Pub Catchment Report - DE 6 3EF

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	2	2	126
Catchment Adults 18+	649	799	65,457
Catchment Adults 18+ Per Pub	325	400	520
Populaton Projection 2018 to 2028 (% change)	0.54%	-0.64%	3.77%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	Great Pub Great Food	579	89.2	172
2	Premium Local	579	89.2	191
3	Community Pub	70	10.8	17
4	High Street Pub	70	10.8	83
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	729	91.2	176
2	Premium Local	729	91.2	196
3	Community Pub	70	8.8	14
4	High Street Pub	70	8.8	68
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	Premium Local	48,359	73.9	143
2	Great Pub Great Food	40,486	61.9	133
3	High Street Pub	30,413	46.5	74
4	Community Pub	23,613	36.1	279
5	Bit of Style	13,156	20.1	50
6	Circuit Bar	5,853	8.9	33
7	Craft Led	3,594	5.5	53

Pub Catchment Report - DE 6 3EF

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	53	8.2	92	76	9.5	108	7,552	11.5	130
C1	50	7.7	63	68	8.5	69	6,681	10.2	83
C2	57	8.8	106	67	8.4	102	5,269	8.0	98
DE	33	5.1	49	38	4.8	46	4,326	6.6	64

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)	48	7.4	22	53	6.6	20	11,526	17.6	53
Medium (7-13)	330	50.8	153	345	43.2	130	24,284	37.1	112
High (14-19)	210	32.4	114	323	40.4	142	23,232	35.5	125

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Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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Mosaic Groups in 10 and 20 Minute DT Catchment Area
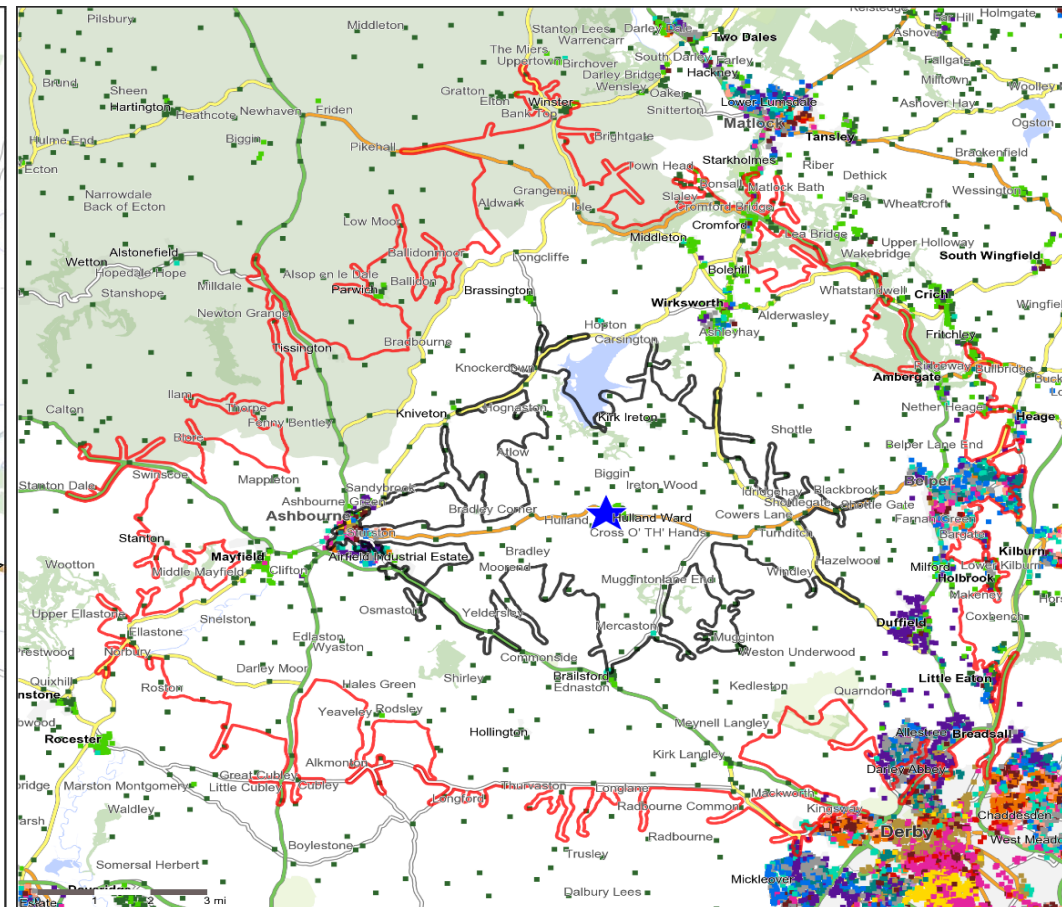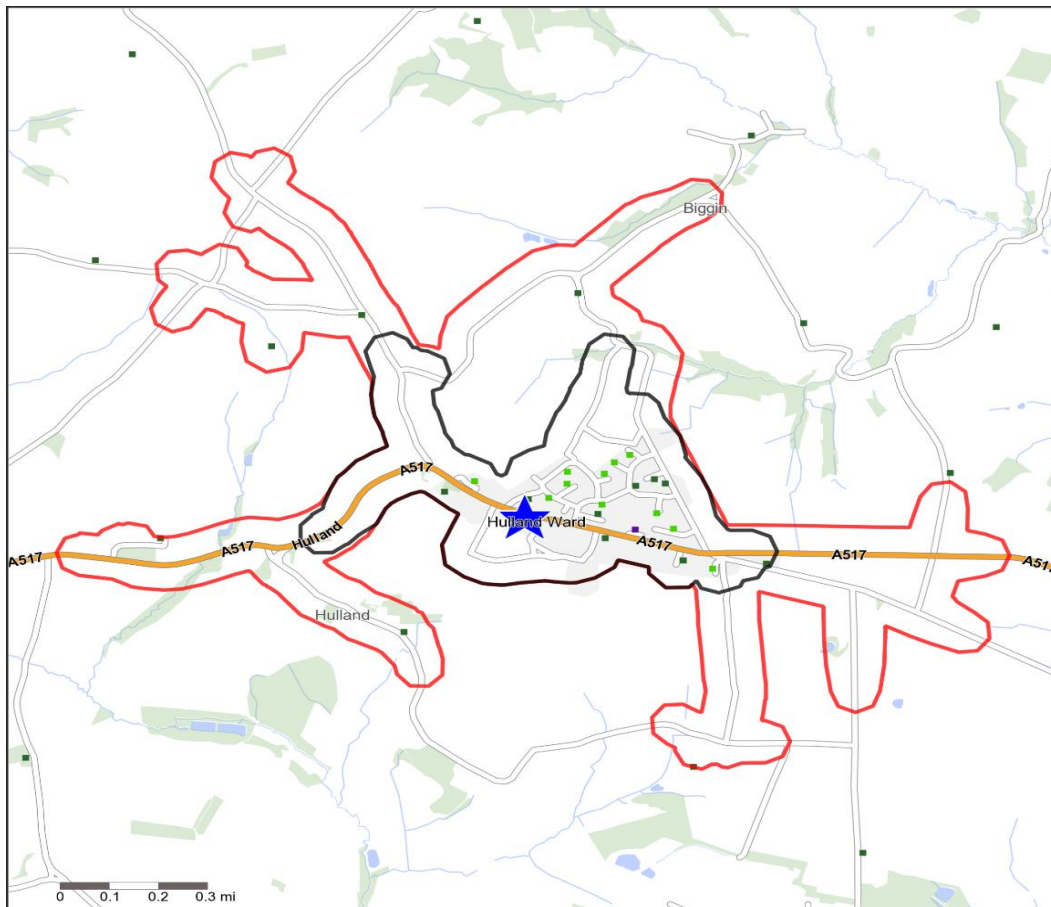
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★ Site	N 10 Minute Catchment	N 20 Minute Catchment		
A City Prosperity	B Prestige Positions	C Country Living	D Rural Reality	E Senior Security
F Suburban Stability	G Domestic Success	H Aspiring Homemakers	I Family Basics	J Transient Renters
K Municipal Tenants	L Vintage Value	M Modest Traditions	N Urban Cohesion	O Rental Hubs

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	0	517
B06 Diamond Days	0	0	42	1,512
B07 Alpha Families	11	11	67	2,554
B08 Bank of Mum and Dad	0	0	3	1,656
B09 Empty-Nest Adventure	0	0	38	3,062
C10 Wealthy Landowners	119	259	2,357	6,630
C11 Rural Vogue	0	8	165	1,008
C12 Scattered Homesteads	0	0	372	2,057
C13 Village Retirement	212	212	437	3,135
D14 Satellite Settlers	237	239	296	5,214
D15 Local Focus	0	0	29	1,811
D16 Outlying Seniors	70	70	117	1,988
D17 Far-Flung Outposts	0	0	0	0
E18 Legacy Elders	0	0	32	1,497
E19 Bungalow Heaven	0	0	57	3,277
E20 Classic Grandparents	0	0	80	799
E21 Solo Retirees	0	0	58	610
F22 Boomerang Boarders	0	0	33	1,850
F23 Family Ties	0	0	0	377
F24 Fledgling Free	0	0	214	1,652
F25 Dependable Me	0	0	38	2,386
G26 Cafés and Catchments	0	0	0	0
G27 Thriving Independence	0	0	21	738
G28 Modern Parents	0	0	49	2,107
G29 Mid-Career Convention	0	0	205	4,278
H30 Primary Ambitions	0	0	4	301
H31 Affordable Fringe	0	0	40	458
H32 First-Rung Futures	0	0	300	2,779
H33 Contemporary Starts	0	0	25	1,515
H34 New Foundations	0	0	32	295
H35 Flying Solo	0	0	31	513

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	64	359
I37 Budget Generations	0	0	40	287
I38 Economical Families	0	0	0	107
I39 Families on a Budget	0	0	49	193
J40 Value Rentals	0	0	28	329
J41 Youthful Endeavours	0	0	0	10
J42 Midlife Renters	0	0	554	2,052
J43 Renting Rooms	0	0	56	56
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	0
K48 Mature Workers	0	0	0	115
L49 Flatlet Seniors	0	0	80	165
L50 Pocket Pensions	0	0	176	840
L51 Retirement Communities	0	0	132	715
L52 Estate Veterans	0	0	112	476
L53 Seasoned Survivors	0	0	0	23
M54 Down-to-Earth Owners	0	0	82	479
M55 Back with the Folks	0	0	284	624
M56 Self Supporters	0	0	13	818
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	73	111
O61 Career Builders	0	0	0	259
O62 Central Pulse	0	0	0	0
O63 Flexible Workforce	0	0	0	0
O64 Bus-Route Renters	0	0	217	698
O65 Learners & Earners	0	0	0	43
O66 Student Scene	0	0	0	0
U99 Unclassified	0	0	14	123
Total	649	799	7,116	65,458

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. 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. 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. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners

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- Live in larger villages
- Close to transport links
- Own pleasant homes
- Online groceries
- Try to reduce water used in home

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	250	31.3	191	549	68.7	132
Male: Alone	70	8.8	29	0	0.0	0	729	91.2	171
Male: Group	0	0.0	0	212	26.5	101	587	73.5	148
Male: Pair	0	0.0	0	0	0.0	0	799	100.0	174
Mixed Sex: Group	0	0.0	0	521	65.2	204	278	34.8	79
Mixed Sex: Pair	239	29.9	128	282	35.3	109	278	34.8	81
With Children	0	0.0	0	0	0.0	0	799	100.0	189
Unknown	239	29.9	91	0	0.0	0	560	70.1	146
For Eating:									
Upmarket	0	0.0	0	11	1.4	7	788	98.6	209
Midmarket	0	0.0	0	0	0.0	0	799	100.0	181
Downmarket	0	0.0	0	70	8.8	25	729	91.2	219
For Drinking (monthly spend):									
Nothing	70	8.8	29	8	1.0	4	721	90.2	201
Low (less than £10)	212	26.5	89	317	39.7	169	270	33.8	75
Medium (Between £10 and £40)	0	0.0	0	482	60.3	338	317	39.7	79
High (Greater than £40)	0	0.0	0	259	32.4	158	540	67.6	129

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	12,065	18.4	61	10,997	16.8	103	42,272	64.6	124
Male: Alone	13,128	20.1	67	7,904	12.1	77	44,302	67.7	127
Male: Group	9,339	14.3	62	17,276	26.4	101	38,720	59.2	119
Male: Pair	8,408	12.8	49	7,072	10.8	71	49,853	76.2	133
Mixed Sex: Group	6,149	9.4	41	27,615	42.2	132	31,570	48.2	110
Mixed Sex: Pair	20,443	31.2	133	17,943	27.4	84	26,948	41.2	96
With Children	11,012	16.8	58	10,815	16.5	98	43,507	66.5	126
Unknown	16,006	24.5	74	8,559	13.1	73	40,769	62.3	130
For Eating:									
Upmarket	12,969	19.8	65	8,608	13.2	63	43,757	66.8	141
Midmarket	8,750	13.4	39	1,075	1.6	18	55,509	84.8	153
Downmarket	10,175	15.5	70	24,266	37.1	106	30,893	47.2	113
For Drinking (monthly spend):									
Nothing	13,378	20.4	68	18,709	28.6	121	33,247	50.8	113
Low (less than £10)	22,613	34.5	116	21,073	32.2	137	21,647	33.1	73
Medium (Between £10 and £40)	17,981	27.5	90	17,571	26.8	151	29,782	45.5	91
High (Greater than £40)	10,676	16.3	63	17,184	26.3	128	37,474	57.2	109

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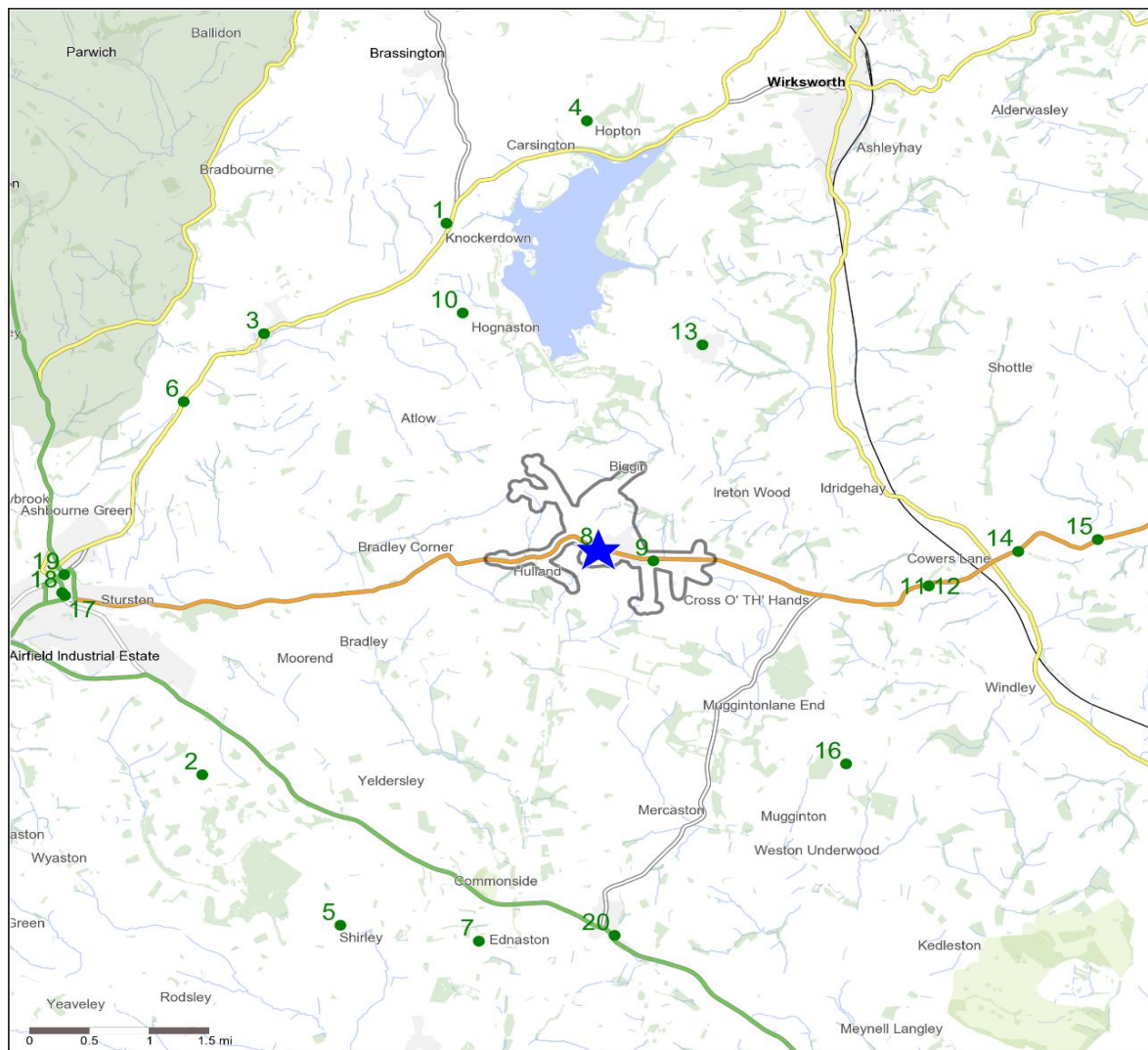
Competitor Map

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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	Knockerdown Inn, DE 6 1NQ	New River Retail	0.0	8.4
2	Shoulder Of Mutton, DE 6 1LW	Independent Free	0.0	9.5
3	Red Lion, DE 6 1JH	Independent Free	0.0	10.9
4	Miners Arms, DE 4 4DE	Unknown	0.0	11.3
5	Saracens Head, DE 6 3AS	Greene King	0.0	11.4
6	Ketch, DE 6 1JF	Independent Free	0.0	11.6
7	Yew Tree Inn, DE 6 3AE	Unknown	0.0	12.5
8	Nags Head, DE 6 3EF	Star Pubs & Bars	0.0	0.1
9	Black Horse Inn, DE 6 3EE	Independent Free	10.6	2.2
10	Red Lion Inn, DE 6 1PR	*Other Small Retail Groups	50.1	6.8
11	Cross Keys, DE56 2LH	Independent Free	57.0	5.9
12	Tiger Inn, DE56 2LH	Marston's	57.0	5.9
13	Barley Mow, DE 6 3JP	Independent Free	57.6	7.6
14	Railway Inn, DE56 2LF	Marston's	73.6	7.8
15	Hanging Gate, DE56 2LE	Mitchells & Butlers	89.0	9.1
16	Cock Inn, DE 6 4PJ	Independent Free	92.7	7.5
17	Jam's Coffee Shop, DE 6 1DA	Independent Free	93.2	8.5
18	Wheel Inn, DE 6 1BX	Ei Group	93.8	8.6
19	Smiths Tavern, DE 6 1GH	Marston's	98.4	9.4
20	Rose & Crown, DE 6 3DA	Marston's	115.7	11.0