

## 1 Mile Catchment Mosaic Profile

## Per Pub Analysis

0.5 Mile  
Catchment

1 Mile  
Catchment

10 Minute DT  
Catchment

### I Family Basics



### M Modest Traditions



### K Municipal Challenge

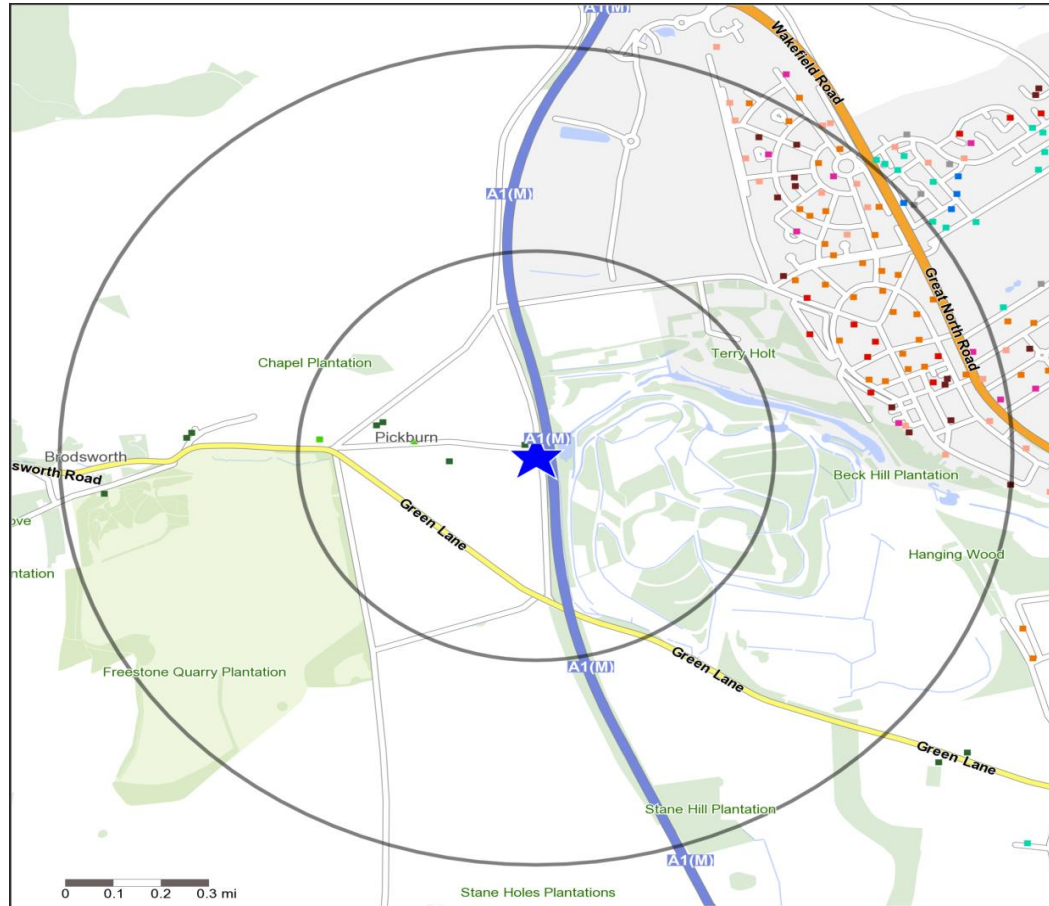


Number of Pubs	1	1	72
Catchment Adults 18+	106	2,433	51,883
Catchment Adults 18+ Per Pub	106	2,433	721

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	36	34.0	116	64	2.6	9	7,343	14.2	48
Great Pub Great Food Silver	67	63.2	137	610	25.1	55	21,867	42.1	92
Mainstream Pub with Food - Suburban Value	0	0.0	0	1,833	75.3	136	41,590	80.2	144
Mainstream Pub with Food - Suburban Aspiration	0	0.0	0	197	8.1	22	11,828	22.8	61
Mainstream Pub with Food - Country Value	59	55.7	450	105	4.3	35	4,566	8.8	71
Mainstream Pub with Food - Country Aspiration	4	3.8	30	11	0.5	4	2,838	5.5	44
Bit of Style	0	0.0	0	192	7.9	32	10,848	20.9	84
YPV Mainstream	0	0.0	0	0	0.0	0	392	0.8	37
YPV Premium	0	0.0	0	0	0.0	0	331	0.6	10
Community Wet	0	0.0	0	1,934	79.5	257	23,833	45.9	148
<b>Total 18+ Population in Catchment</b>	<b>106</b>			<b>2,433</b>			<b>51,883</b>		

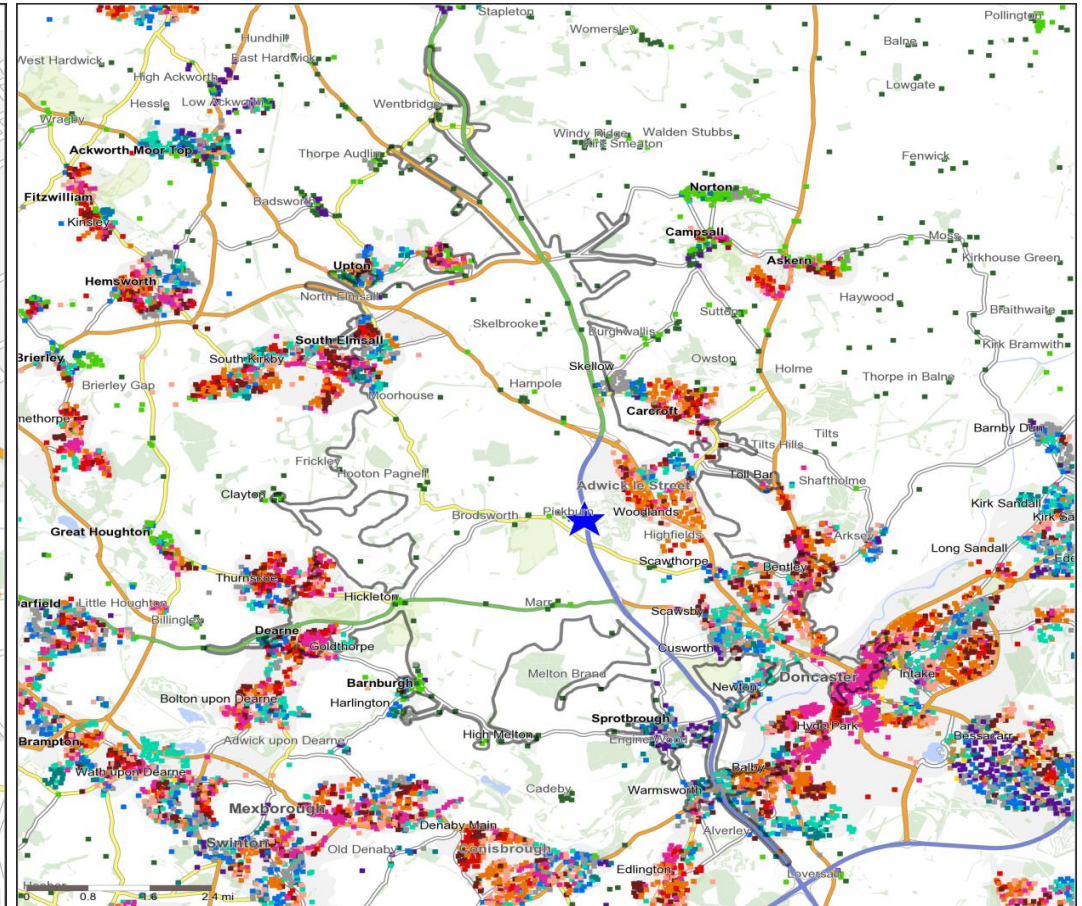
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	64.7	122	29.0	55	38.0	72
C2DE	35.3	75	71.0	152	62.0	132

## Mosaic Groups in 0.5 and 1 Mile Catchment Areas

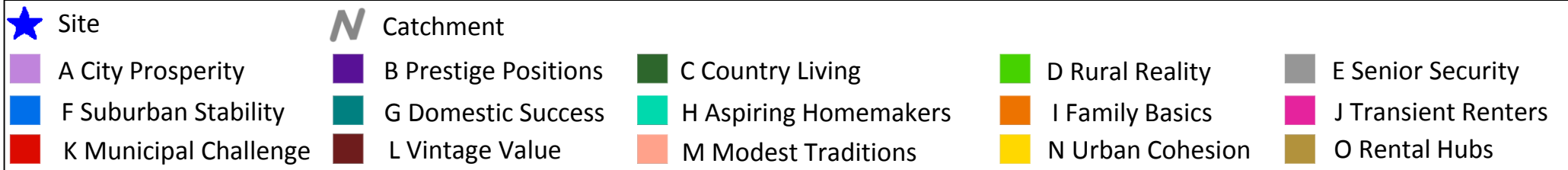


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## Mosaic Groups in 10 minute DT Catchment Area



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			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	39	0.1
	A02	Uptown Elite	0	0.0	0	0.0	0	0.0		I37	Budget Generations	0	0.0	412	16.9	3,541	6.8
	A03	Penthouse Chic	0	0.0	0	0.0	0	0.0		I38	Childcare Squeeze	0	0.0	47	1.9	2,741	5.3
	A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0		I39	Families with Needs	0	0.0	620	25.5	2,838	5.5
	B05	Premium Fortunes	0	0.0	0	0.0	9	0.0		J40	Make Do & Move On	0	0.0	190	7.8	3,893	7.5
	B06	Diamond Days	0	0.0	0	0.0	63	0.1		J41	Disconnected Youth	0	0.0	0	0.0	392	0.8
	B07	Alpha Families	0	0.0	0	0.0	275	0.5		J42	Midlife Stopgap	0	0.0	0	0.0	338	0.7
	B08	Bank of Mum and Dad	0	0.0	0	0.0	301	0.6		J43	Renting a Room	0	0.0	0	0.0	3,924	7.6
	B09	Empty-Nest Adventure	0	0.0	0	0.0	598	1.2		K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0
	C10	Wealthy Landowners	11	10.4	16	0.7	363	0.7		K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0
	C11	Rural Vogue	36	34.0	57	2.3	179	0.3		K46	High Rise Residents	0	0.0	0	0.0	45	0.1
	C12	Scattered Homesteads	0	0.0	0	0.0	100	0.2		K47	Streetwise Singles	0	0.0	0	0.0	57	0.1
	C13	Village Retirement	4	3.8	6	0.2	528	1.0		K48	Low Income Workers	0	0.0	326	13.4	2,647	5.1
	D14	Satellite Settlers	27	25.5	43	1.8	544	1.0		L49	Dependent Greys	0	0.0	0	0.0	293	0.6
	D15	Local Focus	0	0.0	0	0.0	187	0.4		L50	Pocket Pensions	0	0.0	108	4.4	2,322	4.5
	D16	Outlying Seniors	28	26.4	44	1.8	305	0.6		L51	Aided Elderly	0	0.0	0	0.0	2	0.0
	D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0		L52	Estate Veterans	0	0.0	43	1.8	347	0.7
	E18	Legacy Elders	0	0.0	0	0.0	123	0.2		L53	Seasoned Survivors	0	0.0	134	5.5	1,754	3.4
	E19	Bungalow Heaven	0	0.0	7	0.3	2,034	3.9		M54	Down-to-Earth Owners	0	0.0	325	13.4	2,300	4.4
	E20	Classic Grandparents	0	0.0	10	0.4	1,585	3.1		M55	Offspring Overspill	0	0.0	8	0.3	1,543	3.0
	E21	Solo Retirees	0	0.0	0	0.0	1,108	2.1		M56	Self Supporters	0	0.0	9	0.4	1,437	2.8
	F22	Boomerang Boarders	0	0.0	0	0.0	570	1.1		N57	Community Elders	0	0.0	0	0.0	0	0.0
	F23	Family Ties	0	0.0	0	0.0	715	1.4		N58	Cultural Comfort	0	0.0	0	0.0	0	0.0
	F24	Fledgling Free	0	0.0	5	0.2	968	1.9		N59	Asian Heritage	0	0.0	0	0.0	0	0.0
	F25	Dependable Me	0	0.0	0	0.0	648	1.2		N60	Ageing Access	0	0.0	0	0.0	62	0.1
	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	96	0.2		O62	Central Pulse	0	0.0	0	0.0	0	0.0
	G28	Modern Parents	0	0.0	0	0.0	1,255	2.4		O63	Flexible Workforce	0	0.0	0	0.0	0	0.0
	G29	Mid-Career Convention	0	0.0	0	0.0	739	1.4		O64	Bus-Route Renters	0	0.0	0	0.0	247	0.5
	H30	Primary Ambitions	0	0.0	0	0.0	779	1.5		O65	Learners & Earners	0	0.0	0	0.0	0	0.0
	H31	Affordable Fringe	0	0.0	21	0.9	4,503	8.7		O66	Student Scene	0	0.0	0	0.0	0	0.0
	H32	First-Rung Futures	0	0.0	2	0.1	1,057	2.0		U99	Unclassified	0	0.0	0	0.0	989	1.9
	H33	Contemporary Starts	0	0.0	0	0.0	376	0.7			Total	106		2,433		51,883	
	H34	New Foundations	0	0.0	0	0.0	40	0.1									
	H35	Flying Solo	0	0.0	0	0.0	84	0.2									



## Top 5 Mosaic Types

### 1. 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

### 2. I37 Budget Generations

Families supporting both adult and younger children where expenditure can exceed income



- Extended families
- Supporting adult & younger children
- Ex-council owners and social renters
- Bills can be a struggle
- Price is important
- Likely to have a games console

### 3. 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

### 4. 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

### 5. 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

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

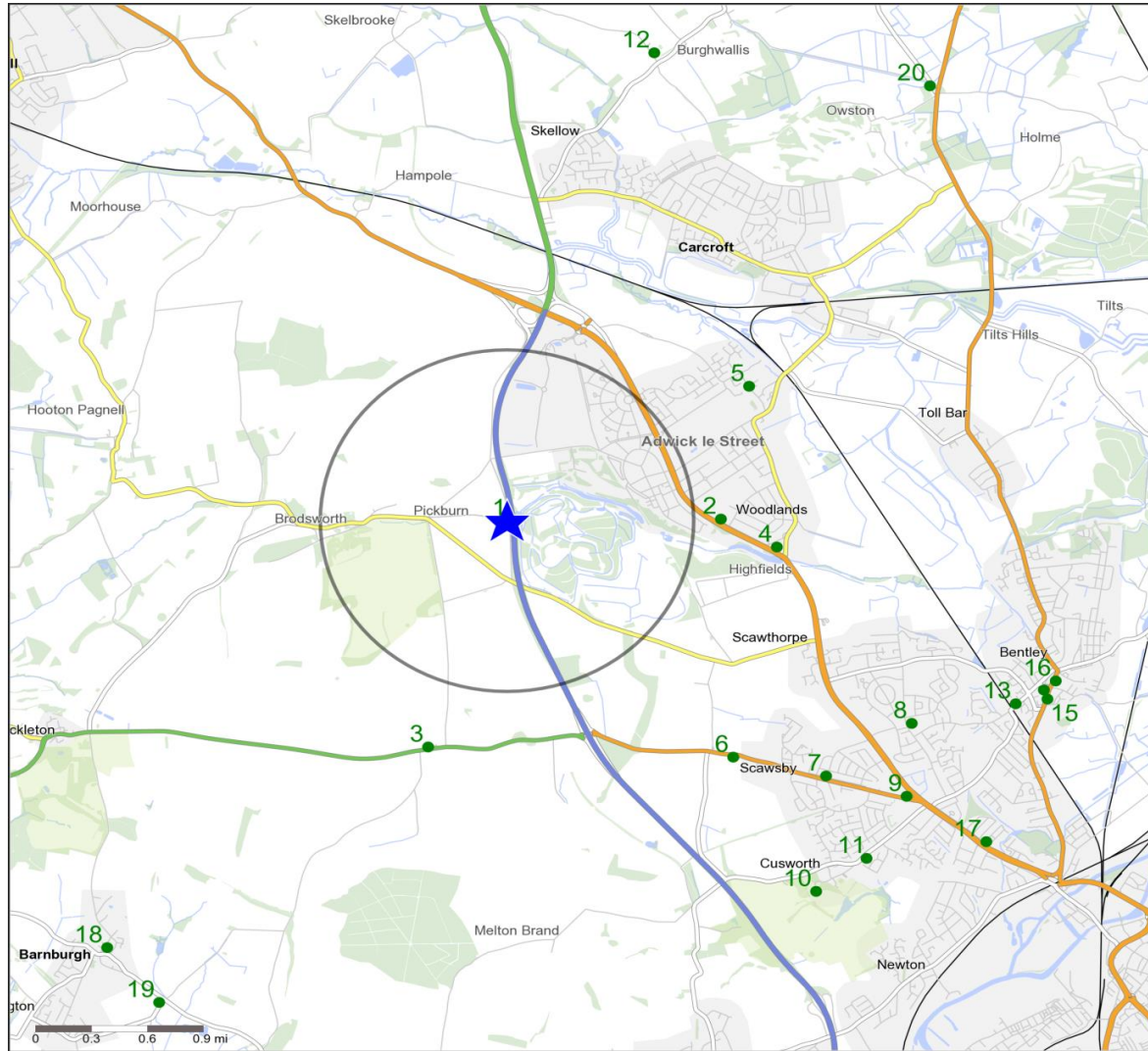
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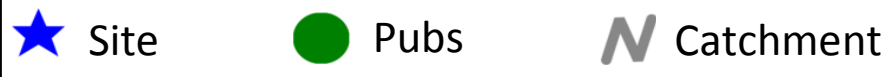
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## Competitor Map



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## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Pickburn Arms	Punch Pub Company	0.0	0.0
2	Woodlands Hotel	Punch Pub Company	1.1	5.7
3	Marr Lodge	Unknown	1.4	3.8
4	Highwayman	Mitchells & Butlers	1.5	5.6
5	Foresters Arms	Enterprise Inns	1.5	6.6
6	Scawsby Mill	Greene King	1.8	4.2
7	Roman Ridge Hotel	Enterprise Inns	2.3	5.8
8	Adam & Eve	*Other Small Retail Groups	2.5	7.1
9	Sun Inn	Marston's	2.7	6.3
10	Butler's Tea Room & Bistro	Independent Free	2.7	7.1
11	Mallard	Enterprise Inns	2.8	7.4
12	Burghwallis	Pub People Co Ltd	2.8	10.7
13	Railway Hotel	Enterprise Inns	2.9	8.7
14	Bay Horse Inn	Enterprise Inns	3.0	8.8
15	Druids Arms	Star Pubs & Bars	3.1	8.9
16	Rhinos	Independent Free	3.1	9.1
17	Grove Inn	Marston's	3.2	6.9
18	Coach & Horses	Pub People Co Ltd	3.3	9.1
19	Crown Inn	Enterprise Inns	3.4	8.7
20	Owston Park Lodge	Greene King	3.4	11.8