

1 Mile Catchment Mosaic Profile

Per Pub Analysis

0.5 Mile
Catchment

1 Mile
Catchment

10 Minute DT
Catchment

D Rural Reality

C Country Living

B Prestige Positions

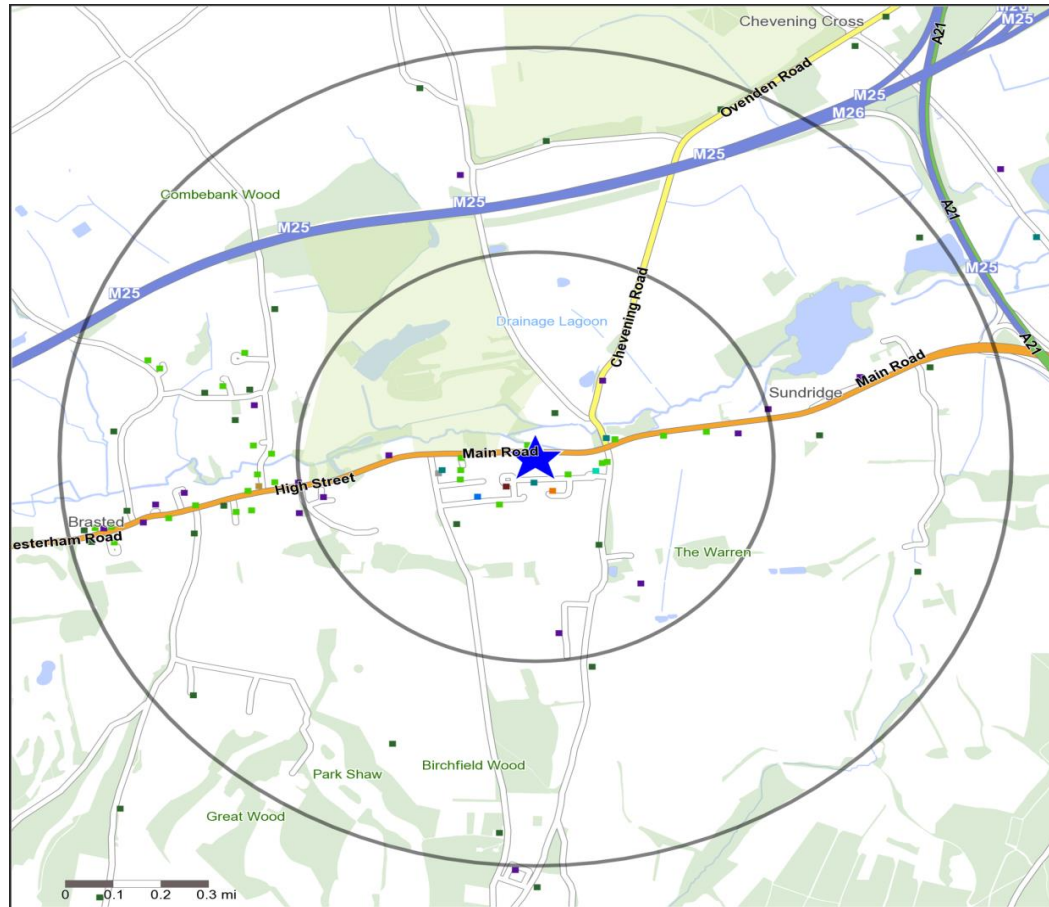


Number of Pubs	2	3	42
Catchment Adults 18+	783	1,736	23,786
Catchment Adults 18+ Per Pub	392	579	566

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	152	19.4	66	447	25.7	88	14,692	61.8	211
Great Pub Great Food Silver	538	68.7	149	1,170	67.4	147	14,042	59.0	128
Mainstream Pub with Food - Suburban Value	120	15.3	28	129	7.4	13	6,264	26.3	47
Mainstream Pub with Food - Suburban Aspiration	150	19.2	52	431	24.8	67	15,034	63.2	170
Mainstream Pub with Food - Country Value	413	52.7	427	876	50.5	408	2,524	10.6	86
Mainstream Pub with Food - Country Aspiration	94	12.0	97	442	25.5	205	10,661	44.8	362
Bit of Style	16	2.0	8	25	1.4	6	5,721	24.1	96
YPV Mainstream	0	0.0	0	0	0.0	0	0	0.0	0
YPV Premium	0	0.0	0	0	0.0	0	373	1.6	23
Community Wet	24	3.1	10	24	1.4	4	1,333	5.6	18
Total 18+ Population in Catchment	783			1,736			23,786		

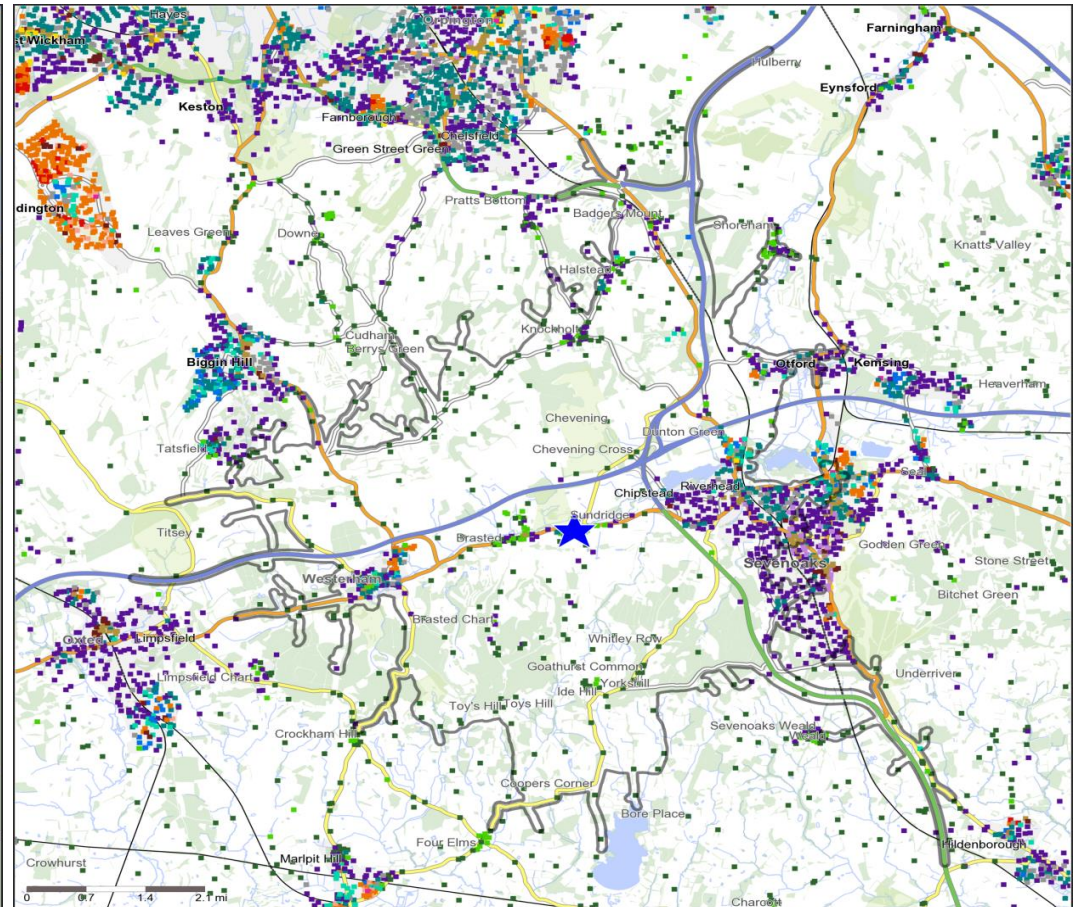
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	57.7	109	64.9	122	72.2	136
C2DE	42.3	90	35.1	75	27.8	59

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

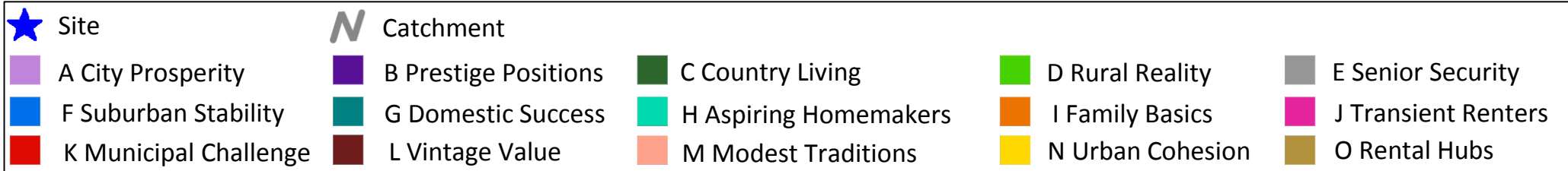


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Mosaic Groups in 10 minute DT Catchment Area



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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+	%
<div></div>	A01	World-Class Wealth	0	0.0	0	0.0	21	0.1	<div></div>	I36	Solid Economy	15	1.9	15	0.9	720	3.0
<div></div>	A02	Uptown Elite	0	0.0	0	0.0	214	0.9	<div></div>	I37	Budget Generations	0	0.0	0	0.0	0	0.0
<div></div>	A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	<div></div>	I38	Childcare Squeeze	0	0.0	0	0.0	0	0.0
<div></div>	A04	Metro High-Flyers	0	0.0	0	0.0	34	0.1	<div></div>	I39	Families with Needs	0	0.0	0	0.0	0	0.0
<div></div>	B05	Premium Fortunes	5	0.6	64	3.7	3,145	13.2	<div></div>	J40	Make Do & Move On	0	0.0	0	0.0	0	0.0
<div></div>	B06	Diamond Days	26	3.3	130	7.5	2,274	9.6	<div></div>	J41	Disconnected Youth	0	0.0	0	0.0	0	0.0
<div></div>	B07	Alpha Families	32	4.1	122	7.0	2,055	8.6	<div></div>	J42	Midlife Stopgap	0	0.0	0	0.0	131	0.6
<div></div>	B08	Bank of Mum and Dad	20	2.6	20	1.2	406	1.7	<div></div>	J43	Renting a Room	0	0.0	0	0.0	0	0.0
<div></div>	B09	Empty-Nest Adventure	1	0.1	20	1.2	175	0.7	<div></div>	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0
<div></div>	C10	Wealthy Landowners	126	16.1	321	18.5	3,012	12.7	<div></div>	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0
<div></div>	C11	Rural Vogue	2	0.3	16	0.9	292	1.2	<div></div>	K46	High Rise Residents	0	0.0	0	0.0	0	0.0
<div></div>	C12	Scattered Homesteads	0	0.0	0	0.0	3	0.0	<div></div>	K47	Streetwise Singles	0	0.0	0	0.0	0	0.0
<div></div>	C13	Village Retirement	10	1.3	86	5.0	501	2.1	<div></div>	K48	Low Income Workers	0	0.0	0	0.0	0	0.0
<div></div>	D14	Satellite Settlers	351	44.8	671	38.7	1,582	6.7	<div></div>	L49	Dependent Greys	0	0.0	0	0.0	0	0.0
<div></div>	D15	Local Focus	52	6.6	119	6.9	292	1.2	<div></div>	L50	Pocket Pensions	38	4.9	38	2.2	150	0.6
<div></div>	D16	Outlying Seniors	0	0.0	0	0.0	86	0.4	<div></div>	L51	Aided Elderly	0	0.0	0	0.0	155	0.7
<div></div>	D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	<div></div>	L52	Estate Veterans	0	0.0	0	0.0	1	0.0
<div></div>	E18	Legacy Elders	0	0.0	0	0.0	1,307	5.5	<div></div>	L53	Seasoned Survivors	0	0.0	0	0.0	0	0.0
<div></div>	E19	Bungalow Heaven	0	0.0	0	0.0	59	0.2	<div></div>	M54	Down-to-Earth Owners	0	0.0	0	0.0	0	0.0
<div></div>	E20	Classic Grandparents	0	0.0	0	0.0	18	0.1	<div></div>	M55	Offspring Overspill	0	0.0	0	0.0	0	0.0
<div></div>	E21	Solo Retirees	9	1.1	9	0.5	161	0.7	<div></div>	M56	Self Supporters	0	0.0	0	0.0	0	0.0
<div></div>	F22	Boomerang Boarders	0	0.0	0	0.0	16	0.1	<div></div>	N57	Community Elders	0	0.0	0	0.0	0	0.0
<div></div>	F23	Family Ties	30	3.8	30	1.7	319	1.3	<div></div>	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0
<div></div>	F24	Fledgling Free	0	0.0	0	0.0	4	0.0	<div></div>	N59	Asian Heritage	0	0.0	0	0.0	0	0.0
<div></div>	F25	Dependable Me	0	0.0	0	0.0	131	0.6	<div></div>	N60	Ageing Access	0	0.0	0	0.0	26	0.1
<div></div>	G26	Cafés and Catchments	0	0.0	0	0.0	1,122	4.7	<div></div>	O61	Career Builders	1	0.1	10	0.6	1,005	4.2
<div></div>	G27	Thriving Independence	0	0.0	0	0.0	2,101	8.8	<div></div>	O62	Central Pulse	0	0.0	0	0.0	0	0.0
<div></div>	G28	Modern Parents	0	0.0	0	0.0	26	0.1	<div></div>	O63	Flexible Workforce	0	0.0	0	0.0	0	0.0
<div></div>	G29	Mid-Career Convention	50	6.4	50	2.9	836	3.5	<div></div>	O64	Bus-Route Renters	0	0.0	0	0.0	128	0.5
<div></div>	H30	Primary Ambitions	0	0.0	0	0.0	547	2.3	<div></div>	O65	Learners & Earners	0	0.0	0	0.0	0	0.0
<div></div>	H31	Affordable Fringe	0	0.0	0	0.0	0	0.0	<div></div>	O66	Student Scene	0	0.0	0	0.0	0	0.0
<div></div>	H32	First-Rung Futures	0	0.0	0	0.0	66	0.3	<div></div>	U99	Unclassified	0	0.0	0	0.0	57	0.2
<div></div>	H33	Contemporary Starts	15	1.9	15	0.9	259	1.1	Total			783		1,736		23,786	
<div></div>	H34	New Foundations	0	0.0	0	0.0	104	0.4									
<div></div>	H35	Flying Solo	0	0.0	0	0.0	245	1.0									

Top 5 Mosaic Types

1. 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

2. 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

3. 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

4. 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

5. 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

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

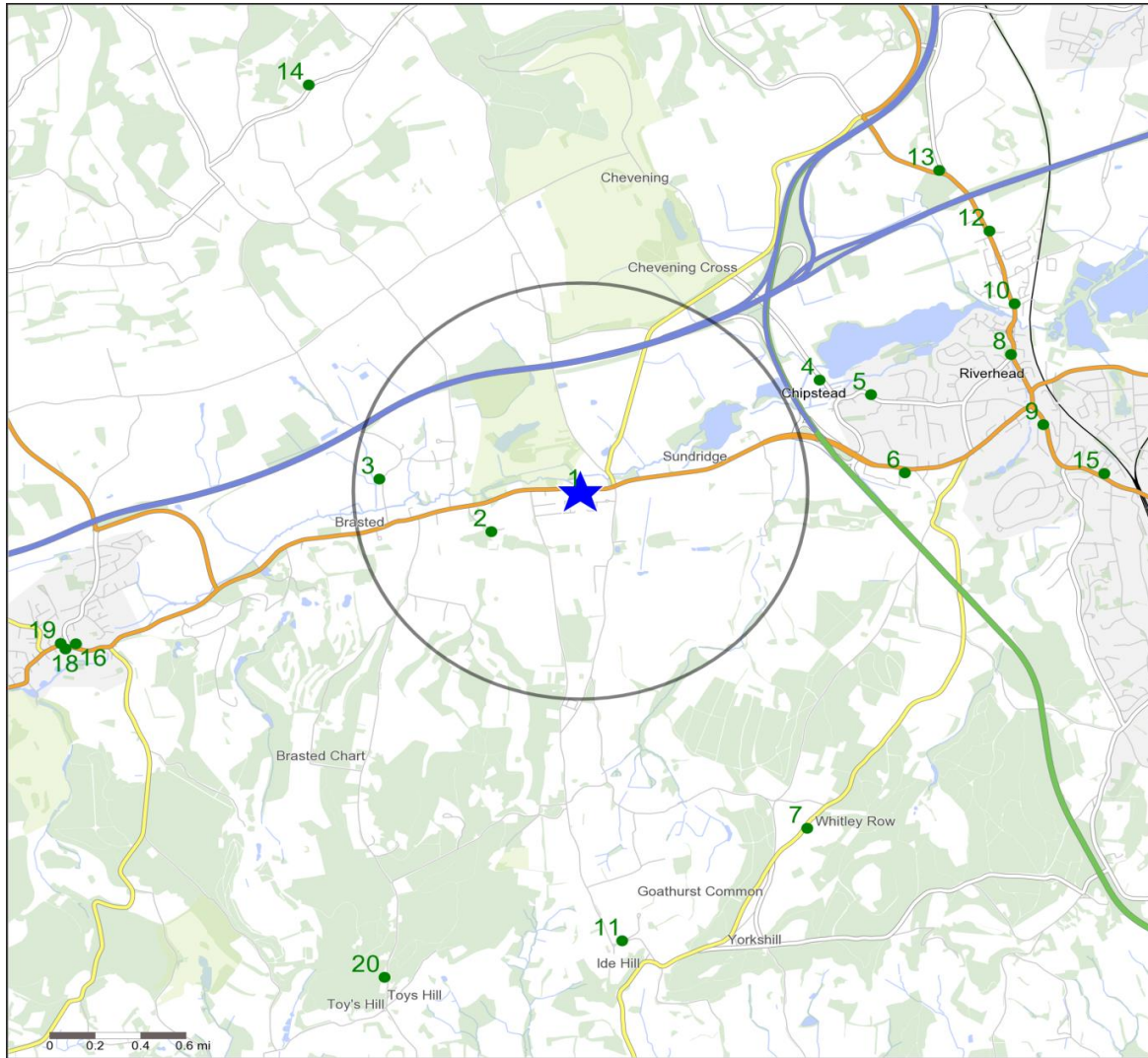
www.segmentationportal.com

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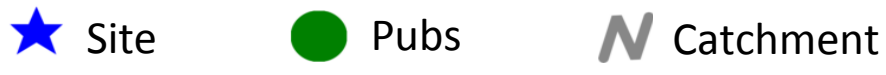
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Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	White Horse	Star Pubs & Bars	0.0	0.1
2	White Hart	Mitchells & Butlers	0.4	2.3
3	Stanhope Arms	Greene King	0.9	3.2
4	Bricklayers Arms	Harvey	1.2	4.4
5	George & Dragon	Independent Free	1.4	4.8
6	Kings Head	Punch Pub Company	1.4	4.2
7	Woodman	Greene King	1.9	6.4
8	Bullfinch	McMullen & Sons Ltd	2.0	6.9
9	Riverhead	Mitchells & Butlers	2.1	7.0
10	Miners Arms	Hawthorn Leisure	2.1	7.5
11	Cock	Greene King	2.2	5.7
12	Dukes Head	Punch Pub Company	2.2	6.4
13	Rose & Crown	Mitchells & Butlers	2.2	5.3
14	Tally Ho	Independent Free	2.3	7.8
15	Halfway House	Unknown	2.3	8.2
16	Grasshopper On The Green	Merlin Inns	2.3	6.0
17	Kings Arms Hotel	Greene King	2.4	5.8
18	San Bas	Independent Free	2.4	5.8
19	George & Dragon	Fuller Smith & Turner	2.4	5.9
20	Fox & Hounds	Greene King	2.5	7.0