

## 1 Mile Catchment Mosaic Profile

### N Urban Cohesion



### G Domestic Success



### O Rental Hubs



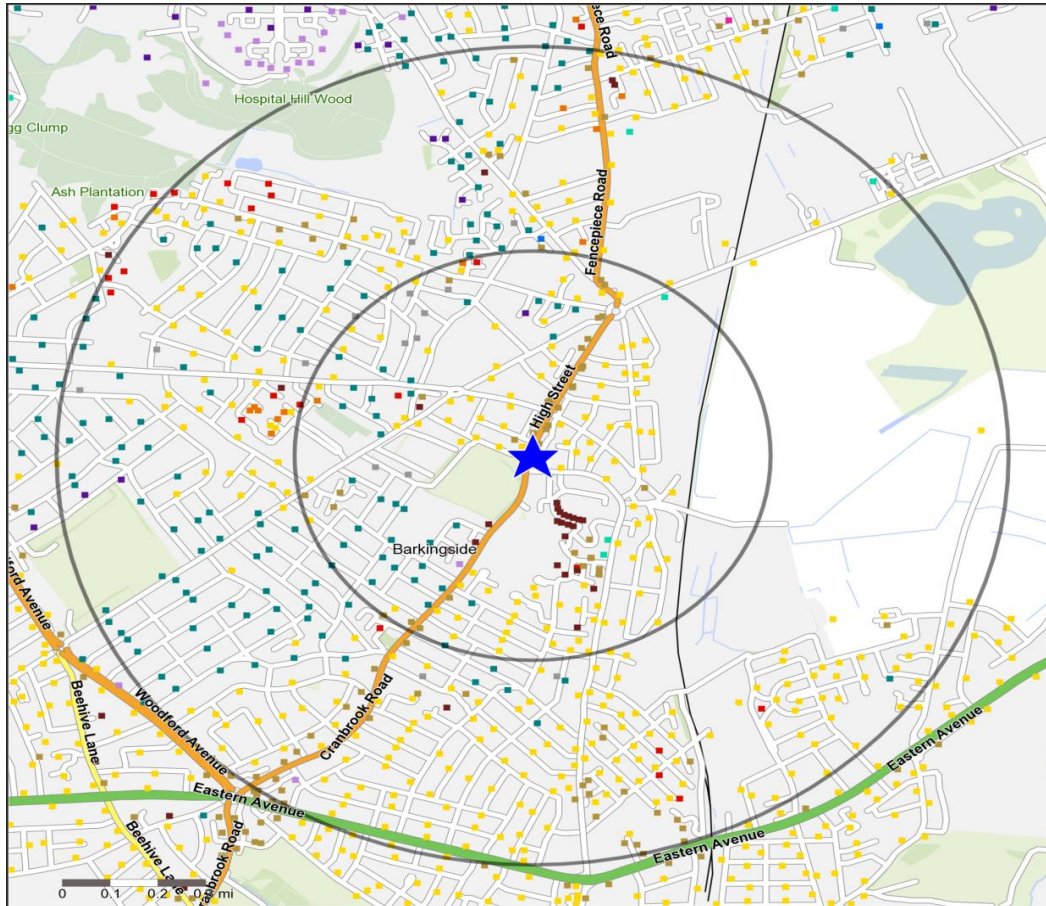
## Per Pub Analysis

	0.5 Mile Catchment	1 Mile Catchment	10 Minute DT Catchment
Number of Pubs	2	6	18
Catchment Adults 18+	8,950	33,071	90,824
Catchment Adults 18+ Per Pub	4,475	5,512	5,046

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	1,506	16.8	58	8,356	25.3	87	22,167	24.4	84
Great Pub Great Food Silver	1,474	16.5	36	8,128	24.6	53	20,675	22.8	50
Mainstream Pub with Food - Suburban Value	6,584	73.6	133	19,746	59.7	108	51,490	56.7	102
Mainstream Pub with Food - Suburban Aspiration	2,930	32.7	88	12,049	36.4	98	32,439	35.7	96
Mainstream Pub with Food - Country Value	0	0.0	0	0	0.0	0	5	0.0	0
Mainstream Pub with Food - Country Aspiration	59	0.7	5	625	1.9	15	4,240	4.7	38
Bit of Style	2,673	29.9	120	11,310	34.2	137	28,505	31.4	126
YPV Mainstream	0	0.0	0	0	0.0	0	0	0.0	0
YPV Premium	1,199	13.4	201	3,185	9.6	144	9,330	10.3	154
Community Wet	624	7.0	23	2,047	6.2	20	6,515	7.2	23
<b>Total 18+ Population in Catchment</b>	<b>8,950</b>			<b>33,071</b>			<b>90,824</b>		

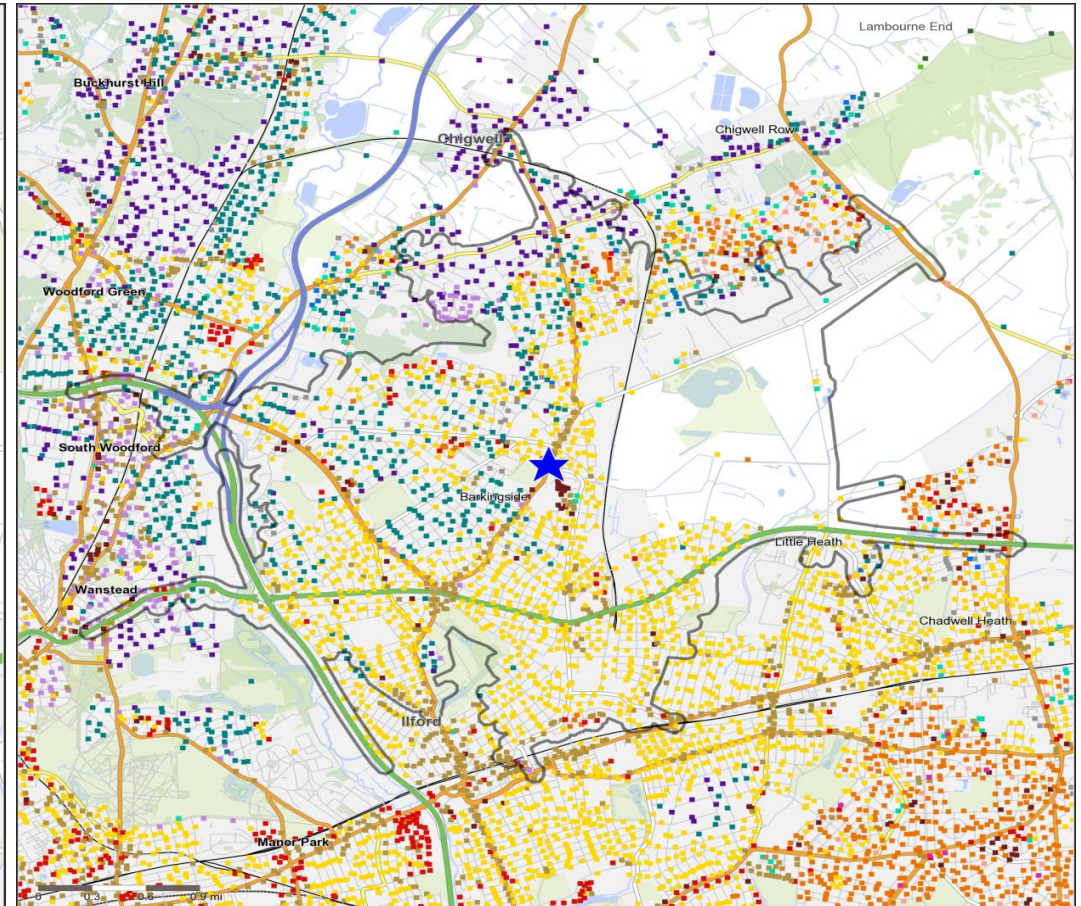
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	58.3	110	60.9	115	61.6	116
C2DE	41.7	89	39.1	83	38.4	82

## Mosaic Groups in 0.5 and 1 Mile Catchment Areas

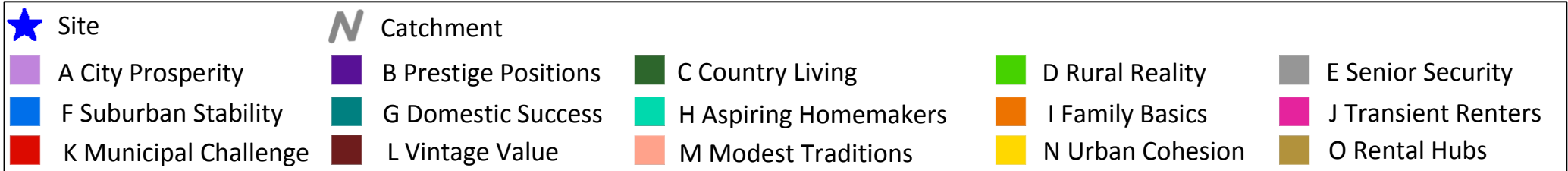


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## Mosaic Groups in 10 minute DT Catchment Area



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## Adults 18+ by Mosaic Type in Each Catchment

			0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment					0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
Mosaic Type Profile			Catchment Adults 18+	%	Catchment Adults 18+	%	Catchment Adults 18+	%	Mosaic Type Profile			Catchment Adults 18+	%	Catchment Adults 18+	%	Catchment Adults 18+	%
A01	World-Class Wealth		0	0.0	0	0.0	84	0.1	I36	Solid Economy		15	0.2	470	1.4	1,972	2.2
A02	Uptown Elite		31	0.3	48	0.1	1,234	1.4	I37	Budget Generations		0	0.0	0	0.0	0	0.0
A03	Penthouse Chic		0	0.0	0	0.0	0	0.0	I38	Childcare Squeeze		0	0.0	0	0.0	0	0.0
A04	Metro High-Flyers		0	0.0	0	0.0	954	1.1	I39	Families with Needs		0	0.0	0	0.0	76	0.1
B05	Premium Fortunes		32	0.4	228	0.7	1,715	1.9	J40	Make Do & Move On		0	0.0	0	0.0	0	0.0
B06	Diamond Days		0	0.0	0	0.0	680	0.7	J41	Disconnected Youth		0	0.0	0	0.0	0	0.0
B07	Alpha Families		0	0.0	0	0.0	158	0.2	J42	Midlife Stopgap		0	0.0	0	0.0	92	0.1
B08	Bank of Mum and Dad		0	0.0	0	0.0	384	0.4	J43	Renting a Room		0	0.0	0	0.0	0	0.0
B09	Empty-Nest Adventure		0	0.0	0	0.0	0	0.0	K44	Inner City Stalwarts		174	1.9	791	2.4	1,365	1.5
C10	Wealthy Landowners		0	0.0	0	0.0	0	0.0	K45	Crowded Kaleidoscope		0	0.0	348	1.1	828	0.9
C11	Rural Vogue		0	0.0	0	0.0	0	0.0	K46	High Rise Residents		0	0.0	0	0.0	24	0.0
C12	Scattered Homesteads		0	0.0	0	0.0	0	0.0	K47	Streetwise Singles		0	0.0	33	0.1	477	0.5
C13	Village Retirement		0	0.0	0	0.0	0	0.0	K48	Low Income Workers		0	0.0	0	0.0	0	0.0
D14	Satellite Settlers		0	0.0	0	0.0	0	0.0	L49	Dependent Greys		70	0.8	244	0.7	408	0.4
D15	Local Focus		0	0.0	0	0.0	0	0.0	L50	Pocket Pensions		111	1.2	111	0.3	130	0.1
D16	Outlying Seniors		0	0.0	0	0.0	0	0.0	L51	Aided Elderly		365	4.1	506	1.5	1,827	2.0
D17	Far-Flung Outposts		0	0.0	0	0.0	0	0.0	L52	Estate Veterans		0	0.0	0	0.0	0	0.0
E18	Legacy Elders		338	3.8	639	1.9	1,109	1.2	L53	Seasoned Survivors		0	0.0	0	0.0	4	0.0
E19	Bungalow Heaven		0	0.0	0	0.0	5	0.0	M54	Down-to-Earth Owners		0	0.0	0	0.0	1	0.0
E20	Classic Grandparents		0	0.0	0	0.0	126	0.1	M55	Offspring Overspill		0	0.0	0	0.0	33	0.0
E21	Solo Retirees		0	0.0	0	0.0	55	0.1	M56	Self Supporters		0	0.0	0	0.0	0	0.0
F22	Boomerang Boarders		0	0.0	0	0.0	0	0.0	N57	Community Elders		4,442	49.6	14,279	43.2	34,092	37.5
F23	Family Ties		0	0.0	0	0.0	87	0.1	N58	Cultural Comfort		480	5.4	3,565	10.8	15,073	16.6
F24	Fledgling Free		0	0.0	0	0.0	0	0.0	N59	Asian Heritage		0	0.0	0	0.0	0	0.0
F25	Dependable Me		0	0.0	3	0.0	55	0.1	N60	Ageing Access		155	1.7	427	1.3	1,051	1.2
G26	Cafés and Catchments		1,416	15.8	7,524	22.8	13,908	15.3	O61	Career Builders		0	0.0	127	0.4	1,425	1.6
G27	Thriving Independence		27	0.3	397	1.2	1,303	1.4	O62	Central Pulse		0	0.0	0	0.0	439	0.5
G28	Modern Parents		0	0.0	0	0.0	0	0.0	O63	Flexible Workforce		1,159	12.9	3,138	9.5	8,476	9.3
G29	Mid-Career Convention		0	0.0	0	0.0	0	0.0	O64	Bus-Route Renters		39	0.4	45	0.1	394	0.4
H30	Primary Ambitions		0	0.0	29	0.1	314	0.3	O65	Learners & Earners		0	0.0	0	0.0	0	0.0
H31	Affordable Fringe		0	0.0	0	0.0	0	0.0	O66	Student Scene		0	0.0	0	0.0	0	0.0
H32	First-Rung Futures		0	0.0	0	0.0	18	0.0	U99	Unclassified		25	0.3	36	0.1	170	0.2
H33	Contemporary Starts		0	0.0	0	0.0	19	0.0	Total			8,950		33,071		90,824	
H34	New Foundations		70	0.8	81	0.2	238	0.3									
H35	Flying Solo		1	0.0	2	0.0	21	0.0									

## Top 5 Mosaic Types

### 1. N57 Community Elders

Established older households owning city homes in diverse neighbourhoods



- Older households
- Own city terraces and semis
- Have lived there 20 years
- Some adult children at home
- Multicultural neighbourhoods
- Respond to direct mail charity appeals

### 2. 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

### 3. N58 Cultural Comfort

Thriving families with good incomes in multi-cultural urban communities



- Families with children
- Good income
- Areas with high South Asian population
- Own high cost urban semis and terraces
- Highest smart TV ownership
- Read online reviews for home and garden

### 4. O63 Flexible Workforce

Self-starting young renters ready to move to follow worthwhile incomes from service sector jobs



- Likely to be 26-35
- Singles and multiple sharers
- Many ethnicities
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

### 5. K44 Inner City Stalwarts

Long-term renters of inner city social flats who have witnessed many changes



- Mostly single adults
- Aged 56+
- Renting from social landlord
- Flats in inner city areas
- Long-term residents
- Diverse neighbourhoods

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

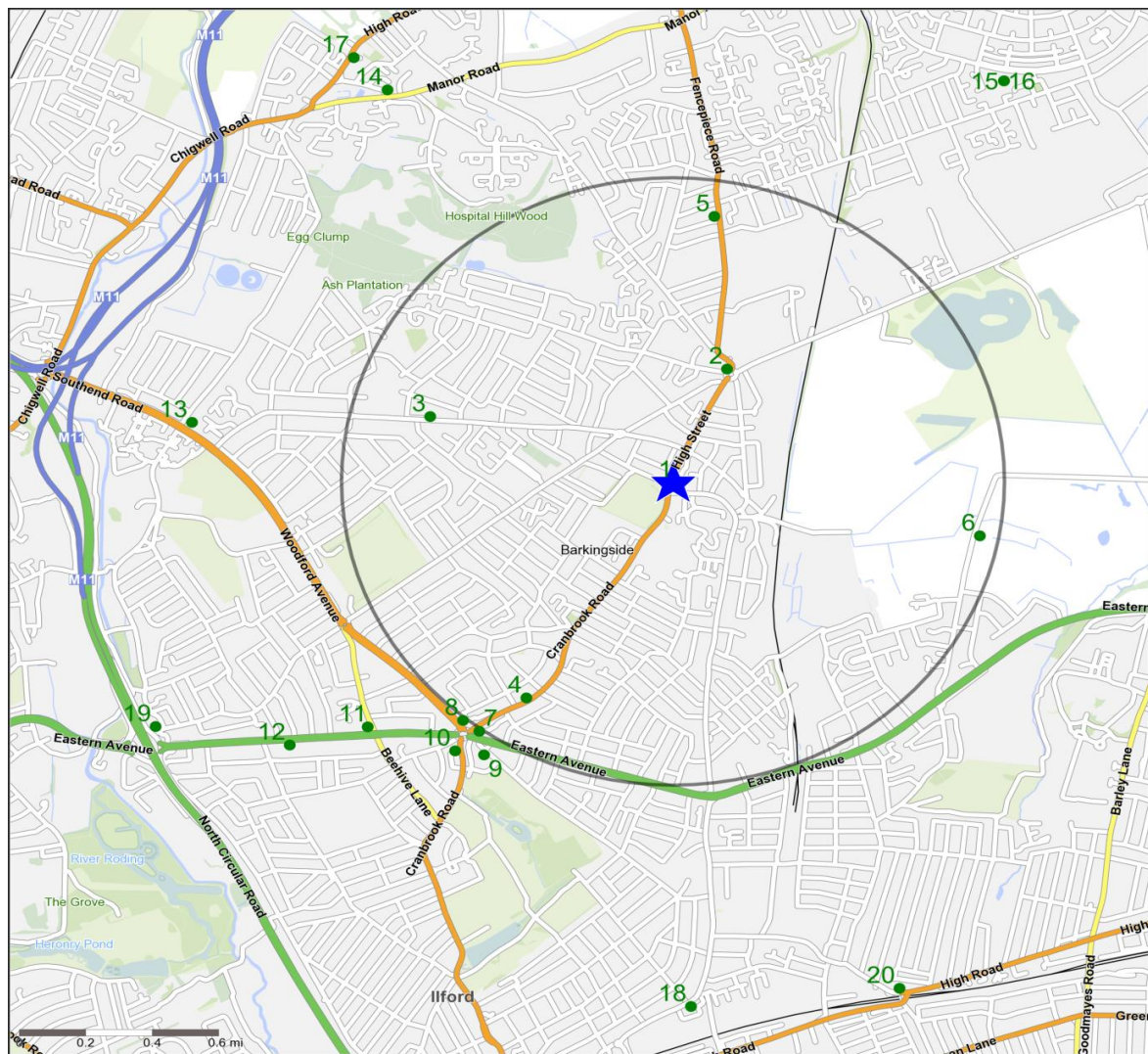
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Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto:EMSUKHelpdesk@experian.com)

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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	Chequers	Star Pubs & Bars	0.0	0.1
2	New Fairlop Oak	Wetherspoon	0.4	2.0
3	Unicorn	Greene King	0.8	4.0
4	King George V	Greene King	0.8	4.4
5	Old Maypole	Mitchells & Butlers	0.9	4.5
6	Miller & Carter	Mitchells & Butlers	0.9	9.7
7	Visage	Independent Free	1.0	5.4
8	Sports Bar	Independent Free	1.0	5.8
9	Valentine	Stonegate Pub Company	1.1	7.2
10	Sidneys	Independent Free	1.1	6.5
11	Beehive	Mitchells & Butlers	1.2	6.5
12	Avenue Hotel	Star Pubs & Bars	1.4	6.7
13	Toby Carvery	Mitchells & Butlers	1.5	8.7
14	Crown & Crooked Billet	Stonegate Pub Company	1.6	10.3
15	Hyneholt	Unknown	1.7	11.1
16	Alfreds Head	Independent Free	1.7	11.1
17	Three Jolly Wheelers	Mitchells & Butlers	1.7	11.1
18	Tailors Lounge Bar	Independent Free	1.7	8.0
19	Red House	Whitbread	1.8	8.7
20	Oconnors Bar	Unknown	1.8	9.6