

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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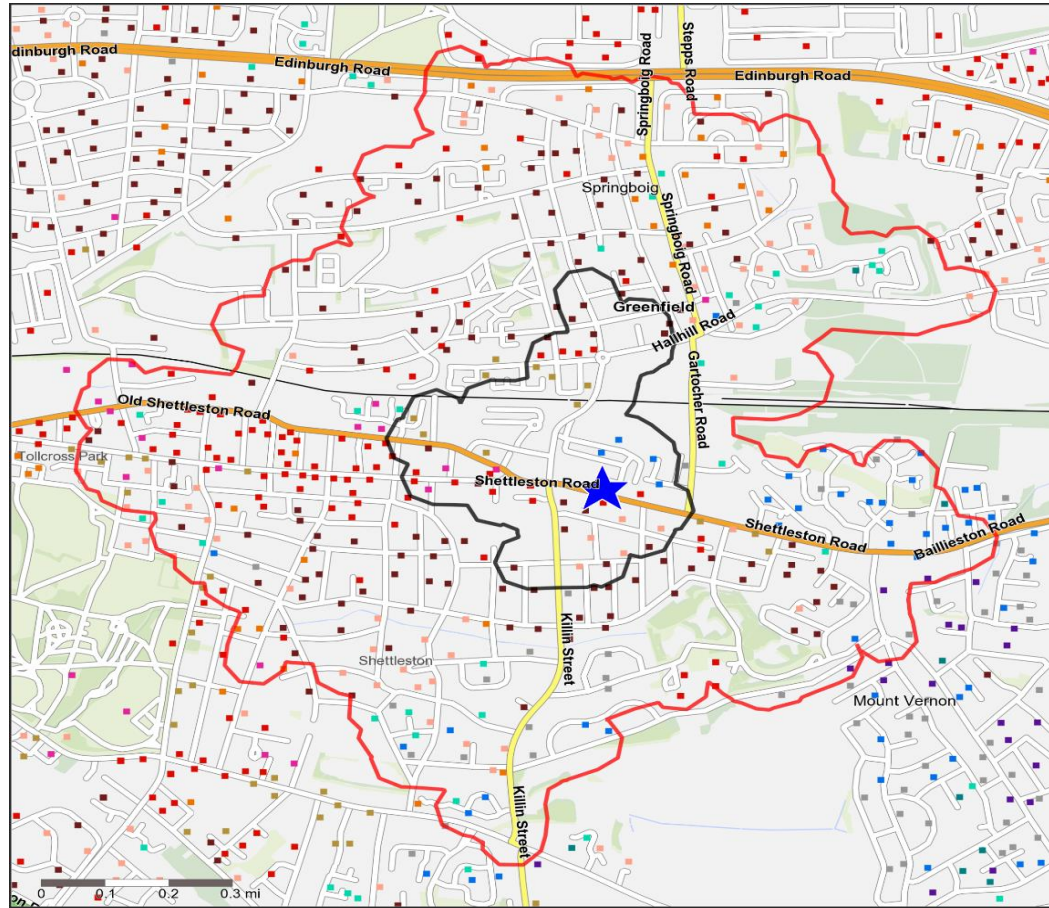
Number of Pubs	4	11	625
Catchment Adults 18+	1,452	14,545	564,661
Catchment Adults 18+ Per Pub	363	1,322	903
Populaton Projection 2018 to 2028 (% change)	1.41%	2.18%	2.26%

		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	Community Pub	1,363	93.9	181	1	Community Pub	13,504	92.8	179	1	High Street Pub	463,968	82.2	159
2	High Street Pub	1,133	78.0	167	2	High Street Pub	12,161	83.6	179	2	Community Pub	370,311	65.6	141
3	Circuit Bar	777	53.5	85	3	Circuit Bar	4,027	27.7	44	3	Circuit Bar	183,754	32.5	52
4	Craft Led	535	36.8	285	4	Craft Led	3,095	21.3	165	4	Premium Local	181,736	32.2	249
5	Premium Local	136	9.4	23	5	Premium Local	2,660	18.3	45	5	Bit of Style	152,337	27.0	67
6	Great Pub Great Food	19	1.3	5	6	Great Pub Great Food	1,027	7.1	26	6	Craft Led	148,147	26.2	98
7	Bit of Style	16	1.1	11	7	Bit of Style	418	2.9	28	7	Great Pub Great Food	120,024	21.3	206

	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	69	4.8	54	404	2.8	31	40,795	7.2	82
C1	216	14.9	121	1,671	11.5	94	84,474	15.0	122
C2	164	11.3	137	1,471	10.1	123	45,636	8.1	98
DE	307	21.1	205	2,876	19.8	192	80,509	14.3	139

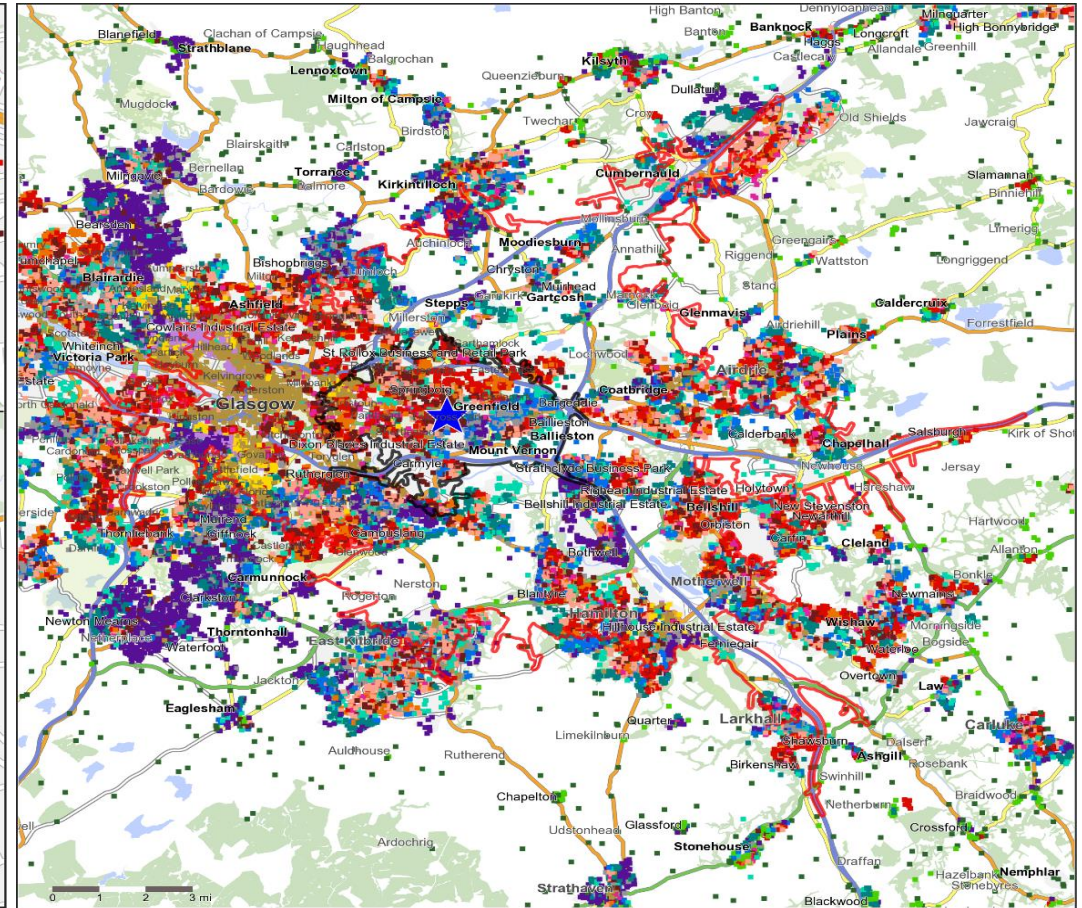
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	903	62.2	188	8,831	60.7	183	261,984	46.4	140
Medium (7-13)	283	19.5	59	3,964	27.3	82	172,334	30.5	92
High (14-19)	23	1.6	6	570	3.9	14	71,382	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	286		
A02	Uptown Elite	0	0	53	7,431		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	0	0	0	2,263		
B05	Premium Fortunes	0	0	0	3,341		
B06	Diamond Days	0	0	48	3,357		
B07	Alpha Families	0	0	357	3,370		
B08	Bank of Mum and Dad	0	67	817	7,426		
B09	Empty-Nest Adventure	0	2	487	6,128		
C10	Wealthy Landowners	0	0	0	164		
C11	Rural Vogue	0	0	0	166		
C12	Scattered Homesteads	0	0	0	119		
C13	Village Retirement	0	0	0	142		
D14	Satellite Settlers	0	0	0	318		
D15	Local Focus	0	0	0	50		
D16	Outlying Seniors	0	0	0	30		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	37	302	6,608		
E19	Bungalow Heaven	0	4	275	1,565		
E20	Classic Grandparents	0	448	3,077	7,813		
E21	Solo Retirees	24	392	1,575	5,514		
F22	Boomerang Boarders	0	199	2,268	12,306		
F23	Family Ties	70	415	2,472	7,762		
F24	Fledgling Free	4	121	1,032	6,675		
F25	Dependable Me	0	236	1,163	8,375		
G26	Cafés and Catchments	0	0	16	2,725		
G27	Thriving Independence	0	13	201	3,800		
G28	Modern Parents	0	23	2,231	27,437		
G29	Mid-Career Convention	0	0	299	3,946		
H30	Primary Ambitions	16	115	1,967	8,816		
H31	Affordable Fringe	0	451	1,633	10,585		
H32	First-Rung Futures	0	179	910	8,086		
H33	Contemporary Starts	0	0	975	7,180		
H34	New Foundations	0	25	420	1,816		
H35	Flying Solo	0	0	0	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	43	719	2,873		
I37	Budget Generations	0	215	757	4,297		
I38	Economical Families	0	113	1,079	5,005		
I39	Families on a Budget	0	336	5,078	15,272		
J40	Value Rentals	0	5	296	4,980		
J41	Youthful Endeavours	0	60	805	1,976		
J42	Midlife Renters	4	7	248	2,273		
J43	Renting Rooms	62	322	2,395	5,656		
K44	Inner City Stalwarts	0	0	210	4,092		
K45	City Diversity	0	37	178	2,692		
K46	High Rise Residents	0	589	2,291	16,032		
K47	Single Essentials	535	2,858	19,920	66,490		
K48	Mature Workers	0	206	1,546	18,962		
L49	Flatlet Seniors	319	2,229	10,794	33,917		
L50	Pocket Pensions	5	84	344	3,784		
L51	Retirement Communities	29	157	436	4,634		
L52	Estate Veterans	0	808	2,472	12,258		
L53	Seasoned Survivors	19	1,092	3,428	9,164		
M54	Down-to-Earth Owners	47	720	3,805	29,178		
M55	Back with the Folks	75	813	2,895	13,881		
M56	Self Supporters	3	222	870	10,450		
N57	Community Elders	0	0	0	457		
N58	Culture & Comfort	0	0	11	1,328		
N59	Large Family Living	0	0	0	435		
N60	Ageing Access	0	0	946	15,205		
O61	Career Builders	0	0	93	2,616		
O62	Central Pulse	0	0	4,145	51,467		
O63	Flexible Workforce	0	58	350	5,575		
O64	Bus-Route Renters	242	847	6,521	27,251		
O65	Learners & Earners	0	0	29	3,720		
O66	Student Scene	0	0	0	9,283		
U99	Unclassified	0	0	1,452	12,950		
Total				1,454	14,548	96,691	564,663

Top 3 Mosaic Types in a 20 Minute Walktime

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. L49 Flatlet Seniors

Ageing singles with basic income renting small flats in centrally located developments



- Ageing singles
- Vulnerable to poor health
- 1 bedroom socially rented units
- Disabled parking permits
- Low income
- City location

3. L53 Seasoned Survivors

Single elderly who are long-term owners of their low value properties which provide some financial security



- Very elderly
- Most are living alone
- Longest length of residence (29 years)
- Modest income
- Own mostly 2 or 3 bed terraces
- Retired from routine / semi-skilled jobs

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. L49 Flatlet Seniors

Ageing singles with basic income renting small flats in centrally located developments



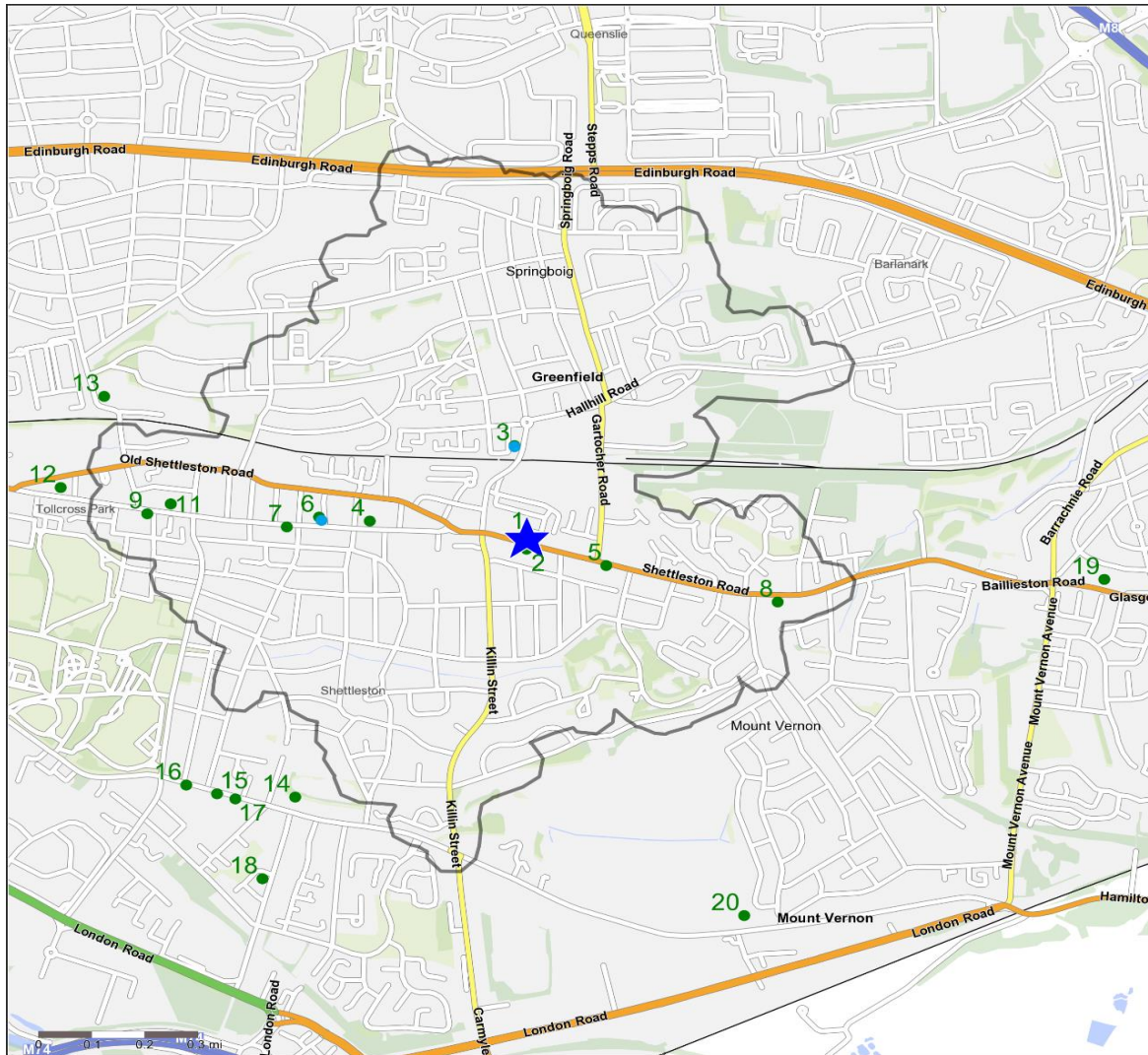
- Ageing singles
- Vulnerable to poor health
- 1 bedroom socially rented units
- Disabled parking permits
- Low income
- City location

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	6,170	42.4	140		1,031	7.1	43		7,345	50.5	97	
Male: Alone	6,753	46.4	156		3,824	26.3	168		3,969	27.3	51	
Male: Group	4,888	33.6	147		6,158	42.3	162		3,499	24.1	48	
Male: Pair	9,514	65.4	251		2,580	17.7	116		2,451	16.9	29	
Mixed Sex: Group	6,027	41.4	181		4,145	28.5	89		4,373	30.1	68	
Mixed Sex: Pair	3,484	24.0	102		7,626	52.4	161		3,435	23.6	55	
With Children	7,098	48.8	169		664	4.6	27		6,784	46.6	88	
Unknown	2,457	16.9	51		3,946	27.1	151		8,142	56.0	117	
For Eating:												
Upmarket	3,180	21.9	71		3,468	23.8	115		7,898	54.3	115	
Midmarket	6,659	45.8	133		439	3.0	33		7,448	51.2	93	
Downmarket	4,898	33.7	152		7,535	51.8	149		2,112	14.5	35	
For Drinking (monthly spend):												
Nothing	6,662	45.8	151		2,343	16.1	68		5,541	38.1	85	
Low (less than £10)	2,747	18.9	63		2,091	14.4	61		9,707	66.7	147	
Medium (Between £10 and £40)	2,747	18.9	62		2,448	16.8	94		9,351	64.3	128	
High (Greater than £40)	2,495	17.2	66		2,471	17.0	83		9,579	65.9	126	

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	304,314	53.9	178		32,028	5.7	35		215,369	38.1	73	
Male: Alone	195,505	34.6	116		157,287	27.9	178		198,920	35.2	66	
Male: Group	210,717	37.3	163		184,906	32.7	125		156,089	27.6	56	
Male: Pair	299,097	53.0	203		56,785	10.1	66		195,829	34.7	60	
Mixed Sex: Group	246,367	43.6	191		151,594	26.8	84		153,750	27.2	62	
Mixed Sex: Pair	189,766	33.6	143		226,210	40.1	123		135,736	24.0	56	
With Children	214,804	38.0	132		53,683	9.5	56		283,225	50.2	95	
Unknown	169,405	30.0	91		115,553	20.5	114		266,753	47.2	99	
For Eating:												
Upmarket	198,977	35.2	115		137,655	24.4	117		215,079	38.1	81	
Midmarket	281,769	49.9	145		30,724	5.4	60		239,218	42.4	77	
Downmarket	173,909	30.8	139		289,319	51.2	147		88,483	15.7	38	
For Drinking (monthly spend):												
Nothing	215,347	38.1	126		134,281	23.8	101		202,083	35.8	80	
Low (less than £10)	139,832	24.8	83		87,480	15.5	66		324,400	57.5	127	
Medium (Between £10 and £40)	200,362	35.5	116		100,505	17.8	100		250,845	44.4	88	
High (Greater than £40)	195,371	34.6	134		116,813	20.7	101		239,527	42.4	81	

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	Kirkhouse, G 32 9AT	Star Pubs & Bars	0.0	1.7
2	Railway Tavern, G 32 9AL	Independent Free	8.2	0.1
3	Millers, G 32 OPE	Star Pubs & Bars	9.1	1.7
4	Portland Arms, G 32 7NB	Independent Free	10.6	1.2
5	Gartochar Bar, G 32 9AN	Iona Bars	10.9	1.1
6	Drum Bar, G 32 7PE	Star Pubs & Bars	11.8	1.8
7	Marquis Bar, G 32 7PW	Punch Pub Company	13.6	1.8
8	Gables, G 32 0QQ	Unknown	17.2	2.2
9	Palaceum, G 32 7DN	Independent Free	17.8	2.6
10	Cottage Bar, G 32 7NR	Independent Free	20.5	2.5
11	Town Tavern, G 32 7NR	Punch Pub Company	20.5	2.5
12	Sheddens Bar, G 32 7EL	Unknown	21.1	3.3
13	Westburn, G 32 6AS	*Other Small Retail Groups	22.6	4.2
14	Kimberley, G 32 8HB	Star Pubs & Bars	24.1	4.7
15	Waverley Bar, G 32 8UW	Independent Free	24.4	4.7
16	Bells Bar, G 32 8UP	Star Pubs & Bars	25.1	4.3
17	Strathspey Bar, G 32 8UN	Star Pubs & Bars	25.7	4.6
18	Elders, G 32 8LU	Independent Free	27.5	5.6
19	Barrachnie Inn, G 69 6EU	Greene King	29.9	4.7
20	Woodend Bar, G 32 9QW	Star Pubs & Bars	30.8	5.4