

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

L Vintage Value

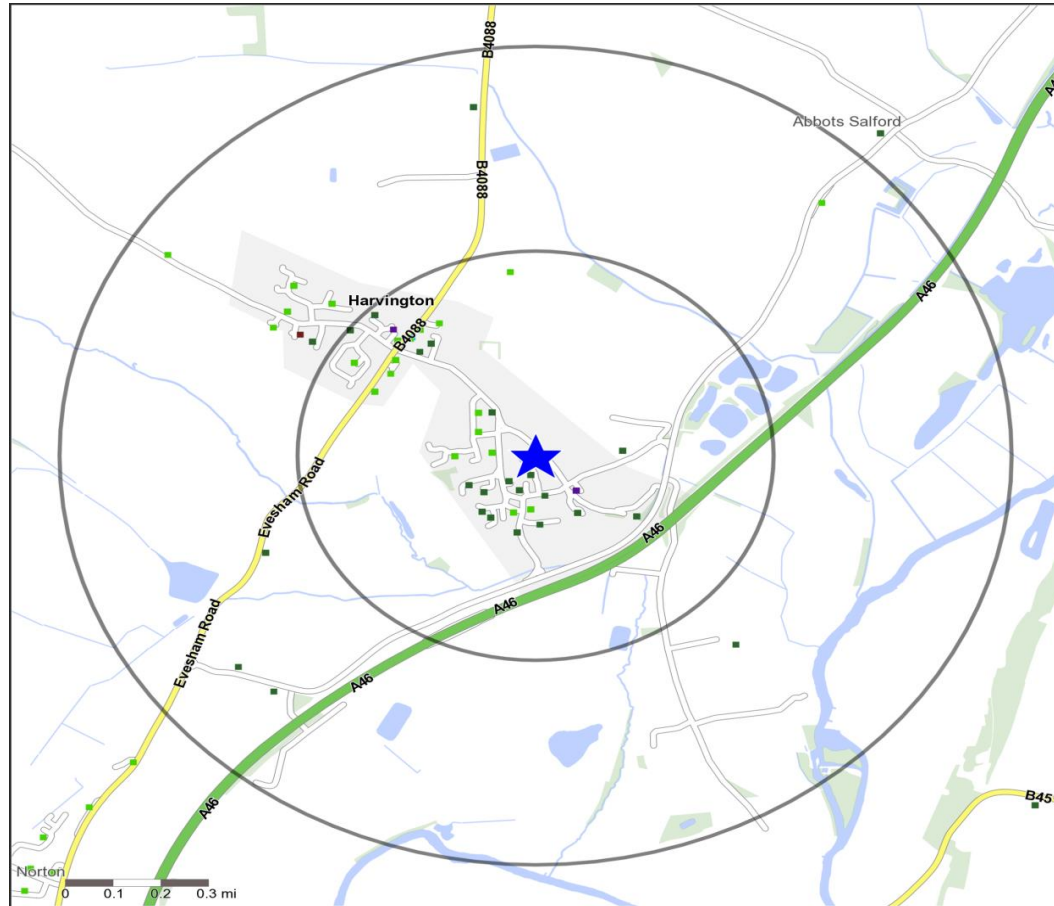


Number of Pubs	2	2	19
Catchment Adults 18+	1,044	1,423	10,183
Catchment Adults 18+ Per Pub	522	712	536

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	13	1.2	4	47	3.3	11	2,823	27.7	95
Great Pub Great Food Silver	780	74.7	163	966	67.9	148	6,333	62.2	135
Mainstream Pub with Food - Suburban Value	10	1.0	2	13	0.9	2	3,776	37.1	67
Mainstream Pub with Food - Suburban Aspiration	23	2.2	6	29	2.0	5	3,196	31.4	85
Mainstream Pub with Food - Country Value	953	91.3	739	1,255	88.2	714	4,431	43.5	352
Mainstream Pub with Food - Country Aspiration	474	45.4	366	553	38.9	313	2,251	22.1	178
Bit of Style	10	1.0	4	13	0.9	4	722	7.1	28
YPV Mainstream	0	0.0	0	0	0.0	0	22	0.2	11
YPV Premium	10	1.0	14	13	0.9	14	292	2.9	43
Community Wet	0	0.0	0	0	0.0	0	1,400	13.7	44
Total 18+ Population in Catchment	1,044			1,423			10,183		

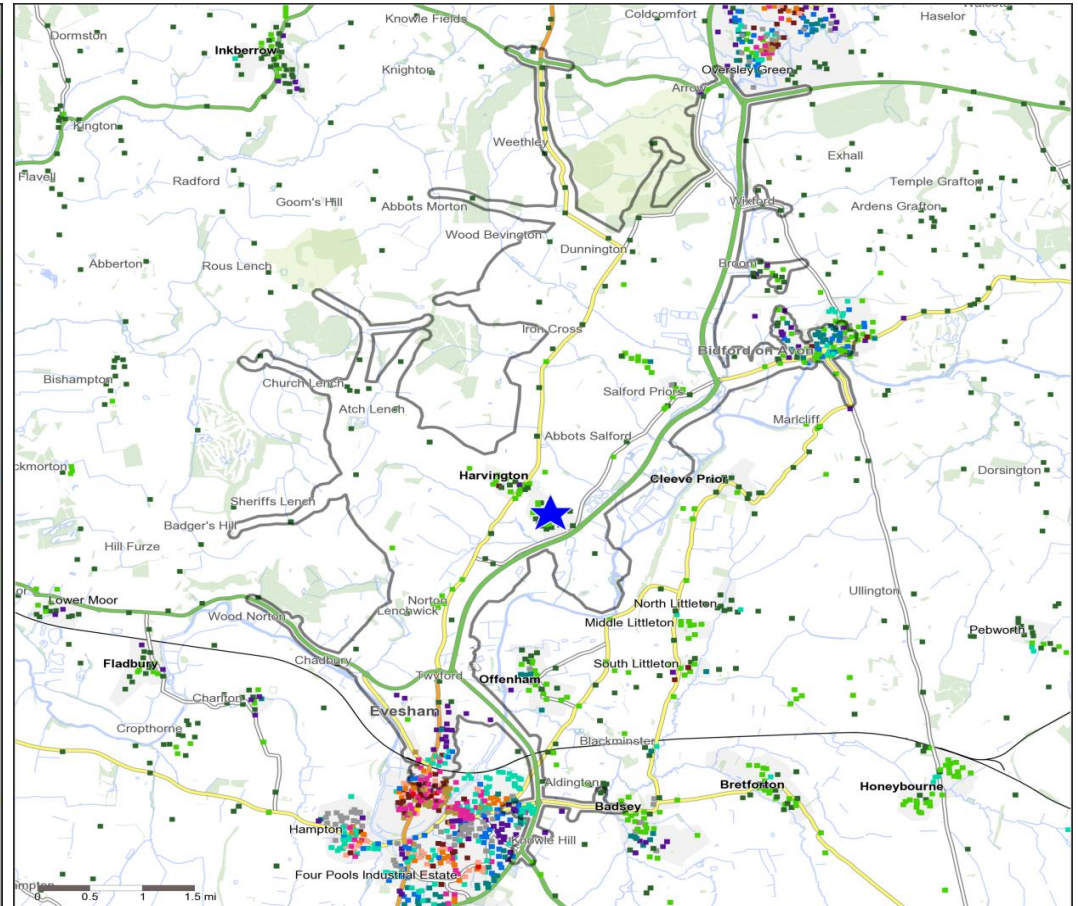
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	60.6	114	57.1	108	55.7	105
C2DE	39.4	84	42.9	91	44.3	95

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

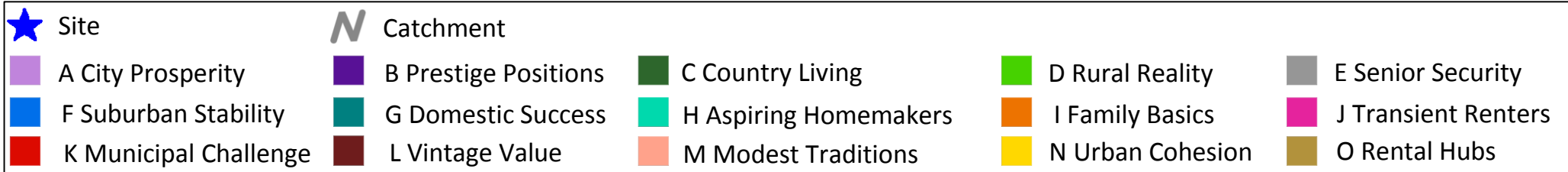


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Mosaic Groups in 10 minute DT Catchment Area



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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	101	1.0
A02	Uptown Elite		0	0.0	0	0.0	0	0.0	I37	Budget Generations		0	0.0	0	0.0	83	0.8
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		0	0.0	0	0.0	11	0.1	J40	Make Do & Move On		0	0.0	0	0.0	0	0.0
B06	Diamond Days		0	0.0	0	0.0	244	2.4	J41	Disconnected Youth		0	0.0	0	0.0	22	0.2
B07	Alpha Families		6	0.6	7	0.5	245	2.4	J42	Midlife Stopgap		0	0.0	0	0.0	390	3.8
B08	Bank of Mum and Dad		7	0.7	9	0.6	195	1.9	J43	Renting a Room		0	0.0	0	0.0	78	0.8
B09	Empty-Nest Adventure		0	0.0	0	0.0	251	2.5	K44	Inner City Stalwarts		0	0.0	0	0.0	0	0.0
C10	Wealthy Landowners		62	5.9	79	5.6	781	7.7	K45	Crowded Kaleidoscope		0	0.0	0	0.0	0	0.0
C11	Rural Vogue		0	0.0	31	2.2	372	3.7	K46	High Rise Residents		0	0.0	0	0.0	0	0.0
C12	Scattered Homesteads		0	0.0	0	0.0	59	0.6	K47	Streetwise Singles		0	0.0	0	0.0	31	0.3
C13	Village Retirement		461	44.2	537	37.7	1,232	12.1	K48	Low Income Workers		0	0.0	0	0.0	0	0.0
D14	Satellite Settlers		306	29.3	382	26.8	1,391	13.7	L49	Dependent Greys		0	0.0	0	0.0	3	0.0
D15	Local Focus		81	7.8	219	15.4	836	8.2	L50	Pocket Pensions		6	0.6	29	2.0	94	0.9
D16	Outlying Seniors		105	10.1	117	8.2	610	6.0	L51	Aided Elderly		0	0.0	0	0.0	199	2.0
D17	Far-Flung Outposts		0	0.0	0	0.0	0	0.0	L52	Estate Veterans		0	0.0	0	0.0	61	0.6
E18	Legacy Elders		0	0.0	0	0.0	0	0.0	L53	Seasoned Survivors		0	0.0	0	0.0	29	0.3
E19	Bungalow Heaven		0	0.0	0	0.0	319	3.1	M54	Down-to-Earth Owners		0	0.0	0	0.0	1	0.0
E20	Classic Grandparents		0	0.0	0	0.0	34	0.3	M55	Offspring Overspill		0	0.0	0	0.0	54	0.5
E21	Solo Retirees		0	0.0	0	0.0	67	0.7	M56	Self Supporters		0	0.0	0	0.0	15	0.1
F22	Boomerang Boarders		0	0.0	0	0.0	72	0.7	N57	Community Elders		0	0.0	0	0.0	0	0.0
F23	Family Ties		0	0.0	0	0.0	120	1.2	N58	Cultural Comfort		0	0.0	0	0.0	0	0.0
F24	Fledgling Free		0	0.0	0	0.0	43	0.4	N59	Asian Heritage		0	0.0	0	0.0	0	0.0
F25	Dependable Me		0	0.0	0	0.0	260	2.6	N60	Ageing Access		0	0.0	0	0.0	0	0.0
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	30	0.3	O62	Central Pulse		0	0.0	0	0.0	0	0.0
G28	Modern Parents		0	0.0	0	0.0	397	3.9	O63	Flexible Workforce		0	0.0	0	0.0	0	0.0
G29	Mid-Career Convention		0	0.0	0	0.0	475	4.7	O64	Bus-Route Renters		0	0.0	0	0.0	221	2.2
H30	Primary Ambitions		0	0.0	0	0.0	6	0.1	O65	Learners & Earners		0	0.0	0	0.0	0	0.0
H31	Affordable Fringe		0	0.0	0	0.0	323	3.2	O66	Student Scene		0	0.0	0	0.0	0	0.0
H32	First-Rung Futures		0	0.0	0	0.0	121	1.2	U99	Unclassified		0	0.0	0	0.0	0	0.0
H33	Contemporary Starts		0	0.0	0	0.0	173	1.7	Total			1,044		1,423		10,183	
H34	New Foundations		0	0.0	0	0.0	63	0.6									
H35	Flying Solo		10	1.0	13	0.9	71	0.7									

Top 5 Mosaic Types

1. 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

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. 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

4. 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

5. 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

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

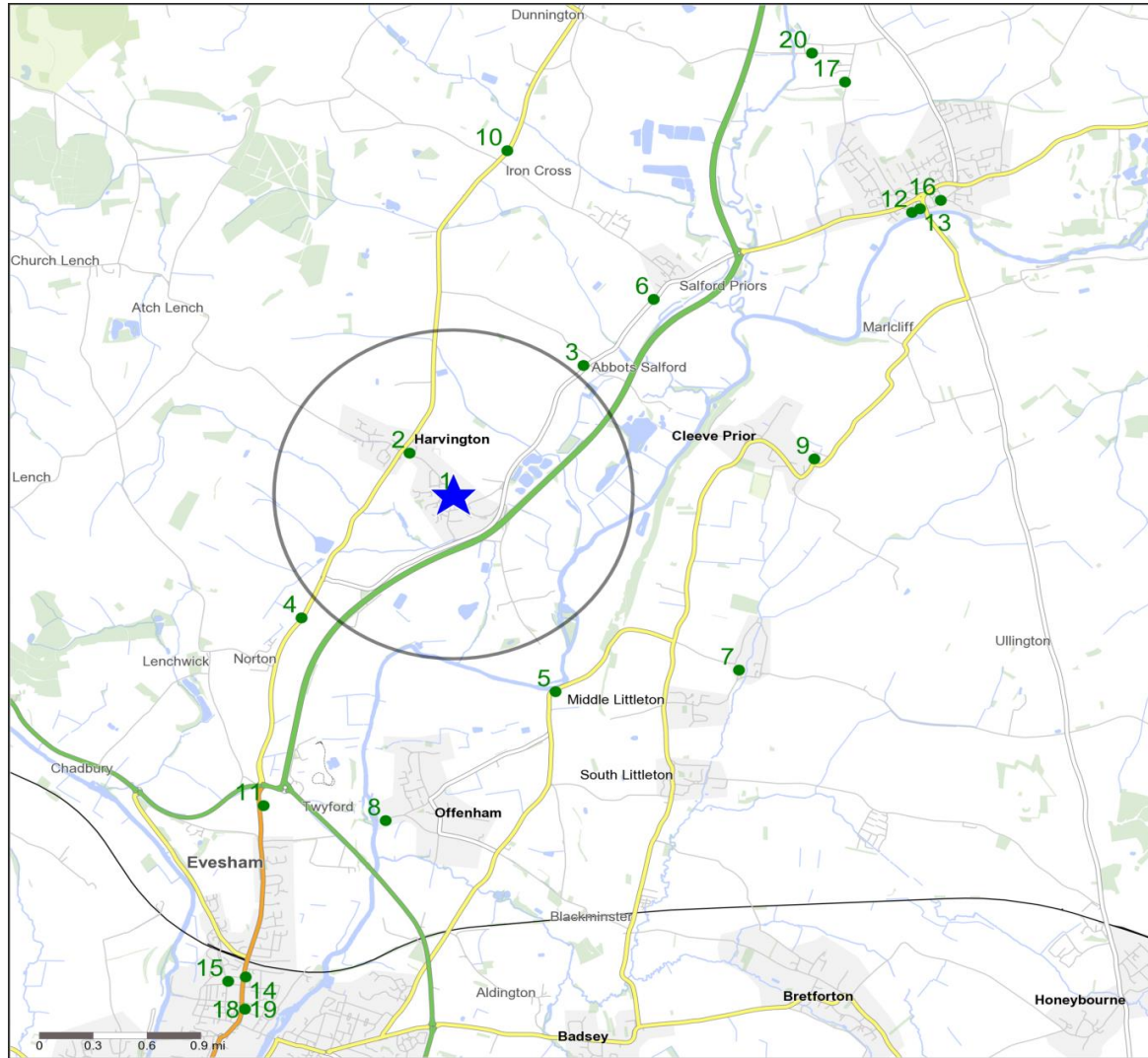
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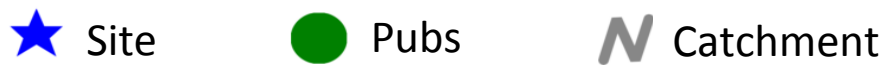
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Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Coach & Horses	Punch Pub Company	0.0	0.3
2	Golden Cross	Admiral Taverns Ltd	0.4	1.8
3	Vineyard Inn	Punch Pub Company	1.1	3.1
4	Norton Grange	Marston's	1.1	4.2
5	Fish & Anchor	Independent Free	1.3	14.3
6	Bell	Enterprise Inns	1.6	4.4
7	Ivy Inn	Enterprise Inns	1.9	16.6
8	Bridge Inn	Enterprise Inns	2.0	14.6
9	Kings Arms	Enterprise Inns	2.0	12.6
10	Queens Head	Enterprise Inns	2.1	4.7
11	Orchard	Whitbread	2.2	7.0
12	Frog	Enterprise Inns	3.1	9.4
13	Crown At Bidford	Unknown	3.1	9.4
14	Railway Hotel	Enterprise Inns	3.2	9.5
15	Oddfellows Arms	Independent Free	3.2	9.9
16	Bulls Head Inn	Punch Pub Company	3.3	9.7
17	Broom Hall Inn	Independent Free	3.3	9.9
18	Amber	Independent Free	3.3	10.8
19	Old Swanne Inn	Wetherspoon	3.3	10.8
20	Broom Tavern	Unknown	3.3	9.2