Pub Catchment Report - GU35 9AF

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	2	76
Catchment Adults 18+	194	1,995	79,332
Catchment Adults 18+ Per Pub	194	998	1,044
Populaton Projection 2018 to 2028 (% change)	3.28%	5.13%	5.62%

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	140	72.2	139	1	Premium Local	1,232	61.8	119	1	Premium Local	64,060	80.7	156
2	Premium Local	140	72.2	155	2	Great Pub Great Food	1,049	52.6	113	2	Great Pub Great Food	58,327	73.5	158
3	Bit of Style	0	0.0	0	3	Community Pub	820	41.1	65	3	High Street Pub	28,023	35.3	56
4	Circuit Bar	0	0.0	0	4	High Street Pub	805	40.4	312	4	Community Pub	20,004	25.2	195
5	Community Pub	0	0.0	0	5	Bit of Style	383	19.2	48	5	Bit of Style	17,710	22.3	55
6	Craft Led	0	0.0	0	6	Circuit Bar	68	3.4	13	6	Circuit Bar	6,125	7.7	29
7	High Street Pub	0	0.0	0	7	Craft Led	14	0.7	7	7	Craft Led	2,716	3.4	33

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	19	9.8	111	172	8.6	97	10,259	12.9	146
C1	21	10.8	88	244	12.2	100	8,909	11.2	92
C2	14	7.2	87	203	10.2	123	5,821	7.3	89
DE	8	4.1	40	149	7.5	73	4,399	5.5	54

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	220	11.0	33	7,511	9.5	29
Medium (7-13)	9	4.6	14	645	32.3	97	16,337	20.6	62
High (14-19)	170	87.6	308	1,022	51.2	180	50,002	63.0	222

Catchment Mosaic Groups

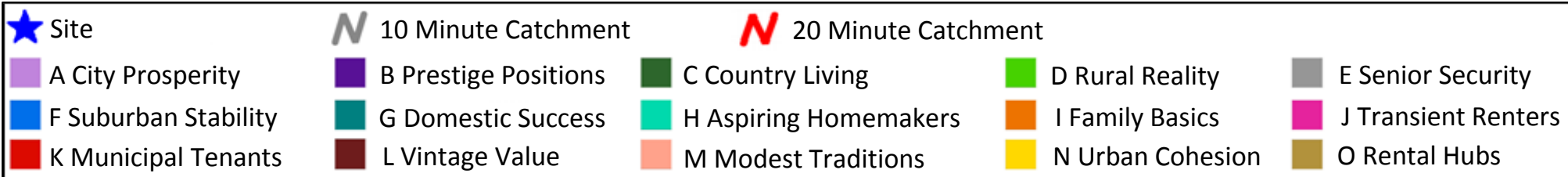## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area
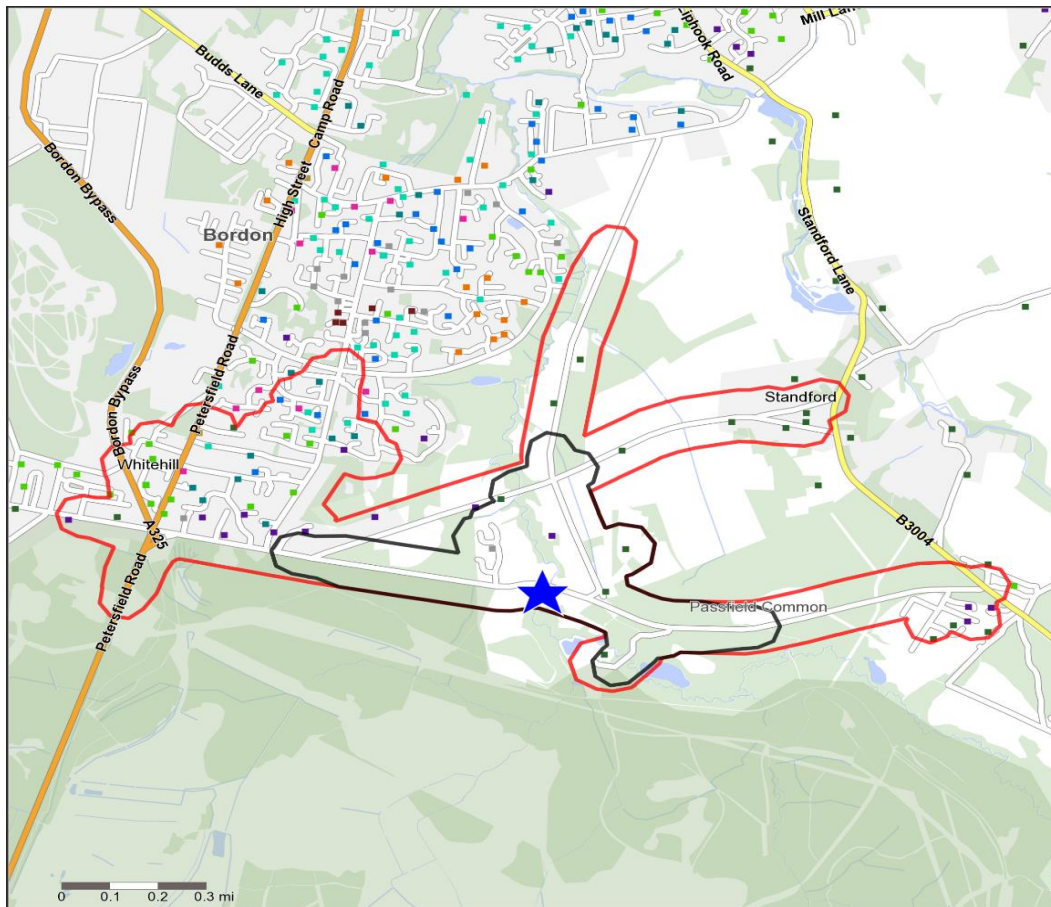
Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

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
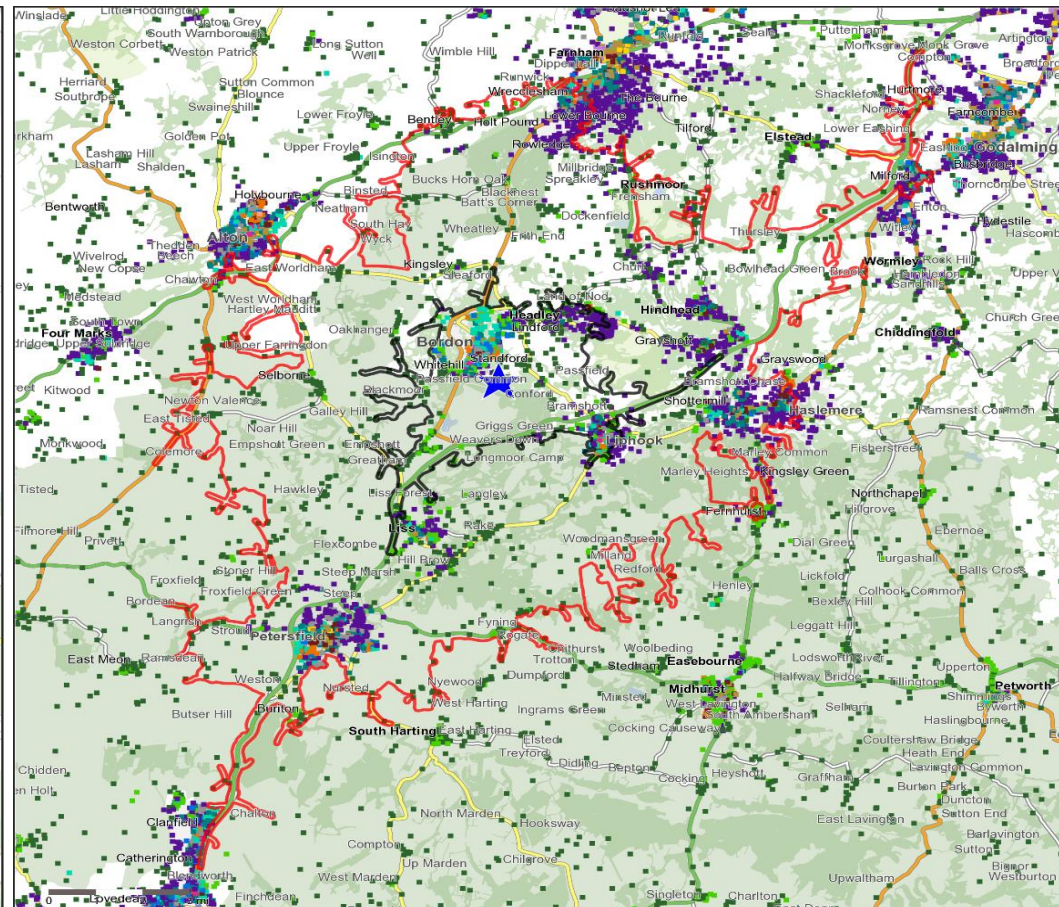
Adults 18+ by Mosaic Type in Each Catchment

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	14	852	2,530
A02	Uptown Elite	0	0	0	6	I37	Budget Generations	0	0	0	22
A03	Penthouse Chic	0	0	0	0	I38	Economical Families	0	0	0	0
A04	Metro High-Flyers	0	0	0	0	I39	Families on a Budget	0	0	0	0
B05	Premium Fortunes	0	0	136	3,029	J40	Value Rentals	0	0	0	10
B06	Diamond Days	0	0	487	6,192	J41	Youthful Endeavours	0	0	0	11
B07	Alpha Families	5	48	1,516	7,385	J42	Midlife Renters	0	172	649	767
B08	Bank of Mum and Dad	82	241	1,359	3,446	J43	Renting Rooms	0	0	0	0
B09	Empty-Nest Adventure	2	18	219	965	K44	Inner City Stalwarts	0	0	0	0
C10	Wealthy Landowners	9	82	1,110	10,089	K45	City Diversity	0	0	0	0
C11	Rural Vogue	4	29	213	1,072	K46	High Rise Residents	0	0	0	0
C12	Scattered Homesteads	0	0	3	84	K47	Single Essentials	0	0	0	0
C13	Village Retirement	27	169	1,850	4,102	K48	Mature Workers	0	0	0	0
D14	Satellite Settlers	9	124	1,929	5,577	L49	Flatlet Seniors	0	0	0	0
D15	Local Focus	0	355	1,934	3,819	L50	Pocket Pensions	0	0	355	823
D16	Outlying Seniors	0	94	631	1,326	L51	Retirement Communities	0	0	184	1,586
D17	Far-Flung Outposts	0	0	0	0	L52	Estate Veterans	0	0	0	116
E18	Legacy Elders	0	0	163	2,653	L53	Seasoned Survivors	0	0	0	0
E19	Bungalow Heaven	54	79	589	840	M54	Down-to-Earth Owners	0	0	0	0
E20	Classic Grandparents	0	13	13	41	M55	Back with the Folks	0	0	0	66
E21	Solo Retirees	0	0	77	239	M56	Self Supporters	0	0	0	0
F22	Boomerang Boarders	0	0	144	531	N57	Community Elders	0	0	0	0
F23	Family Ties	0	17	376	633	N58	Culture & Comfort	0	0	0	0
F24	Fledgling Free	0	0	107	119	N59	Large Family Living	0	0	0	0
F25	Dependable Me	0	135	809	1,260	N60	Ageing Access	0	0	0	437
G26	Cafés and Catchments	0	0	0	585	O61	Career Builders	0	0	106	1,561
G27	Thriving Independence	0	0	224	4,415	O62	Central Pulse	0	0	0	0
G28	Modern Parents	0	4	247	567	O63	Flexible Workforce	0	0	0	0
G29	Mid-Career Convention	0	262	1,961	3,949	O64	Bus-Route Renters	0	22	220	1,444
H30	Primary Ambitions	0	71	978	1,947	O65	Learners & Earners	0	0	0	0
H31	Affordable Fringe	0	0	37	54	O66	Student Scene	0	0	0	0
H32	First-Rung Futures	0	0	130	331	U99	Unclassified	0	0	45	363
H33	Contemporary Starts	0	31	2,315	3,412		**Total**	**192**	**1,994**	**22,324**	**79,331**
H34	New Foundations	0	0	53	103						
H35	Flying Solo	0	14	303	824						

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. 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

3. B08 Bank of Mum and Dad

Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support

- Married couples aged 50-65
- Adult children at home
- High salaries from senior positions
- Quality 4 bed detached homes
- Mortgage nearly paid off
- Use technology practically

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

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	559	28.0	93	541	27.1	166	896	44.9	86
Male: Alone	440	22.1	74	266	13.3	85	1,289	64.6	121
Male: Group	346	17.3	76	1,191	59.7	228	459	23.0	46
Male: Pair	211	10.6	41	135	6.8	44	1,649	82.7	144
Mixed Sex: Group	452	22.7	99	1,218	61.1	191	325	16.3	37
Mixed Sex: Pair	855	42.9	183	581	29.1	90	559	28.0	66
With Children	301	15.1	52	662	33.2	197	1,032	51.7	98
Unknown	776	38.9	118	311	15.6	87	908	45.5	95
For Eating:									
Upmarket	659	33.0	108	238	11.9	57	1,098	55.0	116
Midmarket	524	26.3	76	29	1.5	16	1,443	72.3	131
Downmarket	259	13.0	58	1,284	64.4	185	452	22.7	54
For Drinking (monthly spend):									
Nothing	806	40.4	134	549	27.5	116	640	32.1	72
Low (less than £10)	796	39.9	134	1,024	51.3	219	175	8.8	19
Medium (Between £10 and £40)	626	31.4	103	321	16.1	90	1,048	52.5	105
High (Greater than £40)	351	17.6	68	366	18.3	89	1,278	64.1	123

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	13,368	16.9	56	20,949	26.4	161	44,650	56.3	108
Male: Alone	8,948	11.3	38	10,508	13.2	85	59,511	75.0	141
Male: Group	6,561	8.3	36	18,211	23.0	88	54,196	68.3	138
Male: Pair	6,461	8.1	31	1,934	2.4	16	70,572	89.0	155
Mixed Sex: Group	6,917	8.7	38	29,496	37.2	116	42,554	53.6	122
Mixed Sex: Pair	17,096	21.5	92	15,651	19.7	61	46,220	58.3	136
With Children	6,672	8.4	29	19,911	25.1	149	52,384	66.0	125
Unknown	17,233	21.7	66	17,937	22.6	126	43,797	55.2	115

For Eating:

	High			Medium			Low		
Upmarket	18,910	23.8	78	15,794	19.9	96	44,263	55.8	118
Midmarket	11,449	14.4	42	3,371	4.2	47	64,147	80.9	146
Downmarket	6,117	7.7	35	22,903	28.9	83	49,947	63.0	151

For Drinking (monthly spend):

	High			Medium			Low		
Nothing	14,936	18.8	62	11,511	14.5	61	52,520	66.2	148
Low (less than £10)	23,626	29.8	100	18,755	23.6	101	36,586	46.1	102
Medium (Between £10 and £40)	22,470	28.3	93	24,784	31.2	175	31,713	40.0	80
High (Greater than £40)	10,766	13.6	52	29,290	36.9	180	38,911	49.0	94

star PUBS&BARS

experian™
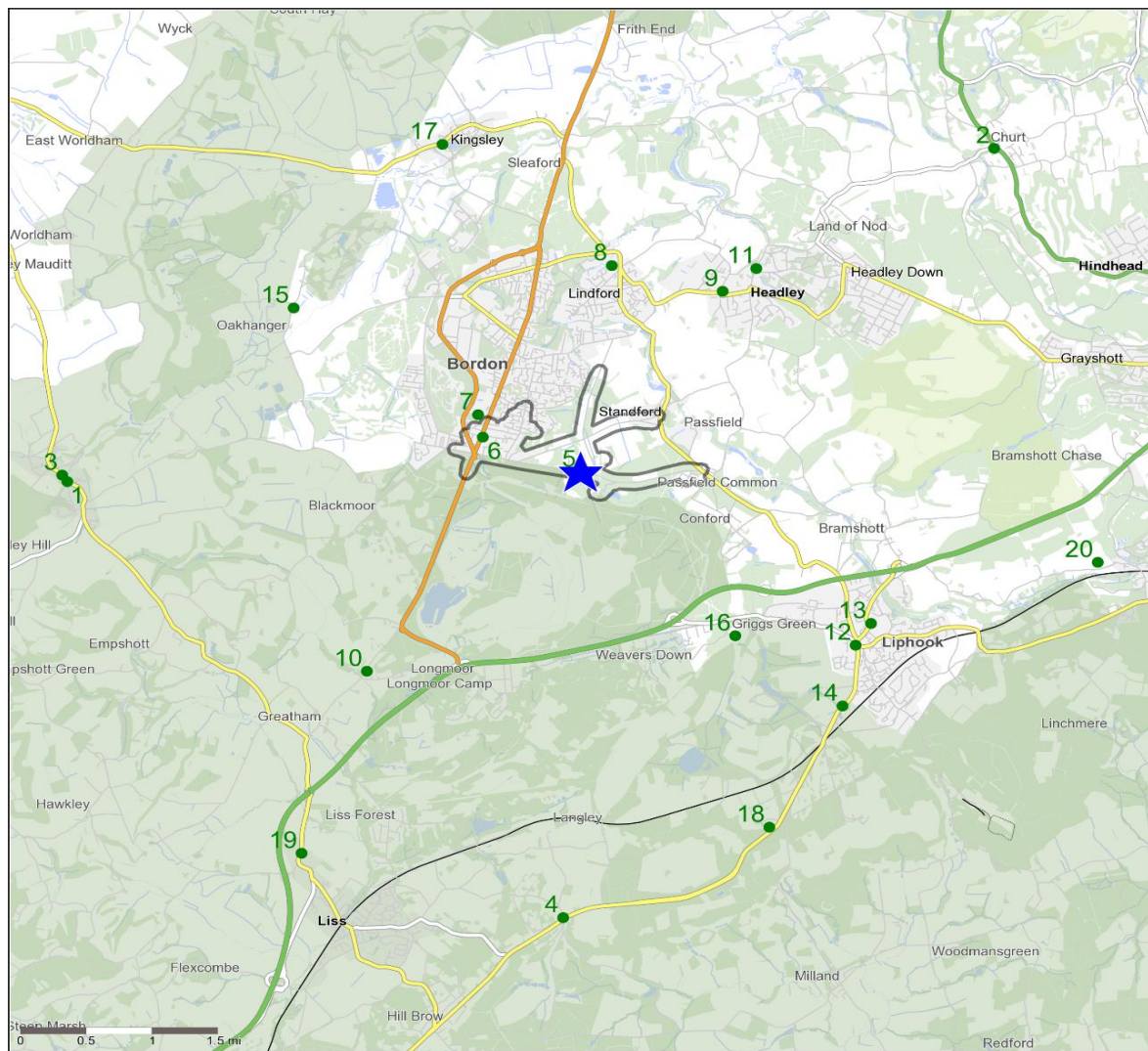
Competitor Map

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

★ Site   ● Star Pubs   ● Pubs   Ⴖ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Selborne Arms, GU34 3JR	Independent Free	0.0	13.2
2	Crossways Inn, GU10 2JE	Wellington	0.0	13.4
3	Queens Hotel, GU34 3JJ	*Other Small Retail Groups	0.0	13.4
4	Flying Bull Inn, GU33 7JB	New River Retail	0.0	14.3
5	Royal Oak, GU35 9AF	Star Pubs & Bars	0.0	0.3
6	Outback, GU35 9BT	Independent Free	17.8	3.2
7	Woodlark, GU35 9AH	Marston's	21.4	4.1
8	Royal Exchange, GU35 0NX	Red Mist Leisure	42.3	9.1
9	Holly Bush, GU35 8PP	Punch Pub Company	50.7	7.9
10	Greatham Inn, GU33 6AD	Ei Group	54.6	6.2
11	Crown, GU35 8BT	Star Pubs & Bars	56.1	7.8
12	Royal Anchor, GU30 7AD	Greene King	60.9	7.9
13	Green Dragon, GU30 7AN	Ei Group	62.9	8.3
14	Links Tavern, GU30 7EF	Fuller Smith & Turner	70.3	9.7
15	Red Lion, GU35 9JQ	Ei Group	75.0	10.8
16	Deers Hunt, GU30 7PD	Unknown	83.2	9.2
17	Cricketers Inn, GU35 9ND	Punch Pub Company	89.2	13.0
18	Black Fox, GU30 7JJ	Independent Free	93.4	11.7
19	Spread Eagle, GU33 6JU	Star Pubs & Bars	97.2	9.2
20	Prince Of Wales, GU27 1QH	Fuller Smith & Turner	119.4	11.8