

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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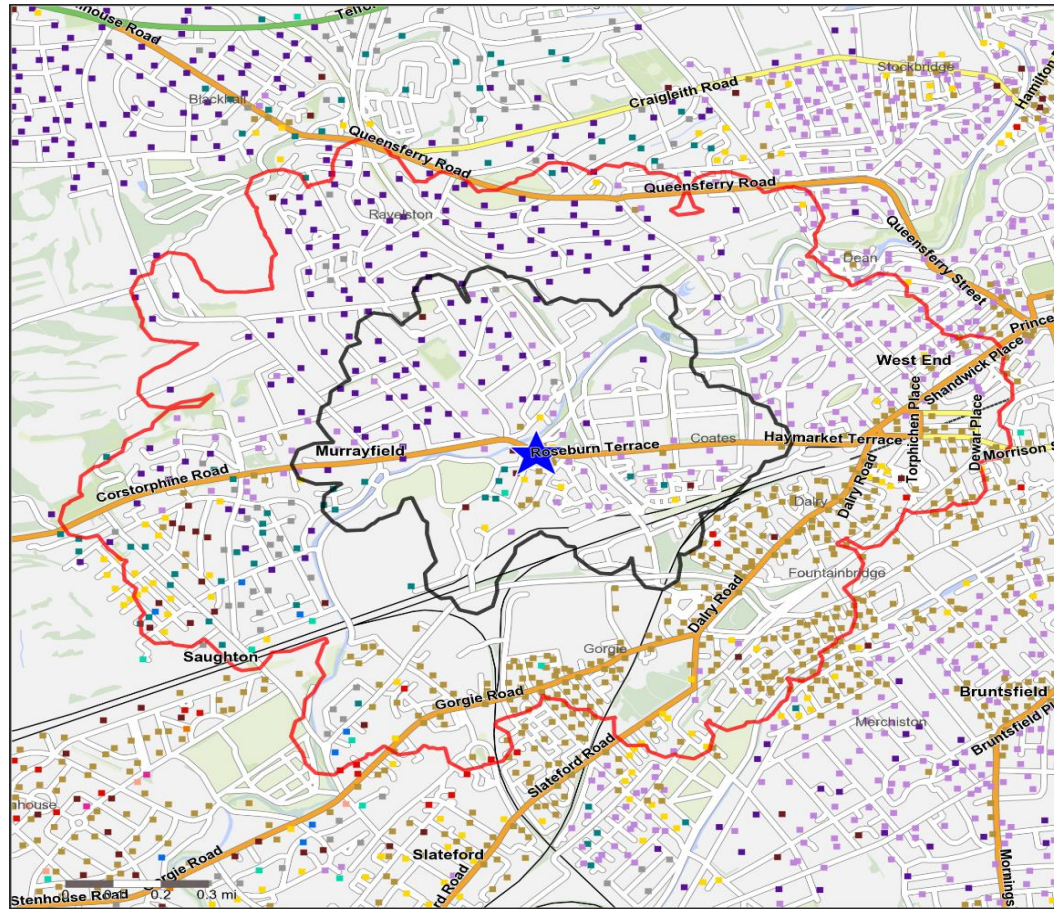
Number of Pubs	2	24	485
Catchment Adults 18+	4,212	28,600	393,629
Catchment Adults 18+ Per Pub	2,106	1,192	812
Populaton Projection 2018 to 2028 (% change)	6.72%	9.17%	8.27%

		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	Great Pub Great Food	2,935	69.7	135	1	Bit of Style	20,937	73.2	141	1	High Street Pub	270,976	68.8	133
2	Bit of Style	2,551	60.6	130	2	High Street Pub	19,562	68.4	147	2	Bit of Style	191,319	48.6	104
3	High Street Pub	1,806	42.9	68	3	Circuit Bar	14,872	52.0	83	3	Community Pub	159,531	40.5	64
4	Premium Local	1,386	32.9	254	4	Craft Led	14,727	51.5	398	4	Great Pub Great Food	157,504	40.0	309
5	Community Pub	1,067	25.3	63	5	Great Pub Great Food	10,182	35.6	88	5	Circuit Bar	143,402	36.4	90
6	Craft Led	716	17.0	63	6	Premium Local	5,241	18.3	68	6	Premium Local	128,767	32.7	122
7	Circuit Bar	528	12.5	122	7	Community Pub	5,135	18.0	174	7	Craft Led	126,671	32.2	312

	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	967	23.0	260	5,394	18.9	213	54,946	14.0	158
C1	586	13.9	113	5,579	19.5	159	65,215	16.6	135
C2	118	2.8	34	1,283	4.5	54	21,366	5.4	66
DE	136	3.2	31	2,213	7.7	75	34,829	8.8	86

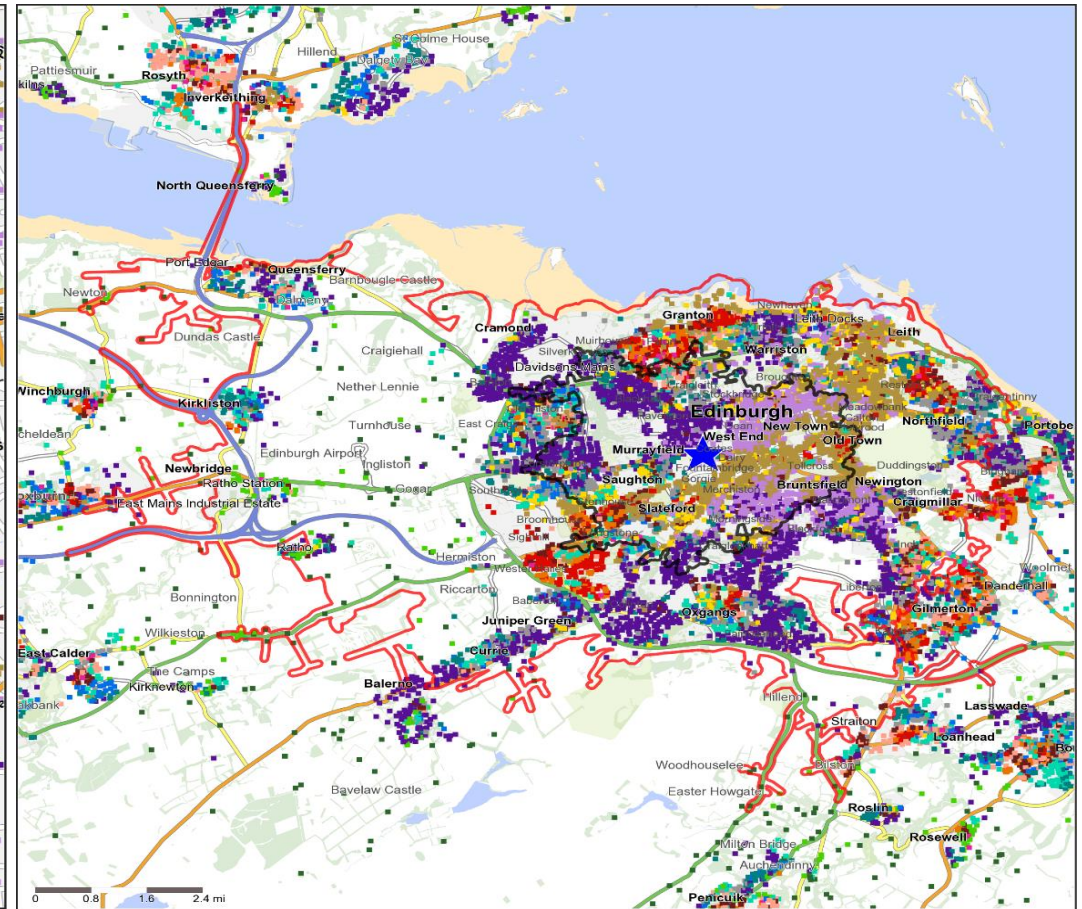
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	246	5.8	18	6,008	21.0	63	89,200	22.7	68
Medium (7-13)	1,172	27.8	84	9,383	32.8	99	124,995	31.8	96
High (14-19)	2,334	55.4	195	8,658	30.3	106	127,304	32.3	114

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	561	756	3,547	5,384		
A02	Uptown Elite	617	3,222	14,687	23,655		
A03	Penthouse Chic	1	66	1,268	1,365		
A04	Metro High-Flyers	370	1,468	12,333	16,788		
B05	Premium Fortunes	704	1,748	4,197	14,964		
B06	Diamond Days	153	917	6,730	19,713		
B07	Alpha Families	0	101	1,614	6,717		
B08	Bank of Mum and Dad	0	38	599	3,865		
B09	Empty-Nest Adventure	0	32	414	4,407		
C10	Wealthy Landowners	0	0	0	332		
C11	Rural Vogue	0	0	0	337		
C12	Scattered Homesteads	0	0	0	30		
C13	Village Retirement	0	0	0	73		
D14	Satellite Settlers	0	0	0	517		
D15	Local Focus	0	0	0	643		
D16	Outlying Seniors	0	0	0	667		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	55	632	5,305	17,219		
E19	Bungalow Heaven	0	0	20	321		
E20	Classic Grandparents	0	0	530	2,793		
E21	Solo Retirees	0	181	1,406	5,030		
F22	Boomerang Boarders	0	30	163	2,574		
F23	Family Ties	0	0	111	1,272		
F24	Fledgling Free	0	0	22	476		
F25	Dependable Me	0	69	342	2,905		
G26	Cafés and Catchments	105	463	2,784	9,678		
G27	Thriving Independence	177	284	2,051	8,597		
G28	Modern Parents	0	0	34	2,980		
G29	Mid-Career Convention	0	0	18	2,718		
H30	Primary Ambitions	7	7	1,511	5,823		
H31	Affordable Fringe	0	0	166	1,585		
H32	First-Rung Futures	0	72	636	3,788		
H33	Contemporary Starts	0	0	144	2,660		
H34	New Foundations	0	9	299	1,945		
H35	Flying Solo	0	0	108	800		

				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	323	3,550		
I37	Budget Generations	0	0	19	280		
I38	Economical Families	0	0	22	200		
I39	Families on a Budget	0	0	222	3,418		
J40	Value Rentals	0	0	0	0		
J41	Youthful Endeavours	0	0	114	772		
J42	Midlife Renters	0	0	141	1,048		
J43	Renting Rooms	0	0	115	715		
K44	Inner City Stalwarts	0	226	1,601	3,977		
K45	City Diversity	0	48	131	1,289		
K46	High Rise Residents	0	86	356	3,464		
K47	Single Essentials	0	0	1,770	15,580		
K48	Mature Workers	0	0	167	459		
L49	Flatlet Seniors	0	0	810	4,684		
L50	Pocket Pensions	0	0	33	648		
L51	Retirement Communities	319	864	3,823	8,465		
L52	Estate Veterans	0	0	597	2,168		
L53	Seasoned Survivors	0	0	304	1,067		
M54	Down-to-Earth Owners	0	0	44	469		
M55	Back with the Folks	0	0	758	4,196		
M56	Self Supporters	0	0	465	2,105		
N57	Community Elders	0	0	15	249		
N58	Culture & Comfort	0	0	0	22		
N59	Large Family Living	0	0	0	162		
N60	Ageing Access	430	1,392	8,181	25,282		
O61	Career Builders	187	417	2,576	7,707		
O62	Central Pulse	452	13,222	42,504	79,912		
O63	Flexible Workforce	0	0	184	1,845		
O64	Bus-Route Renters	0	618	5,137	20,425		
O65	Learners & Earners	0	421	2,675	3,571		
O66	Student Scene	76	530	9,634	12,103		
U99	Unclassified	0	681	5,792	11,175		
Total				4,214	28,600	149,552	393,628

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. B05 Premium Fortunes

Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves



- Extensive detached homes
- Substantial income
- Teenage kids & students
- Portfolio of investments
- Directors and senior managers
- High mobile phone spend

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



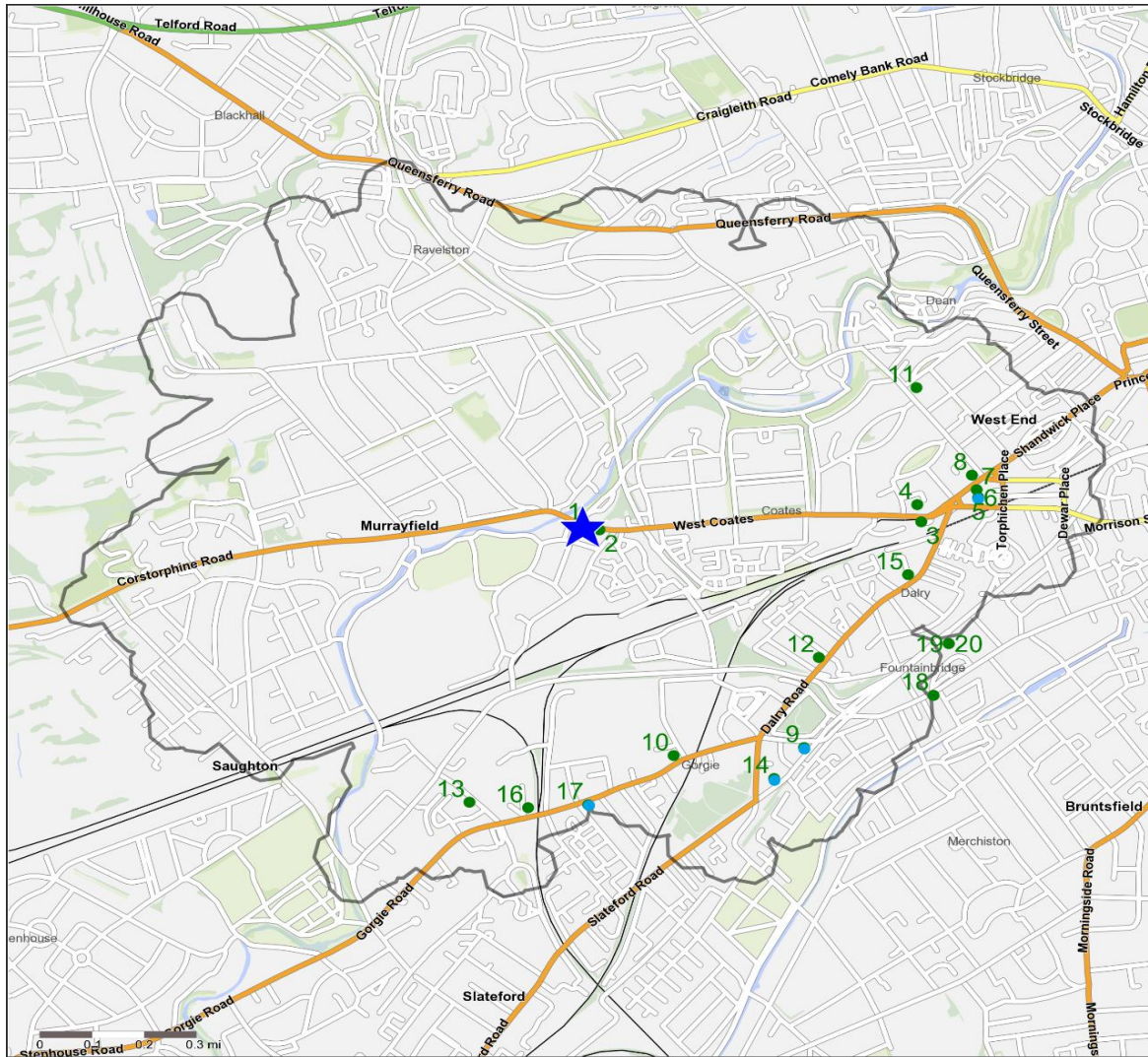
- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

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	20,379	71.3	235		1,986	6.9	42		5,554	19.4	37	
Male: Alone	5,845	20.4	69		4,539	15.9	102		17,536	61.3	115	
Male: Group	19,998	69.9	306		1,082	3.8	14		6,839	23.9	48	
Male: Pair	20,080	70.2	269		1,865	6.5	43		5,974	20.9	36	
Mixed Sex: Group	16,541	57.8	253		4,015	14.0	44		7,363	25.7	59	
Mixed Sex: Pair	14,859	52.0	222		2,693	9.4	29		10,368	36.3	85	
With Children	6,230	21.8	75		917	3.2	19		20,772	72.6	137	
Unknown	19,424	67.9	207		2,781	9.7	54		5,714	20.0	42	
For Eating:												
Upmarket	18,606	65.1	212		3,841	13.4	65		5,472	19.1	40	
Midmarket	17,498	61.2	178		4,690	16.4	182		5,731	20.0	36	
Downmarket	1,675	5.9	26		14,995	52.4	150		11,248	39.3	95	
For Drinking (monthly spend):												
Nothing	1,693	5.9	20		4,912	17.2	73		21,314	74.5	166	
Low (less than £10)	6,102	21.3	71		1,108	3.9	16		20,709	72.4	160	
Medium (Between £10 and £40)	22,960	80.3	262		2,204	7.7	43		2,755	9.6	19	
High (Greater than £40)	21,620	75.6	292		3,792	13.3	65		2,506	8.8	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	219,074	55.7	184		38,502	9.8	60		124,878	31.7	61	
Male: Alone	106,941	27.2	91		80,223	20.4	131		195,290	49.6	93	
Male: Group	183,767	46.7	204		58,689	14.9	57		139,997	35.6	72	
Male: Pair	204,512	52.0	199		36,158	9.2	60		141,783	36.0	63	
Mixed Sex: Group	178,091	45.2	198		61,735	15.7	49		142,627	36.2	83	
Mixed Sex: Pair	139,839	35.5	151		93,723	23.8	73		148,892	37.8	89	
With Children	98,512	25.0	87		36,652	9.3	55		247,289	62.8	119	
Unknown	162,753	41.3	126		89,520	22.7	127		130,181	33.1	69	
For Eating:												
Upmarket	203,267	51.6	169		69,986	17.8	85		109,200	27.7	59	
Midmarket	205,239	52.1	152		48,984	12.4	138		128,231	32.6	59	
Downmarket	59,131	15.0	68		164,169	41.7	120		159,154	40.4	97	
For Drinking (monthly spend):												
Nothing	73,495	18.7	62		80,632	20.5	87		228,326	58.0	129	
Low (less than £10)	111,173	28.2	95		35,129	8.9	38		236,152	60.0	132	
Medium (Between £10 and £40)	226,304	57.5	188		51,099	13.0	73		105,050	26.7	53	
High (Greater than £40)	204,047	51.8	200		74,164	18.8	92		104,243	26.5	51	

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	Murrayfield Bar, EH12 5NQ	Star Pubs & Bars	0.0	0.1
2	Roseburn Bar, EH12 5NG	Caledonian Heritable	0.3	0.3
3	Ryries Bar, EH12 5EY	Punch Pub Company	12.7	2.6
4	Platform 5, EH12 5DR	Greene King	13.9	2.8
5	Jolly Botanist, EH 3 8DT	Star Pubs & Bars	15.1	3.9
6	Malones, EH 3 8DT	Independent Free	15.1	3.9
7	Haymarket, EH12 5DS	Mitchells & Butlers	15.4	3.1
8	Mercat Bar, EH12 5DX	Greene King	15.4	3.2
9	Athletic Arms, EH11 2JX	Star Pubs & Bars	15.7	4.3
10	Tynecastle Arms, EH11 2NP	Caledonian Heritable	16.0	3.9
11	West End Hotel, EH12 5AU	Independent Free	16.3	3.6
12	Bensons, EH11 2EG	Trust Inns	16.3	4.0
13	Murrayfield, EH11 2QR	Independent Free	16.9	3.8
14	Caley Sample Room, EH11 2JR	Star Pubs & Bars	17.5	4.3
15	Dickens Lounge, EH11 2AX	Independent Free	18.1	4.8
16	Station Tavern, EH11 2QZ	*Other Small Retail Groups	18.4	4.6
17	Stratfords, EH11 1TU	Star Pubs & Bars	20.2	4.9
18	Fountain, EH11 1AX	Retail & Licensed Properties	20.8	5.0
19	Bainfield Union Cafe Bar, EH11 1AF	Independent Free	22.0	4.9
20	Mccowans Brewhouse, EH11 1AF	Greene King	22.0	4.9