

1 Mile Catchment Mosaic Profile

G Domestic Success



B Prestige Positions



D Rural Reality



Per Pub Analysis

0.5 Mile Catchment

1 Mile Catchment

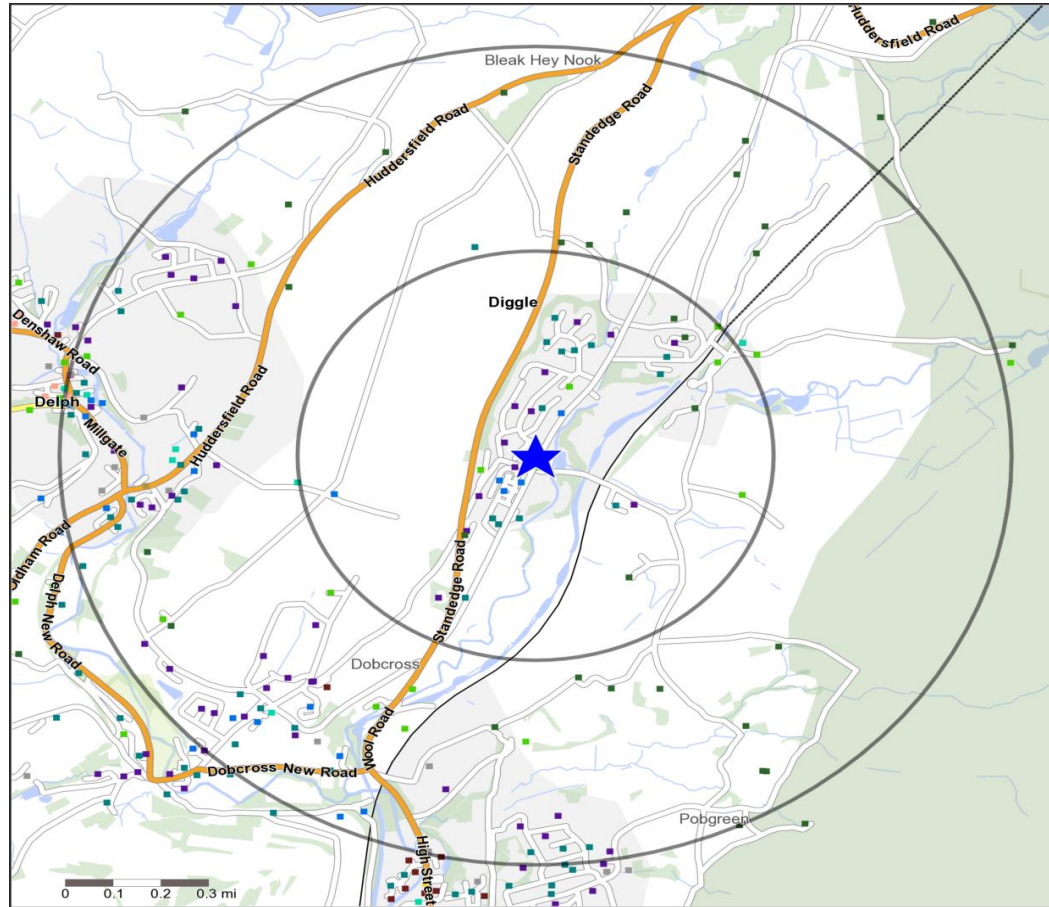
10 Minute DT Catchment

Number of Pubs	1	9	37
Catchment Adults 18+	1,398	3,763	19,800
Catchment Adults 18+ Per Pub	1,398	418	535

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	1,036	74.1	254		2,646	70.3	241		10,879	54.9	188	
Great Pub Great Food Silver	1,285	91.9	200		3,261	86.7	189		14,195	71.7	156	
Mainstream Pub with Food - Suburban Value	712	50.9	92		1,682	44.7	81		10,470	52.9	95	
Mainstream Pub with Food - Suburban Aspiration	1,008	72.1	194		2,643	70.2	189		11,556	58.4	157	
Mainstream Pub with Food - Country Value	232	16.6	134		581	15.4	125		3,358	17.0	137	
Mainstream Pub with Food - Country Aspiration	436	31.2	252		1,368	36.4	293		5,769	29.1	235	
Bit of Style	0	0.0	0		319	8.5	34		2,510	12.7	51	
YPV Mainstream	0	0.0	0		0	0.0	0		0	0.0	0	
YPV Premium	0	0.0	0		34	0.9	14		204	1.0	15	
Community Wet	147	10.5	34		431	11.5	37		4,387	22.2	72	
Total 18+ Population in Catchment	1,398				3,763				19,800			

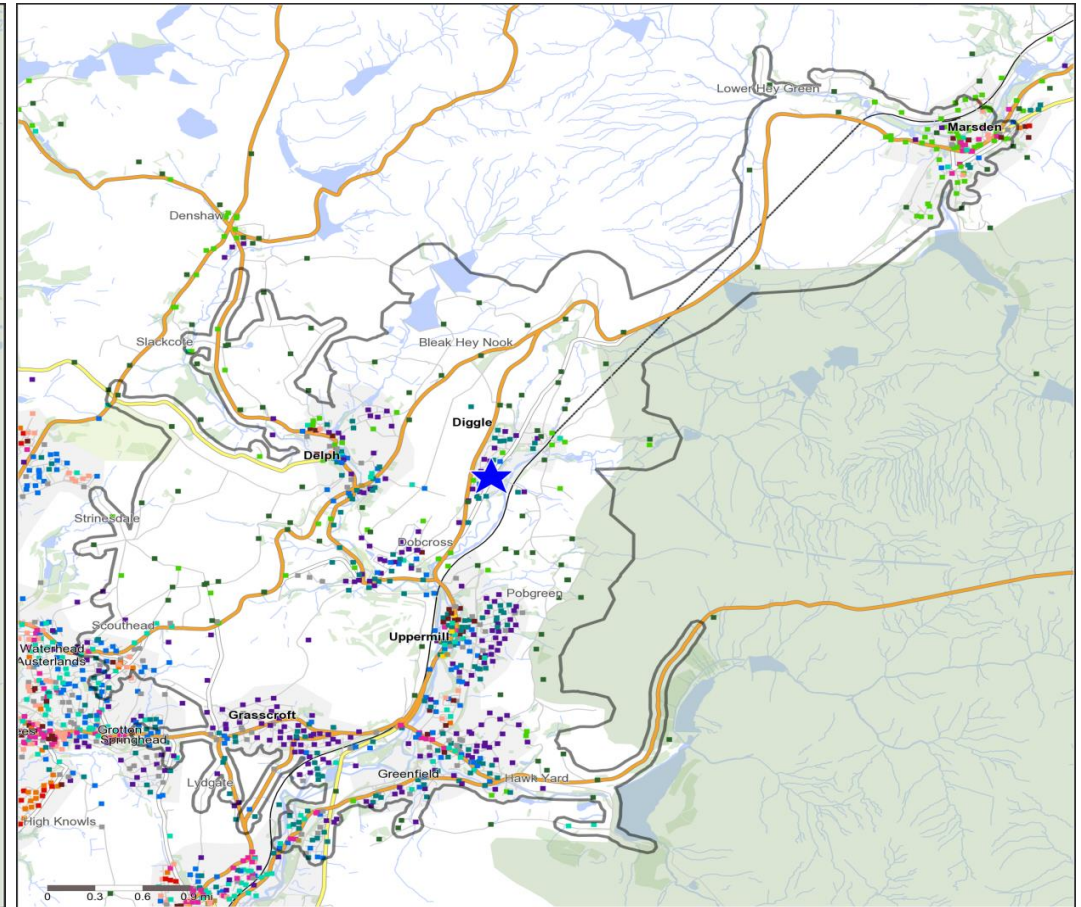
Social Grade	0.5 Mile Catchment			1 Mile Catchment			10 Minute DT Catchment		
	%	Index		%	Index		%	Index	
ABC1	69.2	130		70.7	133		67.5	127	
C2DE	30.8	66		29.3	62		32.5	69	

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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★ Site	N Catchment			
A City Prosperity	B Prestige Positions	C Country Living	D Rural Reality	E Senior Security
F Suburban Stability	G Domestic Success	H Aspiring Homemakers	I Family Basics	J Transient Renters
K Municipal Challenge	L Vintage Value	M Modest Traditions	N Urban Cohesion	O Rental Hubs

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	16	0.1
<div></div>	A02	Uptown Elite	0	0.0	0	0.0	0	0.0	<div></div>	I37	Budget Generations	0	0.0	0	0.0	69	0.3
<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	4	0.3	4	0.1	67	0.3	<div></div>	J40	Make Do & Move On	0	0.0	0	0.0	20	0.1
<div></div>	B06	Diamond Days	0	0.0	16	0.4	431	2.2	<div></div>	J41	Disconnected Youth	0	0.0	0	0.0	0	0.0
<div></div>	B07	Alpha Families	81	5.8	297	7.9	1,110	5.6	<div></div>	J42	Midlife Stopgap	0	0.0	5	0.1	532	2.7
<div></div>	B08	Bank of Mum and Dad	44	3.1	103	2.7	776	3.9	<div></div>	J43	Renting a Room	0	0.0	0	0.0	0	0.0
<div></div>	B09	Empty-Nest Adventure	229	16.4	561	14.9	1,414	7.1	<div></div>	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0
<div></div>	C10	Wealthy Landowners	67	4.8	184	4.9	714	3.6	<div></div>	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0
<div></div>	C11	Rural Vogue	29	2.1	62	1.6	135	0.7	<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	8	0.0	<div></div>	K47	Streetwise Singles	0	0.0	0	0.0	0	0.0
<div></div>	C13	Village Retirement	78	5.6	140	3.7	398	2.0	<div></div>	K48	Low Income Workers	0	0.0	0	0.0	0	0.0
<div></div>	D14	Satellite Settlers	113	8.1	391	10.4	1,050	5.3	<div></div>	L49	Dependent Greys	0	0.0	0	0.0	22	0.1
<div></div>	D15	Local Focus	41	2.9	41	1.1	761	3.8	<div></div>	L50	Pocket Pensions	0	0.0	37	1.0	393	2.0
<div></div>	D16	Outlying Seniors	0	0.0	0	0.0	692	3.5	<div></div>	L51	Aided Elderly	0	0.0	71	1.9	414	2.1
<div></div>	D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	<div></div>	L52	Estate Veterans	0	0.0	0	0.0	9	0.0
<div></div>	E18	Legacy Elders	0	0.0	93	2.5	826	4.2	<div></div>	L53	Seasoned Survivors	0	0.0	0	0.0	0	0.0
<div></div>	E19	Bungalow Heaven	0	0.0	7	0.2	243	1.2	<div></div>	M54	Down-to-Earth Owners	0	0.0	0	0.0	147	0.7
<div></div>	E20	Classic Grandparents	0	0.0	0	0.0	335	1.7	<div></div>	M55	Offspring Overspill	0	0.0	3	0.1	243	1.2
<div></div>	E21	Solo Retirees	0	0.0	9	0.2	317	1.6	<div></div>	M56	Self Supporters	0	0.0	1	0.0	242	1.2
<div></div>	F22	Boomerang Boarders	0	0.0	13	0.3	751	3.8	<div></div>	N57	Community Elders	0	0.0	0	0.0	0	0.0
<div></div>	F23	Family Ties	62	4.4	68	1.8	378	1.9	<div></div>	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0
<div></div>	F24	Fledgling Free	0	0.0	2	0.1	214	1.1	<div></div>	N59	Asian Heritage	0	0.0	0	0.0	0	0.0
<div></div>	F25	Dependable Me	147	10.5	329	8.7	1,290	6.5	<div></div>	N60	Ageing Access	0	0.0	0	0.0	36	0.2
<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	105	0.5
<div></div>	G27	Thriving Independence	0	0.0	245	6.5	1,359	6.9	<div></div>	O62	Central Pulse	0	0.0	0	0.0	0	0.0
<div></div>	G28	Modern Parents	151	10.8	189	5.0	554	2.8	<div></div>	O63	Flexible Workforce	0	0.0	0	0.0	0	0.0
<div></div>	G29	Mid-Career Convention	351	25.1	798	21.2	2,602	13.1	<div></div>	O64	Bus-Route Renters	0	0.0	21	0.6	42	0.2
<div></div>	H30	Primary Ambitions	0	0.0	0	0.0	12	0.1	<div></div>	O65	Learners & Earners	0	0.0	0	0.0	0	0.0
<div></div>	H31	Affordable Fringe	0	0.0	0	0.0	81	0.4	<div></div>	O66	Student Scene	0	0.0	0	0.0	0	0.0
<div></div>	H32	First-Rung Futures	0	0.0	40	1.1	460	2.3	<div></div>	U99	Unclassified	0	0.0	0	0.0	0	0.0
<div></div>	H33	Contemporary Starts	0	0.0	0	0.0	350	1.8	Total			1,398		3,763		19,800	
<div></div>	H34	New Foundations	1	0.1	20	0.5	20	0.1									
<div></div>	H35	Flying Solo	0	0.0	13	0.3	162	0.8									

Top 5 Mosaic Types

1. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older



- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

2. 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

3. D14 Satellite Settlers

Mature households living in expanding developments around larger villages with good transport links



- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

4. F25 Dependable Me

Single mature owners settled in traditional suburban semis working in intermediate occupations



- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

5. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

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

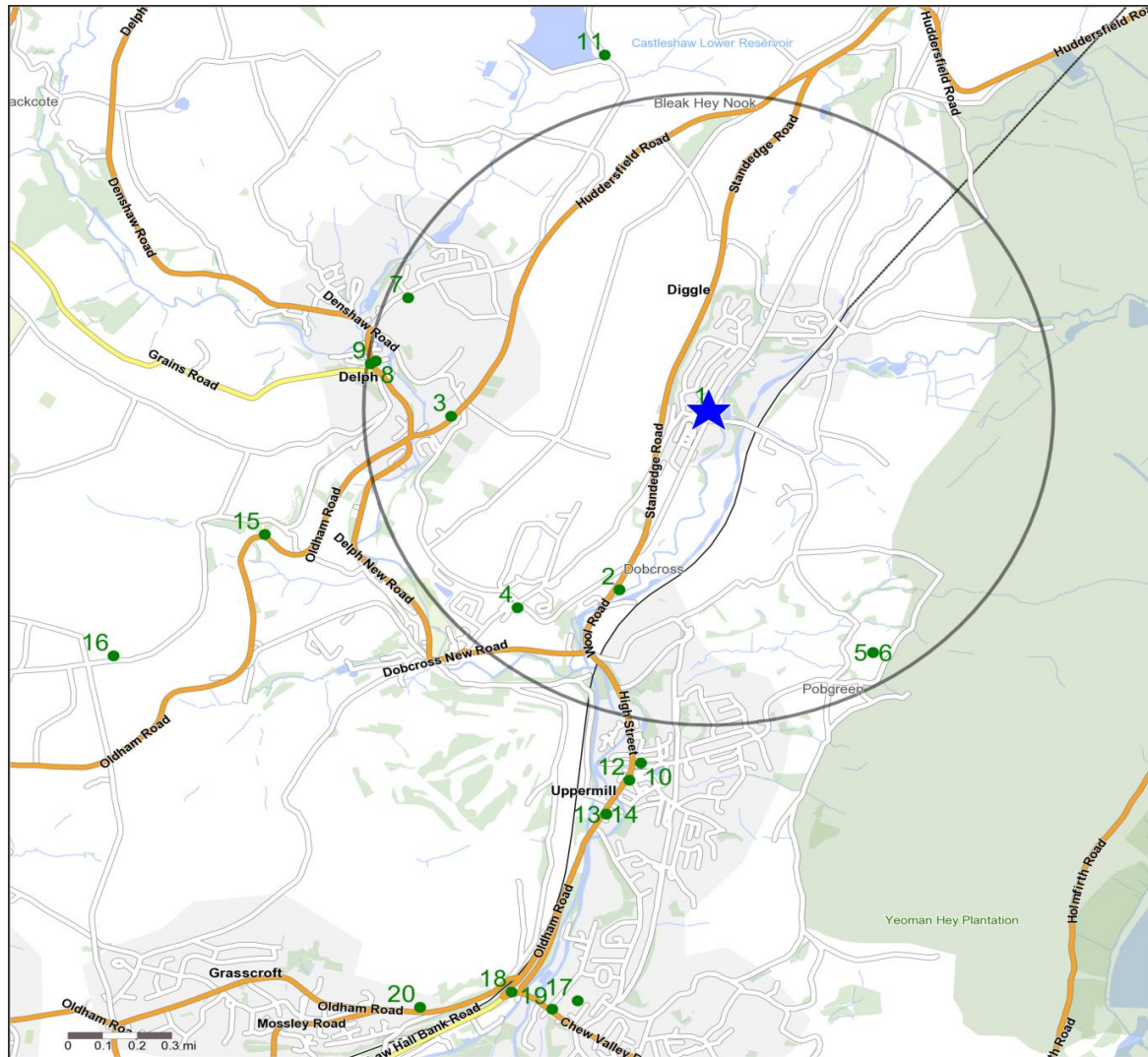
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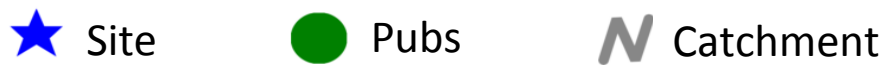
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Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Hanging Gate	Star Pubs & Bars	0.0	0.0
2	Navigation Inn	Enterprise Inns	0.6	1.8
3	Old Bell Inn	Independent Free	0.7	5.5
4	Swan Inn	Marston's	0.8	3.1
5	Church Inn	Independent Free	0.9	3.5
6	Cross Keys	J W Lees	0.9	3.5
7	White Lion	Thwaites	0.9	5.9
8	Bulls Head Inn	Independent Free	1.0	6.8
9	Swan Inn	J W Lees	1.0	6.7
10	Commercial	Punch Pub Company	1.1	3.9
11	Diggle Hotel	Enterprise Inns	1.2	5.1
12	Hare & Hounds	Punch Pub Company	1.2	4.2
13	Waggon Inn	Robinsons	1.3	4.6
14	Granby Arms	Enterprise Inns	1.3	4.6
15	Albion Cafe	Independent Free	1.3	6.0
16	Old Original	Unknown	1.9	7.7
17	Kingfisher	Marston's	1.9	7.2
18	Railway Hotel	Enterprise Inns	1.9	6.3
19	Wellington	Unknown	2.0	6.9
20	Farrars Arms	Enterprise Inns	2.1	6.6