

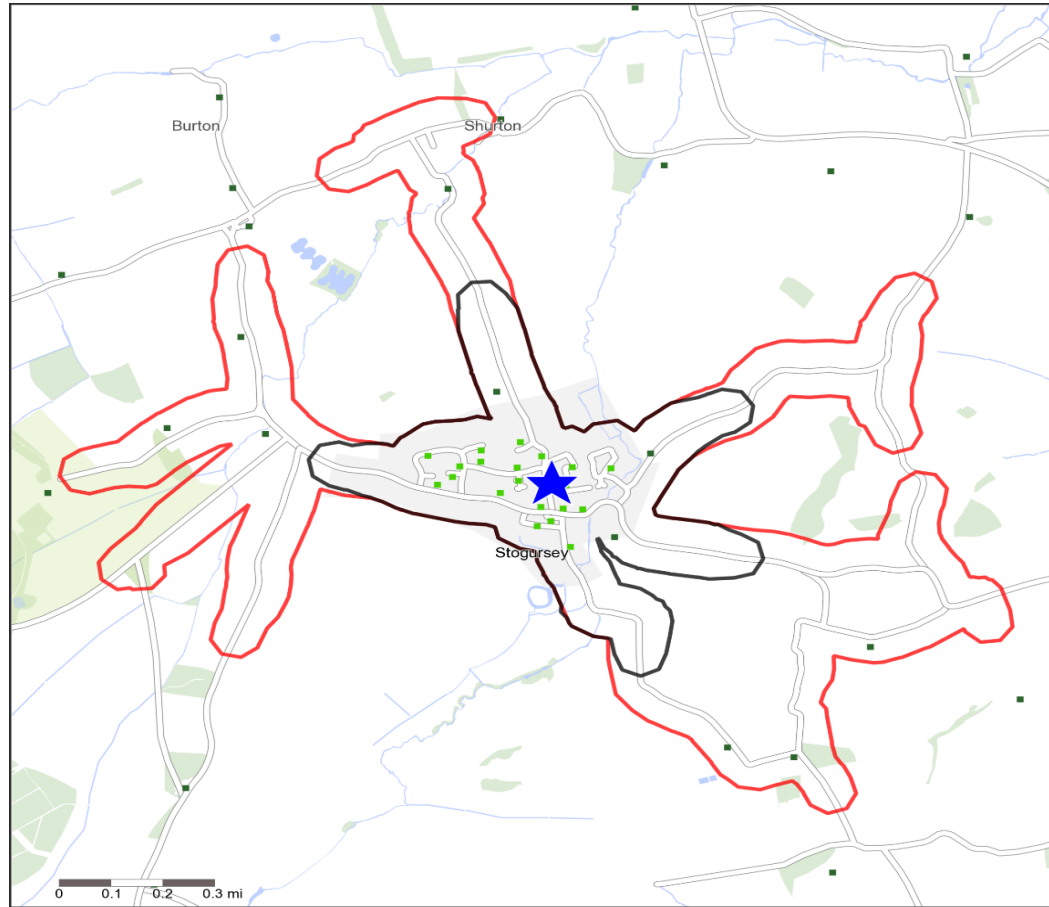
Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	1	59
Catchment Adults 18+	656	727	31,768
Catchment Adults 18+ Per Pub	656	727	538
Populaton Projection 2018 to 2028 (% change)	5.28%	5.73%	8.00%

		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	Community Pub	550	83.8	162	1	Community Pub	604	83.1	160	1	Community Pub	20,893	65.8	127
2	High Street Pub	366	55.8	120	2	High Street Pub	366	50.3	108	2	High Street Pub	18,750	59.0	127
3	Great Pub Great Food	109	16.6	26	3	Great Pub Great Food	180	24.8	39	3	Premium Local	13,586	42.8	68
4	Premium Local	109	16.6	129	4	Premium Local	180	24.8	191	4	Great Pub Great Food	11,317	35.6	276
5	Bit of Style	0	0.0	0	5	Bit of Style	0	0.0	0	5	Bit of Style	3,284	10.3	26
6	Circuit Bar	0	0.0	0	6	Circuit Bar	0	0.0	0	6	Circuit Bar	3,170	10.0	37
7	Craft Led	0	0.0	0	7	Craft Led	0	0.0	0	7	Craft Led	1,033	3.3	32

	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	37	5.6	64	44	6.1	68	2,008	6.3	71
C1	54	8.2	67	59	8.1	66	3,256	10.2	84
C2	74	11.3	137	81	11.1	135	3,173	10.0	121
DE	78	11.9	116	83	11.4	111	3,732	11.7	114

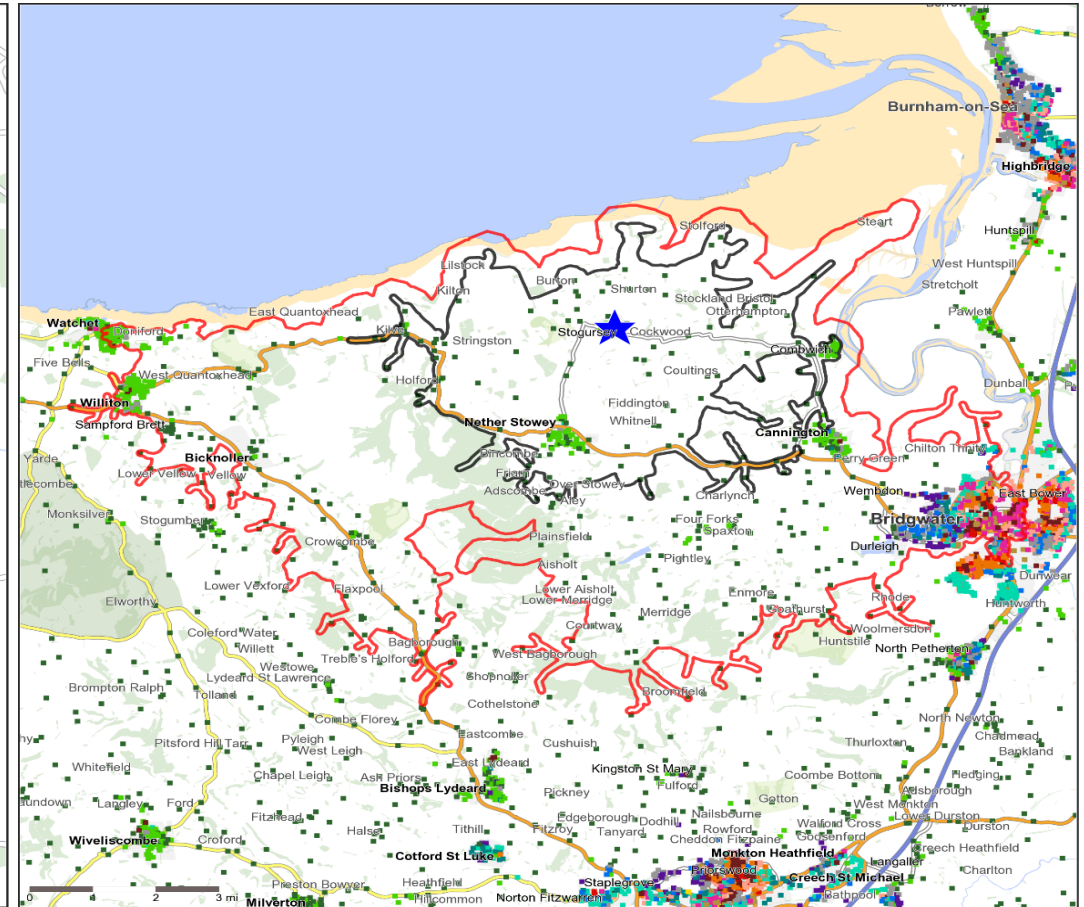
	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
Affluence (Bands)	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	233	35.5	107	239	32.9	99	12,365	38.9	117
Medium (7-13)	225	34.3	103	245	33.7	102	10,456	32.9	99
High (14-19)	50	7.6	27	84	11.6	41	6,176	19.4	68

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Mosaic Groups in 10 and 20 Minute DT Catchment Area



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017



## 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
	A02	Uptown Elite	0	0	0	0
	A03	Penthouse Chic	0	0	0	0
	A04	Metro High-Flyers	0	0	0	0
	B05	Premium Fortunes	0	0	0	0
	B06	Diamond Days	0	0	0	14
	B07	Alpha Families	0	0	0	64
	B08	Bank of Mum and Dad	0	0	0	320
	B09	Empty-Nest Adventure	0	0	0	698
	C10	Wealthy Landowners	0	0	131	823
	C11	Rural Vogue	6	22	312	934
	C12	Scattered Homesteads	3	58	1,154	2,034
	C13	Village Retirement	0	0	494	1,533
	D14	Satellite Settlers	100	100	768	1,590
	D15	Local Focus	180	180	321	2,315
	D16	Outlying Seniors	366	366	1,134	3,022
	D17	Far-Flung Outposts	0	0	0	0
	E18	Legacy Elders	0	0	0	222
	E19	Bungalow Heaven	0	0	39	936
	E20	Classic Grandparents	0	0	0	299
	E21	Solo Retirees	0	0	0	372
	F22	Boomerang Boarders	0	0	0	715
	F23	Family Ties	0	0	0	358
	F24	Fledgling Free	0	0	0	156
	F25	Dependable Me	0	0	0	403
	G26	Cafés and Catchments	0	0	0	0
	G27	Thriving Independence	0	0	0	67
	G28	Modern Parents	0	0	0	157
	G29	Mid-Career Convention	0	0	0	699
	H30	Primary Ambitions	0	0	0	809
	H31	Affordable Fringe	0	0	0	483
	H32	First-Rung Futures	0	0	0	445
	H33	Contemporary Starts	0	0	34	751
	H34	New Foundations	0	0	0	128
	H35	Flying Solo	0	0	0	54

			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	111
	I37	Budget Generations	0	0	0	246
	I38	Economical Families	0	0	0	1,384
	I39	Families on a Budget	0	0	0	566
	J40	Value Rentals	0	0	0	174
	J41	Youthful Endeavours	0	0	0	170
	J42	Midlife Renters	0	0	0	1,460
	J43	Renting Rooms	0	0	0	1,862
	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	534
	K48	Mature Workers	0	0	0	96
	L49	Flatlet Seniors	0	0	0	701
	L50	Pocket Pensions	0	0	0	336
	L51	Retirement Communities	0	0	0	382
	L52	Estate Veterans	0	0	0	177
	L53	Seasoned Survivors	0	0	0	359
	M54	Down-to-Earth Owners	0	0	0	184
	M55	Back with the Folks	0	0	0	429
	M56	Self Supporters	0	0	0	944
	N57	Community Elders	0	0	0	0
	N58	Culture & Comfort	0	0	0	0
	N59	Large Family Living	0	0	0	0
	N60	Ageing Access	0	0	0	40
	O61	Career Builders	0	0	0	0
	O62	Central Pulse	0	0	0	0
	O63	Flexible Workforce	0	0	0	0
	O64	Bus-Route Renters	0	0	0	1,088
	O65	Learners & Earners	0	0	0	0
	O66	Student Scene	0	0	0	0
	U99	Unclassified	0	0	10	123
Total			655	726	4,397	31,767

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. 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

### 2. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

### 3. 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

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. 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

### 2. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

### 3. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

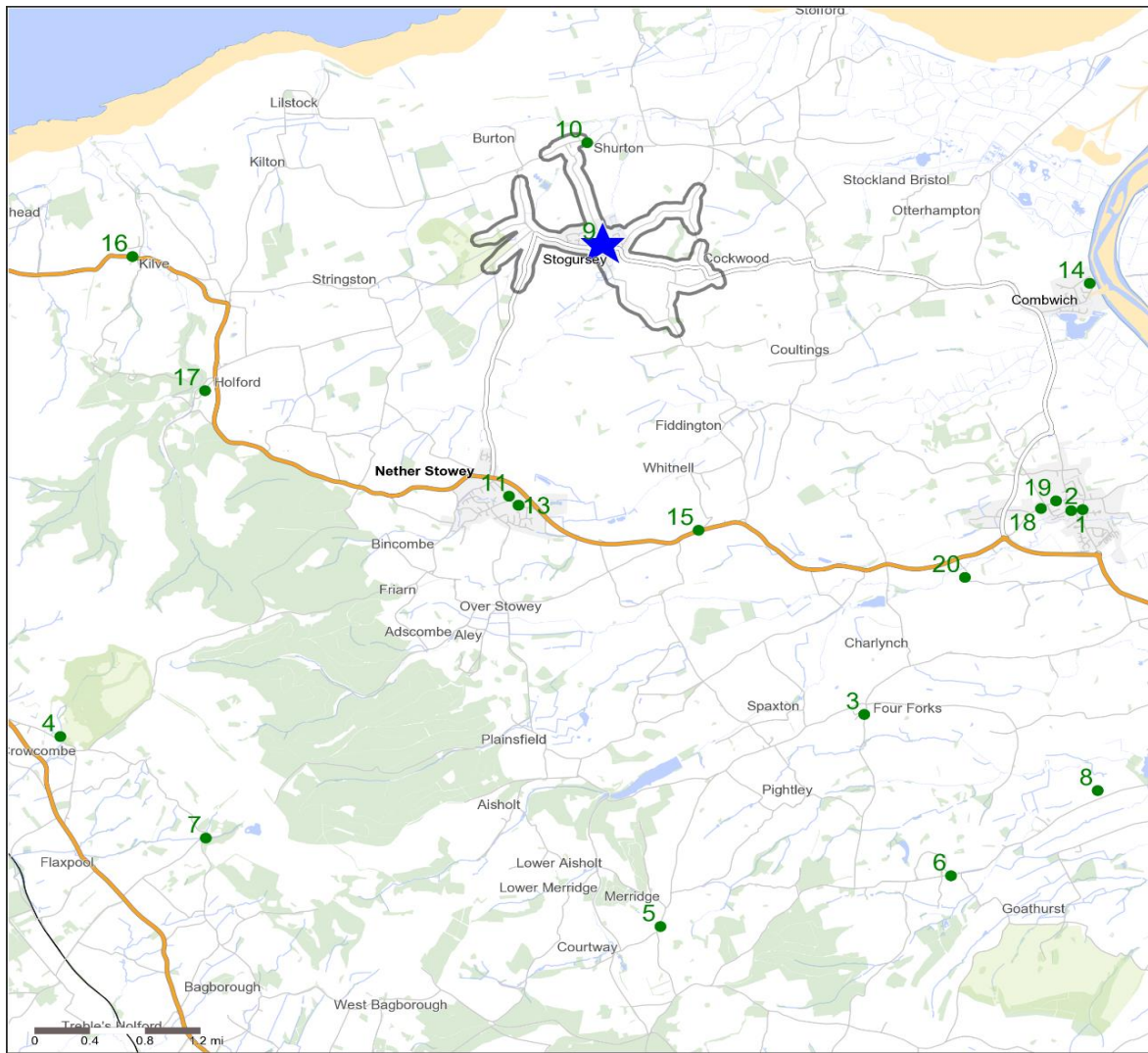
Full visualisation of all types and groups are available in Segmentation Portal: [www.segmentationportal.com](http://www.segmentationportal.com). If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com) | 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	% of Population	Index
Female: Alone, Pair or Group	0	0.0	0	280	38.5	235	447	61.5	118			
Male: Alone	366	50.3	169	0	0.0	0	360	49.5	93			
Male: Group	0	0.0	0	180	24.8	95	547	75.2	152			
Male: Pair	0	0.0	0	0	0.0	0	727	100.0	174			
Mixed Sex: Group	0	0.0	0	646	88.9	278	80	11.0	25			
Mixed Sex: Pair	100	13.8	59	425	58.5	180	202	27.8	65			
With Children	0	0.0	0	180	24.8	147	547	75.2	142			
Unknown	280	38.5	117	0	0.0	0	447	61.5	128			
For Eating:												
Upmarket	0	0.0	0	0	0.0	0	727	100.0	212			
Midmarket	0	0.0	0	0	0.0	0	727	100.0	181			
Downmarket	0	0.0	0	546	75.1	215	180	24.8	60			
For Drinking (monthly spend):												
Nothing	604	83.1	275	22	3.0	13	100	13.8	31			
Low (less than £10)	58	8.0	27	668	91.9	391	0	0.0	0			
Medium (Between £10 and £40)	0	0.0	0	58	8.0	45	668	91.9	183			
High (Greater than £40)	0	0.0	0	0	0.0	0	727	100.0	191			



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	8,347	26.3	87	6,671	21.0	128	16,627	52.3	101
Male: Alone	11,709	36.9	124	2,196	6.9	44	17,739	55.8	105
Male: Group	5,925	18.7	82	10,866	34.2	131	14,853	46.8	94
Male: Pair	6,703	21.1	81	5,897	18.6	122	19,045	60.0	104
Mixed Sex: Group	8,072	25.4	111	14,008	44.1	138	9,565	30.1	69
Mixed Sex: Pair	7,844	24.7	105	14,989	47.2	145	8,812	27.7	65
With Children	9,831	30.9	107	5,575	17.5	104	16,239	51.1	97
Unknown	9,809	30.9	94	5,397	17.0	95	16,439	51.7	108
For Eating:									
Upmarket	5,992	18.9	62	6,111	19.2	92	19,542	61.5	130
Midmarket	9,418	29.6	86	902	2.8	31	21,324	67.1	121
Downmarket	6,651	20.9	94	14,012	44.1	126	10,981	34.6	83
For Drinking (monthly spend):									
Nothing	13,380	42.1	139	6,762	21.3	90	11,503	36.2	81
Low (less than £10)	8,834	27.8	93	13,583	42.8	182	9,227	29.0	64
Medium (Between £10 and £40)	5,268	16.6	54	7,266	22.9	128	19,111	60.2	120
High (Greater than £40)	3,773	11.9	46	4,994	15.7	77	22,878	72.0	138

## Competitor Map



Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Site
 Star Pubs
 Pubs
 Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Globe Inn, TA 5 2HA	New River Retail	0.0	10.9
2	Friendly Spirit, TA 5 2HP	Ei Group	0.0	11.2
3	Lamb, TA 5 1AD	Unknown	0.0	11.7
4	Carew Arms Inn, TA 4 4AD	Independent Free	0.0	15.3
5	Travellers Rest, TA 5 1BA	Star Pubs & Bars	0.0	15.8
6	Tynte Arms Inn, TA 5 2DP	Independent Free	0.0	16.6
7	Blue Ball Inn, TA 4 3HE	Independent Free	0.0	17.2
8	Enmore Inn, TA 5 2AH	Independent Free	0.0	17.9
9	Greyhound Inn, TA 5 1QR	Star Pubs & Bars	0.0	0.1
10	Shurton Inn, TA 5 1QE	Independent Free	20.2	2.7
11	Ancient Mariner, TA 5 1NG	*Other Small Retail Groups	53.7	6.4
12	George Hotel, TA 5 1LJ	Independent Free	56.7	6.6
13	Rose & Crown, TA 5 1LJ	New River Retail	56.7	6.6
14	Anchor Inn, TA 5 2RA	Independent Free	83.0	8.6
15	Cottage Inn, TA 5 1HZ	Punch Pub Company	84.7	7.5
16	Hood Arms, TA 5 1EA	Independent Free	97.3	8.5
17	Plough Inn, TA 5 1RY	Ei Group	98.6	8.7
18	Rose & Crown, TA 5 2HF	Punch Pub Company	107.2	10.9
19	Kings Head Inn, TA 5 2HE	Punch Pub Company	108.7	10.7
20	Malt Shovel, TA 5 2NE	Butcombe Brewery	119.2	9.8