

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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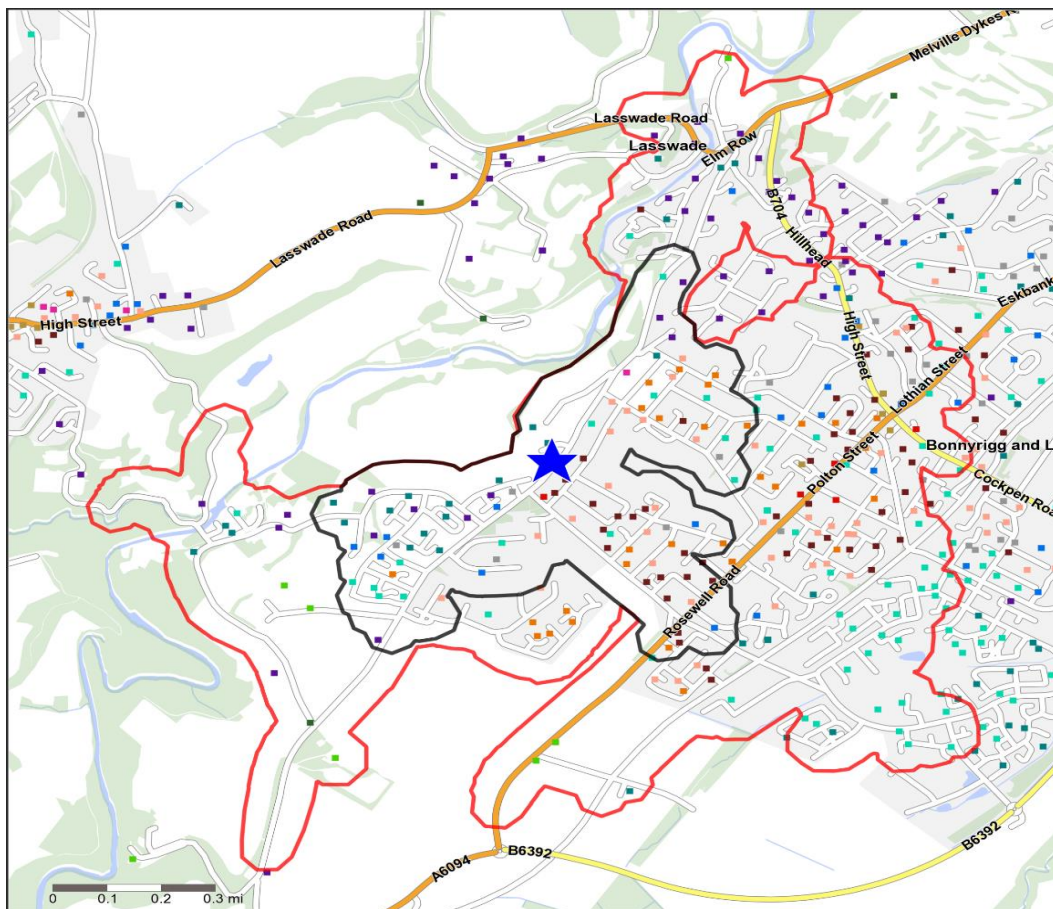
Number of Pubs	1	7	165
Catchment Adults 18+	2,759	7,935	289,115
Catchment Adults 18+ Per Pub	2,759	1,134	1,752
Populaton Projection 2018 to 2028 (% change)	8.69%	10.07%	9.19%

		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	2,497	90.5	175	1	High Street Pub	6,013	75.8	146	1	High Street Pub	201,499	69.7	135
2	Community Pub	1,833	66.4	143	2	Community Pub	4,777	60.2	129	2	Community Pub	157,610	54.5	117
3	Premium Local	1,347	48.8	77	3	Premium Local	4,459	56.2	89	3	Premium Local	133,372	46.1	73
4	Great Pub Great Food	1,069	38.7	300	4	Great Pub Great Food	2,611	32.9	254	4	Great Pub Great Food	116,342	40.2	311
5	Bit of Style	491	17.8	44	5	Bit of Style	2,155	27.2	67	5	Bit of Style	82,700	28.6	71
6	Circuit Bar	43	1.6	6	6	Circuit Bar	1,395	17.6	66	6	Circuit Bar	63,392	21.9	82
7	Craft Led	0	0.0	0	7	Craft Led	311	3.9	38	7	Craft Led	40,542	14.0	136

	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	114	4.1	47	417	5.3	59	27,474	9.5	107
C1	302	10.9	89	1,026	12.9	105	39,877	13.8	112
C2	296	10.7	130	843	10.6	129	22,118	7.7	93
DE	324	11.7	114	829	10.4	102	28,594	9.9	96

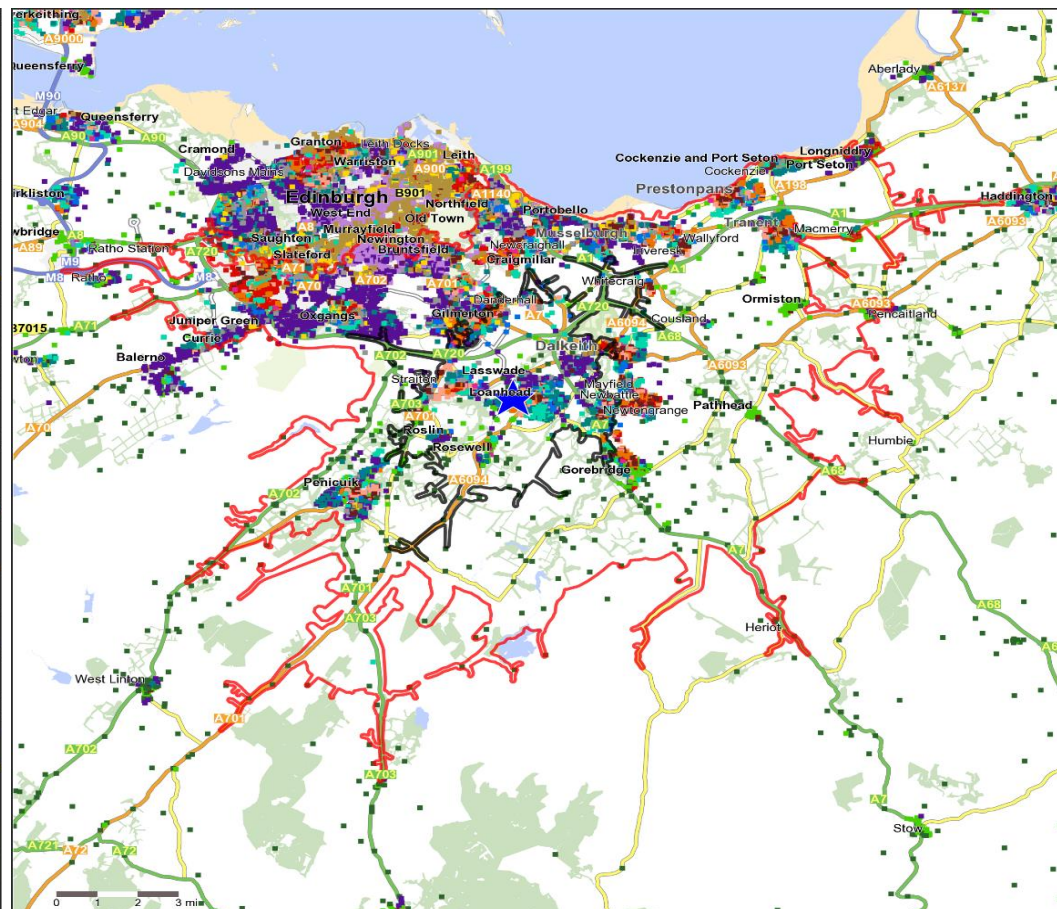
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,118	40.5	122	2,767	34.9	105	85,495	29.6	89
Medium (7-13)	1,035	37.5	113	2,888	36.4	110	90,468	31.3	94
High (14-19)	313	11.3	40	1,467	18.5	65	89,443	30.9	109

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	1,689
	A02	Uptown Elite	0	0	0	8,826
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	2,621
	B05	Premium Fortunes	2	17	542	9,334
	B06	Diamond Days	19	92	1,140	12,458
	B07	Alpha Families	16	156	1,410	6,101
	B08	Bank of Mum and Dad	20	62	844	4,744
	B09	Empty-Nest Adventure	102	301	1,846	7,462
	C10	Wealthy Landowners	0	3	183	1,110
	C11	Rural Vogue	0	1	186	1,375
	C12	Scattered Homesteads	0	2	84	795
	C13	Village Retirement	0	5	59	1,350
	D14	Satellite Settlers	0	43	406	2,254
	D15	Local Focus	0	4	602	3,749
	D16	Outlying Seniors	0	1	281	3,289
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	4	23	656	11,532
	E19	Bungalow Heaven	61	131	680	1,816
	E20	Classic Grandparents	7	22	506	2,778
	E21	Solo Retirees	20	127	1,080	4,513
	F22	Boomerang Boarders	19	154	974	3,151
	F23	Family Ties	45	70	556	2,109
	F24	Fledgling Free	152	155	811	1,924
	F25	Dependable Me	26	244	1,298	4,806
	G26	Cafés and Catchments	0	0	8	4,752
	G27	Thriving Independence	27	121	1,068	6,276
	G28	Modern Parents	24	229	3,151	10,516
	G29	Mid-Career Convention	280	412	1,494	5,818
	H30	Primary Ambitions	116	246	1,379	5,822
	H31	Affordable Fringe	287	589	1,852	4,626
	H32	First-Rung Futures	0	139	1,246	4,574
	H33	Contemporary Starts	43	876	2,717	8,962
	H34	New Foundations	0	83	319	1,501
	H35	Flying Solo	0	49	386	876

			10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile			Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchmen Adults 18+
	I36	Solid Economy	205	508	2,123	8,238
	I37	Budget Generations	86	109	662	3,032
	I38	Economical Families	8	8	93	502
	I39	Families on a Budget	11	189	981	6,787
	J40	Value Rentals	0	0	87	649
	J41	Youthful Endeavours	0	0	143	1,164
	J42	Midlife Renters	35	35	234	1,390
	J43	Renting Rooms	0	0	27	456
	K44	Inner City Stalwarts	0	0	0	624
	K45	City Diversity	0	0	7	538
	K46	High Rise Residents	0	0	0	2,049
	K47	Single Essentials	0	123	2,256	15,272
	K48	Mature Workers	8	8	80	906
	L49	Flatlet Seniors	0	96	495	4,029
	L50	Pocket Pensions	1	92	1,015	3,146
	L51	Retirement Communities	0	16	308	5,193
	L52	Estate Veterans	507	1,073	3,009	12,914
	L53	Seasoned Survivors	0	10	209	986
	M54	Down-to-Earth Owners	163	436	1,611	6,037
	M55	Back with the Folks	459	693	3,506	9,031
	M56	Self Supporters	4	56	987	3,559
	N57	Community Elders	0	0	5	20
	N58	Culture & Comfort	0	0	0	51
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	0	0	278	10,215
	O61	Career Builders	0	0	47	1,808
	O62	Central Pulse	0	0	0	11,320
	O63	Flexible Workforce	0	0	13	527
	O64	Bus-Route Renters	0	125	1,640	13,032
	O65	Learners & Earners	0	0	2	1,650
	O66	Student Scene	0	0	0	4,515
	U99	Unclassified	0	1	122	5,969
Total			2,757	7,935	47,704	289,118



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

### 2. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

### 3. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

## 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. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



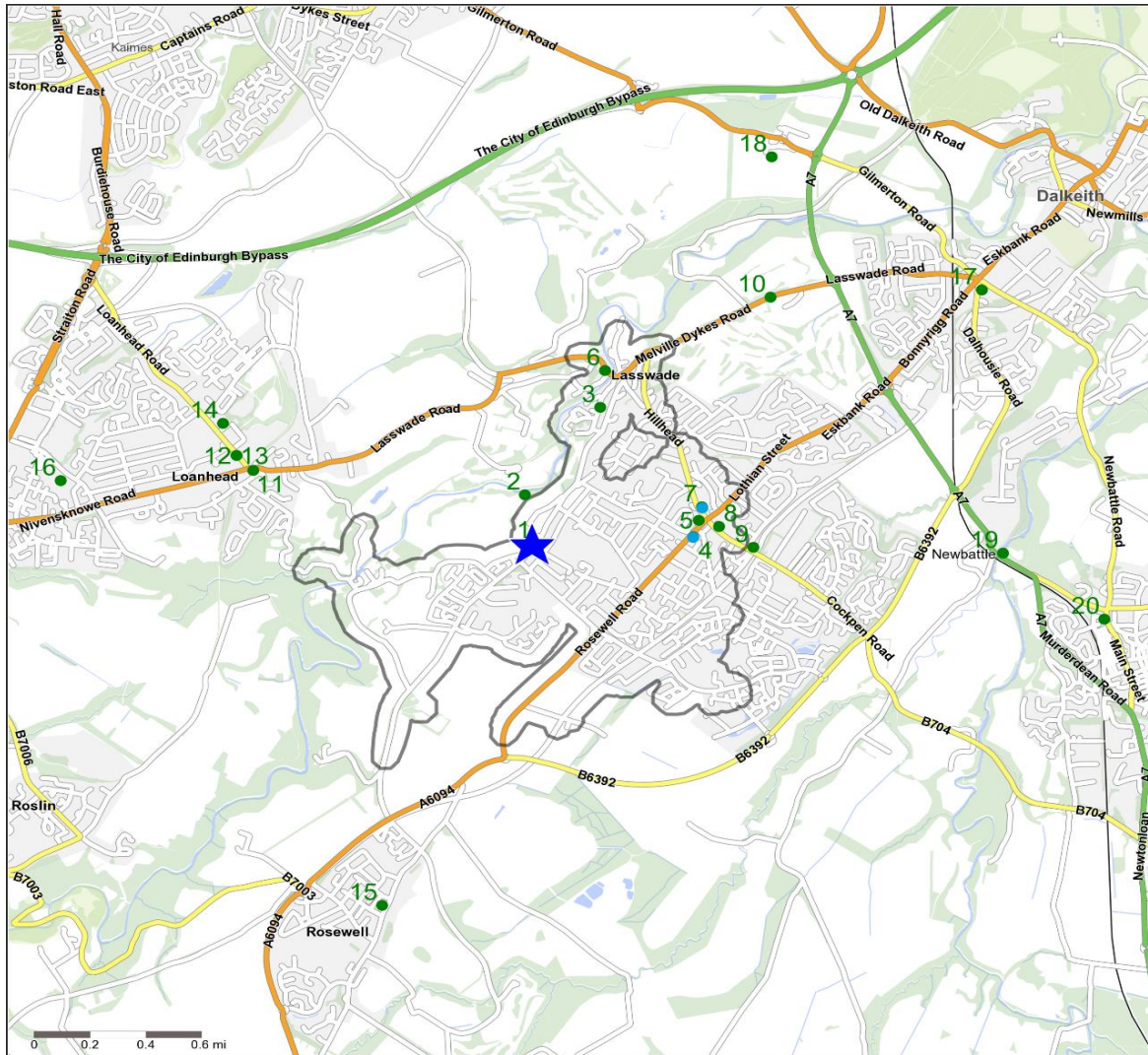
- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto: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	2,704	34.1	113	1,409	17.8	109	3,821	48.2	92
Male: Alone	2,661	33.5	113	1,074	13.5	87	4,200	52.9	99
Male: Group	1,523	19.2	84	2,190	27.6	105	4,222	53.2	107
Male: Pair	3,067	38.7	148	668	8.4	55	4,200	52.9	92
Mixed Sex: Group	1,204	15.2	66	3,883	48.9	153	2,847	35.9	82
Mixed Sex: Pair	2,543	32.0	137	2,290	28.9	89	3,101	39.1	91
With Children	2,825	35.6	123	2,137	26.9	160	2,973	37.5	71
Unknown	2,665	33.6	102	1,624	20.5	114	3,644	45.9	96
For Eating:									
Upmarket	3,384	42.6	139	1,263	15.9	76	3,286	41.4	88
Midmarket	1,625	20.5	60	746	9.4	104	5,563	70.1	127
Downmarket	2,859	36.0	162	3,081	38.8	111	1,993	25.1	60
For Drinking (monthly spend):									
Nothing	3,034	38.2	126	1,780	22.4	95	3,119	39.3	88
Low (less than £10)	2,986	37.6	126	1,692	21.3	91	3,257	41.0	90
Medium (Between £10 and £40)	2,996	37.8	123	891	11.2	63	4,047	51.0	101
High (Greater than £40)	1,864	23.5	91	1,966	24.8	121	4,104	51.7	99

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	118,009	40.8	135	32,886	11.4	70	132,251	45.7	88
Male: Alone	80,653	27.9	94	62,516	21.6	139	139,976	48.4	91
Male: Group	77,653	26.9	117	68,664	23.7	91	136,829	47.3	95
Male: Pair	109,105	37.7	145	23,538	8.1	53	150,503	52.1	91
Mixed Sex: Group	78,748	27.2	119	85,503	29.6	93	118,896	41.1	94
Mixed Sex: Pair	79,965	27.7	118	87,273	30.2	93	115,908	40.1	94
With Children	82,431	28.5	99	50,746	17.6	104	149,969	51.9	98
Unknown	81,173	28.1	85	68,104	23.6	131	133,870	46.3	97
For Eating:									
Upmarket	98,660	34.1	111	61,536	21.3	102	122,950	42.5	90
Midmarket	97,258	33.6	98	28,513	9.9	109	157,375	54.4	98
Downmarket	63,921	22.1	99	113,532	39.3	113	105,693	36.6	88
For Drinking (monthly spend):									
Nothing	84,939	29.4	97	75,593	26.1	111	122,613	42.4	95
Low (less than £10)	97,503	33.7	113	50,062	17.3	74	135,581	46.9	103
Medium (Between £10 and £40)	120,283	41.6	136	37,548	13.0	73	125,316	43.3	86
High (Greater than £40)	91,323	31.6	122	62,666	21.7	106	129,157	44.7	85

## Competitor Map



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Site
 Star Pubs
 Pubs
 Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Polton Inn, EH18 1BS	Star Pubs & Bars	0.0	0.1
2	Elginhaugh Farm, EH18 1BD	Greene King	6.9	1.3
3	Paper Mill, EH18 1LX	Independent Free	13.0	2.5
4	Royal Oak, EH19 3DE	Star Pubs & Bars	15.7	3.0
5	Beetroot Bar & Grill, EH19 3HB	Independent Free	16.3	3.1
6	Laird & Dog Hotel, EH18 1NA	Maclay Inns	17.2	3.2
7	Anvil Inn, EH19 2DA	Iona Bars	17.8	3.4
8	Calderwood Arms, EH19 3AS	Caledonian Heritable	17.8	3.4
9	Waverley Hotel, EH19 3BB	Star Pubs & Bars	22.0	4.0
10	Esk Valley, EH18 1AN	Whitbread	28.4	4.1
11	Masons Arms, EH20 9RB	Independent Free	29.9	5.3
12	Forresters Arms, EH20 9RE	Independent Free	31.7	5.6
13	Gaffers, EH20 9RE	Unknown	31.7	5.6
14	Mayflower, EH20 9DU	Punch Pub Company	34.7	6.0
15	Rosedale Arms, EH24 9AW	Independent Free	35.3	5.3
16	Pentland Inn, EH20 9JL	Trust Inns	43.8	7.7
17	Justinlees Inn, EH22 3AT	Mitchells & Butlers	44.7	6.4
18	Melville Inn, EH18 1AZ	Mitchells & Butlers	46.8	5.5
19	Sun Inn, EH22 4TR	Independent Free	48.3	6.5
20	Dean Tavern, EH22 4NA	Independent Free	57.6	7.9