

## 1 Mile Catchment Mosaic Profile

## Per Pub Analysis

0.5 Mile Catchment

1 Mile Catchment

10 Minute DT Catchment

### O Rental Hubs

### K Municipal Challenge

### A City Prosperity



Number of Pubs	53	217	394
Catchment Adults 18+	14,923	48,199	171,424
Catchment Adults 18+ Per Pub	282	222	435

## Standard Catchment Pub Channel Index

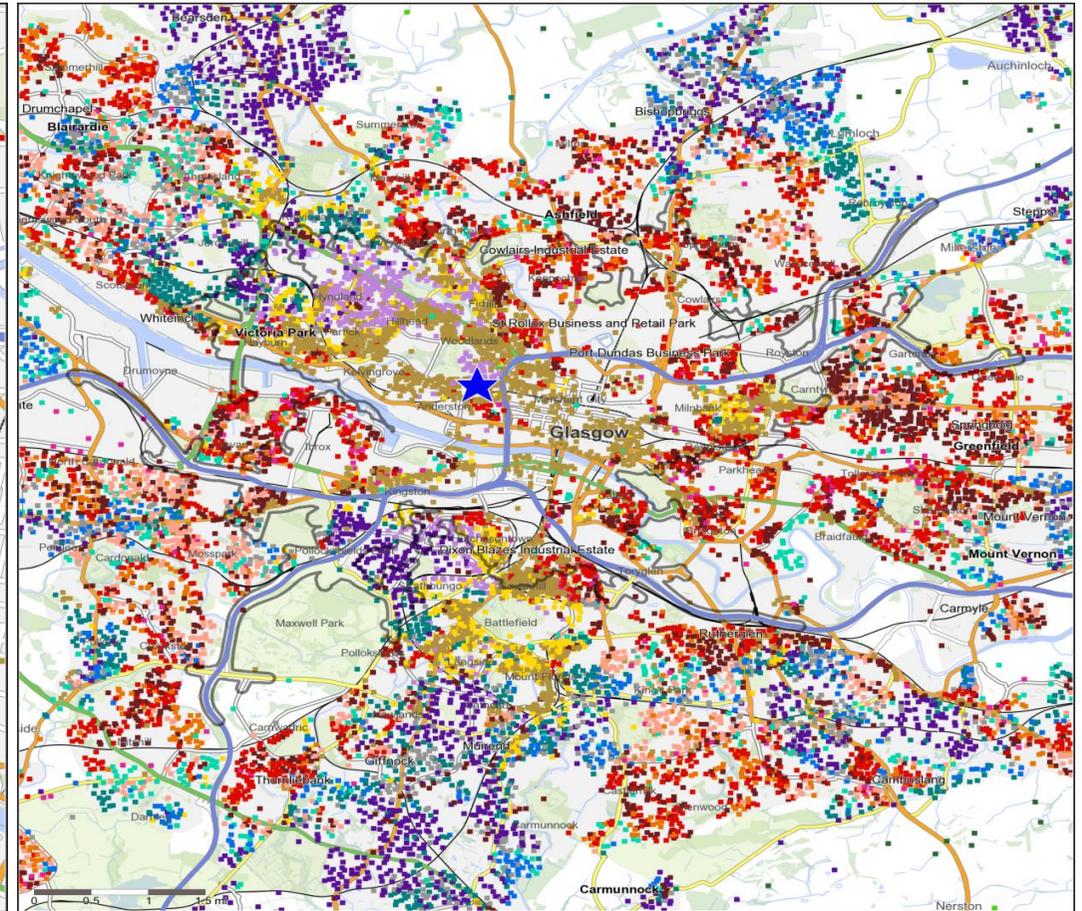
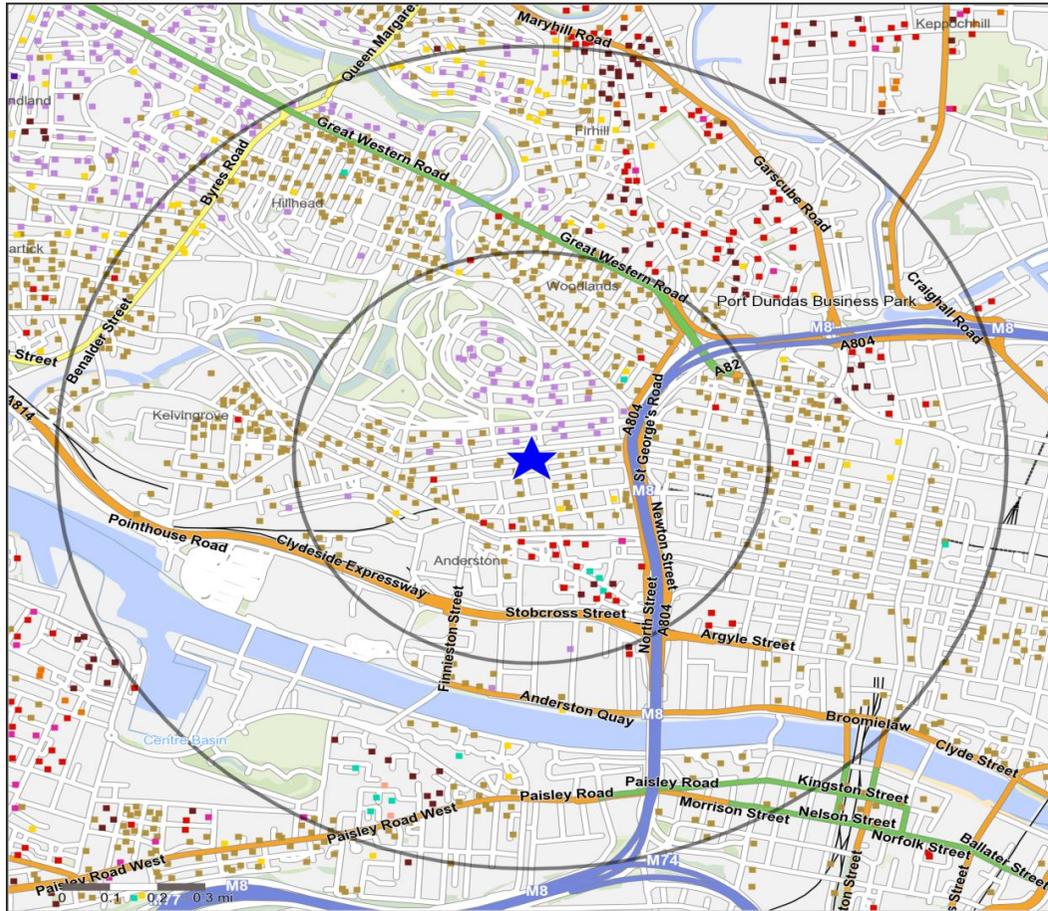
	0.5 Mile Catchment			1 Mile Catchment			10 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Great Pub Great Food Gold	1,345	9.0	31	3,611	7.5	26	18,346	10.7	37
Great Pub Great Food Silver	1,345	9.0	20	3,813	7.9	17	18,793	11.0	24
Mainstream Pub with Food - Suburban Value	492	3.3	6	3,967	8.2	15	36,867	21.5	39
Mainstream Pub with Food - Suburban Aspiration	1,741	11.7	31	6,439	13.4	36	43,525	25.4	68
Mainstream Pub with Food - Country Value	0	0.0	0	0	0.0	0	11	0.0	0
Mainstream Pub with Food - Country Aspiration	0	0.0	0	0	0.0	0	3,152	1.8	15
Bit of Style	12,616	84.5	339	37,172	77.1	309	95,526	55.7	223
YPV Mainstream	4,704	31.5	1,551	10,211	21.2	1,042	12,954	7.6	372
YPV Premium	11,195	75.0	1,124	33,315	69.1	1,035	77,908	45.4	681
Community Wet	5,953	39.9	129	16,830	34.9	113	61,106	35.6	115
<b>Total 18+ Population in Catchment</b>	<b>14,923</b>			<b>48,199</b>			<b>171,424</b>		

## Social Grade

	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	74.8	141	73.9	139	62.6	118
C2DE	25.2	54	26.1	56	37.4	80

## 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	
	Catchment Adults 18+	%	Catchment Adults 18+	%	Catchment Adults 18+	%
A01 World-Class Wealth	30	0.2	30	0.1	387	0.2
A02 Uptown Elite	810	5.4	1,918	4.0	9,217	5.4
A03 Penthouse Chic	0	0.0	0	0.0	0	0.0
A04 Metro High-Flyers	515	3.5	1,365	2.8	2,683	1.6
B05 Premium Fortunes	0	0.0	0	0.0	1,597	0.9
B06 Diamond Days	0	0.0	0	0.0	813	0.5
B07 Alpha Families	0	0.0	0	0.0	8	0.0
B08 Bank of Mum and Dad	0	0.0	0	0.0	153	0.1
B09 Empty-Nest Adventure	0	0.0	0	0.0	41	0.0
C10 Wealthy Landowners	0	0.0	0	0.0	0	0.0
C11 Rural Vogue	0	0.0	0	0.0	0	0.0
C12 Scattered Homesteads	0	0.0	0	0.0	0	0.0
C13 Village Retirement	0	0.0	0	0.0	0	0.0
D14 Satellite Settlers	0	0.0	0	0.0	0	0.0
D15 Local Focus	0	0.0	0	0.0	0	0.0
D16 Outlying Seniors	0	0.0	0	0.0	0	0.0
D17 Far-Flung Outposts	0	0.0	0	0.0	0	0.0
E18 Legacy Elders	0	0.0	0	0.0	425	0.2
E19 Bungalow Heaven	0	0.0	0	0.0	9	0.0
E20 Classic Grandparents	0	0.0	0	0.0	88	0.1
E21 Solo Retirees	0	0.0	0	0.0	326	0.2
F22 Boomerang Boarders	0	0.0	0	0.0	0	0.0
F23 Family Ties	0	0.0	0	0.0	57	0.0
F24 Fledgling Free	0	0.0	0	0.0	2	0.0
F25 Dependable Me	0	0.0	0	0.0	3	0.0
G26 Cafés and Catchments	0	0.0	0	0.0	1,670	1.0
G27 Thriving Independence	0	0.0	0	0.0	538	0.3
G28 Modern Parents	0	0.0	0	0.0	0	0.0
G29 Mid-Career Convention	0	0.0	0	0.0	0	0.0
H30 Primary Ambitions	0	0.0	122	0.3	601	0.4
H31 Affordable Fringe	0	0.0	139	0.3	479	0.3
H32 First-Rung Futures	0	0.0	0	0.0	28	0.0
H33 Contemporary Starts	0	0.0	0	0.0	9	0.0
H34 New Foundations	47	0.3	70	0.1	521	0.3
H35 Flying Solo	0	0.0	0	0.0	10	0.0

Mosaic Type Profile	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	Catchment Adults 18+	%	Catchment Adults 18+	%	Catchment Adults 18+	%
I36 Solid Economy	0	0.0	0	0.0	607	0.4
I37 Budget Generations	0	0.0	27	0.1	175	0.1
I38 Childcare Squeeze	0	0.0	0	0.0	263	0.2
I39 Families with Needs	0	0.0	0	0.0	1,243	0.7
J40 Make Do & Move On	0	0.0	0	0.0	17	0.0
J41 Disconnected Youth	0	0.0	0	0.0	231	0.1
J42 Midlife Stopgap	0	0.0	0	0.0	122	0.1
J43 Renting a Room	76	0.5	246	0.5	1,641	1.0
K44 Inner City Stalwarts	604	4.0	1,396	2.9	4,331	2.5
K45 Crowded Kaleidoscope	34	0.2	204	0.4	1,180	0.7
K46 High Rise Residents	312	2.1	1,823	3.8	8,417	4.9
K47 Streetwise Singles	204	1.4	1,304	2.7	17,020	9.9
K48 Low Income Workers	0	0.0	0	0.0	216	0.1
L49 Dependent Greys	129	0.9	1,670	3.5	10,936	6.4
L50 Pocket Pensions	0	0.0	0	0.0	17	0.0
L51 Aided Elderly	0	0.0	196	0.4	1,645	1.0
L52 Estate Veterans	0	0.0	16	0.0	465	0.3
L53 Seasoned Survivors	0	0.0	63	0.1	949	0.6
M54 Down-to-Earth Owners	0	0.0	0	0.0	462	0.3
M55 Offspring Overspill	0	0.0	82	0.2	887	0.5
M56 Self Supporters	0	0.0	42	0.1	228	0.1
N57 Community Elders	0	0.0	0	0.0	113	0.1
N58 Cultural Comfort	72	0.5	72	0.1	721	0.4
N59 Asian Heritage	0	0.0	0	0.0	1,138	0.7
N60 Ageing Access	160	1.1	1,600	3.3	9,430	5.5
O61 Career Builders	20	0.1	206	0.4	983	0.6
O62 Central Pulse	6,302	42.2	21,946	45.5	50,096	29.2
O63 Flexible Workforce	119	0.8	223	0.5	2,561	1.5
O64 Bus-Route Renters	70	0.5	935	1.9	12,518	7.3
O65 Learners & Earners	1,423	9.5	2,731	5.7	3,601	2.1
O66 Student Scene	3,281	22.0	7,480	15.5	9,122	5.3
U99 Unclassified	715	4.8	2,293	4.8	10,424	6.1
<b>Total</b>	<b>14,923</b>		<b>48,199</b>		<b>171,424</b>	

## Top 5 Mosaic Types

### 1. O62 Central Pulse

Entertainment-seeking youngsters renting city centre flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

### 2. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

### 3. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations



- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

### 4. A02 Uptown Elite

High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort



- Own expensive urban homes
- Families with older or adult kids
- High status professionals
- Accessible inner suburbs
- Book entertainment online
- Pay more for environmentally friendly

### 5. K46 High Rise Residents

Renters of social flats in high rise blocks where levels of need are significant



- Singles and sharers
- High rise social flats
- Urban locations
- Least likely to own a car
- Shop around to find cheapest price
- Low use of insurance

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

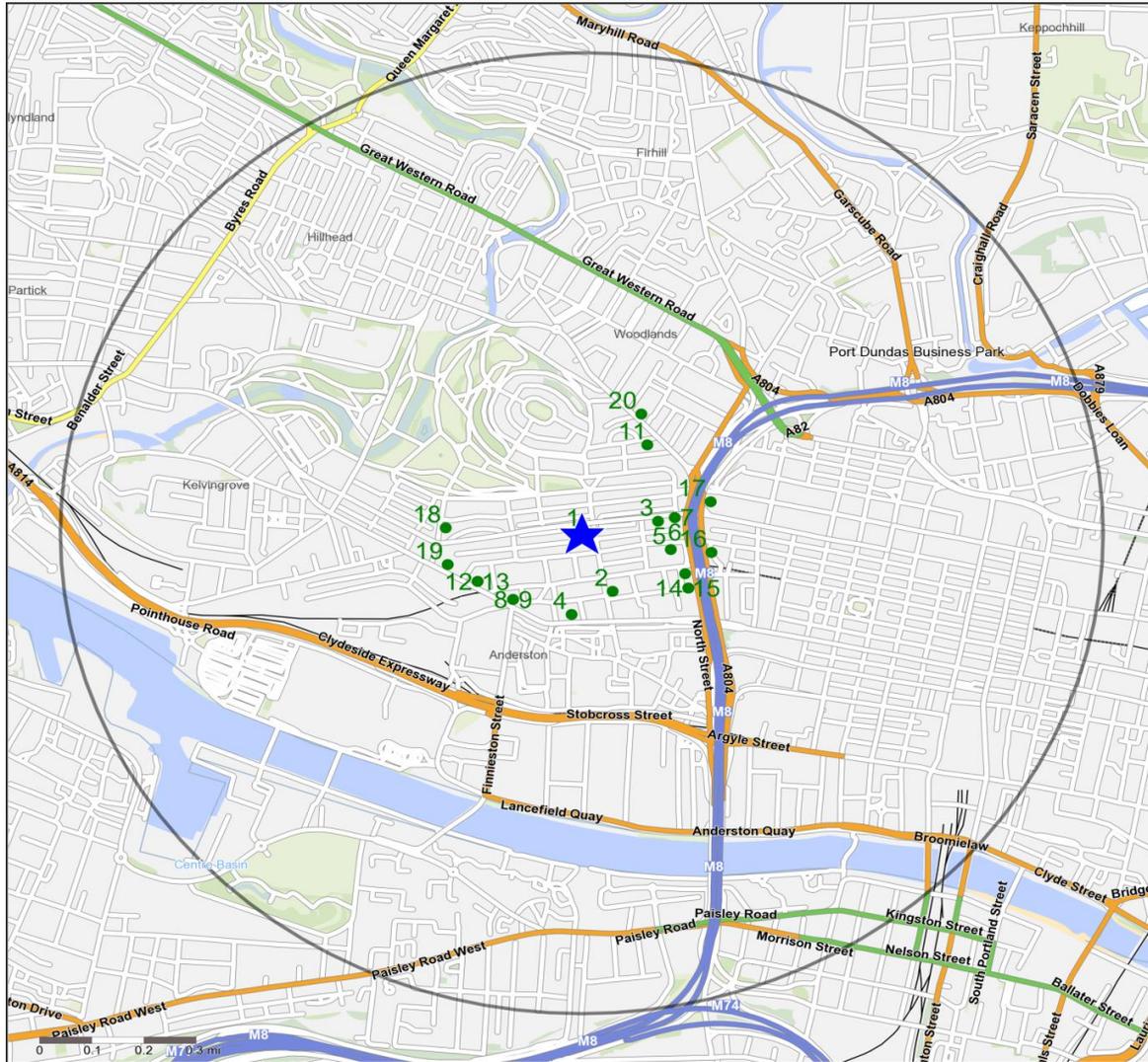
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## Competitor Map



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Site
 Pubs
 Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Mcphabbs	Punch Pub Company	0.0	1.5
2	Orwells	G1 Group	0.1	0.9
3	Cafe Salma	Independent Free	0.1	2.0
4	Jeanie Deans	Rosemount Taverns	0.2	1.6
5	Herald Cafe	Independent Free	0.2	2.3
6	Black Sparrow	Caledonian Heritable	0.2	2.0
7	Chinaskis	Independent Free	0.2	2.0
8	Bannisters	Star Pubs & Bars	0.2	2.0
9	Brass Monkey	Independent Free	0.2	2.0
10	Whiski Kraft	Greene King	0.2	1.7
11	Drake	Independent Free	0.2	2.8
12	Lebowski's	Punch Pub Company	0.2	2.1
13	Gallery Bar	Punch Pub Company	0.2	2.1
14	Gambetta	Independent Free	0.2	1.5
15	Bon Accord	Star Pubs & Bars	0.2	1.5
16	Babygrand	Baby Grand Group	0.3	2.5
17	Driftwood	Punch Pub Company	0.3	2.6
18	Big Slope	Independent Free	0.3	1.6
19	Neighbourhood	Independent Free	0.3	2.0
20	New Arlington Bar	Independent Free	0.3	2.9