

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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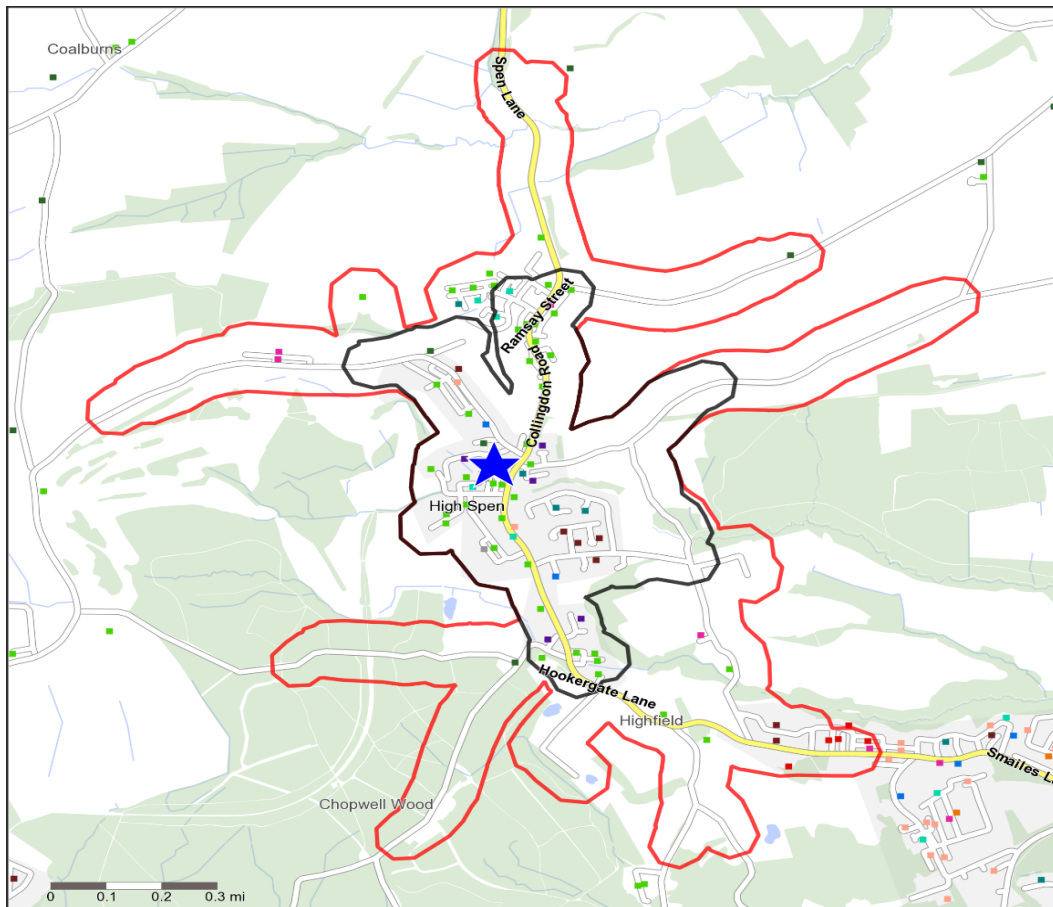
Number of Pubs	2	2	168
Catchment Adults 18+	1,567	2,004	207,094
Catchment Adults 18+ Per Pub	784	1,002	1,233
Populaton Projection 2018 to 2028 (% change)	2.36%	2.43%	3.54%

		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	918	58.6	113	1	High Street Pub	1,279	63.8	123	1	High Street Pub	170,238	82.2	159
2	Community Pub	901	57.5	123	2	Community Pub	1,276	63.7	137	2	Community Pub	149,266	72.1	155
3	Premium Local	704	44.9	71	3	Premium Local	769	38.4	61	3	Premium Local	76,629	37.0	59
4	Great Pub Great Food	499	31.8	246	4	Bit of Style	541	27.0	209	4	Great Pub Great Food	46,712	22.6	174
5	Bit of Style	406	25.9	64	5	Great Pub Great Food	537	26.8	66	5	Bit of Style	40,669	19.6	49
6	Circuit Bar	166	10.6	39	6	Circuit Bar	191	9.5	36	6	Circuit Bar	25,010	12.1	45
7	Craft Led	10	0.6	6	7	Craft Led	10	0.5	5	7	Craft Led	17,410	8.4	82

	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	116	7.4	84	143	7.1	81	13,788	6.7	75
C1	162	10.3	84	200	10.0	81	25,340	12.2	100
C2	150	9.6	116	188	9.4	114	18,284	8.8	107
DE	128	8.2	79	202	10.1	98	26,720	12.9	125

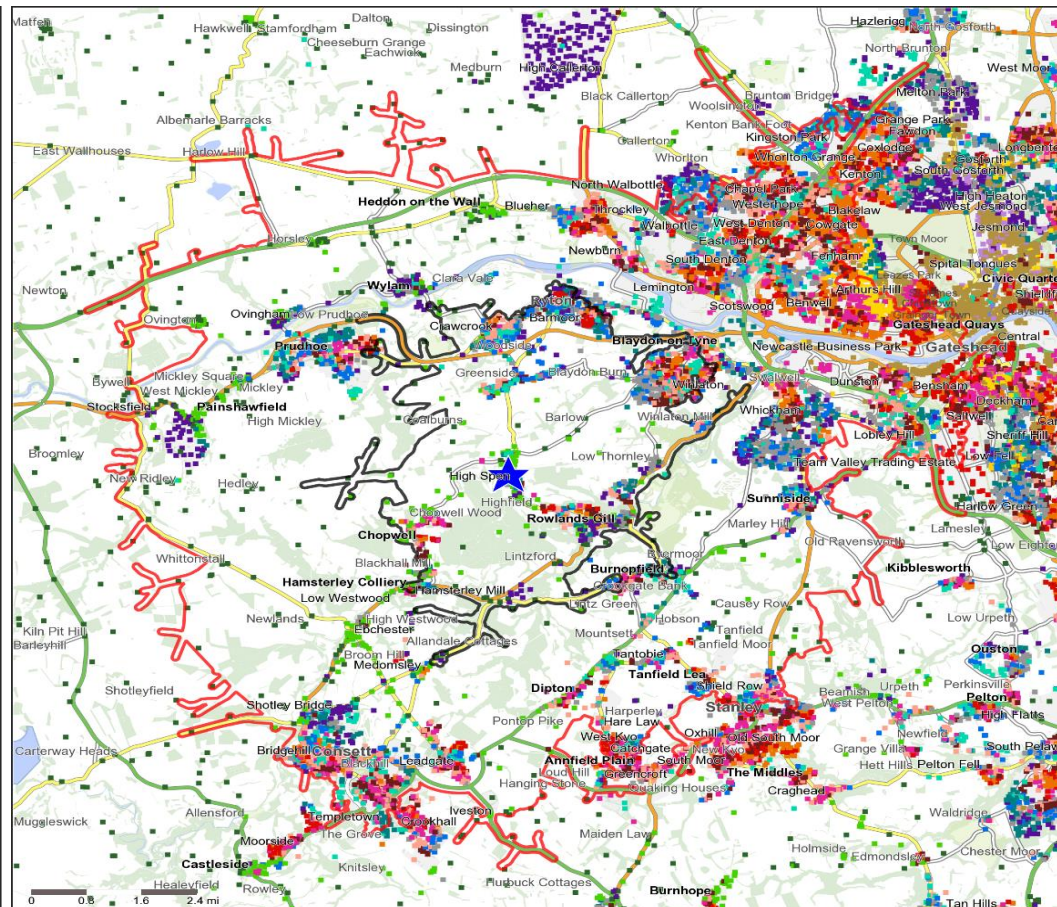
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	632	40.3	122	966	48.2	145	116,861	56.4	170
Medium (7-13)	549	35.0	106	597	29.8	90	60,929	29.4	89
High (14-19)	166	10.6	37	182	9.1	32	18,863	9.1	32

## 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	0	35
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	20	650
	B06	Diamond Days	0	0	378	1,318
	B07	Alpha Families	23	24	476	1,112
	B08	Bank of Mum and Dad	47	49	289	1,264
	B09	Empty-Nest Adventure	50	50	791	4,012
	C10	Wealthy Landowners	1	8	240	1,574
	C11	Rural Vogue	1	6	33	438
	C12	Scattered Homesteads	0	0	1	138
	C13	Village Retirement	18	19	346	1,605
	D14	Satellite Settlers	85	99	649	3,034
	D15	Local Focus	228	250	523	1,671
	D16	Outlying Seniors	334	356	899	2,665
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	294	1,984
	E19	Bungalow Heaven	39	39	2,011	7,634
	E20	Classic Grandparents	0	0	1,103	7,422
	E21	Solo Retirees	10	10	370	3,289
	F22	Boomerang Boarders	26	26	894	5,799
	F23	Family Ties	0	0	375	1,509
	F24	Fledgling Free	0	0	935	4,541
	F25	Dependable Me	15	17	1,516	6,076
	G26	Cafés and Catchments	0	0	0	138
	G27	Thriving Independence	0	0	78	937
	G28	Modern Parents	11	13	565	3,168
	G29	Mid-Career Convention	208	215	1,725	6,080
	H30	Primary Ambitions	0	0	184	1,909
	H31	Affordable Fringe	28	28	617	6,248
	H32	First-Rung Futures	10	10	1,281	8,154
	H33	Contemporary Starts	156	181	948	4,271
	H34	New Foundations	0	0	0	393
	H35	Flying Solo	0	0	137	659

			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	298	628
	I37	Budget Generations	0	0	900	3,081
	I38	Economical Families	0	0	504	3,619
	I39	Families on a Budget	0	0	585	11,673
	J40	Value Rentals	21	123	2,211	11,076
	J41	Youthful Endeavours	0	0	149	1,473
	J42	Midlife Renters	21	26	1,089	4,622
	J43	Renting Rooms	0	0	70	6,810
	K44	Inner City Stalwarts	0	0	0	14
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	1,866
	K47	Single Essentials	0	0	263	4,748
	K48	Mature Workers	0	99	1,621	9,282
	L49	Flatlet Seniors	0	0	183	3,255
	L50	Pocket Pensions	110	216	2,723	7,196
	L51	Retirement Communities	0	0	45	412
	L52	Estate Veterans	46	53	1,005	6,022
	L53	Seasoned Survivors	0	0	229	6,569
	M54	Down-to-Earth Owners	24	24	1,606	9,079
	M55	Back with the Folks	0	0	660	5,533
	M56	Self Supporters	54	63	2,936	10,594
	N57	Community Elders	0	0	0	426
	N58	Culture & Comfort	0	0	0	531
	N59	Large Family Living	0	0	0	2,031
	N60	Ageing Access	0	0	0	260
	O61	Career Builders	0	0	0	728
	O62	Central Pulse	0	0	0	2,425
	O63	Flexible Workforce	0	0	0	279
	O64	Bus-Route Renters	0	0	78	2,191
	O65	Learners & Earners	0	0	0	191
	O66	Student Scene	0	0	0	226
	U99	Unclassified	0	0	8	524
Total			1,566	2,004	34,841	207,091



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

### 2. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

### 3. 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

## 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. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

### 3. M56 Self Supporters

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



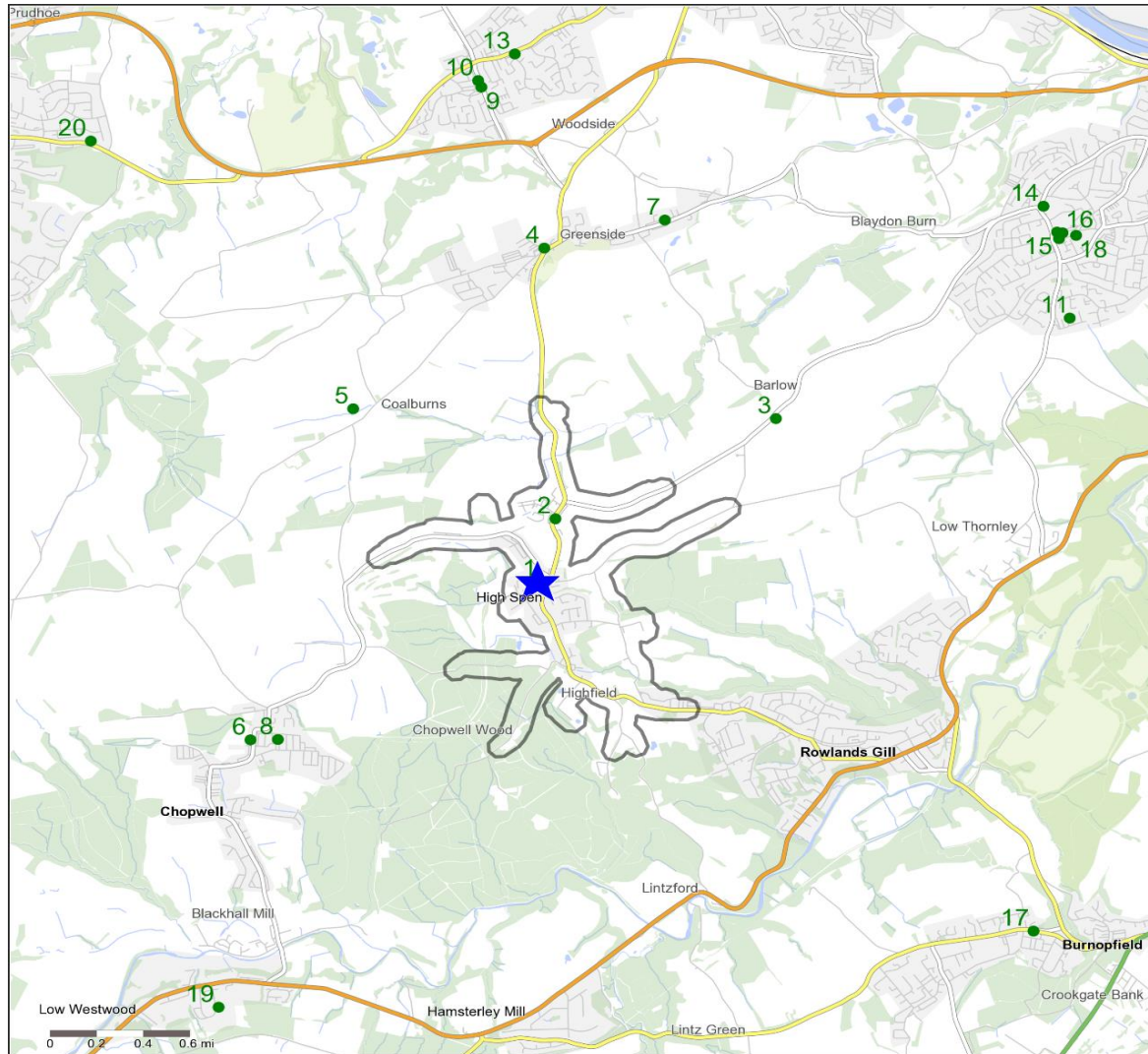
- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

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	418	20.9	69	401	20.0	122	1,186	59.2	114
Male: Alone	693	34.6	116	351	17.5	112	960	47.9	90
Male: Group	412	20.6	90	659	32.9	126	933	46.6	94
Male: Pair	349	17.4	67	100	5.0	33	1,555	77.6	135
Mixed Sex: Group	103	5.1	22	1,222	61.0	191	680	33.9	77
Mixed Sex: Pair	455	22.7	97	506	25.2	78	1,043	52.0	122
With Children	101	5.0	17	832	41.5	247	1,072	53.5	101
Unknown	728	36.3	111	207	10.3	58	1,070	53.4	111
For Eating:									
Upmarket	499	24.9	81	185	9.2	44	1,321	65.9	140
Midmarket	224	11.2	33	0	0.0	0	1,781	88.9	161
Downmarket	194	9.7	44	1,365	68.1	195	445	22.2	53
For Drinking (monthly spend):									
Nothing	832	41.5	137	620	30.9	131	552	27.5	61
Low (less than £10)	400	20.0	67	818	40.8	174	787	39.3	87
Medium (Between £10 and £40)	381	19.0	62	75	3.7	21	1,549	77.3	154
High (Greater than £40)	138	6.9	27	374	18.7	91	1,493	74.5	142

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	55,385	26.7	88	23,312	11.3	69	127,873	61.7	119
Male: Alone	67,252	32.5	109	40,539	19.6	125	98,779	47.7	89
Male: Group	52,132	25.2	110	67,059	32.4	124	87,378	42.2	85
Male: Pair	54,636	26.4	101	45,930	22.2	145	106,004	51.2	89
Mixed Sex: Group	41,646	20.1	88	57,557	27.8	87	107,366	51.8	118
Mixed Sex: Pair	52,793	25.5	109	68,332	33.0	101	85,444	41.3	97
With Children	65,775	31.8	110	47,590	23.0	137	93,205	45.0	85
Unknown	58,425	28.2	86	24,080	11.6	65	124,065	59.9	125
For Eating:									
Upmarket	45,352	21.9	72	39,063	18.9	91	122,154	59.0	125
Midmarket	61,277	29.6	86	14,468	7.0	77	130,824	63.2	114
Downmarket	66,706	32.2	145	91,055	44.0	126	48,808	23.6	57
For Drinking (monthly spend):									
Nothing	65,296	31.5	104	61,293	29.6	125	79,980	38.6	86
Low (less than £10)	49,945	24.1	81	46,391	22.4	95	110,233	53.2	117
Medium (Between £10 and £40)	51,468	24.9	81	26,748	12.9	72	128,354	62.0	123
High (Greater than £40)	32,196	15.5	60	45,960	22.2	108	128,413	62.0	119

## Competitor Map



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 Site
  Star Pubs
  Pubs
  Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Bute Arms, NE39 2BD	Star Pubs & Bars	0.0	0.0
2	Wig's Place, NE39 2EJ	Independent Free	8.5	1.6
3	Black Horse Inn, NE21 6JU	Independent Free	28.7	3.7
4	Pack Horse, NE40 4BS	Trust Inns	33.8	4.3
5	Fox & Hounds Inn, NE40 4JN	*Other Small Retail Groups	39.5	5.1
6	Central, NE17 7AA	Star Pubs & Bars	41.6	5.9
7	White Swan, NE40 4SP	Independent Free	44.7	6.0
8	Phoenix, NE17 7BX	Independent Free	45.9	6.8
9	Rising Sun, NE40 4EE	Ei Group	53.1	7.2
10	Lambs Arms, NE40 4HJ	Star Pubs & Bars	54.6	7.6
11	Commercial, NE21 6QT	Trust Inns	59.1	7.8
12	Vulcan, NE21 6AE	Ei Group	59.5	7.8
13	Fox And Hound, NE40 4TR	Star Pubs & Bars	60.3	8.6
14	Rose & Crown, NE21 6BT	Star Pubs & Bars	63.4	8.0
15	Turf Hotel, NE21 6AH	Independent Free	66.2	7.9
16	Crown & Cannon, NE21 6AD	Admiral Taverns Ltd	66.9	7.9
17	Sun Inn, NE16 6PU	Punch Pub Company	66.9	9.8
18	Highlander Inn, NE21 6AF	Punch Pub Company	73.5	8.2
19	Cronniewell, NE17 7SQ	Independent Free	79.5	10.2
20	Falcon, NE42 5DN	Star Pubs & Bars	84.6	9.4