

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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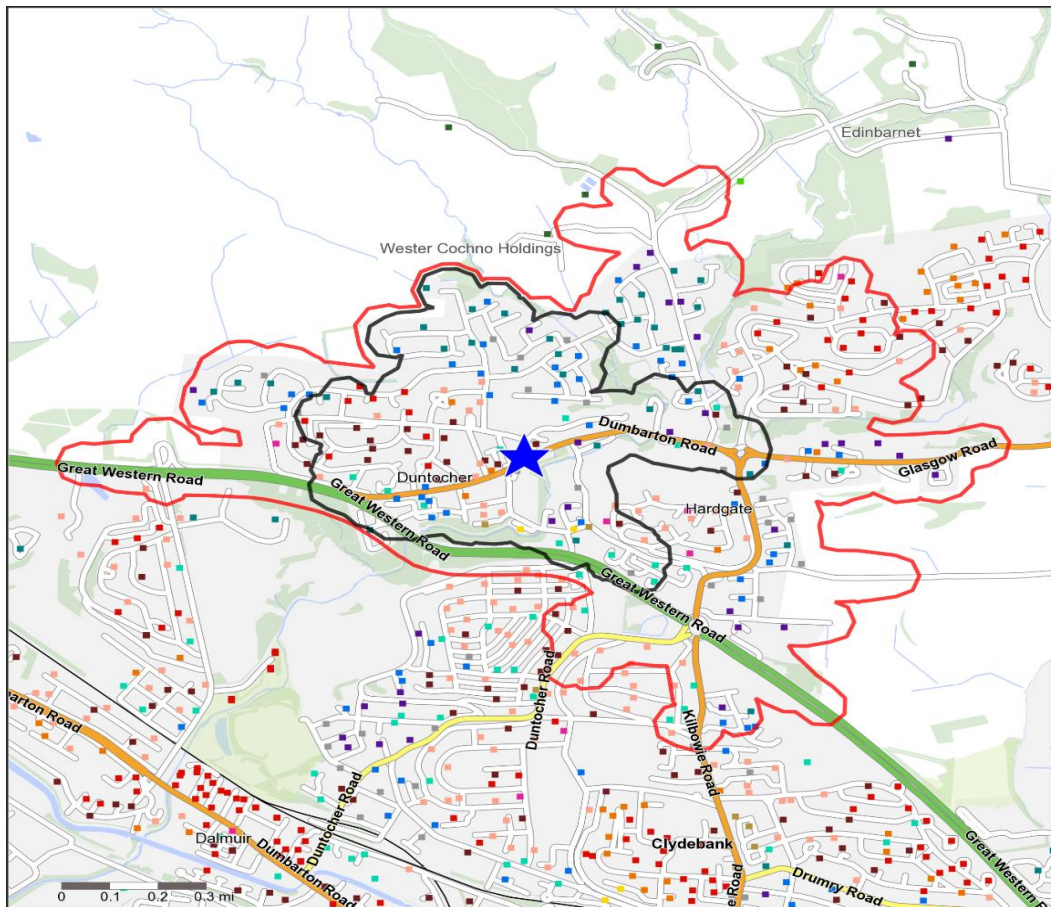
Number of Pubs	3	5	259
Catchment Adults 18+	3,558	8,256	330,547
Catchment Adults 18+ Per Pub	1,186	1,651	1,276
Populaton Projection 2018 to 2028 (% change)	0.34%	-0.69%	1.18%

		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	3,010	84.6	163	<div></div>	1	High Street Pub	7,217	87.4	169	<div></div>	1	High Street Pub	263,908	79.8	154	<div></div>
2	Community Pub	2,387	67.1	144	<div></div>	2	Community Pub	5,528	67.0	144	<div></div>	2	Community Pub	210,648	63.7	137	<div></div>
3	Premium Local	1,933	54.3	86	<div></div>	3	Premium Local	4,320	52.3	83	<div></div>	3	Premium Local	122,694	37.1	59	<div></div>
4	Great Pub Great Food	1,117	31.4	243	<div></div>	4	Great Pub Great Food	2,567	31.1	240	<div></div>	4	Great Pub Great Food	99,491	30.1	233	<div></div>
5	Bit of Style	901	25.3	63	<div></div>	5	Bit of Style	1,933	23.4	58	<div></div>	5	Circuit Bar	99,024	30.0	74	<div></div>
6	Circuit Bar	634	17.8	66	<div></div>	6	Circuit Bar	1,428	17.3	64	<div></div>	6	Bit of Style	89,237	27.0	101	<div></div>
7	Craft Led	469	13.2	128	<div></div>	7	Craft Led	1,215	14.7	143	<div></div>	7	Craft Led	80,775	24.4	237	<div></div>

	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	205	5.8	65	419	5.1	57	29,065	8.8	99
C1	561	15.8	129	1,179	14.3	116	50,380	15.2	124
C2	373	10.5	127	826	10.0	121	25,839	7.8	95
DE	354	9.9	97	937	11.3	110	42,619	12.9	125

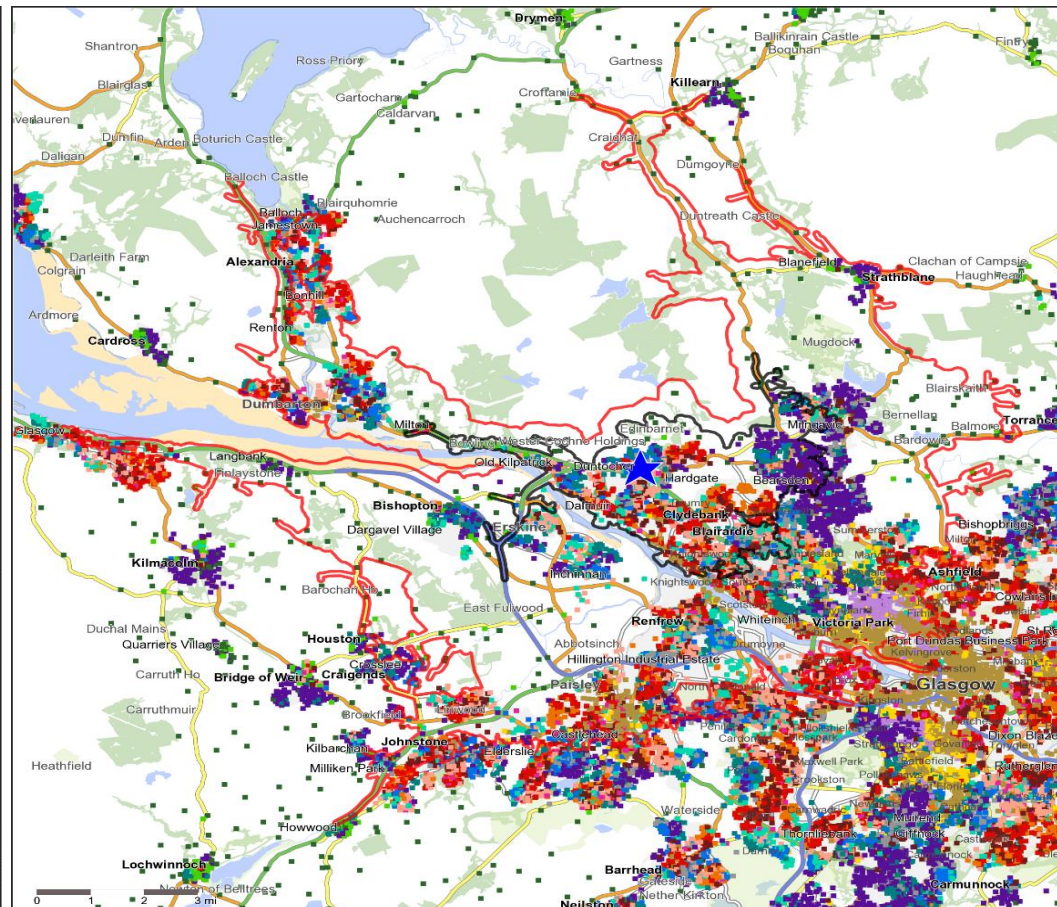
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,458	41.0	124	3,883	47.0	142	125,423	37.9	114
Medium (7-13)	1,597	44.9	135	3,146	38.1	115	107,097	32.4	98
High (14-19)	513	14.4	51	1,376	16.7	59	66,436	20.1	71

## 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	361		
A02	Uptown Elite	0	0	0	8,744		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	0	0	0	2,146		
B05	Premium Fortunes	0	0	1,870	5,566		
B06	Diamond Days	0	0	2,485	9,447		
B07	Alpha Families	0	11	1,146	4,815		
B08	Bank of Mum and Dad	31	175	1,751	5,392		
B09	Empty-Nest Adventure	53	210	1,462	5,383		
C10	Wealthy Landowners	0	0	133	1,304		
C11	Rural Vogue	0	0	36	400		
C12	Scattered Homesteads	0	0	20	153		
C13	Village Retirement	0	0	74	569		
D14	Satellite Settlers	0	0	110	912		
D15	Local Focus	0	0	55	306		
D16	Outlying Seniors	0	0	239	453		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	16	57	800	5,993		
E19	Bungalow Heaven	0	84	169	642		
E20	Classic Grandparents	267	363	971	3,931		
E21	Solo Retirees	1	4	1,377	3,899		
F22	Boomerang Boarders	342	653	1,685	5,638		
F23	Family Ties	27	131	745	3,193		
F24	Fledgling Free	50	57	332	2,193		
F25	Dependable Me	278	344	1,127	5,988		
G26	Cafés and Catchments	0	0	205	5,479		
G27	Thriving Independence	11	12	660	3,820		
G28	Modern Parents	37	256	2,436	9,751		
G29	Mid-Career Convention	452	968	1,969	6,441		
H30	Primary Ambitions	91	94	1,137	5,296		
H31	Affordable Fringe	35	74	1,454	7,164		
H32	First-Rung Futures	193	402	1,632	7,427		
H33	Contemporary Starts	77	77	391	2,412		
H34	New Foundations	0	0	3	791		
H35	Flying Solo	0	0	188	816		

				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	431	1,124		
I37	Budget Generations	0	2	326	1,324		
I38	Economical Families	51	118	651	2,085		
I39	Families on a Budget	70	336	4,082	8,616		
J40	Value Rentals	41	124	217	1,872		
J41	Youthful Endeavours	0	41	81	1,499		
J42	Midlife Renters	44	44	115	655		
J43	Renting Rooms	0	0	49	3,062		
K44	Inner City Stalwarts	0	0	2	1,608		
K45	City Diversity	0	0	1	1,266		
K46	High Rise Residents	0	0	2,505	9,584		
K47	Single Essentials	276	813	10,214	38,652		
K48	Mature Workers	81	124	1,069	4,746		
L49	Flatlet Seniors	387	482	3,113	13,240		
L50	Pocket Pensions	56	130	578	1,615		
L51	Retirement Communities	28	73	1,300	5,666		
L52	Estate Veterans	6	352	2,090	4,384		
L53	Seasoned Survivors	30	165	1,141	5,057		
M54	Down-to-Earth Owners	241	799	4,906	12,536		
M55	Back with the Folks	12	260	4,085	13,249		
M56	Self Supporters	136	276	1,510	6,212		
N57	Community Elders	0	0	21	170		
N58	Culture & Comfort	0	0	0	148		
N59	Large Family Living	0	0	0	0		
N60	Ageing Access	50	50	396	12,582		
O61	Career Builders	0	0	0	2,524		
O62	Central Pulse	0	0	0	23,959		
O63	Flexible Workforce	0	0	0	101		
O64	Bus-Route Renters	88	95	1,313	16,070		
O65	Learners & Earners	0	0	0	2,005		
O66	Student Scene	0	0	0	5,291		
U99	Unclassified	0	0	106	2,820		
Total				3,558	8,256	66,964	330,547



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

### 2. 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

### 3. 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

## 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. 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



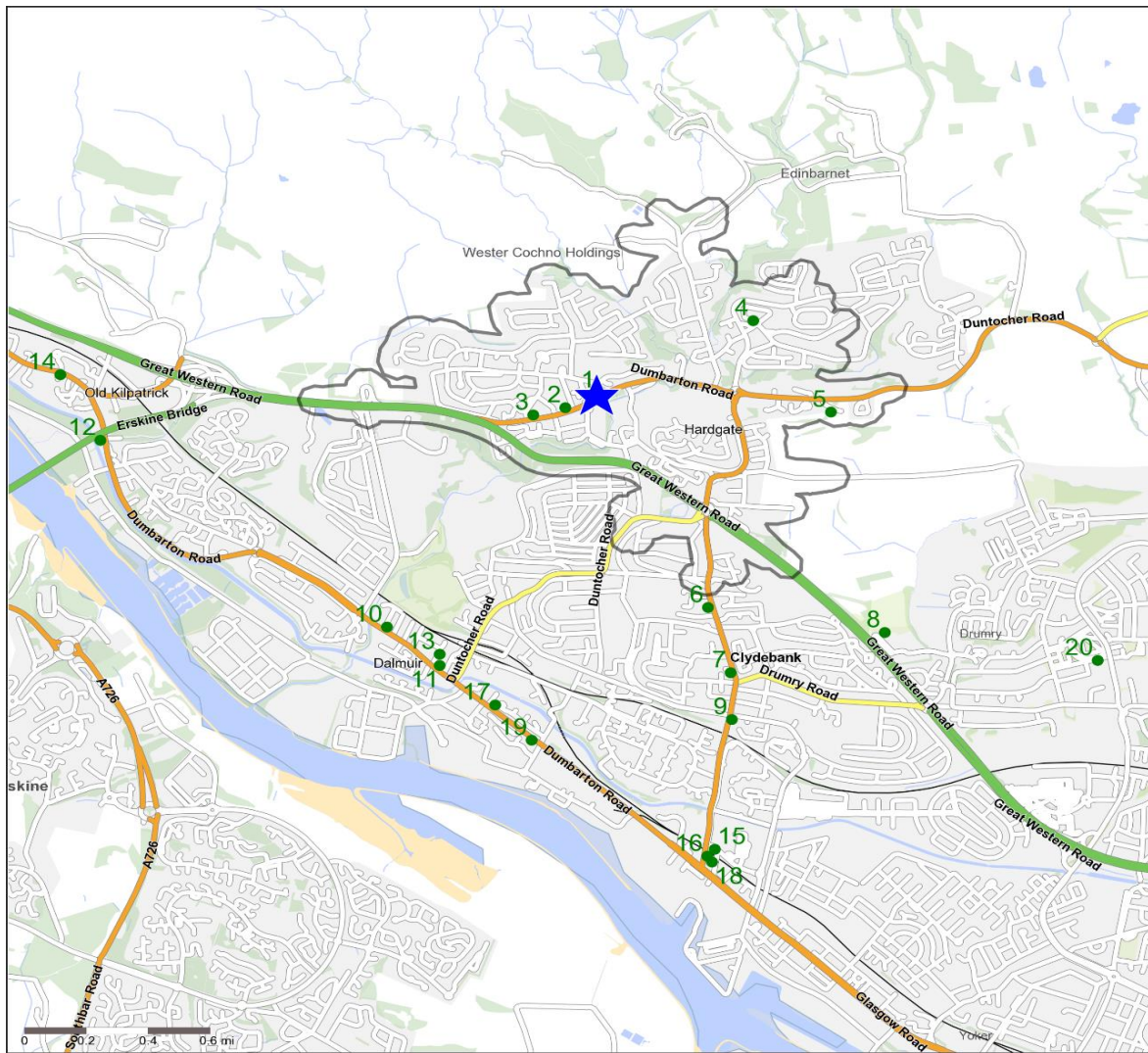
- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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	Target Customers	% of Population	Index
Female: Alone, Pair or Group	2,890	35.0	116	87	1.1	6	5,279	63.9	123			
Male: Alone	3,137	38.0	128	2,509	30.4	195	2,610	31.6	59			
Male: Group	2,129	25.8	113	3,832	46.4	177	2,295	27.8	56			
Male: Pair	3,157	38.2	147	1,309	15.9	104	3,790	45.9	80			
Mixed Sex: Group	1,543	18.7	82	3,673	44.5	139	3,040	36.8	84			
Mixed Sex: Pair	3,021	36.6	156	3,371	40.8	126	1,864	22.6	53			
With Children	2,798	33.9	117	1,781	21.6	128	3,677	44.5	84			
Unknown	1,933	23.4	71	890	10.8	60	5,433	65.8	137			
For Eating:												
Upmarket	2,579	31.2	102	1,419	17.2	83	4,258	51.6	109			
Midmarket	2,559	31.0	90	377	4.6	51	5,320	64.4	116			
Downmarket	3,115	37.7	170	4,100	49.7	142	1,041	12.6	30			
For Drinking (monthly spend):												
Nothing	3,656	44.3	146	2,699	32.7	138	1,901	23.0	51			
Low (less than £10)	3,236	39.2	131	1,542	18.7	80	3,478	42.1	93			
Medium (Between £10 and £40)	3,236	39.2	128	1,081	13.1	73	3,939	47.7	95			
High (Greater than £40)	1,831	22.2	86	2,247	27.2	133	4,178	50.6	97			

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	168,950	51.1	169		23,377	7.1	43		135,401	41.0	79	
Male: Alone	108,656	32.9	110		95,295	28.8	185		123,776	37.4	70	
Male: Group	112,366	34.0	149		113,339	34.3	131		102,022	30.9	62	
Male: Pair	168,110	50.9	195		36,837	11.1	73		122,780	37.1	65	
Mixed Sex: Group	135,186	40.9	179		82,639	25.0	78		109,902	33.2	76	
Mixed Sex: Pair	104,975	31.8	135		131,074	39.7	122		91,678	27.7	65	
With Children	118,349	35.8	124		36,531	11.1	66		172,847	52.3	99	
Unknown	93,010	28.1	86		72,548	21.9	122		162,169	49.1	102	
For Eating:												
Upmarket	121,230	36.7	120		78,647	23.8	114		127,850	38.7	82	
Midmarket	161,204	48.8	142		22,944	6.9	77		143,579	43.4	79	
Downmarket	90,709	27.4	123		156,424	47.3	136		80,594	24.4	59	
For Drinking (monthly spend):												
Nothing	119,602	36.2	120		86,930	26.3	111		121,195	36.7	82	
Low (less than £10)	103,906	31.4	105		45,369	13.7	58		178,452	54.0	119	
Medium (Between £10 and £40)	136,860	41.4	135		53,903	16.3	91		136,964	41.4	82	
High (Greater than £40)	116,710	35.3	136		73,150	22.1	108		137,867	41.7	80	

## Competitor Map



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Site
 Star Pubs
 Pubs
 Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Glenhead Tavern, G 81 6HD	Star Pubs & Bars	0.0	0.1
2	Sixty Ate Bar, G 81 6DN	Independent Free	3.0	0.5
3	Village Tavern, G 81 6DP	Independent Free	5.7	1.0
4	Doublet, G 81 5JN	Hawthorn Leisure	13.9	2.8
5	Goldenhill, G 81 5QY	Independent Free	15.7	2.9
6	Radnor Park Hotel, G 81 2AP	Hawthorn Leisure	21.1	4.0
7	Cleddans Bar, G 81 2TU	Hawthorn Leisure	26.0	4.7
8	Titan, G 81 2XT	Greene King	29.0	4.5
9	Atlantis, G 81 2JG	Independent Free	29.9	5.4
10	Mountblow, G 81 4BS	Unknown	35.9	8.1
11	Horse & Barge, G 81 4BB	Star Pubs & Bars	38.6	7.4
12	Glen Lusset, G 60 5DA	Greene King	39.2	7.8
13	Macs Lounge, G 81 4HR	Independent Free	39.5	7.7
14	Ettrick Bar, G 60 5JQ	*Other Small Retail Groups	39.5	7.8
15	Jb Lounge, G 81 1RT	*Other Small Retail Groups	39.8	8.7
16	Chandlers, G 81 1TH	Trust Inns	40.1	6.9
17	Cabin Inn, G 81 4DN	Rosemount Taverns	40.4	7.7
18	Alexanders, G 81 1SQ	Great Pub Company	40.4	8.5
19	Park Bar, G 81 4DU	Star Pubs & Bars	43.2	8.3
20	Butty, G 15 8NA	Trust Inns	45.3	7.8