

## 1 Mile Catchment Mosaic Profile

### E Senior Security



### D Rural Reality



### F Suburban Stability



## Per Pub Analysis

	0.5 Mile Catchment	1 Mile Catchment	10 Minute DT Catchment
Number of Pubs	2	3	13
Catchment Adults 18+	2,497	3,942	21,390
Catchment Adults 18+ Per Pub	1,249	1,314	1,645

## Standard Catchment Pub Channel Index

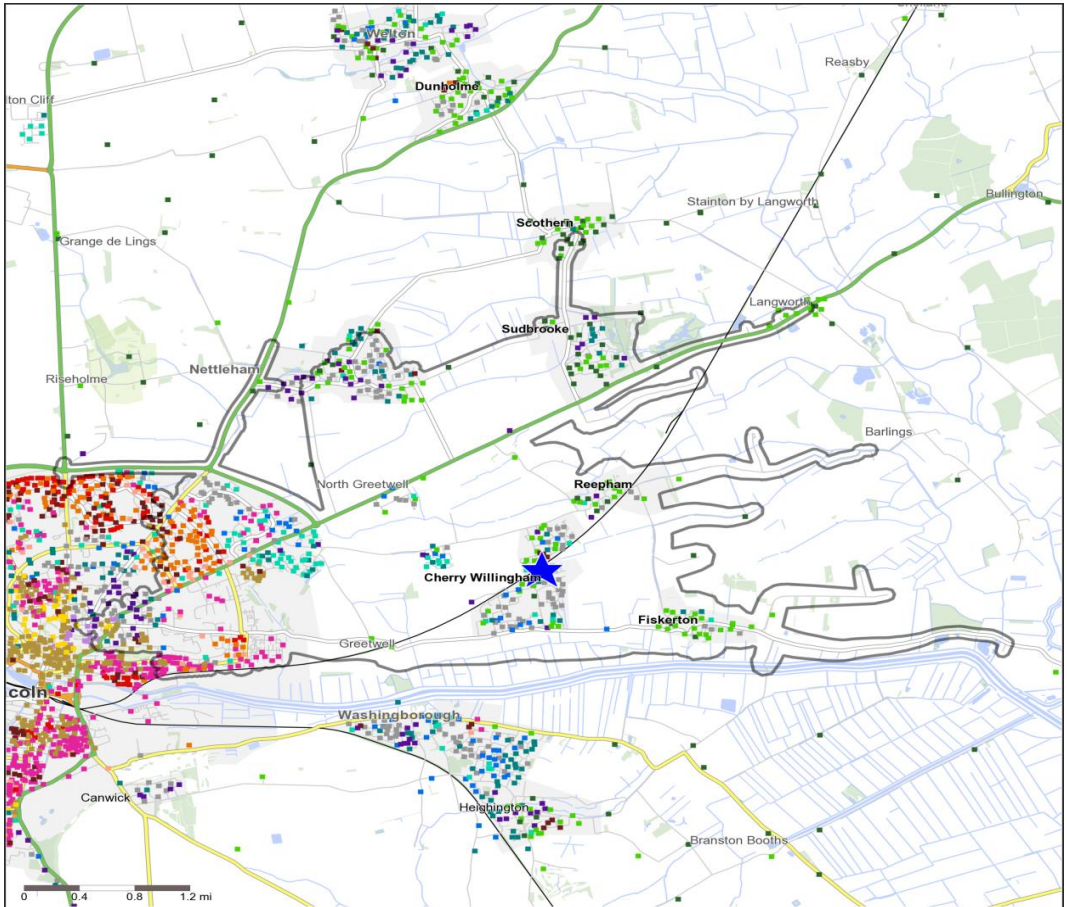
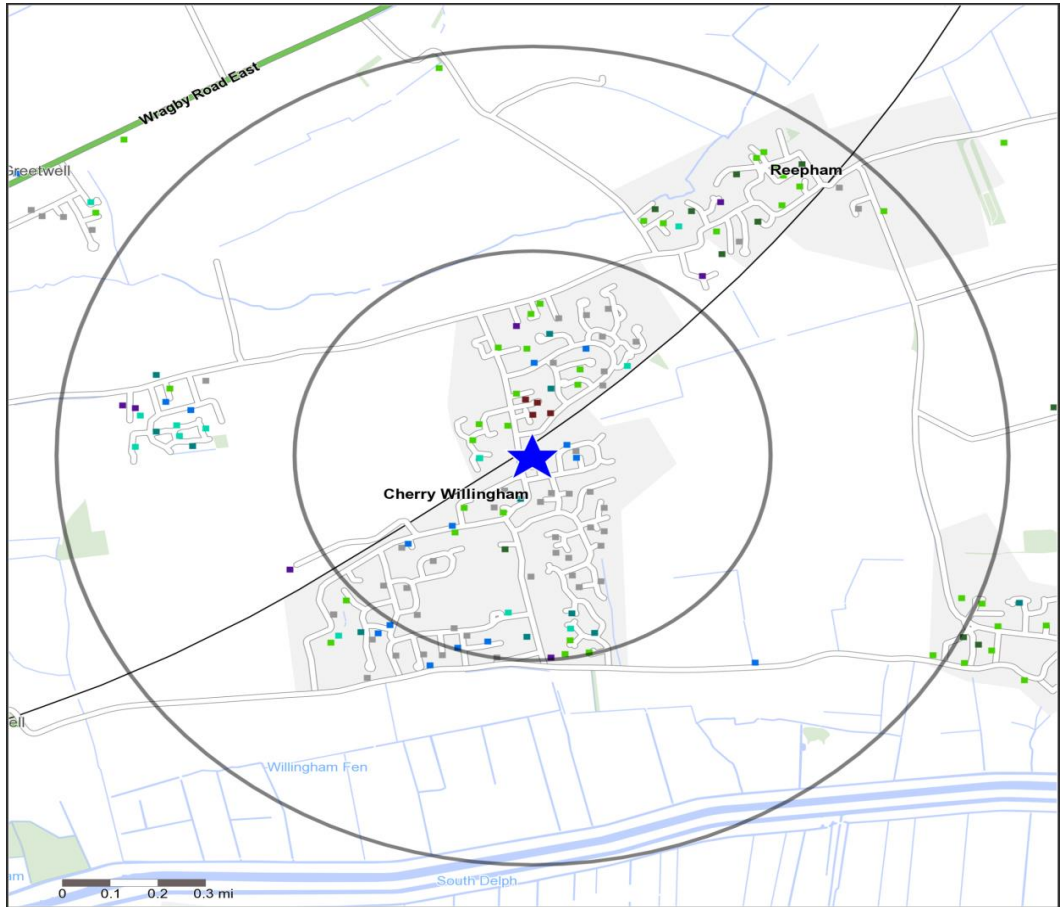
	0.5 Mile Catchment			1 Mile Catchment			10 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Great Pub Great Food Gold	522	20.9	72	1,089	27.6	95	5,220	24.4	84
Great Pub Great Food Silver	2,039	81.7	178	3,383	85.8	187	11,655	54.5	119
Mainstream Pub with Food - Suburban Value	1,787	71.6	129	2,601	66.0	119	14,606	68.3	123
Mainstream Pub with Food - Suburban Aspiration	556	22.3	60	1,126	28.6	77	6,766	31.6	85
Mainstream Pub with Food - Country Value	1,783	71.4	578	2,751	69.8	565	7,056	33.0	267
Mainstream Pub with Food - Country Aspiration	158	6.3	51	491	12.5	100	2,087	9.8	79
Bit of Style	130	5.2	21	278	7.1	28	4,447	20.8	83
YPV Mainstream	0	0.0	0	0	0.0	0	424	2.0	98
YPV Premium	0	0.0	0	0	0.0	0	571	2.7	40
Community Wet	177	7.1	23	220	5.6	18	6,104	28.5	92
<b>Total 18+ Population in Catchment</b>	<b>2,497</b>			<b>3,942</b>			<b>21,390</b>		

## Social Grade

	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	52.6	99	55.7	105	51.4	97
C2DE	47.4	101	44.3	95	48.6	104

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

Mosaic Groups in 10 minute DT Catchment Area



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

- |                       |                      |                       |                  |                     |
|-----------------------|----------------------|-----------------------|------------------|---------------------|
| Site                  | Catchment            |                       |                  |                     |
| A City Prosperity     | B Prestige Positions | C Country Living      | 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       |

# Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile			0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment		Mosaic Type Profile			0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
			Catchment Adults 18+	%	Catchment Adults 18+	%	Catchment Adults 18+	%				Catchment Adults 18+	%	Catchment Adults 18+	%	Catchment Adults 18+	%
A01	World-Class Wealth	0	0.0	0	0.0	0	0.0	I36	Solid Economy	0	0.0	0	0.0	0	0.0		
A02	Uptown Elite	0	0.0	0	0.0	49	0.2	I37	Budget Generations	0	0.0	0	0.0	177	0.8		
A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	I38	Childcare Squeeze	0	0.0	0	0.0	422	2.0		
A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	I39	Families with Needs	0	0.0	0	0.0	1,693	7.9		
B05	Premium Fortunes	0	0.0	0	0.0	69	0.3	J40	Make Do & Move On	0	0.0	0	0.0	191	0.9		
B06	Diamond Days	0	0.0	0	0.0	85	0.4	J41	Disconnected Youth	0	0.0	0	0.0	265	1.2		
B07	Alpha Families	2	0.1	18	0.5	72	0.3	J42	Midlife Stopgap	12	0.5	12	0.3	893	4.2		
B08	Bank of Mum and Dad	0	0.0	15	0.4	103	0.5	J43	Renting a Room	0	0.0	0	0.0	938	4.4		
B09	Empty-Nest Adventure	11	0.4	97	2.5	289	1.4	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0		
C10	Wealthy Landowners	0	0.0	0	0.0	83	0.4	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0		
C11	Rural Vogue	0	0.0	0	0.0	6	0.0	K46	High Rise Residents	0	0.0	0	0.0	0	0.0		
C12	Scattered Homesteads	0	0.0	0	0.0	8	0.0	K47	Streetwise Singles	0	0.0	0	0.0	170	0.8		
C13	Village Retirement	15	0.6	105	2.7	959	4.5	K48	Low Income Workers	0	0.0	0	0.0	601	2.8		
D14	Satellite Settlers	258	10.3	584	14.8	1,504	7.0	L49	Dependent Greys	0	0.0	0	0.0	44	0.2		
D15	Local Focus	194	7.8	203	5.1	427	2.0	L50	Pocket Pensions	146	5.8	146	3.7	227	1.1		
D16	Outlying Seniors	84	3.4	173	4.4	744	3.5	L51	Aided Elderly	0	0.0	0	0.0	251	1.2		
D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	L52	Estate Veterans	0	0.0	0	0.0	162	0.8		
E18	Legacy Elders	0	0.0	0	0.0	291	1.4	L53	Seasoned Survivors	0	0.0	0	0.0	26	0.1		
E19	Bungalow Heaven	1,102	44.1	1,430	36.3	2,988	14.0	M54	Down-to-Earth Owners	0	0.0	0	0.0	82	0.4		
E20	Classic Grandparents	0	0.0	8	0.2	106	0.5	M55	Offspring Overspill	0	0.0	0	0.0	360	1.7		
E21	Solo Retirees	0	0.0	0	0.0	118	0.6	M56	Self Supporters	0	0.0	0	0.0	130	0.6		
F22	Boomerang Boarders	121	4.8	146	3.7	239	1.1	N57	Community Elders	0	0.0	0	0.0	0	0.0		
F23	Family Ties	0	0.0	0	0.0	217	1.0	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0		
F24	Fledgling Free	130	5.2	256	6.5	434	2.0	N59	Asian Heritage	0	0.0	0	0.0	0	0.0		
F25	Dependable Me	44	1.8	54	1.4	471	2.2	N60	Ageing Access	0	0.0	0	0.0	72	0.3		
G26	Cafés and Catchments	0	0.0	0	0.0	0	0.0	O61	Career Builders	0	0.0	0	0.0	303	1.4		
G27	Thriving Independence	0	0.0	0	0.0	76	0.4	O62	Central Pulse	0	0.0	0	0.0	91	0.4		
G28	Modern Parents	0	0.0	73	1.9	546	2.6	O63	Flexible Workforce	0	0.0	0	0.0	0	0.0		
G29	Mid-Career Convention	205	8.2	298	7.6	663	3.1	O64	Bus-Route Renters	0	0.0	0	0.0	321	1.5		
H30	Primary Ambitions	0	0.0	0	0.0	77	0.4	O65	Learners & Earners	0	0.0	0	0.0	155	0.7		
H31	Affordable Fringe	21	0.8	21	0.5	383	1.8	O66	Student Scene	0	0.0	0	0.0	4	0.0		
H32	First-Rung Futures	10	0.4	21	0.5	435	2.0	U99	Unclassified	0	0.0	0	0.0	753	3.5		
H33	Contemporary Starts	120	4.8	257	6.5	1,542	7.2										
H34	New Foundations	22	0.9	25	0.6	75	0.4										
H35	Flying Solo	0	0.0	0	0.0	0	0.0										
										<b>Total</b>	<b>2,497</b>		<b>3,942</b>		<b>21,390</b>		



## Top 5 Mosaic Types

### 1. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the elderly



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

### 2. D14 Satellite Settlers

Mature households living in expanding 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

### 3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

### 4. H33 Contemporary Starts

Fashion-conscious young singles and partners setting up home in developments attractive to 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

### 5. F24 Fledgling Free

Pre-retirement couples with respectable incomes enjoying greater space and spare cash since children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

Full visualisation of all types and groups are available in Segmentation Portal:

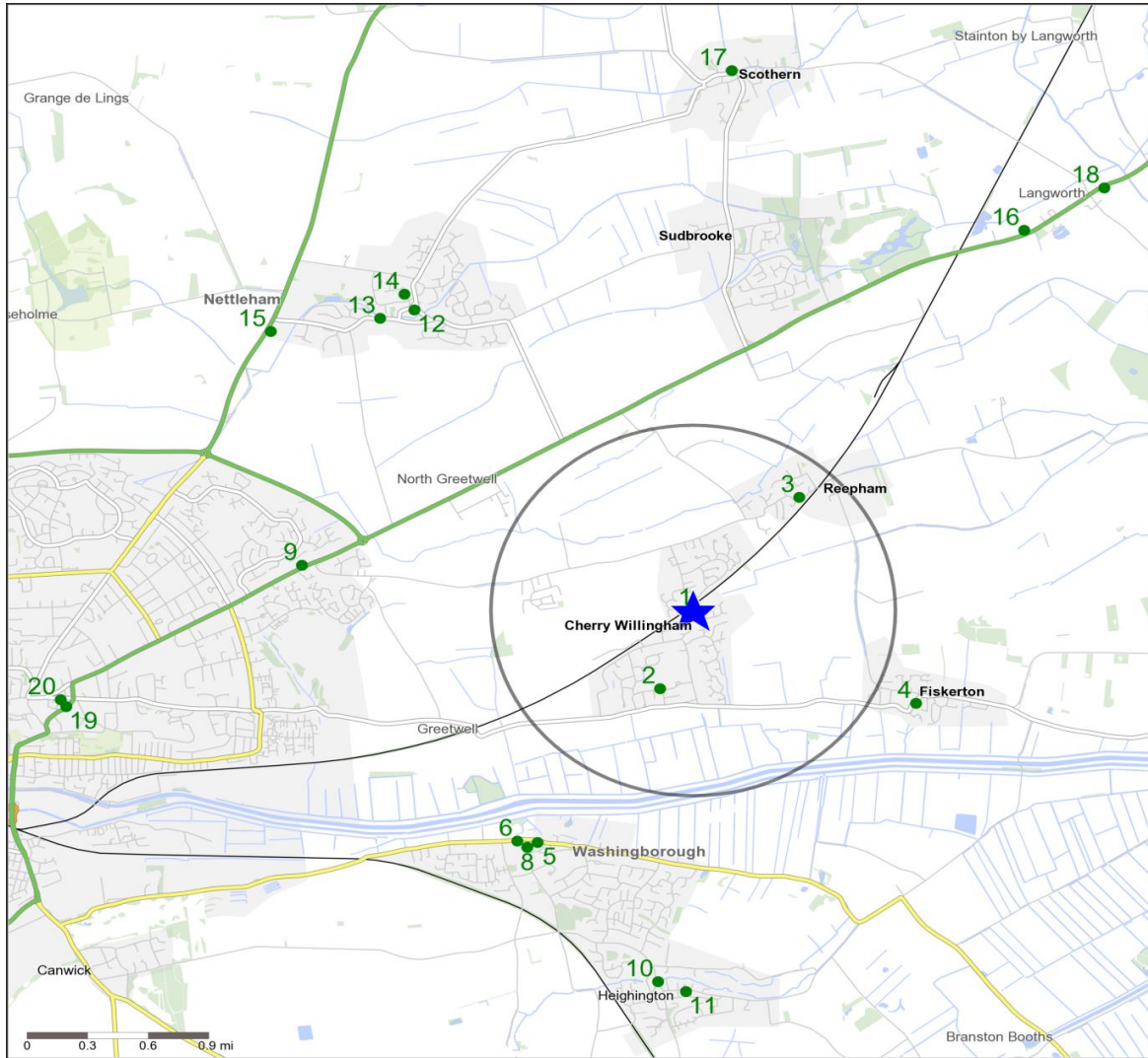
[www.segmentationportal.com](http://www.segmentationportal.com)

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

## Competitor Map



Copyright Experian Ltd, HERE 2015. Ordnance Survey ©Crown copyright 2015

★ Site     
 ● Pubs     
 N Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Wishing Well	Star Pubs & Bars	0.0	0.2
2	Cherry Tree	Punch Pub Company	0.5	2.6
3	Fox & Hounds	Enterprise Inns	0.8	4.9
4	Carpenters Arms	Independent Free	1.2	4.7
5	Royal Oak	Independent Free	1.5	19.1
6	Dexters Alehouse And Kitchen	Independent Free	1.5	18.6
7	Ferry Boat	Enterprise Inns	1.5	19.0
8	Hunters Leap	Enterprise Inns	1.5	19.0
9	Lincolnshire Poacher	Marston's	1.9	6.5
10	Turks Head	Punch Pub Company	2.0	22.0
11	Butcher & Beast	George Bateman & Son	2.1	22.8
12	Plough Inn	George Bateman & Son	2.1	9.1
13	White Hart	George Bateman & Son	2.2	9.5
14	Black Horse	Star Pubs & Bars	2.2	9.6
15	Brown Cow	Enterprise Inns	2.6	9.4
16	New Station Restaurant	Independent Free	2.6	9.4
17	Bottle & Glass	Enterprise Inns	2.9	10.4
18	George Inn	Independent Free	3.1	10.2
19	Peacock	Greene King	3.1	9.4
20	Morning Star	Enterprise Inns	3.2	9.5