

## 1 Mile Catchment Mosaic Profile

### J Transient Renters



### O Rental Hubs



### I Family Basics



## Per Pub Analysis

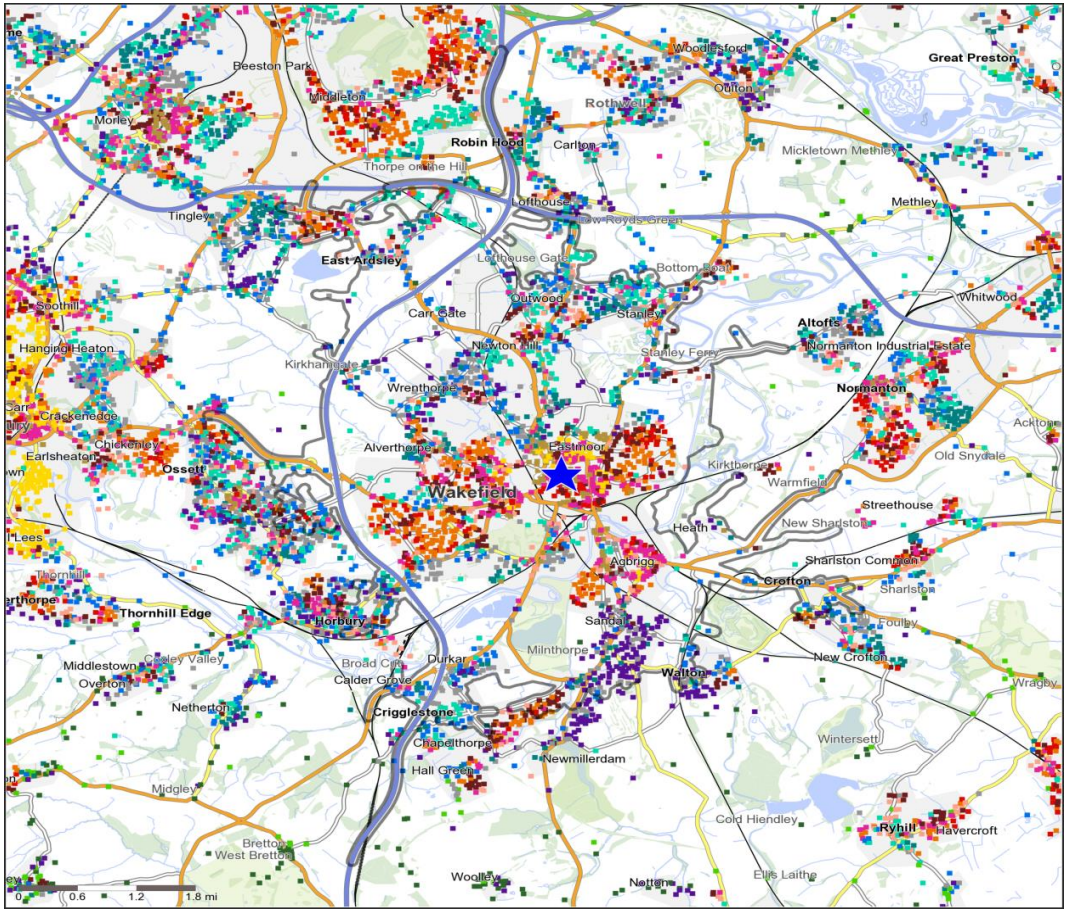
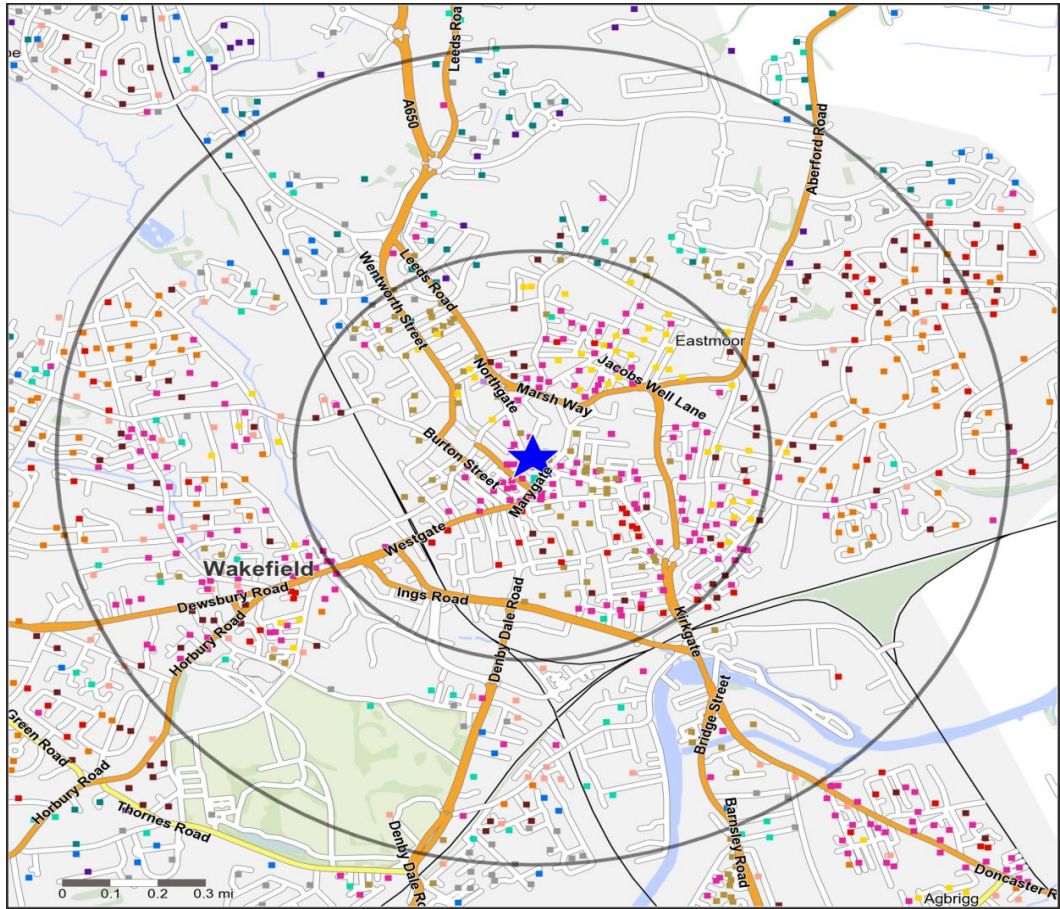
	0.5 Mile Catchment	1 Mile Catchment	10 Minute DT Catchment
Number of Pubs	59	72	131
Catchment Adults 18+	6,959	21,114	85,911
Catchment Adults 18+ Per Pub	118	293	656

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	443	6.4	22	2,426	11.5	39	23,098	26.9	92
Great Pub Great Food Silver	569	8.2	18	4,491	21.3	46	40,242	46.8	102
Mainstream Pub with Food - Suburban Value	3,505	50.4	91	14,041	66.5	120	66,864	77.8	140
Mainstream Pub with Food - Suburban Aspiration	1,211	17.4	47	4,769	22.6	61	29,605	34.5	93
Mainstream Pub with Food - Country Value	0	0.0	0	393	1.9	15	4,983	5.8	47
Mainstream Pub with Food - Country Aspiration	128	1.8	15	798	3.8	30	8,313	9.7	78
Bit of Style	3,426	49.2	197	7,477	35.4	142	18,157	21.1	85
YPV Mainstream	33	0.5	23	266	1.3	62	549	0.6	31
YPV Premium	971	14.0	209	2,032	9.6	144	2,893	3.4	50
Community Wet	1,552	22.3	72	9,990	47.3	153	41,017	47.7	154
<b>Total 18+ Population in Catchment</b>	<b>6,959</b>			<b>21,114</b>			<b>85,911</b>		

Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	38.8	73	40.6	77	46.6	88
C2DE	61.2	130	59.4	127	53.4	114

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	204	0.2		
A02	Uptown Elite	9	0.1	9	0.0	9	0.0	I37	Budget Generations	1	0.0	161	0.8	2,378	2.8		
A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	I38	Childcare Squeeze	7	0.1	270	1.3	592	0.7		
A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	I39	Families with Needs	52	0.7	2,075	9.8	5,874	6.8		
B05	Premium Fortunes	0	0.0	0	0.0	169	0.2	J40	Make Do & Move On	0	0.0	160	0.8	1,427	1.7		
B06	Diamond Days	0	0.0	0	0.0	720	0.8	J41	Disconnected Youth	33	0.5	266	1.3	549	0.6		
B07	Alpha Families	0	0.0	53	0.3	446	0.5	J42	Midlife Stopgap	70	1.0	830	3.9	2,596	3.0		
B08	Bank of Mum and Dad	8	0.1	21	0.1	1,167	1.4	J43	Renting a Room	2,025	29.1	3,253	15.4	5,128	6.0		
B09	Empty-Nest Adventure	18	0.3	90	0.4	2,455	2.9	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0		
C10	Wealthy Landowners	0	0.0	0	0.0	7	0.0	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0		
C11	Rural Vogue	0	0.0	0	0.0	5	0.0	K46	High Rise Residents	643	9.2	868	4.1	868	1.0		
C12	Scattered Homesteads	0	0.0	0	0.0	0	0.0	K47	Streetwise Singles	102	1.5	513	2.4	1,357	1.6		
C13	Village Retirement	0	0.0	0	0.0	21	0.0	K48	Low Income Workers	0	0.0	378	1.8	2,431	2.8		
D14	Satellite Settlers	0	0.0	0	0.0	27	0.0	L49	Dependent Greys	342	4.9	1,076	5.1	2,211	2.6		
D15	Local Focus	0	0.0	0	0.0	0	0.0	L50	Pocket Pensions	0	0.0	128	0.6	1,944	2.3		
D16	Outlying Seniors	0	0.0	0	0.0	0	0.0	L51	Aided Elderly	53	0.8	85	0.4	271	0.3		
D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	L52	Estate Veterans	49	0.7	619	2.9	3,454	4.0		
E18	Legacy Elders	12	0.2	158	0.7	1,545	1.8	L53	Seasoned Survivors	97	1.4	526	2.5	937	1.1		
E19	Bungalow Heaven	0	0.0	294	1.4	2,696	3.1	M54	Down-to-Earth Owners	0	0.0	54	0.3	810	0.9		
E20	Classic Grandparents	25	0.4	681	3.2	4,116	4.8	M55	Offspring Overspill	4	0.1	406	1.9	2,143	2.5		
E21	Solo Retirees	105	1.5	382	1.8	1,934	2.3	M56	Self Supporters	2	0.0	594	2.8	2,635	3.1		
F22	Boomerang Boarders	0	0.0	191	0.9	3,542	4.1	N57	Community Elders	0	0.0	0	0.0	0	0.0		
F23	Family Ties	4	0.1	36	0.2	1,613	1.9	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0		
F24	Fledgling Free	0	0.0	99	0.5	2,239	2.6	N59	Asian Heritage	1,023	14.7	1,418	6.7	1,795	2.1		
F25	Dependable Me	0	0.0	281	1.3	2,664	3.1	N60	Ageing Access	98	1.4	140	0.7	140	0.2		
G26	Cafés and Catchments	5	0.1	88	0.4	102	0.1	O61	Career Builders	248	3.6	529	2.5	653	0.8		
G27	Thriving Independence	102	1.5	535	2.5	1,096	1.3	O62	Central Pulse	417	6.0	875	4.1	904	1.1		
G28	Modern Parents	20	0.3	114	0.5	2,337	2.7	O63	Flexible Workforce	73	1.0	73	0.3	73	0.1		
G29	Mid-Career Convention	0	0.0	2	0.0	2,736	3.2	O64	Bus-Route Renters	481	6.9	1,080	5.1	1,750	2.0		
H30	Primary Ambitions	24	0.3	397	1.9	1,330	1.5	O65	Learners & Earners	0	0.0	0	0.0	0	0.0		
H31	Affordable Fringe	0	0.0	283	1.3	3,551	4.1	O66	Student Scene	0	0.0	0	0.0	0	0.0		
H32	First-Rung Futures	9	0.1	183	0.9	3,195	3.7	U99	Unclassified	752	10.8	755	3.6	764	0.9		
H33	Contemporary Starts	0	0.0	25	0.1	1,775	2.1										
H34	New Foundations	46	0.7	56	0.3	360	0.4										
H35	Flying Solo	0	0.0	4	0.0	166	0.2										
									<b>Total</b>								
									<b>6,959</b>				<b>21,114</b>		<b>85,911</b>		

## Top 5 Mosaic Types

### 1. J43 Renting a Room

Transient renters of low cost accommodation often within subdivided older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

### 2. 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

### 3. N59 Asian Heritage

Large extended families in neighbourhoods with a strong South Asian tradition



- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

### 4. O64 Bus-Route Renters

Singles renting affordable private flats away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

### 5. L49 Dependent Greys

Ageing social renters with high levels of need in centrally located developments of small units



- Ageing singles
- Vulnerable to poor health
- 1 bedroom socially rented units
- Disabled parking permits
- Low income
- City location

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

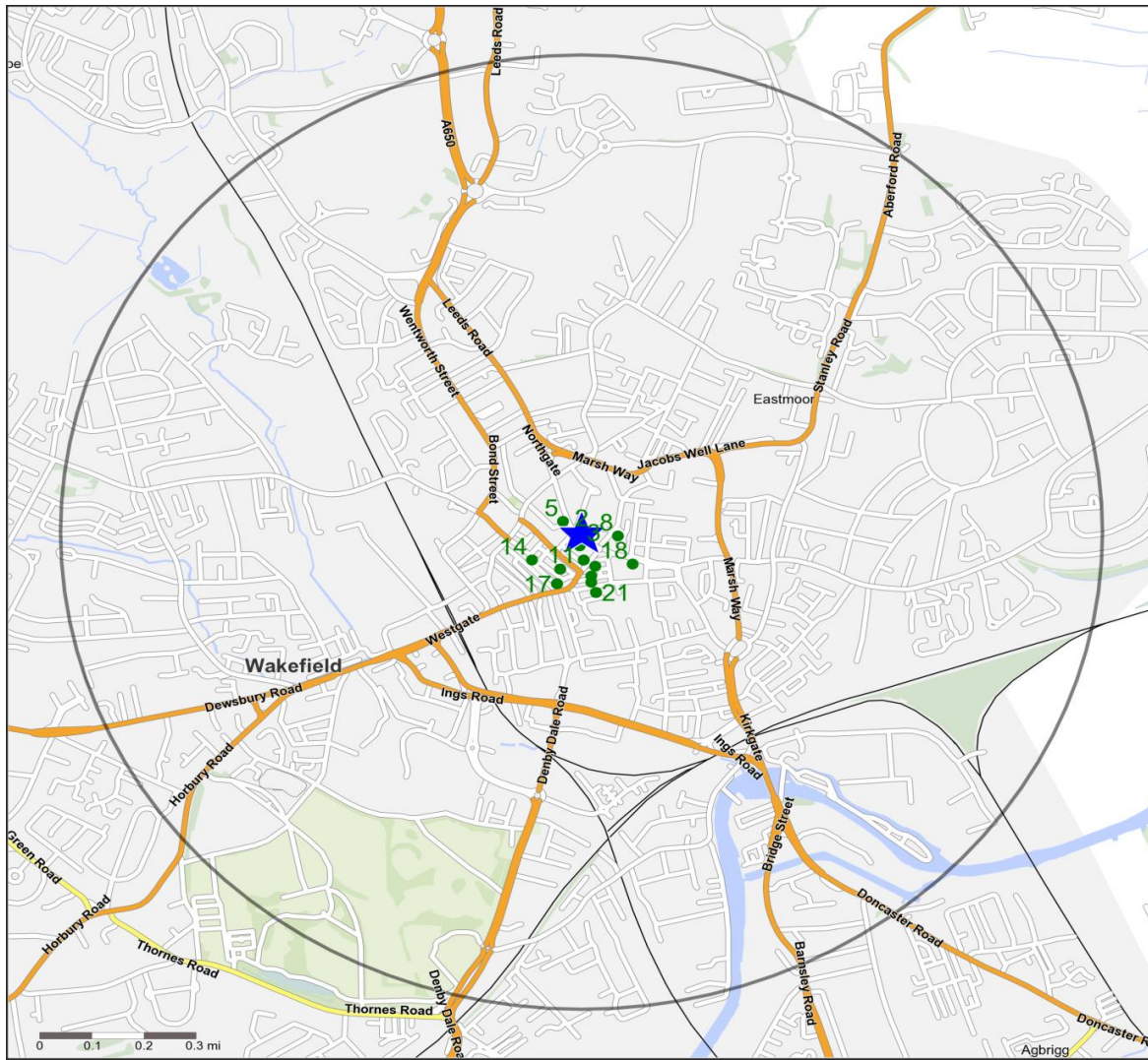
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## Competitor Map



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Site
 Pubs
 Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Talbot & Falcon	Punch Pub Company	0.0	0.0
2	Gate	Marston's	0.0	0.0
3	Zynk Bar	Independent Free	0.0	0.0
4	Qubana	Independent Free	0.0	0.2
5	Cow Shed Restaurant & Grill	Independent Free	0.0	0.3
6	Strafford Arms	Enterprise Inns	0.1	0.6
7	Wf1	Independent Free	0.1	0.6
8	Bolands Bar	Enterprise Inns	0.1	0.6
9	Vegas	Independent Free	0.1	0.4
10	Elliots	Independent Free	0.1	1.5
11	Red Cafe-Bar & Restaurant	*Other Small Retail Groups	0.1	1.5
12	Black Rock Hotel	Punch Pub Company	0.1	0.4
13	Moose Cafe Bar	Independent Free	0.1	0.4
14	Inns Of Court	Marston's	0.1	1.3
15	Black Swan	Marston's	0.1	0.7
16	Passion	Independent Free	0.1	0.7
17	Office Bar	Independent Free	0.1	0.7
18	Raven	Enterprise Inns	0.1	1.3
19	Reflections	Enterprise Inns	0.1	2.2
20	Pjz	Unknown	0.1	2.2