

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	36	38	60
Catchment Adults 18+	3,643	13,018	62,538
Catchment Adults 18+ Per Pub	101	343	1,042
Populaton Projection 2018 to 2028 (% change)	0.07%	0.85%	1.62%

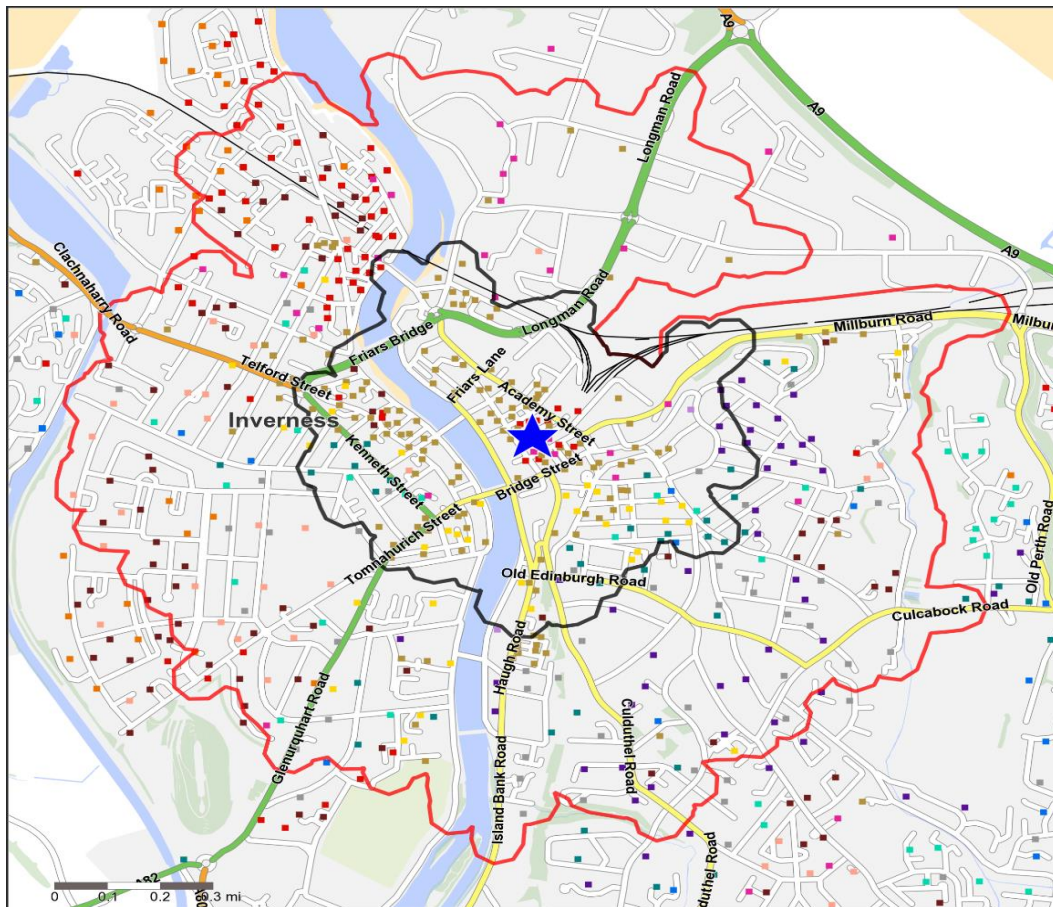
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	3,241	89.0	172	1	High Street Pub	11,258	86.5	167	1	High Street Pub	39,151	62.6	121
2	Community Pub	2,583	70.9	152	2	Community Pub	10,355	79.5	171	2	Premium Local	37,332	59.7	128
3	Circuit Bar	2,108	57.9	92	3	Circuit Bar	4,599	35.3	56	3	Community Pub	34,958	55.9	89
4	Bit of Style	979	26.9	208	4	Premium Local	3,444	26.5	205	4	Great Pub Great Food	26,343	42.1	326
5	Premium Local	763	20.9	52	5	Great Pub Great Food	2,695	20.7	51	5	Bit of Style	14,051	22.5	56
6	Craft Led	587	16.1	60	6	Craft Led	2,063	15.8	59	6	Circuit Bar	13,516	21.6	81
7	Great Pub Great Food	559	15.3	149	7	Bit of Style	1,872	14.4	140	7	Craft Led	5,060	8.1	79

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	347	9.5	108	969	7.4	84	4,924	7.9	89
C1	510	14.0	114	1,512	11.6	95	8,226	13.2	107
C2	348	9.6	116	1,241	9.5	115	6,355	10.2	123
DE	610	16.7	163	1,955	15.0	146	6,857	11.0	107

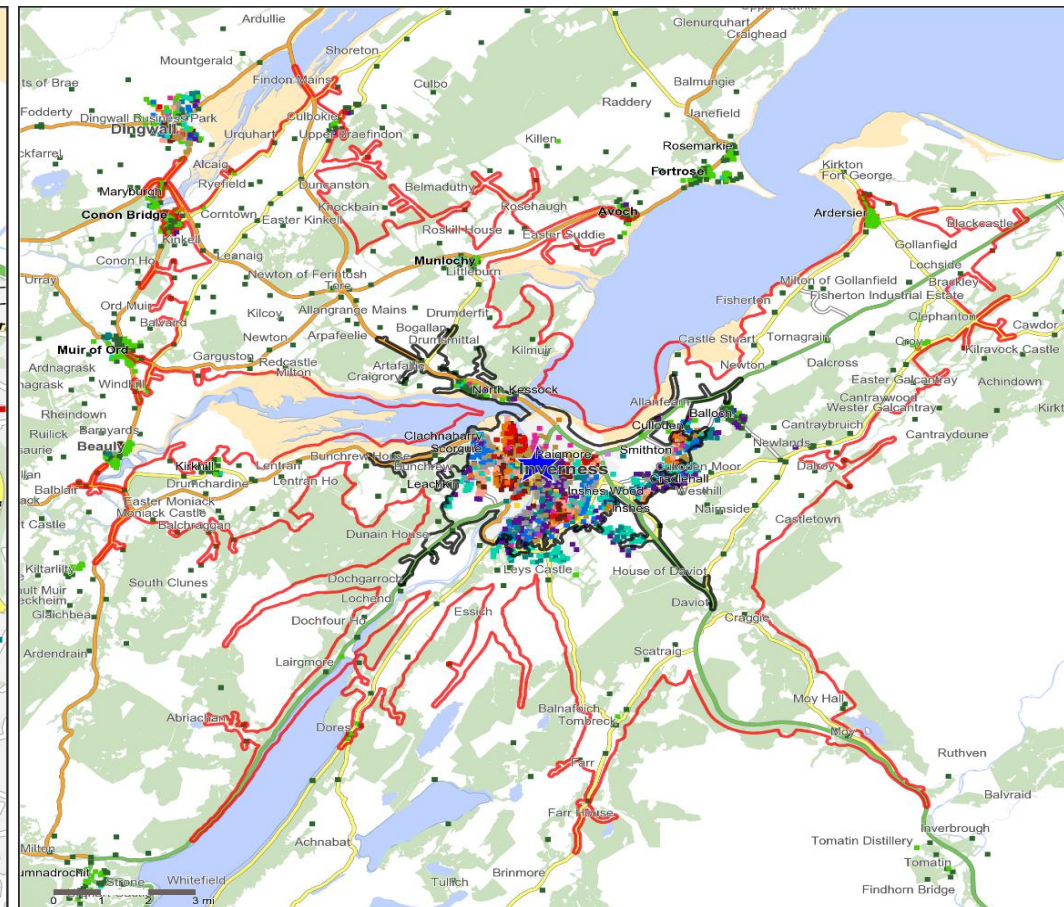
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	1,394	38.3	115	5,927	45.5	137	18,485	29.6	89
Medium (7-13)	1,097	30.1	91	3,563	27.4	83	24,481	39.1	118
High (14-19)	417	11.4	40	2,354	18.1	64	17,580	28.1	99

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

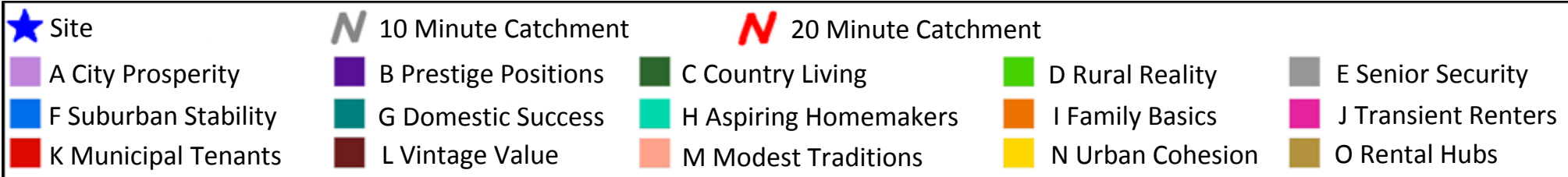
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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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	0
A02	Uptown Elite	14	24	25	25
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	1	23	76	160
B06	Diamond Days	22	380	607	607
B07	Alpha Families	0	103	446	1,048
B08	Bank of Mum and Dad	13	303	1,130	1,315
B09	Empty-Nest Adventure	0	77	1,750	2,749
C10	Wealthy Landowners	0	0	51	664
C11	Rural Vogue	0	0	176	1,874
C12	Scattered Homesteads	0	0	105	2,943
C13	Village Retirement	0	0	423	2,678
D14	Satellite Settlers	0	0	244	1,043
D15	Local Focus	0	0	7	1,266
D16	Outlying Seniors	0	0	126	1,406
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	64	625	1,244	1,257
E19	Bungalow Heaven	0	129	762	774
E20	Classic Grandparents	12	60	499	499
E21	Solo Retirees	37	321	1,142	1,142
F22	Boomerang Boarders	0	9	1,487	1,528
F23	Family Ties	0	0	543	543
F24	Fledgling Free	0	0	530	658
F25	Dependable Me	17	121	2,421	2,873
G26	Cafés and Catchments	6	71	71	71
G27	Thriving Independence	388	795	1,380	1,380
G28	Modern Parents	0	0	881	3,069
G29	Mid-Career Convention	0	15	805	1,324
H30	Primary Ambitions	25	42	678	678
H31	Affordable Fringe	0	112	896	896
H32	First-Rung Futures	64	243	941	1,071
H33	Contemporary Starts	0	0	2,283	4,473
H34	New Foundations	0	0	31	226
H35	Flying Solo	4	44	617	740

		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	189	768	996
I37	Budget Generations	0	23	543	543
I38	Economical Families	0	50	388	388
I39	Families on a Budget	0	349	1,382	1,695
J40	Value Rentals	0	0	94	94
J41	Youthful Endeavours	0	42	225	225
J42	Midlife Renters	35	211	498	597
J43	Renting Rooms	53	137	154	154
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	114	151	151	151
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	42	1,138	2,349	2,349
K48	Mature Workers	0	155	354	354
L49	Flatlet Seniors	71	366	492	492
L50	Pocket Pensions	0	227	365	402
L51	Retirement Communities	27	306	377	377
L52	Estate Veterans	0	889	2,455	2,455
L53	Seasoned Survivors	0	130	147	147
M54	Down-to-Earth Owners	0	267	1,596	1,685
M55	Back with the Folks	0	593	2,066	2,066
M56	Self Supporters	5	105	416	416
N57	Community Elders	0	31	31	31
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	466	775	996	996
O61	Career Builders	25	116	376	376
O62	Central Pulse	314	381	381	381
O63	Flexible Workforce	137	141	141	141
O64	Bus-Route Renters	1,546	2,611	3,802	3,908
O65	Learners & Earners	0	0	2	2
O66	Student Scene	0	0	0	0
U99	Unclassified	138	138	138	138
Total		3,640	13,018	43,064	62,539

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. 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. 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. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

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. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



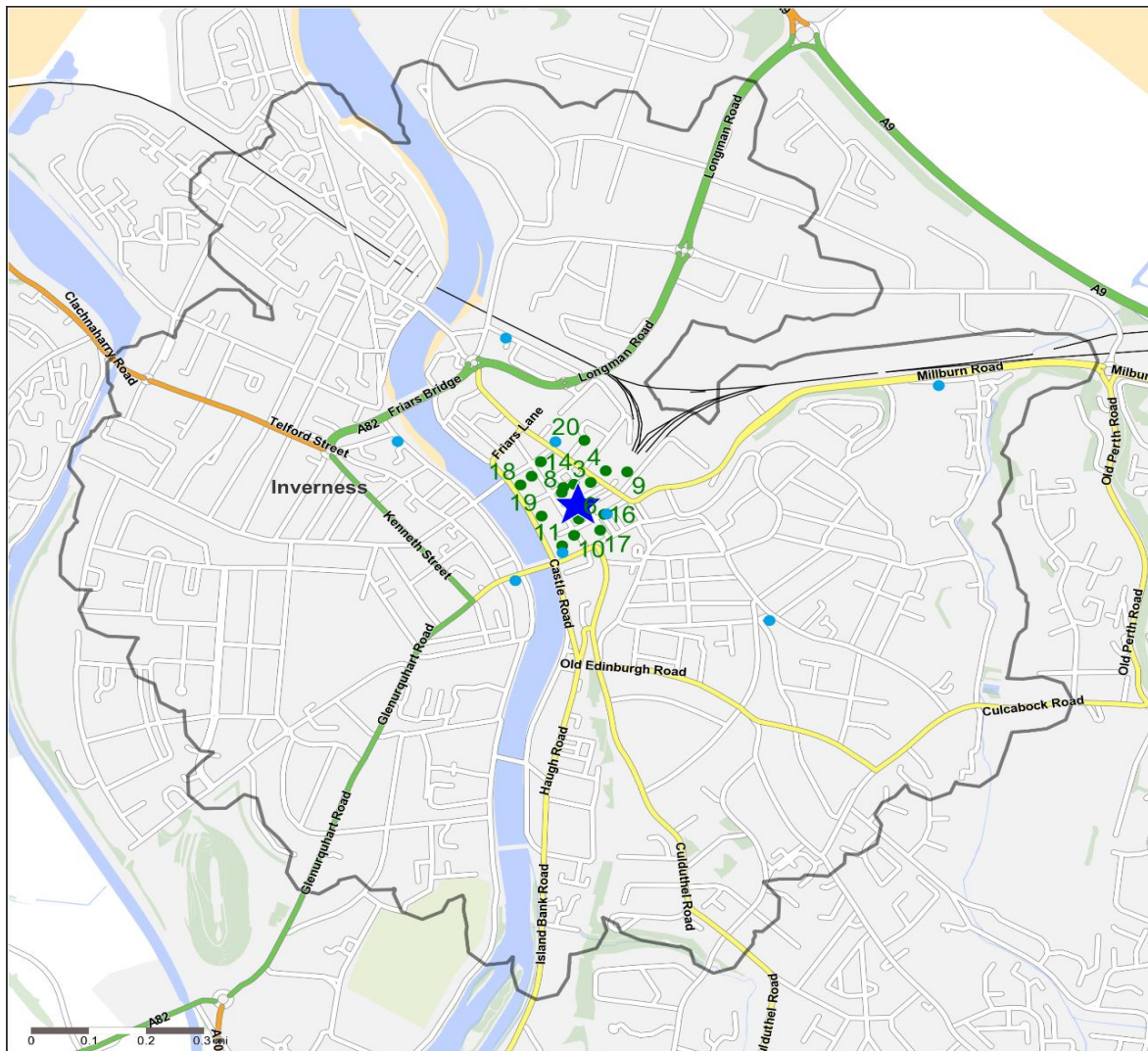
- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

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	6,428	49.4	163	679	5.2	32	5,772	44.3	85		
Male: Alone	5,899	45.3	152	2,437	18.7	120	4,544	34.9	65		
Male: Group	5,086	39.1	171	2,820	21.7	83	4,974	38.2	77		
Male: Pair	7,783	59.8	229	1,138	8.7	57	3,958	30.4	53		
Mixed Sex: Group	5,954	45.7	200	1,678	12.9	40	5,248	40.3	92		
Mixed Sex: Pair	4,317	33.2	141	3,869	29.7	91	4,694	36.1	84		
With Children	4,764	36.6	127	1,179	9.1	54	6,936	53.3	101		
Unknown	1,695	13.0	40	4,542	34.9	195	6,642	51.0	106		
For Eating:											
Upmarket	5,236	40.2	131	2,719	20.9	100	4,925	37.8	80		
Midmarket	6,782	52.1	152	647	5.0	55	5,450	41.9	76		
Downmarket	4,043	31.1	140	4,284	32.9	94	4,553	35.0	84		
For Drinking (monthly spend):											
Nothing	3,746	28.8	95	3,729	28.6	121	5,404	41.5	93		
Low (less than £10)	2,516	19.3	65	3,577	27.5	117	6,787	52.1	115		
Medium (Between £10 and £40)	2,920	22.4	73	3,288	25.3	142	6,672	51.3	102		
High (Greater than £40)	2,555	19.6	76	4,439	34.1	166	5,885	45.2	86		

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	22,930	36.7	121	6,322	10.1	62	33,148	53.0	102		
Male: Alone	18,608	29.8	100	10,312	16.5	106	33,480	53.5	100		
Male: Group	13,609	21.8	95	15,237	24.4	93	33,554	53.7	108		
Male: Pair	17,158	27.4	105	6,448	10.3	68	38,794	62.0	108		
Mixed Sex: Group	12,695	20.3	89	24,243	38.8	121	25,462	40.7	93		
Mixed Sex: Pair	17,714	28.3	121	23,528	37.6	116	21,159	33.8	79		
With Children	17,080	27.3	94	11,012	17.6	105	34,308	54.9	104		
Unknown	12,960	20.7	63	13,425	21.5	120	36,015	57.6	120		
For Eating:											
Upmarket	19,981	32.0	104	10,582	16.9	81	31,837	50.9	108		
Midmarket	16,312	26.1	76	3,681	5.9	65	42,407	67.8	123		
Downmarket	16,621	26.6	120	25,535	40.8	117	20,244	32.4	78		
For Drinking (monthly spend):											
Nothing	20,482	32.8	108	19,181	30.7	130	22,737	36.4	81		
Low (less than £10)	22,561	36.1	121	17,469	27.9	119	22,370	35.8	79		
Medium (Between £10 and £40)	17,483	28.0	91	14,489	23.2	130	30,428	48.7	97		
High (Greater than £40)	14,483	23.2	89	12,055	19.3	94	35,862	57.3	110		

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	Gunsmiths, IV 1 1PX	Star Pubs & Bars	0.0	1.4
2	Maccallums, IV 1 1PX	Star Pubs & Bars	0.0	1.4
3	Bar One, IV 1 1JN	Rosemount Taverns	0.6	0.9
4	Platform 8, IV 1 1JT	Greene King	1.2	0.9
5	Hootananny, IV 1 1ES	Independent Free	1.5	1.2
6	Lauders, IV 1 1EB	Stonegate Pub Company	1.5	1.5
7	R&Bs, IV 1 1DG	Independent Free	1.8	0.5
8	Old Market Inn, IV 1 1EH	Independent Free	1.8	0.5
9	Royal Highland Hotel, IV 1 1LG	Independent Free	1.8	1.8
10	Revolution, IV 1 1DY	Inventive Leisure	2.1	1.4
11	Gellions, IV 1 1HD	Star Pubs & Bars	2.1	2.2
12	Scotch & Rye, IV 1 1DF	Independent Free	2.4	0.6
13	Black Isle Bar, IV 1 1EN	Independent Free	2.4	1.0
14	Kings Highway, IV 1 1EN	Wetherspoon	2.4	1.0
15	Keg, IV 1 1QG	Star Pubs & Bars	2.7	1.3
16	Tooth & Claw, IV 1 1QG	Independent Free	2.7	1.3
17	Caledonian, IV 1 1HY	Stonegate Pub Company	3.0	1.6
18	River Cafe, IV 1 1QY	Independent Free	3.3	1.6
19	Johnny Foxes & The Den, IV 1 1QU	Independent Free	3.3	2.1
20	Berties Bar, IV 1 1LS	Compass Catering	3.6	1.6