

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

Number of Pubs	1	8	548
Catchment Adults 18+	2,621	7,858	580,647
Catchment Adults 18+ Per Pub	2,621	982	1,060
Populaton Projection 2018 to 2028 (% change)	6.20%	5.49%	4.12%

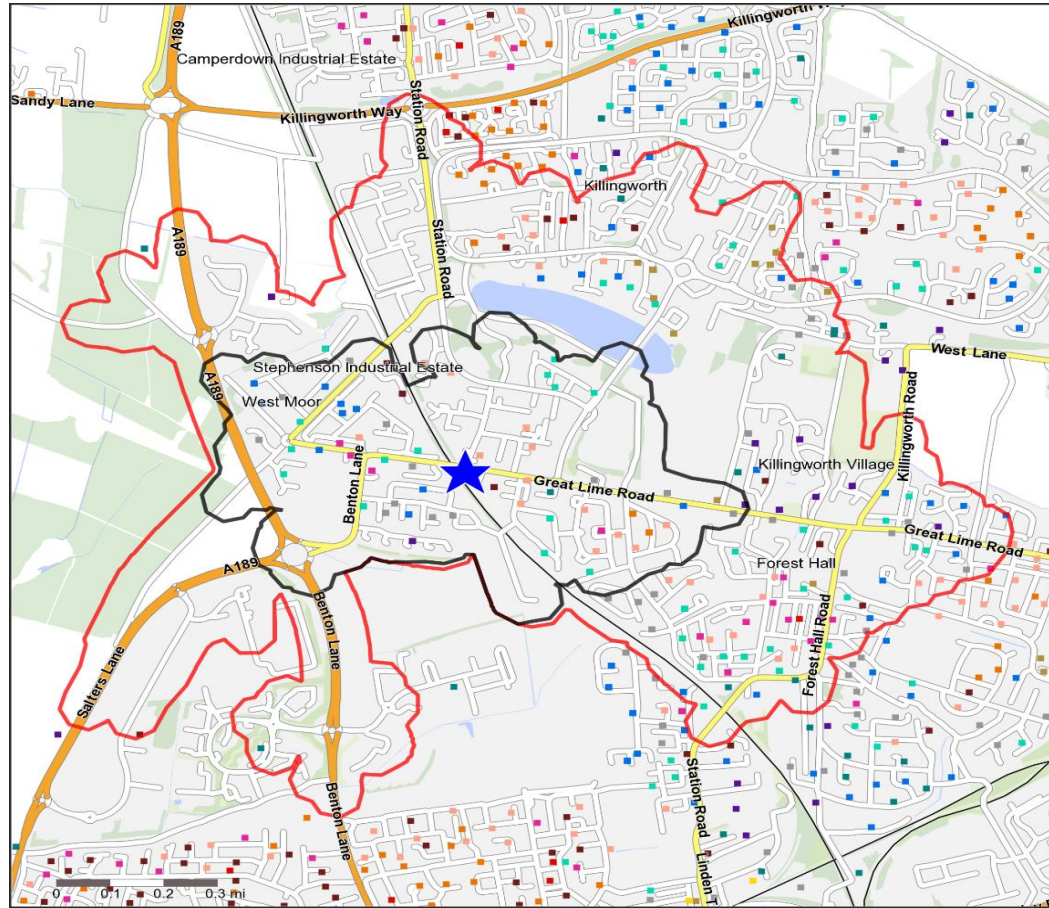
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	2,176	83.0	160	1	High Street Pub	6,929	88.2	170	1	High Street Pub	487,191	83.9	162
2	Community Pub	1,605	61.2	131	2	Community Pub	5,331	67.8	146	2	Community Pub	397,967	68.5	147
3	Premium Local	1,605	61.2	97	3	Premium Local	4,322	55.0	87	3	Premium Local	207,108	35.7	57
4	Great Pub Great Food	780	29.8	230	4	Great Pub Great Food	2,311	29.4	227	4	Bit of Style	154,630	26.6	206
5	Bit of Style	699	26.7	66	5	Bit of Style	2,044	26.0	64	5	Great Pub Great Food	131,200	22.6	56
6	Circuit Bar	555	21.2	79	6	Circuit Bar	1,722	21.9	82	6	Circuit Bar	123,655	21.3	79
7	Craft Led	291	11.1	108	7	Craft Led	931	11.8	115	7	Craft Led	95,067	16.4	159

	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	218	8.3	94	627	8.0	90	44,631	7.7	87
C1	399	15.2	124	1,180	15.0	122	78,049	13.4	110
C2	197	7.5	91	655	8.3	101	44,781	7.7	93
DE	197	7.5	73	715	9.1	88	71,155	12.3	119

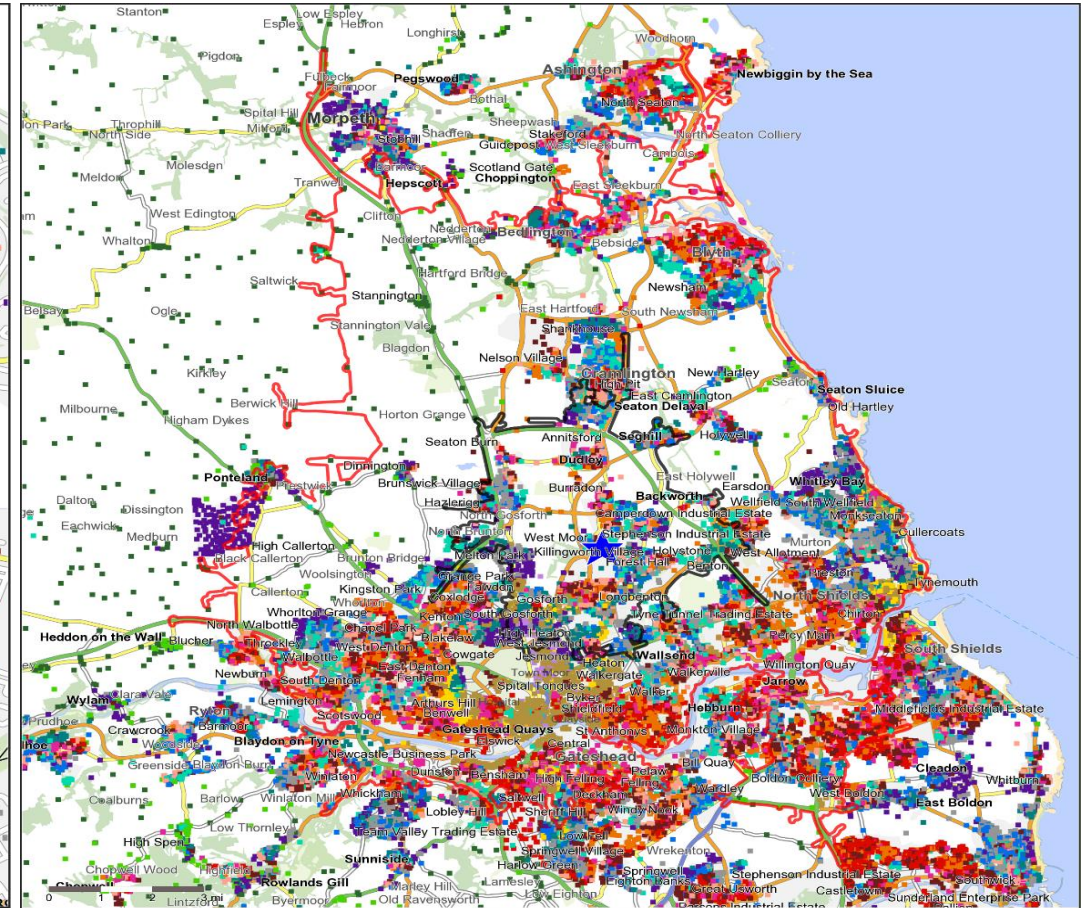
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,027	39.2	118	3,427	43.6	132	316,602	54.5	164
Medium (7-13)	1,268	48.4	146	3,215	40.9	123	161,384	27.8	84
High (14-19)	265	10.1	36	921	11.7	41	59,012	10.2	36

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

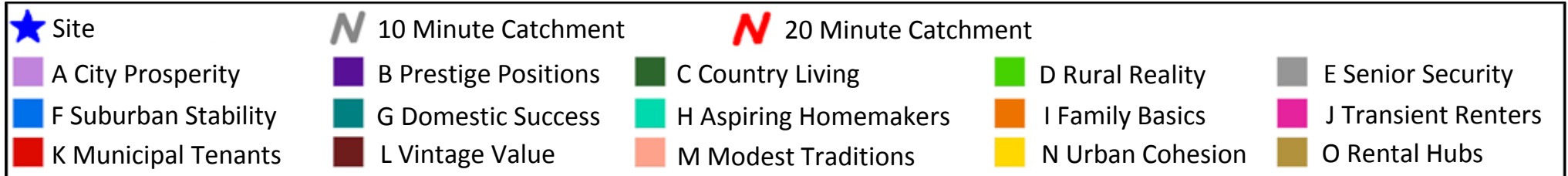
Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



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	48	189
A02	Uptown Elite		0	0	1,334	3,595
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	2	163
B05	Premium Fortunes		0	0	1,671	5,158
B06	Diamond Days		0	0	1,165	4,243
B07	Alpha Families		0	84	571	2,664
B08	Bank of Mum and Dad		0	28	731	3,385
B09	Empty-Nest Adventure		129	280	1,664	8,444
C10	Wealthy Landowners		0	0	21	1,005
C11	Rural Vogue		0	0	1	398
C12	Scattered Homesteads		0	0	1	118
C13	Village Retirement		0	0	18	589
D14	Satellite Settlers		0	0	6	942
D15	Local Focus		0	0	1	395
D16	Outlying Seniors		0	0	2	739
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		29	204	3,382	10,687
E19	Bungalow Heaven		39	116	3,615	16,097
E20	Classic Grandparents		232	353	2,554	16,203
E21	Solo Retirees		104	352	1,641	9,322
F22	Boomerang Boarders		398	838	3,620	15,248
F23	Family Ties		0	0	823	3,612
F24	Fledgling Free		42	197	2,025	10,083
F25	Dependable Me		61	367	2,202	11,402
G26	Cafés and Catchments		0	0	2,836	7,981
G27	Thriving Independence		15	109	3,156	11,339
G28	Modern Parents		50	106	3,534	9,824
G29	Mid-Career Convention		0	52	1,782	9,751
H30	Primary Ambitions		65	299	904	5,970
H31	Affordable Fringe		38	82	1,083	11,173
H32	First-Rung Futures		278	794	3,707	17,789
H33	Contemporary Starts		269	385	3,455	9,476
H34	New Foundations		8	34	584	3,867
H35	Flying Solo		0	2	341	953

			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	320	1,503
I37	Budget Generations		0	8	1,406	8,283
I38	Economical Families		77	133	1,528	9,443
I39	Families on a Budget		0	195	1,492	36,402
J40	Value Rentals		0	231	2,486	16,460
J41	Youthful Endeavours		0	0	303	5,454
J42	Midlife Renters		114	277	1,606	10,063
J43	Renting Rooms		0	0	235	20,929
K44	Inner City Stalwarts		0	0	0	432
K45	City Diversity		0	0	0	353
K46	High Rise Residents		0	0	68	6,505
K47	Single Essentials		0	103	1,526	19,051
K48	Mature Workers		0	69	1,550	27,088
L49	Flatlet Seniors		0	1	542	11,400
L50	Pocket Pensions		31	193	2,484	11,810
L51	Retirement Communities		49	49	723	4,490
L52	Estate Veterans		54	235	2,188	18,055
L53	Seasoned Survivors		3	49	1,175	14,189
M54	Down-to-Earth Owners		209	431	3,315	14,826
M55	Back with the Folks		208	338	3,071	11,614
M56	Self Supporters		105	428	3,176	17,490
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	1,865	8,522
O61	Career Builders		13	32	4,000	8,250
O62	Central Pulse		0	0	557	11,607
O63	Flexible Workforce		0	0	0	2,210
O64	Bus-Route Renters		0	403	2,272	18,042
O65	Learners & Earners		0	0	246	16,674
O66	Student Scene		0	0	807	18,533
U99	Unclassified		0	0	326	13,147
Total			2,620	7,857	87,747	580,648

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

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

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. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



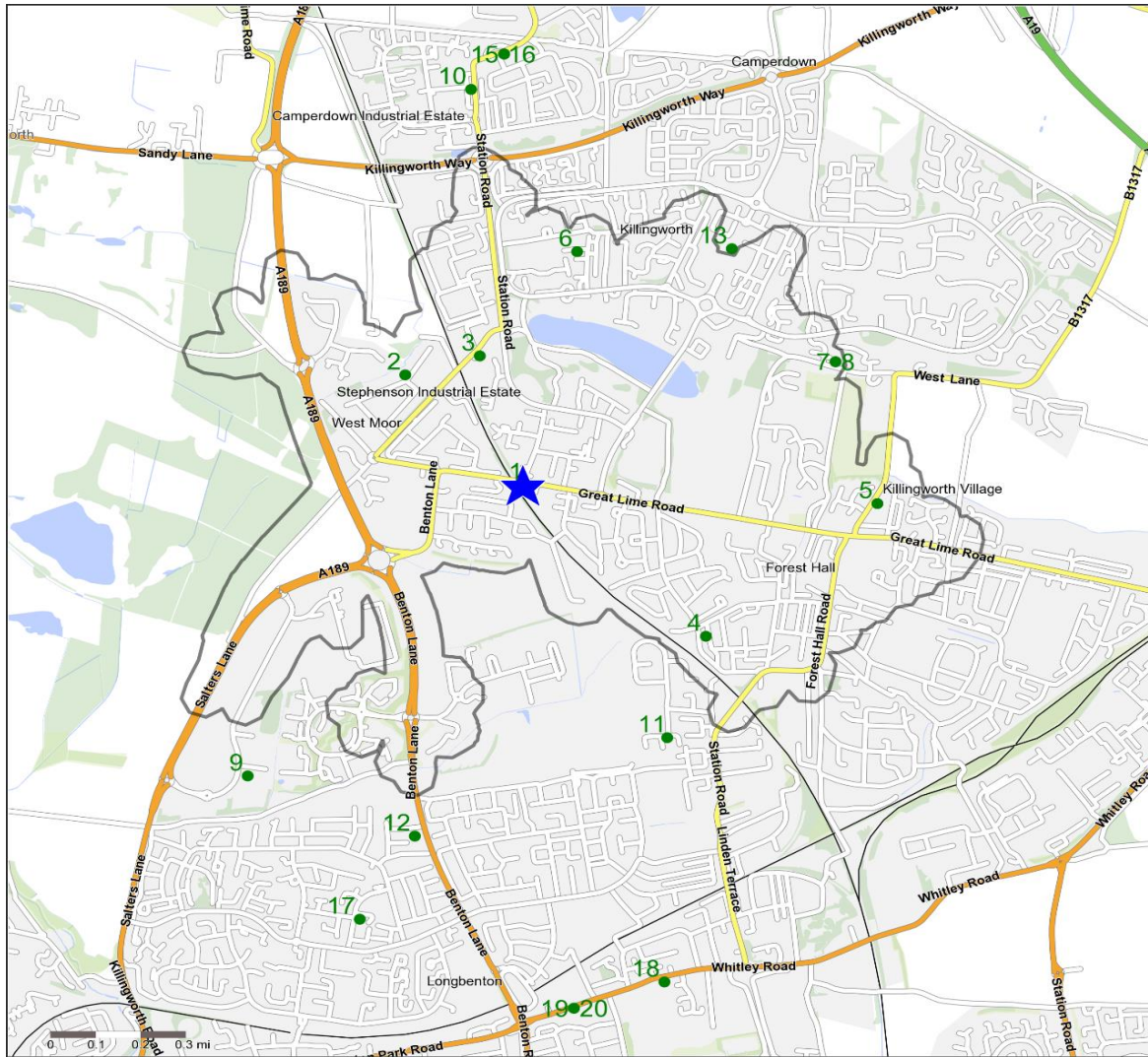
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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	3,175	40.4	134	206	2.6	16	4,477	57.0	109
Male: Alone	2,988	38.0	128	828	10.5	68	4,042	51.4	96
Male: Group	2,239	28.5	125	2,147	27.3	104	3,472	44.2	89
Male: Pair	2,519	32.1	123	2,158	27.5	180	3,182	40.5	71
Mixed Sex: Group	1,068	13.6	59	2,567	32.7	102	4,223	53.7	122
Mixed Sex: Pair	2,484	31.6	135	1,957	24.9	77	3,417	43.5	102
With Children	2,874	36.6	126	1,292	16.4	98	3,692	47.0	89
Unknown	949	12.1	37	1,606	20.4	114	5,303	67.5	141
For Eating:									
Upmarket	2,467	31.4	103	1,077	13.7	66	4,314	54.9	116
Midmarket	2,691	34.2	100	197	2.5	28	4,970	63.2	114
Downmarket	3,518	44.8	201	2,254	28.7	82	2,086	26.5	64
For Drinking (monthly spend):									
Nothing	2,681	34.1	113	2,141	27.2	115	3,037	38.6	86
Low (less than £10)	2,382	30.3	102	1,926	24.5	104	3,551	45.2	100
Medium (Between £10 and £40)	2,382	30.3	99	1,281	16.3	91	4,195	53.4	106
High (Greater than £40)	1,928	24.5	95	1,477	18.8	92	4,454	56.7	108

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	204,242	35.2	116	54,302	9.4	57	308,956	53.2	102	
Male: Alone	184,199	31.7	107	139,709	24.1	154	243,592	42.0	79	
Male: Group	160,447	27.6	121	179,425	30.9	118	227,628	39.2	79	
Male: Pair	186,481	32.1	123	106,005	18.3	120	275,013	47.4	83	
Mixed Sex: Group	179,196	30.9	135	114,337	19.7	62	273,966	47.2	107	
Mixed Sex: Pair	164,954	28.4	121	194,055	33.4	103	208,490	35.9	84	
With Children	173,432	29.9	103	97,929	16.9	100	296,139	51.0	96	
Unknown	145,676	25.1	76	94,994	16.4	91	326,831	56.3	117	
For Eating:										
Upmarket	175,054	30.1	98	116,034	20.0	96	276,412	47.6	101	
Midmarket	228,186	39.3	114	48,068	8.3	92	291,246	50.2	91	
Downmarket	198,194	34.1	154	219,552	37.8	108	149,754	25.8	62	
For Drinking (monthly spend):										
Nothing	159,017	27.4	91	174,414	30.0	127	234,069	40.3	90	
Low (less than £10)	129,967	22.4	75	110,606	19.0	81	326,927	56.3	124	
Medium (Between £10 and £40)	162,862	28.0	92	74,355	12.8	72	330,283	56.9	113	
High (Greater than £40)	132,075	22.7	88	123,995	21.4	104	311,430	53.6	103	

Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

 Site
  Star Pubs
  Pubs
  Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	George Stephenson, NE12 7NJ	Star Pubs & Bars	0.0	0.2
2	Miller & Carter, NE12 7EZ	Mitchells & Butlers	10.9	3.0
3	Station Hotel, NE12 6RA	Punch Pub Company	12.4	2.5
4	Flying Scotsman, NE12 7JN	*Other Small Retail Groups	13.9	2.8
5	Coach Inn, NE12 7BR	Punch Pub Company	16.9	3.2
6	West House, NE12 6TS	Trust Inns	18.7	3.8
7	Killingworth Arms, NE12 6BL	Ei Group	20.2	4.0
8	Plough Inn, NE12 6BL	Mitchells & Butlers	20.2	4.0
9	Boutique Bar And Tipi, NE12 8EG	Independent Free	23.5	3.7
10	Half Way House, NE12 5UX	Independent Free	24.1	4.4
11	Fusilier, NE12 7JB	Trust Inns	24.7	4.9
12	Black Bull, NE12 8PB	Independent Free	25.4	3.8
13	Shire Horse, NE12 6YT	Marston's	26.6	4.6
14	Camperdown Hotel, NE12 5UT	Admiral Taverns Ltd	26.9	5.1
15	Grey Horse, NE12 5UT	Unknown	26.9	5.1
16	Travellers Rest, NE12 5UT	Independent Free	26.9	5.1
17	Charnwood, NE12 8SH	Trust Inns	29.0	5.0
18	Ship Inn, NE12 8AE	Star Pubs & Bars	35.9	5.9
19	Benton Ale House, NE 7 7XE	Marston's	36.2	5.5
20	Black Bull, NE 7 7XE	Greene King	36.2	5.5