

## 1 Mile Catchment Mosaic Profile

## Per Pub Analysis

0.5 Mile Catchment

1 Mile Catchment

10 Minute DT Catchment

### H Aspiring Homemakers

### E Senior Security

### F Suburban Stability



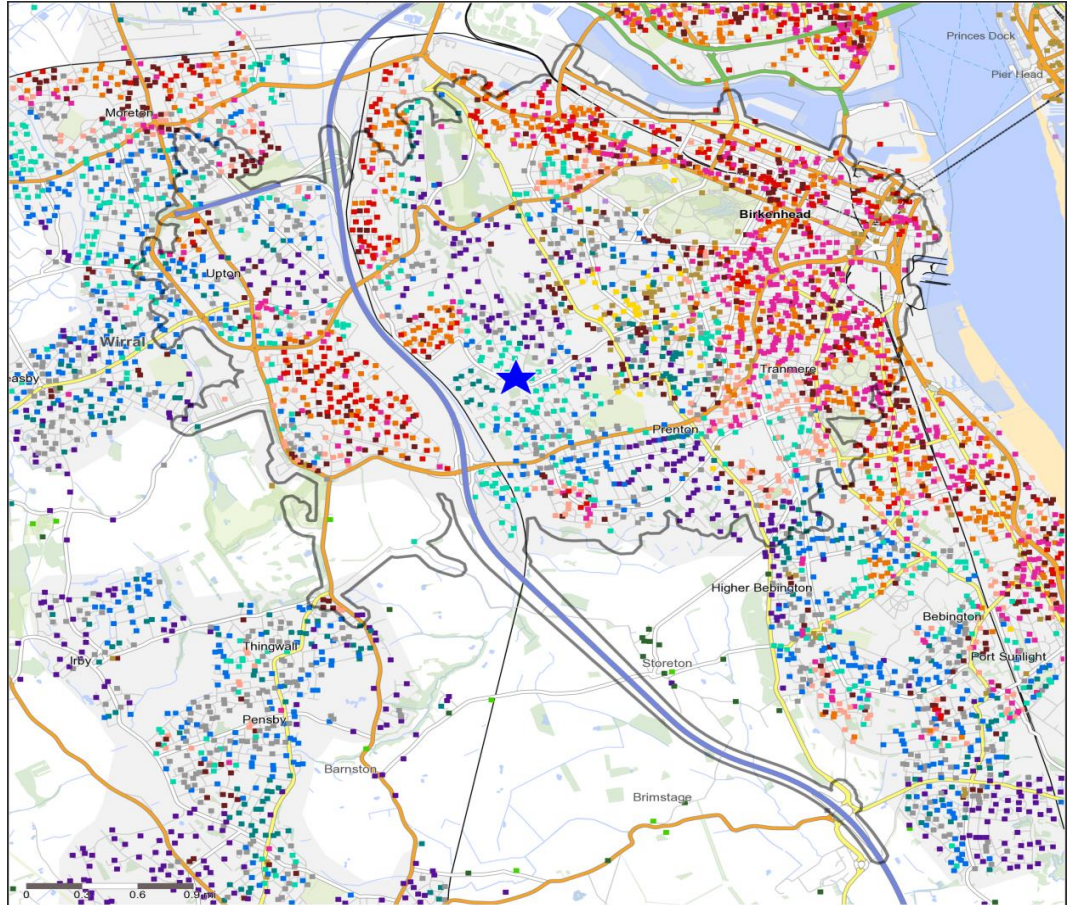
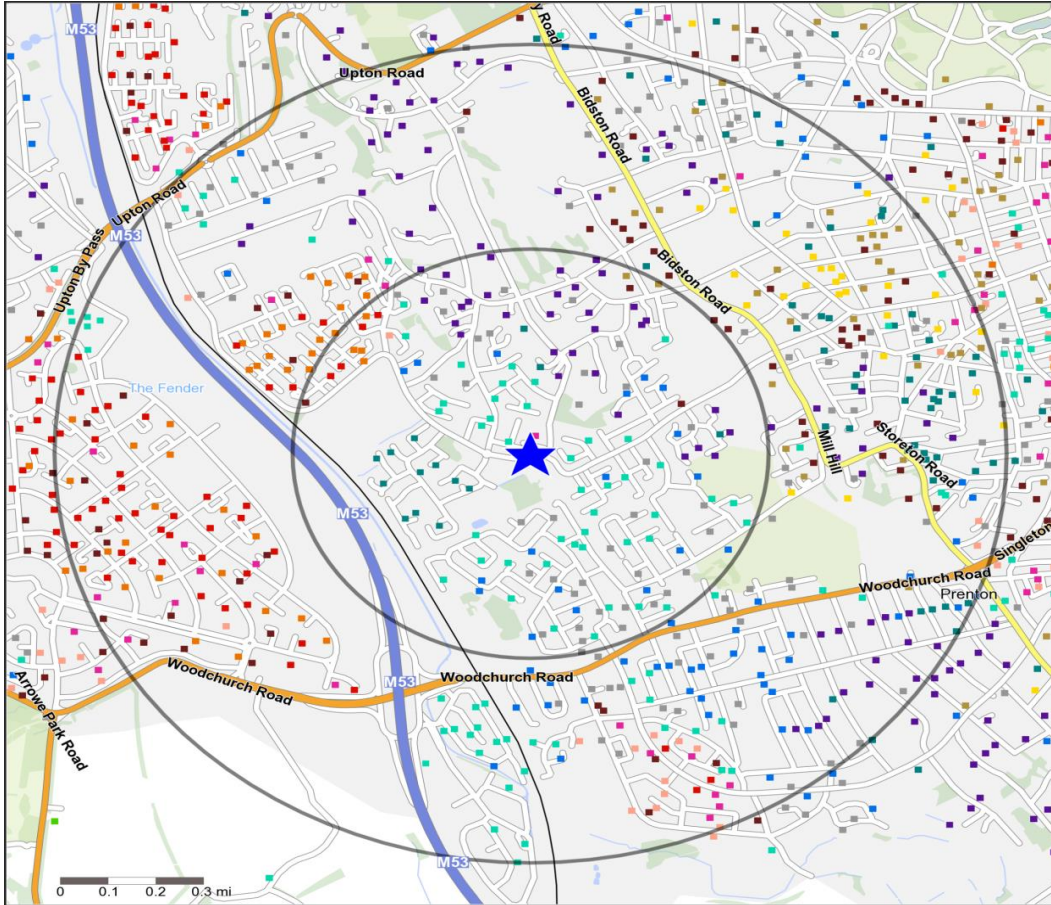
Number of Pubs	2	10	75
Catchment Adults 18+	6,167	22,803	74,507
Catchment Adults 18+ Per Pub	3,084	2,280	993

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	2,044	33.1	113	6,032	26.5	91	12,375	16.6	57
Great Pub Great Food Silver	5,086	82.5	179	12,360	54.2	118	27,352	36.7	80
Mainstream Pub with Food - Suburban Value	5,485	88.9	160	17,401	76.3	137	58,122	78.0	141
Mainstream Pub with Food - Suburban Aspiration	2,229	36.1	97	8,811	38.6	104	18,870	25.3	68
Mainstream Pub with Food - Country Value	241	3.9	32	647	2.8	23	1,382	1.9	15
Mainstream Pub with Food - Country Aspiration	786	12.7	103	3,197	14.0	113	5,372	7.2	58
Bit of Style	413	6.7	27	3,804	16.7	67	18,173	24.4	98
YPV Mainstream	0	0.0	0	29	0.1	6	1,107	1.5	73
YPV Premium	150	2.4	36	1,220	5.4	80	3,080	4.1	62
Community Wet	1,799	29.2	94	9,922	43.5	141	40,080	53.8	174
<b>Total 18+ Population in Catchment</b>	<b>6,167</b>			<b>22,803</b>			<b>74,507</b>		

Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	56.6	107	53.1	100	42.7	80
C2DE	43.4	93	46.9	100	57.3	122

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		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	0	0.0	0	0.0	164	0.2		
A02	Uptown Elite	0	0.0	0	0.0	13	0.0	I37	Budget Generations	25	0.4	609	2.7	1,123	1.5		
A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	I38	Childcare Squeeze	5	0.1	356	1.6	3,952	5.3		
A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	I39	Families with Needs	135	2.2	605	2.7	4,412	5.9		
B05	Premium Fortunes	1	0.0	18	0.1	138	0.2	J40	Make Do & Move On	4	0.1	489	2.1	1,105	1.5		
B06	Diamond Days	249	4.0	738	3.2	1,009	1.4	J41	Disconnected Youth	0	0.0	29	0.1	1,103	1.5		
B07	Alpha Families	47	0.8	103	0.5	437	0.6	J42	Midlife Stopgap	31	0.5	153	0.7	855	1.1		
B08	Bank of Mum and Dad	65	1.1	521	2.3	1,076	1.4	J43	Renting a Room	0	0.0	6	0.0	8,209	11.0		
B09	Empty-Nest Adventure	141	2.3	469	2.1	928	1.2	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0		
C10	Wealthy Landowners	0	0.0	0	0.0	6	0.0	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0		
C11	Rural Vogue	0	0.0	0	0.0	0	0.0	K46	High Rise Residents	0	0.0	174	0.8	411	0.6		
C12	Scattered Homesteads	0	0.0	0	0.0	0	0.0	K47	Streetwise Singles	0	0.0	278	1.2	1,911	2.6		
C13	Village Retirement	0	0.0	0	0.0	0	0.0	K48	Low Income Workers	89	1.4	1,584	6.9	4,577	6.1		
D14	Satellite Settlers	0	0.0	0	0.0	5	0.0	L49	Dependent Greys	0	0.0	176	0.8	2,703	3.6		
D15	Local Focus	0	0.0	0	0.0	0	0.0	L50	Pocket Pensions	20	0.3	167	0.7	566	0.8		
D16	Outlying Seniors	0	0.0	0	0.0	0	0.0	L51	Aided Elderly	90	1.5	1,048	4.6	1,564	2.1		
D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	L52	Estate Veterans	3	0.0	211	0.9	789	1.1		
E18	Legacy Elders	274	4.4	1,121	4.9	1,650	2.2	L53	Seasoned Survivors	16	0.3	260	1.1	2,752	3.7		
E19	Bungalow Heaven	17	0.3	140	0.6	673	0.9	M54	Down-to-Earth Owners	0	0.0	182	0.8	936	1.3		
E20	Classic Grandparents	605	9.8	1,473	6.5	3,035	4.1	M55	Offspring Overspill	10	0.2	217	1.0	2,947	4.0		
E21	Solo Retirees	244	4.0	917	4.0	2,366	3.2	M56	Self Supporters	0	0.0	148	0.6	1,986	2.7		
F22	Boomerang Boarders	149	2.4	672	2.9	1,672	2.2	N57	Community Elders	0	0.0	0	0.0	0	0.0		
F23	Family Ties	187	3.0	670	2.9	1,495	2.0	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0		
F24	Fledgling Free	224	3.6	507	2.2	704	0.9	N59	Asian Heritage	0	0.0	0	0.0	0	0.0		
F25	Dependable Me	397	6.4	859	3.8	1,921	2.6	N60	Ageing Access	0	0.0	826	3.6	1,154	1.5		
G26	Cafés and Catchments	11	0.2	304	1.3	339	0.5	O61	Career Builders	0	0.0	241	1.1	311	0.4		
G27	Thriving Independence	59	1.0	841	3.7	1,080	1.4	O62	Central Pulse	0	0.0	0	0.0	20	0.0		
G28	Modern Parents	661	10.7	661	2.9	813	1.1	O63	Flexible Workforce	0	0.0	0	0.0	0	0.0		
G29	Mid-Career Convention	0	0.0	96	0.4	673	0.9	O64	Bus-Route Renters	19	0.3	1,044	4.6	2,880	3.9		
H30	Primary Ambitions	0	0.0	82	0.4	1,009	1.4	O65	Learners & Earners	0	0.0	0	0.0	4	0.0		
H31	Affordable Fringe	2,069	33.5	2,949	12.9	4,547	6.1	O66	Student Scene	0	0.0	0	0.0	0	0.0		
H32	First-Rung Futures	149	2.4	552	2.4	1,876	2.5	U99	Unclassified	0	0.0	0	0.0	59	0.1		
H33	Contemporary Starts	40	0.6	40	0.2	48	0.1										
H34	New Foundations	0	0.0	91	0.4	325	0.4										
H35	Flying Solo	131	2.1	176	0.8	176	0.2										
								<b>Total</b>		<b>6,167</b>		<b>22,803</b>		<b>74,507</b>			

## Top 5 Mosaic Types

### 1. 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

### 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. 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

### 4. E18 Legacy Elders

Time-honoured elders now mostly living alone in comfortable suburban homes on final salary pensions



- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

### 5. L51 Aided Elderly

Supported elders in specialised accommodation including retirement homes and complexes of small homes



- Developments for the elderly
- Mostly purpose built flats
- Most own, others rent
- Majority are living alone
- Have income additional to state pension
- Least likely to own a mobile phone

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

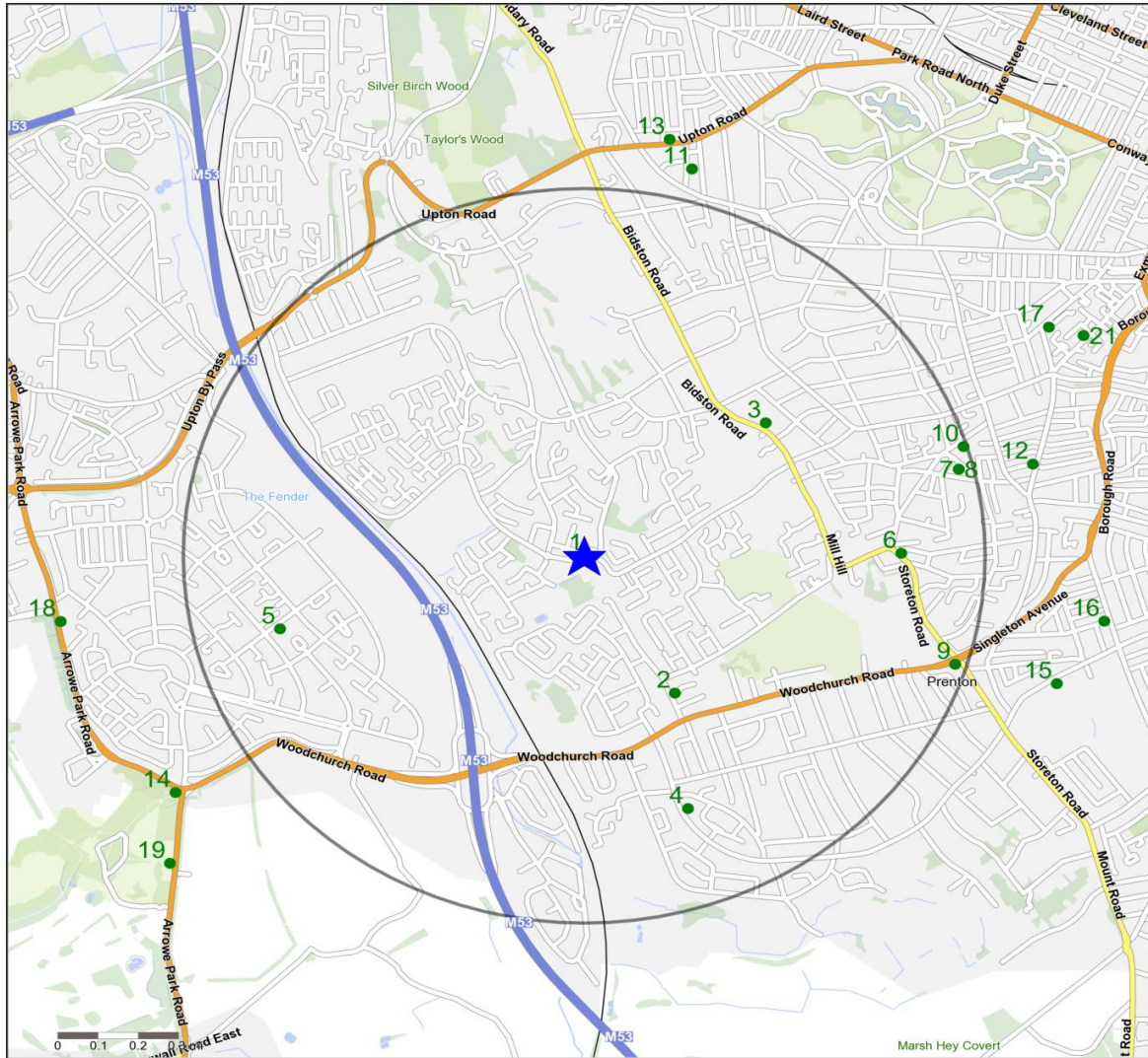
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## Competitor Map



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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	Wirral Hundred	Star Pubs & Bars	0.0	0.1
2	Swan	Mitchells & Butlers	0.4	4.1
3	Caernarvon Castle	Greene King	0.6	2.9
4	Dell	Punch Pub Company	0.7	5.4
5	Woodchurch	Enterprise Inns	0.8	9.9
6	Queens Arms Hotel	Enterprise Inns	0.8	4.5
7	Oxton Arms	Enterprise Inns	1.0	4.9
8	Shrewsbury Arms	Greene King	1.0	4.9
9	Halfway House Hotel	Stonegate Pub Company	1.0	6.0
10	Home Oxton	Independent Free	1.0	4.9
11	Heather Brow	Enterprise Inns	1.1	6.1
12	Cock & Pullet	AtWill Pubs	1.1	5.1
13	Claughton Hotel	Enterprise Inns	1.2	6.6
14	Arrowe Park	Greene King	1.2	8.0
15	Birch Tree	Greene King	1.2	7.4
16	Prenton Park	Enterprise Inns	1.3	7.2
17	Warwick Arms	Admiral Taverns Ltd	1.3	5.4
18	Stirrup	Mitchells & Butlers	1.3	8.8
19	Toby Carvery	Mitchells & Butlers	1.3	8.4
20	Richmond Hotel	Independent Free	1.4	5.4