

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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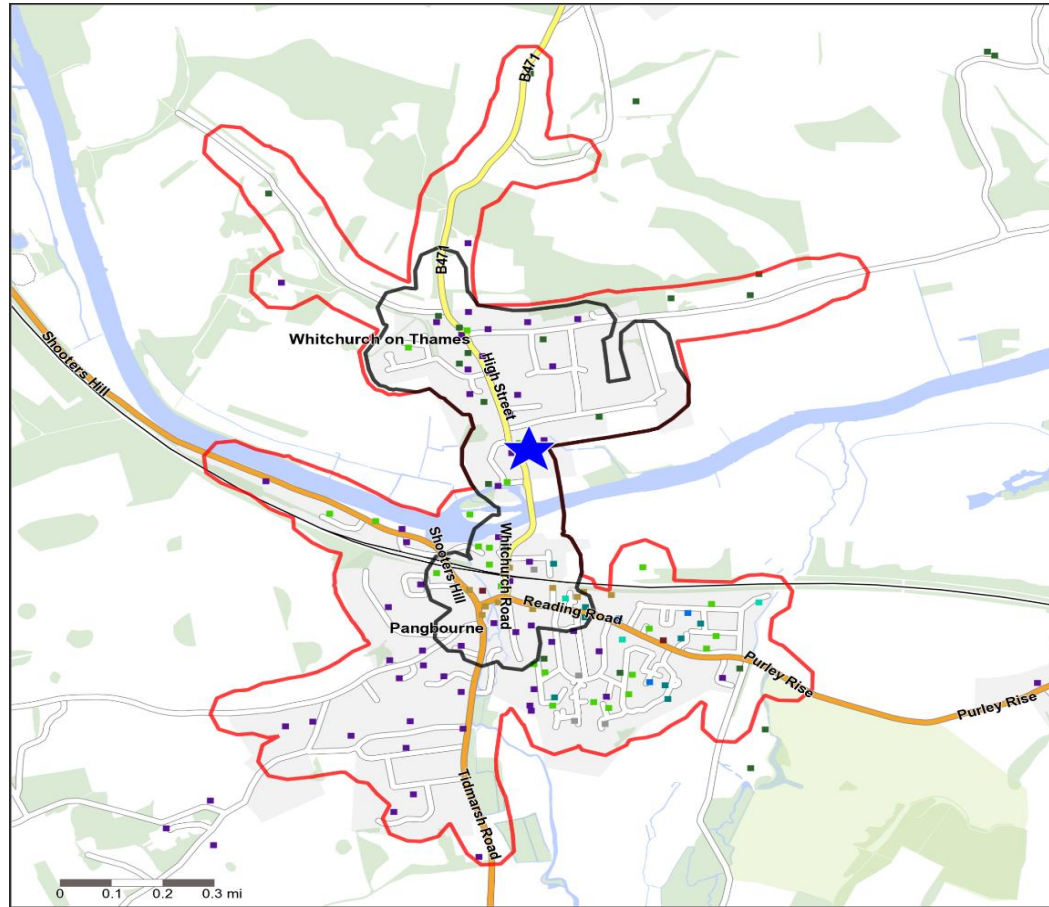
Number of Pubs	4	5	117
Catchment Adults 18+	1,007	2,825	135,582
Catchment Adults 18+ Per Pub	252	565	1,159
Populaton Projection 2020 to 2030 (% change)	-3.27%	-2.02%	0.48%

		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	Premium Local	990	98.3	187	<div></div>	1	Premium Local	2,493	88.2	168	<div></div>	1	Premium Local	100,452	74.1	141	<div></div>
2	Great Pub Great Food	982	97.5	208	<div></div>	2	Great Pub Great Food	2,354	83.3	178	<div></div>	2	Great Pub Great Food	83,620	61.7	131	<div></div>
3	High Street Pub	189	18.8	29	<div></div>	3	High Street Pub	718	25.4	40	<div></div>	3	High Street Pub	71,252	52.6	82	<div></div>
4	Bit of Style	178	17.7	123	<div></div>	4	Community Pub	634	22.4	157	<div></div>	4	Bit of Style	50,789	37.5	261	<div></div>
5	Community Pub	123	12.2	30	<div></div>	5	Bit of Style	500	17.7	44	<div></div>	5	Community Pub	41,437	30.6	76	<div></div>
6	Craft Led	104	10.3	36	<div></div>	6	Craft Led	220	7.8	27	<div></div>	6	Craft Led	20,718	15.3	53	<div></div>
7	Circuit Bar	8	0.8	7	<div></div>	7	Circuit Bar	78	2.8	24	<div></div>	7	Circuit Bar	19,470	14.4	127	<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	196	19.5	220	489	17.3	195	18,378	13.6	153
C1	93	9.2	75	261	9.2	75	16,419	12.1	99
C2	41	4.1	49	152	5.4	65	10,447	7.7	93
DE	36	3.6	35	113	4.0	39	9,676	7.1	69

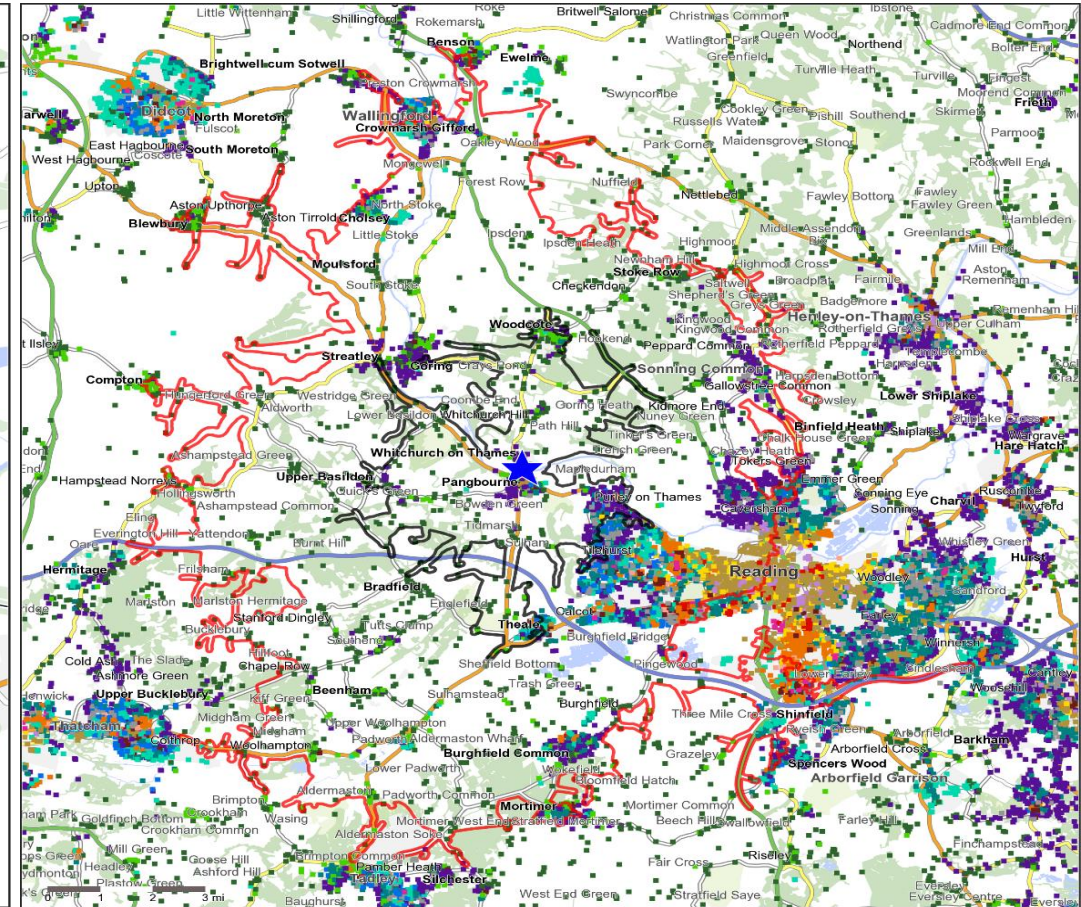
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	15	1.5	4	92	3.3	10	20,887	15.4	46
Medium (7-13)	168	16.7	50	567	20.1	60	43,820	32.3	97
High (14-19)	721	71.6	251	1,999	70.8	248	71,395	52.7	185

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	888	0	0
A03	Penthouse Chic	0	0	0	0	0	0
A04	Metro High-Flyers	0	0	0	291	0	0
B05	Premium Fortunes	70	362	850	2,726	0	0
B06	Diamond Days	163	319	863	5,392	0	0
B07	Alpha Families	208	372	1,774	8,260	0	0
B08	Bank of Mum and Dad	4	8	1,149	4,254	0	0
B09	Empty-Nest Adventure	0	56	606	2,537	0	0
C10	Wealthy Landowners	204	260	2,297	9,552	0	0
C11	Rural Vogue	0	8	253	1,841	0	0
C12	Scattered Homesteads	0	0	21	103	0	0
C13	Village Retirement	6	59	1,054	3,699	0	0
D14	Satellite Settlers	155	383	1,326	6,088	0	0
D15	Local Focus	0	202	465	1,780	0	0
D16	Outlying Seniors	0	2	92	770	0	0
D17	Far-Flung Outposts	0	0	0	0	0	0
E18	Legacy Elders	2	99	594	3,737	0	0
E19	Bungalow Heaven	0	0	0	707	0	0
E20	Classic Grandparents	0	0	17	1,483	0	0
E21	Solo Retirees	0	0	34	2,620	0	0
F22	Boomerang Boarders	0	0	37	1,277	0	0
F23	Family Ties	0	78	334	3,493	0	0
F24	Fledgling Free	0	6	43	81	0	0
F25	Dependable Me	0	48	286	1,297	0	0
G26	Cafés and Catchments	0	0	32	3,140	0	0
G27	Thriving Independence	66	126	563	7,280	0	0
G28	Modern Parents	0	0	402	2,028	0	0
G29	Mid-Career Convention	0	141	1,299	5,241	0	0
H30	Primary Ambitions	0	0	153	7,894	0	0
H31	Affordable Fringe	0	0	28	118	0	0
H32	First-Rung Futures	0	0	20	521	0	0
H33	Contemporary Starts	8	12	275	3,492	0	0
H34	New Foundations	0	1	12	500	0	0
H35	Flying Solo	0	65	161	916	0	0

				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	263	7,534	0	0
I37	Budget Generations	0	0	0	193	0	0
I38	Economical Families	0	0	0	55	0	0
I39	Families on a Budget	0	0	0	490	0	0
J40	Value Rentals	0	0	0	28	0	0
J41	Youthful Endeavours	0	0	0	126	0	0
J42	Midlife Renters	0	0	51	1,207	0	0
J43	Renting Rooms	0	0	0	110	0	0
K44	Inner City Stalwarts	0	0	0	305	0	0
K45	City Diversity	0	0	0	202	0	0
K46	High Rise Residents	0	0	0	0	0	0
K47	Single Essentials	0	0	0	712	0	0
K48	Mature Workers	0	0	0	213	0	0
L49	Flatlet Seniors	0	0	0	466	0	0
L50	Pocket Pensions	0	0	77	1,327	0	0
L51	Retirement Communities	17	63	150	1,601	0	0
L52	Estate Veterans	0	0	0	1,563	0	0
L53	Seasoned Survivors	0	0	0	36	0	0
M54	Down-to-Earth Owners	0	0	0	8	0	0
M55	Back with the Folks	0	0	0	918	0	0
M56	Self Supporters	0	0	0	143	0	0
N57	Community Elders	0	0	0	683	0	0
N58	Culture & Comfort	0	0	0	1,455	0	0
N59	Large Family Living	0	0	0	0	0	0
N60	Ageing Access	0	0	34	1,805	0	0
O61	Career Builders	104	155	186	7,190	0	0
O62	Central Pulse	0	0	0	2,644	0	0
O63	Flexible Workforce	0	0	0	8,700	0	0
O64	Bus-Route Renters	0	0	75	1,825	0	0
O65	Learners & Earners	0	0	0	0	0	0
O66	Student Scene	0	0	0	35	0	0
U99	Unclassified	0	0	0	0	0	0
Total				1,007	2,825	15,876	135,580

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. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

3. B05 Premium Fortunes

Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves



- Extensive detached homes
- Substantial income
- Teenage kids & students
- Portfolio of investments
- Directors and senior managers
- High mobile phone spend

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. O63 Flexible Workforce

Successful young renters ready to move to follow worthwhile incomes from service sector jobs



- Likely to be 26-35
- Singles and multiple sharers
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

3. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



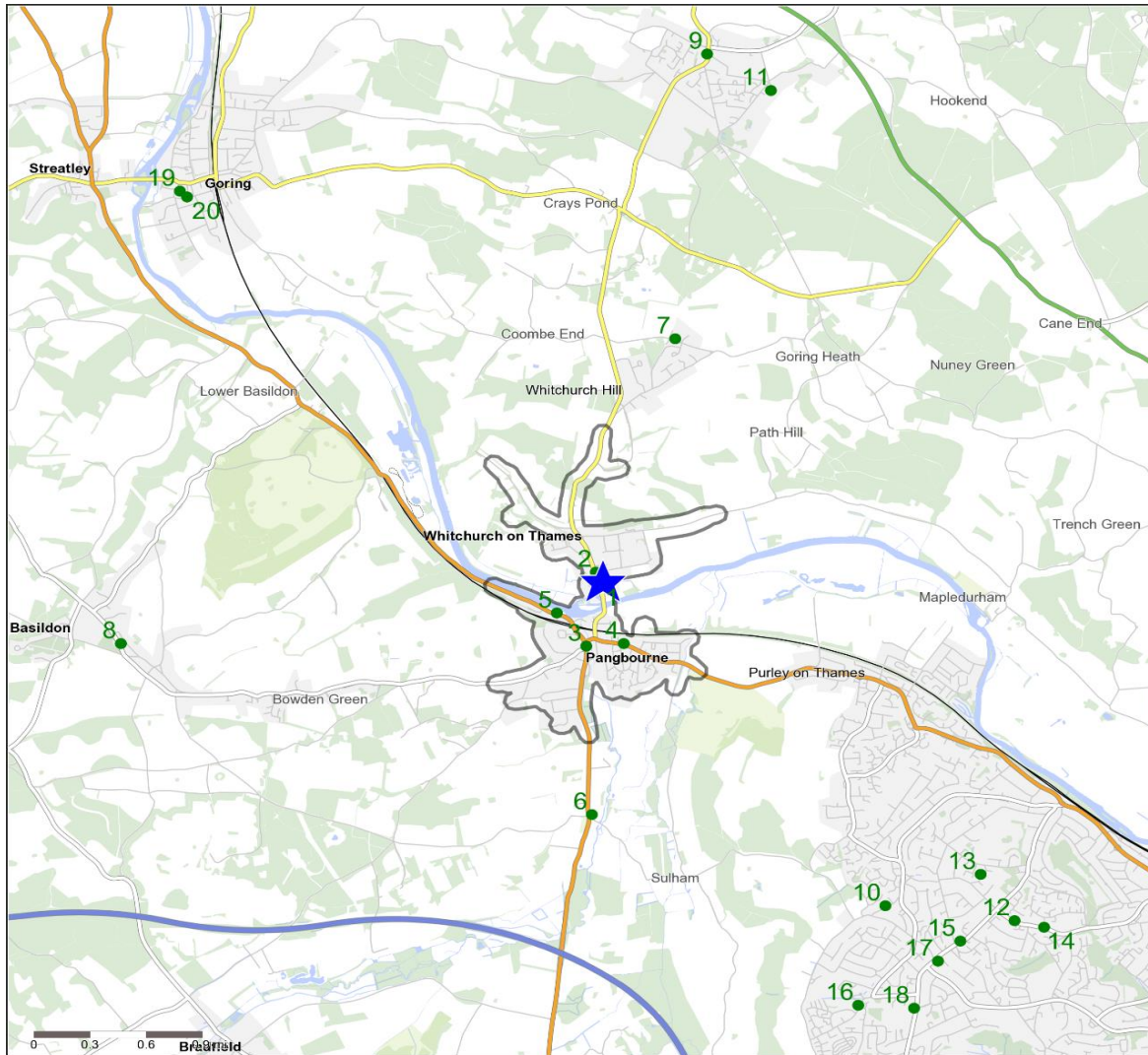
- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

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	99	3.5	11	<div></div>	1,111	39.3	232	<div></div>	1,615	57.2	113	<div></div>
Male: Alone	191	6.8	23	<div></div>	422	14.9	90	<div></div>	2,212	78.3	146	<div></div>
Male: Group	126	4.5	19	<div></div>	410	14.5	54	<div></div>	2,289	81.0	162	<div></div>
Male: Pair	141	5.0	19	<div></div>	49	1.7	11	<div></div>	2,635	93.3	159	<div></div>
Mixed Sex: Group	87	3.1	13	<div></div>	864	30.6	95	<div></div>	1,874	66.3	153	<div></div>
Mixed Sex: Pair	610	21.6	89	<div></div>	320	11.3	34	<div></div>	1,895	67.1	157	<div></div>
With Children	143	5.1	17	<div></div>	674	23.9	136	<div></div>	2,008	71.1	135	<div></div>
Unknown	804	28.5	82	<div></div>	495	17.5	95	<div></div>	1,525	54.0	116	<div></div>
For Eating:												
Upmarket	459	16.2	51	<div></div>	498	17.6	81	<div></div>	1,867	66.1	143	<div></div>
Midmarket	241	8.5	24	<div></div>	65	2.3	25	<div></div>	2,519	89.2	163	<div></div>
Downmarket	132	4.7	20	<div></div>	486	17.2	49	<div></div>	2,207	78.1	188	<div></div>
For Drinking (monthly spend):												
Nothing	290	10.3	33	<div></div>	253	9.0	38	<div></div>	2,282	80.8	177	<div></div>
Low (less than £10)	661	23.4	79	<div></div>	649	23.0	97	<div></div>	1,515	53.6	115	<div></div>
Medium (Between £10 and £40)	964	34.1	111	<div></div>	852	30.2	166	<div></div>	1,008	35.7	70	<div></div>
High (Greater than £40)	297	10.5	40	<div></div>	1,215	43.0	207	<div></div>	1,313	46.5	88	<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	41,957	30.9	96	31,564	23.3	137	62,060	45.8	90
Male: Alone	25,712	19.0	64	23,893	17.6	106	85,977	63.4	118
Male: Group	20,199	14.9	65	27,667	20.4	76	87,716	64.7	129
Male: Pair	28,848	21.3	81	6,255	4.6	30	100,478	74.1	127
Mixed Sex: Group	26,764	19.7	80	45,162	33.3	104	63,656	47.0	109
Mixed Sex: Pair	30,805	22.7	94	38,949	28.7	87	65,827	48.6	114
With Children	22,512	16.6	56	32,800	24.2	138	80,269	59.2	112
Unknown	42,586	31.4	90	28,897	21.3	115	64,098	47.3	101
For Eating:									
Upmarket	54,881	40.5	126	29,715	21.9	101	50,985	37.6	81
Midmarket	48,125	35.5	98	10,245	7.6	83	77,211	56.9	104
Downmarket	18,890	13.9	60	37,905	28.0	79	78,786	58.1	140
For Drinking (monthly spend):									
Nothing	33,596	24.8	81	21,466	15.8	67	80,519	59.4	130
Low (less than £10)	45,146	33.3	112	23,194	17.1	72	67,241	49.6	107
Medium (Between £10 and £40)	47,006	34.7	113	39,778	29.3	162	48,797	36.0	70
High (Greater than £40)	47,253	34.9	132	33,479	24.7	119	54,849	40.5	77

Competitor Map



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★ Site ● Star Pubs ● Pubs N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Ferryboat Inn, RG 8 7DB	Star Pubs & Bars	0.0	0.4
2	Greyhound, RG 8 7EL	Punch Pub Company	1.8	0.6
3	Cross Keys, RG 8 7AR	Greene King	8.5	1.9
4	Star, RG 8 7HY	Greene King	10.6	2.3
5	Swan, RG 8 7DU	Greene King	12.7	2.5
6	Greyhound, RG 8 8ER	Fuller Smith & Turner	28.4	4.6
7	Sun Inn, RG 8 7PU	Independent Free	38.0	5.2
8	Red Lion, RG 8 8NG	Ei Group	61.4	8.5
9	Red Lion, RG 8 0SD	Greene King	67.3	8.9
10	Royal Oak, RG31 5NW	Greene King	73.2	10.1
11	Black Lion, RG 8 0RB	Independent Free	81.1	10.1
12	Victoria, RG30 6BP	Star Pubs & Bars	81.3	12.8
13	Butchers Arms, RG31 6HH	Ei Group	82.3	12.8
14	Tylers Rest, RG30 6BS	Mitchells & Butlers	83.9	13.4
15	Plough, RG31 5AW	Trust Inns Limited	84.2	11.9
16	Fox & Hounds, RG31 5SB	Ei Group	86.6	12.4
17	Prince Of Wales, RG31 5BG	Ei Group	87.3	11.4
18	Water Tower, RG31 4DU	Greene King	90.4	12.4
19	John Barleycorn, RG 8 9DP	Brakspear	96.4	11.5
20	Catherine Wheel, RG 8 9HB	Brakspear	96.8	11.6