

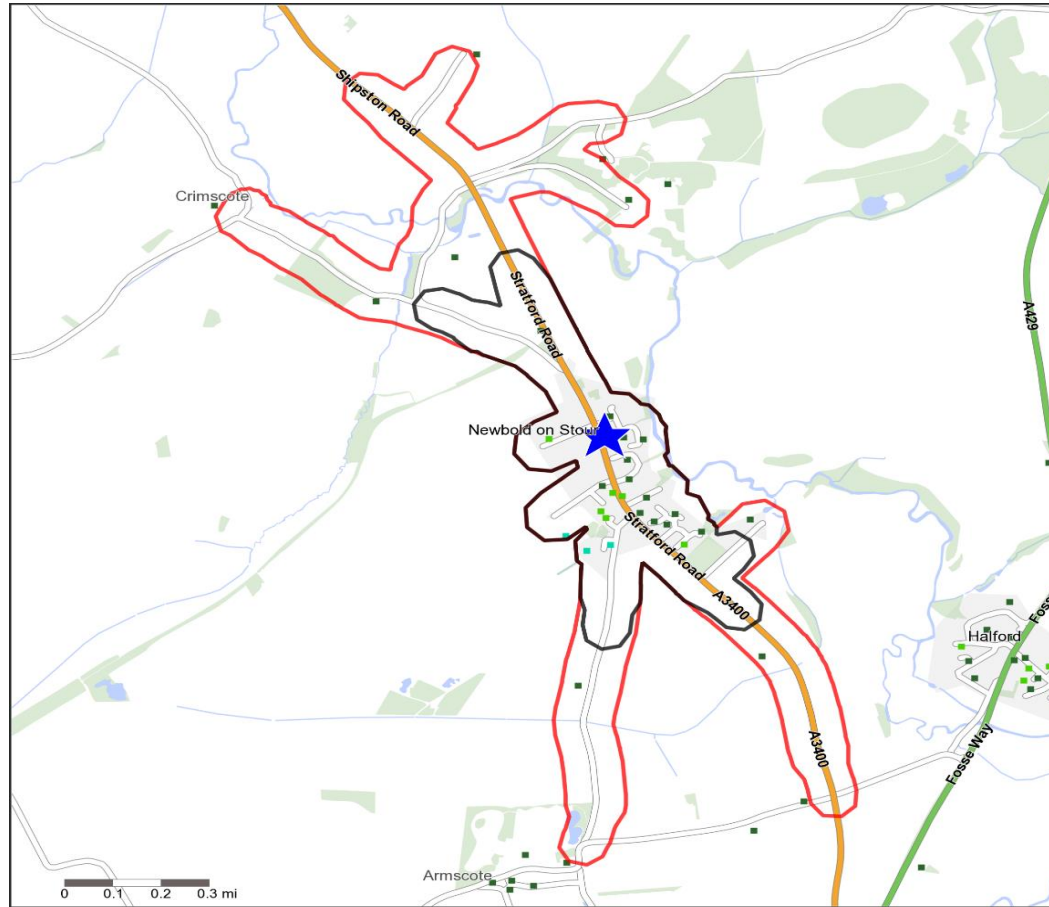
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	1	97
Catchment Adults 18+	467	499	68,434
Catchment Adults 18+ Per Pub	467	499	706
Populaton Projection 2020 to 2030 (% change)	13.40%	13.24%	12.56%

		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	376	80.5	153	1	Premium Local	405	81.2	155	1	Premium Local	50,714	74.1	141
2	Great Pub Great Food	304	65.1	139	2	Great Pub Great Food	330	66.1	141	2	Great Pub Great Food	45,461	66.4	142
3	Community Pub	100	21.4	34	3	Community Pub	106	21.2	33	3	High Street Pub	22,948	33.5	52
4	High Street Pub	77	16.5	115	4	High Street Pub	80	16.0	112	4	Community Pub	22,715	33.2	232
5	Bit of Style	72	15.4	38	5	Bit of Style	75	15.0	37	5	Bit of Style	13,694	20.0	50
6	Circuit Bar	72	15.4	54	6	Circuit Bar	75	15.0	52	6	Circuit Bar	7,727	11.3	39
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	3,353	4.9	43

	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	57	12.2	138	61	12.2	138	8,020	11.7	132
C1	35	7.5	61	37	7.4	60	7,391	10.8	88
C2	44	9.4	114	47	9.4	114	4,859	7.1	86
DE	21	4.5	44	22	4.4	43	4,217	6.2	60

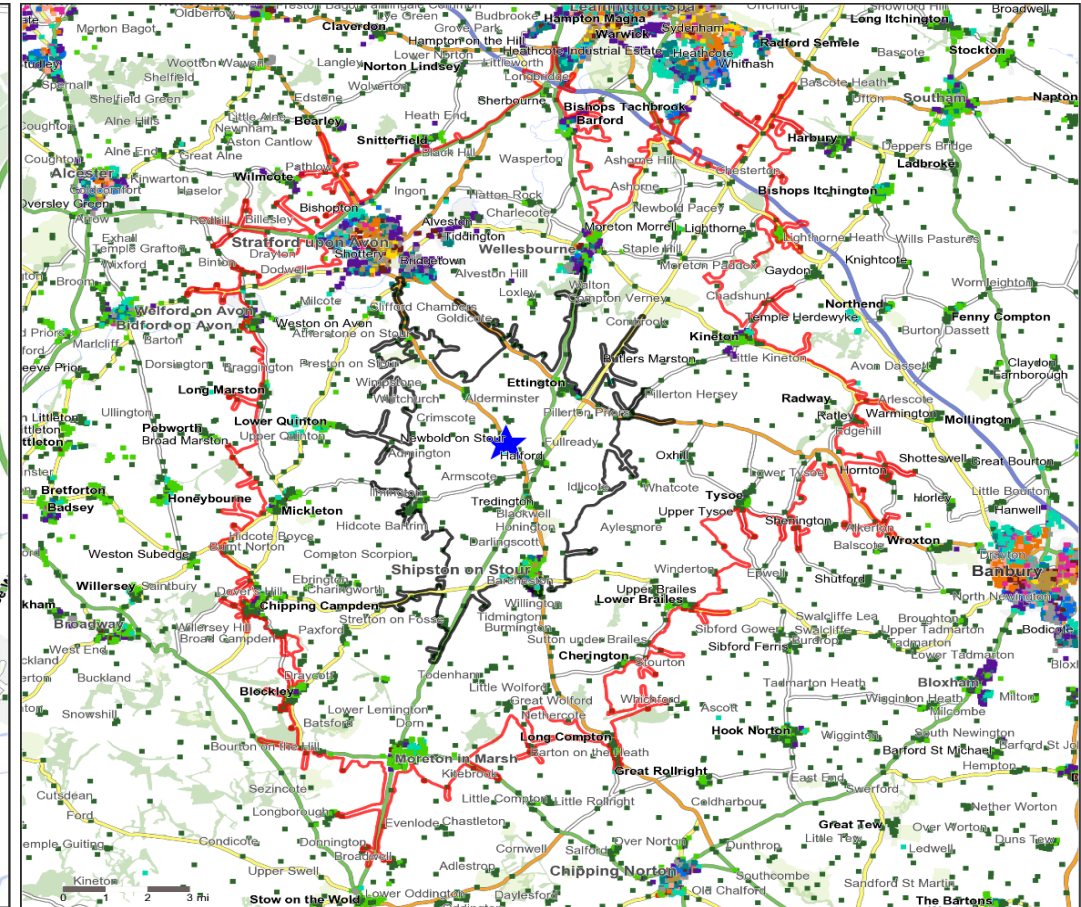
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	80	17.1	52	83	16.6	50	9,049	13.2	40
Medium (7-13)	172	36.8	111	179	35.9	108	19,767	28.9	87
High (14-19)	227	48.6	171	252	50.5	177	36,275	53.0	186

## 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	20		
A02	Uptown Elite	0	0	0	324		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	0	0	0	0		
B05	Premium Fortunes	0	0	0	828		
B06	Diamond Days	0	0	81	1,911		
B07	Alpha Families	0	0	187	2,141		
B08	Bank of Mum and Dad	0	0	19	1,237		
B09	Empty-Nest Adventure	0	0	137	1,560		
C10	Wealthy Landowners	76	89	1,895	9,890		
C11	Rural Vogue	27	28	524	2,555		
C12	Scattered Homesteads	9	12	259	997		
C13	Village Retirement	135	141	1,160	5,943		
D14	Satellite Settlers	58	60	1,913	7,340		
D15	Local Focus	14	14	959	4,270		
D16	Outlying Seniors	77	80	596	2,896		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	0	0	0	3,157		
E19	Bungalow Heaven	0	0	172	907		
E20	Classic Grandparents	0	0	0	323		
E21	Solo Retirees	0	0	27	378		
F22	Boomerang Boarders	0	0	0	319		
F23	Family Ties	0	0	0	158		
F24	Fledgling Free	0	0	0	44		
F25	Dependable Me	0	0	10	171		
G26	Cafés and Catchments	0	0	0	148		
G27	Thriving Independence	0	0	1	3,216		
G28	Modern Parents	0	0	137	765		
G29	Mid-Career Convention	0	0	125	1,397		
H30	Primary Ambitions	0	0	0	301		
H31	Affordable Fringe	0	0	0	0		
H32	First-Rung Futures	0	0	0	581		
H33	Contemporary Starts	0	0	130	3,467		
H34	New Foundations	72	75	219	1,055		
H35	Flying Solo	0	0	0	871		

				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	0	1,413		
I37	Budget Generations	0	0	0	0		
I38	Economical Families	0	0	0	0		
I39	Families on a Budget	0	0	0	0		
J40	Value Rentals	0	0	0	0		
J41	Youthful Endeavours	0	0	0	239		
J42	Midlife Renters	0	0	55	434		
J43	Renting Rooms	0	0	0	0		
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	352		
K48	Mature Workers	0	0	0	0		
L49	Flatlet Seniors	0	0	0	0		
L50	Pocket Pensions	0	0	189	754		
L51	Retirement Communities	0	0	26	1,499		
L52	Estate Veterans	0	0	0	434		
L53	Seasoned Survivors	0	0	0	2		
M54	Down-to-Earth Owners	0	0	0	0		
M55	Back with the Folks	0	0	0	215		
M56	Self Supporters	0	0	0	0		
N57	Community Elders	0	0	0	0		
N58	Culture & Comfort	0	0	0	10		
N59	Large Family Living	0	0	0	0		
N60	Ageing Access	0	0	0	1,380		
O61	Career Builders	0	0	0	1,367		
O62	Central Pulse	0	0	0	16		
O63	Flexible Workforce	0	0	0	159		
O64	Bus-Route Renters	0	0	65	981		
O65	Learners & Earners	0	0	0	6		
O66	Student Scene	0	0	0	0		
U99	Unclassified	0	0	0	0		
Total				468	499	8,886	68,431

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. 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

### 3. 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

## 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

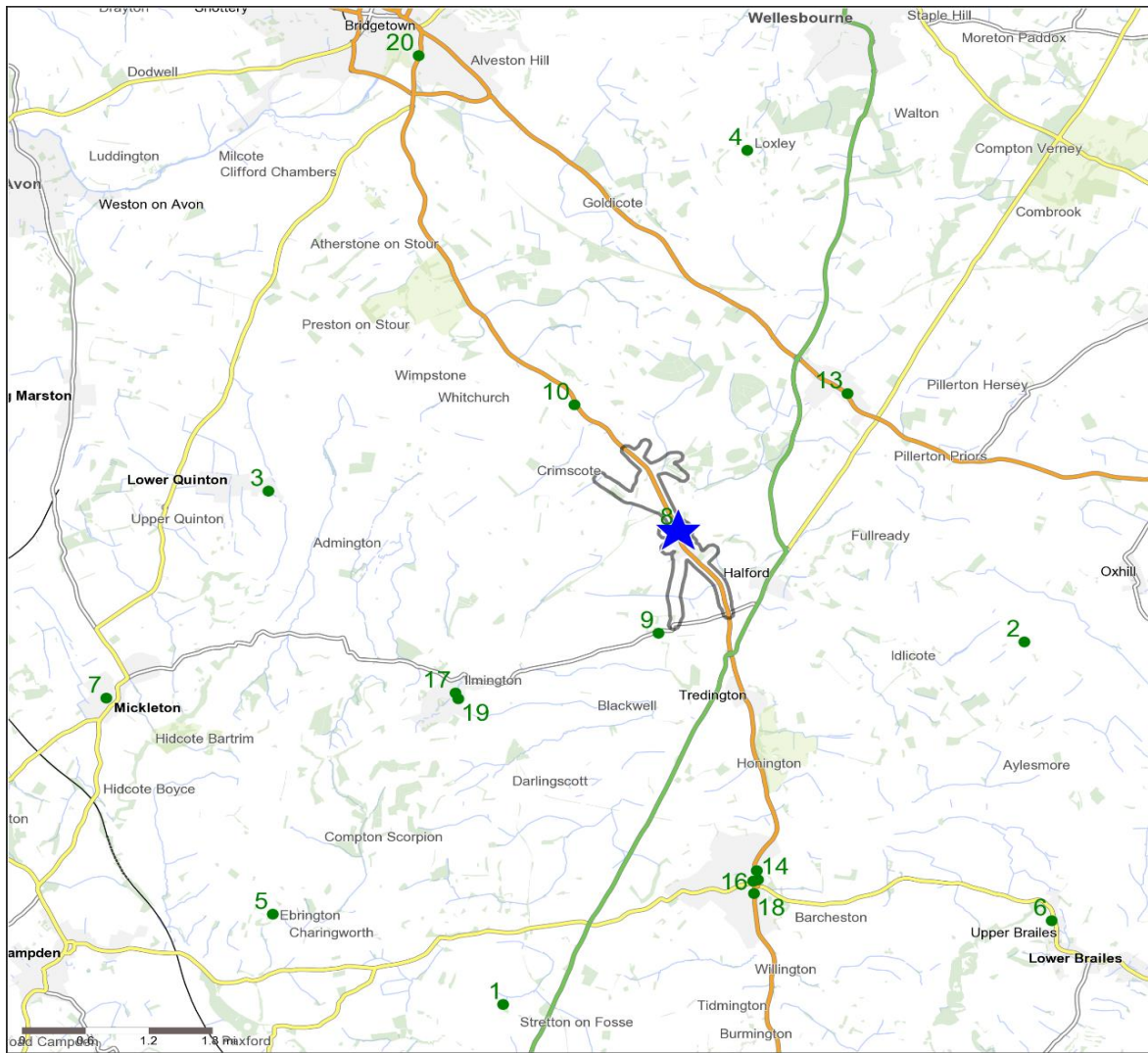
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk:

EMSUKHelpdesk@experian.com | 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	
Female: Alone, Pair or Group	75	15.0	47		74	14.8	87		350	70.1	138	
Male: Alone	80	16.0	54		0	0.0	0		419	84.0	157	
Male: Group	0	0.0	0		155	31.1	115		344	68.9	138	
Male: Pair	0	0.0	0		75	15.0	98		424	85.0	145	
Mixed Sex: Group	75	15.0	61		295	59.1	184		129	25.9	60	
Mixed Sex: Pair	60	12.0	50		233	46.7	141		206	41.3	97	
With Children	0	0.0	0		14	2.8	16		485	97.2	184	
Unknown	74	14.8	43		75	15.0	81		350	70.1	150	
For Eating:												
Upmarket	0	0.0	0		75	15.0	69		424	85.0	184	
Midmarket	0	0.0	0		0	0.0	0		499	100.0	182	
Downmarket	0	0.0	0		94	18.8	53		405	81.2	196	
For Drinking (monthly spend):												
Nothing	106	21.2	69		28	5.6	24		365	73.1	160	
Low (less than £10)	153	30.7	103		182	36.5	154		164	32.9	71	
Medium (Between £10 and £40)	0	0.0	0		242	48.5	268		257	51.5	101	
High (Greater than £40)	0	0.0	0		89	17.8	86		410	82.2	155	

	20 Minute Drivetime										
	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	11,189	16.4	51	16,532	24.2	142	40,713	59.5	117		
Male: Alone	8,992	13.1	44	7,421	10.8	65	52,021	76.0	142		
Male: Group	4,705	6.9	30	14,952	21.8	81	48,777	71.3	142		
Male: Pair	7,031	10.3	39	2,187	3.2	21	59,216	86.5	148		
Mixed Sex: Group	6,016	8.8	36	30,460	44.5	138	31,958	46.7	108		
Mixed Sex: Pair	13,192	19.3	80	17,673	25.8	78	37,569	54.9	128		
With Children	4,900	7.2	24	12,618	18.4	105	50,916	74.4	141		
Unknown	16,088	23.5	68	12,564	18.4	99	39,781	58.1	124		
For Eating:											
Upmarket	12,032	17.6	55	9,939	14.5	67	46,463	67.9	147		
Midmarket	7,083	10.4	29	2,847	4.2	46	58,504	85.5	156		
Downmarket	2,519	3.7	16	21,207	31.0	88	44,709	65.3	157		
For Drinking (monthly spend):											
Nothing	13,861	20.3	66	9,568	14.0	59	45,004	65.8	144		
Low (less than £10)	16,978	24.8	84	21,019	30.7	129	30,437	44.5	96		
Medium (Between £10 and £40)	10,888	15.9	52	21,543	31.5	174	36,003	52.6	103		
High (Greater than £40)	7,975	11.7	44	18,267	26.7	129	42,192	61.7	117		

## Competitor Map



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Site
 Star Pubs
 Pubs
 Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Plough Inn, GL56 9QX	Independent Free	0.0	9.9
2	Royal Oak, CV36 5EF	Unknown	0.0	10.6
3	College Arms, CV37 8SG	Ei Group	0.0	10.6
4	Fox Inn, CV35 9JS	Ei Group	0.0	11.9
5	Ebrington Arms, GL55 6NH	Independent Free	0.0	12.6
6	Gate Inn, OX15 5AX	Hook Norton	0.0	13.8
7	Butchers Arms, GL55 6SD	Punch Pub Company	0.0	15.7
8	White Hart, CV37 8TS	Star Pubs & Bars	0.0	0.1
9	Fuzzy Duck, CV37 8DD	Independent Free	24.4	3.4
10	Bell, CV37 8NY	Restaurant Group	32.3	3.6
11	Thirst Edition, CV36 4AS	Independent Free	76.4	7.7
12	White Horse, CV36 4AS	Star Pubs & Bars	76.4	7.7
13	Chequers Inn, CV37 7SR	Independent Free	78.3	7.4
14	Horseshoe, CV36 4AP	Ei Group	78.8	8.0
15	George Townhouse, CV36 4AJ	Brakspear	79.7	8.2
16	White Bear, CV36 4AJ	Independent Free	79.7	8.2
17	Howard Arms, CV36 4LT	Independent Free	80.8	7.8
18	Coach & Horses, CV36 4EN	Hook Norton	81.0	8.7
19	Red Lion, CV36 4LX	Hook Norton	82.8	8.0
20	Old Tramway Inn, CV37 7LW	Punch Pub Company	115.8	11.1