

1 Mile Catchment Mosaic Profile

Per Pub Analysis

0.5 Mile Catchment

1 Mile Catchment

10 Minute DT Catchment

D Rural Reality



B Prestige Positions



G Domestic Success



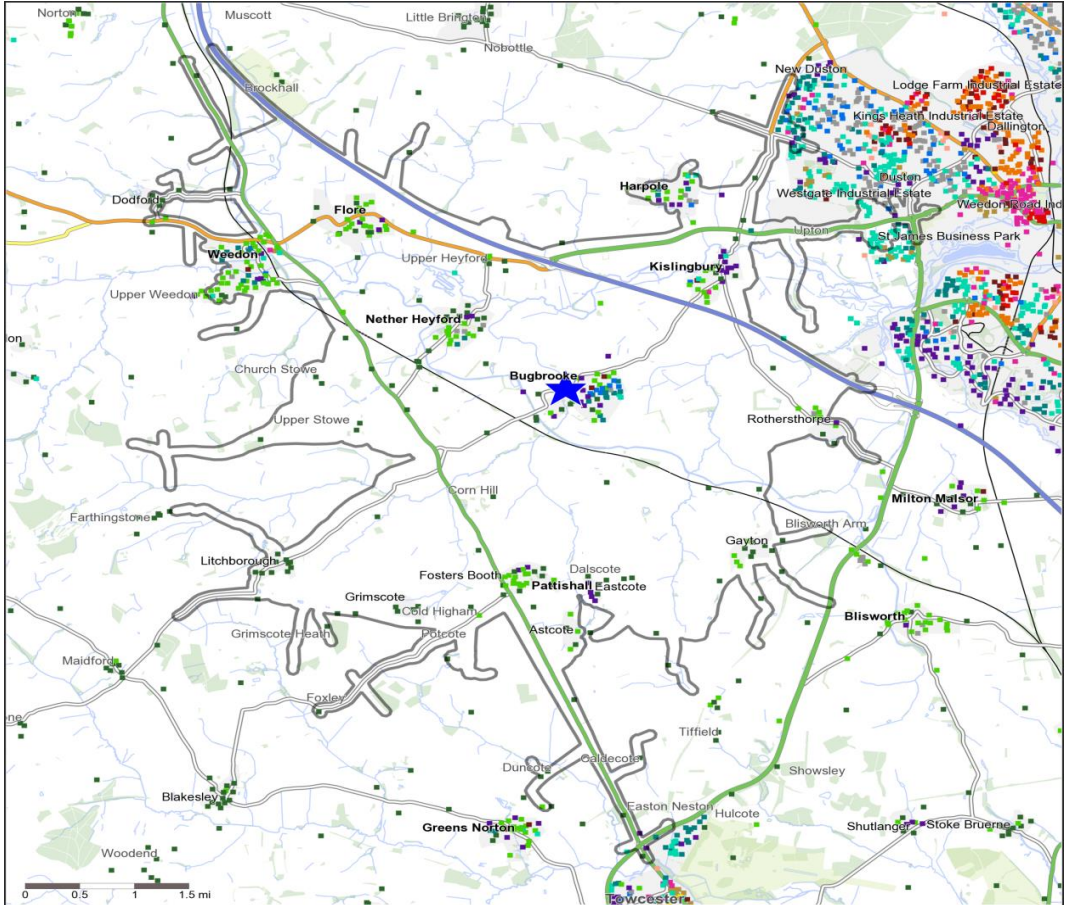
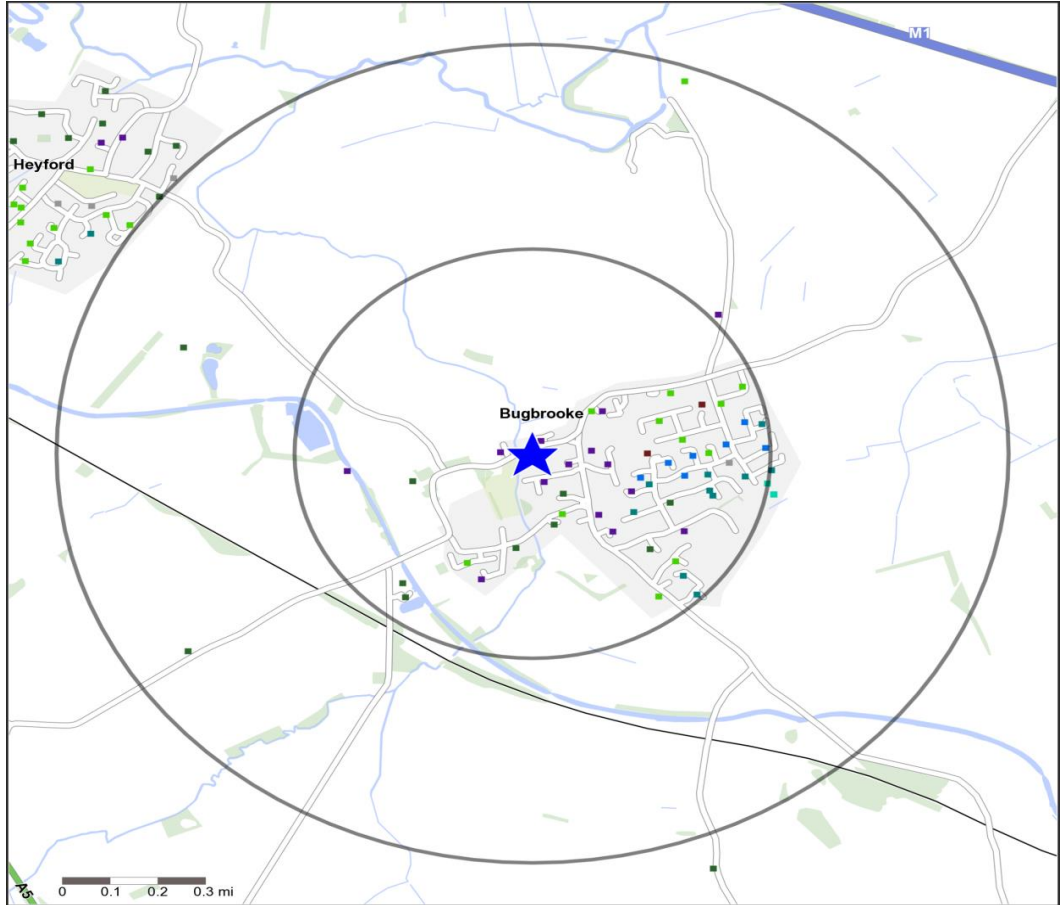
Number of Pubs	3	3	23
Catchment Adults 18+	2,102	2,198	14,044
Catchment Adults 18+ Per Pub	701	733	611

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	814	38.7	133	853	38.8	133	4,468	31.8	109
Great Pub Great Food Silver	1,576	75.0	163	1,662	75.6	164	9,925	70.7	154
Mainstream Pub with Food - Suburban Value	752	35.8	64	824	37.5	68	4,377	31.2	56
Mainstream Pub with Food - Suburban Aspiration	832	39.6	107	872	39.7	107	4,546	32.4	87
Mainstream Pub with Food - Country Value	829	39.4	319	839	38.2	309	7,378	52.5	425
Mainstream Pub with Food - Country Aspiration	555	26.4	213	568	25.8	208	3,020	21.5	173
Bit of Style	0	0.0	0	0	0.0	0	1,252	8.9	36
YPV Mainstream	0	0.0	0	0	0.0	0	0	0.0	0
YPV Premium	0	0.0	0	0	0.0	0	78	0.6	8
Community Wet	24	1.1	4	26	1.2	4	341	2.4	8
Total 18+ Population in Catchment	2,102			2,198			14,044		

Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	54.4	102	54.2	102	61.6	116
C2DE	45.6	97	45.8	98	38.4	82

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	71	0.5
B07 Alpha Families	117	5.6	120	5.5	606	4.3
B08 Bank of Mum and Dad	322	15.3	329	15.0	520	3.7
B09 Empty-Nest Adventure	0	0.0	0	0.0	54	0.4
C10 Wealthy Landowners	17	0.8	20	0.9	931	6.6
C11 Rural Vogue	8	0.4	9	0.4	286	2.0
C12 Scattered Homesteads	0	0.0	0	0.0	28	0.2
C13 Village Retirement	116	5.5	119	5.4	1,705	12.1
D14 Satellite Settlers	287	13.7	289	13.1	2,706	19.3
D15 Local Focus	308	14.7	313	14.2	1,400	10.0
D16 Outlying Seniors	118	5.6	118	5.4	1,173	8.4
D17 Far-Flung Outposts	0	0.0	0	0.0	0	0.0
E18 Legacy Elders	0	0.0	0	0.0	23	0.2
E19 Bungalow Heaven	0	0.0	0	0.0	332	2.4
E20 Classic Grandparents	24	1.1	25	1.1	82	0.6
E21 Solo Retirees	0	0.0	0	0.0	0	0.0
F22 Boomerang Boarders	0	0.0	0	0.0	120	0.9
F23 Family Ties	335	15.9	376	17.1	512	3.6
F24 Fledgling Free	0	0.0	0	0.0	62	0.4
F25 Dependable Me	0	0.0	0	0.0	8	0.1
G26 Cafés and Catchments	0	0.0	0	0.0	0	0.0
G27 Thriving Independence	0	0.0	0	0.0	2	0.0
G28 Modern Parents	25	1.2	25	1.1	562	4.0
G29 Mid-Career Convention	342	16.3	370	16.8	1,125	8.0
H30 Primary Ambitions	0	0.0	0	0.0	230	1.6
H31 Affordable Fringe	0	0.0	0	0.0	0	0.0
H32 First-Rung Futures	0	0.0	0	0.0	0	0.0
H33 Contemporary Starts	0	0.0	0	0.0	892	6.4
H34 New Foundations	26	1.2	27	1.2	170	1.2
H35 Flying Solo	0	0.0	0	0.0	1	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	0	0.0
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	0	0.0	0	0.0
J42 Midlife Stopgap	0	0.0	1	0.0	116	0.8
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	57	2.7	57	2.6	165	1.2
L51 Aided Elderly	0	0.0	0	0.0	12	0.1
L52 Estate Veterans	0	0.0	0	0.0	0	0.0
L53 Seasoned Survivors	0	0.0	0	0.0	0	0.0
M54 Down-to-Earth Owners	0	0.0	0	0.0	0	0.0
M55 Offspring Overspill	0	0.0	0	0.0	3	0.0
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	0	0.0	0	0.0
O61 Career Builders	0	0.0	0	0.0	50	0.4
O62 Central Pulse	0	0.0	0	0.0	0	0.0
O63 Flexible Workforce	0	0.0	0	0.0	0	0.0
O64 Bus-Route Renters	0	0.0	0	0.0	77	0.5
O65 Learners & Earners	0	0.0	0	0.0	0	0.0
O66 Student Scene	0	0.0	0	0.0	0	0.0
U99 Unclassified	0	0.0	0	0.0	20	0.1
Total	2,102		2,198		14,044	

Top 5 Mosaic Types

1. F23 Family Ties

Active families with teens and adult children whose prolonged support is eating up household resources



- Parents aged 41-55
- Adult children at home, often students
- Also have a child under 18
- Own semi or detached homes
- Supporting kids can cause money strains
- Technology for entertainment

2. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

3. B08 Bank of Mum and Dad

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support



- Married couples aged 50-65
- Adult children at home
- High salaries from senior positions
- Quality 4 bed detached homes
- Mortgage nearly paid off
- Use technology practically

4. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

5. 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

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

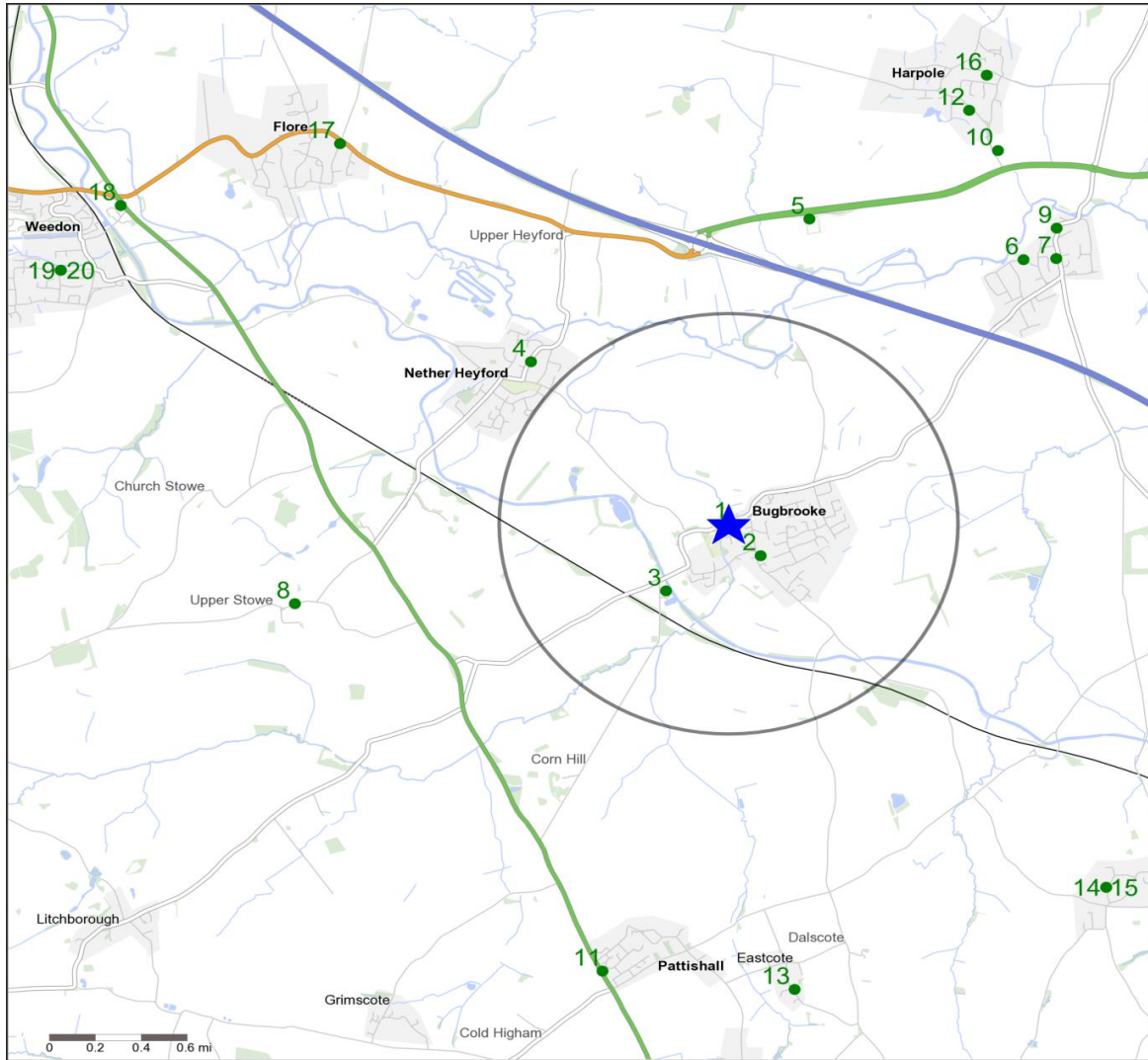
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Competitor Map



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Site
 Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Five Bells	Star Pubs & Bars	0.0	0.2
2	Bakers Arms	Enterprise Inns	0.2	1.1
3	Wharf	Independent Free	0.4	1.8
4	Olde Sun	Wellington	1.2	3.6
5	Red Lion	Unknown	1.5	7.4
6	Sun	Independent Free	1.8	5.1
7	Old Red Lion	Enterprise Inns	1.9	5.1
8	Barn Restaurant	Independent Free	1.9	5.0
9	Cromwell Cottage	Mitchells & Butlers	2.0	5.5
10	Turnpike	Whitbread	2.1	7.3
11	Red Lion	Enterprise Inns	2.2	5.4
12	Bull	Enterprise Inns	2.2	7.9
13	Eastcote Arms	Punch Pub Company	2.2	7.5
14	Queen Victoria	Wells and Youngs	2.4	7.7
15	Eykyn Arms	Independent Free	2.4	7.7
16	Live & Let Live	Enterprise Inns	2.4	8.9
17	White Hart	Enterprise Inns	2.5	6.9
18	Cross Roads Hotel	Greene King	3.1	7.0
19	Maltsters Arms	Independent Free	3.1	8.0
20	Plume Of Feathers	Everards	3.1	8.0