

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	3	16	600
Catchment Adults 18+	3,705	16,175	623,539
Catchment Adults 18+ Per Pub	1,235	1,011	1,039
Populaton Projection 2018 to 2028 (% change)	2.88%	2.86%	3.76%

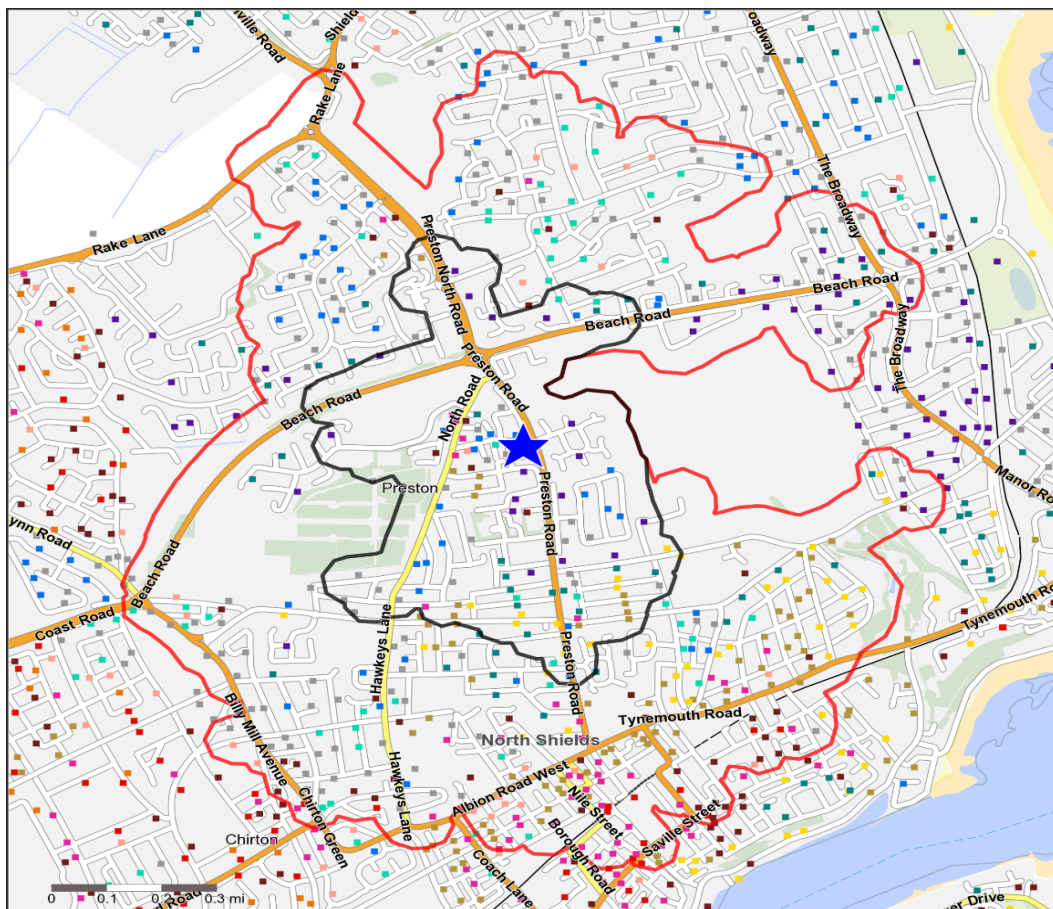
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	3,165	85.4	165	1	High Street Pub	13,874	85.8	166	1	High Street Pub	533,189	85.5	165
2	Community Pub	2,211	59.7	128	2	Community Pub	11,347	70.2	151	2	Community Pub	439,618	70.5	151
3	Premium Local	1,731	46.7	74	3	Premium Local	6,490	40.1	64	3	Premium Local	212,607	34.1	54
4	Great Pub Great Food	1,663	44.9	347	4	Great Pub Great Food	5,091	31.5	243	4	Bit of Style	153,286	24.6	190
5	Circuit Bar	711	19.2	48	5	Circuit Bar	3,336	20.6	51	5	Great Pub Great Food	134,106	21.5	53
6	Bit of Style	610	16.5	61	6	Bit of Style	2,812	17.4	65	6	Circuit Bar	130,310	20.9	78
7	Craft Led	105	2.8	28	7	Craft Led	1,342	8.3	81	7	Craft Led	96,818	15.5	151

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	410	11.1	125	1,542	9.5	108	46,568	7.5	84
C1	561	15.1	123	2,351	14.5	119	82,665	13.3	108
C2	275	7.4	90	1,234	7.6	92	48,993	7.9	95
DE	233	6.3	61	1,281	7.9	77	78,099	12.5	122

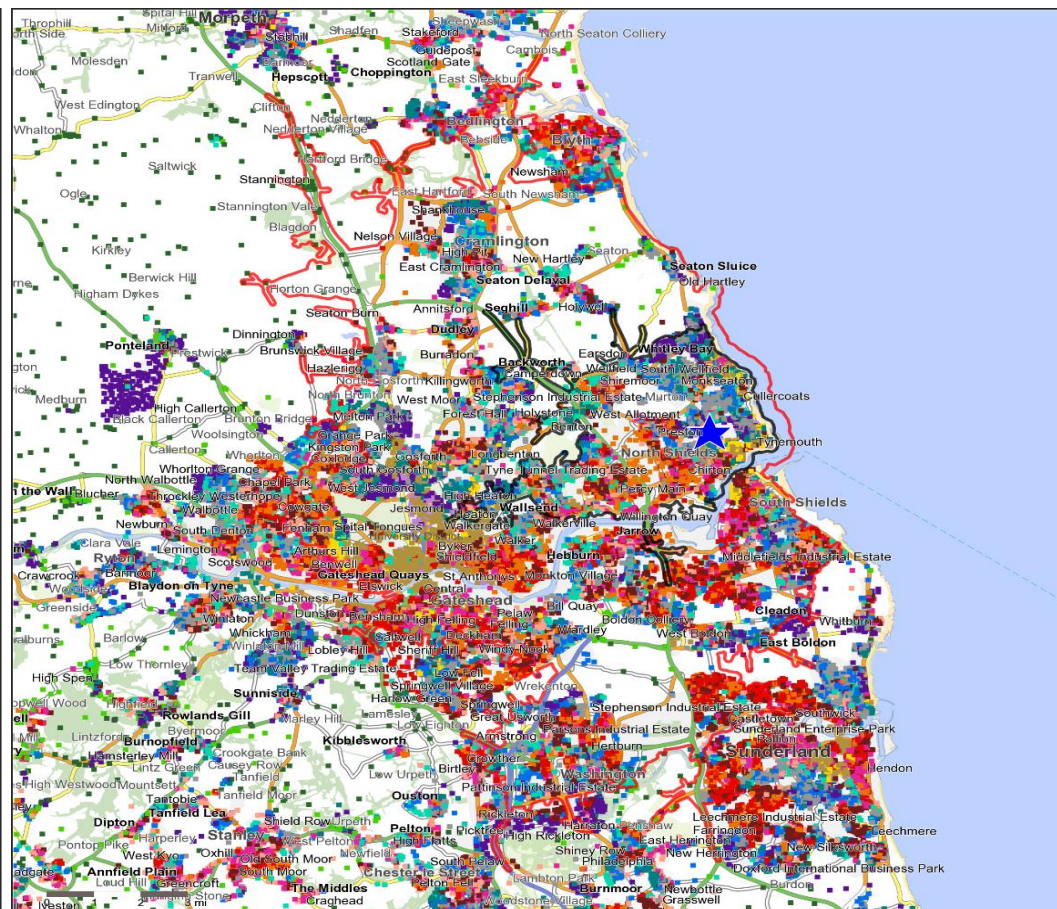
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,053	28.4	86	5,715	35.3	107	353,282	56.7	171
Medium (7-13)	1,601	43.2	130	7,050	43.6	131	166,356	26.7	80
High (14-19)	857	23.1	81	2,511	15.5	55	58,456	9.4	33

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

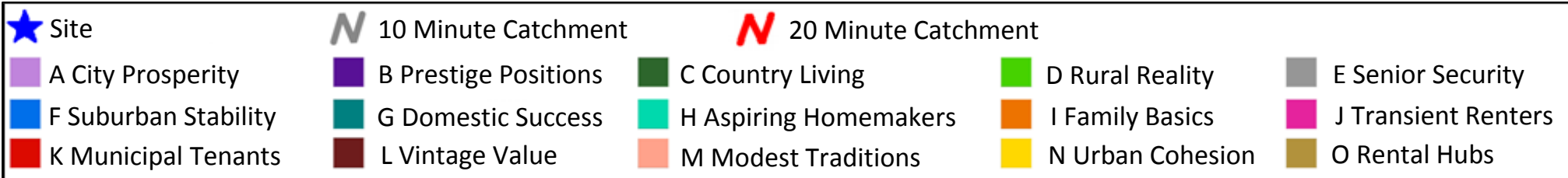
## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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# Adults 18+ by Mosaic Type in Each Catchment

			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	12	189
A02	Uptown Elite		0	0	141	3,632
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	163
B05	Premium Fortunes		33	41	439	4,543
B06	Diamond Days		83	263	1,196	3,559
B07	Alpha Families		202	210	783	2,317
B08	Bank of Mum and Dad		0	49	1,122	3,728
B09	Empty-Nest Adventure		146	693	2,595	8,467
C10	Wealthy Landowners		0	0	3	298
C11	Rural Vogue		0	0	0	130
C12	Scattered Homesteads		0	0	0	47
C13	Village Retirement		0	0	6	344
D14	Satellite Settlers		0	0	3	437
D15	Local Focus		0	0	0	143
D16	Outlying Seniors		0	0	0	421
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		183	625	4,414	12,038
E19	Bungalow Heaven		63	684	4,054	15,893
E20	Classic Grandparents		333	1,407	5,669	16,510
E21	Solo Retirees		88	884	2,963	9,176
F22	Boomerang Boarders		447	1,122	5,379	17,882
F23	Family Ties		0	82	1,014	4,045
F24	Fledgling Free		15	43	1,519	11,695
F25	Dependable Me		13	290	2,876	11,950
G26	Cafés and Catchments		0	1	2,399	7,770
G27	Thriving Independence		366	1,095	4,779	11,457
G28	Modern Parents		31	70	2,565	9,384
G29	Mid-Career Convention		20	216	3,494	9,867
H30	Primary Ambitions		87	136	3,005	6,497
H31	Affordable Fringe		12	282	1,976	11,563
H32	First-Rung Futures		55	957	4,694	16,859
H33	Contemporary Starts		0	0	2,945	9,802
H34	New Foundations		0	56	634	3,991
H35	Flying Solo		12	26	88	866

			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	313	2,163
I37	Budget Generations		0	0	3,105	10,038
I38	Economical Families		0	0	2,526	9,277
I39	Families on a Budget		0	4	4,933	39,457
J40	Value Rentals		0	9	2,493	16,093
J41	Youthful Endeavours		0	1	1,440	6,029
J42	Midlife Renters		126	491	3,229	10,732
J43	Renting Rooms		0	315	3,443	18,600
K44	Inner City Stalwarts		0	0	0	434
K45	City Diversity		0	0	0	353
K46	High Rise Residents		0	0	0	6,432
K47	Single Essentials		0	113	4,324	22,377
K48	Mature Workers		0	6	3,789	38,567
L49	Flatlet Seniors		0	212	2,431	11,889
L50	Pocket Pensions		66	406	2,513	16,053
L51	Retirement Communities		106	534	2,129	4,735
L52	Estate Veterans		0	223	3,953	30,479
L53	Seasoned Survivors		0	47	3,272	13,124
M54	Down-to-Earth Owners		0	14	2,274	17,008
M55	Back with the Folks		9	409	2,109	11,683
M56	Self Supporters		53	284	4,426	16,974
N57	Community Elders		0	0	0	1,335
N58	Culture & Comfort		0	0	0	1,195
N59	Large Family Living		0	0	0	2,131
N60	Ageing Access		475	1,381	4,844	9,151
O61	Career Builders		37	246	1,632	8,097
O62	Central Pulse		0	0	198	11,256
O63	Flexible Workforce		0	0	8	2,168
O64	Bus-Route Renters		643	2,182	7,348	21,768
O65	Learners & Earners		0	0	848	16,662
O66	Student Scene		0	0	6	18,533
U99	Unclassified		0	66	218	13,083
<b>Total</b>			<b>3,704</b>	<b>16,175</b>	<b>128,571</b>	<b>623,539</b>



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

### 2. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

### 3. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

## 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. L52 Estate Veterans

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



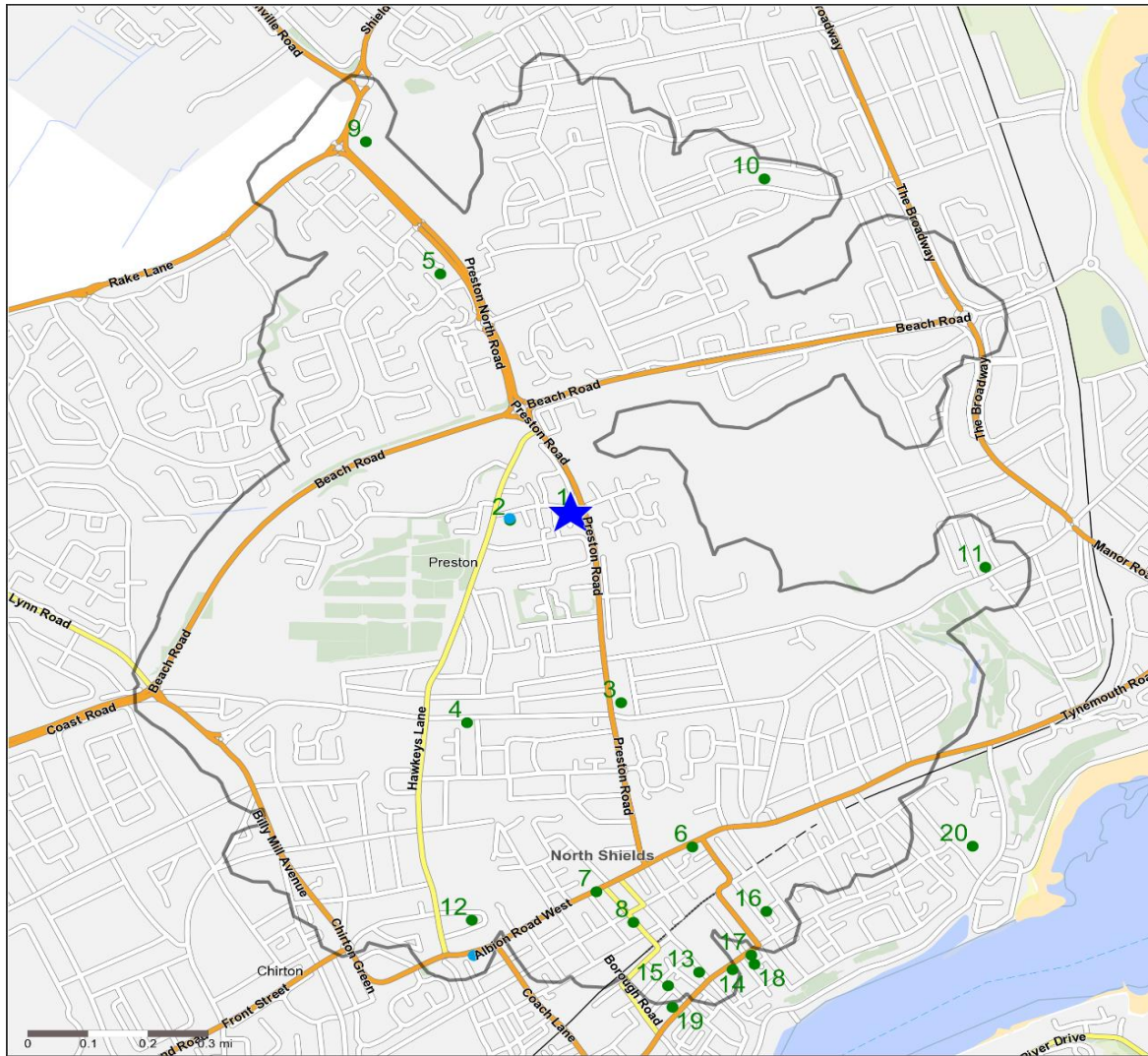
- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

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	6,099	37.7	125	1,053	6.5	40	8,956	55.4	106	
Male: Alone	7,719	47.7	160	1,752	10.8	69	6,637	41.0	77	
Male: Group	6,454	39.9	174	3,627	22.4	86	6,027	37.3	75	
Male: Pair	7,436	46.0	176	2,834	17.5	115	5,839	36.1	63	
Mixed Sex: Group	4,952	30.6	134	2,889	17.9	56	8,268	51.1	116	
Mixed Sex: Pair	6,309	39.0	166	4,090	25.3	78	5,709	35.3	83	
With Children	5,178	32.0	111	776	4.8	29	10,155	62.8	119	
Unknown	1,383	8.6	26	3,993	24.7	138	10,733	66.4	138	
<b>For Eating:</b>										
Upmarket	6,131	37.9	124	2,361	14.6	70	7,617	47.1	100	
Midmarket	6,535	40.4	118	31	0.2	2	9,543	59.0	107	
Downmarket	5,972	36.9	166	4,280	26.5	76	5,856	36.2	87	
<b>For Drinking (monthly spend):</b>										
Nothing	4,999	30.9	102	4,831	29.9	126	6,278	38.8	87	
Low (less than £10)	6,110	37.8	127	3,704	22.9	98	6,295	38.9	86	
Medium (Between £10 and £40)	6,151	38.0	124	2,695	16.7	93	7,262	44.9	89	
High (Greater than £40)	4,188	25.9	100	4,141	25.6	125	7,780	48.1	92	

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	215,634	34.6	114	53,521	8.6	52	341,301	54.7	105	
Male: Alone	199,264	32.0	107	145,329	23.3	149	265,863	42.6	80	
Male: Group	186,920	30.0	131	182,586	29.3	112	240,950	38.6	78	
Male: Pair	215,071	34.5	132	101,451	16.3	107	293,934	47.1	82	
Mixed Sex: Group	188,119	30.2	132	119,294	19.1	60	303,042	48.6	111	
Mixed Sex: Pair	174,088	27.9	119	202,303	32.4	100	234,065	37.5	88	
With Children	179,979	28.9	100	100,225	16.1	96	330,252	53.0	100	
Unknown	144,328	23.1	70	101,727	16.3	91	364,402	58.4	122	
<b>For Eating:</b>										
Upmarket	184,864	29.6	97	117,821	18.9	91	307,770	49.4	104	
Midmarket	238,237	38.2	111	52,310	8.4	93	319,909	51.3	93	
Downmarket	223,678	35.9	161	226,016	36.2	104	160,762	25.8	62	
<b>For Drinking (monthly spend):</b>										
Nothing	182,868	29.3	97	184,439	29.6	125	243,149	39.0	87	
Low (less than £10)	135,502	21.7	73	118,280	19.0	81	356,674	57.2	126	
Medium (Between £10 and £40)	167,735	26.9	88	80,074	12.8	72	362,647	58.2	116	
High (Greater than £40)	137,243	22.0	85	141,372	22.7	110	331,841	53.2	102	

## 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	Spread Eagle, NE29 9LB	Star Pubs & Bars	0.0	0.0
2	Sportsman, NE29 9LN	Star Pubs & Bars	2.7	0.5
3	Gunner, NE30 2DH	Greene King	7.5	1.4
4	Alexandra, NE29 9AL	Ei Group	15.1	2.4
5	Harvester North Shields, NE29 9DN	Mitchells & Butlers	15.4	2.9
6	Pub And Kitchen, NE30 2RJ	Independent Free	15.7	2.9
7	Albion, NE29 0HT	*Other Small Retail Groups	16.3	2.8
8	Charlies Bar, NE29 0BG	Greene King	16.9	3.2
9	Fox Hunters, NE29 9QA	Greene King	17.2	2.3
10	Border Terrier, NE30 3SF	Admiral Taverns Ltd	18.4	3.0
11	Dolphin Hotel, NE30 2SN	New River Retail	18.7	3.0
12	Spring Gardens, NE29 0JQ	Star Pubs & Bars	19.0	3.9
13	Pow Burn, NE29 6QH	Independent Free	19.6	4.8
14	Alnwick Castle, NE29 6PB	Independent Free	20.5	3.9
15	Stanley Arms, NE29 6RR	Unknown	20.5	4.3
16	Bell & Bucket, NE30 1NQ	Admiral Taverns Ltd	20.8	3.7
17	Garricks Head, NE30 1NT	Camerons	21.1	3.7
18	Magnesia Bank, NE30 1NH	Independent Free	21.1	4.1
19	Mariners Arms, NE29 6QU	Admiral Taverns Ltd	21.1	4.3
20	Low Lights Tavern, NE30 1LL	Unknown	22.9	4.4