

## 1 Mile Catchment Mosaic Profile

## Per Pub Analysis

0.5 Mile  
Catchment

1 Mile  
Catchment

10 Minute DT  
Catchment

### H Aspiring Homemakers

### G Domestic Success

### F Suburban Stability

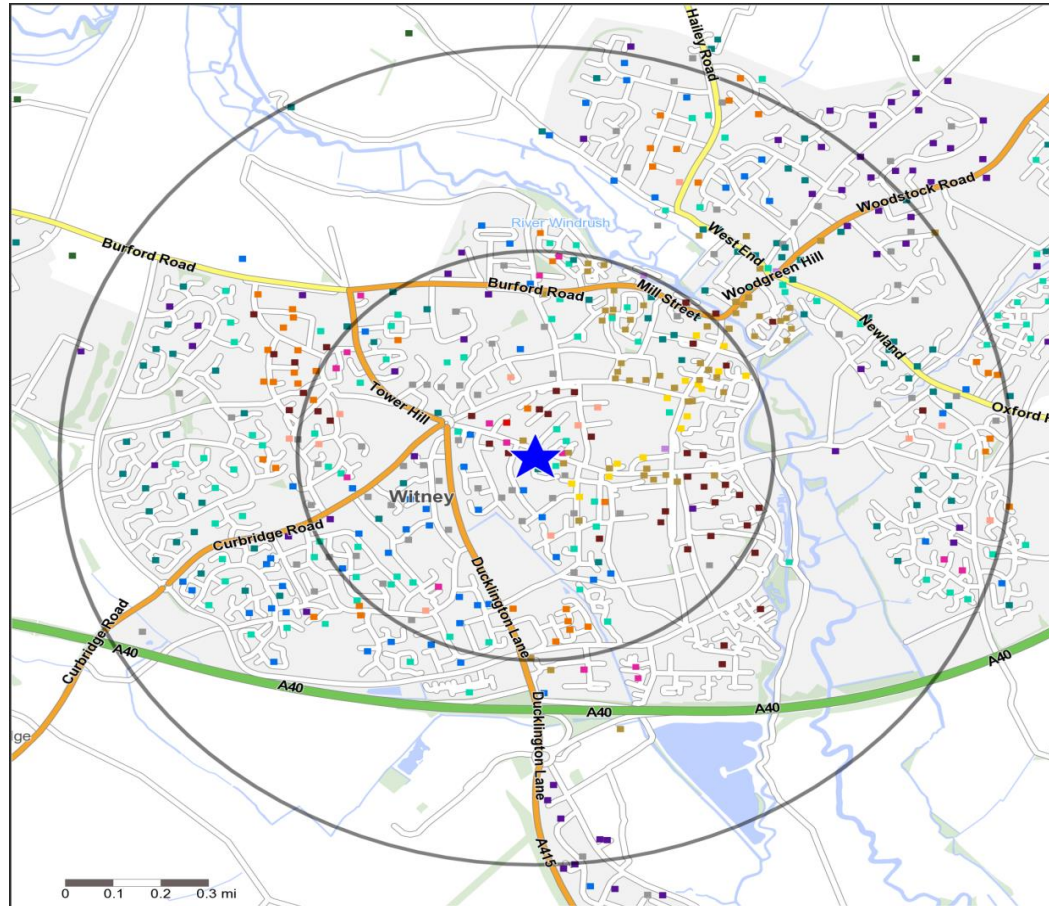


Number of Pubs	20	25	41
Catchment Adults 18+	7,612	18,693	28,497
Catchment Adults 18+ Per Pub	381	748	695

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	2,024	26.6	91	7,997	42.8	146	13,005	45.6	156
Great Pub Great Food Silver	4,172	54.8	119	12,011	64.3	140	19,470	68.3	149
Mainstream Pub with Food - Suburban Value	6,298	82.7	149	14,892	79.7	144	18,646	65.4	118
Mainstream Pub with Food - Suburban Aspiration	3,003	39.5	106	9,688	51.8	140	14,621	51.3	138
Mainstream Pub with Food - Country Value	218	2.9	23	390	2.1	17	3,014	10.6	86
Mainstream Pub with Food - Country Aspiration	622	8.2	66	3,014	16.1	130	5,990	21.0	170
Bit of Style	2,374	31.2	125	6,349	34.0	136	7,896	27.7	111
YPV Mainstream	2	0.0	1	2	0.0	1	2	0.0	0
YPV Premium	651	8.6	128	1,139	6.1	91	1,213	4.3	64
Community Wet	2,782	36.5	118	5,612	30.0	97	6,200	21.8	70
<b>Total 18+ Population in Catchment</b>	<b>7,612</b>			<b>18,693</b>			<b>28,497</b>		

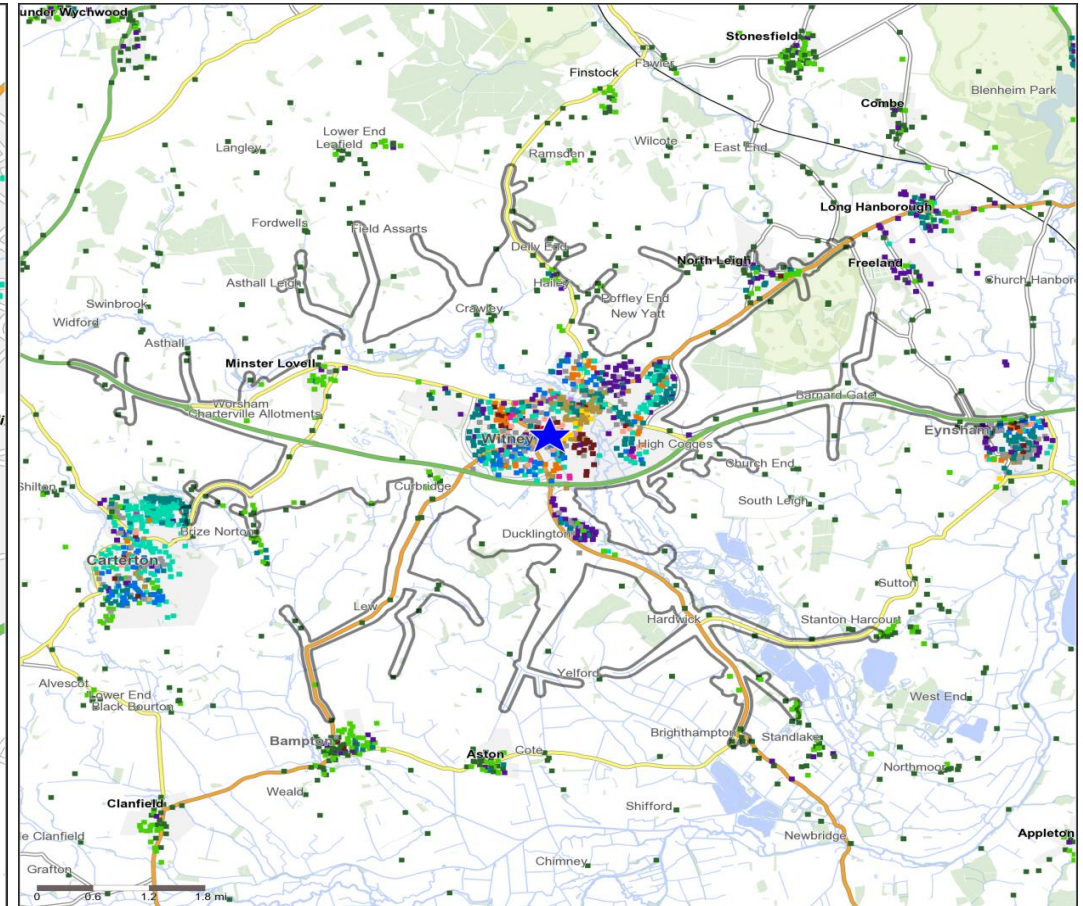
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	52.8	99	55.6	105	57.8	109
C2DE	47.2	101	44.4	95	42.2	90

## Mosaic Groups in 0.5 and 1 Mile Catchment Areas

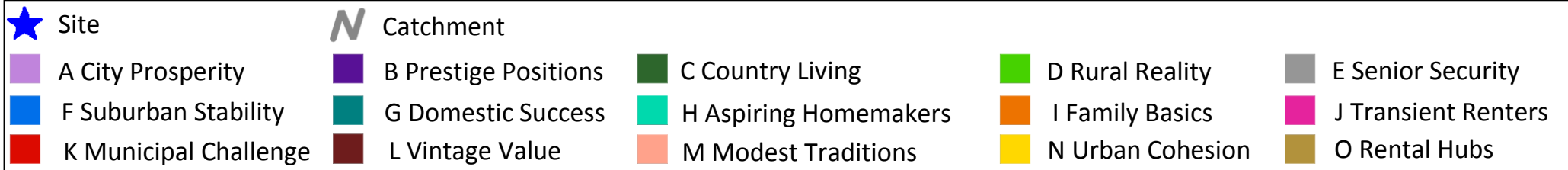


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## Mosaic Groups in 10 minute DT Catchment Area



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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	447	5.9	1,522	8.1	1,729	6.1
<div></div>	A02	Uptown Elite	97	1.3	99	0.5	99	0.3	<div></div>	I37	Budget Generations	0	0.0	25	0.1	25	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	0	0.0
<div></div>	A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	<div></div>	I39	Families with Needs	0	0.0	0	0.0	0	0.0
<div></div>	B05	Premium Fortunes	17	0.2	18	0.1	18	0.1	<div></div>	J40	Make Do & Move On	0	0.0	0	0.0	0	0.0
<div></div>	B06	Diamond Days	29	0.4	88	0.5	150	0.5	<div></div>	J41	Disconnected Youth	2	0.0	2	0.0	2	0.0
<div></div>	B07	Alpha Families	16	0.2	130	0.7	507	1.8	<div></div>	J42	Midlife Stopgap	186	2.4	367	2.0	367	1.3
<div></div>	B08	Bank of Mum and Dad	68	0.9	484	2.6	1,211	4.2	<div></div>	J43	Renting a Room	0	0.0	0	0.0	0	0.0
<div></div>	B09	Empty-Nest Adventure	85	1.1	429	2.3	1,074	3.8	<div></div>	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0
<div></div>	C10	Wealthy Landowners	0	0.0	29	0.2	1,166	4.1	<div></div>	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0
<div></div>	C11	Rural Vogue	0	0.0	6	0.0	157	0.6	<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	31	0.1	<div></div>	K47	Streetwise Singles	45	0.6	45	0.2	45	0.2
<div></div>	C13	Village Retirement	0	0.0	3	0.0	913	3.2	<div></div>	K48	Low Income Workers	0	0.0	0	0.0	0	0.0
<div></div>	D14	Satellite Settlers	0	0.0	17	0.1	1,125	3.9	<div></div>	L49	Dependent Greys	83	1.1	83	0.4	83	0.3
<div></div>	D15	Local Focus	0	0.0	0	0.0	135	0.5	<div></div>	L50	Pocket Pensions	193	2.5	193	1.0	214	0.8
<div></div>	D16	Outlying Seniors	0	0.0	2	0.0	392	1.4	<div></div>	L51	Aided Elderly	483	6.3	607	3.2	607	2.1
<div></div>	D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	<div></div>	L52	Estate Veterans	62	0.8	302	1.6	302	1.1
<div></div>	E18	Legacy Elders	159	2.1	640	3.4	711	2.5	<div></div>	L53	Seasoned Survivors	0	0.0	0	0.0	0	0.0
<div></div>	E19	Bungalow Heaven	218	2.9	368	2.0	449	1.6	<div></div>	M54	Down-to-Earth Owners	9	0.1	16	0.1	16	0.1
<div></div>	E20	Classic Grandparents	427	5.6	575	3.1	621	2.2	<div></div>	M55	Offspring Overspill	345	4.5	598	3.2	661	2.3
<div></div>	E21	Solo Retirees	369	4.8	663	3.5	815	2.9	<div></div>	M56	Self Supporters	0	0.0	0	0.0	0	0.0
<div></div>	F22	Boomerang Boarders	312	4.1	531	2.8	604	2.1	<div></div>	N57	Community Elders	0	0.0	0	0.0	0	0.0
<div></div>	F23	Family Ties	727	9.6	1,868	10.0	2,006	7.0	<div></div>	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0
<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	0	0.0
<div></div>	F25	Dependable Me	14	0.2	278	1.5	325	1.1	<div></div>	N60	Ageing Access	230	3.0	234	1.3	234	0.8
<div></div>	G26	Cafés and Catchments	16	0.2	55	0.3	94	0.3	<div></div>	O61	Career Builders	412	5.4	865	4.6	1,068	3.7
<div></div>	G27	Thriving Independence	407	5.3	1,862	10.0	2,117	7.4	<div></div>	O62	Central Pulse	195	2.6	195	1.0	195	0.7
<div></div>	G28	Modern Parents	0	0.0	621	3.3	1,340	4.7	<div></div>	O63	Flexible Workforce	0	0.0	0	0.0	0	0.0
<div></div>	G29	Mid-Career Convention	74	1.0	735	3.9	1,542	5.4	<div></div>	O64	Bus-Route Renters	276	3.6	372	2.0	372	1.3
<div></div>	H30	Primary Ambitions	715	9.4	1,853	9.9	1,994	7.0	<div></div>	O65	Learners & Earners	0	0.0	0	0.0	0	0.0
<div></div>	H31	Affordable Fringe	472	6.2	654	3.5	749	2.6	<div></div>	O66	Student Scene	0	0.0	0	0.0	0	0.0
<div></div>	H32	First-Rung Futures	13	0.2	231	1.2	231	0.8	<div></div>	U99	Unclassified	61	0.8	61	0.3	123	0.4
<div></div>	H33	Contemporary Starts	61	0.8	243	1.3	1,078	3.8	Total			7,612		18,693		28,497	
<div></div>	H34	New Foundations	107	1.4	152	0.8	154	0.5									
<div></div>	H35	Flying Solo	180	2.4	572	3.1	646	2.3									



## Top 5 Mosaic Types

### 1. 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

### 2. 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

### 3. 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

### 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. O61 Career Builders

Motivated singles and couples in their 20s and 30s progressing in their field of work from commutable properties



- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

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

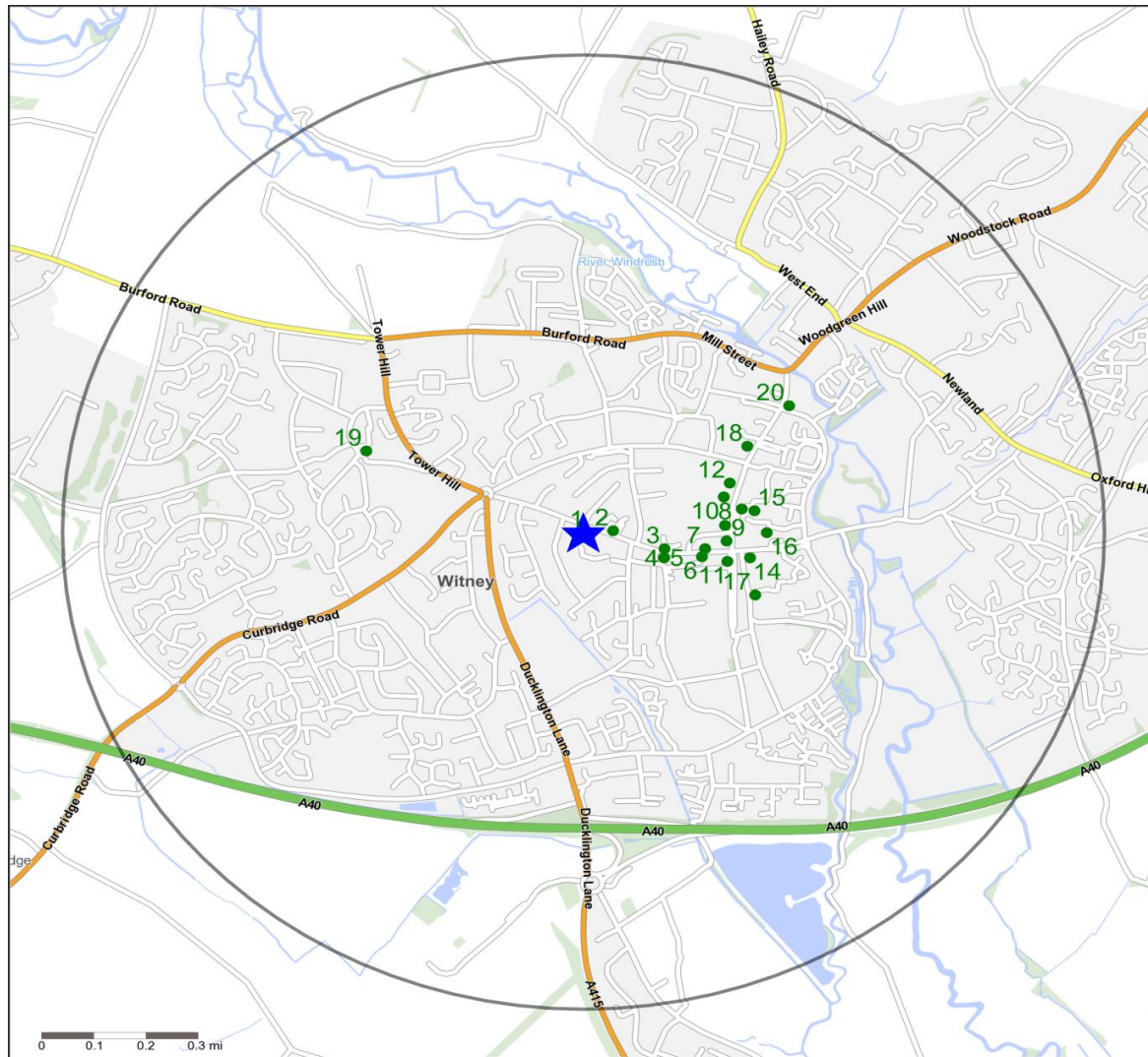
[www.segmentationportal.com](http://www.segmentationportal.com)

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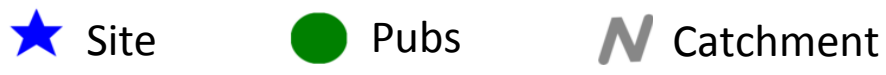
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## Competitor Map



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## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	New Inn	Punch Pub Company	0.0	0.1
2	Butchers Arms	Enterprise Inns	0.1	0.4
3	Three Horse Shoes	Admiral Taverns Ltd	0.2	0.7
4	Hollybush	Greene King	0.2	0.7
5	Chequers Inn	Enterprise Inns	0.2	0.7
6	Rocket	Independent Free	0.2	1.4
7	Eagle Tavern	Hook Norton	0.2	1.4
8	Eagle Vaults	Mitchells & Butlers	0.3	1.5
9	Como Lounge	Loungers	0.3	1.4
10	Bills	Bills	0.3	2.2
11	Angel Inn	Wellington	0.3	1.4
12	Royal Oak	Independent Free	0.3	2.1
13	Olde Cross Keys	Greene King	0.3	3.0
14	Company Of Weavers	Wetherspoon	0.3	1.4
15	Langdale Hall	Independent Free	0.3	3.0
16	Norton Cafe Bar	Independent Free	0.4	2.1
17	Fleece	Greene King	0.4	1.7
18	Huffkins	Independent Free	0.4	2.2
19	Rowing Machine	Greene King	0.5	2.6
20	Plough	Admiral Taverns Ltd	0.5	3.0