

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	0	1	19
Catchment Adults 18+	1,449	2,349	9,878
Catchment Adults 18+ Per Pub	-	2,349	520
Populaton Projection 2018 to 2028 (% change)	0.97%	1.21%	1.98%

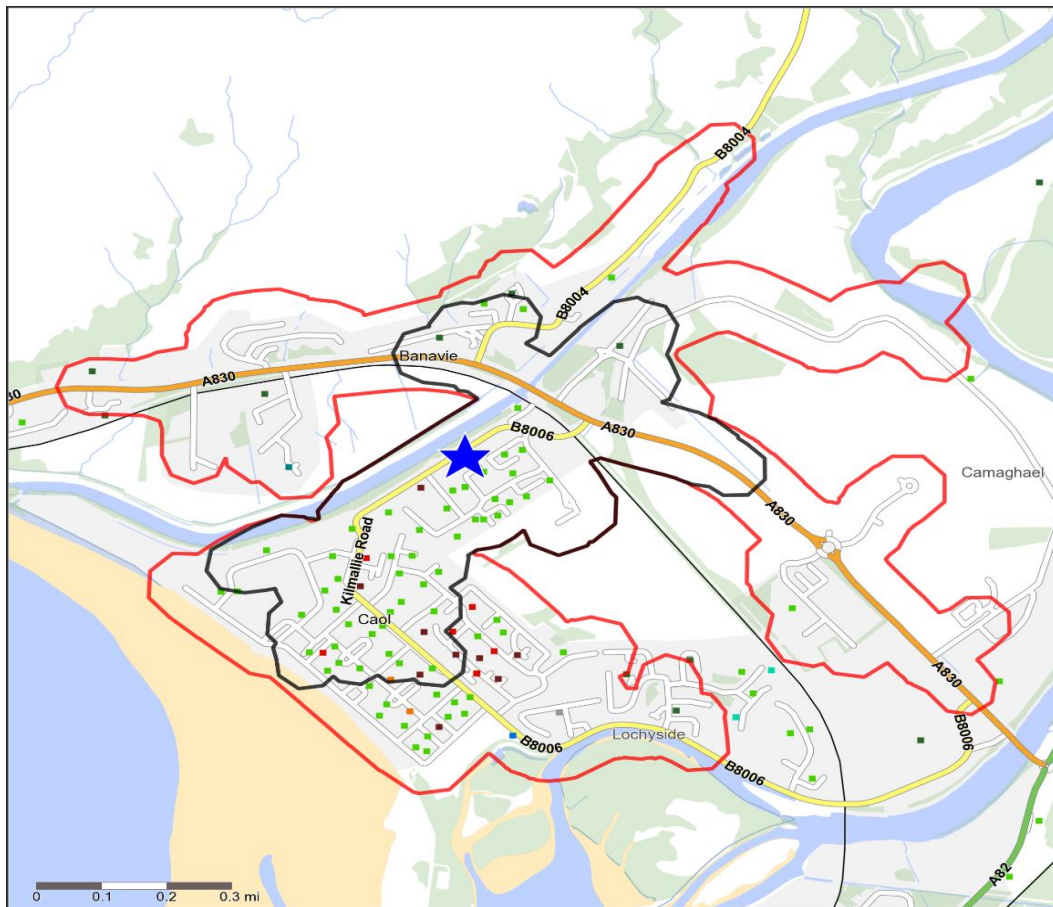
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Community Pub	1,358	93.7	181	1	Community Pub	1,903	81.0	156	1	Community Pub	7,676	77.7	150
2	High Street Pub	519	35.8	77	2	High Street Pub	834	35.5	76	2	High Street Pub	4,368	44.2	95
3	Great Pub Great Food	92	6.3	10	3	Premium Local	370	15.8	25	3	Great Pub Great Food	3,531	35.7	57
4	Premium Local	92	6.3	49	4	Great Pub Great Food	365	15.5	120	4	Premium Local	3,430	34.7	269
5	Bit of Style	2	0.1	0	5	Bit of Style	12	0.5	1	5	Circuit Bar	770	7.8	19
6	Circuit Bar	0	0.0	0	6	Circuit Bar	0	0.0	0	6	Bit of Style	396	4.0	15
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	347	3.5	34

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	48	3.3	37	83	3.5	40	512	5.2	59
C1	113	7.8	64	193	8.2	67	995	10.1	82
C2	200	13.8	167	311	13.2	160	1,181	12.0	145
DE	214	14.8	143	317	13.5	131	1,211	12.3	119

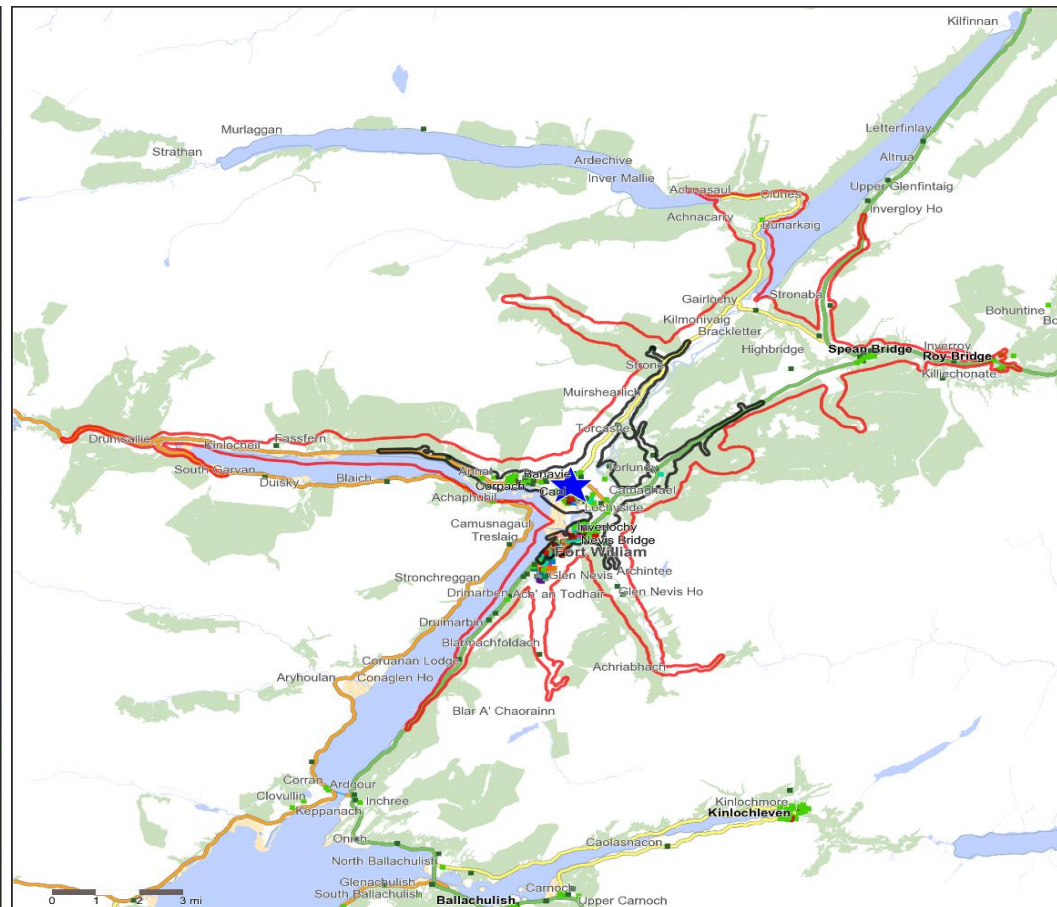
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	756	52.2	157	1,069	45.5	137	3,455	35.0	105
Medium (7-13)	662	45.7	138	956	40.7	123	3,901	39.5	119
High (14-19)	55	3.8	13	287	12.2	43	2,012	20.4	72

## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

## Mosaic Groups in 10 and 20 Minute DT Catchment Area



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# Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
A01 World-Class Wealth	0	0	0	0
A02 Uptown Elite	0	0	0	0
A03 Penthouse Chic	0	0	0	0
A04 Metro High-Flyers	0	0	0	0
B05 Premium Fortunes	0	0	0	0
B06 Diamond Days	0	0	0	0
B07 Alpha Families	0	0	21	21
B08 Bank of Mum and Dad	0	0	15	34
B09 Empty-Nest Adventure	0	0	9	41
C10 Wealthy Landowners	0	0	2	102
C11 Rural Vogue	0	0	29	64
C12 Scattered Homesteads	0	0	280	1,076
C13 Village Retirement	45	255	650	853
D14 Satellite Settlers	45	98	372	505
D15 Local Focus	841	1,071	1,681	1,877
D16 Outlying Seniors	321	466	1,037	1,037
D17 Far-Flung Outposts	0	0	0	415
E18 Legacy Elders	0	0	0	0
E19 Bungalow Heaven	0	81	81	248
E20 Classic Grandparents	0	0	42	42
E21 Solo Retirees	0	0	84	86
F22 Boomerang Boarders	0	0	0	0
F23 Family Ties	0	0	28	28
F24 Fledgling Free	0	0	58	58
F25 Dependable Me	0	5	43	58
G26 Cafés and Catchments	0	0	0	0
G27 Thriving Independence	0	0	16	17
G28 Modern Parents	2	12	36	41
G29 Mid-Career Convention	0	0	10	67
H30 Primary Ambitions	0	0	16	28
H31 Affordable Fringe	0	0	175	209
H32 First-Rung Futures	0	0	20	36
H33 Contemporary Starts	0	0	61	61
H34 New Foundations	0	0	34	34
H35 Flying Solo	0	0	39	73

Mosaic Type Profile	10 Minute	20 Minute	10 Minute	20 Minute
	WT	WT	DT	DT
	Catchment	Catchment	Catchment	Catchment
	Adults 18+	Adults 18+	Adults 18+	Adults 18+
I36 Solid Economy	0	0	54	104
I37 Budget Generations	9	13	13	125
I38 Economical Families	12	12	12	134
I39 Families on a Budget	0	0	369	492
J40 Value Rentals	0	0	11	39
J41 Youthful Endeavours	0	0	0	0
J42 Midlife Renters	0	0	23	39
J43 Renting Rooms	0	0	0	0
K44 Inner City Stalwarts	0	0	0	0
K45 City Diversity	0	0	0	0
K46 High Rise Residents	0	0	0	0
K47 Single Essentials	0	0	213	238
K48 Mature Workers	90	126	137	140
L49 Flatlet Seniors	0	10	106	106
L50 Pocket Pensions	34	102	246	246
L51 Retirement Communities	0	0	6	6
L52 Estate Veterans	50	99	236	318
L53 Seasoned Survivors	0	0	30	30
M54 Down-to-Earth Owners	0	0	97	97
M55 Back with the Folks	0	0	58	77
M56 Self Supporters	0	0	85	248
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	0	0	0	0
O61 Career Builders	0	0	0	0
O62 Central Pulse	0	0	0	0
O63 Flexible Workforce	0	0	0	0
O64 Bus-Route Renters	0	0	198	328
O65 Learners & Earners	0	0	0	0
O66 Student Scene	0	0	0	0
U99 Unclassified	0	0	0	0
<b>Total</b>	<b>1,449</b>	<b>2,350</b>	<b>6,733</b>	<b>9,878</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

### 2. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

### 3. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

### 2. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

### 3. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



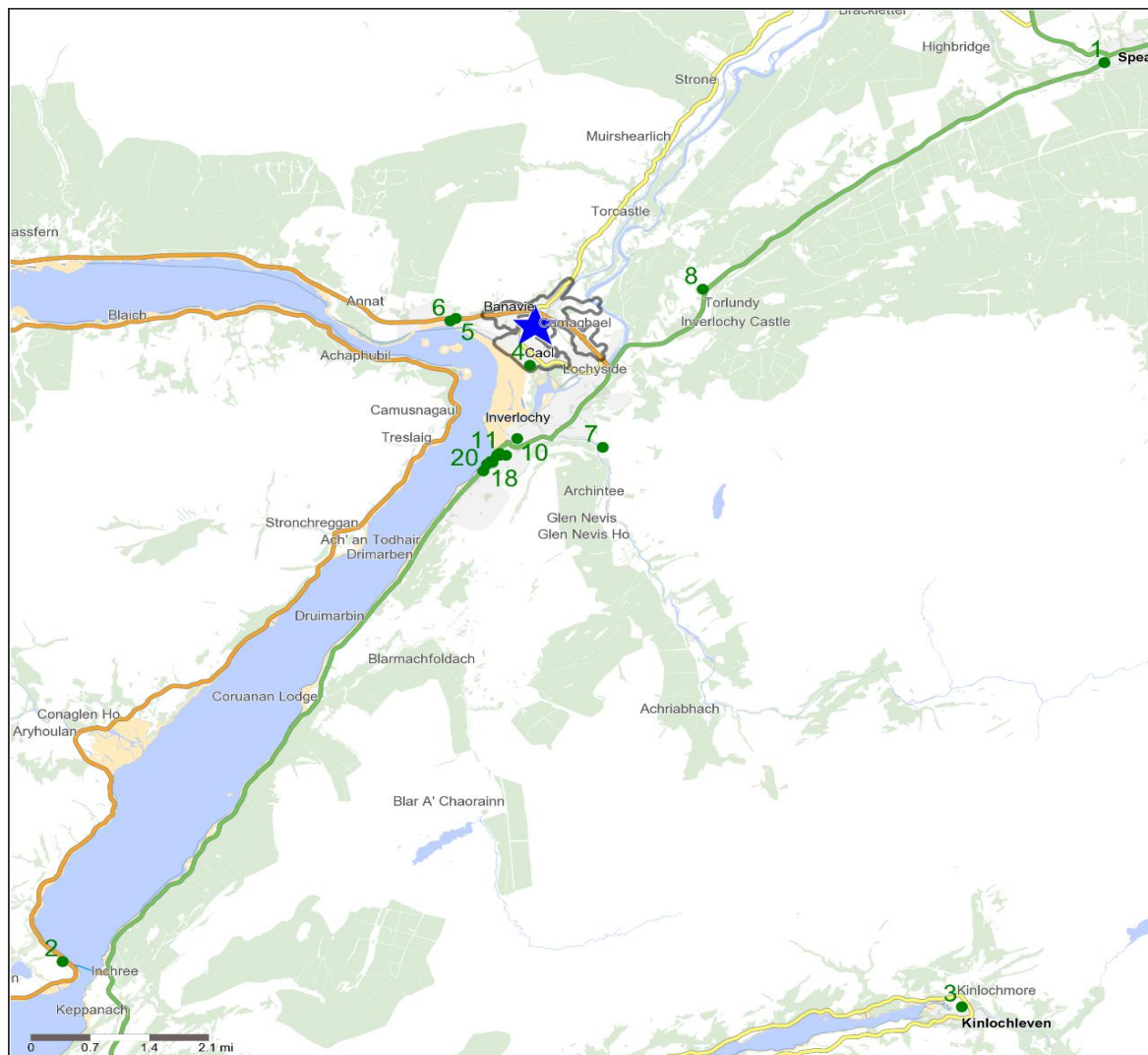
- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

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			
Female: Alone, Pair or Group	24	1.0	3	1,181	50.3	307	1,144	48.7	94			
Male: Alone	596	25.4	85	12	0.5	3	1,742	74.2	139			
Male: Group	256	10.9	48	1,407	59.9	229	686	29.2	59			
Male: Pair	211	9.0	34	17	0.7	5	2,121	90.3	157			
Mixed Sex: Group	25	1.1	5	1,992	84.8	266	332	14.1	32			
Mixed Sex: Pair	122	5.2	22	829	35.3	109	1,398	59.5	139			
With Children	47	2.0	7	1,071	45.6	271	1,232	52.4	99			
Unknown	1,205	51.3	156	10	0.4	2	1,134	48.3	101			
<b>For Eating:</b>												
Upmarket	13	0.6	2	24	1.0	5	2,312	98.4	208			
Midmarket	25	1.1	3	0	0.0	0	2,324	98.9	179			
Downmarket	156	6.6	30	1,639	69.8	200	554	23.6	57			
<b>For Drinking (monthly spend):</b>												
Nothing	1,687	71.8	237	200	8.5	36	462	19.7	44			
Low (less than £10)	280	11.9	40	1,732	73.7	314	337	14.3	32			
Medium (Between £10 and £40)	25	1.1	3	267	11.4	64	2,057	87.6	174			
High (Greater than £40)	25	1.1	4	138	5.9	29	2,187	93.1	178			

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	1,496	15.1	50	2,841	28.8	176	5,541	56.1	108		
Male: Alone	2,356	23.9	80	894	9.1	58	6,628	67.1	126		
Male: Group	1,279	12.9	57	4,224	42.8	163	4,375	44.3	89		
Male: Pair	2,010	20.3	78	626	6.3	42	7,242	73.3	128		
Mixed Sex: Group	1,169	11.8	52	5,174	52.4	164	3,535	35.8	82		
Mixed Sex: Pair	1,495	15.1	65	4,512	45.7	141	3,871	39.2	92		
With Children	1,321	13.4	46	2,888	29.2	174	5,669	57.4	108		
Unknown	3,206	32.5	99	1,084	11.0	61	5,588	56.6	118		
<b>For Eating:</b>											
Upmarket	1,030	10.4	34	667	6.8	32	8,181	82.8	175		
Midmarket	1,070	10.8	32	669	6.8	75	8,139	82.4	149		
Downmarket	1,324	13.4	60	4,775	48.3	139	3,779	38.3	92		
<b>For Drinking (monthly spend):</b>											
Nothing	5,661	57.3	189	1,833	18.6	79	2,384	24.1	54		
Low (less than £10)	3,036	30.7	103	4,549	46.1	196	2,293	23.2	51		
Medium (Between £10 and £40)	692	7.0	23	2,669	27.0	151	6,517	66.0	131		
High (Greater than £40)	374	3.8	15	1,152	11.7	57	8,352	84.6	162		

## 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	Spean Bridge Hotel, PH34 4ES	Independent Free	0.0	13.6
2	Inn At Ardgour, PH33 7AA	Independent Free	0.0	26.0
3	Tailrace Inn, PH50 4QH	Greene King	0.0	43.4
4	Lochy, PH33 7BA	Star Pubs & Bars	14.8	3.0
5	Tradewinds, PH33 7JG	Independent Free	26.9	4.3
6	Corpach Hotel, PH33 7JJ	Independent Free	28.1	4.5
7	Ben Nevis Inn, PH33 6TE	Independent Free	55.8	8.3
8	Snowgoose Bar & Restaurant, PH33 6SW	Independent Free	57.3	6.2
9	Stables Cafe Bar, PH33 6AY	Independent Free	59.5	8.7
10	Loch Iall, PH33 6AN	Whitbread	59.8	8.9
11	Sunny Bar, PH33 6DP	Independent Free	62.3	9.0
12	Maryburgh Inn, PH33 6AT	Hawthorn Leisure	63.1	9.1
13	Crofter Bar, PH33 6DH	Retail & Licensed Properties	63.5	9.0
14	Volunteer Arms, PH33 6DH	Independent Free	63.5	9.0
15	Great Glen, PH33 6AD	Wetherspoon	65.0	9.5
16	Grog & Gruel, PH33 6AD	Independent Free	65.0	9.5
17	Tavern, PH33 6AD	Independent Free	65.0	9.5
18	Station Bar, PH33 6DZ	Independent Free	65.8	8.7
19	Ben Nevis Bar, PH33 6DG	Milton Pubs and Taverns	66.0	9.6
20	West End Hotel, PH33 6ED	Independent Free	69.5	9.3