

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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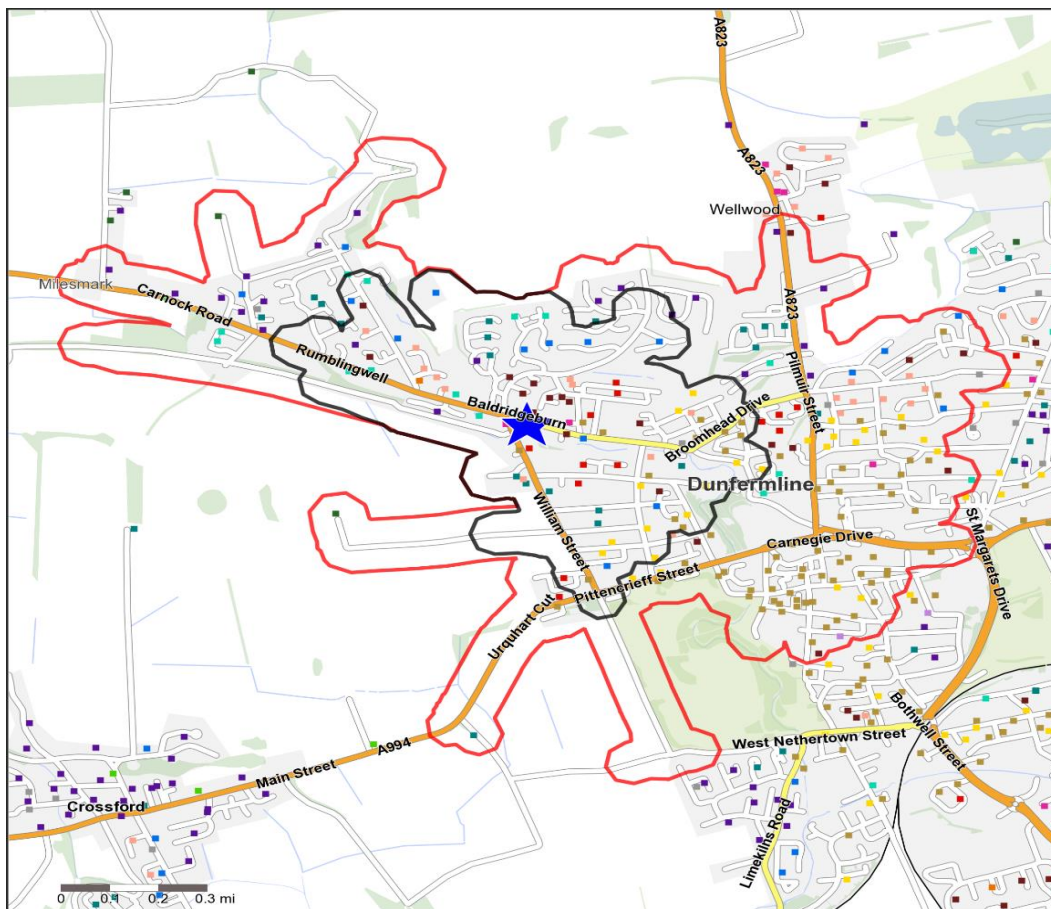
Number of Pubs	1	23	103
Catchment Adults 18+	3,376	8,222	122,581
Catchment Adults 18+ Per Pub	3,376	357	1,190
Populaton Projection 2018 to 2028 (% change)	2.07%	2.08%	3.63%

		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	3,096	91.7	177	1	High Street Pub	6,805	82.8	160	1	High Street Pub	87,626	71.5	138
2	Community Pub	2,440	72.3	155	2	Community Pub	5,782	70.3	151	2	Premium Local	69,953	57.1	122
3	Premium Local	1,401	41.5	66	3	Premium Local	3,187	38.8	61	3	Community Pub	69,796	56.9	90
4	Circuit Bar	1,068	31.6	245	4	Circuit Bar	2,712	33.0	255	4	Great Pub Great Food	48,126	39.3	304
5	Great Pub Great Food	892	26.4	65	5	Great Pub Great Food	2,292	27.9	69	5	Bit of Style	28,126	22.9	57
6	Bit of Style	689	20.4	76	6	Bit of Style	1,533	18.6	69	6	Circuit Bar	20,023	16.3	61
7	Craft Led	533	15.8	153	7	Craft Led	898	10.9	106	7	Craft Led	9,569	7.8	76

	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	311	9.2	104	820	10.0	113	10,519	8.6	97
C1	523	15.5	126	1,349	16.4	134	16,968	13.8	113
C2	347	10.3	125	810	9.9	119	11,820	9.6	117
DE	361	10.7	104	925	11.3	109	12,447	10.2	99

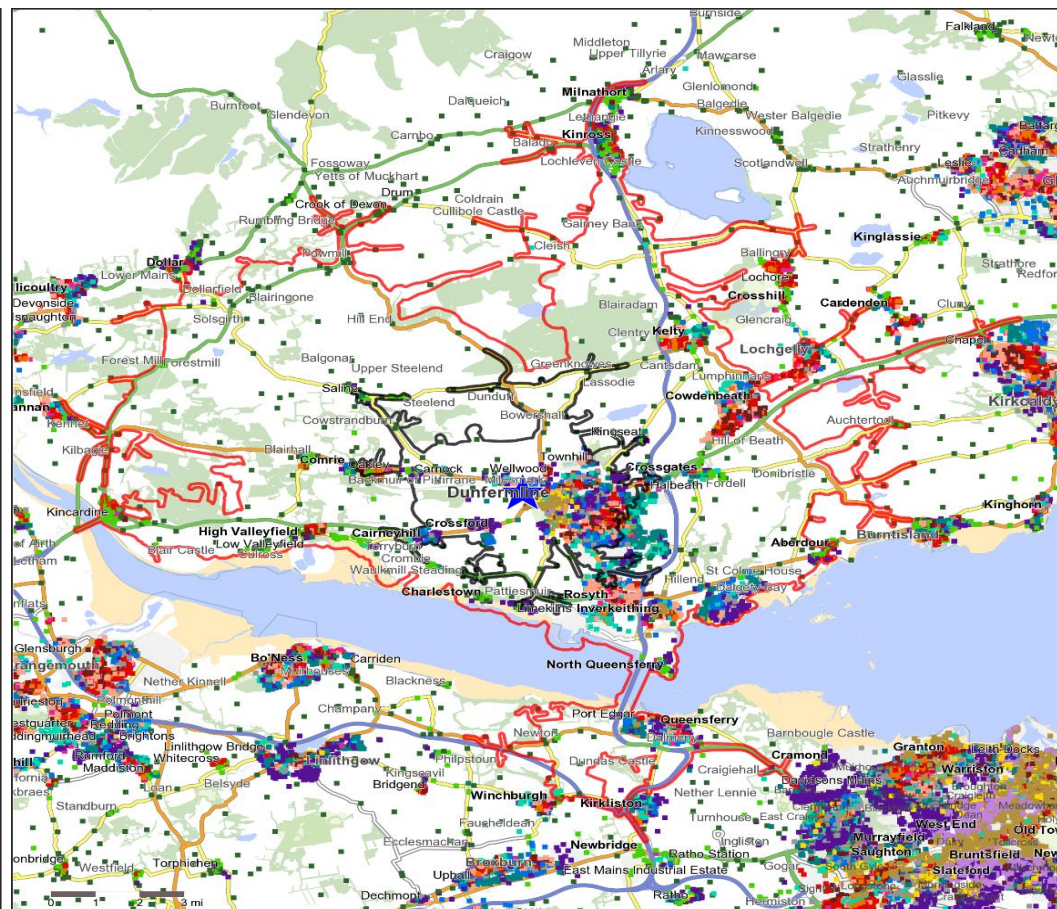
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,420	42.1	127	3,304	40.2	121	46,635	38.0	115
Medium (7-13)	1,236	36.6	110	2,796	34.0	103	43,355	35.4	107
High (14-19)	534	15.8	56	1,523	18.5	65	29,098	23.7	84

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

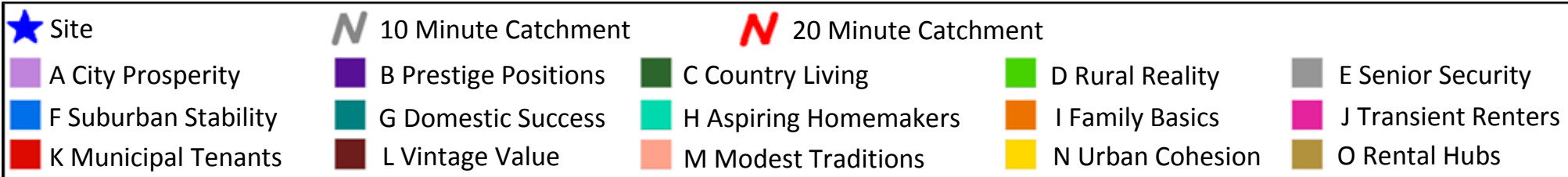


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Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	14	23	23
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	3	328
	B06	Diamond Days	0	0	382	1,405
	B07	Alpha Families	4	96	625	3,094
	B08	Bank of Mum and Dad	86	184	1,213	1,619
	B09	Empty-Nest Adventure	5	456	4,122	6,139
	C10	Wealthy Landowners	0	10	290	1,331
	C11	Rural Vogue	0	2	194	1,111
	C12	Scattered Homesteads	0	0	112	919
	C13	Village Retirement	0	54	307	2,108
	D14	Satellite Settlers	0	14	799	3,190
	D15	Local Focus	0	0	451	3,223
	D16	Outlying Seniors	0	0	366	4,173
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	15	696	972
	E19	Bungalow Heaven	0	0	644	1,862
	E20	Classic Grandparents	2	17	541	858
	E21	Solo Retirees	0	71	270	977
	F22	Boomerang Boarders	110	186	2,066	3,289
	F23	Family Ties	53	149	567	1,359
	F24	Fledgling Free	84	89	424	2,110
	F25	Dependable Me	218	239	1,387	3,372
	G26	Cafés and Catchments	114	114	146	146
	G27	Thriving Independence	111	133	374	753
	G28	Modern Parents	293	583	2,551	11,627
	G29	Mid-Career Convention	0	97	1,372	4,149
	H30	Primary Ambitions	45	56	107	660
	H31	Affordable Fringe	40	40	532	2,421
	H32	First-Rung Futures	96	173	552	1,160
	H33	Contemporary Starts	30	134	741	5,823
	H34	New Foundations	0	40	72	525
	H35	Flying Solo	0	35	85	281

			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	5	5	192	657
	I37	Budget Generations	0	0	358	1,320
	I38	Economical Families	0	0	125	499
	I39	Families on a Budget	0	0	722	2,227
	J40	Value Rentals	0	2	576	2,245
	J41	Youthful Endeavours	0	97	263	470
	J42	Midlife Renters	35	51	321	894
	J43	Renting Rooms	0	0	0	42
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	0	309	309	453
	K47	Single Essentials	438	537	2,901	7,393
	K48	Mature Workers	0	0	663	3,424
	L49	Flatlet Seniors	155	348	845	1,840
	L50	Pocket Pensions	168	168	449	1,689
	L51	Retirement Communities	20	136	202	430
	L52	Estate Veterans	53	57	1,664	5,054
	L53	Seasoned Survivors	29	105	225	303
	M54	Down-to-Earth Owners	112	171	2,231	9,609
	M55	Back with the Folks	65	112	1,325	3,124
	M56	Self Supporters	59	260	1,330	2,750
	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	441	988	1,619	1,916
	O61	Career Builders	0	151	361	732
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	1	2	2
	O64	Bus-Route Renters	504	1,694	2,993	4,368
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	29	94	132
Total			3,375	8,222	41,784	122,580

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. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

3. K47 Single Essentials

Singles renting small social flats in town centres



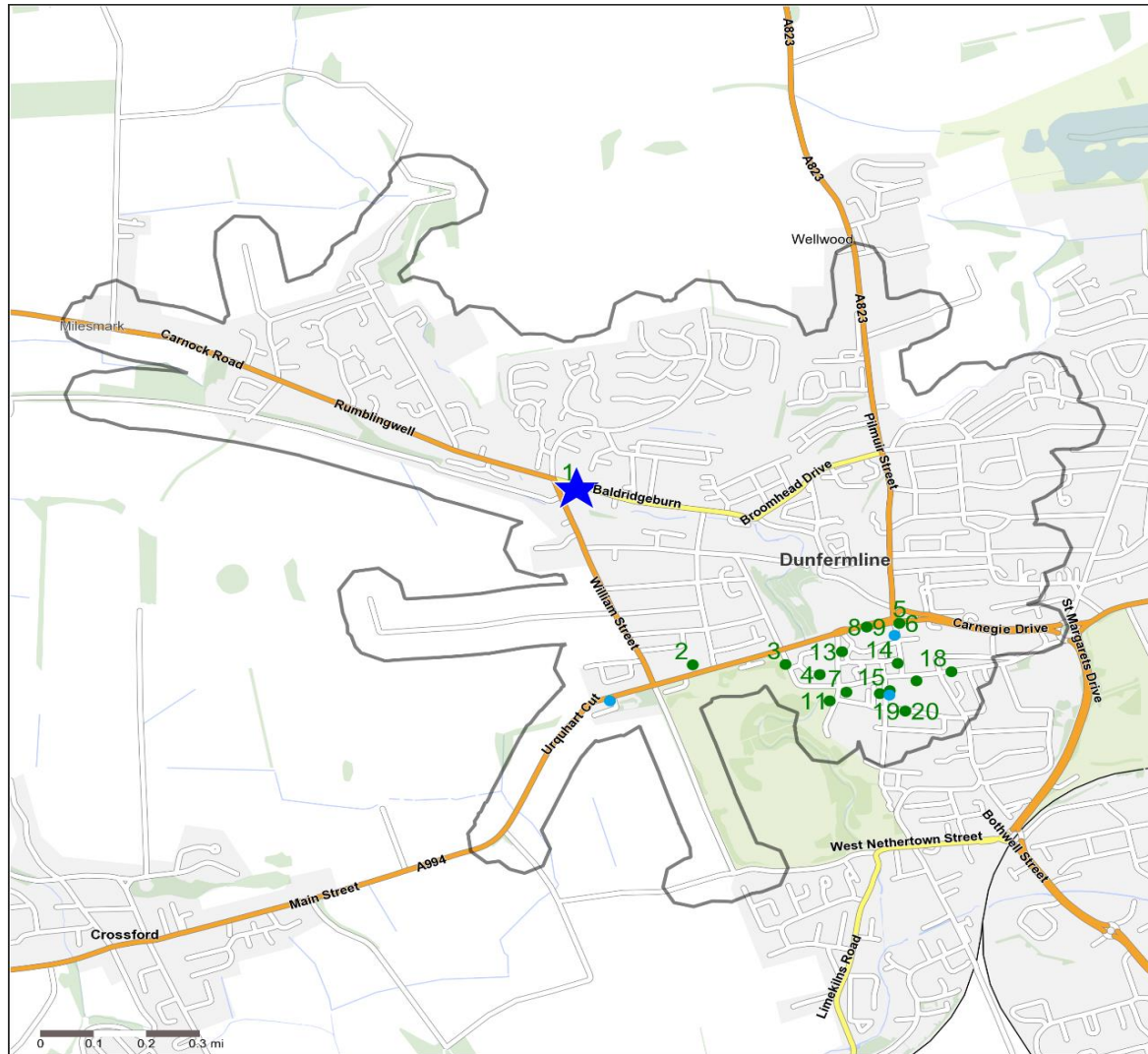
- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. 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	5,041	61.3	203		307	3.7	23		2,845	34.6	66	
Male: Alone	4,284	52.1	175		1,825	22.2	142		2,083	25.3	48	
Male: Group	3,991	48.5	212		1,797	21.9	83		2,405	29.3	59	
Male: Pair	4,790	58.3	223		889	10.8	71		2,514	30.6	53	
Mixed Sex: Group	4,091	49.8	218		1,809	22.0	69		2,293	27.9	64	
Mixed Sex: Pair	3,128	38.0	162		3,525	42.9	132		1,540	18.7	44	
With Children	3,833	46.6	161		499	6.1	36		3,861	47.0	89	
Unknown	1,017	12.4	38		2,894	35.2	196		4,282	52.1	109	
For Eating:												
Upmarket	3,942	47.9	157		1,558	18.9	91		2,692	32.7	69	
Midmarket	4,535	55.2	161		151	1.8	20		3,507	42.7	77	
Downmarket	2,754	33.5	151		4,190	51.0	146		1,249	15.2	37	
For Drinking (monthly spend):												
Nothing	2,445	29.7	98		3,935	47.9	203		1,812	22.0	49	
Low (less than £10)	3,049	37.1	124		2,266	27.6	117		2,878	35.0	77	
Medium (Between £10 and £40)	2,995	36.4	119		2,576	31.3	176		2,622	31.9	63	
High (Greater than £40)	3,303	40.2	155		2,234	27.2	132		2,656	32.3	62	

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	45,819	37.4	124	14,679	12.0	73	61,951	50.5	97
Male: Alone	39,849	32.5	109	29,603	24.1	155	52,998	43.2	81
Male: Group	26,061	21.3	93	37,850	30.9	118	58,538	47.8	96
Male: Pair	34,255	27.9	107	9,628	7.9	52	78,566	64.1	112
Mixed Sex: Group	23,282	19.0	83	55,638	45.4	142	43,529	35.5	81
Mixed Sex: Pair	38,218	31.2	133	45,218	36.9	113	39,013	31.8	74
With Children	40,151	32.8	113	22,481	18.3	109	59,818	48.8	92
Unknown	33,881	27.6	84	17,837	14.6	81	70,731	57.7	120
For Eating:									
Upmarket	31,209	25.5	83	28,223	23.0	111	63,017	51.4	109
Midmarket	30,062	24.5	71	3,659	3.0	33	88,729	72.4	131
Downmarket	36,412	29.7	134	60,046	49.0	140	25,991	21.2	51
For Drinking (monthly spend):									
Nothing	46,463	37.9	125	39,916	32.6	138	36,070	29.4	66
Low (less than £10)	43,081	35.1	118	35,069	28.6	122	44,299	36.1	80
Medium (Between £10 and £40)	40,383	32.9	108	25,224	20.6	115	56,842	46.4	92
High (Greater than £40)	32,409	26.4	102	30,397	24.8	121	59,643	48.7	93

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	Thistle Tavern, KY12 9EG	Star Pubs & Bars	0.0	0.1
2	Glen Tavern, KY12 8AN	Star Pubs & Bars	10.9	2.1
3	Raffles, KY12 8AT	Independent Free	13.0	2.7
4	Seven Kings, KY12 8DA	Greene King	14.2	3.0
5	Coadys, KY12 7AJ	Star Pubs & Bars	15.1	3.0
6	Corner Music Bar, KY12 7AJ	Independent Free	15.1	3.0
7	Tappie Toories, KY12 7NB	Independent Free	15.1	6.2
8	Brasshouse, KY12 7AN	Greene King	15.7	3.1
9	Retros, KY12 7AN	Independent Free	15.7	3.1
10	Creepy Wee Pub, KY12 7NA	Independent Free	16.0	6.3
11	Old Inn, KY12 7NA	Independent Free	16.0	6.3
12	Bruce Tavern, KY12 7AG	Independent Free	16.0	6.7
13	Cafe Continental, KY12 7AG	Independent Free	16.0	6.7
14	Commercial Inn, KY12 7EB	Hawthorn Leisure	16.3	3.1
15	Montys, KY12 7NS	Star Pubs & Bars	17.2	6.0
16	Guildhall And Linen Exchange, KY12 7DR	Wetherspoon	17.8	4.9
17	Somewhere Else Lounge Bar, KY12 7NR	Independent Free	18.1	6.0
18	East Port, KY12 7JG	Stonegate Pub Company	18.4	4.8
19	De Brus, KY12 7NU	Independent Free	18.7	5.7
20	Pj Molloy's, KY12 7NU	Caledonian Heritable	18.7	5.7