

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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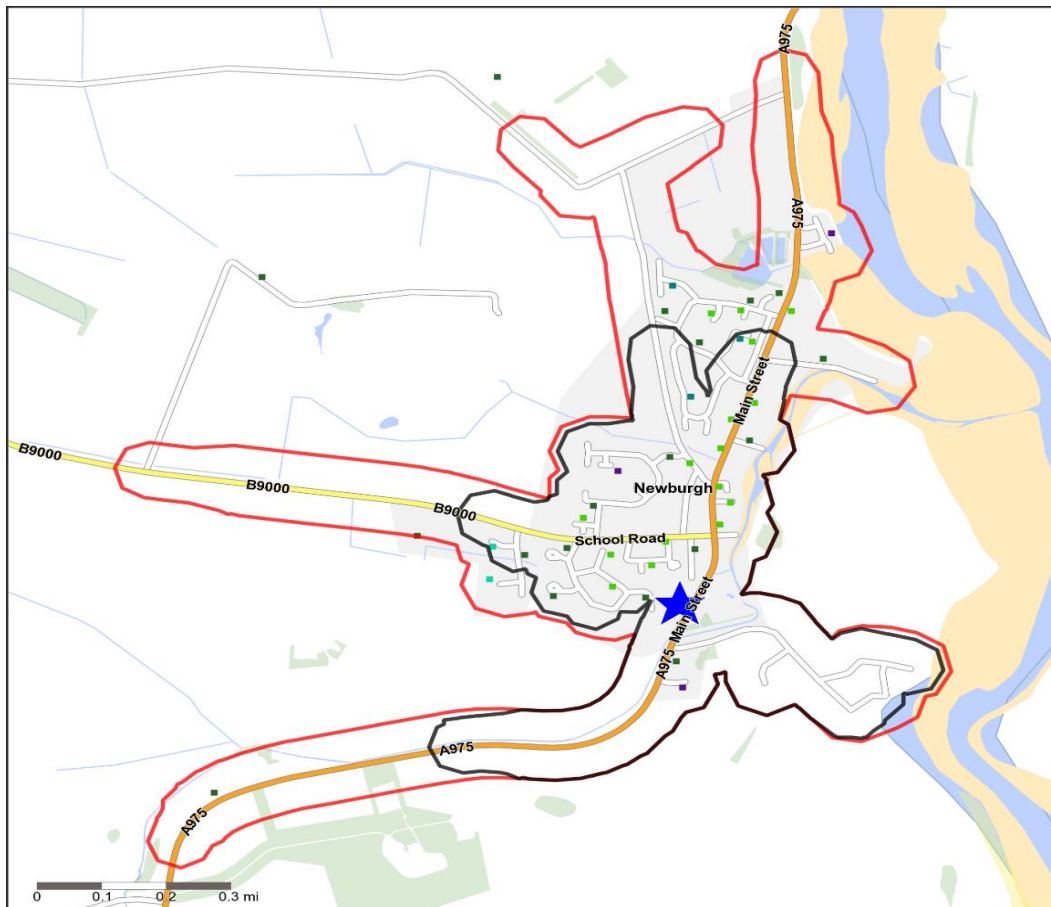
Number of Pubs	1	1	27
Catchment Adults 18+	914	1,280	62,148
Catchment Adults 18+ Per Pub	914	1,280	2,302
Populaton Projection 2018 to 2028 (% change)	10.76%	9.56%	7.72%

		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	758	82.9	160	1	Premium Local	1,124	87.8	170	1	Premium Local	38,621	62.1	120
2	Great Pub Great Food	747	81.7	175	2	Great Pub Great Food	1,096	85.6	184	2	High Street Pub	32,617	52.5	113
3	High Street Pub	239	26.1	41	3	High Street Pub	308	24.1	38	3	Great Pub Great Food	31,558	50.8	81
4	Community Pub	161	17.6	136	4	Bit of Style	215	16.8	130	4	Community Pub	24,176	38.9	301
5	Bit of Style	130	14.2	35	5	Community Pub	167	13.0	32	5	Bit of Style	16,930	27.2	68
6	Circuit Bar	11	1.2	4	6	Circuit Bar	27	2.1	8	6	Circuit Bar	9,796	15.8	59
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	5,869	9.4	92

	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	108	11.8	134	162	12.7	143	5,384	8.7	98
C1	124	13.6	111	179	14.0	114	8,612	13.9	113
C2	75	8.2	99	113	8.8	107	6,186	10.0	121
DE	39	4.3	41	53	4.1	40	4,343	7.0	68

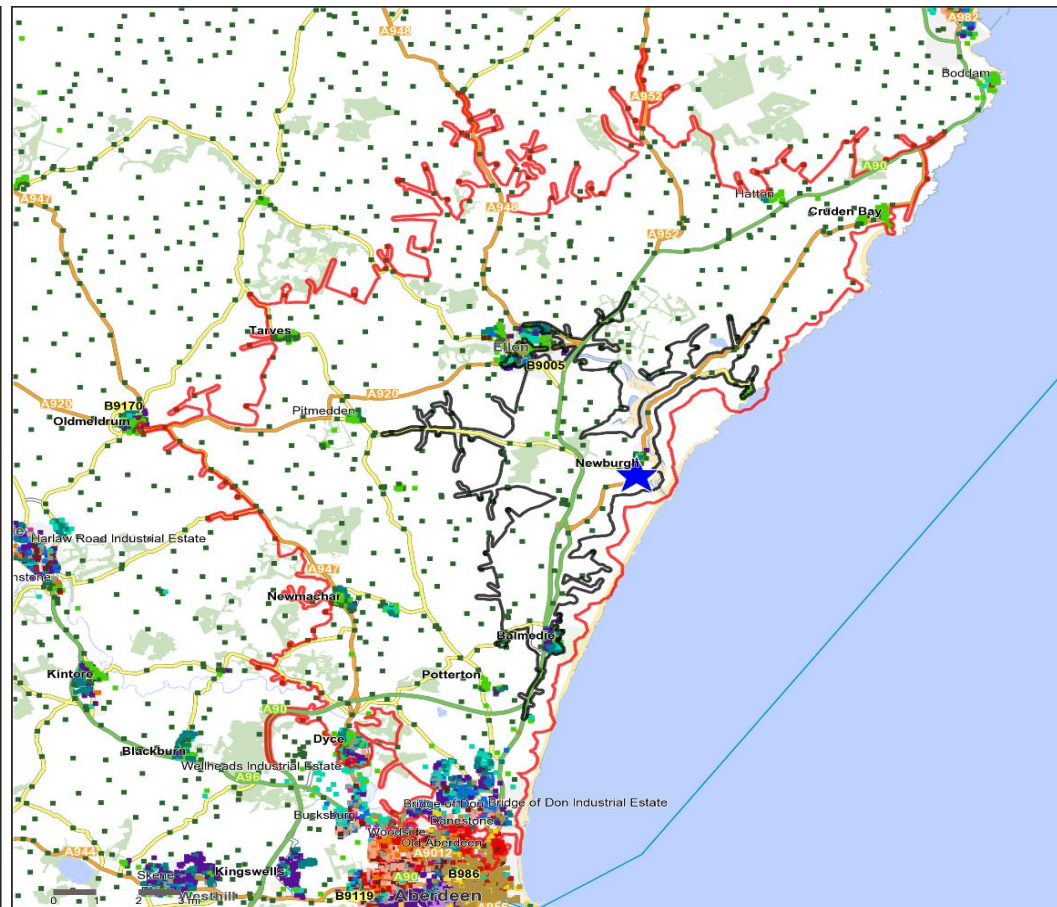
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	60	6.6	20	65	5.1	15	9,853	15.9	48
Medium (7-13)	268	29.3	88	380	29.7	90	20,558	33.1	100
High (14-19)	503	55.0	194	750	58.6	206	22,508	36.2	127

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	N 10 Minute Catchment	N 20 Minute Catchment		
A City Prosperity	B Prestige Positions	C Country Living	D Rural Reality	E Senior Security
F Suburban Stability	G Domestic Success	H Aspiring Homemakers	I Family Basics	J Transient Renters
K Municipal Tenants	L Vintage Value	M Modest Traditions	N Urban Cohesion	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	182
A03	Penthouse Chic		0	0	0	0
A04	Metro High-Flyers		0	0	0	2
B05	Premium Fortunes		0	0	0	118
B06	Diamond Days		0	0	0	65
B07	Alpha Families		119	165	410	1,590
B08	Bank of Mum and Dad		0	0	139	1,282
B09	Empty-Nest Adventure		0	0	53	2,394
C10	Wealthy Landowners		12	24	312	1,028
C11	Rural Vogue		38	84	715	2,820
C12	Scattered Homesteads		5	11	437	2,623
C13	Village Retirement		161	259	560	2,203
D14	Satellite Settlers		292	366	962	3,411
D15	Local Focus		36	36	367	2,626
D16	Outlying Seniors		120	120	487	3,940
D17	Far-Flung Outposts		0	0	0	0
E18	Legacy Elders		0	0	0	438
E19	Bungalow Heaven		0	0	366	1,439
E20	Classic Grandparents		0	0	0	530
E21	Solo Retirees		0	0	0	626
F22	Boomerang Boarders		0	0	0	1,555
F23	Family Ties		0	0	30	761
F24	Fledgling Free		0	0	141	1,002
F25	Dependable Me		0	0	30	1,073
G26	Cafés and Catchments		0	0	0	89
G27	Thriving Independence		0	0	0	511
G28	Modern Parents		119	188	1,683	5,556
G29	Mid-Career Convention		0	0	344	3,254
H30	Primary Ambitions		0	0	0	501
H31	Affordable Fringe		0	0	0	522
H32	First-Rung Futures		0	0	0	1,130
H33	Contemporary Starts		11	27	262	2,640
H34	New Foundations		0	0	0	284
H35	Flying Solo		0	0	73	370

			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
I37	Budget Generations		0	0	0	0
I38	Economical Families		0	0	0	0
I39	Families on a Budget		0	0	0	194
J40	Value Rentals		0	0	5	29
J41	Youthful Endeavours		0	0	0	36
J42	Midlife Renters		0	0	10	161
J43	Renting Rooms		0	0	0	10
K44	Inner City Stalwarts		0	0	0	0
K45	City Diversity		0	0	0	76
K46	High Rise Residents		0	0	0	1,789
K47	Single Essentials		0	0	0	1,987
K48	Mature Workers		0	0	0	0
L49	Flatlet Seniors		0	0	0	485
L50	Pocket Pensions		0	0	173	796
L51	Retirement Communities		0	0	0	165
L52	Estate Veterans		0	0	0	333
L53	Seasoned Survivors		0	0	0	0
M54	Down-to-Earth Owners		0	0	0	244
M55	Back with the Folks		0	0	0	866
M56	Self Supporters		0	0	0	286
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	0	468
O61	Career Builders		0	0	0	413
O62	Central Pulse		0	0	0	275
O63	Flexible Workforce		0	0	0	74
O64	Bus-Route Renters		0	0	109	1,380
O65	Learners & Earners		0	0	0	1,040
O66	Student Scene		0	0	0	580
U99	Unclassified		0	0	0	3,897
Total			913	1,280	7,668	62,150

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. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

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

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. 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

3. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



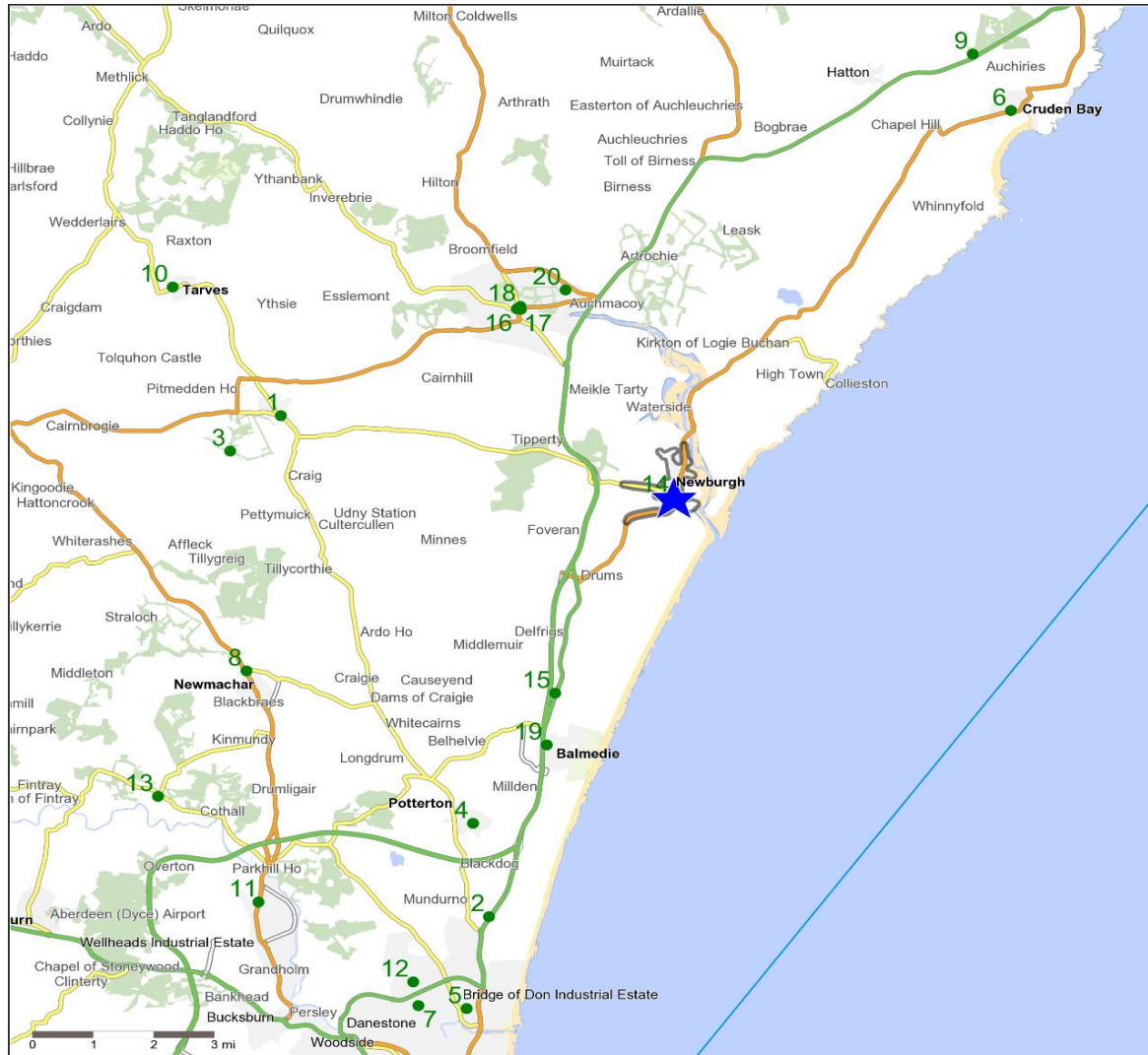
- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

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

	20 Minute Walktime											
	High				Medium				Low			
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	215	16.8	56	<div><div></div></div>	567	44.3	271	<div><div></div></div>	497	38.8	75	<div><div></div></div>
Male: Alone	120	9.4	31	<div><div></div></div>	188	14.7	94	<div><div></div></div>	972	75.9	142	<div><div></div></div>
Male: Group	0	0.0	0	<div><div></div></div>	295	23.0	88	<div><div></div></div>	985	77.0	155	<div><div></div></div>
Male: Pair	0	0.0	0	<div><div></div></div>	0	0.0	0	<div><div></div></div>	1,280	100.0	174	<div><div></div></div>
Mixed Sex: Group	0	0.0	0	<div><div></div></div>	996	77.8	244	<div><div></div></div>	283	22.1	50	<div><div></div></div>
Mixed Sex: Pair	554	43.3	185	<div><div></div></div>	390	30.5	94	<div><div></div></div>	335	26.2	61	<div><div></div></div>
With Children	188	14.7	51	<div><div></div></div>	63	4.9	29	<div><div></div></div>	1,028	80.3	152	<div><div></div></div>
Unknown	590	46.1	140	<div><div></div></div>	27	2.1	12	<div><div></div></div>	662	51.7	108	<div><div></div></div>
For Eating:												
Upmarket	27	2.1	7	<div><div></div></div>	353	27.6	132	<div><div></div></div>	899	70.2	149	<div><div></div></div>
Midmarket	0	0.0	0	<div><div></div></div>	0	0.0	0	<div><div></div></div>	1,280	100.0	181	<div><div></div></div>
Downmarket	0	0.0	0	<div><div></div></div>	371	29.0	83	<div><div></div></div>	908	70.9	171	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	167	13.0	43	<div><div></div></div>	272	21.3	90	<div><div></div></div>	841	65.7	147	<div><div></div></div>
Low (less than £10)	458	35.8	120	<div><div></div></div>	606	47.3	202	<div><div></div></div>	216	16.9	37	<div><div></div></div>
Medium (Between £10 and £40)	188	14.7	48	<div><div></div></div>	459	35.9	201	<div><div></div></div>	633	49.5	98	<div><div></div></div>
High (Greater than £40)	188	14.7	57	<div><div></div></div>	24	1.9	9	<div><div></div></div>	1,068	83.4	160	<div><div></div></div>

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	21,486	34.6	114	8,576	13.8	84	28,190	45.4	87
Male: Alone	13,542	21.8	73	14,495	23.3	149	30,214	48.6	91
Male: Group	7,746	12.5	54	18,637	30.0	114	31,868	51.3	103
Male: Pair	12,838	20.7	79	3,411	5.5	36	42,002	67.6	118
Mixed Sex: Group	10,649	17.1	75	29,272	47.1	147	18,330	29.5	67
Mixed Sex: Pair	21,174	34.1	145	19,888	32.0	98	17,190	27.7	65
With Children	13,994	22.5	78	9,170	14.8	88	35,088	56.5	107
Unknown	18,149	29.2	89	8,314	13.4	75	31,789	51.2	107
For Eating:									
Upmarket	16,072	25.9	84	10,347	16.6	80	31,832	51.2	108
Midmarket	13,336	21.5	62	785	1.3	14	44,131	71.0	128
Downmarket	10,054	16.2	73	29,211	47.0	135	18,986	30.5	73
For Drinking (monthly spend):									
Nothing	17,906	28.8	95	22,291	35.9	152	18,054	29.1	65
Low (less than £10)	22,850	36.8	123	19,138	30.8	131	16,264	26.2	58
Medium (Between £10 and £40)	19,460	31.3	102	12,345	19.9	111	26,446	42.6	85
High (Greater than £40)	17,246	27.7	107	8,124	13.1	64	32,881	52.9	101

Competitor Map



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 Site
  Star Pubs
  Pubs
  Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Craft, AB41 7NX	Independent Free	0.0	11.2
2	Mill Of Mundurno, AB23 8BP	Whitbread	0.0	11.8
3	Eat On The Green, AB41 7RS	Independent Free	0.0	12.9
4	Stead Inn, AB23 8UB	Hawthorn Leisure	0.0	13.0
5	Black Dog, AB23 8PA	Stonegate Pub Company	0.0	14.4
6	Fairway, AB42 0NJ	Independent Free	0.0	16.1
7	Parkway, AB22 8LX	Punch Pub Company	0.0	16.3
8	Newmachar Hotel, AB21 0QD	Independent Free	0.0	16.6
9	Little Gem, AB42 0PE	Independent Free	0.0	16.7
10	Aberdeen Arms Hotel, AB41 7JX	Independent Free	0.0	17.4
11	Greentrees, AB21 7AA	Retail & Licensed Properties	0.0	17.8
12	Mains Of Scotstown Inn, AB22 8WT	Punch Pub Company	0.0	18.1
13	Dyce Farm, AB21 0BH	Greene King	0.0	19.3
14	Newburgh Inn, AB41 6BP	Star Pubs & Bars	0.0	0.2
15	Cock & Bull, AB23 8XY	Independent Free	89.6	6.5
16	Bridge Bar, AB41 9AA	Greene King	101.4	8.7
17	Chocolate Bar, AB41 9JD	Independent Free	101.8	8.7
18	Tolbooth, AB41 9AE	Independent Free	103.8	9.1
19	White Horse Inn, AB23 8XR	Independent Free	108.2	9.0
20	Brewdog, AB41 8BX	BrewDog plc	115.8	9.2