

1 Mile Catchment Mosaic Profile

Per Pub Analysis

0.5 Mile
Catchment

1 Mile
Catchment

10 Minute DT
Catchment

H Aspiring Homemakers

G Domestic Success

E Senior Security

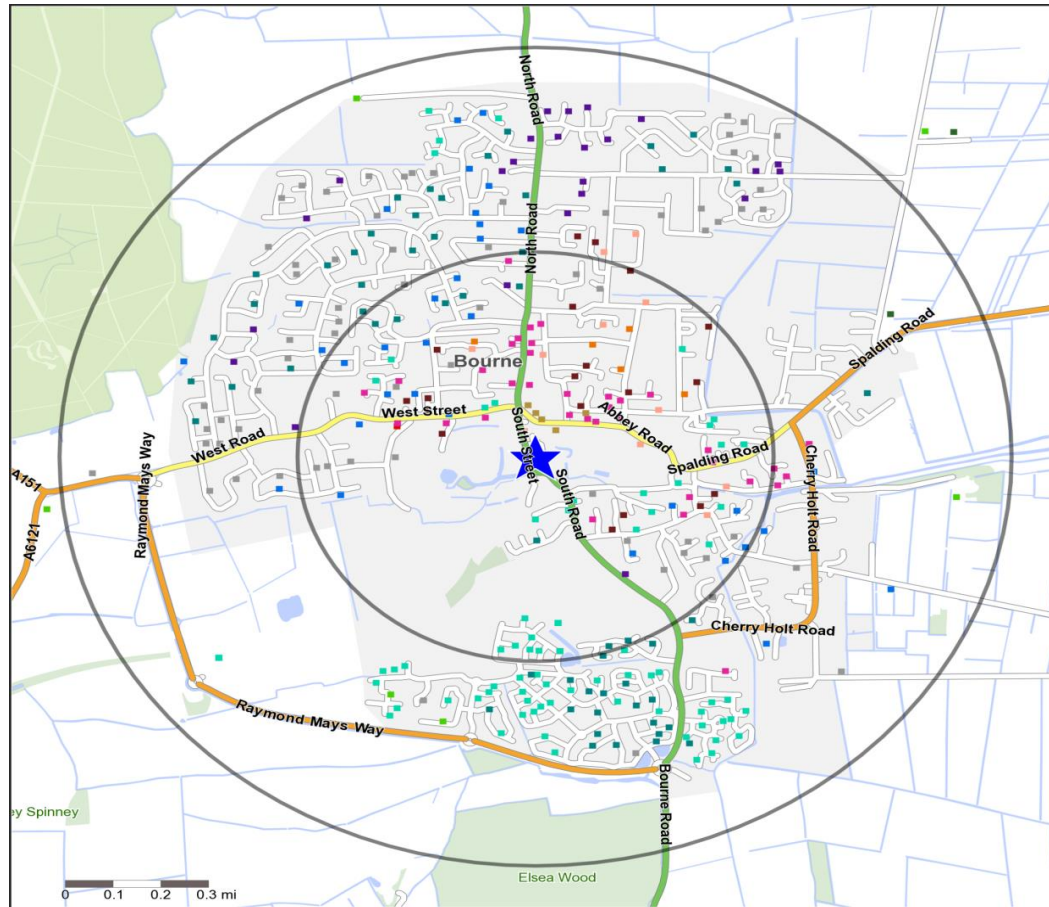


Number of Pubs	10	13	24
Catchment Adults 18+	5,040	12,242	19,177
Catchment Adults 18+ Per Pub	504	942	799

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	1,589	31.5	108	5,925	48.4	166	7,763	40.5	139
Great Pub Great Food Silver	2,647	52.5	114	9,176	75.0	163	14,548	75.9	165
Mainstream Pub with Food - Suburban Value	4,417	87.6	158	10,766	87.9	158	11,866	61.9	111
Mainstream Pub with Food - Suburban Aspiration	2,543	50.5	136	7,121	58.2	157	8,383	43.7	118
Mainstream Pub with Food - Country Value	670	13.3	108	2,523	20.6	167	7,077	36.9	299
Mainstream Pub with Food - Country Aspiration	353	7.0	56	1,331	10.9	88	3,152	16.4	133
Bit of Style	1,184	23.5	94	2,617	21.4	86	2,844	14.8	59
YPV Mainstream	62	1.2	61	99	0.8	40	99	0.5	25
YPV Premium	191	3.8	57	298	2.4	36	298	1.6	23
Community Wet	2,062	40.9	132	2,874	23.5	76	2,918	15.2	49
Total 18+ Population in Catchment	5,040			12,242			19,177		

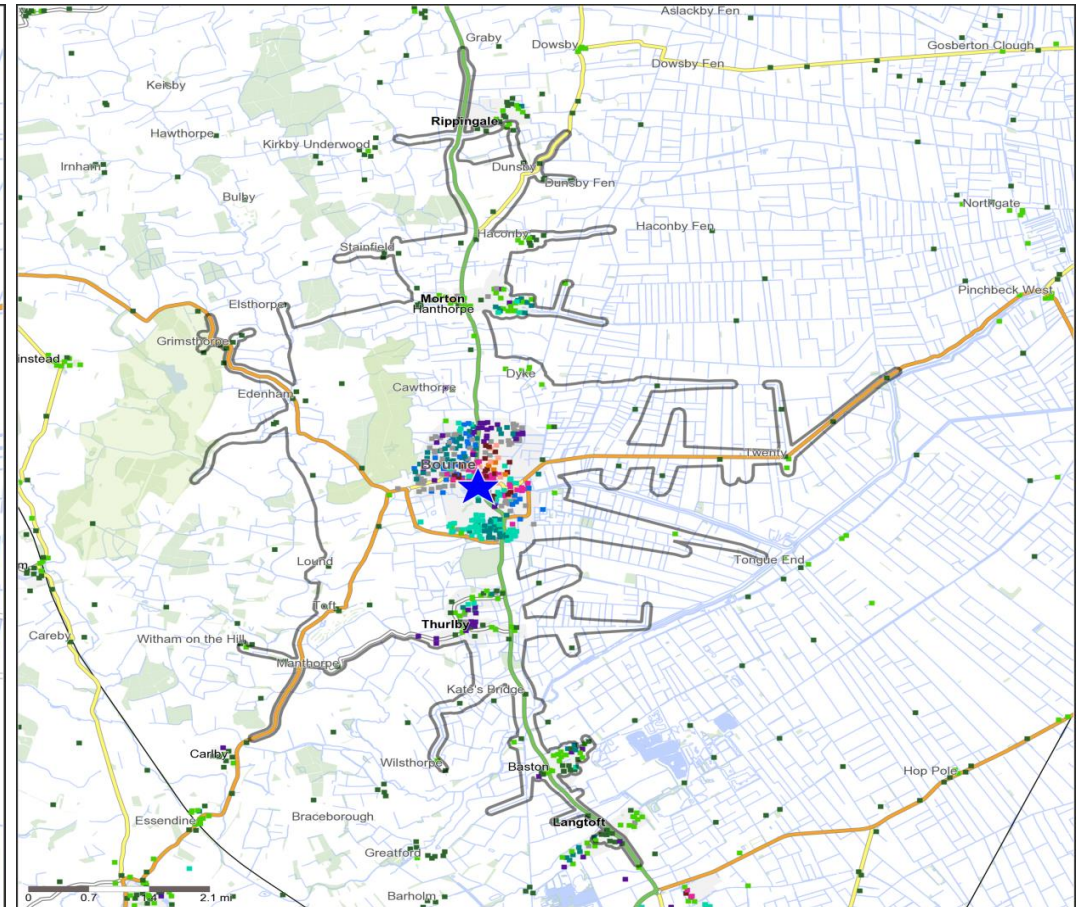
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	47.3	89	53.0	100	55.7	105
C2DE	52.7	112	47.0	100	44.3	94

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

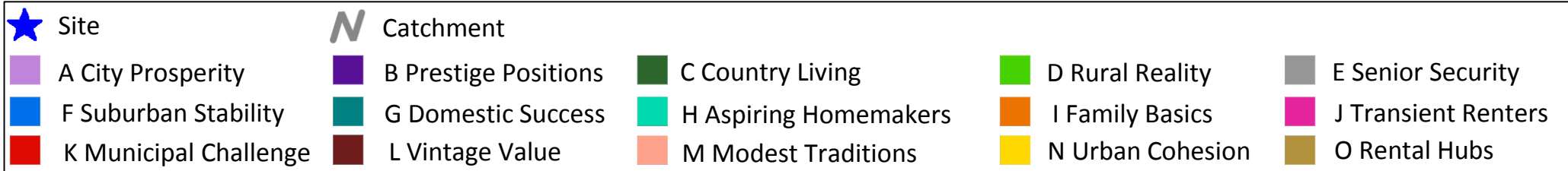


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Mosaic Groups in 10 minute DT Catchment Area



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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	0	0.0	0	0.0		I36	Solid Economy	0	0.0	0	0.0	0	0.0	
A02	Uptown Elite	0	0.0	0	0.0	0	0.0		I37	Budget Generations	183	3.6	183	1.5	227	1.2	
A03	Penthouse Chic	0	0.0	0	0.0	0	0.0		I38	Childcare Squeeze	0	0.0	0	0.0	0	0.0	
A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0		I39	Families with Needs	112	2.2	112	0.9	112	0.6	
B05	Premium Fortunes	0	0.0	0	0.0	0	0.0		J40	Make Do & Move On	184	3.7	194	1.6	194	1.0	
B06	Diamond Days	0	0.0	0	0.0	0	0.0		J41	Disconnected Youth	62	1.2	99	0.8	99	0.5	
B07	Alpha Families	0	0.0	41	0.3	314	1.6		J42	Midlife Stopgap	569	11.3	674	5.5	674	3.5	
B08	Bank of Mum and Dad	0	0.0	114	0.9	304	1.6		J43	Renting a Room	69	1.4	69	0.6	69	0.4	
B09	Empty-Nest Adventure	123	2.4	565	4.6	585	3.1		K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0	
C10	Wealthy Landowners	0	0.0	0	0.0	190	1.0		K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0	
C11	Rural Vogue	0	0.0	3	0.0	591	3.1		K46	High Rise Residents	0	0.0	0	0.0	0	0.0	
C12	Scattered Homesteads	0	0.0	1	0.0	286	1.5		K47	Streetwise Singles	6	0.1	6	0.0	6	0.0	
C13	Village Retirement	0	0.0	29	0.2	1,367	7.1		K48	Low Income Workers	0	0.0	0	0.0	0	0.0	
D14	Satellite Settlers	0	0.0	123	1.0	2,042	10.6		L49	Dependent Greys	93	1.8	93	0.8	93	0.5	
D15	Local Focus	0	0.0	0	0.0	572	3.0		L50	Pocket Pensions	339	6.7	388	3.2	388	2.0	
D16	Outlying Seniors	0	0.0	1	0.0	449	2.3		L51	Aided Elderly	107	2.1	162	1.3	162	0.8	
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	29	0.6	69	0.6	69	0.4		L53	Seasoned Survivors	107	2.1	136	1.1	136	0.7	
E19	Bungalow Heaven	440	8.7	1,788	14.6	2,065	10.8		M54	Down-to-Earth Owners	40	0.8	190	1.6	190	1.0	
E20	Classic Grandparents	52	1.0	125	1.0	125	0.7		M55	Offspring Overspill	179	3.6	179	1.5	179	0.9	
E21	Solo Retirees	65	1.3	286	2.3	286	1.5		M56	Self Supporters	195	3.9	206	1.7	206	1.1	
F22	Boomerang Boarders	154	3.1	169	1.4	169	0.9		N57	Community Elders	0	0.0	0	0.0	0	0.0	
F23	Family Ties	30	0.6	205	1.7	205	1.1		N58	Cultural Comfort	0	0.0	0	0.0	0	0.0	
F24	Fledgling Free	230	4.6	582	4.8	582	3.0		N59	Asian Heritage	0	0.0	0	0.0	0	0.0	
F25	Dependable Me	200	4.0	353	2.9	353	1.8		N60	Ageing Access	0	0.0	0	0.0	0	0.0	
G26	Cafés and Catchments	0	0.0	0	0.0	0	0.0		O61	Career Builders	0	0.0	0	0.0	0	0.0	
G27	Thriving Independence	0	0.0	0	0.0	0	0.0		O62	Central Pulse	0	0.0	0	0.0	0	0.0	
G28	Modern Parents	283	5.6	902	7.4	1,279	6.7		O63	Flexible Workforce	0	0.0	0	0.0	0	0.0	
G29	Mid-Career Convention	75	1.5	1,408	11.5	1,571	8.2		O64	Bus-Route Renters	186	3.7	186	1.5	186	1.0	
H30	Primary Ambitions	176	3.5	228	1.9	228	1.2		O65	Learners & Earners	0	0.0	0	0.0	0	0.0	
H31	Affordable Fringe	235	4.7	486	4.0	486	2.5		O66	Student Scene	0	0.0	0	0.0	0	0.0	
H32	First-Rung Futures	110	2.2	188	1.5	188	1.0		U99	Unclassified	0	0.0	13	0.1	25	0.1	
H33	Contemporary Starts	392	7.8	1,541	12.6	1,768	9.2		Total		5,040		12,242		19,177		
H34	New Foundations	10	0.2	33	0.3	45	0.2										
H35	Flying Solo	5	0.1	112	0.9	112	0.6										

Top 5 Mosaic Types

1. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the elderly



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

2. H33 Contemporary Starts

Fashion-conscious young singles and partners setting up home in developments attractive to their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

3. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

4. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

5. J42 Midlife Stopgap

Maturing singles in employment who are renting short-term affordable homes



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

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

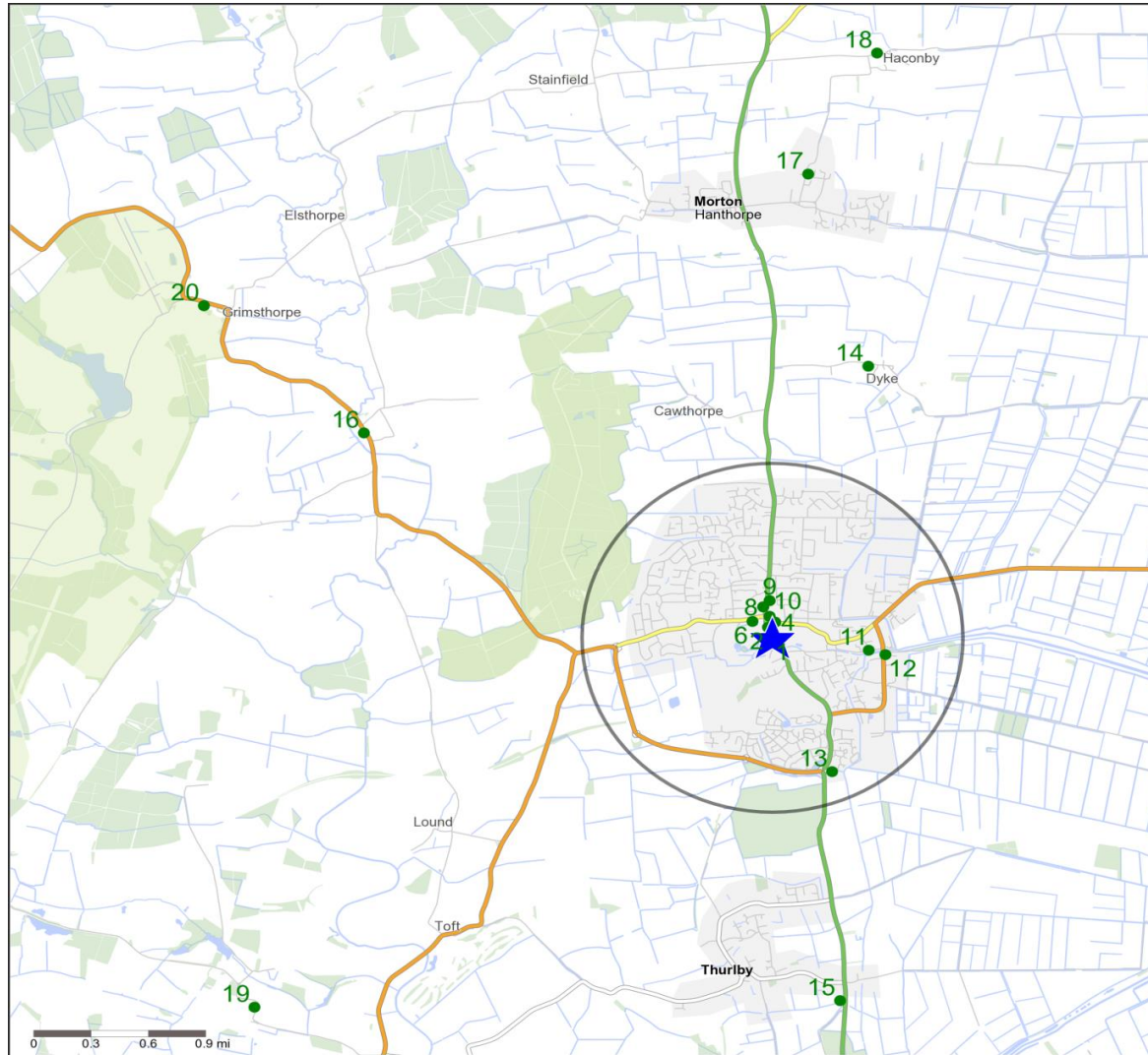
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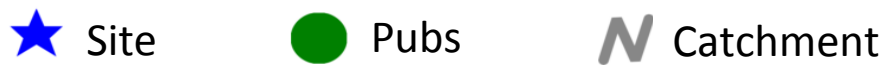
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Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Masons	Star Pubs & Bars	0.0	0.2
2	Red Lion	Independent Free	0.1	0.5
3	Essence	Independent Free	0.1	0.9
4	Nags Head	Independent Free	0.1	0.9
5	Burghley Arms Inn & Hotel	Enterprise Inns	0.1	0.8
6	Golden Lion	Sam Smith	0.1	0.9
7	Smiths	Independent Free	0.2	1.1
8	Angel Hotel	Independent Free	0.2	1.1
9	Jubilee	Independent Free	0.2	0.9
10	Archie's Bar	Independent Free	0.2	0.9
11	Anchor	Punch Pub Company	0.5	3.2
12	Q At Southside	Independent Free	0.6	3.6
13	Sugar Mill	Marston's	0.8	3.5
14	Wishing Well	Independent Free	1.6	5.9
15	Horse Shoe	Marston's	2.1	5.1
16	Five Bells	Unknown	2.4	7.0
17	Five Bells	Independent Free	2.7	7.1
18	Hare & Hound	Independent Free	3.4	7.7
19	Six Bells	Punch Pub Company	3.4	10.0
20	Black Horse	Independent Free	3.5	9.1