

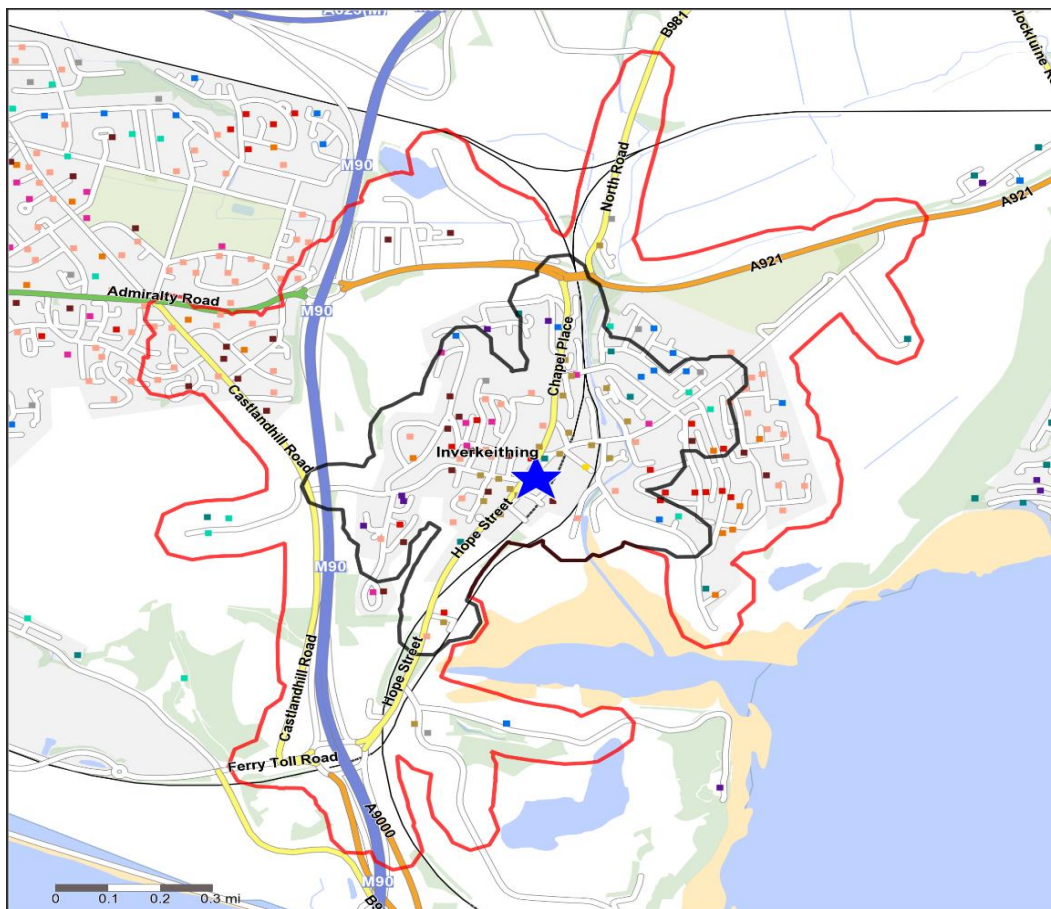
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	5	5	160
Catchment Adults 18+	2,678	5,099	208,024
Catchment Adults 18+ Per Pub	536	1,020	1,300
Populaton Projection 2018 to 2028 (% change)	1.19%	2.05%	4.78%

		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	2,470	92.2	178	1	High Street Pub	4,714	92.4	178	1	High Street Pub	148,148	71.2	137
2	Community Pub	2,250	84.0	180	2	Community Pub	4,332	85.0	182	2	Premium Local	126,227	60.7	130
3	Premium Local	1,025	38.3	61	3	Premium Local	2,250	44.1	70	3	Community Pub	113,598	54.6	87
4	Circuit Bar	795	29.7	230	4	Circuit Bar	1,119	21.9	170	4	Great Pub Great Food	93,108	44.8	346
5	Great Pub Great Food	449	16.8	42	5	Great Pub Great Food	725	14.2	35	5	Bit of Style	50,530	24.3	60
6	Bit of Style	332	12.4	46	6	Bit of Style	477	9.4	35	6	Circuit Bar	33,883	16.3	61
7	Craft Led	161	6.0	58	7	Craft Led	407	8.0	77	7	Craft Led	18,621	9.0	87

	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	210	7.8	89	325	6.4	72	19,970	9.6	109
C1	416	15.5	127	706	13.8	113	28,339	13.6	111
C2	268	10.0	121	530	10.4	126	17,931	8.6	104
DE	342	12.8	124	683	13.4	130	20,146	9.7	94

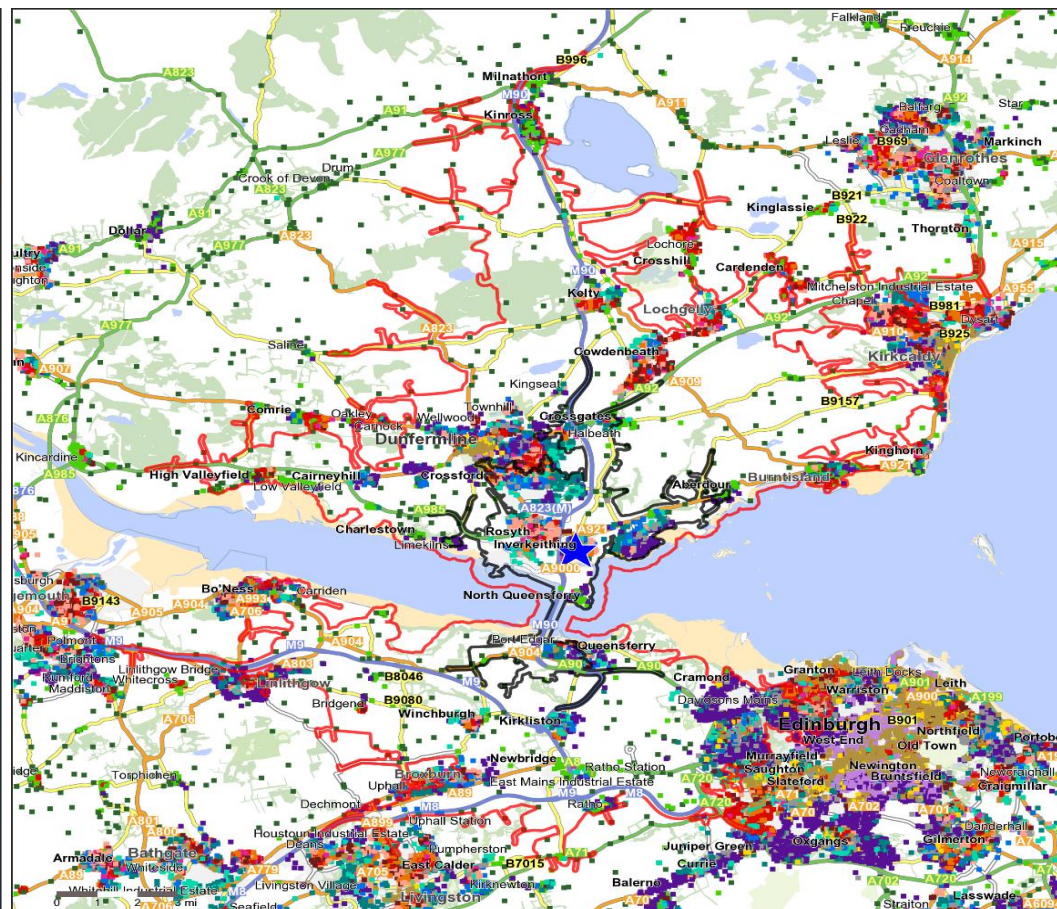
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,404	52.4	158	3,058	60.0	181	68,813	33.1	100
Medium (7-13)	827	30.9	93	1,526	29.9	90	69,198	33.3	100
High (14-19)	233	8.7	31	321	6.3	22	63,540	30.5	107

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	250
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	40
B05	Premium Fortunes		0	0	72	3,443
B06	Diamond Days		0	0	766	8,750
B07	Alpha Families		1	3	1,609	6,992
B08	Bank of Mum and Dad		22	22	299	3,075
B09	Empty-Nest Adventure		65	110	2,445	9,282
C10	Wealthy Landowners		0	0	160	1,580
C11	Rural Vogue		0	0	75	1,255
C12	Scattered Homesteads		0	0	39	671
C13	Village Retirement		0	0	343	1,982
D14	Satellite Settlers		0	0	615	3,612
D15	Local Focus		0	0	238	3,587
D16	Outlying Seniors		2	5	432	4,592
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	0	247	6,480
E19	Bungalow Heaven		3	8	783	2,116
E20	Classic Grandparents		37	81	506	1,517
E21	Solo Retirees		10	12	399	2,380
F22	Boomerang Boarders		110	224	1,843	5,471
F23	Family Ties		0	0	680	1,979
F24	Fledgling Free		3	64	962	2,652
F25	Dependable Me		183	186	1,919	4,946
G26	Cafés and Catchments		0	0	0	2,181
G27	Thriving Independence		135	162	439	3,867
G28	Modern Parents		0	2	7,277	17,916
G29	Mid-Career Convention		88	111	1,735	6,529
H30	Primary Ambitions		0	0	512	1,822
H31	Affordable Fringe		22	24	1,648	3,536
H32	First-Rung Futures		15	15	724	3,594
H33	Contemporary Starts		0	61	2,998	8,230
H34	New Foundations		0	0	114	994
H35	Flying Solo		0	0	140	792

			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	481	1,252
I37	Budget Generations		95	137	550	1,640
I38	Economical Families		0	8	250	620
I39	Families on a Budget		20	115	775	2,906
J40	Value Rentals		92	123	662	2,591
J41	Youthful Endeavours		0	0	110	632
J42	Midlife Renters		114	114	390	1,586
J43	Renting Rooms		0	0	0	143
K44	Inner City Stalwarts		0	0	0	33
K45	City Diversity		0	0	0	57
K46	High Rise Residents		0	0	0	890
K47	Single Essentials		144	390	1,452	12,511
K48	Mature Workers		94	94	674	4,575
L49	Flatlet Seniors		116	181	651	2,818
L50	Pocket Pensions		12	12	134	2,116
L51	Retirement Communities		24	24	75	2,433
L52	Estate Veterans		181	575	1,679	8,095
L53	Seasoned Survivors		0	0	104	694
M54	Down-to-Earth Owners		379	1,263	4,577	13,662
M55	Back with the Folks		18	255	1,743	4,964
M56	Self Supporters		52	60	1,551	3,899
N57	Community Elders		0	0	0	0
N58	Culture & Comfort		0	0	0	0
N59	Large Family Living		0	0	0	0
N60	Ageing Access		3	3	321	4,537
O61	Career Builders		2	2	315	1,721
O62	Central Pulse		0	0	0	0
O63	Flexible Workforce		0	0	0	2
O64	Bus-Route Renters		636	653	1,753	7,127
O65	Learners & Earners		0	0	0	0
O66	Student Scene		0	0	0	0
U99	Unclassified		0	0	27	404
Total			2,678	5,099	48,293	208,021

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

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

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. 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

3. K47 Single Essentials

Singles renting small social flats in town centres



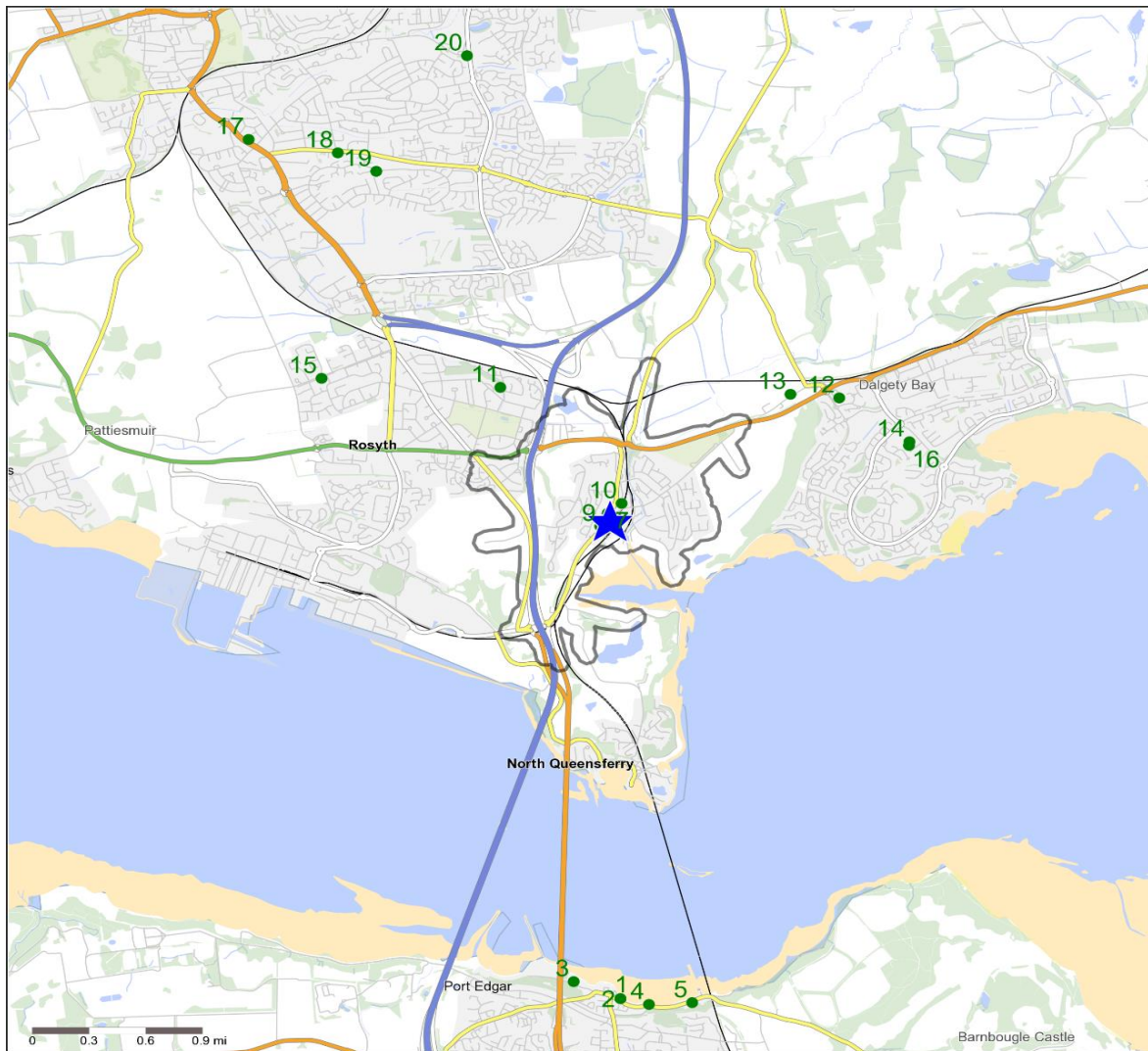
- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

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	Target Customers
Female: Alone, Pair or Group	1,855	36.4	120	166	3.3	20	3,077	60.3	116	
Male: Alone	3,081	60.4	203	905	17.7	114	1,113	21.8	41	
Male: Group	1,628	31.9	140	2,189	42.9	164	1,282	25.1	51	
Male: Pair	2,455	48.1	185	281	5.5	36	2,364	46.4	81	
Mixed Sex: Group	1,351	26.5	116	2,110	41.4	130	1,638	32.1	73	
Mixed Sex: Pair	1,623	31.8	136	2,271	44.5	137	1,205	23.6	55	
With Children	2,652	52.0	180	470	9.2	55	1,977	38.8	73	
Unknown	660	12.9	39	1,009	19.8	110	3,430	67.3	140	
For Eating:										
Upmarket	1,492	29.3	96	803	15.7	76	2,804	55.0	116	
Midmarket	1,931	37.9	110	115	2.3	25	3,053	59.9	108	
Downmarket	2,988	58.6	264	1,305	25.6	73	805	15.8	38	
For Drinking (monthly spend):										
Nothing	2,506	49.1	162	1,257	24.7	104	1,336	26.2	58	
Low (less than £10)	969	19.0	64	2,300	45.1	192	1,829	35.9	79	
Medium (Between £10 and £40)	969	19.0	62	1,993	39.1	219	2,137	41.9	83	
High (Greater than £40)	755	14.8	57	2,379	46.7	227	1,965	38.5	74	

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	74,623	35.9	119	22,524	10.8	66	110,473	53.1	102
Male: Alone	61,627	29.6	99	49,181	23.6	151	96,812	46.5	87
Male: Group	42,795	20.6	90	56,697	27.3	104	108,127	52.0	105
Male: Pair	58,348	28.0	108	17,310	8.3	55	131,962	63.4	111
Mixed Sex: Group	39,305	18.9	83	79,597	38.3	120	88,717	42.6	97
Mixed Sex: Pair	58,953	28.3	121	69,317	33.3	102	79,350	38.1	89
With Children	64,012	30.8	106	37,747	18.1	108	105,861	50.9	96
Unknown	48,695	23.4	71	42,360	20.4	114	116,565	56.0	117
For Eating:									
Upmarket	53,647	25.8	84	49,388	23.7	114	104,585	50.3	106
Midmarket	52,951	25.5	74	5,872	2.8	31	148,797	71.5	129
Downmarket	54,512	26.2	118	90,469	43.5	125	62,638	30.1	72
For Drinking (monthly spend):									
Nothing	70,045	33.7	111	61,412	29.5	125	76,162	36.6	82
Low (less than £10)	76,102	36.6	123	47,008	22.6	96	84,510	40.6	90
Medium (Between £10 and £40)	76,933	37.0	121	37,932	18.2	102	92,755	44.6	89
High (Greater than £40)	55,771	26.8	104	56,375	27.1	132	95,475	45.9	88

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	Orocco Pier, EH30 9PP	Independent Free	0.0	10.0
2	Staghead Hotel, EH30 9PP	Independent Free	0.0	10.0
3	Inchcolm Inn, EH30 9RE	Star Pubs & Bars	0.0	10.2
4	Anchor Inn, EH30 9HR	Unknown	0.0	10.7
5	Hawes Inn, EH30 9TA	Mitchells & Butlers	0.0	11.6
6	Burgh Arms, KY11 1NN	Star Pubs & Bars	0.0	0.9
7	Half Crown, KY11 1NN	Independent Free	0.0	0.9
8	Central, KY11 1NL	Hawthorn Leisure	0.9	0.5
9	Hat & Ribbon, KY11 1NW	Independent Free	1.5	0.4
10	Harrys Bar, KY11 1ND	Independent Free	2.7	1.1
11	Sportsman, KY11 2NX	Independent Free	29.6	5.4
12	Compass, KY11 9NA	Greene King	30.5	4.5
13	Hillend Tavern, KY11 9ND	Independent Free	32.6	4.8
14	Bay Inn, KY11 9YD	Hawthorn Leisure	42.6	6.7
15	Cottars Bar, KY11 2UW	Star Pubs & Bars	42.6	7.3
16	Louie Brown's Bar Kitchen & Deli, KY11 9UY	Independent Free	43.5	6.7
17	Jokers, KY11 3AT	Kingdom Taverns	70.7	9.1
18	Pitbauchlie House Hotel, KY11 4RB	Independent Free	75.3	9.5
19	Barley Sheaf, KY11 8RE	Star Pubs & Bars	77.6	9.4
20	Bridge Inn, KY11 4UH	Kingdom Taverns	77.8	10.1