

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	11	44	490
Catchment Adults 18+	16,506	42,810	417,381
Catchment Adults 18+ Per Pub	1,501	973	852
Populaton Projection 2018 to 2028 (% change)	8.28%	9.26%	8.32%

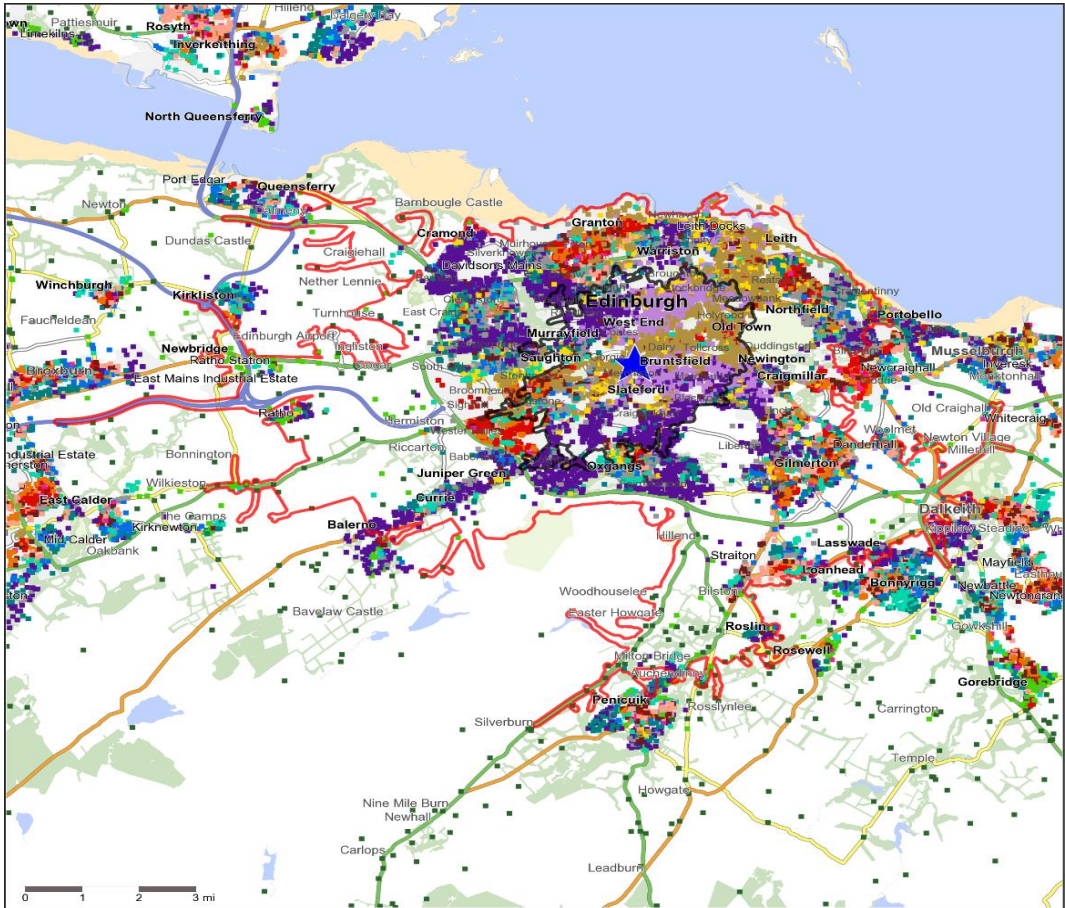
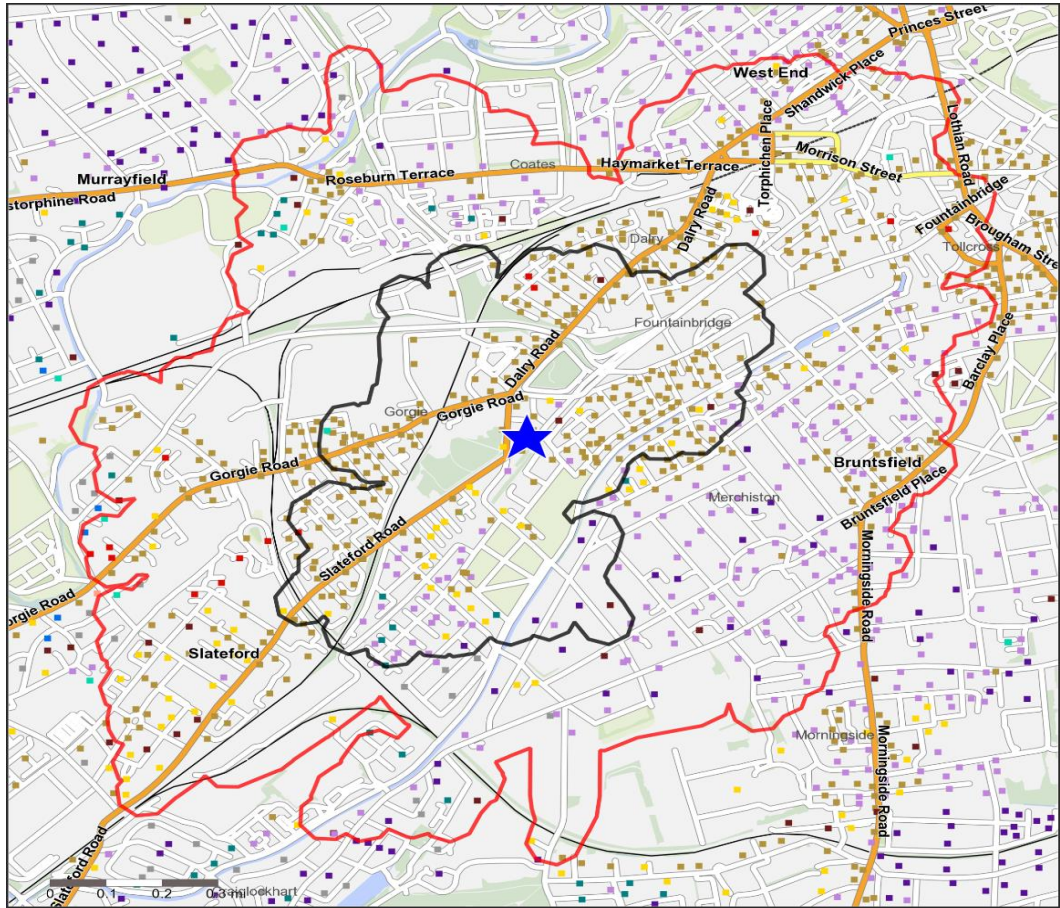
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Bit of Style	13,933	84.4	163	1	Bit of Style	33,719	78.8	152	1	High Street Pub	290,338	69.6	134
2	High Street Pub	13,862	84.0	180	2	High Street Pub	32,614	76.2	163	2	Bit of Style	194,012	46.5	100
3	Circuit Bar	12,172	73.7	117	3	Circuit Bar	26,541	62.0	98	3	Community Pub	177,697	42.6	68
4	Craft Led	12,076	73.2	566	4	Craft Led	25,479	59.5	460	4	Great Pub Great Food	163,752	39.2	303
5	Great Pub Great Food	2,000	12.1	30	5	Great Pub Great Food	9,523	22.2	55	5	Circuit Bar	147,178	35.3	87
6	Community Pub	1,982	12.0	45	6	Community Pub	9,257	21.6	81	6	Premium Local	136,016	32.6	121
7	Premium Local	390	2.4	23	7	Premium Local	3,086	7.2	70	7	Craft Led	129,254	31.0	301

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	3,040	18.4	208	7,485	17.5	198	56,145	13.5	152
C1	3,837	23.2	190	8,877	20.7	169	68,317	16.4	133
C2	907	5.5	67	1,953	4.6	55	23,621	5.7	69
DE	1,534	9.3	90	3,309	7.7	75	38,540	9.2	90

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)	4,580	27.7	84	8,983	21.0	63	100,874	24.2	73
Medium (7-13)	6,992	42.4	128	16,384	38.3	115	132,106	31.7	95
High (14-19)	2,191	13.3	47	8,632	20.2	71	131,905	31.6	111

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	E Senior Security
	H Aspiring Homemakers	I Family Basics
	M Modest Traditions	N Urban Cohesion
		J Transient Renters
		O Rental Hubs

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	56	738	4,418	5,384
A02	Uptown Elite	948	3,994	16,138	23,775
A03	Penthouse Chic	0	0	1,365	1,365
A04	Metro High-Flyers	680	2,843	13,149	16,859
B05	Premium Fortunes	56	438	7,156	15,282
B06	Diamond Days	18	152	5,405	20,580
B07	Alpha Families	0	3	811	7,250
B08	Bank of Mum and Dad	0	0	297	4,454
B09	Empty-Nest Adventure	0	0	172	4,582
C10	Wealthy Landowners	0	0	0	535
C11	Rural Vogue	0	0	0	417
C12	Scattered Homesteads	0	0	0	63
C13	Village Retirement	0	0	0	109
D14	Satellite Settlers	0	0	0	697
D15	Local Focus	0	0	0	829
D16	Outlying Seniors	0	0	0	675
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	4	301	2,919	18,079
E19	Bungalow Heaven	0	0	0	563
E20	Classic Grandparents	0	26	576	3,267
E21	Solo Retirees	0	165	841	5,809
F22	Boomerang Boarders	0	17	74	3,069
F23	Family Ties	0	0	140	1,024
F24	Fledgling Free	0	0	25	320
F25	Dependable Me	0	10	321	2,989
G26	Cafés and Catchments	101	464	2,479	9,869
G27	Thriving Independence	63	183	1,306	9,552
G28	Modern Parents	0	0	0	2,432
G29	Mid-Career Convention	0	0	26	2,526
H30	Primary Ambitions	0	7	1,277	7,224
H31	Affordable Fringe	0	0	114	1,593
H32	First-Rung Futures	0	29	717	4,311
H33	Contemporary Starts	0	0	188	2,555
H34	New Foundations	9	12	561	1,915
H35	Flying Solo	0	0	51	794

		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	500	5,826
I37	Budget Generations	0	0	24	696
I38	Economical Families	0	0	22	220
I39	Families on a Budget	0	0	342	4,624
J40	Value Rentals	0	0	0	4
J41	Youthful Endeavours	0	0	75	992
J42	Midlife Renters	0	0	211	1,288
J43	Renting Rooms	0	0	14	1,046
K44	Inner City Stalwarts	84	564	1,770	3,977
K45	City Diversity	48	48	74	1,308
K46	High Rise Residents	0	229	414	4,023
K47	Single Essentials	0	0	1,442	17,338
K48	Mature Workers	0	0	167	446
L49	Flatlet Seniors	0	66	854	5,310
L50	Pocket Pensions	0	0	22	1,222
L51	Retirement Communities	275	1,013	4,200	8,595
L52	Estate Veterans	0	0	444	3,790
L53	Seasoned Survivors	0	0	203	1,284
M54	Down-to-Earth Owners	0	0	14	1,296
M55	Back with the Folks	0	7	466	6,147
M56	Self Supporters	0	0	383	2,629
N57	Community Elders	0	15	15	254
N58	Culture & Comfort	0	0	0	22
N59	Large Family Living	0	0	0	162
N60	Ageing Access	1,049	2,786	8,060	25,827
O61	Career Builders	75	384	2,083	7,735
O62	Central Pulse	11,652	21,783	48,615	80,048
O63	Flexible Workforce	0	118	181	1,986
O64	Bus-Route Renters	162	1,434	5,301	21,563
O65	Learners & Earners	64	970	3,191	3,573
O66	Student Scene	285	2,195	11,536	12,103
U99	Unclassified	878	1,818	6,590	11,301
Total		16,507	42,812	157,739	417,382

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. 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

3. A04 Metro High-Flyers

Career-minded 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities



- Late 20s and 30s
- High priced 1 or 2 bed apartments
- Renting alone or sharing
- Highly educated professionals
- Easily commutable suburbs
- IT savvy

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



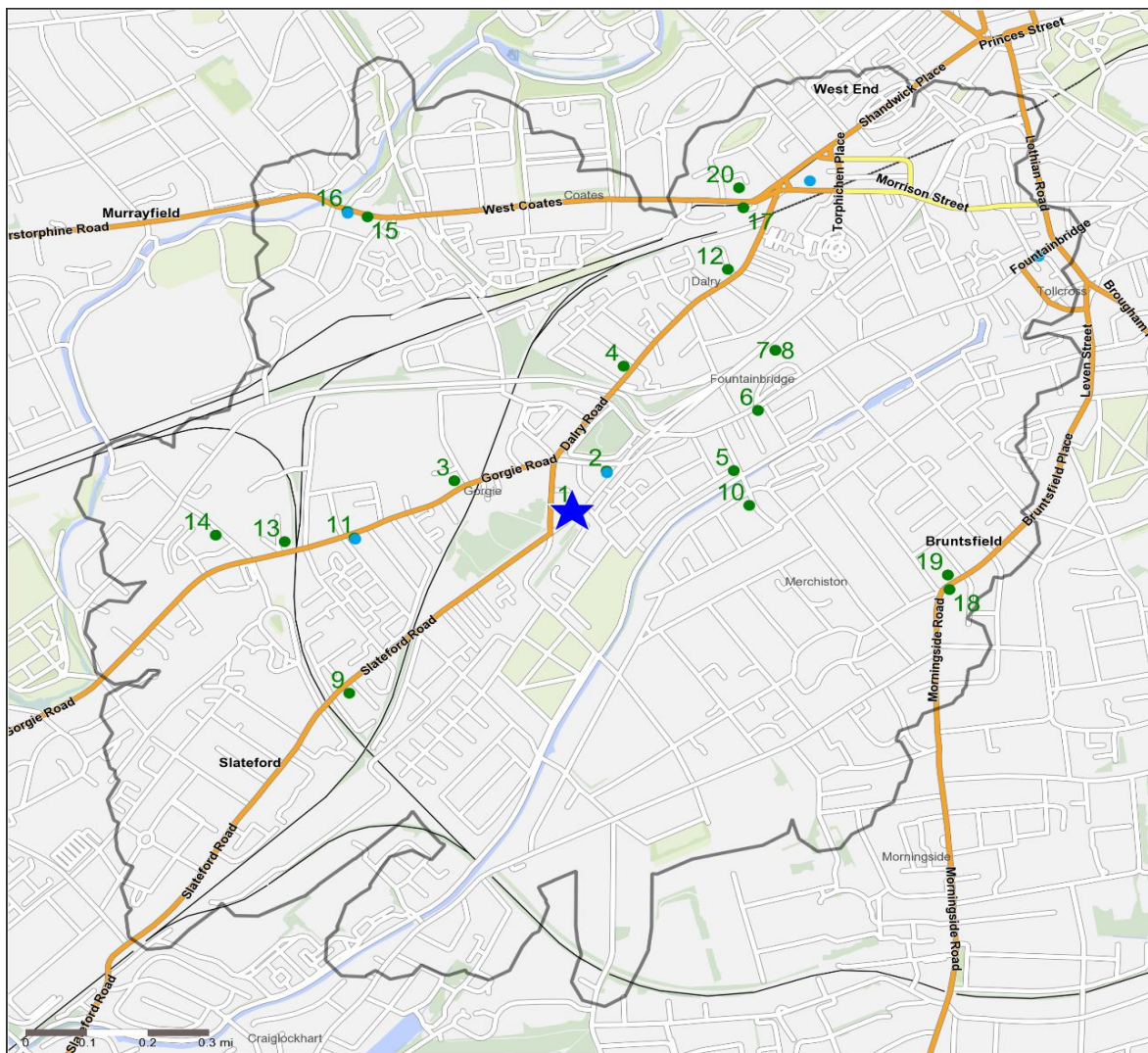
- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

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	34,337	80.2	265	3,230	7.5	46	3,425	8.0	15	
Male: Alone	10,566	24.7	83	6,985	16.3	105	23,441	54.8	103	
Male: Group	31,855	74.4	325	3,449	8.1	31	5,689	13.3	27	
Male: Pair	32,981	77.0	295	3,074	7.2	47	4,937	11.5	20	
Mixed Sex: Group	30,106	70.3	308	4,829	11.3	35	6,058	14.2	32	
Mixed Sex: Pair	26,432	61.7	263	4,508	10.5	32	10,052	23.5	55	
With Children	9,347	21.8	75	270	0.6	4	31,375	73.3	138	
Unknown	32,258	75.4	229	2,712	6.3	35	6,023	14.1	29	
For Eating:										
Upmarket	33,007	77.1	252	4,770	11.1	54	3,215	7.5	16	
Midmarket	31,020	72.5	211	6,837	16.0	177	3,136	7.3	13	
Downmarket	4,666	10.9	49	25,443	59.4	170	10,884	25.4	61	
For Drinking (monthly spend):										
Nothing	3,421	8.0	26	7,100	16.6	70	30,471	71.2	159	
Low (less than £10)	7,466	17.4	58	2,414	5.6	24	31,112	72.7	160	
Medium (Between £10 and £40)	33,500	78.3	256	3,470	8.1	45	4,022	9.4	19	
High (Greater than £40)	34,339	80.2	310	2,786	6.5	32	3,867	9.0	17	

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	227,260	54.4	180	42,530	10.2	62	136,291	32.7	63			
Male: Alone	114,280	27.4	92	84,113	20.2	129	207,687	49.8	93			
Male: Group	188,080	45.1	197	67,380	16.1	62	150,620	36.1	73			
Male: Pair	214,310	51.3	197	38,681	9.3	61	153,090	36.7	64			
Mixed Sex: Group	183,920	44.1	193	69,232	16.6	52	152,929	36.6	83			
Mixed Sex: Pair	144,479	34.6	148	104,287	25.0	77	157,314	37.7	88			
With Children	106,161	25.4	88	41,558	10.0	59	258,362	61.9	117			
Unknown	167,609	40.2	122	95,500	22.9	128	142,971	34.3	71			
For Eating:												
Upmarket	209,828	50.3	164	75,870	18.2	87	120,382	28.8	61			
Midmarket	214,959	51.5	150	52,870	12.7	140	138,251	33.1	60			
Downmarket	65,529	15.7	71	172,833	41.4	119	167,718	40.2	97			
For Drinking (monthly spend):												
Nothing	84,224	20.2	67	84,788	20.3	86	237,069	56.8	127			
Low (less than £10)	117,491	28.1	94	40,254	9.6	41	248,335	59.5	131			
Medium (Between £10 and £40)	233,081	55.8	183	54,460	13.0	73	118,539	28.4	56			
High (Greater than £40)	210,072	50.3	194	78,143	18.7	91	117,864	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	Caley Sample Room, EH11 2JR	Star Pubs & Bars	0.0	0.1
2	Athletic Arms, EH11 2JX	Star Pubs & Bars	3.0	0.5
3	Tynecastle Arms, EH11 2NP	Caledonian Heritable	6.3	1.4
4	Bensons, EH11 2EG	Trust Inns	6.9	1.7
5	Golden Rule, EH11 1BT	Independent Free	7.2	1.6
6	Fountain, EH11 1AX	Retail & Licensed Properties	7.5	1.4
7	Bainfield Union Cafe Bar, EH11 1AF	Independent Free	7.9	1.7
8	Mccowans Brewhouse, EH11 1AF	Greene King	7.9	1.7
9	Grays Mill, EH11 1QY	Independent Free	9.1	1.9
10	Polwarth Tavern, EH11 1HR	Independent Free	9.4	2.0
11	Stratfords, EH11 1TU	Star Pubs & Bars	10.6	2.5
12	Dickens Lounge, EH11 2AX	Independent Free	12.4	2.9
13	Station Tavern, EH11 2QZ	*Other Small Retail Groups	13.0	3.1
14	Murrayfield, EH11 2QR	Independent Free	15.1	3.5
15	Roseburn Bar, EH12 5NG	Caledonian Heritable	17.2	4.0
16	Murrayfield Bar, EH12 5NQ	Star Pubs & Bars	17.5	4.1
17	Ryries Bar, EH12 5EY	Punch Pub Company	17.8	3.4
18	Montpeliers, EH10 4DG	Montpelier Partnership	18.4	4.1
19	Caffe Grande, EH10 4DF	Independent Free	18.4	4.3
20	Platform 5, EH12 5DR	Greene King	20.2	4.0