

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	82	113	172
Catchment Adults 18+	8,494	36,846	204,665
Catchment Adults 18+ Per Pub	104	326	1,190
Populaton Projection 2018 to 2028 (% change)	13.41%	10.39%	7.06%

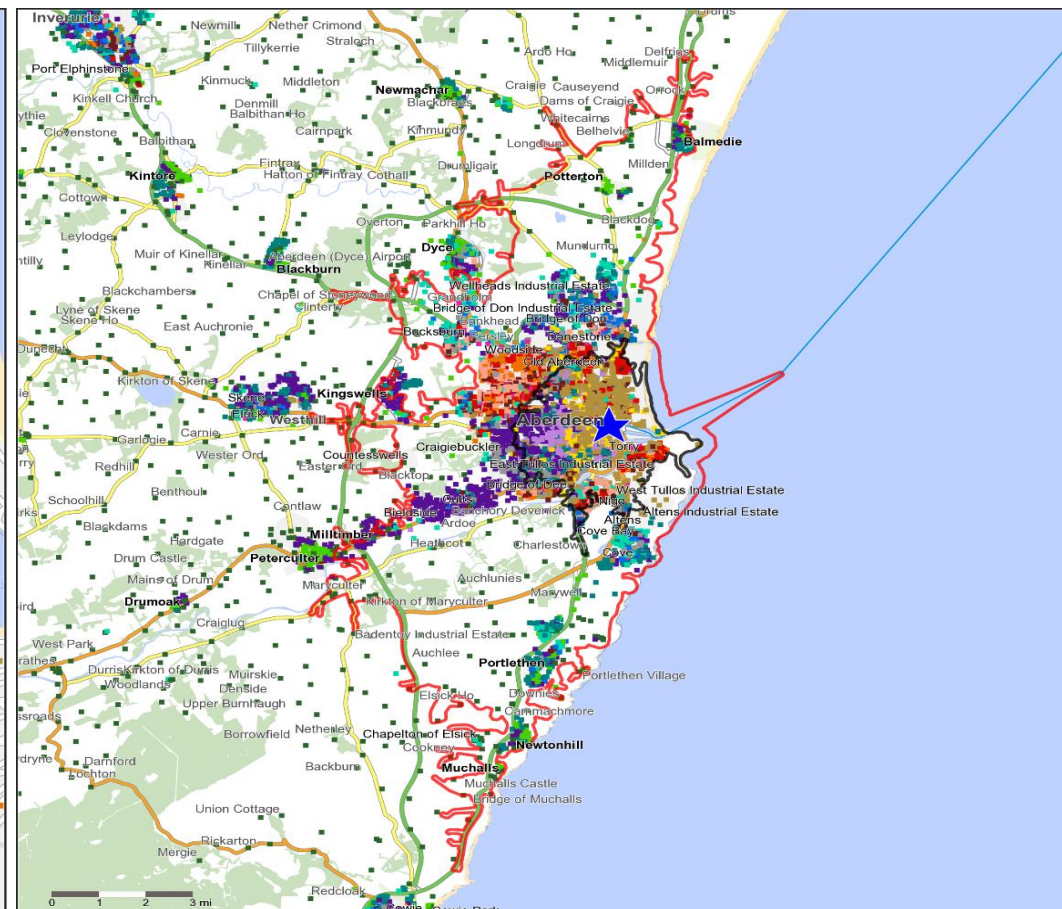
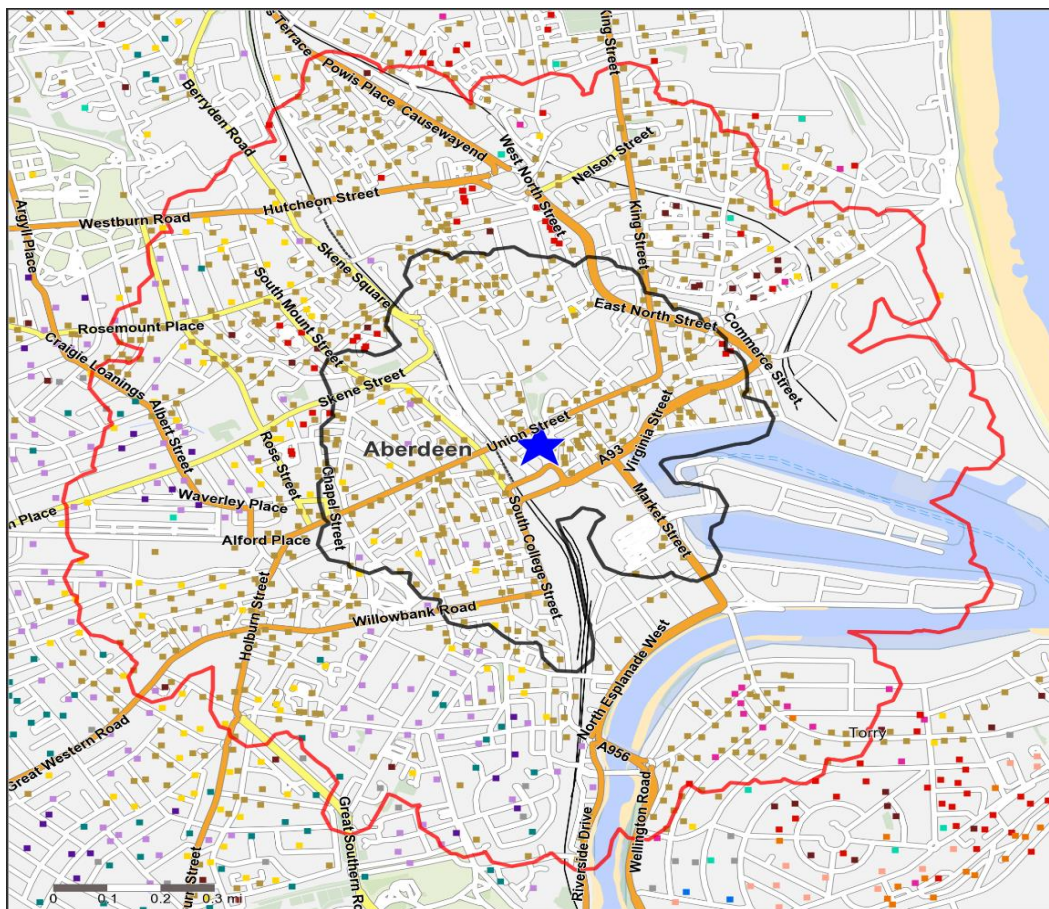
		10 Minute Walktime			20 Minute Walktime			20 Minute Drivetime						
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	8,085	95.2	184	1	High Street Pub	33,162	90.0	174	1	High Street Pub	151,753	74.1	143
2	Circuit Bar	7,537	88.7	190	2	Circuit Bar	27,544	74.8	160	2	Community Pub	104,591	51.1	110
3	Bit of Style	7,375	86.8	138	3	Bit of Style	27,520	74.7	119	3	Premium Local	85,484	41.8	66
4	Craft Led	7,275	85.6	662	4	Craft Led	25,477	69.1	535	4	Bit of Style	75,252	36.8	284
5	Community Pub	1,962	23.1	57	5	Community Pub	11,624	31.5	78	5	Circuit Bar	70,772	34.6	86
6	Premium Local	162	1.9	7	6	Great Pub Great Food	3,747	10.2	38	6	Great Pub Great Food	68,428	33.4	125
7	Great Pub Great Food	105	1.2	12	7	Premium Local	2,807	7.6	74	7	Craft Led	57,338	28.0	272

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	1,028	12.1	137	5,164	14.0	158	21,221	10.4	117
C1	1,905	22.4	183	8,274	22.5	183	31,719	15.5	126
C2	636	7.5	91	3,198	8.7	105	18,951	9.3	112
DE	782	9.2	89	3,621	9.8	95	19,217	9.4	91

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)	2,567	30.2	91	12,682	34.4	104	62,624	30.6	92
Medium (7-13)	2,115	24.9	75	8,882	24.1	73	55,715	27.2	82
High (14-19)	353	4.2	15	3,698	10.0	35	54,766	26.8	94

## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

## 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	4	21	21
A02	Uptown Elite	29	1,450	6,517	6,529
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	71	590	717	717
B05	Premium Fortunes	0	198	1,951	4,321
B06	Diamond Days	0	98	2,775	6,134
B07	Alpha Families	0	0	749	5,158
B08	Bank of Mum and Dad	0	25	356	2,637
B09	Empty-Nest Adventure	0	0	196	2,337
C10	Wealthy Landowners	0	0	0	1,657
C11	Rural Vogue	0	0	0	888
C12	Scattered Homesteads	0	0	0	229
C13	Village Retirement	0	0	2	1,624
D14	Satellite Settlers	0	0	1	1,855
D15	Local Focus	0	0	0	957
D16	Outlying Seniors	0	0	0	965
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	121	3,272	6,935
E19	Bungalow Heaven	0	0	0	1,190
E20	Classic Grandparents	0	0	251	870
E21	Solo Retirees	0	0	364	2,249
F22	Boomerang Boarders	0	0	35	2,046
F23	Family Ties	0	0	12	792
F24	Fledgling Free	0	0	65	1,311
F25	Dependable Me	0	0	143	3,292
G26	Cafés and Catchments	0	345	2,543	2,854
G27	Thriving Independence	0	127	1,797	3,412
G28	Modern Parents	0	0	9	6,230
G29	Mid-Career Convention	0	0	83	3,347
H30	Primary Ambitions	0	0	195	1,820
H31	Affordable Fringe	0	0	235	2,572
H32	First-Rung Futures	0	0	479	3,145
H33	Contemporary Starts	0	0	46	4,723
H34	New Foundations	0	28	390	1,006
H35	Flying Solo	0	19	164	1,189

		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	168	1,751
I37	Budget Generations	0	0	127	670
I38	Economical Families	0	0	41	631
I39	Families on a Budget	0	5	1,083	3,963
J40	Value Rentals	0	0	8	302
J41	Youthful Endeavours	0	36	311	1,007
J42	Midlife Renters	0	0	151	903
J43	Renting Rooms	0	375	566	729
K44	Inner City Stalwarts	0	29	123	192
K45	City Diversity	0	278	1,244	1,395
K46	High Rise Residents	222	1,373	3,416	5,430
K47	Single Essentials	0	500	6,522	13,046
K48	Mature Workers	0	0	6	422
L49	Flatlet Seniors	0	496	2,130	3,905
L50	Pocket Pensions	0	0	120	1,658
L51	Retirement Communities	0	268	1,172	1,605
L52	Estate Veterans	0	0	519	3,217
L53	Seasoned Survivors	0	0	192	648
M54	Down-to-Earth Owners	0	0	848	6,073
M55	Back with the Folks	0	0	2,043	8,289
M56	Self Supporters	0	0	433	1,552
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	321	2,008	5,076	6,322
O61	Career Builders	5	790	2,833	3,795
O62	Central Pulse	5,967	20,558	26,456	26,682
O63	Flexible Workforce	0	52	343	343
O64	Bus-Route Renters	268	2,793	6,749	10,493
O65	Learners & Earners	156	1,024	4,353	4,949
O66	Student Scene	1,146	2,534	4,179	4,189
U99	Unclassified	309	724	2,663	5,493
<b>Total</b>		<b>8,494</b>	<b>36,848</b>	<b>97,243</b>	<b>204,666</b>



## 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. 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. 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

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 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. 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

### 3. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads



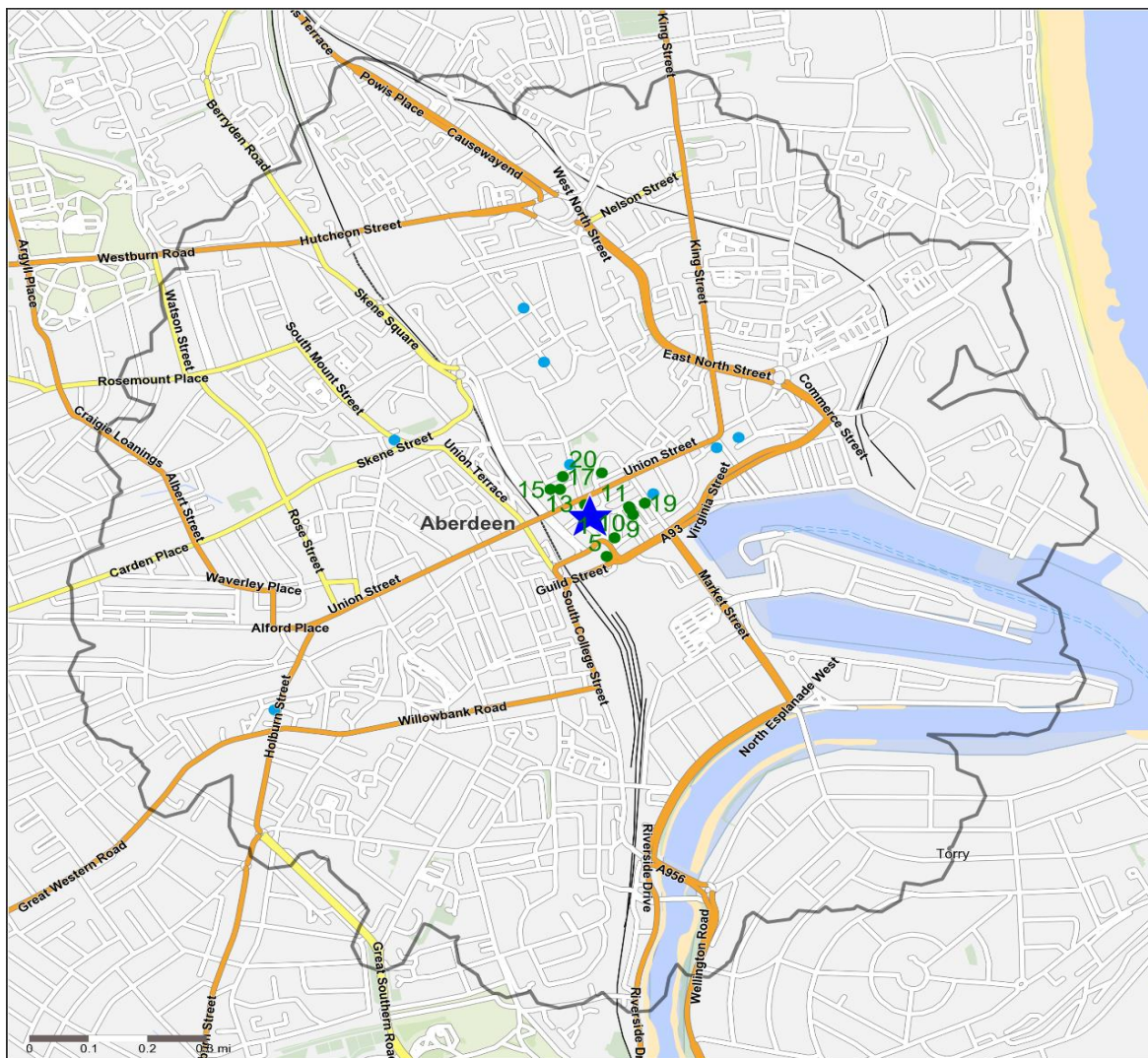
- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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	32,626	88.5	293	1,754	4.8	29	1,742	4.7	9			
Male: Alone	7,638	20.7	70	6,779	18.4	118	21,705	58.9	110			
Male: Group	27,682	75.1	329	5,831	15.8	60	2,610	7.1	14			
Male: Pair	30,550	82.9	318	993	2.7	18	4,580	12.4	22			
Mixed Sex: Group	31,334	85.0	372	1,969	5.3	17	2,819	7.7	17			
Mixed Sex: Pair	26,934	73.1	312	5,956	16.2	50	3,233	8.8	21			
With Children	7,135	19.4	67	155	0.4	2	28,832	78.3	148			
Unknown	25,591	69.5	211	5,586	15.2	85	4,944	13.4	28			
<b>For Eating:</b>												
Upmarket	30,737	83.4	272	2,544	6.9	33	2,841	7.7	16			
Midmarket	32,683	88.7	258	2,100	5.7	63	1,340	3.6	7			
Downmarket	6,351	17.2	78	25,049	68.0	195	4,722	12.8	31			
<b>For Drinking (monthly spend):</b>												
Nothing	2,562	7.0	23	6,989	19.0	80	26,572	72.1	161			
Low (less than £10)	3,925	10.7	36	3,817	10.4	44	28,380	77.0	170			
Medium (Between £10 and £40)	26,295	71.4	233	5,041	13.7	77	4,787	13.0	26			
High (Greater than £40)	28,217	76.6	296	3,245	8.8	43	4,660	12.6	24			

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	108,777	53.1	176	18,204	8.9	54	72,191	35.3	68			
Male: Alone	56,536	27.6	93	50,243	24.5	157	92,393	45.1	85			
Male: Group	69,353	33.9	148	56,701	27.7	106	73,118	35.7	72			
Male: Pair	98,973	48.4	185	13,969	6.8	45	86,230	42.1	73			
Mixed Sex: Group	82,592	40.4	177	52,514	25.7	80	64,066	31.3	71			
Mixed Sex: Pair	76,523	37.4	159	61,155	29.9	92	61,493	30.0	70			
With Children	61,145	29.9	103	23,073	11.3	67	114,955	56.2	106			
Unknown	66,798	32.6	99	47,794	23.4	130	84,580	41.3	86			
<b>For Eating:</b>												
Upmarket	88,428	43.2	141	40,895	20.0	96	69,848	34.1	72			
Midmarket	98,508	48.1	140	15,156	7.4	82	85,507	41.8	76			
Downmarket	48,419	23.7	106	89,278	43.6	125	61,475	30.0	72			
<b>For Drinking (monthly spend):</b>												
Nothing	50,283	24.6	81	54,712	26.7	113	94,177	46.0	103			
Low (less than £10)	55,302	27.0	91	35,258	17.2	73	108,612	53.1	117			
Medium (Between £10 and £40)	90,118	44.0	144	36,957	18.1	101	72,097	35.2	70			
High (Greater than £40)	82,463	40.3	156	40,565	19.8	97	76,144	37.2	71			

## 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	Old Kings Highway, AB11 6NY	Star Pubs & Bars	1.2	0.1
2	Aitchies Ale House, AB11 5LY	Independent Free	1.8	0.5
3	Lorne Bar, AB11 5LY	Independent Free	1.8	0.5
4	Cafe 52, AB11 6PE	Independent Free	2.1	1.8
5	Montrose Bar, AB11 6GN	Cairn Hotel Group	2.7	0.6
6	Cheerz, AB11 6PH	Independent Free	3.0	1.2
7	Musa, AB11 6PH	Independent Free	3.0	1.2
8	Spirit Level, AB11 6PH	Independent Free	3.0	1.2
9	Wagleys Bar Lounge, AB11 6PH	Independent Free	3.0	1.2
10	Casc, AB11 6ND	Independent Free	3.0	1.2
11	Market Arms, AB11 6NU	Independent Free	3.0	1.2
12	Slains Castle, AB10 1JE	Stonegate Pub Company	3.0	2.2
13	Tippling House, AB10 1JE	Independent Free	3.0	2.2
14	Cafe Drummond, AB10 1JR	Retail & Licensed Properties	3.0	2.3
15	Wild Boar Restaurant, AB10 1JR	Greene King	3.0	2.3
16	Ma Camerons, AB10 1JG	Greene King	3.0	2.3
17	Old School House, AB10 1JG	Greene King	3.0	2.3
18	Gas Lamp, AB11 5PL	Independent Free	3.3	1.2
19	Wilsons, AB11 5PL	*Other Small Retail Groups	3.3	1.2
20	Prince Of Wales Bar, AB10 1HF	Greene King	3.3	2.0