Pub Catchment Report - LU61HX

Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	15	18	214
Catchment Adults 18+	5,862	17,175	303,744
Catchment Adults 18+ Per Pub	391	954	1,419
Populaton Projection 2020 to 2030 (% change)	5.27%	6.10%	1.14%

		10 Minute Walktime		
Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	5,539	94.5	180
2	Community Pub	3,932	67.1	143
3	Premium Local	2,228	38.0	59
4	Circuit Bar	2,227	38.0	265
5	Great Pub Great Food	1,894	32.3	80
6	Bit of Style	1,878	32.0	112
7	Craft Led	172	2.9	26

		20 Minute Walktime		
Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	15,859	92.3	176
2	Community Pub	10,615	61.8	132
3	Premium Local	7,521	43.8	69
4	Great Pub Great Food	6,505	37.9	264
5	Bit of Style	5,068	29.5	73
6	Circuit Bar	4,050	23.6	82
7	Craft Led	543	3.2	28

		20 Minute Drivetime		
Rank	Type	Target Customers	% of Population	Index
1	High Street Pub	186,342	61.3	117
2	Premium Local	147,745	48.6	104
3	Community Pub	127,103	41.8	66
4	Great Pub Great Food	109,122	35.9	251
5	Bit of Style	82,317	27.1	67
6	Circuit Bar	49,271	16.2	57
7	Craft Led	28,654	9.4	83

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Pub Catchment Report - LU61HX

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	537	9.2	103	1,420	8.3	93	26,242	8.6	97
C1	888	15.1	123	2,341	13.6	111	38,430	12.7	103
C2	651	11.1	134	1,817	10.6	128	25,742	8.5	103
DE	655	11.2	109	1,688	9.8	95	32,482	10.7	104

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)	2,171	37.0	111	5,340	31.1	94	89,324	29.4	88
Medium (7-13)	2,455	41.9	126	6,898	40.2	121	116,202	38.3	115
High (14-19)	1,019	17.4	61	4,746	27.6	97	96,416	31.7	111

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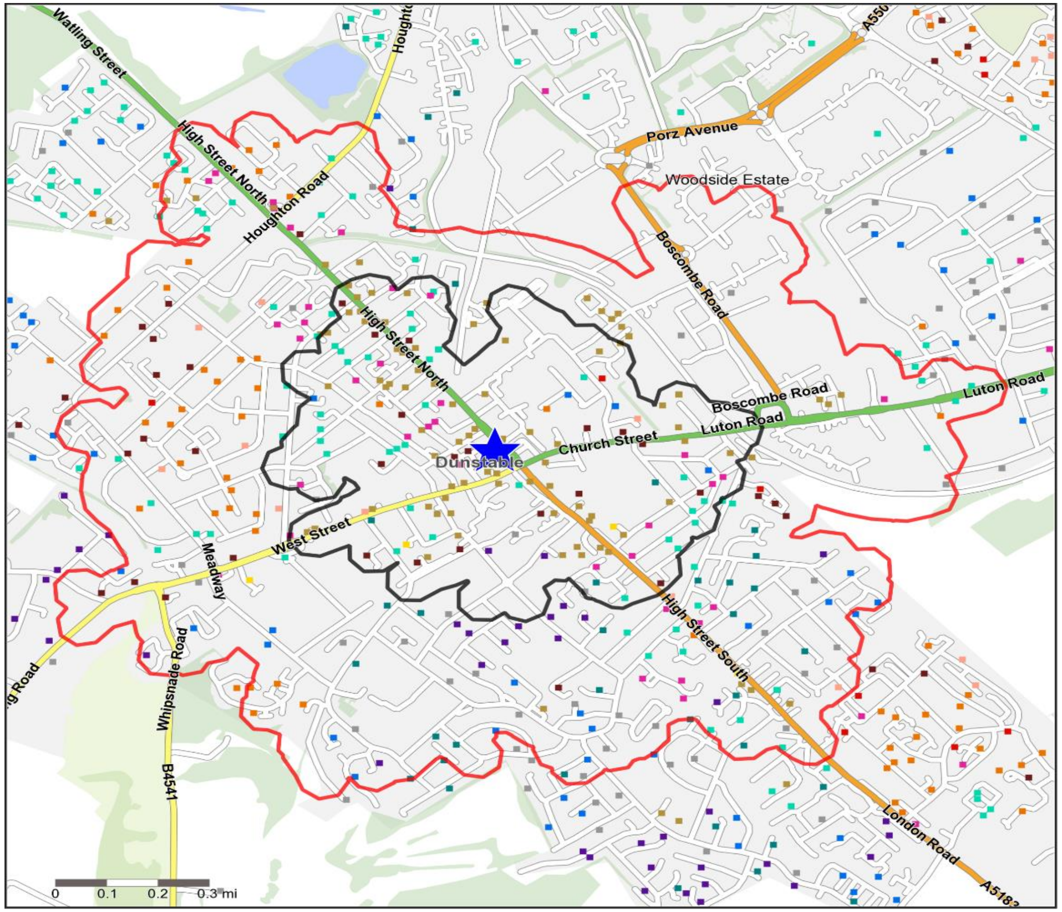
Catchment Mosaic Groups

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



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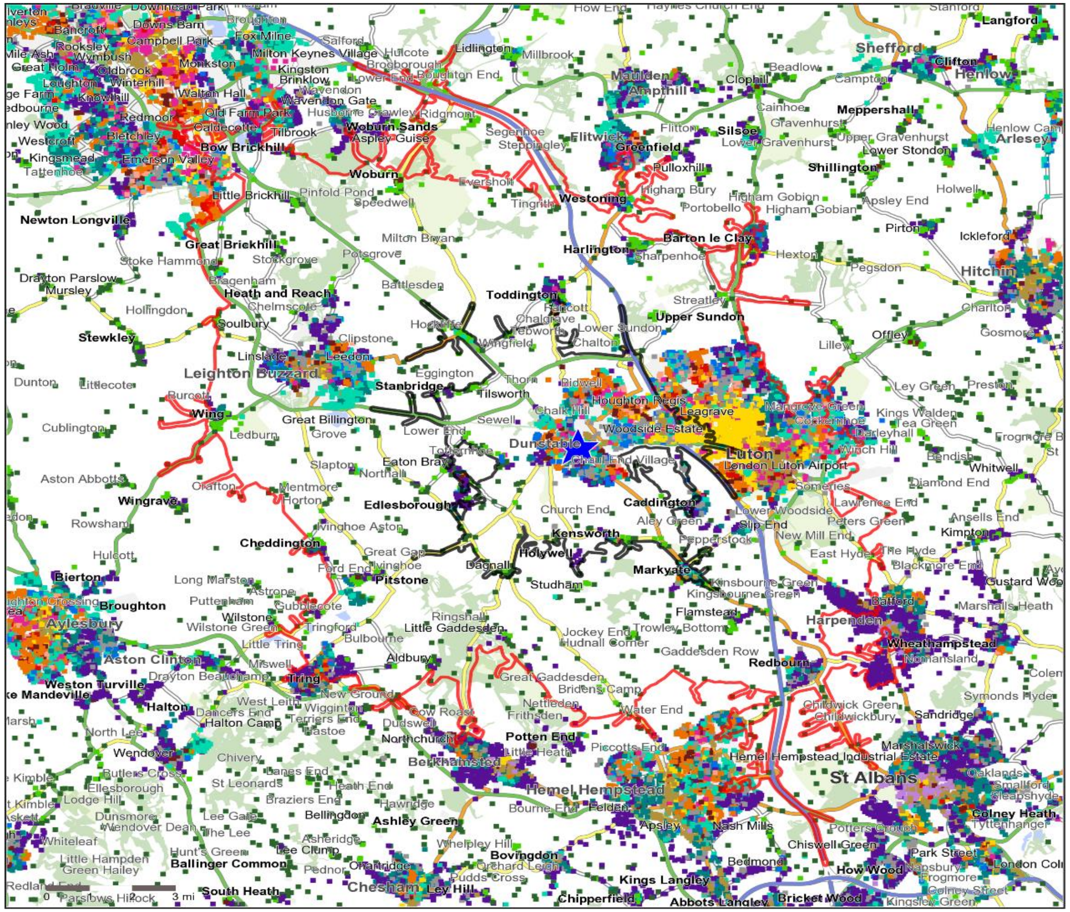

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- ★ Site
- 10 Minute Catchment
- 20 Minute Catchment

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	0	0
A02	Uptown Elite	0	0	0	162
A03	Penthouse Chic	0	0	0	0
A04	Metro High-Flyers	0	0	0	0
B05	Premium Fortunes	0	0	12	4,135
B06	Diamond Days	35	46	621	4,153
B07	Alpha Families	14	92	1,310	9,145
B08	Bank of Mum and Dad	32	470	1,162	6,960
B09	Empty-Nest Adventure	0	61	1,131	4,765
C10	Wealthy Landowners	0	0	1,042	5,944
C11	Rural Vogue	0	0	77	1,275
C12	Scattered Homesteads	0	0	9	46
C13	Village Retirement	0	0	1,256	3,561
D14	Satellite Settlers	0	0	1,602	8,481
D15	Local Focus	0	0	723	2,551
D16	Outlying Seniors	0	0	356	1,908
D17	Far-Flung Outposts	0	0	0	0
E18	Legacy Elders	100	554	1,377	4,972
E19	Bungalow Heaven	0	74	1,107	4,157
E20	Classic Grandparents	0	384	2,077	5,119
E21	Solo Retirees	84	549	3,748	11,002
F22	Boomerang Boarders	0	825	2,593	5,275
F23	Family Ties	136	358	2,299	7,216
F24	Fledgling Free	0	1	54	362
F25	Dependable Me	82	134	1,418	4,245
G26	Cafés and Catchments	26	211	222	3,114
G27	Thriving Independence	109	748	2,215	10,252
G28	Modern Parents	0	0	75	2,123
G29	Mid-Career Convention	0	322	1,425	8,519
H30	Primary Ambitions	1,508	3,025	7,747	21,735
H31	Affordable Fringe	0	35	643	1,891
H32	First-Rung Futures	47	198	1,034	3,614
H33	Contemporary Starts	0	258	2,095	9,088
H34	New Foundations	69	69	162	1,502
H35	Flying Solo	49	122	500	1,672

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	72	1,626	7,392	16,031
I37	Budget Generations	0	0	1,623	3,771
I38	Economical Families	0	0	1,021	3,377
I39	Families on a Budget	0	306	1,647	5,408
J40	Value Rentals	0	0	142	251
J41	Youthful Endeavours	40	208	418	1,315
J42	Midlife Renters	656	1,179	3,840	11,794
J43	Renting Rooms	79	93	281	7,671
K44	Inner City Stalwarts	0	0	0	85
K45	City Diversity	0	0	0	800
K46	High Rise Residents	0	0	0	1,226
K47	Single Essentials	7	109	578	3,082
K48	Mature Workers	0	0	62	523
L49	Flatlet Seniors	124	124	304	1,281
L50	Pocket Pensions	160	322	828	2,741
L51	Retirement Communities	178	486	520	2,151
L52	Estate Veterans	0	455	1,380	2,005
L53	Seasoned Survivors	0	16	506	1,716
M54	Down-to-Earth Owners	0	0	305	315
M55	Back with the Folks	1	311	2,016	5,625
M56	Self Supporters	94	98	677	1,789
N57	Community Elders	0	0	2,208	9,302
N58	Culture & Comfort	0	0	821	6,584
N59	Large Family Living	0	0	2,668	23,896
N60	Ageing Access	74	105	132	811
O61	Career Builders	70	115	345	2,252
O62	Central Pulse	0	0	0	2,131
O63	Flexible Workforce	0	0	468	8,741
O64	Bus-Route Renters	2,016	3,086	4,325	10,964
O65	Learners & Earners	0	0	0	4,062
O66	Student Scene	0	0	0	3,099
U99	Unclassified	0	0	0	0
	Total	**5,862**	**17,175**	**74,599**	**303,743**

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20 Minute Walktime and Drivetime Mosaic Type Visualisation

Top 3 Mosaic Types in a 20 Minute Walktime

1. O64 Bus-Route Renters

Singles renting affordable private flats further away from central amenities and often on main roads

- Aged 25 to 40
- Living alone or sharing
- Rent lower value flats, often 1 bed
- Often live near main roads
- Further from central amenities
- Sourced mobile on Internet

2. 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. I36 Solid Economy

Stable families with children, renting higher value homes from social landlords

- Families with children
- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

Top 3 Mosaic Types in a 20 Minute Drivetime

1. N59 Large Family Living

Large families living in traditional terraces in neighbourhoods with a strong community identity

- Large extended families
- Low cost, often Victorian, terraces
- Traditions are important
- Younger generation like new technology
- Mix of owning and renting

2. 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
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Stable families with children, renting higher value homes from social landlords

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- Renting from social landlord
- Pockets of social housing
- Lower wage service roles
- Relatively stable finances
- Small bills can be a struggle

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

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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	9,796	57.0	177	1,961	11.4	67	5,418	31.5	62
Male: Alone	7,058	41.1	138	1,600	9.3	56	8,518	49.6	92
Male: Group	6,379	37.1	162	4,886	28.4	105	5,910	34.4	69
Male: Pair	7,395	43.1	164	1,157	6.7	44	8,623	50.2	86
Mixed Sex: Group	5,712	33.3	135	6,687	38.9	121	4,776	27.8	64
Mixed Sex: Pair	6,972	40.6	168	6,190	36.0	109	4,014	23.4	55
With Children	8,739	50.9	171	2,656	15.5	88	5,780	33.7	64
Unknown	2,745	16.0	46	8,882	51.7	280	5,548	32.3	69
For Eating:									
Upmarket	9,244	53.8	167	4,125	24.0	111	3,807	22.2	48
Midmarket	9,888	57.6	160	2,262	13.2	144	5,025	29.3	53
Downmarket	8,159	47.5	205	5,078	29.6	84	3,938	22.9	55
For Drinking (monthly spend):									
Nothing	7,249	42.2	137	4,613	26.9	114	5,313	30.9	68
Low (less than £10)	6,154	35.8	121	6,100	35.5	150	4,922	28.7	62
Medium (Between £10 and £40)	6,154	35.8	116	3,294	19.2	106	7,727	45.0	88
High (Greater than £40)	5,482	31.9	121	4,238	24.7	119	7,456	43.4	82

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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	110,025	36.2	112	51,793	17.1	100	141,927	46.7	92
Male: Alone	104,443	34.4	115	36,373	12.0	72	162,928	53.6	100
Male: Group	56,004	18.4	80	88,773	29.2	108	158,967	52.3	105
Male: Pair	95,139	31.3	120	44,219	14.6	95	164,386	54.1	93
Mixed Sex: Group	89,001	29.3	119	99,068	32.6	101	115,675	38.1	88
Mixed Sex: Pair	87,029	28.7	118	86,386	28.4	86	130,329	42.9	100
With Children	116,231	38.3	129	56,530	18.6	106	130,982	43.1	82
Unknown	121,506	40.0	115	73,616	24.2	131	108,622	35.8	77
For Eating:									
Upmarket	137,405	45.2	141	76,092	25.1	116	90,247	29.7	64
Midmarket	153,824	50.6	140	24,588	8.1	89	125,333	41.3	75
Downmarket	77,578	25.5	110	97,965	32.3	91	128,201	42.2	102
For Drinking (monthly spend):									
Nothing	95,623	31.5	102	54,550	18.0	76	153,571	50.6	111
Low (less than £10)	94,148	31.0	104	69,523	22.9	96	140,074	46.1	99
Medium (Between £10 and £40)	100,869	33.2	108	46,018	15.2	84	156,858	51.6	101
High (Greater than £40)	79,970	26.3	100	59,820	19.7	95	163,954	54.0	102

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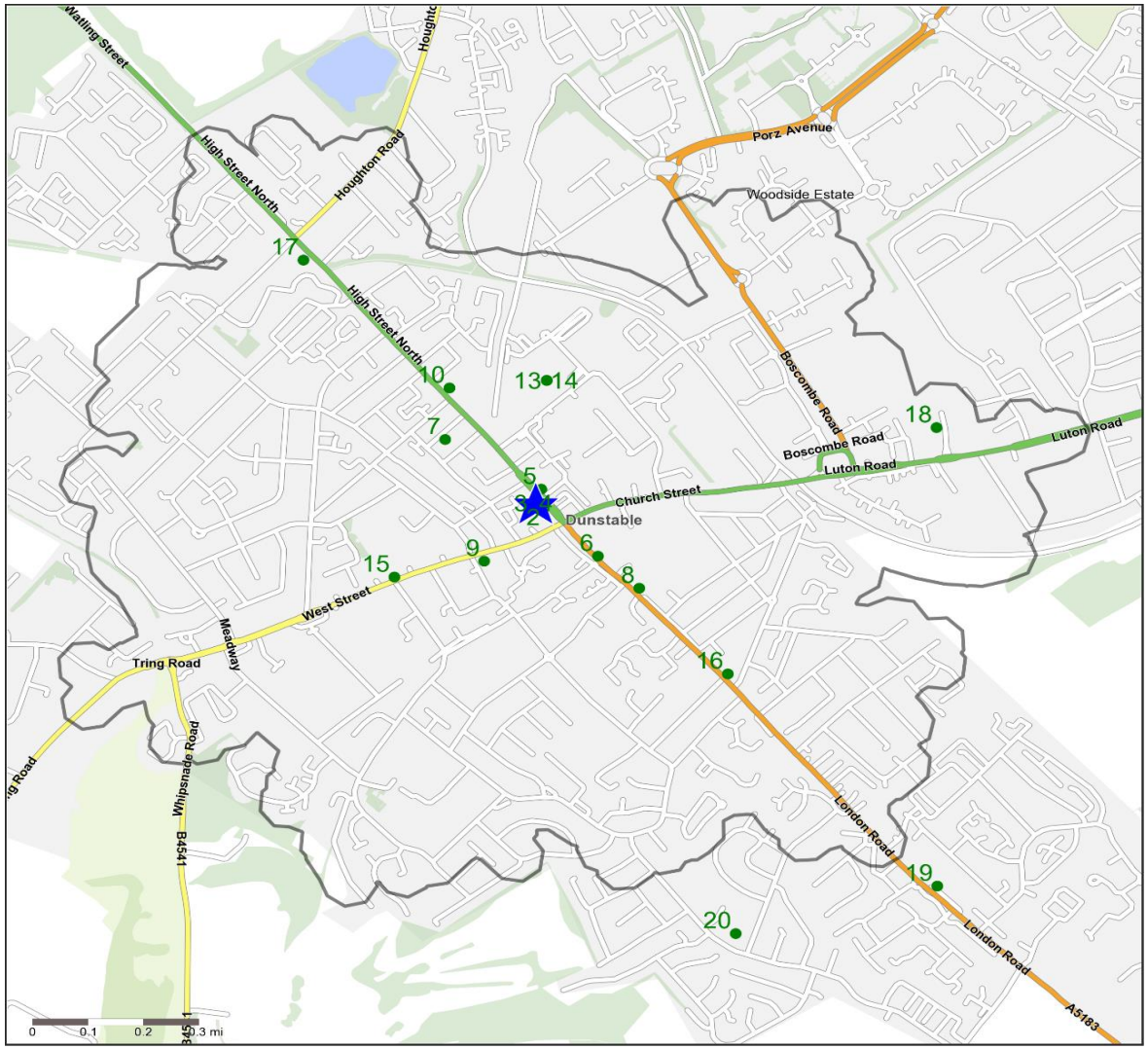
Competitor Map and Report

Source: CGA 2020

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	Bank, LU 6 1HX	Independent Free	0.0	0.2
2	Ivory Rum Bar, LU 6 1HX	Independent Free	0.0	0.2
3	Nags Head, LU 6 1HX	Star Pubs & Bars	0.0	0.2
4	New Crown, LU 6 1HX	Star Pubs & Bars	0.0	0.2
5	Old Sugar Loaf, LU 6 1LA	*Other Small Retail Groups	0.3	0.5
6	Saracens Head, LU 6 3RZ	Unknown	3.6	0.9
7	Globe, LU 6 1LS	B & T Brewery	5.4	1.2
8	White Swan, LU 6 3SF	Wellington	5.4	1.3
9	Victoria, LU 6 1ST	Independent Free	5.7	1.5
10	Wheatsheaf, LU 6 1LH	Unknown	6.0	0.9
11	Box 3, LU 5 4GP	Independent Free	7.2	1.4
12	Cookies & Cream, LU 5 4GP	Independent Free	7.2	1.4
13	Gary Cooper, LU 5 4GP	Wetherspoon	7.2	1.4
14	Hq Sports Bar, LU 5 4GP	Independent Free	7.2	1.4
15	Pheasant, LU 6 1NX	Independent Free	7.9	2.0
16	Froth N Elbow, LU 6 3SJ	Ei Group	10.6	2.1
17	Bird In Hand, LU 6 1AZ	Milton Pubs and Taverns	14.2	2.2
18	Market Cross, LU 5 4JN	Marston's	16.9	3.2
19	Highwayman Hotel, LU 6 3DX	Greene King	22.0	4.2
20	Glider, LU 6 3NL	Trust Inns Limited	23.8	4.9