

## 1 Mile Catchment Mosaic Profile

## Per Pub Analysis

0.5 Mile  
Catchment

1 Mile  
Catchment

10 Minute DT  
Catchment

### D Rural Reality

### C Country Living

### E Senior Security

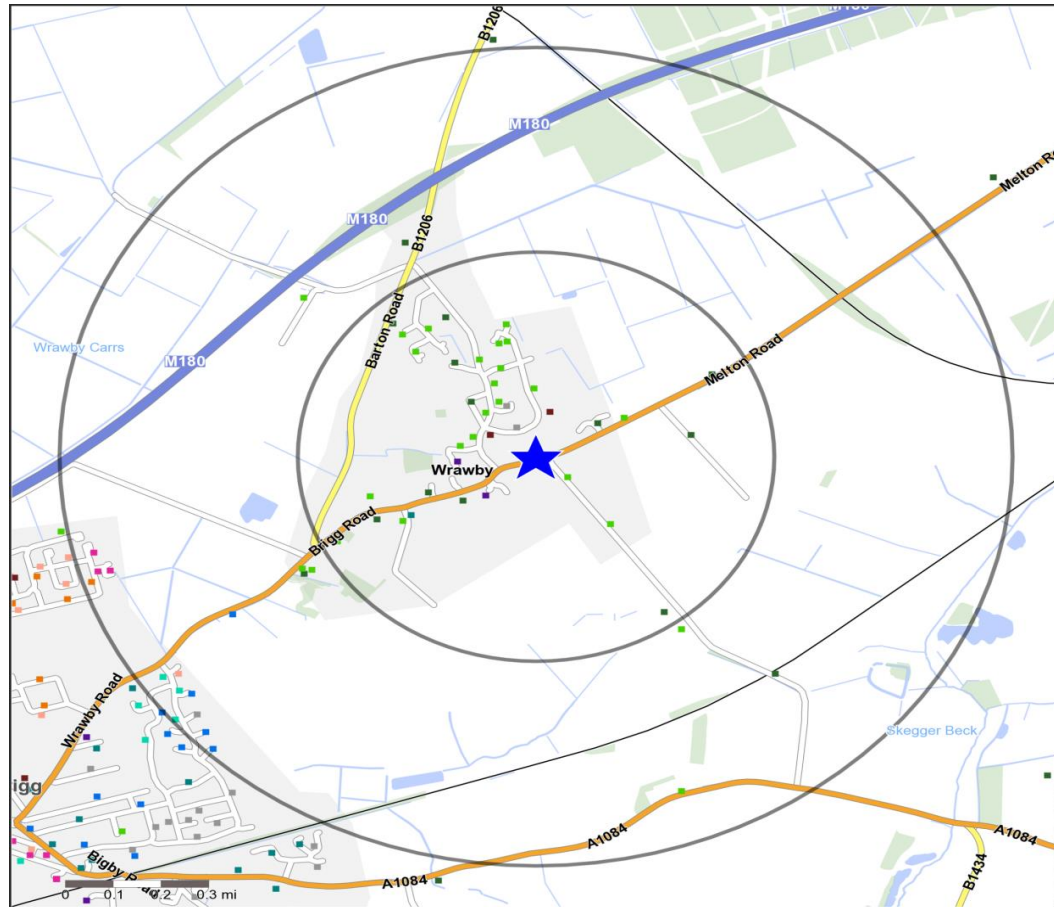


Number of Pubs	2	2	17
Catchment Adults 18+	1,096	1,509	10,500
Catchment Adults 18+ Per Pub	548	755	618

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	42	3.8	13	201	13.3	46	2,314	22.0	75
Great Pub Great Food Silver	786	71.7	156	1,089	72.2	157	5,637	53.7	117
Mainstream Pub with Food - Suburban Value	66	6.0	11	380	25.2	45	4,876	46.4	84
Mainstream Pub with Food - Suburban Aspiration	26	2.4	6	215	14.2	38	2,616	24.9	67
Mainstream Pub with Food - Country Value	952	86.9	703	1,072	71.0	575	4,677	44.5	360
Mainstream Pub with Food - Country Aspiration	306	27.9	225	360	23.9	192	1,333	12.7	102
Bit of Style	0	0.0	0	121	8.0	32	1,068	10.2	41
YPV Mainstream	0	0.0	0	0	0.0	0	11	0.1	5
YPV Premium	0	0.0	0	0	0.0	0	48	0.5	7
Community Wet	0	0.0	0	134	8.9	29	2,276	21.7	70
<b>Total 18+ Population in Catchment</b>	<b>1,096</b>			<b>1,509</b>			<b>10,500</b>		

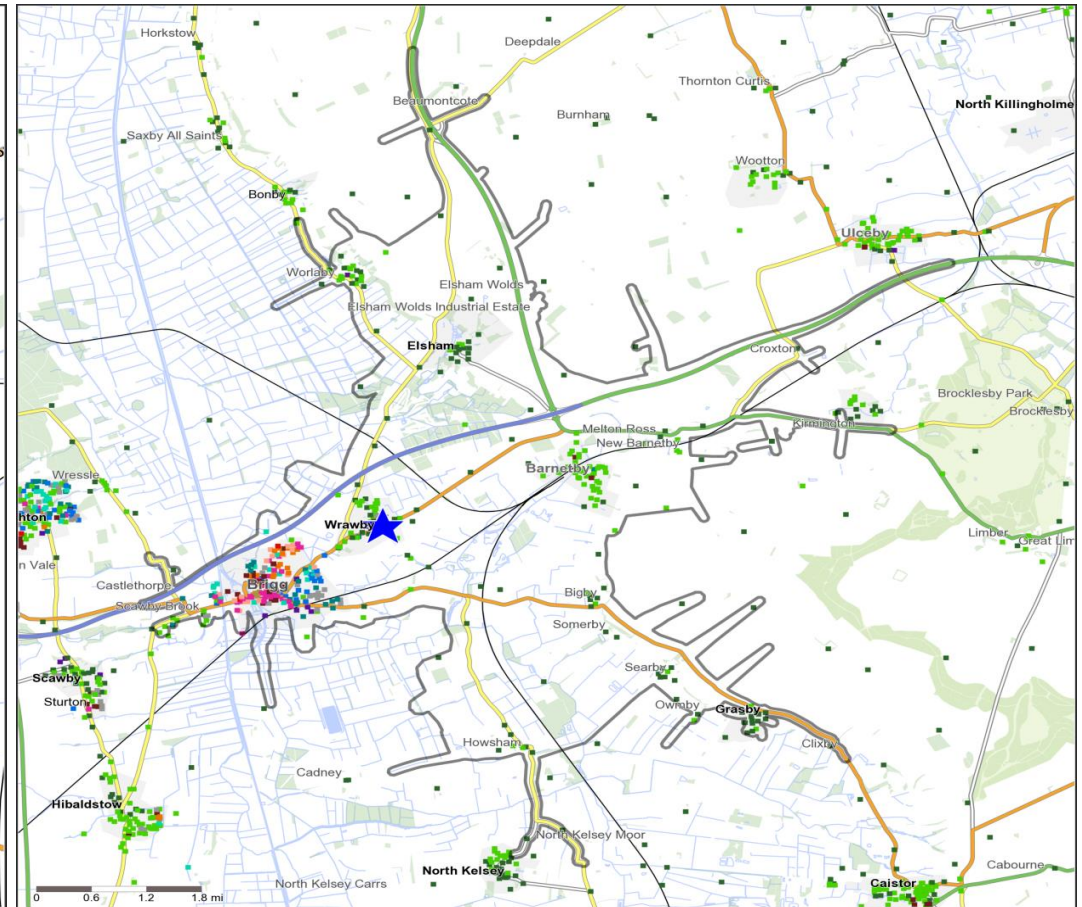
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	53.6	101	51.3	97	48.2	91
C2DE	46.4	99	48.7	104	51.8	110

## Mosaic Groups in 0.5 and 1 Mile Catchment Areas

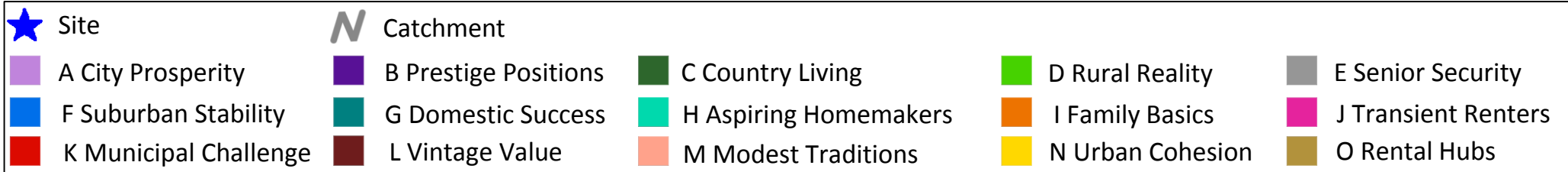


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## Mosaic Groups in 10 minute DT Catchment Area



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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+	%
A01	World-Class Wealth	0	0.0	0	0.0	0	0.0		I36	Solid Economy	0	0.0	0	0.0	0	0.0	
A02	Uptown Elite	0	0.0	0	0.0	0	0.0		I37	Budget Generations	0	0.0	11	0.7	372	3.5	
A03	Penthouse Chic	0	0.0	0	0.0	0	0.0		I38	Childcare Squeeze	0	0.0	0	0.0	171	1.6	
A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0		I39	Families with Needs	0	0.0	0	0.0	135	1.3	
B05	Premium Fortunes	0	0.0	0	0.0	0	0.0		J40	Make Do & Move On	0	0.0	53	3.5	314	3.0	
B06	Diamond Days	0	0.0	0	0.0	0	0.0		J41	Disconnected Youth	0	0.0	0	0.0	11	0.1	
B07	Alpha Families	18	1.6	18	1.2	24	0.2		J42	Midlife Stopgap	0	0.0	0	0.0	512	4.9	
B08	Bank of Mum and Dad	4	0.4	5	0.3	56	0.5		J43	Renting a Room	0	0.0	0	0.0	52	0.5	
B09	Empty-Nest Adventure	0	0.0	0	0.0	45	0.4		K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0	
C10	Wealthy Landowners	0	0.0	0	0.0	94	0.9		K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0	
C11	Rural Vogue	16	1.5	39	2.6	572	5.4		K46	High Rise Residents	0	0.0	0	0.0	0	0.0	
C12	Scattered Homesteads	67	6.1	72	4.8	356	3.4		K47	Streetwise Singles	0	0.0	0	0.0	12	0.1	
C13	Village Retirement	284	25.9	310	20.5	1,049	10.0		K48	Low Income Workers	0	0.0	0	0.0	35	0.3	
D14	Satellite Settlers	398	36.3	416	27.6	1,088	10.4		L49	Dependent Greys	0	0.0	0	0.0	0	0.0	
D15	Local Focus	170	15.5	186	12.3	1,118	10.6		L50	Pocket Pensions	35	3.2	35	2.3	422	4.0	
D16	Outlying Seniors	38	3.5	48	3.2	691	6.6		L51	Aided Elderly	0	0.0	0	0.0	89	0.8	
D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0		L52	Estate Veterans	0	0.0	0	0.0	91	0.9	
E18	Legacy Elders	0	0.0	0	0.0	0	0.0		L53	Seasoned Survivors	0	0.0	0	0.0	42	0.4	
E19	Bungalow Heaven	62	5.7	85	5.6	623	5.9		M54	Down-to-Earth Owners	0	0.0	54	3.6	197	1.9	
E20	Classic Grandparents	0	0.0	0	0.0	9	0.1		M55	Offspring Overspill	0	0.0	0	0.0	181	1.7	
E21	Solo Retirees	0	0.0	0	0.0	56	0.5		M56	Self Supporters	0	0.0	15	1.0	103	1.0	
F22	Boomerang Boarders	0	0.0	18	1.2	157	1.5		N57	Community Elders	0	0.0	0	0.0	0	0.0	
F23	Family Ties	0	0.0	0	0.0	25	0.2		N58	Cultural Comfort	0	0.0	0	0.0	0	0.0	
F24	Fledgling Free	0	0.0	27	1.8	108	1.0		N59	Asian Heritage	0	0.0	0	0.0	0	0.0	
F25	Dependable Me	0	0.0	36	2.4	114	1.1		N60	Ageing Access	0	0.0	0	0.0	0	0.0	
G26	Cafés and Catchments	0	0.0	0	0.0	0	0.0		O61	Career Builders	0	0.0	0	0.0	0	0.0	
G27	Thriving Independence	0	0.0	0	0.0	51	0.5		O62	Central Pulse	0	0.0	0	0.0	0	0.0	
G28	Modern Parents	4	0.4	5	0.3	241	2.3		O63	Flexible Workforce	0	0.0	0	0.0	0	0.0	
G29	Mid-Career Convention	0	0.0	3	0.2	511	4.9		O64	Bus-Route Renters	0	0.0	0	0.0	48	0.5	
H30	Primary Ambitions	0	0.0	0	0.0	0	0.0		O65	Learners & Earners	0	0.0	0	0.0	0	0.0	
H31	Affordable Fringe	0	0.0	5	0.3	133	1.3		O66	Student Scene	0	0.0	0	0.0	0	0.0	
H32	First-Rung Futures	0	0.0	68	4.5	347	3.3		U99	Unclassified	0	0.0	0	0.0	0	0.0	
H33	Contemporary Starts	0	0.0	0	0.0	245	2.3										
H34	New Foundations	0	0.0	0	0.0	0	0.0										
H35	Flying Solo	0	0.0	0	0.0	0	0.0										
Total			1,096		1,509		10,500										



## 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. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

### 4. 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

### 5. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes



- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

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

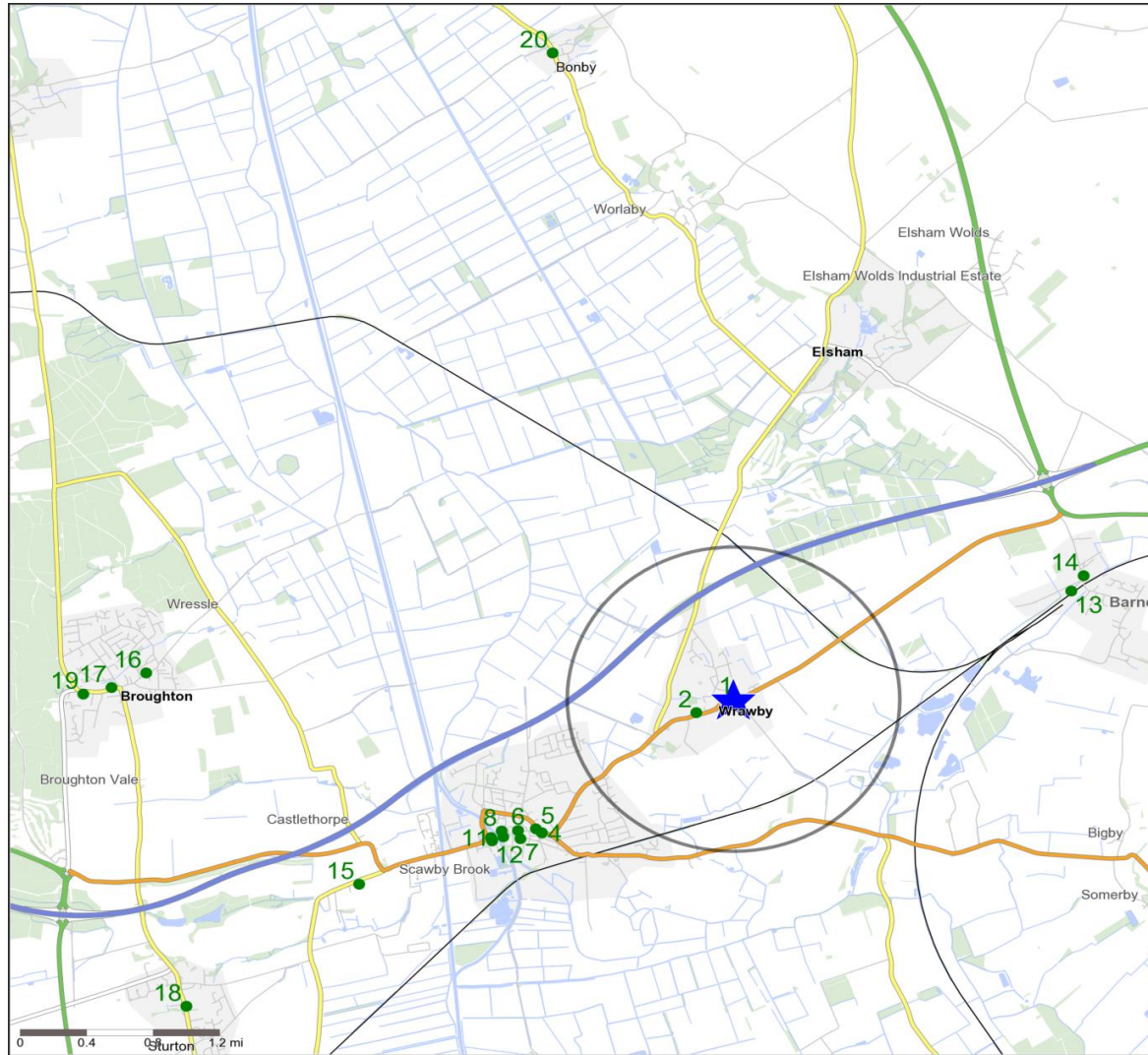
[www.segmentationportal.com](http://www.segmentationportal.com)

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

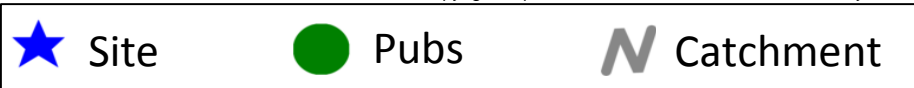
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## Competitor Map



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## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Black Horse	Punch Pub Company	0.0	0.0
2	Jolly Miller	Enterprise Inns	0.2	1.1
3	Vine	Independent Free	1.5	4.5
4	Britannia Inn	Marston's	1.5	4.5
5	White Horse	Wetherspoon	1.5	4.6
6	Dexters	*Other Small Retail Groups	1.6	5.5
7	Dying Gladiator	Enterprise Inns	1.6	5.1
8	Woolpack	Punch Pub Company	1.6	5.8
9	Lord Nelson	Old Mill Brewery	1.7	6.5
10	Yarborough Hunt	Independent Free	1.7	6.6
11	White Hart	Marston's	1.7	6.6
12	Nelthorpe Arms	Independent Free	1.7	6.6
13	Whistle & Flute	Independent Free	2.2	5.6
14	Railway Inn	Enterprise Inns	2.3	5.3
15	King William The Fourth	Punch Pub Company	2.6	9.3
16	Thatch Inn	Star Pubs & Bars	3.5	13.3
17	Red Lion	Independent Free	3.7	13.2
18	Sutton Arms	Independent Free	3.9	13.1
19	Dog & Rat	Punch Pub Company	3.9	13.8
20	Haymaker Steakhouse	Independent Free	4.4	11.5