

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	8	289
Catchment Adults 18+	1,800	4,892	281,026
Catchment Adults 18+ Per Pub	1,800	612	972
Populaton Projection 2018 to 2028 (% change)	0.65%	0.57%	1.64%

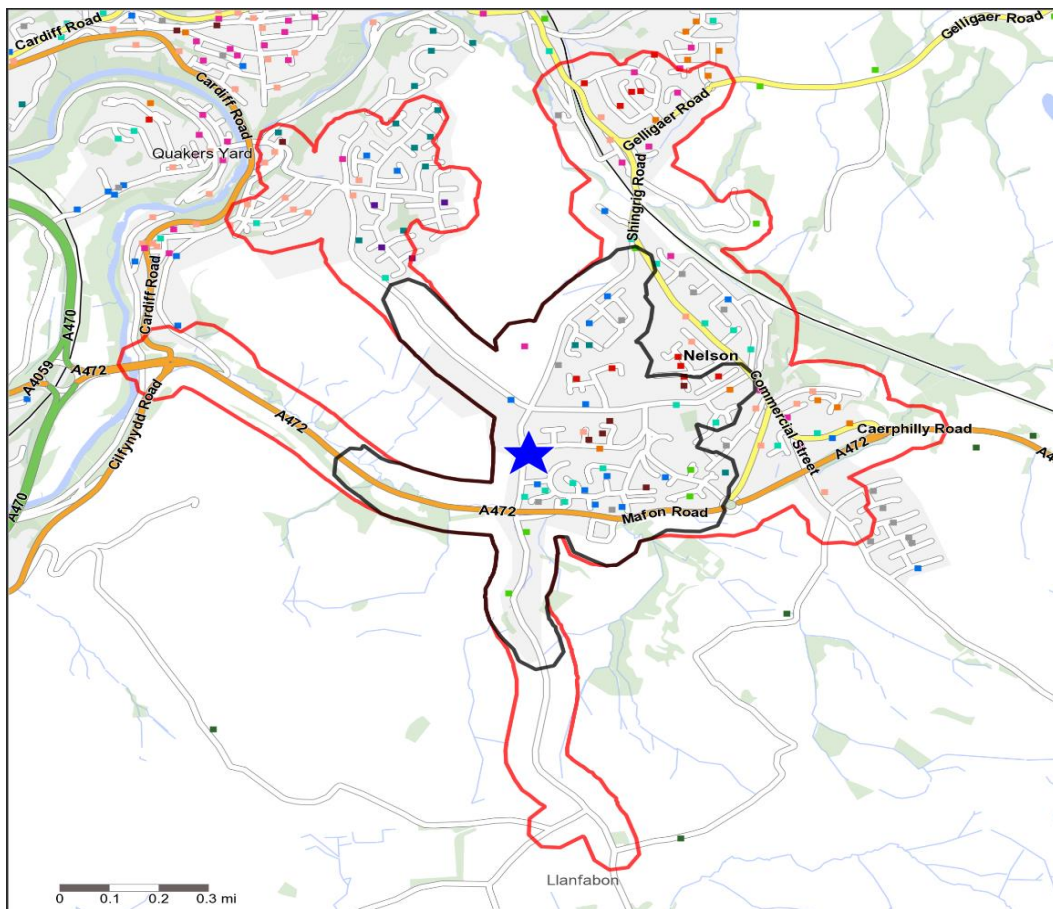
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	1,517	84.3	163	1	High Street Pub	4,244	86.8	167	1	High Street Pub	245,075	87.2	168
2	Community Pub	1,227	68.2	146	2	Community Pub	3,214	65.7	141	2	Community Pub	211,928	75.4	162
3	Premium Local	995	55.3	88	3	Premium Local	2,688	54.9	87	3	Premium Local	124,562	44.3	70
4	Great Pub Great Food	625	34.7	269	4	Great Pub Great Food	1,679	34.3	265	4	Bit of Style	65,613	23.3	181
5	Bit of Style	276	15.3	38	5	Bit of Style	1,098	22.4	56	5	Great Pub Great Food	62,538	22.3	55
6	Circuit Bar	170	9.4	35	6	Circuit Bar	511	10.4	39	6	Circuit Bar	26,396	9.4	35
7	Craft Led	170	9.4	92	7	Craft Led	452	9.2	90	7	Craft Led	17,088	6.1	59

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	110	6.1	69	305	6.2	71	16,585	5.9	67
C1	216	12.0	98	582	11.9	97	31,291	11.1	91
C2	171	9.5	115	463	9.5	115	25,079	8.9	108
DE	174	9.7	94	499	10.2	99	36,132	12.9	125

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)	757	42.1	127	2,274	46.5	140	150,674	53.6	162
Medium (7-13)	921	51.2	154	2,285	46.7	141	101,147	36.0	109
High (14-19)	149	8.3	29	524	10.7	38	31,186	11.1	39

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

## 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
	H Aspiring Homemakers	N Urban Cohesion
	M Modest Traditions	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	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	209
B06	Diamond Days	0	0	0	1,365
B07	Alpha Families	0	0	8	2,288
B08	Bank of Mum and Dad	0	163	244	3,273
B09	Empty-Nest Adventure	0	76	522	5,008
C10	Wealthy Landowners	20	20	53	608
C11	Rural Vogue	11	15	48	192
C12	Scattered Homesteads	10	10	20	157
C13	Village Retirement	10	10	56	547
D14	Satellite Settlers	79	90	272	1,056
D15	Local Focus	1	7	296	2,047
D16	Outlying Seniors	24	35	441	2,919
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	197	3,853
E19	Bungalow Heaven	152	226	972	6,601
E20	Classic Grandparents	22	118	503	7,200
E21	Solo Retirees	0	0	663	4,899
F22	Boomerang Boarders	34	187	835	6,314
F23	Family Ties	16	44	286	2,781
F24	Fledgling Free	146	325	1,105	9,751
F25	Dependable Me	184	188	798	8,124
G26	Cafés and Catchments	0	0	0	563
G27	Thriving Independence	0	0	169	2,024
G28	Modern Parents	55	270	1,121	9,316
G29	Mid-Career Convention	50	220	1,084	4,773
H30	Primary Ambitions	0	0	220	1,700
H31	Affordable Fringe	209	292	1,680	9,188
H32	First-Rung Futures	170	452	2,127	9,821
H33	Contemporary Starts	0	0	993	7,478
H34	New Foundations	0	31	89	682
H35	Flying Solo	0	0	139	962

		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	56	342	1,565
I37	Budget Generations	75	112	500	4,110
I38	Economical Families	76	172	1,248	7,302
I39	Families on a Budget	0	0	953	10,087
J40	Value Rentals	1	125	4,833	24,149
J41	Youthful Endeavours	0	28	192	687
J42	Midlife Renters	15	181	1,094	4,947
J43	Renting Rooms	0	0	199	1,544
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	0	0	137	2,159
K48	Mature Workers	248	562	3,157	21,607
L49	Flatlet Seniors	0	0	325	2,091
L50	Pocket Pensions	71	91	644	4,995
L51	Retirement Communities	0	0	0	624
L52	Estate Veterans	109	109	318	3,944
L53	Seasoned Survivors	0	2	1,245	8,761
M54	Down-to-Earth Owners	0	295	4,422	31,956
M55	Back with the Folks	11	286	2,837	15,004
M56	Self Supporters	0	91	3,588	13,213
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	235
O61	Career Builders	0	0	34	354
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	0	163	815
O65	Learners & Earners	0	0	487	1,182
O66	Student Scene	0	0	559	2,610
U99	Unclassified	0	0	30	1,386
<b>Total</b>		<b>1,799</b>	<b>4,889</b>	<b>42,248</b>	<b>281,026</b>

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

### 2. H32 First-Rung Futures

Young owners settling into the affordable homes they have bought in established suburbs



- Younger couples and singles
- Own 2 or 3 bed semis and terraces
- Affordable suburbs
- Have lived there under 4 years
- Buy and sell on eBay
- Photo messaging on mobiles

### 3. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. J40 Value Rentals

Younger singles and couples, some with children, setting up home in low value rented properties



- Late 20s and early 30s
- Singles and cohabitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

### 3. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



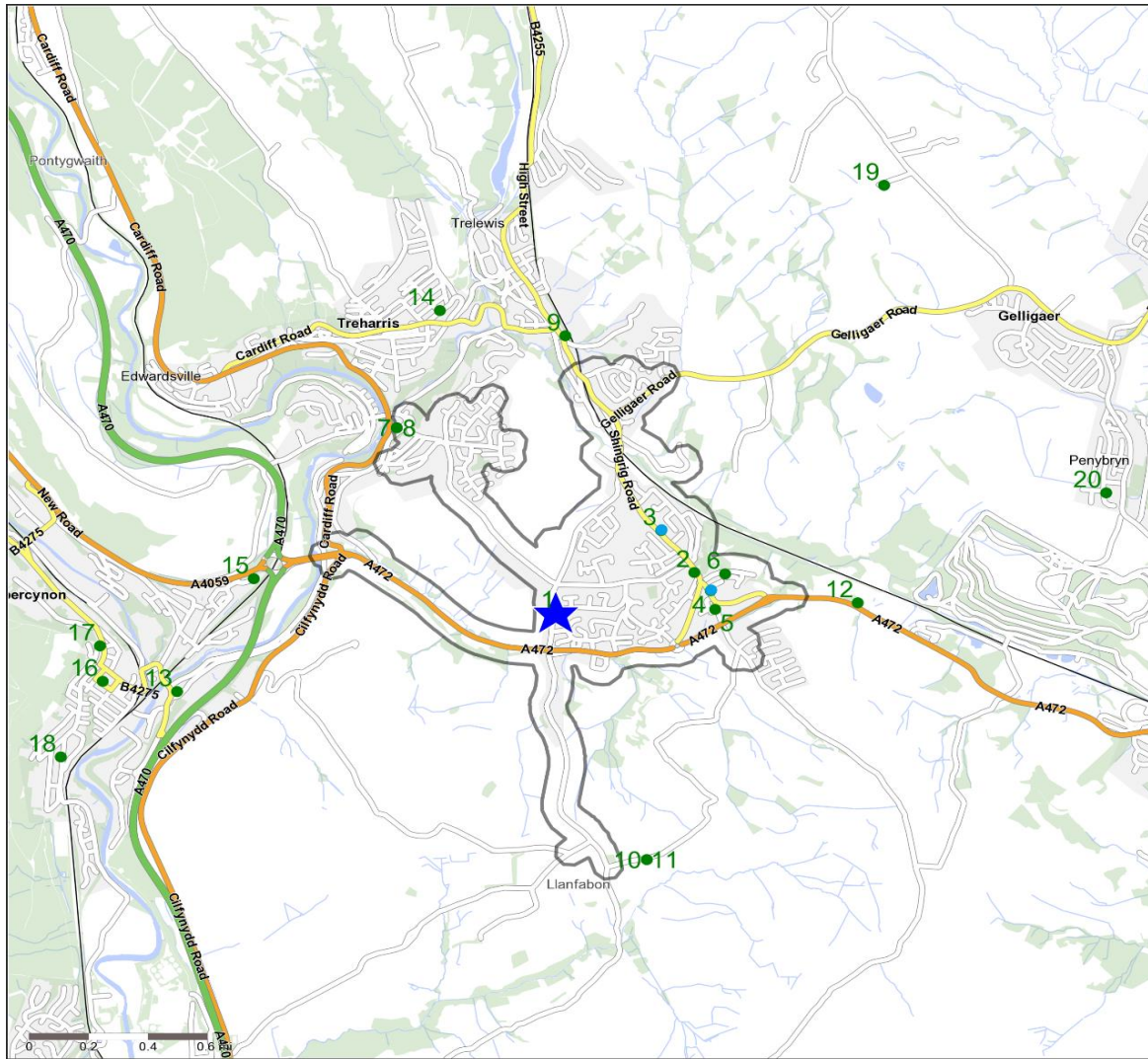
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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	1,460	29.8	99	557	11.4	70	2,876	58.8	113	
Male: Alone	1,711	35.0	117	615	12.6	81	2,566	52.5	98	
Male: Group	1,658	33.9	148	1,416	28.9	111	1,818	37.2	75	
Male: Pair	1,190	24.3	93	937	19.2	126	2,765	56.5	99	
Mixed Sex: Group	1,024	20.9	92	1,682	34.4	108	2,186	44.7	102	
Mixed Sex: Pair	1,964	40.1	171	1,097	22.4	69	1,832	37.4	88	
With Children	2,132	43.6	151	500	10.2	61	2,260	46.2	87	
Unknown	1,675	34.2	104	241	4.9	27	2,977	60.9	127	
<b>For Eating:</b>										
Upmarket	1,304	26.7	87	864	17.7	85	2,724	55.7	118	
Midmarket	1,271	26.0	76	84	1.7	19	3,537	72.3	131	
Downmarket	2,582	52.8	237	1,482	30.3	87	828	16.9	41	
<b>For Drinking (monthly spend):</b>										
Nothing	2,339	47.8	158	1,178	24.1	102	1,375	28.1	63	
Low (less than £10)	1,788	36.5	122	1,591	32.5	138	1,513	30.9	68	
Medium (Between £10 and £40)	1,769	36.2	118	832	17.0	95	2,292	46.9	93	
High (Greater than £40)	1,138	23.3	90	1,887	38.6	188	1,867	38.2	73	

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	89,947	32.0	106	22,152	7.9	48	167,540	59.6	114	
Male: Alone	96,829	34.5	116	55,472	19.7	126	127,340	45.3	85	
Male: Group	65,770	23.4	102	93,809	33.4	127	120,061	42.7	86	
Male: Pair	54,278	19.3	74	54,346	19.3	127	171,016	60.9	106	
Mixed Sex: Group	41,516	14.8	65	94,328	33.6	105	143,796	51.2	117	
Mixed Sex: Pair	72,569	25.8	110	83,598	29.7	92	123,473	43.9	103	
With Children	102,224	36.4	126	64,678	23.0	137	112,738	40.1	76	
Unknown	85,446	30.4	93	25,143	8.9	50	169,051	60.2	126	
<b>For Eating:</b>										
Upmarket	61,342	21.8	71	56,663	20.2	97	161,635	57.5	122	
Midmarket	79,043	28.1	82	13,301	4.7	52	187,295	66.6	120	
Downmarket	129,644	46.1	208	110,272	39.2	112	39,724	14.1	34	
<b>For Drinking (monthly spend):</b>										
Nothing	119,517	42.5	141	64,867	23.1	98	95,255	33.9	76	
Low (less than £10)	71,534	25.5	85	78,457	27.9	119	129,649	46.1	102	
Medium (Between £10 and £40)	72,222	25.7	84	53,777	19.1	107	153,641	54.7	109	
High (Greater than £40)	49,841	17.7	69	89,598	31.9	155	140,201	49.9	95	

## 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	Hollybush Inn, CF46 6HF	Star Pubs & Bars	0.0	0.1
2	Lord Nelson, CF46 6ND	Independent Free	12.4	2.5
3	Royal Oak, CF46 6DY	Star Pubs & Bars	13.6	2.8
4	Dynevor Arms, CF46 6NF	Star Pubs & Bars	13.9	2.8
5	Tylers Arms, CF46 6NW	Unknown	15.7	3.2
6	Jacobbs, CF46 6NE	Independent Free	17.2	2.9
7	Glantaff Inn, CF46 5AH	Independent Free	21.4	3.9
8	Quakers Yard, CF46 5AH	Admiral Taverns Ltd	21.4	3.9
9	Ffaldcaiach Inn, CF46 6BS	*Other Small Retail Groups	22.0	4.4
10	Llanfagon Inn, CF46 6PG	Unknown	22.3	3.5
11	Railway Inn, CF46 6PG	Ei Group	22.3	3.5
12	Rowan Tree, CF46 6PR	Ei Group	22.6	2.5
13	Navigation House Hotel, CF45 4RR	*Other Small Retail Groups	34.7	4.2
14	Navigation Hotel, CF46 5HE	*Other Small Retail Groups	34.7	6.8
15	Royal Oak Hotel, CF45 4EW	Independent Free	40.4	6.8
16	Brownies Bar, CF45 4RB	Independent Free	43.8	6.1
17	Thorn Hotel, CF45 4PR	Independent Free	46.5	7.0
18	Carne Park Hotel, CF45 4PF	Independent Free	51.0	7.7
19	Cross Inn, CF82 8FU	Ei Group	57.3	8.5
20	Fox & Hounds Inn, CF82 7FX	Independent Free	65.3	8.1