Pub Catchment Report - CV23 9NY

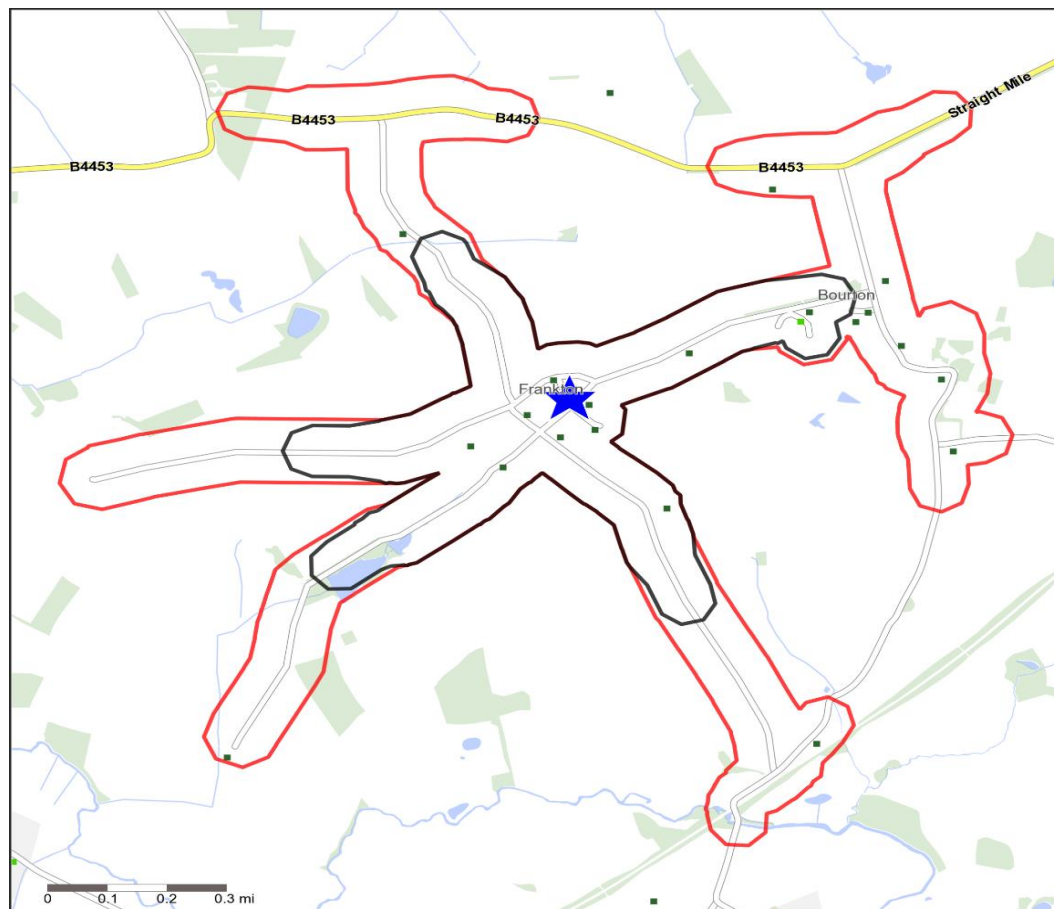| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	1	269
Catchment Adults 18+	267	411	299,754
Catchment Adults 18+ Per Pub	267	411	1,114
Populaton Projection 2018 to 2028 (% change)	2.16%	3.22%	9.31%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Great Pub Great Food	267	100.0	193	
2	Premium Local	267	100.0	215	
3	Community Pub	10	3.7	6	
4	Bit of Style	0	0.0	0	
5	Circuit Bar	0	0.0	0	
6	Craft Led	0	0.0	0	
7	High Street Pub	0	0.0	0	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Great Pub Great Food	411	100.0	193	
2	Premium Local	411	100.0	215	
3	Community Pub	11	2.7	4	
4	Bit of Style	0	0.0	0	
5	Circuit Bar	0	0.0	0	
6	Craft Led	0	0.0	0	
7	High Street Pub	0	0.0	0	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	212,225	70.8	137	
2	Community Pub	156,845	52.3	112	
3	Premium Local	150,804	50.3	80	
4	Great Pub Great Food	106,569	35.6	275	
5	Bit of Style	90,482	30.2	75	
6	Circuit Bar	62,012	20.7	77	
7	Craft Led	49,417	16.5	160	

Pub Catchment Report - CV23 9NY

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	43	16.1	182	67	16.3	184	27,999	9.3	106
C1	24	9.0	73	39	9.5	77	37,306	12.4	101
C2	20	7.5	91	25	6.1	74	21,671	7.2	88
DE	8	3.0	29	13	3.2	31	29,541	9.9	96

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)	5	1.9	6	8	1.9	6	99,726	33.3	100
Medium (7-13)	53	19.9	60	69	16.8	51	106,341	35.5	107
High (14-19)	212	79.4	279	317	77.1	271	71,900	24.0	84

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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★ 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
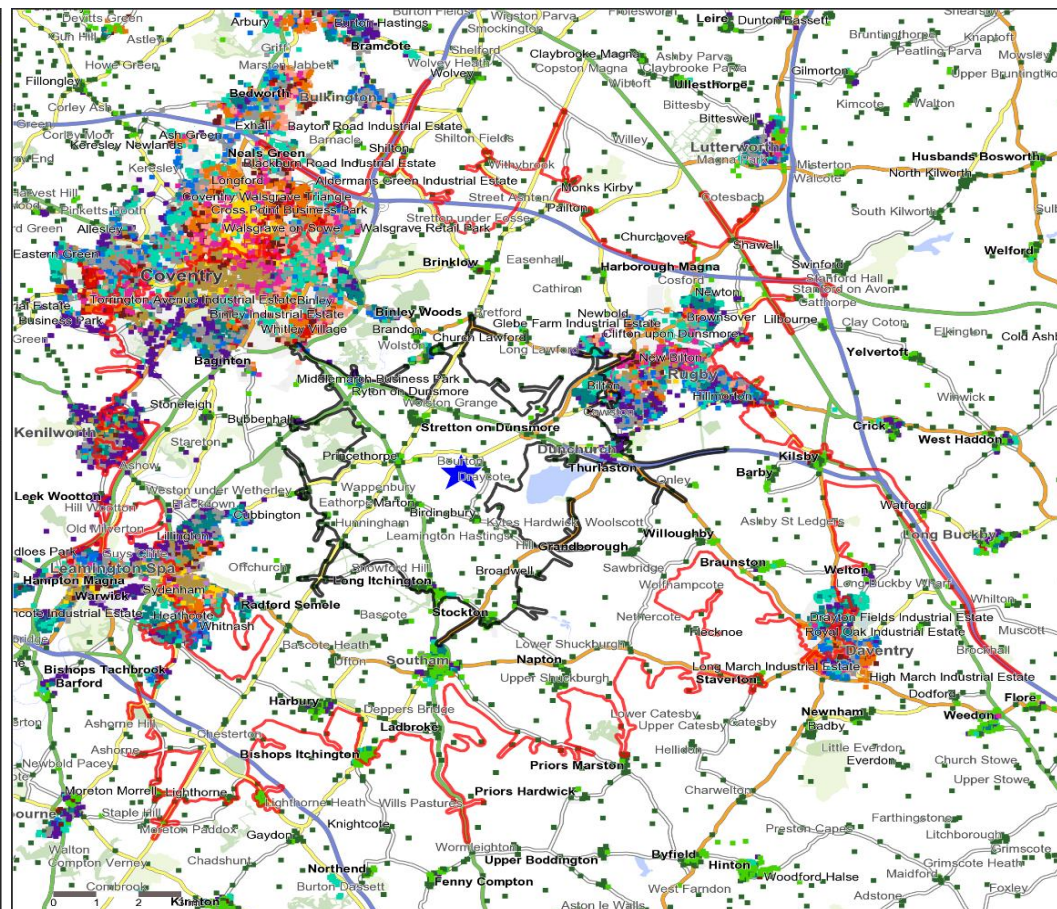
Adults 18+ by Mosaic Type in Each Catchment

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	1,395
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	232
B05	Premium Fortunes	0	0	25	2,201
B06	Diamond Days	0	0	264	5,279
B07	Alpha Families	0	0	832	4,469
B08	Bank of Mum and Dad	0	0	382	4,692
B09	Empty-Nest Adventure	0	0	502	5,525
C10	Wealthy Landowners	129	222	1,916	5,810
C11	Rural Vogue	65	71	377	1,780
C12	Scattered Homesteads	10	11	65	572
C13	Village Retirement	61	95	1,892	6,243
D14	Satellite Settlers	3	13	1,869	7,512
D15	Local Focus	0	0	1,164	4,186
D16	Outlying Seniors	0	0	398	2,316
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	22	8,333
E19	Bungalow Heaven	0	0	324	6,104
E20	Classic Grandparents	0	0	4	8,142
E21	Solo Retirees	0	0	7	7,605
F22	Boomerang Boarders	0	0	137	5,085
F23	Family Ties	0	0	11	3,540
F24	Fledgling Free	0	0	192	2,057
F25	Dependable Me	0	0	180	4,783
G26	Cafés and Catchments	0	0	0	3,320
G27	Thriving Independence	0	0	83	6,801
G28	Modern Parents	0	0	1,895	7,177
G29	Mid-Career Convention	0	0	426	8,964
H30	Primary Ambitions	0	0	83	8,338
H31	Affordable Fringe	0	0	228	5,643
H32	First-Rung Futures	0	0	85	8,853
H33	Contemporary Starts	0	0	851	7,255
H34	New Foundations	0	0	73	2,059
H35	Flying Solo	0	0	96	2,477

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	149	5,843
I37	Budget Generations	0	0	0	2,209
I38	Economical Families	0	0	0	2,793
I39	Families on a Budget	0	0	41	6,675
J40	Value Rentals	0	0	6	812
J41	Youthful Endeavours	0	0	6	2,711
J42	Midlife Renters	0	0	51	13,048
J43	Renting Rooms	0	0	0	13,910
K44	Inner City Stalwarts	0	0	0	277
K45	City Diversity	0	0	0	214
K46	High Rise Residents	0	0	0	2,144
K47	Single Essentials	0	0	0	5,287
K48	Mature Workers	0	0	0	1,083
L49	Flatlet Seniors	0	0	0	3,059
L50	Pocket Pensions	0	0	149	2,887
L51	Retirement Communities	0	0	163	2,263
L52	Estate Veterans	0	0	75	3,366
L53	Seasoned Survivors	0	0	1	1,972
M54	Down-to-Earth Owners	0	0	0	780
M55	Back with the Folks	0	0	72	7,178
M56	Self Supporters	0	0	90	5,123
N57	Community Elders	0	0	0	1,403
N58	Culture & Comfort	0	0	0	931
N59	Large Family Living	0	0	0	1,318
N60	Ageing Access	0	0	14	3,948
O61	Career Builders	0	0	0	5,143
O62	Central Pulse	0	0	0	3,568
O63	Flexible Workforce	0	0	0	1,766
O64	Bus-Route Renters	0	0	140	5,713
O65	Learners & Earners	0	0	0	16,825
O66	Student Scene	0	0	0	5,498
U99	Unclassified	0	0	8	11,260
Total		268	412	15,348	299,755

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

1. O65 Learners & Earners

Inhabitants of the university fringe where students and older residents mix in cosmopolitan locations

- Students among local residents
- Close proximity to universities
- Cosmopolitan atmosphere
- Often terraces
- Two-thirds rent privately
- Watch videos online

2. 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. J43 Renting Rooms

Transient renters of low cost accommodation often within older properties

- Singles and homesharers
- Short term private renters
- Low rent accommodation
- Often Victorian terraces
- Most likely to get a lift to work
- Low wage occupations

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

3. J42 Midlife Renters

Maturing singles in employment who are renting affordable homes for the short-term

- Homesharers and singles
- In employment
- Don't have children
- Average age 45
- Privately renting affordable homes
- Mostly terraces

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	13	3.2	19	398	96.8	186
Male: Alone	0	0.0	0	0	0.0	0	411	100.0	188
Male: Group	0	0.0	0	95	23.1	88	316	76.9	155
Male: Pair	0	0.0	0	0	0.0	0	411	100.0	174
Mixed Sex: Group	0	0.0	0	108	26.3	82	303	73.7	168
Mixed Sex: Pair	13	3.2	13	105	25.5	79	292	71.0	166
With Children	0	0.0	0	0	0.0	0	411	100.0	189
Unknown	13	3.2	10	0	0.0	0	398	96.8	202
For Eating:									
Upmarket	0	0.0	0	0	0.0	0	411	100.0	212
Midmarket	0	0.0	0	0	0.0	0	411	100.0	181
Downmarket	0	0.0	0	0	0.0	0	411	100.0	240
For Drinking (monthly spend):									
Nothing	11	2.7	9	71	17.3	73	330	80.3	179
Low (less than £10)	105	25.5	86	84	20.4	87	222	54.0	119
Medium (Between £10 and £40)	0	0.0	0	327	79.6	446	84	20.4	41
High (Greater than £40)	0	0.0	0	222	54.0	263	189	46.0	88

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	108,333	36.1	119	49,147	16.4	100	131,013	43.7	84
Male: Alone	96,779	32.3	108	49,895	16.6	107	141,820	47.3	89
Male: Group	59,557	19.9	87	104,817	35.0	134	124,119	41.4	83
Male: Pair	88,309	29.5	113	48,734	16.3	107	151,451	50.5	88
Mixed Sex: Group	97,034	32.4	142	84,843	28.3	89	106,617	35.6	81
Mixed Sex: Pair	104,792	35.0	149	89,769	29.9	92	93,932	31.3	73
With Children	93,446	31.2	108	45,904	15.3	91	149,143	49.8	94
Unknown	86,154	28.7	87	63,949	21.3	119	138,390	46.2	96
For Eating:									
Upmarket	103,642	34.6	113	67,985	22.7	109	116,866	39.0	83
Midmarket	118,958	39.7	116	19,333	6.4	71	150,202	50.1	91
Downmarket	79,666	26.6	120	104,566	34.9	100	104,261	34.8	84
For Drinking (monthly spend):									
Nothing	73,314	24.5	81	78,415	26.2	111	136,764	45.6	102
Low (less than £10)	88,650	29.6	99	73,741	24.6	105	126,102	42.1	93
Medium (Between £10 and £40)	104,662	34.9	114	37,767	12.6	71	146,065	48.7	97
High (Greater than £40)	82,083	27.4	106	48,805	16.3	79	157,606	52.6	101

Competitor Map and Report
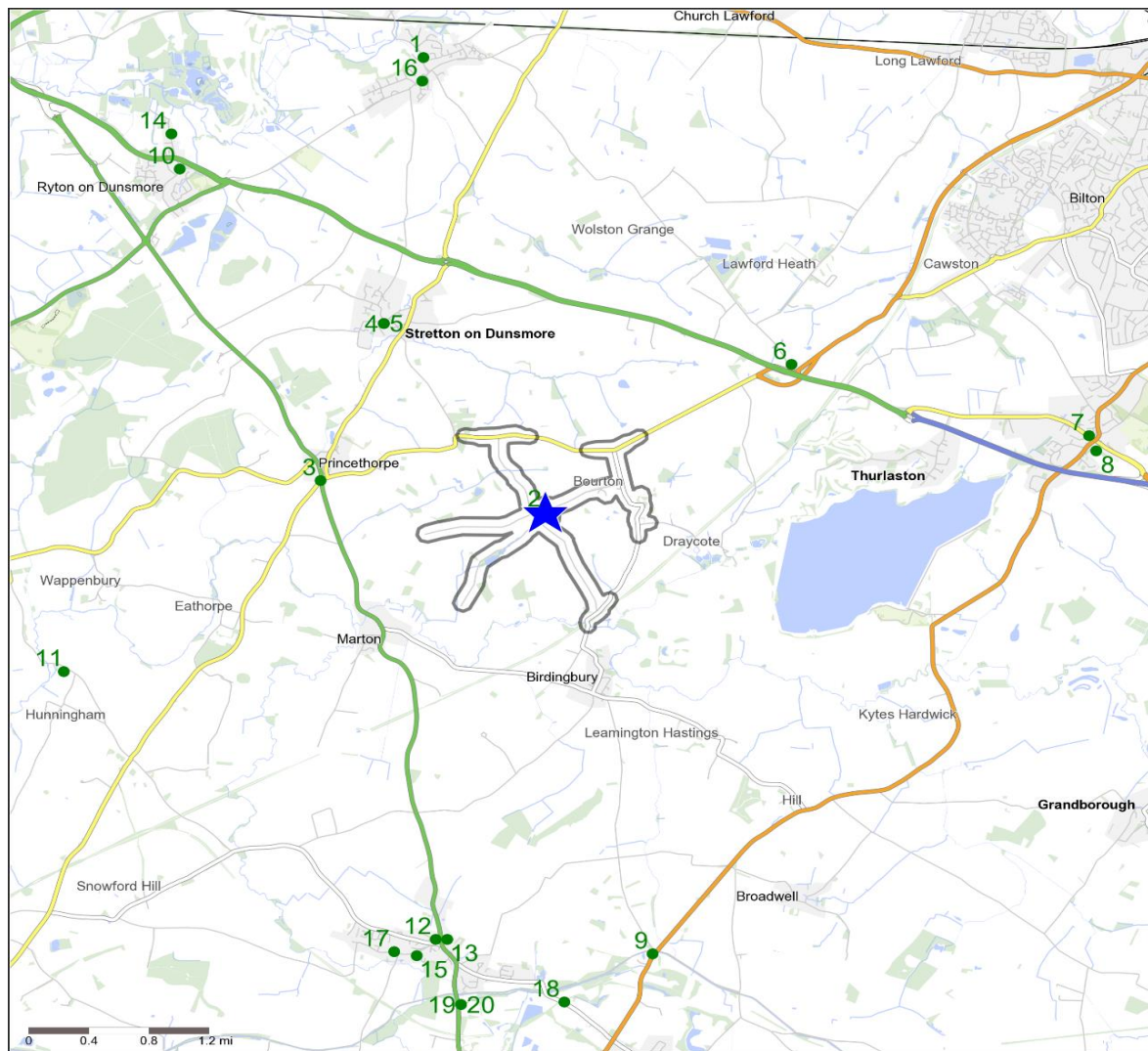
Competitor Map

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★ Site   ● Star Pubs   ● Pubs   Ⲛ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Rose & Crown, CV 8 3HJ	Star Pubs & Bars	0.0	10.7
2	Friendly Inn, CV23 9NY	Star Pubs & Bars	0.0	0.2
3	Three Horseshoes, CV23 9PS	Ei Group	40.7	3.8
4	Oak & Black Dog, CV23 9LY	Ei Group	41.0	4.8
5	Shoulder Of Mutton, CV23 9LY	Wells and Youngs	41.0	4.8
6	Bear, CV23 9HQ	Wells and Youngs	48.9	5.2
7	Dun Cow, CV22 6NJ	Mitchells & Butlers	84.0	8.3
8	Old Thatch Cottage Hotel & Restaurant, CV22 6NG	Independent Free	88.0	9.0
9	Boat Inn, CV23 8HQ	*Other Small Retail Groups	94.4	7.2
10	Blacksmiths Arms, CV 8 3EY	Star Pubs & Bars	102.8	8.6
11	Red Lion, CV33 9DY	Independent Free	106.6	9.1
12	Buck & Bell, CV47 9PH	Unknown	107.2	8.2
13	Duck On The Pond, CV47 9QJ	Wells and Youngs	108.1	8.3
14	Malt Shovel, CV 8 3ET	Ei Group	108.3	9.3
15	Harvester, CV47 9PE	Independent Free	112.8	8.8
16	Half Moon, CV 8 3HB	Ei Group	115.6	10.6
17	Green Man, CV47 9PW	New River Retail	115.7	9.3
18	Blue Lias Inn, CV47 8LD	Ei Group	115.8	9.1
19	Cuttle Inn, CV47 9QZ	Independent Free	117.9	9.7
20	Two Boats, CV47 9QZ	Independent Free	117.9	9.7