

1 Mile Catchment Mosaic Profile

G Domestic Success



B Prestige Positions



O Rental Hubs



Per Pub Analysis

0.5 Mile Catchment

1 Mile Catchment

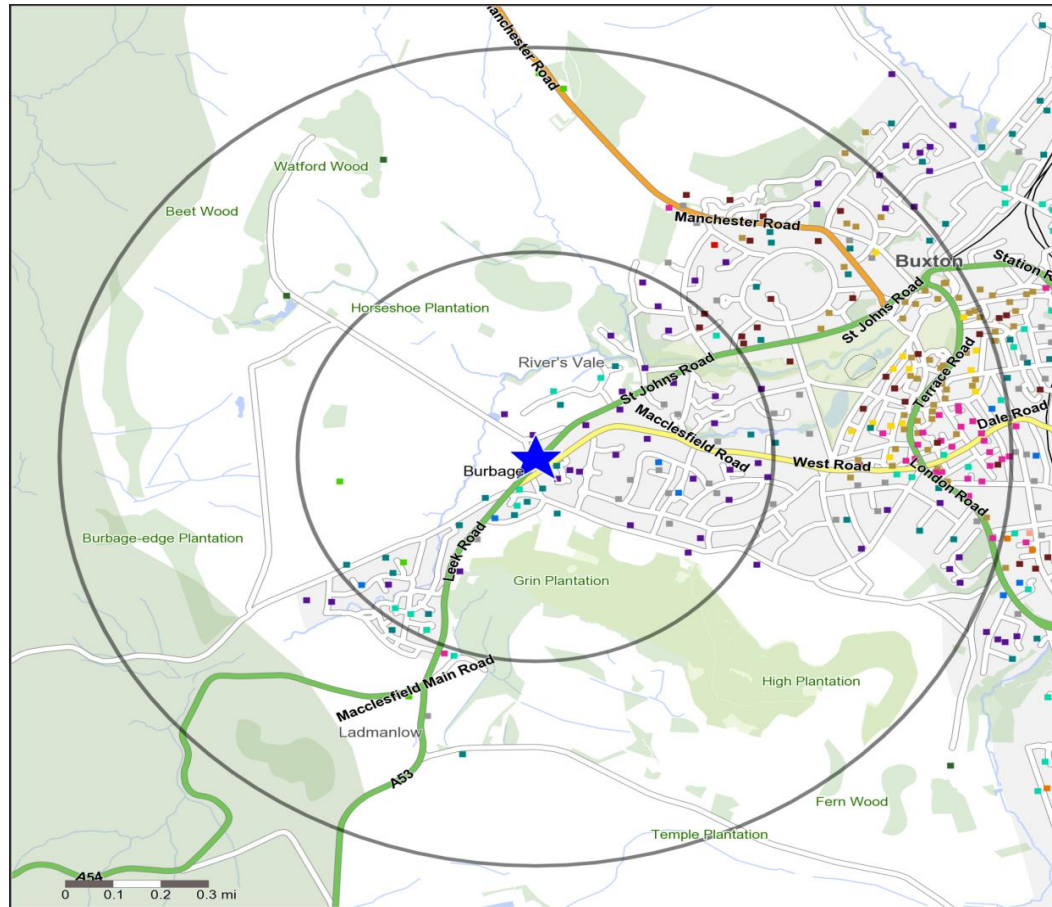
10 Minute DT Catchment

Number of Pubs	1	22	31
Catchment Adults 18+	2,520	7,519	18,737
Catchment Adults 18+ Per Pub	2,520	342	604

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	1,799	71.4	244	3,144	41.8	143	5,818	31.1	106
Great Pub Great Food Silver	2,187	86.8	189	3,674	48.9	106	9,540	50.9	111
Mainstream Pub with Food - Suburban Value	1,529	60.7	109	5,050	67.2	121	13,806	73.7	133
Mainstream Pub with Food - Suburban Aspiration	1,817	72.1	194	5,167	68.7	185	8,773	46.8	126
Mainstream Pub with Food - Country Value	223	8.8	72	246	3.3	26	1,236	6.6	53
Mainstream Pub with Food - Country Aspiration	900	35.7	288	1,739	23.1	187	2,822	15.1	121
Bit of Style	311	12.3	49	2,356	31.3	126	4,222	22.5	90
YPV Mainstream	0	0.0	0	246	3.3	161	666	3.6	175
YPV Premium	1	0.0	1	1,248	16.6	249	1,896	10.1	152
Community Wet	300	11.9	38	2,170	28.9	93	6,801	36.3	117
Total 18+ Population in Catchment	2,520			7,519			18,737		

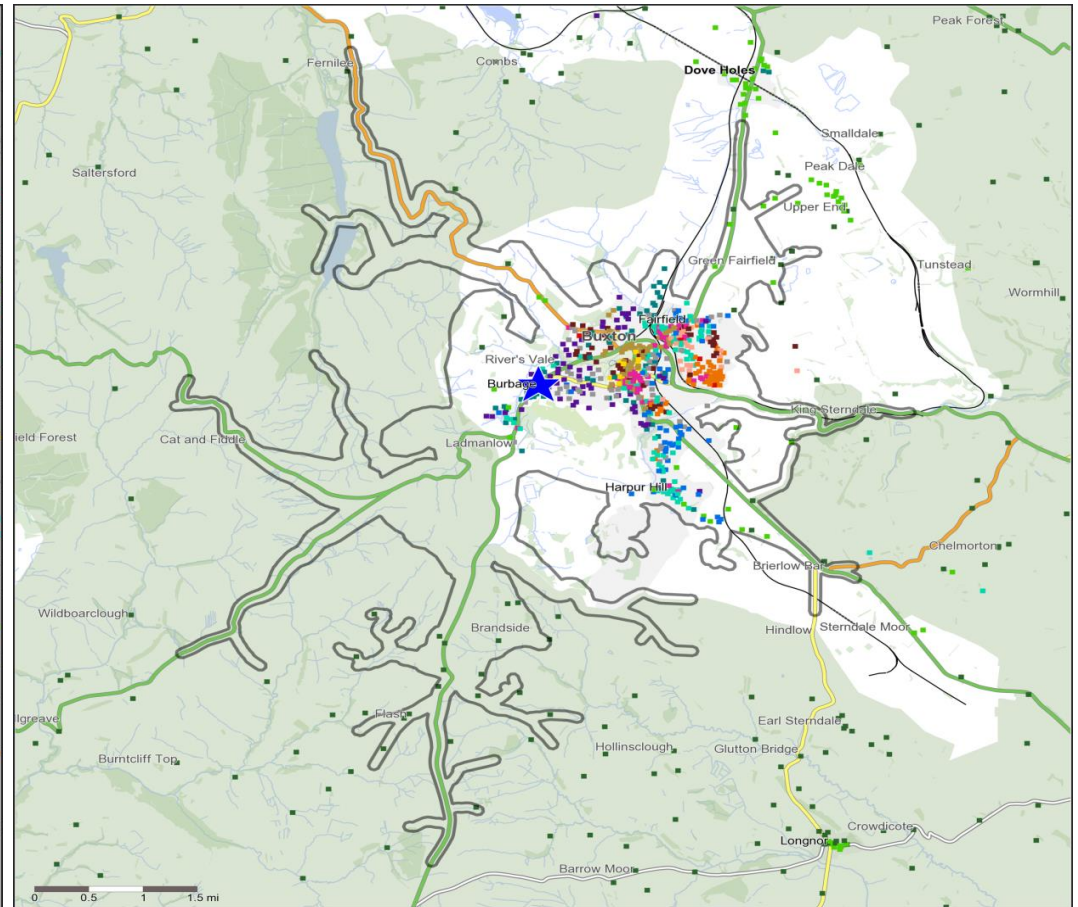
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	62.9	118	55.6	105	45.7	86
C2DE	37.1	79	44.4	95	54.3	116

Mosaic Groups in 0.5 and 1 Mile Catchment Areas

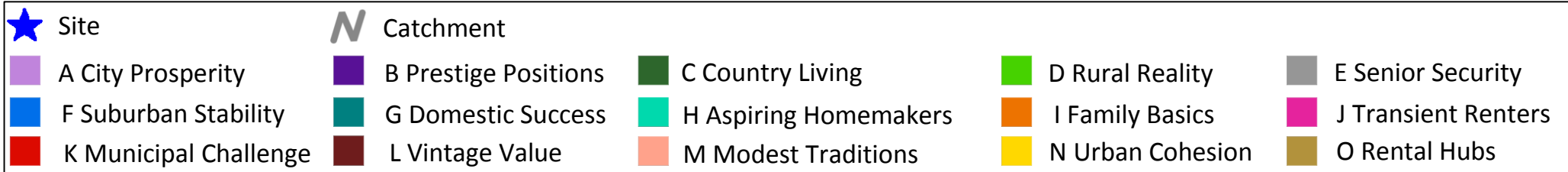





































































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Mosaic Groups in 10 minute DT Catchment Area



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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	0	0.0	147	0.8
	A02	Uptown Elite	0	0.0	0	0.0	0	0.0		I37	Budget Generations	0	0.0	2	0.0	806	4.3
	A03	Penthouse Chic	0	0.0	0	0.0	0	0.0		I38	Childcare Squeeze	0	0.0	0	0.0	47	0.3
	A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0		I39	Families with Needs	0	0.0	0	0.0	550	2.9
	B05	Premium Fortunes	3	0.1	6	0.1	6	0.0		J40	Make Do & Move On	0	0.0	0	0.0	108	0.6
	B06	Diamond Days	147	5.8	247	3.3	257	1.4		J41	Disconnected Youth	0	0.0	6	0.1	147	0.8
	B07	Alpha Families	160	6.3	207	2.8	284	1.5		J42	Midlife Stopgap	17	0.7	725	9.6	1,203	6.4
	B08	Bank of Mum and Dad	111	4.4	334	4.4	562	3.0		J43	Renting a Room	0	0.0	80	1.1	158	0.8
	B09	Empty-Nest Adventure	405	16.1	472	6.3	658	3.5		K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0
	C10	Wealthy Landowners	14	0.6	27	0.4	52	0.3		K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0
	C11	Rural Vogue	0	0.0	0	0.0	38	0.2		K46	High Rise Residents	0	0.0	0	0.0	0	0.0
	C12	Scattered Homesteads	0	0.0	0	0.0	198	1.1		K47	Streetwise Singles	0	0.0	113	1.5	196	1.0
	C13	Village Retirement	0	0.0	0	0.0	21	0.1		K48	Low Income Workers	0	0.0	0	0.0	20	0.1
	D14	Satellite Settlers	22	0.9	45	0.6	122	0.7		L49	Dependent Greys	55	2.2	201	2.7	297	1.6
	D15	Local Focus	0	0.0	0	0.0	234	1.2		L50	Pocket Pensions	0	0.0	48	0.6	330	1.8
	D16	Outlying Seniors	0	0.0	0	0.0	59	0.3		L51	Aided Elderly	65	2.6	558	7.4	644	3.4
	D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0		L52	Estate Veterans	0	0.0	17	0.2	184	1.0
	E18	Legacy Elders	162	6.4	415	5.5	427	2.3		L53	Seasoned Survivors	0	0.0	27	0.4	60	0.3
	E19	Bungalow Heaven	201	8.0	201	2.7	378	2.0		M54	Down-to-Earth Owners	0	0.0	0	0.0	308	1.6
	E20	Classic Grandparents	49	1.9	97	1.3	346	1.8		M55	Offspring Overspill	0	0.0	0	0.0	424	2.3
	E21	Solo Retirees	16	0.6	59	0.8	253	1.4		M56	Self Supporters	0	0.0	0	0.0	187	1.0
	F22	Boomerang Boarders	82	3.3	82	1.1	267	1.4		N57	Community Elders	0	0.0	0	0.0	0	0.0
	F23	Family Ties	37	1.5	63	0.8	721	3.8		N58	Cultural Comfort	0	0.0	0	0.0	0	0.0
	F24	Fledgling Free	0	0.0	0	0.0	422	2.3		N59	Asian Heritage	0	0.0	0	0.0	0	0.0
	F25	Dependable Me	16	0.6	49	0.7	343	1.8		N60	Ageing Access	0	0.0	290	3.9	305	1.6
	G26	Cafés and Catchments	0	0.0	0	0.0	0	0.0		O61	Career Builders	1	0.0	163	2.2	185	1.0
	G27	Thriving Independence	74	2.9	473	6.3	612	3.3		O62	Central Pulse	0	0.0	0	0.0	0	0.0
	G28	Modern Parents	176	7.0	213	2.8	287	1.5		O63	Flexible Workforce	0	0.0	0	0.0	0	0.0
	G29	Mid-Career Convention	471	18.7	594	7.9	1,048	5.6		O64	Bus-Route Renters	1	0.0	860	11.4	1,171	6.2
	H30	Primary Ambitions	27	1.1	58	0.8	190	1.0		O65	Learners & Earners	0	0.0	240	3.2	495	2.6
	H31	Affordable Fringe	0	0.0	21	0.3	1,505	8.0		O66	Student Scene	0	0.0	0	0.0	24	0.1
	H32	First-Rung Futures	61	2.4	109	1.4	544	2.9		U99	Unclassified	0	0.0	50	0.7	319	1.7
	H33	Contemporary Starts	147	5.8	219	2.9	382	2.0	Total			2,520		7,519		18,737	
	H34	New Foundations	0	0.0	0	0.0	0	0.0									
	H35	Flying Solo	0	0.0	148	2.0	206	1.1									

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. 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

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. L51 Aided Elderly

Supported elders in specialised accommodation including retirement homes and complexes of small homes



- Developments for the elderly
- Mostly purpose built flats
- Most own, others rent
- Majority are living alone
- Have income additional to state pension
- Least likely to own a mobile phone

5. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

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

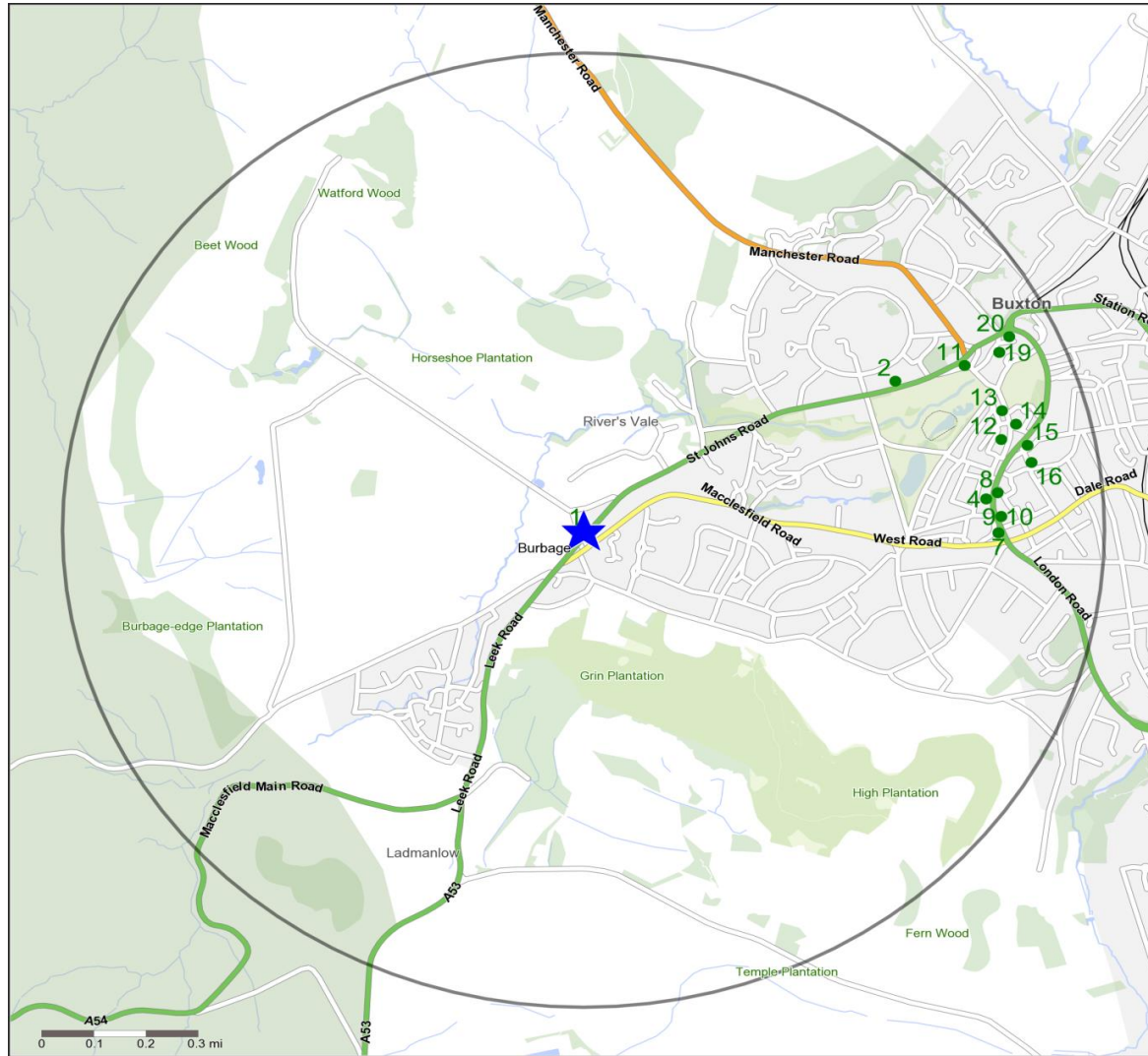
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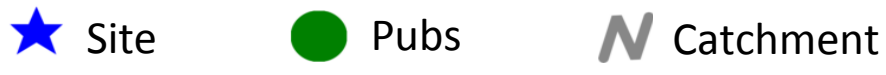
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Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Duke Of York	Punch Pub Company	0.0	0.0
2	Portland Lodge	Independent Free	0.7	2.3
3	Queens Head Hotel	Independent Free	0.8	3.8
4	Vault	Independent Free	0.8	3.8
5	London Road Inn	Punch Pub Company	0.8	3.7
6	Swan	Independent Free	0.8	3.7
7	Harleys	Independent Free	0.8	3.7
8	Gilberts	Independent Free	0.8	3.8
9	Old Sun	Marston's	0.8	3.6
10	Cheshire Cheese	Everards	0.8	3.6
11	Old Club House	Greene King	0.8	2.6
12	Eagle Hotel	Hydes Anvil	0.8	3.4
13	Beltane Cafe Bar	Independent Free	0.8	3.1
14	Kings Head	Marston's	0.9	3.2
15	New Inn	Robinsons	0.9	3.8
16	Number 13	Independent Free	0.9	3.8
17	Cupcake Coffee Shop & Wine Bar	Independent Free	0.9	2.9
18	Buxton Tap House	Independent Free	0.9	2.9
19	Bar Brasserie	Independent Free	0.9	2.9
20	Monkcellar Bar	Independent Free	0.9	3.0