Pub Catchment Report - DA 3 7QD

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	1	246
Catchment Adults 18+	1,507	3,372	289,647
Catchment Adults 18+ Per Pub	1,507	3,372	1,177
Populaton Projection 2018 to 2028 (% change)	4.38%	5.34%	10.33%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	1,124	74.6	144	
2	Premium Local	1,070	71.0	152	
3	Great Pub Great Food	945	62.7	99	
4	Community Pub	648	43.0	333	
5	Bit of Style	499	33.1	82	
6	Circuit Bar	74	4.9	18	
7	Craft Led	74	4.9	48	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Premium Local	2,385	70.7	137	
2	Great Pub Great Food	2,193	65.0	140	
3	High Street Pub	2,175	64.5	102	
4	Community Pub	1,395	41.4	320	
5	Bit of Style	892	26.5	66	
6	Circuit Bar	152	4.5	17	
7	Craft Led	152	4.5	44	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	225,498	77.9	150	
2	Premium Local	165,652	57.2	123	
3	Community Pub	139,220	48.1	76	
4	Great Pub Great Food	137,736	47.6	368	
5	Bit of Style	90,961	31.4	78	
6	Circuit Bar	32,586	11.3	42	
7	Craft Led	18,975	6.6	64	

Pub Catchment Report - DA 3 7QD

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	123	8.2	92	284	8.4	95	21,590	7.5	84
C1	140	9.3	76	325	9.6	79	37,806	13.1	106
C2	101	6.7	81	231	6.9	83	28,097	9.7	118
DE	80	5.3	52	188	5.6	54	27,389	9.5	92

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)	69	4.6	14	299	8.9	27	60,109	20.8	63
Medium (7-13)	285	18.9	57	673	20.0	60	103,310	35.7	108
High (14-19)	1,035	68.7	242	2,241	66.5	234	124,258	42.9	151

Catchment Mosaic Groups

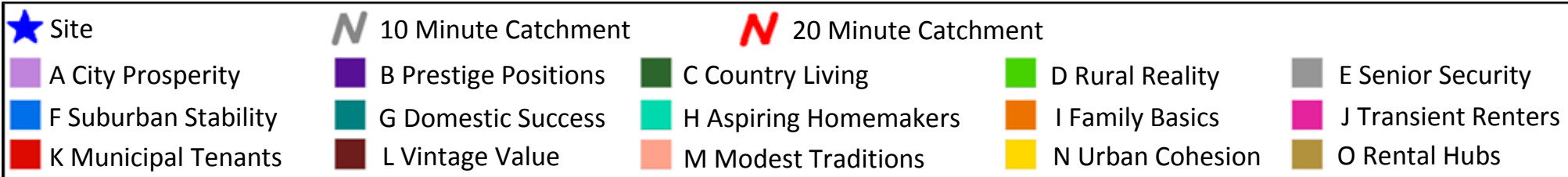## Mosaic Groups in 10 and 20 Minute WT Catchment Areas
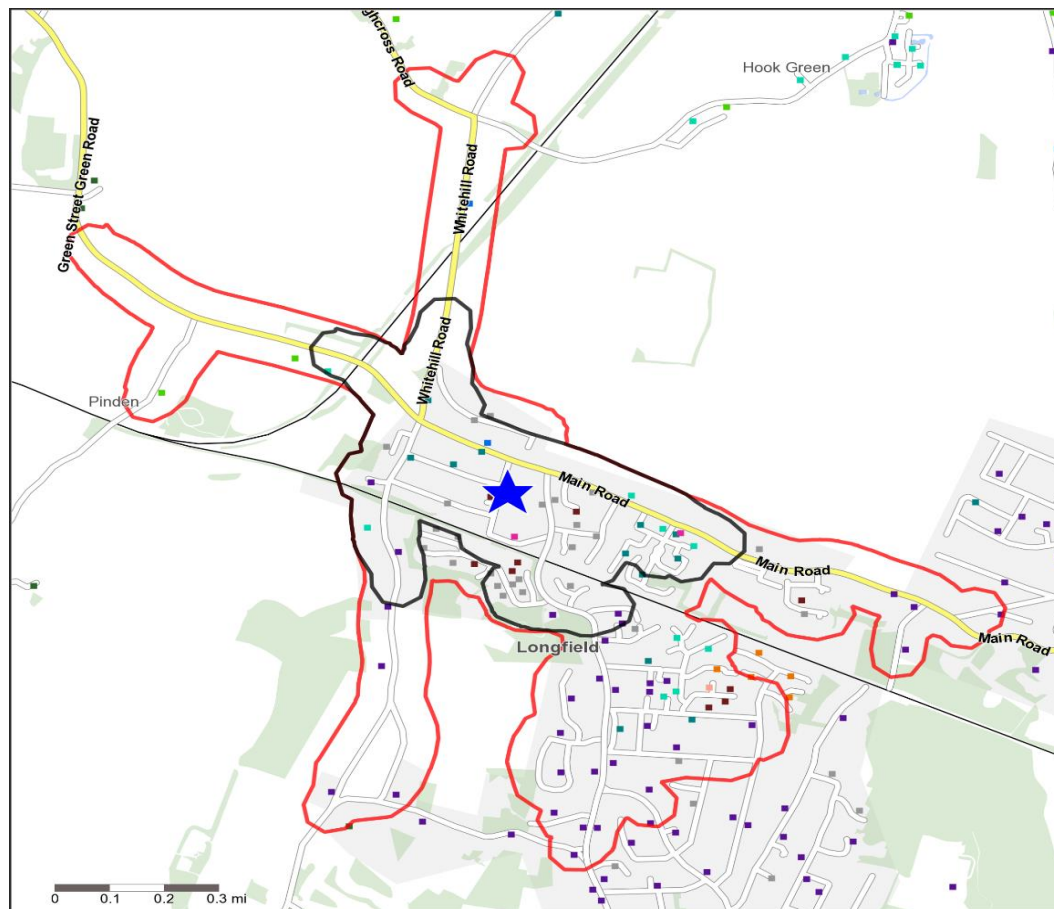
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Mosaic Groups in 10 and 20 Minute DT Catchment Area

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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
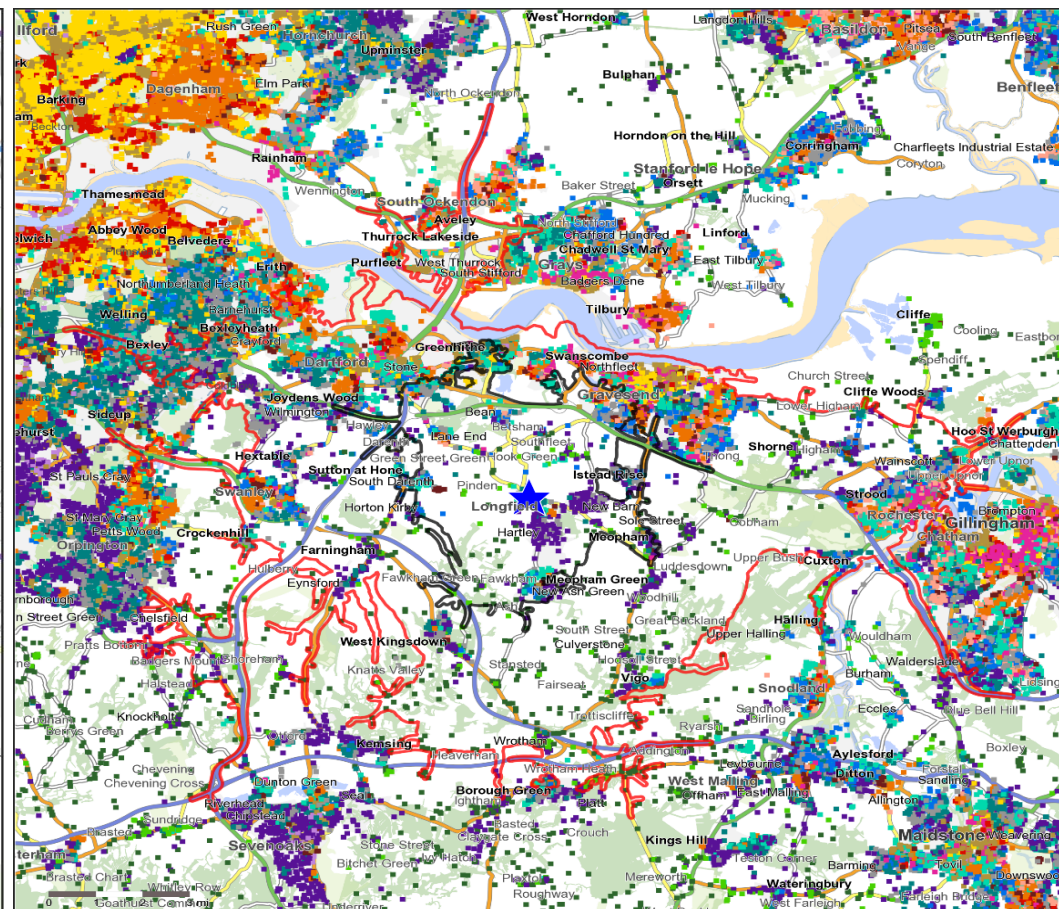
Adults 18+ by Mosaic Type in Each Catchment

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	27	325
A03 Penthouse Chic	0	0	0	0
A04 Metro High-Flyers	0	0	0	2
B05 Premium Fortunes	0	0	62	1,229
B06 Diamond Days	69	203	1,106	4,295
B07 Alpha Families	26	385	3,746	8,263
B08 Bank of Mum and Dad	20	43	1,584	7,182
B09 Empty-Nest Adventure	0	75	1,232	4,365
C10 Wealthy Landowners	0	1	783	4,665
C11 Rural Vogue	0	0	31	531
C12 Scattered Homesteads	0	0	0	12
C13 Village Retirement	3	10	253	2,525
D14 Satellite Settlers	31	37	550	3,209
D15 Local Focus	0	0	72	605
D16 Outlying Seniors	0	0	24	98
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	372	644	2,284	14,490
E19 Bungalow Heaven	222	420	946	4,766
E20 Classic Grandparents	0	0	2,296	7,625
E21 Solo Retirees	38	43	1,852	11,083
F22 Boomerang Boarders	0	0	1,070	8,788
F23 Family Ties	63	63	2,351	11,150
F24 Fledgling Free	0	0	11	468
F25 Dependable Me	0	0	1,028	3,161
G26 Cafés and Catchments	0	0	1,487	10,795
G27 Thriving Independence	376	554	1,510	16,015
G28 Modern Parents	49	57	206	1,067
G29 Mid-Career Convention	0	24	1,770	8,286
H30 Primary Ambitions	0	105	4,693	33,001
H31 Affordable Fringe	0	55	396	2,741
H32 First-Rung Futures	61	129	615	2,722
H33 Contemporary Starts	0	0	749	4,917
H34 New Foundations	0	0	341	1,597
H35 Flying Solo	13	23	447	1,574

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	0	93	2,651	25,564
I37 Budget Generations	0	0	179	2,765
I38 Economical Families	0	0	0	1,362
I39 Families on a Budget	0	0	63	2,341
J40 Value Rentals	0	0	0	119
J41 Youthful Endeavours	0	0	12	868
J42 Midlife Renters	79	102	816	10,821
J43 Renting Rooms	0	0	83	2,836
K44 Inner City Stalwarts	0	0	0	28
K45 City Diversity	0	0	0	892
K46 High Rise Residents	0	0	0	571
K47 Single Essentials	0	0	202	4,137
K48 Mature Workers	0	0	0	165
L49 Flatlet Seniors	0	0	166	1,981
L50 Pocket Pensions	0	111	887	3,384
L51 Retirement Communities	86	162	530	2,991
L52 Estate Veterans	0	8	349	3,966
L53 Seasoned Survivors	0	0	10	530
M54 Down-to-Earth Owners	0	0	0	467
M55 Back with the Folks	0	24	625	7,510
M56 Self Supporters	0	0	110	1,677
N57 Community Elders	0	0	98	3,979
N58 Culture & Comfort	0	0	4	3,642
N59 Large Family Living	0	0	0	0
N60 Ageing Access	0	0	297	2,937
O61 Career Builders	0	0	1,252	5,483
O62 Central Pulse	0	0	20	828
O63 Flexible Workforce	0	0	125	4,177
O64 Bus-Route Renters	0	0	816	11,713
O65 Learners & Earners	0	0	0	53
O66 Student Scene	0	0	0	0
U99 Unclassified	0	0	165	308
Total	**1,508**	**3,371**	**42,982**	**289,647**

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

1. E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes

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

2. 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

3. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners

- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

1. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods

- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

2. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords

- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

3. 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: 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

	20 Minute Walktime								
	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	394	11.7	39	569	16.9	103	2,408	71.4	137
Male: Alone	518	15.4	52	635	18.8	121	2,219	65.8	123
Male: Group	331	9.8	43	626	18.6	71	2,414	71.6	144
Male: Pair	526	15.6	60	172	5.1	33	2,674	79.3	138
Mixed Sex: Group	263	7.8	34	793	23.5	74	2,316	68.7	156
Mixed Sex: Pair	405	12.0	51	703	20.8	64	2,264	67.1	157
With Children	559	16.6	57	320	9.5	56	2,493	73.9	140
Unknown	353	10.5	32	1,078	32.0	178	1,941	57.6	120
For Eating:									
Upmarket	338	10.0	33	1,191	35.3	170	1,844	54.7	116
Midmarket	337	10.0	29	116	3.4	38	2,919	86.6	156
Downmarket	248	7.4	33	837	24.8	71	2,287	67.8	163
For Drinking (monthly spend):									
Nothing	383	11.4	38	687	20.4	86	2,301	68.2	152
Low (less than £10)	660	19.6	66	651	19.3	82	2,060	61.1	135
Medium (Between £10 and £40)	650	19.3	63	396	11.7	66	2,326	69.0	137
High (Greater than £40)	368	10.9	42	837	24.8	121	2,167	64.3	123

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	113,147	39.1	129	51,469	17.8	109	124,723	43.1	83
Male: Alone	77,604	26.8	90	38,344	13.2	85	173,391	59.9	112
Male: Group	71,582	24.7	108	85,221	29.4	112	132,536	45.8	92
Male: Pair	78,103	27.0	103	28,948	10.0	66	182,287	62.9	110
Mixed Sex: Group	69,745	24.1	105	108,325	37.4	117	111,269	38.4	88
Mixed Sex: Pair	83,739	28.9	123	107,297	37.0	114	98,302	33.9	79
With Children	97,117	33.5	116	51,982	17.9	107	140,239	48.4	91
Unknown	80,196	27.7	84	97,513	33.7	188	111,630	38.5	80
For Eating:									
Upmarket	127,545	44.0	144	76,981	26.6	128	84,813	29.3	62
Midmarket	134,769	46.5	135	30,675	10.6	117	123,895	42.8	77
Downmarket	90,969	31.4	141	89,241	30.8	88	109,128	37.7	91
For Drinking (monthly spend):									
Nothing	120,115	41.5	137	53,035	18.3	77	116,188	40.1	89
Low (less than £10)	119,348	41.2	138	62,818	21.7	92	107,173	37.0	82
Medium (Between £10 and £40)	118,924	41.1	134	39,734	13.7	77	130,681	45.1	90
High (Greater than £40)	101,000	34.9	135	55,412	19.1	93	132,927	45.9	88

Competitor Map and Report
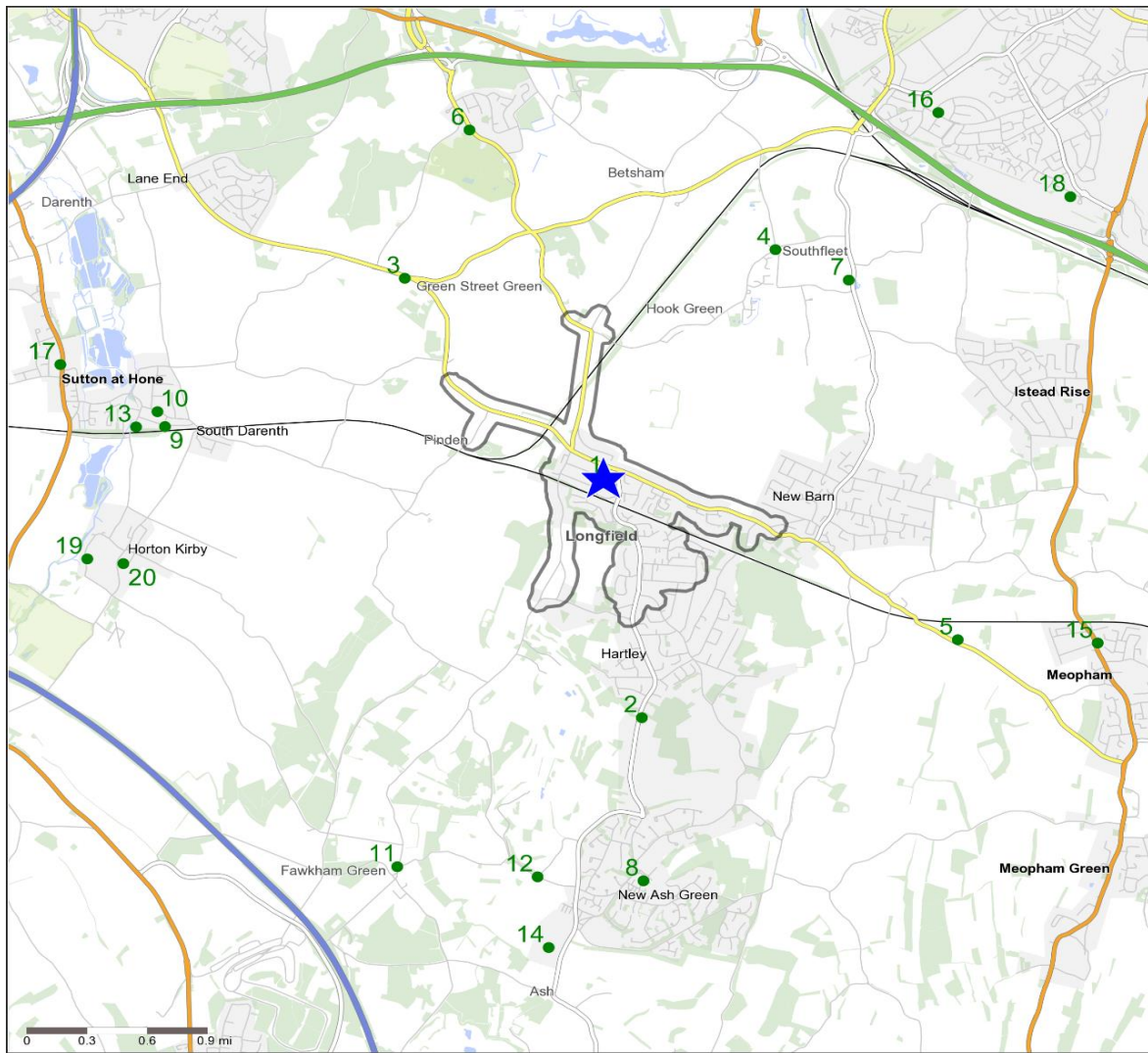
Competitor Map

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★ Site   ● Star Pubs   ● Pubs   Ⓝ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Railway Tavern, DA 3 7QD	Star Pubs & Bars	0.0	0.1
2	Black Lion, DA 3 8EX	Wellington	31.1	5.1
3	Ship, DA 2 8DP	Wellington	32.6	4.1
4	Ship Inn, DA13 9NS	Ei Group	41.0	5.6
5	Green Man, DA 3 7AP	Mitchells & Butlers	41.9	7.4
6	Black Horse, DA 2 8AS	Ei Group	43.2	4.7
7	Manor Farm Barn, DA13 9PU	Shepherd Neame	51.6	7.1
8	Badger, DA 3 8JB	Brakspear	52.2	8.5
9	Queen, DA 4 9AR	Independent Free	52.5	7.4
10	Jolly Miller, DA 4 9AN	Trust Inns	53.1	7.6
11	Rising Sun Inn, DA 3 8NL	Independent Free	53.1	7.7
12	Royal Oak, TN15 7HT	Shepherd Neame	54.3	6.5
13	Bridges, DA 4 9AX	Independent Free	56.4	8.2
14	White Swan, TN15 7HJ	Independent Free	63.7	8.3
15	Railway Tavern, DA13 0HP	Ei Group	77.9	9.7
16	Painters Ash, DA11 8LF	Ei Group	78.2	8.2
17	Ship, DA 4 9HP	Ei Group	96.4	10.3
18	Toby Carvery, DA11 8AB	Mitchells & Butlers	102.5	10.2
19	Fighting Cocks, DA 4 9BY	Wellington	114.2	10.6
20	Bull, DA 4 9DF	Wellington	118.2	9.4