Pub Catchment Report - PH33 7HL

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	0	1	19
Catchment Adults 18+	1,449	2,349	9,878
Catchment Adults 18+ Per Pub	-	2,349	520
Populaton Projection 2018 to 2028 (% change)	0.97%	1.21%	1.98%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	Community Pub	1,358	93.7	181
2	High Street Pub	519	35.8	77
3	Great Pub Great Food	92	6.3	10
4	Premium Local	92	6.3	49
5	Bit of Style	2	0.1	0
6	Circuit Bar	0	0.0	0
7	Craft Led	0	0.0	0

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	Community Pub	1,903	81.0	156
2	High Street Pub	834	35.5	76
3	Premium Local	370	15.8	25
4	Great Pub Great Food	365	15.5	120
5	Bit of Style	12	0.5	1
6	Circuit Bar	0	0.0	0
7	Craft Led	0	0.0	0

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index
1	Community Pub	7,676	77.7	150
2	High Street Pub	4,368	44.2	95
3	Great Pub Great Food	3,531	35.7	57
4	Premium Local	3,430	34.7	269
5	Circuit Bar	770	7.8	19
6	Bit of Style	396	4.0	15
7	Craft Led	347	3.5	34

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Pub Catchment Report - PH33 7HL

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	48	3.3	37	83	3.5	40	512	5.2	59
C1	113	7.8	64	193	8.2	67	995	10.1	82
C2	200	13.8	167	311	13.2	160	1,181	12.0	145
DE	214	14.8	143	317	13.5	131	1,211	12.3	119

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)	756	52.2	157	1,069	45.5	137	3,455	35.0	105
Medium (7-13)	662	45.7	138	956	40.7	123	3,901	39.5	119
High (14-19)	55	3.8	13	287	12.2	43	2,012	20.4	72

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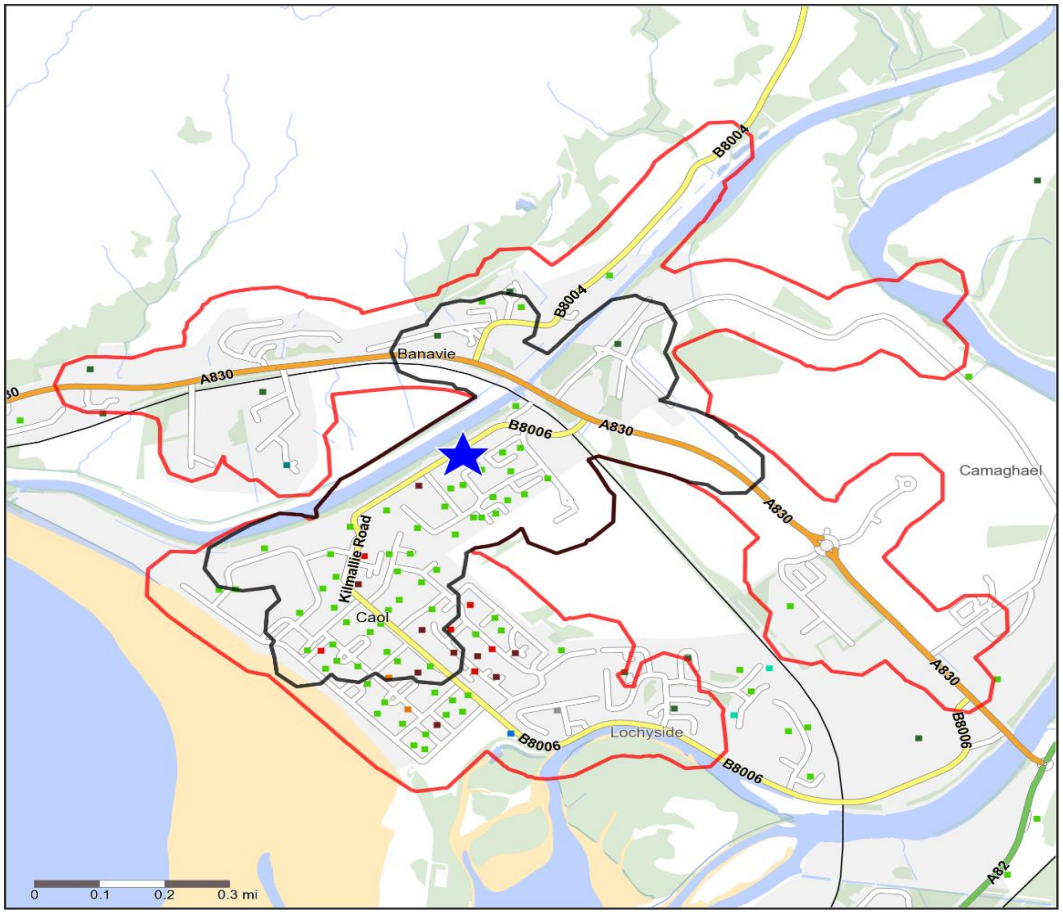
Catchment Mosaic Groups

Mosaic Groups in 10 and 20 Minute WT Catchment Areas



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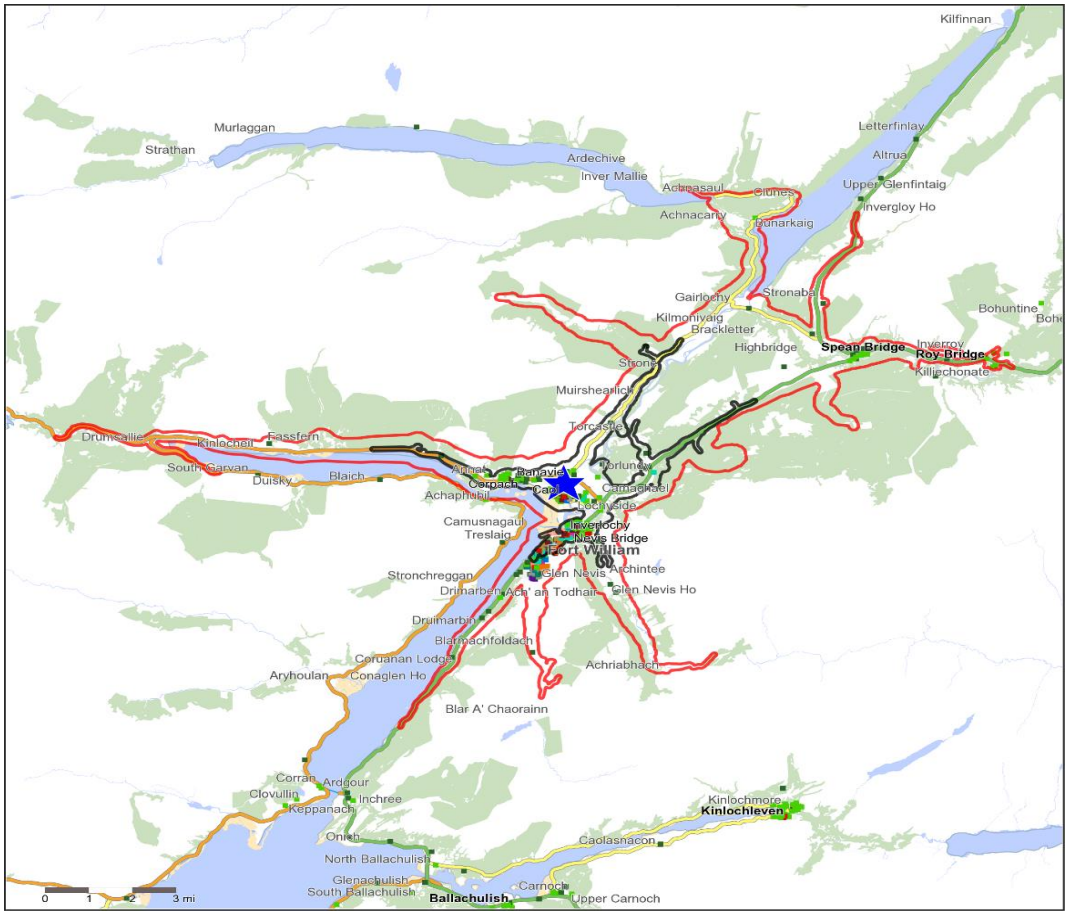
Mosaic Groups in 10 and 20 Minute DT Catchment Area



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Site	10 Minute Catchment	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

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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	0	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	0
B06	Diamond Days	0	0	0	0
B07	Alpha Families	0	0	21	21
B08	Bank of Mum and Dad	0	0	15	34
B09	Empty-Nest Adventure	0	0	9	41
C10	Wealthy Landowners	0	0	2	102
C11	Rural Vogue	0	0	29	64
C12	Scattered Homesteads	0	0	280	1,076
C13	Village Retirement	45	255	650	853
D14	Satellite Settlers	45	98	372	505
D15	Local Focus	841	1,071	1,681	1,877
D16	Outlying Seniors	321	466	1,037	1,037
D17	Far-Flung Outposts	0	0	0	415
E18	Legacy Elders	0	0	0	0
E19	Bungalow Heaven	0	81	81	248
E20	Classic Grandparents	0	0	42	42
E21	Solo Retirees	0	0	84	86
F22	Boomerang Boarders	0	0	0	0
F23	Family Ties	0	0	28	28
F24	Fledgling Free	0	0	58	58
F25	Dependable Me	0	5	43	58
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	0	16	17
G28	Modern Parents	2	12	36	41
G29	Mid-Career Convention	0	0	10	67
H30	Primary Ambitions	0	0	16	28
H31	Affordable Fringe	0	0	175	209
H32	First-Rung Futures	0	0	20	36
H33	Contemporary Starts	0	0	61	61
H34	New Foundations	0	0	34	34
H35	Flying Solo	0	0	39	73

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	0	54	104
I37	Budget Generations	9	13	13	125
I38	Economical Families	12	12	12	134
I39	Families on a Budget	0	0	369	492
J40	Value Rentals	0	0	11	39
J41	Youthful Endeavours	0	0	0	0
J42	Midlife Renters	0	0	23	39
J43	Renting Rooms	0	0	0	0
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	0
K47	Single Essentials	0	0	213	238
K48	Mature Workers	90	126	137	140
L49	Flatlet Seniors	0	10	106	106
L50	Pocket Pensions	34	102	246	246
L51	Retirement Communities	0	0	6	6
L52	Estate Veterans	50	99	236	318
L53	Seasoned Survivors	0	0	30	30
M54	Down-to-Earth Owners	0	0	97	97
M55	Back with the Folks	0	0	58	77
M56	Self Supporters	0	0	85	248
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	0	0
O61	Career Builders	0	0	0	0
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	0	198	328
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	0	0
	Total	**1,449**	**2,350**	**6,733**	**9,878**

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20 Minute Walktime and Drivetime Mosaic Type Visualisation

Top 3 Mosaic Types in a 20 Minute Walktime

1. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs

- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

2. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations

- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. D15 Local Focus

Rural families in affordable village homes who are reliant on the local economy for jobs

- Rural families
- Rent or own affordable homes
- Skilled trades
- Long distance from towns and cities
- Shop locally
- Online gaming

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. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations

- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

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

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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	24	1.0	3	1,181	50.3	307	1,144	48.7	94
Male: Alone	596	25.4	85	12	0.5	3	1,742	74.2	139
Male: Group	256	10.9	48	1,407	59.9	229	686	29.2	59
Male: Pair	211	9.0	34	17	0.7	5	2,121	90.3	157
Mixed Sex: Group	25	1.1	5	1,992	84.8	266	332	14.1	32
Mixed Sex: Pair	122	5.2	22	829	35.3	109	1,398	59.5	139
With Children	47	2.0	7	1,071	45.6	271	1,232	52.4	99
Unknown	1,205	51.3	156	10	0.4	2	1,134	48.3	101
For Eating:									
Upmarket	13	0.6	2	24	1.0	5	2,312	98.4	208
Midmarket	25	1.1	3	0	0.0	0	2,324	98.9	179
Downmarket	156	6.6	30	1,639	69.8	200	554	23.6	57
For Drinking (monthly spend):									
Nothing	1,687	71.8	237	200	8.5	36	462	19.7	44
Low (less than £10)	280	11.9	40	1,732	73.7	314	337	14.3	32
Medium (Between £10 and £40)	25	1.1	3	267	11.4	64	2,057	87.6	174
High (Greater than £40)	25	1.1	4	138	5.9	29	2,187	93.1	178

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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	1,496	15.1	50	2,841	28.8	176	5,541	56.1	108
Male: Alone	2,356	23.9	80	894	9.1	58	6,628	67.1	126
Male: Group	1,279	12.9	57	4,224	42.8	163	4,375	44.3	89
Male: Pair	2,010	20.3	78	626	6.3	42	7,242	73.3	128
Mixed Sex: Group	1,169	11.8	52	5,174	52.4	164	3,535	35.8	82
Mixed Sex: Pair	1,495	15.1	65	4,512	45.7	141	3,871	39.2	92
With Children	1,321	13.4	46	2,888	29.2	174	5,669	57.4	108
Unknown	3,206	32.5	99	1,084	11.0	61	5,588	56.6	118
For Eating:									
Upmarket	1,030	10.4	34	667	6.8	32	8,181	82.8	175
Midmarket	1,070	10.8	32	669	6.8	75	8,139	82.4	149
Downmarket	1,324	13.4	60	4,775	48.3	139	3,779	38.3	92
For Drinking (monthly spend):									
Nothing	5,661	57.3	189	1,833	18.6	79	2,384	24.1	54
Low (less than £10)	3,036	30.7	103	4,549	46.1	196	2,293	23.2	51
Medium (Between £10 and £40)	692	7.0	23	2,669	27.0	151	6,517	66.0	131
High (Greater than £40)	374	3.8	15	1,152	11.7	57	8,352	84.6	162

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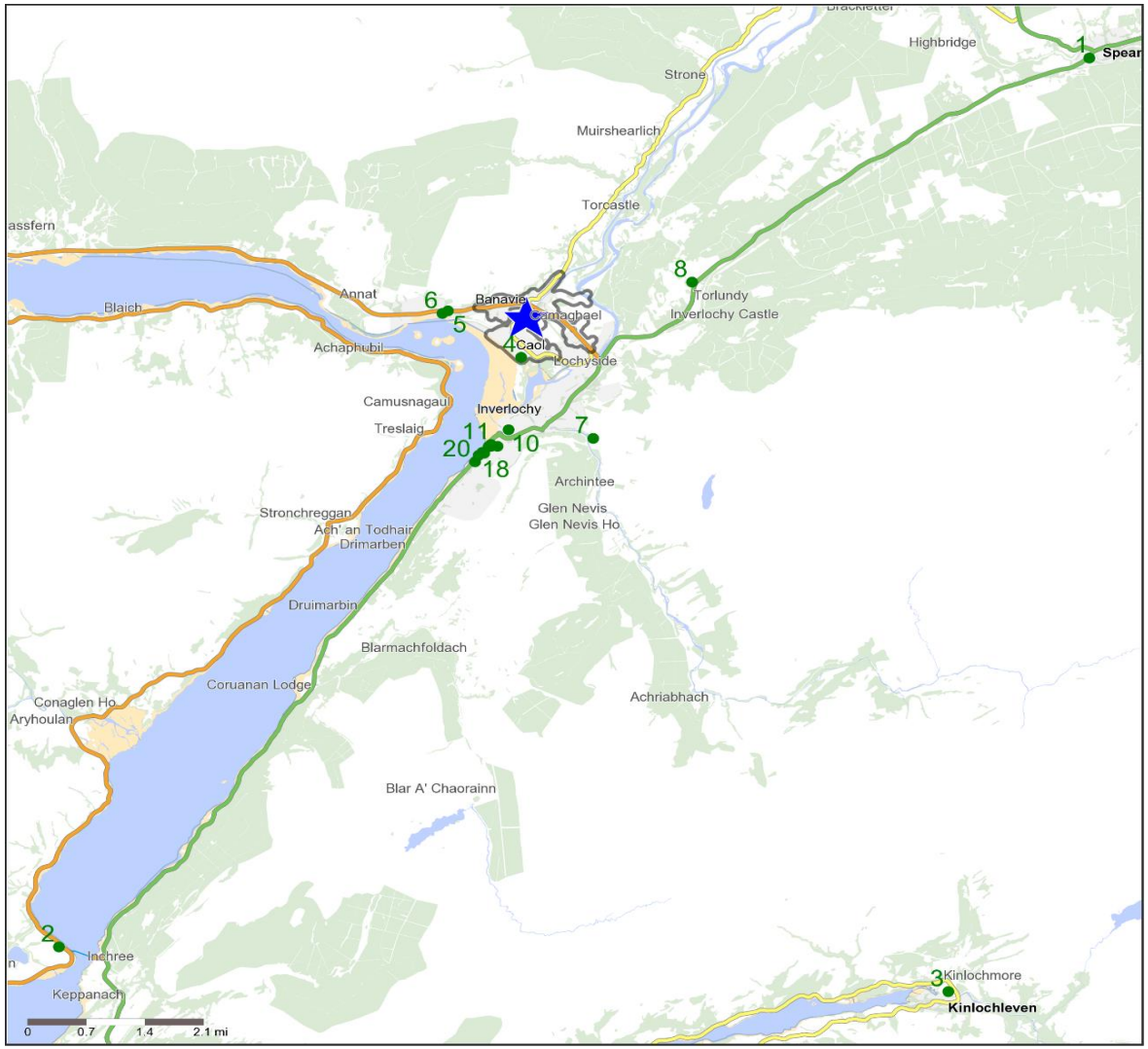
Competitor Map and Report

Source: CGA 2018

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	Spean Bridge Hotel, PH34 4ES	Independent Free	0.0	13.6
2	Inn At Ardgour, PH33 7AA	Independent Free	0.0	26.0
3	Tailrace Inn, PH50 4QH	Greene King	0.0	43.4
4	Lochy, PH33 7BA	Star Pubs & Bars	14.8	3.0
5	Tradewinds, PH33 7JG	Independent Free	26.9	4.3
6	Corpach Hotel, PH33 7JJ	Independent Free	28.1	4.5
7	Ben Nevis Inn, PH33 6TE	Independent Free	55.8	8.3
8	Snowgoose Bar & Restaurant, PH33 6SW	Independent Free	57.3	6.2
9	Stables Cafe Bar, PH33 6AY	Independent Free	59.5	8.7
10	Loch Iall, PH33 6AN	Whitbread	59.8	8.9
11	Sunny Bar, PH33 6DP	Independent Free	62.3	9.0
12	Maryburgh Inn, PH33 6AT	Hawthorn Leisure	63.1	9.1
13	Crofter Bar, PH33 6DH	Retail & Licensed Properties	63.5	9.0
14	Volunteer Arms, PH33 6DH	Independent Free	63.5	9.0
15	Great Glen, PH33 6AD	Wetherspoon	65.0	9.5
16	Grog & Gruel, PH33 6AD	Independent Free	65.0	9.5
17	Tavern, PH33 6AD	Independent Free	65.0	9.5
18	Station Bar, PH33 6DZ	Independent Free	65.8	8.7
19	Ben Nevis Bar, PH33 6DG	Milton Pubs and Taverns	66.0	9.6
20	West End Hotel, PH33 6ED	Independent Free	69.5	9.3