

## 1 Mile Catchment Mosaic Profile

### G Domestic Success



### M Modest Traditions



### I Family Basics



## Per Pub Analysis

### 0.5 Mile Catchment

### 1 Mile Catchment

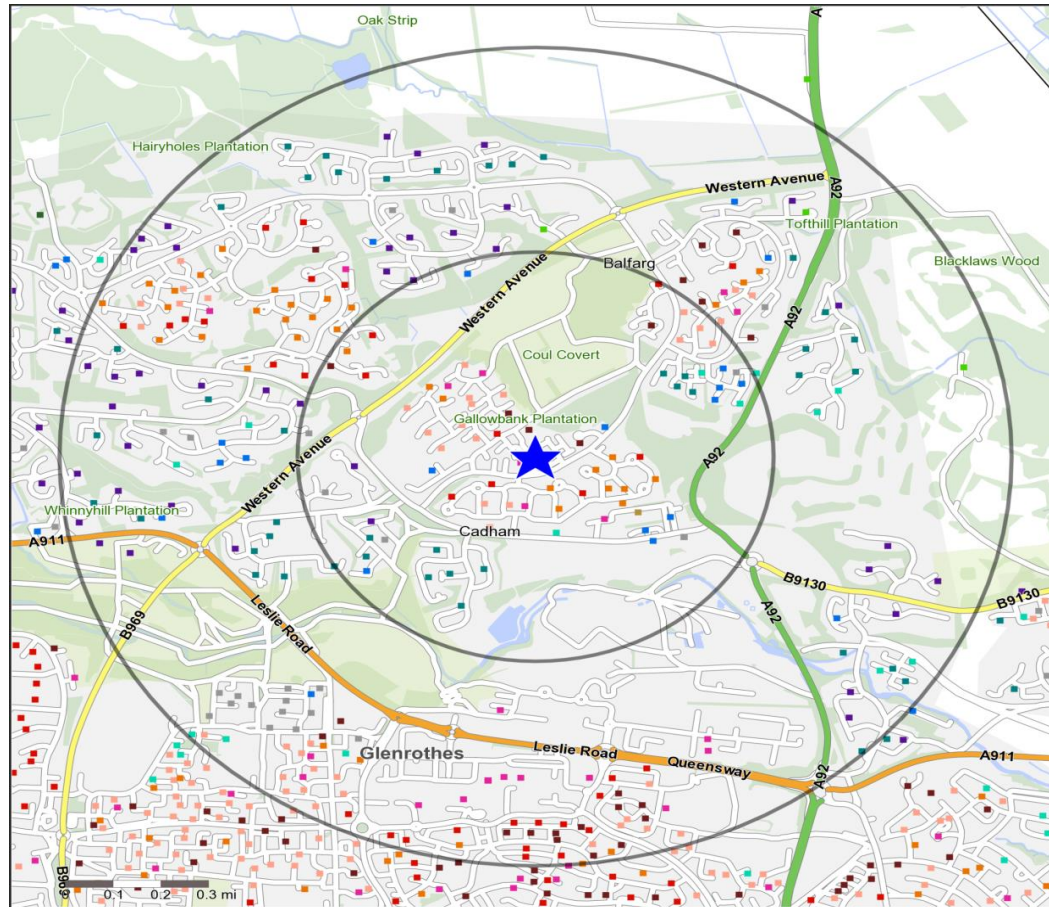
### 10 Minute DT Catchment

Number of Pubs	1	5	27
Catchment Adults 18+	3,163	10,629	40,152
Catchment Adults 18+ Per Pub	3,163	2,126	1,487

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	778	24.6	84	3,588	33.8	116	8,500	21.2	72
Great Pub Great Food Silver	1,484	46.9	102	5,893	55.4	121	21,697	54.0	118
Mainstream Pub with Food - Suburban Value	2,501	79.1	142	7,470	70.3	127	27,000	67.2	121
Mainstream Pub with Food - Suburban Aspiration	948	30.0	81	3,988	37.5	101	10,819	26.9	73
Mainstream Pub with Food - Country Value	190	6.0	49	441	4.1	34	5,075	12.6	102
Mainstream Pub with Food - Country Aspiration	211	6.7	54	1,384	13.0	105	3,949	9.8	79
Bit of Style	228	7.2	29	857	8.1	32	3,995	9.9	40
YPV Mainstream	30	0.9	47	63	0.6	29	249	0.6	31
YPV Premium	44	1.4	21	44	0.4	6	272	0.7	10
Community Wet	2,021	63.9	207	6,019	56.6	183	22,232	55.4	179
<b>Total 18+ Population in Catchment</b>	<b>3,163</b>			<b>10,629</b>			<b>40,152</b>		

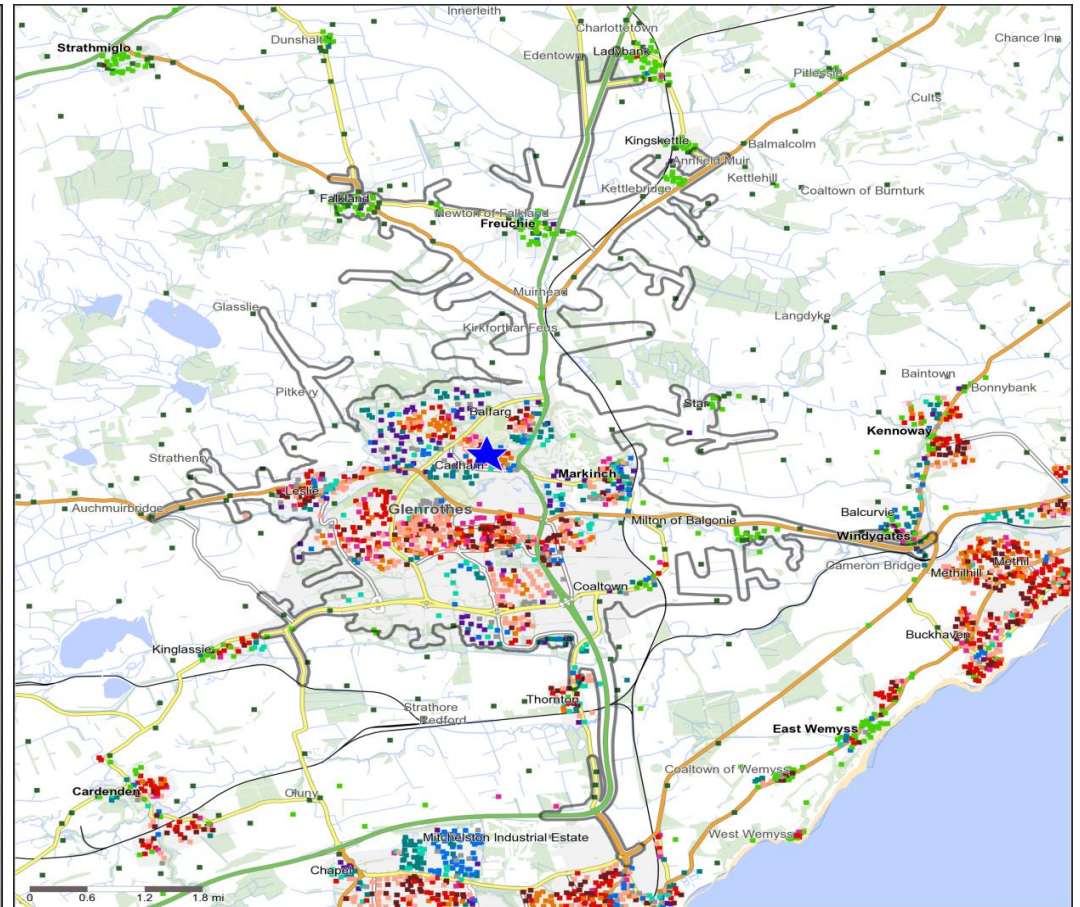
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	43.3	81	45.5	86	42.8	81
C2DE	56.7	121	54.5	116	57.2	122

## Mosaic Groups in 0.5 and 1 Mile Catchment Areas

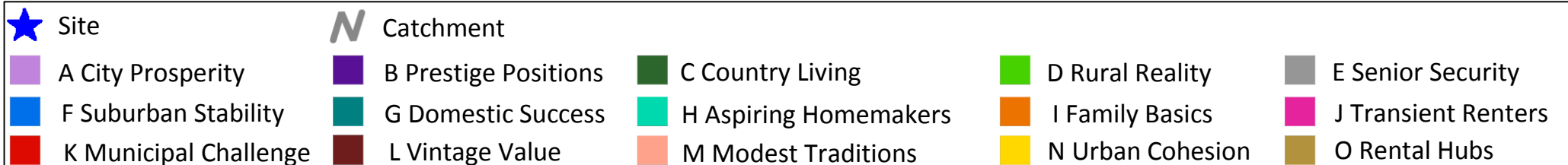


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## Mosaic Groups in 10 minute DT Catchment Area



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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	54	0.5	54	0.1
<div></div>	A02	Uptown Elite	0	0.0	0	0.0	0	0.0	<div></div>	I37	Budget Generations	57	1.8	409	3.8	1,380	3.4
<div></div>	A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	<div></div>	I38	Childcare Squeeze	84	2.7	261	2.5	1,521	3.8
<div></div>	A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	<div></div>	I39	Families with Needs	381	12.0	770	7.2	988	2.5
<div></div>	B05	Premium Fortunes	4	0.1	29	0.3	29	0.1	<div></div>	J40	Make Do & Move On	126	4.0	356	3.3	2,209	5.5
<div></div>	B06	Diamond Days	0	0.0	0	0.0	5	0.0	<div></div>	J41	Disconnected Youth	30	0.9	63	0.6	249	0.6
<div></div>	B07	Alpha Families	22	0.7	305	2.9	469	1.2	<div></div>	J42	Midlife Stopgap	0	0.0	0	0.0	14	0.0
<div></div>	B08	Bank of Mum and Dad	0	0.0	184	1.7	524	1.3	<div></div>	J43	Renting a Room	0	0.0	0	0.0	0	0.0
<div></div>	B09	Empty-Nest Adventure	103	3.3	769	7.2	1,668	4.2	<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	60	0.1	<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	184	0.5	<div></div>	K46	High Rise Residents	0	0.0	87	0.8	87	0.2
<div></div>	C12	Scattered Homesteads	0	0.0	0	0.0	245	0.6	<div></div>	K47	Streetwise Singles	67	2.1	706	6.6	2,486	6.2
<div></div>	C13	Village Retirement	0	0.0	0	0.0	816	2.0	<div></div>	K48	Low Income Workers	325	10.3	633	6.0	2,468	6.1
<div></div>	D14	Satellite Settlers	8	0.3	57	0.5	1,133	2.8	<div></div>	L49	Dependent Greys	83	2.6	150	1.4	230	0.6
<div></div>	D15	Local Focus	0	0.0	0	0.0	515	1.3	<div></div>	L50	Pocket Pensions	14	0.4	135	1.3	733	1.8
<div></div>	D16	Outlying Seniors	0	0.0	0	0.0	1,022	2.5	<div></div>	L51	Aided Elderly	0	0.0	0	0.0	52	0.1
<div></div>	D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	<div></div>	L52	Estate Veterans	189	6.0	491	4.6	1,521	3.8
<div></div>	E18	Legacy Elders	12	0.4	29	0.3	47	0.1	<div></div>	L53	Seasoned Survivors	0	0.0	106	1.0	542	1.3
<div></div>	E19	Bungalow Heaven	100	3.2	289	2.7	1,153	2.9	<div></div>	M54	Down-to-Earth Owners	502	15.9	1,297	12.2	7,590	18.9
<div></div>	E20	Classic Grandparents	11	0.3	243	2.3	554	1.4	<div></div>	M55	Offspring Overspill	110	3.5	121	1.1	601	1.5
<div></div>	E21	Solo Retirees	0	0.0	138	1.3	321	0.8	<div></div>	M56	Self Supporters	147	4.6	221	2.1	1,116	2.8
<div></div>	F22	Boomerang Boarders	3	0.1	166	1.6	270	0.7	<div></div>	N57	Community Elders	0	0.0	0	0.0	0	0.0
<div></div>	F23	Family Ties	38	1.2	78	0.7	550	1.4	<div></div>	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0
<div></div>	F24	Fledgling Free	82	2.6	95	0.9	436	1.1	<div></div>	N59	Asian Heritage	0	0.0	0	0.0	0	0.0
<div></div>	F25	Dependable Me	62	2.0	166	1.6	437	1.1	<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	0	0.0
<div></div>	G27	Thriving Independence	0	0.0	2	0.0	2	0.0	<div></div>	O62	Central Pulse	0	0.0	0	0.0	0	0.0
<div></div>	G28	Modern Parents	429	13.6	1,351	12.7	2,618	6.5	<div></div>	O63	Flexible Workforce	0	0.0	0	0.0	0	0.0
<div></div>	G29	Mid-Career Convention	48	1.5	295	2.8	865	2.2	<div></div>	O64	Bus-Route Renters	44	1.4	44	0.4	127	0.3
<div></div>	H30	Primary Ambitions	0	0.0	6	0.1	14	0.0	<div></div>	O65	Learners & Earners	0	0.0	0	0.0	0	0.0
<div></div>	H31	Affordable Fringe	48	1.5	98	0.9	618	1.5	<div></div>	O66	Student Scene	0	0.0	0	0.0	0	0.0
<div></div>	H32	First-Rung Futures	0	0.0	162	1.5	638	1.6	<div></div>	U99	Unclassified	6	0.2	39	0.4	227	0.6
<div></div>	H33	Contemporary Starts	28	0.9	224	2.1	611	1.5	Total			3,163		10,629		40,152	
<div></div>	H34	New Foundations	0	0.0	0	0.0	8	0.0									
<div></div>	H35	Flying Solo	0	0.0	0	0.0	145	0.4									

## 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. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs



- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

### 3. I39 Families with Needs

Families with many children living in areas of high deprivation and who need support



- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

### 4. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status



- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

### 5. 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

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

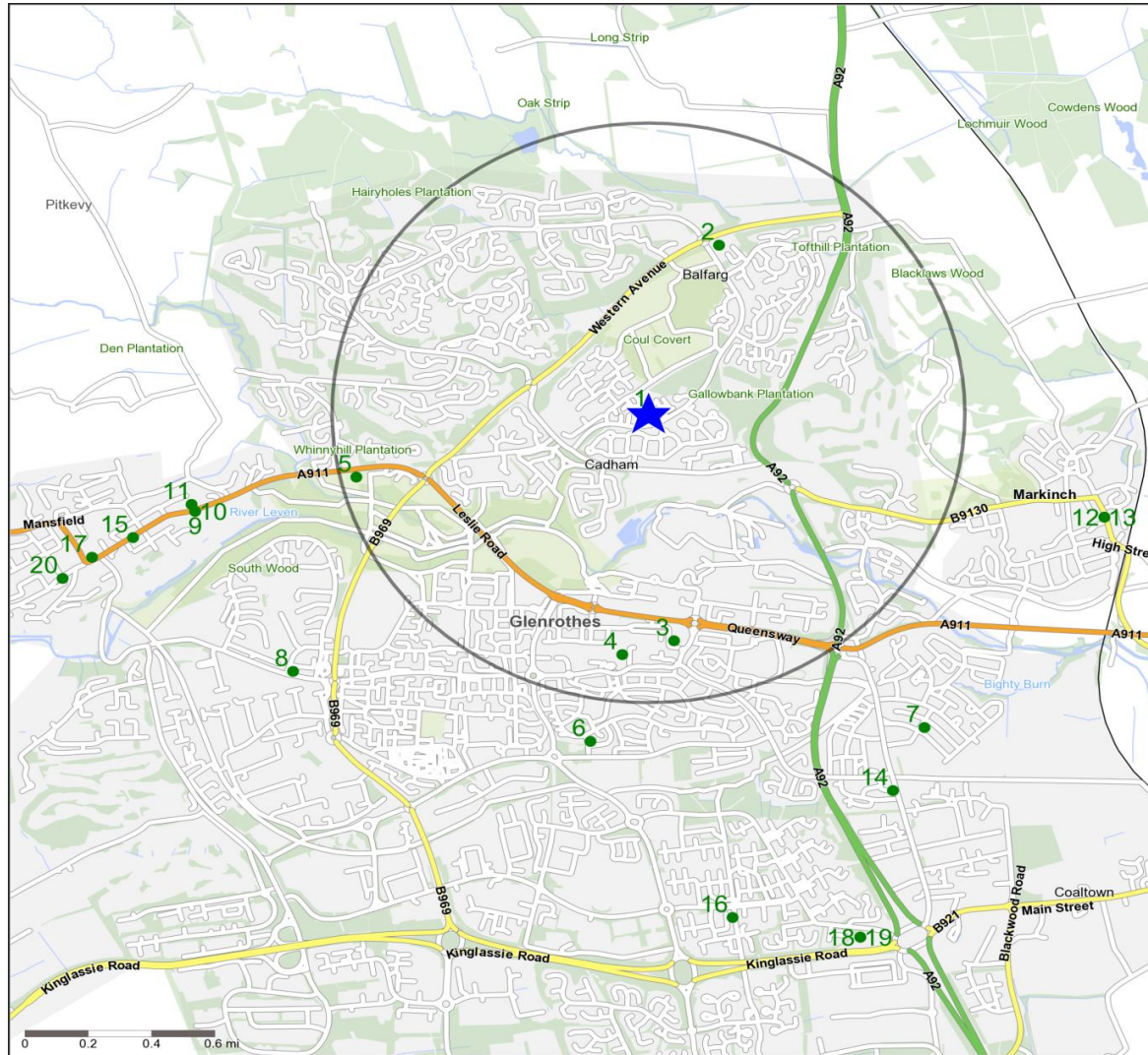
[www.segmentationportal.com](http://www.segmentationportal.com)

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

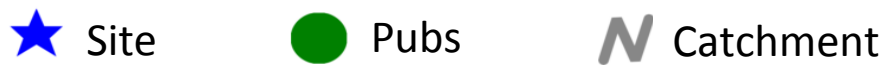
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## Competitor Map



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## Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Staines	Punch Pub Company	0.0	0.4
2	Gilven Bank Hotel	Kingdom Taverns	0.6	3.2
3	Golden Acorn	Wetherspoon	0.8	5.6
4	Phoenix	Save Investments	0.8	6.2
5	Fettykil Fox	Mitchells & Butlers	1.0	3.3
6	Pinkertons	Kingdom Taverns	1.1	6.4
7	Otters Head	Trust Inns	1.4	5.9
8	New Bridge Tavern	G1 Group	1.4	5.1
9	Clansman	Independent Free	1.5	4.7
10	Burns Tavern	Independent Free	1.5	4.7
11	Burgh	Independent Free	1.5	4.7
12	Town House Hotel	Independent Free	1.5	6.6
13	Jamies Bar	Independent Free	1.5	6.6
14	Woodside	Independent Free	1.5	5.8
15	Auld Hoose	Independent Free	1.7	5.5
16	Dixon Arms	Retail & Licensed Properties	1.8	8.7
17	Station Hotel	Independent Free	1.8	5.9
18	Bankhead Gate	Whitbread	1.9	7.1
19	Foxton Bar & Grill	Greene King	1.9	7.1
20	Prinlaws	Independent Free	1.9	6.3