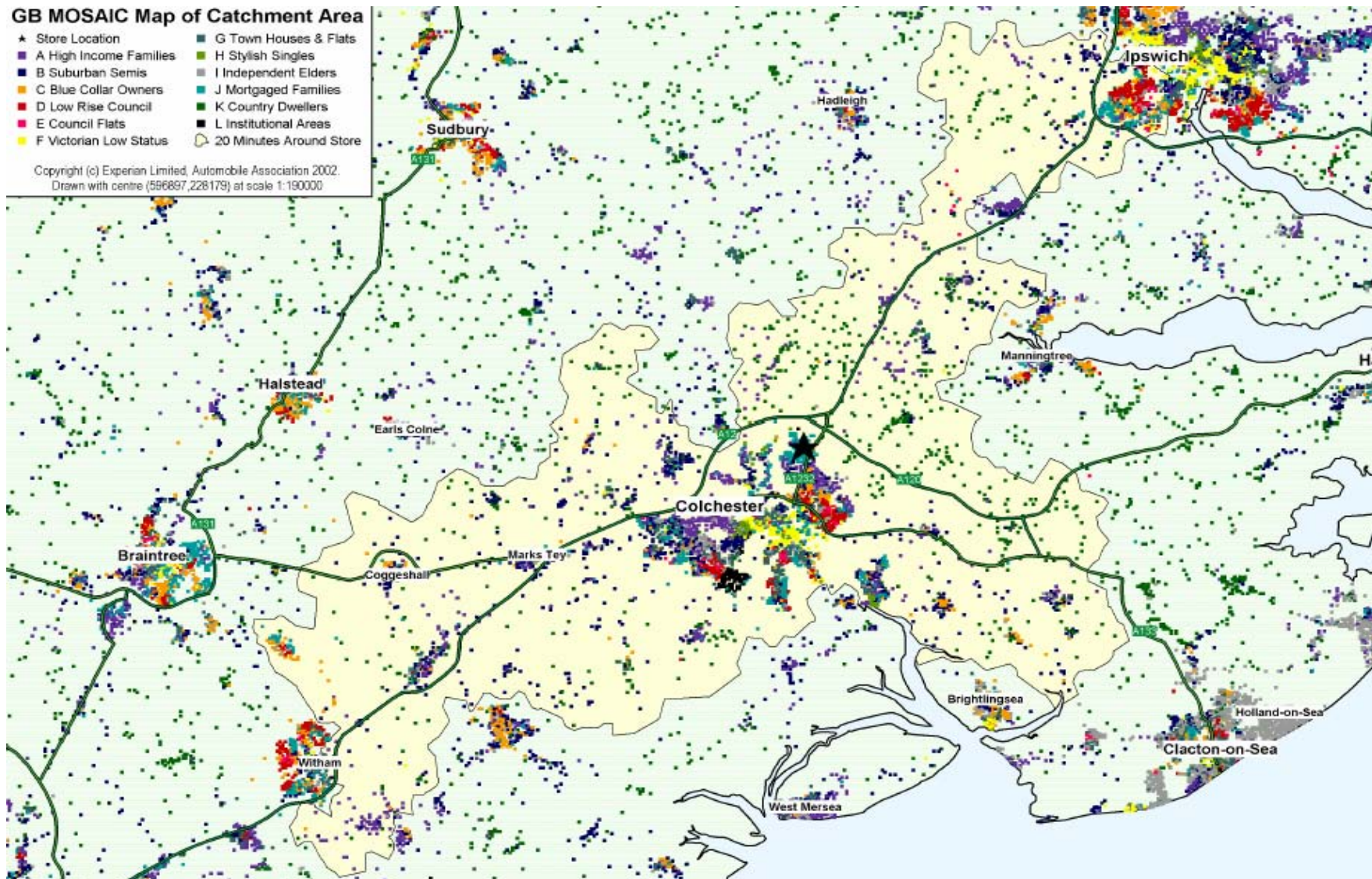


### GB MOSAIC Map of Catchment Area

- ★ Store Location
- A High Income Families
- B Suburban Semis
- C Blue Collar Owners
- D Low Rise Council
- E Council Flats
- F Victorian Low Status
- G Town Houses & Flats
- H Stylish Singles
- I Independent Elders
- J Mortgaged Families
- K Country Dwellers
- L Institutional Areas
- 20 Minutes Around Store

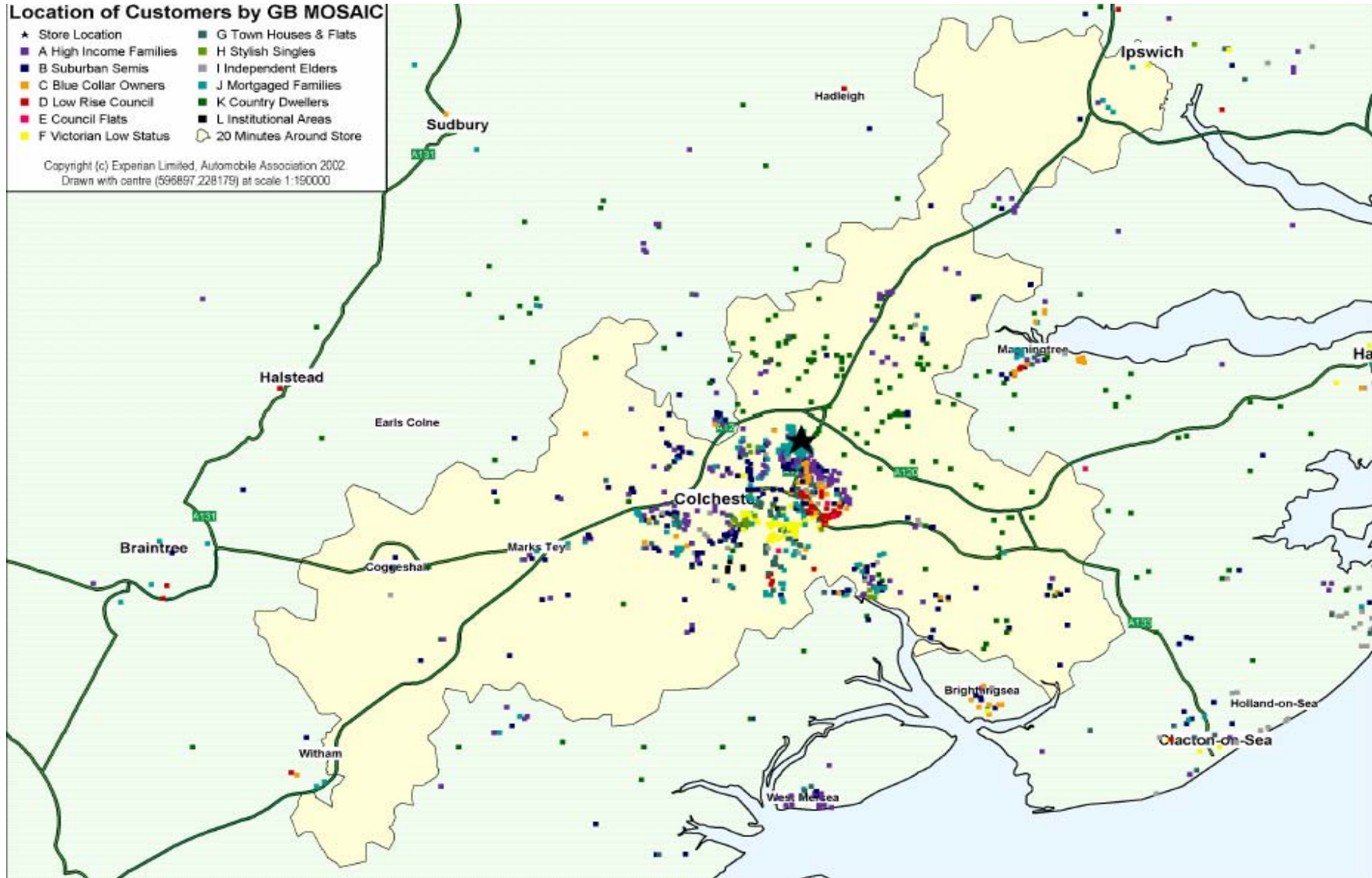
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Drawn with centre (596897, 228179) at scale 1:190000



### Location of Customers by GB MOSAIC

- ★ Store Location
- A High Income Families
- B Suburban Semis
- C Blue Collar Owners
- D Low Rise Council
- E Council Flats
- F Victorian Low Status
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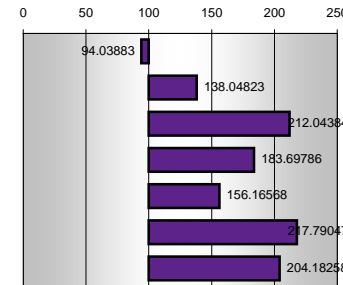


## MAIN CUSTOMER GROUPS: A SAMPLE REPORT



Each Mosaic lifestyle group is comprised on several customer types. The main characteristics of the customer types for key groups is as follows

Mosaic Types	Target	%	Base	%	Penetration %	Index
A Symbols of Success						
01 Global Connections	68	0.68	180,289	0.72	0.04	94
02 Cultural Leadership	127	1.26	229,372	0.92	0.06	138
03 Corporate Chieftains	237	2.36	278,670	1.11	0.09	212
04 Golden Empty Nesters	245	2.44	332,529	1.33	0.07	184
05 Provincial Privilege	261	2.60	416,699	1.66	0.06	156
06 High Technologists	400	3.98	457,919	1.83	0.09	218
07 Semi-Rural Seclusion	418	4.16	510,417	2.04	0.08	204



This is an important Mosaic group to any mid to upper market brand, comprising affluent users with disposable income.

This business has an above average index versus population of this group; 152, which is even more pronounced in its Corporate sector.

It is the fifth largest group in the population, but is fourth most important to this business, providing 14.6% of customers, 16.6% in its Corporate sector.

Within this group, the High Technologists (3.7%), Semi-Rural Seclusion (3.5%) and Provincial Privilege (2.3%) types are most important.












This represents a wide spread of appeal across this group, from younger to older customers, from urban to rural living environment, from families to couples with adult children.

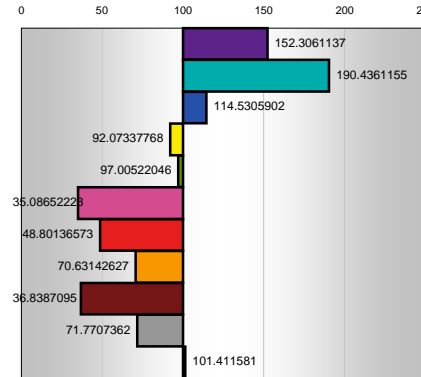
The key characteristics of these people are:-

- \* Earn £40k pa+
- \* A mix of middle-aged couples and families and older, mature families, concentrated in the 35 to 64 age groups
- \* Have rewarding, often professional, careers, living in sought after locations, very affluent, cosmopolitan, well educated
- \* Include top business people, who enjoy going out, high-tech gadgets and use the Internet extensively
- \* Recreationally, play & attend sports events, are active e.g. cycling & tennis
- \* Owner occupiers of detached houses, affording luxuries and buy premium quality products
- \* Shop at Waitrose, Sainsbury's, Tesco & M&S
- \* Read FT, Observer, Sunday Times, The Times, Daily Telegraph and business magazines
- \* Drink wine & visit the theatre rather than watch TV, have an interest in the arts and heritage
- \* Take long haul holidays, go skiing & take short breaks
- \* Will buy a £20k+ car as next vehicle and have an interest in financial products, with extensive investments
- \* Socio-economically AB, C1
- \* Top postal areas for this group across the country are Guildford, Kingston, Slough, Stockport and Reading

## A TYPICAL OVERALL CUSTOMER PROFILE



Ranked MOSAIC Groups	Target	%	Base	%	Pen.	Index
<b>Mosaic Lifestyle Groups</b>	<b>Target</b>	<b>%</b>	<b>Base</b>	<b>%</b>	<b>Pen. %</b>	<b>Index</b>
 A Symbols of Success	4,089	14.64	2,405,895	9.61	0.17	152
 B Happy Families	5,725	20.49	2,694,034	10.76	0.21	190
 C Suburban Comfort	4,841	17.33	3,787,830	15.13	0.13	115
 D Ties of Community	4,127	14.77	4,016,773	16.04	0.10	92
 E Urban Intelligence	1,939	6.94	1,791,264	7.15	0.11	97
 F Welfare Borderline	629	2.25	1,606,524	6.42	0.04	35
 G Municipal Dependency	920	3.29	1,689,401	6.75	0.05	49
 H Blue Collar Enterprise	2,181	7.81	2,767,162	11.05	0.08	71
 I Twilight Subsistence	400	1.43	973,044	3.89	0.04	37
 J Grey Perspectives	1,580	5.66	1,972,816	7.88	0.08	72
 K Rural Isolation	1,508	5.40	1,332,572	5.32	0.11	101
<b>Total</b>	<b>27,939</b>	<b>100</b>	<b>25,037,315</b>	<b>100</b>	<b>0.11</b>	<b>100</b>



The overall profile of your customers provides you with a detailed picture of what type of person they are, defined by the key Mosaic groups, the most comprehensive system available. The 11 groups are made up of 61 types, which gives tells you about their demographics, their occupation and household status, what they spend their income on and the media and lifestyle choices they make, making it much easier and efficient to identify them and reach them with your message. From our knowledge of your business and the types of customer you seek, we can tell you how you compare to the UK average and who you should be targeting.

We provide an even more detailed picture for each the most important groups, breaking down the information into Mosaic types and telling you the characteristics of each type, so you can plan your marketing activity even more precisely - to see an example of how this works for one group important to this business, Symbols of Success group as above, click on the link [Sample Types](#). Such detail and analysis is provided for each group that is important to your business, reflecting your needs.

We then can show you where your customers are located and identify where in your catchment similar customers are, so you can target them precisely - see the sample [Customer Location](#) and [Potential Customer Location](#) Maps.

We can then provide you with all you need to know to reach similar customer types in your location; where they are and how many they are, so you can target your customer development and acquisition with the minimum wastage and maximum effectiveness.