Pub Catchment Report - NG 5 2FR

| Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	9	15	405
Catchment Adults 18+	7,457	25,044	476,067
Catchment Adults 18+ Per Pub	829	1,670	1,175
Populaton Projection 2018 to 2028 (% change)	2.83%	3.36%	6.13%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	6,924	92.9	179
2	Community Pub	5,780	77.5	166
3	Premium Local	3,157	42.3	67
4	Great Pub Great Food	3,038	40.7	315
5	Bit of Style	2,759	37.0	92
6	Craft Led	1,589	21.3	79
7	Circuit Bar	679	9.1	88

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	20,943	83.6	161
2	Community Pub	16,358	65.3	140
3	Bit of Style	9,661	38.6	61
4	Premium Local	8,868	35.4	274
5	Great Pub Great Food	8,116	32.4	80
6	Craft Led	6,081	24.3	90
7	Circuit Bar	3,898	15.6	151

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	389,262	81.8	158
2	Community Pub	312,902	65.7	141
3	Premium Local	182,130	38.3	61
4	Bit of Style	132,945	27.9	216
5	Great Pub Great Food	124,256	26.1	65
6	Circuit Bar	94,473	19.8	74
7	Craft Led	86,987	18.3	177

Pub Catchment Report - NG 5 2FR

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	1,120	15.0	170	3,272	13.1	148	38,864	8.2	92
C1	1,168	15.7	128	3,767	15.0	123	62,852	13.2	108
C2	490	6.6	80	1,588	6.3	77	36,883	7.7	94
DE	688	9.2	90	2,422	9.7	94	56,242	11.8	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)	2,758	37.0	112	9,817	39.2	118	219,459	46.1	139
Medium (7-13)	2,756	37.0	111	8,721	34.8	105	144,530	30.4	92
High (14-19)	1,199	16.1	57	3,824	15.3	54	63,805	13.4	47

Catchment Mosaic Groups

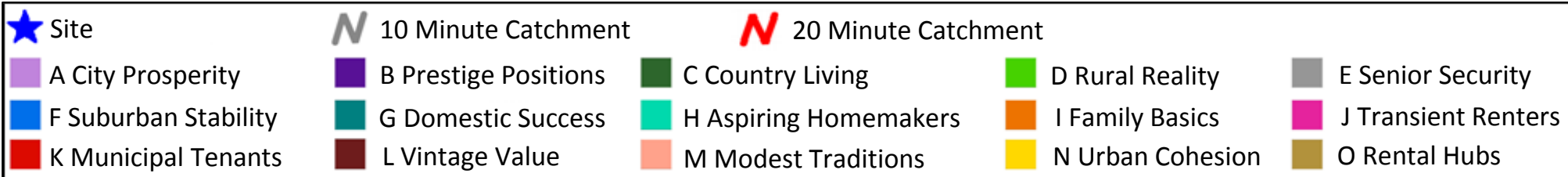## Mosaic Groups in 10 and 20 Minute WT Catchment Areas

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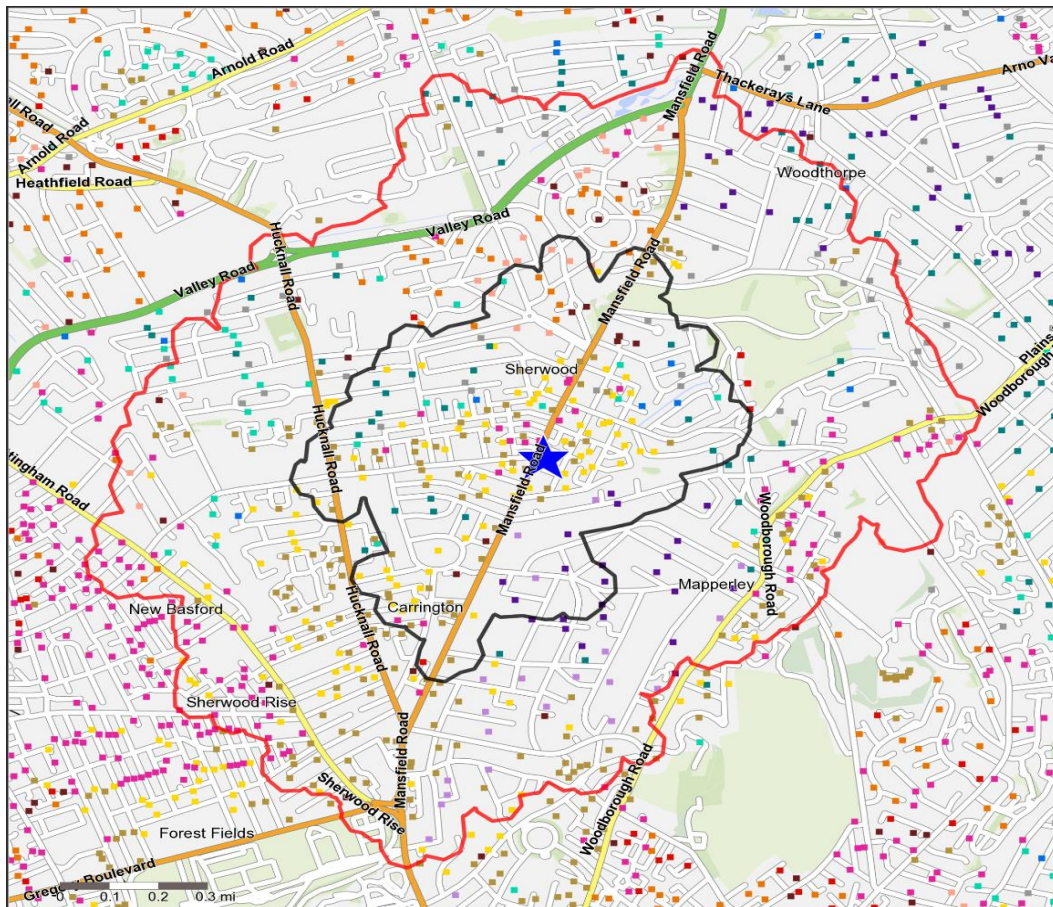
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★ Site   10 Minute Catchment   20 Minute Catchment

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
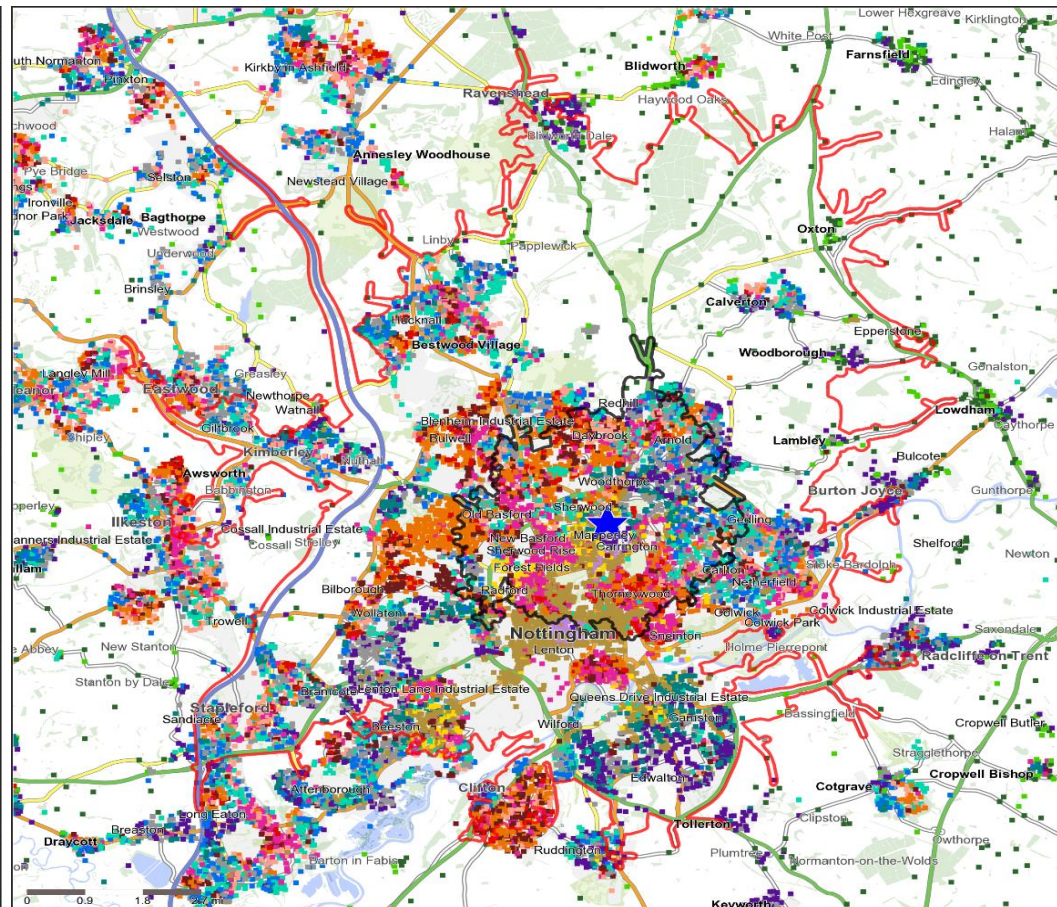
Adults 18+ by Mosaic Type in Each Catchment

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	21	182
A02	Uptown Elite	161	734	911	2,503
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	53	275	924
B05	Premium Fortunes	80	238	238	1,577
B06	Diamond Days	168	502	656	4,504
B07	Alpha Families	0	37	91	4,064
B08	Bank of Mum and Dad	0	94	618	5,898
B09	Empty-Nest Adventure	0	25	1,834	10,336
C10	Wealthy Landowners	0	0	5	1,176
C11	Rural Vogue	0	0	0	216
C12	Scattered Homesteads	0	0	7	64
C13	Village Retirement	0	0	5	1,342
D14	Satellite Settlers	0	0	8	1,287
D15	Local Focus	0	0	1	65
D16	Outlying Seniors	0	0	4	220
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	289	588	2,840	10,661
E19	Bungalow Heaven	0	212	2,176	9,665
E20	Classic Grandparents	91	264	3,331	11,252
E21	Solo Retirees	69	400	3,491	10,099
F22	Boomerang Boarders	29	43	2,131	9,923
F23	Family Ties	0	19	765	2,412
F24	Fledgling Free	0	0	603	7,603
F25	Dependable Me	153	366	3,508	11,191
G26	Cafés and Catchments	150	262	399	5,641
G27	Thriving Independence	704	1,871	5,331	15,855
G28	Modern Parents	0	0	58	5,068
G29	Mid-Career Convention	0	32	692	5,217
H30	Primary Ambitions	146	619	2,769	5,716
H31	Affordable Fringe	11	22	2,249	13,083
H32	First-Rung Futures	32	409	5,079	16,750
H33	Contemporary Starts	0	0	564	5,723
H34	New Foundations	16	29	1,269	2,518
H35	Flying Solo	49	180	641	2,337

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	142	310	1,056	2,484
I37	Budget Generations	0	69	1,732	5,926
I38	Economical Families	61	602	6,354	15,788
I39	Families on a Budget	0	138	12,966	33,008
J40	Value Rentals	0	0	1,072	4,788
J41	Youthful Endeavours	0	0	1,897	5,229
J42	Midlife Renters	97	1,269	6,112	14,838
J43	Renting Rooms	517	2,220	17,396	30,110
K44	Inner City Stalwarts	0	0	151	254
K45	City Diversity	0	0	269	269
K46	High Rise Residents	0	233	1,543	1,890
K47	Single Essentials	7	19	4,208	8,176
K48	Mature Workers	0	33	1,921	7,512
L49	Flatlet Seniors	39	97	2,714	8,050
L50	Pocket Pensions	33	43	1,300	6,550
L51	Retirement Communities	105	330	718	2,783
L52	Estate Veterans	0	182	1,593	4,465
L53	Seasoned Survivors	69	244	5,124	11,401
M54	Down-to-Earth Owners	0	0	1,552	5,277
M55	Back with the Folks	154	537	4,175	10,886
M56	Self Supporters	70	366	3,022	14,579
N57	Community Elders	19	196	1,396	1,665
N58	Culture & Comfort	0	0	272	382
N59	Large Family Living	0	56	2,792	2,900
N60	Ageing Access	2,122	3,616	4,417	8,348
O61	Career Builders	1,299	2,996	3,969	11,417
O62	Central Pulse	124	1,719	7,901	12,977
O63	Flexible Workforce	0	419	1,052	1,146
O64	Bus-Route Renters	372	784	2,208	5,434
O65	Learners & Earners	79	297	8,392	16,465
O66	Student Scene	0	42	7,936	17,718
U99	Unclassified	0	1,229	7,535	18,281
Total		**7,457**	**25,045**	**167,315**	**476,068**

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. O61 Career Builders
Professional singles and couples in their 20s and 30s progressing in their field of work from commutable properties

- Most aged 26-35
- Singles and cohabiting couples
- Good incomes from career jobs
- Rent /own nice apartments
- Pleasant neighbourhoods
- High use of email

3. 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

Top 3 Mosaic Types in a 20 Minute Drivetime

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. 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

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

Activity Group Structure	High Target Customers	High % of Population	High Index		Medium Target Customers	Medium % of Population	Medium Index		Low Target Customers	Low % of Population	Low Index	
				20 Minute Walktime								
Female: Alone, Pair or Group	11,075	44.2	146		5,707	22.8	139		7,033	28.1	54	
Male: Alone	10,241	40.9	137		6,064	24.2	155		7,510	30.0	56	
Male: Group	9,077	36.2	158		5,129	20.5	78		9,609	38.4	77	
Male: Pair	10,420	41.6	160		4,884	19.5	128		8,511	34.0	59	
Mixed Sex: Group	11,649	46.5	203		2,763	11.0	35		9,403	37.5	86	
Mixed Sex: Pair	5,191	20.7	88		11,714	46.8	144		6,910	27.6	65	
With Children	7,902	31.6	109		1,766	7.1	42		14,147	56.5	107	
Unknown	7,029	28.1	85		4,563	18.2	102		12,223	48.8	102	
For Eating:												
Upmarket	11,860	47.4	155		7,286	29.1	140		4,669	18.6	39	
Midmarket	16,112	64.3	187		1,415	5.7	63		6,289	25.1	45	
Downmarket	3,696	14.8	66		8,750	34.9	100		11,369	45.4	109	
For Drinking (monthly spend):												
Nothing	6,443	25.7	85		3,491	13.9	59		13,881	55.4	124	
Low (less than £10)	7,033	28.1	94		3,839	15.3	65		12,942	51.7	114	
Medium (Between £10 and £40)	9,341	37.3	122		5,071	20.2	114		9,403	37.5	75	
High (Greater than £40)	11,736	46.9	181		4,279	17.1	83		7,801	31.1	60	

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	158,665	33.3	110	69,360	14.6	89	229,761	48.3	93
Male: Alone	156,901	33.0	111	105,639	22.2	142	195,245	41.0	77
Male: Group	114,823	24.1	105	145,921	30.7	117	197,042	41.4	83
Male: Pair	133,082	28.0	107	115,025	24.2	159	209,679	44.0	77
Mixed Sex: Group	169,873	35.7	156	76,327	16.0	50	211,585	44.4	101
Mixed Sex: Pair	138,382	29.1	124	174,206	36.6	113	145,198	30.5	71
With Children	155,685	32.7	113	71,515	15.0	89	230,587	48.4	91
Unknown	137,765	28.9	88	72,810	15.3	85	247,212	51.9	108
For Eating:									
Upmarket	150,473	31.6	103	113,339	23.8	114	193,974	40.7	86
Midmarket	200,966	42.2	123	46,485	9.8	108	210,335	44.2	80
Downmarket	146,186	30.7	138	172,216	36.2	104	139,384	29.3	70
For Drinking (monthly spend):									
Nothing	114,949	24.1	80	127,762	26.8	114	215,075	45.2	101
Low (less than £10)	109,782	23.1	77	90,533	19.0	81	257,471	54.1	119
Medium (Between £10 and £40)	140,321	29.5	96	55,637	11.7	66	261,828	55.0	109
High (Greater than £40)	117,658	24.7	95	84,946	17.8	87	255,182	53.6	103

Source: CGA 2018
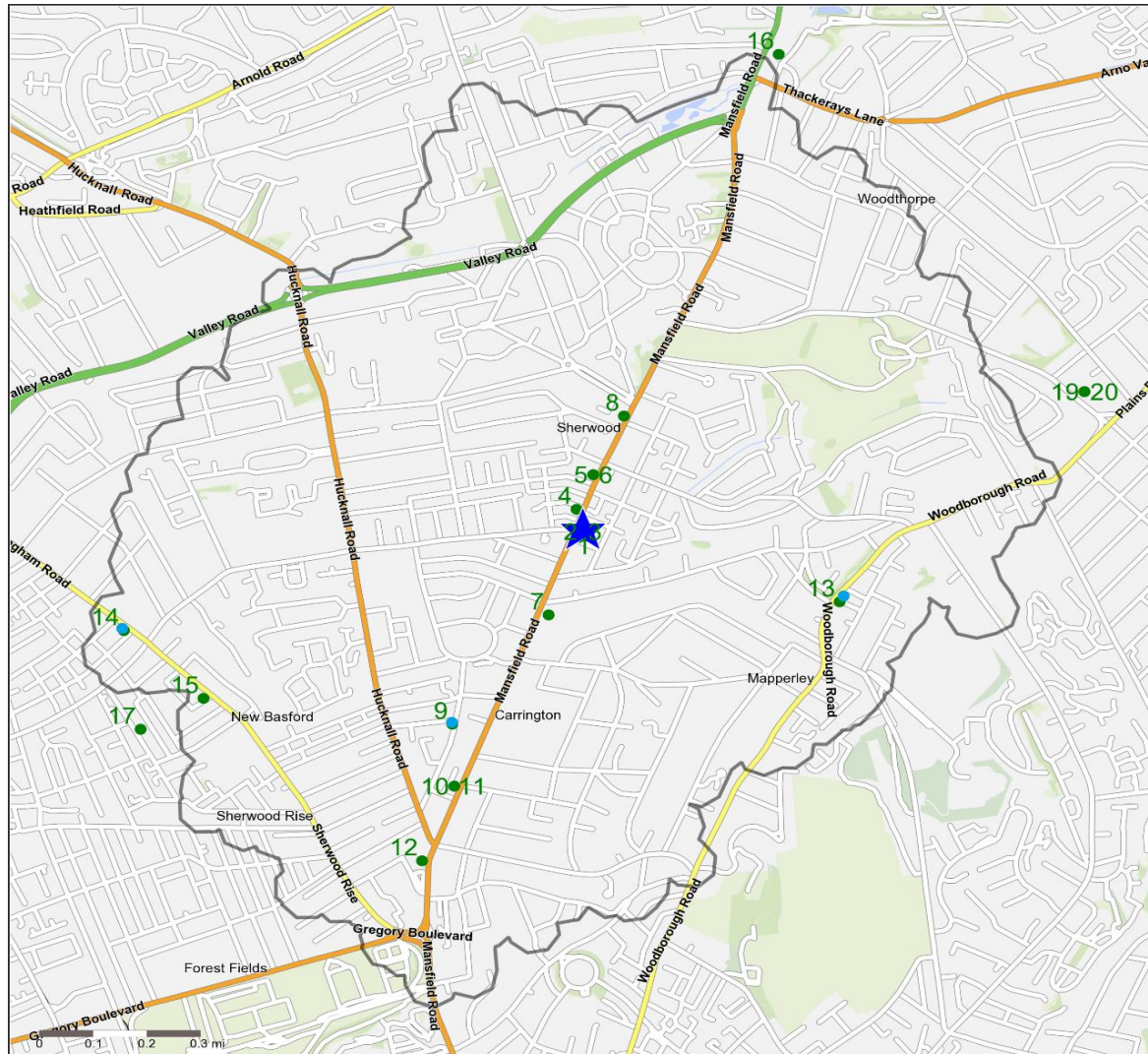
Competitor Map

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⭐ Site 🔵 Star Pubs 🟢 Pubs Ɲ Catchment

Top 20 Nearest Competitors

Order	Outlet Name	Operator	Walktime From Site (Minutes)	Drivetime from Site (Minutes)
1	Dowlings, NG 5 2FR	Star Pubs & Bars	0.0	0.2
2	Robin Hood Hotel, NG 5 2FR	Greene King	0.0	0.2
3	Sherwood, NG 5 2FR	Ei Group	0.0	0.2
4	Beer Dock, NG 5 2JL	Independent Free	0.6	0.9
5	Le Mistral, NG 5 2JN	Ever So Sensible Bars	2.1	0.8
6	Samuel Hall, NG 5 2JN	Wetherspoon	2.1	0.8
7	Fat Cat, NG 5 2EL	Independent Free	3.6	1.1
8	Sherwood Manor, NG 5 2FX	Greene King	4.8	1.4
9	Gladstone Hotel, NG 5 2AW	Star Pubs & Bars	10.3	2.3
10	Doctors Orders, NG 5 2DA	Independent Free	10.9	2.6
11	New Carrington Inn, NG 5 2DA	Ei Group	10.9	2.6
12	Grosvenor, NG 5 2BY	Greene King	14.5	2.9
13	Duke Of Cambridge, NG 3 5FH	Star Pubs & Bars	15.1	3.2
14	Willow Tree Inn, NG 7 7DA	Star Pubs & Bars	19.0	3.9
15	Royal Oak, NG 7 7AJ	*Other Small Retail Groups	19.3	4.3
16	Vale Hotel, NG 5 3GG	Greene King	21.4	4.2
17	Pelham, NG 7 7JS	Independent Free	22.3	4.5
18	Bread & Bitter, NG 3 5JL	Castle Rock	24.7	4.8
19	Plainsman, NG 3 5JL	Greene King	24.7	4.8
20	Woodthorpe Top, NG 3 5JL	Wetherspoon	24.7	4.8