

1 Mile Catchment Mosaic Profile

Per Pub Analysis

0.5 Mile
Catchment

1 Mile
Catchment

10 Minute DT
Catchment

O Rental Hubs



K Municipal Challenge



A City Prosperity

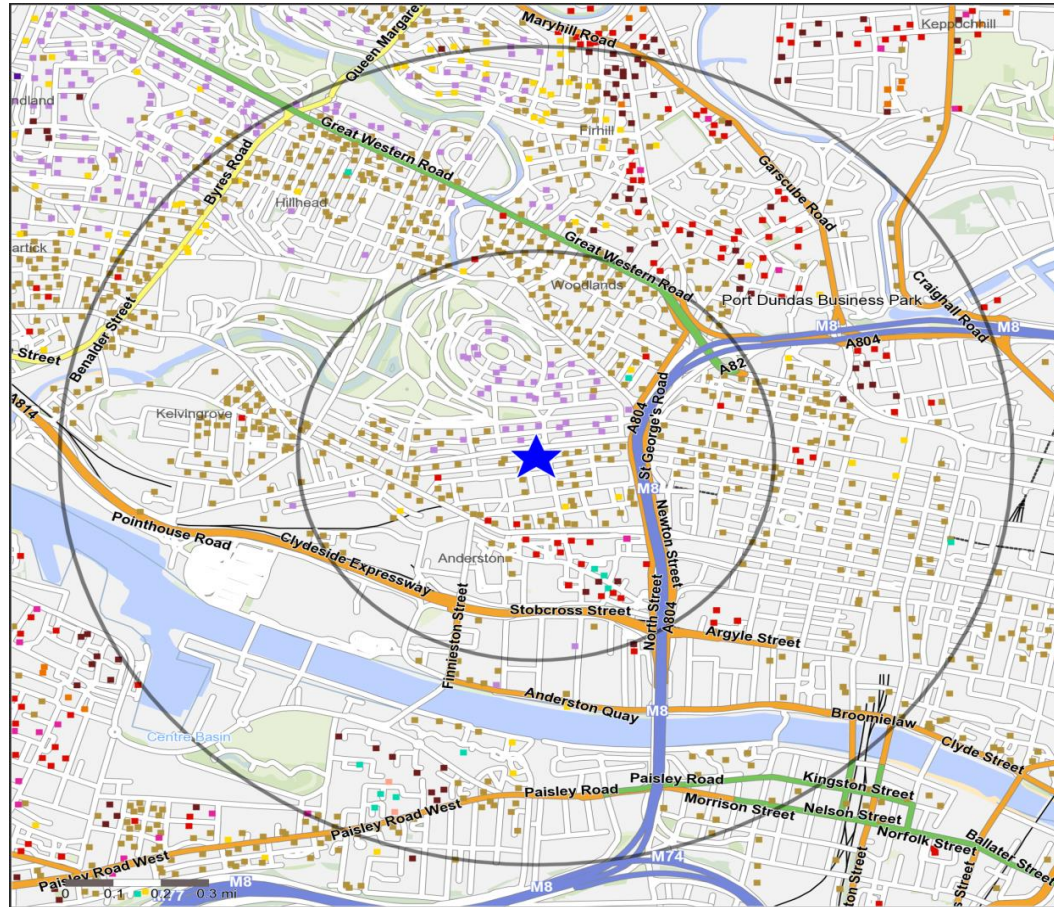


Number of Pubs	53	217	394
Catchment Adults 18+	14,923	48,199	171,424
Catchment Adults 18+ Per Pub	282	222	435

Standard Catchment Pub Channel Index	0.5 Mile Catchment			1 Mile Catchment			10 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Great Pub Great Food Gold	1,345	9.0	31	3,611	7.5	26	18,346	10.7	37
Great Pub Great Food Silver	1,345	9.0	20	3,813	7.9	17	18,793	11.0	24
Mainstream Pub with Food - Suburban Value	492	3.3	6	3,967	8.2	15	36,867	21.5	39
Mainstream Pub with Food - Suburban Aspiration	1,741	11.7	31	6,439	13.4	36	43,525	25.4	68
Mainstream Pub with Food - Country Value	0	0.0	0	0	0.0	0	11	0.0	0
Mainstream Pub with Food - Country Aspiration	0	0.0	0	0	0.0	0	3,152	1.8	15
Bit of Style	12,616	84.5	339	37,172	77.1	309	95,526	55.7	223
YPV Mainstream	4,704	31.5	1,551	10,211	21.2	1,042	12,954	7.6	372
YPV Premium	11,195	75.0	1,124	33,315	69.1	1,035	77,908	45.4	681
Community Wet	5,953	39.9	129	16,830	34.9	113	61,106	35.6	115
Total 18+ Population in Catchment	14,923			48,199			171,424		

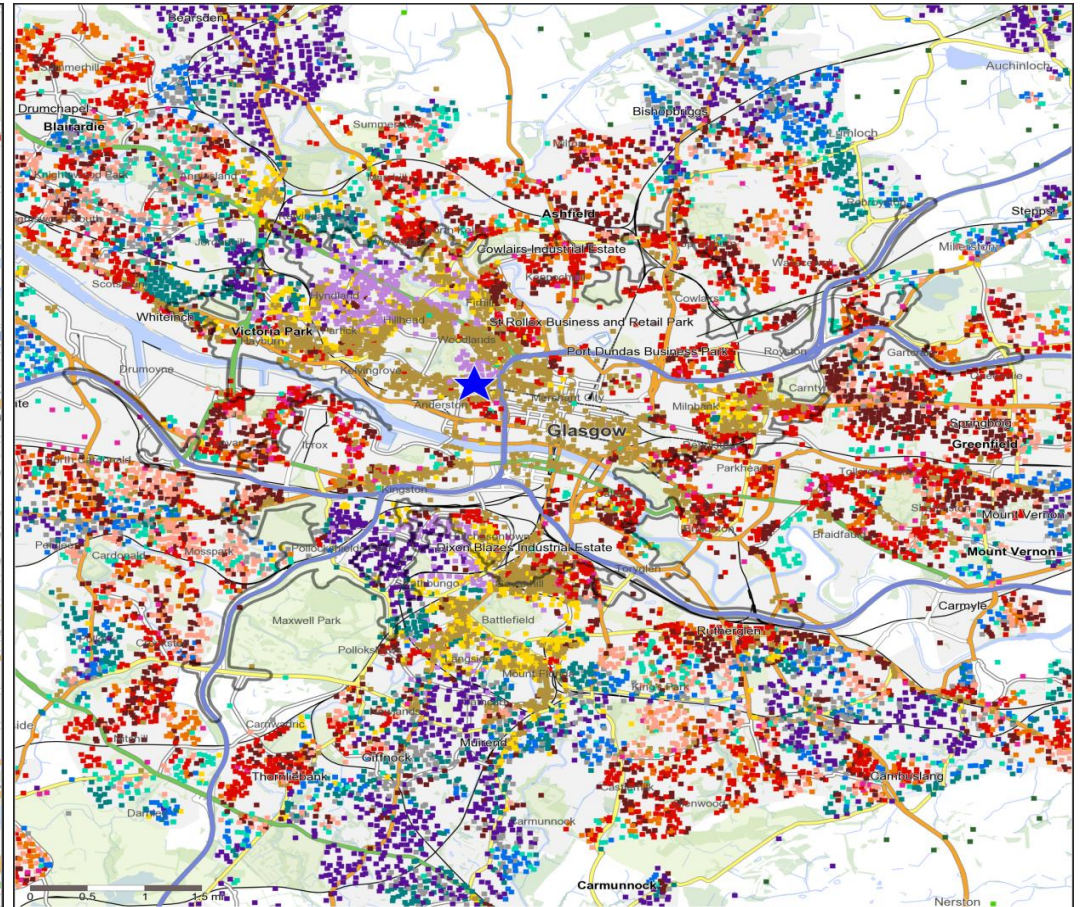
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	74.8	141	73.9	139	62.6	118
C2DE	25.2	54	26.1	56	37.4	80

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

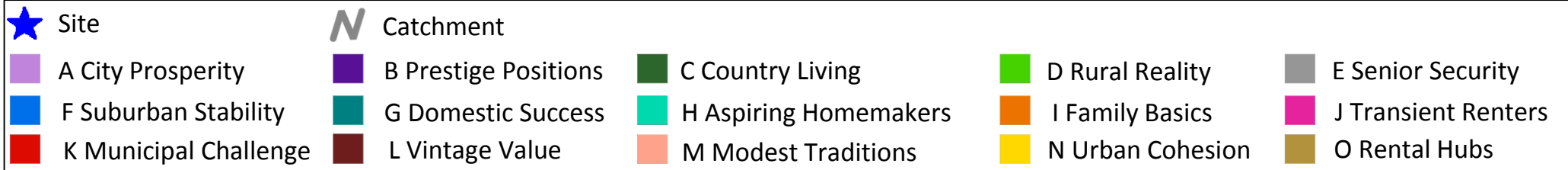


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Mosaic Groups in 10 minute DT Catchment Area



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Adults 18+ by Mosaic Type in Each Catchment

			0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment					0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
Mosaic Type Profile			Catchment Adults 18+	%	Catchment Adults 18+	%	Catchment Adults 18+	%	Mosaic Type Profile			Catchment Adults 18+	%	Catchment Adults 18+	%	Catchment Adults 18+	%
A01	World-Class Wealth		30	0.2	30	0.1	387	0.2	I36	Solid Economy		0	0.0	0	0.0	607	0.4
A02	Uptown Elite		810	5.4	1,918	4.0	9,217	5.4	I37	Budget Generations		0	0.0	27	0.1	175	0.1
A03	Penthouse Chic		0	0.0	0	0.0	0	0.0	I38	Childcare Squeeze		0	0.0	0	0.0	263	0.2
A04	Metro High-Flyers		515	3.5	1,365	2.8	2,683	1.6	I39	Families with Needs		0	0.0	0	0.0	1,243	0.7
B05	Premium Fortunes		0	0.0	0	0.0	1,597	0.9	J40	Make Do & Move On		0	0.0	0	0.0	17	0.0
B06	Diamond Days		0	0.0	0	0.0	813	0.5	J41	Disconnected Youth		0	0.0	0	0.0	231	0.1
B07	Alpha Families		0	0.0	0	0.0	8	0.0	J42	Midlife Stopgap		0	0.0	0	0.0	122	0.1
B08	Bank of Mum and Dad		0	0.0	0	0.0	153	0.1	J43	Renting a Room		76	0.5	246	0.5	1,641	1.0
B09	Empty-Nest Adventure		0	0.0	0	0.0	41	0.0	K44	Inner City Stalwarts		604	4.0	1,396	2.9	4,331	2.5
C10	Wealthy Landowners		0	0.0	0	0.0	0	0.0	K45	Crowded Kaleidoscope		34	0.2	204	0.4	1,180	0.7
C11	Rural Vogue		0	0.0	0	0.0	0	0.0	K46	High Rise Residents		312	2.1	1,823	3.8	8,417	4.9
C12	Scattered Homesteads		0	0.0	0	0.0	0	0.0	K47	Streetwise Singles		204	1.4	1,304	2.7	17,020	9.9
C13	Village Retirement		0	0.0	0	0.0	0	0.0	K48	Low Income Workers		0	0.0	0	0.0	216	0.1
D14	Satellite Settlers		0	0.0	0	0.0	0	0.0	L49	Dependent Greys		129	0.9	1,670	3.5	10,936	6.4
D15	Local Focus		0	0.0	0	0.0	0	0.0	L50	Pocket Pensions		0	0.0	0	0.0	17	0.0
D16	Outlying Seniors		0	0.0	0	0.0	0	0.0	L51	Aided Elderly		0	0.0	196	0.4	1,645	1.0
D17	Far-Flung Outposts		0	0.0	0	0.0	0	0.0	L52	Estate Veterans		0	0.0	16	0.0	465	0.3
E18	Legacy Elders		0	0.0	0	0.0	425	0.2	L53	Seasoned Survivors		0	0.0	63	0.1	949	0.6
E19	Bungalow Heaven		0	0.0	0	0.0	9	0.0	M54	Down-to-Earth Owners		0	0.0	0	0.0	462	0.3
E20	Classic Grandparents		0	0.0	0	0.0	88	0.1	M55	Offspring Overspill		0	0.0	82	0.2	887	0.5
E21	Solo Retirees		0	0.0	0	0.0	326	0.2	M56	Self Supporters		0	0.0	42	0.1	228	0.1
F22	Boomerang Boarders		0	0.0	0	0.0	0	0.0	N57	Community Elders		0	0.0	0	0.0	113	0.1
F23	Family Ties		0	0.0	0	0.0	57	0.0	N58	Cultural Comfort		72	0.5	72	0.1	721	0.4
F24	Fledgling Free		0	0.0	0	0.0	2	0.0	N59	Asian Heritage		0	0.0	0	0.0	1,138	0.7
F25	Dependable Me		0	0.0	0	0.0	3	0.0	N60	Ageing Access		160	1.1	1,600	3.3	9,430	5.5
G26	Cafés and Catchments		0	0.0	0	0.0	1,670	1.0	O61	Career Builders		20	0.1	206	0.4	983	0.6
G27	Thriving Independence		0	0.0	0	0.0	538	0.3	O62	Central Pulse		6,302	42.2	21,946	45.5	50,096	29.2
G28	Modern Parents		0	0.0	0	0.0	0	0.0	O63	Flexible Workforce		119	0.8	223	0.5	2,561	1.5
G29	Mid-Career Convention		0	0.0	0	0.0	0	0.0	O64	Bus-Route Renters		70	0.5	935	1.9	12,518	7.3
H30	Primary Ambitions		0	0.0	122	0.3	601	0.4	O65	Learners & Earners		1,423	9.5	2,731	5.7	3,601	2.1
H31	Affordable Fringe		0	0.0	139	0.3	479	0.3	O66	Student Scene		3,281	22.0	7,480	15.5	9,122	5.3
H32	First-Rung Futures		0	0.0	0	0.0	28	0.0	U99	Unclassified		715	4.8	2,293	4.8	10,424	6.1
H33	Contemporary Starts		0	0.0	0	0.0	9	0.0	Total			14,923		48,199		171,424	
H34	New Foundations		47	0.3	70	0.1	521	0.3									
H35	Flying Solo		0	0.0	0	0.0	10	0.0									

Top 5 Mosaic Types

1. O62 Central Pulse

Entertainment-seeking youngsters renting city centre 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

4. A02 Uptown Elite

High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort



- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

5. K46 High Rise Residents

Renters of social flats in high rise blocks where levels of need are significant



- Singles and sharers
- High rise social flats
- Urban locations
- Least likely to own a car
- Shop around to find cheapest price
- Low use of insurance

Full visualisation of all types and groups are available in Segmentation Portal:

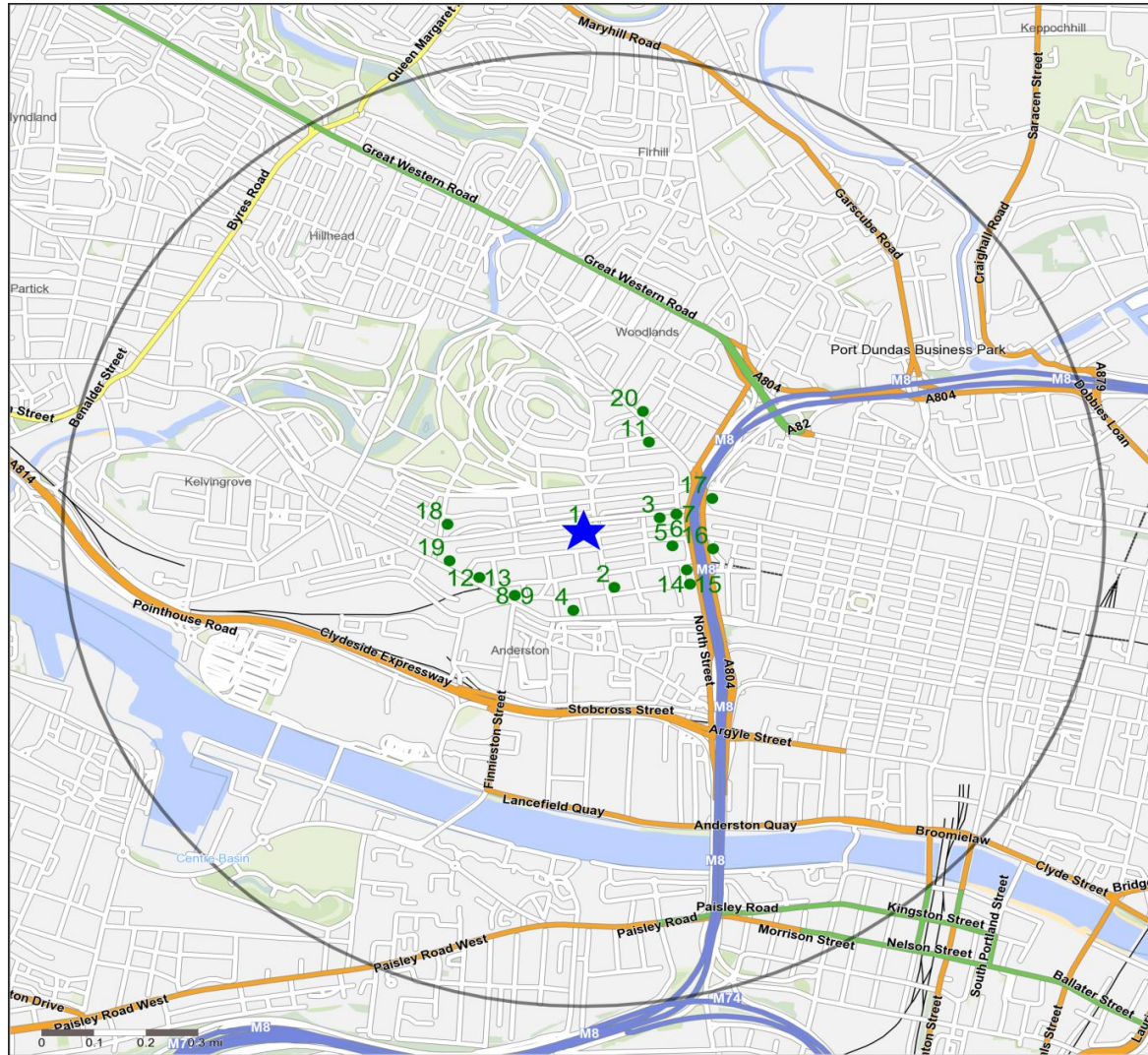
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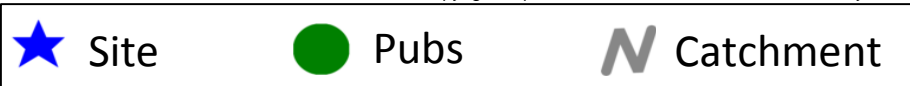
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Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Mcphabbs	Punch Pub Company	0.0	1.5
2	Orwells	G1 Group	0.1	0.9
3	Cafe Salma	Independent Free	0.1	2.0
4	Jeanie Deans	Rosemount Taverns	0.2	1.6
5	Herald Cafe	Independent Free	0.2	2.3
6	Black Sparrow	Caledonian Heritable	0.2	2.0
7	Chinaskis	Independent Free	0.2	2.0
8	Bannisters	Star Pubs & Bars	0.2	2.0
9	Brass Monkey	Independent Free	0.2	2.0
10	Whiski Kraft	Greene King	0.2	1.7
11	Drake	Independent Free	0.2	2.8
12	Lebowskis	Punch Pub Company	0.2	2.1
13	Gallery Bar	Punch Pub Company	0.2	2.1
14	Gambetta	Independent Free	0.2	1.5
15	Bon Accord	Star Pubs & Bars	0.2	1.5
16	Babygrand	Baby Grand Group	0.3	2.5
17	Driftwood	Punch Pub Company	0.3	2.6
18	Big Slope	Independent Free	0.3	1.6
19	Neighbourhood	Independent Free	0.3	2.0
20	New Arlington Bar	Independent Free	0.3	2.9