

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

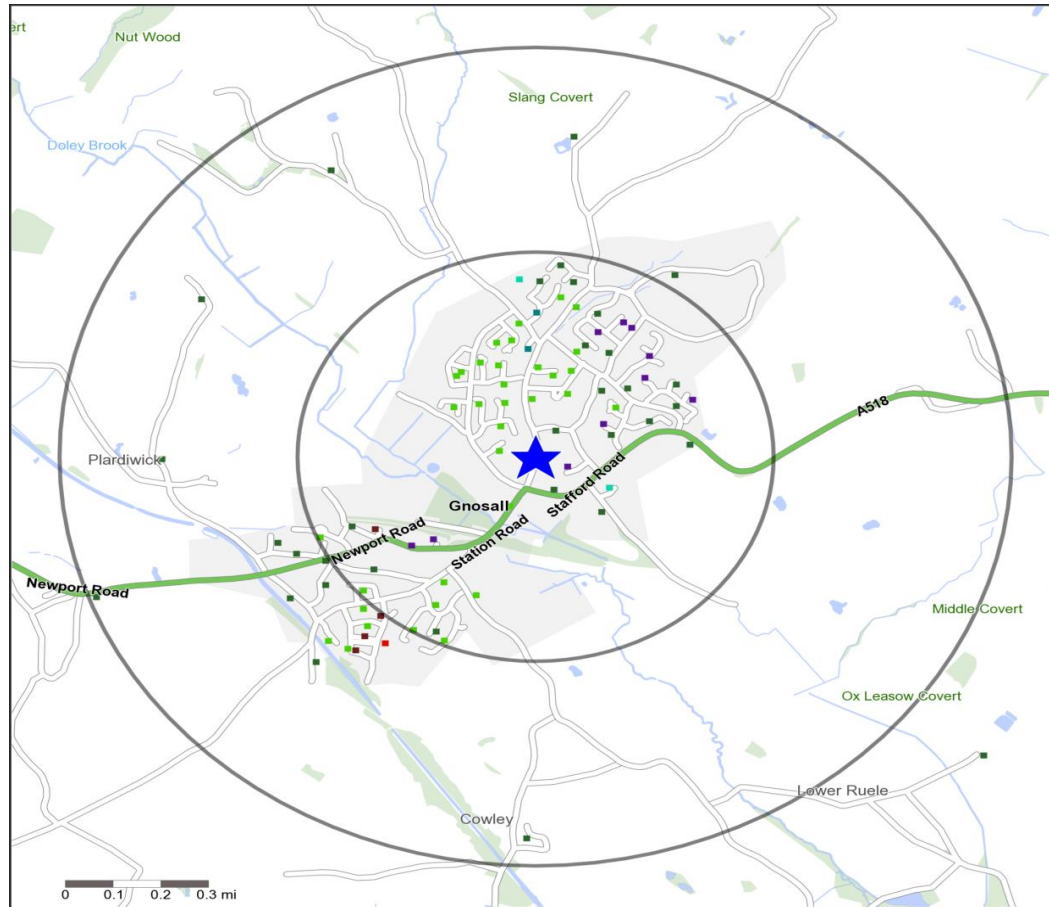


Number of Pubs	2	4	13
Catchment Adults 18+	2,591	3,395	9,652
Catchment Adults 18+ Per Pub	1,296	849	742

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	324	12.5	43	363	10.7	37	2,299	23.8	82
Great Pub Great Food Silver	1,751	67.6	147	2,152	63.4	138	6,058	62.8	137
Mainstream Pub with Food - Suburban Value	134	5.2	9	134	3.9	7	2,437	25.2	45
Mainstream Pub with Food - Suburban Aspiration	355	13.7	37	382	11.3	30	1,934	20.0	54
Mainstream Pub with Food - Country Value	2,182	84.2	681	2,672	78.7	637	4,903	50.8	411
Mainstream Pub with Food - Country Aspiration	931	35.9	290	1,124	33.1	267	2,680	27.8	224
Bit of Style	53	2.0	8	53	1.6	6	397	4.1	16
YPV Mainstream	0	0.0	0	0	0.0	0	8	0.1	4
YPV Premium	0	0.0	0	0	0.0	0	67	0.7	10
Community Wet	0	0.0	0	90	2.7	9	675	7.0	23
Total 18+ Population in Catchment	2,591			3,395			9,652		

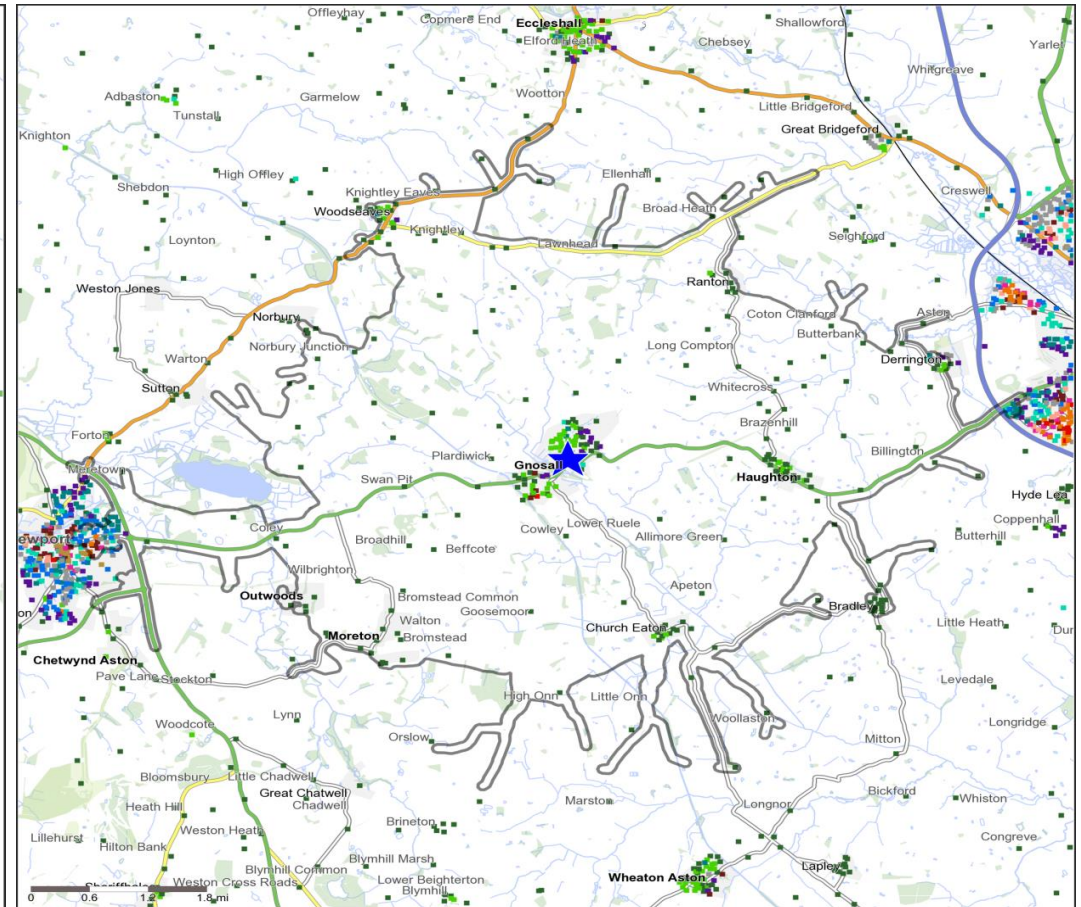
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	63.1	119	60.5	114	61.4	116
C2DE	36.9	79	39.5	84	38.6	82

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

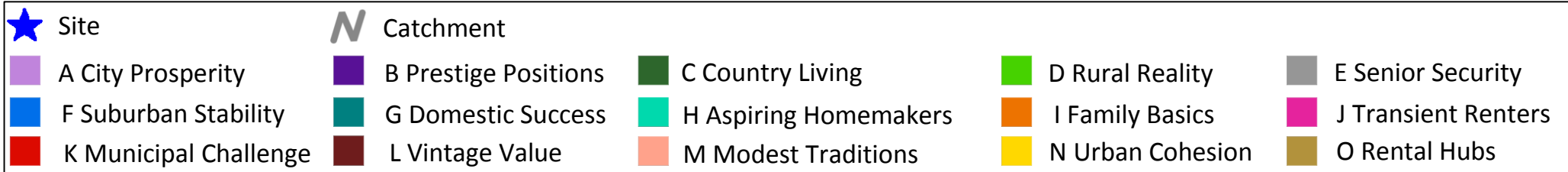


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Mosaic Groups in 10 minute DT Catchment Area



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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	0	0.0
A02	Uptown Elite		0	0.0	0	0.0	12	0.1	I37	Budget Generations		0	0.0	0	0.0	89	0.9
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	47	0.5
B05	Premium Fortunes		0	0.0	0	0.0	0	0.0	J40	Make Do & Move On		0	0.0	0	0.0	35	0.4
B06	Diamond Days		0	0.0	0	0.0	1	0.0	J41	Disconnected Youth		0	0.0	0	0.0	1	0.0
B07	Alpha Families		57	2.2	60	1.8	62	0.6	J42	Midlife Stopgap		0	0.0	0	0.0	57	0.6
B08	Bank of Mum and Dad		164	6.3	188	5.5	227	2.4	J43	Renting a Room		0	0.0	0	0.0	0	0.0
B09	Empty-Nest Adventure		0	0.0	0	0.0	127	1.3	K44	Inner City Stalwarts		0	0.0	0	0.0	0	0.0
C10	Wealthy Landowners		22	0.8	108	3.2	1,295	13.4	K45	Crowded Kaleidoscope		0	0.0	0	0.0	0	0.0
C11	Rural Vogue		7	0.3	19	0.6	555	5.8	K46	High Rise Residents		0	0.0	0	0.0	0	0.0
C12	Scattered Homesteads		0	0.0	40	1.2	280	2.9	K47	Streetwise Singles		0	0.0	90	2.7	90	0.9
C13	Village Retirement		710	27.4	876	25.8	1,944	20.1	K48	Low Income Workers		0	0.0	0	0.0	0	0.0
D14	Satellite Settlers		717	27.7	913	26.9	1,257	13.0	L49	Dependent Greys		0	0.0	0	0.0	0	0.0
D15	Local Focus		278	10.7	352	10.4	352	3.6	L50	Pocket Pensions		25	1.0	84	2.5	199	2.1
D16	Outlying Seniors		477	18.4	531	15.6	798	8.3	L51	Aided Elderly		0	0.0	0	0.0	14	0.1
D17	Far-Flung Outposts		0	0.0	0	0.0	0	0.0	L52	Estate Veterans		0	0.0	0	0.0	104	1.1
E18	Legacy Elders		0	0.0	0	0.0	0	0.0	L53	Seasoned Survivors		0	0.0	0	0.0	1	0.0
E19	Bungalow Heaven		0	0.0	0	0.0	233	2.4	M54	Down-to-Earth Owners		0	0.0	0	0.0	0	0.0
E20	Classic Grandparents		0	0.0	0	0.0	27	0.3	M55	Offspring Overspill		0	0.0	0	0.0	0	0.0
E21	Solo Retirees		0	0.0	0	0.0	120	1.2	M56	Self Supporters		0	0.0	0	0.0	0	0.0
F22	Boomerang Boarders		0	0.0	0	0.0	82	0.8	N57	Community Elders		0	0.0	0	0.0	0	0.0
F23	Family Ties		0	0.0	0	0.0	43	0.4	N58	Cultural Comfort		0	0.0	0	0.0	0	0.0
F24	Fledgling Free		0	0.0	0	0.0	319	3.3	N59	Asian Heritage		0	0.0	0	0.0	0	0.0
F25	Dependable Me		0	0.0	0	0.0	37	0.4	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		43	1.7	43	1.3	410	4.2	O63	Flexible Workforce		0	0.0	0	0.0	0	0.0
G29	Mid-Career Convention		0	0.0	0	0.0	267	2.8	O64	Bus-Route Renters		0	0.0	0	0.0	13	0.1
H30	Primary Ambitions		0	0.0	0	0.0	41	0.4	O65	Learners & Earners		0	0.0	0	0.0	7	0.1
H31	Affordable Fringe		0	0.0	0	0.0	172	1.8	O66	Student Scene		0	0.0	0	0.0	0	0.0
H32	First-Rung Futures		0	0.0	0	0.0	146	1.5	U99	Unclassified		0	0.0	0	0.0	8	0.1
H33	Contemporary Starts		53	2.0	53	1.6	95	1.0	Total			2,591		3,395		9,652	
H34	New Foundations		38	1.5	38	1.1	38	0.4									
H35	Flying Solo		0	0.0	0	0.0	47	0.5									

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. 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

3. 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

4. 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

5. B08 Bank of Mum and Dad

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support



- Married couples aged 50-65
- Adult children at home
- High salaries from senior positions
- Quality 4 bed detached homes
- Mortgage nearly paid off
- Use technology practically

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

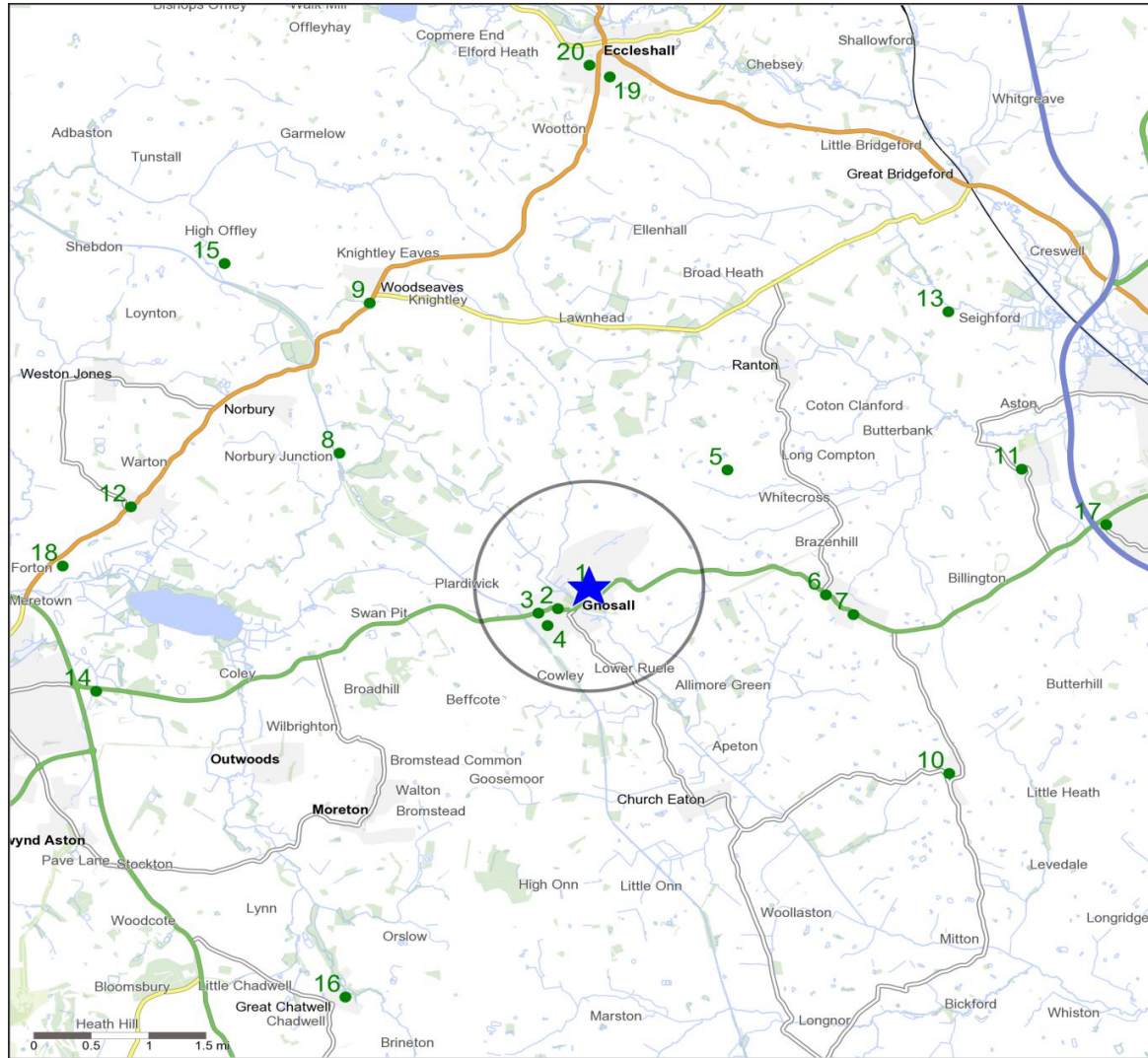
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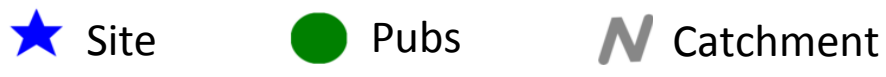
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Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Horns Inn	Punch Pub Company	0.0	0.1
2	Royal Oak	Punch Pub Company	0.3	1.4
3	Navigation Inn	Punch Pub Company	0.5	1.9
4	Boat Inn	Marston's	0.5	2.0
5	Hand & Cleaver Inn	Independent Free	1.6	6.5
6	Shropshire Inn	Punch Pub Company	2.1	4.6
7	Bell Inn	Enterprise Inns	2.3	5.7
8	Junction Inn	*Other Small Retail Groups	2.5	8.3
9	Cock Inn	Unknown	3.3	9.2
10	Red Lion Inn	Thwaites	3.6	10.2
11	Red Lion Inn	Enterprise Inns	3.9	9.9
12	Red Lion	Admiral Taverns Ltd	4.1	11.9
13	Hollybush	Titanic	4.1	12.0
14	Three Fish	Whitbread	4.4	8.3
15	Anchor Inn	Independent Free	4.4	13.4
16	Red Lion	Marston's	4.5	13.4
17	Oxleathers	*Other Small Retail Groups	4.6	9.8
18	Swan	British Country Inns	4.6	10.9
19	Badger	Enterprise Inns	4.9	12.4
20	Eagle Inn	Enterprise Inns	5.0	12.9