Pub Catchment Report - BH21 1LD

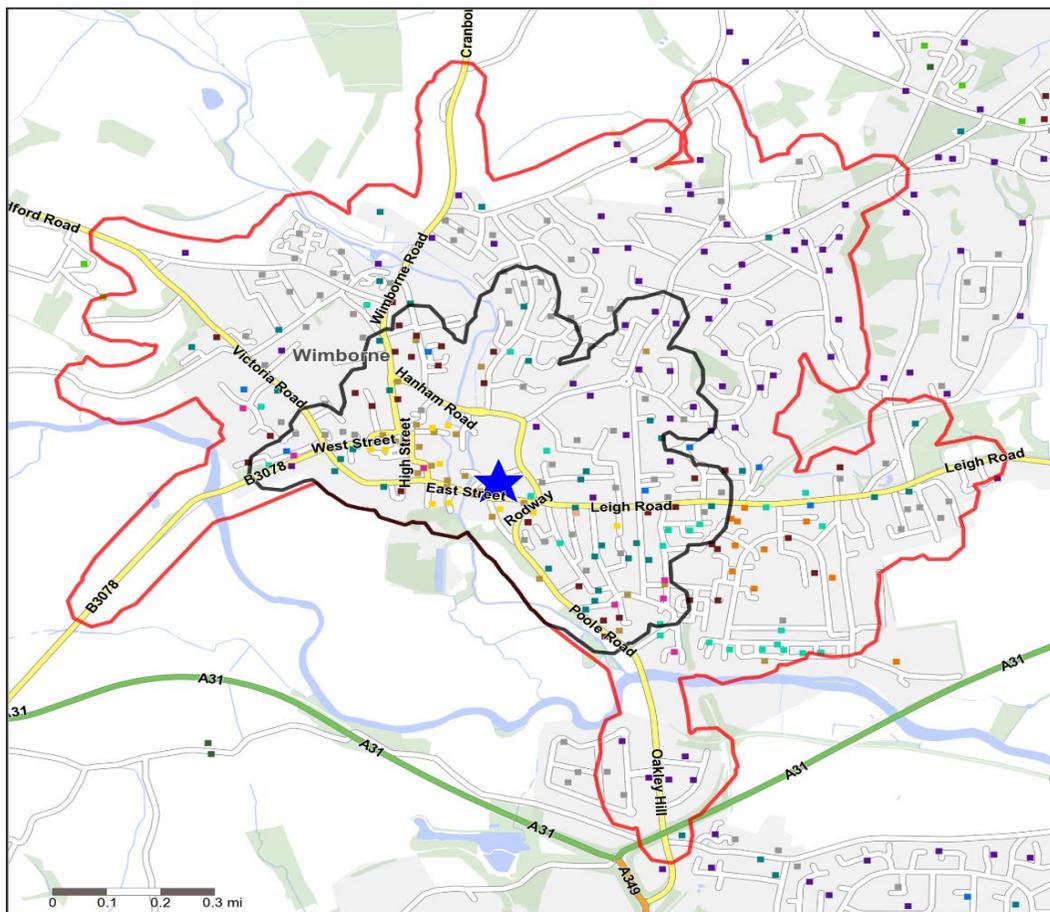| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	10	13	155
Catchment Adults 18+	3,646	7,696	203,570
Catchment Adults 18+ Per Pub	365	592	1,313
Populaton Projection 2018 to 2028 (% change)	4.04%	5.14%	7.03%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	3,042	83.4	161	
2	Community Pub	2,256	61.9	133	
3	Premium Local	1,834	50.3	80	
4	Great Pub Great Food	1,687	46.3	358	
5	Bit of Style	1,073	29.4	73	
6	Circuit Bar	444	12.2	45	
7	Craft Led	234	6.4	62	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	5,251	68.2	132	
2	Premium Local	4,311	56.0	120	
3	Community Pub	4,171	54.2	86	
4	Great Pub Great Food	3,736	48.5	375	
5	Bit of Style	1,785	23.2	57	
6	Circuit Bar	916	11.9	44	
7	Craft Led	458	6.0	58	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	126,376	62.1	120	
2	Premium Local	114,355	56.2	121	
3	Great Pub Great Food	94,809	46.6	74	
4	Community Pub	93,190	45.8	354	
5	Bit of Style	40,162	19.7	49	
6	Circuit Bar	19,783	9.7	36	
7	Craft Led	14,352	7.1	68	

Pub Catchment Report - BH21 1LD

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	418	11.5	130	824	10.7	121	15,741	7.7	87
C1	400	11.0	89	800	10.4	85	22,154	10.9	89
C2	280	7.7	93	586	7.6	92	17,883	8.8	106
DE	233	6.4	62	528	6.9	67	15,804	7.8	75

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)	687	18.8	57	1,503	19.5	59	38,838	19.1	58
Medium (7-13)	1,189	32.6	98	2,165	28.1	85	72,455	35.6	107
High (14-19)	1,396	38.3	135	3,375	43.9	154	82,332	40.4	142

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	
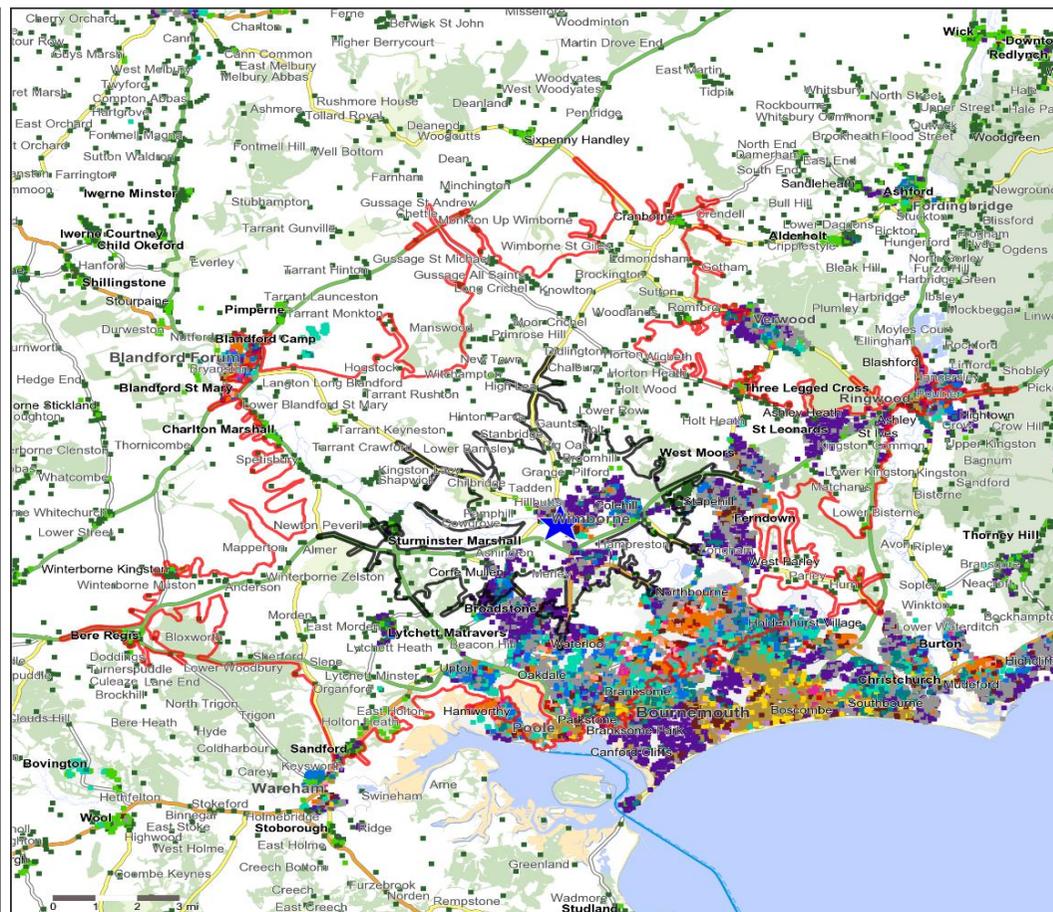
Adults 18+ by Mosaic Type in Each Catchment

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+	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	10	455	633	11,808
A02	Uptown Elite	0	0	0	258	I37	Budget Generations	0	0	0	1,768
A03	Penthouse Chic	0	0	0	0	I38	Economical Families	0	0	0	273
A04	Metro High-Flyers	0	0	0	0	I39	Families on a Budget	0	0	0	886
B05	Premium Fortunes	0	43	397	579	J40	Value Rentals	0	0	0	114
B06	Diamond Days	165	448	1,005	5,627	J41	Youthful Endeavours	0	0	0	480
B07	Alpha Families	118	401	1,348	5,063	J42	Midlife Renters	119	220	226	4,865
B08	Bank of Mum and Dad	54	388	3,064	7,769	J43	Renting Rooms	0	0	0	49
B09	Empty-Nest Adventure	25	217	2,820	11,590	K44	Inner City Stalwarts	0	0	0	140
C10	Wealthy Landowners	0	13	1,021	4,814	K45	City Diversity	0	0	0	0
C11	Rural Vogue	0	1	234	2,006	K46	High Rise Residents	0	0	0	0
C12	Scattered Homesteads	0	0	91	712	K47	Single Essentials	0	0	0	1,496
C13	Village Retirement	0	6	731	4,773	K48	Mature Workers	0	0	0	18
D14	Satellite Settlers	0	8	381	3,041	L49	Flatlet Seniors	0	0	0	1,621
D15	Local Focus	0	0	128	1,520	L50	Pocket Pensions	157	275	462	3,062
D16	Outlying Seniors	0	3	82	834	L51	Retirement Communities	650	734	771	4,876
D17	Far-Flung Outposts	0	0	0	0	L52	Estate Veterans	5	147	150	3,033
E18	Legacy Elders	388	814	2,295	9,729	L53	Seasoned Survivors	0	1	1	250
E19	Bungalow Heaven	135	502	2,073	22,477	M54	Down-to-Earth Owners	0	0	0	226
E20	Classic Grandparents	29	56	234	5,263	M55	Back with the Folks	0	0	50	4,714
E21	Solo Retirees	188	261	373	6,224	M56	Self Supporters	7	7	7	1,051
F22	Boomerang Boarders	32	77	593	6,948	N57	Community Elders	0	0	0	0
F23	Family Ties	21	94	908	5,593	N58	Culture & Comfort	0	0	0	0
F24	Fledgling Free	0	0	10	1,616	N59	Large Family Living	0	0	0	0
F25	Dependable Me	23	114	885	5,136	N60	Ageing Access	169	174	174	2,550
G26	Cafés and Catchments	0	0	0	239	O61	Career Builders	107	112	114	2,666
G27	Thriving Independence	688	838	1,036	6,213	O62	Central Pulse	0	0	0	287
G28	Modern Parents	10	36	335	2,212	O63	Flexible Workforce	0	0	0	181
G29	Mid-Career Convention	22	103	2,272	6,034	O64	Bus-Route Renters	276	350	462	5,875
H30	Primary Ambitions	77	130	351	10,494	O65	Learners & Earners	0	0	0	202
H31	Affordable Fringe	0	101	103	2,427	O66	Student Scene	0	0	0	0
H32	First-Rung Futures	62	147	448	6,721	U99	Unclassified	0	0	83	622
H33	Contemporary Starts	24	203	309	1,232		**Total**	**3,643**	**7,695**	**26,944**	**203,566**
H34	New Foundations	17	17	28	511						
H35	Flying Solo	65	199	256	2,798						

Top 3 Mosaic Types in a 20 Minute Walktime

1. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing

- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

2. E18 Legacy Elders

Financially-secure elders on good pensions, now mostly living alone in comfortable suburban homes

- Oldest average age of 78
- Mostly living alone
- Own comfortable homes outright
- Final salary pensions
- Low technology knowledge
- Broadsheet readers

3. L51 Retirement Communities

Elderly living in specialised accommodation including retirement homes, villages and complexes

- Developments for the elderly
- Mostly purpose built flats
- Most own, others rent
- Majority are living alone
- Have income additional to state pension
- Least likely to own a mobile phone

Top 3 Mosaic Types in a 20 Minute Drivetime

1. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners

- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status

- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

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	1,689	21.9	73	1,078	14.0	86	4,929	64.0	123
Male: Alone	2,143	27.8	94	1,089	14.2	91	4,464	58.0	109
Male: Group	1,406	18.3	80	1,191	15.5	59	5,099	66.3	133
Male: Pair	2,173	28.2	108	547	7.1	47	4,976	64.7	113
Mixed Sex: Group	1,345	17.5	76	1,722	22.4	70	4,629	60.1	137
Mixed Sex: Pair	1,433	18.6	79	1,713	22.3	68	4,550	59.1	138
With Children	1,278	16.6	57	1,217	15.8	94	5,202	67.6	128
Unknown	798	10.4	32	2,381	30.9	173	4,517	58.7	122

For Eating:

	High			Medium			Low		
Upmarket	1,931	25.1	82	1,968	25.6	123	3,797	49.3	104
Midmarket	1,545	20.1	58	654	8.5	94	5,496	71.4	129
Downmarket	923	12.0	54	2,508	32.6	93	4,265	55.4	133

For Drinking (monthly spend):

	High			Medium			Low		
Nothing	1,479	19.2	64	1,605	20.9	88	4,612	59.9	134
Low (less than £10)	1,830	23.8	80	1,654	21.5	92	4,213	54.7	121
Medium (Between £10 and £40)	1,867	24.3	79	882	11.5	64	4,947	64.3	128
High (Greater than £40)	1,228	16.0	62	1,896	24.6	120	4,572	59.4	114

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	55,575	27.3	90	28,343	13.9	85	119,031	58.5	112
Male: Alone	51,071	25.1	84	19,879	9.8	63	131,998	64.8	122
Male: Group	40,789	20.0	88	66,069	32.5	124	96,091	47.2	95
Male: Pair	48,131	23.6	91	20,215	9.9	65	134,603	66.1	115
Mixed Sex: Group	34,467	16.9	74	80,991	39.8	125	87,490	43.0	98
Mixed Sex: Pair	57,000	28.0	119	78,450	38.5	119	67,498	33.2	78
With Children	50,375	24.7	86	28,454	14.0	83	124,119	61.0	115
Unknown	40,420	19.9	60	43,472	21.4	119	119,056	58.5	122
For Eating:									
Upmarket	61,780	30.3	99	33,481	16.4	79	107,688	52.9	112
Midmarket	56,226	27.6	80	16,231	8.0	88	130,492	64.1	116
Downmarket	50,554	24.8	112	82,016	40.3	115	70,378	34.6	83
For Drinking (monthly spend):									
Nothing	64,554	31.7	105	61,029	30.0	127	77,365	38.0	85
Low (less than £10)	78,971	38.8	130	59,881	29.4	125	64,097	31.5	69
Medium (Between £10 and £40)	74,555	36.6	120	26,338	12.9	73	102,056	50.1	100
High (Greater than £40)	57,473	28.2	109	33,841	16.6	81	111,635	54.8	105

Competitor Map
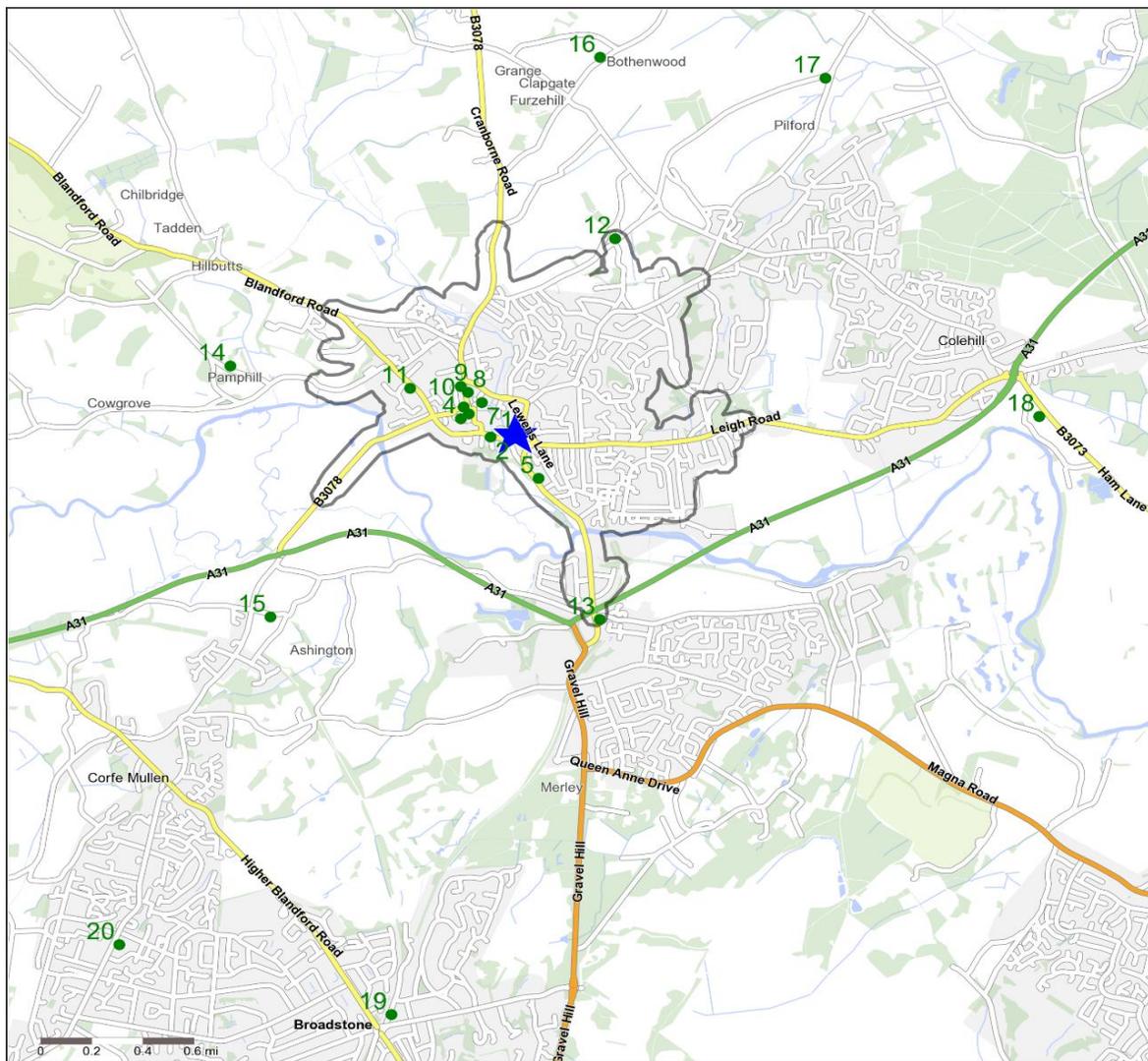
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★ Site ⬤ Star Pubs ⬤ Pubs N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Cricketers Arms, BH21 1LD	Star Pubs & Bars	0.0	0.1
2	Rising Sun Inn, BH21 1DX	Hall & Woodhouse	2.7	0.5
3	Oddfellows Arms, BH21 1JH	Hall & Woodhouse	5.4	2.7
4	White Hart Hotel, BH21 1JL	Marston's	5.7	1.7
5	Coach & Horses, BH21 1QB	Greene King	6.3	1.3
6	Kings Head Hotel, BH21 1JG	Greene King	6.3	1.9
7	Olive Branch, BH21 1PF	Hall & Woodhouse	6.9	2.4
8	Man In The Wall, BH21 1NF	Wetherspoon	7.5	2.3
9	Gin House, BH21 1LT	Independent Free	8.2	2.3
10	Tap House, BH21 1LT	Independent Free	8.2	2.3
11	Green Man, BH21 1EN	Wadworth & Co Limited	12.1	2.3
12	Horns Inn, BH21 7AA	Hall & Woodhouse	19.6	4.5
13	Willett Arms, BH21 1RN	Mitchells & Butlers	20.2	4.0
14	Vine Inn, BH21 4EE	Independent Free	26.9	4.2
15	Lambs Green Inn, BH21 3DN	Mitchells & Butlers	31.7	4.4
16	Stocks Inn, BH21 4HT	Punch Pub Company	36.8	6.9
17	Barley Mow Inn, BH21 7AH	Hall & Woodhouse	40.7	6.9
18	Fox & Hounds, BH21 2EQ	Greene King	46.2	7.0
19	Goods Yard, BH18 8AX	Independent Free	67.9	10.9
20	Dorset Soldier, BH21 3JZ	Hall & Woodhouse	87.7	10.2