

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	65	109	173
Catchment Adults 18+	7,069	32,538	206,650
Catchment Adults 18+ Per Pub	109	299	1,195
Populaton Projection 2018 to 2028 (% change)	13.32%	11.44%	7.10%

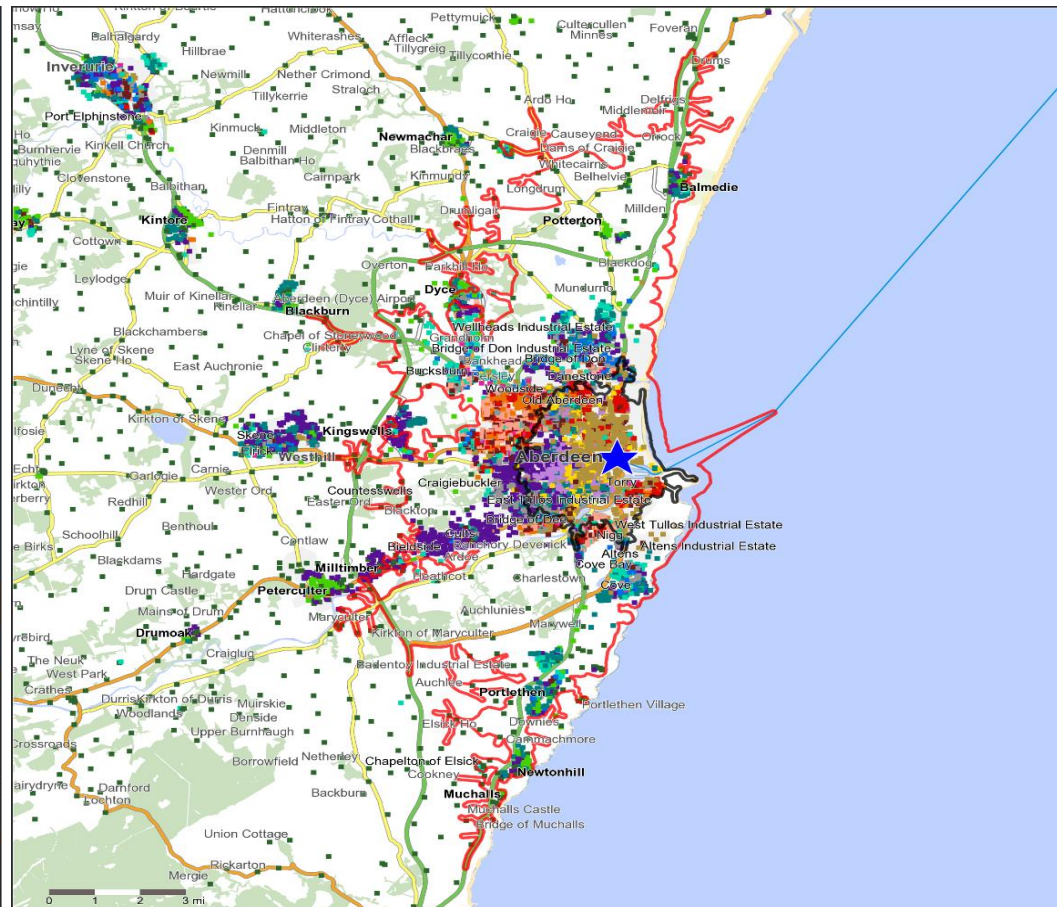
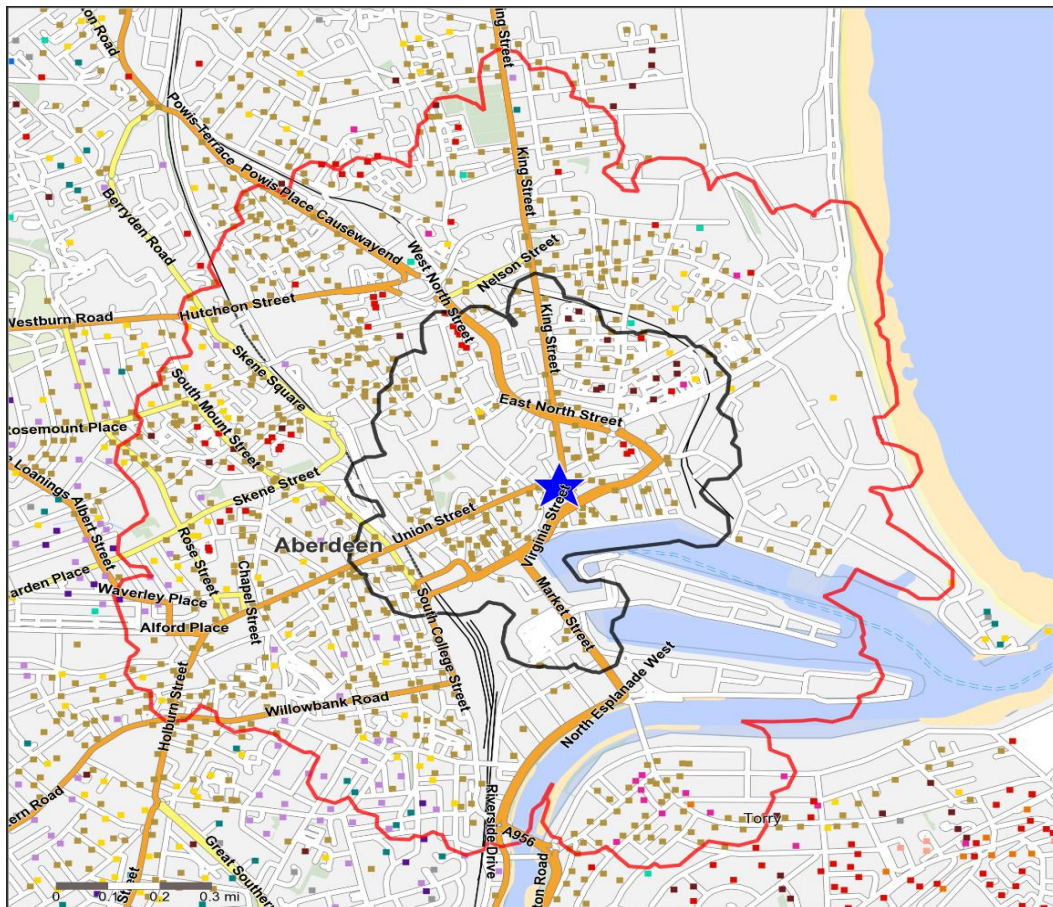
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	6,461	91.4	176	1	High Street Pub	29,466	90.6	175	1	High Street Pub	152,629	73.9	143
2	Circuit Bar	5,786	81.9	176	2	Circuit Bar	26,037	80.0	172	2	Community Pub	105,561	51.1	110
3	Craft Led	5,280	74.7	119	3	Bit of Style	23,840	73.3	116	3	Premium Local	86,528	41.9	66
4	Bit of Style	5,235	74.1	573	4	Craft Led	23,198	71.3	551	4	Bit of Style	75,893	36.7	284
5	Community Pub	2,593	36.7	91	5	Community Pub	10,785	33.1	82	5	Circuit Bar	71,254	34.5	85
6	Premium Local	270	3.8	14	6	Premium Local	2,377	7.3	27	6	Great Pub Great Food	68,979	33.4	124
7	Great Pub Great Food	0	0.0	0	7	Great Pub Great Food	1,238	3.8	37	7	Craft Led	57,382	27.8	270

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	624	8.8	100	3,721	11.4	129	21,317	10.3	117
C1	1,627	23.0	188	7,234	22.2	181	32,037	15.5	126
C2	541	7.7	93	2,812	8.6	105	19,192	9.3	113
DE	776	11.0	107	3,387	10.4	101	19,360	9.4	91

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)	3,061	43.3	131	12,095	37.2	112	62,867	30.4	92
Medium (7-13)	1,268	17.9	54	7,307	22.5	68	56,605	27.4	83
High (14-19)	59	0.8	3	1,737	5.3	19	55,307	26.8	94

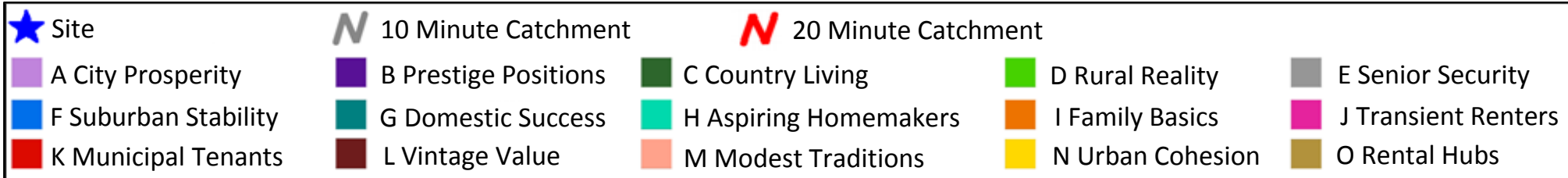
Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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	1	21	21	
A02	Uptown Elite	0	538	6,516	6,529	
A03	Penthouse Chic	0	0	0	0	
A04	Metro High-Flyers	0	317	717	717	
B05	Premium Fortunes	0	17	1,918	4,198	
B06	Diamond Days	0	31	2,538	6,082	
B07	Alpha Families	0	0	750	4,926	
B08	Bank of Mum and Dad	0	0	182	2,632	
B09	Empty-Nest Adventure	0	0	104	2,889	
C10	Wealthy Landowners	0	0	0	1,576	
C11	Rural Vogue	0	0	0	1,032	
C12	Scattered Homesteads	0	0	0	289	
C13	Village Retirement	0	0	0	1,442	
D14	Satellite Settlers	0	0	0	2,091	
D15	Local Focus	0	0	0	1,171	
D16	Outlying Seniors	0	0	0	1,478	
D17	Far-Flung Outposts	0	0	0	0	
E18	Legacy Elders	0	0	3,093	6,935	
E19	Bungalow Heaven	0	0	3	1,321	
E20	Classic Grandparents	0	0	349	879	
E21	Solo Retirees	0	0	566	2,249	
F22	Boomerang Boarders	0	0	108	2,046	
F23	Family Ties	0	0	0	813	
F24	Fledgling Free	0	0	49	1,321	
F25	Dependable Me	0	0	289	3,337	
G26	Cafés and Catchments	0	110	2,477	2,854	
G27	Thriving Independence	0	0	1,949	3,305	
G28	Modern Parents	0	0	31	6,481	
G29	Mid-Career Convention	0	0	123	3,382	
H30	Primary Ambitions	0	0	256	1,821	
H31	Affordable Fringe	0	0	186	2,614	
H32	First-Rung Futures	0	0	425	3,156	
H33	Contemporary Starts	0	0	8	5,143	
H34	New Foundations	9	304	389	1,003	
H35	Flying Solo	0	6	218	1,221	

			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	191	1,751	
I37	Budget Generations	0	0	127	670	
I38	Economical Families	0	0	43	631	
I39	Families on a Budget	0	5	1,168	3,963	
J40	Value Rentals	0	0	0	302	
J41	Youthful Endeavours	36	57	330	1,007	
J42	Midlife Renters	0	0	189	903	
J43	Renting Rooms	0	399	673	729	
K44	Inner City Stalwarts	0	34	128	192	
K45	City Diversity	35	419	1,347	1,395	
K46	High Rise Residents	525	1,373	3,766	5,430	
K47	Single Essentials	53	628	7,316	13,046	
K48	Mature Workers	0	0	6	422	
L49	Flatlet Seniors	249	410	2,292	3,905	
L50	Pocket Pensions	0	0	123	1,645	
L51	Retirement Communities	3	142	1,208	1,605	
L52	Estate Veterans	0	0	532	3,217	
L53	Seasoned Survivors	0	0	78	648	
M54	Down-to-Earth Owners	0	0	624	6,073	
M55	Back with the Folks	0	0	1,324	8,324	
M56	Self Supporters	0	0	318	1,552	
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	121	1,198	5,650	6,322	
O61	Career Builders	0	225	2,912	3,796	
O62	Central Pulse	3,856	17,462	26,584	26,682	
O63	Flexible Workforce	0	165	343	343	
O64	Bus-Route Renters	461	2,703	7,998	10,516	
O65	Learners & Earners	262	1,525	4,530	4,949	
O66	Student Scene	1,109	3,187	4,178	4,189	
U99	Unclassified	350	1,282	5,090	5,491	
Total			7,069	32,538	102,333	206,652

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. 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

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. 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

3. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



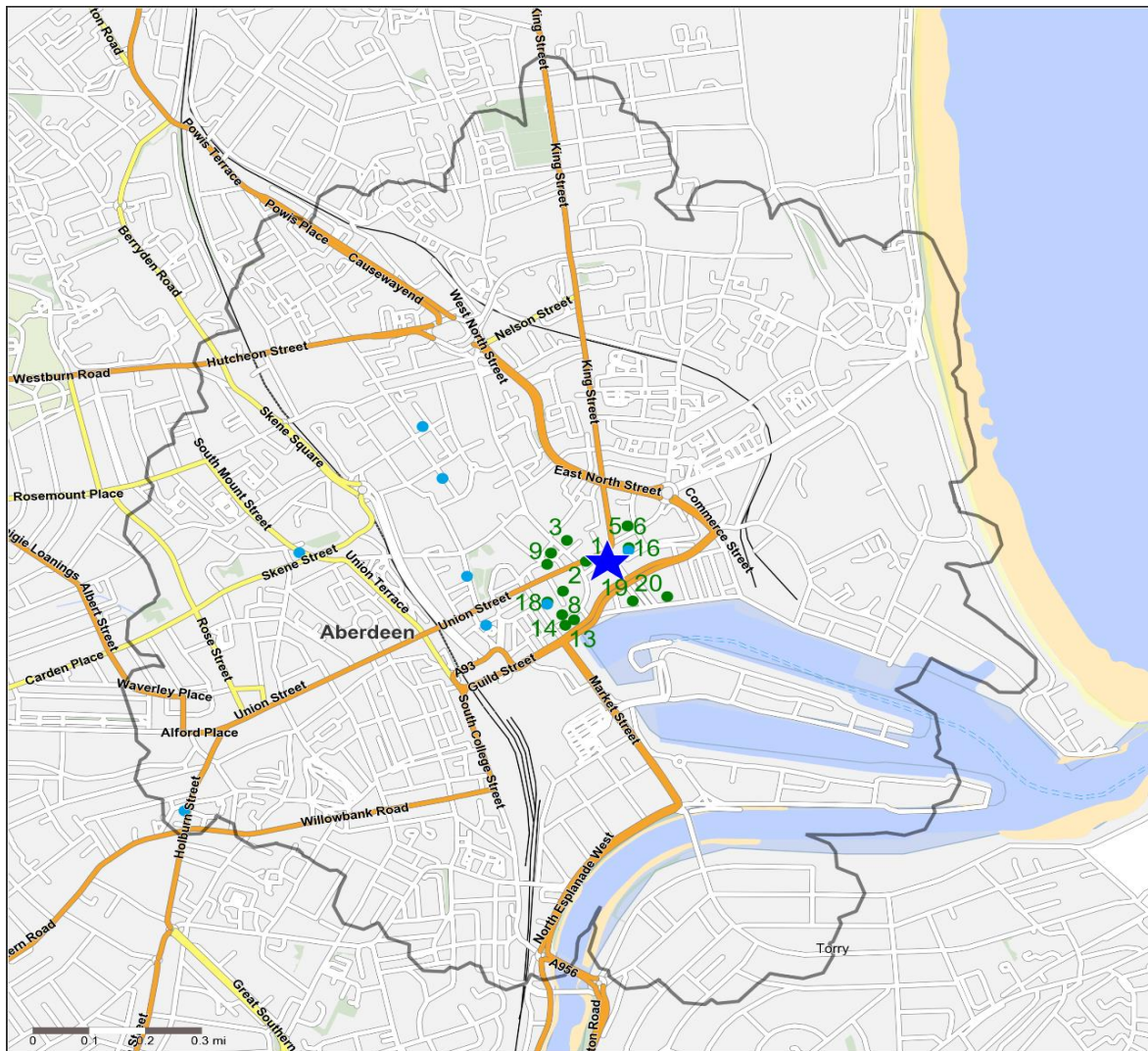
- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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	29,503	90.7	300	941	2.9	18	812	2.5	5		
Male: Alone	6,894	21.2	71	5,956	18.3	117	18,405	56.6	106		
Male: Group	22,455	69.0	302	7,112	21.9	83	1,688	5.2	10		
Male: Pair	26,178	80.5	308	1,020	3.1	21	4,057	12.5	22		
Mixed Sex: Group	29,035	89.2	390	955	2.9	9	1,266	3.9	9		
Mixed Sex: Pair	24,877	76.5	326	4,438	13.6	42	1,941	6.0	14		
With Children	5,803	17.8	62	201	0.6	4	25,251	77.6	147		
Unknown	22,103	67.9	207	5,412	16.6	93	3,740	11.5	24		
For Eating:											
Upmarket	26,898	82.7	270	1,961	6.0	29	2,397	7.4	16		
Midmarket	29,427	90.4	263	923	2.8	31	905	2.8	5		
Downmarket	7,415	22.8	103	21,172	65.1	187	2,668	8.2	20		
For Drinking (monthly spend):											
Nothing	1,860	5.7	19	6,254	19.2	81	23,142	71.1	159		
Low (less than £10)	1,877	5.8	19	4,228	13.0	55	25,151	77.3	170		
Medium (Between £10 and £40)	21,198	65.1	213	4,500	13.8	78	5,558	17.1	34		
High (Greater than £40)	22,914	70.4	272	2,785	8.6	42	5,557	17.1	33		

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	109,519	53.0	175	18,465	8.9	55	73,175	35.4	68			
Male: Alone	57,201	27.7	93	50,423	24.4	156	93,535	45.3	85			
Male: Group	69,470	33.6	147	56,940	27.6	105	74,749	36.2	73			
Male: Pair	99,080	47.9	184	14,021	6.8	45	88,058	42.6	74			
Mixed Sex: Group	82,670	40.0	175	54,199	26.2	82	64,290	31.1	71			
Mixed Sex: Pair	77,171	37.3	159	62,275	30.1	93	61,714	29.9	70			
With Children	61,560	29.8	103	23,689	11.5	68	115,911	56.1	106			
Unknown	67,631	32.7	100	48,214	23.3	130	85,314	41.3	86			
For Eating:												
Upmarket	89,034	43.1	141	40,805	19.7	95	71,321	34.5	73			
Midmarket	98,585	47.7	139	15,188	7.3	81	87,387	42.3	76			
Downmarket	48,604	23.5	106	91,420	44.2	127	61,135	29.6	71			
For Drinking (monthly spend):												
Nothing	51,173	24.8	82	55,880	27.0	114	94,107	45.5	102			
Low (less than £10)	56,068	27.1	91	36,574	17.7	75	108,518	52.5	116			
Medium (Between £10 and £40)	90,884	44.0	144	36,555	17.7	99	73,720	35.7	71			
High (Greater than £40)	83,318	40.3	156	40,312	19.5	95	77,529	37.5	72			

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	Wig, AB11 5BA	Star Pubs & Bars	0.0	0.4
2	Brewdog, AB11 5BU	BrewDog plc	1.5	0.4
3	All Bar One, AB10 1LP	Mitchells & Butlers	2.4	0.8
4	Archibald Simpson, AB11 5BQ	Wetherspoon	2.7	0.4
5	Castle Bar, AB11 5BQ	Independent Free	2.7	0.4
6	Portals Bar, AB11 5BQ	Independent Free	2.7	0.4
7	Krakatoa, AB11 5AA	Independent Free	2.7	1.5
8	Adelphi Kitchen, AB11 5BL	Independent Free	3.3	1.0
9	Miller & Carter, AB10 1BD	Mitchells & Butlers	3.3	2.8
10	City, AB10 1AU	Independent Free	3.3	2.8
11	Illicit Still, AB10 1AU	Saltire Taverns	3.3	2.8
12	Ye Olde Frigat Bar, AB10 1AU	Independent Free	3.3	2.8
13	Locker Room, AB11 5PZ	Independent Free	3.6	1.5
14	Malones, AB11 5BZ	Independent Free	3.9	1.1
15	Carlton Bar, AB11 5BB	Star Pubs & Bars	4.5	0.2
16	Old Blackfriars, AB11 5BB	Greene King	4.5	0.2
17	Snuggery, AB11 5PY	Star Pubs & Bars	4.5	1.2
18	Tiki Park, AB11 5PY	Independent Free	4.5	1.2
19	Regent Bridge Bar, AB11 5AH	Independent Free	5.1	1.2
20	Characters, AB11 5BE	Independent Free	5.1	1.3