

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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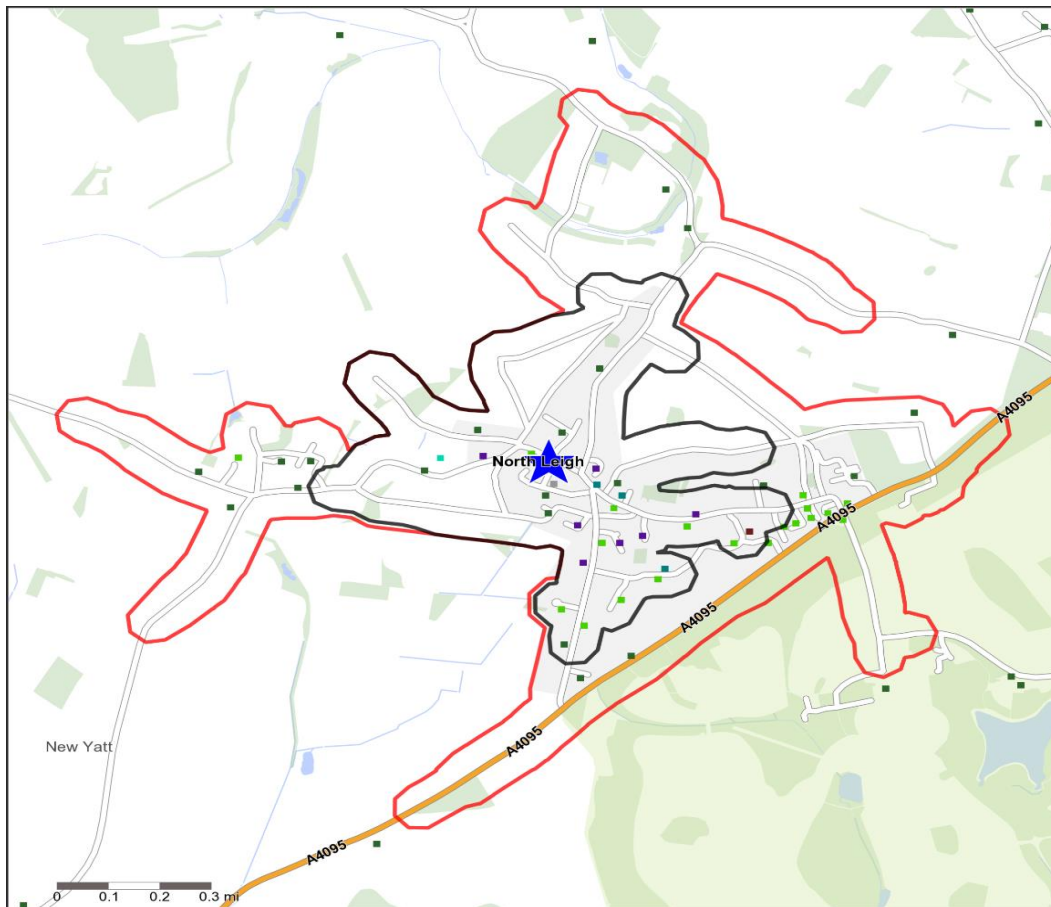
Number of Pubs	2	2	117
Catchment Adults 18+	1,055	1,413	101,366
Catchment Adults 18+ Per Pub	528	707	866
Populaton Projection 2020 to 2030 (% change)	2.70%	2.74%	3.39%

		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	Great Pub Great Food	951	90.1	172	1	Premium Local	1,223	86.6	165	1	Premium Local	76,079	75.1	143
2	Premium Local	951	90.1	192	2	Great Pub Great Food	1,222	86.5	184	2	Great Pub Great Food	68,148	67.2	143
3	High Street Pub	172	16.3	26	3	High Street Pub	227	16.1	25	3	High Street Pub	50,089	49.4	77
4	Bit of Style	129	12.2	85	4	Community Pub	154	10.9	76	4	Bit of Style	38,903	38.4	268
5	Community Pub	68	6.4	16	5	Bit of Style	129	9.1	23	5	Community Pub	29,073	28.7	71
6	Circuit Bar	0	0.0	0	6	Circuit Bar	0	0.0	0	6	Circuit Bar	11,275	11.1	39
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	7,595	7.5	66

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	121	11.5	129	159	11.3	127	13,231	13.1	147
C1	86	8.2	66	117	8.3	67	11,524	11.4	92
C2	85	8.1	98	109	7.7	93	7,569	7.5	90
DE	48	4.5	44	75	5.3	52	6,060	6.0	58

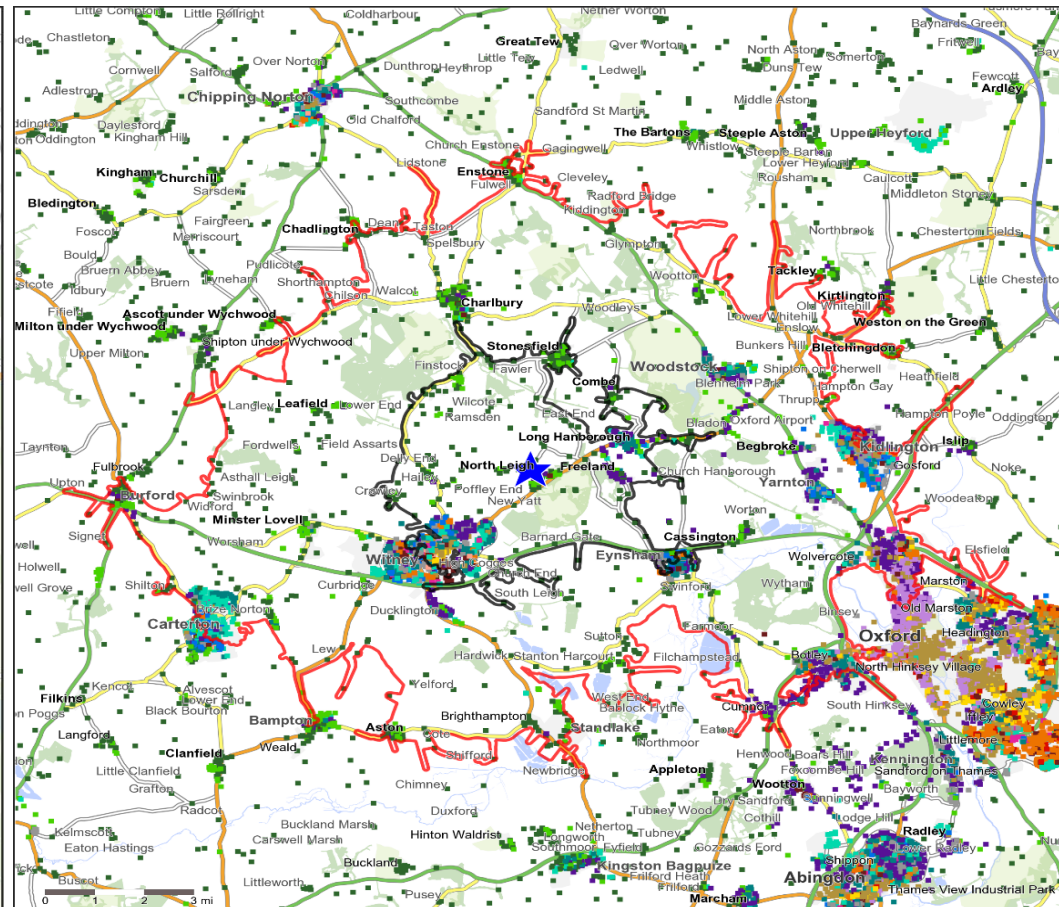
Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	52	4.9	15	93	6.6	20	10,494	10.4	31
Medium (7-13)	235	22.3	67	331	23.4	70	30,201	29.8	90
High (14-19)	719	68.2	239	923	65.3	229	53,765	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	519
A02	Uptown Elite	0	0	100	3,905
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	588
B05	Premium Fortunes	0	0	42	2,410
B06	Diamond Days	0	0	378	2,945
B07	Alpha Families	110	113	1,098	3,318
B08	Bank of Mum and Dad	95	99	752	2,403
B09	Empty-Nest Adventure	37	51	1,005	1,888
C10	Wealthy Landowners	60	175	1,513	4,773
C11	Rural Vogue	2	9	266	1,552
C12	Scattered Homesteads	0	1	24	244
C13	Village Retirement	227	259	2,143	5,999
D14	Satellite Settlers	290	386	2,015	8,231
D15	Local Focus	24	55	218	1,739
D16	Outlying Seniors	34	77	361	1,432
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	980	3,184
E19	Bungalow Heaven	37	37	303	1,581
E20	Classic Grandparents	0	0	310	1,068
E21	Solo Retirees	0	0	543	1,824
F22	Boomerang Boarders	0	0	474	2,117
F23	Family Ties	0	0	414	3,031
F24	Fledgling Free	0	0	0	146
F25	Dependable Me	0	0	213	1,141
G26	Cafés and Catchments	0	0	123	1,704
G27	Thriving Independence	0	0	1,871	7,245
G28	Modern Parents	0	0	560	1,697
G29	Mid-Career Convention	129	129	2,035	4,704
H30	Primary Ambitions	0	0	1,345	3,414
H31	Affordable Fringe	0	0	114	599
H32	First-Rung Futures	0	0	111	1,044
H33	Contemporary Starts	0	0	978	6,790
H34	New Foundations	0	0	168	776
H35	Flying Solo	0	0	317	1,385

		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	1,114	3,933
I37	Budget Generations	0	0	37	273
I38	Economical Families	0	0	0	0
I39	Families on a Budget	0	0	1	2
J40	Value Rentals	0	0	0	11
J41	Youthful Endeavours	0	0	0	0
J42	Midlife Renters	0	0	174	765
J43	Renting Rooms	0	0	4	7
K44	Inner City Stalwarts	0	0	0	146
K45	City Diversity	0	0	0	10
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	0	0	27	45
K48	Mature Workers	0	0	0	0
L49	Flatlet Seniors	0	0	49	82
L50	Pocket Pensions	9	21	197	761
L51	Retirement Communities	0	0	549	1,932
L52	Estate Veterans	0	0	334	852
L53	Seasoned Survivors	0	0	0	0
M54	Down-to-Earth Owners	0	0	0	23
M55	Back with the Folks	0	0	101	466
M56	Self Supporters	0	0	100	102
N57	Community Elders	0	0	0	35
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	341	698
O61	Career Builders	0	0	1,015	4,563
O62	Central Pulse	0	0	194	356
O63	Flexible Workforce	0	0	0	87
O64	Bus-Route Renters	0	0	280	677
O65	Learners & Earners	0	0	0	50
O66	Student Scene	0	0	0	64
U99	Unclassified	0	0	0	28
Total		1,054	1,412	25,291	101,364

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

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. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

3. H33 Contemporary Starts

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



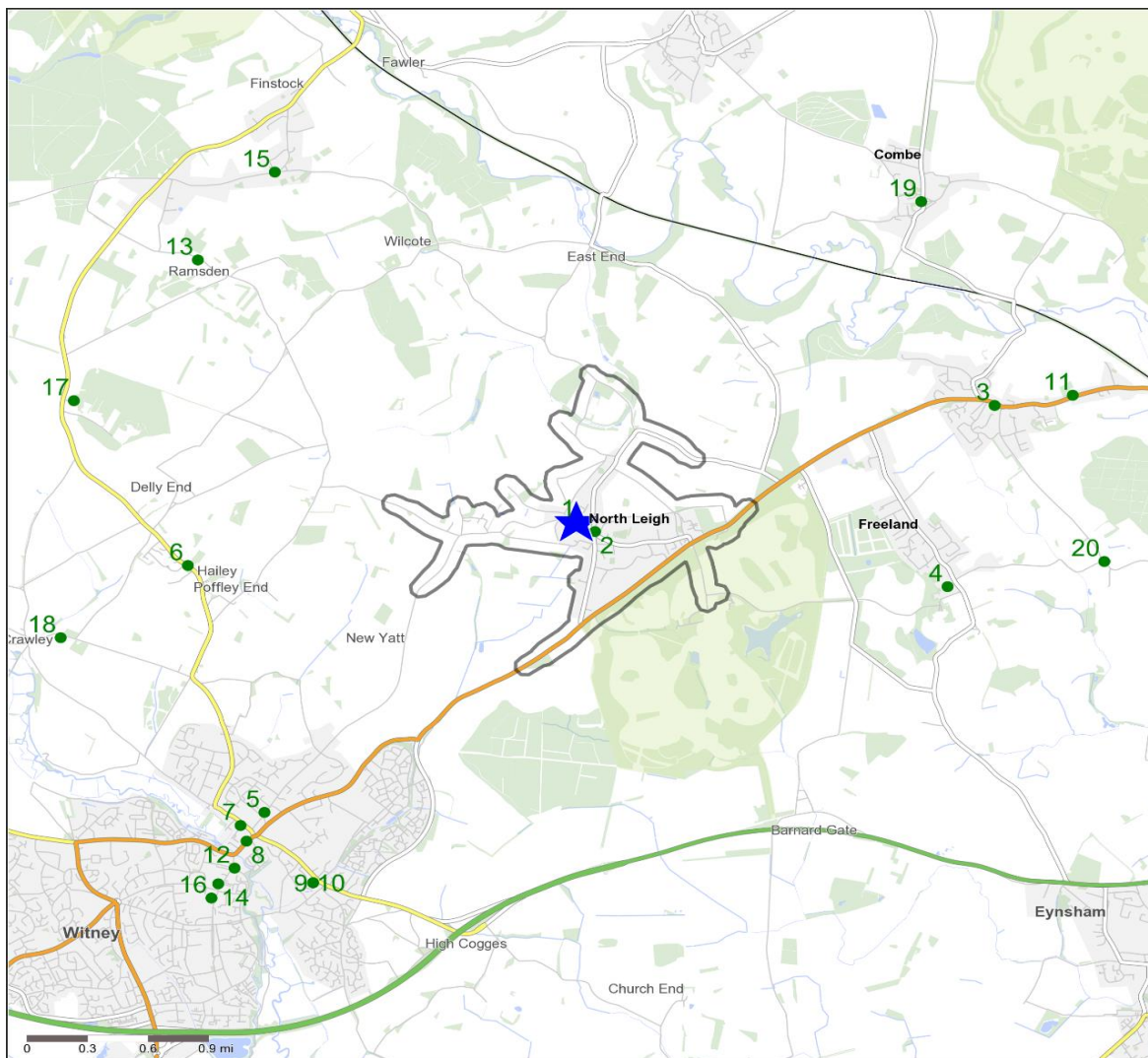
- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

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		
Female: Alone, Pair or Group	99	7.0	22	554	39.2	231	759	53.7	106		
Male: Alone	98	6.9	23	129	9.1	55	1,186	83.9	156		
Male: Group	21	1.5	6	579	41.0	152	813	57.5	115		
Male: Pair	21	1.5	6	0	0.0	0	1,391	98.4	168		
Mixed Sex: Group	99	7.0	28	943	66.7	208	370	26.2	61		
Mixed Sex: Pair	614	43.5	179	425	30.1	91	374	26.5	62		
With Children	0	0.0	0	184	13.0	74	1,229	87.0	165		
Unknown	570	40.3	116	0	0.0	0	842	59.6	128		
For Eating:											
Upmarket	228	16.1	50	113	8.0	37	1,071	75.8	164		
Midmarket	99	7.0	19	0	0.0	0	1,314	93.0	170		
Downmarket	0	0.0	0	448	31.7	90	965	68.3	165		
For Drinking (monthly spend):											
Nothing	232	16.4	53	247	17.5	74	934	66.1	145		
Low (less than £10)	539	38.1	128	564	39.9	168	310	21.9	47		
Medium (Between £10 and £40)	279	19.7	64	548	38.8	214	586	41.5	81		
High (Greater than £40)	150	10.6	40	304	21.5	104	958	67.8	128		

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	27,883	27.5	85	23,251	22.9	135	50,204	49.5	98	
Male: Alone	15,395	15.2	51	22,236	21.9	132	63,707	62.8	117	
Male: Group	16,775	16.5	72	21,700	21.4	79	62,863	62.0	124	
Male: Pair	16,571	16.3	62	5,517	5.4	35	79,250	78.2	134	
Mixed Sex: Group	10,012	9.9	40	48,018	47.4	147	43,308	42.7	99	
Mixed Sex: Pair	26,501	26.1	108	26,903	26.5	80	47,934	47.3	111	
With Children	18,474	18.2	61	20,314	20.0	114	62,550	61.7	117	
Unknown	30,390	30.0	86	21,734	21.4	116	49,214	48.6	104	
For Eating:										
Upmarket	33,969	33.5	104	21,884	21.6	100	45,485	44.9	97	
Midmarket	20,923	20.6	57	9,813	9.7	106	70,602	69.7	127	
Downmarket	13,070	12.9	56	29,795	29.4	83	58,473	57.7	139	
For Drinking (monthly spend):										
Nothing	21,666	21.4	70	19,765	19.5	83	59,907	59.1	129	
Low (less than £10)	37,189	36.7	124	21,272	21.0	88	42,877	42.3	91	
Medium (Between £10 and £40)	34,350	33.9	110	20,495	20.2	112	46,493	45.9	90	
High (Greater than £40)	27,760	27.4	104	23,702	23.4	113	49,876	49.2	93	

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Woodman Inn, OX29 6TT	Star Pubs & Bars	0.0	0.1
2	Masons Arms, OX29 6RZ	Independent Free	2.7	0.6
3	Three Horseshoes, OX29 8BE	Punch Pub Company	46.8	5.7
4	Oxfordshire Yeoman, OX29 8AQ	Independent Free	46.8	6.7
5	Three Pigeons, OX28 1DG	Ei Group	48.0	6.4
6	Lamb & Flag, OX29 9UB	Independent Free	51.3	7.4
7	Elm Tree, OX28 1NQ	Independent Free	51.6	6.8
8	Old Court Hotel, OX28 1DA	Independent Free	52.5	6.7
9	Carpenters Arms, OX28 3JH	Unknown	54.0	6.5
10	Griffin, OX28 3JH	Wadworth & Co Limited	54.0	6.5
11	George & Dragon, OX29 8JX	Wells & Co	55.5	7.0
12	Plough, OX28 6HL	Admiral Taverns Ltd	56.1	7.5
13	Royal Oak, OX 7 3AU	Independent Free	57.3	7.8
14	Huffkins, OX28 6HP	Independent Free	58.2	8.0
15	Plough Inn, OX 7 3BY	Independent Free	59.8	7.5
16	Royal Oak, OX28 6HW	Independent Free	63.3	8.4
17	Bird In Hand, OX29 9XP	Independent Free	70.2	8.2
18	Crawley Inn, OX29 9TS	Independent Free	73.0	8.4
19	Cock Inn, OX29 8NT	Independent Free	76.3	8.7
20	Hand & Shears, OX29 8AB	Wells & Co	106.4	8.8