

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

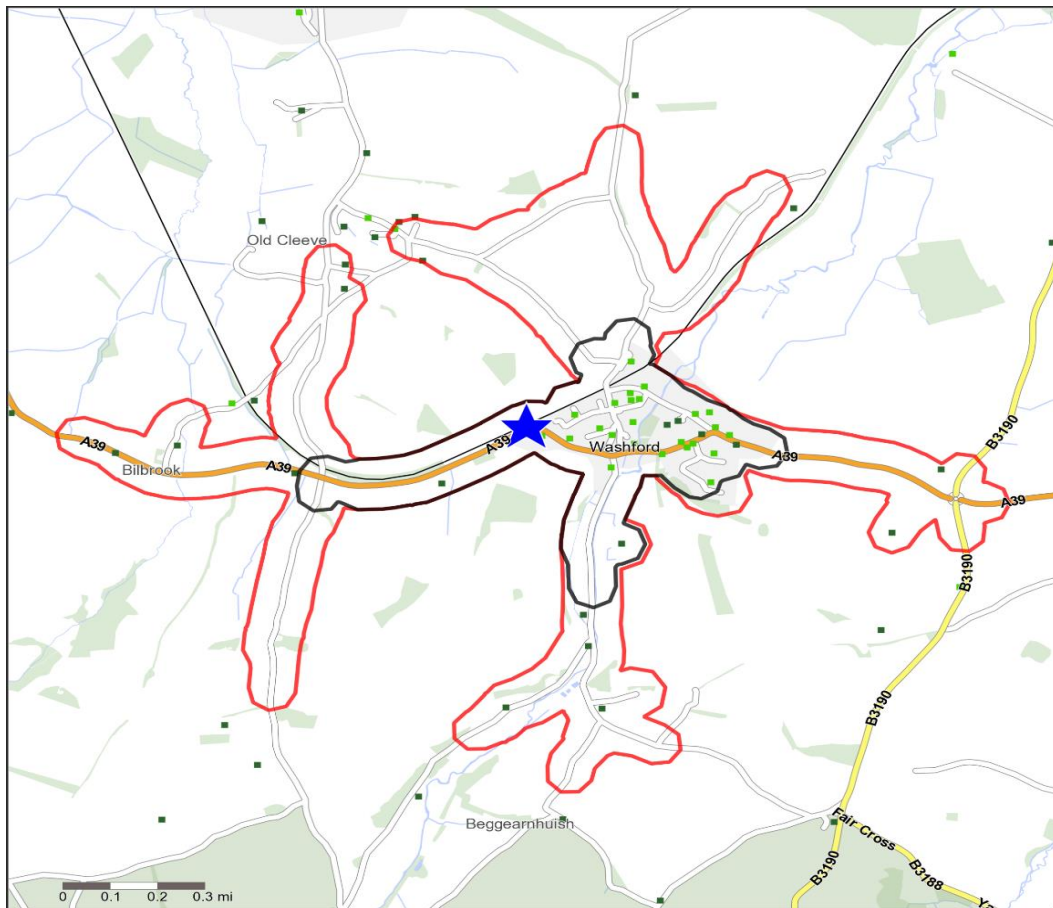
Number of Pubs	1	2	43
Catchment Adults 18+	488	767	27,445
Catchment Adults 18+ Per Pub	488	384	638
Populaton Projection 2018 to 2028 (% change)	3.54%	3.19%	3.48%

		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	398	81.6	157	1	Community Pub	538	70.1	135	1	Community Pub	17,535	63.9	123
2	High Street Pub	274	56.1	120	2	Great Pub Great Food	361	47.1	101	2	Premium Local	12,024	43.8	94
3	Great Pub Great Food	93	19.1	30	3	Premium Local	361	47.1	75	3	Great Pub Great Food	11,122	40.5	64
4	Premium Local	93	19.1	147	4	High Street Pub	276	36.0	278	4	High Street Pub	10,364	37.8	292
5	Bit of Style	0	0.0	0	5	Bit of Style	0	0.0	0	5	Circuit Bar	1,620	5.9	15
6	Circuit Bar	0	0.0	0	6	Circuit Bar	0	0.0	0	6	Bit of Style	985	3.6	13
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	555	2.0	20

	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	31	6.4	72	53	6.9	78	1,683	6.1	69
C1	52	10.7	87	82	10.7	87	2,510	9.1	75
C2	52	10.7	129	71	9.3	112	2,429	8.9	107
DE	39	8.0	78	55	7.2	70	2,410	8.8	85

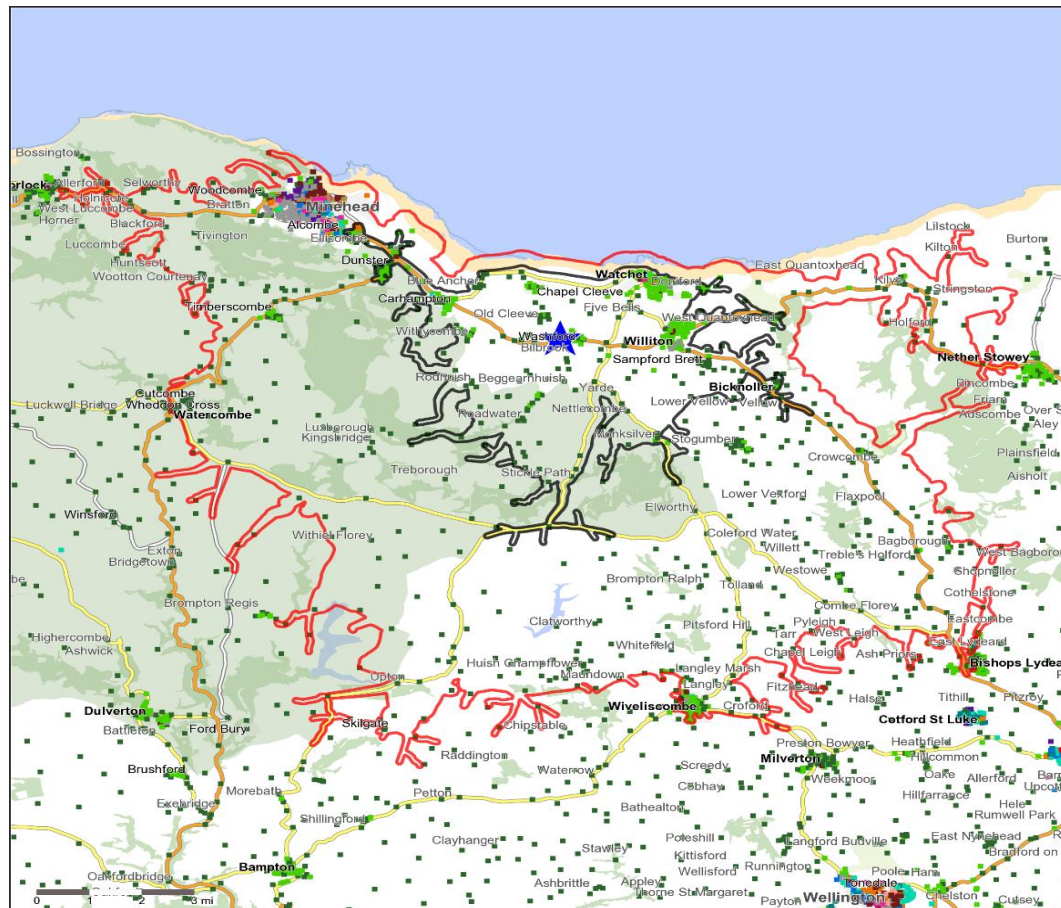
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	190	38.9	117	220	28.7	86	7,150	26.1	79
Medium (7-13)	181	37.1	112	257	33.5	101	8,722	31.8	96
High (14-19)	76	15.6	55	188	24.5	86	7,068	25.8	91

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



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	0
B06	Diamond Days	0	0	0	0	0	172
B07	Alpha Families	0	0	0	0	0	6
B08	Bank of Mum and Dad	0	0	0	0	0	2
B09	Empty-Nest Adventure	0	0	0	0	0	38
C10	Wealthy Landowners	0	5	147	1,105		
C11	Rural Vogue	1	13	113	1,081		
C12	Scattered Homesteads	3	132	1,030	3,664		
C13	Village Retirement	32	103	1,210	2,438		
D14	Satellite Settlers	57	108	809	1,756		
D15	Local Focus	121	130	2,821	3,898		
D16	Outlying Seniors	274	276	2,892	3,854		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	0	0	240		
E19	Bungalow Heaven	0	0	328	2,383		
E20	Classic Grandparents	0	0	0	12		
E21	Solo Retirees	0	0	0	251		
F22	Boomerang Boarders	0	0	0	116		
F23	Family Ties	0	0	0	227		
F24	Fledgling Free	0	0	0	161		
F25	Dependable Me	0	0	0	188		
G26	Cafés and Catchments	0	0	0	0		
G27	Thriving Independence	0	0	0	9		
G28	Modern Parents	0	0	0	0		
G29	Mid-Career Convention	0	0	0	110		
H30	Primary Ambitions	0	0	0	78		
H31	Affordable Fringe	0	0	0	147		
H32	First-Rung Futures	0	0	0	330		
H33	Contemporary Starts	0	0	0	58		
H34	New Foundations	0	0	61	85		
H35	Flying Solo	0	0	0	200		

				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	184	269		
I37	Budget Generations	0	0	0	0		
I38	Economical Families	0	0	0	0		
I39	Families on a Budget	0	0	53	131		
J40	Value Rentals	0	0	40	116		
J41	Youthful Endeavours	0	0	0	0		
J42	Midlife Renters	0	0	71	780		
J43	Renting Rooms	0	0	0	55		
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	25	25		
K48	Mature Workers	0	0	0	61		
L49	Flatlet Seniors	0	0	0	109		
L50	Pocket Pensions	0	0	377	668		
L51	Retirement Communities	0	0	0	1,074		
L52	Estate Veterans	0	0	0	34		
L53	Seasoned Survivors	0	0	0	0		
M54	Down-to-Earth Owners	0	0	0	14		
M55	Back with the Folks	0	0	0	443		
M56	Self Supporters	0	0	0	50		
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	6	922		
O65	Learners & Earners	0	0	0	0		
O66	Student Scene	0	0	0	0		
U99	Unclassified	0	0	2	86		
Total				488	767	10,169	27,446

Top 3 Mosaic Types in a 20 Minute Walktime

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. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

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. 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. C12 Scattered Homesteads

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



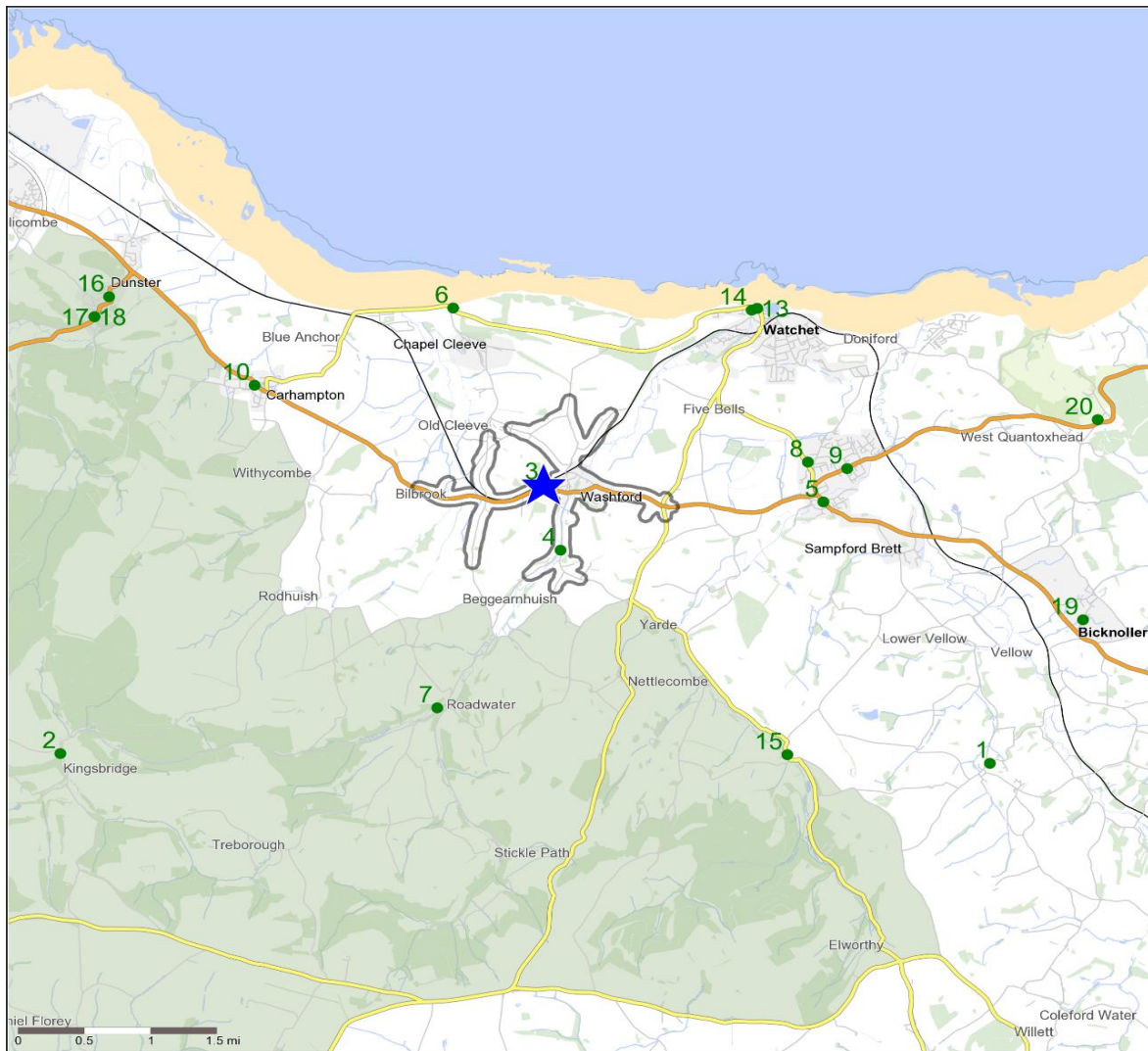
- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

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	% of Population	Index
Female: Alone, Pair or Group	0	0.0	0	238	31.0	190	529	69.0	132			
Male: Alone	276	36.0	121	0	0.0	0	491	64.0	120			
Male: Group	0	0.0	0	232	30.2	115	535	69.8	141			
Male: Pair	0	0.0	0	0	0.0	0	767	100.0	174			
Mixed Sex: Group	0	0.0	0	617	80.4	252	150	19.6	45			
Mixed Sex: Pair	108	14.1	60	511	66.6	205	147	19.2	45			
With Children	0	0.0	0	130	16.9	101	637	83.1	157			
Unknown	238	31.0	94	0	0.0	0	529	69.0	144			
For Eating:												
Upmarket	0	0.0	0	0	0.0	0	767	100.0	212			
Midmarket	0	0.0	0	0	0.0	0	767	100.0	181			
Downmarket	0	0.0	0	406	52.9	152	361	47.1	113			
For Drinking (monthly spend):												
Nothing	538	70.1	232	13	1.7	7	216	28.2	63			
Low (less than £10)	235	30.6	103	527	68.7	293	5	0.7	1			
Medium (Between £10 and £40)	0	0.0	0	240	31.3	175	527	68.7	137			
High (Greater than £40)	0	0.0	0	5	0.7	3	762	99.3	190			

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	2,852	10.4	34		6,131	22.3	137		18,376	67.0	129	
Male: Alone	8,597	31.3	105		390	1.4	9		18,372	66.9	126	
Male: Group	3,218	11.7	51		9,508	34.6	132		14,634	53.3	107	
Male: Pair	4,545	16.6	63		959	3.5	23		21,855	79.6	139	
Mixed Sex: Group	2,243	8.2	36		15,725	57.3	179		9,391	34.2	78	
Mixed Sex: Pair	4,514	16.4	70		13,246	48.3	148		9,599	35.0	82	
With Children	3,305	12.0	42		4,804	17.5	104		19,250	70.1	132	
Unknown	7,020	25.6	78		2,644	9.6	54		17,695	64.5	135	
For Eating:												
Upmarket	2,302	8.4	27		1,345	4.9	24		23,711	86.4	183	
Midmarket	2,764	10.1	29		600	2.2	24		23,995	87.4	158	
Downmarket	2,369	8.6	39		12,022	43.8	126		12,968	47.3	114	
For Drinking (monthly spend):												
Nothing	12,810	46.7	154		5,570	20.3	86		8,979	32.7	73	
Low (less than £10)	7,447	27.1	91		15,305	55.8	237		4,607	16.8	37	
Medium (Between £10 and £40)	1,344	4.9	16		8,310	30.3	170		17,704	64.5	128	
High (Greater than £40)	904	3.3	13		2,701	9.8	48		23,754	86.6	166	

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	White Horse Inn, TA 4 3TA	Independent Free	0.0	11.7
2	Royal Oak Inn, TA23 0SH	Independent Free	0.0	12.1
3	Washford Inn, TA23 0PP	Star Pubs & Bars	0.0	0.1
4	White Horse, TA23 0JZ	Independent Free	13.0	2.2
5	Wyndham Arms, TA 4 4NW	Independent Free	43.5	4.7
6	Blue Anchor Hotel, TA24 6JP	Independent Free	44.1	6.1
7	Valiant Soldier Inn, TA23 0QZ	Independent Free	45.9	6.5
8	Masons Arms, TA 4 4SN	Independent Free	47.4	5.4
9	Railway Inn, TA 4 4QY	Independent Free	48.9	5.5
10	Butchers Arms, TA24 6LP	Ei Group	49.5	5.3
11	Bell Inn, TA23 0AN	Independent Free	55.5	6.9
12	London Inn, TA23 0AN	Independent Free	55.5	6.9
13	Pebbles, TA23 0AN	Independent Free	55.5	6.9
14	Star Inn, TA23 0BZ	Ei Group	56.1	7.0
15	Notley Arms, TA 4 4JB	Unknown	70.6	7.9
16	Dunster Castle Hotel, TA24 6SF	Independent Free	82.2	8.6
17	Foresters Arms Hotel, TA24 6SN	Independent Free	86.5	9.3
18	Stags Head, TA24 6SN	Independent Free	86.5	9.3
19	Bicknoller Inn, TA 4 4EL	Palmer	90.4	9.1
20	Windmill Hotel, TA 4 4DS	Independent Free	90.5	10.6