

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
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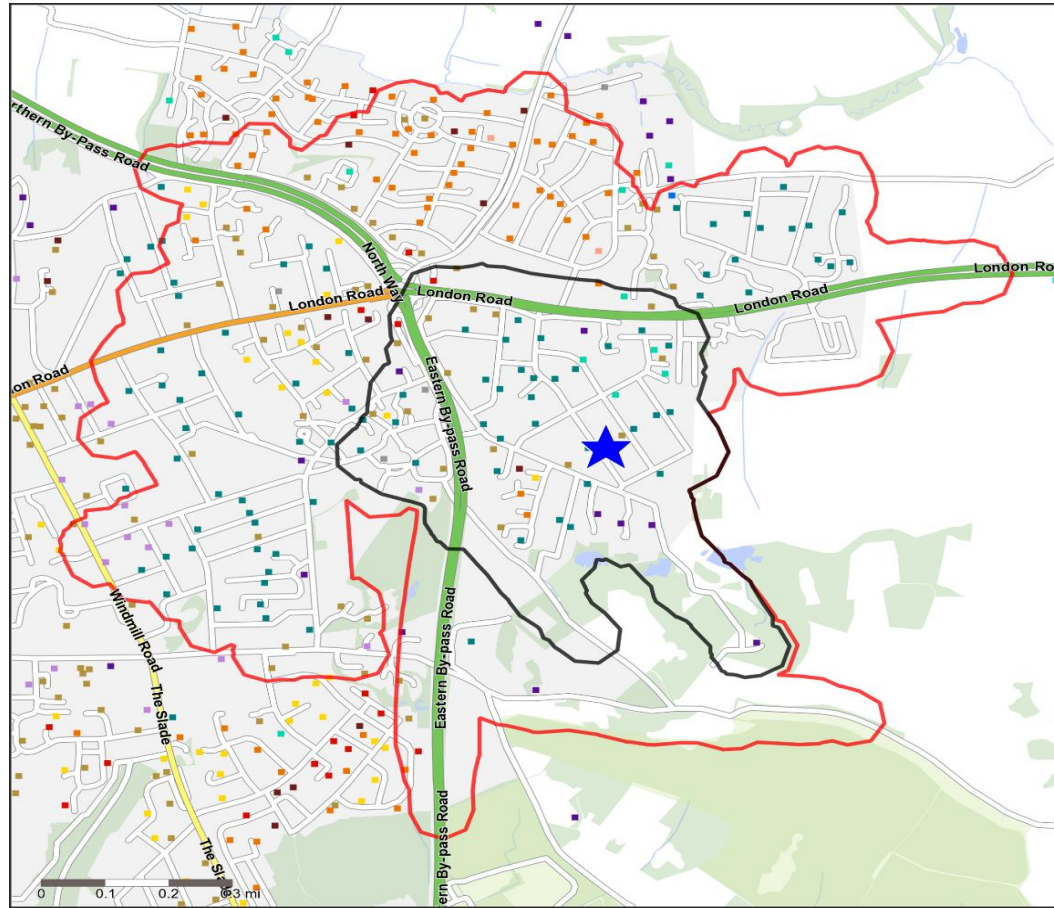
Number of Pubs	3	3	257
Catchment Adults 18+	2,654	10,272	228,379
Catchment Adults 18+ Per Pub	885	3,424	889
Populaton Projection 2020 to 2030 (% change)	-6.21%	-4.87%	1.37%

		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	2,469	93.0	177	1	High Street Pub	9,060	88.2	168	1	High Street Pub	140,636	61.6	117
2	Great Pub Great Food	2,308	87.0	185	2	Bit of Style	6,975	67.9	145	2	Premium Local	128,232	56.1	120
3	Premium Local	2,304	86.8	136	3	Premium Local	6,769	65.9	103	3	Great Pub Great Food	125,296	54.9	86
4	Bit of Style	2,213	83.4	582	4	Great Pub Great Food	6,661	64.8	453	4	Bit of Style	121,884	53.4	373
5	Community Pub	839	31.6	78	5	Community Pub	4,530	44.1	109	5	Community Pub	87,954	38.5	95
6	Craft Led	580	21.9	76	6	Craft Led	2,355	22.9	80	6	Craft Led	60,648	26.6	93
7	Circuit Bar	52	2.0	17	7	Circuit Bar	693	6.7	60	7	Circuit Bar	48,029	21.0	186

	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	372	14.0	158	1,415	13.8	155	29,521	12.9	146
C1	343	12.9	105	1,280	12.5	101	24,788	10.9	88
C2	197	7.4	90	696	6.8	82	12,928	5.7	69
DE	203	7.6	74	939	9.1	89	15,383	6.7	65

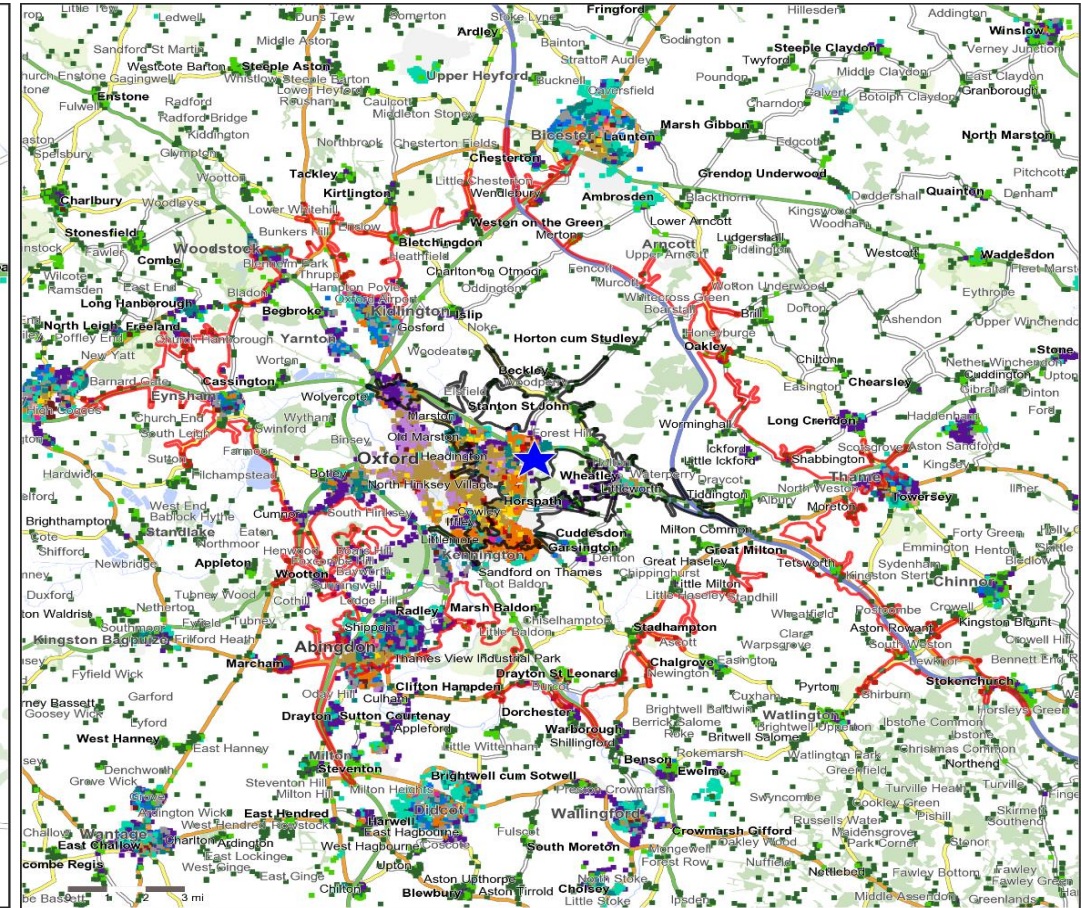
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	225	8.5	26	2,429	23.6	71	30,298	13.3	40
Medium (7-13)	874	32.9	99	3,343	32.5	98	67,042	29.4	88
High (14-19)	1,422	53.6	188	4,230	41.2	145	93,274	40.8	143

## 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	2,255		
A02	Uptown Elite	26	320	3,253	15,717		
A03	Penthouse Chic	0	0	0	0		
A04	Metro High-Flyers	0	23	285	5,561		
B05	Premium Fortunes	14	16	1,182	5,524		
B06	Diamond Days	22	108	1,715	5,518		
B07	Alpha Families	51	73	616	5,184		
B08	Bank of Mum and Dad	39	39	1,049	4,527		
B09	Empty-Nest Adventure	0	0	317	2,475		
C10	Wealthy Landowners	2	2	673	6,345		
C11	Rural Vogue	0	0	107	1,838		
C12	Scattered Homesteads	0	0	12	166		
C13	Village Retirement	0	0	292	3,241		
D14	Satellite Settlers	2	2	641	5,171		
D15	Local Focus	0	0	227	1,968		
D16	Outlying Seniors	0	0	71	583		
D17	Far-Flung Outposts	0	0	0	0		
E18	Legacy Elders	7	20	1,187	7,017		
E19	Bungalow Heaven	0	0	318	2,160		
E20	Classic Grandparents	0	0	3	779		
E21	Solo Retirees	0	0	338	1,698		
F22	Boomerang Boarders	0	0	2	1,944		
F23	Family Ties	0	0	224	2,807		
F24	Fledgling Free	0	0	0	66		
F25	Dependable Me	0	8	143	1,136		
G26	Cafés and Catchments	234	1,698	3,870	7,474		
G27	Thriving Independence	1,175	2,381	5,030	15,184		
G28	Modern Parents	0	0	0	547		
G29	Mid-Career Convention	0	0	247	4,674		
H30	Primary Ambitions	207	316	1,982	6,628		
H31	Affordable Fringe	0	0	0	76		
H32	First-Rung Futures	0	0	63	984		
H33	Contemporary Starts	0	0	272	3,672		
H34	New Foundations	0	0	265	503		
H35	Flying Solo	0	0	384	1,558		

				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	121	1,714	9,823	17,498		
I37	Budget Generations	0	0	208	671		
I38	Economical Families	0	0	9	71		
I39	Families on a Budget	0	15	626	948		
J40	Value Rentals	0	0	0	0		
J41	Youthful Endeavours	0	0	35	146		
J42	Midlife Renters	0	0	494	1,118		
J43	Renting Rooms	0	0	80	88		
K44	Inner City Stalwarts	19	79	683	1,803		
K45	City Diversity	0	112	473	751		
K46	High Rise Residents	0	0	448	605		
K47	Single Essentials	9	118	423	978		
K48	Mature Workers	0	0	25	73		
L49	Flatlet Seniors	15	124	297	520		
L50	Pocket Pensions	0	87	431	1,391		
L51	Retirement Communities	46	46	705	2,732		
L52	Estate Veterans	0	90	681	1,452		
L53	Seasoned Survivors	0	0	25	69		
M54	Down-to-Earth Owners	0	0	0	49		
M55	Back with the Folks	12	53	179	578		
M56	Self Supporters	0	0	24	156		
N57	Community Elders	0	188	4,279	5,615		
N58	Culture & Comfort	0	39	1,640	3,418		
N59	Large Family Living	0	0	0	0		
N60	Ageing Access	81	363	1,421	4,317		
O61	Career Builders	528	1,662	7,572	18,164		
O62	Central Pulse	21	92	1,101	5,060		
O63	Flexible Workforce	13	277	2,515	4,809		
O64	Bus-Route Renters	0	1	519	1,225		
O65	Learners & Earners	9	168	2,642	12,508		
O66	Student Scene	0	39	2,880	16,587		
U99	Unclassified	0	0	0	0		
Total				2,653	10,273	65,006	228,380



## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. G27 Thriving Independence

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



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

### 2. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords



- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

### 3. G26 Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs



- Professional couples with kids
- Good income
- Pleasant family homes
- Attractive city suburbs
- Proximity to jobs and entertainment
- Most likely to have children 12-17

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. O61 Career Builders

Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties



- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

### 2. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords



- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

### 3. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



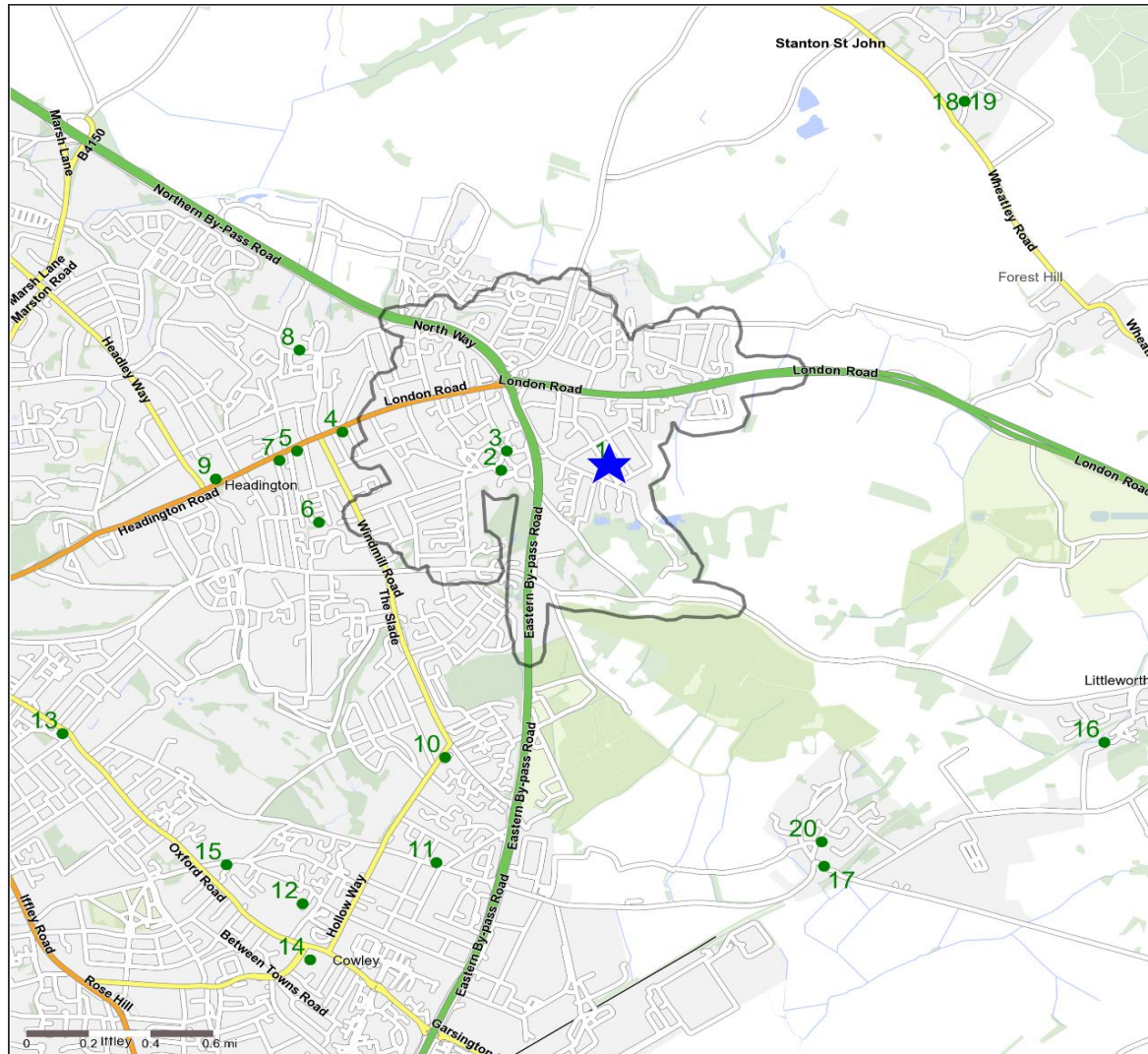
- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

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

Activity Group Structure	20 Minute Walktime									
	High			Medium			Low			
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers
Female: Alone, Pair or Group	1,896	18.5	57	3,474	33.8	199	4,902	47.7	94	
Male: Alone	1,229	12.0	40	4,535	44.1	266	4,508	43.9	82	
Male: Group	2,772	27.0	118	920	9.0	33	6,580	64.1	128	
Male: Pair	1,817	17.7	68	219	2.1	14	8,235	80.2	137	
Mixed Sex: Group	1,362	13.3	54	2,569	25.0	78	6,341	61.7	143	
Mixed Sex: Pair	394	3.8	16	6,096	59.3	180	3,782	36.8	86	
With Children	877	8.5	29	2,113	20.6	117	7,282	70.9	134	
Unknown	2,826	27.5	79	2,378	23.2	125	5,067	49.3	106	
For Eating:										
Upmarket	4,769	46.4	144	4,872	47.4	219	630	6.1	13	
Midmarket	5,242	51.0	142	2,072	20.2	221	2,957	28.8	53	
Downmarket	585	5.7	25	2,731	26.6	75	6,956	67.7	163	
For Drinking (monthly spend):										
Nothing	2,869	27.9	91	2,297	22.4	95	5,105	49.7	109	
Low (less than £10)	3,085	30.0	101	1,893	18.4	78	5,294	51.5	111	
Medium (Between £10 and £40)	3,384	32.9	107	2,093	20.4	112	4,795	46.7	91	
High (Greater than £40)	5,010	48.8	185	2,775	27.0	130	2,487	24.2	46	

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	87,208	38.2	118	54,380	23.8	140	86,791	38.0	75
Male: Alone	46,172	20.2	68	73,404	32.1	194	108,803	47.6	89
Male: Group	47,588	20.8	91	61,140	26.8	99	119,651	52.4	105
Male: Pair	59,641	26.1	100	15,881	7.0	45	152,857	66.9	114
Mixed Sex: Group	63,515	27.8	113	72,179	31.6	98	92,686	40.6	94
Mixed Sex: Pair	58,273	25.5	105	69,050	30.2	92	101,056	44.2	104
With Children	44,623	19.5	66	39,242	17.2	98	144,514	63.3	120
Unknown	94,974	41.6	120	36,735	16.1	87	96,671	42.3	91
For Eating:									
Upmarket	106,258	46.5	145	64,452	28.2	130	57,669	25.3	55
Midmarket	101,747	44.6	124	41,427	18.1	199	85,205	37.3	68
Downmarket	45,200	19.8	85	60,996	26.7	76	122,184	53.5	129
For Drinking (monthly spend):									
Nothing	51,131	22.4	73	52,854	23.1	98	124,394	54.5	119
Low (less than £10)	67,756	29.7	100	45,390	19.9	84	115,234	50.5	108
Medium (Between £10 and £40)	93,002	40.7	132	43,983	19.3	106	91,394	40.0	78
High (Greater than £40)	96,649	42.3	160	46,223	20.2	98	85,507	37.4	71

## 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	Ampleforth Arms, OX 3 8HH	*Other Small Retail Groups	0.0	0.2
2	Masons Arms, OX 3 8LH	Independent Free	10.0	2.4
3	Six Bells, OX 3 8JN	Greene King	12.4	2.0
4	Bar Meze, OX 3 9ED	Independent Free	21.7	4.4
5	Royal Standard, OX 3 9AJ	Greene King	25.4	5.3
6	Butchers Arms, OX 3 7AN	Fuller Smith & Turner	26.3	6.9
7	Britannia Inn, OX 3 7AA	Mitchells & Butlers	27.5	5.9
8	White Hart, OX 3 9DL	Everards	29.0	6.7
9	White Horse, OX 3 7SP	Greene King	32.0	6.4
10	Corner House, OX 3 7JF	Marston's	32.9	5.5
11	Prince Of Wales, OX 4 2QW	Greene King	37.4	7.7
12	Cricketers Arms, OX 4 2EZ	Greene King	48.6	9.0
13	City Arms, OX 4 1UR	Stonegate Pub Company	49.5	11.8
14	Original Swan, OX 4 2LF	Arkells	50.1	8.9
15	Marsh Harrier, OX 4 2HH	Fuller Smith & Turner	50.7	9.8
16	Cricketers, OX33 1TR	Independent Free	51.9	10.0
17	Chequers, OX33 1RP	Punch Pub Company	57.3	7.2
18	Star Inn, OX33 1EX	Independent Free	57.6	8.6
19	Talkhouse, OX33 1EX	Fuller Smith & Turner	57.6	8.6
20	Queens Head, OX33 1RU	Independent Free	58.2	7.7