

1 Mile Catchment Mosaic Profile

J Transient Renters



L Vintage Value



H Aspiring Homemakers



Per Pub Analysis

0.5 Mile Catchment

1 Mile Catchment

10 Minute DT Catchment

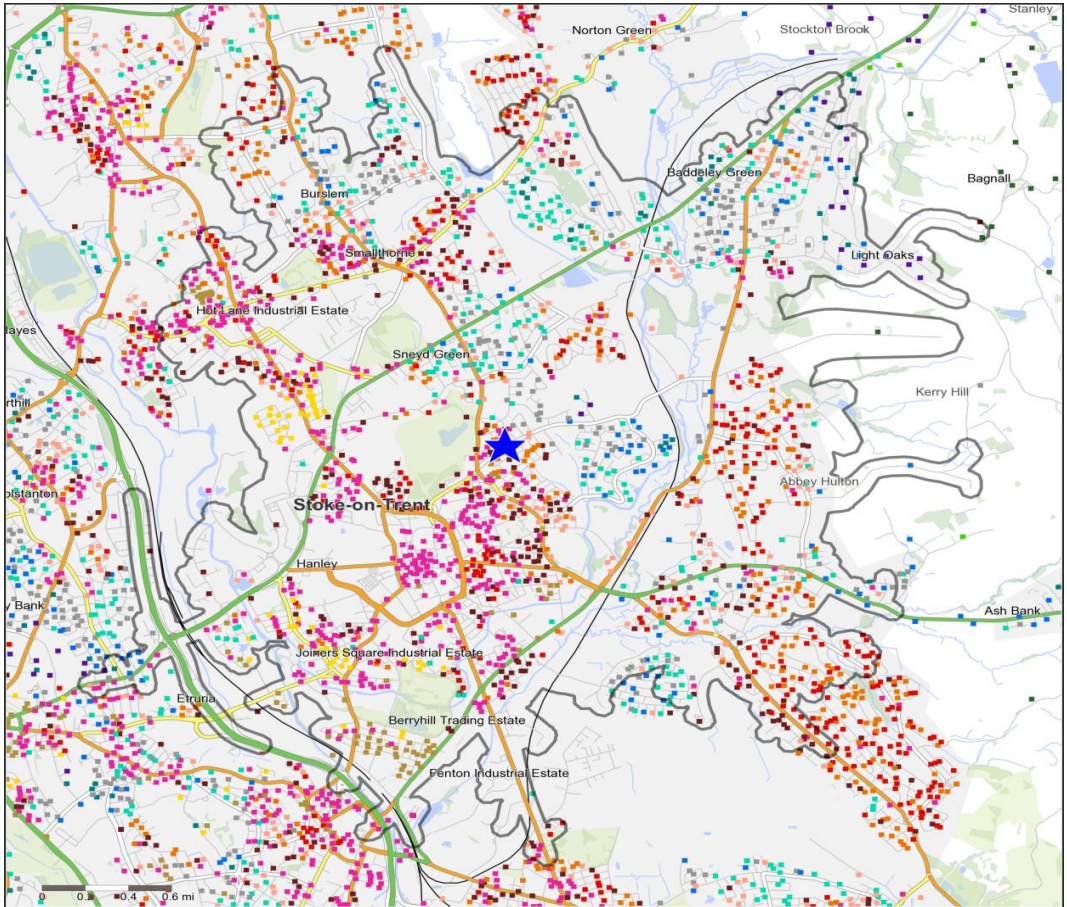
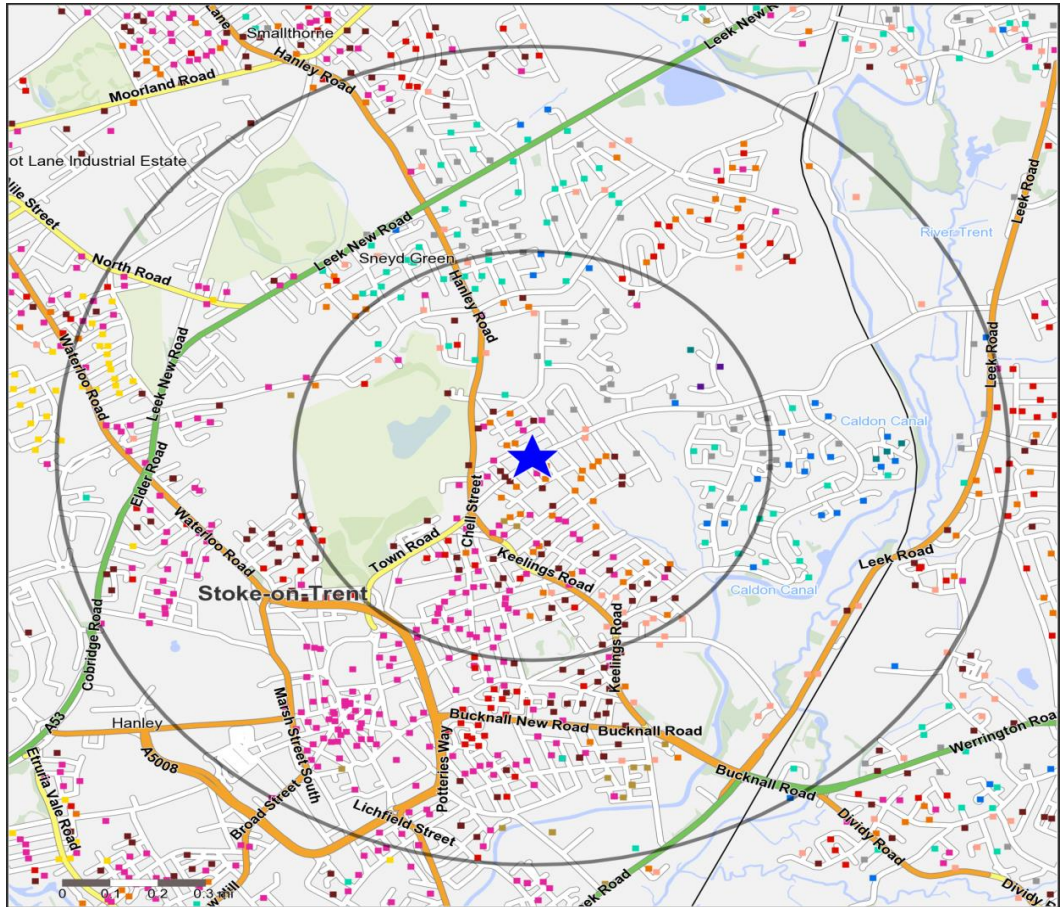
Number of Pubs	12	50	100
Catchment Adults 18+	7,945	22,372	72,861
Catchment Adults 18+ Per Pub	662	447	729

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	414	5.2	18	1,243	5.6	19	6,481	8.9	30
Great Pub Great Food Silver	3,648	45.9	100	8,631	38.6	84	25,876	35.5	77
Mainstream Pub with Food - Suburban Value	7,310	92.0	166	18,624	83.2	150	53,331	73.2	132
Mainstream Pub with Food - Suburban Aspiration	813	10.2	28	2,591	11.6	31	10,674	14.6	39
Mainstream Pub with Food - Country Value	861	10.8	88	1,224	5.5	44	4,656	6.4	52
Mainstream Pub with Food - Country Aspiration	251	3.2	25	475	2.1	17	2,306	3.2	26
Bit of Style	2,053	25.8	104	5,993	26.8	107	19,833	27.2	109
YPV Mainstream	111	1.4	69	131	0.6	29	3,480	4.8	235
YPV Premium	31	0.4	6	491	2.2	33	4,276	5.9	88
Community Wet	3,833	48.2	156	10,972	49.0	159	37,993	52.1	169
Total 18+ Population in Catchment	7,945			22,372			72,861		

Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	37.4	70	36.0	68	36.3	68
C2DE	62.6	133	64.0	136	63.7	136

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

Mosaic Groups in 10 minute DT Catchment Area



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|-----------------------|----------------------|-----------------------|------------------|---------------------|
| 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	
	Catchment Adults 18+	%	Catchment Adults 18+	%	Catchment Adults 18+	%
A01 World-Class Wealth	0	0.0	0	0.0	0	0.0
A02 Uptown Elite	0	0.0	0	0.0	0	0.0
A03 Penthouse Chic	0	0.0	0	0.0	0	0.0
A04 Metro High-Flyers	0	0.0	0	0.0	0	0.0
B05 Premium Fortunes	0	0.0	0	0.0	0	0.0
B06 Diamond Days	0	0.0	0	0.0	0	0.0
B07 Alpha Families	0	0.0	0	0.0	60	0.1
B08 Bank of Mum and Dad	0	0.0	0	0.0	20	0.0
B09 Empty-Nest Adventure	111	1.4	111	0.5	457	0.6
C10 Wealthy Landowners	0	0.0	0	0.0	30	0.0
C11 Rural Vogue	0	0.0	0	0.0	9	0.0
C12 Scattered Homesteads	0	0.0	0	0.0	4	0.0
C13 Village Retirement	0	0.0	0	0.0	34	0.0
D14 Satellite Settlers	0	0.0	0	0.0	3	0.0
D15 Local Focus	0	0.0	0	0.0	0	0.0
D16 Outlying Seniors	0	0.0	0	0.0	0	0.0
D17 Far-Flung Outposts	0	0.0	0	0.0	0	0.0
E18 Legacy Elders	0	0.0	0	0.0	28	0.0
E19 Bungalow Heaven	721	9.1	860	3.8	2,896	4.0
E20 Classic Grandparents	397	5.0	818	3.7	2,189	3.0
E21 Solo Retirees	143	1.8	617	2.8	1,418	1.9
F22 Boomerang Boarders	0	0.0	9	0.0	650	0.9
F23 Family Ties	5	0.1	272	1.2	450	0.6
F24 Fledgling Free	140	1.8	364	1.6	1,723	2.4
F25 Dependable Me	20	0.3	270	1.2	560	0.8
G26 Cafés and Catchments	0	0.0	0	0.0	0	0.0
G27 Thriving Independence	0	0.0	0	0.0	12	0.0
G28 Modern Parents	38	0.5	47	0.2	648	0.9
G29 Mid-Career Convention	0	0.0	61	0.3	256	0.4
H30 Primary Ambitions	0	0.0	93	0.4	764	1.0
H31 Affordable Fringe	915	11.5	2,752	12.3	6,667	9.2
H32 First-Rung Futures	105	1.3	297	1.3	1,114	1.5
H33 Contemporary Starts	0	0.0	0	0.0	858	1.2
H34 New Foundations	0	0.0	20	0.1	191	0.3
H35 Flying Solo	0	0.0	0	0.0	0	0.0

Mosaic Type Profile	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	Catchment Adults 18+	%	Catchment Adults 18+	%	Catchment Adults 18+	%
I36 Solid Economy	0	0.0	0	0.0	183	0.3
I37 Budget Generations	16	0.2	124	0.6	306	0.4
I38 Childcare Squeeze	1,183	14.9	1,534	6.9	3,353	4.6
I39 Families with Needs	21	0.3	581	2.6	4,289	5.9
J40 Make Do & Move On	345	4.3	723	3.2	2,445	3.4
J41 Disconnected Youth	111	1.4	116	0.5	552	0.8
J42 Midlife Stopgap	23	0.3	129	0.6	329	0.5
J43 Renting a Room	1,461	18.4	4,273	19.1	9,812	13.5
K44 Inner City Stalwarts	0	0.0	0	0.0	0	0.0
K45 Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0
K46 High Rise Residents	0	0.0	544	2.4	875	1.2
K47 Streetwise Singles	57	0.7	440	2.0	851	1.2
K48 Low Income Workers	194	2.4	1,272	5.7	7,381	10.1
L49 Dependent Greys	33	0.4	315	1.4	1,716	2.4
L50 Pocket Pensions	129	1.6	243	1.1	1,167	1.6
L51 Aided Elderly	0	0.0	0	0.0	27	0.0
L52 Estate Veterans	93	1.2	524	2.3	1,058	1.5
L53 Seasoned Survivors	1,125	14.2	2,238	10.0	4,692	6.4
M54 Down-to-Earth Owners	71	0.9	439	2.0	1,814	2.5
M55 Offspring Overspill	210	2.6	642	2.9	1,698	2.3
M56 Self Supporters	247	3.1	461	2.1	1,676	2.3
N57 Community Elders	0	0.0	0	0.0	0	0.0
N58 Cultural Comfort	0	0.0	0	0.0	66	0.1
N59 Asian Heritage	0	0.0	626	2.8	2,233	3.1
N60 Ageing Access	0	0.0	0	0.0	0	0.0
O61 Career Builders	0	0.0	0	0.0	0	0.0
O62 Central Pulse	0	0.0	0	0.0	111	0.2
O63 Flexible Workforce	0	0.0	0	0.0	152	0.2
O64 Bus-Route Renters	31	0.4	476	2.1	1,085	1.5
O65 Learners & Earners	0	0.0	15	0.1	1,890	2.6
O66 Student Scene	0	0.0	0	0.0	1,038	1.4
U99 Unclassified	0	0.0	66	0.3	1,021	1.4
Total	7,945		22,372		72,861	

Top 5 Mosaic Types

1. J43 Renting a Room

Transient renters of low cost accommodation often within subdivided older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

2. H31 Affordable Fringe

Settled families with children owning modest, 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

3. L53 Seasoned Survivors

Deep-rooted single elderly owners of low value properties whose modest home equity provides some security



- Very elderly
- Most are living alone
- Longest length of residence (29 years)
- Modest income
- Own mostly 2 or 3 bed terraces
- Retired from routine / semi-skilled jobs

4. I38 Childcare Squeeze

Younger families with children who own a budget home and are striving to cover all expenses



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

5. K48 Low Income Workers

Older social renters settled in low value homes in communities where employment is harder to find



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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

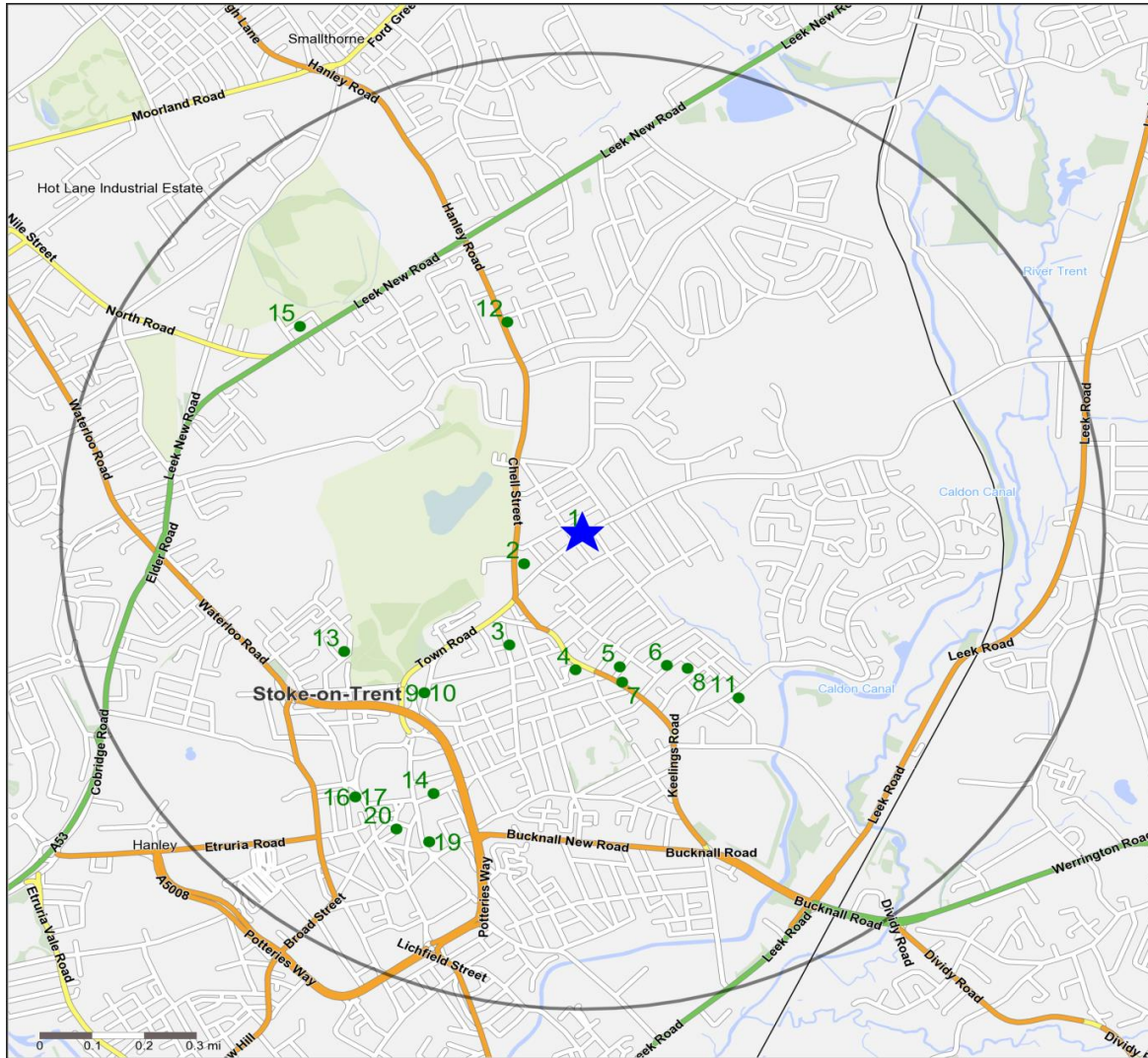
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If you do not have log in details for Segmentation Portal then please contact the

Experian Helpdesk: EMSUKHelpdesk@experian.com

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Competitor Map



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★ Site
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Birches Head	Punch Pub Company	0.0	0.1
2	Cheshire Cheese	Admiral Taverns Ltd	0.1	1.0
3	Masons Arms	Admiral Taverns Ltd	0.3	1.5
4	Wheat Sheaf Stores	Unknown	0.3	1.6
5	Cross Keys	Punch Pub Company	0.3	2.1
6	Hollybush	Punch Pub Company	0.3	2.4
7	Cat Inn	Unknown	0.3	2.0
8	Cross Guns	Admiral Taverns Ltd	0.4	2.5
9	Church	Independent Free	0.5	2.1
10	Golden Cup	Admiral Taverns Ltd	0.5	2.1
11	Northwood Inn	Punch Pub Company	0.5	3.0
12	Sneyd Arms	Greene King	0.5	2.3
13	Bulls Head	*Other Small Retail Groups	0.5	2.9
14	Queens Arms	*Other Small Retail Groups	0.6	3.5
15	Raven	Admiral Taverns Ltd	0.7	4.6
16	Pink Lounge Bar & Club	Independent Free	0.7	5.3
17	Grace	Independent Free	0.7	5.3
18	Frankys	Independent Free	0.7	3.6
19	Burton Stores	Independent Free	0.7	3.6
20	Metro	Enterprise Inns	0.7	4.1