

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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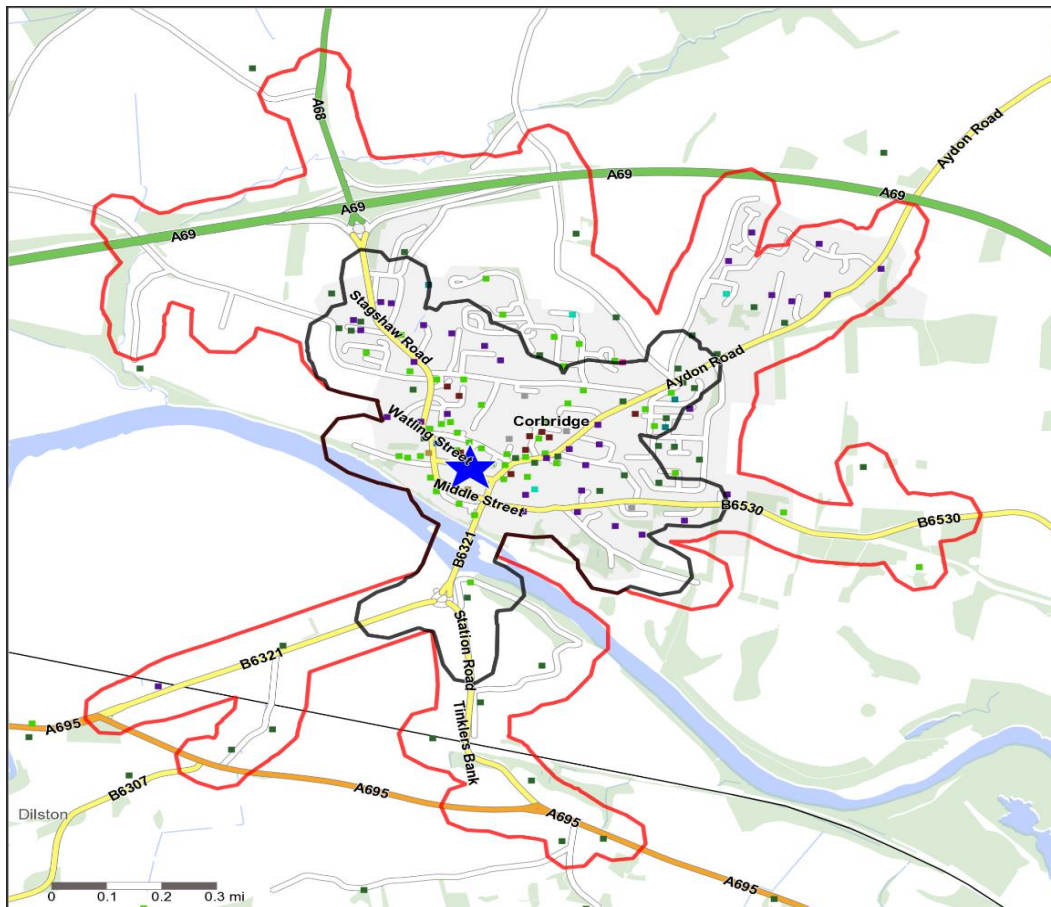
Number of Pubs	6	6	71
Catchment Adults 18+	1,669	2,864	57,896
Catchment Adults 18+ Per Pub	278	477	815
Populaton Projection 2018 to 2028 (% change)	-0.80%	-0.36%	1.78%

		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	1,226	73.5	142	1	Premium Local	2,061	72.0	139	1	Premium Local	33,632	58.1	112
2	Great Pub Great Food	1,197	71.7	154	2	Great Pub Great Food	1,981	69.2	148	2	High Street Pub	31,588	54.6	117
3	Community Pub	516	30.9	49	3	Community Pub	889	31.0	49	3	Community Pub	30,877	53.3	85
4	High Street Pub	511	30.6	237	4	High Street Pub	628	21.9	170	4	Great Pub Great Food	29,015	50.1	388
5	Bit of Style	73	4.4	11	5	Bit of Style	135	4.7	12	5	Bit of Style	7,661	13.2	33
6	Craft Led	38	2.3	8	6	Circuit Bar	68	2.4	9	6	Circuit Bar	3,676	6.3	24
7	Circuit Bar	17	1.0	10	7	Craft Led	38	1.3	13	7	Craft Led	2,668	4.6	45

	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	207	12.4	140	344	12.0	136	5,526	9.5	108
C1	158	9.5	77	275	9.6	78	6,128	10.6	86
C2	80	4.8	58	165	5.8	70	4,753	8.2	99
DE	81	4.9	47	151	5.3	51	4,935	8.5	83

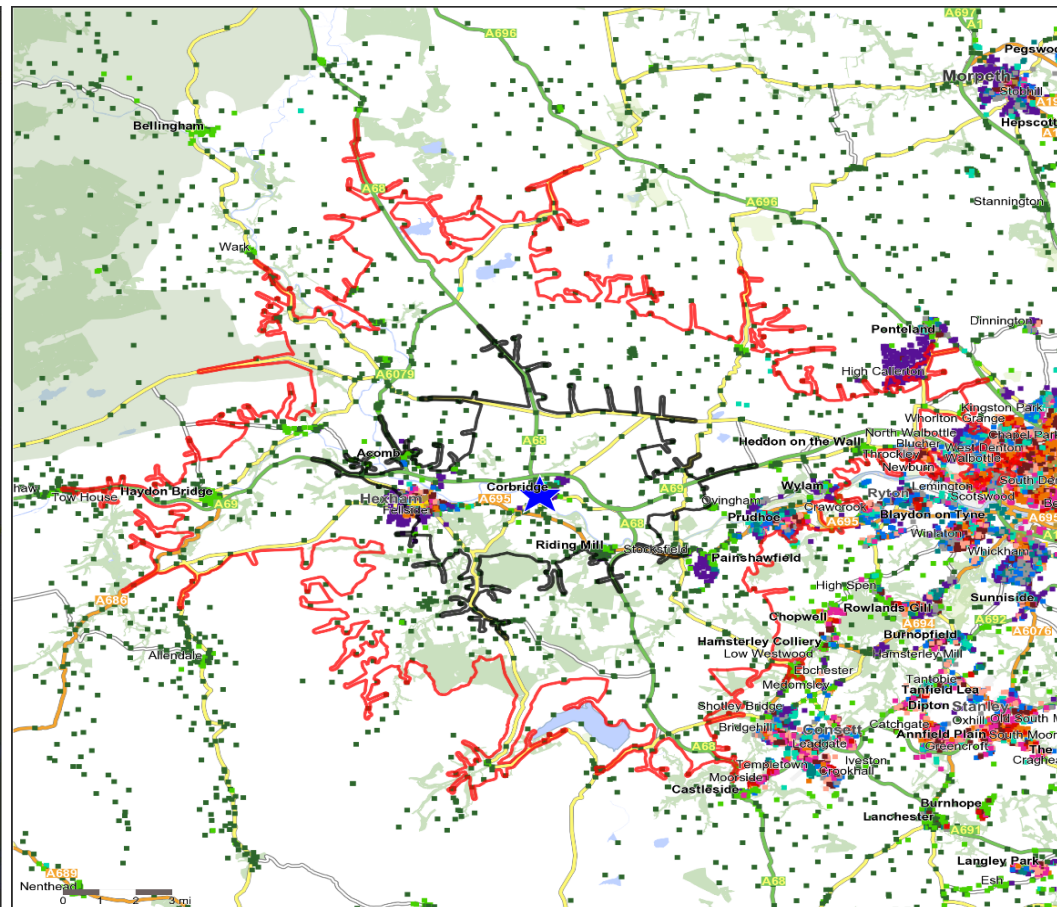
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	261	15.6	47	494	17.2	52	20,275	35.0	106
Medium (7-13)	588	35.2	106	907	31.7	95	17,977	31.1	94
High (14-19)	608	36.4	128	1,188	41.5	146	15,663	27.1	95

## 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	6	6
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	51	60	108	946
	B06	Diamond Days	118	340	894	2,169
	B07	Alpha Families	23	71	330	1,193
	B08	Bank of Mum and Dad	26	50	183	791
	B09	Empty-Nest Adventure	0	61	185	1,445
	C10	Wealthy Landowners	83	238	1,655	4,505
	C11	Rural Vogue	4	25	277	1,613
	C12	Scattered Homesteads	1	7	116	2,487
	C13	Village Retirement	211	355	853	2,461
	D14	Satellite Settlers	581	658	1,164	3,476
	D15	Local Focus	21	283	386	2,000
	D16	Outlying Seniors	162	256	417	2,346
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	43	50	533	893
	E19	Bungalow Heaven	20	21	228	1,590
	E20	Classic Grandparents	0	0	34	1,263
	E21	Solo Retirees	0	0	77	857
	F22	Boomerang Boarders	0	0	218	966
	F23	Family Ties	0	0	0	252
	F24	Fledgling Free	0	0	113	1,210
	F25	Dependable Me	12	12	203	983
	G26	Cafés and Catchments	0	0	72	105
	G27	Thriving Independence	0	0	349	493
	G28	Modern Parents	0	0	0	840
	G29	Mid-Career Convention	18	29	267	1,923
	H30	Primary Ambitions	0	0	24	57
	H31	Affordable Fringe	0	0	0	1,200
	H32	First-Rung Futures	0	0	124	1,403
	H33	Contemporary Starts	0	0	50	469
	H34	New Foundations	17	68	97	191
	H35	Flying Solo	0	0	46	286

			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	59	194
	I37	Budget Generations	0	0	0	1,011
	I38	Economical Families	0	0	0	223
	I39	Families on a Budget	0	0	249	930
	J40	Value Rentals	0	0	297	1,652
	J41	Youthful Endeavours	0	0	0	259
	J42	Midlife Renters	1	2	370	863
	J43	Renting Rooms	0	0	9	134
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	0
	K47	Single Essentials	0	0	18	743
	K48	Mature Workers	0	0	108	1,596
	L49	Flatlet Seniors	0	0	29	363
	L50	Pocket Pensions	43	45	580	1,592
	L51	Retirement Communities	195	196	523	584
	L52	Estate Veterans	0	0	170	1,695
	L53	Seasoned Survivors	0	0	5	396
	M54	Down-to-Earth Owners	0	0	99	1,325
	M55	Back with the Folks	0	0	188	1,506
	M56	Self Supporters	0	0	91	1,257
	N57	Community Elders	0	0	0	0
	N58	Culture & Comfort	0	0	0	0
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	0	0	276	276
	O61	Career Builders	38	38	211	236
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	0	0	271	325
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	96	318
Total			1,668	2,865	12,658	57,897



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

### 2. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

### 3. B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions



- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

### 2. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

### 3. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



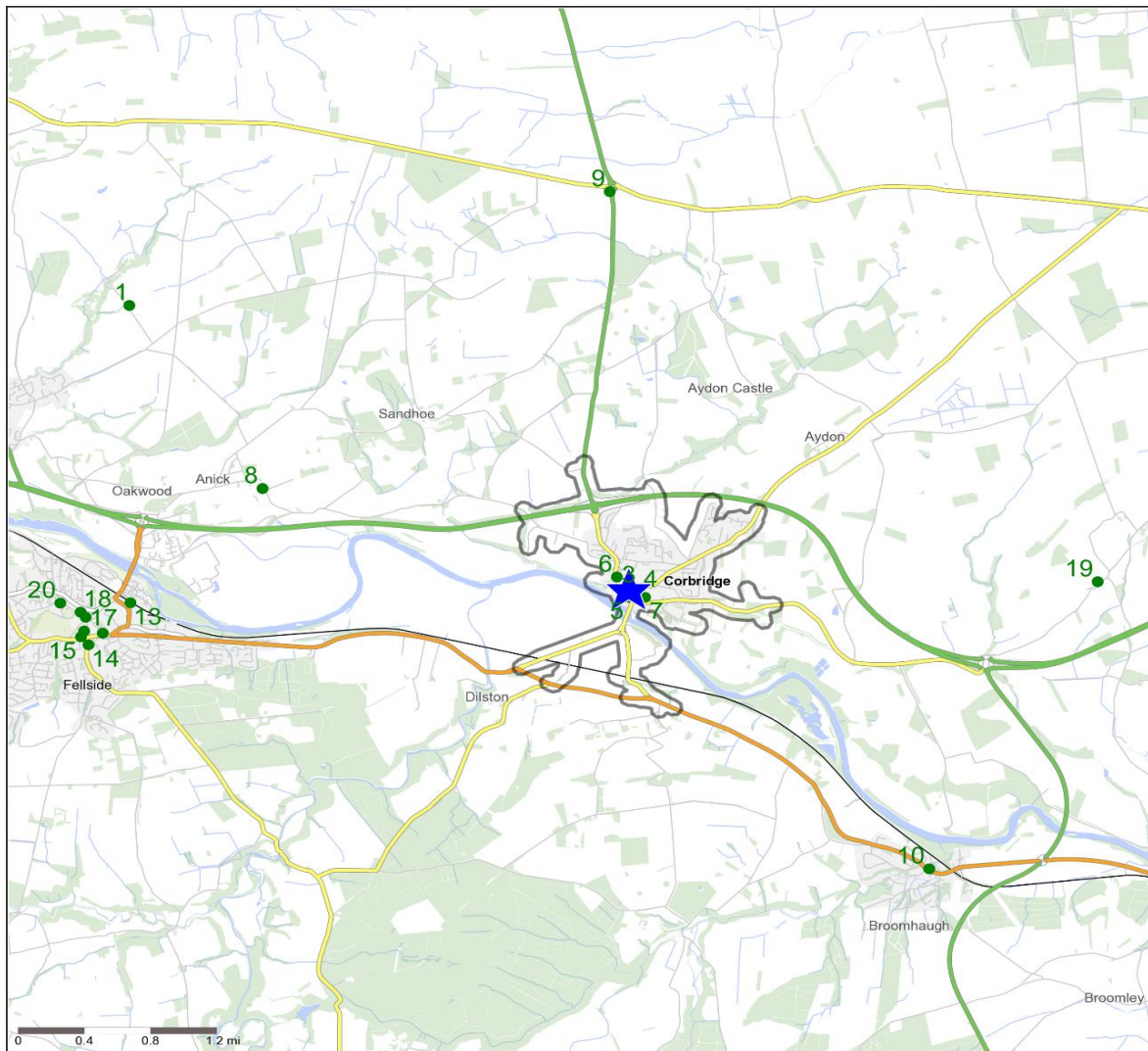
- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

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	Target Customers	% of Population	Index
Female: Alone, Pair or Group	120	4.2	14	1,050	36.7	224	1,695	59.2	114			
Male: Alone	511	17.8	60	67	2.3	15	2,286	79.8	150			
Male: Group	59	2.1	9	738	25.8	98	2,067	72.2	145			
Male: Pair	243	8.5	33	80	2.8	18	2,541	88.7	155			
Mixed Sex: Group	120	4.2	18	1,601	55.9	175	1,143	39.9	91			
Mixed Sex: Pair	739	25.8	110	750	26.2	81	1,376	48.0	112			
With Children	2	0.1	0	652	22.8	135	2,211	77.2	146			
Unknown	970	33.9	103	460	16.1	90	1,435	50.1	105			
For Eating:												
Upmarket	117	4.1	13	141	4.9	24	2,606	91.0	193			
Midmarket	90	3.1	9	0	0.0	0	2,774	96.9	175			
Downmarket	12	0.4	2	702	24.5	70	2,150	75.1	181			
For Drinking (monthly spend):												
Nothing	596	20.8	69	193	6.7	29	2,075	72.5	162			
Low (less than £10)	842	29.4	98	1,257	43.9	187	766	26.7	59			
Medium (Between £10 and £40)	540	18.9	62	709	24.8	139	1,616	56.4	112			
High (Greater than £40)	149	5.2	20	667	23.3	113	2,049	71.5	137			

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	9,160	15.8	52	9,444	16.3	100	38,975	67.3	129
Male: Alone	13,726	23.7	80	6,823	11.8	76	37,028	64.0	120
Male: Group	9,538	16.5	72	15,051	26.0	99	32,990	57.0	115
Male: Pair	10,371	17.9	69	5,443	9.4	62	41,764	72.1	126
Mixed Sex: Group	6,268	10.8	47	19,808	34.2	107	31,503	54.4	124
Mixed Sex: Pair	14,417	24.9	106	16,157	27.9	86	27,005	46.6	109
With Children	10,052	17.4	60	10,593	18.3	109	36,933	63.8	120
Unknown	14,416	24.9	76	5,980	10.3	58	37,181	64.2	134
For Eating:									
Upmarket	9,403	16.2	53	6,791	11.7	56	41,384	71.5	151
Midmarket	9,140	15.8	46	1,675	2.9	32	46,763	80.8	146
Downmarket	11,917	20.6	93	18,621	32.2	92	27,040	46.7	112
For Drinking (monthly spend):									
Nothing	18,236	31.5	104	12,608	21.8	92	26,734	46.2	103
Low (less than £10)	18,759	32.4	109	16,147	27.9	119	22,672	39.2	86
Medium (Between £10 and £40)	14,757	25.5	83	13,965	24.1	135	28,857	49.8	99
High (Greater than £40)	7,491	12.9	50	15,914	27.5	134	34,173	59.0	113

## 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	Mariners Cottage Hotel, NE46 4RP	Independent Free	0.0	11.0
2	Blue Bell, NE45 5AA	Punch Pub Company	0.0	1.1
3	Golden Lion, NE45 5AA	Star Pubs & Bars	0.0	1.1
4	Duck House, NE45 5AD	Independent Free	1.2	0.5
5	Black Bull Inn, NE45 5AT	Greene King	2.1	0.5
6	Wheatsheaf Hotel, NE45 5HE	Ei Group	2.4	1.1
7	Angel Inn, NE45 5LA	Independent Free	3.6	0.7
8	Rat Inn, NE46 4LN	Independent Free	52.2	7.3
9	Errington Arms, NE45 5QB	Independent Free	53.7	5.6
10	Wellington Hotel, NE44 6DQ	Greene King	57.3	7.4
11	Coach & Horses, NE46 1PQ	Star Pubs & Bars	71.0	7.9
12	Mr Ants, NE46 1PQ	Independent Free	71.0	7.9
13	Station Hotel, NE46 1EZ	Independent Free	71.7	7.6
14	Tap & Spile, NE46 1BH	Ei Group	74.3	8.3
15	Globe Inn, NE46 1BA	Star Pubs & Bars	74.5	8.3
16	Grapes, NE46 1NQ	Ei Group	74.6	9.1
17	Forum, NE46 3PB	Wetherspoon	79.1	9.4
18	Heart Of All England, NE46 3NS	Independent Free	79.4	9.3
19	Duke Of Wellington, NE43 7UL	Independent Free	79.5	7.6
20	Tannery, NE46 3QD	Punch Pub Company	82.2	8.8