

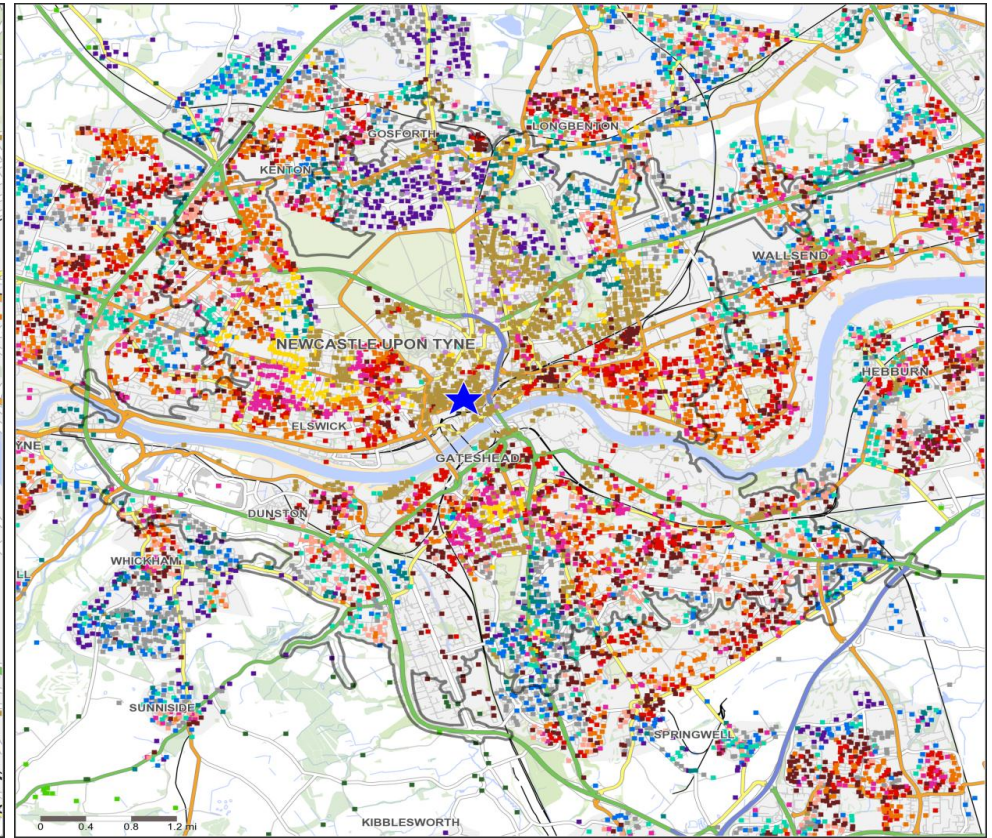
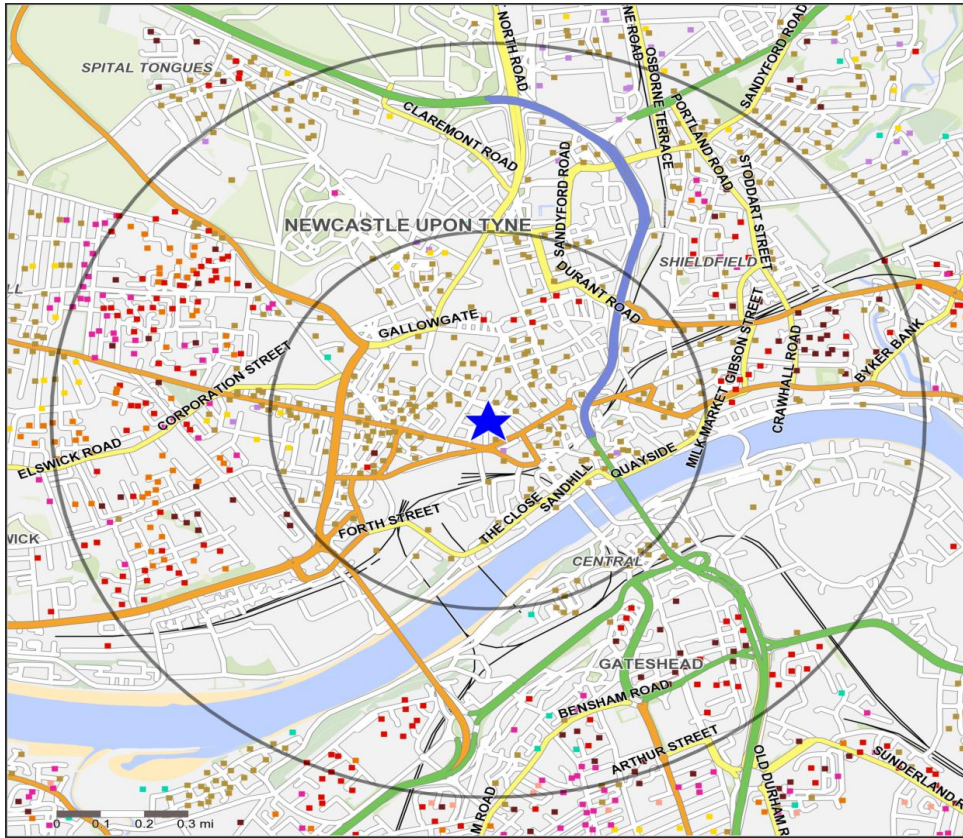
Catchment Mosaic Profile			Per Pub Analysis	0.5 Mile Catchment	1 Mile Catchment	10 Minute DT Catchment
O Rental Hubs	K Municipal Challenge	I Family Basics	Number of Pubs	159	196	324
			Catchment Adults 18+	8,490	30,133	211,190
			Catchment Adults 18+ Per Pub	53	154	652

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	89	1.0	4	650	2.2	7	31,207	14.8	51
Great Pub Great Food Silver	89	1.0	2	741	2.5	5	49,816	23.6	51
Mainstream Pub with Food - Suburban Value	423	5.0	9	5,080	16.9	30	108,649	51.4	92
Mainstream Pub with Food - Suburban Aspiration	484	5.7	15	1,853	6.1	17	50,577	23.9	64
Mainstream Pub with Food - Country Value	0	0.0	0	0	0.0	0	1,509	0.7	6
Mainstream Pub with Food - Country Aspiration	0	0.0	0	0	0.0	0	10,648	5.0	40
Bit of Style	6,109	72.0	293	16,316	54.1	220	93,463	44.3	180
YPV Mainstream	2,674	31.5	1,256	9,394	31.2	1,243	39,279	18.6	742
YPV Premium	5,963	70.2	1,015	14,128	46.9	677	55,503	26.3	380
Community Wet	3,075	36.2	116	17,922	59.5	190	117,301	55.5	178
Total 18+ Population in Catchment	8,490			30,133			211,190		

Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	80.2	151	59.0	111	54.5	103
C2DE	19.8	42	41.0	87	45.5	97

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

Mosaic Groups in 10 minute DT Catchment Area



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|-----------------------|----------------------|-----------------------|------------------|---------------------|
| Site | 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

Mosaic Type Profile	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment		Mosaic Type Profile	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	Catchment Adults 18+	%	Catchment Adults 18+	%	Catchment Adults 18+	%		Catchment Adults 18+	%	Catchment Adults 18+	%	Catchment Adults 18+	%
A01 World-Class Wealth	0	0.0	49	0.2	253	0.1	I36 Solid Economy	0	0.0	0	0.0	1,150	0.5
A02 Uptown Elite	31	0.4	130	0.4	3,092	1.5	I37 Budget Generations	0	0.0	0	0.0	4,386	2.1
A03 Penthouse Chic	0	0.0	0	0.0	0	0.0	I38 Childcare Squeeze	0	0.0	0	0.0	2,409	1.1
A04 Metro High-Flyers	58	0.7	65	0.2	101	0.0	I39 Families with Needs	0	0.0	1,964	6.5	15,303	7.2
B05 Premium Fortunes	0	0.0	0	0.0	3,557	1.7	J40 Make Do & Move On	0	0.0	0	0.0	2,310	1.1
B06 Diamond Days	0	0.0	0	0.0	950	0.4	J41 Disconnected Youth	29	0.3	306	1.0	2,981	1.4
B07 Alpha Families	0	0.0	0	0.0	167	0.1	J42 Midlife Stopgap	0	0.0	46	0.2	2,030	1.0
B08 Bank of Mum and Dad	0	0.0	0	0.0	759	0.4	J43 Renting a Room	28	0.3	1,232	4.1	10,554	5.0
B09 Empty-Nest Adventure	0	0.0	0	0.0	369	0.2	K44 Inner City Stalwarts	67	0.8	186	0.6	214	0.1
C10 Wealthy Landowners	0	0.0	0	0.0	53	0.0	K45 Crowded Kaleidoscope	3	0.0	229	0.8	229	0.1
C11 Rural Vogue	0	0.0	0	0.0	12	0.0	K46 High Rise Residents	175	2.1	2,567	8.5	4,675	2.2
C12 Scattered Homesteads	0	0.0	0	0.0	6	0.0	K47 Streetwise Singles	119	1.4	1,985	6.6	8,085	3.8
C13 Village Retirement	0	0.0	0	0.0	10	0.0	K48 Low Income Workers	0	0.0	369	1.2	5,515	2.6
D14 Satellite Settlers	0	0.0	0	0.0	33	0.0	L49 Dependent Greys	69	0.8	1,491	4.9	5,215	2.5
D15 Local Focus	0	0.0	0	0.0	0	0.0	L50 Pocket Pensions	0	0.0	0	0.0	1,600	0.8
D16 Outlying Seniors	0	0.0	0	0.0	0	0.0	L51 Aided Elderly	0	0.0	53	0.2	1,234	0.6
D17 Far-Flung Outposts	0	0.0	0	0.0	0	0.0	L52 Estate Veterans	0	0.0	58	0.2	7,059	3.3
E18 Legacy Elders	0	0.0	0	0.0	2,552	1.2	L53 Seasoned Survivors	0	0.0	91	0.3	3,884	1.8
E19 Bungalow Heaven	0	0.0	0	0.0	686	0.3	M54 Down-to-Earth Owners	0	0.0	0	0.0	4,491	2.1
E20 Classic Grandparents	0	0.0	0	0.0	4,188	2.0	M55 Offspring Overspill	0	0.0	24	0.1	4,415	2.1
E21 Solo Retirees	0	0.0	0	0.0	2,110	1.0	M56 Self Supporters	0	0.0	0	0.0	2,150	1.0
F22 Boomerang Boarders	0	0.0	0	0.0	1,760	0.8	N57 Community Elders	0	0.0	0	0.0	1,778	0.8
F23 Family Ties	0	0.0	0	0.0	2,811	1.3	N58 Cultural Comfort	0	0.0	0	0.0	1,179	0.6
F24 Fledgling Free	0	0.0	0	0.0	780	0.4	N59 Asian Heritage	0	0.0	297	1.0	3,385	1.6
F25 Dependable Me	0	0.0	0	0.0	730	0.3	N60 Ageing Access	173	2.0	444	1.5	3,647	1.7
G26 Cafés and Catchments	0	0.0	0	0.0	6,100	2.9	O61 Career Builders	0	0.0	232	0.8	4,266	2.0
G27 Thriving Independence	0	0.0	0	0.0	4,056	1.9	O62 Central Pulse	3,306	38.9	4,759	15.8	8,552	4.0
G28 Modern Parents	0	0.0	0	0.0	1,462	0.7	O63 Flexible Workforce	1	0.0	108	0.4	1,717	0.8
G29 Mid-Career Convention	0	0.0	0	0.0	306	0.1	O64 Bus-Route Renters	11	0.1	173	0.6	8,773	4.2
H30 Primary Ambitions	0	0.0	223	0.7	2,438	1.2	O65 Learners & Earners	211	2.5	1,308	4.3	15,830	7.5
H31 Affordable Fringe	0	0.0	0	0.0	4,303	2.0	O66 Student Scene	2,434	28.7	7,780	25.8	20,468	9.7
H32 First-Rung Futures	0	0.0	0	0.0	1,714	0.8	U99 Unclassified	1,565	18.4	3,532	11.7	5,095	2.4
H33 Contemporary Starts	0	0.0	0	0.0	348	0.2							
H34 New Foundations	210	2.5	432	1.4	742	0.4							
H35 Flying Solo	0	0.0	0	0.0	163	0.1							
							Total	8,490		30,133		211,190	

Top 5 Mosaic Types

1. O66 Student Scene

Students living in high density accommodation close to universities and educational centres



- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

2. O62 Central Pulse

Entertainment-seeking youngsters renting city centre flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

3. K46 High Rise Residents

Renters of social flats in high rise blocks where levels of need are significant



- Singles and sharers
- High rise social flats
- Urban locations
- Least likely to own a car
- Shop around to find cheapest price
- Low use of insurance

4. 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

5. 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

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

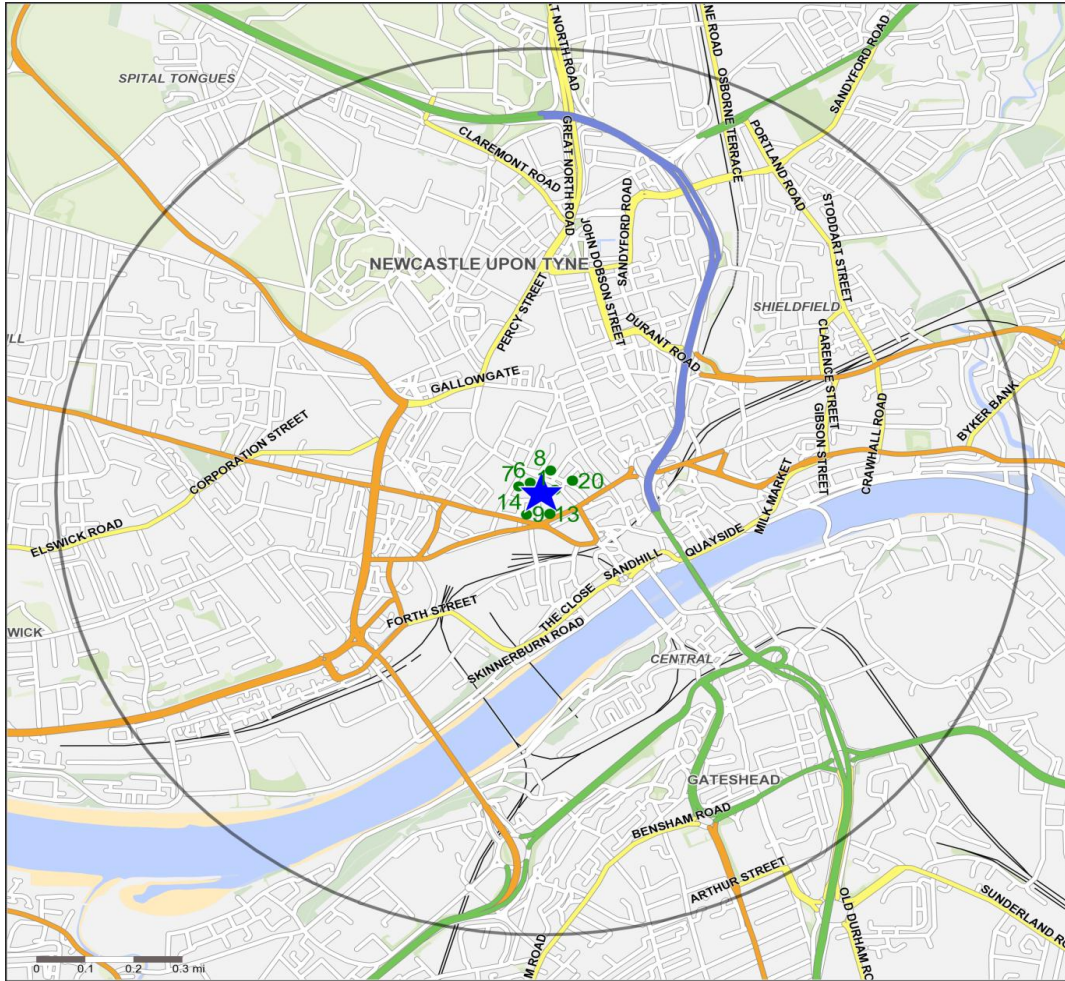
www.segmentationportal.com

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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★ Site
 ● Pubs
 N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Fleet Street	Star Pubs & Bars	0.0	0.0
2	Mimo	Independent Free	0.0	0.0
3	Ohso	Independent Free	0.0	0.4
4	Blackie Boy	Star Pubs & Bars	0.0	0.4
5	Rewind	Unknown	0.0	0.4
6	City Vaults	Eclectic Bars	0.0	0.3
7	Yates's	Stonegate Pub Company	0.0	0.3
8	Pop World	Stonegate Pub Company	0.1	0.4
9	Florita'S Miami Bar	Apartment Group	0.1	0.3
10	House Of Smith	Apartment Group	0.1	0.3
11	Madame Koo	Apartment Group	0.1	0.3
12	Perdu	Independent Free	0.1	0.3
13	Revolution	Inventive Leisure	0.1	0.3
14	Union Rooms	Wetherspoon	0.1	0.4
15	Kiss Fun Bar	Unknown	0.1	0.5
16	Yel Bar	Independent Free	0.1	0.5
17	Balmbra's	Independent Free	0.1	0.5
18	Bar 24	Unknown	0.1	0.5
19	Circuit One	Independent Free	0.1	0.5
20	Pumphreys No1 Bar	Independent Free	0.1	0.5