

1 Mile Catchment Mosaic Profile

C Country Living



D Rural Reality



No Relevant
Mosaic Group

Per Pub Analysis

0.5 Mile Catchment

1 Mile Catchment

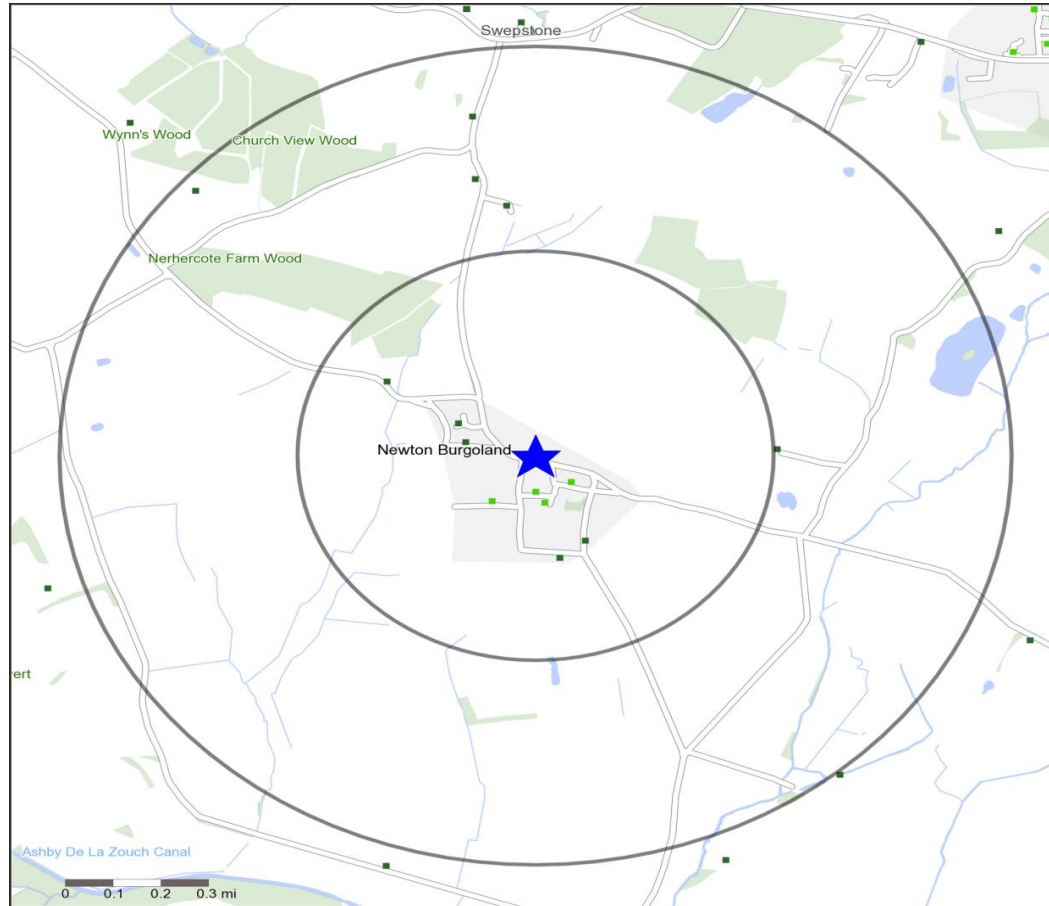
10 Minute DT Catchment

Number of Pubs	1	1	20
Catchment Adults 18+	322	420	13,354
Catchment Adults 18+ Per Pub	322	420	668

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	80	24.8	85	106	25.2	86	4,449	33.3	114
Great Pub Great Food Silver	289	89.8	195	355	84.5	184	8,745	65.5	142
Mainstream Pub with Food - Suburban Value	0	0.0	0	0	0.0	0	7,638	57.2	103
Mainstream Pub with Food - Suburban Aspiration	0	0.0	0	0	0.0	0	4,528	33.9	91
Mainstream Pub with Food - Country Value	209	64.9	525	249	59.3	480	5,105	38.2	309
Mainstream Pub with Food - Country Aspiration	125	38.8	313	135	32.1	259	2,403	18.0	145
Bit of Style	0	0.0	0	0	0.0	0	1,210	9.1	36
YPV Mainstream	0	0.0	0	0	0.0	0	0	0.0	0
YPV Premium	0	0.0	0	0	0.0	0	83	0.6	9
Community Wet	0	0.0	0	0	0.0	0	2,712	20.3	66
Total 18+ Population in Catchment	322			420			13,354		

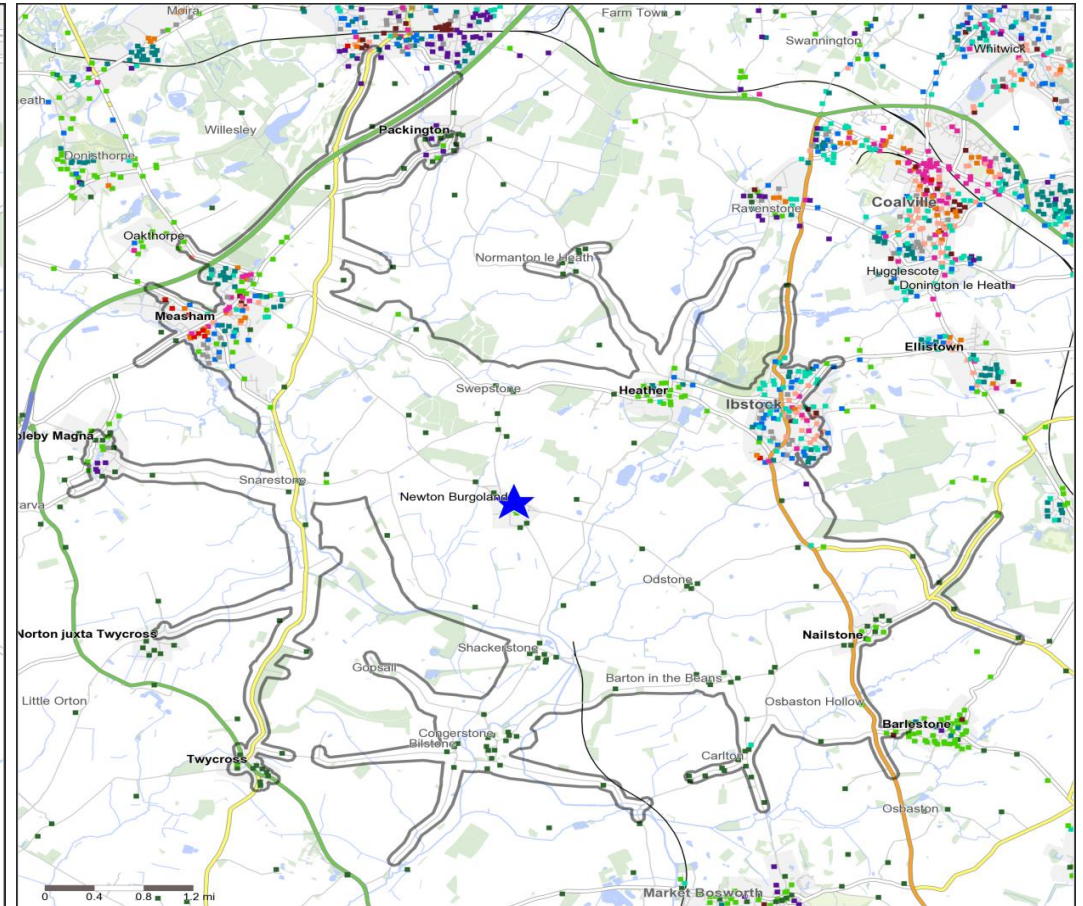
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	63.1	119	63.3	119	50.6	95
C2DE	36.9	79	36.7	78	49.4	105

Mosaic Groups in 0.5 and 1 Mile Catchment Areas



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

Mosaic Groups in 10 minute DT Catchment Area



Copyright Experian Ltd, HERE 2015. Ordnance Survey © Crown copyright 2015

★ Site	N Catchment			
■ A City Prosperity	■ B Prestige Positions	■ C Country Living	■ D Rural Reality	■ E Senior Security
■ F Suburban Stability	■ G Domestic Success	■ H Aspiring Homemakers	■ I Family Basics	■ J Transient Renters
■ K Municipal Challenge	■ L Vintage Value	■ M Modest Traditions	■ N Urban Cohesion	■ O Rental Hubs

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+	%
<div></div>	A01	World-Class Wealth	0	0.0	0	0.0	0	0.0	<div></div>	I36	Solid Economy	0	0.0	0	0.0	39	0.3
<div></div>	A02	Uptown Elite	0	0.0	0	0.0	0	0.0	<div></div>	I37	Budget Generations	0	0.0	0	0.0	280	2.1
<div></div>	A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	<div></div>	I38	Childcare Squeeze	0	0.0	0	0.0	112	0.8
<div></div>	A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	<div></div>	I39	Families with Needs	0	0.0	0	0.0	151	1.1
<div></div>	B05	Premium Fortunes	0	0.0	0	0.0	6	0.0	<div></div>	J40	Make Do & Move On	0	0.0	0	0.0	394	3.0
<div></div>	B06	Diamond Days	0	0.0	0	0.0	32	0.2	<div></div>	J41	Disconnected Youth	0	0.0	0	0.0	0	0.0
<div></div>	B07	Alpha Families	0	0.0	0	0.0	128	1.0	<div></div>	J42	Midlife Stopgap	0	0.0	0	0.0	241	1.8
<div></div>	B08	Bank of Mum and Dad	0	0.0	0	0.0	32	0.2	<div></div>	J43	Renting a Room	0	0.0	0	0.0	0	0.0
<div></div>	B09	Empty-Nest Adventure	0	0.0	0	0.0	16	0.1	<div></div>	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0
<div></div>	C10	Wealthy Landowners	33	10.2	65	15.5	616	4.6	<div></div>	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0
<div></div>	C11	Rural Vogue	80	24.8	106	25.2	796	6.0	<div></div>	K46	High Rise Residents	0	0.0	0	0.0	0	0.0
<div></div>	C12	Scattered Homesteads	0	0.0	0	0.0	31	0.2	<div></div>	K47	Streetwise Singles	0	0.0	0	0.0	81	0.6
<div></div>	C13	Village Retirement	125	38.8	135	32.1	1,191	8.9	<div></div>	K48	Low Income Workers	0	0.0	0	0.0	273	2.0
<div></div>	D14	Satellite Settlers	84	26.1	114	27.1	1,029	7.7	<div></div>	L49	Dependent Greys	0	0.0	0	0.0	0	0.0
<div></div>	D15	Local Focus	0	0.0	0	0.0	517	3.9	<div></div>	L50	Pocket Pensions	0	0.0	0	0.0	145	1.1
<div></div>	D16	Outlying Seniors	0	0.0	0	0.0	823	6.2	<div></div>	L51	Aided Elderly	0	0.0	0	0.0	0	0.0
<div></div>	D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	<div></div>	L52	Estate Veterans	0	0.0	0	0.0	0	0.0
<div></div>	E18	Legacy Elders	0	0.0	0	0.0	0	0.0	<div></div>	L53	Seasoned Survivors	0	0.0	0	0.0	32	0.2
<div></div>	E19	Bungalow Heaven	0	0.0	0	0.0	547	4.1	<div></div>	M54	Down-to-Earth Owners	0	0.0	0	0.0	447	3.3
<div></div>	E20	Classic Grandparents	0	0.0	0	0.0	72	0.5	<div></div>	M55	Offspring Overspill	0	0.0	0	0.0	161	1.2
<div></div>	E21	Solo Retirees	0	0.0	0	0.0	108	0.8	<div></div>	M56	Self Supporters	0	0.0	0	0.0	391	2.9
<div></div>	F22	Boomerang Boarders	0	0.0	0	0.0	66	0.5	<div></div>	N57	Community Elders	0	0.0	0	0.0	0	0.0
<div></div>	F23	Family Ties	0	0.0	0	0.0	157	1.2	<div></div>	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0
<div></div>	F24	Fledgling Free	0	0.0	0	0.0	998	7.5	<div></div>	N59	Asian Heritage	0	0.0	0	0.0	0	0.0
<div></div>	F25	Dependable Me	0	0.0	0	0.0	258	1.9	<div></div>	N60	Ageing Access	0	0.0	0	0.0	0	0.0
<div></div>	G26	Cafés and Catchments	0	0.0	0	0.0	0	0.0	<div></div>	O61	Career Builders	0	0.0	0	0.0	0	0.0
<div></div>	G27	Thriving Independence	0	0.0	0	0.0	0	0.0	<div></div>	O62	Central Pulse	0	0.0	0	0.0	0	0.0
<div></div>	G28	Modern Parents	0	0.0	0	0.0	876	6.6	<div></div>	O63	Flexible Workforce	0	0.0	0	0.0	0	0.0
<div></div>	G29	Mid-Career Convention	0	0.0	0	0.0	574	4.3	<div></div>	O64	Bus-Route Renters	0	0.0	0	0.0	0	0.0
<div></div>	H30	Primary Ambitions	0	0.0	0	0.0	0	0.0	<div></div>	O65	Learners & Earners	0	0.0	0	0.0	0	0.0
<div></div>	H31	Affordable Fringe	0	0.0	0	0.0	761	5.7	<div></div>	O66	Student Scene	0	0.0	0	0.0	0	0.0
<div></div>	H32	First-Rung Futures	0	0.0	0	0.0	203	1.5	<div></div>	U99	Unclassified	0	0.0	0	0.0	0	0.0
<div></div>	H33	Contemporary Starts	0	0.0	0	0.0	530	4.0	Total			322		420		13,354	
<div></div>	H34	New Foundations	0	0.0	0	0.0	157	1.2									
<div></div>	H35	Flying Solo	0	0.0	0	0.0	83	0.6									

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. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work



- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

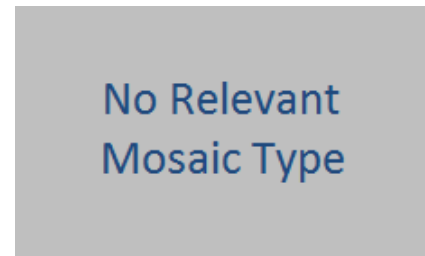
4. C10 Wealthy Landowners

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

5.



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

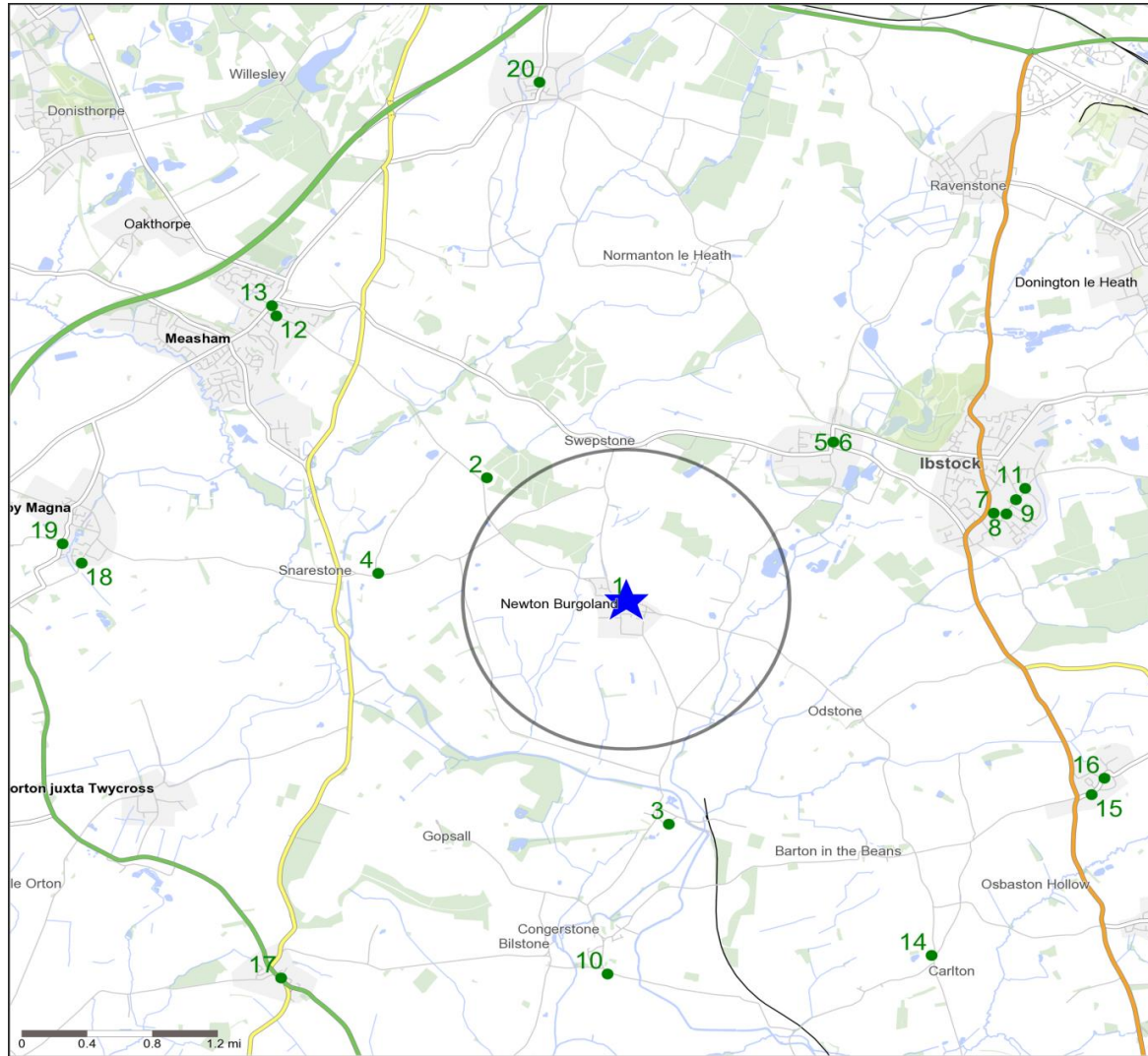
www.segmentationportal.com

If you do not have log in details for Segmentation Portal then please contact the

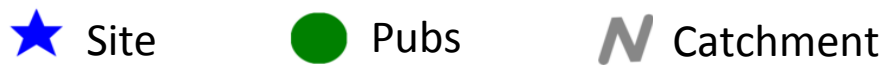
Experian Helpdesk: EMSUKHelpdesk@experian.com

0115 968 5099

Competitor Map



Copyright Experian Ltd, HERE 2015. Ordnance Survey ©Crown copyright 2015



Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Belper Arms	Punch Pub Company	0.0	0.2
2	Odd House Inn	Independent Free	1.2	3.4
3	Rising Sun	Independent Free	1.5	4.4
4	Globe Inn	Enterprise Inns	1.5	4.5
5	Queens Head	Marston's	1.6	5.7
6	Crown	Enterprise Inns	1.6	5.7
7	Boot	Enterprise Inns	2.3	9.2
8	Whimsey Inn	*Other Small Retail Groups	2.4	9.2
9	Ram Inn	Unknown	2.5	9.7
10	Horse & Jockey	Independent Free	2.5	7.1
11	Waggon & Horses	Enterprise Inns	2.6	9.8
12	White Hart	*Other Small Retail Groups	2.9	7.5
13	Bird In Hand	Punch Pub Company	2.9	7.7
14	Gate Hangs Well	Independent Free	3.0	8.3
15	Bulls Head	Unknown	3.1	8.4
16	Nut & Squirrel	Unknown	3.2	8.8
17	Turpins Bar And Grill	Enterprise Inns	3.3	9.4
18	Black Horse	Marston's	3.3	9.3
19	Crown Inn	Marston's	3.5	10.0
20	Bull & Lion	Marston's	3.5	10.0