

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	5	5	247
Catchment Adults 18+	3,869	9,247	329,695
Catchment Adults 18+ Per Pub	774	1,849	1,335
Populaton Projection 2018 to 2028 (% change)	-2.47%	-2.16%	0.68%

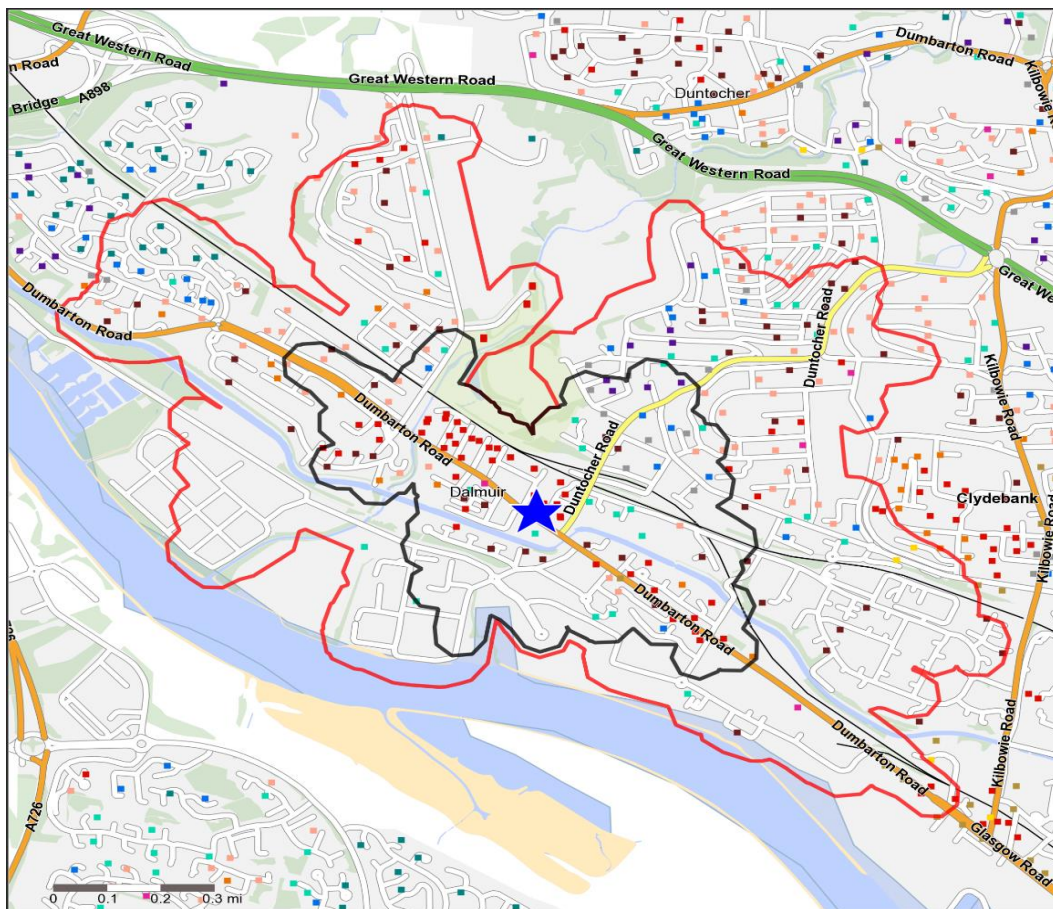
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Community Pub	3,445	89.0	172	1	High Street Pub	8,242	89.1	172	1	High Street Pub	260,897	79.1	153
2	High Street Pub	3,381	87.4	187	2	Community Pub	8,235	89.1	191	2	Community Pub	212,865	64.6	139
3	Circuit Bar	1,752	45.3	72	3	Premium Local	3,276	35.4	56	3	Premium Local	134,869	40.9	65
4	Craft Led	1,626	42.0	325	4	Circuit Bar	2,635	28.5	220	4	Great Pub Great Food	106,022	32.2	249
5	Premium Local	914	23.6	59	5	Craft Led	2,426	26.2	65	5	Circuit Bar	87,318	26.5	66
6	Great Pub Great Food	368	9.5	35	6	Great Pub Great Food	1,025	11.1	41	6	Bit of Style	80,202	24.3	91
7	Bit of Style	245	6.3	61	7	Bit of Style	776	8.4	81	7	Craft Led	66,494	20.2	196

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	133	3.4	39	331	3.6	40	27,954	8.5	96
C1	581	15.0	122	1,271	13.7	112	48,606	14.7	120
C2	453	11.7	142	1,005	10.9	132	26,505	8.0	97
DE	836	21.6	210	1,603	17.3	168	41,659	12.6	123

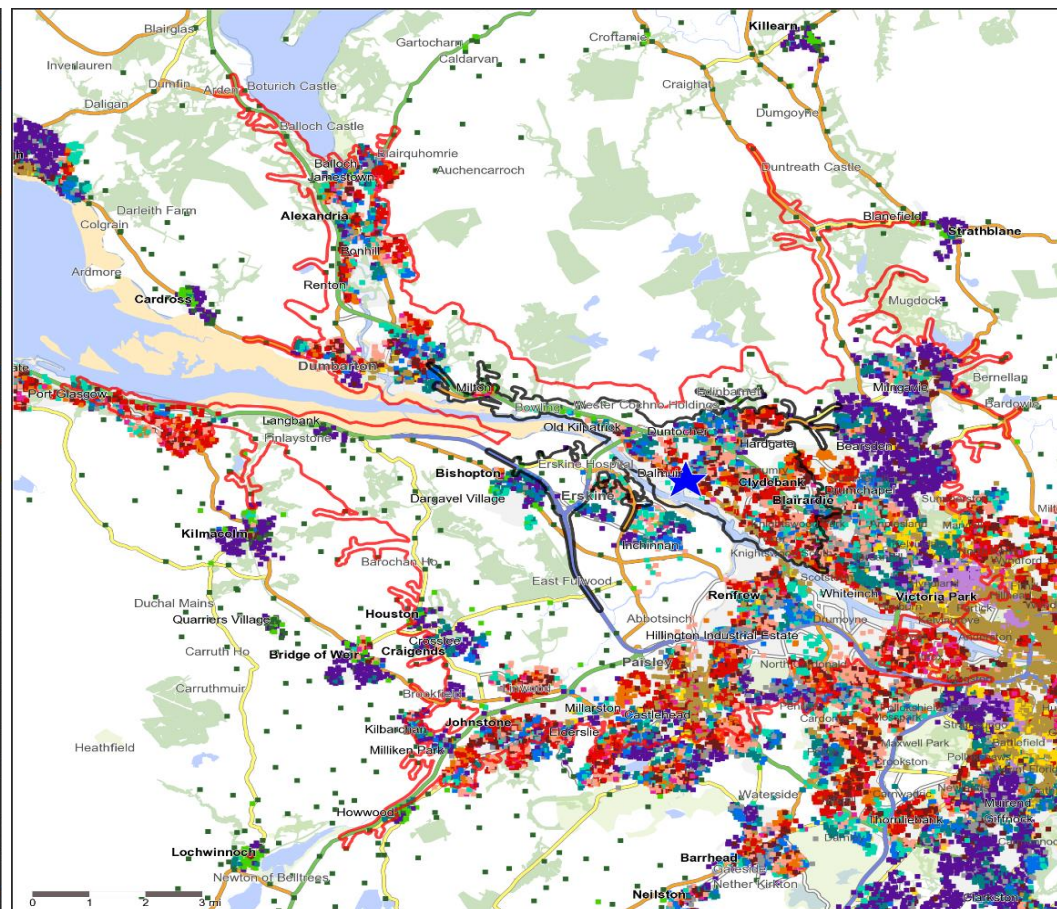
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,714	70.1	212	6,048	65.4	197	126,658	38.4	116
Medium (7-13)	808	20.9	63	2,503	27.1	82	107,555	32.6	98
High (14-19)	190	4.9	17	554	6.0	21	69,654	21.1	74

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

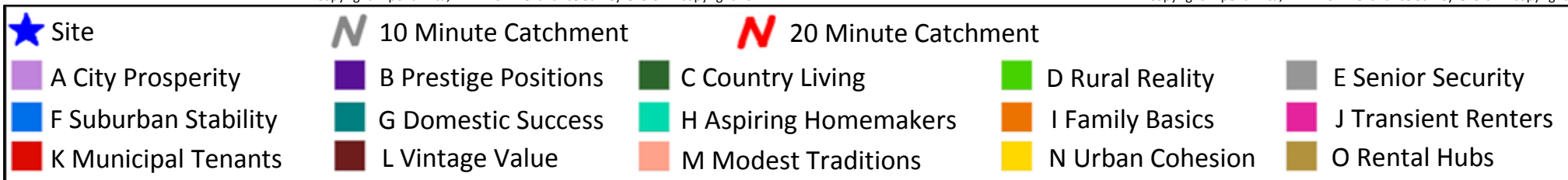
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	361
A02	Uptown Elite	0	0	0	8,009
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	1,657
B05	Premium Fortunes	0	0	30	5,649
B06	Diamond Days	0	0	0	9,750
B07	Alpha Families	0	0	37	5,027
B08	Bank of Mum and Dad	39	122	571	6,522
B09	Empty-Nest Adventure	13	39	483	6,887
C10	Wealthy Landowners	0	0	94	821
C11	Rural Vogue	0	0	27	365
C12	Scattered Homesteads	0	0	14	207
C13	Village Retirement	0	0	55	587
D14	Satellite Settlers	0	0	180	736
D15	Local Focus	0	0	66	139
D16	Outlying Seniors	0	0	239	573
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	45	72	327	7,192
E19	Bungalow Heaven	23	23	159	1,106
E20	Classic Grandparents	57	93	846	4,171
E21	Solo Retirees	39	43	569	4,210
F22	Boomerang Boarders	53	115	1,487	6,656
F23	Family Ties	118	171	742	3,885
F24	Fledgling Free	46	106	235	2,630
F25	Dependable Me	22	146	886	7,094
G26	Cafés and Catchments	0	0	34	5,516
G27	Thriving Independence	0	8	265	4,067
G28	Modern Parents	0	190	1,812	11,257
G29	Mid-Career Convention	0	20	1,430	7,544
H30	Primary Ambitions	44	120	1,326	5,226
H31	Affordable Fringe	128	233	1,223	7,120
H32	First-Rung Futures	112	276	1,129	8,029
H33	Contemporary Starts	86	95	440	3,086
H34	New Foundations	3	3	3	897
H35	Flying Solo	0	41	101	974

		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	1	329	1,184
I37	Budget Generations	47	166	444	1,630
I38	Economical Families	18	32	486	2,206
I39	Families on a Budget	128	202	2,673	9,485
J40	Value Rentals	0	22	343	2,428
J41	Youthful Endeavours	3	3	144	1,569
J42	Midlife Renters	0	0	51	713
J43	Renting Rooms	49	49	82	2,080
K44	Inner City Stalwarts	0	0	154	1,057
K45	City Diversity	0	0	339	729
K46	High Rise Residents	267	526	2,204	7,940
K47	Single Essentials	1,514	2,109	9,197	36,339
K48	Mature Workers	10	111	938	6,375
L49	Flatlet Seniors	324	682	2,805	13,094
L50	Pocket Pensions	64	282	642	2,130
L51	Retirement Communities	18	146	571	5,810
L52	Estate Veterans	176	545	1,935	5,033
L53	Seasoned Survivors	10	74	1,072	4,934
M54	Down-to-Earth Owners	205	1,559	4,890	14,711
M55	Back with the Folks	62	331	3,347	13,031
M56	Self Supporters	112	248	1,154	6,659
N57	Community Elders	0	0	21	163
N58	Culture & Comfort	0	0	0	145
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	135	358	11,285
O61	Career Builders	0	0	211	2,237
O62	Central Pulse	0	0	128	14,754
O63	Flexible Workforce	0	0	0	261
O64	Bus-Route Renters	34	108	2,369	17,509
O65	Learners & Earners	0	0	0	911
O66	Student Scene	0	0	0	2,989
U99	Unclassified	0	0	158	2,356
Total		3,869	9,247	51,855	329,697

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. 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

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

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. 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

3. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



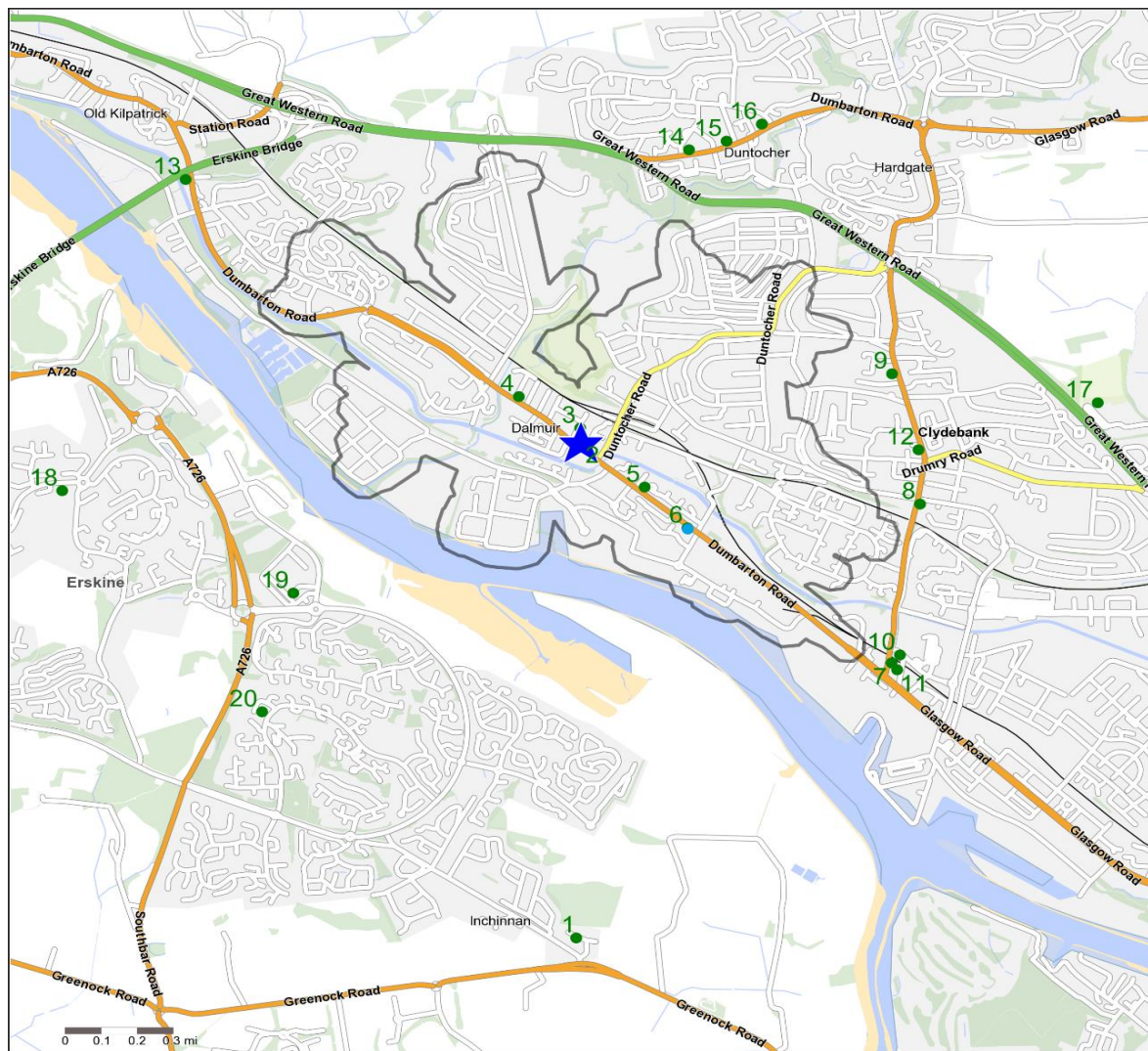
- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

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	4,079	44.1	146	448	4.8	30	4,720	51.0	98		
Male: Alone	4,123	44.6	150	3,078	33.3	213	2,046	22.1	42		
Male: Group	2,149	23.2	102	5,200	56.2	215	1,898	20.5	41		
Male: Pair	5,383	58.2	223	871	9.4	62	2,993	32.4	56		
Mixed Sex: Group	3,657	39.5	173	3,177	34.4	108	2,413	26.1	59		
Mixed Sex: Pair	1,549	16.8	71	5,626	60.8	187	2,072	22.4	52		
With Children	4,488	48.5	168	588	6.4	38	4,172	45.1	85		
Unknown	1,215	13.1	40	1,650	17.8	100	6,382	69.0	144		
For Eating:											
Upmarket	1,657	17.9	59	2,417	26.1	126	5,173	55.9	118		
Midmarket	4,006	43.3	126	247	2.7	30	4,995	54.0	98		
Downmarket	3,291	35.6	160	4,533	49.0	141	1,424	15.4	37		
For Drinking (monthly spend):											
Nothing	5,297	57.3	189	1,785	19.3	82	2,165	23.4	52		
Low (less than £10)	1,735	18.8	63	1,975	21.4	91	5,538	59.9	132		
Medium (Between £10 and £40)	1,735	18.8	61	2,331	25.2	141	5,181	56.0	111		
High (Greater than £40)	1,915	20.7	80	2,178	23.6	115	5,155	55.7	107		

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	156,993	47.6	157	21,809	6.6	40	148,537	45.1	87			
Male: Alone	111,566	33.8	114	92,295	28.0	179	123,478	37.5	70			
Male: Group	107,187	32.5	142	110,118	33.4	128	110,034	33.4	67			
Male: Pair	155,536	47.2	181	37,929	11.5	75	133,874	40.6	71			
Mixed Sex: Group	119,830	36.3	159	88,419	26.8	84	119,090	36.1	82			
Mixed Sex: Pair	99,428	30.2	129	130,384	39.5	122	97,528	29.6	69			
With Children	121,146	36.7	127	40,535	12.3	73	165,658	50.2	95			
Unknown	82,635	25.1	76	74,194	22.5	125	170,510	51.7	108			
For Eating:												
Upmarket	112,937	34.3	112	76,997	23.4	112	137,406	41.7	88			
Midmarket	146,211	44.3	129	22,878	6.9	77	158,250	48.0	87			
Downmarket	96,143	29.2	131	149,693	45.4	130	81,503	24.7	59			
For Drinking (monthly spend):												
Nothing	122,481	37.1	123	92,411	28.0	119	112,447	34.1	76			
Low (less than £10)	109,446	33.2	111	49,876	15.1	64	168,017	51.0	112			
Medium (Between £10 and £40)	131,622	39.9	131	55,553	16.8	94	140,163	42.5	85			
High (Greater than £40)	108,024	32.8	127	79,601	24.1	118	139,714	42.4	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	Braehead Tavern, PA 4 9PE	Independent Free	0.0	13.1
2	Horse & Barge, G 81 4BB	Star Pubs & Bars	0.0	0.1
3	Macs Lounge, G 81 4HR	Independent Free	0.9	0.5
4	Mountblow, G 81 4BS	Unknown	4.2	1.4
5	Cabin Inn, G 81 4DN	Rosemount Taverns	5.4	0.8
6	Park Bar, G 81 4DU	Star Pubs & Bars	8.2	1.4
7	Chandlers, G 81 1TH	Trust Inns	22.6	3.7
8	Atlantis, G 81 2JG	Independent Free	23.5	3.9
9	Radnor Park Hotel, G 81 2AP	Hawthorn Leisure	23.8	4.8
10	Jb Lounge, G 81 1RT	*Other Small Retail Groups	24.7	5.4
11	Alexanders, G 81 1SQ	Great Pub Company	25.4	5.3
12	Cleddans Bar, G 81 2TU	Hawthorn Leisure	26.3	4.4
13	Glen Luset, G 60 5DA	Greene King	28.1	3.5
14	Village Tavern, G 81 6DP	Independent Free	34.4	5.0
15	Sixty Ate Bar, G 81 6DN	Independent Free	37.1	5.4
16	Glenhead Tavern, G 81 6HD	Star Pubs & Bars	38.6	5.8
17	Titan, G 81 2XT	Greene King	40.1	6.6
18	Eriskyne, PA 8 6BS	Independent Free	78.3	9.9
19	Whippity Scourie, PA 8 7AA	*Other Small Retail Groups	94.7	10.1
20	Grill In The Park, PA 8 7AL	Independent Free	100.2	12.1