

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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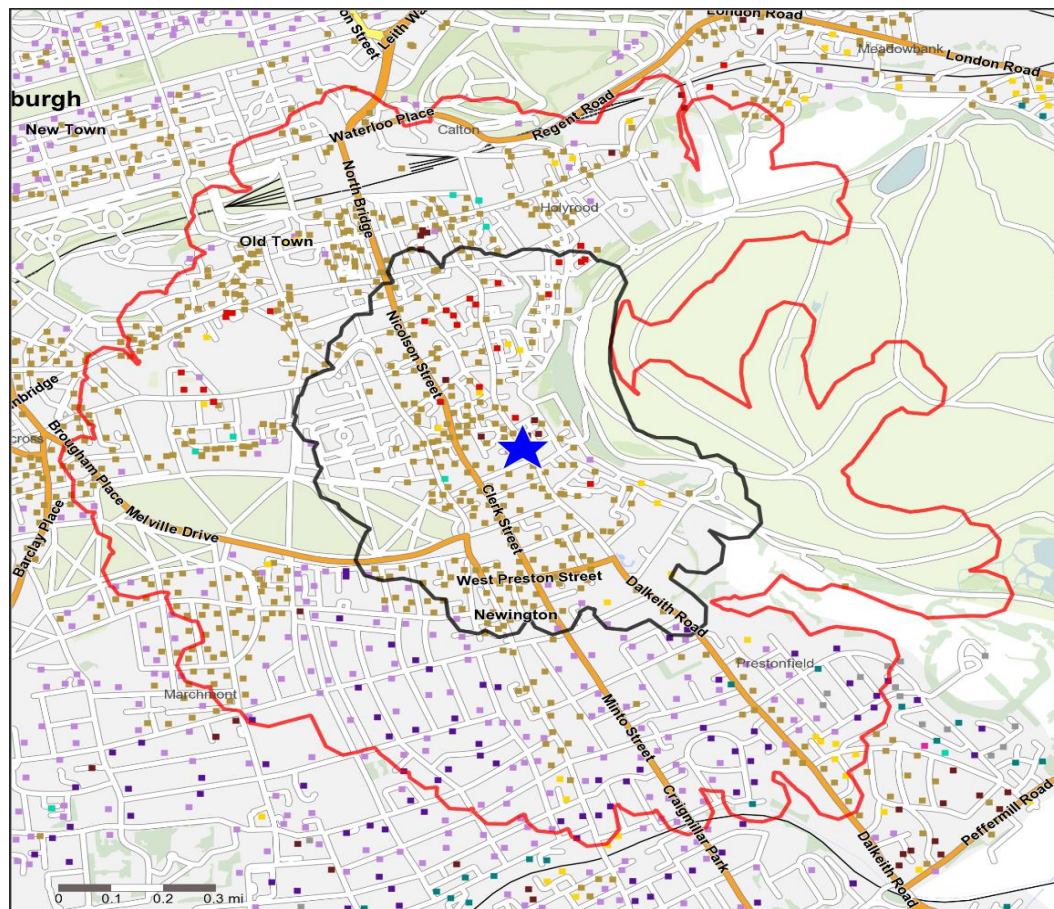
Number of Pubs	38	135	506
Catchment Adults 18+	16,189	38,951	411,836
Catchment Adults 18+ Per Pub	426	289	814
Populaton Projection 2018 to 2028 (% change)	11.68%	12.02%	8.37%

		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	13,838	85.5	165	1	Bit of Style	30,458	78.2	151	1	High Street Pub	291,799	70.9	137
2	Bit of Style	12,773	78.9	169	2	High Street Pub	29,300	75.2	161	2	Bit of Style	192,605	46.8	100
3	Circuit Bar	12,562	77.6	123	3	Circuit Bar	26,636	68.4	108	3	Community Pub	180,584	43.8	70
4	Craft Led	12,419	76.7	593	4	Craft Led	26,546	68.2	527	4	Great Pub Great Food	154,823	37.6	291
5	Community Pub	6,620	40.9	101	5	Community Pub	11,169	28.7	71	5	Circuit Bar	149,363	36.3	90
6	Premium Local	899	5.6	21	6	Great Pub Great Food	5,042	12.9	48	6	Craft Led	131,378	31.9	119
7	Great Pub Great Food	326	2.0	20	7	Premium Local	3,448	8.9	86	7	Premium Local	126,581	30.7	298

	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	1,333	8.2	93	4,150	10.7	120	54,644	13.3	150
C1	3,369	20.8	170	8,069	20.7	169	67,425	16.4	134
C2	454	2.8	34	1,056	2.7	33	23,958	5.8	70
DE	1,111	6.9	67	2,266	5.8	57	39,532	9.6	93

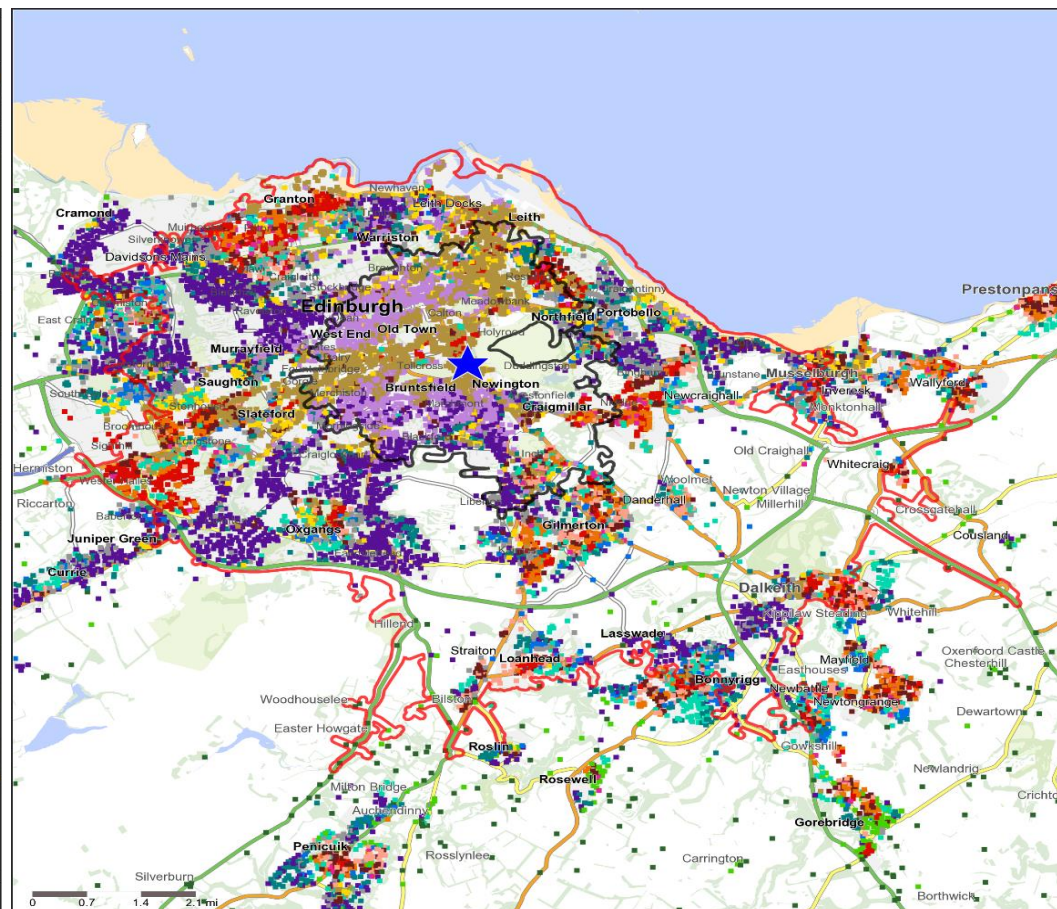
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,330	20.6	62	5,734	14.7	44	105,372	25.6	77
Medium (7-13)	4,253	26.3	79	10,547	27.1	82	129,983	31.6	95
High (14-19)	820	5.1	18	5,929	15.2	54	124,630	30.3	106

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	21	798	4,303	5,385		
A02	Uptown Elite	130	2,003	17,257	24,301		
A03	Penthouse Chic	5	175	1,365	1,365		
A04	Metro High-Flyers	147	883	14,591	16,859		
B05	Premium Fortunes	4	757	3,365	14,063		
B06	Diamond Days	0	98	2,383	18,474		
B07	Alpha Families	0	3	217	6,289		
B08	Bank of Mum and Dad	0	0	394	4,525		
B09	Empty-Nest Adventure	0	8	117	3,995		
C10	Wealthy Landowners	0	0	0	173		
C11	Rural Vogue	0	0	0	58		
C12	Scattered Homesteads	0	0	0	26		
C13	Village Retirement	0	0	0	27		
D14	Satellite Settlers	0	0	0	220		
D15	Local Focus	0	0	0	1		
D16	Outlying Seniors	0	0	0	44		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	174	1,761	16,396		
E19	Bungalow Heaven	0	0	10	812		
E20	Classic Grandparents	0	0	251	2,811		
E21	Solo Retirees	0	0	553	5,630		
F22	Boomerang Boarders	0	0	41	2,156		
F23	Family Ties	0	0	19	1,243		
F24	Fledgling Free	0	0	12	500		
F25	Dependable Me	0	0	186	2,721		
G26	Cafés and Catchments	0	74	2,584	9,459		
G27	Thriving Independence	0	0	2,249	8,899		
G28	Modern Parents	0	0	0	3,834		
G29	Mid-Career Convention	0	0	0	789		
H30	Primary Ambitions	0	0	699	7,266		
H31	Affordable Fringe	0	0	59	1,995		
H32	First-Rung Futures	0	0	188	3,979		
H33	Contemporary Starts	0	0	8	2,283		
H34	New Foundations	121	218	691	1,717		
H35	Flying Solo	0	0	98	788		

				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	712	5,966		
I37	Budget Generations	0	0	16	951		
I38	Economical Families	0	0	42	266		
I39	Families on a Budget	0	0	102	4,961		
J40	Value Rentals	0	0	0	64		
J41	Youthful Endeavours	0	0	281	1,045		
J42	Midlife Renters	0	0	298	1,284		
J43	Renting Rooms	0	0	91	1,051		
K44	Inner City Stalwarts	853	1,118	2,720	3,977		
K45	City Diversity	0	26	173	1,308		
K46	High Rise Residents	58	185	983	4,085		
K47	Single Essentials	65	65	1,610	19,628		
K48	Mature Workers	0	0	2	456		
L49	Flatlet Seniors	69	69	1,543	5,781		
L50	Pocket Pensions	0	0	160	1,438		
L51	Retirement Communities	156	437	3,088	8,636		
L52	Estate Veterans	0	0	220	4,921		
L53	Seasoned Survivors	0	0	259	1,286		
M54	Down-to-Earth Owners	0	0	0	2,071		
M55	Back with the Folks	0	0	724	6,757		
M56	Self Supporters	0	0	350	2,640		
N57	Community Elders	0	0	77	254		
N58	Culture & Comfort	0	0	22	51		
N59	Large Family Living	0	0	0	162		
N60	Ageing Access	317	807	10,772	25,675		
O61	Career Builders	19	69	1,482	7,768		
O62	Central Pulse	6,540	16,085	67,320	80,092		
O63	Flexible Workforce	7	7	1,021	2,081		
O64	Bus-Route Renters	46	115	4,771	22,074		
O65	Learners & Earners	748	2,041	3,063	3,573		
O66	Student Scene	5,036	8,104	12,049	12,103		
U99	Unclassified	1,847	4,632	8,016	10,346		
Total				16,189	38,951	175,368	411,834

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. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

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



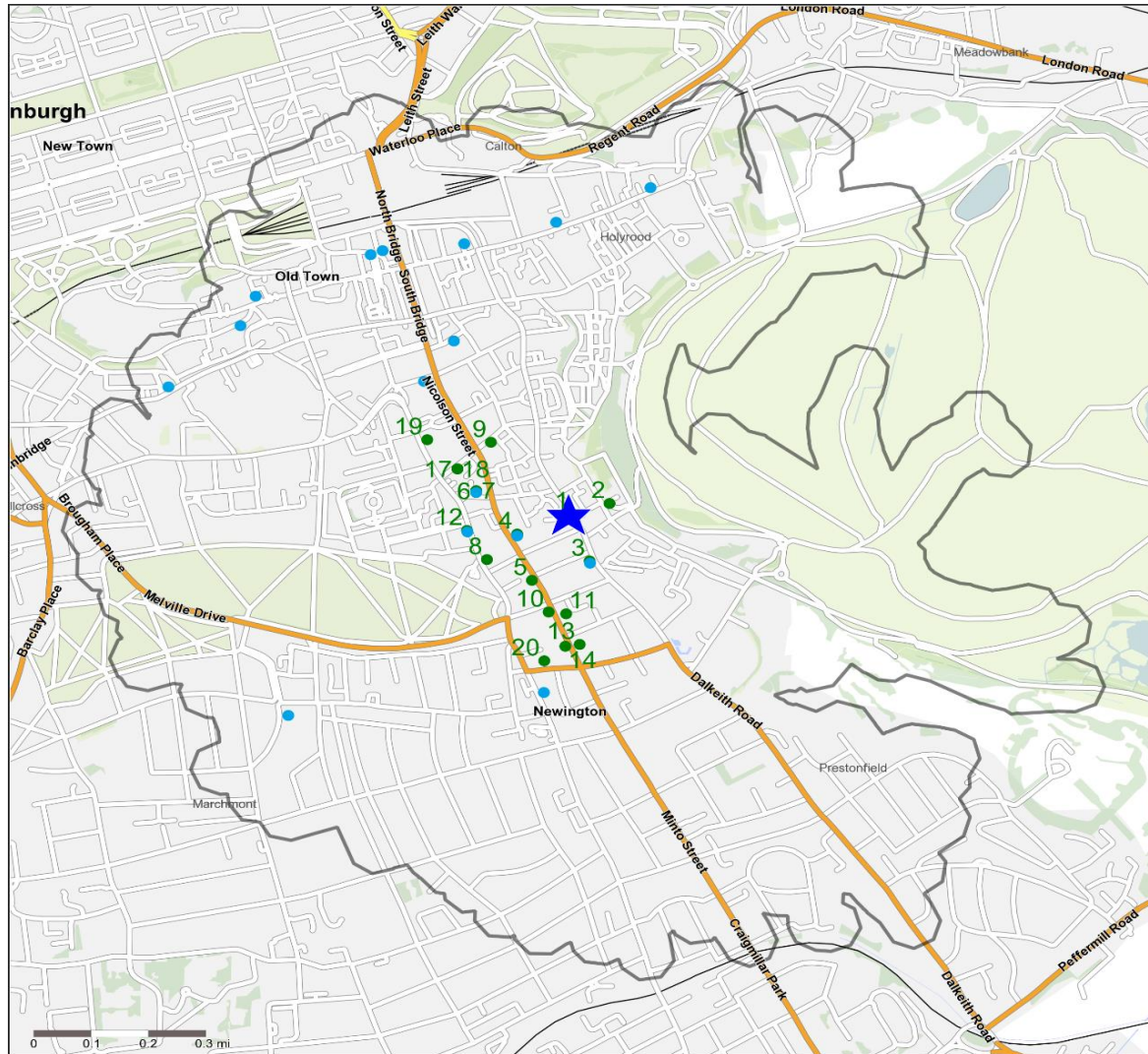
- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

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	30,455	78.2	258		956	2.5	15		2,909	7.5	14	
Male: Alone	6,275	16.1	54		10,426	26.8	172		17,617	45.2	85	
Male: Group	21,070	54.1	237		10,395	26.7	102		2,854	7.3	15	
Male: Pair	22,932	58.9	226		1,276	3.3	21		10,111	26.0	45	
Mixed Sex: Group	28,745	73.8	323		2,870	7.4	23		2,703	6.9	16	
Mixed Sex: Pair	26,346	67.6	288		2,394	6.1	19		5,579	14.3	34	
With Children	4,054	10.4	36		105	0.3	2		30,160	77.4	146	
Unknown	28,999	74.4	227		959	2.5	14		4,361	11.2	23	
For Eating:												
Upmarket	28,186	72.4	236		3,408	8.7	42		2,726	7.0	15	
Midmarket	28,696	73.7	215		2,886	7.4	82		2,736	7.0	13	
Downmarket	10,261	26.3	119		18,337	47.1	135		5,722	14.7	35	
For Drinking (monthly spend):												
Nothing	1,990	5.1	17		4,426	11.4	48		27,903	71.6	160	
Low (less than £10)	2,989	7.7	26		2,156	5.5	24		29,174	74.9	165	
Medium (Between £10 and £40)	22,755	58.4	191		2,296	5.9	33		9,268	23.8	47	
High (Greater than £40)	23,135	59.4	229		2,088	5.4	26		9,096	23.4	45	

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	231,700	56.3	186		41,101	10.0	61		128,689	31.2	60	
Male: Alone	115,915	28.1	95		86,432	21.0	134		199,143	48.4	91	
Male: Group	188,989	45.9	201		68,393	16.6	63		144,109	35.0	71	
Male: Pair	219,860	53.4	205		37,768	9.2	60		143,862	34.9	61	
Mixed Sex: Group	187,619	45.6	199		68,532	16.6	52		145,339	35.3	80	
Mixed Sex: Pair	144,406	35.1	150		106,625	25.9	80		150,459	36.5	85	
With Children	111,227	27.0	93		37,259	9.0	54		253,004	61.4	116	
Unknown	168,401	40.9	124		91,960	22.3	125		141,130	34.3	72	
For Eating:												
Upmarket	208,650	50.7	165		78,576	19.1	92		114,264	27.7	59	
Midmarket	217,853	52.9	154		53,920	13.1	145		129,717	31.5	57	
Downmarket	66,943	16.3	73		173,809	42.2	121		160,738	39.0	94	
For Drinking (monthly spend):												
Nothing	86,069	20.9	69		84,740	20.6	87		230,682	56.0	125	
Low (less than £10)	114,537	27.8	93		39,591	9.6	41		247,362	60.1	132	
Medium (Between £10 and £40)	229,071	55.6	182		54,724	13.3	75		117,695	28.6	57	
High (Greater than £40)	211,370	51.3	198		73,992	18.0	88		116,129	28.2	54	

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	Auld Hoose, EH 8 9QN	Star Pubs & Bars	0.0	0.0
2	Jeannie Deans Tryst, EH 8 9SB	G1 Group	1.2	1.0
3	Montague, EH 8 9QY	Star Pubs & Bars	1.8	0.5
4	Dog House, EH 8 9HX	Independent Free	3.9	1.0
5	Quarter Gill, EH 8 9JG	Independent Free	3.9	1.0
6	56 North, EH 8 9JP	Caledonian Heritable	4.2	1.4
7	Green Mantle, EH 8 9JP	Star Pubs & Bars	4.2	1.4
8	Dagda Bar, EH 8 9NG	Unknown	4.5	1.7
9	Southsider, EH 8 9EF	Stonegate Pub Company	5.1	1.4
10	Southern Bar, EH 8 9PR	Retail & Licensed Properties	5.7	1.2
11	Cafe De La Poste, EH 8 9NZ	Independent Free	5.7	1.3
12	Harry's Southside, EH 8 9LP	Independent Free	5.7	1.9
13	Abbey, EH 8 9PP	Greene King	6.9	1.4
14	Clerks, EH 8 9PT	Maclay Inns	6.9	1.4
15	Blind Poet, EH 8 9DD	Independent Free	6.9	1.9
16	Peartree House, EH 8 9DD	Caledonian Heritable	6.9	1.9
17	Usher's Of Edinburgh, EH 8 9DD	Independent Free	6.9	1.9
18	West Nic, EH 8 9DD	Caledonian Heritable	6.9	1.9
19	St Andrews Brewing Company, EH 8 9BT	St Andrews Brewing Company	7.2	2.2
20	Drouthy Neebours, EH 8 9PX	Greene King	8.5	1.8