# Pub Catchment Report - CH44 4DE

| Per Pub Analysis | 10 Minute WT Catchment | 20 Minute WT Catchment | 20 Minute DT Catchment |
|---|---|---|---|
| Number of Pubs | 1 | 15 | 699 |
| Catchment Adults 18+ | 5,918 | 19,228 | 538,229 |
| Catchment Adults 18+ Per Pub | 5,918 | 1,282 | 770 |
| Populaton Projection 2018 to 2028 (% change) | 3.97% | 2.70% | 3.52% |

| 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 | Community Pub | 5,889 | 99.5 | 192 | | 1 | High Street Pub | 18,875 | 98.2 | 190 | | 1 | High Street Pub | 462,320 | 85.9 | 166 |
| 2 | High Street Pub | 5,811 | 98.2 | 211 | | 2 | Community Pub | 18,591 | 96.7 | 207 | | 2 | Community Pub | 408,675 | 75.9 | 163 |
| 3 | Premium Local | 552 | 9.3 | 15 | | 3 | Premium Local | 2,543 | 13.2 | 21 | | 3 | Premium Local | 146,921 | 27.3 | 43 |
| 4 | Great Pub Great Food | 344 | 5.8 | 45 | | 4 | Great Pub Great Food | 1,383 | 7.2 | 56 | | 4 | Great Pub Great Food | 90,513 | 16.8 | 130 |
| 5 | Circuit Bar | 315 | 5.3 | 13 | | 5 | Circuit Bar | 1,185 | 6.2 | 15 | | 5 | Bit of Style | 85,406 | 15.9 | 39 |
| 6 | Bit of Style | 152 | 2.6 | 10 | | 6 | Bit of Style | 893 | 4.6 | 17 | | 6 | Circuit Bar | 81,055 | 15.1 | 56 |
| 7 | Craft Led | 70 | 1.2 | 11 | | 7 | Craft Led | 717 | 3.7 | 36 | | 7 | Craft Led | 63,647 | 11.8 | 115 |

# Pub Catchment Report - CH44 4DE

| 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 | 233 | 3.9 | 45 | 848 | 4.4 | 50 | 34,098 | 6.3 | 72 |
| C1 | 758 | 12.8 | 104 | 2,536 | 13.2 | 108 | 70,715 | 13.1 | 107 |
| C2 | 618 | 10.4 | 127 | 1,903 | 9.9 | 120 | 40,918 | 7.6 | 92 |
| DE | 1,038 | 17.5 | 170 | 3,189 | 16.6 | 161 | 80,759 | 15.0 | 146 |

| 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) | 4,737 | 80.0 | 241 | 13,626 | 70.9 | 214 | 319,182 | 59.3 | 179 |
| Medium (7-13) | 994 | 16.8 | 51 | 4,515 | 23.5 | 71 | 132,456 | 24.6 | 74 |
| High (14-19) | 15 | 0.3 | 1 | 319 | 1.7 | 6 | 43,022 | 8.0 | 28 |

# 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
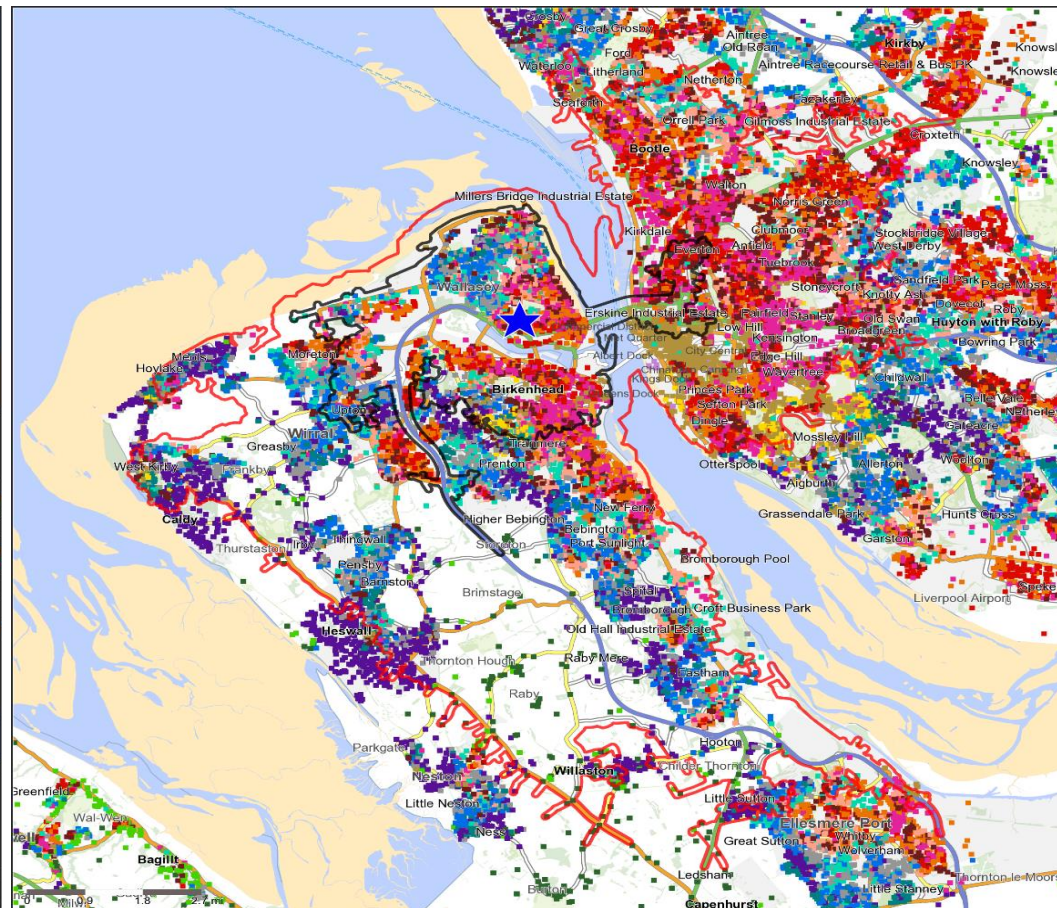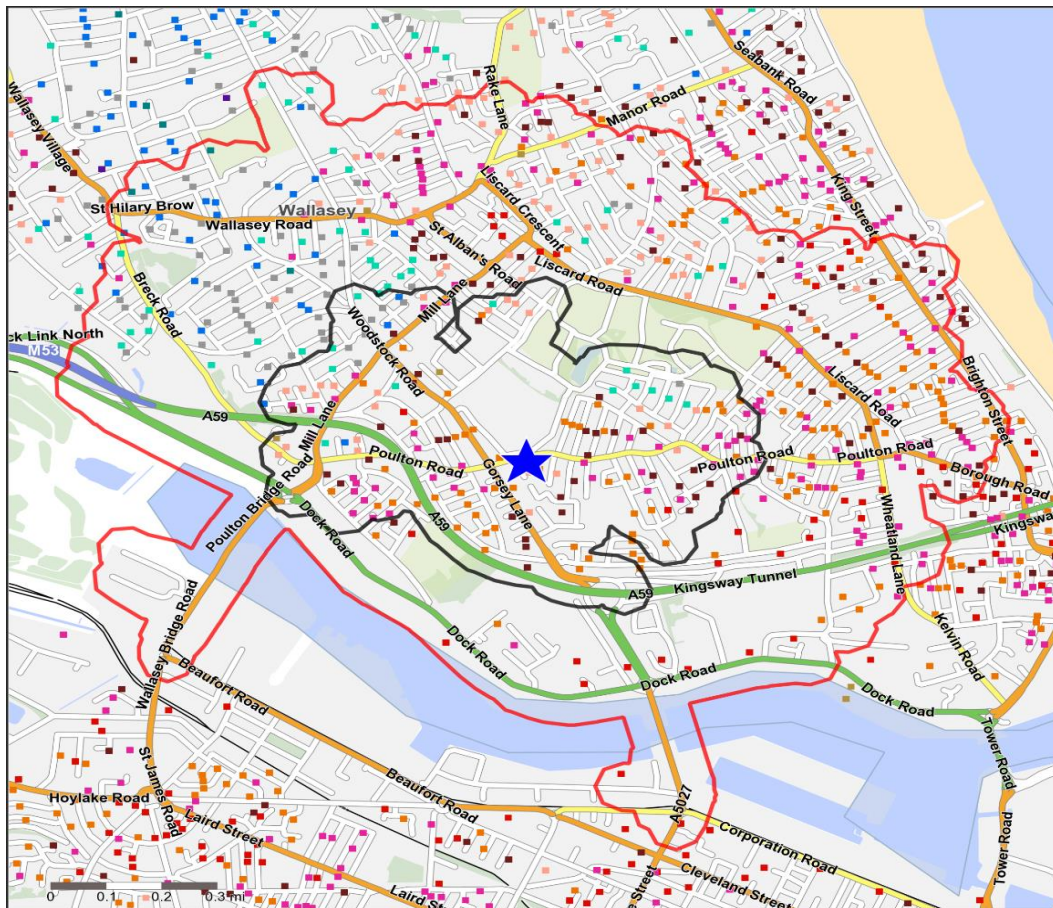


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### Legend

★ 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 | 13 | 275 |
| A03 | Penthouse Chic | 0 | 0 | 0 | 0 |
| A04 | Metro High-Flyers | 0 | 0 | 0 | 333 |
| B05 | Premium Fortunes | 0 | 0 | 37 | 1,269 |
| B06 | Diamond Days | 0 | 0 | 395 | 4,334 |
| B07 | Alpha Families | 0 | 0 | 99 | 3,900 |
| B08 | Bank of Mum and Dad | 0 | 0 | 317 | 4,313 |
| B09 | Empty-Nest Adventure | 0 | 11 | 279 | 9,285 |
| C10 | Wealthy Landowners | 0 | 0 | 0 | 862 |
| C11 | Rural Vogue | 0 | 0 | 0 | 99 |
| C12 | Scattered Homesteads | 0 | 0 | 0 | 6 |
| C13 | Village Retirement | 0 | 0 | 0 | 582 |
| D14 | Satellite Settlers | 0 | 0 | 0 | 778 |
| D15 | Local Focus | 0 | 0 | 0 | 0 |
| D16 | Outlying Seniors | 0 | 0 | 0 | 4 |
| D17 | Far-Flung Outposts | 0 | 0 | 0 | 0 |
| E18 | Legacy Elders | 0 | 44 | 1,610 | 7,844 |
| E19 | Bungalow Heaven | 0 | 0 | 986 | 6,658 |
| E20 | Classic Grandparents | 81 | 1,054 | 3,396 | 12,437 |
| E21 | Solo Retirees | 131 | 630 | 3,187 | 12,913 |
| F22 | Boomerang Boarders | 0 | 277 | 3,143 | 13,549 |
| F23 | Family Ties | 0 | 31 | 1,173 | 5,416 |
| F24 | Fledgling Free | 0 | 38 | 1,218 | 4,359 |
| F25 | Dependable Me | 63 | 574 | 2,886 | 15,486 |
| G26 | Cafés and Catchments | 0 | 0 | 158 | 699 |
| G27 | Thriving Independence | 0 | 29 | 1,879 | 5,499 |
| G28 | Modern Parents | 0 | 0 | 599 | 1,884 |
| G29 | Mid-Career Convention | 0 | 16 | 613 | 8,914 |
| H30 | Primary Ambitions | 29 | 235 | 1,889 | 4,415 |
| H31 | Affordable Fringe | 315 | 734 | 3,366 | 15,358 |
| H32 | First-Rung Futures | 57 | 444 | 3,210 | 13,538 |
| H33 | Contemporary Starts | 0 | 0 | 55 | 1,330 |
| H34 | New Foundations | 0 | 0 | 186 | 2,290 |
| H35 | Flying Solo | 0 | 0 | 199 | 1,098 |

| 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 | 14 | 14 | 146 | 1,318 |
| I37 | Budget Generations | 0 | 0 | 1,006 | 4,697 |
| I38 | Economical Families | 1,298 | 3,514 | 6,136 | 21,118 |
| I39 | Families on a Budget | 459 | 1,204 | 7,229 | 27,454 |
| J40 | Value Rentals | 66 | 169 | 949 | 6,428 |
| J41 | Youthful Endeavours | 79 | 237 | 1,398 | 5,160 |
| J42 | Midlife Renters | 109 | 540 | 3,332 | 11,226 |
| J43 | Renting Rooms | 863 | 2,717 | 12,009 | 66,944 |
| K44 | Inner City Stalwarts | 0 | 0 | 70 | 1,376 |
| K45 | City Diversity | 0 | 0 | 0 | 105 |
| K46 | High Rise Residents | 0 | 157 | 767 | 2,813 |
| K47 | Single Essentials | 13 | 274 | 2,536 | 10,309 |
| K48 | Mature Workers | 154 | 760 | 5,224 | 34,215 |
| L49 | Flatlet Seniors | 107 | 342 | 5,673 | 20,485 |
| L50 | Pocket Pensions | 62 | 91 | 842 | 4,073 |
| L51 | Retirement Communities | 0 | 7 | 2,215 | 6,492 |
| L52 | Estate Veterans | 0 | 0 | 957 | 7,841 |
| L53 | Seasoned Survivors | 1,197 | 2,522 | 5,191 | 31,941 |
| M54 | Down-to-Earth Owners | 87 | 112 | 720 | 5,985 |
| M55 | Back with the Folks | 372 | 1,132 | 3,602 | 20,814 |
| M56 | Self Supporters | 194 | 1,091 | 4,461 | 16,187 |
| N57 | Community Elders | 0 | 0 | 0 | 51 |
| N58 | Culture & Comfort | 0 | 0 | 0 | 0 |
| N59 | Large Family Living | 0 | 0 | 0 | 357 |
| N60 | Ageing Access | 0 | 0 | 1,717 | 5,080 |
| O61 | Career Builders | 0 | 0 | 522 | 1,954 |
| O62 | Central Pulse | 0 | 0 | 2,590 | 18,383 |
| O63 | Flexible Workforce | 0 | 0 | 0 | 857 |
| O64 | Bus-Route Renters | 166 | 231 | 4,554 | 10,582 |
| O65 | Learners & Earners | 0 | 0 | 147 | 12,116 |
| O66 | Student Scene | 0 | 0 | 1,562 | 5,393 |
| U99 | Unclassified | 0 | 0 | 2,926 | 16,746 |
| **Total** | | **5,916** | **19,231** | **109,374** | **538,227** |

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

### 1. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully



- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

### 1. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

### 2. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties



- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

### 2. K48 Mature Workers

Older social renters settled in low value homes who are experienced at budgeting



- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

### 3. L53 Seasoned Survivors

Single elderly who are long-term owners of their low value properties which provide some financial security



- Very elderly
- Most are living alone
- Longest length of residence (29 years)
- Modest income
- Own mostly 2 or 3 bed terraces
- Retired from routine / semi-skilled jobs

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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 | 6,559 | 34.1 | 113 | 3,465 | 18.0 | 110 | 9,204 | 47.9 | 92 |
| Male: Alone | 6,787 | 35.3 | 119 | 1,848 | 9.6 | 62 | 10,592 | 55.1 | 103 |
| Male: Group | 3,579 | 18.6 | 81 | 6,788 | 35.3 | 135 | 8,861 | 46.1 | 93 |
| Male: Pair | 3,815 | 19.8 | 76 | 11,492 | 59.8 | 392 | 3,921 | 20.4 | 36 |
| Mixed Sex: Group | 8,434 | 43.9 | 192 | 2,128 | 11.1 | 35 | 8,665 | 45.1 | 103 |
| Mixed Sex: Pair | 4,015 | 20.9 | 89 | 9,390 | 48.8 | 150 | 5,823 | 30.3 | 71 |
| With Children | 10,425 | 54.2 | 187 | 2,495 | 13.0 | 77 | 6,308 | 32.8 | 62 |
| Unknown | 8,327 | 43.3 | 132 | 1,786 | 9.3 | 52 | 9,115 | 47.4 | 99 |
| **For Eating:** | | | | | | | | | |
| Upmarket | 2,656 | 13.8 | 45 | 7,493 | 39.0 | 187 | 9,079 | 47.2 | 100 |
| Midmarket | 9,277 | 48.2 | 140 | 1,455 | 7.6 | 84 | 8,496 | 44.2 | 80 |
| Downmarket | 8,690 | 45.2 | 203 | 6,577 | 34.2 | 98 | 3,961 | 20.6 | 50 |
| **For Drinking (monthly spend):** | | | | | | | | | |
| Nothing | 8,136 | 42.3 | 140 | 3,375 | 17.6 | 74 | 7,717 | 40.1 | 90 |
| Low (less than £10) | 3,490 | 18.2 | 61 | 5,023 | 26.1 | 111 | 10,716 | 55.7 | 123 |
| Medium (Between £10 and £40) | 3,490 | 18.2 | 59 | 4,052 | 21.1 | 118 | 11,686 | 60.8 | 121 |
| High (Greater than £40) | 1,842 | 9.6 | 37 | 5,433 | 28.3 | 138 | 11,952 | 62.2 | 119 |

# 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 | 158,695 | 29.5 | 97 | 95,283 | 17.7 | 108 | 267,506 | 49.7 | 95 |
| Male: Alone | 221,231 | 41.1 | 138 | 70,923 | 13.2 | 84 | 229,330 | 42.6 | 80 |
| Male: Group | 160,900 | 29.9 | 131 | 177,931 | 33.1 | 126 | 182,652 | 33.9 | 68 |
| Male: Pair | 167,402 | 31.1 | 119 | 180,801 | 33.6 | 220 | 173,280 | 32.2 | 56 |
| Mixed Sex: Group | 203,482 | 37.8 | 165 | 88,090 | 16.4 | 51 | 229,911 | 42.7 | 97 |
| Mixed Sex: Pair | 145,861 | 27.1 | 116 | 207,130 | 38.5 | 118 | 168,492 | 31.3 | 73 |
| With Children | 212,500 | 39.5 | 136 | 66,820 | 12.4 | 74 | 242,163 | 45.0 | 85 |
| Unknown | 180,696 | 33.6 | 102 | 72,380 | 13.4 | 75 | 268,408 | 49.9 | 104 |
| **For Eating:** | | | | | | | | | |
| Upmarket | 135,658 | 25.2 | 82 | 137,779 | 25.6 | 123 | 248,047 | 46.1 | 98 |
| Midmarket | 228,994 | 42.5 | 124 | 35,638 | 6.6 | 73 | 256,851 | 47.7 | 86 |
| Downmarket | 185,941 | 34.5 | 155 | 191,697 | 35.6 | 102 | 143,846 | 26.7 | 64 |
| **For Drinking (monthly spend):** | | | | | | | | | |
| Nothing | 160,462 | 29.8 | 99 | 116,524 | 21.6 | 92 | 244,497 | 45.4 | 101 |
| Low (less than £10) | 112,110 | 20.8 | 70 | 89,730 | 16.7 | 71 | 319,644 | 59.4 | 131 |
| Medium (Between £10 and £40) | 143,623 | 26.7 | 87 | 54,395 | 10.1 | 57 | 323,466 | 60.1 | 120 |
| High (Greater than £40) | 106,882 | 19.9 | 77 | 113,924 | 21.2 | 103 | 300,677 | 55.9 | 107 |

## Competitor Map
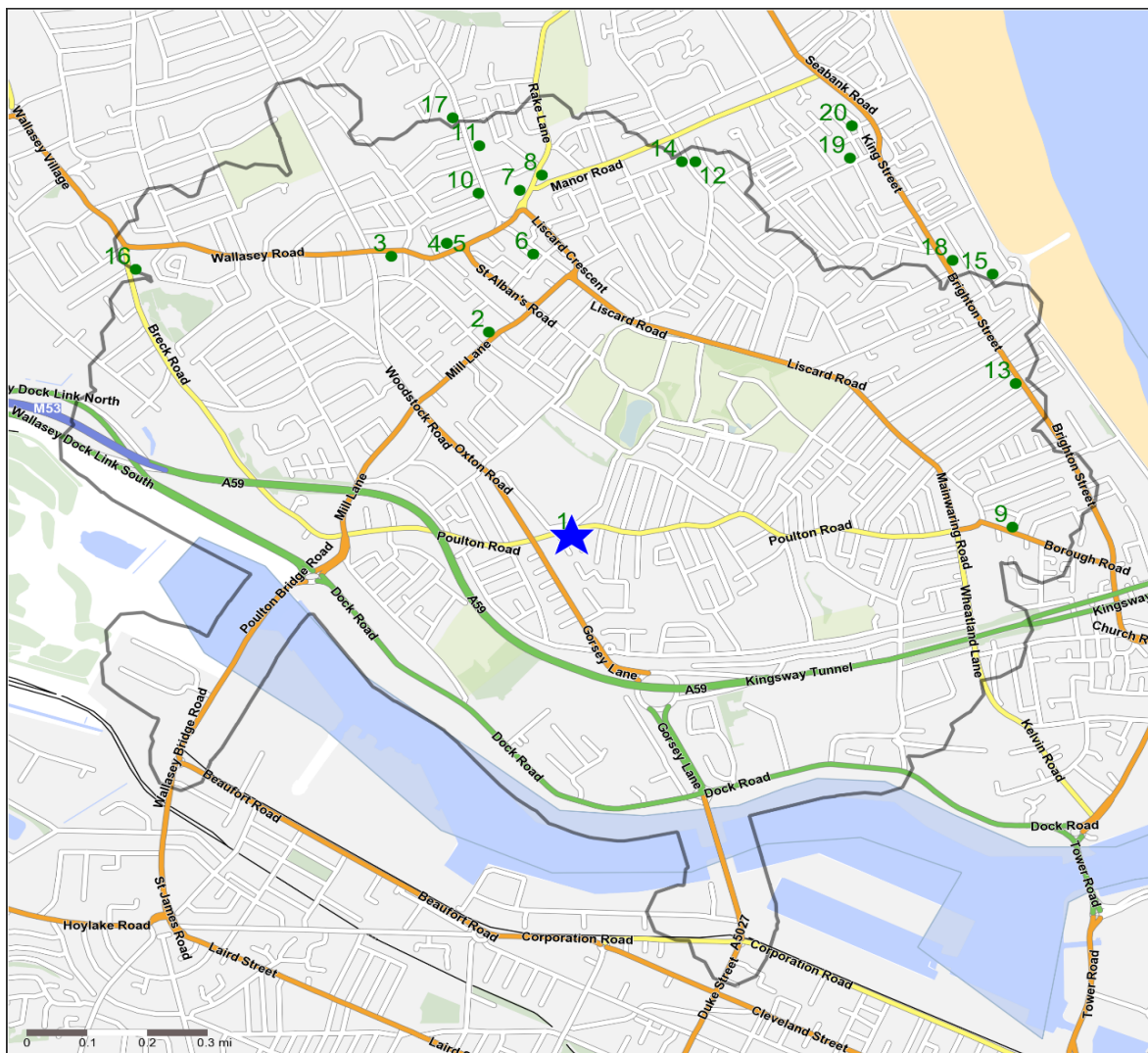


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★ Site  ● Star Pubs  ● Pubs  Ⓝ Catchment

## Top 20 Nearest Competitors

| Order | Outlet Name | Operator | Walktime From Site (Minutes) | Drivetime from Site (Minutes) |
|-------|-------------|----------|------------------------------|-------------------------------|
| 1 | Rose & Crown Hotel, CH44 4DE | Star Pubs & Bars | 0.0 | 0.1 |
| 2 | Lazy Landlord, CH44 5UG | Independent Free | 11.2 | 2.1 |
| 3 | Boot, CH44 2AA | Ei Group | 14.8 | 2.5 |
| 4 | Clairville, CH45 4NW | Wetherspoon | 15.4 | 2.8 |
| 5 | Soft Rock Cafe, CH45 4NW | Independent Free | 15.4 | 2.8 |
| 6 | Tower Hotel, CH44 5TL | Ei Group | 15.7 | 2.8 |
| 7 | Royal Oak Hotel, CH45 4JG | Marston's | 16.9 | 3.2 |
| 8 | Queens Arms, CH45 4JR | Ei Group | 17.8 | 3.3 |
| 9 | Sandbank, CH44 6NJ | Independent Free | 17.8 | 3.6 |
| 10 | Dukes Bar And Grill, CH45 4QN | Unknown | 18.1 | 3.7 |
| 11 | Vineyard, CH45 4LQ | Independent Free | 19.9 | 3.3 |
| 12 | Saddle Inn, CH44 1DE | Ei Group | 19.9 | 4.4 |
| 13 | Brighton Hotel, CH44 8DT | Unknown | 20.5 | 4.0 |
| 14 | Primrose Inn, CH44 1BB | Trust Inns | 20.5 | 4.3 |
| 15 | Ferry, CH44 8DF | Punch Pub Company | 20.5 | 4.5 |
| 16 | Ship Inn, CH44 2ED | Ei Group | 20.8 | 4.0 |
| 17 | Stanleys, CH45 4LE | Star Pubs & Bars | 21.1 | 3.7 |
| 18 | Stanleys Vaults, CH44 8AU | Independent Free | 21.1 | 4.5 |
| 19 | Lord Nelson, CH44 0EA | Admiral Taverns Ltd | 24.1 | 5.5 |
| 20 | Wellington, CH44 1ED | Independent Free | 24.7 | 5.5 |