

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

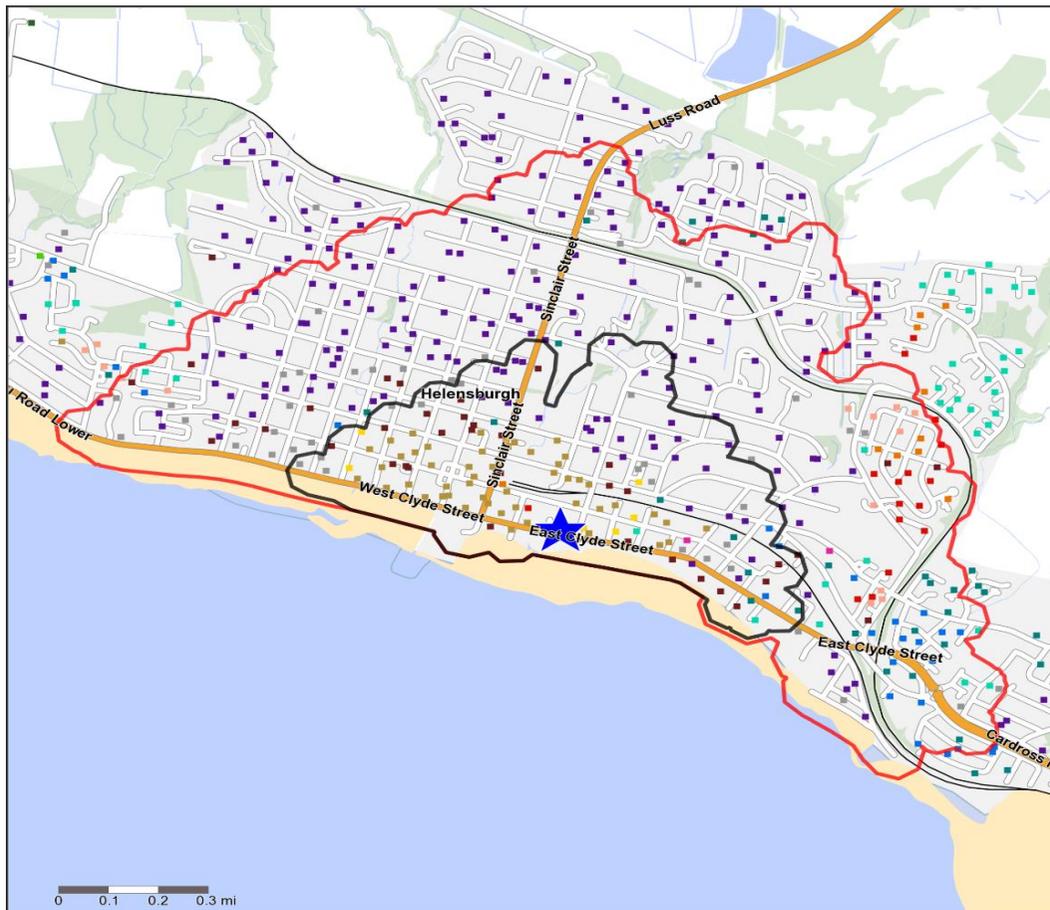
Number of Pubs	8	10	42
Catchment Adults 18+	2,752	7,421	42,113
Catchment Adults 18+ Per Pub	344	742	1,003
Populaton Projection 2018 to 2028 (% change)	-5.03%	-4.69%	-3.00%

		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	2,458	89.3	172	1	High Street Pub	4,981	67.1	130	1	High Street Pub	27,370	65.0	125
2	Community Pub	2,366	86.0	184	2	Community Pub	4,244	57.2	123	2	Community Pub	26,031	61.8	133
3	Circuit Bar	1,455	52.9	84	3	Premium Local	4,161	56.1	89	3	Premium Local	21,483	51.0	81
4	Premium Local	641	23.3	180	4	Great Pub Great Food	3,496	47.1	364	4	Great Pub Great Food	15,701	37.3	288
5	Great Pub Great Food	600	21.8	54	5	Circuit Bar	2,102	28.3	70	5	Circuit Bar	9,078	21.6	53
6	Craft Led	129	4.7	17	6	Bit of Style	734	9.9	37	6	Bit of Style	6,182	14.7	55
7	Bit of Style	127	4.6	45	7	Craft Led	694	9.4	91	7	Craft Led	4,591	10.9	106

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	191	6.9	78	623	8.4	95	2,672	6.3	72
C1	463	16.8	137	1,000	13.5	110	5,705	13.5	110
C2	254	9.2	112	588	7.9	96	3,774	9.0	109
DE	280	10.2	99	644	8.7	84	4,897	11.6	113

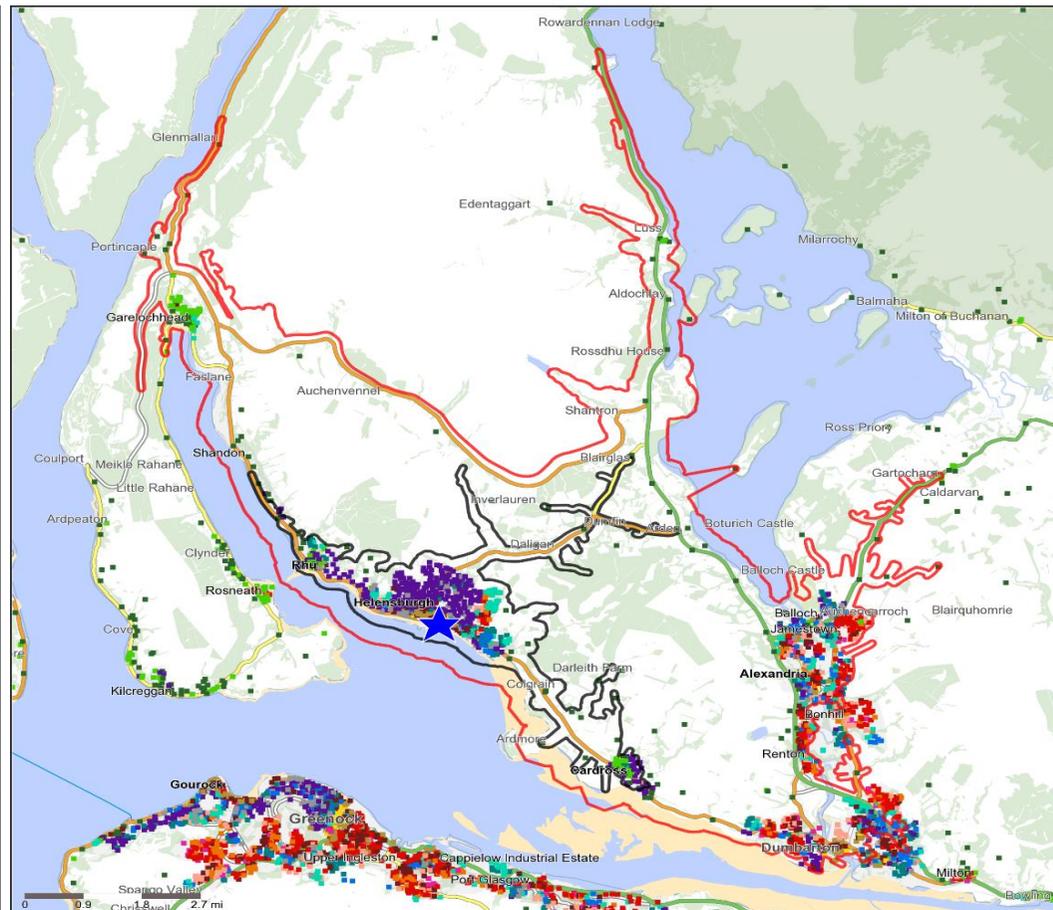
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	914	33.2	100	1,925	25.9	78	17,572	41.7	126
Medium (7-13)	839	30.5	92	2,404	32.4	98	13,390	31.8	96
High (14-19)	557	20.2	71	2,571	34.6	122	9,473	22.5	79

## Mosaic Groups in 10 and 20 Minute WT Catchment Areas



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

## Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



# 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	0	0	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	2	92	141	188
B06	Diamond Days	168	901	1,776	1,859
B07	Alpha Families	30	313	1,308	1,734
B08	Bank of Mum and Dad	32	183	320	660
B09	Empty-Nest Adventure	54	716	1,572	2,169
C10	Wealthy Landowners	0	0	238	513
C11	Rural Vogue	0	0	25	154
C12	Scattered Homesteads	0	0	92	656
C13	Village Retirement	0	0	278	761
D14	Satellite Settlers	0	0	319	424
D15	Local Focus	0	0	443	990
D16	Outlying Seniors	0	0	184	557
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	216	585	715	744
E19	Bungalow Heaven	0	97	120	402
E20	Classic Grandparents	0	9	16	157
E21	Solo Retirees	9	30	30	115
F22	Boomerang Boarders	15	104	169	687
F23	Family Ties	3	132	189	626
F24	Fledgling Free	0	56	62	742
F25	Dependable Me	3	109	145	977
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	52	66	66	123
G28	Modern Parents	6	157	480	1,249
G29	Mid-Career Convention	25	245	377	1,270
H30	Primary Ambitions	0	36	178	249
H31	Affordable Fringe	0	42	139	1,512
H32	First-Rung Futures	36	93	93	793
H33	Contemporary Starts	0	78	869	1,341
H34	New Foundations	0	0	0	59
H35	Flying Solo	9	59	59	320

		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	3	3	3	229
I37	Budget Generations	0	26	26	188
I38	Economical Families	0	13	14	81
I39	Families on a Budget	0	90	176	850
J40	Value Rentals	0	0	0	772
J41	Youthful Endeavours	0	0	0	152
J42	Midlife Renters	23	45	45	140
J43	Renting Rooms	0	0	0	0
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	231
K47	Single Essentials	84	542	551	3,473
K48	Mature Workers	0	14	117	2,316
L49	Flatlet Seniors	0	0	0	1,642
L50	Pocket Pensions	0	16	62	481
L51	Retirement Communities	486	692	783	970
L52	Estate Veterans	0	0	0	826
L53	Seasoned Survivors	0	29	29	194
M54	Down-to-Earth Owners	0	253	260	1,987
M55	Back with the Folks	0	84	95	542
M56	Self Supporters	0	10	135	936
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	171	171	171	255
O61	Career Builders	0	0	0	5
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	1,326	1,330	1,345	2,940
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	0	871
<b>Total</b>		<b>2,753</b>	<b>7,421</b>	<b>14,215</b>	<b>42,112</b>

## 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. B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions



- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

### 3. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

## 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. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



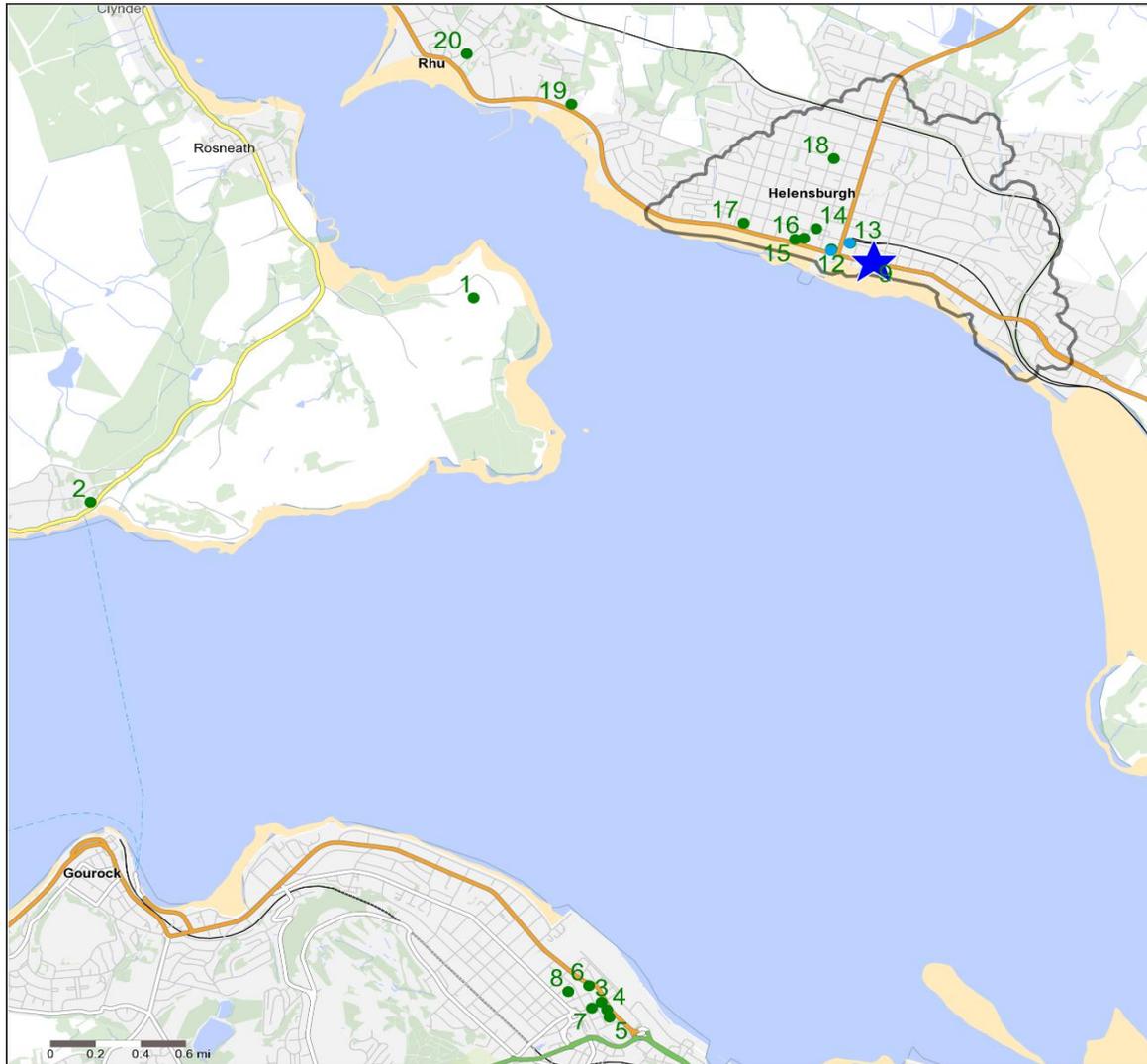
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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	2,874	38.7	128	384	5.2	32	4,163	56.1	108	
Male: Alone	3,003	40.5	136	1,100	14.8	95	3,319	44.7	84	
Male: Group	1,989	26.8	117	1,459	19.7	75	3,973	53.5	108	
Male: Pair	3,157	42.5	163	284	3.8	25	3,980	53.6	93	
Mixed Sex: Group	2,484	33.5	146	1,115	15.0	47	3,821	51.5	117	
Mixed Sex: Pair	2,356	31.7	135	2,029	27.3	84	3,035	40.9	96	
With Children	2,269	30.6	106	1,328	17.9	106	3,824	51.5	97	
Unknown	702	9.5	29	3,034	40.9	228	3,685	49.7	104	
<b>For Eating:</b>										
Upmarket	2,490	33.6	110	1,138	15.3	74	3,793	51.1	108	
Midmarket	2,666	35.9	105	152	2.0	23	4,603	62.0	112	
Downmarket	2,208	29.8	134	2,425	32.7	94	2,788	37.6	90	
<b>For Drinking (monthly spend):</b>										
Nothing	1,612	21.7	72	2,769	37.3	158	3,040	41.0	91	
Low (less than £10)	2,806	37.8	127	1,905	25.7	109	2,710	36.5	81	
Medium (Between £10 and £40)	2,898	39.1	128	1,964	26.5	148	2,558	34.5	69	
High (Greater than £40)	1,608	21.7	84	3,013	40.6	198	2,800	37.7	72	

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	13,306	31.6	104	5,082	12.1	74	22,854	54.3	104	
Male: Alone	13,503	32.1	108	7,974	18.9	121	19,764	46.9	88	
Male: Group	11,764	27.9	122	11,659	27.7	106	17,819	42.3	85	
Male: Pair	14,325	34.0	130	3,154	7.5	49	23,763	56.4	98	
Mixed Sex: Group	10,317	24.5	107	12,651	30.0	94	18,274	43.4	99	
Mixed Sex: Pair	10,396	24.7	105	14,677	34.9	107	16,169	38.4	90	
With Children	12,652	30.0	104	8,247	19.6	116	20,343	48.3	91	
Unknown	7,883	18.7	57	9,677	23.0	128	23,682	56.2	117	
<b>For Eating:</b>										
Upmarket	10,595	25.2	82	8,013	19.0	91	22,634	53.7	114	
Midmarket	10,850	25.8	75	1,551	3.7	41	28,841	68.5	124	
Downmarket	13,005	30.9	139	17,832	42.3	121	10,404	24.7	59	
<b>For Drinking (monthly spend):</b>										
Nothing	15,167	36.0	119	11,658	27.7	117	14,417	34.2	76	
Low (less than £10)	12,841	30.5	102	9,624	22.9	97	18,777	44.6	98	
Medium (Between £10 and £40)	11,611	27.6	90	9,651	22.9	128	19,979	47.4	94	
High (Greater than £40)	6,861	16.3	63	13,532	32.1	157	20,849	49.5	95	

## Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site    
 ● Star Pubs    
 ● Pubs    
 N Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Castle Isle, G 84 0QS	Independent Free	0.0	36.2
2	Creggans, G 84 0JJ	*Other Small Retail Groups	0.0	36.2
3	Black Cat Bar, PA15 1LB	Rosemount Taverns	0.0	47.2
4	Slanj, PA15 1JU	Hawthorn Leisure	0.0	47.2
5	Tokyo Joe, PA15 1JR	Rosemount Taverns	0.0	47.3
6	Cafe Balfe, PA15 1XR	Independent Free	0.0	47.7
7	Hole In The Wall, PA15 1XA	*Other Small Retail Groups	0.0	48.1
8	Wee Treat, PA15 1XY	Independent Free	0.0	48.3
9	Argyll Bar, G 84 7PF	Star Pubs & Bars	0.0	0.1
10	Imperial Hotel, G 84 8SQ	Hawthorn Leisure	3.6	0.7
11	Kidstons, G 84 8SQ	Independent Free	3.6	0.7
12	Royal Bar, G 84 8SQ	Star Pubs & Bars	3.6	0.7
13	Station Bar, G 84 7QA	Star Pubs & Bars	3.9	1.0
14	Ashton Bar, G 84 8UG	Independent Free	6.0	1.4
15	Clyde Bar, G 84 8AX	Independent Free	6.6	1.3
16	Logie Baird, G 84 8AS	Independent Free	6.6	1.7
17	Commodore, G 84 8ES	Mitchells & Butlers	11.8	2.4
18	Henry Bell, G 84 9LE	Wetherspoon	14.2	2.5
19	Ardencaple Hotel, G 84 8LA	Greene King	32.0	4.8
20	Rhu Inn, G 84 8RA	Independent Free	44.7	7.0