

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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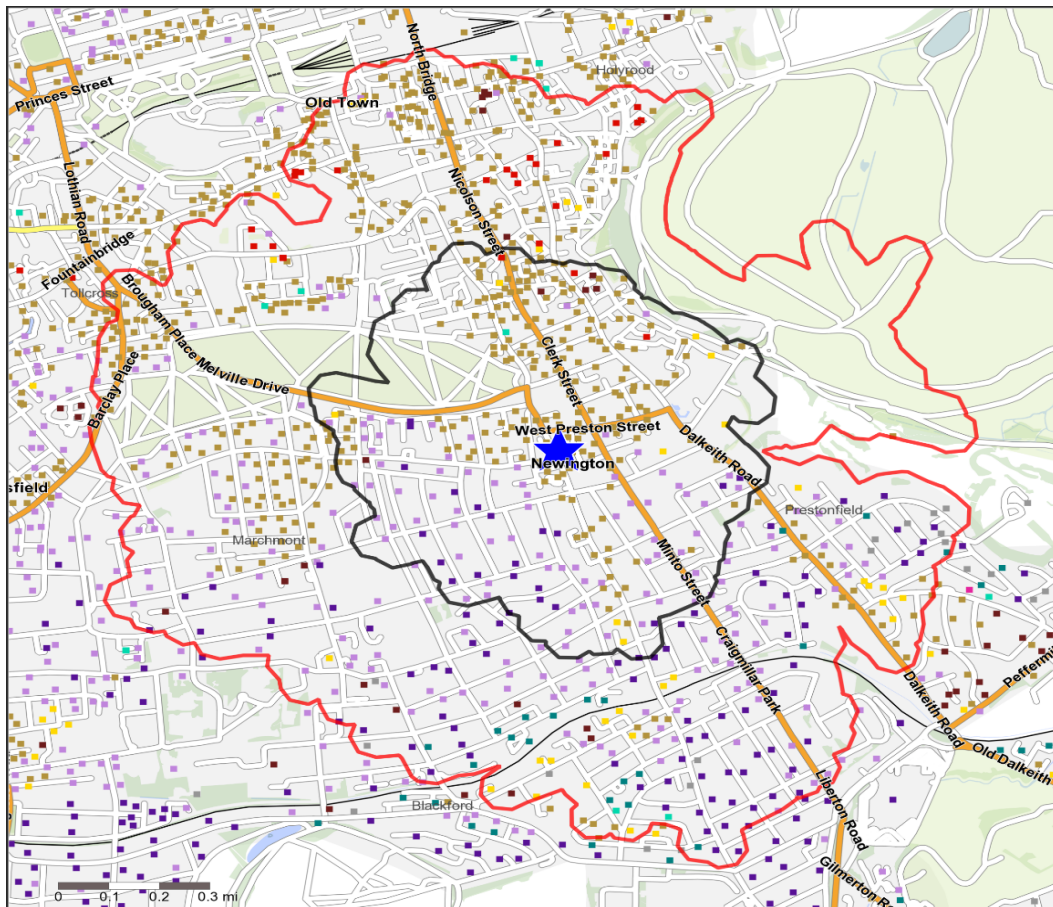
Number of Pubs	29	115	510
Catchment Adults 18+	15,294	45,360	417,750
Catchment Adults 18+ Per Pub	527	394	819
Populaton Projection 2018 to 2028 (% change)	13.59%	11.83%	8.34%

		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	13,014	85.1	164	1	Bit of Style	34,228	75.5	146	1	High Street Pub	295,453	70.7	137
2	High Street Pub	11,651	76.2	163	2	High Street Pub	31,542	69.5	149	2	Bit of Style	193,710	46.4	99
3	Circuit Bar	10,936	71.5	113	3	Circuit Bar	27,192	59.9	95	3	Community Pub	183,319	43.9	70
4	Craft Led	10,895	71.2	551	4	Craft Led	26,901	59.3	459	4	Great Pub Great Food	158,301	37.9	293
5	Community Pub	4,675	30.6	76	5	Community Pub	13,579	29.9	74	5	Circuit Bar	150,269	36.0	89
6	Great Pub Great Food	2,459	16.1	60	6	Great Pub Great Food	9,988	22.0	82	6	Craft Led	131,717	31.5	118
7	Premium Local	1,371	9.0	87	7	Premium Local	5,846	12.9	125	7	Premium Local	130,345	31.2	303

	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	1,930	12.6	143	5,313	11.7	132	55,310	13.2	150
C1	3,337	21.8	178	8,714	19.2	157	68,217	16.3	133
C2	347	2.3	27	1,088	2.4	29	24,317	5.8	71
DE	748	4.9	48	2,235	4.9	48	39,949	9.6	93

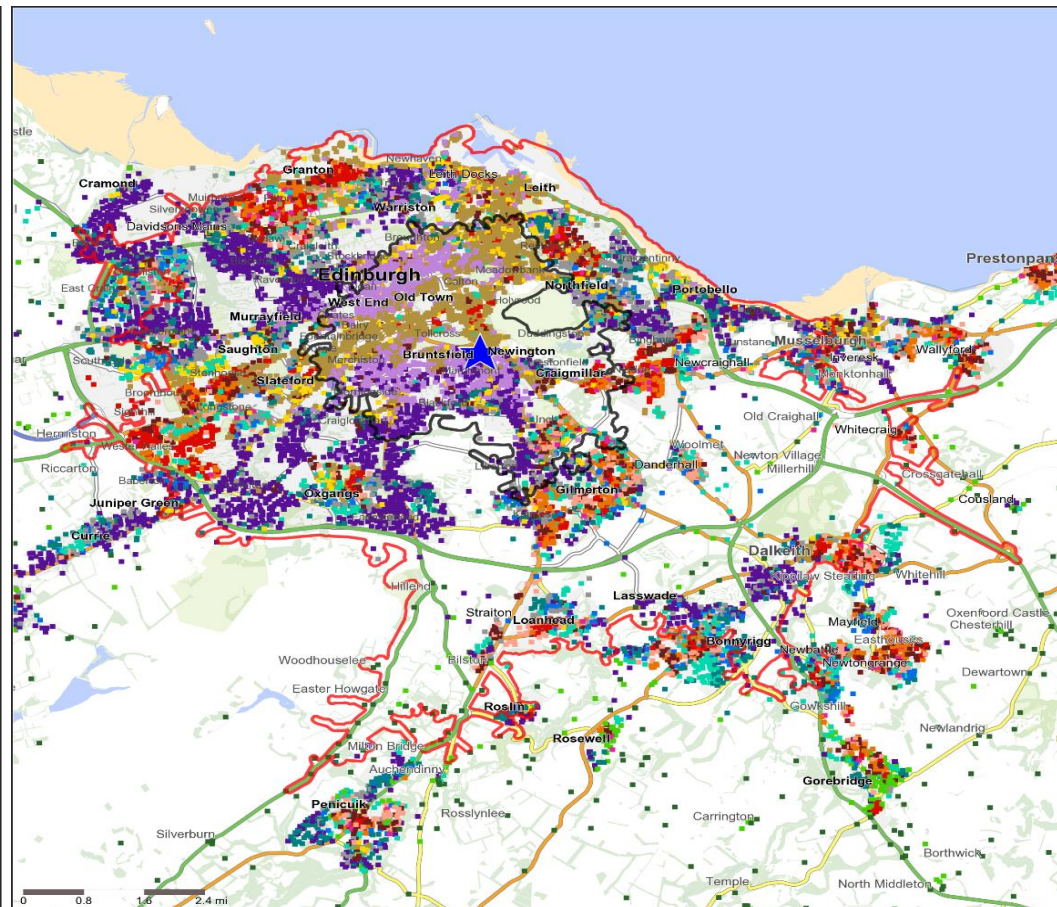
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,074	13.6	41	5,771	12.7	38	106,175	25.4	77
Medium (7-13)	4,509	29.5	89	11,972	26.4	80	131,911	31.6	95
High (14-19)	2,655	17.4	61	10,292	22.7	80	127,544	30.5	107

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			650	1,083	4,467	5,385
A02	Uptown Elite			1,018	3,791	16,969	24,301
A03	Penthouse Chic			4	80	1,365	1,365
A04	Metro High-Flyers			329	1,686	13,833	16,859
B05	Premium Fortunes			372	1,515	4,494	14,361
B06	Diamond Days			9	726	2,523	18,994
B07	Alpha Families			0	4	298	6,424
B08	Bank of Mum and Dad			0	0	441	4,794
B09	Empty-Nest Adventure			0	16	286	4,405
C10	Wealthy Landowners			0	0	0	233
C11	Rural Vogue			0	0	0	82
C12	Scattered Homesteads			0	0	0	49
C13	Village Retirement			0	0	0	44
D14	Satellite Settlers			0	0	0	330
D15	Local Focus			0	0	0	129
D16	Outlying Seniors			0	0	0	101
D17	Far-Flung Outposts			0	0	0	0
E18	Legacy Elders			0	375	2,119	16,932
E19	Bungalow Heaven			0	0	21	833
E20	Classic Grandparents			0	0	132	2,975
E21	Solo Retirees			0	10	297	5,756
F22	Boomerang Boarders			0	0	107	2,283
F23	Family Ties			0	0	19	1,305
F24	Fledgling Free			0	0	8	553
F25	Dependable Me			0	0	94	2,781
G26	Cafés and Catchments			8	421	1,514	9,559
G27	Thriving Independence			0	142	1,912	9,233
G28	Modern Parents			0	0	0	3,902
G29	Mid-Career Convention			0	0	0	1,143
H30	Primary Ambitions			0	59	640	7,255
H31	Affordable Fringe			0	0	59	2,019
H32	First-Rung Futures			0	0	188	4,141
H33	Contemporary Starts			0	0	34	2,428
H34	New Foundations			114	209	719	1,710
H35	Flying Solo			0	0	98	781

				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	6,015
I37	Budget Generations			0	0	16	928
I38	Economical Families			0	0	0	266
I39	Families on a Budget			0	0	102	4,981
J40	Value Rentals			0	0	0	4
J41	Youthful Endeavours			0	0	128	1,045
J42	Midlife Renters			0	0	307	1,289
J43	Renting Rooms			0	0	40	1,051
K44	Inner City Stalwarts			245	1,118	2,369	3,977
K45	City Diversity			0	26	136	1,308
K46	High Rise Residents			0	185	676	4,085
K47	Single Essentials			0	65	627	19,787
K48	Mature Workers			0	0	2	456
L49	Flatlet Seniors			69	69	1,216	5,806
L50	Pocket Pensions			0	0	217	1,525
L51	Retirement Communities			154	866	3,334	8,870
L52	Estate Veterans			0	0	219	4,849
L53	Seasoned Survivors			0	0	180	1,286
M54	Down-to-Earth Owners			0	0	0	1,934
M55	Back with the Folks			0	0	690	6,917
M56	Self Supporters			0	0	369	2,768
N57	Community Elders			0	0	73	254
N58	Culture & Comfort			0	0	22	51
N59	Large Family Living			0	0	0	162
N60	Ageing Access			353	1,274	9,239	26,079
O61	Career Builders			69	88	1,634	7,796
O62	Central Pulse			6,237	15,126	66,634	80,092
O63	Flexible Workforce			0	7	641	2,081
O64	Bus-Route Renters			0	250	3,583	22,529
O65	Learners & Earners			799	2,282	3,086	3,573
O66	Student Scene			3,786	9,253	12,049	12,103
U99	Unclassified			1,078	4,632	8,088	10,437
Total				15,294	45,358	169,026	417,749

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



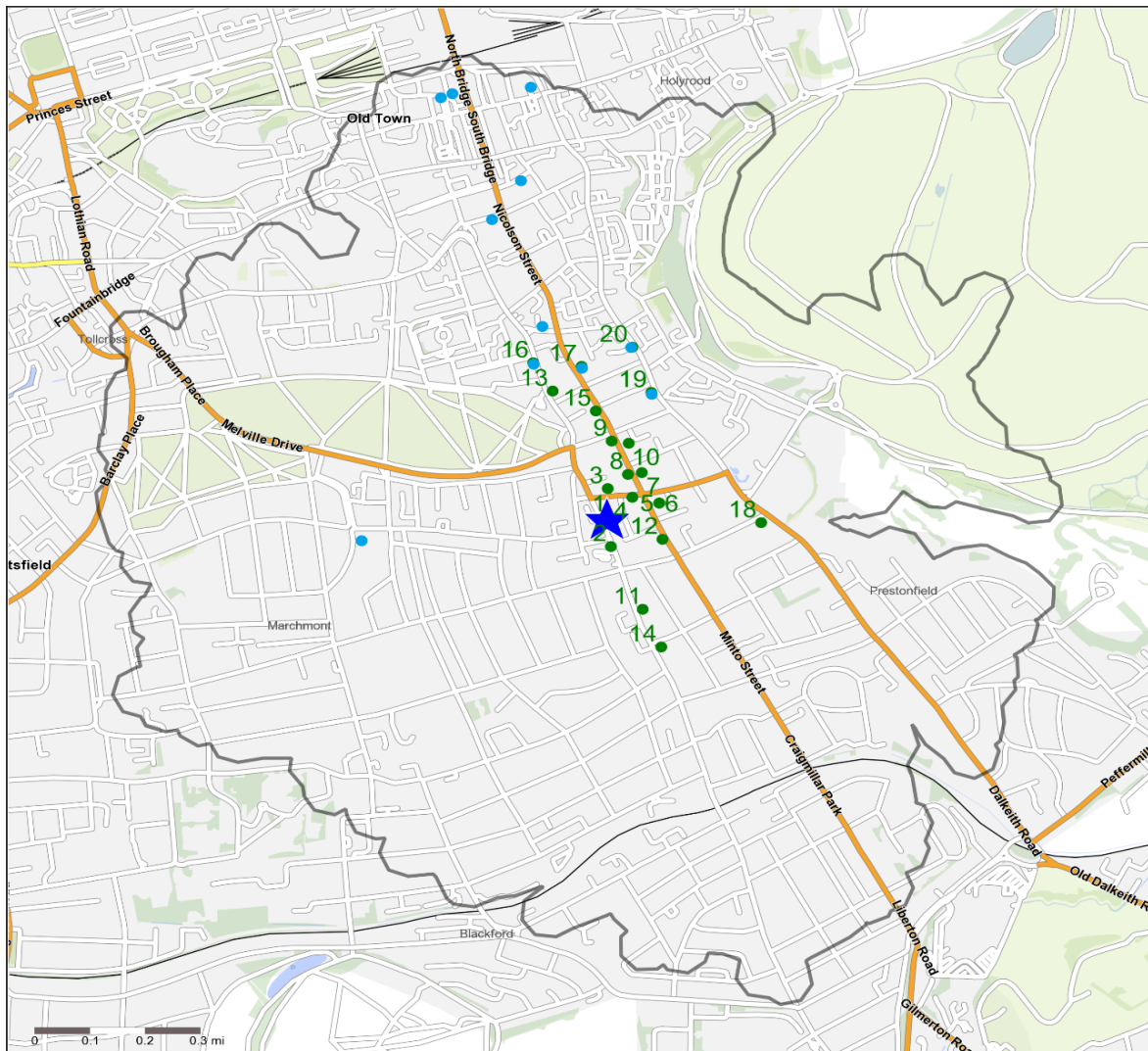
- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

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	33,610	74.1	245		1,778	3.9	24		5,339	11.8	23	
Male: Alone	8,636	19.0	64		13,524	29.8	191		18,567	40.9	77	
Male: Group	23,133	51.0	223		11,844	26.1	100		5,751	12.7	26	
Male: Pair	25,033	55.2	212		1,984	4.4	29		13,710	30.2	53	
Mixed Sex: Group	29,769	65.6	287		5,002	11.0	35		5,957	13.1	30	
Mixed Sex: Pair	26,911	59.3	253		3,295	7.3	22		10,521	23.2	54	
With Children	7,124	15.7	54		733	1.6	10		32,871	72.5	137	
Unknown	32,064	70.7	215		2,321	5.1	29		6,343	14.0	29	
For Eating:												
Upmarket	30,447	67.1	219		5,329	11.7	56		4,952	10.9	23	
Midmarket	30,155	66.5	194		5,477	12.1	134		5,096	11.2	20	
Downmarket	11,845	26.1	117		17,852	39.4	113		11,031	24.3	58	
For Drinking (monthly spend):												
Nothing	2,516	5.5	18		6,946	15.3	65		31,266	68.9	154	
Low (less than £10)	6,287	13.9	46		2,533	5.6	24		31,908	70.3	155	
Medium (Between £10 and £40)	26,896	59.3	194		2,736	6.0	34		11,095	24.5	49	
High (Greater than £40)	26,099	57.5	222		3,752	8.3	40		10,877	24.0	46	

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	233,476	55.9	185		41,552	9.9	61		132,286	31.7	61	
Male: Alone	117,457	28.1	94		87,334	20.9	134		202,523	48.5	91	
Male: Group	190,317	45.6	199		69,645	16.7	64		147,352	35.3	71	
Male: Pair	221,530	53.0	203		38,239	9.2	60		147,545	35.3	62	
Mixed Sex: Group	188,967	45.2	198		69,639	16.7	52		148,708	35.6	81	
Mixed Sex: Pair	146,184	35.0	149		107,850	25.8	79		153,280	36.7	86	
With Children	112,012	26.8	93		38,544	9.2	55		256,758	61.5	116	
Unknown	169,275	40.5	123		93,720	22.4	125		144,318	34.5	72	
For Eating:												
Upmarket	210,738	50.4	165		79,257	19.0	91		117,319	28.1	59	
Midmarket	219,528	52.6	153		53,982	12.9	143		133,804	32.0	58	
Downmarket	67,879	16.2	73		175,984	42.1	121		163,451	39.1	94	
For Drinking (monthly spend):												
Nothing	87,524	21.0	69		86,470	20.7	88		233,319	55.9	125	
Low (less than £10)	117,209	28.1	94		40,416	9.7	41		249,689	59.8	132	
Medium (Between £10 and £40)	232,000	55.5	182		55,355	13.3	74		119,959	28.7	57	
High (Greater than £40)	212,965	51.0	197		75,951	18.2	89		118,397	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	Victoria Bar, EH 9 1QF	Star Pubs & Bars	0.0	0.1
2	Scotch Hop Bar, EH 9 1PU	Independent Free	1.2	0.4
3	Drouthy Neebours, EH 8 9PX	Greene King	1.5	0.4
4	Cask & Barrel, EH 8 9PZ	Independent Free	2.1	0.6
5	Apiary, EH 9 1QR	Independent Free	2.7	0.8
6	Southpour, EH 9 1QR	Retail & Licensed Properties	2.7	0.8
7	Abbey, EH 8 9PP	Greene King	3.0	0.8
8	Clerks, EH 8 9PT	Maclay Inns	3.0	0.9
9	Southern Bar, EH 8 9PR	Retail & Licensed Properties	4.2	1.0
10	Cafe De La Poste, EH 8 9NZ	Independent Free	4.2	1.0
11	Old Bell Inn, EH 9 1PH	Caledonian Heritable	4.2	1.2
12	Mockingbird, EH 9 1QN	Hawthorn Leisure	4.5	1.1
13	Dagda Bar, EH 8 9NG	Unknown	5.1	1.2
14	Swanys, EH 9 1SX	Independent Free	5.4	1.7
15	Quarter Gill, EH 8 9JG	Independent Free	5.7	1.3
16	Harry's Southside, EH 8 9LP	Independent Free	6.6	1.4
17	Dog House, EH 8 9HX	Independent Free	6.9	1.7
18	Salisbury Arms, EH16 SAD	Mitchells & Butlers	6.9	1.9
19	Montague, EH 8 9QY	Star Pubs & Bars	8.2	1.6
20	Auld Hoose, EH 8 9QN	Star Pubs & Bars	9.1	2.1