Pub Catchment Report - DE15 0SG

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	2	2	208
Catchment Adults 18+	386	547	213,008
Catchment Adults 18+ Per Pub	193	274	1,024
Populaton Projection 2018 to 2028 (% change)	9.26%	7.10%	6.72%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Great Pub Great Food	386	100.0	193	
2	Premium Local	386	100.0	215	
3	Bit of Style	4	1.0	2	
4	High Street Pub	4	1.0	8	
5	Circuit Bar	0	0.0	0	
6	Community Pub	0	0.0	0	
7	Craft Led	0	0.0	0	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Great Pub Great Food	547	100.0	193	
2	Premium Local	547	100.0	215	
3	Bit of Style	7	1.3	2	
4	High Street Pub	7	1.3	10	
5	Circuit Bar	0	0.0	0	
6	Community Pub	0	0.0	0	
7	Craft Led	0	0.0	0	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	153,975	72.3	140	
2	Premium Local	114,301	53.7	115	
3	Community Pub	111,556	52.4	83	
4	Great Pub Great Food	77,964	36.6	283	
5	Bit of Style	55,445	26.0	65	
6	Circuit Bar	32,278	15.2	56	
7	Craft Led	18,466	8.7	84	

Pub Catchment Report - DE15 0SG

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	54	14.0	158	85	15.5	176	18,151	8.5	96
C1	31	8.0	65	43	7.9	64	24,525	11.5	94
C2	19	4.9	60	25	4.6	55	18,520	8.7	105
DE	11	2.8	28	14	2.6	25	24,665	11.6	113

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)	23	6.0	18	32	5.9	18	86,476	40.6	122
Medium (7-13)	114	29.5	89	137	25.0	76	77,324	36.3	109
High (14-19)	203	52.6	185	318	58.1	205	37,698	17.7	62

Catchment Mosaic Groups

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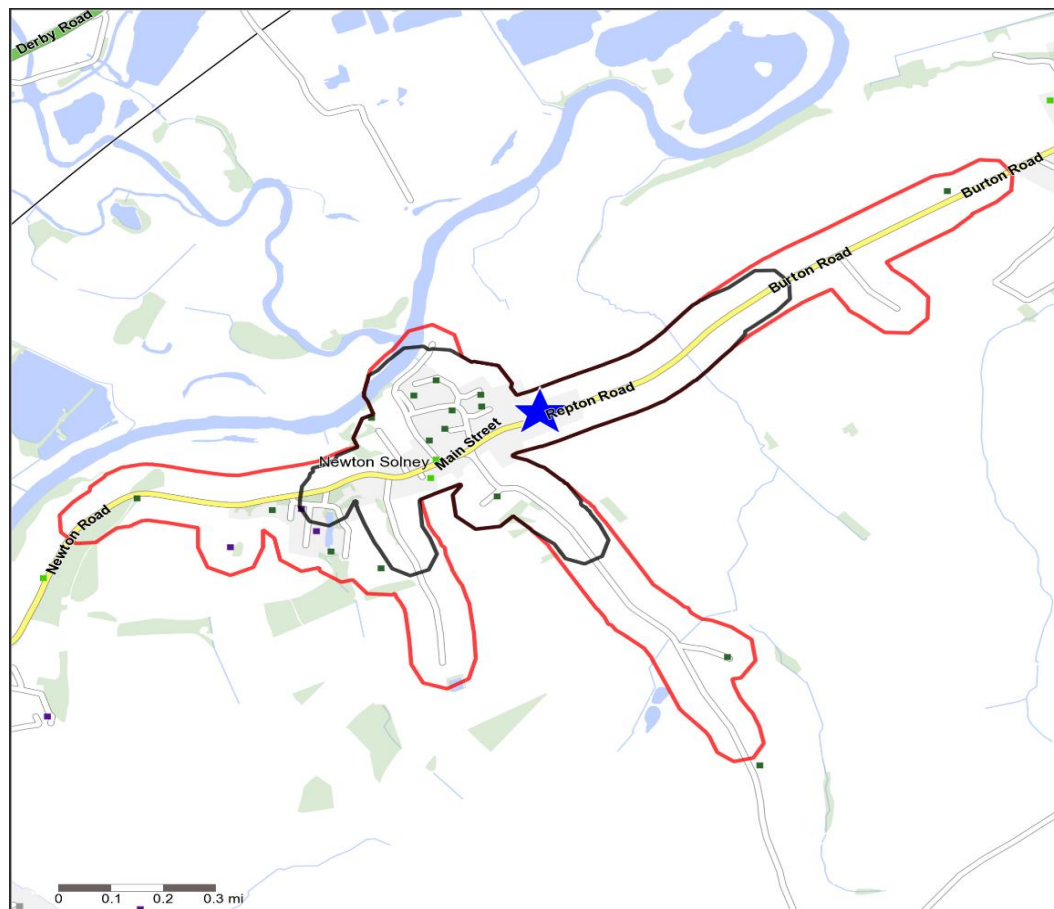
Mosaic Groups in 10 and 20 Minute DT Catchment Area

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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
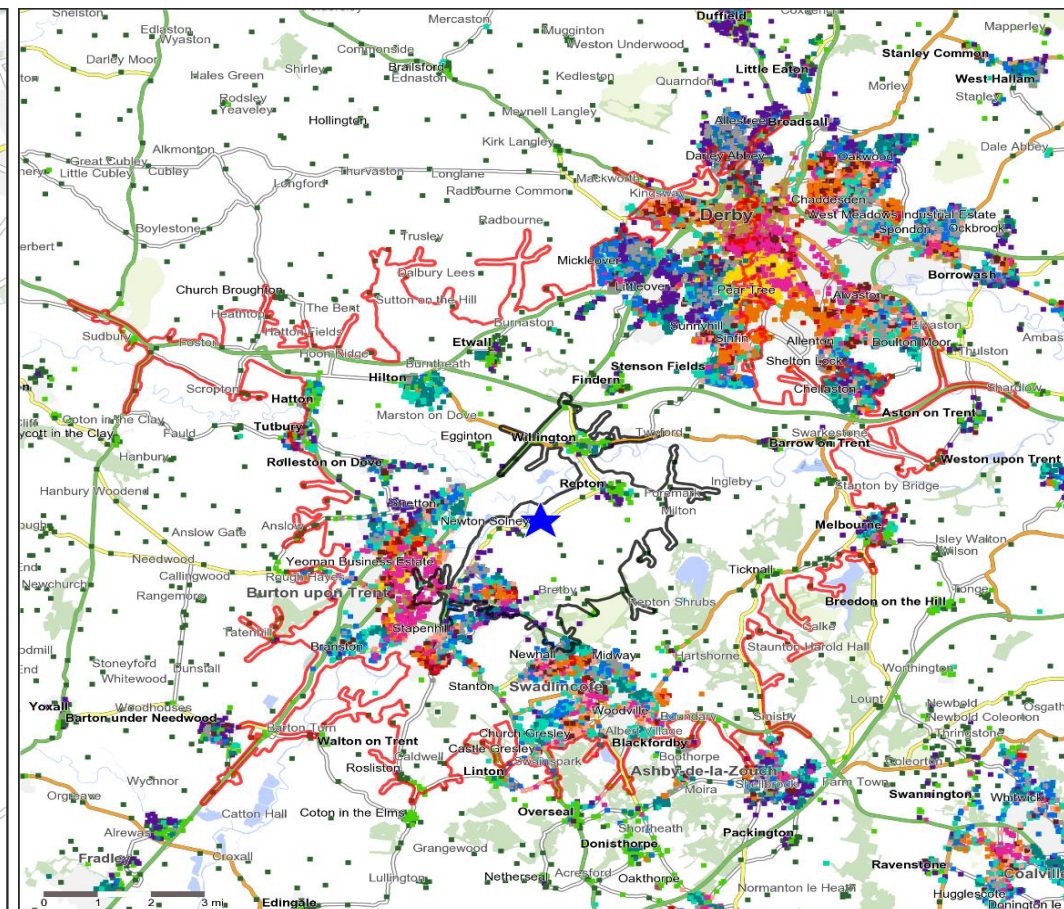
Adults 18+ by Mosaic Type in Each Catchment

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	0	56
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	21	187
B06	Diamond Days	25	76	188	586
B07	Alpha Families	2	3	449	2,738
B08	Bank of Mum and Dad	14	22	273	3,421
B09	Empty-Nest Adventure	0	0	732	6,171
C10	Wealthy Landowners	92	146	459	2,859
C11	Rural Vogue	0	0	31	1,177
C12	Scattered Homesteads	0	0	10	178
C13	Village Retirement	210	230	638	3,031
D14	Satellite Settlers	40	65	1,489	5,949
D15	Local Focus	0	0	762	2,238
D16	Outlying Seniors	0	0	405	1,516
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	165	2,031
E19	Bungalow Heaven	0	0	503	7,217
E20	Classic Grandparents	0	0	212	2,500
E21	Solo Retirees	0	0	52	3,870
F22	Boomerang Boarders	0	0	269	5,094
F23	Family Ties	0	0	117	3,174
F24	Fledgling Free	0	0	696	7,456
F25	Dependable Me	0	0	228	6,755
G26	Cafés and Catchments	0	0	0	613
G27	Thriving Independence	4	7	429	2,582
G28	Modern Parents	0	0	703	11,136
G29	Mid-Career Convention	0	0	673	7,245
H30	Primary Ambitions	0	0	158	3,457
H31	Affordable Fringe	0	0	395	10,804
H32	First-Rung Futures	0	0	269	6,279
H33	Contemporary Starts	0	0	227	9,585
H34	New Foundations	0	0	70	1,260
H35	Flying Solo	0	0	1	1,511

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	0	0	0	1,551
I37	Budget Generations	0	0	147	3,071
I38	Economical Families	0	0	354	6,276
I39	Families on a Budget	0	0	736	5,246
J40	Value Rentals	0	0	240	3,028
J41	Youthful Endeavours	0	0	169	1,981
J42	Midlife Renters	0	0	527	4,405
J43	Renting Rooms	0	0	475	12,766
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	0	0	84	1,983
K48	Mature Workers	0	0	460	3,436
L49	Flatlet Seniors	0	0	70	1,508
L50	Pocket Pensions	0	0	116	3,741
L51	Retirement Communities	0	0	70	973
L52	Estate Veterans	0	0	83	2,161
L53	Seasoned Survivors	0	0	0	2,897
M54	Down-to-Earth Owners	0	0	6	3,251
M55	Back with the Folks	0	0	37	4,150
M56	Self Supporters	0	0	280	7,268
N57	Community Elders	0	0	0	1,451
N58	Culture & Comfort	0	0	0	275
N59	Large Family Living	0	0	0	5,127
N60	Ageing Access	0	0	0	609
O61	Career Builders	0	0	20	1,193
O62	Central Pulse	0	0	55	1,209
O63	Flexible Workforce	0	0	0	202
O64	Bus-Route Renters	0	0	109	2,179
O65	Learners & Earners	0	0	0	5,888
O66	Student Scene	0	0	0	202
U99	Unclassified	0	0	26	2,307
Total		**387**	**549**	**14,688**	**213,010**

Top 3 Mosaic Types in a 20 Minute Walktime

1. 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

2. 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

3. B06 Diamond Days

Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions

- Well-off retirees
- Spacious detached homes
- Comfortable retirement income
- Wide range of investments
- Check stocks and shares online
- Often take short breaks and holidays

Top 3 Mosaic Types in a 20 Minute Drivetime

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. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers

- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

3. H31 Affordable Fringe

Settled families with children, owning modest 3-bed semis in areas where there's more house for less money


- Married couples in 30s or 40s
- Have lived there 5 years or more
- Own semis in affordable suburbs
- School age children
- Many in receipt of Tax Credits
- Most likely to have small pets

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	22	4.0	13	68	12.4	76	458	83.7	161
Male: Alone	0	0.0	0	7	1.3	8	540	98.7	185
Male: Group	0	0.0	0	251	45.9	175	296	54.1	109
Male: Pair	0	0.0	0	0	0.0	0	547	100.0	174
Mixed Sex: Group	22	4.0	18	294	53.7	168	231	42.2	96
Mixed Sex: Pair	87	15.9	68	230	42.0	129	231	42.2	99
With Children	0	0.0	0	76	13.9	83	472	86.3	163
Unknown	65	11.9	36	76	13.9	77	407	74.4	155
For Eating:									
Upmarket	22	4.0	13	10	1.8	9	516	94.3	200
Midmarket	22	4.0	12	0	0.0	0	525	96.0	173
Downmarket	0	0.0	0	22	4.0	12	525	96.0	231
For Drinking (monthly spend):									
Nothing	22	4.0	13	0	0.0	0	525	96.0	214
Low (less than £10)	327	59.8	200	65	11.9	51	155	28.3	62
Medium (Between £10 and £40)	98	17.9	59	378	69.1	387	72	13.2	26
High (Greater than £40)	22	4.0	16	228	41.7	203	297	54.3	104

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	67,312	31.6	104	40,310	18.9	116	103,079	48.4	93
Male: Alone	75,212	35.3	119	32,671	15.3	98	102,817	48.3	91
Male: Group	46,654	21.9	96	66,067	31.0	118	97,980	46.0	93
Male: Pair	53,261	25.0	96	48,821	22.9	150	108,619	51.0	89
Mixed Sex: Group	60,879	28.6	125	68,770	32.3	101	81,052	38.1	87
Mixed Sex: Pair	70,427	33.1	141	65,301	30.7	94	74,973	35.2	82
With Children	81,405	38.2	132	36,948	17.3	103	92,347	43.4	82
Unknown	79,909	37.5	114	29,116	13.7	76	101,676	47.7	100
For Eating:									
Upmarket	69,007	32.4	106	51,213	24.0	115	90,481	42.5	90
Midmarket	69,771	32.8	95	10,345	4.9	54	130,584	61.3	111
Downmarket	67,693	31.8	143	83,175	39.0	112	59,833	28.1	68
For Drinking (monthly spend):									
Nothing	58,159	27.3	90	64,691	30.4	129	87,851	41.2	92
Low (less than £10)	66,746	31.3	105	55,859	26.2	112	88,096	41.4	91
Medium (Between £10 and £40)	70,821	33.2	109	29,363	13.8	77	110,517	51.9	103
High (Greater than £40)	49,443	23.2	90	48,312	22.7	111	112,946	53.0	101

Competitor Map
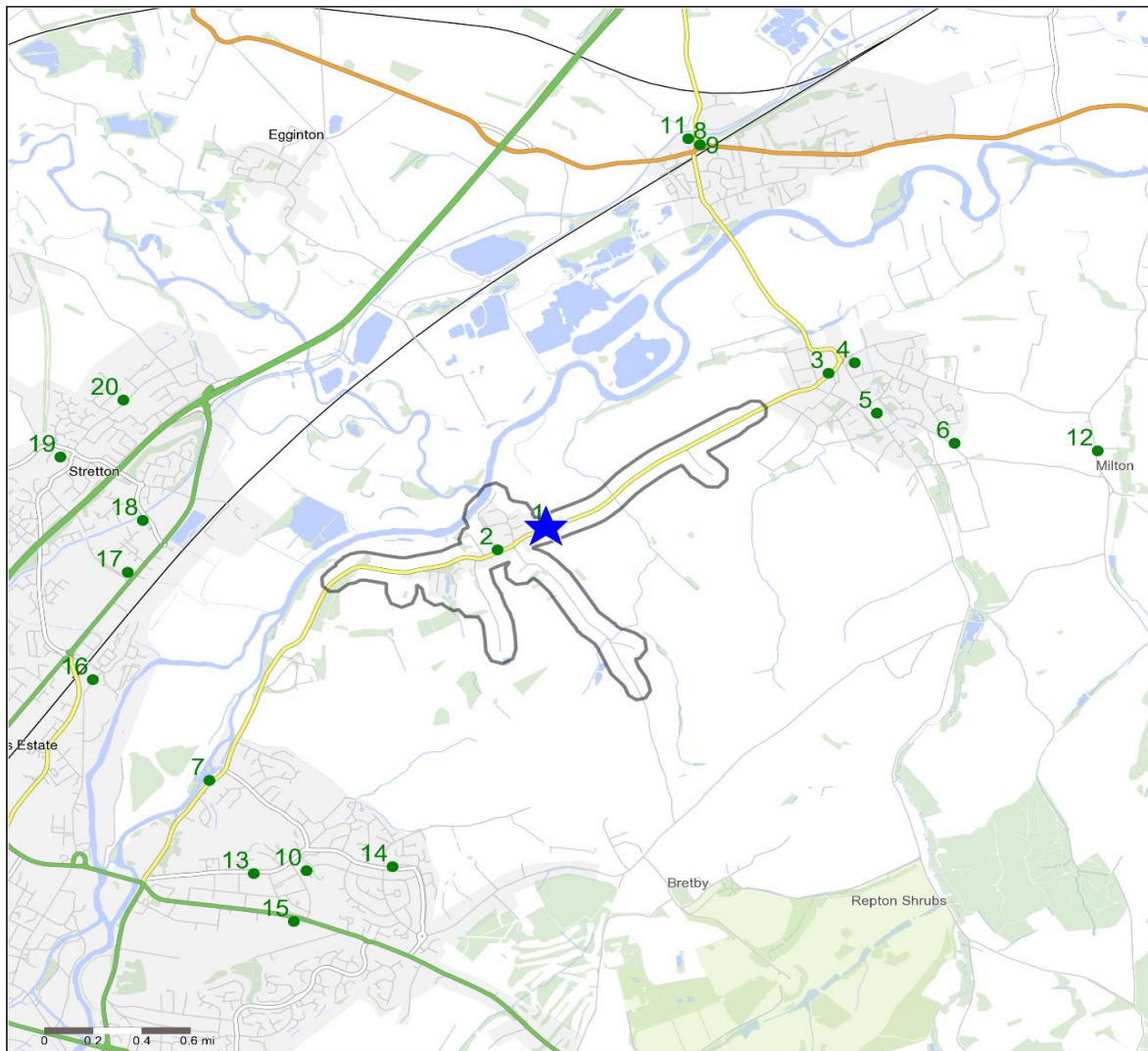
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★ Site   ⬤ Star Pubs   ⬤ Pubs   Ⓝ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Unicorn, DE15 0SG	Star Pubs & Bars	0.0	0.2
2	Brickmakers Arms, DE15 0SJ	Unknown	4.5	1.5
3	Red Lion, DE65 6FL	Marston's	26.6	3.3
4	Boot Inn, DE65 6FT	Ei Group	29.9	4.0
5	Bulls Head, DE65 6GF	Chilled Pubs	31.7	4.9
6	Mount Pleasant Inn, DE65 6GQ	Independent Free	38.6	6.3
7	Sump, DE15 0TT	Marston's	40.1	5.6
8	Green Dragon, DE65 6BP	Independent Free	50.4	7.1
9	Rising Sun, DE65 6BP	Marston's	50.4	7.1
10	Bear, DE15 0BW	Independent Free	51.6	7.2
11	Green Man, DE65 6BQ	Star Pubs & Bars	51.6	7.4
12	Swan Inn, DE65 6EF	*Other Small Retail Groups	53.7	7.8
13	Anglesey Arms, DE15 0JW	Marston's	54.6	7.8
14	Jubilee, DE15 0BY	New River Retail	57.3	8.0
15	Waterloo Inn, DE15 0LQ	Star Pubs & Bars	59.5	8.7
16	Great Northern Inn, DE14 1QS	Burton Bridge Brewery	80.7	13.7
17	Beech Hotel, DE13 0DL	New River Retail	91.9	12.8
18	Mill House, DE13 0LA	Greene King	98.0	12.6
19	Anglesey Arms, DE13 0EQ	Stonegate Pub Company	103.8	14.5
20	Monks Bridge, DE13 0HE	Marston's	118.9	13.4