

## 1 Mile Catchment Mosaic Profile

### J Transient Renters



### L Vintage Value



### H Aspiring Homemakers



## Per Pub Analysis

### 0.5 Mile Catchment

### 1 Mile Catchment

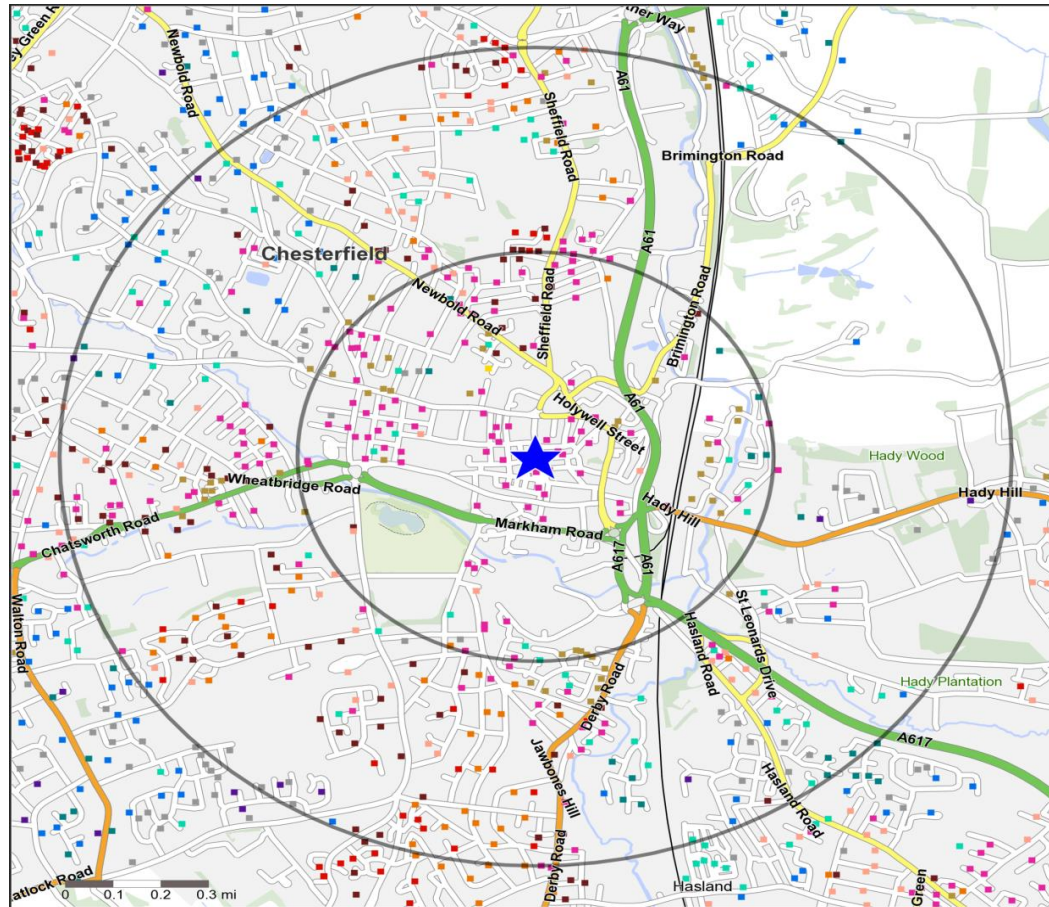
### 10 Minute DT Catchment

Number of Pubs	43	59	109
Catchment Adults 18+	3,974	19,181	78,673
Catchment Adults 18+ Per Pub	92	325	722

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	552	13.9	48	2,902	15.1	52	19,742	25.1	86
Great Pub Great Food Silver	749	18.8	41	6,014	31.4	68	39,079	49.7	108
Mainstream Pub with Food - Suburban Value	3,389	85.3	154	16,146	84.2	152	61,979	78.8	142
Mainstream Pub with Food - Suburban Aspiration	2,251	56.6	153	6,673	34.8	94	27,664	35.2	95
Mainstream Pub with Food - Country Value	0	0.0	0	202	1.1	9	7,537	9.6	78
Mainstream Pub with Food - Country Aspiration	118	3.0	24	664	3.5	28	8,388	10.7	86
Bit of Style	2,096	52.7	211	5,755	30.0	120	12,464	15.8	64
YPV Mainstream	95	2.4	118	358	1.9	92	786	1.0	49
YPV Premium	662	16.7	250	1,344	7.0	105	1,667	2.1	32
Community Wet	1,714	43.1	139	11,020	57.5	186	39,757	50.5	163
<b>Total 18+ Population in Catchment</b>	<b>3,974</b>			<b>19,181</b>			<b>78,673</b>		

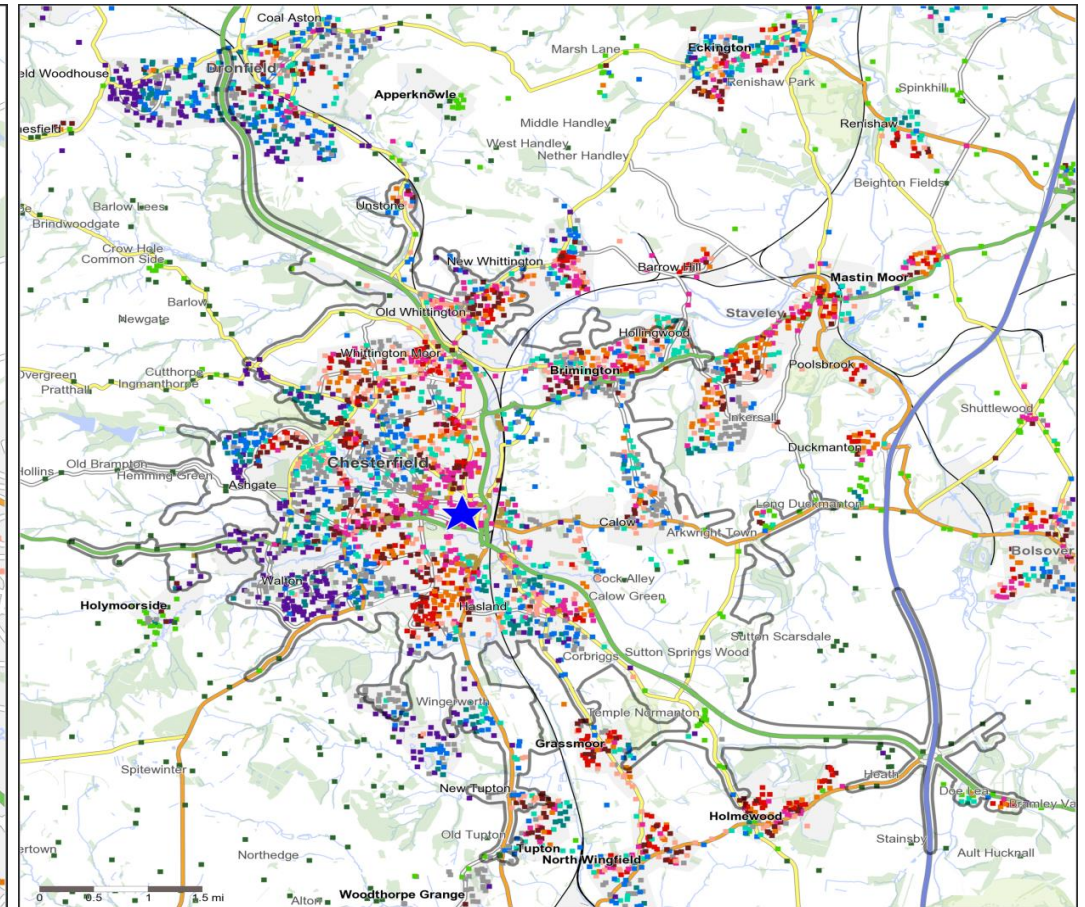
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	55.9	105	47.6	90	48.0	90
C2DE	44.1	94	52.4	112	52.0	111

## Mosaic Groups in 0.5 and 1 Mile Catchment Areas

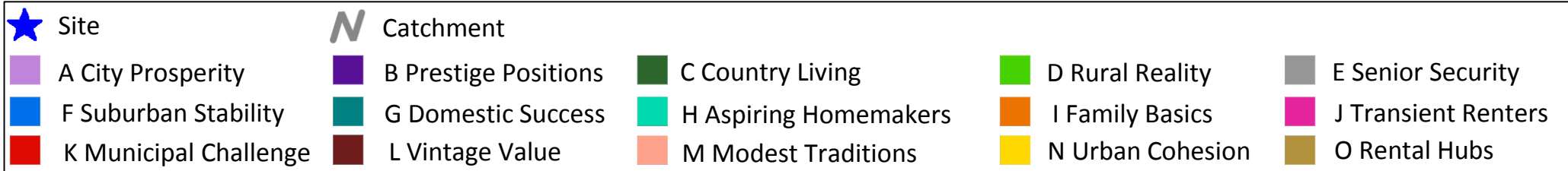


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## Mosaic Groups in 10 minute DT Catchment Area



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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+	%
<div></div>	A01	World-Class Wealth	0	0.0	0	0.0	0	0.0	<div></div>	I36	Solid Economy	9	0.2	16	0.1	16	0.0
<div></div>	A02	Uptown Elite	0	0.0	0	0.0	0	0.0	<div></div>	I37	Budget Generations	8	0.2	622	3.2	2,467	3.1
<div></div>	A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	<div></div>	I38	Childcare Squeeze	27	0.7	557	2.9	1,845	2.3
<div></div>	A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	<div></div>	I39	Families with Needs	0	0.0	868	4.5	1,738	2.2
<div></div>	B05	Premium Fortunes	0	0.0	0	0.0	69	0.1	<div></div>	J40	Make Do & Move On	24	0.6	477	2.5	3,106	3.9
<div></div>	B06	Diamond Days	0	0.0	0	0.0	545	0.7	<div></div>	J41	Disconnected Youth	95	2.4	358	1.9	786	1.0
<div></div>	B07	Alpha Families	0	0.0	0	0.0	495	0.6	<div></div>	J42	Midlife Stopgap	1,238	31.2	2,158	11.3	3,343	4.2
<div></div>	B08	Bank of Mum and Dad	3	0.1	87	0.5	1,130	1.4	<div></div>	J43	Renting a Room	768	19.3	1,712	8.9	1,964	2.5
<div></div>	B09	Empty-Nest Adventure	0	0.0	150	0.8	3,182	4.0	<div></div>	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0
<div></div>	C10	Wealthy Landowners	0	0.0	12	0.1	308	0.4	<div></div>	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0
<div></div>	C11	Rural Vogue	0	0.0	0	0.0	20	0.0	<div></div>	K46	High Rise Residents	0	0.0	0	0.0	0	0.0
<div></div>	C12	Scattered Homesteads	0	0.0	0	0.0	6	0.0	<div></div>	K47	Streetwise Singles	8	0.2	400	2.1	2,764	3.5
<div></div>	C13	Village Retirement	0	0.0	0	0.0	196	0.2	<div></div>	K48	Low Income Workers	0	0.0	502	2.6	2,102	2.7
<div></div>	D14	Satellite Settlers	0	0.0	0	0.0	327	0.4	<div></div>	L49	Dependent Greys	23	0.6	365	1.9	955	1.2
<div></div>	D15	Local Focus	0	0.0	0	0.0	173	0.2	<div></div>	L50	Pocket Pensions	68	1.7	379	2.0	2,282	2.9
<div></div>	D16	Outlying Seniors	0	0.0	0	0.0	382	0.5	<div></div>	L51	Aided Elderly	63	1.6	87	0.5	342	0.4
<div></div>	D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	<div></div>	L52	Estate Veterans	7	0.2	889	4.6	3,072	3.9
<div></div>	E18	Legacy Elders	22	0.6	99	0.5	1,911	2.4	<div></div>	L53	Seasoned Survivors	95	2.4	541	2.8	1,512	1.9
<div></div>	E19	Bungalow Heaven	0	0.0	142	0.7	4,162	5.3	<div></div>	M54	Down-to-Earth Owners	6	0.2	348	1.8	3,090	3.9
<div></div>	E20	Classic Grandparents	74	1.9	782	4.1	2,932	3.7	<div></div>	M55	Offspring Overspill	0	0.0	670	3.5	2,709	3.4
<div></div>	E21	Solo Retirees	80	2.0	639	3.3	1,769	2.2	<div></div>	M56	Self Supporters	75	1.9	806	4.2	3,494	4.4
<div></div>	F22	Boomerang Boarders	0	0.0	340	1.8	2,627	3.3	<div></div>	N57	Community Elders	0	0.0	0	0.0	0	0.0
<div></div>	F23	Family Ties	0	0.0	299	1.6	1,000	1.3	<div></div>	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0
<div></div>	F24	Fledgling Free	0	0.0	60	0.3	2,297	2.9	<div></div>	N59	Asian Heritage	0	0.0	0	0.0	0	0.0
<div></div>	F25	Dependable Me	1	0.0	430	2.2	2,980	3.8	<div></div>	N60	Ageing Access	20	0.5	20	0.1	20	0.0
<div></div>	G26	Cafés and Catchments	0	0.0	0	0.0	0	0.0	<div></div>	O61	Career Builders	238	6.0	381	2.0	468	0.6
<div></div>	G27	Thriving Independence	115	2.9	367	1.9	474	0.6	<div></div>	O62	Central Pulse	245	6.2	360	1.9	360	0.5
<div></div>	G28	Modern Parents	0	0.0	99	0.5	1,867	2.4	<div></div>	O63	Flexible Workforce	0	0.0	0	0.0	0	0.0
<div></div>	G29	Mid-Career Convention	1	0.0	212	1.1	2,216	2.8	<div></div>	O64	Bus-Route Renters	249	6.3	719	3.7	969	1.2
<div></div>	H30	Primary Ambitions	46	1.2	290	1.5	536	0.7	<div></div>	O65	Learners & Earners	0	0.0	0	0.0	0	0.0
<div></div>	H31	Affordable Fringe	22	0.6	660	3.4	3,560	4.5	<div></div>	O66	Student Scene	0	0.0	0	0.0	0	0.0
<div></div>	H32	First-Rung Futures	54	1.4	652	3.4	2,710	3.4	<div></div>	U99	Unclassified	28	0.7	55	0.3	138	0.2
<div></div>	H33	Contemporary Starts	94	2.4	174	0.9	753	1.0	Total			3,974		19,181		78,673	
<div></div>	H34	New Foundations	0	0.0	132	0.7	166	0.2									
<div></div>	H35	Flying Solo	168	4.2	265	1.4	338	0.4									

## Top 5 Mosaic Types

### 1. 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

### 2. 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

### 3. 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

### 4. 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

### 5. M56 Self Supporters

Hard-working mature singles who own budget terraces manageable within their modest wage



- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

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

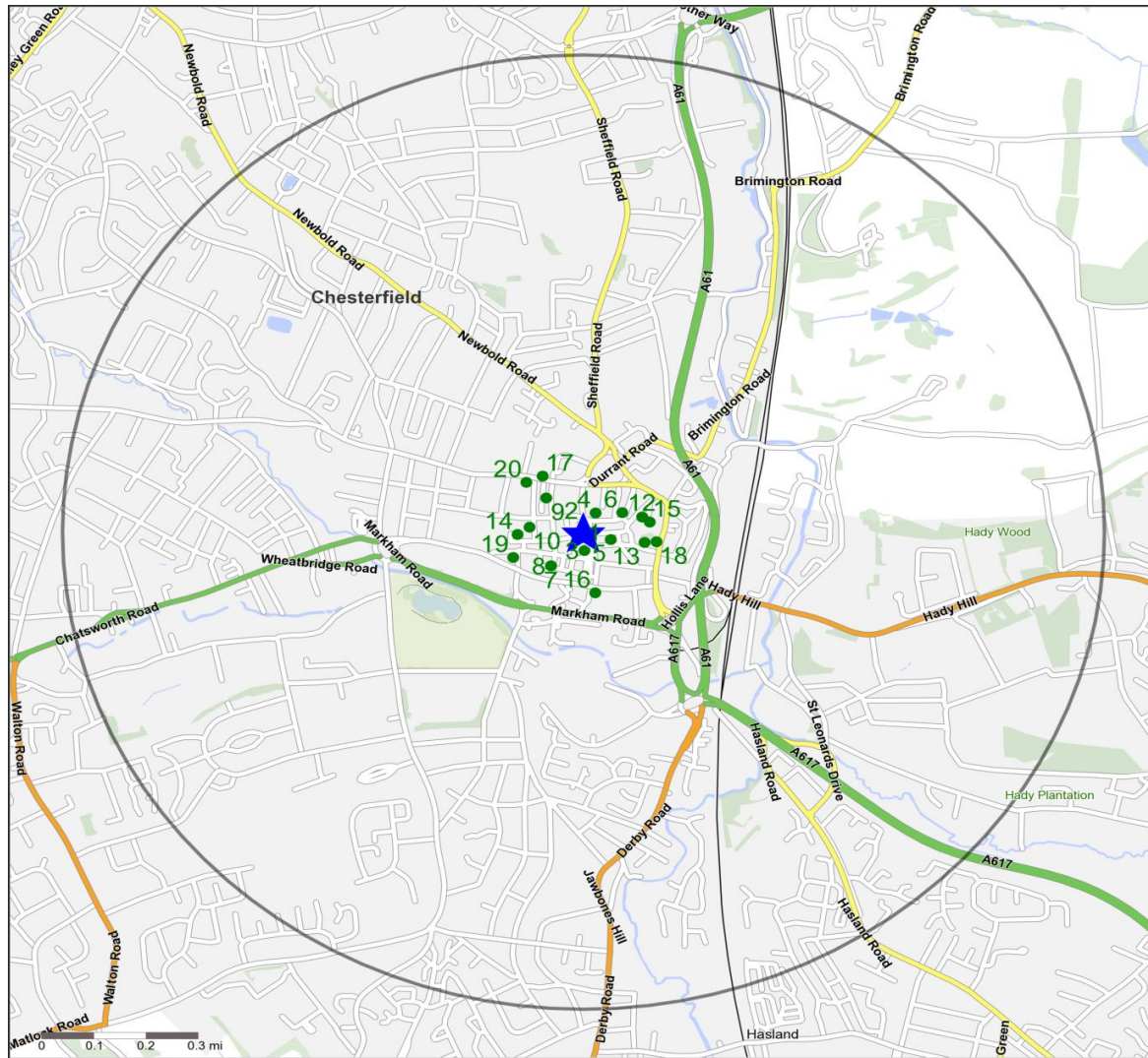
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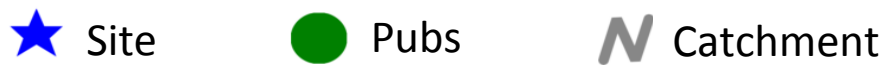
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## Competitor Map



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## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Golden Fleece	Star Pubs & Bars	0.0	0.0
2	Queens Head Hotel	Unknown	0.0	1.4
3	Royal Oak	Enterprise Inns	0.0	2.4
4	Victoria	Enterprise Inns	0.0	0.3
5	Burlington	Stonegate Pub Company	0.1	0.6
6	Blue Bell	Amber Taverns	0.1	0.9
7	Joplins	Unknown	0.1	2.3
8	Crown And Cushion	Independent Free	0.1	2.3
9	Gardeners Arms	Independent Free	0.1	1.5
10	Welbeck Inn	Greene King	0.1	2.2
11	Sevens	Enterprise Inns	0.1	0.8
12	Rutland Arms Hotel	Enterprise Inns	0.1	0.8
13	Crooked Spire	Unknown	0.1	1.4
14	Market	Greene King	0.1	2.0
15	Calico	Pub People Co Ltd	0.1	0.7
16	Spread Eagle	Marston's	0.1	2.0
17	County	Admiral Taverns Ltd	0.1	1.4
18	White Swan	Independent Free	0.1	1.3
19	Portland Hotel	Wetherspoon	0.1	2.6
20	Barley Mow	Punch Pub Company	0.2	1.5