

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	5	742
Catchment Adults 18+	2,333	7,790	737,863
Catchment Adults 18+ Per Pub	1,167	1,558	994
Populaton Projection 2018 to 2028 (% change)	0.62%	0.45%	3.26%

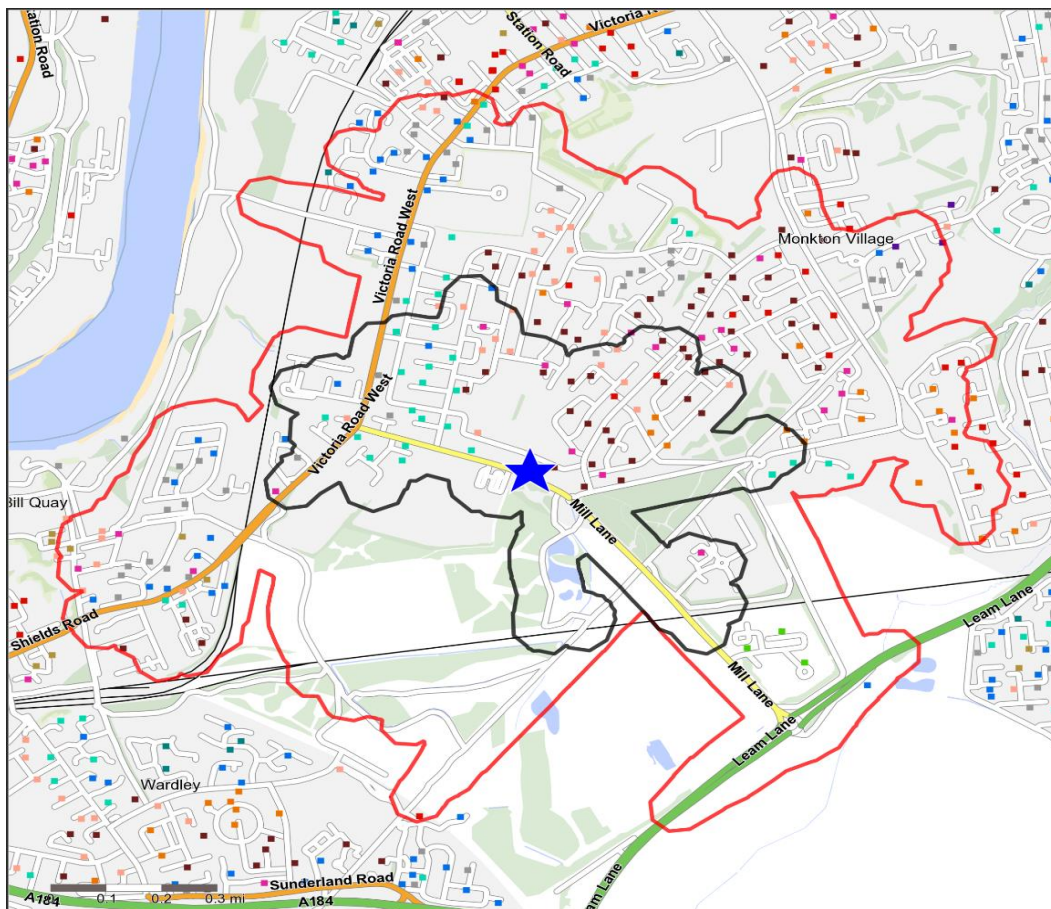
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	2,098	89.9	174	1	High Street Pub	6,866	88.1	170	1	High Street Pub	638,512	86.5	167
2	Community Pub	2,081	89.2	191	2	Community Pub	6,193	79.5	171	2	Community Pub	541,297	73.4	157
3	Premium Local	999	42.8	68	3	Premium Local	2,555	32.8	52	3	Premium Local	230,422	31.2	50
4	Great Pub Great Food	472	20.2	156	4	Great Pub Great Food	1,362	17.5	135	4	Bit of Style	162,547	22.0	170
5	Bit of Style	376	16.1	40	5	Bit of Style	850	10.9	27	5	Great Pub Great Food	141,085	19.1	47
6	Circuit Bar	240	10.3	38	6	Circuit Bar	675	8.7	32	6	Circuit Bar	137,705	18.7	70
7	Craft Led	53	2.3	22	7	Craft Led	254	3.3	32	7	Craft Led	103,525	14.0	136

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	81	3.5	39	315	4.0	46	49,268	6.7	76
C1	248	10.6	87	789	10.1	83	94,174	12.8	104
C2	238	10.2	124	745	9.6	116	59,869	8.1	98
DE	306	13.1	127	950	12.2	118	94,655	12.8	125

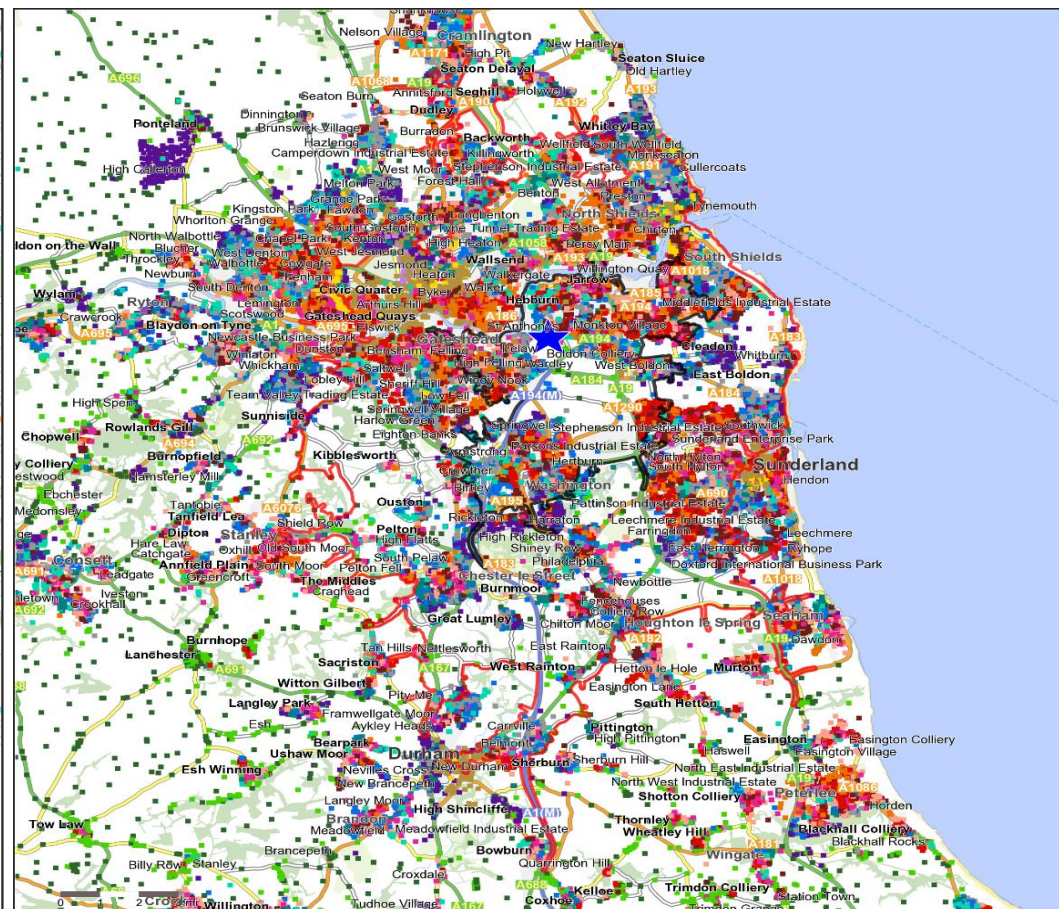
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,681	72.1	217	5,014	64.4	194	432,685	58.6	177
Medium (7-13)	500	21.4	65	2,125	27.3	82	188,859	25.6	77
High (14-19)	22	0.9	3	215	2.8	10	56,658	7.7	27

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

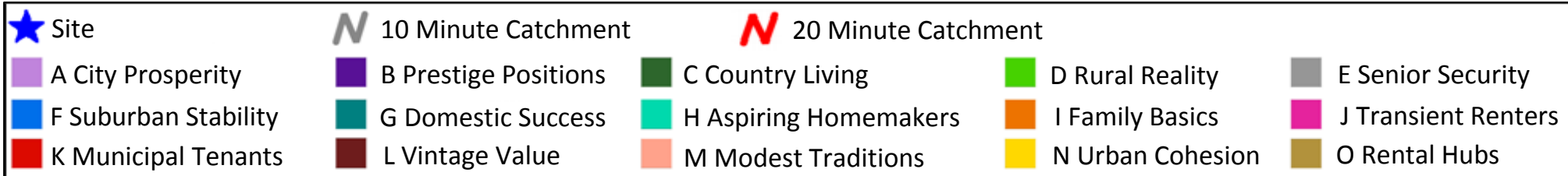
## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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# Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
A01 World-Class Wealth	0	0	0	189
A02 Uptown Elite	0	0	0	3,595
A03 Penthouse Chic	0	0	0	0
A04 Metro High-Flyers	0	0	0	163
B05 Premium Fortunes	0	0	64	4,151
B06 Diamond Days	0	0	201	2,977
B07 Alpha Families	0	0	176	2,033
B08 Bank of Mum and Dad	0	83	690	4,518
B09 Empty-Nest Adventure	0	3	1,357	11,108
C10 Wealthy Landowners	0	0	8	650
C11 Rural Vogue	0	2	14	92
C12 Scattered Homesteads	0	0	2	62
C13 Village Retirement	0	0	4	313
D14 Satellite Settlers	0	13	91	709
D15 Local Focus	0	0	0	156
D16 Outlying Seniors	0	1	4	239
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	0	0	852	9,668
E19 Bungalow Heaven	0	535	2,805	18,249
E20 Classic Grandparents	81	435	4,747	26,636
E21 Solo Retirees	55	156	1,913	12,012
F22 Boomerang Boarders	59	524	3,884	23,057
F23 Family Ties	0	20	873	4,169
F24 Fledgling Free	1	169	4,498	15,666
F25 Dependable Me	28	115	3,660	14,689
G26 Cafés and Catchments	0	0	9	5,458
G27 Thriving Independence	0	0	344	8,545
G28 Modern Parents	0	0	1,718	10,803
G29 Mid-Career Convention	9	27	1,422	11,108
H30 Primary Ambitions	0	0	1,141	5,074
H31 Affordable Fringe	402	540	4,209	14,557
H32 First-Rung Futures	0	125	3,475	19,890
H33 Contemporary Starts	10	30	1,643	8,360
H34 New Foundations	172	190	487	4,219
H35 Flying Solo	53	53	132	1,216

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
I36 Solid Economy	0	0	536	2,053
I37 Budget Generations	66	100	3,662	10,561
I38 Economical Families	29	153	2,657	11,405
I39 Families on a Budget	0	201	10,950	44,932
J40 Value Rentals	131	424	5,558	24,164
J41 Youthful Endeavours	4	67	2,258	7,227
J42 Midlife Renters	0	22	1,755	12,010
J43 Renting Rooms	0	0	3,349	22,934
K44 Inner City Stalwarts	0	0	1	435
K45 City Diversity	0	0	0	353
K46 High Rise Residents	0	0	370	7,810
K47 Single Essentials	0	76	6,936	22,657
K48 Mature Workers	99	444	20,342	57,415
L49 Flatlet Seniors	0	14	1,937	15,712
L50 Pocket Pensions	258	724	6,717	22,010
L51 Retirement Communities	0	0	114	4,941
L52 Estate Veterans	517	1,237	16,223	44,774
L53 Seasoned Survivors	23	204	3,688	18,092
M54 Down-to-Earth Owners	316	713	6,586	21,143
M55 Back with the Folks	0	8	2,518	12,905
M56 Self Supporters	19	247	4,710	22,289
N57 Community Elders	0	0	0	966
N58 Culture & Comfort	0	0	0	798
N59 Large Family Living	0	0	0	583
N60 Ageing Access	0	0	77	8,130
O61 Career Builders	0	0	166	6,589
O62 Central Pulse	0	0	374	11,688
O63 Flexible Workforce	0	0	0	2,019
O64 Bus-Route Renters	0	134	3,189	20,962
O65 Learners & Earners	0	0	20	18,794
O66 Student Scene	0	0	0	20,672
U99 Unclassified	0	0	198	16,511
<b>Total</b>	<b>2,332</b>	<b>7,789</b>	<b>145,314</b>	<b>737,865</b>



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. L50 Pocket Pensions

Penny-wise elderly singles renting in developments of compact social homes



- Retired and mostly living alone
- 1 or 2 bedroom small homes
- Rented from social landlords
- Low incomes
- Prefer contact by landline phone
- Visit bank branch

### 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. 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

### 2. 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

### 3. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



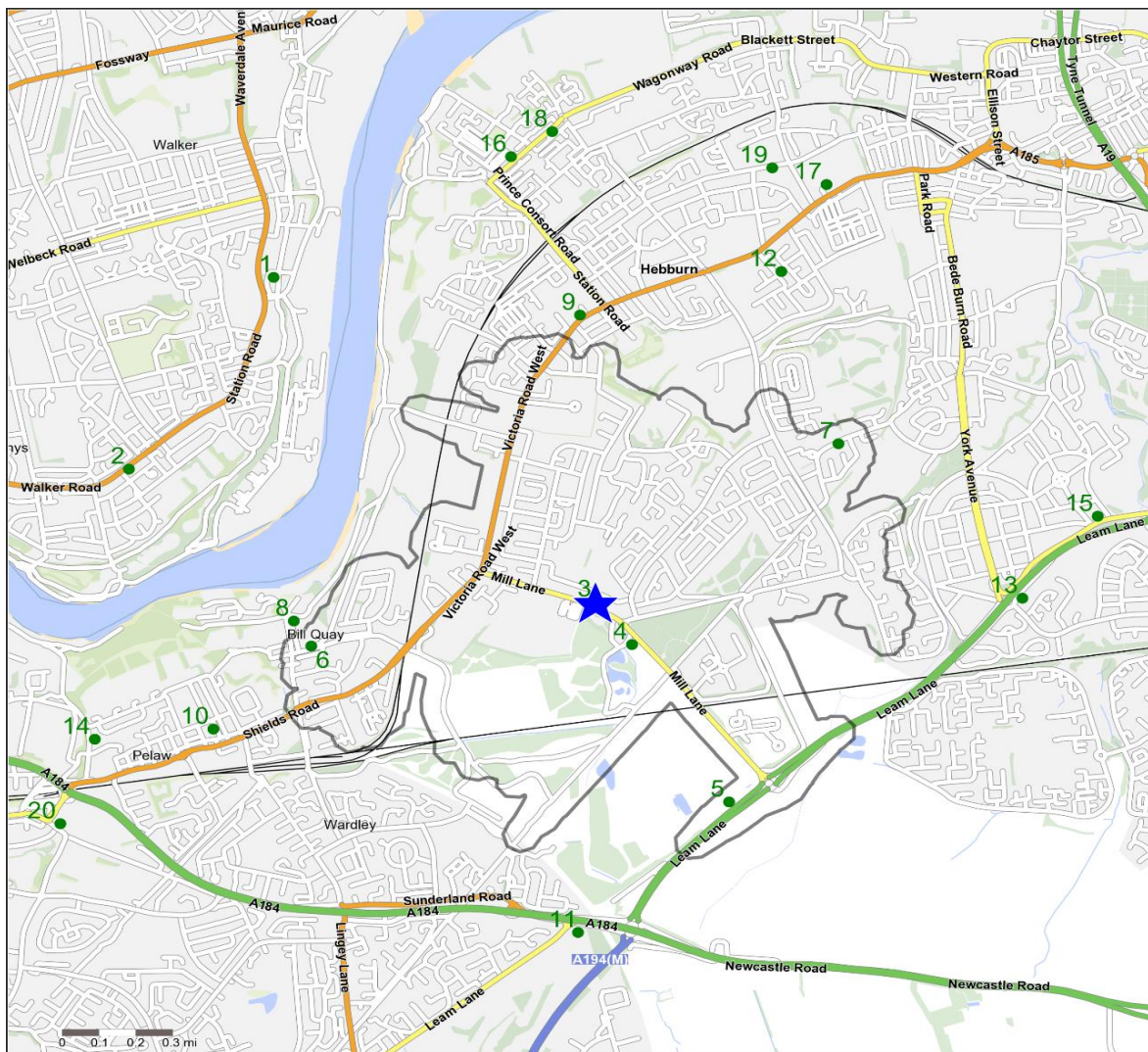
- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

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

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	1,664	21.4	71	654	8.4	51	5,472	70.2	135			
Male: Alone	2,915	37.4	126	729	9.4	60	4,146	53.2	100			
Male: Group	2,637	33.9	148	2,124	27.3	104	3,029	38.9	78			
Male: Pair	3,299	42.3	162	1,190	15.3	100	3,301	42.4	74			
Mixed Sex: Group	1,386	17.8	78	1,919	24.6	77	4,486	57.6	131			
Mixed Sex: Pair	1,906	24.5	104	1,879	24.1	74	4,005	51.4	120			
With Children	1,949	25.0	86	930	11.9	71	4,911	63.0	119			
Unknown	1,286	16.5	50	510	6.5	37	5,994	76.9	161			
<b>For Eating:</b>												
Upmarket	1,519	19.5	64	933	12.0	58	5,338	68.5	145			
Midmarket	1,544	19.8	58	321	4.1	46	5,925	76.1	137			
Downmarket	3,354	43.1	194	1,988	25.5	73	2,448	31.4	76			
<b>For Drinking (monthly spend):</b>												
Nothing	3,097	39.8	131	1,989	25.5	108	2,704	34.7	77			
Low (less than £10)	1,741	22.3	75	1,857	23.8	102	4,192	53.8	119			
Medium (Between £10 and £40)	1,740	22.3	73	1,169	15.0	84	4,881	62.7	125			
High (Greater than £40)	738	9.5	37	2,180	28.0	136	4,872	62.5	120			

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	237,552	32.2	106	59,755	8.1	50	424,045	57.5	110	
Male: Alone	230,200	31.2	105	160,874	21.8	140	330,278	44.8	84	
Male: Group	224,635	30.4	133	216,224	29.3	112	280,494	38.0	77	
Male: Pair	250,806	34.0	130	126,659	17.2	113	343,887	46.6	81	
Mixed Sex: Group	205,732	27.9	122	135,679	18.4	58	379,940	51.5	117	
Mixed Sex: Pair	203,147	27.5	117	226,218	30.7	94	291,986	39.6	93	
With Children	203,706	27.6	95	118,059	16.0	95	399,587	54.2	102	
Unknown	166,632	22.6	69	101,046	13.7	76	453,674	61.5	128	
<b>For Eating:</b>										
Upmarket	191,380	25.9	85	133,047	18.0	87	396,925	53.8	114	
Midmarket	258,709	35.1	102	59,187	8.0	89	403,456	54.7	99	
Downmarket	277,703	37.6	169	263,921	35.8	103	179,728	24.4	59	
<b>For Drinking (monthly spend):</b>										
Nothing	226,136	30.6	101	211,898	28.7	122	283,318	38.4	86	
Low (less than £10)	155,996	21.1	71	136,166	18.5	79	429,190	58.2	128	
Medium (Between £10 and £40)	190,417	25.8	84	89,277	12.1	68	441,658	59.9	119	
High (Greater than £40)	146,629	19.9	77	169,979	23.0	112	404,744	54.9	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	Wincomblee Hotel, NE 6 3PR	Independent Free	0.0	19.6
2	County Hotel, NE 6 3JS	Trust Inns	0.0	21.5
3	Mill Tavern, NE31 2EU	Star Pubs & Bars	0.0	0.1
4	Cock Crow Inn, NE31 2EY	Marston's	3.3	0.9
5	Lakeside Inn, NE10 8YD	Ei Group	16.0	3.7
6	Wardley Hotel, NE10 0SR	Admiral Taverns Ltd	17.8	4.4
7	Lord Nelson Inn, NE32 5NN	Ei Group	19.6	3.7
8	Cricketers, NE10 0TX	Independent Free	21.1	4.5
9	Roadhouse, NE31 1LH	Independent Free	22.3	4.0
10	Pelaw Inn, NE10 0QZ	Star Pubs & Bars	25.7	4.7
11	Green, NE10 8YB	Sir John Fitzgerald	28.4	3.4
12	Longship, NE31 2YA	Greene King	28.7	5.1
13	Prince Of Wales, NE32 4SX	Greene King	31.7	5.3
14	Maiden Over, NE10 0YJ	Admiral Taverns Ltd	32.6	6.5
15	Robin Hood, NE32 5EN	Jarrow Brewery	33.5	4.7
16	Wardles Bar, NE31 1DW	Independent Free	34.4	5.3
17	Clock Hotel, NE31 1YQ	Ei Group	35.9	5.7
18	Caledonian Hotel, NE31 1DB	Ei Group	36.8	5.6
19	Kelly, NE31 1HF	Unknown	36.8	6.2
20	Swan Inn, NE10 0NT	Ei Group	37.1	6.8