Pub Catchment Report - NG 9 1FX

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	14	18	391
Catchment Adults 18+	6,636	21,088	387,758
Catchment Adults 18+ Per Pub	474	1,172	992
Populaton Projection 2018 to 2028 (% change)	9.23%	7.89%	6.06%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	6,046	91.1	176	
2	Community Pub	4,383	66.0	142	
3	Bit of Style	3,124	47.1	75	
4	Premium Local	2,889	43.5	337	
5	Craft Led	2,676	40.3	100	
6	Circuit Bar	2,384	35.9	134	
7	Great Pub Great Food	1,340	20.2	196	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	17,154	81.3	157	
2	Community Pub	12,705	60.2	129	
3	Premium Local	9,290	44.1	70	
4	Bit of Style	7,307	34.7	268	
5	Great Pub Great Food	5,729	27.2	67	
6	Craft Led	5,173	24.5	91	
7	Circuit Bar	4,582	21.7	211	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	313,065	80.7	156	
2	Community Pub	246,664	63.6	136	
3	Premium Local	154,290	39.8	63	
4	Bit of Style	116,098	29.9	232	
5	Great Pub Great Food	104,675	27.0	67	
6	Circuit Bar	81,925	21.1	79	
7	Craft Led	77,528	20.0	194	

Pub Catchment Report - NG 9 1FX

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	875	13.2	149	2,438	11.6	131	33,654	8.7	98
C1	905	13.6	111	2,389	11.3	92	50,972	13.1	107
C2	338	5.1	62	1,025	4.9	59	27,969	7.2	87
DE	587	8.8	86	1,552	7.4	72	43,209	11.1	108

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)	2,539	38.3	115	6,900	32.7	99	172,799	44.6	134
Medium (7-13)	2,628	39.6	119	7,752	36.8	111	113,572	29.3	88
High (14-19)	523	7.9	28	2,320	11.0	39	53,601	13.8	49

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
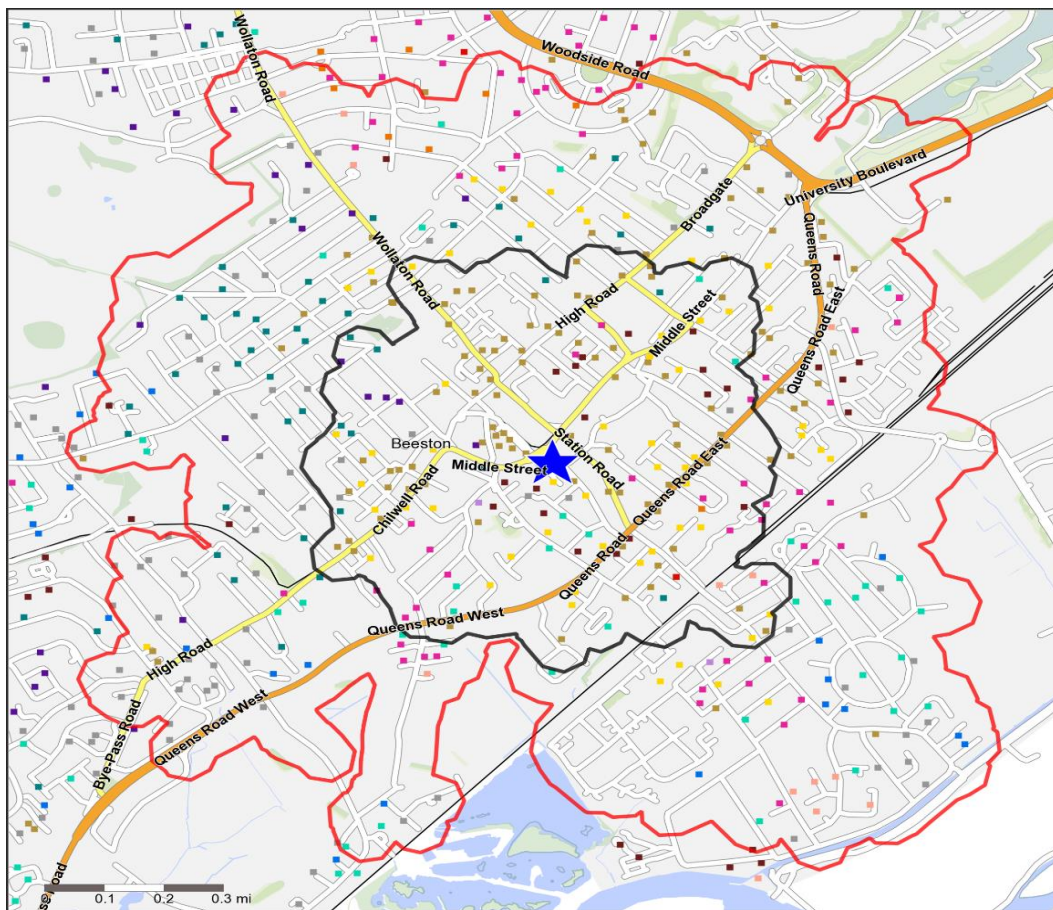
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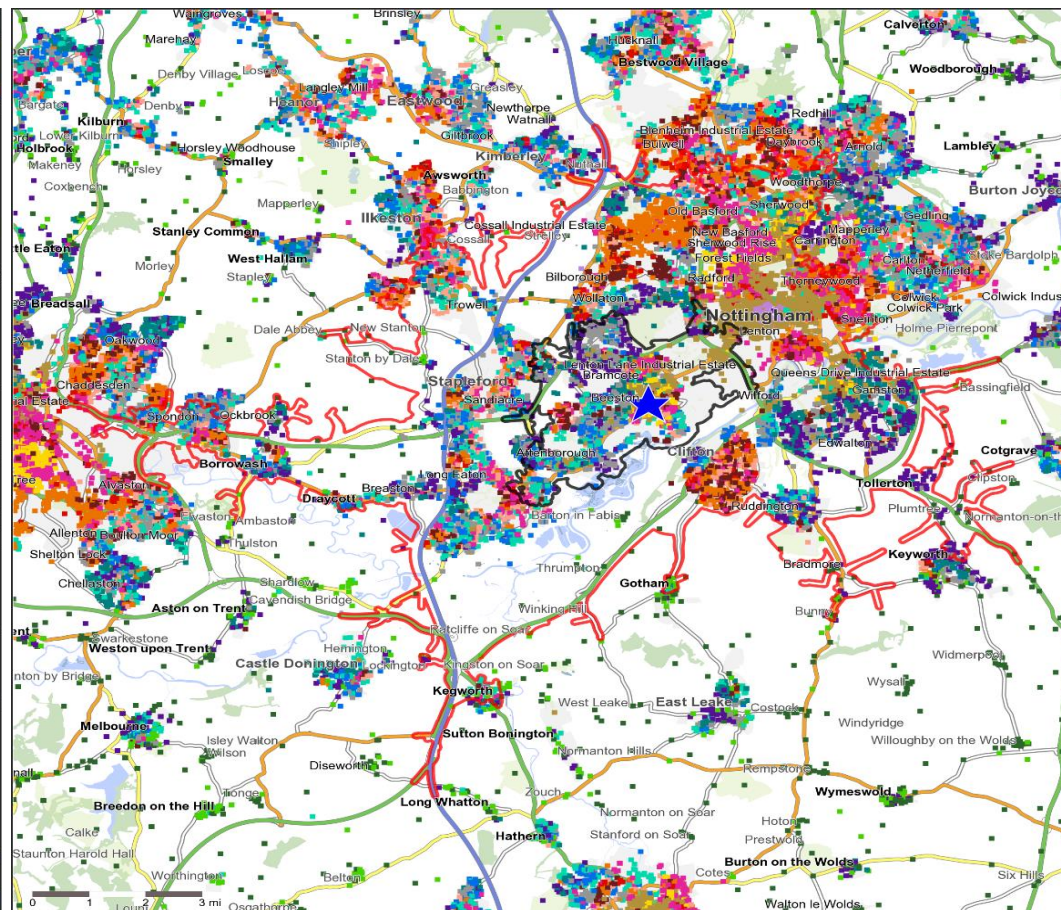
⭐ Site   Ν 10 Minute Catchment   Ν 20 Minute Catchment

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+	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	182	I36 Solid Economy	80	361	476	1,751
A02 Uptown Elite	16	20	20	1,923	I37 Budget Generations	0	0	199	7,154
A03 Penthouse Chic	0	0	0	0	I38 Economical Families	0	44	634	11,729
A04 Metro High-Flyers	0	0	0	782	I39 Families on a Budget	0	0	297	22,445
B05 Premium Fortunes	0	21	496	1,284	J40 Value Rentals	5	34	232	3,729
B06 Diamond Days	149	224	976	4,049	J41 Youthful Endeavours	114	250	868	3,956
B07 Alpha Families	0	0	552	3,381	J42 Midlife Renters	548	1,684	2,728	11,180
B08 Bank of Mum and Dad	0	96	865	5,308	J43 Renting Rooms	228	707	1,870	27,551
B09 Empty-Nest Adventure	2	161	1,845	9,317	K44 Inner City Stalwarts	0	0	0	202
C10 Wealthy Landowners	0	0	0	895	K45 City Diversity	0	0	0	269
C11 Rural Vogue	0	0	0	173	K46 High Rise Residents	0	0	0	1,513
C12 Scattered Homesteads	0	0	0	25	K47 Single Essentials	32	49	275	5,496
C13 Village Retirement	0	0	0	712	K48 Mature Workers	0	0	105	4,513
D14 Satellite Settlers	0	0	0	1,278	L49 Flatlet Seniors	274	424	674	5,782
D15 Local Focus	0	0	0	209	L50 Pocket Pensions	42	154	819	5,903
D16 Outlying Seniors	0	0	0	215	L51 Retirement Communities	255	348	816	2,451
D17 Far-Flung Outposts	0	0	0	0	L52 Estate Veterans	93	109	694	4,031
E18 Legacy Elders	68	996	5,353	10,660	L53 Seasoned Survivors	0	0	400	8,647
E19 Bungalow Heaven	25	199	963	6,601	M54 Down-to-Earth Owners	0	29	447	5,350
E20 Classic Grandparents	11	317	1,729	7,426	M55 Back with the Folks	66	468	954	6,206
E21 Solo Retirees	11	454	1,396	6,498	M56 Self Supporters	21	96	815	9,016
F22 Boomerang Boarders	0	196	2,326	8,320	N57 Community Elders	0	0	0	1,515
F23 Family Ties	0	0	356	1,701	N58 Culture & Comfort	0	0	0	272
F24 Fledgling Free	0	62	204	5,609	N59 Large Family Living	0	0	0	2,878
F25 Dependable Me	0	380	2,360	8,721	N60 Ageing Access	1,213	2,379	2,707	7,400
G26 Cafés and Catchments	57	143	223	4,364	O61 Career Builders	709	1,351	2,110	10,170
G27 Thriving Independence	251	1,415	3,034	11,605	O62 Central Pulse	390	463	714	11,696
G28 Modern Parents	0	0	653	5,585	O63 Flexible Workforce	0	0	0	993
G29 Mid-Career Convention	0	32	747	4,999	O64 Bus-Route Renters	226	399	740	4,085
H30 Primary Ambitions	76	429	830	4,371	O65 Learners & Earners	1,171	2,223	4,394	16,478
H31 Affordable Fringe	12	585	1,133	9,685	O66 Student Scene	50	161	2,582	17,650
H32 First-Rung Futures	316	838	3,040	12,733	U99 Unclassified	40	2,590	5,598	18,298
H33 Contemporary Starts	77	95	1,183	4,728	**Total**	6,635	21,091	62,887	387,756
H34 New Foundations	0	16	40	1,797					
H35 Flying Solo	7	89	415	2,311					

Top 3 Mosaic Types in a 20 Minute Walktime

1. N60 Ageing Access

Older residents owning small inner suburban properties with good access to amenities

- Average age 63
- Often living alone
- Most are homeowners
- Modest income
- 1 or 2 bed flats and terraces
- Pleasant inner suburbs

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

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

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. 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

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	8,754	41.5	137	3,004	14.2	87	6,740	32.0	61
Male: Alone	9,974	47.3	159	3,061	14.5	93	5,463	25.9	49
Male: Group	6,825	32.4	142	4,805	22.8	87	6,868	32.6	66
Male: Pair	9,500	45.0	173	2,535	12.0	79	6,464	30.7	53
Mixed Sex: Group	9,054	42.9	188	2,342	11.1	35	7,102	33.7	77
Mixed Sex: Pair	6,623	31.4	134	6,905	32.7	101	4,970	23.6	55
With Children	5,965	28.3	98	842	4.0	24	11,691	55.4	105
Unknown	2,874	13.6	41	4,747	22.5	126	10,876	51.6	108
For Eating:									
Upmarket	9,107	43.2	141	4,579	21.7	104	4,812	22.8	48
Midmarket	10,823	51.3	149	720	3.4	38	6,955	33.0	60
Downmarket	5,291	25.1	113	6,413	30.4	87	6,794	32.2	77
For Drinking (monthly spend):									
Nothing	4,952	23.5	78	3,805	18.0	76	9,740	46.2	103
Low (less than £10)	5,049	23.9	80	5,380	25.5	109	8,069	38.3	84
Medium (Between £10 and £40)	7,756	36.8	120	1,884	8.9	50	8,858	42.0	84
High (Greater than £40)	7,928	37.6	145	2,809	13.3	65	7,761	36.8	70

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	132,341	34.1	113	61,963	16.0	98	175,156	45.2	87
Male: Alone	133,220	34.4	115	85,115	22.0	141	151,125	39.0	73
Male: Group	92,812	23.9	105	120,401	31.1	119	156,247	40.3	81
Male: Pair	107,923	27.8	107	88,990	22.9	151	172,547	44.5	78
Mixed Sex: Group	147,090	37.9	166	60,796	15.7	49	161,573	41.7	95
Mixed Sex: Pair	118,753	30.6	131	137,670	35.5	109	113,036	29.2	68
With Children	126,930	32.7	113	51,920	13.4	80	190,610	49.2	93
Unknown	119,673	30.9	94	59,066	15.2	85	190,722	49.2	103

For Eating:

	High			Medium			Low		
Upmarket	131,553	33.9	111	91,402	23.6	113	146,505	37.8	80
Midmarket	172,231	44.4	129	33,169	8.6	95	164,060	42.3	76
Downmarket	119,000	30.7	138	133,602	34.5	99	116,858	30.1	72

For Drinking (monthly spend):

	High			Medium			Low		
Nothing	88,577	22.8	76	101,123	26.1	110	179,760	46.4	103
Low (less than £10)	90,059	23.2	78	73,381	18.9	81	206,020	53.1	117
Medium (Between £10 and £40)	119,564	30.8	101	44,846	11.6	65	205,051	52.9	105
High (Greater than £40)	103,463	26.7	103	65,521	16.9	82	200,476	51.7	99

Competitor Map and Report
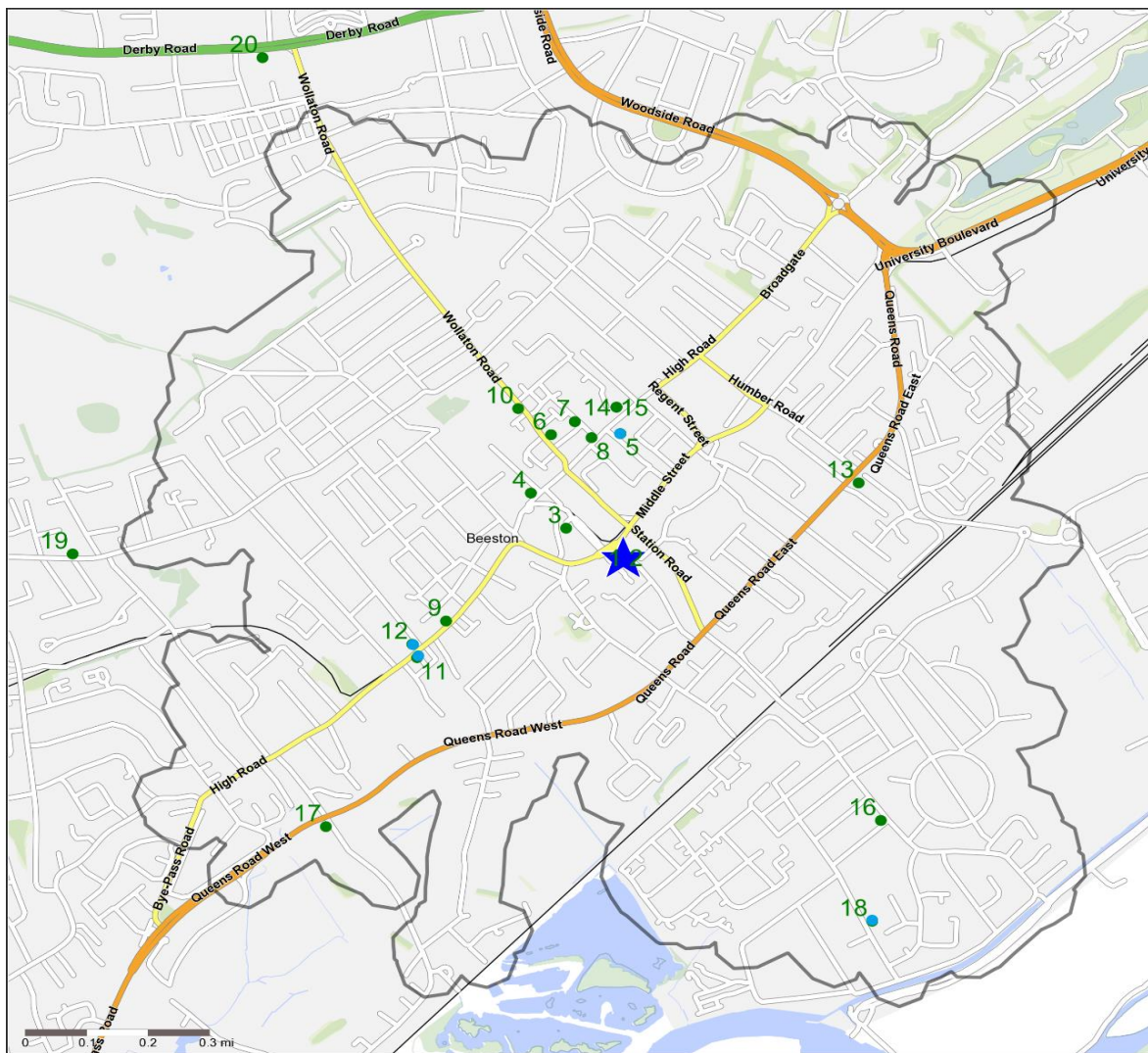
Competitor Map

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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	Star Inn, NG 9 1FX	Star Pubs & Bars	0.0	0.1
2	White Lion, NG 9 1FX	Star Pubs & Bars	0.0	0.1
3	Crown Inn, NG 9 1FY	Everards	3.3	1.3
4	Last Post, NG 9 1AA	Wetherspoon	4.8	1.3
5	Maltshovel, NG 9 2LU	Star Pubs & Bars	5.4	1.4
6	Cricketers, NG 9 2NR	Ei Group	6.0	1.7
7	Royal Oak, NG 9 2NY	Independent Free	6.3	2.5
8	Bendigo Lounge, NG 9 2JQ	Loungers	6.9	2.5
9	Bar, NG 9 1ES	Independent Free	7.5	2.1
10	Commercial Inn, NG 9 2NG	Greene King	7.9	2.1
11	Chequers Inn, NG 9 4AF	Star Pubs & Bars	9.4	2.4
12	Hop Pole, NG 9 4AE	Star Pubs & Bars	9.4	3.2
13	Queens Hotel, NG 9 2FE	Punch Pub Company	11.2	2.8
14	Durham Ox, NG 9 2LE	Independent Free	11.8	3.0
15	Jesse Boot, NG 9 2LE	Ei Group	11.8	3.0
16	Jolly Anglers, NG 9 1JS	Ei Group	13.0	4.4
17	Bee Keeper, NG 9 5AE	Greene King	16.0	3.6
18	Boat & Horses, NG 9 1LP	Star Pubs & Bars	17.8	4.6
19	Double Top, NG 9 4EY	Independent Free	22.6	5.0
20	Nurseryman, NG 9 3AE	Greene King	22.9	5.6