

Pub Catchment Report - M 1 5LE



Per Pub Analysis	10 Minute WT Catchment	20 Minute WT Catchment	20 Minute DT Catchment
Number of Pubs	118	303	790
Catchment Adults 18+	12,460	46,513	713,745
Catchment Adults 18+ Per Pub	106	154	903
Populaton Projection 2018 to 2028 (% change)	13.30%	10.99%	7.50%

		10	0 Minute Wa	alktime				20 Minute Walktime						20 Minute Drivetime			
Rank	Туре	Target Customers	% of Population	Index	(Rank	Rank Type C		% of Population	Index	:	Rank	Туре	Target Customers	% of Population	Index	
1	Bit of Style	8,691	69.8	135		1	High Street Pub	32,901	70.7	137		1	High Street Pub	571,146	80.0	154	
2	Circuit Bar	8,142	65.3	140		2	Bit of Style	31,073	66.8	143		2	Community Pub	432,984	60.7	130	
3	High Street Pub	7,988	64.1	102		3	Circuit Bar	30,468	65.5	104		3	Bit of Style	236,633	33.2	53	
4	Craft Led	7,644	61.3	474		4	Craft Led	28,878	62.1	480		4	Premium Local	201,082	28.2	218	
5	Community Pub	2,067	16.6	41		5	Community Pub	7,301	15.7	39		5	Craft Led	163,599	22.9	57	
6	Premium Local	592	4.8	18		6	Premium Local	2,667	5.7	21		6	Circuit Bar	161,789	22.7	84	
7	Great Pub Great Food	549	4.4	43		7	Great Pub Great Food	1,006	2.2	21		7	Great Pub Great Food	138,600	19.4	189	



Pub Catchment Report - M 15LE



	10	10 Minute WT Catchment 2					Г Catchment	20 Minute DT Catchment				
Social Grade	Target Customers	% of Population	Ir	Index		% of Population	Index		Target Customers	% of Population	Index	
AB	2,083	16.7	189		7,468	16.1	182		64,729	9.1	103	
C1	2,783	22.3	182		9,702	20.9	170		104,051	14.6	119	
C2	186	1.5	18		1,238	2.7	32		49,626	7.0	84	E .
DE	333	2.7	26		3,014	6.5	63		92,285	12.9	126	

	10	10 Minute WT Catchment				0 Minute W	nent	20 Minute DT Catchment				
Affluence (Bands)	Target Customers	% of Population	Ind	ex	Target Customers	% of Population		Index	Target Customers	% of Population		Index
Low (0-6)	896	7.2	22		10,304	22.2	67		367,778	51.5	155	
Medium (7-13)	3,831	30.7	93		12,135	26.1	79		208,722	29.2	88	l l
High (14-19)	1,410	11.3	40		3,601	7.7	27		74,078	10.4	37	

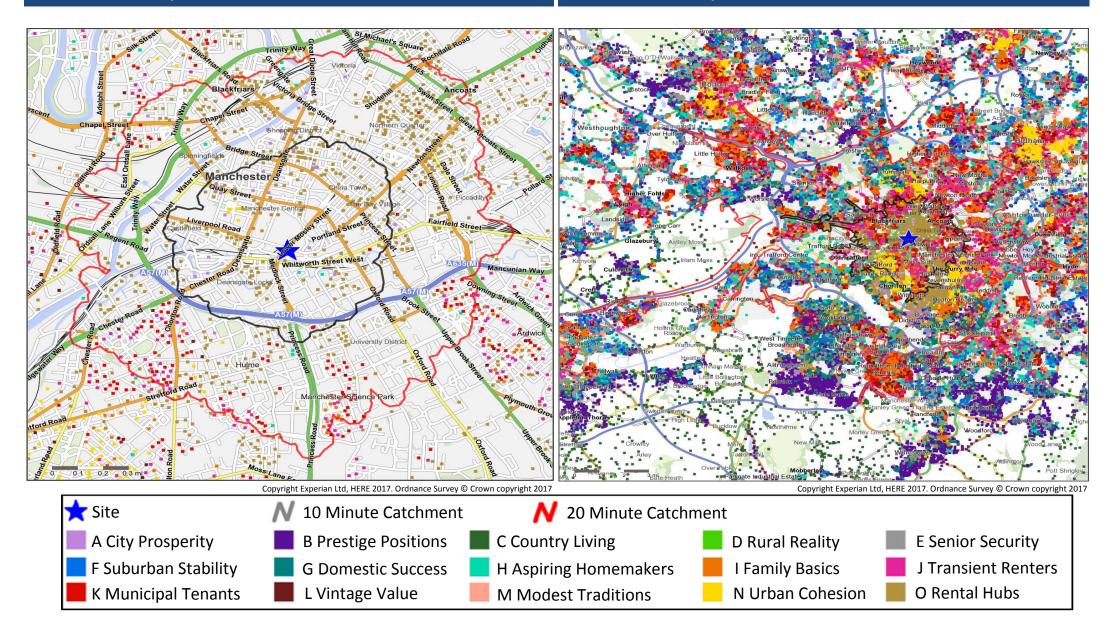


Catchment Mosaic Groups



Mosaic Groups in 10 and 20 Minute WT Catchment Areas

Mosaic Groups in 10 and 20 Minute DT Catchment Area





Adults 18+ by Mosaic Type in Each Catchment



Mosaic Type Profile Catchment Adults 18+ Catchment Adults 18+ Catchment Adults 18+ Catchment Adults 18+ Catchment Adults 18+ A01 World-Class Wealth 0 0 0 65 A02 Uptown Elite 0 0 319 6,816 A03 Penthouse Chic 0 64 64 64 A04 Metro High-Flyers 546 903 1,103 3,898 B05 Premium Fortunes 0 0 0 3,562 B07 Alpha Families 0 0 0 4,833 B09 Empty-Nest Adventure 0 0 0 2,503 C10 Wealthy Landowners 0 0 0 0 C12 Scattered Homesteads 0 0 0 0 C13 Village Retirement 0 0 0 0 D16 Outlying Seniors 0 0 0 0 D17 Far-Flung Outposts 0 0				10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Addits 18* Addits 18* Addits 18* Addits 18* Addits 18* Addits 18* A02 Uptown Elite 0 0 319 6,816 A03 Penthouse Chic 0 64 64 64 A04 Metro High-Flyers 546 903 1,103 3,898 B05 Premium Fortunes 0 0 0 1,918 B06 Diamod Days 0 0 0 3,562 B07 Alpha Families 0 0 0 4,833 B09 Empty-Nest Adventure 0 0 0 2,503 C11 Rural Vogue 0 0 0 4 C12 Scattered Homesteads 0 0 0 0 D14 Satellite Settlers 0 0 0 0 D16 Outlying Seniors 0 0 0 0 D16 Outlying Seniors 0 0 105 13,341 <td< th=""><th>Mosa</th><th>aic Typ</th><th>e Profile</th><th></th><th></th><th></th><th></th></td<>	Mosa	aic Typ	e Profile				
A02 Uptown Elite 0 0 319 6,816 A03 Penthouse Chic 0 64 64 64 A04 Metro High-Flyers 546 903 1,103 3,898 B05 Premium Fortunes 0 0 0 1,918 B06 Diamond Days 0 0 0 3,562 B07 Alpha Families 0 0 0 1,790 B08 Bank of Mum and Dad 0 0 0 2,503 C10 Wealthy Landowners 0 0 0 2,90 C11 Rural Vogue 0 0 0 4 C12 Scattered Homesteads 0 0 0 0 D15 Local Focus 0 0 0 0 0 D16 Outlying Seniors 0 0 0 0 0 D16 Outlying Seniors 0 0 17 7,757 E1					Adults 18+		Adults 18+
A03 Penthouse Chic 0 64 64 64 A04 Metro High-Flyers 546 903 1,103 3,898 B05 Premium Fortunes 0 0 0 1,918 B06 Diamond Days 0 0 0 3,562 B07 Alpha Families 0 0 0 4,833 B08 Bank of Mum and Dad 0 0 0 2,503 C10 Wealthy Landowners 0 0 0 29 C11 Rural Vogue 0 0 0 4 C12 Scattered Homesteads 0 0 0 4 C13 Village Retirement 0 0 0 0 D15 Local Focus 0 0 0 0 D15 Local Focus 0 0 17 7,757 E19 Bungalow Heaven 0 0 105 13,341 E21 Solo Retirees				0	0	-	
A04 Metro High-Flyers 546 903 1,103 3,898 B05 Premium Fortunes 0 0 0 1,918 B06 Diamond Days 0 0 0 3,562 B07 Alpha Families 0 0 0 4,833 B09 Empty-Nest Adventure 0 0 2,503 C10 Wealthy Landowners 0 0 4 C12 Scattered Homesteads 0 0 0 4 C13 Village Retirement 0 0 0 0 D14 Satellite Settlers 0 0 0 0 D15 Local Focus 0 0 0 0 D16 Outlying Seniors 0 0 0 0 D17 Far-Flung Outposts 0 0 105 13,341 E20 Classic Grandparents 0 0 16,377 F23 Family Ties 0 0		A02	•	0	0	319	-
B05 Premium Fortunes 0 0 1,918 B06 Diamond Days 0 0 3,562 B07 Alpha Families 0 0 0 1,790 B08 Bank of Mum and Dad 0 0 0 4,833 B09 Empty-Nest Adventure 0 0 0 2,503 C10 Wealthy Landowners 0 0 0 29 C11 Rural Vogue 0 0 0 4 C12 Scattered Homesteads 0 0 0 0 D14 Satellite Settlers 0 0 0 0 D15 Local Focus 0 0 0 0 D16 Outlying Seniors 0 0 0 0 D16 Outlying Seniors 0 0 17 7,757 E19 Bungalow Heaven 0 0 105 13,341 E21 Solo Retirees 0 0		A03		0	64	• •	64
B06 Diamond Days 0 0 0 3,562 B07 Alpha Families 0 0 0 1,790 B08 Bank of Mum and Dad 0 0 0 4,833 B09 Empty-Nest Adventure 0 0 0 2,503 C10 Wealthy Landowners 0 0 0 29 C11 Rural Vogue 0 0 0 4 C12 Scattered Homesteads 0 0 0 4 C13 Village Retirement 0 0 0 0 D15 Local Focus 0 0 0 0 D16 Outlying Seniors 0 0 0 0 D17 Far-Flung Outposts 0 0 0 0 E19 Bungalow Heaven 0 0 105 13,341 E21 Solo Retirees 0 0 1637 F22 Boomerang Boarders 0		A04	Metro High-Flyers	546	903	1,103	3,898
B07 Alpha Families 0 0 0 1,790 B08 Bank of Mum and Dad 0 0 0 4,833 B09 Empty-Nest Adventure 0 0 0 2,503 C10 Wealthy Landowners 0 0 0 29 C11 Rural Vogue 0 0 0 4 C12 Scattered Homesteads 0 0 0 4 C13 Village Retirement 0 0 0 0 D14 Satellite Settlers 0 0 0 0 D14 Satellite Settlers 0 0 0 0 D15 Local Focus 0 0 0 0 D16 Outlying Seniors 0 0 0 0 D15 Local Focus 0 0 17 7,757 E19 Bungalow Heaven 0 0 15 13,341 E21 Solo Retirees		B05	Premium Fortunes	0	0	0	1,918
B08 Bank of Mum and Dad 0 0 4,833 B09 Empty-Nest Adventure 0 0 2,503 C10 Wealthy Landowners 0 0 0 29 C11 Rural Vogue 0 0 0 4 C12 Scattered Homesteads 0 0 0 4 C13 Village Retirement 0 0 0 0 D14 Satellite Settlers 0 0 0 0 D15 Local Focus 0 0 0 0 D15 Local Focus 0 0 0 0 D16 Outlying Seniors 0 0 0 0 D17 Far-Flung Outposts 0 0 17 7,757 E19 Bungalow Heaven 0 0 105 13,341 E21 Solo Retirees 0 0 16,371 F22 Boomerang Boarders 0 0 1,637 <td></td> <td>B06</td> <td>Diamond Days</td> <td>0</td> <td>0</td> <td>0</td> <td>3,562</td>		B06	Diamond Days	0	0	0	3,562
B09 Empty-Nest Adventure 0 0 0 2,503 C10 Wealthy Landowners 0 0 0 29 C11 Rural Vogue 0 0 0 4 C12 Scattered Homesteads 0 0 0 4 C13 Village Retirement 0 0 0 0 D14 Satellite Settlers 0 0 0 0 D15 Local Focus 0 0 0 0 D16 Outlying Seniors 0 0 0 0 D17 Far-Flung Outposts 0 0 0 0 E18 Legacy Elders 0 0 105 13,341 E21 Solo Retirees 0 0 105 13,341 E21 Solo Retirees 0 0 14,884 F22 Boomerang Boarders 0 0 1,637 F23 Family Ties 0 0		B07	Alpha Families	0	0	0	1,790
C10 Wealthy Landowners 0 0 0 29 C11 Rural Vogue 0 0 0 4 C12 Scattered Homesteads 0 0 0 4 C13 Village Retirement 0 0 0 0 D14 Satellite Settlers 0 0 0 0 D15 Local Focus 0 0 0 0 D16 Outlying Seniors 0 0 0 0 D17 Far-Flung Outposts 0 0 0 0 D18 Legacy Elders 0 0 17 7,757 E19 Bungalow Heaven 0 0 13,341 E21 Solo Retirees 0 0 182 7,695 F22 Boomerang Boarders 0 0 1,637 F24 Fledgling Free 0 0 1,637 F25 Dependable Me 0 179 16,218 </td <td></td> <td>B08</td> <td>Bank of Mum and Dad</td> <td>0</td> <td>0</td> <td>0</td> <td>4,833</td>		B08	Bank of Mum and Dad	0	0	0	4,833
C11 Rural Vogue 0 0 0 4 C12 Scattered Homesteads 0 0 0 4 C13 Village Retirement 0 0 0 0 D14 Satellite Settlers 0 0 0 3 D15 Local Focus 0 0 0 0 D16 Outlying Seniors 0 0 0 0 D17 Far-Flung Outposts 0 0 0 0 E18 Legacy Elders 0 0 17 7,757 E19 Bungalow Heaven 0 0 105 13,341 E21 Solo Retirees 0 0 182 7,695 F22 Boomerang Boarders 0 0 1,637 F24 Fledgling Free 0 0 1,637 F25 Dependable Me 0 0 1,783 G26 Cafés and Catchments 0 0 1,783 G29 Mid-Career Convention 0 0 1,783		B09	Empty-Nest Adventure	0	0	0	2,503
C12 Scattered Homesteads 0 0 0 4 C13 Village Retirement 0 0 0 3 D14 Satellite Settlers 0 0 0 3 D15 Local Focus 0 0 0 0 D16 Outlying Seniors 0 0 0 0 D17 Far-Flung Outposts 0 0 17 7,757 E19 Bungalow Heaven 0 0 105 13,341 E20 Classic Grandparents 0 0 105 13,341 E21 Solo Retirees 0 0 182 7,695 F22 Boomerang Boarders 0 0 1,637 F24 Fledgling Free 0 0 1,637 F25 Dependable Me 0 0 1,783 G26 Cafés and Catchments 0 0 1,783 G27 Thriving Independence 0 0 1,783 G29 Mid-Career Convention 0 0 2,821		C10	Wealthy Landowners	0	0	0	29
C13 Village Retirement 0 0 0 3 D14 Satellite Settlers 0 0 0 3 D15 Local Focus 0 0 0 0 D16 Outlying Seniors 0 0 0 0 D17 Far-Flung Outposts 0 0 0 0 E18 Legacy Elders 0 0 17 7,757 E19 Bungalow Heaven 0 0 0 3,090 E20 Classic Grandparents 0 0 105 13,341 E21 Solo Retirees 0 0 182 7,695 F22 Boomerang Boarders 0 0 1,637 F24 Fledgling Free 0 0 1,637 F25 Dependable Me 0 0 1,6218 G26 Cafés and Catchments 0 0 1,783 G29 Mid-Career Convention 0 0 1,783 G29 Mid-Career Convention 0 0 2,821		C11	Rural Vogue	0	0	0	4
D14 Satellite Settlers 0 0 0 3 D15 Local Focus 0 0 0 0 D16 Outlying Seniors 0 0 0 0 D17 Far-Flung Outposts 0 0 0 0 E18 Legacy Elders 0 0 17 7,757 E19 Bungalow Heaven 0 0 105 13,341 E20 Classic Grandparents 0 0 15,903 F22 Boomerang Boarders 0 0 16,371 F23 Family Ties 0 0 1,637 F25 Dependable Me 0 0 1,637 F25 Dependable Me 0 0 1,783 G26 Cafés and Catchments 0 0 1,783 G29 Mid-Career Convention 0 0 2,821 H30 Primary Ambitions 0 0 310 12,967 H31 Affordable Fringe 0 0 229 15,165 H33 <td></td> <td>C12</td> <td>Scattered Homesteads</td> <td>0</td> <td>0</td> <td>0</td> <td>4</td>		C12	Scattered Homesteads	0	0	0	4
D15 Local Focus 0 0 0 0 0 D16 Outlying Seniors 0 0 0 0 0 D17 Far-Flung Outposts 0 0 0 0 0 D17 Far-Flung Outposts 0 0 0 0 0 E18 Legacy Elders 0 0 17 7,757 E19 Bungalow Heaven 0 0 105 13,341 E21 Solo Retirees 0 0 105 13,341 E21 Solo Retirees 0 0 182 7,695 F22 Boomerang Boarders 0 0 1,637 F23 Family Ties 0 0 1,637 F25 Dependable Me 0 0 1,637 G26 Cafés and Catchments 0 0 1,783 G29 Mid-Career Convention 0 0 2,821 H30 Primary Ambitions <td< td=""><td></td><td>C13</td><td>Village Retirement</td><td>0</td><td>0</td><td>0</td><td>0</td></td<>		C13	Village Retirement	0	0	0	0
D16 Outlying Seniors 0 0 0 0 D17 Far-Flung Outposts 0 0 0 0 E18 Legacy Elders 0 0 17 7,757 E19 Bungalow Heaven 0 0 0 3,090 E20 Classic Grandparents 0 0 105 13,341 E21 Solo Retirees 0 0 182 7,695 F22 Boomerang Boarders 0 0 1,637 F24 Fledgling Free 0 0 1,637 F25 Dependable Me 0 0 1,783 G26 Cafés and Catchments 0 0 1,783 G27 Thriving Independence 0 0 1,783 G29 Mid-Career Convention 0 0 2,821 H30 Primary Ambitions 0 0 310 12,967 H32 First-Rung Futures 0 0 229 15,165 H33 Contemporary Starts 0 0 4 1,975 </td <td></td> <td>D14</td> <td>Satellite Settlers</td> <td>0</td> <td>0</td> <td>0</td> <td>3</td>		D14	Satellite Settlers	0	0	0	3
D17 Far-Flung Outposts 0 0 0 0 E18 Legacy Elders 0 0 17 7,757 E19 Bungalow Heaven 0 0 0 3,090 E20 Classic Grandparents 0 0 105 13,341 E21 Solo Retirees 0 0 520 15,903 F22 Boomerang Boarders 0 0 182 7,695 F23 Family Ties 0 0 1,637 F24 Fledgling Free 0 0 1,637 F25 Dependable Me 0 0 179 16,218 G26 Cafés and Catchments 0 0 1,783 G29 Mid-Career Convention 0 0 1,783 G29 Mid-Career Convention 0 0 2,821 H30 Primary Ambitions 0 0 310 12,967 H32 First-Rung Futures 0 0 229 15,165 H33 Contemporary Starts 0 0 4<		D15	Local Focus	0	0	0	0
E18 Legacy Elders 0 0 17 7,757 E19 Bungalow Heaven 0 0 0 3,090 E20 Classic Grandparents 0 0 105 13,341 E21 Solo Retirees 0 0 520 15,903 F22 Boomerang Boarders 0 0 182 7,695 F23 Family Ties 0 0 0 4,884 F24 Fledgling Free 0 0 0 1,637 F25 Dependable Me 0 0 7,894 G26 Cafés and Catchments 0 0 177 7,787 G26 Cafés and Catchments 0 0 1,637 G27 Thriving Independence 0 0 1,783 G29 Mid-Career Convention 0 0 2,821 H30 Primary Ambitions 0 0 2,967 H31 Affordable Fringe 0 0 2,821 H33 Contemporary Starts 0 0 229 15		D16	Outlying Seniors	0	0	0	0
E19Bungalow Heaven0003,090E20Classic Grandparents0010513,341E21Solo Retirees0052015,903F22Boomerang Boarders001827,695F23Family Ties0004,884F24Fledgling Free0001,637F25Dependable Me00747,894G26Cafés and Catchments0017916,218G27Thriving Independence001,783G29Mid-Career Convention002,821H30Primary Ambitions0031012,967H32First-Rung Futures0041,975H34New Foundations5011,4763,8335,620		D17	Far-Flung Outposts	0	0	0	0
E20 Classic Grandparents 0 0 105 13,341 E21 Solo Retirees 0 0 520 15,903 F22 Boomerang Boarders 0 0 182 7,695 F23 Family Ties 0 0 0 4,884 F24 Fledgling Free 0 0 0 1,637 F25 Dependable Me 0 0 74 7,894 G26 Cafés and Catchments 0 0 181 22,607 G28 Modern Parents 0 0 1,783 G29 Mid-Career Convention 0 0 2,821 H30 Primary Ambitions 0 0 310 12,967 H32 First-Rung Futures 0 0 229 15,165 H33 Contemporary Starts 0 0 4 1,975 H34 New Foundations 501 1,476 3,833 5,620		E18	Legacy Elders	0	0	17	7,757
E21 Solo Retirees 0 0 520 15,903 F22 Boomerang Boarders 0 0 182 7,695 F23 Family Ties 0 0 0 4,884 F24 Fledgling Free 0 0 0 1,637 F25 Dependable Me 0 0 74 7,894 G26 Cafés and Catchments 0 0 181 22,607 G28 Modern Parents 0 0 1,783 G29 Mid-Career Convention 0 0 2,821 H30 Primary Ambitions 0 0 310 12,967 H32 First-Rung Futures 0 0 229 15,165 H33 Contemporary Starts 0 0 4 1,975 H34 New Foundations 501 1,476 3,833 5,620		E19	Bungalow Heaven	0	0	0	3,090
F22 Boomerang Boarders 0 0 182 7,695 F23 Family Ties 0 0 0 4,884 F24 Fledgling Free 0 0 0 1,637 F25 Dependable Me 0 0 7,894 G26 Cafés and Catchments 0 0 179 16,218 G27 Thriving Independence 0 0 1,81 22,607 G28 Modern Parents 0 0 1,783 G29 Mid-Career Convention 0 0 2,821 H30 Primary Ambitions 0 0 310 12,967 H31 Affordable Fringe 0 0 229 15,165 H33 Contemporary Starts 0 0 4 1,975 H34 New Foundations 501 1,476 3,833 5,620		E20	Classic Grandparents	0	0	105	13,341
F23 Family Ties 0 0 0 4,884 F24 Fledgling Free 0 0 0 1,637 F25 Dependable Me 0 0 74 7,894 G26 Cafés and Catchments 0 0 179 16,218 G27 Thriving Independence 0 0 181 22,607 G28 Modern Parents 0 0 0 1,783 G29 Mid-Career Convention 0 0 2,821 H30 Primary Ambitions 0 0 310 12,967 H32 First-Rung Futures 0 0 229 15,165 H33 Contemporary Starts 0 0 4 1,975 H34 New Foundations 501 1,476 3,833 5,620		E21	Solo Retirees	0	0	520	15,903
F24 Fledgling Free 0 0 0 1,637 F25 Dependable Me 0 0 74 7,894 G26 Cafés and Catchments 0 0 179 16,218 G27 Thriving Independence 0 0 181 22,607 G28 Modern Parents 0 0 0 1,783 G29 Mid-Career Convention 0 0 2,821 H30 Primary Ambitions 0 0 934 14,789 H31 Affordable Fringe 0 0 310 12,967 H32 First-Rung Futures 0 0 229 15,165 H33 Contemporary Starts 0 0 4 1,975 H34 New Foundations 501 1,476 3,833 5,620		F22	Boomerang Boarders	0	0	182	7,695
F25 Dependable Me 0 0 74 7,894 G26 Cafés and Catchments 0 0 179 16,218 G27 Thriving Independence 0 0 181 22,607 G28 Modern Parents 0 0 0 1,783 G29 Mid-Career Convention 0 0 2,821 H30 Primary Ambitions 0 0 934 14,789 H31 Affordable Fringe 0 0 310 12,967 H32 First-Rung Futures 0 0 4 1,975 H34 New Foundations 501 1,476 3,833 5,620		F23	Family Ties	0	0	0	4,884
G26 Cafés and Catchments 0 0 179 16,218 G27 Thriving Independence 0 0 181 22,607 G28 Modern Parents 0 0 0 1,783 G29 Mid-Career Convention 0 0 0 2,821 H30 Primary Ambitions 0 0 934 14,789 H31 Affordable Fringe 0 0 310 12,967 H32 First-Rung Futures 0 0 229 15,165 H33 Contemporary Starts 0 0 4 1,975 H34 New Foundations 501 1,476 3,833 5,620		F24	Fledgling Free	0	0	0	1,637
G27 Thriving Independence 0 0 181 22,607 G28 Modern Parents 0 0 0 1,783 G29 Mid-Career Convention 0 0 2,821 H30 Primary Ambitions 0 0 934 14,789 H31 Affordable Fringe 0 0 310 12,967 H32 First-Rung Futures 0 0 229 15,165 H33 Contemporary Starts 0 0 4 1,975 H34 New Foundations 501 1,476 3,833 5,620		F25	Dependable Me	0	0	74	7,894
G28 Modern Parents 0 0 0 1,783 G29 Mid-Career Convention 0 0 0 2,821 H30 Primary Ambitions 0 0 934 14,789 H31 Affordable Fringe 0 0 310 12,967 H32 First-Rung Futures 0 0 229 15,165 H33 Contemporary Starts 0 0 4 1,975 H34 New Foundations 501 1,476 3,833 5,620		G26	Cafés and Catchments	0	0	179	16,218
G29 Mid-Career Convention 0 0 0 2,821 H30 Primary Ambitions 0 0 934 14,789 H31 Affordable Fringe 0 0 310 12,967 H32 First-Rung Futures 0 0 229 15,165 H33 Contemporary Starts 0 0 4 1,975 H34 New Foundations 501 1,476 3,833 5,620		G27	Thriving Independence	0	0	181	22,607
H30 Primary Ambitions 0 0 934 14,789 H31 Affordable Fringe 0 0 310 12,967 H32 First-Rung Futures 0 0 229 15,165 H33 Contemporary Starts 0 0 4 1,975 H34 New Foundations 501 1,476 3,833 5,620		G28	Modern Parents	0	0	0	1,783
H31 Affordable Fringe 0 0 310 12,967 H32 First-Rung Futures 0 0 229 15,165 H33 Contemporary Starts 0 0 4 1,975 H34 New Foundations 501 1,476 3,833 5,620		G29	Mid-Career Convention	0	0	0	2,821
H31 Affordable Fringe 0 0 310 12,967 H32 First-Rung Futures 0 0 229 15,165 H33 Contemporary Starts 0 0 4 1,975 H34 New Foundations 501 1,476 3,833 5,620		H30	Primary Ambitions	0	0	934	14,789
H32 First-Rung Futures 0 0 229 15,165 H33 Contemporary Starts 0 0 4 1,975 H34 New Foundations 501 1,476 3,833 5,620		H31	Affordable Fringe	0	0	310	12,967
H33 Contemporary Starts 0 0 4 1,975 H34 New Foundations 501 1,476 3,833 5,620		H32		0	0		
H34 New Foundations 501 1,476 3,833 5,620			•	0	0		
		H34		501	1,476	3,833	
		H35	Flying Solo	0	0	43	2,264

			10 Minute WT	20 Minute WT	10 Minute DT	20 Minute DT
Mosai		Profile	Catchment	Catchment	Catchment	Catchment
IVIUSAI	стуре	FIOTILE	Adults 18+	Adults 18+	Adults 18+	Adults 18+
	136	Solid Economy	0	0	3,384	15,444
	137	Budget Generations	0	0	388	4,131
	138	Economical Families	0	0	885	14,795
	139	Families on a Budget	0	158	9,633	41,161
	J40	Value Rentals	0	0	19	5,343
	J41	Youthful Endeavours	0	42	1,415	5,871
	J42	Midlife Renters	0	0	1,116	15,506
	J43	Renting Rooms	0	900	23,019	71,350
	K44	Inner City Stalwarts	117	1,187	3,186	3,554
	K45	City Diversity	4	619	1,828	2,396
	K46	High Rise Residents	77	1,172	5,900	7,835
	K47	Single Essentials	0	184	2,125	8,902
	K48	Mature Workers	0	0	2,551	14,489
	L49	Flatlet Seniors	0	107	3,866	16,469
	L50	Pocket Pensions	0	0	49	4,372
	L51	Retirement Communities	0	0	129	5,479
	L52	Estate Veterans	0	0	1,531	9,720
	L53	Seasoned Survivors	0	33	1,876	16,138
	M54	Down-to-Earth Owners	0	0	36	2,795
	M55	Back with the Folks	0	0	372	13,187
	M56	Self Supporters	0	0	420	17,315
	N57	Community Elders	0	0	2,898	14,993
	N58	Culture & Comfort	0	0	3,476	7,605
	N59	Large Family Living	0	28	6,310	24,639
	N60	Ageing Access	146	272	2,031	11,053
	061	Career Builders	3	39	1,543	24,834
	062	Central Pulse	5,834	25,026	50,258	61,451
	063	Flexible Workforce	0	471	6,110	11,978
	064	Bus-Route Renters	0	174	1,646	9,622
	065	Learners & Earners	87	681	11,472	23,014
	066	Student Scene	1,720	2,413	7,088	15,927
	U99	Unclassified	3,425	10,562	23,001	28,474
		Total	12,460	46,511	187,658	713,741





Top 3 Mosaic Types in a 20 Minute Walktime

1. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



- Aged under 35
- City centre regeneration
- Rent small new build and converted flats
- Graduate starter salaries
- Most frequent cinema goers
- Love modern technology

2. 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

3. H34 New Foundations

Occupants of brand new homes who are often younger singles or couples with children



- Recently built homes
- Singles and cohabiting couples
- Flats and other mixed housing
- Often aged under 35
- All have recently moved in
- Half own and half rent

Top 3 Mosaic Types in a 20 Minute Drivetime

1. 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

• Aged under 35

City centre regeneration

• Graduate starter salaries

Love modern technology

Most frequent cinema goers

2. O62 Central Pulse

City-loving youngsters renting central flats in vibrant locations close to jobs and night life



3. 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

• Rent small new build and converted flats

- 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

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				Mediun	n			Low			
Activity Group Structure	Target Customers	% of Population	h	ndex	Target Customers	% of Index		Target Customers	% of Population		Index		
Female: Alone, Pair or Group	32,488	69.8	231		1,842	4.0	24		1,620	3.5	7		
Male: Alone	4,724	10.2	34		3,966	8.5	55		27,261	58.6	110		
Male: Group	26,767	57.5	252		5,350	11.5	44		3,834	8.2	17		
Male: Pair	29,303	63.0	242		3,377	7.3	48		3,271	7.0	12		
Mixed Sex: Group	33,998	73.1	320		107	0.2	1		1,845	4.0	9		
Mixed Sex: Pair	28,294	60.8	259		4,061	8.7	27		3,596	7.7	18		
With Children	3,327	7.2	25		629	1.4	8		31,995	68.8	130		
Unknown	30,929	66.5	202		3,591	7.7	43		1,432	3.1	6		
For Eating:													
Upmarket	30,007	64.5	211		3,790	8.1	39		2,154	4.6	10		
Midmarket	33,167	71.3	208		1,103	2.4	26		1,681	3.6	7		
Downmarket	3,268	7.0	32		28,182	60.6	174		4,501	9.7	23		
For Drinking (monthly spend):													
Nothing	1,643	3.5	12		2,185	4.7	20		32,123	69.1	154		
Low (less than £10)	272	0.6	2		855	1.8	8		34,824	74.9	165		
Medium (Between £10 and £40)	26,882	57.8	189		3,043	6.5	37		6,026	13.0	26		
High (Greater than £40)	28,628	61.5	238		1,361	2.9	14		5,962	12.8	25		



Pubs & Leisure: Attitudinal Profiles



		20 Minute Drivetime										
		High			Mediur	n		Low				
Activity Group Structure	Target Customers	index -		Target Customers	% of Population	Index	Target Customers	% of Population	Index			
Female: Alone, Pair or Group	249,469	35.0	115	134,418	18.8	115	301,383	42.2	81			
Male: Alone	254,553	35.7	120	138,029	19.3	124	292,689	41.0	77			
Male: Group	197,185	27.6	121	214,194	30.0	115	273,891	38.4	77			
Male: Pair	259,144	36.3	139	183,135	25.7	168	242,993	34.0	59			
Mixed Sex: Group	308,286	43.2	189	96,804	13.6	42	280,181	39.3	89			
Mixed Sex: Pair	191,167	26.8	114	268,561	37.6	116	225,543	31.6	74			
With Children	256,438	35.9	124	99,600	14.0	83	329,233	46.1	87			
Unknown	297,636	41.7	127	109,885	15.4	86	277,750	38.9	81			
For Eating:												
Upmarket	279,788	39.2	128	194,374	27.2	131	211,109	29.6	63			
Midmarket	400,536	56.1	163	75,454	10.6	117	209,281	29.3	53			
Downmarket	161,168	22.6	102	260,304	36.5	105	263,799	37.0	89			
For Drinking (monthly spend):												
Nothing	161,857	22.7	75	144,448	20.2	86	378,966	53.1	118			
Low (less than £10)	135,582	19.0	64	93,804	13.1	56	455,885	63.9	141			
Medium (Between £10 and £40)	225,859	31.6	103	78,939	11.1	62	380,473	53.3	106			
High (Greater than £40)	221,031	31.0	120	105,791	14.8	72	358,449	50.2	96			





Walktime From

Site (Minutes)

0.0

2.1

3.0

3.6

3.6

3.6

3.6

3.6

3.6

3.6

3.9

3.9

3.9

4.2

4.2

4.2

4.5

4.8

4.8

5.1

Source: CGA 2018

Drivetime from

Site (Minutes)

0.0

1.2

0.7

0.4

0.9

0.9

0.9

0.9

1.0

1.2

1.5

1.5

1.6

1.2

1.3

1.9

1.3

2.0

2.0

2.3

Competitor Map

Top 20 Nearest Competitors

all all and the second se	Order	Outlet Name	Operator
Victoria Reflection	1	Britons Protection, M 15LE	Star Pubs & Bars
Table Blackfriate 1 tons and the state of th	2	City Road Inn, M 1 5NZ	Ei Group
seen a contract of the second se	3	Rain Bar, M 15JG	JW Lees
Stopping District	4	Barcode, M 1 5LN	Independent Free
Construction of the second sec	5	Ark, M 15LH	Stonegate Pub Company
Outro China Town Contraction China Town	6	Coyote Ugly, M 15LH	Independent Free
Room B Hickard Handlester Central And H	7	El Diablo, M 15LH	Independent Free
read of the street stre	8	Revolution, M 15LH	Inventive Leisure
	9	Temple, M 15JW	Independent Free
A57(M) 10 2 a a Mancunian Way Christer Road Deansgate Locks 20021 a Opus	10	Rebellion Bar, M 15WZ	Independent Free
	11	Eperney, M 3 4EE	Epernay Champagne Bars
Ardwick @	12	Kielys, M 3 4EE	Independent Free
	13	Whim Wham, M 15WQ	Independent Free
Hulme a start sta	14	Deansgate, M 3 4LQ	Hale Leisure
A Street or Road A Street or Road A Street or Road A Manchester Science Park A Manchester Science Park	15	Lock 91, M 3 4QL	Independent Free
Road 2	16	Table Table, M 2 3DW	Whitbread
	17	Peveril Of The Peak, M 1 5JQ	Ei Group
	18	Dog Bowl, M 15WW	Black Dog Ballroom
Copyright Experian Ltd, HERE 2017. Ordnance Survey © Crown copyright 2017	19	Gorilla, M 15WW	Mission Mars
🗙 Site 🔵 Star Pubs 🛑 Pubs 💦 Catchment	20	Junkyard Golf, M 15 4FN	Junkyard Golf Club Limited