Pub Catchment Report - BS31 2SD

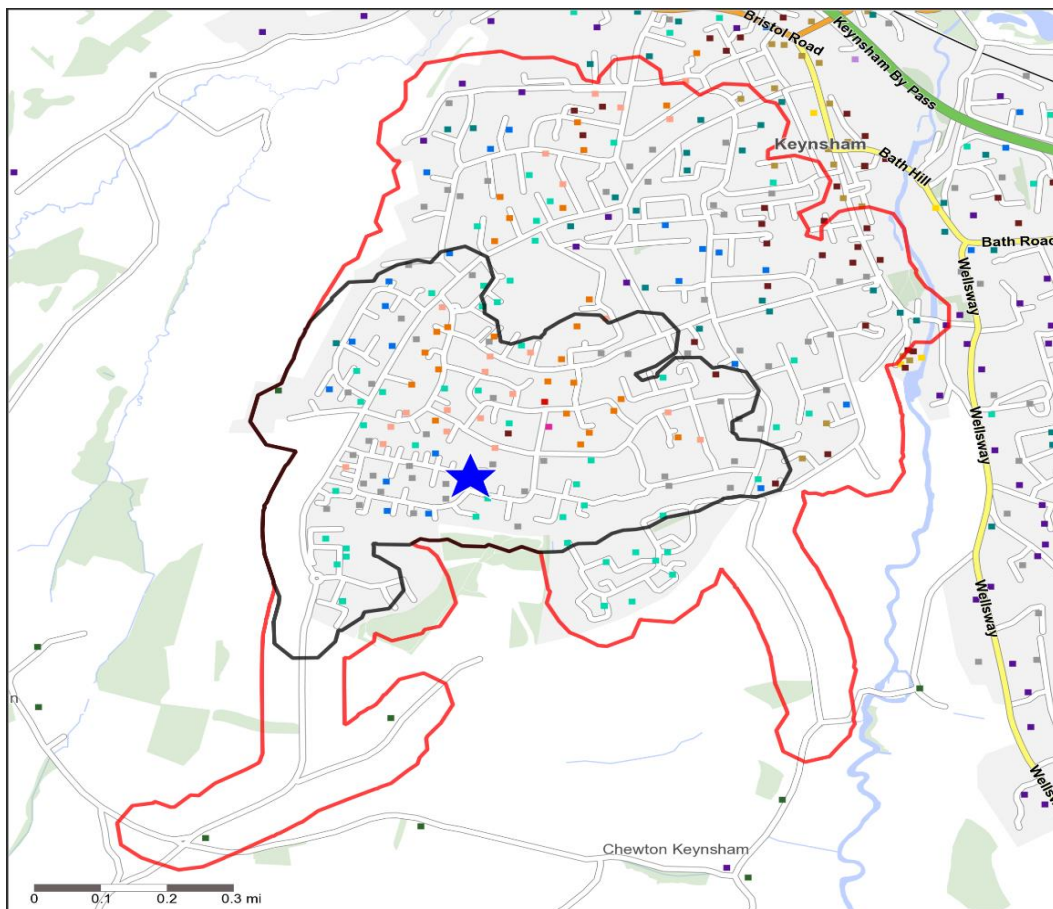| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	2	258
Catchment Adults 18+	3,643	7,461	309,363
Catchment Adults 18+ Per Pub	3,643	3,731	1,199
Populaton Projection 2018 to 2028 (% change)	5.28%	4.49%	7.61%

10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime				
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	3,183	87.4	169	1	High Street Pub	6,503	87.2	168	1	High Street Pub	255,786	82.7	160
2	Community Pub	2,821	77.4	166	2	Community Pub	5,285	70.8	152	2	Community Pub	187,420	60.6	130
3	Premium Local	1,561	42.8	68	3	Premium Local	3,532	47.3	75	3	Premium Local	142,266	46.0	73
4	Bit of Style	849	23.3	180	4	Great Pub Great Food	2,045	27.4	212	4	Great Pub Great Food	107,481	34.7	269
5	Circuit Bar	733	20.1	50	5	Bit of Style	1,972	26.4	66	5	Bit of Style	92,214	29.8	74
6	Great Pub Great Food	619	17.0	63	6	Circuit Bar	1,232	16.5	62	6	Circuit Bar	48,123	15.6	58
7	Craft Led	332	9.1	88	7	Craft Led	654	8.8	85	7	Craft Led	38,405	12.4	121

Pub Catchment Report - BS31 2SD

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	229	6.3	71	531	7.1	80	25,371	8.2	93
C1	429	11.8	96	836	11.2	91	39,846	12.9	105
C2	363	10.0	121	676	9.1	110	28,772	9.3	113
DE	391	10.7	104	692	9.3	90	32,372	10.5	102

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)	1,227	33.7	102	2,255	30.2	91	103,567	33.5	101
Medium (7-13)	1,801	49.4	149	3,303	44.3	133	123,687	40.0	121
High (14-19)	464	12.7	45	1,502	20.1	71	71,159	23.0	81

Catchment Mosaic Groups

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

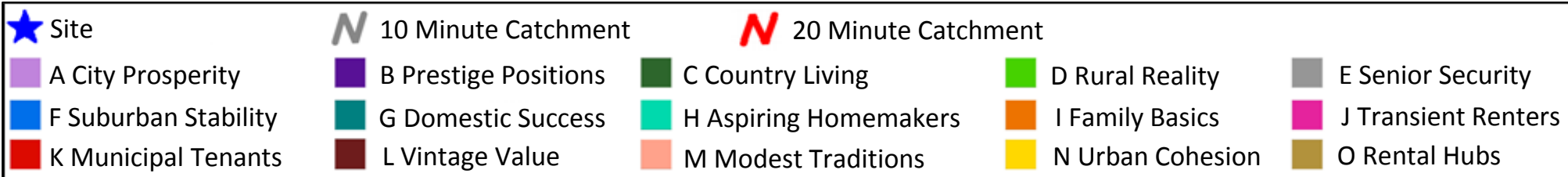Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

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
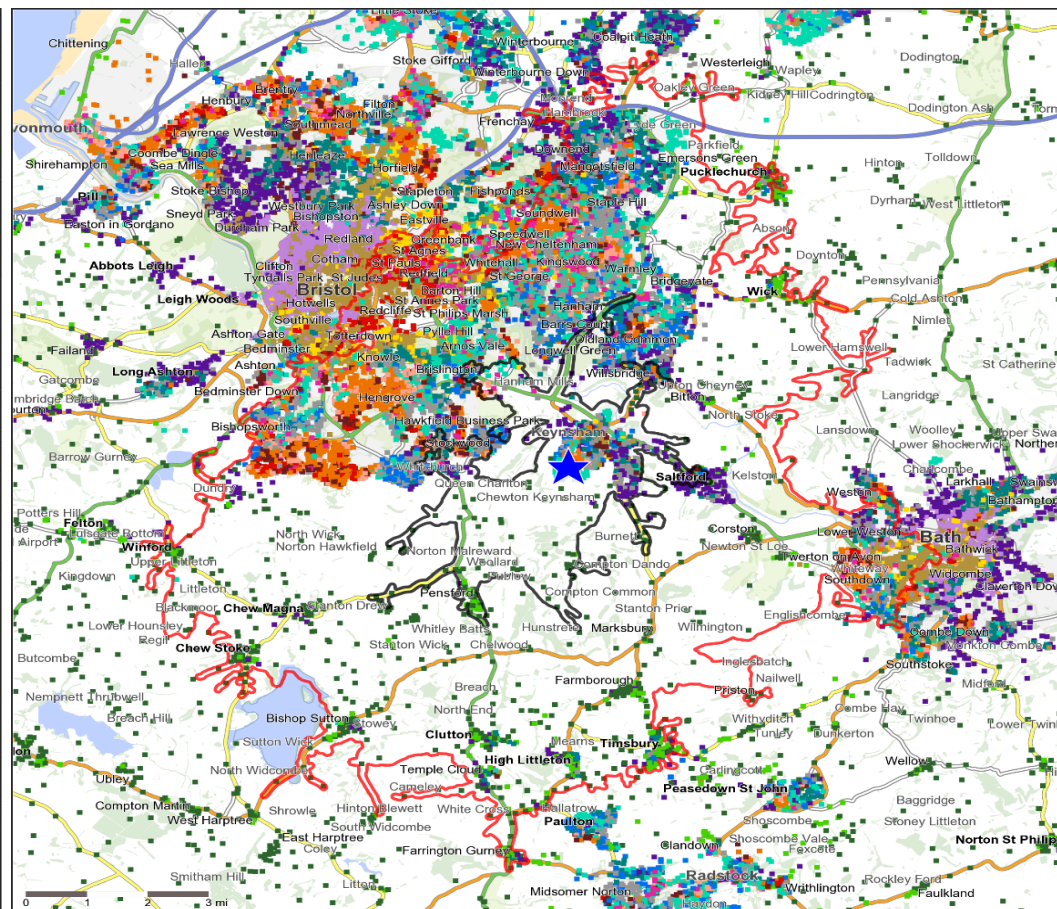
Adults 18+ by Mosaic Type in Each Catchment

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	1	3	1,670
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	428
B05	Premium Fortunes	0	0	0	161
B06	Diamond Days	0	13	229	1,375
B07	Alpha Families	0	11	746	3,091
B08	Bank of Mum and Dad	11	86	1,156	4,421
B09	Empty-Nest Adventure	0	70	1,475	6,114
C10	Wealthy Landowners	31	37	987	5,445
C11	Rural Vogue	0	0	89	812
C12	Scattered Homesteads	0	0	6	81
C13	Village Retirement	0	0	283	3,711
D14	Satellite Settlers	0	0	227	3,533
D15	Local Focus	0	0	15	1,549
D16	Outlying Seniors	0	0	221	1,206
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	60	249	1,425	5,694
E19	Bungalow Heaven	63	78	463	3,433
E20	Classic Grandparents	204	535	1,748	16,957
E21	Solo Retirees	530	786	1,416	13,794
F22	Boomerang Boarders	69	343	859	7,323
F23	Family Ties	63	147	421	5,237
F24	Fledgling Free	14	18	82	898
F25	Dependable Me	232	287	561	6,497
G26	Cafés and Catchments	5	22	77	3,552
G27	Thriving Independence	21	303	873	10,557
G28	Modern Parents	0	0	99	4,875
G29	Mid-Career Convention	28	275	1,033	8,211
H30	Primary Ambitions	163	237	613	21,443
H31	Affordable Fringe	216	290	639	6,770
H32	First-Rung Futures	277	504	1,054	8,857
H33	Contemporary Starts	194	354	654	4,209
H34	New Foundations	160	180	197	1,637
H35	Flying Solo	2	7	290	2,017

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	530	681	1,258	19,033
I37	Budget Generations	0	58	181	5,052
I38	Economical Families	0	0	194	1,902
I39	Families on a Budget	50	92	154	8,783
J40	Value Rentals	0	0	17	302
J41	Youthful Endeavours	41	41	93	1,268
J42	Midlife Renters	0	0	137	11,746
J43	Renting Rooms	0	0	20	3,302
K44	Inner City Stalwarts	0	0	0	2,426
K45	City Diversity	0	0	0	3,583
K46	High Rise Residents	0	0	0	3,475
K47	Single Essentials	54	54	165	3,075
K48	Mature Workers	0	0	0	974
L49	Flatlet Seniors	0	120	431	2,574
L50	Pocket Pensions	44	257	690	4,681
L51	Retirement Communities	7	281	722	2,407
L52	Estate Veterans	38	67	353	5,939
L53	Seasoned Survivors	0	0	73	1,511
M54	Down-to-Earth Owners	16	16	64	1,316
M55	Back with the Folks	442	695	1,126	10,473
M56	Self Supporters	73	73	233	2,672
N57	Community Elders	0	0	0	189
N58	Culture & Comfort	0	0	2	364
N59	Large Family Living	0	0	0	591
N60	Ageing Access	1	11	141	9,438
O61	Career Builders	0	89	223	7,314
O62	Central Pulse	0	0	0	7,177
O63	Flexible Workforce	0	0	5	3,817
O64	Bus-Route Renters	6	92	825	9,918
O65	Learners & Earners	0	0	0	5,314
O66	Student Scene	0	0	0	835
U99	Unclassified	0	0	0	2,354
Total		3,645	7,460	25,048	309,363

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

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. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

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. 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

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	20 Minute Walktime								
	High			Medium			Low		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	2,200	29.5	97	1,129	15.1	92	4,132	55.4	106
Male: Alone	2,597	34.8	117	814	10.9	70	4,049	54.3	102
Male: Group	1,629	21.8	95	2,050	27.5	105	3,782	50.7	102
Male: Pair	2,359	31.6	121	1,830	24.5	161	3,272	43.9	76
Mixed Sex: Group	960	12.9	56	2,808	37.6	118	3,693	49.5	113
Mixed Sex: Pair	2,522	33.8	144	1,799	24.1	74	3,140	42.1	98
With Children	2,208	29.6	102	1,488	19.9	119	3,765	50.5	95
Unknown	2,148	28.8	88	1,315	17.6	98	3,999	53.6	112
For Eating:									
Upmarket	2,707	36.3	118	1,270	17.0	82	3,484	46.7	99
Midmarket	1,834	24.6	72	822	11.0	122	4,805	64.4	116
Downmarket	2,718	36.4	164	1,943	26.0	75	2,799	37.5	90
For Drinking (monthly spend):									
Nothing	3,154	42.3	140	1,247	16.7	71	3,060	41.0	92
Low (less than £10)	2,784	37.3	125	1,172	15.7	67	3,505	47.0	104
Medium (Between £10 and £40)	2,784	37.3	122	263	3.5	20	4,414	59.2	118
High (Greater than £40)	1,760	23.6	91	1,044	14.0	68	4,657	62.4	119

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 Drivetime											
Female: Alone, Pair or Group	121,869	39.4	130		50,072	16.2	99		135,069	43.7	84	
Male: Alone	100,515	32.5	109		49,097	15.9	102		157,398	50.9	95	
Male: Group	85,036	27.5	120		90,376	29.2	112		131,598	42.5	86	
Male: Pair	104,050	33.6	129		40,789	13.2	86		162,170	52.4	91	
Mixed Sex: Group	86,997	28.1	123		96,941	31.3	98		123,072	39.8	91	
Mixed Sex: Pair	107,842	34.9	149		109,942	35.5	109		89,225	28.8	67	
With Children	103,278	33.4	115		49,950	16.1	96		153,781	49.7	94	
Unknown	87,736	28.4	86		72,492	23.4	131		146,782	47.4	99	
For Eating:												
Upmarket	123,904	40.1	131		65,073	21.0	101		118,033	38.2	81	
Midmarket	132,269	42.8	124		33,199	10.7	119		141,542	45.8	83	
Downmarket	100,909	32.6	147		109,703	35.5	102		96,397	31.2	75	
For Drinking (monthly spend):												
Nothing	118,864	38.4	127		70,007	22.6	96		118,138	38.2	85	
Low (less than £10)	116,893	37.8	127		67,157	21.7	92		122,960	39.7	88	
Medium (Between £10 and £40)	126,181	40.8	133		43,393	14.0	79		137,436	44.4	88	
High (Greater than £40)	107,122	34.6	134		50,143	16.2	79		149,745	48.4	93	

Competitor Map and Report
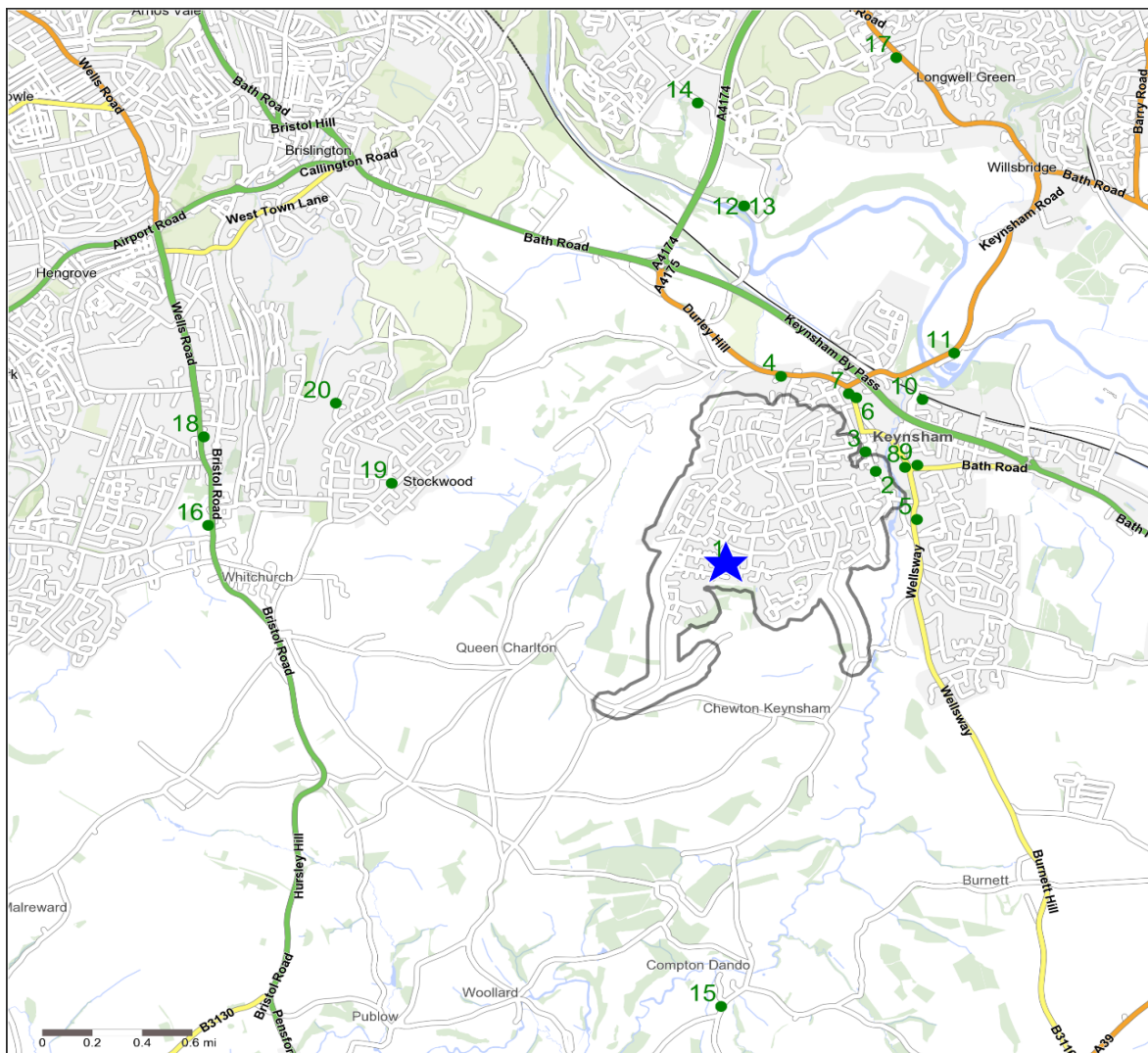
Competitor Map

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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	Charlton, BS31 2SD	Star Pubs & Bars	0.0	0.2
2	Ship Inn, BS31 1ER	Independent Free	19.3	4.0
3	Trout Tavern, BS31 1EH	Independent Free	21.1	4.3
4	Crown Inn, BS31 2WA	Moles Brewery	23.5	4.8
5	Bonzo Lounge, BS31 1FS	Loungers	23.5	6.4
6	Wine Bar, BS31 1DP	New River Retail	23.8	4.6
7	Old Bank Wine Bar, BS31 1DQ	Independent Free	23.8	4.7
8	New Inn, BS31 1HN	Ei Group	24.4	5.5
9	Talbot Inn, BS31 1NP	Greene King	24.4	5.8
10	Brassmills, BS31 2UG	Mitchells & Butlers	30.2	5.9
11	Lock Keeper, BS31 2DD	Youngs	35.0	6.3
12	Chequers Inn, BS15 3NU	Youngs	52.2	14.8
13	Old Lock & Weir, BS15 3NU	Ei Group	52.2	14.8
14	Elm Tree, BS15 3NR	Ei Group	54.0	14.7
15	Compton Inn, BS39 4JZ	Star Pubs & Bars	54.3	8.5
16	Toby Carvery, BS14 0PF	Mitchells & Butlers	61.9	8.3
17	Crown Inn, BS30 9DE	Mitchells & Butlers	68.9	11.0
18	Yeoman, BS14 9HX	Mitchells & Butlers	69.8	9.6
19	Concorde, BS14 8SY	Ei Group	71.6	9.9
20	Harvesters, BS14 8JZ	Ei Group	86.9	11.0