Pub Catchment Report - GU 8 4UU

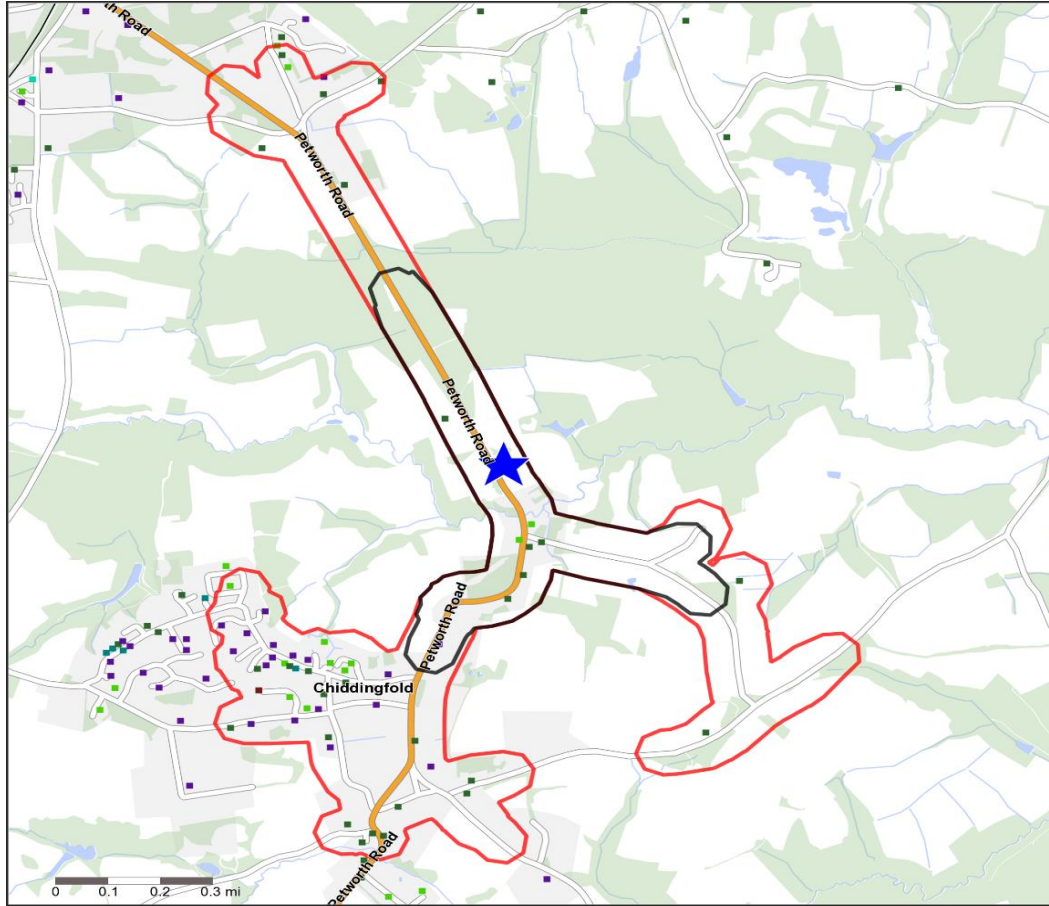| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	2	83
Catchment Adults 18+	120	962	84,600
Catchment Adults 18+ Per Pub	120	481	1,019
Populaton Projection 2018 to 2028 (% change)	8.75%	6.41%	6.48%

	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	120	100.0	193		1	Great Pub Great Food	767	79.7	154	1	Premium Local	65,486	77.4	149
2	Premium Local	120	100.0	215		2	Premium Local	767	79.7	171	2	Great Pub Great Food	61,749	73.0	157
3	Bit of Style	0	0.0	0		3	Community Pub	194	20.2	32	3	High Street Pub	36,231	42.8	68
4	Circuit Bar	0	0.0	0		4	High Street Pub	132	13.7	106	4	Bit of Style	23,176	27.4	212
5	Community Pub	0	0.0	0		5	Bit of Style	19	2.0	5	5	Community Pub	22,010	26.0	64
6	Craft Led	0	0.0	0		6	Circuit Bar	0	0.0	0	6	Craft Led	8,084	9.6	36
7	High Street Pub	0	0.0	0		7	Craft Led	0	0.0	0	7	Circuit Bar	5,781	6.8	66

Pub Catchment Report - GU 8 4UU

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	19	15.8	179	132	13.7	155	11,754	13.9	157
C1	14	11.7	95	107	11.1	91	8,908	10.5	86
C2	8	6.7	81	64	6.7	81	5,172	6.1	74
DE	2	1.7	16	50	5.2	50	3,911	4.6	45

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	76	7.9	24	6,448	7.6	23
Medium (7-13)	3	2.5	8	137	14.2	43	14,980	17.7	53
High (14-19)	108	90.0	317	697	72.5	255	53,654	63.4	223

Catchment Mosaic Groups

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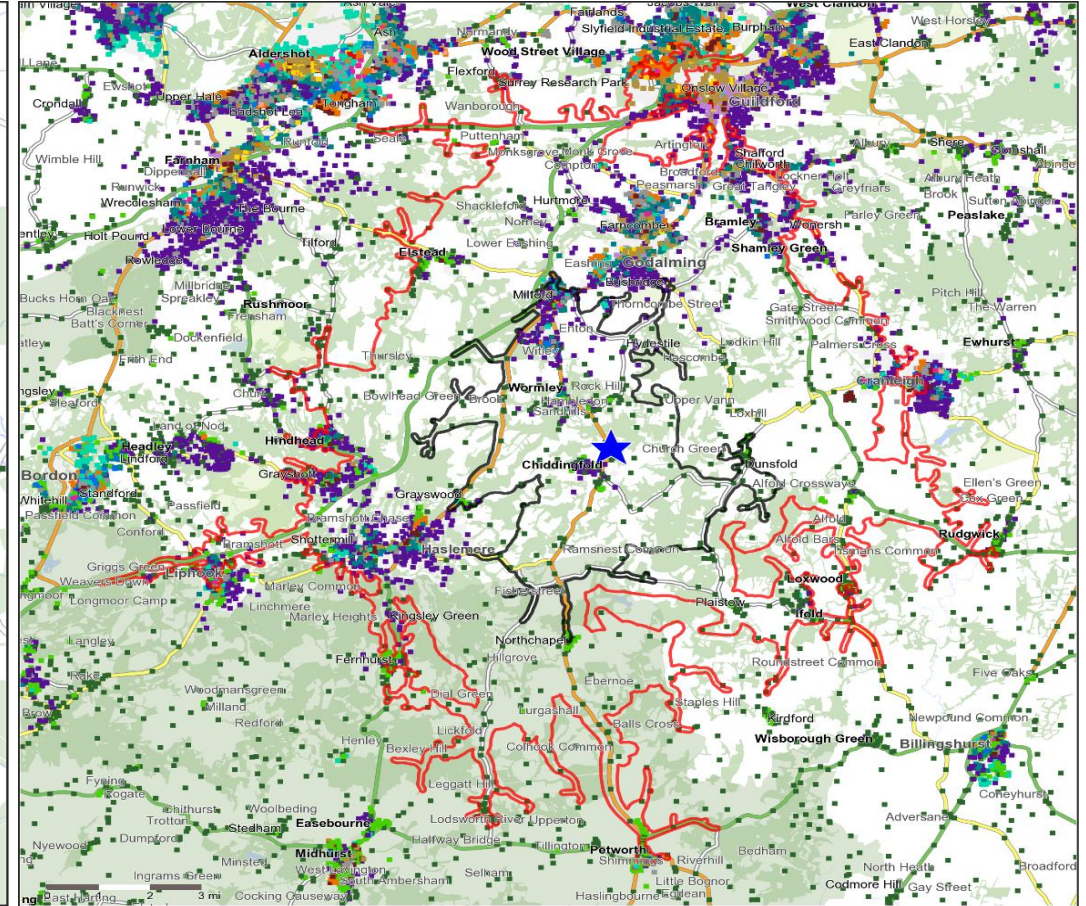
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★ Site   N 10 Minute Catchment   N 20 Minute Catchment

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

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	2	I36	Solid Economy	0	0	62	4,254
A02	Uptown Elite	0	0	0	454	I37	Budget Generations	0	0	0	0
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	14	66	1,071	7,063	J40	Value Rentals	0	0	0	0
B06	Diamond Days	5	27	495	5,972	J41	Youthful Endeavours	0	0	16	30
B07	Alpha Families	11	225	1,697	7,042	J42	Midlife Renters	0	0	0	283
B08	Bank of Mum and Dad	0	0	378	2,190	J43	Renting Rooms	0	0	0	0
B09	Empty-Nest Adventure	0	0	44	243	K44	Inner City Stalwarts	0	0	0	29
C10	Wealthy Landowners	75	236	2,379	10,007	K45	City Diversity	0	0	0	46
C11	Rural Vogue	4	12	206	796	K46	High Rise Residents	0	0	0	0
C12	Scattered Homesteads	0	0	18	87	K47	Single Essentials	0	0	18	231
C13	Village Retirement	6	99	520	2,633	K48	Mature Workers	0	0	0	0
D14	Satellite Settlers	6	83	611	3,531	L49	Flatlet Seniors	0	0	0	0
D15	Local Focus	0	82	240	1,503	L50	Pocket Pensions	0	34	110	870
D16	Outlying Seniors	0	78	306	961	L51	Retirement Communities	0	0	186	2,056
D17	Far-Flung Outposts	0	0	0	0	L52	Estate Veterans	0	0	94	298
E18	Legacy Elders	0	0	290	3,278	L53	Seasoned Survivors	0	0	0	0
E19	Bungalow Heaven	0	0	0	157	M54	Down-to-Earth Owners	0	0	0	0
E20	Classic Grandparents	0	0	0	170	M55	Back with the Folks	0	0	0	131
E21	Solo Retirees	0	0	51	727	M56	Self Supporters	0	0	0	13
F22	Boomerang Boarders	0	0	142	480	N57	Community Elders	0	0	0	193
F23	Family Ties	0	0	188	379	N58	Culture & Comfort	0	0	0	89
F24	Fledgling Free	0	0	2	2	N59	Large Family Living	0	0	0	0
F25	Dependable Me	0	0	0	276	N60	Ageing Access	0	0	0	469
G26	Cafés and Catchments	0	0	68	2,959	O61	Career Builders	0	0	48	4,328
G27	Thriving Independence	0	0	285	6,959	O62	Central Pulse	0	0	0	77
G28	Modern Parents	0	19	78	490	O63	Flexible Workforce	0	0	0	23
G29	Mid-Career Convention	0	0	603	2,286	O64	Bus-Route Renters	0	0	55	769
H30	Primary Ambitions	0	0	78	949	O65	Learners & Earners	0	0	0	2,225
H31	Affordable Fringe	0	0	0	0	O66	Student Scene	0	0	0	141
H32	First-Rung Futures	0	0	0	64	U99	Unclassified	0	1	138	4,165
H33	Contemporary Starts	0	0	208	982		**Total**	**121**	**962**	**10,805**	**84,600**
H34	New Foundations	0	0	59	243						
H35	Flying Solo	0	0	61	995						

Top 3 Mosaic Types in a 20 Minute Walktime

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. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development

- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

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. 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. B05 Premium Fortunes

Asset-rich families with substantial income, established in distinctive, expansive homes in wealthy enclaves

- Extensive detached homes
- Substantial income
- Teenage kids & students
- Portfolio of investments
- Directors and senior managers
- High mobile phone spend

3. B07 Alpha Families

High-achieving families living fast-track lives, advancing careers, finances and their school-age kids' development


- Married couples
- Two professional careers
- School age children
- High salaries, large mortgage
- Online shopping to save time
- Company cars and mobiles

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	19	2.0	7	390	40.5	248	552	57.4	110
Male: Alone	112	11.6	39	19	2.0	13	830	86.3	162
Male: Group	34	3.5	15	181	18.8	72	746	77.5	156
Male: Pair	34	3.5	14	0	0.0	0	927	96.4	168
Mixed Sex: Group	0	0.0	0	361	37.5	118	600	62.4	142
Mixed Sex: Pair	102	10.6	45	177	18.4	57	682	70.9	166
With Children	19	2.0	7	109	11.3	67	832	86.5	163
Unknown	184	19.1	58	27	2.8	16	750	78.0	163
For Eating:									
Upmarket	0	0.0	0	244	25.4	122	717	74.5	158
Midmarket	0	0.0	0	0	0.0	0	961	99.9	181
Downmarket	0	0.0	0	180	18.7	54	781	81.2	195
For Drinking (monthly spend):									
Nothing	160	16.6	55	66	6.9	29	735	76.4	170
Low (less than £10)	145	15.1	50	255	26.5	113	561	58.3	129
Medium (Between £10 and £40)	112	11.6	38	560	58.2	326	289	30.0	60
High (Greater than £40)	19	2.0	8	329	34.2	167	613	63.7	122

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	10,564	12.5	41	20,658	24.4	149	49,213	58.2	112
Male: Alone	8,953	10.6	36	14,888	17.6	113	56,594	66.9	125
Male: Group	7,047	8.3	36	12,822	15.2	58	60,567	71.6	144
Male: Pair	8,774	10.4	40	1,517	1.8	12	70,144	82.9	145
Mixed Sex: Group	7,282	8.6	38	19,896	23.5	74	53,257	63.0	143
Mixed Sex: Pair	13,152	15.5	66	17,605	20.8	64	49,678	58.7	137
With Children	4,635	5.5	19	15,033	17.8	106	60,768	71.8	136
Unknown	13,581	16.1	49	16,506	19.5	109	50,348	59.5	124
For Eating:									
Upmarket	19,471	23.0	75	20,208	23.9	115	40,755	48.2	102
Midmarket	15,990	18.9	55	5,733	6.8	75	58,712	69.4	125
Downmarket	5,522	6.5	29	15,386	18.2	52	59,527	70.4	169
For Drinking (monthly spend):									
Nothing	12,026	14.2	47	11,537	13.6	58	56,872	67.2	150
Low (less than £10)	20,083	23.7	80	14,757	17.4	74	45,595	53.9	119
Medium (Between £10 and £40)	26,729	31.6	103	24,921	29.5	165	28,784	34.0	68
High (Greater than £40)	15,398	18.2	70	33,280	39.3	192	31,758	37.5	72

Competitor Map and Report
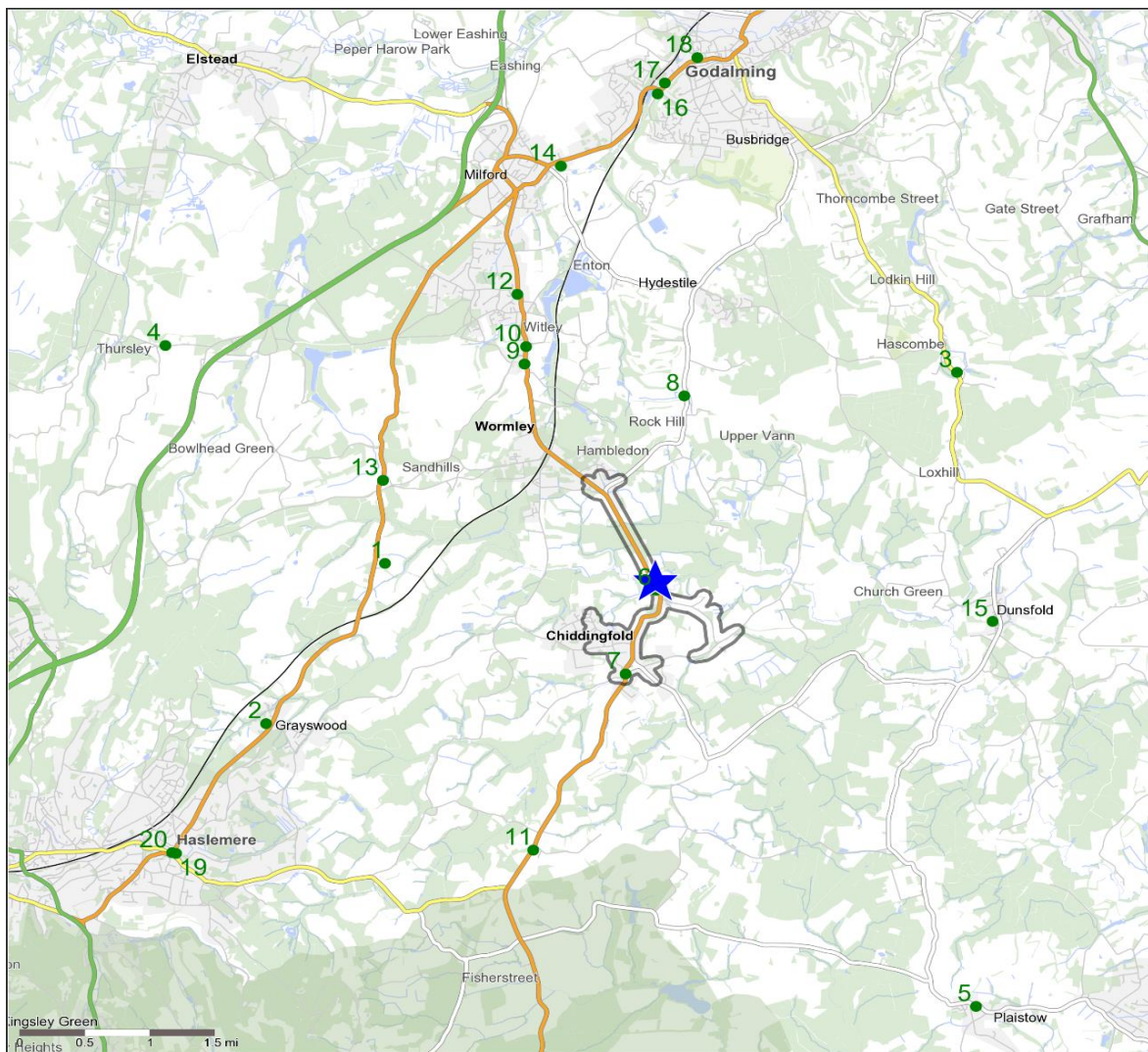
Competitor Map

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⭐ Site　🔵 Star Pubs　🟢 Pubs　Ⴓ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Sweetpeas Cafe, GU 8 5LB	Independent Free	0.0	6.6
2	Wheatsheaf, GU27 2DE	Independent Free	0.0	9.2
3	White Horse, GU 8 4JA	*Other Small Retail Groups	0.0	12.1
4	Three Horseshoes, GU 8 6QD	Independent Free	0.0	12.2
5	Sun Inn, RH14 0PX	Independent Free	0.0	13.1
6	Winterton Arms, GU 8 4UU	Star Pubs & Bars	0.9	0.4
7	Crown, GU 8 4TX	Independent Free	18.1	3.0
8	Merry Harriers, GU 8 4DR	Independent Free	38.9	4.4
9	Fosters, GU 8 5PL	Independent Free	42.9	4.0
10	White Hart, GU 8 5PH	Youngs	45.3	4.5
11	Mulberry, GU 8 4SS	Independent Free	51.6	6.2
12	Star, GU 8 5LU	Star Pubs & Bars	54.6	6.0
13	Dog & Pheasant, GU 8 5UJ	*Other Small Retail Groups	56.4	5.9
14	Refectory, GU 8 5HJ	Punch Pub Company	82.8	9.7
15	Sun Inn, GU 8 4LE	*Other Small Retail Groups	96.6	8.3
16	Inn On The Lake, GU 7 1RH	Mitchells & Butlers	103.6	13.5
17	Anchor, GU 7 1RG	*Other Small Retail Groups	103.8	13.4
18	Richmond Arms, GU 7 1AF	Punch Pub Company	110.4	14.5
19	White Horse Hotel, GU27 2HJ	Mitchells & Butlers	115.9	12.6
20	Swan Inn, GU27 2HG	Stonegate Pub Company	116.1	13.0