

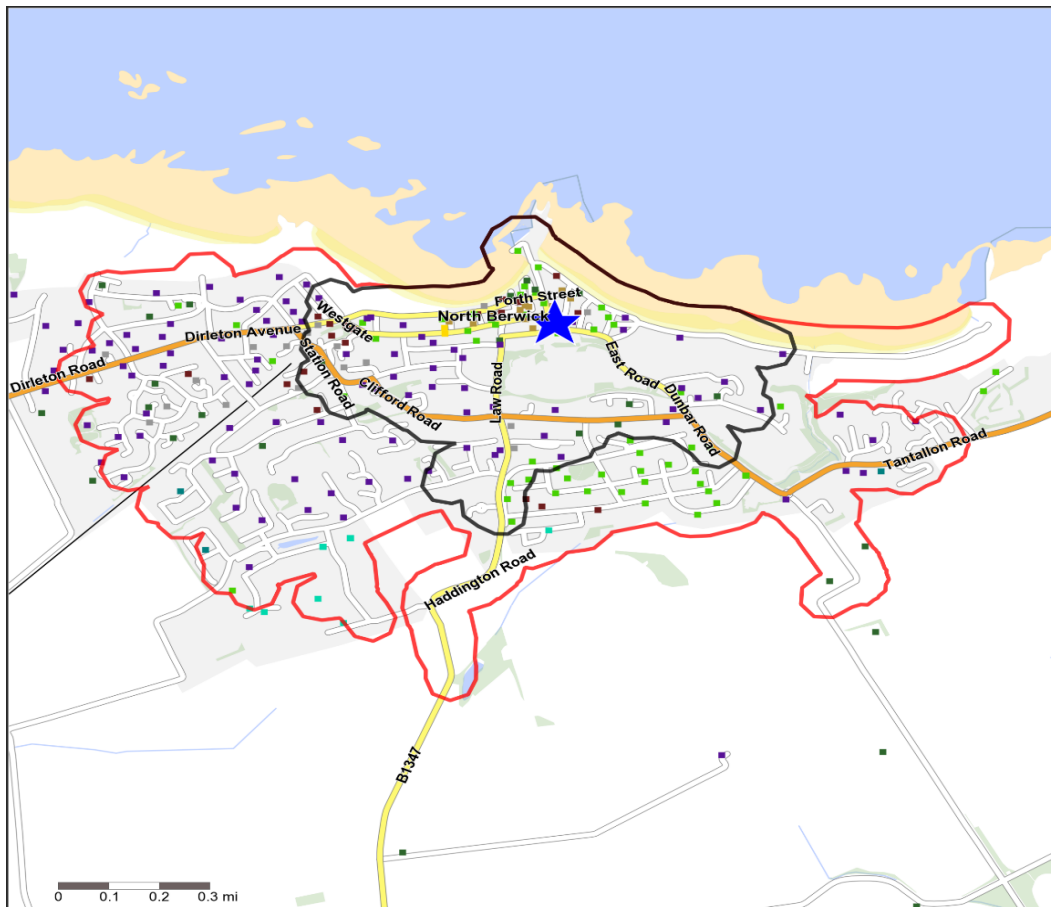
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	6	7	28
Catchment Adults 18+	2,218	5,570	25,744
Catchment Adults 18+ Per Pub	370	796	919
Populaton Projection 2018 to 2028 (% change)	6.31%	5.90%	6.91%

		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	Great Pub Great Food	1,427	64.3	124	<div></div>	1	Premium Local	3,711	66.6	129	<div></div>	1	Premium Local	16,473	64.0	124	<div></div>
2	Premium Local	1,427	64.3	138	<div></div>	2	Great Pub Great Food	3,534	63.4	136	<div></div>	2	Great Pub Great Food	14,928	58.0	124	<div></div>
3	Community Pub	888	40.0	64	<div></div>	3	Community Pub	1,926	34.6	55	<div></div>	3	Community Pub	10,679	41.5	66	<div></div>
4	High Street Pub	778	35.1	271	<div></div>	4	High Street Pub	1,493	26.8	207	<div></div>	4	High Street Pub	9,842	38.2	296	<div></div>
5	Circuit Bar	278	12.5	31	<div></div>	5	Circuit Bar	455	8.2	20	<div></div>	5	Bit of Style	3,017	11.7	29	<div></div>
6	Bit of Style	0	0.0	0	<div></div>	6	Bit of Style	319	5.7	21	<div></div>	6	Circuit Bar	2,044	7.9	30	<div></div>
7	Craft Led	0	0.0	0	<div></div>	7	Craft Led	0	0.0	0	<div></div>	7	Craft Led	391	1.5	15	<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	281	12.7	143	683	12.3	139	3,012	11.7	132
C1	275	12.4	101	619	11.1	91	2,867	11.1	91
C2	115	5.2	63	293	5.3	64	1,879	7.3	88
DE	143	6.4	63	364	6.5	63	1,858	7.2	70

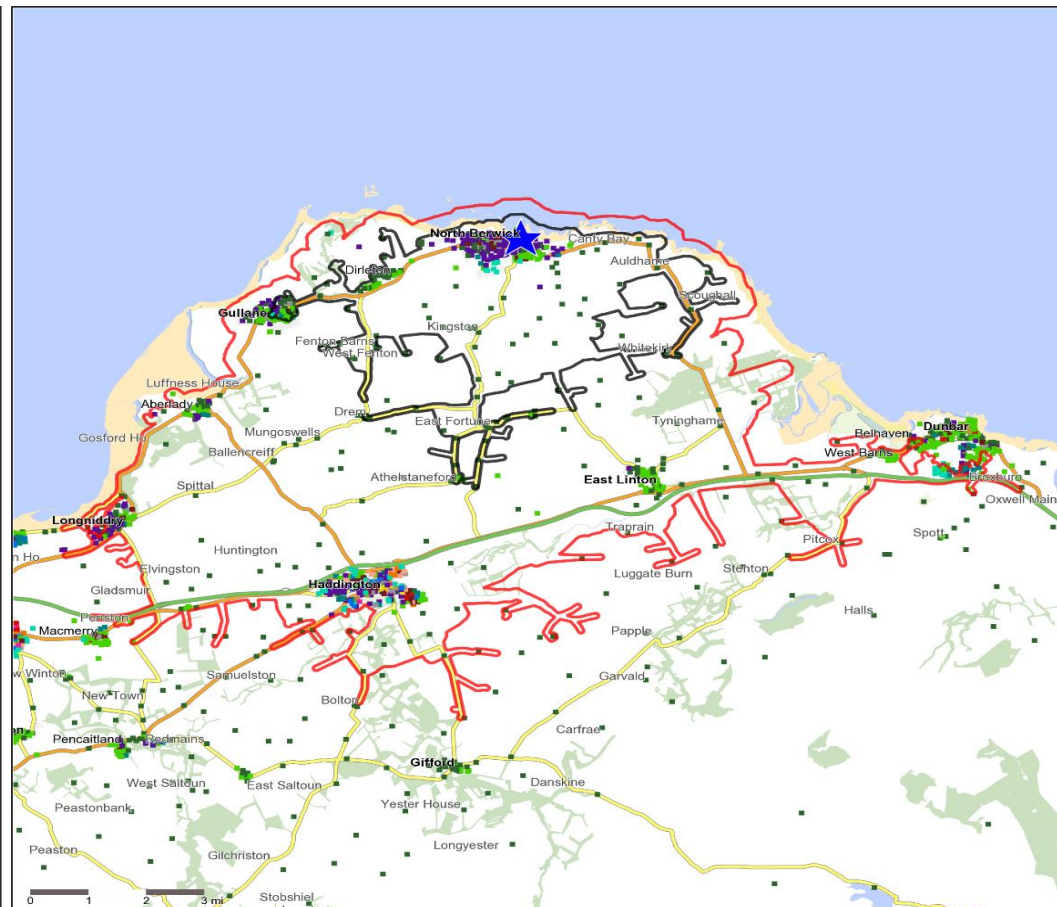
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	198	8.9	27	708	12.7	38	4,264	16.6	50
Medium (7-13)	493	22.2	67	1,179	21.2	64	7,733	30.0	91
High (14-19)	1,097	49.5	174	2,934	52.7	185	11,554	44.9	158

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	44	317	464	666
	B06	Diamond Days	339	738	1,042	1,568
	B07	Alpha Families	322	935	1,128	2,188
	B08	Bank of Mum and Dad	16	196	196	382
	B09	Empty-Nest Adventure	69	70	70	807
	C10	Wealthy Landowners	0	26	352	1,323
	C11	Rural Vogue	0	30	484	1,483
	C12	Scattered Homesteads	0	18	150	590
	C13	Village Retirement	130	343	590	1,598
	D14	Satellite Settlers	393	532	750	1,576
	D15	Local Focus	110	558	891	2,221
	D16	Outlying Seniors	139	312	768	2,799
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	115	186	190	254
	E19	Bungalow Heaven	18	136	224	440
	E20	Classic Grandparents	0	0	0	7
	E21	Solo Retirees	0	0	0	136
	F22	Boomerang Boarders	0	0	0	149
	F23	Family Ties	0	0	0	13
	F24	Fledgling Free	0	0	0	171
	F25	Dependable Me	0	0	0	323
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	0	0	0	78
	G28	Modern Parents	0	143	237	1,291
	G29	Mid-Career Convention	0	0	0	444
	H30	Primary Ambitions	0	0	0	0
	H31	Affordable Fringe	0	0	0	341
	H32	First-Rung Futures	0	0	0	181
	H33	Contemporary Starts	0	56	72	365
	H34	New Foundations	0	121	159	523
	H35	Flying Solo	0	0	9	105

			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	0	94
	I37	Budget Generations	0	0	0	207
	I38	Economical Families	0	0	0	0
	I39	Families on a Budget	0	0	0	86
	J40	Value Rentals	0	0	0	10
	J41	Youthful Endeavours	0	0	0	62
	J42	Midlife Renters	0	0	0	78
	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	0	85
	K48	Mature Workers	0	0	0	98
	L49	Flatlet Seniors	0	0	0	67
	L50	Pocket Pensions	0	32	32	208
	L51	Retirement Communities	236	413	414	582
	L52	Estate Veterans	0	119	119	604
	L53	Seasoned Survivors	0	0	0	0
	M54	Down-to-Earth Owners	0	0	0	140
	M55	Back with the Folks	0	0	0	469
	M56	Self Supporters	0	0	0	9
	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	11	11	11	180
	O61	Career Builders	0	0	0	20
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	278	278	278	723
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	0	0
Total			2,220	5,570	8,630	25,744

Top 3 Mosaic Types in a 20 Minute Walktime

1. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

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. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. 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

3. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
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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	804	14.4	48		2,026	36.4	222		2,740	49.2	94	
Male: Alone	1,046	18.8	63		143	2.6	16		4,381	78.7	148	
Male: Group	321	5.8	25		1,233	22.1	85		4,015	72.1	145	
Male: Pair	853	15.3	59		121	2.2	14		4,596	82.5	144	
Mixed Sex: Group	606	10.9	48		2,080	37.3	117		2,884	51.8	118	
Mixed Sex: Pair	1,149	20.6	88		890	16.0	49		3,531	63.4	148	
With Children	421	7.6	26		1,352	24.3	144		3,797	68.2	129	
Unknown	1,233	22.1	67		1,379	24.8	138		2,958	53.1	111	
For Eating:												
Upmarket	541	9.7	32		1,199	21.5	103		3,830	68.8	146	
Midmarket	485	8.7	25		0	0.0	0		5,085	91.3	165	
Downmarket	278	5.0	22		1,481	26.6	76		3,810	68.4	164	
For Drinking (monthly spend):												
Nothing	1,094	19.6	65		689	12.4	52		3,786	68.0	152	
Low (less than £10)	1,518	27.3	91		1,847	33.2	141		2,205	39.6	87	
Medium (Between £10 and £40)	1,474	26.5	87		1,600	28.7	161		2,495	44.8	89	
High (Greater than £40)	420	7.5	29		1,359	24.4	119		3,792	68.1	130	

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	4,268	16.6	55	6,647	25.8	158	14,828	57.6	111
Male: Alone	6,279	24.4	82	2,014	7.8	50	17,451	67.8	127
Male: Group	2,387	9.3	41	5,795	22.5	86	17,562	68.2	137
Male: Pair	3,499	13.6	52	1,172	4.6	30	21,072	81.9	143
Mixed Sex: Group	2,594	10.1	44	11,757	45.7	143	11,392	44.3	101
Mixed Sex: Pair	5,680	22.1	94	7,291	28.3	87	12,773	49.6	116
With Children	3,677	14.3	49	4,796	18.6	111	17,270	67.1	127
Unknown	6,666	25.9	79	3,745	14.5	81	15,333	59.6	124
For Eating:									
Upmarket	3,397	13.2	43	4,409	17.1	82	17,937	69.7	147
Midmarket	2,316	9.0	26	347	1.3	15	23,080	89.7	162
Downmarket	2,641	10.3	46	9,525	37.0	106	13,578	52.7	127
For Drinking (monthly spend):									
Nothing	7,775	30.2	100	5,814	22.6	96	12,154	47.2	105
Low (less than £10)	8,046	31.3	105	10,048	39.0	166	7,650	29.7	66
Medium (Between £10 and £40)	6,523	25.3	83	6,753	26.2	147	12,467	48.4	96
High (Greater than £40)	3,518	13.7	53	5,551	21.6	105	16,674	64.8	124

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Linton Hotel, EH40 3AF	Independent Free	0.0	14.3
2	Ducks Inn, EH32 0RE	Independent Free	0.0	15.0
3	Old Aberlady Inn, EH32 0RF	Punch Pub Company	0.0	15.3
4	Mercat Hotel, EH41 3EP	Star Pubs & Bars	0.0	16.3
5	Gardeners Arms, EH41 3JQ	Hawthorn Leisure	0.0	16.4
6	George Hotel, EH41 3ET	Independent Free	0.0	16.6
7	Golf Tavern, EH41 4AU	Independent Free	0.0	17.2
8	Waterside, EH41 4AT	Independent Free	0.0	17.3
9	Ship Inn, EH39 4HJ	Unknown	0.6	0.5
10	County Hotel, EH39 4HH	Star Pubs & Bars	1.5	0.4
11	Auld Hoose, EH39 4HX	Greene King	3.0	1.0
12	Puffin, EH39 4HE	Independent Free	3.3	0.8
13	Golfers Rest, EH39 4HD	Punch Pub Company	4.5	0.8
14	Herringbone, EH39 4AE	Independent Free	5.1	1.2
15	Nether Abbey Hotel, EH39 4BQ	Unknown	16.6	3.5
16	Open Arms, EH39 5EG	Independent Free	53.1	7.4
17	Archerfield Walled Garden, EH39 5HQ	Independent Free	81.2	9.1
18	Golf Inn, EH31 2AA	Independent Free	96.3	10.4
19	Mallard Hotel, EH31 2AF	Independent Free	101.3	10.9
20	Old Clubhouse Inn, EH31 2AF	Independent Free	101.3	10.9