Pub Catchment Report - CV13 6LB

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	2	2	230
Catchment Adults 18+	151	209	210,137
Catchment Adults 18+ Per Pub	76	105	914
Populaton Projection 2018 to 2028 (% change)	8.25%	7.81%	4.74%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	Great Pub Great Food	143	94.7	183
2	Premium Local	143	94.7	203
3	Community Pub	52	34.4	55
4	High Street Pub	8	5.3	41
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	198	94.7	183
2	Premium Local	198	94.7	203
3	Community Pub	73	34.9	55
4	High Street Pub	11	5.3	41
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	152,276	72.5	140
2	Community Pub	122,720	58.4	125
3	Premium Local	113,976	54.2	86
4	Great Pub Great Food	84,067	40.0	309
5	Bit of Style	40,468	19.3	48
6	Circuit Bar	23,987	11.4	43
7	Craft Led	11,518	5.5	53

Pub Catchment Report - CV13 6LB

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	16	10.6	120	22	10.5	119	15,791	7.5	85
C1	14	9.3	76	19	9.1	74	24,114	11.5	94
C2	15	9.9	120	21	10.0	122	20,408	9.7	118
DE	8	5.3	51	11	5.3	51	23,302	11.1	108

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)	4	2.6	8	5	2.4	7	75,911	36.1	109
Medium (7-13)	23	15.2	46	31	14.8	45	87,692	41.7	126
High (14-19)	100	66.2	233	139	66.5	234	42,862	20.4	72

Catchment Mosaic Groups

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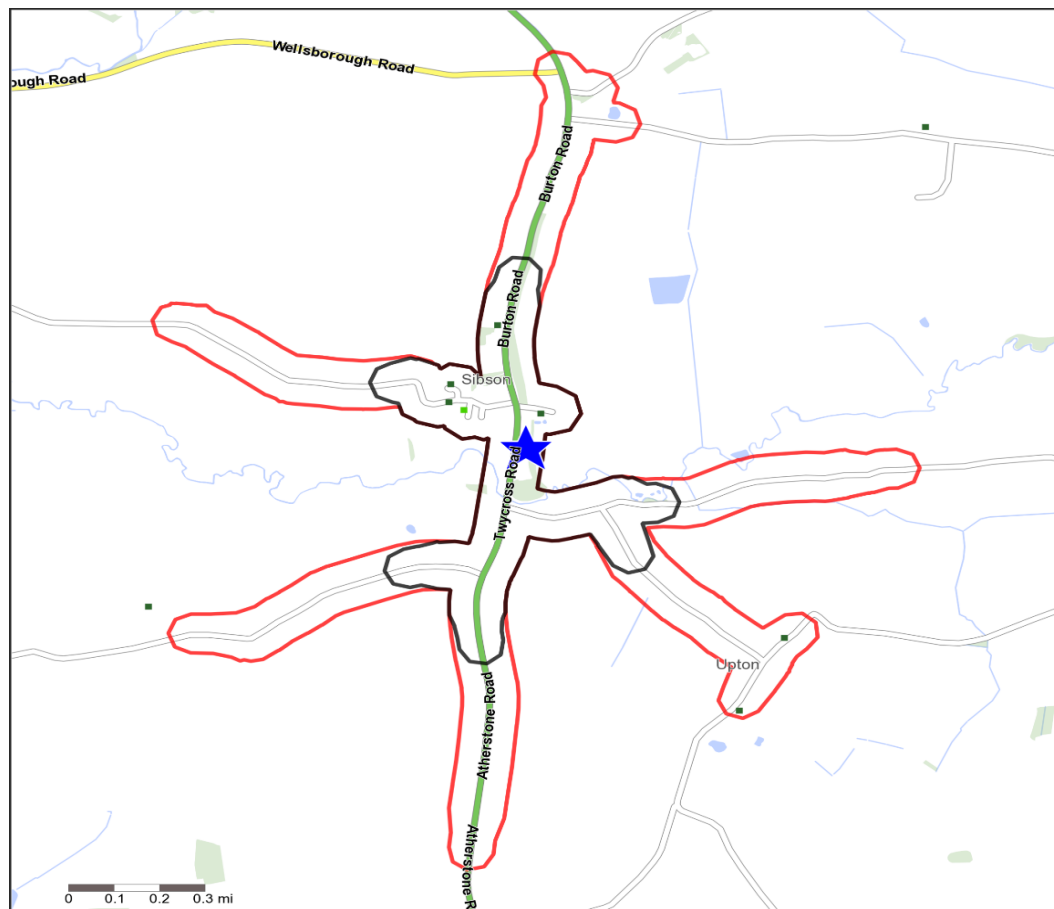
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Mosaic Groups in 10 and 20 Minute DT Catchment Area
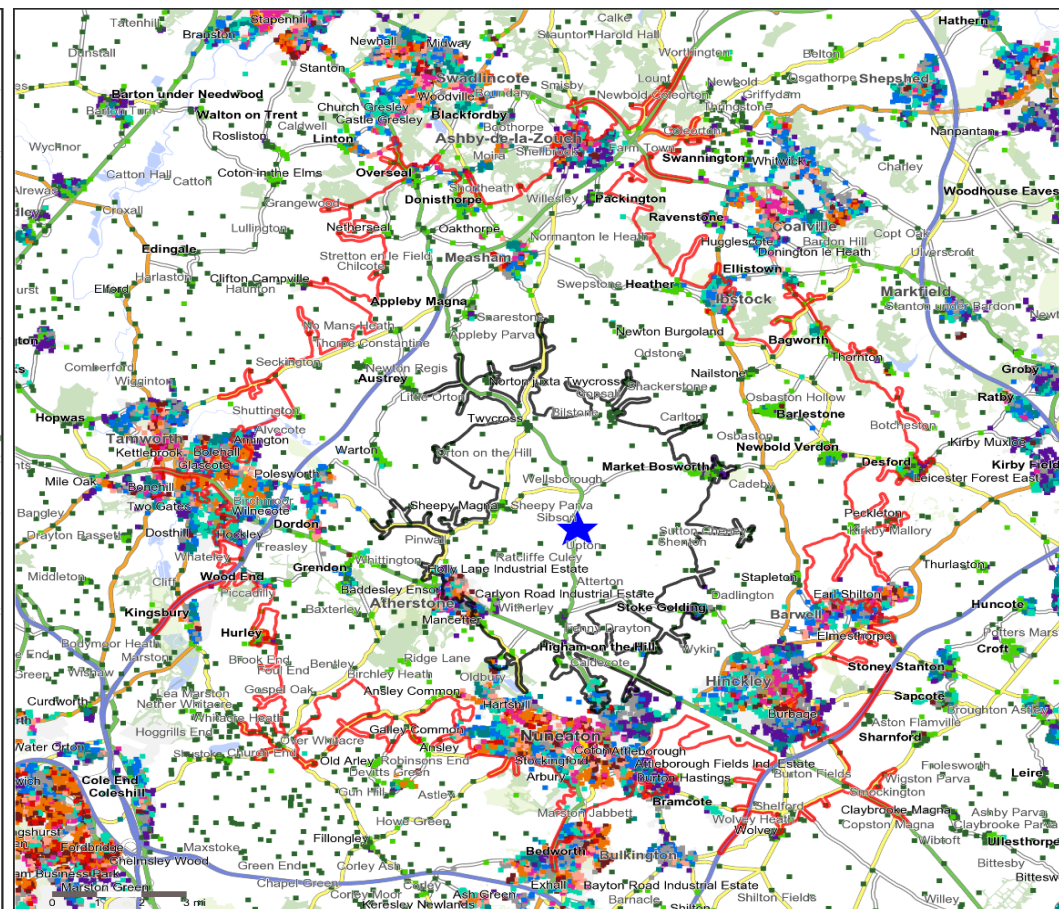
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★ Site   N 10 Minute Catchment   N 20 Minute Catchment

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

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	0	16
B06	Diamond Days	0	0	145	402
B07	Alpha Families	0	0	276	2,263
B08	Bank of Mum and Dad	0	0	211	3,637
B09	Empty-Nest Adventure	0	0	716	7,507
C10	Wealthy Landowners	72	100	1,202	3,549
C11	Rural Vogue	26	37	840	2,252
C12	Scattered Homesteads	44	61	304	664
C13	Village Retirement	0	0	1,590	5,210
D14	Satellite Settlers	0	0	1,529	7,370
D15	Local Focus	0	0	97	5,681
D16	Outlying Seniors	8	11	505	6,709
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	163	1,652
E19	Bungalow Heaven	0	0	859	6,876
E20	Classic Grandparents	0	0	248	5,570
E21	Solo Retirees	0	0	78	2,779
F22	Boomerang Boarders	0	0	573	4,643
F23	Family Ties	0	0	213	3,449
F24	Fledgling Free	0	0	331	10,775
F25	Dependable Me	0	0	206	5,985
G26	Cafés and Catchments	0	0	0	0
G27	Thriving Independence	0	0	12	1,070
G28	Modern Parents	0	0	246	7,145
G29	Mid-Career Convention	0	0	688	9,229
H30	Primary Ambitions	0	0	0	2,443
H31	Affordable Fringe	0	0	504	13,989
H32	First-Rung Futures	0	0	173	8,068
H33	Contemporary Starts	0	0	262	7,476
H34	New Foundations	0	0	263	1,002
H35	Flying Solo	0	0	75	1,209

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	9	1,220
I37	Budget Generations	0	0	263	4,139
I38	Economical Families	0	0	9	7,295
I39	Families on a Budget	0	0	443	8,850
J40	Value Rentals	0	0	152	2,575
J41	Youthful Endeavours	0	0	0	1,185
J42	Midlife Renters	0	0	177	6,861
J43	Renting Rooms	0	0	135	4,223
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	56	1,991
K48	Mature Workers	0	0	125	2,536
L49	Flatlet Seniors	0	0	143	1,644
L50	Pocket Pensions	0	0	48	2,869
L51	Retirement Communities	0	0	53	714
L52	Estate Veterans	0	0	103	2,395
L53	Seasoned Survivors	0	0	154	2,582
M54	Down-to-Earth Owners	0	0	541	3,929
M55	Back with the Folks	0	0	127	5,031
M56	Self Supporters	0	0	23	7,022
N57	Community Elders	0	0	0	167
N58	Culture & Comfort	0	0	0	0
N59	Large Family Living	0	0	0	874
N60	Ageing Access	0	0	0	45
O61	Career Builders	0	0	0	251
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	0	214	3,056
O65	Learners & Earners	0	0	0	0
O66	Student Scene	0	0	0	0
U99	Unclassified	0	0	0	63
Total		**150**	**209**	**15,084**	**210,137**

20 Minute Walktime and Drivetime Mosaic Type Visualisation

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

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. C12 Scattered Homesteads

Older households appreciating rural calm in stand-alone houses within agricultural landscapes

- Married couples aged 50+
- Most isolated housing
- Highest levels of working at home
- Often oil central heating
- Reuse and recycle
- Lower use of Internet

3. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work

- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

1. 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

2. F24 Fledgling Free

Pre-retirement couples enjoying greater space and reduced commitments since their children left home

- Older married couples
- Children have left home
- Respectable incomes
- Own suburban 3 bed semis
- One partner often not working full-time
- Average time at address 18 years

3. G29 Mid-Career Convention

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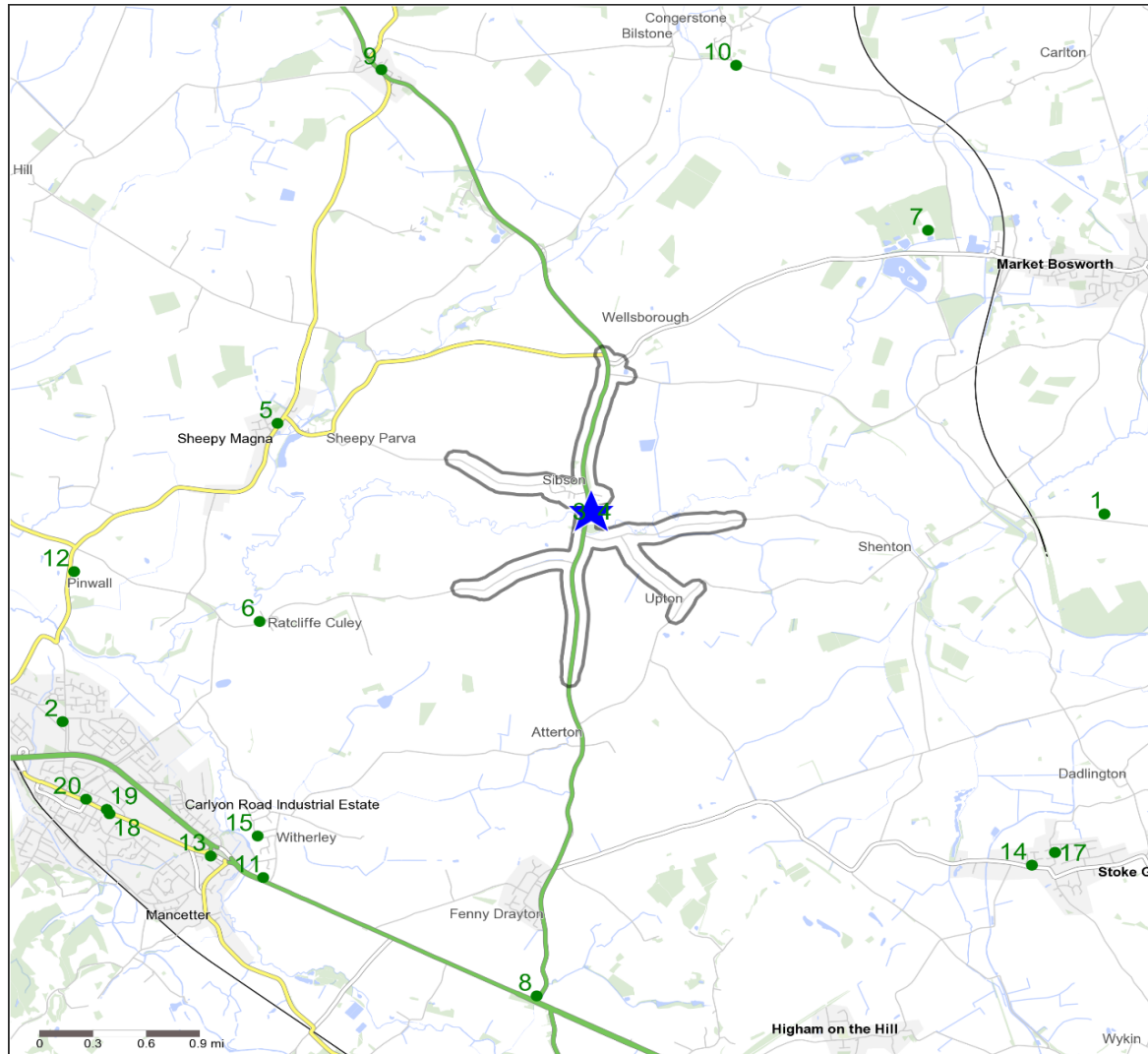

- Married couples with kids
- Traditional suburbs
- Professional jobs
- Likely to have life cover
- High proportion with mortgage
- Online grocery shopping

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	0	0.0	0	0	0.0	0	209	100.0	192
Male: Alone	11	5.3	18	0	0.0	0	198	94.7	178
Male: Group	0	0.0	0	0	0.0	0	209	100.0	201
Male: Pair	0	0.0	0	0	0.0	0	209	100.0	174
Mixed Sex: Group	0	0.0	0	11	5.3	16	198	94.7	216
Mixed Sex: Pair	0	0.0	0	73	34.9	107	137	65.6	153
With Children	0	0.0	0	0	0.0	0	209	100.0	189
Unknown	0	0.0	0	0	0.0	0	209	100.0	209
For Eating:									
Upmarket	0	0.0	0	0	0.0	0	209	100.0	212
Midmarket	0	0.0	0	0	0.0	0	209	100.0	181
Downmarket	0	0.0	0	11	5.3	15	198	94.7	228
For Drinking (monthly spend):									
Nothing	73	34.9	115	37	17.7	75	100	47.8	107
Low (less than £10)	61	29.2	98	48	23.0	98	100	47.8	105
Medium (Between £10 and £40)	0	0.0	0	161	77.0	432	48	23.0	46
High (Greater than £40)	0	0.0	0	100	47.8	233	109	52.2	100

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	56,647	27.0	89	39,136	18.6	114	114,291	54.4	104
Male: Alone	68,160	32.4	109	31,111	14.8	95	110,803	52.7	99
Male: Group	49,217	23.4	102	61,007	29.0	111	99,851	47.5	96
Male: Pair	47,560	22.6	87	39,123	18.6	122	123,391	58.7	102
Mixed Sex: Group	51,038	24.3	106	75,814	36.1	113	83,223	39.6	90
Mixed Sex: Pair	74,118	35.3	150	66,027	31.4	97	69,929	33.3	78
With Children	74,539	35.5	123	42,456	20.2	120	93,080	44.3	84
Unknown	72,386	34.4	105	26,930	12.8	71	110,759	52.7	110
For Eating:									
Upmarket	59,470	28.3	92	36,996	17.6	85	113,608	54.1	114
Midmarket	50,679	24.1	70	12,464	5.9	66	146,931	69.9	126
Downmarket	72,840	34.7	156	89,611	42.6	122	47,623	22.7	54
For Drinking (monthly spend):									
Nothing	73,138	34.8	115	60,792	28.9	122	76,145	36.2	81
Low (less than £10)	73,270	34.9	117	68,009	32.4	138	68,796	32.7	72
Medium (Between £10 and £40)	67,412	32.1	105	36,992	17.6	99	105,671	50.3	100
High (Greater than £40)	38,289	18.2	70	56,013	26.7	130	115,772	55.1	105

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	Battlefield Bar And Restaurant, CV13 0AD	Independent Free	0.0	7.4
2	Maya Bar & Restaurant, CV 9 3AD	Independent Free	0.0	9.6
3	Cock Inn, CV13 6LB	Star Pubs & Bars	0.0	0.3
4	Millers Hotel, CV13 6LB	Greene King	0.0	0.3
5	Black Horse, CV 9 3QR	Marston's	41.0	5.1
6	Gate, CV 9 3NY	Marston's	43.5	5.0
7	Cafe Kouts, CV13 6PD	Independent Free	57.6	5.6
8	Royal Red Gate Inn, CV10 0RY	Marston's	58.8	5.2
9	Turpins Bar And Grill, CV 9 3PL	*Other Small Retail Groups	63.8	5.2
10	Horse & Jockey, CV13 6LY	Independent Free	83.3	7.6
11	Bull Inn, CV 9 1RD	Ei Group	94.2	8.0
12	Red Lion, CV 9 3NB	*Other Small Retail Groups	96.3	7.7
13	Blue Boar Inn, CV 9 1NE	Independent Free	100.8	8.6
14	George & Dragon, CV13 6EZ	Save Investments	101.9	8.9
15	Blue Lion, CV 9 3NA	Independent Free	104.2	7.5
16	Three Horseshoes, CV13 6HE	Ei Group	106.8	9.7
17	White Swan, CV13 6HE	Everards	106.8	9.7
18	Old Swan, CV 9 1AH	Marston's	112.8	10.3
19	Black Horse, CV 9 1AE	Unknown	113.4	10.3
20	Hat & Beaver Inn, CV 9 1AF	Independent Free	116.0	9.4