

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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Number of Pubs	24	27	101
Catchment Adults 18+	2,811	8,667	48,607
Catchment Adults 18+ Per Pub	117	321	481
Populaton Projection 2018 to 2028 (% change)	0.03%	1.41%	1.53%

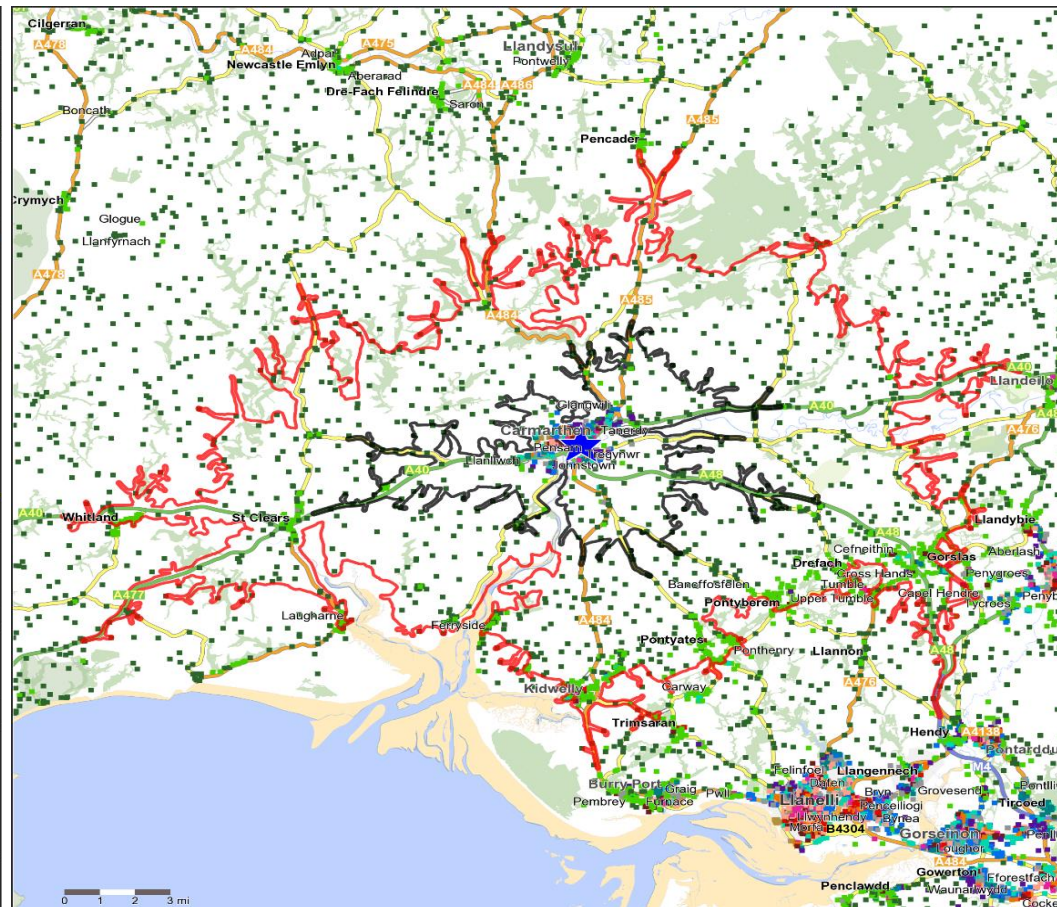
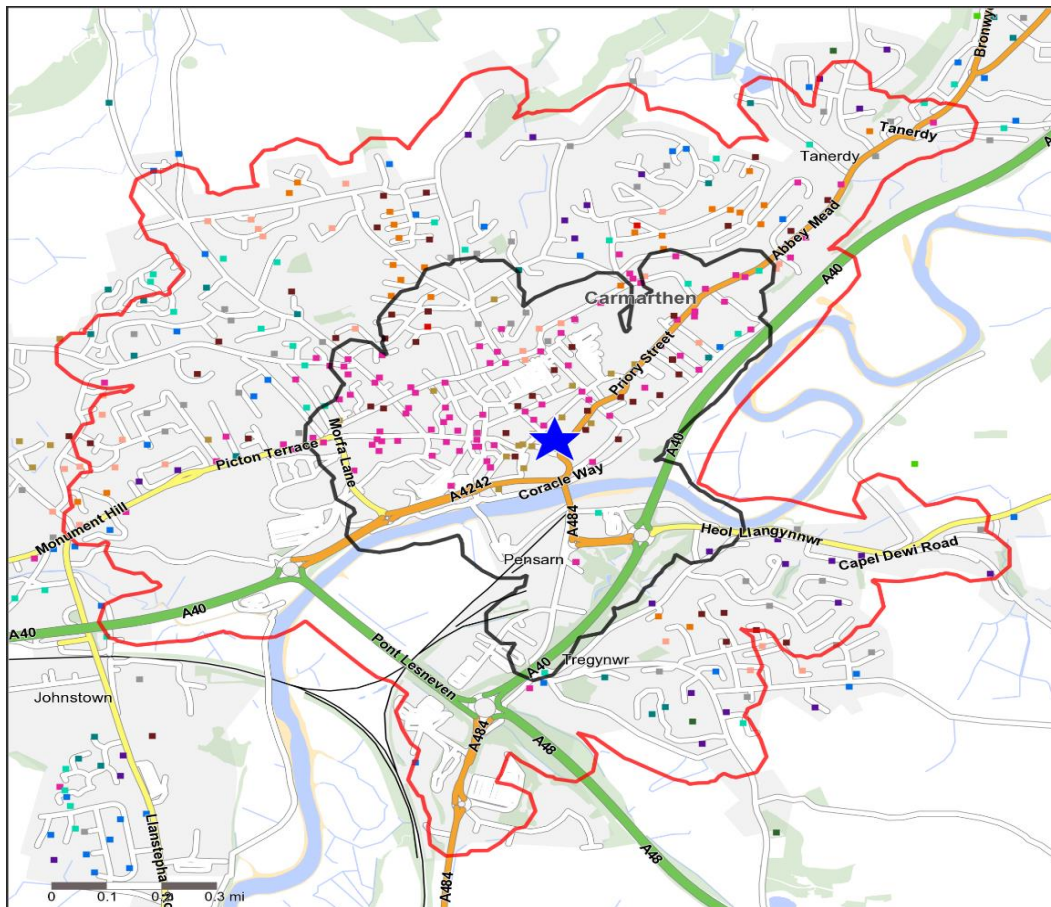
		10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Community Pub	2,591	92.2	178	1	High Street Pub	7,270	83.9	162	1	Community Pub	31,638	65.1	126
2	High Street Pub	2,505	89.1	191	2	Community Pub	6,552	75.6	162	2	Premium Local	25,454	52.4	112
3	Circuit Bar	409	14.5	23	3	Premium Local	2,567	29.6	47	3	Great Pub Great Food	22,954	47.2	75
4	Premium Local	292	10.4	80	4	Great Pub Great Food	1,640	18.9	146	4	High Street Pub	18,143	37.3	289
5	Bit of Style	291	10.4	26	5	Bit of Style	1,437	16.6	41	5	Bit of Style	3,934	8.1	20
6	Craft Led	190	6.8	25	6	Circuit Bar	1,063	12.3	46	6	Circuit Bar	2,569	5.3	20
7	Great Pub Great Food	125	4.4	43	7	Craft Led	604	7.0	68	7	Craft Led	1,178	2.4	24

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	135	4.8	54	506	5.8	66	3,226	6.6	75
C1	332	11.8	96	1,013	11.7	95	4,947	10.2	83
C2	233	8.3	100	726	8.4	101	4,437	9.1	111
DE	501	17.8	173	1,197	13.8	134	4,427	9.1	88

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)	1,743	62.0	187	4,500	51.9	157	15,266	31.4	95
Medium (7-13)	707	25.2	76	2,943	34.0	102	20,774	42.7	129
High (14-19)	116	4.1	15	1,241	14.3	50	10,033	20.6	73

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	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	32	85	85
B07	Alpha Families	3	35	183	256
B08	Bank of Mum and Dad	5	171	244	293
B09	Empty-Nest Adventure	11	275	457	457
C10	Wealthy Landowners	0	7	177	404
C11	Rural Vogue	0	0	827	2,521
C12	Scattered Homesteads	0	0	1,443	8,997
C13	Village Retirement	12	68	1,636	3,864
D14	Satellite Settlers	1	4	548	3,533
D15	Local Focus	0	0	282	6,729
D16	Outlying Seniors	0	0	244	6,783
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	4	164	215	215
E19	Bungalow Heaven	10	274	858	1,172
E20	Classic Grandparents	3	169	183	183
E21	Solo Retirees	107	387	484	484
F22	Boomerang Boarders	23	327	873	873
F23	Family Ties	0	82	114	114
F24	Fledgling Free	11	31	44	64
F25	Dependable Me	23	165	330	333
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	42	213	273	273
G28	Modern Parents	0	185	564	808
G29	Mid-Career Convention	4	94	278	278
H30	Primary Ambitions	9	34	34	34
H31	Affordable Fringe	0	0	0	0
H32	First-Rung Futures	55	331	620	620
H33	Contemporary Starts	9	169	450	994
H34	New Foundations	0	1	58	96
H35	Flying Solo	54	159	281	281

		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	218	383	383
I37	Budget Generations	4	99	99	114
I38	Economical Families	0	3	3	3
I39	Families on a Budget	90	437	437	437
J40	Value Rentals	37	137	137	274
J41	Youthful Endeavours	87	165	177	177
J42	Midlife Renters	431	678	903	903
J43	Renting Rooms	832	916	920	920
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	0	0
K48	Mature Workers	21	62	62	371
L49	Flatlet Seniors	202	202	202	202
L50	Pocket Pensions	60	395	399	1,000
L51	Retirement Communities	172	172	290	290
L52	Estate Veterans	56	450	501	514
L53	Seasoned Survivors	118	302	302	302
M54	Down-to-Earth Owners	0	65	68	73
M55	Back with the Folks	63	567	647	647
M56	Self Supporters	51	184	273	273
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	124	124	124	124
O65	Learners & Earners	81	114	270	270
O66	Student Scene	0	0	7	7
U99	Unclassified	0	0	581	581
Total		2,815	8,667	18,570	48,609

Top 3 Mosaic Types in a 20 Minute Walktime

1. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

2. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

3. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence



- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. 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

3. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



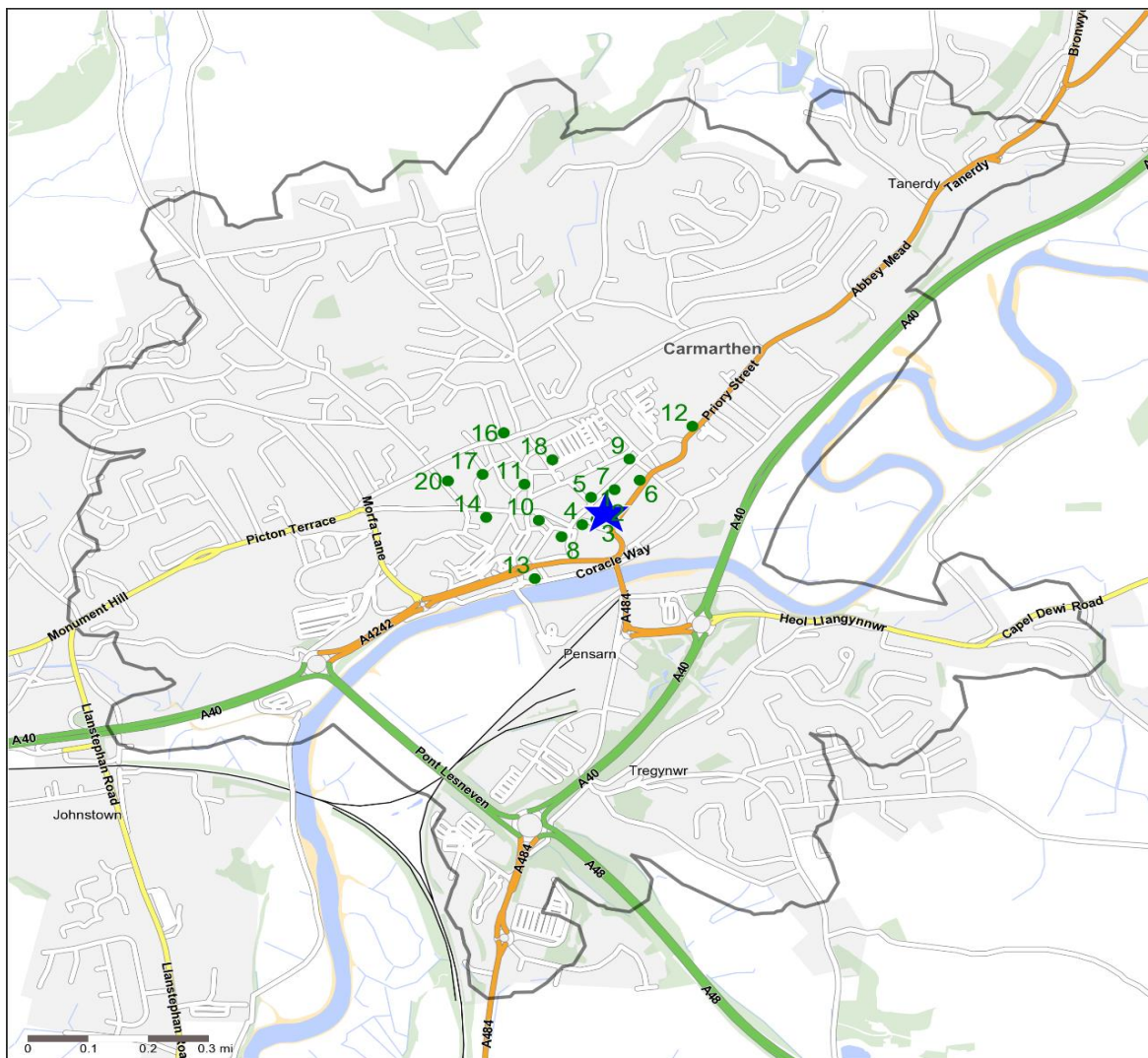
- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

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	2,592	29.9	99	1,273	14.7	90	4,802	55.4	106	
Male: Alone	3,907	45.1	151	1,066	12.3	79	3,694	42.6	80	
Male: Group	2,134	24.6	108	2,657	30.7	117	3,876	44.7	90	
Male: Pair	3,111	35.9	138	2,289	26.4	173	3,267	37.7	66	
Mixed Sex: Group	2,354	27.2	119	2,366	27.3	85	3,946	45.5	104	
Mixed Sex: Pair	2,614	30.2	129	2,823	32.6	100	3,230	37.3	87	
With Children	3,611	41.7	144	1,271	14.7	87	3,785	43.7	82	
Unknown	2,306	26.6	81	1,728	19.9	111	4,633	53.5	112	
For Eating:										
Upmarket	1,940	22.4	73	2,552	29.4	141	4,175	48.2	102	
Midmarket	3,253	37.5	109	979	11.3	125	4,434	51.2	92	
Downmarket	1,842	21.3	96	3,650	42.1	121	3,175	36.6	88	
For Drinking (monthly spend):										
Nothing	1,797	20.7	69	2,246	25.9	110	4,624	53.4	119	
Low (less than £10)	2,102	24.3	81	1,677	19.3	82	4,888	56.4	124	
Medium (Between £10 and £40)	2,148	24.8	81	334	3.9	22	6,185	71.4	142	
High (Greater than £40)	1,854	21.4	83	631	7.3	35	6,182	71.3	136	

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	5,439	11.2	37	11,934	24.6	150	30,653	63.1	121			
Male: Alone	12,645	26.0	87	2,076	4.3	27	33,304	68.5	129			
Male: Group	4,033	8.3	36	14,742	30.3	116	29,250	60.2	121			
Male: Pair	4,937	10.2	39	3,031	6.2	41	40,058	82.4	144			
Mixed Sex: Group	3,020	6.2	27	26,653	54.8	172	18,353	37.8	86			
Mixed Sex: Pair	8,146	16.8	71	23,834	49.0	151	16,045	33.0	77			
With Children	5,019	10.3	36	9,453	19.4	116	33,554	69.0	130			
Unknown	13,809	28.4	86	3,111	6.4	36	31,106	64.0	134			
For Eating:												
Upmarket	4,028	8.3	27	4,092	8.4	40	39,906	82.1	174			
Midmarket	4,575	9.4	27	1,278	2.6	29	42,173	86.8	157			
Downmarket	3,210	6.6	30	20,744	42.7	122	24,072	49.5	119			
For Drinking (monthly spend):												
Nothing	25,595	52.7	174	7,673	15.8	67	14,758	30.4	68			
Low (less than £10)	16,745	34.4	115	22,891	47.1	201	8,389	17.3	38			
Medium (Between £10 and £40)	4,155	8.5	28	13,784	28.4	159	30,087	61.9	123			
High (Greater than £40)	3,609	7.4	29	1,675	3.4	17	42,742	87.9	168			

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	Queensway Restaurant, SA31 1JR	Star Pubs & Bars	0.0	0.1
2	Spread Eagle, SA31 1JR	Independent Free	0.0	0.1
3	Hamiltons Wine Bar, SA31 1JT	Independent Free	1.2	0.3
4	Lorenzo Cocktail Bar, SA31 1PQ	Independent Free	1.2	0.4
5	Vine, SA31 1BD	Independent Free	1.2	1.6
6	Stag & Pheasant, SA31 1LQ	Marston's	1.5	0.4
7	Yr Hen Dderwen, SA31 1BH	Wetherspoon	2.4	1.7
8	Plume Of Feathers, SA31 1TN	Brain	2.7	1.4
9	Granbys, SA31 1BS	Independent Free	3.0	1.2
10	Gremlin Club, SA31 1PR	Independent Free	3.6	1.5
11	New Stags Head, SA31 1QL	Independent Free	3.9	3.2
12	Castle Hotel, SA31 1LR	Felinfoel	4.5	0.9
13	Diablos On The Quay, SA31 3JP	Independent Free	4.8	1.0
14	Rose & Crown, SA31 3AE	Tomos Watkin & Son	5.1	2.0
15	Harvester St Catherine's Walk, SA31 1GA	Mitchells & Butlers	5.7	2.8
16	Toby Carvery, SA31 1GA	Mitchells & Butlers	5.7	2.8
17	Mansel Arms, SA31 1QX	*Other Small Retail Groups	6.0	2.9
18	Coracle Tavern, SA31 1QG	Independent Free	6.3	3.3
19	Blue Boar, SA31 1PY	Independent Free	6.9	2.6
20	Dog & Piano, SA31 1PY	Independent Free	6.9	2.6