

1 Mile Catchment Mosaic Profile

B Prestige Positions



E Senior Security



F Suburban Stability



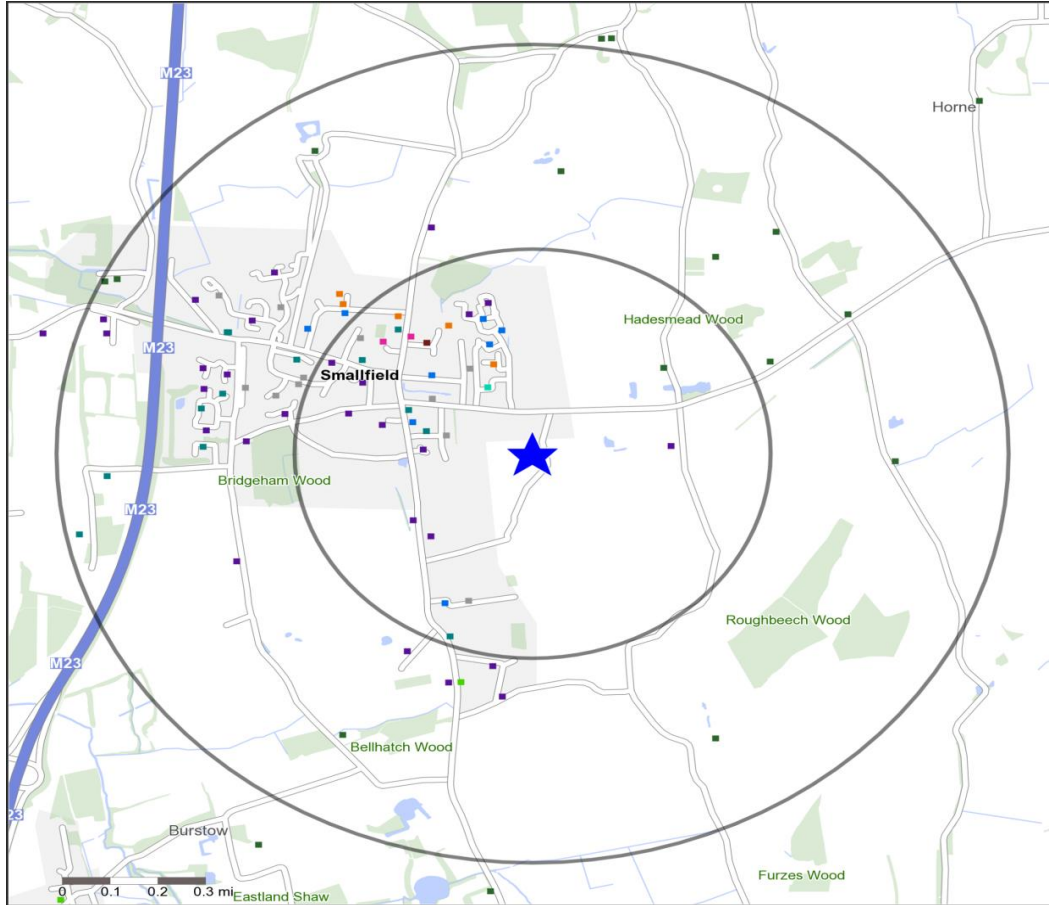
Per Pub Analysis

	0.5 Mile Catchment	1 Mile Catchment	10 Minute DT Catchment
Number of Pubs	1	1	19
Catchment Adults 18+	1,434	3,098	17,905
Catchment Adults 18+ Per Pub	1,434	3,098	942

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	710	49.5	170	1,620	52.3	179	10,157	56.7	194
Great Pub Great Food Silver	916	63.9	139	2,029	65.5	142	11,737	65.6	143
Mainstream Pub with Food - Suburban Value	869	60.6	109	1,547	49.9	90	7,568	42.3	76
Mainstream Pub with Food - Suburban Aspiration	786	54.8	148	1,739	56.1	151	11,131	62.2	168
Mainstream Pub with Food - Country Value	71	5.0	40	248	8.0	65	1,495	8.3	68
Mainstream Pub with Food - Country Aspiration	454	31.7	255	1,215	39.2	316	6,015	33.6	271
Bit of Style	43	3.0	12	124	4.0	16	5,058	28.2	113
YPV Mainstream	0	0.0	0	0	0.0	0	2	0.0	1
YPV Premium	0	0.0	0	0	0.0	0	816	4.6	68
Community Wet	492	34.3	111	604	19.5	63	1,170	6.5	21
Total 18+ Population in Catchment	1,434			3,098			17,905		

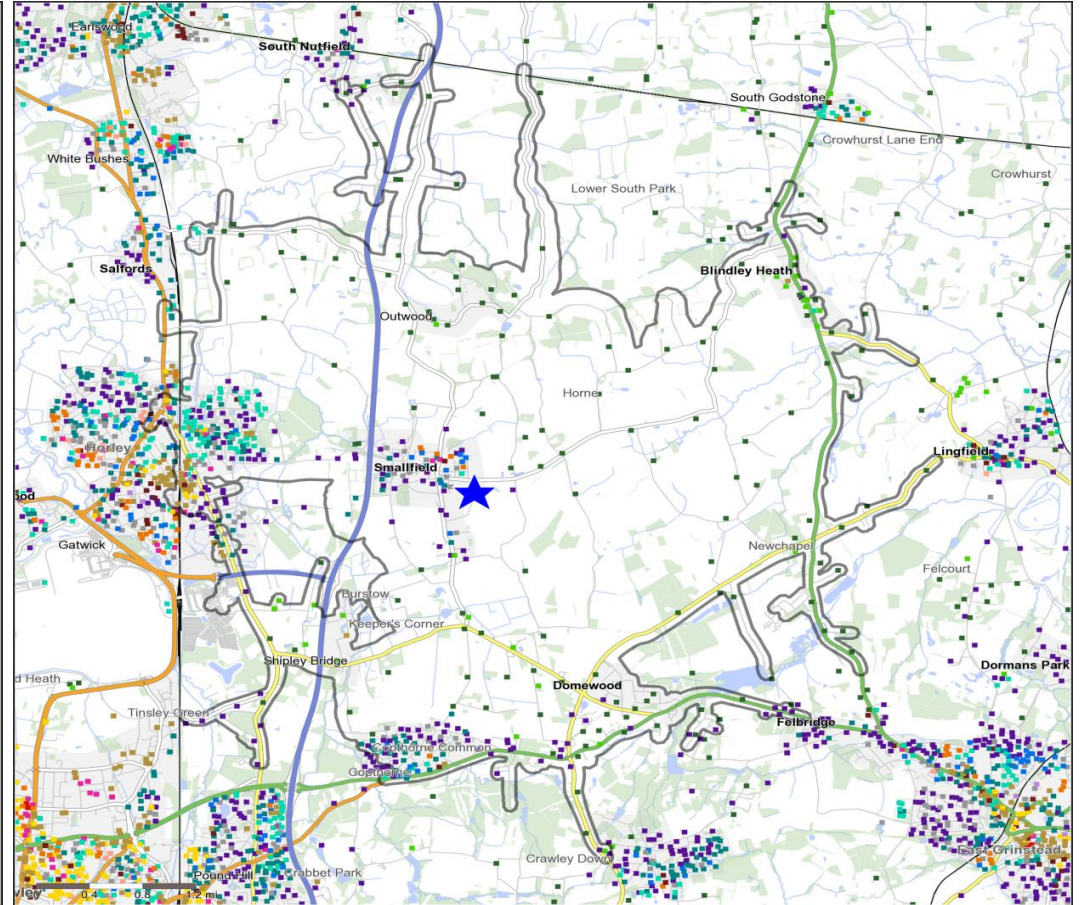
Social Grade	0.5 Mile Catchment		1 Mile Catchment		10 Minute DT Catchment	
	%	Index	%	Index	%	Index
ABC1	58.6	110	62.5	118	66.4	125
C2DE	41.4	88	37.5	80	33.6	72

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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Site	Catchment	B Prestige Positions	C Country Living	D Rural Reality	E Senior Security
A City Prosperity	F Suburban Stability	G Domestic Success	H Aspiring Homemakers	I Family Basics	J Transient Renters
K Municipal Challenge	L Vintage Value	M Modest Traditions	N Urban Cohesion	O Rental Hubs	

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	176	12.3	205	6.6	285	1.6		
A02	Uptown Elite	0	0.0	0	0.0	0	0.0	I37	Budget Generations	0	0.0	0	0.0	0	0.0		
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	0	0.0	0	0.0	0	0.0		
B05	Premium Fortunes	0	0.0	0	0.0	175	1.0	J40	Make Do & Move On	0	0.0	0	0.0	0	0.0		
B06	Diamond Days	0	0.0	0	0.0	307	1.7	J41	Disconnected Youth	0	0.0	0	0.0	2	0.0		
B07	Alpha Families	160	11.2	316	10.2	1,555	8.7	J42	Midlife Stopgap	76	5.3	122	3.9	260	1.5		
B08	Bank of Mum and Dad	212	14.8	621	20.0	1,867	10.4	J43	Renting a Room	0	0.0	0	0.0	0	0.0		
B09	Empty-Nest Adventure	76	5.3	154	5.0	536	3.0	K44	Inner City Stalwarts	0	0.0	0	0.0	0	0.0		
C10	Wealthy Landowners	43	3.0	222	7.2	2,680	15.0	K45	Crowded Kaleidoscope	0	0.0	0	0.0	0	0.0		
C11	Rural Vogue	0	0.0	3	0.1	331	1.8	K46	High Rise Residents	0	0.0	0	0.0	0	0.0		
C12	Scattered Homesteads	0	0.0	0	0.0	0	0.0	K47	Streetwise Singles	0	0.0	0	0.0	0	0.0		
C13	Village Retirement	2	0.1	39	1.3	342	1.9	K48	Low Income Workers	0	0.0	0	0.0	0	0.0		
D14	Satellite Settlers	0	0.0	23	0.7	656	3.7	L49	Dependent Greys	0	0.0	0	0.0	0	0.0		
D15	Local Focus	0	0.0	0	0.0	216	1.2	L50	Pocket Pensions	68	4.7	86	2.8	136	0.8		
D16	Outlying Seniors	0	0.0	0	0.0	0	0.0	L51	Aided Elderly	0	0.0	0	0.0	208	1.2		
D17	Far-Flung Outposts	0	0.0	0	0.0	0	0.0	L52	Estate Veterans	0	0.0	0	0.0	0	0.0		
E18	Legacy Elders	155	10.8	432	13.9	1,039	5.8	L53	Seasoned Survivors	0	0.0	0	0.0	0	0.0		
E19	Bungalow Heaven	69	4.8	186	6.0	281	1.6	M54	Down-to-Earth Owners	0	0.0	0	0.0	0	0.0		
E20	Classic Grandparents	70	4.9	70	2.3	81	0.5	M55	Offspring Overspill	0	0.0	0	0.0	38	0.2		
E21	Solo Retirees	0	0.0	0	0.0	13	0.1	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	65	4.5	91	2.9	395	2.2	N58	Cultural Comfort	0	0.0	0	0.0	0	0.0		
F24	Fledgling Free	0	0.0	0	0.0	0	0.0	N59	Asian Heritage	0	0.0	0	0.0	0	0.0		
F25	Dependable Me	170	11.9	207	6.7	285	1.6	N60	Ageing Access	0	0.0	0	0.0	216	1.2		
G26	Cafés and Catchments	0	0.0	0	0.0	230	1.3	O61	Career Builders	0	0.0	0	0.0	341	1.9		
G27	Thriving Independence	4	0.3	85	2.7	1,233	6.9	O62	Central Pulse	0	0.0	0	0.0	0	0.0		
G28	Modern Parents	0	0.0	69	2.2	140	0.8	O63	Flexible Workforce	0	0.0	0	0.0	20	0.1		
G29	Mid-Career Convention	49	3.4	126	4.1	721	4.0	O64	Bus-Route Renters	0	0.0	0	0.0	713	4.0		
H30	Primary Ambitions	0	0.0	0	0.0	1,388	7.8	O65	Learners & Earners	0	0.0	0	0.0	0	0.0		
H31	Affordable Fringe	0	0.0	0	0.0	0	0.0	O66	Student Scene	0	0.0	0	0.0	0	0.0		
H32	First-Rung Futures	0	0.0	0	0.0	2	0.0	U99	Unclassified	0	0.0	2	0.1	71	0.4		
H33	Contemporary Starts	39	2.7	39	1.3	1,046	5.8										
H34	New Foundations	0	0.0	0	0.0	13	0.1										
H35	Flying Solo	0	0.0	0	0.0	83	0.5										
Total										1,434		3,098		17,905			

Top 5 Mosaic Types

1. B08 Bank of Mum and Dad

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support



- Married couples aged 50-65
- Adult children at home
- High salaries from senior positions
- Quality 4 bed detached homes
- Mortgage nearly paid off
- Use technology practically

2. E18 Legacy Elders

Time-honoured elders now mostly living alone in comfortable suburban homes on final salary pensions



- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

3. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development



- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

4. C10 Wealthy Landowners

Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners



- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

5. 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

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

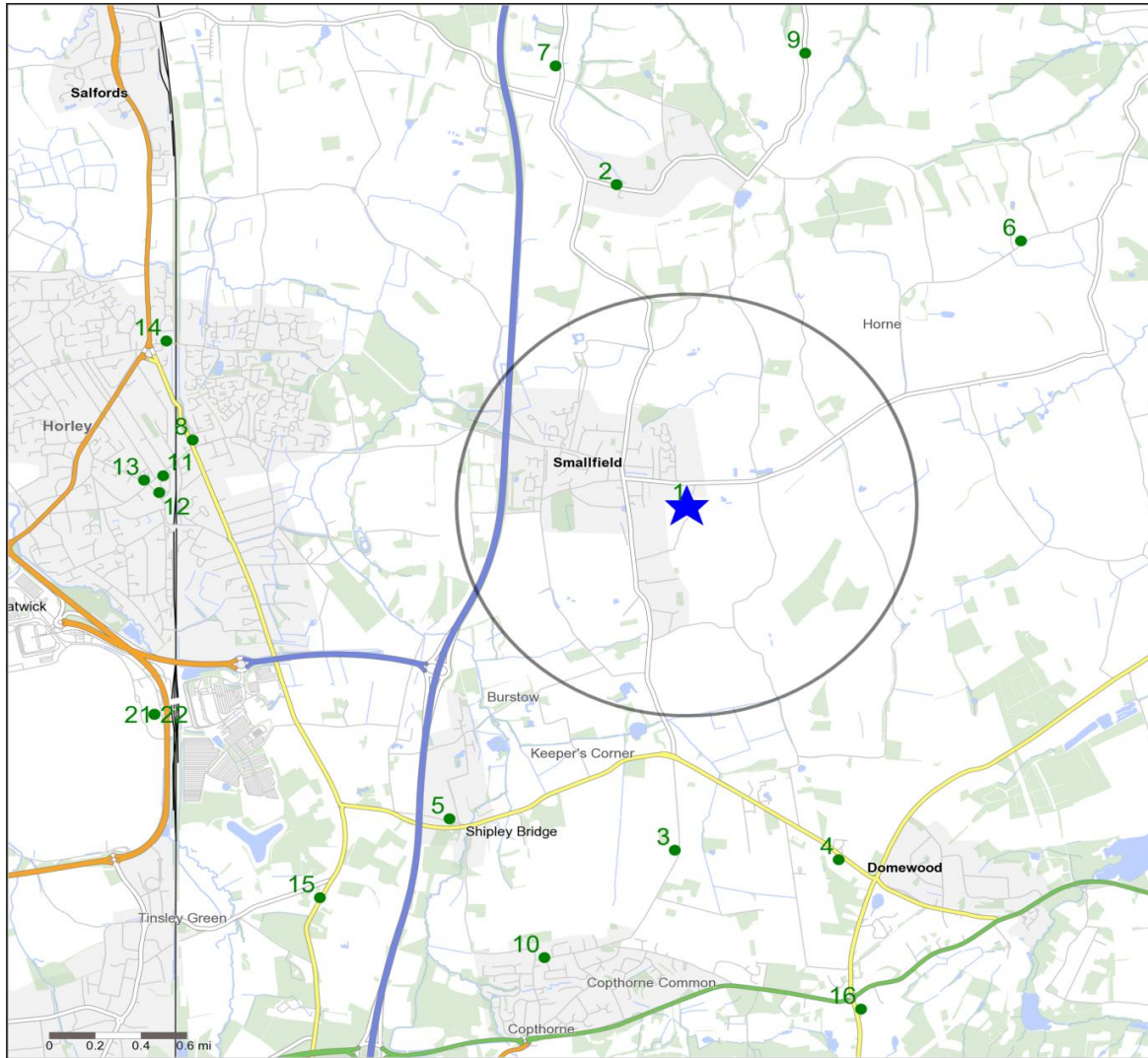
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Experian Helpdesk: EMSUKHelpdesk@experian.com

0115 968 5099

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	Plough & Furrow	Punch Pub Company	0.0	1.2
2	Castle	Enterprise Inns	1.5	5.4
3	Cherry Tree	Hall & Woodhouse	1.6	6.3
4	Curious Pig In The Parlour	Marston's	1.8	6.4
5	Shipley Bridge	Greene King	1.8	7.1
6	Jolly Farmer	Independent Free	1.9	5.6
7	Dog & Duck	Hall & Woodhouse	2.2	6.0
8	Kings Head	Stonegate Pub Company	2.2	8.1
9	Bell Inn	Fuller Smith & Turner	2.2	6.3
10	Prince Albert	Enterprise Inns	2.2	9.1
11	Airfield Tavern	Hall & Woodhouse	2.3	11.0
12	Jack Fairman	Wetherspoon	2.3	10.4
13	Foresters	Stonegate Pub Company	2.4	10.7
14	Farmhouse	Enterprise Inns	2.4	9.2
15	Parsons Pig	Independent Free	2.5	9.0
16	Dukes Head	Mitchells & Butlers	2.5	7.5
17	No1 Gatwick	Independent Free	2.5	13.7
18	London Bar	Independent Free	2.5	13.7
19	Flying Horse	Wetherspoon	2.5	13.7
20	Apostrophe	Independent Free	2.5	13.7