

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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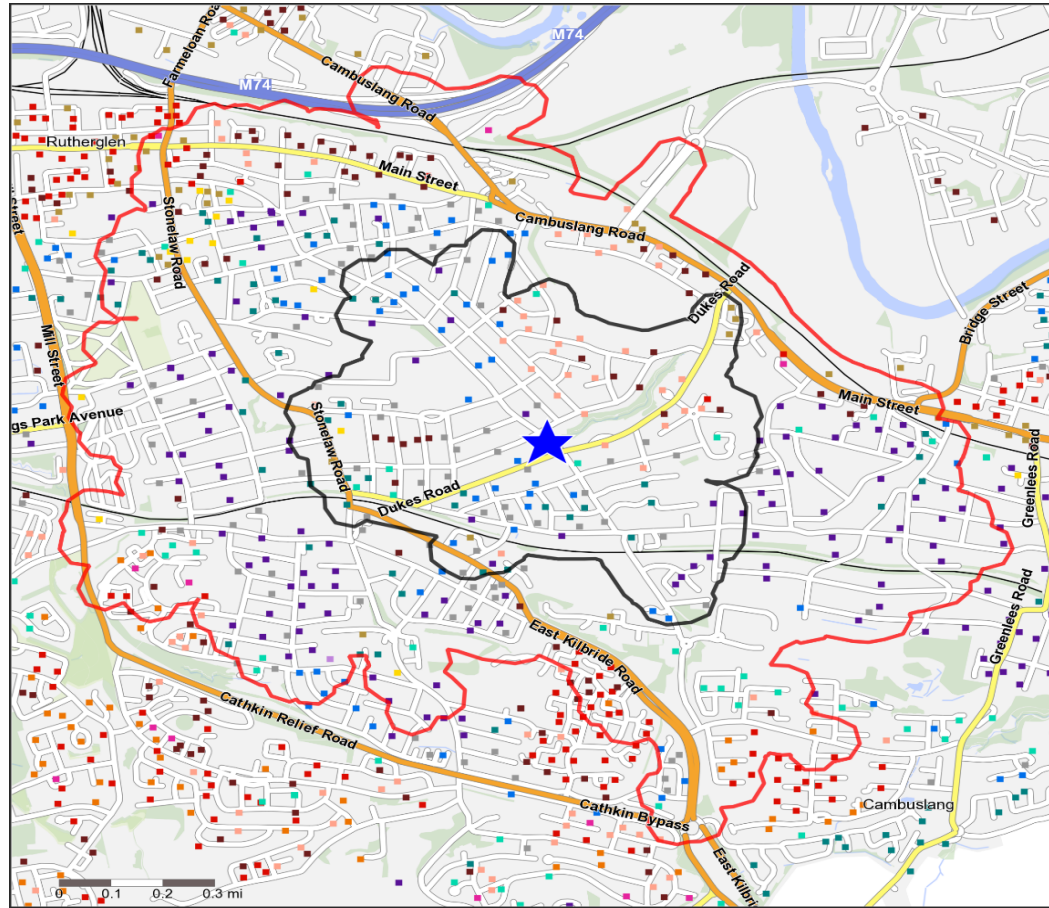
Number of Pubs	3	7	711
Catchment Adults 18+	4,675	15,709	713,307
Catchment Adults 18+ Per Pub	1,558	2,244	1,003
Populaton Projection 2018 to 2028 (% change)	2.05%	1.62%	2.38%

		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	High Street Pub	3,890	83.2	161	1	High Street Pub	11,254	71.6	138	1	High Street Pub	586,786	82.3	159
2	Premium Local	2,797	59.8	128	2	Community Pub	9,306	59.2	127	2	Community Pub	467,257	65.5	141
3	Community Pub	2,499	53.5	85	3	Premium Local	9,039	57.5	91	3	Premium Local	241,242	33.8	54
4	Great Pub Great Food	2,206	47.2	365	4	Great Pub Great Food	7,110	45.3	350	4	Circuit Bar	215,682	30.2	234
5	Bit of Style	811	17.3	43	5	Circuit Bar	2,568	16.3	41	5	Bit of Style	184,830	25.9	64
6	Circuit Bar	418	8.9	33	6	Bit of Style	2,385	15.2	57	6	Craft Led	171,699	24.1	90
7	Craft Led	164	3.5	34	7	Craft Led	1,508	9.6	93	7	Great Pub Great Food	169,497	23.8	231

	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	394	8.4	95	1,444	9.2	104	55,481	7.8	88
C1	584	12.5	102	1,971	12.5	102	106,901	15.0	122
C2	356	7.6	92	1,206	7.7	93	56,454	7.9	96
DE	347	7.4	72	1,502	9.6	93	97,390	13.7	133

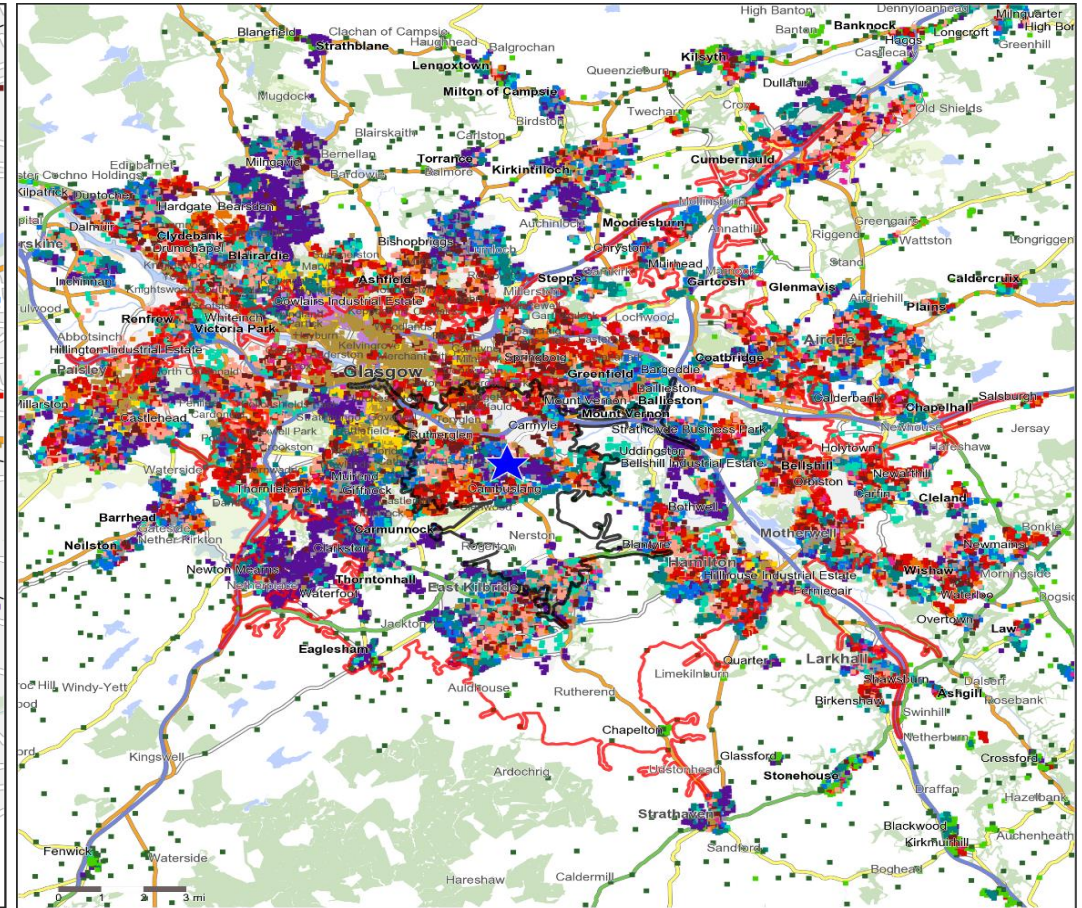
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	879	18.8	57	4,035	25.7	77	311,310	43.6	132
Medium (7-13)	2,228	47.7	144	6,017	38.3	115	227,781	31.9	96
High (14-19)	1,504	32.2	113	4,978	31.7	111	105,157	14.7	52

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	118		
A02	Uptown Elite	0	9	9	8,851		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	0	0	0	2,580		
B05	Premium Fortunes	0	0	77	6,763		
B06	Diamond Days	36	426	650	6,711		
B07	Alpha Families	146	749	1,265	7,249		
B08	Bank of Mum and Dad	112	1,375	2,426	11,045		
B09	Empty-Nest Adventure	142	481	1,397	8,044		
C10	Wealthy Landowners	0	0	77	676		
C11	Rural Vogue	0	0	27	243		
C12	Scattered Homesteads	0	0	22	272		
C13	Village Retirement	0	0	16	238		
D14	Satellite Settlers	0	0	44	682		
D15	Local Focus	0	0	0	68		
D16	Outlying Seniors	0	0	0	198		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	387	1,217	2,364	10,896		
E19	Bungalow Heaven	262	296	465	1,972		
E20	Classic Grandparents	126	401	2,012	10,790		
E21	Solo Retirees	157	390	2,354	10,107		
F22	Boomerang Boarders	663	1,065	3,199	14,033		
F23	Family Ties	78	101	1,527	9,412		
F24	Fledgling Free	65	125	1,258	7,297		
F25	Dependable Me	24	376	1,691	12,008		
G26	Cafés and Catchments	32	349	600	10,379		
G27	Thriving Independence	168	484	921	6,892		
G28	Modern Parents	275	310	4,789	30,202		
G29	Mid-Career Convention	97	97	357	4,795		
H30	Primary Ambitions	53	228	2,812	12,333		
H31	Affordable Fringe	25	111	2,482	15,132		
H32	First-Rung Futures	132	493	2,205	10,114		
H33	Contemporary Starts	40	244	1,129	7,798		
H34	New Foundations	8	64	330	2,241		
H35	Flying Solo	0	0	177	769		

				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	729	4,292		
I37	Budget Generations	0	9	583	4,956		
I38	Economical Families	0	97	1,785	7,067		
I39	Families on a Budget	0	130	3,254	17,518		
J40	Value Rentals	0	22	361	4,947		
J41	Youthful Endeavours	0	47	702	2,832		
J42	Midlife Renters	0	49	1,198	3,072		
J43	Renting Rooms	0	6	1,594	7,402		
K44	Inner City Stalwarts	0	5	660	5,128		
K45	City Diversity	0	0	654	2,835		
K46	High Rise Residents	0	266	4,303	18,150		
K47	Single Essentials	27	931	16,179	78,004		
K48	Mature Workers	0	0	1,106	19,455		
L49	Flatlet Seniors	40	812	7,730	38,646		
L50	Pocket Pensions	41	120	468	4,213		
L51	Retirement Communities	235	763	1,505	7,637		
L52	Estate Veterans	145	280	2,327	14,549		
L53	Seasoned Survivors	31	130	2,486	12,893		
M54	Down-to-Earth Owners	309	661	4,564	32,515		
M55	Back with the Folks	439	519	5,556	23,980		
M56	Self Supporters	105	107	5,060	16,934		
N57	Community Elders	0	0	120	718		
N58	Culture & Comfort	0	0	8	1,680		
N59	Large Family Living	0	0	0	435		
N60	Ageing Access	59	491	937	21,354		
O61	Career Builders	6	85	528	4,067		
O62	Central Pulse	0	0	728	60,266		
O63	Flexible Workforce	0	0	763	5,527		
O64	Bus-Route Renters	211	790	5,605	35,179		
O65	Learners & Earners	0	0	0	3,678		
O66	Student Scene	0	0	0	9,275		
U99	Unclassified	0	0	356	13,195		
Total				4,676	15,711	108,531	713,307

Top 3 Mosaic Types in a 20 Minute Walktime

1. B08 Bank of Mum and Dad

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support



- Married couples aged 50-65
- Adult children at home
- High salaries from senior positions
- Quality 4 bed detached homes
- Mortgage nearly paid off
- Use technology practically

2. E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes



- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

3. F22 Boomerang Borders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. 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

3. L49 Flatlet Seniors

Ageing singles with basic income renting small flats in centrally located developments



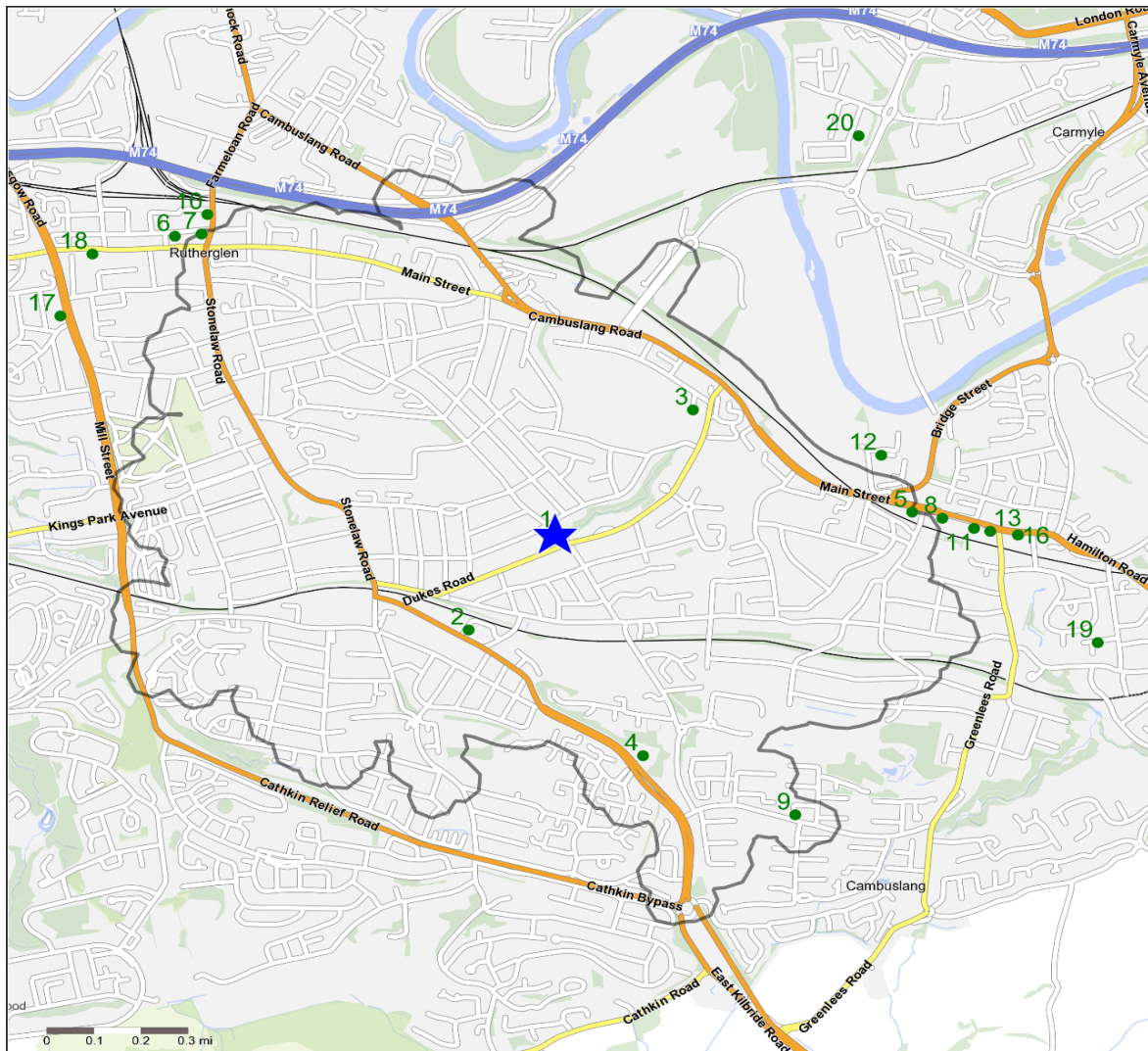
- Ageing singles
- Vulnerable to poor health
- 1 bedroom socially rented units
- Disabled parking permits
- Low income
- City location

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	Target Customers
Female: Alone, Pair or Group	6,561	41.8	138	960	6.1	37	8,188	52.1	100	
Male: Alone	5,877	37.4	126	2,333	14.9	95	7,498	47.7	90	
Male: Group	4,286	27.3	119	4,888	31.1	119	6,535	41.6	84	
Male: Pair	6,311	40.2	154	1,662	10.6	69	7,735	49.2	86	
Mixed Sex: Group	4,341	27.6	121	4,241	27.0	85	7,126	45.4	103	
Mixed Sex: Pair	4,826	30.7	131	5,261	33.5	103	5,621	35.8	84	
With Children	4,508	28.7	99	1,025	6.5	39	10,175	64.8	122	
Unknown	1,286	8.2	25	4,492	28.6	159	9,931	63.2	132	
For Eating:										
Upmarket	5,464	34.8	114	2,772	17.6	85	7,472	47.6	101	
Midmarket	6,388	40.7	118	186	1.2	13	9,135	58.2	105	
Downmarket	4,483	28.5	128	5,792	36.9	106	5,434	34.6	83	
For Drinking (monthly spend):										
Nothing	5,994	38.2	126	3,331	21.2	90	6,384	40.6	91	
Low (less than £10)	5,972	38.0	127	2,393	15.2	65	7,343	46.7	103	
Medium (Between £10 and £40)	5,972	38.0	124	2,777	17.7	99	6,960	44.3	88	
High (Greater than £40)	5,289	33.7	130	2,794	17.8	87	7,626	48.5	93	

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	369,367	51.8	171		46,428	6.5	40		284,318	39.9	77	
Male: Alone	247,206	34.7	116		182,699	25.6	164		270,208	37.9	71	
Male: Group	262,203	36.8	161		231,895	32.5	124		206,015	28.9	58	
Male: Pair	367,247	51.5	197		82,065	11.5	75		250,801	35.2	61	
Mixed Sex: Group	300,438	42.1	184		183,169	25.7	80		216,506	30.4	69	
Mixed Sex: Pair	236,497	33.2	141		282,418	39.6	122		181,197	25.4	59	
With Children	265,426	37.2	129		68,590	9.6	57		366,097	51.3	97	
Unknown	207,513	29.1	89		151,841	21.3	119		340,759	47.8	100	
For Eating:												
Upmarket	258,673	36.3	118		168,896	23.7	114		272,544	38.2	81	
Midmarket	354,922	49.8	145		36,842	5.2	57		308,349	43.2	78	
Downmarket	217,112	30.4	137		349,644	49.0	141		133,357	18.7	45	
For Drinking (monthly spend):												
Nothing	270,753	38.0	125		172,164	24.1	102		257,196	36.1	80	
Low (less than £10)	193,245	27.1	91		108,272	15.2	65		398,595	55.9	123	
Medium (Between £10 and £40)	266,021	37.3	122		123,483	17.3	97		310,609	43.5	87	
High (Greater than £40)	248,974	34.9	135		148,328	20.8	101		302,811	42.5	81	

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	Old Oak Inn, G 73 3SU	Star Pubs & Bars	0.0	0.1
2	Burnside Hotel, G 73 5EA	Unknown	10.0	2.1
3	County Inn, G 72 7DS	Independent Free	11.5	2.2
4	Braes, G 73 5HD	Hawthorn Leisure	17.5	2.8
5	Finlays, G 72 7EG	Hawthorn Leisure	20.8	4.0
6	Stirrup Cup, G 73 2HG	Star Pubs & Bars	21.4	4.6
7	Chapmans, G 73 2HN	Greene King	21.7	4.3
8	Black Bull, G 72 7EN	Independent Free	21.7	4.9
9	Lawburn Inn, G 72 8PE	*Other Small Retail Groups	22.0	3.9
10	Victoria Bar, G 73 1DN	Hawthorn Leisure	22.0	4.3
11	Ritz Bar, G 72 7EL	Independent Free	22.9	4.6
12	Sweepers, G 72 7EB	Independent Free	23.2	4.3
13	Deeks, G 72 7EJ	Unknown	23.5	4.5
14	Cheers, G 72 7EP	Independent Free	24.4	4.9
15	John Fairweather, G 72 7EP	Wetherspoon	24.4	4.9
16	Sefton Bar, G 72 7EP	Independent Free	24.4	4.9
17	Cathkin Inn, G 73 2LT	Star Pubs & Bars	25.7	4.9
18	An Ruadh Ghlean, G 73 2HY	Wetherspoon	25.7	5.1
19	Kirkhill Bar, G 72 8LH	Star Pubs & Bars	29.6	5.8
20	Orion Way, G 32 8EY	Whitbread	35.3	6.3