

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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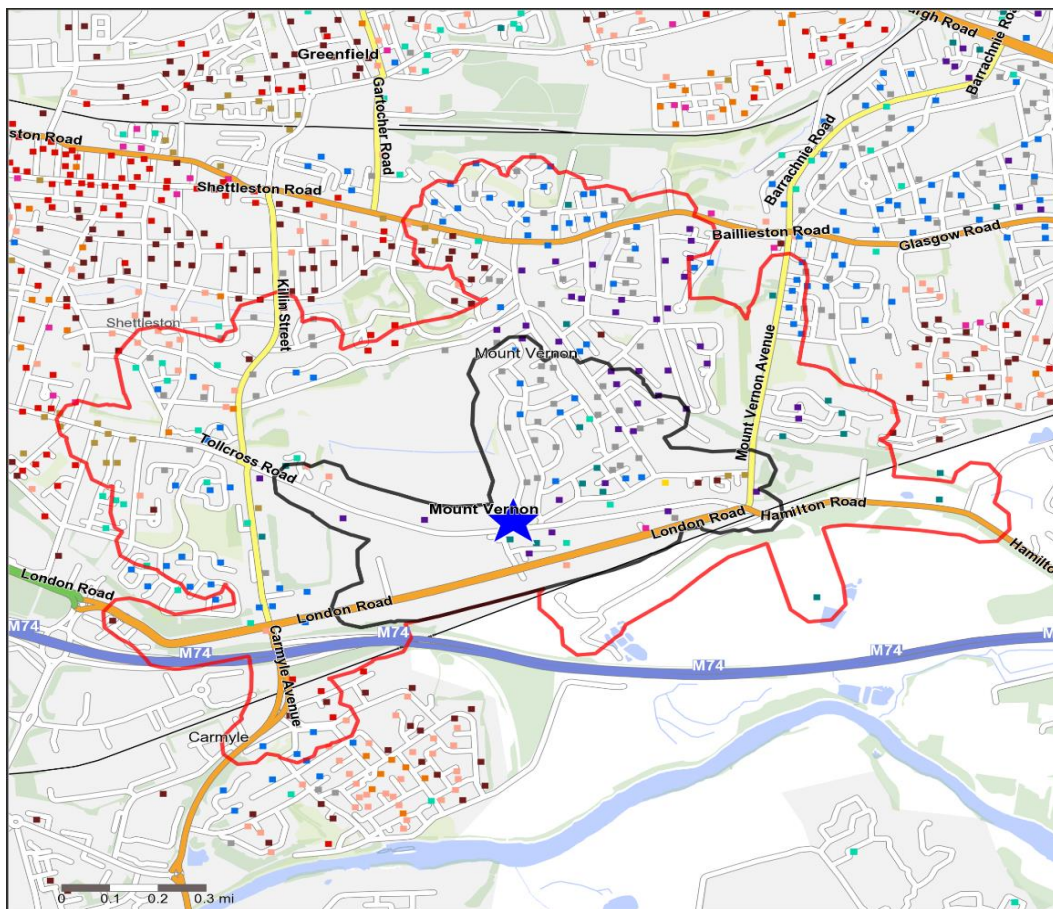
Number of Pubs	1	3	714
Catchment Adults 18+	1,835	7,953	716,430
Catchment Adults 18+ Per Pub	1,835	2,651	1,003
Populaton Projection 2018 to 2028 (% change)	2.77%	3.26%	1.95%

		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	High Street Pub	1,431	78.0	151	1	High Street Pub	6,223	78.2	151	1	High Street Pub	601,099	83.9	162
2	Premium Local	1,010	55.0	118	2	Premium Local	4,673	58.8	126	2	Community Pub	483,335	67.5	145
3	Community Pub	1,009	55.0	87	3	Community Pub	4,476	56.3	89	3	Premium Local	247,472	34.5	55
4	Great Pub Great Food	821	44.7	346	4	Great Pub Great Food	3,174	39.9	309	4	Circuit Bar	213,228	29.8	230
5	Bit of Style	292	15.9	39	5	Bit of Style	824	10.4	26	5	Bit of Style	180,009	25.1	62
6	Circuit Bar	152	8.3	31	6	Circuit Bar	812	10.2	38	6	Craft Led	167,738	23.4	87
7	Craft Led	111	6.0	59	7	Craft Led	340	4.3	42	7	Great Pub Great Food	158,792	22.2	215

	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	145	7.9	89	473	5.9	67	50,324	7.0	79
C1	241	13.1	107	987	12.4	101	105,636	14.7	120
C2	122	6.6	81	687	8.6	105	60,384	8.4	102
DE	107	5.8	57	802	10.1	98	100,977	14.1	137

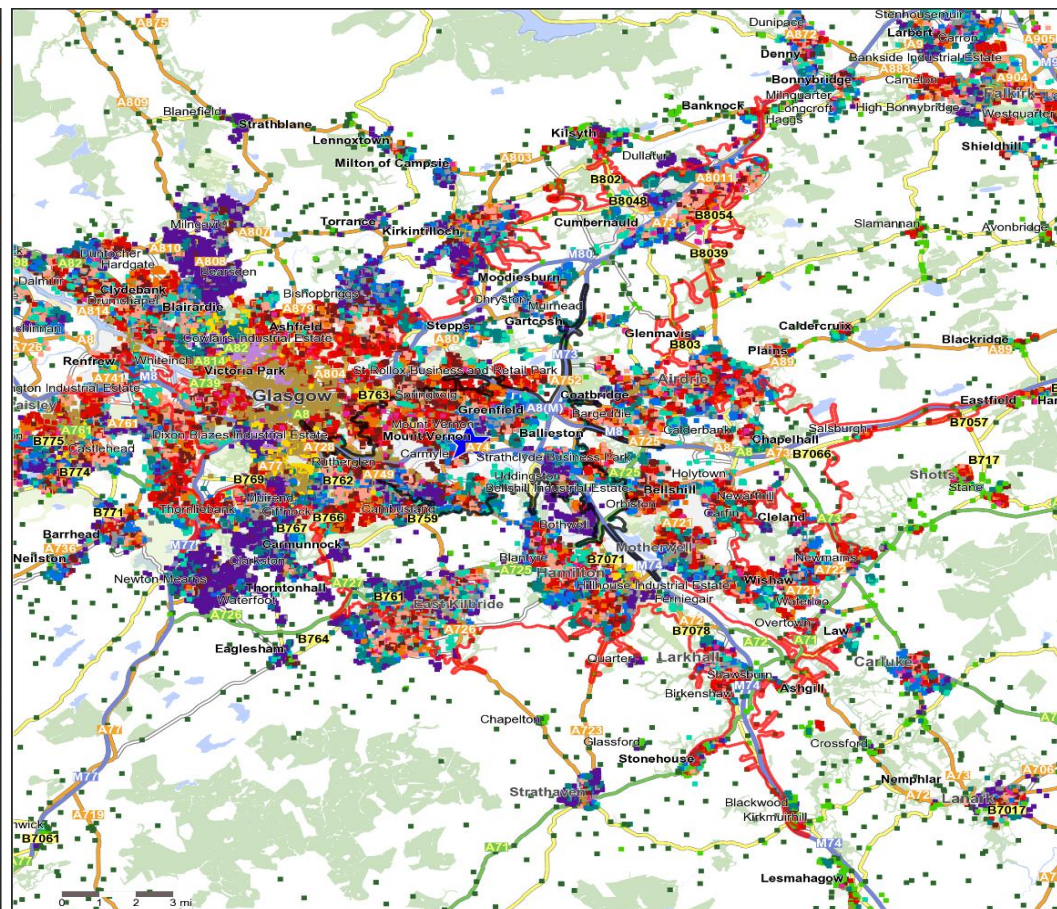
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	102	5.6	17	1,440	18.1	55	338,656	47.3	143
Medium (7-13)	869	47.4	143	3,818	48.0	145	226,119	31.6	95
High (14-19)	738	40.2	141	2,216	27.9	98	90,024	12.6	44

## 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	31		
A02	Uptown Elite	0	0	0	4,980		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	0	0	0	1,470		
B05	Premium Fortunes	0	0	107	4,381		
B06	Diamond Days	0	34	565	4,143		
B07	Alpha Families	11	244	1,226	4,248		
B08	Bank of Mum and Dad	127	464	2,546	9,556		
B09	Empty-Nest Adventure	159	350	1,493	8,509		
C10	Wealthy Landowners	0	0	0	349		
C11	Rural Vogue	0	0	1	548		
C12	Scattered Homesteads	0	0	0	358		
C13	Village Retirement	0	0	0	321		
D14	Satellite Settlers	0	0	5	840		
D15	Local Focus	0	0	0	575		
D16	Outlying Seniors	0	0	0	642		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	151	287	1,269	7,702		
E19	Bungalow Heaven	108	126	592	2,860		
E20	Classic Grandparents	362	1,007	3,548	10,741		
E21	Solo Retirees	53	298	1,832	9,473		
F22	Boomerang Boarders	184	679	4,282	15,787		
F23	Family Ties	52	660	2,988	9,406		
F24	Fledgling Free	3	318	1,787	8,740		
F25	Dependable Me	26	385	2,522	11,470		
G26	Cafés and Catchments	0	0	270	5,080		
G27	Thriving Independence	25	80	607	5,050		
G28	Modern Parents	69	163	6,362	39,359		
G29	Mid-Career Convention	88	244	1,050	5,906		
H30	Primary Ambitions	0	24	2,259	11,204		
H31	Affordable Fringe	4	252	2,098	16,901		
H32	First-Rung Futures	111	185	2,190	11,556		
H33	Contemporary Starts	0	92	2,749	10,902		
H34	New Foundations	0	0	814	2,027		
H35	Flying Solo	0	0	170	910		

				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	4	611	3,844		
I37	Budget Generations	0	2	946	5,088		
I38	Economical Families	0	0	1,022	7,066		
I39	Families on a Budget	0	0	3,733	19,619		
J40	Value Rentals	0	0	919	7,774		
J41	Youthful Endeavours	0	0	714	2,632		
J42	Midlife Renters	42	43	334	2,948		
J43	Renting Rooms	0	0	1,773	7,104		
K44	Inner City Stalwarts	0	0	36	4,743		
K45	City Diversity	0	0	332	2,512		
K46	High Rise Residents	0	290	2,589	19,797		
K47	Single Essentials	0	119	17,567	81,512		
K48	Mature Workers	0	0	1,701	28,835		
L49	Flatlet Seniors	0	421	8,590	37,969		
L50	Pocket Pensions	0	70	918	5,798		
L51	Retirement Communities	92	149	1,106	5,848		
L52	Estate Veterans	0	10	3,398	16,512		
L53	Seasoned Survivors	0	30	3,006	12,255		
M54	Down-to-Earth Owners	0	177	5,761	41,217		
M55	Back with the Folks	22	179	3,092	21,296		
M56	Self Supporters	60	72	1,627	16,220		
N57	Community Elders	0	0	0	631		
N58	Culture & Comfort	0	0	8	1,411		
N59	Large Family Living	0	0	0	435		
N60	Ageing Access	45	45	520	17,943		
O61	Career Builders	0	36	150	3,328		
O62	Central Pulse	0	0	194	53,958		
O63	Flexible Workforce	0	0	304	5,496		
O64	Bus-Route Renters	41	416	5,521	33,257		
O65	Learners & Earners	0	0	0	3,087		
O66	Student Scene	0	0	0	7,890		
U99	Unclassified	0	0	152	12,380		
Total				1,835	7,955	109,956	716,430

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

### 3. F23 Family Ties

Active families with adult children and some teens, giving prolonged support to the next generation



- Parents aged 41-55
- Adult children at home, often students
- Also have a child under 18
- Own semi or detached homes
- Supporting kids can cause money strains
- Technology for entertainment

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

### 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

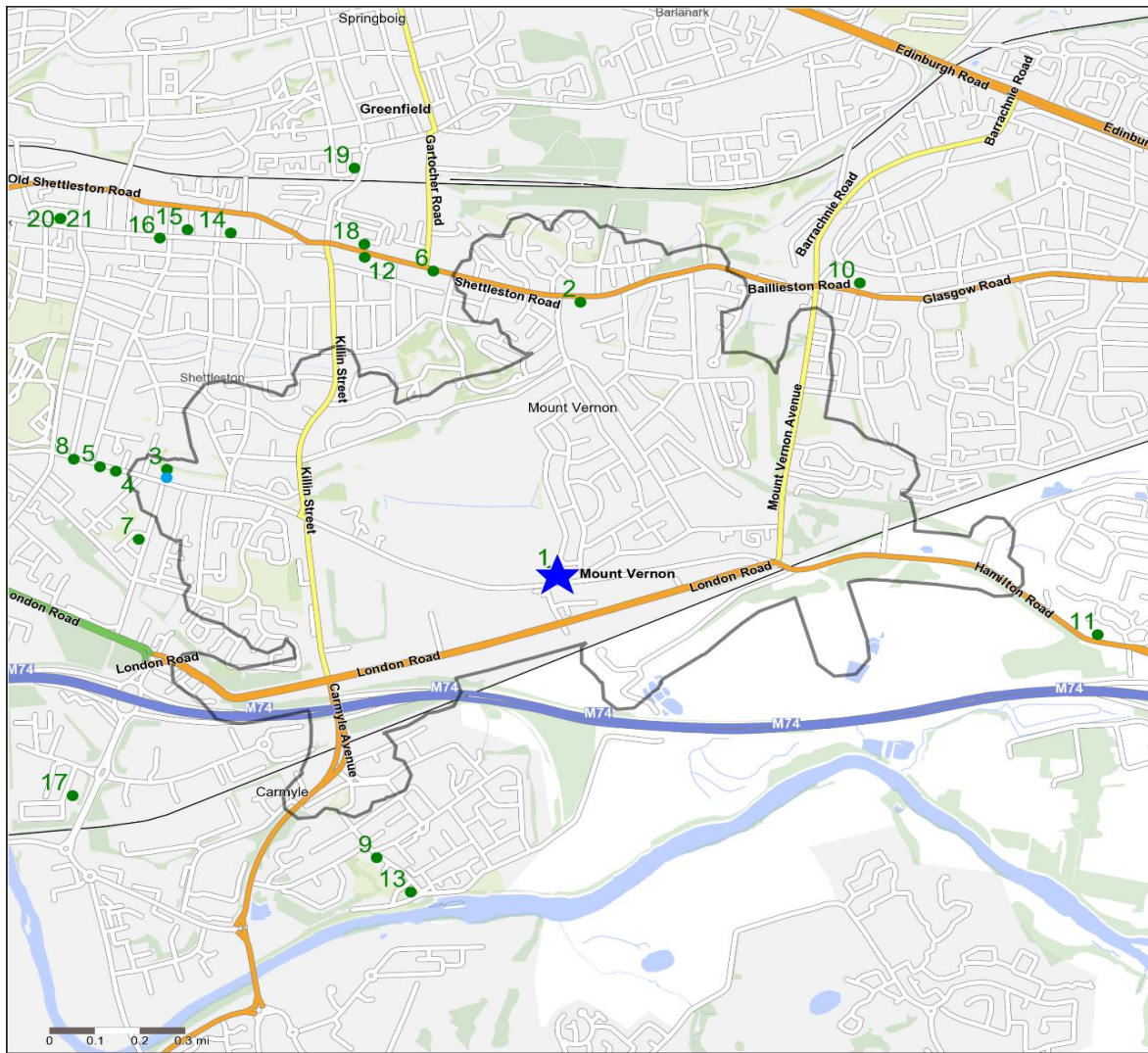
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 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
Female: Alone, Pair or Group	3,174	39.9	132	538	6.8	41	4,241	53.3	102	
Male: Alone	3,477	43.7	147	932	11.7	75	3,544	44.6	84	
Male: Group	2,972	37.4	163	2,702	34.0	130	2,279	28.7	58	
Male: Pair	3,333	41.9	161	969	12.2	80	3,651	45.9	80	
Mixed Sex: Group	2,292	28.8	126	2,109	26.5	83	3,553	44.7	102	
Mixed Sex: Pair	4,110	51.7	220	1,976	24.8	76	1,868	23.5	55	
With Children	2,813	35.4	122	446	5.6	33	4,694	59.0	111	
Unknown	1,505	18.9	58	1,607	20.2	113	4,841	60.9	127	
For Eating:										
Upmarket	3,093	38.9	127	654	8.2	39	4,206	52.9	112	
Midmarket	2,957	37.2	108	4	0.1	1	4,992	62.8	113	
Downmarket	4,099	51.5	232	2,462	31.0	89	1,392	17.5	42	
For Drinking (monthly spend):										
Nothing	3,612	45.4	150	2,115	26.6	113	2,226	28.0	62	
Low (less than £10)	4,103	51.6	173	1,468	18.5	79	2,382	30.0	66	
Medium (Between £10 and £40)	4,103	51.6	169	1,481	18.6	104	2,369	29.8	59	
High (Greater than £40)	2,892	36.4	140	1,521	19.1	93	3,540	44.5	85	

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	367,788	51.3	170		43,397	6.1	37		292,865	40.9	79	
Male: Alone	247,936	34.6	116		195,215	27.2	175		260,899	36.4	68	
Male: Group	254,195	35.5	155		239,917	33.5	128		209,939	29.3	59	
Male: Pair	357,674	49.9	191		79,272	11.1	73		267,105	37.3	65	
Mixed Sex: Group	291,041	40.6	178		200,054	27.9	87		212,955	29.7	68	
Mixed Sex: Pair	236,020	32.9	140		287,217	40.1	123		180,814	25.2	59	
With Children	276,037	38.5	133		74,478	10.4	62		353,536	49.3	93	
Unknown	206,202	28.8	88		141,084	19.7	110		356,765	49.8	104	
For Eating:												
Upmarket	240,312	33.5	110		173,917	24.3	117		289,822	40.5	86	
Midmarket	338,309	47.2	137		33,455	4.7	52		332,287	46.4	84	
Downmarket	231,985	32.4	146		361,064	50.4	144		111,001	15.5	37	
For Drinking (monthly spend):												
Nothing	287,344	40.1	133		176,490	24.6	104		240,217	33.5	75	
Low (less than £10)	187,209	26.1	88		117,093	16.3	70		399,749	55.8	123	
Medium (Between £10 and £40)	249,426	34.8	114		128,952	18.0	101		325,674	45.5	90	
High (Greater than £40)	235,375	32.9	127		161,218	22.5	110		307,458	42.9	82	



## 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	Woodend Bar, G 32 9QW	Star Pubs & Bars	0.9	0.2
2	Gables, G 32 0QQ	Unknown	16.3	4.2
3	Kimberley, G 32 8HB	Star Pubs & Bars	18.4	3.0
4	Strathspey Bar, G 32 8UN	Star Pubs & Bars	20.2	3.5
5	Waverley Bar, G 32 8UW	Independent Free	21.4	3.4
6	Gartocher Bar, G 32 9AN	Iona Bars	21.4	5.0
7	Elders, G 32 8LU	Independent Free	21.7	3.9
8	Bells Bar, G 32 8UP	Star Pubs & Bars	22.6	3.6
9	Auld Hoose, G 32 8EE	Independent Free	22.6	4.1
10	Barrachnie Inn, G 69 6EU	Greene King	23.8	4.0
11	Mail Coach, G 71 7SG	Trust Inns	24.1	2.9
12	Railway Tavern, G 32 9AL	Independent Free	24.1	5.5
13	Auld Boathouse, G 32 8EG	Independent Free	26.6	5.0
14	Portland Arms, G 32 7NB	Independent Free	28.4	5.5
15	Drum Bar, G 32 7PE	Star Pubs & Bars	29.3	6.0
16	Marquis Bar, G 32 7PW	Punch Pub Company	30.8	5.9
17	Orion Way, G 32 8EY	Whitbread	31.1	4.9
18	Kirkhouse, G 32 9AT	Star Pubs & Bars	31.7	6.3
19	Millers, G 32 0PE	Star Pubs & Bars	32.3	6.4
20	Cottage Bar, G 32 7NR	Independent Free	35.3	5.9