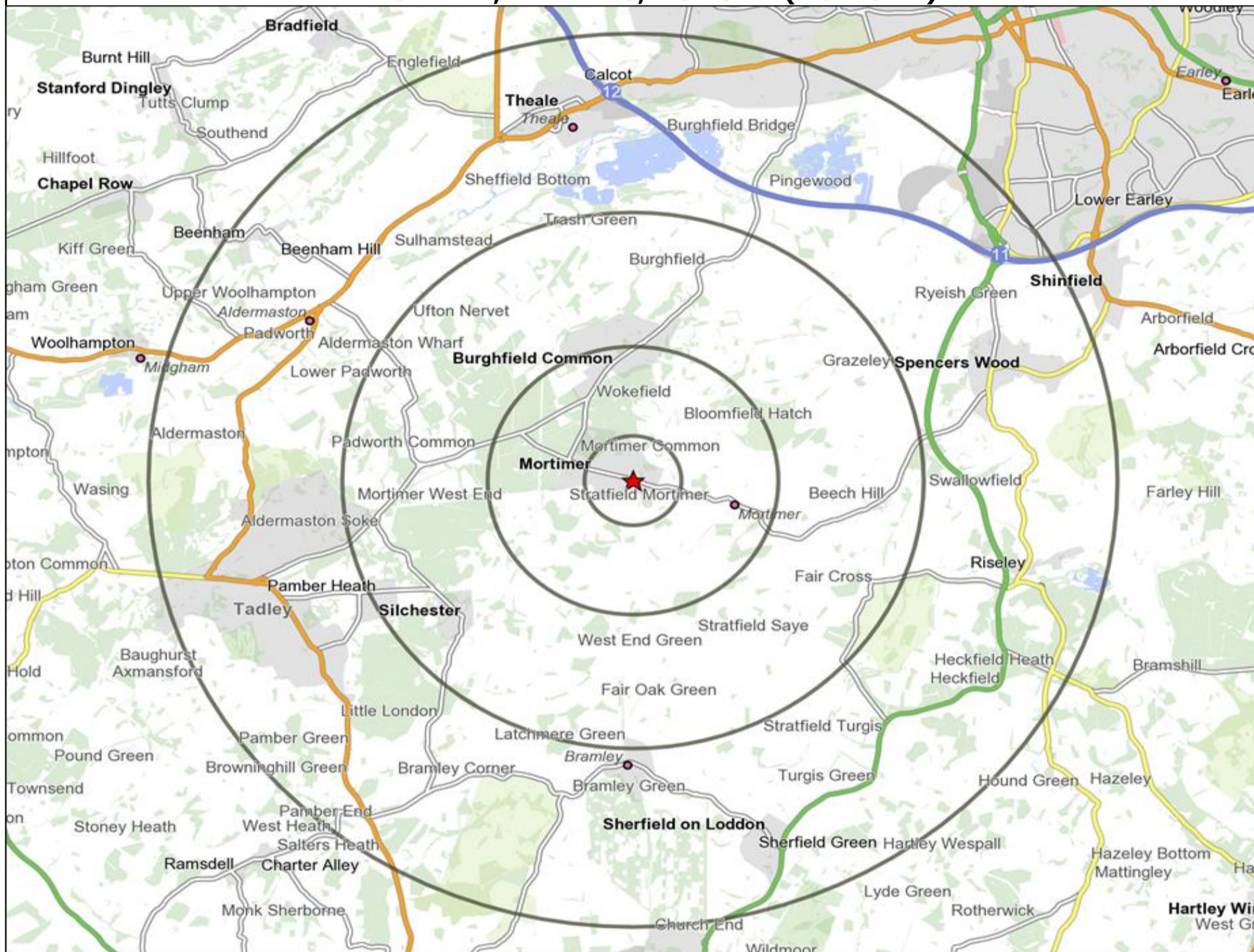




**Customer Profile Report for HORSE & GROOM, MORTIMER (Punch Outlet Number: 201163)
THE STREET, READING, RG7 3RD (RG 7 3RD)**



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★ Location ○ 0.5, 1.5, 3 & 5 Mile Distance

Age Data Table

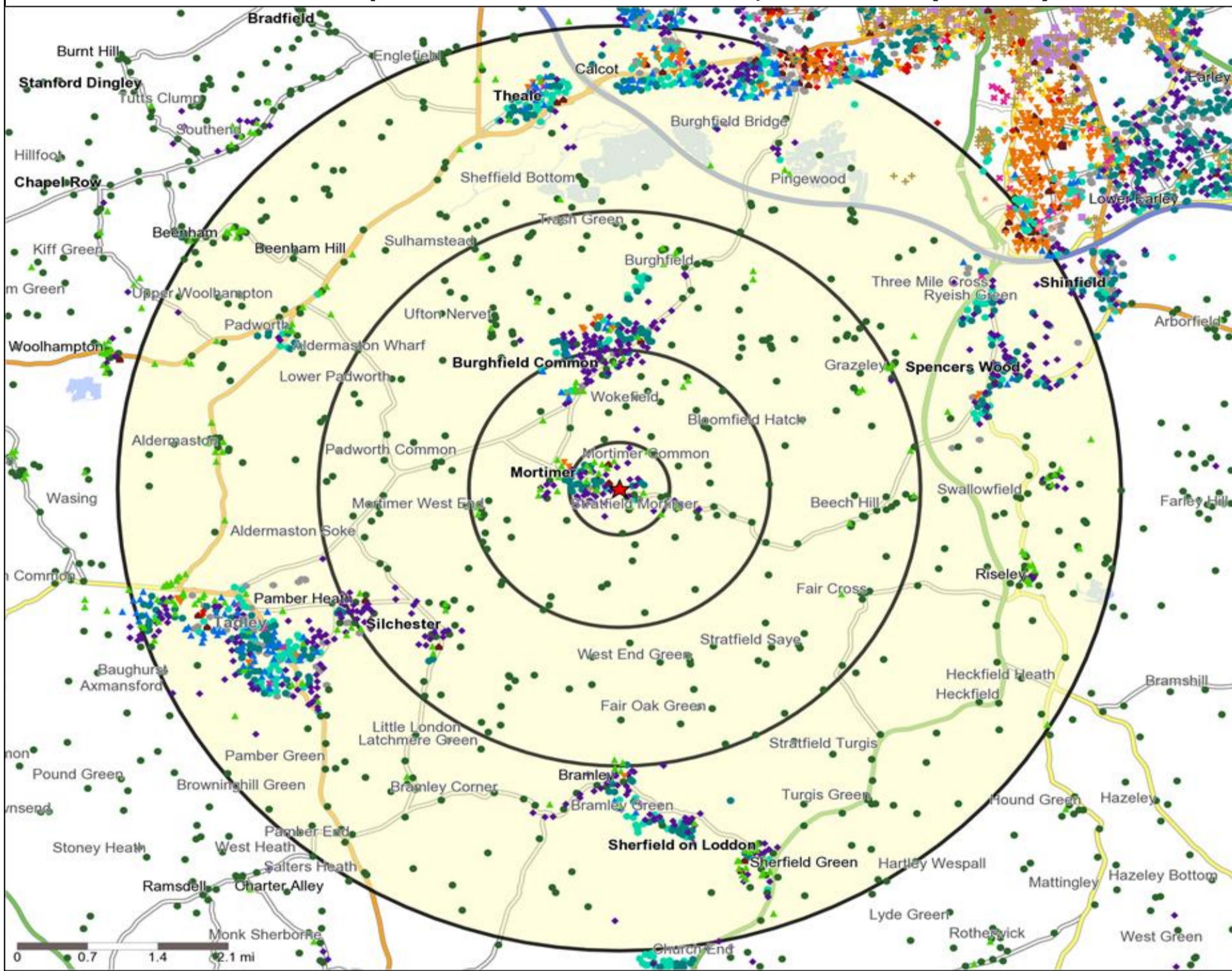
	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
0-15	611	1,365	3,304	13,634	12,788	120	119	114	109	110
16-17	40	108	354	1,567	1,407	63	76	99	102	98
18-24	121	297	831	4,102	3,650	49	53	59	68	65
25-34	195	457	1,258	6,970	6,457	52	54	60	77	76
35-44	389	900	2,200	9,403	9,001	113	116	112	112	114
45-54	382	960	2,543	10,900	10,396	99	110	116	116	118
55-64	309	682	2,002	8,245	7,742	101	98	115	110	110
65+	671	1,365	2,962	11,597	10,637	137	124	106	97	95
Population estimate 2015	2,718	6,134	15,454	66,418	62,078	100	100	100	100	100

Ethnicity - Census 2011

	Count:					%:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime
White	2,555	5,773	14,356	59,144	55,809	97%	96%	96%	93%	94%
Mixed / Multiple Ethnic Groups	40	91	213	1,284	1,123	2%	2%	1%	2%	2%
Asian / Asian British	25	65	270	1,891	1,518	1%	1%	2%	3%	3%
Black / African / Caribbean / Black British	16	43	107	1,041	809	1%	1%	1%	2%	1%
Other Ethnic Group	4	29	83	323	314	0%	0%	1%	1%	1%
All People (Ethnic Group)	2,640	6,001	15,029	63,683	59,573	100	100	100	100	100



Mosaic UK Map and Data: HORSE & GROOM, MORTIMER (201163)



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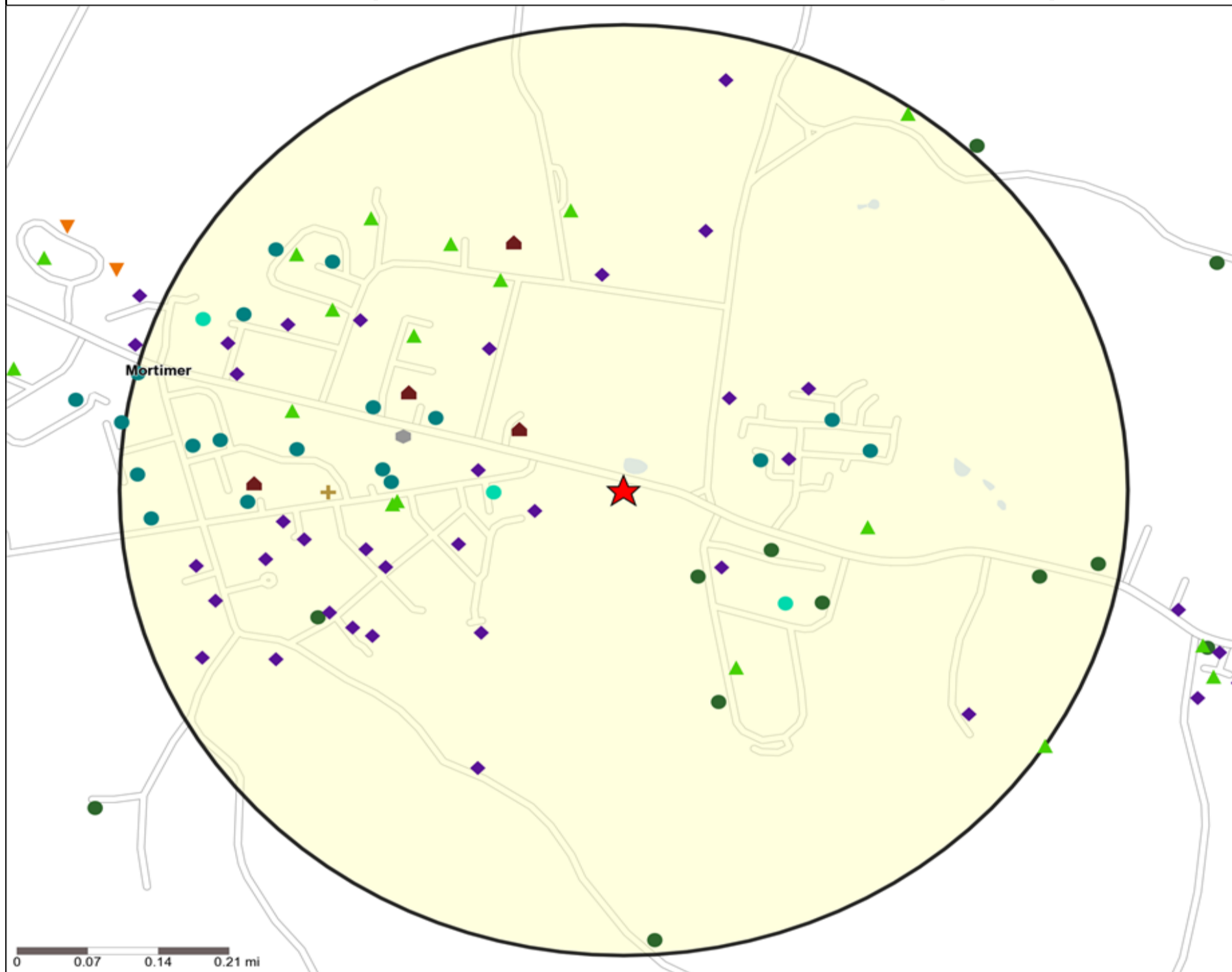
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- ▲ D Rural Reality
- E Senior Security
- ▲ F Suburban Stability
- G Domestic Success
- H Aspiring Homemakers
- ▲ I Family Basics
- ✕ J Transient Renters
- ◆ K Municipal Challenge
- ▲ L Vintage Value
- ★ M Modest Traditions
- ★ N Urban Cohesion
- + O Rental Hubs

Mosaic UK Data Table (Residential)

	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
A City Prosperity (18+)	0	0	0	0	29	0	0	0	0	1
B Prestige Positions (18+)	730	1,482	3,684	9,854	9,170	485	436	431	265	264
C Country Living (18+)	224	786	2,644	6,224	7,532	156	243	324	175	227
D Rural Reality (18+)	375	996	1,633	4,415	5,251	262	308	201	125	159
E Senior Security (18+)	33	104	188	2,602	2,117	20	27	20	63	55
F Suburban Stability (18+)	0	71	176	4,992	3,920	0	25	25	160	134
G Domestic Success (18+)	425	711	1,846	8,389	8,226	245	181	187	195	205
H Aspiring Homemakers (18+)	101	217	704	8,118	6,568	54	51	66	174	151
I Family Basics (18+)	0	89	392	2,989	2,163	0	26	46	81	63
J Transient Renters (18+)	0	0	0	313	325	0	0	0	11	12
K Municipal Challenge (18+)	0	0	73	387	183	0	0	11	13	7
L Vintage Value (18+)	167	186	306	2,082	1,478	128	63	41	65	49
M Modest Traditions (18+)	0	0	67	550	382	0	0	12	23	17
N Urban Cohesion (18+)	0	0	0	0	0	0	0	0	0	0
O Rental Hubs (18+)	12	20	28	202	403	8	6	3	5	11
Adults 18+ estimate 2015	2,067	4,662	11,741	51,117	47,747	100	100	100	100	100



Mosaic UK Map and Data: HORSE & GROOM, MORTIMER (201163)



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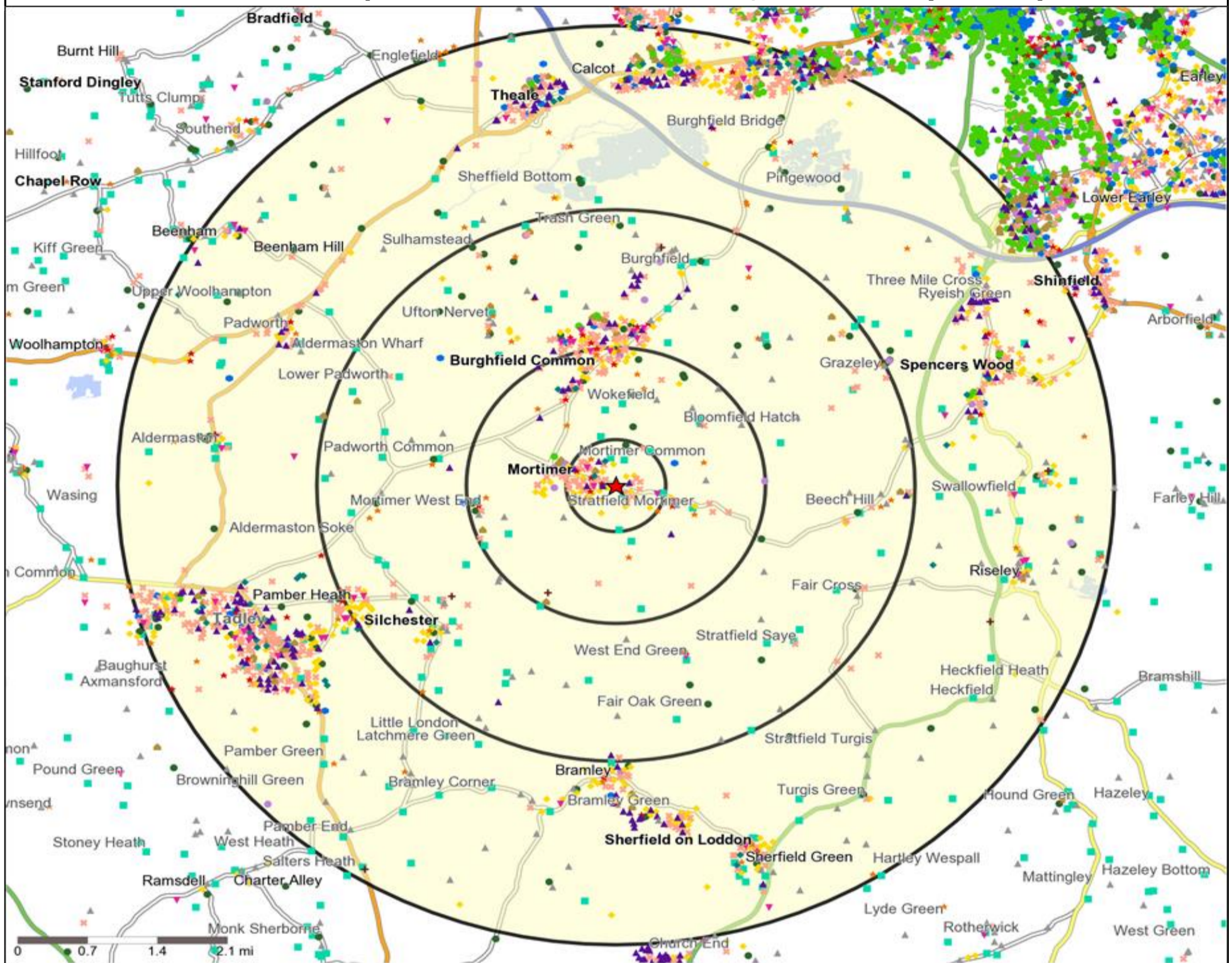
- Location
- 0.5, 1.5, 3 & 5 Mile Distance
- Rivers, Canals and Lakes
- Mosaic UK Groups**
A City Prosperity
- D Rural Reality
- E Senior Security
- H Aspiring Homemakers
- L Vintage Value
- B Prestige Positions
- F Suburban Stability
- J Transient Renters
- M Modest Traditions
- C Country Living
- G Domestic Success
- K Municipal Challenge
- N Urban Cohesion
- O Rental Hubs

Mosaic UK Data Table (Residential)

	Count:	Index:
	0 - 0.5 Miles	0 - 0.5 Miles
A City Prosperity (18+)	0	0
B Prestige Positions (18+)	730	485
C Country Living (18+)	224	156
D Rural Reality (18+)	375	262
E Senior Security (18+)	33	20
F Suburban Stability (18+)	0	0
G Domestic Success (18+)	425	245
H Aspiring Homemakers (18+)	101	54
I Family Basics (18+)	0	0
J Transient Renters (18+)	0	0
K Municipal Challenge (18+)	0	0
L Vintage Value (18+)	167	128
M Modest Traditions (18+)	0	0
N Urban Cohesion (18+)	0	0
O Rental Hubs (18+)	12	8
Adults 18+ estimate 2015	2,067	100



Occasions Map and Data: HORSE & GROOM, MORTIMER (201163)



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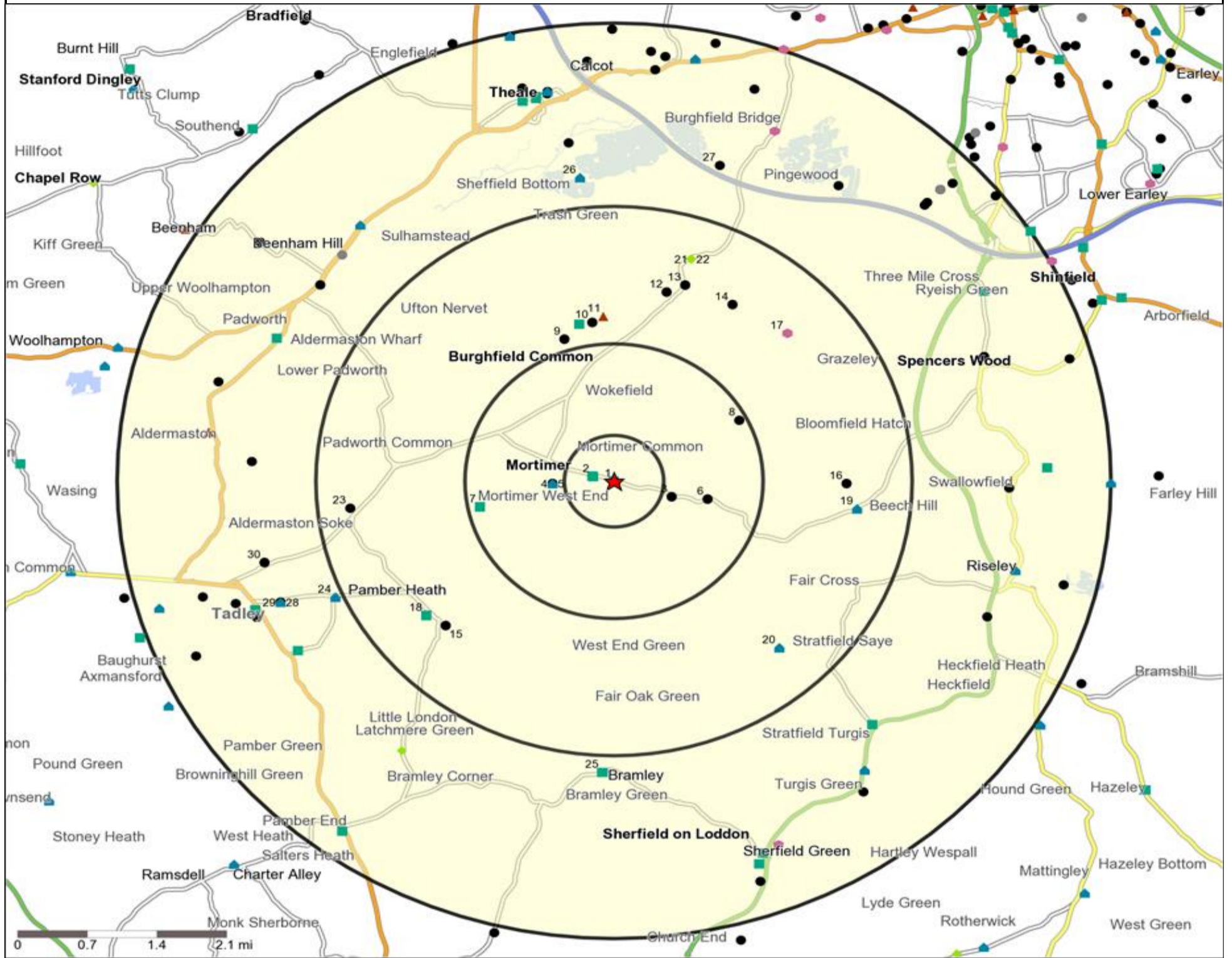
- ★ Location
- 0.5, 1.5, 3 & 5 Mile Distance
- ~ Rivers, Canals and Lakes
- Occasions Types**
■ 01 Mine's a Pint
◆ 02 Early Doors
● 03 Everyday is Friday
- ▲ 04 Weekend Millionaires
● 05 Out On The Town
▲ 06 Business and Pleasure
● 07 Sporting Pints
- 08 Student Social
▼ 09 Leisurely Lunch
✕ 10 Wining and Dining
▲ 11 Household Outing
- ★ 12 Midweek Meal Deal
◆ 13 Date Night
★ 14 Birthday Treat
+ 15 Pre Show Meal

Occasions Data Table

	Count:					Index:				
	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles	15 Min Drivetime	0 - 0.5	0 - 1.5	0 - 3.0	0 - 5.0	15 Min Drivetime
01 Mine's a Pint	110	245	640	2,769	2,662	77	77	80	75	79
02 Early Doors	123	248	585	2,902	2,556	103	93	87	94	90
03 Everyday is Friday	103	241	603	2,918	2,659	101	106	105	111	110
04 Weekend Millionaires	71	187	503	3,596	3,152	48	57	61	95	90
05 Out On The Town	101	229	605	3,358	2,954	71	72	76	92	88
06 Business and Pleasure	58	158	492	1,996	2,041	79	97	120	106	118
07 Sporting Pints	43	122	332	2,325	1,978	27	35	38	58	53
08 Student Social	86	208	553	1,997	1,937	130	141	148	117	123
09 Leisurely Lunch	178	377	921	3,689	3,437	128	121	118	103	104
10 Wining and Dining	248	519	1,224	5,133	4,787	156	147	137	126	127
11 Household Outing	89	233	592	3,304	2,931	71	83	84	102	99
12 Midweek Meal Deal	75	165	393	1,475	1,395	106	105	99	81	83
13 Date Night	219	442	1,069	4,072	3,799	195	176	169	140	143
14 Birthday Treat	171	360	863	3,447	3,190	152	143	137	119	120
15 Pre Show Meal	34	77	221	1,051	982	88	89	102	105	107
Number of Occasions	1,709	3,811	9,596	44,032	40,460	100	100	100	100	100



Competition Map and Data: HORSE & GROOM, MORTIMER (201163)



Numbers on competition points relate to the distance ranking in the competition table on page 7. Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

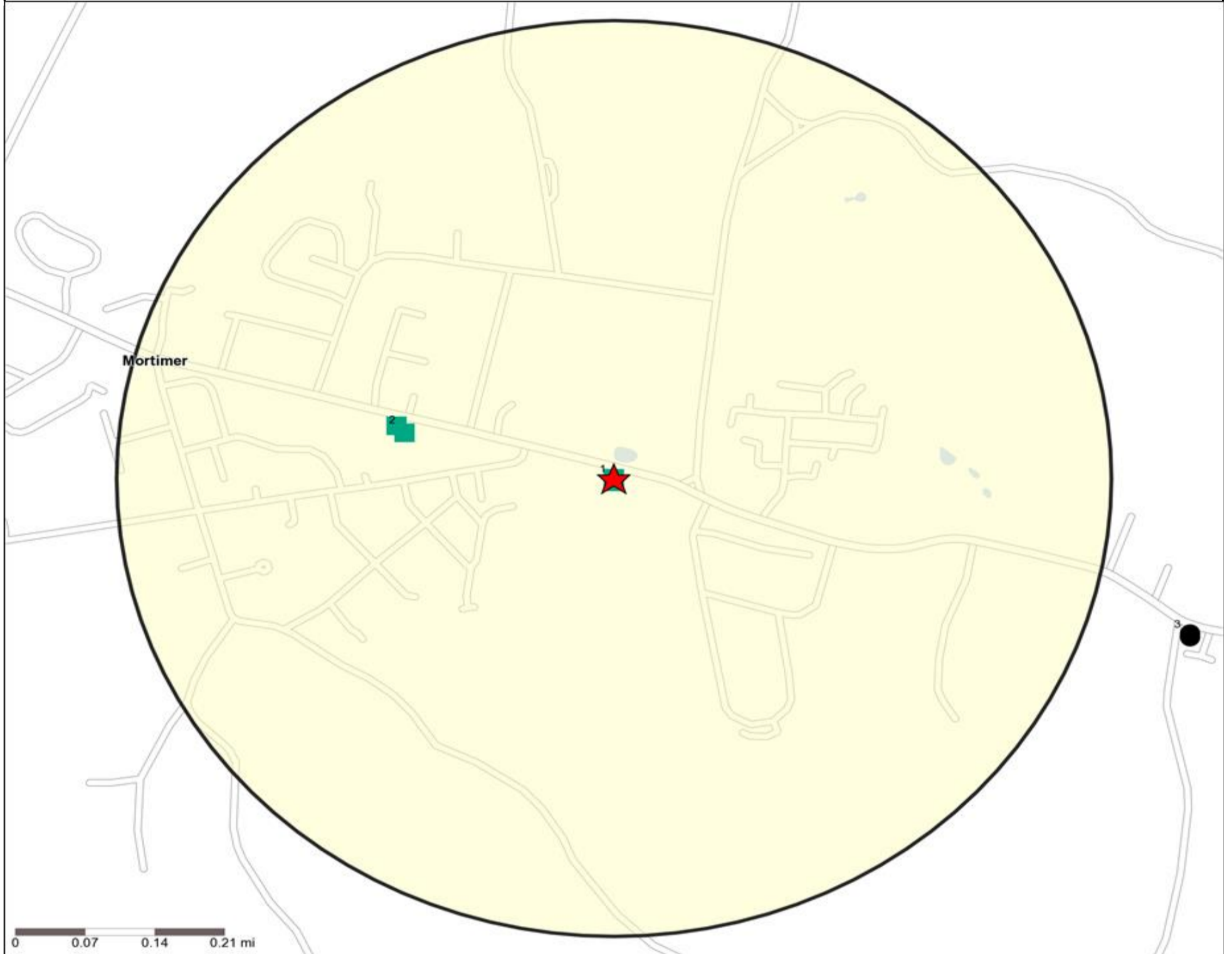


Competition Type Summary Table

Reporting Category	0 - 0.5 Miles	0 - 1.5 Miles	0 - 3.0 Miles	0 - 5.0 Miles
Café / Wine Bar	0	0	0	2
Circuit Bar	0	0	1	2
Community Local	2	3	4	17
Dry Led	0	1	3	11
Branded Food Pub	0	0	1	3
Rural	0	0	2	4
Other	0	4	12	54
Total	2	8	23	93



Competition Map and Data: HORSE & GROOM, MORTIMER (201163)



Numbers on competition points relate to the distance ranking in the competition table on page 7. Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

- Location
- Branded Food
- Dry Led
- Café / Wine Bar
- Other
- 0.5, 1.5, 3 & 5 Mile Distance
- Circuit Bar
- Rural Character
- Rivers, Canals and Lakes
- Community Local

Competition Type Summary Table

Reporting Category	0 - 0.5 Miles
Café / Wine Bar	0
Circuit Bar	0
Community Local	2
Dry Led	0
Branded Food Pub	0
Rural	0
Other	0
Total	2



Local Competition: HORSE & GROOM, MORTIMER (201163)

List of Pubs (sorted by distance from Punch outlet) - Top 30 by Distance

Rank	Pub name	Address	Owner	Postcode	Category	Distance (Miles)
N/A	HORSE & GROOM, MORTIMER	THE STREET, READING, RG7 3RD	Punch Taverns	RG 7 3RD	Punch Taverns	0.00
1	Horse & Groom	The Street, Mortimer Common, Reading	Punch Pub Company	RG 7 3RD	Community Local	0.00
2	Victoria Arms	54 Victoria Road, Mortimer Common, Reading	Independent Free	RG 7 3SE	Community Local	0.22
3	Mortimer Mens Club	The Street, Mortimer, Reading	Independent Free	RG 7 3PB	Other	0.60
4	Mortimer Football Club	West End Road, Mortimer Common, Reading	Independent Free	RG 7 3TW	Other	0.62
5	Turners Arms	West End Road, Mortimer Common, Reading	Brakspear	RG 7 3TW	Dry Led	0.62
6	Cinammon Tree	The Street, Mortimer, Reading	Enterprise Inns	RG 7 3NR	Other	0.96
7	Red Lion	Church Road, Mortimer West End, Reading	Hall & Woodhouse	RG 7 2HU	Community Local	1.38
8	De Vere Wokefield Park	Goodboys Lane, Mortimer, Reading	Starwood Capital Group	RG 7 3AE	Other	1.42
9	Initial Style Confrences	Abbots Road, Burghfield Common, Reading	Independent Free	RG 7 3LE	Other	1.63
10	Bahgecha Bangladeshi Cuisine	35 Clayhill Road, Burghfield Common, Reading	Independent Free	RG 7 3HF	Other	1.75
11	Spring Inn	Pinchcut, Burghfield Common, Reading	Enterprise Inns	RG 7 3HP	Circuit Bar	1.80
12	Guide Dogs For The Blind Association	Reading Road, Burghfield Common, Reading	Independent Free	RG 7 3YG	Other	2.13
13	Roselawn	Burghfield, Reading	Independent Free	RG30 3RU	Other	2.26
14	Reading Civil Service Sports Association	James Lane, Burghfield, Reading	Independent Free	RG30 3RS	Other	2.26
15	Silchester House	Holly Lane, Silchester, Reading	Bijou Wedding Venues	RG 7 2NA	Other	2.32
16	Trunkwell Mansion Hotel House	Beech Hill Road, Beech Hill, Reading	Unknown	RG 7 2AT	Other	2.34
17	Old Bell	Goring Lane, Grazeley Green, Reading	Spirit Pub Company	RG 7 1LS	Branded Food	2.38
18	Calleva Arms	The Common, Silchester, Reading	Fuller Smith & Turner	RG 7 2PH	Community Local	2.39
19	Elm Tree	Beech Hill Road, Beech Hill, Reading	Punch Pub Company	RG 7 2AZ	Dry Led	2.46
20	Iron Duke	Stratfield Saye, Reading	Unknown	RG 7 2EH	Dry Led	2.47
21	Six Bells	The Hatch, Burghfield, Reading	Enterprise Inns	RG30 3TH	Rural Character	2.55
22	Hatch Gate	The Hatch, Burghfield, Reading	Greene King	RG30 3TH	Rural Character	2.55
23	Tadley Rugby Football Club	Red Lane, Aldermaston, Reading	Independent Free	RG 7 4PA	Other	2.67
24	Pelican Inn	Burney Bit, Pamber Heath, Tadley	Enterprise Inns	RG26 3EA	Dry Led	3.07
25	Bramley Inn	The Street, Bramley, Tadley	Wellington	RG26 5BT	Community Local	3.19
26	Fox & Hounds	Station Road, Sulhamstead, Reading	Wadworth & Co Limited	RG 7 4BE	Dry Led	3.33
27	Travelodge	Reading Motorway Service Area, Burghfield, Reading	Dubai International Capital	RG30 3UQ	Other	3.61
28	Broomsquire Hotel	26 Silchester Road, Tadley	Independent Free	RG26 3PX	Dry Led	3.61
29	Tadley Calleva Football Club	Silchester Road, Tadley	Independent Free	RG26 3PX	Other	3.61
30	Aldermaston Recreation Social Club	Awr Buildings, Aldermaston, Reading	Independent Free	RG 7 4PR	Other	3.63