

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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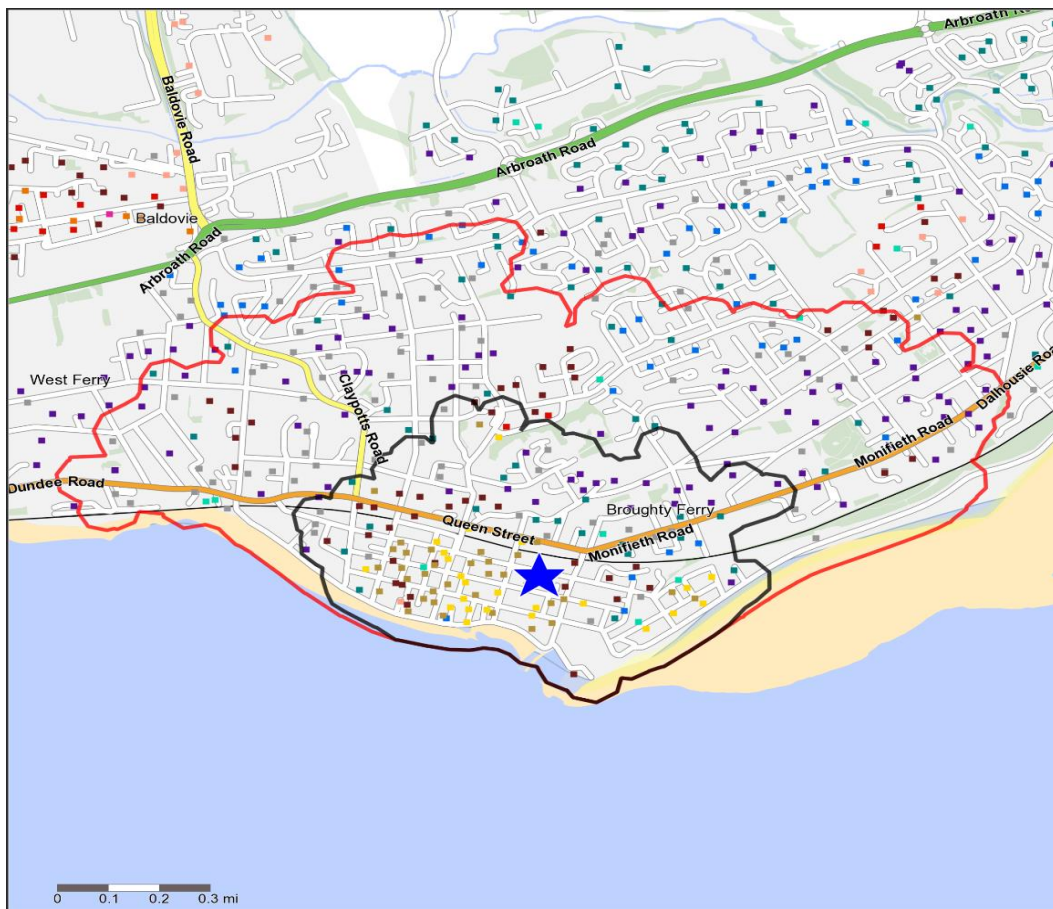
Number of Pubs	14	16	151
Catchment Adults 18+	3,540	8,060	154,406
Catchment Adults 18+ Per Pub	253	504	1,023
Populaton Projection 2018 to 2028 (% change)	-2.33%	-1.57%	2.42%

		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	2,969	83.9	162	1	High Street Pub	5,804	72.0	139	1	High Street Pub	122,948	79.6	154
2	Community Pub	2,708	76.5	164	2	Community Pub	4,776	59.3	127	2	Community Pub	99,551	64.5	138
3	Premium Local	1,333	37.7	60	3	Premium Local	4,599	57.1	91	3	Premium Local	59,219	38.4	61
4	Great Pub Great Food	1,137	32.1	248	4	Great Pub Great Food	4,063	50.4	390	4	Circuit Bar	44,219	28.6	221
5	Circuit Bar	1,001	28.3	70	5	Bit of Style	1,220	15.1	38	5	Great Pub Great Food	42,201	27.3	68
6	Bit of Style	553	15.6	58	6	Circuit Bar	1,096	13.6	51	6	Bit of Style	35,482	23.0	86
7	Craft Led	150	4.2	41	7	Craft Led	271	3.4	33	7	Craft Led	33,117	21.4	208

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	446	12.6	142	934	11.6	131	10,406	6.7	76
C1	565	16.0	130	1,055	13.1	107	23,363	15.1	123
C2	224	6.3	77	414	5.1	62	11,917	7.7	94
DE	259	7.3	71	448	5.6	54	19,544	12.7	123

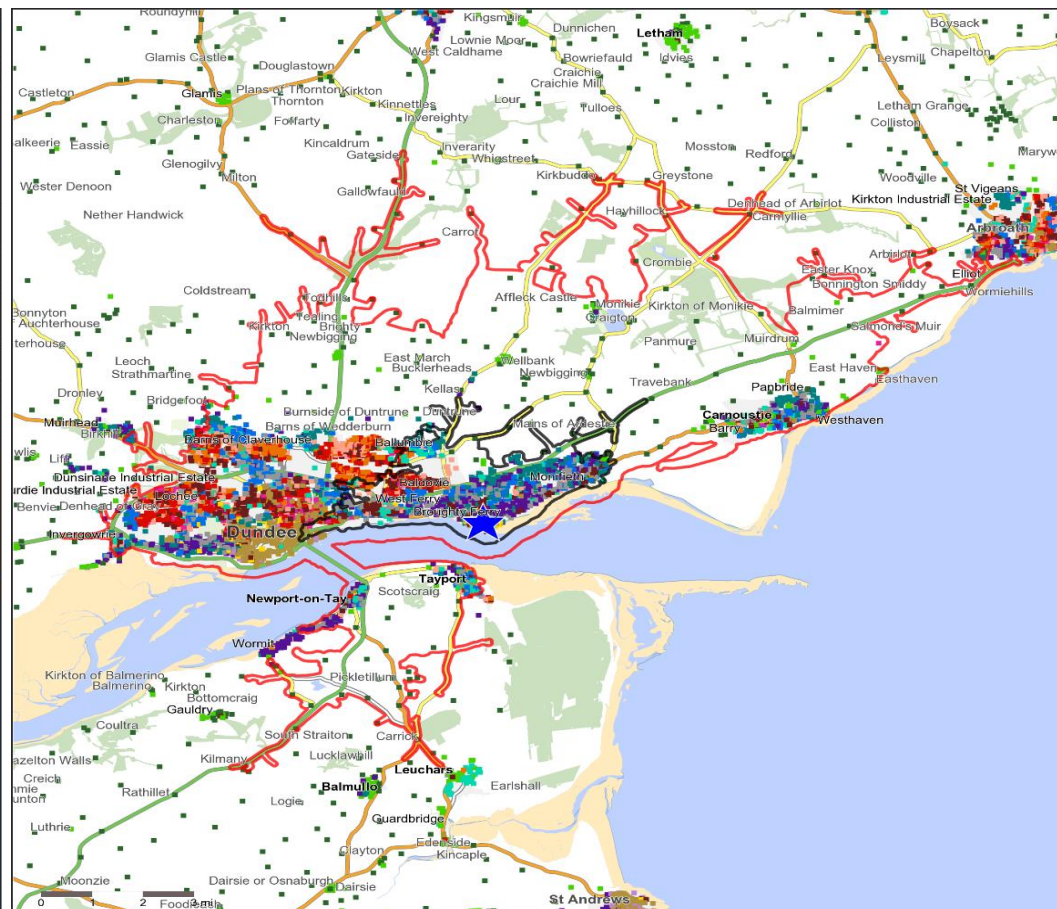
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	961	27.1	82	1,507	18.7	56	71,422	46.3	139
Medium (7-13)	1,316	37.2	112	3,109	38.6	116	44,205	28.6	86
High (14-19)	855	24.2	85	2,741	34.0	120	22,921	14.8	52

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	216
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	16
B06	Diamond Days	25	200	274	548
B07	Alpha Families	0	155	806	1,375
B08	Bank of Mum and Dad	175	457	1,263	2,696
B09	Empty-Nest Adventure	127	713	2,393	4,011
C10	Wealthy Landowners	0	0	13	570
C11	Rural Vogue	0	0	40	981
C12	Scattered Homesteads	0	0	19	996
C13	Village Retirement	0	0	54	894
D14	Satellite Settlers	0	0	70	1,235
D15	Local Focus	0	0	0	635
D16	Outlying Seniors	0	0	6	1,121
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	357	1,216	2,328	4,297
E19	Bungalow Heaven	44	199	1,871	3,262
E20	Classic Grandparents	5	207	939	3,020
E21	Solo Retirees	6	73	397	1,451
F22	Boomerang Boarders	24	264	2,017	5,368
F23	Family Ties	3	214	495	1,444
F24	Fledgling Free	18	19	738	2,421
F25	Dependable Me	59	176	1,544	3,607
G26	Cafés and Catchments	1	4	7	553
G27	Thriving Independence	280	502	676	1,813
G28	Modern Parents	0	0	3,157	5,841
G29	Mid-Career Convention	62	410	2,001	4,559
H30	Primary Ambitions	0	31	493	1,680
H31	Affordable Fringe	0	0	353	1,955
H32	First-Rung Futures	61	72	1,078	2,259
H33	Contemporary Starts	23	23	111	749
H34	New Foundations	50	50	141	329
H35	Flying Solo	8	35	108	357

		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	167	1,175
I37	Budget Generations	0	0	243	1,273
I38	Economical Families	0	0	212	1,052
I39	Families on a Budget	0	0	632	5,869
J40	Value Rentals	0	0	236	962
J41	Youthful Endeavours	0	0	170	503
J42	Midlife Renters	0	0	4	431
J43	Renting Rooms	0	0	99	2,342
K44	Inner City Stalwarts	0	0	0	103
K45	City Diversity	0	0	0	54
K46	High Rise Residents	0	0	0	1,393
K47	Single Essentials	14	71	2,960	14,337
K48	Mature Workers	0	0	648	4,138
L49	Flatlet Seniors	119	381	1,806	9,031
L50	Pocket Pensions	0	50	1,001	2,230
L51	Retirement Communities	505	894	1,760	3,197
L52	Estate Veterans	0	0	1,135	4,557
L53	Seasoned Survivors	0	0	85	726
M54	Down-to-Earth Owners	0	0	834	5,474
M55	Back with the Folks	0	0	276	1,695
M56	Self Supporters	22	24	671	1,659
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	639	639	712	2,640
O61	Career Builders	67	93	103	176
O62	Central Pulse	0	0	343	7,478
O63	Flexible Workforce	0	0	0	113
O64	Bus-Route Renters	845	845	1,438	9,696
O65	Learners & Earners	0	0	15	3,259
O66	Student Scene	0	0	98	5,139
U99	Unclassified	0	44	88	3,444
Total		3,539	8,061	39,128	154,405

Top 3 Mosaic Types in a 20 Minute Walktime

1. E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes



- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

2. L51 Retirement Communities

Elderly living in specialised accommodation including retirement homes, villages and complexes



- Developments for the elderly
- Mostly purpose built flats
- Most own, others rent
- Majority are living alone
- Have income additional to state pension
- Least likely to own a mobile phone

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. 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

2. 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

3. L49 Flatlet Seniors

Ageing singles with basic income renting small flats in centrally located developments



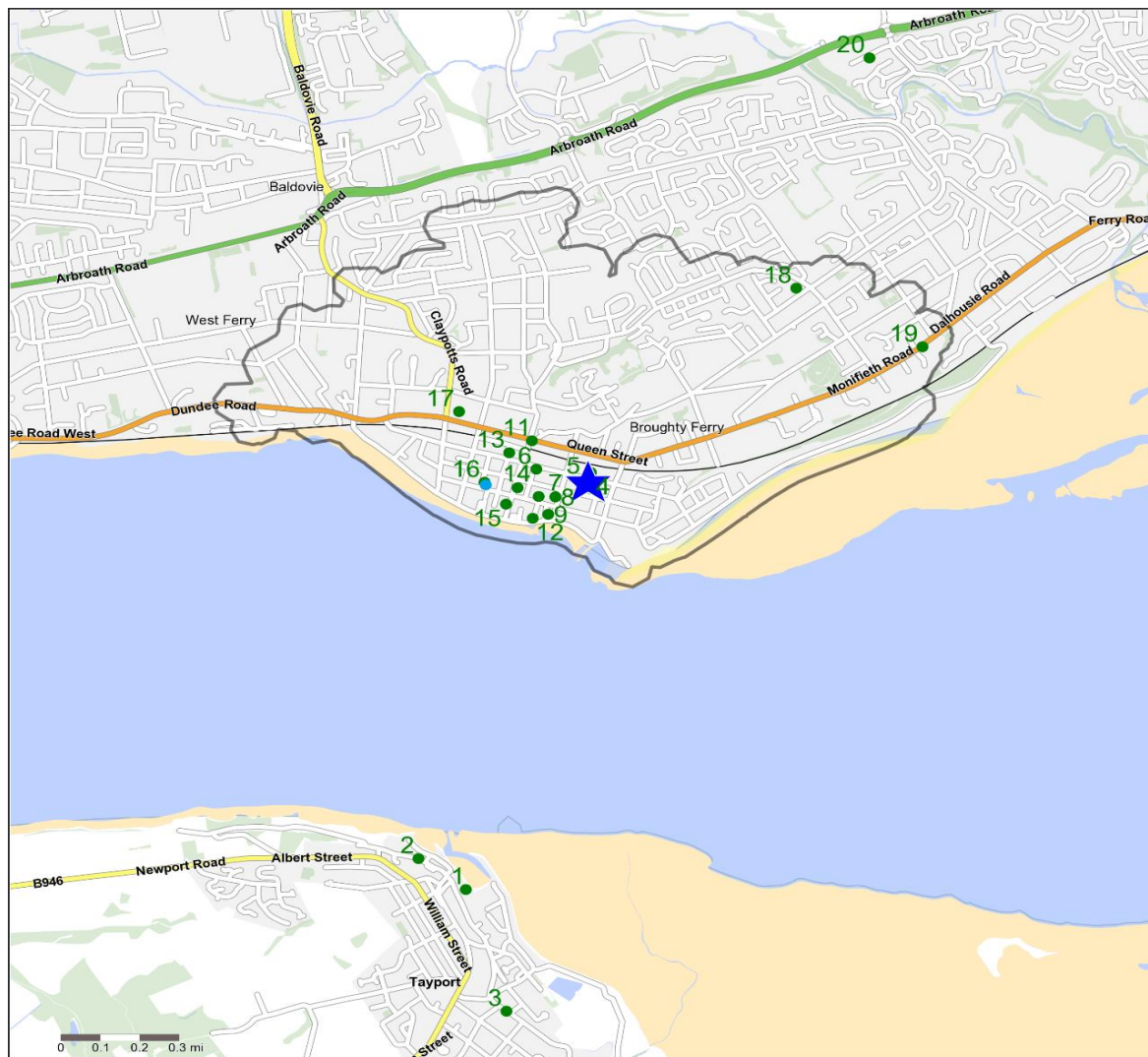
- Ageing singles
- Vulnerable to poor health
- 1 bedroom socially rented units
- Disabled parking permits
- Low income
- City location

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	2,593	32.2	106	248	3.1	19	5,174	64.2	123	
Male: Alone	3,464	43.0	144	1,076	13.3	86	3,476	43.1	81	
Male: Group	2,574	31.9	140	1,398	17.3	66	4,045	50.2	101	
Male: Pair	3,358	41.7	160	395	4.9	32	4,262	52.9	92	
Mixed Sex: Group	2,276	28.2	124	1,342	16.7	52	4,398	54.6	124	
Mixed Sex: Pair	2,396	29.7	127	2,307	28.6	88	3,313	41.1	96	
With Children	1,578	19.6	68	656	8.1	48	5,782	71.7	136	
Unknown	624	7.7	24	2,784	34.5	193	4,608	57.2	119	
For Eating:										
Upmarket	3,014	37.4	122	778	9.7	46	4,224	52.4	111	
Midmarket	2,618	32.5	95	35	0.4	5	5,364	66.6	120	
Downmarket	1,756	21.8	98	2,951	36.6	105	3,310	41.1	99	
For Drinking (monthly spend):										
Nothing	1,882	23.3	77	2,421	30.0	127	3,713	46.1	103	
Low (less than £10)	3,137	38.9	130	1,239	15.4	65	3,639	45.1	100	
Medium (Between £10 and £40)	3,137	38.9	127	1,112	13.8	77	3,767	46.7	93	
High (Greater than £40)	2,414	30.0	116	1,976	24.5	119	3,626	45.0	86	

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	66,572	43.1	142	10,167	6.6	40	74,224	48.1	92			
Male: Alone	54,981	35.6	120	40,304	26.1	167	55,677	36.1	68			
Male: Group	50,165	32.5	142	52,044	33.7	129	48,754	31.6	64			
Male: Pair	69,144	44.8	172	13,426	8.7	57	68,393	44.3	77			
Mixed Sex: Group	56,183	36.4	159	43,294	28.0	88	51,486	33.3	76			
Mixed Sex: Pair	55,090	35.7	152	60,219	39.0	120	35,653	23.1	54			
With Children	46,642	30.2	104	16,270	10.5	63	88,050	57.0	108			
Unknown	37,218	24.1	73	29,622	19.2	107	84,123	54.5	114			
For Eating:												
Upmarket	50,830	32.9	107	30,478	19.7	95	69,654	45.1	95			
Midmarket	63,884	41.4	120	8,120	5.3	58	78,959	51.1	92			
Downmarket	51,222	33.2	149	69,539	45.0	129	30,202	19.6	47			
For Drinking (monthly spend):												
Nothing	50,803	32.9	109	47,137	30.5	129	53,023	34.3	77			
Low (less than £10)	39,389	25.5	85	34,349	22.2	95	77,224	50.0	110			
Medium (Between £10 and £40)	48,253	31.3	102	24,262	15.7	88	78,448	50.8	101			
High (Greater than £40)	39,836	25.8	100	32,345	20.9	102	78,781	51.0	98			

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	Cobbies Inn, DD 6 9BG	Independent Free	0.0	18.0
2	Bell Rock Tavern, DD 6 9BB	Hawthorn Leisure	0.0	18.3
3	Tayport Arms, DD 6 9DN	Independent Free	0.0	19.3
4	Royal Arch Bar, DD 5 2DS	Independent Free	0.0	0.1
5	Papa Jacques, DD 5 2AN	Bett Inns	0.9	0.1
6	Doc Ferrys, DD 5 2AU	Independent Free	3.0	1.5
7	Jollys Hotel, DD 5 2BJ	Wetherspoon	3.3	0.7
8	Old Anchor, DD 5 2BJ	Retail & Licensed Properties	3.3	0.7
9	Ferry Inn, DD 5 2BH	Stewart Inns	4.2	1.0
10	Eagle Inn Hotel, DD 5 2AX	Stewart Inns	4.2	1.1
11	Post Office Bar, DD 5 2HG	Greene King	4.8	0.9
12	Ship Inn, DD 5 2BR	Stewart Inns	4.8	1.0
13	Gracies, DD 5 1DJ	Independent Free	4.8	1.6
14	Fort Bar, DD 5 2AB	Independent Free	5.4	1.3
15	Fishermans Tavern, DD 5 2AD	Greene King	5.7	1.5
16	Gunners Bar, DD 5 1EY	Star Pubs & Bars	6.9	1.9
17	Occidental Bar, DD 5 1AP	Bett Inns	9.1	1.6
18	Barn, DD 5 2PU	Bett Inns	18.1	3.7
19	Cambustay, DD 5 2SQ	Milton Pubs and Taverns	18.4	3.5
20	Bell Tree, DD 5 3UP	Greene King	38.0	7.1