Pub Catchment Report - S 10 2JD

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	26	117	387
Catchment Adults 18+	11,803	57,401	412,493
Catchment Adults 18+ Per Pub	454	491	1,066
Populaton Projection 2018 to 2028 (% change)	11.02%	10.03%	6.22%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	10,654	90.3	174	
2	Bit of Style	9,791	83.0	178	
3	Circuit Bar	9,487	80.4	128	
4	Craft Led	9,287	78.7	609	
5	Community Pub	7,322	62.0	154	
6	Premium Local	2,655	22.5	84	
7	Great Pub Great Food	314	2.7	26	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	44,083	76.8	148	
2	Bit of Style	40,273	70.2	151	
3	Circuit Bar	38,867	67.7	107	
4	Craft Led	36,728	64.0	495	
5	Community Pub	29,362	51.2	127	
6	Premium Local	13,004	22.7	84	
7	Great Pub Great Food	2,593	4.5	44	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	336,091	81.5	157	
2	Community Pub	279,204	67.7	145	
3	Premium Local	146,262	35.5	56	
4	Bit of Style	113,410	27.5	213	
5	Great Pub Great Food	101,197	24.5	61	
6	Circuit Bar	82,880	20.1	75	
7	Craft Led	82,092	19.9	193	

Pub Catchment Report - S 10 2JD

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	859	7.3	82	4,559	7.9	90	34,120	8.3	94
C1	2,130	18.0	147	9,622	16.8	137	51,245	12.4	101
C2	252	2.1	26	1,347	2.3	28	30,020	7.3	88
DE	684	5.8	56	3,136	5.5	53	45,074	10.9	106

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)	4,429	37.5	113	20,911	36.4	110	221,480	53.7	162
Medium (7-13)	1,876	15.9	48	9,687	16.9	51	110,116	26.7	80
High (14-19)	481	4.1	14	2,555	4.5	16	47,828	11.6	41

Catchment Mosaic Groups

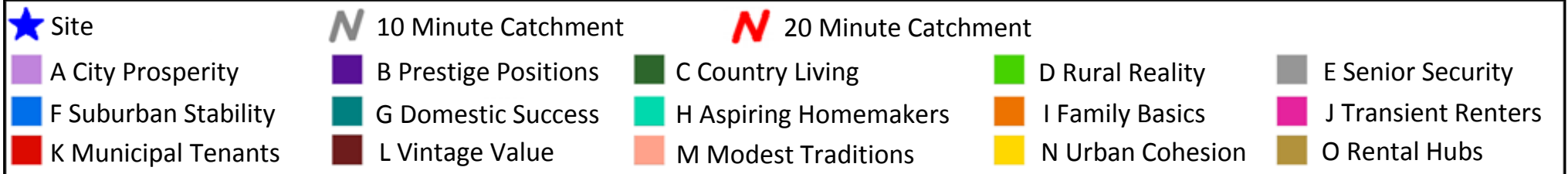## Mosaic Groups in 10 and 20 Minute WT Catchment Areas
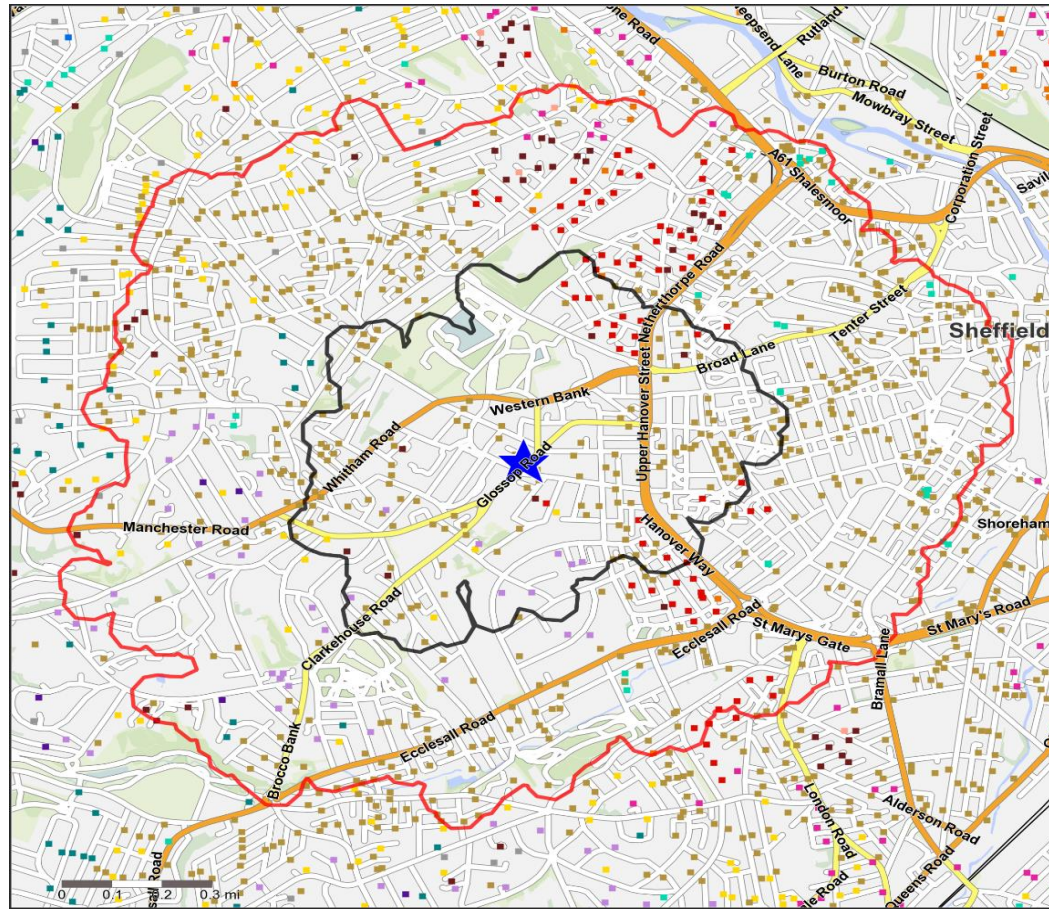
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Mosaic Groups in 10 and 20 Minute DT Catchment Area

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★ Site   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
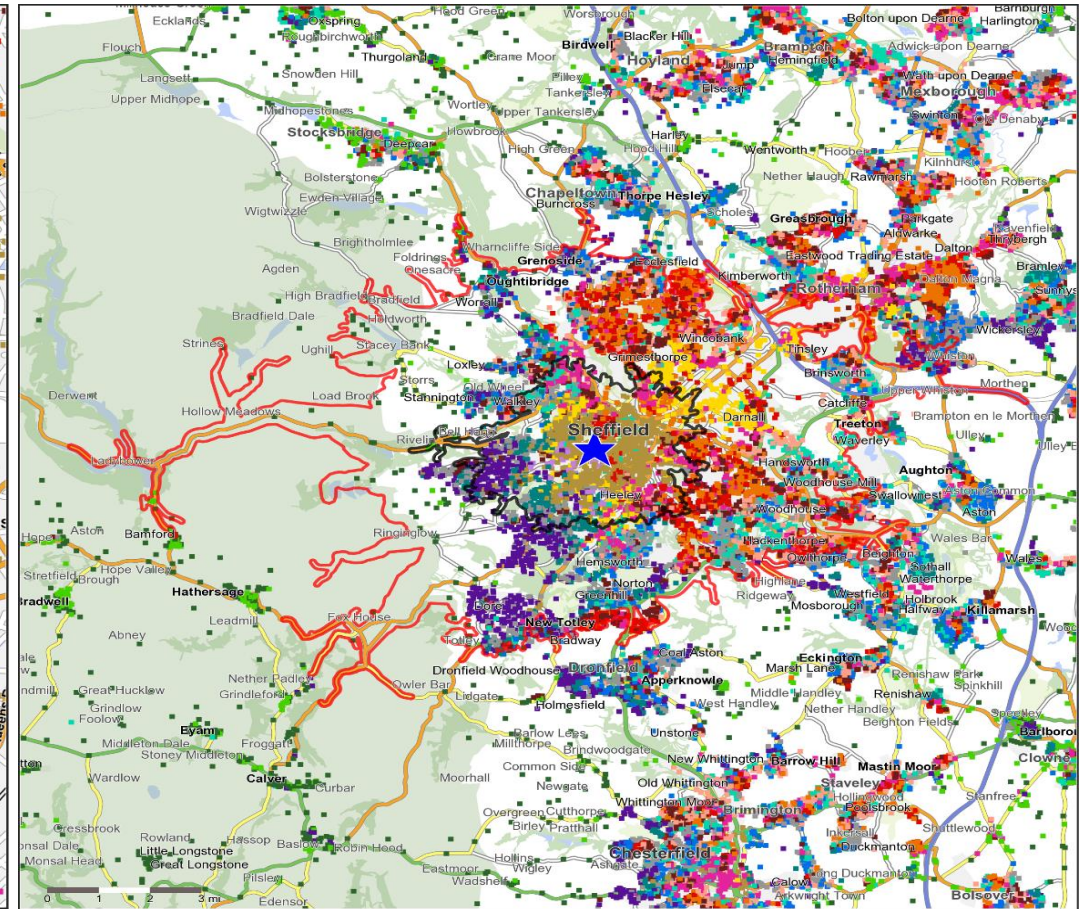
Adults 18+ by Mosaic Type in Each Catchment

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	11	11	11
A02	Uptown Elite	293	1,410	3,031	3,087
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	108	1,457	3,507
B06	Diamond Days	0	0	1,793	5,886
B07	Alpha Families	0	0	728	4,117
B08	Bank of Mum and Dad	0	0	683	2,884
B09	Empty-Nest Adventure	0	0	331	5,432
C10	Wealthy Landowners	0	0	17	1,282
C11	Rural Vogue	0	0	2	291
C12	Scattered Homesteads	0	0	0	133
C13	Village Retirement	0	0	0	124
D14	Satellite Settlers	0	0	46	728
D15	Local Focus	0	0	0	155
D16	Outlying Seniors	0	0	0	180
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	56	4,864	13,608
E19	Bungalow Heaven	0	0	31	2,149
E20	Classic Grandparents	0	2	2,008	14,777
E21	Solo Retirees	0	49	1,512	9,468
F22	Boomerang Boarders	0	0	282	5,942
F23	Family Ties	0	0	26	840
F24	Fledgling Free	0	0	93	4,144
F25	Dependable Me	0	0	442	5,055
G26	Cafés and Catchments	0	391	4,491	6,003
G27	Thriving Independence	0	127	4,069	7,488
G28	Modern Parents	0	0	0	1,244
G29	Mid-Career Convention	0	0	388	7,158
H30	Primary Ambitions	0	0	2,466	5,803
H31	Affordable Fringe	0	0	466	13,297
H32	First-Rung Futures	0	0	1,512	9,127
H33	Contemporary Starts	0	0	0	1,437
H34	New Foundations	221	2,427	2,704	3,053
H35	Flying Solo	0	0	277	588

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	85	388	816
I37	Budget Generations	0	0	0	5,060
I38	Economical Families	0	0	421	7,129
I39	Families on a Budget	39	163	2,514	25,681
J40	Value Rentals	0	0	164	4,639
J41	Youthful Endeavours	0	12	759	2,769
J42	Midlife Renters	0	20	6,601	12,785
J43	Renting Rooms	0	197	5,534	11,330
K44	Inner City Stalwarts	238	712	783	783
K45	City Diversity	324	788	1,304	1,418
K46	High Rise Residents	352	1,475	1,536	2,153
K47	Single Essentials	10	822	2,585	8,606
K48	Mature Workers	0	0	1,083	20,020
L49	Flatlet Seniors	15	509	2,975	10,273
L50	Pocket Pensions	0	68	702	6,185
L51	Retirement Communities	203	346	1,639	3,316
L52	Estate Veterans	53	382	2,459	11,091
L53	Seasoned Survivors	0	190	1,363	7,953
M54	Down-to-Earth Owners	0	13	436	8,616
M55	Back with the Folks	0	0	612	8,151
M56	Self Supporters	0	29	604	6,739
N57	Community Elders	0	23	966	1,277
N58	Culture & Comfort	0	30	659	832
N59	Large Family Living	0	29	2,550	12,718
N60	Ageing Access	245	2,256	10,411	11,441
O61	Career Builders	21	490	7,685	9,027
O62	Central Pulse	1,022	5,518	10,431	10,431
O63	Flexible Workforce	87	198	1,019	1,052
O64	Bus-Route Renters	0	189	1,566	2,555
O65	Learners & Earners	2,325	9,193	18,982	18,982
O66	Student Scene	5,822	20,507	24,279	24,279
U99	Unclassified	532	8,574	15,108	15,386
	Total	**11,802**	**57,399**	**161,848**	**412,491**

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

1. O66 Student Scene
Students living in high density accommodation close to universities and educational centres

- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

1. 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

2. 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. O66 Student Scene
Students living in high density accommodation close to universities and educational centres

- Full-time students
- Halls of residence
- Homesharing private renters
- Frequent Internet usage
- Most have smartphones
- Highest use of Facebook

3. O62 Central Pulse
City-loving youngsters renting central flats in vibrant locations close to jobs and night life

- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

3. K48 Mature Workers
Older social renters settled in low value homes who are experienced at budgeting


- Older households
- Renting low cost semi and terraces
- Social landlords
- Longer length of residence
- Areas with low levels of employment
- 2 or 3 bedrooms

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	44,815	78.1	258	772	1.3	8	3,240	5.6	11
Male: Alone	13,742	23.9	80	24,995	43.5	279	10,091	17.6	33
Male: Group	11,085	19.3	84	32,262	56.2	215	5,481	9.5	19
Male: Pair	23,128	40.3	154	2,915	5.1	33	22,784	39.7	69
Mixed Sex: Group	43,551	75.9	332	2,058	3.6	11	3,219	5.6	13
Mixed Sex: Pair	35,430	61.7	263	7,127	12.4	38	6,271	10.9	26
With Children	3,895	6.8	23	475	0.8	5	44,456	77.4	146
Unknown	28,720	50.0	152	5,868	10.2	57	14,239	24.8	52
For Eating:									
Upmarket	38,802	67.6	221	5,836	10.2	49	4,190	7.3	15
Midmarket	42,839	74.6	217	1,671	2.9	32	4,318	7.5	14
Downmarket	29,905	52.1	234	11,815	20.6	59	7,108	12.4	30
For Drinking (monthly spend):									
Nothing	3,913	6.8	23	12,919	22.5	95	31,995	55.7	124
Low (less than £10)	4,083	7.1	24	9,500	16.6	70	35,244	61.4	135
Medium (Between £10 and £40)	18,902	32.9	108	3,088	5.4	30	26,838	46.8	93
High (Greater than £40)	20,943	36.5	141	1,172	2.0	10	26,713	46.5	89

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	137,923	33.4	110	44,529	10.8	66	214,656	52.0	100
Male: Alone	138,571	33.6	113	93,363	22.6	145	165,174	40.0	75
Male: Group	113,768	27.6	121	123,184	29.9	114	160,155	38.8	78
Male: Pair	143,688	34.8	134	61,133	14.8	97	192,287	46.6	81
Mixed Sex: Group	140,707	34.1	149	57,294	13.9	43	199,107	48.3	110
Mixed Sex: Pair	129,113	31.3	133	123,503	29.9	92	144,491	35.0	82
With Children	118,368	28.7	99	53,564	13.0	77	225,176	54.6	103
Unknown	115,016	27.9	85	68,332	16.6	92	213,759	51.8	108

For Eating:

	High			Medium			Low		
Upmarket	148,480	36.0	118	69,123	16.8	80	179,504	43.5	92
Midmarket	176,120	42.7	124	32,941	8.0	89	188,047	45.6	82
Downmarket	144,650	35.1	158	127,573	30.9	89	124,884	30.3	73

For Drinking (monthly spend):

	High			Medium			Low		
Nothing	115,910	28.1	93	92,715	22.5	95	188,482	45.7	102
Low (less than £10)	98,540	23.9	80	63,584	15.4	66	234,983	57.0	126
Medium (Between £10 and £40)	131,203	31.8	104	41,126	10.0	56	224,779	54.5	108
High (Greater than £40)	97,542	23.6	91	83,144	20.2	98	216,422	52.5	100

Competitor Map
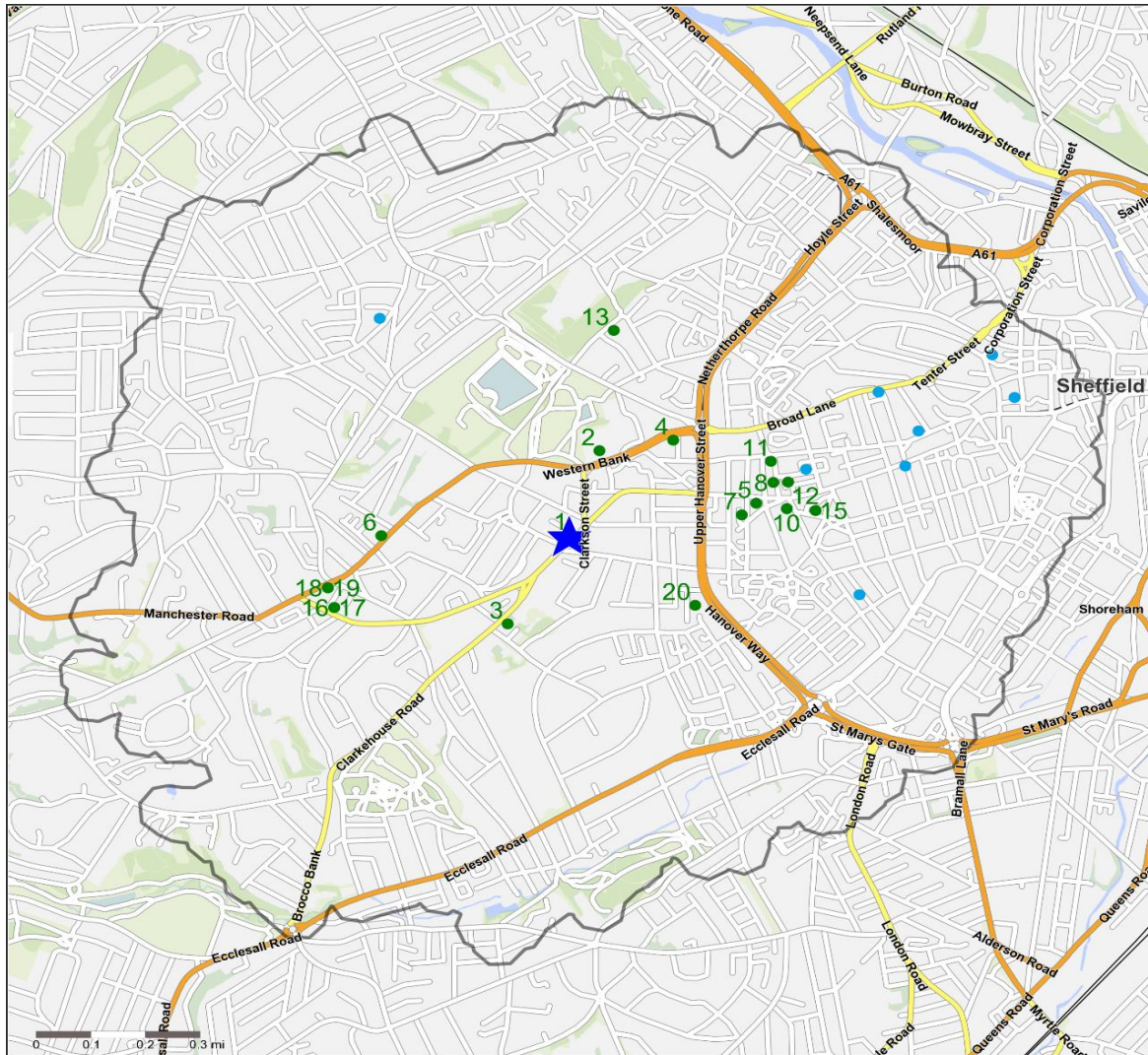
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★ Site   ● Star Pubs   ● Pubs   N Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Doctors Orders, S 10 2JD	Star Pubs & Bars	0.0	0.1
2	Interval Cafe Bar, S 10 2TN	Independent Free	3.0	1.1
3	Francis Newton, S 10 2LA	Wetherspoon	4.5	1.1
4	University Arms, S 3 7HG	Independent Free	5.4	2.1
5	Swim Inn, S 10 2GW	Unknown	7.2	2.0
6	Nottingham House, S 10 2SR	Trust Inns	8.2	1.9
7	Bath Hotel, S 3 7QL	Independent Free	8.2	2.2
8	Gelato Original, S 1 4DA	Independent Free	8.5	2.2
9	Hop, S 1 4JB	Ossett Brewery	8.8	3.0
10	Revolution, S 1 4JB	Inventive Leisure	8.8	3.0
11	Harrisons 1854, S 3 7QA	Independent Free	9.1	2.3
12	Red Deer, S 1 4DD	Star Pubs & Bars	9.1	2.3
13	Dam House Bar & Restaurant, S 3 7NZ	Independent Free	9.1	3.1
14	Be At One, S 3 7SG	Be at One	9.1	3.1
15	Green Room, S 3 7SG	Independent Free	9.1	3.1
16	Broomhill Tavern, S 10 2QA	Punch Pub Company	10.0	2.5
17	Thyme Cafe, S 10 2QA	Independent Free	10.0	2.5
18	Fox & Duck, S 10 3BA	Ei Group	10.6	2.6
19	York, S 10 3BA	True North Brew Co	10.6	2.6
20	Hanover Hotel, S 3 7RS	Independent Free	11.2	2.1