

1 Mile Catchment Mosaic Profile

B Prestige Positions



G Domestic Success



O Rental Hubs



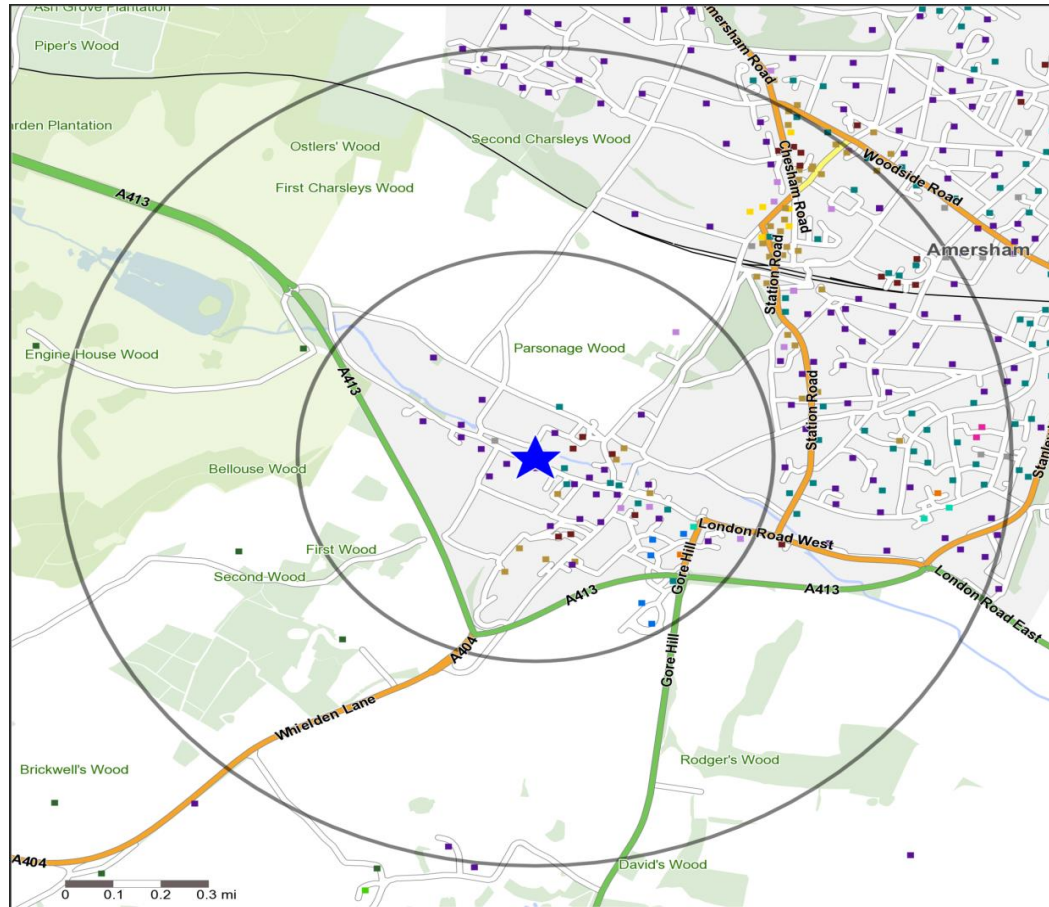
Per Pub Analysis

	0.5 Mile Catchment	1 Mile Catchment	10 Minute DT Catchment
Number of Pubs	5	8	47
Catchment Adults 18+	1,391	5,536	36,841
Catchment Adults 18+ Per Pub	278	692	784

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	1,014	72.9	250	4,470	80.7	276	27,331	74.2	254
Great Pub Great Food Silver	1,136	81.7	178	4,045	73.1	159	22,521	61.1	133
Mainstream Pub with Food - Suburban Value	687	49.4	89	1,875	33.9	61	11,155	30.3	55
Mainstream Pub with Food - Suburban Aspiration	1,028	73.9	199	4,688	84.7	228	28,538	77.5	209
Mainstream Pub with Food - Country Value	0	0.0	0	0	0.0	0	768	2.1	17
Mainstream Pub with Food - Country Aspiration	592	42.6	343	2,749	49.7	401	20,010	54.3	438
Bit of Style	507	36.4	146	2,114	38.2	153	10,362	28.1	113
YPV Mainstream	0	0.0	0	0	0.0	0	126	0.3	17
YPV Premium	15	1.1	16	68	1.2	18	724	2.0	29
Community Wet	193	13.9	45	592	10.7	35	3,249	8.8	29
Total 18+ Population in Catchment	1,391			5,536			36,841		

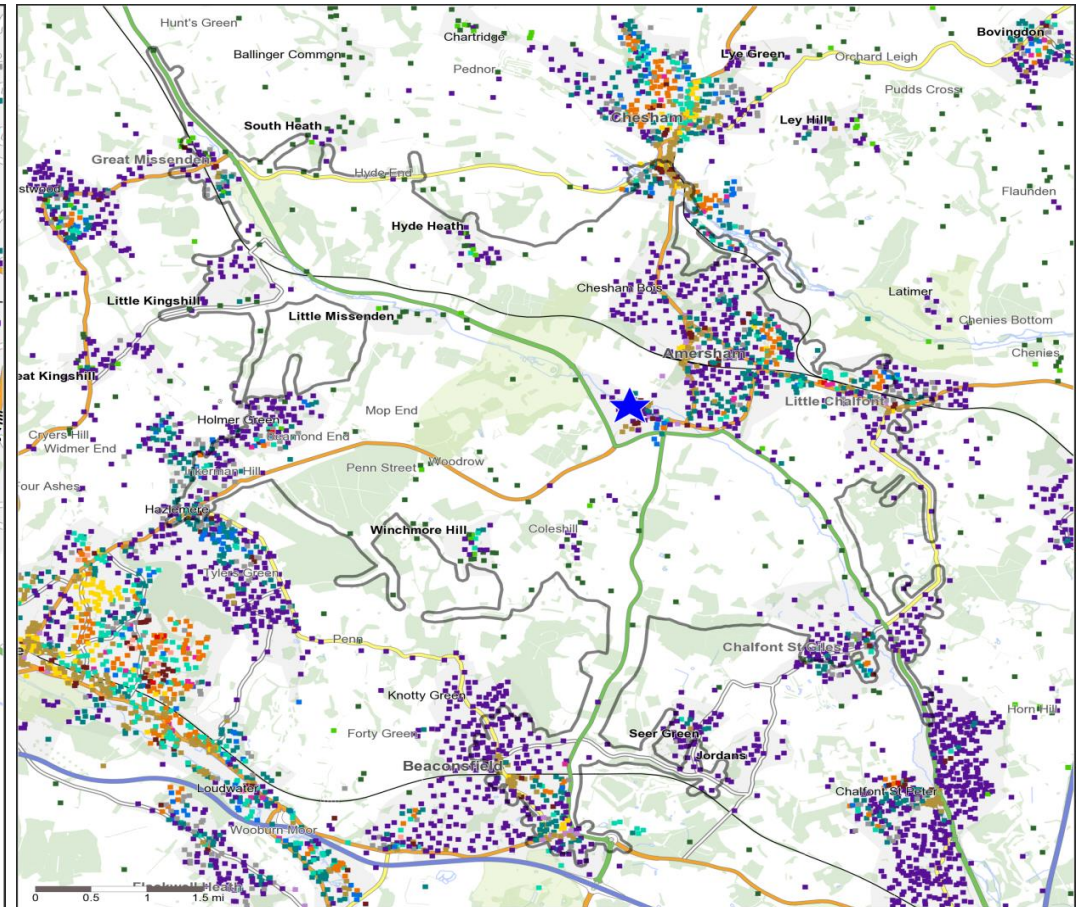
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	75.0	141	77.3	145	73.9	139
C2DE	25.0	53	22.7	49	26.1	56

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

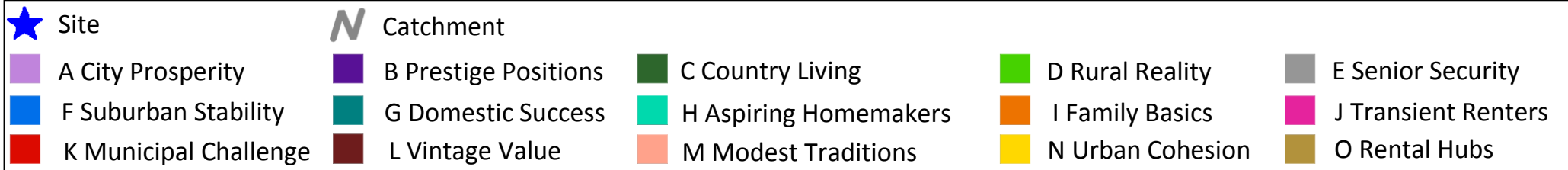


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Mosaic Groups in 10 minute DT Catchment Area



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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		4	0.3	12	0.2	12	0.0	I36	Solid Economy		15	1.1	54	1.0	1,374	3.7
A02	Uptown Elite		77	5.5	226	4.1	419	1.1	I37	Budget Generations		0	0.0	0	0.0	0	0.0
A03	Penthouse Chic		0	0.0	0	0.0	0	0.0	I38	Childcare Squeeze		0	0.0	0	0.0	0	0.0
A04	Metro High-Flyers		0	0.0	0	0.0	0	0.0	I39	Families with Needs		0	0.0	0	0.0	0	0.0
B05	Premium Fortunes		43	3.1	590	10.7	6,104	16.6	J40	Make Do & Move On		0	0.0	0	0.0	0	0.0
B06	Diamond Days		419	30.1	1,054	19.0	4,841	13.1	J41	Disconnected Youth		0	0.0	0	0.0	126	0.3
B07	Alpha Families		14	1.0	601	10.9	3,771	10.2	J42	Midlife Stopgap		0	0.0	96	1.7	183	0.5
B08	Bank of Mum and Dad		0	0.0	131	2.4	1,298	3.5	J43	Renting a Room		0	0.0	0	0.0	0	0.0
B09	Empty-Nest Adventure		0	0.0	0	0.0	583	1.6	K44	Inner City Stalwarts		0	0.0	0	0.0	0	0.0
C10	Wealthy Landowners		7	0.5	38	0.7	1,626	4.4	K45	Crowded Kaleidoscope		0	0.0	0	0.0	0	0.0
C11	Rural Vogue		1	0.1	3	0.1	7	0.0	K46	High Rise Residents		0	0.0	0	0.0	0	0.0
C12	Scattered Homesteads		0	0.0	0	0.0	0	0.0	K47	Streetwise Singles		0	0.0	0	0.0	128	0.3
C13	Village Retirement		0	0.0	0	0.0	150	0.4	K48	Low Income Workers		0	0.0	0	0.0	0	0.0
D14	Satellite Settlers		0	0.0	0	0.0	417	1.1	L49	Dependent Greys		0	0.0	0	0.0	0	0.0
D15	Local Focus		0	0.0	0	0.0	110	0.3	L50	Pocket Pensions		0	0.0	0	0.0	200	0.5
D16	Outlying Seniors		0	0.0	0	0.0	0	0.0	L51	Aided Elderly		133	9.6	397	7.2	1,129	3.1
D17	Far-Flung Outposts		0	0.0	0	0.0	0	0.0	L52	Estate Veterans		0	0.0	0	0.0	0	0.0
E18	Legacy Elders		38	2.7	179	3.2	1,985	5.4	L53	Seasoned Survivors		0	0.0	0	0.0	0	0.0
E19	Bungalow Heaven		0	0.0	0	0.0	72	0.2	M54	Down-to-Earth Owners		0	0.0	0	0.0	0	0.0
E20	Classic Grandparents		0	0.0	0	0.0	0	0.0	M55	Offspring Overspill		0	0.0	0	0.0	19	0.1
E21	Solo Retirees		0	0.0	0	0.0	208	0.6	M56	Self Supporters		0	0.0	0	0.0	0	0.0
F22	Boomerang Boarders		0	0.0	0	0.0	71	0.2	N57	Community Elders		0	0.0	0	0.0	12	0.0
F23	Family Ties		165	11.9	165	3.0	584	1.6	N58	Cultural Comfort		0	0.0	0	0.0	0	0.0
F24	Fledgling Free		0	0.0	0	0.0	19	0.1	N59	Asian Heritage		0	0.0	0	0.0	0	0.0
F25	Dependable Me		45	3.2	45	0.8	137	0.4	N60	Ageing Access		0	0.0	57	1.0	290	0.8
G26	Cafés and Catchments		23	1.7	633	11.4	2,577	7.0	O61	Career Builders		276	19.8	705	12.7	2,188	5.9
G27	Thriving Independence		116	8.3	373	6.7	3,244	8.8	O62	Central Pulse		0	0.0	0	0.0	13	0.0
G28	Modern Parents		0	0.0	0	0.0	241	0.7	O63	Flexible Workforce		0	0.0	38	0.7	47	0.1
G29	Mid-Career Convention		0	0.0	0	0.0	818	2.2	O64	Bus-Route Renters		8	0.6	23	0.4	334	0.9
H30	Primary Ambitions		0	0.0	109	2.0	435	1.2	O65	Learners & Earners		0	0.0	0	0.0	0	0.0
H31	Affordable Fringe		0	0.0	0	0.0	0	0.0	O66	Student Scene		0	0.0	0	0.0	0	0.0
H32	First-Rung Futures		0	0.0	0	0.0	14	0.0	U99	Unclassified		0	0.0	0	0.0	60	0.2
H33	Contemporary Starts		0	0.0	0	0.0	635	1.7	Total			1,391		5,536		36,841	
H34	New Foundations		0	0.0	0	0.0	30	0.1									
H35	Flying Solo		7	0.5	7	0.1	330	0.9									

Top 5 Mosaic Types

1. 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

2. O61 Career Builders

Motivated singles and couples in their 20s and 30s progressing in their field of work from commutable properties



- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

3. G26 Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs



- Professional couples with kids
- Good income
- Pleasant family homes
- Attractive city suburbs
- Proximity to jobs and entertainment
- Most likely to have children 12-17

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. B05 Premium Fortunes

Influential families with substantial income established in distinctive, expansive homes in wealthy enclaves



- Extensive detached homes
- Substantial income
- Teenage kids & students
- Portfolio of investments
- Directors and senior managers
- High mobile phone spend

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

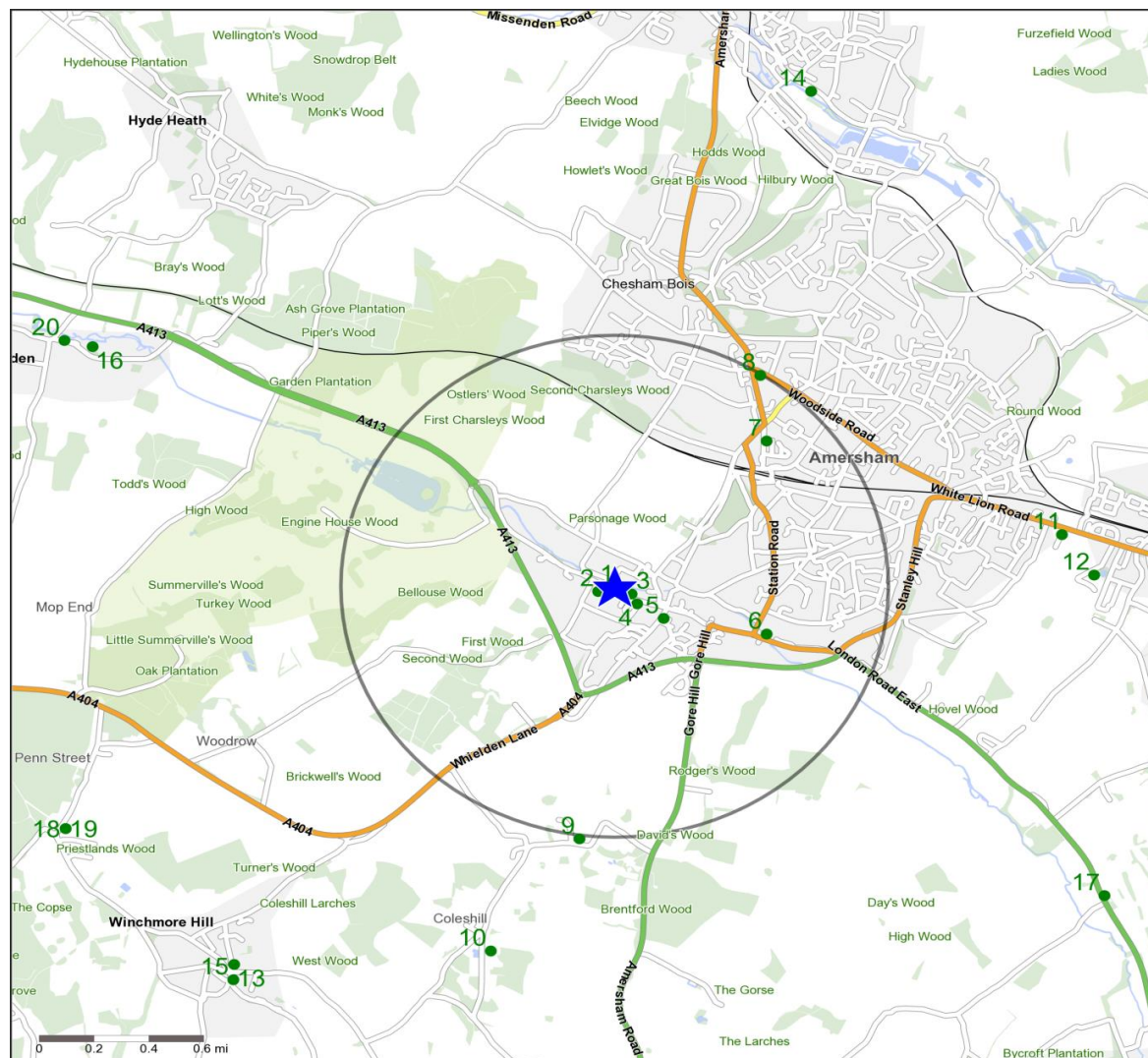
www.segmentationportal.com

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Experian Helpdesk: EMSUKHelpdesk@experian.com

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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	Eagle	Punch Pub Company	0.0	0.1
2	Swan Inn	Mitchells & Butlers	0.1	0.2
3	Elephant & Castle	Enterprise Inns	0.1	0.4
4	Kings Arms Restaurant	Independent Free	0.1	0.6
5	Saracens Head	Greene King	0.2	1.2
6	Chequers	Punch Pub Company	0.6	2.5
7	Metro Lounge	Loungers	0.8	4.7
8	Boot & Slipper	Greene King	1.0	5.0
9	Hart & Magpies	Independent Free	1.0	3.9
10	Red Lion	Independent Free	1.5	6.7
11	Pomeroy Inn	Mitchells & Butlers	1.6	7.3
12	White Lion	Enterprise Inns	1.8	8.1
13	Plough	Independent Free	2.1	7.2
14	Pheasant	Punch Pub Company	2.1	11.5
15	Potters Arms	Brakspear	2.1	7.4
16	Crown	Independent Free	2.1	5.6
17	Ivy House	Fuller Smith & Turner	2.2	5.4
18	Hit Or Miss	Hall & Woodhouse	2.2	6.6
19	Squirrel	Punch Pub Company	2.2	6.6
20	Red Lion	Independent Free	2.2	5.3