

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

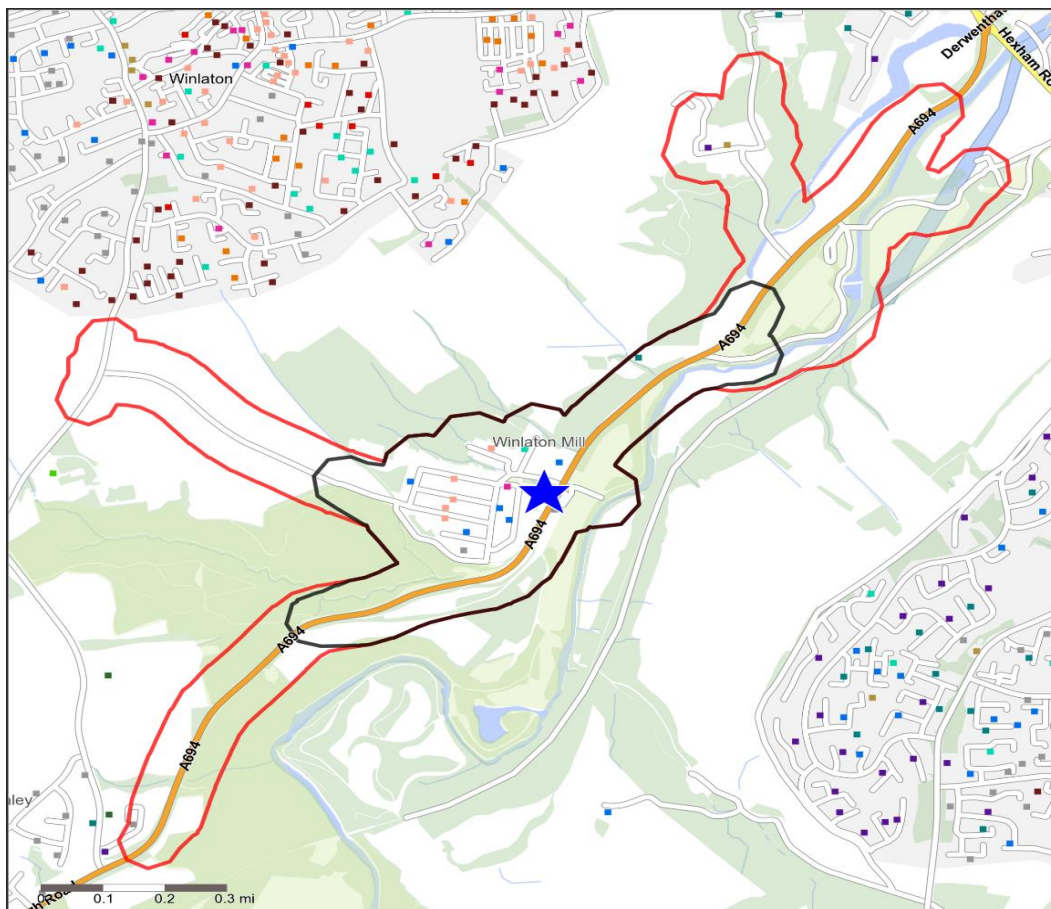
Number of Pubs	1	1	512
Catchment Adults 18+	695	875	508,101
Catchment Adults 18+ Per Pub	695	875	992
Populaton Projection 2018 to 2028 (% change)	2.03%	1.90%	3.66%

		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	694	99.9	193	1	High Street Pub	807	92.2	178	1	High Street Pub	412,924	81.3	157
2	Community Pub	618	88.9	191	2	Community Pub	680	77.7	167	2	Community Pub	345,021	67.9	146
3	Premium Local	279	40.1	64	3	Premium Local	434	49.6	79	3	Premium Local	182,532	35.9	57
4	Great Pub Great Food	79	11.4	88	4	Great Pub Great Food	234	26.7	207	4	Bit of Style	129,089	25.4	196
5	Bit of Style	64	9.2	23	5	Bit of Style	126	14.4	36	5	Great Pub Great Food	112,008	22.0	55
6	Circuit Bar	62	8.9	33	6	Craft Led	74	8.5	32	6	Circuit Bar	98,562	19.4	72
7	Craft Led	62	8.9	87	7	Circuit Bar	62	7.1	69	7	Craft Led	80,327	15.8	153

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	57	8.2	93	78	8.9	101	38,191	7.5	85
C1	95	13.7	111	120	13.7	112	64,845	12.8	104
C2	80	11.5	139	89	10.2	123	38,605	7.6	92
DE	76	10.9	106	81	9.3	90	59,778	11.8	114

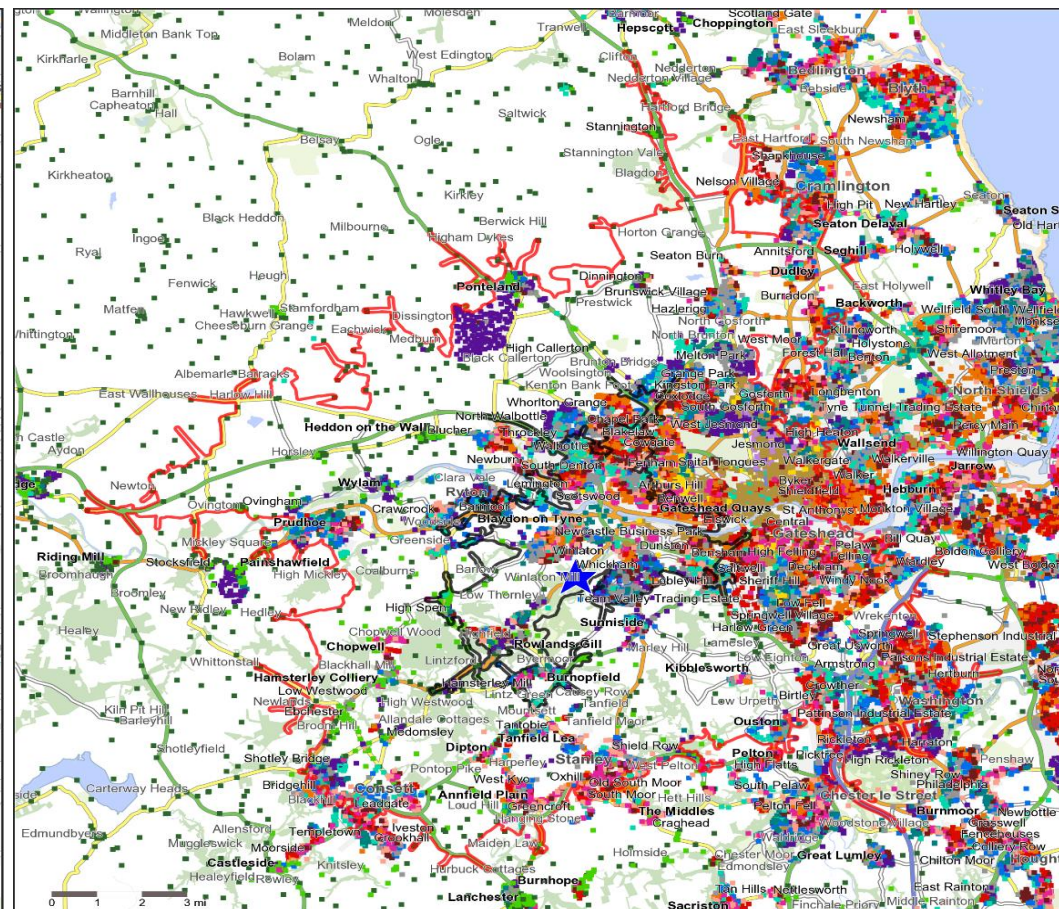
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	353	50.8	153	364	41.6	125	269,850	53.1	160
Medium (7-13)	253	36.4	110	314	35.9	108	135,396	26.6	80
High (14-19)	7	1.0	4	81	9.3	33	53,579	10.5	37

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



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

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



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	0	189
A02	Uptown Elite		0	0	6	3,416
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	163
B05	Premium Fortunes		0	0	130	5,919
B06	Diamond Days		1	26	602	5,935
B07	Alpha Families		0	12	489	2,983
B08	Bank of Mum and Dad		0	1	353	2,825
B09	Empty-Nest Adventure		0	8	1,946	7,931
C10	Wealthy Landowners		0	0	94	2,545
C11	Rural Vogue		0	0	10	639
C12	Scattered Homesteads		0	0	0	252
C13	Village Retirement		0	8	361	1,690
D14	Satellite Settlers		0	3	338	3,049
D15	Local Focus		0	0	364	1,878
D16	Outlying Seniors		0	0	609	3,075
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	36	1,269	6,675
E19	Bungalow Heaven		0	8	4,196	15,713
E20	Classic Grandparents		20	20	5,728	15,917
E21	Solo Retirees		2	2	1,798	6,778
F22	Boomerang Boarders		0	0	2,672	12,698
F23	Family Ties		0	0	728	3,145
F24	Fledgling Free		75	75	1,510	9,619
F25	Dependable Me		138	138	2,649	12,069
G26	Cafés and Catchments		0	0	138	6,045
G27	Thriving Independence		2	42	592	6,250
G28	Modern Parents		0	0	768	5,160
G29	Mid-Career Convention		0	10	2,594	8,039
H30	Primary Ambitions		0	0	916	3,404
H31	Affordable Fringe		0	0	3,549	11,363
H32	First-Rung Futures		62	62	3,624	14,049
H33	Contemporary Starts		0	0	1,810	6,819
H34	New Foundations		0	0	142	2,953
H35	Flying Solo		0	0	226	1,092

			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	433	1,573
I37	Budget Generations		0	0	1,736	7,310
I38	Economical Families		0	0	1,754	7,808
I39	Families on a Budget		0	0	5,144	26,578
J40	Value Rentals		0	0	2,773	19,897
J41	Youthful Endeavours		0	0	743	3,740
J42	Midlife Renters		14	29	2,485	8,233
J43	Renting Rooms		0	0	3,185	16,075
K44	Inner City Stalwarts		0	0	0	432
K45	City Diversity		0	0	0	353
K46	High Rise Residents		0	0	1,020	5,852
K47	Single Essentials		0	0	2,538	13,574
K48	Mature Workers		0	0	3,449	20,899
L49	Flatlet Seniors		0	0	1,597	8,922
L50	Pocket Pensions		0	0	2,857	13,168
L51	Retirement Communities		0	0	282	3,096
L52	Estate Veterans		0	0	3,007	21,225
L53	Seasoned Survivors		0	0	3,152	12,026
M54	Down-to-Earth Owners		0	0	2,946	17,818
M55	Back with the Folks		66	66	3,382	9,473
M56	Self Supporters		315	315	3,978	16,035
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	35	4,121
O61	Career Builders		0	12	441	5,220
O62	Central Pulse		0	0	116	10,450
O63	Flexible Workforce		0	0	7	2,202
O64	Bus-Route Renters		0	0	1,374	9,942
O65	Learners & Earners		0	0	0	15,236
O66	Student Scene		0	0	0	18,504
U99	Unclassified		0	0	104	13,045
<b>Total</b>			<b>695</b>	<b>873</b>	<b>88,749</b>	<b>508,103</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

### 2. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

### 3. 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

## 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. 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. K48 Mature Workers

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



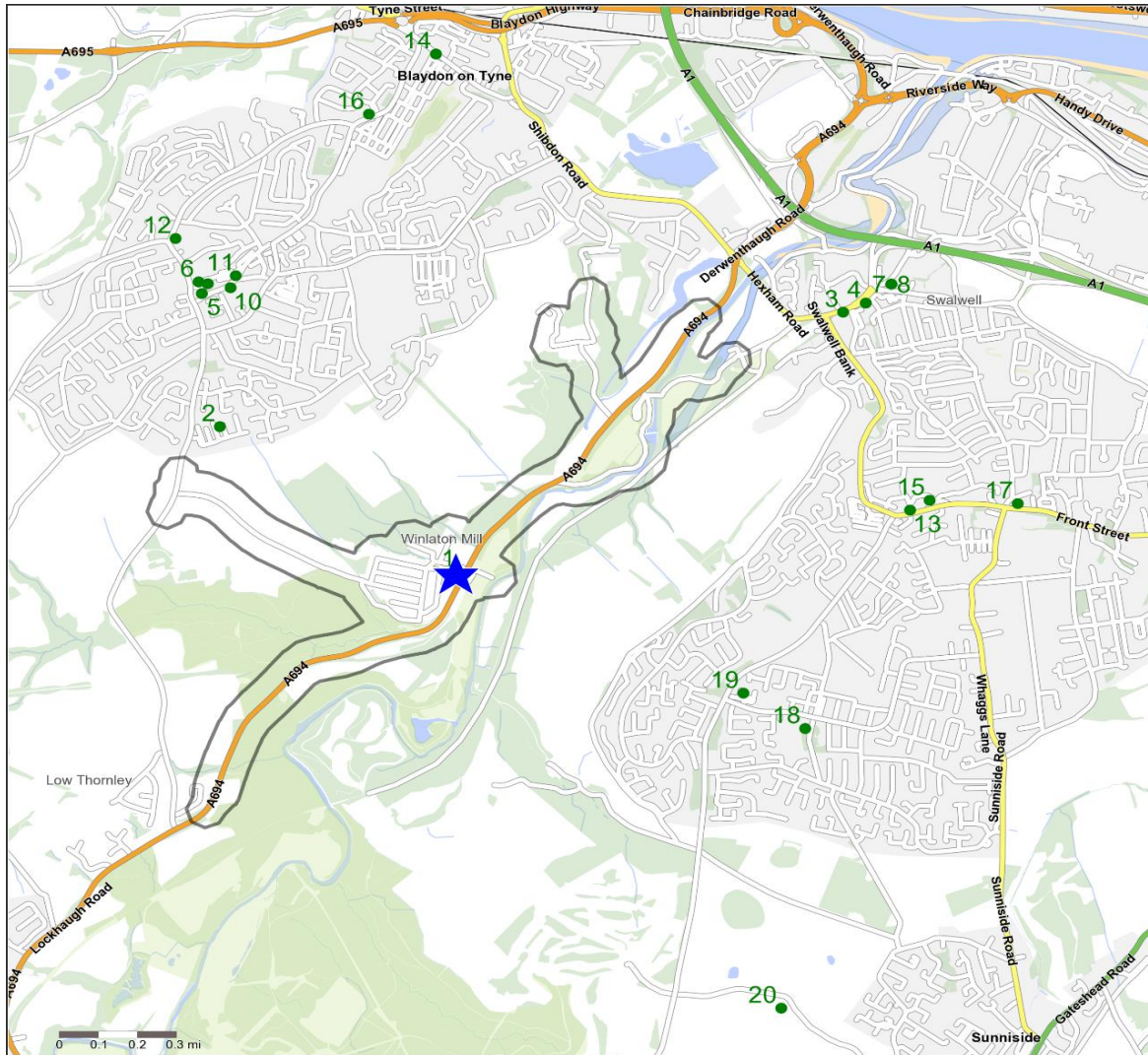
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](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	96	11.0	36	28	3.2	20	751	85.8	165	
Male: Alone	233	26.6	89	64	7.3	47	578	66.1	124	
Male: Group	167	19.1	83	428	48.9	187	279	31.9	64	
Male: Pair	95	10.9	42	517	59.1	388	263	30.1	52	
Mixed Sex: Group	30	3.4	15	95	10.9	34	749	85.6	195	
Mixed Sex: Pair	129	14.7	63	175	20.0	62	571	65.3	153	
With Children	157	17.9	62	351	40.1	238	367	41.9	79	
Unknown	79	9.0	27	91	10.4	58	705	80.6	168	
<b>For Eating:</b>										
Upmarket	89	10.2	33	84	9.6	46	702	80.2	170	
Midmarket	108	12.3	36	0	0.0	0	766	87.5	158	
Downmarket	299	34.2	154	371	42.4	122	204	23.3	56	
<b>For Drinking (monthly spend):</b>										
Nothing	87	9.9	33	479	54.7	232	308	35.2	79	
Low (less than £10)	140	16.0	54	253	28.9	123	482	55.1	121	
Medium (Between £10 and £40)	131	15.0	49	108	12.3	69	635	72.6	144	
High (Greater than £40)	88	10.1	39	153	17.5	85	634	72.5	139	

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	166,254	32.7	108	49,613	9.8	60	279,190	54.9	106	
Male: Alone	161,108	31.7	106	112,490	22.1	142	221,459	43.6	82	
Male: Group	132,400	26.1	114	163,446	32.2	123	199,211	39.2	79	
Male: Pair	158,926	31.3	120	89,369	17.6	115	246,762	48.6	85	
Mixed Sex: Group	145,178	28.6	125	105,235	20.7	65	244,643	48.1	110	
Mixed Sex: Pair	141,343	27.8	119	161,892	31.9	98	191,822	37.8	88	
With Children	140,760	27.7	96	88,957	17.5	104	265,339	52.2	99	
Unknown	135,144	26.6	81	69,966	13.8	77	289,947	57.1	119	
<b>For Eating:</b>										
Upmarket	141,659	27.9	91	93,506	18.4	88	259,892	51.1	108	
Midmarket	187,817	37.0	108	36,562	7.2	80	270,678	53.3	96	
Downmarket	175,205	34.5	155	185,377	36.5	105	134,475	26.5	64	
<b>For Drinking (monthly spend):</b>										
Nothing	138,976	27.4	90	145,822	28.7	121	210,259	41.4	92	
Low (less than £10)	110,135	21.7	73	106,651	21.0	89	278,271	54.8	121	
Medium (Between £10 and £40)	139,960	27.5	90	66,552	13.1	73	288,544	56.8	113	
High (Greater than £40)	104,838	20.6	80	107,982	21.3	104	282,236	55.5	106	

## Competitor Map



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

★ Site    
 ● Star Pubs    
 ● Pubs    
 N Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Red Kite, NE21 6RT	Star Pubs & Bars	0.0	0.3
2	Commercial, NE21 6QT	Trust Inns	23.8	3.4
3	Bourgognes, NE16 3AA	Camerons	26.9	3.5
4	Highlander Inn, NE16 3DW	Punch Pub Company	27.8	3.8
5	Vulcan, NE21 6AE	Ei Group	29.9	4.2
6	Turf Hotel, NE21 6AH	Independent Free	30.5	4.3
7	Sun Inn, NE16 3AL	Marston's	30.8	4.1
8	Three Tuns, NE16 3AL	Camerons	30.8	4.1
9	Crown & Cannon, NE21 6AD	Admiral Taverns Ltd	30.8	4.2
10	Highlander Inn, NE21 6AF	Punch Pub Company	30.8	4.5
11	Queens Head, NE21 6AB	Star Pubs & Bars	31.7	4.7
12	Rose & Crown, NE21 6BT	Star Pubs & Bars	32.6	4.8
13	Bridle Path, NE16 4JJ	Stonegate Pub Company	38.9	6.1
14	Bisley, NE21 5AF	Punch Pub Company	39.2	5.6
15	One Eyed Stag, NE16 4JB	Independent Free	41.0	6.4
16	Huntsman, NE21 4AU	Admiral Taverns Ltd	42.6	6.0
17	Ye Olde Lang Jack, NE16 4DT	Unknown	43.2	7.2
18	Coachman, NE16 5AW	Star Pubs & Bars	51.3	8.6
19	Fellside, NE16 5BY	Star Pubs & Bars	53.7	8.1
20	Woodmans Arms, NE16 5BB	Independent Free	81.6	11.0