# Pub Catchment Report - E 17 4JD

| Per Pub Analysis | 10 Minute WT Catchment | 20 Minute WT Catchment | 20 Minute DT Catchment |
|---|---|---|---|
| Number of Pubs | 1 | 9 | 315 |
| Catchment Adults 18+ | 4,830 | 21,906 | 866,574 |
| Catchment Adults 18+ Per Pub | 4,830 | 2,434 | 2,751 |
| Populaton Projection 2018 to 2028 (% change) | 11.35% | 9.80% | 11.98% |

### 10 Minute Walktime

| Rank | Type | Target Customers | % of Population | Index |
|---|---|---|---|---|
| 1 | Bit of Style | 1,149 | 23.8 | 46 |
| 2 | Circuit Bar | 1,149 | 23.8 | 51 |
| 3 | Craft Led | 1,149 | 23.8 | 38 |
| 4 | Premium Local | 1,149 | 23.8 | 184 |
| 5 | Community Pub | 500 | 10.4 | 26 |
| 6 | High Street Pub | 500 | 10.4 | 39 |
| 7 | Great Pub Great Food | 0 | 0.0 | 0 |

### 20 Minute Walktime

| Rank | Type | Target Customers | % of Population | Index |
|---|---|---|---|---|
| 1 | Bit of Style | 7,556 | 34.5 | 67 |
| 2 | Premium Local | 6,639 | 30.3 | 65 |
| 3 | High Street Pub | 6,087 | 27.8 | 44 |
| 4 | Craft Led | 5,515 | 25.2 | 195 |
| 5 | Circuit Bar | 5,328 | 24.3 | 60 |
| 6 | Community Pub | 5,101 | 23.3 | 87 |
| 7 | Great Pub Great Food | 2,228 | 10.2 | 99 |

### 20 Minute Drivetime

| Rank | Type | Target Customers | % of Population | Index |
|---|---|---|---|---|
| 1 | Bit of Style | 350,865 | 40.5 | 78 |
| 2 | Premium Local | 327,367 | 37.8 | 81 |
| 3 | High Street Pub | 296,243 | 34.2 | 54 |
| 4 | Craft Led | 200,444 | 23.1 | 179 |
| 5 | Great Pub Great Food | 197,739 | 22.8 | 57 |
| 6 | Community Pub | 195,568 | 22.6 | 84 |
| 7 | Circuit Bar | 193,236 | 22.3 | 216 |

# Pub Catchment Report - E 17 4JD

| 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 | 387 | 8.0 | 91 | 2,021 | 9.2 | 104 | 75,702 | 8.7 | 99 |
| C1 | 674 | 14.0 | 114 | 2,972 | 13.6 | 111 | 114,090 | 13.2 | 107 |
| C2 | 410 | 8.5 | 103 | 1,703 | 7.8 | 94 | 61,522 | 7.1 | 86 |
| DE | 567 | 11.7 | 114 | 2,719 | 12.4 | 121 | 103,002 | 11.9 | 115 |

| 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) | 715 | 14.8 | 45 | 4,717 | 21.5 | 65 | 181,679 | 21.0 | 63 |
| Medium (7-13) | 2,528 | 52.3 | 158 | 9,144 | 41.7 | 126 | 344,646 | 39.8 | 120 |
| High (14-19) | 1,721 | 35.6 | 125 | 9,629 | 44.0 | 155 | 390,233 | 45.0 | 158 |

# Catchment Mosaic Groups

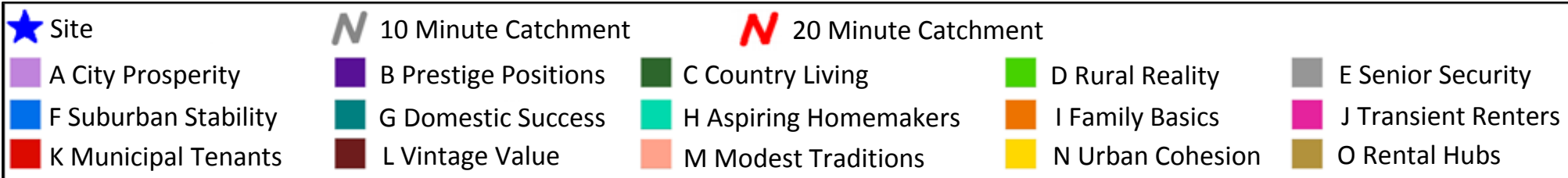## Mosaic Groups in 10 and 20 Minute WT Catchment Areas
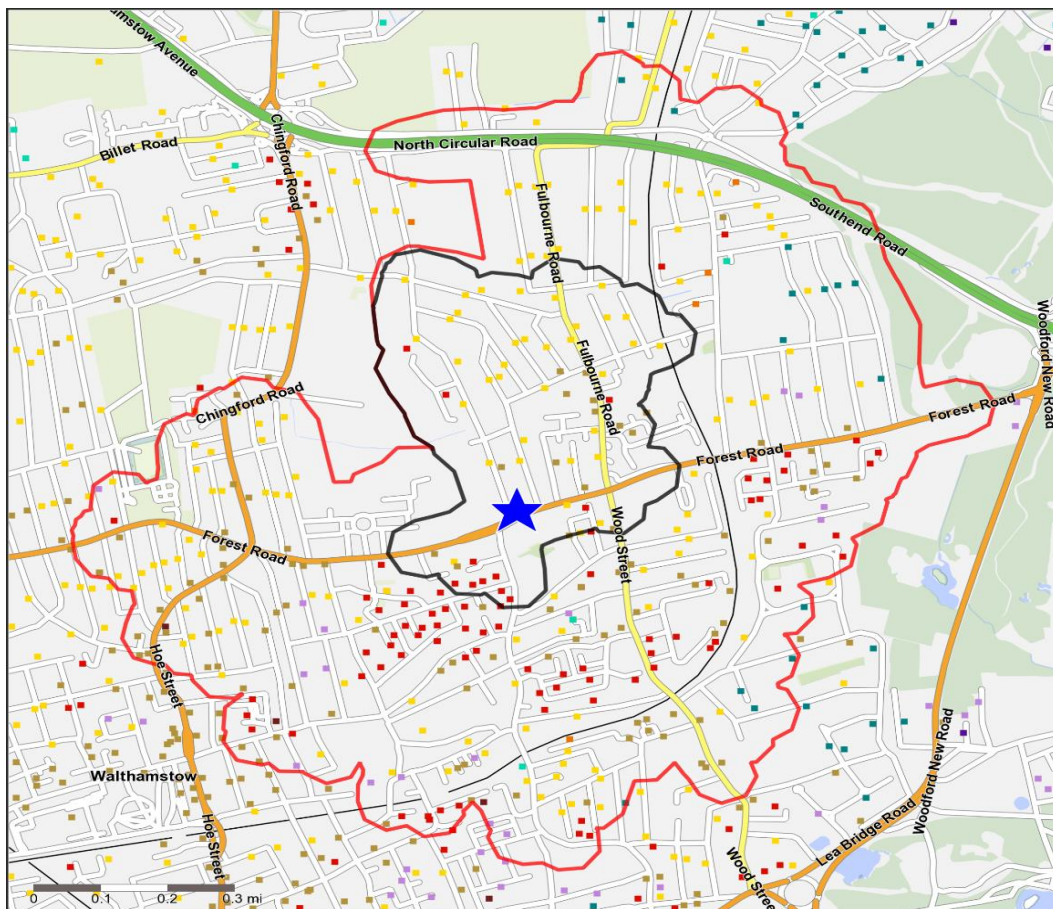


Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017

## 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 |
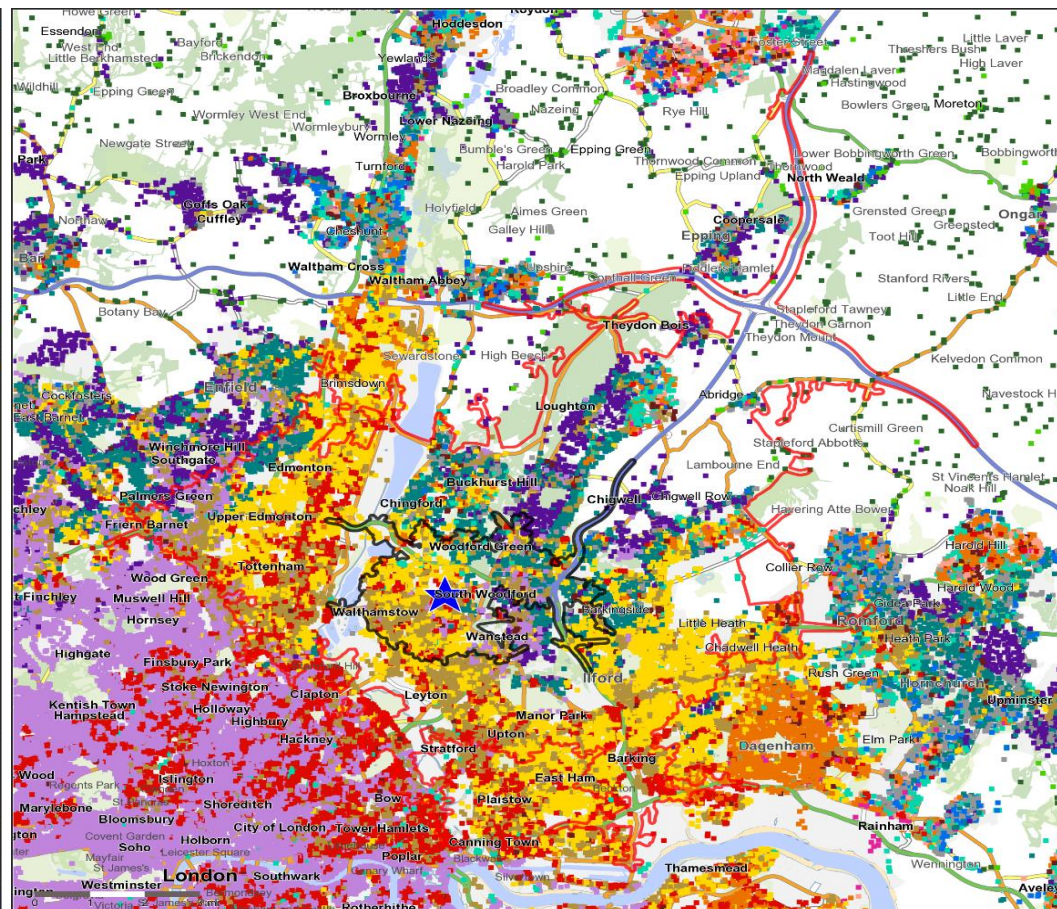
# Adults 18+ by Mosaic Type in Each Catchment

| 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 | 43 | 319 |
| A02 | Uptown Elite | 0 | 917 | 7,620 | 34,343 |
| A03 | Penthouse Chic | 0 | 0 | 0 | 0 |
| A04 | Metro High-Flyers | 0 | 0 | 1,490 | 16,262 |
| B05 | Premium Fortunes | 0 | 0 | 888 | 14,160 |
| B06 | Diamond Days | 0 | 0 | 491 | 8,147 |
| B07 | Alpha Families | 0 | 0 | 2 | 2,481 |
| B08 | Bank of Mum and Dad | 0 | 0 | 353 | 3,045 |
| B09 | Empty-Nest Adventure | 0 | 0 | 0 | 5 |
| C10 | Wealthy Landowners | 0 | 0 | 0 | 515 |
| C11 | Rural Vogue | 0 | 0 | 0 | 95 |
| C12 | Scattered Homesteads | 0 | 0 | 0 | 0 |
| C13 | Village Retirement | 0 | 0 | 0 | 87 |
| D14 | Satellite Settlers | 0 | 0 | 0 | 143 |
| D15 | Local Focus | 0 | 0 | 0 | 84 |
| D16 | Outlying Seniors | 0 | 0 | 0 | 0 |
| D17 | Far-Flung Outposts | 0 | 0 | 0 | 0 |
| E18 | Legacy Elders | 0 | 0 | 517 | 7,045 |
| E19 | Bungalow Heaven | 0 | 0 | 0 | 875 |
| E20 | Classic Grandparents | 0 | 0 | 0 | 245 |
| E21 | Solo Retirees | 0 | 0 | 0 | 1,426 |
| F22 | Boomerang Boarders | 0 | 0 | 0 | 293 |
| F23 | Family Ties | 0 | 0 | 4 | 901 |
| F24 | Fledgling Free | 0 | 0 | 0 | 0 |
| F25 | Dependable Me | 0 | 0 | 0 | 282 |
| G26 | Cafés and Catchments | 0 | 1,029 | 14,199 | 69,002 |
| G27 | Thriving Independence | 0 | 27 | 1,212 | 16,892 |
| G28 | Modern Parents | 0 | 0 | 0 | 0 |
| G29 | Mid-Career Convention | 0 | 0 | 0 | 214 |
| H30 | Primary Ambitions | 0 | 0 | 876 | 8,611 |
| H31 | Affordable Fringe | 0 | 0 | 0 | 0 |
| H32 | First-Rung Futures | 0 | 0 | 0 | 377 |
| H33 | Contemporary Starts | 0 | 0 | 18 | 379 |
| H34 | New Foundations | 0 | 69 | 1,456 | 4,972 |
| H35 | Flying Solo | 0 | 0 | 5 | 1,115 |

| 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 | 220 | 1,502 | 17,966 |
| I37 | Budget Generations | 0 | 0 | 0 | 199 |
| I38 | Economical Families | 0 | 0 | 0 | 0 |
| I39 | Families on a Budget | 0 | 0 | 0 | 40 |
| J40 | Value Rentals | 0 | 0 | 0 | 3 |
| J41 | Youthful Endeavours | 0 | 0 | 0 | 102 |
| J42 | Midlife Renters | 0 | 0 | 0 | 413 |
| J43 | Renting Rooms | 0 | 0 | 0 | 0 |
| K44 | Inner City Stalwarts | 139 | 1,094 | 4,545 | 31,790 |
| K45 | City Diversity | 352 | 2,540 | 8,328 | 85,417 |
| K46 | High Rise Residents | 0 | 206 | 225 | 5,524 |
| K47 | Single Essentials | 0 | 0 | 10 | 576 |
| K48 | Mature Workers | 0 | 0 | 0 | 0 |
| L49 | Flatlet Seniors | 0 | 69 | 273 | 2,456 |
| L50 | Pocket Pensions | 0 | 0 | 20 | 1,434 |
| L51 | Retirement Communities | 9 | 111 | 1,582 | 6,817 |
| L52 | Estate Veterans | 0 | 0 | 0 | 576 |
| L53 | Seasoned Survivors | 0 | 0 | 0 | 14 |
| M54 | Down-to-Earth Owners | 0 | 0 | 0 | 3 |
| M55 | Back with the Folks | 0 | 0 | 0 | 710 |
| M56 | Self Supporters | 0 | 0 | 0 | 348 |
| N57 | Community Elders | 389 | 3,784 | 15,173 | 92,945 |
| N58 | Culture & Comfort | 2,607 | 5,447 | 32,150 | 209,477 |
| N59 | Large Family Living | 0 | 0 | 0 | 1,222 |
| N60 | Ageing Access | 0 | 604 | 4,621 | 10,764 |
| O61 | Career Builders | 0 | 256 | 5,237 | 16,079 |
| O62 | Central Pulse | 0 | 0 | 385 | 8,316 |
| O63 | Flexible Workforce | 1,149 | 5,259 | 29,302 | 173,534 |
| O64 | Bus-Route Renters | 0 | 0 | 363 | 3,418 |
| O65 | Learners & Earners | 0 | 0 | 0 | 104 |
| O66 | Student Scene | 0 | 0 | 0 | 342 |
| U99 | Unclassified | 185 | 275 | 298 | 3,666 |
| **Total** | | **4,830** | **21,907** | **133,188** | **866,570** |

# 20 Minute Walktime and Drivetime Mosaic Type Visualisation

## Top 3 Mosaic Types in a 20 Minute Walktime

### 1. N58 Culture & Comfort
Thriving families with good incomes in diverse suburbs



- Families with children
- Good income
- Areas with high South Asian population
- Own high cost urban semis and terraces
- Highest smart TV ownership
- Read online reviews for home and garden

### 2. O63 Flexible Workforce
Successful young renters ready to move to follow worthwhile incomes from service sector jobs



- Likely to be 26-35
- Singles and multiple sharers
- Many ethnicities
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

### 3. N57 Community Elders
Established older households owning city homes in diverse neighbourhoods



- Older households
- Own city terraces and semis
- Have lived there 20 years
- Some adult children at home
- Multicultural neighbourhoods
- Respond to direct mail charity appeals

## Top 3 Mosaic Types in a 20 Minute Drivetime

### 1. N58 Culture & Comfort
Thriving families with good incomes in diverse suburbs



- Families with children
- Good income
- Areas with high South Asian population
- Own high cost urban semis and terraces
- Highest smart TV ownership
- Read online reviews for home and garden

### 2. O63 Flexible Workforce
Successful young renters ready to move to follow worthwhile incomes from service sector jobs



- Likely to be 26-35
- Singles and multiple sharers
- Many ethnicities
- Highly transient areas
- Decent incomes from service sector jobs
- High use of mobiles

### 3. N57 Community Elders
Established older households owning city homes in diverse neighbourhoods



- Older households
- Own city terraces and semis
- Have lived there 20 years
- Some adult children at home
- Multicultural neighbourhoods
- Respond to direct mail charity appeals

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 | 9,595 | 43.8 | 145 | 476 | 2.2 | 13 | 11,560 | 52.8 | 101 |
| Male: Alone | 7,138 | 32.6 | 109 | 1,405 | 6.4 | 41 | 13,088 | 59.7 | 112 |
| Male: Group | 3,713 | 16.9 | 74 | 3,990 | 18.2 | 70 | 13,929 | 63.6 | 128 |
| Male: Pair | 8,261 | 37.7 | 145 | 3,852 | 17.6 | 115 | 9,519 | 43.5 | 76 |
| Mixed Sex: Group | 11,015 | 50.3 | 220 | 6,653 | 30.4 | 95 | 3,963 | 18.1 | 41 |
| Mixed Sex: Pair | 0 | 0.0 | 0 | 3,478 | 15.9 | 49 | 18,154 | 82.9 | 194 |
| With Children | 6,639 | 30.3 | 105 | 5,480 | 25.0 | 149 | 9,513 | 43.4 | 82 |
| Unknown | 16,721 | 76.3 | 232 | 3,913 | 17.9 | 100 | 998 | 4.6 | 10 |
| **For Eating:** | | | | | | | | | |
| Upmarket | 12,595 | 57.5 | 188 | 6,110 | 27.9 | 134 | 2,927 | 13.4 | 28 |
| Midmarket | 20,218 | 92.3 | 269 | 1,137 | 5.2 | 58 | 276 | 1.3 | 2 |
| Downmarket | 0 | 0.0 | 0 | 5,977 | 27.3 | 78 | 15,654 | 71.5 | 172 |
| **For Drinking (monthly spend):** | | | | | | | | | |
| Nothing | 5,702 | 26.0 | 86 | 2,151 | 9.8 | 42 | 13,778 | 62.9 | 140 |
| Low (less than £10) | 6,333 | 28.9 | 97 | 220 | 1.0 | 4 | 15,078 | 68.8 | 152 |
| Medium (Between £10 and £40) | 6,333 | 28.9 | 95 | 6,814 | 31.1 | 174 | 8,484 | 38.7 | 77 |
| High (Greater than £40) | 8,270 | 37.8 | 146 | 4,904 | 22.4 | 109 | 8,457 | 38.6 | 74 |

# 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 | 341,985 | 39.5 | 130 | 53,216 | 6.1 | 38 | 467,707 | 54.0 | 104 |
| Male: Alone | 250,921 | 29.0 | 97 | 74,015 | 8.5 | 55 | 537,973 | 62.1 | 116 |
| Male: Group | 163,929 | 18.9 | 83 | 113,714 | 13.1 | 50 | 585,265 | 67.5 | 136 |
| Male: Pair | 283,191 | 32.7 | 125 | 116,626 | 13.5 | 88 | 463,090 | 53.4 | 93 |
| Mixed Sex: Group | 336,945 | 38.9 | 170 | 277,077 | 32.0 | 100 | 248,886 | 28.7 | 65 |
| Mixed Sex: Pair | 18,344 | 2.1 | 9 | 164,162 | 18.9 | 58 | 680,402 | 78.5 | 184 |
| With Children | 285,454 | 32.9 | 114 | 200,717 | 23.2 | 138 | 376,737 | 43.5 | 82 |
| Unknown | 588,772 | 67.9 | 207 | 196,602 | 22.7 | 127 | 77,534 | 8.9 | 19 |
| **For Eating:** | | | | | | | | | |
| Upmarket | 523,988 | 60.5 | 197 | 202,484 | 23.4 | 112 | 136,435 | 15.7 | 33 |
| Midmarket | 722,687 | 83.4 | 243 | 69,829 | 8.1 | 89 | 70,392 | 8.1 | 15 |
| Downmarket | 15,108 | 1.7 | 8 | 176,976 | 20.4 | 59 | 670,824 | 77.4 | 186 |
| **For Drinking (monthly spend):** | | | | | | | | | |
| Nothing | 168,133 | 19.4 | 64 | 115,684 | 13.3 | 56 | 579,090 | 66.8 | 149 |
| Low (less than £10) | 229,511 | 26.5 | 89 | 23,384 | 2.7 | 11 | 610,012 | 70.4 | 155 |
| Medium (Between £10 and £40) | 268,266 | 31.0 | 101 | 233,750 | 27.0 | 151 | 360,891 | 41.6 | 83 |
| High (Greater than £40) | 348,012 | 40.2 | 155 | 168,083 | 19.4 | 95 | 346,813 | 40.0 | 77 |

# Competitor Map and Report
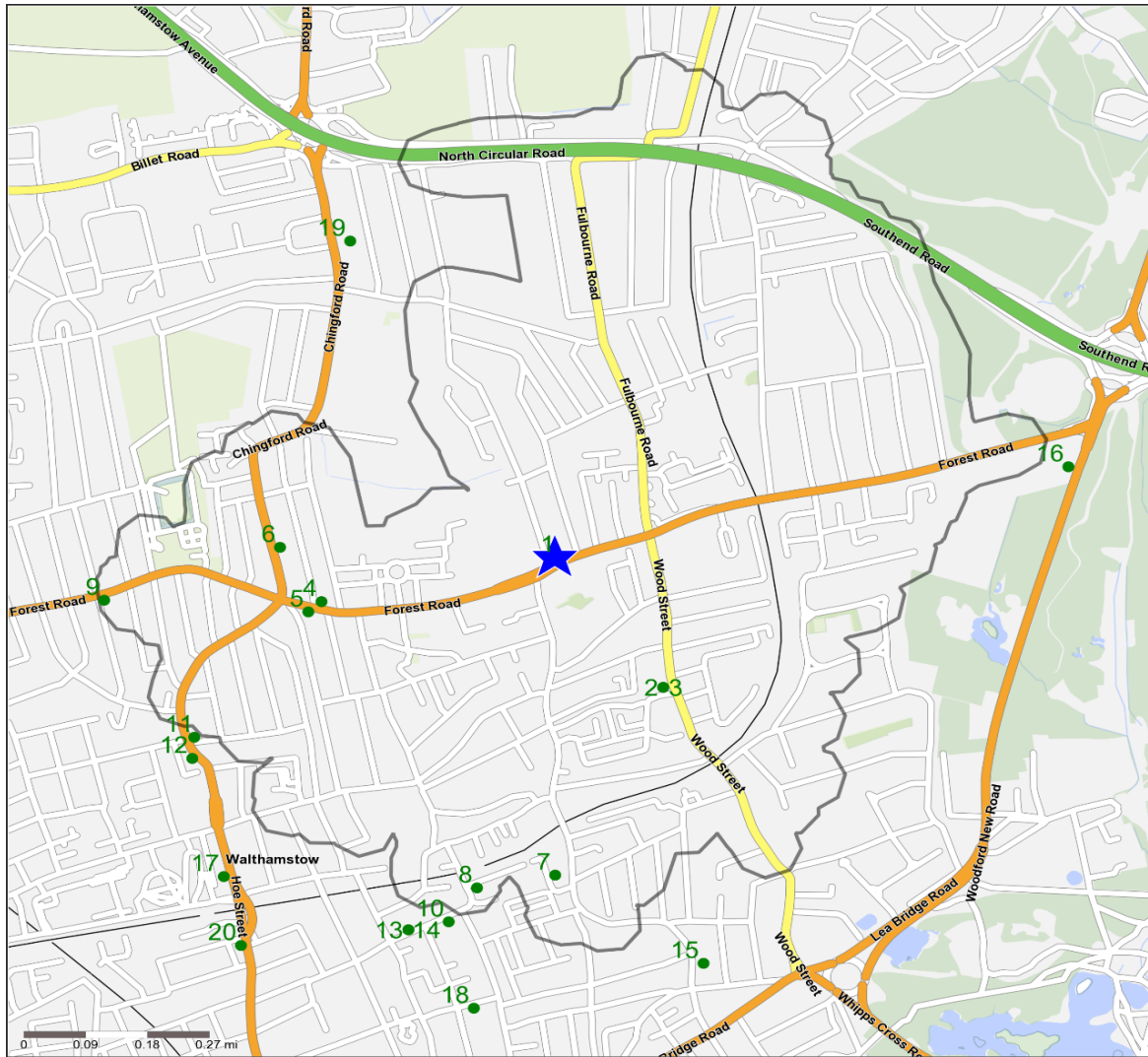
## Competitor Map



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 | William Morris, E 17 4JD | Star Pubs & Bars | 0.0 | 0.5 |
| 2 | Dukes Head, E 17 3HX | Ei Group | 13.9 | 2.5 |
| 3 | Flower Pot, E 17 3HX | Ei Group | 13.9 | 2.5 |
| 4 | Bell, E 17 4NE | Ei Group | 14.2 | 1.8 |
| 5 | Cavern Wine Bar, E 17 4NB | Independent Free | 15.4 | 2.0 |
| 6 | Bygga Bo, E 17 4PJ | Independent Free | 16.9 | 2.4 |
| 7 | Ravenswood Tap Bar, E 17 9HQ | Wild Card Brewery | 19.3 | 4.2 |
| 8 | Nags Head, E 17 9LP | Ei Group | 19.9 | 5.4 |
| 9 | Zig Zag, E 17 5JF | Independent Free | 20.8 | 3.4 |
| 10 | Village At Walthamstow, E 17 9NL | Foundation Inns | 20.8 | 5.7 |
| 11 | Ye Olde Rose & Crown, E 17 4SA | Ei Group | 21.1 | 3.9 |
| 12 | Victoria, E 17 4QH | Independent Free | 21.7 | 3.5 |
| 13 | Orford Saloon, E 17 9NJ | Independent Free | 22.0 | 5.3 |
| 14 | Queens Arms, E 17 9NJ | Ei Group | 22.0 | 5.3 |
| 15 | Lord Raglan, E 17 9HX | Trust Inns | 22.6 | 5.4 |
| 16 | Rising Sun, E 17 3PR | Independent Free | 22.9 | 4.8 |
| 17 | Goose, E 17 3AX | Stonegate Pub Company | 24.1 | 4.7 |
| 18 | Castle, E 17 9LB | Star Pubs & Bars | 25.1 | 7.2 |
| 19 | Dog & Duck, E 17 5AL | Ei Group | 25.4 | 4.8 |
| 20 | Bar Bentley, E 17 9QD | Independent Free | 26.0 | 5.1 |