

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
------------------	------------------------	------------------------	------------------------

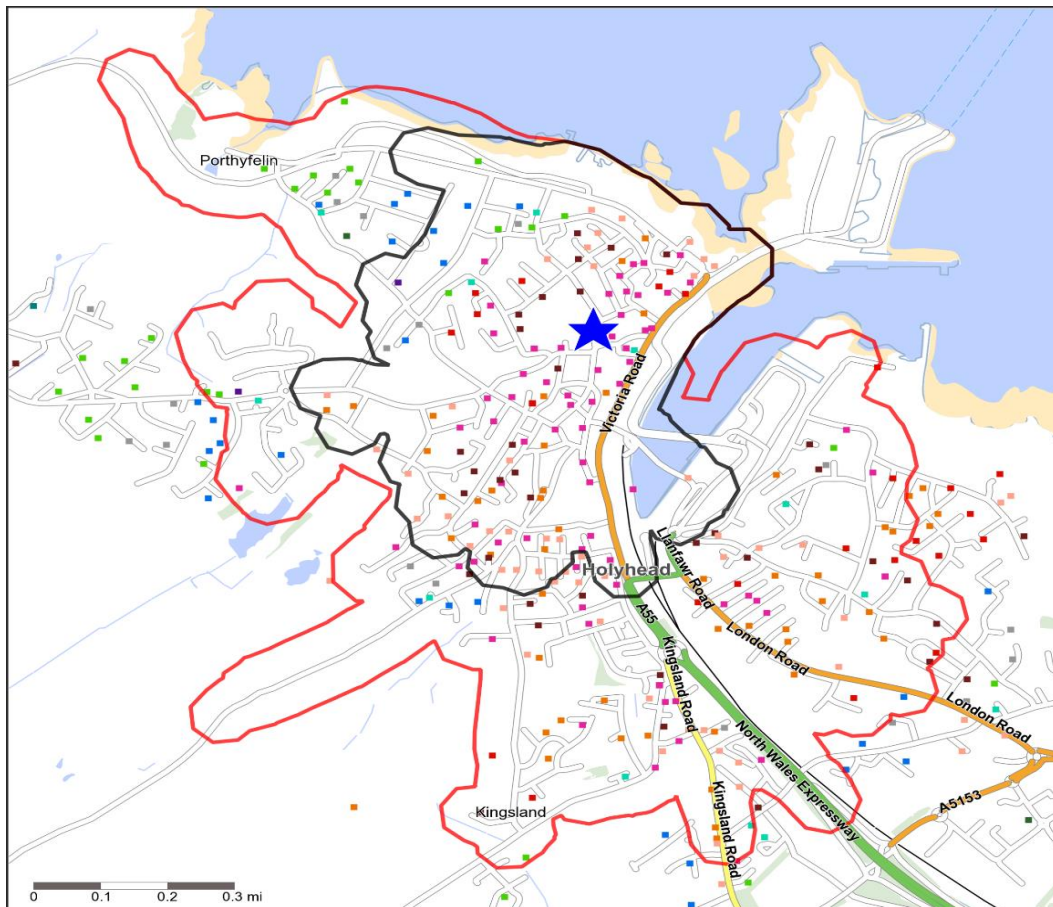
Number of Pubs	16	20	39
Catchment Adults 18+	3,065	6,664	20,652
Catchment Adults 18+ Per Pub	192	333	530
Populaton Projection 2018 to 2028 (% change)	-0.48%	-0.27%	-0.24%

		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	2,803	91.5	177	1	High Street Pub	6,144	92.2	178	1	Community Pub	14,569	70.5	136
2	Community Pub	2,746	89.6	192	2	Community Pub	5,839	87.6	188	2	High Street Pub	10,274	49.7	107
3	Premium Local	677	22.1	35	3	Premium Local	1,651	24.8	39	3	Premium Local	9,137	44.2	70
4	Bit of Style	482	15.7	122	4	Bit of Style	927	13.9	108	4	Great Pub Great Food	8,046	39.0	301
5	Circuit Bar	299	9.8	24	5	Great Pub Great Food	737	11.1	27	5	Bit of Style	1,409	6.8	17
6	Great Pub Great Food	268	8.7	33	6	Circuit Bar	406	6.1	23	6	Circuit Bar	859	4.2	16
7	Craft Led	119	3.9	38	7	Craft Led	131	2.0	19	7	Craft Led	143	0.7	7

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	2.8	31	191	2.9	32	1,060	5.1	58
C1	353	11.5	94	753	11.3	92	2,203	10.7	87
C2	347	11.3	137	715	10.7	130	2,045	9.9	120
DE	598	19.5	190	1,323	19.9	193	2,683	13.0	126

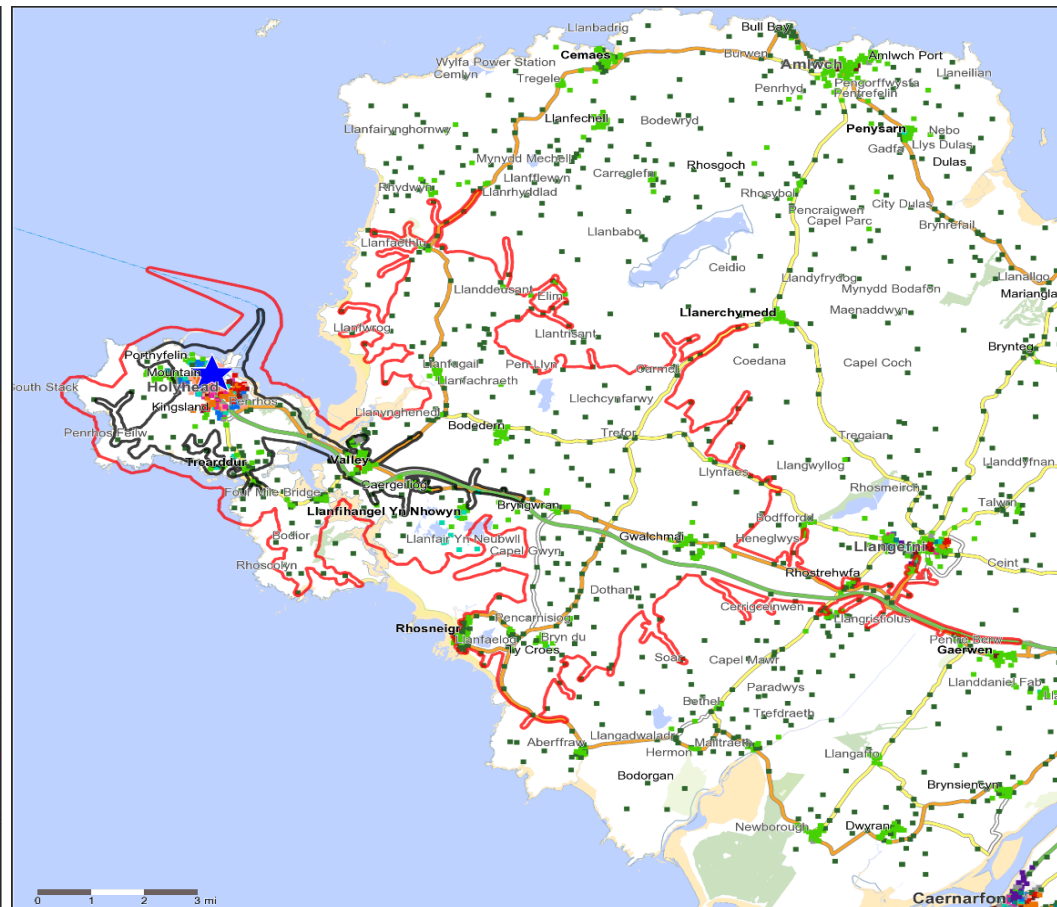
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	2,461	80.3	242	5,237	78.6	237	9,974	48.3	146
Medium (7-13)	695	22.7	68	1,763	26.5	80	8,032	38.9	117
High (14-19)	56	1.8	6	139	2.1	7	2,472	12.0	42

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Site	10 Minute Catchment	20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living
F Suburban Stability	G Domestic Success	H Aspiring Homemakers
K Municipal Tenants	L Vintage Value	M Modest Traditions
		D Rural Reality
		I Family Basics
		N Urban Cohesion
		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	0
B06	Diamond Days	0	0	0	0
B07	Alpha Families	0	0	0	0
B08	Bank of Mum and Dad	3	4	5	5
B09	Empty-Nest Adventure	0	0	0	0
C10	Wealthy Landowners	0	0	10	47
C11	Rural Vogue	0	0	40	382
C12	Scattered Homesteads	0	0	141	2,594
C13	Village Retirement	36	48	1,174	2,484
D14	Satellite Settlers	0	58	517	1,231
D15	Local Focus	28	94	278	2,016
D16	Outlying Seniors	20	156	1,052	2,897
D17	Far-Flung Outposts	0	0	0	363
E18	Legacy Elders	0	0	0	0
E19	Bungalow Heaven	51	127	463	506
E20	Classic Grandparents	6	35	43	43
E21	Solo Retirees	19	85	109	109
F22	Boomerang Boarders	115	235	286	286
F23	Family Ties	0	23	25	25
F24	Fledgling Free	107	308	517	517
F25	Dependable Me	6	26	66	66
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	0	0	0
G28	Modern Parents	0	0	0	0
G29	Mid-Career Convention	0	0	1	30
H30	Primary Ambitions	0	0	0	0
H31	Affordable Fringe	8	85	108	108
H32	First-Rung Futures	23	35	47	47
H33	Contemporary Starts	0	14	20	316
H34	New Foundations	8	9	58	121
H35	Flying Solo	0	0	0	0

		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	0
I37	Budget Generations	34	219	220	220
I38	Economical Families	267	542	564	564
I39	Families on a Budget	102	535	654	654
J40	Value Rentals	450	869	895	895
J41	Youthful Endeavours	172	252	279	279
J42	Midlife Renters	53	114	127	127
J43	Renting Rooms	266	308	308	308
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	96	96	96	96
K48	Mature Workers	176	513	995	995
L49	Flatlet Seniors	136	167	181	181
L50	Pocket Pensions	33	117	173	228
L51	Retirement Communities	0	0	0	0
L52	Estate Veterans	108	207	239	239
L53	Seasoned Survivors	256	360	418	418
M54	Down-to-Earth Owners	372	806	879	879
M55	Back with the Folks	1	48	57	57
M56	Self Supporters	113	171	187	187
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	0
O61	Career Builders	0	0	0	0
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	0	0	0
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	30	134
Total		3,065	6,666	11,262	20,654

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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 cohabittees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

2. 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

3. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

3. C13 Village Retirement

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



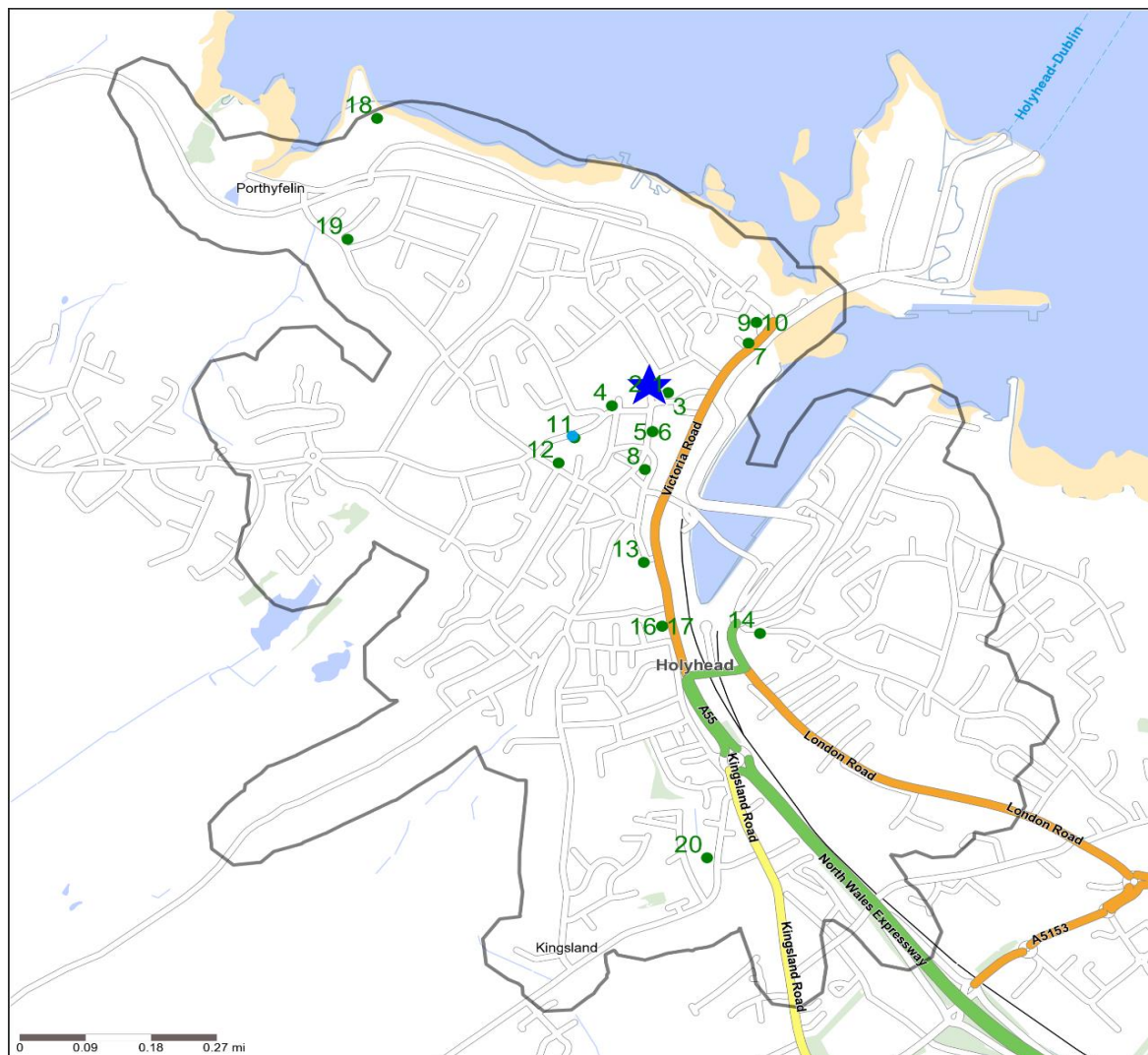
- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

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	1,954	29.3	97	762	11.4	70	3,947	59.2	114	
Male: Alone	2,304	34.6	116	1,500	22.5	144	2,859	42.9	80	
Male: Group	1,499	22.5	98	1,736	26.1	99	3,429	51.5	104	
Male: Pair	1,092	16.4	63	1,536	23.0	151	4,036	60.6	106	
Mixed Sex: Group	1,651	24.8	108	1,752	26.3	82	3,261	48.9	111	
Mixed Sex: Pair	820	12.3	52	3,064	46.0	141	2,780	41.7	98	
With Children	2,599	39.0	135	1,682	25.2	150	2,382	35.7	68	
Unknown	2,245	33.7	103	555	8.3	46	3,863	58.0	121	
For Eating:										
Upmarket	627	9.4	31	2,190	32.9	158	3,847	57.7	122	
Midmarket	2,458	36.9	107	787	11.8	131	3,419	51.3	93	
Downmarket	2,841	42.6	192	2,957	44.4	127	866	13.0	31	
For Drinking (monthly spend):										
Nothing	2,856	42.9	142	976	14.6	62	2,832	42.5	95	
Low (less than £10)	696	10.4	35	2,230	33.5	142	3,737	56.1	124	
Medium (Between £10 and £40)	649	9.7	32	1,704	25.6	143	4,311	64.7	129	
High (Greater than £40)	529	7.9	31	2,254	33.8	165	3,880	58.2	111	

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	2,855	13.8	46	3,882	18.8	115	13,781	66.7	128	
Male: Alone	5,382	26.1	88	1,675	8.1	52	13,462	65.2	122	
Male: Group	2,236	10.8	47	6,974	33.8	129	11,308	54.8	110	
Male: Pair	1,710	8.3	32	1,820	8.8	58	16,988	82.3	143	
Mixed Sex: Group	1,853	9.0	39	10,882	52.7	165	7,783	37.7	86	
Mixed Sex: Pair	2,132	10.3	44	11,508	55.7	171	6,879	33.3	78	
With Children	2,795	13.5	47	4,097	19.8	118	13,626	66.0	125	
Unknown	5,453	26.4	80	1,387	6.7	37	13,678	66.2	138	
For Eating:										
Upmarket	1,047	5.1	17	2,390	11.6	56	17,082	82.7	175	
Midmarket	2,583	12.5	36	933	4.5	50	17,003	82.3	149	
Downmarket	3,760	18.2	82	8,606	41.7	119	8,152	39.5	95	
For Drinking (monthly spend):										
Nothing	11,147	54.0	178	2,053	9.9	42	7,318	35.4	79	
Low (less than £10)	6,215	30.1	101	9,184	44.5	189	5,119	24.8	55	
Medium (Between £10 and £40)	774	3.7	12	7,084	34.3	192	12,660	61.3	122	
High (Greater than £40)	593	2.9	11	3,140	15.2	74	16,786	81.3	155	

Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site
 ● Star Pubs
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Albert Vaults, LL65 1HL	Marston's	0.0	0.1
2	Stanley Arms, LL65 1HL	Star Pubs & Bars	0.0	0.1
3	Holyhead Station, LL65 1BW	Independent Free	1.5	0.3
4	Caernarfon Castle, LL65 1NG	Independent Free	2.4	1.5
5	Gleesons, LL65 1HG	Independent Free	2.4	2.4
6	Skerries, LL65 1HG	Independent Free	2.4	2.4
7	South Stack, LL65 1DE	Unknown	3.0	0.7
8	George Hotel, LL65 1UL	Marston's	3.0	1.9
9	Jumping Jacks, LL65 1DG	Independent Free	3.6	0.9
10	Kings Arms, LL65 1DG	Independent Free	3.6	0.9
11	Cambria Inn, LL65 1NH	Star Pubs & Bars	3.6	2.5
12	Branch, LL65 1RS	Marston's	5.4	2.3
13	Bar 2 Two, LL65 1UT	Independent Free	6.3	1.2
14	Edinburgh Castle, LL65 2BU	Independent Free	11.5	2.5
15	Dublin Packet, LL65 2HW	Independent Free	12.1	1.7
16	Five Sisters, LL65 2HW	Independent Free	12.1	1.7
17	Holland Hotel, LL65 2HW	JW Lees	12.1	1.7
18	Langdons Bar & Grill, LL65 1YA	Independent Free	13.0	2.6
19	Victoria Inn, LL65 1AU	Independent Free	13.0	2.8
20	Foresters, LL65 2RU	Independent Free	16.3	2.9