

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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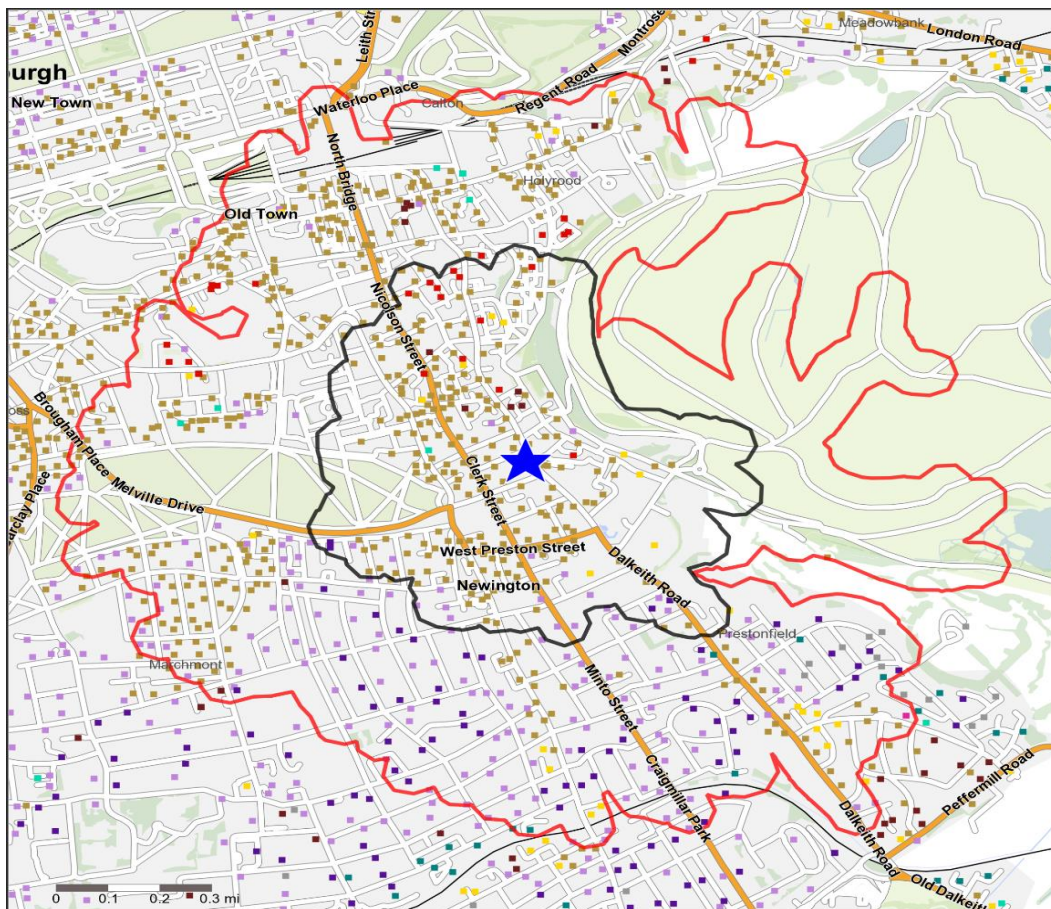
Number of Pubs	28	119	512
Catchment Adults 18+	15,599	39,399	421,815
Catchment Adults 18+ Per Pub	557	331	824
Populaton Projection 2018 to 2028 (% change)	12.10%	12.05%	8.35%

		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	12,571	80.6	156	1	Bit of Style	30,462	77.3	149	1	High Street Pub	299,955	71.1	137
2	Bit of Style	12,062	77.3	166	2	High Street Pub	28,829	73.2	157	2	Bit of Style	195,240	46.3	99
3	Circuit Bar	11,474	73.6	117	3	Circuit Bar	25,938	65.8	104	3	Community Pub	186,876	44.3	70
4	Craft Led	11,406	73.1	566	4	Craft Led	25,587	64.9	502	4	Great Pub Great Food	158,470	37.6	291
5	Community Pub	5,408	34.7	86	5	Community Pub	11,978	30.4	75	5	Circuit Bar	151,562	35.9	89
6	Premium Local	1,050	6.7	25	6	Great Pub Great Food	6,210	15.8	59	6	Craft Led	132,033	31.3	117
7	Great Pub Great Food	639	4.1	40	7	Premium Local	3,770	9.6	93	7	Premium Local	131,826	31.3	303

	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	1,380	8.8	100	4,282	10.9	123	55,480	13.2	149
C1	3,285	21.1	172	7,983	20.3	165	68,849	16.3	133
C2	403	2.6	31	1,012	2.6	31	24,871	5.9	71
DE	994	6.4	62	2,150	5.5	53	40,451	9.6	93

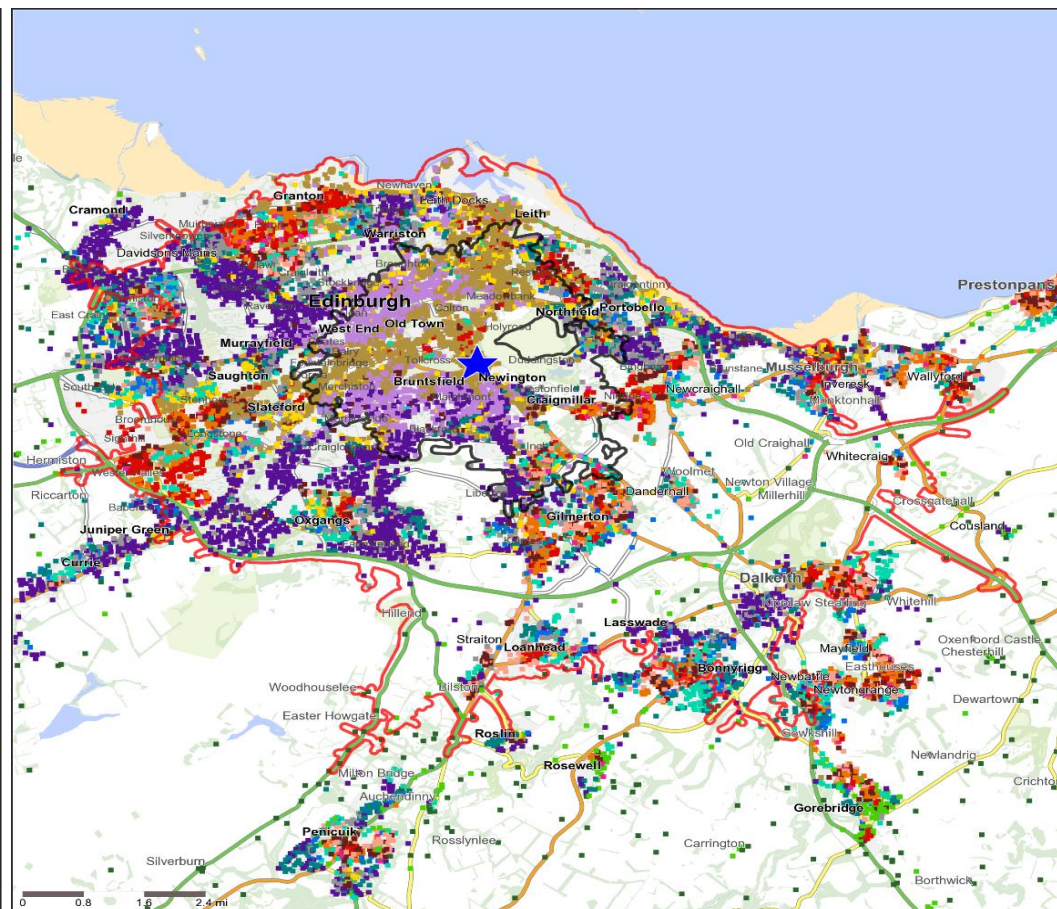
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,896	18.6	56	5,429	13.8	42	108,120	25.6	77
Medium (7-13)	4,257	27.3	82	10,491	26.6	80	134,023	31.8	96
High (14-19)	1,120	7.2	25	6,894	17.5	62	127,421	30.2	106

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		76	837	4,367	5,385
A02	Uptown Elite		281	2,547	17,215	24,301
A03	Penthouse Chic		4	175	1,365	1,365
A04	Metro High-Flyers		184	1,182	14,074	16,859
B05	Premium Fortunes		52	834	3,570	14,212
B06	Diamond Days		0	167	2,480	18,812
B07	Alpha Families		0	4	273	6,401
B08	Bank of Mum and Dad		0	0	421	4,739
B09	Empty-Nest Adventure		0	19	167	4,207
C10	Wealthy Landowners		0	0	0	181
C11	Rural Vogue		0	0	0	74
C12	Scattered Homesteads		0	0	0	32
C13	Village Retirement		0	0	0	28
D14	Satellite Settlers		0	0	0	237
D15	Local Focus		0	0	0	1
D16	Outlying Seniors		0	0	0	44
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	220	1,978	16,768
E19	Bungalow Heaven		0	0	0	825
E20	Classic Grandparents		0	0	243	2,993
E21	Solo Retirees		0	0	594	6,148
F22	Boomerang Boarders		0	0	65	2,349
F23	Family Ties		0	0	30	1,356
F24	Fledgling Free		0	0	12	551
F25	Dependable Me		0	0	192	3,017
G26	Cafés and Catchments		0	139	2,261	9,536
G27	Thriving Independence		0	17	2,231	9,180
G28	Modern Parents		0	0	0	4,819
G29	Mid-Career Convention		0	0	0	913
H30	Primary Ambitions		0	0	750	7,449
H31	Affordable Fringe		0	0	59	2,290
H32	First-Rung Futures		0	5	188	4,337
H33	Contemporary Starts		0	0	13	2,763
H34	New Foundations		114	218	698	1,745
H35	Flying Solo		0	0	98	828

			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	0	793	6,190
I37	Budget Generations		0	0	16	1,021
I38	Economical Families		0	0	42	266
I39	Families on a Budget		0	0	102	5,003
J40	Value Rentals		0	0	0	129
J41	Youthful Endeavours		0	0	307	1,045
J42	Midlife Renters		0	13	298	1,402
J43	Renting Rooms		0	0	105	1,051
K44	Inner City Stalwarts		701	1,118	2,661	3,977
K45	City Diversity		0	26	173	1,308
K46	High Rise Residents		0	185	962	3,992
K47	Single Essentials		0	65	1,745	19,871
K48	Mature Workers		0	0	2	456
L49	Flatlet Seniors		69	69	1,529	5,878
L50	Pocket Pensions		0	0	160	1,495
L51	Retirement Communities		156	376	3,330	8,821
L52	Estate Veterans		0	0	234	5,886
L53	Seasoned Survivors		0	0	259	1,300
M54	Down-to-Earth Owners		0	0	0	2,395
M55	Back with the Folks		0	0	825	7,245
M56	Self Supporters		0	0	350	2,843
N57	Community Elders		0	0	75	254
N58	Culture & Comfort		0	0	22	51
N59	Large Family Living		0	0	0	162
N60	Ageing Access		319	953	10,820	25,834
O61	Career Builders		42	69	1,574	7,783
O62	Central Pulse		6,395	14,694	68,266	80,092
O63	Flexible Workforce		7	7	809	2,081
O64	Bus-Route Renters		0	377	4,524	23,125
O65	Learners & Earners		836	2,071	3,065	3,573
O66	Student Scene		4,122	8,501	12,049	12,103
U99	Unclassified		2,241	4,511	8,074	10,440
Total			15,599	39,399	176,515	421,817

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. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

3. 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

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. 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. A02 Uptown Elite














































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



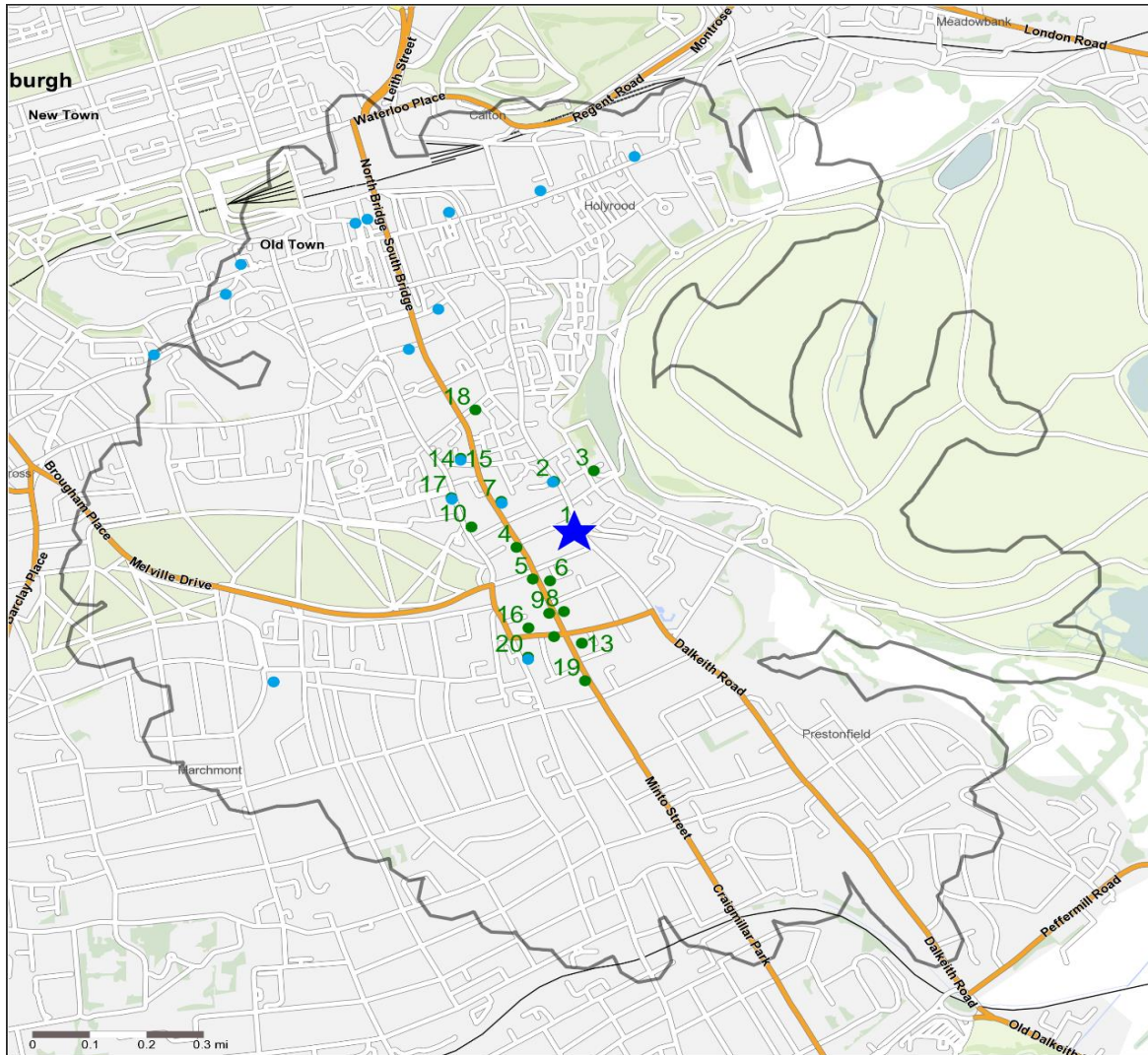
- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

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	30,494	77.4	256		1,255	3.2	19		3,139	8.0	15	
Male: Alone	7,003	17.8	60		11,384	28.9	185		16,501	41.9	79	
Male: Group	20,746	52.7	230		10,822	27.5	105		3,319	8.4	17	
Male: Pair	22,475	57.0	219		1,580	4.0	26		10,833	27.5	48	
Mixed Sex: Group	28,202	71.6	313		3,453	8.8	27		3,233	8.2	19	
Mixed Sex: Pair	25,656	65.1	278		2,617	6.6	20		6,615	16.8	39	
With Children	5,215	13.2	46		174	0.4	3		29,499	74.9	141	
Unknown	28,886	73.3	223		1,413	3.6	20		4,589	11.6	24	
For Eating:												
Upmarket	27,993	71.1	232		3,982	10.1	49		2,913	7.4	16	
Midmarket	28,218	71.6	209		3,729	9.5	105		2,941	7.5	13	
Downmarket	10,949	27.8	125		17,116	43.4	125		6,823	17.3	42	
For Drinking (monthly spend):												
Nothing	2,136	5.4	18		5,338	13.5	57		27,414	69.6	155	
Low (less than £10)	3,825	9.7	33		2,461	6.2	27		28,602	72.6	160	
Medium (Between £10 and £40)	22,606	57.4	188		2,597	6.6	37		9,685	24.6	49	
High (Greater than £40)	22,878	58.1	224		2,512	6.4	31		9,498	24.1	46	

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	235,925	55.9	185		41,833	9.9	61		133,617	31.7	61	
Male: Alone	119,360	28.3	95		88,094	20.9	134		203,922	48.3	91	
Male: Group	191,514	45.4	199		70,274	16.7	64		149,587	35.5	71	
Male: Pair	223,730	53.0	203		39,186	9.3	61		148,459	35.2	61	
Mixed Sex: Group	189,816	45.0	197		71,700	17.0	53		149,859	35.5	81	
Mixed Sex: Pair	148,256	35.1	150		108,423	25.7	79		154,696	36.7	86	
With Children	115,256	27.3	94		38,735	9.2	55		257,385	61.0	115	
Unknown	170,782	40.5	123		94,650	22.4	125		145,944	34.6	72	
For Eating:												
Upmarket	212,151	50.3	164		80,630	19.1	92		118,594	28.1	60	
Midmarket	220,748	52.3	152		54,226	12.9	142		136,402	32.3	58	
Downmarket	70,188	16.6	75		176,948	41.9	120		164,239	38.9	94	
For Drinking (monthly spend):												
Nothing	88,761	21.0	70		87,723	20.8	88		234,890	55.7	124	
Low (less than £10)	118,178	28.0	94		41,698	9.9	42		251,499	59.6	131	
Medium (Between £10 and £40)	232,855	55.2	180		56,195	13.3	75		122,325	29.0	58	
High (Greater than £40)	213,986	50.7	196		76,611	18.2	88		120,778	28.6	55	

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	Montague, EH 8 9QY	Star Pubs & Bars	0.3	0.1
2	Auld Hoose, EH 8 9QN	Star Pubs & Bars	2.1	0.5
3	Jeannie Deans Tryst, EH 8 9SB	G1 Group	2.7	1.0
4	Quarter Gill, EH 8 9JG	Independent Free	3.0	0.8
5	Southern Bar, EH 8 9PR	Retail & Licensed Properties	3.9	0.8
6	Cafe De La Poste, EH 8 9NZ	Independent Free	3.9	0.9
7	Dog House, EH 8 9HX	Independent Free	4.8	1.1
8	Abbey, EH 8 9PP	Greene King	5.1	1.0
9	Clerks, EH 8 9PT	Maclay Inns	5.1	1.1
10	Dagda Bar, EH 8 9NG	Unknown	5.4	1.4
11	Cask & Barrel, EH 8 9PZ	Independent Free	6.0	1.3
12	Apiary, EH 9 1QR	Independent Free	6.0	1.3
13	Southpour, EH 9 1QR	Retail & Licensed Properties	6.0	1.3
14	56 North, EH 8 9JP	Caledonian Heritable	6.3	1.5
15	Green Mantle, EH 8 9JP	Star Pubs & Bars	6.3	1.5
16	Drouthy Neebours, EH 8 9PX	Greene King	6.6	1.4
17	Harry's Southside, EH 8 9LP	Independent Free	6.9	1.6
18	Southsider, EH 8 9EF	Stonegate Pub Company	7.2	1.7
19	Mockingbird, EH 9 1QN	Hawthorn Leisure	7.9	1.7
20	Victoria Bar, EH 9 1QF	Star Pubs & Bars	7.9	1.9