Pub Catchment Report - CF61 1UH

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	1	87
Catchment Adults 18+	464	3,170	54,952
Catchment Adults 18+ Per Pub	464	3,170	632
Populaton Projection 2018 to 2028 (% change)	4.29%	0.85%	0.97%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	Premium Local	258	55.6	107
2	Great Pub Great Food	247	53.2	114
3	Community Pub	194	41.8	66
4	High Street Pub	149	32.1	248
5	Bit of Style	92	19.8	49
6	Circuit Bar	11	2.4	9
7	Craft Led	0	0.0	0

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	Premium Local	1,830	57.7	111
2	Great Pub Great Food	1,466	46.2	99
3	Community Pub	1,245	39.3	62
4	High Street Pub	1,150	36.3	281
5	Bit of Style	733	23.1	57
6	Circuit Bar	294	9.3	35
7	Craft Led	0	0.0	0

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index
1	Premium Local	34,868	63.5	123
2	Great Pub Great Food	30,105	54.8	118
3	High Street Pub	26,871	48.9	78
4	Community Pub	20,829	37.9	293
5	Bit of Style	9,309	16.9	42
6	Circuit Bar	4,438	8.1	30
7	Craft Led	1,900	3.5	34

Pub Catchment Report - CF61 1UH

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	31	6.7	76	209	6.6	75	4,711	8.6	97
C1	75	16.2	132	445	14.0	114	6,762	12.3	100
C2	47	10.1	123	283	8.9	108	4,425	8.1	98
DE	35	7.5	73	254	8.0	78	4,480	8.2	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)	126	27.2	82	977	30.8	93	12,528	22.8	69
Medium (7-13)	227	48.9	148	1,321	41.7	126	21,929	39.9	120
High (14-19)	131	28.2	99	857	27.0	95	20,270	36.9	130

Catchment Mosaic Groups

Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area
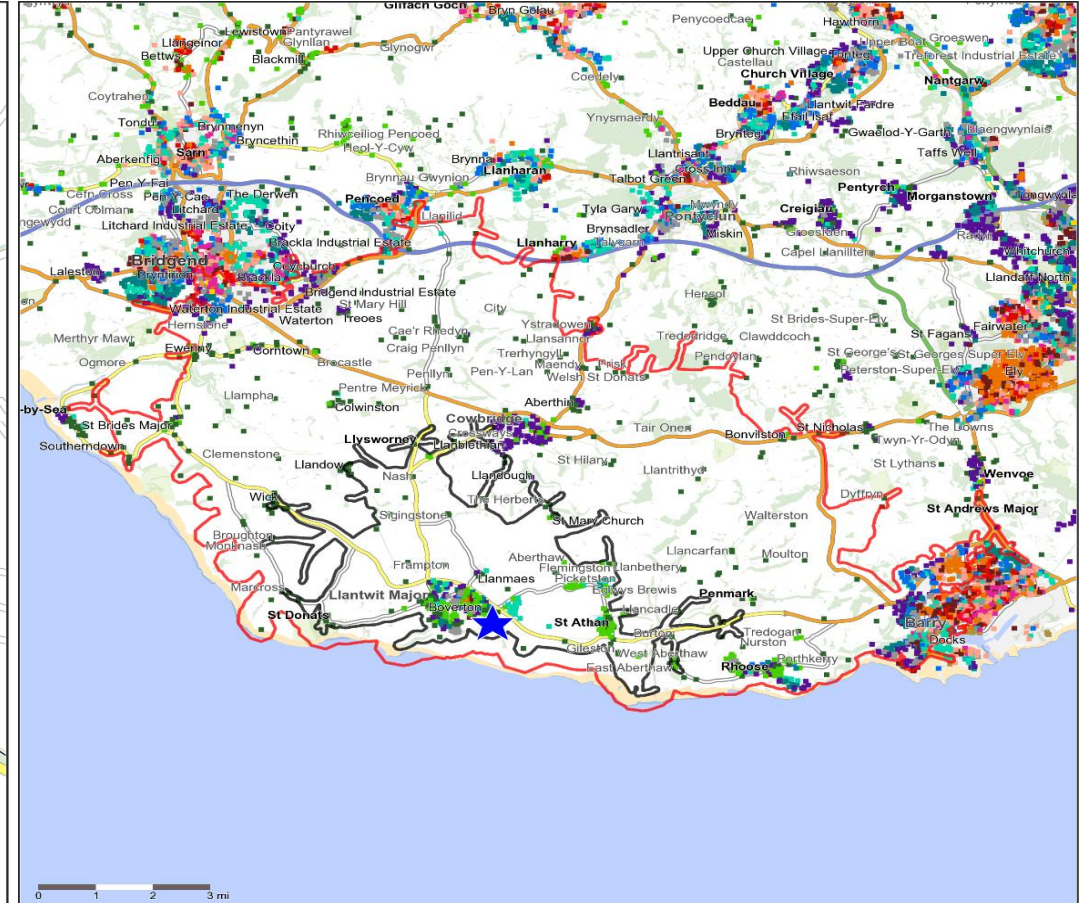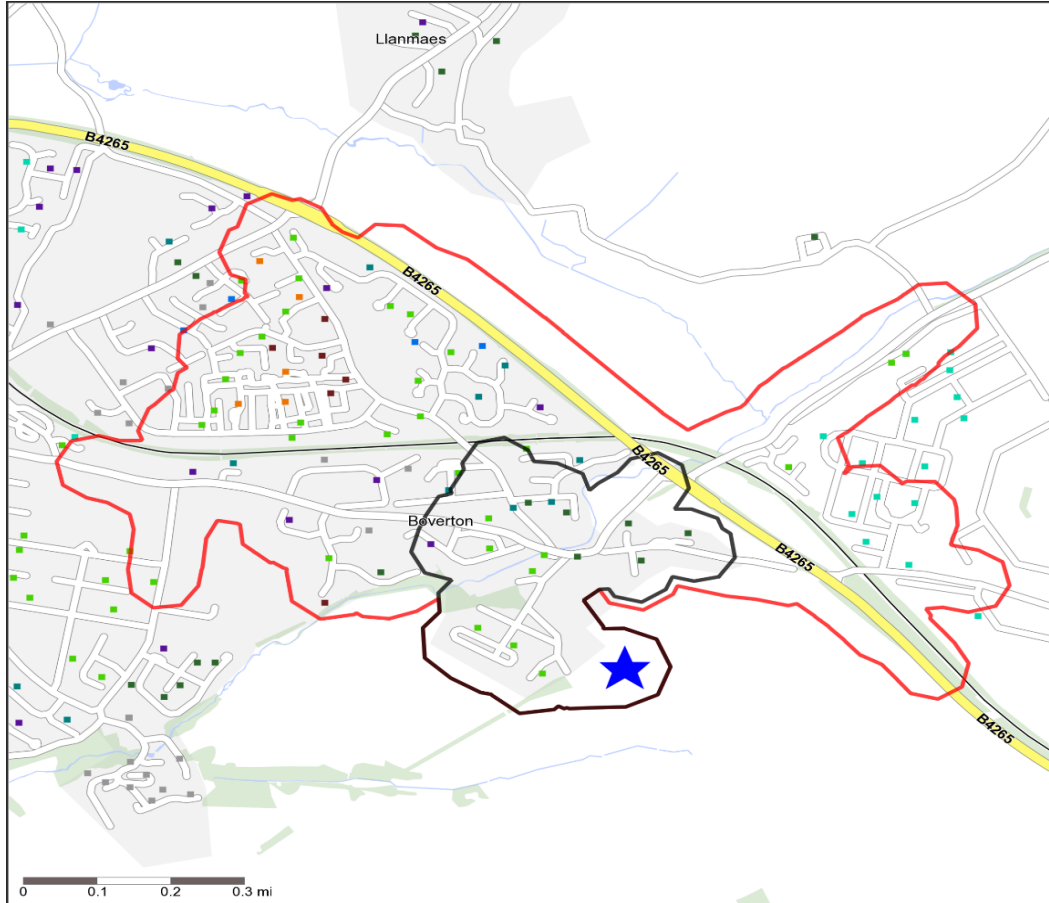
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★ Site	Ɲ 10 Minute Catchment	Ɲ 20 Minute Catchment
A City Prosperity	B Prestige Positions	C Country Living	D Rural Reality	E Senior Security
F Suburban Stability	G Domestic Success	H Aspiring Homemakers	I Family Basics	J Transient Renters
K Municipal 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	0
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	22	142
B06	Diamond Days	0	0	173	2,161
B07	Alpha Families	0	51	184	1,344
B08	Bank of Mum and Dad	0	76	214	1,510
B09	Empty-Nest Adventure	19	219	323	2,096
C10	Wealthy Landowners	5	19	1,438	5,562
C11	Rural Vogue	0	0	192	581
C12	Scattered Homesteads	0	0	29	32
C13	Village Retirement	63	208	1,641	2,927
D14	Satellite Settlers	79	421	1,216	3,505
D15	Local Focus	127	600	2,574	3,062
D16	Outlying Seniors	67	248	794	1,312
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	0	939
E19	Bungalow Heaven	12	132	615	1,783
E20	Classic Grandparents	0	0	0	764
E21	Solo Retirees	0	11	32	770
F22	Boomerang Boarders	0	33	33	2,783
F23	Family Ties	0	33	95	684
F24	Fledgling Free	0	0	0	190
F25	Dependable Me	0	37	189	656
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	0	0	450
G28	Modern Parents	0	0	161	1,176
G29	Mid-Career Convention	82	439	963	2,736
H30	Primary Ambitions	0	0	0	1,527
H31	Affordable Fringe	0	0	0	441
H32	First-Rung Futures	0	0	0	1,089
H33	Contemporary Starts	0	253	1,169	1,911
H34	New Foundations	11	40	121	203
H35	Flying Solo	0	0	19	152

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	50	85	1,088
I37	Budget Generations	0	23	23	358
I38	Economical Families	0	0	0	194
I39	Families on a Budget	0	101	101	1,759
J40	Value Rentals	0	0	0	61
J41	Youthful Endeavours	0	0	0	111
J42	Midlife Renters	0	0	24	1,249
J43	Renting Rooms	0	0	0	242
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	0	655
K48	Mature Workers	0	0	0	451
L49	Flatlet Seniors	0	0	0	258
L50	Pocket Pensions	0	58	93	727
L51	Retirement Communities	0	8	37	607
L52	Estate Veterans	0	109	109	829
L53	Seasoned Survivors	0	0	0	101
M54	Down-to-Earth Owners	0	0	0	219
M55	Back with the Folks	0	0	0	1,777
M56	Self Supporters	0	0	0	579
N57	Community Elders	0	0	0	0
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	0
N60	Ageing Access	0	0	0	24
O61	Career Builders	0	0	0	4
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	0	0	317
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	791	853
Total		465	3,169	13,460	54,951

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

1. 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

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. G29 Mid-Career Convention

Professional families with children in traditional mid-range suburbs where neighbours are often older

- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

2. 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

3. 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

3. 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

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	High			Medium			Low		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	436	13.8	45	1,145	36.1	221	1,589	50.1	96
Male: Alone	440	13.9	47	540	17.0	109	2,190	69.1	130
Male: Group	184	5.8	25	1,455	45.9	175	1,531	48.3	97
Male: Pair	241	7.6	29	88	2.8	18	2,840	89.6	156
Mixed Sex: Group	173	5.5	24	2,384	75.2	236	613	19.3	44
Mixed Sex: Pair	1,026	32.4	138	994	31.4	96	1,150	36.3	85
With Children	56	1.8	6	1,444	45.6	271	1,670	52.7	100
Unknown	1,567	49.4	150	294	9.3	52	1,310	41.3	86
For Eating:									
Upmarket	858	27.1	88	141	4.4	21	2,171	68.5	145
Midmarket	165	5.2	15	151	4.8	53	2,854	90.0	163
Downmarket	126	4.0	18	2,119	66.8	192	925	29.2	70
For Drinking (monthly spend):									
Nothing	1,063	33.5	111	986	31.1	132	1,121	35.4	79
Low (less than £10)	1,031	32.5	109	1,488	46.9	200	651	20.5	45
Medium (Between £10 and £40)	824	26.0	85	277	8.7	49	2,069	65.3	130
High (Greater than £40)	385	12.1	47	458	14.4	70	2,328	73.4	140

20 Minute Walktime

Pubs & Leisure: Attitudinal Profiles

	20 Minute Drivetime								
	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	14,072	25.6	85	10,044	18.3	112	29,984	54.6	105
Male: Alone	11,654	21.2	71	6,841	12.4	80	35,604	64.8	122
Male: Group	7,948	14.5	63	17,781	32.4	124	28,370	51.6	104
Male: Pair	10,352	18.8	72	3,834	7.0	46	39,913	72.6	127
Mixed Sex: Group	5,989	10.9	48	26,216	47.7	149	21,894	39.8	91
Mixed Sex: Pair	17,300	31.5	134	14,888	27.1	83	21,911	39.9	93
With Children	9,795	17.8	62	13,357	24.3	144	30,946	56.3	106
Unknown	15,325	27.9	85	8,829	16.1	90	29,945	54.5	114
For Eating:									
Upmarket	14,223	25.9	85	6,774	12.3	59	33,102	60.2	127
Midmarket	11,385	20.7	60	3,110	5.7	63	39,604	72.1	130
Downmarket	10,361	18.9	85	21,624	39.4	113	22,114	40.2	97
For Drinking (monthly spend):									
Nothing	16,882	30.7	102	12,409	22.6	96	24,807	45.1	101
Low (less than £10)	20,996	38.2	128	14,157	25.8	110	18,946	34.5	76
Medium (Between £10 and £40)	18,179	33.1	108	10,788	19.6	110	25,132	45.7	91
High (Greater than £40)	11,938	21.7	84	12,863	23.4	114	29,297	53.3	102

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Competitor Map and Report
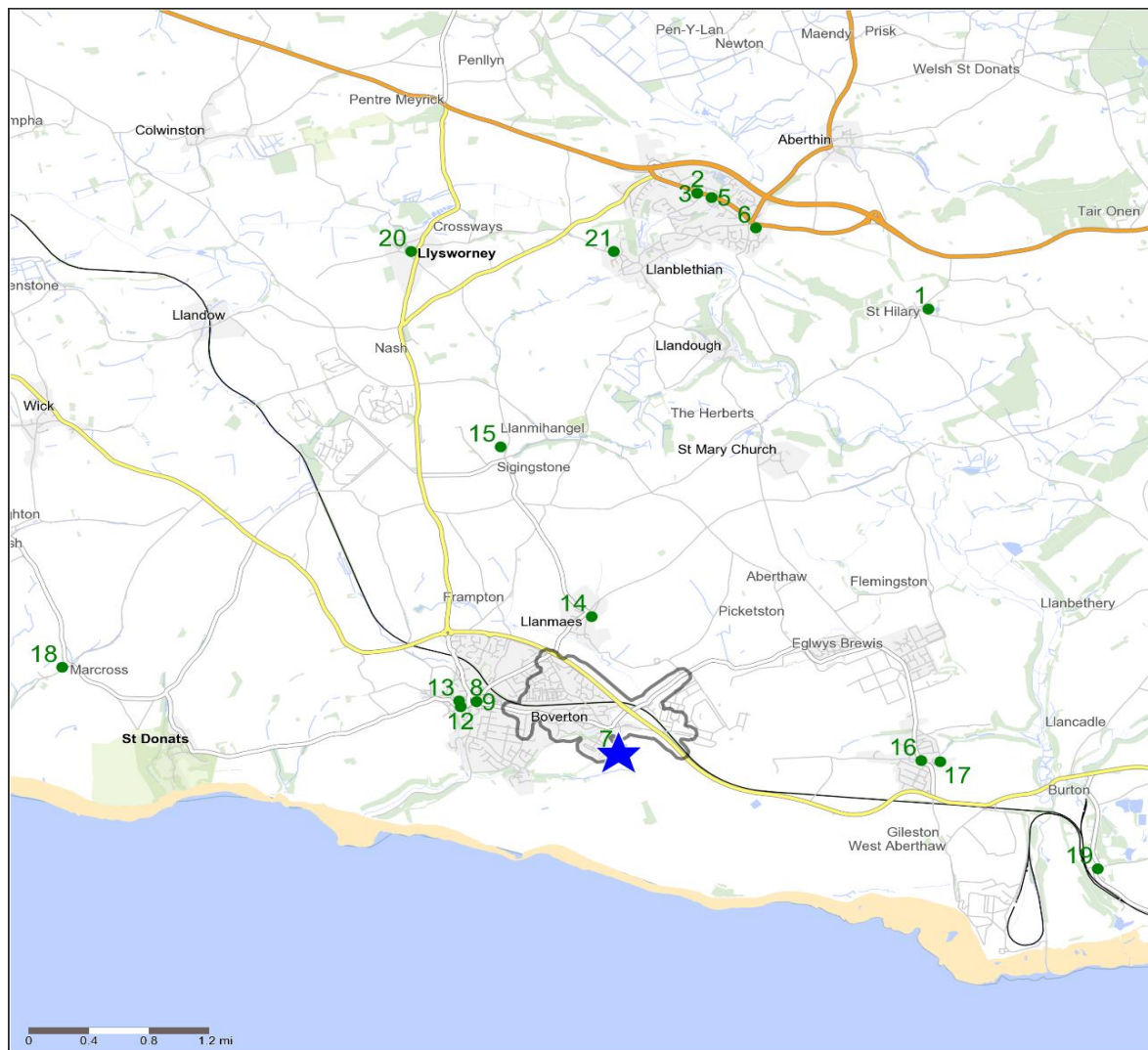
Competitor Map

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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	Bush Inn, CF71 7DP	Star Pubs & Bars	0.0	12.0
2	Market Place, CF71 7AH	Independent Free	0.0	12.2
3	Quarter Penny Cafe, CF71 7AH	Independent Free	0.0	12.2
4	Bar 44, CF71 7AG	Independent Free	0.0	12.6
5	Duke Of Wellington, CF71 7AG	Brain	0.0	12.6
6	Edmondes Arms, CF71 7EP	Independent Free	0.0	13.2
7	Boverton Castle Hotel, CF61 1UH	Star Pubs & Bars	0.0	0.9
8	Kings Head, CF61 1XY	Brain	23.8	4.0
9	White Lion Hotel, CF61 1XY	Ei Group	23.8	4.0
10	Illtyds 216, CF61 1SB	Independent Free	25.7	4.5
11	New Globe, CF61 1SB	Admiral Taverns Ltd	25.7	4.5
12	Old Swan Inn, CF61 1SB	*Other Small Retail Groups	25.7	4.5
13	Old White Hart Inn, CF61 1RZ	Ei Group	26.6	4.4
14	Blacksmiths Arms, CF61 2XR	Star Pubs & Bars	29.6	4.3
15	Victoria Inn, CF71 7LP	Independent Free	55.8	6.8
16	Three Horseshoes, CF62 4PF	Ei Group	58.2	6.3
17	Four Bells Inn, CF62 4PG	*Other Small Retail Groups	62.7	7.4
18	Horseshoe Inn, CF61 1ZG	Independent Free	89.0	10.1
19	Blue Anchor Inn, CF62 3DD	Independent Free	91.0	9.4
20	Carne Arms, CF71 7NQ	Brain	91.4	9.0