

1 Mile Catchment Mosaic Profile

N Urban Cohesion



O Rental Hubs



K Municipal Challenge



Per Pub Analysis

0.5 Mile Catchment

1 Mile Catchment

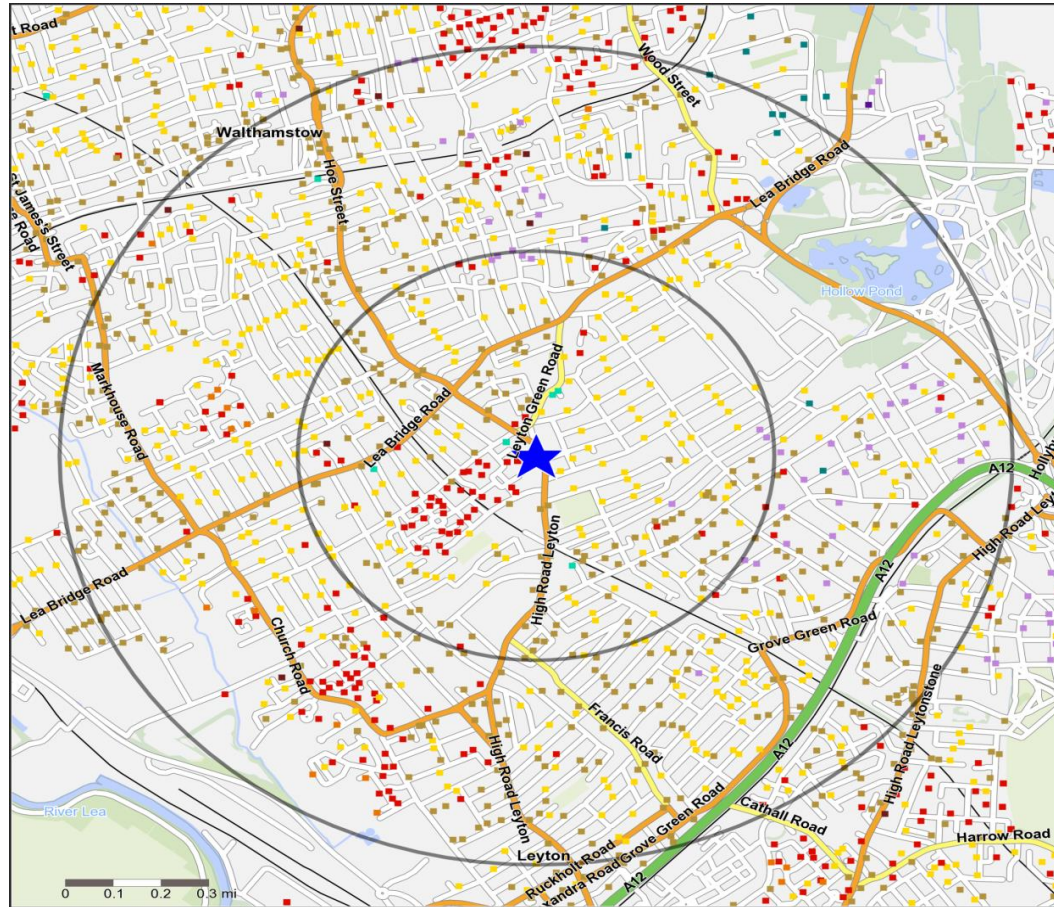
10 Minute DT Catchment

Number of Pubs	5	30	59
Catchment Adults 18+	20,597	71,893	127,227
Catchment Adults 18+ Per Pub	4,119	2,396	2,156

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	724	3.5	12	<div></div>	3,693	5.1	18	<div></div>	10,725	8.4	29	<div></div>
Great Pub Great Food Silver	724	3.5	8	<div></div>	3,689	5.1	11	<div></div>	10,507	8.3	18	<div></div>
Mainstream Pub with Food - Suburban Value	9,443	45.8	83	<div></div>	36,634	51.0	92	<div></div>	65,803	51.7	93	<div></div>
Mainstream Pub with Food - Suburban Aspiration	7,964	38.7	104	<div></div>	33,121	46.1	124	<div></div>	61,932	48.7	131	<div></div>
Mainstream Pub with Food - Country Value	0	0.0	0	<div></div>	0	0.0	0	<div></div>	0	0.0	0	<div></div>
Mainstream Pub with Food - Country Aspiration	0	0.0	0	<div></div>	4	0.0	0	<div></div>	336	0.3	2	<div></div>
Bit of Style	7,564	36.7	147	<div></div>	30,936	43.0	173	<div></div>	57,349	45.1	181	<div></div>
YPV Mainstream	0	0.0	0	<div></div>	28	0.0	2	<div></div>	28	0.0	1	<div></div>
YPV Premium	6,840	33.2	497	<div></div>	27,247	37.9	568	<div></div>	46,903	36.9	552	<div></div>
Community Wet	499	2.4	8	<div></div>	3,521	4.9	16	<div></div>	7,542	5.9	19	<div></div>
Total 18+ Population in Catchment	20,597				71,893				127,227			

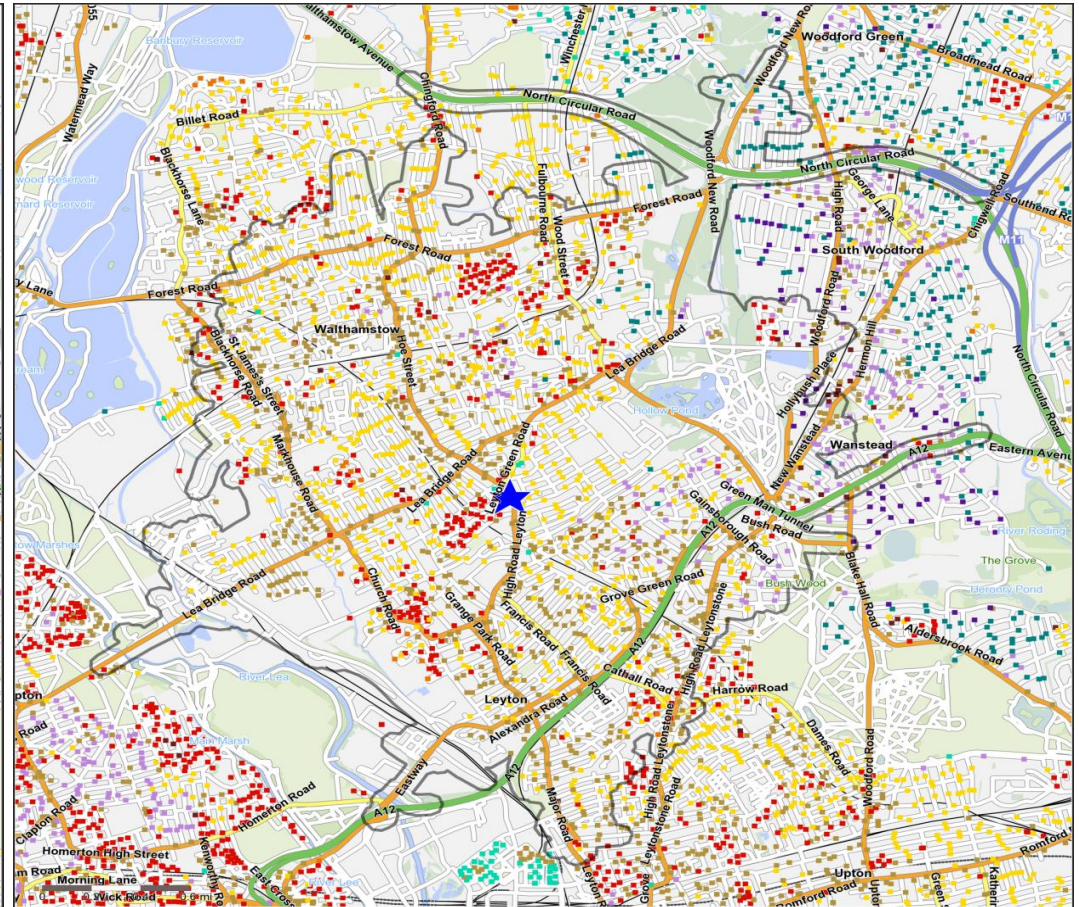
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	48.3	91	52.6	99	54.2	102
C2DE	51.7	110	47.4	101	45.8	98

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	99	0.1	I36	Solid Economy		0	0.0	486	0.7	1,052	0.8
A02	Uptown Elite		636	3.1	2,473	3.4	4,762	3.7	I37	Budget Generations		0	0.0	0	0.0	0	0.0
A03	Penthouse Chic		0	0.0	0	0.0	0	0.0	I38	Childcare Squeeze		0	0.0	0	0.0	0	0.0
A04	Metro High-Flyers		35	0.2	309	0.4	1,095	0.9	I39	Families with Needs		0	0.0	0	0.0	0	0.0
B05	Premium Fortunes		0	0.0	4	0.0	218	0.2	J40	Make Do & Move On		0	0.0	0	0.0	0	0.0
B06	Diamond Days		0	0.0	0	0.0	53	0.0	J41	Disconnected Youth		0	0.0	0	0.0	0	0.0
B07	Alpha Families		0	0.0	0	0.0	0	0.0	J42	Midlife Stopgap		0	0.0	0	0.0	0	0.0
B08	Bank of Mum and Dad		0	0.0	0	0.0	8	0.0	J43	Renting a Room		0	0.0	0	0.0	0	0.0
B09	Empty-Nest Adventure		0	0.0	0	0.0	0	0.0	K44	Inner City Stalwarts		441	2.1	2,466	3.4	5,080	4.0
C10	Wealthy Landowners		0	0.0	0	0.0	0	0.0	K45	Crowded Kaleidoscope		1,961	9.5	5,392	7.5	9,276	7.3
C11	Rural Vogue		0	0.0	0	0.0	0	0.0	K46	High Rise Residents		0	0.0	196	0.3	296	0.2
C12	Scattered Homesteads		0	0.0	0	0.0	0	0.0	K47	Streetwise Singles		0	0.0	0	0.0	18	0.0
C13	Village Retirement		0	0.0	0	0.0	0	0.0	K48	Low Income Workers		0	0.0	0	0.0	0	0.0
D14	Satellite Settlers		0	0.0	0	0.0	0	0.0	L49	Dependent Greys		58	0.3	134	0.2	201	0.2
D15	Local Focus		0	0.0	0	0.0	0	0.0	L50	Pocket Pensions		0	0.0	0	0.0	30	0.0
D16	Outlying Seniors		0	0.0	0	0.0	0	0.0	L51	Aided Elderly		0	0.0	211	0.3	867	0.7
D17	Far-Flung Outposts		0	0.0	0	0.0	0	0.0	L52	Estate Veterans		0	0.0	0	0.0	0	0.0
E18	Legacy Elders		0	0.0	0	0.0	0	0.0	L53	Seasoned Survivors		0	0.0	0	0.0	0	0.0
E19	Bungalow Heaven		0	0.0	0	0.0	0	0.0	M54	Down-to-Earth Owners		0	0.0	0	0.0	0	0.0
E20	Classic Grandparents		0	0.0	0	0.0	0	0.0	M55	Offspring Overspill		0	0.0	0	0.0	0	0.0
E21	Solo Retirees		0	0.0	0	0.0	0	0.0	M56	Self Supporters		0	0.0	0	0.0	0	0.0
F22	Boomerang Boarders		0	0.0	0	0.0	0	0.0	N57	Community Elders		2,158	10.5	6,091	8.5	10,750	8.4
F23	Family Ties		0	0.0	0	0.0	0	0.0	N58	Cultural Comfort		7,964	38.7	23,519	32.7	36,930	29.0
F24	Fledgling Free		0	0.0	0	0.0	0	0.0	N59	Asian Heritage		0	0.0	26	0.0	26	0.0
F25	Dependable Me		0	0.0	0	0.0	0	0.0	N60	Ageing Access		109	0.5	2,011	2.8	4,061	3.2
G26	Cafés and Catchments		8	0.0	489	0.7	2,605	2.0	O61	Career Builders		45	0.2	418	0.6	1,927	1.5
G27	Thriving Independence		0	0.0	0	0.0	57	0.0	O62	Central Pulse		0	0.0	166	0.2	267	0.2
G28	Modern Parents		0	0.0	0	0.0	0	0.0	O63	Flexible Workforce		6,840	33.2	27,053	37.6	46,607	36.6
G29	Mid-Career Convention		0	0.0	0	0.0	0	0.0	O64	Bus-Route Renters		0	0.0	0	0.0	0	0.0
H30	Primary Ambitions		0	0.0	0	0.0	0	0.0	O65	Learners & Earners		0	0.0	28	0.0	28	0.0
H31	Affordable Fringe		0	0.0	0	0.0	0	0.0	O66	Student Scene		0	0.0	0	0.0	0	0.0
H32	First-Rung Futures		0	0.0	0	0.0	0	0.0	U99	Unclassified		51	0.2	57	0.1	375	0.3
H33	Contemporary Starts		0	0.0	0	0.0	0	0.0	Total			20,597		71,893		127,227	
H34	New Foundations		291	1.4	364	0.5	538	0.4									
H35	Flying Solo		0	0.0	0	0.0	1	0.0									

Top 5 Mosaic Types

1. O63 Flexible Workforce

Self-starting young renters ready to move to follow worthwhile incomes from service sector jobs



- Likely to be 26-35
- Singles and multiple sharers
- Many ethnicities
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

2. N58 Cultural Comfort

Thriving families with good incomes in multi-cultural urban communities



- Families with children
- Good income
- Areas with high South Asian population
- Own high cost urban semis and terraces
- Highest smart TV ownership
- Read online reviews for home and garden

3. N57 Community Elders

Established older households owning city homes in diverse neighbourhoods



- Older households
- Own city terraces and semis
- Have lived there 20 years
- Some adult children at home
- Multicultural neighbourhoods
- Respond to direct mail charity appeals

4. K45 Crowded Kaleidoscope

Multi-cultural households with children renting social flats in over-crowded conditions



- Many children
- Non-nuclear household composition
- High diversity
- Commute by bus
- 1 or 2 bed flats socially rented
- Read online electrical reviews

5. 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

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

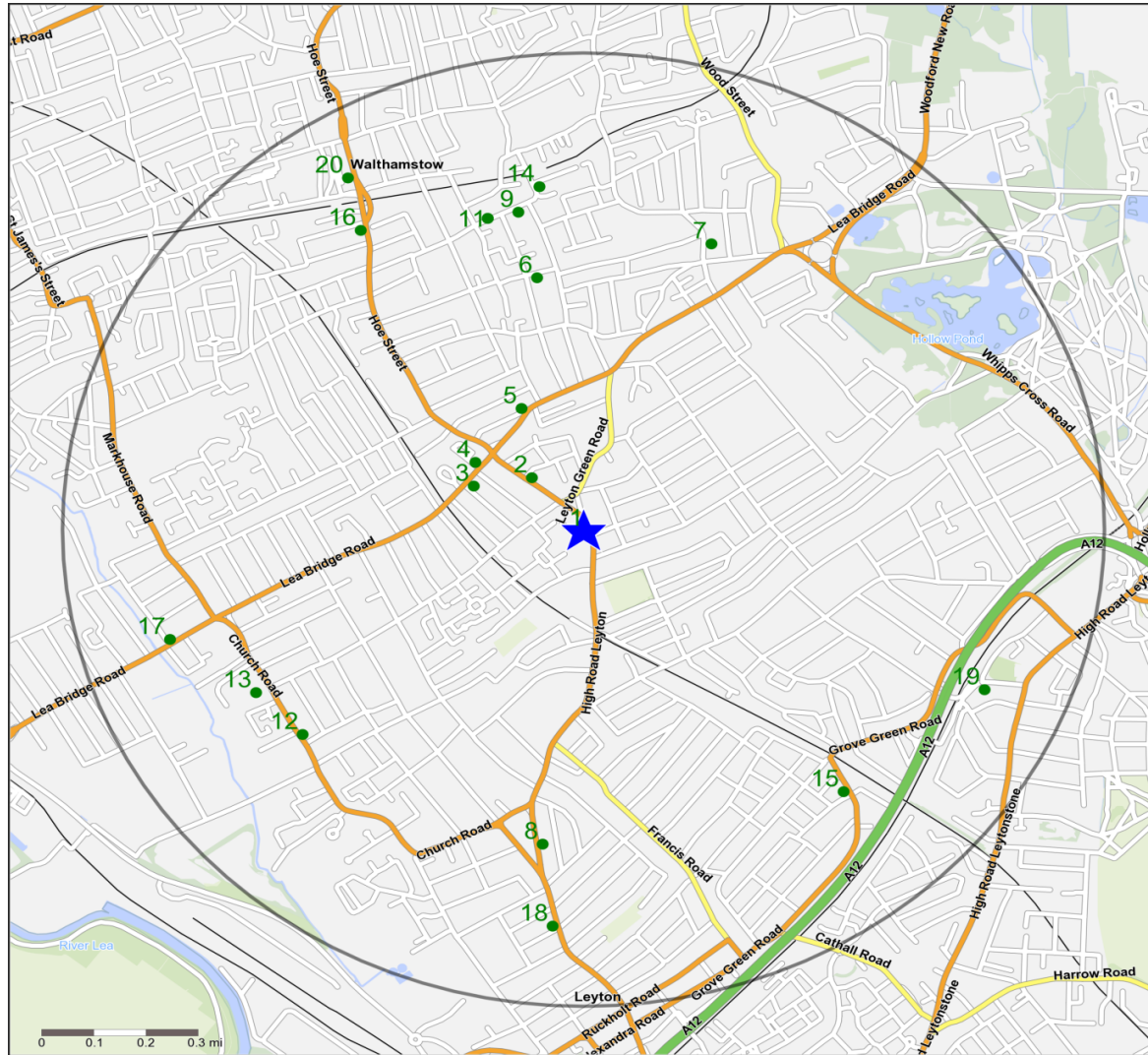
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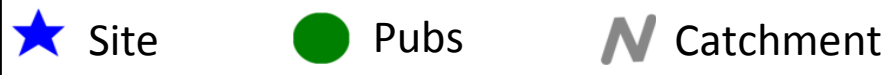
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Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Pepper'S Ghost	Punch Pub Company	0.0	0.0
2	William Iv	Independent Free	0.1	0.8
3	Bootlaces	Punch Pub Company	0.2	2.0
4	Drum	Wetherspoon	0.3	1.5
5	Smilte	Independent Free	0.3	2.1
6	Castle	Punch Pub Company	0.5	4.2
7	Lord Raglan	Trust Inns	0.6	4.4
8	Cafe Lolita	Independent Free	0.7	3.7
9	Village At Walthamstow	Foundation Inns	0.7	5.4
10	Orford Saloon	Independent Free	0.7	5.1
11	Queens Arms	Enterprise Inns	0.7	5.1
12	Antelope	Punch Pub Company	0.7	5.4
13	Jesters Pool Bar	Independent Free	0.7	4.9
14	Nags Head	Enterprise Inns	0.7	5.6
15	Heathcote	*Other Small Retail Groups	0.7	5.6
16	Bar Bentley	Independent Free	0.8	3.9
17	Friends	Independent Free	0.8	5.6
18	Coach & Horses	Punch Pub Company	0.8	5.6
19	Luna Lounge	Independent Free	0.8	8.0
20	Goose	Stonegate Pub Company	0.9	5.5