Pub Catchment Report - M 35 0QH

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	5	16	878
Catchment Adults 18+	4,445	13,684	652,955
Catchment Adults 18+ Per Pub	889	855	744
Populaton Projection 2018 to 2028 (% change)	2.30%	3.16%	5.21%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	4,139	93.1	180
2	Community Pub	3,986	89.7	192
3	Premium Local	1,050	23.6	37
4	Bit of Style	488	11.0	85
5	Great Pub Great Food	475	10.7	26
6	Circuit Bar	454	10.2	38
7	Craft Led	391	8.8	85

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	Community Pub	12,776	93.4	180
2	High Street Pub	12,477	91.2	196
3	Premium Local	2,251	16.4	26
4	Bit of Style	1,258	9.2	71
5	Circuit Bar	1,138	8.3	21
6	Great Pub Great Food	1,133	8.3	31
7	Craft Led	748	5.5	53

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	522,133	80.0	154
2	Community Pub	455,246	69.7	150
3	Premium Local	136,325	20.9	33
4	Bit of Style	116,286	17.8	138
5	Circuit Bar	99,891	15.3	38
6	Craft Led	84,414	12.9	48
7	Great Pub Great Food	79,706	12.2	118

Pub Catchment Report - M 35 0QH

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	186	4.2	47	583	4.3	48	39,855	6.1	69
C1	514	11.6	94	1,724	12.6	103	84,374	12.9	105
C2	445	10.0	121	1,420	10.4	126	57,027	8.7	106
DE	370	8.3	81	1,739	12.7	123	103,271	15.8	154

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)	1,644	37.0	112	8,140	59.5	179	410,605	62.9	190
Medium (7-13)	2,555	57.5	173	4,851	35.5	107	177,830	27.2	82
High (14-19)	215	4.8	17	373	2.7	10	38,268	5.9	21

Catchment Mosaic Groups

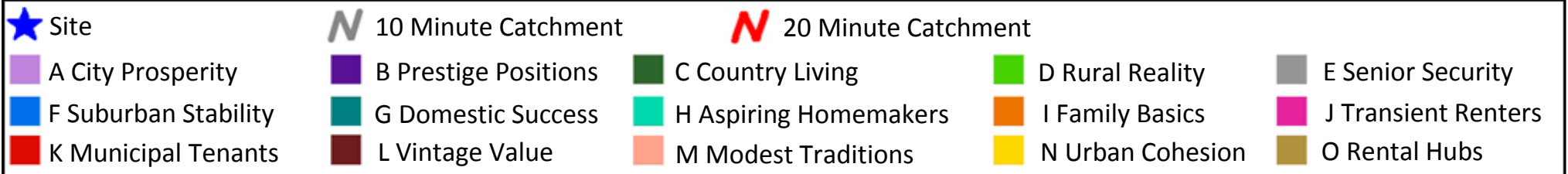## Mosaic Groups in 10 and 20 Minute WT Catchment Areas
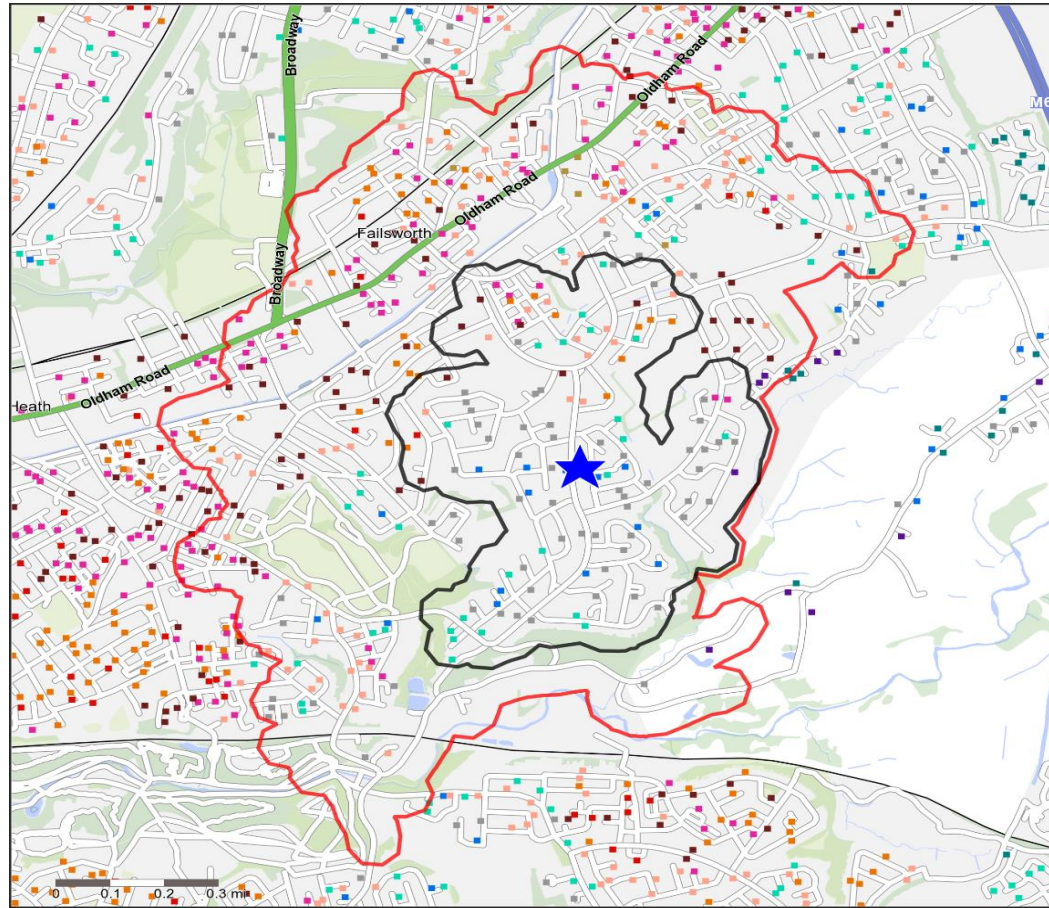
Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

Mosaic Groups in 10 and 20 Minute DT Catchment Area

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

★ Site   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
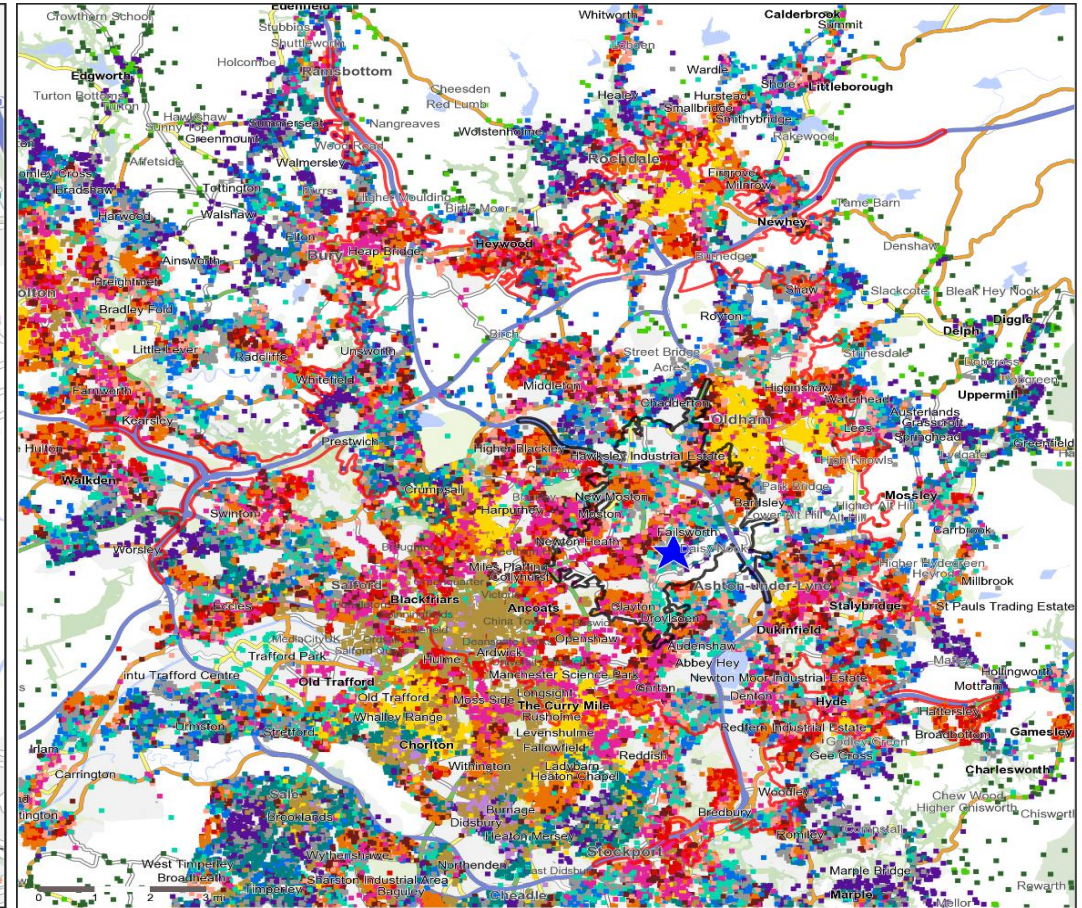
Adults 18+ by Mosaic Type in Each Catchment

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	81
A03	Penthouse Chic	0	0	0	64
A04	Metro High-Flyers	0	0	0	828
B05	Premium Fortunes	0	0	0	750
B06	Diamond Days	0	0	0	1,533
B07	Alpha Families	0	0	5	604
B08	Bank of Mum and Dad	19	45	265	4,821
B09	Empty-Nest Adventure	39	91	195	5,529
C10	Wealthy Landowners	0	0	0	131
C11	Rural Vogue	0	0	0	12
C12	Scattered Homesteads	0	0	0	4
C13	Village Retirement	0	0	0	14
D14	Satellite Settlers	0	0	0	97
D15	Local Focus	0	0	0	0
D16	Outlying Seniors	0	0	0	16
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	78	3,312
E19	Bungalow Heaven	233	307	807	8,361
E20	Classic Grandparents	1,300	1,481	3,190	18,901
E21	Solo Retirees	642	972	4,252	17,829
F22	Boomerang Boarders	33	41	446	11,554
F23	Family Ties	22	45	183	5,411
F24	Fledgling Free	59	121	519	4,648
F25	Dependable Me	160	220	1,300	11,241
G26	Cafés and Catchments	0	0	0	2,268
G27	Thriving Independence	0	10	89	4,843
G28	Modern Parents	45	106	521	4,093
G29	Mid-Career Convention	0	1	185	3,700
H30	Primary Ambitions	0	30	1,382	10,048
H31	Affordable Fringe	280	690	5,514	19,808
H32	First-Rung Futures	385	714	3,270	18,631
H33	Contemporary Starts	7	34	180	2,135
H34	New Foundations	1	10	24	3,355
H35	Flying Solo	7	34	44	1,073

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	32	203	2,946
I37	Budget Generations	122	288	843	3,927
I38	Economical Families	205	990	4,715	30,505
I39	Families on a Budget	69	434	11,095	52,383
J40	Value Rentals	43	319	2,173	15,173
J41	Youthful Endeavours	45	166	742	6,157
J42	Midlife Renters	37	276	1,078	13,762
J43	Renting Rooms	9	780	7,622	62,576
K44	Inner City Stalwarts	0	0	0	1,655
K45	City Diversity	0	0	0	1,167
K46	High Rise Residents	0	0	450	7,390
K47	Single Essentials	0	0	394	14,652
K48	Mature Workers	23	340	3,837	24,242
L49	Flatlet Seniors	0	618	2,508	18,551
L50	Pocket Pensions	61	252	982	7,031
L51	Retirement Communities	0	0	78	1,951
L52	Estate Veterans	82	592	1,206	7,716
L53	Seasoned Survivors	140	834	3,956	24,249
M54	Down-to-Earth Owners	0	94	1,237	6,553
M55	Back with the Folks	137	702	3,766	17,576
M56	Self Supporters	229	1,770	5,645	33,412
N57	Community Elders	0	0	39	3,419
N58	Culture & Comfort	0	0	20	2,614
N59	Large Family Living	0	0	783	56,626
N60	Ageing Access	0	0	0	1,180
O61	Career Builders	0	0	0	963
O62	Central Pulse	0	0	0	34,909
O63	Flexible Workforce	0	0	109	5,224
O64	Bus-Route Renters	10	179	292	4,857
O65	Learners & Earners	0	0	0	5,042
O66	Student Scene	0	0	0	3,857
U99	Unclassified	0	69	242	14,995
Total		**4,444**	**13,687**	**76,464**	**652,955**

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

1. M56 Self Supporters

Hard-working mature singles who own their budget houses and earn modest wages

- Aged 46-65
- Singles living alone
- Income typically £20-25k
- Own 2 or 3 bedroom small homes
- Still working
- Often terraces

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. 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

2. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity

- Large extended families
- Areas with high South Asian population
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

3. I38 Economical Families

Busy families with children, who own their low-cost homes and budget carefully

- Married or cohabiting couples
- Likely to have pre-school children
- Outgoings high in proportion to income
- Own low value homes
- Both parents working
- Unsecured personal loans

3. 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

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	2,776	20.3	67	1,789	13.1	80	9,051	66.1	127
Male: Alone	4,183	30.6	103	869	6.4	41	8,564	62.6	117
Male: Group	2,948	21.5	94	5,209	38.1	145	5,459	39.9	80
Male: Pair	3,393	24.8	95	6,291	46.0	302	3,932	28.7	50
Mixed Sex: Group	3,469	25.4	111	1,997	14.6	46	8,149	59.6	136
Mixed Sex: Pair	3,853	28.2	120	3,761	27.5	85	6,001	43.9	103
With Children	5,710	41.7	144	2,590	18.9	112	5,315	38.8	73
Unknown	3,952	28.9	88	1,347	9.8	55	8,317	60.8	127

For Eating:

	High			Medium			Low		
Upmarket	2,088	15.3	50	2,688	19.6	94	8,840	64.6	137
Midmarket	3,693	27.0	79	666	4.9	54	9,256	67.6	122
Downmarket	5,220	38.1	172	5,066	37.0	106	3,329	24.3	58

For Drinking (monthly spend):

	High			Medium			Low		
Nothing	4,777	34.9	115	3,359	24.5	104	5,479	40.0	89
Low (less than £10)	3,519	25.7	86	2,219	16.2	69	7,878	57.6	127
Medium (Between £10 and £40)	3,519	25.7	84	1,384	10.1	57	8,713	63.7	127
High (Greater than £40)	1,346	9.8	38	2,425	17.7	86	9,845	71.9	138

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	196,791	30.1	100	91,748	14.1	86	349,421	53.5	103
Male: Alone	255,369	39.1	131	107,135	16.4	105	275,456	42.2	79
Male: Group	160,478	24.6	107	200,321	30.7	117	277,161	42.4	86
Male: Pair	234,976	36.0	138	206,109	31.6	207	196,874	30.2	53
Mixed Sex: Group	232,507	35.6	156	89,410	13.7	43	316,043	48.4	110
Mixed Sex: Pair	152,314	23.3	99	242,991	37.2	114	242,654	37.2	87
With Children	291,066	44.6	154	116,506	17.8	106	230,388	35.3	67
Unknown	275,025	42.1	128	75,607	11.6	65	287,328	44.0	92
For Eating:									
Upmarket	198,419	30.4	99	163,821	25.1	121	275,720	42.2	89
Midmarket	321,174	49.2	143	63,469	9.7	108	253,317	38.8	70
Downmarket	178,170	27.3	123	259,564	39.8	114	200,225	30.7	74
For Drinking (monthly spend):									
Nothing	177,218	27.1	90	145,400	22.3	94	315,342	48.3	108
Low (less than £10)	113,867	17.4	58	88,040	13.5	57	436,053	66.8	147
Medium (Between £10 and £40)	155,378	23.8	78	62,548	9.6	54	420,034	64.3	128
High (Greater than £40)	120,907	18.5	72	106,646	16.3	80	410,407	62.9	120

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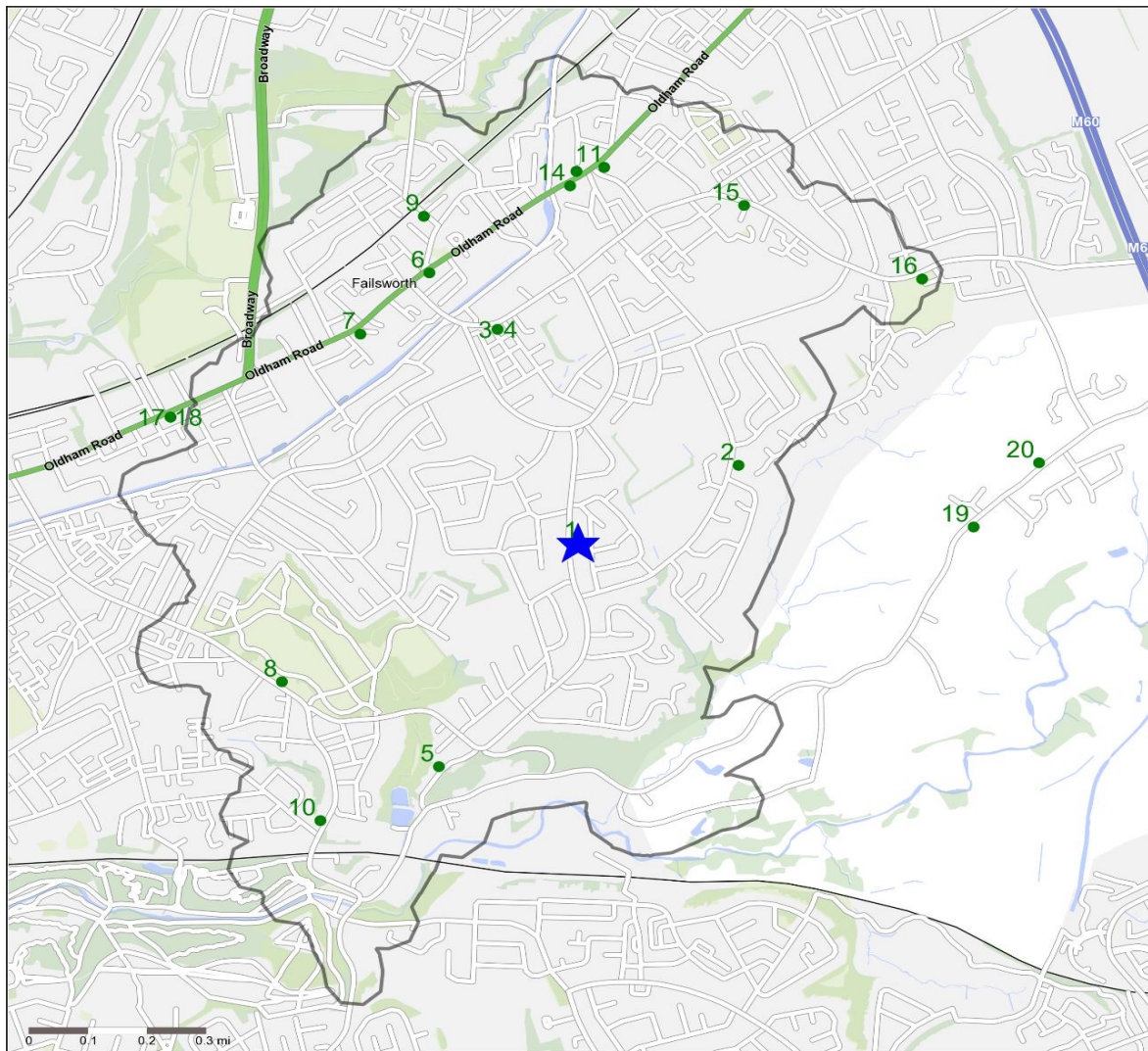
Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

★ Site ● Star Pubs ● Pubs ∧ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Windmill, M 35 0QH	Star Pubs & Bars	0.0	0.2
2	Eight Bells, M 35 0QW	Ei Group	9.1	2.2
3	Mare & Foal, M 35 0ES	Marston's	10.0	2.1
4	Millgate, M 35 0ES	JW Lees	10.0	2.1
5	Nelson Tavern, M 35 0PW	Ei Group	10.3	2.6
6	Mowbray Arms, M 35 0EN	Amber Taverns	13.3	2.4
7	Nawab, M 35 0HB	Independent Free	15.1	2.6
8	Horseshoe, M 40 1GJ	Independent Free	15.4	3.6
9	Bricklayers Arms, M 35 0DL	Marston's	15.7	2.7
10	Railway Hotel, M 40 1GG	Punch Pub Company	16.9	3.9
11	Royal Oak, M 35 0EH	Ei Group	17.2	3.1
12	Bar 409, M 35 0AA	Independent Free	18.4	3.4
13	Church Inn, M 35 0AA	Robinsons	18.4	3.4
14	Crown & Cushion, M 35 0FH	Ei Group	18.4	3.4
15	Cotton Tree Inn, M 35 9PR	Admiral Taverns Ltd	18.7	3.7
16	Willow Tavern, M 35 9HD	Ei Group	21.4	4.7
17	Cloggers Arms, M 35 0JD	Independent Free	21.7	3.8
18	Lamb Inn, M 35 0JD	Independent Free	21.7	3.8
19	Dog & Partridge, M 35 9NP	Marston's	30.8	5.9
20	Woodhouse Gardens, M 35 9WN	JW Lees	32.0	6.3