

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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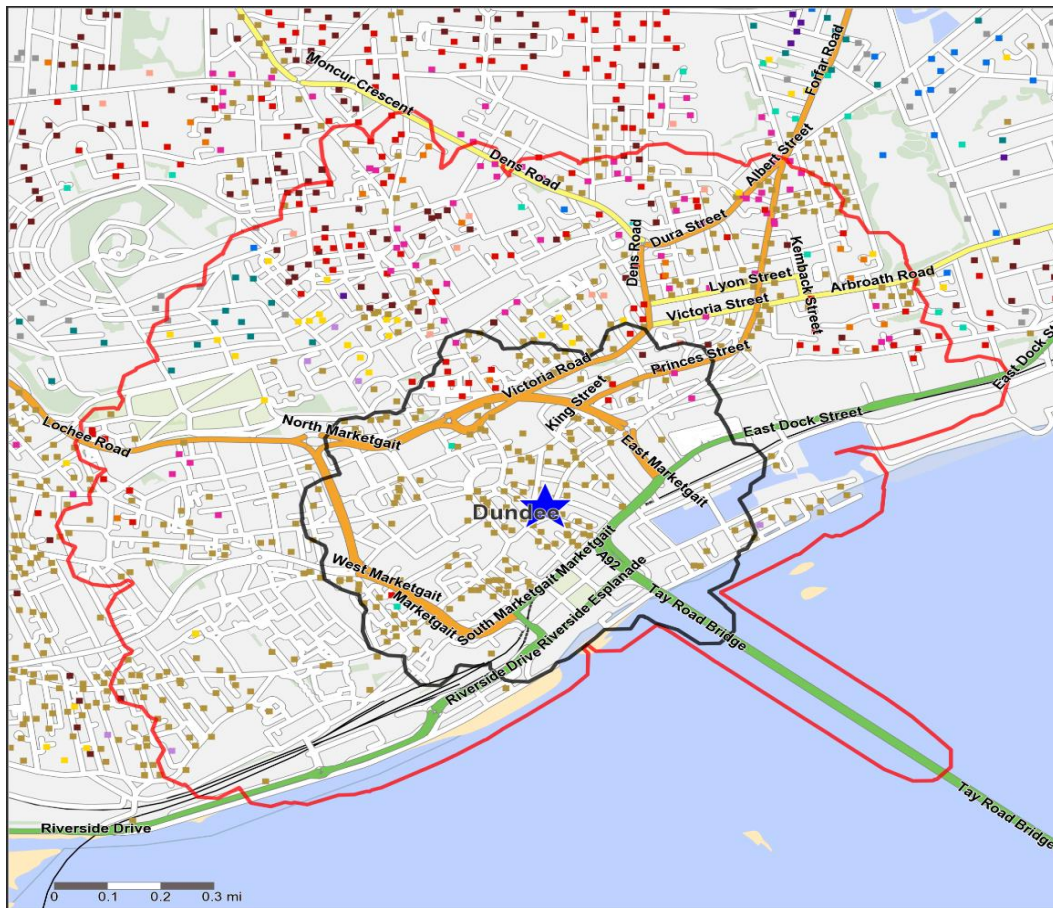
Number of Pubs	45	76	154
Catchment Adults 18+	6,728	24,108	159,472
Catchment Adults 18+ Per Pub	150	317	1,036
Populaton Projection 2018 to 2028 (% change)	8.68%	5.16%	2.63%

		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	5,846	86.9	168	1	High Street Pub	19,807	82.2	159	1	High Street Pub	120,787	75.7	146
2	Circuit Bar	5,282	78.5	168	2	Circuit Bar	15,549	64.5	138	2	Community Pub	99,979	62.7	135
3	Craft Led	4,765	70.8	112	3	Community Pub	15,074	62.5	99	3	Premium Local	63,814	40.0	63
4	Bit of Style	4,415	65.6	508	4	Craft Led	12,056	50.0	387	4	Great Pub Great Food	47,065	29.5	228
5	Community Pub	3,718	55.3	137	5	Bit of Style	10,377	43.0	107	5	Circuit Bar	44,659	28.0	69
6	Premium Local	756	11.2	42	6	Premium Local	2,406	10.0	37	6	Bit of Style	35,582	22.3	83
7	Great Pub Great Food	0	0.0	0	7	Great Pub Great Food	521	2.2	21	7	Craft Led	32,929	20.6	200

	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	322	4.8	54	1,320	5.5	62	11,149	7.0	79
C1	1,667	24.8	202	4,911	20.4	166	24,175	15.2	124
C2	303	4.5	55	1,384	5.7	70	12,138	7.6	92
DE	745	11.1	108	3,177	13.2	128	19,691	12.3	120

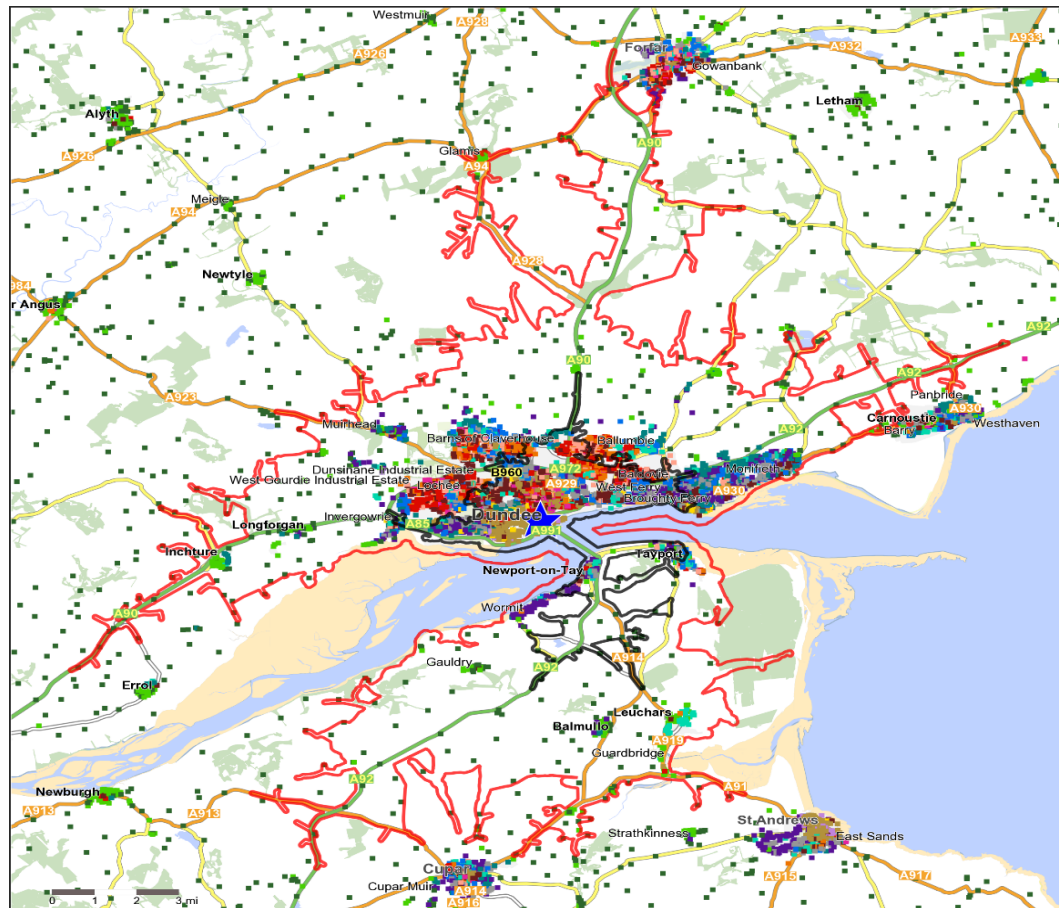
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,992	44.5	134	11,252	46.7	141	71,528	44.9	135
Medium (7-13)	659	9.8	30	3,594	14.9	45	44,855	28.1	85
High (14-19)	57	0.8	3	659	2.7	10	25,785	16.2	57

## 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	55	174	216
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	2	15
	B06	Diamond Days	0	0	338	612
	B07	Alpha Families	0	0	513	1,941
	B08	Bank of Mum and Dad	0	0	1,309	2,766
	B09	Empty-Nest Adventure	0	35	1,379	4,429
	C10	Wealthy Landowners	0	0	286	1,271
	C11	Rural Vogue	0	0	172	1,866
	C12	Scattered Homesteads	0	0	40	1,943
	C13	Village Retirement	0	0	17	1,735
	D14	Satellite Settlers	0	0	113	2,865
	D15	Local Focus	0	0	12	1,114
	D16	Outlying Seniors	0	0	0	2,264
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	68	2,875	4,298
	E19	Bungalow Heaven	0	0	716	2,626
	E20	Classic Grandparents	0	21	1,122	2,854
	E21	Solo Retirees	0	0	552	1,294
	F22	Boomerang Boarders	0	0	1,720	5,102
	F23	Family Ties	0	79	789	1,321
	F24	Fledgling Free	0	0	448	2,031
	F25	Dependable Me	0	0	1,173	3,230
	G26	Cafés and Catchments	0	4	481	553
	G27	Thriving Independence	0	190	1,300	1,821
	G28	Modern Parents	0	0	1,230	6,457
	G29	Mid-Career Convention	0	0	497	3,449
	H30	Primary Ambitions	0	167	925	1,682
	H31	Affordable Fringe	0	0	494	1,836
	H32	First-Rung Futures	0	0	761	2,095
	H33	Contemporary Starts	0	0	194	1,541
	H34	New Foundations	4	19	62	313
	H35	Flying Solo	0	0	59	279

			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	178	411	1,156
	I37	Budget Generations	0	3	383	1,130
	I38	Economical Families	0	114	508	981
	I39	Families on a Budget	41	97	2,014	5,952
	J40	Value Rentals	0	0	250	1,011
	J41	Youthful Endeavours	0	0	326	520
	J42	Midlife Renters	0	80	258	396
	J43	Renting Rooms	25	1,489	2,306	2,342
	K44	Inner City Stalwarts	13	103	103	103
	K45	City Diversity	0	0	54	54
	K46	High Rise Residents	410	679	988	1,393
	K47	Single Essentials	354	2,113	8,166	14,390
	K48	Mature Workers	0	0	1,640	4,154
	L49	Flatlet Seniors	171	1,269	7,047	9,009
	L50	Pocket Pensions	0	0	669	2,153
	L51	Retirement Communities	0	147	1,992	3,186
	L52	Estate Veterans	0	61	1,141	4,337
	L53	Seasoned Survivors	21	128	429	725
	M54	Down-to-Earth Owners	28	71	1,770	5,093
	M55	Back with the Folks	0	47	480	1,626
	M56	Self Supporters	0	20	629	1,574
	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	38	608	1,966	2,640
	O61	Career Builders	0	2	16	176
	O62	Central Pulse	1,584	3,873	7,382	7,478
	O63	Flexible Workforce	10	80	98	113
	O64	Bus-Route Renters	513	3,476	8,768	9,532
	O65	Learners & Earners	714	1,690	3,259	3,259
	O66	Student Scene	2,103	4,298	5,139	5,139
	U99	Unclassified	698	2,843	3,359	4,030
Total			6,727	24,107	81,304	159,471

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

### 2. 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

### 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

## 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. L49 Flatlet Seniors

Ageing singles with basic income renting small flats in centrally located developments



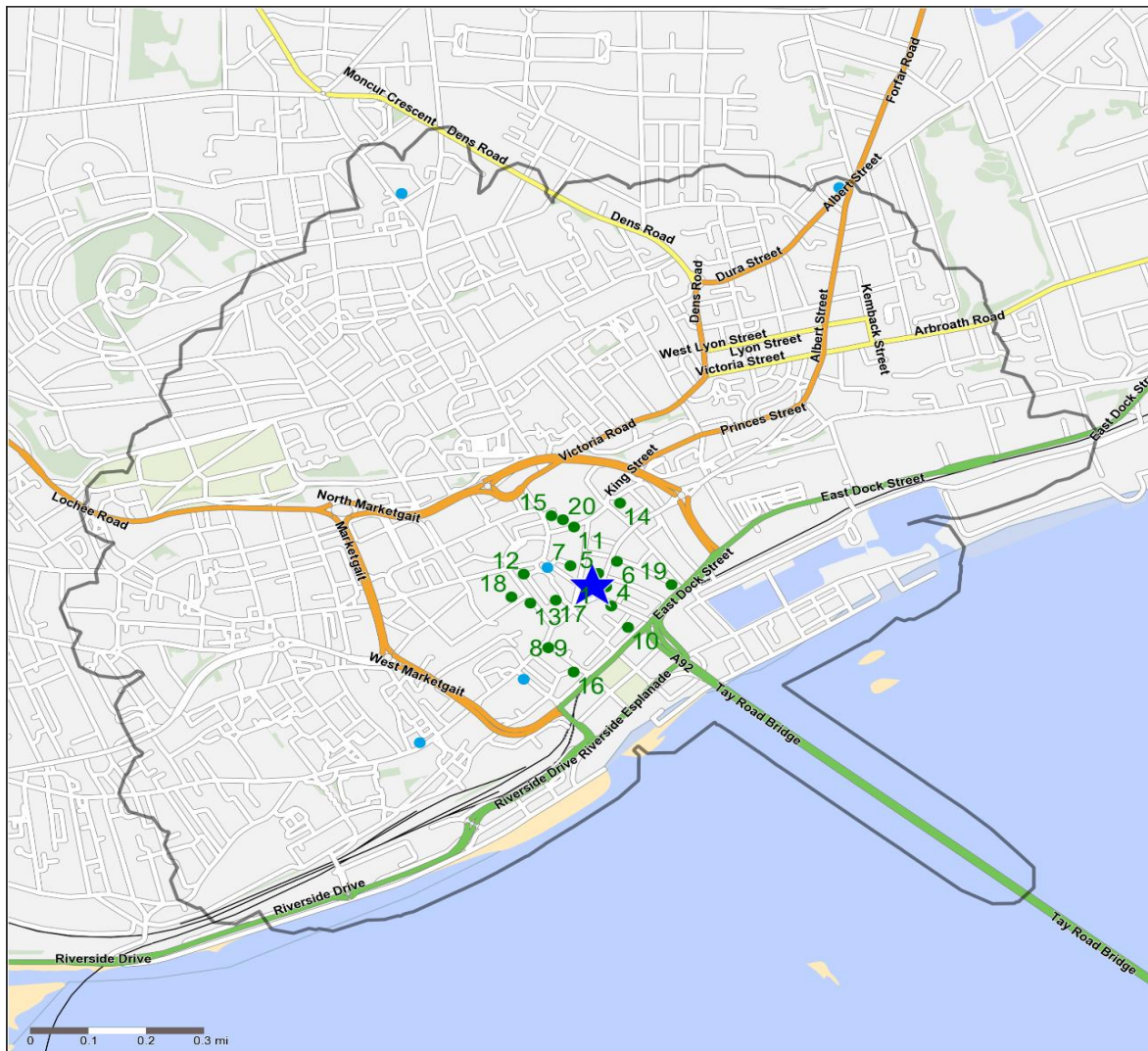
- Ageing singles
- Vulnerable to poor health
- 1 bedroom socially rented units
- Disabled parking permits
- Low income
- City location

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto: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	17,378	72.1	238		1,672	6.9	42		2,215	9.2	18	
Male: Alone	9,144	37.9	127		7,434	30.8	198		4,688	19.4	36	
Male: Group	9,550	39.6	173		10,595	43.9	168		1,119	4.6	9	
Male: Pair	14,361	59.6	228		1,770	7.3	48		5,135	21.3	37	
Mixed Sex: Group	18,705	77.6	339		1,786	7.4	23		774	3.2	7	
Mixed Sex: Pair	13,568	56.3	240		6,929	28.7	88		768	3.2	7	
With Children	7,529	31.2	108		375	1.6	9		13,361	55.4	105	
Unknown	10,319	42.8	130		5,762	23.9	133		5,184	21.5	45	
For Eating:												
Upmarket	14,327	59.4	194		4,341	18.0	86		2,597	10.8	23	
Midmarket	18,905	78.4	228		330	1.4	15		2,030	8.4	15	
Downmarket	9,967	41.3	186		9,182	38.1	109		2,116	8.8	21	
For Drinking (monthly spend):												
Nothing	3,504	14.5	48		6,056	25.1	106		11,704	48.5	108	
Low (less than £10)	1,020	4.2	14		5,609	23.3	99		14,636	60.7	134	
Medium (Between £10 and £40)	6,582	27.3	89		4,525	18.8	105		10,158	42.1	84	
High (Greater than £40)	7,322	30.4	117		3,954	16.4	80		9,989	41.4	79	

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	67,410	42.3	140		12,560	7.9	48		75,472	47.3	91	
Male: Alone	54,336	34.1	114		40,004	25.1	161		61,102	38.3	72	
Male: Group	48,853	30.6	134		51,041	32.0	122		55,547	34.8	70	
Male: Pair	68,090	42.7	164		12,554	7.9	52		74,797	46.9	82	
Mixed Sex: Group	55,652	34.9	153		46,214	29.0	91		53,576	33.6	77	
Mixed Sex: Pair	55,210	34.6	148		62,218	39.0	120		38,014	23.8	56	
With Children	45,908	28.8	100		16,521	10.4	62		93,012	58.3	110	
Unknown	38,336	24.0	73		30,182	18.9	106		86,923	54.5	114	
For Eating:												
Upmarket	49,622	31.1	102		31,647	19.8	95		74,173	46.5	98	
Midmarket	63,187	39.6	115		8,123	5.1	56		84,131	52.8	95	
Downmarket	48,970	30.7	138		71,271	44.7	128		35,200	22.1	53	
For Drinking (monthly spend):												
Nothing	52,155	32.7	108		46,689	29.3	124		56,597	35.5	79	
Low (less than £10)	40,352	25.3	85		36,413	22.8	97		78,677	49.3	109	
Medium (Between £10 and £40)	47,425	29.7	97		26,313	16.5	93		81,704	51.2	102	
High (Greater than £40)	40,342	25.3	98		30,898	19.4	94		84,202	52.8	101	

## 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	Ticky Boos, DD 1 2AA	Star Pubs & Bars	0.0	0.2
2	Market Dundee, DD 1 2EG	*Other Small Retail Groups	0.6	0.2
3	Rewind, DD 1 2EG	Independent Free	0.6	0.2
4	Rancho Pancho, DD 1 3EJ	Kingdom Taverns	1.2	0.3
5	Bush Bar, DD 1 2EQ	Bett Inns	1.5	0.2
6	Klozet, DD 1 2EH	Trust Inns	2.1	0.8
7	All Stars, DD 1 2AB	Independent Free	2.4	3.8
8	Pillars Bar, DD 1 3AP	Independent Free	2.7	3.6
9	Salty Dog, DD 1 3AP	Independent Free	2.7	3.6
10	Wine Press, DD 1 3DP	Independent Free	3.0	1.0
11	Caws Bar, DD 1 2BE	Bett Inns	3.3	0.7
12	Counting House, DD 1 1SP	Wetherspoon	3.3	3.7
13	Old Bank Bar, DD 1 1RH	Greene King	3.6	6.3
14	Abode, DD 1 2EX	Independent Free	3.9	0.9
15	Conroy's Basement, DD 1 1EQ	Independent Free	3.9	3.0
16	Jam Jar, DD 1 4AU	Independent Free	4.2	3.1
17	Arctic Bar, DD 1 1SB	Bett Inns	4.2	3.9
18	Cafe Buongiorno, DD 1 1RL	Independent Free	4.2	6.2
19	Number 57, DD 1 3DU	Independent Free	4.5	0.8
20	Brewdog, DD 1 2BW	BrewDog plc	4.5	3.0