

1 Mile Catchment Mosaic Profile

Per Pub Analysis

0.5 Mile
Catchment

1 Mile
Catchment

10 Minute DT
Catchment

H Aspiring Homemakers

E Senior Security

L Vintage Value

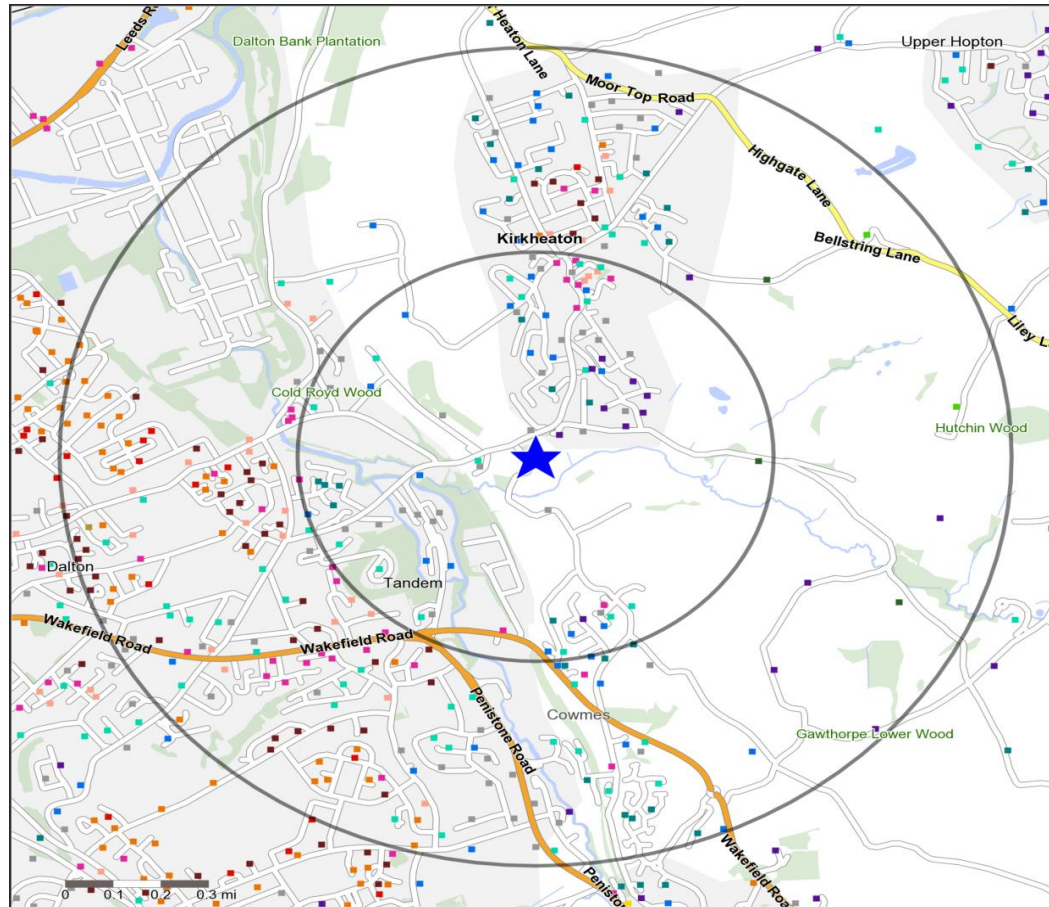


Number of Pubs	3	9	66
Catchment Adults 18+	2,605	12,622	55,694
Catchment Adults 18+ Per Pub	868	1,402	844

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	1,128	43.3	148	3,091	24.5	84	13,478	24.2	83
Great Pub Great Food Silver	1,986	76.2	166	6,833	54.1	118	25,622	46.0	100
Mainstream Pub with Food - Suburban Value	2,362	90.7	163	10,977	87.0	157	38,393	68.9	124
Mainstream Pub with Food - Suburban Aspiration	1,359	52.2	141	4,206	33.3	90	17,673	31.7	86
Mainstream Pub with Food - Country Value	384	14.7	119	1,087	8.6	70	4,637	8.3	67
Mainstream Pub with Food - Country Aspiration	351	13.5	109	747	5.9	48	5,364	9.6	78
Bit of Style	486	18.7	75	1,762	14.0	56	10,024	18.0	72
YPV Mainstream	0	0.0	0	217	1.7	85	2,398	4.3	212
YPV Premium	46	1.8	26	72	0.6	9	2,854	5.1	77
Community Wet	1,043	40.0	129	6,546	51.9	168	25,141	45.1	146
Total 18+ Population in Catchment	2,605			12,622			55,694		

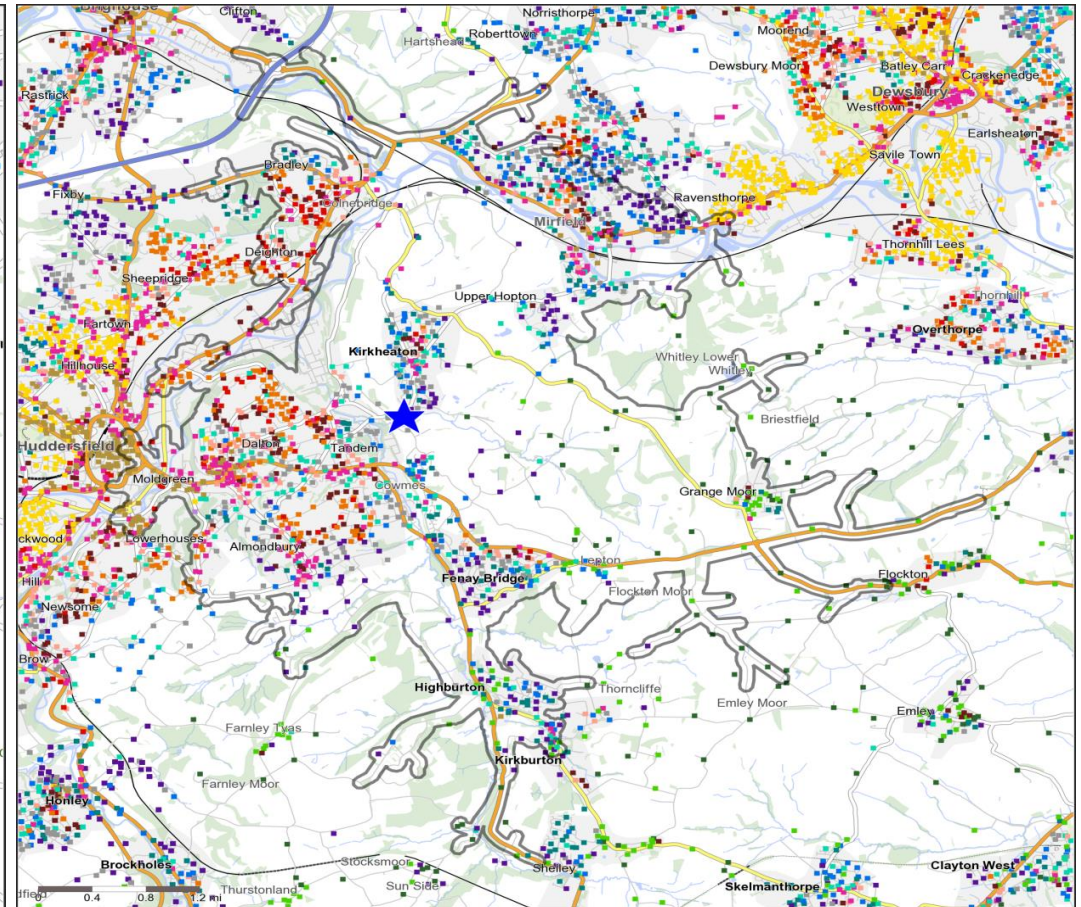
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	56.3	106	47.8	90	51.0	96
C2DE	43.7	93	52.2	111	49.0	104

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

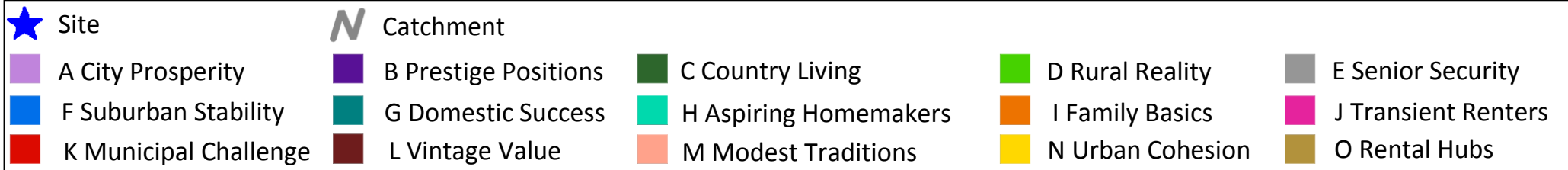


































































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Mosaic Groups in 10 minute DT Catchment Area



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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	49	0.4	129	0.2
	A02	Uptown Elite	0	0.0	0	0.0	4	0.0		I37	Budget Generations	0	0.0	310	2.5	1,158	2.1
	A03	Penthouse Chic	0	0.0	0	0.0	0	0.0		I38	Childcare Squeeze	0	0.0	157	1.2	985	1.8
	A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0		I39	Families with Needs	0	0.0	798	6.3	2,835	5.1
	B05	Premium Fortunes	0	0.0	0	0.0	30	0.1		J40	Make Do & Move On	0	0.0	226	1.8	1,174	2.1
	B06	Diamond Days	0	0.0	0	0.0	262	0.5		J41	Disconnected Youth	0	0.0	217	1.7	685	1.2
	B07	Alpha Families	2	0.1	8	0.1	575	1.0		J42	Midlife Stopgap	185	7.1	787	6.2	2,270	4.1
	B08	Bank of Mum and Dad	14	0.5	30	0.2	749	1.3		J43	Renting a Room	0	0.0	0	0.0	1,710	3.1
	B09	Empty-Nest Adventure	154	5.9	247	2.0	2,077	3.7		K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0
	C10	Wealthy Landowners	6	0.2	25	0.2	261	0.5		K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0
	C11	Rural Vogue	0	0.0	0	0.0	76	0.1		K46	High Rise Residents	0	0.0	0	0.0	4	0.0
	C12	Scattered Homesteads	0	0.0	0	0.0	7	0.0		K47	Streetwise Singles	0	0.0	128	1.0	1,250	2.2
	C13	Village Retirement	7	0.3	39	0.3	350	0.6		K48	Low Income Workers	0	0.0	214	1.7	1,000	1.8
	D14	Satellite Settlers	3	0.1	14	0.1	1,096	2.0		L49	Dependent Greys	0	0.0	334	2.6	731	1.3
	D15	Local Focus	0	0.0	0	0.0	334	0.6		L50	Pocket Pensions	0	0.0	231	1.8	1,121	2.0
	D16	Outlying Seniors	0	0.0	0	0.0	111	0.2		L51	Aided Elderly	0	0.0	8	0.1	309	0.6
	D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0		L52	Estate Veterans	0	0.0	673	5.3	1,254	2.3
	E18	Legacy Elders	11	0.4	47	0.4	957	1.7		L53	Seasoned Survivors	0	0.0	139	1.1	1,070	1.9
	E19	Bungalow Heaven	244	9.4	752	6.0	1,942	3.5		M54	Down-to-Earth Owners	0	0.0	169	1.3	809	1.5
	E20	Classic Grandparents	292	11.2	650	5.1	1,614	2.9		M55	Offspring Overspill	7	0.3	200	1.6	1,064	1.9
	E21	Solo Retirees	244	9.4	791	6.3	1,947	3.5		M56	Self Supporters	107	4.1	475	3.8	1,798	3.2
	F22	Boomerang Boarders	92	3.5	314	2.5	1,786	3.2		N57	Community Elders	0	0.0	0	0.0	60	0.1
	F23	Family Ties	20	0.8	366	2.9	967	1.7		N58	Cultural Comfort	0	0.0	0	0.0	0	0.0
	F24	Fledgling Free	130	5.0	282	2.2	804	1.4		N59	Asian Heritage	0	0.0	0	0.0	115	0.2
	F25	Dependable Me	116	4.5	350	2.8	1,415	2.5		N60	Ageing Access	0	0.0	0	0.0	57	0.1
	G26	Cafés and Catchments	0	0.0	0	0.0	0	0.0		O61	Career Builders	0	0.0	0	0.0	90	0.2
	G27	Thriving Independence	44	1.7	141	1.1	517	0.9		O62	Central Pulse	0	0.0	0	0.0	457	0.8
	G28	Modern Parents	109	4.2	599	4.7	1,736	3.1		O63	Flexible Workforce	0	0.0	0	0.0	0	0.0
	G29	Mid-Career Convention	163	6.3	328	2.6	2,153	3.9		O64	Bus-Route Renters	0	0.0	8	0.1	364	0.7
	H30	Primary Ambitions	98	3.8	331	2.6	695	1.2		O65	Learners & Earners	0	0.0	0	0.0	1,258	2.3
	H31	Affordable Fringe	200	7.7	1,299	10.3	2,540	4.6		O66	Student Scene	0	0.0	0	0.0	455	0.8
	H32	First-Rung Futures	238	9.1	553	4.4	1,846	3.3		U99	Unclassified	13	0.5	17	0.1	3,776	6.8
	H33	Contemporary Starts	60	2.3	222	1.8	449	0.8	Total			2,605		12,622		55,694	
	H34	New Foundations	0	0.0	30	0.2	86	0.2									
	H35	Flying Solo	46	1.8	64	0.5	320	0.6									

Top 5 Mosaic Types

1. H31 Affordable Fringe

Settled families with children owning modest, 3-bed semis in areas where there's more house for less money



- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

2. 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

3. E21 Solo Retirees

Senior singles whose reduced incomes are satisfactory in their affordable but pleasant owned homes



- Elderly singles
- Small private pension
- Long length of residence
- Own a suburban semi or terrace
- Keep bills down by turning things off
- Don't like new technology

4. J42 Midlife Stopgap

Maturing singles in employment who are renting short-term affordable homes



- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

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:

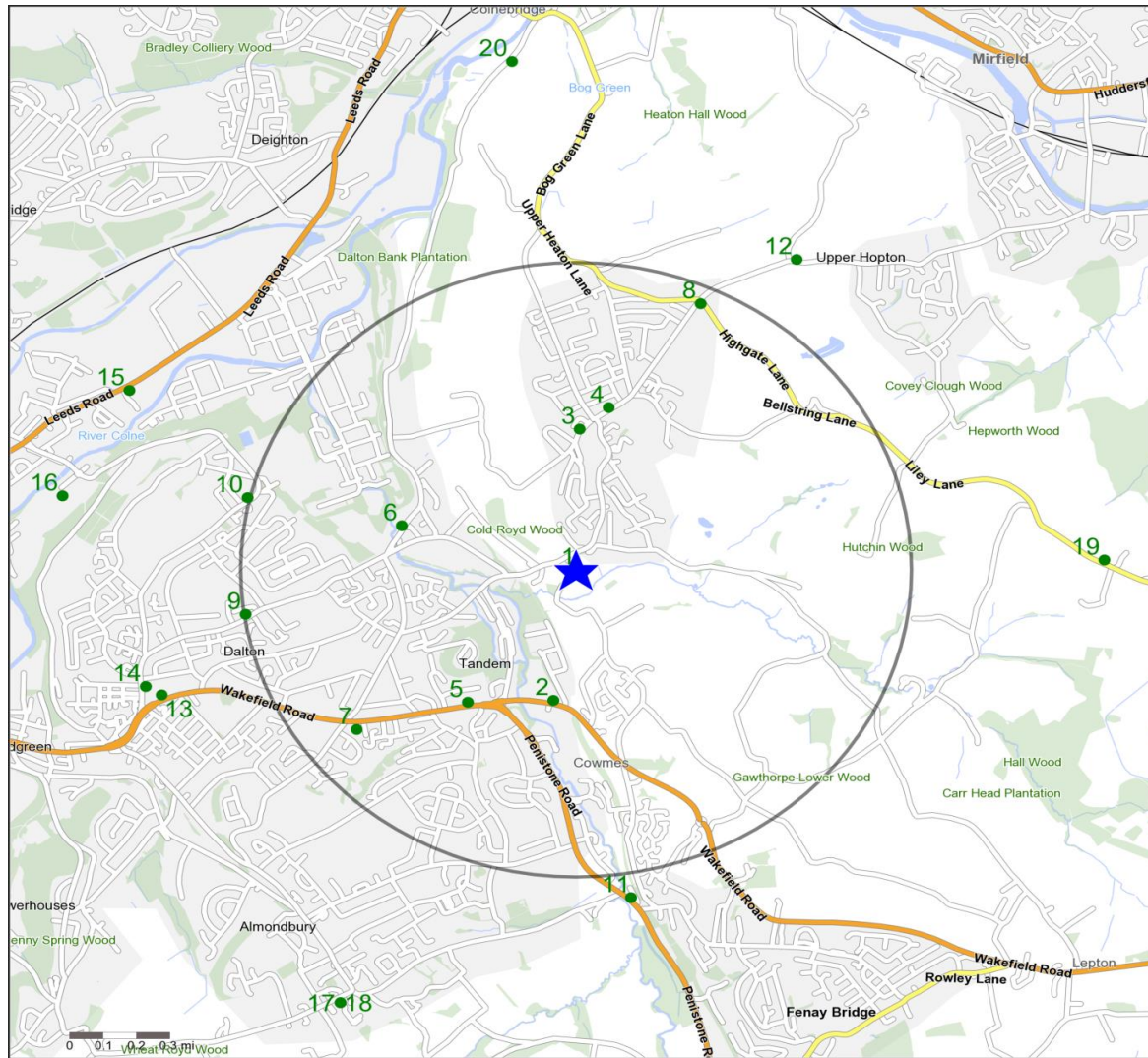
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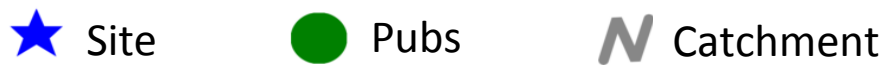
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Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Beaumont Arms	Punch Pub Company	0.0	0.0
2	Tandem	Independent Free	0.4	2.9
3	Spangled Bull	Admiral Taverns Ltd	0.5	2.1
4	Yeaton Cask	Unknown	0.5	2.1
5	Waterloo Tavern	Enterprise Inns	0.5	2.9
6	Black Horse	Enterprise Inns	0.5	1.9
7	Stag Inn	Punch Pub Company	0.8	3.6
8	Blacksmiths Arms	Punch Pub Company	0.9	3.3
9	Grove Inn	Enterprise Inns	1.0	3.7
10	Dalton	Punch Pub Company	1.0	5.5
11	Fenay Bridge	Greene King	1.1	4.3
12	Travellers Rest	Punch Pub Company	1.2	4.0
13	Ivy Green	Enterprise Inns	1.3	5.4
14	Brooks Arms	Enterprise Inns	1.3	5.2
15	Peacock Inn	Unknown	1.5	10.0
16	Rope Walk	Greene King	1.6	8.3
17	Woolpack	Enterprise Inns	1.6	7.3
18	Radcliffe Arms	Marston's	1.6	7.3
19	Hare & Hounds	Mitchells & Butlers	1.6	6.3
20	Royal & Ancient	Marston's	1.7	5.4