

## 1 Mile Catchment Mosaic Profile

### N Urban Cohesion



### I Family Basics



### J Transient Renters



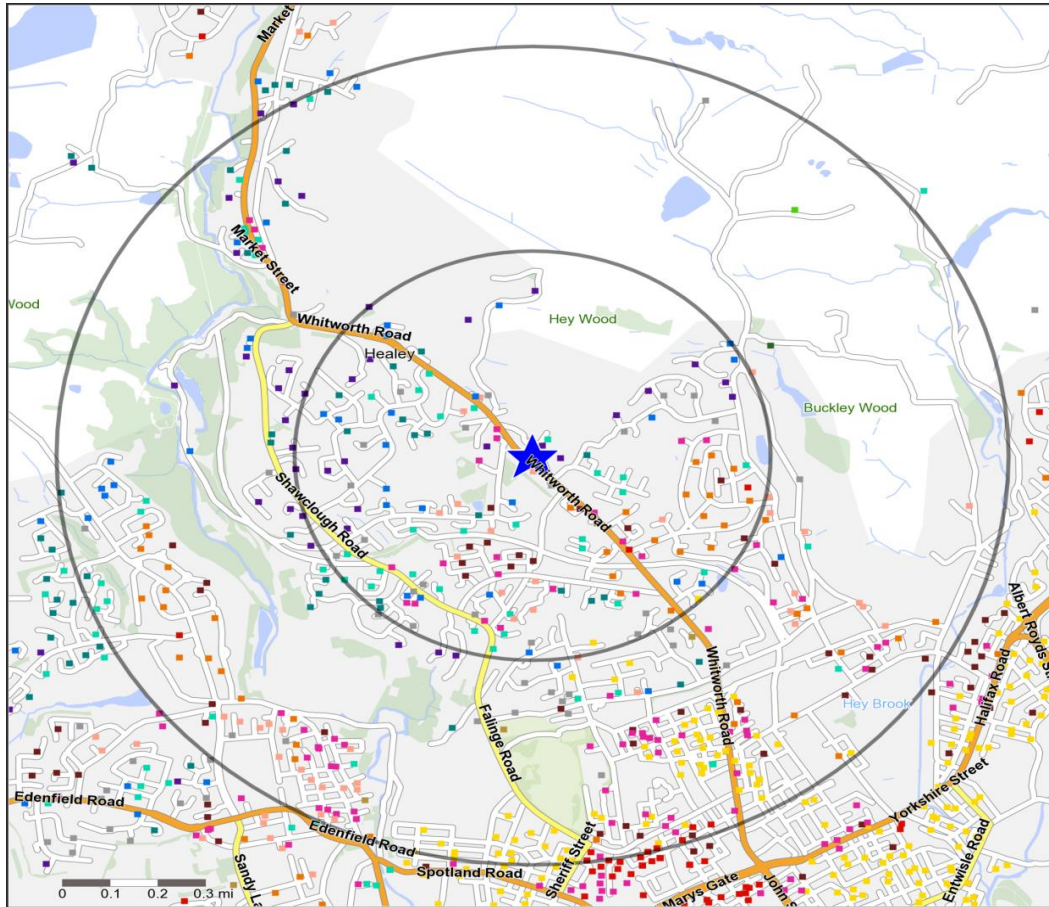
## Per Pub Analysis

	0.5 Mile Catchment	1 Mile Catchment	10 Minute DT Catchment
Number of Pubs	4	12	70
Catchment Adults 18+	5,569	15,173	69,366
Catchment Adults 18+ Per Pub	1,392	1,264	991

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	1,904	34.2	117	3,376	22.3	76	10,169	14.7	50
Great Pub Great Food Silver	3,357	60.3	131	6,143	40.5	88	19,473	28.1	61
Mainstream Pub with Food - Suburban Value	4,627	83.1	150	11,117	73.3	132	41,557	59.9	108
Mainstream Pub with Food - Suburban Aspiration	2,392	43.0	116	4,787	31.5	85	14,970	21.6	58
Mainstream Pub with Food - Country Value	187	3.4	27	296	2.0	16	1,034	1.5	12
Mainstream Pub with Food - Country Aspiration	639	11.5	93	1,257	8.3	67	3,577	5.2	42
Bit of Style	970	17.4	70	2,558	16.9	68	10,469	15.1	61
YPV Mainstream	109	2.0	96	165	1.1	54	556	0.8	39
YPV Premium	109	2.0	29	257	1.7	25	593	0.9	13
Community Wet	2,321	41.7	135	6,279	41.4	134	30,246	43.6	141
<b>Total 18+ Population in Catchment</b>	<b>5,569</b>			<b>15,173</b>			<b>69,366</b>		

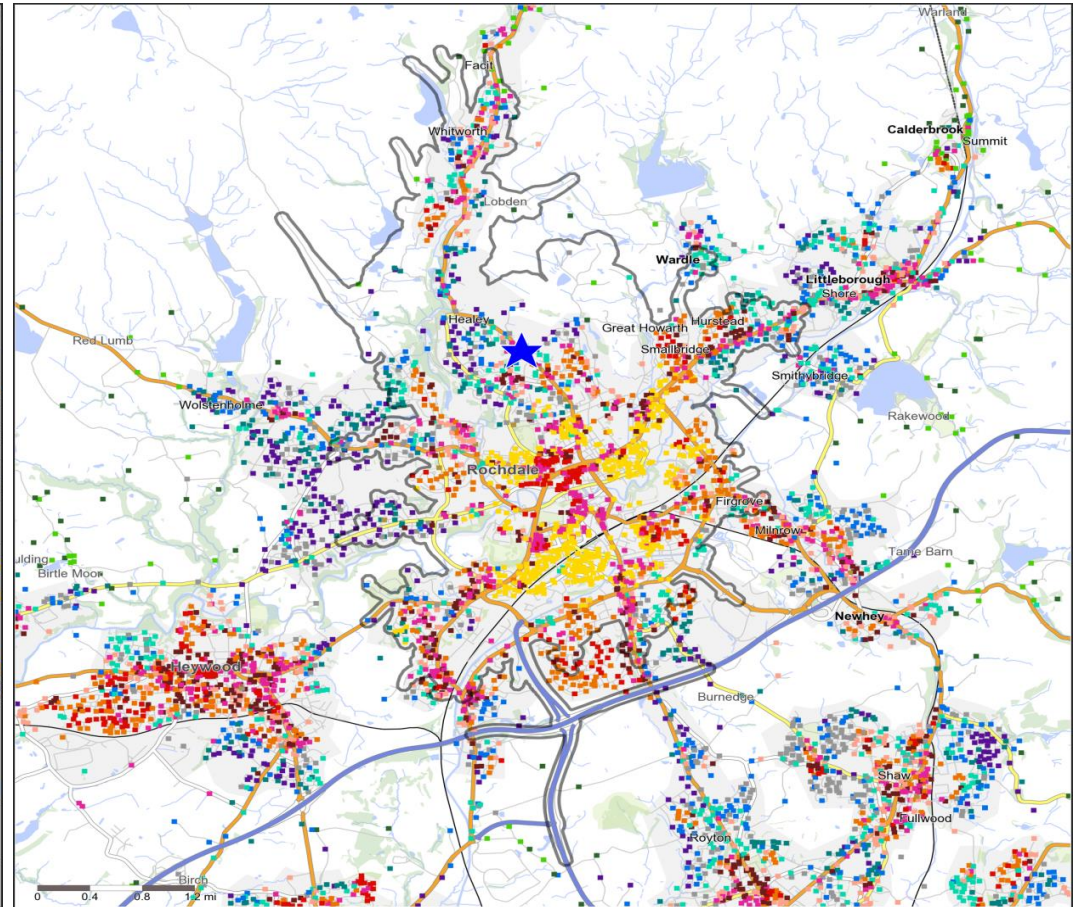
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	52.4	99	45.9	86	37.9	71
C2DE	47.6	101	54.1	115	62.1	133

## 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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- |                       |                      |                       |                  |                     |  |
|-----------------------|----------------------|-----------------------|------------------|---------------------|--|
| 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		Mosaic Type Profile			0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
			Catchment Adults 18+	%	Catchment Adults 18+	%	Catchment Adults 18+	%				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	77	1.4	77	0.5	107	0.2		
A02	Uptown Elite	0	0.0	0	0.0	0	0.0	I37	Budget Generations	0	0.0	24	0.2	736	1.1		
A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	I38	Childcare Squeeze	185	3.3	686	4.5	3,032	4.4		
A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	I39	Families with Needs	520	9.3	1,265	8.3	6,244	9.0		
B05	Premium Fortunes	0	0.0	0	0.0	87	0.1	J40	Make Do & Move On	172	3.1	488	3.2	2,397	3.5		
B06	Diamond Days	16	0.3	34	0.2	233	0.3	J41	Disconnected Youth	109	2.0	165	1.1	556	0.8		
B07	Alpha Families	16	0.3	25	0.2	137	0.2	J42	Midlife Stopgap	207	3.7	611	4.0	1,677	2.4		
B08	Bank of Mum and Dad	210	3.8	387	2.6	958	1.4	J43	Renting a Room	20	0.4	708	4.7	3,292	4.7		
B09	Empty-Nest Adventure	322	5.8	527	3.5	1,252	1.8	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0		
C10	Wealthy Landowners	3	0.1	3	0.0	5	0.0	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0		
C11	Rural Vogue	1	0.0	12	0.1	27	0.0	K46	High Rise Residents	0	0.0	10	0.1	1,154	1.7		
C12	Scattered Homesteads	0	0.0	0	0.0	0	0.0	K47	Streetwise Singles	0	0.0	121	0.8	2,094	3.0		
C13	Village Retirement	0	0.0	0	0.0	3	0.0	K48	Low Income Workers	25	0.4	61	0.4	1,294	1.9		
D14	Satellite Settlers	0	0.0	6	0.0	76	0.1	L49	Dependent Greys	0	0.0	22	0.1	1,953	2.8		
D15	Local Focus	0	0.0	0	0.0	48	0.1	L50	Pocket Pensions	145	2.6	194	1.3	1,421	2.0		
D16	Outlying Seniors	0	0.0	0	0.0	13	0.0	L51	Aided Elderly	0	0.0	0	0.0	218	0.3		
D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	L52	Estate Veterans	84	1.5	124	0.8	374	0.5		
E18	Legacy Elders	105	1.9	194	1.3	635	0.9	L53	Seasoned Survivors	167	3.0	580	3.8	2,472	3.6		
E19	Bungalow Heaven	145	2.6	178	1.2	486	0.7	M54	Down-to-Earth Owners	63	1.1	134	0.9	994	1.4		
E20	Classic Grandparents	192	3.4	315	2.1	960	1.4	M55	Offspring Overspill	75	1.3	315	2.1	1,666	2.4		
E21	Solo Retirees	71	1.3	322	2.1	1,252	1.8	M56	Self Supporters	233	4.2	676	4.5	2,146	3.1		
F22	Boomerang Boarders	261	4.7	521	3.4	1,000	1.4	N57	Community Elders	9	0.2	323	2.1	747	1.1		
F23	Family Ties	143	2.6	223	1.5	715	1.0	N58	Cultural Comfort	16	0.3	63	0.4	121	0.2		
F24	Fledgling Free	42	0.8	112	0.7	408	0.6	N59	Asian Heritage	0	0.0	1,817	12.0	15,388	22.2		
F25	Dependable Me	161	2.9	415	2.7	873	1.3	N60	Ageing Access	0	0.0	0	0.0	0	0.0		
G26	Cafés and Catchments	0	0.0	0	0.0	8	0.0	O61	Career Builders	0	0.0	0	0.0	27	0.0		
G27	Thriving Independence	33	0.6	172	1.1	499	0.7	O62	Central Pulse	0	0.0	0	0.0	0	0.0		
G28	Modern Parents	179	3.2	268	1.8	1,403	2.0	O63	Flexible Workforce	0	0.0	0	0.0	0	0.0		
G29	Mid-Career Convention	397	7.1	656	4.3	1,160	1.7	O64	Bus-Route Renters	63	1.1	162	1.1	331	0.5		
H30	Primary Ambitions	176	3.2	288	1.9	1,190	1.7	O65	Learners & Earners	0	0.0	0	0.0	0	0.0		
H31	Affordable Fringe	482	8.7	810	5.3	2,685	3.9	O66	Student Scene	0	0.0	0	0.0	0	0.0		
H32	First-Rung Futures	311	5.6	391	2.6	1,316	1.9	U99	Unclassified	46	0.8	437	2.9	482	0.7		
H33	Contemporary Starts	40	0.7	89	0.6	591	0.9										
H34	New Foundations	1	0.0	67	0.4	161	0.2										
H35	Flying Solo	46	0.8	95	0.6	262	0.4										
									<b>Total</b>		<b>5,569</b>		<b>15,173</b>		<b>69,366</b>		

## Top 5 Mosaic Types

### 1. N59 Asian Heritage

Large extended families in neighbourhoods with a strong South Asian tradition



- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

### 2. 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

### 3. H31 Affordable Fringe

Settled families with children owning modest, 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

### 4. 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

### 5. I38 Childcare Squeeze

Younger families with children who own a budget home and are striving to cover all expenses



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

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

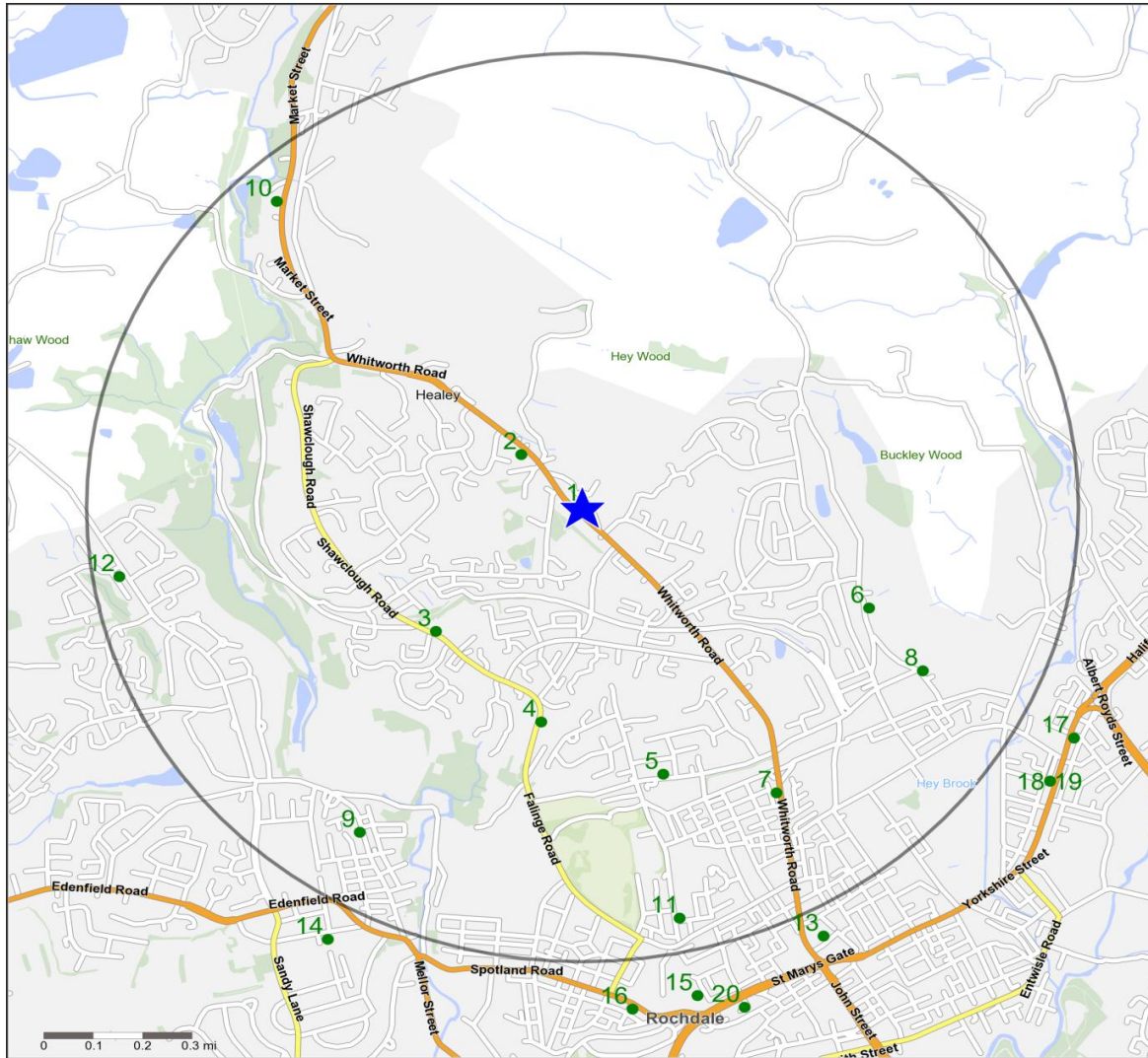
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## Competitor Map



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★ Site     
 ● Pubs     
 N Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Albion	Punch Pub Company	0.0	0.2
2	Oxford Hotel	Star Pubs & Bars	0.2	0.7
3	Healey	Robinsons	0.4	2.8
4	Talbots Head	Marston's	0.5	3.2
5	Rifle Mans Arms	Sam Smith	0.6	3.2
6	Hunters Rest	Enterprise Inns	0.6	3.1
7	Mark Twain	Unknown	0.7	2.5
8	Donkey	J W Lees	0.8	3.7
9	Royds Arms	Thwaites	0.8	7.2
10	Birches Hotel	Independent Free	0.9	3.2
11	Brown Hill Hotel	Unknown	0.9	4.1
12	Black Dog	Sam Smith	0.9	9.1
13	Tanners Arms	Independent Free	1.1	4.4
14	Church Inn	Enterprise Inns	1.1	6.9
15	Baum	Independent Free	1.1	4.7
16	Bowling Green	Admiral Taverns Ltd	1.1	5.0
17	Flower Of The Valley	Sam Smith	1.1	5.6
18	High Sheriff	Unknown	1.1	5.5
19	Entwistle Arms	Thwaites	1.1	5.5
20	Madison	Independent Free	1.1	4.4