

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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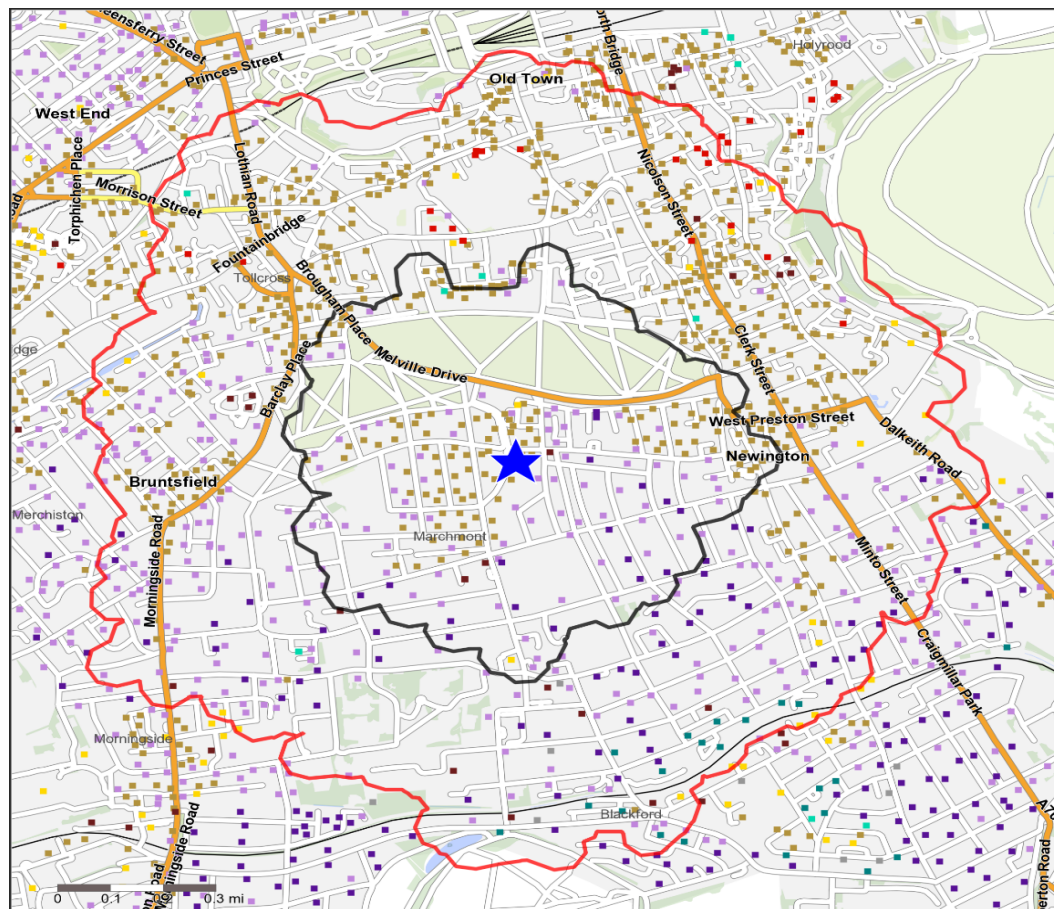
Number of Pubs	5	130	499
Catchment Adults 18+	13,127	48,517	414,553
Catchment Adults 18+ Per Pub	2,625	373	831
Populaton Projection 2018 to 2028 (% change)	14.30%	12.49%	8.38%

		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	Bit of Style	11,843	90.2	174	1	Bit of Style	40,574	83.6	161	1	High Street Pub	291,645	70.4	136
2	High Street Pub	9,080	69.2	148	2	High Street Pub	33,754	69.6	149	2	Bit of Style	193,301	46.6	100
3	Craft Led	8,805	67.1	106	3	Circuit Bar	30,594	63.1	100	3	Community Pub	180,066	43.4	69
4	Circuit Bar	8,748	66.6	515	4	Craft Led	30,514	62.9	486	4	Great Pub Great Food	159,711	38.5	298
5	Community Pub	3,927	29.9	74	5	Community Pub	13,107	27.0	67	5	Circuit Bar	148,889	35.9	89
6	Great Pub Great Food	3,398	25.9	96	6	Great Pub Great Food	11,786	24.3	91	6	Premium Local	131,639	31.8	118
7	Premium Local	1,429	10.9	106	7	Premium Local	4,850	10.0	97	7	Craft Led	130,577	31.5	306

	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	1,755	13.4	151	6,524	13.4	152	55,496	13.4	151
C1	2,732	20.8	170	9,685	20.0	163	67,949	16.4	134
C2	243	1.9	22	1,207	2.5	30	23,708	5.7	69
DE	393	3.0	29	2,381	4.9	48	39,240	9.5	92

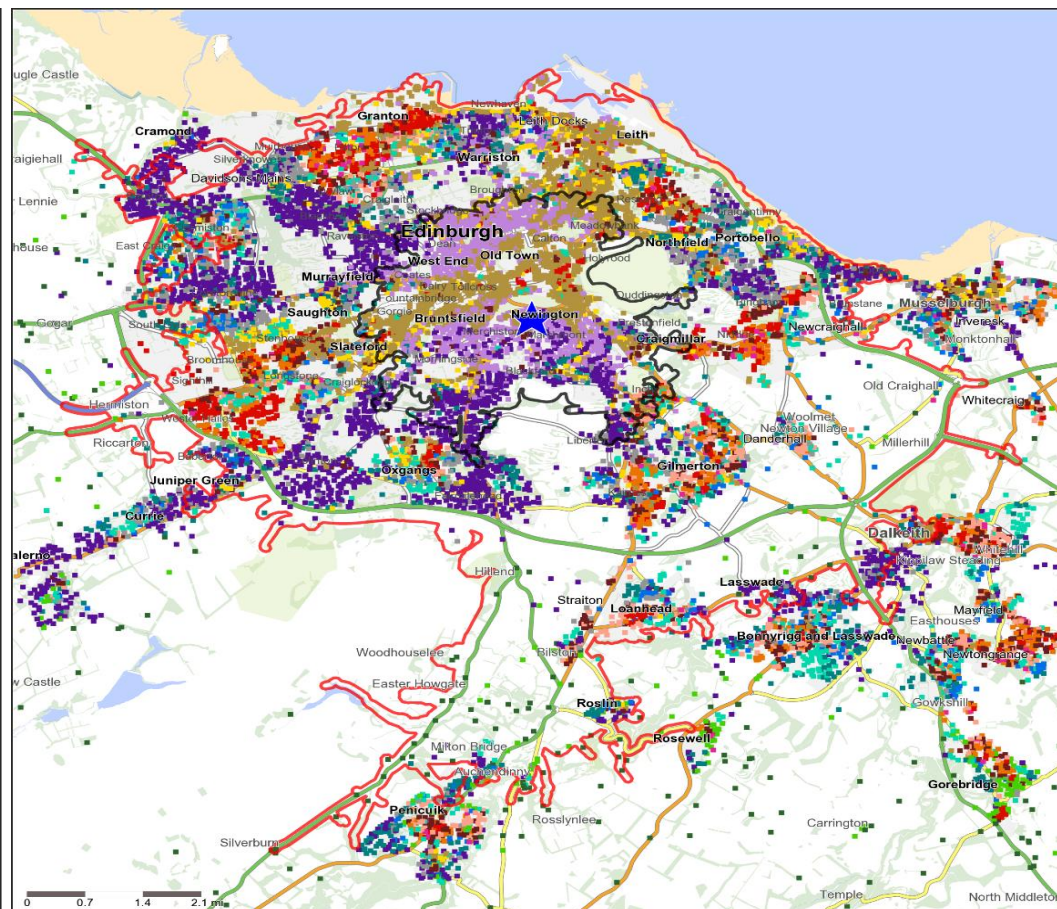
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	881	6.7	20	5,269	10.9	33	103,081	24.9	75
Medium (7-13)	4,172	31.8	96	14,309	29.5	89	131,243	31.7	95
High (14-19)	3,681	28.0	99	11,263	23.2	82	129,012	31.1	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		581	1,315	4,396	5,384
A02	Uptown Elite		1,305	5,096	17,865	24,307
A03	Penthouse Chic		76	80	1,365	1,365
A04	Metro High-Flyers		1,095	2,993	14,481	16,859
B05	Premium Fortunes		297	952	6,060	14,410
B06	Diamond Days		5	657	3,274	19,827
B07	Alpha Families		0	0	240	6,784
B08	Bank of Mum and Dad		0	0	187	4,715
B09	Empty-Nest Adventure		0	0	54	4,294
C10	Wealthy Landowners		0	0	0	335
C11	Rural Vogue		0	0	0	212
C12	Scattered Homesteads		0	0	0	60
C13	Village Retirement		0	0	0	68
D14	Satellite Settlers		0	0	0	401
D15	Local Focus		0	0	0	202
D16	Outlying Seniors		0	0	0	126
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	141	1,487	17,918
E19	Bungalow Heaven		0	0	0	589
E20	Classic Grandparents		0	0	60	3,284
E21	Solo Retirees		0	0	258	5,579
F22	Boomerang Boarders		0	0	25	2,486
F23	Family Ties		0	0	0	1,199
F24	Fledgling Free		0	0	0	320
F25	Dependable Me		0	0	30	2,926
G26	Cafés and Catchments		0	449	1,736	9,872
G27	Thriving Independence		0	0	1,050	9,688
G28	Modern Parents		0	0	0	2,178
G29	Mid-Career Convention		0	0	0	1,509
H30	Primary Ambitions		0	0	293	7,231
H31	Affordable Fringe		0	0	58	1,529
H32	First-Rung Futures		0	0	61	4,015
H33	Contemporary Starts		0	0	4	2,511
H34	New Foundations		58	207	580	1,894
H35	Flying Solo		0	0	0	678

			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	132	5,844
I37	Budget Generations		0	0	13	715
I38	Economical Families		0	0	0	258
I39	Families on a Budget		0	0	22	4,832
J40	Value Rentals		0	0	0	4
J41	Youthful Endeavours		0	0	30	999
J42	Midlife Renters		0	0	116	1,299
J43	Renting Rooms		0	0	0	1,051
K44	Inner City Stalwarts		35	915	2,005	3,977
K45	City Diversity		0	26	74	1,308
K46	High Rise Residents		0	0	454	4,085
K47	Single Essentials		0	0	171	18,715
K48	Mature Workers		0	0	0	456
L49	Flatlet Seniors		0	208	779	5,629
L50	Pocket Pensions		0	0	135	1,154
L51	Retirement Communities		241	891	3,174	8,772
L52	Estate Veterans		0	0	81	4,023
L53	Seasoned Survivors		0	0	72	1,339
M54	Down-to-Earth Owners		0	0	0	1,645
M55	Back with the Folks		0	0	492	6,430
M56	Self Supporters		0	0	253	2,673
N57	Community Elders		0	0	69	254
N58	Culture & Comfort		0	0	0	51
N59	Large Family Living		0	0	0	162
N60	Ageing Access		76	863	7,025	26,253
O61	Career Builders		38	103	1,408	7,956
O62	Central Pulse		4,122	18,086	55,980	80,092
O63	Flexible Workforce		0	21	188	2,081
O64	Bus-Route Renters		0	56	2,351	22,229
O65	Learners & Earners		1,031	2,320	3,425	3,573
O66	Student Scene		3,537	9,904	12,030	12,103
U99	Unclassified		629	3,233	7,666	9,834
Total			13,126	48,516	151,709	414,551

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. 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

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



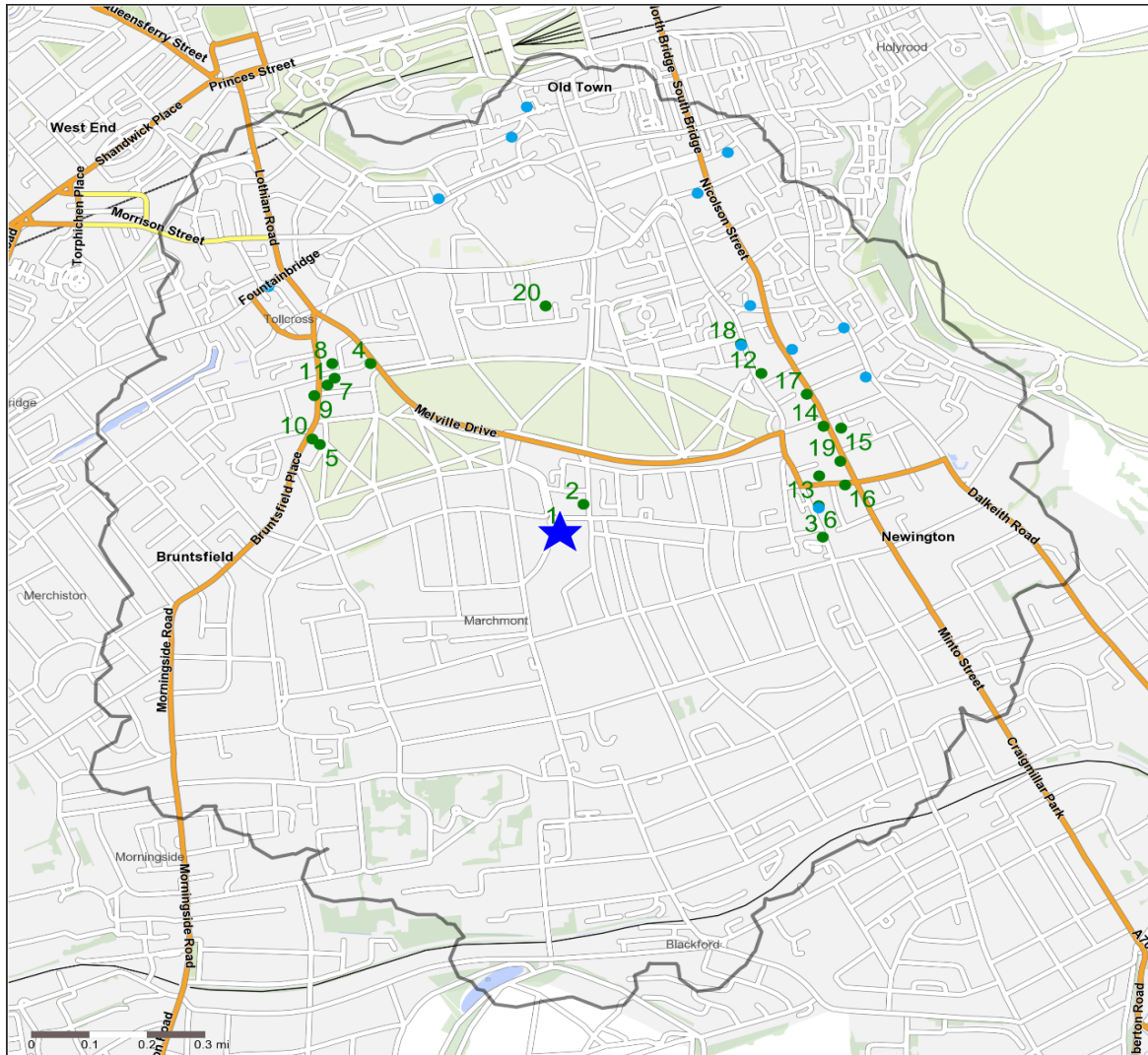
- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

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	37,894	78.1	258		3,096	6.4	39		4,293	8.8	17	
Male: Alone	9,583	19.8	66		15,103	31.1	199		20,598	42.5	80	
Male: Group	26,988	55.6	243		12,224	25.2	96		6,071	12.5	25	
Male: Pair	28,457	58.7	225		3,280	6.8	44		13,547	27.9	49	
Mixed Sex: Group	32,372	66.7	292		6,619	13.6	43		6,292	13.0	30	
Mixed Sex: Pair	30,366	62.6	267		2,538	5.2	16		12,379	25.5	60	
With Children	9,668	19.9	69		678	1.4	8		34,937	72.0	136	
Unknown	38,329	79.0	241		1,744	3.6	20		5,210	10.7	22	
For Eating:												
Upmarket	34,795	71.7	234		6,218	12.8	62		4,270	8.8	19	
Midmarket	32,743	67.5	196		8,089	16.7	185		4,451	9.2	17	
Downmarket	12,280	25.3	114		20,072	41.4	119		12,931	26.7	64	
For Drinking (monthly spend):												
Nothing	1,778	3.7	12		7,922	16.3	69		35,584	73.3	164	
Low (less than £10)	7,066	14.6	49		2,376	4.9	21		35,842	73.9	163	
Medium (Between £10 and £40)	31,416	64.8	212		2,410	5.0	28		11,457	23.6	47	
High (Greater than £40)	31,327	64.6	249		2,580	5.3	26		11,377	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	230,335	55.6	184		41,342	10.0	61		133,041	32.1	62	
Male: Alone	115,480	27.9	94		85,378	20.6	132		203,861	49.2	92	
Male: Group	189,507	45.7	200		68,127	16.4	63		147,084	35.5	71	
Male: Pair	217,995	52.6	202		38,213	9.2	60		148,511	35.8	62	
Mixed Sex: Group	187,020	45.1	197		67,271	16.2	51		150,428	36.3	83	
Mixed Sex: Pair	143,743	34.7	148		106,410	25.7	79		154,566	37.3	87	
With Children	107,933	26.0	90		39,484	9.5	57		257,302	62.1	117	
Unknown	166,592	40.2	122		95,480	23.0	128		142,646	34.4	72	
For Eating:												
Upmarket	210,234	50.7	166		77,253	18.6	90		117,232	28.3	60	
Midmarket	218,098	52.6	153		53,519	12.9	143		133,102	32.1	58	
Downmarket	66,385	16.0	72		172,796	41.7	119		165,537	39.9	96	
For Drinking (monthly spend):												
Nothing	85,379	20.6	68		84,434	20.4	86		234,905	56.7	126	
Low (less than £10)	116,213	28.0	94		39,624	9.6	41		248,882	60.0	132	
Medium (Between £10 and £40)	231,018	55.7	182		55,182	13.3	75		118,519	28.6	57	
High (Greater than £40)	211,075	50.9	197		76,437	18.4	90		117,206	28.3	54	

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	Earl Of Marchmont, EH 9 1HG	Star Pubs & Bars	0.0	0.2
2	Argyle Bar, EH 9 1JJ	Unknown	1.2	0.9
3	Scotch Hop Bar, EH 9 1PU	Independent Free	10.3	2.7
4	International Bar, EH 3 9JX	Caledonian Heritable	10.3	2.9
5	Golf Tavern, EH10 4HR	Saltire Taverns	10.6	4.1
6	Victoria Bar, EH 9 1QF	Star Pubs & Bars	10.9	2.8
7	Festival Theatre Cafe, EH 3 9LQ	Independent Free	11.5	3.3
8	Burlington Bertie, EH 3 9LB	Punch Pub Company	11.5	3.3
9	Blackbird, EH 3 9LH	Independent Free	11.5	3.5
10	Henricks, EH10 4HW	Greene King	11.5	3.8
11	Bennets Bar, EH 3 9LG	Independent Free	11.5	4.2
12	Dagda Bar, EH 8 9NG	Unknown	12.1	2.8
13	Drouthy Neebours, EH 8 9PX	Greene King	12.1	2.9
14	Southern Bar, EH 8 9PR	Retail & Licensed Properties	12.4	2.7
15	Cafe De La Poste, EH 8 9NZ	Independent Free	12.4	2.8
16	Cask & Barrel, EH 8 9PZ	Independent Free	12.7	3.0
17	Quarter Gill, EH 8 9JG	Independent Free	13.0	2.8
18	Harry's Southside, EH 8 9LP	Independent Free	13.0	3.0
19	Clerks, EH 8 9PT	Maclay Inns	13.6	3.0
20	Veeno, EH 3 9GL	Veeno	14.2	5.5