

1 Mile Catchment Mosaic Profile

A City Prosperity



K Municipal Challenge



O Rental Hubs



Per Pub Analysis

0.5 Mile Catchment

1 Mile Catchment

10 Minute DT Catchment

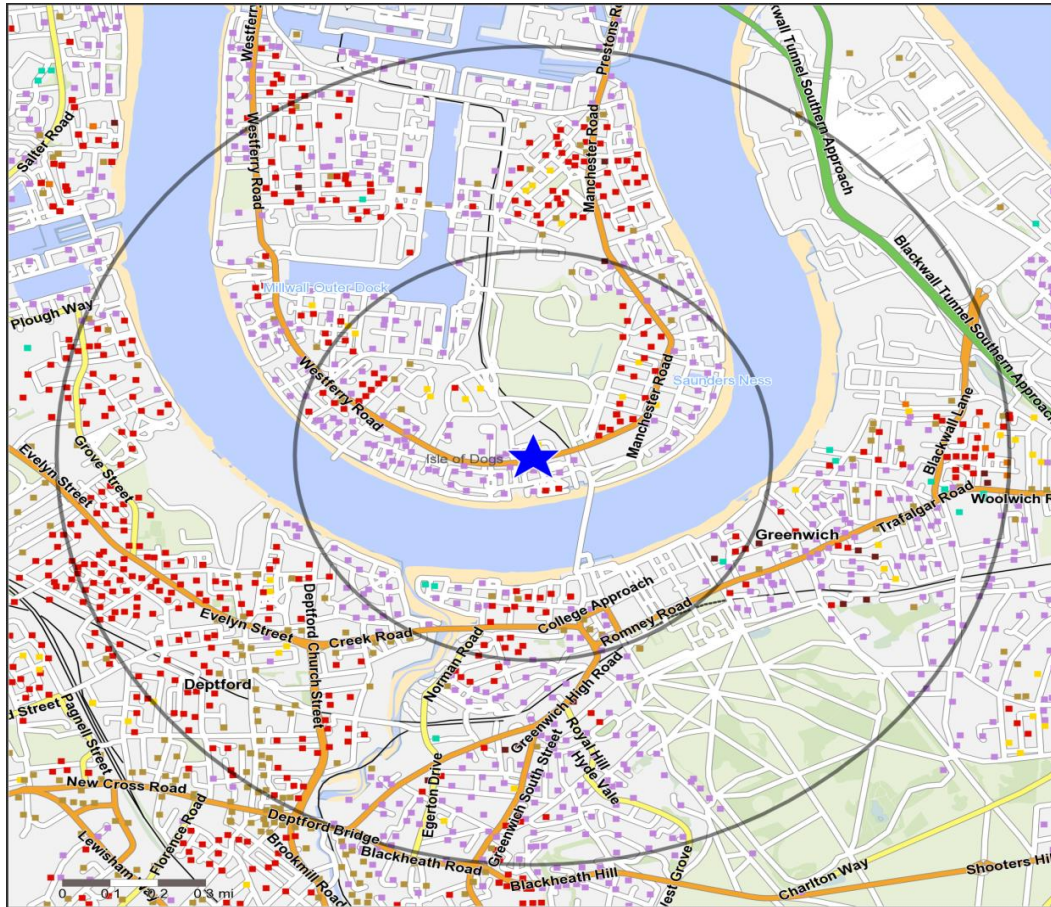
Number of Pubs	15	58	23
Catchment Adults 18+	14,053	57,714	38,794
Catchment Adults 18+ Per Pub	937	995	1,687

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	6,491	46.2	158		19,023	33.0	113		11,038	28.5	97	
Great Pub Great Food Silver	6,491	46.2	100		19,023	33.0	72		11,038	28.5	62	
Mainstream Pub with Food - Suburban Value	1,283	9.1	16		5,558	9.6	17		2,067	5.3	10	
Mainstream Pub with Food - Suburban Aspiration	8,920	63.5	171		32,376	56.1	151		27,474	70.8	191	
Mainstream Pub with Food - Country Value	0	0.0	0		0	0.0	0		0	0.0	0	
Mainstream Pub with Food - Country Aspiration	0	0.0	0		0	0.0	0		0	0.0	0	
Bit of Style	9,750	69.4	278		33,920	58.8	236		28,249	72.8	292	
YPV Mainstream	446	3.2	156		732	1.3	62		46	0.1	6	
YPV Premium	1,598	11.4	170		5,846	10.1	152		2,363	6.1	91	
Community Wet	1,849	13.2	43		7,640	13.2	43		3,071	7.9	26	
Total 18+ Population in Catchment	14,053				57,714				38,794			

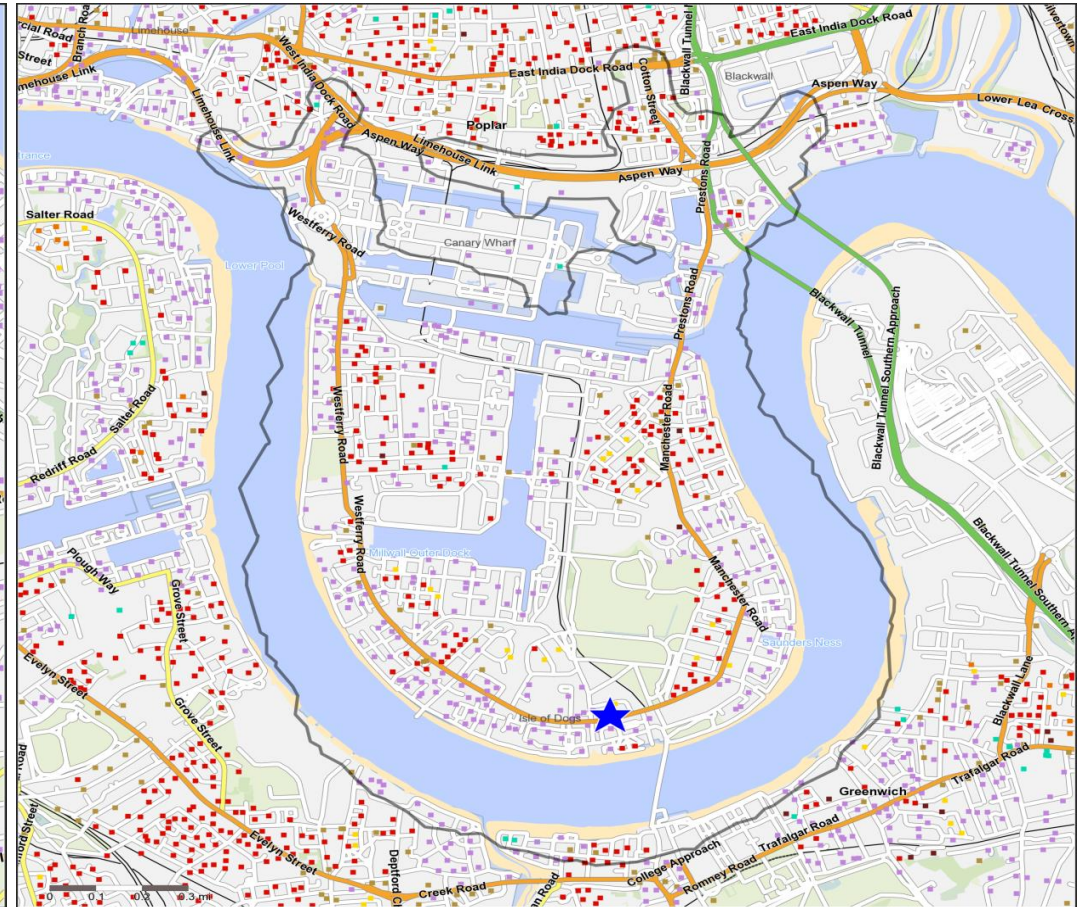
Social Grade	0.5 Mile Catchment			1 Mile Catchment			10 Minute DT Catchment		
	%	Index		%	Index		%	Index	
ABC1	74.1	140		70.0	132		76.6	144	
C2DE	25.9	55		30.0	64		23.4	50	

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

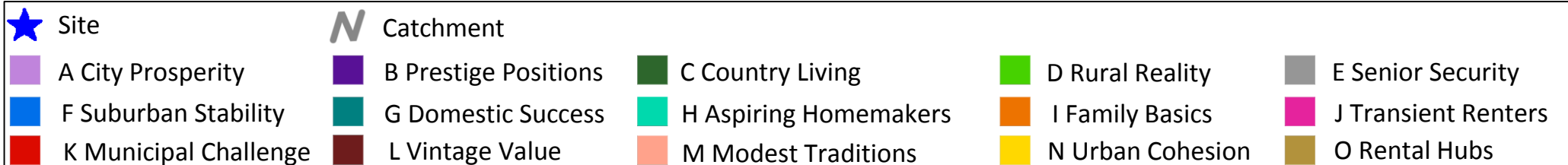
Mosaic Groups in 10 minute DT Catchment Area



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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	1,266	2.2	72	0.2	I36	Solid Economy		0	0.0	162	0.3	0	0.0
A02	Uptown Elite		845	6.0	4,885	8.5	710	1.8	I37	Budget Generations		0	0.0	0	0.0	0	0.0
A03	Penthouse Chic		1,661	11.8	9,051	15.7	14,848	38.3	I38	Childcare Squeeze		0	0.0	0	0.0	0	0.0
A04	Metro High-Flyers		5,486	39.0	13,826	24.0	10,175	26.2	I39	Families with Needs		0	0.0	0	0.0	0	0.0
B05	Premium Fortunes		0	0.0	0	0.0	0	0.0	J40	Make Do & Move On		0	0.0	0	0.0	0	0.0
B06	Diamond Days		0	0.0	0	0.0	0	0.0	J41	Disconnected Youth		0	0.0	0	0.0	0	0.0
B07	Alpha Families		0	0.0	0	0.0	0	0.0	J42	Midlife Stopgap		0	0.0	0	0.0	0	0.0
B08	Bank of Mum and Dad		0	0.0	0	0.0	0	0.0	J43	Renting a Room		0	0.0	0	0.0	0	0.0
B09	Empty-Nest Adventure		0	0.0	0	0.0	0	0.0	K44	Inner City Stalwarts		1,321	9.4	5,810	10.1	2,851	7.3
C10	Wealthy Landowners		0	0.0	0	0.0	0	0.0	K45	Crowded Kaleidoscope		1,913	13.6	11,896	20.6	6,352	16.4
C11	Rural Vogue		0	0.0	0	0.0	0	0.0	K46	High Rise Residents		0	0.0	161	0.3	0	0.0
C12	Scattered Homesteads		0	0.0	0	0.0	0	0.0	K47	Streetwise Singles		0	0.0	0	0.0	0	0.0
C13	Village Retirement		0	0.0	0	0.0	0	0.0	K48	Low Income Workers		0	0.0	0	0.0	0	0.0
D14	Satellite Settlers		0	0.0	0	0.0	0	0.0	L49	Dependent Greys		0	0.0	372	0.6	142	0.4
D15	Local Focus		0	0.0	0	0.0	0	0.0	L50	Pocket Pensions		0	0.0	0	0.0	0	0.0
D16	Outlying Seniors		0	0.0	0	0.0	0	0.0	L51	Aided Elderly		82	0.6	403	0.7	32	0.1
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		0	0.0	0	0.0	0	0.0	L53	Seasoned Survivors		0	0.0	0	0.0	0	0.0
E19	Bungalow Heaven		0	0.0	0	0.0	0	0.0	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	0	0.0
E21	Solo Retirees		0	0.0	0	0.0	0	0.0	M56	Self Supporters		0	0.0	0	0.0	0	0.0
F22	Boomerang Boarders		0	0.0	0	0.0	0	0.0	N57	Community Elders		273	1.9	379	0.7	294	0.8
F23	Family Ties		0	0.0	0	0.0	0	0.0	N58	Cultural Comfort		263	1.9	595	1.0	394	1.0
F24	Fledgling Free		0	0.0	0	0.0	0	0.0	N59	Asian Heritage		0	0.0	0	0.0	0	0.0
F25	Dependable Me		0	0.0	0	0.0	0	0.0	N60	Ageing Access		0	0.0	518	0.9	0	0.0
G26	Cafés and Catchments		0	0.0	0	0.0	0	0.0	O61	Career Builders		160	1.1	312	0.5	153	0.4
G27	Thriving Independence		0	0.0	0	0.0	0	0.0	O62	Central Pulse		835	5.9	2,812	4.9	1,137	2.9
G28	Modern Parents		0	0.0	0	0.0	0	0.0	O63	Flexible Workforce		317	2.3	2,235	3.9	1,180	3.0
G29	Mid-Career Convention		0	0.0	0	0.0	0	0.0	O64	Bus-Route Renters		0	0.0	67	0.1	0	0.0
H30	Primary Ambitions		0	0.0	0	0.0	0	0.0	O65	Learners & Earners		0	0.0	37	0.1	0	0.0
H31	Affordable Fringe		0	0.0	0	0.0	0	0.0	O66	Student Scene		446	3.2	695	1.2	46	0.1
H32	First-Rung Futures		0	0.0	0	0.0	0	0.0	U99	Unclassified		0	0.0	750	1.3	0	0.0
H33	Contemporary Starts		0	0.0	0	0.0	0	0.0	Total			14,053		57,714		38,794	
H34	New Foundations		451	3.2	1,482	2.6	408	1.1									
H35	Flying Solo		0	0.0	0	0.0	0	0.0									

Top 5 Mosaic Types

1. A04 Metro High-Flyers

Ambitious 20 and 30-somethings renting expensive apartments in highly commutable areas of major cities



- Late 20s and 30s
- High priced 1 or 2 bed apartments
- Renting alone or sharing
- Highly educated professionals
- Easily commutable suburbs
- IT savvy

2. K45 Crowded Kaleidoscope

Multi-cultural households with children renting social flats in over-crowded conditions



- Many children
- Non-nuclear household composition
- High diversity
- Commute by bus
- 1 or 2 bed flats socially rented
- Read online electrical reviews

3. A03 Penthouse Chic

City suits renting premium-priced flats in prestige central locations where they work hard and play hard



- Expensive apartments in city centre
- Aged under 35 and often living alone
- High rewards from city based jobs
- Extensive use of smartphones
- Very high Internet use everyday
- Highest champagne drinkers

4. K44 Inner City Stalwarts

Long-term renters of inner city social flats who have witnessed many changes



- Mostly single adults
- Aged 56+
- Renting from social landlord
- Flats in inner city areas
- Long-term residents
- Diverse neighbourhoods

5. A02 Uptown Elite

High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort



- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

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

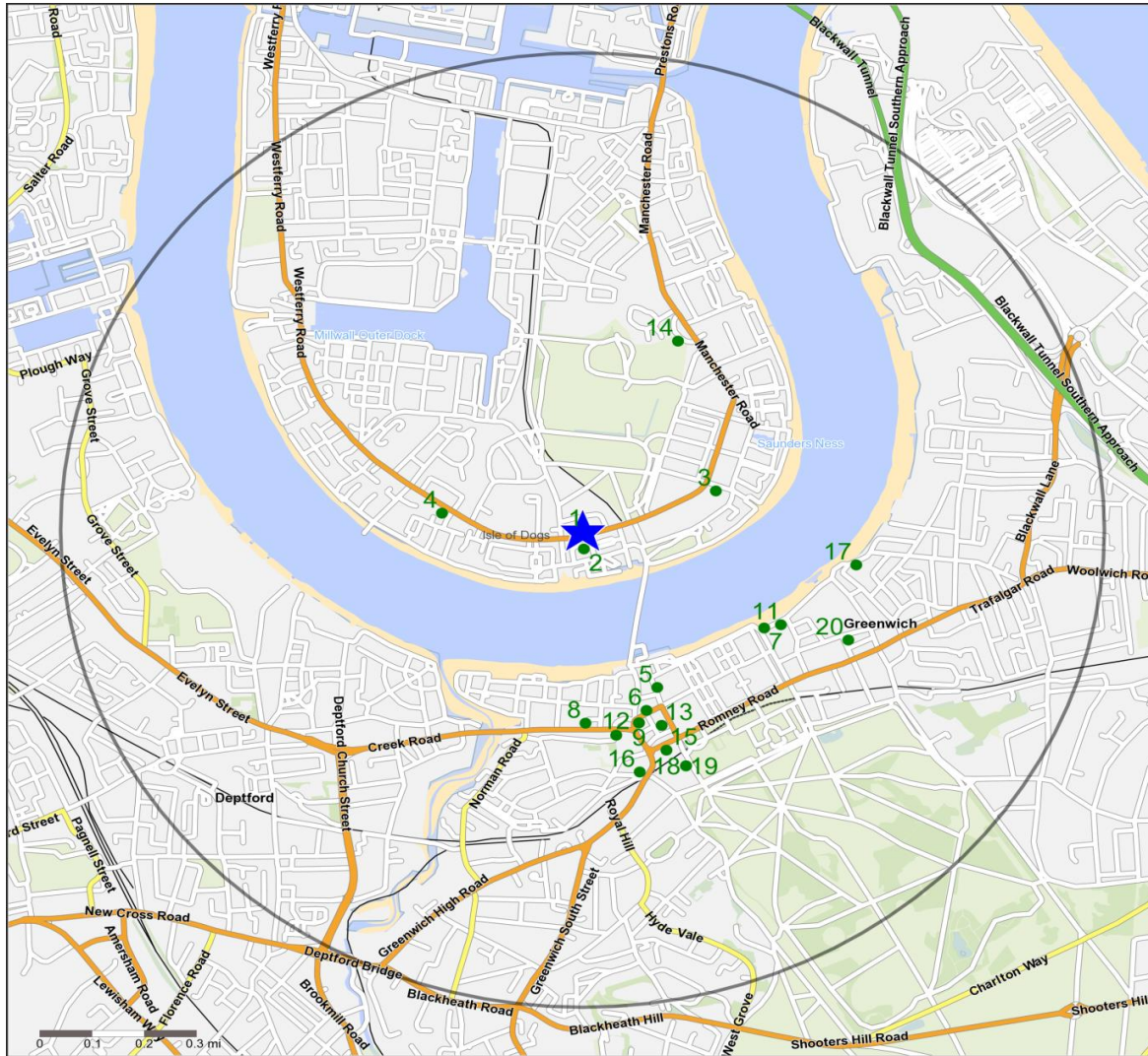
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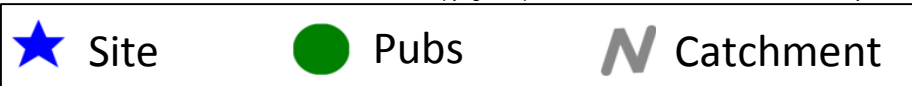
Experian Helpdesk: EMSUKHelpdesk@experian.com

0115 968 5099

Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Lord Nelson	Punch Pub Company	0.0	0.1
2	Ferry House	Enterprise Inns	0.0	1.1
3	Great Eastern	Punch Pub Company	0.3	1.9
4	Ship	Enterprise Inns	0.3	1.8
5	Old Brewery	Youngs	0.4	23.6
6	Admiral Hardy	Greenwich Inc	0.4	23.7
7	Trafalgar Tavern	Greenwich Inc	0.4	22.5
8	Gate Clock	Wetherspoon	0.4	23.8
9	Gipsy Moth	Mitchells & Butlers	0.4	23.4
10	Spanish Galleon	Shepherd Neame	0.4	23.4
11	Yacht	Greene King	0.4	22.4
12	Lord Hood	*Other Small Retail Groups	0.4	23.6
13	Coach & Horses	Redcomb Pubs Ltd	0.4	23.7
14	Pier Tavern	Enterprise Inns	0.4	3.4
15	Bills	Bills	0.5	23.1
16	Mitre	Mitchells & Butlers	0.5	23.6
17	Cutty Sark Tavern	Youngs	0.5	22.1
18	Kings Arms	Greene King	0.5	24.8
19	Greenwich Park And Grill	Greenwich Inc	0.5	24.8
20	Star & Garter	Admiral Taverns Ltd	0.6	21.6