

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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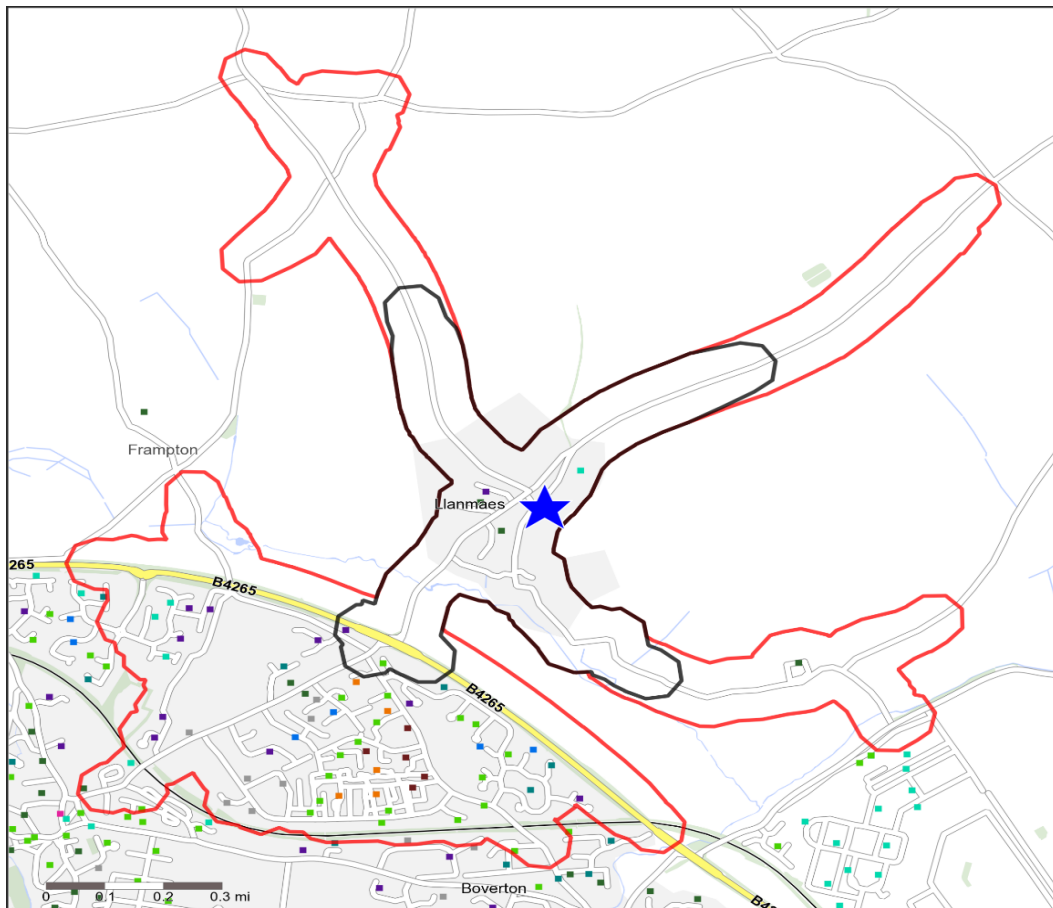
Number of Pubs	1	1	118
Catchment Adults 18+	315	3,148	71,919
Catchment Adults 18+ Per Pub	315	3,148	609
Populaton Projection 2018 to 2028 (% change)	-0.54%	0.00%	1.53%

		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	Premium Local	307	97.5	188	<div></div>	1	Premium Local	1,686	53.6	103	<div></div>	1	Premium Local	45,564	63.4	122	<div></div>
2	Great Pub Great Food	297	94.3	202	<div></div>	2	Great Pub Great Food	1,300	41.3	89	<div></div>	2	High Street Pub	38,435	53.4	115	<div></div>
3	Bit of Style	16	5.1	8	<div></div>	3	Community Pub	1,198	38.1	60	<div></div>	3	Great Pub Great Food	37,471	52.1	83	<div></div>
4	High Street Pub	15	4.8	37	<div></div>	4	High Street Pub	1,060	33.7	260	<div></div>	4	Community Pub	29,395	40.9	316	<div></div>
5	Community Pub	13	4.1	10	<div></div>	5	Bit of Style	540	17.2	43	<div></div>	5	Bit of Style	14,445	20.1	50	<div></div>
6	Circuit Bar	5	1.6	6	<div></div>	6	Circuit Bar	252	8.0	30	<div></div>	6	Circuit Bar	7,311	10.2	38	<div></div>
7	Craft Led	0	0.0	0	<div></div>	7	Craft Led	0	0.0	0	<div></div>	7	Craft Led	3,264	4.5	44	<div></div>

	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	42	13.3	151	221	7.0	79	6,378	8.9	100
C1	29	9.2	75	385	12.2	100	9,021	12.5	102
C2	22	7.0	85	269	8.5	104	5,814	8.1	98
DE	12	3.8	37	241	7.7	74	6,040	8.4	82

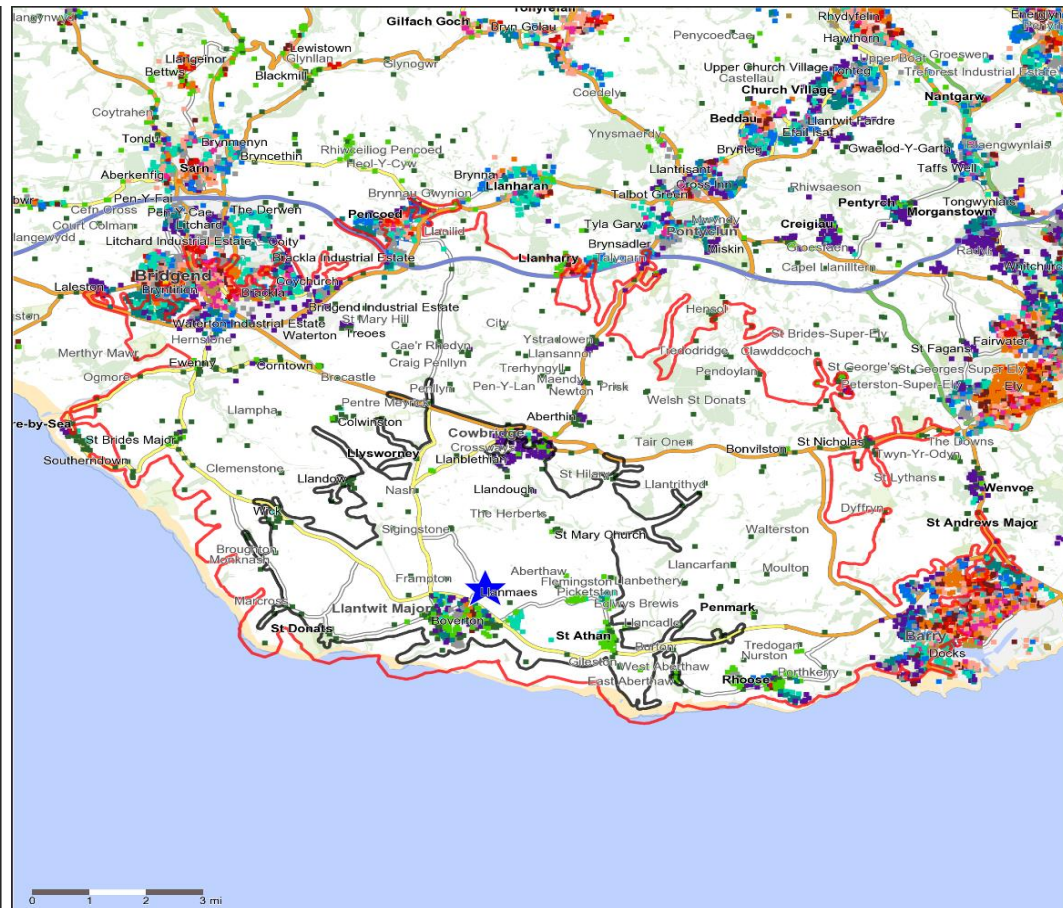
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	5	1.6	5	841	26.7	81	17,210	23.9	72
Medium (7-13)	49	15.6	47	1,287	40.9	123	29,901	41.6	125
High (14-19)	245	77.8	274	1,022	32.5	114	25,127	34.9	123

## 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
	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	101	142
	B06	Diamond Days	12	21	1,267	2,395
	B07	Alpha Families	1	71	339	1,725
	B08	Bank of Mum and Dad	0	98	345	1,876
	B09	Empty-Nest Adventure	3	198	446	2,882
	C10	Wealthy Landowners	154	185	1,976	6,325
	C11	Rural Vogue	4	5	230	723
	C12	Scattered Homesteads	0	0	32	34
	C13	Village Retirement	110	282	1,797	3,168
	D14	Satellite Settlers	3	121	1,680	3,746
	D15	Local Focus	8	553	2,574	3,161
	D16	Outlying Seniors	0	192	791	1,386
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	156	1,325
	E19	Bungalow Heaven	0	303	729	2,509
	E20	Classic Grandparents	0	0	0	969
	E21	Solo Retirees	0	32	32	981
	F22	Boomerang Boarders	0	33	33	3,116
	F23	Family Ties	0	95	95	807
	F24	Fledgling Free	0	0	0	351
	F25	Dependable Me	5	38	186	1,026
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	0	0	0	714
	G28	Modern Parents	0	0	161	2,834
	G29	Mid-Career Convention	10	287	948	3,026
	H30	Primary Ambitions	0	0	0	1,953
	H31	Affordable Fringe	0	0	0	1,132
	H32	First-Rung Futures	0	0	0	2,074
	H33	Contemporary Starts	0	239	1,169	3,116
	H34	New Foundations	5	14	132	260
	H35	Flying Solo	0	0	21	347

			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	85	85	1,438
	I37	Budget Generations	0	23	23	808
	I38	Economical Families	0	0	0	216
	I39	Families on a Budget	0	101	101	1,665
	J40	Value Rentals	0	0	0	117
	J41	Youthful Endeavours	0	0	0	126
	J42	Midlife Renters	0	6	24	2,680
	J43	Renting Rooms	0	0	0	327
	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	840
	K48	Mature Workers	0	0	0	521
	L49	Flatlet Seniors	0	0	0	218
	L50	Pocket Pensions	0	58	141	1,112
	L51	Retirement Communities	0	0	78	657
	L52	Estate Veterans	0	109	109	1,037
	L53	Seasoned Survivors	0	0	0	229
	M54	Down-to-Earth Owners	0	0	0	809
	M55	Back with the Folks	0	0	0	2,442
	M56	Self Supporters	0	0	0	1,141
	N57	Community Elders	0	0	0	0
	N58	Culture & Comfort	0	0	0	2
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	0	0	0	24
	O61	Career Builders	0	0	0	4
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	0	0	0	549
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	822	853
Total			315	3,149	16,623	71,918



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. 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

### 3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

### 2. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

### 3. C13 Village Retirement

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



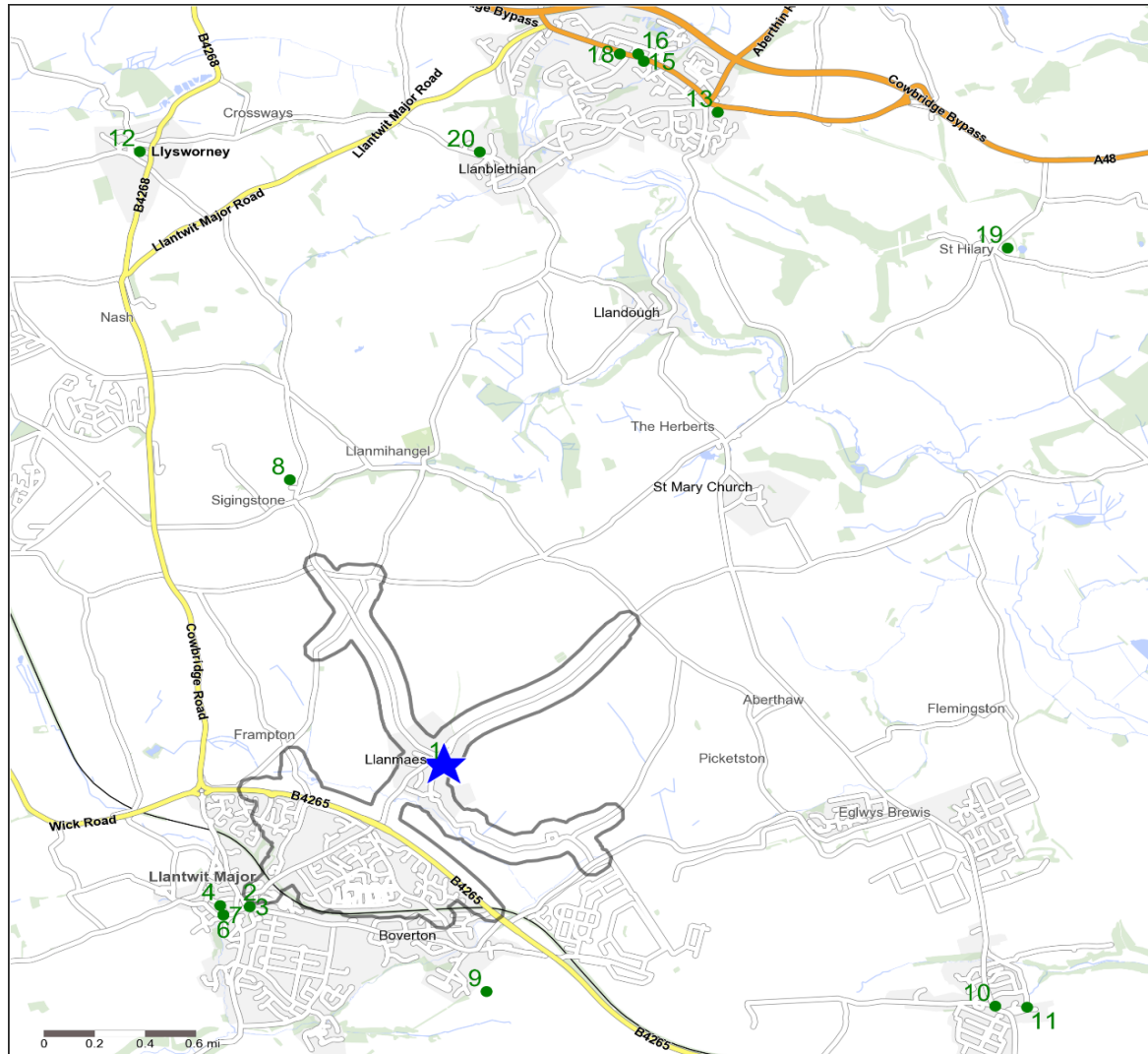
- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](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	Target Customers
Female: Alone, Pair or Group	485	15.4	51	853	27.1	166	1,811	57.5	110	
Male: Alone	445	14.1	47	388	12.3	79	2,315	73.5	138	
Male: Group	253	8.0	35	1,523	48.4	185	1,372	43.6	88	
Male: Pair	301	9.6	37	84	2.7	18	2,763	87.8	153	
Mixed Sex: Group	236	7.5	33	2,095	66.6	208	818	26.0	59	
Mixed Sex: Pair	663	21.1	90	1,199	38.1	117	1,286	40.9	96	
With Children	124	3.9	14	1,286	40.9	243	1,738	55.2	104	
Unknown	1,164	37.0	113	280	8.9	50	1,705	54.2	113	
For Eating:										
Upmarket	775	24.6	80	176	5.6	27	2,197	69.8	148	
Midmarket	255	8.1	24	186	5.9	65	2,707	86.0	155	
Downmarket	189	6.0	27	2,063	65.5	188	897	28.5	69	
For Drinking (monthly spend):										
Nothing	1,079	34.3	113	990	31.4	133	1,079	34.3	76	
Low (less than £10)	1,037	32.9	110	1,303	41.4	176	809	25.7	57	
Medium (Between £10 and £40)	755	24.0	78	538	17.1	96	1,856	59.0	117	
High (Greater than £40)	447	14.2	55	493	15.7	76	2,209	70.2	134	

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	20,830	29.0	96	12,341	17.2	105	37,895	52.7	101
Male: Alone	17,093	23.8	80	9,200	12.8	82	44,774	62.3	117
Male: Group	11,993	16.7	73	22,222	30.9	118	36,852	51.2	103
Male: Pair	14,612	20.3	78	6,255	8.7	57	50,199	69.8	122
Mixed Sex: Group	9,645	13.4	59	33,271	46.3	145	28,150	39.1	89
Mixed Sex: Pair	23,986	33.4	142	18,625	25.9	80	28,455	39.6	93
With Children	17,323	24.1	83	16,061	22.3	133	37,682	52.4	99
Unknown	20,056	27.9	85	12,969	18.0	101	38,041	52.9	110
For Eating:									
Upmarket	19,202	26.7	87	11,277	15.7	75	40,587	56.4	119
Midmarket	15,761	21.9	64	3,576	5.0	55	51,729	71.9	130
Downmarket	14,699	20.4	92	29,617	41.2	118	26,750	37.2	89
For Drinking (monthly spend):									
Nothing	21,532	29.9	99	17,468	24.3	103	32,066	44.6	99
Low (less than £10)	27,467	38.2	128	18,595	25.9	110	25,004	34.8	77
Medium (Between £10 and £40)	24,407	33.9	111	13,181	18.3	103	33,478	46.5	93
High (Greater than £40)	16,745	23.3	90	16,181	22.5	110	38,140	53.0	101

## 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	Blacksmiths Arms, CF61 2XR	Star Pubs & Bars	0.0	0.2
2	Kings Head, CF61 1XY	Brain	21.7	3.6
3	White Lion Hotel, CF61 1XY	Ei Group	21.7	3.6
4	Old White Hart Inn, CF61 1RZ	Ei Group	22.9	3.7
5	Illtyds 216, CF61 1SB	Independent Free	22.9	3.7
6	New Globe, CF61 1SB	Admiral Taverns Ltd	22.9	3.7
7	Old Swan Inn, CF61 1SB	*Other Small Retail Groups	22.9	3.7
8	Victoria Inn, CF71 7LP	Independent Free	27.5	3.1
9	Boverton Castle Hotel, CF61 1UH	Star Pubs & Bars	29.6	4.2
10	Three Horseshoes, CF62 4PF	Ei Group	65.9	6.5
11	Four Bells Inn, CF62 4PG	*Other Small Retail Groups	69.3	7.6
12	Carne Arms, CF71 7NQ	Brain	70.6	7.2
13	Edmondes Arms, CF71 7EP	Independent Free	76.8	9.7
14	Bar 44, CF71 7AG	Independent Free	82.1	10.5
15	Duke Of Wellington, CF71 7AG	Brain	82.1	10.5
16	Vale Of Glamorgan Inn, CF71 7AE	Independent Free	82.7	10.4
17	Market Place, CF71 7AH	Independent Free	85.2	10.4
18	Quarter Penny Cafe, CF71 7AH	Independent Free	85.2	10.4
19	Bush Inn, CF71 7DP	Star Pubs & Bars	90.6	8.5
20	Cross Inn, CF71 7JF	Independent Free	96.9	8.2