

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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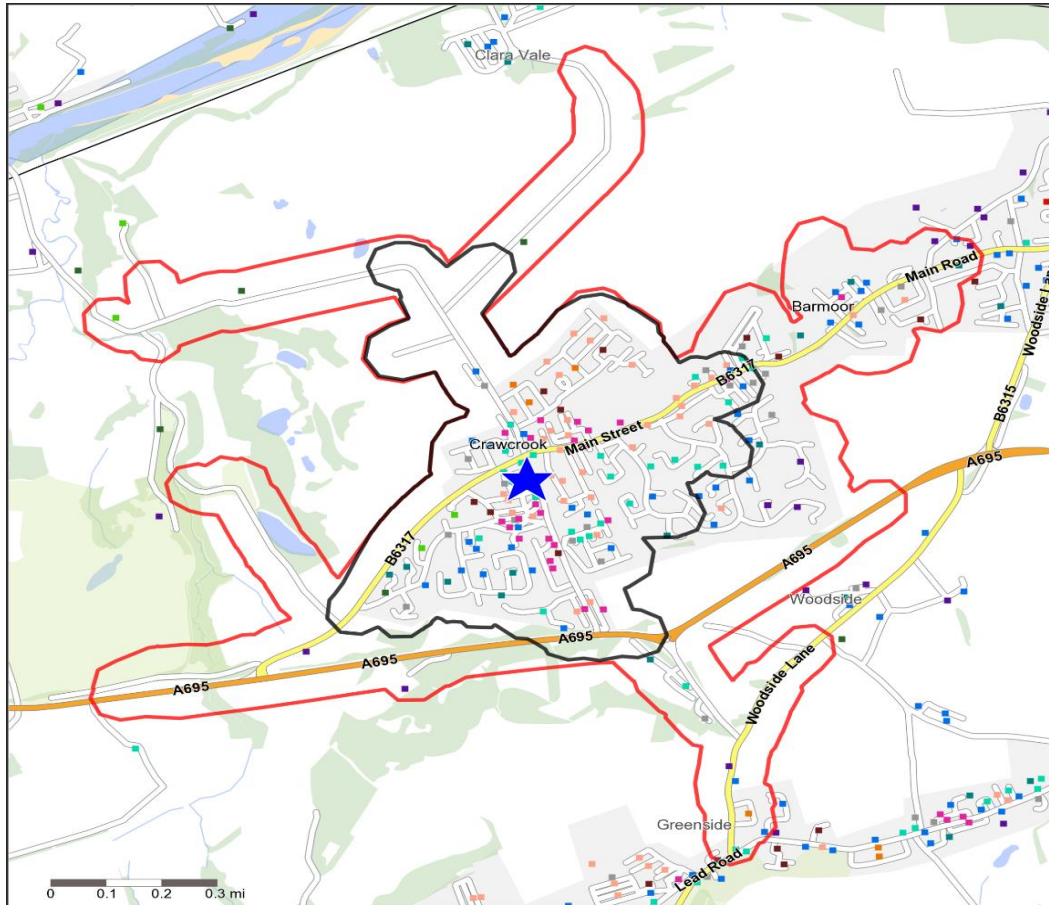
Number of Pubs	3	3	322
Catchment Adults 18+	3,685	5,112	271,994
Catchment Adults 18+ Per Pub	1,228	1,704	845
Populaton Projection 2018 to 2028 (% change)	1.74%	1.58%	3.52%

		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	3,459	93.9	181	1	High Street Pub	4,525	88.5	171	1	High Street Pub	204,831	75.3	145
2	Community Pub	2,858	77.6	166	2	Community Pub	3,709	72.6	156	2	Community Pub	173,552	63.8	137
3	Premium Local	1,850	50.2	80	3	Premium Local	2,717	53.1	84	3	Premium Local	98,411	36.2	57
4	Bit of Style	994	27.0	209	4	Great Pub Great Food	1,320	25.8	200	4	Great Pub Great Food	63,817	23.5	181
5	Great Pub Great Food	782	21.2	53	5	Bit of Style	1,228	24.0	60	5	Bit of Style	57,161	21.0	52
6	Circuit Bar	576	15.6	58	6	Circuit Bar	714	14.0	52	6	Circuit Bar	47,789	17.6	65
7	Craft Led	460	12.5	121	7	Craft Led	594	11.6	113	7	Craft Led	36,234	13.3	129

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	233	6.3	72	364	7.1	81	20,486	7.5	85
C1	496	13.5	110	677	13.2	108	33,909	12.5	102
C2	359	9.7	118	458	9.0	109	20,595	7.6	92
DE	325	8.8	86	407	8.0	77	32,560	12.0	116

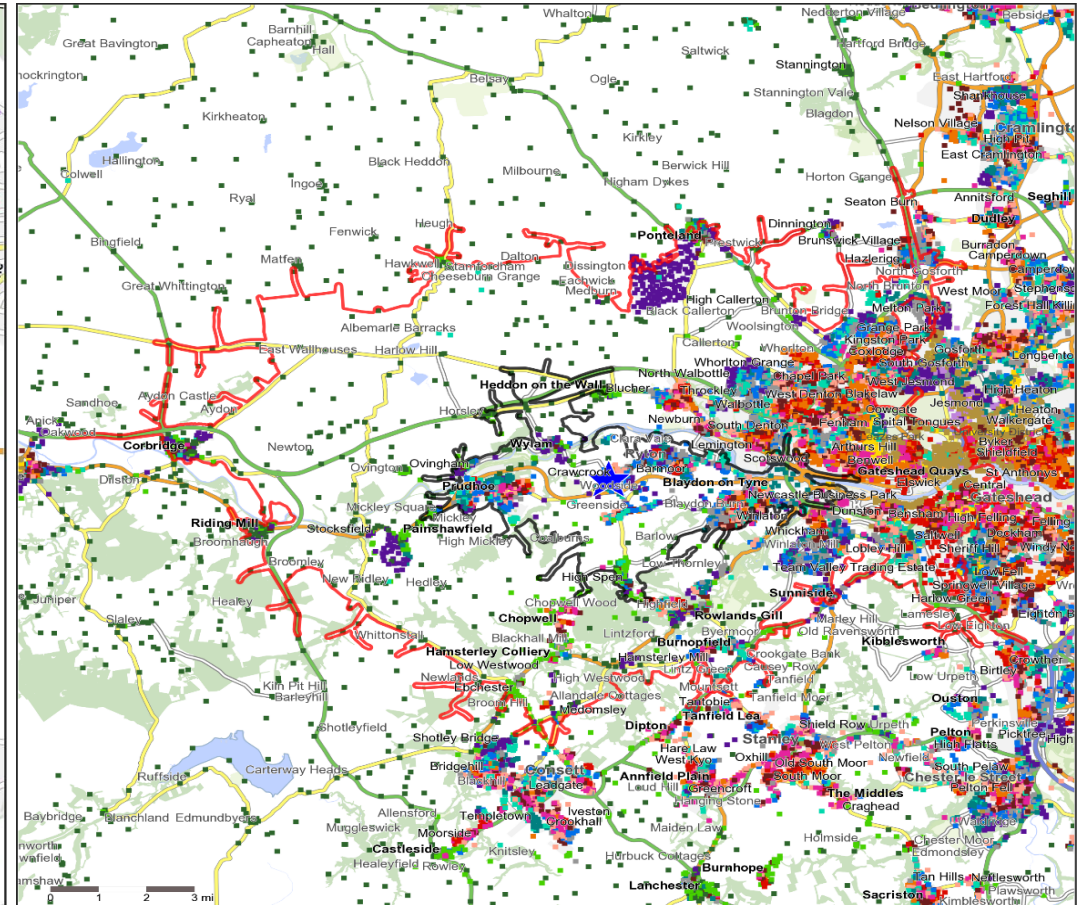
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,620	44.0	133	2,078	40.6	123	140,378	51.6	156
Medium (7-13)	1,411	38.3	115	1,975	38.6	116	72,647	26.7	81
High (14-19)	177	4.8	17	463	9.1	32	32,704	12.0	42

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

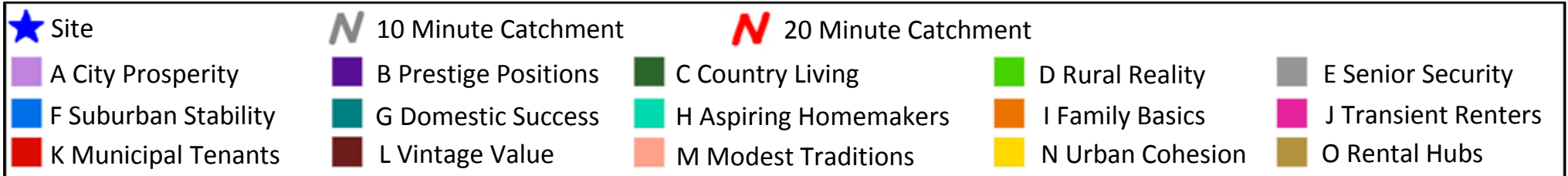


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## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	26
A02	Uptown Elite		0	0	0	169
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	60
B05	Premium Fortunes		0	3	182	2,849
B06	Diamond Days		0	12	200	5,069
B07	Alpha Families		0	2	257	2,360
B08	Bank of Mum and Dad		0	13	437	1,716
B09	Empty-Nest Adventure		0	245	1,047	4,665
C10	Wealthy Landowners		0	11	374	2,855
C11	Rural Vogue		0	3	109	737
C12	Scattered Homesteads		0	0	9	216
C13	Village Retirement		16	25	360	2,185
D14	Satellite Settlers		18	46	932	3,950
D15	Local Focus		0	0	681	1,982
D16	Outlying Seniors		0	0	658	2,798
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	8	474	3,224
E19	Bungalow Heaven		84	109	1,893	8,820
E20	Classic Grandparents		132	183	1,485	8,310
E21	Solo Retirees		55	117	600	3,958
F22	Boomerang Boarders		128	216	1,626	6,909
F23	Family Ties		0	16	536	1,806
F24	Fledgling Free		204	223	1,386	3,265
F25	Dependable Me		209	387	1,840	6,254
G26	Cafés and Catchments		0	0	0	1,360
G27	Thriving Independence		0	12	193	3,233
G28	Modern Parents		0	0	1,116	2,995
G29	Mid-Career Convention		280	364	2,064	5,774
H30	Primary Ambitions		0	0	275	2,415
H31	Affordable Fringe		136	136	838	5,573
H32	First-Rung Futures		449	578	1,718	7,725
H33	Contemporary Starts		97	101	1,849	4,066
H34	New Foundations		0	0	81	2,250
H35	Flying Solo		11	16	177	788

			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	285	986
I37	Budget Generations		88	115	1,067	3,439
I38	Economical Families		0	28	559	4,288
I39	Families on a Budget		0	0	683	15,012
J40	Value Rentals		157	157	1,568	6,425
J41	Youthful Endeavours		19	19	85	2,074
J42	Midlife Renters		225	289	1,494	5,301
J43	Renting Rooms		0	0	157	12,839
K44	Inner City Stalwarts		0	0	0	321
K45	City Diversity		0	0	0	187
K46	High Rise Residents		0	0	0	3,415
K47	Single Essentials		0	0	321	7,846
K48	Mature Workers		0	0	1,372	9,016
L49	Flatlet Seniors		0	0	257	4,684
L50	Pocket Pensions		126	298	2,415	6,159
L51	Retirement Communities		0	0	25	1,406
L52	Estate Veterans		59	59	1,414	8,194
L53	Seasoned Survivors		0	0	331	6,506
M54	Down-to-Earth Owners		314	314	1,777	6,849
M55	Back with the Folks		66	66	819	5,998
M56	Self Supporters		813	939	2,927	8,910
N57	Community Elders		0	0	0	1,412
N58	Culture & Comfort		0	0	0	1,228
N59	Large Family Living		0	0	0	2,379
N60	Ageing Access		0	0	2	975
O61	Career Builders		0	0	33	2,210
O62	Central Pulse		0	0	0	7,455
O63	Flexible Workforce		0	0	0	2,165
O64	Bus-Route Renters		0	0	81	5,375
O65	Learners & Earners		0	0	0	3,735
O66	Student Scene		0	0	0	4,309
U99	Unclassified		0	0	48	10,533
<b>Total</b>			<b>3,686</b>	<b>5,110</b>	<b>41,117</b>	<b>271,993</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

### 3. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

## 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. 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

### 3. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



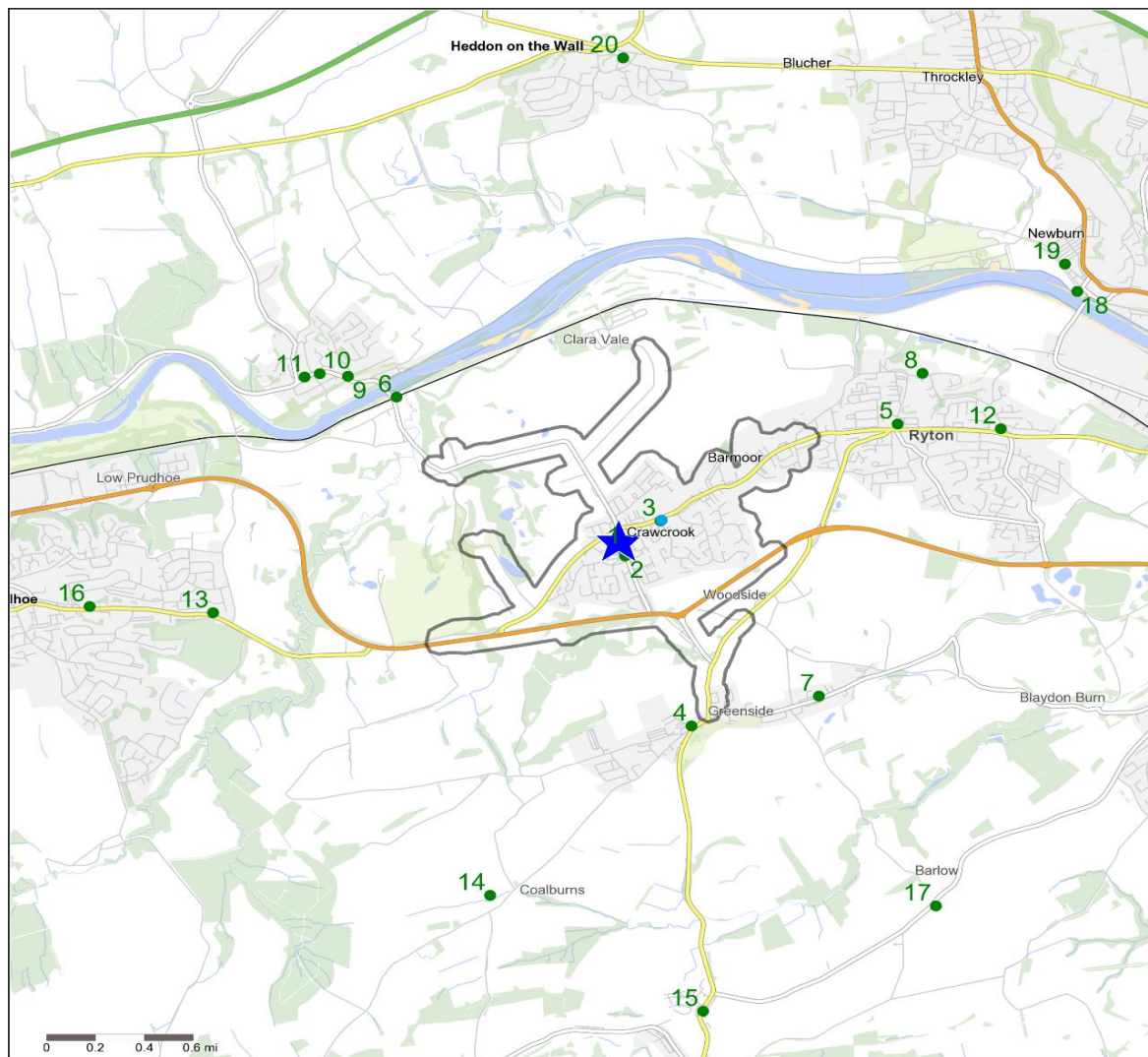
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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	887	17.4	57	299	5.8	36	3,925	76.8	147		
Male: Alone	1,838	36.0	121	533	10.4	67	2,741	53.6	101		
Male: Group	1,458	28.5	125	2,012	39.4	150	1,642	32.1	65		
Male: Pair	1,081	21.1	81	2,049	40.1	263	1,982	38.8	68		
Mixed Sex: Group	616	12.1	53	1,257	24.6	77	3,238	63.3	144		
Mixed Sex: Pair	1,445	28.3	121	1,127	22.0	68	2,540	49.7	116		
With Children	1,578	30.9	107	1,573	30.8	183	1,961	38.4	72		
Unknown	928	18.2	55	446	8.7	49	3,738	73.1	153		
<b>For Eating:</b>											
Upmarket	1,043	20.4	67	508	9.9	48	3,561	69.7	147		
Midmarket	901	17.6	51	35	0.7	8	4,176	81.7	148		
Downmarket	1,685	33.0	148	2,252	44.1	126	1,175	23.0	55		
<b>For Drinking (monthly spend):</b>											
Nothing	1,087	21.3	70	2,345	45.9	194	1,680	32.9	73		
Low (less than £10)	1,391	27.2	91	1,400	27.4	117	2,321	45.4	100		
Medium (Between £10 and £40)	1,369	26.8	88	604	11.8	66	3,138	61.4	122		
High (Greater than £40)	672	13.1	51	1,103	21.6	105	3,337	65.3	125		

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	79,828	29.3	97	33,399	12.3	75	148,235	54.5	105	
Male: Alone	85,051	31.3	105	51,389	18.9	121	125,021	46.0	86	
Male: Group	64,823	23.8	104	86,516	31.8	121	110,122	40.5	82	
Male: Pair	79,866	29.4	113	54,201	19.9	131	127,395	46.8	82	
Mixed Sex: Group	76,296	28.1	123	62,622	23.0	72	122,544	45.1	103	
Mixed Sex: Pair	72,647	26.7	114	90,213	33.2	102	98,601	36.3	85	
With Children	79,426	29.2	101	50,388	18.5	110	131,647	48.4	91	
Unknown	75,579	27.8	85	40,208	14.8	82	145,674	53.6	112	
<b>For Eating:</b>										
Upmarket	69,738	25.6	84	52,499	19.3	93	139,224	51.2	108	
Midmarket	95,510	35.1	102	19,088	7.0	78	146,863	54.0	98	
Downmarket	77,541	28.5	128	104,928	38.6	111	78,992	29.0	70	
<b>For Drinking (monthly spend):</b>										
Nothing	72,857	26.8	89	73,381	27.0	114	115,224	42.4	95	
Low (less than £10)	60,988	22.4	75	54,339	20.0	85	146,134	53.7	118	
Medium (Between £10 and £40)	72,687	26.7	87	35,530	13.1	73	153,245	56.3	112	
High (Greater than £40)	51,516	18.9	73	55,878	20.5	100	154,068	56.6	108	

## 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	Lambs Arms, NE40 4HJ	Star Pubs & Bars	2.1	0.4
2	Rising Sun, NE40 4EE	Ei Group	2.4	0.4
3	Fox And Hound, NE40 4TR	Star Pubs & Bars	5.1	1.2
4	Pack Horse, NE40 4BS	Trust Inns	21.7	3.7
5	Ryton Hotel, NE40 3HF	Star Pubs & Bars	26.9	4.6
6	Boathouse, NE41 8HR	Independent Free	27.2	3.2
7	White Swan, NE40 4SP	Independent Free	29.6	4.8
8	Half Moon, NE40 3NU	Independent Free	32.3	5.8
9	Fox & Hounds, NE41 8DL	Punch Pub Company	32.6	4.0
10	Black Bull, NE41 8AB	Independent Free	34.7	4.4
11	Ship Inn, NE41 8AQ	Star Pubs & Bars	35.9	4.5
12	Runhead Bar & Grill, NE40 3HJ	Malhotra Group	36.8	6.0
13	Falcon, NE42 5DN	Star Pubs & Bars	38.9	3.6
14	Fox & Hounds Inn, NE40 4JN	*Other Small Retail Groups	43.8	7.0
15	Wig's Place, NE39 2EJ	Independent Free	47.1	6.1
16	West Wylam, NE42 5DQ	Independent Free	48.3	5.5
17	Black Horse Inn, NE21 6JU	Independent Free	52.2	7.8
18	Boathouse, NE15 8NL	Independent Free	74.4	12.1
19	Keelman, NE15 8ND	Independent Free	78.2	12.6
20	Swan, NE15 0DR	Mitchells & Butlers	96.2	10.2