

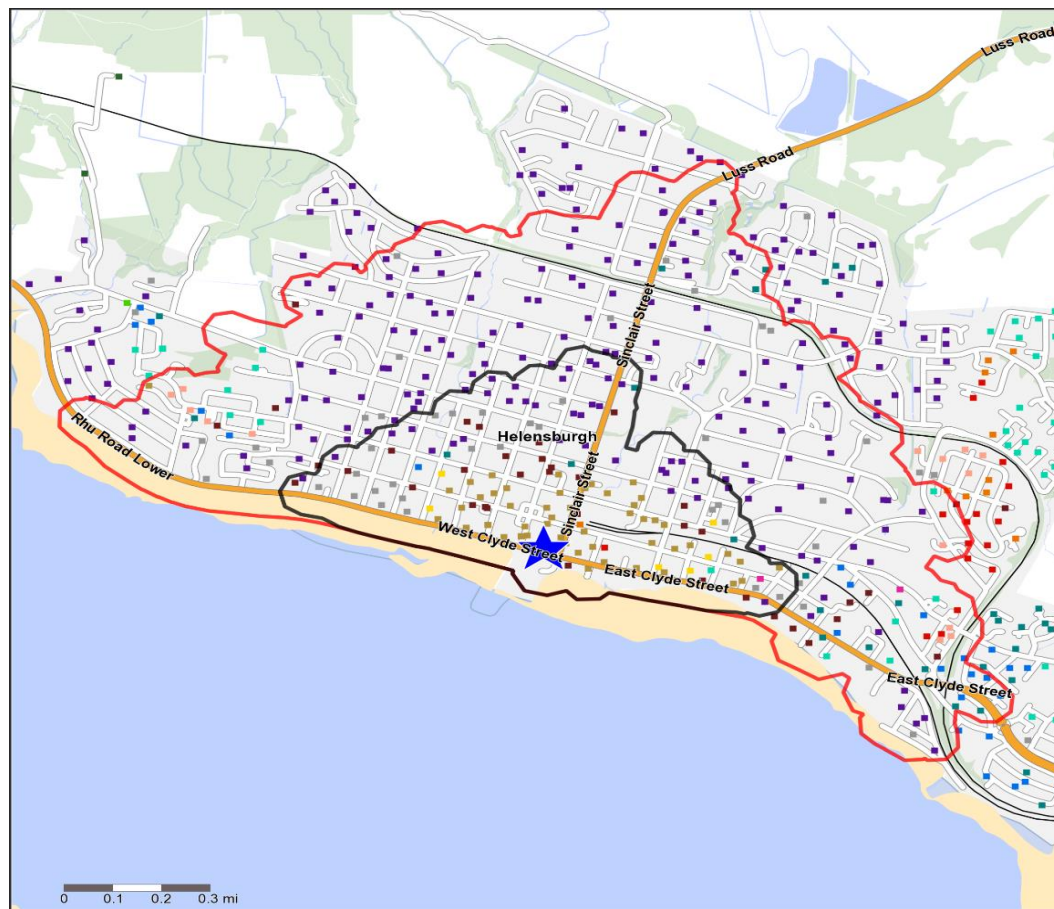
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	9	10	42
Catchment Adults 18+	2,708	6,703	44,361
Catchment Adults 18+ Per Pub	301	670	1,056
Populaton Projection 2018 to 2028 (% change)	-4.72%	-4.59%	-2.93%

		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	2,374	87.7	169	<div></div>	1	High Street Pub	4,177	62.3	120	<div></div>	1	High Street Pub	29,205	65.8	127	<div></div>
2	Community Pub	2,327	85.9	184	<div></div>	2	Community Pub	3,786	56.5	121	<div></div>	2	Community Pub	27,347	61.6	132	<div></div>
3	Circuit Bar	1,414	52.2	83	<div></div>	3	Premium Local	3,747	55.9	89	<div></div>	3	Premium Local	22,747	51.3	81	<div></div>
4	Great Pub Great Food	620	22.9	177	<div></div>	4	Great Pub Great Food	3,435	51.2	396	<div></div>	4	Great Pub Great Food	16,580	37.4	289	<div></div>
5	Premium Local	620	22.9	57	<div></div>	5	Circuit Bar	1,800	26.9	67	<div></div>	5	Circuit Bar	9,061	20.4	51	<div></div>
6	Craft Led	93	3.4	13	<div></div>	6	Bit of Style	479	7.1	27	<div></div>	6	Bit of Style	6,600	14.9	55	<div></div>
7	Bit of Style	56	2.1	20	<div></div>	7	Craft Led	401	6.0	58	<div></div>	7	Craft Led	4,760	10.7	104	<div></div>

	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	203	7.5	85	618	9.2	104	2,770	6.2	71
C1	440	16.2	133	897	13.4	109	5,973	13.5	110
C2	237	8.8	106	488	7.3	88	3,982	9.0	109
DE	267	9.9	96	497	7.4	72	5,171	11.7	113

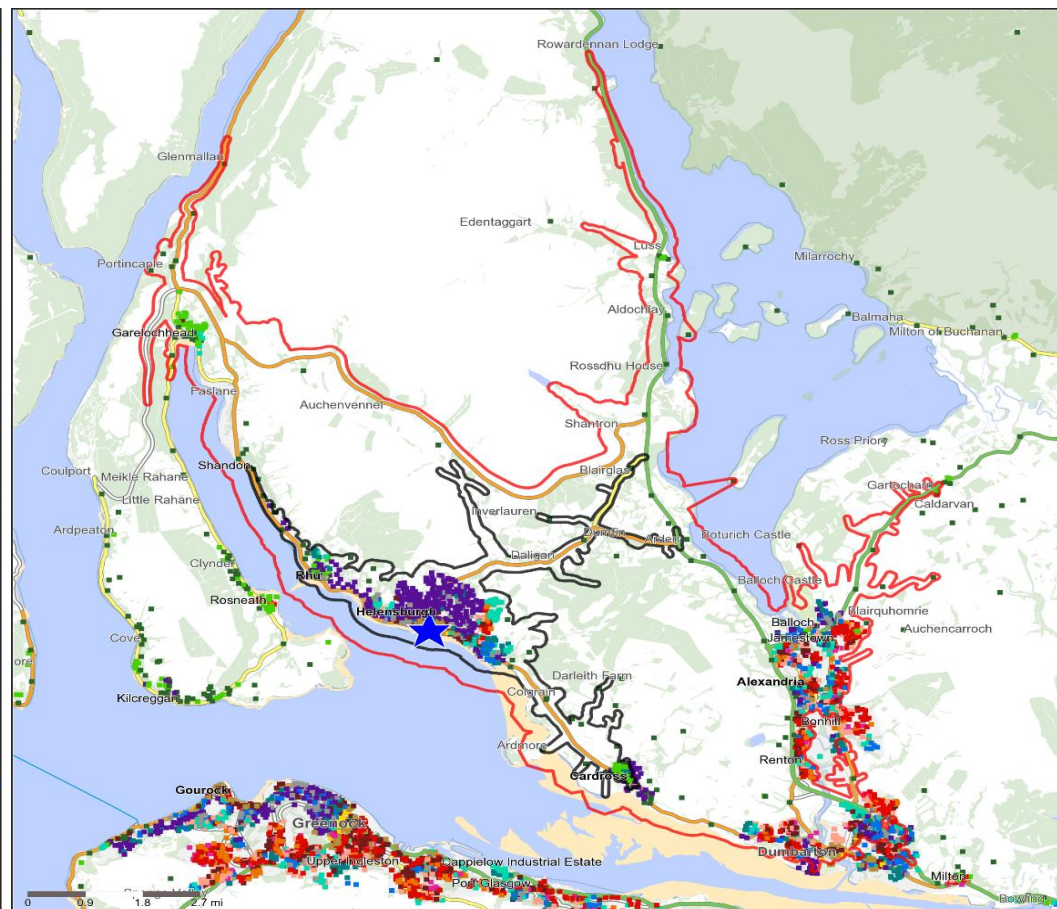
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	876	32.3	98	1,485	22.2	67	18,574	41.9	126
Medium (7-13)	838	30.9	93	2,083	31.1	94	14,309	32.3	97
High (14-19)	584	21.6	76	2,596	38.7	136	9,837	22.2	78

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	0
A03	Penthouse Chic			0	0	0	0
A04	Metro High-Flyers			0	0	0	0
B05	Premium Fortunes			13	108	119	175
B06	Diamond Days			129	1,029	1,728	1,837
B07	Alpha Families			64	417	1,164	1,715
B08	Bank of Mum and Dad			67	177	307	658
B09	Empty-Nest Adventure			51	597	1,429	2,222
C10	Wealthy Landowners			0	0	248	598
C11	Rural Vogue			0	0	25	154
C12	Scattered Homesteads			0	0	123	664
C13	Village Retirement			0	0	194	775
D14	Satellite Settlers			0	0	301	424
D15	Local Focus			0	0	443	995
D16	Outlying Seniors			0	0	184	557
D17	Far-Flung Outposts			0	0	0	0
E18	Legacy Elders			239	585	715	749
E19	Bungalow Heaven			0	85	120	471
E20	Classic Grandparents			0	6	16	163
E21	Solo Retirees			8	24	30	112
F22	Boomerang Boarders			9	79	169	836
F23	Family Ties			0	46	189	751
F24	Fledgling Free			0	52	62	834
F25	Dependable Me			0	25	145	1,020
G26	Cafés and Catchments			0	0	0	0
G27	Thriving Independence			44	66	66	77
G28	Modern Parents			2	18	480	1,624
G29	Mid-Career Convention			2	153	377	1,314
H30	Primary Ambitions			0	36	178	257
H31	Affordable Fringe			0	118	139	1,662
H32	First-Rung Futures			0	93	93	726
H33	Contemporary Starts			0	54	869	1,362
H34	New Foundations			0	0	0	59
H35	Flying Solo			9	59	59	315

				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			3	3	3	229
I37	Budget Generations			0	0	26	188
I38	Economical Families			0	0	14	99
I39	Families on a Budget			0	0	176	850
J40	Value Rentals			0	0	0	862
J41	Youthful Endeavours			0	0	0	152
J42	Midlife Renters			20	45	45	138
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	231
K47	Single Essentials			84	249	551	3,715
K48	Mature Workers			0	0	117	2,455
L49	Flatlet Seniors			0	0	0	1,861
L50	Pocket Pensions			0	7	62	532
L51	Retirement Communities			472	750	783	935
L52	Estate Veterans			0	0	0	872
L53	Seasoned Survivors			0	21	29	272
M54	Down-to-Earth Owners			0	94	260	2,249
M55	Back with the Folks			0	95	95	829
M56	Self Supporters			0	96	135	927
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			171	171	171	251
O61	Career Builders			0	0	0	4
O62	Central Pulse			0	0	0	0
O63	Flexible Workforce			0	0	0	0
O64	Bus-Route Renters			1,321	1,345	1,345	2,733
O65	Learners & Earners			0	0	0	0
O66	Student Scene			0	0	0	0
U99	Unclassified			0	0	0	871
Total				2,708	6,703	13,784	44,361

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions



- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

3. L51 Retirement Communities

Elderly living in specialised accommodation including retirement homes, villages and complexes



- Developments for the elderly
- Mostly purpose built flats
- Most own, others rent
- Majority are living alone
- Have income additional to state pension
- Least likely to own a mobile phone

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. 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. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



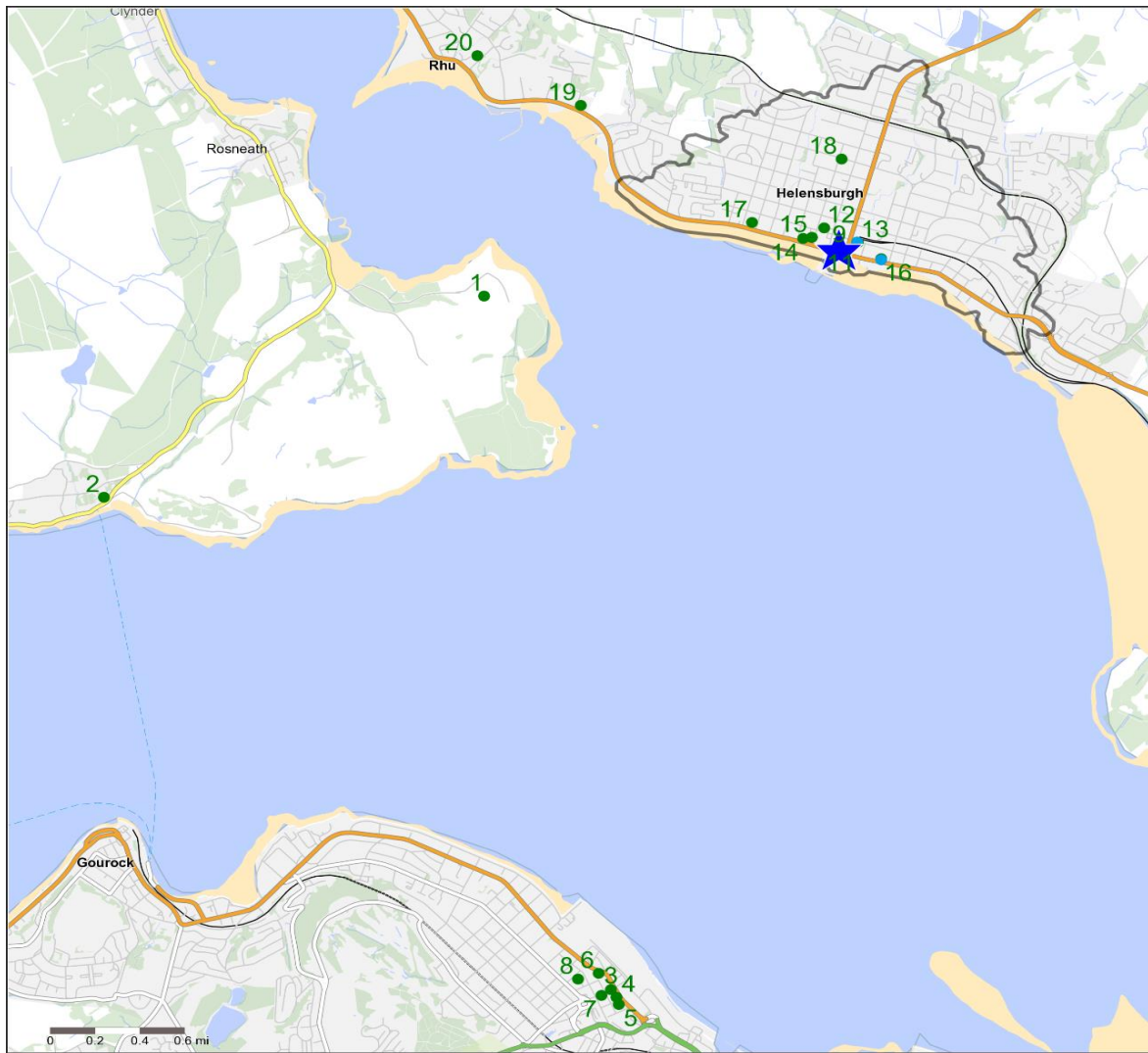
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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	% of Population	Index
Female: Alone, Pair or Group	2,315	34.5	114	538	8.0	49	3,850	57.4	110			
Male: Alone	2,775	41.4	139	485	7.2	46	3,442	51.4	96			
Male: Group	1,836	27.4	120	991	14.8	56	3,875	57.8	116			
Male: Pair	2,905	43.3	166	258	3.8	25	3,539	52.8	92			
Mixed Sex: Group	2,152	32.1	140	676	10.1	32	3,875	57.8	132			
Mixed Sex: Pair	2,083	31.1	133	1,259	18.8	58	3,361	50.1	117			
With Children	1,950	29.1	101	1,335	19.9	118	3,419	51.0	96			
Unknown	433	6.5	20	3,153	47.0	262	3,116	46.5	97			
For Eating:												
Upmarket	2,334	34.8	114	797	11.9	57	3,572	53.3	113			
Midmarket	2,243	33.5	97	62	0.9	10	4,398	65.6	119			
Downmarket	1,897	28.3	127	1,727	25.8	74	3,078	45.9	110			
For Drinking (monthly spend):												
Nothing	1,075	16.0	53	2,325	34.7	147	3,303	49.3	110			
Low (less than £10)	2,526	37.7	126	1,650	24.6	105	2,528	37.7	83			
Medium (Between £10 and £40)	2,633	39.3	128	1,908	28.5	160	2,161	32.2	64			
High (Greater than £40)	1,219	18.2	70	2,965	44.2	216	2,518	37.6	72			

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	14,404	32.5	107	5,218	11.8	72	23,868	53.8	103
Male: Alone	14,543	32.8	110	8,678	19.6	125	20,270	45.7	86
Male: Group	12,427	28.0	122	12,585	28.4	108	18,478	41.7	84
Male: Pair	15,346	34.6	133	3,215	7.2	48	24,930	56.2	98
Mixed Sex: Group	10,638	24.0	105	14,098	31.8	100	18,754	42.3	96
Mixed Sex: Pair	11,321	25.5	109	15,608	35.2	108	16,561	37.3	87
With Children	13,815	31.1	108	8,376	18.9	112	21,299	48.0	91
Unknown	8,978	20.2	62	9,693	21.9	122	24,819	55.9	117
For Eating:									
Upmarket	11,160	25.2	82	8,670	19.5	94	23,660	53.3	113
Midmarket	11,552	26.0	76	1,546	3.5	39	30,392	68.5	124
Downmarket	14,076	31.7	143	19,006	42.8	123	10,409	23.5	56
For Drinking (monthly spend):									
Nothing	16,559	37.3	123	12,078	27.2	115	14,853	33.5	75
Low (less than £10)	14,032	31.6	106	9,903	22.3	95	19,555	44.1	97
Medium (Between £10 and £40)	12,767	28.8	94	9,902	22.3	125	20,821	46.9	93
High (Greater than £40)	7,851	17.7	68	14,033	31.6	154	21,605	48.7	93

Competitor Map



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Site
 Star Pubs
 Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Castle Isle, G 84 0QS	Independent Free	0.0	35.6
2	Creggans, G 84 0JJ	*Other Small Retail Groups	0.0	35.7
3	Black Cat Bar, PA15 1LB	Rosemount Taverns	0.0	46.8
4	Slanj, PA15 1JU	Hawthorn Leisure	0.0	46.9
5	Tokyo Joe, PA15 1JR	Rosemount Taverns	0.0	46.9
6	Cafe Balfe, PA15 1XR	Independent Free	0.0	47.4
7	Hole In The Wall, PA15 1XA	*Other Small Retail Groups	0.0	47.8
8	Wee Treat, PA15 1XY	Independent Free	0.0	48.0
9	Imperial Hotel, G 84 8SQ	Hawthorn Leisure	0.0	0.1
10	Kidstons, G 84 8SQ	Independent Free	0.0	0.1
11	Royal Bar, G 84 8SQ	Star Pubs & Bars	0.0	0.1
12	Ashton Bar, G 84 8UG	Independent Free	2.4	0.9
13	Station Bar, G 84 7QA	Star Pubs & Bars	2.7	0.8
14	Clyde Bar, G 84 8AX	Independent Free	3.0	0.8
15	Logie Baird, G 84 8AS	Independent Free	3.0	1.1
16	Argyll Bar, G 84 7PF	Star Pubs & Bars	3.6	0.9
17	Commodore, G 84 8ES	Mitchells & Butlers	8.2	1.8
18	Henry Bell, G 84 9LE	Wetherspoon	10.9	2.2
19	Ardencaple Hotel, G 84 8LA	Greene King	28.4	4.3
20	Rhu Inn, G 84 8RA	Independent Free	41.0	6.4