Pub Catchment Report - BN14 9AD

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	3	8	204
Catchment Adults 18+	5,432	17,792	307,520
Catchment Adults 18+ Per Pub	1,811	2,224	1,507
Populaton Projection 2018 to 2028 (% change)	9.47%	9.54%	7.89%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	5,187	95.5	184
2	Premium Local	3,468	63.8	137
3	Great Pub Great Food	2,668	49.1	78
4	Bit of Style	2,521	46.4	359
5	Community Pub	1,934	35.6	88
6	Circuit Bar	434	8.0	30
7	Craft Led	52	1.0	9

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	15,760	88.6	171
2	Premium Local	11,483	64.5	138
3	Great Pub Great Food	9,447	53.1	84
4	Community Pub	7,615	42.8	331
5	Bit of Style	7,338	41.2	102
6	Circuit Bar	2,022	11.4	42
7	Craft Led	770	4.3	42

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	223,387	72.6	140
2	Premium Local	158,061	51.4	110
3	Community Pub	150,755	49.0	78
4	Great Pub Great Food	145,254	47.2	365
5	Bit of Style	91,573	29.8	74
6	Circuit Bar	36,413	11.8	44
7	Craft Led	22,358	7.3	71

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Pub Catchment Report - BN14 9AD

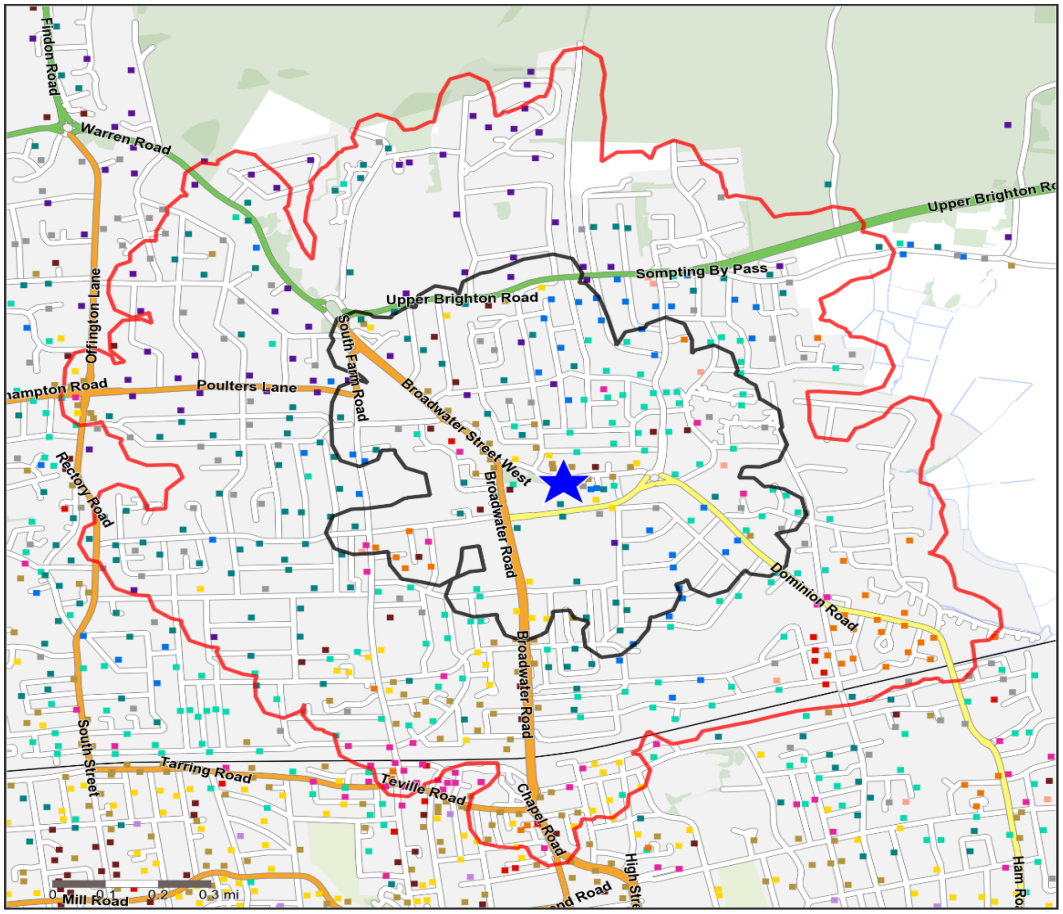
Social Grade	10 Minute WT Catchment			20 Minute WT Catchment			20 Minute DT Catchment		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
AB	501	9.2	104	1,738	9.8	110	28,920	9.4	106
C1	807	14.9	121	2,602	14.6	119	40,503	13.2	107
C2	535	9.8	119	1,634	9.2	111	24,171	7.9	95
DE	440	8.1	79	1,519	8.5	83	23,757	7.7	75

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)	940	17.3	52	3,443	19.4	58	57,694	18.8	57
Medium (7-13)	2,523	46.4	140	6,728	37.8	114	97,518	31.7	96
High (14-19)	1,835	33.8	119	7,205	40.5	142	131,653	42.8	151

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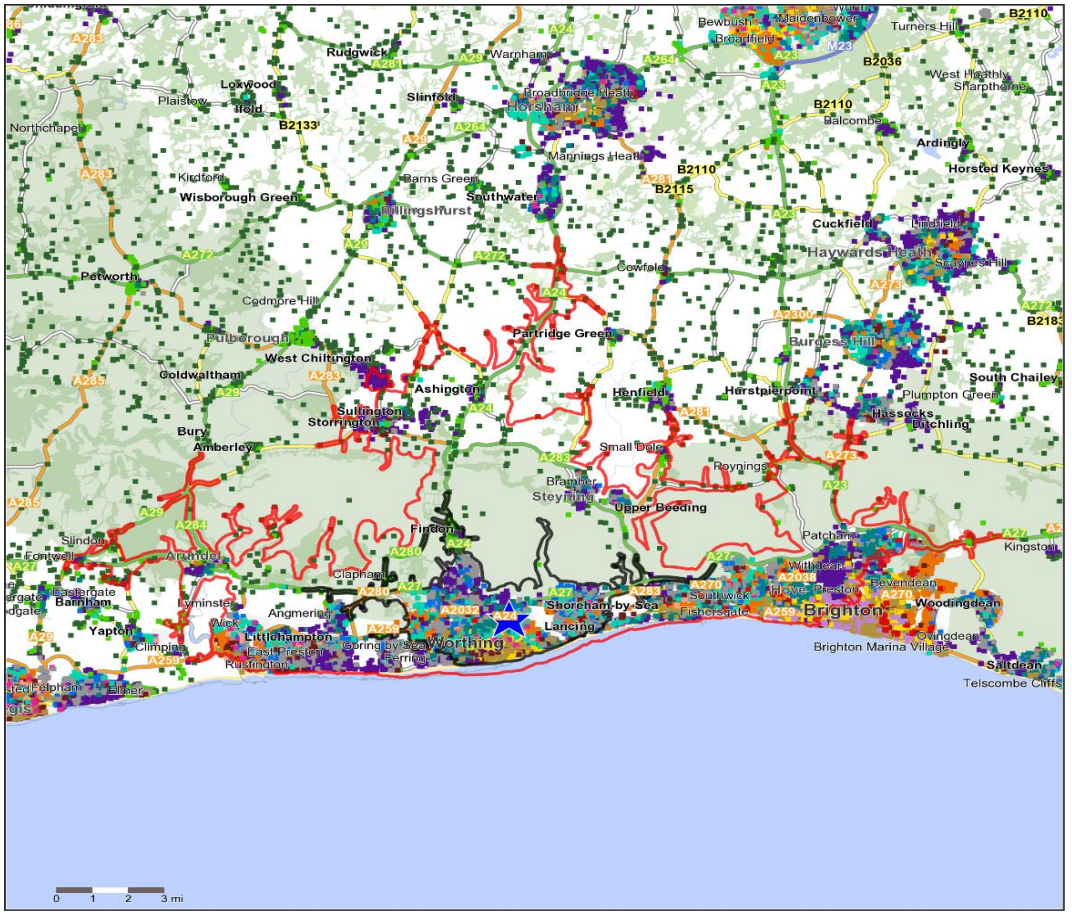
Catchment Mosaic Groups

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
10 Minute Catchment
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	27
A02	Uptown Elite	0	0	241	8,532
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	1,712
B05	Premium Fortunes	0	0	136	3,015
B06	Diamond Days	7	356	1,171	10,288
B07	Alpha Families	27	365	1,360	5,946
B08	Bank of Mum and Dad	62	603	2,223	5,078
B09	Empty-Nest Adventure	40	298	1,273	3,286
C10	Wealthy Landowners	0	0	282	3,679
C11	Rural Vogue	0	0	114	1,256
C12	Scattered Homesteads	0	0	5	141
C13	Village Retirement	0	0	558	3,102
D14	Satellite Settlers	0	1	729	4,386
D15	Local Focus	0	0	76	1,263
D16	Outlying Seniors	0	0	89	558
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	22	819	4,567	17,307
E19	Bungalow Heaven	105	105	8,531	21,673
E20	Classic Grandparents	46	146	2,673	5,294
E21	Solo Retirees	191	613	4,733	12,884
F22	Boomerang Boarders	6	20	2,743	6,340
F23	Family Ties	772	1,480	3,182	7,246
F24	Fledgling Free	3	5	1,007	1,547
F25	Dependable Me	12	154	2,337	5,353
G26	Cafés and Catchments	330	1,511	2,839	13,111
G27	Thriving Independence	517	1,688	5,905	18,962
G28	Modern Parents	0	14	234	1,374
G29	Mid-Career Convention	4	130	1,165	3,592
H30	Primary Ambitions	1,621	3,382	11,816	22,835
H31	Affordable Fringe	6	82	899	2,521
H32	First-Rung Futures	12	185	2,247	5,028
H33	Contemporary Starts	4	54	597	2,049
H34	New Foundations	0	0	333	896
H35	Flying Solo	0	10	517	1,623
I36	Solid Economy	177	810	6,198	15,605
I37	Budget Generations	0	24	320	1,153
I38	Economical Families	0	0	0	407
I39	Families on a Budget	0	24	79	696
J40	Value Rentals	10	28	42	42
J41	Youthful Endeavours	0	24	52	436
J42	Midlife Renters	156	478	2,970	6,259
J43	Renting Rooms	40	154	512	954
K44	Inner City Stalwarts	0	53	136	813
K45	City Diversity	0	0	0	98
K46	High Rise Residents	0	0	143	519
K47	Single Essentials	17	239	1,033	3,917
K48	Mature Workers	0	0	30	60
L49	Flatlet Seniors	0	75	770	1,798
L50	Pocket Pensions	160	191	1,176	3,207
L51	Retirement Communities	240	532	5,927	13,253
L52	Estate Veterans	30	35	933	2,440
L53	Seasoned Survivors	0	0	123	309
M54	Down-to-Earth Owners	0	0	48	297
M55	Back with the Folks	22	72	773	3,665
M56	Self Supporters	25	34	189	890
N57	Community Elders	0	0	40	186
N58	Culture & Comfort	0	0	0	37
N59	Large Family Living	0	0	0	0
N60	Ageing Access	343	1,312	6,525	16,845
O61	Career Builders	23	173	934	7,217
O62	Central Pulse	0	0	67	2,351
O63	Flexible Workforce	0	163	487	2,111
O64	Bus-Route Renters	402	1,348	12,045	17,891
O65	Learners & Earners	0	0	48	97
O66	Student Scene	0	0	0	13
U99	Unclassified	0	2	99	2,051
	Total	**5,432**	**17,792**	**106,281**	**307,521**

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20 Minute Walktime and Drivetime Mosaic Type Visualisation

Top 3 Mosaic Types in a 20 Minute Walktime

1. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

2. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

3. G26 Cafés and Catchments

Affluent families with growing children living in upmarket housing in city environs



- Professional couples with kids
- Good income
- Pleasant family homes
- Attractive city suburbs
- Proximity to jobs and entertainment
- Most likely to have children 12-17

Top 3 Mosaic Types in a 20 Minute Drivetime

1. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

2. 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

3. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing



- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

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

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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	9,193	51.7	171	1,609	9.0	55	6,988	39.3	75
Male: Alone	6,137	34.5	116	2,296	12.9	83	9,356	52.6	99
Male: Group	6,727	37.8	165	4,866	27.3	104	6,196	34.8	70
Male: Pair	6,079	34.2	131	1,140	6.4	42	10,570	59.4	104
Mixed Sex: Group	5,959	33.5	146	4,673	26.3	82	7,157	40.2	92
Mixed Sex: Pair	4,397	24.7	105	8,315	46.7	144	5,077	28.5	67
With Children	7,327	41.2	142	1,598	9.0	53	8,864	49.8	94
Unknown	3,010	16.9	52	8,056	45.3	252	6,724	37.8	79
For Eating:									
Upmarket	10,364	58.3	190	3,852	21.7	104	3,573	20.1	43
Midmarket	11,040	62.1	181	868	4.9	54	5,882	33.1	60
Downmarket	6,713	37.7	170	4,291	24.1	69	6,785	38.1	92
For Drinking (monthly spend):									
Nothing	8,224	46.2	153	3,809	21.4	91	5,757	32.4	72
Low (less than £10)	9,431	53.0	178	2,900	16.3	69	5,459	30.7	68
Medium (Between £10 and £40)	9,431	53.0	173	2,107	11.8	66	6,252	35.1	70
High (Greater than £40)	9,053	50.9	197	3,662	20.6	100	5,075	28.5	55

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Pubs & Leisure: Attitudinal Profiles

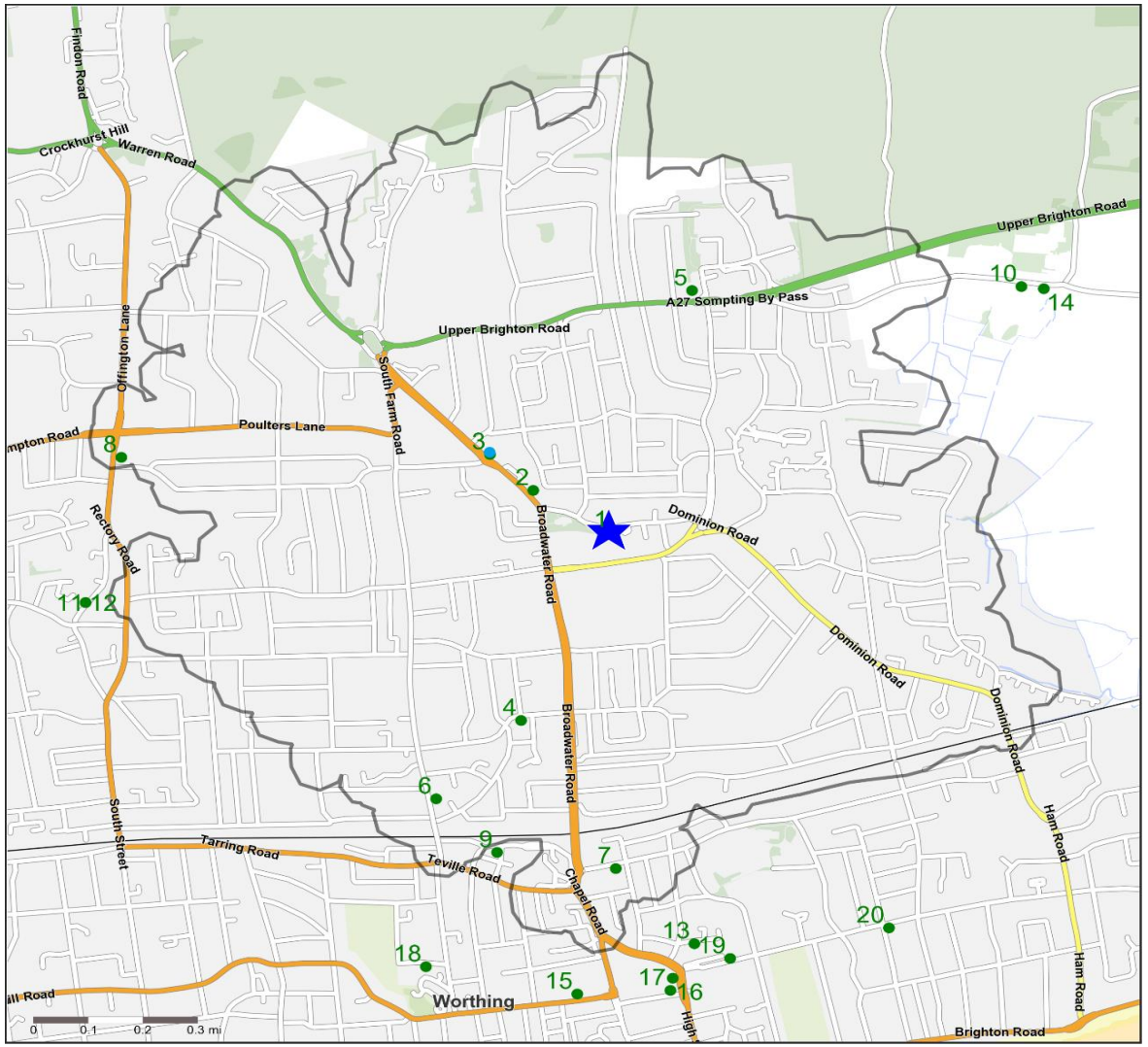
Activity Group Structure	20 Minute Drivetime								
	High			Medium			Low		
	Target Customers	% of Population	Index	Target Customers	% of Population	Index	Target Customers	% of Population	Index
Female: Alone, Pair or Group	108,593	35.3	117	40,756	13.3	81	156,121	50.8	97
Male: Alone	92,099	29.9	101	44,864	14.6	93	168,506	54.8	103
Male: Group	93,508	30.4	133	73,375	23.9	91	138,587	45.1	91
Male: Pair	99,805	32.5	124	28,618	9.3	61	177,046	57.6	100
Mixed Sex: Group	69,693	22.7	99	98,756	32.1	101	137,020	44.6	101
Mixed Sex: Pair	67,260	21.9	93	119,564	38.9	120	118,645	38.6	90
With Children	84,314	27.4	95	36,536	11.9	71	184,619	60.0	113
Unknown	57,990	18.9	57	95,111	30.9	172	152,369	49.5	103
For Eating:									
Upmarket	117,488	38.2	125	64,329	20.9	100	123,652	40.2	85
Midmarket	119,186	38.8	113	28,604	9.3	103	157,680	51.3	93
Downmarket	74,720	24.3	109	91,162	29.6	85	139,588	45.4	109
For Drinking (monthly spend):									
Nothing	94,224	30.6	101	81,478	26.5	112	129,767	42.2	94
Low (less than £10)	114,592	37.3	125	76,591	24.9	106	114,287	37.2	82
Medium (Between £10 and £40)	118,523	38.5	126	43,697	14.2	80	143,250	46.6	93
High (Greater than £40)	103,500	33.7	130	63,258	20.6	100	138,712	45.1	86

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Competitor Map and Report

Source: CGA 2018

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	Olde House At Home, BN14 9AD	Star Pubs & Bars	0.0	0.1
2	Broadwater, BN14 9DA	Greene King	3.0	2.1
3	Cricketers, BN14 9DE	Star Pubs & Bars	4.8	1.7
4	Southdown, BN14 7DS	*Other Small Retail Groups	12.1	2.6
5	Toby Carvery, BN14 9JN	Mitchells & Butlers	12.7	2.2
6	Brooksteed Alehouse, BN14 7AE	Independent Free	17.5	3.9
7	Castle, BN11 1JR	Admiral Taverns Ltd	18.4	3.4
8	Thomas A Beckett Hotel, BN14 7PJ	Fuller Smith & Turner	20.5	4.2
9	Worthing Railway Station, BN11 1UR	Compass Catering	21.4	4.4
10	Gardeners Arms, BN15 0AR	Independent Free	23.2	4.0
11	George & Dragon, BN14 7NN	Ei Group	23.2	5.4
12	Vine Inn, BN14 7NN	Hall & Woodhouse	23.2	5.4
13	Corner House, BN11 1DJ	Independent Free	23.5	4.1
14	Marquis Of Granby, BN15 0AP	Star Pubs & Bars	23.8	4.1
15	Wheatsheaf, BN11 1PP	Ei Group	23.8	4.3
16	Swan, BN11 1DN	Star Pubs & Bars	24.7	4.4
17	Macmillans, BN11 1LG	Independent Free	24.7	4.4
18	Richard Cobden, BN11 4BD	Star Pubs & Bars	25.1	5.4
19	Selden Arms, BN11 2DB	Independent Free	25.7	4.7
20	Alexandra, BN11 2DF	Star Pubs & Bars	30.2	5.9