

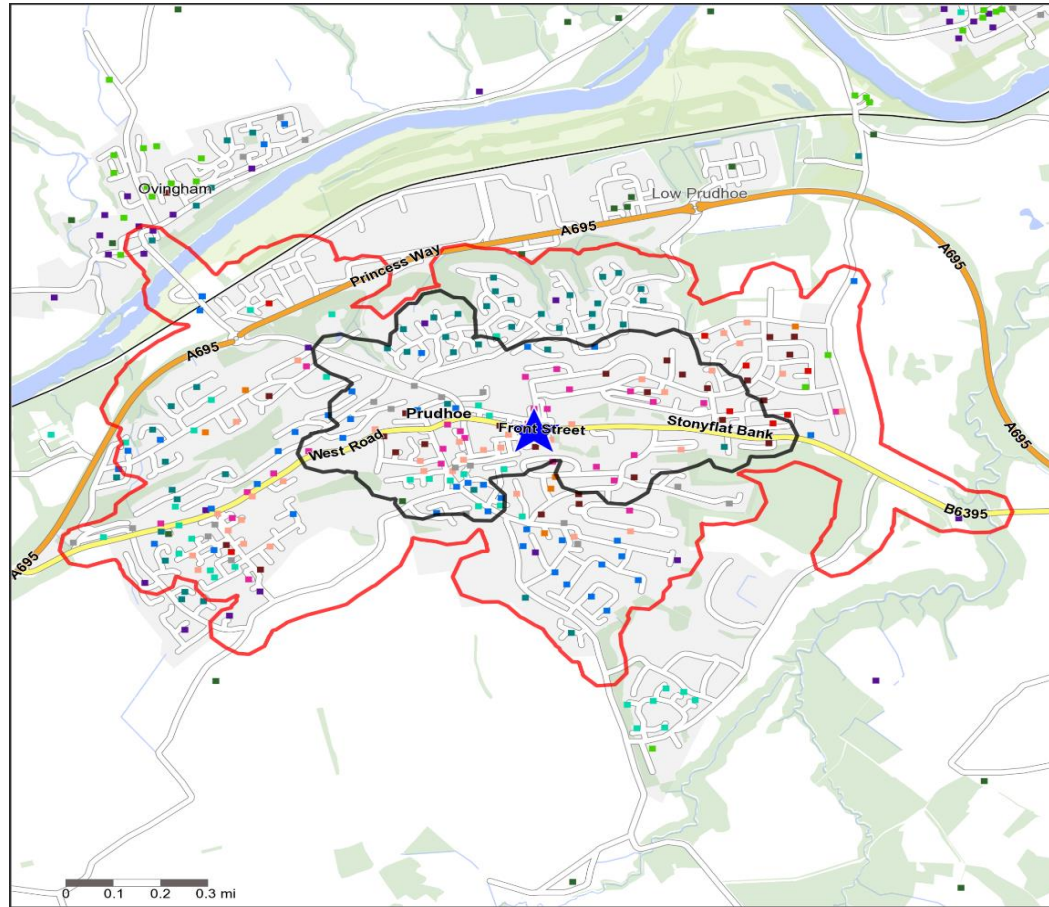
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	3	6	157
Catchment Adults 18+	2,804	7,871	179,566
Catchment Adults 18+ Per Pub	935	1,312	1,144
Populaton Projection 2018 to 2028 (% change)	2.03%	2.02%	3.21%

		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	2,640	94.2	182	<div></div>	1	High Street Pub	7,179	91.2	176	<div></div>	1	High Street Pub	136,770	76.2	147	<div></div>
2	Community Pub	1,941	69.2	149	<div></div>	2	Community Pub	4,702	59.7	128	<div></div>	2	Community Pub	121,202	67.5	145	<div></div>
3	Premium Local	1,195	42.6	68	<div></div>	3	Premium Local	4,395	55.8	89	<div></div>	3	Premium Local	67,987	37.9	60	<div></div>
4	Bit of Style	944	33.7	260	<div></div>	4	Great Pub Great Food	2,912	37.0	286	<div></div>	4	Great Pub Great Food	46,158	25.7	199	<div></div>
5	Great Pub Great Food	751	26.8	66	<div></div>	5	Bit of Style	2,646	33.6	83	<div></div>	5	Bit of Style	29,251	16.3	40	<div></div>
6	Circuit Bar	177	6.3	24	<div></div>	6	Circuit Bar	657	8.3	31	<div></div>	6	Circuit Bar	21,360	11.9	44	<div></div>
7	Craft Led	177	6.3	61	<div></div>	7	Craft Led	475	6.0	59	<div></div>	7	Craft Led	15,830	8.8	86	<div></div>

	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	212	7.6	86	622	7.9	89	12,622	7.0	79
C1	322	11.5	94	892	11.3	92	21,518	12.0	98
C2	284	10.1	123	801	10.2	123	15,108	8.4	102
DE	323	11.5	112	884	11.2	109	22,522	12.5	122

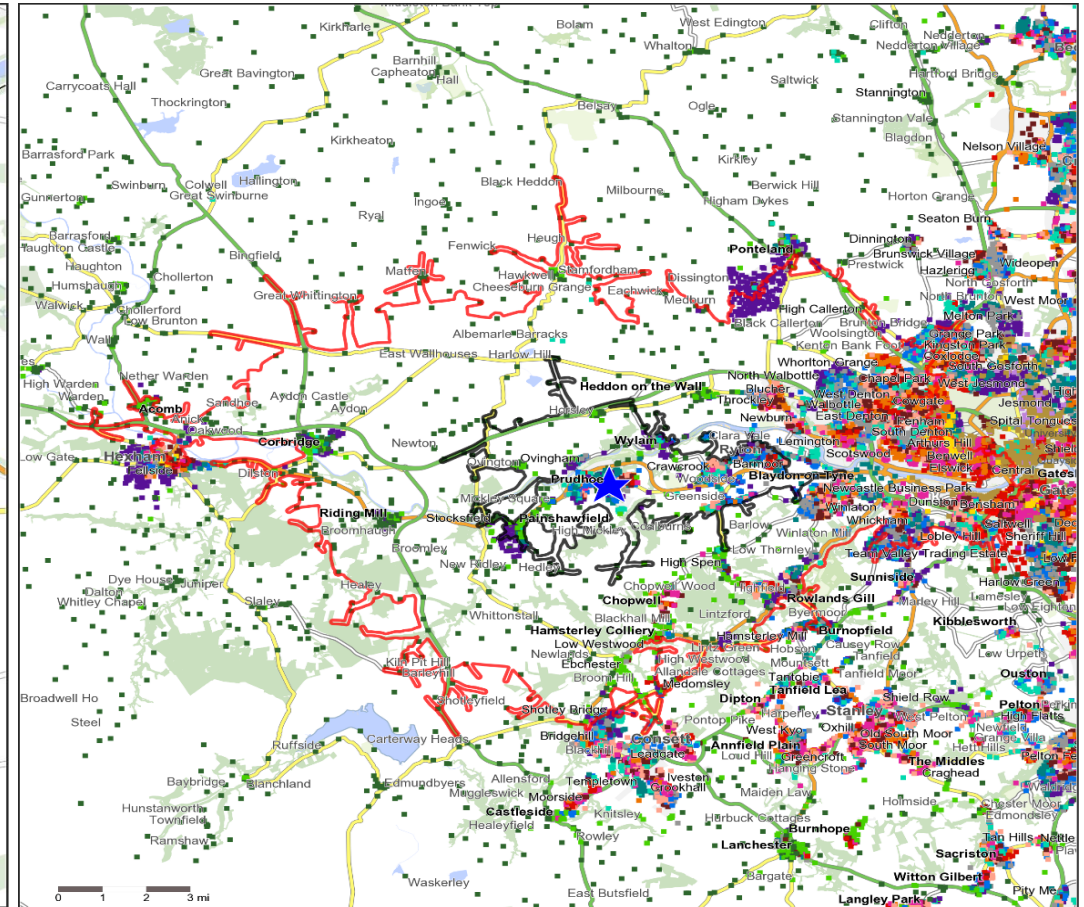
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,478	52.7	159	3,919	49.8	150	95,666	53.3	161
Medium (7-13)	982	35.0	106	2,906	36.9	111	51,687	28.8	87
High (14-19)	296	10.6	37	961	12.2	43	22,751	12.7	45

## 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	34
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	13	240	1,387
	B06	Diamond Days	0	2	274	3,808
	B07	Alpha Families	0	6	272	1,515
	B08	Bank of Mum and Dad	25	93	414	1,025
	B09	Empty-Nest Adventure	8	126	885	3,575
	C10	Wealthy Landowners	7	44	671	3,399
	C11	Rural Vogue	0	0	161	985
	C12	Scattered Homesteads	0	0	21	351
	C13	Village Retirement	16	24	586	2,249
	D14	Satellite Settlers	3	16	1,352	3,995
	D15	Local Focus	0	0	589	1,987
	D16	Outlying Seniors	0	89	518	2,852
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	3	4	386	1,625
	E19	Bungalow Heaven	87	152	638	7,047
	E20	Classic Grandparents	0	23	392	6,930
	E21	Solo Retirees	94	178	494	2,823
	F22	Boomerang Boarders	181	449	1,099	4,786
	F23	Family Ties	58	119	207	1,186
	F24	Fledgling Free	99	551	1,001	3,002
	F25	Dependable Me	119	209	1,576	4,773
	G26	Cafés and Catchments	0	0	0	138
	G27	Thriving Independence	0	0	76	872
	G28	Modern Parents	334	777	1,050	2,005
	G29	Mid-Career Convention	45	615	1,988	4,789
	H30	Primary Ambitions	0	0	86	1,394
	H31	Affordable Fringe	30	191	531	4,455
	H32	First-Rung Futures	147	388	1,302	5,806
	H33	Contemporary Starts	0	158	450	2,692
	H34	New Foundations	0	24	49	408
	H35	Flying Solo	3	18	188	495

			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	26	588
	I37	Budget Generations	40	217	526	3,045
	I38	Economical Families	0	18	126	2,843
	I39	Families on a Budget	0	0	40	10,285
	J40	Value Rentals	414	665	859	5,497
	J41	Youthful Endeavours	0	0	39	1,282
	J42	Midlife Renters	81	207	720	3,931
	J43	Renting Rooms	0	0	0	6,696
	K44	Inner City Stalwarts	0	0	0	14
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	0	0	2,011
	K47	Single Essentials	26	68	195	4,407
	K48	Mature Workers	79	325	954	7,525
	L49	Flatlet Seniors	16	16	16	2,849
	L50	Pocket Pensions	254	367	1,288	5,490
	L51	Retirement Communities	0	0	25	749
	L52	Estate Veterans	118	491	844	5,552
	L53	Seasoned Survivors	25	32	32	5,085
	M54	Down-to-Earth Owners	118	585	1,220	5,737
	M55	Back with the Folks	132	194	460	4,624
	M56	Self Supporters	240	415	2,016	7,521
	N57	Community Elders	0	0	0	501
	N58	Culture & Comfort	0	0	0	633
	N59	Large Family Living	0	0	0	2,367
	N60	Ageing Access	0	0	0	284
	O61	Career Builders	0	0	0	769
	O62	Central Pulse	0	0	0	2,687
	O63	Flexible Workforce	0	0	0	869
	O64	Bus-Route Renters	0	0	0	1,917
	O65	Learners & Earners	0	0	0	392
	O66	Student Scene	0	0	0	404
	U99	Unclassified	0	0	16	624
Total			2,802	7,869	26,898	179,566



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

### 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 cohabiters without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

### 3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

## 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. M56 Self Supporters

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



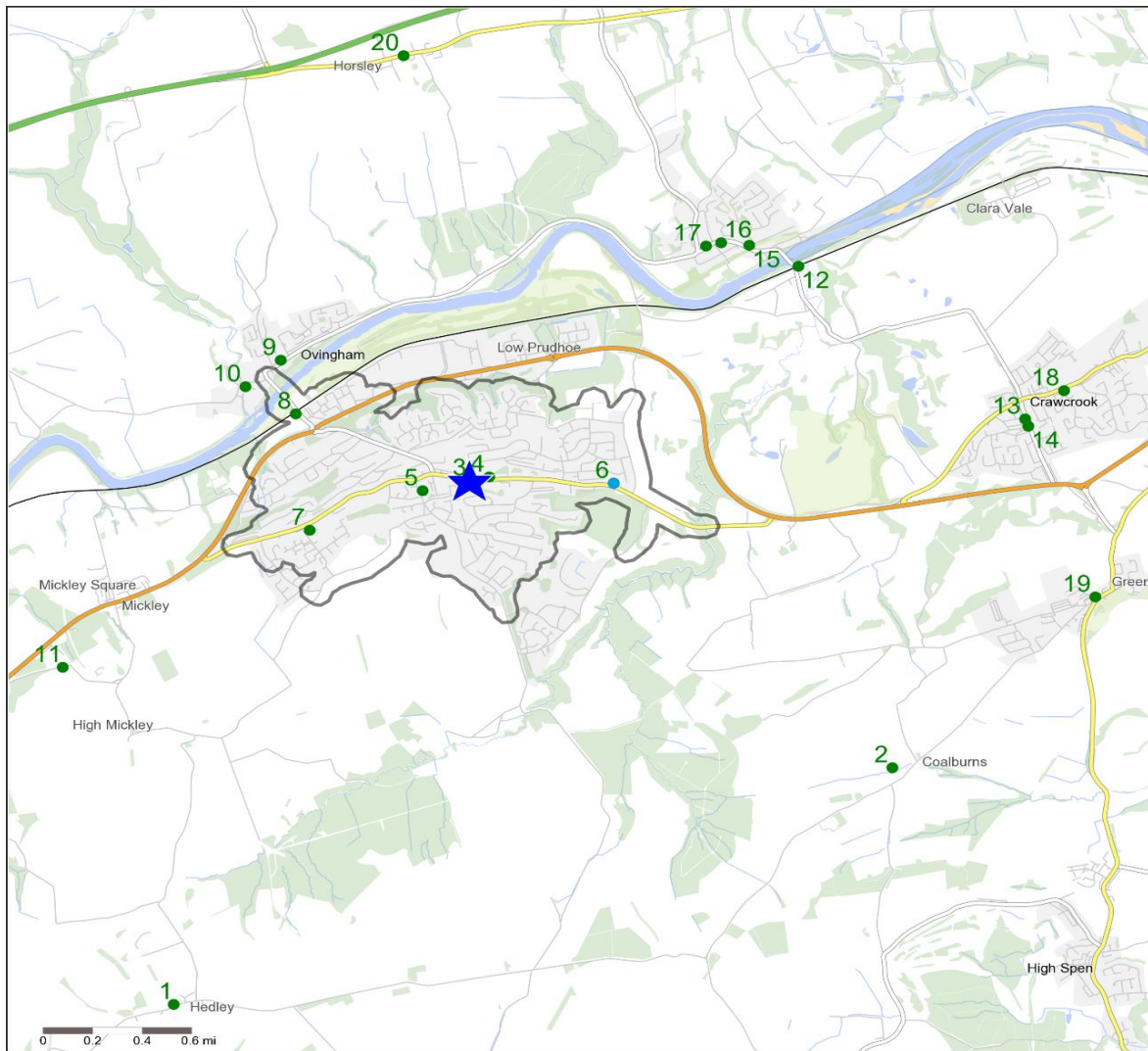
- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

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	Target Customers	% of Population	Index
Female: Alone, Pair or Group	2,773	35.2	116	430	5.5	33	4,669	59.3	114			
Male: Alone	2,644	33.6	113	2,125	27.0	173	3,102	39.4	74			
Male: Group	2,100	26.7	117	2,170	27.6	105	3,601	45.8	92			
Male: Pair	2,103	26.7	102	1,264	16.1	105	4,504	57.2	100			
Mixed Sex: Group	937	11.9	52	3,094	39.3	123	3,840	48.8	111			
Mixed Sex: Pair	2,902	36.9	157	1,287	16.4	50	3,683	46.8	109			
With Children	2,731	34.7	120	1,855	23.6	140	3,285	41.7	79			
Unknown	2,812	35.7	109	430	5.5	30	4,629	58.8	123			
For Eating:												
Upmarket	2,055	26.1	85	1,766	22.4	108	4,051	51.5	109			
Midmarket	2,031	25.8	75	18	0.2	3	5,822	74.0	134			
Downmarket	2,882	36.6	165	3,432	43.6	125	1,557	19.8	48			
For Drinking (monthly spend):												
Nothing	2,372	30.1	100	2,661	33.8	143	2,838	36.1	80			
Low (less than £10)	2,831	36.0	120	1,827	23.2	99	3,213	40.8	90			
Medium (Between £10 and £40)	2,820	35.8	117	1,229	15.6	88	3,823	48.6	97			
High (Greater than £40)	1,976	25.1	97	2,345	29.8	145	3,551	45.1	86			

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	43,396	24.2	80	23,049	12.8	78	112,497	62.6	120
Male: Alone	57,015	31.8	107	31,073	17.3	111	90,853	50.6	95
Male: Group	43,112	24.0	105	57,715	32.1	123	78,115	43.5	88
Male: Pair	48,604	27.1	104	36,456	20.3	133	93,882	52.3	91
Mixed Sex: Group	38,358	21.4	93	48,755	27.2	85	91,829	51.1	116
Mixed Sex: Pair	46,169	25.7	110	60,146	33.5	103	72,627	40.4	95
With Children	53,309	29.7	103	38,035	21.2	126	87,597	48.8	92
Unknown	49,218	27.4	83	22,549	12.6	70	107,174	59.7	125
For Eating:									
Upmarket	38,952	21.7	71	30,593	17.0	82	109,398	60.9	129
Midmarket	52,421	29.2	85	12,684	7.1	78	113,837	63.4	115
Downmarket	53,011	29.5	133	73,409	40.9	117	52,521	29.2	70
For Drinking (monthly spend):									
Nothing	54,535	30.4	100	50,960	28.4	120	73,447	40.9	91
Low (less than £10)	45,179	25.2	84	40,048	22.3	95	93,715	52.2	115
Medium (Between £10 and £40)	47,044	26.2	86	24,676	13.7	77	107,221	59.7	119
High (Greater than £40)	28,824	16.1	62	40,248	22.4	109	109,870	61.2	117

## 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	Feathers Inn, NE43 7SW	Independent Free	0.0	9.5
2	Fox & Hounds Inn, NE40 4JN	*Other Small Retail Groups	0.0	10.3
3	Dr Syntax, NE42 5DB	Star Pubs & Bars	0.0	0.1
4	West Wylam, NE42 5DQ	Independent Free	1.8	0.5
5	Fox & Hounds Inn, NE42 5JT	Punch Pub Company	6.3	1.4
6	Falcon, NE42 5DN	Star Pubs & Bars	11.2	2.3
7	Halfway House Inn, NE42 6JF	Punch Pub Company	14.2	3.0
8	Adam & Eve Inn, NE42 6NP	Punch Pub Company	16.0	2.6
9	White Swan, NE42 6AG	Star Pubs & Bars	22.3	3.6
10	Bridge End Inn, NE42 6BN	Independent Free	22.3	3.7
11	Blue Bell, NE43 7LP	Trust Inns	43.2	6.6
12	Boathouse, NE41 8HR	Independent Free	43.8	7.3
13	Lambs Arms, NE40 4HJ	Star Pubs & Bars	48.6	5.7
14	Rising Sun, NE40 4EE	Ei Group	48.9	5.9
15	Fox & Hounds, NE41 8DL	Punch Pub Company	49.2	8.0
16	Black Bull, NE41 8AB	Independent Free	51.3	7.6
17	Ship Inn, NE41 8AQ	Star Pubs & Bars	52.5	7.4
18	Fox And Hound, NE40 4TR	Star Pubs & Bars	53.7	6.6
19	Pack Horse, NE40 4BS	Trust Inns	61.9	7.8
20	Lion & Lamb Inn, NE15 0NS	Ei Group	98.7	8.2