

1 Mile Catchment Mosaic Profile

Per Pub Analysis

0.5 Mile Catchment

1 Mile Catchment

10 Minute DT Catchment

H Aspiring Homemakers

F Suburban Stability

E Senior Security



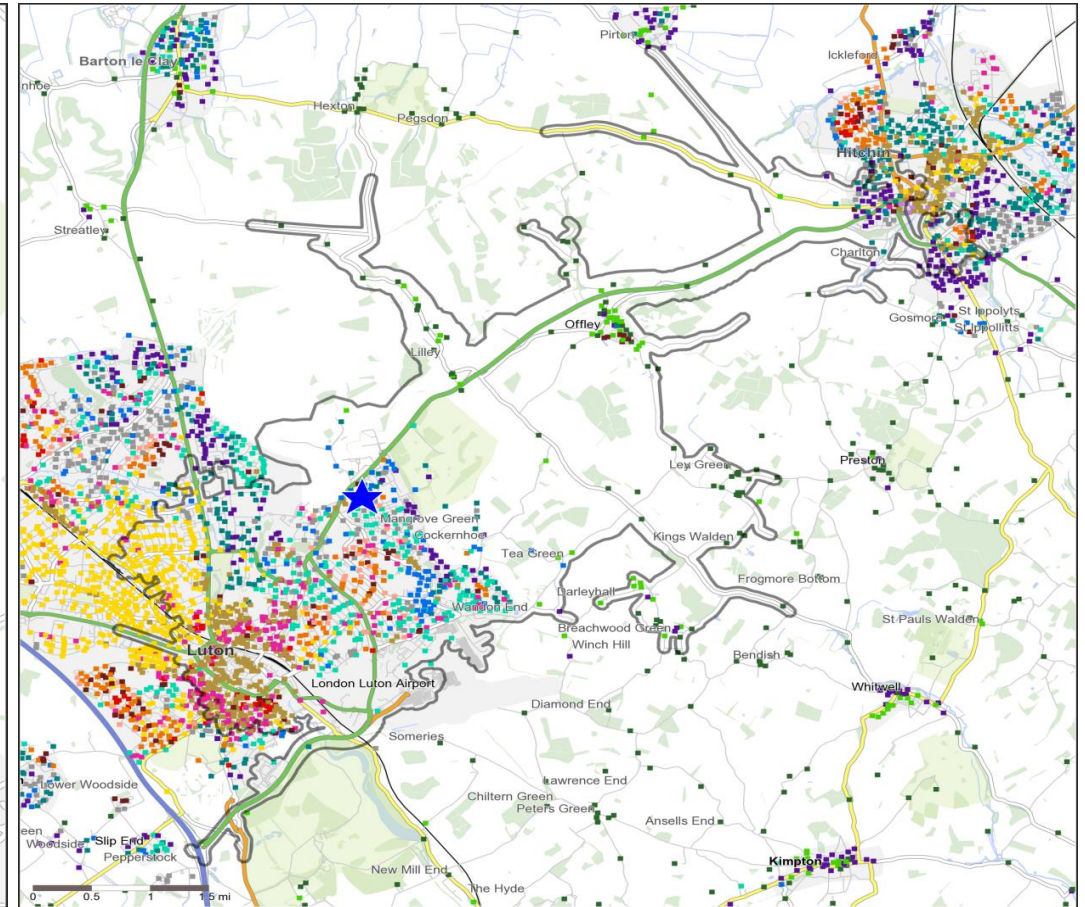
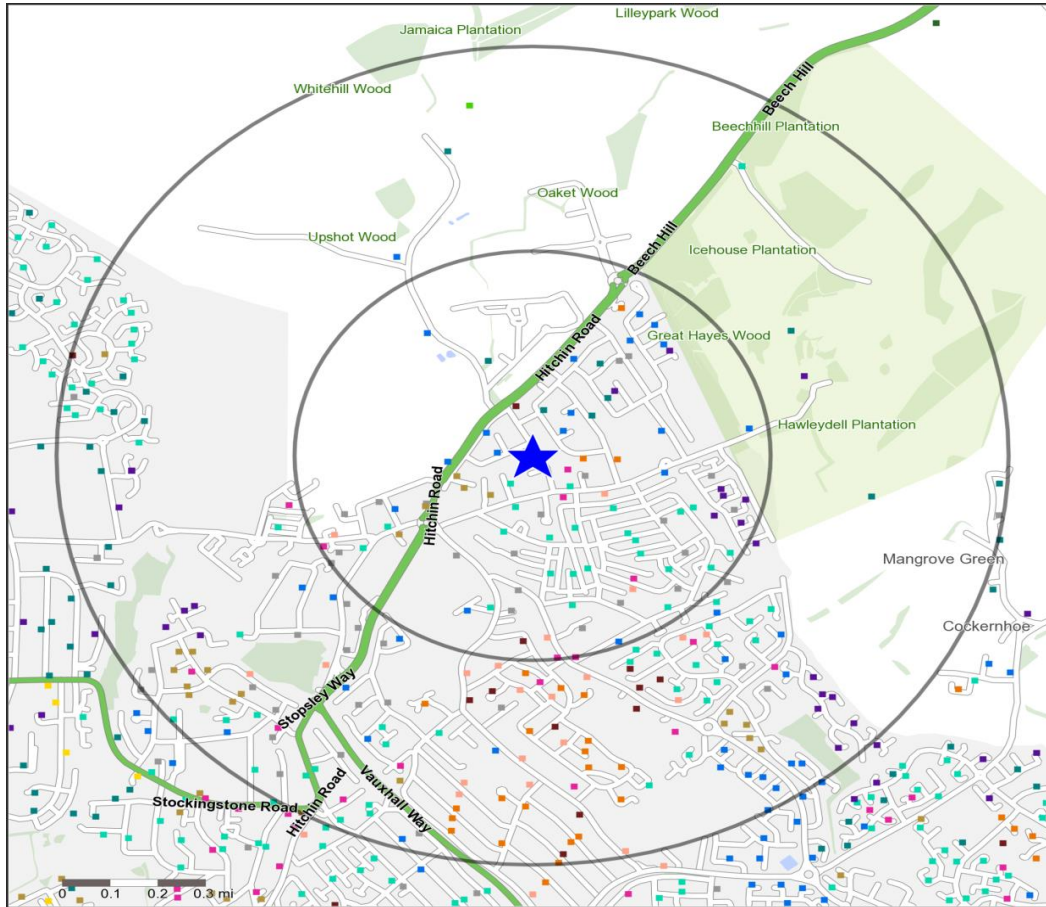
Number of Pubs	3	6	79
Catchment Adults 18+	5,330	15,658	71,569
Catchment Adults 18+ Per Pub	1,777	2,610	906

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	1,573	29.5	101	4,647	29.7	102	16,650	23.3	80
Great Pub Great Food Silver	3,587	67.3	146	9,407	60.1	131	24,579	34.3	75
Mainstream Pub with Food - Suburban Value	5,076	95.2	172	14,198	90.7	163	44,703	62.5	113
Mainstream Pub with Food - Suburban Aspiration	2,110	39.6	107	6,372	40.7	110	27,012	37.7	102
Mainstream Pub with Food - Country Value	33	0.6	5	342	2.2	18	1,570	2.2	18
Mainstream Pub with Food - Country Aspiration	253	4.7	38	1,099	7.0	57	4,383	6.1	49
Bit of Style	1,321	24.8	99	4,327	27.6	111	31,625	44.2	177
YPV Mainstream	0	0.0	0	0	0.0	0	4,498	6.3	309
YPV Premium	392	7.4	110	1,215	7.8	116	14,218	19.9	298
Community Wet	2,207	41.4	134	6,485	41.4	134	19,282	26.9	87
Total 18+ Population in Catchment	5,330			15,658			71,569		

Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	53.0	100	51.4	97	50.5	95
C2DE	47.0	100	48.6	104	49.5	106

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

Mosaic Groups in 10 minute DT Catchment Area



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

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

- | | | | | | | |
|-----------------------|--------------------|-----------------------|----------------------|------------------|---------------------|-------------------|
| Site | 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 | N Urban Cohesion | J Transient Renters | O Rental Hubs |
| K Municipal Challenge | L Vintage Value | M Modest Traditions | | | | |

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	140	2.6	780	5.0	2,278	3.2		
A02	Uptown Elite	0	0.0	0	0.0	52	0.1	I37	Budget Generations	0	0.0	55	0.4	186	0.3		
A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	I38	Childcare Squeeze	0	0.0	159	1.0	288	0.4		
A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	I39	Families with Needs	0	0.0	392	2.5	455	0.6		
B05	Premium Fortunes	0	0.0	0	0.0	125	0.2	J40	Make Do & Move On	0	0.0	15	0.1	15	0.0		
B06	Diamond Days	1	0.0	73	0.5	607	0.8	J41	Disconnected Youth	0	0.0	0	0.0	9	0.0		
B07	Alpha Families	1	0.0	5	0.0	702	1.0	J42	Midlife Stopgap	145	2.7	468	3.0	2,124	3.0		
B08	Bank of Mum and Dad	38	0.7	461	2.9	773	1.1	J43	Renting a Room	0	0.0	22	0.1	5,181	7.2		
B09	Empty-Nest Adventure	196	3.7	328	2.1	410	0.6	K44	Inner City Stalwarts	0	0.0	0	0.0	15	0.0		
C10	Wealthy Landowners	0	0.0	3	0.0	265	0.4	K45	Crowded Kaleidoscope	0	0.0	0	0.0	98	0.1		
C11	Rural Vogue	0	0.0	0	0.0	185	0.3	K46	High Rise Residents	0	0.0	0	0.0	592	0.8		
C12	Scattered Homesteads	0	0.0	0	0.0	11	0.0	K47	Streetwise Singles	0	0.0	0	0.0	838	1.2		
C13	Village Retirement	0	0.0	4	0.0	250	0.3	K48	Low Income Workers	0	0.0	0	0.0	0	0.0		
D14	Satellite Settlers	1	0.0	9	0.1	604	0.8	L49	Dependent Greys	0	0.0	178	1.1	669	0.9		
D15	Local Focus	0	0.0	0	0.0	54	0.1	L50	Pocket Pensions	0	0.0	149	1.0	431	0.6		
D16	Outlying Seniors	0	0.0	1	0.0	113	0.2	L51	Aided Elderly	65	1.2	117	0.7	622	0.9		
D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	L52	Estate Veterans	0	0.0	41	0.3	186	0.3		
E18	Legacy Elders	60	1.1	201	1.3	767	1.1	L53	Seasoned Survivors	79	1.5	280	1.8	446	0.6		
E19	Bungalow Heaven	32	0.6	327	2.1	516	0.7	M54	Down-to-Earth Owners	0	0.0	0	0.0	10	0.0		
E20	Classic Grandparents	191	3.6	596	3.8	722	1.0	M55	Offspring Overspill	169	3.2	1,072	6.8	1,783	2.5		
E21	Solo Retirees	690	12.9	1,143	7.3	2,017	2.8	M56	Self Supporters	82	1.5	213	1.4	281	0.4		
F22	Boomerang Boarders	619	11.6	897	5.7	932	1.3	N57	Community Elders	0	0.0	0	0.0	2,384	3.3		
F23	Family Ties	420	7.9	1,671	10.7	2,979	4.2	N58	Cultural Comfort	0	0.0	0	0.0	2,008	2.8		
F24	Fledgling Free	0	0.0	1	0.0	33	0.0	N59	Asian Heritage	0	0.0	0	0.0	6,924	9.7		
F25	Dependable Me	27	0.5	94	0.6	349	0.5	N60	Ageing Access	0	0.0	0	0.0	433	0.6		
G26	Cafés and Catchments	0	0.0	22	0.1	1,785	2.5	O61	Career Builders	0	0.0	0	0.0	417	0.6		
G27	Thriving Independence	17	0.3	227	1.4	1,483	2.1	O62	Central Pulse	0	0.0	0	0.0	1,823	2.5		
G28	Modern Parents	0	0.0	190	1.2	801	1.1	O63	Flexible Workforce	0	0.0	20	0.1	5,056	7.1		
G29	Mid-Career Convention	381	7.1	420	2.7	463	0.6	O64	Bus-Route Renters	197	3.7	976	6.2	2,497	3.5		
H30	Primary Ambitions	675	12.7	2,206	14.1	7,094	9.9	O65	Learners & Earners	0	0.0	0	0.0	3,069	4.3		
H31	Affordable Fringe	672	12.6	976	6.2	1,595	2.2	O66	Student Scene	0	0.0	0	0.0	1,420	2.0		
H32	First-Rung Futures	237	4.4	417	2.7	855	1.2	U99	Unclassified	0	0.0	0	0.0	1,551	2.2		
H33	Contemporary Starts	0	0.0	203	1.3	516	0.7										
H34	New Foundations	0	0.0	27	0.2	69	0.1										
H35	Flying Solo	195	3.7	219	1.4	353	0.5										
								Total		5,330		15,658		71,569			

Top 5 Mosaic Types

1. H30 Primary Ambitions

Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

2. F23 Family Ties

Active families with teens and adult children whose prolonged support is eating up household resources



- Parents aged 41-55
- Adult children at home, often students
- Also have a child under 18
- Own semi or detached homes
- Supporting kids can cause money strains
- Technology for entertainment

3. 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

4. M55 Offspring Overspill

Lower income owners whose adult children are still striving to gain independence meaning space is limited



- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

5. 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

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

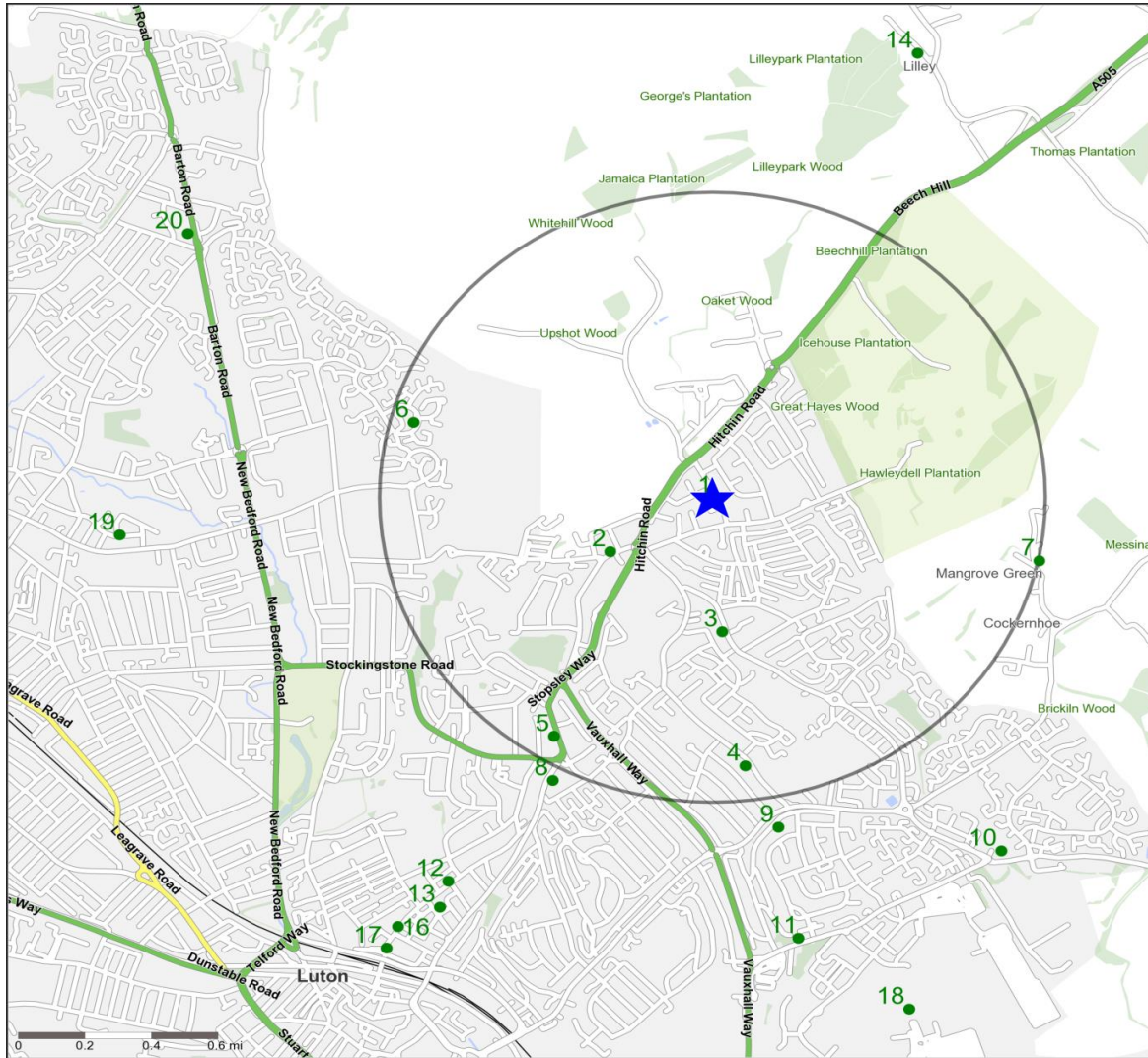
www.segmentationportal.com

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

Site
 Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Barrels	Punch Pub Company	0.0	0.1
2	Sportsman	Enterprise Inns	0.4	1.8
3	Hansom Cab	Greene King	0.4	2.6
4	Ashcroft Arms	Punch Pub Company	0.9	4.3
5	Jolly Toppers	Greene King	0.9	3.3
6	Bird & Bush	Wells and Youngs	0.9	11.8
7	King William Iv	Independent Free	1.0	7.9
8	Round Green Tavern	Greene King	1.0	3.7
9	King Harry	Independent Free	1.1	5.8
10	Wigmore Arms	Mitchells & Butlers	1.4	6.6
11	Wyvern Inn	Enterprise Inns	1.5	5.1
12	Gardeners Call	Hawthorn Leisure	1.5	6.1
13	Freeholder	Independent Free	1.6	6.1
14	Lilley Arms	Greene King	1.6	4.1
15	Painters Arms	Punch Pub Company	1.7	6.8
16	Deja Vu	Independent Free	1.7	6.8
17	Bricklayers Arms	Independent Free	1.8	7.0
18	Aspire Lounge	*Other Small Retail Groups	1.8	9.8
19	Old Moat House	Mitchells & Butlers	1.8	10.2
20	Warden	Whitbread	1.8	10.9