Pub Catchment Report - LS16 8AU

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	1	1	449
Catchment Adults 18+	20	35	415,887
Catchment Adults 18+ Per Pub	20	35	926
Populaton Projection 2018 to 2028 (% change)	4.76%	5.26%	5.20%

10 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Great Pub Great Food	20	100.0	193	
2	Premium Local	20	100.0	215	
3	Bit of Style	0	0.0	0	
4	Circuit Bar	0	0.0	0	
5	Community Pub	0	0.0	0	
6	Craft Led	0	0.0	0	
7	High Street Pub	0	0.0	0	

20 Minute Walktime

Rank	Type	Target Customers	% of Population	Index	
1	Great Pub Great Food	35	100.0	193	
2	Premium Local	35	100.0	215	
3	Community Pub	1	2.9	5	
4	Bit of Style	0	0.0	0	
5	Circuit Bar	0	0.0	0	
6	Craft Led	0	0.0	0	
7	High Street Pub	0	0.0	0	

20 Minute Drivetime

Rank	Type	Target Customers	% of Population	Index	
1	High Street Pub	305,486	73.5	142	
2	Community Pub	217,774	52.4	112	
3	Premium Local	201,355	48.4	77	
4	Great Pub Great Food	164,397	39.5	306	
5	Bit of Style	153,089	36.8	91	
6	Craft Led	94,599	22.7	85	
7	Circuit Bar	84,558	20.3	197	

Pub Catchment Report - LS16 8AU

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	3	15.0	170	5	14.3	162	46,215	11.1	126
C1	2	10.0	82	4	11.4	93	57,046	13.7	112
C2	1	5.0	61	2	5.7	69	26,578	6.4	77
DE	1	5.0	49	1	2.9	28	37,453	9.0	87

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)	0	0.0	0	0	0.0	0	159,211	38.3	115
Medium (7-13)	1	5.0	15	4	11.4	34	139,563	33.6	101
High (14-19)	15	75.0	264	24	68.6	241	99,903	24.0	85

Catchment Mosaic Groups

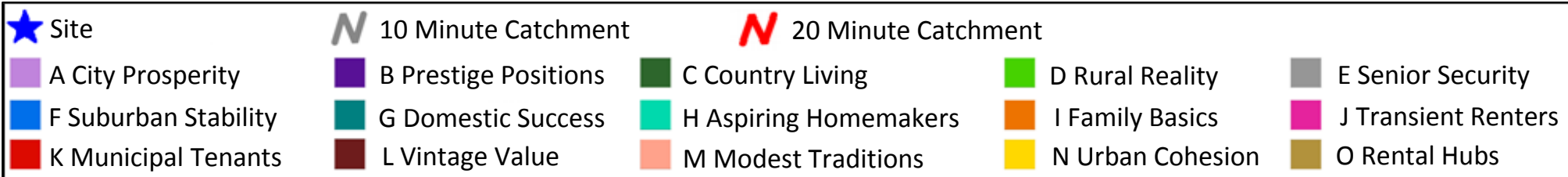## Mosaic Groups in 10 and 20 Minute WT Catchment Areas
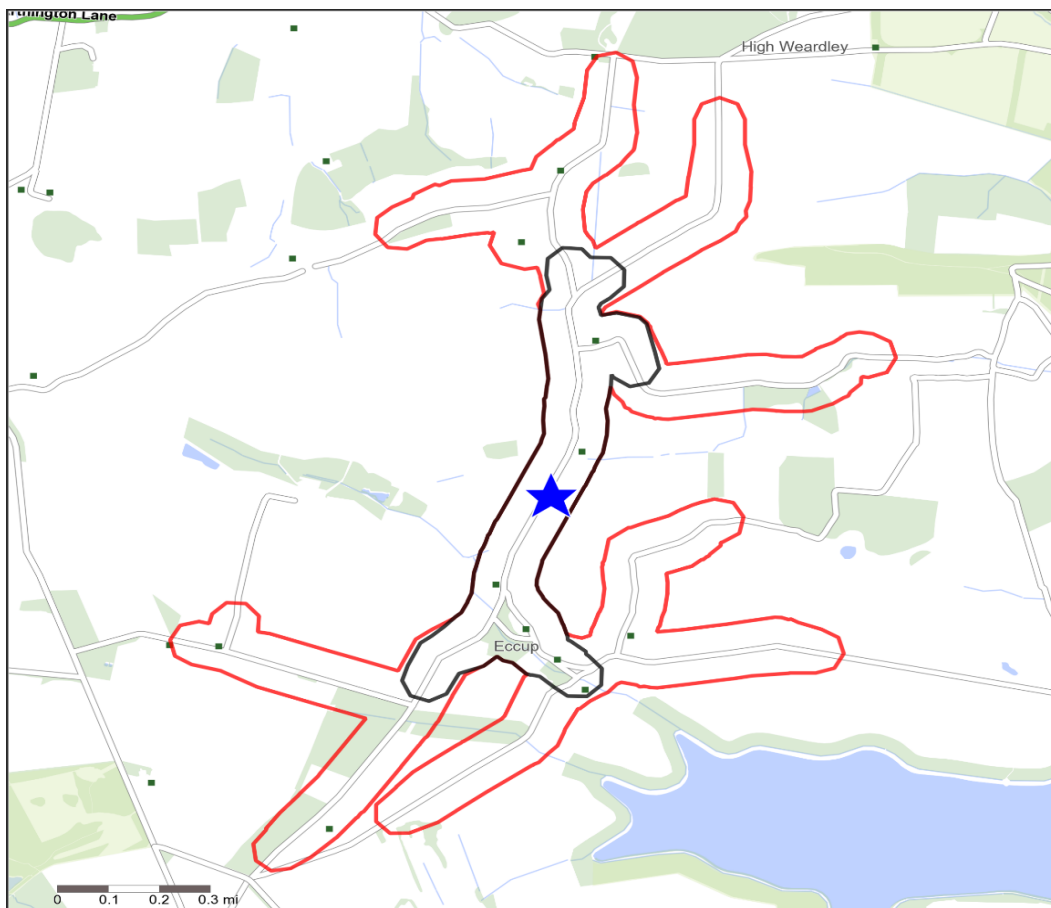
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Mosaic Groups in 10 and 20 Minute DT Catchment Area

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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
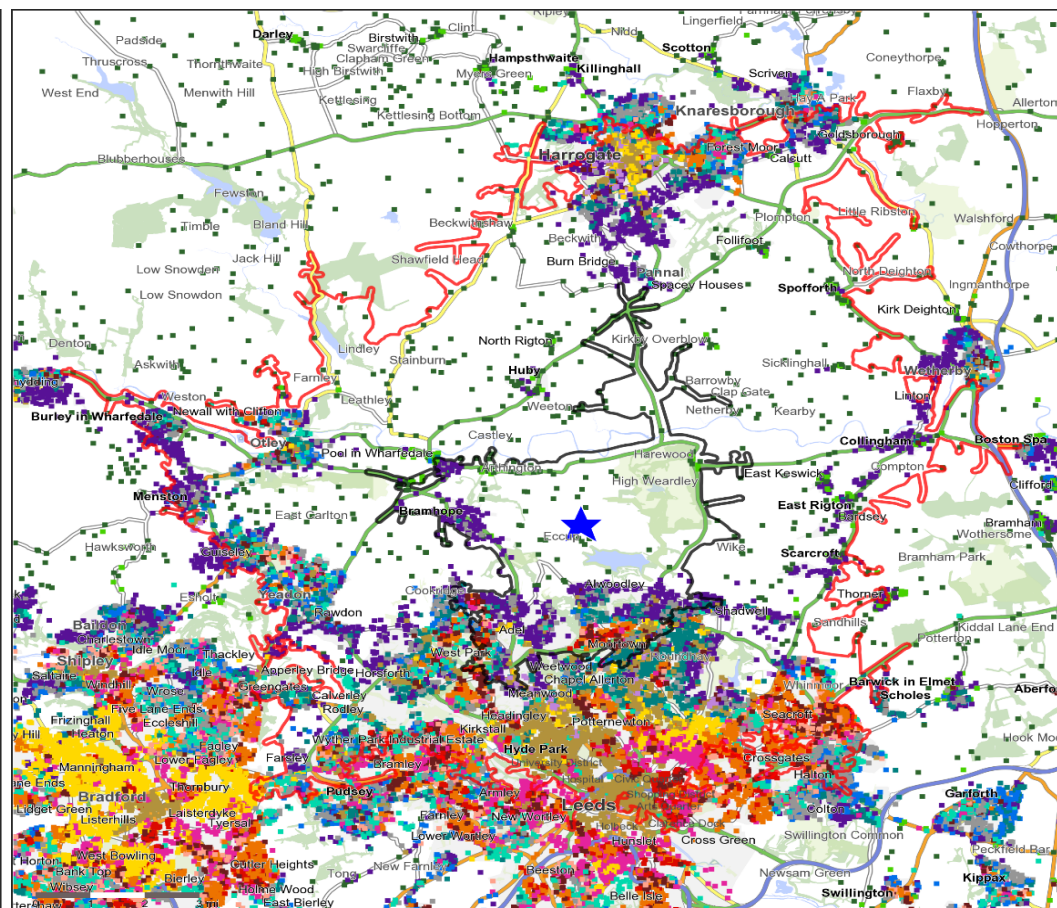
Adults 18+ by Mosaic Type in Each Catchment

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	11	196
A02	Uptown Elite	0	0	237	4,184
A03	Penthouse Chic	0	0	0	2
A04	Metro High-Flyers	0	0	24	647
B05	Premium Fortunes	0	1	2,251	8,553
B06	Diamond Days	1	2	3,380	13,569
B07	Alpha Families	0	0	2,951	10,141
B08	Bank of Mum and Dad	0	0	1,914	6,548
B09	Empty-Nest Adventure	0	0	1,465	9,203
C10	Wealthy Landowners	14	22	525	4,591
C11	Rural Vogue	1	4	154	502
C12	Scattered Homesteads	0	1	22	89
C13	Village Retirement	2	4	291	1,703
D14	Satellite Settlers	0	2	550	2,299
D15	Local Focus	0	0	1	118
D16	Outlying Seniors	0	0	28	454
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	0	0	3,845	16,402
E19	Bungalow Heaven	0	0	586	5,064
E20	Classic Grandparents	0	0	244	8,457
E21	Solo Retirees	0	0	241	8,487
F22	Boomerang Boarders	0	0	567	6,735
F23	Family Ties	0	0	41	2,394
F24	Fledgling Free	0	0	5	769
F25	Dependable Me	0	0	208	4,557
G26	Cafés and Catchments	0	0	1,338	11,801
G27	Thriving Independence	0	0	3,017	24,323
G28	Modern Parents	0	0	138	1,270
G29	Mid-Career Convention	0	0	1,137	7,393
H30	Primary Ambitions	0	0	77	7,044
H31	Affordable Fringe	0	0	76	3,761
H32	First-Rung Futures	0	0	499	8,947
H33	Contemporary Starts	0	0	13	2,816
H34	New Foundations	0	0	78	2,463
H35	Flying Solo	0	0	178	1,929

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	0	1,116	6,992
I37	Budget Generations	0	0	168	2,267
I38	Economical Families	0	0	179	4,113
I39	Families on a Budget	0	0	123	14,476
J40	Value Rentals	0	0	108	1,290
J41	Youthful Endeavours	0	0	455	2,152
J42	Midlife Renters	0	0	413	7,792
J43	Renting Rooms	0	0	99	11,989
K44	Inner City Stalwarts	0	0	0	1,236
K45	City Diversity	0	0	0	1,286
K46	High Rise Residents	0	0	362	5,067
K47	Single Essentials	0	0	1,173	4,938
K48	Mature Workers	0	0	32	2,915
L49	Flatlet Seniors	0	0	739	4,312
L50	Pocket Pensions	0	0	494	4,623
L51	Retirement Communities	0	0	796	6,794
L52	Estate Veterans	0	0	1,744	12,084
L53	Seasoned Survivors	0	0	381	2,027
M54	Down-to-Earth Owners	0	0	102	1,804
M55	Back with the Folks	0	0	590	4,777
M56	Self Supporters	0	0	218	2,610
N57	Community Elders	0	0	0	2,811
N58	Culture & Comfort	0	0	67	1,385
N59	Large Family Living	0	0	0	7,181
N60	Ageing Access	0	0	709	9,460
O61	Career Builders	0	0	1,642	22,671
O62	Central Pulse	0	0	121	15,412
O63	Flexible Workforce	0	0	0	1,985
O64	Bus-Route Renters	0	0	498	5,199
O65	Learners & Earners	0	0	87	17,019
O66	Student Scene	0	0	0	21,696
U99	Unclassified	0	0	155	18,108
Total		**18**	**36**	**38,663**	**415,882**

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

1. C10 Wealthy Landowners

Prosperous owners of country houses including affluent families, successful farmers and second-home owners

- High value large detached homes
- Rural locations
- Own several cars
- Most likely to own a horse
- Mature married couples
- Own both PC and laptop

1. G27 Thriving Independence

Well-qualified older singles with incomes from successful professional careers in good quality housing

- Singles and cohabitees 36+
- Family neighbourhoods
- Middle managers
- Large outstanding mortgage
- Comfortable income
- Moderate use of Internet

2. C11 Rural Vogue

Country-loving families pursuing a rural idyll in comfortable village homes, many commuting some distance to work

- Families with children
- Detached housing
- Village locations
- Good income
- Travel to nearest school
- Highest pet ownership

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. C13 Village Retirement

Retirees enjoying pleasant village locations with amenities to service their social and practical needs

- Retired couples and singles
- Larger village location
- Like to be self-sufficient
- Enjoy UK holidays
- Most likely to play cricket and golf
- Often prefer post for communications

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	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	0	0.0	0	2	5.7	35	33	94.3	181
Male: Alone	0	0.0	0	0	0.0	0	35	100.0	188
Male: Group	0	0.0	0	4	11.4	44	31	88.6	178
Male: Pair	0	0.0	0	0	0.0	0	35	100.0	174
Mixed Sex: Group	0	0.0	0	6	17.1	54	29	82.9	189
Mixed Sex: Pair	2	5.7	24	5	14.3	44	28	80.0	187
With Children	0	0.0	0	2	5.7	34	33	94.3	178
Unknown	2	5.7	17	2	5.7	32	31	88.6	185
For Eating:									
Upmarket	0	0.0	0	0	0.0	0	35	100.0	212
Midmarket	0	0.0	0	0	0.0	0	35	100.0	181
Downmarket	0	0.0	0	0	0.0	0	35	100.0	240
For Drinking (monthly spend):									
Nothing	1	2.9	9	4	11.4	48	30	85.7	191
Low (less than £10)	7	20.0	67	6	17.1	73	22	62.9	139
Medium (Between £10 and £40)	3	8.6	28	27	77.1	433	6	17.1	34
High (Greater than £40)	0	0.0	0	24	68.6	334	11	31.4	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	133,684	32.1	106	60,886	14.6	89	203,209	48.9	94
Male: Alone	105,184	25.3	85	107,307	25.8	165	185,288	44.6	84
Male: Group	86,846	20.9	91	109,039	26.2	100	201,894	48.5	98
Male: Pair	124,954	30.0	115	48,655	11.7	77	224,170	53.9	94
Mixed Sex: Group	128,305	30.9	135	60,476	14.5	46	208,999	50.3	114
Mixed Sex: Pair	113,020	27.2	116	129,126	31.0	96	155,633	37.4	88
With Children	88,413	21.3	73	51,249	12.3	73	258,117	62.1	117
Unknown	105,398	25.3	77	81,834	19.7	110	210,547	50.6	106
For Eating:									
Upmarket	160,121	38.5	126	85,695	20.6	99	151,962	36.5	77
Midmarket	184,097	44.3	129	30,380	7.3	81	183,302	44.1	80
Downmarket	93,509	22.5	101	115,371	27.7	80	188,899	45.4	109
For Drinking (monthly spend):									
Nothing	76,914	18.5	61	92,968	22.4	95	227,897	54.8	122
Low (less than £10)	103,467	24.9	83	56,683	13.6	58	237,629	57.1	126
Medium (Between £10 and £40)	143,306	34.5	113	59,566	14.3	80	194,907	46.9	93
High (Greater than £40)	128,682	30.9	120	81,040	19.5	95	188,057	45.2	86

Competitor Map and Report
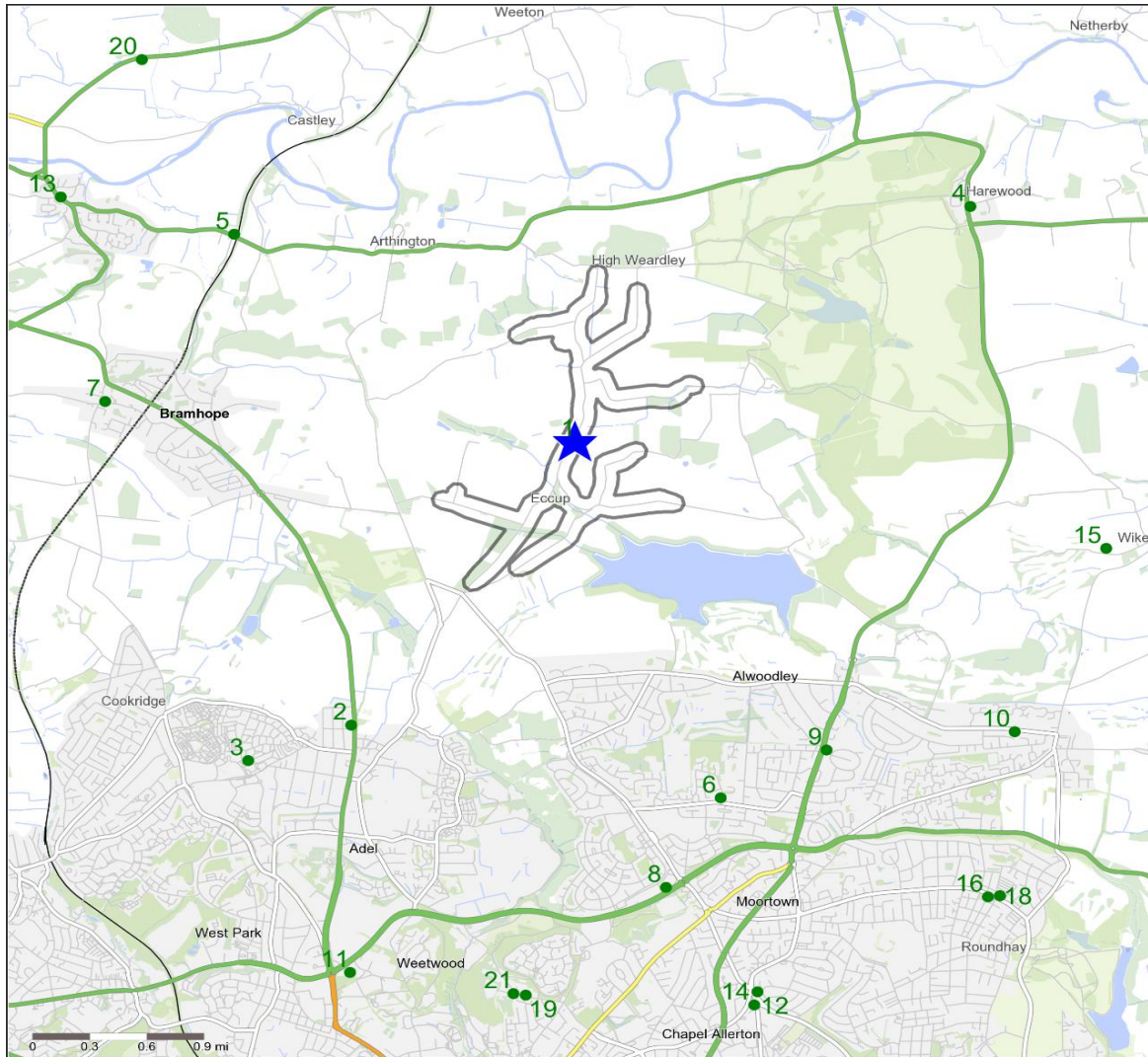
Competitor Map

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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	New Inn, LS16 8AU	Star Pubs & Bars	0.0	0.1
2	Lawnswood Arms, LS16 7PH	Greene King	48.0	6.5
3	High Farm, LS16 7AQ	Marston's	56.7	8.0
4	Harewood Arms Hotel, LS17 9LH	Sam Smith	58.5	6.9
5	Wharfedale, LS21 1NL	Star Pubs & Bars	58.8	7.5
6	Charlie Brett's At The Allerton, LS17 7HW	*Other Small Retail Groups	61.9	7.9
7	Fox & Hounds, LS16 9AX	Greene King	62.1	7.7
8	Penny Fun, LS17 5NY	Star Pubs & Bars	63.1	8.6
9	Lord Darcy, LS17 8EH	Greene King	64.6	8.2
10	Dexter, LS17 8RZ	Mitchells & Butlers	75.2	9.3
11	Weetwood Hall Of Residence, LS16 5PS	Independent Free	77.4	8.7
12	El Bareto, LS17 6LX	Independent Free	77.6	11.1
13	White Hart, LS21 1LH	Mitchells & Butlers	78.2	10.1
14	Toby Carvery, LS 7 3PT	Mitchells & Butlers	78.6	11.0
15	Nineteen Bar & Grill, LS17 9JW	Independent Free	87.9	11.9
16	Thomas Osbourne, LS 8 1AP	Ei Group	96.2	13.3
17	Banyan Bar And Kitchen, LS 8 2DQ	Arc Inspirations	97.4	13.1
18	Deer Park, LS 8 2DQ	Mitchells & Butlers	97.4	13.1
19	Bay Horse Inn, LS 6 4NB	Ei Group	98.7	12.8
20	Hunters Inn, LS21 2PS	Independent Free	99.9	12.2