

## 1 Mile Catchment Mosaic Profile

## Per Pub Analysis

0.5 Mile  
Catchment

1 Mile  
Catchment

10 Minute DT  
Catchment

### F Suburban Stability

### E Senior Security

### H Aspiring Homemakers

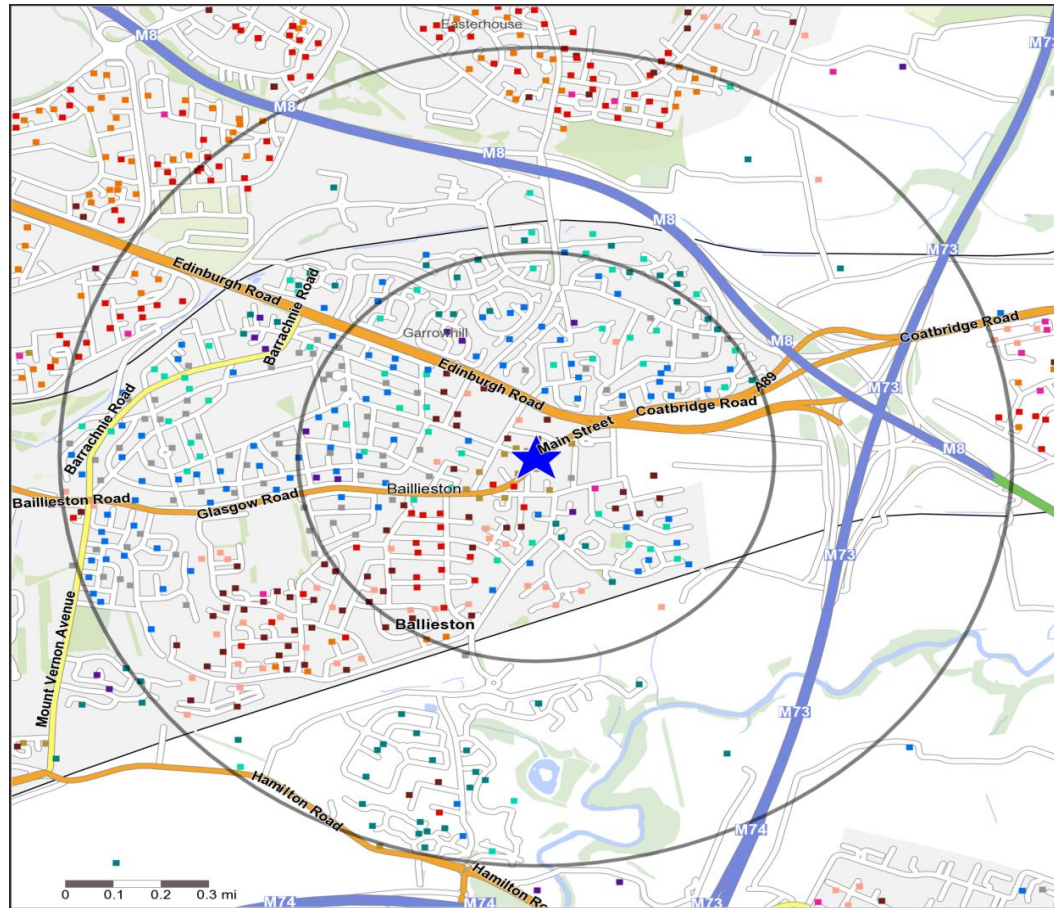


Number of Pubs	7	10	98
Catchment Adults 18+	7,213	16,884	131,402
Catchment Adults 18+ Per Pub	1,030	1,688	1,341

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	1,701	23.6	81	4,285	25.4	87	25,564	19.5	67
Great Pub Great Food Silver	5,014	69.5	151	11,203	66.4	144	57,858	44.0	96
Mainstream Pub with Food - Suburban Value	5,981	82.9	149	13,663	80.9	146	83,975	63.9	115
Mainstream Pub with Food - Suburban Aspiration	2,130	29.5	80	4,761	28.2	76	32,533	24.8	67
Mainstream Pub with Food - Country Value	305	4.2	34	362	2.1	17	2,045	1.6	13
Mainstream Pub with Food - Country Aspiration	389	5.4	44	606	3.6	29	6,341	4.8	39
Bit of Style	1,014	14.1	56	1,928	11.4	46	14,320	10.9	44
YPV Mainstream	0	0.0	0	101	0.6	29	510	0.4	19
YPV Premium	375	5.2	78	390	2.3	35	4,271	3.3	49
Community Wet	3,599	49.9	161	9,692	57.4	186	85,952	65.4	211
<b>Total 18+ Population in Catchment</b>	<b>7,213</b>			<b>16,884</b>			<b>131,402</b>		

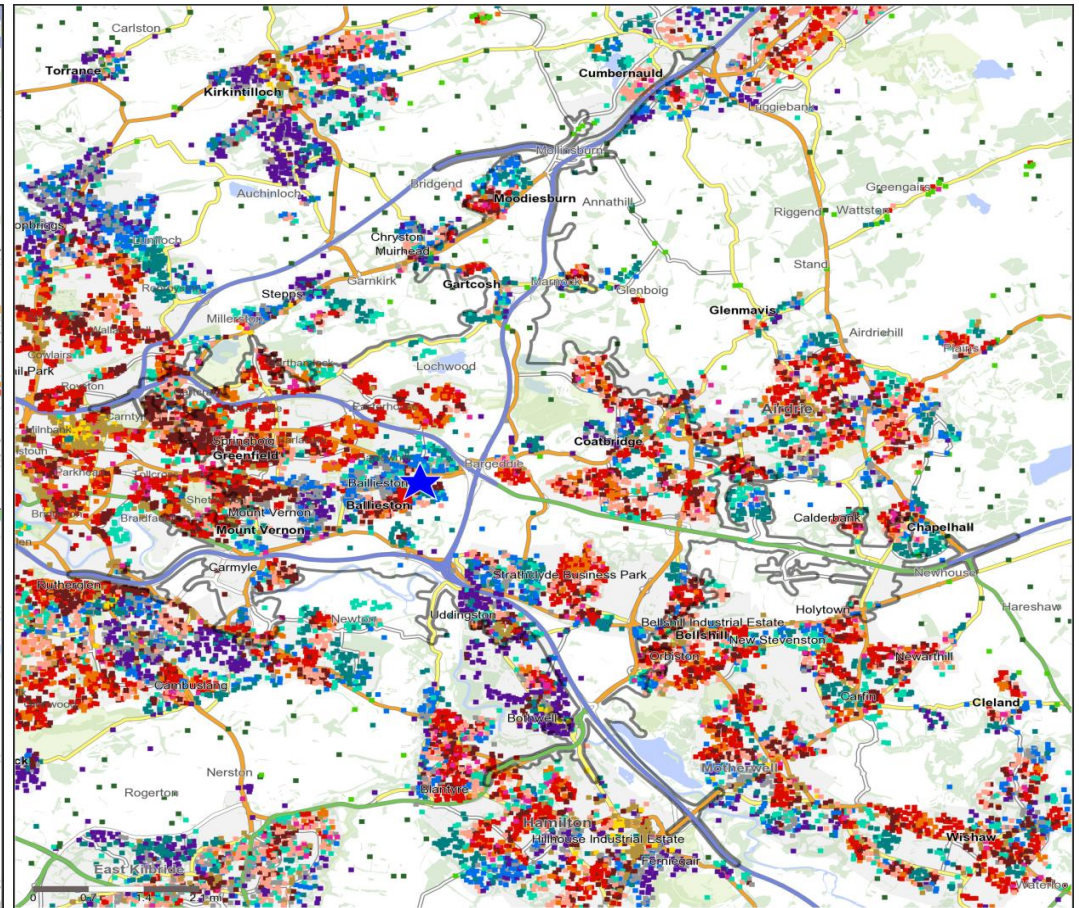
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	49.5	93	46.3	87	39.9	75
C2DE	50.5	108	53.7	115	60.1	128

## Mosaic Groups in 0.5 and 1 Mile Catchment Areas

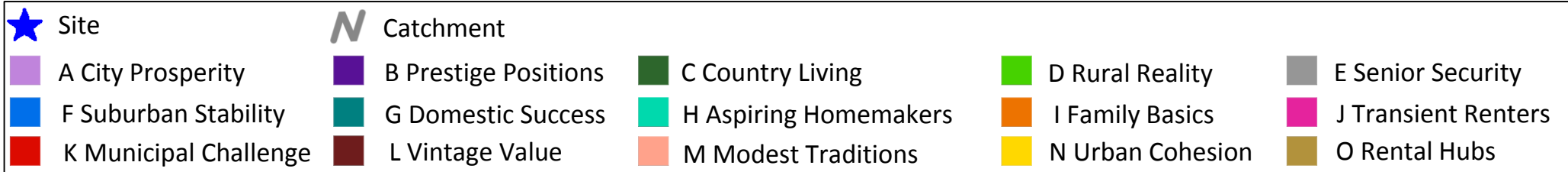


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## Mosaic Groups in 10 minute DT Catchment Area



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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	572	0.4
<div></div>	A02	Uptown Elite	0	0.0	0	0.0	0	0.0	<div></div>	I37	Budget Generations	11	0.2	113	0.7	3,084	2.3
<div></div>	A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	<div></div>	I38	Childcare Squeeze	3	0.0	187	1.1	1,209	0.9
<div></div>	A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	<div></div>	I39	Families with Needs	0	0.0	478	2.8	5,008	3.8
<div></div>	B05	Premium Fortunes	0	0.0	0	0.0	145	0.1	<div></div>	J40	Make Do & Move On	51	0.7	51	0.3	2,025	1.5
<div></div>	B06	Diamond Days	0	0.0	0	0.0	472	0.4	<div></div>	J41	Disconnected Youth	0	0.0	101	0.6	510	0.4
<div></div>	B07	Alpha Families	0	0.0	40	0.2	547	0.4	<div></div>	J42	Midlife Stopgap	0	0.0	0	0.0	184	0.1
<div></div>	B08	Bank of Mum and Dad	163	2.3	205	1.2	1,685	1.3	<div></div>	J43	Renting a Room	0	0.0	0	0.0	280	0.2
<div></div>	B09	Empty-Nest Adventure	18	0.2	43	0.3	1,288	1.0	<div></div>	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0
<div></div>	C10	Wealthy Landowners	0	0.0	0	0.0	4	0.0	<div></div>	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0
<div></div>	C11	Rural Vogue	0	0.0	0	0.0	28	0.0	<div></div>	K46	High Rise Residents	0	0.0	0	0.0	2,748	2.1
<div></div>	C12	Scattered Homesteads	0	0.0	0	0.0	18	0.0	<div></div>	K47	Streetwise Singles	373	5.2	1,785	10.6	19,936	15.2
<div></div>	C13	Village Retirement	0	0.0	0	0.0	28	0.0	<div></div>	K48	Low Income Workers	137	1.9	228	1.4	6,226	4.7
<div></div>	D14	Satellite Settlers	0	0.0	0	0.0	108	0.1	<div></div>	L49	Dependent Greys	368	5.1	542	3.2	9,425	7.2
<div></div>	D15	Local Focus	0	0.0	0	0.0	3	0.0	<div></div>	L50	Pocket Pensions	173	2.4	224	1.3	1,793	1.4
<div></div>	D16	Outlying Seniors	0	0.0	0	0.0	24	0.0	<div></div>	L51	Aided Elderly	13	0.2	13	0.1	663	0.5
<div></div>	D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	<div></div>	L52	Estate Veterans	140	1.9	607	3.6	6,874	5.2
<div></div>	E18	Legacy Elders	9	0.1	12	0.1	595	0.5	<div></div>	L53	Seasoned Survivors	202	2.8	554	3.3	3,070	2.3
<div></div>	E19	Bungalow Heaven	97	1.3	97	0.6	363	0.3	<div></div>	M54	Down-to-Earth Owners	369	5.1	932	5.5	12,652	9.6
<div></div>	E20	Classic Grandparents	610	8.5	1,741	10.3	3,451	2.6	<div></div>	M55	Offspring Overspill	185	2.6	283	1.7	2,719	2.1
<div></div>	E21	Solo Retirees	333	4.6	604	3.6	1,761	1.3	<div></div>	M56	Self Supporters	25	0.3	28	0.2	1,193	0.9
<div></div>	F22	Boomerang Boarders	629	8.7	1,263	7.5	3,519	2.7	<div></div>	N57	Community Elders	0	0.0	0	0.0	0	0.0
<div></div>	F23	Family Ties	740	10.3	1,414	8.4	5,183	3.9	<div></div>	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0
<div></div>	F24	Fledgling Free	208	2.9	265	1.6	1,519	1.2	<div></div>	N59	Asian Heritage	0	0.0	0	0.0	0	0.0
<div></div>	F25	Dependable Me	201	2.8	334	2.0	1,658	1.3	<div></div>	N60	Ageing Access	0	0.0	0	0.0	178	0.1
<div></div>	G26	Cafés and Catchments	0	0.0	0	0.0	25	0.0	<div></div>	O61	Career Builders	0	0.0	0	0.0	268	0.2
<div></div>	G27	Thriving Independence	0	0.0	53	0.3	657	0.5	<div></div>	O62	Central Pulse	0	0.0	0	0.0	0	0.0
<div></div>	G28	Modern Parents	487	6.8	1,940	11.5	9,577	7.3	<div></div>	O63	Flexible Workforce	0	0.0	0	0.0	25	0.0
<div></div>	G29	Mid-Career Convention	36	0.5	72	0.4	1,411	1.1	<div></div>	O64	Bus-Route Renters	375	5.2	390	2.3	4,057	3.1
<div></div>	H30	Primary Ambitions	338	4.7	571	3.4	2,800	2.1	<div></div>	O65	Learners & Earners	0	0.0	0	0.0	0	0.0
<div></div>	H31	Affordable Fringe	666	9.2	917	5.4	4,065	3.1	<div></div>	O66	Student Scene	0	0.0	0	0.0	0	0.0
<div></div>	H32	First-Rung Futures	249	3.5	456	2.7	1,736	1.3	<div></div>	U99	Unclassified	0	0.0	0	0.0	1,757	1.3
<div></div>	H33	Contemporary Starts	1	0.0	306	1.8	1,748	1.3	Total			7,213		16,884		131,402	
<div></div>	H34	New Foundations	3	0.0	35	0.2	339	0.3									
<div></div>	H35	Flying Solo	0	0.0	0	0.0	189	0.1									

## Top 5 Mosaic Types

### 1. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

### 2. K47 Streetwise Singles

Hard-pressed singles in low cost social flats searching for opportunities



- Singles and sharers
- Low cost social flats
- 1 or 2 bedrooms
- Urban and fringe locations
- Routine occupations
- Shortage of opportunities

### 3. E20 Classic Grandparents

Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

### 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. F22 Boomerang Boarders

Long-term couples with mid-range incomes whose adult children have returned to the shelter of the family home



- Adult children living with parents
- Respectable incomes
- Own mid-range semis or detached homes
- Older suburbs
- Search electricals online while in store
- Adult kids learning to drive

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

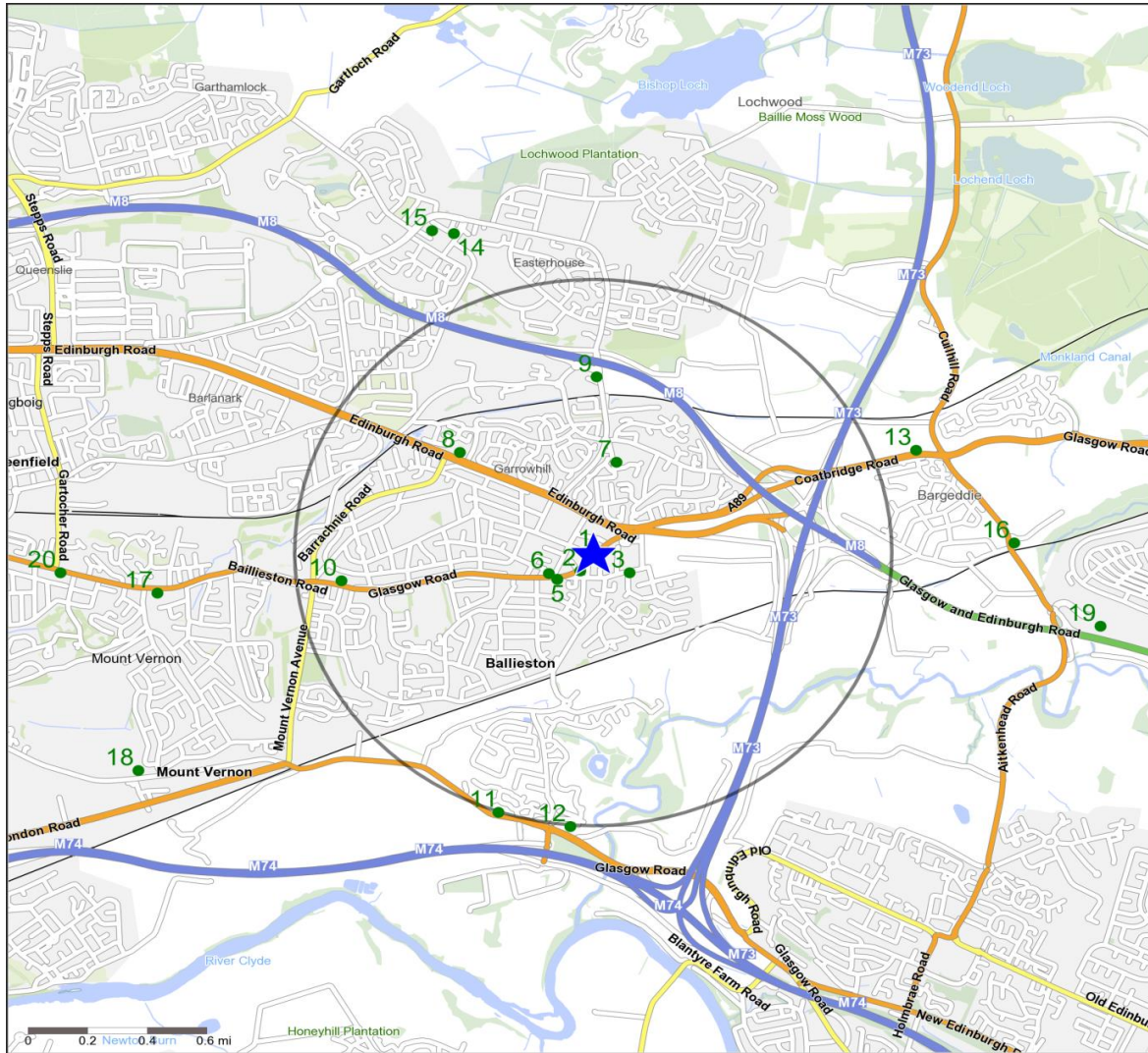
[www.segmentationportal.com](http://www.segmentationportal.com)

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

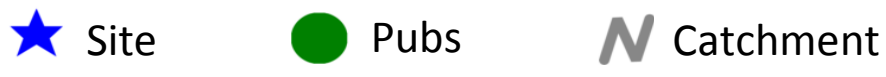
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## Competitor Map



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## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Rhinesdale	Punch Pub Company	0.0	1.8
2	By The Way	Independent Free	0.1	0.3
3	Log Cabin	Independent Free	0.1	2.1
4	Thistle Bar	Independent Free	0.2	0.7
5	Argyle Tavern	Independent Free	0.2	0.7
6	Circle Bar	Punch Pub Company	0.2	1.0
7	Swinton Tavern	Independent Free	0.3	2.6
8	Springcroft	Mitchells & Butlers	0.6	2.5
9	Bridge Inn	G1 Group	0.6	3.1
10	Barrachnie Inn	Greene King	0.8	3.6
11	Mail Coach	Trust Inns	1.0	5.3
12	Black Bear	Whitbread	1.0	5.4
13	Unity	Retail & Licensed Properties	1.1	2.8
14	Grier Bros Bar	*Other Small Retail Groups	1.3	6.6
15	Centaur	Independent Free	1.3	6.9
16	Langmuir Inn	Independent Free	1.4	3.7
17	Gables	Unknown	1.5	6.0
18	Woodend Bar	Star Pubs & Bars	1.7	7.5
19	Barrbridge	Greene King	1.7	3.2
20	Gartochoer Bar	Iona Bars	1.8	7.3