

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	1	2	288
Catchment Adults 18+	527	2,382	235,342
Catchment Adults 18+ Per Pub	527	1,191	817
Populaton Projection 2018 to 2028 (% change)	2.12%	3.94%	2.93%

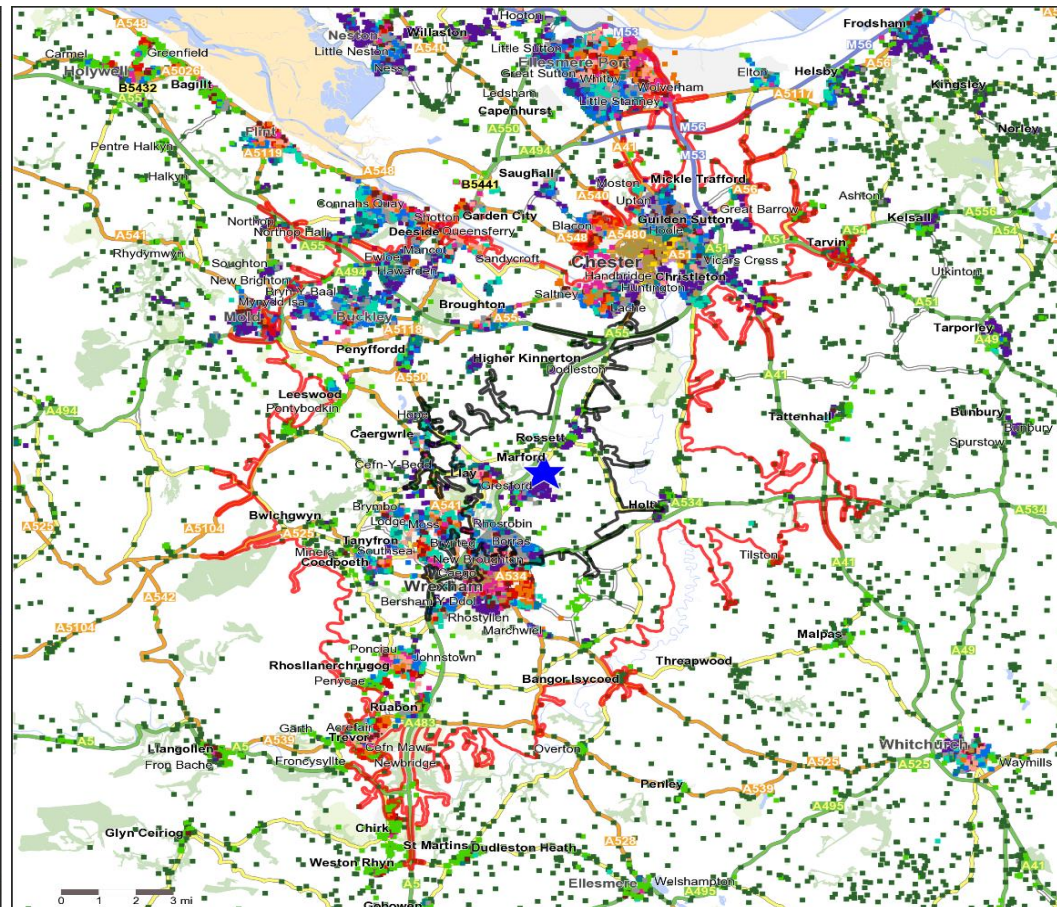
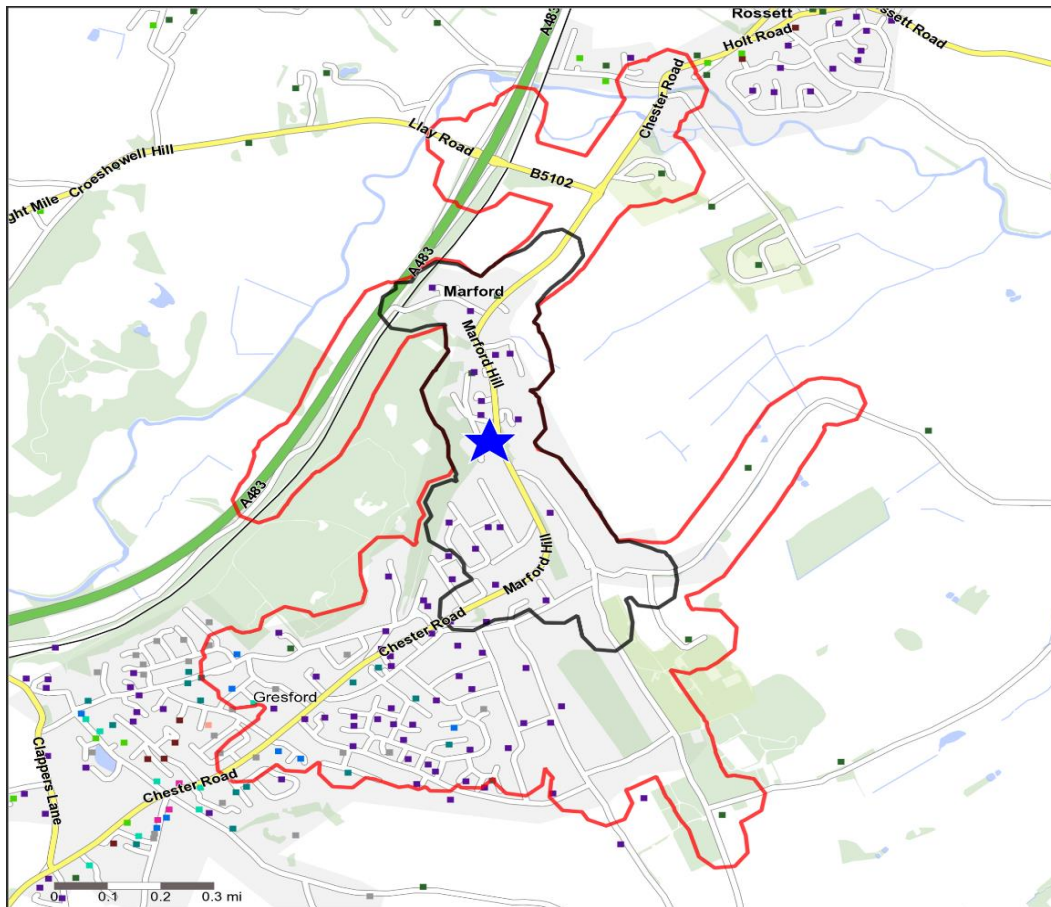
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Great Pub Great Food	527	100.0	193	1	Premium Local	2,175	91.3	176	1	High Street Pub	163,967	69.7	135
2	Premium Local	527	100.0	215	2	Great Pub Great Food	2,042	85.7	184	2	Premium Local	130,382	55.4	119
3	Bit of Style	3	0.6	1	3	High Street Pub	509	21.4	34	3	Community Pub	124,528	52.9	84
4	High Street Pub	3	0.6	4	4	Bit of Style	307	12.9	100	4	Great Pub Great Food	99,544	42.3	327
5	Circuit Bar	0	0.0	0	5	Community Pub	216	9.1	22	5	Bit of Style	58,816	25.0	62
6	Community Pub	0	0.0	0	6	Circuit Bar	25	1.0	4	6	Circuit Bar	33,071	14.1	52
7	Craft Led	0	0.0	0	7	Craft Led	25	1.0	10	7	Craft Led	26,068	11.1	108

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	87	16.5	187	328	13.8	156	20,341	8.6	98
C1	46	8.7	71	248	10.4	85	26,810	11.4	93
C2	23	4.4	53	125	5.2	64	19,469	8.3	100
DE	14	2.7	26	99	4.2	40	25,159	10.7	104

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)	4	0.8	2	47	2.0	6	77,112	32.8	99
Medium (7-13)	88	16.7	50	741	31.1	94	93,060	39.5	119
High (14-19)	399	75.7	266	1,415	59.4	209	51,716	22.0	77

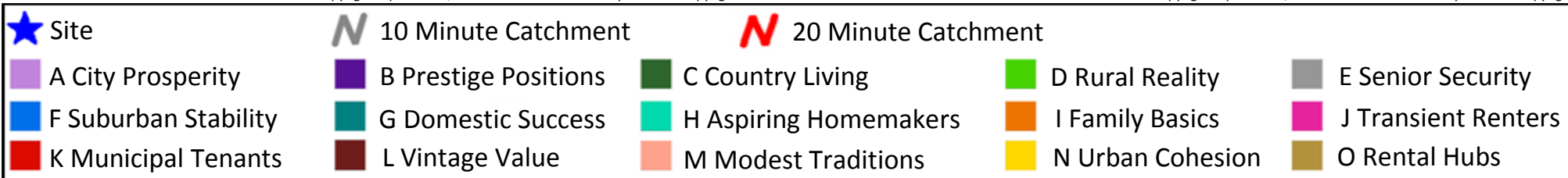
Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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	0	0	0
A02	Uptown Elite	0	0	0	917
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	65
B05	Premium Fortunes	57	135	223	927
B06	Diamond Days	244	359	517	4,316
B07	Alpha Families	61	288	1,428	6,190
B08	Bank of Mum and Dad	5	202	641	4,363
B09	Empty-Nest Adventure	148	627	2,874	8,317
C10	Wealthy Landowners	7	49	1,168	5,535
C11	Rural Vogue	0	1	246	2,079
C12	Scattered Homesteads	0	0	61	825
C13	Village Retirement	2	39	886	5,891
D14	Satellite Settlers	0	0	932	5,348
D15	Local Focus	0	0	325	5,104
D16	Outlying Seniors	0	0	102	3,640
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	49	383	6,098
E19	Bungalow Heaven	0	172	2,511	7,903
E20	Classic Grandparents	0	21	468	4,255
E21	Solo Retirees	0	13	385	2,859
F22	Boomerang Boarders	0	10	1,029	7,436
F23	Family Ties	0	0	418	2,775
F24	Fledgling Free	0	0	1,077	7,416
F25	Dependable Me	0	108	1,265	6,708
G26	Cafés and Catchments	0	0	0	2,002
G27	Thriving Independence	0	0	94	4,984
G28	Modern Parents	3	74	1,350	5,702
G29	Mid-Career Convention	0	208	1,560	6,936
H30	Primary Ambitions	0	0	59	2,286
H31	Affordable Fringe	0	0	842	6,880
H32	First-Rung Futures	0	25	656	6,717
H33	Contemporary Starts	0	0	625	7,313
H34	New Foundations	0	0	129	858
H35	Flying Solo	0	0	28	761

		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	71	1,912
I37	Budget Generations	0	0	308	3,500
I38	Economical Families	0	0	33	1,701
I39	Families on a Budget	0	0	208	9,087
J40	Value Rentals	0	0	291	3,527
J41	Youthful Endeavours	0	0	36	1,153
J42	Midlife Renters	0	0	389	4,728
J43	Renting Rooms	0	0	75	3,868
K44	Inner City Stalwarts	0	0	0	20
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	314
K47	Single Essentials	0	0	269	1,841
K48	Mature Workers	0	0	113	6,366
L49	Flatlet Seniors	0	0	73	2,221
L50	Pocket Pensions	0	0	501	4,418
L51	Retirement Communities	0	0	0	1,641
L52	Estate Veterans	0	0	1,063	6,255
L53	Seasoned Survivors	0	0	40	1,740
M54	Down-to-Earth Owners	0	0	474	2,486
M55	Back with the Folks	0	0	475	5,116
M56	Self Supporters	0	0	159	5,391
N57	Community Elders	0	0	0	5
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	0	2,919
O61	Career Builders	0	0	0	5,032
O62	Central Pulse	0	0	0	4,019
O63	Flexible Workforce	0	0	2	170
O64	Bus-Route Renters	0	0	99	2,712
O65	Learners & Earners	0	0	204	4,792
O66	Student Scene	0	0	50	2,735
U99	Unclassified	0	0	434	2,269
Total		527	2,380	27,649	235,344

Top 3 Mosaic Types in a 20 Minute Walktime

1. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

2. B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions



- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

2. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

3. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners



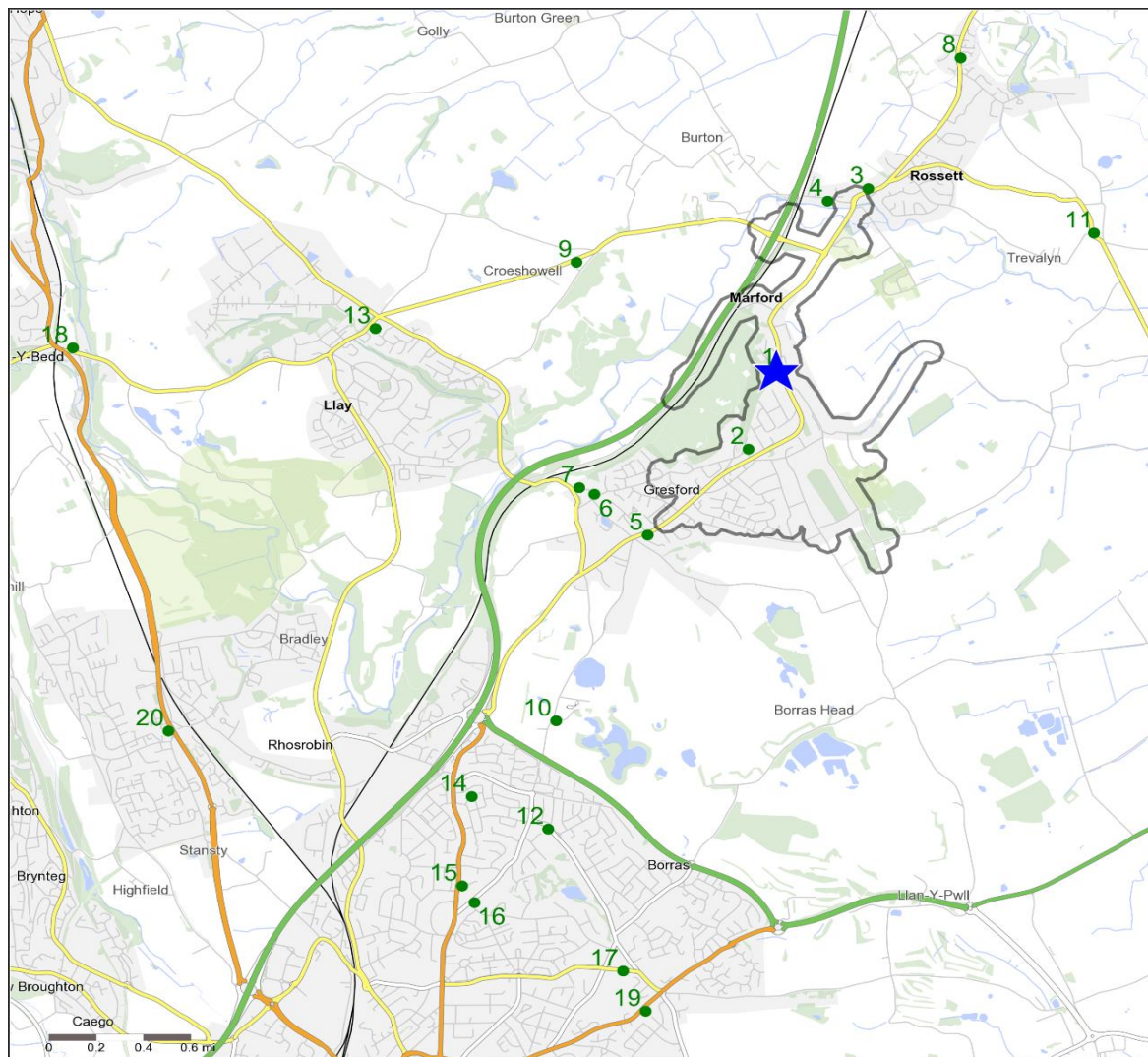
- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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

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	287	12.0	40	288	12.1	74	1,807	75.9	146	
Male: Alone	119	5.0	17	282	11.8	76	1,981	83.2	156	
Male: Group	119	5.0	22	643	27.0	103	1,621	68.1	137	
Male: Pair	11	0.5	2	146	6.1	40	2,226	93.5	163	
Mixed Sex: Group	202	8.5	37	505	21.2	66	1,675	70.3	160	
Mixed Sex: Pair	516	21.7	92	947	39.8	122	919	38.6	90	
With Children	99	4.2	14	567	23.8	141	1,716	72.0	136	
Unknown	282	11.8	36	408	17.1	96	1,691	71.0	148	
For Eating:										
Upmarket	420	17.6	58	363	15.2	73	1,599	67.1	142	
Midmarket	212	8.9	26	0	0.0	0	2,170	91.1	165	
Downmarket	139	5.8	26	1,284	53.9	155	959	40.3	97	
For Drinking (monthly spend):										
Nothing	233	9.8	32	1,191	50.0	212	958	40.2	90	
Low (less than £10)	1,541	64.7	217	282	11.8	50	559	23.5	52	
Medium (Between £10 and £40)	1,637	68.7	225	376	15.8	89	369	15.5	31	
High (Greater than £40)	914	38.4	148	751	31.5	154	717	30.1	58	

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	66,224	28.1	93	37,900	16.1	98	128,949	54.8	105	
Male: Alone	66,095	28.1	94	41,076	17.5	112	125,902	53.5	100	
Male: Group	57,621	24.5	107	63,286	26.9	103	112,166	47.7	96	
Male: Pair	59,174	25.1	96	29,913	12.7	83	143,986	61.2	107	
Mixed Sex: Group	49,353	21.0	92	70,971	30.2	94	112,749	47.9	109	
Mixed Sex: Pair	71,297	30.3	129	70,125	29.8	92	91,651	38.9	91	
With Children	53,901	22.9	79	43,756	18.6	110	135,417	57.5	109	
Unknown	60,300	25.6	78	34,761	14.8	82	138,012	58.6	122	
For Eating:										
Upmarket	71,812	30.5	100	37,406	15.9	76	123,855	52.6	111	
Midmarket	65,861	28.0	81	13,894	5.9	65	153,317	65.1	118	
Downmarket	67,164	28.5	128	88,915	37.8	108	76,995	32.7	79	
For Drinking (monthly spend):										
Nothing	63,428	27.0	89	67,279	28.6	121	102,366	43.5	97	
Low (less than £10)	74,440	31.6	106	56,528	24.0	102	102,105	43.4	96	
Medium (Between £10 and £40)	77,527	32.9	108	38,293	16.3	91	117,253	49.8	99	
High (Greater than £40)	59,726	25.4	98	50,283	21.4	104	123,064	52.3	100	

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	Trevor Arms, LL12 8TA	Star Pubs & Bars	0.0	0.2
2	Red Lion, LL12 8SE	New River Retail	11.5	2.2
3	Golden Lion, LL12 0HN	Hydes Anvil	20.8	3.6
4	Alyn Hotel, LL12 0HE	Marston's	21.4	3.9
5	Plough, LL12 8NE	Marston's	21.7	4.4
6	Yew Tree Inn, LL12 8RF	*Other Small Retail Groups	25.4	4.9
7	Griffin, LL12 8RG	Punch Pub Company	26.6	5.2
8	Nags Head, LL12 0DN	Ei Group	35.0	6.2
9	Croes Howell, LL12 0NY	Independent Free	36.2	4.3
10	Pant Yr Ochain, LL12 8TY	Restaurant Group	41.9	6.8
11	Griffin Inn, LL12 0ER	Admiral Taverns Ltd	42.9	6.0
12	Cunliffe Arms, LL12 7PG	Marston's	54.6	8.8
13	Crown, LL12 0NT	Marston's	55.2	5.9
14	Beeches, LL12 8BH	Whitbread	56.1	8.0
15	Acton Park, LL11 2SN	Mitchells & Butlers	61.9	8.9
16	Four Dogs, LL12 8EF	Star Pubs & Bars	65.8	9.4
17	Gate Hangs High, LL13 9ES	New River Retail	78.8	9.8
18	Holly Bush, LL12 9UD	Marston's	82.4	9.0
19	Greyhound, LL13 9EB	Marston's	82.7	10.6
20	Wheatsheaf Inn, LL11 4AE	New River Retail	102.1	10.4