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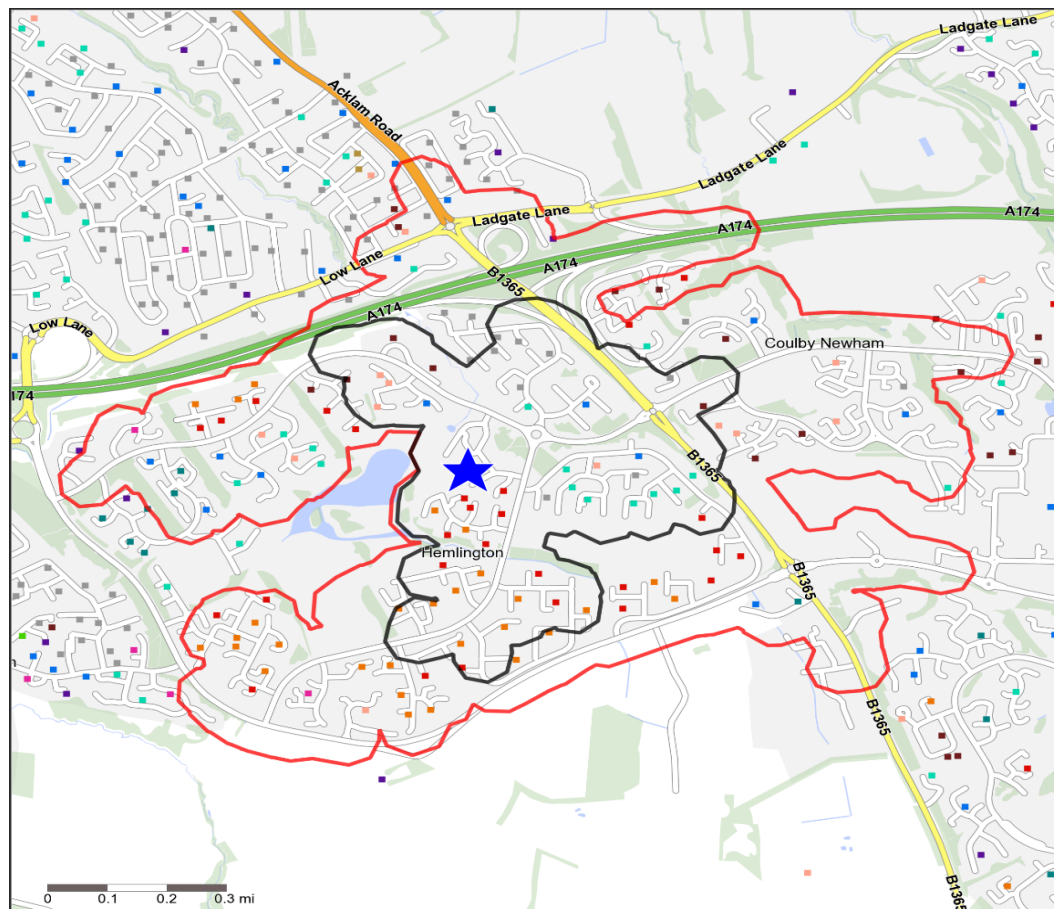
Number of Pubs	0	2	335
Catchment Adults 18+	2,595	7,277	364,405
Catchment Adults 18+ Per Pub	-	3,639	1,088
Populaton Projection 2018 to 2028 (% change)	4.92%	3.61%	3.01%

		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	2,185	84.2	163	1	High Street Pub	6,288	86.4	167	1	High Street Pub	286,786	78.7	152
2	Community Pub	2,084	80.3	172	2	Community Pub	5,826	80.1	172	2	Community Pub	235,814	64.7	139
3	Premium Local	736	28.4	45	3	Premium Local	1,915	26.3	42	3	Premium Local	152,570	41.9	66
4	Great Pub Great Food	590	22.7	176	4	Great Pub Great Food	1,205	16.6	128	4	Great Pub Great Food	106,816	29.3	227
5	Circuit Bar	290	11.2	28	5	Circuit Bar	803	11.0	27	5	Bit of Style	66,162	18.2	45
6	Craft Led	290	11.2	42	6	Craft Led	765	10.5	39	6	Circuit Bar	34,840	9.6	36
7	Bit of Style	60	2.3	22	7	Bit of Style	693	9.5	92	7	Craft Led	23,536	6.5	63

	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	72	2.8	31		285	3.9	44		22,696	6.2	70	
C1	224	8.6	70		758	10.4	85		40,296	11.1	90	
C2	260	10.0	121		753	10.3	125		31,838	8.7	106	
DE	546	21.0	204		1,390	19.1	186		49,470	13.6	132	

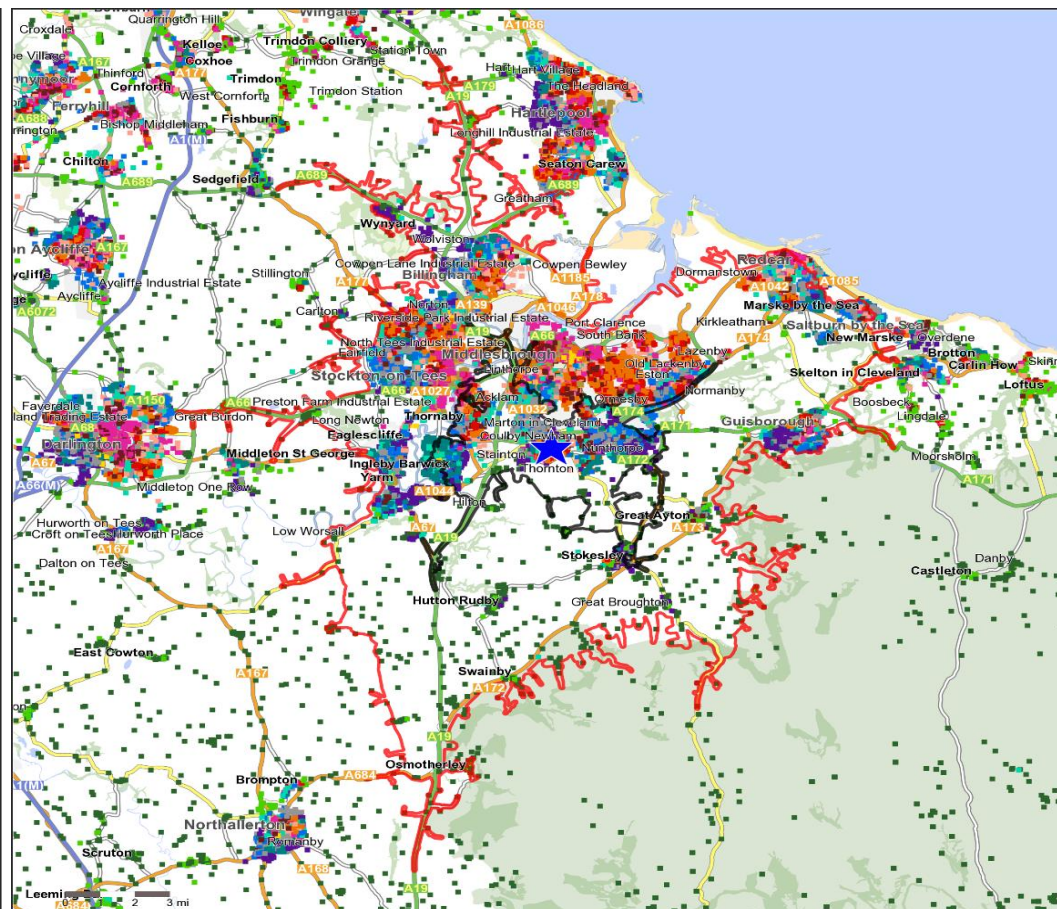
	10 Minute WT Catchment				20 Minute WT Catchment				20 Minute DT Catchment			
Affluence (Bands)	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Low (0-6)	1,917	73.9	223		5,054	69.5	209		188,210	51.6	156	
Medium (7-13)	693	26.7	81		1,906	26.2	79		117,355	32.2	97	
High (14-19)	24	0.9	3		284	3.9	14		45,248	12.4	44	

## 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	0	0
A02	Uptown Elite	0	0	0	6	0	6
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	3	0	3
B05	Premium Fortunes	0	0	326	1,587	0	1,587
B06	Diamond Days	0	14	695	2,399	0	2,399
B07	Alpha Families	0	0	903	3,547	0	3,547
B08	Bank of Mum and Dad	0	0	1,461	3,476	0	3,476
B09	Empty-Nest Adventure	0	109	2,880	8,945	0	8,945
C10	Wealthy Landowners	0	0	422	4,526	0	4,526
C11	Rural Vogue	0	0	110	1,212	0	1,212
C12	Scattered Homesteads	0	0	23	1,049	0	1,049
C13	Village Retirement	0	0	466	3,870	0	3,870
D14	Satellite Settlers	0	0	545	4,055	0	4,055
D15	Local Focus	0	0	1	688	0	688
D16	Outlying Seniors	0	0	23	863	0	863
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	19	692	2,754	0	2,754
E19	Bungalow Heaven	245	505	5,416	19,639	0	19,639
E20	Classic Grandparents	48	48	3,589	11,651	0	11,651
E21	Solo Retirees	22	152	2,318	7,145	0	7,145
F22	Boomerang Boarders	0	44	2,927	10,191	0	10,191
F23	Family Ties	0	155	1,757	3,885	0	3,885
F24	Fledgling Free	266	347	3,373	11,448	0	11,448
F25	Dependable Me	0	59	2,535	11,891	0	11,891
G26	Cafés and Catchments	0	0	88	479	0	479
G27	Thriving Independence	0	1	183	1,699	0	1,699
G28	Modern Parents	0	53	6,852	17,201	0	17,201
G29	Mid-Career Convention	0	43	3,123	8,871	0	8,871
H30	Primary Ambitions	0	147	1,224	3,576	0	3,576
H31	Affordable Fringe	324	429	4,942	14,825	0	14,825
H32	First-Rung Futures	60	259	3,331	12,494	0	12,494
H33	Contemporary Starts	0	24	3,067	6,401	0	6,401
H34	New Foundations	0	8	568	1,621	0	1,621
H35	Flying Solo	0	66	263	1,073	0	1,073

				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	1,080	2,091	0	2,091
I37	Budget Generations	2	5	92	3,207	0	3,207
I38	Economical Families	0	0	1,070	11,934	0	11,934
I39	Families on a Budget	655	1,618	4,599	31,089	0	31,089
J40	Value Rentals	0	91	707	7,567	0	7,567
J41	Youthful Endeavours	0	0	48	2,110	0	2,110
J42	Midlife Renters	0	94	1,128	4,467	0	4,467
J43	Renting Rooms	0	0	1,472	23,800	0	23,800
K44	Inner City Stalwarts	0	0	0	0	0	0
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	0	306	1,647	0	1,647
K47	Single Essentials	229	439	973	4,797	0	4,797
K48	Mature Workers	382	1,064	4,759	25,358	0	25,358
L49	Flatlet Seniors	165	261	823	6,940	0	6,940
L50	Pocket Pensions	22	235	1,435	7,210	0	7,210
L51	Retirement Communities	0	4	294	1,188	0	1,188
L52	Estate Veterans	24	333	1,250	4,027	0	4,027
L53	Seasoned Survivors	0	2	903	7,304	0	7,304
M54	Down-to-Earth Owners	85	203	641	6,679	0	6,679
M55	Back with the Folks	39	166	2,178	9,582	0	9,582
M56	Self Supporters	26	273	784	6,000	0	6,000
N57	Community Elders	0	0	0	442	0	442
N58	Culture & Comfort	0	0	0	25	0	25
N59	Large Family Living	0	0	40	1,570	0	1,570
N60	Ageing Access	0	0	36	421	0	421
O61	Career Builders	0	0	99	1,098	0	1,098
O62	Central Pulse	0	0	7	686	0	686
O63	Flexible Workforce	0	0	0	106	0	106
O64	Bus-Route Renters	0	5	809	2,269	0	2,269
O65	Learners & Earners	0	0	36	2,685	0	2,685
O66	Student Scene	0	0	0	597	0	597
U99	Unclassified	0	1	187	4,440	0	4,440
Total				2,594	7,276	79,859	364,406



## Top 3 Mosaic Types in a 20 Minute Walktime

### 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

## 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



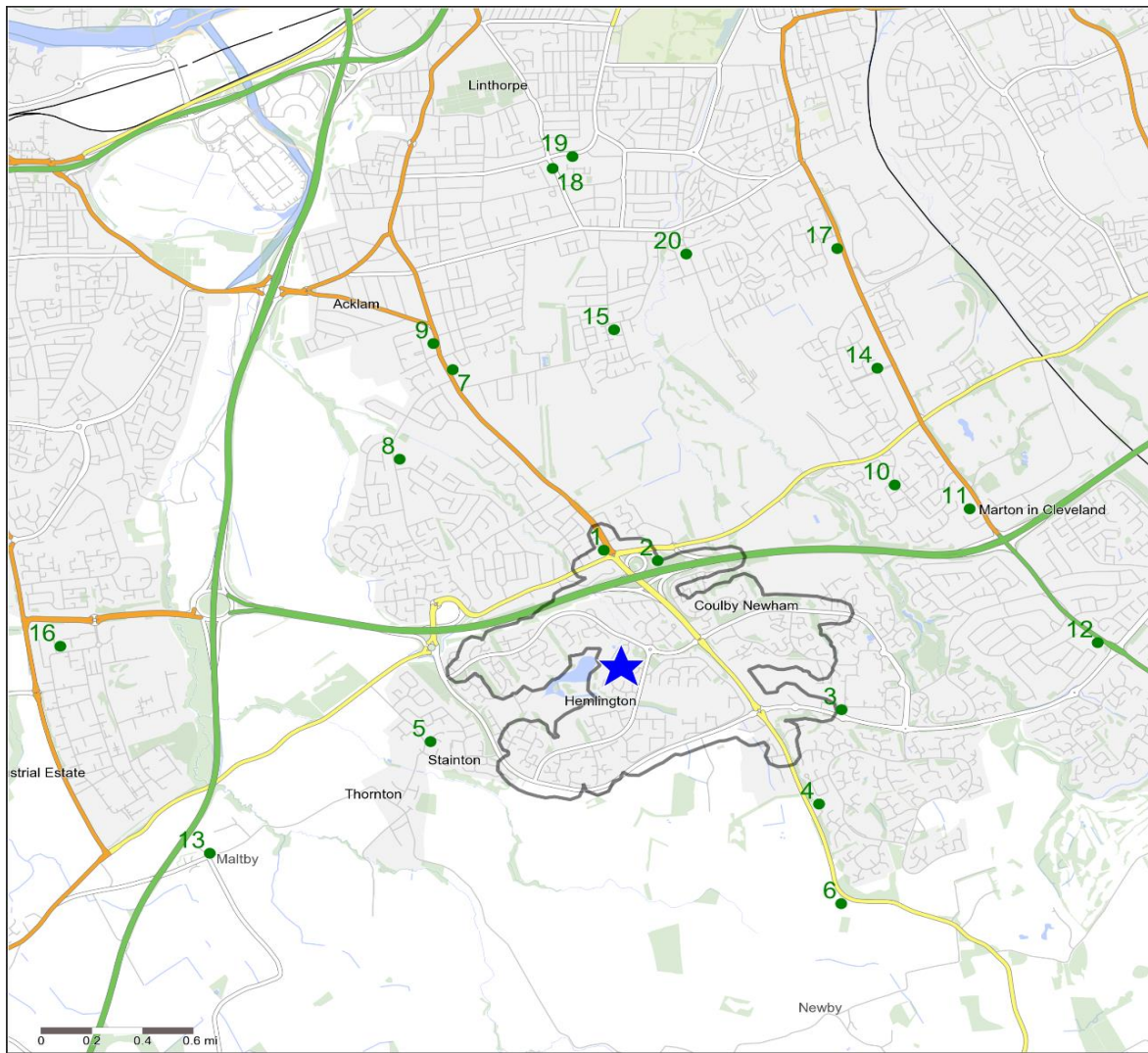
- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](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	1,227	16.9	56		434	6.0	36		5,616	77.2	148	
Male: Alone	1,659	22.8	77		2,245	30.9	198		3,372	46.3	87	
Male: Group	2,350	32.3	141		1,824	25.1	96		3,103	42.6	86	
Male: Pair	2,165	29.8	114		754	10.4	68		4,358	59.9	104	
Mixed Sex: Group	1,136	15.6	68		1,512	20.8	65		4,629	63.6	145	
Mixed Sex: Pair	1,041	14.3	61		3,342	45.9	141		2,894	39.8	93	
With Children	1,843	25.3	88		2,063	28.3	168		3,370	46.3	87	
Unknown	941	12.9	39		639	8.8	49		5,696	78.3	163	
For Eating:												
Upmarket	1,083	14.9	49		687	9.4	45		5,506	75.7	160	
Midmarket	1,146	15.7	46		1,684	23.1	256		4,446	61.1	110	
Downmarket	2,671	36.7	165		3,580	49.2	141		1,026	14.1	34	
For Drinking (monthly spend):												
Nothing	2,699	37.1	123		2,900	39.9	169		1,678	23.1	51	
Low (less than £10)	1,212	16.7	56		1,213	16.7	71		4,852	66.7	147	
Medium (Between £10 and £40)	1,212	16.7	54		555	7.6	43		5,510	75.7	151	
High (Greater than £40)	679	9.3	36		2,105	28.9	141		4,493	61.7	118	

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	93,116	25.6	84	53,314	14.6	89	213,536	58.6	113
Male: Alone	111,784	30.7	103	74,572	20.5	131	173,610	47.6	89
Male: Group	91,837	25.2	110	107,999	29.6	113	160,130	43.9	89
Male: Pair	76,504	21.0	80	82,633	22.7	149	200,828	55.1	96
Mixed Sex: Group	82,976	22.8	100	101,750	27.9	87	175,238	48.1	110
Mixed Sex: Pair	97,648	26.8	114	142,919	39.2	121	119,399	32.8	77
With Children	127,294	34.9	121	65,211	17.9	106	167,460	46.0	87
Unknown	111,141	30.5	93	35,736	9.8	55	213,089	58.5	122
For Eating:									
Upmarket	75,026	20.6	67	81,283	22.3	107	203,656	55.9	118
Midmarket	98,507	27.0	79	36,372	10.0	111	225,085	61.8	112
Downmarket	129,779	35.6	160	142,717	39.2	112	87,469	24.0	58
For Drinking (monthly spend):									
Nothing	114,715	31.5	104	119,143	32.7	138	126,107	34.6	77
Low (less than £10)	104,076	28.6	96	79,920	21.9	93	175,969	48.3	106
Medium (Between £10 and £40)	104,118	28.6	93	48,174	13.2	74	207,674	57.0	113
High (Greater than £40)	67,194	18.4	71	92,037	25.3	123	200,734	55.1	105

## 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	Blue Bell Hotel, TS 5 7HL	Stonegate Pub Company	18.4	2.8
2	Cleveland Huntsman, TS 8 9DW	Star Pubs & Bars	21.4	3.1
3	Lingfield Farm, TS 8 0FA	Marston's	22.0	3.3
4	Coulby Farm, TS 8 9DX	Mitchells & Butlers	26.9	3.7
5	Stainton, TS 8 9AZ	Marston's	26.9	4.6
6	Gables, TS 8 9DY	Ei Group	32.6	3.9
7	Master Cooper, TS 5 7EL	Sam Smith	37.7	6.7
8	Grenadier, TS 5 8SB	Greene King	39.8	7.7
9	Coronation Inn, TS 5 8AY	Marston's	41.3	7.4
10	Apple Tree, TS 7 8RH	Mitchells & Butlers	44.7	6.5
11	Rudds Arms, TS 7 8BG	Greene King	45.9	5.8
12	Southern Cross, TS 7 8NX	Greene King	47.1	6.3
13	Chadwicks Inn, TS 8 0BG	Ei Group	47.7	7.7
14	Viking Hotel, TS 4 3PX	Sam Smith	48.9	8.3
15	Endeavour Hotel, TS 5 7NQ	Stonegate Pub Company	50.7	9.6
16	Anson Farm, TS17 9LN	Greene King	57.9	6.4
17	Toby Carvery, TS 4 3BS	Mitchells & Butlers	61.9	10.0
18	Artizan, TS 5 5PH	Independent Free	67.0	11.7
19	Linthorpe Hotel, TS 5 6SQ	Sam Smith	70.8	11.9
20	Saltergill Hotel, TS 4 3LD	Star Pubs & Bars	72.5	13.6