Pub Catchment Report - TR18 4BJ

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	29	31	102
Catchment Adults 18+	5,171	9,491	54,767
Catchment Adults 18+ Per Pub	178	306	537
Populaton Projection 2018 to 2028 (% change)	5.70%	6.04%	7.03%

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	4,873	94.2	182	1	Community Pub	8,222	86.6	167	1	Community Pub	33,879	61.9	119
2	High Street Pub	4,709	91.1	195	2	High Street Pub	8,169	86.1	185	2	High Street Pub	25,210	46.0	99
3	Circuit Bar	1,208	23.4	37	3	Circuit Bar	1,676	17.7	28	3	Premium Local	24,590	44.9	71
4	Premium Local	568	11.0	85	4	Premium Local	1,458	15.4	119	4	Great Pub Great Food	22,805	41.6	322
5	Craft Led	438	8.5	21	5	Great Pub Great Food	1,075	11.3	28	5	Circuit Bar	3,728	6.8	17
6	Great Pub Great Food	388	7.5	28	6	Craft Led	590	6.2	23	6	Bit of Style	2,845	5.2	19
7	Bit of Style	297	5.7	56	7	Bit of Style	547	5.8	56	7	Craft Led	1,502	2.7	27

Pub Catchment Report - TR18 4BJ

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	341	6.6	75	570	6.0	68	3,404	6.2	70
C1	640	12.4	101	1,080	11.4	93	5,876	10.7	87
C2	484	9.4	113	887	9.3	113	5,304	9.7	117
DE	794	15.4	149	1,369	14.4	140	5,453	10.0	97

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)	2,687	52.0	157	4,625	48.7	147	17,139	31.3	94
Medium (7-13)	1,583	30.6	92	3,001	31.6	95	19,614	35.8	108
High (14-19)	498	9.6	34	1,261	13.3	47	11,593	21.2	74

Catchment Mosaic Groups

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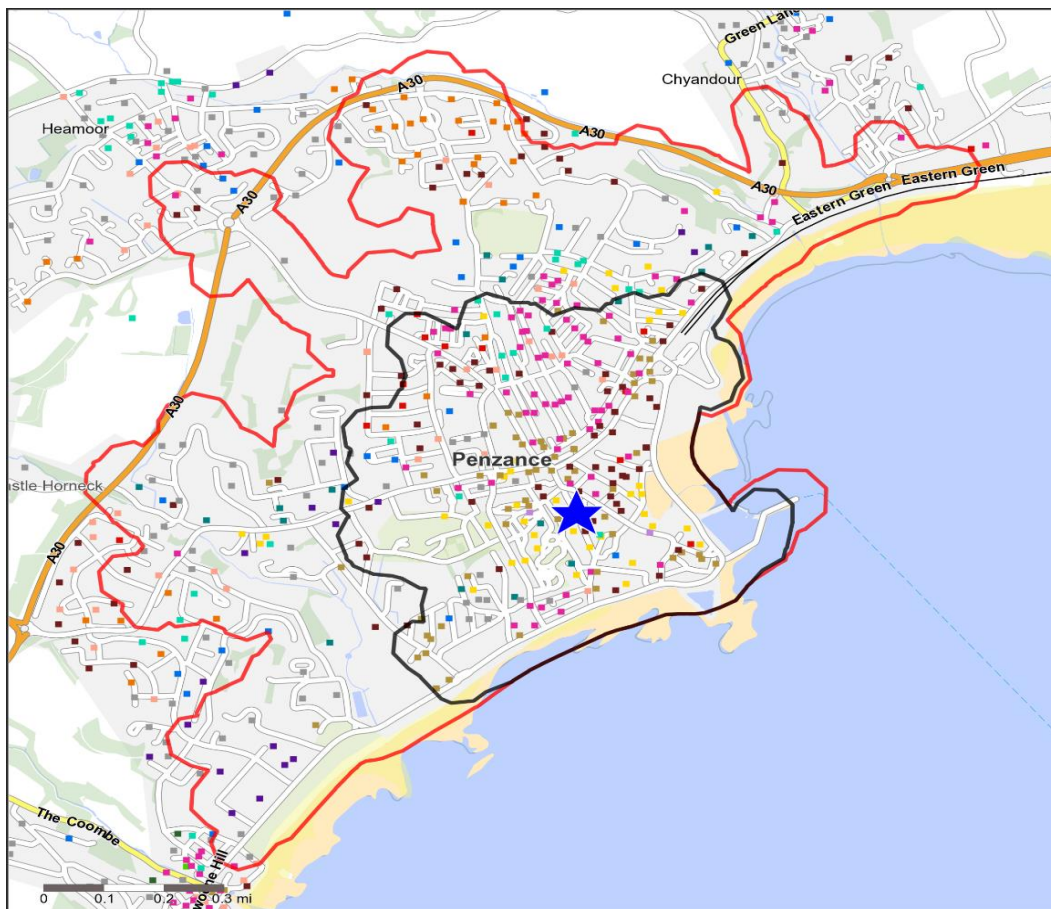
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Mosaic Groups in 10 and 20 Minute DT Catchment Area

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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
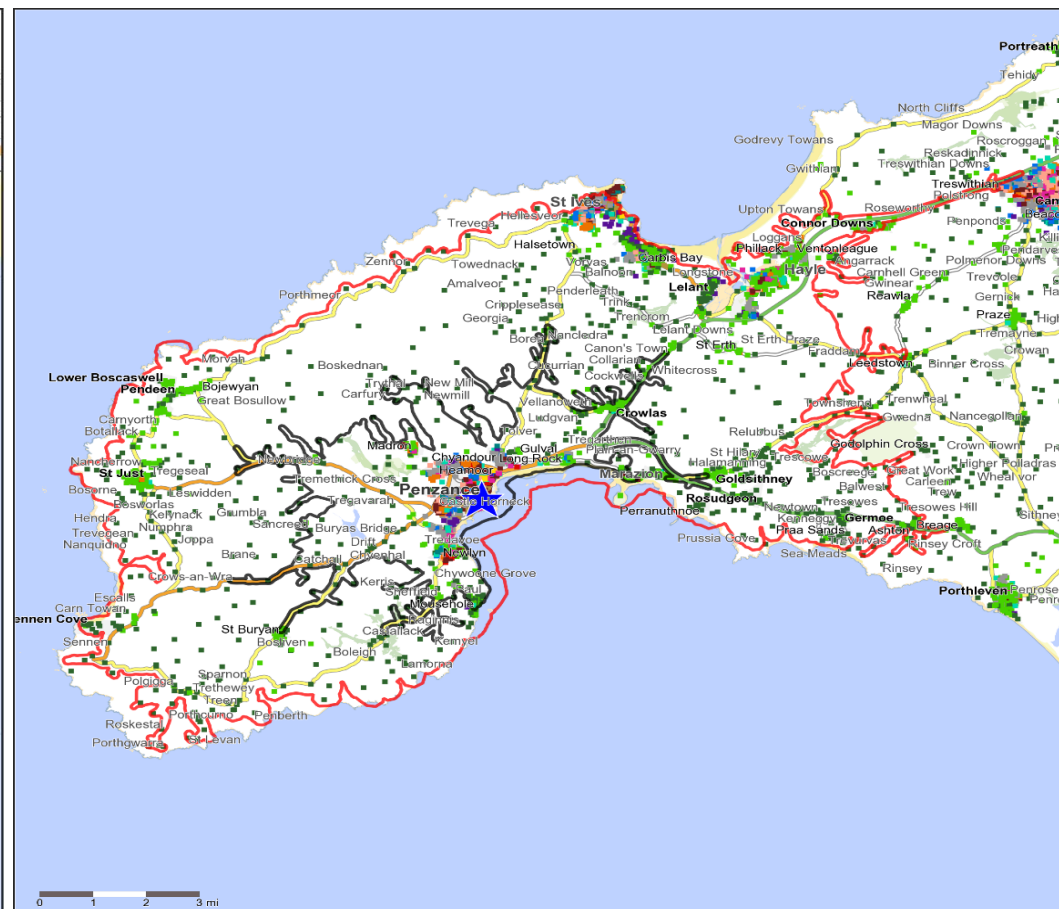
Adults 18+ by Mosaic Type in Each Catchment

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	19	19	19	43
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	0	23
B06	Diamond Days	0	61	84	336
B07	Alpha Families	1	12	15	27
B08	Bank of Mum and Dad	15	33	45	116
B09	Empty-Nest Adventure	5	18	61	87
C10	Wealthy Landowners	0	0	139	423
C11	Rural Vogue	0	0	577	2,040
C12	Scattered Homesteads	0	0	888	4,655
C13	Village Retirement	0	4	1,069	5,183
D14	Satellite Settlers	0	0	1,634	6,570
D15	Local Focus	0	0	350	5,485
D16	Outlying Seniors	0	0	1,215	5,232
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	120	355	467	748
E19	Bungalow Heaven	52	462	1,519	3,054
E20	Classic Grandparents	29	121	373	402
E21	Solo Retirees	210	325	729	1,144
F22	Boomerang Boarders	5	163	425	597
F23	Family Ties	0	20	24	201
F24	Fledgling Free	46	75	368	408
F25	Dependable Me	161	216	356	581
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	80	153	167	493
G28	Modern Parents	0	0	0	0
G29	Mid-Career Convention	0	0	150	482
H30	Primary Ambitions	67	76	138	226
H31	Affordable Fringe	0	70	289	289
H32	First-Rung Futures	29	76	385	498
H33	Contemporary Starts	0	0	35	192
H34	New Foundations	8	24	52	238
H35	Flying Solo	65	138	254	489

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	5	125	309	1,169
I37	Budget Generations	0	46	177	316
I38	Economical Families	0	0	0	16
I39	Families on a Budget	37	369	717	737
J40	Value Rentals	0	26	65	125
J41	Youthful Endeavours	4	41	136	168
J42	Midlife Renters	1,324	1,798	2,416	2,832
J43	Renting Rooms	127	138	167	197
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	315	341	403	457
K48	Mature Workers	121	156	353	353
L49	Flatlet Seniors	297	402	446	446
L50	Pocket Pensions	57	190	484	1,031
L51	Retirement Communities	360	533	563	739
L52	Estate Veterans	94	504	925	1,628
L53	Seasoned Survivors	33	86	98	99
M54	Down-to-Earth Owners	2	66	92	118
M55	Back with the Folks	60	160	495	703
M56	Self Supporters	71	98	295	482
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	149	149	149
N59	Large Family Living	0	0	0	0
N60	Ageing Access	533	749	749	994
O61	Career Builders	29	35	35	59
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	788	1,056	1,114	1,686
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	0	0
Total		**5,169**	**9,489**	**22,015**	**54,766**

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

1. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term

- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

2. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads

- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

3. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities

- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

1. D14 Satellite Settlers

Mature households living in developments around larger villages with good transport links

- Mature households
- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

2. 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

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

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	4,466	47.1	155	427	4.5	28	4,598	48.4	93
Male: Alone	5,609	59.1	198	943	9.9	64	2,939	31.0	58
Male: Group	4,886	51.5	225	1,501	15.8	60	3,104	32.7	66
Male: Pair	6,006	63.3	243	963	10.1	67	2,521	26.6	46
Mixed Sex: Group	4,317	45.5	199	1,765	18.6	58	3,409	35.9	82
Mixed Sex: Pair	3,468	36.5	156	3,043	32.1	99	2,980	31.4	73
With Children	4,257	44.9	155	678	7.1	42	4,556	48.0	91
Unknown	754	7.9	24	3,951	41.6	232	4,786	50.4	105
For Eating:									
Upmarket	2,696	28.4	93	2,677	28.2	135	4,117	43.4	92
Midmarket	4,792	50.5	147	692	7.3	81	4,008	42.2	76
Downmarket	2,227	23.5	106	4,686	49.4	142	2,578	27.2	65
For Drinking (monthly spend):									
Nothing	2,127	22.4	74	2,428	25.6	108	4,936	52.0	116
Low (less than £10)	1,541	16.2	54	3,799	40.0	170	4,151	43.7	96
Medium (Between £10 and £40)	1,536	16.2	53	1,249	13.2	74	6,705	70.6	141
High (Greater than £40)	1,319	13.9	54	1,637	17.2	84	6,534	68.8	132

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	8,427	15.4	51	14,112	25.8	158	32,228	58.8	113
Male: Alone	15,962	29.1	98	2,396	4.4	28	36,409	66.5	125
Male: Group	9,369	17.1	75	16,905	30.9	118	28,492	52.0	105
Male: Pair	11,646	21.3	82	3,256	5.9	39	39,864	72.8	127
Mixed Sex: Group	7,510	13.7	60	30,138	55.0	172	17,119	31.3	71
Mixed Sex: Pair	14,194	25.9	111	23,379	42.7	131	17,194	31.4	73
With Children	8,377	15.3	53	9,008	16.4	98	37,381	68.3	129
Unknown	15,746	28.8	88	7,361	13.4	75	31,660	57.8	121
For Eating:									
Upmarket	6,499	11.9	39	5,766	10.5	51	42,502	77.6	164
Midmarket	8,674	15.8	46	2,606	4.8	53	43,487	79.4	144
Downmarket	5,895	10.8	48	22,647	41.4	119	26,224	47.9	115
For Drinking (monthly spend):									
Nothing	21,329	38.9	129	10,224	18.7	79	23,214	42.4	95
Low (less than £10)	14,631	26.7	89	29,190	53.3	227	10,945	20.0	44
Medium (Between £10 and £40)	4,816	8.8	29	12,574	23.0	129	37,377	68.2	136
High (Greater than £40)	3,343	6.1	24	4,626	8.4	41	46,798	85.4	163

Competitor Map and Report
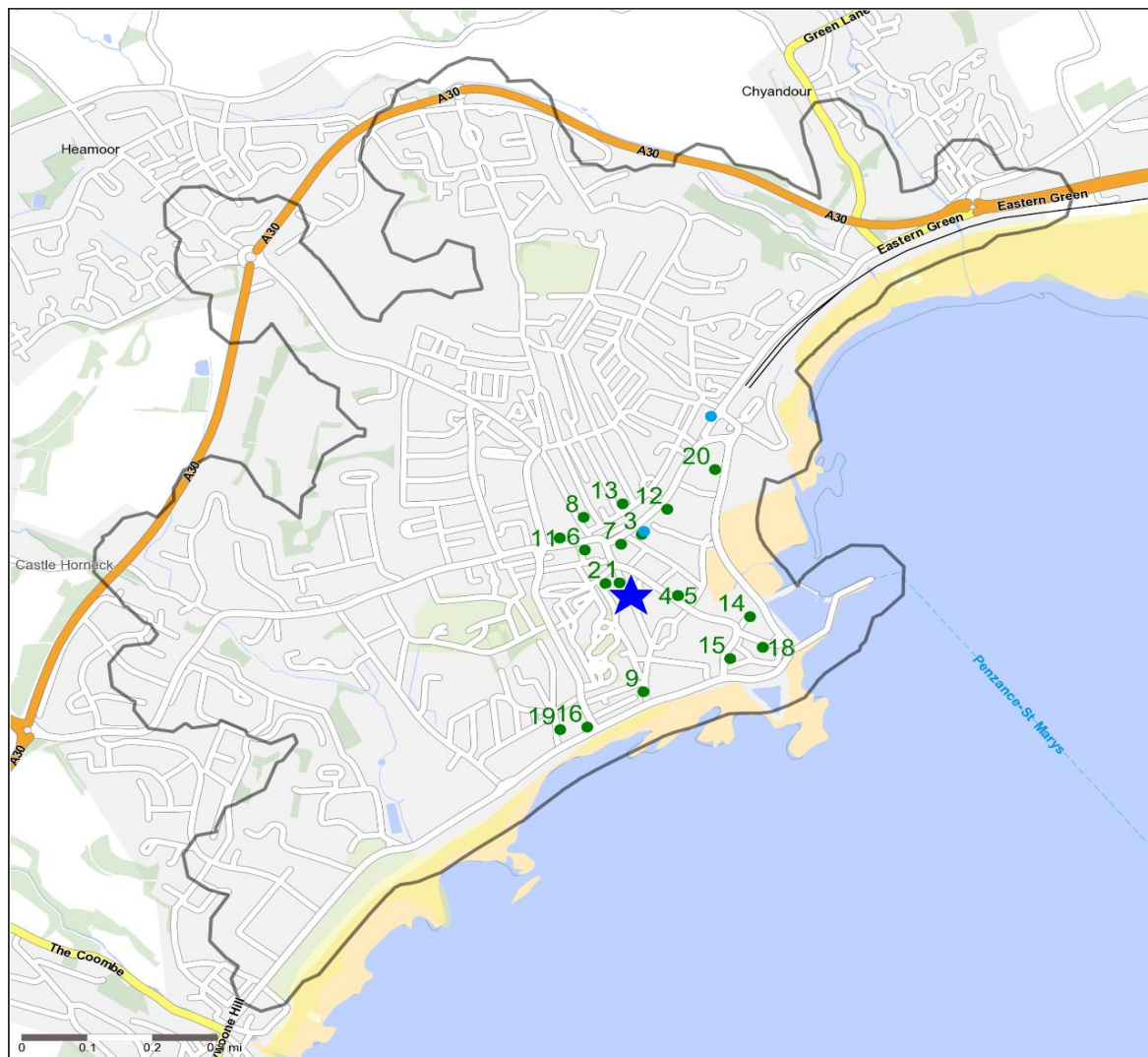
Competitor Map

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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	Globe & Ale House, TR18 4BJ	Star Pubs & Bars	0.0	0.2
2	Seven Stars, TR18 4BU	Unknown	2.1	0.6
3	Star Inn, TR18 2LD	Star Pubs & Bars	2.7	0.6
4	Admiral Benbow Inn, TR18 4AF	Independent Free	2.7	0.6
5	Turks Head, TR18 4AF	Punch Pub Company	2.7	0.6
6	White Lion, TR18 2SG	Ei Group	2.7	0.7
7	Tremenheere, TR18 2JA	Wetherspoon	3.0	2.4
8	London Inn, TR18 2SR	Ei Group	3.3	2.9
9	Navy Inn, TR18 4DE	Independent Free	3.6	1.3
10	Alverne, TR18 2QN	Independent Free	3.9	0.7
11	Sir Humphrey Davy, TR18 2QN	St Austell	3.9	0.7
12	Matt's Bar, TR18 2LE	Independent Free	4.5	2.2
13	Studio, TR18 2EQ	Independent Free	4.5	3.0
14	Boatshed Cafe Bar, TR18 4AS	Independent Free	4.8	1.0
15	Yacht Inn, TR18 4AU	St Austell	5.1	1.2
16	Queens Hotel, TR18 4HG	Independent Free	5.7	1.7
17	Dock Inn, TR18 4BD	Independent Free	6.0	1.1
18	Dolphin Tavern, TR18 4BD	St Austell	6.0	1.1
19	Old Bath Inn, TR18 4HL	Independent Free	6.3	1.8
20	Renaissance Cafe, TR18 2GB	Independent Free	7.5	1.5