

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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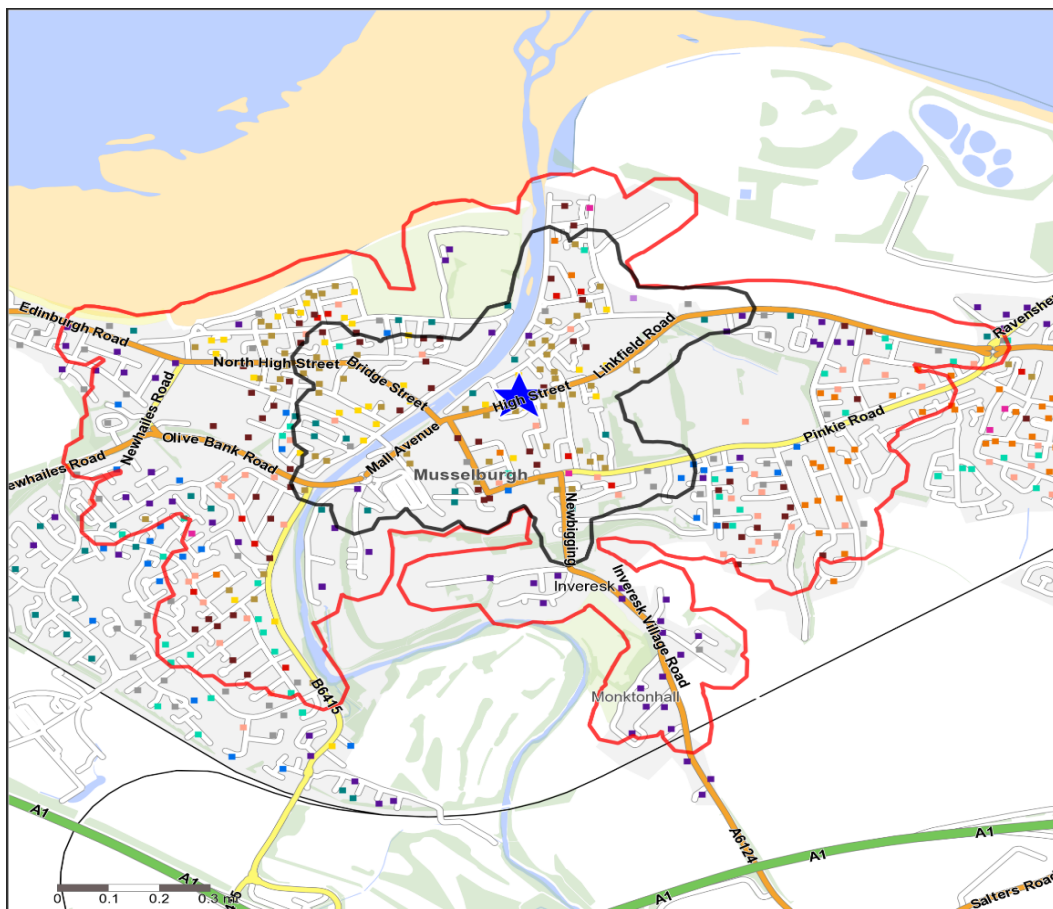
Number of Pubs	10	14	201
Catchment Adults 18+	4,352	11,430	277,591
Catchment Adults 18+ Per Pub	435	816	1,381
Populaton Projection 2018 to 2028 (% change)	6.85%	6.62%	8.67%

		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	4,030	92.6	179	1	High Street Pub	10,019	87.7	169	1	High Street Pub	204,116	73.5	142
2	Community Pub	3,757	86.3	185	2	Community Pub	9,261	81.0	174	2	Community Pub	148,393	53.5	115
3	Circuit Bar	1,696	39.0	62	3	Premium Local	3,256	28.5	45	3	Premium Local	116,867	42.1	67
4	Premium Local	867	19.9	154	4	Circuit Bar	2,892	25.3	196	4	Great Pub Great Food	96,829	34.9	270
5	Great Pub Great Food	742	17.0	42	5	Great Pub Great Food	2,587	22.6	56	5	Bit of Style	86,165	31.0	77
6	Bit of Style	565	13.0	48	6	Bit of Style	1,027	9.0	33	6	Circuit Bar	75,315	27.1	101
7	Craft Led	293	6.7	65	7	Craft Led	545	4.8	46	7	Craft Led	52,044	18.7	182

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	343	7.9	89	857	7.5	85	26,906	9.7	110
C1	728	16.7	136	1,785	15.6	127	40,803	14.7	120
C2	393	9.0	109	994	8.7	105	22,535	8.1	98
DE	463	10.6	103	1,172	10.3	100	30,504	11.0	107

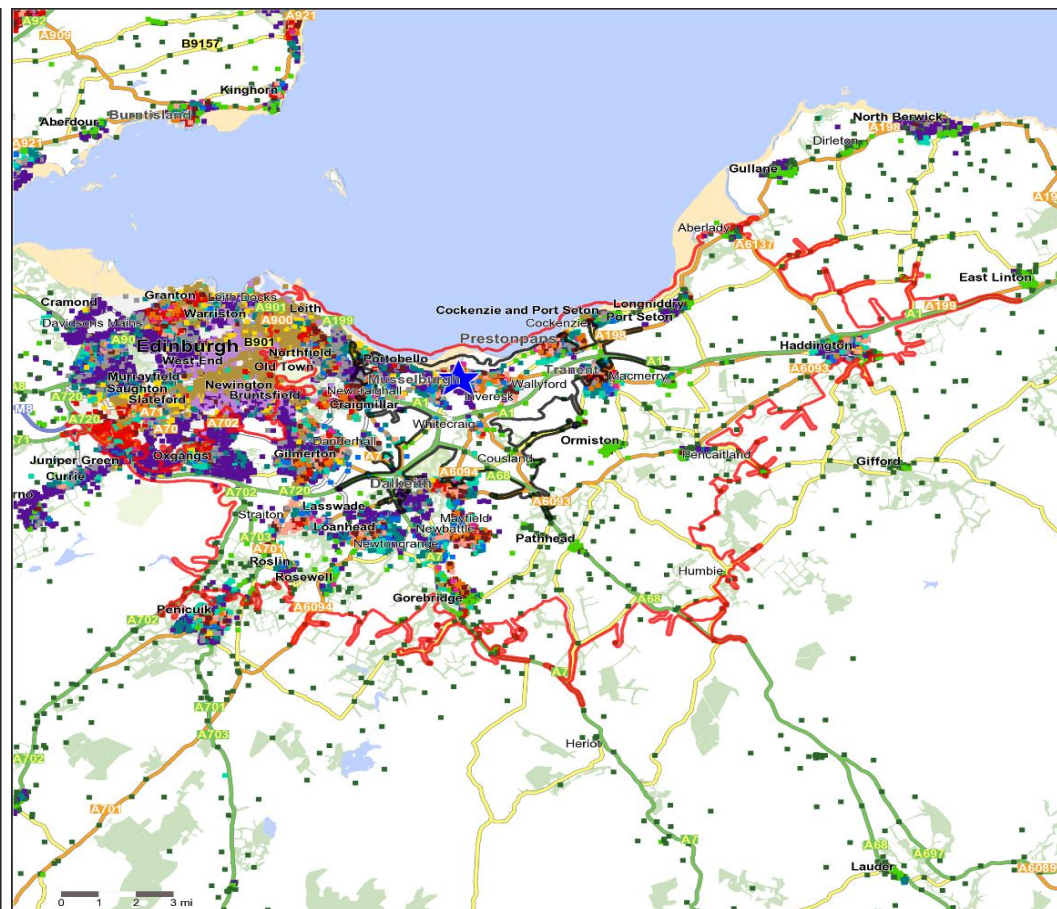
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,583	36.4	110	3,943	34.5	104	90,006	32.4	98
Medium (7-13)	1,691	38.9	117	4,305	37.7	114	93,581	33.7	102
High (14-19)	570	13.1	46	2,028	17.7	62	74,390	26.8	94

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

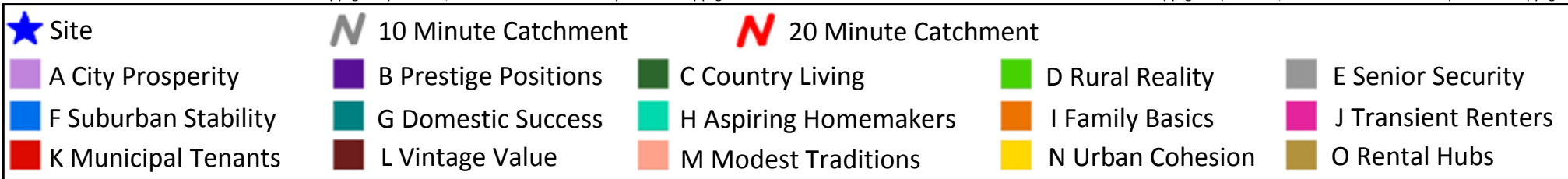


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	764
A02	Uptown Elite	2	2	269	3,433
A03	Penthouse Chic	0	0	0	97
A04	Metro High-Flyers	0	0	0	2,999
B05	Premium Fortunes	18	160	380	6,663
B06	Diamond Days	23	249	1,317	8,991
B07	Alpha Families	30	107	823	5,832
B08	Bank of Mum and Dad	1	59	828	4,238
B09	Empty-Nest Adventure	33	500	1,043	6,057
C10	Wealthy Landowners	0	0	97	1,658
C11	Rural Vogue	0	0	89	1,485
C12	Scattered Homesteads	0	0	9	742
C13	Village Retirement	0	0	120	1,509
D14	Satellite Settlers	0	0	399	2,175
D15	Local Focus	0	0	49	4,022
D16	Outlying Seniors	0	0	96	4,327
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	50	266	1,402	9,290
E19	Bungalow Heaven	0	0	331	1,707
E20	Classic Grandparents	36	190	394	2,424
E21	Solo Retirees	35	313	1,100	4,344
F22	Boomerang Boarders	22	160	442	3,088
F23	Family Ties	0	86	487	1,680
F24	Fledgling Free	0	0	347	1,988
F25	Dependable Me	116	341	970	4,449
G26	Cafés and Catchments	80	94	638	4,282
G27	Thriving Independence	227	515	1,619	5,865
G28	Modern Parents	0	0	2,438	10,844
G29	Mid-Career Convention	81	97	518	3,789
H30	Primary Ambitions	76	136	735	4,696
H31	Affordable Fringe	12	154	790	3,715
H32	First-Rung Futures	7	91	695	3,774
H33	Contemporary Starts	0	0	1,937	8,616
H34	New Foundations	0	0	270	1,683
H35	Flying Solo	1	1	127	827

		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	107	519	1,361	7,357
I37	Budget Generations	8	128	871	2,858
I38	Economical Families	0	0	23	528
I39	Families on a Budget	0	117	1,045	5,807
J40	Value Rentals	0	0	266	550
J41	Youthful Endeavours	0	37	106	1,129
J42	Midlife Renters	1	102	290	1,250
J43	Renting Rooms	0	0	0	448
K44	Inner City Stalwarts	0	0	0	1,923
K45	City Diversity	0	0	0	635
K46	High Rise Residents	0	0	62	2,240
K47	Single Essentials	193	361	2,515	13,398
K48	Mature Workers	0	0	89	809
L49	Flatlet Seniors	211	329	936	4,570
L50	Pocket Pensions	0	98	814	3,118
L51	Retirement Communities	333	683	1,134	3,980
L52	Estate Veterans	67	544	2,386	11,855
L53	Seasoned Survivors	8	24	168	950
M54	Down-to-Earth Owners	0	149	1,648	5,370
M55	Back with the Folks	101	729	2,168	8,438
M56	Self Supporters	229	439	640	2,921
N57	Community Elders	0	0	0	239
N58	Culture & Comfort	0	0	28	51
N59	Large Family Living	0	0	0	0
N60	Ageing Access	661	1,162	1,952	12,820
O61	Career Builders	88	88	289	2,631
O62	Central Pulse	0	0	0	29,236
O63	Flexible Workforce	4	4	99	1,343
O64	Bus-Route Renters	1,492	2,397	3,313	14,571
O65	Learners & Earners	0	0	0	416
O66	Student Scene	0	0	0	323
U99	Unclassified	0	0	906	3,777
<b>Total</b>		<b>4,353</b>	<b>11,431</b>	<b>43,868</b>	<b>277,594</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 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. 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. 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. 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. K47 Single Essentials

Singles renting small social flats in town centres



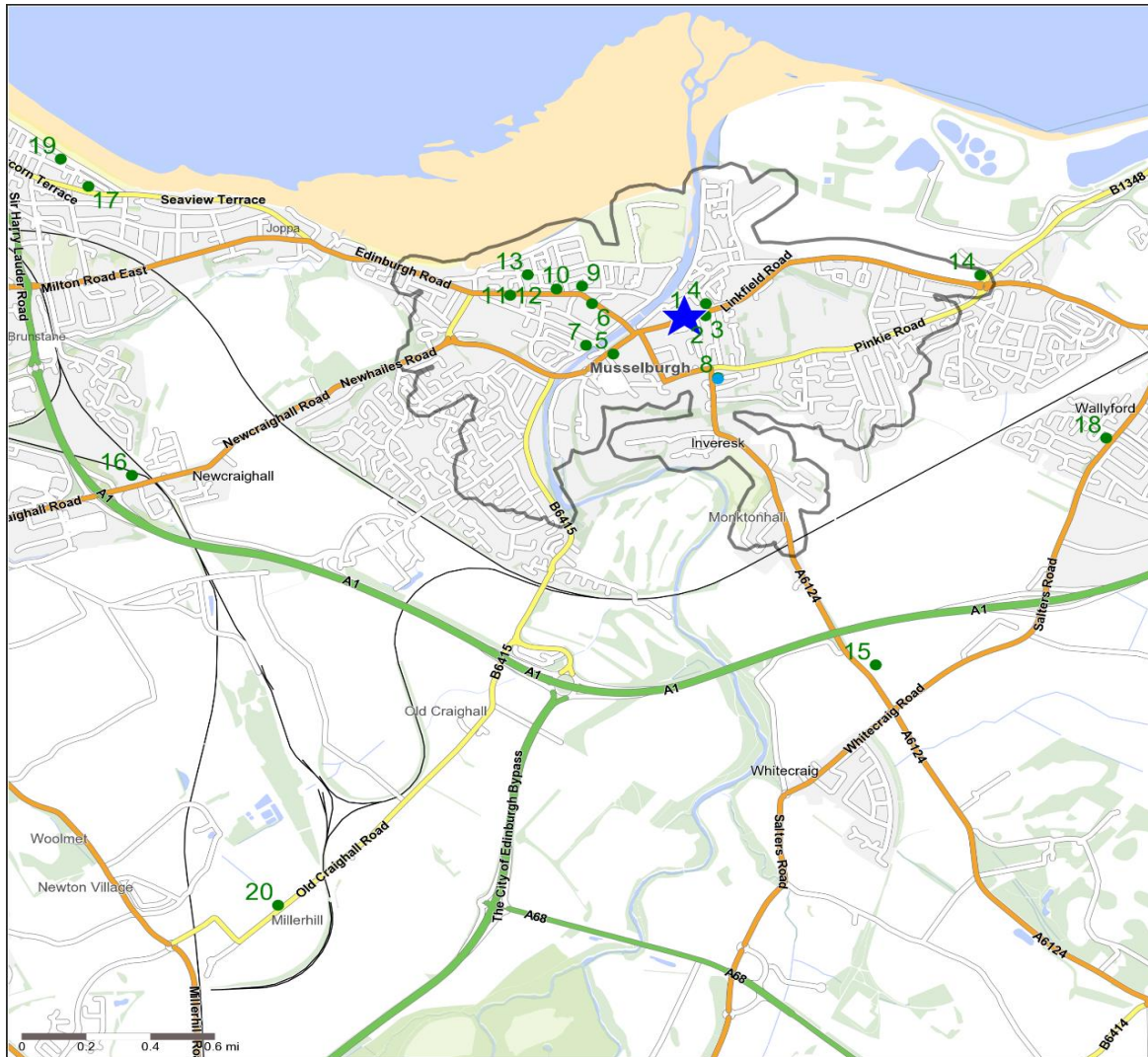
- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

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	5,198	45.5	150	996	8.7	53	5,236	45.8	88		
Male: Alone	6,523	57.1	192	1,179	10.3	66	3,728	32.6	61		
Male: Group	5,054	44.2	193	2,160	18.9	72	4,216	36.9	74		
Male: Pair	6,812	59.6	228	1,208	10.6	69	3,411	29.8	52		
Mixed Sex: Group	4,491	39.3	172	2,121	18.6	58	4,817	42.1	96		
Mixed Sex: Pair	4,103	35.9	153	3,832	33.5	103	3,495	30.6	72		
With Children	4,341	38.0	131	1,424	12.5	74	5,665	49.6	94		
Unknown	1,719	15.0	46	3,610	31.6	176	6,101	53.4	111		
<b>For Eating:</b>											
Upmarket	5,296	46.3	151	1,642	14.4	69	4,492	39.3	83		
Midmarket	5,506	48.2	140	676	5.9	66	5,248	45.9	83		
Downmarket	4,471	39.1	176	3,747	32.8	94	3,213	28.1	68		
<b>For Drinking (monthly spend):</b>											
Nothing	3,834	33.5	111	4,085	35.7	151	3,512	30.7	69		
Low (less than £10)	3,746	32.8	110	3,508	30.7	131	4,176	36.5	81		
Medium (Between £10 and £40)	3,906	34.2	112	2,745	24.0	135	4,779	41.8	83		
High (Greater than £40)	3,148	27.5	106	3,721	32.6	159	4,561	39.9	76		

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	124,789	45.0	149	32,037	11.5	71	116,988	42.1	81		
Male: Alone	82,126	29.6	99	48,880	17.6	113	142,808	51.4	97		
Male: Group	92,566	33.3	146	56,179	20.2	77	125,070	45.1	91		
Male: Pair	121,073	43.6	167	22,433	8.1	53	130,308	46.9	82		
Mixed Sex: Group	94,039	33.9	148	75,581	27.2	85	104,195	37.5	86		
Mixed Sex: Pair	89,045	32.1	137	85,990	31.0	95	98,780	35.6	83		
With Children	74,183	26.7	92	43,396	15.6	93	156,235	56.3	106		
Unknown	86,715	31.2	95	62,779	22.6	126	124,321	44.8	93		
<b>For Eating:</b>											
Upmarket	110,616	39.8	130	54,478	19.6	94	108,720	39.2	83		
Midmarket	111,882	40.3	117	21,552	7.8	86	140,380	50.6	91		
Downmarket	55,353	19.9	90	128,817	46.4	133	89,644	32.3	78		
<b>For Drinking (monthly spend):</b>											
Nothing	82,672	29.8	98	65,119	23.5	99	126,023	45.4	101		
Low (less than £10)	83,842	30.2	101	49,645	17.9	76	140,327	50.6	111		
Medium (Between £10 and £40)	120,906	43.6	142	41,097	14.8	83	111,811	40.3	80		
High (Greater than £40)	102,159	36.8	142	56,108	20.2	98	115,547	41.6	80		

## 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	Brewed And Baked, EH21 7DA	Star Pubs & Bars	0.0	0.1
2	Coach & Horses, EH21 7EA	Independent Free	1.2	0.1
3	Sportsmans, EH21 7BX	Hawthorn Leisure	2.1	0.4
4	Musselburgh Arms Hotel, EH21 7AB	Unknown	2.1	0.5
5	Riverside Bar, EH21 7BL	Independent Free	6.3	1.0
6	David Macbeth Moir, EH21 6AG	Wetherspoon	6.9	1.3
7	Auld Brig Tavern, EH21 6RB	Greene King	7.2	1.3
8	Horseshoe Tavern, EH21 7AP	Star Pubs & Bars	7.9	1.6
9	Volunteer Arms, EH21 6JE	Independent Free	8.2	1.6
10	Anchor Bar, EH21 6AN	Independent Free	9.7	1.9
11	Ravelston House Hotel, EH21 6BH	Greene King	13.0	2.3
12	Ship Inn, EH21 6BH	Caledonian Heritable	13.0	2.3
13	Hole In Th Wall, EH21 6BZ	Hawthorn Leisure	13.0	2.4
14	Levenhall Arms, EH21 7PP	Independent Free	20.8	3.5
15	Craig House, EH21 8PT	Whitbread	30.5	4.7
16	Cuddie Brae, EH21 8RX	Greene King	39.5	5.8
17	Ormelie Bar, EH15 2ET	Caledonian Heritable	39.5	7.4
18	Faside Inn, EH21 8BQ	Independent Free	40.7	6.2
19	Dalriada Bar & Restaurant, EH15 2EL	Caledonian Heritable	41.6	8.2
20	Cockatoo Family Fare, EH22 1RZ	Independent Free	54.3	8.5