

1 Mile Catchment Mosaic Profile

G Domestic Success



H Aspiring Homemakers



F Suburban Stability



Per Pub Analysis

0.5 Mile Catchment

1 Mile Catchment

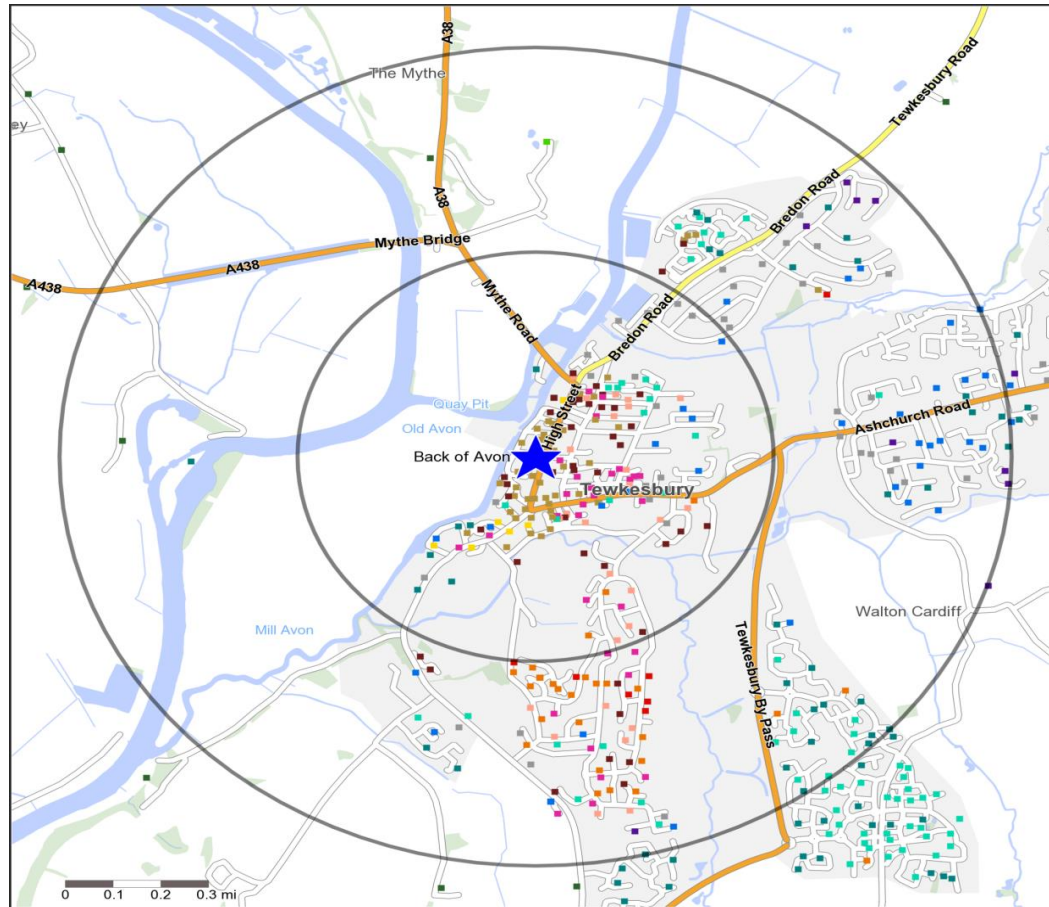
10 Minute DT Catchment

Number of Pubs	13	16	32
Catchment Adults 18+	3,467	9,349	20,544
Catchment Adults 18+ Per Pub	267	584	642

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	413	11.9	41		3,268	35.0	120		7,160	34.9	119	
Great Pub Great Food Silver	965	27.8	61		5,217	55.8	121		12,662	61.6	134	
Mainstream Pub with Food - Suburban Value	2,839	81.9	148		7,806	83.5	150		14,136	68.8	124	
Mainstream Pub with Food - Suburban Aspiration	1,566	45.2	122		4,628	49.5	133		8,485	41.3	111	
Mainstream Pub with Food - Country Value	220	6.3	51		835	8.9	72		3,072	15.0	121	
Mainstream Pub with Food - Country Aspiration	226	6.5	53		697	7.5	60		2,619	12.7	103	
Bit of Style	924	26.7	107		2,236	23.9	96		3,806	18.5	74	
YPV Mainstream	85	2.5	121		243	2.6	128		263	1.3	63	
YPV Premium	588	17.0	254		666	7.1	107		802	3.9	58	
Community Wet	1,804	52.0	168		3,773	40.4	130		5,507	26.8	87	
Total 18+ Population in Catchment	3,467				9,349				20,544			

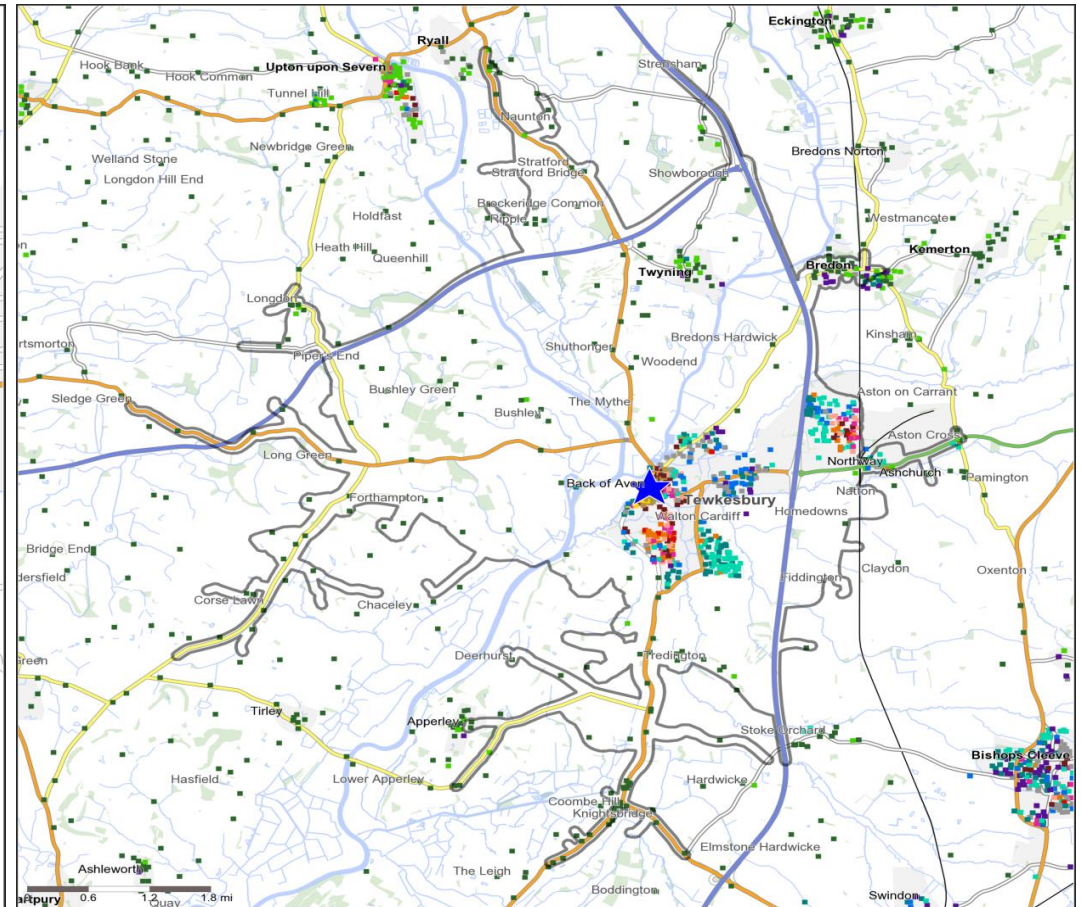
Social Grade	0.5 Mile Catchment			1 Mile Catchment			10 Minute DT Catchment		
	%	Index		%	Index		%	Index	
ABC1	46.2	87		50.7	95		54.4	102	
C2DE	53.8	115		49.3	105		45.6	97	

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

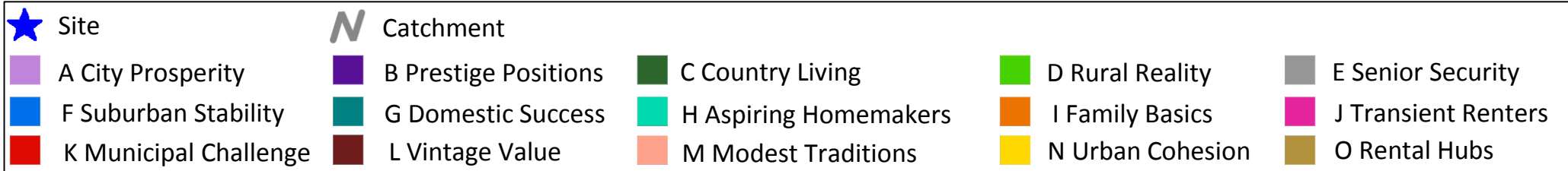





































































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Mosaic Groups in 10 minute DT Catchment Area



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			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+	%
	A01	World-Class Wealth	0	0.0	0	0.0	0	0.0		I36	Solid Economy	0	0.0	80	0.9	295	1.4
	A02	Uptown Elite	0	0.0	0	0.0	0	0.0		I37	Budget Generations	95	2.7	307	3.3	677	3.3
	A03	Penthouse Chic	0	0.0	0	0.0	0	0.0		I38	Childcare Squeeze	19	0.5	28	0.3	28	0.1
	A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0		I39	Families with Needs	0	0.0	283	3.0	283	1.4
	B05	Premium Fortunes	0	0.0	0	0.0	0	0.0		J40	Make Do & Move On	35	1.0	119	1.3	132	0.6
	B06	Diamond Days	0	0.0	0	0.0	18	0.1		J41	Disconnected Youth	85	2.5	243	2.6	263	1.3
	B07	Alpha Families	0	0.0	9	0.1	252	1.2		J42	Midlife Stopgap	430	12.4	476	5.1	844	4.1
	B08	Bank of Mum and Dad	0	0.0	50	0.5	73	0.4		J43	Renting a Room	0	0.0	0	0.0	0	0.0
	B09	Empty-Nest Adventure	0	0.0	182	1.9	304	1.5		K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0
	C10	Wealthy Landowners	25	0.7	54	0.6	1,616	7.9		K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0
	C11	Rural Vogue	0	0.0	3	0.0	563	2.7		K46	High Rise Residents	0	0.0	0	0.0	0	0.0
	C12	Scattered Homesteads	0	0.0	1	0.0	189	0.9		K47	Streetwise Singles	0	0.0	204	2.2	212	1.0
	C13	Village Retirement	0	0.0	0	0.0	1,261	6.1		K48	Low Income Workers	0	0.0	0	0.0	0	0.0
	D14	Satellite Settlers	1	0.0	2	0.0	534	2.6		L49	Dependent Greys	136	3.9	136	1.5	136	0.7
	D15	Local Focus	0	0.0	0	0.0	0	0.0		L50	Pocket Pensions	298	8.6	545	5.8	651	3.2
	D16	Outlying Seniors	0	0.0	0	0.0	75	0.4		L51	Aided Elderly	284	8.2	293	3.1	293	1.4
	D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0		L52	Estate Veterans	0	0.0	89	1.0	203	1.0
	E18	Legacy Elders	44	1.3	48	0.5	48	0.2		L53	Seasoned Survivors	32	0.9	46	0.5	46	0.2
	E19	Bungalow Heaven	76	2.2	491	5.3	605	2.9		M54	Down-to-Earth Owners	112	3.2	276	3.0	299	1.5
	E20	Classic Grandparents	138	4.0	413	4.4	499	2.4		M55	Offspring Overspill	80	2.3	129	1.4	149	0.7
	E21	Solo Retirees	128	3.7	174	1.9	223	1.1		M56	Self Supporters	155	4.5	155	1.7	506	2.5
	F22	Boomerang Boarders	141	4.1	429	4.6	451	2.2		N57	Community Elders	0	0.0	0	0.0	0	0.0
	F23	Family Ties	20	0.6	159	1.7	279	1.4		N58	Cultural Comfort	0	0.0	0	0.0	0	0.0
	F24	Fledgling Free	143	4.1	342	3.7	597	2.9		N59	Asian Heritage	0	0.0	0	0.0	0	0.0
	F25	Dependable Me	54	1.6	255	2.7	363	1.8		N60	Ageing Access	100	2.9	102	1.1	102	0.5
	G26	Cafés and Catchments	0	0.0	0	0.0	0	0.0		O61	Career Builders	22	0.6	23	0.2	23	0.1
	G27	Thriving Independence	83	2.4	114	1.2	114	0.6		O62	Central Pulse	0	0.0	0	0.0	0	0.0
	G28	Modern Parents	0	0.0	672	7.2	1,487	7.2		O63	Flexible Workforce	0	0.0	0	0.0	0	0.0
	G29	Mid-Career Convention	0	0.0	547	5.9	894	4.4		O64	Bus-Route Renters	571	16.5	649	6.9	772	3.8
	H30	Primary Ambitions	45	1.3	331	3.5	419	2.0		O65	Learners & Earners	0	0.0	0	0.0	0	0.0
	H31	Affordable Fringe	32	0.9	133	1.4	1,528	7.4		O66	Student Scene	0	0.0	0	0.0	0	0.0
	H32	First-Rung Futures	66	1.9	357	3.8	440	2.1		U99	Unclassified	0	0.0	0	0.0	147	0.7
	H33	Contemporary Starts	0	0.0	383	4.1	1,613	7.9	Total			3,467		9,349		20,544	
	H34	New Foundations	0	0.0	0	0.0	8	0.0									
	H35	Flying Solo	17	0.5	17	0.2	30	0.1									

Top 5 Mosaic Types

1. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers



- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

2. 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

3. 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

4. L50 Pocket Pensions

Penny-wise elderly singles renting in developments of compact social homes



- Retired and mostly living alone
- 1 or 2 bedroom small homes
- Rented from social landlords
- Low incomes
- Prefer contact by landline phone
- Visit bank branch

5. 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

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

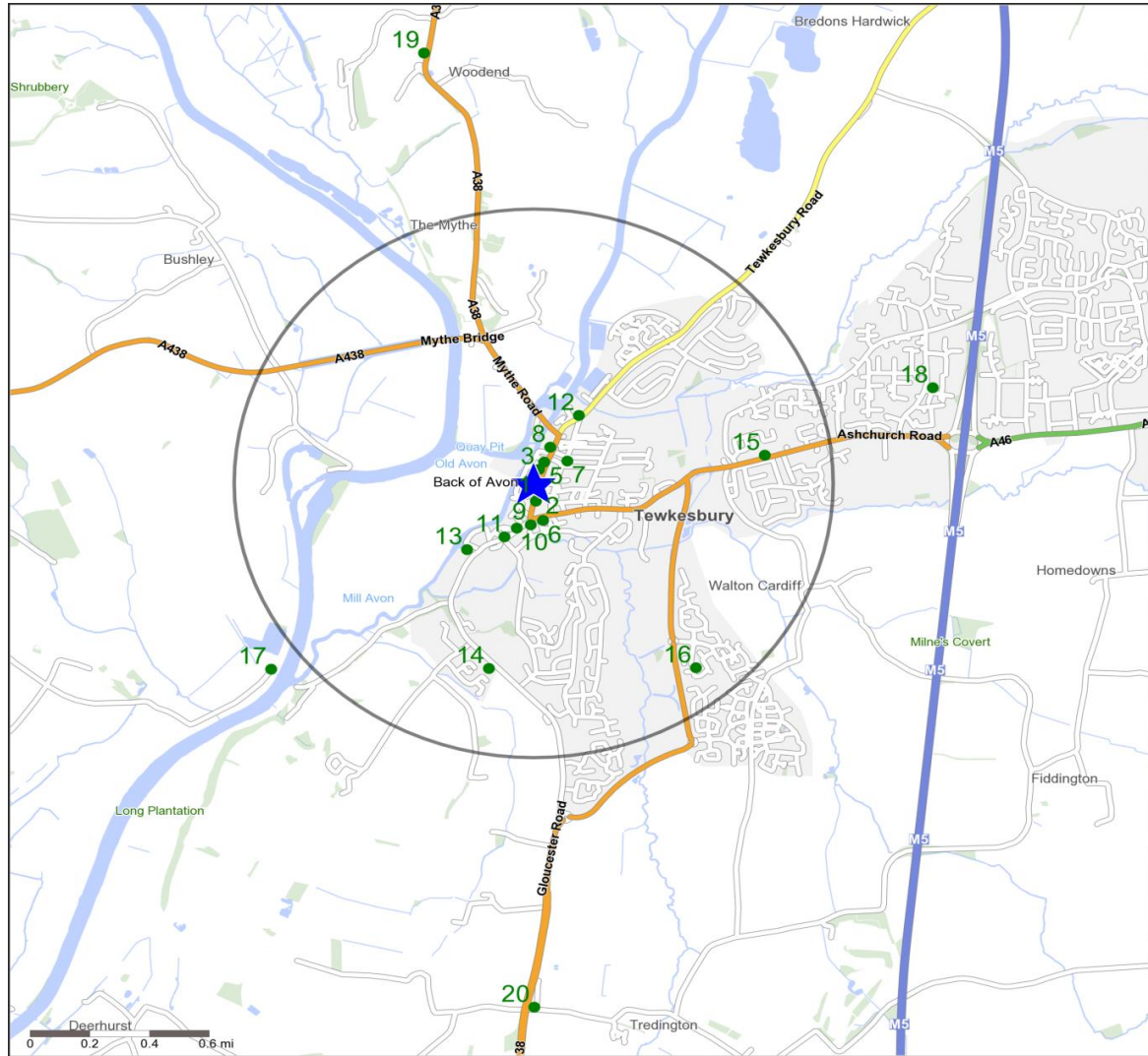
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If you do not have log in details for Segmentation Portal then please contact the

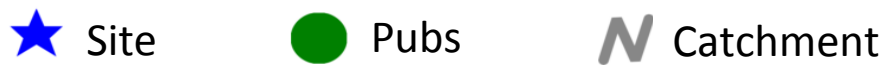
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Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Britannia Inn	Star Pubs & Bars	0.0	0.1
2	Nottingham Arms	Punch Pub Company	0.0	1.2
3	Champagne Charlies Wine Bar	Independent Free	0.1	0.7
4	Caffe Ricci	Independent Free	0.1	1.2
5	Anchor Inn	Enterprise Inns	0.1	0.8
6	Theoc House	Punch Pub Company	0.1	2.5
7	Albion Inn	Punch Pub Company	0.1	1.3
8	Olde Black Bear	Greene King	0.1	1.1
9	Berkeley Arms	Wadworth & Co Limited	0.2	1.3
10	Royal Hop Pole Hotel	Wetherspoon	0.2	1.6
11	Aubergine Cafe-Bar	Independent Free	0.2	1.7
12	White Bear	Independent Free	0.3	1.5
13	Bell Hotel	Greene King	0.3	2.2
14	Gupshill Manor	Greene King	0.7	3.4
15	Canterbury Inn	Greene King	0.8	4.1
16	Wheatpieces	Greene King	0.9	5.0
17	Lower Lode Hotel	Independent Free	1.1	9.9
18	Elmbury Lodge	Whitbread	1.4	6.3
19	Crown Inn	Independent Free	1.6	4.2
20	Odessa Inn	Independent Free	1.9	5.9