

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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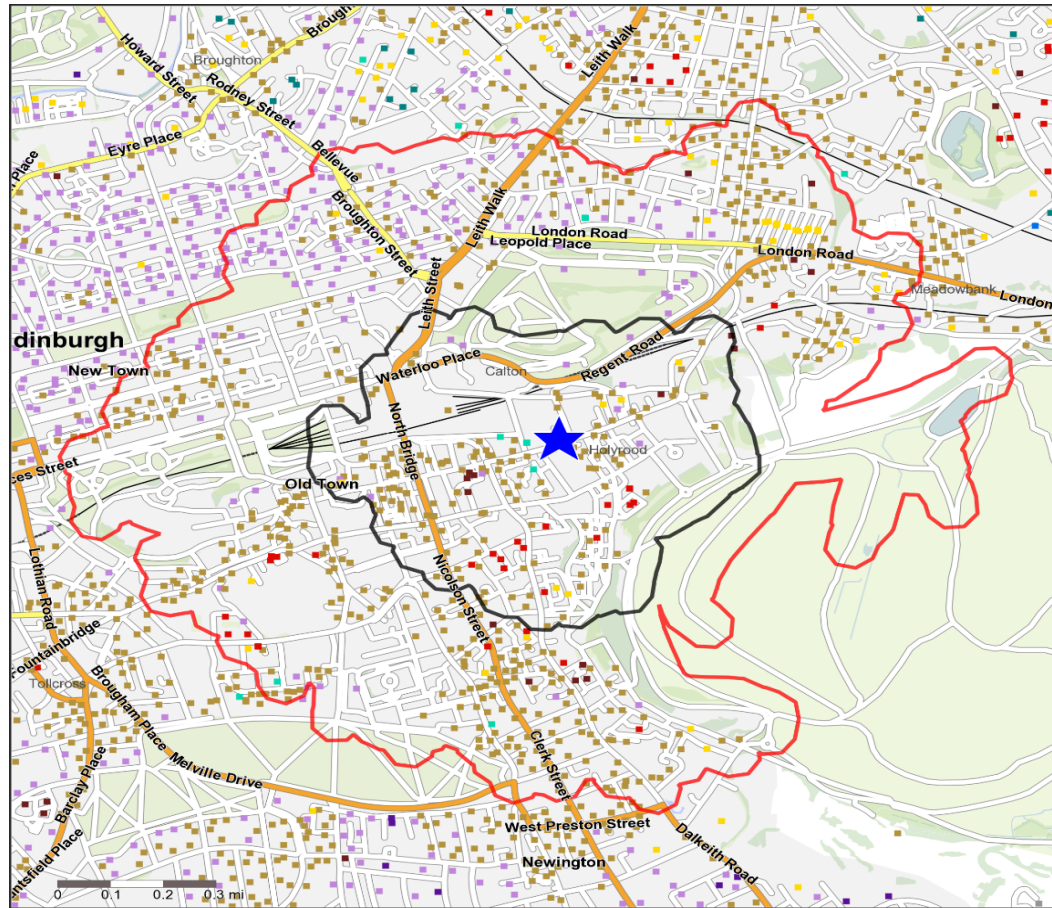
Number of Pubs	53	187	493
Catchment Adults 18+	9,151	33,825	406,568
Catchment Adults 18+ Per Pub	173	181	825
Populaton Projection 2018 to 2028 (% change)	7.35%	10.18%	8.24%

		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	7,295	79.7	154	1	Bit of Style	27,786	82.1	159	1	High Street Pub	287,544	70.7	137
2	Bit of Style	6,262	68.4	147	2	High Street Pub	25,952	76.7	165	2	Bit of Style	191,251	47.0	101
3	Circuit Bar	6,180	67.5	107	3	Circuit Bar	23,253	68.7	109	3	Community Pub	177,373	43.6	69
4	Craft Led	6,141	67.1	519	4	Craft Led	23,055	68.2	527	4	Great Pub Great Food	154,025	37.9	293
5	Community Pub	3,001	32.8	81	5	Community Pub	7,896	23.3	58	5	Circuit Bar	147,894	36.4	90
6	Great Pub Great Food	251	2.7	10	6	Great Pub Great Food	4,770	14.1	53	6	Craft Led	129,860	31.9	119
7	Premium Local	50	0.5	5	7	Premium Local	982	2.9	28	7	Premium Local	124,231	30.6	297

	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	655	7.2	81	4,463	13.2	149	54,617	13.4	152
C1	1,720	18.8	153	7,394	21.9	178	67,017	16.5	134
C2	353	3.9	47	1,299	3.8	47	23,107	5.7	69
DE	815	8.9	87	2,697	8.0	77	38,665	9.5	92

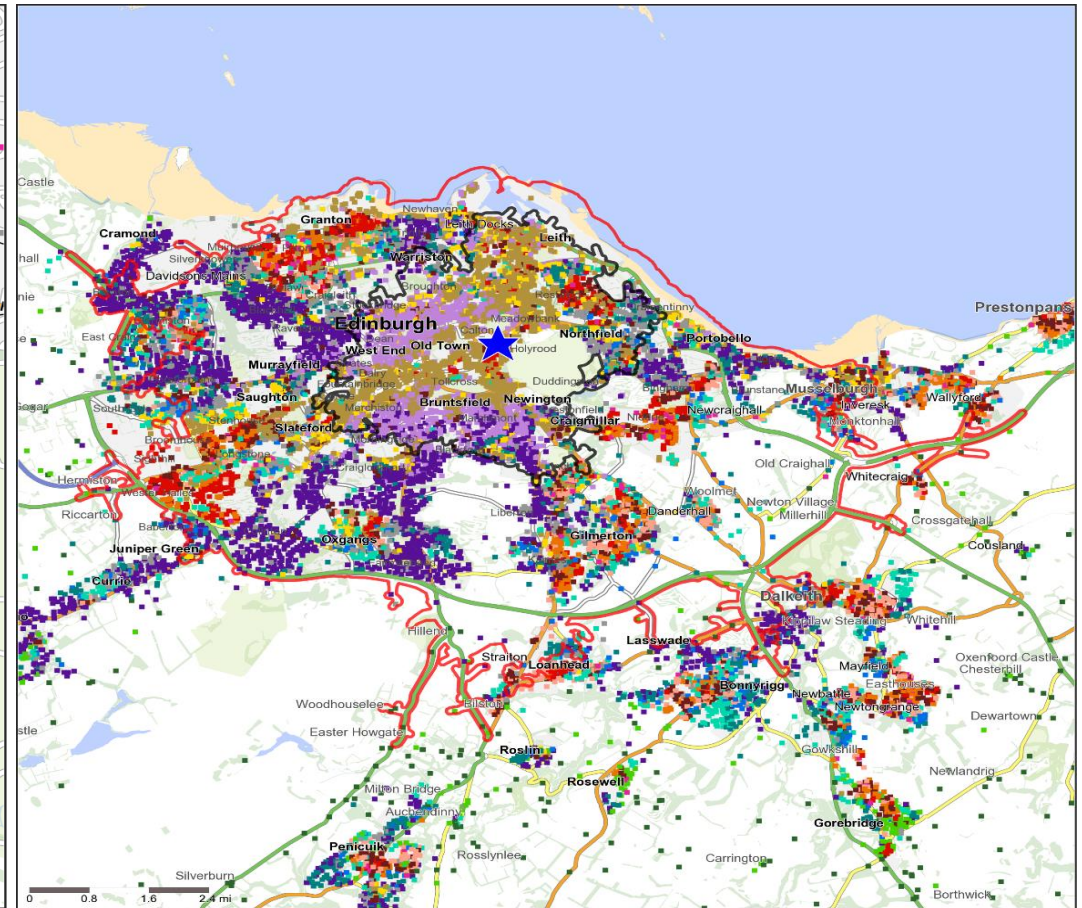
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,208	24.1	73	6,734	19.9	60	101,609	25.0	75
Medium (7-13)	1,918	21.0	63	10,499	31.0	94	128,679	31.7	95
High (14-19)	380	4.2	15	3,447	10.2	36	124,725	30.7	108

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	34	361	4,513	5,385		
A02	Uptown Elite	29	1,178	19,345	24,303		
A03	Penthouse Chic	95	433	1,365	1,365		
A04	Metro High-Flyers	93	2,790	16,307	16,859		
B05	Premium Fortunes	0	0	2,685	14,173		
B06	Diamond Days	0	0	1,614	18,914		
B07	Alpha Families	0	0	171	6,028		
B08	Bank of Mum and Dad	0	0	330	4,653		
B09	Empty-Nest Adventure	0	0	206	3,589		
C10	Wealthy Landowners	0	0	0	125		
C11	Rural Vogue	0	0	0	34		
C12	Scattered Homesteads	0	0	0	19		
C13	Village Retirement	0	0	0	8		
D14	Satellite Settlers	0	0	0	169		
D15	Local Focus	0	0	0	0		
D16	Outlying Seniors	0	0	0	9		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	0	3,572	17,307		
E19	Bungalow Heaven	0	0	86	458		
E20	Classic Grandparents	0	0	639	2,810		
E21	Solo Retirees	0	0	699	5,671		
F22	Boomerang Boarders	0	0	101	2,006		
F23	Family Ties	0	0	345	1,158		
F24	Fledgling Free	0	0	4	158		
F25	Dependable Me	0	0	255	2,578		
G26	Cafés and Catchments	0	0	3,578	9,768		
G27	Thriving Independence	0	0	2,590	9,421		
G28	Modern Parents	0	0	0	2,904		
G29	Mid-Career Convention	0	0	2	416		
H30	Primary Ambitions	0	0	369	7,145		
H31	Affordable Fringe	0	0	0	1,348		
H32	First-Rung Futures	0	0	178	3,765		
H33	Contemporary Starts	0	0	4	1,920		
H34	New Foundations	30	466	795	1,581		
H35	Flying Solo	0	0	105	640		

				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	224	5,765		
I37	Budget Generations	0	0	0	441		
I38	Economical Families	0	0	42	258		
I39	Families on a Budget	0	0	61	4,808		
J40	Value Rentals	0	0	0	0		
J41	Youthful Endeavours	0	0	152	999		
J42	Midlife Renters	0	0	38	1,302		
J43	Renting Rooms	0	0	51	1,051		
K44	Inner City Stalwarts	581	1,196	3,216	3,977		
K45	City Diversity	0	26	405	1,308		
K46	High Rise Residents	185	185	1,179	4,085		
K47	Single Essentials	65	65	2,364	18,310		
K48	Mature Workers	0	0	0	456		
L49	Flatlet Seniors	0	226	1,974	5,809		
L50	Pocket Pensions	0	0	25	940		
L51	Retirement Communities	209	537	3,799	9,132		
L52	Estate Veterans	0	0	314	3,845		
L53	Seasoned Survivors	0	0	197	1,320		
M54	Down-to-Earth Owners	0	0	0	1,459		
M55	Back with the Folks	0	0	253	5,943		
M56	Self Supporters	0	0	101	2,771		
N57	Community Elders	0	54	249	254		
N58	Culture & Comfort	0	0	0	51		
N59	Large Family Living	0	0	0	162		
N60	Ageing Access	177	1,223	13,610	26,387		
O61	Career Builders	0	7	2,347	7,929		
O62	Central Pulse	4,280	17,782	75,703	80,092		
O63	Flexible Workforce	7	9	1,202	2,084		
O64	Bus-Route Renters	104	172	6,965	22,828		
O65	Learners & Earners	13	499	3,174	3,573		
O66	Student Scene	1,680	4,259	12,049	12,103		
U99	Unclassified	1,568	2,355	7,973	10,441		
Total				9,150	33,823	197,525	406,570

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. A04 Metro High-Flyers

Career-minded 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities



- Late 20s and 30s
- High priced 1 or 2 bed apartments
- Renting alone or sharing
- Highly educated professionals
- Easily commutable suburbs
- IT savvy

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



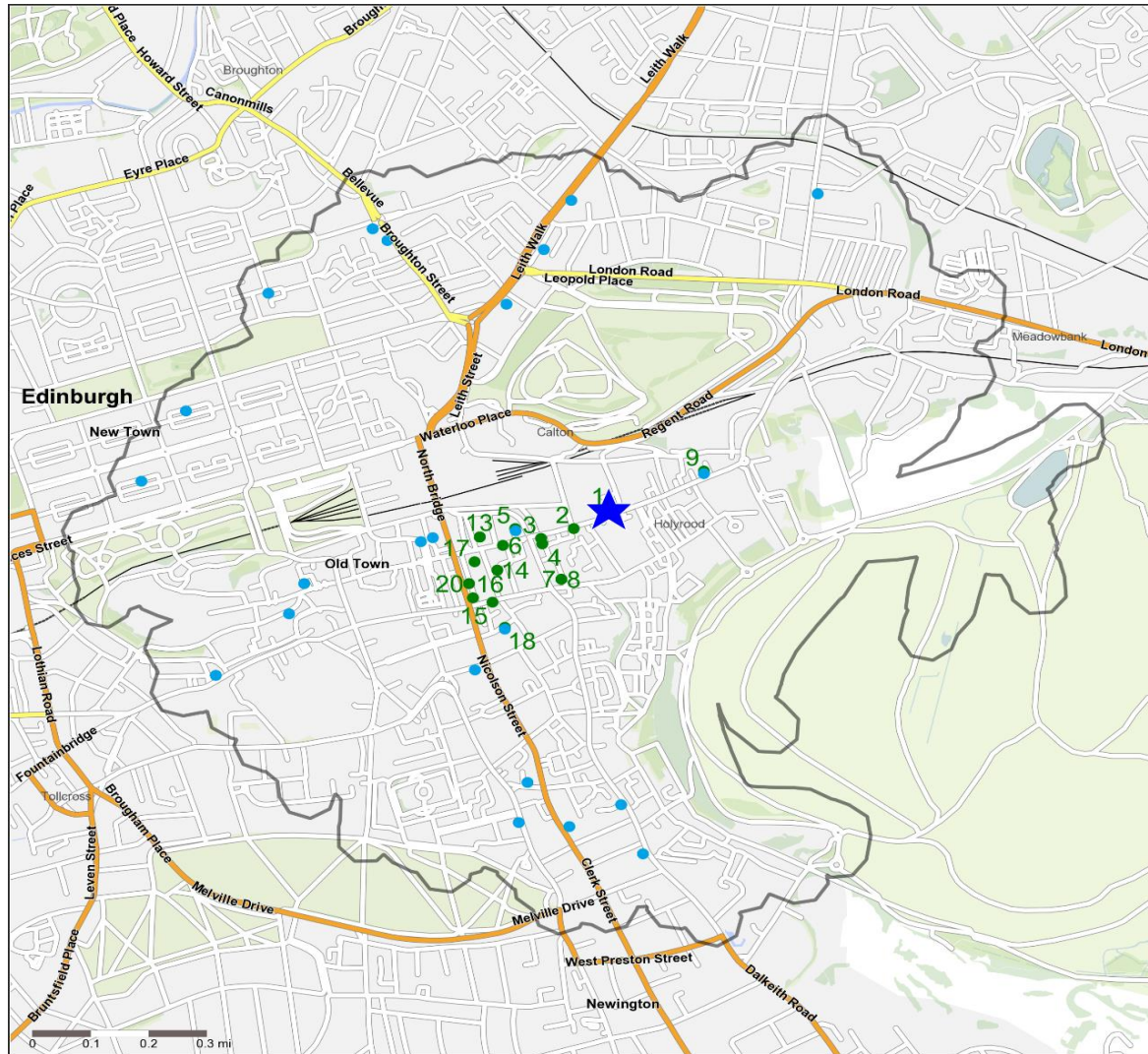
- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

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	26,227	77.5	256		2,797	8.3	51		2,446	7.2	14	
Male: Alone	7,013	20.7	70		5,695	16.8	108		18,762	55.5	104	
Male: Group	22,139	65.5	286		5,063	15.0	57		4,268	12.6	25	
Male: Pair	23,073	68.2	262		3,743	11.1	73		4,653	13.8	24	
Mixed Sex: Group	25,911	76.6	335		1,765	5.2	16		3,793	11.2	26	
Mixed Sex: Pair	22,713	67.1	286		2,902	8.6	26		5,855	17.3	41	
With Children	4,912	14.5	50		9	0.0	0		26,549	78.5	148	
Unknown	27,631	81.7	249		1,075	3.2	18		2,764	8.2	17	
For Eating:												
Upmarket	26,742	79.1	258		2,960	8.8	42		1,768	5.2	11	
Midmarket	25,478	75.3	219		3,968	11.7	130		2,023	6.0	11	
Downmarket	4,931	14.6	66		20,731	61.3	176		5,808	17.2	41	
For Drinking (monthly spend):												
Nothing	2,538	7.5	25		2,035	6.0	25		26,897	79.5	177	
Low (less than £10)	2,455	7.3	24		671	2.0	8		28,343	83.8	185	
Medium (Between £10 and £40)	23,527	69.6	227		1,930	5.7	32		6,013	17.8	35	
High (Greater than £40)	24,468	72.3	279		1,422	4.2	20		5,580	16.5	32	

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	229,326	56.4	186		39,591	9.7	60		127,209	31.3	60	
Male: Alone	114,430	28.1	95		84,277	20.7	133		197,419	48.6	91	
Male: Group	188,777	46.4	203		65,037	16.0	61		142,312	35.0	71	
Male: Pair	217,282	53.4	205		37,473	9.2	60		141,371	34.8	61	
Mixed Sex: Group	186,483	45.9	201		64,389	15.8	50		145,254	35.7	81	
Mixed Sex: Pair	141,745	34.9	149		104,410	25.7	79		149,971	36.9	86	
With Children	107,895	26.5	92		36,678	9.0	54		251,553	61.9	117	
Unknown	164,723	40.5	123		93,606	23.0	128		137,797	33.9	71	
For Eating:												
Upmarket	207,504	51.0	167		76,153	18.7	90		112,469	27.7	59	
Midmarket	216,866	53.3	155		53,374	13.1	146		125,886	31.0	56	
Downmarket	64,264	15.8	71		170,466	41.9	120		161,396	39.7	95	
For Drinking (monthly spend):												
Nothing	82,398	20.3	67		83,053	20.4	86		230,676	56.7	127	
Low (less than £10)	112,064	27.6	92		38,591	9.5	40		245,471	60.4	133	
Medium (Between £10 and £40)	226,734	55.8	182		54,342	13.4	75		115,050	28.3	56	
High (Greater than £40)	209,667	51.6	199		73,787	18.1	88		112,672	27.7	53	

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	Tolbooth Tavern, EH 8 8BN	Star Pubs & Bars	0.0	0.1
2	Canons Gait Restaurant, EH 8 8DQ	DM Stewart Ltd	1.2	0.4
3	White Horse Bar, EH 8 8AA	Punch Pub Company	2.7	0.6
4	Circus, EH 1 1SU	Unknown	3.0	0.9
5	No 1 High Street, EH 1 1SR	Star Pubs & Bars	4.2	0.8
6	Worlds End, EH 1 1TB	Greene King	4.5	1.1
7	Hemma, EH 8 8AE	Independent Free	4.5	1.6
8	Holyrood 9A, EH 8 8AE	Fuller Thomson	4.5	1.6
9	Kilderkin, EH 8 8BS	Star Pubs & Bars	5.1	1.0
10	Mitre Bar, EH 1 1SG	Mitchells & Butlers	5.4	1.2
11	Rabbie Burns, EH 1 1SG	Independent Free	5.4	1.2
12	Royal Mile Tavern, EH 1 1SG	Independent Free	5.4	1.2
13	Whiski Bar, EH 1 1SG	Independent Free	5.4	1.2
14	Salt Horse, EH 1 1NB	Independent Free	5.4	1.6
15	Pilgrim, EH 1 1LY	*Other Small Retail Groups	6.9	1.5
16	Bannermans, EH 1 1NQ	Caledonian Heritable	7.5	2.0
17	Itchycoo, EH 1 1TH	Independent Free	7.5	2.3
18	Royal Oak, EH 1 1LT	Star Pubs & Bars	8.2	1.8
19	Banshee Labyrinth, EH 1 1LG	Independent Free	8.2	2.1
20	Globe Bar, EH 1 1LG	Bruce Taverns	8.2	2.1