Pub Catchment Report - SG 4 8AG

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	2	245
Catchment Adults 18+	693	844	266,175
Catchment Adults 18+ Per Pub	693	422	1,086
Populaton Projection 2018 to 2028 (% change)	10.01%	10.44%	9.48%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Great Pub Great Food	587	84.7	164	
2	Premium Local	587	84.7	182	
3	Community Pub	106	15.3	24	
4	High Street Pub	62	8.9	69	
5	Bit of Style	0	0.0	0	
6	Circuit Bar	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	684	81.0	156	
2	Premium Local	684	81.0	174	
3	Community Pub	162	19.2	30	
4	High Street Pub	94	11.1	86	
5	Bit of Style	0	0.0	0	
6	Circuit Bar	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	188,502	70.8	137	
2	Premium Local	162,431	61.0	131	
3	Great Pub Great Food	137,283	51.6	82	
4	Community Pub	120,978	45.5	352	
5	Bit of Style	97,224	36.5	91	
6	Circuit Bar	38,361	14.4	54	
7	Craft Led	30,562	11.5	111	

Pub Catchment Report - SG 4 8AG

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	98	14.1	160	116	13.7	155	31,011	11.7	132
C1	74	10.7	87	87	10.3	84	34,136	12.8	105
C2	40	5.8	70	56	6.6	80	20,269	7.6	92
DE	27	3.9	38	35	4.1	40	21,740	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)	77	11.1	34	117	13.9	42	57,189	21.5	65
Medium (7-13)	102	14.7	44	137	16.2	49	82,086	30.8	93
High (14-19)	481	69.4	244	543	64.3	226	118,096	44.4	156

Catchment Mosaic Groups

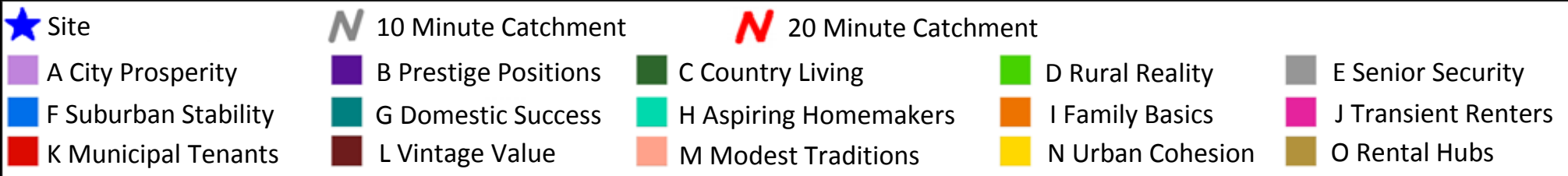## Mosaic Groups in 10 and 20 Minute WT Catchment Areas
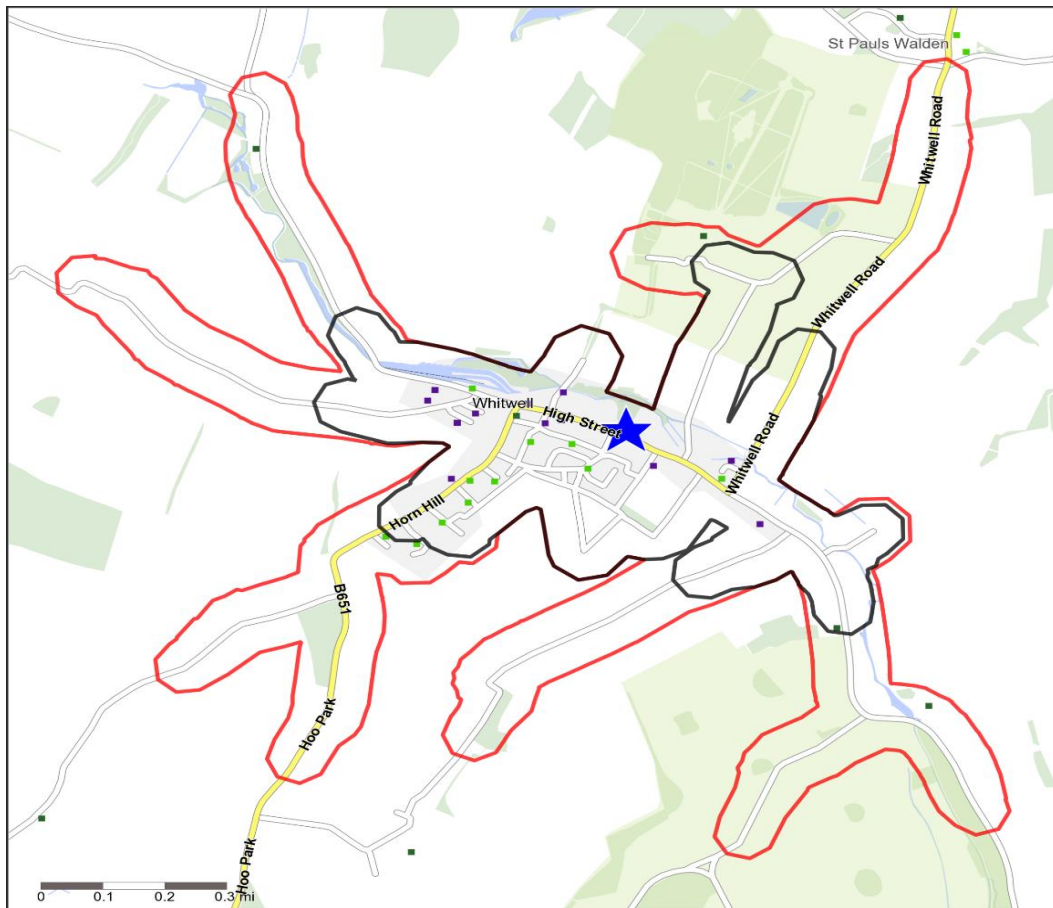
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Mosaic Groups in 10 and 20 Minute DT Catchment Area

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★ Site   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

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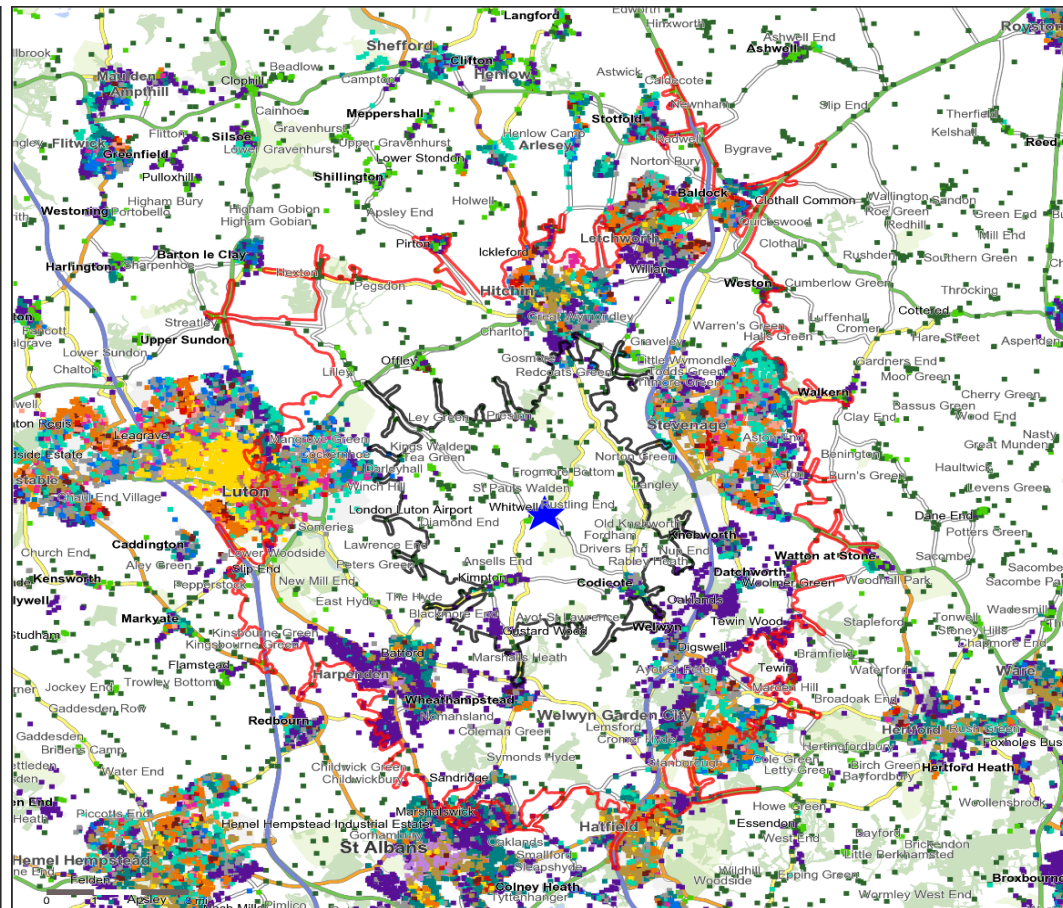
Adults 18+ by Mosaic Type in Each Catchment

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	33
A02	Uptown Elite	0	0	0	909
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	32
B05	Premium Fortunes	0	0	907	10,506
B06	Diamond Days	54	54	658	12,162
B07	Alpha Families	190	190	1,237	11,723
B08	Bank of Mum and Dad	16	16	364	7,361
B09	Empty-Nest Adventure	0	0	82	3,170
C10	Wealthy Landowners	4	37	1,220	2,560
C11	Rural Vogue	1	13	232	602
C12	Scattered Homesteads	0	2	16	28
C13	Village Retirement	42	44	431	1,293
D14	Satellite Settlers	280	329	905	2,480
D15	Local Focus	44	66	226	575
D16	Outlying Seniors	62	94	332	567
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	233	10,172
E19	Bungalow Heaven	0	0	109	1,369
E20	Classic Grandparents	0	0	0	1,814
E21	Solo Retirees	0	0	138	9,616
F22	Boomerang Boarders	0	0	52	2,670
F23	Family Ties	0	0	228	3,823
F24	Fledgling Free	0	0	1	54
F25	Dependable Me	0	0	5	3,560
G26	Cafés and Catchments	0	0	2	13,992
G27	Thriving Independence	0	0	865	19,569
G28	Modern Parents	0	0	17	2,570
G29	Mid-Career Convention	0	0	172	2,525
H30	Primary Ambitions	0	0	126	21,901
H31	Affordable Fringe	0	0	0	1,390
H32	First-Rung Futures	0	0	44	3,511
H33	Contemporary Starts	0	0	133	6,158
H34	New Foundations	0	0	48	1,518
H35	Flying Solo	0	0	104	3,212

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	79	27,007
I37	Budget Generations	0	0	0	851
I38	Economical Families	0	0	0	338
I39	Families on a Budget	0	0	0	724
J40	Value Rentals	0	0	0	175
J41	Youthful Endeavours	0	0	0	609
J42	Midlife Renters	0	0	2	8,334
J43	Renting Rooms	0	0	0	3,392
K44	Inner City Stalwarts	0	0	0	143
K45	City Diversity	0	0	0	233
K46	High Rise Residents	0	0	0	973
K47	Single Essentials	0	0	0	2,721
K48	Mature Workers	0	0	0	163
L49	Flatlet Seniors	0	0	0	1,320
L50	Pocket Pensions	0	0	0	3,526
L51	Retirement Communities	0	0	62	3,675
L52	Estate Veterans	0	0	0	2,217
L53	Seasoned Survivors	0	0	0	445
M54	Down-to-Earth Owners	0	0	0	176
M55	Back with the Folks	0	0	0	6,372
M56	Self Supporters	0	0	0	1,250
N57	Community Elders	0	0	0	2,789
N58	Culture & Comfort	0	0	0	1,148
N59	Large Family Living	0	0	0	156
N60	Ageing Access	0	0	0	1,660
O61	Career Builders	0	0	42	9,581
O62	Central Pulse	0	0	0	2,606
O63	Flexible Workforce	0	0	0	4,429
O64	Bus-Route Renters	0	0	2	9,095
O65	Learners & Earners	0	0	0	2,948
O66	Student Scene	0	0	0	1,553
U99	Unclassified	0	0	21	2,140
Total		693	845	9,095	266,174

Top 3 Mosaic Types in a 20 Minute Walktime	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

1. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords

- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

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

2. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods

- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

3. D16 Outlying Seniors

Pensioners living in inexpensive housing in out of the way locations

- Aged 60+
- Low cost housing
- Out of the way locations
- Low income
- Shop locally
- Dislike being contacted by marketers

3. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing

- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

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	16	1.9	6	585	69.3	424	243	28.8	55
Male: Alone	94	11.1	37	0	0.0	0	750	88.9	167
Male: Group	0	0.0	0	126	14.9	57	718	85.1	171
Male: Pair	0	0.0	0	0	0.0	0	844	100.0	174
Mixed Sex: Group	16	1.9	8	532	63.0	197	296	35.1	80
Mixed Sex: Pair	345	40.9	174	139	16.5	51	360	42.7	100
With Children	0	0.0	0	120	14.2	84	724	85.8	162
Unknown	395	46.8	142	54	6.4	36	395	46.8	98
For Eating:									
Upmarket	16	1.9	6	190	22.5	108	638	75.6	160
Midmarket	16	1.9	6	0	0.0	0	828	98.1	177
Downmarket	0	0.0	0	176	20.9	60	668	79.1	190
For Drinking (monthly spend):									
Nothing	178	21.1	70	13	1.5	7	653	77.4	173
Low (less than £10)	115	13.6	46	502	59.5	253	227	26.9	59
Medium (Between £10 and £40)	70	8.3	27	272	32.2	181	502	59.5	118
High (Greater than £40)	16	1.9	7	91	10.8	53	737	87.3	167

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	88,380	33.2	110	57,031	21.4	131	118,624	44.6	86
Male: Alone	58,151	21.8	73	41,302	15.5	99	164,582	61.8	116
Male: Group	54,076	20.3	89	59,012	22.2	85	150,947	56.7	114
Male: Pair	58,967	22.2	85	26,451	9.9	65	178,617	67.1	117
Mixed Sex: Group	56,533	21.2	93	82,286	30.9	97	125,216	47.0	107
Mixed Sex: Pair	56,391	21.2	90	94,524	35.5	109	113,119	42.5	99
With Children	70,146	26.4	91	55,005	20.7	123	138,884	52.2	99
Unknown	65,297	24.5	75	89,678	33.7	188	109,059	41.0	86
For Eating:									
Upmarket	103,463	38.9	127	81,797	30.7	148	78,775	29.6	63
Midmarket	109,243	41.0	119	32,494	12.2	135	122,297	45.9	83
Downmarket	56,707	21.3	96	78,264	29.4	84	129,063	48.5	117
For Drinking (monthly spend):									
Nothing	82,348	30.9	102	47,215	17.7	75	134,472	50.5	113
Low (less than £10)	87,278	32.8	110	57,106	21.5	91	119,651	45.0	99
Medium (Between £10 and £40)	102,050	38.3	125	40,426	15.2	85	121,559	45.7	91
High (Greater than £40)	85,881	32.3	125	61,471	23.1	113	116,683	43.8	84

Competitor Map and Report
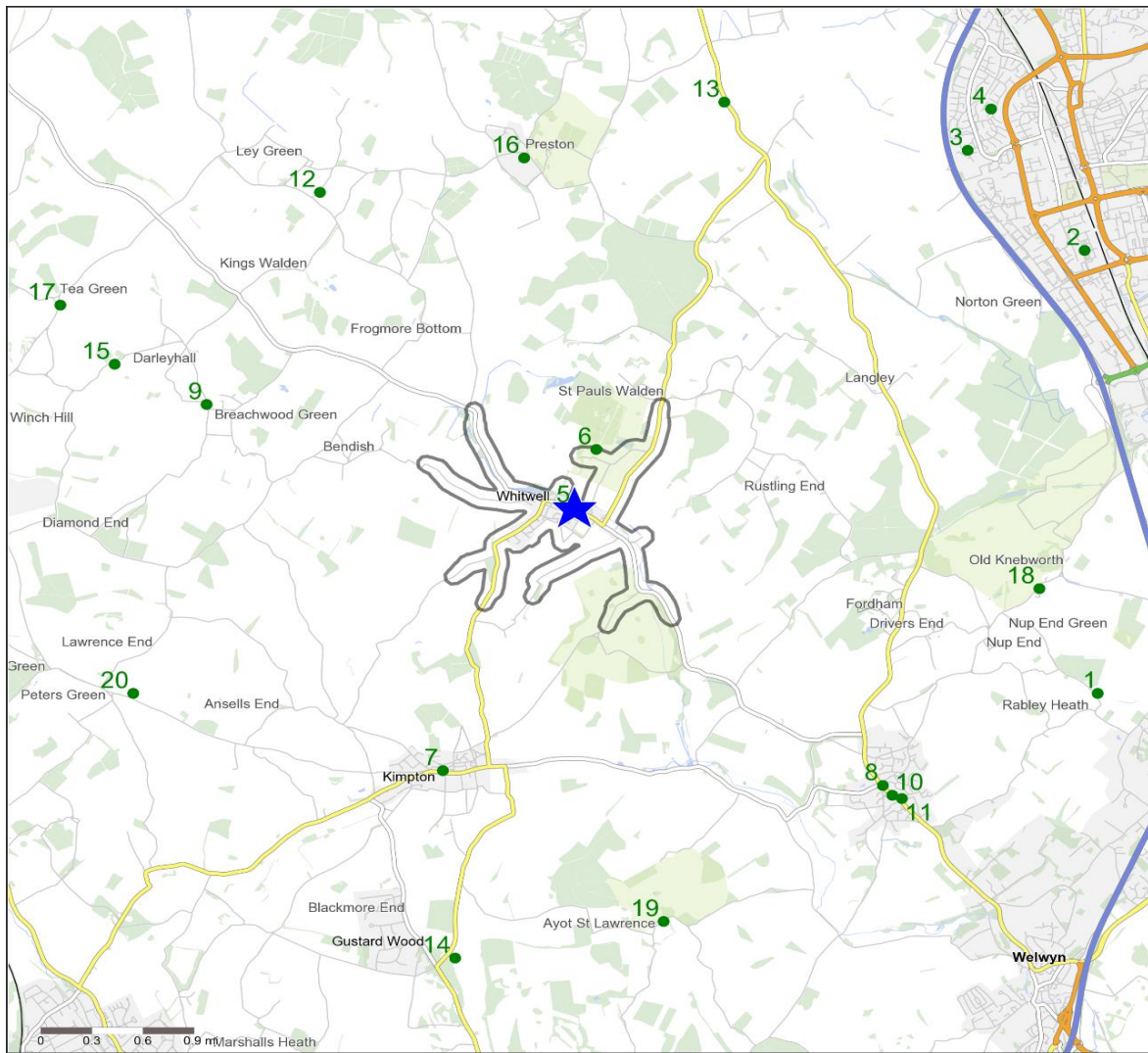
Competitor Map

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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	Robin Hood & Little John, AL 6 9UF	McMullen & Sons Ltd	0.0	9.7
2	Bar & Beyond, SG 1 2UA	Deltic Group Ltd	0.0	12.7
3	Crooked Billet, SG 1 2HP	Greene King	0.0	12.7
4	Tom Tiddlers Tavern, SG 1 2JW	Hawthorn Leisure	0.0	13.6
5	Bull, SG 4 8AG	Star Pubs & Bars	0.0	0.1
6	Strathmore Arms, SG 4 8BP	Unknown	10.9	3.1
7	Boot, SG 4 8PT	Admiral Taverns Ltd	45.9	5.5
8	Bell Inn, SG 4 8XD	Ei Group	54.3	6.5
9	Red Lion, SG 4 8NU	Hawthorn Leisure	55.2	6.4
10	Goat, SG 4 8XE	Star Pubs & Bars	56.1	6.8
11	Globe, SG 4 8UA	McMullen & Sons Ltd	57.0	7.0
12	Plough, SG 4 8LA	New River Retail	58.5	6.7
13	Rusty Gun, SG 4 7PG	Innventure	66.6	5.8
14	Cross Keys, AL 4 8LA	Independent Free	70.7	6.4
15	Fox, LU 2 8PP	Unknown	80.4	7.5
16	Red Lion, SG 4 7UD	Independent Free	80.9	7.4
17	White Horse, LU 2 8PS	Star Pubs & Bars	91.0	8.4
18	Lytton Arms, SG 3 6QB	Anglian Country Inns Ltd	95.5	8.7
19	Brocket Arms, AL 6 9BT	Independent Free	100.6	9.2
20	Bright Star, LU 2 9PR	McMullen & Sons Ltd	119.0	8.8