

## 1 Mile Catchment Mosaic Profile

## Per Pub Analysis

0.5 Mile  
Catchment

1 Mile  
Catchment

10 Minute DT  
Catchment

### G Domestic Success



### F Suburban Stability



### H Aspiring Homemakers

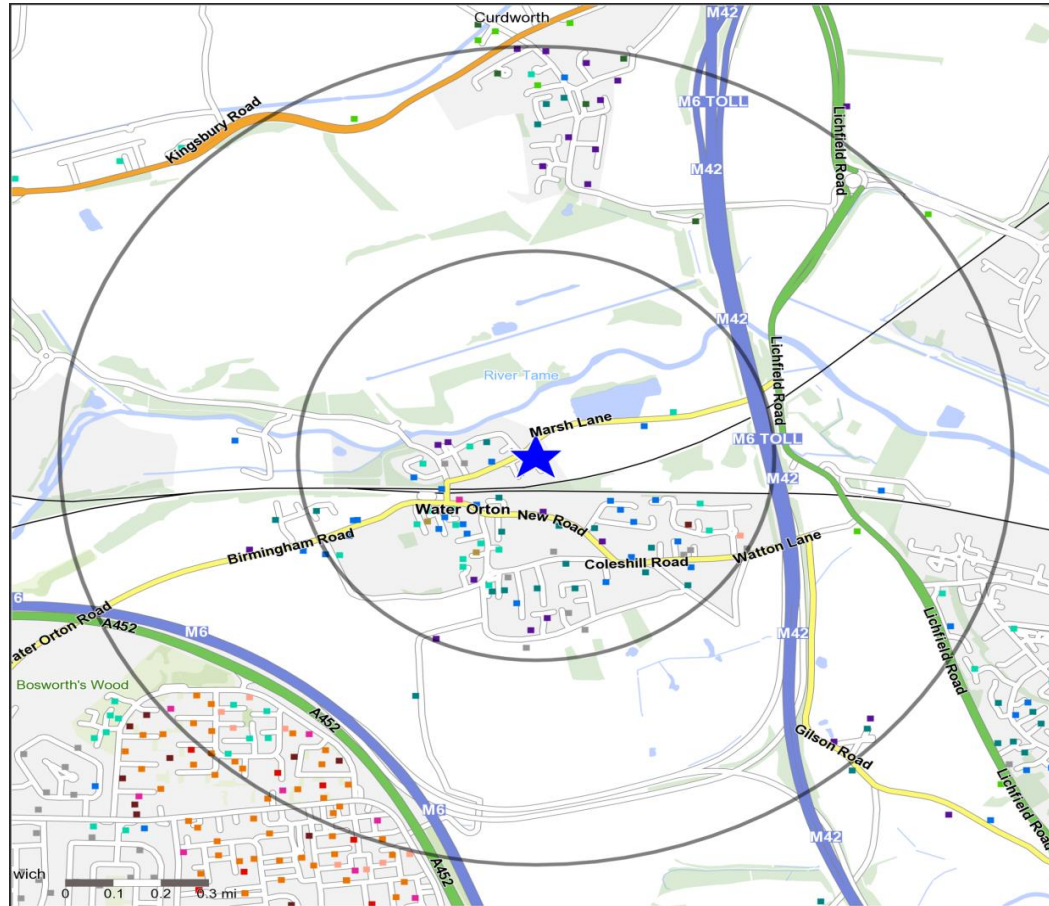


Number of Pubs	2	5	46
Catchment Adults 18+	2,737	5,148	57,987
Catchment Adults 18+ Per Pub	1,369	1,030	1,261

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	1,568	57.3	196	2,281	44.3	152	14,025	24.2	83
Great Pub Great Food Silver	2,227	81.4	177	3,552	69.0	150	26,537	45.8	100
Mainstream Pub with Food - Suburban Value	2,465	90.1	162	4,140	80.4	145	41,843	72.2	130
Mainstream Pub with Food - Suburban Aspiration	1,679	61.3	165	2,444	47.5	128	16,266	28.1	76
Mainstream Pub with Food - Country Value	20	0.7	6	197	3.8	31	3,575	6.2	50
Mainstream Pub with Food - Country Aspiration	288	10.5	85	734	14.3	115	6,683	11.5	93
Bit of Style	375	13.7	55	522	10.1	41	6,086	10.5	42
YPV Mainstream	0	0.0	0	16	0.3	15	886	1.5	75
YPV Premium	99	3.6	54	110	2.1	32	765	1.3	20
Community Wet	848	31.0	100	2,024	39.3	127	33,621	58.0	187
<b>Total 18+ Population in Catchment</b>	<b>2,737</b>			<b>5,148</b>			<b>57,987</b>		

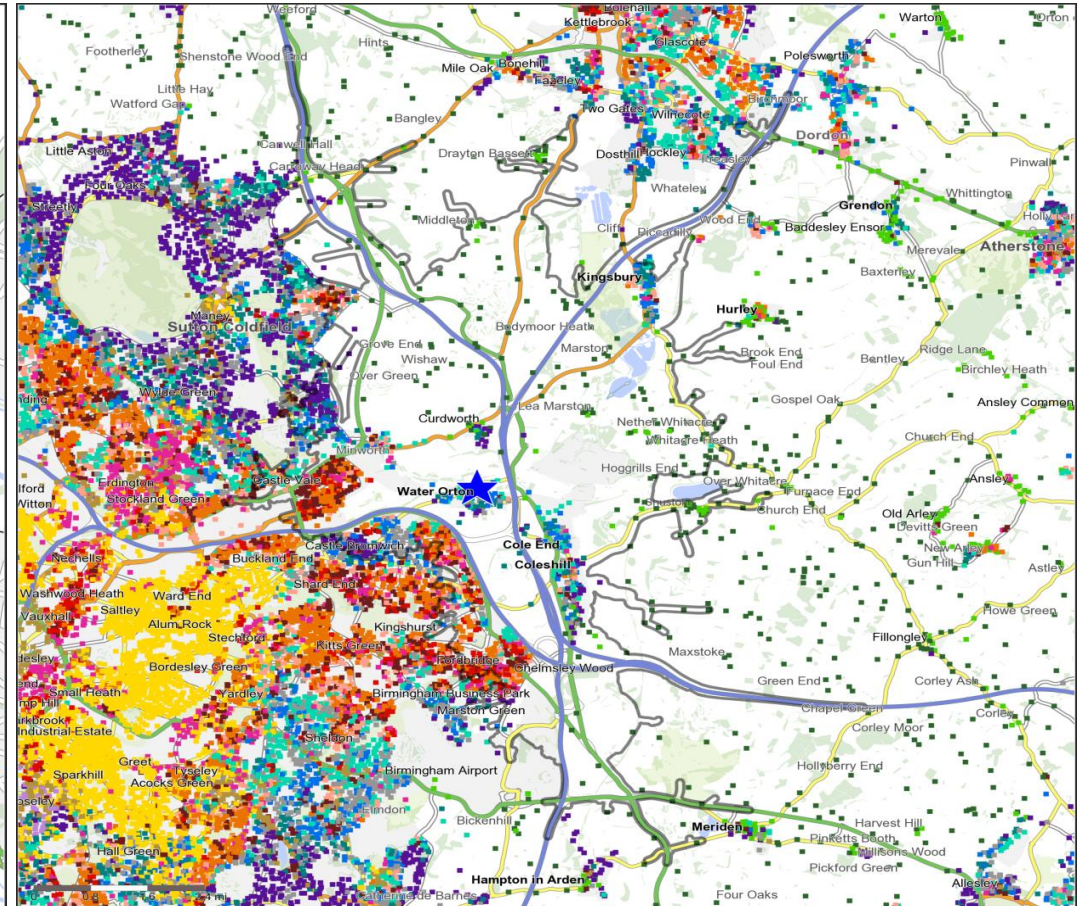
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	61.2	115	52.0	98	43.6	82
C2DE	38.8	83	48.0	102	56.4	120

## 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+	%
<div></div>	A01	World-Class Wealth	0	0.0	0	0.0	0	0.0	<div></div>	I36	Solid Economy	0	0.0	0	0.0	1,092	1.9
<div></div>	A02	Uptown Elite	0	0.0	0	0.0	0	0.0	<div></div>	I37	Budget Generations	0	0.0	367	7.1	2,897	5.0
<div></div>	A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	<div></div>	I38	Childcare Squeeze	0	0.0	124	2.4	1,898	3.3
<div></div>	A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	<div></div>	I39	Families with Needs	0	0.0	192	3.7	3,801	6.6
<div></div>	B05	Premium Fortunes	0	0.0	0	0.0	3	0.0	<div></div>	J40	Make Do & Move On	0	0.0	53	1.0	1,163	2.0
<div></div>	B06	Diamond Days	0	0.0	0	0.0	221	0.4	<div></div>	J41	Disconnected Youth	0	0.0	16	0.3	886	1.5
<div></div>	B07	Alpha Families	53	1.9	158	3.1	679	1.2	<div></div>	J42	Midlife Stopgap	12	0.4	12	0.2	527	0.9
<div></div>	B08	Bank of Mum and Dad	47	1.7	131	2.5	1,520	2.6	<div></div>	J43	Renting a Room	0	0.0	0	0.0	135	0.2
<div></div>	B09	Empty-Nest Adventure	153	5.6	324	6.3	1,884	3.2	<div></div>	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0
<div></div>	C10	Wealthy Landowners	0	0.0	21	0.4	1,186	2.0	<div></div>	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0
<div></div>	C11	Rural Vogue	0	0.0	12	0.2	301	0.5	<div></div>	K46	High Rise Residents	0	0.0	0	0.0	1,327	2.3
<div></div>	C12	Scattered Homesteads	0	0.0	1	0.0	73	0.1	<div></div>	K47	Streetwise Singles	0	0.0	0	0.0	1,322	2.3
<div></div>	C13	Village Retirement	0	0.0	86	1.7	857	1.5	<div></div>	K48	Low Income Workers	0	0.0	149	2.9	2,717	4.7
<div></div>	D14	Satellite Settlers	2	0.1	93	1.8	835	1.4	<div></div>	L49	Dependent Greys	0	0.0	0	0.0	943	1.6
<div></div>	D15	Local Focus	0	0.0	0	0.0	103	0.2	<div></div>	L50	Pocket Pensions	0	0.0	0	0.0	806	1.4
<div></div>	D16	Outlying Seniors	0	0.0	0	0.0	183	0.3	<div></div>	L51	Aided Elderly	0	0.0	0	0.0	443	0.8
<div></div>	D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	<div></div>	L52	Estate Veterans	96	3.5	177	3.4	4,389	7.6
<div></div>	E18	Legacy Elders	114	4.2	119	2.3	460	0.8	<div></div>	L53	Seasoned Survivors	0	0.0	43	0.8	801	1.4
<div></div>	E19	Bungalow Heaven	0	0.0	0	0.0	376	0.6	<div></div>	M54	Down-to-Earth Owners	0	0.0	98	1.9	1,353	2.3
<div></div>	E20	Classic Grandparents	53	1.9	53	1.0	2,110	3.6	<div></div>	M55	Offspring Overspill	41	1.5	76	1.5	1,900	3.3
<div></div>	E21	Solo Retirees	148	5.4	150	2.9	1,807	3.1	<div></div>	M56	Self Supporters	0	0.0	29	0.6	537	0.9
<div></div>	F22	Boomerang Boarders	223	8.1	223	4.3	2,320	4.0	<div></div>	N57	Community Elders	0	0.0	0	0.0	0	0.0
<div></div>	F23	Family Ties	272	9.9	333	6.5	1,715	3.0	<div></div>	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0
<div></div>	F24	Fledgling Free	18	0.7	18	0.3	1,221	2.1	<div></div>	N59	Asian Heritage	0	0.0	0	0.0	0	0.0
<div></div>	F25	Dependable Me	275	10.0	331	6.4	1,437	2.5	<div></div>	N60	Ageing Access	0	0.0	0	0.0	0	0.0
<div></div>	G26	Cafés and Catchments	0	0.0	0	0.0	0	0.0	<div></div>	O61	Career Builders	0	0.0	0	0.0	113	0.2
<div></div>	G27	Thriving Independence	17	0.6	17	0.3	298	0.5	<div></div>	O62	Central Pulse	0	0.0	0	0.0	0	0.0
<div></div>	G28	Modern Parents	119	4.3	170	3.3	774	1.3	<div></div>	O63	Flexible Workforce	0	0.0	0	0.0	0	0.0
<div></div>	G29	Mid-Career Convention	627	22.9	794	15.4	2,848	4.9	<div></div>	O64	Bus-Route Renters	70	2.6	70	1.4	405	0.7
<div></div>	H30	Primary Ambitions	13	0.5	16	0.3	486	0.8	<div></div>	O65	Learners & Earners	0	0.0	0	0.0	0	0.0
<div></div>	H31	Affordable Fringe	109	4.0	342	6.6	2,148	3.7	<div></div>	O66	Student Scene	0	0.0	0	0.0	0	0.0
<div></div>	H32	First-Rung Futures	220	8.0	252	4.9	1,870	3.2	<div></div>	U99	Unclassified	0	0.0	0	0.0	0	0.0
<div></div>	H33	Contemporary Starts	26	0.9	58	1.1	370	0.6	Total			2,737		5,148		57,987	
<div></div>	H34	New Foundations	0	0.0	0	0.0	87	0.2									
<div></div>	H35	Flying Solo	29	1.1	40	0.8	360	0.6									



## Top 5 Mosaic Types

### 1. 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

### 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. 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. F23 Family Ties

Active families with teens and adult children whose prolonged support is eating up household resources



- Parents aged 41-55
- Adult children at home, often students
- Also have a child under 18
- Own semi or detached homes
- Supporting kids can cause money strains
- Technology for entertainment

### 5. F25 Dependable Me

Single mature owners settled in traditional suburban semis working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

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

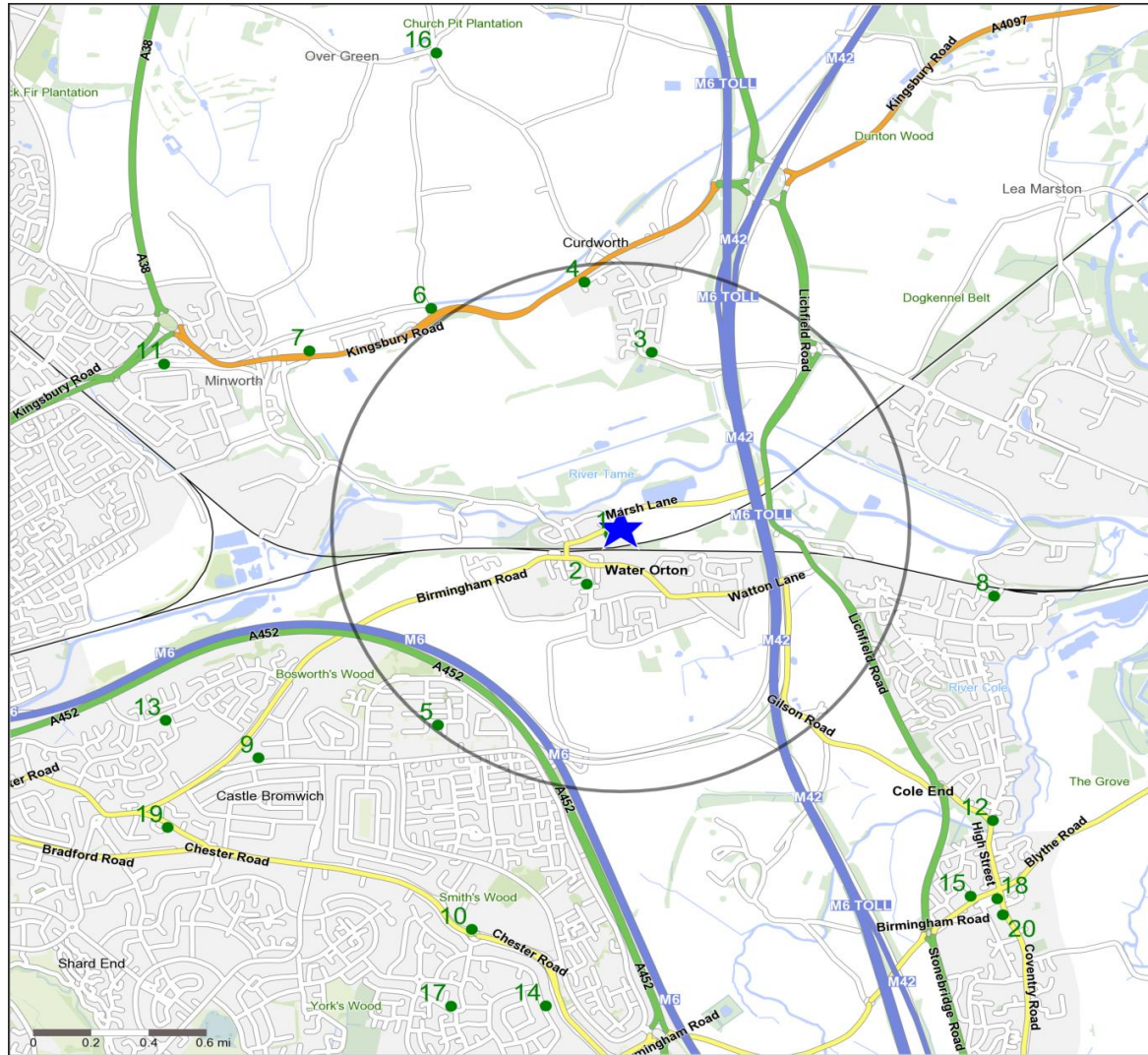
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If you do not have log in details for Segmentation Portal then please contact the

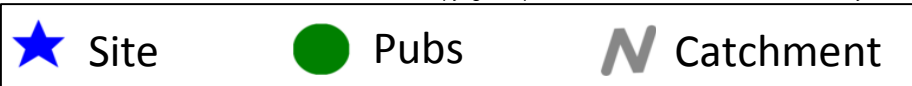
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## Competitor Map



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## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Dog Inn	Punch Pub Company	0.0	0.5
2	Digby Hotel	Punch Pub Company	0.2	1.7
3	Beehive Inn	Mitchells & Butlers	0.7	3.0
4	White Horse	Mitchells & Butlers	0.9	4.2
5	Kingfisher	Unknown	1.0	10.6
6	Kingsley	Independent Free	1.1	4.8
7	Hare & Hounds	Mitchells & Butlers	1.3	4.5
8	Norton Arms	Independent Free	1.3	4.1
9	Farthings	Stonegate Pub Company	1.5	8.2
10	Toby Jug	Enterprise Inns	1.6	9.9
11	Boat Inn	Punch Pub Company	1.7	6.2
12	Wheatsheaf	Mitchells & Butlers	1.7	3.6
13	Spitfire	Unknown	1.7	8.2
14	Punch Bowl	Independent Free	1.8	9.7
15	Bell Inn	Greene King	1.8	4.0
16	Cock Inn	Mitchells & Butlers	1.9	5.7
17	Mountforte	Trust Inns	1.9	11.3
18	Green Man	Punch Pub Company	1.9	4.3
19	Toby Carvery	Mitchells & Butlers	1.9	9.6
20	Swan Hotel	Mitchells & Butlers	2.0	4.7