Pub Catchment Report - NP10 8GB

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	1	192
Catchment Adults 18+	129	172	246,754
Catchment Adults 18+ Per Pub	129	172	1,285
Populaton Projection 2018 to 2028 (% change)	-1.29%	-2.37%	4.79%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Great Pub Great Food	129	100.0	193	
2	Premium Local	129	100.0	215	
3	Bit of Style	0	0.0	0	
4	Circuit Bar	0	0.0	0	
5	Community Pub	0	0.0	0	
6	Craft Led	0	0.0	0	
7	High Street Pub	0	0.0	0	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Great Pub Great Food	172	100.0	193	
2	Premium Local	172	100.0	215	
3	Bit of Style	0	0.0	0	
4	Circuit Bar	0	0.0	0	
5	Community Pub	0	0.0	0	
6	Craft Led	0	0.0	0	
7	High Street Pub	0	0.0	0	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	195,225	79.1	153	
2	Community Pub	156,455	63.4	136	
3	Premium Local	128,236	52.0	82	
4	Great Pub Great Food	89,298	36.2	280	
5	Bit of Style	60,832	24.7	61	
6	Circuit Bar	30,975	12.6	47	
7	Craft Led	18,966	7.7	75	

Pub Catchment Report - NP10 8GB

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	22	17.1	193		27	15.7	178	20,314	8.2	93
C1	15	11.6	95		20	11.6	95	31,236	12.7	103
C2	5	3.9	47		8	4.7	56	19,814	8.0	97
DE	4	3.1	30		4	2.3	23	27,788	11.3	109

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		0	0.0	0	94,891	38.5	116
Medium (7-13)	11	8.5	26		13	7.6	23	99,831	40.5	122
High (14-19)	102	79.1	278		134	77.9	274	59,790	24.2	85

Catchment Mosaic Groups

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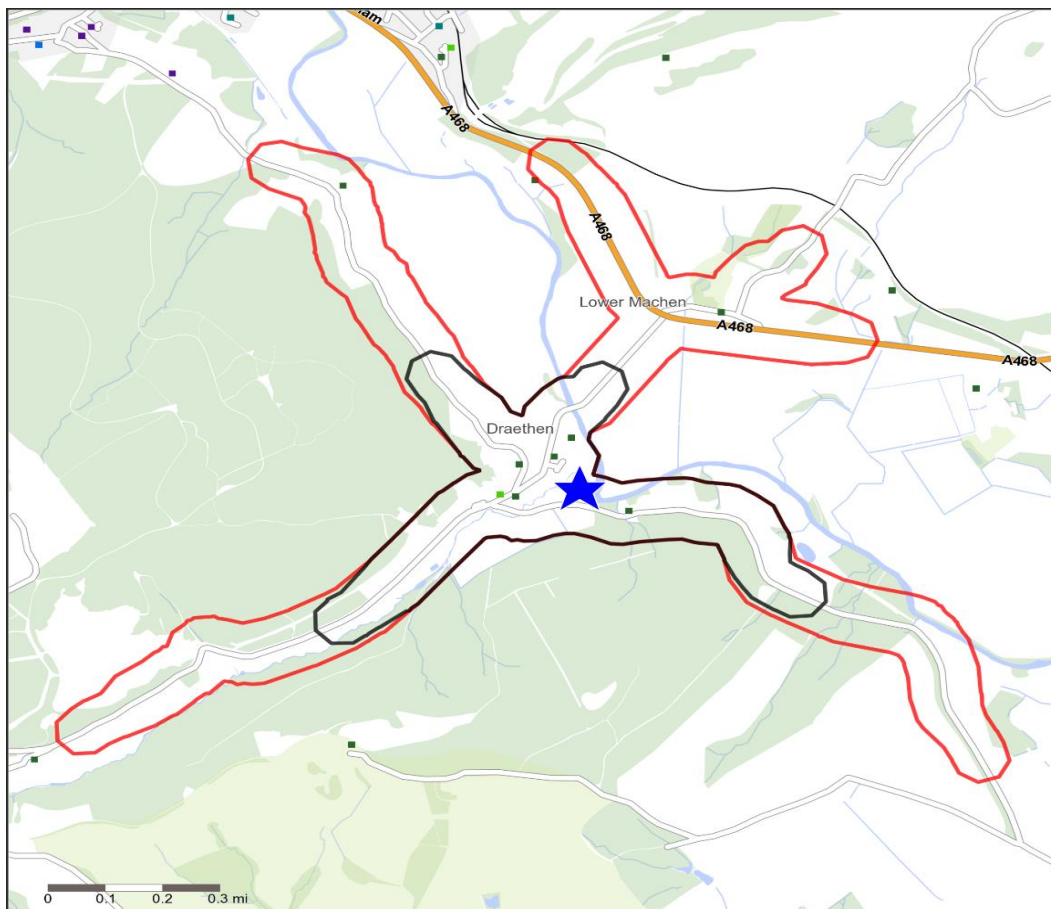
Mosaic Groups in 10 and 20 Minute DT Catchment Area

Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017
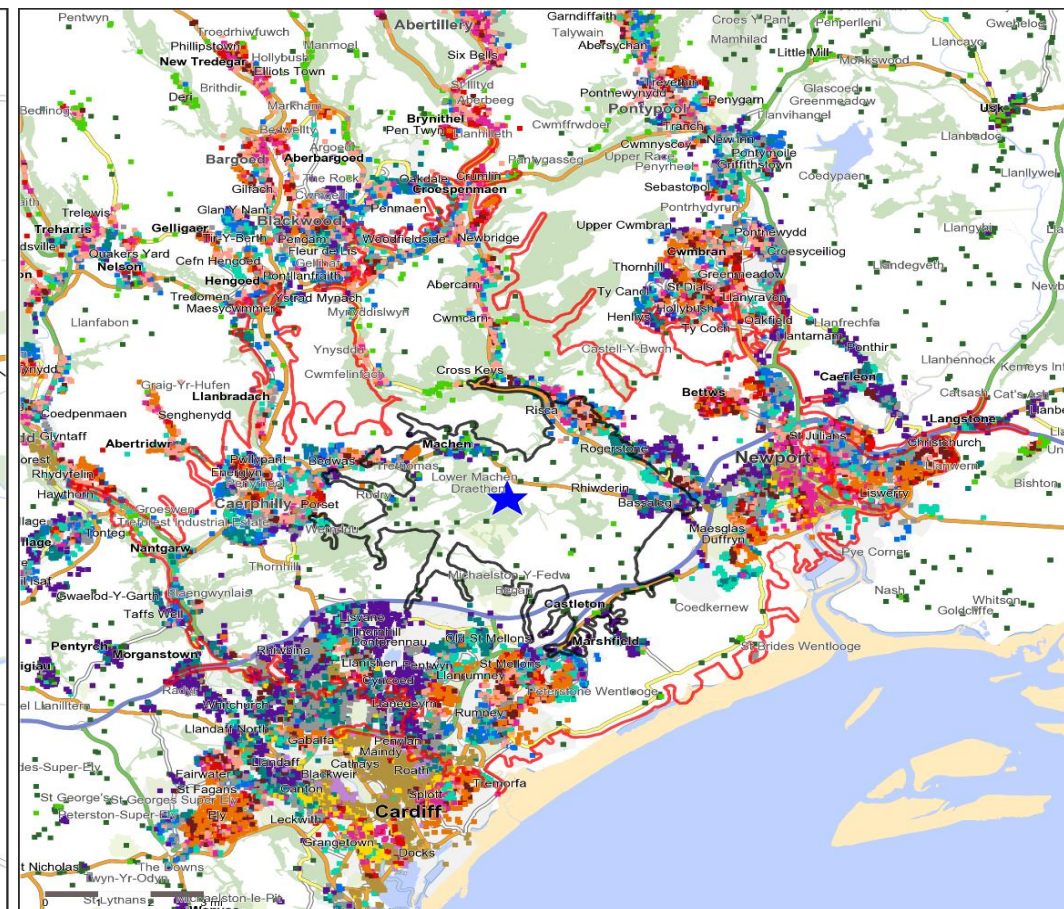
Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ 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	0	0	1	5,210
A02	Uptown Elite	0	0	0	481	I37	Budget Generations	0	0	275	3,777
A03	Penthouse Chic	0	0	0	0	I38	Economical Families	0	0	216	3,424
A04	Metro High-Flyers	0	0	0	33	I39	Families on a Budget	0	0	752	11,807
B05	Premium Fortunes	33	34	298	2,307	J40	Value Rentals	0	0	303	4,328
B06	Diamond Days	0	0	405	8,046	J41	Youthful Endeavours	0	0	8	1,982
B07	Alpha Families	0	0	675	5,783	J42	Midlife Renters	0	0	277	6,087
B08	Bank of Mum and Dad	0	0	255	4,990	J43	Renting Rooms	0	0	90	5,913
B09	Empty-Nest Adventure	0	0	627	4,302	K44	Inner City Stalwarts	0	0	0	0
C10	Wealthy Landowners	79	114	760	1,567	K45	City Diversity	0	0	0	0
C11	Rural Vogue	0	6	71	157	K46	High Rise Residents	0	0	0	140
C12	Scattered Homesteads	0	0	0	28	K47	Single Essentials	0	0	24	2,642
C13	Village Retirement	11	11	251	392	K48	Mature Workers	0	0	49	5,151
D14	Satellite Settlers	6	7	260	687	L49	Flatlet Seniors	0	0	55	2,510
D15	Local Focus	0	0	80	975	L50	Pocket Pensions	0	0	356	3,811
D16	Outlying Seniors	0	0	75	637	L51	Retirement Communities	0	0	61	2,897
D17	Far-Flung Outposts	0	0	0	0	L52	Estate Veterans	0	0	475	6,625
E18	Legacy Elders	0	0	210	10,967	L53	Seasoned Survivors	0	0	159	3,228
E19	Bungalow Heaven	0	0	141	4,050	M54	Down-to-Earth Owners	0	0	1,352	9,098
E20	Classic Grandparents	0	0	474	7,553	M55	Back with the Folks	0	0	754	11,412
E21	Solo Retirees	0	0	368	6,365	M56	Self Supporters	0	0	666	7,961
F22	Boomerang Boarders	0	0	821	6,244	N57	Community Elders	0	0	0	167
F23	Family Ties	0	0	112	2,481	N58	Culture & Comfort	0	0	0	25
F24	Fledgling Free	0	0	353	3,606	N59	Large Family Living	0	0	0	1,561
F25	Dependable Me	0	0	1,023	6,866	N60	Ageing Access	0	0	0	1,285
G26	Cafés and Catchments	0	0	0	3,442	O61	Career Builders	0	0	0	2,982
G27	Thriving Independence	0	0	0	7,037	O62	Central Pulse	0	0	0	580
G28	Modern Parents	0	0	1,921	9,631	O63	Flexible Workforce	0	0	0	622
G29	Mid-Career Convention	0	0	1,054	3,646	O64	Bus-Route Renters	0	0	48	2,831
H30	Primary Ambitions	0	0	146	5,731	O65	Learners & Earners	0	0	0	1,414
H31	Affordable Fringe	0	0	772	7,239	O66	Student Scene	0	0	0	401
H32	First-Rung Futures	0	0	773	8,793	U99	Unclassified	0	0	0	1,138
H33	Contemporary Starts	0	0	719	9,505	**Total**		**129**	**172**	**18,976**	**246,753**
H34	New Foundations	0	0	187	673						
H35	Flying Solo	0	0	224	1,530						

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. 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. 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. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way

- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

2. M55 Back with the Folks

Older owners whose adult children are sharing their modest home while striving to gain independence

- Pre-retirement
- Families with adult children
- Individual incomes not high
- Better off if children are contributing
- Own 3 bed semis and terraces
- Bills can become a struggle

3. 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

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	7	4.1	25	165	95.9	184
Male: Alone	0	0.0	0	0	0.0	0	172	100.0	188
Male: Group	0	0.0	0	11	6.4	24	161	93.6	189
Male: Pair	0	0.0	0	0	0.0	0	172	100.0	174
Mixed Sex: Group	0	0.0	0	18	10.5	33	154	89.5	204
Mixed Sex: Pair	7	4.1	17	11	6.4	20	154	89.5	210
With Children	0	0.0	0	0	0.0	0	172	100.0	189
Unknown	7	4.1	12	0	0.0	0	165	95.9	200
For Eating:									
Upmarket	0	0.0	0	0	0.0	0	172	100.0	212
Midmarket	0	0.0	0	0	0.0	0	172	100.0	181
Downmarket	0	0.0	0	0	0.0	0	172	100.0	240
For Drinking (monthly spend):									
Nothing	0	0.0	0	6	3.5	15	166	96.5	215
Low (less than £10)	11	6.4	21	13	7.6	32	148	86.0	190
Medium (Between £10 and £40)	34	19.8	65	125	72.7	407	13	7.6	15
High (Greater than £40)	0	0.0	0	148	86.0	419	24	14.0	27

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	74,905	30.4	100	32,598	13.2	81	138,112	56.0	107
Male: Alone	76,719	31.1	104	43,097	17.5	112	125,800	51.0	96
Male: Group	52,785	21.4	94	66,485	26.9	103	126,346	51.2	103
Male: Pair	60,863	24.7	95	43,423	17.6	115	141,330	57.3	100
Mixed Sex: Group	46,650	18.9	83	71,765	29.1	91	127,201	51.5	117
Mixed Sex: Pair	68,973	28.0	119	72,442	29.4	90	104,201	42.2	99
With Children	84,679	34.3	119	52,101	21.1	125	108,835	44.1	83
Unknown	62,594	25.4	77	53,444	21.7	121	129,578	52.5	110
For Eating:									
Upmarket	71,734	29.1	95	53,360	21.6	104	120,523	48.8	103
Midmarket	72,482	29.4	86	21,045	8.5	95	152,089	61.6	111
Downmarket	77,228	31.3	141	87,194	35.3	101	81,193	32.9	79
For Drinking (monthly spend):									
Nothing	78,045	31.6	105	60,539	24.5	104	107,031	43.4	97
Low (less than £10)	80,847	32.8	110	45,042	18.3	78	119,726	48.5	107
Medium (Between £10 and £40)	84,762	34.4	112	30,474	12.3	69	130,380	52.8	105
High (Greater than £40)	59,549	24.1	93	54,120	21.9	107	131,947	53.5	102

Source: CGA 2018
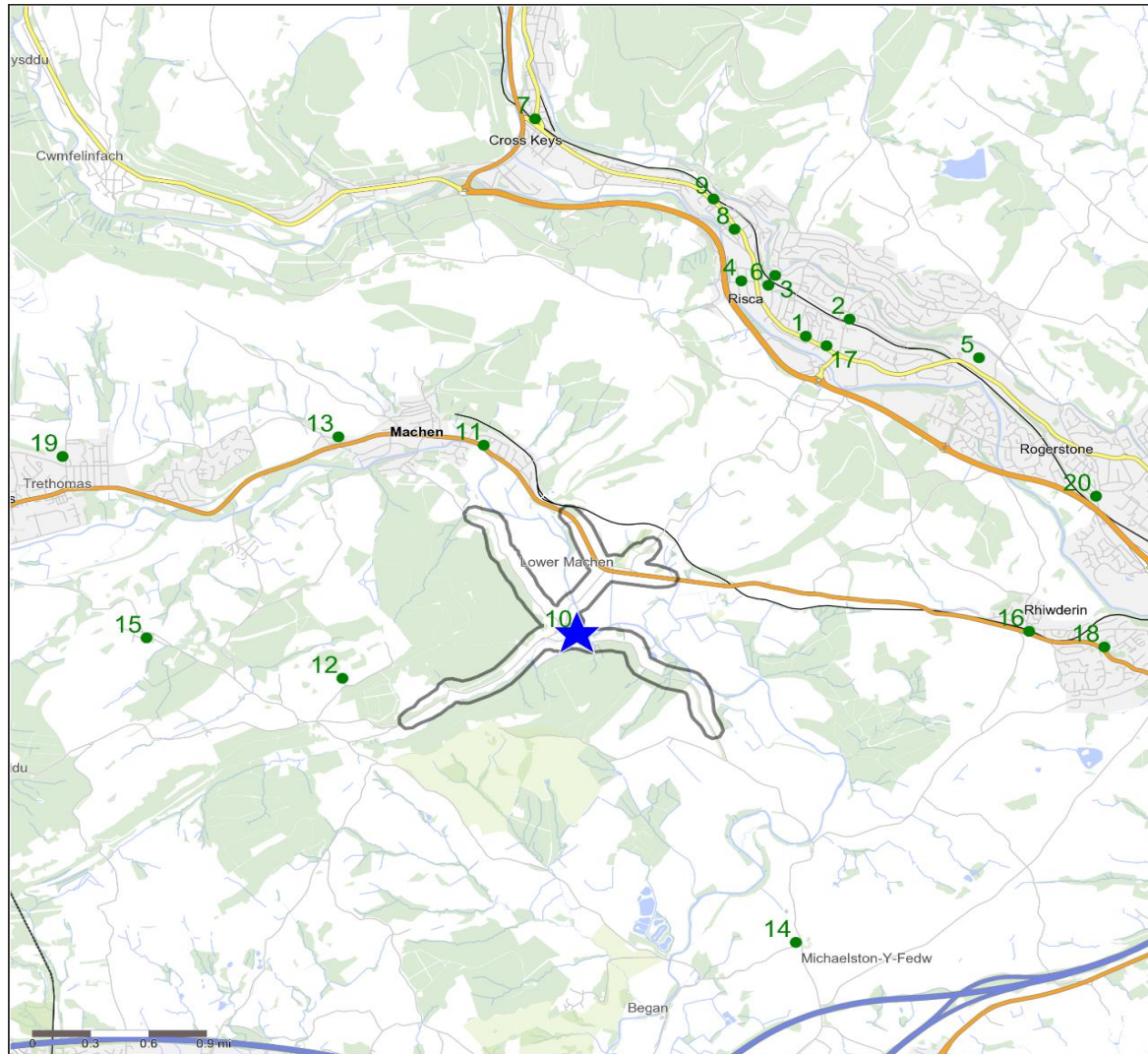
Competitor Map

Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site ⬤ Star Pubs ⬤ Pubs Ⲛ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Commercial Inn, NP11 6BA	Dragon Inns	0.0	8.1
2	Masons Arms, NP11 6LH	Star Pubs & Bars	0.0	8.3
3	Prince Of Wales, NP11 6PY	Independent Free	0.0	9.5
4	Railway, NP11 6DB	*Other Small Retail Groups	0.0	9.9
5	Welsh Oak, NP10 9GG	Star Pubs & Bars	0.0	9.9
6	Fox & Hounds, NP11 6PW	Ei Group	0.0	10.0
7	Cross Keys Hotel, NP11 7BY	*Other Small Retail Groups	0.0	10.7
8	Exchange, NP11 6GQ	Independent Free	0.0	10.8
9	Darran, NP11 6GU	Brain	0.0	11.7
10	Hollybush Inn, NP10 8GB	Star Pubs & Bars	0.0	0.4
11	Tradesmans Arms, CF83 8SB	*Other Small Retail Groups	31.7	3.7
12	Maenllwyd Inn, CF83 3EB	Greene King	35.0	4.5
13	Forge Hammer Inn, CF83 8QN	Independent Free	45.3	6.8
14	Cefn Mably Arms, CF 3 6XS	New River Retail	50.1	5.9
15	Celtic Oak Restaurant, CF83 3DP	Independent Free	50.1	6.0
16	Rhiwderin Inn, NP10 8RX	Ei Group	55.8	5.1
17	Grove, NP11 6EE	Independent Free	59.1	7.3
18	Friendly Fox, NP10 8LW	Trust Inns	64.4	6.2
19	New Ruperra Club, CF83 8FR	Independent Free	76.5	10.8
20	Old Globe, NP10 9FL	Wellington	110.3	12.5