

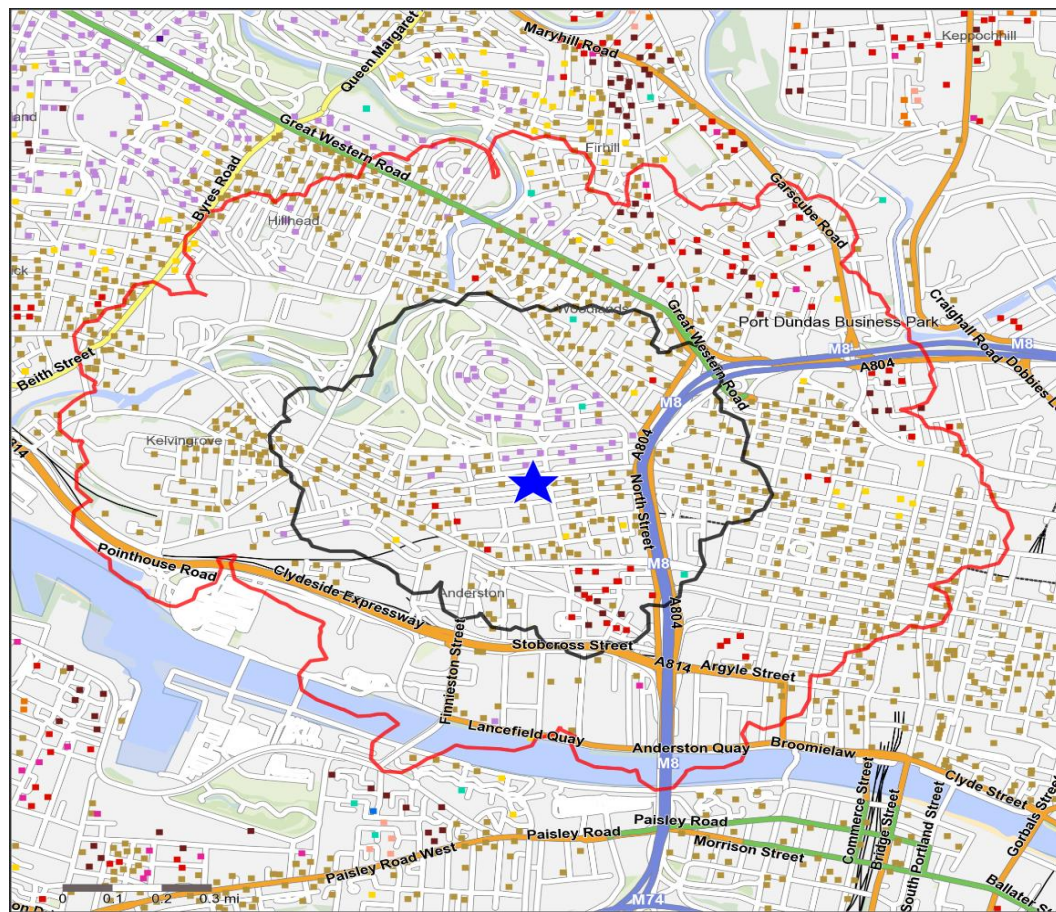
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	45	138	738
Catchment Adults 18+	13,227	36,720	810,882
Catchment Adults 18+ Per Pub	294	266	1,099
Populaton Projection 2018 to 2028 (% change)	7.76%	6.60%	2.50%

		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	Bit of Style	10,989	83.1	160	1	High Street Pub	30,819	83.9	162	1	High Street Pub	646,275	79.7	154
2	High Street Pub	10,481	79.2	170	2	Bit of Style	28,580	77.8	167	2	Community Pub	514,913	63.5	136
3	Circuit Bar	9,688	73.2	116	3	Circuit Bar	27,173	74.0	117	3	Premium Local	280,891	34.6	55
4	Craft Led	9,656	73.0	565	4	Craft Led	26,950	73.4	568	4	Circuit Bar	246,578	30.4	235
5	Community Pub	3,881	29.3	73	5	Community Pub	12,948	35.3	87	5	Great Pub Great Food	214,270	26.4	65
6	Premium Local	1,550	11.7	44	6	Premium Local	2,922	8.0	30	6	Bit of Style	206,877	25.5	95
7	Great Pub Great Food	1,411	10.7	104	7	Great Pub Great Food	2,595	7.1	69	7	Craft Led	198,155	24.4	237

	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	1,636	12.4	140	4,541	12.4	140	65,608	8.1	91
C1	2,894	21.9	178	8,149	22.2	181	119,683	14.8	120
C2	505	3.8	46	1,366	3.7	45	61,987	7.6	93
DE	1,079	8.2	79	3,290	9.0	87	112,336	13.9	135

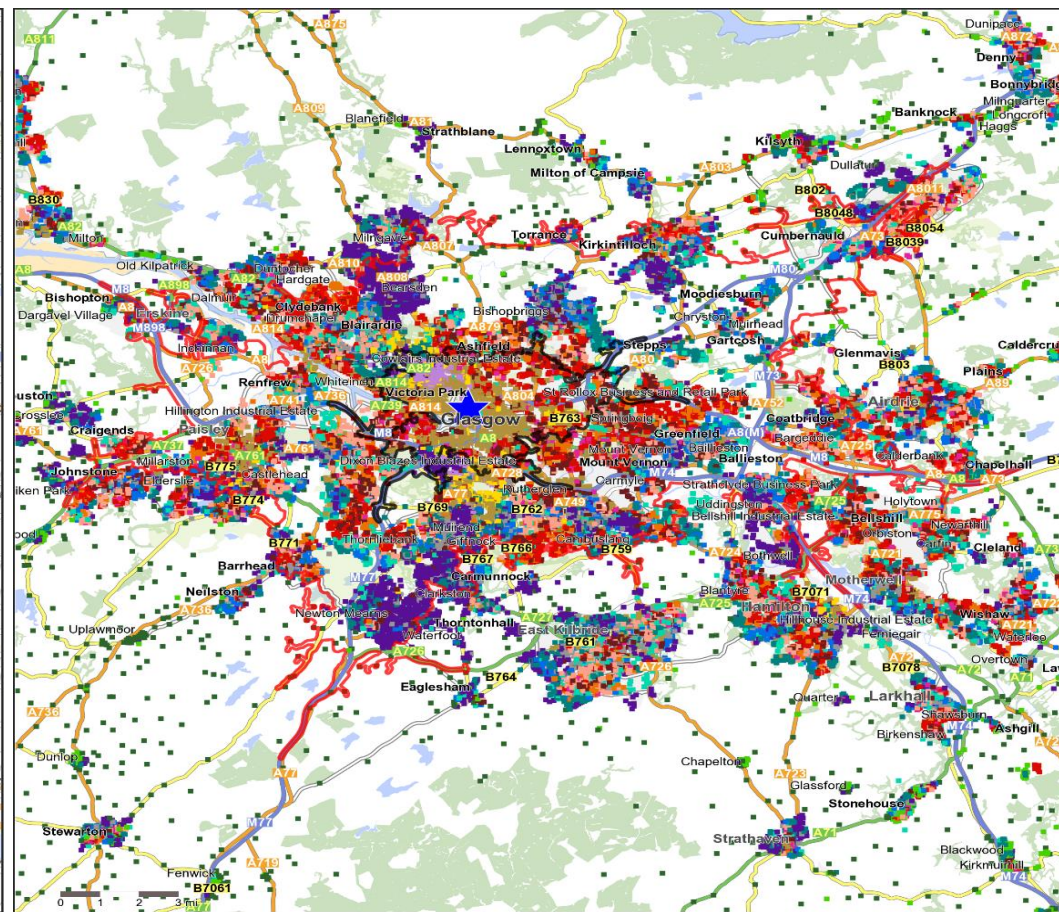
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	3,011	22.8	69	8,982	24.5	74	329,846	40.7	123
Medium (7-13)	4,119	31.1	94	11,038	30.1	91	250,172	30.9	93
High (14-19)	1,250	9.5	33	2,907	7.9	28	143,774	17.7	62

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			26	26	387	392
A02	Uptown Elite			761	1,087	9,300	13,036
A03	Penthouse Chic			0	0	0	0
A04	Metro High-Flyers			600	1,267	2,995	3,050
B05	Premium Fortunes			0	0	1,509	12,789
B06	Diamond Days			0	0	841	16,486
B07	Alpha Families			0	0	16	9,678
B08	Bank of Mum and Dad			0	0	328	14,084
B09	Empty-Nest Adventure			0	0	29	10,163
C10	Wealthy Landowners			0	0	0	602
C11	Rural Vogue			0	0	0	250
C12	Scattered Homesteads			0	0	0	104
C13	Village Retirement			0	0	0	208
D14	Satellite Settlers			0	0	0	390
D15	Local Focus			0	0	0	66
D16	Outlying Seniors			0	0	0	73
D17	Far-Flung Outposts			0	0	0	0
E18	Legacy Elders			0	0	591	17,061
E19	Bungalow Heaven			0	0	9	1,936
E20	Classic Grandparents			0	0	100	10,934
E21	Solo Retirees			0	0	393	9,689
F22	Boomerang Boarders			0	0	155	18,465
F23	Family Ties			0	0	92	10,773
F24	Fledgling Free			0	0	113	4,877
F25	Dependable Me			0	0	160	10,900
G26	Cafés and Catchments			0	0	1,179	13,922
G27	Thriving Independence			0	0	739	9,507
G28	Modern Parents			0	0	17	29,232
G29	Mid-Career Convention			0	0	0	7,335
H30	Primary Ambitions			0	0	1,200	15,023
H31	Affordable Fringe			0	0	618	12,317
H32	First-Rung Futures			0	0	336	11,679
H33	Contemporary Starts			0	0	45	6,820
H34	New Foundations			24	30	377	2,376
H35	Flying Solo			0	0	0	969

				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	877	4,425
I37	Budget Generations			0	0	80	5,833
I38	Economical Families			0	0	256	6,715
I39	Families on a Budget			0	0	2,202	21,774
J40	Value Rentals			0	0	19	2,796
J41	Youthful Endeavours			0	0	205	3,740
J42	Midlife Renters			0	0	208	2,463
J43	Renting Rooms			20	142	2,800	8,873
K44	Inner City Stalwarts			293	908	4,147	5,637
K45	City Diversity			260	336	2,476	4,257
K46	High Rise Residents			227	1,673	8,524	24,432
K47	Single Essentials			78	779	18,120	94,766
K48	Mature Workers			0	0	300	9,148
L49	Flatlet Seniors			228	1,070	13,109	46,602
L50	Pocket Pensions			0	0	31	2,465
L51	Retirement Communities			0	120	1,594	11,309
L52	Estate Veterans			0	0	680	13,555
L53	Seasoned Survivors			0	0	1,443	15,814
M54	Down-to-Earth Owners			0	0	601	30,922
M55	Back with the Folks			0	0	1,773	27,205
M56	Self Supporters			0	0	521	14,139
N57	Community Elders			0	0	227	772
N58	Culture & Comfort			0	0	510	1,828
N59	Large Family Living			0	0	316	435
N60	Ageing Access			237	625	9,818	28,413
O61	Career Builders			24	216	901	5,300
O62	Central Pulse			5,569	16,609	52,903	66,061
O63	Flexible Workforce			243	344	2,927	5,719
O64	Bus-Route Renters			32	409	12,077	40,786
O65	Learners & Earners			1,259	2,332	3,747	3,910
O66	Student Scene			2,483	6,670	9,664	9,751
U99	Unclassified			863	2,078	11,917	15,852
Total				13,227	36,721	186,502	810,883

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

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. L49 Flatlet Seniors

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



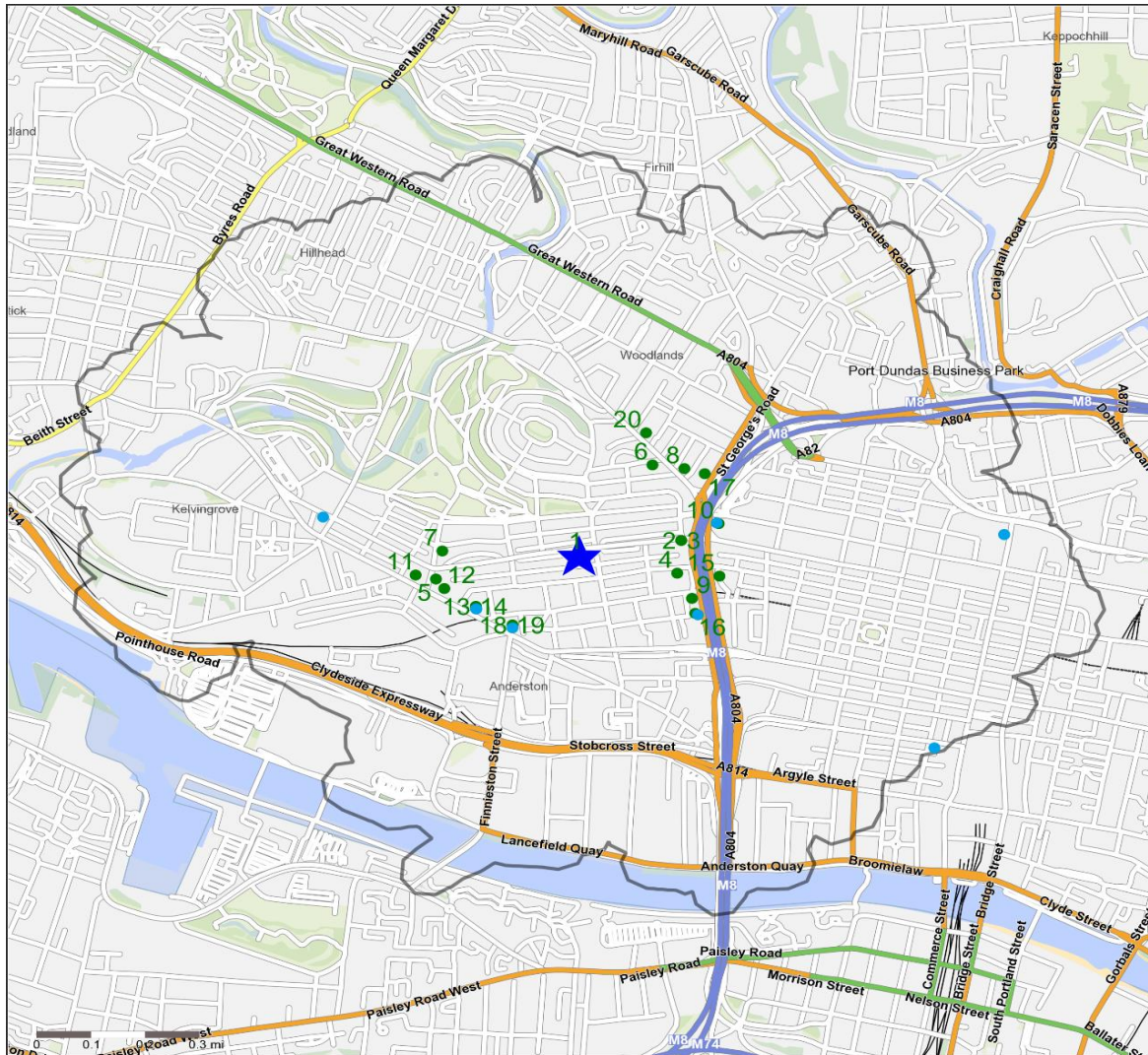
- Ageing singles
- Vulnerable to poor health
- 1 bedroom socially rented units
- Disabled parking permits
- Low income
- City location

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. 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	30,920	84.2	278		1,625	4.4	27		2,098	5.7	11	
Male: Alone	7,243	19.7	66		10,424	28.4	182		16,975	46.2	87	
Male: Group	20,734	56.5	247		11,596	31.6	121		2,313	6.3	13	
Male: Pair	25,956	70.7	271		1,439	3.9	26		7,248	19.7	34	
Mixed Sex: Group	30,521	83.1	364		2,183	5.9	19		1,939	5.3	12	
Mixed Sex: Pair	26,020	70.9	302		5,413	14.7	45		3,209	8.7	20	
With Children	5,673	15.4	53		344	0.9	6		28,625	78.0	147	
Unknown	27,053	73.7	224		3,518	9.6	53		4,072	11.1	23	
For Eating:												
Upmarket	28,472	77.5	253		2,945	8.0	39		3,225	8.8	19	
Midmarket	31,043	84.5	246		2,353	6.4	71		1,246	3.4	6	
Downmarket	9,411	25.6	115		21,664	59.0	169		3,567	9.7	23	
For Drinking (monthly spend):												
Nothing	2,312	6.3	21		5,500	15.0	63		26,830	73.1	163	
Low (less than £10)	1,712	4.7	16		2,741	7.5	32		30,190	82.2	181	
Medium (Between £10 and £40)	21,920	59.7	195		3,576	9.7	55		9,147	24.9	50	
High (Greater than £40)	24,179	65.8	254		1,317	3.6	17		9,147	24.9	48	

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	427,474	52.7	174		49,932	6.2	38		317,624	39.2	75	
Male: Alone	276,542	34.1	115		217,928	26.9	172		300,560	37.1	70	
Male: Group	287,213	35.4	155		264,355	32.6	124		243,462	30.0	60	
Male: Pair	428,349	52.8	203		84,006	10.4	68		282,675	34.9	61	
Mixed Sex: Group	347,419	42.8	187		204,929	25.3	79		242,682	29.9	68	
Mixed Sex: Pair	259,540	32.0	136		333,927	41.2	127		201,563	24.9	58	
With Children	296,306	36.5	126		79,559	9.8	58		419,165	51.7	98	
Unknown	222,641	27.5	84		194,937	24.0	134		377,452	46.5	97	
For Eating:												
Upmarket	297,999	36.7	120		194,014	23.9	115		303,016	37.4	79	
Midmarket	418,218	51.6	150		46,994	5.8	64		329,818	40.7	74	
Downmarket	217,559	26.8	121		402,511	49.6	142		174,960	21.6	52	
For Drinking (monthly spend):												
Nothing	295,674	36.5	121		194,280	24.0	101		305,076	37.6	84	
Low (less than £10)	234,304	28.9	97		107,714	13.3	57		453,012	55.9	123	
Medium (Between £10 and £40)	319,802	39.4	129		135,372	16.7	94		339,856	41.9	83	
High (Greater than £40)	295,012	36.4	141		157,892	19.5	95		342,126	42.2	81	

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	Mcphabbs, G 3 7NG	Star Pubs & Bars	1.8	0.4
2	Chinaskis, G 3 7DL	Independent Free	4.2	0.9
3	Liberty Bar, G 3 7DL	Caledonian Heritable	4.2	0.9
4	Herald Cafe, G 3 7DN	Independent Free	4.5	2.3
5	Grove, G 3 7RX	Greene King	5.1	2.2
6	Drake, G 3 6EF	Independent Free	5.4	1.7
7	Big Slope, G 3 7RZ	Independent Free	5.7	2.1
8	Villiers And Co, G 3 6UR	Independent Free	6.0	1.5
9	Whiski Kraft, G 3 7EH	Greene King	6.0	1.8
10	Driftwood, G 3 6UJ	Star Pubs & Bars	6.3	1.6
11	Distill, G 3 8TD	Independent Free	6.6	2.3
12	Neighbourhood Bar And Kitchen, G 3 8LY	Independent Free	6.6	2.4
13	Duchess Of Argyle, G 3 8LX	Star Pubs & Bars	6.6	2.5
14	Lebowskis, G 3 8LX	Star Pubs & Bars	6.6	2.5
15	Babygrand, G 2 4NQ	Baby Grand Group	6.9	1.6
16	Bon Accord, G 3 7DA	Star Pubs & Bars	6.9	1.6
17	Carnarvon, G 3 6JA	Hawthorn Leisure	7.2	1.9
18	Brass Monkey, G 3 8LU	Independent Free	7.2	2.3
19	Strip Joint, G 3 8LU	Star Pubs & Bars	7.2	2.3
20	New Arlington Bar, G 3 6HB	Independent Free	7.5	1.8