

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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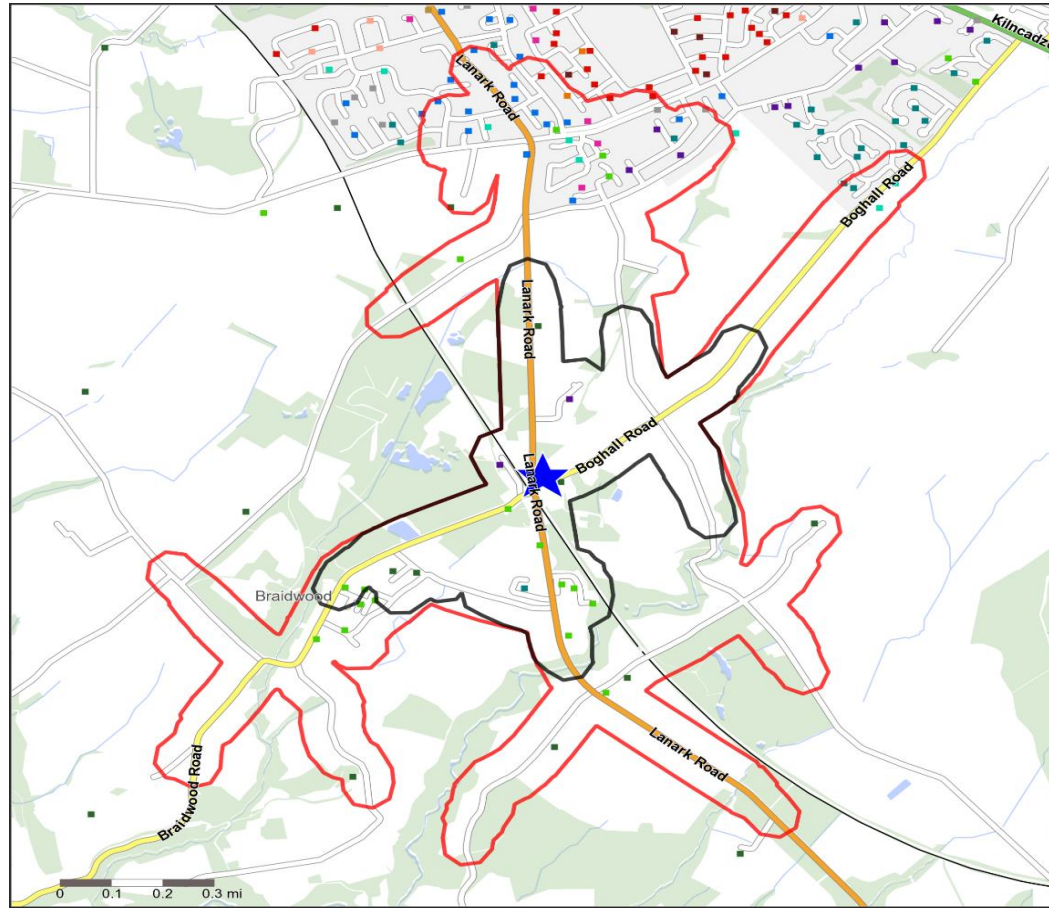
Number of Pubs	1	1	56
Catchment Adults 18+	436	1,895	87,541
Catchment Adults 18+ Per Pub	436	1,895	1,563
Populaton Projection 2018 to 2028 (% change)	-0.35%	3.02%	1.45%

		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	Premium Local	226	51.8	100	1	Premium Local	1,242	65.5	127	1	High Street Pub	65,713	75.1	145
2	Community Pub	215	49.3	106	2	High Street Pub	994	52.5	113	2	Community Pub	60,539	69.2	148
3	Great Pub Great Food	209	47.9	76	3	Great Pub Great Food	960	50.7	80	3	Premium Local	37,750	43.1	68
4	High Street Pub	156	35.8	277	4	Community Pub	800	42.2	327	4	Great Pub Great Food	26,522	30.3	234
5	Bit of Style	81	18.6	46	5	Bit of Style	402	21.2	53	5	Bit of Style	15,574	17.8	44
6	Circuit Bar	17	3.9	15	6	Circuit Bar	143	7.5	28	6	Circuit Bar	13,311	15.2	57
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	9,960	11.4	110

	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	38	8.7	99	152	8.0	91	4,984	5.7	64
C1	44	10.1	82	235	12.4	101	10,548	12.0	98
C2	45	10.3	125	179	9.4	114	9,276	10.6	128
DE	36	8.3	80	136	7.2	70	10,685	12.2	119

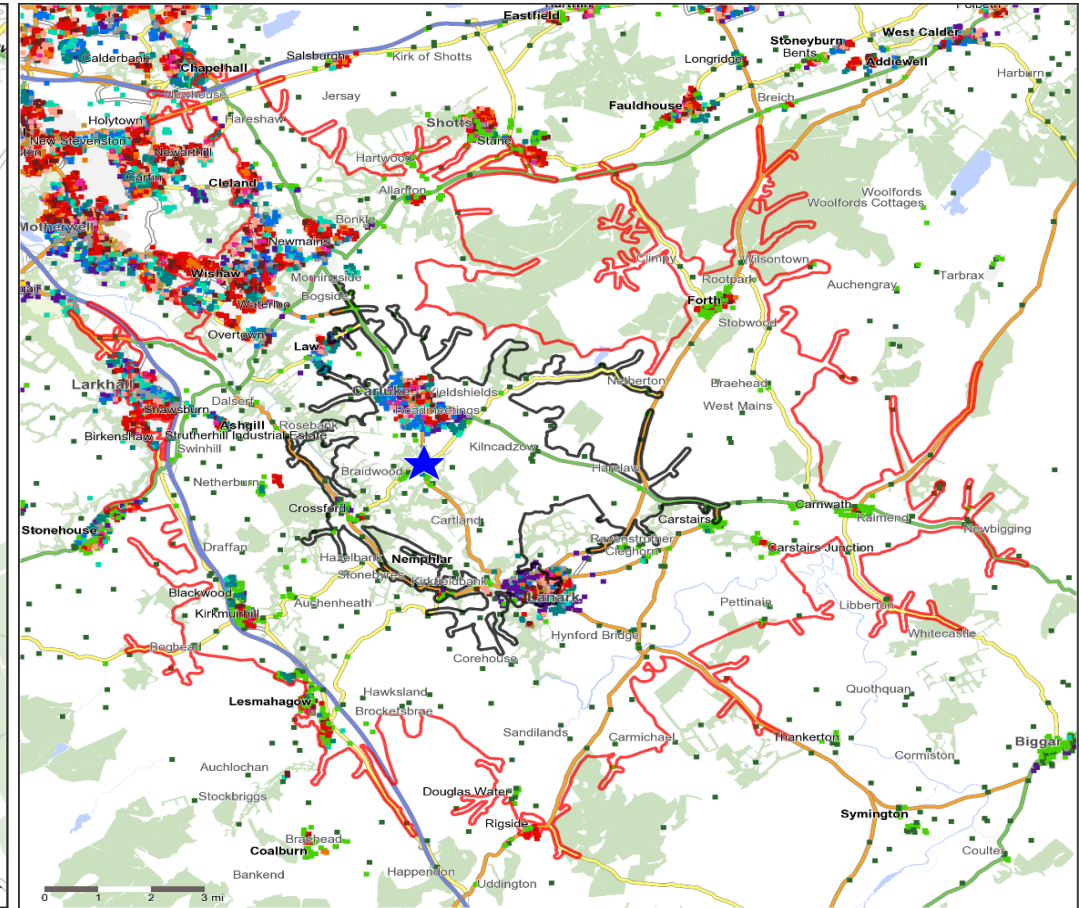
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	119	27.3	82	570	30.1	91	44,898	51.3	155
Medium (7-13)	119	27.3	82	708	37.4	113	26,731	30.5	92
High (14-19)	133	30.5	107	408	21.5	76	12,016	13.7	48

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	0	0	0	0
	B06	Diamond Days	0	0	77	100
	B07	Alpha Families	50	50	503	754
	B08	Bank of Mum and Dad	0	0	260	896
	B09	Empty-Nest Adventure	0	158	1,207	1,814
	C10	Wealthy Landowners	0	50	358	679
	C11	Rural Vogue	5	21	288	1,621
	C12	Scattered Homesteads	5	33	536	1,883
	C13	Village Retirement	56	98	519	988
	D14	Satellite Settlers	29	69	480	2,157
	D15	Local Focus	119	217	405	4,878
	D16	Outlying Seniors	92	141	602	3,992
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	104	155
	E19	Bungalow Heaven	0	62	783	1,768
	E20	Classic Grandparents	0	0	92	901
	E21	Solo Retirees	0	0	30	531
	F22	Boomerang Boarders	0	120	464	1,636
	F23	Family Ties	0	0	0	623
	F24	Fledgling Free	0	120	897	2,967
	F25	Dependable Me	0	139	978	2,404
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	0	0	40	98
	G28	Modern Parents	64	127	1,232	6,640
	G29	Mid-Career Convention	0	77	969	2,249
	H30	Primary Ambitions	0	0	0	329
	H31	Affordable Fringe	0	37	156	1,556
	H32	First-Rung Futures	0	0	418	1,898
	H33	Contemporary Starts	0	77	77	1,467
	H34	New Foundations	17	66	95	216
	H35	Flying Solo	0	0	14	38

			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	44	252
	I37	Budget Generations	0	51	60	350
	I38	Economical Families	0	0	108	237
	I39	Families on a Budget	0	0	103	2,007
	J40	Value Rentals	0	54	665	2,638
	J41	Youthful Endeavours	0	0	96	193
	J42	Midlife Renters	0	25	199	560
	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	216
	K47	Single Essentials	0	0	923	8,023
	K48	Mature Workers	0	95	1,863	11,289
	L49	Flatlet Seniors	0	0	392	2,570
	L50	Pocket Pensions	0	0	263	1,958
	L51	Retirement Communities	0	0	212	457
	L52	Estate Veterans	0	7	1,044	3,280
	L53	Seasoned Survivors	0	0	0	190
	M54	Down-to-Earth Owners	0	0	1,091	4,620
	M55	Back with the Folks	0	0	175	607
	M56	Self Supporters	0	0	482	1,377
	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	0	0	4	4
	O61	Career Builders	0	0	0	0
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	0	0	546	1,475
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	0	0
Total			437	1,894	19,854	87,541

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



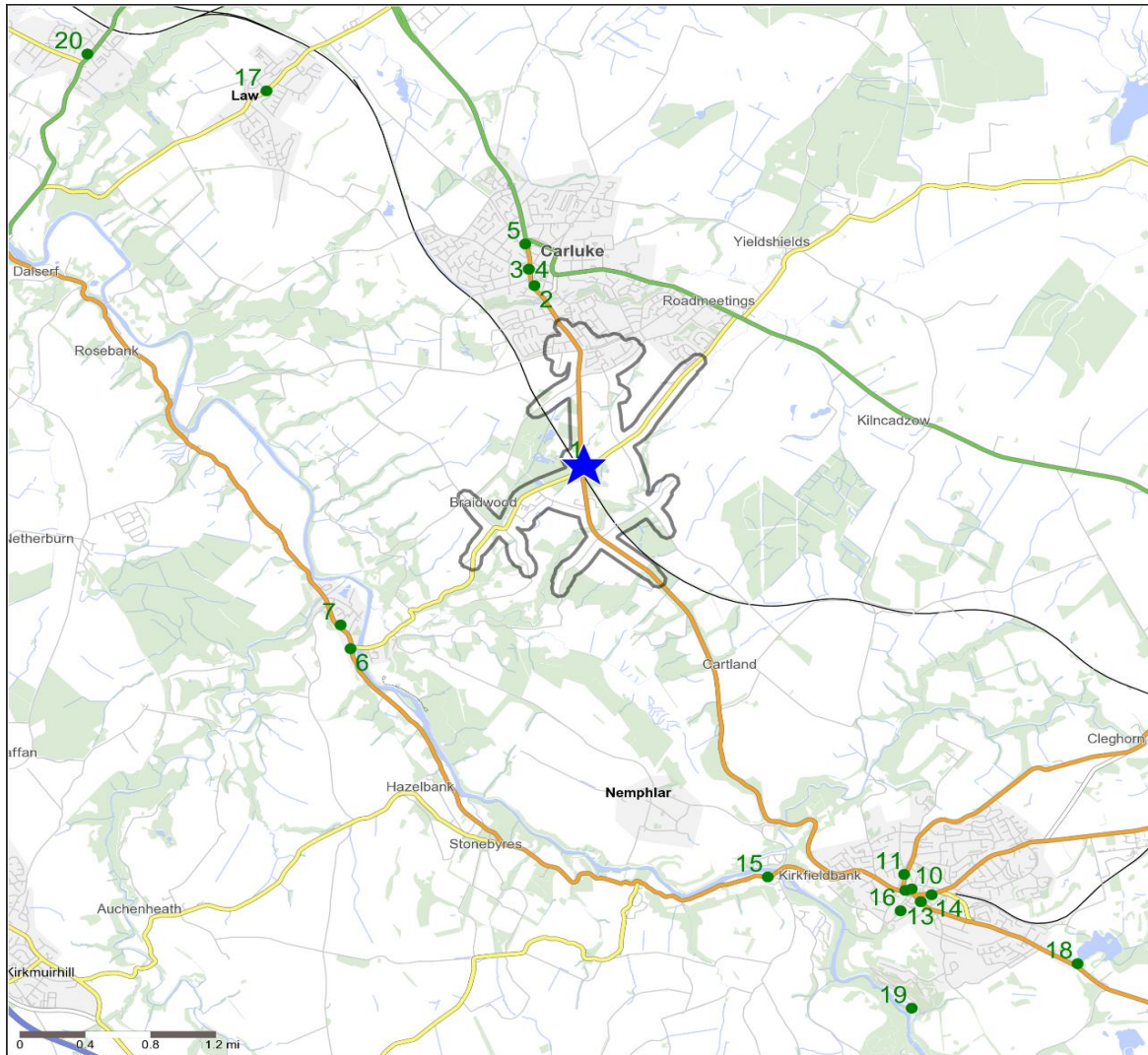
- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

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	470	24.8	82	425	22.4	137	1,000	52.8	101
Male: Alone	514	27.1	91	258	13.6	87	1,123	59.3	111
Male: Group	467	24.6	108	454	24.0	91	974	51.4	104
Male: Pair	190	10.0	38	205	10.8	71	1,500	79.2	138
Mixed Sex: Group	180	9.5	42	988	52.1	163	727	38.4	87
Mixed Sex: Pair	507	26.8	114	630	33.2	102	758	40.0	94
With Children	240	12.7	44	425	22.4	133	1,229	64.9	123
Unknown	633	33.4	102	168	8.9	49	1,093	57.7	120
For Eating:									
Upmarket	363	19.2	63	323	17.0	82	1,209	63.8	135
Midmarket	251	13.2	39	0	0.0	0	1,643	86.7	157
Downmarket	563	29.7	134	938	49.5	142	394	20.8	50
For Drinking (monthly spend):									
Nothing	694	36.6	121	583	30.8	130	617	32.6	73
Low (less than £10)	702	37.0	124	794	41.9	178	400	21.1	47
Medium (Between £10 and £40)	571	30.1	98	351	18.5	104	973	51.3	102
High (Greater than £40)	457	24.1	93	379	20.0	97	1,059	55.9	107

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	25,567	29.2	97	9,946	11.4	69	52,028	59.4	114
Male: Alone	22,812	26.1	88	21,871	25.0	160	42,858	49.0	92
Male: Group	24,425	27.9	122	26,852	30.7	117	36,265	41.4	83
Male: Pair	22,965	26.2	101	6,853	7.8	51	57,723	65.9	115
Mixed Sex: Group	14,349	16.4	72	34,189	39.1	122	39,002	44.6	101
Mixed Sex: Pair	19,650	22.4	96	31,299	35.8	110	36,592	41.8	98
With Children	21,913	25.0	87	14,968	17.1	102	50,661	57.9	109
Unknown	22,187	25.3	77	7,319	8.4	47	58,035	66.3	138
For Eating:									
Upmarket	11,231	12.8	42	19,611	22.4	108	56,700	64.8	137
Midmarket	17,594	20.1	59	2,490	2.8	32	67,457	77.1	139
Downmarket	28,994	33.1	149	41,772	47.7	137	16,774	19.2	46
For Drinking (monthly spend):									
Nothing	42,075	48.1	159	23,529	26.9	114	21,937	25.1	56
Low (less than £10)	20,577	23.5	79	26,930	30.8	131	40,035	45.7	101
Medium (Between £10 and £40)	17,706	20.2	66	13,819	15.8	89	56,016	64.0	127
High (Greater than £40)	13,115	15.0	58	25,270	28.9	141	49,155	56.2	107

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	Station Inn, ML 8 5PE	Star Pubs & Bars	0.0	0.1
2	Caledonian Bar, ML 8 4AD	Independent Free	26.0	3.6
3	Kirkton, ML 8 4AB	Independent Free	28.1	4.2
4	Railway Inn, ML 8 4AB	Star Pubs & Bars	28.1	4.2
5	Crown Inn, ML 8 5DZ	Greene King	31.4	4.7
6	Crossford Inn, ML 8 5RA	Independent Free	39.8	5.3
7	Tillietudlem Hotel, ML 8 5RE	Independent Free	42.9	5.7
8	Clydesdale Inn, ML11 9ET	Hawthorn Leisure	79.1	7.9
9	Wallace Cave Bar, ML11 9ET	Independent Free	79.1	7.9
10	Woodpecker, ML11 7LX	Independent Free	80.4	8.2
11	Crown Tavern, ML11 7NE	Independent Free	81.0	8.1
12	Images, ML11 9DT	Independent Free	81.7	9.4
13	Maisies Bar, ML11 9DT	Independent Free	81.7	9.4
14	Horse & Jockey, ML11 7ES	Independent Free	82.7	8.5
15	Riverside, ML11 9JJ	Independent Free	83.0	6.3
16	Wee Mans, ML11 9EF	Independent Free	83.6	8.6
17	Old Store Bar, ML 8 5LN	Independent Free	86.5	10.9
18	Lanark Lock, ML11 9BJ	Independent Free	103.2	11.9
19	New Lanark Mill Hotel, ML11 9DB	Independent Free	106.6	14.8
20	Clydesdale Bar, ML 2 0QF	Rosemount Taverns	115.3	12.8