

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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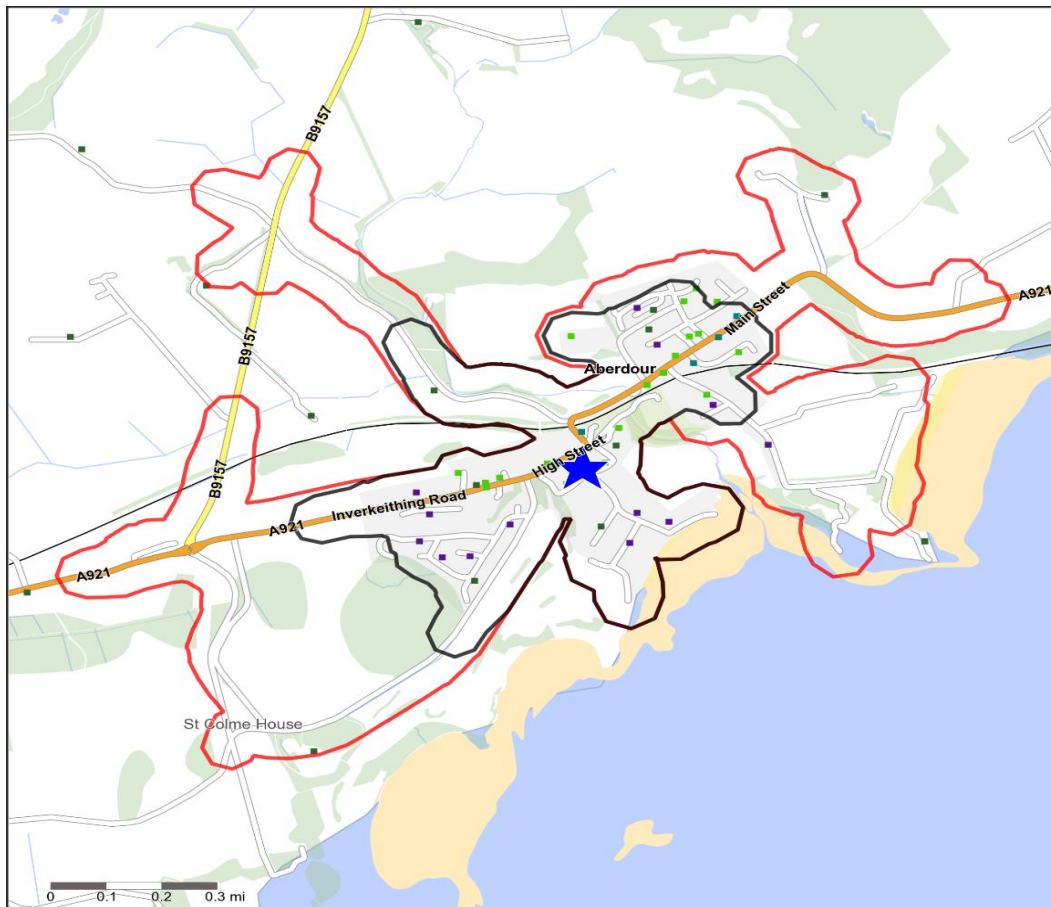
Number of Pubs	2	2	140
Catchment Adults 18+	1,251	1,358	153,801
Catchment Adults 18+ Per Pub	626	679	1,099
Populaton Projection 2018 to 2028 (% change)	1.21%	1.11%	3.47%

		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	Premium Local	1,077	86.1	166	1	Premium Local	1,113	82.0	158	1	High Street Pub	119,032	77.4	149
2	Great Pub Great Food	1,069	85.5	183	2	Great Pub Great Food	1,099	80.9	174	2	Community Pub	95,210	61.9	133
3	High Street Pub	279	22.3	35	3	High Street Pub	351	25.8	41	3	Premium Local	81,761	53.2	84
4	Community Pub	174	13.9	108	4	Community Pub	248	18.3	141	4	Great Pub Great Food	53,733	34.9	270
5	Bit of Style	114	9.1	23	5	Bit of Style	120	8.8	22	5	Bit of Style	33,743	21.9	54
6	Circuit Bar	8	0.6	2	6	Circuit Bar	14	1.0	4	6	Circuit Bar	30,864	20.1	75
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	15,653	10.2	99

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	206	16.5	186	220	16.2	183	12,556	8.2	92
C1	153	12.2	100	165	12.2	99	21,177	13.8	112
C2	66	5.3	64	72	5.3	64	14,685	9.5	116
DE	60	4.8	47	68	5.0	49	17,290	11.2	109

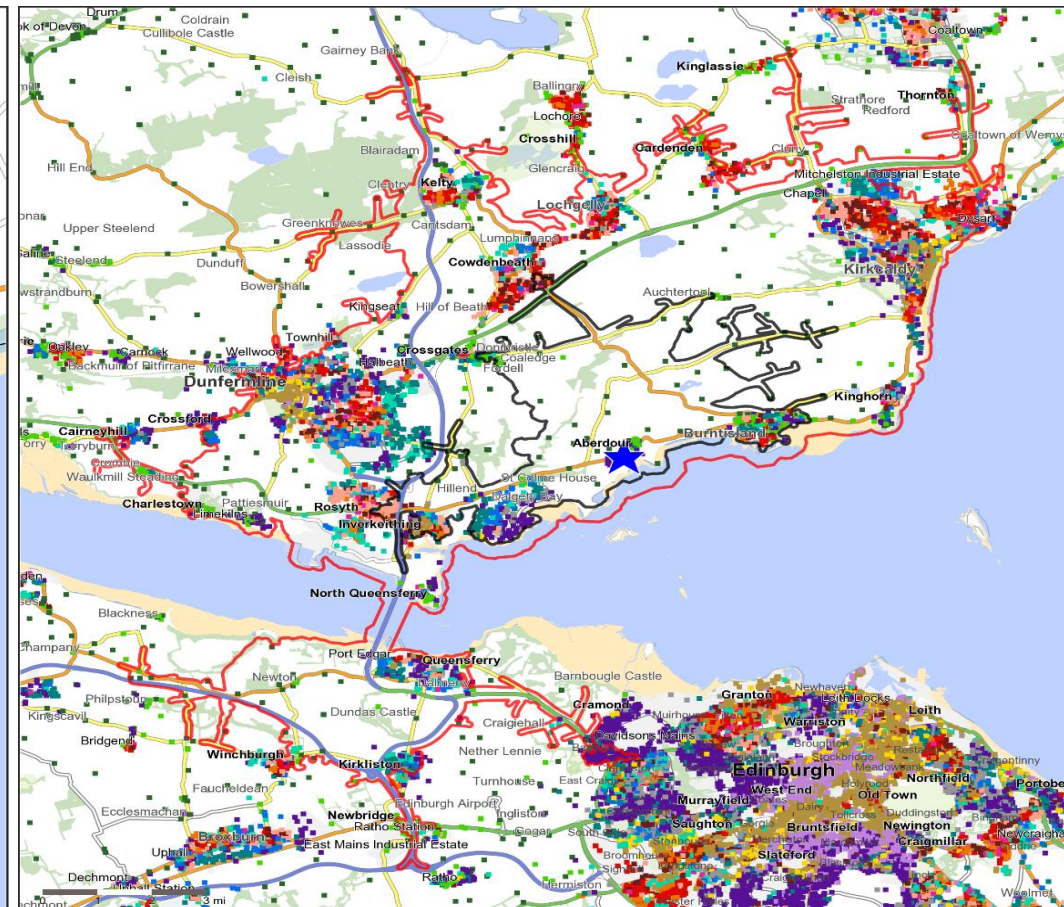
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	86	6.9	21	97	7.1	22	65,198	42.4	128
Medium (7-13)	419	33.5	101	477	35.1	106	51,182	33.3	100
High (14-19)	650	52.0	183	677	49.9	175	33,789	22.0	77

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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Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	D Rural Reality
K Municipal Tenants	L Vintage Value	I Family Basics
	M Modest Traditions	N Urban Cohesion
		E Senior Security
		J Transient Renters
		O Rental Hubs

# 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	23
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	573
B06	Diamond Days	96	99	488	2,614
B07	Alpha Families	265	269	1,016	3,853
B08	Bank of Mum and Dad	0	0	108	1,450
B09	Empty-Nest Adventure	86	86	1,533	6,681
C10	Wealthy Landowners	2	6	189	530
C11	Rural Vogue	0	1	102	530
C12	Scattered Homesteads	0	3	127	357
C13	Village Retirement	185	191	296	1,111
D14	Satellite Settlers	329	338	835	2,382
D15	Local Focus	0	0	659	1,762
D16	Outlying Seniors	174	245	883	2,426
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	95	1,819
E19	Bungalow Heaven	0	0	559	2,405
E20	Classic Grandparents	0	0	137	1,396
E21	Solo Retirees	0	0	123	1,235
F22	Boomerang Boarders	0	0	438	4,411
F23	Family Ties	0	0	177	1,290
F24	Fledgling Free	0	0	519	2,496
F25	Dependable Me	0	0	830	4,384
G26	Cafés and Catchments	0	0	0	157
G27	Thriving Independence	0	0	304	1,229
G28	Modern Parents	94	95	2,242	14,292
G29	Mid-Career Convention	11	11	982	4,527
H30	Primary Ambitions	0	0	0	968
H31	Affordable Fringe	0	0	353	2,925
H32	First-Rung Futures	0	0	380	1,770
H33	Contemporary Starts	8	14	355	6,282
H34	New Foundations	0	0	12	641
H35	Flying Solo	0	0	129	396

		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	1,047
I37	Budget Generations	0	0	145	1,372
I38	Economical Families	0	0	84	942
I39	Families on a Budget	0	0	286	3,374
J40	Value Rentals	0	0	245	2,640
J41	Youthful Endeavours	0	0	9	610
J42	Midlife Renters	0	0	137	1,122
J43	Renting Rooms	0	0	0	105
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	694
K47	Single Essentials	0	0	1,235	12,668
K48	Mature Workers	0	0	87	4,165
L49	Flatlet Seniors	0	0	242	3,043
L50	Pocket Pensions	0	0	138	1,857
L51	Retirement Communities	0	0	55	1,005
L52	Estate Veterans	0	0	652	8,565
L53	Seasoned Survivors	0	0	6	742
M54	Down-to-Earth Owners	0	0	1,748	13,683
M55	Back with the Folks	0	0	527	3,749
M56	Self Supporters	0	0	325	3,345
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	0	0	193	2,721
O61	Career Builders	0	0	85	806
O62	Central Pulse	0	0	0	11
O63	Flexible Workforce	0	0	0	2
O64	Bus-Route Renters	0	0	638	8,484
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	1	135
<b>Total</b>		<b>1,250</b>	<b>1,358</b>	<b>20,709</b>	<b>153,802</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

### 3. 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

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 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. K47 Single Essentials

Singles renting small social flats in town centres



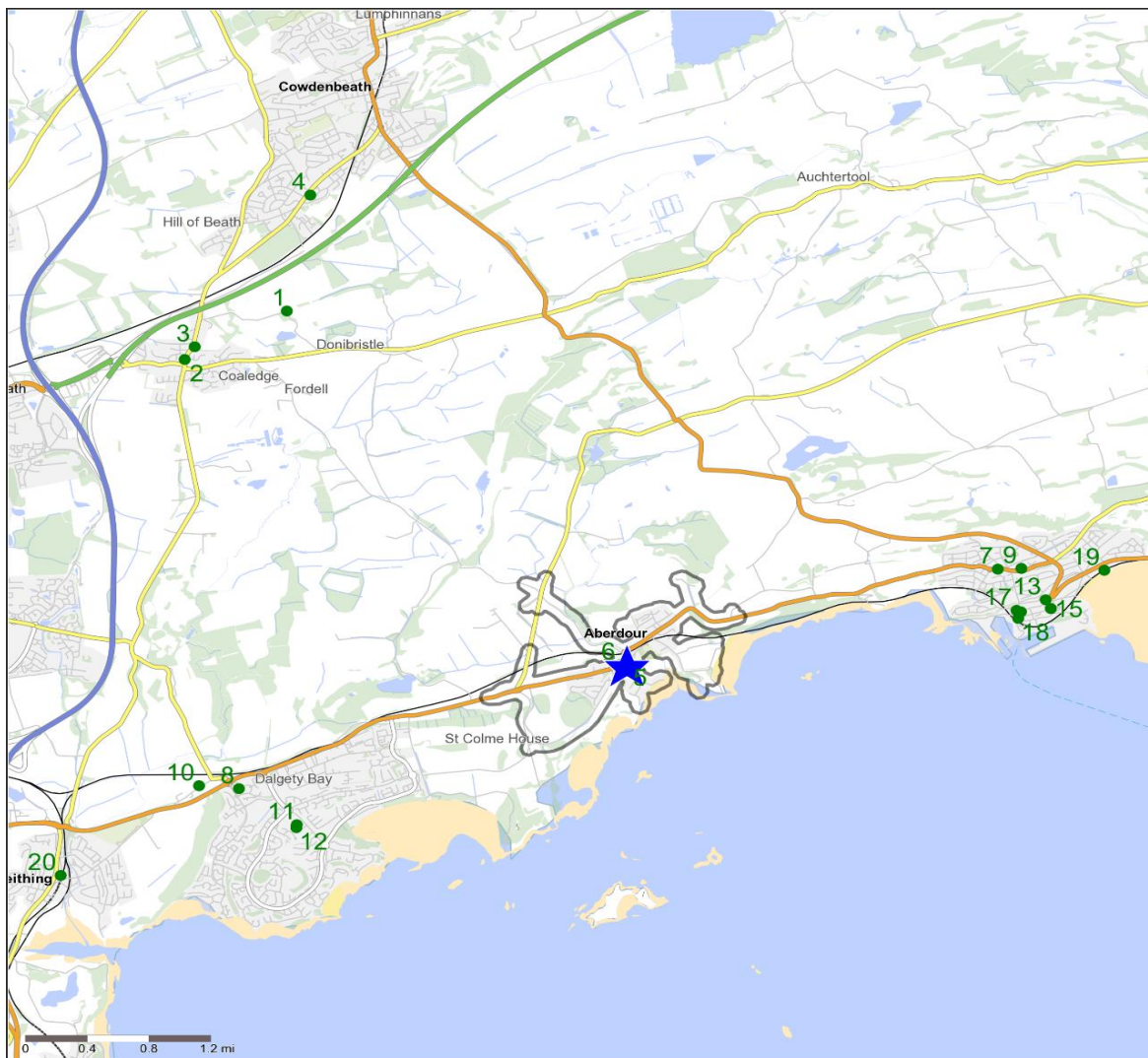
- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

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	109	8.0	27	607	44.7	273	642	47.3	91			
Male: Alone	245	18.0	61	106	7.8	50	1,007	74.2	139			
Male: Group	0	0.0	0	202	14.9	57	1,156	85.1	172			
Male: Pair	0	0.0	0	0	0.0	0	1,358	100.0	174			
Mixed Sex: Group	0	0.0	0	894	65.8	206	464	34.2	78			
Mixed Sex: Pair	444	32.7	139	525	38.7	119	389	28.6	67			
With Children	95	7.0	24	124	9.1	54	1,139	83.9	158			
Unknown	444	32.7	100	113	8.3	46	801	59.0	123			
<b>For Eating:</b>												
Upmarket	25	1.8	6	364	26.8	129	969	71.4	151			
Midmarket	0	0.0	0	0	0.0	0	1,358	100.0	181			
Downmarket	0	0.0	0	451	33.2	95	907	66.8	161			
<b>For Drinking (monthly spend):</b>												
Nothing	248	18.3	60	193	14.2	60	917	67.5	151			
Low (less than £10)	485	35.7	120	584	43.0	183	289	21.3	47			
Medium (Between £10 and £40)	291	21.4	70	469	34.5	194	598	44.0	88			
High (Greater than £40)	181	13.3	51	116	8.5	42	1,061	78.1	149			

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	62,391	40.6	134	14,252	9.3	57	77,024	50.1	96		
Male: Alone	52,578	34.2	115	40,253	26.2	168	60,835	39.6	74		
Male: Group	35,964	23.4	102	47,863	31.1	119	69,838	45.4	91		
Male: Pair	52,570	34.2	131	13,165	8.6	56	87,931	57.2	100		
Mixed Sex: Group	35,038	22.8	100	62,508	40.6	127	56,120	36.5	83		
Mixed Sex: Pair	47,411	30.8	131	58,183	37.8	116	48,072	31.3	73		
With Children	55,468	36.1	125	25,594	16.6	99	72,604	47.2	89		
Unknown	37,070	24.1	73	26,830	17.4	97	89,766	58.4	122		
<b>For Eating:</b>											
Upmarket	39,550	25.7	84	39,173	25.5	122	74,943	48.7	103		
Midmarket	43,592	28.3	83	5,450	3.5	39	104,624	68.0	123		
Downmarket	50,264	32.7	147	72,239	47.0	135	31,162	20.3	49		
<b>For Drinking (monthly spend):</b>											
Nothing	57,333	37.3	123	50,752	33.0	140	45,581	29.6	66		
Low (less than £10)	50,044	32.5	109	41,664	27.1	115	61,958	40.3	89		
Medium (Between £10 and £40)	49,159	32.0	104	32,957	21.4	120	71,549	46.5	93		
High (Greater than £40)	38,626	25.1	97	42,168	27.4	134	72,872	47.4	91		

## 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	Coaledge Tavern, KY 4 8HD	Independent Free	0.0	9.2
2	Middle Bar, KY 4 8AJ	Independent Free	0.0	11.1
3	Crystal Bar, KY 4 8DA	Independent Free	0.0	11.3
4	Silver Birch, KY 4 8LG	Rosemount Taverns	0.0	12.8
5	Cedar Inn, KY 3 0TR	Star Pubs & Bars	0.0	0.1
6	Forresters Arms, KY 3 0SJ	Star Pubs & Bars	1.5	0.5
7	Milton House, KY 3 0HA	Independent Free	53.4	5.9
8	Compass, KY11 9NA	Greene King	56.1	6.0
9	Jubilee Tavern, KY 3 0EN	Independent Free	56.1	6.3
10	Hillend Tavern, KY11 9ND	Independent Free	58.8	6.6
11	Bay Inn, KY11 9YD	Hawthorn Leisure	59.5	7.0
12	Louie Brown's Bar Kitchen & Deli, KY11 9UY	Independent Free	60.4	6.9
13	Old Port Bar, KY 3 9AQ	Independent Free	68.9	7.7
14	Crown Tavern, KY 3 9DY	Independent Free	69.9	8.3
15	Golf Tavern, KY 3 9DY	Independent Free	69.9	8.3
16	Silver Tassie, KY 3 9AS	Independent Free	74.7	7.2
17	Star, KY 3 9BD	Independent Free	75.4	7.5
18	Smugglers Inn, KY 3 9DP	Independent Free	76.0	8.1
19	Burntisland Sands Hotel, KY 3 9JX	Independent Free	76.7	9.5
20	Harrys Bar, KY11 1ND	Independent Free	85.9	9.5