

1 Mile Catchment Mosaic Profile

L Vintage Value



K Municipal Challenge



O Rental Hubs



Per Pub Analysis

	0.5 Mile Catchment	1 Mile Catchment	10 Minute DT Catchment
Number of Pubs	14	36	51
Catchment Adults 18+	3,422	16,172	48,468
Catchment Adults 18+ Per Pub	244	449	950

Standard Catchment Pub Channel Index

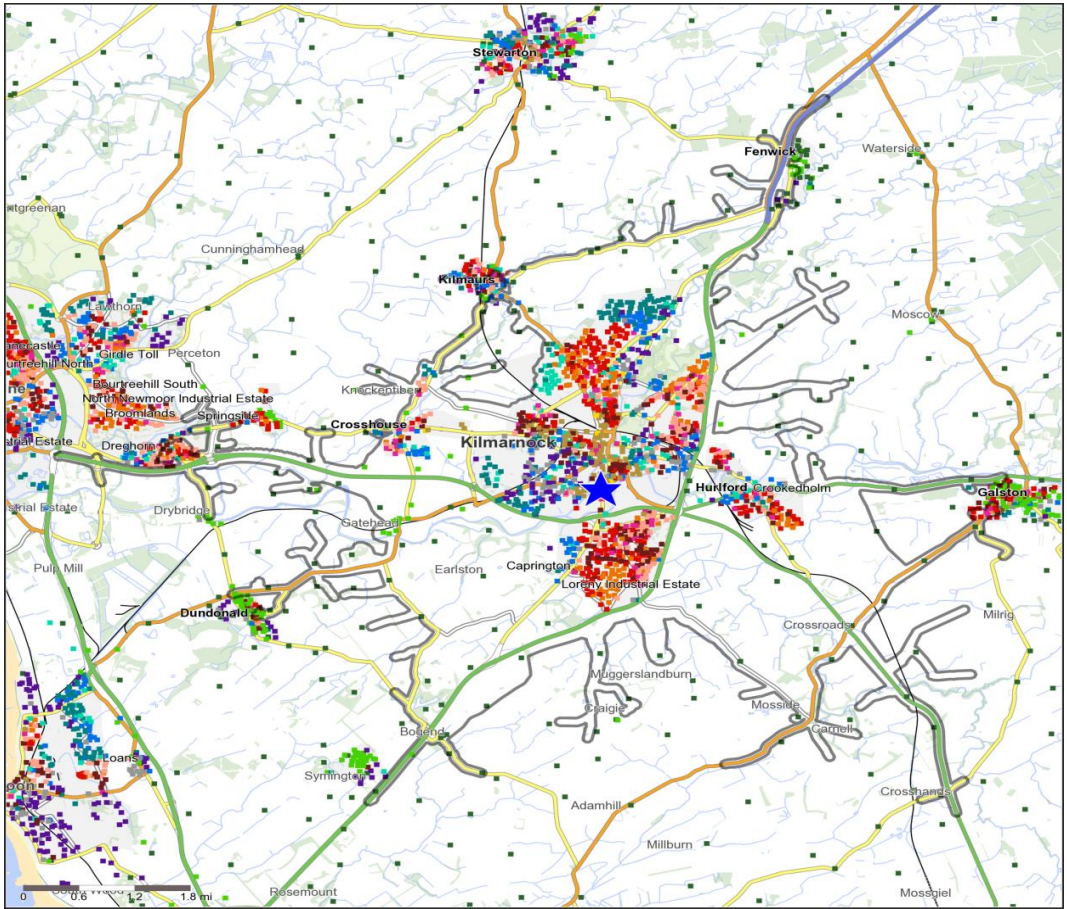
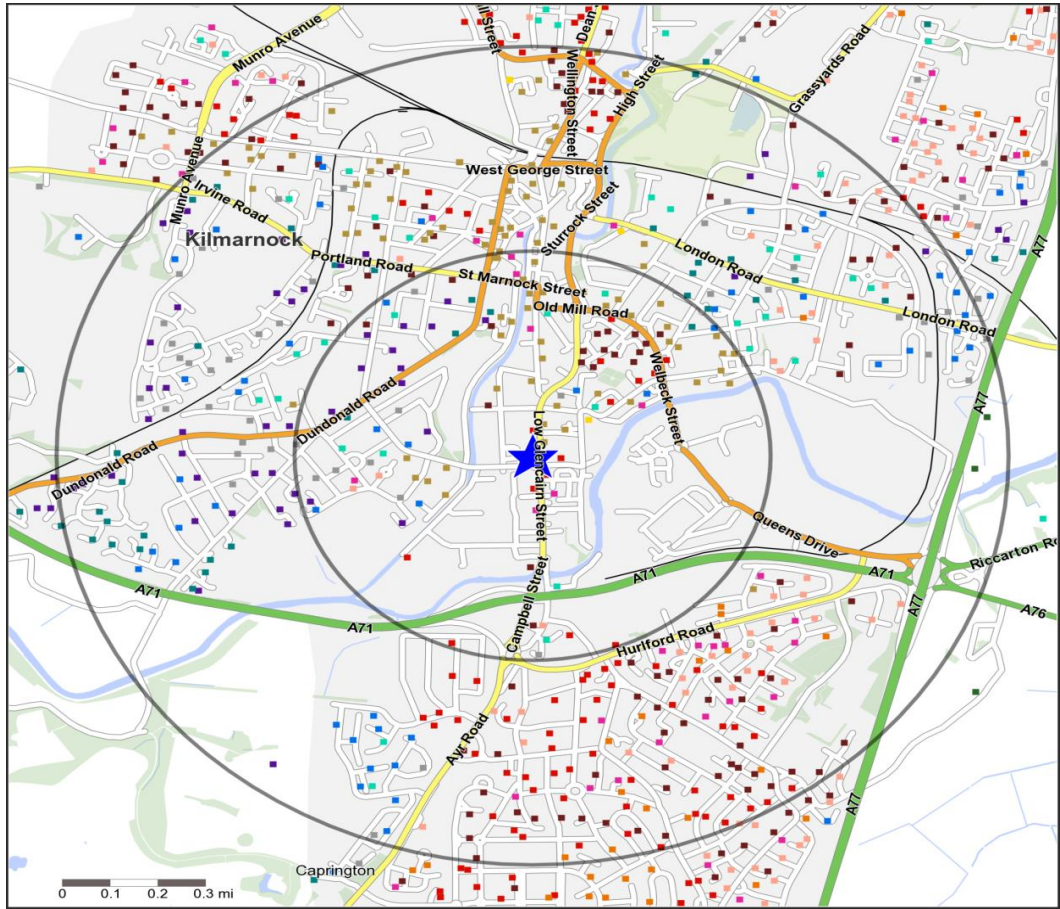
	0.5 Mile Catchment			1 Mile Catchment			10 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Great Pub Great Food Gold	764	22.3	76	3,683	22.8	78	11,427	23.6	81
Great Pub Great Food Silver	1,093	31.9	69	6,534	40.4	88	20,235	41.7	91
Mainstream Pub with Food - Suburban Value	2,145	62.7	113	10,699	66.2	119	31,369	64.7	117
Mainstream Pub with Food - Suburban Aspiration	2,076	60.7	163	6,548	40.5	109	16,088	33.2	89
Mainstream Pub with Food - Country Value	75	2.2	18	820	5.1	41	3,061	6.3	51
Mainstream Pub with Food - Country Aspiration	585	17.1	138	1,997	12.3	100	4,075	8.4	68
Bit of Style	1,431	41.8	168	3,621	22.4	90	7,235	14.9	60
YPV Mainstream	4	0.1	6	10	0.1	3	244	0.5	25
YPV Premium	1,258	36.8	551	2,357	14.6	218	2,674	5.5	83
Community Wet	1,153	33.7	109	8,543	52.8	171	26,895	55.5	179
Total 18+ Population in Catchment	3,422			16,172			48,468		

Social Grade

	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	50.4	95	46.8	88	42.6	80
C2DE	49.6	106	53.2	113	57.4	122

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	0	0.0	0	0.0	I36	Solid Economy	0	0.0	0	0.0	108	0.2		
A02	Uptown Elite	0	0.0	0	0.0	0	0.0	I37	Budget Generations	0	0.0	199	1.2	1,192	2.5		
A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	I38	Childcare Squeeze	0	0.0	199	1.2	811	1.7		
A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	I39	Families with Needs	0	0.0	77	0.5	2,859	5.9		
B05	Premium Fortunes	0	0.0	0	0.0	0	0.0	J40	Make Do & Move On	7	0.2	404	2.5	1,892	3.9		
B06	Diamond Days	5	0.1	26	0.2	27	0.1	J41	Disconnected Youth	4	0.1	10	0.1	244	0.5		
B07	Alpha Families	0	0.0	11	0.1	168	0.3	J42	Midlife Stopgap	40	1.2	69	0.4	210	0.4		
B08	Bank of Mum and Dad	319	9.3	487	3.0	685	1.4	J43	Renting a Room	33	1.0	45	0.3	45	0.1		
B09	Empty-Nest Adventure	155	4.5	700	4.3	1,278	2.6	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0		
C10	Wealthy Landowners	0	0.0	6	0.0	274	0.6	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0		
C11	Rural Vogue	0	0.0	1	0.0	302	0.6	K46	High Rise Residents	0	0.0	0	0.0	0	0.0		
C12	Scattered Homesteads	0	0.0	2	0.0	341	0.7	K47	Streetwise Singles	290	8.5	1,753	10.8	4,564	9.4		
C13	Village Retirement	0	0.0	0	0.0	184	0.4	K48	Low Income Workers	9	0.3	768	4.7	4,506	9.3		
D14	Satellite Settlers	0	0.0	1	0.0	277	0.6	L49	Dependent Greys	426	12.4	1,069	6.6	1,433	3.0		
D15	Local Focus	0	0.0	0	0.0	403	0.8	L50	Pocket Pensions	9	0.3	377	2.3	1,057	2.2		
D16	Outlying Seniors	0	0.0	0	0.0	297	0.6	L51	Aided Elderly	21	0.6	180	1.1	209	0.4		
D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	L52	Estate Veterans	0	0.0	1,076	6.7	2,091	4.3		
E18	Legacy Elders	122	3.6	520	3.2	644	1.3	L53	Seasoned Survivors	4	0.1	150	0.9	507	1.0		
E19	Bungalow Heaven	28	0.8	307	1.9	450	0.9	M54	Down-to-Earth Owners	0	0.0	910	5.6	4,014	8.3		
E20	Classic Grandparents	111	3.2	436	2.7	667	1.4	M55	Offspring Overspill	11	0.3	238	1.5	568	1.2		
E21	Solo Retirees	38	1.1	75	0.5	294	0.6	M56	Self Supporters	53	1.5	177	1.1	554	1.1		
F22	Boomerang Boarders	69	2.0	623	3.9	1,295	2.7	N57	Community Elders	0	0.0	0	0.0	0	0.0		
F23	Family Ties	63	1.8	177	1.1	728	1.5	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0		
F24	Fledgling Free	47	1.4	512	3.2	1,450	3.0	N59	Asian Heritage	0	0.0	0	0.0	0	0.0		
F25	Dependable Me	81	2.4	544	3.4	1,013	2.1	N60	Ageing Access	7	0.2	34	0.2	99	0.2		
G26	Cafés and Catchments	0	0.0	0	0.0	0	0.0	O61	Career Builders	0	0.0	54	0.3	54	0.1		
G27	Thriving Independence	59	1.7	261	1.6	283	0.6	O62	Central Pulse	0	0.0	0	0.0	0	0.0		
G28	Modern Parents	16	0.5	452	2.8	3,626	7.5	O63	Flexible Workforce	0	0.0	0	0.0	0	0.0		
G29	Mid-Career Convention	12	0.4	145	0.9	498	1.0	O64	Bus-Route Renters	1,224	35.8	2,272	14.0	2,577	5.3		
H30	Primary Ambitions	39	1.1	73	0.5	337	0.7	O65	Learners & Earners	0	0.0	0	0.0	0	0.0		
H31	Affordable Fringe	54	1.6	247	1.5	686	1.4	O66	Student Scene	0	0.0	0	0.0	0	0.0		
H32	First-Rung Futures	31	0.9	417	2.6	834	1.7	U99	Unclassified	1	0.0	1	0.0	776	1.6		
H33	Contemporary Starts	0	0.0	0	0.0	872	1.8										
H34	New Foundations	0	0.0	2	0.0	88	0.2										
H35	Flying Solo	34	1.0	85	0.5	97	0.2										
								Total		3,422		16,172		48,468			

Top 5 Mosaic Types

1. O64 Bus-Route Renters

Singles renting affordable private flats away from central amenities and often on main roads



- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

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. L52 Estate Veterans

Longstanding elderly renters of social homes who have seen neighbours change to a mix of owners and renters



- Average age 75
- Often living alone
- Long term social renters of current home
- Living on estates with some deprivation
- Low income
- Can get left behind by technology

4. L49 Dependent Greys

Ageing social renters with high levels of need in centrally located developments of small units



- Ageing singles
- Vulnerable to poor health
- 1 bedroom socially rented units
- Disabled parking permits
- Low income
- City location

5. 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

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

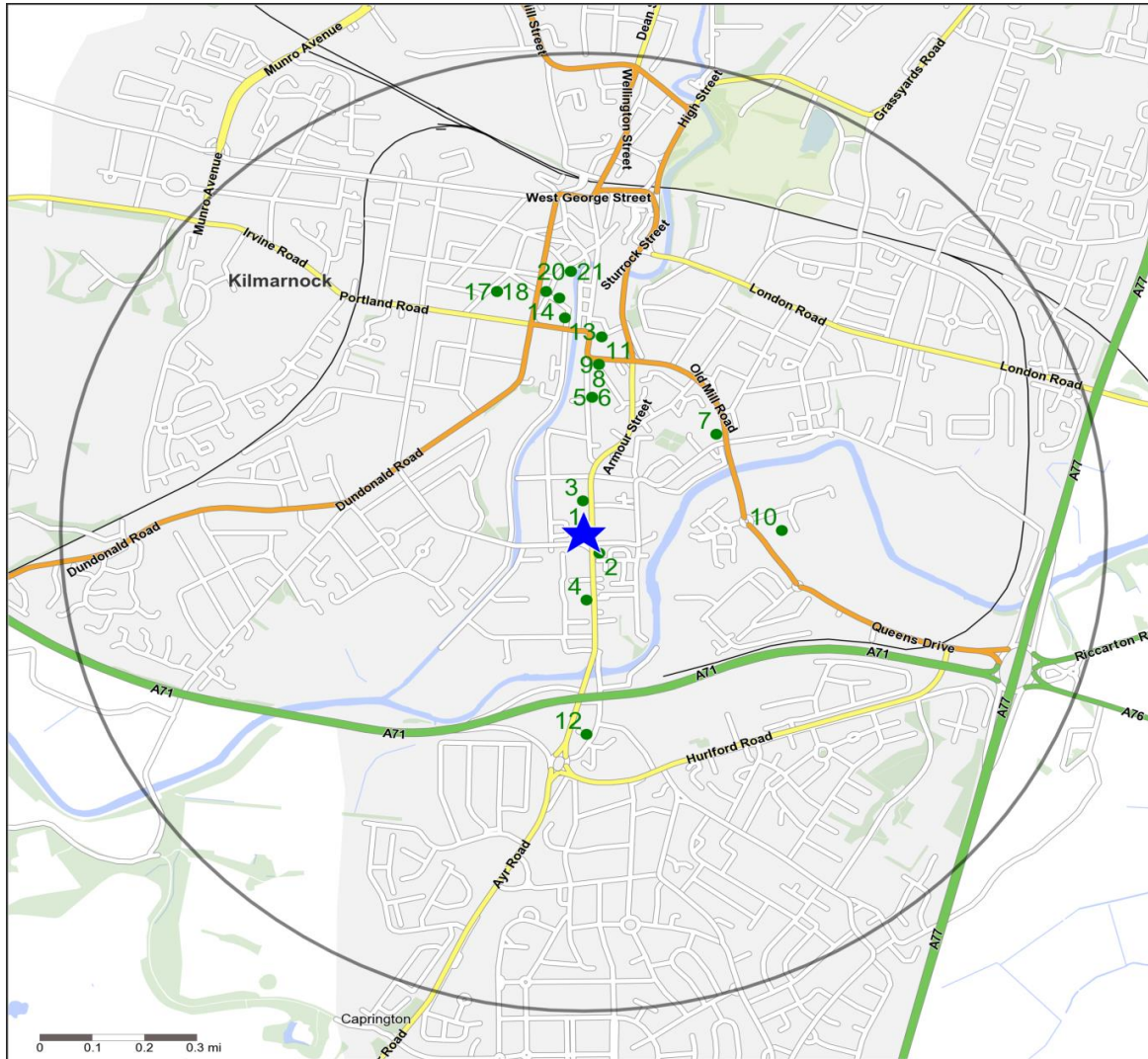
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Competitor Map



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Site
 Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Howard Arms	Star Pubs & Bars	0.0	0.2
2	Hunting Lodge	Independent Free	0.1	0.4
3	Crown Bar	Independent Free	0.1	0.6
4	Burns Inn	Kingdom Taverns	0.1	0.8
5	Oshannons	G1 Group	0.3	1.8
6	Long House	Unknown	0.3	1.8
7	Bellfield Tavern	Punch Pub Company	0.3	1.5
8	Oceans 11	Independent Free	0.4	1.7
9	Arena	G1 Group	0.4	1.7
10	Scots Bonnet	Greene King	0.4	2.3
11	Paris Match	Independent Free	0.4	4.2
12	Riccarton Inn	Independent Free	0.4	2.0
13	Pravda	Independent Free	0.4	2.1
14	No 10 Bar	Independent Free	0.5	2.3
15	House Of Chau	Independent Free	0.5	2.3
16	Whisky Joes	Punch Pub Company	0.5	2.8
17	Brass & Granite	Unknown	0.5	2.8
18	Macks Bar	Independent Free	0.5	2.8
19	Riverbank Bar & Restaurant	Independent Free	0.5	3.1
20	First Edition	Stonegate Pub Company	0.5	3.1