

1 Mile Catchment Mosaic Profile

Per Pub Analysis

0.5 Mile Catchment

1 Mile Catchment

10 Minute DT Catchment

D Rural Reality

L Vintage Value

I Family Basics



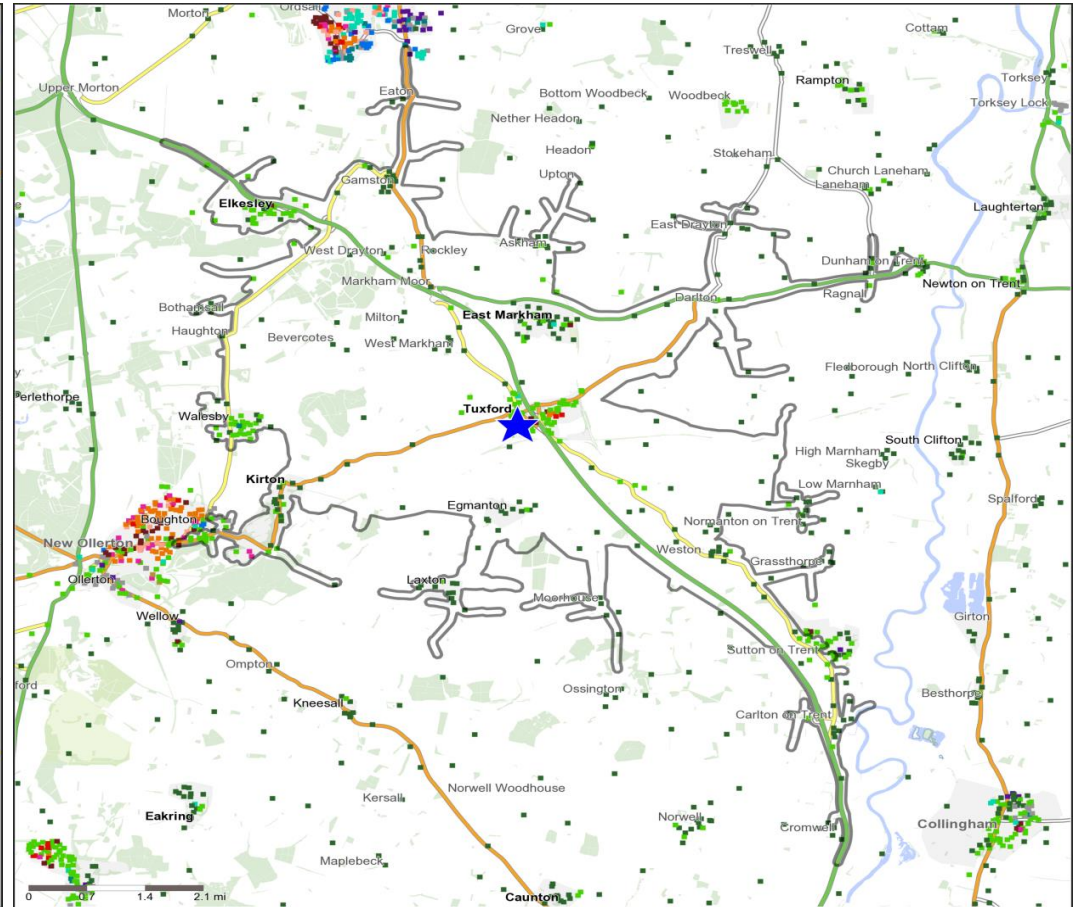
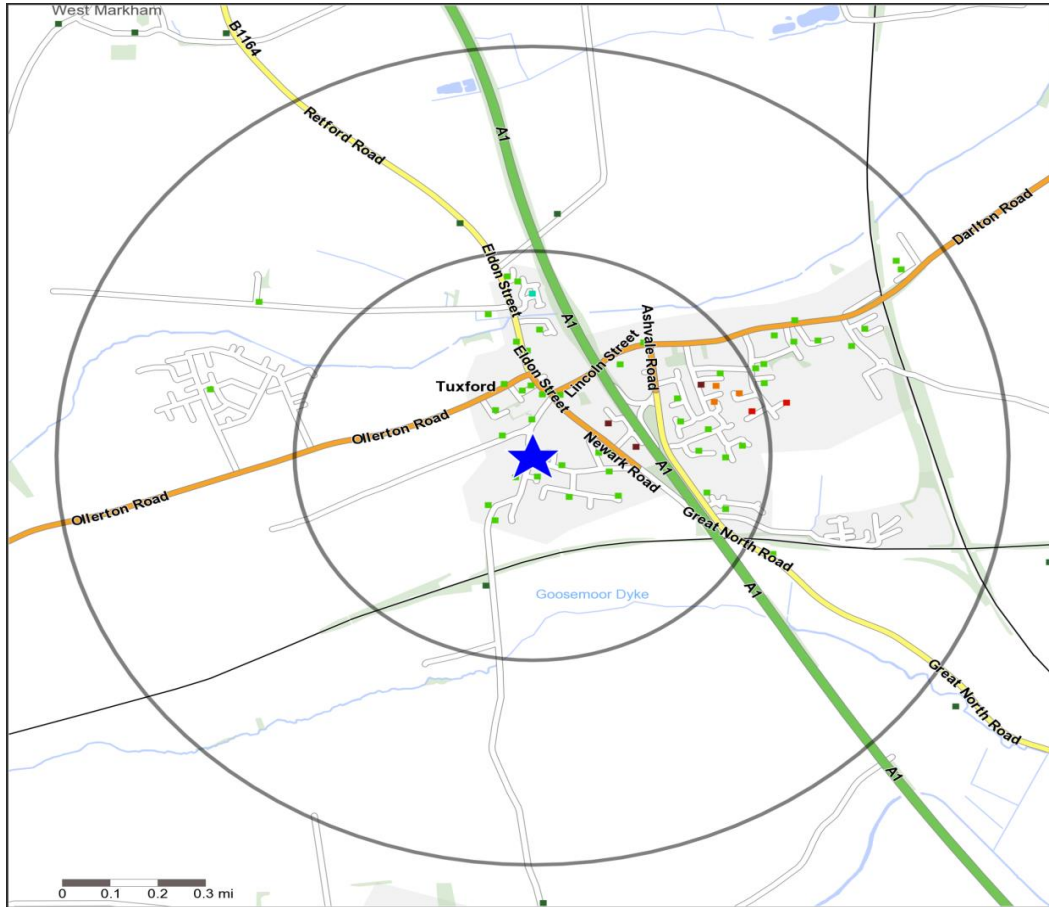
Number of Pubs	1	2	18
Catchment Adults 18+	1,538	2,119	8,667
Catchment Adults 18+ Per Pub	1,538	1,060	482

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	83	5.4	18	95	4.5	15	1,186	13.7	47
Great Pub Great Food Silver	304	19.8	43	349	16.5	36	3,403	39.3	85
Mainstream Pub with Food - Suburban Value	212	13.8	25	239	11.3	20	472	5.4	10
Mainstream Pub with Food - Suburban Aspiration	70	4.6	12	80	3.8	10	206	2.4	6
Mainstream Pub with Food - Country Value	1,121	72.9	590	1,660	78.3	634	5,472	63.1	511
Mainstream Pub with Food - Country Aspiration	19	1.2	10	21	1.0	8	915	10.6	85
Bit of Style	70	4.6	18	80	3.8	15	136	1.6	6
YPV Mainstream	0	0.0	0	0	0.0	0	16	0.2	9
YPV Premium	0	0.0	0	0	0.0	0	5	0.1	1
Community Wet	206	13.4	43	231	10.9	35	294	3.4	11
Total 18+ Population in Catchment	1,538			2,119			8,667		

Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	41.5	78	39.9	75	49.3	93
C2DE	58.5	125	60.1	128	50.7	108

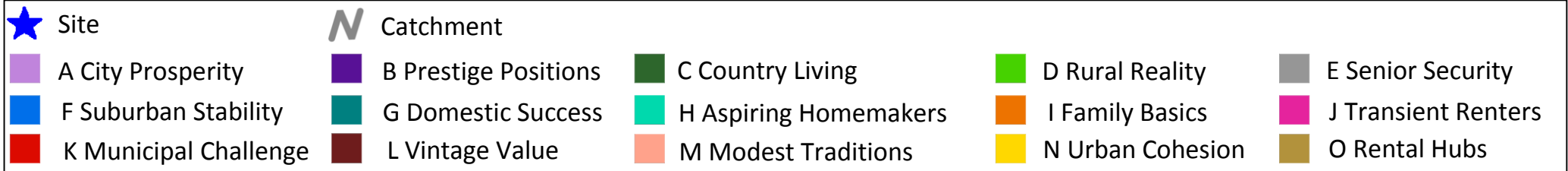
Mosaic Groups in 0.5 and 1 Mile Catchment Areas

Mosaic Groups in 10 minute DT Catchment Area



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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	0	0.0		
A02	Uptown Elite	0	0.0	0	0.0	0	0.0	I37	Budget Generations	20	1.3	22	1.0	41	0.5		
A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	I38	Childcare Squeeze	0	0.0	0	0.0	0	0.0		
A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	I39	Families with Needs	71	4.6	80	3.8	80	0.9		
B05	Premium Fortunes	0	0.0	0	0.0	0	0.0	J40	Make Do & Move On	0	0.0	0	0.0	31	0.4		
B06	Diamond Days	0	0.0	0	0.0	0	0.0	J41	Disconnected Youth	0	0.0	0	0.0	16	0.2		
B07	Alpha Families	0	0.0	0	0.0	0	0.0	J42	Midlife Stopgap	0	0.0	0	0.0	1	0.0		
B08	Bank of Mum and Dad	0	0.0	0	0.0	0	0.0	J43	Renting a Room	0	0.0	0	0.0	0	0.0		
B09	Empty-Nest Adventure	0	0.0	0	0.0	0	0.0	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0		
C10	Wealthy Landowners	0	0.0	0	0.0	474	5.5	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0		
C11	Rural Vogue	13	0.8	15	0.7	1,024	11.8	K46	High Rise Residents	0	0.0	0	0.0	0	0.0		
C12	Scattered Homesteads	30	2.0	35	1.7	1,029	11.9	K47	Streetwise Singles	0	0.0	0	0.0	0	0.0		
C13	Village Retirement	19	1.2	21	1.0	871	10.0	K48	Low Income Workers	64	4.2	72	3.4	82	0.9		
D14	Satellite Settlers	202	13.1	233	11.0	1,270	14.7	L49	Dependent Greys	0	0.0	0	0.0	0	0.0		
D15	Local Focus	454	29.5	878	41.4	1,444	16.7	L50	Pocket Pensions	98	6.4	98	4.6	174	2.0		
D16	Outlying Seniors	446	29.0	528	24.9	1,791	20.7	L51	Aided Elderly	0	0.0	0	0.0	0	0.0		
D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	L52	Estate Veterans	51	3.3	57	2.7	69	0.8		
E18	Legacy Elders	0	0.0	0	0.0	0	0.0	L53	Seasoned Survivors	0	0.0	0	0.0	0	0.0		
E19	Bungalow Heaven	0	0.0	0	0.0	52	0.6	M54	Down-to-Earth Owners	0	0.0	0	0.0	21	0.2		
E20	Classic Grandparents	0	0.0	0	0.0	0	0.0	M55	Offspring Overspill	0	0.0	0	0.0	0	0.0		
E21	Solo Retirees	0	0.0	0	0.0	0	0.0	M56	Self Supporters	0	0.0	0	0.0	0	0.0		
F22	Boomerang Boarders	0	0.0	0	0.0	0	0.0	N57	Community Elders	0	0.0	0	0.0	0	0.0		
F23	Family Ties	0	0.0	0	0.0	0	0.0	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0		
F24	Fledgling Free	0	0.0	0	0.0	44	0.5	N59	Asian Heritage	0	0.0	0	0.0	0	0.0		
F25	Dependable Me	0	0.0	0	0.0	0	0.0	N60	Ageing Access	0	0.0	0	0.0	0	0.0		
G26	Cafés and Catchments	0	0.0	0	0.0	0	0.0	O61	Career Builders	0	0.0	0	0.0	0	0.0		
G27	Thriving Independence	0	0.0	0	0.0	0	0.0	O62	Central Pulse	0	0.0	0	0.0	0	0.0		
G28	Modern Parents	0	0.0	0	0.0	34	0.4	O63	Flexible Workforce	0	0.0	0	0.0	0	0.0		
G29	Mid-Career Convention	0	0.0	0	0.0	0	0.0	O64	Bus-Route Renters	0	0.0	0	0.0	0	0.0		
H30	Primary Ambitions	0	0.0	0	0.0	0	0.0	O65	Learners & Earners	0	0.0	0	0.0	0	0.0		
H31	Affordable Fringe	0	0.0	0	0.0	3	0.0	O66	Student Scene	0	0.0	0	0.0	0	0.0		
H32	First-Rung Futures	0	0.0	0	0.0	1	0.0	U99	Unclassified	0	0.0	0	0.0	20	0.2		
H33	Contemporary Starts	70	4.6	80	3.8	83	1.0	Total	1,538	2,119	8,667						
H34	New Foundations	0	0.0	0	0.0	7	0.1										
H35	Flying Solo	0	0.0	0	0.0	5	0.1										

Top 5 Mosaic Types

1. 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

2. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations



- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

3. 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

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. H33 Contemporary Starts

Fashion-conscious young singles and partners setting up home in developments attractive to their peers



- Cohabiting couples and singles
- Late 20s and 30s, some have young kids
- Modern housing, owned or rented
- Further away from centres
- Use eBay
- Use online banking

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

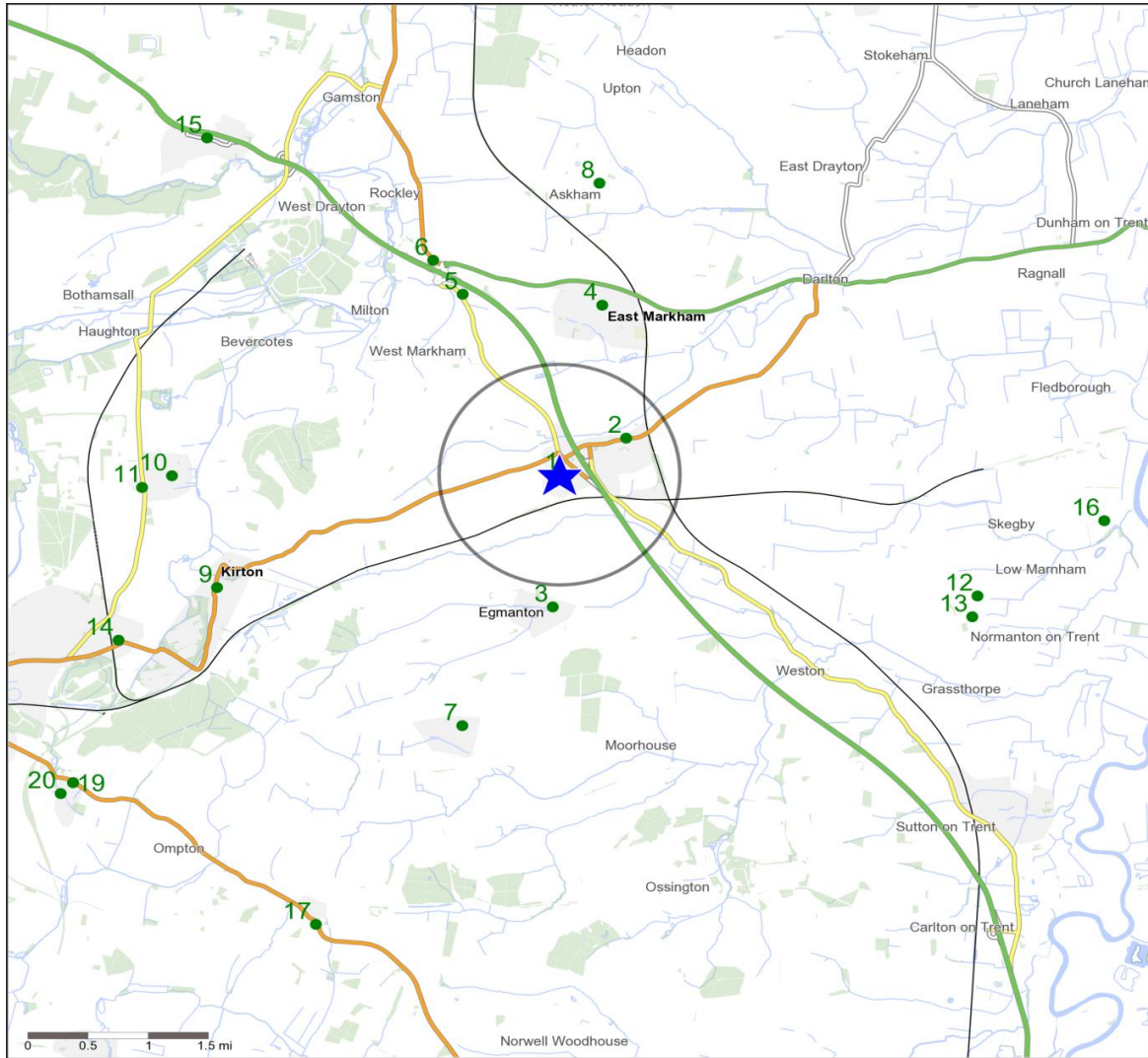
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Competitor Map



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Site
 Pubs
 Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Sun Inn	Punch Pub Company	0.0	0.0
2	Fountain Hotel	Enterprise Inns	0.6	2.7
3	Old Plough Inn	Punch Pub Company	1.2	3.4
4	Queens Hotel	Everards	1.6	5.6
5	Mussel & Crab	Independent Free	1.8	3.9
6	Markham Moor Inn	Independent Free	2.2	4.8
7	Dove Cote	Independent Free	2.4	7.2
8	Duke William	Independent Free	2.7	7.9
9	Fox	Hawthorn Leisure	3.0	6.3
10	Red Lion	Independent Free	3.2	7.6
11	Carpenters Arms	Everards	3.5	9.1
12	Square & Compass	Punch Pub Company	3.6	9.3
13	Crown Inn	Independent Free	3.7	9.4
14	Harrow Inn	Enterprise Inns	4.0	8.8
15	Robin Hood Inn	Enterprise Inns	4.2	7.9
16	Brownlow Arms	Independent Free	4.5	12.4
17	Angel Inn	Enterprise Inns	4.6	14.5
18	Maypole At Wellow	Independent Free	4.9	13.8
19	Durham Ox	Enterprise Inns	4.9	13.8
20	Olde Red Lion	Independent Free	5.1	14.0