

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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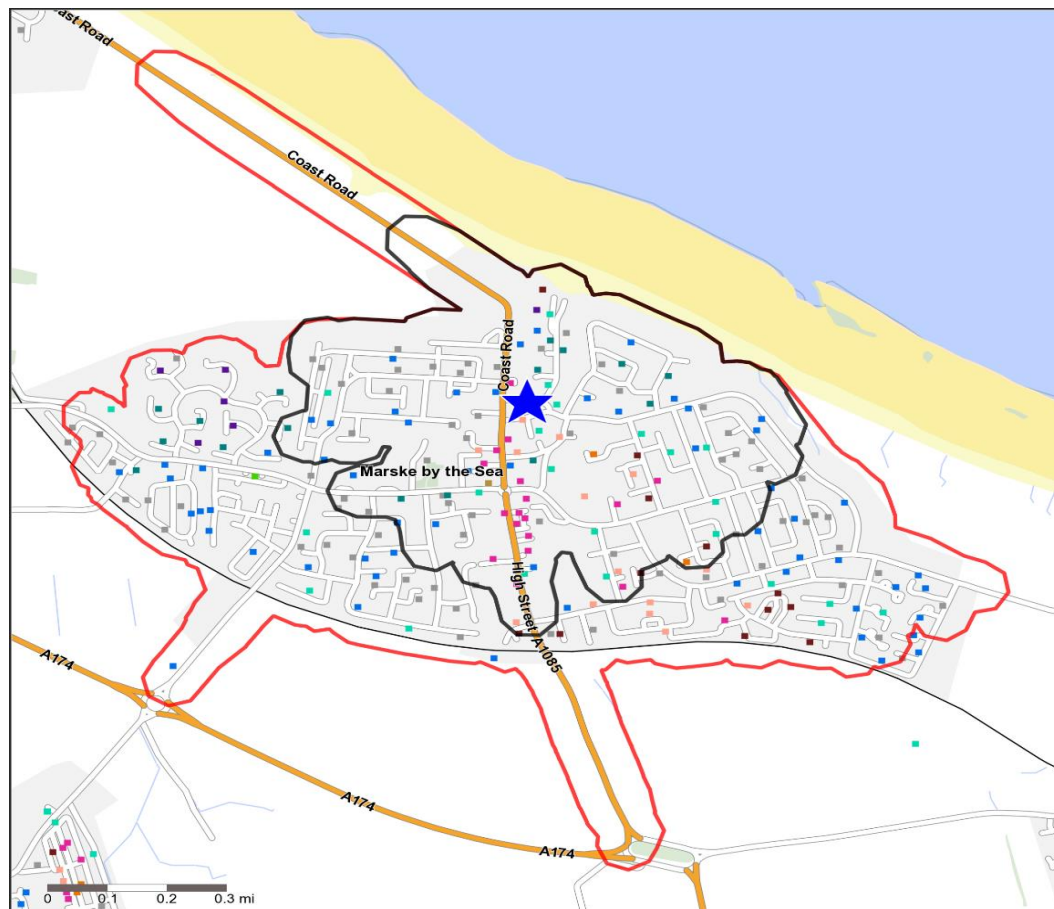
Number of Pubs	5	6	156
Catchment Adults 18+	3,535	6,802	166,866
Catchment Adults 18+ Per Pub	707	1,134	1,070
Populaton Projection 2018 to 2028 (% change)	-2.26%	-1.14%	1.06%

		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	2,864	81.0	156	1	High Street Pub	4,907	72.1	139	1	High Street Pub	130,301	78.1	151
2	Community Pub	1,985	56.2	120	2	Premium Local	3,616	53.2	114	2	Community Pub	112,887	67.7	145
3	Premium Local	1,740	49.2	78	3	Community Pub	3,346	49.2	78	3	Premium Local	60,971	36.5	58
4	Great Pub Great Food	1,157	32.7	253	4	Great Pub Great Food	2,415	35.5	275	4	Great Pub Great Food	43,205	25.9	200
5	Bit of Style	612	17.3	43	5	Bit of Style	1,071	15.7	39	5	Bit of Style	25,955	15.6	39
6	Circuit Bar	324	9.2	34	6	Circuit Bar	618	9.1	34	6	Circuit Bar	13,008	7.8	29
7	Craft Led	311	8.8	85	7	Craft Led	605	8.9	86	7	Craft Led	8,332	5.0	48

	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	209	5.9	67	393	5.8	65	8,539	5.1	58
C1	391	11.1	90	726	10.7	87	17,011	10.2	83
C2	283	8.0	97	570	8.4	102	15,681	9.4	114
DE	251	7.1	69	499	7.3	71	24,531	14.7	143

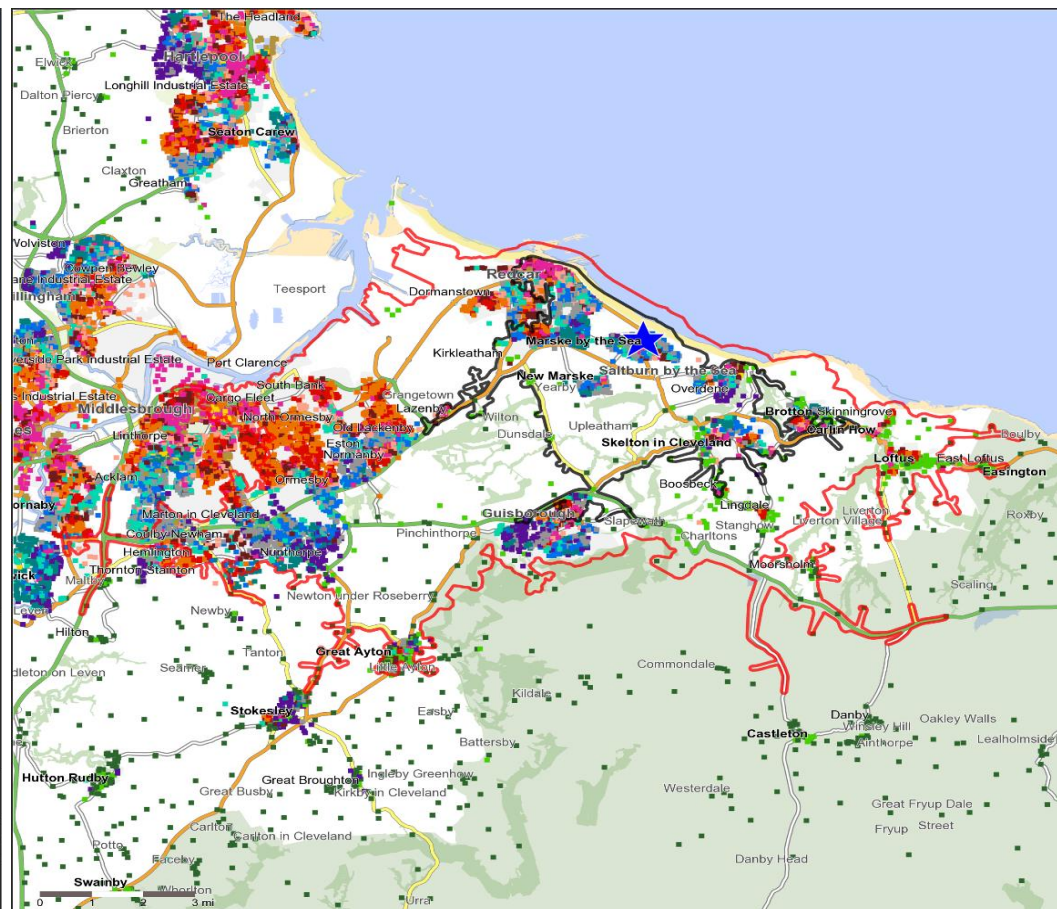
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,136	32.1	97	2,105	30.9	93	92,406	55.4	167
Medium (7-13)	1,905	53.9	162	3,732	54.9	165	55,266	33.1	100
High (14-19)	313	8.9	31	566	8.3	29	16,516	9.9	35

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
	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	326
	B06	Diamond Days	0	0	188	1,083
	B07	Alpha Families	0	0	151	1,007
	B08	Bank of Mum and Dad	0	40	279	1,185
	B09	Empty-Nest Adventure	6	214	1,025	4,860
	C10	Wealthy Landowners	0	4	195	562
	C11	Rural Vogue	0	0	27	172
	C12	Scattered Homesteads	0	0	9	289
	C13	Village Retirement	0	0	115	842
	D14	Satellite Settlers	0	0	393	1,790
	D15	Local Focus	0	0	857	3,288
	D16	Outlying Seniors	0	2	651	3,209
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	36	36	191	811
	E19	Bungalow Heaven	642	1,426	4,292	12,759
	E20	Classic Grandparents	242	372	1,536	4,427
	E21	Solo Retirees	116	203	1,138	2,658
	F22	Boomerang Boarders	424	572	1,910	5,252
	F23	Family Ties	0	0	251	1,146
	F24	Fledgling Free	275	869	3,213	8,283
	F25	Dependable Me	221	387	2,009	4,543
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	16	16	29	117
	G28	Modern Parents	0	53	3,031	4,939
	G29	Mid-Career Convention	187	262	1,439	4,786
	H30	Primary Ambitions	0	0	150	669
	H31	Affordable Fringe	213	349	1,958	6,105
	H32	First-Rung Futures	288	561	2,184	5,106
	H33	Contemporary Starts	0	0	601	2,089
	H34	New Foundations	0	0	59	580
	H35	Flying Solo	23	44	337	700

			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	24	567
	I37	Budget Generations	80	80	462	1,884
	I38	Economical Families	8	9	711	3,197
	I39	Families on a Budget	0	0	1,118	15,772
	J40	Value Rentals	99	136	2,272	6,332
	J41	Youthful Endeavours	0	0	444	1,098
	J42	Midlife Renters	225	246	1,541	2,407
	J43	Renting Rooms	0	0	1,851	6,760
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	499
	K47	Single Essentials	0	0	241	1,890
	K48	Mature Workers	0	0	1,559	14,685
	L49	Flatlet Seniors	0	167	952	3,953
	L50	Pocket Pensions	197	321	1,669	4,965
	L51	Retirement Communities	0	0	384	683
	L52	Estate Veterans	0	0	430	2,463
	L53	Seasoned Survivors	0	0	753	2,729
	M54	Down-to-Earth Owners	75	253	1,062	3,849
	M55	Back with the Folks	22	25	1,229	3,503
	M56	Self Supporters	128	141	1,744	3,268
	N57	Community Elders	0	0	0	0
	N58	Culture & Comfort	0	0	0	11
	N59	Large Family Living	0	0	0	536
	N60	Ageing Access	0	0	26	26
	O61	Career Builders	0	0	16	127
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	13	13	665	1,036
	O65	Learners & Earners	0	0	0	452
	O66	Student Scene	0	0	0	57
	U99	Unclassified	0	0	73	532
Total			3,536	6,801	47,444	166,864

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. 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

3. 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

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. 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. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



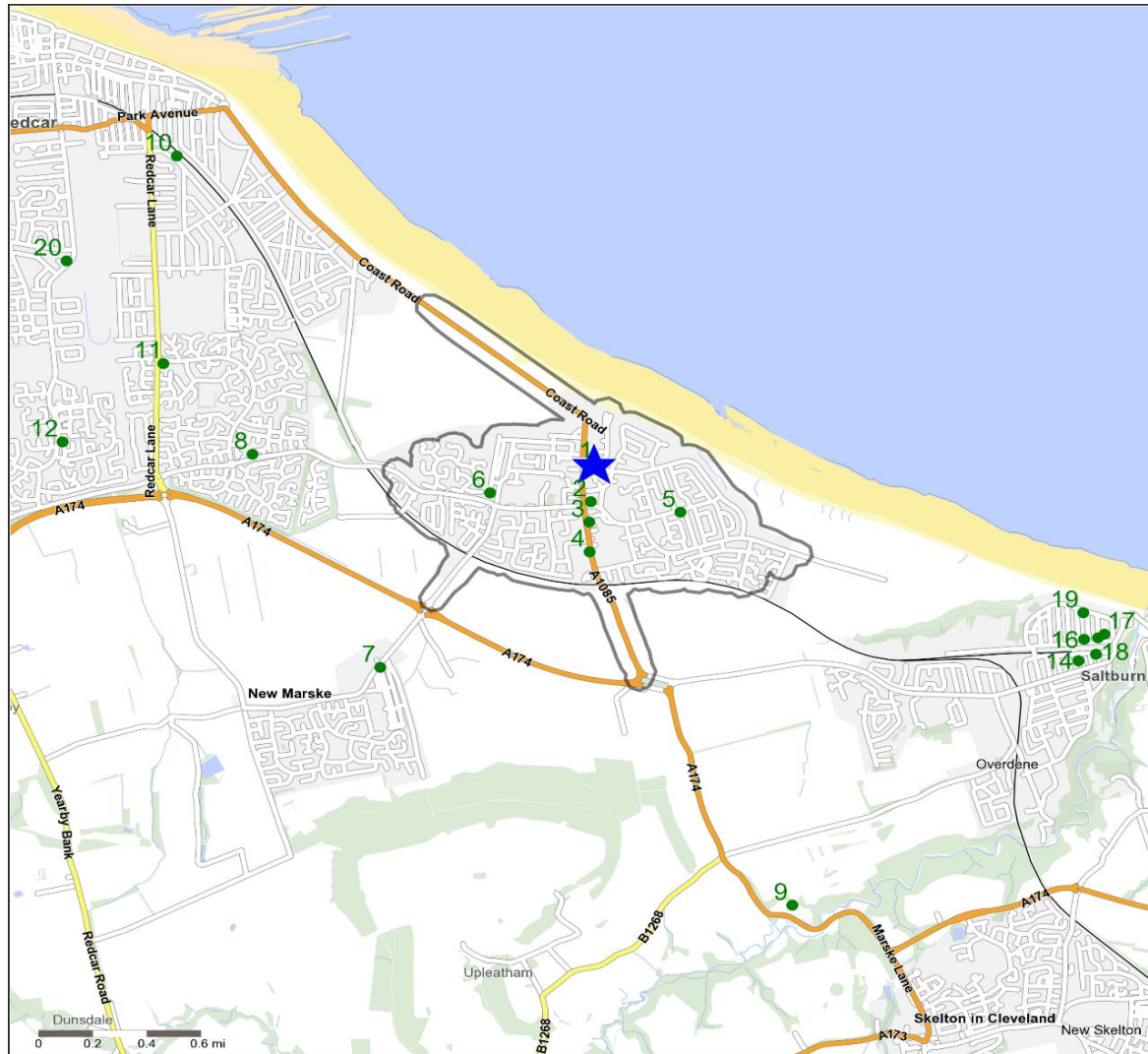
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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	1,094	16.1	53		429	6.3	39		5,279	77.6	149	
Male: Alone	2,416	35.5	119		467	6.9	44		3,919	57.6	108	
Male: Group	2,136	31.4	137		2,519	37.0	141		2,146	31.5	64	
Male: Pair	1,694	24.9	95		1,301	19.1	125		3,807	56.0	98	
Mixed Sex: Group	737	10.8	47		2,804	41.2	129		3,260	47.9	109	
Mixed Sex: Pair	2,013	29.6	126		2,458	36.1	111		2,331	34.3	80	
With Children	1,800	26.5	91		539	7.9	47		4,463	65.6	124	
Unknown	914	13.4	41		506	7.4	41		5,382	79.1	165	
For Eating:												
Upmarket	1,385	20.4	66		460	6.8	32		4,957	72.9	154	
Midmarket	1,121	16.5	48		44	0.6	7		5,637	82.9	150	
Downmarket	2,930	43.1	194		2,731	40.1	115		1,141	16.8	40	
For Drinking (monthly spend):												
Nothing	1,703	25.0	83		2,817	41.4	175		2,281	33.5	75	
Low (less than £10)	1,968	28.9	97		3,205	47.1	201		1,629	23.9	53	
Medium (Between £10 and £40)	1,968	28.9	95		1,148	16.9	95		3,686	54.2	108	
High (Greater than £40)	984	14.5	56		1,775	26.1	127		4,043	59.4	114	

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	35,260	21.1	70	21,528	12.9	79	109,546	65.6	126
Male: Alone	50,310	30.1	101	34,520	20.7	133	81,504	48.8	92
Male: Group	46,003	27.6	121	48,234	28.9	110	72,096	43.2	87
Male: Pair	34,916	20.9	80	28,840	17.3	113	102,577	61.5	107
Mixed Sex: Group	28,323	17.0	74	52,206	31.3	98	85,805	51.4	117
Mixed Sex: Pair	38,971	23.4	100	64,909	38.9	120	62,453	37.4	88
With Children	47,399	28.4	98	37,185	22.3	132	81,749	49.0	93
Unknown	44,902	26.9	82	14,926	8.9	50	106,506	63.8	133
For Eating:									
Upmarket	29,566	17.7	58	28,893	17.3	83	107,875	64.6	137
Midmarket	36,970	22.2	65	18,137	10.9	120	111,227	66.7	120
Downmarket	59,089	35.4	159	76,356	45.8	131	30,888	18.5	45
For Drinking (monthly spend):									
Nothing	55,171	33.1	109	58,051	34.8	147	53,111	31.8	71
Low (less than £10)	40,998	24.6	82	45,551	27.3	116	79,785	47.8	105
Medium (Between £10 and £40)	40,645	24.4	80	19,691	11.8	66	105,998	63.5	126
High (Greater than £40)	24,544	14.7	57	44,029	26.4	129	97,761	58.6	112

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	Ship, TS11 7LL	Star Pubs & Bars	0.0	0.0
2	Biggles Bar, TS11 7LA	Independent Free	4.8	0.9
3	Clarendon Hotel, TS11 7BA	Independent Free	6.6	1.1
4	Zetland Hotel, TS11 6JQ	Punch Pub Company	8.8	1.4
5	Frigate, TS11 7DH	Independent Free	8.8	2.0
6	Mermaid, TS11 6EX	Mitchells & Butlers	10.3	1.9
7	Yorkshire Lass, TS11 8EG	Independent Free	27.5	4.2
8	Wheatlands Farm, TS10 2TB	Greene King	30.8	4.8
9	Skelton Mill, TS12 2HE	Independent Free	42.6	4.2
10	Cleveland Bay Hotel, TS10 2DD	Ei Group	44.1	6.8
11	Turners Mill, TS10 2RA	Mitchells & Butlers	47.1	7.5
12	Starting Gate, TS10 4PS	Ei Group	53.4	8.2
13	Hop & Vine, TS12 1AE	Ei Group	54.6	7.0
14	Queens Bar, TS12 1AE	Independent Free	54.6	7.0
15	Victoria, TS12 1AH	Independent Free	55.8	7.3
16	Guns Bar, TS12 1DJ	Independent Free	55.8	7.7
17	Alexandra Vaults, TS12 1DS	Punch Pub Company	57.0	8.3
18	Rapps Cafe, TS12 1DH	Independent Free	57.0	8.4
19	Marine Hotel, TS12 1DZ	Independent Free	58.8	8.2
20	Yorkshire Coble, TS10 4JH	Sam Smith	65.7	10.2