

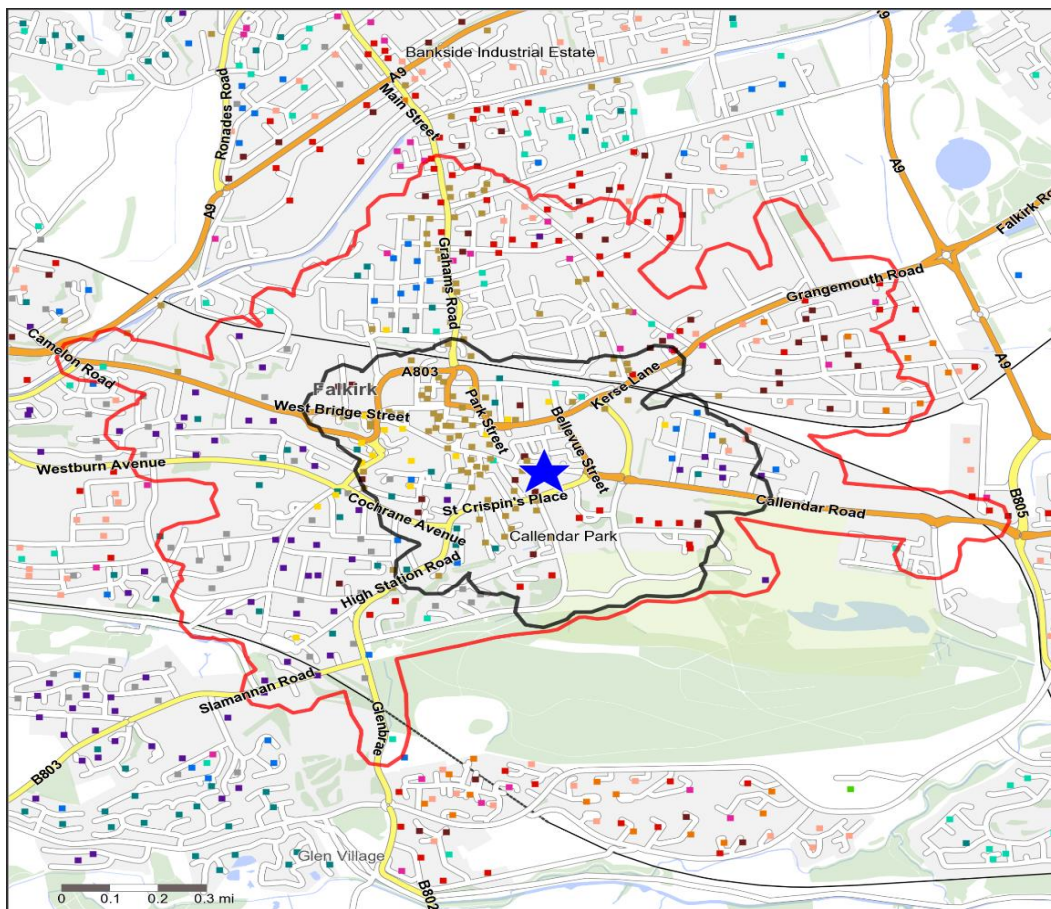
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	23	30	149
Catchment Adults 18+	3,692	10,103	177,023
Catchment Adults 18+ Per Pub	161	337	1,188
Populaton Projection 2018 to 2028 (% change)	1.79%	2.31%	3.65%

		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	3,396	92.0	178	1	High Street Pub	8,847	87.6	169	1	High Street Pub	141,834	80.1	155
2	Community Pub	3,196	86.6	186	2	Community Pub	8,289	82.0	176	2	Community Pub	116,990	66.1	142
3	Circuit Bar	1,398	37.9	60	3	Premium Local	3,363	33.3	53	3	Premium Local	90,348	51.0	81
4	Premium Local	726	19.7	152	4	Circuit Bar	3,157	31.2	242	4	Great Pub Great Food	56,374	31.8	246
5	Great Pub Great Food	592	16.0	40	5	Great Pub Great Food	2,591	25.6	64	5	Bit of Style	39,731	22.4	56
6	Bit of Style	462	12.5	47	6	Craft Led	1,269	12.6	47	6	Circuit Bar	32,932	18.6	69
7	Craft Led	240	6.5	63	7	Bit of Style	1,006	10.0	97	7	Craft Led	21,360	12.1	117

	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	280	7.6	86	807	8.0	90	12,374	7.0	79
C1	514	13.9	114	1,351	13.4	109	23,177	13.1	107
C2	315	8.5	103	909	9.0	109	17,265	9.8	118
DE	389	10.5	102	1,147	11.4	110	20,642	11.7	113

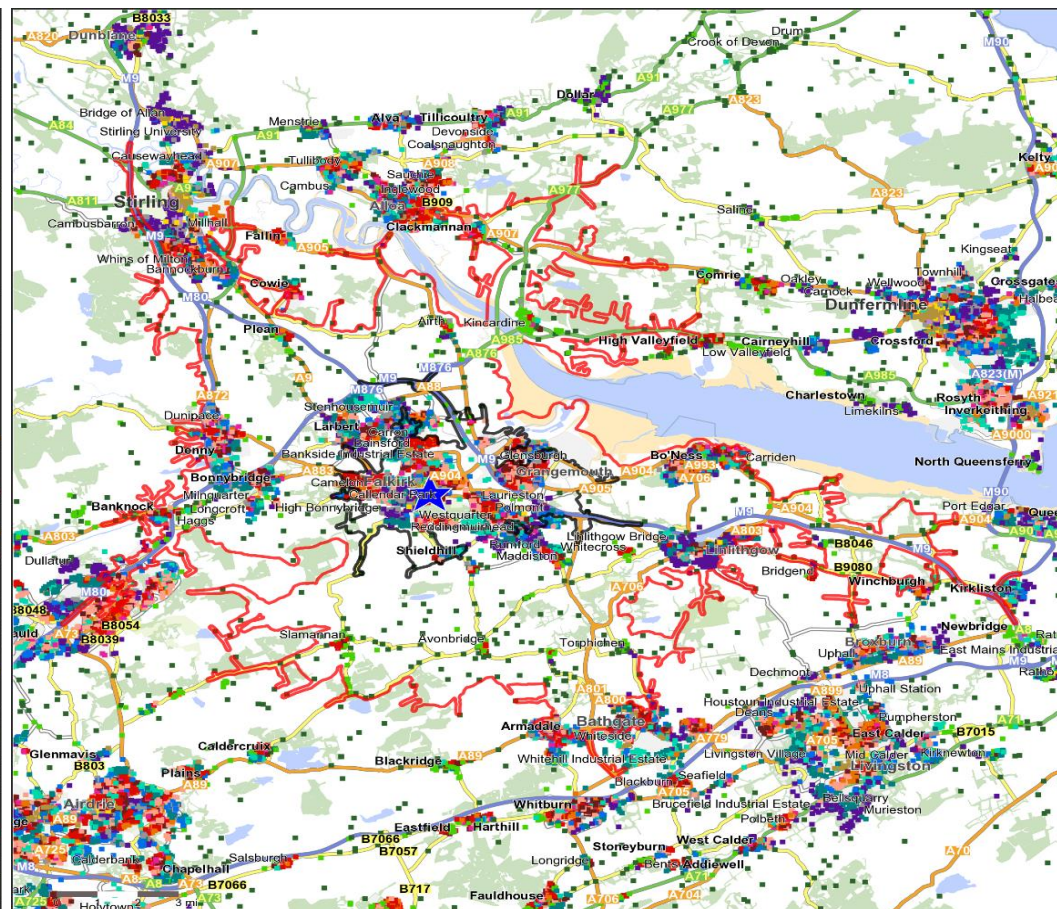
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,844	49.9	151	4,997	49.5	149	82,209	46.4	140
Medium (7-13)	880	23.8	72	2,389	23.6	71	53,606	30.3	91
High (14-19)	377	10.2	36	1,680	16.6	58	32,392	18.3	64

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	0
	A02	Uptown Elite	0	0	0	0
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	25	54	409
	B06	Diamond Days	0	188	188	895
	B07	Alpha Families	20	218	594	2,981
	B08	Bank of Mum and Dad	42	244	1,098	2,455
	B09	Empty-Nest Adventure	88	215	1,665	6,926
	C10	Wealthy Landowners	0	0	14	1,310
	C11	Rural Vogue	0	0	89	1,340
	C12	Scattered Homesteads	0	10	97	996
	C13	Village Retirement	0	0	44	1,323
	D14	Satellite Settlers	0	1	30	1,629
	D15	Local Focus	0	0	10	2,403
	D16	Outlying Seniors	0	0	8	3,315
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	4	637	1,143	1,822
	E19	Bungalow Heaven	0	0	419	2,172
	E20	Classic Grandparents	0	162	1,043	1,867
	E21	Solo Retirees	72	114	435	892
	F22	Boomerang Boarders	79	242	1,298	3,927
	F23	Family Ties	0	54	169	1,379
	F24	Fledgling Free	12	23	410	2,662
	F25	Dependable Me	35	153	1,694	5,368
	G26	Cafés and Catchments	24	140	143	143
	G27	Thriving Independence	198	375	496	912
	G28	Modern Parents	13	25	3,046	16,432
	G29	Mid-Career Convention	0	38	780	5,171
	H30	Primary Ambitions	0	1	553	895
	H31	Affordable Fringe	0	86	905	3,461
	H32	First-Rung Futures	84	179	1,005	4,012
	H33	Contemporary Starts	0	0	1,284	5,895
	H34	New Foundations	2	6	49	391
	H35	Flying Solo	0	12	124	512

			10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosaic Type Profile			Catchment Adults 18+	Catchment Adults 18+	Catchment Adults 18+	Catchmen Adults 18+
	I36	Solid Economy	0	0	55	145
	I37	Budget Generations	2	133	1,042	3,471
	I38	Economical Families	0	0	620	1,399
	I39	Families on a Budget	0	68	1,567	4,040
	J40	Value Rentals	10	90	1,328	4,665
	J41	Youthful Endeavours	6	12	294	559
	J42	Midlife Renters	2	92	722	1,493
	J43	Renting Rooms	20	118	171	171
	K44	Inner City Stalwarts	0	0	0	0
	K45	City Diversity	0	0	0	0
	K46	High Rise Residents	883	1,091	1,266	1,410
	K47	Single Essentials	26	938	9,762	16,133
	K48	Mature Workers	0	116	2,815	9,581
	L49	Flatlet Seniors	144	335	1,178	2,785
	L50	Pocket Pensions	0	35	483	2,773
	L51	Retirement Communities	259	314	498	1,474
	L52	Estate Veterans	0	352	2,744	9,540
	L53	Seasoned Survivors	20	268	1,004	1,662
	M54	Down-to-Earth Owners	12	380	6,351	16,928
	M55	Back with the Folks	0	0	1,182	2,927
	M56	Self Supporters	90	248	1,818	4,535
	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	153	231	297	556
	O61	Career Builders	112	122	253	685
	O62	Central Pulse	18	18	18	18
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	1,263	1,991	2,812	5,411
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	695	767
Total			3,693	10,100	57,862	177,023

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

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. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

2. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

3. K47 Single Essentials

Singles renting small social flats in town centres



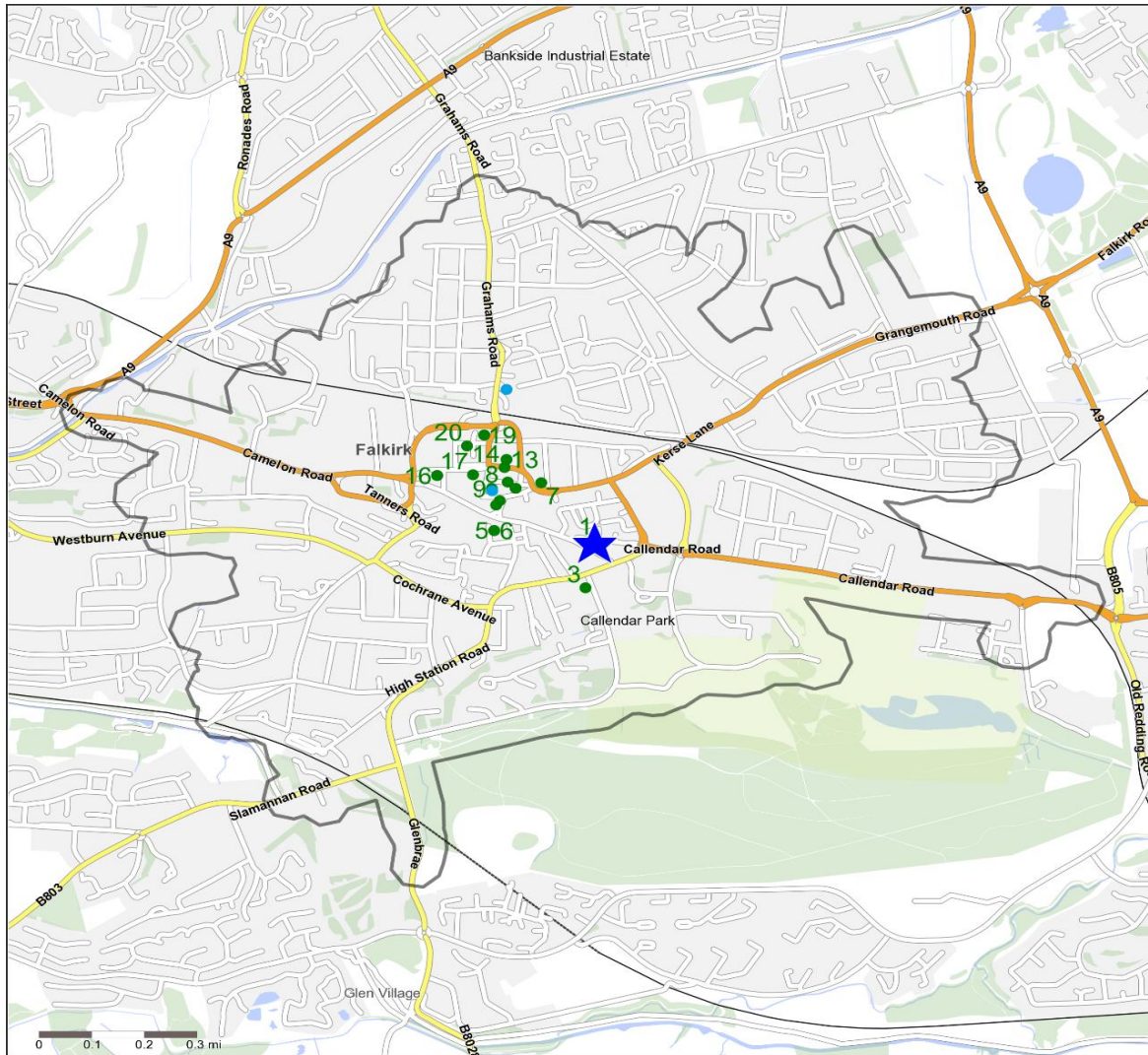
- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

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	5,023	49.7	164		678	6.7	41		4,402	43.6	84	
Male: Alone	4,165	41.2	138		2,747	27.2	174		3,191	31.6	59	
Male: Group	3,627	35.9	157		3,221	31.9	122		3,256	32.2	65	
Male: Pair	5,780	57.2	219		1,087	10.8	71		3,236	32.0	56	
Mixed Sex: Group	5,014	49.6	217		1,035	10.2	32		4,054	40.1	91	
Mixed Sex: Pair	3,088	30.6	130		3,814	37.8	116		3,202	31.7	74	
With Children	4,510	44.6	154		632	6.3	37		4,960	49.1	93	
Unknown	564	5.6	17		4,505	44.6	249		5,034	49.8	104	
For Eating:												
Upmarket	3,312	32.8	107		1,874	18.5	89		4,916	48.7	103	
Midmarket	5,504	54.5	159		92	0.9	10		4,507	44.6	81	
Downmarket	3,341	33.1	149		3,926	38.9	111		2,835	28.1	67	
For Drinking (monthly spend):												
Nothing	2,597	25.7	85		4,005	39.6	168		3,501	34.7	77	
Low (less than £10)	1,770	17.5	59		2,640	26.1	111		5,692	56.3	124	
Medium (Between £10 and £40)	1,803	17.8	58		3,835	38.0	213		4,465	44.2	88	
High (Greater than £40)	2,516	24.9	96		3,223	31.9	155		4,364	43.2	83	

	20 Minute Drivetime											
	High				Medium				Low			
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	65,386	36.9	122	<div></div>	14,945	8.4	52	<div></div>	95,924	54.2	104	<div></div>
Male: Alone	55,439	31.3	105	<div></div>	49,448	27.9	179	<div></div>	71,368	40.3	76	<div></div>
Male: Group	40,366	22.8	100		58,389	33.0	126	<div></div>	77,500	43.8	88	<div></div>
Male: Pair	53,286	30.1	115	<div></div>	18,431	10.4	68	<div></div>	104,538	59.1	103	
Mixed Sex: Group	38,308	21.6	95	<div></div>	66,457	37.5	118	<div></div>	71,490	40.4	92	<div></div>
Mixed Sex: Pair	49,642	28.0	120	<div></div>	65,948	37.3	115	<div></div>	60,665	34.3	80	<div></div>
With Children	63,246	35.7	124	<div></div>	27,748	15.7	93	<div></div>	85,261	48.2	91	<div></div>
Unknown	43,270	24.4	74	<div></div>	22,211	12.5	70	<div></div>	110,774	62.6	131	<div></div>
For Eating:												
Upmarket	36,906	20.8	68	<div></div>	45,281	25.6	123	<div></div>	94,068	53.1	112	<div></div>
Midmarket	47,138	26.6	78	<div></div>	5,256	3.0	33	<div></div>	123,861	70.0	126	<div></div>
Downmarket	59,277	33.5	151	<div></div>	83,282	47.0	135	<div></div>	33,697	19.0	46	<div></div>
For Drinking (monthly spend):												
Nothing	71,837	40.6	134	<div></div>	55,721	31.5	133	<div></div>	48,696	27.5	61	<div></div>
Low (less than £10)	52,825	29.8	100		44,264	25.0	106		79,167	44.7	99	
Medium (Between £10 and £40)	50,932	28.8	94	<div></div>	35,105	19.8	111	<div></div>	90,218	51.0	101	
High (Greater than £40)	41,224	23.3	90	<div></div>	48,140	27.2	133	<div></div>	86,891	49.1	94	<div></div>

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	Katie's Bar, FK 1 1XS	Star Pubs & Bars	0.0	0.1
2	Tolbooth Tavern, FK 1 1NL	Kingdom Taverns	4.2	2.2
3	Cladhan Hotel, FK 1 1UF	Independent Free	4.5	1.5
4	Jolly Gin And Craft, FK 1 1NJ	Independent Free	4.8	2.2
5	Courtyard, FK 1 1PF	Independent Free	6.0	2.1
6	Wheatsheaf Inn, FK 1 1PF	Independent Free	6.0	2.1
7	Orchard Hotel, FK 1 1RG	Independent Free	6.3	1.5
8	Scotia Bar, FK 1 1NH	Greene King	6.3	2.3
9	Wellington Bar, FK 1 1NH	Star Pubs & Bars	6.3	2.3
10	Aitkens Bar, FK 1 1NU	Kingdom Taverns	6.6	2.3
11	Bar One, FK 1 1NU	Independent Free	6.6	2.3
12	Carron Works, FK 1 1NB	Wetherspoon	6.9	2.0
13	Sportsters Sports Bar & Diner, FK 1 1LU	Castle Leisure Group	7.2	1.7
14	Wine Library, FK 1 1LS	Independent Free	7.2	1.7
15	Goose, FK 1 1DG	Independent Free	7.2	2.8
16	Johnstons, FK 1 1DG	Independent Free	7.2	2.8
17	New Market Bar, FK 1 1JH	Stonegate Pub Company	8.2	1.9
18	North Star, FK 1 1JB	Independent Free	8.2	2.7
19	Thirsty Cow, FK 1 1JB	Rosemount Taverns	8.2	2.7
20	Behind The Wall, FK 1 1HZ	Independent Free	8.8	2.6