	2,553	12,943
M56 Self Supporters	0	136	3,875	23,543
N57 Community Elders	0	0	0	592
N58 Culture & Comfort	0	0	0	918
N59 Large Family Living	0	0	0	828
N60 Ageing Access	0	0	747	6,350
O61 Career Builders	0	0	194	4,424
O62 Central Pulse	0	0	0	12,020
O63 Flexible Workforce	0	0	0	1,733
O64 Bus-Route Renters	0	0	1,455	18,726
O65 Learners & Earners	0	0	0	22,047
O66 Student Scene	0	0	0	23,812
U99 Unclassified	0	0	218	23,334
<b>Total</b>	<b>149</b>	<b>5,269</b>	<b>164,054</b>	<b>781,461</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 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. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

## 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. 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

### 3. L52 Estate Veterans

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



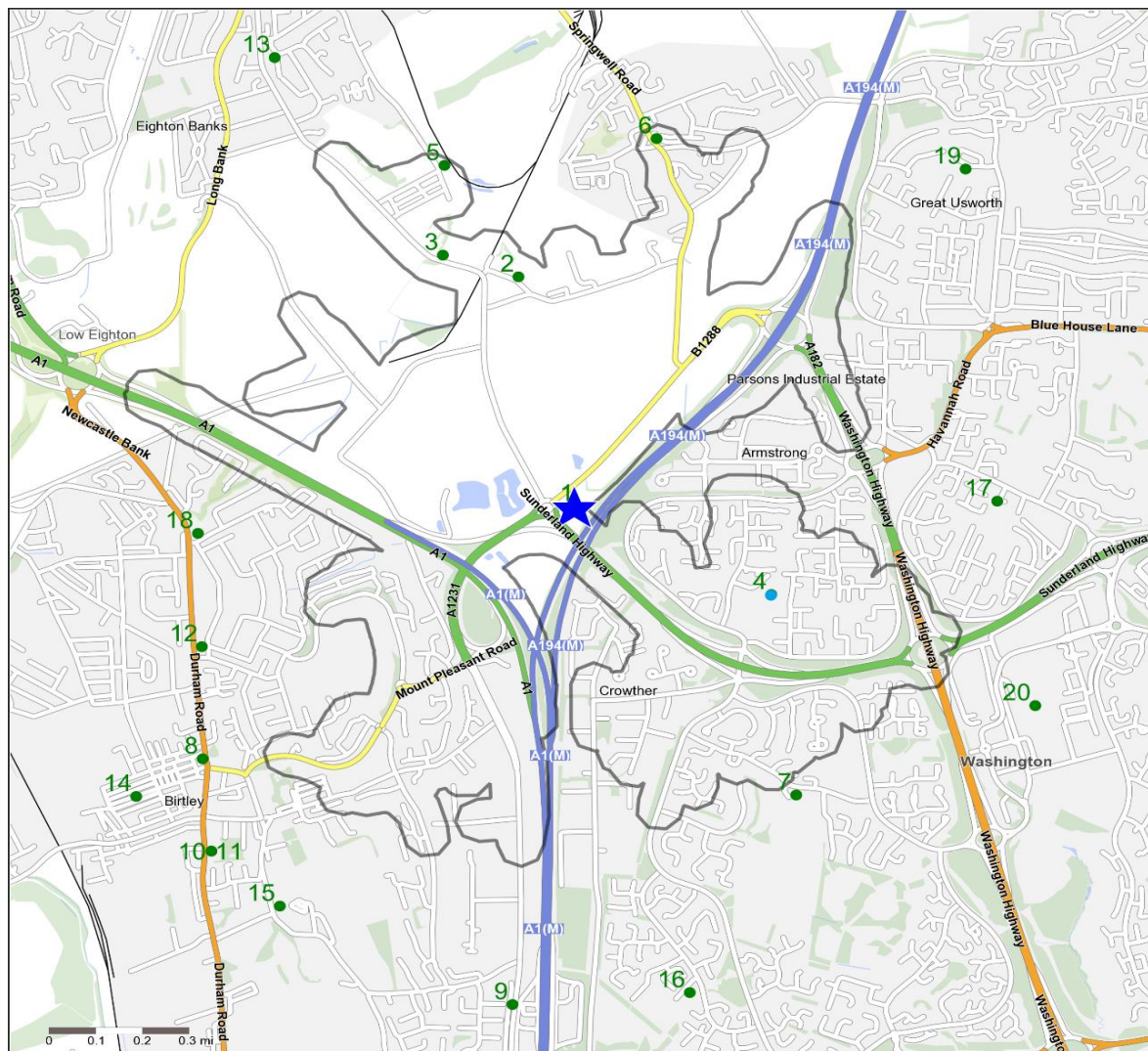
- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

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	1,682	31.9	105	772	14.7	90	2,816	53.4	103	
Male: Alone	1,572	29.8	100	1,071	20.3	130	2,627	49.9	94	
Male: Group	1,507	28.6	125	1,276	24.2	92	2,486	47.2	95	
Male: Pair	1,450	27.5	106	843	16.0	105	2,977	56.5	98	
Mixed Sex: Group	1,071	20.3	89	1,599	30.3	95	2,599	49.3	112	
Mixed Sex: Pair	1,864	35.4	151	1,220	23.2	71	2,185	41.5	97	
With Children	2,126	40.3	139	864	16.4	97	2,279	43.3	82	
Unknown	1,654	31.4	96	582	11.0	62	3,033	57.6	120	
<b>For Eating:</b>										
Upmarket	1,236	23.5	77	1,295	24.6	118	2,738	52.0	110	
Midmarket	941	17.9	52	275	5.2	58	4,053	76.9	139	
Downmarket	2,245	42.6	192	1,928	36.6	105	1,097	20.8	50	
<b>For Drinking (monthly spend):</b>										
Nothing	2,220	42.1	139	1,433	27.2	115	1,616	30.7	68	
Low (less than £10)	1,936	36.7	123	934	17.7	75	2,400	45.5	100	
Medium (Between £10 and £40)	1,936	36.7	120	491	9.3	52	2,843	54.0	107	
High (Greater than £40)	1,166	22.1	86	1,265	24.0	117	2,838	53.9	103	

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	253,055	32.4	107	61,525	7.9	48	443,547	56.8	109	
Male: Alone	244,288	31.3	105	170,853	21.9	140	342,985	43.9	82	
Male: Group	232,753	29.8	130	235,239	30.1	115	290,134	37.1	75	
Male: Pair	259,676	33.2	127	133,684	17.1	112	364,766	46.7	81	
Mixed Sex: Group	215,180	27.5	120	145,960	18.7	58	396,987	50.8	116	
Mixed Sex: Pair	216,576	27.7	118	233,635	29.9	92	307,916	39.4	92	
With Children	213,829	27.4	95	130,792	16.7	99	413,506	52.9	100	
Unknown	184,156	23.6	72	99,745	12.8	71	474,225	60.7	127	
<b>For Eating:</b>										
Upmarket	195,172	25.0	82	143,097	18.3	88	419,858	53.7	114	
Midmarket	270,784	34.7	101	60,374	7.7	86	426,969	54.6	99	
Downmarket	299,264	38.3	172	281,946	36.1	103	176,916	22.6	54	
<b>For Drinking (monthly spend):</b>										
Nothing	241,287	30.9	102	220,773	28.3	120	296,066	37.9	85	
Low (less than £10)	159,557	20.4	68	148,587	19.0	81	449,983	57.6	127	
Medium (Between £10 and £40)	196,110	25.1	82	91,295	11.7	66	470,721	60.2	120	
High (Greater than £40)	145,505	18.6	72	178,527	22.8	111	434,095	55.5	106	

## 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	Mill House, DH 3 1RE	Star Pubs & Bars	0.0	0.5
2	Ship, NE 9 7YP	Punch Pub Company	13.0	1.9
3	Engine Room, NE 9 7XR	Independent Free	13.6	1.9
4	Honest Boy, NE37 1LL	Star Pubs & Bars	15.7	4.0
5	Waggon Inn, NE 9 7XB	Independent Free	19.6	2.9
6	Guide Post, NE 9 7RR	Independent Free	20.2	2.9
7	Ox & Plough, NE38 0LZ	Independent Free	21.4	3.2
8	Red Lion Inn, DH 3 1LS	Trust Inns	23.5	3.8
9	Board Inn, DH 3 2JL	Unknown	26.3	3.0
10	Birtley Ale House, DH 3 2PS	Independent Free	26.6	4.3
11	Railway Hotel, DH 3 2PS	Independent Free	26.6	4.3
12	Three Tuns Inn, DH 3 1NX	Sam Smith	26.6	4.8
13	Quarrymans Arms, NE 9 7XP	Camerons	27.2	4.5
14	Waterloo, DH 3 1ED	Camerons	27.2	4.8
15	Moulders Arms, DH 3 2LW	Ei Group	27.5	4.6
16	Cherry Tree, NE38 0DL	Marston's	29.0	4.7
17	Duke Of Albany, NE37 1UB	Camerons	29.9	3.2
18	Coach & Horses, DH 3 1QF	Ei Group	30.8	4.3
19	Wessington, NE37 1EE	Admiral Taverns Ltd	35.9	5.4
20	Oasis, NE38 7SA	Stonegate Pub Company	37.1	4.0