

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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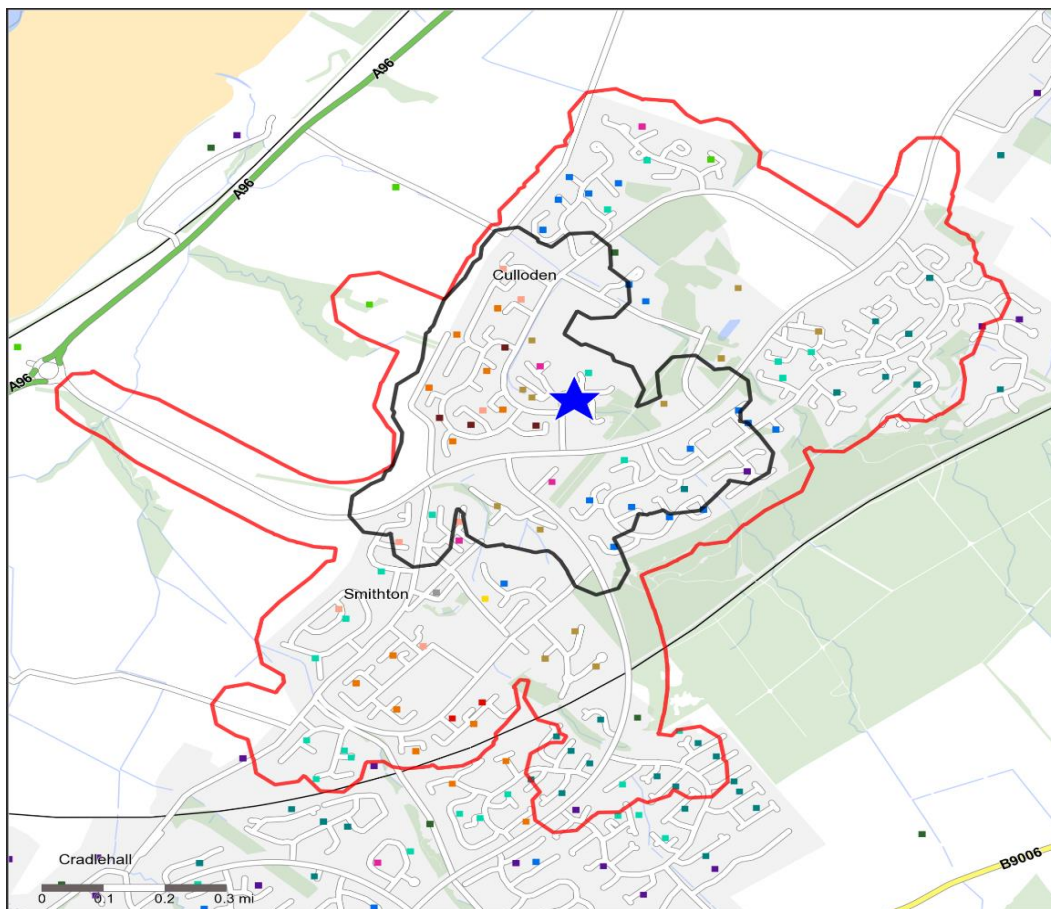
Number of Pubs	1	2	56
Catchment Adults 18+	1,619	5,178	61,750
Catchment Adults 18+ Per Pub	1,619	2,589	1,103
Populaton Projection 2018 to 2028 (% change)	0.35%	0.42%	1.53%

		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	1,523	94.1	182	1	High Street Pub	4,564	88.1	170	1	High Street Pub	39,760	64.4	124
2	Community Pub	1,413	87.3	187	2	Community Pub	3,578	69.1	148	2	Premium Local	36,214	58.6	126
3	Premium Local	706	43.6	69	3	Premium Local	2,852	55.1	87	3	Community Pub	34,331	55.6	88
4	Great Pub Great Food	211	13.0	101	4	Great Pub Great Food	1,567	30.3	234	4	Great Pub Great Food	25,166	40.8	315
5	Circuit Bar	190	11.7	29	5	Bit of Style	1,428	27.6	68	5	Bit of Style	14,293	23.1	57
6	Bit of Style	125	7.7	29	6	Circuit Bar	1,009	19.5	73	6	Circuit Bar	13,531	21.9	82
7	Craft Led	66	4.1	40	7	Craft Led	290	5.6	54	7	Craft Led	5,053	8.2	79

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	85	5.3	59	339	6.5	74	4,771	7.7	87
C1	222	13.7	112	805	15.5	127	8,144	13.2	108
C2	198	12.2	148	614	11.9	144	6,293	10.2	123
DE	211	13.0	127	620	12.0	116	6,826	11.1	107

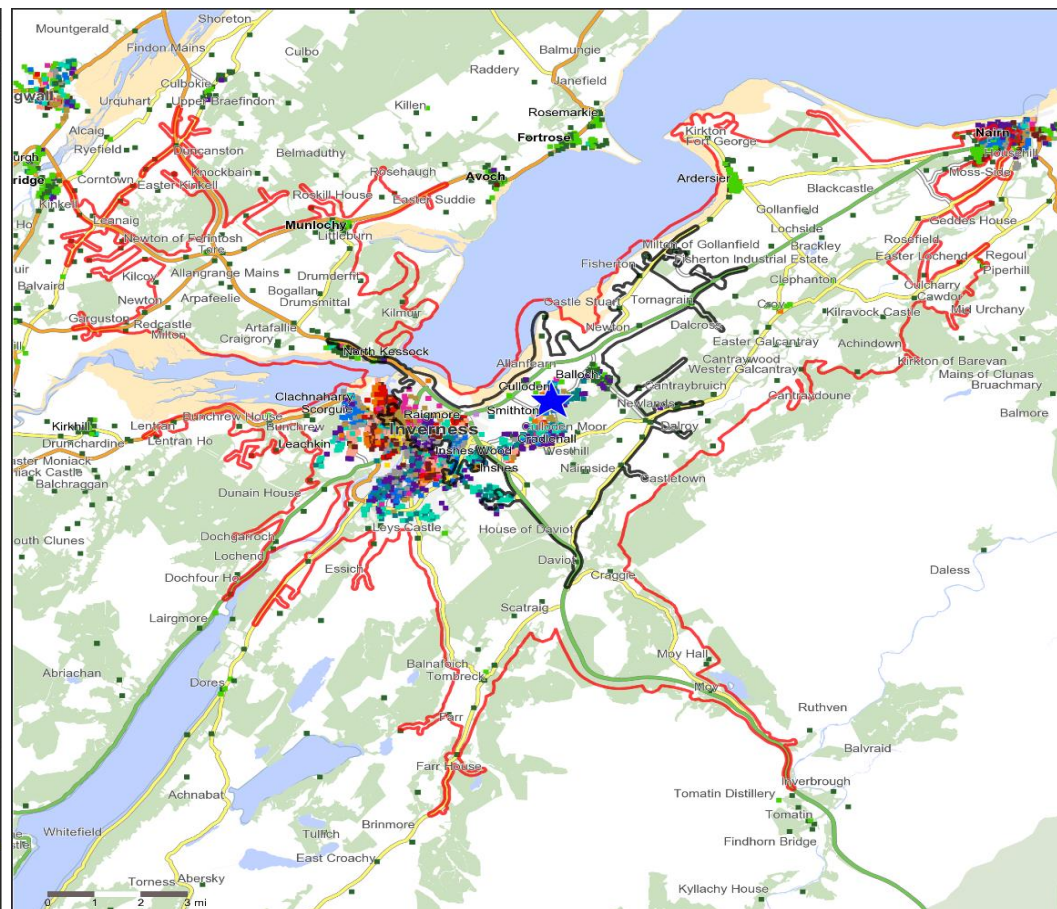
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	773	47.7	144	1,961	37.9	114	18,640	30.2	91
Medium (7-13)	689	42.6	128	2,364	45.7	138	24,408	39.5	119
High (14-19)	150	9.3	33	863	16.7	59	16,758	27.1	95

## 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	0	0	0	0
A02	Uptown Elite	0	0	18	25
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	109	160
B06	Diamond Days	0	2	359	646
B07	Alpha Families	0	30	636	1,085
B08	Bank of Mum and Dad	0	49	612	1,375
B09	Empty-Nest Adventure	93	150	1,140	2,761
C10	Wealthy Landowners	0	9	262	653
C11	Rural Vogue	0	2	195	1,491
C12	Scattered Homesteads	0	0	261	2,412
C13	Village Retirement	3	6	833	1,850
D14	Satellite Settlers	0	3	280	812
D15	Local Focus	0	0	7	1,128
D16	Outlying Seniors	0	60	102	1,282
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	362	1,259
E19	Bungalow Heaven	0	36	106	1,145
E20	Classic Grandparents	0	0	326	499
E21	Solo Retirees	0	0	273	1,142
F22	Boomerang Boarders	37	110	613	1,663
F23	Family Ties	14	32	210	570
F24	Fledgling Free	0	50	164	902
F25	Dependable Me	249	625	1,099	2,887
G26	Cafés and Catchments	0	0	24	71
G27	Thriving Independence	0	0	697	1,383
G28	Modern Parents	0	576	1,370	3,069
G29	Mid-Career Convention	15	225	724	1,552
H30	Primary Ambitions	44	109	397	679
H31	Affordable Fringe	19	245	300	941
H32	First-Rung Futures	66	174	340	1,071
H33	Contemporary Starts	0	210	1,769	4,491
H34	New Foundations	0	0	19	226
H35	Flying Solo	0	116	283	733

		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	162	258	590	996
I37	Budget Generations	35	221	276	543
I38	Economical Families	166	166	166	388
I39	Families on a Budget	25	129	129	1,522
J40	Value Rentals	0	17	17	94
J41	Youthful Endeavours	0	0	74	225
J42	Midlife Renters	76	145	404	597
J43	Renting Rooms	0	0	71	154
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	114	151
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	0	0	791	2,349
K48	Mature Workers	0	125	182	354
L49	Flatlet Seniors	0	0	121	570
L50	Pocket Pensions	0	0	0	457
L51	Retirement Communities	0	0	200	379
L52	Estate Veterans	248	248	547	2,600
L53	Seasoned Survivors	0	0	65	147
M54	Down-to-Earth Owners	166	244	417	1,685
M55	Back with the Folks	69	265	498	2,066
M56	Self Supporters	0	0	83	416
N57	Community Elders	0	0	0	31
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	8	31	629	996
O61	Career Builders	0	0	192	376
O62	Central Pulse	0	0	299	381
O63	Flexible Workforce	0	0	126	141
O64	Bus-Route Renters	123	509	2,162	3,912
O65	Learners & Earners	0	0	2	2
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	138	254
<b>Total</b>		<b>1,618</b>	<b>5,177</b>	<b>22,183</b>	<b>61,749</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

### 2. 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

### 3. 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

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

### 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. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



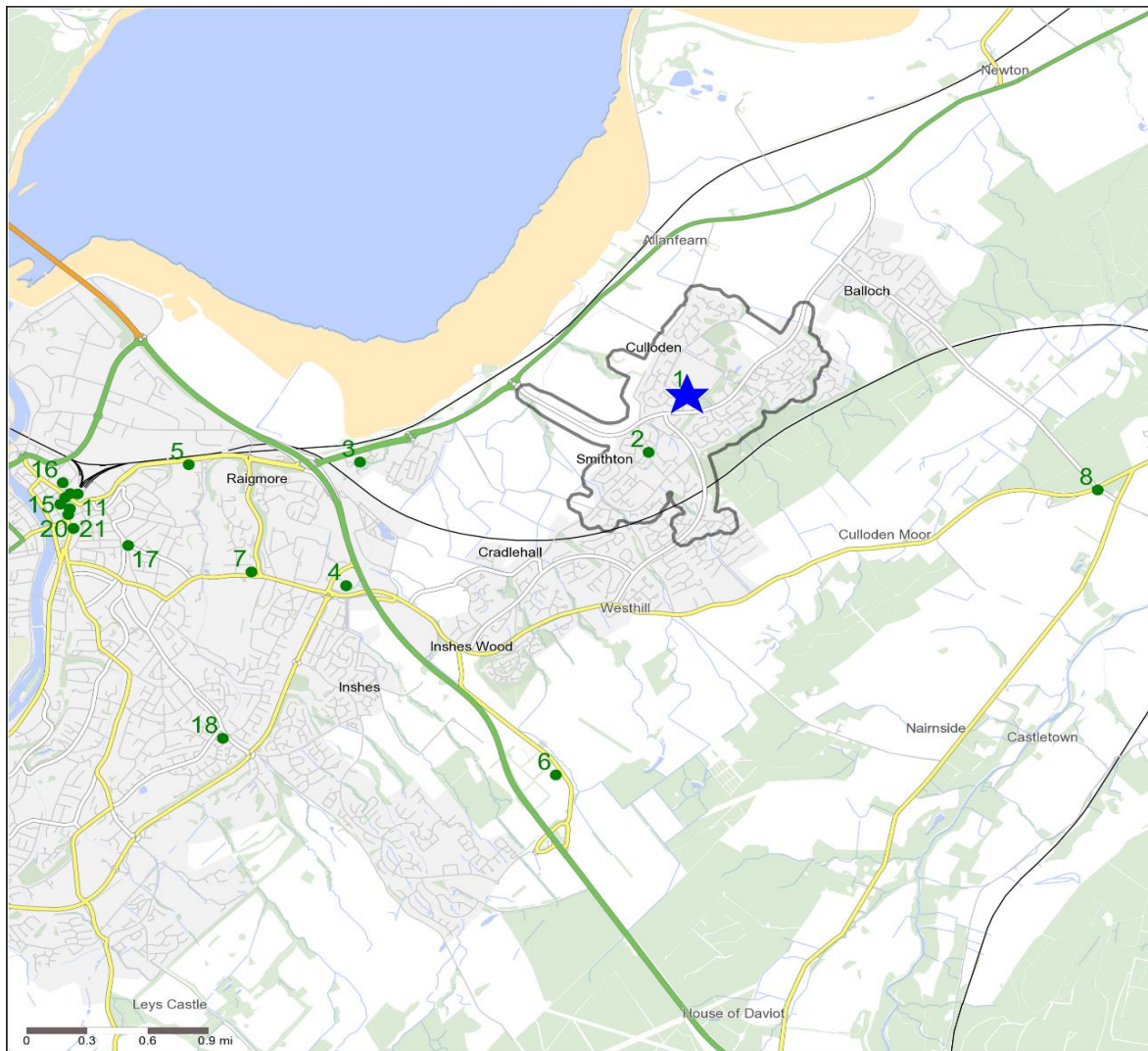
- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

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	2,220	42.9	142	758	14.6	89	2,201	42.5	82		
Male: Alone	2,487	48.0	161	947	18.3	117	1,744	33.7	63		
Male: Group	2,043	39.5	173	935	18.1	69	2,201	42.5	86		
Male: Pair	1,585	30.6	117	965	18.6	122	2,628	50.8	88		
Mixed Sex: Group	1,398	27.0	118	2,220	42.9	134	1,561	30.1	69		
Mixed Sex: Pair	2,381	46.0	196	1,815	35.1	108	983	19.0	44		
With Children	2,802	54.1	187	841	16.2	97	1,535	29.6	56		
Unknown	2,009	38.8	118	1,091	21.1	117	2,078	40.1	84		
<b>For Eating:</b>											
Upmarket	2,122	41.0	134	1,193	23.0	111	1,863	36.0	76		
Midmarket	1,654	31.9	93	503	9.7	108	3,021	58.3	105		
Downmarket	2,701	52.2	235	2,003	38.7	111	474	9.2	22		
<b>For Drinking (monthly spend):</b>											
Nothing	1,915	37.0	122	2,252	43.5	184	1,011	19.5	44		
Low (less than £10)	2,022	39.0	131	2,098	40.5	173	1,058	20.4	45		
Medium (Between £10 and £40)	2,016	38.9	127	1,014	19.6	110	2,148	41.5	83		
High (Greater than £40)	1,544	29.8	115	1,574	30.4	148	2,060	39.8	76		

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	23,175	37.5	124	6,035	9.8	60	32,285	52.3	100		
Male: Alone	18,844	30.5	102	10,370	16.8	108	32,282	52.3	98		
Male: Group	13,967	22.6	99	14,931	24.2	92	32,597	52.8	106		
Male: Pair	17,649	28.6	110	6,463	10.5	69	37,384	60.5	106		
Mixed Sex: Group	12,831	20.8	91	23,746	38.5	120	24,919	40.4	92		
Mixed Sex: Pair	17,982	29.1	124	22,348	36.2	111	21,166	34.3	80		
With Children	17,228	27.9	96	10,986	17.8	106	33,281	53.9	102		
Unknown	12,891	20.9	64	13,560	22.0	122	35,045	56.8	118		
<b>For Eating:</b>											
Upmarket	20,492	33.2	108	10,622	17.2	83	30,382	49.2	104		
Midmarket	16,539	26.8	78	3,501	5.7	63	41,456	67.1	121		
Downmarket	17,091	27.7	125	25,860	41.9	120	18,545	30.0	72		
<b>For Drinking (monthly spend):</b>											
Nothing	19,957	32.3	107	19,310	31.3	132	22,228	36.0	80		
Low (less than £10)	21,750	35.2	118	17,227	27.9	119	22,519	36.5	80		
Medium (Between £10 and £40)	18,030	29.2	95	13,405	21.7	122	30,060	48.7	97		
High (Greater than £40)	14,718	23.8	92	12,607	20.4	99	34,170	55.3	106		

## 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	Blacksmiths Sports Bar, IV 2 7LL	Star Pubs & Bars	0.0	0.2
2	Smithton Hotel, IV 2 7NL	Independent Free	11.5	2.4
3	Snow Goose, IV 2 7PA	Mitchells & Butlers	39.5	4.4
4	Inches Gate, IV 2 3BW	Whitbread	52.5	8.1
5	Chieftain Hotel, IV 2 3PS	Star Pubs & Bars	56.1	6.3
6	Drumossie Hotel, IV 2 5BE	Macdonald Hotels	57.3	6.9
7	Fluke, IV 2 3XQ	Mitchells & Butlers	57.6	8.3
8	Culloden Moor Inn, IV 2 5ED	Independent Free	61.8	7.7
9	Keg, IV 1 1QG	Star Pubs & Bars	69.8	8.1
10	Tooth & Claw, IV 1 1QG	Independent Free	69.8	8.1
11	Royal Highland Hotel, IV 1 1LG	Independent Free	70.0	8.7
12	Platform 8, IV 1 1JT	Greene King	70.2	8.5
13	Bar One, IV 1 1JN	Rosemount Taverns	70.3	8.4
14	Gunsmiths, IV 1 1PX	Star Pubs & Bars	71.4	8.5
15	Maccallums, IV 1 1PX	Star Pubs & Bars	71.4	8.5
16	Berties Bar, IV 1 1LS	Compass Catering	72.3	9.3
17	Corriegarth Hotel & Corrie Bar, IV 2 3JU	Star Pubs & Bars	75.9	8.7
18	Dows Bar & Bistro, IV 2 4PF	Hawthorn Leisure	80.6	10.3
19	Caledonian, IV 1 1HY	Stonegate Pub Company	81.2	8.4
20	Number 27, IV 2 3DU	Independent Free	82.0	10.3