

1 Mile Catchment Mosaic Profile

Per Pub Analysis

0.5 Mile
Catchment

1 Mile
Catchment

10 Minute DT
Catchment

F Suburban Stability

E Senior Security

H Aspiring Homemakers



Number of Pubs

3

4

23

Catchment Adults 18+

3,306

5,550

26,566

Catchment Adults 18+ Per Pub

1,102

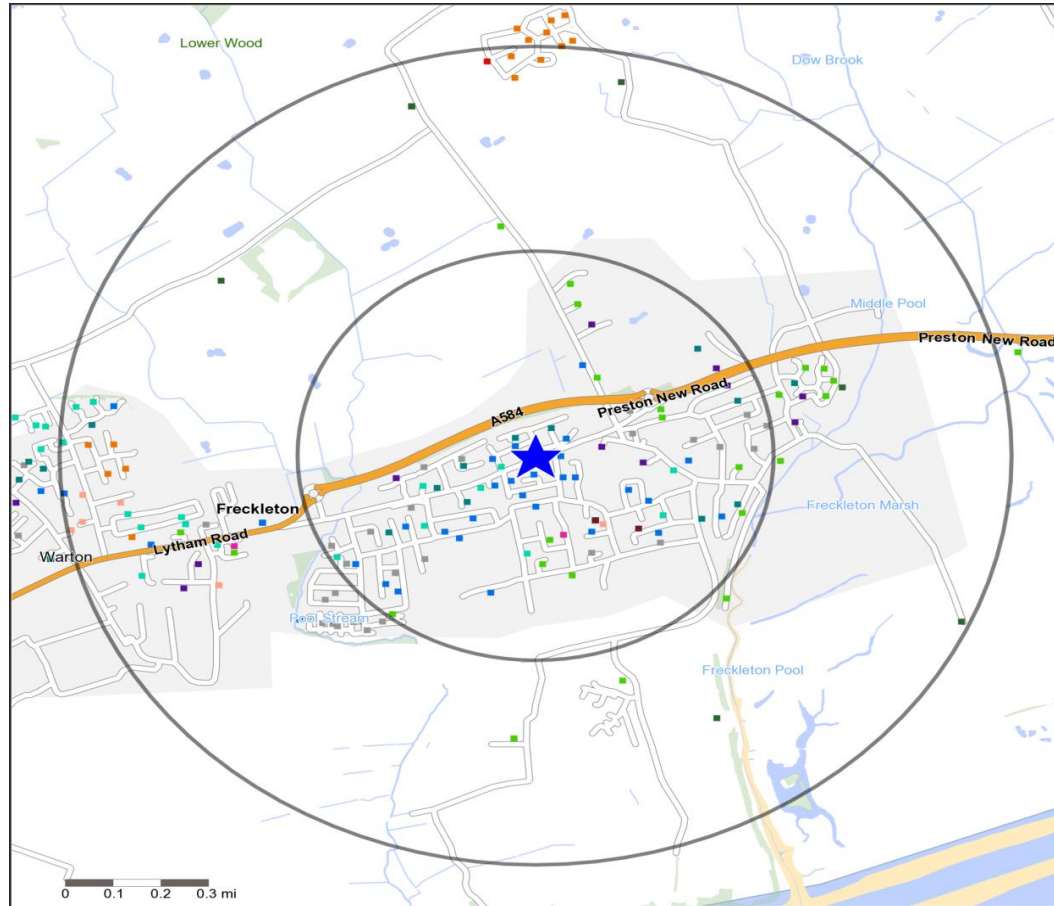
1,388

1,155

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	1,416	42.8	147	2,024	36.5	125	8,502	32.0	110
Great Pub Great Food Silver	2,634	79.7	173	4,020	72.4	158	16,040	60.4	131
Mainstream Pub with Food - Suburban Value	2,591	78.4	141	4,401	79.3	143	18,894	71.1	128
Mainstream Pub with Food - Suburban Aspiration	1,554	47.0	127	2,232	40.2	108	10,372	39.0	105
Mainstream Pub with Food - Country Value	1,477	44.7	361	2,309	41.6	337	6,061	22.8	185
Mainstream Pub with Food - Country Aspiration	710	21.5	173	910	16.4	132	3,710	14.0	113
Bit of Style	254	7.7	31	602	10.8	43	3,528	13.3	53
YPV Mainstream	0	0.0	0	0	0.0	0	262	1.0	49
YPV Premium	67	2.0	30	104	1.9	28	466	1.8	26
Community Wet	760	23.0	74	1,481	26.7	86	8,586	32.3	104
Total 18+ Population in Catchment	3,306			5,550			26,566		

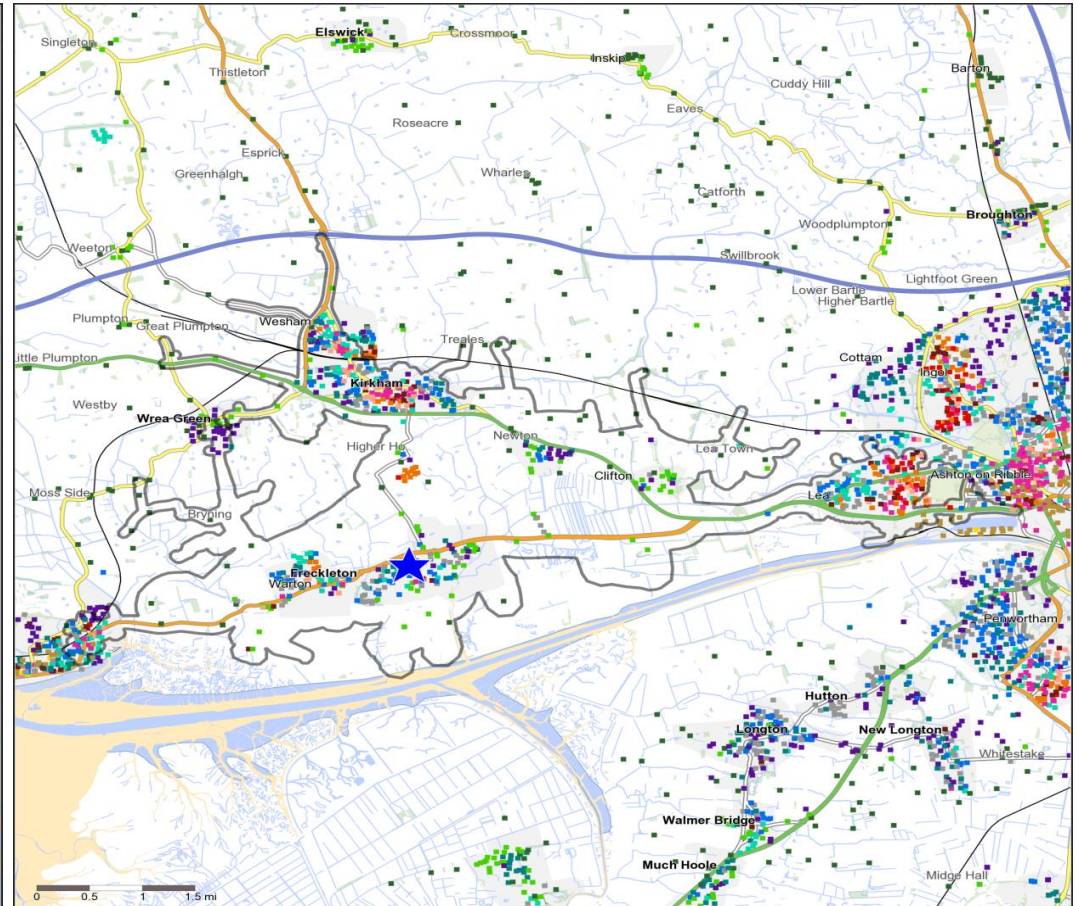
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	57.5	108	54.5	103	52.5	99
C2DE	42.5	91	45.5	97	47.5	101

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

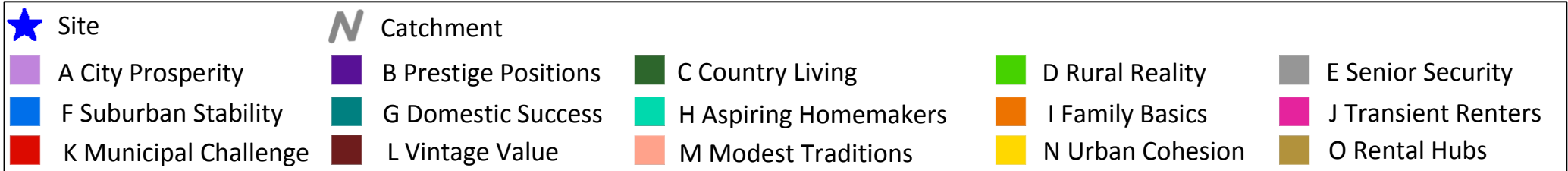


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Mosaic Groups in 10 minute DT Catchment Area



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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	2	0.1	75	1.4	288	1.1
<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	214	0.8
<div></div>	A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	<div></div>	I38	Childcare Squeeze	0	0.0	194	3.5	737	2.8
<div></div>	A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	<div></div>	I39	Families with Needs	7	0.2	102	1.8	411	1.5
<div></div>	B05	Premium Fortunes	0	0.0	0	0.0	20	0.1	<div></div>	J40	Make Do & Move On	67	2.0	86	1.5	896	3.4
<div></div>	B06	Diamond Days	0	0.0	0	0.0	156	0.6	<div></div>	J41	Disconnected Youth	0	0.0	0	0.0	261	1.0
<div></div>	B07	Alpha Families	0	0.0	0	0.0	343	1.3	<div></div>	J42	Midlife Stopgap	0	0.0	0	0.0	509	1.9
<div></div>	B08	Bank of Mum and Dad	170	5.1	210	3.8	718	2.7	<div></div>	J43	Renting a Room	0	0.0	0	0.0	402	1.5
<div></div>	B09	Empty-Nest Adventure	8	0.2	79	1.4	714	2.7	<div></div>	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0
<div></div>	C10	Wealthy Landowners	13	0.4	40	0.7	353	1.3	<div></div>	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0
<div></div>	C11	Rural Vogue	7	0.2	9	0.2	83	0.3	<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	4	0.0	<div></div>	K47	Streetwise Singles	0	0.0	0	0.0	344	1.3
<div></div>	C13	Village Retirement	19	0.6	31	0.6	351	1.3	<div></div>	K48	Low Income Workers	3	0.1	28	0.5	513	1.9
<div></div>	D14	Satellite Settlers	144	4.4	280	5.0	1,275	4.8	<div></div>	L49	Dependent Greys	0	0.0	0	0.0	192	0.7
<div></div>	D15	Local Focus	192	5.8	290	5.2	715	2.7	<div></div>	L50	Pocket Pensions	36	1.1	36	0.6	585	2.2
<div></div>	D16	Outlying Seniors	123	3.7	146	2.6	384	1.4	<div></div>	L51	Aided Elderly	79	2.4	79	1.4	79	0.3
<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	193	0.7
<div></div>	E18	Legacy Elders	0	0.0	0	0.0	124	0.5	<div></div>	L53	Seasoned Survivors	0	0.0	0	0.0	142	0.5
<div></div>	E19	Bungalow Heaven	486	14.7	972	17.5	1,951	7.3	<div></div>	M54	Down-to-Earth Owners	0	0.0	0	0.0	347	1.3
<div></div>	E20	Classic Grandparents	60	1.8	60	1.1	313	1.2	<div></div>	M55	Offspring Overspill	72	2.2	235	4.2	511	1.9
<div></div>	E21	Solo Retirees	0	0.0	10	0.2	610	2.3	<div></div>	M56	Self Supporters	0	0.0	78	1.4	995	3.7
<div></div>	F22	Boomerang Boarders	222	6.7	253	4.6	786	3.0	<div></div>	N57	Community Elders	0	0.0	0	0.0	0	0.0
<div></div>	F23	Family Ties	124	3.8	164	3.0	891	3.4	<div></div>	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0
<div></div>	F24	Fledgling Free	513	15.5	590	10.6	1,385	5.2	<div></div>	N59	Asian Heritage	0	0.0	0	0.0	0	0.0
<div></div>	F25	Dependable Me	315	9.5	367	6.6	1,401	5.3	<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	39	0.1
<div></div>	G27	Thriving Independence	0	0.0	0	0.0	23	0.1	<div></div>	O62	Central Pulse	0	0.0	0	0.0	0	0.0
<div></div>	G28	Modern Parents	44	1.3	82	1.5	509	1.9	<div></div>	O63	Flexible Workforce	0	0.0	0	0.0	0	0.0
<div></div>	G29	Mid-Career Convention	239	7.2	275	5.0	1,670	6.3	<div></div>	O64	Bus-Route Renters	0	0.0	0	0.0	216	0.8
<div></div>	H30	Primary Ambitions	0	0.0	0	0.0	54	0.2	<div></div>	O65	Learners & Earners	0	0.0	0	0.0	1	0.0
<div></div>	H31	Affordable Fringe	163	4.9	236	4.3	1,502	5.7	<div></div>	O66	Student Scene	0	0.0	0	0.0	0	0.0
<div></div>	H32	First-Rung Futures	120	3.6	226	4.1	756	2.8	<div></div>	U99	Unclassified	0	0.0	0	0.0	637	2.4
<div></div>	H33	Contemporary Starts	0	0.0	186	3.4	631	2.4	Total			3,306		5,550		26,566	
<div></div>	H34	New Foundations	11	0.3	27	0.5	83	0.3									
<div></div>	H35	Flying Solo	67	2.0	104	1.9	249	0.9									

Top 5 Mosaic Types

1. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the elderly



- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

2. F24 Fledgling Free

Pre-retirement couples with respectable incomes enjoying greater space and spare cash since children left home



- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

3. 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

4. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs



- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

5. 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

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

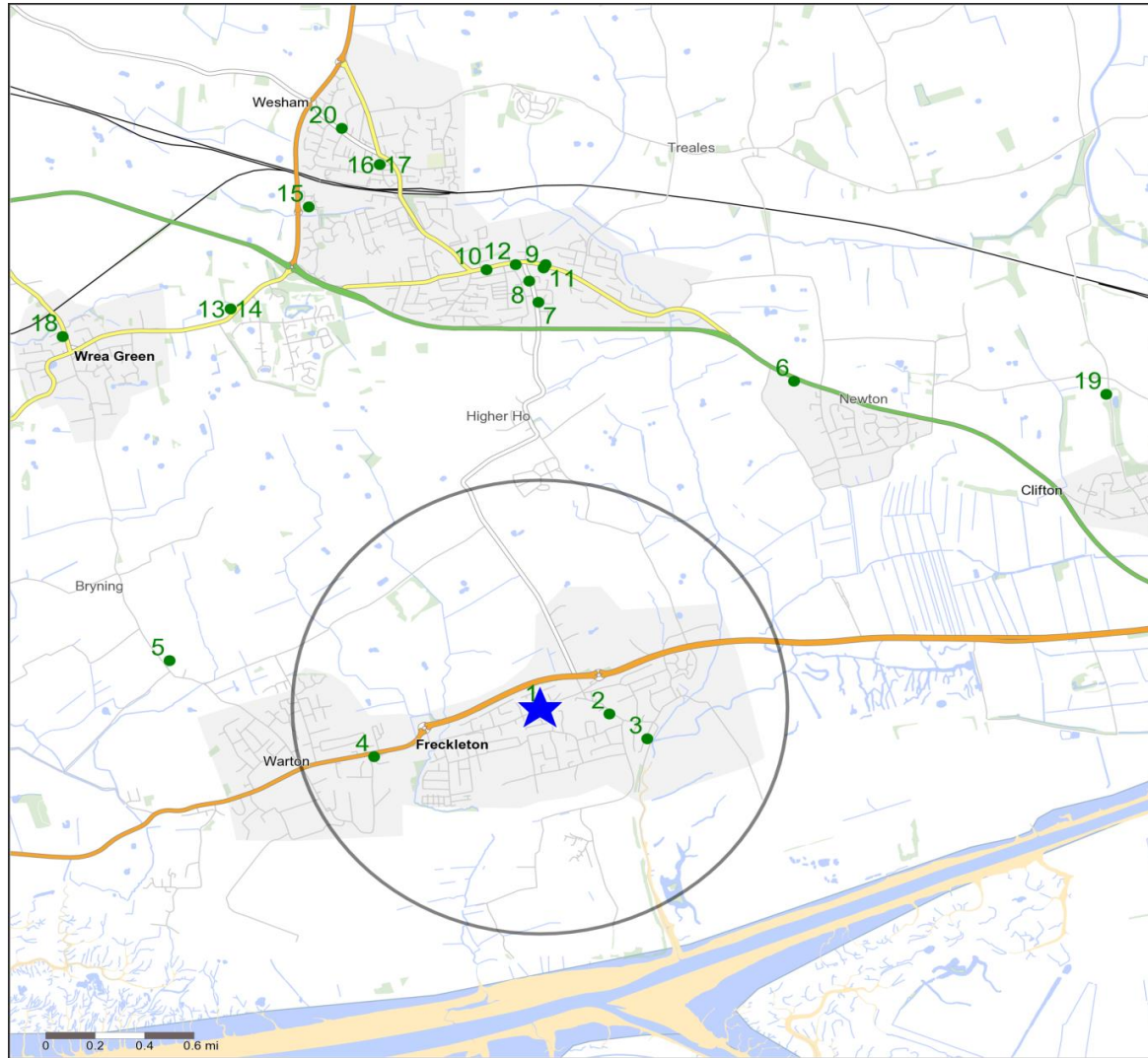
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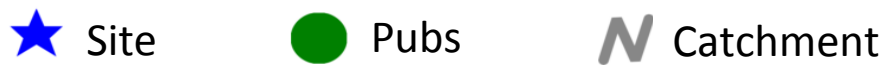
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Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Plough Hotel	Star Pubs & Bars	0.0	0.1
2	Coach & Horses Hotel	Punch Pub Company	0.3	1.4
3	Ship Inn	Star Pubs & Bars	0.5	2.5
4	Clifton Arms	Enterprise Inns	0.7	3.1
5	Birley Arms Hotel	Punch Pub Company	1.5	6.3
6	Bell & Bottle	Marston's	1.8	7.4
7	Top House	Admiral Taverns Ltd	1.8	6.0
8	Post Office Hotel	Star Pubs & Bars	1.9	6.1
9	Stables Bar	Independent Free	1.9	6.8
10	Swan Hotel	Trust Inns	1.9	7.1
11	Black Horse Hotel	Star Pubs & Bars	2.0	6.7
12	Queens Hotel	Star Pubs & Bars	2.0	6.6
13	Ribby Hall Bar & Grill	Independent Free	2.2	8.1
14	Harrisons	Independent Free	2.2	8.1
15	Kingfisher	J W Lees	2.4	8.2
16	Stanley Arms	Star Pubs & Bars	2.5	9.8
17	Royal Oak Hotel	Enterprise Inns	2.5	9.8
18	Grapes Hotel	Greene King	2.5	10.3
19	Windmill Tavern	Mitchells	2.7	7.7
20	Lane Ends Hotel	Trust Inns	2.7	9.1