# Pub Catchment Report - S8 9EQ

| Per Pub Analysis | 10 Minute WT Catchment | 20 Minute WT Catchment | 20 Minute DT Catchment |
|---|---|---|---|
| Number of Pubs | 7 | 20 | 433 |
| Catchment Adults 18+ | 5,330 | 18,395 | 385,050 |
| Catchment Adults 18+ Per Pub | 761 | 920 | 889 |
| Populaton Projection 2020 to 2030 (% change) | 2.80% | 3.26% | 4.87% |

## 10 Minute Walktime

| Rank | Type | Target Customers | % of Population | Index | |
|---|---|---|---|---|---|
| 1 | High Street Pub | 5,320 | 99.8 | 190 | |
| 2 | Community Pub | 4,135 | 77.6 | 165 | |
| 3 | Premium Local | 1,620 | 30.4 | 48 | |
| 4 | Great Pub Great Food | 1,304 | 24.5 | 171 | |
| 5 | Bit of Style | 1,271 | 23.8 | 59 | |
| 6 | Circuit Bar | 405 | 7.6 | 27 | |
| 7 | Craft Led | 272 | 5.1 | 45 | |

## 20 Minute Walktime

| Rank | Type | Target Customers | % of Population | Index | |
|---|---|---|---|---|---|
| 1 | High Street Pub | 17,873 | 97.2 | 185 | |
| 2 | Community Pub | 14,753 | 80.2 | 171 | |
| 3 | Premium Local | 6,419 | 34.9 | 55 | |
| 4 | Great Pub Great Food | 4,227 | 23.0 | 160 | |
| 5 | Bit of Style | 4,107 | 22.3 | 55 | |
| 6 | Circuit Bar | 1,765 | 9.6 | 33 | |
| 7 | Craft Led | 1,677 | 9.1 | 80 | |

## 20 Minute Drivetime

| Rank | Type | Target Customers | % of Population | Index | |
|---|---|---|---|---|---|
| 1 | High Street Pub | 326,088 | 84.7 | 161 | |
| 2 | Community Pub | 258,457 | 67.1 | 143 | |
| 3 | Premium Local | 150,098 | 39.0 | 61 | |
| 4 | Bit of Style | 142,733 | 37.1 | 259 | |
| 5 | Circuit Bar | 108,775 | 28.2 | 70 | |
| 6 | Craft Led | 106,567 | 27.7 | 97 | |
| 7 | Great Pub Great Food | 103,047 | 26.8 | 236 | |

# Pub Catchment Report - S8 9EQ

| 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 | 639 | 12.0 | 135 | 2,233 | 12.1 | 137 | 34,453 | 8.9 | 101 |
| C1 | 839 | 15.7 | 128 | 2,891 | 15.7 | 128 | 50,050 | 13.0 | 106 |
| C2 | 471 | 8.8 | 107 | 1,562 | 8.5 | 103 | 26,478 | 6.9 | 83 |
| DE | 394 | 7.4 | 72 | 1,442 | 7.8 | 76 | 37,469 | 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) | 2,323 | 43.6 | 131 | 8,118 | 44.1 | 133 | 192,360 | 50.0 | 150 |
| Medium (7-13) | 2,751 | 51.6 | 155 | 9,079 | 49.4 | 148 | 102,938 | 26.7 | 80 |
| High (14-19) | 261 | 4.9 | 17 | 1,058 | 5.8 | 20 | 49,886 | 13.0 | 45 |

# Catchment Mosaic Groups

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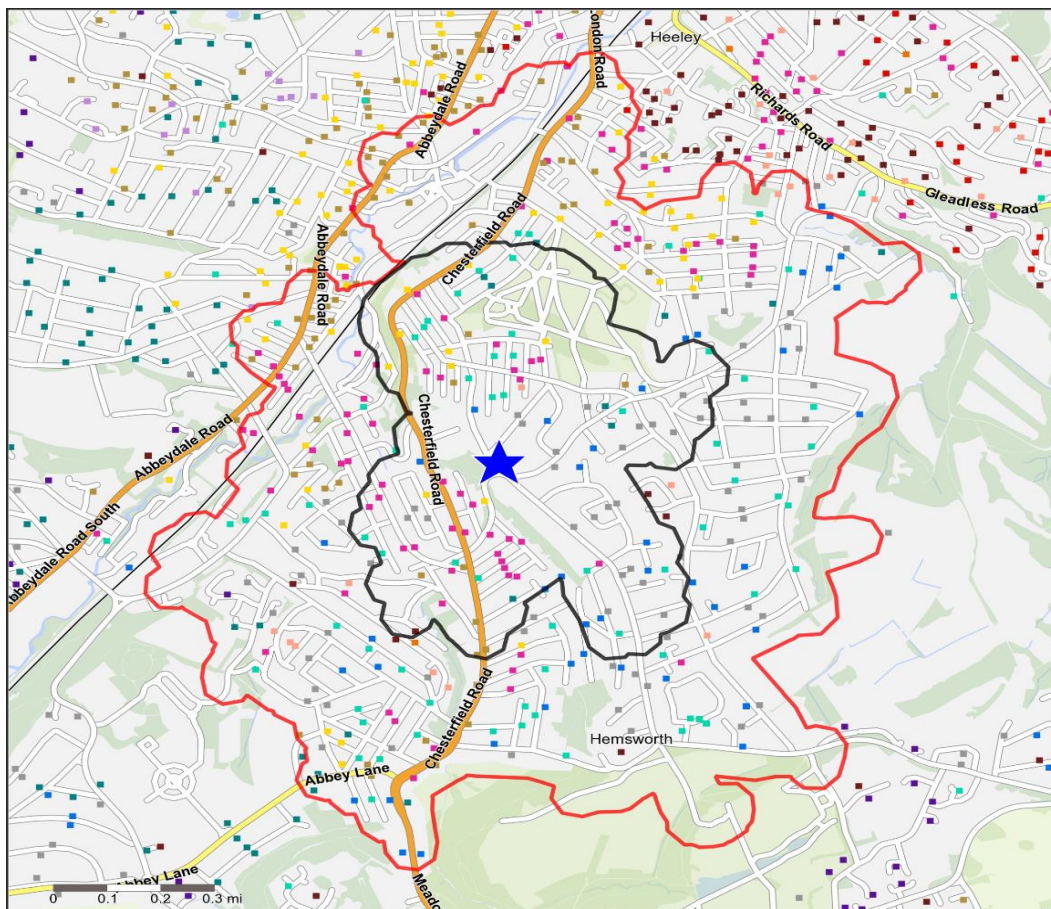
## Mosaic Groups in 10 and 20 Minute DT Catchment Area

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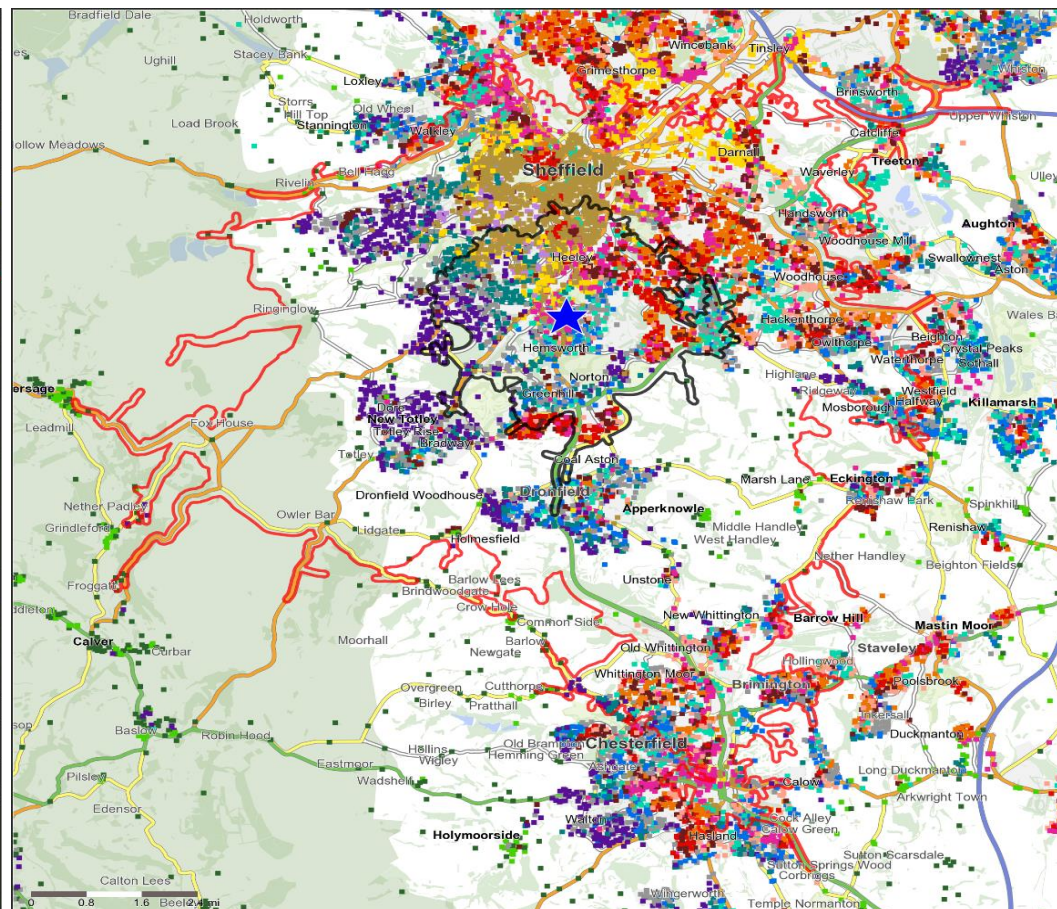
# Adults 18+ by Mosaic Type in Each Catchment

| 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 | 0 | 11 |
| A02 | Uptown Elite | 0 | 0 | 1,424 | 3,243 |
| A03 | Penthouse Chic | 0 | 0 | 0 | 0 |
| A04 | Metro High-Flyers | 0 | 0 | 0 | 83 |
| B05 | Premium Fortunes | 0 | 0 | 921 | 3,566 |
| B06 | Diamond Days | 0 | 0 | 1,487 | 5,636 |
| B07 | Alpha Families | 0 | 2 | 1,070 | 4,322 |
| B08 | Bank of Mum and Dad | 0 | 24 | 736 | 3,387 |
| B09 | Empty-Nest Adventure | 0 | 86 | 820 | 6,789 |
| C10 | Wealthy Landowners | 0 | 0 | 26 | 1,632 |
| C11 | Rural Vogue | 0 | 0 | 3 | 169 |
| C12 | Scattered Homesteads | 0 | 0 | 2 | 27 |
| C13 | Village Retirement | 0 | 0 | 16 | 338 |
| D14 | Satellite Settlers | 0 | 0 | 0 | 945 |
| D15 | Local Focus | 0 | 0 | 0 | 66 |
| D16 | Outlying Seniors | 0 | 0 | 0 | 645 |
| D17 | Far-Flung Outposts | 0 | 0 | 0 | 0 |
| E18 | Legacy Elders | 0 | 63 | 4,670 | 12,345 |
| E19 | Bungalow Heaven | 0 | 0 | 400 | 5,925 |
| E20 | Classic Grandparents | 946 | 2,071 | 3,916 | 10,015 |
| E21 | Solo Retirees | 282 | 1,773 | 3,001 | 6,340 |
| F22 | Boomerang Boarders | 158 | 382 | 1,510 | 5,535 |
| F23 | Family Ties | 17 | 270 | 547 | 1,308 |
| F24 | Fledgling Free | 21 | 32 | 291 | 4,498 |
| F25 | Dependable Me | 122 | 1,120 | 1,735 | 6,107 |
| G26 | Cafés and Catchments | 21 | 43 | 3,253 | 6,028 |
| G27 | Thriving Independence | 192 | 498 | 3,197 | 7,852 |
| G28 | Modern Parents | 0 | 0 | 29 | 2,041 |
| G29 | Mid-Career Convention | 0 | 0 | 2,380 | 8,242 |
| H30 | Primary Ambitions | 786 | 1,861 | 2,437 | 6,357 |
| H31 | Affordable Fringe | 41 | 515 | 1,571 | 10,716 |
| H32 | First-Rung Futures | 178 | 580 | 2,705 | 9,810 |
| H33 | Contemporary Starts | 0 | 0 | 77 | 1,338 |
| H34 | New Foundations | 0 | 27 | 1,461 | 4,036 |
| H35 | Flying Solo | 10 | 125 | 138 | 726 |

| 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 | 23 | 743 |
| I37 | Budget Generations | 0 | 0 | 174 | 5,140 |
| I38 | Economical Families | 20 | 53 | 765 | 5,169 |
| I39 | Families on a Budget | 0 | 0 | 2,764 | 13,643 |
| J40 | Value Rentals | 0 | 0 | 1,059 | 6,692 |
| J41 | Youthful Endeavours | 0 | 51 | 1,044 | 3,202 |
| J42 | Midlife Renters | 1,697 | 4,217 | 5,547 | 14,069 |
| J43 | Renting Rooms | 73 | 241 | 2,042 | 9,130 |
| K44 | Inner City Stalwarts | 0 | 0 | 115 | 708 |
| K45 | City Diversity | 0 | 0 | 124 | 1,107 |
| K46 | High Rise Residents | 0 | 0 | 827 | 1,979 |
| K47 | Single Essentials | 0 | 0 | 4,650 | 9,757 |
| K48 | Mature Workers | 0 | 0 | 4,446 | 13,141 |
| L49 | Flatlet Seniors | 0 | 0 | 1,690 | 7,355 |
| L50 | Pocket Pensions | 78 | 284 | 1,405 | 6,303 |
| L51 | Retirement Communities | 0 | 109 | 1,405 | 3,168 |
| L52 | Estate Veterans | 56 | 152 | 1,797 | 8,901 |
| L53 | Seasoned Survivors | 0 | 0 | 1,775 | 6,377 |
| M54 | Down-to-Earth Owners | 0 | 0 | 584 | 6,269 |
| M55 | Back with the Folks | 0 | 30 | 752 | 6,403 |
| M56 | Self Supporters | 52 | 374 | 707 | 7,577 |
| N57 | Community Elders | 0 | 67 | 589 | 1,005 |
| N58 | Culture & Comfort | 0 | 4 | 515 | 694 |
| N59 | Large Family Living | 0 | 93 | 633 | 6,335 |
| N60 | Ageing Access | 280 | 1,543 | 4,094 | 10,914 |
| O61 | Career Builders | 84 | 720 | 4,245 | 9,287 |
| O62 | Central Pulse | 0 | 58 | 2,535 | 13,760 |
| O63 | Flexible Workforce | 0 | 93 | 1,056 | 1,335 |
| O64 | Bus-Route Renters | 217 | 731 | 1,269 | 2,918 |
| O65 | Learners & Earners | 0 | 101 | 9,096 | 20,185 |
| O66 | Student Scene | 0 | 0 | 7,493 | 41,708 |
| U99 | Unclassified | 0 | 0 | 0 | 0 |
| **Total** | | **5,331** | **18,393** | **105,043** | **385,052** |

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

### 1. 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

### 1. 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

### 2. E20 Classic Grandparents

Lifelong couples in standard suburban homes, often enjoying retirement through grandchildren and gardening



- Elderly couples
- Traditional views
- Not good with new technology
- Most likely to have a basic mobile
- Long length of residence
- Own value suburban semis and terraces

### 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. H30 Primary Ambitions

Families with school-age children, who have bought the best house they can afford within popular neighbourhoods



- Cohabiting couples with children
- Aged 26-45
- Good household incomes
- Own with a mortgage
- 2 or 3 bedroom terraces or semis
- Family neighbourhoods

### 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

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 | 9,389 | 51.0 | 158 | 1,479 | 8.0 | 47 | 7,527 | 40.9 | 81 |
| Male: Alone | 9,728 | 52.9 | 178 | 1,218 | 6.6 | 40 | 7,449 | 40.5 | 75 |
| Male: Group | 9,163 | 49.8 | 217 | 4,770 | 25.9 | 96 | 4,462 | 24.3 | 48 |
| Male: Pair | 8,577 | 46.6 | 178 | 4,236 | 23.0 | 150 | 5,582 | 30.3 | 52 |
| Mixed Sex: Group | 7,990 | 43.4 | 176 | 2,402 | 13.1 | 41 | 8,003 | 43.5 | 101 |
| Mixed Sex: Pair | 8,399 | 45.7 | 189 | 5,719 | 31.1 | 94 | 4,278 | 23.3 | 54 |
| With Children | 8,771 | 47.7 | 161 | 467 | 2.5 | 14 | 9,157 | 49.8 | 94 |
| Unknown | 1,424 | 7.7 | 22 | 7,118 | 38.7 | 209 | 9,853 | 53.6 | 115 |
| **For Eating:** | | | | | | | | | |
| Upmarket | 6,593 | 35.8 | 111 | 5,156 | 28.0 | 130 | 6,646 | 36.1 | 78 |
| Midmarket | 10,531 | 57.2 | 159 | 176 | 1.0 | 10 | 7,689 | 41.8 | 76 |
| Downmarket | 7,167 | 39.0 | 168 | 6,545 | 35.6 | 101 | 4,683 | 25.5 | 61 |
| **For Drinking (monthly spend):** | | | | | | | | | |
| Nothing | 6,817 | 37.1 | 121 | 2,740 | 14.9 | 63 | 8,839 | 48.1 | 105 |
| Low (less than £10) | 6,893 | 37.5 | 126 | 6,254 | 34.0 | 143 | 5,248 | 28.5 | 61 |
| Medium (Between £10 and £40) | 7,052 | 38.3 | 125 | 1,631 | 8.9 | 49 | 9,712 | 52.8 | 103 |
| High (Greater than £40) | 5,211 | 28.3 | 107 | 1,897 | 10.3 | 50 | 11,287 | 61.4 | 116 |

# 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 | 163,252 | 42.4 | 131 | 40,432 | 10.5 | 62 | 181,366 | 47.1 | 93 |
| Male: Alone | 124,638 | 32.4 | 109 | 104,444 | 27.1 | 164 | 155,969 | 40.5 | 76 |
| Male: Group | 107,256 | 27.9 | 122 | 138,343 | 35.9 | 133 | 139,451 | 36.2 | 72 |
| Male: Pair | 134,892 | 35.0 | 134 | 55,633 | 14.4 | 94 | 194,525 | 50.5 | 86 |
| Mixed Sex: Group | 160,425 | 41.7 | 169 | 56,877 | 14.8 | 46 | 167,748 | 43.6 | 101 |
| Mixed Sex: Pair | 146,372 | 38.0 | 157 | 110,373 | 28.7 | 87 | 128,305 | 33.3 | 78 |
| With Children | 102,959 | 26.7 | 90 | 45,272 | 11.8 | 67 | 236,820 | 61.5 | 117 |
| Unknown | 125,477 | 32.6 | 94 | 67,096 | 17.4 | 94 | 192,477 | 50.0 | 107 |
| **For Eating:** | | | | | | | | | |
| Upmarket | 162,399 | 42.2 | 131 | 71,968 | 18.7 | 86 | 150,683 | 39.1 | 85 |
| Midmarket | 190,909 | 49.6 | 138 | 21,640 | 5.6 | 62 | 172,501 | 44.8 | 82 |
| Downmarket | 145,470 | 37.8 | 163 | 126,940 | 33.0 | 93 | 112,641 | 29.3 | 70 |
| **For Drinking (monthly spend):** | | | | | | | | | |
| Nothing | 97,305 | 25.3 | 82 | 91,150 | 23.7 | 100 | 196,596 | 51.1 | 112 |
| Low (less than £10) | 93,124 | 24.2 | 81 | 67,709 | 17.6 | 74 | 224,218 | 58.2 | 125 |
| Medium (Between £10 and £40) | 130,352 | 33.9 | 110 | 38,492 | 10.0 | 55 | 216,206 | 56.2 | 110 |
| High (Greater than £40) | 103,785 | 27.0 | 102 | 71,351 | 18.5 | 89 | 209,915 | 54.5 | 103 |

## Competitor Map
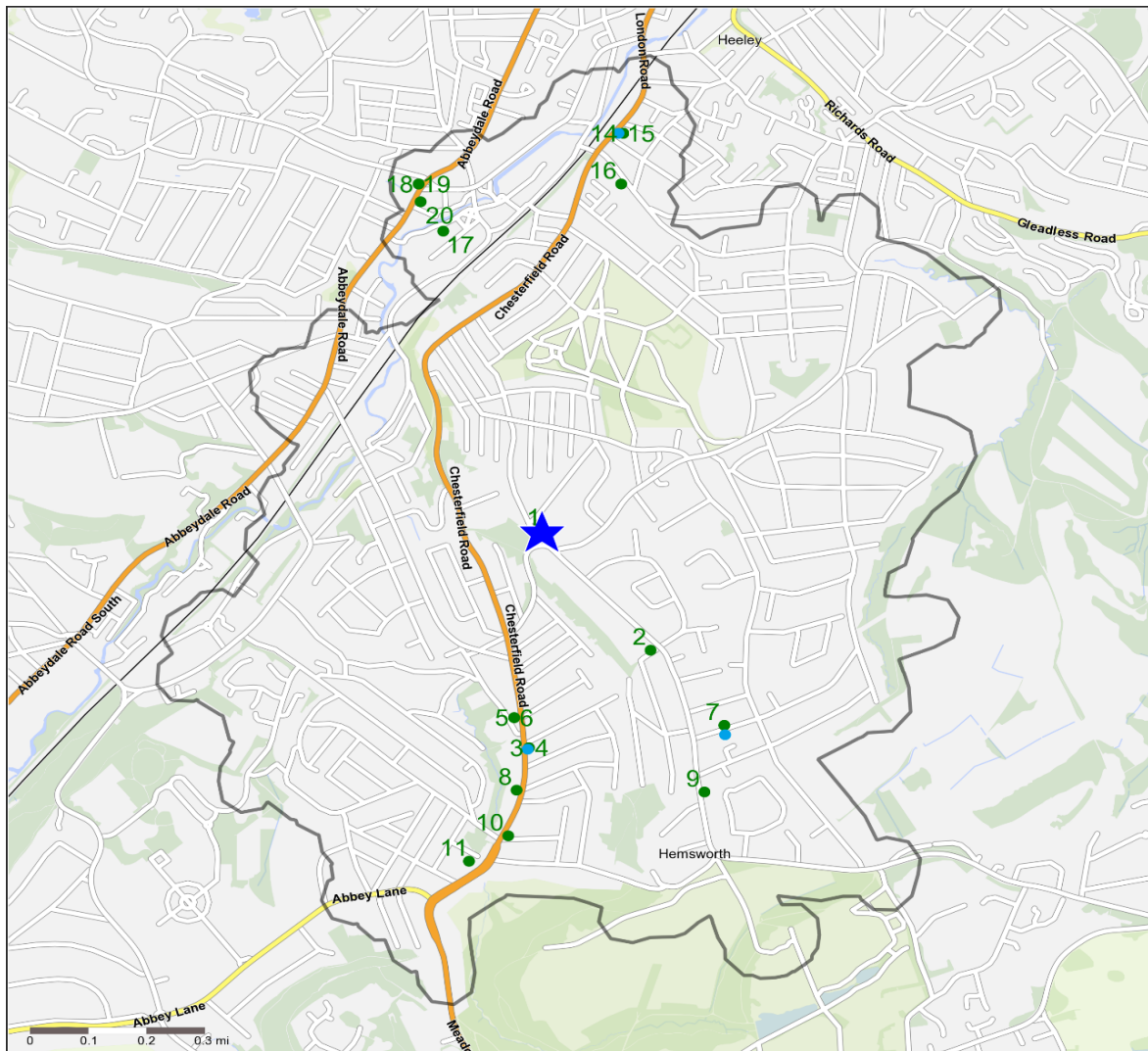


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★ Site   ● Star Pubs   ● Pubs   ⋏ Catchment

## Top 20 Nearest Competitors

| Order | Outlet Name | Operator | Walktime From Site (Minutes) | Drivetime from Site (Minutes) |
|---|---|---|---|---|
| 1 | Cross Scythes, S 8 9EQ | Thornbridge | 0.0 | 0.0 |
| 2 | Prince Of Wales, S 8 8SE | Ei Group | 6.3 | 1.2 |
| 3 | Chantrey Arms, S 8 0SL | Star Pubs & Bars | 9.4 | 1.9 |
| 4 | Woodseats, S 8 0SL | Independent Free | 9.4 | 1.9 |
| 5 | Sport Shack, S 8 0SD | Independent Free | 9.4 | 2.1 |
| 6 | Woodseats Palace, S 8 0SD | Wetherspoon | 9.4 | 2.1 |
| 7 | Sportsman Inn, S 8 8PE | Star Pubs & Bars | 10.9 | 2.5 |
| 8 | Big Tree, S 8 0SF | Greene King | 11.2 | 2.2 |
| 9 | Mount Pleasant, S 8 8SG | Punch Pub Company | 12.4 | 2.2 |
| 10 | Guzzle, S 8 0SQ | Independent Free | 13.0 | 3.3 |
| 11 | Abbey, S 8 0SH | Punch Pub Company | 16.3 | 3.3 |
| 12 | Pour, S 2 4HT | Independent Free | 18.1 | 5.0 |
| 13 | Red Lion, S 2 4HT | Star Pubs & Bars | 18.1 | 5.0 |
| 14 | Surf And Turf, S 2 4HT | Independent Free | 18.1 | 5.0 |
| 15 | White Lion, S 2 4HT | Star Pubs & Bars | 18.1 | 5.0 |
| 16 | Crown Inn, S 8 9QW | Ei Group | 18.4 | 5.2 |
| 17 | Hardy Pick, S 8 0XN | Greene King | 18.7 | 5.9 |
| 18 | Broadfields Ale House, S 7 1FR | True North Brew Co | 19.6 | 4.9 |
| 19 | Vintedge, S 7 1FR | Independent Free | 19.6 | 4.9 |
| 20 | Dead Donkey, S 7 1FU | Independent Free | 20.2 | 4.8 |