

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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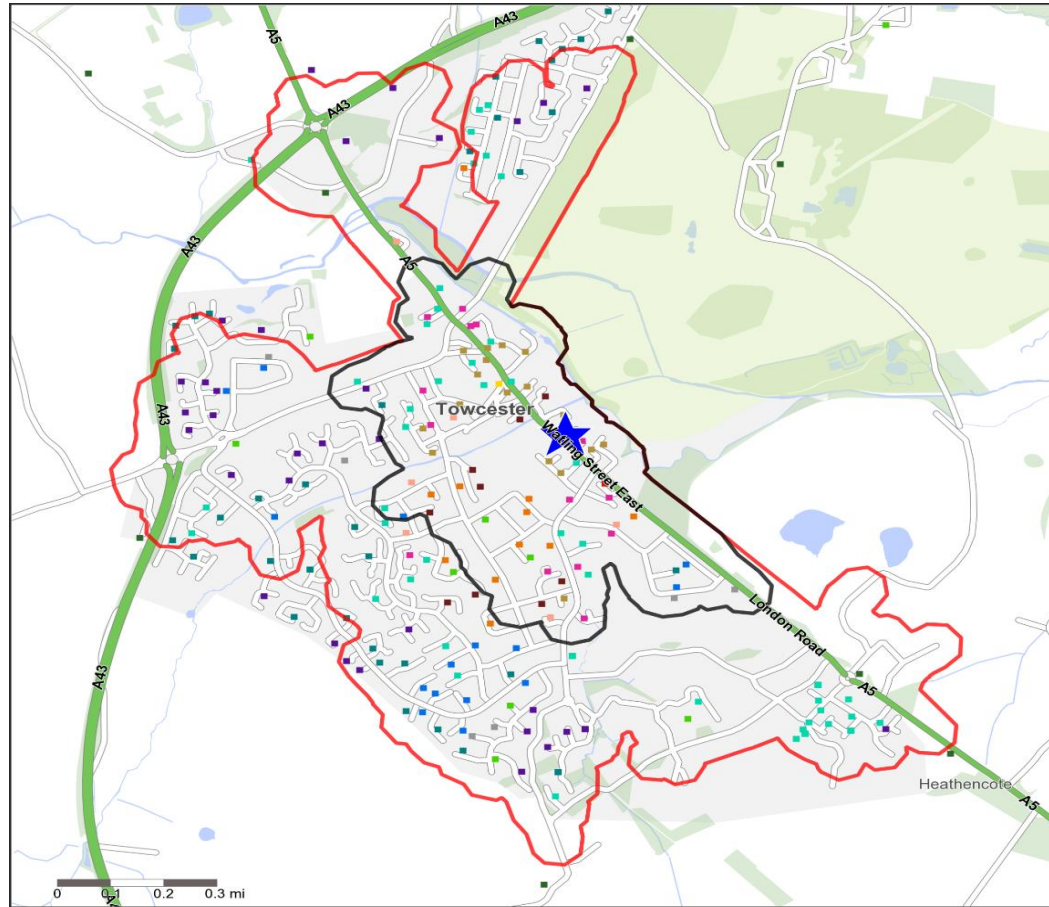
Number of Pubs	10	11	181
Catchment Adults 18+	2,588	6,824	207,927
Catchment Adults 18+ Per Pub	259	620	1,149
Populaton Projection 2020 to 2030 (% change)	9.52%	9.16%	4.60%

		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	2,201	85.0	162	<div></div>	1	High Street Pub	4,348	63.7	121	<div></div>	1	High Street Pub	135,478	65.2	124	<div></div>
2	Community Pub	2,180	84.2	180	<div></div>	2	Premium Local	4,291	62.9	134	<div></div>	2	Premium Local	119,354	57.4	122	<div></div>
3	Bit of Style	720	27.8	44	<div></div>	3	Community Pub	3,156	46.2	72	<div></div>	3	Community Pub	92,895	44.7	70	<div></div>
4	Circuit Bar	690	26.7	186	<div></div>	4	Great Pub Great Food	2,972	43.6	304	<div></div>	4	Great Pub Great Food	89,744	43.2	301	<div></div>
5	Premium Local	690	26.7	66	<div></div>	5	Bit of Style	2,568	37.6	93	<div></div>	5	Bit of Style	73,637	35.4	88	<div></div>
6	Great Pub Great Food	473	18.3	64	<div></div>	6	Circuit Bar	1,522	22.3	78	<div></div>	6	Circuit Bar	40,777	19.6	68	<div></div>
7	Craft Led	382	14.8	130	<div></div>	7	Craft Led	648	9.5	84	<div></div>	7	Craft Led	20,776	10.0	88	<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	277	10.7	121	787	11.5	130	22,531	10.8	122
C1	349	13.5	110	863	12.6	103	28,570	13.7	112
C2	235	9.1	110	614	9.0	109	17,644	8.5	103
DE	299	11.6	112	548	8.0	78	20,572	9.9	96

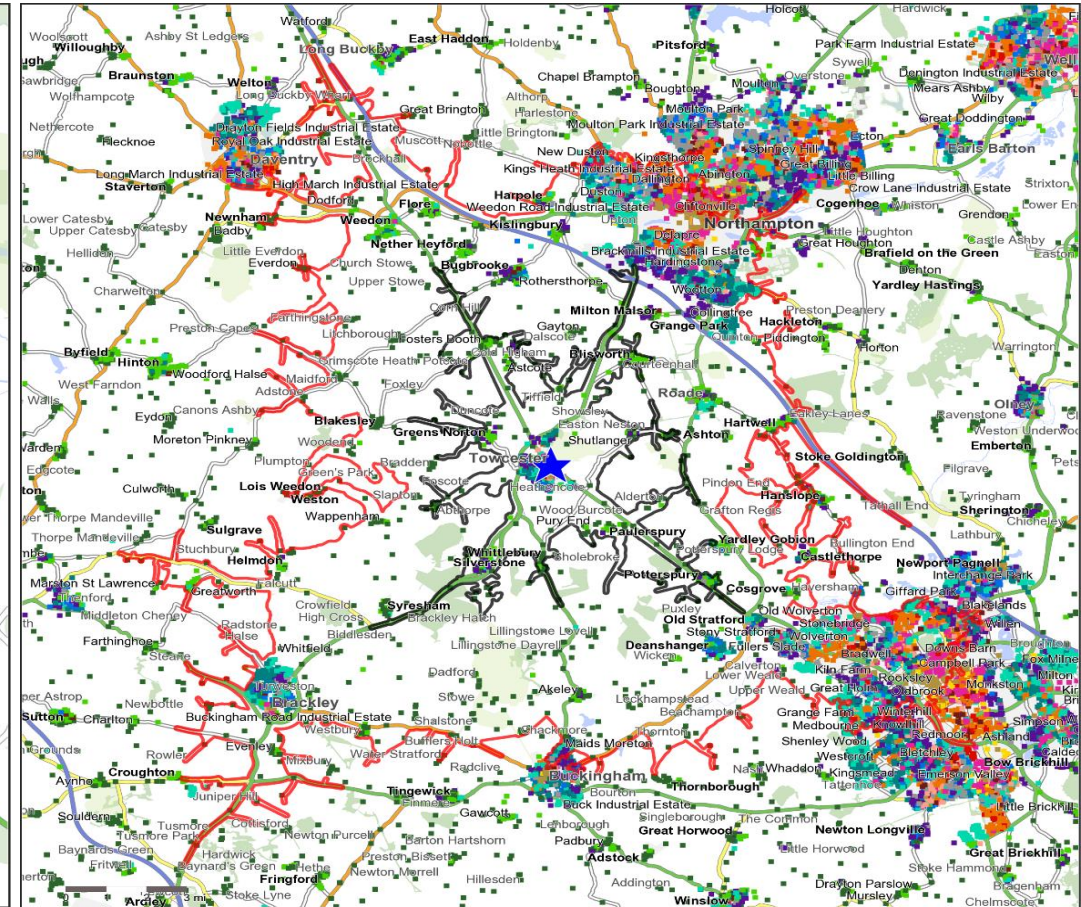
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	998	38.6	116	1,390	20.4	61	60,904	29.3	88
Medium (7-13)	1,046	40.4	122	2,935	43.0	129	76,028	36.6	110
High (14-19)	264	10.2	36	2,102	30.8	108	65,829	31.7	111

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	34	0	34
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	28	0	28
B05	Premium Fortunes	0	0	25	733	25	733
B06	Diamond Days	0	0	21	1,239	21	1,239
B07	Alpha Families	0	211	938	4,647	211	4,647
B08	Bank of Mum and Dad	20	417	523	4,068	417	4,068
B09	Empty-Nest Adventure	45	487	604	4,490	487	4,490
C10	Wealthy Landowners	0	17	1,207	5,499	17	5,499
C11	Rural Vogue	0	6	245	2,805	6	2,805
C12	Scattered Homesteads	0	0	113	555	0	555
C13	Village Retirement	0	39	2,310	6,585	39	6,585
D14	Satellite Settlers	1	63	3,170	10,393	63	10,393
D15	Local Focus	31	107	1,036	4,240	107	4,240
D16	Outlying Seniors	0	0	981	3,852	0	3,852
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	0	0	0	2,532	0	2,532
E19	Bungalow Heaven	7	167	485	4,318	167	4,318
E20	Classic Grandparents	0	0	0	2,240	0	2,240
E21	Solo Retirees	71	71	71	3,455	71	3,455
F22	Boomerang Boarders	0	81	81	1,342	81	1,342
F23	Family Ties	0	86	113	1,904	86	1,904
F24	Fledgling Free	42	222	222	1,893	222	1,893
F25	Dependable Me	48	376	396	4,139	376	4,139
G26	Cafés and Catchments	0	0	0	776	0	776
G27	Thriving Independence	37	37	37	5,469	37	5,469
G28	Modern Parents	11	558	1,250	14,795	558	14,795
G29	Mid-Career Convention	39	446	862	5,243	446	5,243
H30	Primary Ambitions	38	111	116	12,781	111	12,781
H31	Affordable Fringe	11	45	45	1,415	45	1,415
H32	First-Rung Futures	0	137	137	3,784	137	3,784
H33	Contemporary Starts	163	435	851	15,907	435	15,907
H34	New Foundations	6	285	358	1,241	285	1,241
H35	Flying Solo	115	242	242	2,456	242	2,456

				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	64	103	109	8,164	103	8,164
I37	Budget Generations	336	405	405	1,451	405	1,451
I38	Economical Families	0	0	0	1,099	0	1,099
I39	Families on a Budget	0	0	0	6,618	0	6,618
J40	Value Rentals	82	85	85	421	85	421
J41	Youthful Endeavours	44	44	44	987	44	987
J42	Midlife Renters	353	356	356	10,462	356	10,462
J43	Renting Rooms	0	0	0	9,980	0	9,980
K44	Inner City Stalwarts	0	0	0	125	0	125
K45	City Diversity	0	0	0	103	0	103
K46	High Rise Residents	0	0	0	189	0	189
K47	Single Essentials	37	37	37	3,834	37	3,834
K48	Mature Workers	0	0	0	1,066	0	1,066
L49	Flatlet Seniors	0	0	0	900	0	900
L50	Pocket Pensions	112	214	267	2,697	214	2,697
L51	Retirement Communities	77	84	84	1,441	84	1,441
L52	Estate Veterans	48	56	56	2,424	56	2,424
L53	Seasoned Survivors	0	0	0	131	0	131
M54	Down-to-Earth Owners	0	0	0	87	0	87
M55	Back with the Folks	111	128	128	3,609	128	3,609
M56	Self Supporters	76	84	84	1,194	84	1,194
N57	Community Elders	0	0	0	448	0	448
N58	Culture & Comfort	0	0	0	177	0	177
N59	Large Family Living	0	0	0	0	0	0
N60	Ageing Access	8	8	8	470	8	470
O61	Career Builders	230	232	232	2,422	232	2,422
O62	Central Pulse	0	0	0	5,607	0	5,607
O63	Flexible Workforce	0	0	0	1,685	0	1,685
O64	Bus-Route Renters	326	342	342	4,288	342	4,288
O65	Learners & Earners	0	0	0	924	0	924
O66	Student Scene	0	0	0	63	0	63
U99	Unclassified	0	0	0	0	0	0
Total				2,589	6,824	18,676	207,924

Top 3 Mosaic Types in a 20 Minute Walktime

1. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

2. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

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. H33 Contemporary Starts

Young families and singles setting up home in modern developments that are popular with their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

2. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

3. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



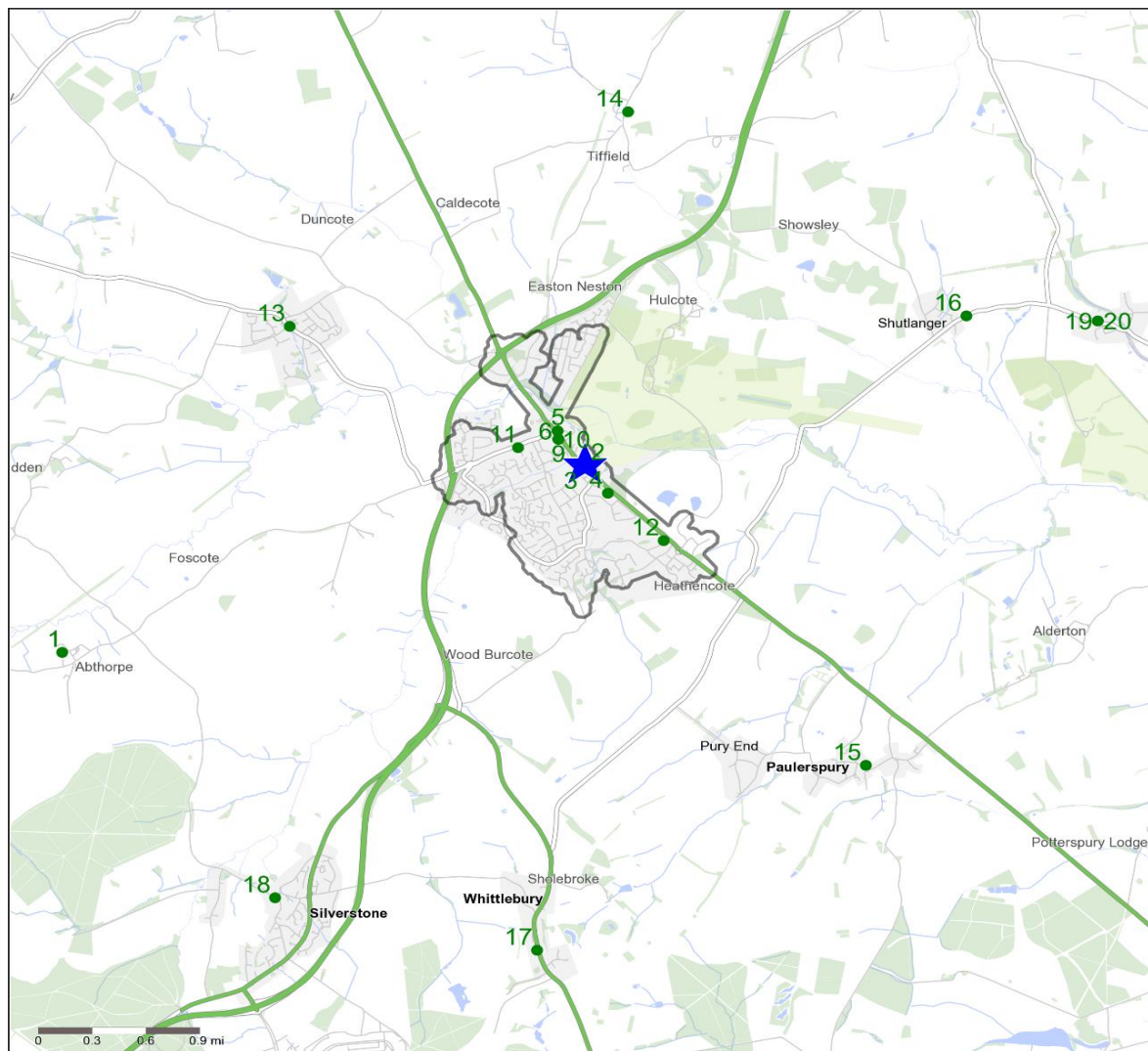
- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

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

	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	2,929	42.9	133	<div><div></div></div>	1,167	17.1	101	<div><div></div></div>	2,728	40.0	79	<div><div></div></div>
Male: Alone	2,125	31.1	105	<div><div></div></div>	1,395	20.4	123	<div><div></div></div>	3,304	48.4	90	<div><div></div></div>
Male: Group	1,913	28.0	122	<div><div></div></div>	1,536	22.5	83	<div><div></div></div>	3,376	49.5	99	<div><div></div></div>
Male: Pair	1,437	21.1	80	<div><div></div></div>	952	14.0	91	<div><div></div></div>	4,434	65.0	111	<div><div></div></div>
Mixed Sex: Group	2,024	29.7	120	<div><div></div></div>	2,480	36.3	113	<div><div></div></div>	2,319	34.0	79	<div><div></div></div>
Mixed Sex: Pair	2,927	42.9	177	<div><div></div></div>	1,604	23.5	71	<div><div></div></div>	2,293	33.6	79	<div><div></div></div>
With Children	2,455	36.0	121	<div><div></div></div>	1,260	18.5	105	<div><div></div></div>	3,109	45.6	86	<div><div></div></div>
Unknown	2,027	29.7	85	<div><div></div></div>	1,815	26.6	144	<div><div></div></div>	2,982	43.7	94	<div><div></div></div>
For Eating:												
Upmarket	2,978	43.6	136	<div><div></div></div>	1,716	25.1	116	<div><div></div></div>	2,130	31.2	68	<div><div></div></div>
Midmarket	2,288	33.5	93	<div><div></div></div>	389	5.7	62	<div><div></div></div>	4,147	60.8	111	<div><div></div></div>
Downmarket	1,796	26.3	113	<div><div></div></div>	3,576	52.4	149	<div><div></div></div>	1,452	21.3	51	<div><div></div></div>
For Drinking (monthly spend):												
Nothing	1,529	22.4	73	<div><div></div></div>	2,680	39.3	167	<div><div></div></div>	2,615	38.3	84	<div><div></div></div>
Low (less than £10)	2,811	41.2	139	<div><div></div></div>	1,742	25.5	107	<div><div></div></div>	2,270	33.3	71	<div><div></div></div>
Medium (Between £10 and £40)	2,772	40.6	132	<div><div></div></div>	1,063	15.6	86	<div><div></div></div>	2,989	43.8	86	<div><div></div></div>
High (Greater than £40)	2,513	36.8	140	<div><div></div></div>	1,108	16.2	78	<div><div></div></div>	3,202	46.9	89	<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	84,826	40.8	126	42,742	20.6	121	80,359	38.6	76
Male: Alone	50,801	24.4	82	39,089	18.8	113	118,037	56.8	106
Male: Group	36,675	17.6	77	59,803	28.8	106	111,448	53.6	107
Male: Pair	43,349	20.8	80	25,500	12.3	80	139,077	66.9	114
Mixed Sex: Group	50,241	24.2	98	94,884	45.6	142	62,802	30.2	70
Mixed Sex: Pair	67,803	32.6	135	72,373	34.8	105	67,751	32.6	76
With Children	70,426	33.9	114	44,713	21.5	123	92,788	44.6	85
Unknown	70,882	34.1	98	53,861	25.9	140	83,184	40.0	86
For Eating:									
Upmarket	66,616	32.0	100	61,708	29.7	137	79,603	38.3	83
Midmarket	68,228	32.8	91	18,288	8.8	96	121,410	58.4	107
Downmarket	38,301	18.4	79	98,920	47.6	135	70,706	34.0	82
For Drinking (monthly spend):									
Nothing	52,750	25.4	83	52,510	25.3	107	102,667	49.4	108
Low (less than £10)	63,443	30.5	103	56,665	27.3	115	87,819	42.2	91
Medium (Between £10 and £40)	63,596	30.6	99	29,076	14.0	77	115,255	55.4	108
High (Greater than £40)	56,575	27.2	103	28,605	13.8	66	122,747	59.0	112

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	New Inn, NN12 8QR	Hook Norton	0.0	8.8
2	Monk & Tipster, NN12 6AF	Star Pubs & Bars	0.0	0.2
3	Peacock, NN12 6AG	Punch Pub Company	0.0	0.3
4	Stables Bar & Grill, NN12 6AJ	Independent Free	4.8	1.0
5	Brave Old Oak, NN12 6BT	Marston's	5.7	1.1
6	Plough, NN12 6BT	Wells & Co	5.7	1.1
7	185 Walting St. Pub & Kitchen, NN12 6BX	Urban Village Pub Company Ltd	7.2	0.9
8	Bar Encore, NN12 6BX	Independent Free	7.2	0.9
9	Saracens Head Hotel, NN12 6BX	Greene King	7.2	0.9
10	Ten Hands Cafe Bar, NN12 6BX	Independent Free	7.2	0.9
11	Bull, NN12 6DH	Ei Group	9.7	1.8
12	Folly Inn, NN12 6LB	Independent Free	13.9	2.1
13	Butchers Arms, NN12 8BA	Ei Group	47.4	6.0
14	George, NN12 8AD	Independent Free	50.7	6.6
15	Barley Mow, NN12 7NA	Ei Group	53.1	5.8
16	Plough, NN12 7RU	Unknown	68.5	7.0
17	Fox And Hounds, NN12 8XJ	Independent Free	75.5	7.9
18	White Horse, NN12 8UW	Everards	82.3	8.2
19	Boat Inn, NN12 7SB	Independent Free	82.3	8.6
20	Navigation, NN12 7SB	Marston's	82.3	8.6