

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	9	33	451
Catchment Adults 18+	5,838	22,210	306,627
Catchment Adults 18+ Per Pub	649	673	680
Populaton Projection 2018 to 2028 (% change)	5.98%	6.40%	8.18%

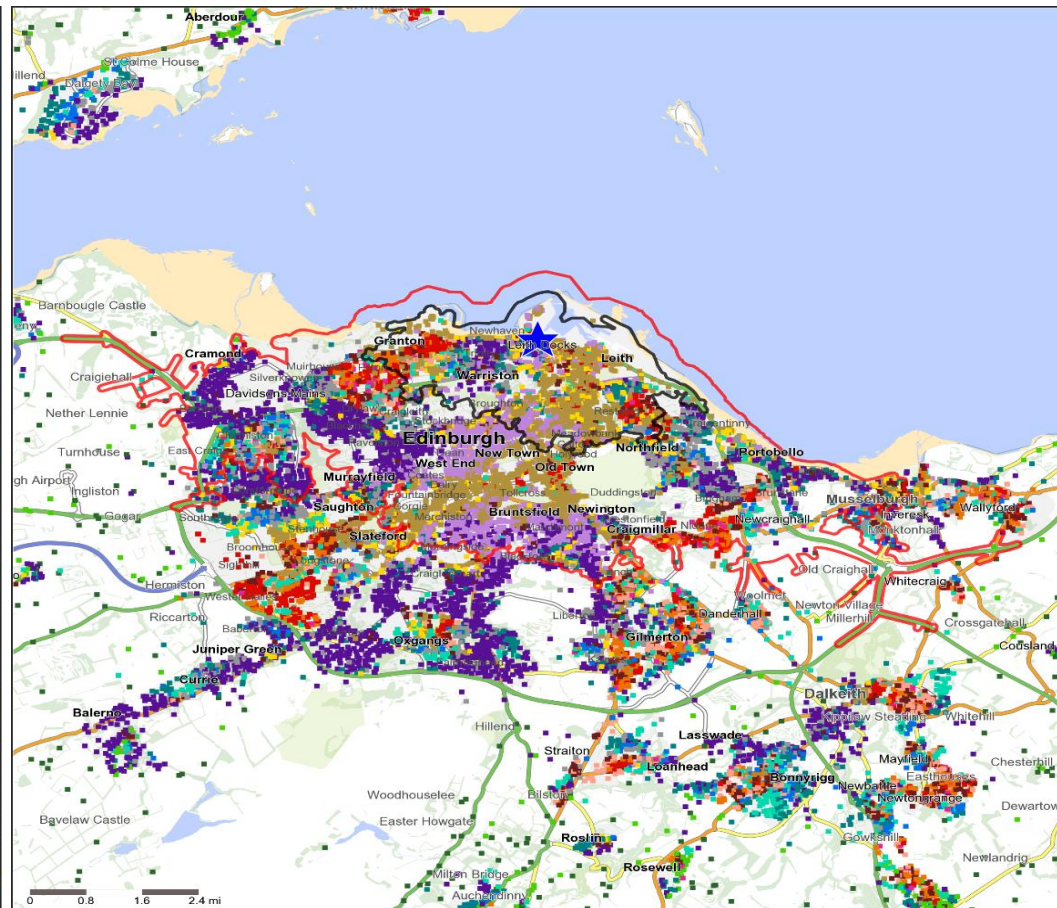
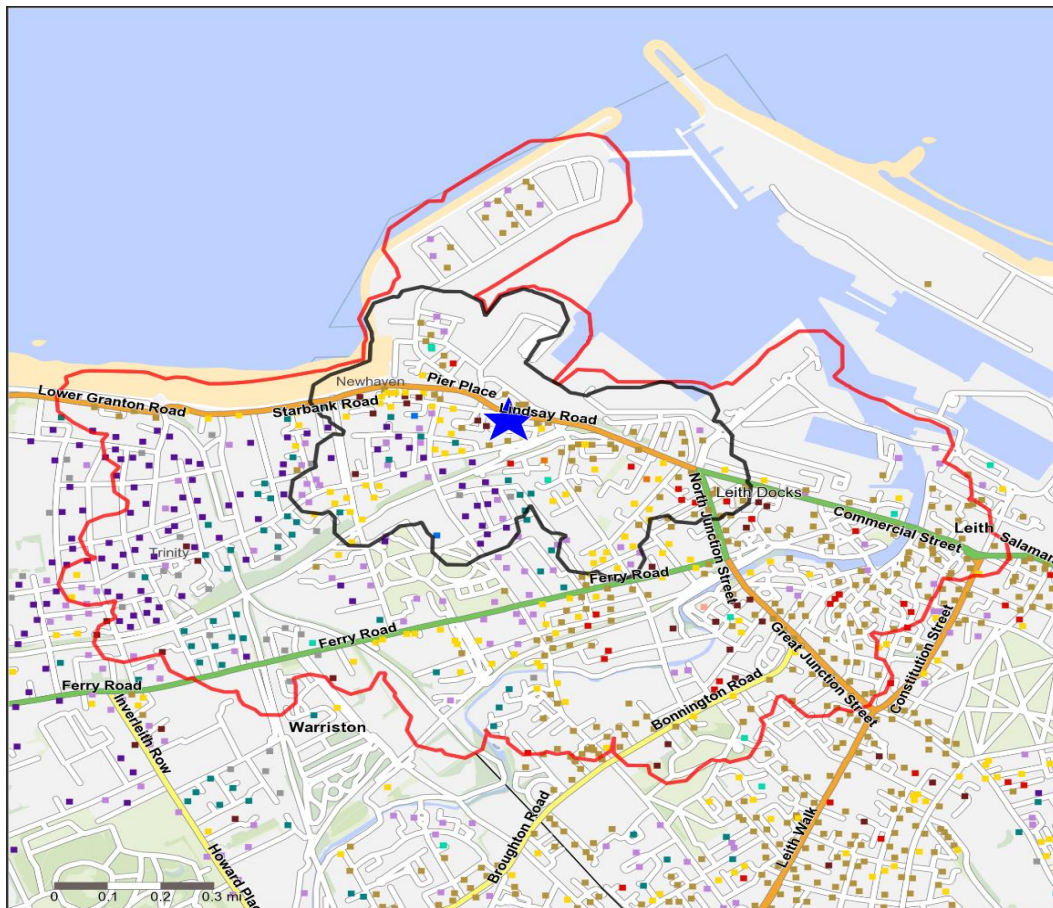
Rank	Type	10 Minute Walktime			Rank	Type	20 Minute Walktime			Rank	Type	20 Minute Drivetime		
		Target Customers	% of Population	Index			Target Customers	% of Population	Index			Target Customers	% of Population	Index
1	High Street Pub	4,736	81.1	157	1	High Street Pub	17,471	78.7	152	1	High Street Pub	216,262	70.5	136
2	Community Pub	3,577	61.3	131	2	Bit of Style	12,495	56.3	121	2	Bit of Style	171,490	55.9	120
3	Bit of Style	2,371	40.6	64	3	Community Pub	10,502	47.3	75	3	Circuit Bar	126,759	41.3	66
4	Circuit Bar	1,847	31.6	245	4	Craft Led	8,675	39.1	302	4	Community Pub	118,323	38.6	298
5	Great Pub Great Food	1,667	28.6	71	5	Circuit Bar	8,660	39.0	97	5	Craft Led	116,442	38.0	94
6	Craft Led	1,603	27.5	102	6	Great Pub Great Food	7,696	34.7	129	6	Great Pub Great Food	110,628	36.1	134
7	Premium Local	1,299	22.3	216	7	Premium Local	5,318	23.9	232	7	Premium Local	77,150	25.2	244

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	973	16.7	188	3,921	17.7	200	44,397	14.5	164
C1	1,076	18.4	150	4,115	18.5	151	53,346	17.4	142
C2	372	6.4	77	1,387	6.2	76	15,984	5.2	63
DE	676	11.6	113	2,392	10.8	105	27,557	9.0	87

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)	1,799	30.8	93	5,530	24.9	75	69,214	22.6	68
Medium (7-13)	2,219	38.0	115	8,448	38.0	115	99,833	32.6	98
High (14-19)	1,655	28.3	100	6,564	29.6	104	90,768	29.6	104

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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★ Site	N 10 Minute Catchment	N 20 Minute Catchment		
■ A City Prosperity	■ B Prestige Positions	■ C Country Living	■ D Rural Reality	■ E Senior Security
■ F Suburban Stability	■ G Domestic Success	■ H Aspiring Homemakers	■ I Family Basics	■ J Transient Renters
■ K Municipal Tenants	■ L Vintage Value	■ M Modest Traditions	■ N Urban Cohesion	■ O Rental Hubs

# 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	47	1,025	5,231
A02	Uptown Elite	430	1,718	6,455	22,766
A03	Penthouse Chic	0	0	104	1,365
A04	Metro High-Flyers	100	1,039	6,542	16,682
B05	Premium Fortunes	183	733	1,370	8,755
B06	Diamond Days	199	454	734	10,293
B07	Alpha Families	7	13	28	3,538
B08	Bank of Mum and Dad	4	8	79	2,304
B09	Empty-Nest Adventure	7	7	76	1,541
C10	Wealthy Landowners	0	0	0	21
C11	Rural Vogue	0	0	0	5
C12	Scattered Homesteads	0	0	0	0
C13	Village Retirement	0	0	0	2
D14	Satellite Settlers	0	0	0	26
D15	Local Focus	0	0	0	0
D16	Outlying Seniors	0	0	0	0
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	60	556	1,702	12,124
E19	Bungalow Heaven	0	0	10	206
E20	Classic Grandparents	0	8	344	1,459
E21	Solo Retirees	0	137	883	3,051
F22	Boomerang Boarders	0	0	11	753
F23	Family Ties	0	0	152	1,022
F24	Fledgling Free	0	0	4	30
F25	Dependable Me	24	24	220	1,513
G26	Cafés and Catchments	117	835	2,831	7,646
G27	Thriving Independence	75	306	1,778	7,003
G28	Modern Parents	0	0	0	1,069
G29	Mid-Career Convention	0	0	0	287
H30	Primary Ambitions	0	8	805	2,521
H31	Affordable Fringe	0	0	54	454
H32	First-Rung Futures	41	86	375	2,365
H33	Contemporary Starts	0	0	0	514
H34	New Foundations	47	55	696	1,199
H35	Flying Solo	0	0	96	559

		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	103	103	685	2,726
I37	Budget Generations	0	0	2	70
I38	Economical Families	0	0	42	80
I39	Families on a Budget	0	0	417	1,996
J40	Value Rentals	0	0	0	0
J41	Youthful Endeavours	0	0	103	735
J42	Midlife Renters	0	0	29	711
J43	Renting Rooms	0	0	219	922
K44	Inner City Stalwarts	344	553	1,745	3,812
K45	City Diversity	0	188	556	925
K46	High Rise Residents	98	329	908	2,227
K47	Single Essentials	0	186	4,460	9,868
K48	Mature Workers	0	0	25	208
L49	Flatlet Seniors	59	348	1,695	3,883
L50	Pocket Pensions	0	0	24	260
L51	Retirement Communities	127	571	1,382	6,657
L52	Estate Veterans	0	42	409	1,638
L53	Seasoned Survivors	0	22	219	645
M54	Down-to-Earth Owners	0	0	86	534
M55	Back with the Folks	0	40	834	2,848
M56	Self Supporters	0	0	296	1,148
N57	Community Elders	16	58	234	249
N58	Culture & Comfort	0	0	0	51
N59	Large Family Living	0	0	0	162
N60	Ageing Access	1,554	3,431	10,202	21,192
O61	Career Builders	485	1,973	4,102	6,214
O62	Central Pulse	1,027	6,168	33,264	78,601
O63	Flexible Workforce	50	261	1,200	1,970
O64	Bus-Route Renters	682	1,904	7,038	15,449
O65	Learners & Earners	0	0	80	3,450
O66	Student Scene	0	0	162	12,049
U99	Unclassified	0	0	908	9,044
<b>Total</b>		<b>5,839</b>	<b>22,211</b>	<b>97,700</b>	<b>306,628</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

### 3. O61 Career Builders

Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties



- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. A02 Uptown Elite

High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort



- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

### 3. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



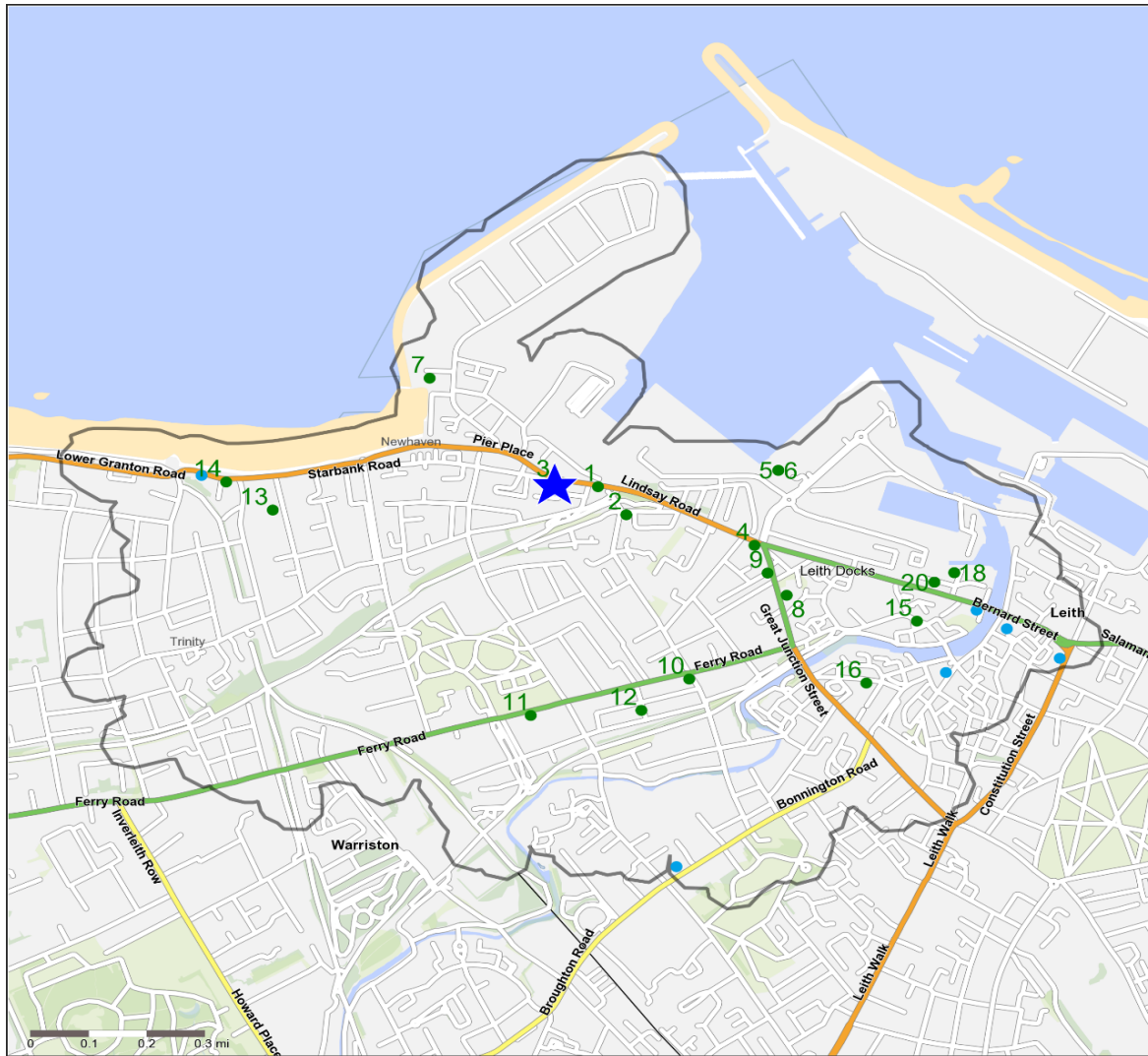
- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

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	14,342	64.6	213	3,128	14.1	86	4,739	21.3	41	
Male: Alone	8,218	37.0	124	4,512	20.3	130	9,480	42.7	80	
Male: Group	15,028	67.7	296	637	2.9	11	6,545	29.5	59	
Male: Pair	15,552	70.0	268	1,420	6.4	42	5,239	23.6	41	
Mixed Sex: Group	12,953	58.3	255	2,263	10.2	32	6,994	31.5	72	
Mixed Sex: Pair	8,128	36.6	156	7,798	35.1	108	6,284	28.3	66	
With Children	5,518	24.8	86	818	3.7	22	15,874	71.5	135	
Unknown	9,986	45.0	137	4,676	21.1	117	7,548	34.0	71	
<b>For Eating:</b>										
Upmarket	15,668	70.5	230	2,991	13.5	65	3,551	16.0	34	
Midmarket	15,943	71.8	209	2,859	12.9	143	3,408	15.3	28	
Downmarket	1,984	8.9	40	11,213	50.5	145	9,013	40.6	98	
<b>For Drinking (monthly spend):</b>										
Nothing	4,395	19.8	65	4,817	21.7	92	12,998	58.5	131	
Low (less than £10)	6,567	29.6	99	2,031	9.1	39	13,612	61.3	135	
Medium (Between £10 and £40)	14,507	65.3	214	5,080	22.9	128	2,623	11.8	23	
High (Greater than £40)	15,864	71.4	276	4,007	18.0	88	2,339	10.5	20	

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	186,749	60.9	201	30,632	10.0	61	80,202	26.2	50			
Male: Alone	87,574	28.6	96	63,479	20.7	133	146,530	47.8	90			
Male: Group	163,570	53.3	233	40,074	13.1	50	93,938	30.6	62			
Male: Pair	177,724	58.0	222	29,218	9.5	63	90,641	29.6	52			
Mixed Sex: Group	156,363	51.0	223	43,977	14.3	45	97,242	31.7	72			
Mixed Sex: Pair	120,552	39.3	168	67,618	22.1	68	109,413	35.7	83			
With Children	80,341	26.2	91	18,934	6.2	37	198,308	64.7	122			
Unknown	151,077	49.3	150	58,785	19.2	107	87,720	28.6	60			
<b>For Eating:</b>												
Upmarket	174,798	57.0	186	54,678	17.8	86	68,107	22.2	47			
Midmarket	175,096	57.1	166	45,464	14.8	164	77,022	25.1	45			
Downmarket	42,439	13.8	62	134,275	43.8	126	120,869	39.4	95			
<b>For Drinking (monthly spend):</b>												
Nothing	50,101	16.3	54	59,562	19.4	82	187,920	61.3	137			
Low (less than £10)	76,475	24.9	84	24,729	8.1	34	196,378	64.0	141			
Medium (Between £10 and £40)	183,962	60.0	196	39,107	12.8	72	74,513	24.3	48			
High (Greater than £40)	179,472	58.5	226	47,174	15.4	75	70,937	23.1	44			

## 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	Prom Bar, EH 6 4JG	*Other Small Retail Groups	2.1	0.5
2	Halfway House, EH 6 4HL	Independent Free	3.9	1.9
3	Annfield Bar, EH 6 4JF	Star Pubs & Bars	5.1	0.2
4	Portland Bar, EH 6 6LA	Independent Free	8.2	1.6
5	Ocean Kitchen & Ocean Bar, EH 6 6JJ	Fuller Thomson	9.4	2.1
6	Sky Bar & Restaurant, EH 6 6JJ	Fuller Thomson	9.4	2.1
7	Newhaven Quay, EH 6 4TX	Whitbread	9.7	1.7
8	Swanneys Bar, EH 6 6HP	Unknown	10.3	2.2
9	Vine Bar, EH 6 6HS	Caledonian Heritable	10.6	2.2
10	Village Inn, EH 6 4DN	Independent Free	11.2	3.3
11	Victoria Park Hotel, EH 6 4NN	Independent Free	13.9	3.4
12	Lord Nelson, EH 6 4DG	Admiral Taverns Ltd	13.9	3.7
13	Starbank Inn, EH 5 3BZ	Greene King	14.2	3.2
14	Old Chain Pier, EH 5 3EE	Star Pubs & Bars	14.8	2.8
15	Roseleaf, EH 6 6EW	Trust Inns	14.8	3.0
16	Gladstones, EH 6 6TJ	*Other Small Retail Groups	15.7	3.2
17	Shebeen, EH 6 6LU	Independent Free	16.0	3.1
18	Teuchters Landing, EH 6 6LU	Independent Free	16.0	3.1
19	Quay Commons, EH 6 6LX	Independent Free	16.3	3.3
20	Wolf And Water, EH 6 6LX	Independent Free	16.3	3.3