

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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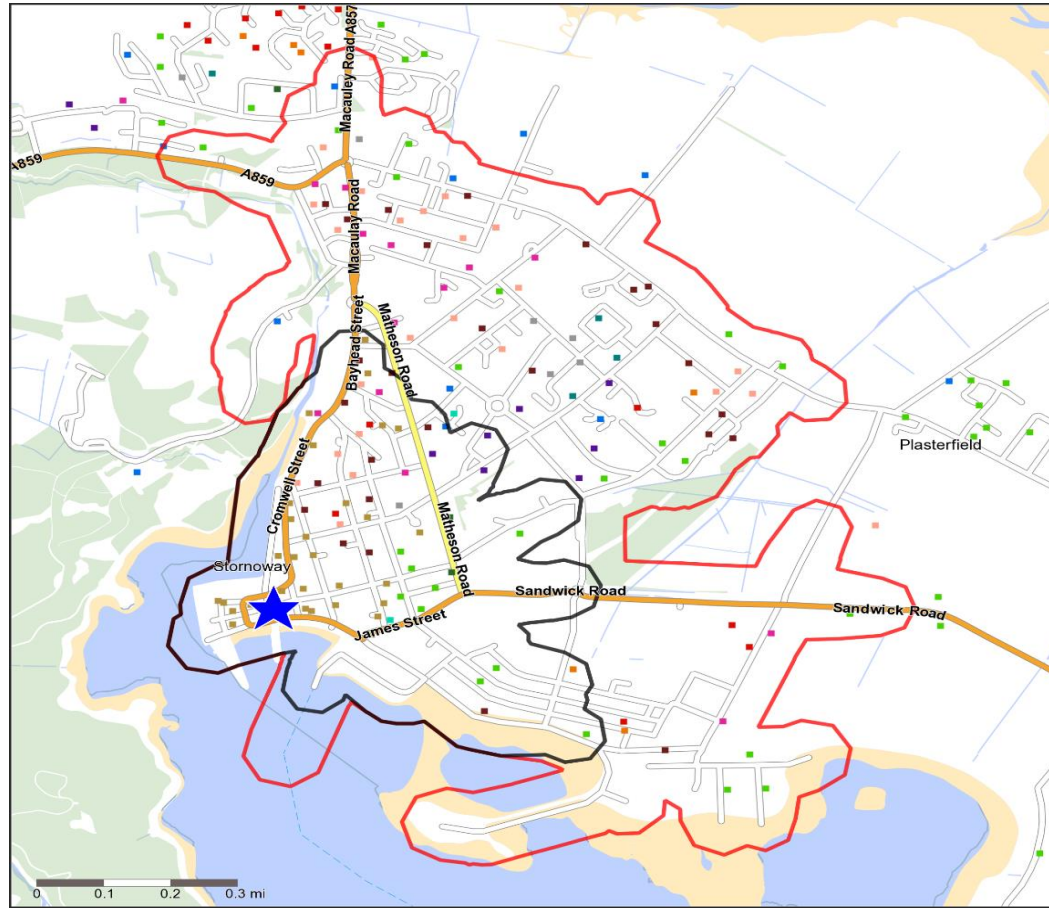
Number of Pubs	8	8	9
Catchment Adults 18+	1,070	3,312	10,673
Catchment Adults 18+ Per Pub	134	414	1,186
Populaton Projection 2018 to 2028 (% change)	-9.13%	-6.41%	-5.53%

		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	915	85.5	165	1	Community Pub	2,759	83.3	161	1	Community Pub	8,766	82.1	159
2	High Street Pub	888	83.0	178	2	High Street Pub	2,752	83.1	178	2	Great Pub Great Food	4,926	46.2	99
3	Circuit Bar	495	46.3	73	3	Premium Local	933	28.2	45	3	High Street Pub	4,570	42.8	68
4	Premium Local	181	16.9	131	4	Circuit Bar	641	19.4	150	4	Premium Local	2,401	22.5	174
5	Great Pub Great Food	135	12.6	31	5	Great Pub Great Food	426	12.9	32	5	Circuit Bar	703	6.6	16
6	Bit of Style	22	2.1	8	6	Bit of Style	359	10.8	40	6	Bit of Style	464	4.3	16
7	Craft Led	21	2.0	19	7	Craft Led	95	2.9	28	7	Craft Led	126	1.2	11

	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	101	9.4	107	248	7.5	85	733	6.9	78
C1	121	11.3	92	360	10.9	89	1,144	10.7	87
C2	122	11.4	138	373	11.3	136	1,258	11.8	143
DE	86	8.0	78	372	11.2	109	1,038	9.7	94

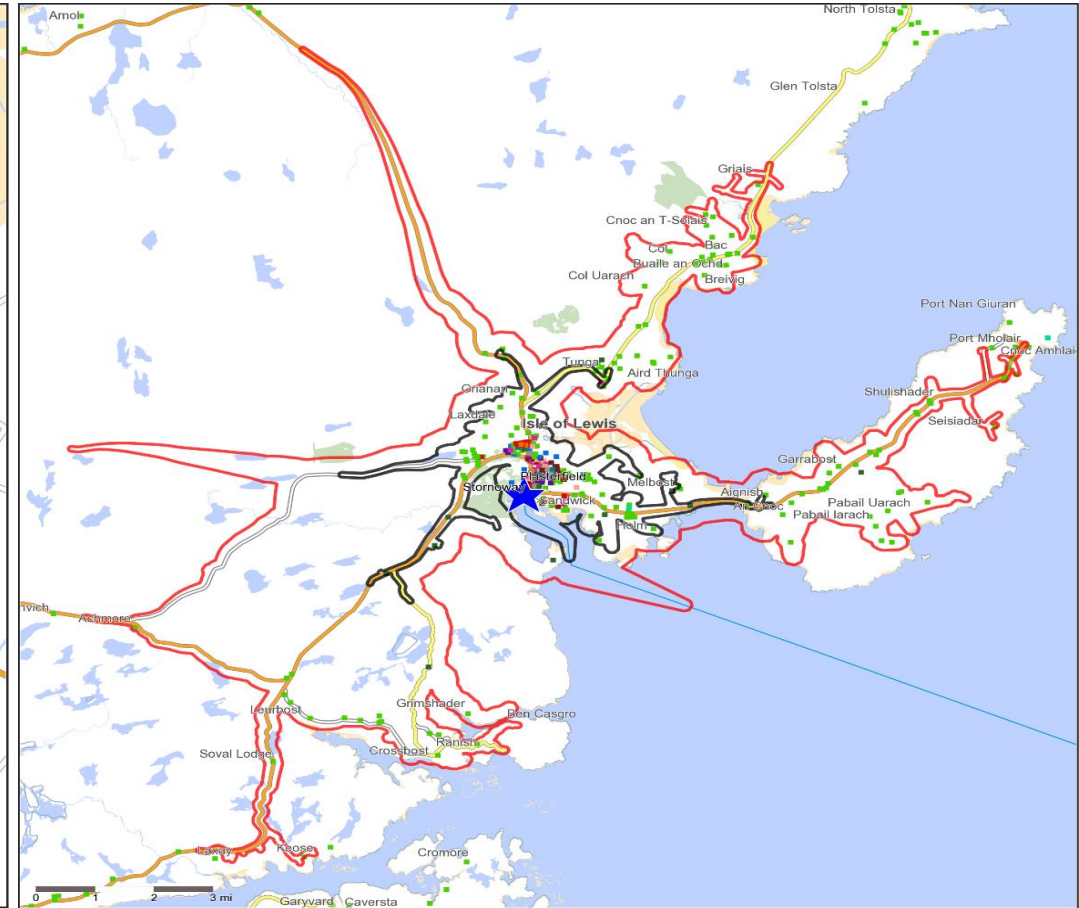
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	366	34.2	103	1,691	51.1	154	4,298	40.3	121
Medium (7-13)	290	27.1	82	924	27.9	84	4,369	40.9	123
High (14-19)	117	10.9	38	312	9.4	33	817	7.7	27

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	0	0
A02	Uptown Elite	0	0	0	0	0	0
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	0	0	0	0	0
B06	Diamond Days	0	0	0	0	0	0
B07	Alpha Families	11	28	28	28	28	28
B08	Bank of Mum and Dad	24	51	60	60	60	60
B09	Empty-Nest Adventure	0	38	61	61	61	61
C10	Wealthy Landowners	0	0	0	0	0	0
C11	Rural Vogue	0	0	17	55	55	55
C12	Scattered Homesteads	0	0	4	21	21	21
C13	Village Retirement	14	14	68	68	68	68
D14	Satellite Settlers	84	205	1,074	1,246	1,246	1,246
D15	Local Focus	0	82	770	1,194	1,194	1,194
D16	Outlying Seniors	25	234	1,174	1,446	1,446	1,446
D17	Far-Flung Outposts	0	0	14	3,189	3,189	3,189
E18	Legacy Elders	0	0	0	0	0	0
E19	Bungalow Heaven	0	50	58	58	58	58
E20	Classic Grandparents	0	6	6	6	6	6
E21	Solo Retirees	4	4	8	8	8	8
F22	Boomerang Boarders	0	4	86	86	86	86
F23	Family Ties	0	38	63	63	63	63
F24	Fledgling Free	0	0	11	11	11	11
F25	Dependable Me	14	57	140	140	140	140
G26	Cafés and Catchments	0	0	0	0	0	0
G27	Thriving Independence	0	0	0	0	0	0
G28	Modern Parents	0	0	0	0	0	0
G29	Mid-Career Convention	0	84	99	99	99	99
H30	Primary Ambitions	2	2	2	2	2	2
H31	Affordable Fringe	0	0	0	0	0	0
H32	First-Rung Futures	0	0	0	0	0	0
H33	Contemporary Starts	20	39	39	39	39	39
H34	New Foundations	0	0	31	31	31	31
H35	Flying Solo	0	0	0	0	0	0

				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	0	0	0	0
I37	Budget Generations	0	27	28	28	28	28
I38	Economical Families	0	0	0	0	0	0
I39	Families on a Budget	1	15	70	70	70	70
J40	Value Rentals	0	234	293	293	293	293
J41	Youthful Endeavours	19	72	72	72	72	72
J42	Midlife Renters	19	20	40	40	40	40
J43	Renting Rooms	0	0	0	0	0	0
K44	Inner City Stalwarts	0	0	0	0	0	0
K45	City Diversity	0	0	0	0	0	0
K46	High Rise Residents	0	0	0	0	0	0
K47	Single Essentials	21	95	126	126	126	126
K48	Mature Workers	0	71	274	274	274	274
L49	Flatlet Seniors	29	53	53	53	53	53
L50	Pocket Pensions	24	158	158	158	158	158
L51	Retirement Communities	247	247	247	247	247	247
L52	Estate Veterans	0	333	333	333	333	333
L53	Seasoned Survivors	0	22	22	22	22	22
M54	Down-to-Earth Owners	12	373	391	391	391	391
M55	Back with the Folks	2	16	16	16	16	16
M56	Self Supporters	63	204	204	204	204	204
N57	Community Elders	0	0	0	0	0	0
N58	Culture & Comfort	0	0	0	0	0	0
N59	Large Family Living	0	0	0	0	0	0
N60	Ageing Access	0	0	0	0	0	0
O61	Career Builders	0	0	0	0	0	0
O62	Central Pulse	0	0	0	0	0	0
O63	Flexible Workforce	0	0	0	0	0	0
O64	Bus-Route Renters	435	435	435	435	435	435
O65	Learners & Earners	0	0	0	0	0	0
O66	Student Scene	0	0	0	0	0	0
U99	Unclassified	0	0	0	0	0	0
Total				1,070	3,311	6,575	10,673

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. 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. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

Top 3 Mosaic Types in a 20 Minute Drivetime

1. D17 Far-Flung Outposts

Inter-dependent households living in the most remote communities with long travel times to larger towns



- Extremely remote communities
- Wales and Scotland
- Long travel times to cities
- Poor broadband access
- Arrange mortgage over the phone
- Most likely to own a boat

2. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

3. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



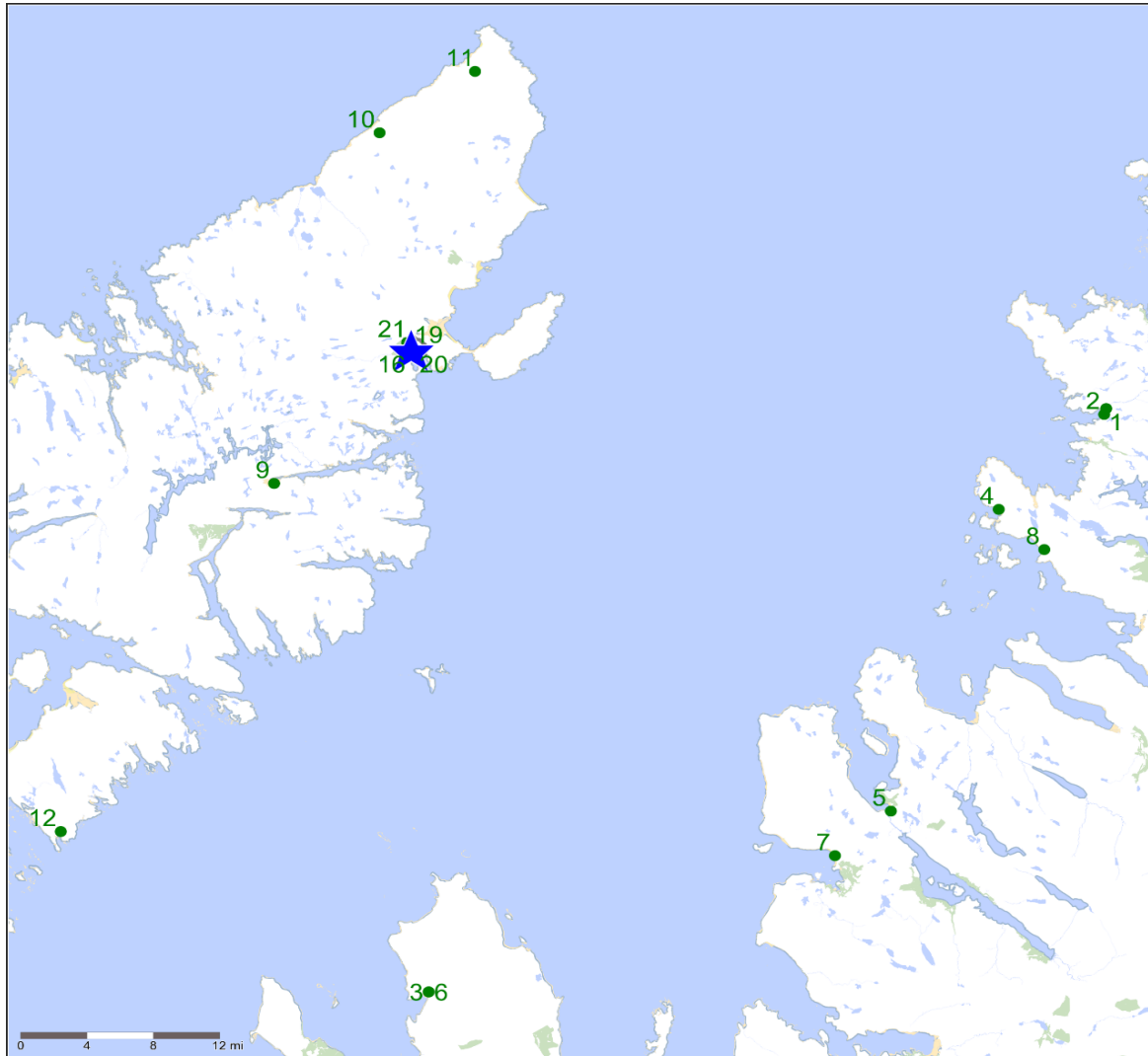
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

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	934	28.2	93	342	10.3	63	2,036	61.5	118
Male: Alone	1,663	50.2	169	428	12.9	83	1,222	36.9	69
Male: Group	864	26.1	114	977	29.5	113	1,472	44.4	90
Male: Pair	1,399	42.2	162	287	8.7	57	1,626	49.1	86
Mixed Sex: Group	738	22.3	97	1,157	34.9	109	1,418	42.8	98
Mixed Sex: Pair	886	26.8	114	1,003	30.3	93	1,423	43.0	101
With Children	1,036	31.3	108	658	19.9	118	1,618	48.9	92
Unknown	686	20.7	63	621	18.8	105	2,005	60.5	126
For Eating:									
Upmarket	696	21.0	69	449	13.6	65	2,167	65.4	138
Midmarket	922	27.8	81	87	2.6	29	2,303	69.5	126
Downmarket	1,030	31.1	140	1,293	39.0	112	989	29.9	72
For Drinking (monthly spend):									
Nothing	1,000	30.2	100	1,041	31.4	133	1,271	38.4	86
Low (less than £10)	280	8.5	28	1,456	44.0	187	1,575	47.6	105
Medium (Between £10 and £40)	266	8.0	26	850	25.7	144	2,196	66.3	132
High (Greater than £40)	176	5.3	21	963	29.1	142	2,173	65.6	125

Activity Group Structure	20 Minute Drivetime											
	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	4,380	41.0	136	2,496	23.4	143	3,797	35.6	68			
Male: Alone	3,103	29.1	98	588	5.5	35	6,982	65.4	123			
Male: Group	1,277	12.0	52	5,413	50.7	194	3,983	37.3	75			
Male: Pair	4,746	44.5	170	405	3.8	25	5,522	51.7	90			
Mixed Sex: Group	855	8.0	35	4,698	44.0	138	5,120	48.0	109			
Mixed Sex: Pair	2,079	19.5	83	2,508	23.5	72	6,086	57.0	133			
With Children	1,100	10.3	36	1,899	17.8	106	7,674	71.9	136			
Unknown	2,939	27.5	84	3,861	36.2	202	3,873	36.3	76			
For Eating:												
Upmarket	828	7.8	25	590	5.5	27	9,255	86.7	184			
Midmarket	1,149	10.8	31	142	1.3	15	9,382	87.9	159			
Downmarket	1,452	13.6	61	3,837	36.0	103	5,384	50.4	121			
For Drinking (monthly spend):												
Nothing	6,902	64.7	214	1,280	12.0	51	2,491	23.3	52			
Low (less than £10)	3,699	34.7	116	5,016	47.0	200	1,958	18.3	40			
Medium (Between £10 and £40)	421	3.9	13	954	8.9	50	9,298	87.1	173			
High (Greater than £40)	316	3.0	11	1,210	11.3	55	9,147	85.7	164			

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	Caberfeidh Bar & Restaurant, IV27 4JY	Independent Free	0.0	0.0
2	Culag Hotel, IV27 4LQ	Independent Free	0.0	0.0
3	Ferry Inn, IV51 9XP	Independent Free	0.0	0.0
4	Fuaran Bar, IV26 2YR	Independent Free	0.0	0.0
5	Pool House Hotel, IV22 2LD	Independent Free	0.0	0.0
6	Pub On The Pier, IV51 9XP	*Other Small Retail Groups	0.0	0.0
7	Shieling, IV21 2BH	Independent Free	0.0	0.0
8	Summer Isles Hotel & Bar, IV26 2YQ	Independent Free	0.0	0.0
9	Loch Erisort Inn, HS 2 9RA	Independent Free	0.0	28.5
10	Borve House Hotel, HS 2 0RX	Independent Free	0.0	31.7
11	Cross Inn Hotel, HS 2 0SN	Independent Free	0.0	42.8
12	Rodel Hotel, HS 5 3TW	Independent Free	0.0	88.8
13	Heb & Star, HS 1 2BE	Star Pubs & Bars	0.0	0.3
14	Criterion, HS 1 2XF	Star Pubs & Bars	0.0	0.3
15	Mcneills, HS 1 2DA	Star Pubs & Bars	1.2	0.4
16	Lewis Bar, HS 1 2XP	Independent Free	1.5	0.4
17	County Hotel, HS 1 2XB	Independent Free	1.8	0.9
18	Carlton Lounge, HS 1 2NB	Independent Free	3.3	0.7
19	Royal Hotel, HS 1 2DG	Independent Free	4.2	0.7
20	Caladh Hotel, HS 1 2QN	Independent Free	5.1	1.1