

1 Mile Catchment Mosaic Profile

B Prestige Positions



G Domestic Success



H Aspiring Homemakers



Per Pub Analysis

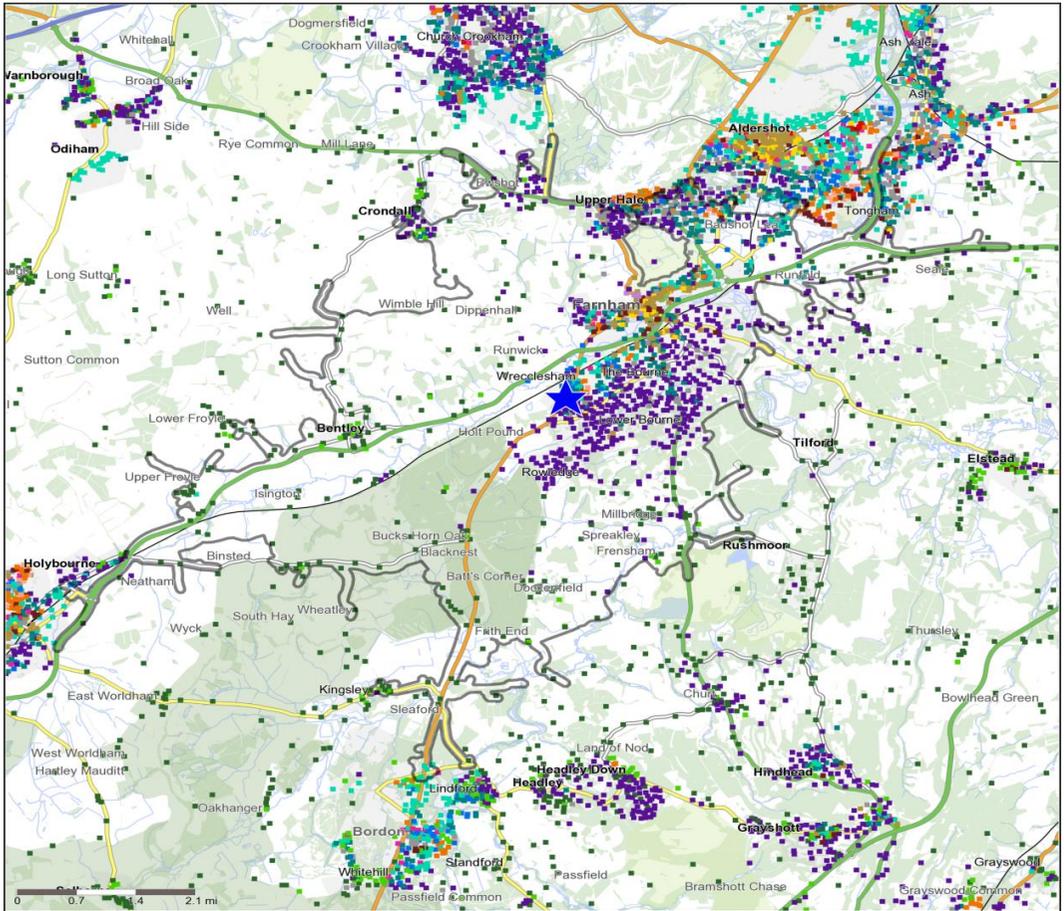
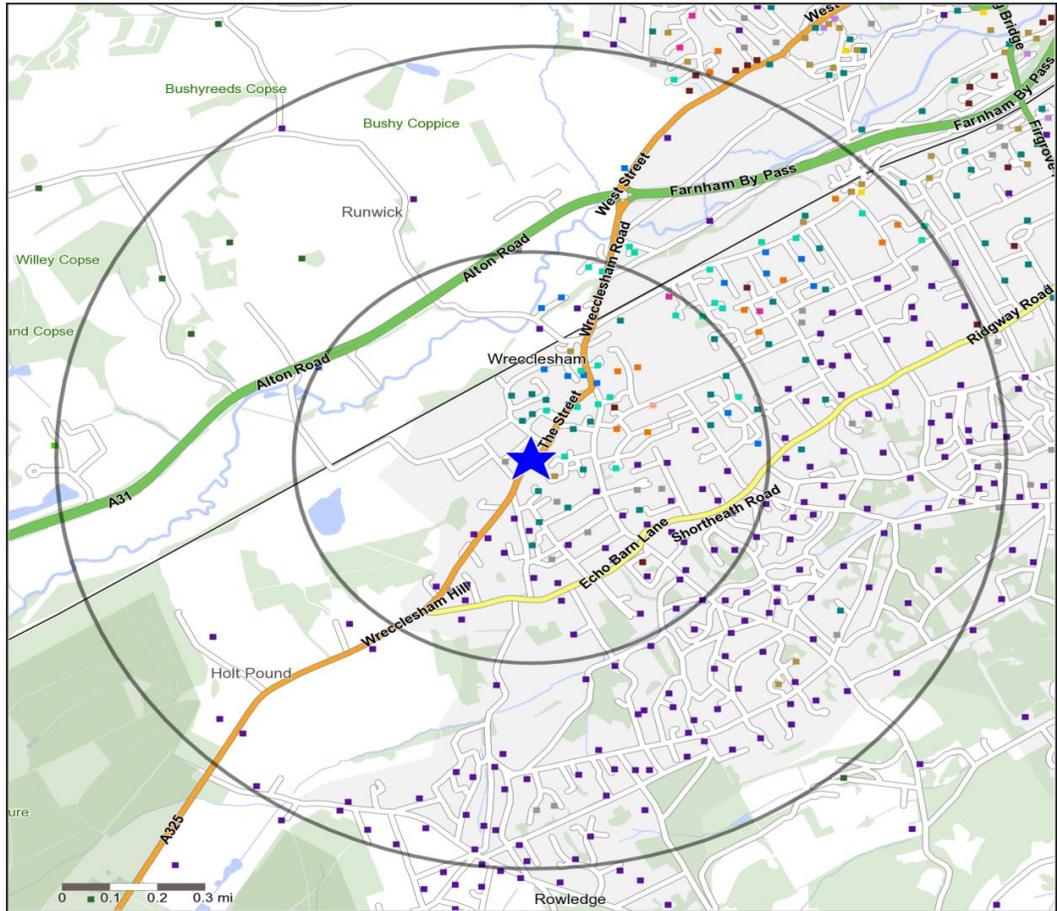
	0.5 Mile Catchment	1 Mile Catchment	10 Minute DT Catchment
Number of Pubs	4	7	54
Catchment Adults 18+	3,150	7,947	35,170
Catchment Adults 18+ Per Pub	788	1,135	651

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	2,274	72.2	247	5,968	75.1	257	23,052	65.5	224
Great Pub Great Food Silver	2,403	76.3	166	6,047	76.1	166	22,053	62.7	136
Mainstream Pub with Food - Suburban Value	1,639	52.0	94	3,092	38.9	70	11,570	32.9	59
Mainstream Pub with Food - Suburban Aspiration	2,395	76.0	205	6,254	78.7	212	24,564	69.8	188
Mainstream Pub with Food - Country Value	0	0.0	0	5	0.1	1	1,379	3.9	32
Mainstream Pub with Food - Country Aspiration	1,232	39.1	316	4,360	54.9	443	16,584	47.2	380
Bit of Style	1,271	40.3	162	2,165	27.2	109	10,596	30.1	121
YPV Mainstream	0	0.0	0	34	0.4	21	531	1.5	74
YPV Premium	117	3.7	56	218	2.7	41	1,295	3.7	55
Community Wet	495	15.7	51	881	11.1	36	3,183	9.1	29
Total 18+ Population in Catchment	3,150			7,947			35,170		

Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	66.9	126	70.6	133	73.0	137
C2DE	33.1	71	29.4	63	27.0	58

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	
	Catchment Adults 18+	%	Catchment Adults 18+	%	Catchment Adults 18+	%
A01 World-Class Wealth	0	0.0	0	0.0	15	0.0
A02 Uptown Elite	0	0.0	0	0.0	156	0.4
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	39	1.2	324	4.1	3,055	8.7
B06 Diamond Days	137	4.3	1,413	17.8	3,603	10.2
B07 Alpha Families	454	14.4	1,445	18.2	3,405	9.7
B08 Bank of Mum and Dad	235	7.5	528	6.6	1,777	5.1
B09 Empty-Nest Adventure	2	0.1	73	0.9	933	2.7
C10 Wealthy Landowners	0	0.0	53	0.7	2,402	6.8
C11 Rural Vogue	0	0.0	6	0.1	216	0.6
C12 Scattered Homesteads	0	0.0	0	0.0	10	0.0
C13 Village Retirement	0	0.0	4	0.1	430	1.2
D14 Satellite Settlers	0	0.0	1	0.0	829	2.4
D15 Local Focus	0	0.0	0	0.0	116	0.3
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	149	4.7	449	5.6	2,192	6.2
E19 Bungalow Heaven	0	0.0	0	0.0	0	0.0
E20 Classic Grandparents	2	0.1	2	0.0	53	0.2
E21 Solo Retirees	0	0.0	5	0.1	88	0.3
F22 Boomerang Boarders	21	0.7	21	0.3	36	0.1
F23 Family Ties	145	4.6	375	4.7	675	1.9
F24 Fledgling Free	0	0.0	0	0.0	4	0.0
F25 Dependable Me	68	2.2	69	0.9	211	0.6
G26 Cafés and Catchments	241	7.7	361	4.5	1,986	5.6
G27 Thriving Independence	365	11.6	573	7.2	3,377	9.6
G28 Modern Parents	53	1.7	53	0.7	54	0.2
G29 Mid-Career Convention	132	4.2	132	1.7	628	1.8
H30 Primary Ambitions	293	9.3	606	7.6	1,348	3.8
H31 Affordable Fringe	0	0.0	0	0.0	26	0.1
H32 First-Rung Futures	0	0.0	0	0.0	14	0.0
H33 Contemporary Starts	173	5.5	191	2.4	694	2.0
H34 New Foundations	0	0.0	0	0.0	22	0.1
H35 Flying Solo	117	3.7	150	1.9	663	1.9

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	277	8.8	537	6.8	1,094	3.1
I37 Budget Generations	0	0.0	0	0.0	0	0.0
I38 Childcare Squeeze	0	0.0	0	0.0	0	0.0
I39 Families with Needs	0	0.0	0	0.0	0	0.0
J40 Make Do & Move On	0	0.0	0	0.0	0	0.0
J41 Disconnected Youth	0	0.0	22	0.3	135	0.4
J42 Midlife Stopgap	4	0.1	69	0.9	171	0.5
J43 Renting a Room	0	0.0	0	0.0	0	0.0
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	0	0.0	0	0.0
K47 Streetwise Singles	0	0.0	0	0.0	0	0.0
K48 Low Income Workers	0	0.0	0	0.0	0	0.0
L49 Dependent Greys	0	0.0	0	0.0	0	0.0
L50 Pocket Pensions	38	1.2	38	0.5	166	0.5
L51 Aided Elderly	54	1.7	75	0.9	875	2.5
L52 Estate Veterans	1	0.0	23	0.3	63	0.2
L53 Seasoned Survivors	0	0.0	0	0.0	7	0.0
M54 Down-to-Earth Owners	0	0.0	0	0.0	0	0.0
M55 Offspring Overspill	68	2.2	68	0.9	189	0.5
M56 Self Supporters	0	0.0	0	0.0	0	0.0
N57 Community Elders	0	0.0	0	0.0	0	0.0
N58 Cultural Comfort	0	0.0	0	0.0	0	0.0
N59 Asian Heritage	0	0.0	0	0.0	0	0.0
N60 Ageing Access	0	0.0	17	0.2	636	1.8
O61 Career Builders	82	2.6	194	2.4	1,591	4.5
O62 Central Pulse	0	0.0	0	0.0	0	0.0
O63 Flexible Workforce	0	0.0	0	0.0	2	0.0
O64 Bus-Route Renters	0	0.0	56	0.7	234	0.7
O65 Learners & Earners	0	0.0	12	0.2	265	0.8
O66 Student Scene	0	0.0	0	0.0	131	0.4
U99 Unclassified	0	0.0	2	0.0	593	1.7
Total	3,150		7,947		35,170	

Top 5 Mosaic Types

1. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

2. B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions



- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

3. H30 Primary Ambitions

Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

4. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabittees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

5. I36 Solid Economy

Stable families with children renting better quality homes from social landlords



- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

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

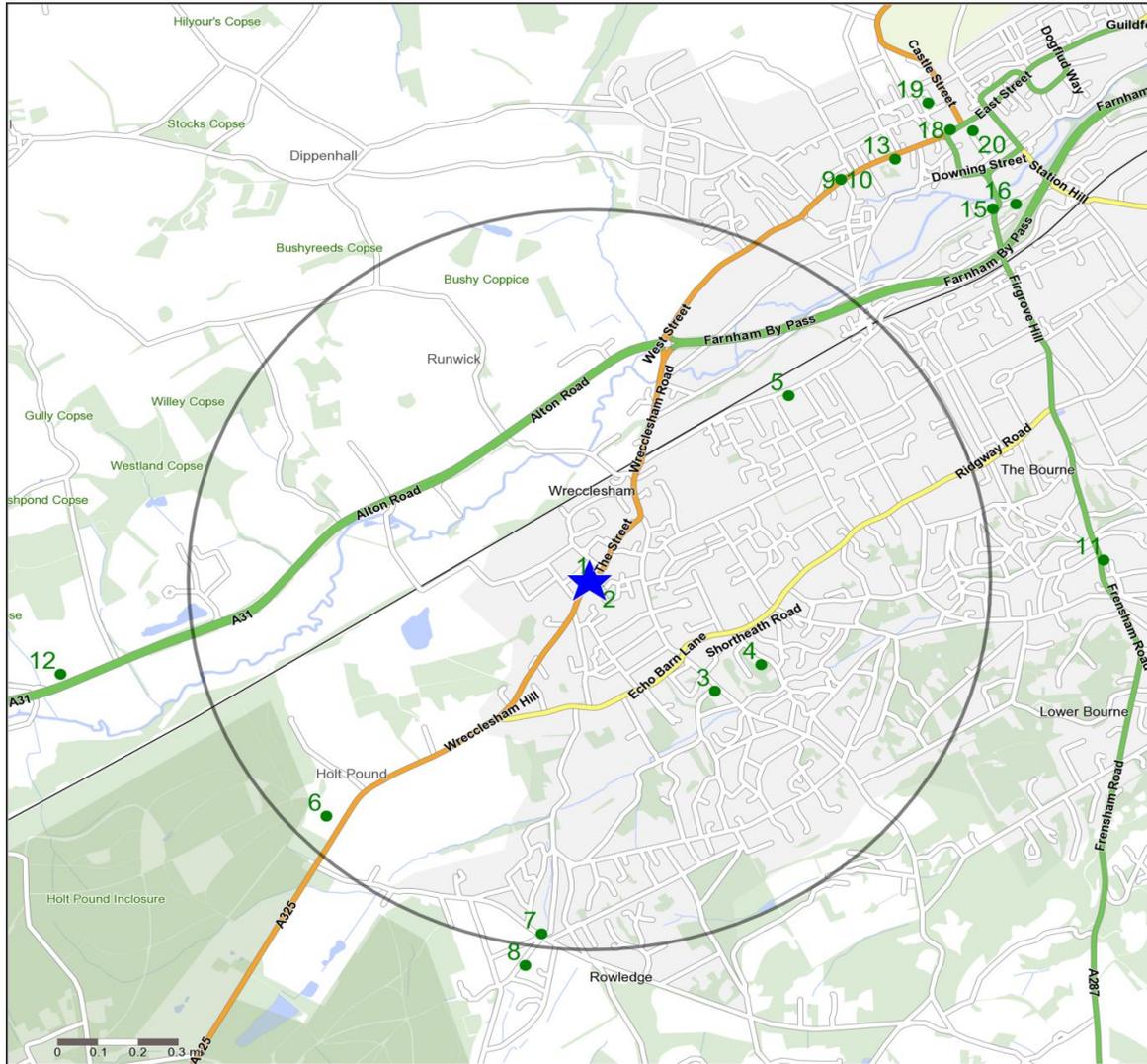
www.segmentationportal.com

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

Experian Helpdesk: EMSUKHelpdesk@experian.com

0115 968 5099

Competitor Map



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

Site
 Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Bear & Ragged Staff	Star Pubs & Bars	0.0	0.1
2	Royal Oak	Greene King	0.0	0.1
3	Sandrock	Enterprise Inns	0.4	2.7
4	Bat & Ball	Independent Free	0.5	3.0
5	Bricklayers Arms	Wellington	0.7	3.0
6	Forest Inn	Greene King	0.9	2.7
7	Hare & Hounds	Greene King	1.0	4.1
8	Cherry Tree	Unknown	1.1	4.5
9	Jolly Sailor	Greene King	1.3	4.4
10	Plough	Shepherd Neame	1.3	4.4
11	Fox Inn	Greene King	1.3	6.0
12	Bull Inn	Enterprise Inns	1.3	3.8
13	Wheatsheaf	Enterprise Inns	1.4	4.9
14	Tannery Farnham Maltings	Independent Free	1.4	5.4
15	William Cobbett	Enterprise Inns	1.4	5.4
16	Lamb	Shepherd Neame	1.5	5.3
17	Queens Head	Fuller Smith & Turner	1.5	5.2
18	Barn	Independent Free	1.5	5.2
19	Hop Blossom	Fuller Smith & Turner	1.5	6.4
20	Borellis Wine Bar	Independent Free	1.5	5.2