Pub Catchment Report - CA12 5UE

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	1	42
Catchment Adults 18+	27	34	12,057
Catchment Adults 18+ Per Pub	27	34	287
Populaton Projection 2018 to 2028 (% change)	-2.94%	-2.33%	-1.74%

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	Great Pub Great Food	27	100.0	193	1	Great Pub Great Food	34	100.0	193	1	Premium Local	7,614	63.2	122
2	Premium Local	27	100.0	215	2	Premium Local	34	100.0	215	2	Great Pub Great Food	7,255	60.2	129
3	Community Pub	15	55.6	88	3	Community Pub	19	55.9	89	3	Community Pub	5,801	48.1	76
4	Bit of Style	0	0.0	0	4	Bit of Style	0	0.0	0	4	High Street Pub	4,620	38.3	296
5	Circuit Bar	0	0.0	0	5	Circuit Bar	0	0.0	0	5	Bit of Style	1,422	11.8	29
6	Craft Led	0	0.0	0	6	Craft Led	0	0.0	0	6	Circuit Bar	890	7.4	28
7	High Street Pub	0	0.0	0	7	High Street Pub	0	0.0	0	7	Craft Led	373	3.1	30

Pub Catchment Report - CA12 5UE

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	2	7.4	84	3	8.8	100	1,119	9.3	105
C1	3	11.1	91	4	11.8	96	1,148	9.5	78
C2	2	7.4	90	3	8.8	107	970	8.0	97
DE	0	0.0	0	0	0.0	0	881	7.3	71

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)	0	0.0	0	0	0.0	0	2,421	20.1	61
Medium (7-13)	2	7.4	22	2	5.9	18	3,323	27.6	83
High (14-19)	11	40.7	143	14	41.2	145	3,853	32.0	112

Catchment Mosaic Groups

Mosaic Groups in 10 and 20 Minute WT Catchment Areas
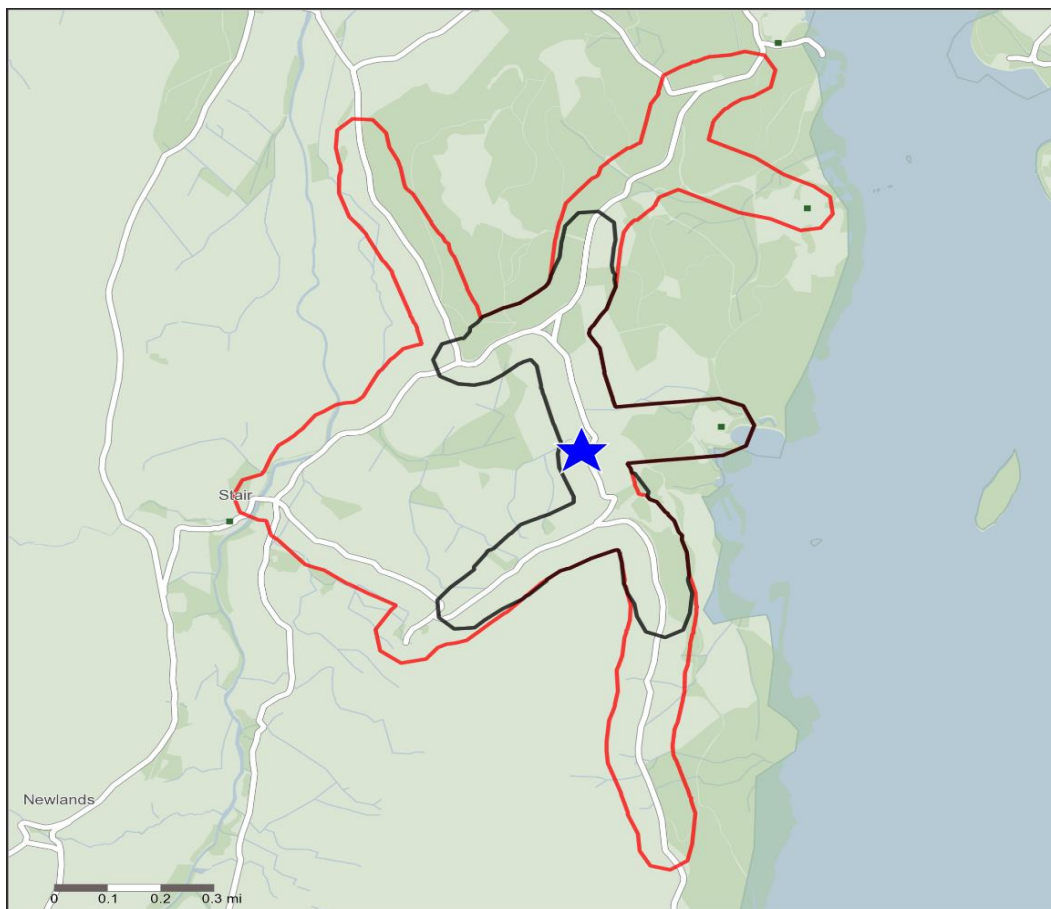
Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Mosaic Groups in 10 and 20 Minute DT Catchment Area
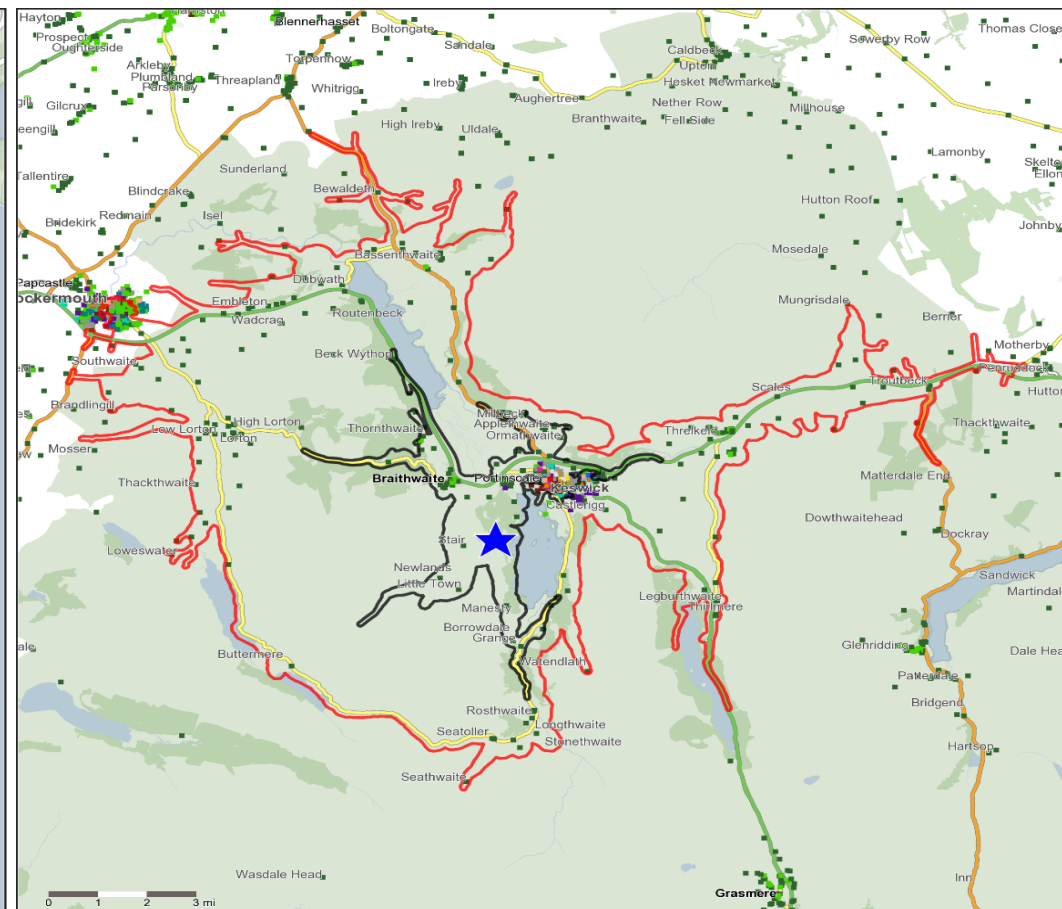
Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ 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

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+	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	I36	Solid Economy	0	0	106	225
A02	Uptown Elite	0	0	0	0	I37	Budget Generations	0	0	0	31
A03	Penthouse Chic	0	0	0	0	I38	Economical Families	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	I39	Families on a Budget	0	0	0	0
B05	Premium Fortunes	0	0	13	14	J40	Value Rentals	0	0	0	0
B06	Diamond Days	0	0	164	349	J41	Youthful Endeavours	0	0	0	0
B07	Alpha Families	0	0	0	75	J42	Midlife Renters	0	0	71	218
B08	Bank of Mum and Dad	0	0	14	69	J43	Renting Rooms	0	0	0	0
B09	Empty-Nest Adventure	0	0	23	58	K44	Inner City Stalwarts	0	0	0	0
C10	Wealthy Landowners	6	8	782	1,572	K45	City Diversity	0	0	0	0
C11	Rural Vogue	7	8	55	292	K46	High Rise Residents	0	0	0	0
C12	Scattered Homesteads	15	19	198	1,402	K47	Single Essentials	0	0	49	49
C13	Village Retirement	0	0	622	1,177	K48	Mature Workers	0	0	0	29
D14	Satellite Settlers	0	0	218	675	L49	Flatlet Seniors	0	0	0	0
D15	Local Focus	0	0	54	798	L50	Pocket Pensions	0	0	80	186
D16	Outlying Seniors	0	0	16	405	L51	Retirement Communities	0	0	617	755
D17	Far-Flung Outposts	0	0	0	0	L52	Estate Veterans	0	0	5	40
E18	Legacy Elders	0	0	218	228	L53	Seasoned Survivors	0	0	5	5
E19	Bungalow Heaven	0	0	322	615	M54	Down-to-Earth Owners	0	0	0	20
E20	Classic Grandparents	0	0	22	35	M55	Back with the Folks	0	0	38	63
E21	Solo Retirees	0	0	59	113	M56	Self Supporters	0	0	7	10
F22	Boomerang Boarders	0	0	36	36	N57	Community Elders	0	0	0	0
F23	Family Ties	0	0	6	88	N58	Culture & Comfort	0	0	0	0
F24	Fledgling Free	0	0	21	115	N59	Large Family Living	0	0	0	0
F25	Dependable Me	0	0	60	90	N60	Ageing Access	0	0	186	186
G26	Cafés and Catchments	0	0	0	0	O61	Career Builders	0	0	42	42
G27	Thriving Independence	0	0	511	514	O62	Central Pulse	0	0	0	0
G28	Modern Parents	0	0	0	0	O63	Flexible Workforce	0	0	22	22
G29	Mid-Career Convention	0	0	46	485	O64	Bus-Route Renters	0	0	245	460
H30	Primary Ambitions	0	0	0	0	O65	Learners & Earners	0	0	0	0
H31	Affordable Fringe	0	0	65	152	O66	Student Scene	0	0	0	0
H32	First-Rung Futures	0	0	20	39	U99	Unclassified	0	0	0	0
H33	Contemporary Starts	0	0	14	17		Total	28	35	5,104	12,056
H34	New Foundations	0	0	25	81						
H35	Flying Solo	0	0	47	221						

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

1. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes

- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

1. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, 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

2. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, 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

2. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes

- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

3. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work

- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

3. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs
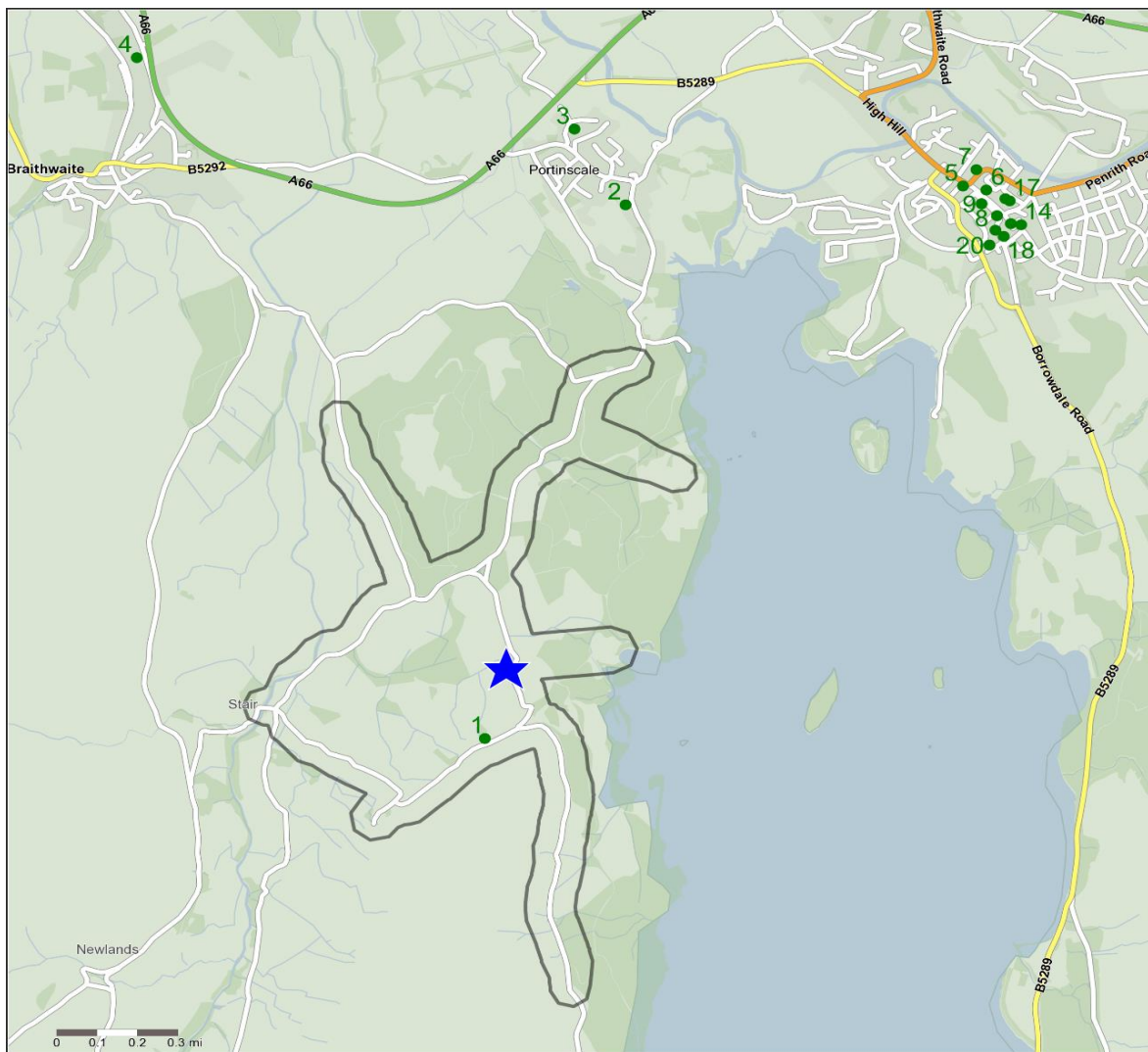

- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

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	0	0.0	0	0	0.0	0	34	100.0	192
Male: Alone	0	0.0	0	0	0.0	0	34	100.0	188
Male: Group	0	0.0	0	0	0.0	0	34	100.0	201
Male: Pair	0	0.0	0	0	0.0	0	34	100.0	174
Mixed Sex: Group	0	0.0	0	0	0.0	0	34	100.0	228
Mixed Sex: Pair	0	0.0	0	19	55.9	172	16	47.1	110
With Children	0	0.0	0	0	0.0	0	34	100.0	189
Unknown	0	0.0	0	0	0.0	0	34	100.0	209
For Eating:									
Upmarket	0	0.0	0	0	0.0	0	34	100.0	212
Midmarket	0	0.0	0	0	0.0	0	34	100.0	181
Downmarket	0	0.0	0	0	0.0	0	34	100.0	240
For Drinking (monthly spend):									
Nothing	19	55.9	185	8	23.5	100	8	23.5	52
Low (less than £10)	19	55.9	187	8	23.5	100	8	23.5	52
Medium (Between £10 and £40)	0	0.0	0	26	76.5	429	8	23.5	47
High (Greater than £40)	0	0.0	0	8	23.5	115	27	79.4	152

Pubs & Leisure: Attitudinal Profiles

Activity Group Structure	20 Minute Drivetime								
	High			Medium			Low		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	1,290	10.7	35	1,998	16.6	101	8,769	72.7	140
Male: Alone	2,712	22.5	76	1,090	9.0	58	8,254	68.5	128
Male: Group	1,476	12.2	54	3,322	27.6	105	7,260	60.2	121
Male: Pair	2,255	18.7	72	339	2.8	18	9,463	78.5	137
Mixed Sex: Group	1,356	11.2	49	4,738	39.3	123	5,963	49.5	113
Mixed Sex: Pair	2,312	19.2	82	4,269	35.4	109	5,476	45.4	106
With Children	1,291	10.7	37	1,906	15.8	94	8,859	73.5	139
Unknown	2,539	21.1	64	1,574	13.1	73	7,944	65.9	138
For Eating:									
Upmarket	1,872	15.5	51	1,162	9.6	46	9,022	74.8	158
Midmarket	1,264	10.5	31	446	3.7	41	10,347	85.8	155
Downmarket	1,119	9.3	42	3,361	27.9	80	7,577	62.8	151
For Drinking (monthly spend):									
Nothing	3,588	29.8	98	2,197	18.2	77	6,272	52.0	116
Low (less than £10)	4,131	34.3	115	3,913	32.5	138	4,013	33.3	73
Medium (Between £10 and £40)	1,566	13.0	42	4,885	40.5	227	5,606	46.5	92
High (Greater than £40)	595	4.9	19	3,710	30.8	150	7,751	64.3	123

Competitor Map

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

★ Site   ● Star Pubs   ● Pubs   Ν Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Swinside Inn Hotel, CA12 5UE	Star Pubs & Bars	5.4	0.9
2	Chalet Tearooms And Restaurant, CA12 5RF	Independent Free	28.4	4.2
3	Farmers Arms, CA12 5RW	Marston's	34.7	5.3
4	Middle Ruddings, CA12 5RY	Independent Free	45.6	6.4
5	Bank Tavern, CA12 5DS	Marston's	51.0	7.9
6	Golden Lion, CA12 5JD	Greene King	51.9	8.5
7	Chief Justice Of The Common Pleas, CA12 5JY	Wetherspoon	52.2	8.1
8	Casas, CA12 5BL	Independent Free	52.8	9.1
9	Oddfellows Arms, CA12 5BL	Marston's	52.8	9.1
10	Dog & Gun, CA12 5BT	Greene King	53.7	9.0
11	Lake Road Inn, CA12 5BT	Robinsons	53.7	9.0
12	Square Orange Cafe Bar, CA12 5AS	Independent Free	54.3	9.1
13	St Johns Bistro, CA12 5AS	Independent Free	54.3	9.1
14	George Hotel, CA12 5AZ	Marston's	54.9	9.2
15	Sweeneys Bar & Restaurant, CA12 5BX	Independent Free	54.9	9.6
16	Pack Horse Inn, CA12 5JB	Robinsons	55.2	8.6
17	Es Bar, CA12 5BB	Independent Free	55.5	8.7
18	Wainwright Pub, CA12 5BZ	Independent Free	55.5	9.7
19	Bar 26, CA12 5DQ	Independent Free	56.4	9.7
20	Magnolia, CA12 5DQ	Independent Free	56.4	9.7