

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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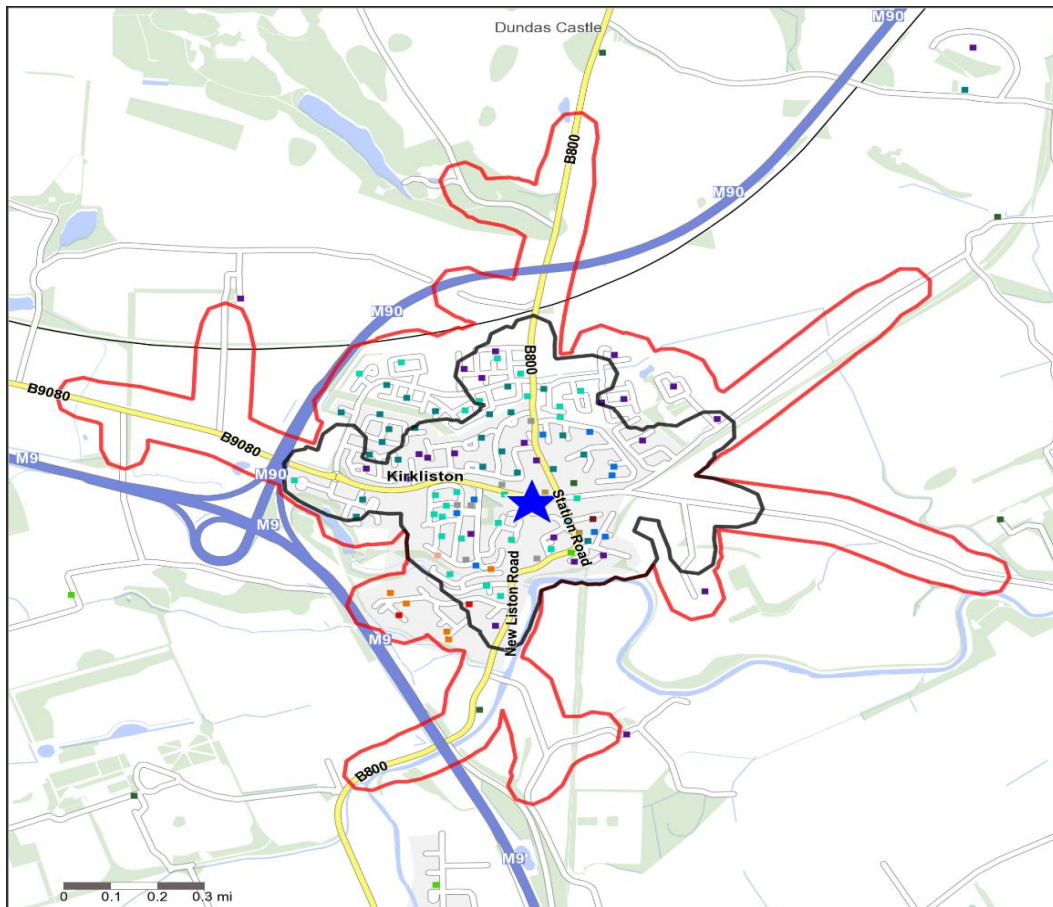
Number of Pubs	1	1	168
Catchment Adults 18+	2,818	3,910	309,408
Catchment Adults 18+ Per Pub	2,818	3,910	1,842
Populaton Projection 2018 to 2028 (% change)	13.04%	12.29%	5.95%

		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	Premium Local	2,318	82.3	159	1	Premium Local	3,093	79.1	153	1	High Street Pub	227,364	73.5	142
2	High Street Pub	1,838	65.2	140	2	High Street Pub	2,461	62.9	135	2	Premium Local	175,131	56.6	121
3	Great Pub Great Food	1,673	59.4	94	3	Great Pub Great Food	2,214	56.6	90	3	Community Pub	172,848	55.9	89
4	Bit of Style	1,370	48.6	376	4	Bit of Style	1,910	48.8	378	4	Great Pub Great Food	132,953	43.0	332
5	Community Pub	1,034	36.7	91	5	Community Pub	1,350	34.5	86	5	Bit of Style	78,957	25.5	63
6	Circuit Bar	657	23.3	87	6	Circuit Bar	892	22.8	85	6	Circuit Bar	58,674	19.0	71
7	Craft Led	314	11.1	108	7	Craft Led	314	8.0	78	7	Craft Led	33,538	10.8	105

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	337	12.0	135	509	13.0	147	30,302	9.8	111
C1	378	13.4	109	509	13.0	106	43,579	14.1	115
C2	184	6.5	79	264	6.8	82	24,071	7.8	94
DE	208	7.4	72	324	8.3	81	32,227	10.4	101

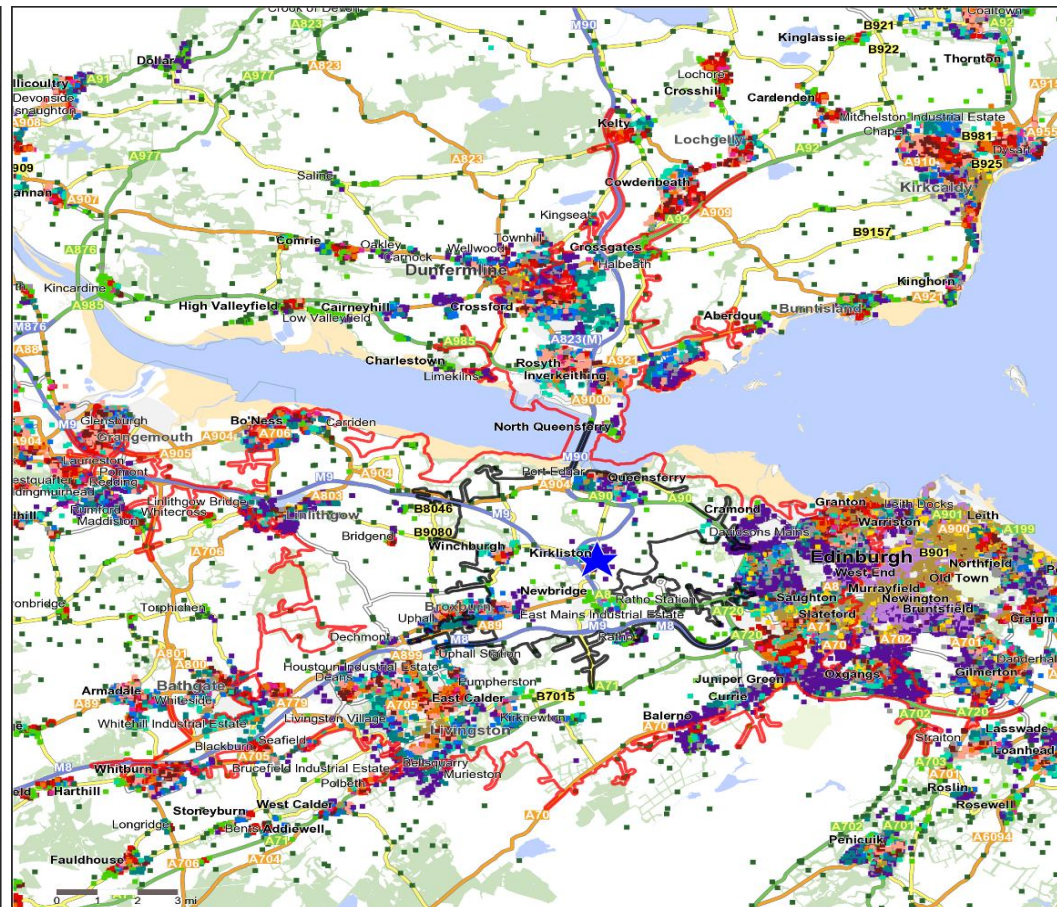
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	354	12.6	38	667	17.1	51	104,118	33.7	101
Medium (7-13)	1,184	42.0	127	1,389	35.5	107	98,862	32.0	96
High (14-19)	1,076	38.2	134	1,631	41.7	147	95,272	30.8	108

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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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	I Family Basics
	H Aspiring Homemakers	N Urban Cohesion
	M Modest Traditions	E Senior Security
		J Transient Renters
		O Rental Hubs

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	365
A02	Uptown Elite	0	0	0	1,980
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	150
B05	Premium Fortunes	5	8	324	7,441
B06	Diamond Days	24	40	433	16,140
B07	Alpha Families	239	400	1,089	10,089
B08	Bank of Mum and Dad	68	68	335	4,297
B09	Empty-Nest Adventure	200	214	991	11,878
C10	Wealthy Landowners	8	16	166	1,147
C11	Rural Vogue	16	36	293	1,031
C12	Scattered Homesteads	0	0	4	203
C13	Village Retirement	9	9	118	1,034
D14	Satellite Settlers	9	21	312	1,748
D15	Local Focus	0	0	526	1,672
D16	Outlying Seniors	41	41	601	1,998
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	42	42	651	11,231
E19	Bungalow Heaven	14	14	93	1,890
E20	Classic Grandparents	27	27	71	3,119
E21	Solo Retirees	3	3	398	4,636
F22	Boomerang Boarders	132	132	956	6,208
F23	Family Ties	0	0	631	3,089
F24	Fledgling Free	5	5	610	3,004
F25	Dependable Me	63	63	896	8,041
G26	Cafés and Catchments	0	0	0	3,764
G27	Thriving Independence	3	7	309	5,937
G28	Modern Parents	238	540	3,178	22,384
G29	Mid-Career Convention	482	482	1,322	7,144
H30	Primary Ambitions	0	0	240	6,209
H31	Affordable Fringe	183	183	718	5,096
H32	First-Rung Futures	248	248	989	6,281
H33	Contemporary Starts	284	487	1,512	11,039
H34	New Foundations	50	81	254	1,411
H35	Flying Solo	55	55	153	1,083

		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	65	98	3,789
I37	Budget Generations	0	0	36	4,240
I38	Economical Families	104	104	112	1,661
I39	Families on a Budget	14	176	176	9,176
J40	Value Rentals	0	0	117	2,790
J41	Youthful Endeavours	0	0	19	1,239
J42	Midlife Renters	0	0	126	1,756
J43	Renting Rooms	0	0	0	668
K44	Inner City Stalwarts	0	0	0	192
K45	City Diversity	0	0	0	940
K46	High Rise Residents	0	0	0	1,695
K47	Single Essentials	0	0	907	17,753
K48	Mature Workers	68	157	364	4,449
L49	Flatlet Seniors	0	0	318	3,618
L50	Pocket Pensions	0	0	157	1,636
L51	Retirement Communities	121	121	178	4,573
L52	Estate Veterans	0	0	646	11,716
L53	Seasoned Survivors	0	0	12	1,001
M54	Down-to-Earth Owners	0	0	1,140	13,790
M55	Back with the Folks	33	33	445	9,506
M56	Self Supporters	0	0	608	4,548
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	162
N60	Ageing Access	0	0	219	8,302
O61	Career Builders	11	11	297	4,474
O62	Central Pulse	0	0	0	2,872
O63	Flexible Workforce	0	0	0	540
O64	Bus-Route Renters	21	21	595	15,922
O65	Learners & Earners	0	0	0	481
O66	Student Scene	0	0	0	54
U99	Unclassified	0	0	0	3,128
Total		2,820	3,910	24,743	309,410

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. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

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. 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. K47 Single Essentials

Singles renting small social flats in town centres



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

3. B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions



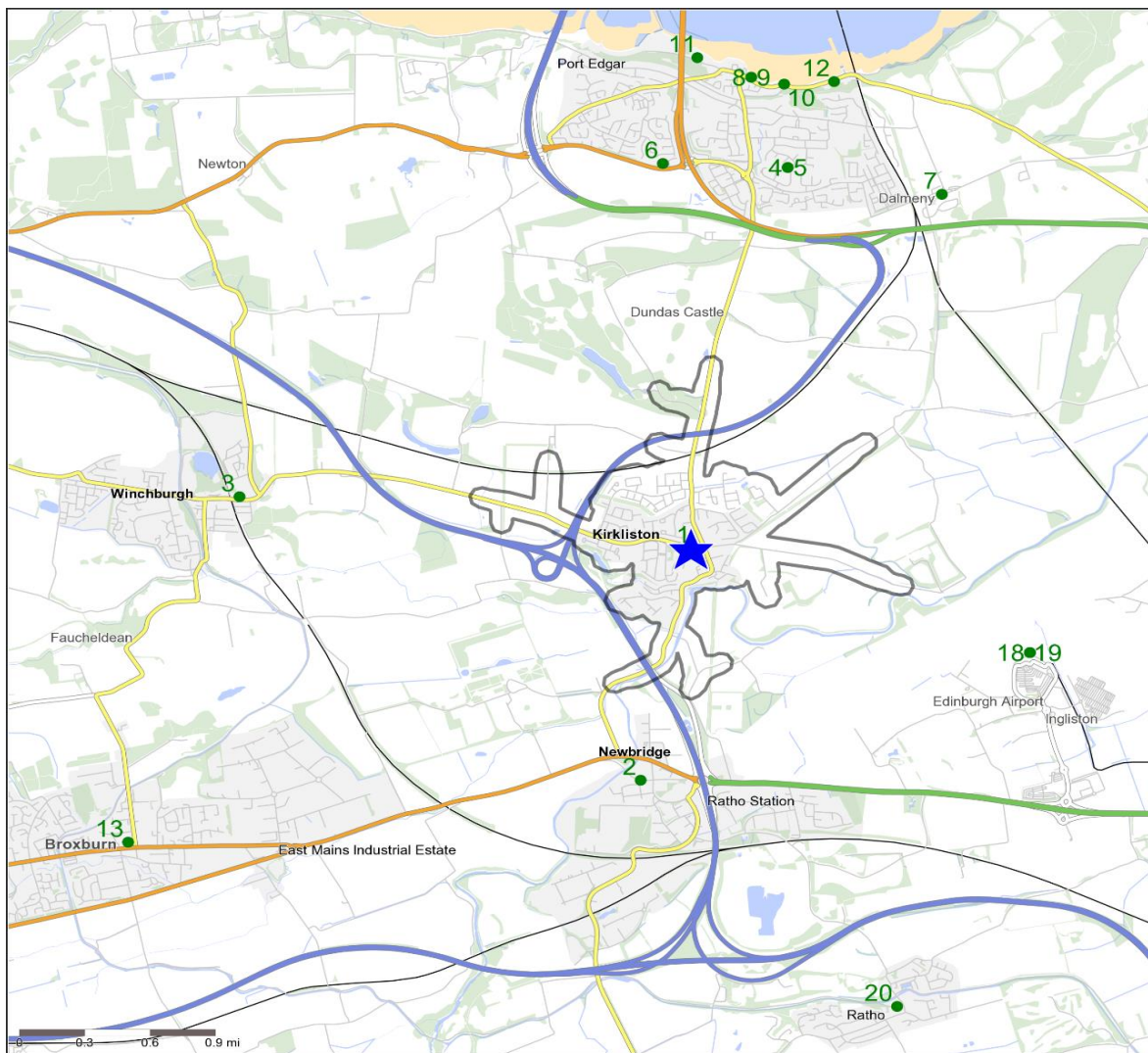
- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: 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	1,466	37.5	124	680	17.4	106	1,764	45.1	87			
Male: Alone	594	15.2	51	1,216	31.1	199	2,100	53.7	101			
Male: Group	556	14.2	62	633	16.2	62	2,721	69.6	140			
Male: Pair	490	12.5	48	499	12.8	84	2,921	74.7	130			
Mixed Sex: Group	457	11.7	51	1,879	48.1	150	1,574	40.3	92			
Mixed Sex: Pair	1,507	38.5	164	697	17.8	55	1,706	43.6	102			
With Children	1,184	30.3	105	1,250	32.0	190	1,476	37.7	71			
Unknown	1,428	36.5	111	726	18.6	104	1,756	44.9	94			
For Eating:												
Upmarket	1,472	37.6	123	1,196	30.6	147	1,242	31.8	67			
Midmarket	369	9.4	27	296	7.6	84	3,245	83.0	150			
Downmarket	725	18.5	83	2,142	54.8	157	1,043	26.7	64			
For Drinking (monthly spend):												
Nothing	810	20.7	68	1,546	39.5	167	1,554	39.7	89			
Low (less than £10)	1,728	44.2	148	370	9.5	40	1,811	46.3	102			
Medium (Between £10 and £40)	1,727	44.2	144	566	14.5	81	1,616	41.3	82			
High (Greater than £40)	998	25.5	99	1,023	26.2	127	1,888	48.3	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	121,254	39.2	129	31,925	10.3	63	153,102	49.5	95		
Male: Alone	90,332	29.2	98	73,387	23.7	152	142,562	46.1	86		
Male: Group	71,529	23.1	101	73,859	23.9	91	160,892	52.0	105		
Male: Pair	97,098	31.4	120	28,397	9.2	60	180,786	58.4	102		
Mixed Sex: Group	71,268	23.0	101	95,455	30.9	97	139,558	45.1	103		
Mixed Sex: Pair	87,916	28.4	121	101,372	32.8	101	116,993	37.8	88		
With Children	100,894	32.6	113	56,837	18.4	109	148,549	48.0	91		
Unknown	70,101	22.7	69	76,047	24.6	137	160,133	51.8	108		
For Eating:											
Upmarket	94,629	30.6	100	71,650	23.2	111	140,001	45.2	96		
Midmarket	97,574	31.5	92	17,416	5.6	62	191,291	61.8	112		
Downmarket	84,867	27.4	123	122,116	39.5	113	99,297	32.1	77		
For Drinking (monthly spend):											
Nothing	95,572	30.9	102	91,568	29.6	125	119,140	38.5	86		
Low (less than £10)	114,593	37.0	124	56,780	18.4	78	134,907	43.6	96		
Medium (Between £10 and £40)	124,300	40.2	131	54,114	17.5	98	127,866	41.3	82		
High (Greater than £40)	92,433	29.9	115	81,922	26.5	129	131,926	42.6	82		

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Newliston Arms Hotel, EH29 9AB	Star Pubs & Bars	0.0	0.2
2	Newbridge Inn, EH28 8SR	Admiral Taverns Ltd	33.2	4.3
3	Buchan Arms Hotel, EH52 6RA	Independent Free	42.9	4.9
4	Bridges Pool Hall, EH30 9PH	Independent Free	46.5	6.2
5	Toppies, EH30 9PH	Star Pubs & Bars	46.5	6.2
6	Queens Crossing, EH30 9YJ	Whitbread	50.7	6.7
7	Duddingston Arms, EH30 9TU	Independent Free	51.0	6.6
8	Orocco Pier, EH30 9PP	Independent Free	51.3	7.1
9	Staghead Hotel, EH30 9PP	Independent Free	51.3	7.1
10	Anchor Inn, EH30 9HR	Unknown	52.2	7.7
11	Inchcolm Inn, EH30 9RE	Star Pubs & Bars	54.9	8.0
12	Hawes Inn, EH30 9TA	Mitchells & Butlers	57.6	8.7
13	Green Tree Tavern, EH52 5AB	Independent Free	74.8	8.2
14	All Bar One, EH12 9DN	Mitchells & Butlers	87.8	8.6
15	Edinburgh Airport, EH12 9DN	Independent Free	87.8	8.6
16	Fringe Bar & Eating Place, EH12 9DN	Independent Free	87.8	8.6
17	No 1 Traveller, EH12 9DN	Independent Free	87.8	8.6
18	Sir Walter Scott, EH12 9DN	Wetherspoon	87.8	8.6
19	Turnhouse, EH12 9DN	Wetherspoon	87.8	8.6
20	Bridge Inn, EH28 8RU	Independent Free	89.1	10.1