

## 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



### C Country Living



Number of Pubs

3

3

17

Catchment Adults 18+

1,175

1,315

24,992

Catchment Adults 18+ Per Pub

392

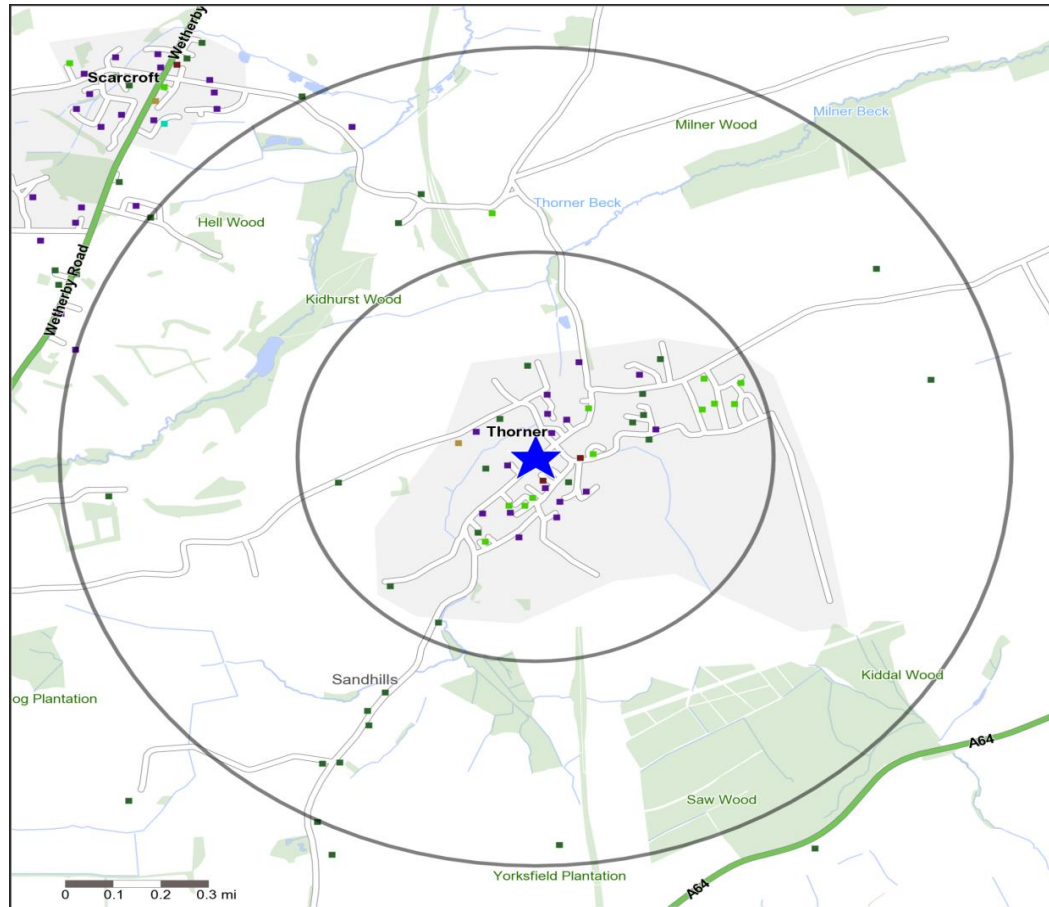
438

1,470

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	459	39.1	134		494	37.6	129		7,055	28.2	97	
Great Pub Great Food Silver	818	69.6	151		861	65.5	142		10,764	43.1	94	
Mainstream Pub with Food - Suburban Value	44	3.7	7		54	4.1	7		13,810	55.3	100	
Mainstream Pub with Food - Suburban Aspiration	452	38.5	104		478	36.3	98		7,764	31.1	84	
Mainstream Pub with Food - Country Value	564	48.0	388		583	44.3	359		2,424	9.7	78	
Mainstream Pub with Food - Country Aspiration	548	46.6	376		579	44.0	355		5,696	22.8	184	
Bit of Style	44	3.7	15		50	3.8	15		2,206	8.8	35	
YPV Mainstream	0	0.0	0		0	0.0	0		266	1.1	52	
YPV Premium	0	0.0	0		0	0.0	0		191	0.8	11	
Community Wet	0	0.0	0		4	0.3	1		12,203	48.8	158	
<b>Total 18+ Population in Catchment</b>	<b>1,175</b>				<b>1,315</b>				<b>24,992</b>			

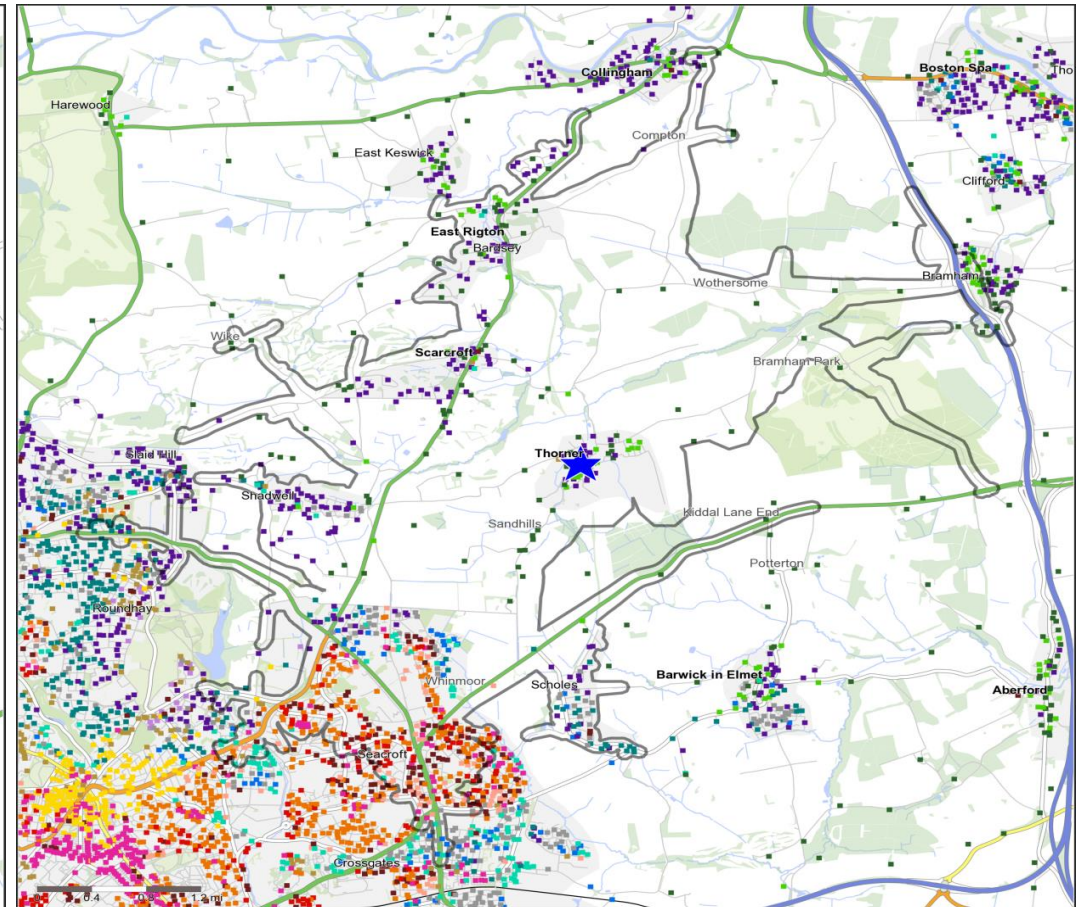
Social Grade	0.5 Mile Catchment			1 Mile Catchment			10 Minute DT Catchment		
	%	Index		%	Index		%	Index	
ABC1	75.9	143		76.3	144		50.4	95	
C2DE	24.1	51		23.7	51		49.6	106	

## Mosaic Groups in 0.5 and 1 Mile Catchment Areas

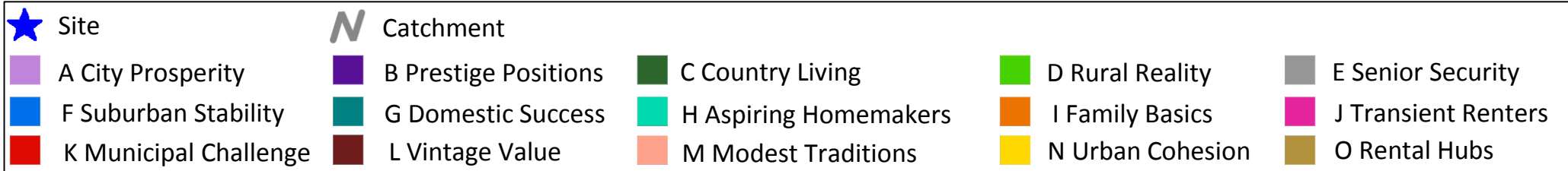


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## Mosaic Groups in 10 minute DT Catchment Area



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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	140	0.6
A02	Uptown Elite		0	0.0	0	0.0	28	0.1	I37	Budget Generations		0	0.0	0	0.0	1,059	4.2
A03	Penthouse Chic		0	0.0	0	0.0	0	0.0	I38	Childcare Squeeze		0	0.0	0	0.0	1,157	4.6
A04	Metro High-Flyers		0	0.0	0	0.0	0	0.0	I39	Families with Needs		0	0.0	0	0.0	1,722	6.9
B05	Premium Fortunes		58	4.9	67	5.1	845	3.4	J40	Make Do & Move On		0	0.0	0	0.0	439	1.8
B06	Diamond Days		65	5.5	72	5.5	1,046	4.2	J41	Disconnected Youth		0	0.0	0	0.0	266	1.1
B07	Alpha Families		285	24.3	286	21.7	1,438	5.8	J42	Midlife Stopgap		0	0.0	0	0.0	50	0.2
B08	Bank of Mum and Dad		0	0.0	3	0.2	530	2.1	J43	Renting a Room		0	0.0	0	0.0	135	0.5
B09	Empty-Nest Adventure		0	0.0	0	0.0	698	2.8	K44	Inner City Stalwarts		0	0.0	0	0.0	0	0.0
C10	Wealthy Landowners		82	7.0	164	12.5	726	2.9	K45	Crowded Kaleidoscope		0	0.0	0	0.0	0	0.0
C11	Rural Vogue		7	0.6	16	1.2	83	0.3	K46	High Rise Residents		0	0.0	0	0.0	582	2.3
C12	Scattered Homesteads		0	0.0	0	0.0	30	0.1	K47	Streetwise Singles		0	0.0	0	0.0	573	2.3
C13	Village Retirement		140	11.9	151	11.5	505	2.0	K48	Low Income Workers		0	0.0	0	0.0	1,299	5.2
D14	Satellite Settlers		277	23.6	283	21.5	730	2.9	L49	Dependent Greys		0	0.0	0	0.0	467	1.9
D15	Local Focus		47	4.0	48	3.7	85	0.3	L50	Pocket Pensions		70	6.0	70	5.3	515	2.1
D16	Outlying Seniors		100	8.5	101	7.7	250	1.0	L51	Aided Elderly		0	0.0	4	0.3	63	0.3
D17	Far-Flung Outposts		0	0.0	0	0.0	0	0.0	L52	Estate Veterans		0	0.0	0	0.0	2,435	9.7
E18	Legacy Elders		0	0.0	0	0.0	365	1.5	L53	Seasoned Survivors		0	0.0	0	0.0	170	0.7
E19	Bungalow Heaven		0	0.0	0	0.0	608	2.4	M54	Down-to-Earth Owners		0	0.0	0	0.0	707	2.8
E20	Classic Grandparents		0	0.0	0	0.0	628	2.5	M55	Offspring Overspill		0	0.0	0	0.0	317	1.3
E21	Solo Retirees		0	0.0	0	0.0	211	0.8	M56	Self Supporters		0	0.0	0	0.0	179	0.7
F22	Boomerang Boarders		0	0.0	0	0.0	356	1.4	N57	Community Elders		0	0.0	0	0.0	0	0.0
F23	Family Ties		0	0.0	0	0.0	266	1.1	N58	Cultural Comfort		0	0.0	0	0.0	0	0.0
F24	Fledgling Free		0	0.0	0	0.0	246	1.0	N59	Asian Heritage		0	0.0	0	0.0	0	0.0
F25	Dependable Me		0	0.0	0	0.0	88	0.4	N60	Ageing Access		0	0.0	0	0.0	26	0.1
G26	Cafés and Catchments		0	0.0	0	0.0	83	0.3	O61	Career Builders		44	3.7	50	3.8	193	0.8
G27	Thriving Independence		0	0.0	0	0.0	388	1.6	O62	Central Pulse		0	0.0	0	0.0	0	0.0
G28	Modern Parents		0	0.0	0	0.0	124	0.5	O63	Flexible Workforce		0	0.0	0	0.0	0	0.0
G29	Mid-Career Convention		0	0.0	0	0.0	782	3.1	O64	Bus-Route Renters		0	0.0	0	0.0	189	0.8
H30	Primary Ambitions		0	0.0	0	0.0	169	0.7	O65	Learners & Earners		0	0.0	0	0.0	0	0.0
H31	Affordable Fringe		0	0.0	0	0.0	584	2.3	O66	Student Scene		0	0.0	0	0.0	0	0.0
H32	First-Rung Futures		0	0.0	0	0.0	257	1.0	U99	Unclassified		0	0.0	0	0.0	15	0.1
H33	Contemporary Starts		0	0.0	0	0.0	57	0.2	Total			1,175		1,315		24,992	
H34	New Foundations		0	0.0	0	0.0	86	0.3									
H35	Flying Solo		0	0.0	0	0.0	2	0.0									



## 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. 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

### 3. 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

### 4. 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

### 5. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

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

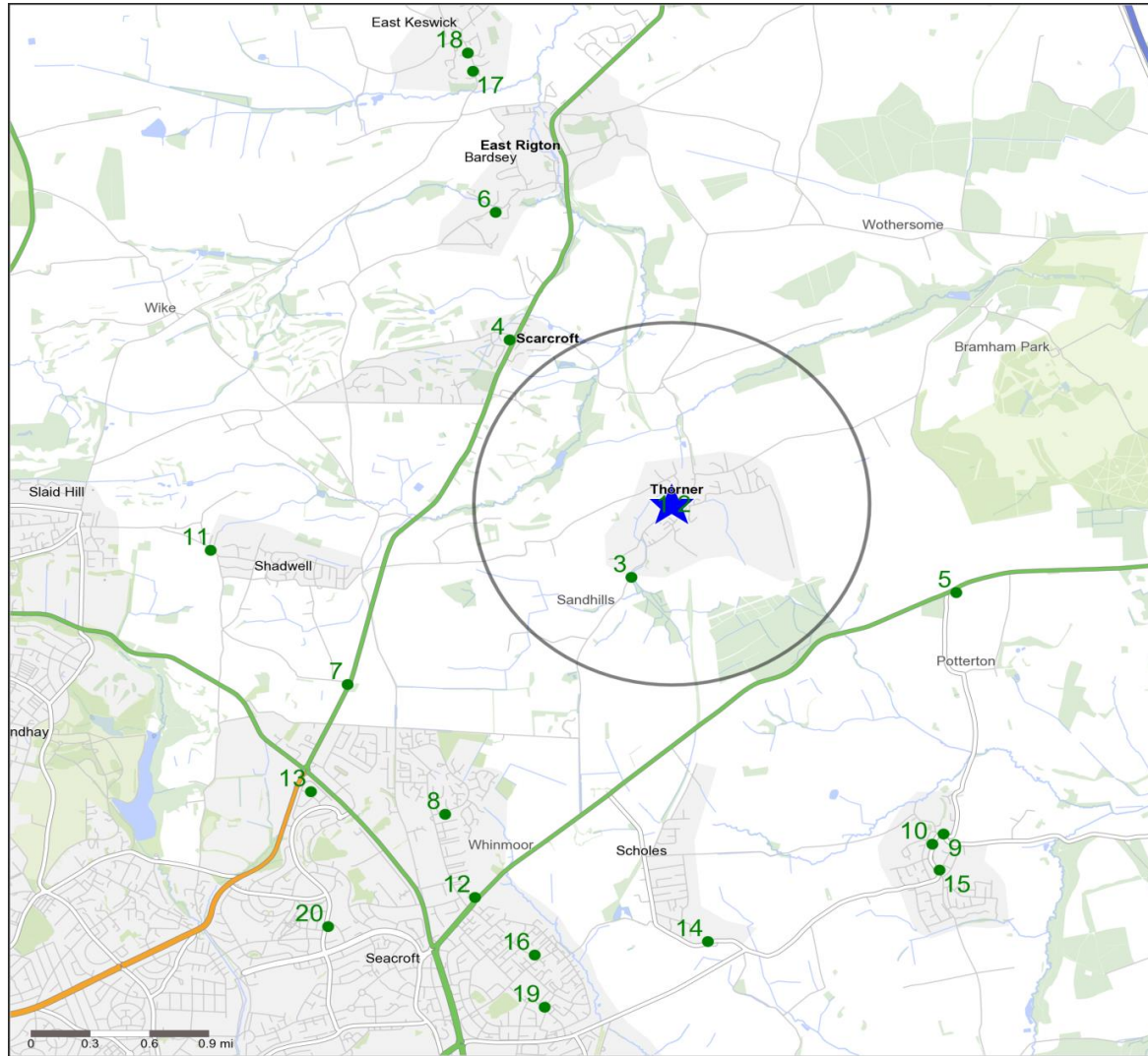
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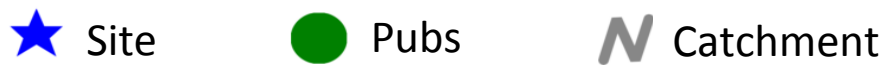
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## Competitor Map



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## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Mexborough Arms	Enterprise Inns	0.0	0.0
2	Fox	Punch Pub Company	0.0	0.0
3	Beehive	Punch Pub Company	0.5	2.3
4	New Inn	Mitchells & Butlers	1.2	5.1
5	Fox & Grapes	Stonegate Pub Company	1.5	9.3
6	Bingley Arms	Punch Pub Company	1.8	8.1
7	Wellington	Mitchells & Butlers	1.9	6.0
8	Pendas Arms	Greene King	2.1	9.3
9	Black Swan	Enterprise Inns	2.3	12.3
10	Gascoigne Arms	Greene King	2.3	12.6
11	Red Lion	Trust Inns	2.3	8.5
12	Old Red Lion	Unknown	2.4	7.5
13	Monkswood	*Other Small Retail Groups	2.4	8.1
14	Barley Corn Inn	Sam Smith	2.4	9.2
15	New Inn	Enterprise Inns	2.4	12.4
16	Staging Post	Unknown	2.6	10.1
17	Duke Of Wellington	Enterprise Inns	2.6	10.5
18	Old Star Inn	Enterprise Inns	2.7	11.0
19	Whinmoor	*Other Small Retail Groups	2.9	11.0
20	Gate Hotel	Admiral Taverns Ltd	2.9	9.6