Pub Catchment Report - CW 3 0DX

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	3	3	120
Catchment Adults 18+	1,305	1,582	91,233
Catchment Adults 18+ Per Pub	435	527	760
Populaton Projection 2018 to 2028 (% change)	3.93%	3.55%	3.92%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Premium Local	1,170	89.7	173	
2	Great Pub Great Food	1,159	88.8	191	
3	Community Pub	135	10.3	16	
4	High Street Pub	106	8.1	63	
5	Bit of Style	11	0.8	2	
6	Circuit Bar	11	0.8	3	
7	Craft Led	0	0.0	0	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Premium Local	1,428	90.3	174	
2	Great Pub Great Food	1,417	89.6	192	
3	Community Pub	159	10.1	16	
4	High Street Pub	125	7.9	61	
5	Bit of Style	11	0.7	2	
6	Circuit Bar	11	0.7	3	
7	Craft Led	0	0.0	0	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	Premium Local	57,364	62.9	121	
2	Great Pub Great Food	47,905	52.5	113	
3	High Street Pub	46,549	51.0	81	
4	Community Pub	40,528	44.4	344	
5	Bit of Style	14,922	16.4	41	
6	Circuit Bar	7,047	7.7	29	
7	Craft Led	4,560	5.0	49	

Pub Catchment Report - CW 3 0DX

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	131	10.0	114	164	10.4	117	8,373	9.2	104
C1	113	8.7	71	135	8.5	70	9,610	10.5	86
C2	73	5.6	68	91	5.8	70	7,188	7.9	95
DE	70	5.4	52	83	5.2	51	7,757	8.5	83

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	5.9	18	91	5.8	17	23,037	25.3	76
Medium (7-13)	378	29.0	87	437	27.6	83	32,609	35.7	108
High (14-19)	596	45.7	161	748	47.3	166	26,017	28.5	100

Catchment Mosaic Groups

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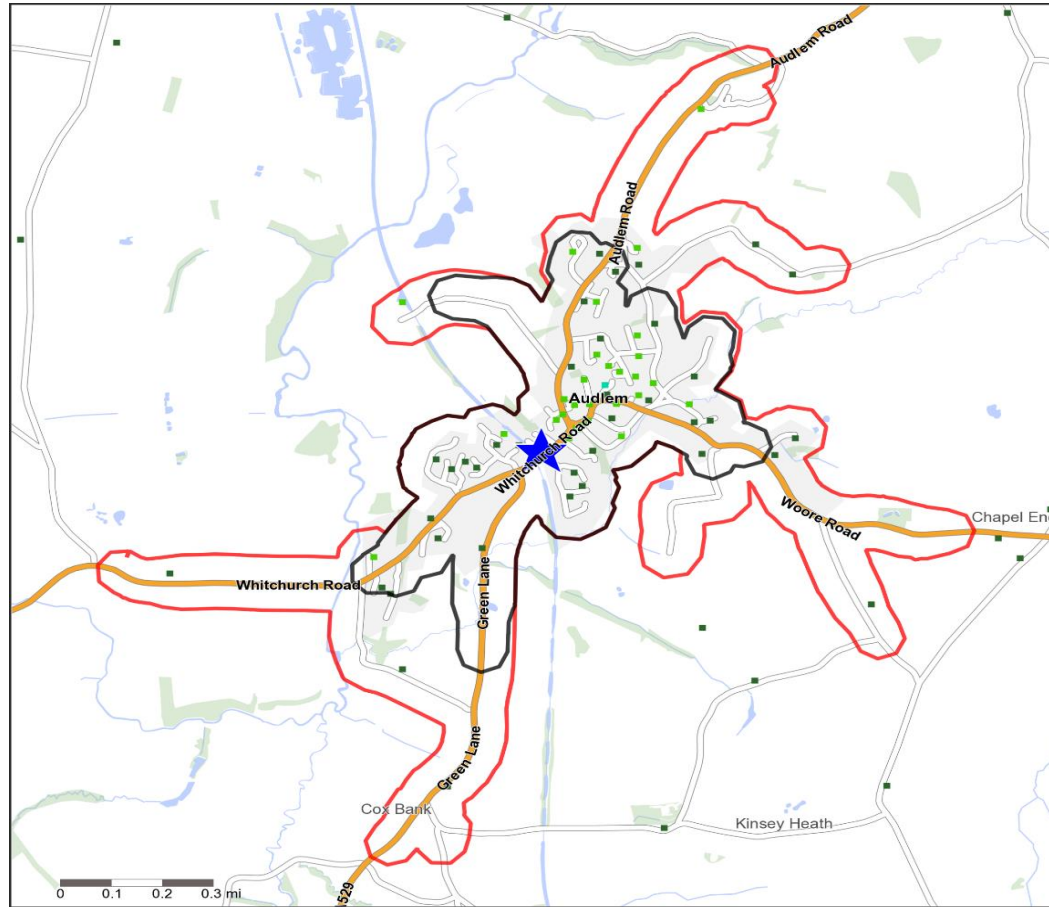
Mosaic Groups in 10 and 20 Minute DT Catchment Area

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Legend

★ 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	
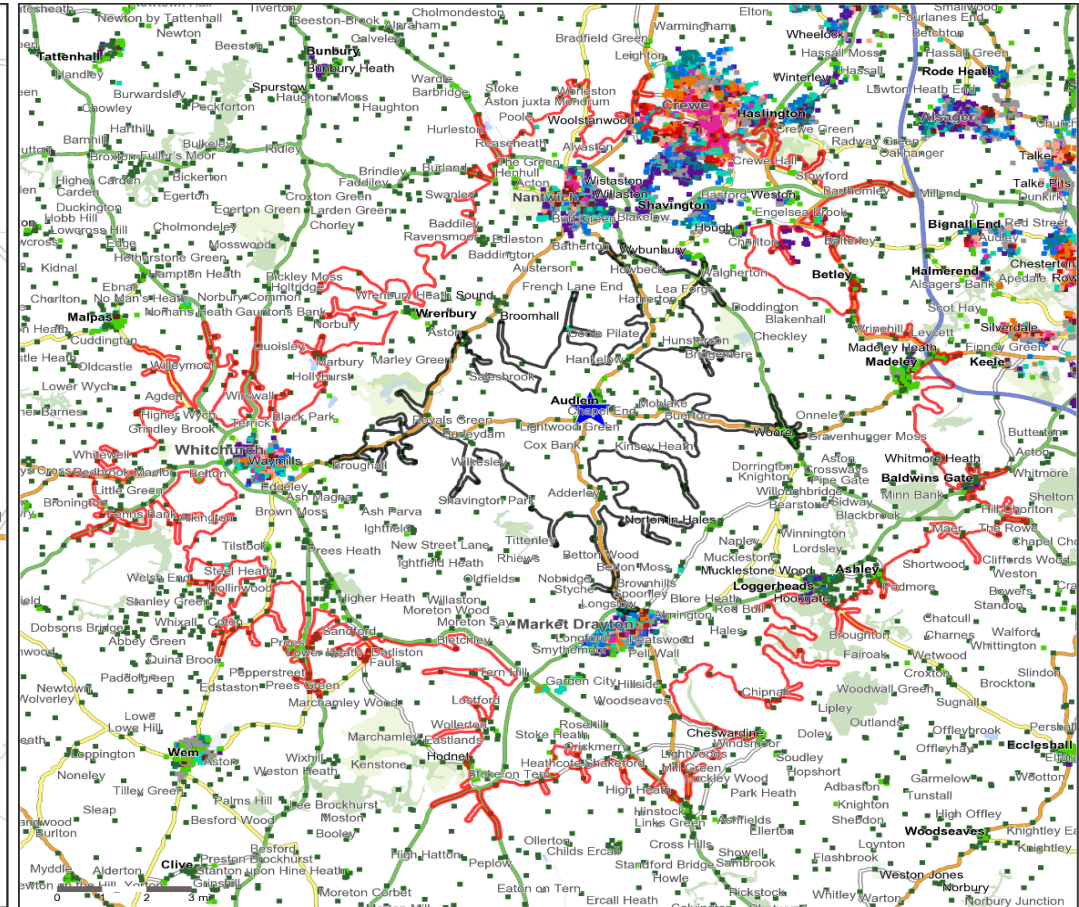
Adults 18+ by Mosaic Type in Each Catchment

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	185
B06	Diamond Days	0	0	0	553
B07	Alpha Families	0	0	1	1,725
B08	Bank of Mum and Dad	0	0	0	1,689
B09	Empty-Nest Adventure	0	0	3	3,790
C10	Wealthy Landowners	151	247	1,547	5,256
C11	Rural Vogue	0	20	941	4,249
C12	Scattered Homesteads	0	5	504	3,672
C13	Village Retirement	583	667	1,228	6,573
D14	Satellite Settlers	425	478	744	3,747
D15	Local Focus	29	29	88	2,353
D16	Outlying Seniors	106	125	200	2,150
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	3	1,105
E19	Bungalow Heaven	0	0	5	5,027
E20	Classic Grandparents	0	0	0	1,028
E21	Solo Retirees	0	0	0	1,578
F22	Boomerang Boarders	0	0	0	2,032
F23	Family Ties	0	0	0	300
F24	Fledgling Free	0	0	23	2,547
F25	Dependable Me	0	0	6	2,728
G26	Cafés and Catchments	0	0	0	21
G27	Thriving Independence	0	0	0	653
G28	Modern Parents	0	0	25	4,038
G29	Mid-Career Convention	0	0	16	2,873
H30	Primary Ambitions	0	0	0	482
H31	Affordable Fringe	0	0	0	1,936
H32	First-Rung Futures	0	0	5	2,578
H33	Contemporary Starts	0	0	43	1,851
H34	New Foundations	11	11	19	525
H35	Flying Solo	0	0	0	488

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	0	284
I37	Budget Generations	0	0	0	1,229
I38	Economical Families	0	0	0	470
I39	Families on a Budget	0	0	0	1,012
J40	Value Rentals	0	0	0	581
J41	Youthful Endeavours	0	0	0	86
J42	Midlife Renters	0	0	16	2,367
J43	Renting Rooms	0	0	0	2,904
K44	Inner City Stalwarts	0	0	0	0
K45	City Diversity	0	0	0	0
K46	High Rise Residents	0	0	0	84
K47	Single Essentials	0	0	0	663
K48	Mature Workers	0	0	0	891
L49	Flatlet Seniors	0	0	0	447
L50	Pocket Pensions	0	0	0	1,291
L51	Retirement Communities	0	0	28	802
L52	Estate Veterans	0	0	0	1,268
L53	Seasoned Survivors	0	0	0	478
M54	Down-to-Earth Owners	0	0	0	1,444
M55	Back with the Folks	0	0	0	1,385
M56	Self Supporters	0	0	1	1,497
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	0	129
O61	Career Builders	0	0	0	777
O62	Central Pulse	0	0	0	0
O63	Flexible Workforce	0	0	0	0
O64	Bus-Route Renters	0	0	0	802
O65	Learners & Earners	0	0	0	34
O66	Student Scene	0	0	0	19
U99	Unclassified	0	0	0	2,553
Total		**1,305**	**1,582**	**5,446**	**91,229**

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

1. 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

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. 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

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- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

3. E19 Bungalow Haven

Peace-seeking seniors appreciating the calm of bungalow estates designed for the older owners

- Elderly couples and singles
- Own their bungalow outright
- Neighbourhoods of elderly people
- May research online
- Like buying in store
- Pre-pay mobiles, low spend

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	11	0.7	2	507	32.0	196	1,064	67.3	129
Male: Alone	125	7.9	27	0	0.0	0	1,457	92.1	173
Male: Group	0	0.0	0	696	44.0	168	886	56.0	113
Male: Pair	0	0.0	0	11	0.7	5	1,571	99.3	173
Mixed Sex: Group	11	0.7	3	1,299	82.1	257	272	17.2	39
Mixed Sex: Pair	478	30.2	129	796	50.3	155	307	19.4	45
With Children	0	0.0	0	29	1.8	11	1,553	98.2	185
Unknown	507	32.0	98	11	0.7	4	1,064	67.3	140
For Eating:									
Upmarket	0	0.0	0	11	0.7	3	1,571	99.3	210
Midmarket	0	0.0	0	0	0.0	0	1,582	100.0	181
Downmarket	0	0.0	0	154	9.7	28	1,428	90.3	217
For Drinking (monthly spend):									
Nothing	159	10.1	33	20	1.3	5	1,403	88.7	198
Low (less than £10)	671	42.4	142	652	41.2	175	258	16.3	36
Medium (Between £10 and £40)	0	0.0	0	918	58.0	325	663	41.9	83
High (Greater than £40)	0	0.0	0	247	15.6	76	1,335	84.4	161

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	17,452	19.1	63	14,956	16.4	100	56,272	61.7	118
Male: Alone	21,980	24.1	81	10,701	11.7	75	55,999	61.4	115
Male: Group	14,172	15.5	68	28,058	30.8	117	46,450	50.9	103
Male: Pair	13,540	14.8	57	12,759	14.0	92	62,381	68.4	119
Mixed Sex: Group	13,238	14.5	63	35,175	38.6	121	40,268	44.1	101
Mixed Sex: Pair	23,481	25.7	110	32,743	35.9	110	32,456	35.6	83
With Children	21,040	23.1	80	11,005	12.1	72	56,635	62.1	117
Unknown	22,121	24.2	74	8,811	9.7	54	57,748	63.3	132
For Eating:									
Upmarket	16,048	17.6	57	14,296	15.7	75	58,336	63.9	135
Midmarket	15,970	17.5	51	1,870	2.0	23	70,840	77.6	140
Downmarket	17,328	19.0	85	31,888	35.0	100	39,464	43.3	104
For Drinking (monthly spend):									
Nothing	22,137	24.3	80	27,448	30.1	127	39,095	42.9	96
Low (less than £10)	31,731	34.8	117	28,202	30.9	132	28,746	31.5	69
Medium (Between £10 and £40)	21,706	23.8	78	23,350	25.6	143	43,625	47.8	95
High (Greater than £40)	15,991	17.5	68	17,610	19.3	94	55,079	60.4	115

Competitor Map and Report
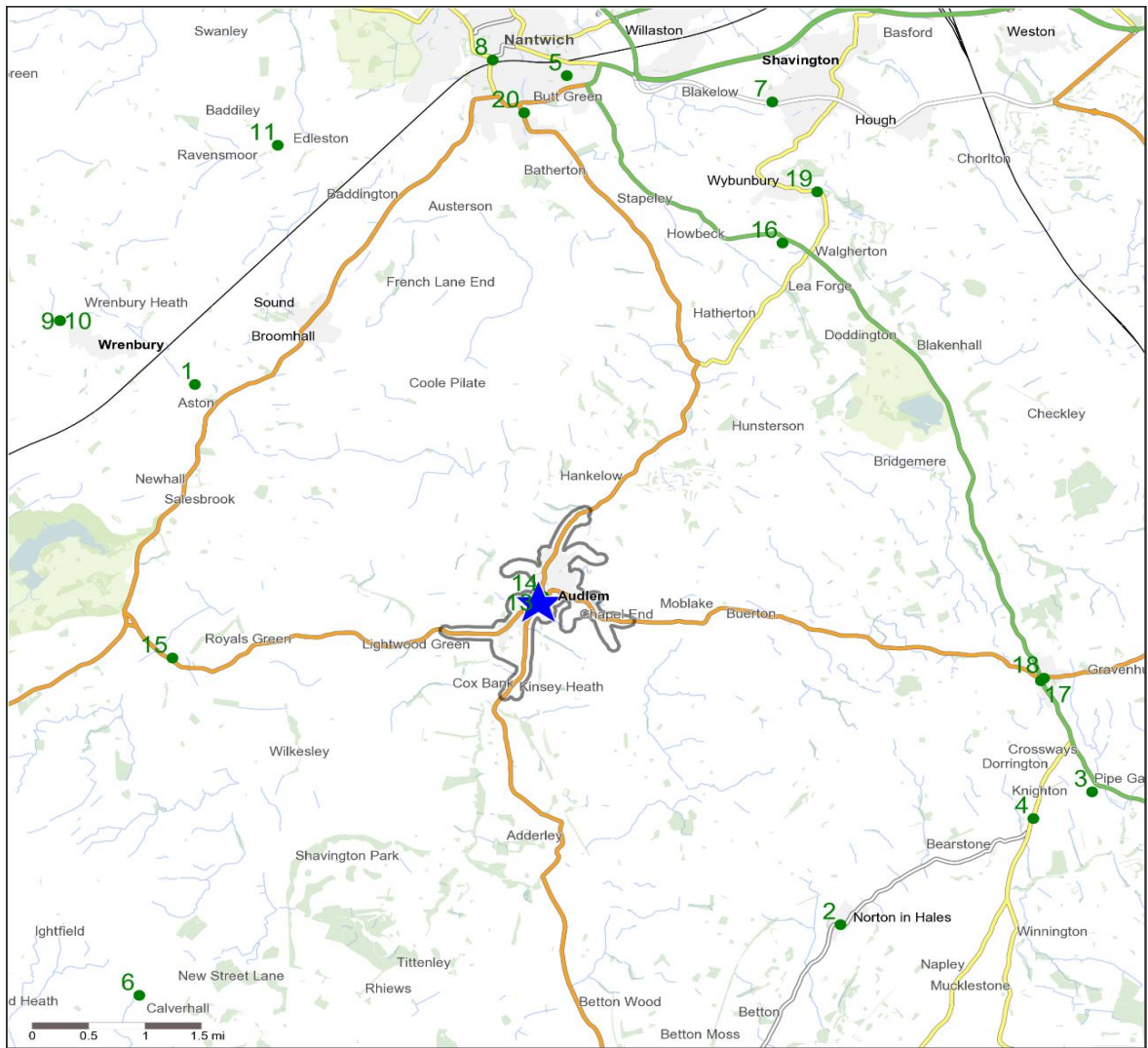
Competitor Map

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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	Bhurtpore Inn, CW 5 8DQ	Independent Free	0.0	10.5
2	Hinds Head, TF 9 4AT	Unknown	0.0	11.3
3	Chetwode Arms, TF 9 4HD	*Other Small Retail Groups	0.0	11.7
4	White Lion, TF 9 4HJ	Independent Free	0.0	12.4
5	Cronkinsons Farm, CW 5 7GZ	Marston's	0.0	12.6
6	Olde Jack Inn, SY13 4PA	*Other Small Retail Groups	0.0	14.3
7	Elephant, CW 2 5DZ	Star Pubs & Bars	0.0	14.3
8	Railway, CW 5 5SS	Star Pubs & Bars	0.0	14.6
9	Cotton Arms, CW 5 8HG	Independent Free	0.0	15.3
10	Dusty Miller, CW 5 8HG	Robinsons	0.0	15.3
11	Farmers Arms, CW 5 8PN	Independent Free	0.0	16.4
12	Bridge Inn, CW 3 0DX	Marston's	0.0	0.1
13	Shroppie Fly, CW 3 0DX	Star Pubs & Bars	0.0	0.1
14	Lord Combermere Hotel, CW 3 0AQ	Ei Group	1.5	0.4
15	Combermere Arms, SY13 4AT	Restaurant Group	72.5	6.0
16	Boars Head, CW 5 7LA	Parogon Pub Group Ltd	94.2	9.4
17	Falcon Hotel, CW 3 9SE	Marston's	95.9	9.0
18	Coopers Arms, CW 3 9SD	Star Pubs & Bars	96.0	9.1
19	Swan Inn, CW 5 7NA	Robinsons	102.7	10.9
20	Globe Inn, CW 5 7EA	Independent Free	117.2	12.1