Pub Catchment Report - NP20 6WG

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	3	5	236
Catchment Adults 18+	4,337	7,524	288,340
Catchment Adults 18+ Per Pub	1,446	1,505	1,222
Populaton Projection 2018 to 2028 (% change)	3.43%	2.86%	3.93%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	3,944	90.9	176	
2	Community Pub	3,577	82.5	177	
3	Premium Local	2,117	48.8	77	
4	Great Pub Great Food	1,547	35.7	276	
5	Bit of Style	337	7.8	19	
6	Circuit Bar	233	5.4	20	
7	Craft Led	233	5.4	52	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	6,848	91.0	176	
2	Community Pub	6,010	79.9	171	
3	Premium Local	3,230	42.9	68	
4	Great Pub Great Food	2,251	29.9	231	
5	Circuit Bar	636	8.5	21	
6	Craft Led	614	8.2	30	
7	Bit of Style	494	6.6	64	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	224,108	77.7	150	
2	Community Pub	188,770	65.5	140	
3	Premium Local	136,494	47.3	75	
4	Great Pub Great Food	94,674	32.8	254	
5	Bit of Style	58,485	20.3	50	
6	Circuit Bar	33,754	11.7	44	
7	Craft Led	19,615	6.8	66	

Pub Catchment Report - NP20 6WG

Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	263	6.1	69	426	5.7	64	21,543	7.5	84
C1	512	11.8	96	846	11.2	92	34,606	12.0	98
C2	381	8.8	106	673	8.9	108	23,970	8.3	101
DE	377	8.7	84	833	11.1	108	34,609	12.0	117

Affluence (Bands)	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Low (0-6)	965	22.3	67	2,453	32.6	98	122,656	42.5	128
Medium (7-13)	2,822	65.1	196	4,222	56.1	169	110,269	38.2	115
High (14-19)	627	14.5	51	1,047	13.9	49	63,315	22.0	77

Catchment Mosaic Groups

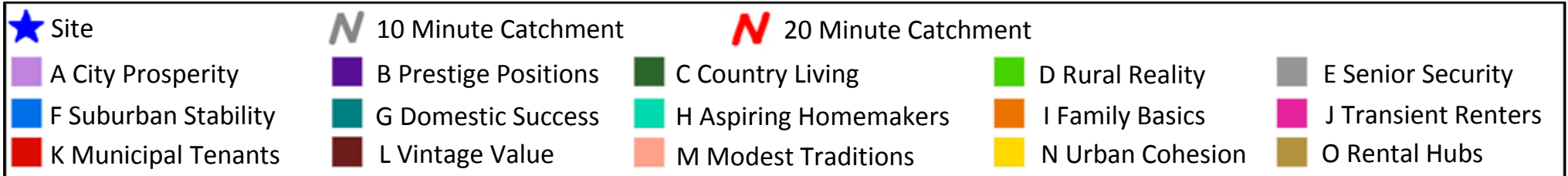## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area
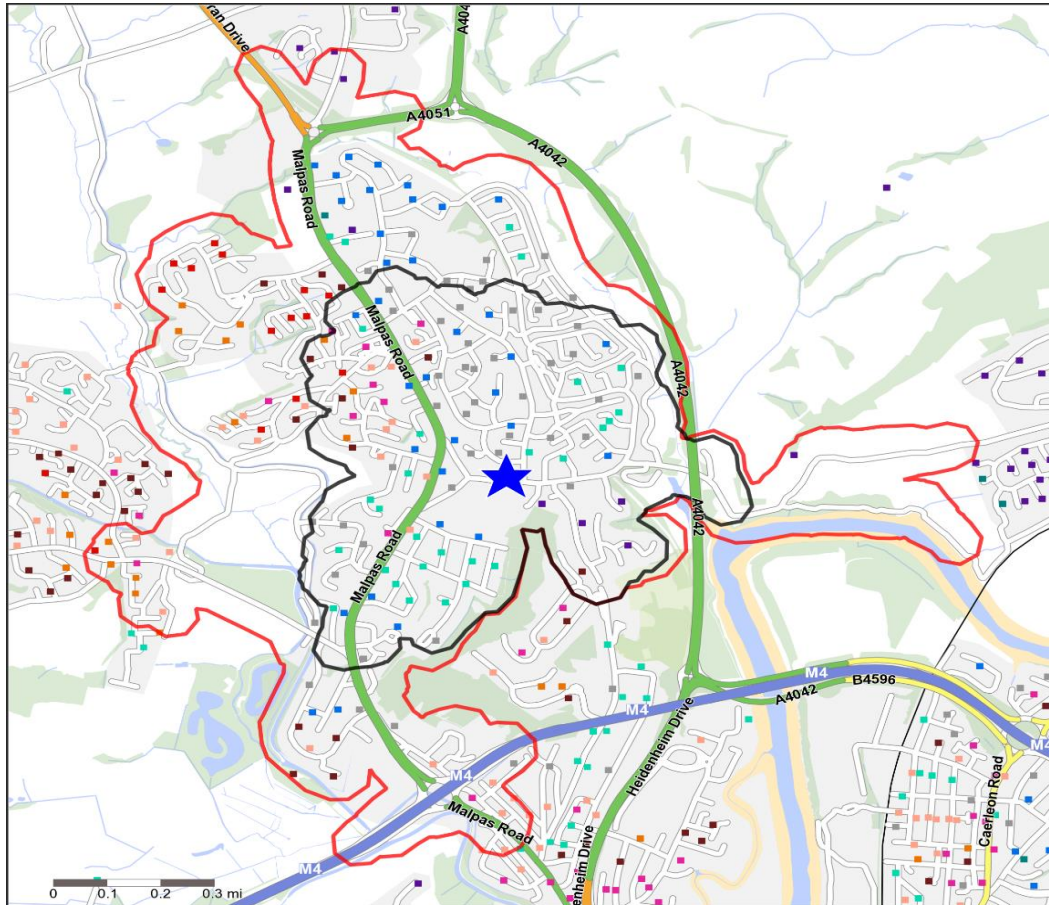
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★ Site   N 10 Minute Catchment   N 20 Minute Catchment

A City Prosperity	B Prestige Positions	C Country Living	D Rural Reality	E Senior Security
F Suburban Stability	G Domestic Success	H Aspiring Homemakers	I Family Basics	J Transient Renters
K Municipal Tenants	L Vintage Value	M Modest Traditions	N Urban Cohesion	O Rental Hubs
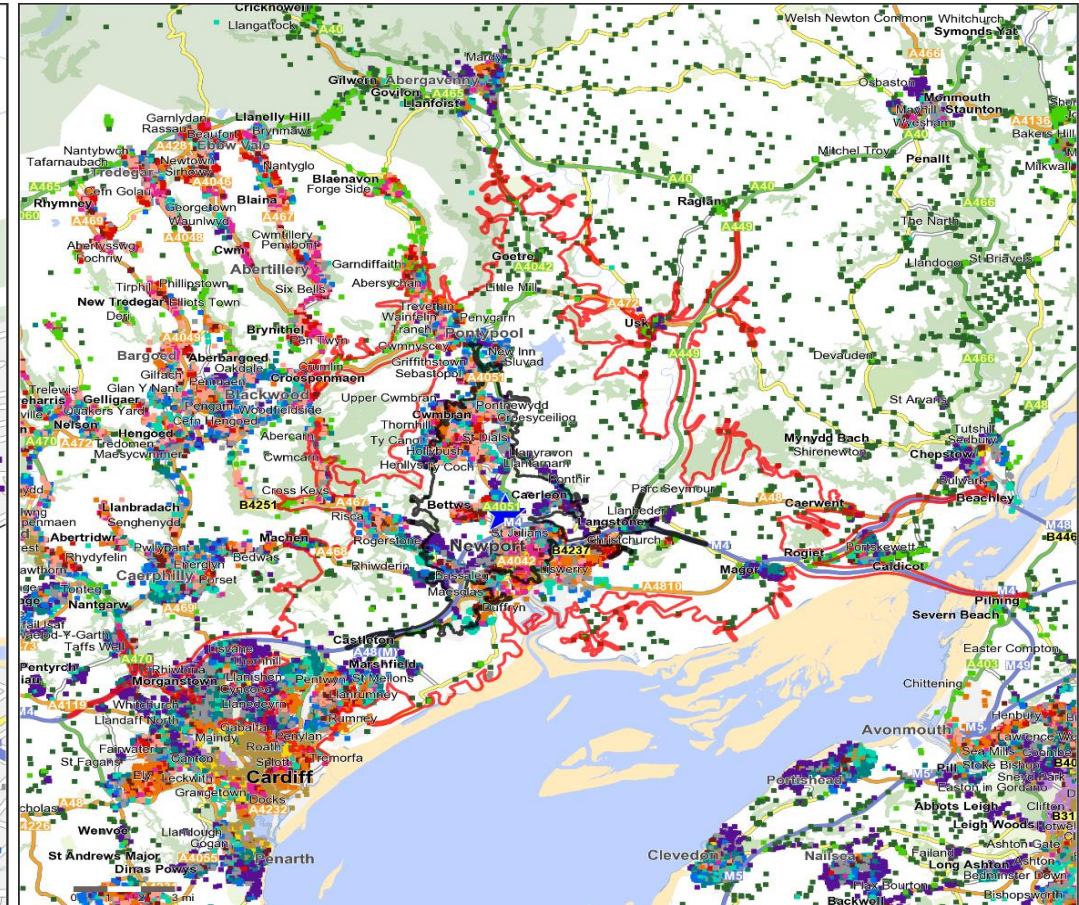
Adults 18+ by Mosaic Type in Each Catchment

Mosaic Type Profile		10 Minute WT Catchment Adults 18+	20 Minute WT Catchment Adults 18+	10 Minute DT Catchment Adults 18+	20 Minute DT Catchment Adults 18+
A01	World-Class Wealth	0	0	0	0
A02	Uptown Elite	0	0	10	399
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	33
B05	Premium Fortunes	0	7	54	2,023
B06	Diamond Days	0	0	906	6,184
B07	Alpha Families	0	42	2,445	7,199
B08	Bank of Mum and Dad	76	108	2,355	5,278
B09	Empty-Nest Adventure	119	170	3,049	6,557
C10	Wealthy Landowners	0	4	280	5,516
C11	Rural Vogue	0	0	7	597
C12	Scattered Homesteads	0	0	0	333
C13	Village Retirement	0	0	58	2,941
D14	Satellite Settlers	0	0	107	2,724
D15	Local Focus	0	0	0	2,505
D16	Outlying Seniors	0	0	8	1,898
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	9	10	3,084	7,395
E19	Bungalow Heaven	156	228	802	2,696
E20	Classic Grandparents	862	1,261	3,218	8,310
E21	Solo Retirees	573	681	4,142	8,976
F22	Boomerang Boarders	236	547	3,084	8,323
F23	Family Ties	22	147	805	2,383
F24	Fledgling Free	125	179	859	3,838
F25	Dependable Me	295	448	2,245	7,123
G26	Cafés and Catchments	0	0	366	1,428
G27	Thriving Independence	0	0	1,648	5,296
G28	Modern Parents	0	2	1,090	10,110
G29	Mid-Career Convention	0	30	1,430	4,262
H30	Primary Ambitions	25	47	1,359	5,028
H31	Affordable Fringe	956	1,105	3,152	7,482
H32	First-Rung Futures	191	209	3,426	9,026
H33	Contemporary Starts	0	0	1,446	9,018
H34	New Foundations	0	2	318	961
H35	Flying Solo	42	63	518	1,620

Mosaic Type Profile		10 Minute WT Catchment Adults 18+	20 Minute WT Catchment Adults 18+	10 Minute DT Catchment Adults 18+	20 Minute DT Catchment Adults 18+
I36	Solid Economy	5	16	1,310	5,221
I37	Budget Generations	55	91	1,695	5,105
I38	Economical Families	12	40	2,790	6,276
I39	Families on a Budget	0	151	3,484	16,886
J40	Value Rentals	78	141	2,570	6,362
J41	Youthful Endeavours	0	20	1,727	2,598
J42	Midlife Renters	77	155	4,012	6,949
J43	Renting Rooms	0	0	5,479	7,097
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	332	332
K47	Single Essentials	0	342	1,747	4,025
K48	Mature Workers	46	112	2,602	7,350
L49	Flatlet Seniors	0	52	2,133	2,931
L50	Pocket Pensions	38	124	2,265	5,804
L51	Retirement Communities	0	0	988	1,981
L52	Estate Veterans	81	327	4,032	8,488
L53	Seasoned Survivors	5	27	2,816	4,799
M54	Down-to-Earth Owners	63	173	4,931	11,609
M55	Back with the Folks	141	224	6,325	14,232
M56	Self Supporters	49	240	3,820	9,446
N57	Community Elders	0	0	113	168
N58	Culture & Comfort	0	0	8	24
N59	Large Family Living	0	0	1,231	1,561
N60	Ageing Access	0	0	698	1,165
O61	Career Builders	0	0	189	1,728
O62	Central Pulse	0	0	190	659
O63	Flexible Workforce	0	0	400	730
O64	Bus-Route Renters	0	0	1,120	3,291
O65	Learners & Earners	0	0	1,040	1,401
O66	Student Scene	0	0	279	425
U99	Unclassified	0	0	710	2,233
	Total	**4,337**	**7,525**	**103,307**	**288,338**

Top 3 Mosaic Types in a 20 Minute Walktime	Top 3 Mosaic Types in a 20 Minute Drivetime

1. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening

- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

1. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way

- 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

2. 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. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence

- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

3. E21 Solo Retirees

Senior singles owning affordable but pleasant homes, whose reduced incomes are satisfactory

- 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

3. M54 Down-to-Earth Owners

Ageing couples who have owned their inexpensive home for many years while working in routine jobs

- Older married couples
- Children have left home
- Have lived in same house for 25 years
- Own affordable semis and terraces
- Living within means
- Some still working, some retired

Full visualisation of all types and groups are available in Segmentation Portal: www.segmentationportal.com. If you do not have log in details for Segmentation Portal then please contact the Experian Helpdesk: EMSUKHelpdesk@experian.com | 0115 968 5099

Pubs & Leisure: Attitudinal Profiles

Activity Group Structure	High — Target Customers	High — % of Population	High — Index	Medium — Target Customers	Medium — % of Population	Medium — Index	Low — Target Customers	Low — % of Population	Low — Index
20 Minute Walktime									
Female: Alone, Pair or Group	1,755	23.3	77	1,254	16.7	102	4,515	60.0	115
Male: Alone	3,065	40.7	137	665	8.8	57	3,794	50.4	95
Male: Group	2,780	36.9	162	2,653	35.3	135	2,091	27.8	56
Male: Pair	3,023	40.2	154	1,648	21.9	144	2,854	37.9	66
Mixed Sex: Group	2,010	26.7	117	1,381	18.4	57	4,133	54.9	125
Mixed Sex: Pair	3,670	48.8	208	1,687	22.4	69	2,167	28.8	67
With Children	2,329	31.0	107	577	7.7	46	4,619	61.4	116
Unknown	1,795	23.9	73	349	4.6	26	5,380	71.5	149
For Eating:									
Upmarket	2,362	31.4	102	760	10.1	49	4,402	58.5	124
Midmarket	1,842	24.5	71	249	3.3	37	5,433	72.2	131
Downmarket	4,374	58.1	262	1,744	23.2	66	1,406	18.7	45
For Drinking (monthly spend):									
Nothing	4,212	56.0	185	1,393	18.5	78	1,919	25.5	57
Low (less than £10)	3,733	49.6	166	1,238	16.5	70	2,553	33.9	75
Medium (Between £10 and £40)	3,740	49.7	162	438	5.8	33	3,346	44.5	88
High (Greater than £40)	1,337	17.8	69	1,649	21.9	107	4,538	60.3	115

Pubs & Leisure: Attitudinal Profiles

	20 Minute Drivetime								
	High			Medium			Low		
Activity Group Structure	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	87,346	30.3	100	39,094	13.6	83	159,667	55.4	106
Male: Alone	91,098	31.6	106	49,825	17.3	111	145,184	50.4	94
Male: Group	60,392	20.9	92	79,756	27.7	106	145,960	50.6	102
Male: Pair	72,136	25.0	96	53,905	18.7	123	160,066	55.5	97
Mixed Sex: Group	56,325	19.5	85	85,539	29.7	93	144,243	50.0	114
Mixed Sex: Pair	80,933	28.1	120	87,874	30.5	94	117,300	40.7	95
With Children	98,085	34.0	118	60,615	21.0	125	127,407	44.2	83
Unknown	77,757	27.0	82	47,734	16.6	92	160,615	55.7	116
For Eating:									
Upmarket	75,176	26.1	85	62,660	21.7	104	148,272	51.4	109
Midmarket	83,971	29.1	85	26,756	9.3	103	175,380	60.8	110
Downmarket	92,178	32.0	144	105,484	36.6	105	88,445	30.7	74
For Drinking (monthly spend):									
Nothing	96,693	33.5	111	70,332	24.4	103	119,082	41.3	92
Low (less than £10)	89,688	31.1	104	56,130	19.5	83	140,289	48.7	107
Medium (Between £10 and £40)	90,530	31.4	103	43,795	15.2	85	151,782	52.6	105
High (Greater than £40)	64,891	22.5	87	63,297	22.0	107	157,919	54.8	105

Competitor Map and Report

![Experian logo]
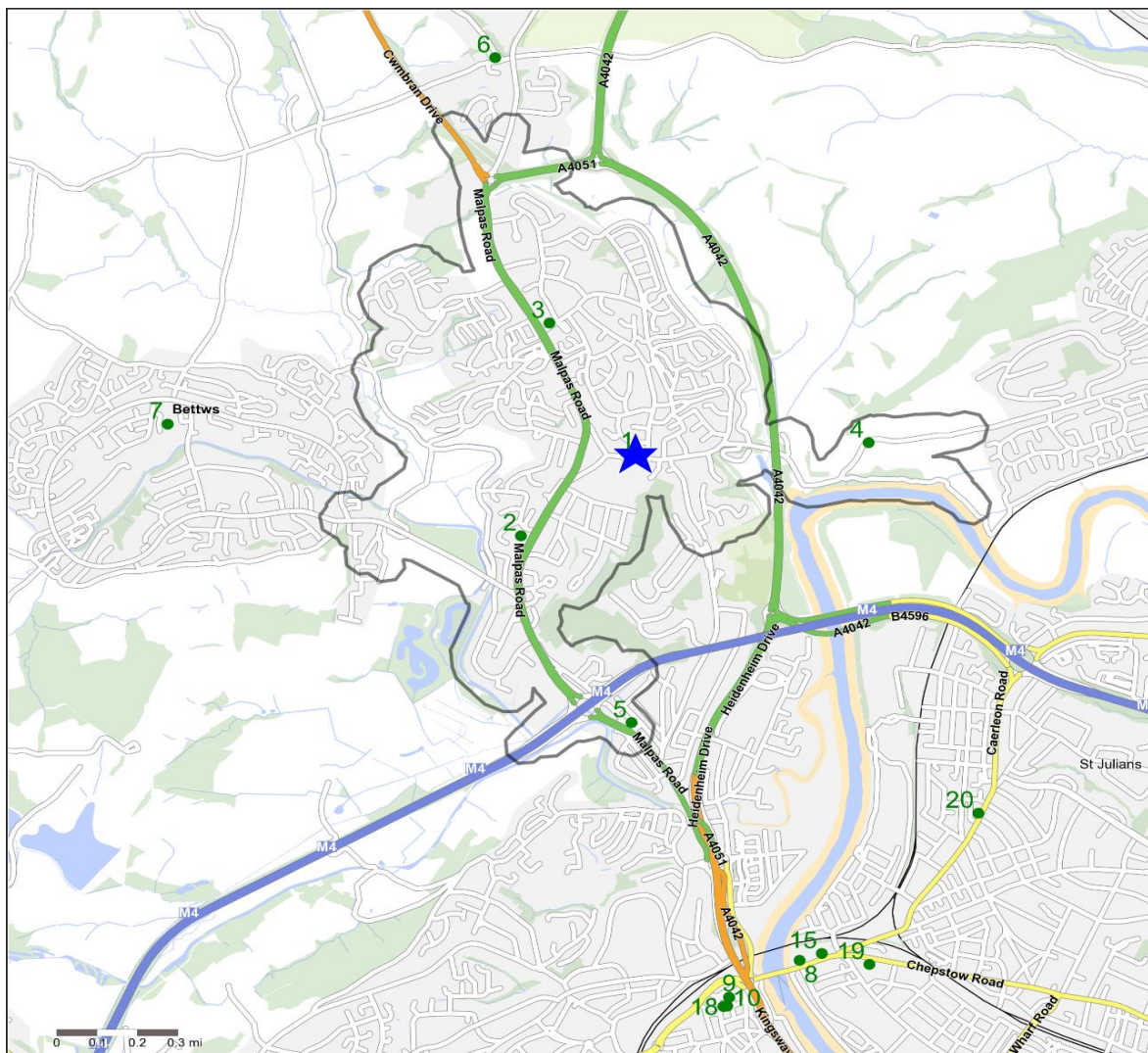
Competitor Map

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★ Site ● Star Pubs ● Pubs N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Three Horseshoes, NP20 6WG	Star Pubs & Bars	0.0	0.1
2	Harvester Borderer, NP20 6EP	Mitchells & Butlers	6.9	2.0
3	Parc-Y-Prior Inn, NP20 6LD	Greene King	9.1	2.2
4	Usk Vale, NP18 3QZ	Wellington	14.8	2.5
5	Lyceum Tavern, NP20 5PL	Ei Group	19.6	3.0
6	Three Blackbirds Inn, NP44 3AY	Mitchells & Butlers	25.1	4.0
7	Nightingale, NP20 7TN	*Other Small Retail Groups	34.7	5.5
8	Mojo Food Bar, NP19 7AA	Independent Free	36.5	5.6
9	Carpenters Arms, NP20 1FQ	*Other Small Retail Groups	37.1	5.9
10	Mccanns, NP20 1FQ	Independent Free	37.1	5.9
11	Atlantica, NP20 1FU	Independent Free	37.4	6.2
12	Cross Keys Hotel, NP20 1FU	Star Pubs & Bars	37.4	6.2
13	Meze, NP20 1FU	Independent Free	37.4	6.2
14	Neon, NP20 1FU	Independent Free	37.4	6.2
15	Riverside Tavern, NP19 7AB	Ei Group	37.7	5.7
16	La Bamba, NP20 1FW	Independent Free	38.0	6.2
17	Le Public Space, NP20 1FW	Independent Free	38.0	6.2
18	Sixteen, NP20 1FW	Independent Free	38.0	6.2
19	Dodger, NP19 8EA	Independent Free	40.1	6.3
20	Victoria Inn, NP19 7FX	Star Pubs & Bars	49.2	8.8