

## 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	2	2	20
Catchment Adults 18+	689	906	12,147
Catchment Adults 18+ Per Pub	345	453	607

## Standard Catchment Pub Channel Index

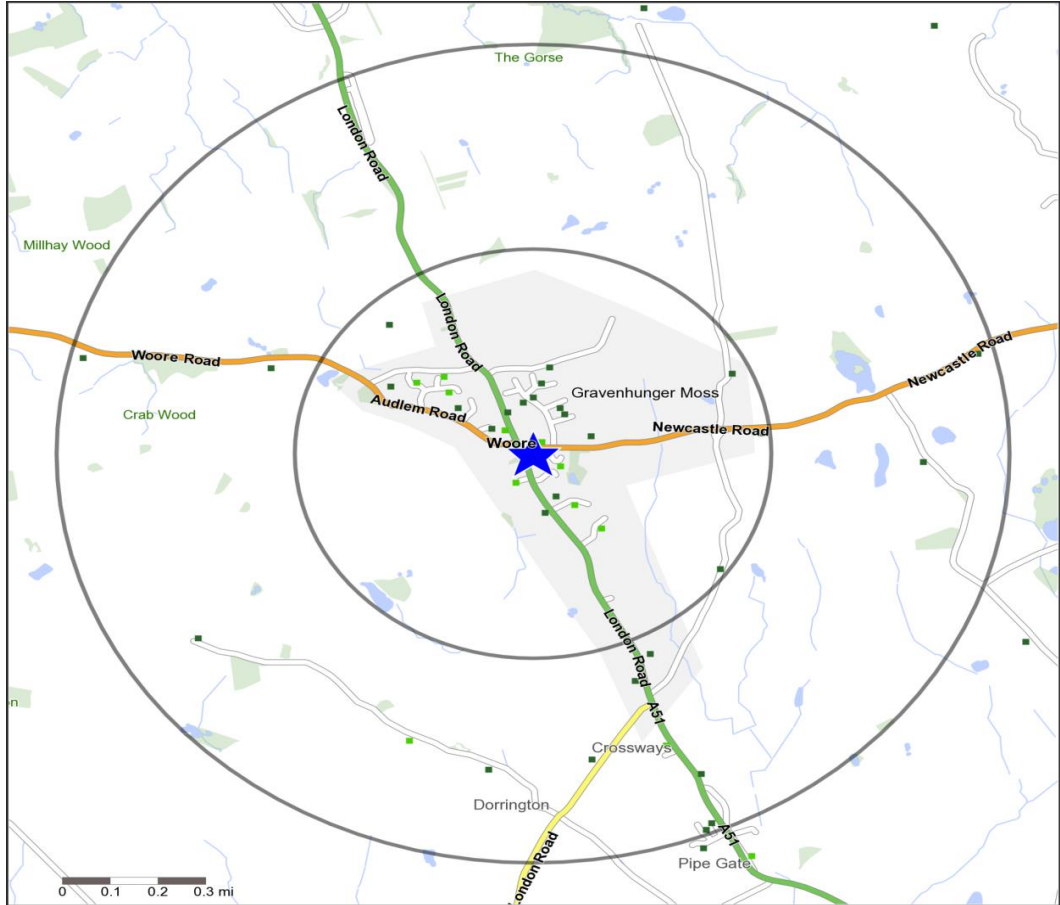
	0.5 Mile Catchment			1 Mile Catchment			10 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Great Pub Great Food Gold	17	2.5	8	69	7.6	26	1,893	15.6	53
Great Pub Great Food Silver	469	68.1	148	577	63.7	139	6,514	53.6	117
Mainstream Pub with Food - Suburban Value	0	0.0	0	0	0.0	0	1,133	9.3	17
Mainstream Pub with Food - Suburban Aspiration	0	0.0	0	0	0.0	0	1,068	8.8	24
Mainstream Pub with Food - Country Value	511	74.2	600	575	63.5	514	6,591	54.3	439
Mainstream Pub with Food - Country Aspiration	242	35.1	283	249	27.5	222	3,170	26.1	211
Bit of Style	0	0.0	0	0	0.0	0	61	0.5	2
YPV Mainstream	0	0.0	0	0	0.0	0	0	0.0	0
YPV Premium	0	0.0	0	0	0.0	0	4	0.0	0
Community Wet	0	0.0	0	0	0.0	0	332	2.7	9
<b>Total 18+ Population in Catchment</b>	<b>689</b>			<b>906</b>			<b>12,147</b>		

## Social Grade

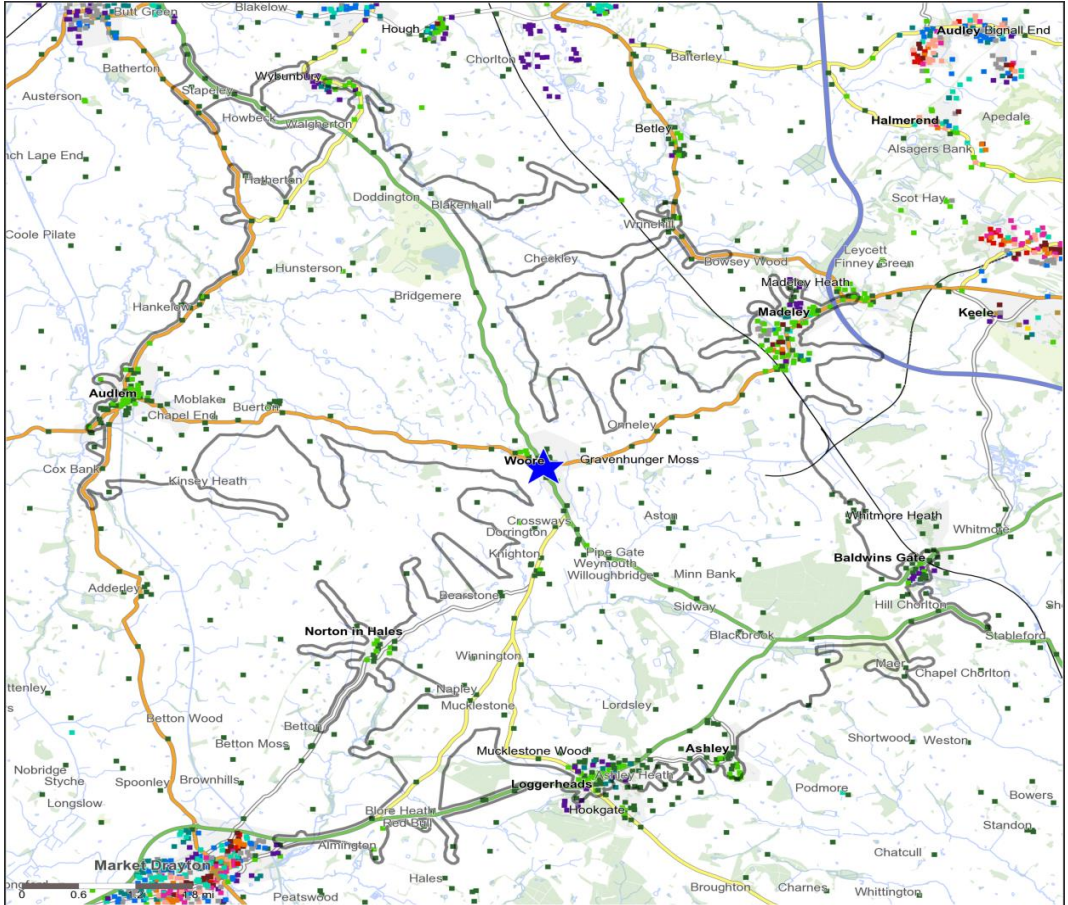
	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	67.4	127	66.0	124	62.8	118
C2DE	32.6	69	34.0	73	37.2	79

## Mosaic Groups in 0.5 and 1 Mile Catchment Areas

## 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 |  |
| K Municipal Challenge | L Vintage Value      | M Modest Traditions   | N Urban Cohesion | O Rental Hubs       |  |

# 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	0	0.0
B06 Diamond Days	0	0.0	0	0.0	55	0.5
B07 Alpha Families	0	0.0	0	0.0	269	2.2
B08 Bank of Mum and Dad	0	0.0	0	0.0	175	1.4
B09 Empty-Nest Adventure	0	0.0	0	0.0	24	0.2
C10 Wealthy Landowners	151	21.9	210	23.2	2,665	21.9
C11 Rural Vogue	17	2.5	69	7.6	829	6.8
C12 Scattered Homesteads	10	1.5	52	5.7	492	4.1
C13 Village Retirement	242	35.1	249	27.5	2,647	21.8
D14 Satellite Settlers	210	30.5	259	28.6	1,713	14.1
D15 Local Focus	0	0.0	0	0.0	968	8.0
D16 Outlying Seniors	59	8.6	67	7.4	1,018	8.4
D17 Far-Flung Outposts	0	0.0	0	0.0	0	0.0
E18 Legacy Elders	0	0.0	0	0.0	0	0.0
E19 Bungalow Heaven	0	0.0	0	0.0	245	2.0
E20 Classic Grandparents	0	0.0	0	0.0	5	0.0
E21 Solo Retirees	0	0.0	0	0.0	14	0.1
F22 Boomerang Boarders	0	0.0	0	0.0	0	0.0
F23 Family Ties	0	0.0	0	0.0	11	0.1
F24 Fledgling Free	0	0.0	0	0.0	0	0.0
F25 Dependable Me	0	0.0	0	0.0	0	0.0
G26 Cafés and Catchments	0	0.0	0	0.0	0	0.0
G27 Thriving Independence	0	0.0	0	0.0	0	0.0
G28 Modern Parents	0	0.0	0	0.0	344	2.8
G29 Mid-Career Convention	0	0.0	0	0.0	140	1.2
H30 Primary Ambitions	0	0.0	0	0.0	0	0.0
H31 Affordable Fringe	0	0.0	0	0.0	0	0.0
H32 First-Rung Futures	0	0.0	0	0.0	0	0.0
H33 Contemporary Starts	0	0.0	0	0.0	57	0.5
H34 New Foundations	0	0.0	0	0.0	0	0.0
H35 Flying Solo	0	0.0	0	0.0	4	0.0

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	0	0.0	0	0.0
I37 Budget Generations	0	0.0	0	0.0	116	1.0
I38 Childcare Squeeze	0	0.0	0	0.0	0	0.0
I39 Families with Needs	0	0.0	0	0.0	0	0.0
J40 Make Do & Move On	0	0.0	0	0.0	0	0.0
J41 Disconnected Youth	0	0.0	0	0.0	0	0.0
J42 Midlife Stopgap	0	0.0	0	0.0	0	0.0
J43 Renting a Room	0	0.0	0	0.0	0	0.0
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	0	0.0
K47 Streetwise Singles	0	0.0	0	0.0	0	0.0
K48 Low Income Workers	0	0.0	0	0.0	0	0.0
L49 Dependent Greys	0	0.0	0	0.0	0	0.0
L50 Pocket Pensions	0	0.0	0	0.0	159	1.3
L51 Aided Elderly	0	0.0	0	0.0	0	0.0
L52 Estate Veterans	0	0.0	0	0.0	197	1.6
L53 Seasoned Survivors	0	0.0	0	0.0	0	0.0
M54 Down-to-Earth Owners	0	0.0	0	0.0	0	0.0
M55 Offspring Overspill	0	0.0	0	0.0	0	0.0
M56 Self Supporters	0	0.0	0	0.0	0	0.0
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	0	0.0
O61 Career Builders	0	0.0	0	0.0	0	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	0	0.0	0	0.0
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	0	0.0	0	0.0	0	0.0
<b>Total</b>	<b>689</b>		<b>906</b>		<b>12,147</b>	

## Top 5 Mosaic Types

### 1. 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

### 2. 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

### 3. 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

### 4. 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

### 5. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

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

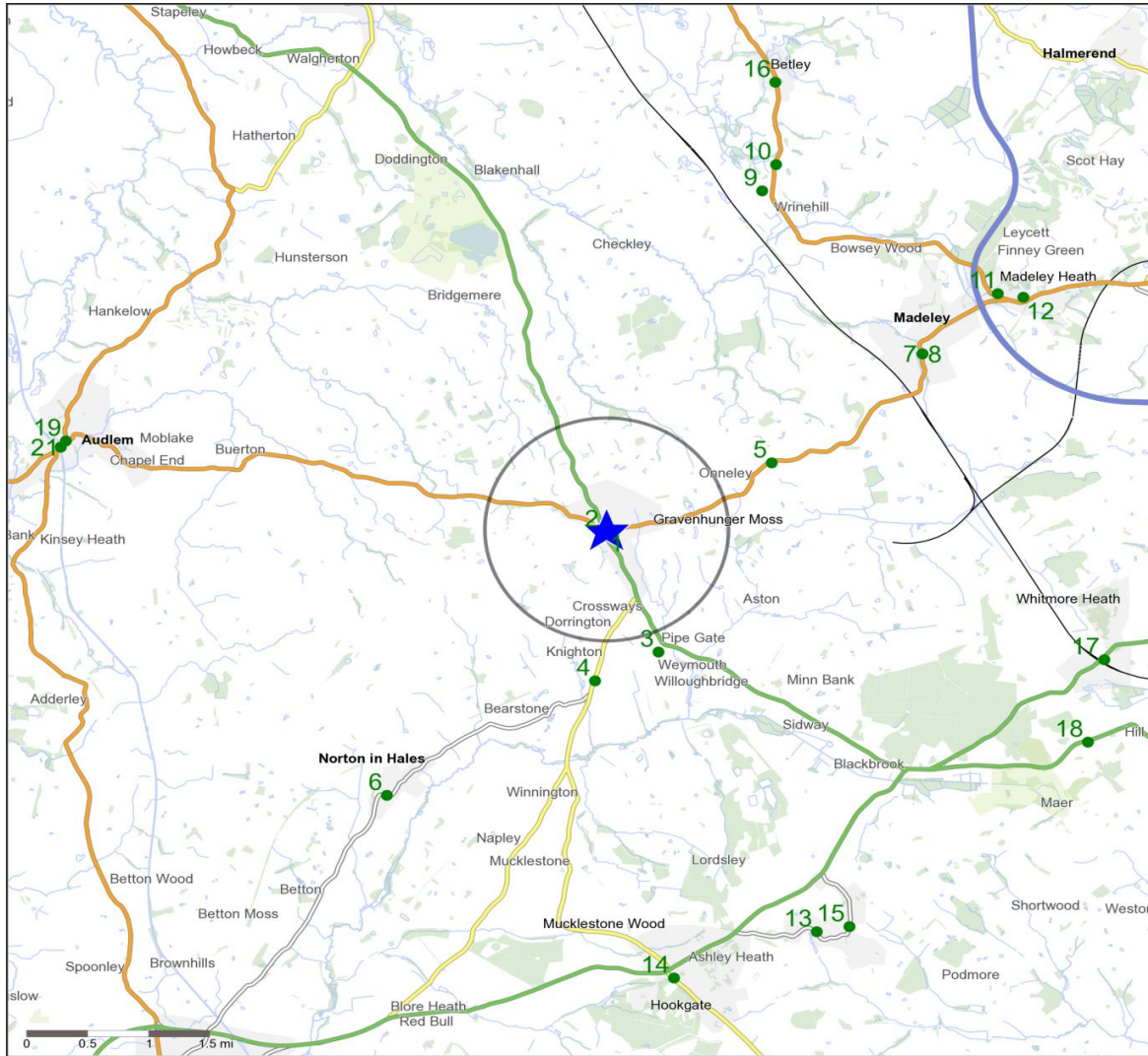
[www.segmentationportal.com](http://www.segmentationportal.com)

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

Experian Helpdesk: [EMSUKHelpdesk@experian.com](mailto: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	Coopers Arms	Punch Pub Company	0.0	0.1
2	Falcon Hotel	Marston's	0.0	0.2
3	Chetwode Arms	Punch Pub Company	1.2	3.0
4	White Lion	Independent Free	1.4	3.6
5	Wheatsheaf Hotel	Independent Free	1.5	2.8
6	Hinds Head	Unknown	3.0	7.9
7	Offley Arms	Punch Pub Company	3.0	6.9
8	Evening Spice	Independent Free	3.0	6.9
9	Crown Inn	Independent Free	3.3	9.2
10	Hand & Trumpet	Restaurant Group	3.6	10.0
11	Old Swan Hotel	Independent Free	3.8	10.0
12	Crewe Arms	Punch Pub Company	4.0	10.4
13	Peel Arms	Admiral Taverns Ltd	4.0	9.2
14	Loggerheads Hotel	Punch Pub Company	4.1	9.4
15	Meynell Arms	Enterprise Inns	4.1	8.9
16	Swan Inn	Independent Free	4.2	12.3
17	Sheet Anchor	Enterprise Inns	4.2	9.7
18	Slaters Country Inn	Independent Free	4.4	8.5
19	Lord Combermere Hotel	Enterprise Inns	4.5	8.3
20	Shroppie Fly	Punch Pub Company	4.5	8.7