

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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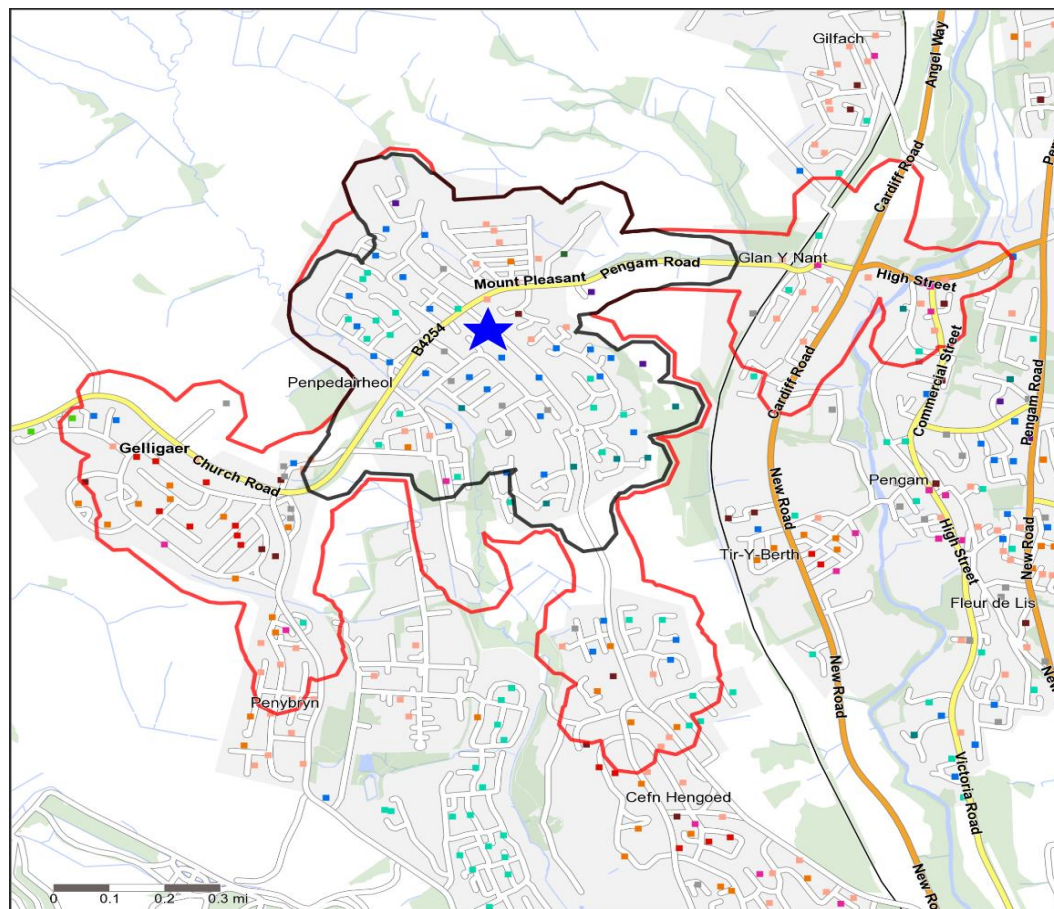
Number of Pubs	1	3	176
Catchment Adults 18+	2,971	5,942	172,796
Catchment Adults 18+ Per Pub	2,971	1,981	982
Populaton Projection 2018 to 2028 (% change)	0.65%	1.26%	1.05%

		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	2,688	90.5	175	1	High Street Pub	5,536	93.2	180	1	High Street Pub	155,052	89.7	173
2	Premium Local	2,061	69.4	149	2	Community Pub	3,975	66.9	144	2	Community Pub	136,761	79.1	170
3	Great Pub Great Food	1,501	50.5	80	3	Premium Local	3,292	55.4	88	3	Premium Local	73,947	42.8	68
4	Community Pub	1,477	49.7	384	4	Great Pub Great Food	2,236	37.6	291	4	Bit of Style	38,539	22.3	172
5	Bit of Style	559	18.8	47	5	Bit of Style	960	16.2	40	5	Great Pub Great Food	33,443	19.4	48
6	Circuit Bar	221	7.4	28	6	Circuit Bar	408	6.9	26	6	Circuit Bar	14,427	8.3	31
7	Craft Led	138	4.6	45	7	Craft Led	214	3.6	35	7	Craft Led	8,866	5.1	50

	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Social Grade	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	223	7.5	85	372	6.3	71	9,338	5.4	61
C1	374	12.6	103	681	11.5	93	18,753	10.9	89
C2	248	8.3	101	533	9.0	109	16,234	9.4	114
DE	260	8.8	85	712	12.0	116	23,359	13.5	131

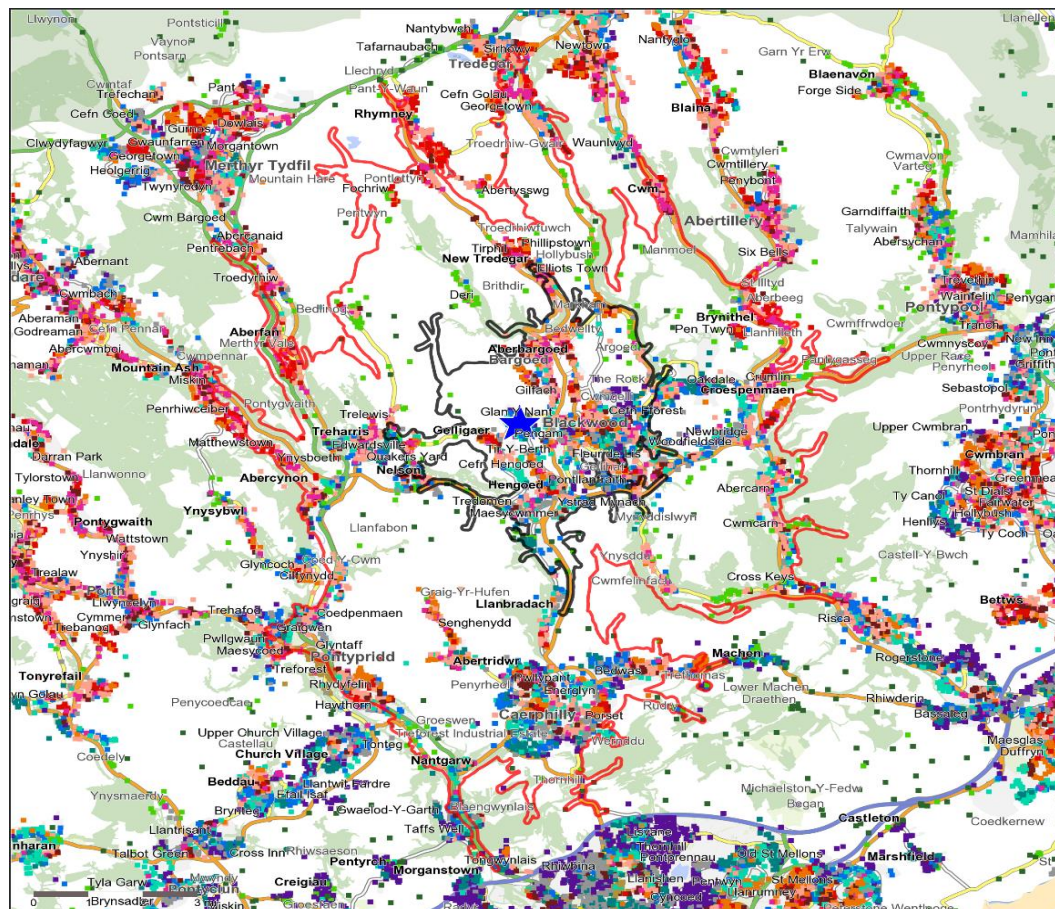
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	862	29.0	87	2,629	44.2	133	94,924	54.9	166
Medium (7-13)	1,792	60.3	182	2,911	49.0	148	64,235	37.2	112
High (14-19)	337	11.3	40	430	7.2	25	13,639	7.9	28

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



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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	0	0
A02	Uptown Elite	0	0	0	0	0	0
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	0	0
B05	Premium Fortunes	0	0	0	0	0	2
B06	Diamond Days	0	0	0	0	0	36
B07	Alpha Families	0	0	43	245		
B08	Bank of Mum and Dad	0	0	301	1,080		
B09	Empty-Nest Adventure	93	93	856	1,923		
C10	Wealthy Landowners	14	14	65	406		
C11	Rural Vogue	0	12	30	177		
C12	Scattered Homesteads	0	0	16	127		
C13	Village Retirement	0	0	43	136		
D14	Satellite Settlers	0	0	126	699		
D15	Local Focus	0	0	339	2,160		
D16	Outlying Seniors	0	61	297	2,288		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	0	36	609		
E19	Bungalow Heaven	93	93	970	3,978		
E20	Classic Grandparents	167	188	1,363	3,906		
E21	Solo Retirees	7	37	1,050	3,042		
F22	Boomerang Boarders	561	568	1,349	3,798		
F23	Family Ties	145	145	485	1,601		
F24	Fledgling Free	167	377	2,652	6,190		
F25	Dependable Me	115	167	954	4,288		
G26	Cafés and Catchments	0	0	0	0		
G27	Thriving Independence	0	8	23	559		
G28	Modern Parents	203	221	1,928	5,614		
G29	Mid-Career Convention	47	47	704	3,095		
H30	Primary Ambitions	88	195	417	1,114		
H31	Affordable Fringe	328	701	2,531	7,597		
H32	First-Rung Futures	138	214	1,825	6,810		
H33	Contemporary Starts	83	183	1,345	4,636		
H34	New Foundations	0	10	177	265		
H35	Flying Solo	0	0	24	314		

				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	48	434	1,078		
I37	Budget Generations	0	74	1,778	3,607		
I38	Economical Families	105	167	1,731	4,743		
I39	Families on a Budget	0	272	2,078	6,752		
J40	Value Rentals	0	81	2,926	15,202		
J41	Youthful Endeavours	0	0	132	332		
J42	Midlife Renters	29	84	748	2,979		
J43	Renting Rooms	0	0	140	816		
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	33	813		
K48	Mature Workers	0	411	3,180	13,178		
L49	Flatlet Seniors	0	0	151	1,498		
L50	Pocket Pensions	65	191	1,242	4,330		
L51	Retirement Communities	0	0	0	146		
L52	Estate Veterans	0	68	695	3,121		
L53	Seasoned Survivors	0	27	855	2,741		
M54	Down-to-Earth Owners	79	336	6,284	22,486		
M55	Back with the Folks	353	651	3,553	11,013		
M56	Self Supporters	89	197	1,998	9,910		
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	34		
O62	Central Pulse	0	0	0	0		
O63	Flexible Workforce	0	0	0	0		
O64	Bus-Route Renters	0	0	34	362		
O65	Learners & Earners	0	0	0	418		
O66	Student Scene	0	0	0	477		
U99	Unclassified	0	0	0	62		
Total				2,969	5,941	47,941	172,793

Top 3 Mosaic Types in a 20 Minute Walktime

1. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

2. 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

3. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

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



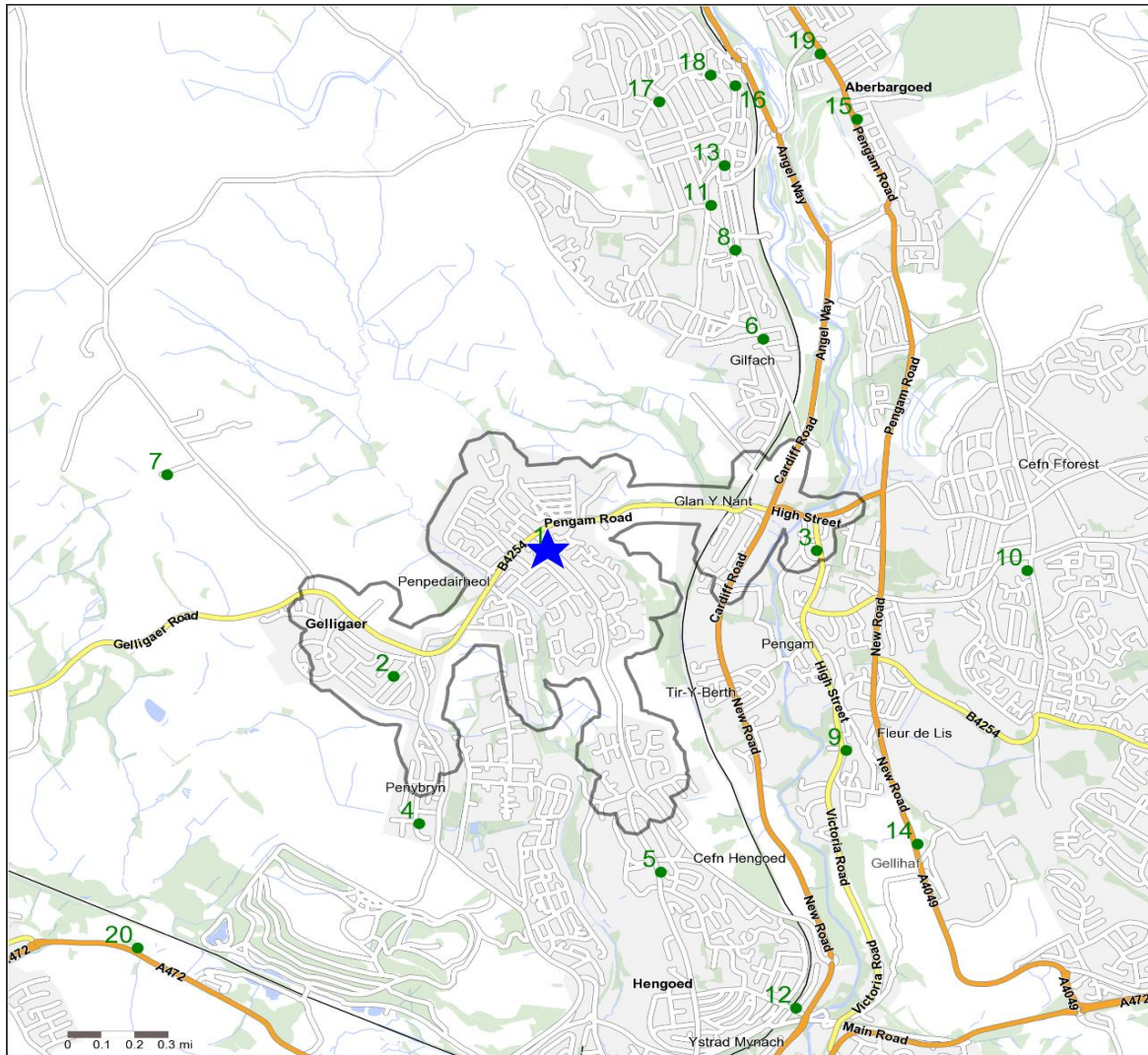
- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. 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	Target Customers
Female: Alone, Pair or Group	2,306	38.8	128	823	13.9	85	2,812	47.3	91	
Male: Alone	2,978	50.1	168	629	10.6	68	2,334	39.3	74	
Male: Group	2,341	39.4	172	1,707	28.7	110	1,893	31.9	64	
Male: Pair	2,409	40.5	155	818	13.8	90	2,714	45.7	80	
Mixed Sex: Group	1,182	19.9	87	2,403	40.4	127	2,357	39.7	90	
Mixed Sex: Pair	2,680	45.1	192	1,431	24.1	74	1,830	30.8	72	
With Children	2,788	46.9	162	829	14.0	83	2,325	39.1	74	
Unknown	2,136	35.9	109	473	8.0	44	3,333	56.1	117	
For Eating:										
Upmarket	2,566	43.2	141	619	10.4	50	2,757	46.4	98	
Midmarket	1,966	33.1	96	320	5.4	60	3,656	61.5	111	
Downmarket	3,980	67.0	301	1,407	23.7	68	554	9.3	22	
For Drinking (monthly spend):										
Nothing	3,545	59.7	197	1,293	21.8	92	1,103	18.6	41	
Low (less than £10)	2,884	48.5	163	1,344	22.6	96	1,714	28.8	64	
Medium (Between £10 and £40)	2,884	48.5	159	893	15.0	84	2,164	36.4	72	
High (Greater than £40)	1,948	32.8	127	2,060	34.7	169	1,933	32.5	62	

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	54,117	31.3	103	16,236	9.4	57	102,381	59.2	114
Male: Alone	67,228	38.9	131	32,547	18.8	121	72,959	42.2	79
Male: Group	43,239	25.0	109	61,402	35.5	136	68,093	39.4	79
Male: Pair	37,676	21.8	84	32,615	18.9	124	102,443	59.3	103
Mixed Sex: Group	25,090	14.5	64	63,909	37.0	116	83,736	48.5	110
Mixed Sex: Pair	46,248	26.8	114	52,407	30.3	93	74,079	42.9	100
With Children	70,887	41.0	142	42,870	24.8	147	58,978	34.1	64
Unknown	57,703	33.4	102	12,146	7.0	39	102,885	59.5	124
For Eating:									
Upmarket	39,148	22.7	74	32,646	18.9	91	100,940	58.4	124
Midmarket	48,059	27.8	81	8,477	4.9	54	116,199	67.2	122
Downmarket	84,779	49.1	221	66,394	38.4	110	21,561	12.5	30
For Drinking (monthly spend):									
Nothing	80,589	46.6	154	40,847	23.6	100	51,298	29.7	66
Low (less than £10)	44,649	25.8	87	51,846	30.0	128	76,240	44.1	97
Medium (Between £10 and £40)	44,805	25.9	85	34,730	20.1	113	93,200	53.9	107
High (Greater than £40)	30,204	17.5	68	58,653	33.9	165	83,877	48.5	93

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	Plough & Harrow, CF82 8BQ	Star Pubs & Bars	0.0	0.1
2	Harp Inn, CF82 8FE	Independent Free	13.3	3.4
3	Smiths Arms Inn, NP12 3ST	*Other Small Retail Groups	19.9	3.4
4	Fox & Hounds Inn, CF82 7FX	Independent Free	22.0	4.2
5	Cross Keys Inn, CF82 7HN	Punch Pub Company	23.2	3.2
6	Gwerthonor Hotel, CF81 8JF	*Other Small Retail Groups	26.6	4.7
7	Cross Inn, CF82 8FU	Ei Group	32.6	5.5
8	Capel Hotel, CF81 8LW	Ei Group	34.1	6.0
9	Castle, NP12 3UH	Independent Free	34.1	6.3
10	Stone House Inn, NP12 3LZ	Unknown	35.6	5.8
11	Real Ale Farm, CF81 8NY	Independent Free	36.5	6.5
12	Junction Inn, CF82 7RA	Independent Free	36.8	5.5
13	Jax #1, CF81 8PA	Independent Free	38.9	6.1
14	Coal Hole Inn, NP12 2QE	Independent Free	41.3	7.1
15	George Hotel, CF81 9FG	Dragon Inns	43.8	6.1
16	Square Royale Ltd, CF81 8RA	Independent Free	44.1	7.4
17	Mcdonnell Hotel, CF81 8UD	Wellington	45.0	7.6
18	Plasnewydd Hotel, CF81 8QY	Independent Free	46.8	7.5
19	New Duffryn Hotel, CF81 9EW	*Other Small Retail Groups	48.0	6.3
20	Rowan Tree, CF46 6PR	Ei Group	59.5	9.0