

1 Mile Catchment Mosaic Profile

Per Pub Analysis

0.5 Mile
Catchment

1 Mile
Catchment

10 Minute DT
Catchment

D Rural Reality



F Suburban Stability



H Aspiring Homemakers



Number of Pubs

2

6

68

Catchment Adults 18+

1,385

2,840

39,542

Catchment Adults 18+ Per Pub

693

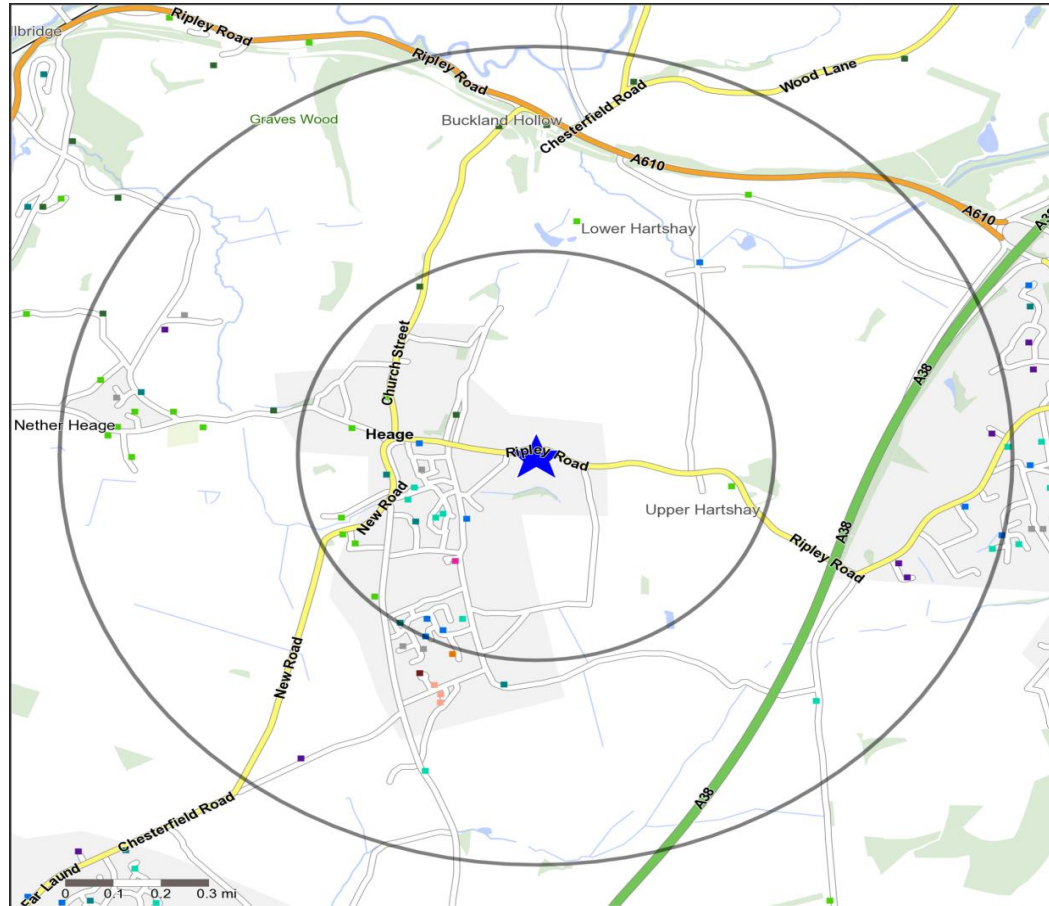
473

582

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	578	41.7	143	1,193	42.0	144	15,047	38.1	130
Great Pub Great Food Silver	1,352	97.6	212	2,443	86.0	187	27,216	68.8	150
Mainstream Pub with Food - Suburban Value	988	71.3	129	1,763	62.1	112	31,986	80.9	146
Mainstream Pub with Food - Suburban Aspiration	603	43.5	117	1,219	42.9	116	18,423	46.6	126
Mainstream Pub with Food - Country Value	615	44.4	359	1,181	41.6	336	8,958	22.7	183
Mainstream Pub with Food - Country Aspiration	130	9.4	76	403	14.2	114	4,645	11.7	95
Bit of Style	28	2.0	8	133	4.7	19	6,639	16.8	67
YPV Mainstream	0	0.0	0	0	0.0	0	47	0.1	6
YPV Premium	0	0.0	0	1	0.0	1	913	2.3	35
Community Wet	226	16.3	53	660	23.2	75	12,944	32.7	106
Total 18+ Population in Catchment	1,385			2,840			39,542		

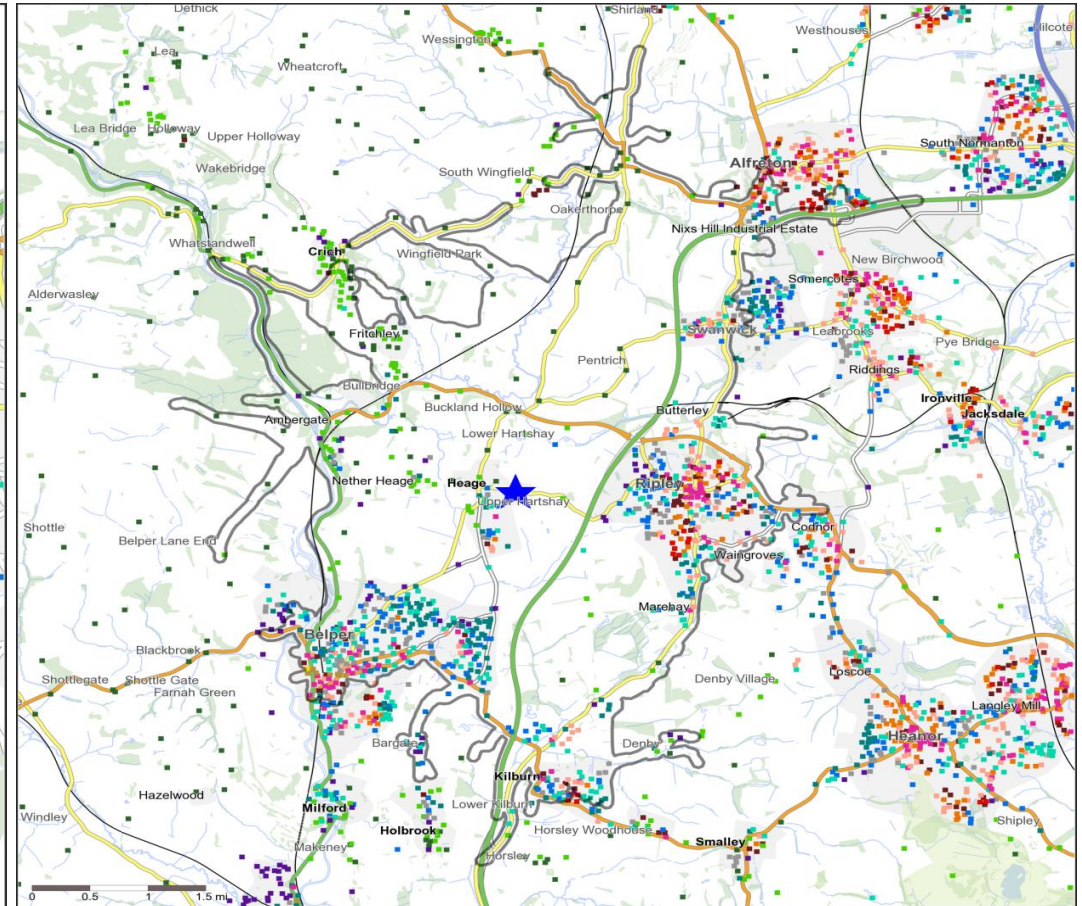
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	56.3	106	55.1	104	50.6	95
C2DE	43.7	93	44.9	96	49.4	105

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	0	0.0	0	0.0	27	0.1
<div></div>	A02	Uptown Elite	0	0.0	0	0.0	0	0.0	<div></div>	I37	Budget Generations	0	0.0	61	2.1	615	1.6
<div></div>	A03	Penthouse Chic	0	0.0	0	0.0	0	0.0	<div></div>	I38	Childcare Squeeze	0	0.0	0	0.0	548	1.4
<div></div>	A04	Metro High-Flyers	0	0.0	0	0.0	0	0.0	<div></div>	I39	Families with Needs	0	0.0	0	0.0	307	0.8
<div></div>	B05	Premium Fortunes	0	0.0	0	0.0	0	0.0	<div></div>	J40	Make Do & Move On	0	0.0	0	0.0	892	2.3
<div></div>	B06	Diamond Days	0	0.0	0	0.0	10	0.0	<div></div>	J41	Disconnected Youth	0	0.0	0	0.0	47	0.1
<div></div>	B07	Alpha Families	0	0.0	0	0.0	117	0.3	<div></div>	J42	Midlife Stopgap	25	1.8	25	0.9	1,446	3.7
<div></div>	B08	Bank of Mum and Dad	0	0.0	56	2.0	217	0.5	<div></div>	J43	Renting a Room	0	0.0	0	0.0	320	0.8
<div></div>	B09	Empty-Nest Adventure	0	0.0	99	3.5	706	1.8	<div></div>	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0
<div></div>	C10	Wealthy Landowners	1	0.1	56	2.0	537	1.4	<div></div>	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0
<div></div>	C11	Rural Vogue	0	0.0	0	0.0	29	0.1	<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	23	0.1	<div></div>	K47	Streetwise Singles	0	0.0	0	0.0	15	0.0
<div></div>	C13	Village Retirement	29	2.1	101	3.6	887	2.2	<div></div>	K48	Low Income Workers	0	0.0	0	0.0	698	1.8
<div></div>	D14	Satellite Settlers	360	26.0	521	18.3	2,019	5.1	<div></div>	L49	Dependent Greys	0	0.0	0	0.0	317	0.8
<div></div>	D15	Local Focus	5	0.4	117	4.1	498	1.3	<div></div>	L50	Pocket Pensions	0	0.0	29	1.0	760	1.9
<div></div>	D16	Outlying Seniors	2	0.1	98	3.5	510	1.3	<div></div>	L51	Aided Elderly	0	0.0	0	0.0	143	0.4
<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	399	1.0
<div></div>	E18	Legacy Elders	0	0.0	0	0.0	16	0.0	<div></div>	L53	Seasoned Survivors	0	0.0	0	0.0	546	1.4
<div></div>	E19	Bungalow Heaven	118	8.5	197	6.9	2,500	6.3	<div></div>	M54	Down-to-Earth Owners	0	0.0	117	4.1	1,002	2.5
<div></div>	E20	Classic Grandparents	0	0.0	30	1.1	448	1.1	<div></div>	M55	Offspring Overspill	0	0.0	0	0.0	478	1.2
<div></div>	E21	Solo Retirees	0	0.0	0	0.0	444	1.1	<div></div>	M56	Self Supporters	0	0.0	10	0.4	2,217	5.6
<div></div>	F22	Boomerang Boarders	29	2.1	34	1.2	1,301	3.3	<div></div>	N57	Community Elders	0	0.0	0	0.0	0	0.0
<div></div>	F23	Family Ties	0	0.0	0	0.0	778	2.0	<div></div>	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0
<div></div>	F24	Fledgling Free	101	7.3	147	5.2	2,544	6.4	<div></div>	N59	Asian Heritage	0	0.0	0	0.0	0	0.0
<div></div>	F25	Dependable Me	172	12.4	383	13.5	1,993	5.0	<div></div>	N60	Ageing Access	0	0.0	0	0.0	16	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	0	0.0
<div></div>	G27	Thriving Independence	0	0.0	0	0.0	164	0.4	<div></div>	O62	Central Pulse	0	0.0	0	0.0	0	0.0
<div></div>	G28	Modern Parents	0	0.0	5	0.2	2,022	5.1	<div></div>	O63	Flexible Workforce	0	0.0	0	0.0	0	0.0
<div></div>	G29	Mid-Career Convention	277	20.0	371	13.1	2,942	7.4	<div></div>	O64	Bus-Route Renters	0	0.0	0	0.0	359	0.9
<div></div>	H30	Primary Ambitions	0	0.0	47	1.7	284	0.7	<div></div>	O65	Learners & Earners	0	0.0	0	0.0	0	0.0
<div></div>	H31	Affordable Fringe	238	17.2	250	8.8	2,688	6.8	<div></div>	O66	Student Scene	0	0.0	0	0.0	0	0.0
<div></div>	H32	First-Rung Futures	28	2.0	66	2.3	3,033	7.7	<div></div>	U99	Unclassified	0	0.0	0	0.0	2	0.0
<div></div>	H33	Contemporary Starts	0	0.0	19	0.7	986	2.5	Total			1,385		2,840		39,542	
<div></div>	H34	New Foundations	0	0.0	0	0.0	138	0.3									
<div></div>	H35	Flying Solo	0	0.0	1	0.0	554	1.4									

Top 5 Mosaic Types

1. 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

2. 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

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. 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

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:

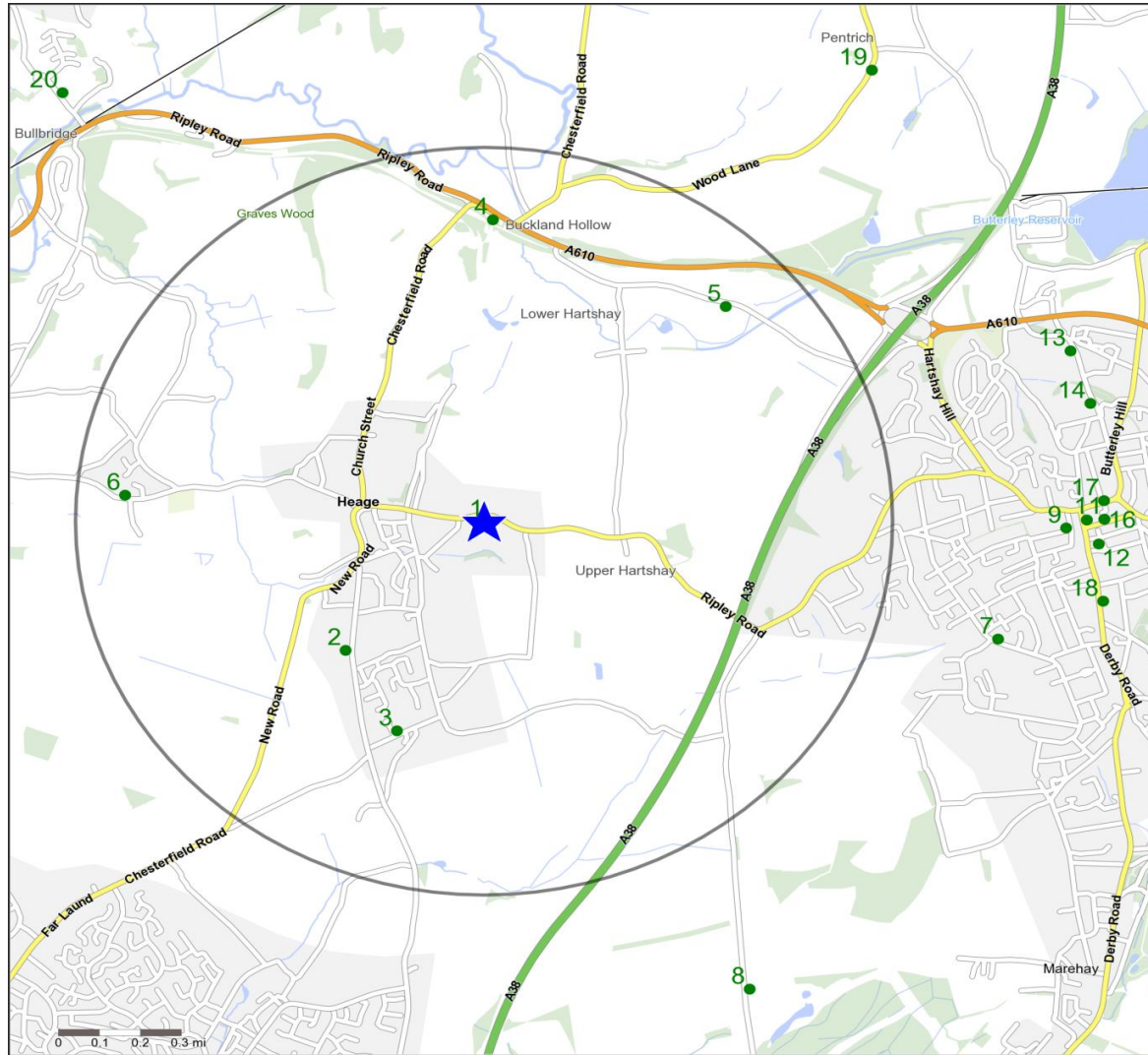
www.segmentationportal.com

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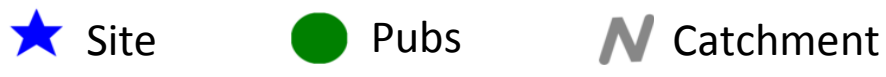
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Competitor Map



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Top 20 Nearest Competitors

Order	Outlet Name	Operator	Distance From Site (Miles)	Drivetime from Site (Minutes)
1	Eagle Tavern	Punch Pub Company	0.0	0.2
2	Black Boy	Independent Free	0.5	2.6
3	Windmill Inn	Independent Free	0.6	3.7
4	Excavator	Marston's	0.8	3.7
5	George Inn	Unknown	0.8	3.9
6	Spanker	Punch Pub Company	0.9	3.5
7	Sir Barnes Wallis	Everards	1.3	5.9
8	Durham Ox	Independent Free	1.4	4.5
9	Thorn tree Hotel	*Other Small Retail Groups	1.4	6.0
10	White Lion	Marston's	1.5	7.2
11	Red Lion Hotel	Wetherspoon	1.5	7.2
12	Crompton Arms	Enterprise Inns	1.5	7.2
13	George Inn	Independent Free	1.5	7.8
14	Crib Bar	Independent Free	1.5	7.2
15	Victors	Independent Free	1.5	7.1
16	Olde Wreck	Independent Free	1.5	7.1
17	Old Cock Inn	Unknown	1.5	6.1
18	Pear Tree Inn	Greene King	1.5	7.6
19	Dog Inn	Independent Free	1.5	5.8
20	Canal Inn	Greene King	1.5	6.3