

1 Mile Catchment Mosaic Profile

L Vintage Value



I Family Basics



K Municipal Challenge



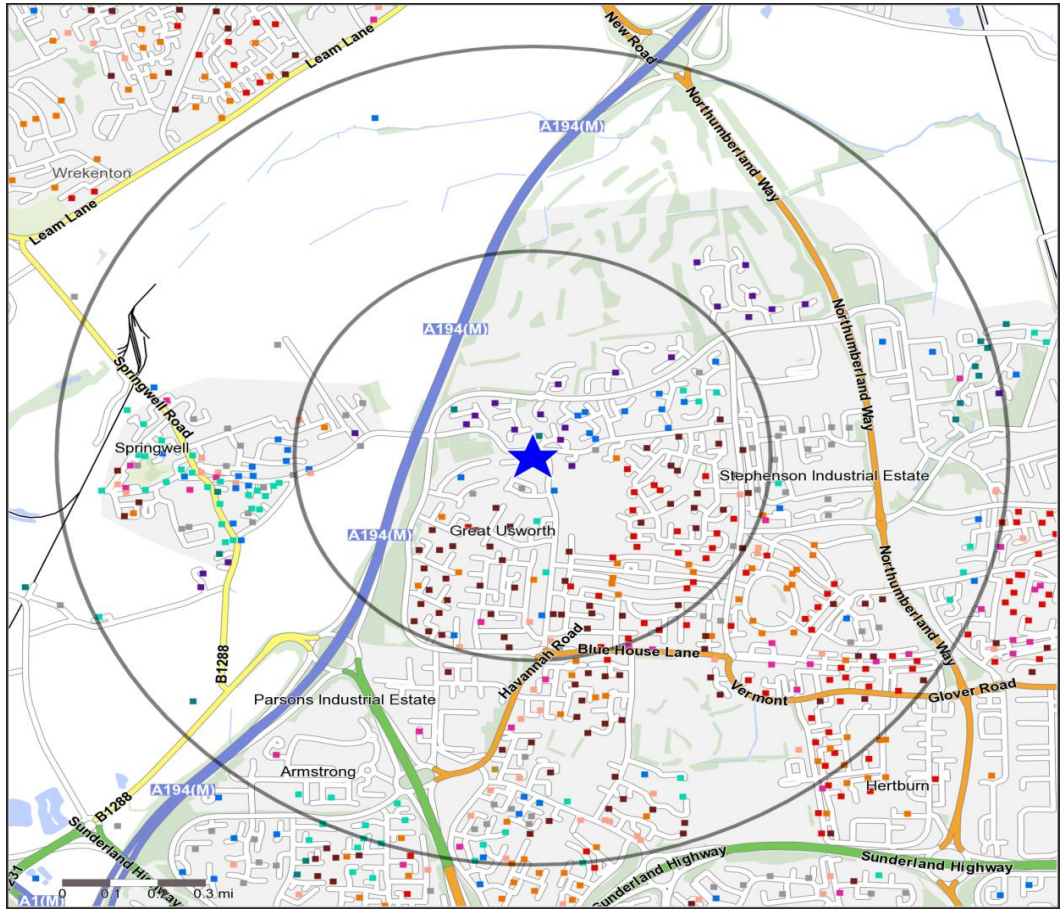
Per Pub Analysis

	0.5 Mile Catchment	1 Mile Catchment	10 Minute DT Catchment
Number of Pubs	1	9	90
Catchment Adults 18+	5,316	12,767	111,216
Catchment Adults 18+ Per Pub	5,316	1,419	1,236

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	1,049	19.7	68	2,291	17.9	61	18,742	16.9	58
Great Pub Great Food Silver	1,816	34.2	74	5,018	39.3	86	43,943	39.5	86
Mainstream Pub with Food - Suburban Value	3,645	68.6	124	9,789	76.7	138	83,052	74.7	135
Mainstream Pub with Food - Suburban Aspiration	1,112	20.9	56	2,814	22.0	59	25,428	22.9	62
Mainstream Pub with Food - Country Value	593	11.2	90	1,190	9.3	75	7,062	6.3	51
Mainstream Pub with Food - Country Aspiration	974	18.3	148	1,398	11.0	88	9,000	8.1	65
Bit of Style	119	2.2	9	951	7.4	30	11,040	9.9	40
YPV Mainstream	0	0.0	0	47	0.4	18	483	0.4	21
YPV Premium	0	0.0	0	28	0.2	3	1,414	1.3	19
Community Wet	3,684	69.3	224	8,381	65.6	212	71,380	64.2	207
Total 18+ Population in Catchment	5,316			12,767			111,216		

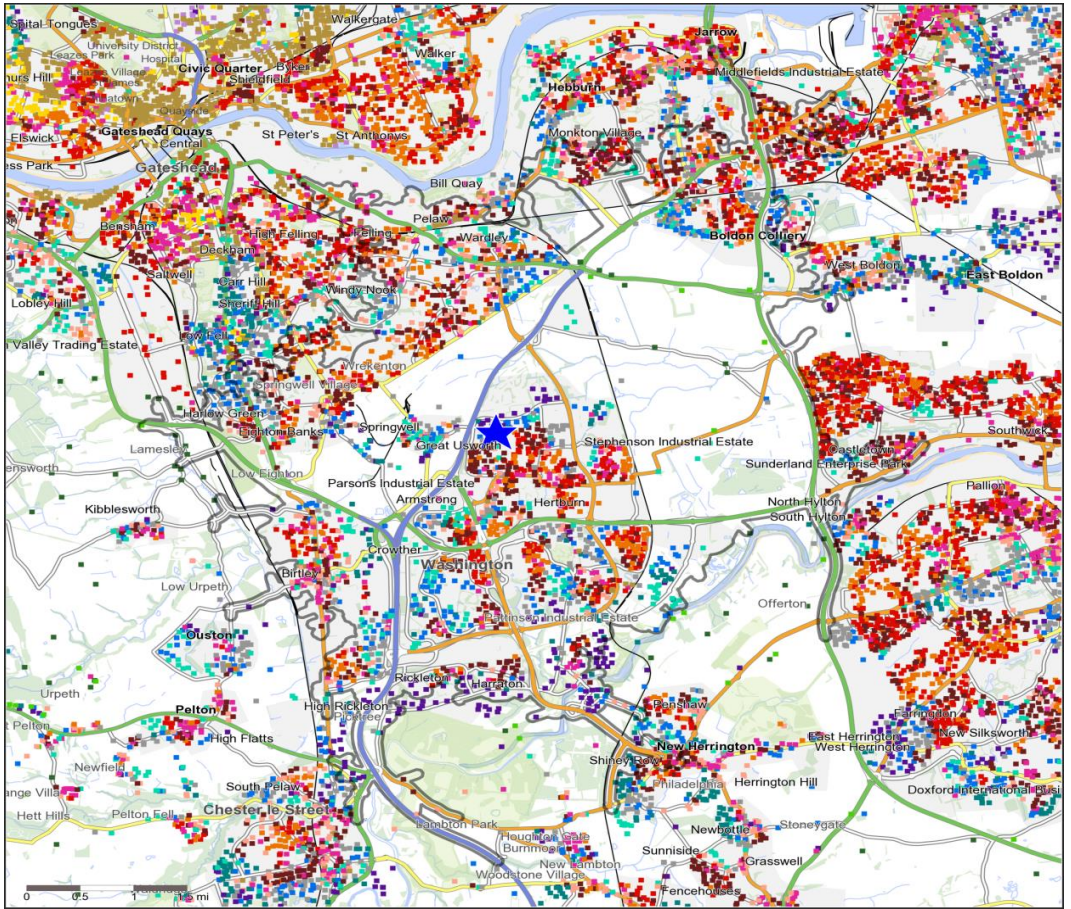
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	40.8	77	42.6	80	42.1	79
C2DE	59.2	126	57.4	122	57.9	124

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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|-----------------------|--------------------|-----------------------|----------------------|---------------------|------------------|-------------------|
| 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 | J Transient Renters | N Urban Cohesion | 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	
	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	25	0.5	52	0.4	231	0.2
B06 Diamond Days	15	0.3	30	0.2	410	0.4
B07 Alpha Families	52	1.0	54	0.4	269	0.2
B08 Bank of Mum and Dad	58	1.1	105	0.8	1,055	0.9
B09 Empty-Nest Adventure	394	7.4	514	4.0	2,683	2.4
C10 Wealthy Landowners	0	0.0	3	0.0	70	0.1
C11 Rural Vogue	0	0.0	0	0.0	26	0.0
C12 Scattered Homesteads	0	0.0	0	0.0	24	0.0
C13 Village Retirement	0	0.0	0	0.0	19	0.0
D14 Satellite Settlers	0	0.0	0	0.0	83	0.1
D15 Local Focus	0	0.0	0	0.0	0	0.0
D16 Outlying Seniors	0	0.0	2	0.0	9	0.0
D17 Far-Flung Outposts	0	0.0	0	0.0	0	0.0
E18 Legacy Elders	0	0.0	0	0.0	351	0.3
E19 Bungalow Heaven	168	3.2	567	4.4	2,833	2.5
E20 Classic Grandparents	170	3.2	714	5.6	5,218	4.7
E21 Solo Retirees	54	1.0	193	1.5	1,461	1.3
F22 Boomerang Boarders	105	2.0	179	1.4	2,809	2.5
F23 Family Ties	42	0.8	188	1.5	2,501	2.2
F24 Fledgling Free	425	8.0	621	4.9	4,118	3.7
F25 Dependable Me	0	0.0	68	0.5	2,018	1.8
G26 Cafés and Catchments	0	0.0	0	0.0	0	0.0
G27 Thriving Independence	5	0.1	22	0.2	215	0.2
G28 Modern Parents	15	0.3	233	1.8	2,063	1.9
G29 Mid-Career Convention	9	0.2	35	0.3	1,610	1.4
H30 Primary Ambitions	51	1.0	181	1.4	548	0.5
H31 Affordable Fringe	179	3.4	670	5.2	4,753	4.3
H32 First-Rung Futures	0	0.0	282	2.2	2,541	2.3
H33 Contemporary Starts	0	0.0	94	0.7	922	0.8
H34 New Foundations	0	0.0	41	0.3	432	0.4
H35 Flying Solo	0	0.0	11	0.1	215	0.2

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	22	0.4	80	0.6	288	0.3
I37 Budget Generations	269	5.1	503	3.9	5,870	5.3
I38 Childcare Squeeze	18	0.3	82	0.6	1,422	1.3
I39 Families with Needs	389	7.3	1,173	9.2	7,715	6.9
J40 Make Do & Move On	63	1.2	289	2.3	4,118	3.7
J41 Disconnected Youth	0	0.0	47	0.4	483	0.4
J42 Midlife Stopgap	0	0.0	165	1.3	747	0.7
J43 Renting a Room	0	0.0	8	0.1	766	0.7
K44 Inner City Stalwarts	0	0.0	0	0.0	0	0.0
K45 Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0
K46 High Rise Residents	0	0.0	0	0.0	776	0.7
K47 Streetwise Singles	51	1.0	205	1.6	3,555	3.2
K48 Low Income Workers	805	15.1	1,489	11.7	11,011	9.9
L49 Dependent Greys	135	2.5	135	1.1	1,990	1.8
L50 Pocket Pensions	80	1.5	268	2.1	5,020	4.5
L51 Aided Elderly	0	0.0	0	0.0	4	0.0
L52 Estate Veterans	1,478	27.8	2,490	19.5	15,629	14.1
L53 Seasoned Survivors	70	1.3	196	1.5	2,024	1.8
M54 Down-to-Earth Owners	58	1.1	265	2.1	5,192	4.7
M55 Offspring Overspill	50	0.9	208	1.6	1,936	1.7
M56 Self Supporters	10	0.2	236	1.8	1,715	1.5
N57 Community Elders	0	0.0	0	0.0	0	0.0
N58 Cultural Comfort	0	0.0	0	0.0	0	0.0
N59 Asian Heritage	0	0.0	0	0.0	0	0.0
N60 Ageing Access	0	0.0	0	0.0	1	0.0
O61 Career Builders	0	0.0	0	0.0	33	0.0
O62 Central Pulse	0	0.0	0	0.0	0	0.0
O63 Flexible Workforce	0	0.0	0	0.0	0	0.0
O64 Bus-Route Renters	0	0.0	17	0.1	1,199	1.1
O65 Learners & Earners	0	0.0	0	0.0	0	0.0
O66 Student Scene	0	0.0	0	0.0	0	0.0
U99 Unclassified	51	1.0	52	0.4	235	0.2
Total	5,316		12,767		111,216	

Top 5 Mosaic Types

1. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

2. K48 Low Income Workers

Older social renters settled in low value homes in communities where employment is harder to find



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

3. 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

4. E20 Classic Grandparents

Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

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:

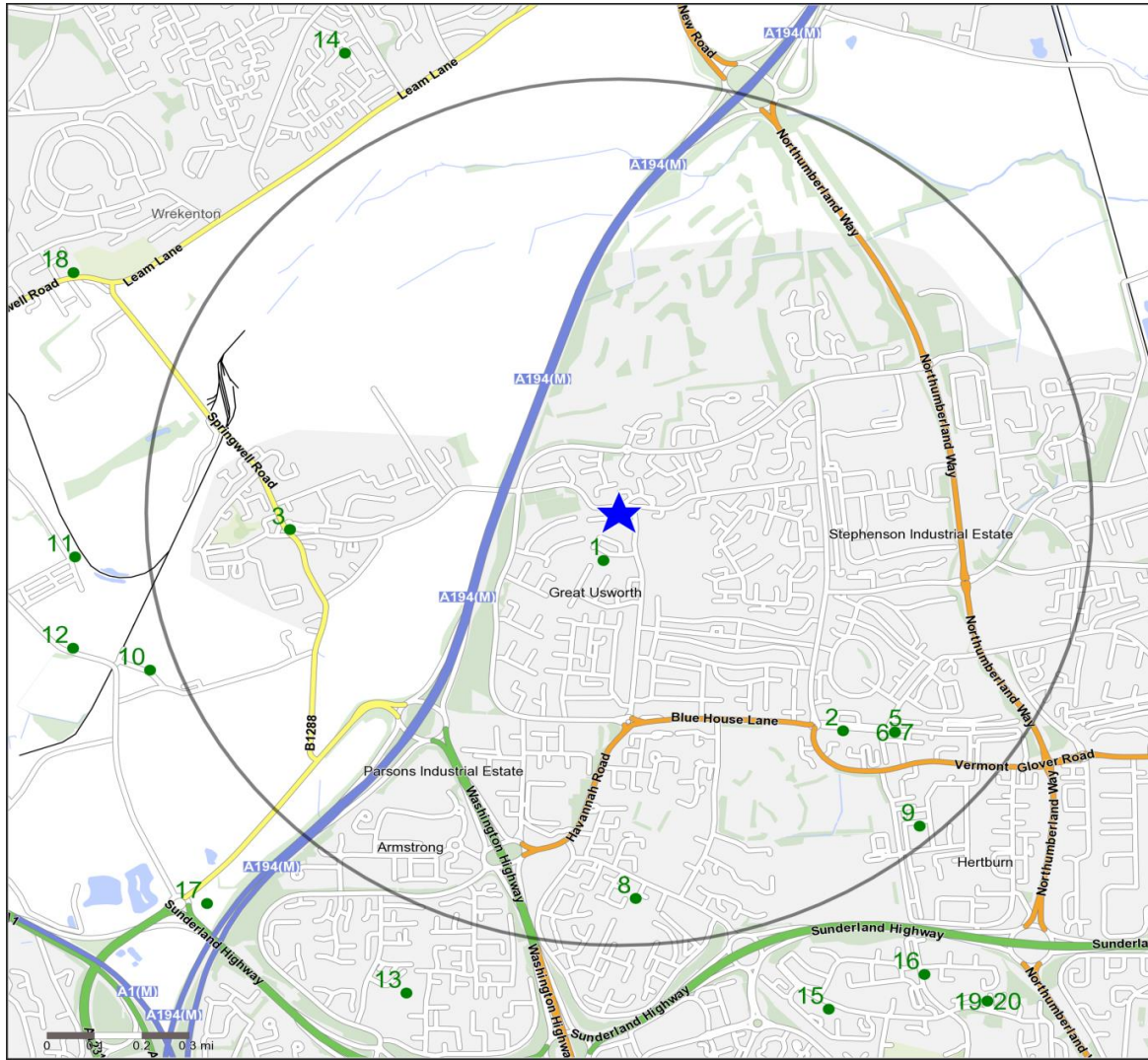
www.segmentationportal.com

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

Experian Helpdesk: EMSUKHelpdesk@experian.com

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Competitor Map



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★ Site
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Wessington	Admiral Taverns Ltd	0.1	1.1
2	Sir William De Wessyngton	Wetherspoon	0.7	4.2
3	Guide Post	Independent Free	0.7	2.7
4	Speculation Inn	Trust Inns	0.8	4.4
5	New Tavern	Star Pubs & Bars	0.8	4.4
6	Last Orders	Amber Taverns	0.8	4.4
7	Bird	Punch Pub Company	0.8	4.4
8	Duke Of Albany	Camerons	0.9	5.0
9	Blue Bell	Star Pubs & Bars	1.0	5.6
10	Ship	Punch Pub Company	1.1	4.4
11	Waggon Inn	Independent Free	1.2	6.7
12	Engine Room	Independent Free	1.2	4.9
13	Honest Boy	Punch Pub Company	1.2	6.5
14	Eagle	Trust Inns	1.2	7.1
15	Black Bush	Marston's	1.2	8.5
16	Steps	Greene King	1.2	8.7
17	Mill House	Star Pubs & Bars	1.3	4.0
18	Springwell Inn	Punch Pub Company	1.3	5.0
19	Cross Keys	Wear Inns Ltd	1.4	8.2
20	Washington Arms	Stonegate Pub Company	1.4	8.2