

1 Mile Catchment Mosaic Profile

E Senior Security



J Transient Renters



H Aspiring Homemakers



Per Pub Analysis

	0.5 Mile Catchment	1 Mile Catchment	10 Minute DT Catchment
Number of Pubs	9	10	22
Catchment Adults 18+	5,560	10,576	17,173
Catchment Adults 18+ Per Pub	618	1,058	781

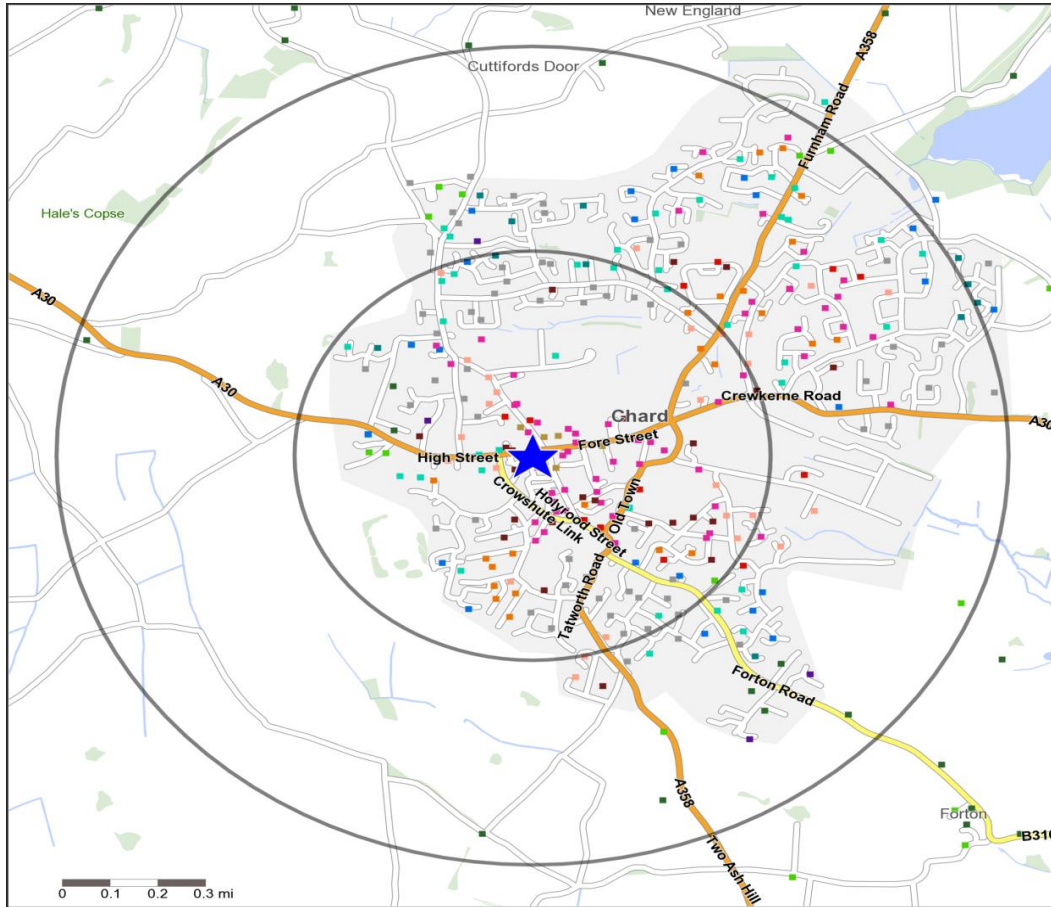
Standard Catchment Pub Channel Index

	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	508	9.1	31	1,558	14.7	50	2,258	13.1	45
Great Pub Great Food Silver	2,357	42.4	92	5,100	48.2	105	7,949	46.3	101
Mainstream Pub with Food - Suburban Value	4,561	82.0	148	8,815	83.3	150	9,259	53.9	97
Mainstream Pub with Food - Suburban Aspiration	1,442	25.9	70	3,188	30.1	81	3,365	19.6	53
Mainstream Pub with Food - Country Value	1,360	24.5	198	2,672	25.3	204	6,386	37.2	301
Mainstream Pub with Food - Country Aspiration	234	4.2	34	936	8.9	71	2,310	13.5	109
Bit of Style	1,272	22.9	92	1,947	18.4	74	1,951	11.4	46
YPV Mainstream	168	3.0	149	206	1.9	96	206	1.2	59
YPV Premium	272	4.9	73	280	2.6	40	280	1.6	24
Community Wet	2,091	37.6	122	4,113	38.9	126	4,125	24.0	78
Total 18+ Population in Catchment	5,560			10,576			17,173		

Social Grade

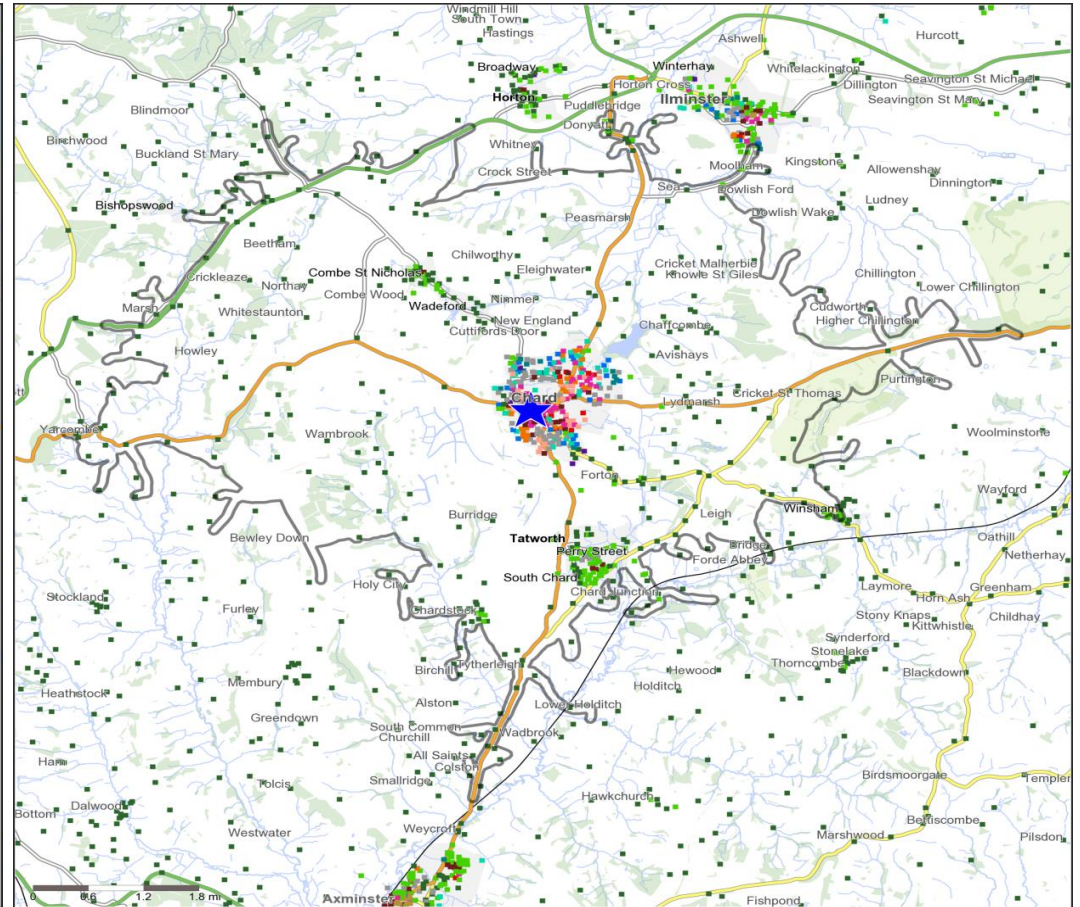
	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	33.0	62	33.9	64	39.1	74
C2DE	67.0	143	66.1	141	60.9	130

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

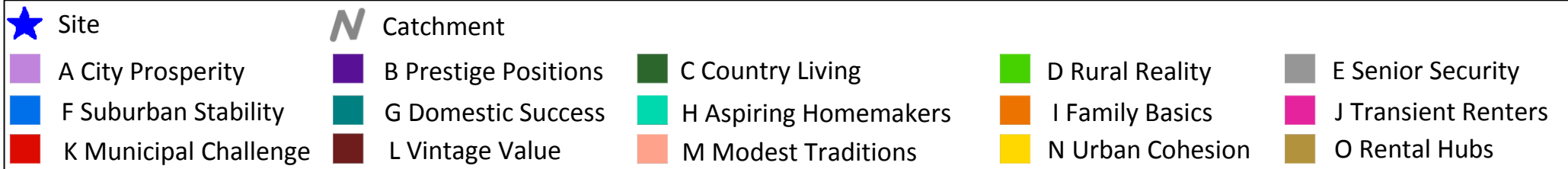


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Mosaic Groups in 10 minute DT Catchment Area



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Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile			0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment		Mosaic Type Profile			0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
			Catchment Adults 18+	%	Catchment Adults 18+	%	Catchment Adults 18+	%				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	46	0.8	107	1.0	108	0.6		
A02	Uptown Elite	0	0.0	0	0.0	0	0.0	I37	Budget Generations	211	3.8	330	3.1	330	1.9		
A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	I38	Childcare Squeeze	99	1.8	333	3.1	333	1.9		
A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	I39	Families with Needs	220	4.0	269	2.5	277	1.6		
B05	Premium Fortunes	0	0.0	0	0.0	0	0.0	J40	Make Do & Move On	425	7.6	883	8.3	884	5.1		
B06	Diamond Days	0	0.0	0	0.0	0	0.0	J41	Disconnected Youth	168	3.0	206	1.9	206	1.2		
B07	Alpha Families	0	0.0	0	0.0	0	0.0	J42	Midlife Stopgap	151	2.7	410	3.9	410	2.4		
B08	Bank of Mum and Dad	10	0.2	18	0.2	18	0.1	J43	Renting a Room	228	4.1	274	2.6	274	1.6		
B09	Empty-Nest Adventure	21	0.4	72	0.7	72	0.4	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0		
C10	Wealthy Landowners	0	0.0	2	0.0	443	2.6	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0		
C11	Rural Vogue	0	0.0	31	0.3	556	3.2	K46	High Rise Residents	0	0.0	0	0.0	0	0.0		
C12	Scattered Homesteads	0	0.0	6	0.1	1,626	9.5	K47	Streetwise Singles	187	3.4	221	2.1	221	1.3		
C13	Village Retirement	51	0.9	233	2.2	1,585	9.2	K48	Low Income Workers	67	1.2	217	2.1	217	1.3		
D14	Satellite Settlers	46	0.8	118	1.1	657	3.8	L49	Dependent Greys	89	1.6	89	0.8	89	0.5		
D15	Local Focus	0	0.0	118	1.1	677	3.9	L50	Pocket Pensions	351	6.3	413	3.9	519	3.0		
D16	Outlying Seniors	9	0.2	16	0.2	1,020	5.9	L51	Aided Elderly	104	1.9	151	1.4	151	0.9		
D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	L52	Estate Veterans	61	1.1	168	1.6	168	1.0		
E18	Legacy Elders	0	0.0	0	0.0	0	0.0	L53	Seasoned Survivors	41	0.7	41	0.4	41	0.2		
E19	Bungalow Heaven	1,102	19.8	1,574	14.9	1,812	10.6	M54	Down-to-Earth Owners	230	4.1	478	4.5	478	2.8		
E20	Classic Grandparents	53	1.0	224	2.1	224	1.3	M55	Offspring Overspill	75	1.3	187	1.8	187	1.1		
E21	Solo Retirees	102	1.8	251	2.4	251	1.5	M56	Self Supporters	252	4.5	456	4.3	456	2.7		
F22	Boomerang Boarders	66	1.2	70	0.7	73	0.4	N57	Community Elders	0	0.0	0	0.0	0	0.0		
F23	Family Ties	27	0.5	73	0.7	77	0.4	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0		
F24	Fledgling Free	152	2.7	613	5.8	635	3.7	N59	Asian Heritage	0	0.0	0	0.0	0	0.0		
F25	Dependable Me	37	0.7	111	1.0	111	0.6	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	0	0.0	O62	Central Pulse	0	0.0	0	0.0	0	0.0		
G28	Modern Parents	0	0.0	92	0.9	92	0.5	O63	Flexible Workforce	0	0.0	0	0.0	0	0.0		
G29	Mid-Career Convention	109	2.0	317	3.0	467	2.7	O64	Bus-Route Renters	75	1.3	75	0.7	75	0.4		
H30	Primary Ambitions	3	0.1	11	0.1	11	0.1	O65	Learners & Earners	0	0.0	0	0.0	0	0.0		
H31	Affordable Fringe	233	4.2	731	6.9	744	4.3	O66	Student Scene	0	0.0	0	0.0	0	0.0		
H32	First-Rung Futures	176	3.2	268	2.5	271	1.6	U99	Unclassified	0	0.0	1	0.0	8	0.0		
H33	Contemporary Starts	0	0.0	25	0.2	25	0.1										
H34	New Foundations	86	1.5	88	0.8	89	0.5										
H35	Flying Solo	197	3.5	205	1.9	205	1.2										
								Total		5,560		10,576		17,173			

Top 5 Mosaic Types

1. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the elderly



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

2. J40 Make Do & Move On

Yet to settle younger singles and couples making interim homes in low cost properties



- Late 20s and early 30s
- Singles and cohabitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

3. H31 Affordable Fringe

Settled families with children owning modest, 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

4. F24 Fledgling Free

Pre-retirement couples with respectable incomes enjoying greater space and spare cash since children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

5. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

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

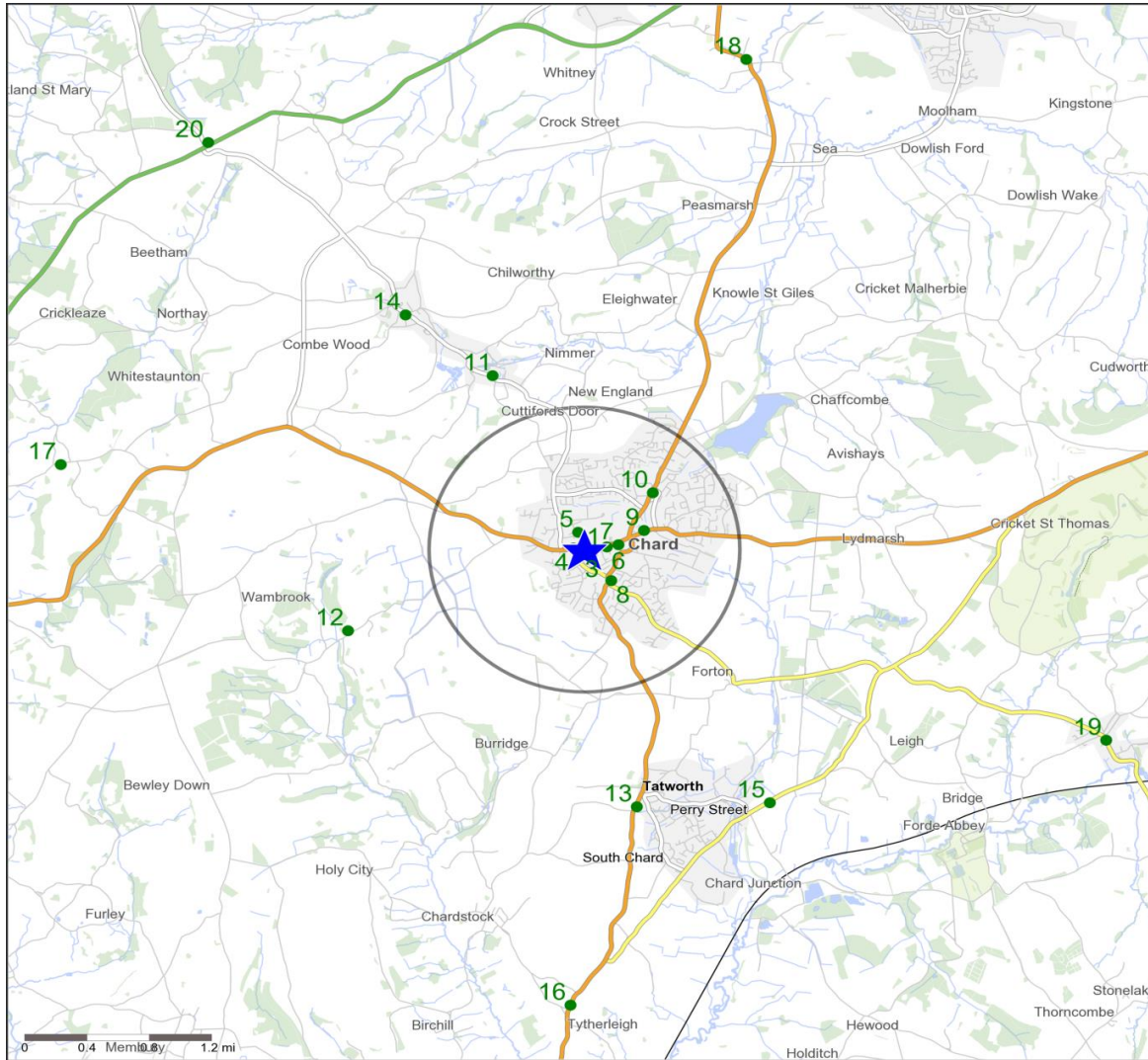
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Competitor Map



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Site
 Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Choughs	Punch Pub Company	0.0	0.1
2	Bath House Hotel And Restaurant	Independent Free	0.1	0.4
3	Gallery Cafe Bar & Bistro	Independent Free	0.1	0.4
4	Bellplot House Hotel	Independent Free	0.1	0.3
5	Bell & Crown Inn	Independent Free	0.1	2.2
6	Dolphin	Unknown	0.1	0.8
7	Cerdcic	Wetherspoon	0.2	1.0
8	Kings Head	Independent Free	0.3	1.1
9	Happy Return	Independent Free	0.4	1.6
10	Furnham Inn	Independent Free	0.6	2.3
11	Haymaker	Independent Free	1.4	4.2
12	Cotley Inn	Independent Free	1.6	4.5
13	Poppe Inn	Hall & Woodhouse	1.8	4.9
14	Green Dragon	Independent Free	2.0	6.4
15	Golden Fleece	Independent Free	2.1	7.6
16	Tytherleigh Arms Hotel	Independent Free	3.2	7.2
17	Howley Tavern	Independent Free	3.4	6.6
18	George Inn	Independent Free	3.6	8.7
19	Bell Inn	Independent Free	3.6	9.7
20	Eagle Tavern	Independent Free	3.7	8.4