

Pub Catchment Report - B46 1NW



10 Minute DT

Catchment

46

G Domestic Success



1 Mile Catchment Mosaic Profile



F Suburban Stability H Aspiring Homemakers



S Number of Pubs	2	
Catchment Adults 18+	2 727	

Per Pub Analysis

Catchinent Addits 18+	2,/3/	5,148	57,987
Catchment Adults 18+ Per Pub	1,369	1,030	1,261

1 Mile

Catchment

5

0.5 Mile

Catchment

		0.5 Mile Catchment 1 Mile Catchment			10 Minute DT Catchment							
Standard Catchment Pub Channel Index	Target Customers	% of Population	In	dex	Target Customers	% of Population	Inde	к	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	
Total 18+ Population in Catchment	2,737			-	5,148			-	57,987			·-

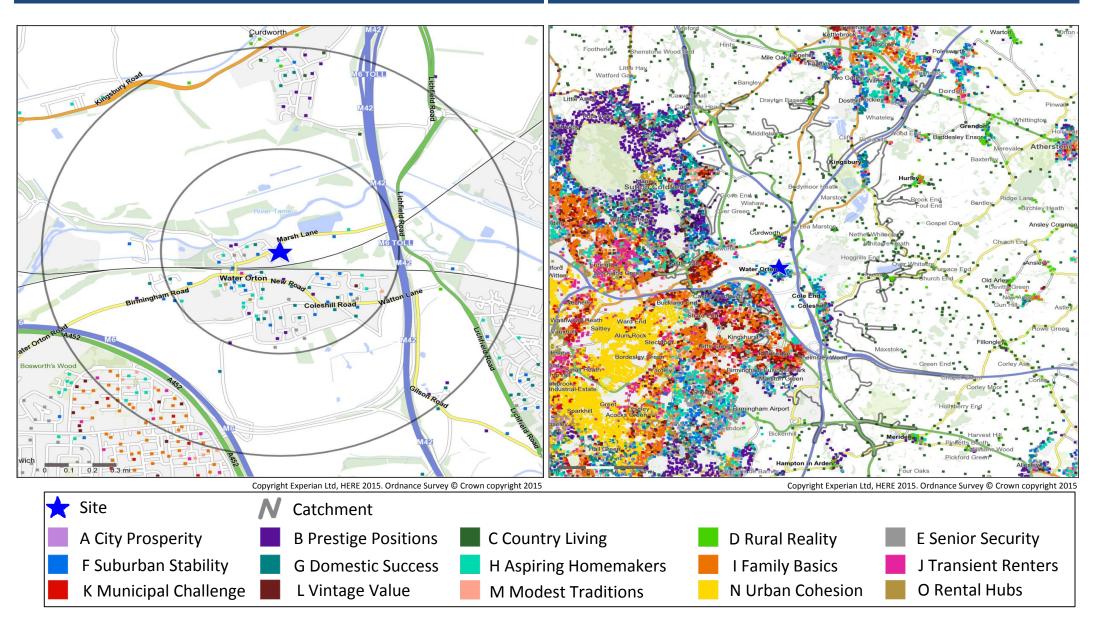
	0.5 Mile Ca	tchment	1 Mile Ca	tchment	10 Minute DT Catchment			
Social Grade	%	Index	%	Index	%	Index		
ABC1	61.2	115	52.0	98	43.6	82		
C2DE	38.8	83	48.0	102	56.4	120		

Catchment Mosaic Groups



Mosaic Groups in 0.5 and 1 Mile Catchment Areas

Mosaic Groups in 10 minute DT Catchment Area





Adults 18+ by Mosaic Type in Each Catchment



Catchment				0.5 Mil	le	1 Mile		10 Minut	e DT			0.5 Mile		1 Mile		10 Minute DT		
Adults 189 Section					ent	Catchme	nt	Catchmo	ent				Catchme	nt	Catchme	ent	Catchme	ent
A02 Uptown Elite 0 0 0.0 0 0.0 0 0.0 0 0.0 138 Rudget Generations 0 0.0 357 7.1 2,897 5.0 A03 Penthouse Chic 0 0 0.0 0 0.0 0 0.0 0 0.0 138 Childrare Squeeze 0 0.0 124 2.4 1,898 3.3 A04 Metro High-Fivers 0 0.0 0 0.0 0 0.0 3 0.0 139 Families with Needs 0 0.0 192 3.7 3,801 6.6 B05 Premium Fortunes 0 0.0 0 0 0.0 3 0.0 140 Make Do & Move On 0 0.0 53 1.0 1,163 2.0 B06 Diamond Days 0 0.0 0.0 0.0 21 0.4 141 Disconnected Youth 0 0.0 16 0.3 886 1.5 B07 Alpha Families 53 1.9 158 3.1 679 1.2 142 Middlife Stoppagn 12 0.4 12 0.2 527 0.9 B08 Bank of Mum and Dad 47 1.7 131 2.5 1,520 2.6 143 Renting a Room 0 0.0 0 0.0 0.0 139 5.0 2 B09 Empty-Nest Adventure 153 5.6 324 6.3 1,884 3.2 K44 Inner City Stalwarts 0 0.0 0 0.0 0.0 0.0 0.0 CIO Wealthy Landowners 0 0.0 21 0.4 1,186 2.0 K45 Crowded Kaleidoscope 0 0.0 0 0.0 0.0 0.0 0.0 CIO Wealthy Candowners 0 0.0 12 0.2 301 0.5 K46 High Rise Residents 0 0.0 0 0.0 1,327 2.3 CIO Stattered Homesteads 0 0.0 1 0.0 73 0.1 K47 Streetwise Singles 0 0.0 0 0.0 1,322 2.3 CIO Stattered Homesteads 0 0.0 1 0.0 86 1.7 857 1.5 K48 Low Income Workers 0 0.0 149 2.9 2,717 4.7 D14 Satellite Settlers 2 0.1 93 1.8 835 1.4 L49 Dependent Greys 0 0.0 149 2.9 2,717 4.7 D14 Satellite Settlers 2 0.1 93 1.8 835 1.4 L49 Dependent Greys 0 0.0 0 0.0 443 0.8 D17 Far-Flung Outpots 0 0.0 0.0 0.0 133 0.2 L50 Pocket Pensions 0 0.0 0 0.0 443 0.8 E13 Seasoned Survivors 0 0.0 43 0.8 801 1.4 E19 Bungalow Heaven 0 0.0 0 0.0 376 0.6 M55 Disving Overspill 41 1.5 76 1.5 1,900 3.3 E20 Classic Grandparents 53 1.9 53 1.0 2,110 3.6 M55 Offschere 1 18 0.7 18 0.3 12.1 M56 Self Supporters 0 0.0 0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.	Mo	saic Typ	e Profile		%		%		%	Mosa	аіс Тур	e Profile		%		%		%
A03 Penthouse Chic 0 0.0 0 0.0 0.0 0.0 0.0 138 Childrare Squeeze 0 0.0 124 2.4 1,888 3.3		A01	World-Class Wealth	0	0.0	0	0.0	0	0.0		136	Solid Economy	0	0.0	0	0.0	1,092	1.9
A04 Metro High-Flyers		A02	Uptown Elite	0	0.0	0	0.0	0	0.0		137	Budget Generations	0	0.0	367	7.1	2,897	5.0
B05 Premium Fortunes 0 0.0 0 0.0 3 0.0 140 Make Do & Move On 0 0.0 53 1.0 1,163 2.0		A03	Penthouse Chic	0	0.0	0	0.0	0	0.0		138	Childcare Squeeze	0	0.0	124	2.4	1,898	3.3
B86 Dlamond Days 0 0.0 0 0.0 0.0 221 0.4		A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0		139	Families with Needs	0	0.0	192	3.7	3,801	6.6
B07 Alpha Familles		B05	Premium Fortunes	0	0.0	0	0.0	3	0.0		J40	Make Do & Move On	0	0.0	53	1.0	1,163	2.0
B08 Bank of Mum and Dad		B06	Diamond Days	0	0.0	0	0.0	221	0.4		J41	Disconnected Youth	0	0.0	16	0.3	886	1.5
B09 Empty-Nest Adventure		B07	Alpha Families	53	1.9	158	3.1	679	1.2		J42	Midlife Stopgap	12	0.4	12	0.2	527	0.9
C10 Wealthy Landowners 0 0 0.0 21 0.4 1,186 2.0 K45 Crowded Kaleidoscope 0 0.0 0 0.0 0.0 0.0 0.0 0.0 C11 Rural Vogue 0 0.0 12 0.2 301 0.5 K46 High Rise Residents 0 0.0 0 0.0 1,327 2.3 C12 Scattered Homesteads 0 0.0 1 0.0 73 0.1 K47 Streetwise Singles 0 0.0 0 0.0 1,327 2.3 C13 Village Retirement 0 0.0 86 1.7 857 1.5 K48 Low Income Workers 0 0.0 149 2.9 2,717 4.7 D14 Satellite Settlers 2 0.1 93 1.8 835 1.4 L49 Dependent Greys 0 0.0 0 0.0 943 1.6 D15 Local Focus 0 0.0 0 0.0 133 0.2 L50 Pocket Pensions 0 0.0 0 0.0 806 1.4 D16 Outlying Seniors 0 0.0 0 0.0 183 0.3 L51 Aided Elderly 0 0.0 0 0.0 443 0.8 D17 Far-Flung Outposts 0 0.0 0 0.0 0.0 0.0 L52 Estate Veterans 96 3.5 177 3.4 4,389 7.6 E18 Legacy Elders 114 4.2 119 2.3 460 0.8 L53 Essates Survivors 0 0.0 43 0.8 801 1.4 E19 Bungalow Heaven 0 0.0 0 0.0 376 0.6 M54 Down-to-Earth Owners 0 0.0 98 1.9 1,353 2.3 E20 Classic Grandparents 53 1.9 53 1.0 2,110 3.6 M55 Offspring Overspill 41 1.5 76 1.5 1,900 3.3 E21 Solo Retirees 148 5.4 150 2.9 1,807 3.1 M56 Self Supporters 0 0.0 0 0.0 0.0 0.0 F23 Family Ties 272 9.9 333 6.5 1,715 3.0 N58 Cultural Comfort 0 0.0 0 0.0 0.0 0.0 F24 Fledgling Free 18 0.7 18 0.3 1,232 1.2 1 N59 Asian Heritage 0 0.0 0 0.0 0.0 0.0 F25 Dependable Me 275 10.0 331 6.4 1,437 2.5 N60 Ageing Access 0 0.0 0 0 0.0 0.0 0.0 G28 Modern Parents 119 4.3 170 3.3 774 1.3 063 Flexible Workforce 0 0.0 0 0.0 0.0 0.0 0.0 G28 Modern Parents 119 4.3 170 3.3 774 1.3 063 Flexible Workforce 0 0.0 0 0.0 0.0 0.0 0.0 G28 Modern Parents 119 4.3 170 3.3 774 1.3 063 Flexible Workforce 0 0.0 0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.		B08	Bank of Mum and Dad	47	1.7	131	2.5	1,520	2.6		J43	Renting a Room	0	0.0	0	0.0	135	0.2
C11 Rural Vogue 0 0.0 12 0.2 301 0.5 K46 High Rise Residents 0 0.0 0 0.0 1,327 2.3 C12 Scattered Homesteads 0 0.0 1 0.0 73 0.1 K47 Streetwise Singles 0 0.0 0 0.0 1,322 2.3 C13 Village Retirement 0 0.0 86 1.7 857 1.5 K48 Low Income Workers 0 0.0 149 2.9 2,717 4.7 D14 Satellite Settlers 2 0.1 93 1.8 835 1.4 L49 Dependent Greys 0 0.0 0 0.0 0.0 943 1.6 D15 Local Focus 0 0.0 0 0.0 133 0.2 L50 Pocket Pensions 0 0.0 0 0.0 0.0 866 1.4 L49 Dependent Greys 0 0.0 0 0 0.0 0.0 866 1.4 L49 Dependent Greys 0 0.0 0 0 0.0 0 0.0 866 1.4 L49 Dependent Greys 0 0.0 0 0 0.0 0 0.0 443 0.8 D17 Far-Flung Outposts 0 0.0 0 0 0.0 183 0.3 L51 Aided Elderly 0 0.0 0 0 0.0 443 0.8 D17 Far-Flung Outposts 0 0.0 0 0 0.0 0.0 L52 Estate Veterans 96 3.5 177 3.4 4,389 7.6 E18 Legacy Elders 114 4.2 119 2.3 460 0.8 L53 Seasoned Survivors 0 0.0 43 0.8 801 1.4 E19 Bungalow Heaven 0 0.0 0 0.0 376 0.6 M54 Down-to-Earth Owners 0 0.0 43 0.8 801 1.4 E19 Bungalow Heaven 0 0.0 0 0.0 376 0.6 M55 Offspring Overspill 41 1.5 76 1.5 1,900 3.3 E21 Classic Grandparents 53 1.9 53 1.0 2,110 3.6 M55 Offspring Overspill 41 1.5 76 1.5 1,900 3.3 E21 Solo Retirees 148 5.4 150 2.9 1,807 3.1 M56 Self Supporters 0 0.0 29 0.6 537 0.9 F22 Boomerang Boarders 223 8.1 223 4.3 2,320 4.0 N57 Community Elders 0 0.0 0 0.0 0.0 0.0 0.0 F24 Fledgling Free 18 0.7 18 0.3 1,221 2.1 N59 Asian Heritage 0 0.0 0 0.0 0.0 0.0 0.0 F25 Dependable Me 275 10.0 331 6.4 1,437 2.5 N60 Ageing Access 0 0.0 0 0.0 0.0 0.0 0.0 0.0 G28 Modern Parents 119 4.3 170 3.3 774 1.3 063 Flexible Workforce 0 0.0 0 0.0 0.0 0.0 0.0 G28 Modern Parents 119 4.3 170 3.3 774 1.3 063 Flexible Workforce 0 0.0 0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.		B09	Empty-Nest Adventure	153	5.6	324	6.3	1,884	3.2		K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0
C12 Scattered Homesteads 0 0.0 1 0.0 73 0.1 K47 Streetwise Singles 0 0.0 0 0 0.0 1,322 2.3 C13 Village Retirement 0 0.0 86 1.7 857 1.5 K48 Low Income Workers 0 0.0 149 2.9 2,717 4.7 D14 Satellite Settlers 2 0.1 93 1.8 835 1.4 1.49 Dependent Greys 0 0.0 0 0.0 0.0 0.0 943 1.6 D15 Local Focus 0 0.0 0.0 0.0 0.0 103 0.2 L50 Pocket Pensions 0 0.0 0 0.0 0.0 806 1.4 D16 Outlying Seniors 0 0.0 0 0.0 0.0 183 0.3 L51 Aided Elderly 0 0.0 0 0.0 0.0 443 0.8 D17 Far-Flung Outpots 0 0.0 0 0.0 0.0 0.0 0.0 L52 Estate Veterans 96 3.5 177 3.4 4,389 7.6 E18 Legacy Elders 114 4.2 119 2.3 460 0.8 L53 Seasoned Survivors 0 0.0 43 0.8 801 1.4 E19 Bungalow Heaven 0 0.0 0 0.0 376 0.6 M54 Down-te-Earth Owners 0 0.0 98 1.9 1,353 2.3 E21 Solo Retirees 148 5.4 150 2.9 1,807 3.1 M56 Self Supporters 0 0.0 29 0.6 537 0.9 F22 Boomerang Boarders 223 8.1 223 4.3 2,320 4.0 N57 Community Elders 0 0.0 29 0.6 537 0.9 F24 Fledgling Free 18 0.7 18 0.3 1,221 2.1 N59 Asian Heritage 0 0.0 0 0.0 0.0 0.0 0.0 F25 Dependable Me 275 10.0 331 6.4 1,437 2.5 N60 Ageing Access 0 0.0 0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0		C10	Wealthy Landowners	0	0.0	21	0.4	1,186	2.0		K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0
C13 Village Retirement 0 0.0 86 1.7 857 1.5 K48 Low Income Workers 0 0.0 149 2.9 2,717 4.7 D14 Satellite Settlers 2 0.1 93 1.8 835 1.4 L49 Dependent Greys 0 0.0 0 0.0 0.0 943 1.6 D15 Local Focus 0 0.0 0 0.0 0.0 103 0.2 L50 Pocket Pensions 0 0.0 0 0.0 0.0 806 1.4 D16 Outlying Seniors 0 0.0 0 0.0 0.0 183 0.3 L51 Aided Elderly 0 0.0 0 0.0 0.0 43 0.8 D17 Far-Flung Outposts 0 0.0 0 0 0.0 0 0.0 L52 Estate Veterans 96 3.5 177 3.4 4,389 7.6 E18 Legacy Elders 114 4.2 119 2.3 460 0.8 L53 Seasoned Survivors 0 0.0 43 0.8 801 1.4 E19 Bungalow Heaven 0 0.0 0 0.0 376 0.6 M54 Down-to-Earth Owners 0 0.0 98 1.9 1,353 2.3 E20 Classic Grandparents 53 1.9 53 1.0 2,110 3.6 M55 Offspring Overspill 41 1.5 76 1.5 1,900 3.3 E21 Solo Retirees 148 5.4 150 2.9 1,807 3.1 M56 Self Supporters 0 0.0 29 0.6 537 0.9 F22 Bomerang Boarders 223 8.1 223 4.3 2,320 4.0 N57 Community Elders 0 0.0 0 0.0 0.0 0.0 0.0 F24 Fledgling Free 18 0.7 18 0.3 1,221 2.1 N59 Asian Heritage 0 0.0 0 0.0 0.0 0.0 0.0 F24 Fledgling Free 18 0.7 18 0.3 1,221 2.1 N59 Asian Heritage 0 0.0 0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.		C11	Rural Vogue	0	0.0	12	0.2	301	0.5		K46	High Rise Residents	0	0.0	0	0.0	1,327	2.3
D14 Satellite Settlers 2		C12	Scattered Homesteads	0	0.0	1	0.0	73	0.1		K47	Streetwise Singles	0	0.0	0	0.0	1,322	2.3
D15 Local Focus O O.0 O O.0 O.0 D13 O.2 L50 Pocket Pensions O O.0 O O.0 B06 D14		C13	Village Retirement	0	0.0	86	1.7	857	1.5		K48	Low Income Workers	0	0.0	149	2.9	2,717	4.7
D16 Outlying Seniors O O.0 O O.0 D.0 D.		D14	Satellite Settlers	2	0.1	93	1.8	835	1.4		L49	Dependent Greys	0	0.0	0	0.0	943	1.6
D17 Far-Flung Outposts O O.0 O O.0 O		D15	Local Focus	0	0.0	0	0.0	103	0.2		L50	Pocket Pensions	0	0.0	0	0.0	806	1.4
E18 Legacy Elders 114 4.2 119 2.3 460 0.8 L53 Seasoned Survivors 0 0.0 43 0.8 801 1.4 1.5 Bungalow Heaven 0 0.0 0.0 0.0 376 0.6 M54 Down-to-Earth Owners 0 0.0 98 1.9 1,353 2.3 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0		D16	Outlying Seniors	0	0.0	0	0.0	183	0.3		L51	Aided Elderly	0	0.0	0	0.0	443	0.8
E19 Bungalow Heaven 0 0.0 0.0 0 0.0 376 0.6 M54 Down-to-Earth Owners 0 0.0 98 1.9 1,353 2.3 E20 Classic Grandparents 53 1.9 53 1.0 2,110 3.6 M55 Offspring Overspill 41 1.5 76 1.5 1,900 3.3 E21 Solo Retirees 148 5.4 150 2.9 1,807 3.1 M56 Self Supporters 0 0.0 0.2 29 0.6 537 0.9 F22 Boomerang Boarders 223 8.1 223 4.3 2,320 4.0 N57 Community Elders 0 0.0 0 0.0 0.0 0.0 F23 Family Ties 272 9.9 333 6.5 1,715 3.0 N58 Cultural Comfort 0 0.0 0 0.0 0 0.0 F24 Fledgling Free 18 0.7 18 0.3 1,221 2.1 N59 Asian Heritage 0 0.0 0 0 0.0 0 0.0 F25 Dependable Me 275 10.0 331 6.4 1,437 2.5 N60 Ageing Access 0 0.0 0 0 0.0 0 0.0 G26 Cafés and Catchments 0 0.0 0 0.0 0 0.0 061 Career Builders 0 0.0 0 0.0 0 0.0 G27 Thriving Independence 17 0.6 17 0.3 298 0.5 062 Central Pulse 0 0.0 0 0.0 0 0.0 G28 Modern Parents 119 4.3 170 3.3 774 1.3 063 Flexible Workforce 0 0.0 0 0.0 0.0 G29 Mid-Career Convention 627 22.9 794 15.4 2,848 4.9 064 Bus-Route Renters 70 2.6 70 1.4 405 0.7 H30 Primary Ambitions 13 0.5 16 0.3 486 0.8 065 Learners & Earners 0 0.0 0.0 0.0 0.0 H31 Affordable Fringe 109 4.0 342 6.6 2,148 3.7 066 Student Scene 0 0.0 0.0 0.0 0.0 0.0 H32 First-Rung Futures 220 8.0 252 4.9 1,870 3.2 U99 Unclassified 0 0.0 0.0 0.0 0.0 0.0 H34 New Foundations 0 0.0 0.0 0.0 87 0.2		D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0		L52	Estate Veterans	96	3.5	177	3.4	4,389	7.6
E19 Bungalow Heaven 0 0.0 0.0 0 0.0 376 0.6 M54 Down-to-Earth Owners 0 0.0 98 1.9 1,353 2.3 E20 Classic Grandparents 53 1.9 53 1.0 2,110 3.6 M55 Offspring Overspill 41 1.5 76 1.5 1,900 3.3 E21 Solo Retirees 148 5.4 150 2.9 1,807 3.1 M56 Self Supporters 0 0.0 29 0.6 537 0.9 F22 Boomerang Boarders 223 8.1 223 4.3 2,320 4.0 N57 Community Elders 0 0.0 0 0.0 0.0 0.0 F23 Family Ties 272 9.9 333 6.5 1,715 3.0 N58 Cultural Comfort 0 0.0 0 0.0 0 0.0 F24 Fledgling Free 18 0.7 18 0.3 1,221 2.1 N59 Asian Heritage 0 0.0 0 0 0.0 0 0.0 F25 Dependable Me 275 10.0 331 6.4 1,437 2.5 N60 Ageing Access 0 0.0 0 0 0.0 0 0.0 G26 Cafés and Catchments 0 0.0 0 0.0 0 0.0 Off Career Builders 0 0.0 0 0.0 113 0.2 G27 Thriving Independence 17 0.6 17 0.3 298 0.5 Off Career Builders 0 0.0 0 0.0 0 0.0 G28 Modern Parents 119 4.3 170 3.3 774 1.3 Off Career Builders 0 0.0 0 0.0 0.0 0.0 G29 Mid-Career Convention 627 22.9 794 15.4 2,848 4.9 Off Bus-Route Renters 70 2.6 70 1.4 405 0.7 H30 Primary Ambitions 13 0.5 16 0.3 486 0.8 Off Searners 0 0.0 0.0 0.0 0.0 0.0 0.0 H31 Affordable Fringe 109 4.0 342 6.6 2,148 3.7 Off Student Scene 0 0.0 0.0 0.0 0.0 0.0 H32 First-Rung Futures 220 8.0 252 4.9 1,870 3.2 U99 Unclassified 0 0.0 0.0 0.0 0.0 0.0 H33 Contemporary Starts 26 0.9 58 1.1 370 0.6 Total 2,737 5,148 57,987		E18	Legacy Elders	114	4.2	119	2.3	460	0.8		L53	Seasoned Survivors	0	0.0	43	0.8	801	1.4
E21 Solo Retirees 148 5.4 150 2.9 1,807 3.1 M56 Self Supporters 0 0.0 29 0.6 537 0.9 F22 Boomerang Boarders 223 8.1 223 4.3 2,320 4.0 N57 Community Elders 0 0.0 0 0.0 0 0.0 F23 Family Ties 272 9.9 333 6.5 1,715 3.0 N58 Cultural Comfort 0 0.0 0 0.0 0 0.0 F24 Fledgling Free 18 0.7 18 0.3 1,221 2.1 N59 Asian Heritage 0 0.0 0.0 0 0.0 0 0.0 F25 Dependable Me 275 10.0 331 6.4 1,437 2.5 N60 Ageing Access 0 0.0 0 0 0.0 0 0.0 G26 Cafés and Catchments 0 0.0 0 0.0 0 0.0 0 0.0 O61 Career Builders 0 0.0 0 0.0 113 0.2 G27 Thriving Independence 17 0.6 17 0.3 298 0.5 O62 Central Pulse 0 0.0 0 0.0 0 0.0 G28 Modern Parents 119 4.3 170 3.3 774 1.3 O63 Flexible Workforce 0 0.0 0 0.0 0.0 G29 Mid-Career Convention 627 22.9 794 15.4 2,848 4.9 O64 Bus-Route Renters 70 2.6 70 1.4 405 0.7 H30 Primary Ambitions 13 0.5 16 0.3 486 0.8 O65 Learners & Earners 0 0.0 0.0 0 0.0 0.0 H31 Affordable Fringe 109 4.0 342 6.6 2,148 3.7 O66 Student Scene 0 0.0 0.0 0.0 0.0 H32 First-Rung Futures 220 8.0 252 4.9 1,870 3.2 U99 Unclassified 0 0.0 0.0 0.0 0.0 H34 New Foundations 0 0.0 0 0.0 87 0.2		E19		0	0.0	0	0.0	376	0.6		M54	Down-to-Earth Owners	0	0.0	98	1.9	1,353	2.3
F22 Boomerang Boarders 223 8.1 223 4.3 2,320 4.0 N57 Community Elders 0 0.0 0 0.0 0 0.0 0 0.0 F23 Family Ties 272 9.9 333 6.5 1,715 3.0 N58 Cultural Comfort 0 0.0 0 0.0 0 0.0 0 0.0 F24 Fledgling Free 18 0.7 18 0.3 1,221 2.1 N59 Asian Heritage 0 0.0 0.0 0 0.0 0 0.0 0 0.0 F25 Dependable Me 275 10.0 331 6.4 1,437 2.5 N60 Ageing Access 0 0.0 0 0 0.0 0 0.0 0 0.0 G26 Cafés and Catchments 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0.0 0 0		E20	Classic Grandparents	53	1.9	53	1.0	2,110	3.6		M55	Offspring Overspill	41	1.5	76	1.5	1,900	3.3
F23 Family Ties 272 9.9 333 6.5 1,715 3.0 N58 Cultural Comfort 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 F24 Fledgling Free 18 0.7 18 0.3 1,221 2.1 N59 Asian Heritage 0 0.0 0.0 0 0.0 0 0.0 0 0.0 F25 Dependable Me 275 10.0 331 6.4 1,437 2.5 N60 Ageing Access 0 0.0 0.0 0.0 0 0.		E21	Solo Retirees	148	5.4	150	2.9	1,807	3.1		M56	Self Supporters	0	0.0	29	0.6	537	0.9
F24 Fledgling Free 18 0.7 18 0.3 1,221 2.1 N59 Asian Heritage 0 0.0		F22	Boomerang Boarders	223	8.1	223	4.3	2,320	4.0		N57	Community Elders	0	0.0	0	0.0	0	0.0
F25 Dependable Me 275 10.0 331 6.4 1,437 2.5 N60 Ageing Access 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0		F23	Family Ties	272	9.9	333	6.5	1,715	3.0		N58	Cultural Comfort	0	0.0	0	0.0	0	0.0
G26 Cafés and Catchments 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0 0		F24	Fledgling Free	18	0.7	18	0.3	1,221	2.1		N59	Asian Heritage	0	0.0	0	0.0	0	0.0
G27 Thriving Independence 17 0.6 17 0.3 298 0.5 G28 Modern Parents 119 4.3 170 3.3 774 1.3 G29 Mid-Career Convention 627 22.9 794 15.4 2,848 4.9 H34 New Foundations 0 0.0 0 0.0 0 0.0 0 0.0 0.0 0.0 0.0 0.		F25	Dependable Me	275	10.0	331	6.4	1,437	2.5		N60	Ageing Access	0	0.0	0	0.0	0	0.0
G28 Modern Parents 119 4.3 170 3.3 774 1.3 O63 Flexible Workforce 0 0.0 0 0.0 0 0.0 0.0 0.0 0.0 0.0 0.0		G26	Cafés and Catchments	0	0.0	0	0.0	0	0.0		061	Career Builders	0	0.0	0	0.0	113	0.2
G29 Mid-Career Convention 627 22.9 794 15.4 2,848 4.9 H30 Primary Ambitions 13 0.5 16 0.3 486 0.8 H31 Affordable Fringe 109 4.0 342 6.6 2,148 3.7 H32 First-Rung Futures 220 8.0 252 4.9 1,870 3.2 H33 Contemporary Starts 26 0.9 58 1.1 370 0.6 H34 New Foundations 0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 H35 Primary Ambitions 0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0		G27	Thriving Independence	17	0.6	17	0.3	298	0.5		062	Central Pulse	0	0.0	0	0.0	0	0.0
H30 Primary Ambitions 13 0.5 16 0.3 486 0.8 H31 Affordable Fringe 109 4.0 342 6.6 2,148 3.7 H32 First-Rung Futures 220 8.0 252 4.9 1,870 3.2 H33 Contemporary Starts 26 0.9 58 1.1 370 0.6 H34 New Foundations 0 0.0 0.		G28	Modern Parents	119	4.3	170	3.3	774	1.3		063	Flexible Workforce	0	0.0	0	0.0	0	0.0
H31 Affordable Fringe 109 4.0 342 6.6 2,148 3.7 H32 First-Rung Futures 220 8.0 252 4.9 1,870 3.2 H33 Contemporary Starts 26 0.9 58 1.1 370 0.6 H34 New Foundations 0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0		G29	Mid-Career Convention	627	22.9	794	15.4	2,848	4.9		064	Bus-Route Renters	70	2.6	70	1.4	405	0.7
H32 First-Rung Futures 220 8.0 252 4.9 1,870 3.2 U99 Unclassified 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 H33 Contemporary Starts 26 0.9 58 1.1 370 0.6 H34 New Foundations 0 0.0 0.0 87 0.2		H30	Primary Ambitions	13	0.5	16	0.3	486	0.8		065	Learners & Earners	0	0.0	0	0.0	0	0.0
H32 First-Rung Futures 220 8.0 252 4.9 1,870 3.2 U99 Unclassified 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 H33 Contemporary Starts 26 0.9 58 1.1 370 0.6 H34 New Foundations 0 0.0 0.0 87 0.2		H31	•	109	4.0	342	6.6	2,148	3.7		066	Student Scene	0	0.0	0	0.0	0	0.0
H33 Contemporary Starts 26 0.9 58 1.1 370 0.6 Total 2,737 5,148 57,987 H34 New Foundations 0 0.0 0 0.0 87 0.2		H32	_					1,870					0		0		0	
H34 New Foundations 0 0.0 0 0.0 87 0.2		H33	•		0.9								2,737		5,148		57,987	
H35 Flying Solo 29 1.1 40 0.8 360 0.6		H34	• •	0			0.0						•		•		•	
Experian Convright 2016		H35	Flying Solo	29	1.1		0.8	360	0.6									



1 Mile Catchment Mosaic Type Visualisation



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:

www.segmentationportal.com

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

Experian Helpdesk: EMSUKHelpdesk@experian.com

0115 968 5099

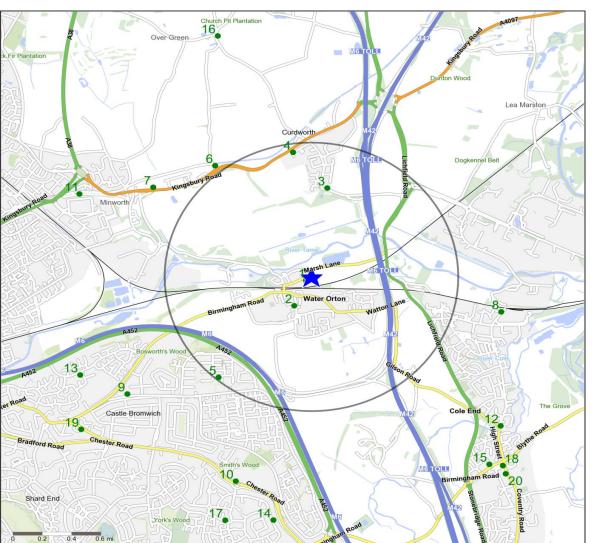


Competitor Map and Report



Source: CGA 2016

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	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