

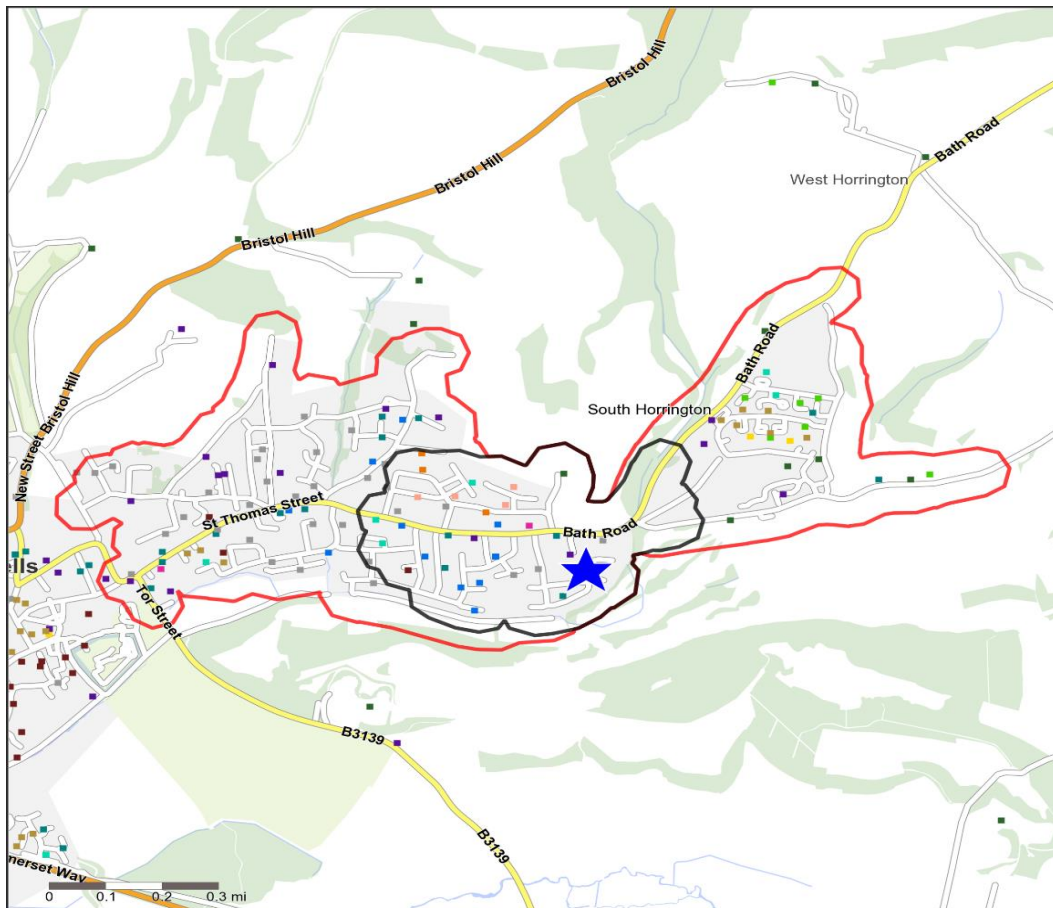
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	2	77
Catchment Adults 18+	1,106	3,107	48,597
Catchment Adults 18+ Per Pub	1,106	1,554	631
Populaton Projection 2018 to 2028 (% change)	4.88%	3.47%	6.07%

		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	918	83.0	160	<div></div>	1	High Street Pub	2,278	73.3	142	<div></div>	1	Premium Local	31,658	65.1	126	<div></div>
2	Community Pub	608	55.0	118	<div></div>	2	Premium Local	2,131	68.6	147	<div></div>	2	Great Pub Great Food	25,908	53.3	114	<div></div>
3	Premium Local	507	45.8	73	<div></div>	3	Great Pub Great Food	1,807	58.2	92	<div></div>	3	High Street Pub	25,782	53.1	84	<div></div>
4	Great Pub Great Food	390	35.3	273	<div></div>	4	Community Pub	1,683	54.2	419	<div></div>	4	Community Pub	21,284	43.8	339	<div></div>
5	Bit of Style	186	16.8	42	<div></div>	5	Bit of Style	822	26.5	66	<div></div>	5	Bit of Style	8,459	17.4	43	<div></div>
6	Circuit Bar	63	5.7	21	<div></div>	6	Craft Led	334	10.7	40	<div></div>	6	Circuit Bar	5,356	11.0	41	<div></div>
7	Craft Led	63	5.7	55	<div></div>	7	Circuit Bar	245	7.9	77	<div></div>	7	Craft Led	2,345	4.8	47	<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	95	8.6	97	352	11.3	128	4,358	9.0	101
C1	97	8.8	72	304	9.8	80	4,952	10.2	83
C2	96	8.7	105	214	6.9	83	4,547	9.4	113
DE	88	8.0	77	185	6.0	58	4,115	8.5	82

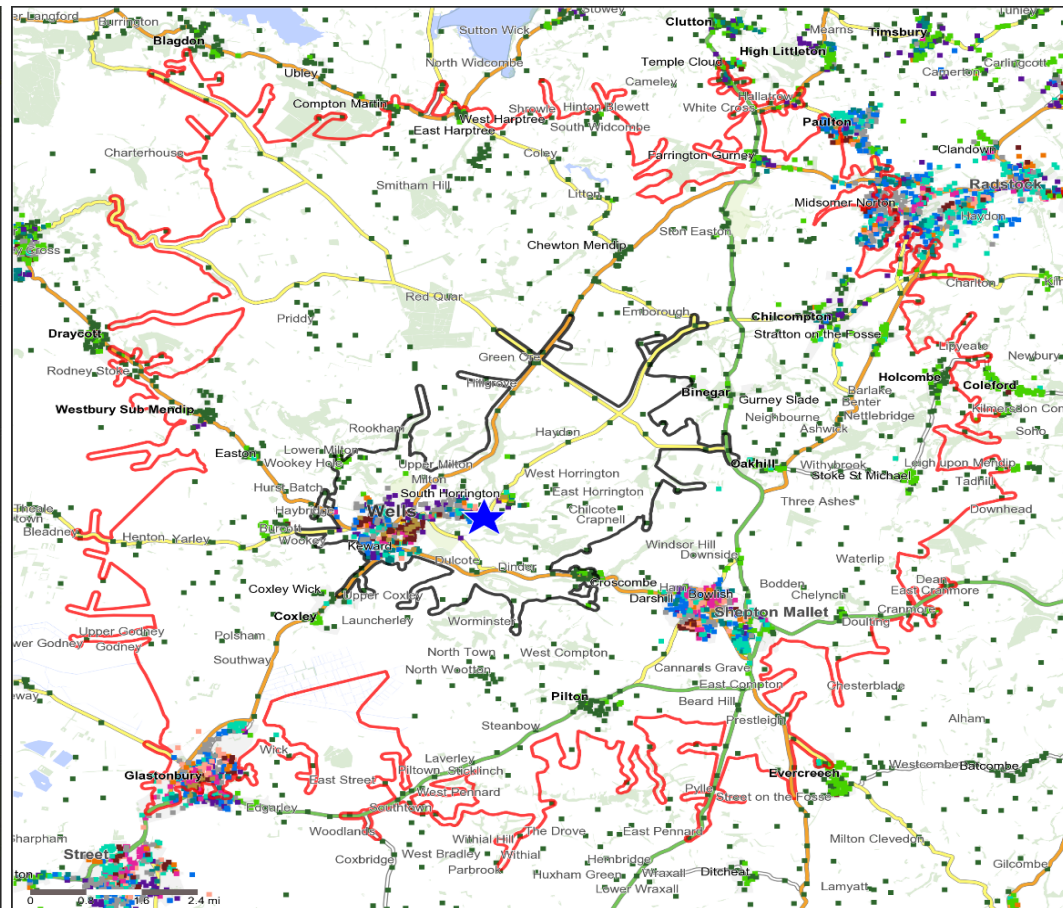
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	237	21.4	65	431	13.9	42	9,986	20.5	62
Medium (7-13)	603	54.5	164	1,377	44.3	134	17,829	36.7	111
High (14-19)	259	23.4	82	1,122	36.1	127	17,255	35.5	125

## 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	26	26
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	3	4	4
	B06	Diamond Days	0	67	348	390
	B07	Alpha Families	0	0	98	481
	B08	Bank of Mum and Dad	4	43	150	380
	B09	Empty-Nest Adventure	4	125	275	687
	C10	Wealthy Landowners	6	53	553	4,528
	C11	Rural Vogue	2	2	225	2,633
	C12	Scattered Homesteads	4	5	157	1,166
	C13	Village Retirement	0	58	420	4,074
	D14	Satellite Settlers	1	109	361	2,496
	D15	Local Focus	0	0	0	1,468
	D16	Outlying Seniors	0	0	63	1,322
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	5	491	806	1,084
	E19	Bungalow Heaven	168	260	882	2,074
	E20	Classic Grandparents	20	106	246	644
	E21	Solo Retirees	86	128	634	1,102
	F22	Boomerang Boarders	169	169	432	1,168
	F23	Family Ties	0	0	106	823
	F24	Fledgling Free	22	30	229	1,249
	F25	Dependable Me	54	103	350	1,484
	G26	Cafés and Catchments	0	0	28	28
	G27	Thriving Independence	3	190	747	976
	G28	Modern Parents	0	0	0	697
	G29	Mid-Career Convention	120	212	350	2,279
	H30	Primary Ambitions	0	0	40	378
	H31	Affordable Fringe	51	51	263	851
	H32	First-Rung Futures	63	134	517	1,324
	H33	Contemporary Starts	0	87	237	1,592
	H34	New Foundations	0	0	6	141
	H35	Flying Solo	0	0	71	439

			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	12	12	106	399
	I37	Budget Generations	89	112	112	580
	I38	Economical Families	0	0	0	85
	I39	Families on a Budget	0	0	0	115
	J40	Value Rentals	0	0	23	245
	J41	Youthful Endeavours	0	0	0	245
	J42	Midlife Renters	19	28	281	1,396
	J43	Renting Rooms	0	0	0	378
	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	248
	K48	Mature Workers	0	0	0	48
	L49	Flatlet Seniors	0	0	0	26
	L50	Pocket Pensions	18	18	291	920
	L51	Retirement Communities	0	55	702	994
	L52	Estate Veterans	0	0	242	524
	L53	Seasoned Survivors	0	0	0	133
	M54	Down-to-Earth Owners	0	0	0	412
	M55	Back with the Folks	137	147	238	1,243
	M56	Self Supporters	51	51	112	481
	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	18	227	227
	O61	Career Builders	0	200	334	334
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	0	24	290	1,367
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	17	80	210
Total			1,108	3,108	11,662	48,598

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes



- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

### 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. 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

### 3. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work



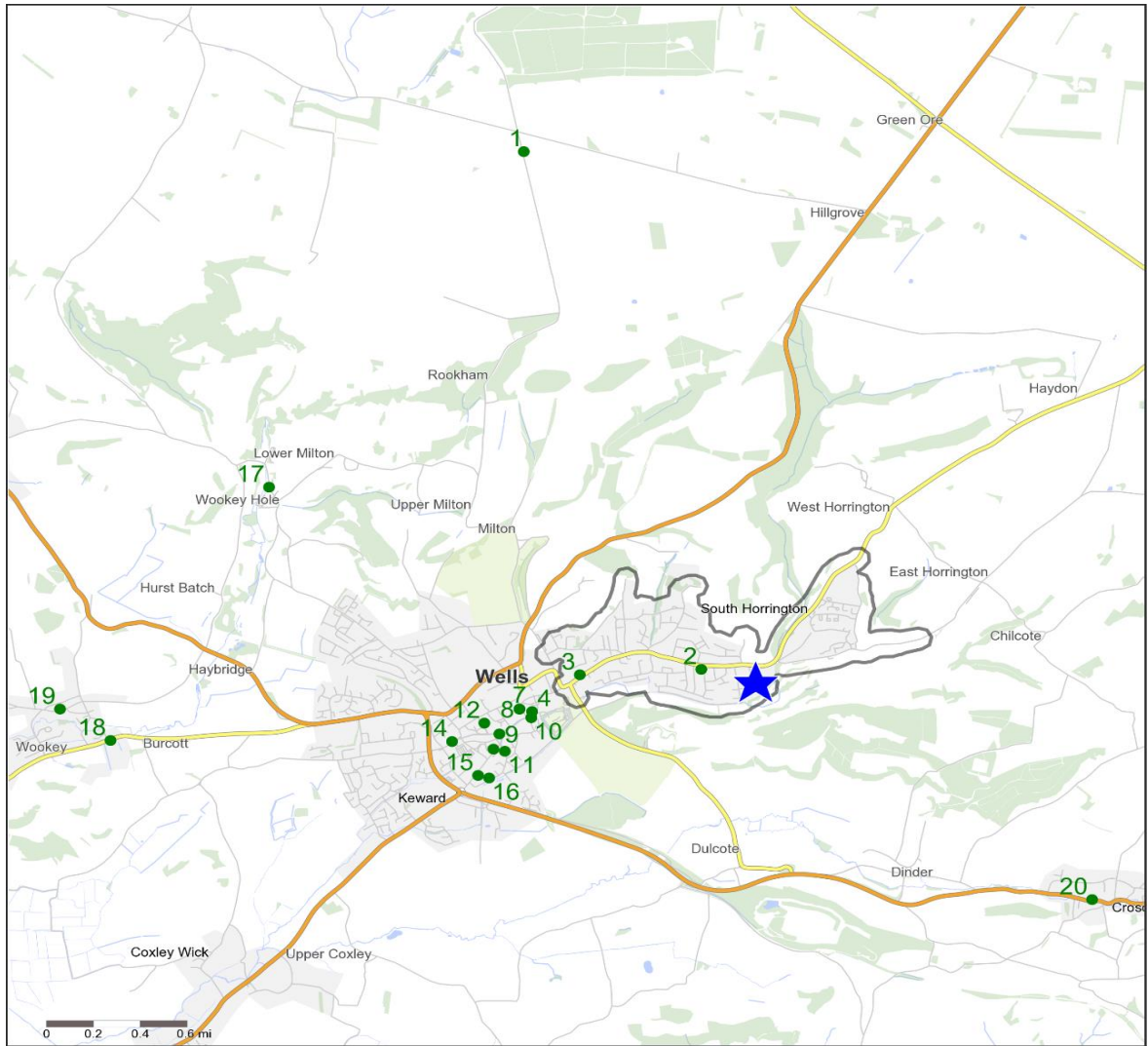
- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

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

	20 Minute Walktime											
	High				Medium				Low			
Activity Group Structure	Target Customers	% of Population	Index		Target Customers	% of Population	Index		Target Customers	% of Population	Index	
Female: Alone, Pair or Group	516	16.6	55	<div><div></div></div>	484	15.6	95	<div><div></div></div>	2,090	67.3	129	<div><div></div></div>
Male: Alone	725	23.3	78	<div><div></div></div>	601	19.3	124	<div><div></div></div>	1,765	56.8	107	<div><div></div></div>
Male: Group	523	16.8	74	<div><div></div></div>	878	28.3	108	<div><div></div></div>	1,690	54.4	110	<div><div></div></div>
Male: Pair	510	16.4	63	<div><div></div></div>	416	13.4	88	<div><div></div></div>	2,164	69.6	121	<div><div></div></div>
Mixed Sex: Group	276	8.9	39	<div><div></div></div>	1,054	33.9	106	<div><div></div></div>	1,760	56.6	129	<div><div></div></div>
Mixed Sex: Pair	1,001	32.2	137	<div><div></div></div>	782	25.2	77	<div><div></div></div>	1,308	42.1	99	<div><div></div></div>
With Children	496	16.0	55	<div><div></div></div>	428	13.8	82	<div><div></div></div>	2,166	69.7	132	<div><div></div></div>
Unknown	642	20.7	63	<div><div></div></div>	696	22.4	125	<div><div></div></div>	1,752	56.4	118	<div><div></div></div>
For Eating:												
Upmarket	1,063	34.2	112	<div><div></div></div>	229	7.4	35	<div><div></div></div>	1,798	57.9	122	<div><div></div></div>
Midmarket	741	23.8	69	<div><div></div></div>	12	0.4	4	<div><div></div></div>	2,337	75.2	136	<div><div></div></div>
Downmarket	742	23.9	107	<div><div></div></div>	836	26.9	77	<div><div></div></div>	1,512	48.7	117	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	664	21.4	71	<div><div></div></div>	795	25.6	108	<div><div></div></div>	1,631	52.5	117	<div><div></div></div>
Low (less than £10)	1,114	35.9	120	<div><div></div></div>	568	18.3	78	<div><div></div></div>	1,408	45.3	100	<div><div></div></div>
Medium (Between £10 and £40)	1,053	33.9	111	<div><div></div></div>	370	11.9	67	<div><div></div></div>	1,668	53.7	107	<div><div></div></div>
High (Greater than £40)	815	26.2	101	<div><div></div></div>	628	20.2	98	<div><div></div></div>	1,648	53.0	101	<div><div></div></div>

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	10,015	20.6	68	6,987	14.4	88	31,385	64.6	124	
Male: Alone	13,190	27.1	91	4,920	10.1	65	30,277	62.3	117	
Male: Group	8,943	18.4	80	14,059	28.9	110	25,386	52.2	105	
Male: Pair	9,812	20.2	77	5,129	10.6	69	33,447	68.8	120	
Mixed Sex: Group	6,720	13.8	60	20,093	41.3	129	21,574	44.4	101	
Mixed Sex: Pair	13,923	28.6	122	13,682	28.2	87	20,782	42.8	100	
With Children	10,269	21.1	73	6,970	14.3	85	31,149	64.1	121	
Unknown	11,571	23.8	72	7,085	14.6	81	29,731	61.2	128	
For Eating:										
Upmarket	11,688	24.1	79	5,318	10.9	53	31,382	64.6	137	
Midmarket	8,878	18.3	53	1,224	2.5	28	38,284	78.8	142	
Downmarket	10,331	21.3	96	14,454	29.7	85	23,603	48.6	117	
For Drinking (monthly spend):										
Nothing	11,441	23.5	78	12,793	26.3	111	24,153	49.7	111	
Low (less than £10)	15,640	32.2	108	16,385	33.7	144	16,362	33.7	74	
Medium (Between £10 and £40)	10,404	21.4	70	13,696	28.2	158	24,287	50.0	99	
High (Greater than £40)	6,570	13.5	52	12,188	25.1	122	29,629	61.0	117	

## Competitor Map



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## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Hunters Lodge Inn, BA 5 3AR	Independent Free	0.0	10.5
2	Britannia Inn, BA 5 3LQ	Wellington	6.3	1.4
3	Fountain Inn, BA 5 2UU	Punch Pub Company	17.2	3.6
4	Bekynton Brasserie, BA 5 2RF	Independent Free	23.2	5.6
5	Cafe Piano, BA 5 2RR	Independent Free	23.8	5.5
6	Cathedral Lounge, BA 5 2RR	Independent Free	23.8	5.5
7	Liberty Cafe Bar, BA 5 2RR	Independent Free	23.8	5.5
8	Shakes Cocktail Bar, BA 5 2RR	Independent Free	23.8	5.5
9	City Arms, BA 5 2AG	Independent Free	26.6	6.6
10	Crown At Wells And Anton's Bistrot, BA 5 2RP	Independent Free	26.6	7.5
11	Rose & Crown, BA 5 1SW	Unknown	28.7	6.3
12	Globe Inn, BA 5 2PY	Independent Free	28.7	6.7
13	Quarter Jack, BA 5 1SY	Wetherspoon	29.0	6.5
14	Cheddar Valley Inn, BA 5 2DZ	Unknown	30.8	6.7
15	Sherston Inn, BA 5 1SU	Punch Pub Company	31.1	7.2
16	Full Moon, BA 5 1UH	*Other Small Retail Groups	31.4	7.5
17	Wookey Hole Inn, BA 5 1BP	Unknown	54.3	9.5
18	Burcott Inn, BA 5 1NJ	Independent Free	63.2	10.4
19	Ring O Bells, BA 5 1JZ	Independent Free	72.1	11.6
20	George Inn, BA 5 3QH	Independent Free	72.6	9.3