

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	7	25	653
Catchment Adults 18+	10,711	34,215	731,666
Catchment Adults 18+ Per Pub	1,530	1,369	1,120
Populaton Projection 2018 to 2028 (% change)	6.40%	6.49%	3.73%

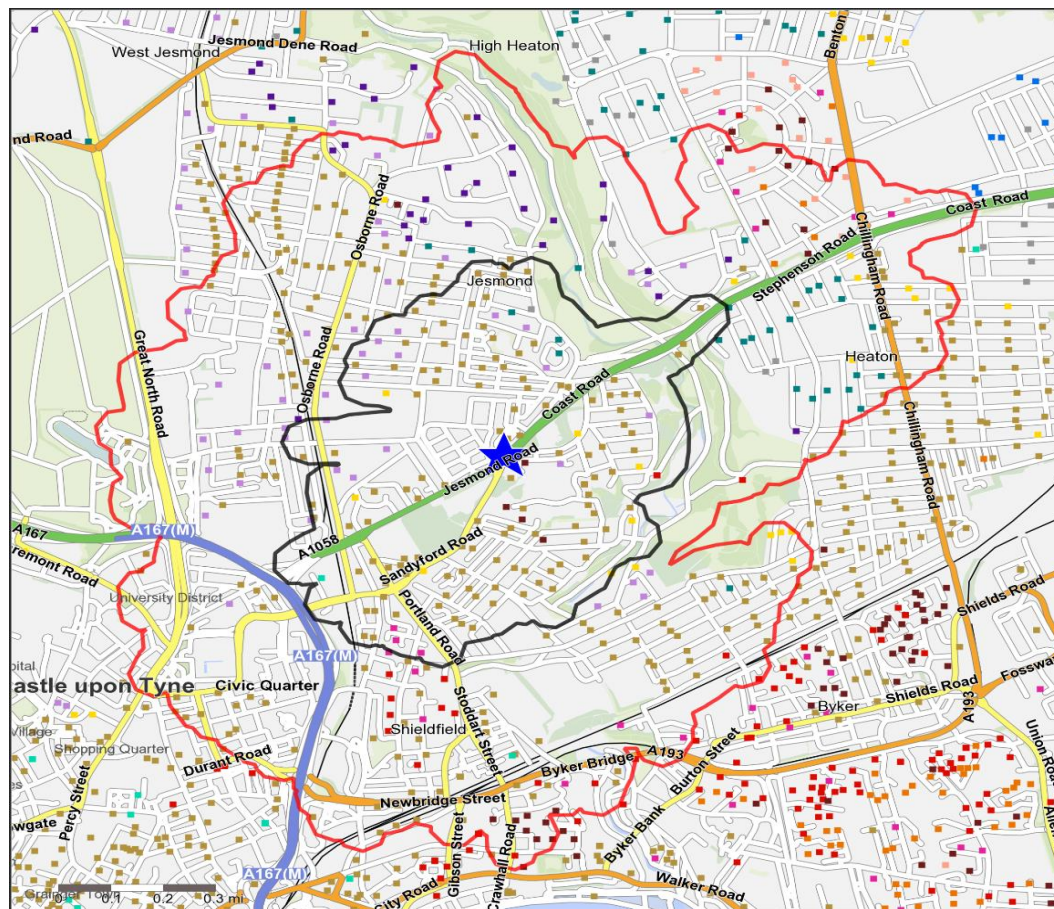
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	9,567	89.3	172	1	High Street Pub	26,483	77.4	149	1	High Street Pub	623,818	85.3	165
2	Bit of Style	9,344	87.2	187	2	Bit of Style	24,175	70.7	152	2	Community Pub	521,859	71.3	153
3	Circuit Bar	8,448	78.9	125	3	Circuit Bar	21,018	61.4	97	3	Premium Local	251,017	34.3	54
4	Craft Led	8,198	76.5	592	4	Craft Led	20,287	59.3	459	4	Bit of Style	166,364	22.7	176
5	Community Pub	6,622	61.8	153	5	Community Pub	17,302	50.6	125	5	Great Pub Great Food	159,022	21.7	54
6	Premium Local	2,535	23.7	88	6	Premium Local	10,112	29.6	110	6	Circuit Bar	141,011	19.3	72
7	Great Pub Great Food	994	9.3	90	7	Great Pub Great Food	4,393	12.8	125	7	Craft Led	105,776	14.5	140

	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	1,080	10.1	114	2,970	8.7	98	53,456	7.3	83
C1	1,976	18.4	150	5,344	15.6	127	95,693	13.1	107
C2	179	1.7	20	759	2.2	27	58,349	8.0	97
DE	368	3.4	33	1,551	4.5	44	91,679	12.5	122

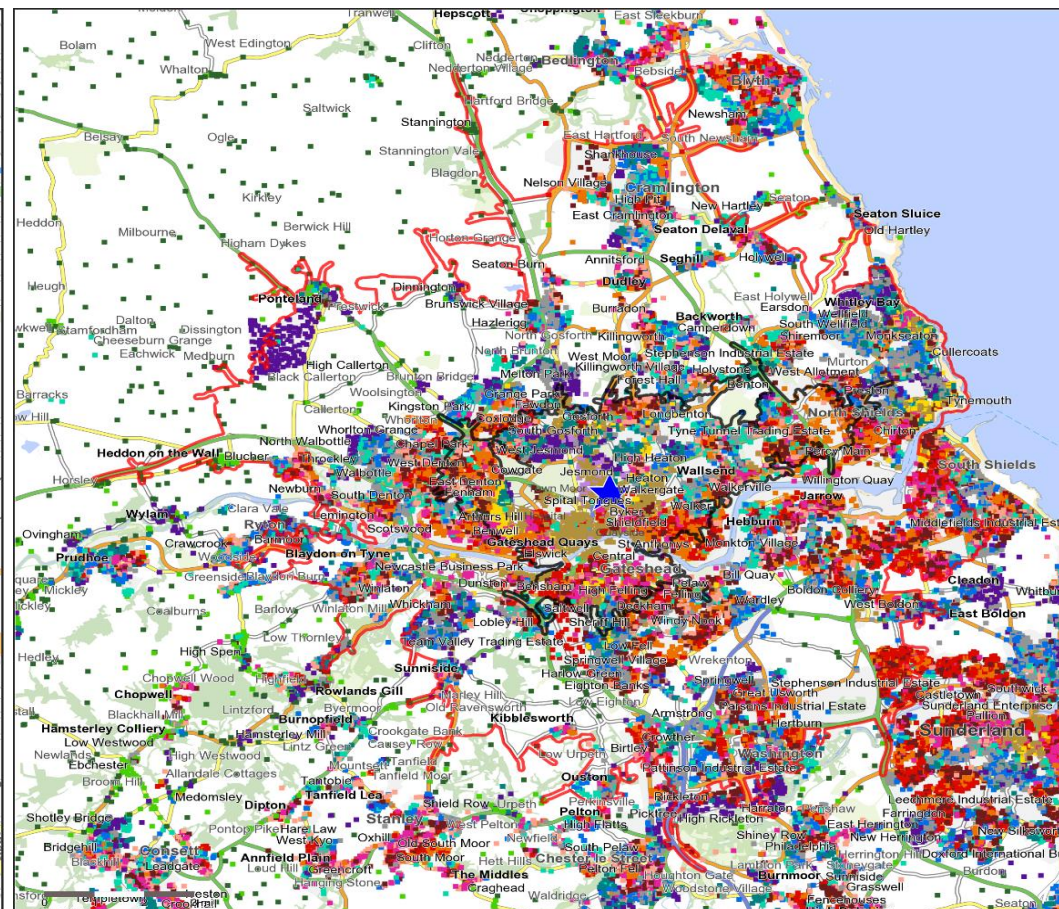
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,965	27.7	83	9,578	28.0	84	409,771	56.0	169
Medium (7-13)	2,453	22.9	69	6,342	18.5	56	199,530	27.3	82
High (14-19)	1,032	9.6	34	3,305	9.7	34	71,147	9.7	34

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

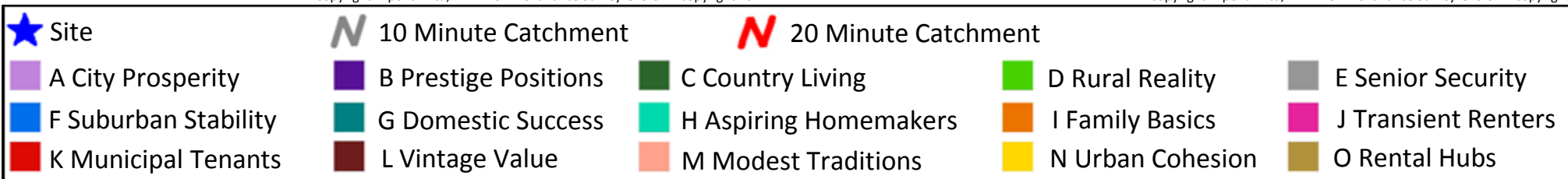
## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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## Adults 18+ by Mosaic Type in Each Catchment

				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			6	150	189	189
A02	Uptown Elite			621	1,704	3,446	3,638
A03	Penthouse Chic			0	0	0	0
A04	Metro High-Flyers			94	101	163	163
B05	Premium Fortunes			8	509	3,079	5,798
B06	Diamond Days			16	97	986	6,353
B07	Alpha Families			0	7	435	3,186
B08	Bank of Mum and Dad			9	45	990	4,186
B09	Empty-Nest Adventure			0	0	809	10,887
C10	Wealthy Landowners			0	0	1	928
C11	Rural Vogue			0	0	0	217
C12	Scattered Homesteads			0	0	0	112
C13	Village Retirement			0	0	0	722
D14	Satellite Settlers			0	0	0	965
D15	Local Focus			0	0	0	403
D16	Outlying Seniors			0	0	0	912
D17	Far-Flung Outposts			0	0	0	0
E18	Legacy Elders			21	83	2,813	13,217
E19	Bungalow Heaven			0	0	1,287	20,663
E20	Classic Grandparents			0	0	4,528	24,877
E21	Solo Retirees			0	0	2,632	11,986
F22	Boomerang Boarders			0	0	2,832	21,648
F23	Family Ties			0	0	1,126	5,053
F24	Fledgling Free			0	0	1,737	12,786
F25	Dependable Me			0	0	1,265	15,801
G26	Cafés and Catchments			179	1,317	5,908	8,409
G27	Thriving Independence			0	148	5,362	13,117
G28	Modern Parents			0	0	1,066	9,349
G29	Mid-Career Convention			0	0	586	11,007
H30	Primary Ambitions			0	0	1,923	7,610
H31	Affordable Fringe			0	0	2,816	16,009
H32	First-Rung Futures			0	0	4,623	21,410
H33	Contemporary Starts			0	0	1,270	10,126
H34	New Foundations			245	549	2,400	4,148
H35	Flying Solo			0	0	171	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	203	1,126	2,452
I37	Budget Generations			0	0	2,959	12,779
I38	Economical Families			0	80	3,472	12,302
I39	Families on a Budget			0	4	14,906	45,259
J40	Value Rentals			0	9	2,324	18,542
J41	Youthful Endeavours			45	119	2,702	7,153
J42	Midlife Renters			0	136	3,524	12,695
J43	Renting Rooms			224	283	14,312	23,260
K44	Inner City Stalwarts			0	56	431	433
K45	City Diversity			0	235	353	353
K46	High Rise Residents			187	1,192	5,334	7,531
K47	Single Essentials			0	90	9,844	25,710
K48	Mature Workers			0	0	6,439	41,772
L49	Flatlet Seniors			0	344	6,286	13,711
L50	Pocket Pensions			0	0	2,213	17,692
L51	Retirement Communities			262	288	1,576	5,517
L52	Estate Veterans			0	3	6,175	35,096
L53	Seasoned Survivors			0	295	6,174	17,915
M54	Down-to-Earth Owners			0	69	3,607	20,576
M55	Back with the Folks			0	128	4,318	14,666
M56	Self Supporters			0	89	5,718	21,826
N57	Community Elders			0	0	1,412	1,412
N58	Culture & Comfort			0	0	1,228	1,228
N59	Large Family Living			0	0	2,379	2,379
N60	Ageing Access			451	1,168	4,350	9,410
O61	Career Builders			40	231	6,337	8,526
O62	Central Pulse			748	1,008	11,449	11,634
O63	Flexible Workforce			0	4	2,195	2,210
O64	Bus-Route Renters			0	294	9,249	22,335
O65	Learners & Earners			2,018	7,052	16,577	16,662
O66	Student Scene			5,392	11,901	18,533	18,533
U99	Unclassified			145	4,222	12,343	13,134
Total				10,711	34,213	244,288	731,670

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

### 2. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

### 3. A02 Uptown Elite

High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort



- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

## 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. 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

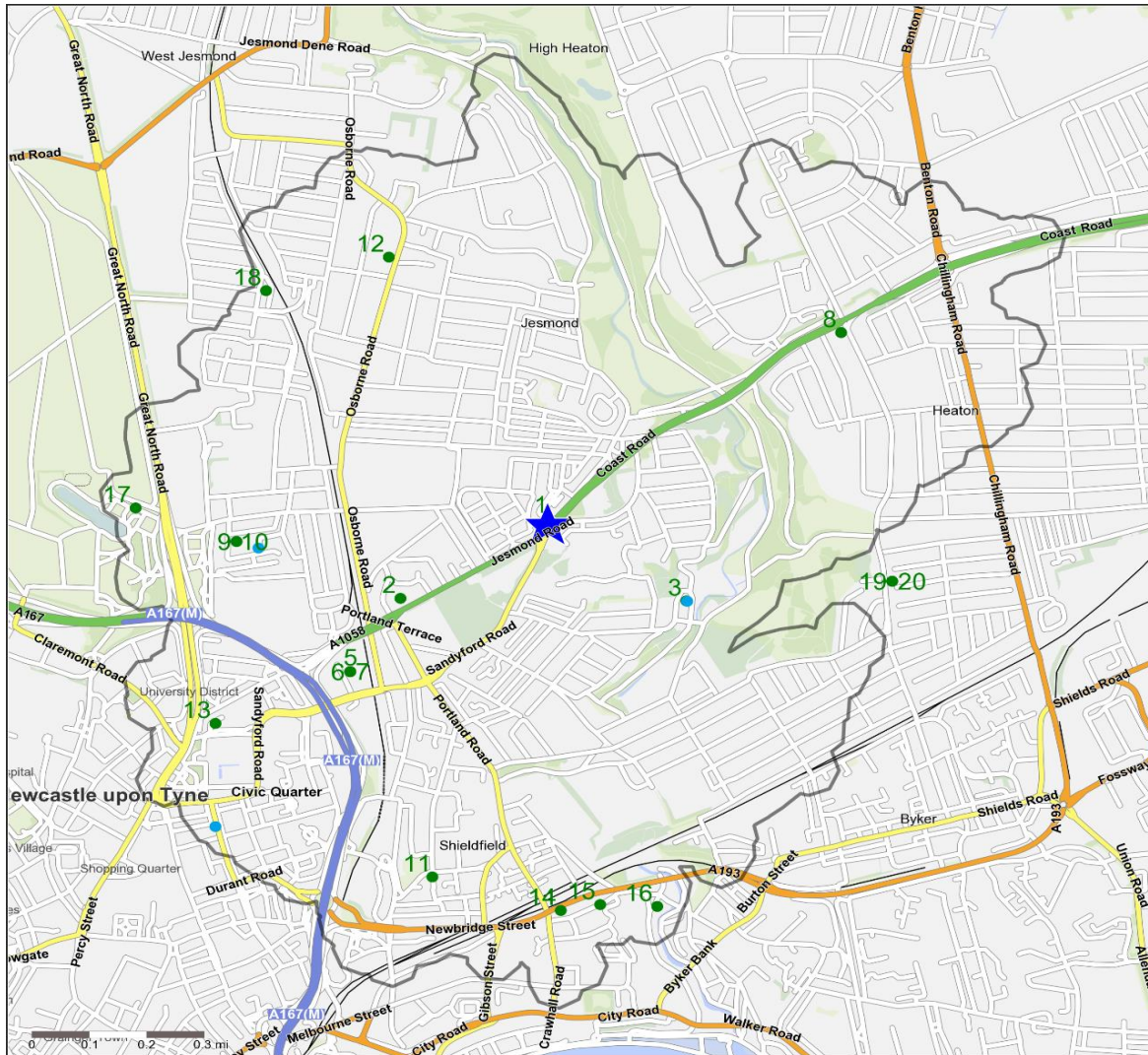
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 0115 968 5099

	20 Minute Walktime												
	High				Medium				Low				
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index		
Female: Alone, Pair or Group	25,745	75.2	249	<div></div>	825	2.4	15	<div></div>	3,423	10.0	19	<div></div>	
Male: Alone	10,074	29.4	99		15,280	44.7	286	<div></div>	4,640	13.6	25	<div></div>	
Male: Group	6,177	18.1	79	<div></div>	20,849	60.9	233	<div></div>	2,967	8.7	17	<div></div>	
Male: Pair	13,467	39.4	151	<div></div>	1,398	4.1	27	<div></div>	15,129	44.2	77	<div></div>	
Mixed Sex: Group	23,978	70.1	307	<div></div>	2,599	7.6	24	<div></div>	3,417	10.0	23	<div></div>	
Mixed Sex: Pair	20,564	60.1	256	<div></div>	5,158	15.1	46	<div></div>	4,271	12.5	29	<div></div>	
With Children	4,601	13.4	46	<div></div>	407	1.2	7	<div></div>	24,986	73.0	138	<div></div>	
Unknown	15,628	45.7	139	<div></div>	4,366	12.8	71	<div></div>	9,999	29.2	61	<div></div>	
For Eating:													
Upmarket	23,250	68.0	222	<div></div>	3,385	9.9	48	<div></div>	3,359	9.8	21	<div></div>	
Midmarket	25,230	73.7	215	<div></div>	2,132	6.2	69	<div></div>	2,632	7.7	14	<div></div>	
Downmarket	19,525	57.1	257	<div></div>	4,758	13.9	40	<div></div>	5,710	16.7	40	<div></div>	
For Drinking (monthly spend):													
Nothing	1,840	5.4	18	<div></div>	11,652	34.1	144	<div></div>	16,502	48.2	108	<div></div>	
Low (less than £10)	4,459	13.0	44	<div></div>	7,835	22.9	98	<div></div>	17,700	51.7	114	<div></div>	
Medium (Between £10 and £40)	13,129	38.4	125	<div></div>	2,084	6.1	34	<div></div>	14,781	43.2	86	<div></div>	
High (Greater than £40)	14,100	41.2	159	<div></div>	1,254	3.7	18	<div></div>	14,639	42.8	82	<div></div>	

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	238,528	32.6	108	67,743	9.3	57	412,261	56.3	108
Male: Alone	234,098	32.0	107	161,211	22.0	141	323,224	44.2	83
Male: Group	213,206	29.1	127	219,644	30.0	115	285,682	39.0	79
Male: Pair	244,026	33.4	128	130,224	17.8	117	344,283	47.1	82
Mixed Sex: Group	213,453	29.2	128	140,956	19.3	60	364,123	49.8	113
Mixed Sex: Pair	202,398	27.7	118	241,436	33.0	102	274,698	37.5	88
With Children	215,127	29.4	102	118,177	16.2	96	385,229	52.7	99
Unknown	168,606	23.0	70	114,731	15.7	87	435,196	59.5	124
For Eating:									
Upmarket	205,664	28.1	92	137,396	18.8	90	375,473	51.3	109
Midmarket	269,504	36.8	107	59,756	8.2	91	389,272	53.2	96
Downmarket	263,409	36.0	162	264,306	36.1	104	190,817	26.1	63
For Drinking (monthly spend):									
Nothing	222,321	30.4	100	211,276	28.9	122	284,936	38.9	87
Low (less than £10)	168,128	23.0	77	138,767	19.0	81	411,637	56.3	124
Medium (Between £10 and £40)	201,551	27.5	90	91,834	12.6	70	425,147	58.1	116
High (Greater than £40)	154,550	21.1	82	164,827	22.5	110	399,155	54.6	104



## 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	Punch Bowl, NE 2 1JY	Star Pubs & Bars	0.6	0.4
2	Zio Bar & Grill, NE 2 1PR	Cairn Hotel Group	6.6	1.0
3	Blue Bell, NE 2 1PH	Star Pubs & Bars	10.0	2.6
4	As You Like It, NE 2 1DB	Apartment Group	10.9	2.5
5	Carriage, NE 2 1DB	Ei Group	10.9	2.5
6	Mr Lynch, NE 2 1DB	Apartment Group	10.9	2.5
7	Valley Junction 397, NE 2 1DB	Unknown	10.9	2.5
8	Corner House Hotel, NE 6 5RP	Greene King	13.3	2.1
9	Collingwood Arms, NE 2 4RS	Star Pubs & Bars	14.2	3.3
10	Dun Cow At Jesmond, NE 2 4RS	Ei Group	14.2	3.3
11	Queens Arms, NE 2 1XB	Unknown	14.8	3.6
12	97 & Social, NE 2 2TJ	Cairn Hotel Group	15.7	3.8
13	Hancock, NE 2 4PU	Mitchells & Butlers	16.6	3.8
14	Tanners Arms, NE 1 2NS	Punch Pub Company	17.5	4.3
15	Ship Inn, NE 1 2PW	Ei Group	19.0	4.7
16	Cluny, NE 1 2PQ	Head Of Steam Ltd	19.6	4.8
17	Wylam Brewery Tap, NE 2 4PZ	Independent Free	20.2	2.4
18	Bistro Forty Six, NE 2 3DH	Independent Free	20.5	5.2
19	Butterfly Cabinet, NE 6 5HP	Independent Free	22.3	3.4
20	Sky Apple Cafe, NE 6 5HP	Independent Free	22.3	3.4