

## 1 Mile Catchment Mosaic Profile

### G Domestic Success



### B Prestige Positions



### H Aspiring Homemakers



## Per Pub Analysis

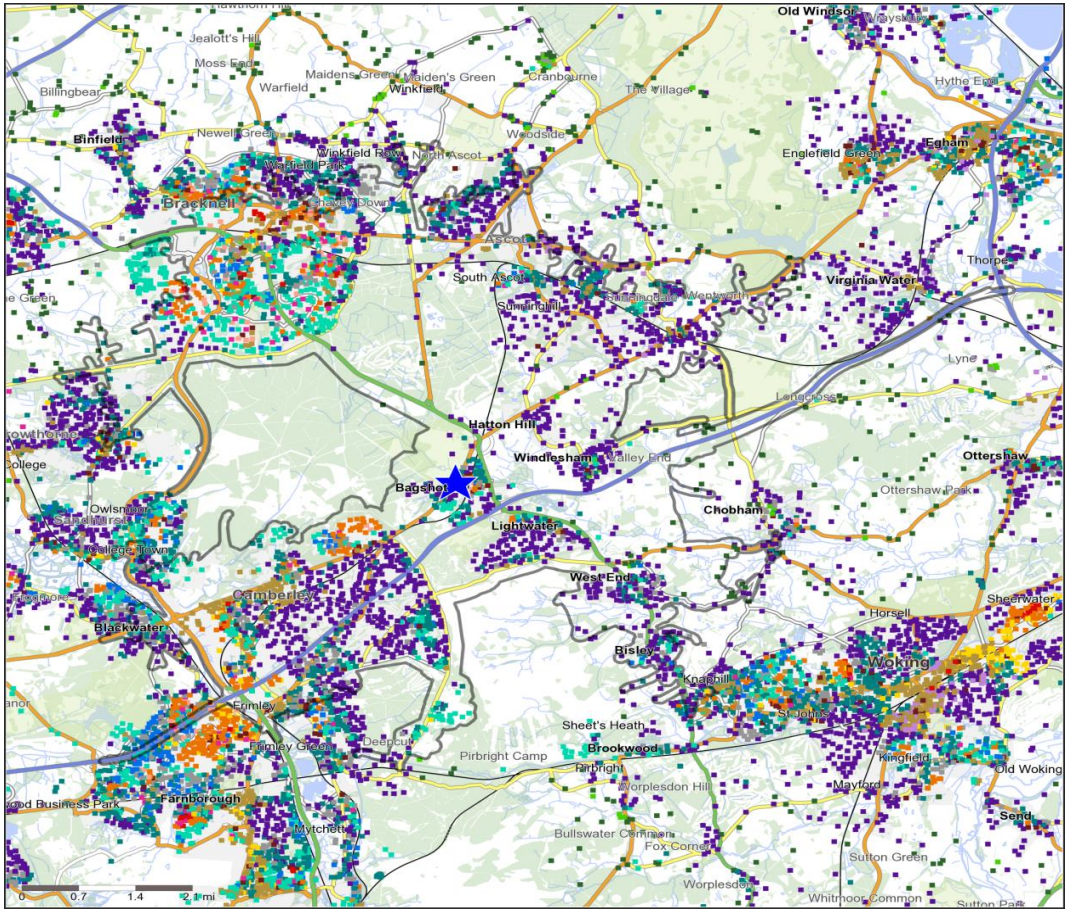
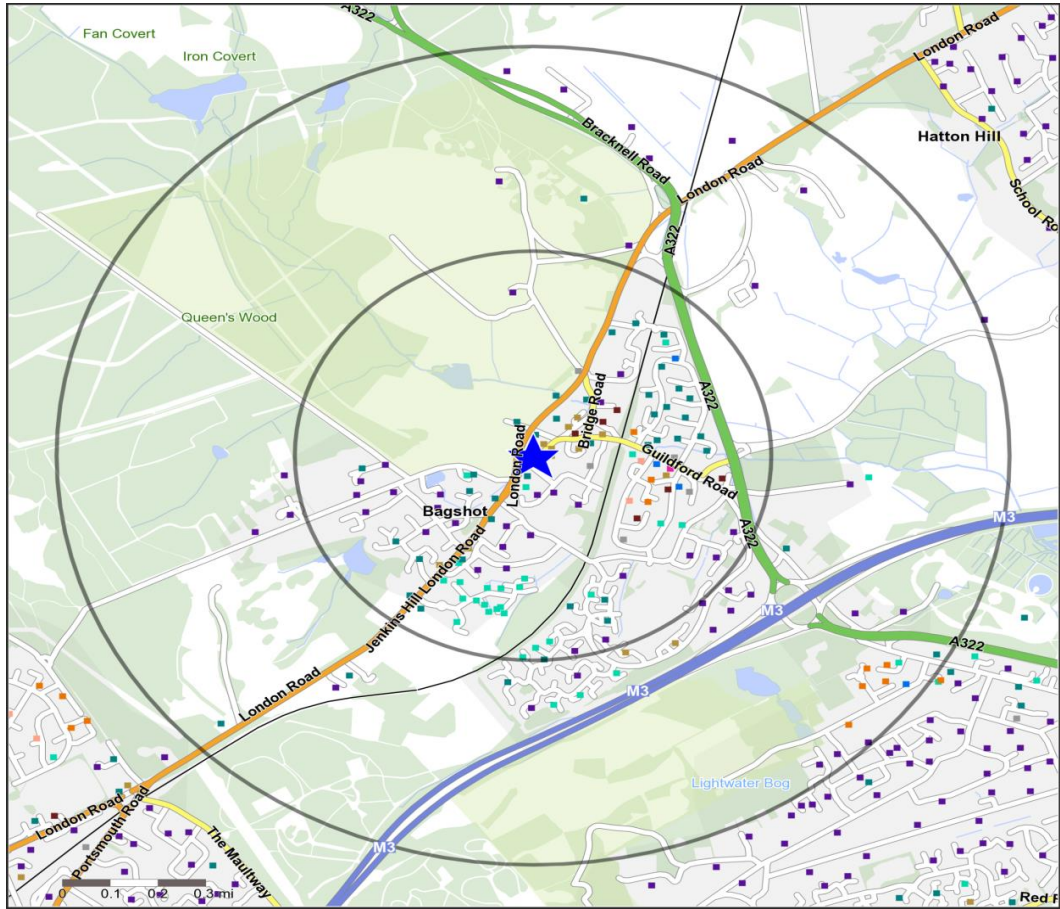
	0.5 Mile Catchment	1 Mile Catchment	10 Minute DT Catchment
Number of Pubs	6	7	79
Catchment Adults 18+	4,088	5,500	123,113
Catchment Adults 18+ Per Pub	681	786	1,558

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	3,132	76.6	262	4,307	78.3	268	85,135	69.2	237
Great Pub Great Food Silver	3,128	76.5	166	4,251	77.3	168	81,530	66.2	144
Mainstream Pub with Food - Suburban Value	2,332	57.0	103	2,924	53.2	96	63,788	51.8	93
Mainstream Pub with Food - Suburban Aspiration	3,421	83.7	225	4,607	83.8	226	92,606	75.2	203
Mainstream Pub with Food - Country Value	0	0.0	0	0	0.0	0	1,079	0.9	7
Mainstream Pub with Food - Country Aspiration	1,630	39.9	322	2,446	44.5	359	49,439	40.2	324
Bit of Style	1,830	44.8	179	2,274	41.3	166	46,317	37.6	151
YPV Mainstream	0	0.0	0	0	0.0	0	433	0.4	17
YPV Premium	270	6.6	99	281	5.1	77	5,128	4.2	62
Community Wet	554	13.6	44	751	13.7	44	19,750	16.0	52
<b>Total 18+ Population in Catchment</b>	<b>4,088</b>			<b>5,500</b>			<b>123,113</b>		

Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	67.0	126	68.0	128	66.5	125
C2DE	33.0	70	32.0	68	33.5	72

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	0	0.0	0	0.0	72	0.1
A02 Uptown Elite	0	0.0	0	0.0	370	0.3
A03 Penthouse Chic	0	0.0	0	0.0	0	0.0
A04 Metro High-Flyers	0	0.0	0	0.0	0	0.0
B05 Premium Fortunes	18	0.4	95	1.7	8,116	6.6
B06 Diamond Days	59	1.4	77	1.4	6,893	5.6
B07 Alpha Families	313	7.7	524	9.5	13,117	10.7
B08 Bank of Mum and Dad	435	10.6	774	14.1	7,231	5.9
B09 Empty-Nest Adventure	83	2.0	121	2.2	3,414	2.8
C10 Wealthy Landowners	0	0.0	4	0.1	526	0.4
C11 Rural Vogue	0	0.0	0	0.0	9	0.0
C12 Scattered Homesteads	0	0.0	0	0.0	0	0.0
C13 Village Retirement	0	0.0	0	0.0	129	0.1
D14 Satellite Settlers	0	0.0	0	0.0	134	0.1
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	79	1.9	79	1.4	4,834	3.9
E19 Bungalow Heaven	0	0.0	0	0.0	816	0.7
E20 Classic Grandparents	0	0.0	0	0.0	313	0.3
E21 Solo Retirees	126	3.1	126	2.3	1,869	1.5
F22 Boomerang Boarders	0	0.0	0	0.0	314	0.3
F23 Family Ties	14	0.3	39	0.7	2,764	2.2
F24 Fledgling Free	0	0.0	0	0.0	0	0.0
F25 Dependable Me	26	0.6	26	0.5	583	0.5
G26 Cafés and Catchments	69	1.7	69	1.3	3,901	3.2
G27 Thriving Independence	722	17.7	855	15.5	10,539	8.6
G28 Modern Parents	12	0.3	44	0.8	2,387	1.9
G29 Mid-Career Convention	626	15.3	653	11.9	2,694	2.2
H30 Primary Ambitions	120	2.9	150	2.7	15,195	12.3
H31 Affordable Fringe	0	0.0	0	0.0	21	0.0
H32 First-Rung Futures	0	0.0	2	0.0	487	0.4
H33 Contemporary Starts	578	14.1	776	14.1	4,798	3.9
H34 New Foundations	0	0.0	0	0.0	195	0.2
H35 Flying Solo	175	4.3	186	3.4	991	0.8

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	93	2.3	290	5.3	8,731	7.1
I37 Budget Generations	0	0.0	0	0.0	0	0.0
I38 Childcare Squeeze	0	0.0	0	0.0	0	0.0
I39 Families with Needs	0	0.0	0	0.0	113	0.1
J40 Make Do & Move On	0	0.0	0	0.0	0	0.0
J41 Disconnected Youth	0	0.0	0	0.0	433	0.4
J42 Midlife Stopgap	11	0.3	11	0.2	2,136	1.7
J43 Renting a Room	0	0.0	0	0.0	65	0.1
K44 Inner City Stalwarts	0	0.0	0	0.0	0	0.0
K45 Crowded Kaleidoscope	0	0.0	0	0.0	56	0.0
K46 High Rise Residents	0	0.0	0	0.0	155	0.1
K47 Streetwise Singles	0	0.0	0	0.0	874	0.7
K48 Low Income Workers	0	0.0	0	0.0	0	0.0
L49 Dependent Greys	0	0.0	0	0.0	278	0.2
L50 Pocket Pensions	57	1.4	57	1.0	837	0.7
L51 Aided Elderly	106	2.6	106	1.9	1,562	1.3
L52 Estate Veterans	70	1.7	70	1.3	350	0.3
L53 Seasoned Survivors	0	0.0	0	0.0	18	0.0
M54 Down-to-Earth Owners	0	0.0	0	0.0	2	0.0
M55 Offspring Overspill	79	1.9	79	1.4	2,259	1.8
M56 Self Supporters	43	1.1	43	0.8	193	0.2
N57 Community Elders	0	0.0	0	0.0	539	0.4
N58 Cultural Comfort	0	0.0	0	0.0	69	0.1
N59 Asian Heritage	0	0.0	0	0.0	0	0.0
N60 Ageing Access	8	0.2	8	0.1	383	0.3
O61 Career Builders	71	1.7	141	2.6	5,401	4.4
O62 Central Pulse	0	0.0	0	0.0	362	0.3
O63 Flexible Workforce	0	0.0	0	0.0	567	0.5
O64 Bus-Route Renters	95	2.3	95	1.7	3,208	2.6
O65 Learners & Earners	0	0.0	0	0.0	0	0.0
O66 Student Scene	0	0.0	0	0.0	0	0.0
U99 Unclassified	0	0.0	0	0.0	1,810	1.5
<b>Total</b>	<b>4,088</b>		<b>5,500</b>		<b>123,113</b>	

## Top 5 Mosaic Types

### 1. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

### 2. H33 Contemporary Starts

Fashion-conscious young singles and partners setting up home in developments attractive to their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

### 3. B08 Bank of Mum and Dad

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support



- Married couples aged 50-65
- Adult children at home
- High salaries from senior positions
- Quality 4 bed detached homes
- Mortgage nearly paid off
- Use technology practically

### 4. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

### 5. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

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

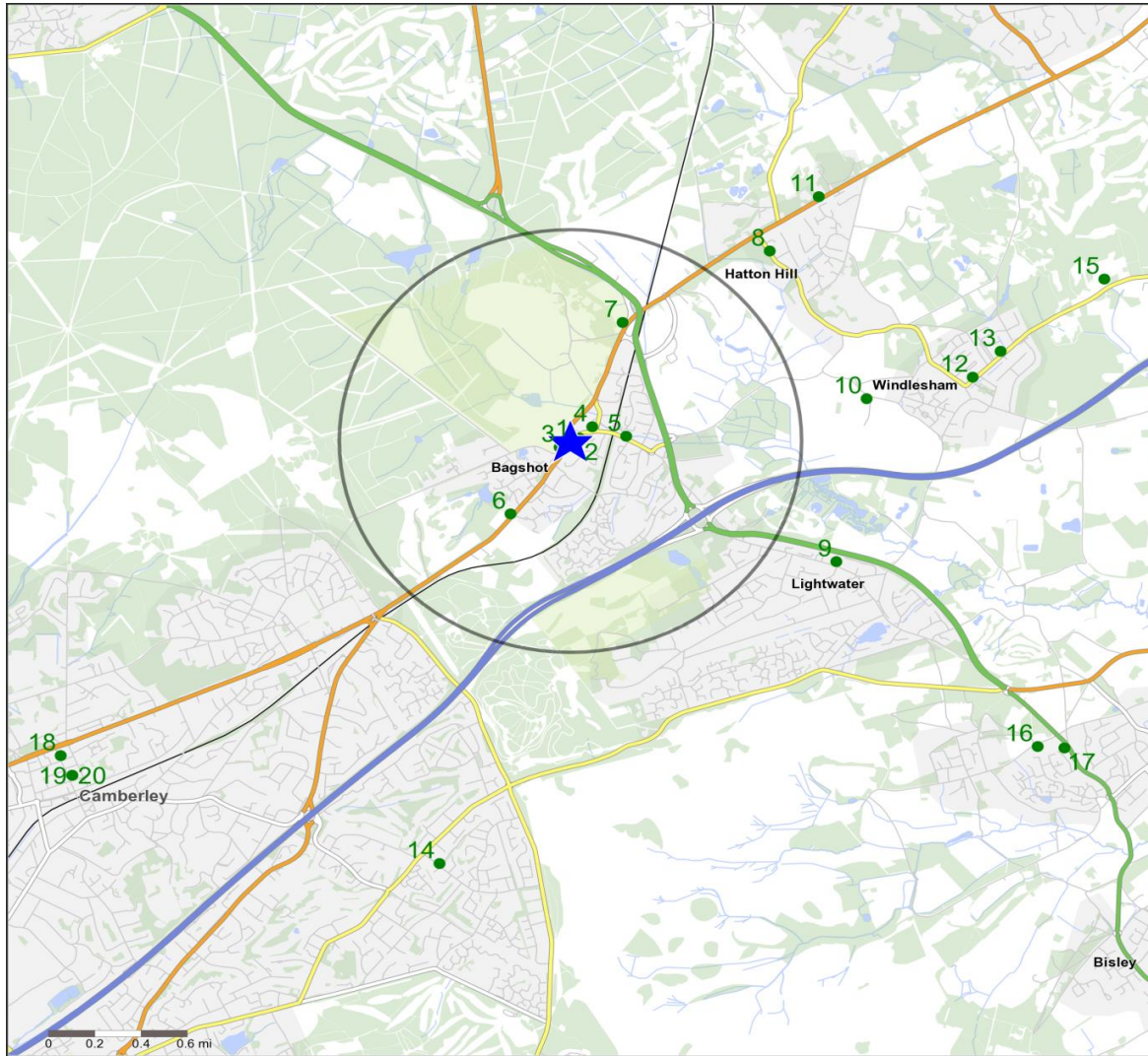
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## Competitor Map



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Site
 Pubs
 Catchment

## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Cedar Tree Bagshot	Punch Pub Company	0.0	0.2
2	Kings Arms	Greene King	0.0	0.2
3	Miller & Carter	Mitchells & Butlers	0.1	0.4
4	Three Mariners	Enterprise Inns	0.1	0.5
5	White Hart	Enterprise Inns	0.2	1.2
6	Foresters Arms	Independent Free	0.4	1.0
7	Cricketers	Whitbread	0.6	1.5
8	Bee	Enterprise Inns	1.2	3.0
9	Red Lion	Unknown	1.3	5.1
10	Half Moon	Independent Free	1.3	4.5
11	Windmill	Mitchells & Butlers	1.6	2.9
12	Sun	Enterprise Inns	1.8	6.8
13	Surrey Cricketers	Punch Pub Company	1.9	7.5
14	Wheatsheaf	Mitchells & Butlers	2.1	5.2
15	Brickmakers Arms	4C Inns	2.4	8.9
16	Hare & Hounds	Hall & Woodhouse	2.5	5.9
17	Inn At West End	Enterprise Inns	2.6	5.6
18	Treasury	Marston's	2.7	5.5
19	Surrey Arms	Stonegate Pub Company	2.7	6.3
20	Claude Du Vall	Wetherspoon	2.7	6.3