

1 Mile Catchment Mosaic Profile

Per Pub Analysis

0.5 Mile Catchment

1 Mile Catchment

10 Minute DT Catchment

I Family Basics



H Aspiring Homemakers



E Senior Security



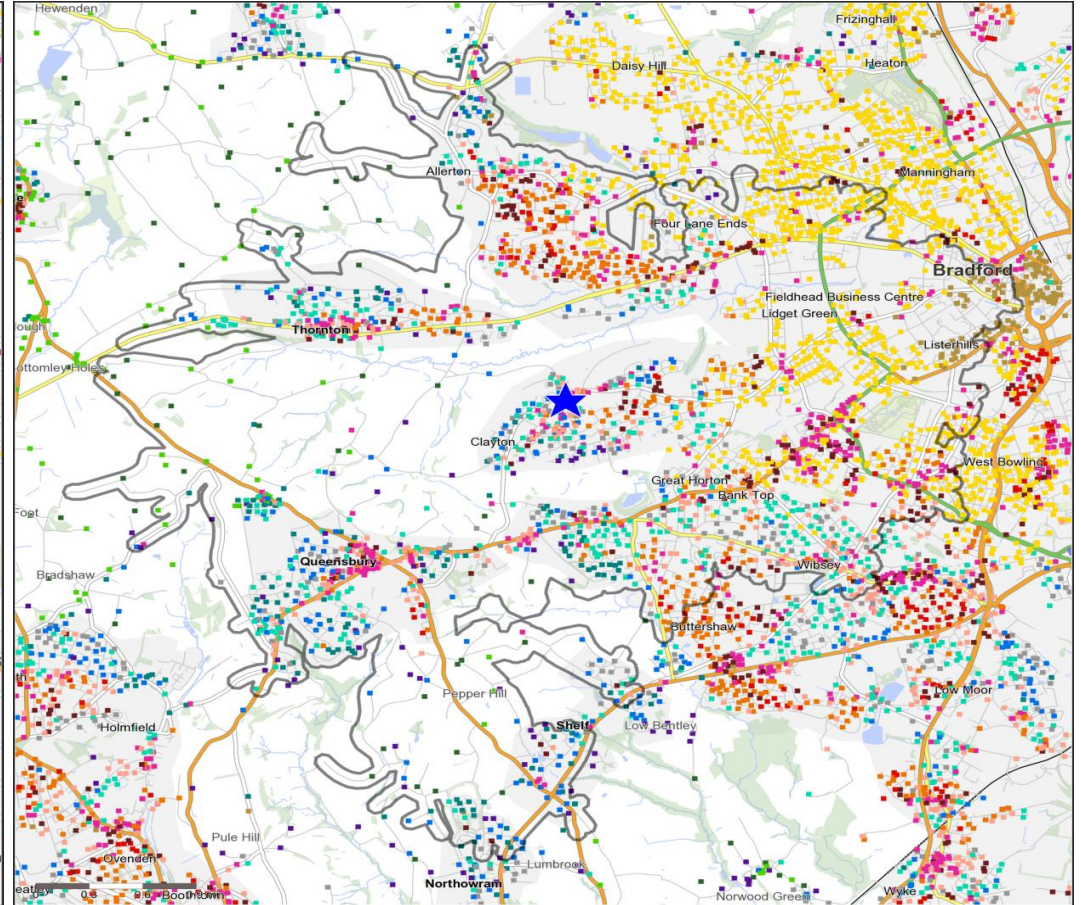
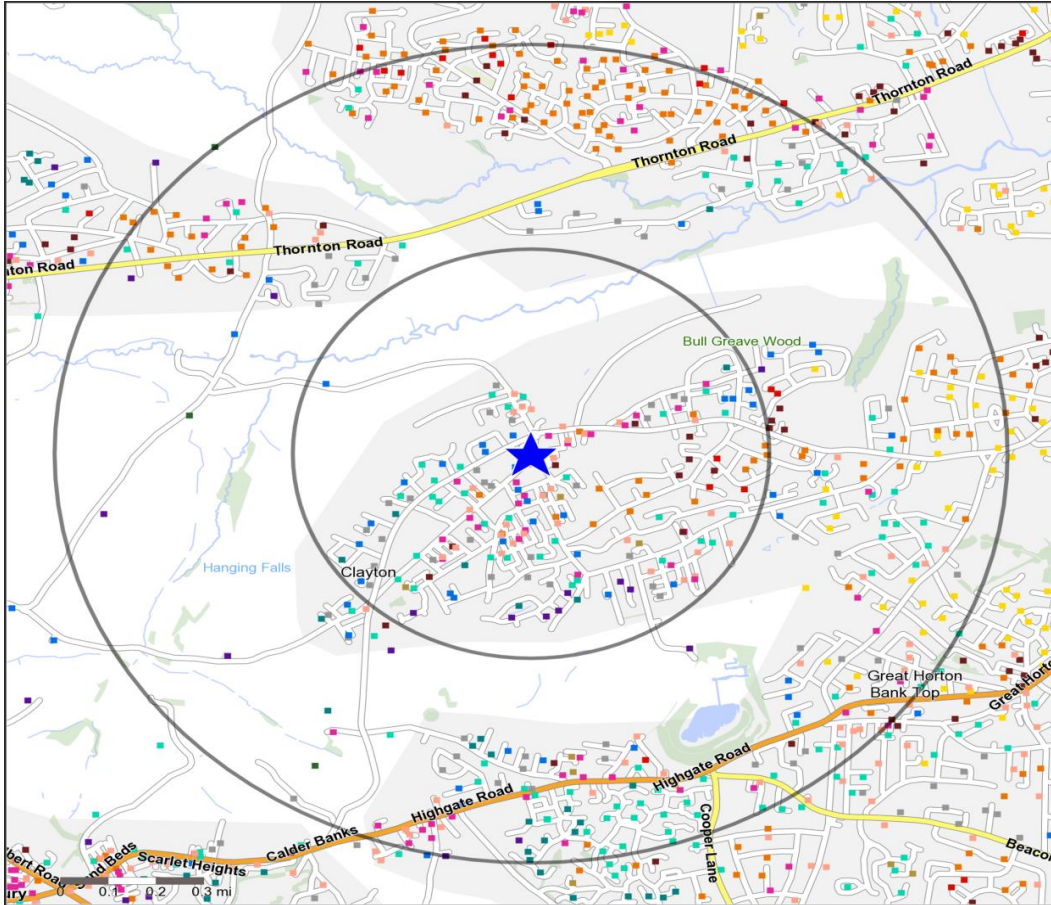
Number of Pubs	4	9	61
Catchment Adults 18+	5,194	16,636	85,332
Catchment Adults 18+ Per Pub	1,299	1,848	1,399

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	1,427	27.5	94	3,303	19.9	68	13,167	15.4	53
Great Pub Great Food Silver	2,532	48.7	106	7,031	42.3	92	26,170	30.7	67
Mainstream Pub with Food - Suburban Value	4,539	87.4	157	14,615	87.9	158	51,697	60.6	109
Mainstream Pub with Food - Suburban Aspiration	1,977	38.1	103	4,671	28.1	76	17,324	20.3	55
Mainstream Pub with Food - Country Value	215	4.1	33	675	4.1	33	2,607	3.1	25
Mainstream Pub with Food - Country Aspiration	457	8.8	71	727	4.4	35	2,345	2.7	22
Bit of Style	683	13.1	53	2,629	15.8	63	14,292	16.7	67
YPV Mainstream	0	0.0	0	149	0.9	44	2,978	3.5	172
YPV Premium	130	2.5	37	329	2.0	30	3,241	3.8	57
Community Wet	3,033	58.4	189	9,011	54.2	175	31,108	36.5	118
Total 18+ Population in Catchment	5,194			16,636			85,332		

Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	49.7	94	46.1	87	42.9	81
C2DE	50.3	107	53.9	115	57.1	122

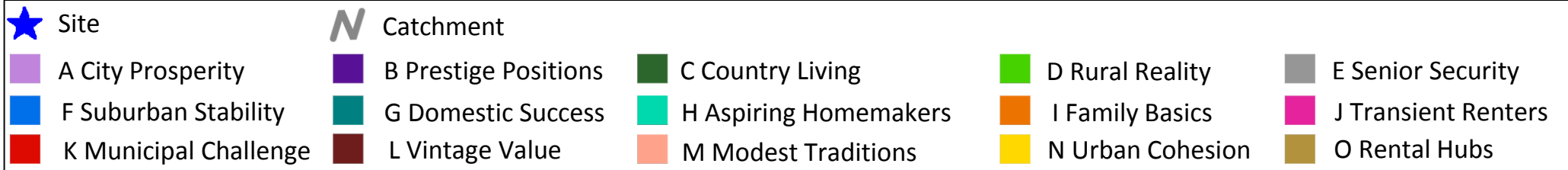
Mosaic Groups in 0.5 and 1 Mile Catchment Areas

Mosaic Groups in 10 minute DT Catchment Area



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Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	Catchment Adults 18+	%	Catchment Adults 18+	%	Catchment Adults 18+	%
A01 World-Class Wealth	0	0.0	0	0.0	0	0.0
A02 Uptown Elite	0	0.0	0	0.0	0	0.0
A03 Penthouse Chic	0	0.0	0	0.0	0	0.0
A04 Metro High-Flyers	0	0.0	0	0.0	0	0.0
B05 Premium Fortunes	0	0.0	0	0.0	9	0.0
B06 Diamond Days	0	0.0	0	0.0	6	0.0
B07 Alpha Families	100	1.9	100	0.6	162	0.2
B08 Bank of Mum and Dad	206	4.0	275	1.7	642	0.8
B09 Empty-Nest Adventure	0	0.0	0	0.0	247	0.3
C10 Wealthy Landowners	6	0.1	13	0.1	170	0.2
C11 Rural Vogue	0	0.0	1	0.0	80	0.1
C12 Scattered Homesteads	0	0.0	0	0.0	10	0.0
C13 Village Retirement	0	0.0	1	0.0	55	0.1
D14 Satellite Settlers	0	0.0	2	0.0	312	0.4
D15 Local Focus	0	0.0	0	0.0	138	0.2
D16 Outlying Seniors	0	0.0	1	0.0	84	0.1
D17 Far-Flung Outposts	0	0.0	0	0.0	0	0.0
E18 Legacy Elders	0	0.0	1	0.0	13	0.0
E19 Bungalow Heaven	93	1.8	418	2.5	1,035	1.2
E20 Classic Grandparents	255	4.9	591	3.6	1,346	1.6
E21 Solo Retirees	251	4.8	823	4.9	1,927	2.3
F22 Boomerang Boarders	108	2.1	299	1.8	869	1.0
F23 Family Ties	225	4.3	701	4.2	2,213	2.6
F24 Fledgling Free	122	2.3	253	1.5	983	1.2
F25 Dependable Me	218	4.2	315	1.9	1,597	1.9
G26 Cafés and Catchments	0	0.0	0	0.0	12	0.0
G27 Thriving Independence	29	0.6	98	0.6	241	0.3
G28 Modern Parents	49	0.9	183	1.1	2,612	3.1
G29 Mid-Career Convention	219	4.2	368	2.2	1,453	1.7
H30 Primary Ambitions	303	5.8	763	4.6	1,986	2.3
H31 Affordable Fringe	355	6.8	1,422	8.5	5,074	5.9
H32 First-Rung Futures	181	3.5	606	3.6	2,048	2.4
H33 Contemporary Starts	0	0.0	341	2.0	1,075	1.3
H34 New Foundations	0	0.0	2	0.0	14	0.0
H35 Flying Solo	4	0.1	73	0.4	121	0.1

Mosaic Type Profile	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	Catchment Adults 18+	%	Catchment Adults 18+	%	Catchment Adults 18+	%
I36 Solid Economy	0	0.0	161	1.0	331	0.4
I37 Budget Generations	105	2.0	407	2.4	815	1.0
I38 Childcare Squeeze	130	2.5	1,086	6.5	3,434	4.0
I39 Families with Needs	230	4.4	1,608	9.7	4,439	5.2
J40 Make Do & Move On	32	0.6	269	1.6	1,326	1.6
J41 Disconnected Youth	0	0.0	149	0.9	738	0.9
J42 Midlife Stopgap	388	7.5	769	4.6	2,051	2.4
J43 Renting a Room	8	0.2	74	0.4	3,611	4.2
K44 Inner City Stalwarts	0	0.0	0	0.0	0	0.0
K45 Crowded Kaleidoscope	0	0.0	0	0.0	5	0.0
K46 High Rise Residents	0	0.0	0	0.0	0	0.0
K47 Streetwise Singles	98	1.9	257	1.5	722	0.8
K48 Low Income Workers	41	0.8	213	1.3	1,109	1.3
L49 Dependent Greys	72	1.4	274	1.6	1,570	1.8
L50 Pocket Pensions	103	2.0	246	1.5	1,228	1.4
L51 Aided Elderly	38	0.7	85	0.5	199	0.2
L52 Estate Veterans	103	2.0	129	0.8	351	0.4
L53 Seasoned Survivors	65	1.3	255	1.5	1,538	1.8
M54 Down-to-Earth Owners	4	0.1	39	0.2	570	0.7
M55 Offspring Overspill	342	6.6	604	3.6	1,886	2.2
M56 Self Supporters	585	11.3	1,096	6.6	4,114	4.8
N57 Community Elders	0	0.0	618	3.7	1,927	2.3
N58 Cultural Comfort	0	0.0	0	0.0	436	0.5
N59 Asian Heritage	0	0.0	391	2.4	19,326	22.6
N60 Ageing Access	0	0.0	0	0.0	0	0.0
O61 Career Builders	0	0.0	0	0.0	14	0.0
O62 Central Pulse	0	0.0	0	0.0	155	0.2
O63 Flexible Workforce	0	0.0	0	0.0	83	0.1
O64 Bus-Route Renters	126	2.4	256	1.5	642	0.8
O65 Learners & Earners	0	0.0	0	0.0	1,248	1.5
O66 Student Scene	0	0.0	0	0.0	992	1.2
U99 Unclassified	0	0.0	0	0.0	3,938	4.6
Total	5,194		16,636		85,332	

Top 5 Mosaic Types

1. I39 Families with Needs

Families with many children living in areas of high deprivation and who need support



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

2. 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

3. M56 Self Supporters

Hard-working mature singles who own budget terraces manageable within their modest wage



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

4. I38 Childcare Squeeze

Younger families with children who own a budget home and are striving to cover all expenses



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

5. E21 Solo Retirees

Senior singles whose reduced incomes are satisfactory in their affordable but pleasant owned homes



- Elderly singles
- Small private pension
- Long length of residence
- Own a suburban semi or terrace
- Keep bills down by turning things off
- Don't like new technology

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

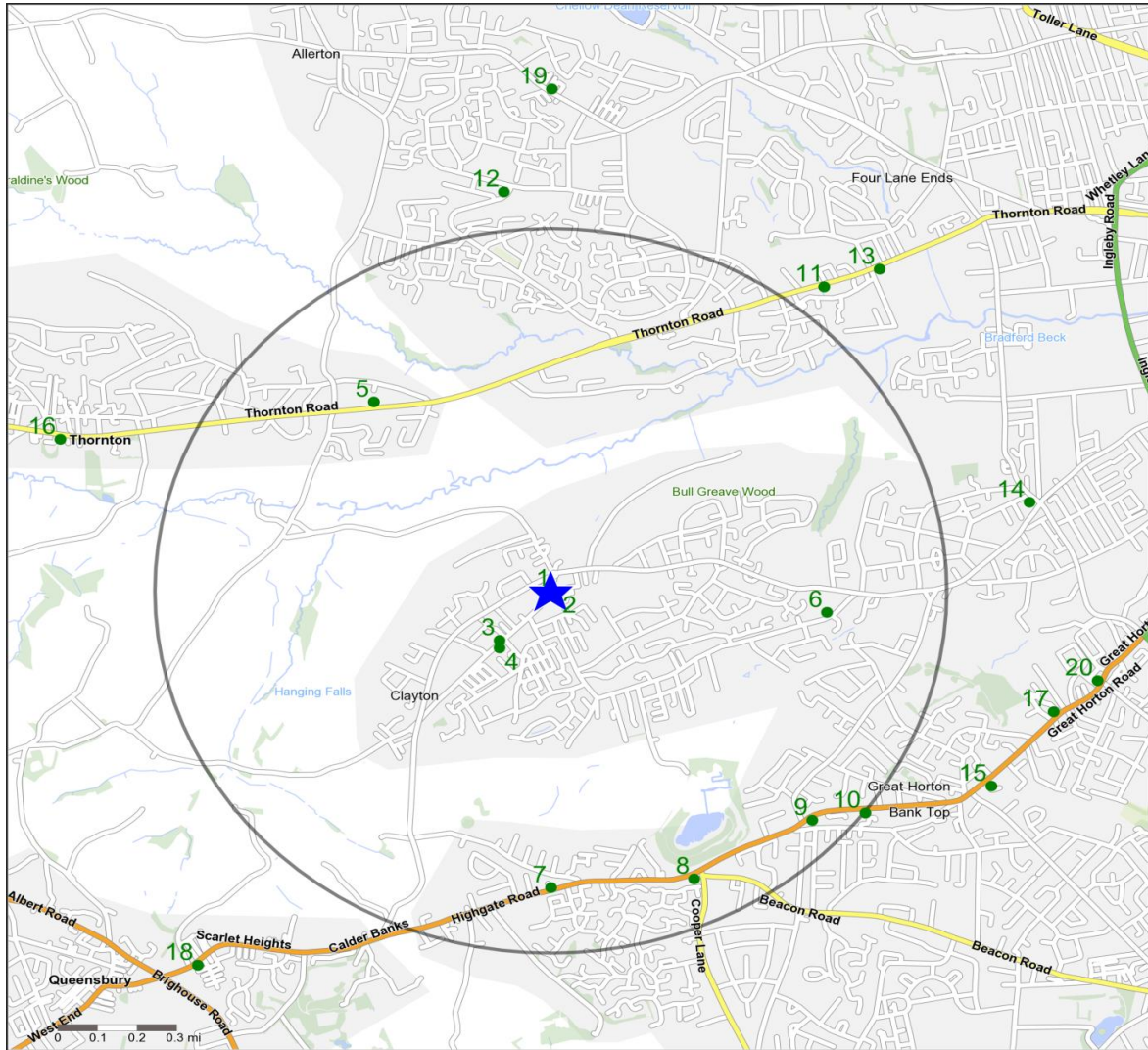
www.segmentationportal.com

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Experian Helpdesk: EMSUKHelpdesk@experian.com

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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	Albion	Punch Pub Company	0.0	0.0
2	Black Bull	Enterprise Inns	0.0	0.1
3	Royal Hotel	Enterprise Inns	0.2	1.3
4	Fleece	Greene King	0.2	1.2
5	New Tyke	*Other Small Retail Groups	0.7	4.7
6	Fiddlers Three	Enterprise Inns	0.7	3.6
7	Boars Head Inn	Punch Pub Company	0.8	5.4
8	Hare & Hounds	Enterprise Inns	0.9	6.2
9	Crown	Greene King	0.9	6.5
10	Monkey	Unknown	1.0	6.7
11	Queen Hotel	Admiral Taverns Ltd	1.1	9.3
12	Bell Dean Hotel	*Other Small Retail Groups	1.1	7.6
13	Fairweather Green	*Other Small Retail Groups	1.2	9.3
14	Second West Hotel	*Other Small Retail Groups	1.2	5.0
15	White Horse Hotel	Unknown	1.2	6.9
16	New Inn	Pubfolio Ltd	1.3	6.3
17	George & Dragon	Enterprise Inns	1.3	7.4
18	Halfway House Inn	Sam Smith	1.4	5.5
19	Hope & Anchor Inn	Unknown	1.4	8.4
20	Kings Arms	Admiral Taverns Ltd	1.4	7.1