

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	2	5	177
Catchment Adults 18+	2,263	10,786	192,586
Catchment Adults 18+ Per Pub	1,132	2,157	1,088
Populaton Projection 2018 to 2028 (% change)	4.52%	4.49%	7.14%

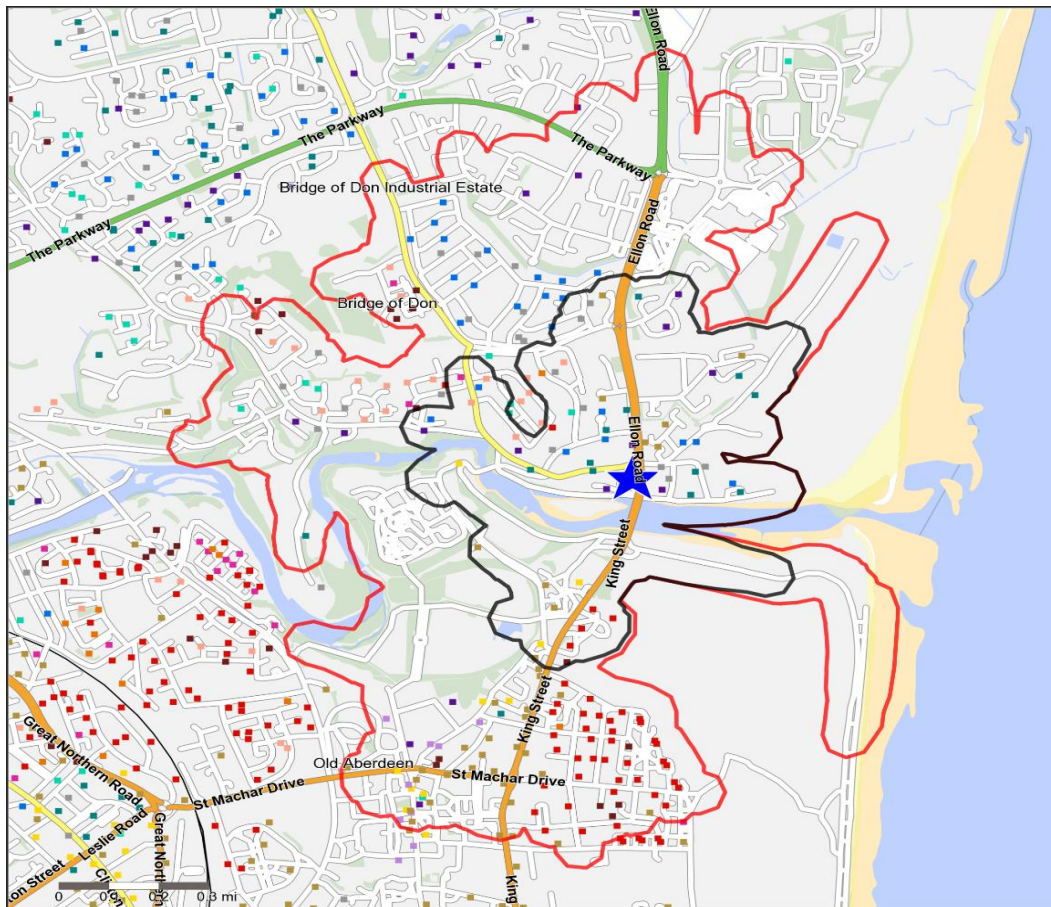
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	1,859	82.1	159	1	High Street Pub	6,645	61.6	119	1	High Street Pub	144,878	75.2	145
2	Community Pub	1,344	59.4	127	2	Community Pub	5,325	49.4	106	2	Community Pub	100,443	52.2	112
3	Premium Local	967	42.7	68	3	Circuit Bar	2,745	25.4	40	3	Premium Local	74,361	38.6	61
4	Great Pub Great Food	680	30.0	232	4	Premium Local	2,546	23.6	183	4	Bit of Style	70,640	36.7	284
5	Bit of Style	584	25.8	64	5	Craft Led	2,157	20.0	50	5	Circuit Bar	67,846	35.2	87
6	Circuit Bar	507	22.4	83	6	Great Pub Great Food	1,761	16.3	61	6	Great Pub Great Food	61,144	31.7	118
7	Craft Led	288	12.7	124	7	Bit of Style	1,446	13.4	130	7	Craft Led	55,407	28.8	279

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	143	6.3	71	483	4.5	51	19,574	10.2	115
C1	342	15.1	123	1,087	10.1	82	30,175	15.7	128
C2	215	9.5	115	814	7.5	91	18,086	9.4	114
DE	170	7.5	73	979	9.1	88	18,645	9.7	94

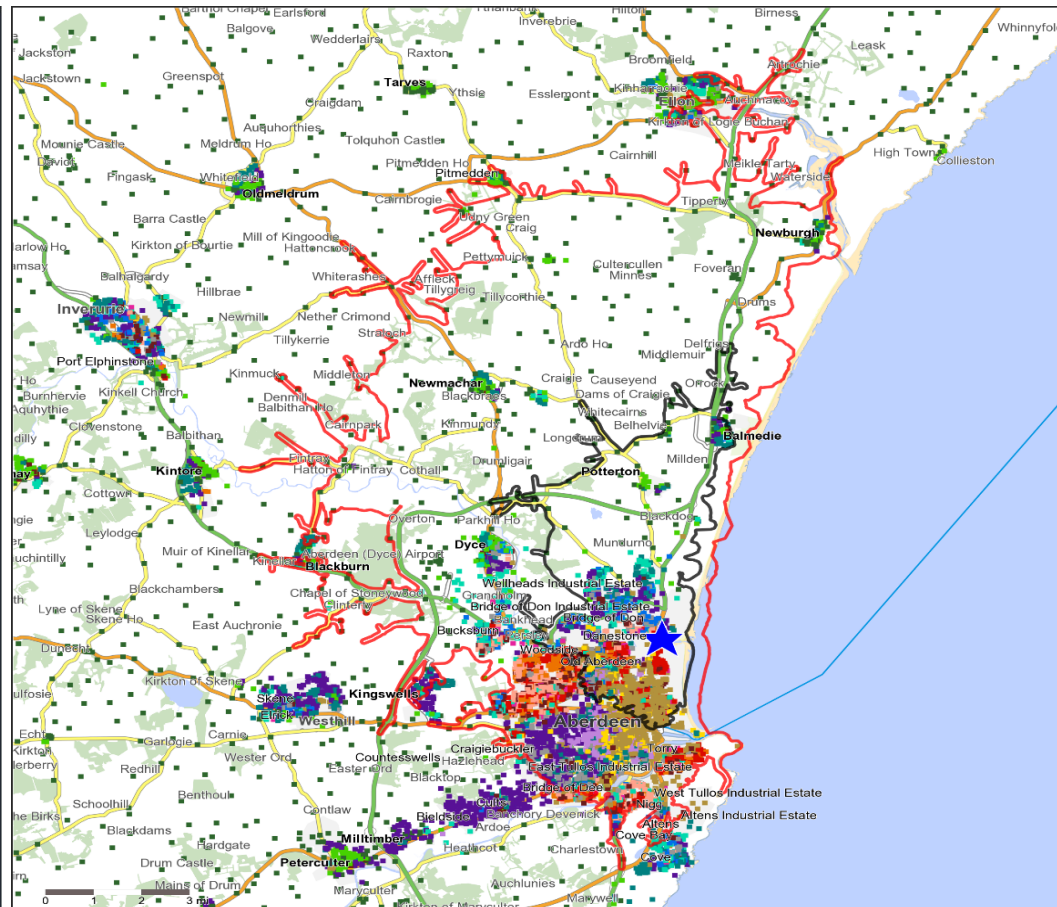
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	694	30.7	92	3,369	31.2	94	61,480	31.9	96
Medium (7-13)	643	28.4	86	2,063	19.1	58	52,285	27.1	82
High (14-19)	563	24.9	88	1,269	11.8	41	47,856	24.8	87

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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	21
A02	Uptown Elite	0	150	427	6,525
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	2	79	717
B05	Premium Fortunes	0	18	124	2,348
B06	Diamond Days	12	25	160	4,313
B07	Alpha Families	131	131	989	3,447
B08	Bank of Mum and Dad	34	75	1,025	1,676
B09	Empty-Nest Adventure	19	38	1,628	2,861
C10	Wealthy Landowners	0	0	214	1,292
C11	Rural Vogue	0	0	252	2,078
C12	Scattered Homesteads	0	0	122	888
C13	Village Retirement	0	0	403	1,381
D14	Satellite Settlers	0	0	482	2,506
D15	Local Focus	0	0	273	1,218
D16	Outlying Seniors	0	0	295	2,185
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	54	60	982	6,306
E19	Bungalow Heaven	27	193	612	1,549
E20	Classic Grandparents	23	80	549	918
E21	Solo Retirees	99	264	837	2,019
F22	Boomerang Boarders	73	732	1,469	1,768
F23	Family Ties	4	35	582	782
F24	Fledgling Free	6	22	538	1,580
F25	Dependable Me	54	103	1,179	1,745
G26	Cafés and Catchments	0	0	262	2,854
G27	Thriving Independence	209	266	954	2,957
G28	Modern Parents	46	46	2,268	5,360
G29	Mid-Career Convention	65	65	1,956	2,884
H30	Primary Ambitions	0	3	640	1,613
H31	Affordable Fringe	0	85	363	2,063
H32	First-Rung Futures	60	118	1,062	2,377
H33	Contemporary Starts	1	7	1,638	3,932
H34	New Foundations	0	45	417	841
H35	Flying Solo	0	2	393	768

		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	169	1,569
I37	Budget Generations	0	0	0	660
I38	Economical Families	0	0	17	613
I39	Families on a Budget	81	112	502	3,906
J40	Value Rentals	6	24	24	307
J41	Youthful Endeavours	0	5	430	1,007
J42	Midlife Renters	5	19	220	715
J43	Renting Rooms	0	5	322	729
K44	Inner City Stalwarts	0	0	83	192
K45	City Diversity	0	1	1,219	1,395
K46	High Rise Residents	403	1,165	3,228	5,430
K47	Single Essentials	31	1,319	5,408	12,777
K48	Mature Workers	0	0	0	412
L49	Flatlet Seniors	55	359	1,553	3,743
L50	Pocket Pensions	0	31	435	1,658
L51	Retirement Communities	0	9	196	1,430
L52	Estate Veterans	3	13	284	3,178
L53	Seasoned Survivors	0	0	19	615
M54	Down-to-Earth Owners	0	105	270	5,856
M55	Back with the Folks	184	532	757	7,739
M56	Self Supporters	0	94	379	1,504
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	7	91	2,427	6,270
O61	Career Builders	31	43	1,070	3,704
O62	Central Pulse	0	40	12,248	26,651
O63	Flexible Workforce	0	51	263	343
O64	Bus-Route Renters	248	574	5,171	10,362
O65	Learners & Earners	167	473	4,384	4,605
O66	Student Scene	0	112	4,090	4,182
U99	Unclassified	125	3,044	4,928	5,259
Total		2,263	10,786	73,270	192,583

Top 3 Mosaic Types in a 20 Minute Walktime

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. K46 High Rise Residents

Tenants of social flats located in high rise blocks, often living alone



- Singles and sharers
- High rise social flats
- Urban locations
- Least likely to own a car
- Shop around to find cheapest price
- Low use of insurance

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. 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. 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

3. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



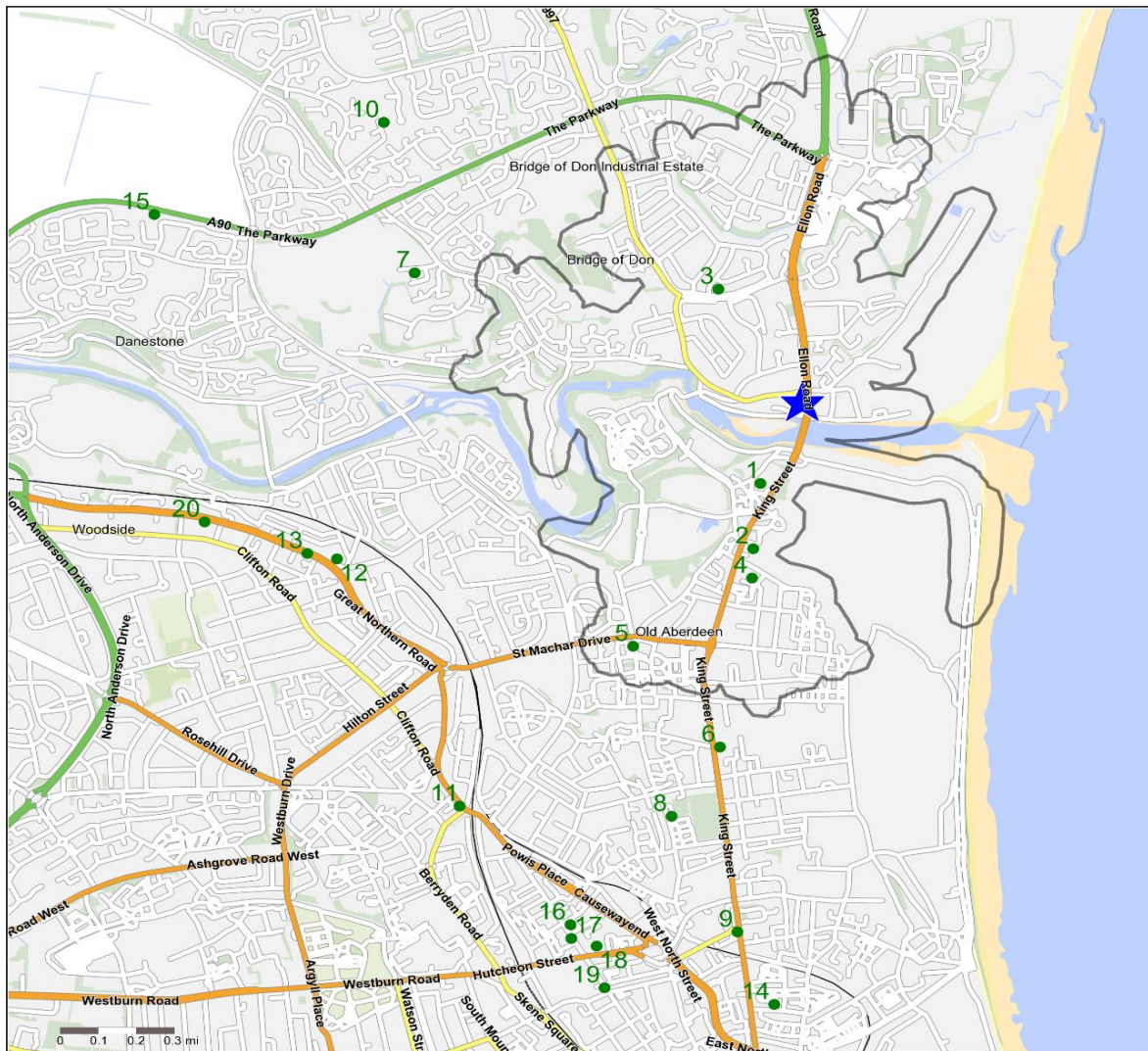
- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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	5,494	50.9	168	266	2.5	15	1,982	18.4	35			
Male: Alone	3,206	29.7	100	3,301	30.6	196	1,234	11.4	21			
Male: Group	2,220	20.6	90	4,221	39.1	149	1,301	12.1	24			
Male: Pair	5,678	52.6	202	631	5.9	38	1,433	13.3	23			
Mixed Sex: Group	4,093	37.9	166	2,194	20.3	64	1,454	13.5	31			
Mixed Sex: Pair	2,868	26.6	113	3,540	32.8	101	1,333	12.4	29			
With Children	3,205	29.7	103	379	3.5	21	4,158	38.5	73			
Unknown	1,147	10.6	32	2,265	21.0	117	4,330	40.1	84			
For Eating:												
Upmarket	2,923	27.1	88	2,008	18.6	89	2,811	26.1	55			
Midmarket	5,294	49.1	143	271	2.5	28	2,177	20.2	36			
Downmarket	2,856	26.5	119	3,654	33.9	97	1,232	11.4	27			
For Drinking (monthly spend):												
Nothing	3,058	28.4	94	3,044	28.2	119	1,640	15.2	34			
Low (less than £10)	1,958	18.2	61	1,489	13.8	59	4,294	39.8	88			
Medium (Between £10 and £40)	2,491	23.1	75	2,091	19.4	109	3,160	29.3	58			
High (Greater than £40)	3,476	32.2	125	1,160	10.8	52	3,105	28.8	55			

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	103,907	54.0	178	16,613	8.6	53	66,807	34.7	67			
Male: Alone	53,584	27.8	93	48,032	24.9	160	85,711	44.5	83			
Male: Group	66,422	34.5	151	54,061	28.1	107	66,844	34.7	70			
Male: Pair	96,232	50.0	192	11,160	5.8	38	79,935	41.5	72			
Mixed Sex: Group	79,898	41.5	181	50,617	26.3	82	56,812	29.5	67			
Mixed Sex: Pair	72,871	37.8	161	60,873	31.6	97	53,583	27.8	65			
With Children	57,081	29.6	102	19,976	10.4	62	110,271	57.3	108			
Unknown	65,061	33.8	103	43,280	22.5	125	78,987	41.0	86			
For Eating:												
Upmarket	83,574	43.4	142	37,037	19.2	92	66,716	34.6	73			
Midmarket	95,368	49.5	144	14,492	7.5	83	77,468	40.2	73			
Downmarket	44,899	23.3	105	87,118	45.2	130	55,309	28.7	69			
For Drinking (monthly spend):												
Nothing	49,200	25.5	84	53,322	27.7	117	84,806	44.0	98			
Low (less than £10)	50,555	26.3	88	36,581	19.0	81	100,190	52.0	115			
Medium (Between £10 and £40)	82,607	42.9	140	35,110	18.2	102	69,610	36.1	72			
High (Greater than £40)	79,578	41.3	160	34,873	18.1	88	72,875	37.8	72			

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	Brig Odon, AB24 1XZ	Greene King	6.0	1.7
2	Moonlight, AB24 1SJ	Independent Free	9.7	2.9
3	Black Dog, AB23 8PA	Stonegate Pub Company	10.9	2.3
4	Rowan Tree, AB24 1SL	Independent Free	13.3	4.9
5	St Machar Bar, AB24 3EN	Independent Free	18.4	6.8
6	Bobbin, AB24 5ST	Stonegate Pub Company	22.9	5.2
7	Parkway, AB22 8LX	Punch Pub Company	23.8	5.7
8	Red Lion, AB24 3JU	*Other Small Retail Groups	29.6	6.5
9	Pittodrie Bar, AB24 5AP	Greene King	33.2	7.0
10	Mains Of Scotstown Inn, AB22 8WT	Punch Pub Company	34.4	7.4
11	Kittybrewster Bar, AB25 3PY	Independent Free	34.4	7.8
12	Fountain Bar, AB24 2AX	Independent Free	35.0	8.2
13	Central Bar, AB24 2EU	Greene King	38.0	8.6
14	Scotia Bar, AB24 5JB	Punch Pub Company	38.3	10.0
15	Buckie Farm, AB22 8AL	Mitchells & Butlers	39.2	5.8
16	524 Lounge & Bar, AB25 3XJ	Independent Free	39.2	9.1
17	Butchers Arms, AB25 3YB	Greene King	39.8	8.9
18	Mounthooly Sports Bar, AB25 3TB	Independent Free	41.0	8.3
19	Northern Bar, AB25 1EE	Greene King	41.3	9.0
20	Crown Bar, AB24 2DB	Independent Free	43.5	9.6