Pub Catchment Report - NG12 2AA

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	4	5	326
Catchment Adults 18+	3,107	6,041	272,033
Catchment Adults 18+ Per Pub	777	1,208	834
Populaton Projection 2018 to 2028 (% change)	5.27%	5.03%	6.40%

10 Minute Walktime					20 Minute Walktime					20 Minute Drivetime				
Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index	Rank	Type	Target Customers	% of Population	Index
1	Premium Local	2,081	67.0	129	1	Premium Local	4,130	68.4	132	1	High Street Pub	190,056	69.9	135
2	Great Pub Great Food	1,837	59.1	127	2	Great Pub Great Food	3,612	59.8	128	2	Community Pub	140,611	51.7	111
3	High Street Pub	1,544	49.7	79	3	High Street Pub	3,219	53.3	85	3	Premium Local	116,957	43.0	68
4	Community Pub	1,204	38.8	300	4	Community Pub	2,205	36.5	282	4	Bit of Style	92,533	34.0	263
5	Bit of Style	739	23.8	59	5	Bit of Style	1,385	22.9	57	5	Great Pub Great Food	88,033	32.4	80
6	Craft Led	325	10.5	39	6	Circuit Bar	554	9.2	34	6	Circuit Bar	65,259	24.0	89
7	Circuit Bar	299	9.6	93	7	Craft Led	530	8.8	85	7	Craft Led	61,759	22.7	220

Pub Catchment Report - NG12 2AA

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	404	13.0	147	700	11.6	131	26,643	9.8	111
C1	349	11.2	92	686	11.4	93	37,185	13.7	111
C2	144	4.6	56	321	5.3	64	17,139	6.3	76
DE	152	4.9	48	283	4.7	46	26,462	9.7	95

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)	417	13.4	40	898	14.9	45	100,436	36.9	111
Medium (7-13)	1,031	33.2	100	2,331	38.6	116	74,369	27.3	82
High (14-19)	1,339	43.1	152	2,306	38.2	134	52,344	19.2	68

Catchment Mosaic Groups

Mosaic Groups in 10 and 20 Minute WT Catchment Areas
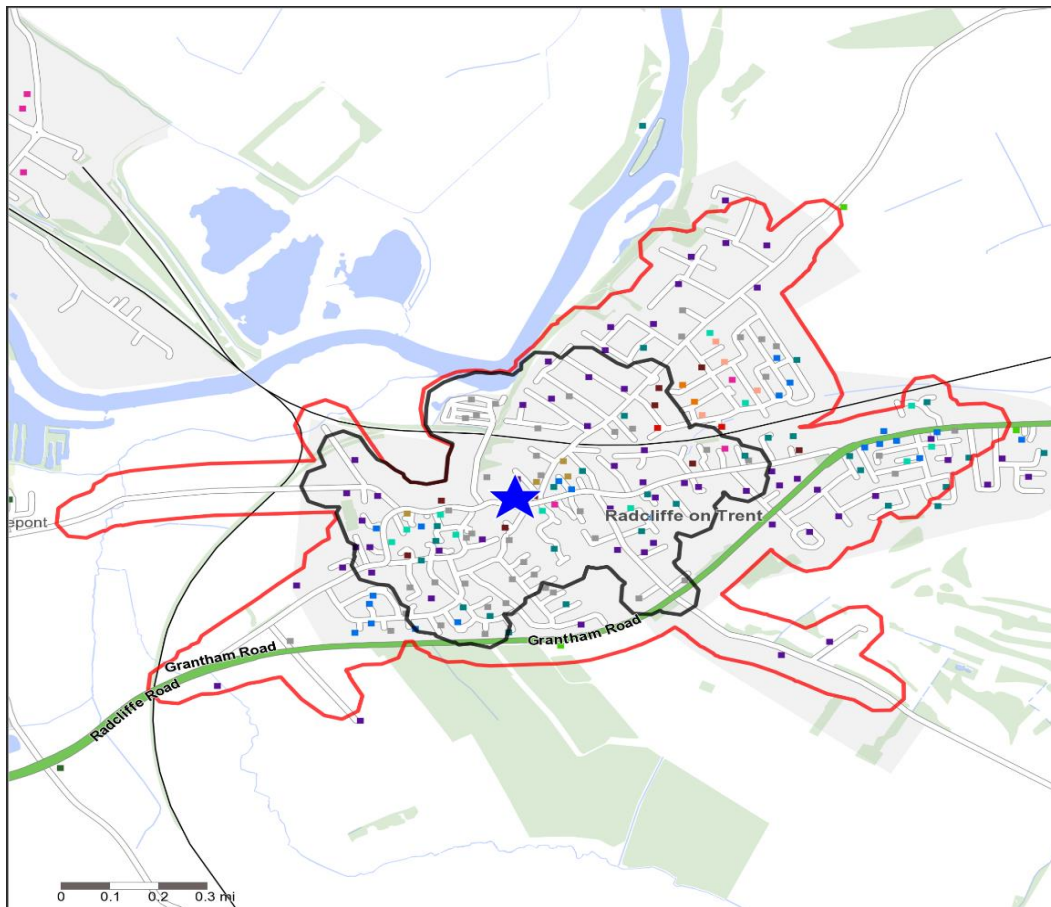
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Mosaic Groups in 10 and 20 Minute DT Catchment Area
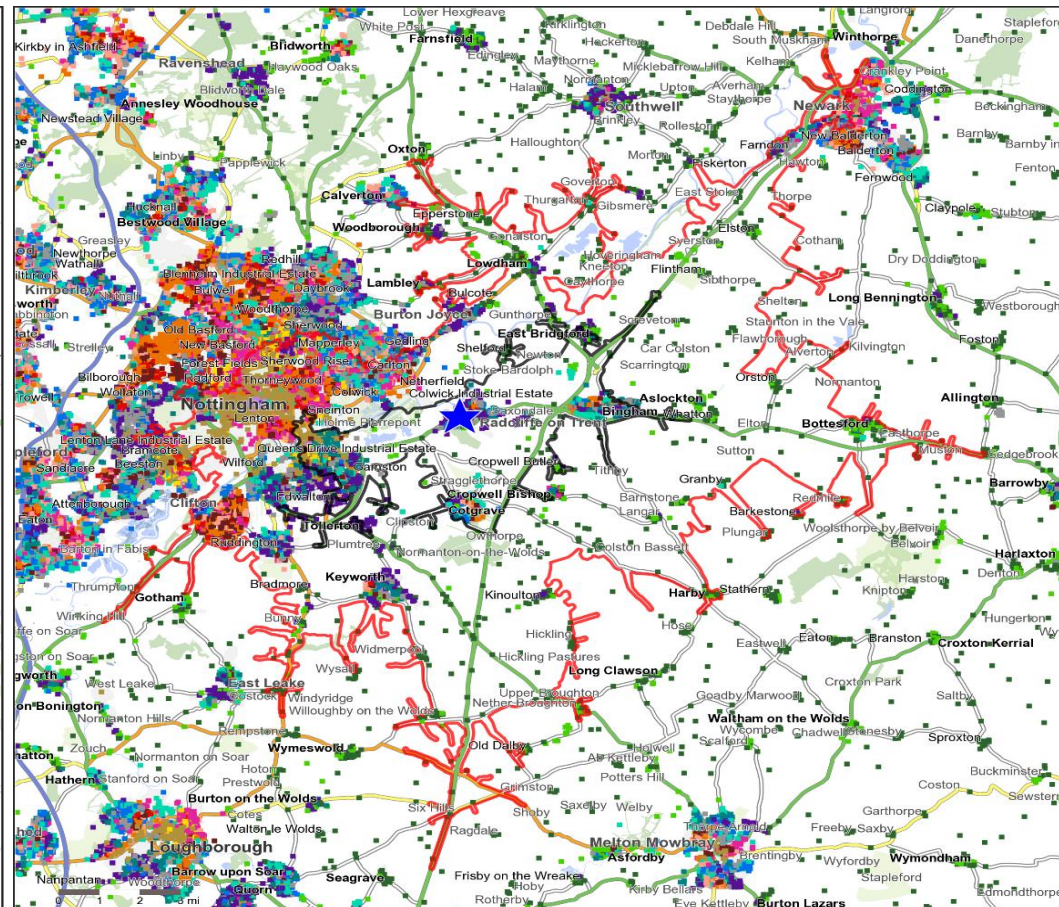
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★ Site   N 10 Minute Catchment   N 20 Minute Catchment

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

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
A02	Uptown Elite	0	0	392	2,399
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	10	924
B05	Premium Fortunes	0	0	273	1,321
B06	Diamond Days	132	214	1,003	3,747
B07	Alpha Families	297	558	2,729	6,044
B08	Bank of Mum and Dad	13	27	841	3,616
B09	Empty-Nest Adventure	358	954	1,794	5,803
C10	Wealthy Landowners	0	0	463	5,520
C11	Rural Vogue	0	0	132	1,476
C12	Scattered Homesteads	0	0	18	449
C13	Village Retirement	0	0	520	7,296
D14	Satellite Settlers	5	29	779	5,916
D15	Local Focus	0	0	254	1,347
D16	Outlying Seniors	0	0	21	1,536
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	436	533	1,138	3,973
E19	Bungalow Heaven	543	735	1,519	5,944
E20	Classic Grandparents	6	71	154	3,128
E21	Solo Retirees	23	182	810	3,586
F22	Boomerang Boarders	70	291	793	2,874
F23	Family Ties	1	16	140	1,138
F24	Fledgling Free	0	23	417	1,639
F25	Dependable Me	114	205	759	3,989
G26	Cafés and Catchments	19	19	3,770	5,047
G27	Thriving Independence	247	304	3,196	8,135
G28	Modern Parents	0	0	1,769	3,342
G29	Mid-Career Convention	167	565	2,548	6,028
H30	Primary Ambitions	0	0	174	1,784
H31	Affordable Fringe	0	0	1,009	3,030
H32	First-Rung Futures	58	159	713	4,656
H33	Contemporary Starts	51	101	2,190	3,556
H34	New Foundations	0	0	125	1,919
H35	Flying Solo	103	143	655	1,417

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	11	160	635	1,232
I37	Budget Generations	0	0	794	3,447
I38	Economical Families	0	0	342	6,199
I39	Families on a Budget	0	0	109	8,024
J40	Value Rentals	0	0	90	1,660
J41	Youthful Endeavours	0	0	42	2,351
J42	Midlife Renters	33	67	241	5,971
J43	Renting Rooms	0	0	3	19,246
K44	Inner City Stalwarts	0	0	0	254
K45	City Diversity	0	0	0	269
K46	High Rise Residents	0	0	0	1,657
K47	Single Essentials	70	134	134	4,202
K48	Mature Workers	0	0	0	1,816
L49	Flatlet Seniors	61	61	212	3,509
L50	Pocket Pensions	30	47	1,051	3,090
L51	Retirement Communities	116	154	872	2,021
L52	Estate Veterans	1	20	95	1,785
L53	Seasoned Survivors	8	15	15	5,869
M54	Down-to-Earth Owners	19	37	144	2,229
M55	Back with the Folks	3	105	759	2,503
M56	Self Supporters	0	0	358	3,932
N57	Community Elders	0	0	0	916
N58	Culture & Comfort	0	0	0	214
N59	Large Family Living	0	0	0	1,324
N60	Ageing Access	0	0	924	4,588
O61	Career Builders	94	94	3,306	7,488
O62	Central Pulse	0	0	660	12,058
O63	Flexible Workforce	0	0	0	822
O64	Bus-Route Renters	17	17	427	3,162
O65	Learners & Earners	0	0	460	14,121
O66	Student Scene	0	0	64	16,995
U99	Unclassified	0	0	27	16,317
Total		**3,106**	**6,040**	**42,872**	**272,032**

Top 3 Mosaic Types in a 20 Minute Walktime

1. B09 Empty-Nest Adventure

Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status

- Couples aged 56 and over
- Children have left home
- Live in long-term family home
- Book holidays and tickets online
- Comfortable detached homes
- Buy new cars

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. 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. 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. 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

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	759	12.6	42	841	13.9	85	4,442	73.5	141
Male: Alone	1,000	16.6	56	1,097	18.2	116	3,944	65.3	122
Male: Group	723	12.0	52	1,674	27.7	106	3,644	60.3	122
Male: Pair	912	15.1	58	561	9.3	61	4,568	75.6	132
Mixed Sex: Group	261	4.3	19	2,227	36.9	115	3,553	58.8	134
Mixed Sex: Pair	1,188	19.7	84	2,399	39.7	122	2,454	40.6	95
With Children	605	10.0	35	1,040	17.2	102	4,396	72.8	137
Unknown	874	14.5	44	1,156	19.1	107	4,011	66.4	139
For Eating:									
Upmarket	1,379	22.8	75	1,223	20.2	97	3,439	56.9	120
Midmarket	771	12.8	37	303	5.0	56	4,968	82.2	149
Downmarket	765	12.7	57	2,963	49.0	141	2,314	38.3	92
For Drinking (monthly spend):									
Nothing	842	13.9	46	2,542	42.1	178	2,658	44.0	98
Low (less than £10)	2,263	37.5	125	1,273	21.1	90	2,506	41.5	91
Medium (Between £10 and £40)	2,263	37.5	122	729	12.1	68	3,049	50.5	100
High (Greater than £40)	1,507	24.9	96	1,160	19.2	94	3,375	55.9	107

Pubs & Leisure: Attitudinal Profiles

	20 Minute Drivetime								
	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	95,016	34.9	115	48,675	17.9	109	112,025	41.2	79
Male: Alone	79,961	29.4	99	59,930	22.0	141	115,825	42.6	80
Male: Group	56,555	20.8	91	94,946	34.9	133	104,216	38.3	77
Male: Pair	70,509	25.9	99	51,237	18.8	124	133,970	49.2	86
Mixed Sex: Group	105,693	38.9	170	53,307	19.6	61	96,716	35.6	81
Mixed Sex: Pair	87,330	32.1	137	92,826	34.1	105	75,560	27.8	65
With Children	70,684	26.0	90	30,348	11.2	66	154,684	56.9	107
Unknown	91,177	33.5	102	38,362	14.1	79	126,178	46.4	97
For Eating:									
Upmarket	96,138	35.3	115	63,870	23.5	113	95,708	35.2	74
Midmarket	121,557	44.7	130	16,347	6.0	67	117,813	43.3	78
Downmarket	68,055	25.0	113	88,812	32.6	94	98,850	36.3	87
For Drinking (monthly spend):									
Nothing	46,288	17.0	56	68,016	25.0	106	141,413	52.0	116
Low (less than £10)	61,135	22.5	75	54,760	20.1	86	139,820	51.4	113
Medium (Between £10 and £40)	81,815	30.1	98	42,941	15.8	89	130,960	48.1	96
High (Greater than £40)	73,794	27.1	105	43,997	16.2	79	137,926	50.7	97

Competitor Map and Report
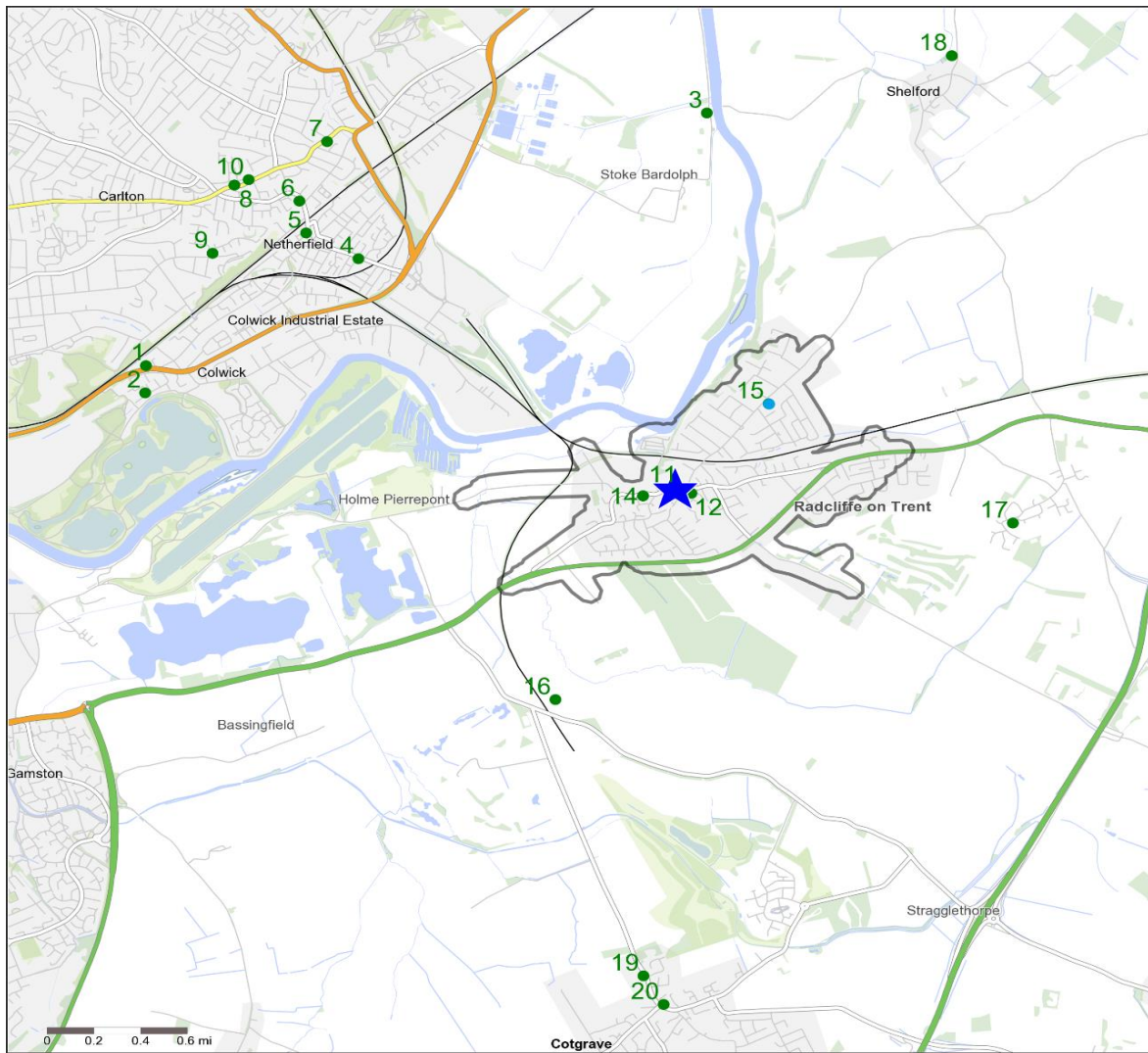
Competitor Map

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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	Toby Carvery, NG 2 4BP	Mitchells & Butlers	0.0	13.7
2	Starting Gate, NG 2 4DX	Greene King	0.0	15.4
3	Ferry Boat Inn, NG14 5HX	Greene King	0.0	17.4
4	Jackie Bells, NG 4 2HQ	Trust Inns	0.0	18.2
5	Its In The Bank, NG 4 2HE	Independent Free	0.0	18.6
6	Fox & Hounds Hotel, NG 4 3AT	Ei Group	0.0	18.7
7	Inn For A Penny, NG 4 3GP	Greene King	0.0	19.8
8	Blacks Head, NG 4 3DT	Star Pubs & Bars	0.0	19.9
9	Elwes Arms, NG 4 1DH	Ei Group	0.0	20.0
10	Old Volunteer, NG 4 3DQ	Star Pubs & Bars	0.0	20.1
11	Manvers Arms, NG12 2AA	Star Pubs & Bars	0.0	0.4
12	Royal Oak, NG12 2FD	Ei Group	1.2	0.4
13	Cliffe Inn, NG12 2BE	Independent Free	3.6	0.6
14	Horse Chestnut, NG12 2BE	Bartsch Inns	3.6	0.6
15	Sixty Four, NG12 1AW	Independent Free	12.7	2.6
16	Shepherds, NG12 2JZ	Mitchells & Butlers	38.6	4.3
17	Sanctury Bar Restaurant, NG12 2NL	Independent Free	38.6	5.1
18	Earl Of Chesterfield Arms, NG12 1EQ	Independent Free	55.8	9.4
19	Rose & Crown, NG12 3HQ	Ei Group	62.8	6.2
20	Manvers Arms, NG12 3HS	Trust Inns	65.9	6.7