Pub Catchment Report - TA11 6PR

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	1	61
Catchment Adults 18+	276	385	44,088
Catchment Adults 18+ Per Pub	276	385	723
Populaton Projection 2018 to 2028 (% change)	6.40%	5.63%	6.08%

	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	261	94.6	183		1	Great Pub Great Food	344	89.4	173		1	Premium Local	26,954	61.1	118
2	Premium Local	261	94.6	203		2	Premium Local	344	89.4	192		2	Great Pub Great Food	22,895	51.9	111
3	Community Pub	23	8.3	13		3	Community Pub	58	15.1	24		3	Community Pub	19,036	43.2	69
4	High Street Pub	7	2.5	20		4	High Street Pub	19	4.9	38		4	High Street Pub	17,371	39.4	305
5	Bit of Style	0	0.0	0		5	Bit of Style	0	0.0	0		5	Bit of Style	5,440	12.3	31
6	Circuit Bar	0	0.0	0		6	Circuit Bar	0	0.0	0		6	Circuit Bar	4,359	9.9	37
7	Craft Led	0	0.0	0		7	Craft Led	0	0.0	0		7	Craft Led	1,599	3.6	35

Pub Catchment Report - TA11 6PR

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	27	9.8	111	35	9.1	103	3,700	8.4	95
C1	26	9.4	77	37	9.6	78	4,504	10.2	83
C2	27	9.8	119	40	10.4	126	4,070	9.2	112
DE	17	6.2	60	24	6.2	61	3,570	8.1	79

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)	18	6.5	20	44	11.4	34	9,708	22.0	66
Medium (7-13)	54	19.6	59	78	20.3	61	15,613	35.4	107
High (14-19)	180	65.2	229	239	62.1	218	14,081	31.9	112

Catchment Mosaic Groups

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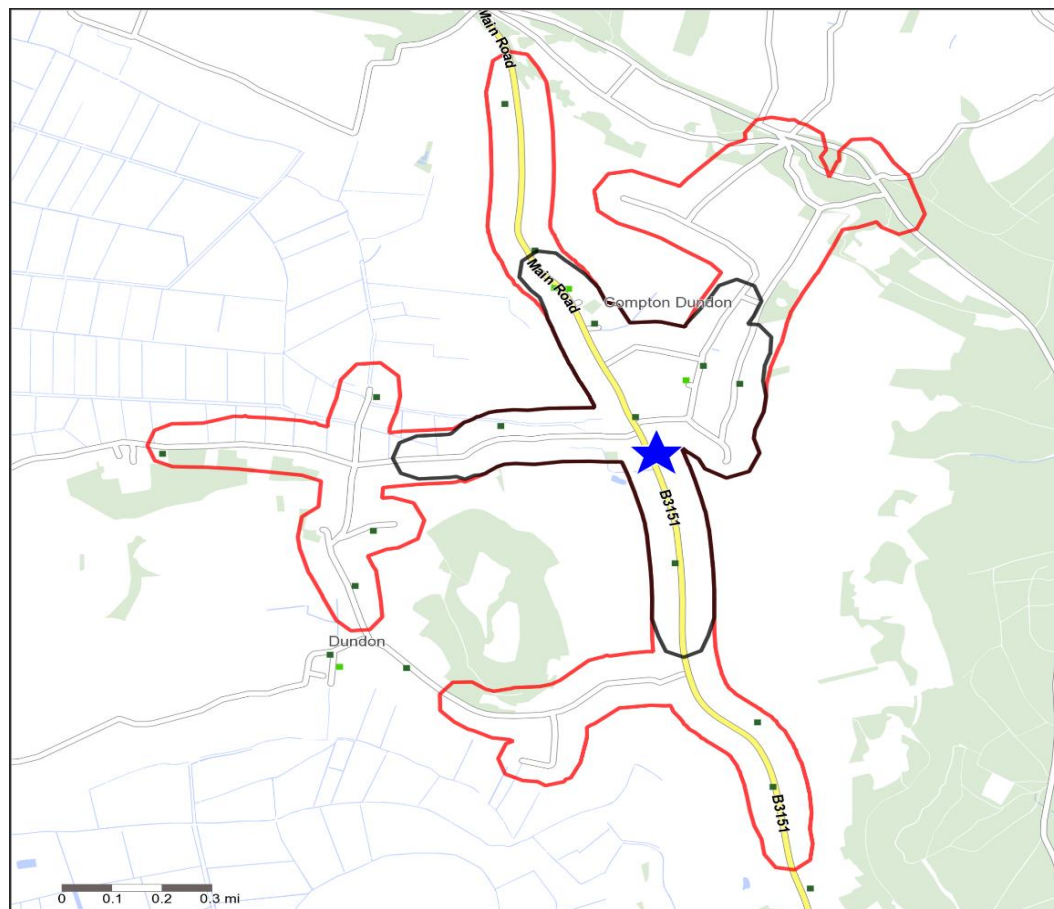
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Mosaic Groups in 10 and 20 Minute DT Catchment Area

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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	
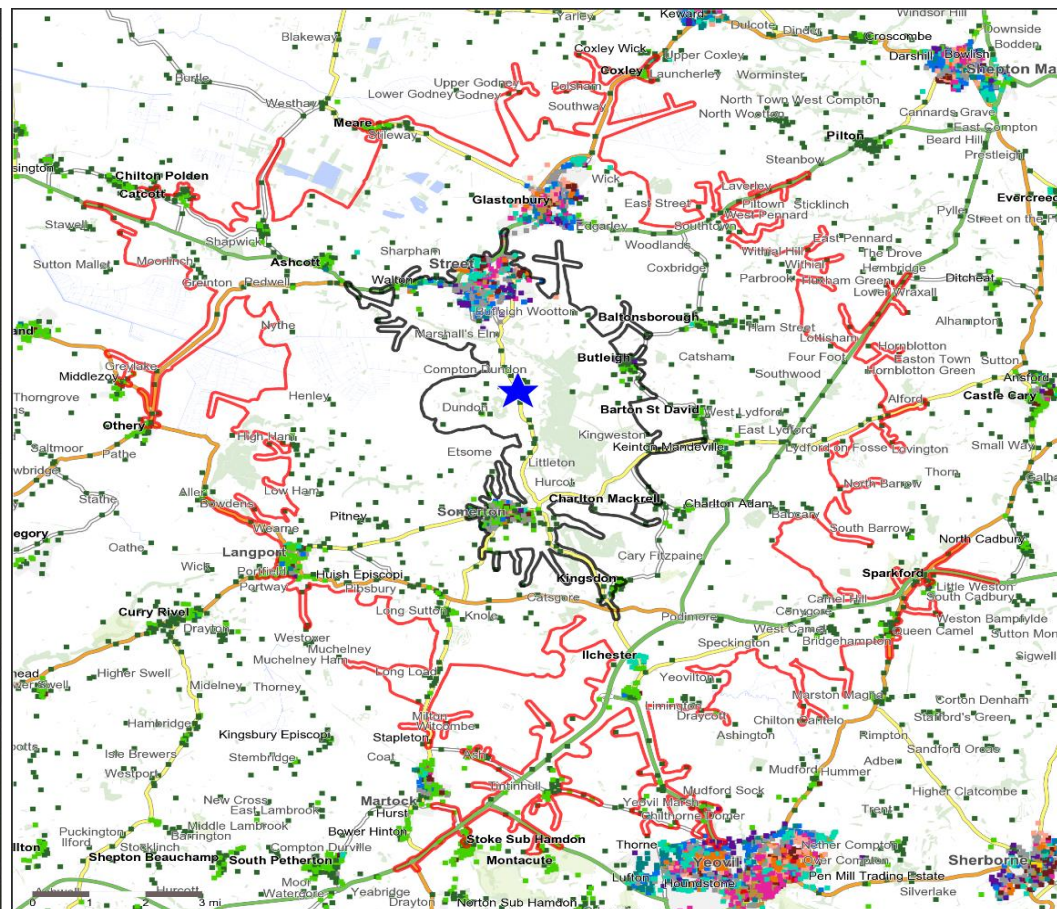
Adults 18+ by Mosaic Type in Each Catchment

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	0	0	222	384
A02 Uptown Elite	0	0	0	0	I37 Budget Generations	0	0	182	356
A03 Penthouse Chic	0	0	0	0	I38 Economical Families	0	0	108	108
A04 Metro High-Flyers	0	0	0	0	I39 Families on a Budget	0	0	0	0
B05 Premium Fortunes	0	0	3	3	J40 Value Rentals	0	0	0	61
B06 Diamond Days	0	0	122	141	J41 Youthful Endeavours	0	0	44	149
B07 Alpha Families	0	0	52	196	J42 Midlife Renters	0	0	662	1,323
B08 Bank of Mum and Dad	0	0	217	343	J43 Renting Rooms	0	0	74	84
B09 Empty-Nest Adventure	0	0	456	688	K44 Inner City Stalwarts	0	0	0	0
C10 Wealthy Landowners	161	186	509	3,149	K45 City Diversity	0	0	0	0
C11 Rural Vogue	17	43	233	2,834	K46 High Rise Residents	0	0	0	0
C12 Scattered Homesteads	7	17	131	2,096	K47 Single Essentials	0	0	40	119
C13 Village Retirement	71	94	979	4,468	K48 Mature Workers	0	0	0	0
D14 Satellite Settlers	4	4	1,184	4,623	L49 Flatlet Seniors	0	0	224	229
D15 Local Focus	8	22	522	2,762	L50 Pocket Pensions	0	0	663	1,019
D16 Outlying Seniors	7	19	330	1,755	L51 Retirement Communities	0	0	235	433
D17 Far-Flung Outposts	0	0	0	0	L52 Estate Veterans	0	0	24	212
E18 Legacy Elders	0	0	93	488	L53 Seasoned Survivors	0	0	111	111
E19 Bungalow Heaven	0	0	1,256	1,918	M54 Down-to-Earth Owners	0	0	23	169
E20 Classic Grandparents	0	0	961	1,147	M55 Back with the Folks	0	0	519	1,173
E21 Solo Retirees	0	0	695	927	M56 Self Supporters	0	0	78	248
F22 Boomerang Boarders	0	0	301	569	N57 Community Elders	0	0	0	0
F23 Family Ties	0	0	352	415	N58 Culture & Comfort	0	0	0	0
F24 Fledgling Free	0	0	404	647	N59 Large Family Living	0	0	0	0
F25 Dependable Me	0	0	246	843	N60 Ageing Access	0	0	0	0
G26 Cafés and Catchments	0	0	0	0	O61 Career Builders	0	0	0	0
G27 Thriving Independence	0	0	28	263	O62 Central Pulse	0	0	0	0
G28 Modern Parents	0	0	16	76	O63 Flexible Workforce	0	0	0	0
G29 Mid-Career Convention	0	0	538	933	O64 Bus-Route Renters	0	0	193	980
H30 Primary Ambitions	0	0	824	996	O65 Learners & Earners	0	0	0	0
H31 Affordable Fringe	0	0	372	381	O66 Student Scene	0	0	0	0
H32 First-Rung Futures	0	0	703	1,002	U99 Unclassified	0	0	200	1,159
H33 Contemporary Starts	0	0	475	1,499	**Total**	275	385	15,890	44,089
H34 New Foundations	0	0	38	132					
H35 Flying Solo	0	0	248	478					

20 Minute Walktime and Drivetime Mosaic Type Visualisation

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. 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

3. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work

- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

Top 3 Mosaic Types in a 20 Minute Drivetime

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. 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

3. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners
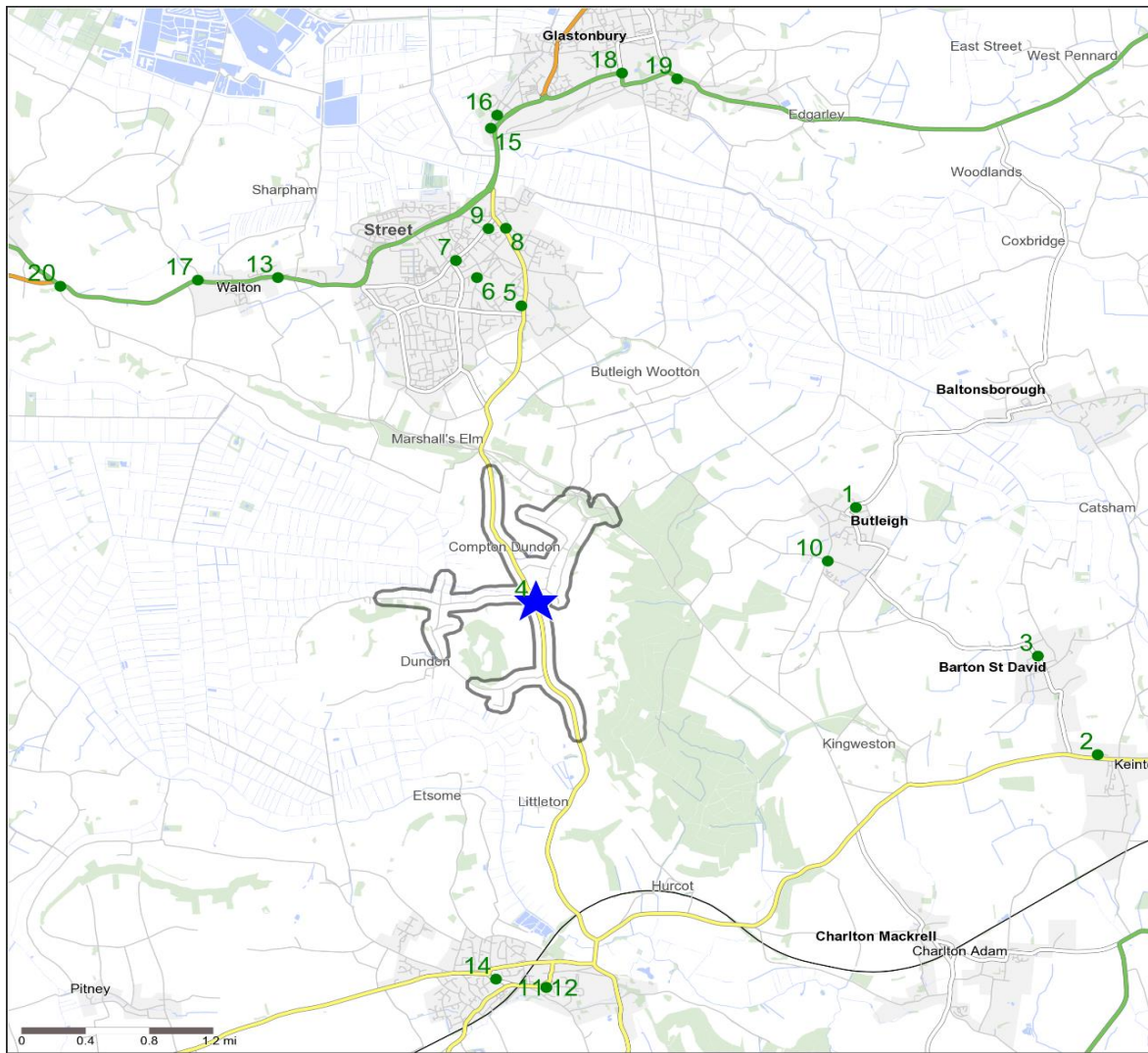
- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

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	0	0.0	0	26	6.8	41	359	93.2	179
Male: Alone	19	4.9	17	0	0.0	0	366	95.1	178
Male: Group	0	0.0	0	116	30.1	115	269	69.9	141
Male: Pair	0	0.0	0	0	0.0	0	385	100.0	174
Mixed Sex: Group	0	0.0	0	139	36.1	113	246	63.9	146
Mixed Sex: Pair	4	1.0	4	130	33.8	104	251	65.2	153
With Children	0	0.0	0	22	5.7	34	363	94.3	178
Unknown	26	6.8	21	0	0.0	0	359	93.2	195
For Eating:									
Upmarket	0	0.0	0	0	0.0	0	385	100.0	212
Midmarket	0	0.0	0	0	0.0	0	385	100.0	181
Downmarket	0	0.0	0	41	10.6	31	344	89.4	215
For Drinking (monthly spend):									
Nothing	58	15.1	50	43	11.2	47	284	73.8	165
Low (less than £10)	111	28.8	97	88	22.9	97	186	48.3	107
Medium (Between £10 and £40)	0	0.0	0	297	77.1	433	88	22.9	45
High (Greater than £40)	0	0.0	0	186	48.3	235	199	51.7	99

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	7,793	17.7	58	8,786	19.9	122	26,350	59.8	115
Male: Alone	9,729	22.1	74	1,452	3.3	21	31,749	72.0	135
Male: Group	6,115	13.9	61	14,359	32.6	124	22,456	50.9	103
Male: Pair	6,853	15.5	60	3,454	7.8	51	32,622	74.0	129
Mixed Sex: Group	4,389	10.0	44	22,032	50.0	156	16,509	37.4	85
Mixed Sex: Pair	12,318	27.9	119	14,006	31.8	98	16,606	37.7	88
With Children	7,919	18.0	62	6,028	13.7	81	28,983	65.7	124
Unknown	11,356	25.8	78	6,415	14.6	81	25,159	57.1	119

For Eating:

	High			Medium			Low		
Upmarket	8,122	18.4	60	2,895	6.6	32	31,912	72.4	153
Midmarket	6,526	14.8	43	1,011	2.3	25	35,392	80.3	145
Downmarket	7,783	17.7	79	13,075	29.7	85	22,071	50.1	120

For Drinking (monthly spend):

	High			Medium			Low		
Nothing	12,772	29.0	96	9,539	21.6	92	20,618	46.8	104
Low (less than £10)	13,782	31.3	105	18,346	41.6	177	10,802	24.5	54
Medium (Between £10 and £40)	7,221	16.4	54	11,813	26.8	150	23,896	54.2	108
High (Greater than £40)	4,616	10.5	40	6,774	15.4	75	31,540	71.5	137

Competitor Map and Report

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	Greyhound Inn, BA 6 8SN	Independent Free	0.0	9.1
2	Quarry Inn, TA11 6DZ	Independent Free	0.0	11.1
3	Barton Inn, TA11 6BZ	Independent Free	0.0	11.7
4	Castlebrook Inn, TA11 6PR	Star Pubs & Bars	0.0	0.2
5	Elms Inn, BA16 0SA	Unknown	43.2	6.2
6	Two Brewers, BA16 0HB	Independent Free	47.7	7.2
7	Lantokay, BA16 0EY	Wetherspoon	50.1	7.3
8	Street Inn, BA16 0DR	Ei Group	54.0	8.3
9	Bear Inn, BA16 0EF	Marston's	56.1	8.1
10	Rose & Portcullis, BA 6 8TQ	Independent Free	57.6	8.8
11	Globe Inn, TA11 7LX	Star Pubs & Bars	63.7	6.8
12	White Hart Hotel, TA11 7LX	*Other Small Retail Groups	63.7	6.8
13	Royal Oak, BA16 9QG	Independent Free	67.1	9.3
14	Royal Oak, TA11 6NA	Independent Free	68.7	7.9
15	Bocabar, BA 6 9FT	Independent Free	69.1	10.6
16	Brewers Fayre, BA 6 9FW	Whitbread	71.2	11.0
17	Walton Gateway, BA16 9QU	*Other Small Retail Groups	77.5	9.4
18	Globe Inn, BA 6 9EN	Unknown	86.0	11.3
19	Riflemans Arms, BA 6 8DB	Ei Group	95.3	11.6
20	Pipers Inn, TA 7 9QL	Independent Free	96.4	9.8