Pub Catchment Report - LS26 0SJ

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	2	6	623
Catchment Adults 18+	1,702	4,840	550,708
Catchment Adults 18+ Per Pub	851	807	884
Populaton Projection 2018 to 2028 (% change)	7.18%	6.36%	5.88%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	1,441	84.7	163	
2	Premium Local	1,045	61.4	132	
3	Community Pub	1,003	58.9	93	
4	Bit of Style	843	49.5	383	
5	Great Pub Great Food	662	38.9	96	
6	Circuit Bar	310	18.2	68	
7	Craft Led	279	16.4	159	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	3,939	81.4	157	
2	Premium Local	3,184	65.8	141	
3	Bit of Style	2,516	52.0	82	
4	Community Pub	2,479	51.2	396	
5	Great Pub Great Food	1,937	40.0	99	
6	Circuit Bar	1,086	22.4	84	
7	Craft Led	479	9.9	96	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	455,098	82.6	160	
2	Community Pub	375,787	68.2	146	
3	Premium Local	168,524	30.6	49	
4	Bit of Style	127,613	23.2	179	
5	Circuit Bar	97,918	17.8	44	
6	Great Pub Great Food	96,118	17.5	65	
7	Craft Led	75,539	13.7	133	

Pub Catchment Report - LS26 0SJ

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	168	9.9	112	495	10.2	116	36,093	6.6	74
C1	269	15.8	129	823	17.0	139	72,102	13.1	107
C2	166	9.8	118	476	9.8	119	50,282	9.1	111
DE	136	8.0	78	409	8.5	82	75,494	13.7	133

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)	553	32.5	98	1,632	33.7	102	332,358	60.4	182
Medium (7-13)	793	46.6	140	2,380	49.2	148	176,717	32.1	97
High (14-19)	412	24.2	85	1,076	22.2	78	42,072	7.6	27

Catchment Mosaic Groups

Mosaic Groups in 10 and 20 Minute WT Catchment Areas
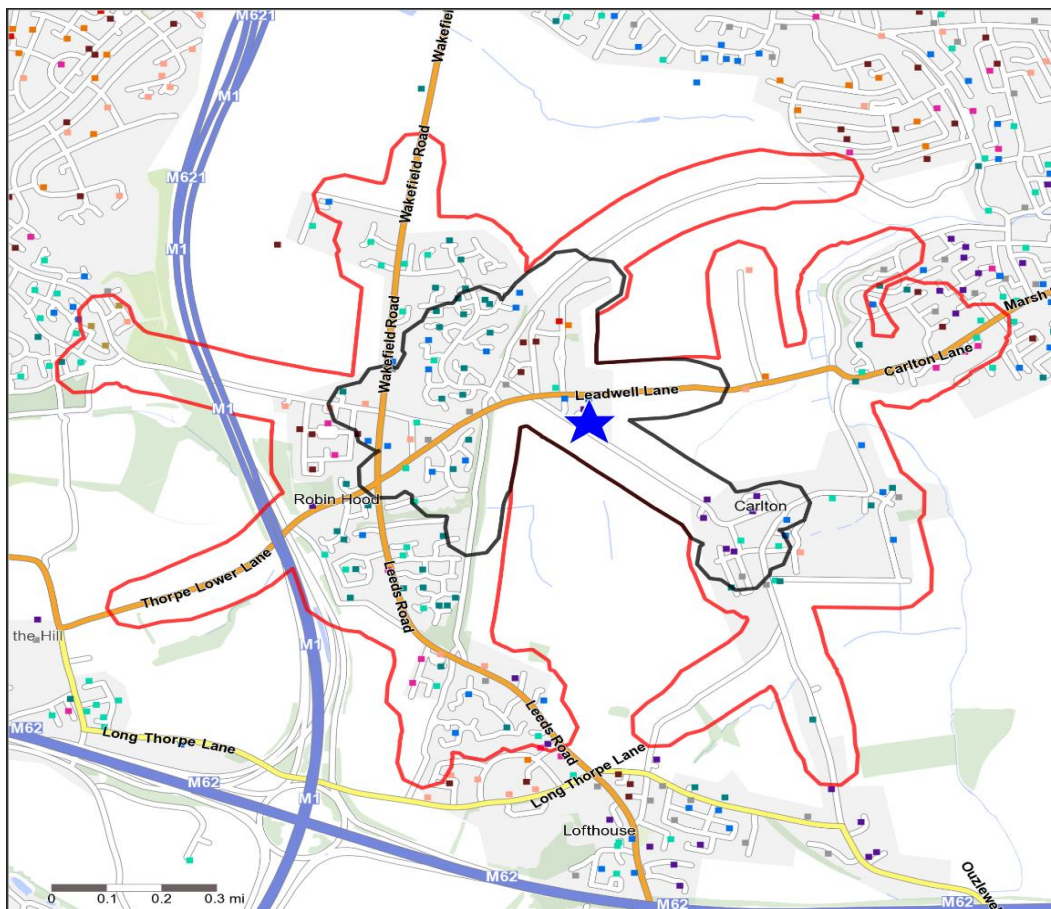
Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Mosaic Groups in 10 and 20 Minute DT Catchment Area

Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site   Ν 10 Minute Catchment   Ν 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
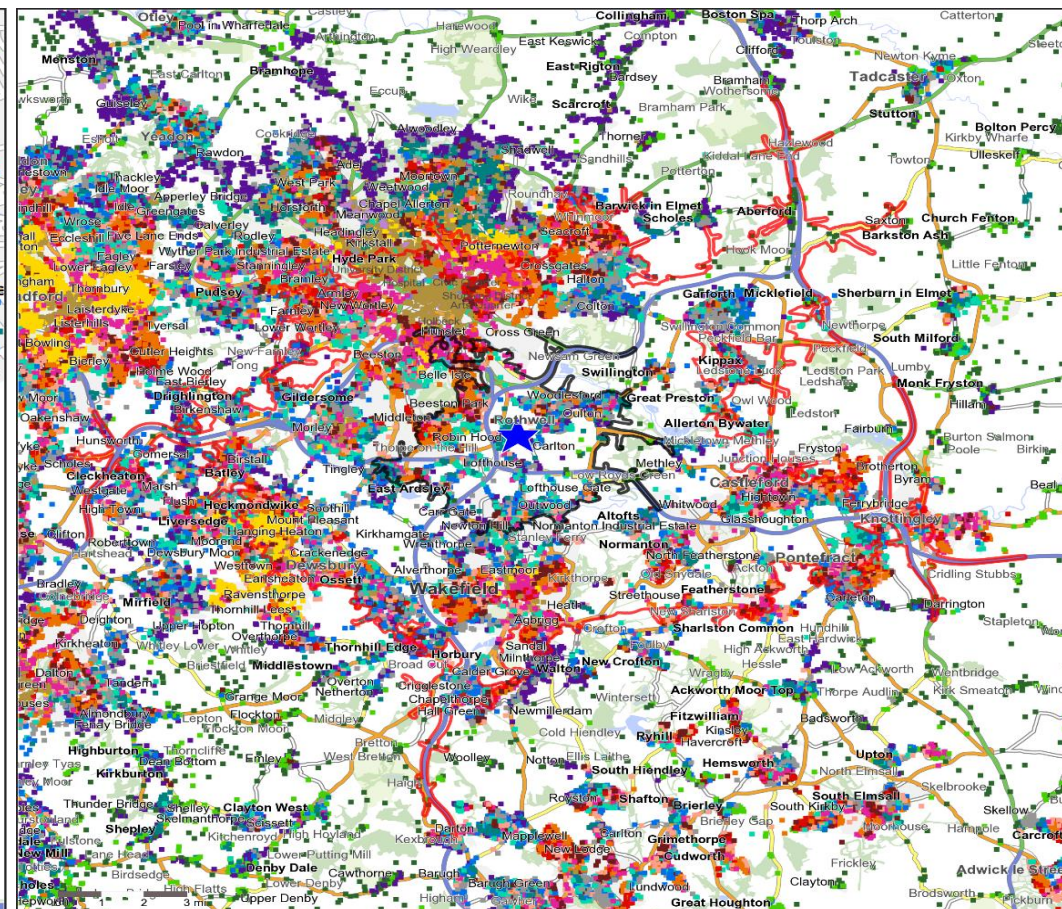
Adults 18+ by Mosaic Type in Each Catchment

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	11
A03	Penthouse Chic	0	0	0	2
A04	Metro High-Flyers	0	0	0	250
B05	Premium Fortunes	0	0	0	99
B06	Diamond Days	0	0	113	516
B07	Alpha Families	0	0	370	1,354
B08	Bank of Mum and Dad	72	128	934	3,556
B09	Empty-Nest Adventure	27	69	1,052	6,658
C10	Wealthy Landowners	1	11	19	416
C11	Rural Vogue	0	7	14	160
C12	Scattered Homesteads	0	0	2	57
C13	Village Retirement	0	5	25	654
D14	Satellite Settlers	2	43	88	526
D15	Local Focus	0	0	46	209
D16	Outlying Seniors	0	1	2	369
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	20	319	2,503
E19	Bungalow Heaven	0	20	1,894	15,381
E20	Classic Grandparents	138	192	2,988	25,296
E21	Solo Retirees	0	21	1,452	11,531
F22	Boomerang Boarders	33	41	1,967	13,953
F23	Family Ties	7	51	356	4,466
F24	Fledgling Free	12	12	2,221	11,351
F25	Dependable Me	197	441	2,489	13,256
G26	Cafés and Catchments	0	0	0	157
G27	Thriving Independence	40	80	248	4,144
G28	Modern Parents	332	881	3,735	11,394
G29	Mid-Career Convention	133	439	2,408	9,286
H30	Primary Ambitions	11	149	1,518	10,096
H31	Affordable Fringe	0	51	2,257	17,225
H32	First-Rung Futures	150	286	4,050	21,060
H33	Contemporary Starts	29	404	4,411	10,470
H34	New Foundations	1	21	118	3,236
H35	Flying Solo	129	193	305	1,972

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	262	2,183
I37	Budget Generations	75	75	1,275	6,334
I38	Economical Families	0	10	1,169	12,312
I39	Families on a Budget	0	0	5,435	39,555
J40	Value Rentals	18	64	1,197	10,791
J41	Youthful Endeavours	0	50	531	3,723
J42	Midlife Renters	0	242	2,176	16,731
J43	Renting Rooms	0	0	2,159	42,122
K44	Inner City Stalwarts	0	0	0	1,162
K45	City Diversity	0	0	0	1,290
K46	High Rise Residents	0	0	2	8,128
K47	Single Essentials	0	0	705	7,761
K48	Mature Workers	69	69	2,659	16,675
L49	Flatlet Seniors	0	0	740	12,019
L50	Pocket Pensions	80	220	1,805	10,824
L51	Retirement Communities	0	0	79	987
L52	Estate Veterans	104	138	3,026	16,395
L53	Seasoned Survivors	0	0	833	11,118
M54	Down-to-Earth Owners	0	45	1,663	9,245
M55	Back with the Folks	29	77	2,141	12,246
M56	Self Supporters	13	152	2,994	17,192
N57	Community Elders	0	0	0	1,208
N58	Culture & Comfort	0	0	0	516
N59	Large Family Living	0	0	508	18,512
N60	Ageing Access	0	0	14	1,587
O61	Career Builders	0	0	65	1,750
O62	Central Pulse	0	0	78	18,579
O63	Flexible Workforce	0	0	0	794
O64	Bus-Route Renters	1	133	668	6,702
O65	Learners & Earners	0	0	0	10,142
O66	Student Scene	0	0	0	13,480
U99	Unclassified	0	0	104	17,034
Total		**1,703**	**4,841**	**67,689**	**550,711**

Top 3 Mosaic Types in a 20 Minute Walktime

1. G28 Modern Parents

Busy couples in modern detached homes juggling the demands of school-age children and careers

- Families with school age children
- Modern housing
- Good quality detached homes
- Double income families
- Own tablets
- Search using online aggregators

2. F25 Dependable Me

Single mature owners settled in traditional suburban homes working in intermediate occupations

- Mature singles
- Traditional suburbs
- Own lower value semis
- Have lived in same house 15 years
- Intermediate occupations
- Pay as you go mobiles

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

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

2. I39 Families on a Budget

Families with children in low value social houses making limited resources go a long way

- Cohabiting couples & singles with kids
- Areas with high unemployment
- Low household income
- Small socially rented terraces and semis
- Moves tend to be within local community
- Shop for computer games online

3. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening

- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and 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

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	2,201	45.5	150	170	3.5	21	2,469	51.0	98
Male: Alone	1,376	28.4	95	1,463	30.2	194	2,000	41.3	78
Male: Group	1,323	27.3	120	1,206	24.9	95	2,311	47.7	96
Male: Pair	952	19.7	75	931	19.2	126	2,957	61.1	106
Mixed Sex: Group	761	15.7	69	2,297	47.5	149	1,782	36.8	84
Mixed Sex: Pair	2,353	48.6	207	789	16.3	50	1,697	35.1	82
With Children	2,243	46.3	160	1,059	21.9	130	1,538	31.8	60
Unknown	1,691	34.9	106	1,211	25.0	140	1,937	40.0	84
For Eating:									
Upmarket	1,741	36.0	117	1,348	27.9	134	1,751	36.2	77
Midmarket	970	20.0	58	243	5.0	56	3,626	74.9	135
Downmarket	1,346	27.8	125	2,643	54.6	157	850	17.6	42
For Drinking (monthly spend):									
Nothing	890	18.4	61	2,361	48.8	206	1,589	32.8	73
Low (less than £10)	2,158	44.6	149	954	19.7	84	1,728	35.7	79
Medium (Between £10 and £40)	2,153	44.5	145	216	4.5	25	2,470	51.0	102
High (Greater than £40)	1,471	30.4	117	850	17.6	86	2,519	52.0	100

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	177,722	32.3	107	71,952	13.1	80	284,000	51.6	99
Male: Alone	198,926	36.1	121	106,300	19.3	124	228,448	41.5	78
Male: Group	139,681	25.4	111	186,002	33.8	129	207,991	37.8	76
Male: Pair	178,223	32.4	124	133,287	24.2	159	222,165	40.3	70
Mixed Sex: Group	179,246	32.5	142	110,530	20.1	63	243,898	44.3	101
Mixed Sex: Pair	169,915	30.9	132	188,175	34.2	105	175,585	31.9	75
With Children	215,064	39.1	135	90,995	16.5	98	227,615	41.3	78
Unknown	183,606	33.3	101	77,541	14.1	79	272,528	49.5	103
For Eating:									
Upmarket	162,072	29.4	96	118,131	21.5	103	253,471	46.0	97
Midmarket	224,373	40.7	119	47,693	8.7	96	261,608	47.5	86
Downmarket	182,780	33.2	149	211,030	38.3	110	139,865	25.4	61
For Drinking (monthly spend):									
Nothing	145,939	26.5	88	148,846	27.0	114	238,889	43.4	97
Low (less than £10)	124,700	22.6	76	98,566	17.9	76	310,408	56.4	124
Medium (Between £10 and £40)	153,059	27.8	91	53,924	9.8	55	326,692	59.3	118
High (Greater than £40)	110,101	20.0	77	90,342	16.4	80	333,231	60.5	116

Competitor Map and Report
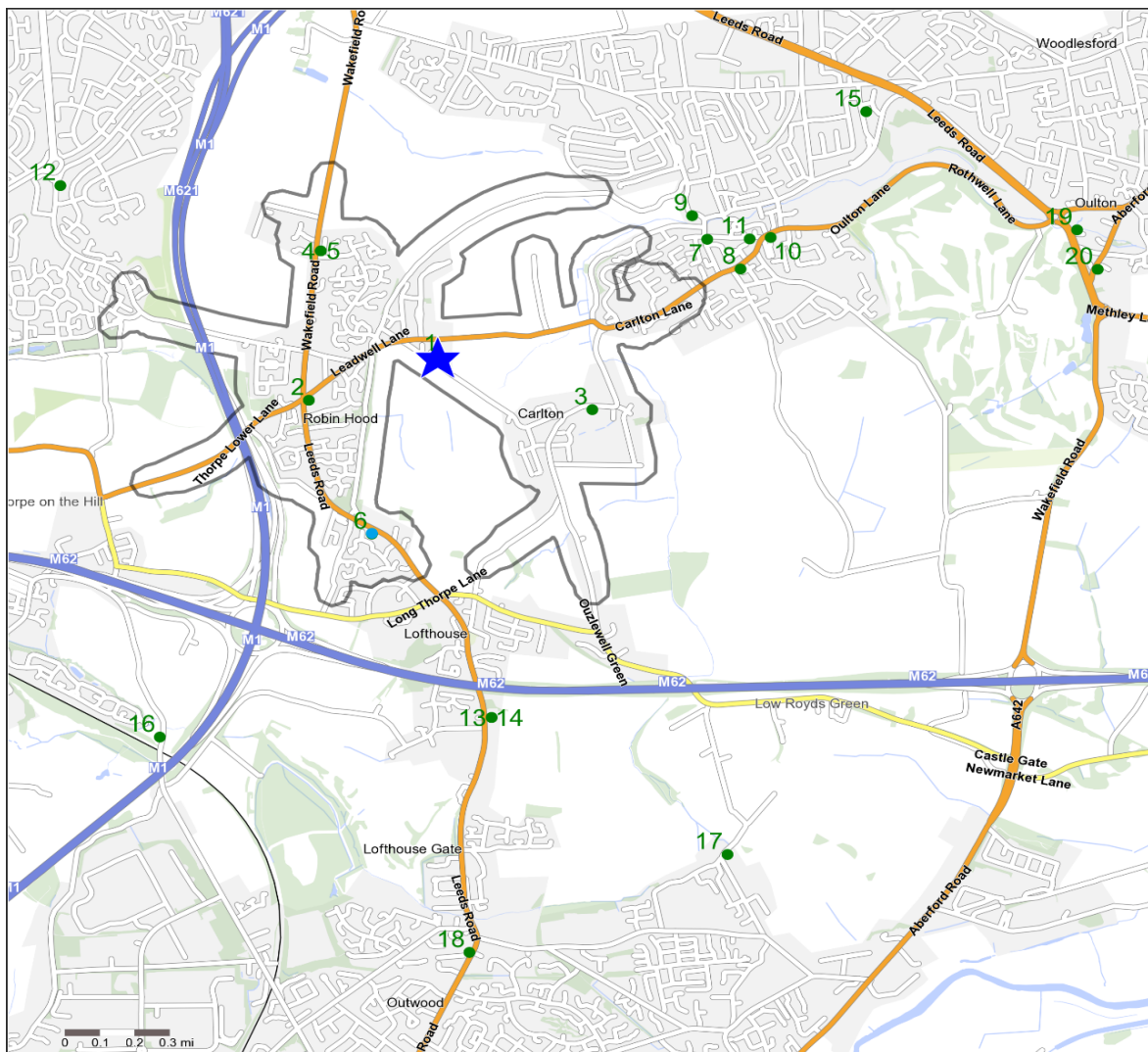
Competitor Map

Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site   ● Star Pubs   ● Pubs   ⋔ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Rosebud Inn, LS26 0SJ	Star Pubs & Bars	0.0	0.4
2	Old Halfway House, WF 3 3AB	Trust Inns	9.7	1.9
3	Unicorn Inn, WF 3 3RW	Independent Free	11.5	2.1
4	Angel Inn, LS26 0SF	Greene King	14.8	3.0
5	Coach & Horses, LS26 0SF	Ei Group	14.8	3.0
6	Gardeners Arms, WF 3 3QE	Star Pubs & Bars	16.6	3.4
7	Hare & Hounds Hotel, LS26 0QD	Ei Group	24.1	4.1
8	British Oak, LS26 0AG	Punch Pub Company	24.4	4.0
9	White Swan Inn, LS26 0QL	Greene King	25.7	4.5
10	Black Bull, LS26 0AX	Star Pubs & Bars	26.0	4.4
11	Tobias Bar, LS26 0AP	Independent Free	26.6	4.4
12	Omnibus, LS10 4AD	*Other Small Retail Groups	28.1	5.9
13	Castle Inn, WF 3 3LR	Unknown	29.0	4.9
14	Waggon & Horses, WF 3 3LR	*Other Small Retail Groups	29.0	4.9
15	Stepping Stones, LS26 0EX	Ei Group	36.8	6.6
16	Nook, WF 3 3JU	*Other Small Retail Groups	37.7	5.0
17	Stanley Arms, WF 3 4EP	*Other Small Retail Groups	39.8	6.0
18	Sun, WF 3 3HF	Mitchells & Butlers	44.4	6.9
19	Three Horseshoes, LS26 8JU	Ei Group	46.5	6.5
20	New Masons Arms, LS26 8JR	Ei Group	49.8	7.0