

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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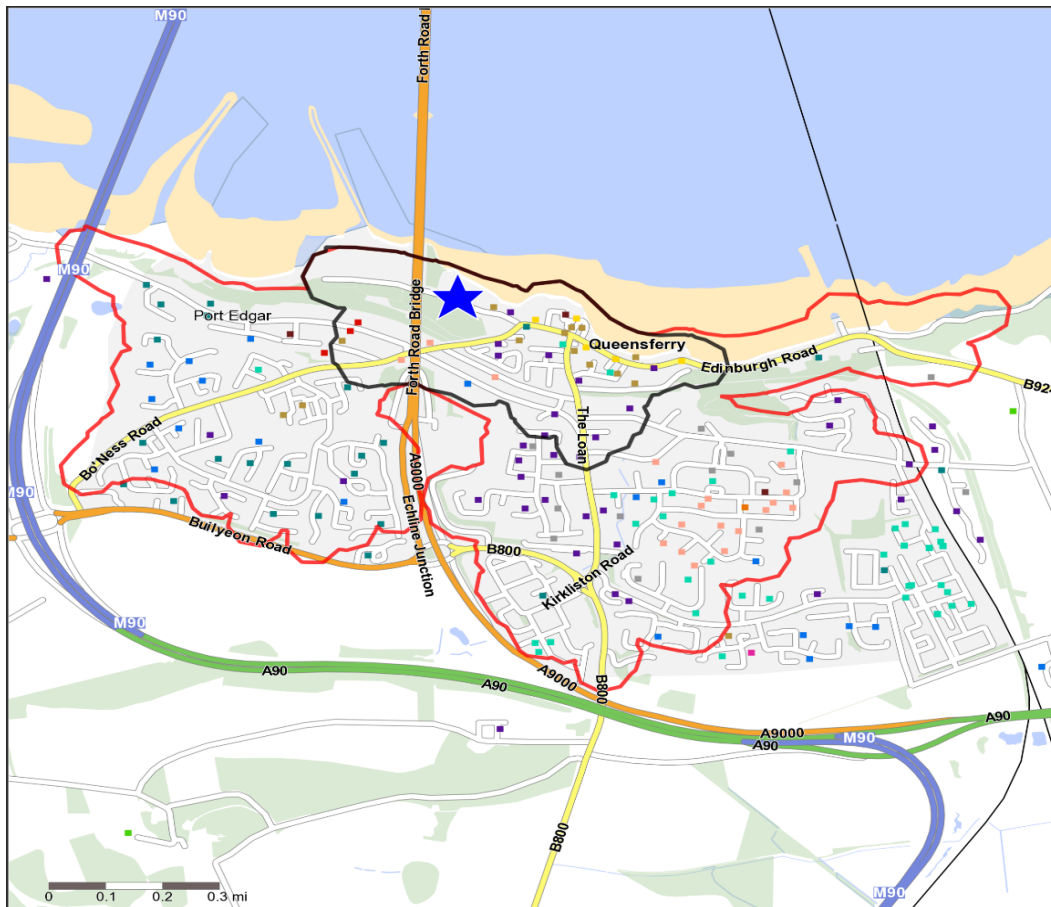
Number of Pubs	4	7	143
Catchment Adults 18+	1,150	5,674	226,142
Catchment Adults 18+ Per Pub	288	811	1,581
Populaton Projection 2018 to 2028 (% change)	6.81%	8.04%	5.51%

		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	826	71.8	139	1	High Street Pub	4,460	78.6	152	1	High Street Pub	163,978	72.5	140
2	Community Pub	814	70.8	152	2	Premium Local	4,160	73.3	157	2	Premium Local	127,500	56.4	121
3	Premium Local	670	58.3	92	3	Great Pub Great Food	3,294	58.1	92	3	Community Pub	126,780	56.1	89
4	Great Pub Great Food	540	47.0	363	4	Community Pub	2,639	46.5	360	4	Great Pub Great Food	99,540	44.0	340
5	Craft Led	351	30.5	76	5	Bit of Style	1,867	32.9	82	5	Bit of Style	57,101	25.3	63
6	Circuit Bar	315	27.4	102	6	Circuit Bar	722	12.7	47	6	Circuit Bar	40,694	18.0	67
7	Bit of Style	257	22.3	217	7	Craft Led	718	12.7	123	7	Craft Led	24,377	10.8	105

	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	144	12.5	142	691	12.2	138	22,788	10.1	114
C1	178	15.5	126	867	15.3	125	31,125	13.8	112
C2	81	7.0	85	412	7.3	88	18,232	8.1	98
DE	106	9.2	90	430	7.6	74	22,821	10.1	98

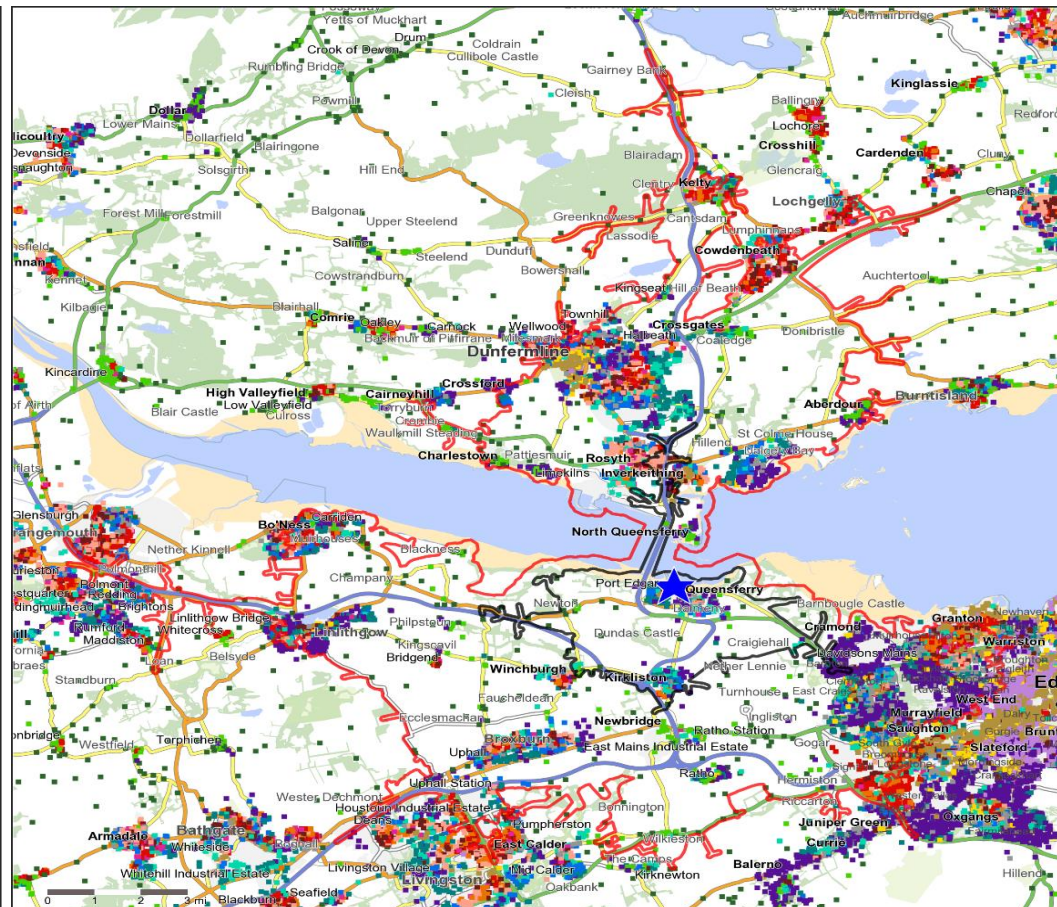
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	350	30.4	92	979	17.3	52	74,318	32.9	99
Medium (7-13)	330	28.7	87	2,506	44.2	133	73,473	32.5	98
High (14-19)	344	29.9	105	1,990	35.1	123	69,942	30.9	109

## 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	543		
A02	Uptown Elite	0	0	0	2,559		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	0	0	0	357		
B05	Premium Fortunes	22	183	403	5,333		
B06	Diamond Days	52	95	470	10,460		
B07	Alpha Families	105	176	894	7,388		
B08	Bank of Mum and Dad	20	129	226	2,705		
B09	Empty-Nest Adventure	46	428	660	8,430		
C10	Wealthy Landowners	0	0	54	1,054		
C11	Rural Vogue	0	0	121	936		
C12	Scattered Homesteads	0	0	10	261		
C13	Village Retirement	0	0	36	1,120		
D14	Satellite Settlers	0	1	129	2,019		
D15	Local Focus	0	0	67	1,906		
D16	Outlying Seniors	0	0	147	2,335		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	35	132	221	8,250		
E19	Bungalow Heaven	0	0	22	2,015		
E20	Classic Grandparents	0	0	27	1,987		
E21	Solo Retirees	0	269	322	3,407		
F22	Boomerang Boarders	29	179	311	5,443		
F23	Family Ties	0	268	417	1,730		
F24	Fledgling Free	0	205	324	2,556		
F25	Dependable Me	0	232	545	5,115		
G26	Cafés and Catchments	0	0	0	3,234		
G27	Thriving Independence	36	60	110	4,777		
G28	Modern Parents	0	766	1,462	15,465		
G29	Mid-Career Convention	0	425	1,097	5,666		
H30	Primary Ambitions	0	47	124	3,864		
H31	Affordable Fringe	0	182	544	3,574		
H32	First-Rung Futures	0	153	401	4,262		
H33	Contemporary Starts	26	35	1,023	7,025		
H34	New Foundations	0	39	224	991		
H35	Flying Solo	0	57	112	869		

				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	65	2,787		
I37	Budget Generations	0	0	39	2,135		
I38	Economical Families	0	8	112	706		
I39	Families on a Budget	0	0	190	4,700		
J40	Value Rentals	0	0	73	2,494		
J41	Youthful Endeavours	0	0	0	831		
J42	Midlife Renters	0	0	50	1,575		
J43	Renting Rooms	0	0	0	623		
K44	Inner City Stalwarts	0	0	0	97		
K45	City Diversity	0	0	0	547		
K46	High Rise Residents	0	0	0	1,584		
K47	Single Essentials	156	222	242	14,250		
K48	Mature Workers	0	0	170	3,140		
L49	Flatlet Seniors	53	72	97	3,411		
L50	Pocket Pensions	0	26	26	1,602		
L51	Retirement Communities	22	22	152	3,008		
L52	Estate Veterans	0	0	221	7,211		
L53	Seasoned Survivors	0	0	0	825		
M54	Down-to-Earth Owners	104	140	761	11,742		
M55	Back with the Folks	4	359	743	5,764		
M56	Self Supporters	7	141	372	4,143		
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	104	120	120	7,076		
O61	Career Builders	195	286	297	3,546		
O62	Central Pulse	0	0	0	894		
O63	Flexible Workforce	0	0	0	539		
O64	Bus-Route Renters	133	217	391	11,017		
O65	Learners & Earners	0	0	0	16		
O66	Student Scene	0	0	0	0		
U99	Unclassified	0	0	0	2,080		
Total				1,149	5,674	14,624	226,141



## 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. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

### 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. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



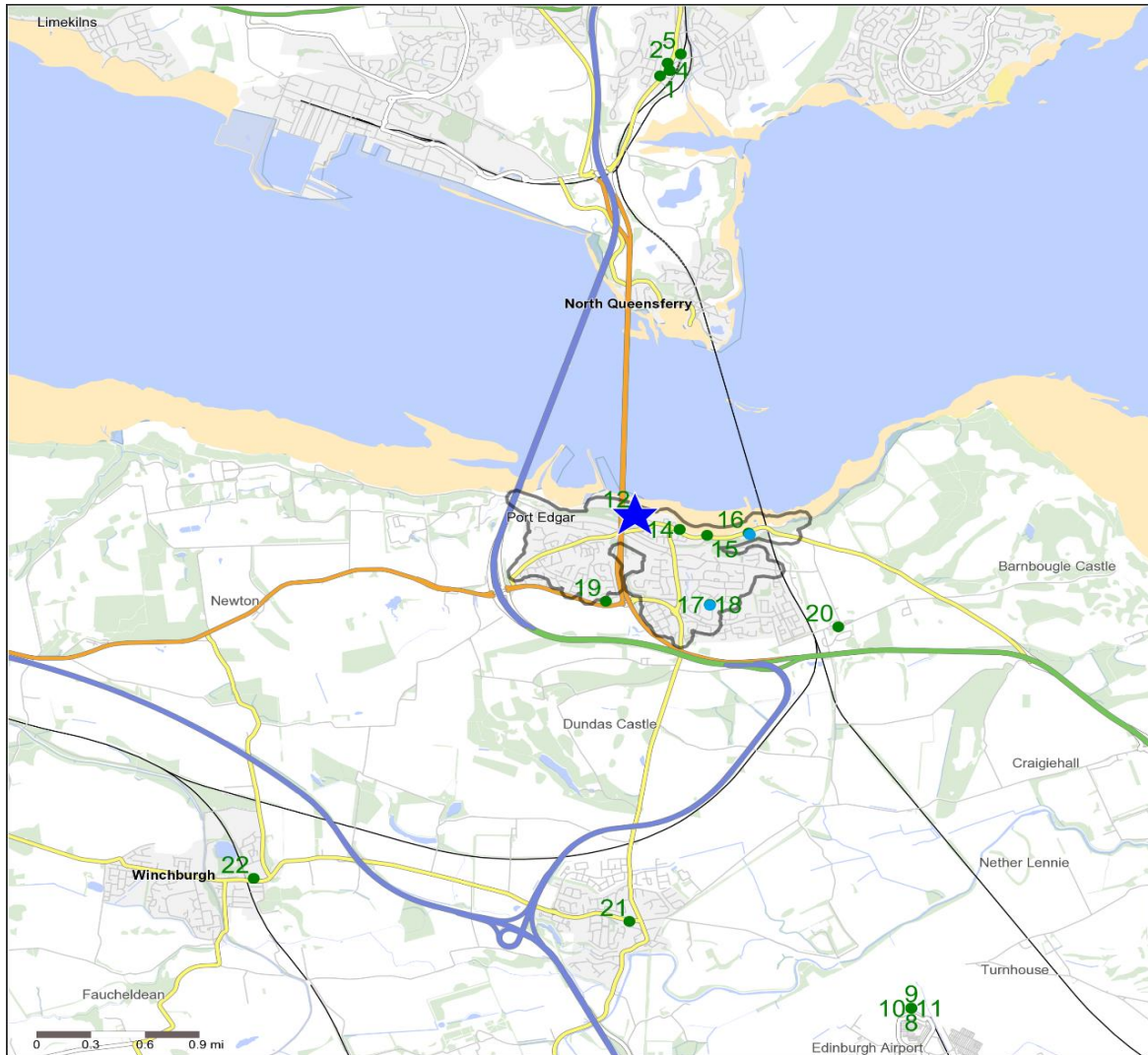
- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

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	2,388	42.1	139	645	11.4	69	2,641	46.5	89			
Male: Alone	1,817	32.0	108	1,759	31.0	199	2,098	37.0	69			
Male: Group	1,296	22.8	100	1,463	25.8	98	2,915	51.4	104			
Male: Pair	1,667	29.4	113	842	14.8	97	3,165	55.8	97			
Mixed Sex: Group	1,184	20.9	91	2,081	36.7	115	2,408	42.4	97			
Mixed Sex: Pair	2,526	44.5	190	1,555	27.4	84	1,592	28.1	66			
With Children	2,269	40.0	138	696	12.3	73	2,709	47.7	90			
Unknown	2,009	35.4	108	694	12.2	68	2,971	52.4	109			
For Eating:												
Upmarket	2,303	40.6	133	1,270	22.4	108	2,100	37.0	78			
Midmarket	1,835	32.3	94	57	1.0	11	3,782	66.7	120			
Downmarket	1,837	32.4	146	2,395	42.2	121	1,442	25.4	61			
For Drinking (monthly spend):												
Nothing	1,654	29.2	96	2,236	39.4	167	1,784	31.4	70			
Low (less than £10)	2,998	52.8	177	803	14.2	60	1,872	33.0	73			
Medium (Between £10 and £40)	3,181	56.1	183	1,032	18.2	102	1,461	25.7	51			
High (Greater than £40)	2,582	45.5	176	1,514	26.7	130	1,577	27.8	53			

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	86,785	38.4	127	24,336	10.8	66	112,941	49.9	96
Male: Alone	67,864	30.0	101	55,041	24.3	156	101,157	44.7	84
Male: Group	53,145	23.5	103	57,385	25.4	97	113,532	50.2	101
Male: Pair	71,511	31.6	121	20,429	9.0	59	132,122	58.4	102
Mixed Sex: Group	50,341	22.3	97	74,534	33.0	103	99,187	43.9	100
Mixed Sex: Pair	59,990	26.5	113	77,727	34.4	106	86,345	38.2	89
With Children	72,773	32.2	111	39,720	17.6	104	111,568	49.3	93
Unknown	50,020	22.1	67	53,658	23.7	132	120,384	53.2	111
For Eating:									
Upmarket	65,615	29.0	95	54,542	24.1	116	103,904	45.9	97
Midmarket	70,000	31.0	90	12,104	5.4	59	141,958	62.8	113
Downmarket	58,788	26.0	117	91,085	40.3	115	74,188	32.8	79
For Drinking (monthly spend):									
Nothing	71,500	31.6	105	66,484	29.4	124	86,079	38.1	85
Low (less than £10)	81,472	36.0	121	44,725	19.8	84	97,865	43.3	95
Medium (Between £10 and £40)	86,691	38.3	125	42,153	18.6	105	95,217	42.1	84
High (Greater than £40)	65,884	29.1	113	60,121	26.6	130	98,057	43.4	83

## 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	Hat & Ribbon, KY11 1NW	Independent Free	0.0	10.4
2	Central, KY11 1NL	Hawthorn Leisure	0.0	10.7
3	Burgh Arms, KY11 1NN	Star Pubs & Bars	0.0	11.1
4	Half Crown, KY11 1NN	Independent Free	0.0	11.1
5	Harrys Bar, KY11 1ND	Independent Free	0.0	11.3
6	All Bar One, EH12 9DN	Mitchells & Butlers	0.0	15.3
7	Edinburgh Airport, EH12 9DN	Independent Free	0.0	15.3
8	Fringe Bar & Eating Place, EH12 9DN	Independent Free	0.0	15.3
9	No 1 Traveller, EH12 9DN	Independent Free	0.0	15.3
10	Sir Walter Scott, EH12 9DN	Wetherspoon	0.0	15.3
11	Turnhouse, EH12 9DN	Wetherspoon	0.0	15.3
12	Inchcolm Inn, EH30 9RE	Star Pubs & Bars	0.0	0.1
13	Orocco Pier, EH30 9PP	Independent Free	6.0	1.1
14	Staghead Hotel, EH30 9PP	Independent Free	6.0	1.1
15	Anchor Inn, EH30 9HR	Unknown	11.2	1.7
16	Hawes Inn, EH30 9TA	Mitchells & Butlers	13.9	2.6
17	Bridges Pool Hall, EH30 9PH	Independent Free	21.1	4.0
18	Toppies, EH30 9PH	Star Pubs & Bars	21.1	4.0
19	Queens Crossing, EH30 9YJ	Whitbread	26.3	5.0
20	Duddingston Arms, EH30 9TU	Independent Free	32.0	5.4