

## 1 Mile Catchment Mosaic Profile

### K Municipal Challenge



### I Family Basics



### L Vintage Value



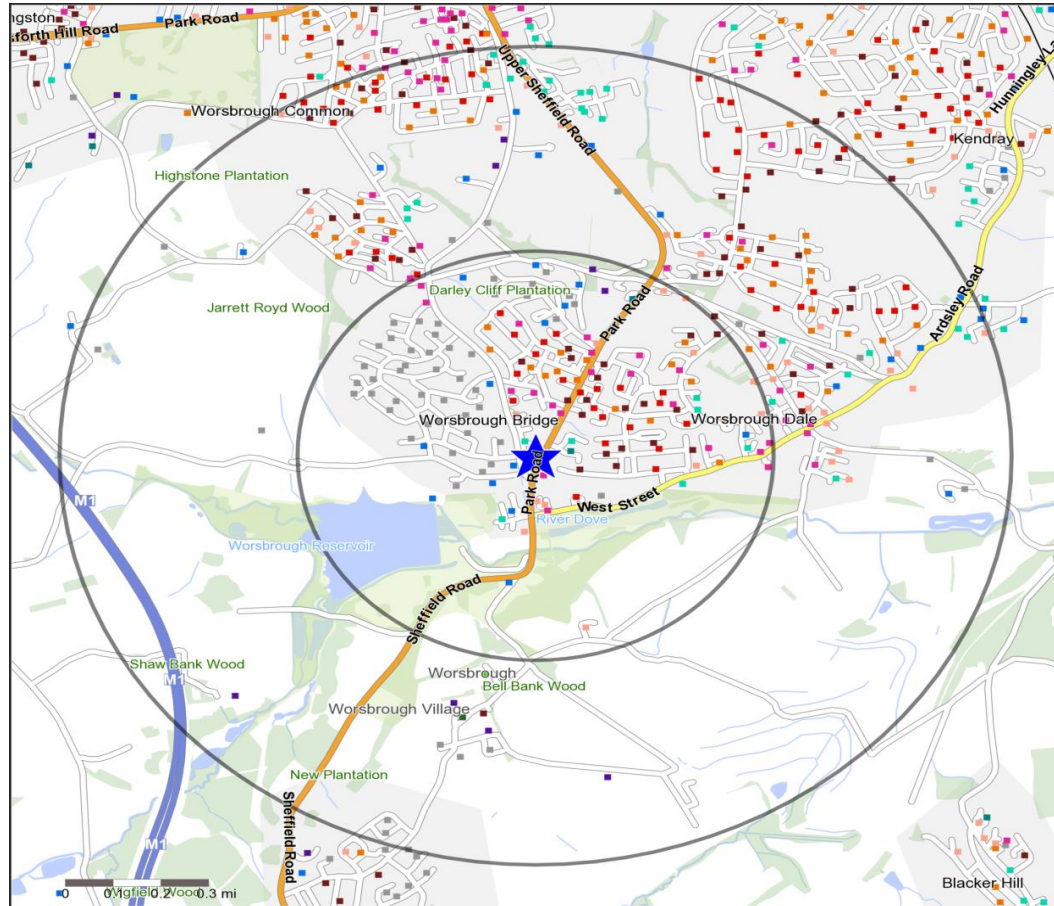
## Per Pub Analysis

	0.5 Mile Catchment	1 Mile Catchment	10 Minute DT Catchment
Number of Pubs	4	9	89
Catchment Adults 18+	3,677	10,053	70,359
Catchment Adults 18+ Per Pub	919	1,117	791

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	456	12.4	42	1,102	11.0	38	11,181	15.9	54
Great Pub Great Food Silver	1,695	46.1	100	3,984	39.6	86	29,882	42.5	92
Mainstream Pub with Food - Suburban Value	2,708	73.6	133	7,121	70.8	128	57,317	81.5	147
Mainstream Pub with Food - Suburban Aspiration	904	24.6	66	1,934	19.2	52	19,013	27.0	73
Mainstream Pub with Food - Country Value	960	26.1	211	1,298	12.9	104	8,155	11.6	94
Mainstream Pub with Food - Country Aspiration	216	5.9	47	482	4.8	39	3,657	5.2	42
Bit of Style	615	16.7	67	1,676	16.7	67	16,795	23.9	96
YPV Mainstream	6	0.2	8	372	3.7	182	1,054	1.5	74
YPV Premium	0	0.0	0	0	0.0	0	1,429	2.0	30
Community Wet	1,689	45.9	148	5,893	58.6	189	33,532	47.7	154
<b>Total 18+ Population in Catchment</b>	<b>3,677</b>			<b>10,053</b>			<b>70,359</b>		

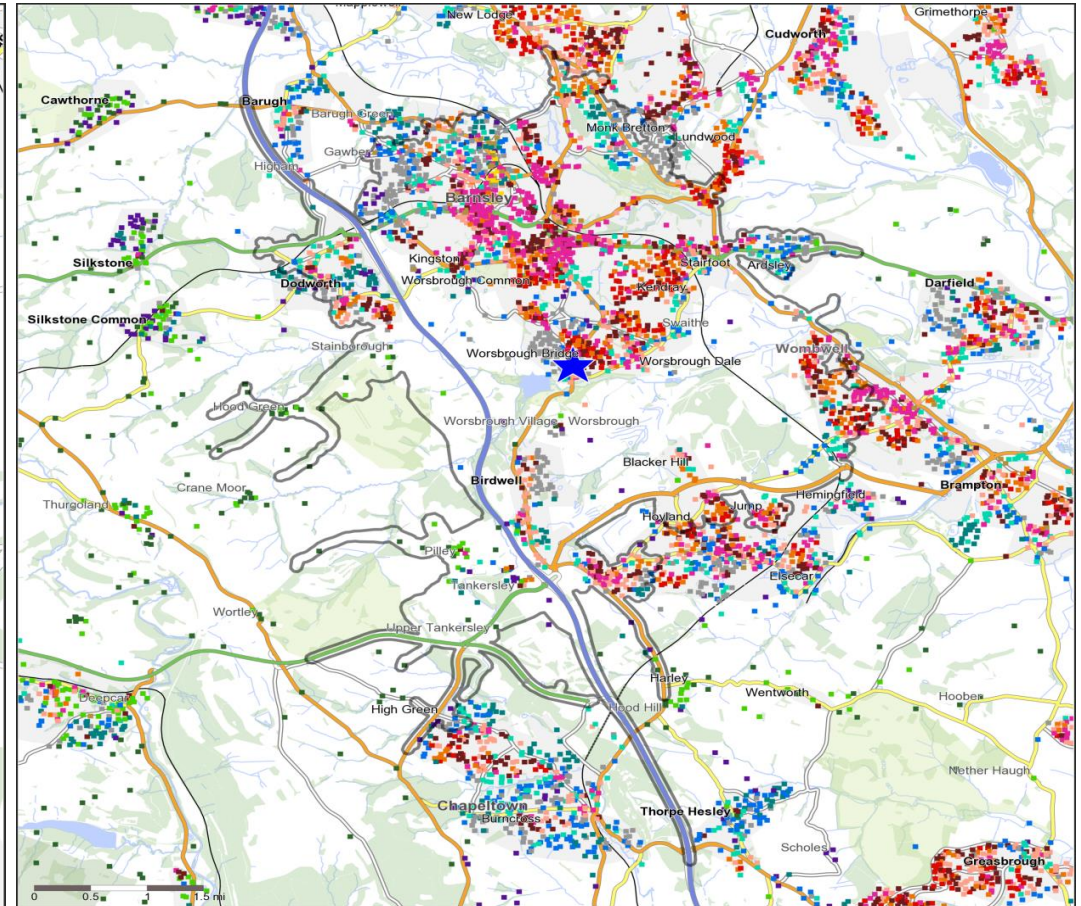
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	35.2	66	33.8	64	40.1	76
C2DE	64.8	138	66.2	141	59.9	128

## Mosaic Groups in 0.5 and 1 Mile Catchment Areas

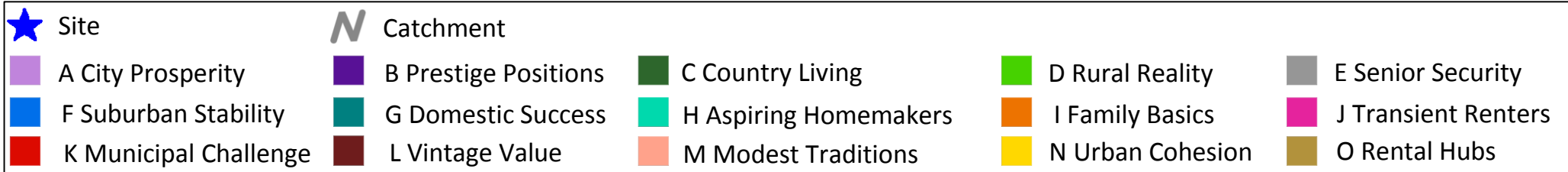


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## Mosaic Groups in 10 minute DT Catchment Area



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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	0	0.0	0	0.0	155	0.2
<div></div>	A02	Uptown Elite	0	0.0	0	0.0	0	0.0	<div></div>	I37	Budget Generations	118	3.2	301	3.0	2,432	3.5
<div></div>	A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	<div></div>	I38	Childcare Squeeze	25	0.7	299	3.0	2,706	3.8
<div></div>	A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	<div></div>	I39	Families with Needs	181	4.9	799	7.9	2,327	3.3
<div></div>	B05	Premium Fortunes	0	0.0	0	0.0	0	0.0	<div></div>	J40	Make Do & Move On	439	11.9	762	7.6	4,772	6.8
<div></div>	B06	Diamond Days	11	0.3	17	0.2	32	0.0	<div></div>	J41	Disconnected Youth	6	0.2	372	3.7	1,054	1.5
<div></div>	B07	Alpha Families	12	0.3	18	0.2	130	0.2	<div></div>	J42	Midlife Stopgap	1	0.0	48	0.5	1,608	2.3
<div></div>	B08	Bank of Mum and Dad	0	0.0	33	0.3	303	0.4	<div></div>	J43	Renting a Room	0	0.0	113	1.1	5,267	7.5
<div></div>	B09	Empty-Nest Adventure	22	0.6	91	0.9	455	0.6	<div></div>	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0
<div></div>	C10	Wealthy Landowners	0	0.0	0	0.0	116	0.2	<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	86	0.1	<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	5	0.0	<div></div>	K47	Streetwise Singles	111	3.0	205	2.0	710	1.0
<div></div>	C13	Village Retirement	0	0.0	20	0.2	239	0.3	<div></div>	K48	Low Income Workers	474	12.9	1,660	16.5	4,341	6.2
<div></div>	D14	Satellite Settlers	0	0.0	26	0.3	188	0.3	<div></div>	L49	Dependent Greys	74	2.0	197	2.0	1,568	2.2
<div></div>	D15	Local Focus	0	0.0	0	0.0	103	0.1	<div></div>	L50	Pocket Pensions	246	6.7	273	2.7	3,052	4.3
<div></div>	D16	Outlying Seniors	8	0.2	13	0.1	140	0.2	<div></div>	L51	Aided Elderly	0	0.0	35	0.3	115	0.2
<div></div>	D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	<div></div>	L52	Estate Veterans	200	5.4	578	5.7	1,805	2.6
<div></div>	E18	Legacy Elders	0	0.0	0	0.0	510	0.7	<div></div>	L53	Seasoned Survivors	20	0.5	262	2.6	2,811	4.0
<div></div>	E19	Bungalow Heaven	786	21.4	942	9.4	5,227	7.4	<div></div>	M54	Down-to-Earth Owners	218	5.9	626	6.2	3,358	4.8
<div></div>	E20	Classic Grandparents	126	3.4	256	2.5	1,578	2.2	<div></div>	M55	Offspring Overspill	5	0.1	90	0.9	1,465	2.1
<div></div>	E21	Solo Retirees	15	0.4	111	1.1	1,084	1.5	<div></div>	M56	Self Supporters	71	1.9	190	1.9	3,324	4.7
<div></div>	F22	Boomerang Boarders	15	0.4	85	0.8	1,065	1.5	<div></div>	N57	Community Elders	0	0.0	0	0.0	0	0.0
<div></div>	F23	Family Ties	0	0.0	111	1.1	571	0.8	<div></div>	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0
<div></div>	F24	Fledgling Free	166	4.5	297	3.0	2,258	3.2	<div></div>	N59	Asian Heritage	0	0.0	0	0.0	0	0.0
<div></div>	F25	Dependable Me	35	1.0	151	1.5	1,080	1.5	<div></div>	N60	Ageing Access	0	0.0	0	0.0	240	0.3
<div></div>	G26	Cafés and Catchments	0	0.0	0	0.0	0	0.0	<div></div>	O61	Career Builders	0	0.0	0	0.0	28	0.0
<div></div>	G27	Thriving Independence	5	0.1	6	0.1	240	0.3	<div></div>	O62	Central Pulse	0	0.0	0	0.0	231	0.3
<div></div>	G28	Modern Parents	0	0.0	0	0.0	1,817	2.6	<div></div>	O63	Flexible Workforce	0	0.0	0	0.0	0	0.0
<div></div>	G29	Mid-Career Convention	40	1.1	66	0.7	747	1.1	<div></div>	O64	Bus-Route Renters	0	0.0	0	0.0	1,112	1.6
<div></div>	H30	Primary Ambitions	0	0.0	54	0.5	1,239	1.8	<div></div>	O65	Learners & Earners	0	0.0	0	0.0	0	0.0
<div></div>	H31	Affordable Fringe	74	2.0	554	5.5	3,664	5.2	<div></div>	O66	Student Scene	0	0.0	0	0.0	0	0.0
<div></div>	H32	First-Rung Futures	165	4.5	184	1.8	1,760	2.5	<div></div>	U99	Unclassified	0	0.0	1	0.0	49	0.1
<div></div>	H33	Contemporary Starts	0	0.0	185	1.8	1,006	1.4	Total			3,677		10,053		70,359	
<div></div>	H34	New Foundations	8	0.2	22	0.2	100	0.1									
<div></div>	H35	Flying Solo	0	0.0	0	0.0	86	0.1									

## Top 5 Mosaic Types

### 1. 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

### 2. 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

### 3. 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

### 4. J40 Make Do & Move On

Yet to settle younger singles and couples making interim homes in low cost properties



- Late 20s and early 30s
- Singles and cohabitees without children
- Low length of residence
- Rent low value properties
- Search for jobs online
- High use of eBay for buying and selling

### 5. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

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

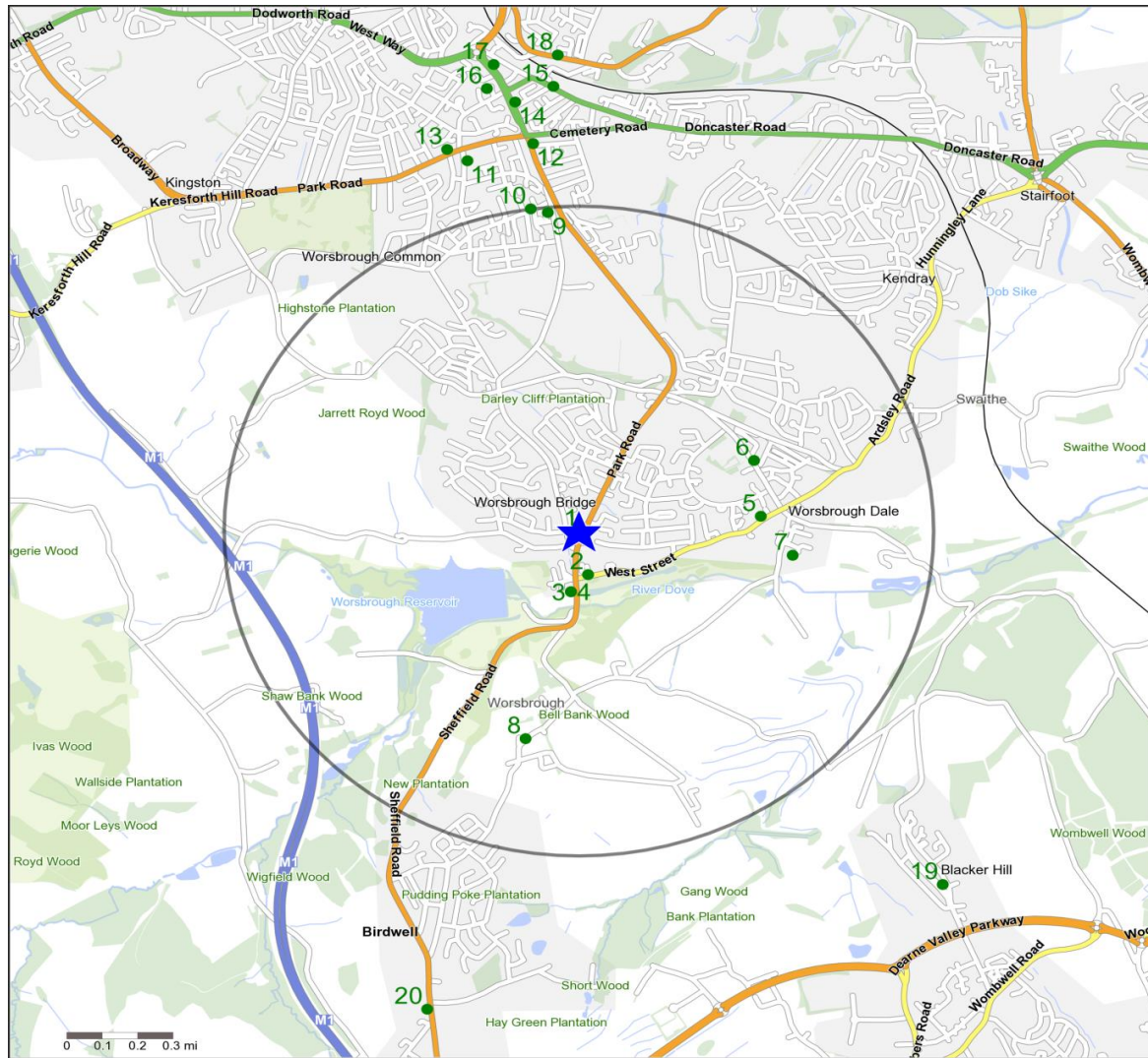
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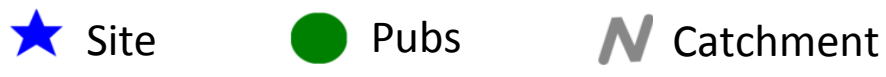
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## Competitor Map



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## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Ship Inn	Punch Pub Company	0.0	0.0
2	Mogul Room	Enterprise Inns	0.1	1.0
3	Olive Branch Inn	Enterprise Inns	0.2	0.8
4	Red Lion Country Inn	Independent Free	0.2	0.8
5	Greyhound Inn	Admiral Taverns Ltd	0.5	3.0
6	Darley Inn	Punch Pub Company	0.5	3.3
7	Boatmans Rest	Hawthorn Leisure	0.6	3.8
8	Edmunds Arms	Sam Smith	0.7	2.2
9	Rose & Crown	Unknown	1.0	4.1
10	White Bear	Unknown	1.0	3.8
11	Warren House	Thwaites	1.2	4.9
12	Victoria Hotel	Tadcaster Pub Co	1.2	4.1
13	Silkstone Hotel	Independent Free	1.2	4.9
14	Rising Sun Inn	Punch Pub Company	1.3	5.7
15	Dove Inn	Old Mill Brewery	1.4	5.9
16	Outpost	Hawthorn Leisure	1.4	4.7
17	Manx Arms	Tadcaster Pub Co	1.5	5.3
18	Mount	Enterprise Inns	1.5	6.2
19	Royal Albert Inn	*Other Small Retail Groups	1.5	7.8
20	Travellers Inn	Unknown	1.5	3.9