

## 1 Mile Catchment Mosaic Profile

### G Domestic Success



### H Aspiring Homemakers



### B Prestige Positions



## Per Pub Analysis

### 0.5 Mile Catchment

### 1 Mile Catchment

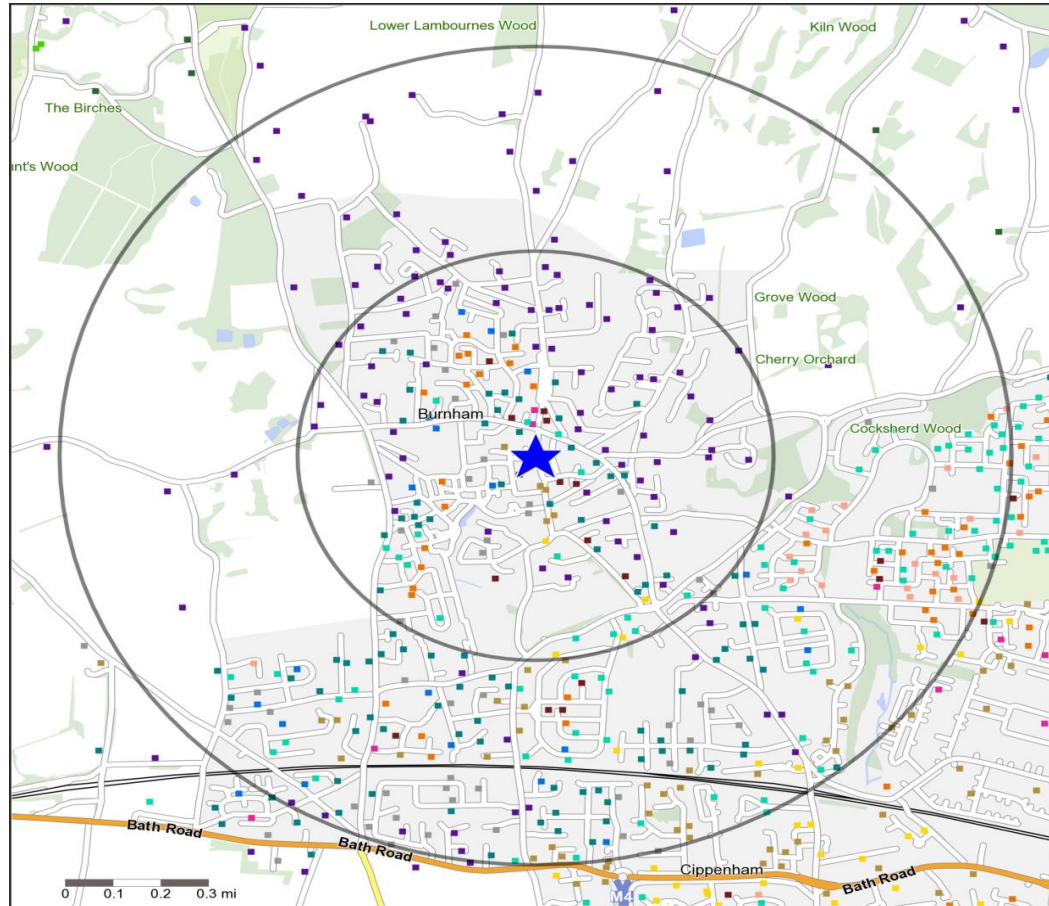
### 10 Minute DT Catchment

Number of Pubs	7	8	63
Catchment Adults 18+	4,946	15,897	82,435
Catchment Adults 18+ Per Pub	707	1,987	1,308

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	2,925	59.1	202		9,421	59.3	203		30,681	37.2	127	
Great Pub Great Food Silver	2,633	53.2	116		9,691	61.0	133		29,237	35.5	77	
Mainstream Pub with Food - Suburban Value	2,587	52.3	94		10,260	64.5	116		43,052	52.2	94	
Mainstream Pub with Food - Suburban Aspiration	3,194	64.6	174		10,694	67.3	181		42,793	51.9	140	
Mainstream Pub with Food - Country Value	0	0.0	0		51	0.3	3		247	0.3	2	
Mainstream Pub with Food - Country Aspiration	1,988	40.2	324		3,839	24.1	195		14,386	17.5	141	
Bit of Style	1,410	28.5	114		7,649	48.1	193		30,607	37.1	149	
YPV Mainstream	0	0.0	0		0	0.0	0		177	0.2	11	
YPV Premium	94	1.9	28		971	6.1	91		11,022	13.4	200	
Community Wet	1,361	27.5	89		3,264	20.5	66		11,354	13.8	45	
<b>Total 18+ Population in Catchment</b>	<b>4,946</b>				<b>15,897</b>				<b>82,435</b>			

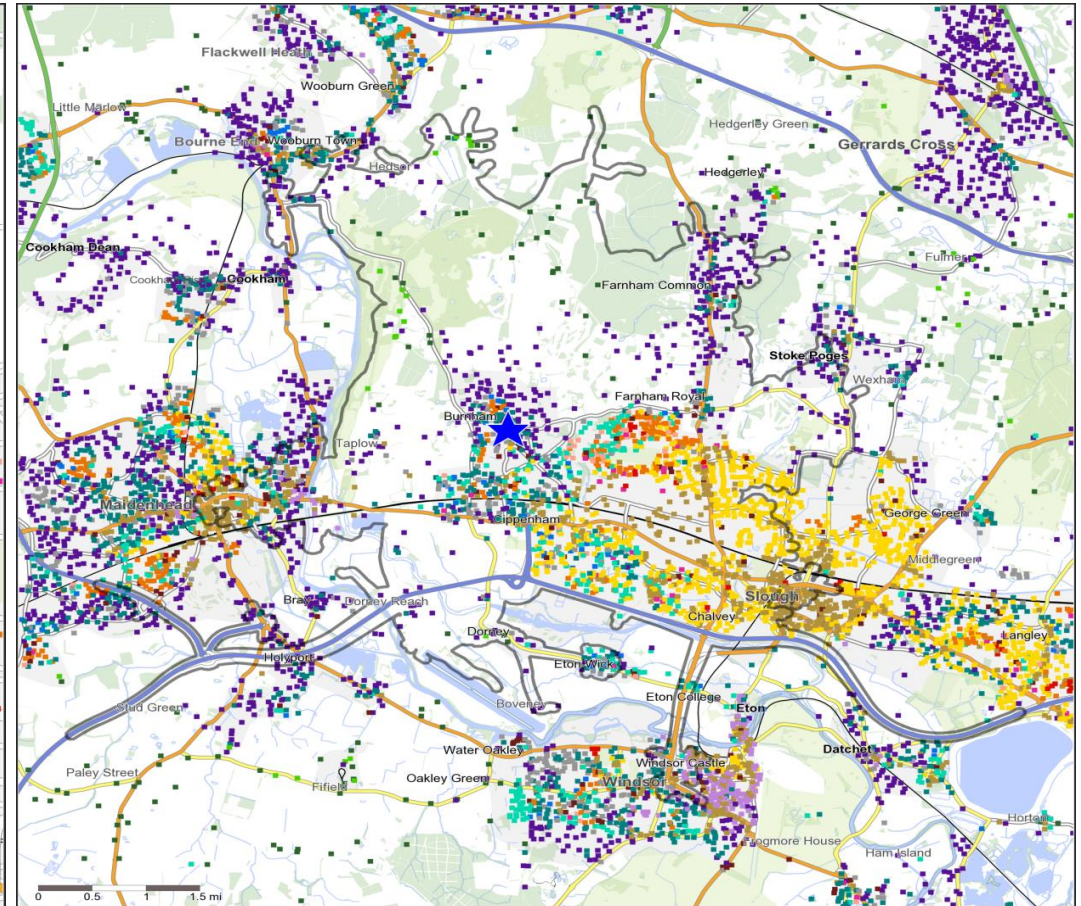
Social Grade	0.5 Mile Catchment			1 Mile Catchment			10 Minute DT Catchment		
	%	Index		%	Index		%	Index	
ABC1	63.7	120		59.6	112		54.5	103	
C2DE	36.3	77		40.4	86		45.5	97	

## Mosaic Groups in 0.5 and 1 Mile Catchment Areas

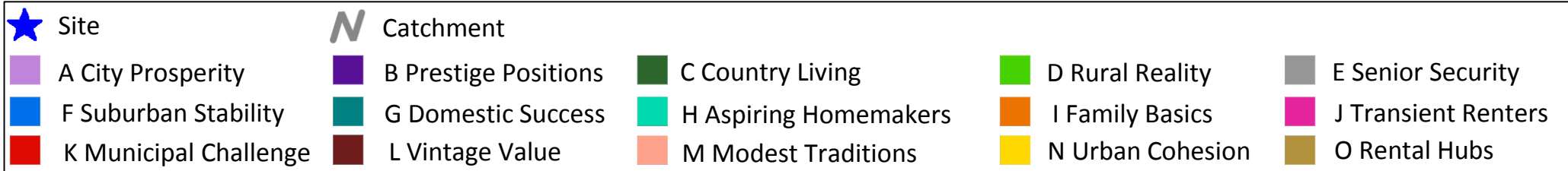


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## Mosaic Groups in 10 minute DT Catchment Area



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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	10	0.0	<div></div>	I36	Solid Economy	742	15.0	1,349	8.5	5,110	6.2
<div></div>	A02	Uptown Elite	0	0.0	0	0.0	797	1.0	<div></div>	I37	Budget Generations	0	0.0	51	0.3	78	0.1
<div></div>	A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	<div></div>	I38	Childcare Squeeze	0	0.0	0	0.0	31	0.0
<div></div>	A04	Metro High-Flyers	0	0.0	0	0.0	15	0.0	<div></div>	I39	Families with Needs	0	0.0	0	0.0	20	0.0
<div></div>	B05	Premium Fortunes	451	9.1	550	3.5	3,932	4.8	<div></div>	J40	Make Do & Move On	0	0.0	0	0.0	0	0.0
<div></div>	B06	Diamond Days	586	11.8	725	4.6	3,322	4.0	<div></div>	J41	Disconnected Youth	0	0.0	0	0.0	177	0.2
<div></div>	B07	Alpha Families	221	4.5	376	2.4	1,408	1.7	<div></div>	J42	Midlife Stopgap	25	0.5	104	0.7	752	0.9
<div></div>	B08	Bank of Mum and Dad	211	4.3	816	5.1	1,929	2.3	<div></div>	J43	Renting a Room	0	0.0	0	0.0	13	0.0
<div></div>	B09	Empty-Nest Adventure	0	0.0	20	0.1	92	0.1	<div></div>	K44	Inner City Stalwarts	0	0.0	0	0.0	235	0.3
<div></div>	C10	Wealthy Landowners	1	0.0	48	0.3	507	0.6	<div></div>	K45	Crowded Kaleidoscope	0	0.0	0	0.0	318	0.4
<div></div>	C11	Rural Vogue	0	0.0	7	0.0	33	0.0	<div></div>	K46	High Rise Residents	0	0.0	0	0.0	0	0.0
<div></div>	C12	Scattered Homesteads	0	0.0	0	0.0	0	0.0	<div></div>	K47	Streetwise Singles	0	0.0	0	0.0	471	0.6
<div></div>	C13	Village Retirement	0	0.0	0	0.0	98	0.1	<div></div>	K48	Low Income Workers	0	0.0	0	0.0	0	0.0
<div></div>	D14	Satellite Settlers	0	0.0	0	0.0	90	0.1	<div></div>	L49	Dependent Greys	0	0.0	32	0.2	554	0.7
<div></div>	D15	Local Focus	0	0.0	0	0.0	0	0.0	<div></div>	L50	Pocket Pensions	45	0.9	108	0.7	385	0.5
<div></div>	D16	Outlying Seniors	0	0.0	0	0.0	0	0.0	<div></div>	L51	Aided Elderly	212	4.3	260	1.6	716	0.9
<div></div>	D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	<div></div>	L52	Estate Veterans	25	0.5	25	0.2	104	0.1
<div></div>	E18	Legacy Elders	292	5.9	1,027	6.5	2,264	2.7	<div></div>	L53	Seasoned Survivors	4	0.1	76	0.5	337	0.4
<div></div>	E19	Bungalow Heaven	0	0.0	51	0.3	59	0.1	<div></div>	M54	Down-to-Earth Owners	0	0.0	0	0.0	0	0.0
<div></div>	E20	Classic Grandparents	0	0.0	52	0.3	420	0.5	<div></div>	M55	Offspring Overspill	0	0.0	530	3.3	1,093	1.3
<div></div>	E21	Solo Retirees	276	5.6	558	3.5	882	1.1	<div></div>	M56	Self Supporters	0	0.0	75	0.5	271	0.3
<div></div>	F22	Boomerang Boarders	0	0.0	0	0.0	23	0.0	<div></div>	N57	Community Elders	0	0.0	303	1.9	6,116	7.4
<div></div>	F23	Family Ties	155	3.1	607	3.8	1,427	1.7	<div></div>	N58	Cultural Comfort	0	0.0	2	0.0	13,323	16.2
<div></div>	F24	Fledgling Free	0	0.0	0	0.0	0	0.0	<div></div>	N59	Asian Heritage	0	0.0	0	0.0	3,661	4.4
<div></div>	F25	Dependable Me	77	1.6	152	1.0	257	0.3	<div></div>	N60	Ageing Access	150	3.0	173	1.1	722	0.9
<div></div>	G26	Cafés and Catchments	325	6.6	1,593	10.0	3,639	4.4	<div></div>	O61	Career Builders	127	2.6	830	5.2	3,932	4.8
<div></div>	G27	Thriving Independence	519	10.5	1,352	8.5	3,605	4.4	<div></div>	O62	Central Pulse	0	0.0	0	0.0	698	0.8
<div></div>	G28	Modern Parents	63	1.3	63	0.4	91	0.1	<div></div>	O63	Flexible Workforce	11	0.2	235	1.5	7,928	9.6
<div></div>	G29	Mid-Career Convention	0	0.0	34	0.2	222	0.3	<div></div>	O64	Bus-Route Renters	61	1.2	667	4.2	2,075	2.5
<div></div>	H30	Primary Ambitions	345	7.0	2,880	18.1	6,997	8.5	<div></div>	O65	Learners & Earners	0	0.0	0	0.0	0	0.0
<div></div>	H31	Affordable Fringe	0	0.0	34	0.2	34	0.0	<div></div>	O66	Student Scene	0	0.0	0	0.0	0	0.0
<div></div>	H32	First-Rung Futures	0	0.0	23	0.1	54	0.1	<div></div>	U99	Unclassified	0	0.0	8	0.1	84	0.1
<div></div>	H33	Contemporary Starts	0	0.0	0	0.0	356	0.4	Total			4,946		15,897		82,435	
<div></div>	H34	New Foundations	0	0.0	32	0.2	347	0.4									
<div></div>	H35	Flying Solo	22	0.4	69	0.4	321	0.4									



## Top 5 Mosaic Types

### 1. H30 Primary Ambitions

Forward-thinking younger families who sought affordable homes in good suburbs which they may now be out-growing



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

### 2. G26 Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs



- Professional couples with kids
- Good income
- Pleasant family homes
- Attractive city suburbs
- Proximity to jobs and entertainment
- Most likely to have children 12-17

### 3. G27 Thriving Independence

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



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

### 4. I36 Solid Economy

Stable families with children renting better quality homes from social landlords



- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

### 5. E18 Legacy Elders

Time-honoured elders now mostly living alone in comfortable suburban homes on final salary pensions



- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

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

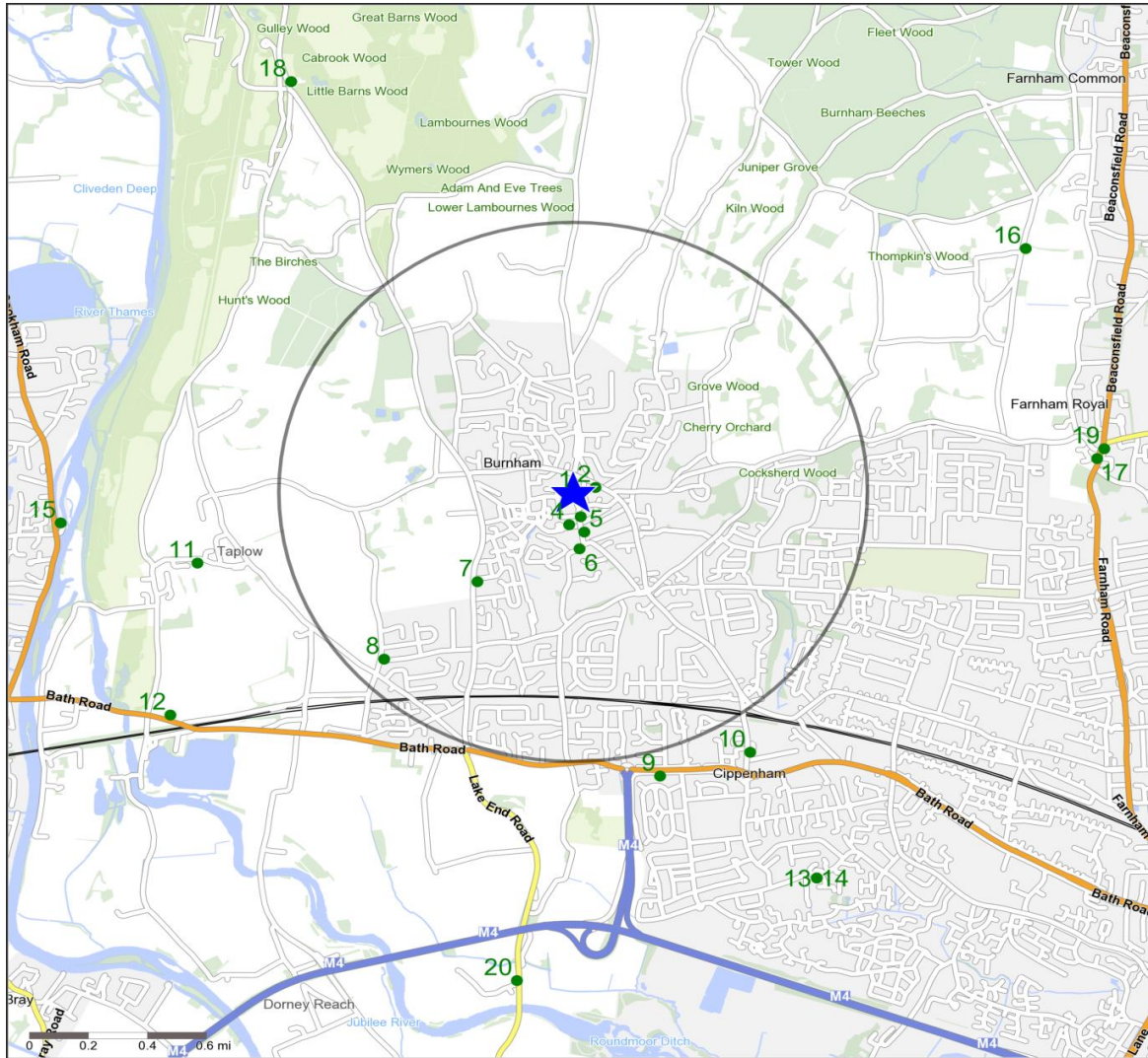
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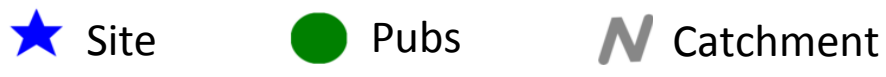
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## Competitor Map



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## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Red Lion	Punch Pub Company	0.0	0.1
2	Bee	Brakspear	0.1	0.8
3	Ye Old Swan	Enterprise Inns	0.1	0.4
4	Old Five Bells	Greene King	0.1	0.6
5	George	Wellington	0.2	0.6
6	Garibaldi	Star Pubs & Bars	0.2	0.7
7	Brickmakers Arms	Enterprise Inns	0.5	3.4
8	Maypole	Independent Free	0.9	3.9
9	Three Lion	Enterprise Inns	1.1	4.6
10	Tummys Wine Bar	Independent Free	1.1	3.8
11	Oak & Saw	Enterprise Inns	1.3	5.0
12	Miller & Carter	Mitchells & Butlers	1.6	5.9
13	Barley Corn	Wellington	1.7	6.3
14	Kings Head	Greene King	1.7	6.3
15	Boulters Riverside Brasserie	Independent Free	1.7	9.5
16	Crown Inn	Star Pubs & Bars	1.8	5.5
17	Dukes Head	Star Pubs & Bars	1.8	5.3
18	Feathers	Greene King	1.8	5.4
19	Crown	Independent Free	1.8	5.3
20	Pineapple	Punch Pub Company	1.8	5.3