

1 Mile Catchment Mosaic Profile

C Country Living



D Rural Reality



B Prestige Positions



Per Pub Analysis

0.5 Mile Catchment

1 Mile Catchment

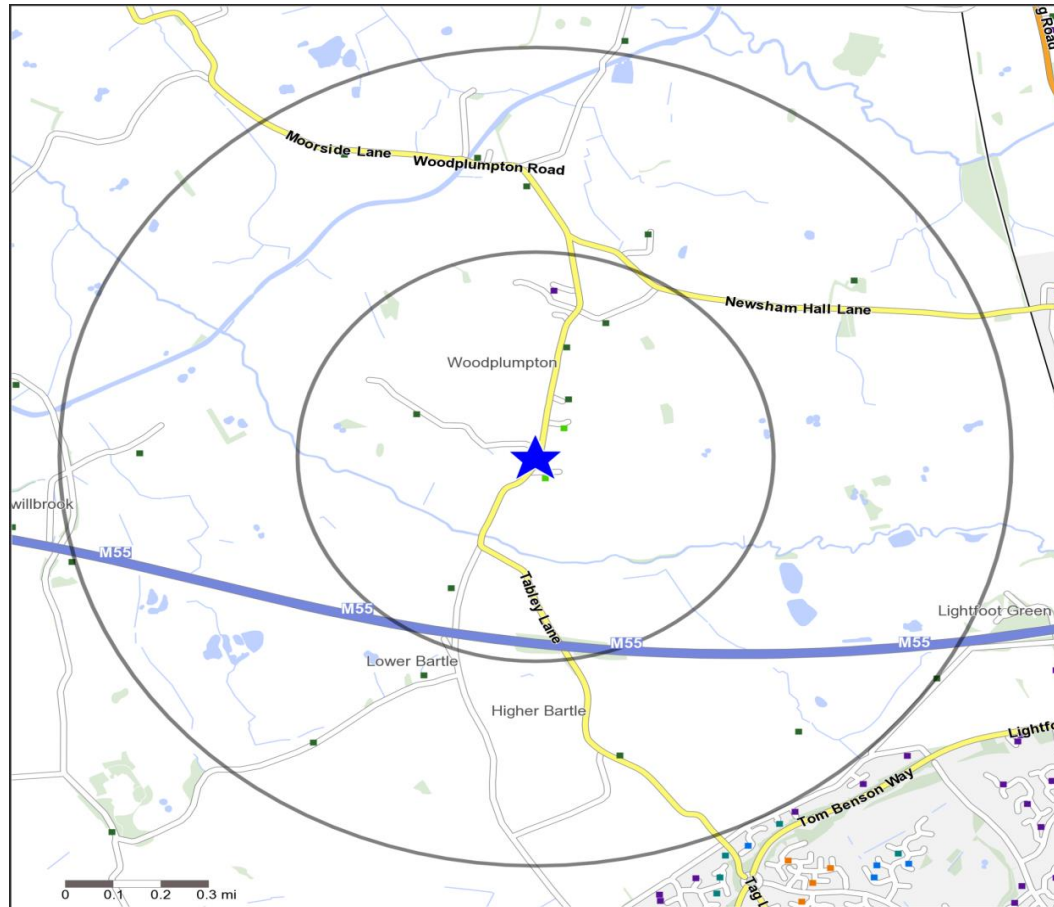
10 Minute DT Catchment

Number of Pubs	1	1	20
Catchment Adults 18+	308	562	30,370
Catchment Adults 18+ Per Pub	308	562	1,519

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	37	12.0	41	138	24.6	84	9,566	31.5	108
Great Pub Great Food Silver	152	49.4	107	310	55.2	120	18,272	60.2	131
Mainstream Pub with Food - Suburban Value	0	0.0	0	17	3.0	5	19,113	62.9	113
Mainstream Pub with Food - Suburban Aspiration	18	5.8	16	77	13.7	37	11,660	38.4	103
Mainstream Pub with Food - Country Value	136	44.2	357	194	34.5	279	3,921	12.9	104
Mainstream Pub with Food - Country Aspiration	67	21.8	175	164	29.2	235	5,105	16.8	136
Bit of Style	0	0.0	0	0	0.0	0	3,437	11.3	45
YPV Mainstream	0	0.0	0	0	0.0	0	586	1.9	95
YPV Premium	0	0.0	0	0	0.0	0	656	2.2	32
Community Wet	0	0.0	0	0	0.0	0	12,443	41.0	132
Total 18+ Population in Catchment	308			562			30,370		

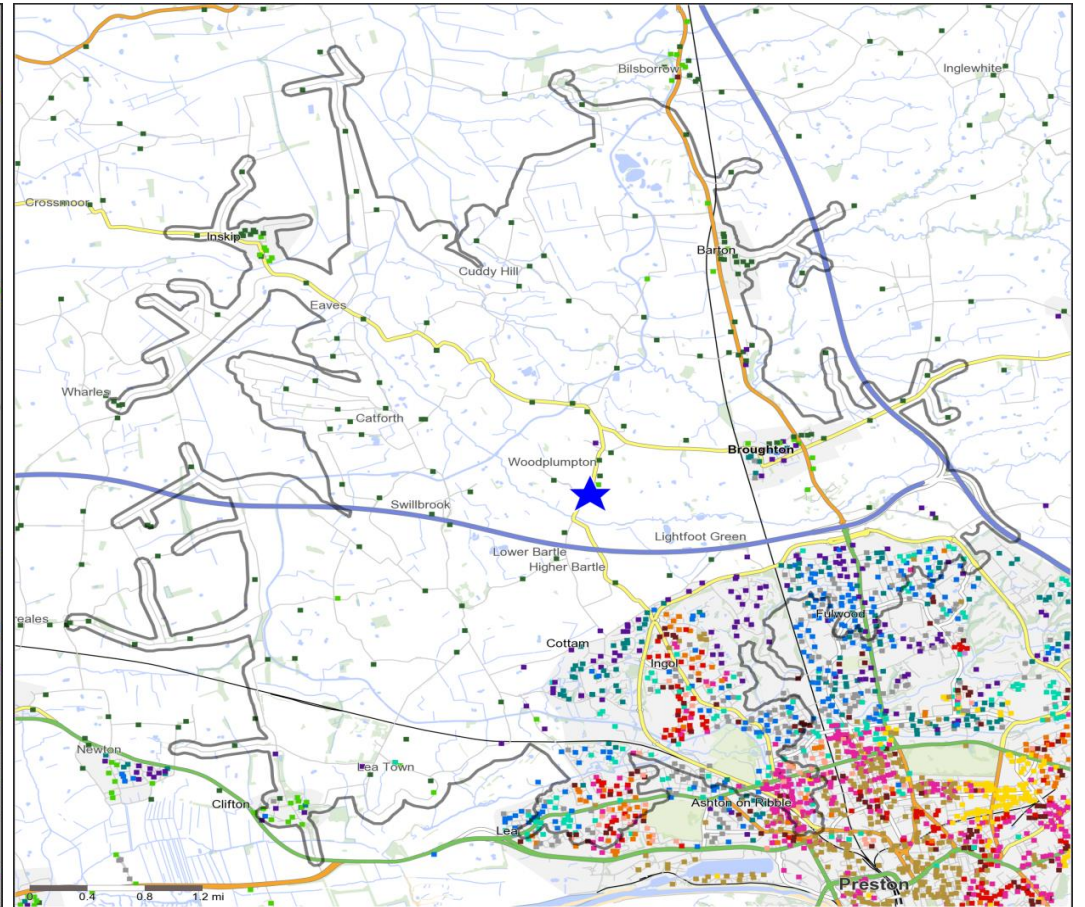
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	69.4	131	71.3	134	57.4	108
C2DE	30.6	65	28.7	61	42.6	91

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

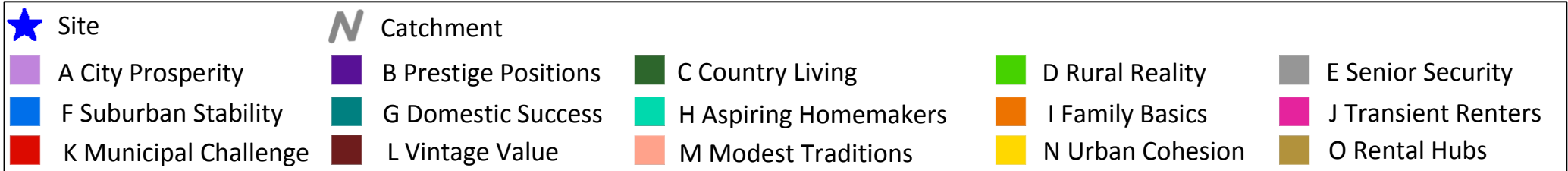


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Mosaic Groups in 10 minute DT Catchment Area



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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	0	0.0	I36	Solid Economy		0	0.0	0	0.0	229	0.8
A02	Uptown Elite		0	0.0	0	0.0	0	0.0	I37	Budget Generations		0	0.0	0	0.0	45	0.1
A03	Penthouse Chic		0	0.0	0	0.0	0	0.0	I38	Childcare Squeeze		0	0.0	0	0.0	356	1.2
A04	Metro High-Flyers		0	0.0	0	0.0	0	0.0	I39	Families with Needs		0	0.0	0	0.0	897	3.0
B05	Premium Fortunes		0	0.0	0	0.0	95	0.3	J40	Make Do & Move On		0	0.0	0	0.0	323	1.1
B06	Diamond Days		0	0.0	0	0.0	104	0.3	J41	Disconnected Youth		0	0.0	0	0.0	311	1.0
B07	Alpha Families		18	5.8	52	9.3	759	2.5	J42	Midlife Stopgap		0	0.0	0	0.0	1,863	6.1
B08	Bank of Mum and Dad		0	0.0	8	1.4	911	3.0	J43	Renting a Room		0	0.0	0	0.0	468	1.5
B09	Empty-Nest Adventure		0	0.0	0	0.0	1,275	4.2	K44	Inner City Stalwarts		0	0.0	0	0.0	0	0.0
C10	Wealthy Landowners		86	27.9	170	30.2	951	3.1	K45	Crowded Kaleidoscope		0	0.0	0	0.0	0	0.0
C11	Rural Vogue		19	6.2	61	10.9	501	1.6	K46	High Rise Residents		0	0.0	0	0.0	0	0.0
C12	Scattered Homesteads		49	15.9	60	10.7	245	0.8	K47	Streetwise Singles		0	0.0	0	0.0	802	2.6
C13	Village Retirement		49	15.9	104	18.5	1,525	5.0	K48	Low Income Workers		0	0.0	0	0.0	1,209	4.0
D14	Satellite Settlers		66	21.4	68	12.1	751	2.5	L49	Dependent Greys		0	0.0	0	0.0	367	1.2
D15	Local Focus		0	0.0	0	0.0	230	0.8	L50	Pocket Pensions		0	0.0	0	0.0	536	1.8
D16	Outlying Seniors		21	6.8	22	3.9	220	0.7	L51	Aided Elderly		0	0.0	0	0.0	77	0.3
D17	Far-Flung Outposts		0	0.0	0	0.0	0	0.0	L52	Estate Veterans		0	0.0	0	0.0	258	0.8
E18	Legacy Elders		0	0.0	0	0.0	188	0.6	L53	Seasoned Survivors		0	0.0	0	0.0	157	0.5
E19	Bungalow Heaven		0	0.0	0	0.0	892	2.9	M54	Down-to-Earth Owners		0	0.0	0	0.0	147	0.5
E20	Classic Grandparents		0	0.0	0	0.0	1,415	4.7	M55	Offspring Overspill		0	0.0	0	0.0	311	1.0
E21	Solo Retirees		0	0.0	0	0.0	775	2.6	M56	Self Supporters		0	0.0	0	0.0	601	2.0
F22	Boomerang Boarders		0	0.0	0	0.0	1,210	4.0	N57	Community Elders		0	0.0	0	0.0	0	0.0
F23	Family Ties		0	0.0	0	0.0	1,322	4.4	N58	Cultural Comfort		0	0.0	0	0.0	0	0.0
F24	Fledgling Free		0	0.0	0	0.0	303	1.0	N59	Asian Heritage		0	0.0	0	0.0	0	0.0
F25	Dependable Me		0	0.0	0	0.0	1,449	4.8	N60	Ageing Access		0	0.0	0	0.0	19	0.1
G26	Cafés and Catchments		0	0.0	0	0.0	0	0.0	O61	Career Builders		0	0.0	0	0.0	0	0.0
G27	Thriving Independence		0	0.0	0	0.0	133	0.4	O62	Central Pulse		0	0.0	0	0.0	0	0.0
G28	Modern Parents		0	0.0	11	2.0	1,350	4.4	O63	Flexible Workforce		0	0.0	0	0.0	0	0.0
G29	Mid-Career Convention		0	0.0	6	1.1	1,140	3.8	O64	Bus-Route Renters		0	0.0	0	0.0	365	1.2
H30	Primary Ambitions		0	0.0	0	0.0	366	1.2	O65	Learners & Earners		0	0.0	0	0.0	275	0.9
H31	Affordable Fringe		0	0.0	0	0.0	1,382	4.6	O66	Student Scene		0	0.0	0	0.0	0	0.0
H32	First-Rung Futures		0	0.0	0	0.0	904	3.0	U99	Unclassified		0	0.0	0	0.0	57	0.2
H33	Contemporary Starts		0	0.0	0	0.0	276	0.9	Total			308		562		30,370	
H34	New Foundations		0	0.0	0	0.0	9	0.0									
H35	Flying Solo		0	0.0	0	0.0	16	0.1									

Top 5 Mosaic Types

1. C10 Wealthy Landowners

Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

2. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs



- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

3. 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

4. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work



- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

5. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

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

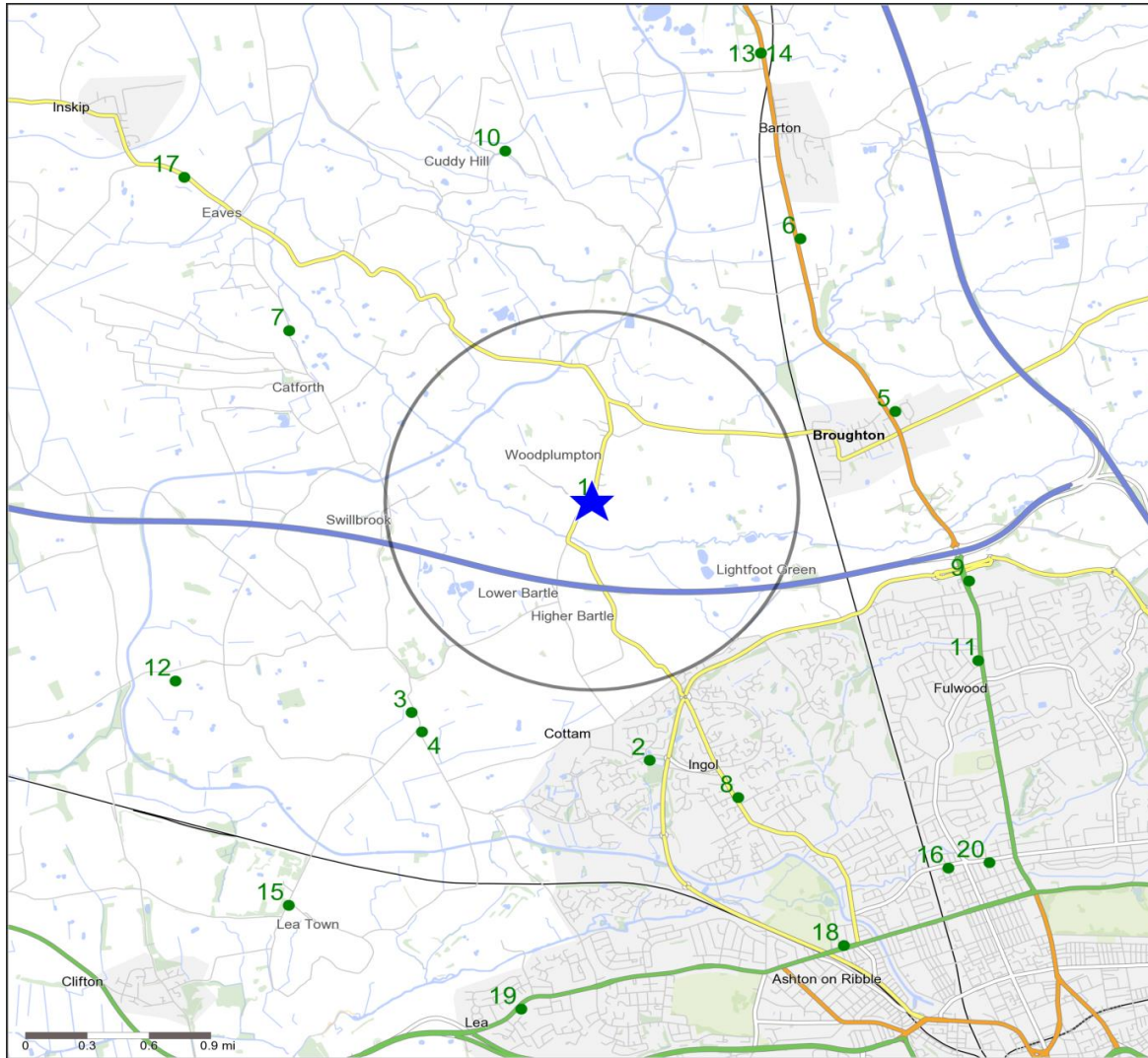
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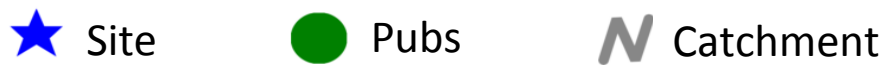
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Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Wheatsheaf	Star Pubs & Bars	0.0	0.1
2	Ancient Oak	Mitchells & Butlers	1.4	5.2
3	Sitting Goose	Thwaites	1.4	4.1
4	Saddle Inn	Thwaites	1.5	5.4
5	Broughton Inn	Mitchells & Butlers	1.5	6.4
6	Boars Head Hotel	Independent Free	1.7	6.3
7	Running Pump	Robinsons	1.7	6.4
8	Guild Merchant	Marston's	1.7	6.4
9	Phantom Winger	Greene King	1.9	8.2
10	Plough At Eaves Hotel	Thwaites	1.9	5.5
11	Black Bull	Mitchells & Butlers	2.1	9.1
12	Hand & Dagger	Admiral Taverns Ltd	2.2	6.4
13	Barton Bangla Brasserie	Star Pubs & Bars	2.5	8.3
14	Sparling	Trust Inns	2.5	8.3
15	Smiths Arms	Thwaites	2.6	6.8
16	Plungington	Star Pubs & Bars	2.6	11.5
17	Derby Arms	Independent Free	2.6	5.6
18	Lane Ends	Greene King	2.6	10.4
19	Pig & Whistle	Mitchells & Butlers	2.7	9.7
20	Withy Trees Hotel	Greene King	2.7	12.2