

Catchment Mosaic Profile

F Suburban Stability



E Senior Security



G Domestic Success



Per Pub Analysis

0.5 Mile Catchment

1 Mile Catchment

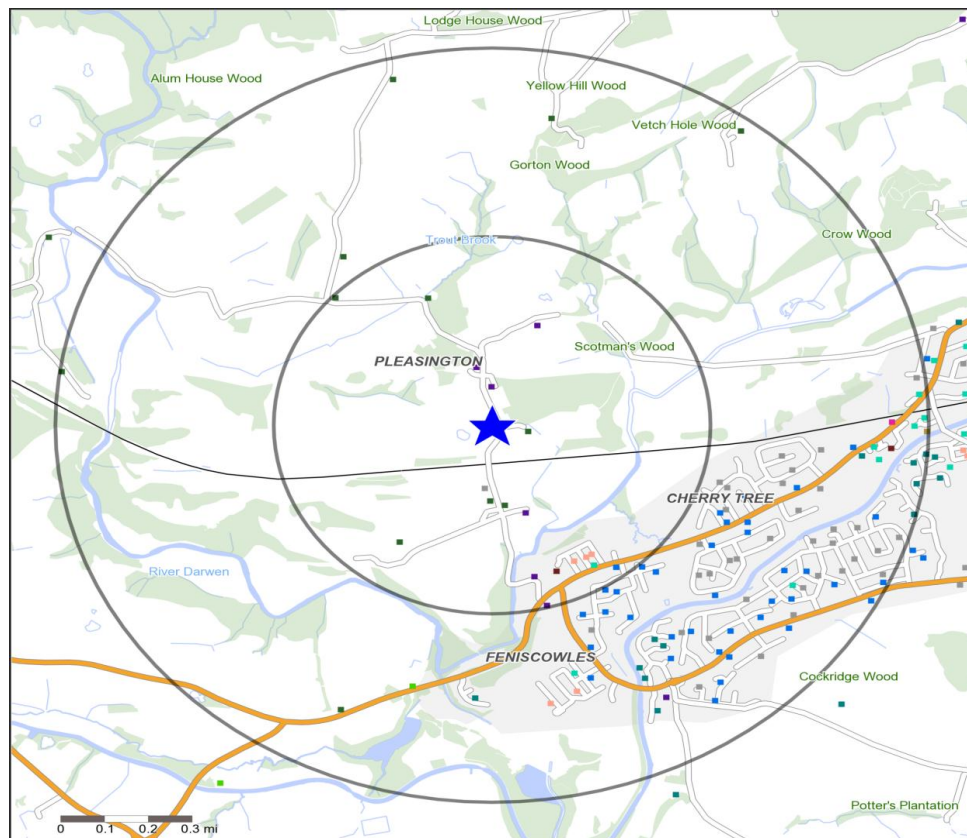
10 Minute DT Catchment

Number of Pubs	3	6	48
Catchment Adults 18+	531	5,113	45,779
Catchment Adults 18+ Per Pub	177	852	954

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	240	45.2	155	1,994	39.0	134	11,690	25.5	87
Great Pub Great Food Silver	248	46.7	101	4,384	85.7	185	22,939	50.1	108
Mainstream Pub with Food - Suburban Value	270	50.8	91	4,680	91.5	163	32,016	69.9	125
Mainstream Pub with Food - Suburban Aspiration	240	45.2	121	2,040	39.9	107	13,497	29.5	79
Mainstream Pub with Food - Country Value	8	1.5	13	1,444	28.2	236	5,163	11.3	94
Mainstream Pub with Food - Country Aspiration	118	22.2	174	831	16.3	127	4,393	9.6	75
Bit of Style	49	9.2	38	178	3.5	14	6,443	14.1	57
YPV Mainstream	0	0.0	0	0	0.0	0	217	0.5	19
YPV Premium	0	0.0	0	47	0.9	13	307	0.7	10
Community Wet	179	33.7	108	2,137	41.8	134	16,940	37.0	118
Total 18+ Population in Catchment	531			5,113			45,779		

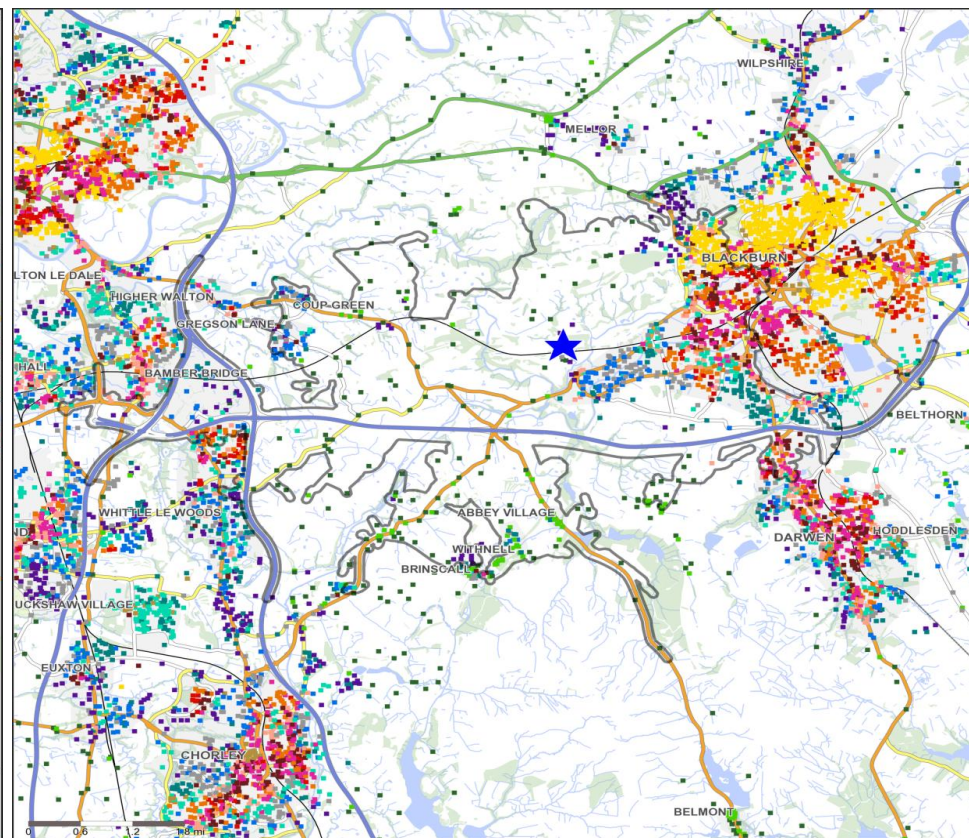
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	65.6	124	59.5	112	46.9	88
C2DE	34.4	73	40.5	86	53.1	113

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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★ Site	N 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

		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	0	0.0	I36	Solid Economy	0	0.0	0	0.0	0	0.0
A02	Uptown Elite	0	0.0	0	0.0	0	0.0	I37	Budget Generations	0	0.0	0	0.0	377	0.8
A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	I38	Childcare Squeeze	0	0.0	0	0.0	2,149	4.7
A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	I39	Families with Needs	0	0.0	0	0.0	2,234	4.9
B05	Premium Fortunes	0	0.0	0	0.0	144	0.3	J40	Make Do & Move On	0	0.0	0	0.0	1,485	3.2
B06	Diamond Days	85	16.0	90	1.8	177	0.4	J41	Disconnected Youth	0	0.0	0	0.0	217	0.5
B07	Alpha Families	21	4.0	21	0.4	472	1.0	J42	Midlife Stopgap	0	0.0	12	0.2	177	0.4
B08	Bank of Mum and Dad	0	0.0	0	0.0	603	1.3	J43	Renting a Room	0	0.0	0	0.0	2,122	4.6
B09	Empty-Nest Adventure	4	0.8	21	0.4	636	1.4	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0
C10	Wealthy Landowners	135	25.4	172	3.4	1,239	2.7	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0
C11	Rural Vogue	0	0.0	13	0.3	208	0.5	K46	High Rise Residents	0	0.0	0	0.0	0	0.0
C12	Scattered Homesteads	0	0.0	2	0.0	22	0.0	K47	Streetwise Singles	0	0.0	0	0.0	842	1.8
C13	Village Retirement	8	1.5	73	1.4	852	1.9	K48	Low Income Workers	0	0.0	0	0.0	948	2.1
D14	Satellite Settlers	0	0.0	12	0.2	711	1.6	L49	Dependent Greys	0	0.0	0	0.0	834	1.8
D15	Local Focus	0	0.0	0	0.0	451	1.0	L50	Pocket Pensions	8	1.5	29	0.6	269	0.6
D16	Outlying Seniors	0	0.0	0	0.0	117	0.3	L51	Aided Elderly	0	0.0	32	0.6	74	0.2
D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	L52	Estate Veterans	0	0.0	0	0.0	351	0.8
E18	Legacy Elders	22	4.1	22	0.4	159	0.3	L53	Seasoned Survivors	0	0.0	0	0.0	1,792	3.9
E19	Bungalow Heaven	0	0.0	733	14.3	1,777	3.9	M54	Down-to-Earth Owners	0	0.0	104	2.0	858	1.9
E20	Classic Grandparents	0	0.0	455	8.9	865	1.9	M55	Offspring Overspill	0	0.0	0	0.0	315	0.7
E21	Solo Retirees	0	0.0	253	4.9	747	1.6	M56	Self Supporters	118	22.2	160	3.1	1,867	4.1
F22	Boomerang Boarders	0	0.0	742	14.5	1,473	3.2	N57	Community Elders	0	0.0	0	0.0	724	1.6
F23	Family Ties	0	0.0	187	3.7	735	1.6	N58	Cultural Comfort	0	0.0	0	0.0	176	0.4
F24	Fledgling Free	0	0.0	626	12.2	1,255	2.7	N59	Asian Heritage	0	0.0	0	0.0	4,315	9.4
F25	Dependable Me	61	11.5	379	7.4	1,037	2.3	N60	Ageing Access	0	0.0	0	0.0	0	0.0
G26	Cafés and Catchments	0	0.0	0	0.0	144	0.3	O61	Career Builders	0	0.0	0	0.0	41	0.1
G27	Thriving Independence	0	0.0	0	0.0	254	0.6	O62	Central Pulse	0	0.0	0	0.0	0	0.0
G28	Modern Parents	0	0.0	563	11.0	3,256	7.1	O63	Flexible Workforce	0	0.0	0	0.0	0	0.0
G29	Mid-Career Convention	20	3.8	150	2.9	1,590	3.5	O64	Bus-Route Renters	0	0.0	16	0.3	153	0.3
H30	Primary Ambitions	0	0.0	19	0.4	777	1.7	O65	Learners & Earners	0	0.0	0	0.0	0	0.0
H31	Affordable Fringe	0	0.0	84	1.6	2,330	5.1	O66	Student Scene	0	0.0	0	0.0	0	0.0
H32	First-Rung Futures	49	9.2	112	2.2	737	1.6	U99	Unclassified	0	0.0	0	0.0	132	0.3
H33	Contemporary Starts	0	0.0	0	0.0	359	0.8	Total		531		5,113		45,779	
H34	New Foundations	0	0.0	0	0.0	46	0.1								
H35	Flying Solo	0	0.0	31	0.6	154	0.3								

Top 5 Mosaic Types

1. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

2. 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

3. 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

4. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

5. E20 Classic Grandparents

Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

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

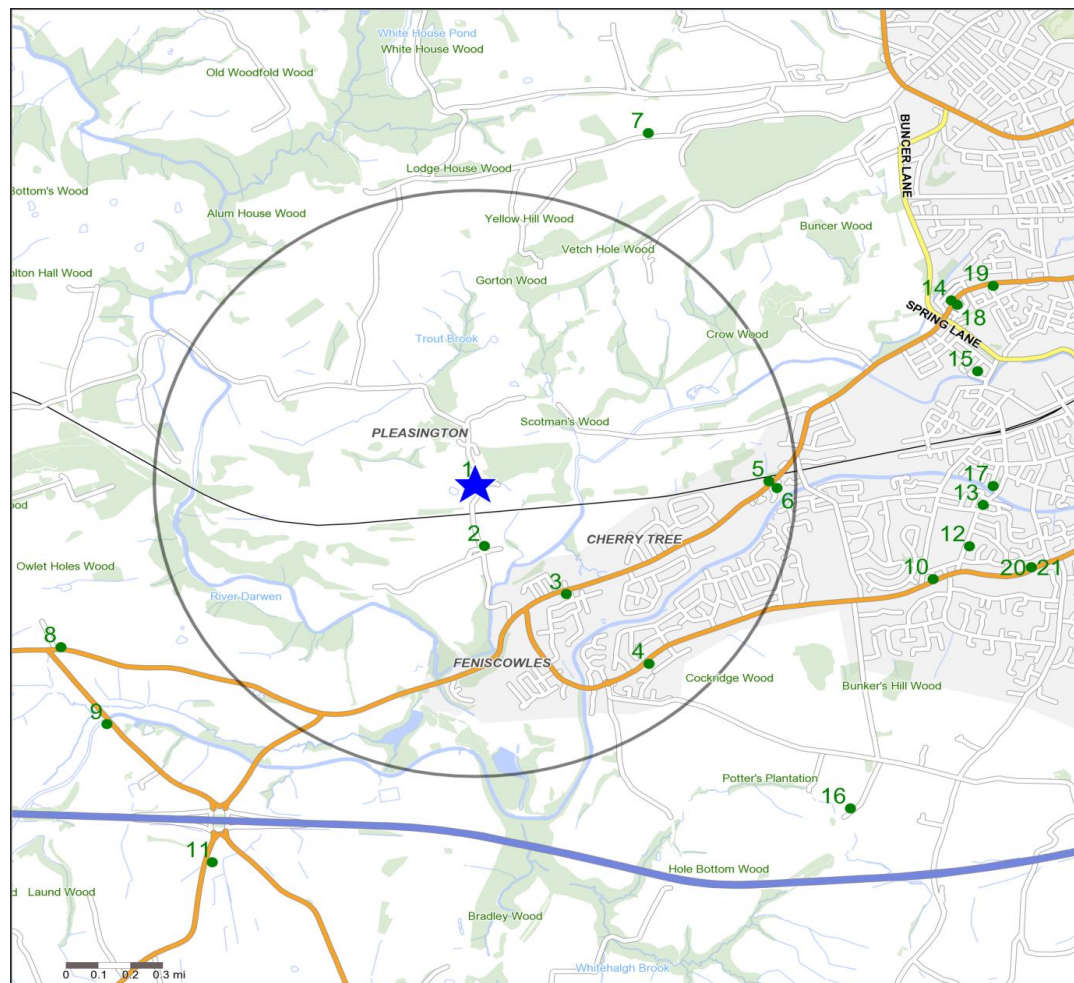
www.segmentationportal.com

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



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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	Butlers Arms	Star Pubs & Bars	0.0	0.0
2	Railway Hotel	Enterprise Inns	0.2	0.5
3	Fieldens Arms	Enterprise Inns	0.5	2.1
4	Oyster & Otter	Independent Free	0.8	4.2
5	Bee Hive Hotel	Enterprise Inns	0.9	4.5
6	Station Hotel	Thwaites	0.9	4.5
7	Clog & Billycock	Thwaites	1.3	4.9
8	Royal Oak Hotel	Thwaites	1.4	4.4
9	Boatyard	Thwaites	1.4	4.7
10	Wellington Inn	Admiral Taverns Ltd	1.5	6.5
11	Hoghton Arms	Marston's	1.5	4.1
12	Lord Raglan Hotel	Thwaites	1.6	7.4
13	Kings Inn	Star Pubs & Bars	1.6	7.5
14	Witton Inn	Enterprise Inns	1.6	7.0
15	Mill Hill Hotel	Thwaites	1.6	8.2
16	Black Bull	Independent Free	1.6	5.8
17	Navigation Inn	Thwaites	1.6	7.8
18	Vauxhall Inn	Independent Free	1.6	7.0
19	Bulls Head Inn	Thwaites	1.8	7.8
20	Ye Olde White Bull	Thwaites	1.8	8.1