

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	14	93	463
Catchment Adults 18+	12,885	51,957	340,844
Catchment Adults 18+ Per Pub	920	559	736
Populaton Projection 2018 to 2028 (% change)	6.49%	6.28%	8.15%

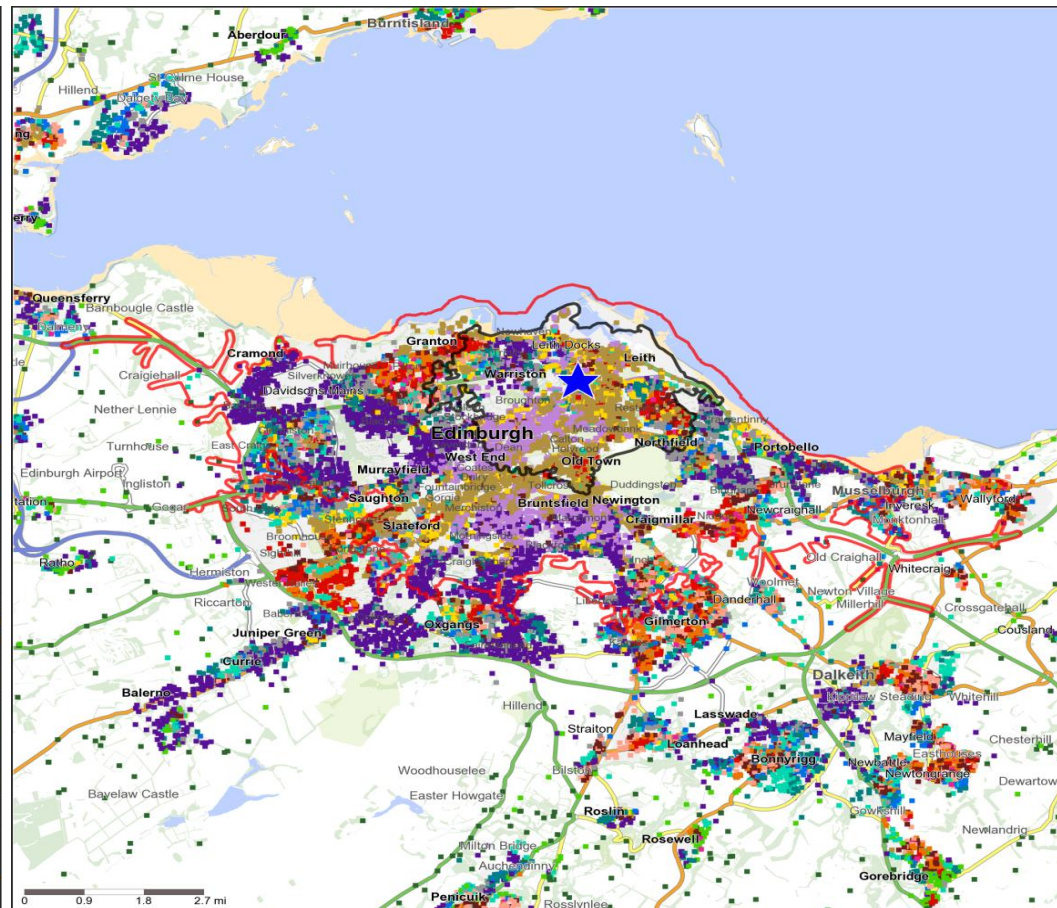
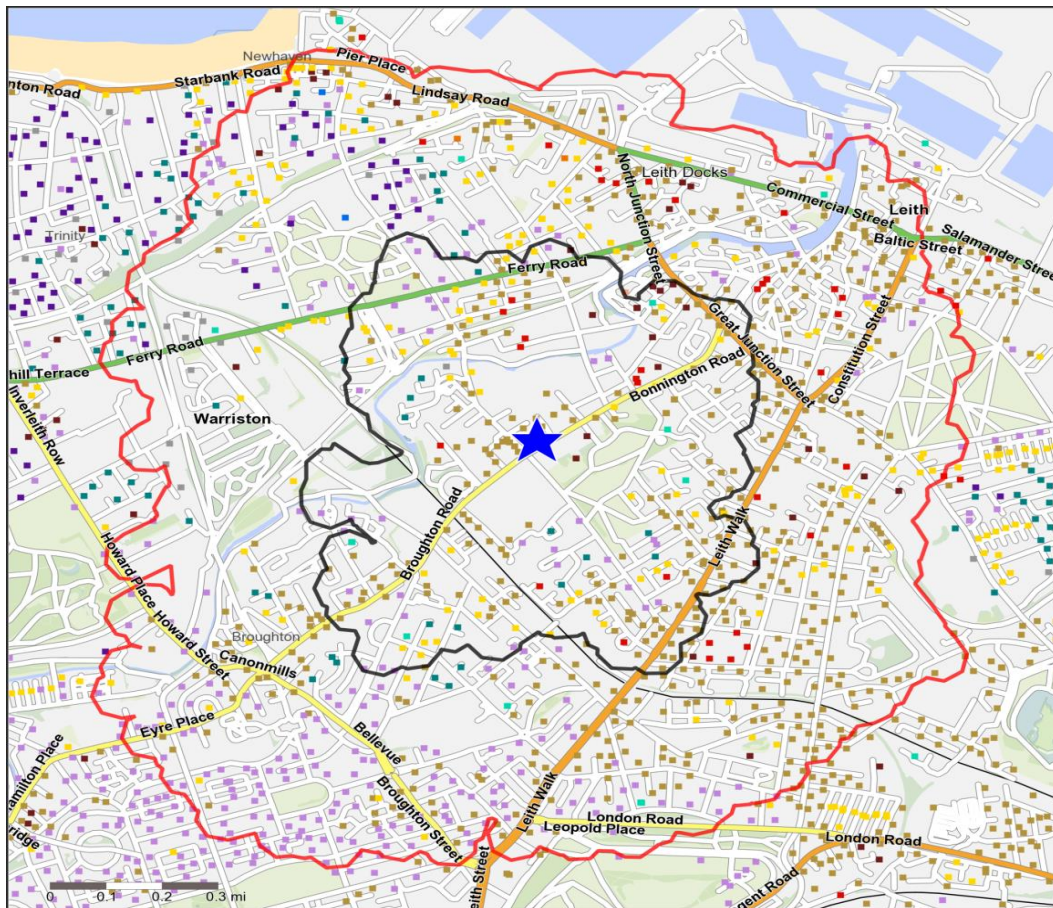
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	10,473	81.3	157	1	Bit of Style	38,719	74.5	144	1	High Street Pub	237,879	69.8	135
2	Bit of Style	8,922	69.2	149	2	High Street Pub	38,513	74.1	159	2	Bit of Style	179,382	52.6	113
3	Circuit Bar	7,088	55.0	87	3	Circuit Bar	28,162	54.2	86	3	Community Pub	135,595	39.8	63
4	Craft Led	6,320	49.0	379	4	Craft Led	26,423	50.9	393	4	Circuit Bar	132,895	39.0	302
5	Community Pub	4,175	32.4	80	5	Great Pub Great Food	14,223	27.4	68	5	Great Pub Great Food	128,450	37.7	93
6	Great Pub Great Food	2,827	21.9	82	6	Community Pub	13,311	25.6	95	6	Craft Led	119,989	35.2	131
7	Premium Local	1,307	10.1	98	7	Premium Local	4,915	9.5	92	7	Premium Local	94,146	27.6	268

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	2,113	16.4	185	9,161	17.6	199	49,091	14.4	163
C1	2,548	19.8	161	10,184	19.6	160	58,007	17.0	139
C2	838	6.5	79	3,024	5.8	71	17,709	5.2	63
DE	1,481	11.5	112	5,289	10.2	99	29,973	8.8	85

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)	3,231	25.1	76	13,129	25.3	76	75,497	22.2	67
Medium (7-13)	5,915	45.9	138	21,129	40.7	123	109,271	32.1	97
High (14-19)	2,357	18.3	64	10,468	20.1	71	106,381	31.2	110

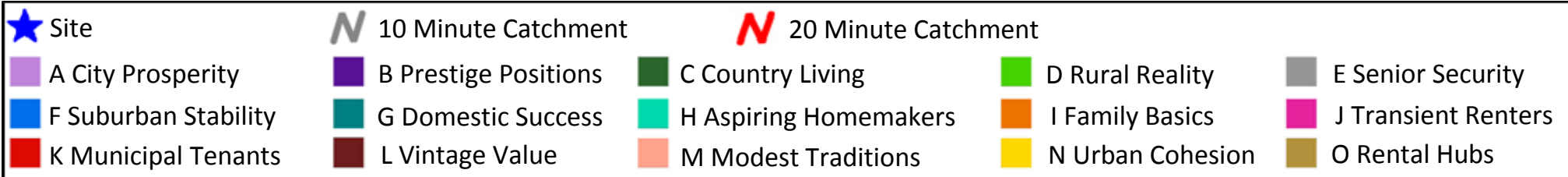
Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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	494	2,465	5,378
A02	Uptown Elite	1,000	4,184	11,045	24,133
A03	Penthouse Chic	0	90	1,286	1,365
A04	Metro High-Flyers	849	5,681	11,778	16,859
B05	Premium Fortunes	7	250	1,436	12,188
B06	Diamond Days	0	199	819	14,271
B07	Alpha Families	0	4	30	4,346
B08	Bank of Mum and Dad	0	2	124	2,898
B09	Empty-Nest Adventure	0	7	76	1,821
C10	Wealthy Landowners	0	0	0	26
C11	Rural Vogue	0	0	0	7
C12	Scattered Homesteads	0	0	0	0
C13	Village Retirement	0	0	0	3
D14	Satellite Settlers	0	0	0	27
D15	Local Focus	0	0	0	9
D16	Outlying Seniors	0	0	0	0
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	382	1,865	14,730
E19	Bungalow Heaven	0	0	86	227
E20	Classic Grandparents	0	8	388	2,139
E21	Solo Retirees	56	84	961	3,724
F22	Boomerang Boarders	0	0	22	944
F23	Family Ties	0	0	168	1,100
F24	Fledgling Free	0	0	4	42
F25	Dependable Me	0	24	221	1,847
G26	Cafés and Catchments	303	994	3,408	8,933
G27	Thriving Independence	320	724	2,091	8,057
G28	Modern Parents	0	0	0	971
G29	Mid-Career Convention	0	0	0	287
H30	Primary Ambitions	82	82	706	3,302
H31	Affordable Fringe	0	0	54	530
H32	First-Rung Futures	0	86	356	2,544
H33	Contemporary Starts	0	0	0	668
H34	New Foundations	47	323	831	1,225
H35	Flying Solo	0	0	96	619

		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	103	198	3,142
I37	Budget Generations	0	0	0	86
I38	Economical Families	0	0	42	100
I39	Families on a Budget	0	0	72	1,976
J40	Value Rentals	0	0	0	0
J41	Youthful Endeavours	0	0	190	851
J42	Midlife Renters	0	0	0	899
J43	Renting Rooms	0	0	248	948
K44	Inner City Stalwarts	258	1,040	2,761	3,933
K45	City Diversity	101	188	352	925
K46	High Rise Residents	74	508	1,093	2,515
K47	Single Essentials	0	186	3,693	10,420
K48	Mature Workers	0	0	0	229
L49	Flatlet Seniors	181	809	1,691	4,358
L50	Pocket Pensions	0	0	24	462
L51	Retirement Communities	287	465	2,071	8,139
L52	Estate Veterans	0	42	369	1,918
L53	Seasoned Survivors	4	22	224	844
M54	Down-to-Earth Owners	0	0	86	534
M55	Back with the Folks	20	40	689	3,521
M56	Self Supporters	0	0	210	1,516
N57	Community Elders	44	117	234	249
N58	Culture & Comfort	0	0	0	51
N59	Large Family Living	0	0	0	162
N60	Ageing Access	1,946	5,484	12,052	23,841
O61	Career Builders	264	1,129	3,849	7,333
O62	Central Pulse	5,773	24,147	45,764	80,092
O63	Flexible Workforce	283	645	1,143	1,970
O64	Bus-Route Renters	985	2,635	6,541	18,860
O65	Learners & Earners	0	64	312	3,544
O66	Student Scene	0	76	4,343	12,103
U99	Unclassified	0	638	2,763	10,105
Total		12,884	51,956	131,330	340,846

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. A04 Metro High-Flyers

Career-minded 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities



- Late 20s and 30s
- High priced 1 or 2 bed apartments
- Renting alone or sharing
- Highly educated professionals
- Easily commutable suburbs
- IT savvy

3. 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

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. 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. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities



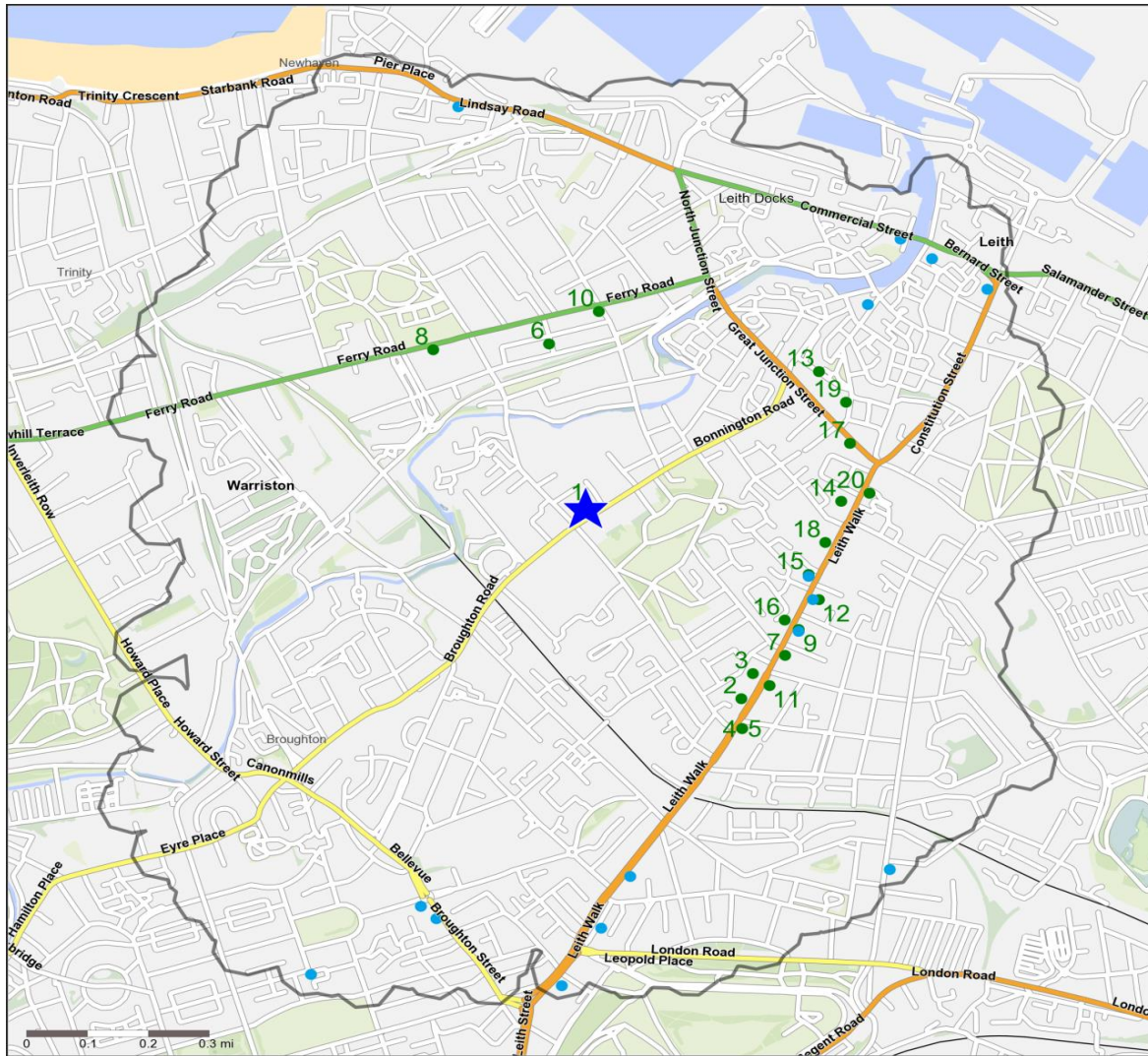
- Average age 63
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- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

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	39,059	75.2	248	6,917	13.3	81	5,343	10.3	20	
Male: Alone	17,382	33.5	112	6,806	13.1	84	27,132	52.2	98	
Male: Group	39,812	76.6	335	1,083	2.1	8	10,424	20.1	40	
Male: Pair	40,249	77.5	297	6,427	12.4	81	4,643	8.9	16	
Mixed Sex: Group	35,228	67.8	297	5,712	11.0	34	10,379	20.0	46	
Mixed Sex: Pair	26,973	51.9	221	10,366	20.0	61	13,980	26.9	63	
With Children	14,519	27.9	97	947	1.8	11	35,853	69.0	130	
Unknown	36,527	70.3	214	6,120	11.8	66	8,671	16.7	35	
For Eating:										
Upmarket	40,980	78.9	258	6,680	12.9	62	3,659	7.0	15	
Midmarket	37,338	71.9	209	9,968	19.2	213	4,013	7.7	14	
Downmarket	2,929	5.6	25	32,426	62.4	179	15,964	30.7	74	
For Drinking (monthly spend):										
Nothing	7,063	13.6	45	8,416	16.2	69	35,840	69.0	154	
Low (less than £10)	11,118	21.4	72	2,826	5.4	23	37,375	71.9	159	
Medium (Between £10 and £40)	41,261	79.4	260	6,455	12.4	70	3,603	6.9	14	
High (Greater than £40)	43,553	83.8	324	4,965	9.6	47	2,801	5.4	10	

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	199,408	58.5	193	33,280	9.8	60	98,051	28.8	55		
Male: Alone	97,912	28.7	96	67,794	19.9	127	165,033	48.4	91		
Male: Group	175,623	51.5	225	44,215	13.0	50	110,901	32.5	66		
Male: Pair	191,339	56.1	215	31,221	9.2	60	108,179	31.7	55		
Mixed Sex: Group	166,162	48.8	213	48,176	14.1	44	116,402	34.2	78		
Mixed Sex: Pair	128,001	37.6	160	76,083	22.3	69	126,655	37.2	87		
With Children	88,320	25.9	90	23,839	7.0	42	218,580	64.1	121		
Unknown	155,651	45.7	139	72,156	21.2	118	102,933	30.2	63		
For Eating:											
Upmarket	187,703	55.1	180	59,273	17.4	84	83,764	24.6	52		
Midmarket	188,728	55.4	161	47,580	14.0	155	94,431	27.7	50		
Downmarket	48,880	14.3	65	142,137	41.7	120	139,722	41.0	99		
For Drinking (monthly spend):											
Nothing	56,978	16.7	55	67,099	19.7	83	206,663	60.6	135		
Low (less than £10)	89,030	26.1	87	29,238	8.6	37	212,472	62.3	137		
Medium (Between £10 and £40)	201,710	59.2	193	45,038	13.2	74	83,992	24.6	49		
High (Greater than £40)	190,606	55.9	216	59,305	17.4	85	80,828	23.7	45		

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	Bonnington, EH 6 5BE	Star Pubs & Bars	0.0	0.2
2	Brass Monkey, EH 6 5BR	Independent Free	8.2	2.5
3	Harp & Castle, EH 6 5BU	Caledonian Heritable	8.5	2.4
4	Bier Hoose, EH 6 8SE	Punch Pub Company	8.8	2.4
5	Robbies Bar, EH 6 8SE	Caledonian Heritable	8.8	2.4
6	Lord Nelson, EH 6 4DG	Admiral Taverns Ltd	8.8	2.6
7	Victoria Bar, EH 6 8PD	G1 Group	8.8	3.0
8	Victoria Park Hotel, EH 6 4NN	Independent Free	9.4	2.4
9	Boda Bar, EH 6 8NY	Star Pubs & Bars	9.7	3.2
10	Village Inn, EH 6 4DN	Independent Free	10.3	2.4
11	Dalmeny Bar, EH 6 8SA	Independent Free	10.3	2.9
12	Alhambra Bar, EH 6 8NX	Star Pubs & Bars	11.2	3.5
13	Andersons, EH 6 6BU	Independent Free	11.5	2.7
14	Bar Seine, EH 6 5HB	*Other Small Retail Groups	11.5	2.7
15	Volunteer Arms, EH 6 5EA	Star Pubs & Bars	11.5	3.7
16	Woodland Creatures, EH 6 5EL	Independent Free	12.1	4.1
17	Tam O Shanter, EH 6 5HX	Caledonian Heritable	12.7	2.9
18	Meridian, EH 6 5DT	Unknown	12.7	3.8
19	Wilkie's, EH 6 6BT	Independent Free	13.0	3.1
20	Spey Lounge, EH 6 8LS	Trust Inns	13.6	3.3